

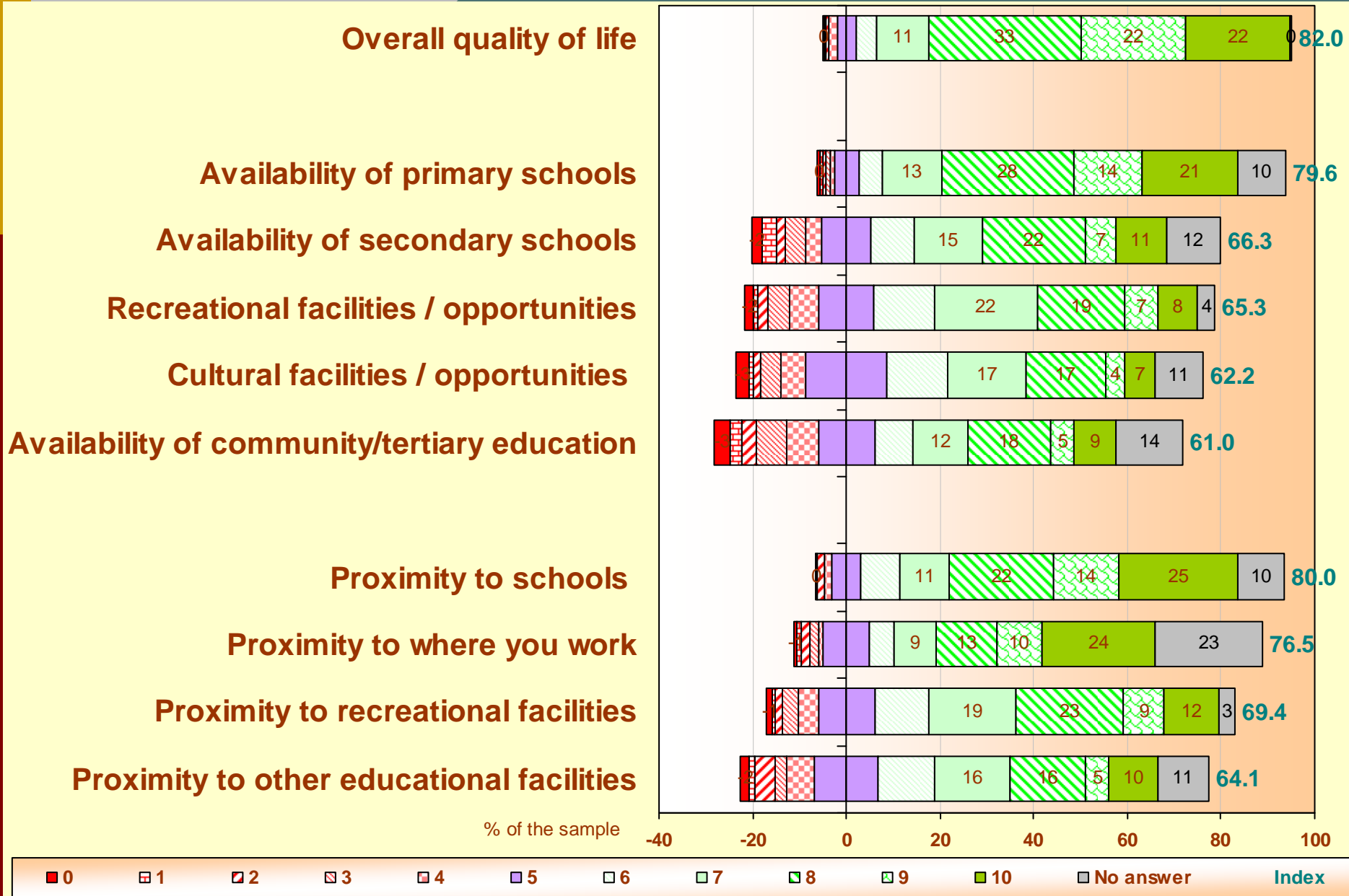
# MARCO Regional Waikato Perception Survey 2010

**A perception survey of residents  
across the Waikato Region**

**June - August 2010**

Results are similar to 2007  
Little has changed

# Job makes good use of your skills by District



# Job makes good use of your skills by District

Safety in your community during the daytime

Safety in your community after dark

Job makes good use of your skills

Understand how Council makes decisions

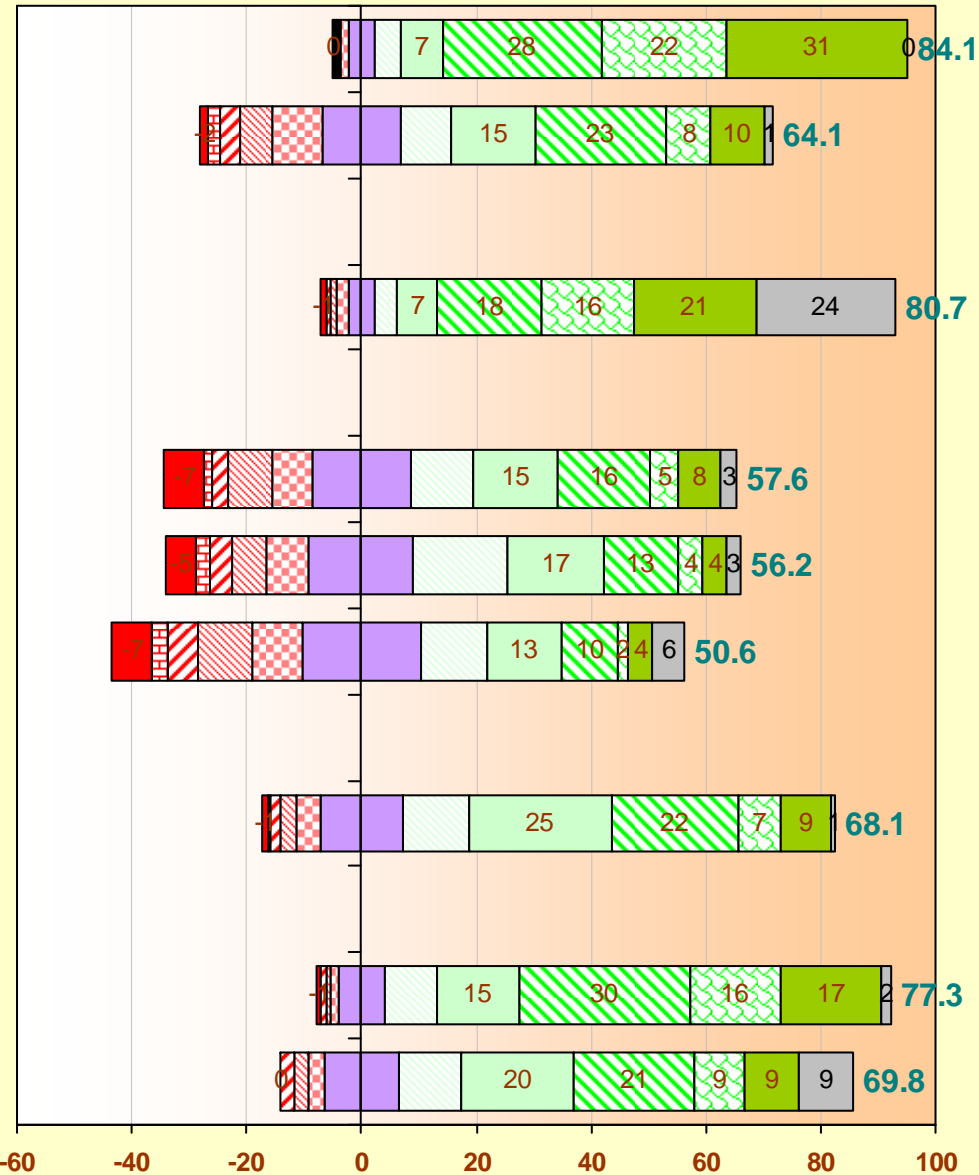
Confidence Council decisions best for district

Have enough say in what your Council does

Feel a sense of pride in the way District looks

Family respect for cultures of our people

Neighbourhood respect cultures of our people

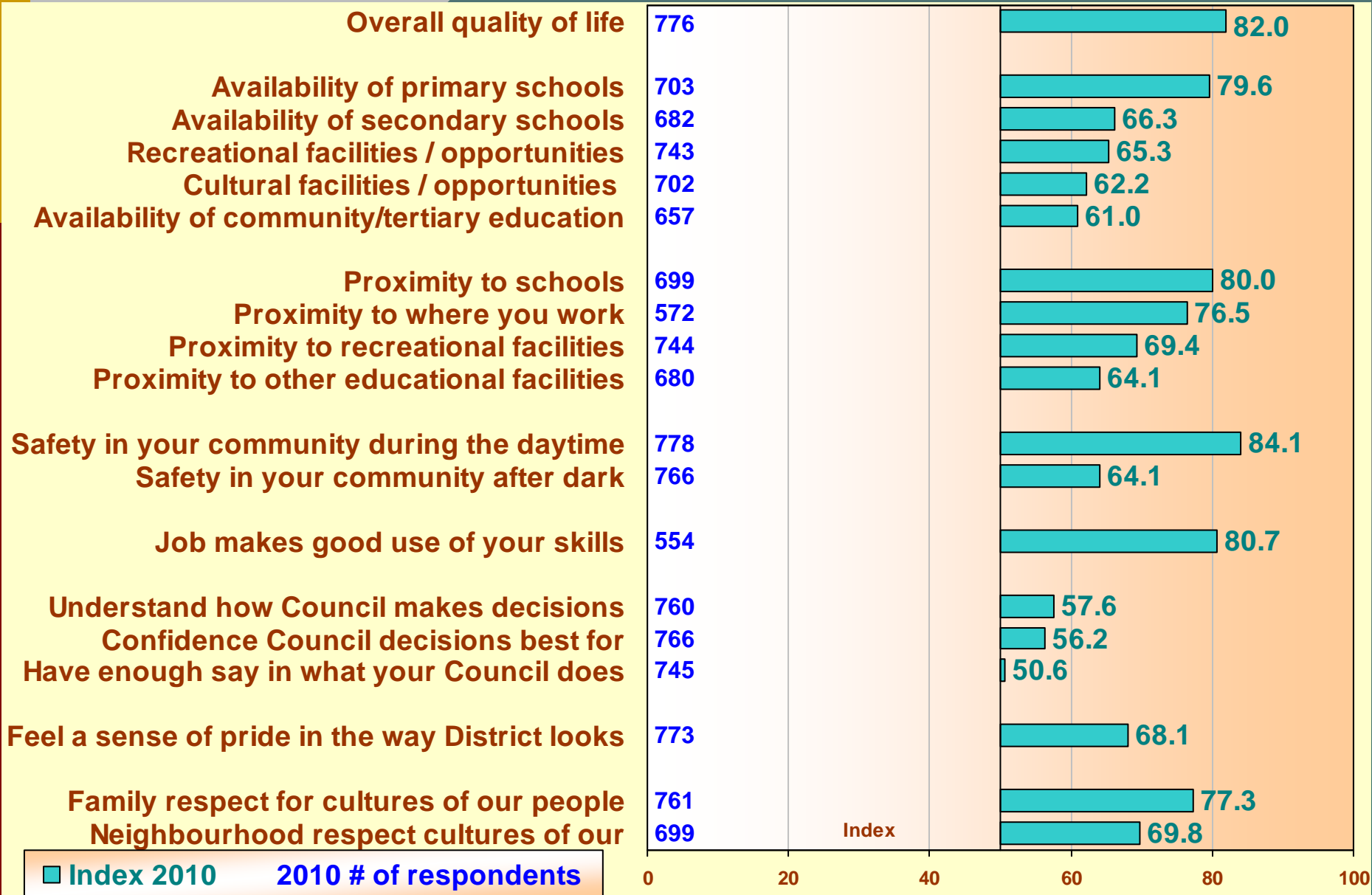


% of the sample

-60 -40 -20 0 20 40 60 80 100

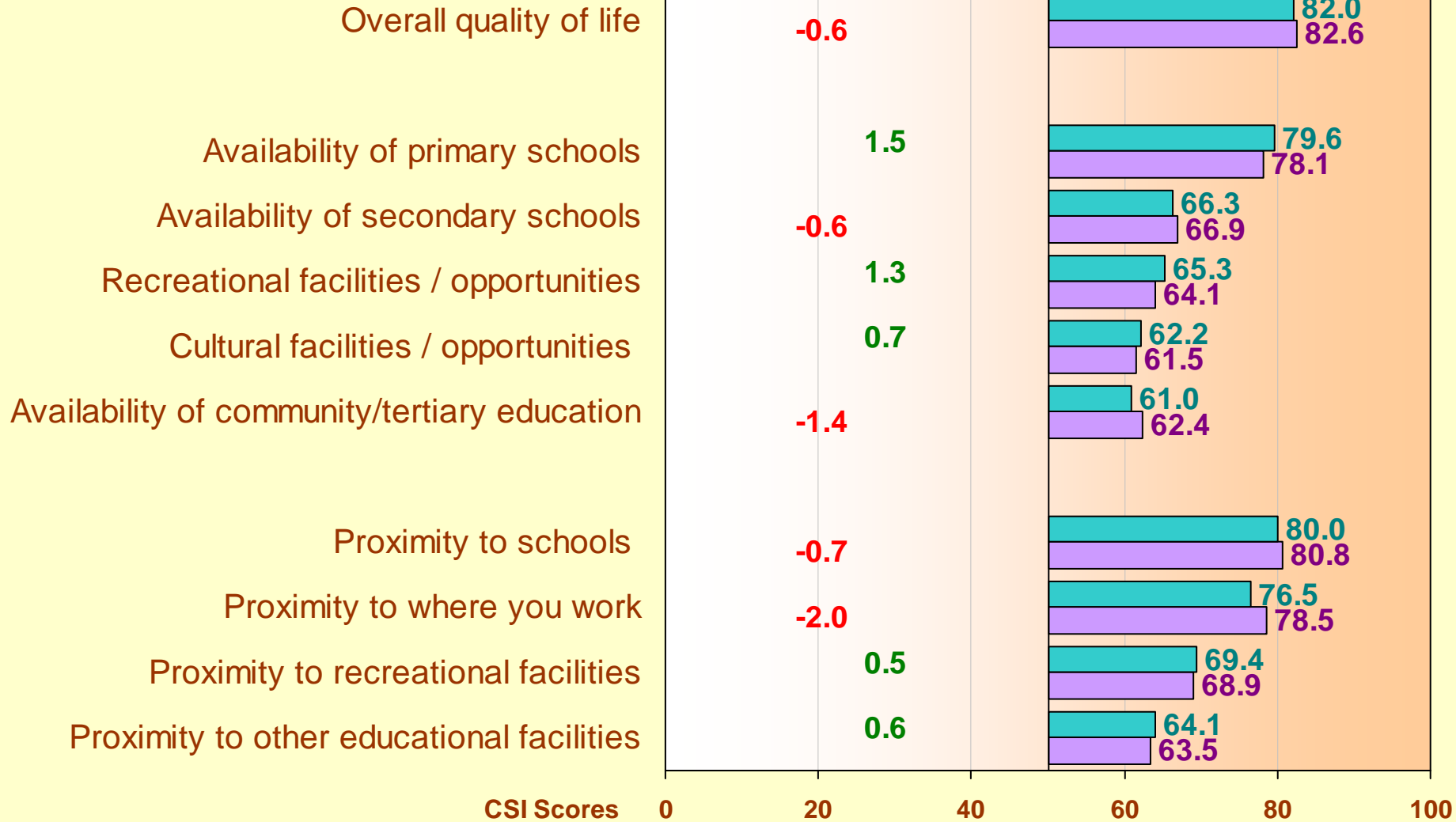
0 1 2 3 4 5 6 7 8 9 10 No answer Index

# Summary of Indexes



# Council Decision Making Factors Comparisons to 2007

Index 2007   Index 2010



# Council Decision Making Factors Comparisons to 2007

Index 2007   Index 2010

Safety in your community during the daytime

Safety in your community after dark

Job makes good use of your skills

Understand how Council makes decisions

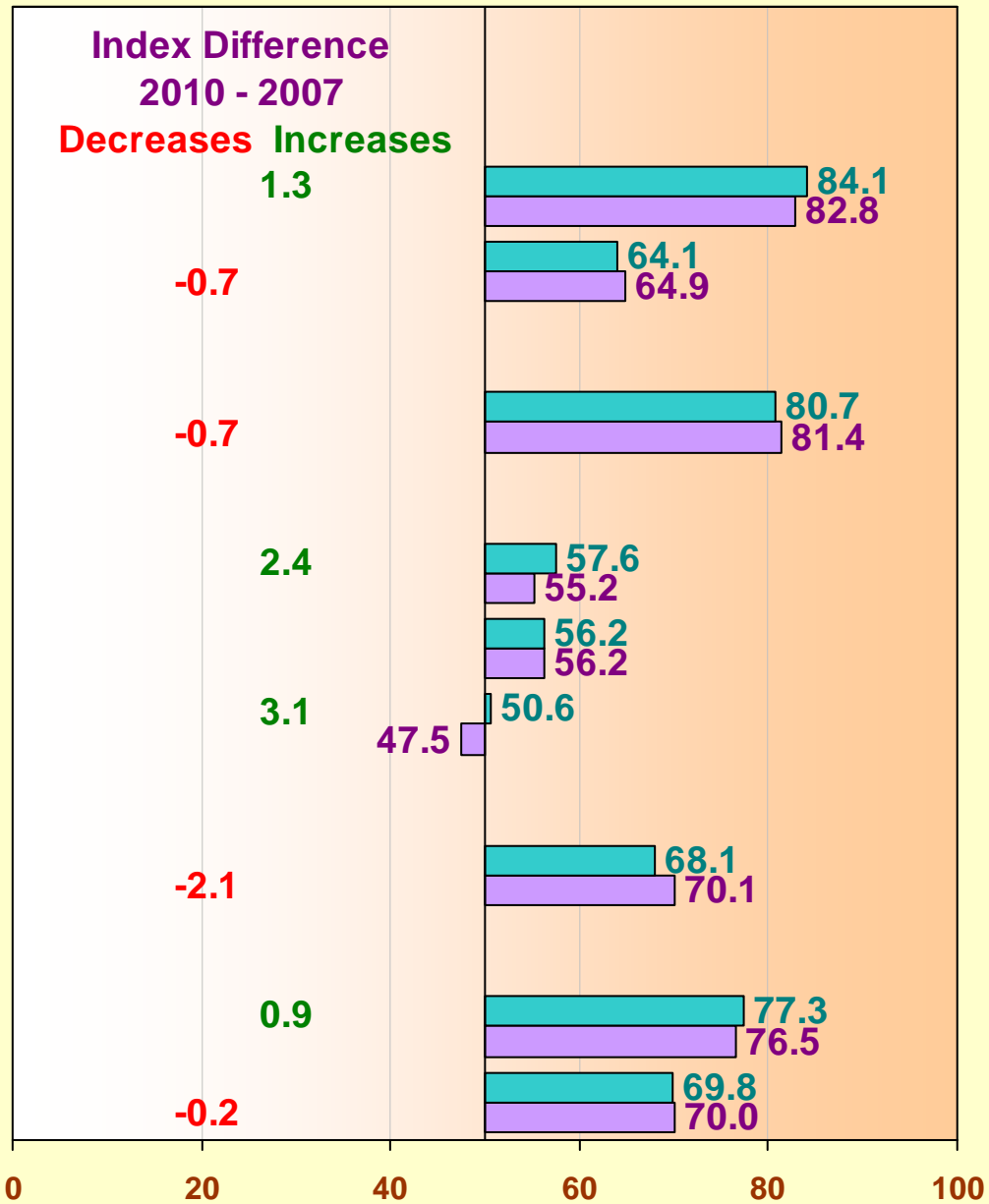
Confidence Council decisions best for district

