

MARCO Regional Waikato Perception Survey 2010 Hauraki Report

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Prepared for



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Background

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

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

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

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

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

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

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

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

2007 Survey

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

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

2010 Survey

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

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

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

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

Timing of Survey

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

Deliverables

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

Relevance for Councils

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

Recommended sample size

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

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

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

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

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

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

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

Methodology

Interview Type

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

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

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

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

Sampling Methodology

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

Margin of Error

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

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

Questionnaire

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

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

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

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

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

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

Respondent Selection

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

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

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

Processing the information

The detailed data processing was completed by IRC.

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

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

Response Rate

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

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

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

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

Data weighting

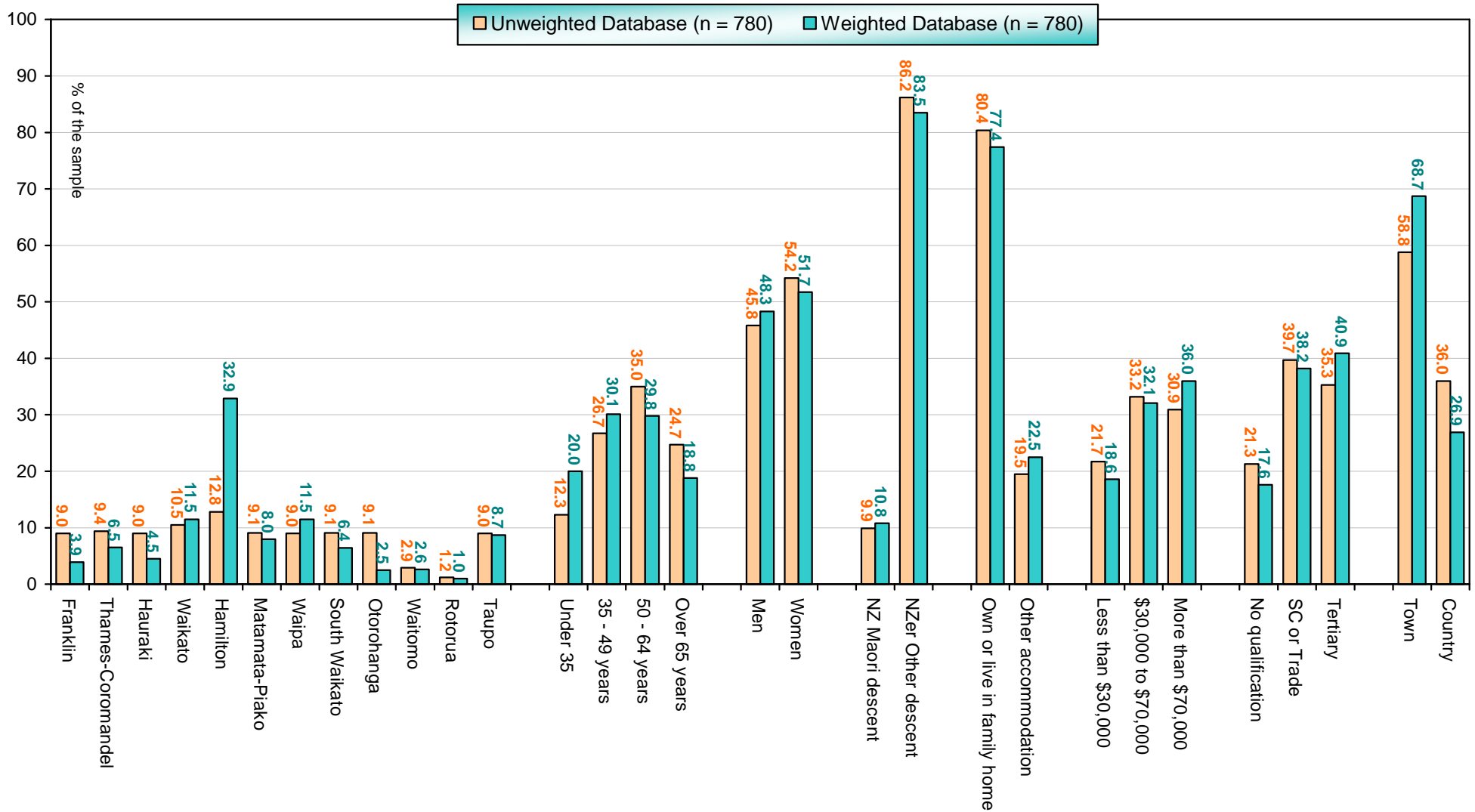
With most random samples, there are subgroups of the population that tend to opt out of participating in surveys e.g. in this survey only 12% of the interviews were with respondents aged 18 to 34 years (versus 20% based on the 2006 census results) as a higher proportion of this age bracket opted out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

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

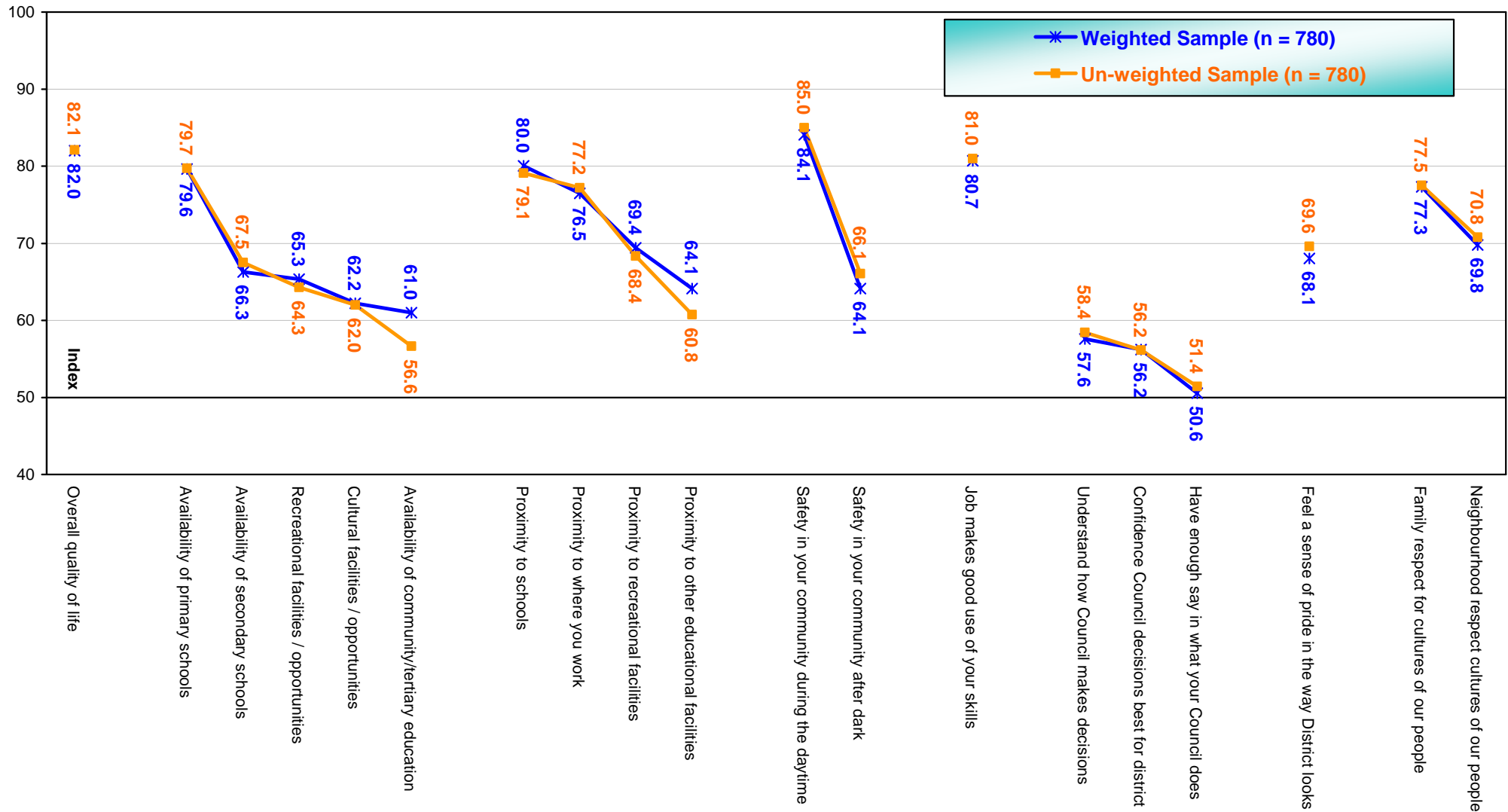
A simple cost effective method of correcting for this imbalance is by data weighting e.g. a weighting is given to ensure the sample reflects the actual population e.g. if 25% of the interviews were with respondents over 65 but we were only expecting 20% in the population, then a data weighting is applied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

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

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



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



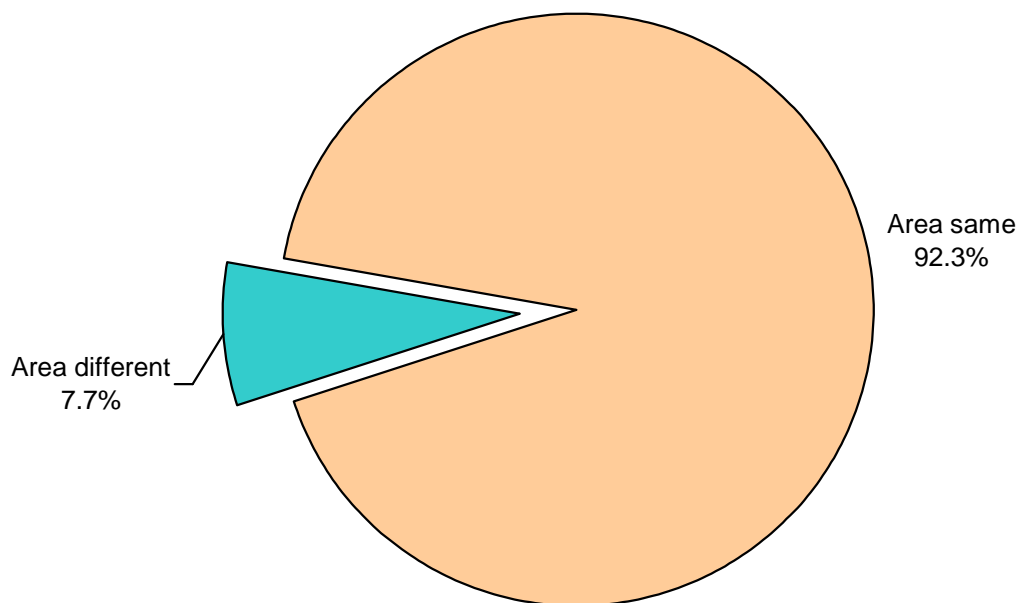
Telephone Area compared to respondents area

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

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

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

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



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

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

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

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

Telephone Area versus Respondent Area

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

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

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

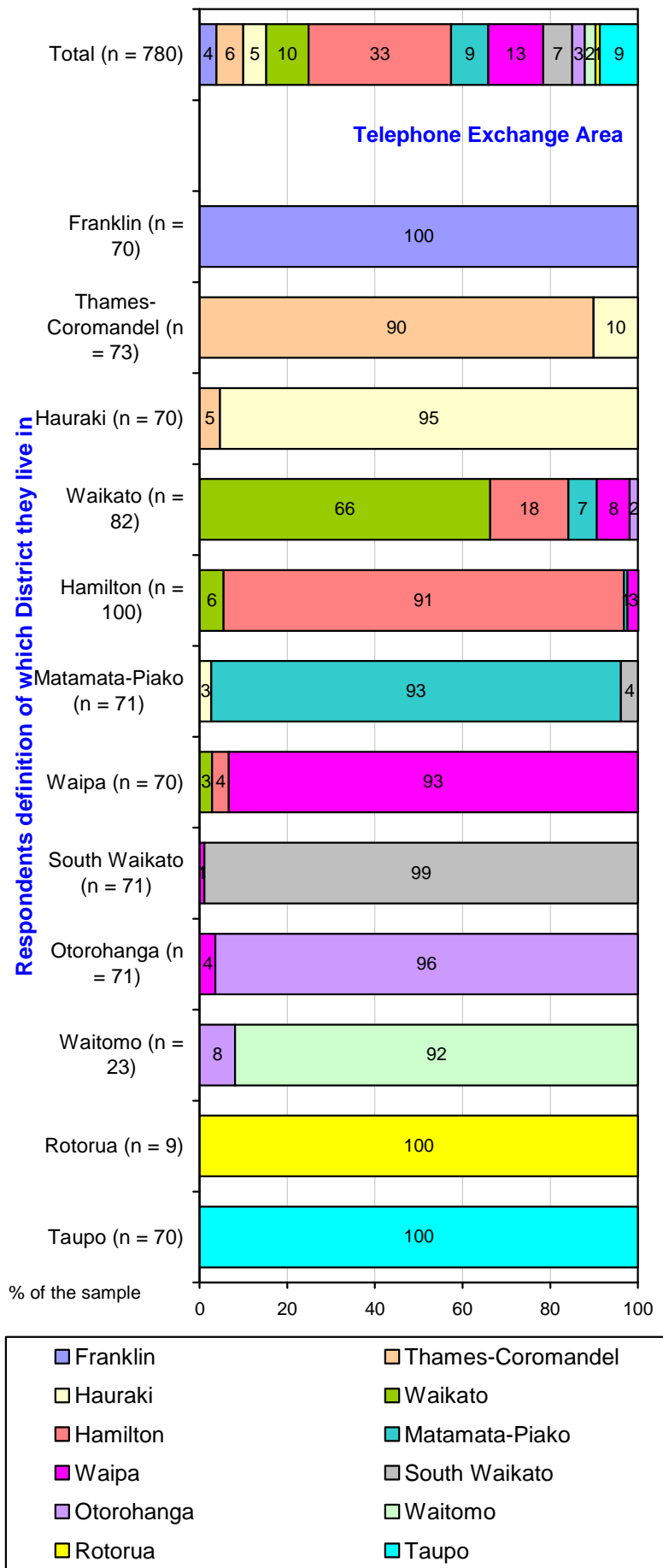
For most districts, the vast majority are from the telephone exchanges for the district that for respondents said they were from. This ranges from 66% for Waikato to 100% for Franklin, Rotorua and Taupo.

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

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

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

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



Scales and their Interpretation

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

Indexes

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

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

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

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

Sample Profile

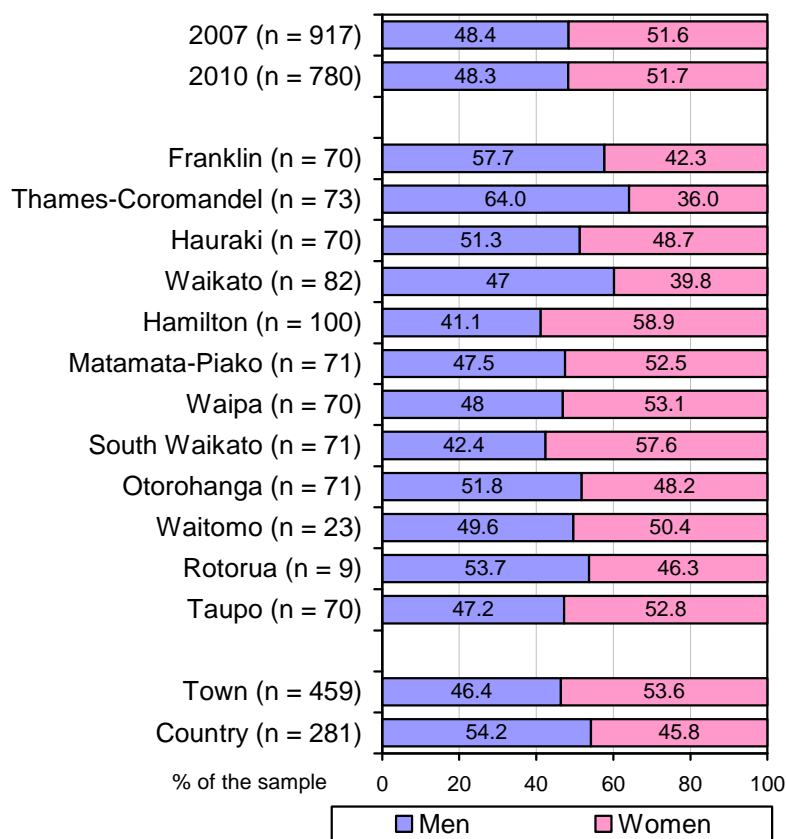
Gender

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

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

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

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



Age

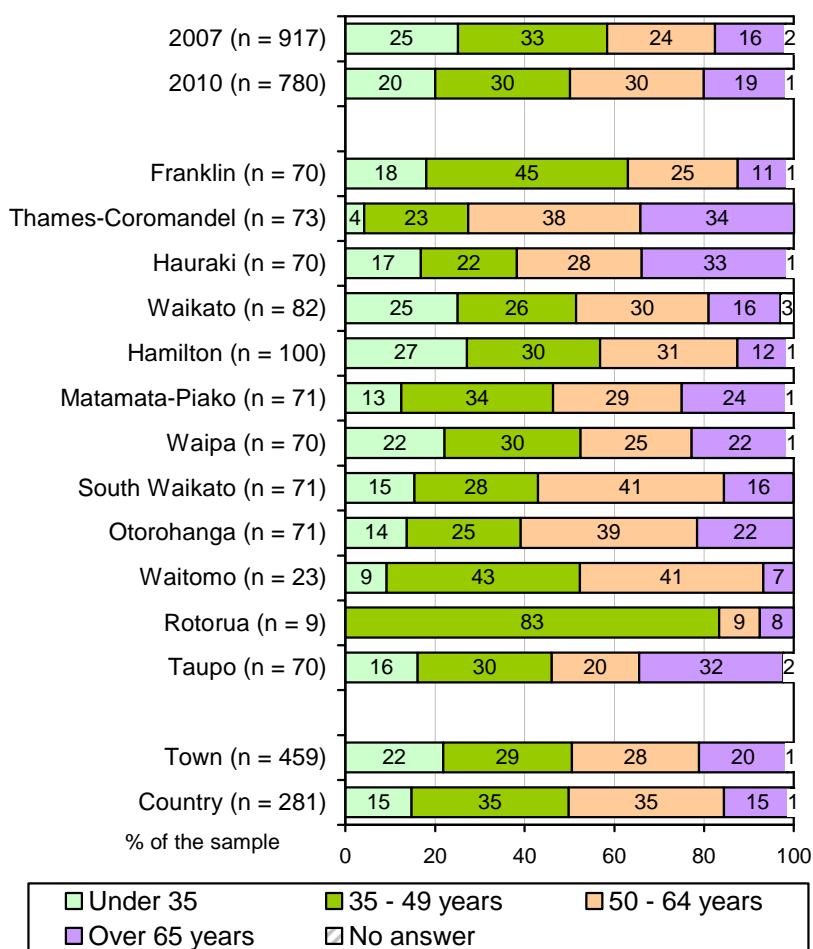
The unweighted sample has a disproportionate number of over 65 year olds, (25% versus 19% in the census). This is caused by more older people living alone and being more available for interviews. This anomaly has been corrected by data weighting.

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

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

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

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



Ethnicity

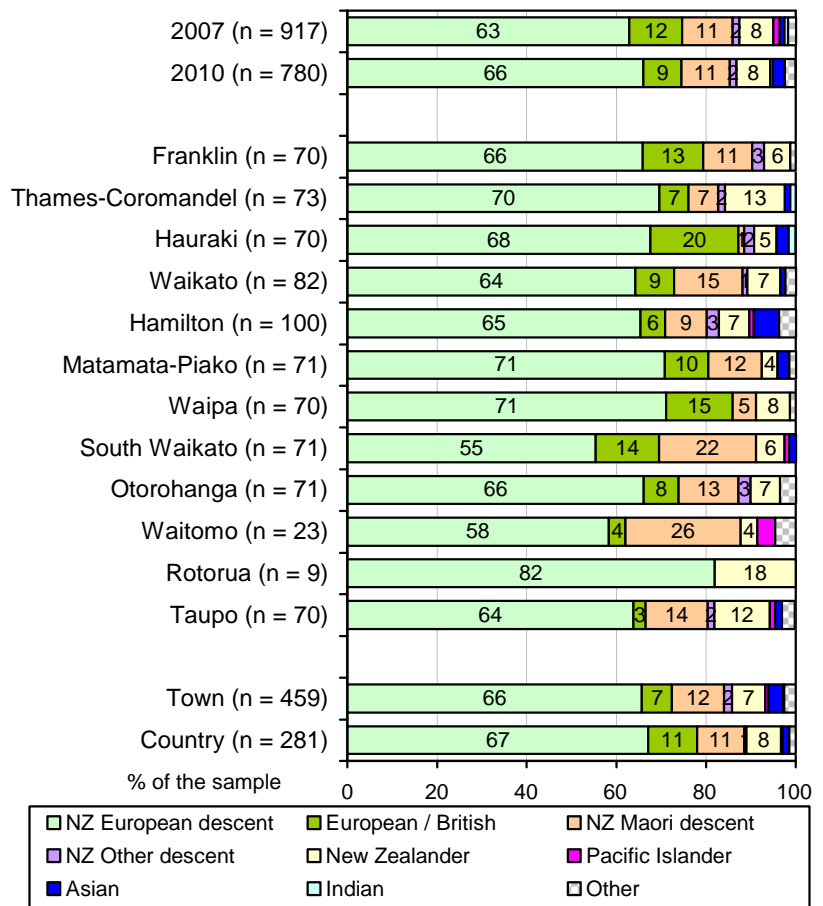
Two thirds of the respondents (66%) identified themselves with being a New Zealander of European descent while 9% identified themselves with being European / British.

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

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

The results are similar to 2007.

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

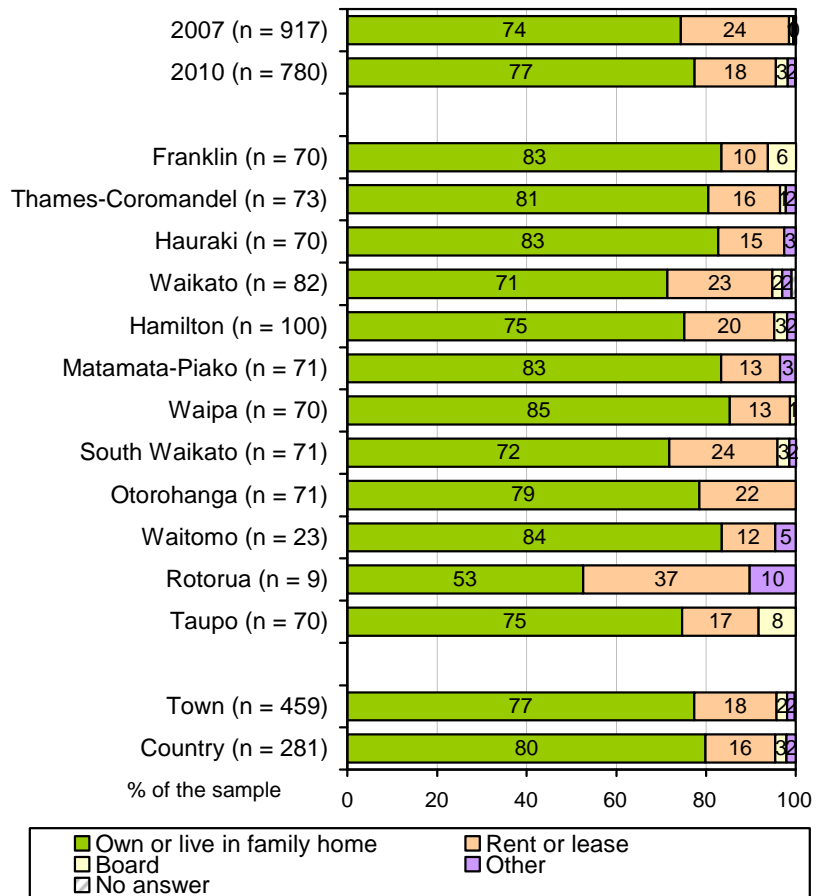


Home Ownership

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

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

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



Household Income

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

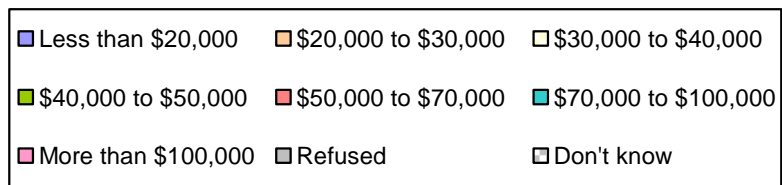
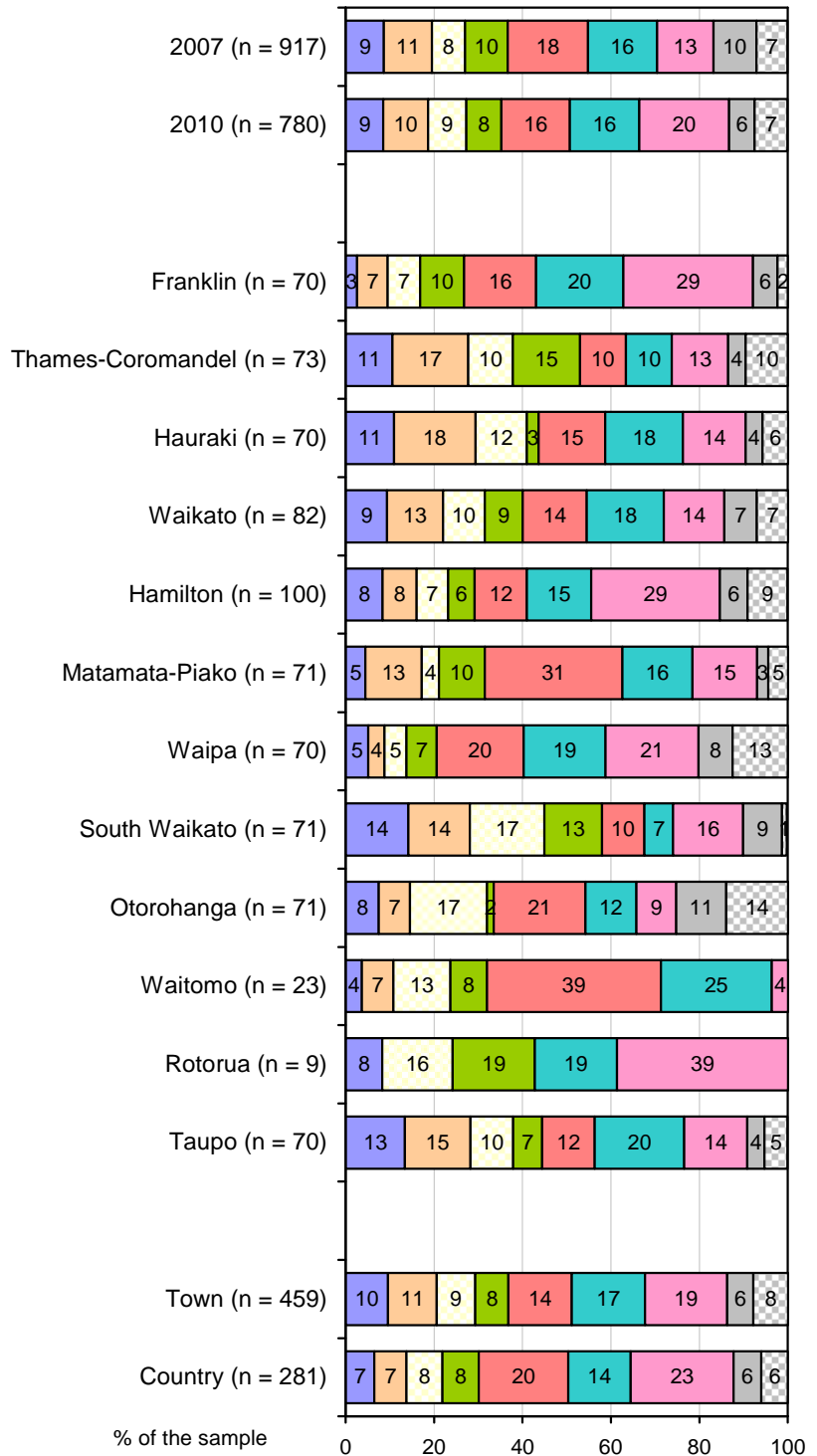
A few respondents (6%) declined to give their household income and 7% said they did not know what it is.

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

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

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

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



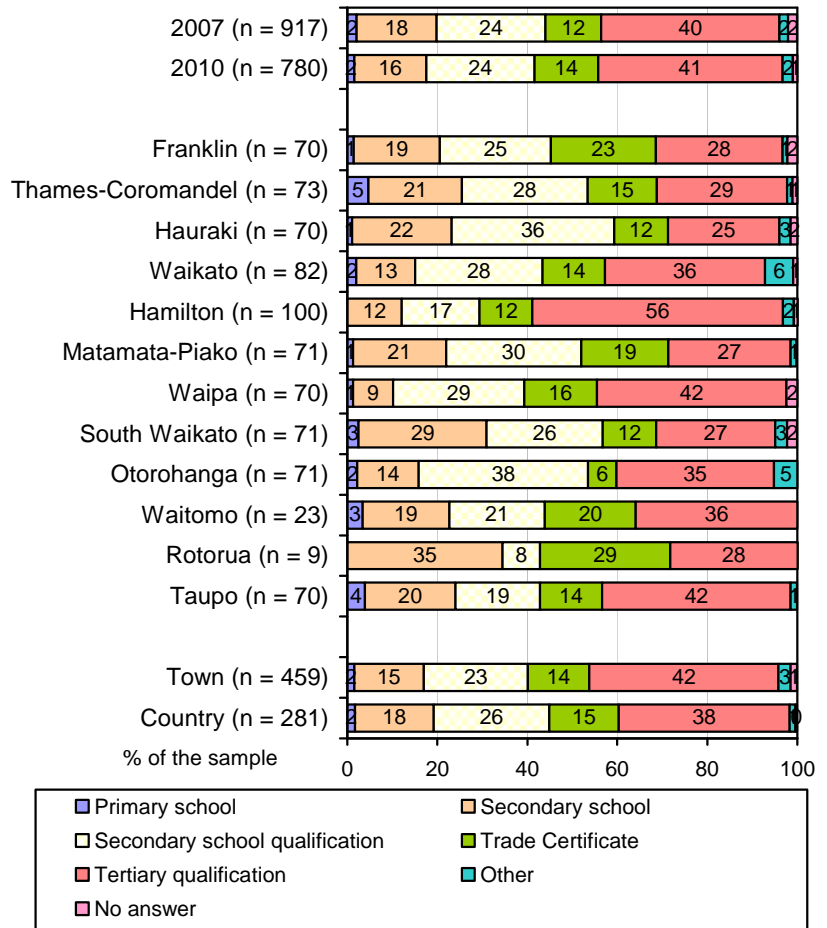
Highest Education Qualification

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

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

The results are very similar to those recorded in 2007.

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



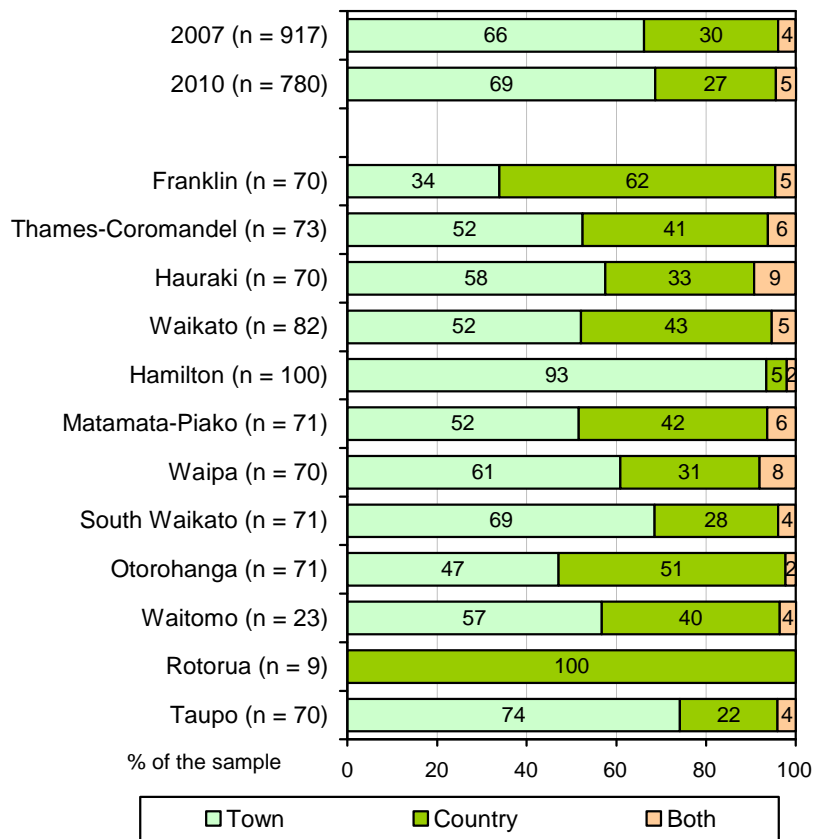
Town Versus Country

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

The results are very similar to those recorded in 2007.

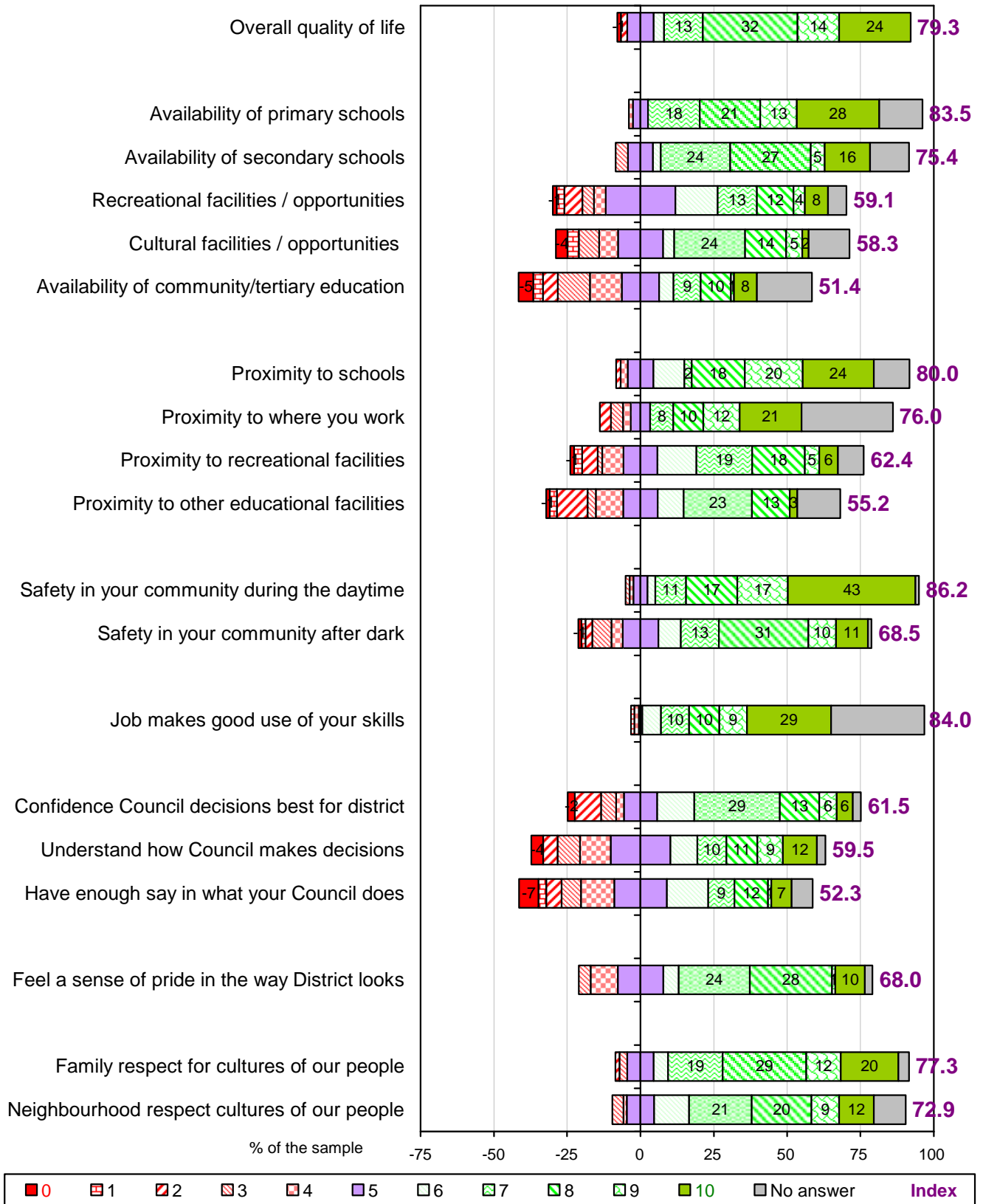
It is interesting that 5% of the respondents from Hamilton felt they lived in the country while 2% felt they lived in both the town and country.

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



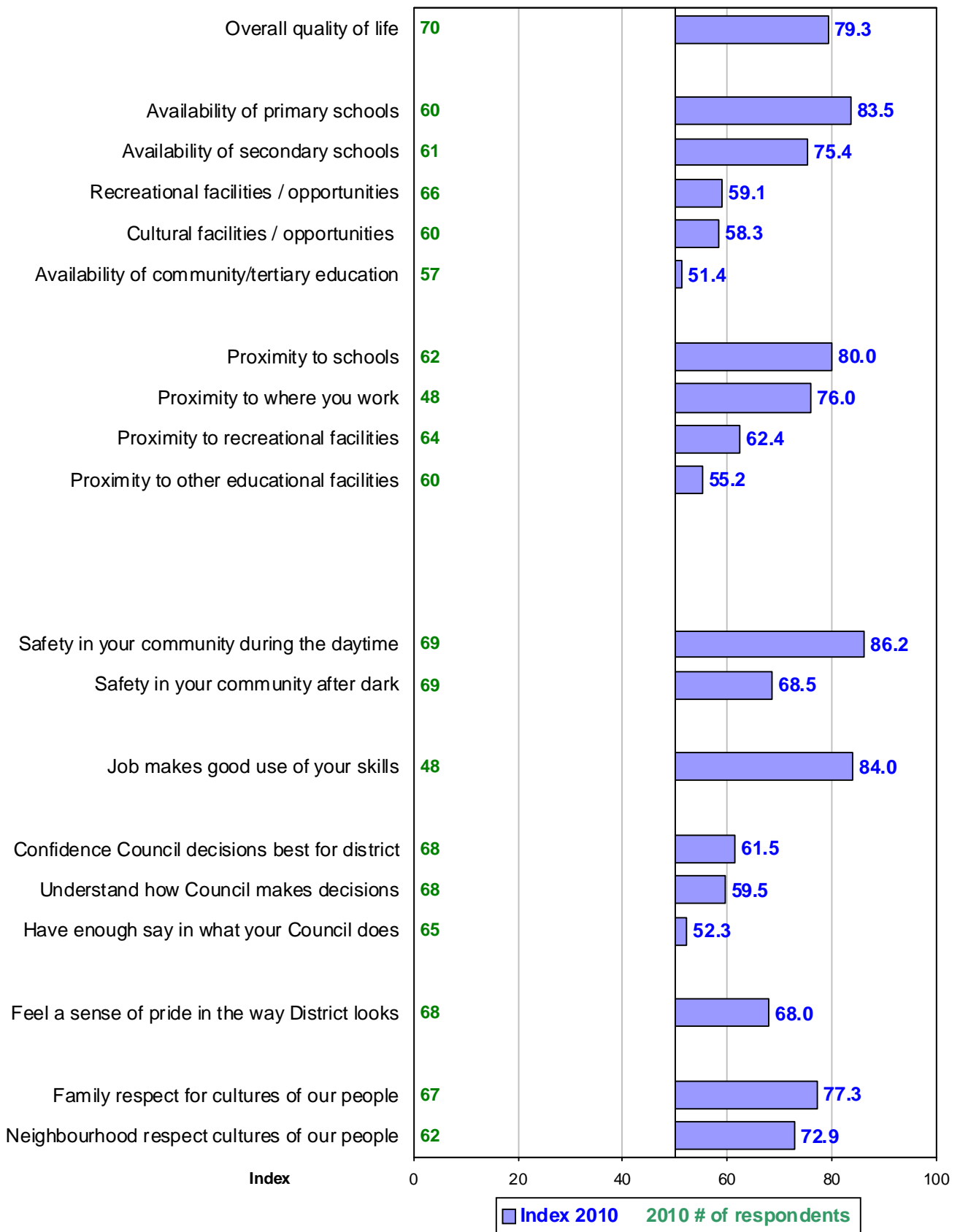
Summary of Indexes – Hauraki

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.



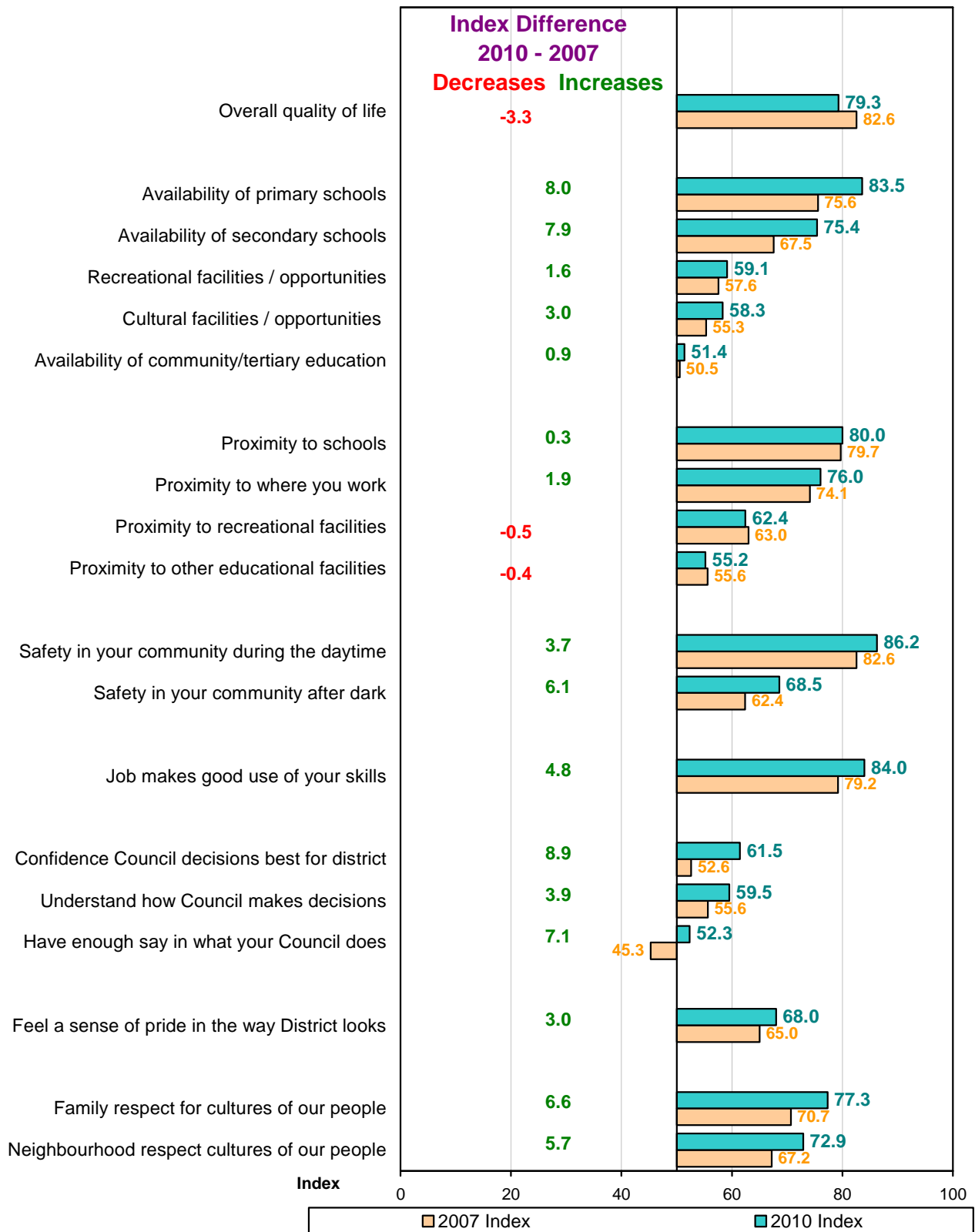
Indexes – Hauraki District

The indexes range from 86.2 for the ‘Safety in your community during the daytime’ down to an Index of 51.4 for the factor ‘the availability of community or tertiary education in your area’.



