

 <b>INTERNATIONAL RESEARCH CONSULTANTS LTD</b> <small>STRATEGIC PLANNING &amp; BRAND SOLUTIONS</small>	<b>JOB NUMBER 0503197</b>	<b>MAY 2007</b>
<b>JOB DESCRIPTION: Collaborative Community Outcomes Monitoring Survey - Waikato Region</b>		

QX Good morning/afternoon. My name is XXX from XYZ, the market research company. We are conducting a survey on behalf of your local council 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 15 years old and who had the last birthday. Who would that be?

RECORD NAME: \_\_\_\_\_ ASK TO SPEAK TO HIM / HER.

REINTRODUCE IF NECESSARY

**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

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	x	x	x	x	✓	✓	x	x	x	x	x	✓
Q1B	✓	✓	x	x	✓	✓	x	x	x	x	x	x
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											

- Q1. Thinking about the community you live in and the infrastructure available and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <...>? (ROTATE STATEMENTS. SINGLE RESPONSE FOR EACH.) (CIRCLE ONE ONLY)

		Very Dissatisfied											Neutral		Very Satisfied		Don't Know NA/ DK
		0	1	2	3	4	5	6	7	8	9	10	9	10			
A	The general infrastructure in your area e.g. roads, water, stormwater, waste water etc	0	1	2	3	4	5	6	7	8	9	10	99				
B	The essential services provided in your area e.g. power and telecommunications	0	1	2	3	4	5	6	7	8	9	10	99				
C	The cultural facilities and opportunities provided in your area	0	1	2	3	4	5	6	7	8	9	10	99				
D	The recreational facilities and opportunities provided in your area	0	1	2	3	4	5	6	7	8	9	10	99				
E	The amount of residential development in your area	0	1	2	3	4	5	6	7	8	9	10	99				
F	The amount of business or commercial development in your area e.g. new businesses or shops	0	1	2	3	4	5	6	7	8	9	10	99				
G	The range of health services provided in your area	0	1	2	3	4	5	6	7	8	9	10	99				
H	The accessibility of health services in your area	0	1	2	3	4	5	6	7	8	9	10	99				
I	The availability of pre-school child care in your area	0	1	2	3	4	5	6	7	8	9	10	99				

J	The availability of primary schools in your area	0	1	2	3	4	5	6	7	8	9	10	99
K	The availability of secondary schools in your area	0	1	2	3	4	5	6	7	8	9	10	99
L	The availability of community or tertiary education in your area	0	1	2	3	4	5	6	7	8	9	10	99

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q2A	CORE QUESTION – ASK ALL											
Q2B	CORE QUESTION – ASK ALL											
Q2C	CORE QUESTION – ASK ALL											
Q2D	CORE QUESTION – ASK ALL											
Q2e		✓				✓	✓					

### 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	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		✓				✓	✓					
Q3B		✓				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	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

**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?

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	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q6		✓				✓	x					
Q7		✓				✓	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		✓				✓	✓					
Q8B		✓				✓	✓					
Q8C		✓				✓	x					
Q8D		x				✓	x					
Q8E		✓				✓	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	
		0	1	2	3	4	5	6	7	8	9	10	DK
A	Support within the community from family, friends and neighbours	0	1	2	3	4	5	6	7	8	9	10	99
B	Support within the community from networks and agencies (e.g. Welfare agencies, Citizens Advice, Drug and Alcohol Advisors etc)	0	1	2	3	4	5	6	7	8	9	10	99
C	The level of volunteer support within your community	0	1	2	3	4	5	6	7	8	9	10	99
D	Your level of trust in others in your community	0	1	2	3	4	5	6	7	8	9	10	99
E	Community support being accessible	0	1	2	3	4	5	6	7	8	9	10	99

- Q9. (PROGRAMME WRITTEN TO ONLY ASK FOR THOSE SERVICES IF RATED AS LOWER THAN 7) IF ANY RATED LOWER THAN 7 – OTHER WISE SKIP Can you tell me why you were not totally satisfied with <facility>?