Have enough say in what your Council does

Feel a sense of pride in the way District looks

Family respect for cultures of our people

Neighbourhood respect cultures of our people



CSI Scores 0

20

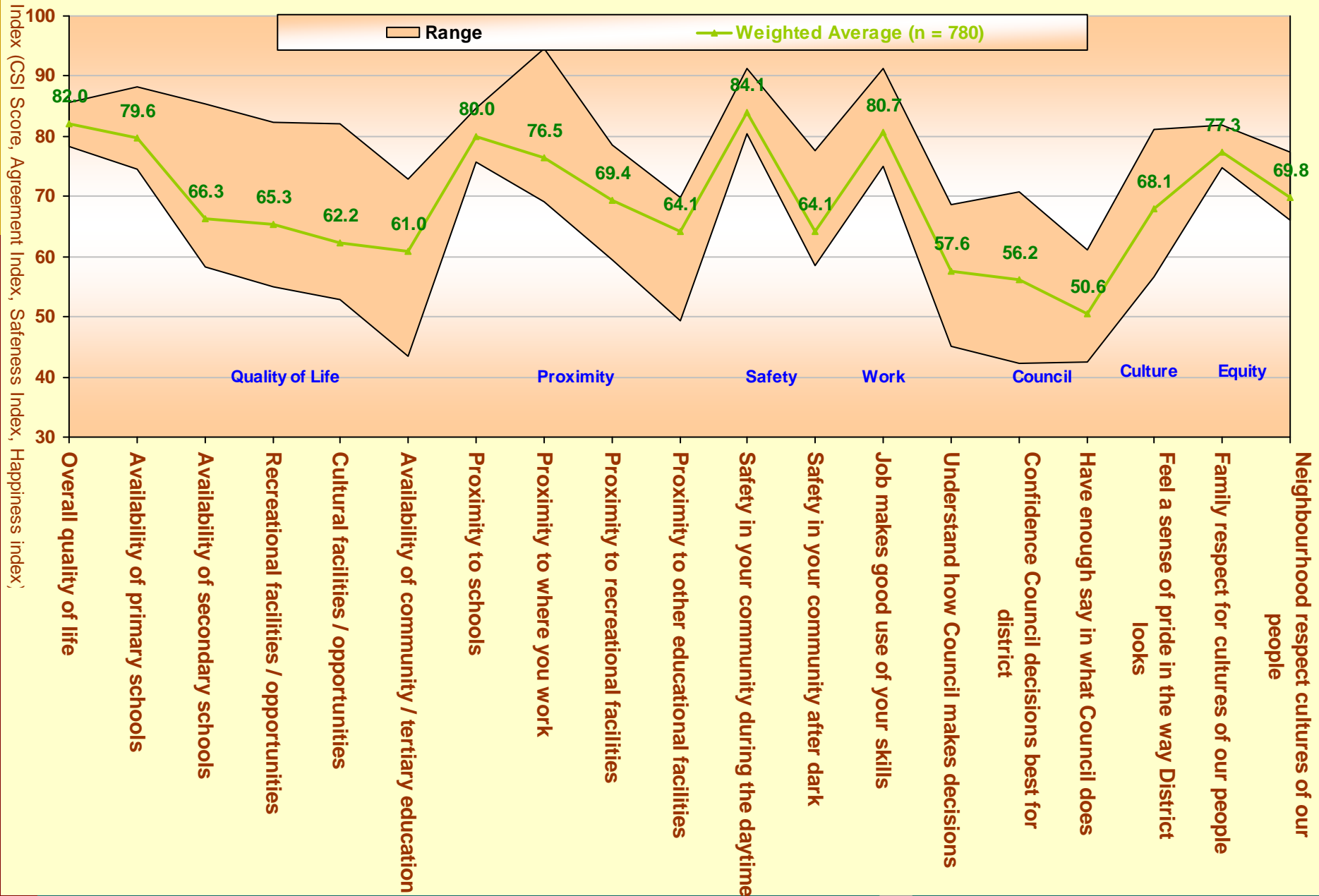
40

60

80

100

# Similar to 2007 a wide divergence of results



# Methodology

# A telephone survey

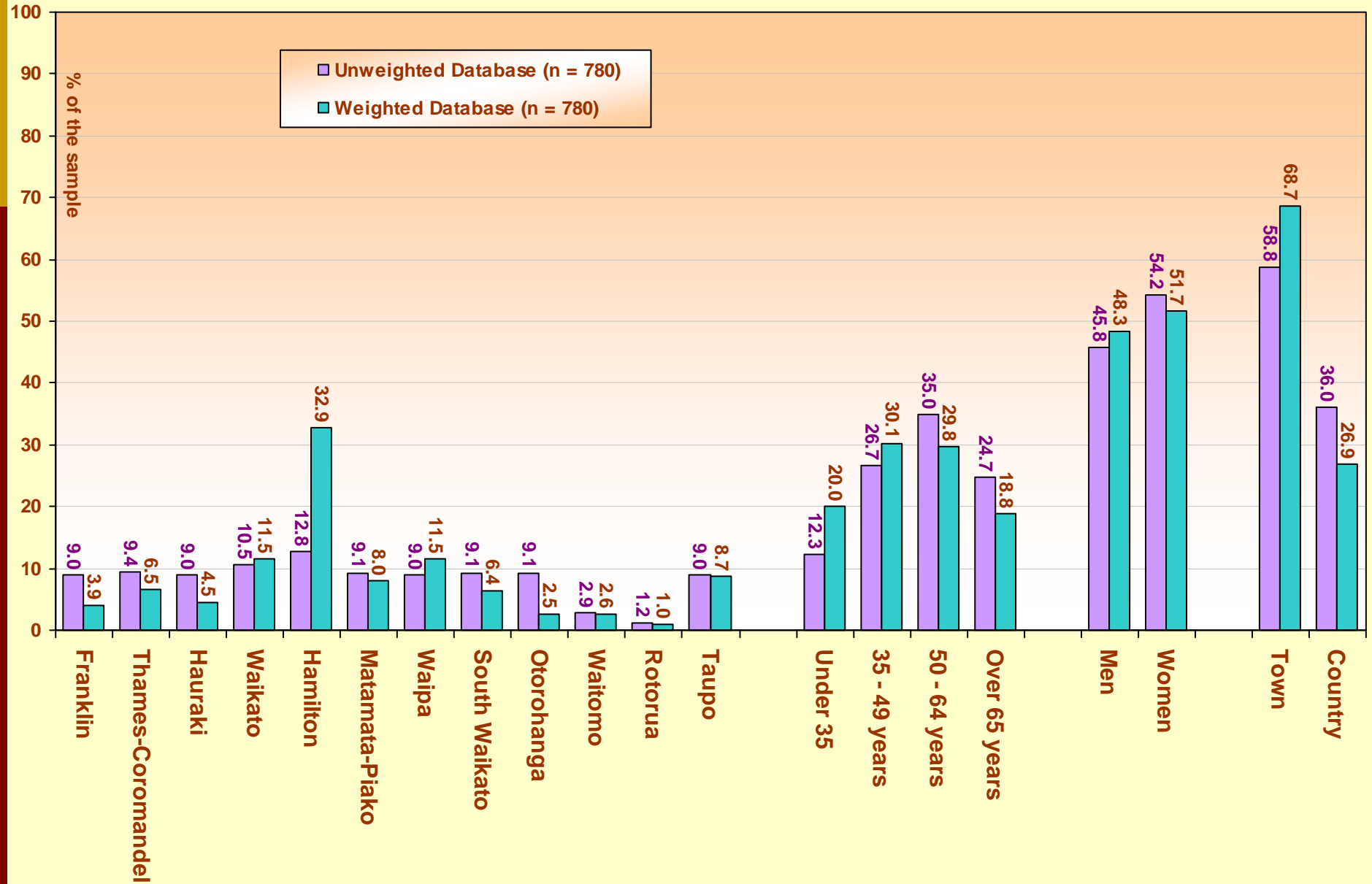
- Of 780 people
- 70 respondents per TLA – except Hamilton (100), Waitomo (23) and Rotorua (9)
- Randomly selected within each District of the Waikato Region
- Combination of rate paying home owners and renters
- Using a structured questionnaire
- Data weighting used to correct gender / age imbalance and to reflect overall Waikato result

# Additional questions / interviews

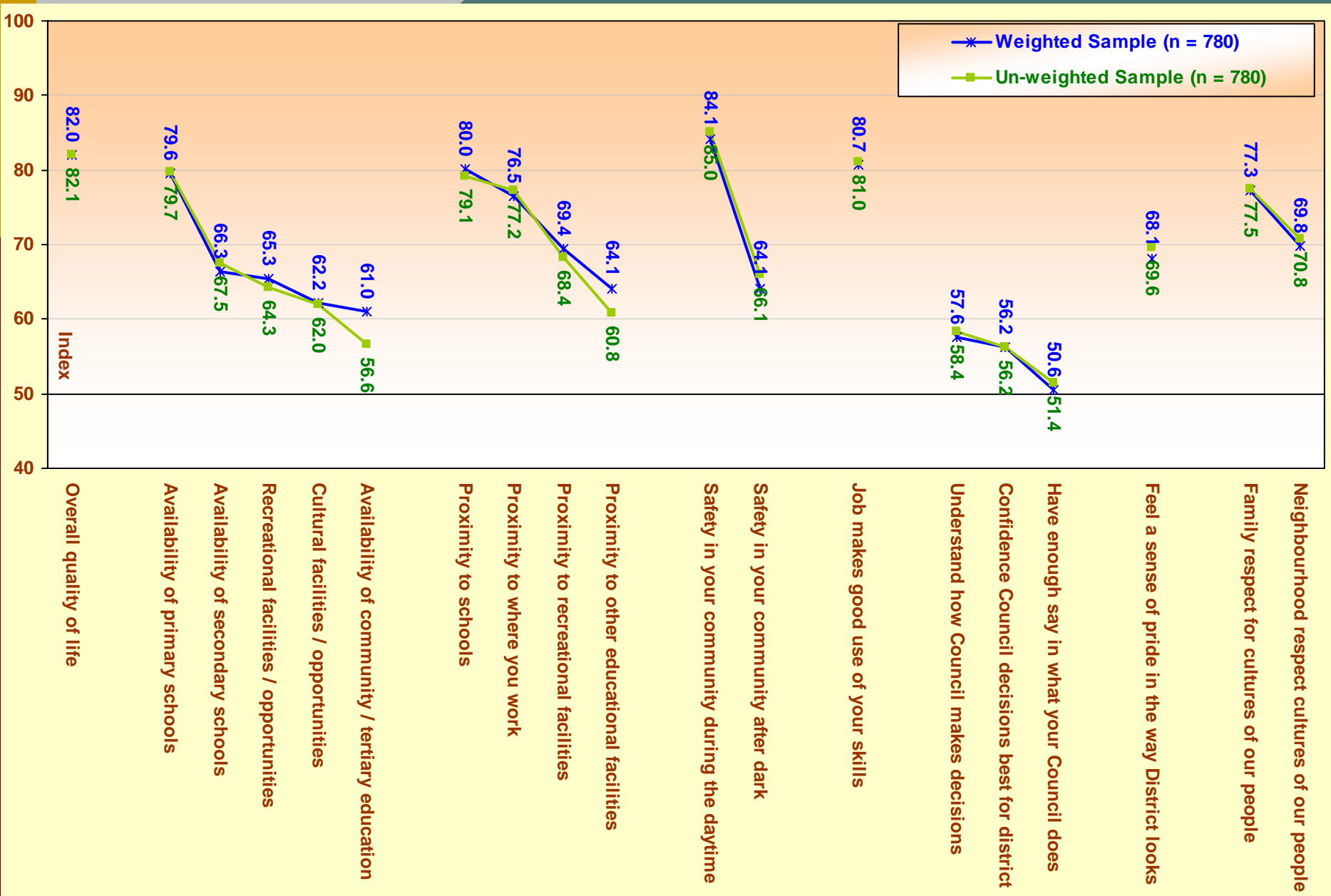
	<b>Additional questions</b>	<b>Number of interviews</b>
<b>Core Survey</b>		780
<b>Franklin</b>	0	70
<b>Thames-Coromandel</b>	26	70
<b>Hauraki</b>	0	70
<b>Waikato</b>	0	70
<b>Hamilton</b>	7	100
<b>Matamata-Piako</b>	26	70
<b>Waipa</b>	17	70
<b>South Waikato</b>	0	70
<b>Otorohanga</b>	13	70
<b>Waitomo</b>	0	21
<b>Rotorua</b>	0	8
<b>Taupo</b>	0	70

# Data weighting

# Impact of Data Weighting

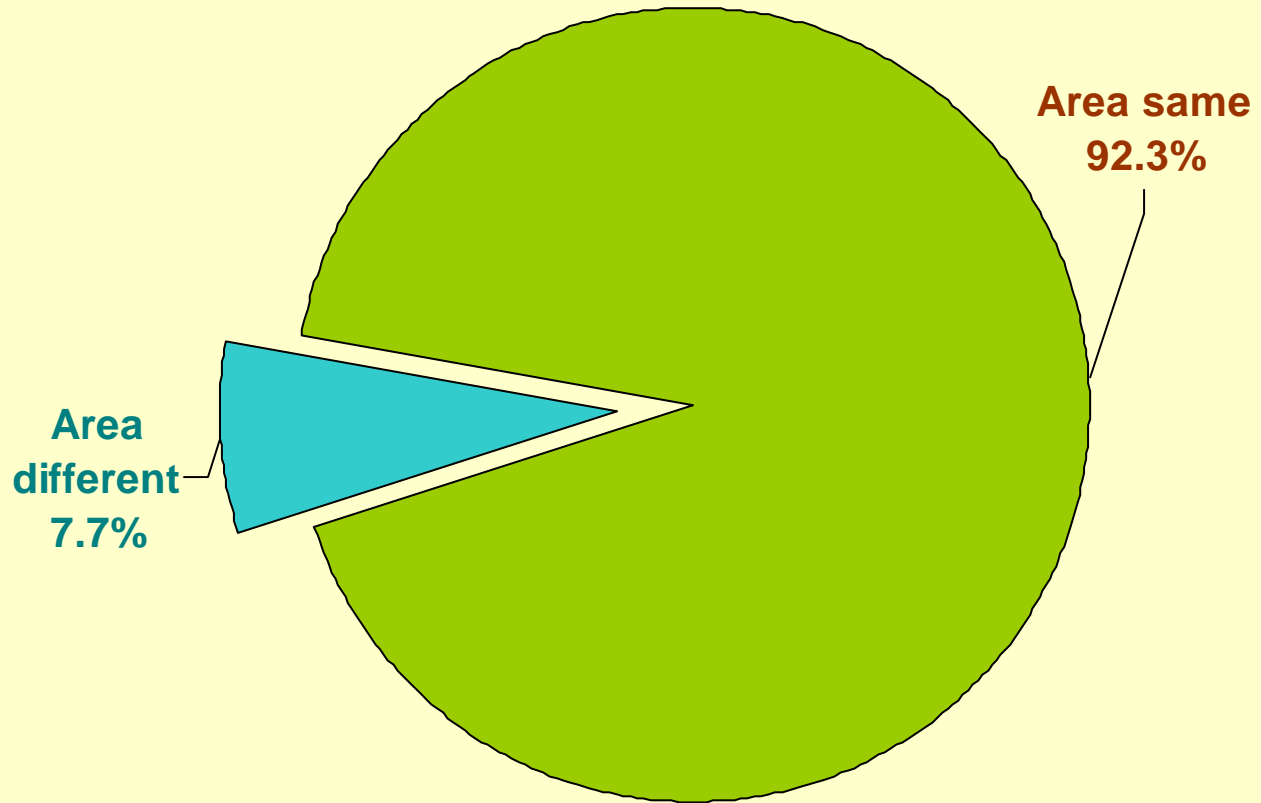


# Data weighting has a modest impact on the Indexes



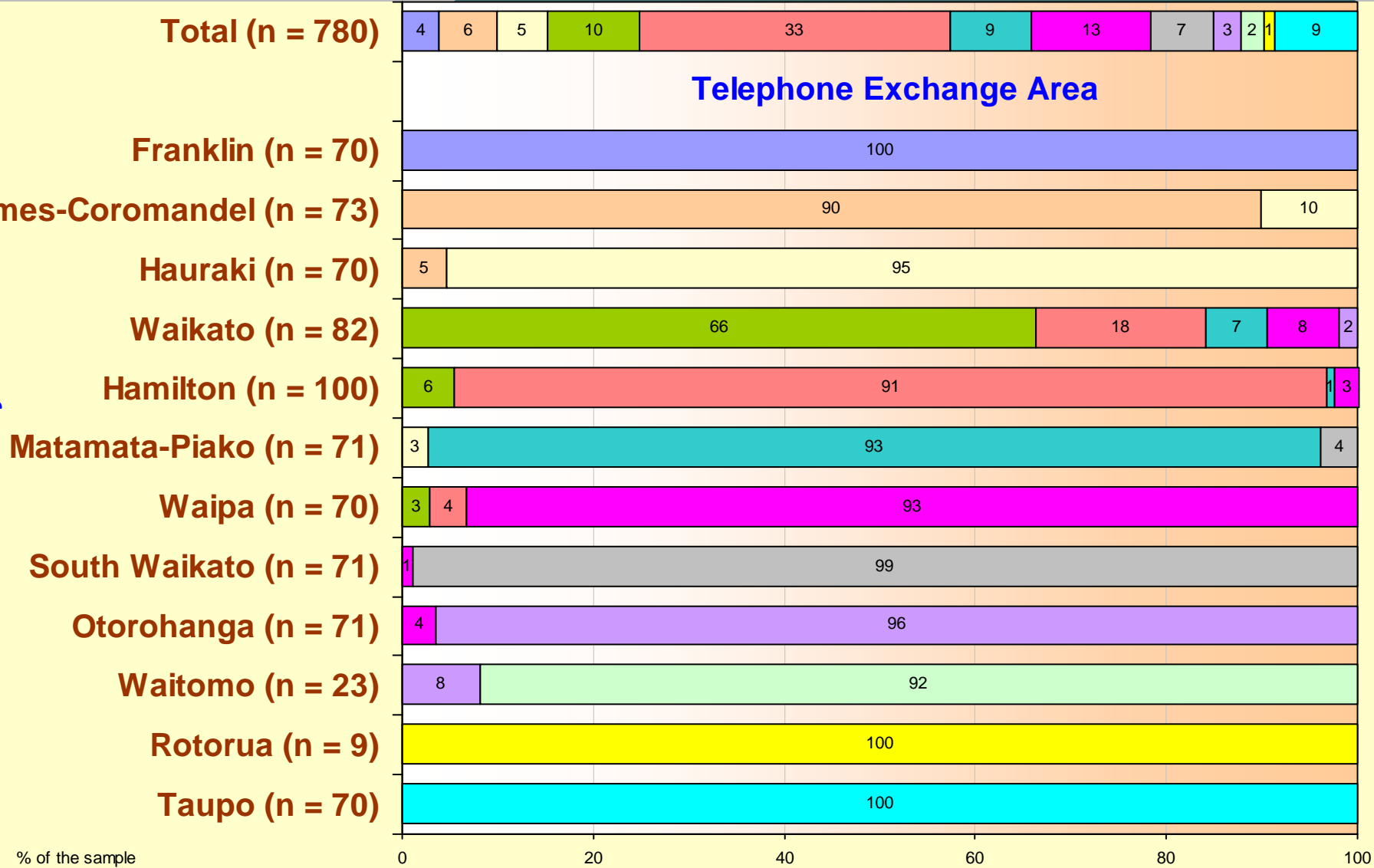
# District Definition

# Telephone Area compared to respondents area



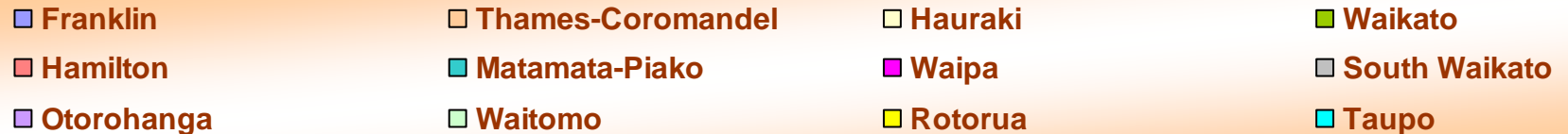
# Telephone Area versus Respondent Area by District