Hauraki District - Comparison to 2007

The following chart compares Hauraki’s 2010 results with 2007. There were 16 increases versus 3 decreases in the Indexes. The largest increase was 8.9 points for the statement ‘Overall, you have confidence that the Council makes decisions that are in the best interests of your district’ followed by a 8.0 point increase for the factor ‘the availability of primary schools in your area’. The largest decrease was 3.3 points for the factor the ‘Overall Quality of Life’.



Hauraki - Summary Tables – Percentages across the Various Scale

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

Area	Type	Factor	Using the scale where 0 to 10, how satisfied are you with .? % rating with a score of <?>											Index	
			0	1	2	3	4	5	6	7	8	9	10		No answer
Quality of Life	Happiness Index	Overall quality of life	1.2		2.2			8.9	3.6	13.1	32.3	14.2	24.4		79.3
Quality of Life	CSI Score	Availability of primary schools					1.4	5.1		17.6	20.6	12.5	28.1	14.7	83.5
Quality of Life	CSI Score	Availability of secondary schools				4.2		8.6	2.6	23.7	27.4	4.8	15.5	13.2	75.4
Quality of Life	CSI Score	Recreational facilities / opportunities	1.3	2.7	6.1	3.9	4.0	23.7	14.4	13.4	12.4	3.9	7.9	6.3	59.1
Quality of Life	CSI Score	Cultural facilities / opportunities	3.9	3.9		6.9	6.4	15.3	3.8	24.2	14.0	5.4	2.2	14.0	58.3
Quality of Life	CSI Score	Availability of community / tertiary education	5.0	3.3	5.1	11.0	10.8	12.8	4.9	9.2	10.3	1.1	7.8	18.7	51.4
Proximity	CSI Score	Proximity to schools			1.5		2.4	8.7	10.6	2.4	18.2	19.7	24.3	12.1	80.0
Proximity	CSI Score	Proximity to where you work			3.8	4.1	2.7	6.6		7.9	10.2	12.4	21.1	31.1	76.0
Proximity	CSI Score	Proximity to recreational facilities	1.3	2.7	5.3	1.5	7.3	11.5	13.2	19.1	17.9	4.9	6.4	8.8	62.4
Proximity	CSI Score	Proximity to other educational facilities	1.2	2.4	10.5	2.7	9.4	11.7	8.9	23.2	12.9		2.5	14.7	55.2
Crime and Safety	Safety index	Safety in your community during the daytime				1.4	1.3	4.8	2.7	10.5	17.4	17.3	43.4	1.2	86.2
Crime and Safety	Safety index	Safety in your community after dark	1.1	1.4	2.2	6.6	3.8	12.2	7.7	12.9	30.5	9.5	10.9	1.2	68.5
Work opportunities	Agreement Index	Job makes good use of your skills		1.1			1.5	1.2	6.4	9.6	10.3	9.4	28.7	31.8	84.0
Council Decision Making	Agreement Index	Confidence Council decisions best for district	2.4		8.9	5.2	2.6	11.3	12.6	29.2	13.4	6.0	5.5	2.7	61.5
Council Decision Making	Agreement Index	Understand how Council makes decisions	4.0		4.9	7.7	10.4	20.4	9.2	9.9	10.6	8.7	11.5	2.9	59.5

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

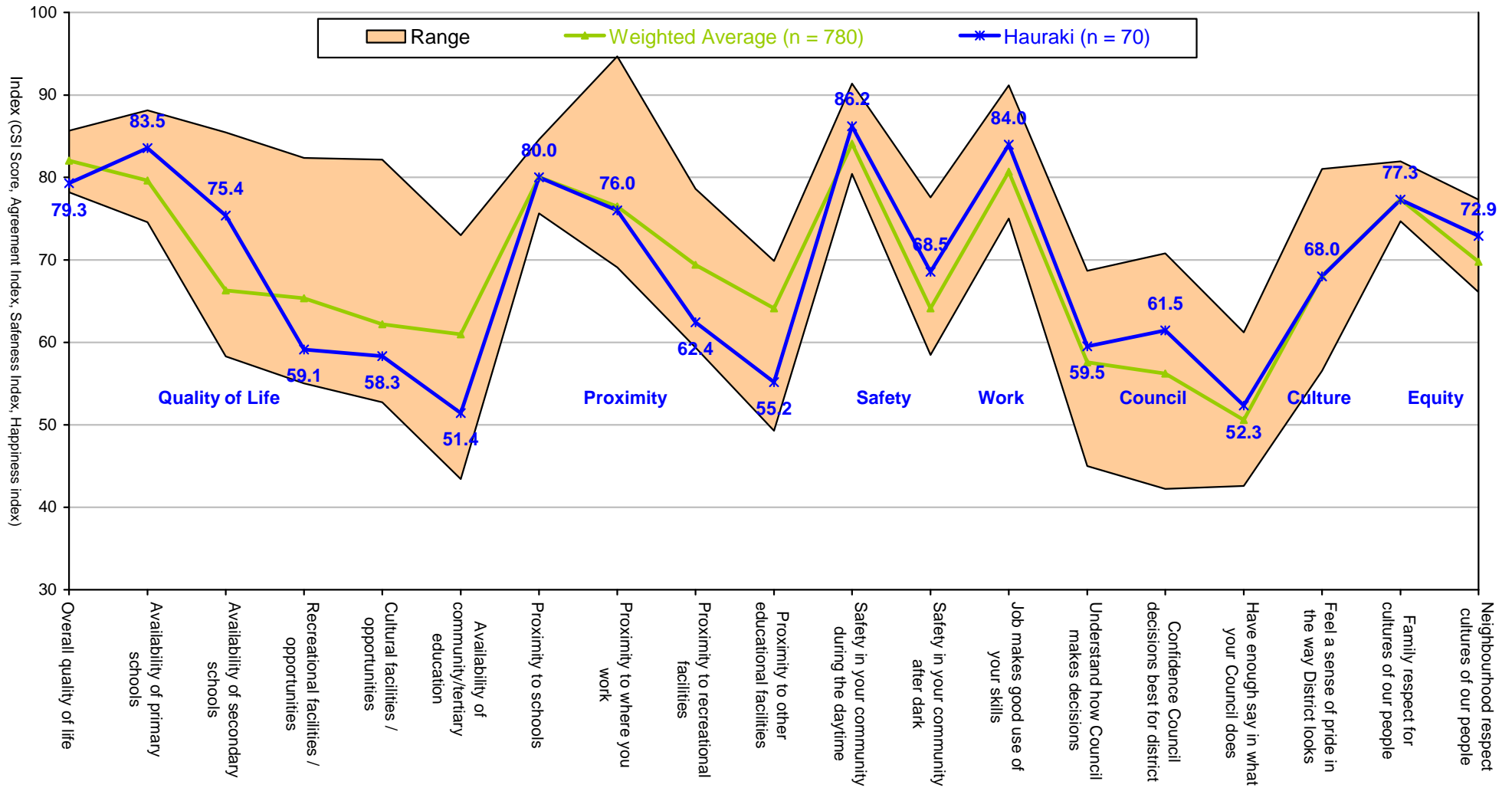
Percentage of respondents rating each question with scores from 0 to 10

Area	Type	Factor	Using the scale where 0 to 10, how satisfied are you with .? % rating with a score of <?>												Index
			0	1	2	3	4	5	6	7	8	9	10	No answer	
Council Decision Making	Agreement Index	Have enough say in what your Council does	6.6	2.7	5.2	6.6	11.3	18.0	14.1	8.9	11.5	1.1	6.9	7.2	52.3
Culture and Identity	Agreement Index	Feel a sense of pride in the way district looks				4.0	9.2	15.5	5.3	24.2	28.0	1.1	10.1	2.6	68.0
Participation and equity	Agreement Index	Family respect for cultures of our people			1.4	2.7		8.9	4.9	18.6	28.5	11.8	19.6	3.6	77.3
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people				3.8	1.1	9.3	11.9	21.3	20.4	9.4	11.9	10.8	72.9

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

Hauraki District

The chart compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for Hauraki against the other districts in the Waikato. This shows that Hauraki tends to be rated lower than the weighted average of the district for some factors and close to the average for others. The highest rated factor is for 'Safety in your community during the daytime' (Index 86.2) and the lowest rated is 'The availability of community or tertiary education in your area' (Index 51.4).



Main Findings - Hauraki

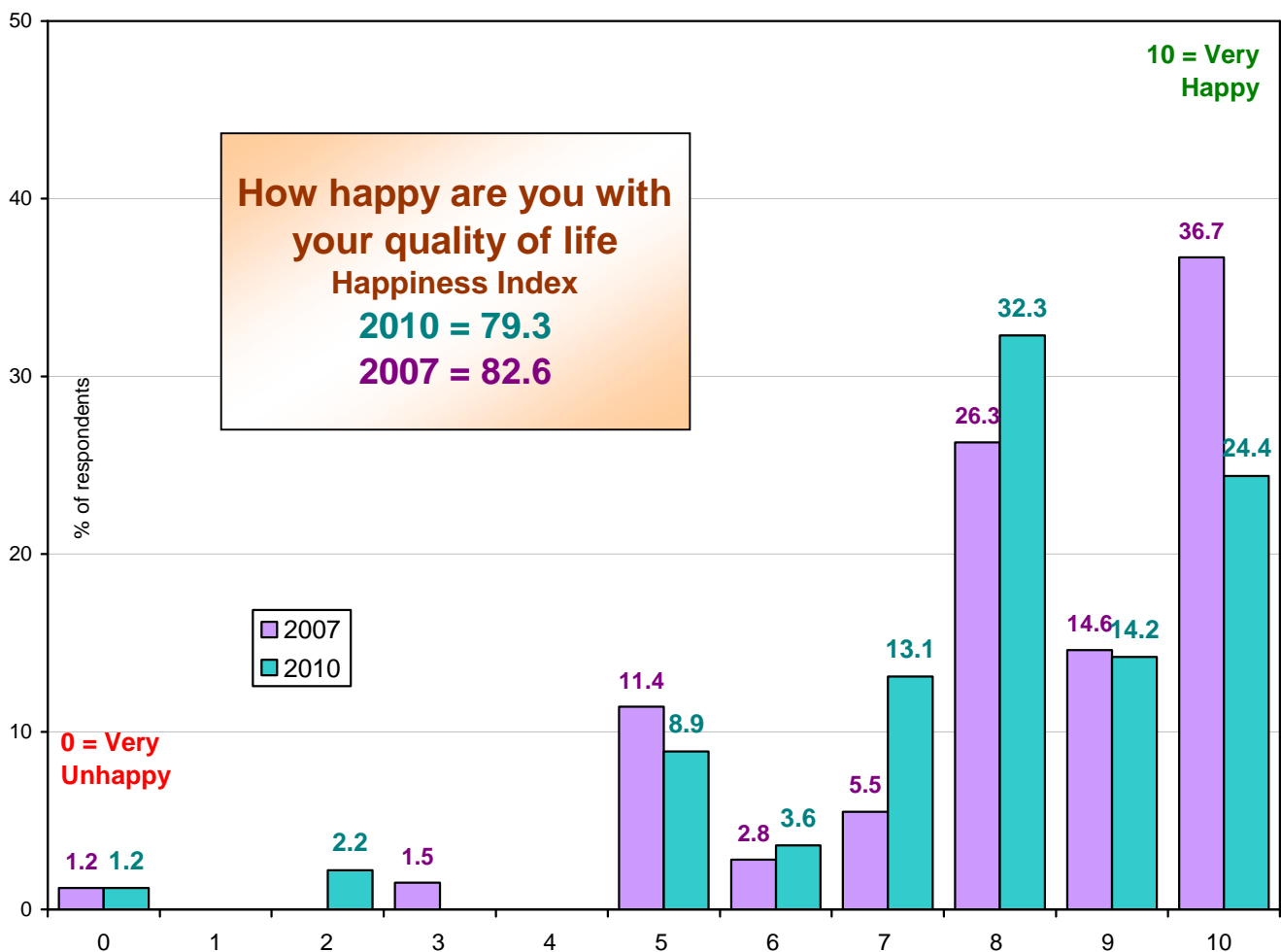
How happy are you with your Quality of Life

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?’*

Over four fifths of the respondents (84%) are happy with their ‘Quality of Life’ (scores of 7 – 10). A quarter of the respondents (24%) rated their overall happiness with a score of 10 while 14% rated this with a score of 9. The mode (most frequent value) is a score of 8 (32%).

An eighth of the sample (13%) rated ‘their Quality of Life’ with a score that was neutral (scores 4 – 6). Only one respondent (3.4%) was actually unhappy with their ‘Quality of Life’ (Scores 0 – 3).

The Happiness Index (HI score)², (a weighted score across the happiness scale) for their ‘Quality of Life’ was 79.3. This is down 3.3 points from 2007 but this is still a result that implies the respondents are very happy with their ‘Quality of Life’.



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

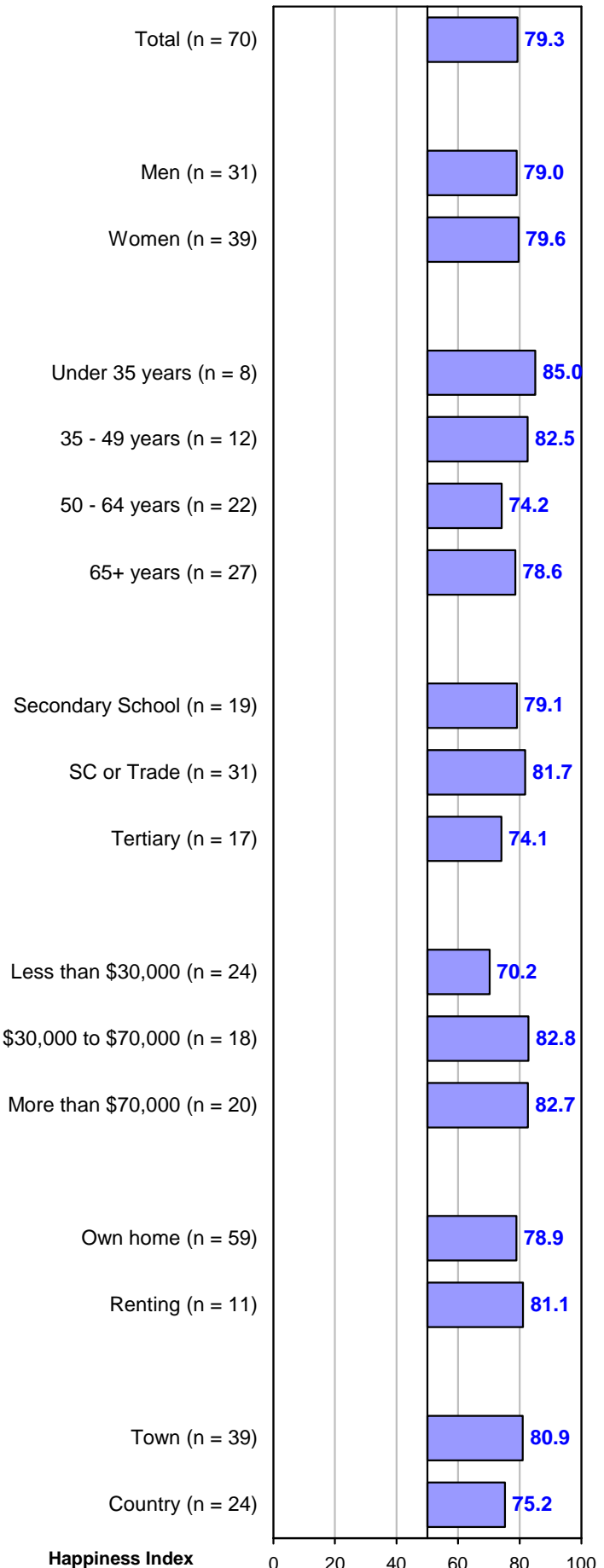
Happiness with their ‘Quality of Life’ by demographics

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

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

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

- Those with a household income under \$30,000 (Happiness Index 70.2) are not as happy with their ‘Quality of Life’ as those in the higher income brackets (Happiness Index 82.7 – 82.8).

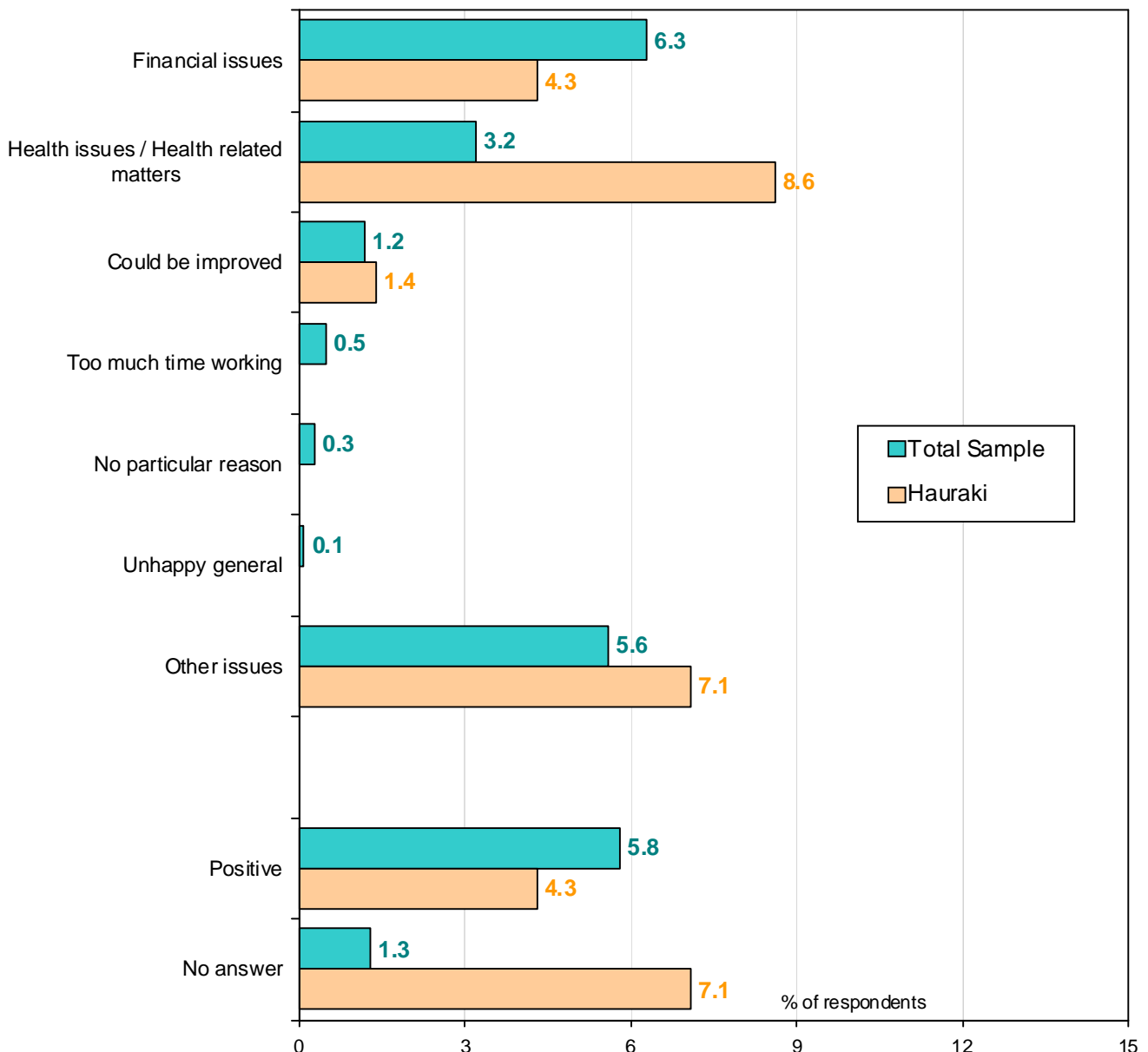


How happy are you with your Quality of Life: Reasons for feeling this way

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?' Any respondents who rated 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 were a range of other issues mentioned. A number of respondents (6%) made positive comments and 1% did not answer this question.

For Hauraki, only 22 respondents were less than satisfied (31%) and their responses are similar to the Regional results although more mentioned health issues or health related matters (9%) or did not give an answer to this question (7%).



Why less than very satisfied with Quality of Life

The main reason for being less than satisfied amongst the Hauraki sample was health issues or health related matters (mentioned by 8.6% of the sample). This included these comments:³ (HS = Happiness score):

'My husband was really severely affected by a stroke.' (Hauraki: HS = 2)

'Not able to work anymore, back on the benefit.' (Hauraki: HS = 2)

'Health ' (Hauraki: HS = 6)

'Impeded in my movements; use a walker' (Hauraki: HS = 6)

'Because the Government is not putting in the money to the health board; I go to physio a lot which I have to pay for it.' (Hauraki: HS = 7)

'With all the health issues concerned i.e. breast cancer; it has a huge impact on mine and my immediate family's quality of health. I'm unable to go to work because of an accident that has affected my physical capability.' (Hauraki: HS = 7)

Several respondents who were less than very happy with their 'Quality of Life' had financial issues (4.3% of the sample). These comments included:

'Money can be better. Assistance from government - they only help if they really have to and they don't help the middle income families ' (Hauraki: HS = 5)

'Struggling economically' (Hauraki: HS = 6)

'Because the Government is not putting in the money to the health board. I go to physio a lot which I have to pay for it.' (Hauraki: HS = 7)

One respondent (1.4% of the sample) felt their 'Quality of Life' could be better with comments that included:

'Things could be better but then they could be worse.' (Hauraki: HS = 5)

There was a range of comments from respondents (7.1% of the subgroup) who had other issues which affected their 'Quality of Life' and these included:

'Because they seem to get on; they worry instead of looking at the whole picture bearing in mind I am not getting paid for it with Goldfields Railway.' (Hauraki: HS = 0)

'There is no transport here and the Council won't co-operate.' (Hauraki: HS = 5)

'Because over the last 10 -15 years on almost a daily basis the mine blasts. And it's like having an earthquake everyday and the house vibrates and constantly is dirty and in the summer time if you have the windows right open, you are aware of dust in the house.' (Hauraki: HS = 7)

'Because we're little but 10 km's away from the next town; we don't have footpaths or cycle paths so we have to drive everywhere and drive our children so it takes away their independence' (Hauraki: HS = 7)

'Don't have a great lot of choice in the political side of things here or the financial situation in the world at the moment.' (Hauraki: HS = 7)

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

Other respondents (4.3% of the sample) made positive comments about their 'Quality of Life':

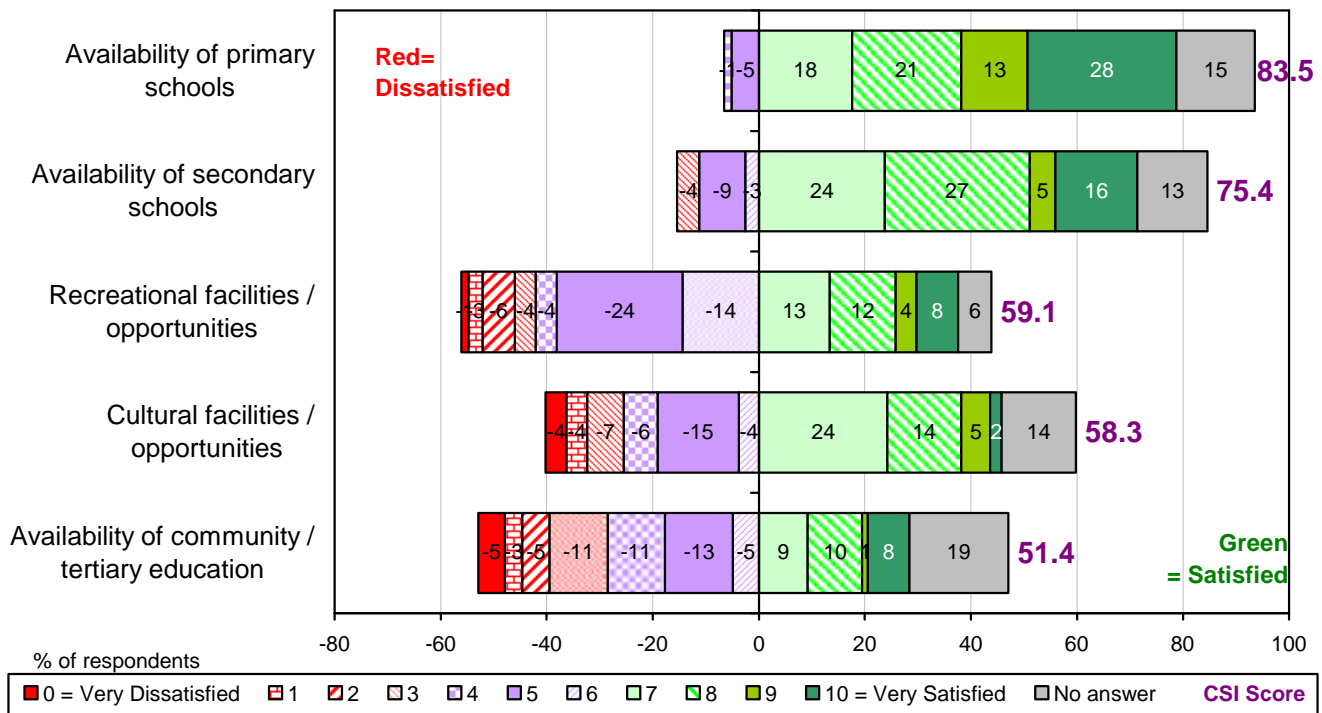
'I don't let things upset me' (Hauraki: HS = 7)

'I feel we are quite comfortable. My whole family and I have good prospects for us all in the future.' (Hauraki: HS = 7)

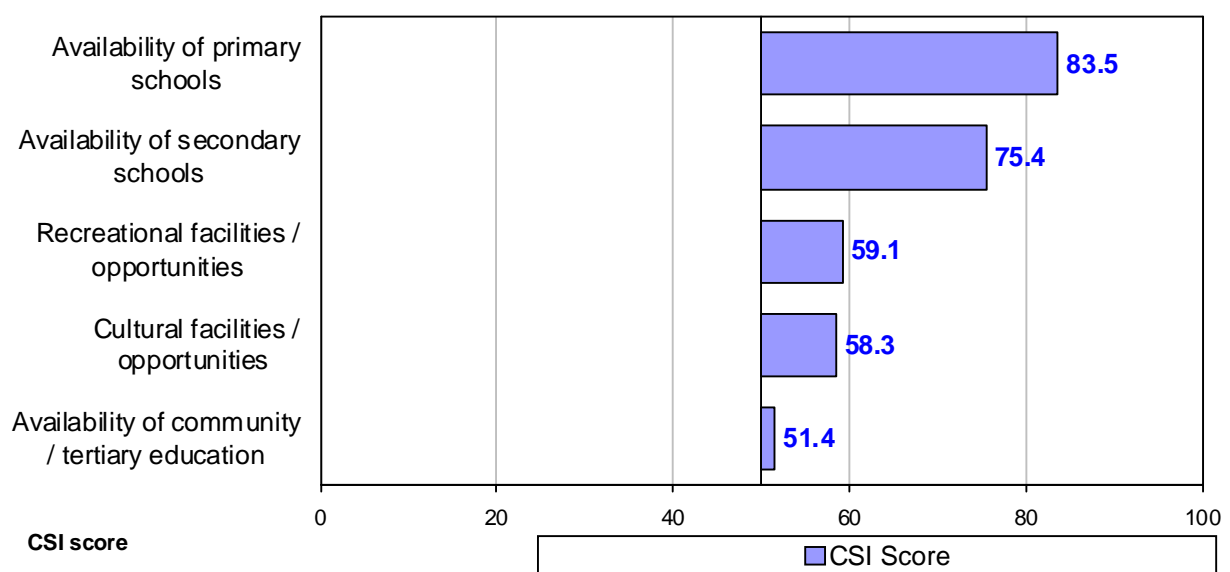
'I have the opportunity to see my interest through.' (Hauraki: HS = 7)

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. Four fifths of the respondents (79%) are satisfied with the 'availability of primary schools in your area' but this drops to only 28% for the 'availability of community or tertiary education in your area'.



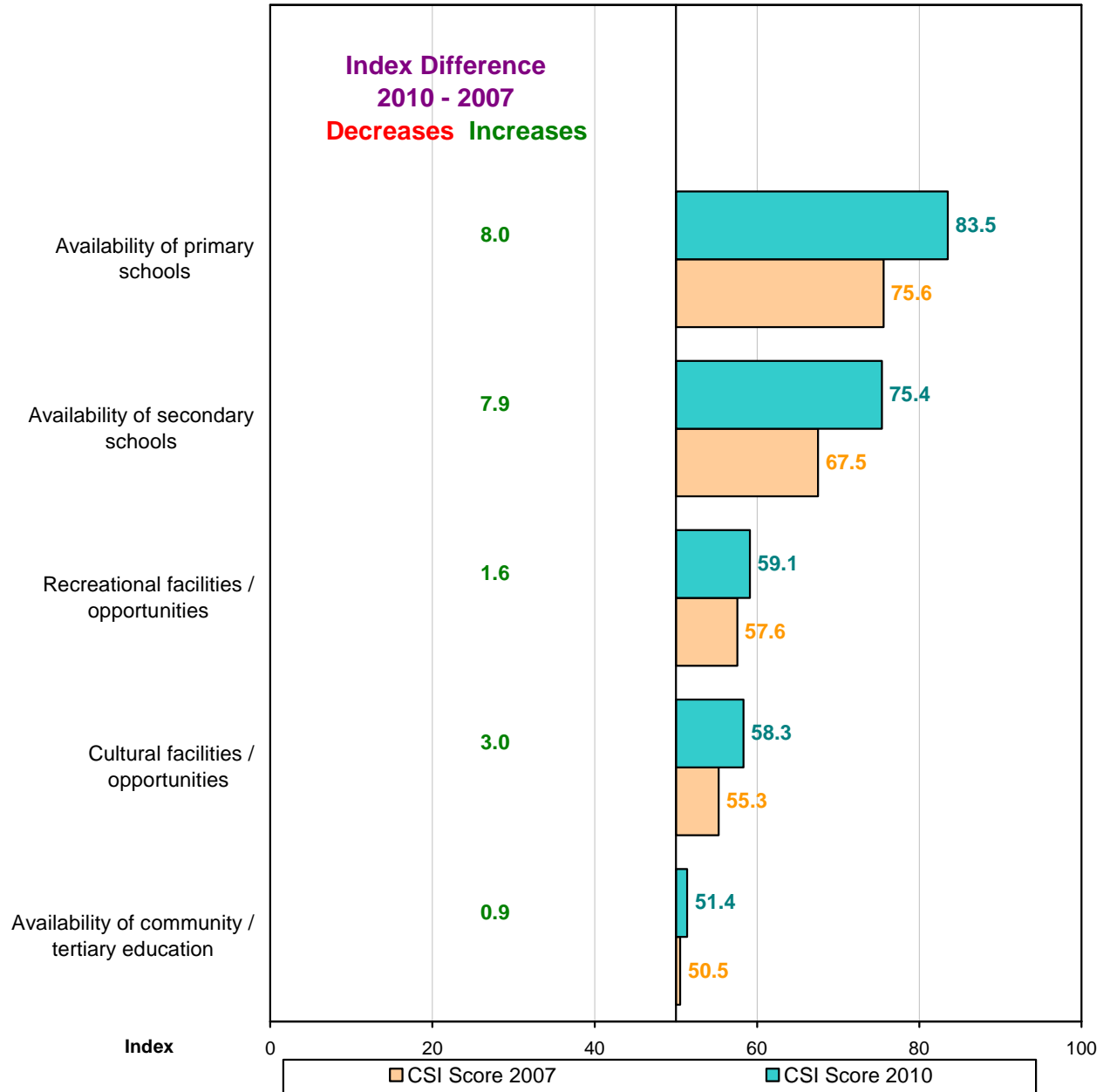
This reflects in the Customer Satisfaction Index (CSI scores)⁴, (a weighted score across the satisfaction scale) which range from a CSI score of 83.5 for the 'availability of primary schools in your area' down to a CSI score of 51.4 for the 'availability of community or tertiary education in your area'. The low CSI scores for most of these factors infer these factors are an issue for respondents.



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

Quality of Life Factors - Comparison to 2007

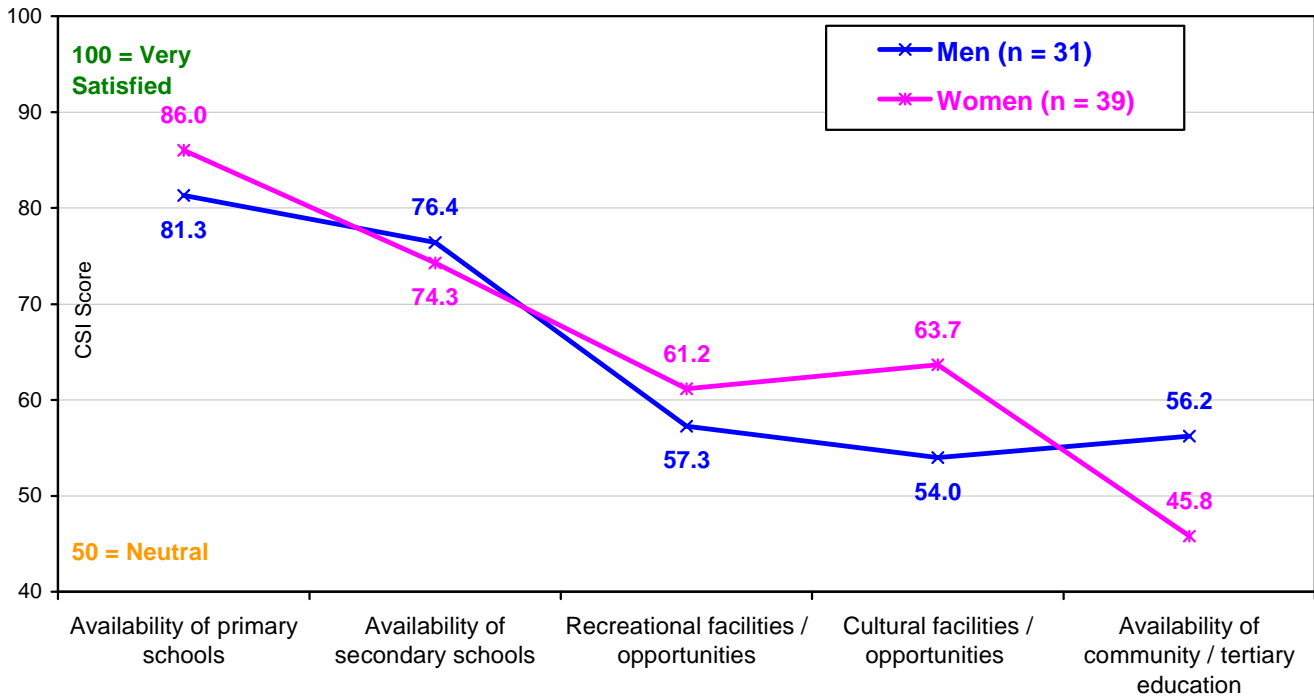
The following chart compares the 2010 results with 2007 for the Quality of Life factors. There were 5 increases and no decreases in the Indexes among the Quality of Life factors. The largest increase was 8.0 points for the ‘availability of primary schools in your area’ (Index 83.5) followed by an increase of 7.9 points for the ‘availability of secondary schools in your area’ (Index 75.4).



Quality of Life Factors by Gender

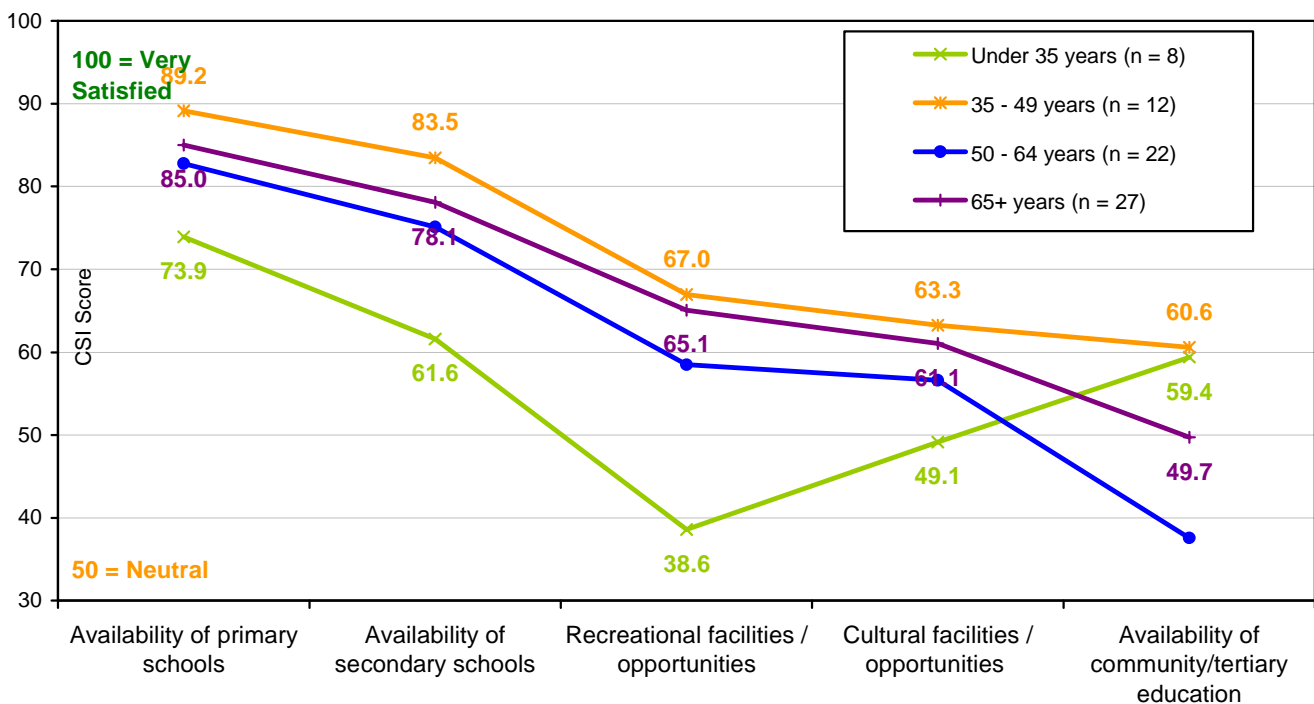
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

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



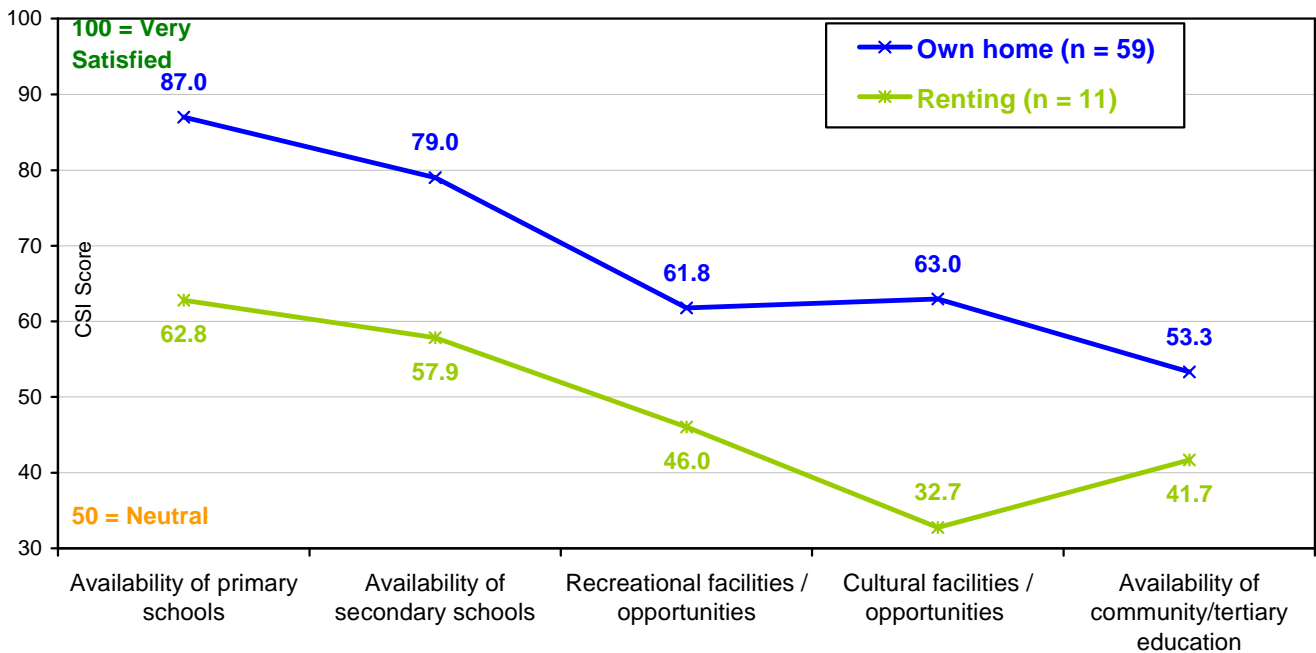
Quality of Life Factors by Age Grouping

There is some difference in the level of agreement with the Quality of Life factors between the age groups but there is no pattern in the differences which infers it is other variables that are causing these differences.



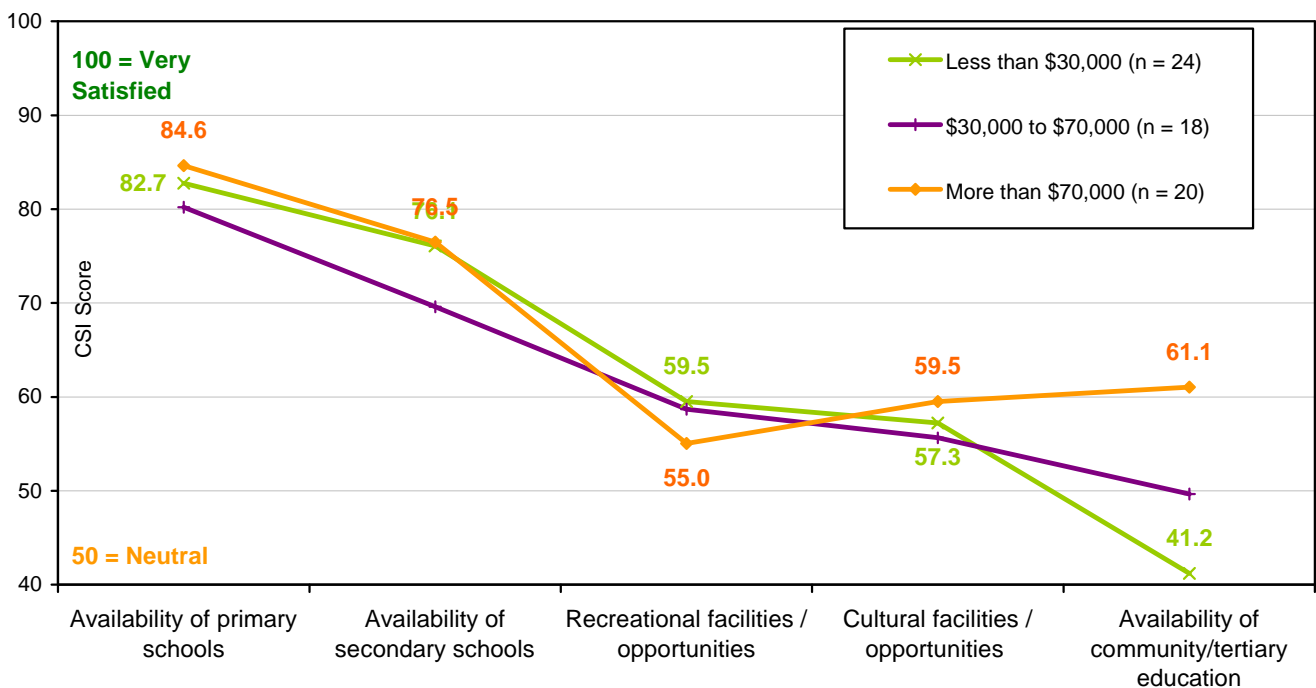
Quality of Life Factors by Home Ownership

Those in their own homes are more satisfied with all the Quality of Life factors than those who are renting or boarding.