		If SS less than 7 ask Why you were not totally satisfied with this <Facility>
A	Support within the community from family, friends and neighbours	
B	Support within the community from networks and	

	agencies (e.g. Welfare agencies, Citizens Advice, Drug and Alcohol Advisors etc)	
C	The level of volunteer support within your community	
D	The level of trust of others in your community	
E	Community support being accessible	

	Franklin	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo
Q10A		X				X	X					
Q10B		X				X	X					
Q10C		X				X	X					
Q10D		✓				X	X					

Q10. Thinking about the community support available from friends, family, community groups and formal agencies within your community and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the level of support for <...>? (CIRCLE ONE ONLY)

		Very Dissatisfied										Neutral		Very Satisfied		Don't Know DK
		0	1	2	3	4	5	6	7	8	9	10				
A	You personally	0	1	2	3	4	5	6	7	8	9	10			99	
B	Your family	0	1	2	3	4	5	6	7	8	9	10			99	
C	Your immediate neighbourhood	0	1	2	3	4	5	6	7	8	9	10			99	
D	Your wider community	0	1	2	3	4	5	6	7	8	9	10			99	

**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											
Q11C		✓				X	✓					
Q11D		X				✓	✓					
Q11E		X				✓	✓					
Q11F		✓				X	✓					
Q11G		X				✓	✓					

Q11H		x				✓	✓					
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- 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
C	In your home during the daytime	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
F	In your home after dark	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		✓				✗	✓					
Q12C		✗				✓	✓					
Q12D		✓				✓	✓					
Q12E		✗				✗	✓					
Q12F		✓				✓	✓					

- 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										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	0	1	2	3	4	5	6	7	8	9	10	99

	needs of your family												
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
E	Your communities cultural mix is well represented in business within your District	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 Districts economic well being	0	1	2	3	4	5	6	7	8	9	10	99

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

**Q13** 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

**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 would like to have more of a say in what the 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



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	
		0	1	2	3	4	5	6	7	8	9	10	DK
A	People appreciate the natural value of your coast, beaches	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	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	99
D	The community using your districts natural assets (e.g. rivers, bush, coast or beaches)	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	99
F	The appearance of your town reflecting the diversity of its residents	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	99
F	The appearance of your town reflecting the diversity of its residents	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	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	99

Q18 What do you think makes your district unique or special?

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**PARTICIPATION AND EQUITY**

**Perception of Effect of Increased Diversity upon the Community (from Big Cities Quality of Life Survey 2004 & 2006)**

Q19 New Zealand is becoming home for an increasing number of people from different countries with different lifestyles and cultures. Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with <...>? ...(Read out. Single response.)?

		Strongly Disagree		Neutral						Strongly Agree		Don't Know	
		0	1	2	3	4	5	6	7	8	9	10	DK
A	Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here	0	1	2	3	4	5	6	7	8	9	10	99
B	Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here	0	1	2	3	4	5	6	7	8	9	10	99

**Q20** IF A OR B = DISAGREE (SCORES 0 – 3) OR AGREE (SCORES 7 – 10), ASK:  
For what reasons do you say that? PROMPT: WHAT OTHER REASONS?

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**Q21** Thinking in general about your quality of life and using the scale where 0 = very unhappy and 10 = very happy, how happy are you with your quality of life?

Very Happy	Neutral										Very Unhappy	Don't know
0	1	2	3	4	5	6	7	8	9	10	99	
IF 7 OR LESS Go to Q22								IF MORE THAN 7 Go to Q23			Go to Q23	

**Q22** IF Q21 RATED AT 7 OR LESS Why do you feel this way?

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**Q23** Finally, we wish to obtain some information about people participating in the survey to make sure we get a representative cross section of the community.  
Can you tell me what year you were born?

RECORD YEAR \_\_\_\_\_

**DO NOT READ OUT** Refused-----9

**Q24** Interviewer **CIRCLE ONE ONLY**

Male ----- 1

Female ----- 2

**Q25** With 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
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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
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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?

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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 07 834-7655. My name is Xxx, and the company name is Digipoll Ltd. (REPEAT IF NECESSARY)