Respondents definition of which District they live in



% of the sample

0 20 40 60 80 100

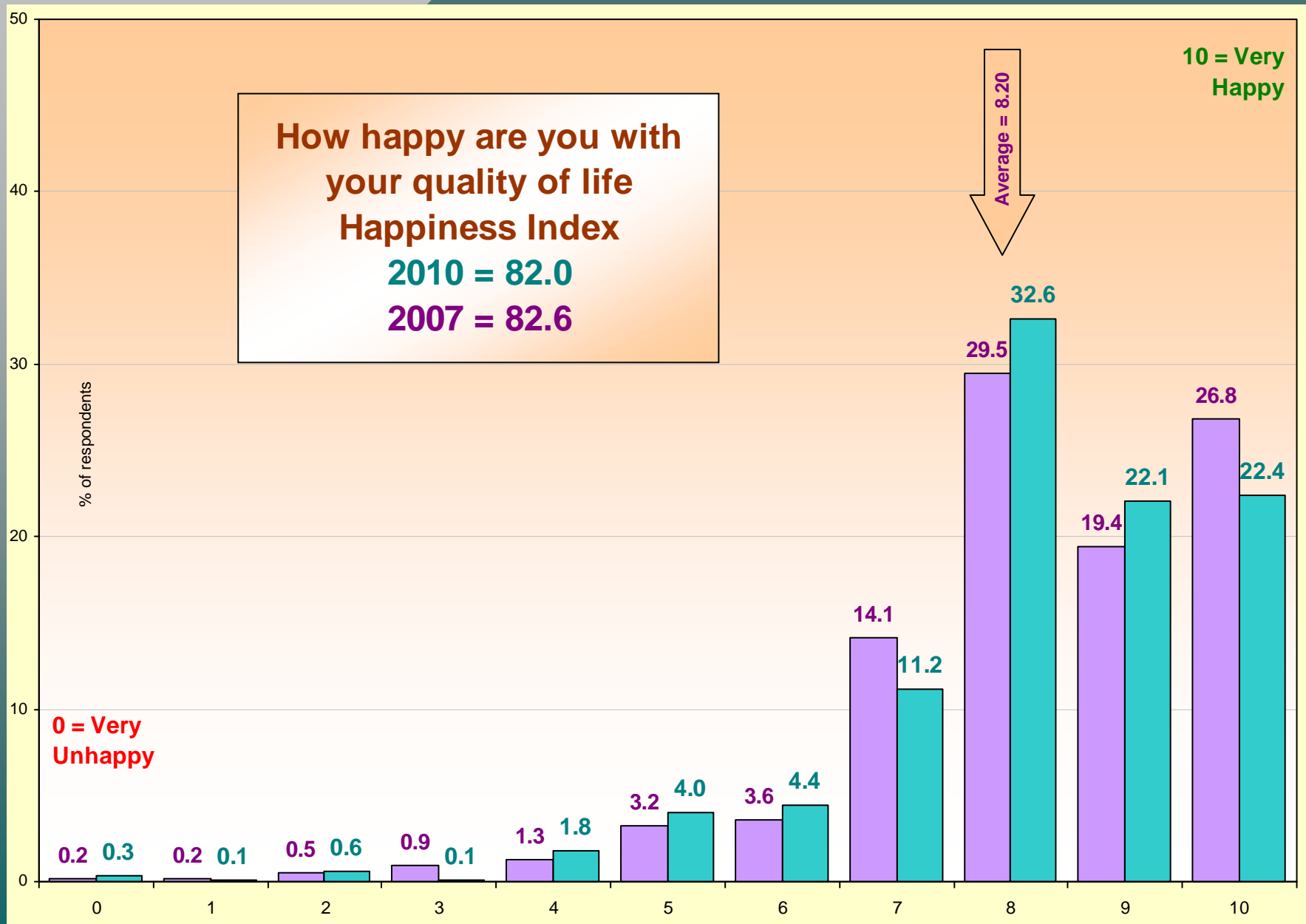


# Indexes and Scales

# Use of Scales and Indexes

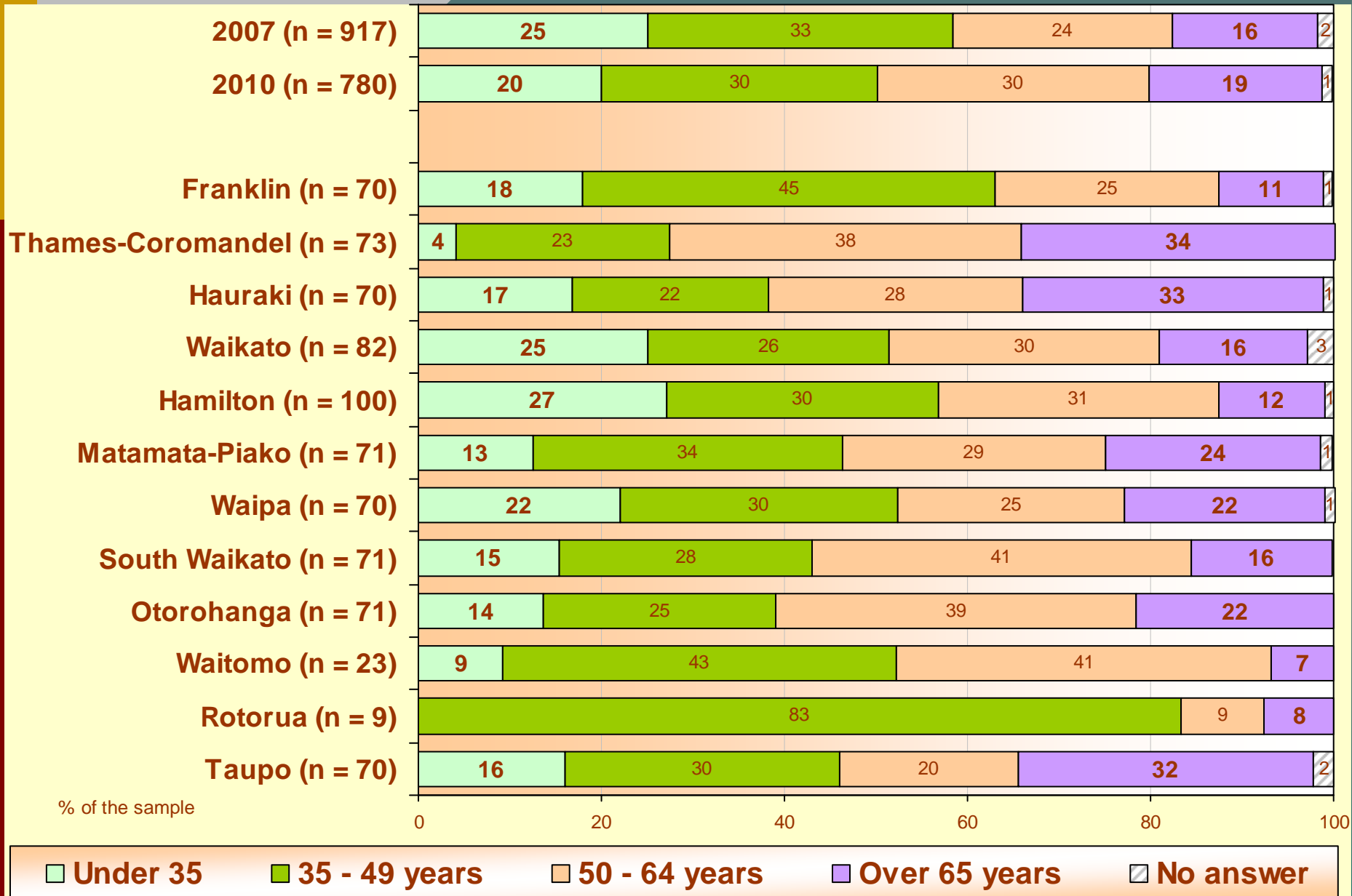
Index	Satisfaction Scale	Agreement Scale	Safeness Scale	Happiness Scale
100	Very Satisfied 10	Strongly Agree 10	Very Safe 10	Very Happy 10
90	9	9	9	9
80	8	8	8	8
70	7	7	7	7
60	6	6	6	6
50	5	Neutral 5	Neutral 5	Neutral 5
40	4	4	4	4
30	3	3	3	3
20	2	2	2	2
10	1	1	1	1
0	Very Dissatisfied 0	Strongly Disagree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

# Explanation of charts – Percent versus mean

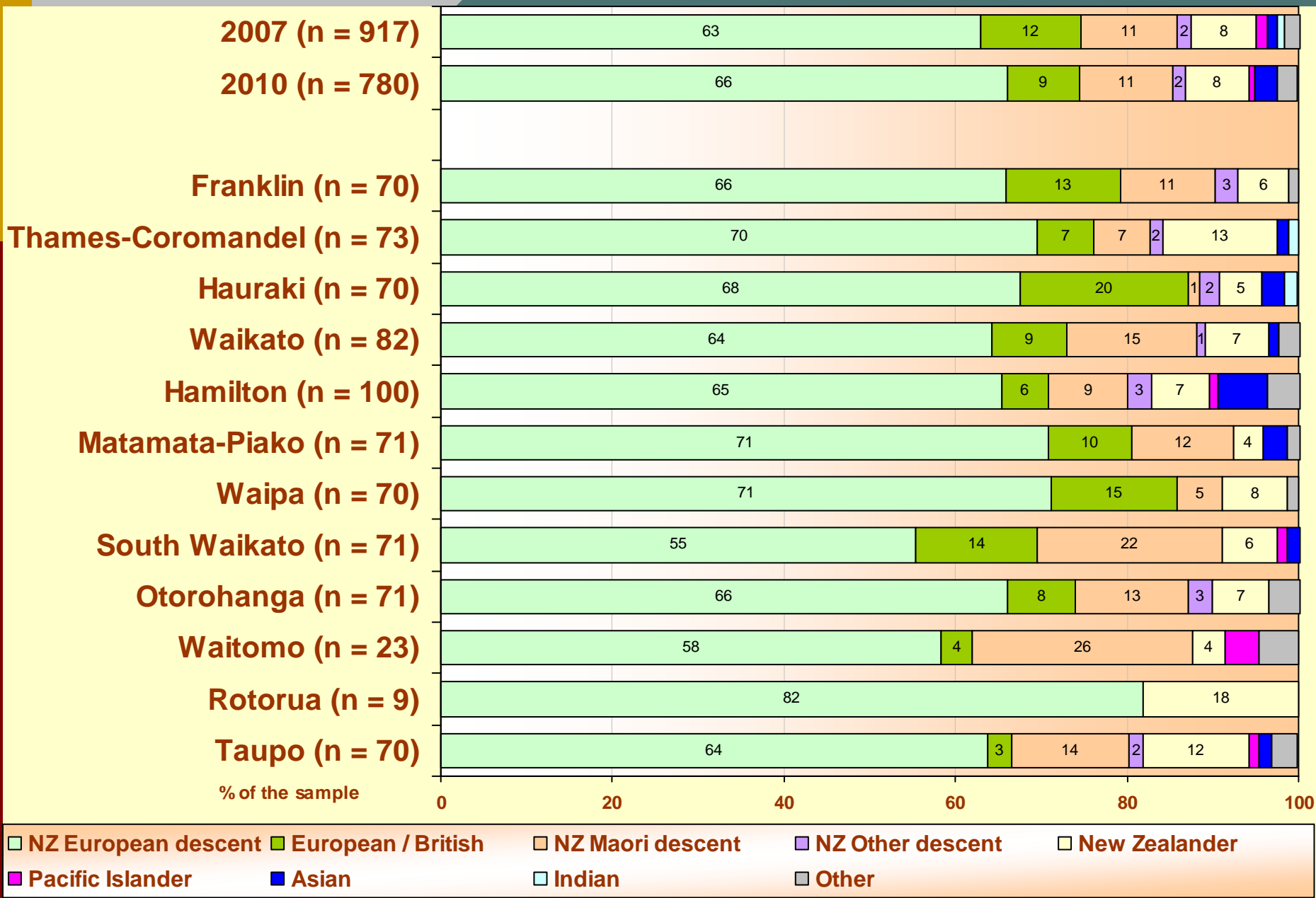


# Demographic Differences by District

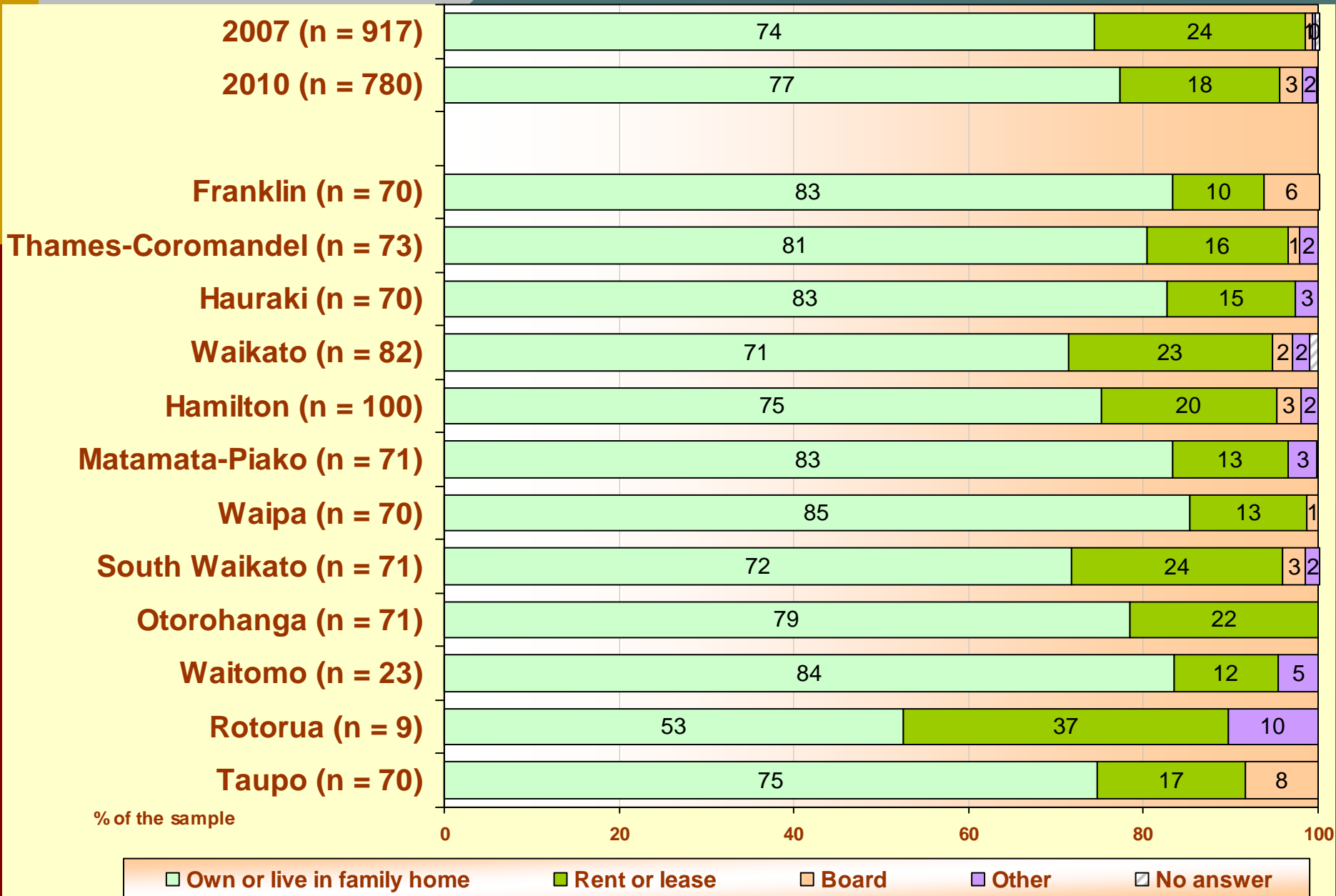
# Age of Respondents by District



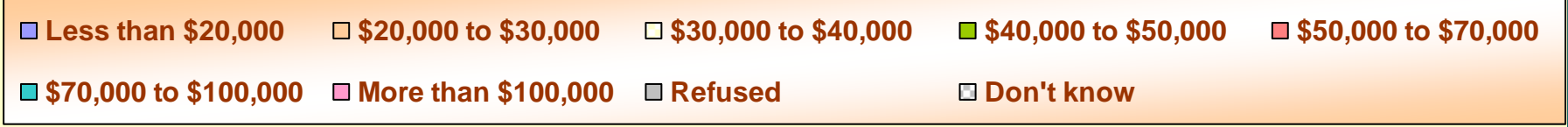
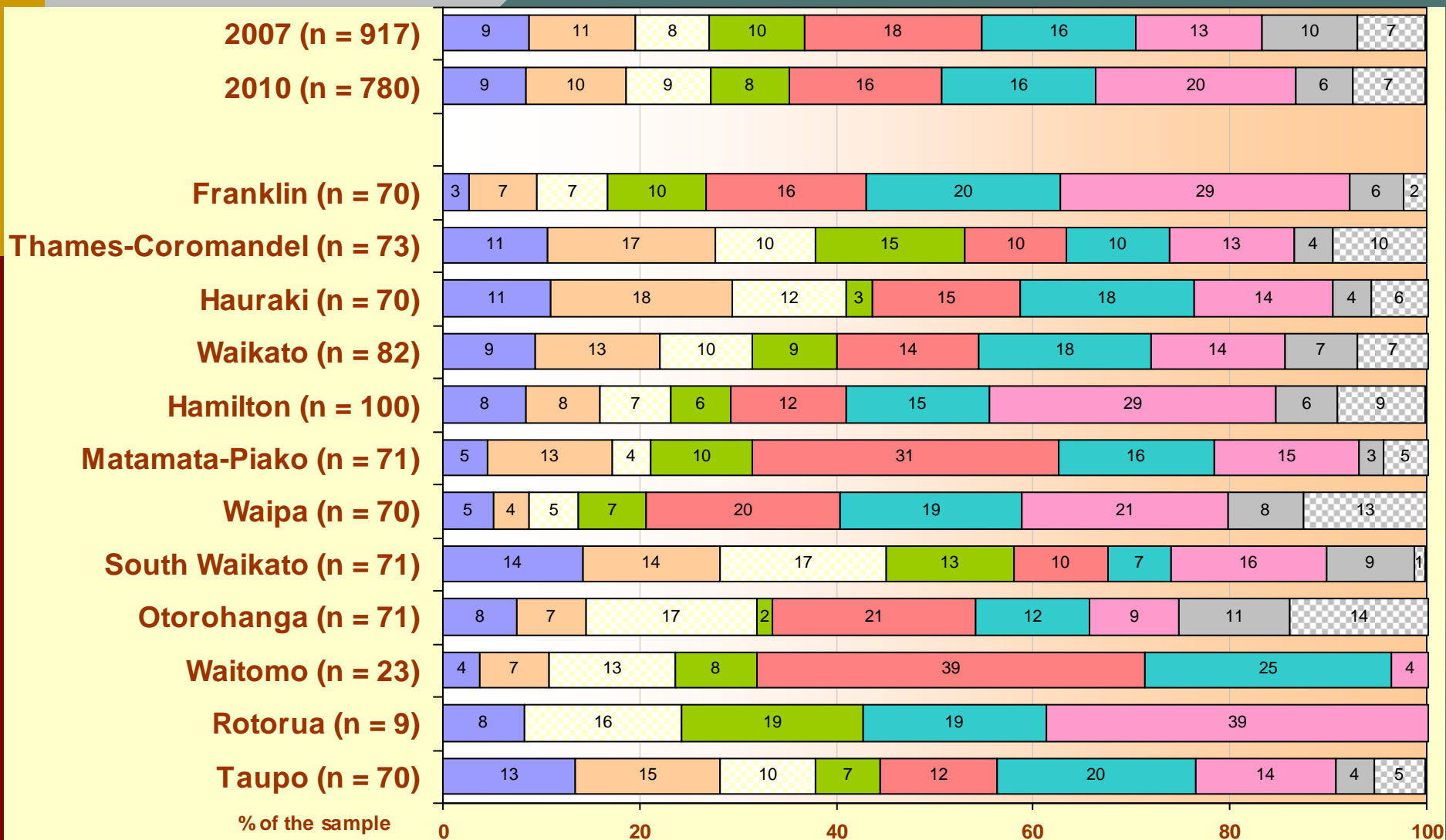
# Ethnicity of Respondents by District