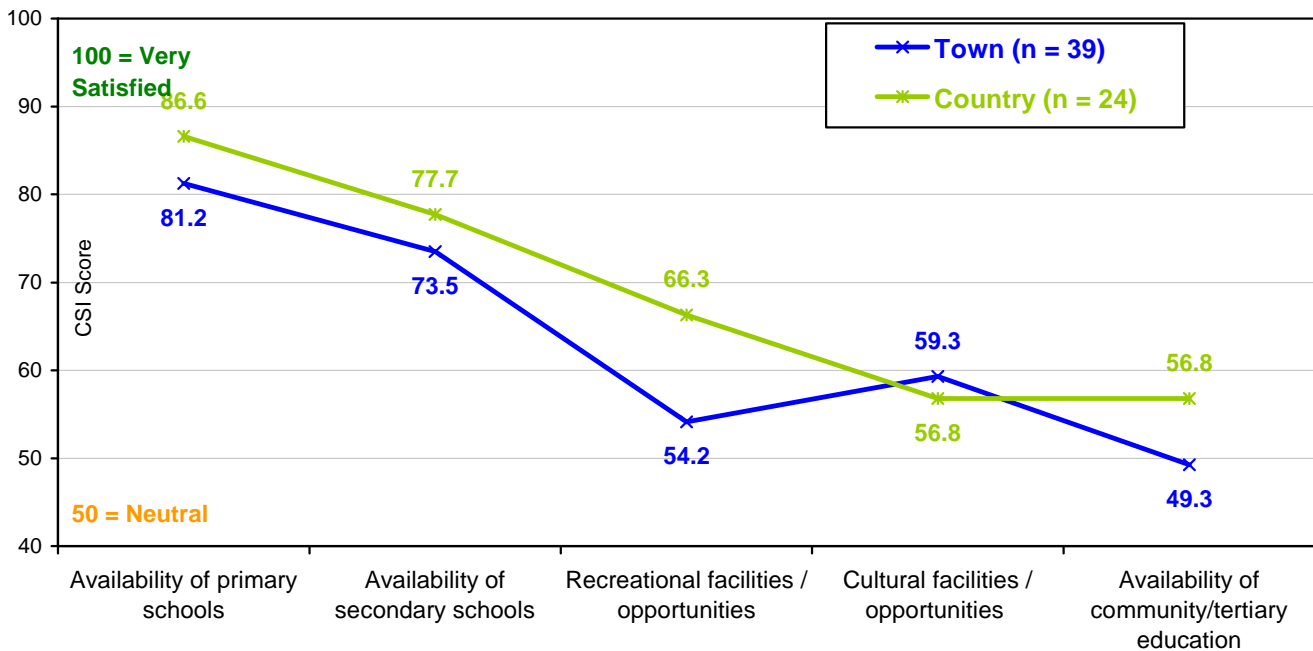
Quality of Life Factors by Household Income

There is limited variation in the CSI scores for the Quality of Life factors based on household income with the greatest difference being for the factor 'the availability of community or tertiary education in your area'.



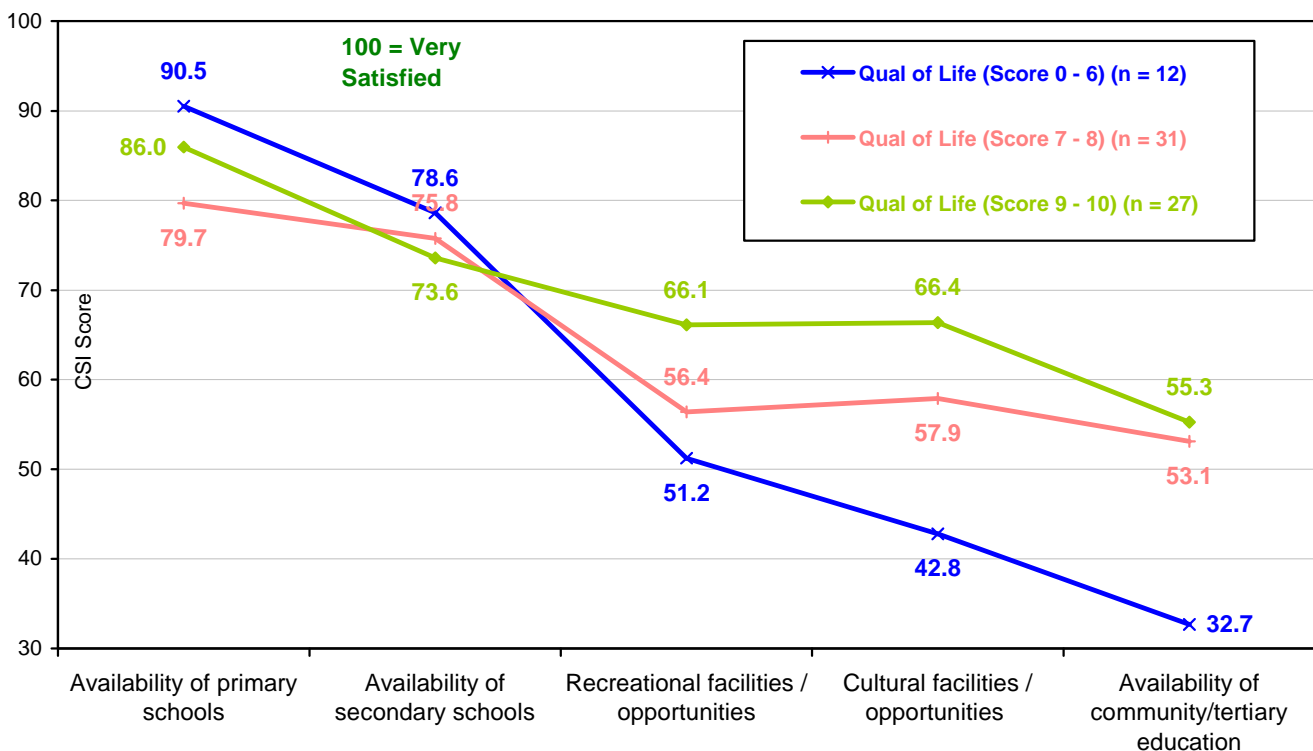
Quality of Life Factors by Living in Town versus the Country

There is limited difference in satisfaction with the Quality of Life factors between those who are living in the country and those from town.



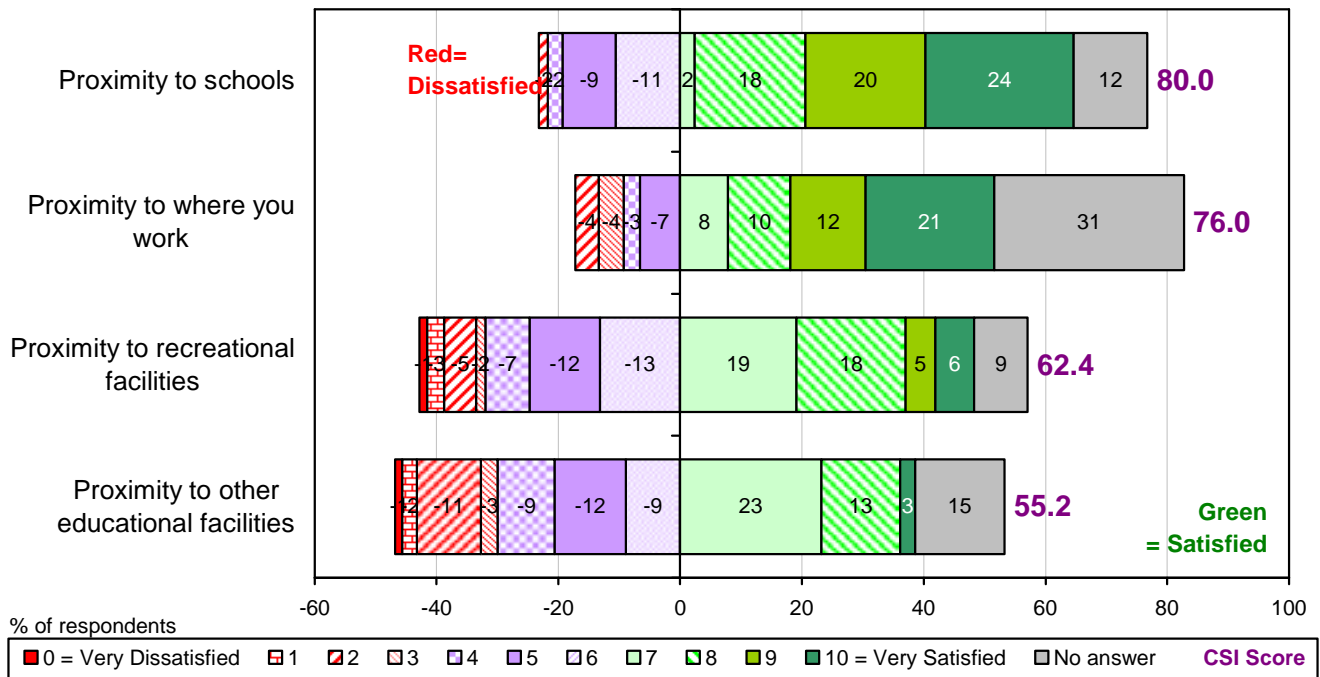
Quality of Life Factors by Happiness with Quality of Life

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 largest difference is in the CSI scores for factor 'the availability of community or tertiary education in your area' which varies from a CSI Score of 32.7 for those who are not happy with their Quality of Life to a CSI Score 55.3 for those who are very happy with their Quality of Life.

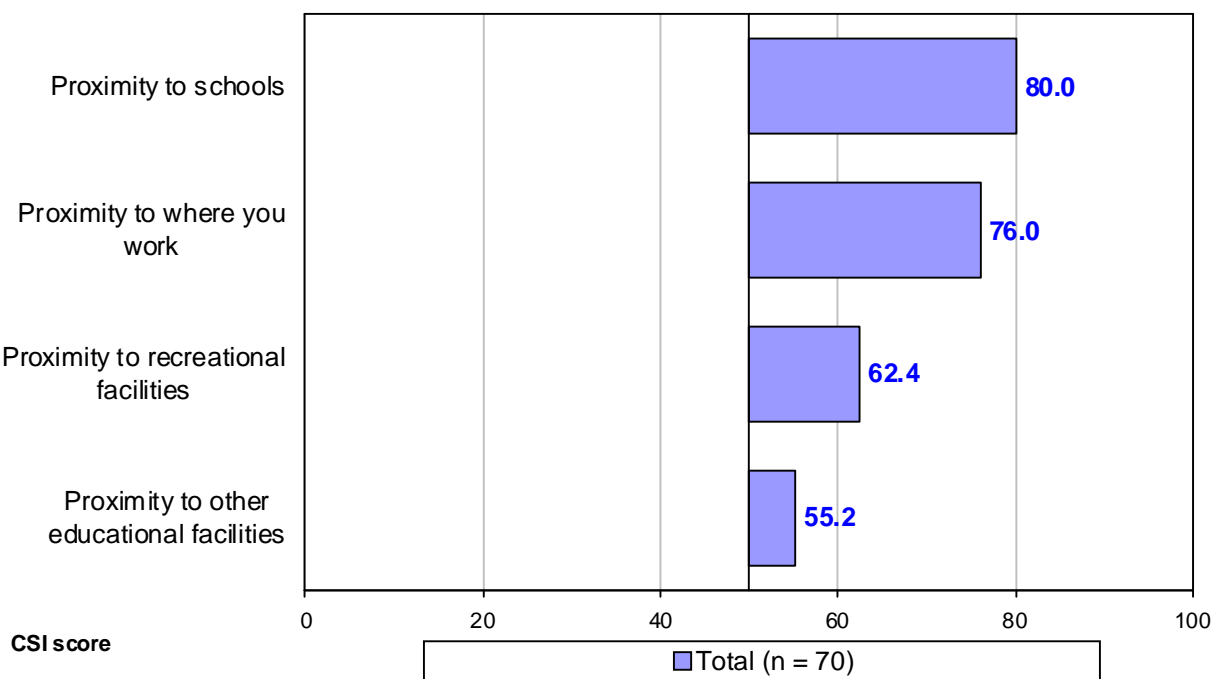


Proximity Factors

The respondents were asked 'The proximity to work, recreational facilities and other community resources varies from place to place. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with how close you live to each of the following?' Two thirds of the respondents (65%) are satisfied with the 'proximity to schools' but this drops to only 39% for the 'proximity to other educational facilities'.

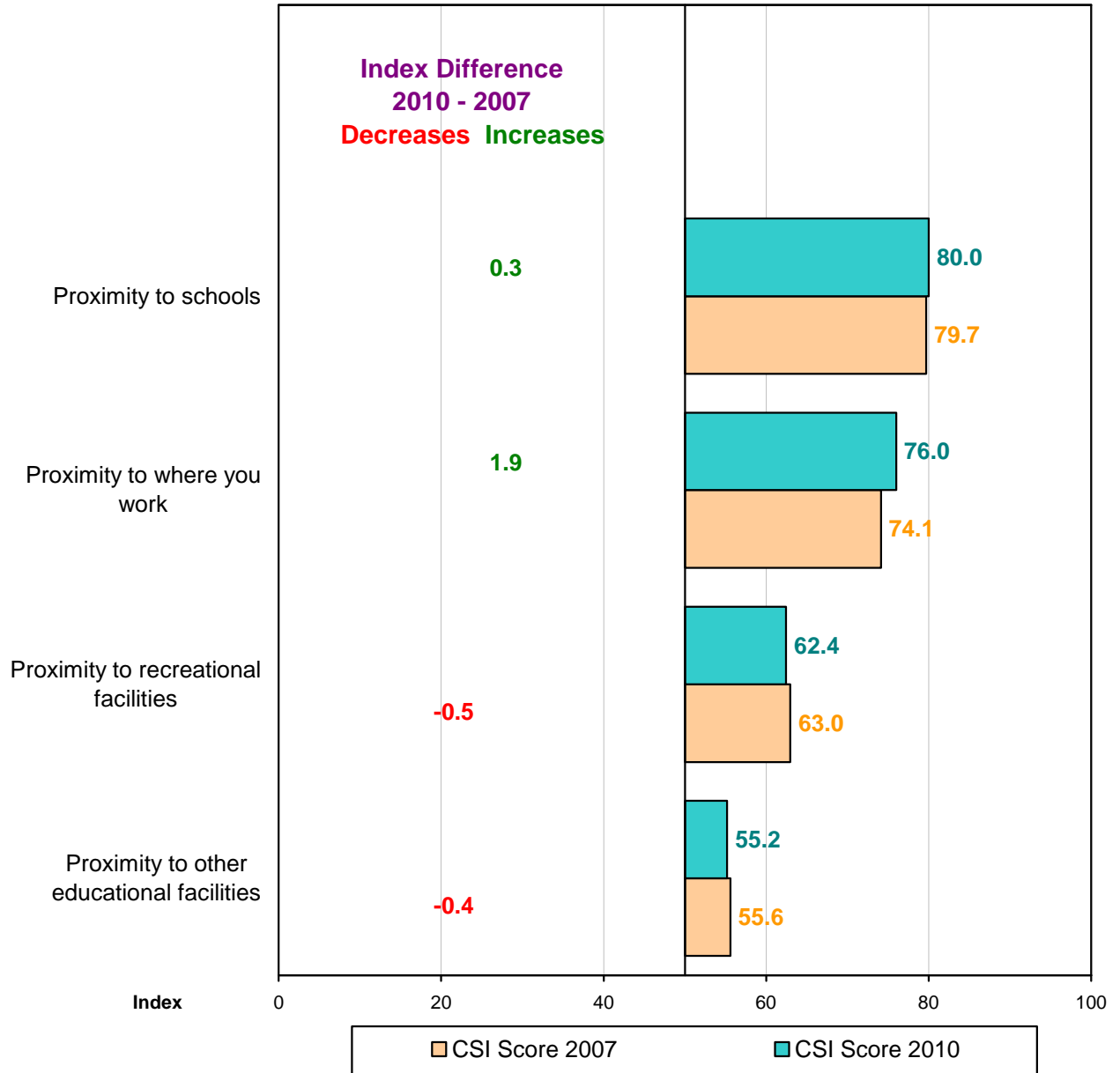


This reflects in the CSI scores which range from a CSI score of 80.0 for the 'proximity to schools' down to a CSI score of 55.2 for the 'proximity to other educational facilities'. The lower CSI scores for the 'proximity to other educational facilities' and the 'proximity to recreational and leisure facilities' show respondents are less satisfied with the proximity of these resources.



Proximity Factors - Comparison to 2007

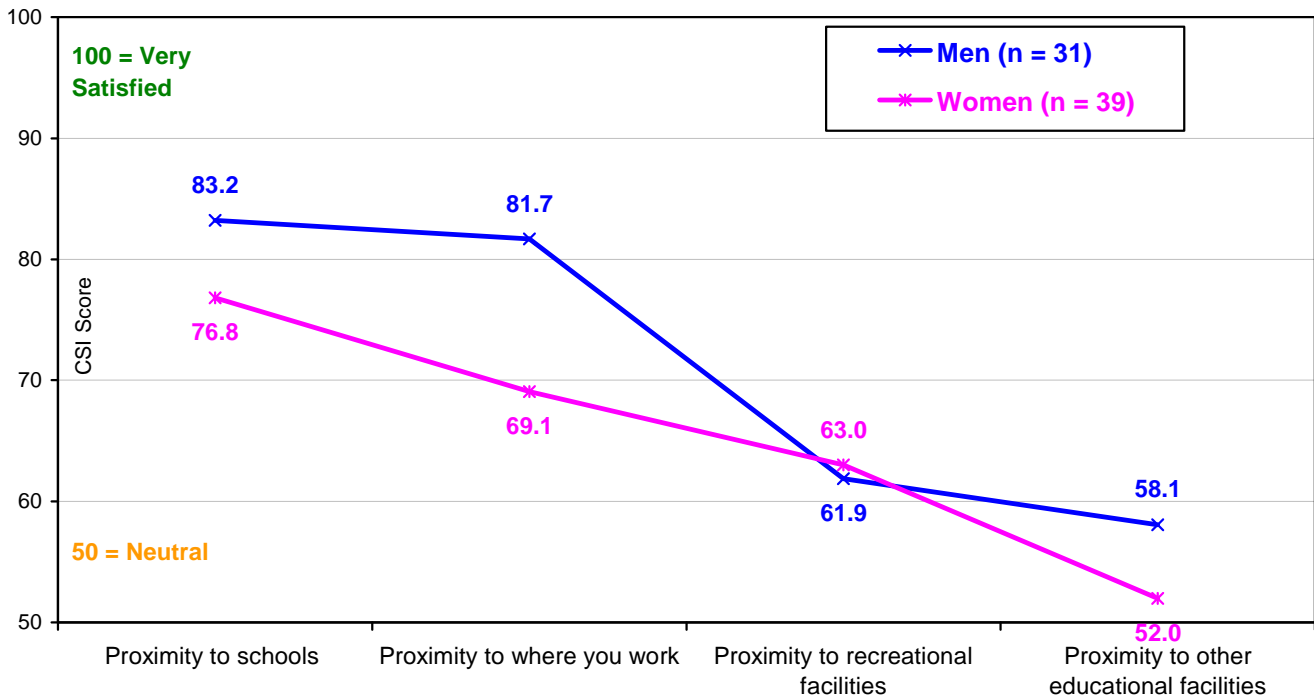
The following chart compares the 2010 results with 2007 for the Proximity factors. There were two increases and 2 decreases in the Indexes among the Proximity factors. The largest increase was 1.9 points for the 'proximity to where you work' (Index 76.0). The largest decrease was 0.5 points for the 'proximity to recreational and leisure facilities' (Index 62.4).



Proximity Factors by Gender

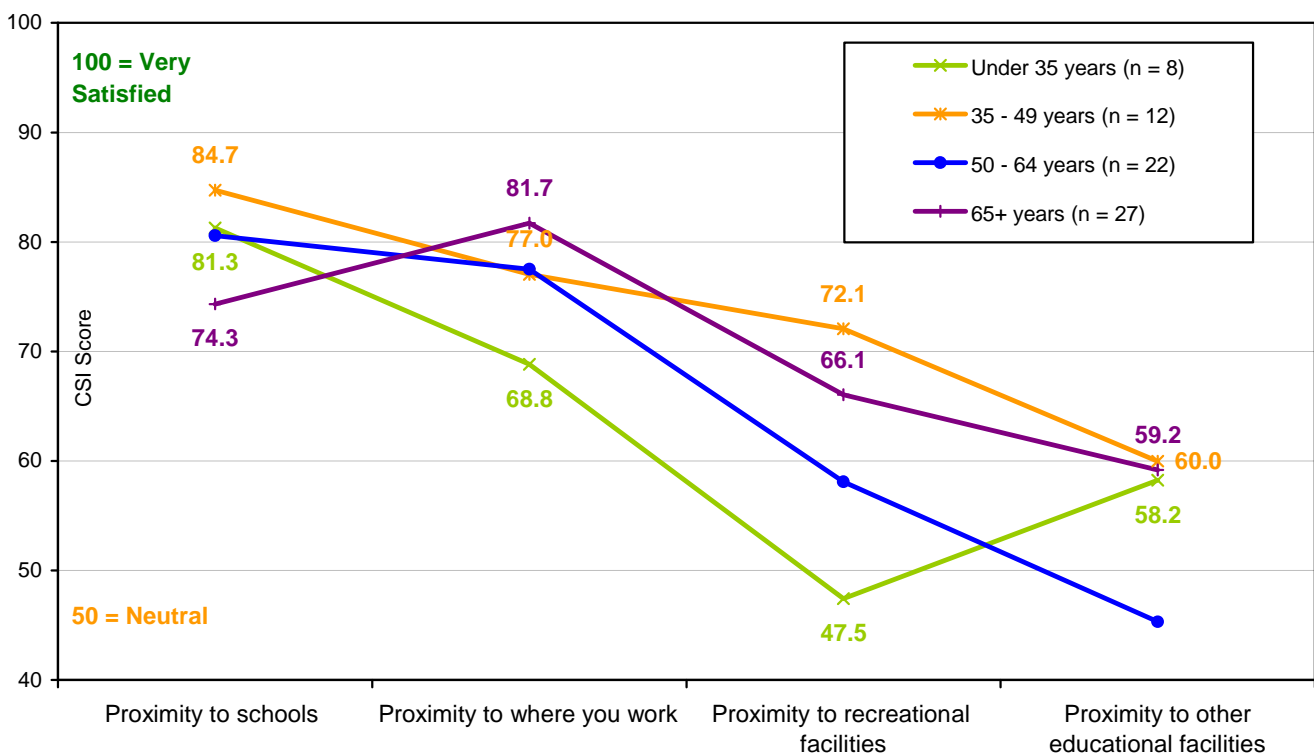
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

There is some variation in the CSI scores for the Proximity factors based on gender but the variation is greatest for the 'proximity to where you work'.



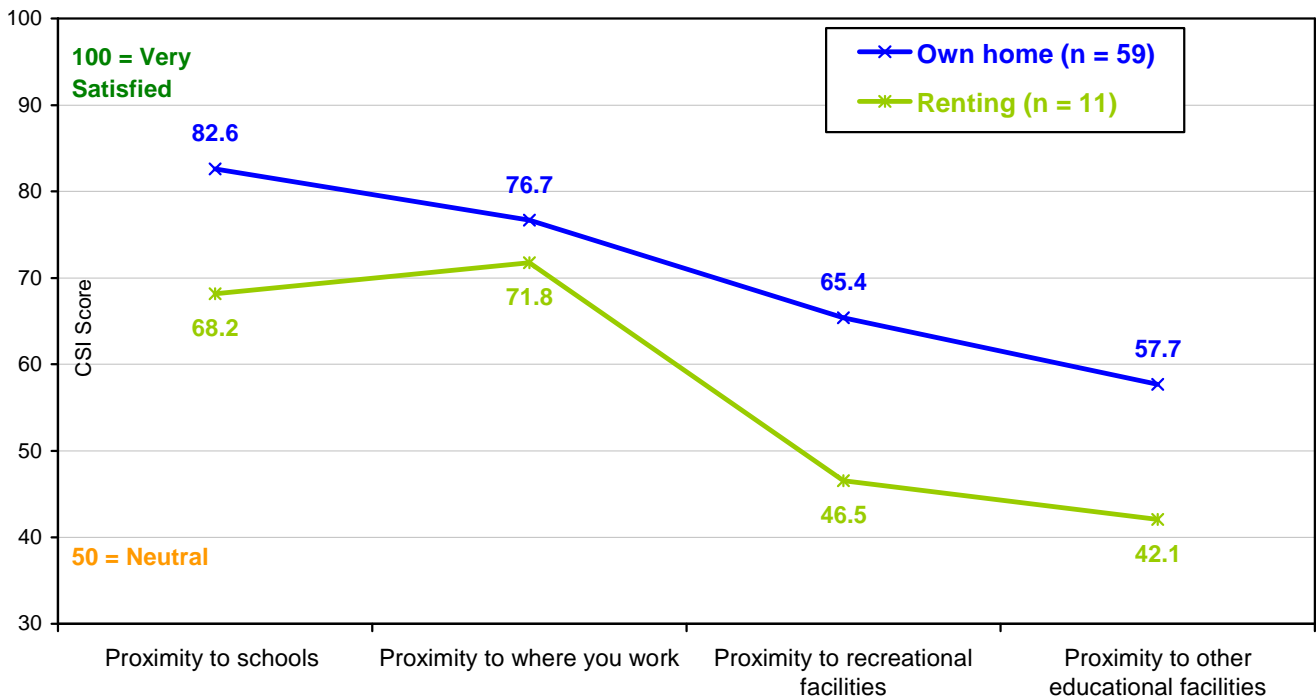
Proximity Factors by Age Grouping

There is greater variation in the CSI scores for the Proximity factors based on age but the variation is greatest for the 'proximity to recreational and leisure facilities' with those aged under 35 being noticeably less satisfied (CSI Score 47.5) than 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 all of the Proximity factors and the difference is greatest (19 points) for the 'proximity to recreational and leisure facilities'.



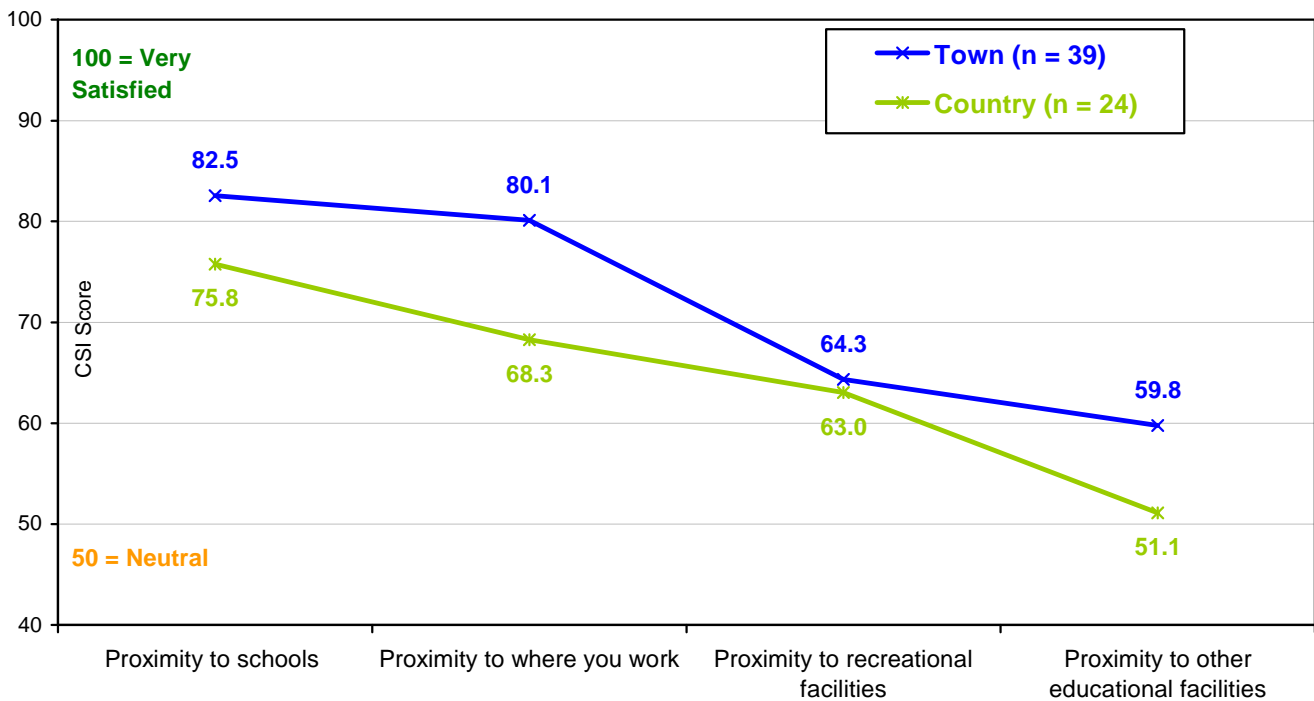
Proximity Factors by Household Income

There is some variation in the CSI scores for the Proximity factors based on household income but there is no pattern in the differences which infers it is other variables that are causing these differences.



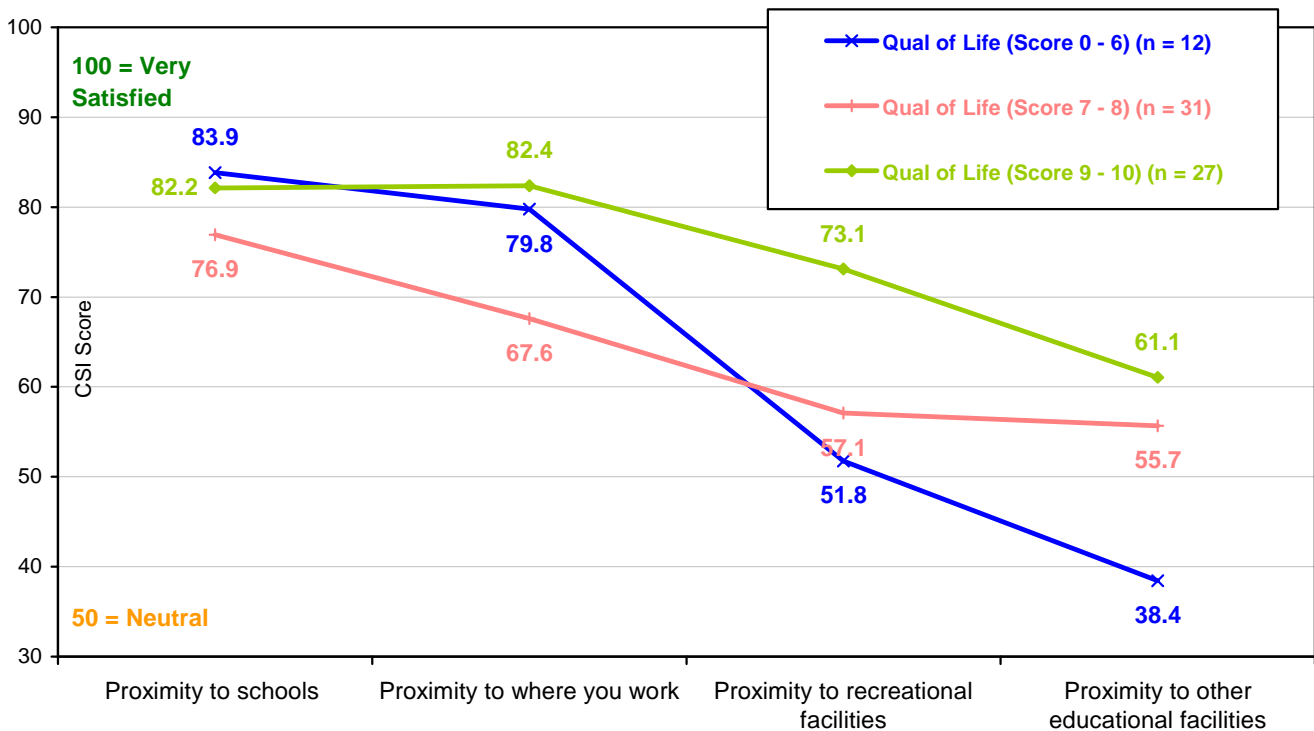
Proximity Factors by Living in Town versus the Country

Those living in town are more satisfied with all the Proximity factors than those living in the country.



Proximity Factors by Happiness with Quality of Life

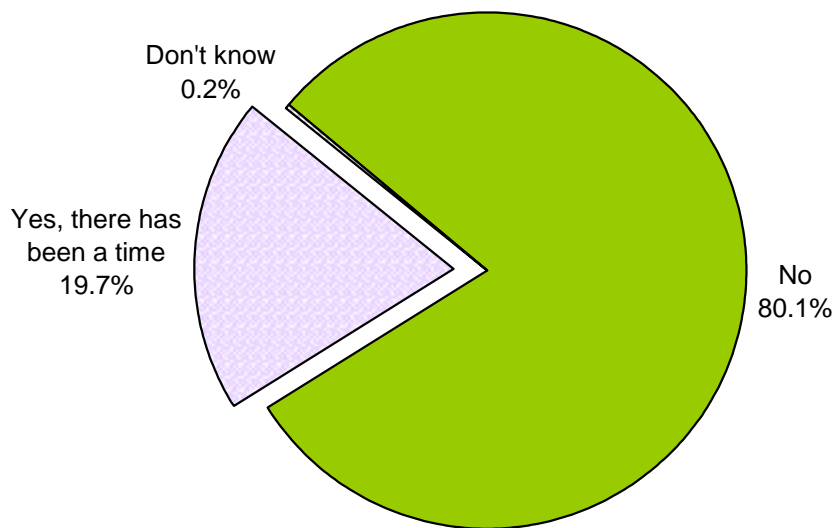
There is greater variation on most of the Proximity factors based on how happy the respondent is with their Quality of Life. The variation appears to be greatest in the CSI scores for the 'proximity to other educational facilities' which varies 23 points.



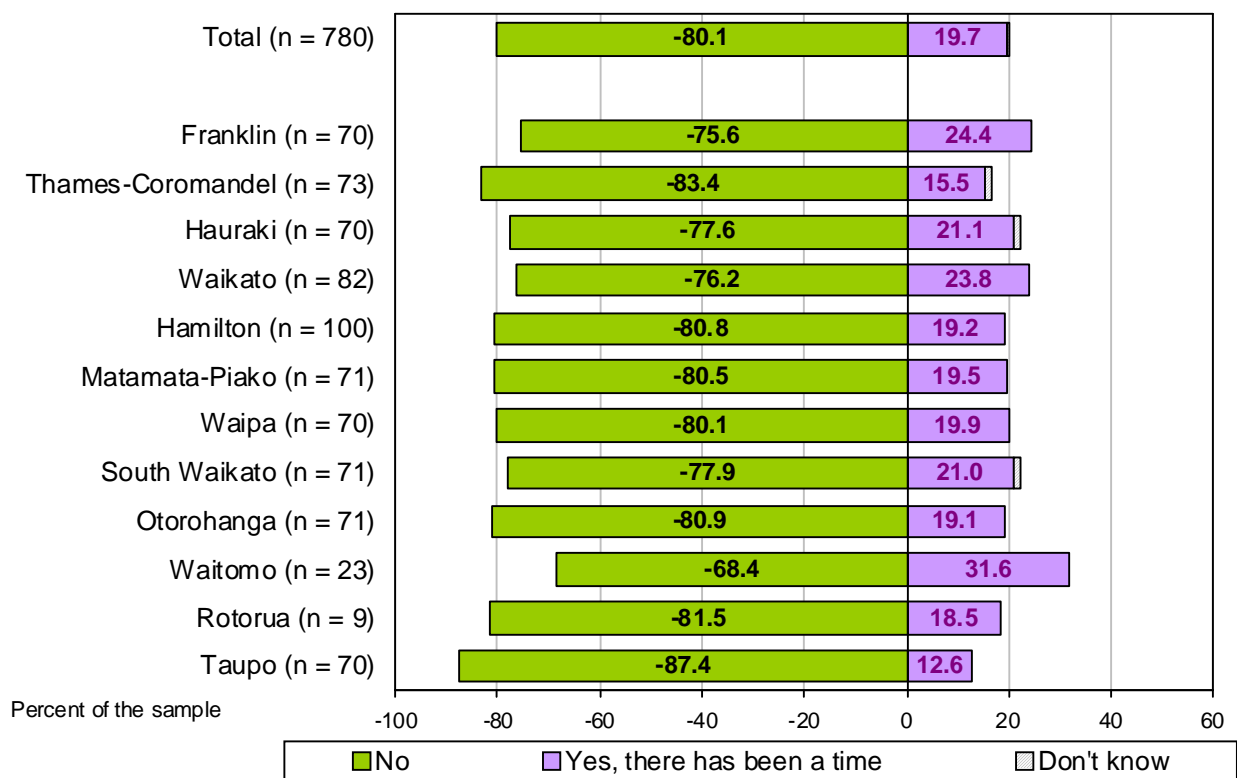
Barriers to Accessing Health Care

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 remaining respondents (0.2%) did not know if there was a time or not.



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



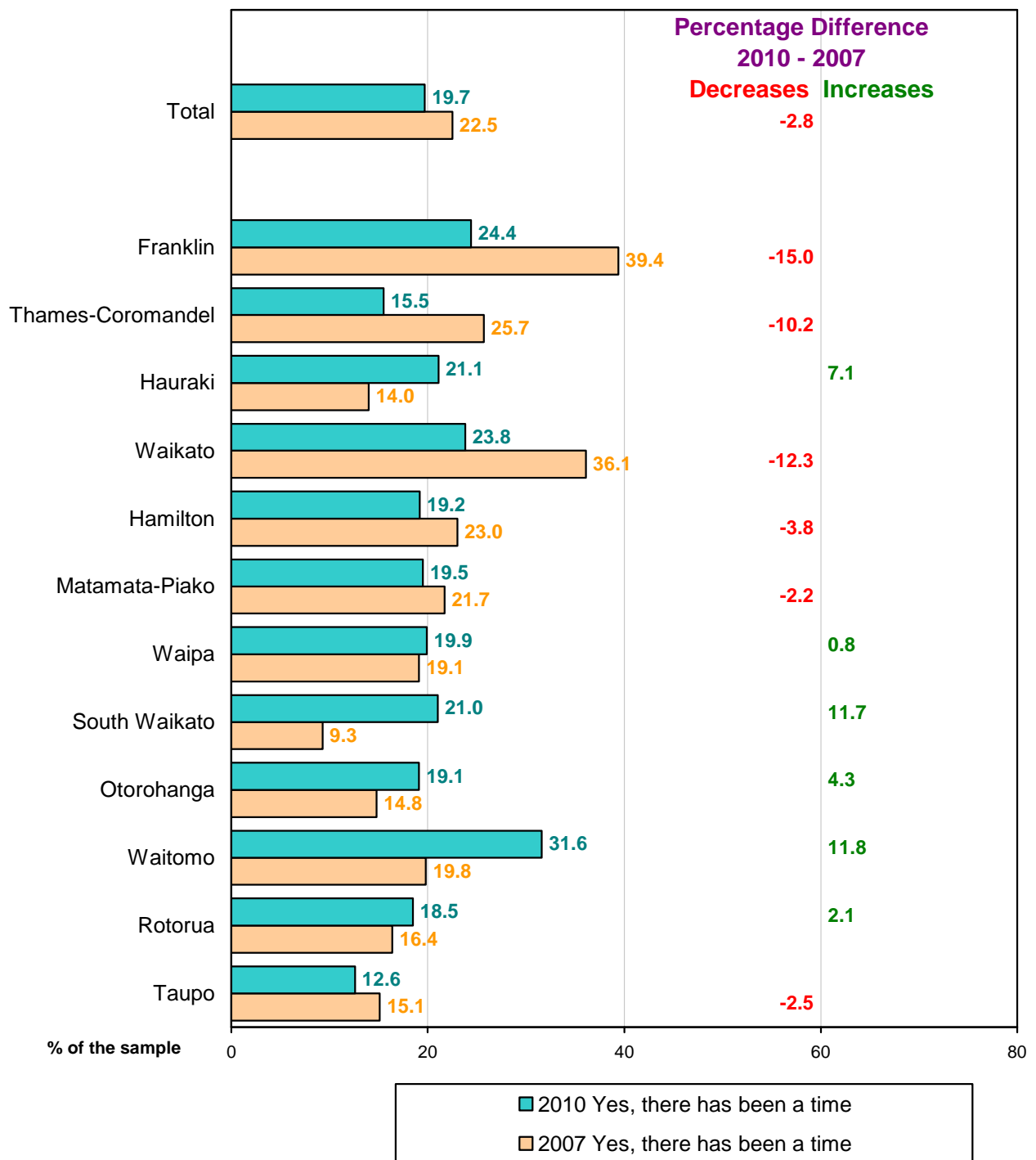
Barriers to Accessing Health Care - Comparison to 2007

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

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

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

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



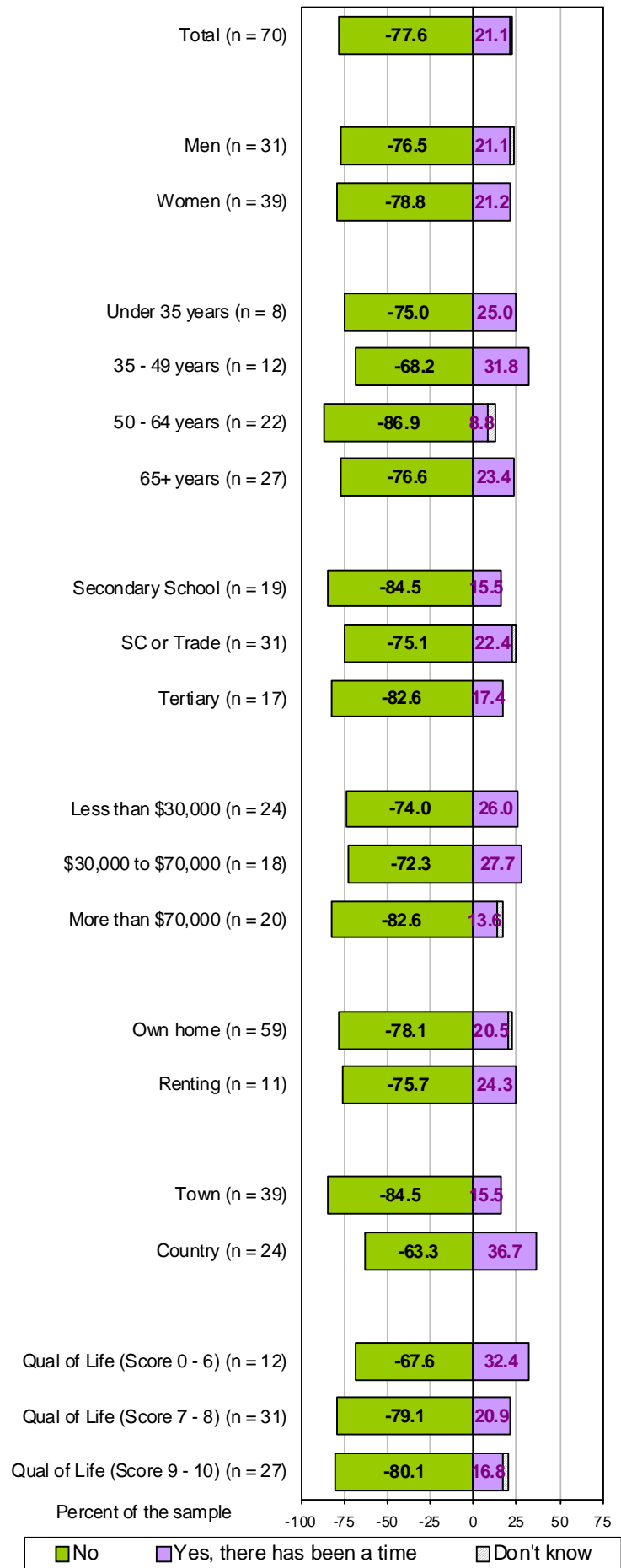
Barriers to Accessing Health Care by demographics

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

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

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

- Those aged 35 - 49 are more likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn’t (32%) versus 9% - 25% for those in the other age brackets.
- Those who live in the country are more likely to say there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn’t (37%) versus 16% for those who live in town.
- Those with a household income over \$70,000 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 (14%).
- 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 (32%) versus 17% - 21% for those who are happy with their Quality of Life.