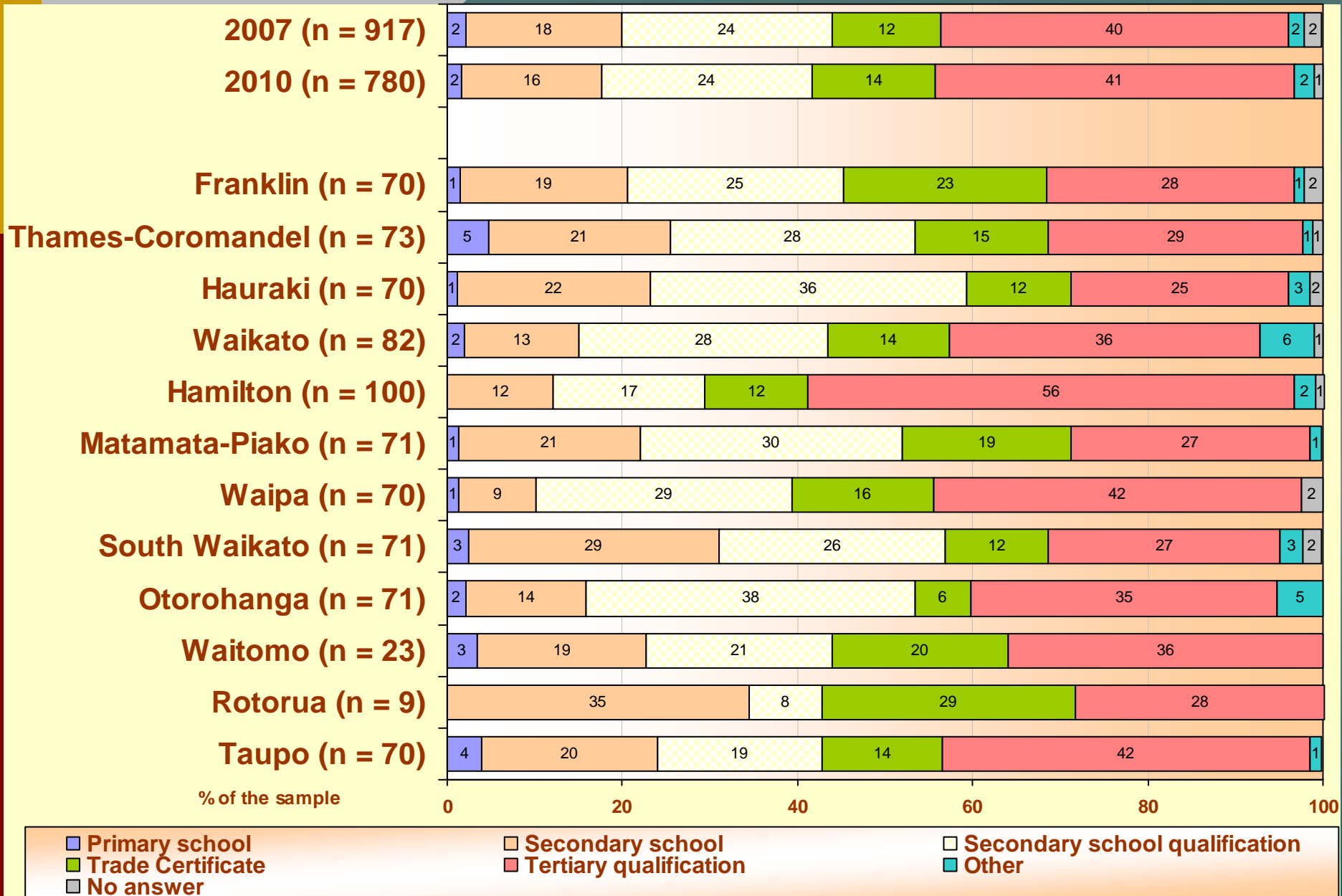
# Home Ownership by District



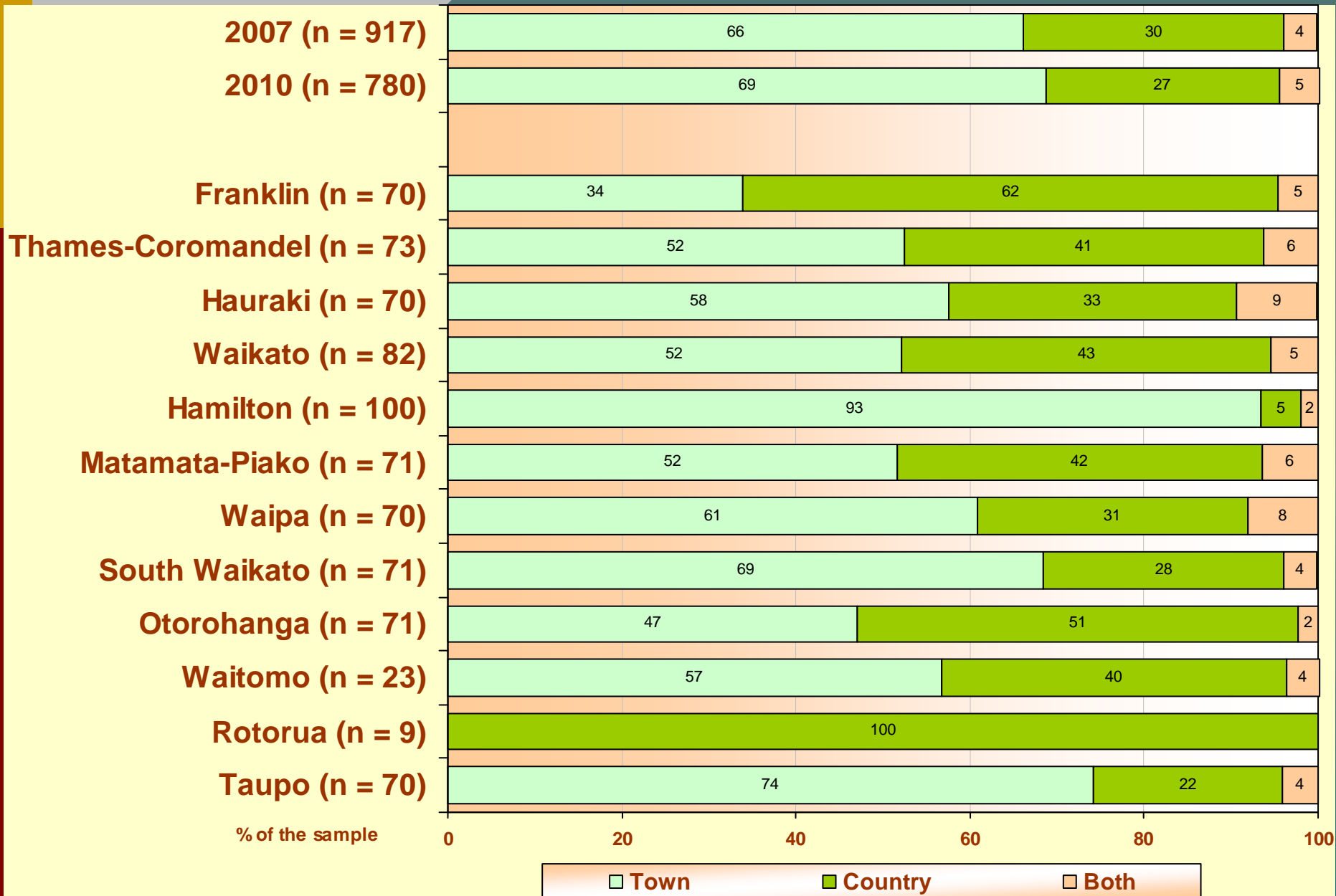
# Household Income of Respondents by District



# Education Level of Respondents by District

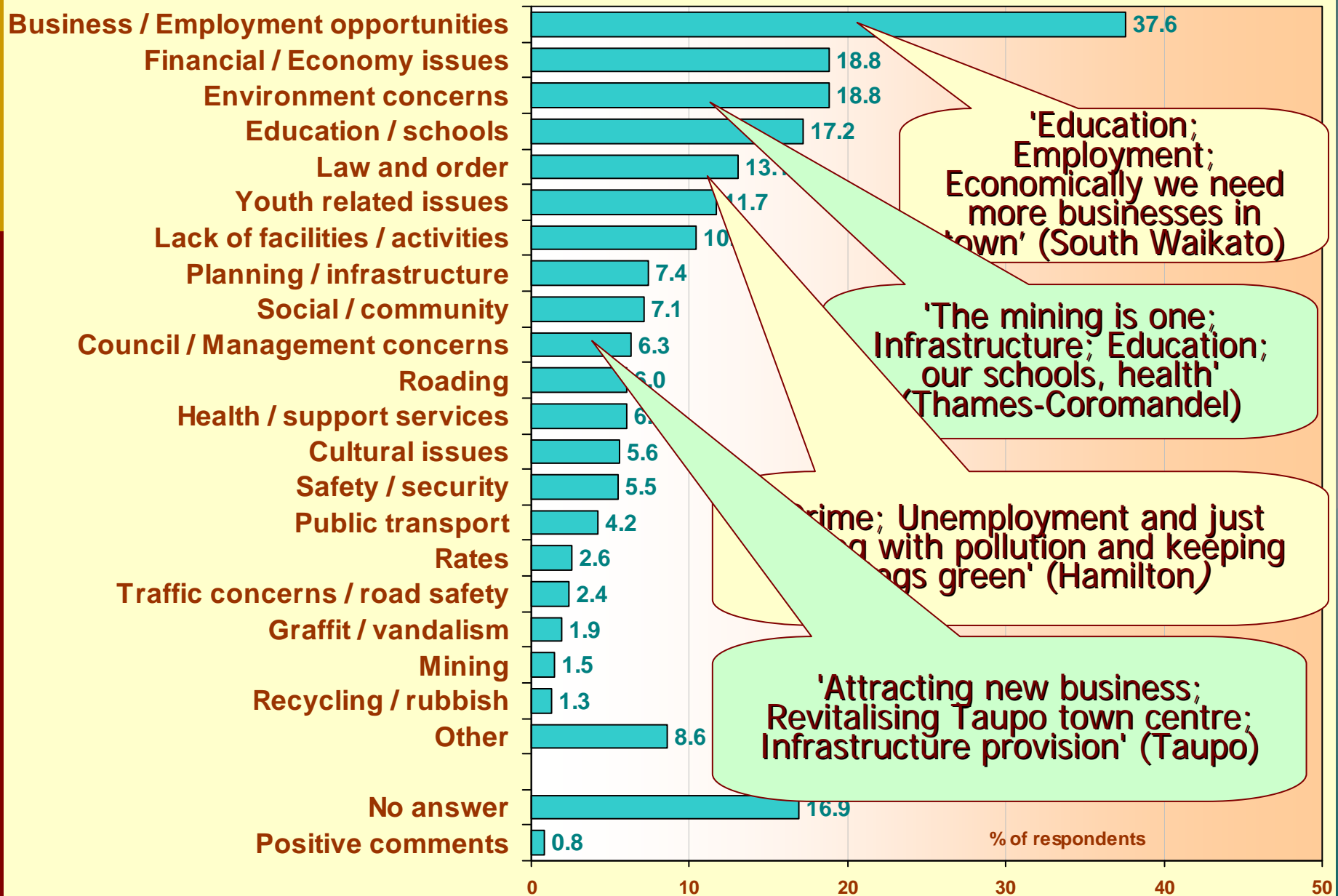


# Rural versus Urban Split by District

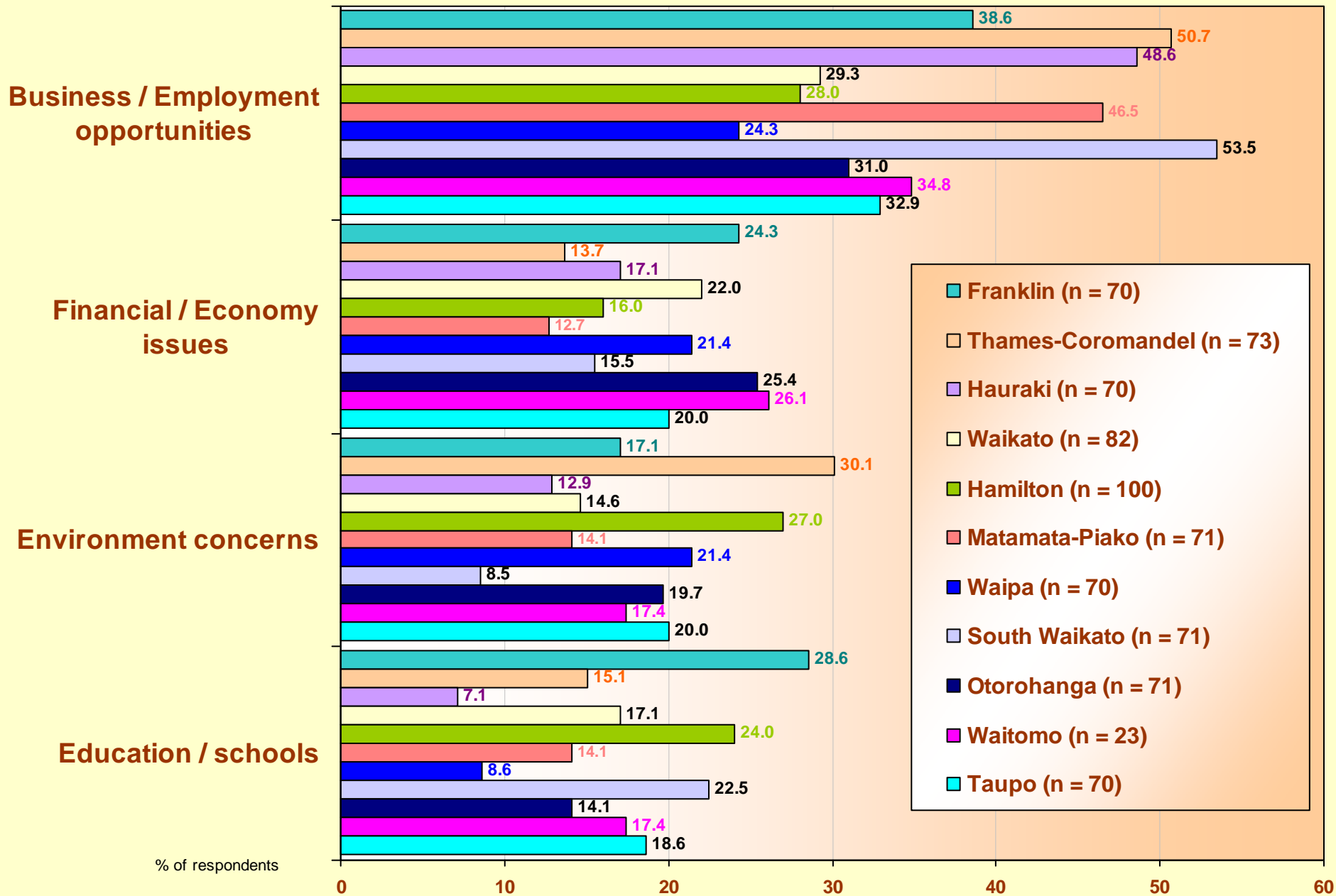


# Three biggest issues for your district

# Three biggest issues for your district

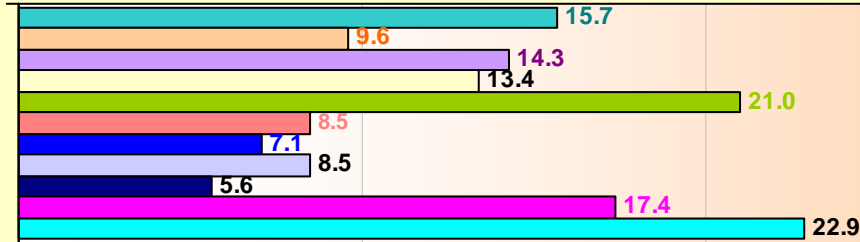


# Four main issues for your district by District

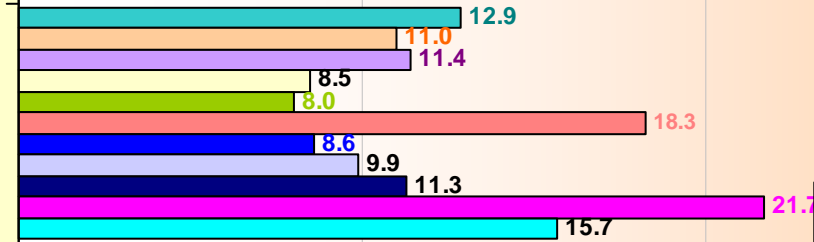


# Second tier issues for your district by District

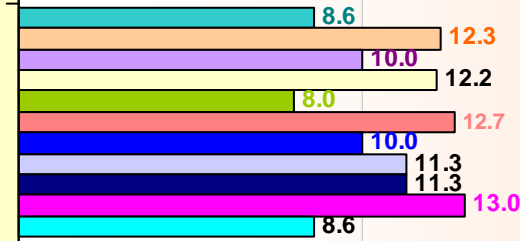
## Law and order



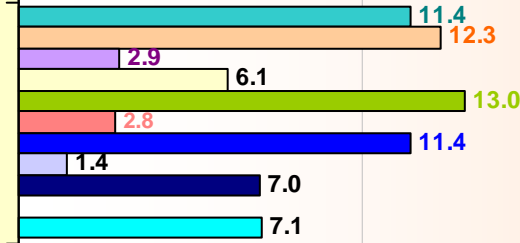
## Youth related issues



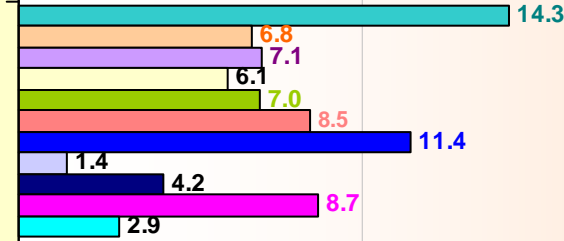
## Lack of facilities / activities



## Planning / infrastructure



## Social / community



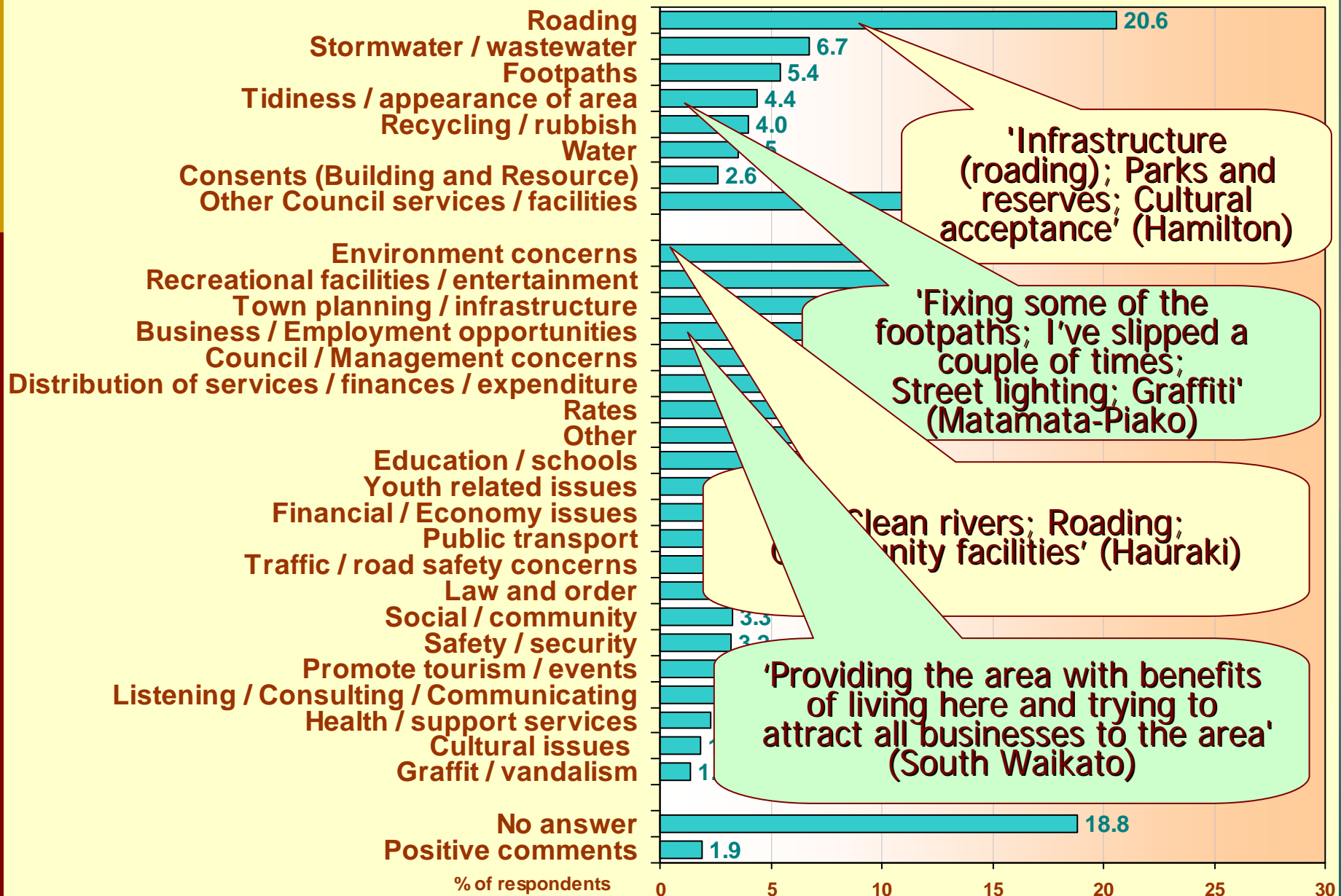
% of respondents

0 10 20 30 40

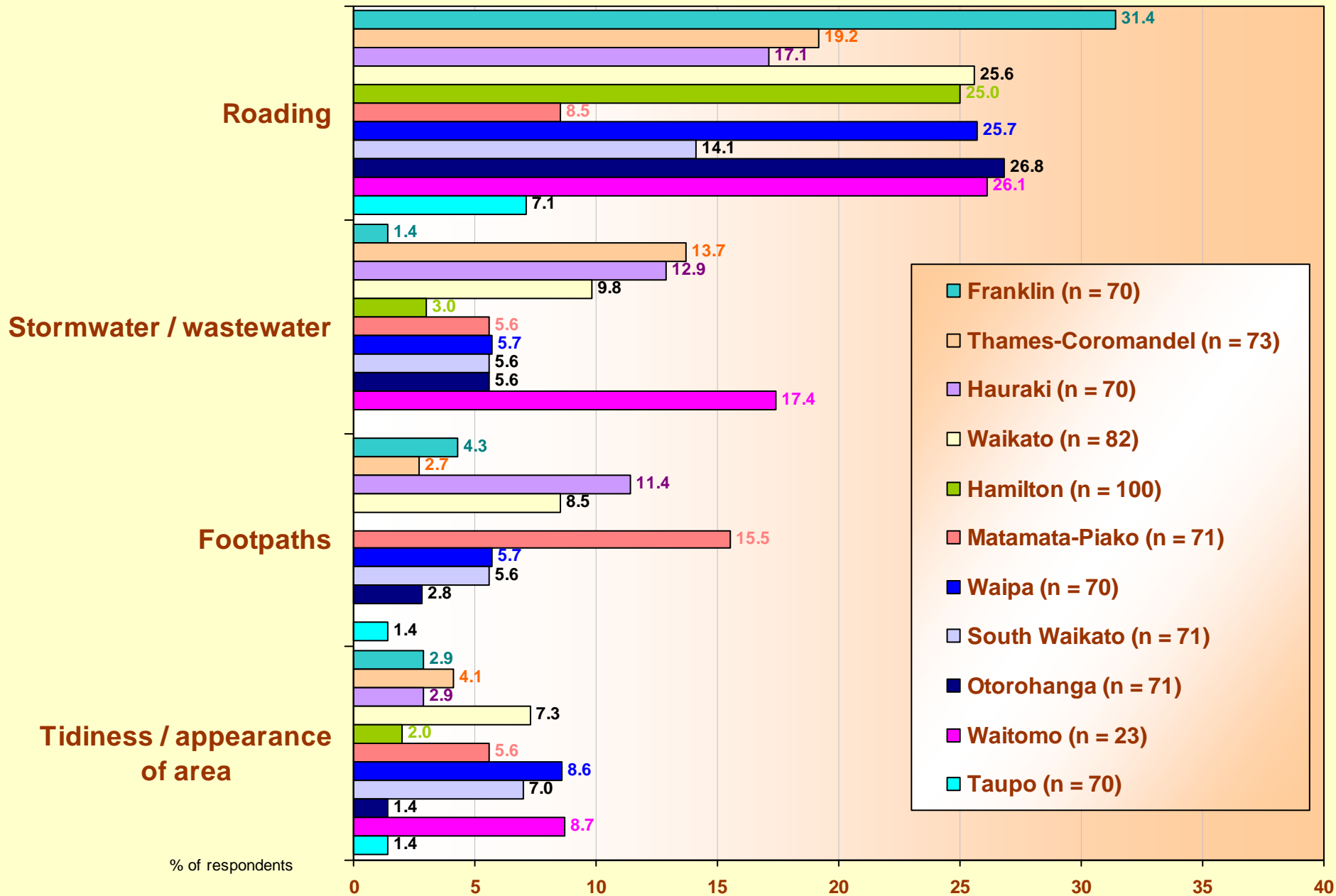
- Franklin (n = 70)
- Thames-Coromandel (n = 73)
- Hauraki (n = 70)
- Waikato (n = 82)
- Hamilton (n = 100)
- Matamata-Piako (n = 71)
- Waipa (n = 70)
- South Waikato (n = 71)
- Otorohanga (n = 71)
- Waitomo (n = 23)
- Taupo (n = 70)