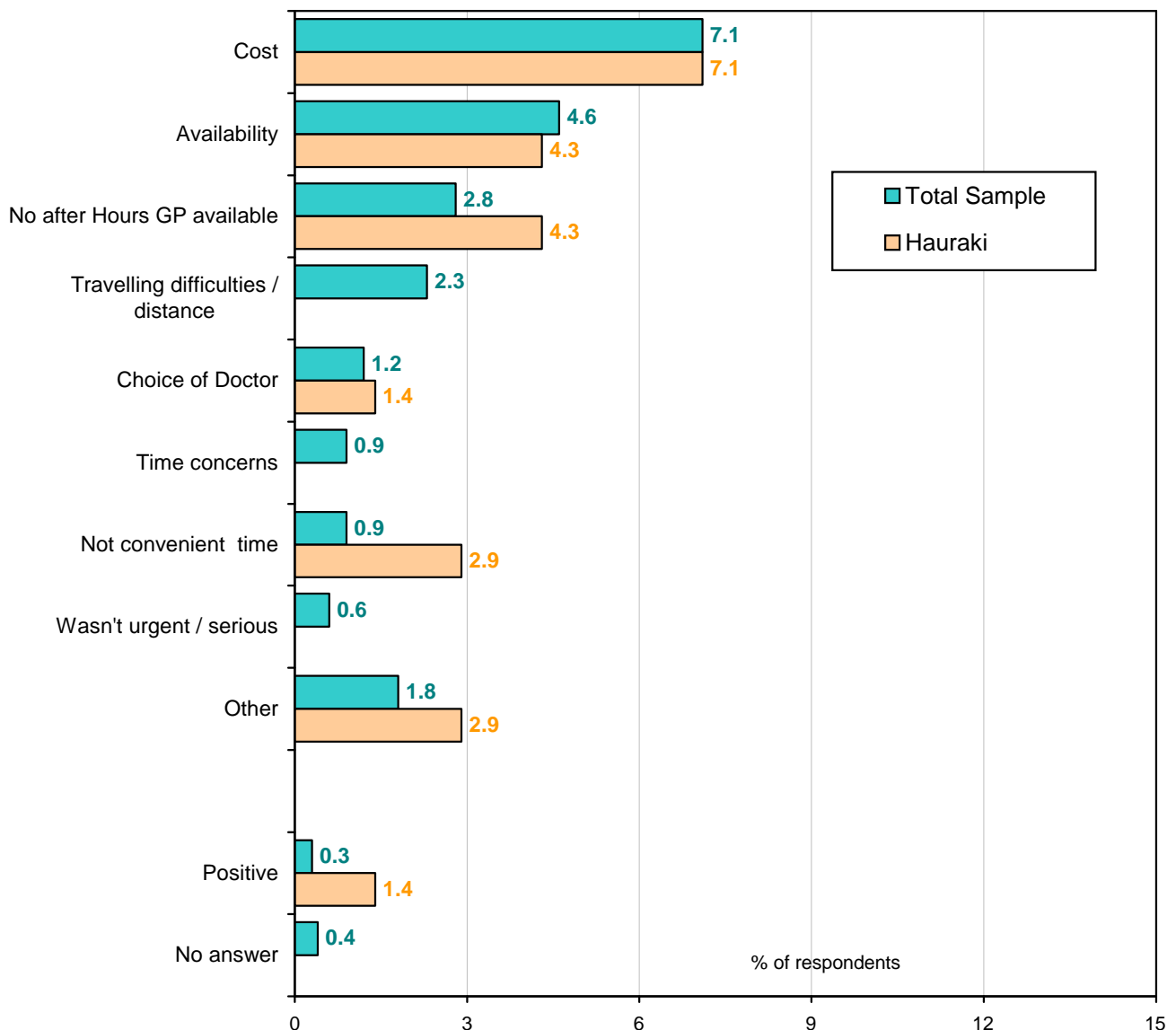
Why did you or your family not go to the doctor when you wanted to

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

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

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

For Hauraki, 21% of the respondents (n = 14) said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. Hauraki respondents were more likely than the Regional sample to mention the fact they had no after hours GP available (4%) and not being a convenient time (3%)



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

A fifth of the Hauraki sample (21.1%) said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. These respondents (n = 14) who said they had not visited the doctor were asked *'For what reasons did you or your family not go to the doctor when you wanted to?'*

This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses, with the main theme revolving around 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 respondents' comments included:⁵

'Basically because I always feel as if I'm wasting my time. Nobody listens. You're just a number. Expensive. Waiting lists. Specialist doesn't know either. Risk exposure to flu.' (Hauraki)

'Cost, they only treat the symptoms' (Hauraki)

'Because of the cost' (Hauraki)

'Can't afford to go.' (Hauraki)

'Cost' (Hauraki)

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

'Too full, no appointments available until possibly the next day. However, if it was an emergency, it was come in straight away.' (Hauraki)

'Wasn't available' (Hauraki)

'We couldn't get an appointment until the following day so we made an appointment for a GP in another time.' (Hauraki)

A number of respondents (4.3% 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:

'Not open' (Hauraki)

'Not open on the weekends here.' (Hauraki)

'The Doctors were closed.' (Hauraki)

Other respondents (2.9% of the sample) said it was not a convenient time and commented:

'Because the doctor availability conflicted with other commitments' (Hauraki)

'The hour of the day and being on the weekend.' (Hauraki)

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

'Didn't have the confidence in them.' (Hauraki)

There was a range of other comments as to why respondents did not access their GP which included:

'Basically because I always feel as if I'm wasting my time. Nobody listens. You're just a number. Expensive. Waiting lists. Specialist doesn't know either. Risk exposure to flu.' (Hauraki)

'Cost, they only treat the symptoms' (Hauraki)

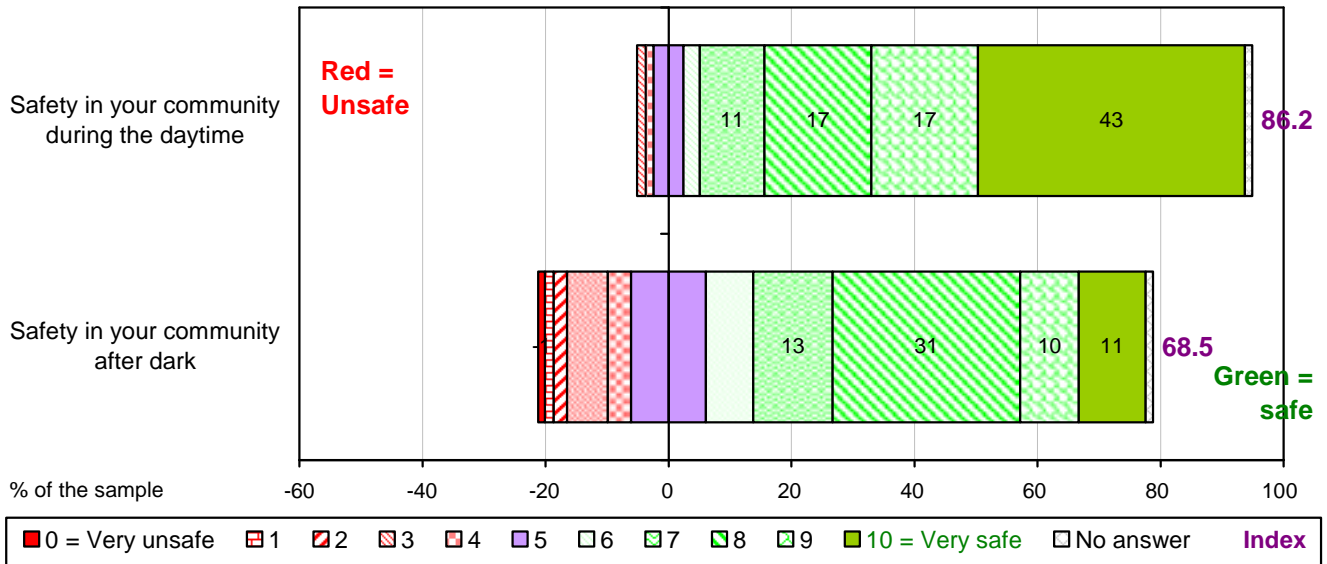
⁵ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

One positive comment was offered:

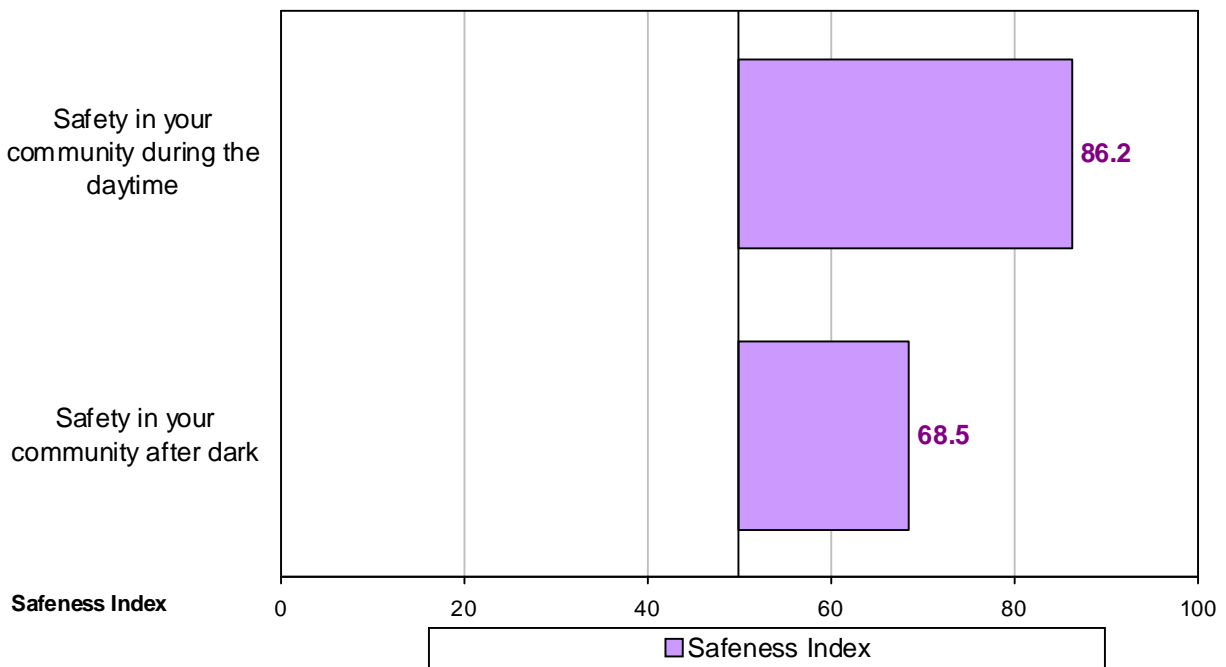
'Too full, no appointments available until possibly the next day. However, if it was an emergency, it was come in straight away.' (Hauraki)

Safety Factors

The respondents were asked *'Thinking now about issues of crime and safety, and using a scale where 0 = very unsafe and 10 = very safe; please tell me how safe or unsafe you would feel in the following situations'*. The majority of respondents (91%) felt safe (Scores 6 – 10) with the factor *'Safety in your community during the daytime'* and only 3% felt unsafe (Scores 0 – 4). Conversely, almost three quarters of the sample (72%) felt safe (Scores 6 – 10) with the factor *'Safety in your community after dark'* and 15% felt unsafe (Scores 0 – 4).

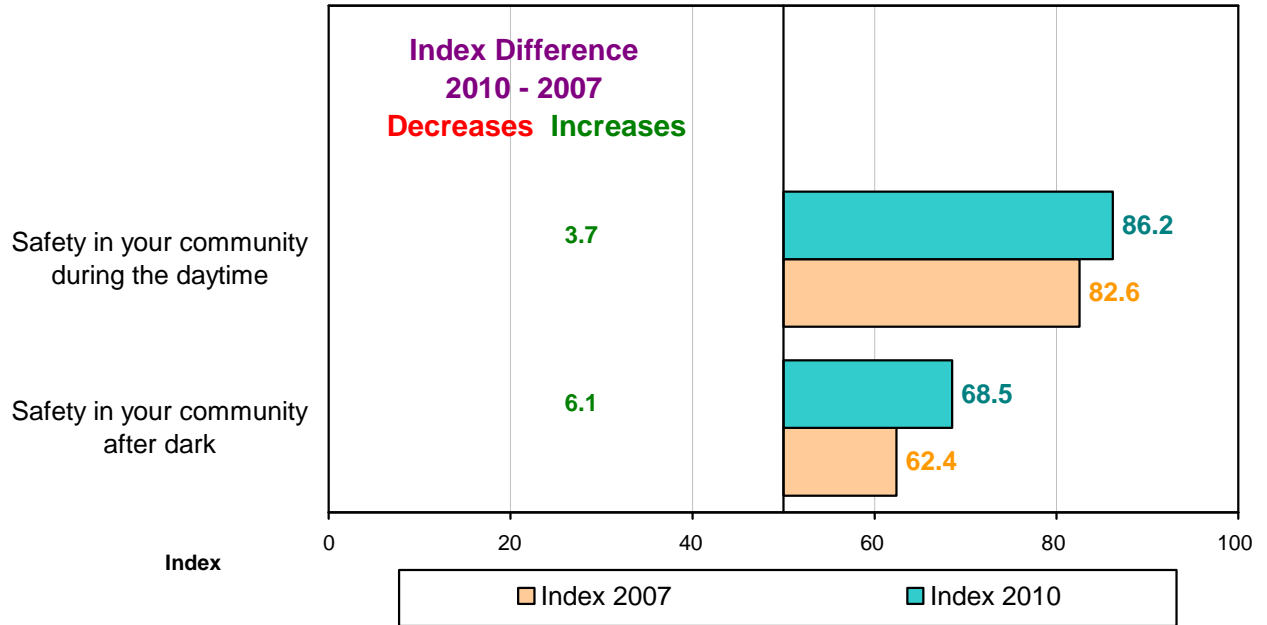


This reflects in the Safeness Index which is 86.2 for the *'Safety in your community during the daytime'* versus 68.5 for the *'Safety in your community after dark'*. The lower Index for the latter factor implies that the safety after dark is more of an issue for respondents.



Safety Factors - Comparison to 2007

The following chart compares the 2010 results with 2007 for the Safety factors. There were 2 increases and no decreases in the Indexes among the Safety factors. The factor 'safety in your community during the daytime' (Index 86.2) was up 3.9 points while the factor 'safety in your community after dark' (Index 68.5) was up 6.1 points.



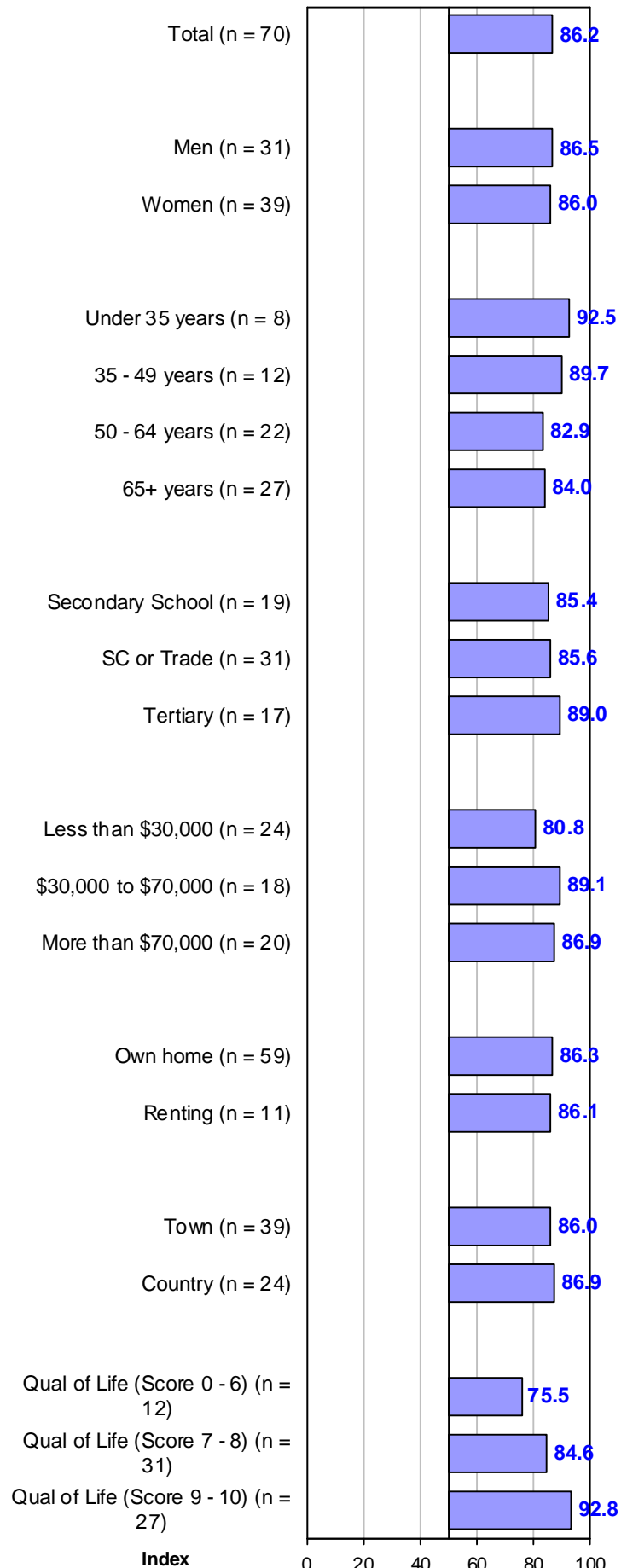
Safety in your community during the daytime by demographics

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 92.5) versus an Index of 82.9 to 89.7 for the other age brackets.
- Those with a household income under \$30,000 feel less safe (Index 80.8) versus an Index of 86.9 to 89.1 for the other household income brackets.
- Those who are not happy with their overall Quality of Life feel less safe during the day time (Index 75.5) versus an Index 92.8 for those who are very happy with their overall Quality of Life (scores of 9 or 10).



Safety in your community after dark by demographics

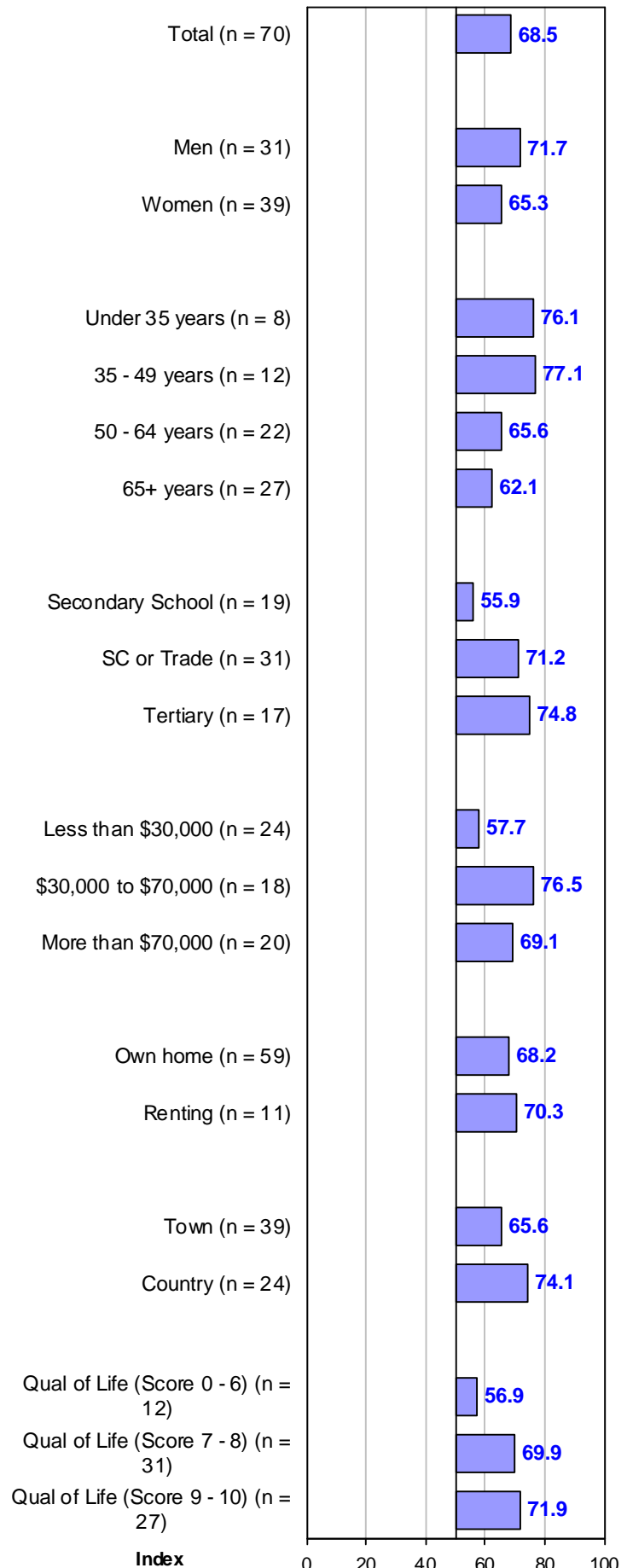
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

Respondents tend to feel much less safe in their communities after dark than they do during the day.

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

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

- Women feel less safe (Index 65.3) versus an Index 71.7 for men.
- Those aged over 65 feel less safe (Index 62.1) versus an Index 65.6 to 77.1 for the other age brackets. It seems that the younger the respondent, the safer they feel at night.
- Those with a household income under \$30,000 feel less safe (Index 57.7) versus an Index of 69.1 to 76.5 for the other household income brackets.
- Those who live in town feel less safe (Index 65.6) versus an Index of 74.1 for those who live in the country.
- Those who are not happy with their overall Quality of Life feel less safe after dark (Index 56.9) versus an Index 71.9 for those who are very happy with their overall Quality of Life (scores of 9 or 10).



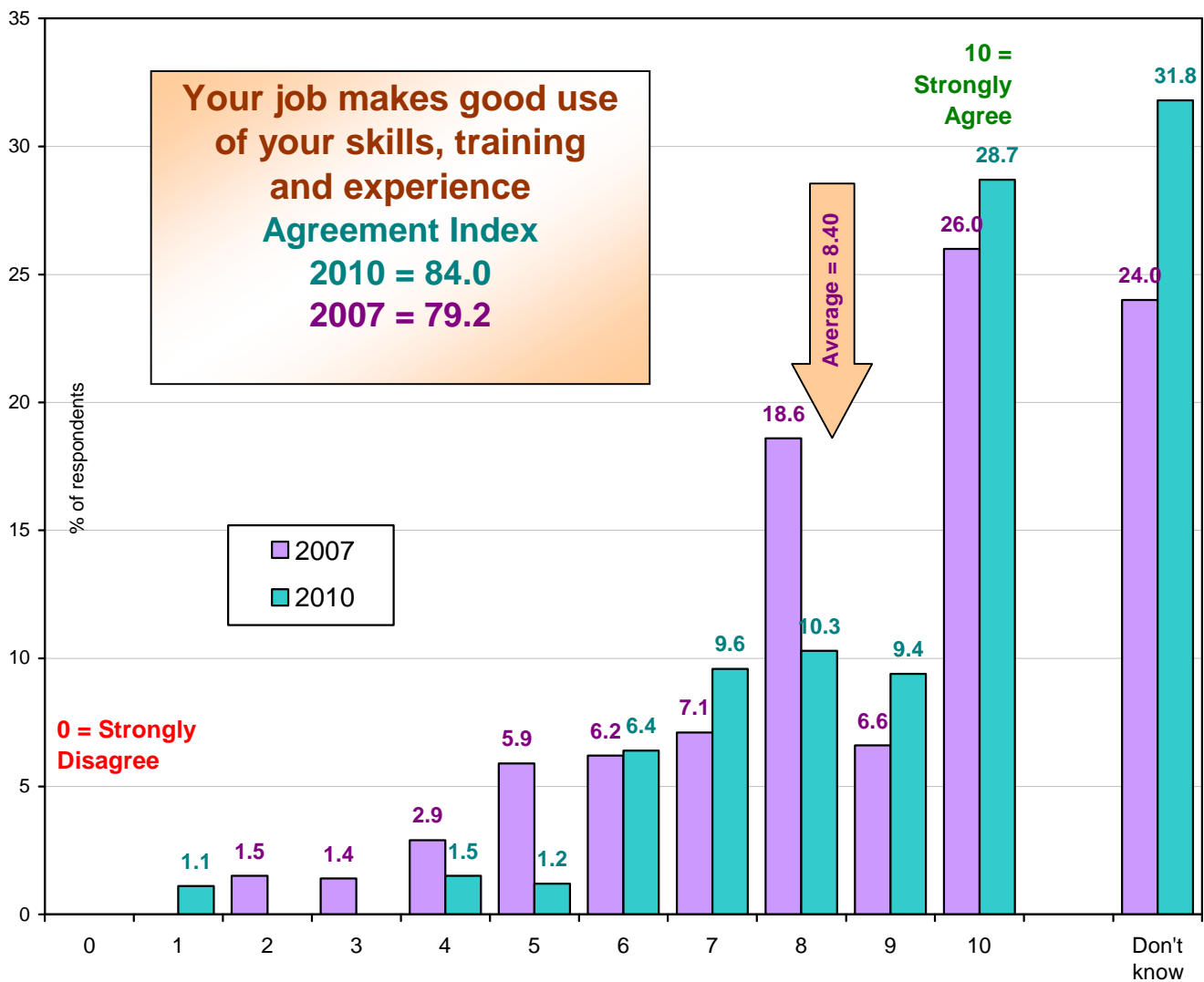
Work Opportunities

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 (32%) did not answer this question, presumably because they were not working. The majority of the respondents (64%) agreed with the statement 'Your job makes good use of your skills, training and experience' (scores of 6 – 10). A quarter of the respondents (29%) strongly agreed (Score of 10) while 9% rated this with a score of 9. The mode (most frequent value) is a score of 10.

Only 1% 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 (3%) disagreed with the statement 'Your job makes good use of your skills, training and experience' (Scores 0 – 4).

The Agreement Index (AI score)⁶, (a weighted score across the Agreement scale) for 'Your job makes good use of your skills, training and experience' was 84.0. This is 4.8 points higher than the 2007 result but it is again a result that implies most respondents feel their jobs are making good use of their skills, training and experience.



⁶ 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)

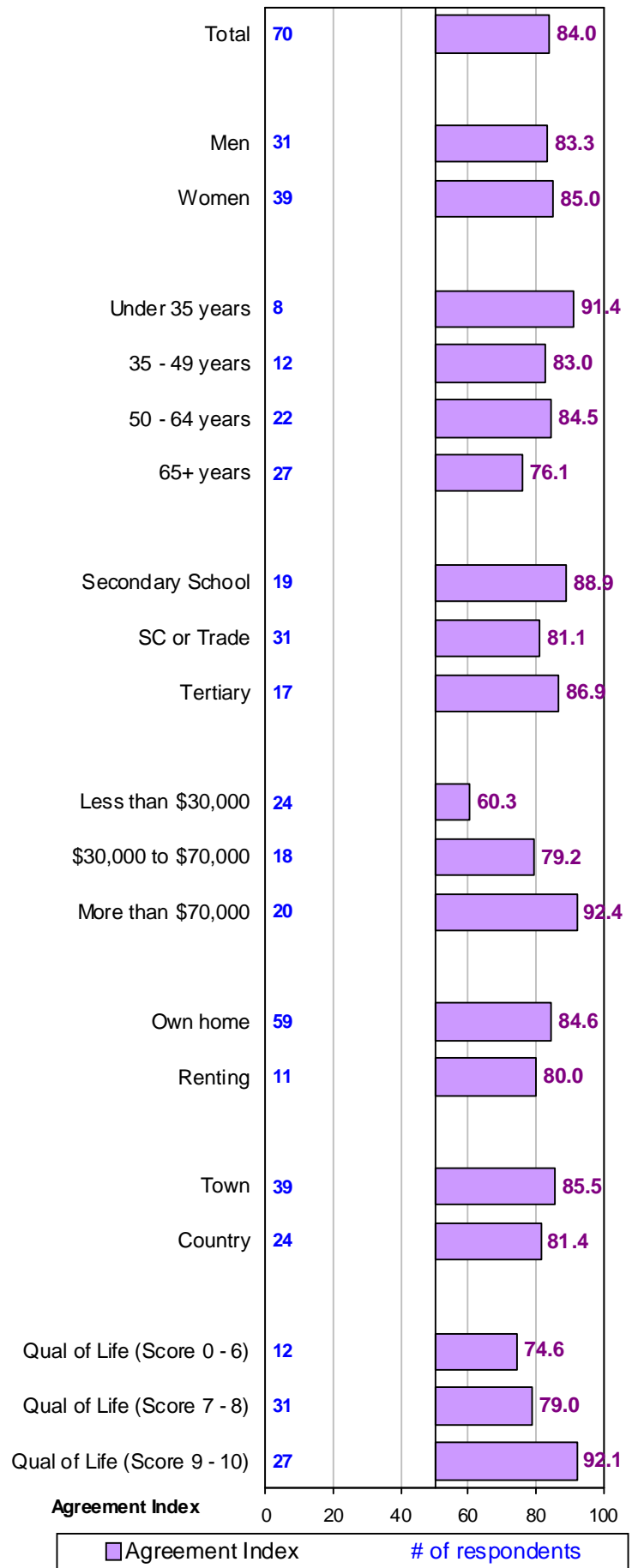
Agreement with ‘Your job makes good use of your skills, training and experience’ by demographics

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.

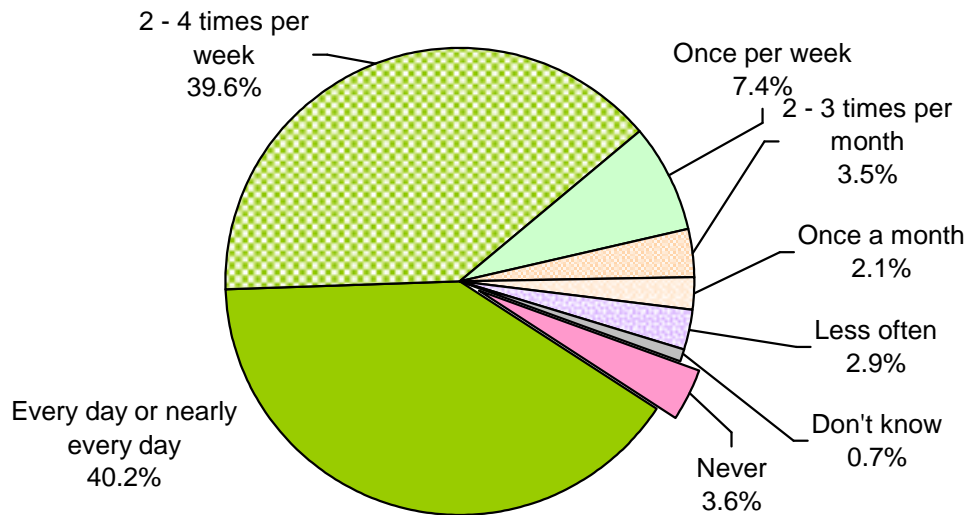
The variables that appear to have had the greatest impact on level of agreement with the statement ‘Your job makes good use of your skills, training and experience’ were:

- Those with a household income over \$70,000 (Agreement Index 92.4) are more likely to agree with this statement than those in the lower income brackets (Agreement Index 60.3 – 79.2).
- Those aged under 35 (Agreement Index 91.4) are more likely to agree with this statement than those in the older age brackets (Agreement Index 76.1 – 84.5).
- Those who are very happy with their Quality of Life (Agreement Index 92.1) are more likely to agree with this statement than those who are not happy with their Quality of Life (Agreement Index 74.6).

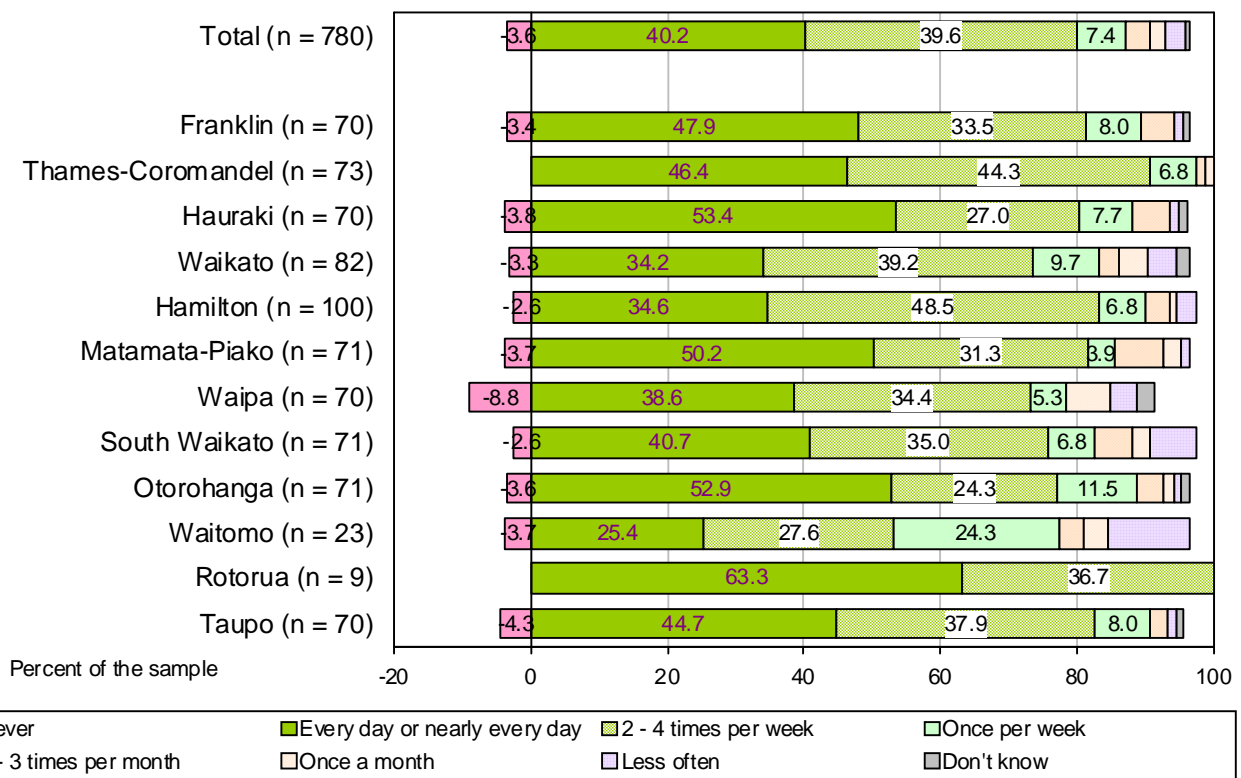


Participation in Sport and Active Leisure

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.



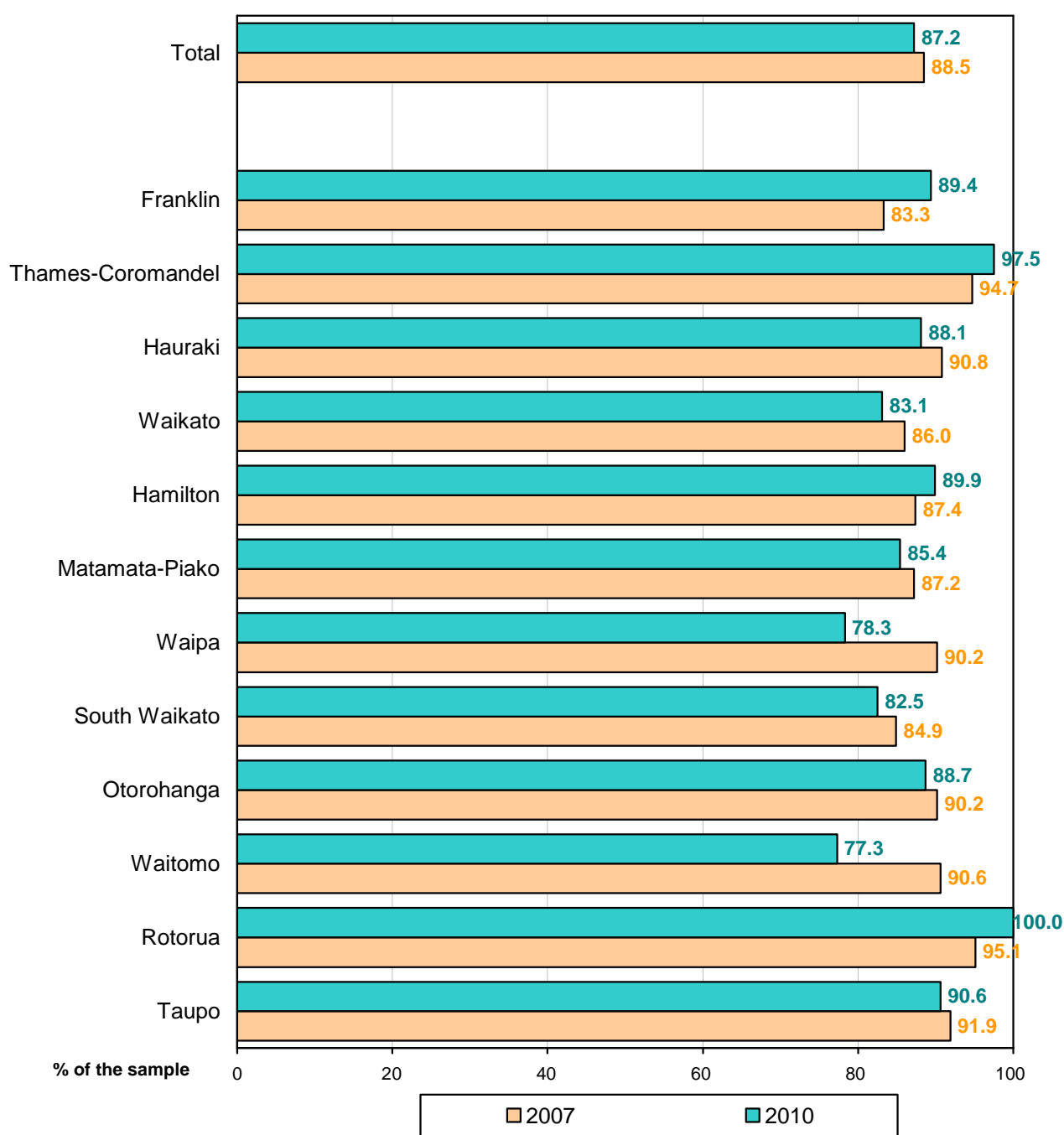
Participation in Sport and Active Leisure - Comparison to 2007

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.

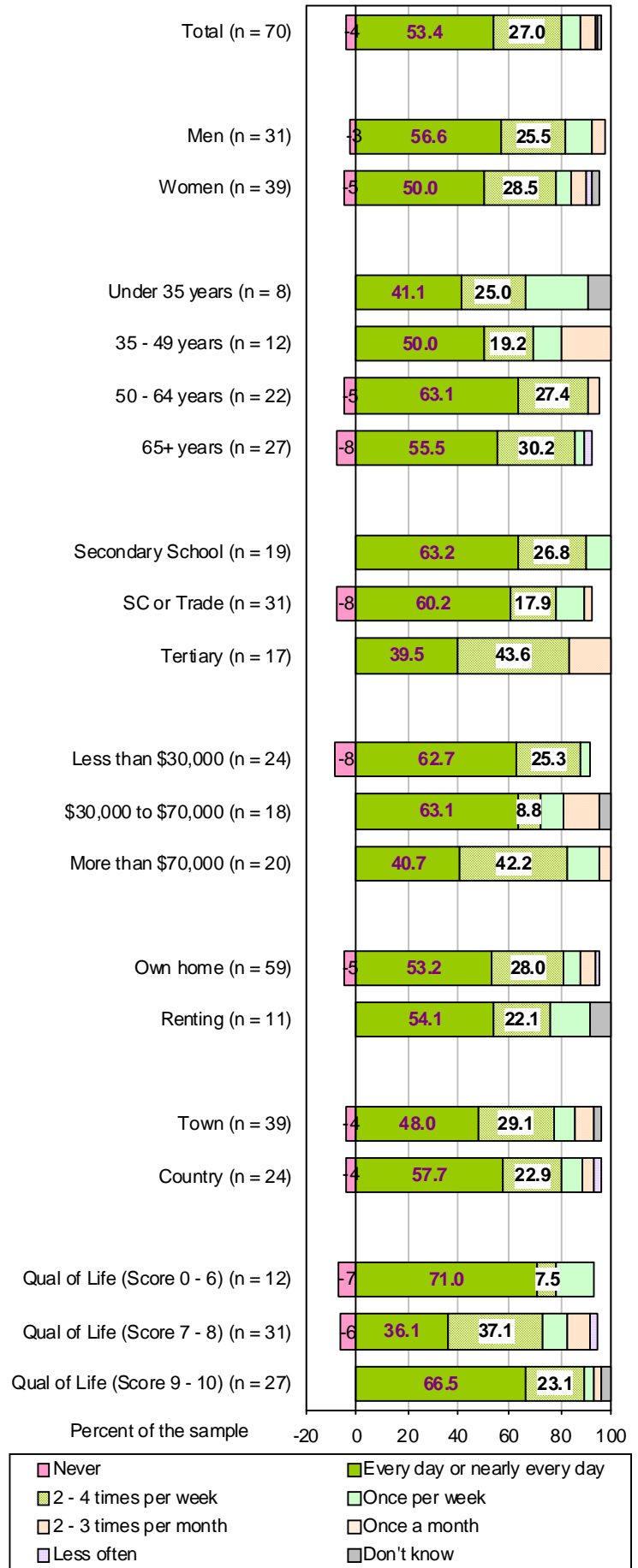
The results are similar to 2007 although there are some larger differences for some districts like Waipa and Waitomo. The differences may be caused by abnormal results in 2007, because of changing demographics or because the situation in relation to exercise has changed since 2007.