# Three biggest issues Council should be looking at

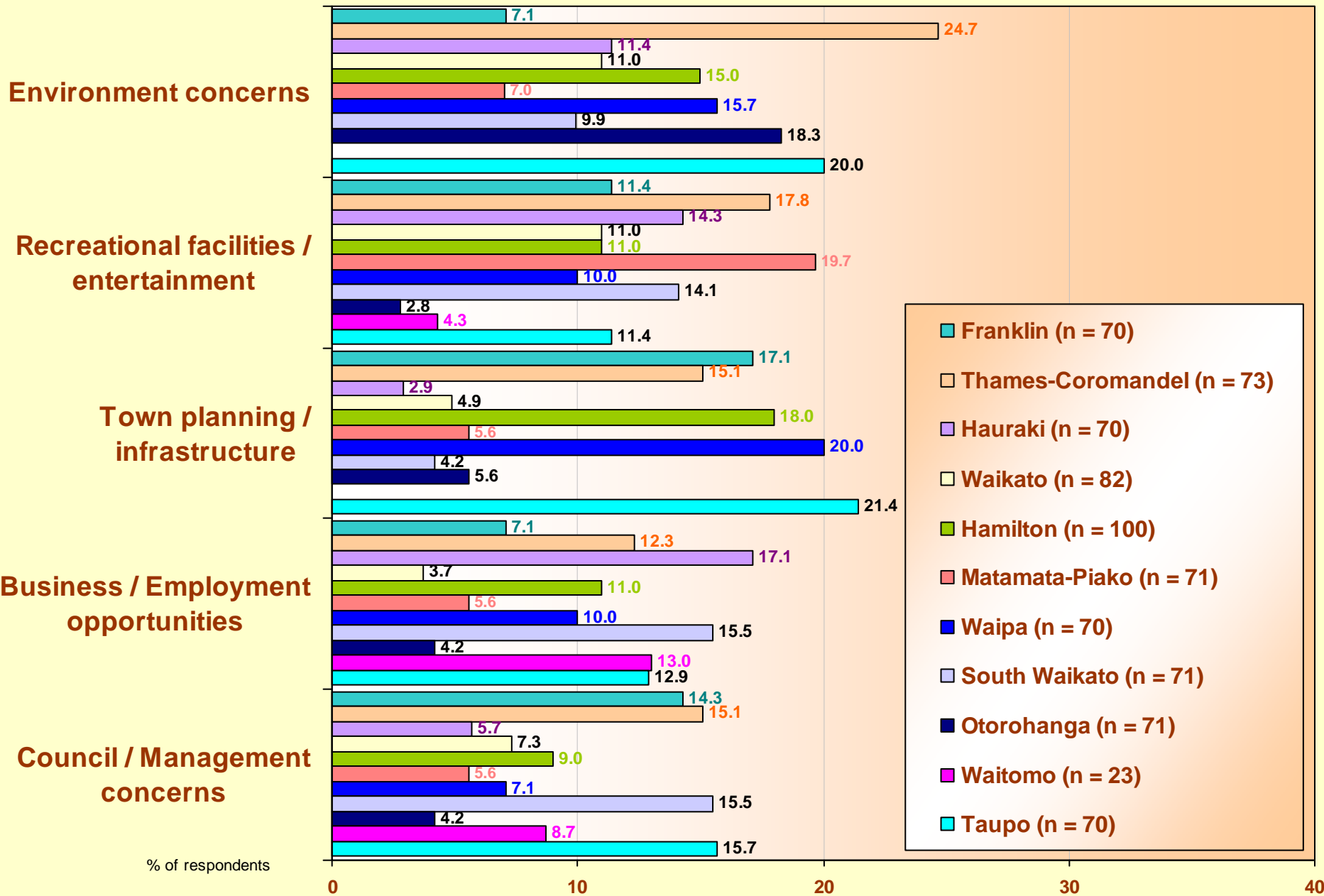
# Three biggest issues Council should be looking at



# Main specific services Council should be looking at by District

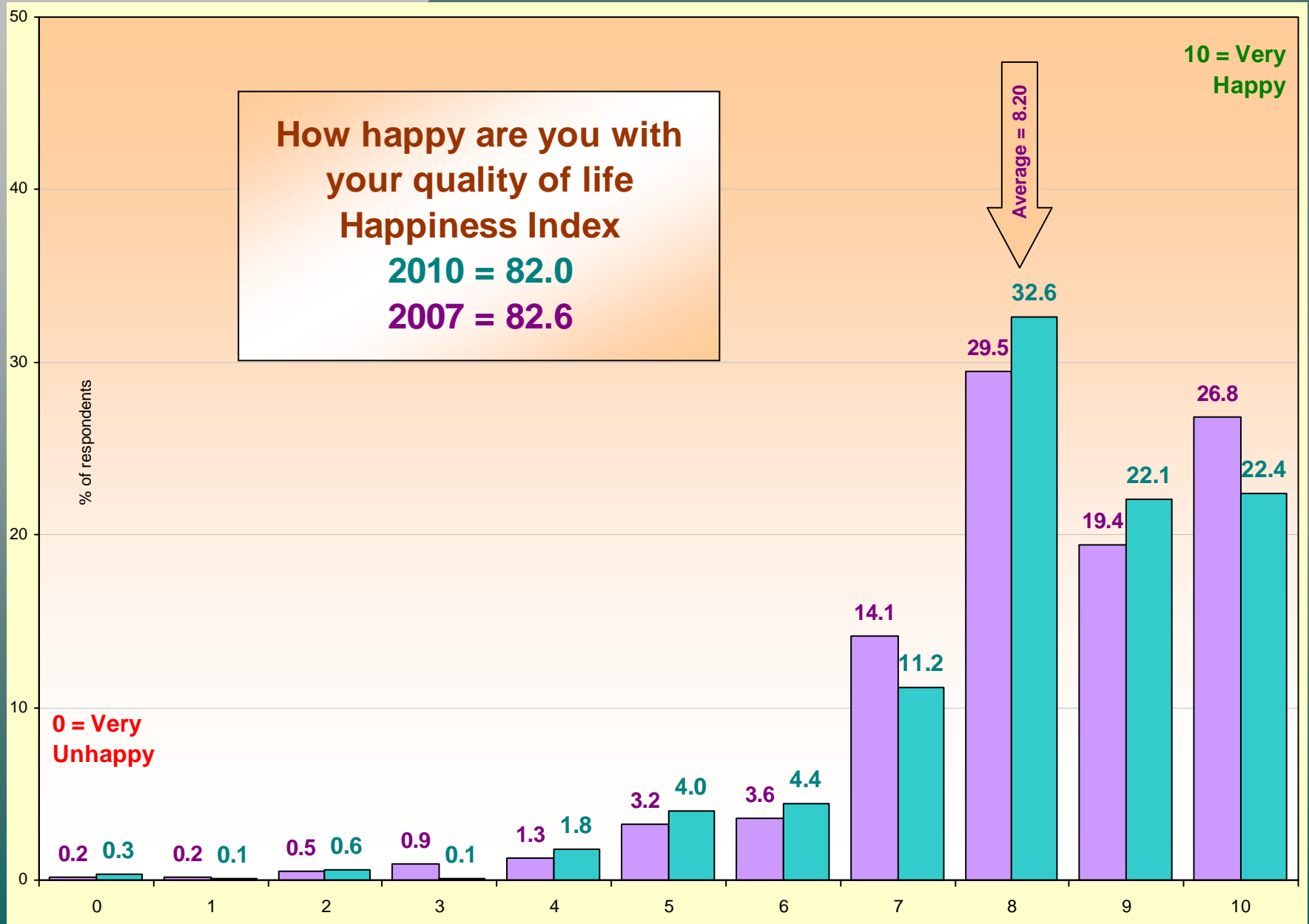


# Second tier issues Council should be looking at by District

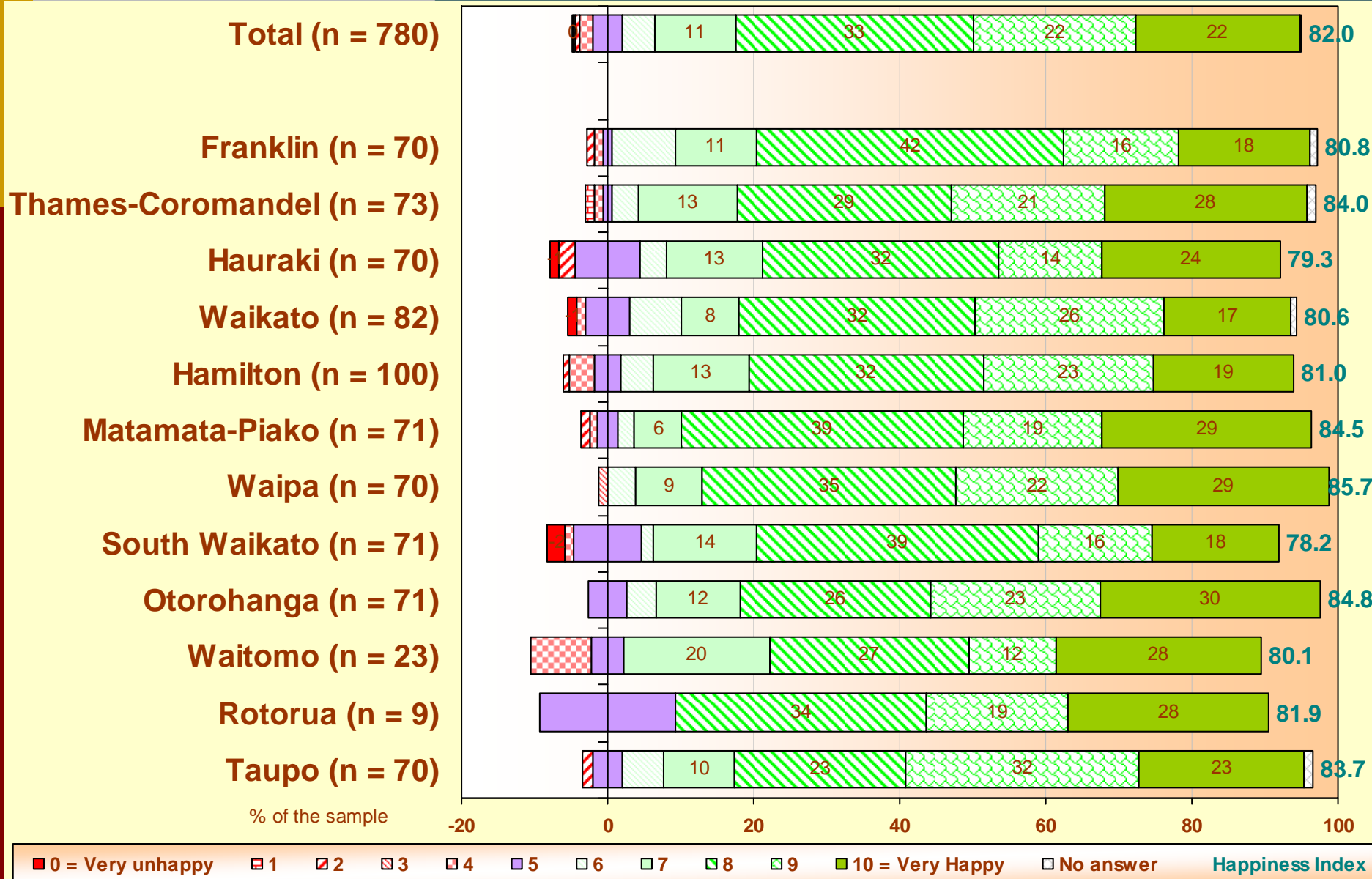


# Quality of Life

# How happy are you with your quality of life

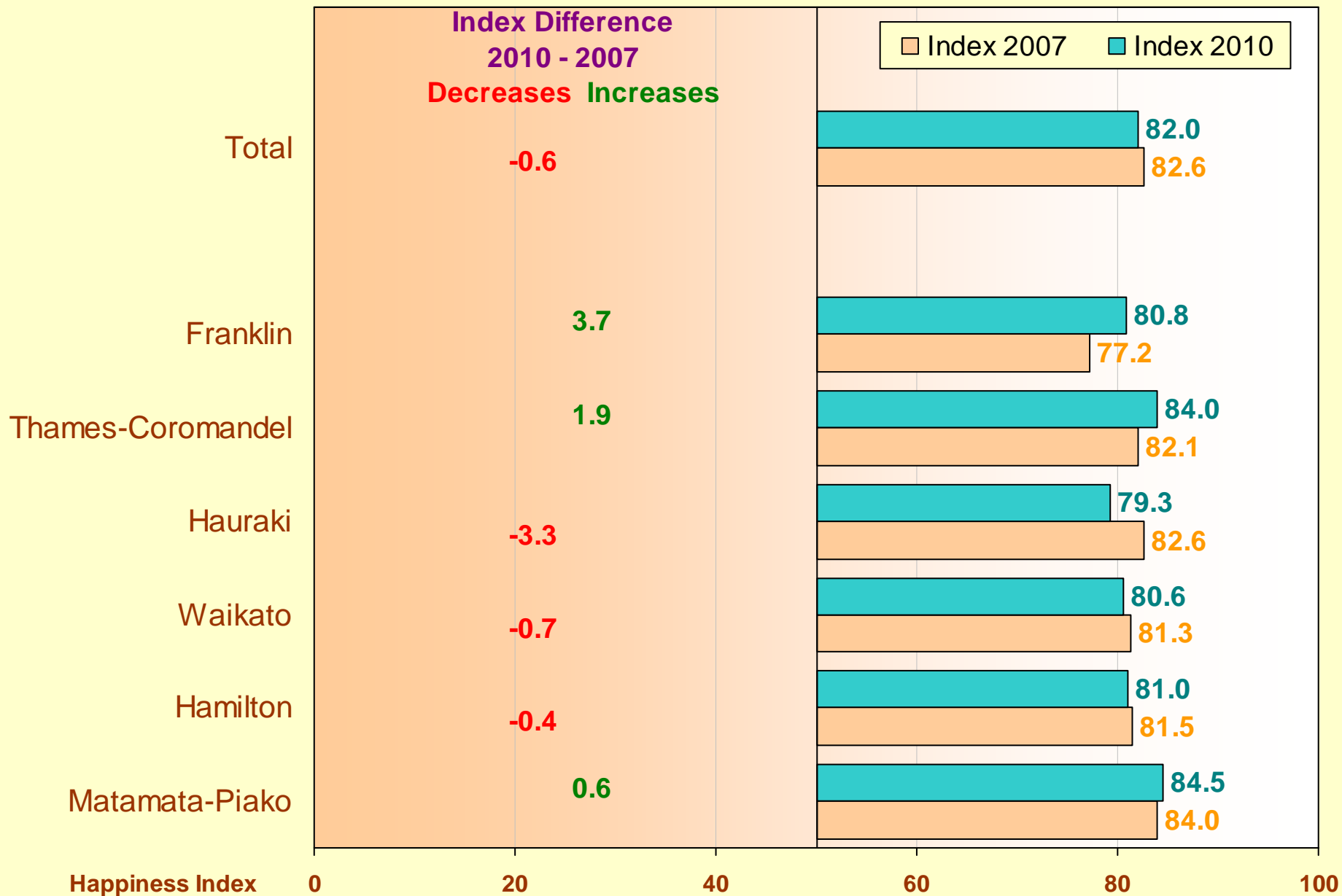


# Happiness with Quality of Life by District

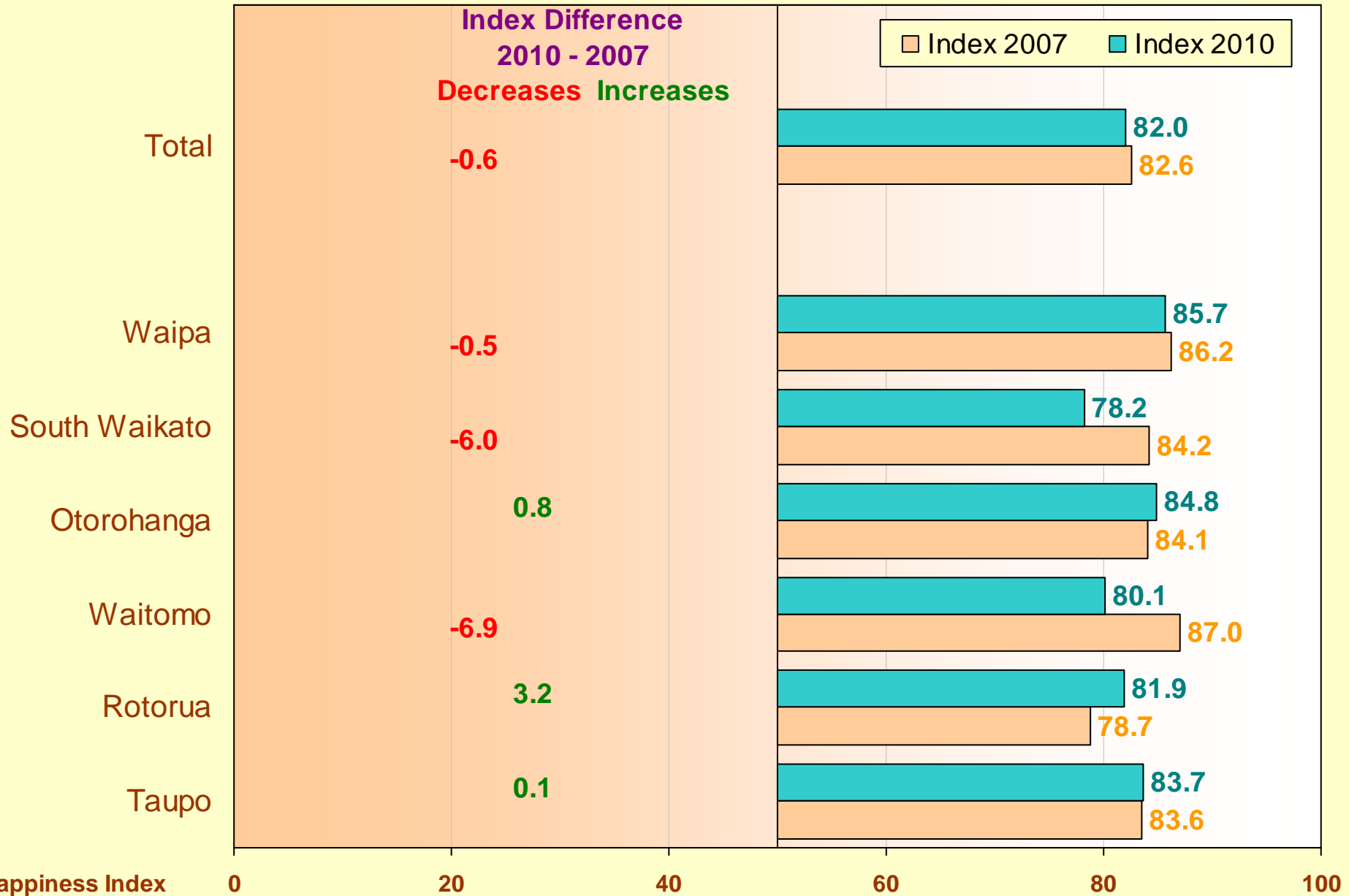


■ 0 = Very unhappy  
  1  
  2  
  3  
  4  
  5  
  6  
  7  
  8  
  9  
  10 = Very Happy  
  No answer  
 Happiness Index