Participation in Sport and Active Leisure by demographics

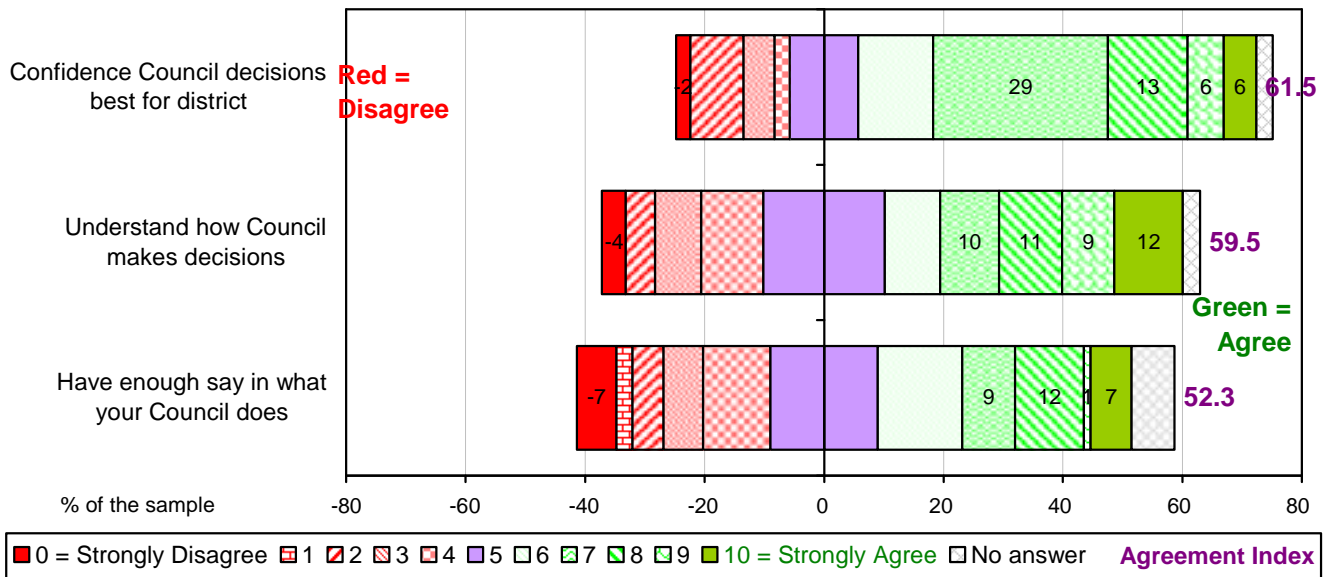
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

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.

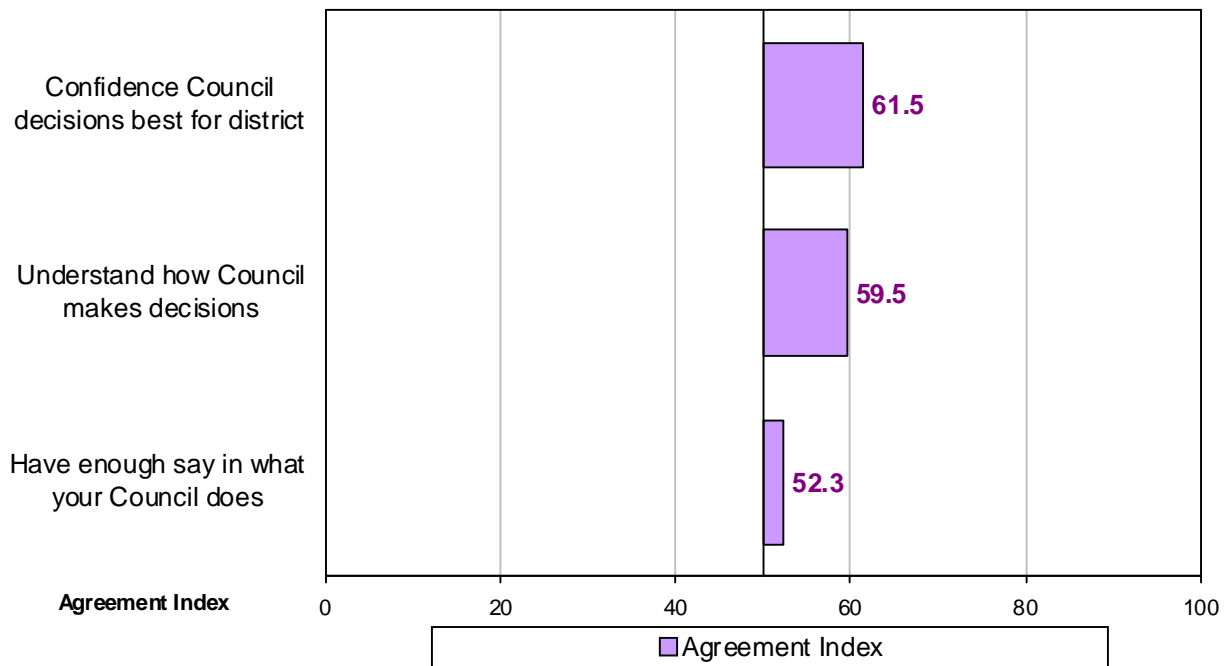


Council Decision Making Factors

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.' Two thirds of the respondents (67%) 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 43% for the statement 'You have enough say in what your Council does'. Between 19% and 32% disagreed with each statement (scores 0 – 4).

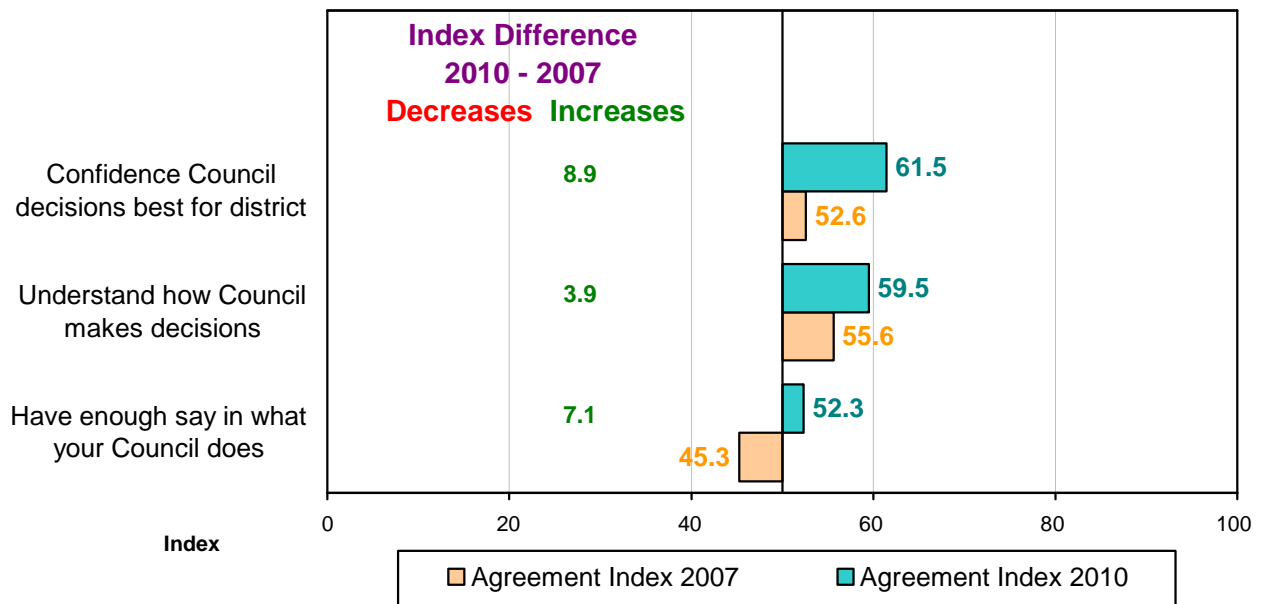


This reflects in the Agreement Index which is 61.5 for the statement 'Overall, you have confidence that the Council makes decisions that are in the best interests of your district' down to an Agreement Index of 52.3 for the statement 'You have enough say in what your Council does'.



Council Decision Making Factors - Comparison to 2007

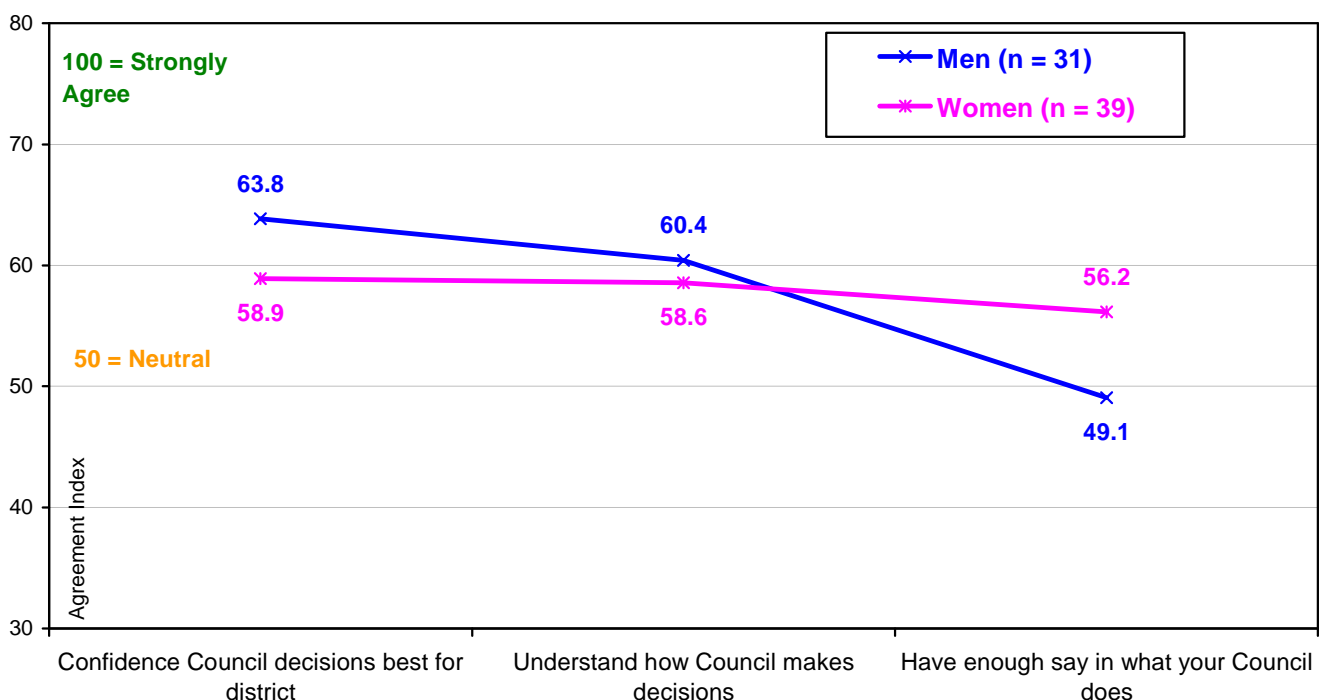
The following chart compares the 2010 results with 2007 for the Council Decision Making factors. There were 3 increases in the Indexes among the Council Decision Making factors. The factor ‘You have enough say in what your Council does’ (Index 52.3) was up 7.1 points. The factor ‘Overall, you understand how your Council makes decisions’ (Index 59.5) was up 3.9 points while the factor ‘Overall, you have confidence that the Council makes decisions that are in the best interests of your district’ (Index 61.5) was up 8.9 points.



Council Decision Making Factors by Gender

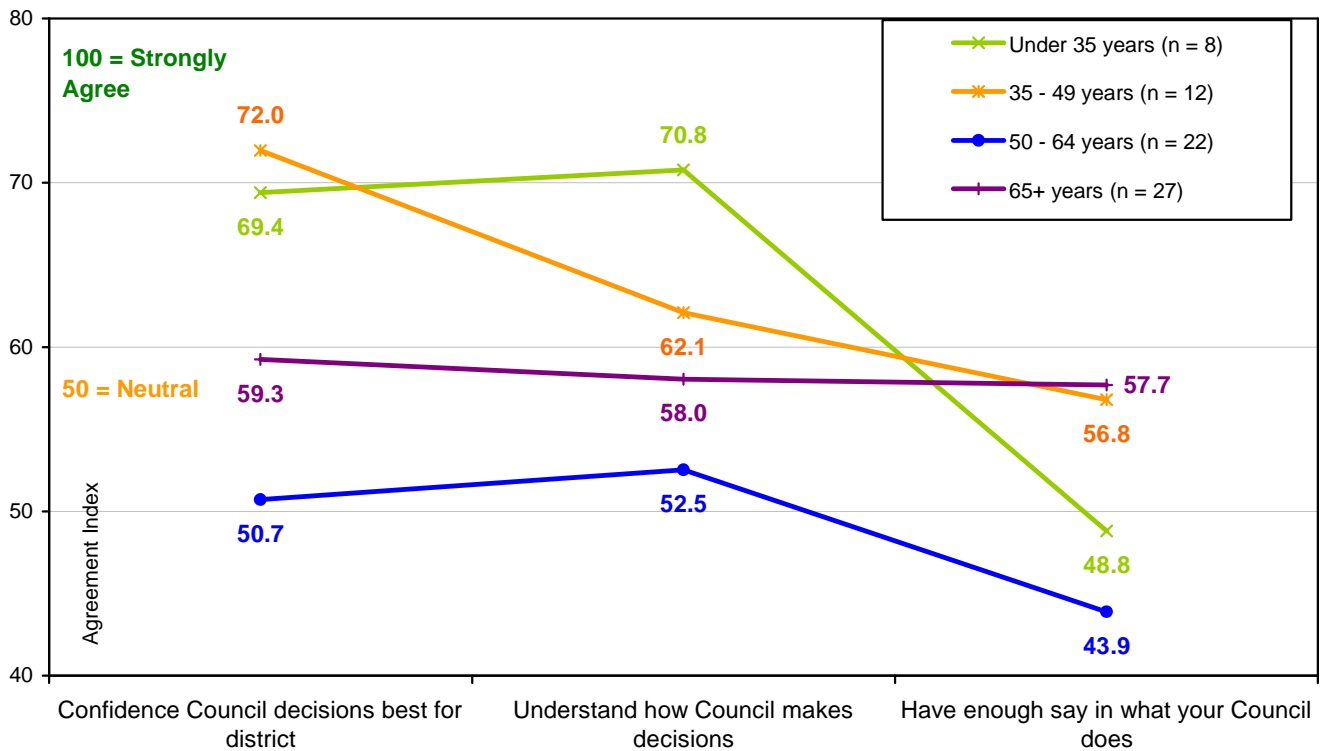
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

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



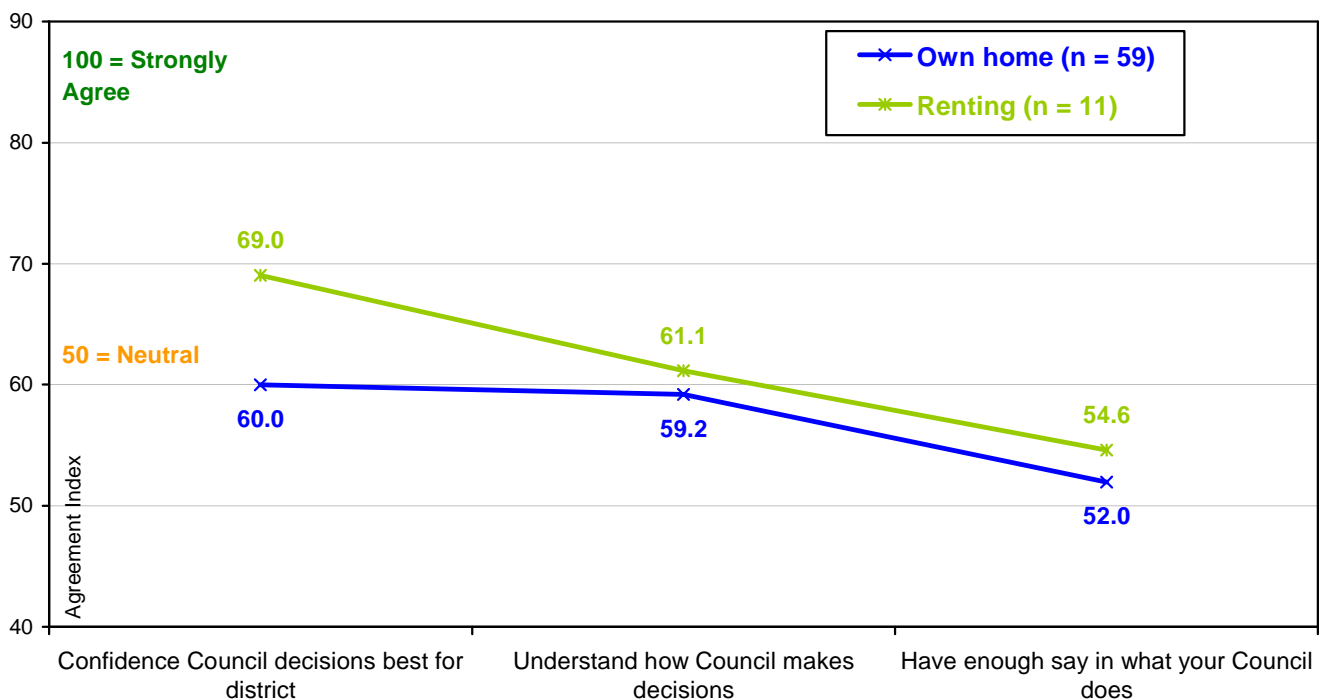
Council Decision Making Factors by Age Grouping

The Agreement Index for the Council Decision Making factors varies by age group. The greatest variation is in the statement ‘Overall, you understand how your Council makes decisions’. The Agreement Index varies from 52.5 to 70.8.



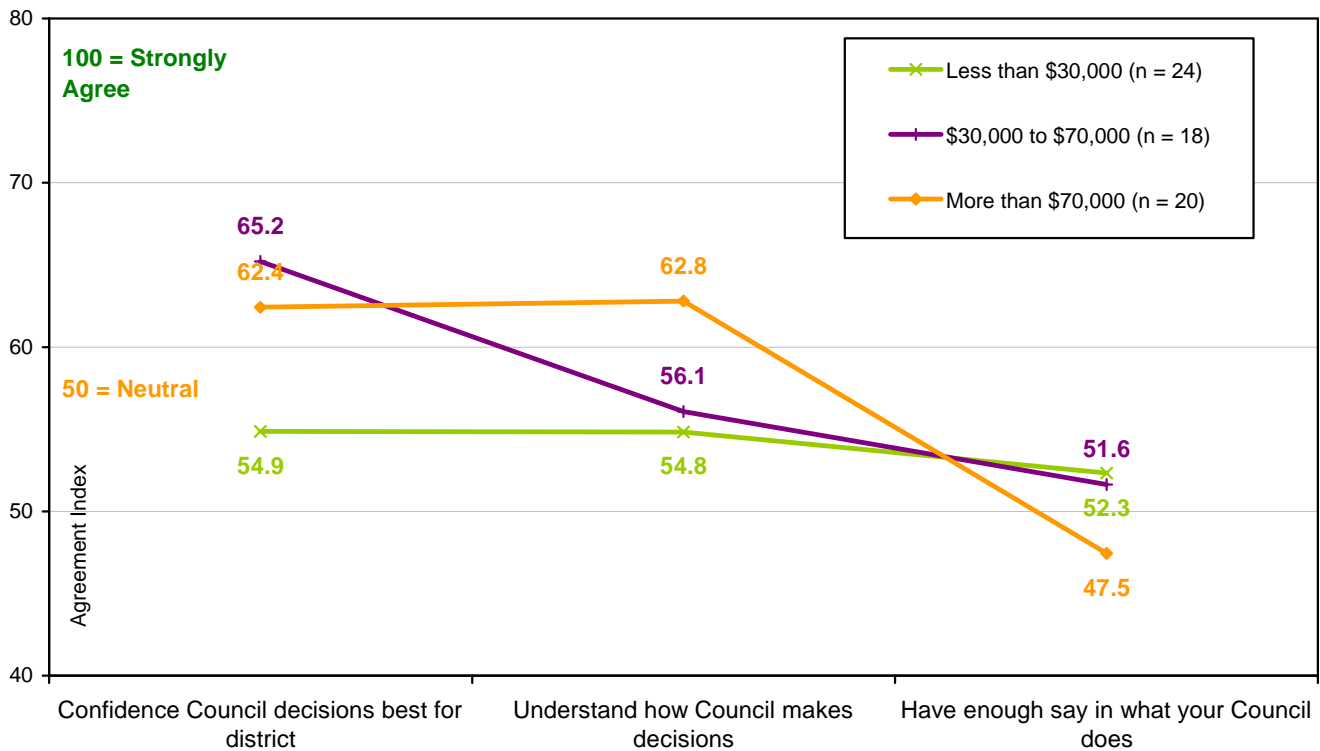
Council Decision Making Factors by Home Ownership

Those in their own homes are less likely to agree with any of these statements but the difference is greatest for the statement ‘Overall, you have confidence that the Council makes decisions that are in the best interests of your district’.



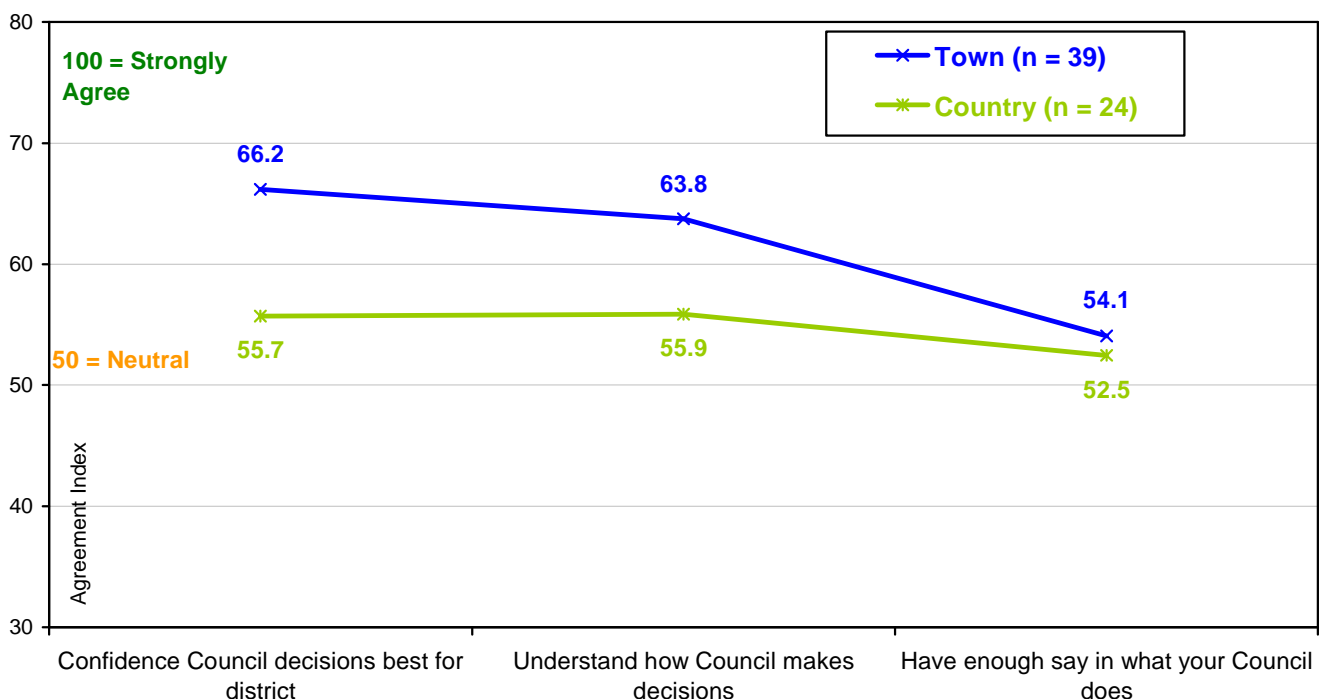
Council Decision Making Factors by Household Income

There is limited variation in the level of agreement with these factors based on household income with this being greatest for the statement ‘Overall, you have confidence that the Council makes decisions that are in the best interests of your district’.



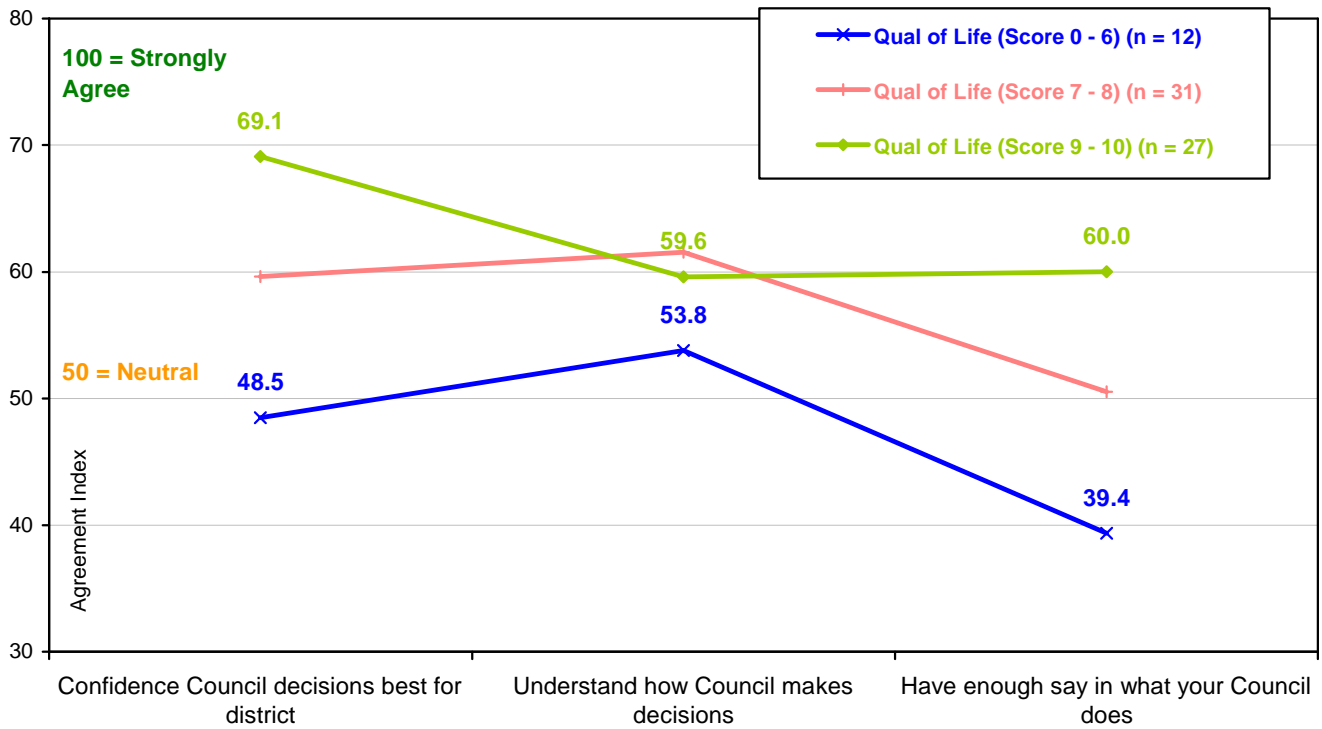
Council Decision Making Factors by Living in Town versus the Country

There is some difference in the level of agreement with each of the Council Decision Making statements between those who live in town and those who live in the country with this being greatest 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 Happiness with Quality of Life

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



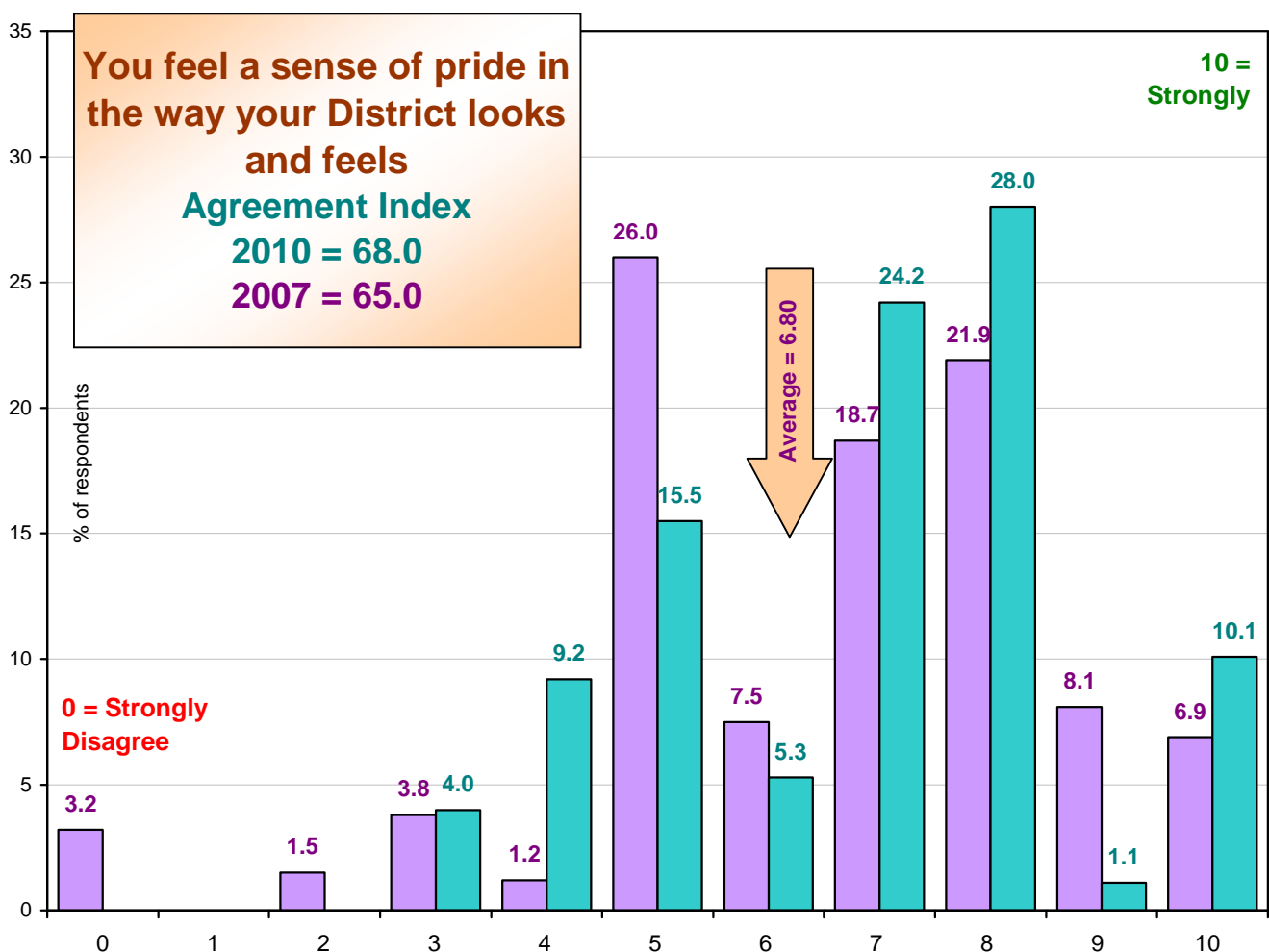
Sense of Pride

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?'

Two thirds of the Hauraki respondents (69%) 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 (10%) strongly agreed (Score of 10) while 1% rated this with a score of 9. The mode (most frequent value) is a score of 8 (28%).

A sixth of the sample (16%) neither agreed nor disagreed with the statement 'You feel a sense of pride in the way your district looks and feels' (Score 5). An eighth of the respondents (13%) 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)⁷, (a weighted score across the Agreement scale) for 'You feel a sense of pride in the way your district looks and feels' was 68.0. This is 3.0 points higher than 2007 and it is again a result that implies most respondents feel some sense of pride in their district.



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

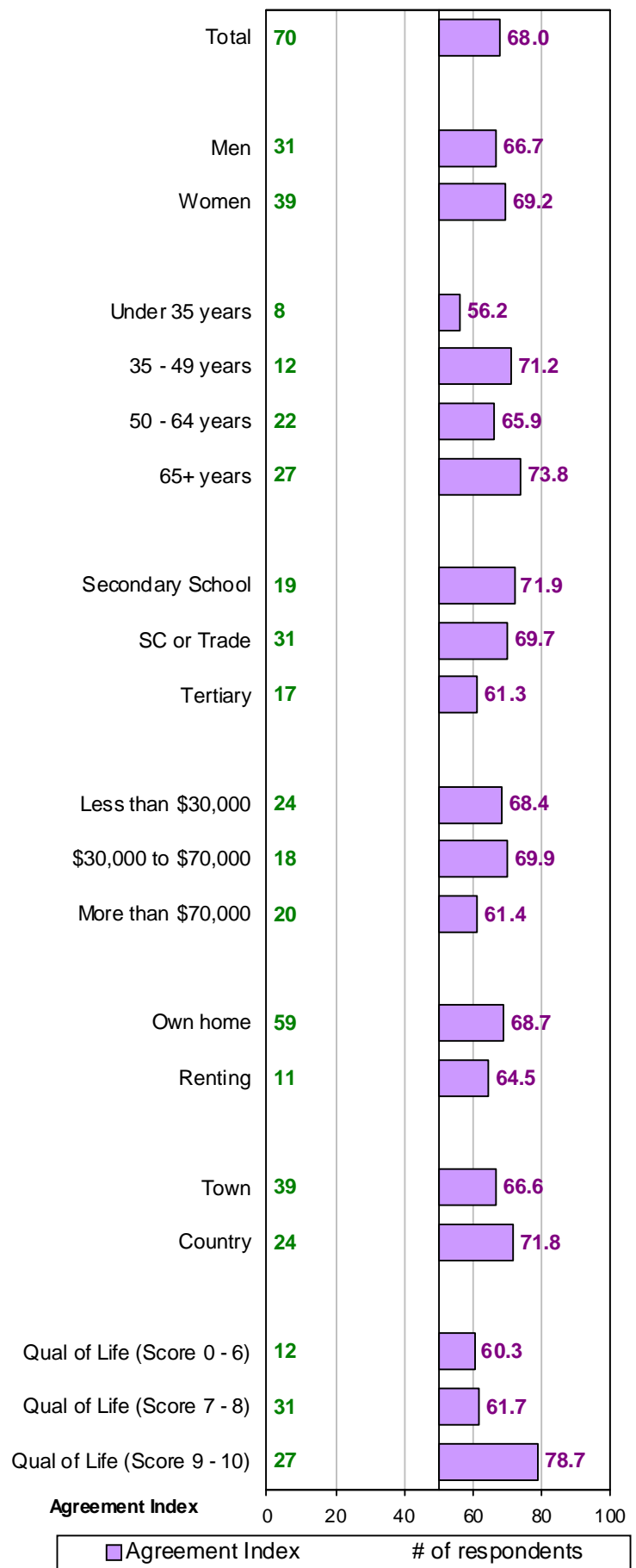
Agreement with ‘You feel a sense of pride in the way your district looks and feels’ by demographics

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

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

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

- The older the respondent, the greater the level of agreement.
- Those with a tertiary qualification (Agreement Index 61.3) are less likely to agree with this statement than those with less formal education (Agreement Index 69.7 and 71.9).
- Those with a household income over \$70,000 (Agreement Index 61.4) are less likely to agree with this statement than those from the lower income streams (Agreement Index 68.4 and 69.9).
- Those who rated their Quality of Life with a score of 9 or 10 (Agreement Index 78.7) are more likely to agree with this statement than those who rated their Quality of Life with a score of 0 to 6 (Agreement Index 60.3).

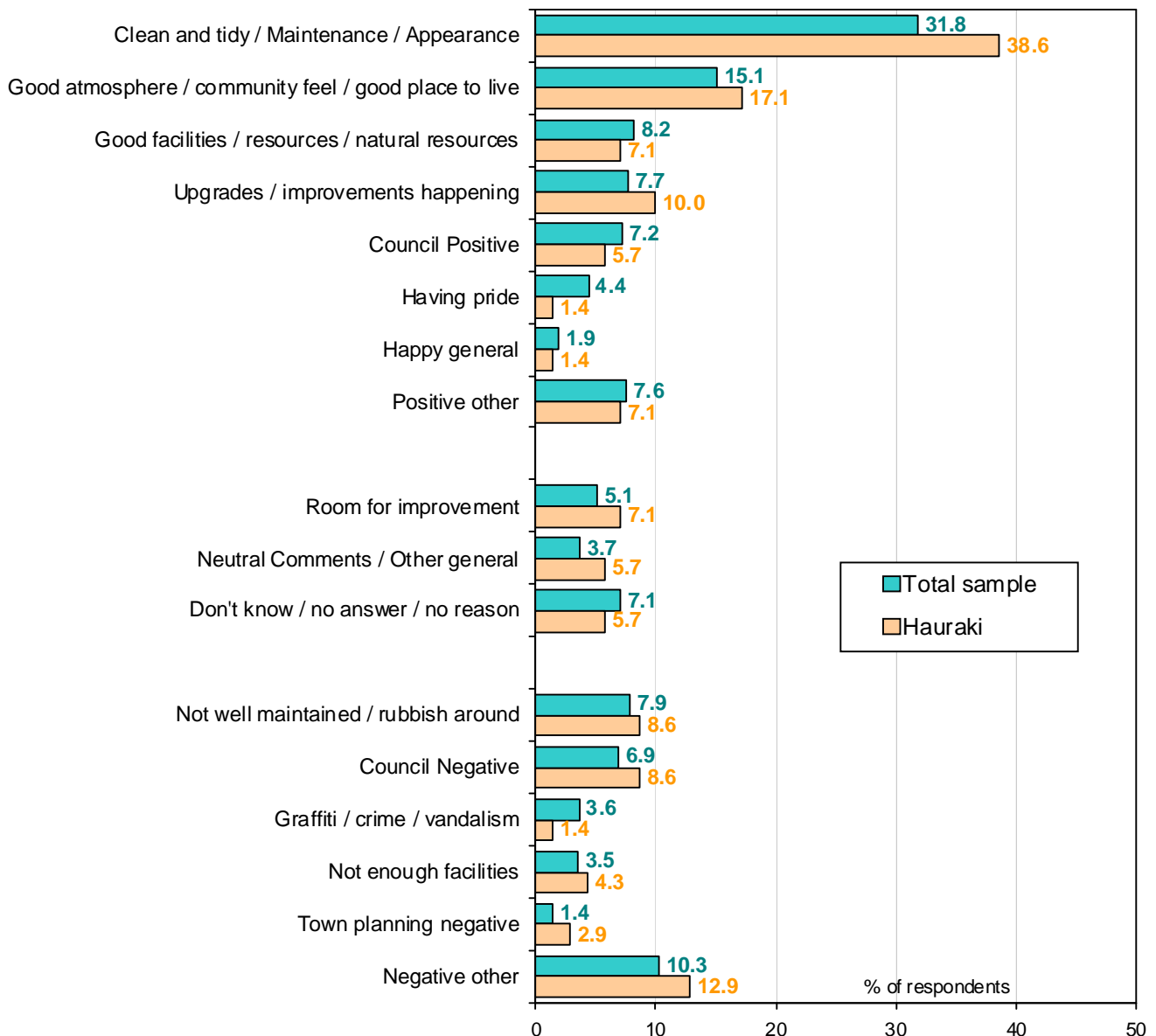


Sense of pride in the way district looks and feels: Verbatim Comments

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

For the total Waikato Region, there was a range of responses, with some respondents offering positive reasons for agreeing strongly with the statement while others offered reasons for giving a lower score. The main positive comments evolved around their district being clean and tidy or about the appearance of the district (31.8%), 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.

The results are similar for Hauraki although there are more comments about their district being clean and tidy.



Positive comments

Many respondents made positive comments about the appearance of their district, including it being kept clean and tidy and well maintained (38.6% of the sample). These respondents comments included:

'The way the district is looking and the attitude of people within the district.' (Hauraki: Agreement Level = 10)

'It is a very friendly and clean town' (Hauraki: Agreement Level = 10)

'Nice parks. Good sporting facilities, good churches, schools.' (Hauraki: Agreement Level = 10)

'Because the streets are nice and tidy. We have nice footpaths, good roads. We have a good business area.' (Hauraki: Agreement Level = 10)

'Well we're in a very small community and everything is tidy and clean' (Hauraki: Agreement Level = 10)

'It's a beautiful and well planned place, lovely shopping area, 10 minutes from the beautiful beach, great character' (Hauraki: Agreement Level = 9)

'Clean, rubbish is picked up, there's not many other facilities but the place is great.' (Hauraki: Agreement Level = 8)

'I just think that we live in a lovely area. The town is well maintained and people are friendly.' (Hauraki: Agreement Level = 8)

'Always trying to keep area in good profile. Trying to improve aesthetics of district. I have lived here for 15 years, seen improvements.' (Hauraki: Agreement Level = 8)

'The mining company and Council in Waihi are agreeable on a lot of issues and the way the town looks' (Hauraki: Agreement Level = 8)

'It's clean and beautiful; it's a naturally beautiful place and I suppose the Council is responsible for keeping it that way' (Hauraki: Agreement Level = 8)

'It's a nice clean town, aesthetic appeal; it has a nice beach' (Hauraki: Agreement Level = 8)

'It's tidy, clean, well kept really.' (Hauraki: Agreement Level = 8)

'It just looks good.' (Hauraki: Agreement Level = 8)

'Clean and tidy.' (Hauraki: Agreement Level = 8)

'It's well looked after and there is a community spirit' (Hauraki: Agreement Level = 7)

'I think that the Hauraki District does a pretty good job, the main street looks tidy and they do a better job than 5 years ago.' (Hauraki: Agreement Level = 7)

'Maintenance around the area. It's of a high standard.' (Hauraki: Agreement Level = 7)

'Main street of Waihi is very nice.' (Hauraki: Agreement Level = 7)

'It is maintained very good e.g. the grass and gardens' (Hauraki: Agreement Level = 7)

'I'm in a holiday area. Everyone seems to look after their yards etc. It's tidy.' (Hauraki: Agreement Level = 7)

'I think the district looks pretty good.' (Hauraki: Agreement Level = 7)

'There is an effort being made to beautify the town and improve the sports fields and other facilities, I am a bit apprehensive about the way the Council spends its money and some of the expenditure is unwarranted' (Hauraki: Agreement Level = 6)

'They're always trying to make the town look good but in saying that there are the rural areas that need to be looked at. We've been asking for street lighting down by the local marae and where the kids catch the school bus. We've also asked for judder bars because the cars speed down our road and there's not enough speed limit signs. The speed limit also needs to be lowered. Our children are at risk. A few years back they dug the drains outside our homes for stormwater drainage and now when it rains, it fills with water and it takes a very long time to clear. We need to keep a watchful eye on our children because they want to play in it which is dangerous.' (Hauraki: Agreement Level = 6)

'It is a small community so well looked after, clean but I find it a bit clicky. I have been here for two years I find it very hard to meet people. It has been easier for my husband; he came from this area but for myself it has not been easy.' (Hauraki: Agreement Level = 6)

'They do keep our town gardens and signs looking really nice and attractive.' (Hauraki: Agreement Level = 5)

'The area that I live in is clean and tidy' (Hauraki: Agreement Level = 5)

This was followed by 17.1% who mentioned a good atmosphere or community feel about the place or that it was a good place to live. This included the following comments:

'The way the district is looking and the attitude of people within the district.' (Hauraki: Agreement Level = 10)

'It is a very friendly and clean town' (Hauraki: Agreement Level = 10)

'It's a beautiful and well planned place, lovely shopping area, 10 minutes from the beautiful beach, great character' (Hauraki: Agreement Level = 9)

'Clean, rubbish is picked up, there's not many other facilities but the place is great.' (Hauraki: Agreement Level = 8)

'I just think that we live in a lovely area. The town is well maintained and people are friendly.' (Hauraki: Agreement Level = 8)

'The community and Council are very involved. It brings pride to our town. They promote the area very well. They have a lot of events that we can go to. Same with the small towns around us. There's hardly any graffiti. They work with the Council to help reduce crime e.g. liquor bans. They support the youth.' (Hauraki: Agreement Level = 8)

'Because I can walk for about 10 minutes and I am in the country which is very pleasant and the people are friendly and I feel comfortable here.' (Hauraki: Agreement Level = 8)

'The community feel to it is really good' (Hauraki: Agreement Level = 8)

'It's well looked after and there is a community spirit' (Hauraki: Agreement Level = 7)

'Well because I know the community and the people and I have confidence in them' (Hauraki: Agreement Level = 7)

'Lovely little town. Too confined though.' (Hauraki: Agreement Level = 6)

'Well I live in a nice town but it could be better.

The parks and reserves could be cleaner.' (Hauraki: Agreement Level = 5)

A number of respondents (10.0%) were proud because of the improvements and upgrades happening in their district:

'Always trying to keep area in good profile. Trying to improve aesthetics of district. I have lived here for 15 years, seen improvements.' (Hauraki: Agreement Level = 8)

'They have just upgraded the central area of town' (Hauraki: Agreement Level = 8)

'It has just been upgraded a bit' (Hauraki: Agreement Level = 8)

'Gradually putting in a park for the children and new netball courts.' (Hauraki: Agreement Level = 8)

'Over the years the whole look of the town has improved' (Hauraki: Agreement Level = 7)

'I live in Paeroa and they have done a lot of work down the street to make the place look really good.' (Hauraki: Agreement Level = 7)

'There is an effort being made to beautify the town and improve the sports fields and other facilities, I am a bit apprehensive about the way the Council spends its money and some of the expenditure is unwarranted' (Hauraki: Agreement Level = 6)

A number commented on the great facilities and resources in the district including natural resources, (mentioned by 7.1%).

'Nice parks. Good sporting facilities, good churches, schools. ' (Hauraki: Agreement Level = 10)

'Because the streets are nice and tidy. We have nice footpaths, good roads. We have a good business area.' (Hauraki: Agreement Level = 10)

'It's a beautiful and well planned place, lovely shopping area, 10 minutes from the beautiful beach, great character' (Hauraki: Agreement Level = 9)

'It's clean and beautiful; it's a naturally beautiful place and I suppose the Council is responsible for keeping it that way' (Hauraki: Agreement Level = 8)

'It's a nice clean town, aesthetic appeal; it has a nice beach' (Hauraki: Agreement Level = 8)

Some respondents (5.7%) made positive comments about their Council that included:

'Always trying to keep area in good profile. Trying to improve aesthetics of district. I have lived here for 15 years, seen improvements.' (Hauraki: Agreement Level = 8)

'The mining company and Council in Waihi are agreeable on a lot of issues and the way the town looks' (Hauraki: Agreement Level = 8)

'The community and Council are very involved. It brings pride to our town. They promote the area very well. They have a lot of events that we can go to. Same with the small towns around us. There's hardly any graffiti. They work with the Council to help reduce crime e.g. liquor bans. They support the youth.' (Hauraki: Agreement Level = 8)

'I think that the Hauraki District does a pretty good job, the main street looks tidy and they do a better job than 5 years ago.' (Hauraki: Agreement Level = 7)

This was followed by 1.4% who mentioned a general pride in their district. This included the following comment:

'The community and Council are very involved. It brings pride to our town. They promote the area very well. They have a lot of events that we can go to. Same with the small towns around us. There's hardly any graffiti. They work with the Council to help reduce crime e.g. liquor bans. They support the youth.' (Hauraki: Agreement Level = 8)

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

'It's pretty good really; it's just that some things they don't do (the Council). They don't cut back trees and shrubs or clean the gutters. They used to but don't do it anymore.' (Hauraki: Agreement Level = 5)

This was followed by 12.3% of the sample who made other positive comments as to why they felt pride in their district. This included comments like:

'It's central; it's handy to all cities in all directions.' (Hauraki: Agreement Level = 10)

'The community and Council are very involved. It brings pride to our town. They promote the area very well. They have a lot of events that we can go to. Same with the small towns around us. There's hardly any graffiti. They work with the Council to help reduce crime e.g. liquor bans. They support the youth.' (Hauraki: Agreement Level = 8)

'Because I can walk for about 10 minutes and I am in the country which is very pleasant and the people are friendly and I feel comfortable here.' (Hauraki: Agreement Level = 8)

'I have worked on various Council committees and I do have a bit of knowledge on it.' (Hauraki: Agreement Level = 8)

'Well located to a lot of things, otherwise it would be a complete loss.' (Hauraki: Agreement Level = 7)

Neutral comments

There were also some respondents (7.1%) who felt there was room for improvement in the district and they made the following comments:

'Lack of funding, a few things need to be done but aren't getting done.' (Hauraki: Agreement Level = 8)

'They could promote themselves better, be more proactive towards businesses in the area especially new business.' (Hauraki: Agreement Level = 7)

'Well I live in a nice town but it could be better.'

The parks and reserves could be cleaner.' (Hauraki: Agreement Level = 5)

'There could be improvements in parks and recreational areas' (Hauraki: Agreement Level = 5)

'Town could be better. The big Lemon and Paeroa bottle in town has been used for commercial purposes.' (Hauraki: Agreement Level = 4)

This was followed by 5.7% who made neutral or other comments about the sense of pride in their district. This included the following comments:

'Well, my husband has driven the ambulance and has done a lot of things for the community.' (Hauraki: Agreement Level = 10)

'I own my own house and if I run the place down, I won't be able to sell my house.' (Hauraki: Agreement Level = 8)

'Because I'm a builder and have been a part of lots of building the town' (Hauraki: Agreement Level = 7)

'Because of the mine, was supposed to close down but they've kept open but the Hauraki Council has gone along with it.' (Hauraki: 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 8.6% of respondents). This included the following comments:

'Heaps of things that need tidying up.' (Hauraki: Agreement Level = 8)

'Graffiti needs tidying up, given a bit of TLC' (Hauraki: Agreement Level = 7)

'I think the Council needs to a little more tidying up' (Hauraki: Agreement Level = 7)

'It's pretty good really; it's just that some things they don't do (the Council).

They don't cut back trees and shrubs or clean the gutters.

They used to but don't do it anymore.' (Hauraki: Agreement Level = 5)

'Waihi is a very run-down town and doesn't look that great.' (Hauraki: Agreement Level = 4)

'It looks scruffy at times, could do with a tidy up' (Hauraki: Agreement Level = 4)

This was followed by 8.6% of the sample who made negative comments about the Council in their district and these included:

'Lack of funding, a few things need to be done but aren't getting done.'
(Hauraki: Agreement Level = 8)

'I just feel that the draft plan that went through Council was insufficient notification of their future plans and as a result of that notification we now have a divided community (unpleasantly divided community) which is very sad.' (Hauraki: Agreement Level = 8)

'They could promote themselves better, be more proactive towards businesses in the area especially new business.' (Hauraki: Agreement Level = 7)

'There is an effort being made to beautify the town and improve the sports fields and other facilities, I am a bit apprehensive about the way the Council spends its money and some of the expenditure is unwarranted' (Hauraki: Agreement Level = 6)

'The Council is not effective' (Hauraki: Agreement Level = 5)

'Because there is not enough interaction with the public' (Hauraki: Agreement Level = 5)

This was followed by 4.3% of the sample who felt there were not enough facilities available or those available were not good enough in their district. This included the following comments:

'Clean, rubbish is picked up, there's not many other facilities but the place is great.' (Hauraki: Agreement Level = 8)

'They're always trying to make the town look good but in saying that there are the rural areas that need to be looked at. We've been asking for street lighting down by the local marae and where the kids catch the school bus. We've also asked for judder bars because the cars speed down our road and there's not enough speed limit signs. The speed limit also needs to be lowered. Our children are at risk. A few years back they dug the drains outside our homes for stormwater drainage and now when it rains, it fills with water and it takes a very long time to clear. We need to keep a watchful eye on our children because they want to play in it which is dangerous.' (Hauraki: Agreement Level = 6)

'There could be improvements in parks and recreational areas' (Hauraki: Agreement Level = 5)

There were negative comments from respondents about the town planning (2.9%) and these included:

'We had a certain area in town that we thought was adequate, we voiced our opinion for the unnecessary upgrading of a million dollar plus.' (Hauraki: Agreement Level = 7)

'Lack of progress in the town' (Hauraki: Agreement Level = 3)

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

'Graffiti needs tidying up, given a bit of TLC ' (Hauraki: Agreement Level = 7)

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

'We have a open cast gold mine at the top end of our main street, cracks open up on the roadway and footpath and all through the top end, lovely wall, specially built to celebrate the year 2000 and it is cracked due to the proximity to the open cast mine.' (Hauraki: Agreement Level = 7)

'It is a small community so well looked after, clean but I find it a bit clicky. I have been here for two years I find it very hard to meet people. It has been easier for my husband; he came from this area but for myself it has not been easy.' (Hauraki: Agreement Level = 6)

'Lovely little town. Too confined though.' (Hauraki: Agreement Level = 6)

'It's pretty good really; it's just that some things they don't do (the Council).

They don't cut back trees and shrubs or clean the gutters.

They used to but don't do it anymore.' (Hauraki: Agreement Level = 5)

'I think that there's a lot of money that gets invested for things that the community wouldn't benefit from instead of other things they would benefit from like swimming pools etc. ' (Hauraki: Agreement Level = 5)

'We seem to get lost in the pipeline; we are a last shot.' (Hauraki: Agreement Level = 4)

'Because when people drive through everything's closed and it just gives the impression that this is a ghost town and shops are always vacant. ' (Hauraki: Agreement Level = 4)

'I live in Waihi and it's not a very nice area and things are taking too long to change.' (Hauraki: Agreement Level = 3)

'Other places get better looked after than Waihi' (Hauraki: Agreement Level = No answer)

One respondent didn't feel able to comment.

'Haven't been here long enough. ' (Hauraki: Agreement Level = No answer)

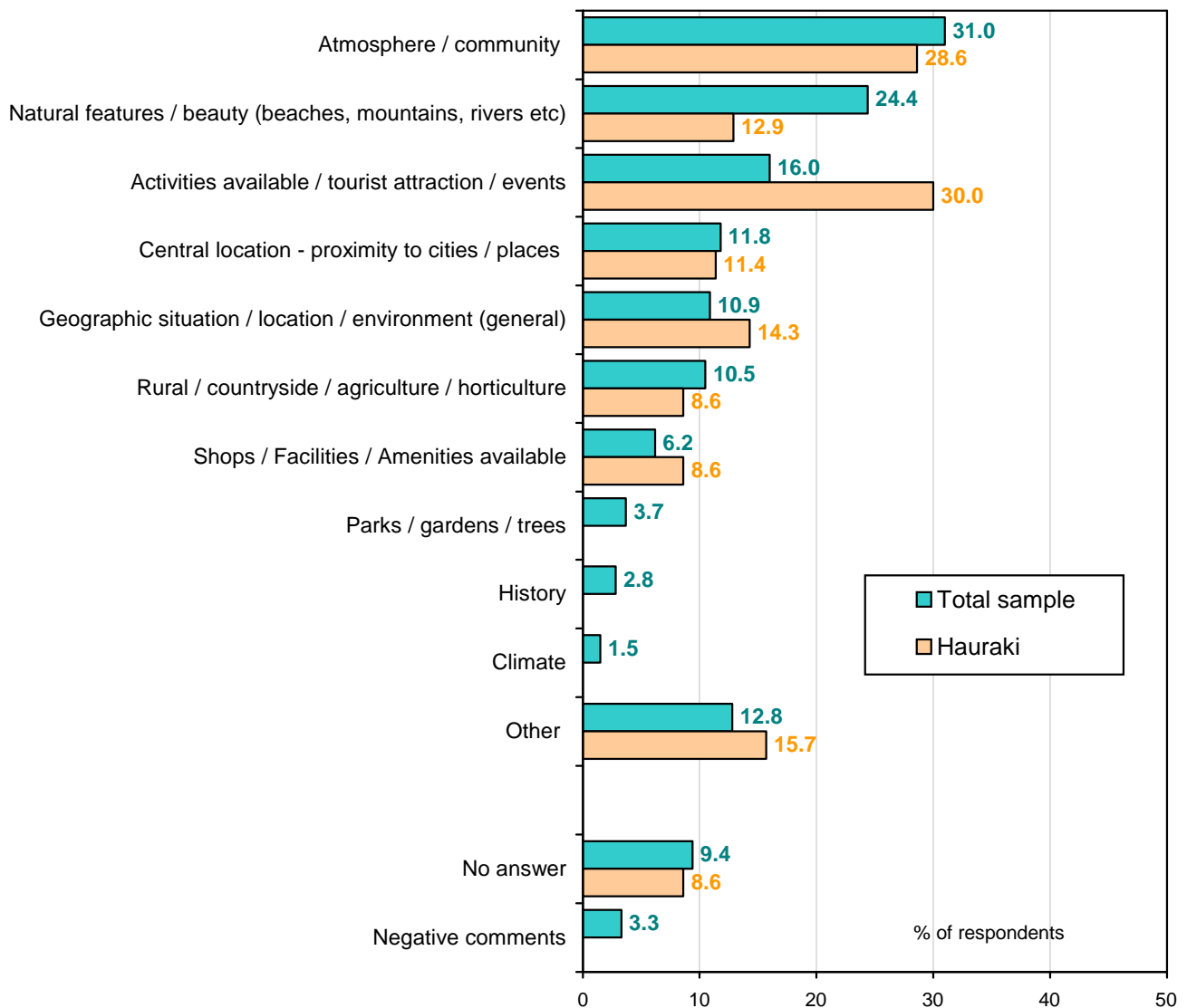
What makes your district unique or special

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 (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 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 Hauraki, more respondents mentioned the activities, events or tourist attractions (30%) while fewer mentioned the natural resources like beaches, rivers or mountains or natural beauty (13%).



Reasons why the district is unique or special

The main reason respondents from this district felt they were unique was because of the activities available or tourist attractions in the district and other special events which take place, (mentioned by 30% of the sample):⁸

'It's a small town; it's a tourist destination and we're 10 minutes from the beach.' (Hauraki)

'The L&P bottle. It's in a good area, easy access to the cities.

Good churches. Just friendly people.' (Hauraki)

'The feel of the town; we have a gold mine' (Hauraki)

'We got the mining here in town and it's a great tourist attraction; we get people from all over the place. People from all over the world come here. The local information centre have people from just about every country. It's close to beaches and bush. You have everything here.' (Hauraki)

'The mining and the tourism the mining attracts.

There's a lot of walking tracks, the Karangahake Gorge.

The Waihi Beach and Whangamata' (Hauraki)

'The activities that our town have. We are rural but we have cities all around us.' (Hauraki)

'Central to everywhere, main centres. Close enough to other recreation like fishing, rivers and parks.

They're right on your door step. Very central.' (Hauraki)

'It has most facilities that people need such as recreational and sports ' (Hauraki)

'We've got a great big open pit in the middle of town.' (Hauraki)

'We have a lot of outdoor things around town' (Hauraki)

'We have a bloody great goldmine in the middle of the town.' (Hauraki)

'Waihi; the heart of gold. ' (Hauraki)

'The Gorge walks and the gold mine' (Hauraki)

'The goldmine' (Hauraki)

'Planned a Discovery Centre which needs to be completed for tourist purposes.' (Hauraki)

'Open cast gold mine, brings bus loads of tourists to the town.' (Hauraki)

'It's a gold mining town' (Hauraki)

'Great big working open cast mine in the middle of the shopping centre' (Hauraki)

'At the moment everybody and tourists are mad about the pump house and the mines plus there are a lot of nice bush walks and stuff in the area.' (Hauraki)

'A gold mine ' (Hauraki)

'A big mine.' (Hauraki)

Many respondents felt the atmosphere or community around them made their district unique (28.6%). These respondents comments included:

'It's a small town; it's a tourist destination and we're 10 minutes from the beach.' (Hauraki)

'The L&P bottle. It's in a good area, easy access to the cities.

Good churches. Just friendly people.' (Hauraki)

'The feel of the town; we have a gold mine' (Hauraki)

'Proximity to beaches and the culture of the people ' (Hauraki)

'I think it's the natural beauty and most people I have met here are proud to live here' (Hauraki)

'Because its country town and most people join together.' (Hauraki)

'The L&P bottle and small community ' (Hauraki)

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

'Gold mining, friendliness of the community.' (Hauraki)

'Gold mine in the town. Also just the actual community; we are a very strong community.' (Hauraki)

'The people' (Hauraki)

'Small town, friendly people.' (Hauraki)

'Small community makes it unique.' (Hauraki)

'It's a quiet town and people are quite friendly' (Hauraki)

'I think the strong community groups that all work together do.' (Hauraki)

'I just like the quiet life - I have come from Auckland.' (Hauraki)

'Everyone's friendly and the area is simply nice and clean.' (Hauraki)

'Community spirit' (Hauraki)

'Basically I think the people' (Hauraki)

'All our neighbours look out for each other and are overall friendly people.' (Hauraki)

'A collective of security amongst people, a caring people' (Hauraki)

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

'It's a small town; it's a tourist destination and we're 10 minutes from the beach.' (Hauraki)

'We got the mining here in town and it's a great tourist attraction; we get people from all over the place. People from all over the world come here. The local information centre have people from just about every country. It's close to beaches and bush. You have everything here.' (Hauraki)

'The mining and the tourism the mining attracts. There's a lot of walking tracks, the Karangahake Gorge. The Waihi Beach and Whangamata' (Hauraki)

'Where it is, the beach areas.' (Hauraki)

'The Lemon and Paeroa brand. The second-hand shops. The rural locality.' (Hauraki)

'Its location' (Hauraki)

'Very close to the sea and to mountains.' (Hauraki)

'The diversity I think, you're only half an hour away from forests, rivers, seas, lakes. It's quite diverse.' (Hauraki)

'Its flatness.' (Hauraki)

'Its area and location' (Hauraki)

Some respondents (12.9%) felt it was the districts natural beauty and landscape that made it so special and offered comments that included:

'Proximity to beaches and the culture of the people' (Hauraki)

'I think it's the natural beauty and most people I have met here are proud to live here' (Hauraki)

'Where it is, the beach areas.' (Hauraki)

'It's central to most cities, both east and west beaches.' (Hauraki)

'River, L&P bottle' (Hauraki)

'There are five beaches within half an hours drive and I feel they are very beautiful which makes our district unique.' (Hauraki)

'The Karangahake Gorge.' (Hauraki)

'The beach makes it unique and special.' (Hauraki)

'It's the landscape that you can't actually change.' (Hauraki)

A number of respondents (11.4% of the sample) felt it was the central location and the proximity to other centres that made the district unique

*'The L&P bottle. It's in a good area, easy access to the cities.
Good churches. Just friendly people.'* (Hauraki)

'The activities that our town have. We are rural but we have cities all around us.' (Hauraki)

*'Central to everywhere, main centres. Close enough to other recreation like fishing, rivers and parks.
They're right on your door step. Very central.'* (Hauraki)

'It's central to most cities, both east and west beaches.' (Hauraki)

'Not Auckland, hour to everything.' (Hauraki)

'Just our location, close to most things.' (Hauraki)

'It's a central location to main centres' (Hauraki)

'I like it; it's central to 5 cities' (Hauraki)

This was followed by 8.6% of the sample who mentioned the agricultural or horticultural aspect of the district. This included:

'Because its country town and most people join together.' (Hauraki)

'The Lemon and Paeroa brand. The second-hand shops. The rural locality.' (Hauraki)

'The activities that our town have. We are rural but we have cities all around us.' (Hauraki)

'It's rural.' (Hauraki)

'That it is very much rural.' (Hauraki)

'Nice quiet country atmosphere' (Hauraki)

This was followed closely by 8.6% of respondents who mentioned the facilities and amenities available. This included:

*'The L&P bottle. It's in a good area, easy access to the cities.
Good churches. Just friendly people.'* (Hauraki)

'We got the mining here in town and it's a great tourist attraction; we get people from all over the place. People from all over the world come here. The local information centre have people from just about every country. It's close to beaches and bush. You have everything here.' (Hauraki)

'The Lemon and Paeroa brand. The second-hand shops. The rural locality.' (Hauraki)

'It has most facilities that people need such as recreational and sports ' (Hauraki)

'We are the Antiques Town of New Zealand and L&P bottle' (Hauraki)

'Unique, due to our antique shops.' (Hauraki)

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

*'The L&P bottle. It's in a good area, easy access to the cities.
Good churches. Just friendly people.'* (Hauraki)

'The L&P bottle and small community ' (Hauraki)

'Gold mining, friendliness of the community.' (Hauraki)

'Gold mine in the town. Also just the actual community; we are a very strong community.' (Hauraki)

'The mining and the tourism the mining attracts. There's a lot of walking tracks, the Karangahake Gorge. The Waihi Beach and Whangamata' (Hauraki)

'River, L&P bottle' (Hauraki)

'We are the Antiques Town of New Zealand and L&P bottle' (Hauraki)

'Well when I was working I knew a lot of people so I have a lot of things in the area so it's never been a bad place to live. I was the Women's Institutes president in this area and worked for them for about 50 years. ' (Hauraki)

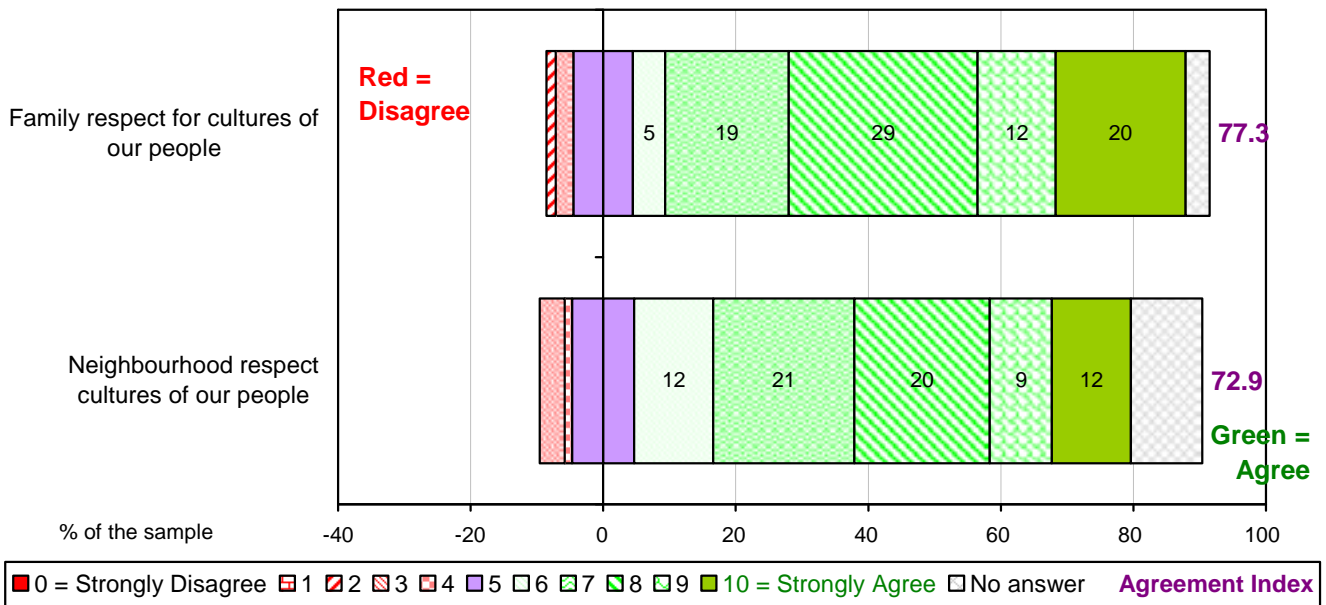
'We have a unique tourism opportunity but I am not convinced national or local Council realise this.' (Hauraki)

'The Lemon and Paeroa bottle in town.' (Hauraki)

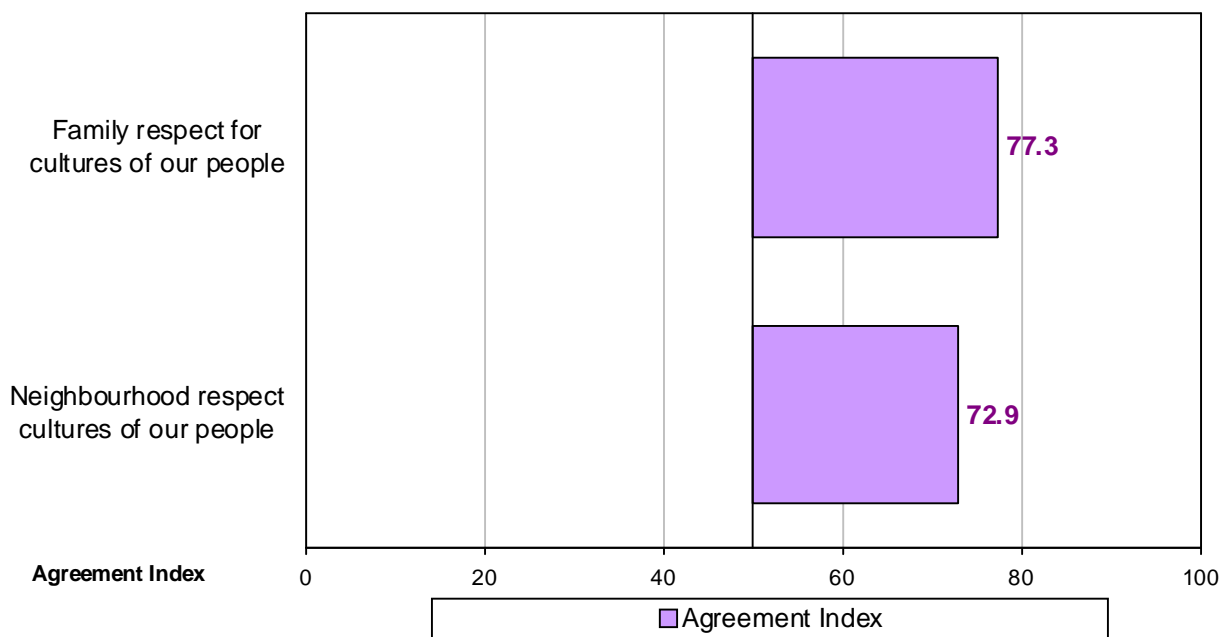
'It's got a big L & P bottle' (Hauraki)

Participation and Equity Factors

The respondents were asked 'New Zealand is becoming home for an increasing number of people from different countries with different lifestyles and cultures. Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with <statement>?' Over four fifths of the respondents (83%) 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' while 4% disagreed with this (Scores 0 – 4). Conversely, three quarters of the sample (75%) 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 5% disagreed (Scores 0 – 4).

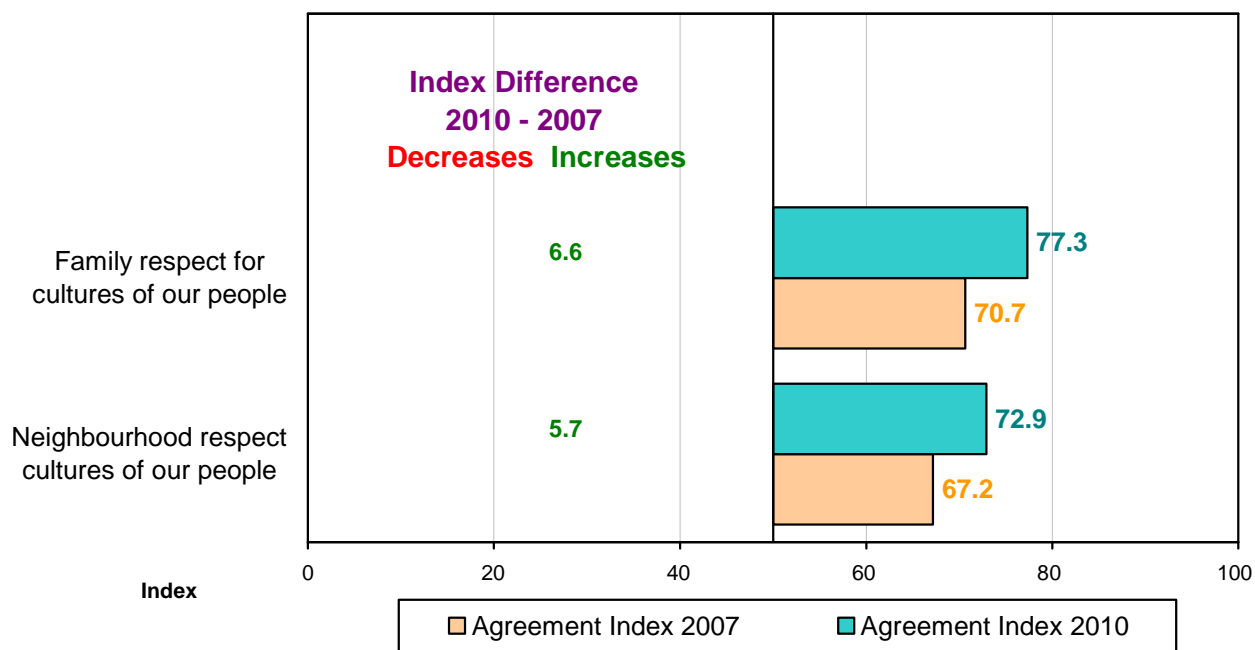


This reflects in the Agreement Index which is 77.3 for the statement 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here' versus 72.9 for the statement 'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of 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’ (Index 77.3) was up 6.6 points from 2007 while the factor ‘Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here’ (Index 72.9) was up 5.7 points.



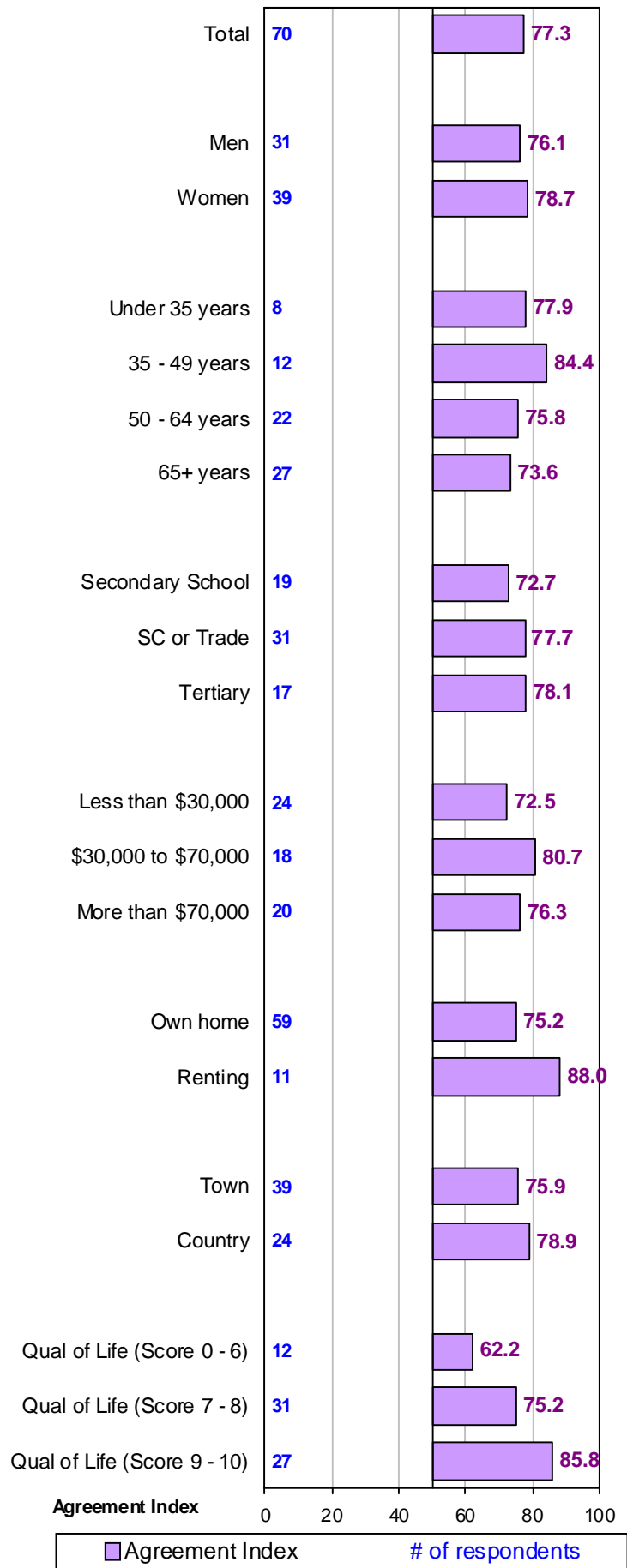
Agreement with ‘Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here’ by demographics

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

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

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

- Those aged 35 - 49 years (Agreement Index 84.4) are more likely to agree with this statement than those in the other age brackets (Agreement Index 73.6 – 77.9).
- Those who live in their own home (Agreement Index 75.2) are less likely to agree with this statement than those who rent or board (Agreement Index 88.0).
- Those who are very happy with their Quality of Life (Agreement Index 85.8) are more likely to agree with this statement than those who are not happy with their Quality of Life (Agreement Index 62.2).



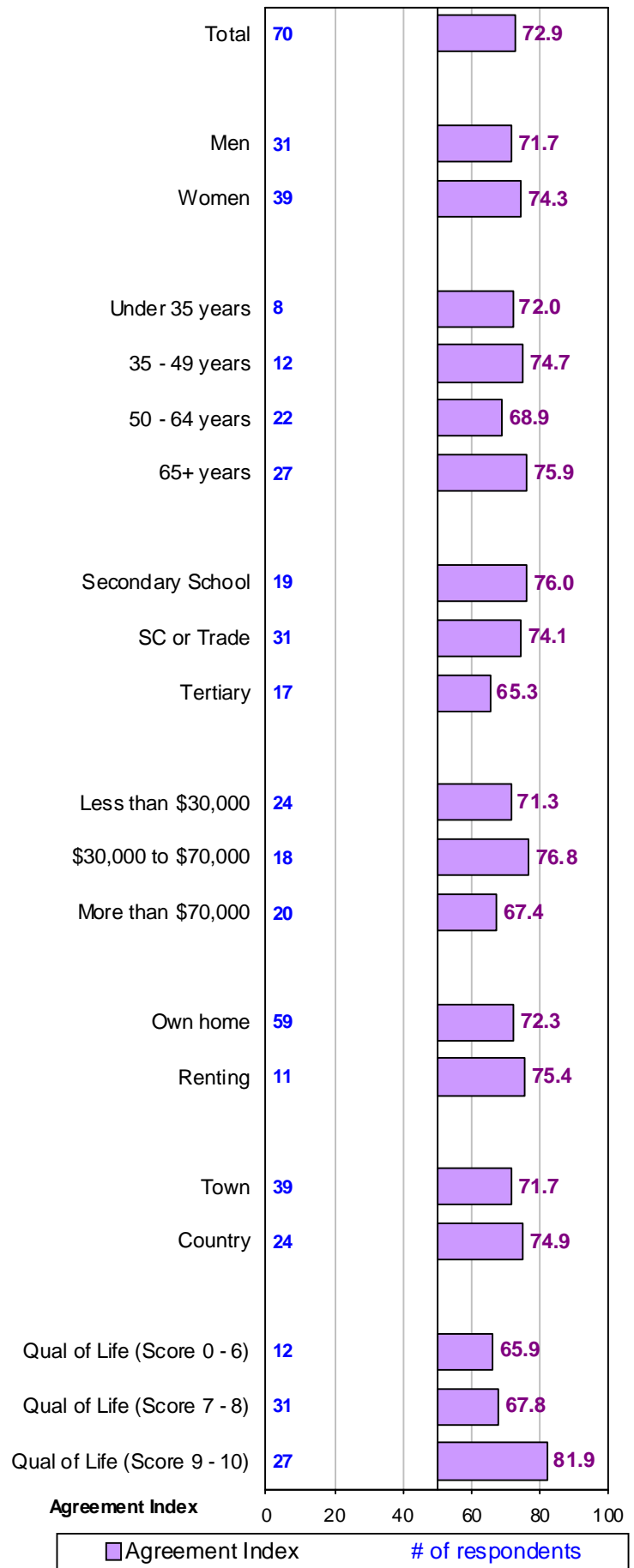
Agreement with ‘Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here’ by demographics

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

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

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

- Those with a tertiary qualification (Agreement Index 65.3) are less likely to agree with this statement.
- Those with a household income over \$70,000 (Agreement Index 67.4) are less likely to agree with this statement than those in the other income brackets (Agreement Index 71.3 – 76.8).
- Those who are very happy with their Quality of Life (Agreement Index 81.9) are more likely to agree with this statement than those who are less happy with their Quality of Life (Agreement Index 65.9 – 67.8).



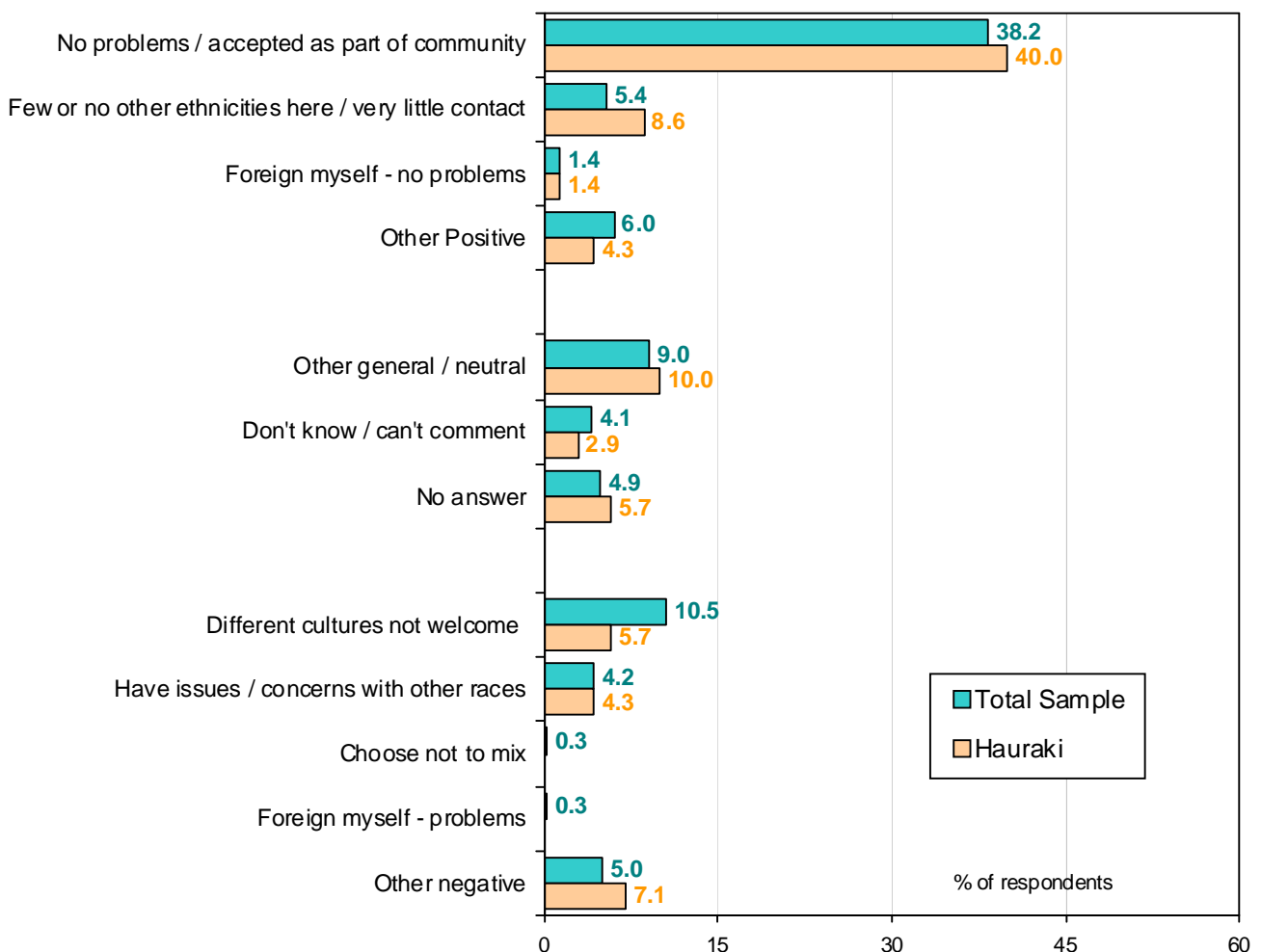
Respect for the cultures of the people who live here: Verbatim comments

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 Hauraki although fewer respondents (6%) felt that different cultures were not welcomed by 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 (40% of the sample). These respondents comments included:⁹

'Limited number of diverse cultures and have had no problems with any.' (Hauraki)

'Waihi doesn't have a big diverse culture, haven't heard anyone speak disrespectfully to other cultures. Always treat other cultures with respect and friendliness ' (Hauraki)

'Well we have a lot of different nationalities in our neighbourhood and everyone is friendly to each other and we all say hello.' (Hauraki)

'They show respect to us, we show respect to them. That's the way it goes' (Hauraki)

'We have had a few Indonesians living next door and Indians etc and we all get along well. ' (Hauraki)

'I think that the people like the Chinese are quite accepted and there are no real rednecks here.' (Hauraki)

'We generally accept people into our homes.' (Hauraki)

'We don't have a lot of different cultures but what we have is good and we get on with them well. ' (Hauraki)

'Rural area, everyone gets on well.' (Hauraki)

'Number of multi-cultural people on street; everyone gets along very well' (Hauraki)

'Neighbours aren't racist and don't put anyone down' (Hauraki)

'Well the people have been here for a very long time and the people around here and around the town always speak to you and are quite friendly.' (Hauraki)

'Well because we all live happily together' (Hauraki)

'We show respect for people as people, we don't discriminate' (Hauraki)

'We are diverse. I work at the school so we have quite a few cultures there and run a backpackers.' (Hauraki)

'We all get on with each other.' (Hauraki)

'There is the odd person, but they are few and far between. We get a lot of students in town and they are well received and made welcome.' (Hauraki)

'Quite a mixed community with no problems.' (Hauraki)

'Not too sure about what people are feeling, but everyone seems peaceful' (Hauraki)

'It's just a quiet street and everybody gets on with their own lives.' (Hauraki)

'A lot of different cultures and ethnicities in the area. They are catered for as much as everyone else.' (Hauraki)

'We have had people in our community from all over the world and we all get along great. We are very welcoming.' (Hauraki)

'We have had a number of overseas students and we have retained friendships with them.' (Hauraki)

'We all mix in as a community.' (Hauraki)

'Well because 9/10 of us have people living around us who are of different origins.' (Hauraki)

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

'Everyone simply respects everyone else. It's good.' (Hauraki)

'Everybody gets on. All happy with each other' (Hauraki)

*'Because they have businesses in the town and they are polite and good people.
They mix in the community well.'* (Hauraki)

This was followed by 8.6% 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 comments like:

'Limited number of diverse cultures and have had no problems with any.' (Hauraki)

'Waihi doesn't have a big diverse culture, haven't heard anyone speak disrespectfully to other cultures. Always treat other cultures with respect and friendliness' (Hauraki)

'Don't have a lot in our area so can't really say anything' (Hauraki)

'Where I live it is a rural farming community; it is an upper middle class; there is not the exposure to other ethnic groups. I feel it is not moving forward into getting to know other cultures.' (Hauraki)

'There is no foreigners around here; they stick to the cities more than the towns.' (Hauraki)

'We don't have a huge diversity in different cultures where we live as we are a bit rural' (Hauraki)

A small number of respondents (4.3% of the sample) made other positive comments about the diverse ethnicities in the community offered comments that included:

*'I think that wherever you go in the world,
you should show respect for someone else's country.'* (Hauraki)

'They just all seem like nice people.' (Hauraki)

'Because my neighbours are very nice and educated.' (Hauraki)

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

'Through working, some of the comments you hear around in the public work, (colleagues and socially), you get the feeling how some other people feel' (Hauraki)

'I think we've experienced quite a range of cultures.' (Hauraki)

'The wish of all of us is to show respect for others because that's what we wish for ourselves. For everyone to respect us as we do them - culture wise.' (Hauraki)

'Language schools. House where foreign students go to learn English.'