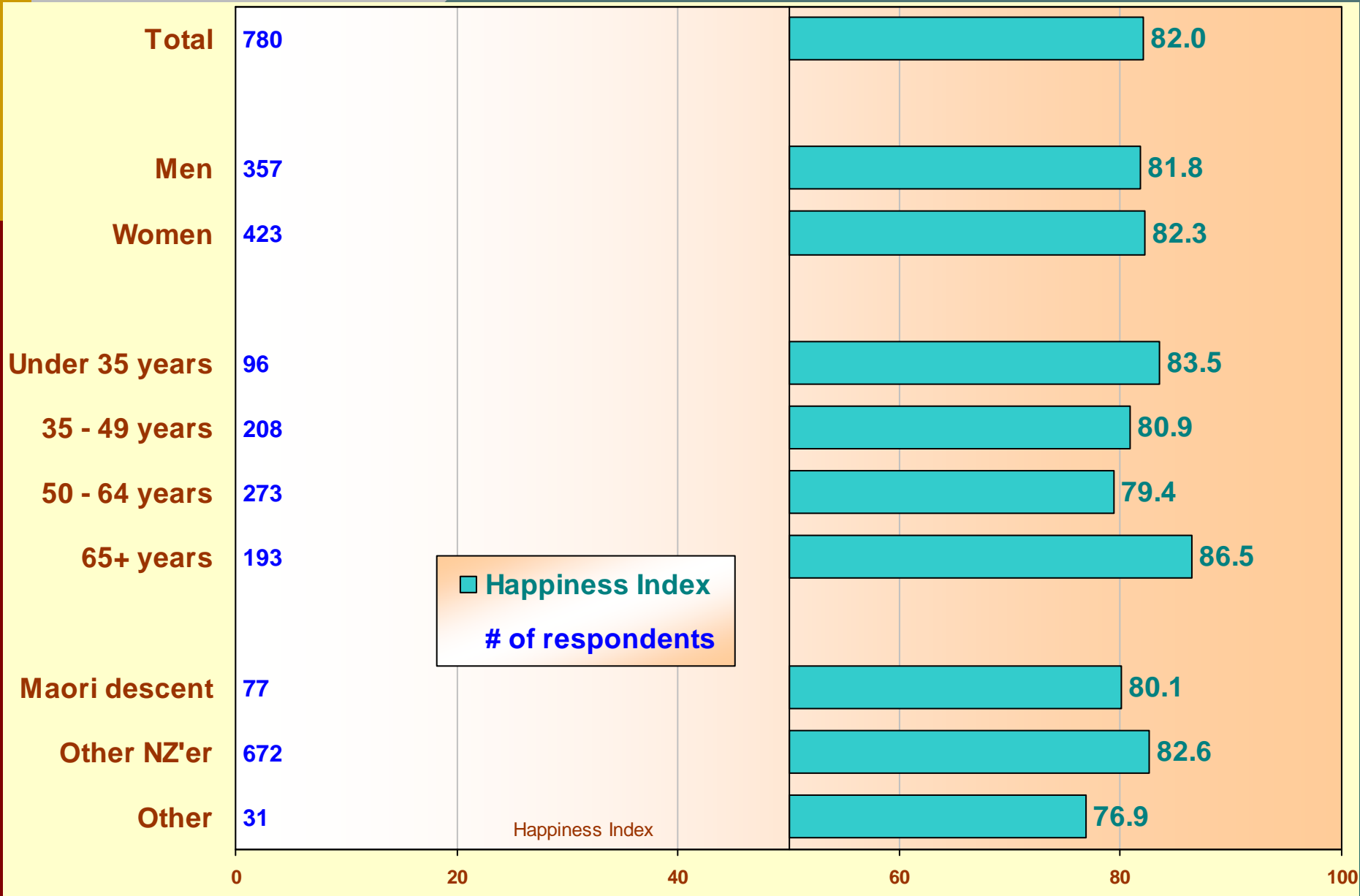
# Comparisons to 2007 by TLA



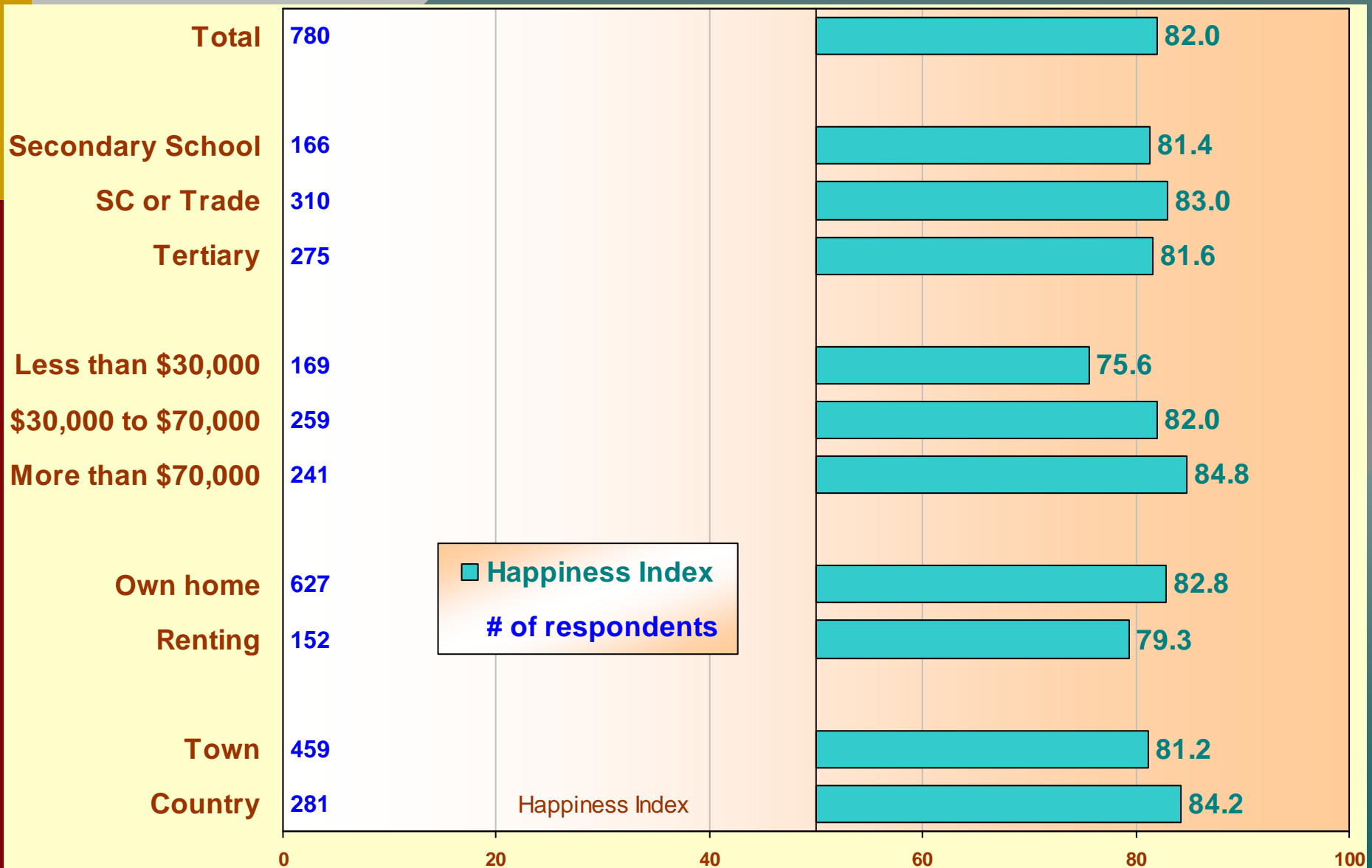
# Comparisons to 2007 by TLA



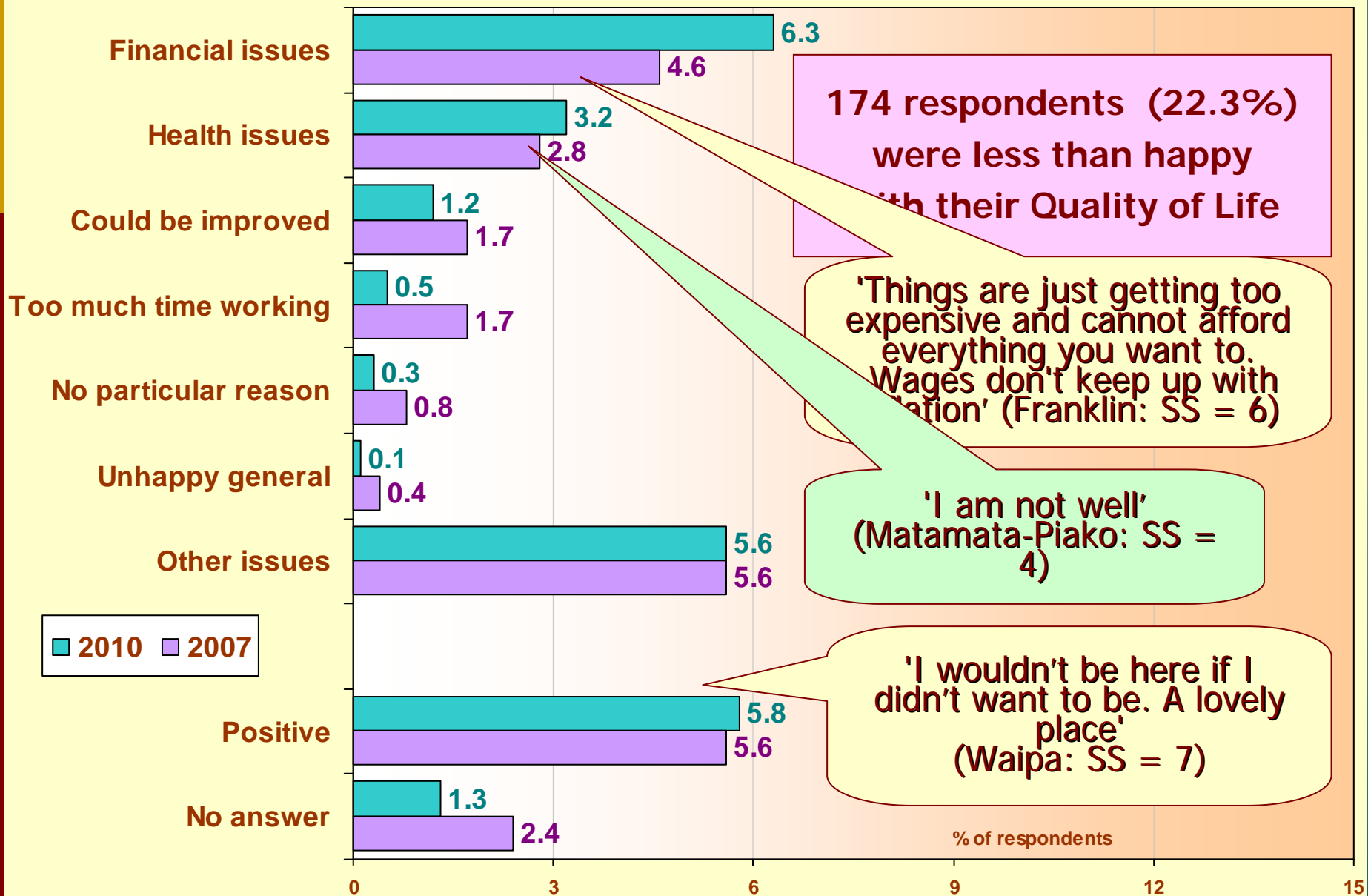
# Happiness Index by Demographics



# Happiness Index by Demographics



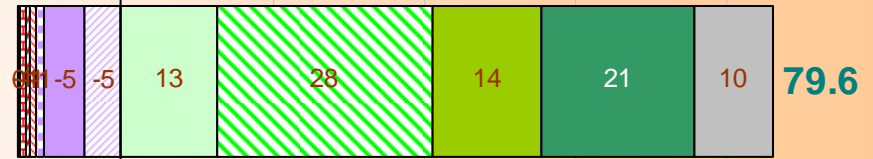
# How happy are you with your Quality of Life: Reasons for feeling this way



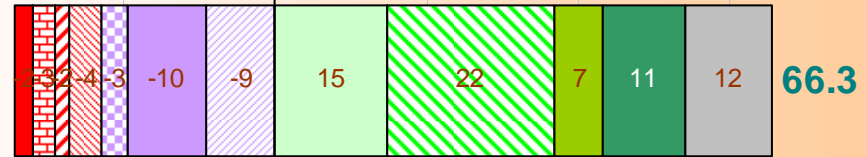
# Quality of Life Factors

Availability of primary schools

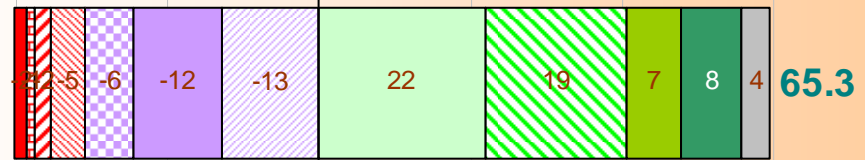
Red= Dissatisfied



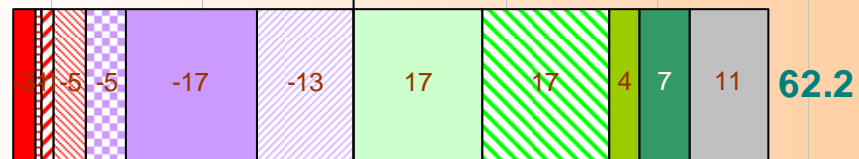
Availability of secondary schools



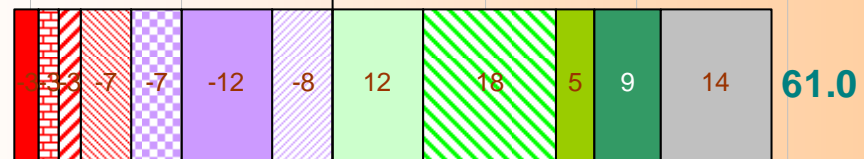
Recreational facilities / opportunities



Cultural facilities / opportunities



Availability of community / tertiary education



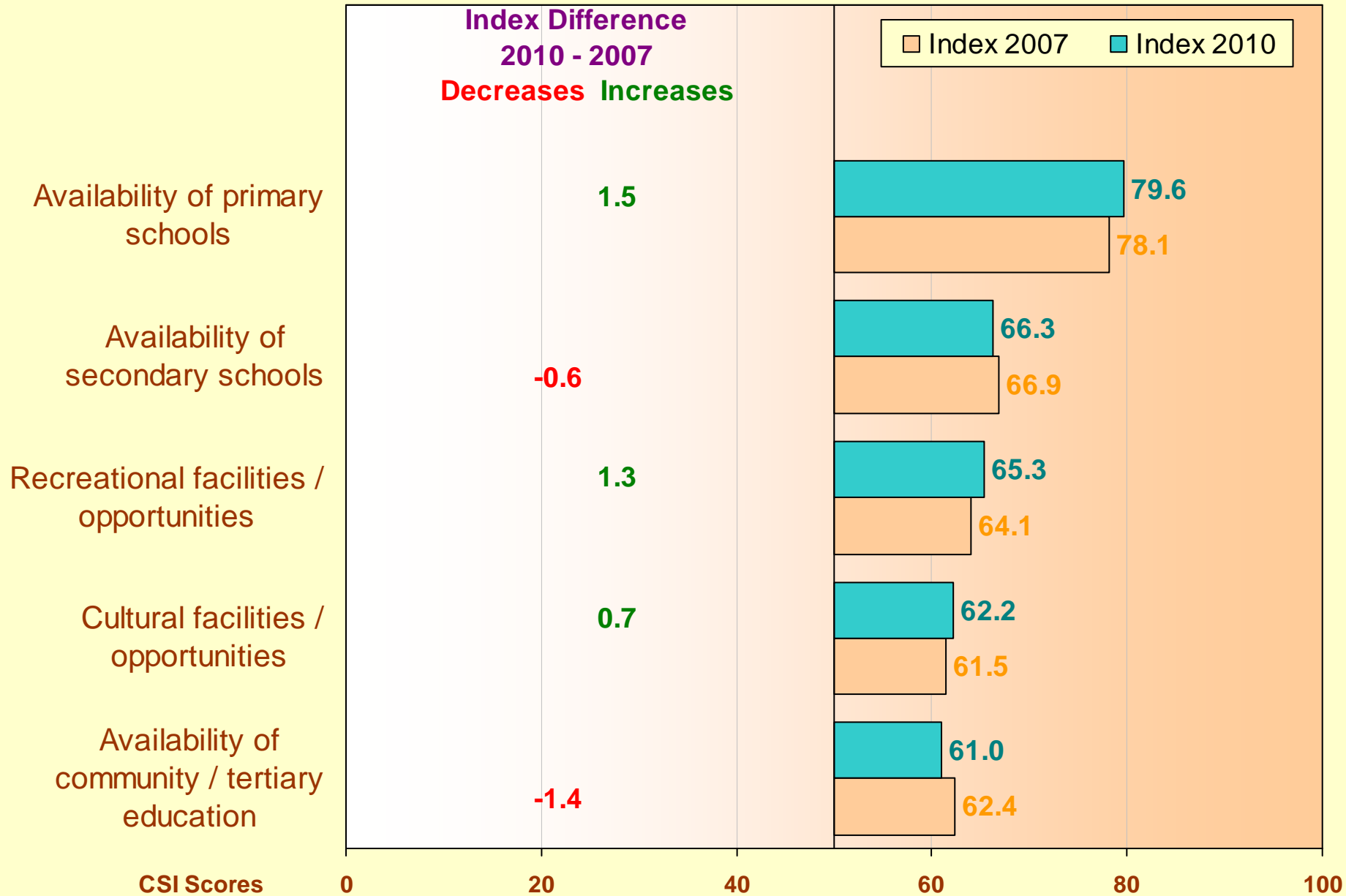
Green = Satisfied

% of respondents

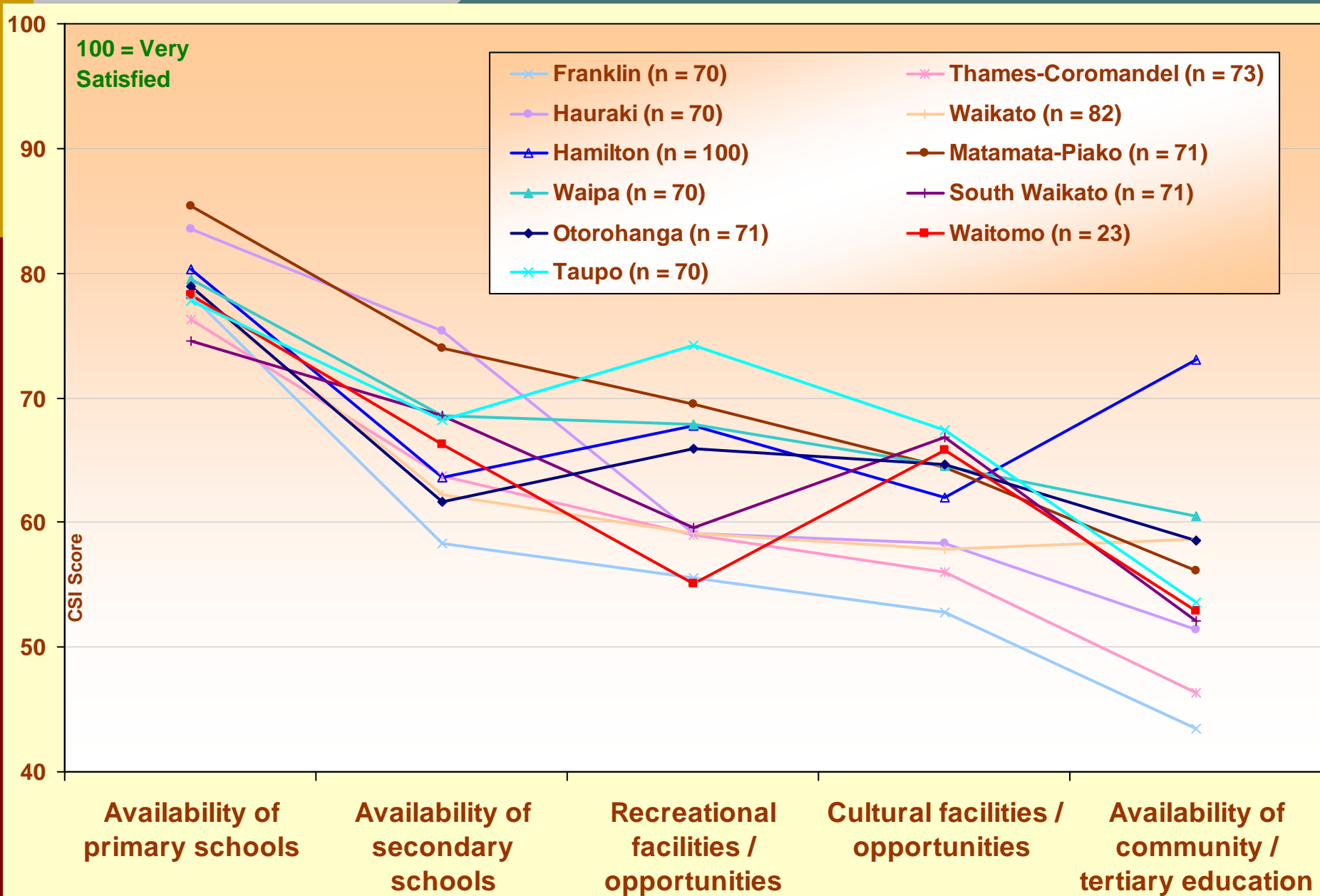
-80 -60 -40 -20 0 20 40 60 80 100

0 = Very Dissatisfied 1 2 3 4 5 6 7 8 9 10 = Very Satisfied No answer **CSI Score**