'We have a lot of tourists.' (Hauraki)

'Just by speaking to the people' (Hauraki)

'By observation' (Hauraki)

'It's just human life.' (Hauraki)

Some respondents (5.7% of the sample) felt different cultures were not being welcomed in the community by some people. This included comments like:

'Because I see there's a lot of misunderstanding of other cultures and there's a lot of racism to other cultures based on the lack of knowledge of other cultures' (Hauraki)

*'They've got no understanding of other cultures and they don't want to know;
it's very old community, a very old town.'* (Hauraki)

'Because among some groups there's a lot of racism towards people who aren't Maori or Pakeha, in particular Indians and Asians because there aren't many in this town so they stand out.' (Hauraki)

'There are some rednecks' (Hauraki)

There were other comments from respondents who had issues or concerns with other races (4.3% of the sample) and these included:

'We are mature people and know what is going on in the world.' (Hauraki)

'You just need to look around town and see what people attack in certain different ways; the way they do things and the way they say things.' (Hauraki)

'There are a few I don't get along with.' (Hauraki)

One respondent commented on being foreign themselves and had no problems being accepted into the community (mentioned by 1.4% of the sample).

'We're immigrants as well, well everybody is, well most people are immigrants, from one generation, two generations, so they all understand don't they.' (Hauraki)

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

'They seem to ignore the issues and only look out for themselves.' (Hauraki)

'Racism is joked about and racist comments get thrown around a bit here' (Hauraki)

'Total lack of knowledge' (Hauraki)

'Because I've heard some remarks about them from people in the area.' (Hauraki)

'Because elderly people in the district who are set in their ways' (Hauraki)

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:

'I don't really know my neighbours opinion' (Hauraki)

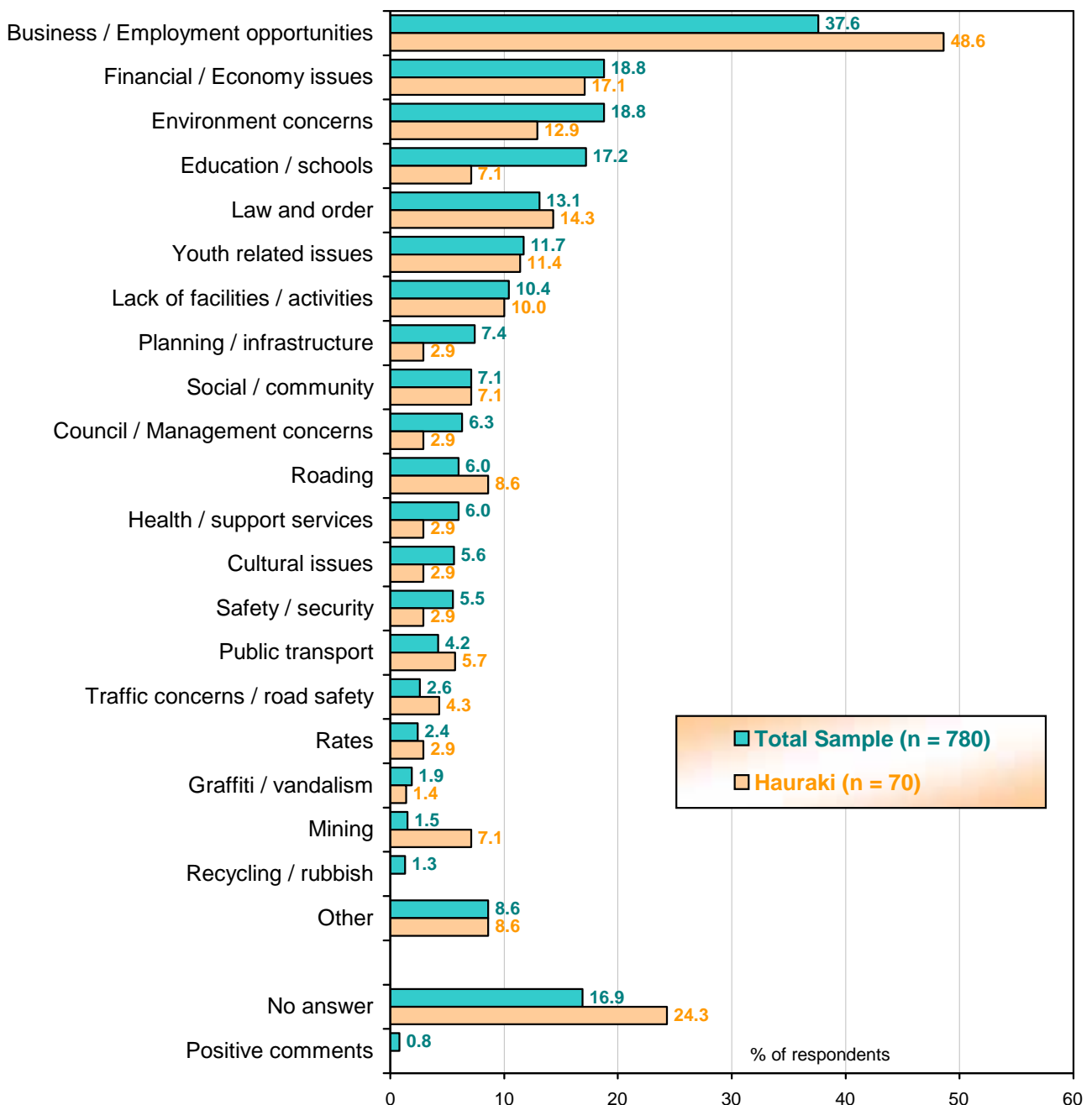
'Haven't been here long enough.' (Hauraki)

Three biggest issues for your district

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

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

A higher proportion of respondents from Hauraki mentioned issues in relation to employment opportunities or attracting business to the district (49%), and fewer mentioned environmental concerns (13%) or education issues (7%).



The Important Issues in the community included the following comments:

Business / Employment opportunities: 48.6%

The most common theme related to encouraging business into the area and creating employment opportunities particularly for young people being an important issue. These comments included ¹⁰.

'Jobs, policing; Better library, picture theatre; Maybe have a big store like the Warehouse.' (Hauraki)

'Lack of employment for the young; Lack of social amenities for the young' (Hauraki)

'Probably economic development, taking on staff, more people getting paid. Environmental, in terms of what is going on such as mining; Social, in terms of safety, in terms of what goes on at night, what does get seen and doesn't get seen by the police' (Hauraki)

'Care of younger children, lack of jobs in the area, prices of things around the place, e.g. house prices are too high and also supermarket prices are too high' (Hauraki)

'Mine Company - If they go, it'll impact the community; Council - They don't pay much attention to Waihi; Transport - bus services' (Hauraki)

'Jobs, income and community issues. The older generation who are retired and trying to get by; people just don't care about their community;

The government needs to dish out to help the local communities survive' (Hauraki)

'Business; Jobs and Money' (Hauraki)

'Employment is an issue ; I think economic wise the area needs to be managed for the future' (Hauraki)

'Employment; Education definitely; And mining e.g. the environment' (Hauraki)

'Jobs around this area; The college here; Police are slack in this area, not strict enough' (Hauraki)

'Our kids having to leave the area for tertiary education and when they graduate, there is not a great variety in employment here' (Hauraki)

'Employment in smaller towns; Environmental issues; And drug and alcohol related issues on the increase' (Hauraki)

'Unemployment; Environmental and crime' (Hauraki)

'Employment; Environmental issues; And safety in the community.' (Hauraki)

'Unemployment and youth crime would be the biggest ones' (Hauraki)

'Not much employment here ; Too much boozing' (Hauraki)

'Unemployment; Younger people have to move away for a career; Paying Waikato Environmental rates which go into the caretaking of Lake Taupo' (Hauraki)

'Employment; Roding; Too much money from ratepayers.' (Hauraki)

'Lack of employment; Social issues, distance of the town; Lack of public transport' (Hauraki)

'Lack of employment; Tourism New Zealand unsupportive; Traffic.' (Hauraki)

'Unemployment; Family issues - things like people neglecting their kids. And poverty in general it's a poor area' (Hauraki)

'Employment; Culture issues' (Hauraki)

'Flooding; Bringing business to the community; Employment.' (Hauraki)

'Unemployment, pretty tough time for people finding jobs in the area; That would be the main one in my opinion' (Hauraki)

'Jobs/employment' (Hauraki)

'Employment' (Hauraki)

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

'Employment, well things like the meat works are some of the only big forms of employment; Most of the employment is rural or things like roadworks' (Hauraki)

'Employment' (Hauraki)

'Employment' (Hauraki)

'Jobs ' (Hauraki)

'More employment' (Hauraki)

'Not enough jobs because it's quite a small district' (Hauraki)

'We used to have dairy factories which was one of our main employers and is all gone now' (Hauraki)

'Work availability' (Hauraki)

Financial / Economy issues: 17.1%

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

'Inoperative pre-school education for 0-3yr olds (Te Kohanga Reo), insufficient housing and insufficient economic provisions' (Hauraki)

'Cultural; Economic; And social - recreational' (Hauraki)

'Probably economic development, taking on staff, more people getting paid. Environmental, in terms of what is going on such as mining; Social, in terms of safety, in terms of what goes on at night, what does get seen and doesn't get seen by the police' (Hauraki)

'Care of younger children, lack of jobs in the area, prices of things around the place, e.g. house prices are too high and also supermarket prices are too high' (Hauraki)

'Mine Company - If they go, it'll impact the community; Council - They don't pay much attention to Waihi; Transport - bus services' (Hauraki)

'Jobs, income and community issues. The older generation who are retired and trying to get by; people just don't care about their community;

The government needs to dish out to help the local communities survive' (Hauraki)

'Business; Jobs and Money' (Hauraki)

'Employment is an issue ; I think economic wise the area needs to be managed for the future' (Hauraki)

'Environmental, economic, crime (young people that window smash)' (Hauraki)

'Economic issue; Social issue' (Hauraki)

'The economy; The secondary health services are in disarray' (Hauraki)

'Economic issues' (Hauraki)

Law and Order: 14.3%

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

'Jobs, policing; Better library, picture theatre; Maybe have a big store like the Warehouse. ' (Hauraki)

'Education; Providing further education for our youth once they've left school maybe some courses; Safety on the streets, (boy racers); giving the youth something to do at nights so they're not wandering the streets. And roading - some are narrow 100km/hs in some bad areas. We have a lot of people dying on our roads. ' (Hauraki)

'Probably economic development, taking on staff, more people getting paid. Environmental, in terms of what is going on such as mining; Social, in terms of safety, in terms of what goes on at night, what does get seen and doesn't get seen by the police' (Hauraki)

'Jobs around this area; The college here; Police are slack in this area, not strict enough' (Hauraki)

*'Employment in smaller towns; Environmental issues;
And drug and alcohol related issues on the increase' (Hauraki)*
'Unemployment; Environmental and crime' (Hauraki)
'Unemployment and youth crime would be the biggest ones' (Hauraki)

'Not much employment here ; Too much boozing' (Hauraki)
'Law and order, crime; Health; Transport' (Hauraki)
'Crime; Lack of public transport' (Hauraki)

Environmental concerns: 12.9%

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

'I believe environmental issues is the biggest, the region where I live in there is talk of mining, there has been droughts three years in a row; Also social activities for the children is limited. I have to travel for an hour to a larger city to find more activities for them' (Hauraki)

'Probably economic development, taking on staff, more people getting paid. Environmental, in terms of what is going on such as mining; Social, in terms of safety, in terms of what goes on at night, what does get seen and doesn't get seen by the police' (Hauraki)

'Employment; Education definitely; And mining e.g. the environment ' (Hauraki)

*'Employment in smaller towns; Environmental issues
; And drug and alcohol related issues on the increase' (Hauraki)*

'Unemployment; Environmental and crime' (Hauraki)

'Employment; Environmental issues; And safety in the community.' (Hauraki)

'Environmental, economic, crime (young people that window smash)' (Hauraki)

'Environmental issue' (Hauraki)

'Waikato environment is not being looked after' (Hauraki)

Youth related issues: 11.4%

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

'Lack of employment for the young; Lack of social amenities for the young ' (Hauraki)

*'Education; Providing further education for our youth once they've left school maybe some courses;
Safety on the streets,(boy racers); giving the youth something to do at nights so they're not wandering the streets. And roading - some are narrow 100km/hs in some bad areas. We have a lot of people dying on our roads. ' (Hauraki)*

*'Lack of recreational facilities for teenagers;
Heavy vehicles should be banned from town centre' (Hauraki)*

'Young people - keeping them in sports and occupied; Large percentage of older people; quite a lot of activities for them' (Hauraki)

'Care of younger children, lack of jobs in the area, prices of things around the place, e.g. house prices are too high and also supermarket prices are too high' (Hauraki)

'Unemployment and youth crime would be the biggest ones' (Hauraki)

'Unemployment; Younger people have to move away for a career; Paying Waikato Environmental rates which go into the caretaking of Lake Taupo' (Hauraki)

'Environmental, economic, crime (young people that window smash)' (Hauraki)

Lack of Facilities / Activities: 10.0%

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

'Jobs, policing; Better library, picture theatre; Maybe have a big store like the Warehouse. ' (Hauraki)

'Lack of employment for the young; Lack of social amenities for the young ' (Hauraki)

'Cultural; Economic; And social - recreational' (Hauraki)

'Education; Providing further education for our youth once they've left school maybe some courses;

Safety on the streets,(boy racers); giving the youth something to do at nights so they're not wandering the streets. And roading - some are narrow 100km/hs in some bad areas. We have a lot of people dying on our roads. ' (Hauraki)

'I believe environmental issues is the biggest, the region where I live in there is talk of mining, there has been droughts three years in a row; Also social activities for the children is limited. I have to travel for an hour to a larger city to find more activities for them' (Hauraki)

'Lack of recreational facilities for teenagers;

Heavy vehicles should be banned from town centre' (Hauraki)

'Young people - keeping them in sports and occupied;

Large percentage of older people; quite a lot of activities for them' (Hauraki)

Roading: 8.6%:

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

'There is large drains in the town that I don't like; I don't like drains that are running through houses or town; It needs a bypass here. Far too much traffic going through the main road.' (Hauraki)

'Education; Providing further education for our youth once they've left school maybe some courses;

Safety on the streets,(boy racers); giving the youth something to do at nights so they're not wandering the streets. And roading - some are narrow 100km/hs in some bad areas. We have a lot of people dying on our roads. ' (Hauraki)

'Lack of recreational facilities for teenagers;

Heavy vehicles should be banned from town centre' (Hauraki)

'Employment; Roding; Too much money from ratepayers.' (Hauraki)

'Roading only one I can think of' (Hauraki)

'The condition of the breaking up the roads and repairing (due to logging trucks)' (Hauraki)

Education / Schools: 7.1%

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

'Inoperative pre-school education for 0-3yr olds (Te Kohanga Reo), insufficient housing and insufficient economic provisions' (Hauraki)

'Education; Providing further education for our youth once they've left school maybe some courses;

Safety on the streets,(boy racers); giving the youth something to do at nights so they're not wandering the streets. And roading - some are narrow 100km/hs in some bad areas. We have a lot of people dying on our roads. ' (Hauraki)

'Employment; Education definitely; And mining e.g. the environment ' (Hauraki)

'Jobs around this area; The college here; Police are slack in this area, not strict enough' (Hauraki)

'Our kids having to leave the area for tertiary education and when they graduate, there is not a great variety in employment here' (Hauraki)

Social / Community: 7.1%

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

'Cultural; Economic; And social - recreational' (Hauraki)

'Jobs, income and community issues. The older generation who are retired and trying to get by; people just don't care about their community;

The government needs to dish out to help the local communities survive' (Hauraki)

'Lack of employment; Social issues, distance of the town; Lack of public transport' (Hauraki)

'Unemployment; Family issues - things like people neglecting their kids.

And poverty in general it's a poor area' (Hauraki)

'Economic issue; Social issue' (Hauraki)

Mining: 7.1%

Mining was mentioned by five respondents as a main issue for them with the following comments:

'I believe environmental issues is the biggest, the region where I live in there is talk of mining, there has been droughts three years in a row; Also social activities for the children is limited. I have to travel for an hour to a larger city to find more activities for them' (Hauraki)

'Probably economic development, taking on staff, more people getting paid. Environmental, in terms of what is going on such as mining; Social, in terms of safety, in terms of what goes on at night, what does get seen and doesn't get seen by the police' (Hauraki)

'Mine Company - If they go, it'll impact the community; Council - They don't pay much attention to Waihi; Transport - bus services' (Hauraki)

'Employment; Education definitely; And mining e.g. the environment ' (Hauraki)

'I'm very concerned the Hauraki District Council have just given 1.8 million away to promote mining in this town; There was only a committee meeting which was not available to the public' (Hauraki)

Public Transport: 5.7%

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

'Mine Company - If they go, it'll impact the community; Council - They don't pay much attention to Waihi; Transport - bus services' (Hauraki)

'Lack of employment; Social issues, distance of the town; Lack of public transport' (Hauraki)

'Law and order, crime; Health; Transport' (Hauraki)

'Crime; Lack of public transport' (Hauraki)

Traffic concerns / Road safety: 4.3%

A number of respondents mentioned traffic concerns or road safety as an issue. These comments included:

'There is large drains in the town that I don't like; I don't like drains that are running through houses or town; It needs a bypass here. Far too much traffic going through the main road.' (Hauraki)

'Education; Providing further education for our youth once they've left school maybe some courses; Safety on the streets, (boy racers); giving the youth something to do at nights so they're not wandering the streets. And roading - some are narrow 100km/hs in some bad areas. We have a lot of people dying on our roads. ' (Hauraki)

'Lack of employment; Tourism New Zealand unsupportive; Traffic.' (Hauraki)

Planning / Infrastructure: 2.9%

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

'Inoperative pre-school education for 0-3yr olds (Te Kohanga Reo), insufficient housing and insufficient economic provisions' (Hauraki)

'There is large drains in the town that I don't like; I don't like drains that are running through houses or town; It needs a bypass here. Far too much traffic going through the main road.' (Hauraki)

Council / Management concerns: 2.9%

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

'Mine Company - If they go, it'll impact the community; Council - They don't pay much attention to Waihi; Transport - bus services' (Hauraki)

'I'm very concerned the Hauraki District Council have just given 1.8 million away to promote mining in this town; There was only a committee meeting which was not available to the public' (Hauraki)

Health / Support services: 2.9%

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

'The economy; The secondary health services are in disarray' (Hauraki)

'Law and order, crime; Health; Transport' (Hauraki)

Cultural issues: 2.9%

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

'Cultural; Economic; And social - recreational' (Hauraki)

'Employment; Culture issues' (Hauraki)

Safety / security: 2.9%

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

'Probably economic development, taking on staff, more people getting paid. Environmental, in terms of what is going on such as mining; Social, in terms of safety, in terms of what goes on at night, what does get seen and doesn't get seen by the police' (Hauraki)

'Employment; Environmental issues; And safety in the community.' (Hauraki)

Rates: 2.9%

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

'Unemployment; Younger people have to move away for a career; Paying Waikato Environmental rates which go into the caretaking of Lake Taupo' (Hauraki)

'Employment; Roading; Too much money from ratepayers.' (Hauraki)

Graffiti / Vandalism: 1.4%

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

'Environmental, economic, crime (young people that window smash)' (Hauraki)

Other: 8.6%

A range of other issues or concerns were mentioned:

'There is large drains in the town that I don't like; I don't like drains that are running through houses or town; It needs a bypass here. Far too much traffic going through the main road.' (Hauraki)

'Young people - keeping them in sports and occupied; Large percentage of older people; quite a lot of activities for them' (Hauraki)

'Lack of employment; Social issues, distance of the town; Lack of public transport' (Hauraki)

'Lack of employment; Tourism New Zealand unsupportive; Traffic.' (Hauraki)

'Flooding; Bringing business to the community; Employment.' (Hauraki)

'Difficulty people have of selling property at a reasonable price; There may not be enough new people coming into the town' (Hauraki)

No answer: 24.3%

A number of respondents did not answer the question.

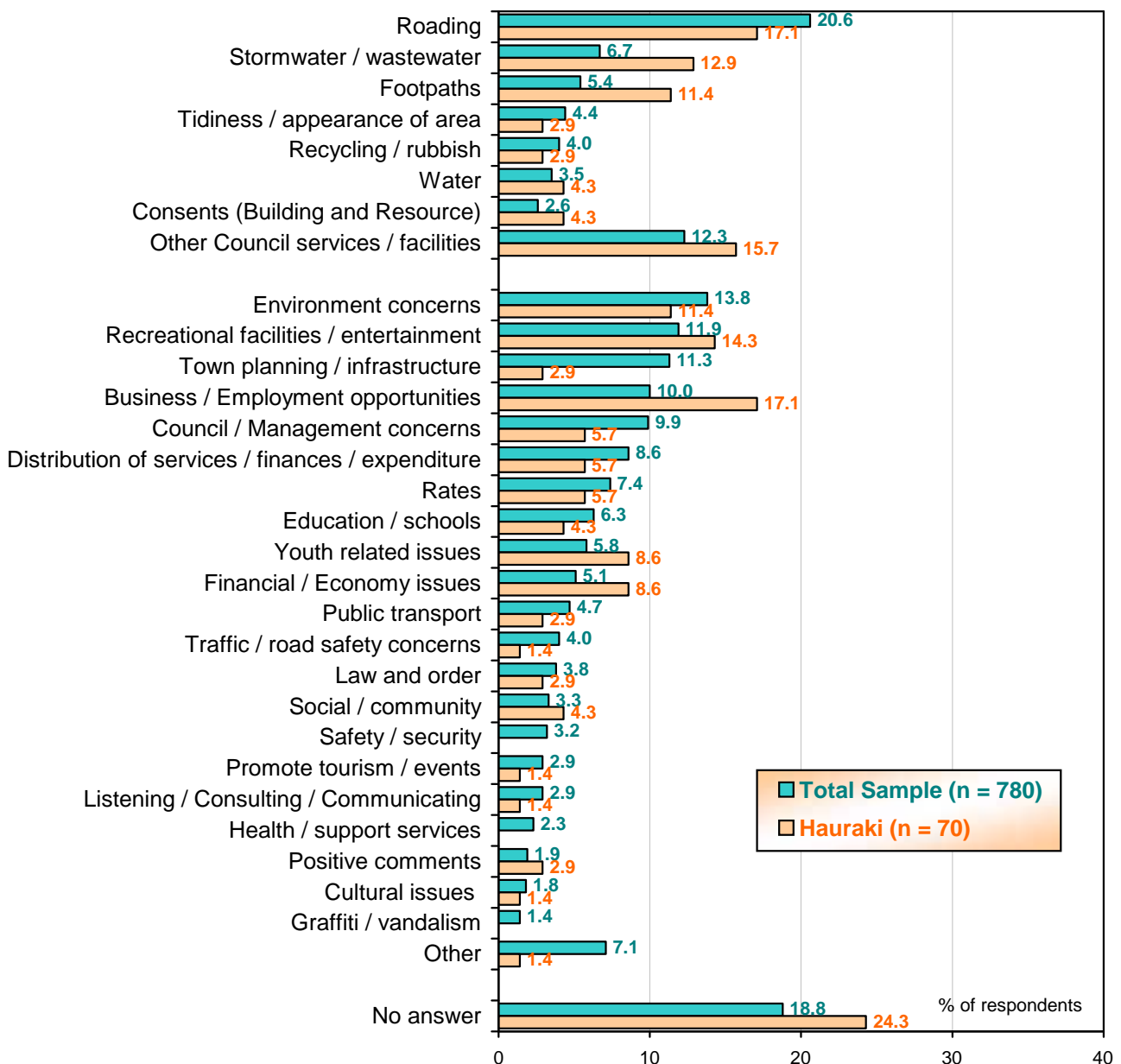
Three biggest issues Council should be looking at

Respondents were then asked '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?' This question was asked as an open question with the answers grouped together for analysis purposes.

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

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

A higher proportion of respondents from Hauraki mentioned creating employment opportunities (17%), stormwater or wastewater (13%), and footpaths (11%) with fewer mentioning town planning or infrastructure (3%), or roading (17%).



The Important Issues for Council included the following comments:

Roading: 17.1%

The most common theme related to roads or roading being an important issue. The comments included:¹¹

- 'Council housing; The upgrading of rural facilities i.e. roading, lighting, drainage and Council resource consents' (Hauraki)*
- 'Helping business new and existing come into the area or expand within the area; Roding needs attention; Drainage – stormwater. Environment Waikato needs to get involved.' (Hauraki)*
- 'House rates. I don't think they're very fair. I have a small property and we pay \$4000 a year. We need more youth related activities that the Council should provide; The roading as I said before and maybe lighting on the roads' (Hauraki)*
- 'Refurbishing streets i.e. street lighting; Town centre bypass and parking restrictions' (Hauraki)*
- 'Where money is being spent; Roding; Mining and building consents and permits ' (Hauraki)*
- 'Clean rivers; Roding; Community facilities.' (Hauraki)*
- 'Maybe improving services like rubbish collection; Roding; Maybe the facilities for youth such as a youth centre or a funded youth worker who could run youth programs' (Hauraki)*
- 'Need to do something about roading;*
Making tourism Coromandel more accountable for ratepayers, for tourism' (Hauraki)
- 'State Highway One runs through one shopping centre of town causing problems; Big trucks need a bypass behind the town. Apart from that no really big environmental problems' (Hauraki)*
- 'Roding' (Hauraki)*
- 'Roads need upgrading i.e. road surface being laid in blue chip' (Hauraki)*
- 'The main road in town with trucks going straight through is a pain' (Hauraki)*

Stormwater / Wastewater: 12.9%

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

- 'Council housing; The upgrading of rural facilities i.e. roading, lighting, drainage and Council resource consents' (Hauraki)*
- 'Helping business new and existing come into the area or expand within the area; Roding needs attention; Drainage – stormwater. Environment Waikato needs to get involved.' (Hauraki)*
- 'Drainage facilities; Water pipes need to be clean' (Hauraki)*
- 'Gorse, blackberry along the banks of Waikino to be more maintained, we have open drains and these should be covered up, and I would like to see more footpaths here as we don't have many; we have lack of public transport' (Hauraki)*
- 'To bring industry of some sort into the area. The open drains in public areas; Uneven footpaths in some areas' (Hauraki)*
- 'Footpaths, there's a lot of creeks and drains and some of them are overgrown with rats and stuff' (Hauraki)*
- 'Cleaning out the oak leaves; Something for teenage kids' (Hauraki)*
- 'More evergreen trees because the present ones leaves block a lot of drains and gutters' (Hauraki)*
- 'Wastewater, the way they control it.' (Hauraki)*

¹¹ 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.

Footpaths: 11.4%

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

- 'Footpaths; Street lights; And I approve of the further subdivisions in our area.'* (Hauraki)
- 'Public transport. Footpaths and cycle paths;
Promote togetherness and understanding of other cultures'* (Hauraki)
- 'Better upkeep on footpaths all around the Waihi District; Houses that have big trees on the footpaths where we have to cross the road to get past it; Dogs that roam the streets.'* (Hauraki)
- 'Gorse, blackberry along the banks of Waikino to be more maintained, we have open drains and these should be covered up, and I would like to see more footpaths here as we don't have many; we have lack of public transport'* (Hauraki)
- 'To bring industry of some sort into the area. The open drains in public areas;
Uneven footpaths in some areas'* (Hauraki)
- 'Footpaths, there's a lot of creeks and drains and some of them are
overgrown with rats and stuff'* (Hauraki)
- 'Footpaths - some streets you run half way up and the footpath stops;
Poland St Paeroa'* (Hauraki)
- 'Better footpaths'* (Hauraki)

Water: 4.3%

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

- 'Drainage facilities; Water pipes need to be clean'* (Hauraki)
- 'Cleaning up the river; Clear water'* (Hauraki)
- 'Rubbish; the charges that are put on us at our dumps is unbelievable ;
Water issues - we run out of water a lot. Promoting our area a bit more in a more logical sense for
what we have now and not in the future'* (Hauraki)

Consents – Building and Resource: 4.3%

A number of the respondents mentioned building and resource consents as an issue. These comments included:

- 'Council housing; The upgrading of rural facilities i.e. roading, lighting,
drainage and Council resource consents'* (Hauraki)
- 'Where money is being spent; Roading; Mining and building consents and permits '* (Hauraki)
- 'Easier to build a house and extending the house;
it is too hard and cost too much to do this'* (Hauraki)

Tidiness or appearance of area: 2.9%

The appearance of the area was an issue for some respondents with comments that included:

- 'Need to bring more industry into the town; Modernise the town; Clean the river.'* (Hauraki)
- 'Tidy up main street; Have a decent cafe/bar; Supporting schools more '* (Hauraki)

Recycling / Rubbish: 2.9%

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

'Maybe improving services like rubbish collection; Roding; Maybe the facilities for youth such as a youth centre or a funded youth worker who could run youth programs' (Hauraki)

*'Rubbish; the charges that are put on us at our dumps is unbelievable ;
Water issues - we run out of water a lot. Promoting our area a bit more in a more logical sense for what we have now and not in the future' (Hauraki)*

Other Council services / facilities: 15.7%

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

'Council housing; The upgrading of rural facilities i.e. roading, lighting, drainage and Council resource consents' (Hauraki)

'Helping business new and existing come into the area or expand within the area; Roding needs attention; Drainage – stormwater. Environment Waikato needs to get involved.' (Hauraki)

'House rates. I don't think they're very fair. I have a small property and we pay \$4000 a year. We need more youth related activities that the Council should provide; The roading as I said before and maybe lighting on the roads' (Hauraki)

'Refurbishing streets i.e. street lighting; Town centre bypass and parking restrictions' (Hauraki)

'Footpaths; Street lights; And I approve of the further subdivisions in our area.' (Hauraki)

*'Public transport. Footpaths and cycle paths;
Promote togetherness and understanding of other cultures' (Hauraki)*

'Better upkeep on footpaths all around the Waihi District; Houses that have big trees on the footpaths where we have to cross the road to get past it; Dogs that roam the streets.' (Hauraki)

*'Improving noise control; Provide for families more;
Provide more leisure and recreational facilities' (Hauraki)*

'Business opportunities; Parks' (Hauraki)

*'Transport through the town, as well as diversion of logging trucks;
Library - procrastinations on upgrading and other buildings and facilities within Waihi;
Rates - They just continually keep increasing' (Hauraki)*

'Council trees in front of properties; They make too much mess with leaves' (Hauraki)

Business / Employment opportunities 17.1%

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

'Helping business new and existing come into the area or expand within the area; Roding needs attention; Drainage – stormwater. Environment Waikato needs to get involved.' (Hauraki)

'Business opportunities; Parks' (Hauraki)

*'To bring industry of some sort into the area. The open drains in public areas;
Uneven footpaths in some areas' (Hauraki)*

'Flooding; Attracting business; Recreation.' (Hauraki)

'Need to bring more industry into the town; Modernise the town; Clean the river.' (Hauraki)

'Unemployment; Youth crime; More tertiary opportunities in the local area.' (Hauraki)

'Tidy up main street; Have a decent cafe/bar; Supporting schools more ' (Hauraki)

'Business; Jobs; And money' (Hauraki)

*'The economy, they should boost economy with more diverse business.
Make setting up a business easier by subsidies or something' (Hauraki)*

'Unemployment would be the biggest in my opinion; something should be done about it' (Hauraki)

*'Make sure that the area is sustainable beyond mining ;
Give business more of a direction for the future' (Hauraki)*

'Need more jobs in the area and there is not enough population' (Hauraki)

Lack of Recreational facilities / Entertainment: 14.3%

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

'House rates. I don't think they're very fair. I have a small property and we pay \$4000 a year. We need more youth related activities that the Council should provide; The roading as I said before and maybe lighting on the roads' (Hauraki)

*'Improving noise control; Provide for families more;
Provide more leisure and recreational facilities' (Hauraki)*

'Clean rivers; Roading; Community facilities.' (Hauraki)

'Maybe improving services like rubbish collection; Roading; Maybe the facilities for youth such as a youth centre or a funded youth worker who could run youth programs' (Hauraki)

'Cleaning out the oak leaves; Something for teenage kids' (Hauraki)

'Flooding; Attracting business; Recreation.' (Hauraki)

'I believe that the infrastructure could have more recreational facilities like sports grounds, gyms etc.; I believe there is limited preschool education.

I would like to see more preschools in the area' (Hauraki)

*'Crime, certainly doing something about the young people;
Giving them something to do; Poverty with families.' (Hauraki)*

'Finding something for youth in Waihi to do; There's all this talk but it never happens' (Hauraki)

'More for our young people to do in their spare time (leisure)' (Hauraki)

Environment concerns: 11.4%

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

'Where money is being spent; Roading; Mining and building consents and permits ' (Hauraki)

'Clean rivers; Roading; Community facilities.' (Hauraki)

'Cleaning up the river; Clear water' (Hauraki)

'Gorse, blackberry along the banks of Waikino to be more maintained, we have open drains and these should be covered up, and I would like to see more footpaths here as we don't have many; we have lack of public transport' (Hauraki)

'Flooding; Attracting business; Recreation.' (Hauraki)

'Need to bring more industry into the town; Modernise the town; Clean the river.' (Hauraki)

'Environment; Community well being; Economics.' (Hauraki)

'Environmental impacts with the mining' (Hauraki)

Financial / Economy issues: 8.6%

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

'Where money is being spent; Roading; Mining and building consents and permits ' (Hauraki)

*'Easier to build a house and extending the house;
it is too hard and cost too much to do this' (Hauraki)*

'Environment; Community well being; Economics.' (Hauraki)

*'Crime, certainly doing something about the young people;
Giving them something to do; Poverty with families.'* (Hauraki)

'Business; Jobs; And money' (Hauraki)

*'The economy, they should boost economy with more diverse business.
Make setting up a business easier by subsidies or something'* (Hauraki)

Youth related issues: 8.6%

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

*'House rates. I don't think they're very fair. I have a small property and we pay \$4000 a year.
We need more youth related activities that the Council should provide; The roading as I said before
and maybe lighting on the roads'* (Hauraki)

*'Maybe improving services like rubbish collection; Roading; Maybe the facilities for youth such as a
youth centre or a funded youth worker who could run youth programs'* (Hauraki)

'Cleaning out the oak leaves; Something for teenage kids' (Hauraki)

*'Crime, certainly doing something about the young people;
Giving them something to do; Poverty with families.'* (Hauraki)

'Finding something for youth in Waihi to do; There's all this talk but it never happens' (Hauraki)

'Unemployment; Youth crime; More tertiary opportunities in the local area.' (Hauraki)

Council / Management concerns: 5.7%

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

*'Helping business new and existing come into the area or expand within the area; Roading needs
attention; Drainage – stormwater. Environment Waikato needs to get involved.'* (Hauraki)

*'They need to look at everything; They don't listen to the people; Paeroa gets things first before
Waihi and the rest of us our rates go to them.'* (Hauraki)

*'Controlling rates that seem to go up every year;
Council salaries are too high and they are overstaffed'* (Hauraki)

*'Should be representing the people who put them there, seem to have lost the plot in that respect;
Seem to be more interested in social issues than what they were put together for'* (Hauraki)

Distribution of Services / Finances / Expenditure: 5.7%

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:

*'Council housing; The upgrading of rural facilities i.e. roading, lighting,
drainage and Council resource consents'* (Hauraki)

*'Need to do something about roading; Making tourism Coromandel more
accountable for ratepayers, for tourism'* (Hauraki)

*'They need to look at everything; They don't listen to the people; Paeroa gets things first before
Waihi and the rest of us our rates go to them.'* (Hauraki)

'They need to branch out and provide services to people outside of the major centres' (Hauraki)

Rates: 5.7%

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

'House rates. I don't think they're very fair. I have a small property and we pay \$4000 a year. We need more youth related activities that the Council should provide; The roading as I said before and maybe lighting on the roads' (Hauraki)

'Transport through the town, as well as diversion of logging trucks; Library - procrastinations on upgrading and other buildings and facilities within Waihi; Rates - They just continually keep increasing' (Hauraki)

'Controlling rates that seem to go up every year; Council salaries are too high and they are overstaffed' (Hauraki)

'Ratepayer base is small' (Hauraki)

Social / Community: 4.3%

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

*'Public transport. Footpaths and cycle paths;
Promote togetherness and understanding of other cultures' (Hauraki)*

*'Improving noise control; Provide for families more;
Provide more leisure and recreational facilities' (Hauraki)*

'Environment; Community well being; Economics.' (Hauraki)

Education / Schools: 4.3%

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

*'I believe that the infrastructure could have more recreational facilities like sports grounds, gyms etc.;
I believe there is limited preschool education.*

I would like to see more preschools in the area' (Hauraki)

'Unemployment; Youth crime; More tertiary opportunities in the local area.' (Hauraki)

'Tidy up main street; Have a decent cafe/bar; Supporting schools more ' (Hauraki)

Town Planning / Infrastructure: 2.9%

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

'Footpaths; Street lights; And I approve of the further subdivisions in our area.' (Hauraki)

'They've got to look after the infrastructure;

Our Council has always been very good and they all work very well together' (Hauraki)

Public Transport: 2.9%

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

*'Public transport. Footpaths and cycle paths;
Promote togetherness and understanding of other cultures' (Hauraki)*

'Gorse, blackberry along the banks of Waikato to be more maintained, we have open drains and these should be covered up, and I would like to see more footpaths here as we don't have many; we have lack of public transport' (Hauraki)

Law and Order: 2.9%

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

*'Crime, certainly doing something about the young people;
Giving them something to do; Poverty with families.'* (Hauraki)
'Unemployment; Youth crime; More tertiary opportunities in the local area.' (Hauraki)

Traffic concerns / Road safety: 1.4%

One respondent mentioned traffic concerns or road safety as an issue:

'State Highway One runs through one shopping centre of town causing problems; Big trucks need a bypass behind the town. Apart from that no really big environmental problems' (Hauraki)

Promoting Tourism / Events: 1.4%

One respondent mentioned promoting tourism. This comment included:

'Rubbish; the charges that are put on us at our dumps is unbelievable ; Water issues - we run out of water a lot. Promoting our area a bit more in a more logical sense for what we have now and not in the future' (Hauraki)

Listening / Consulting / Communicating: 1.4%

Keeping the lines of communication open with the Council was an issue mentioned by one respondent:

'They need to look at everything; They don't listen to the people; Paeroa gets things first before Waihi and the rest of us our rates go to them.' (Hauraki)

Cultural issues: 1.4%

One respondent commented on mixed cultures and the understanding of them as a main issue in the community. This comment included:

*'Public transport. Footpaths and cycle paths;
Promote togetherness and understanding of other cultures'* (Hauraki)

Positive Comments: 2.9%

Two respondents made positive comments. These comments included:

'Footpaths; Street lights; And I approve of the further subdivisions in our area.' (Hauraki)
'They've got to look after the infrastructure; Our Council has always been very good and they all work very well together' (Hauraki)

Other: 1.4%

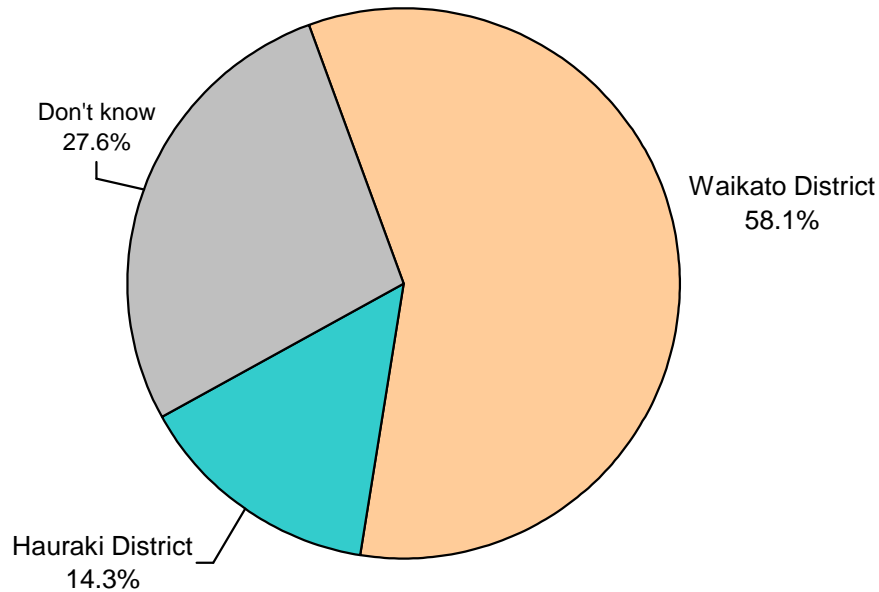
One other concern was mentioned:

'Doing a bit more round town to improve things' (Hauraki)

Impact of the district Restructuring on Indexes

The respondents from Franklin were asked 'When the Auckland Super City boundaries change in November 2010 will the area you live become part of the Waikato or Hauraki Districts?'

Just over half of the respondents said they would become part of the Waikato District after the Auckland Super City is formed and the boundaries change in November 2010. Only a seventh of the respondents (14%) thought they would become part of the Hauraki District. A quarter of the respondents did not know which district they would become part of.



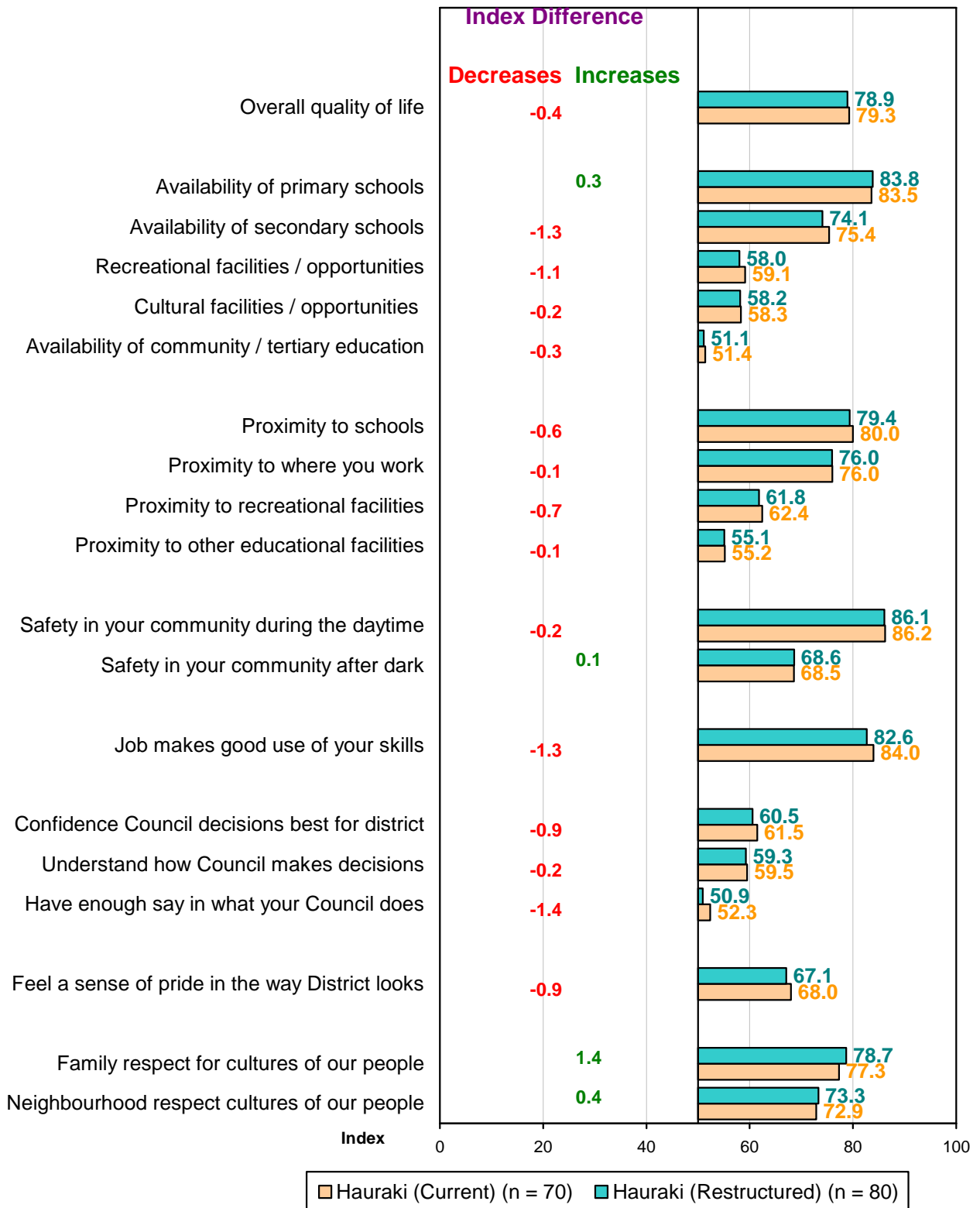
Those respondents who did not know which district they would become part of (n = 16) were re-coded to the planned area based on the respondents answer to the final question 'To allow us to analyse the data by district within the Waikato, can you please tell us the nearest intersection to your property?'