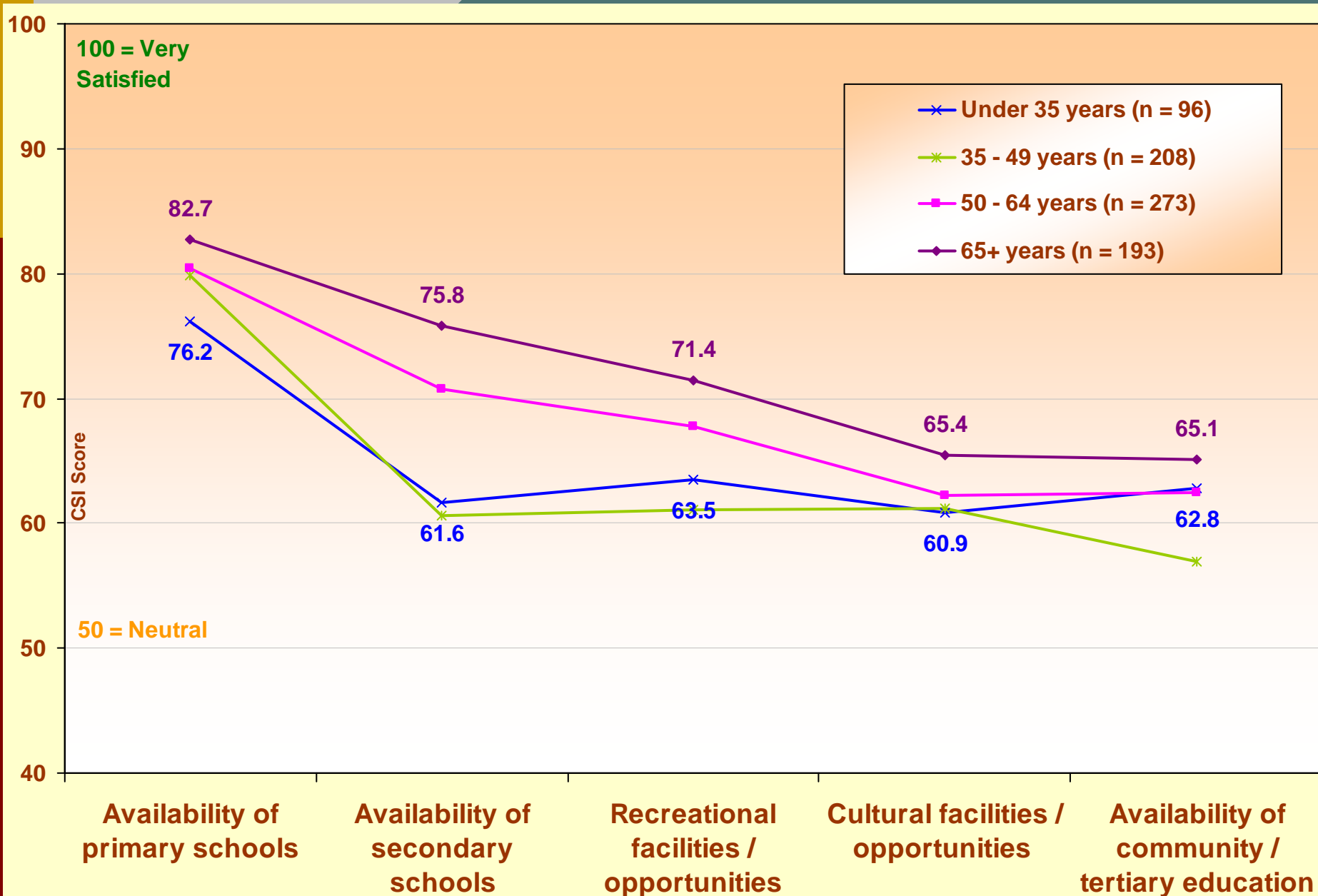
# Quality of Life Factors - Comparisons to 2007



# Quality of Life Factors by Location



# Quality of Life Factors by Age Group

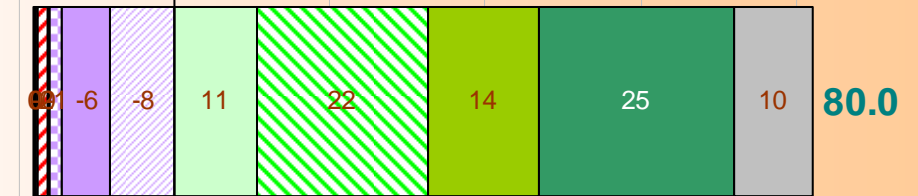


# Proximity Factors

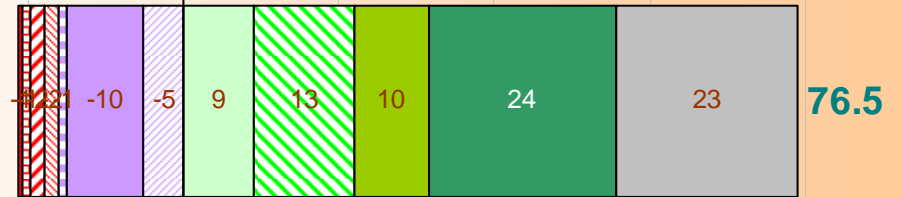
# Proximity Factors

Proximity to schools

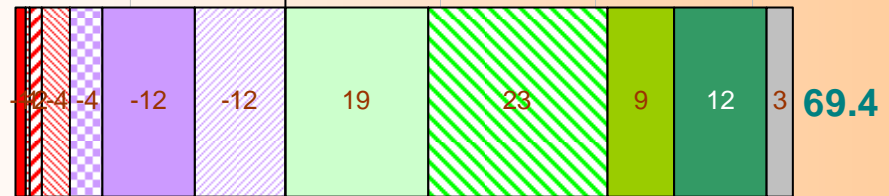
Red=  
Dissatisfied



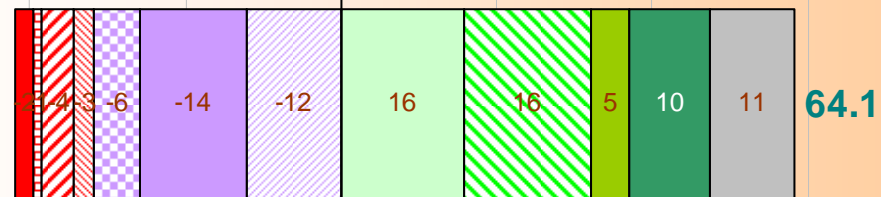
Proximity to where you work



Proximity to recreational facilities



Proximity to other educational facilities



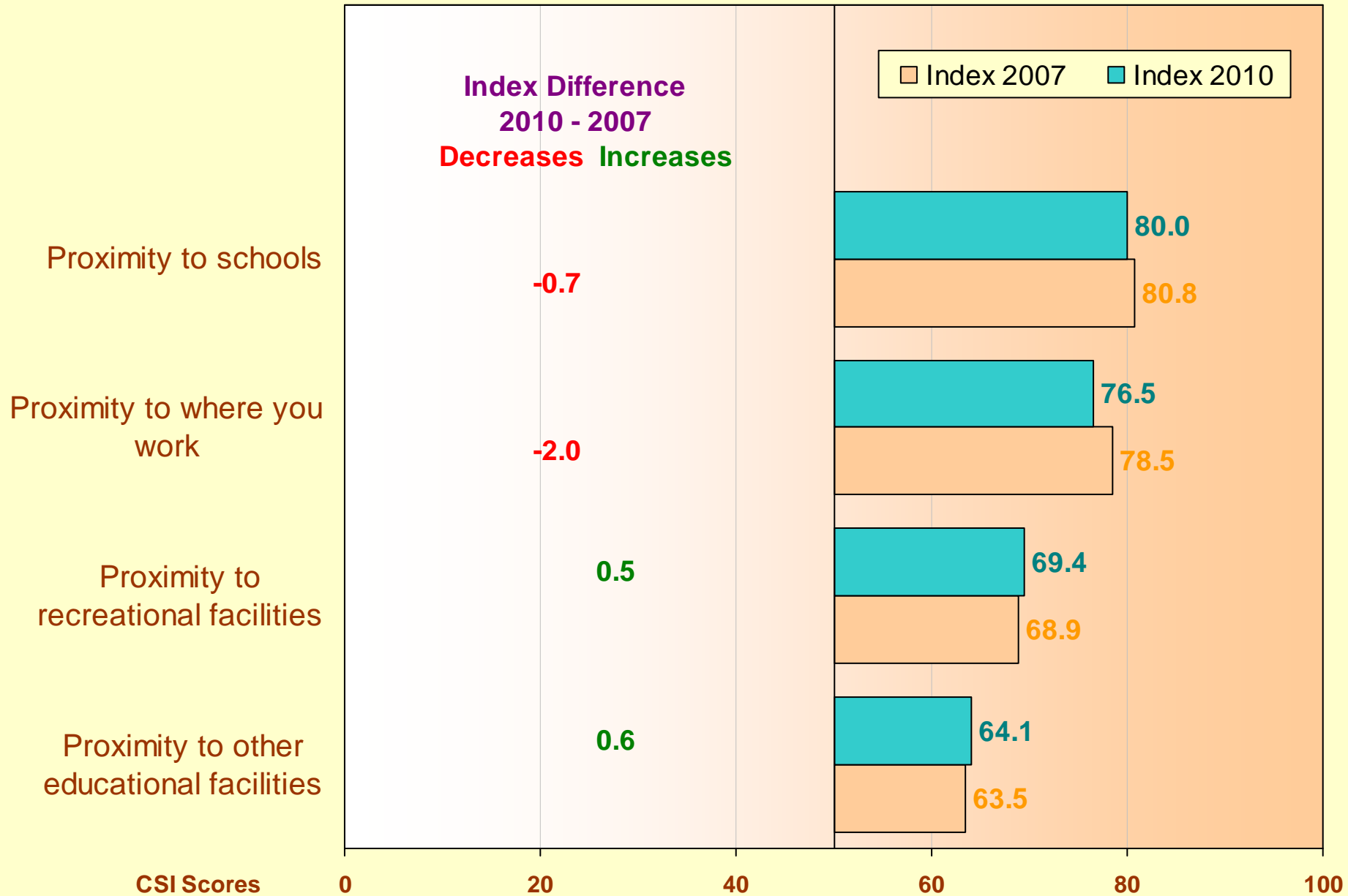
Green = Satisfied

% of respondents

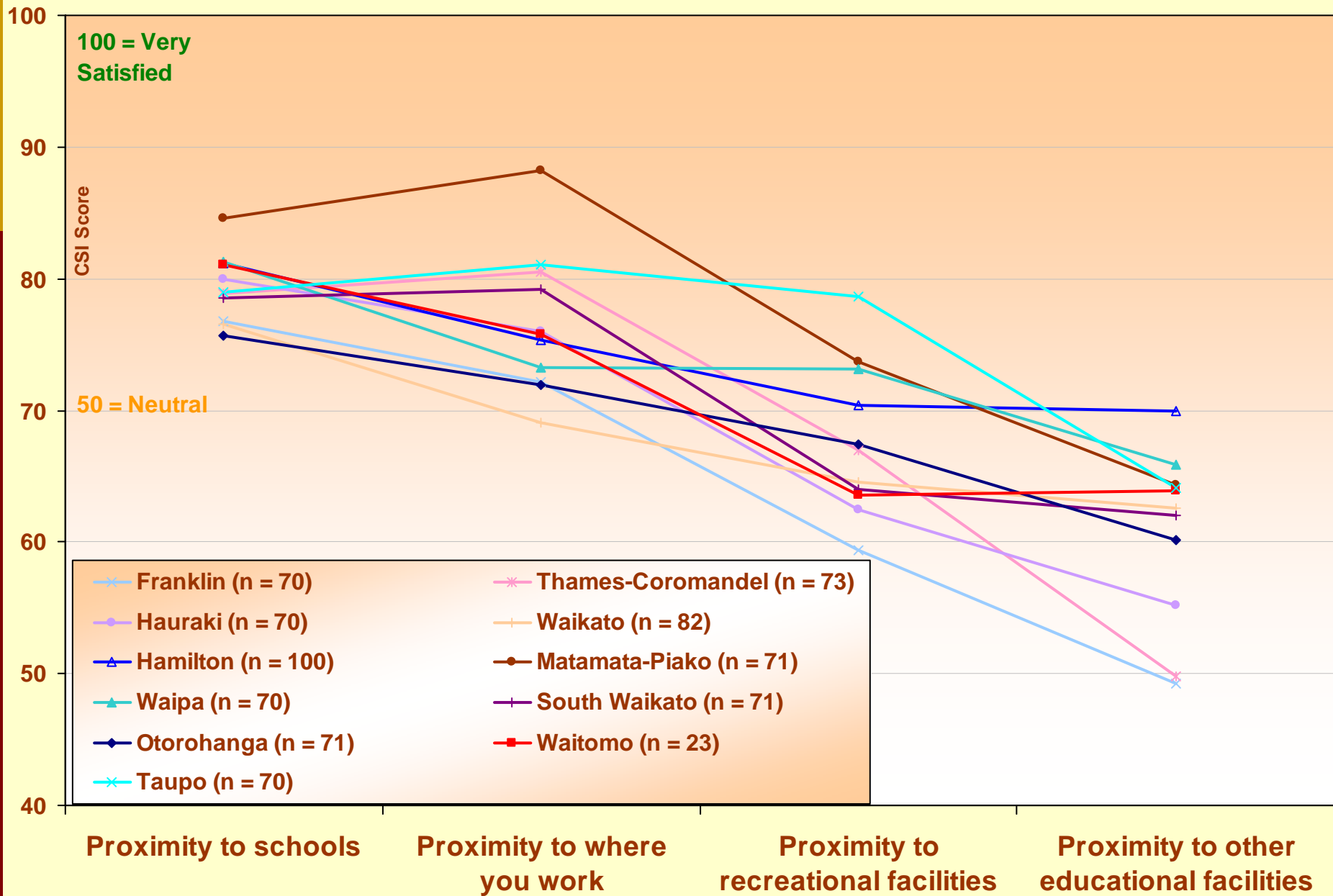
-80 -60 -40 -20 0 20 40 60 80 100

0 = Very Dissatisfied 1 2 3 4 5 6 7 8 9 10 = Very Satisfied No answer **CSI Score**