All of these respondents who did not know which district they would become part of (n = 16) were in areas of Franklin which would become part of the Waikato District.

Only 10 respondents (14%) from Franklin would become part of the Hauraki District after November 2010.



The following chart compares the impact on the measured indices for Hauraki District before and after the Auckland Super City is formed and the boundaries change in November 2010. This shows that the restructure will result in 4 increases (only one over 1 point in magnitude) in the Indexes and 15 decreases (only four over 1 point in magnitude). The largest increase is a rise of 1.4 points for the factor ‘Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here’. The largest decrease is a fall of 1.4 points for the factor ‘You have enough say in what your Council does’.



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)¹², (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

¹² 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)¹³, (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

¹³ 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)¹⁴, (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?'

¹⁴ 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)¹⁵, (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.

¹⁵ The Agreement Index (AI) converts each respondents answer across the satisfaction scale to a score out of 100. The AI is 10 times the average individual score based on the 11 point satisfaction scale (0 = strongly disagree to 10 = strongly agree)

What makes your district unique or special

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

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

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

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

Participation and Equity Factors

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

Participation and Equity Factors by Location

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

Three biggest issues for your district

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

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

Three biggest issues Council should be looking at

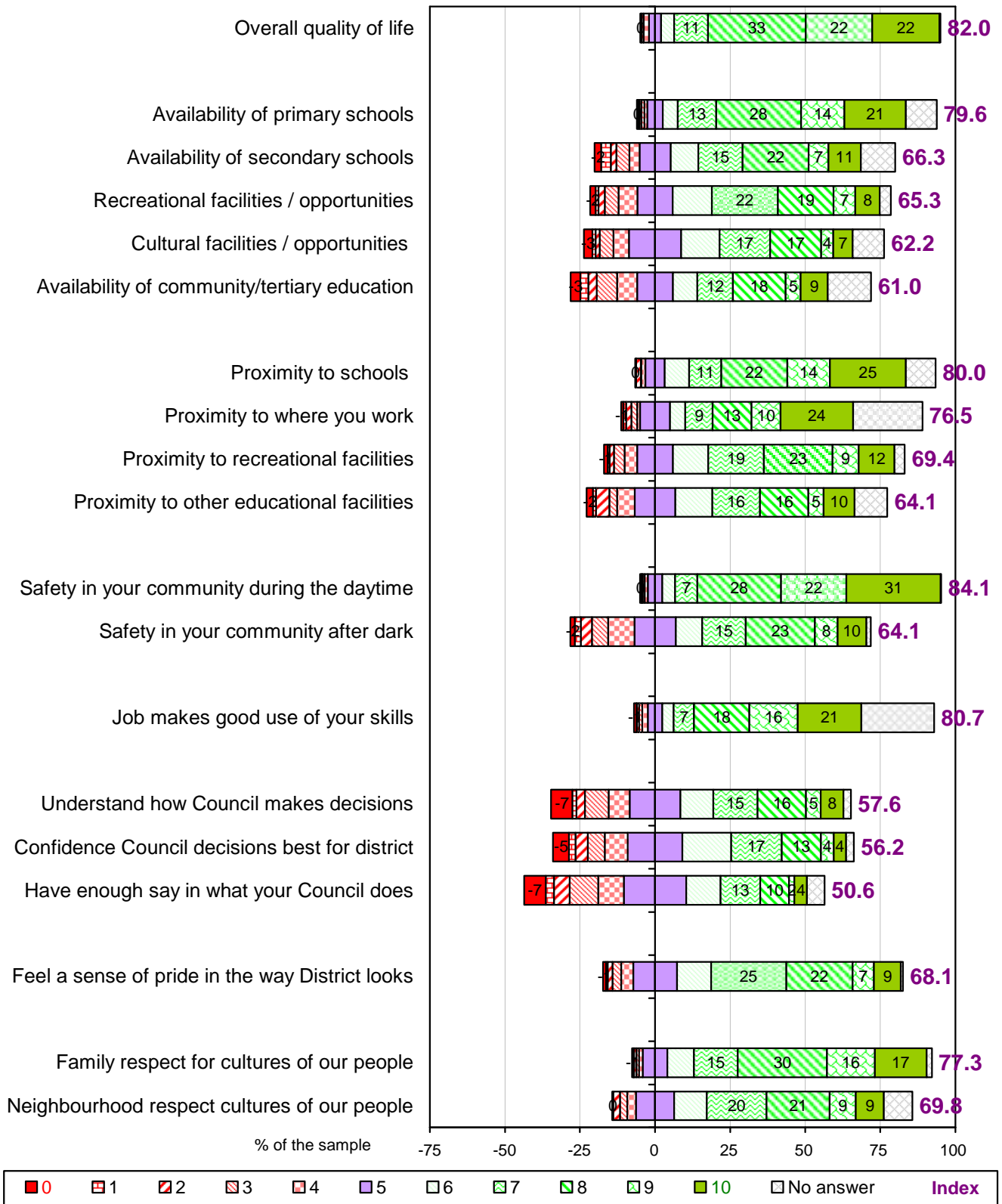
Respondents were then asked *'Now focusing only on the areas that your Council is responsible for what in your opinion, are the three main issues that Council should be looking at?'* This question was asked as an open question with the answers grouped together for analysis purposes.

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

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

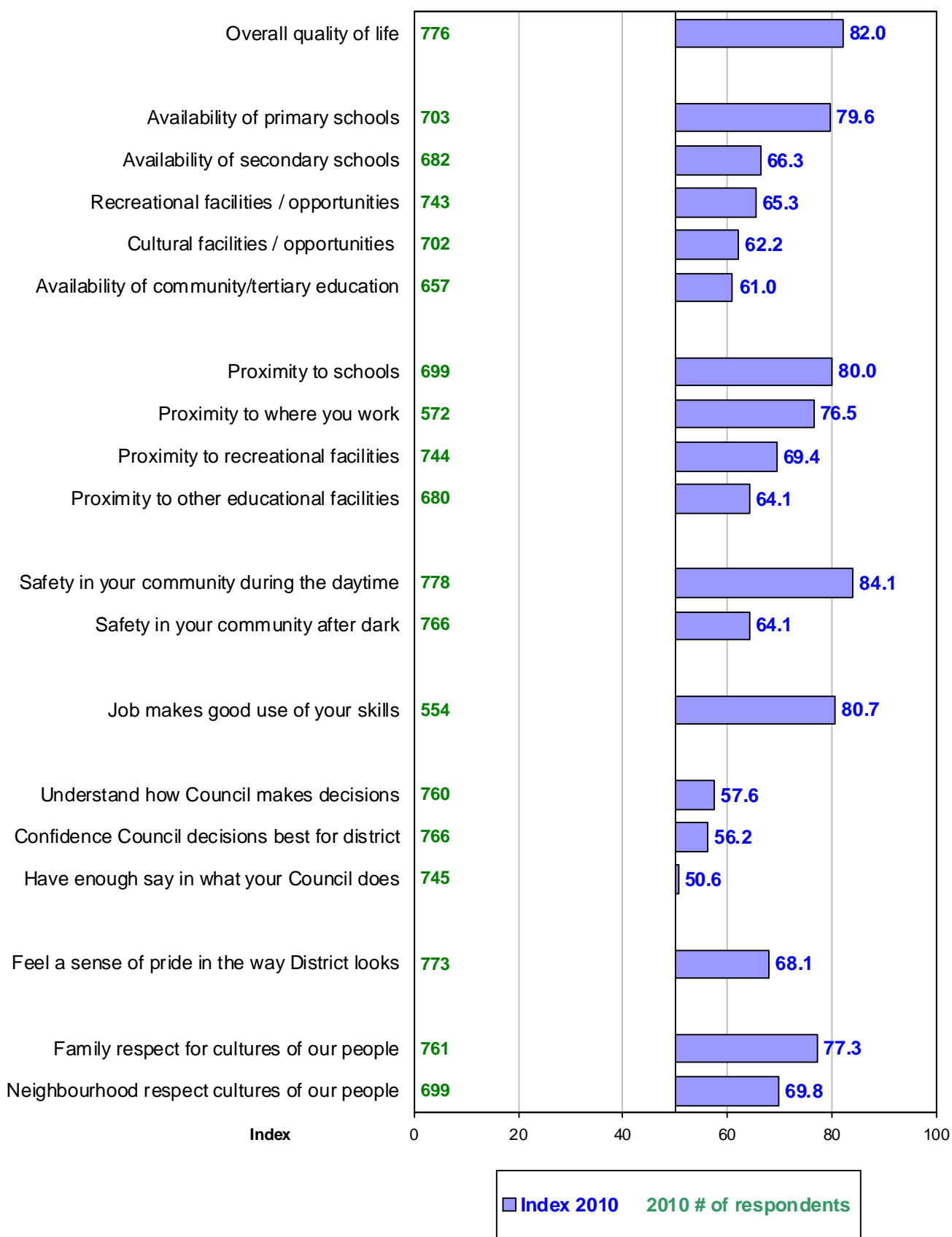
Summary of Indexes – Waikato Region

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



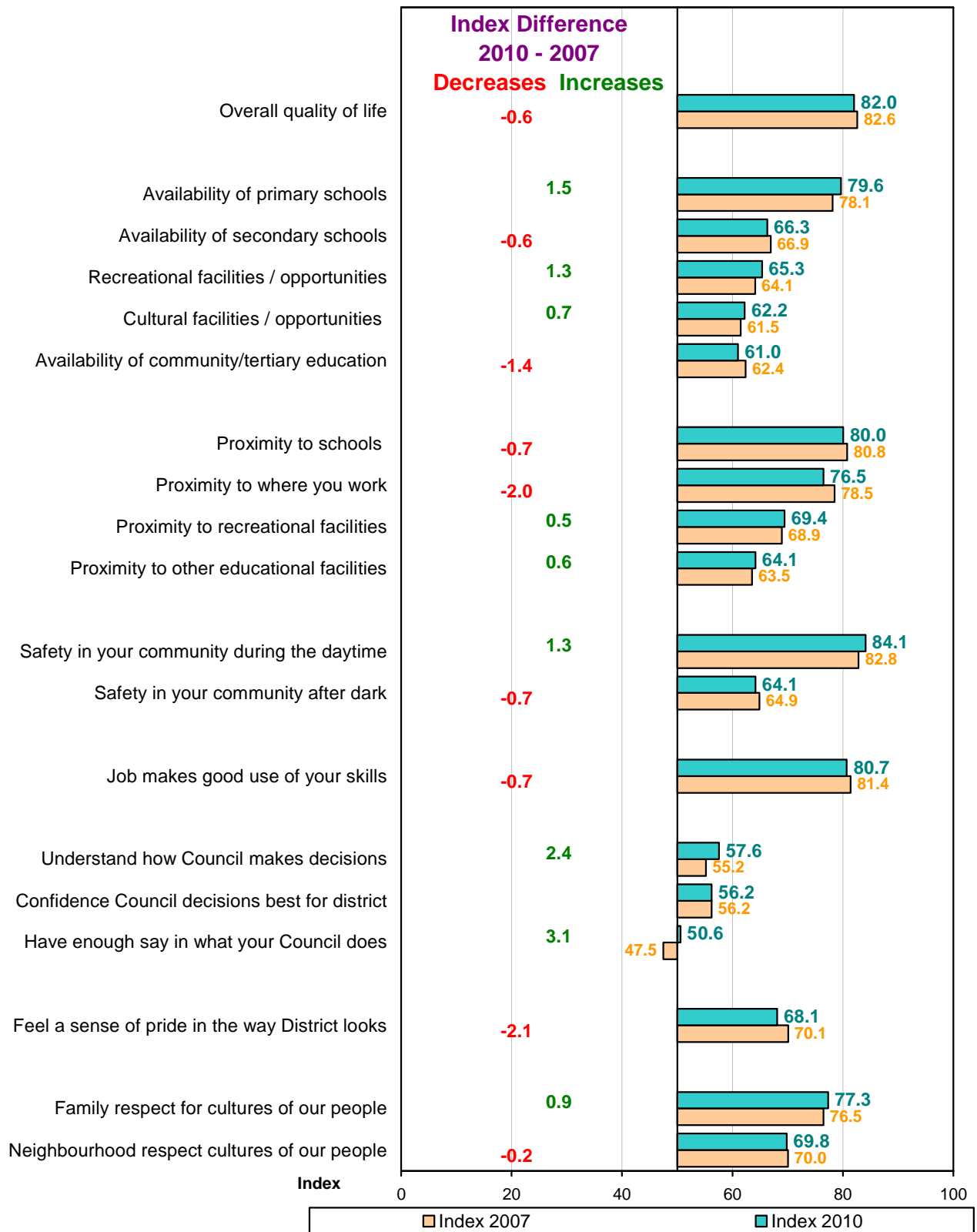
Indexes – Waikato Region

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



Waikato Region - Comparison to 2007

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



Waikato Region - Summary Tables – Percentages across the Various Scale

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

Area	Type	Factor	Using the scale where 0 to 10, how satisfied are you with .? % rating with a score of <?>											Index	
			0	1	2	3	4	5	6	7	8	9	10		No answer
Quality of Life	Happiness Index	Overall quality of life	0.3	0.1	0.6	0.1	1.8	4.0	4.4	11.2	32.6	22.1	22.4	0.3	82.0
Quality of Life	CSI Score	Availability of primary schools	0.4	0.6	0.6	0.9	1.0	5.2	5.0	12.7	28.4	14.3	20.5	10.3	79.6
Quality of Life	CSI Score	Availability of secondary schools	2.2	3.1	1.9	4.3	3.4	10.3	9.2	14.7	22.1	6.5	10.8	11.5	66.3
Quality of Life	CSI Score	Recreational facilities / opportunities	1.8	1.0	2.1	4.5	6.3	11.7	13.0	22.0	18.5	7.3	8.1	3.7	65.3
Quality of Life	CSI Score	Cultural facilities / opportunities	2.9	1.0	1.4	4.5	5.2	17.4	12.8	16.8	17.0	4.0	6.5	10.5	62.2
Quality of Life	CSI Score	Availability of community / tertiary education	3.2	2.7	2.8	6.7	6.7	12.0	8.1	11.8	17.6	5.0	9.0	14.4	61.0
Proximity	CSI Score	Proximity to schools	0.2	0.1	1.5	0.2	1.4	6.4	8.2	10.6	22.1	14.1	25.3	9.9	80.0
Proximity	CSI Score	Proximity to where you work	0.7	1.0	1.7	1.9	1.0	9.9	5.1	9.0	13.0	9.7	24.1	23.1	76.5
Proximity	CSI Score	Proximity to recreational facilities	1.2	0.6	1.5	3.5	4.2	11.9	11.7	18.5	22.9	8.7	11.9	3.4	69.4
Proximity	CSI Score	Proximity to other educational facilities	2.1	1.1	4.3	2.6	5.9	13.6	12.2	15.9	16.2	5.0	10.3	10.9	64.1
Crime and Safety	Safety index	Safety in your community during the daytime	0.4	0.2	0.3	0.6	1.1	4.7	4.3	7.4	27.9	21.7	31.4	0.1	84.1
Crime and Safety	Safety index	Safety in your community after dark	1.5	2.0	3.7	5.3	8.8	13.8	8.8	14.5	23.0	7.6	9.6	1.4	64.1
Work opportunities	Agreement Index	Job makes good use of your skills	0.8	0.1	0.8	1.0	1.9	4.8	3.8	6.8	18.4	16.1	21.2	24.2	80.7
Council Decision Making	Agreement Index	Understand how Council makes decisions	7.1	1.3	2.9	7.8	7.0	17.0	10.9	14.7	16.2	4.8	7.6	2.5	57.6
Council Decision Making	Agreement Index	Confidence Council decisions best for district	5.3	2.2	4.1	5.7	7.6	18.1	16.2	16.9	13.0	4.3	4.1	2.6	56.2

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

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

Area	Type	Factor	Using the scale where 0 to 10, how satisfied are you with .? % rating with a score of <?>												Index
			0	1	2	3	4	5	6	7	8	9	10	No answer	
Council Decision Making	Agreement Index	Have enough say in what your Council does	7.2	2.7	5.3	9.5	8.5	20.8	11.4	13.2	9.6	1.8	4.2	5.8	50.6
Culture and Identity	Agreement Index	Feel a sense of pride in the way district looks	0.9	0.6	1.6	2.9	4.0	14.6	11.3	25.1	22.1	7.1	8.9	0.8	68.1
Participation and equity	Agreement Index	Family respect for cultures of our people	0.6	0.1	0.8	0.9	1.2	8.2	8.9	14.5	29.7	16.0	17.2	1.8	77.3
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people	0.3		2.3	2.4	2.9	12.8	10.9	19.8	21.0	8.7	9.4	9.4	69.8

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

Tables of Core Indexes by Council

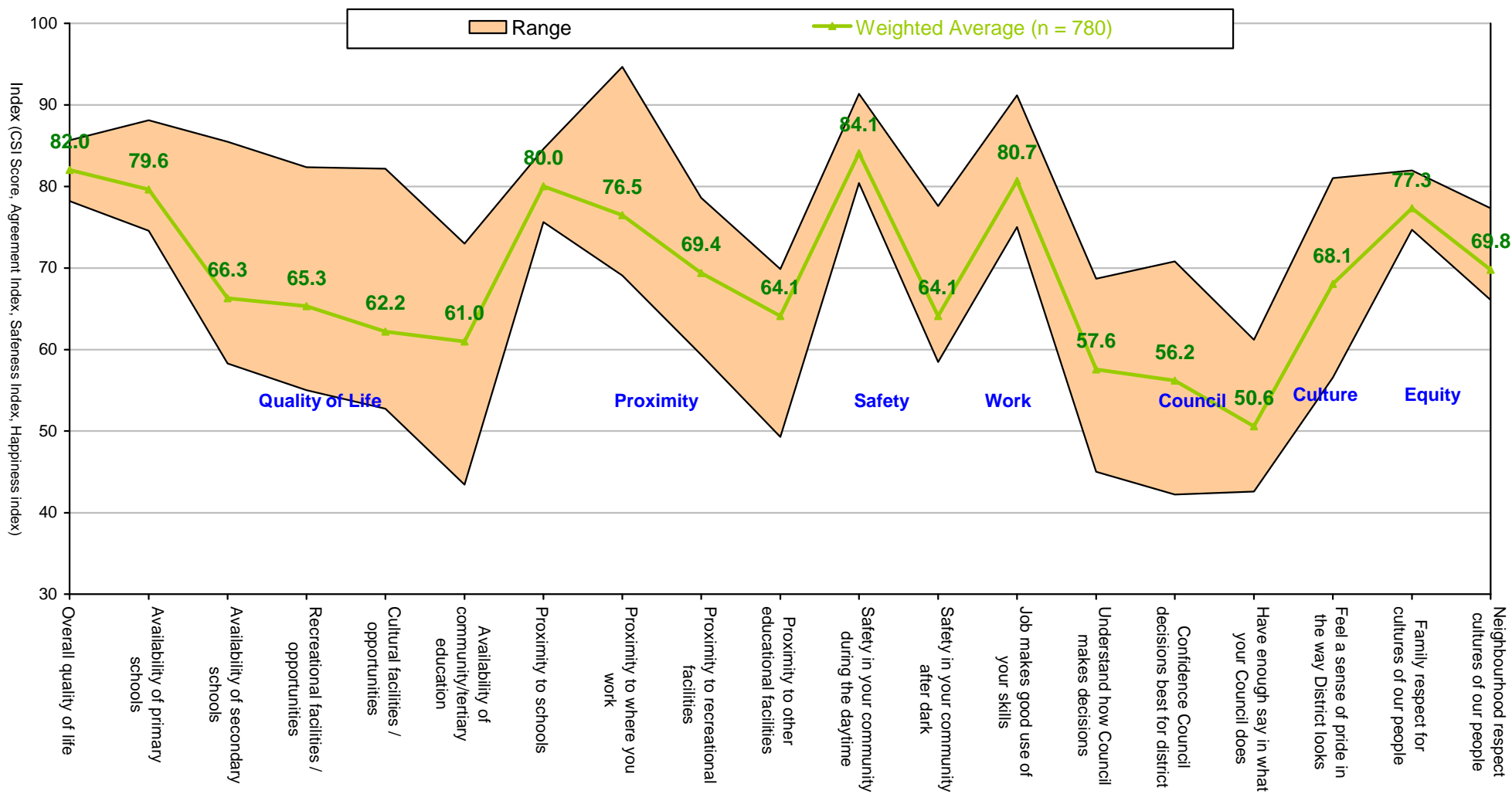
The following table compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for the factors in the core survey. The cells highlighted in green are the districts with the highest index and those highlighted in pink highlight the district with the lowest index.

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo	Maximum	Minimum	Range	Weighted Average
Number of interviews	70	73	70	82	100	71	70	71	71	23	9	70				780
Overall Quality of Life	80.8	84.0	79.3	80.6	81.0	84.5	85.7	78.2	84.8	80.1	81.9	83.7	85.7	78.2	7.5	82.0
Availability of primary schools	78.3	76.2	83.5	78.5	80.4	85.3	79.5	74.6	78.9	78.2	88.2	77.8	88.2	74.6	13.6	79.6
Availability of secondary schools	58.3	63.7	75.4	62.2	63.7	74.0	68.6	68.6	61.7	66.3	85.5	68.2	85.5	58.3	27.2	66.3
Recreational facilities / opportunities	55.5	59.0	59.1	59.2	67.8	69.5	67.9	59.6	65.9	55.0	82.4	74.2	82.4	55.0	27.3	65.3
Cultural facilities / opportunities	52.8	56.0	58.3	57.9	62.0	64.4	64.5	66.9	64.7	65.8	82.2	67.4	82.2	52.8	29.4	62.2
Availability of community/tertiary education	43.4	46.3	51.4	58.7	73.0	56.1	60.5	52.1	58.6	52.9	70.9	53.6	73.0	43.4	29.6	61.0
Proximity to schools	76.7	78.8	80.0	76.6	81.1	84.6	81.3	78.6	75.6	81.0	80.8	79.0	84.6	75.6	9.0	80.0
Proximity to where you work	72.2	80.5	76.0	69.1	75.4	88.3	73.3	79.2	71.9	75.7	94.7	81.0	94.7	69.1	25.6	76.5
Proximity to recreational facilities	59.4	67.0	62.4	64.5	70.4	73.7	73.1	64.0	67.4	63.5	74.9	78.6	78.6	59.4	19.3	69.4
Proximity to other educational facilities	49.3	49.8	55.2	62.5	69.9	64.3	65.9	62.1	60.2	63.9	68.0	64.1	69.9	49.3	20.6	64.1
Safety in your community during the daytime	83.9	91.4	86.2	82.0	80.4	88.4	87.5	81.9	90.6	84.2	88.5	84.9	91.4	80.4	11.0	84.1
Safety in your community after dark	67.1	75.8	68.5	65.5	58.5	64.0	70.4	59.8	77.6	64.8	72.7	61.8	77.6	58.5	19.1	64.1

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo	Maximum	Minimum	Range	Weighted Average
Number of interviews	70	73	70	82	100	71	70	71	71	23	9	70				780
Your job makes good use of your skills, training and experience	80.9	83.6	84.0	76.3	79.8	84.0	85.0	75.0	86.1	78.1	91.2	79.6	91.2	75.0	16.2	80.7
Overall, you understand how your Council makes decisions	50.4	52.0	59.5	54.7	57.6	64.5	56.6	56.7	63.5	45.0	68.7	64.3	68.7	45.0	23.7	57.6
Overall, you have confidence that the Council makes decisions that are in the best interests of your district	52.7	42.2	61.5	54.4	57.7	63.3	58.3	54.3	70.8	44.4	64.4	53.1	70.8	42.2	28.6	56.2
You have enough say in what your Council does	42.8	44.9	52.3	48.0	49.2	61.2	51.2	52.1	58.5	42.6	57.5	53.3	61.2	42.6	18.6	50.6
You feel a sense of pride in the way your district looks and feels	64.1	69.6	68.0	59.4	65.7	76.4	73.5	64.4	80.0	56.6	81.0	75.4	81.0	56.6	24.5	68.1
Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here	77.2	76.9	77.3	74.7	76.5	80.0	79.4	80.6	76.9	82.0	80.0	75.3	82.0	74.7	7.2	77.3
Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here	70.6	75.1	72.9	66.1	67.6	73.5	73.0	72.1	71.0	67.3	77.3	67.4	77.3	66.1	11.3	69.8
Maximum	83.9	91.4	86.2	82.0	81.1	88.4	87.5	81.9	90.6	84.2	94.7	84.9				84.1
Minimum	42.8	42.2	51.4	48.0	49.2	56.1	51.2	52.1	58.5	42.6	57.5	53.1				50.6
Range	41.1	49.2	34.8	34.0	32.0	32.3	36.3	29.8	32.1	41.6	37.2	31.8				33.5

Waikato Region

The following table compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for all the districts in the Waikato. The chart shows the range of scores with the orange shaded area stretching from the lowest index to the highest index. The greatest range is in the factor 'The availability of community or tertiary education in your area' (Index range from 43.4 to 73.0) and the smallest range is for 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here' (Index range from 66.1 to 77.3)



Overview – Realigned district after November 2010

The following table compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for the factors in the core survey based on the respondents classification of district but realigned to reflect the district after November 2010. The cells highlighted in green is the district with the highest index and those highlighted in pink highlight the district with the lowest index.

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo	Maximum	Minimum	Range	Weighted Average
Number of interviews	0	73	80	142	100	71	70	71	71	23	9	70				780
Overall Quality of Life		84.0	78.9	80.8	81.0	84.5	85.7	78.2	84.8	80.1	81.9	83.7	85.7	78.2	7.5	82.0
Availability of primary schools		76.2	83.8	78.2	80.4	85.3	79.5	74.6	78.9	78.2	88.2	77.8	88.2	74.6	13.6	79.6
Availability of secondary schools		63.7	74.1	61.1	63.7	74.0	68.6	68.6	61.7	66.3	85.5	68.2	85.5	61.1	24.4	66.3
Recreational facilities / opportunities		59.0	58.0	58.6	67.8	69.5	67.9	59.6	65.9	55.0	82.4	74.2	82.4	55.0	27.3	65.3
Cultural facilities / opportunities		56.0	58.2	56.6	62.0	64.4	64.5	66.9	64.7	65.8	82.2	67.4	82.2	56.0	26.2	62.2
Availability of community/tertiary education		46.3	51.1	54.9	73.0	56.1	60.5	52.1	58.6	52.9	70.9	53.6	73.0	46.3	26.7	61.0
Proximity to schools		78.8	79.4	76.7	81.1	84.6	81.3	78.6	75.6	81.0	80.8	79.0	84.6	75.6	9.0	80.0
Proximity to where you work		80.5	76.0	69.7	75.4	88.3	73.3	79.2	71.9	75.7	94.7	81.0	94.7	69.7	25.0	76.5
Proximity to recreational facilities		67.0	61.8	63.5	70.4	73.7	73.1	64.0	67.4	63.5	74.9	78.6	78.6	61.8	16.9	69.4
Proximity to other educational facilities		49.8	55.1	59.5	69.9	64.3	65.9	62.1	60.2	63.9	68.0	64.1	69.9	49.8	20.1	64.1
Safety in your community during the daytime		91.4	86.1	82.4	80.4	88.4	87.5	81.9	90.6	84.2	88.5	84.9	91.4	80.4	11.0	84.1
Safety in your community after dark		75.8	68.6	65.8	58.5	64.0	70.4	59.8	77.6	64.8	72.7	61.8	77.6	58.5	19.1	64.1

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo	Maximum	Minimum	Range	Weighted Average
Number of interviews	0	73	80	142	100	71	70	71	71	23	9	70				780
Your job makes good use of your skills, training and experience		83.6	82.6	77.8	79.8	84.0	85.0	75.0	86.1	78.1	91.2	79.6	91.2	75.0	16.2	80.7
Overall, you understand how your Council makes decisions		52.0	59.3	53.4	57.6	64.5	56.6	56.7	63.5	45.0	68.7	64.3	68.7	45.0	23.7	57.6
Overall, you have confidence that the Council makes decisions that are in the best interests of your district		42.2	60.5	54.0	57.7	63.3	58.3	54.3	70.8	44.4	64.4	53.1	70.8	42.2	28.6	56.2
You have enough say in what your Council does		44.9	50.9	46.9	49.2	61.2	51.2	52.1	58.5	42.6	57.5	53.3	61.2	42.6	18.6	50.6
You feel a sense of pride in the way your district looks and feels		69.6	67.1	60.6	65.7	76.4	73.5	64.4	80.0	56.6	81.0	75.4	81.0	56.6	24.5	68.1
Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here		76.9	78.7	74.8	76.5	80.0	79.4	80.6	76.9	82.0	80.0	75.3	82.0	74.8	7.1	77.3
Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here		75.1	73.3	66.9	67.6	73.5	73.0	72.1	71.0	67.3	77.3	67.4	77.3	66.9	10.4	69.8
Maximum	0.0	91.4	86.1	82.4	81.1	88.4	89.4	81.9	91.3	84.2	94.7	84.9				89.2
Minimum	0.0	41.2	50.9	46.9	49.2	56.1	51.2	52.1	58.5	42.6	57.5	53.1				41.2
Range	0.0	50.2	35.2	35.5	32.0	32.3	38.1	29.8	32.8	41.6	37.2	31.8				48.0

Appendix

Questionnaire

JOB DESCRIPTION: Collaborative Community Outcomes Monitoring Survey - Waikato Region

QX Good morning/afternoon. My name is XXX from XYZ, the market research company. We are conducting a survey in conjunction with your local and regional council, Environment Waikato about community perceptions in your area. This information will assist your council and other agencies to better coordinate their resources

QX The person I need to speak to is the person (male or female) who usually lives in your house, who is at least 18 years old and who had the last birthday. Who would that be?

RECORD NAME: _____ ASK TO SPEAK TO HIM / HER.

REINTRODUCE IF NECESSARY

The survey will only take 10 – 15 minutes.

INTERVIEWER NOTE: ADJUST TIME PROMISE IF ACTUAL INTERVIEWS ARE TAKING LONGER

QY Would you have time now or would you prefer me to call back at a more convenient time?

RECORD TIME TO CALL BACK: _____

QZ Can you tell me which district you live in? (Circle one only - If necessary: ask for nearest town and identify district using your map) (READ if necessary)

AREA BY REGION		
Franklin-----01	Thames-Coromandel - 02	Hauraki ----- 03
Waikato ----- 04	Hamilton ----- 05	Matamata-Piako06
Waipa ----- 07	South Waikato ----- 08	Otorohanga----- 09
Waitomo ----- 10	Rotorua ----- 11	Taupo ----- 12

QZa If in Franklin, or Rotorua – Need to ascertain if they are part of the Environment Waikato Area. Are you in the Environment Waikato Region?

Yes ----- 1

No ----- 2 → Thank and terminate

Don't know----- 3 → Thank and terminate

QZb If in Franklin area – When the Auckland Super City boundaries change in November 2010 will the area you live become part of the Waikato or Hauraki Districts?.

Waikato District ----- 1

Hauraki District ----- 2

Don't know----- 3

REINTRODUCE IF NECESSARY:
INTERVIEWER RECORD START TIME

Each area to select the non core questions that are to be asked (questions not highlighted in green – before all non core questions there is a grid and each area is to decide whether their respondents will be asked each non core question. Each question either needs a ✓ or a × e.g.

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q1A	×	×	×	×	✓	✓	×	×	×	×	×	✓
Q1B	✓	✓	×	×	✓	✓	×	×	×	×	×	×
Q1C	CORE QUESTION – ASK ALL											
Q1D	CORE QUESTION – ASK ALL											

QUALITY OF LIFE

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q1A	×	✓	×	×	×	×	×	×	×	×	×	×
Q1B	×	✓	×	×	×	×	✓	×	×	×	×	×
Q1C	CORE QUESTION – ASK ALL											
Q1D	CORE QUESTION – ASK ALL											
Q1E	×	×	×	×	×	×	✓	×	×	×	×	×
Q1F	×	×	×	×	×	×	✓	×	×	×	×	×
Q1G	×	✓	×	×	×	×	✓	×	×	×	×	×
Q1H	×	✓	×	×	×	✓	✓	×	×	×	×	×
Q1I	×	×	×	×	×	✓	✓	×	×	×	×	×
Q1J	CORE QUESTION – ASK ALL											
Q1K	CORE QUESTION – ASK ALL											
Q1L	CORE QUESTION – ASK ALL											
Q1P	×	✓	×	×	×	×	×	×	×	×	×	×

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											Neutral		Very Satisfied		Don't Know
		0	1	2	3	4	5	6	7	8	9	10			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											Neutral		Strongly Agree		Don't Know
		0	1	2	3	4	5	6	7	8	9	10			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											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	Support within the community from family, friends and neighbours	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	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	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 level of volunteer support within your community	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																																																																													
D	Your level of trust in others in your community	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	Community support being accessible	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																																																																													

Q9. (PROGRAMME WRITTEN TO ONLY ASK FOR THOSE SERVICES IF RATED AS LOWER THAN 7) IF ANY RATED LOWER THAN 7 – OTHER WISE SKIP Can you tell me why you were not totally satisfied with <facility>?

		If SS less than 7 ask Why you were not totally satisfied with this <Facility>
A	Support within the community from family, friends and neighbours	
B	Support within the community from networks and agencies (e.g. Welfare agencies, Citizens Advice, Drug and Alcohol Advisors etc)	
C	The level of volunteer support within your community	
D	The level of trust of others in your community	
E	Community support being accessible	

Perceptions of Safety (from Big Cities Quality of Life Survey 2004 & 2006/New Zealand National Survey of Crime Victims 2001)

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q11A	CORE QUESTION – ASK ALL											
Q11B	CORE QUESTION – ASK ALL											
Q11D	x	x	x	x	x	✓	x	x	x	x	x	x
Q11E	x	x	x	x	x	✓	✓	x	✓	x	x	x
Q11G	x	x	x	x	x	✓	x	x	x	x	x	x
Q11H	x	x	x	x	x	✓	✓	x	x	x	x	x

Q11 Thinking now about issues of crime and safety, and using a scale where 0 = very unsafe and 10 = very safe; please tell me how safe or unsafe you would feel in the following situations...? (ROTATE STATEMENTS. READ OUT. SINGLE RESPONSE PER ITEM.)

		Very Unsafe										Very Safe	Don't Know
		0	1	2	3	4	5	6	7	8	9	10	DK
A	In your community during the daytime	0	1	2	3	4	5	6	7	8	9	10	99
B	In your community after dark	0	1	2	3	4	5	6	7	8	9	10	99
D	Walking alone in your local neighbourhood during the daytime	0	1	2	3	4	5	6	7	8	9	10	99
E	In your town centre during the daytime	0	1	2	3	4	5	6	7	8	9	10	99
G	Walking alone in your local neighbourhood after dark	0	1	2	3	4	5	6	7	8	9	10	99
H	In your town centre after dark	0	1	2	3	4	5	6	7	8	9	10	99

Work Opportunities Matching Skills (from Big Cities Quality of Life Survey 2004)

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q12A	CORE QUESTION – ASK ALL											
Q12B	x	✓	x	x	x	x	x	x	x	x	x	x
Q12C	x	x	x	x	x	✓	x	x	x	x	x	x
Q12D	x	✓	x	x	x	✓	x	x	x	x	x	x
Q12F	x	x	x	x	x	✓	✓	x	x	x	x	x

Q12 Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with <....>? **(IF ANY QUESTIONS ARE NOT APPLICABLE TO RESPONDENT CIRCLE DON'T KNOW)**

		Strongly Disagree		Neutral						Strongly Agree		Don't Know	
		0	1	2	3	4	5	6	7	8	9	10	NA/ DK
A	Your job makes good use of your skills, training and experience	0	1	2	3	4	5	6	7	8	9	10	99
B	You have a good work / life balance in your life	0	1	2	3	4	5	6	7	8	9	10	99
C	Your employer has good family-friendly policies e.g. policies like child care, bereavement leave etc that consider the needs of you and your family	0	1	2	3	4	5	6	7	8	9	10	99
D	Your community is a place where young people can imagine building a life	0	1	2	3	4	5	6	7	8	9	10	99
F	Your community understands and appreciates the role that Maori economic activity plays in the district's economic well being	0	1	2	3	4	5	6	7	8	9	10	99

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

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

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

(Read out. Single response.)

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

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

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

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

Q13d IF Q13B = 1 (YES) What barrier(s) did you encounter e.g. access, cost, time, motivation, couldn't convince others to get involved etc? Probe: What other reasons?

SUSTAINABLE ECONOMY

Confidence in Council Decision Making (from Big Cities Quality of Life Survey 2004 & 2006)

Q14 We are interested in understanding your views on the role of your local Council. For each of the following statements can you please tell if you agree or disagree using the scale where 0 = Strongly Disagree and 10 is Strongly Agree. (ROTATE STATEMENTS. SINGLE RESPONSE FOR EACH.)

		Strongly Disagree										Neutral		Strongly Agree		Don't Know
		0	1	2	3	4	5	6	7	8	9	10	DK			
A	Overall, you understand how your Council makes decisions	0	1	2	3	4	5	6	7	8	9	10	99			
B	You have enough say in what your Council does	0	1	2	3	4	5	6	7	8	9	10	99			
C	Overall, you have confidence that the Council makes decisions that are in the best interests of your district	0	1	2	3	4	5	6	7	8	9	10	99			

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q14M	x	x	x	x	x	x	x	x	✓	x	x	x
Q14N	x	x	x	x	x	x	x	x	✓	x	x	x
Q14O	x	x	x	x	x	x	x	x	✓	x	x	x

Q14M Council tries to ensure that the community has meaningful input into decision making on significant Council projects, processes and policy. Using a scale where 0 = very dissatisfied and 10 = very satisfied, how would you rate the opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc)?

Very Dissatisfied			Neutral				Very Satisfied			Don't know	
0	1	2	3	4	5	6	7	8	9	10	99
IF 7 OR LESS ⇩							IF MORE THAN 7 Go to Q14O			Go to Q14O	

Q14N IF **Q14M** RATED AT 7 OR LESS Why do you feel this way?

Q14O Council tries to ensure that it provides adequate information to the community about its services, facilities, projects and plans. Using the same scale where 0 = very dissatisfied and 10 = very satisfied, how do you rate Council’s provision of this type of information?

Very Dissatisfied		Neutral						Very Satisfied		Don't know	
0	1	2	3	4	5	6	7	8	9	10	99

CULTURE AND IDENTITY

Sense of Pride in the Way the district Looks and Feels (from Big Cities Quality of Life Survey 2004 & 2006)

Q15 Using the same scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with the statement “You feel a sense of pride in the way your district looks and feels?”

Strongly Disagree		Neutral						Strongly Agree		Don't know	
0	1	2	3	4	5	6	7	8	9	10	99

Q16 What is the ONE main reason for saying this?? PROBE IF SAY BEAUTIFUL/ATTRACTIVE/PRETTY DISTRICT ASK: WHAT MAKES IT BEAUTIFUL/ATTRACTIVE/PRETTY? IF SAY LOVE/LIKE DISTRICT ASK: WHAT MAKES YOU LOVE/LIKE IT? IF SAY IT’S A GREAT PLACE ASK: WHAT MAKES IT A GREAT PLACE? IF SAY COMPARES WELL WITH OTHER DISTRICTS ASK: WHAT MAKES IT COMPARE WELL?

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q17A	x	✓	x	x	x	x	x	x	✓	x	x	x
Q17B	x	✓	x	x	x	x	✓	x	✓	x	x	x
Q17C	x	✓	x	x	x	✓	x	x	x	x	x	x
Q17E	x	✓	x	x	x	✓	✓	x	x	x	x	x
Q17F	x	x	x	x	x	✓	x	x	x	x	x	x
Q17G	x	✓	x	x	x	x	x	x	x	x	x	x
Q17H	x	✓	x	x	x	x	✓	x	x	x	x	x
Q17I	x	✓	x	x	x	x	x	x	✓	x	x	x
Q17J	x	x	x	x	x	x	x	x	✓	x	x	x

Q17. Thinking about the environment you live in and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <...>? (ROTATE STATEMENTS. SINGLE RESPONSE FOR EACH.) (CIRCLE ONE ONLY)

		Very Dissatisfied											Neutral											Very Satisfied											Don't Know DK																																																																																								
		0											1											2												3											4											5											6											7											8											9											10										
		0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10		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?

PARTICIPATION AND EQUITY

Perception of Effect of Increased Diversity upon the Community (from Big Cities Quality of Life Survey 2004 & 2006)

Q19 New Zealand is becoming home for an increasing number of people from different countries with different lifestyles and cultures. Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with <....>? ...(Read out. Single response.)?

		Strongly Disagree		Neutral						Strongly Agree		Don't Know	
		0	1	2	3	4	5	6	7	8	9	10	DK
A	Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here	0	1	2	3	4	5	6	7	8	9	10	99
B	Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here	0	1	2	3	4	5	6	7	8	9	10	99

Q20 IF A OR B = DISAGREE (SCORES 0 – 3) OR AGREE (SCORES 7 – 10), ASK:
For what reasons do you say that? PROMPT: WHAT OTHER REASONS?

Q21 Thinking in general about your quality of life and using the scale where 0 = very unhappy and 10 = very happy, how happy are you with your quality of life?

Very Happy		Neutral						Very Unhappy		Don't know	
0	1	2	3	4	5	6	7	8	9	10	99
IF 7 OR LESS							IF MORE THAN 7		GO TO Q22A		
↙							↘		↘		

Q21a IF Q21 RATED AT 7 OR LESS Why do you feel this way?

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q22A	x	x	x	x	✓	x	x	x	x	x	x	x
Q22B	x	x	x	x	✓	x	x	x	x	x	x	x

Growth and development

Q22A It is estimated an extra 36,000 homes will need to be built to house an extra 86,000 people by 2044. Using a scale where 0 = no intervention (let the market decide) and 10 = full intervention (Council planning decides) how much involvement should Council have in guiding how and where future housing growth takes place within the city?

No Intervention										Full Intervention	Don't know
0	1	2	3	4	5	6	7	8	9	10	99

Green Technologies

Q22B Thinking about Green technologies and using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with the statement “It’s important for Council to proactively encourage building designs and technologies which help conserve resources and reduce our impact on the natural environment?” ...(Read out. Single response.)

		Strongly Disagree		Neutral						Strongly Agree		Don't Know	
		0	1	2	3	4	5	6	7	8	9	10	DK
B	It's important for Council to proactively encourage building designs and technologies which help conserve resources and reduce our impact on the natural environment	0	1	2	3	4	5	6	7	8	9	10	99

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q22c	x	x	x	x	x	x	x	x	✓	x	x	x
Q22d	x	x	x	x	x	x	x	x	✓	x	x	x

Civil Defence

Q22C Thinking now about Civil Defence, does your household have a survival kit or ready access to items for one (i.e. torch, candles, matches, radio, batteries, tinned food, a first aid kit etc)?

Survival Kit-----1 Access to items----- 2

DON'T READ OUT ----	Neither ----- 3
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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)

Q23 Finally, we wish to obtain some information about people participating in the survey to make sure we get a representative cross section of the community. Can you tell me what year you were born?

RECORD YEAR _____

DO NOT READ OUT Refused ----- 9
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Q24 Interviewer CIRCLE ONE ONLY

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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