# Proximity Factors - Comparisons to 2007



# Proximity Factors by Location

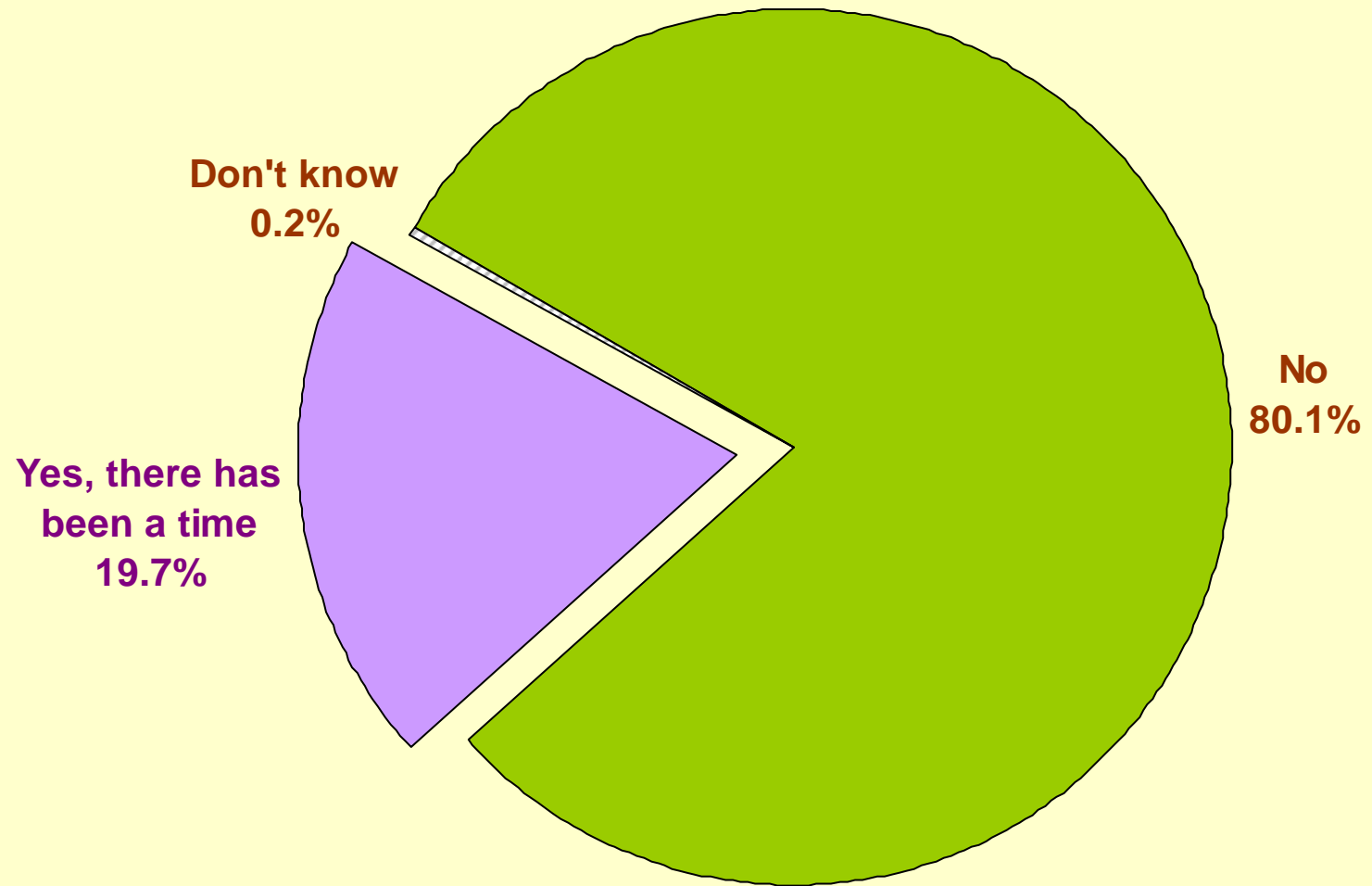


# Proximity Factors by Happiness with Quality of Life

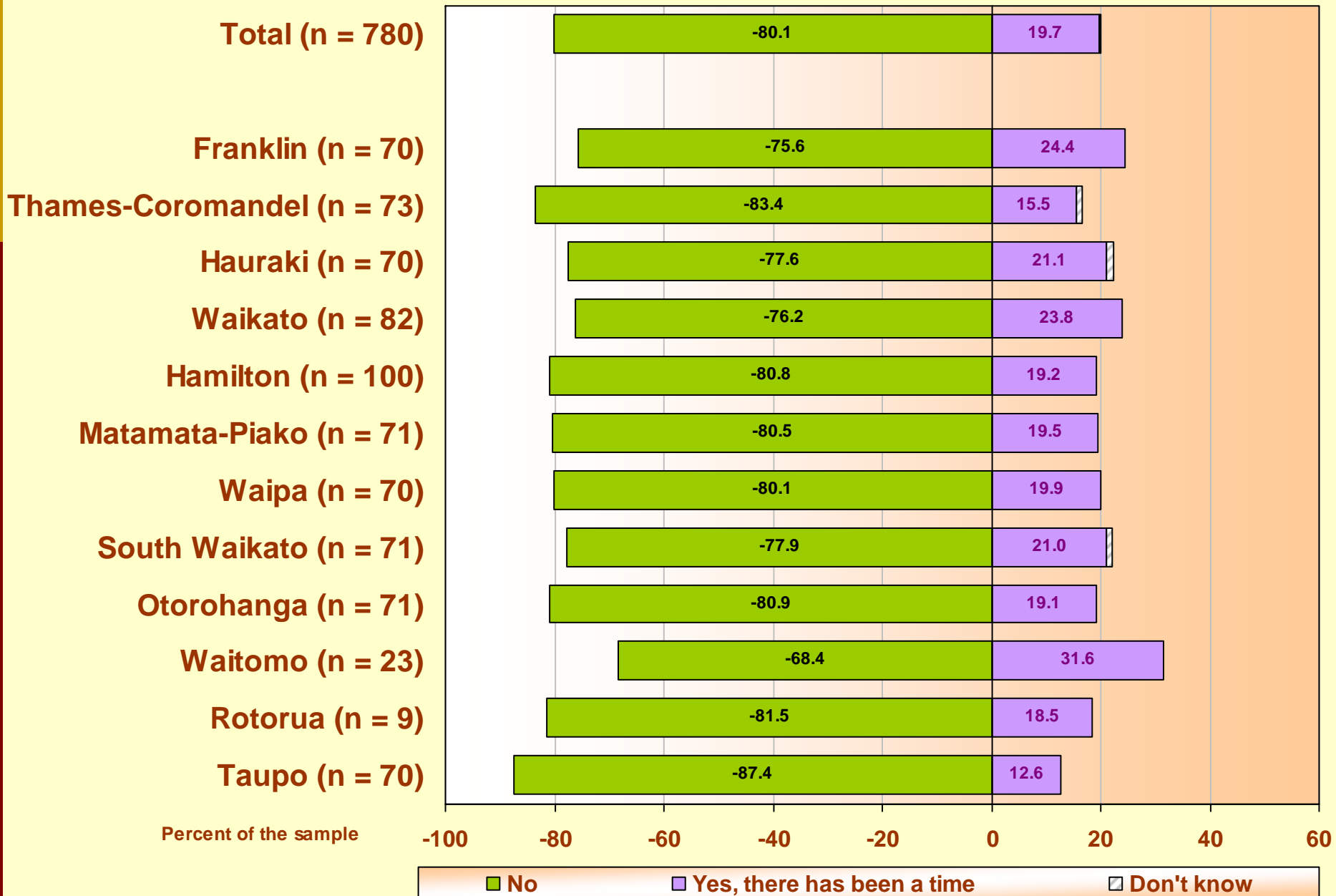


# Barriers to Accessing Health Care

# Barriers to Accessing Health Care

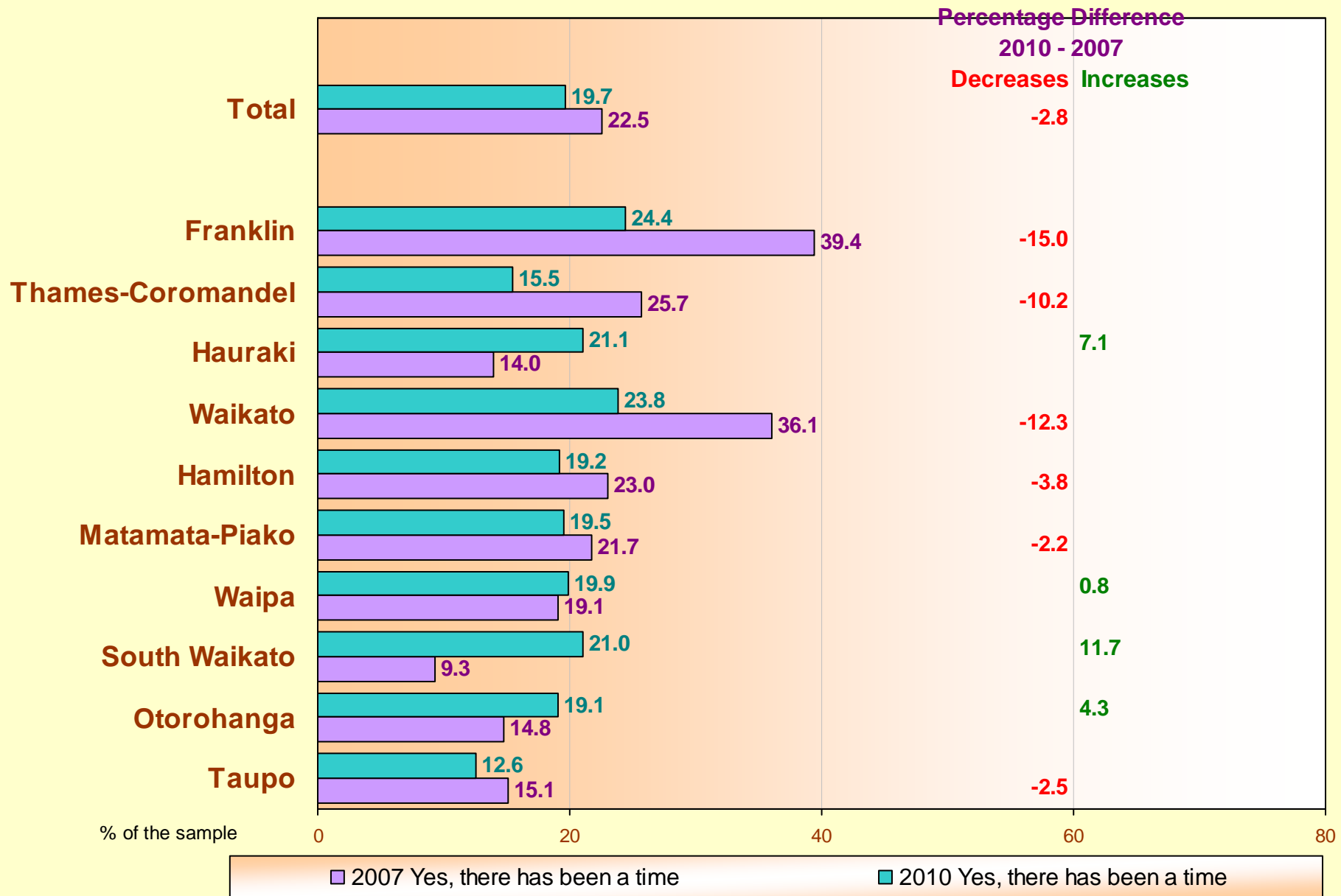


# Barriers to Accessing Health Care by District

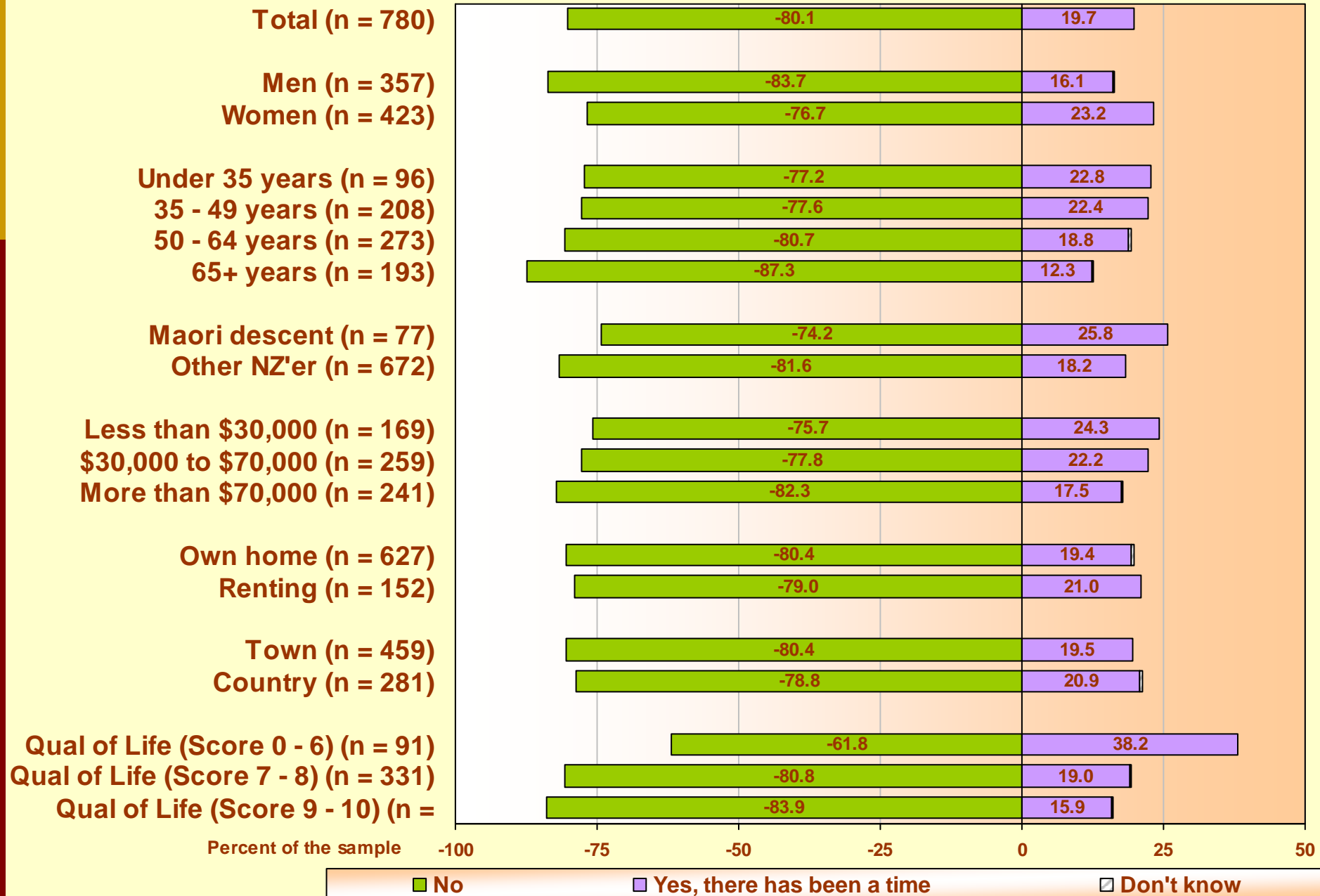


# Barriers to Accessing Health Care

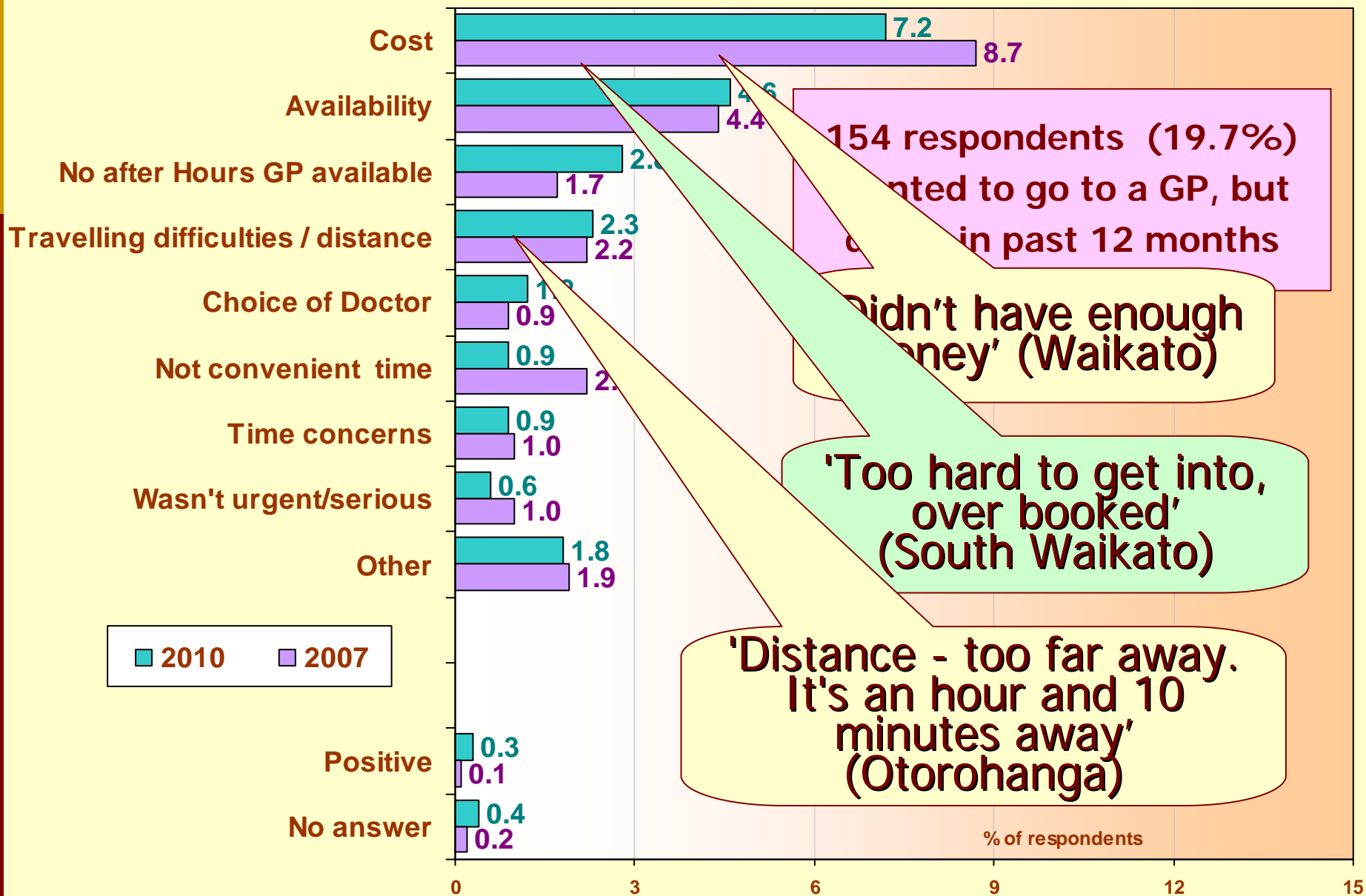
## Comparison to 2007



# Barriers to Accessing Health Care by Demographics



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

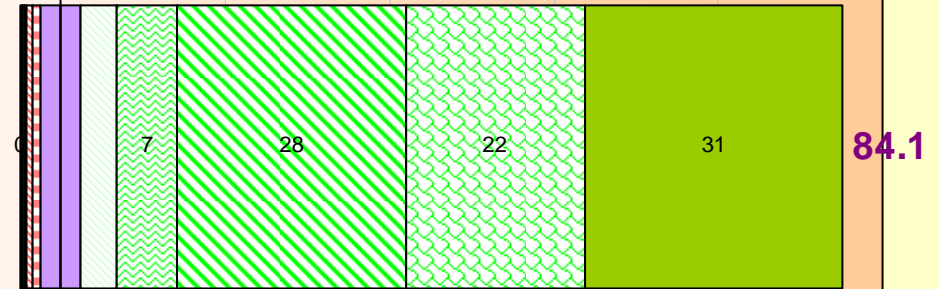


# Safety Factors

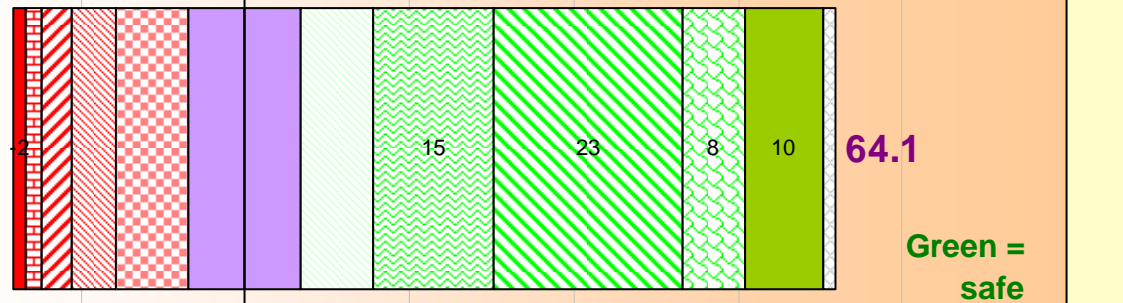
# Safety Factors

Safety in your community during the daytime

Red = Unsafe



Safety in your community after dark



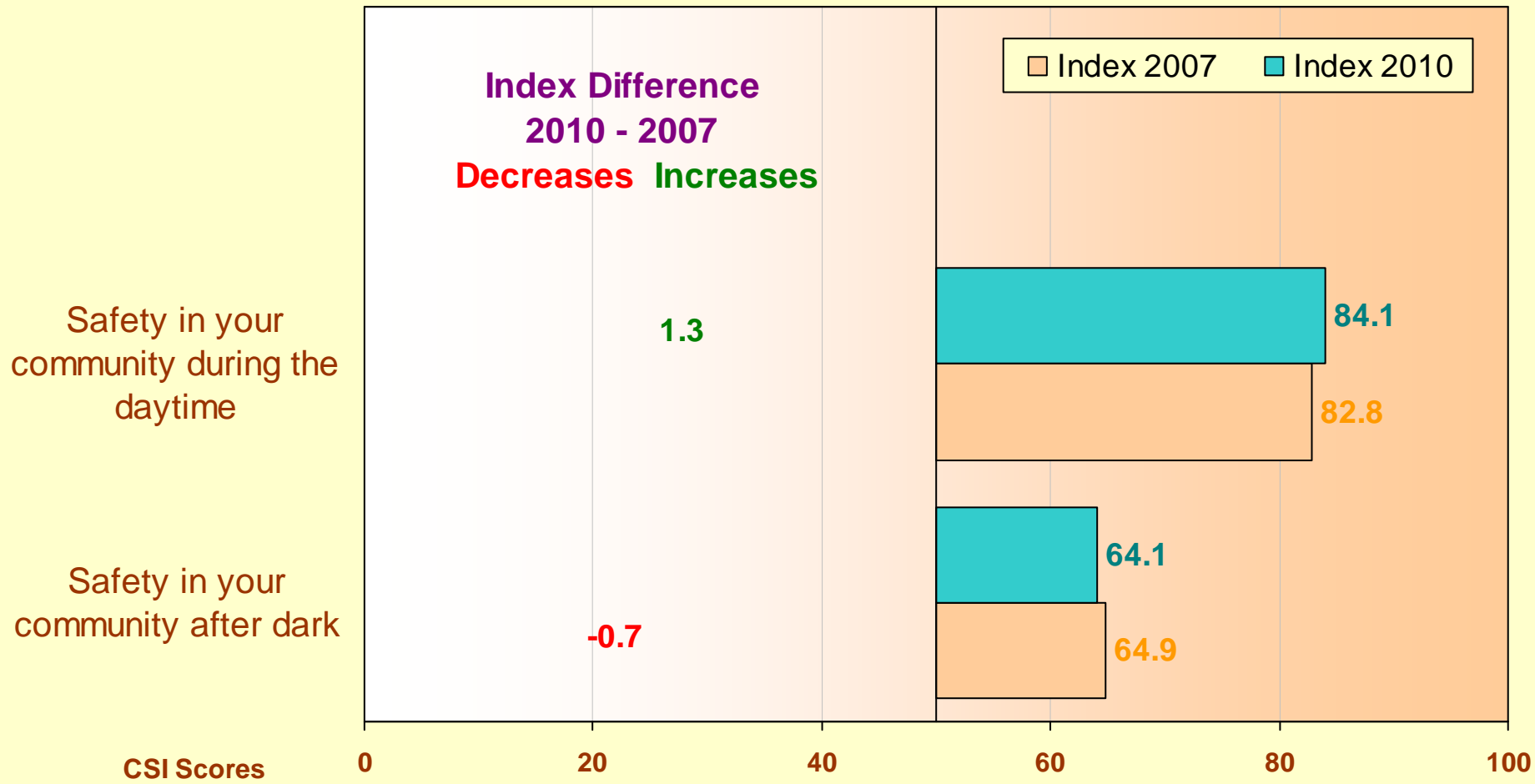
Green = safe

% of the sample

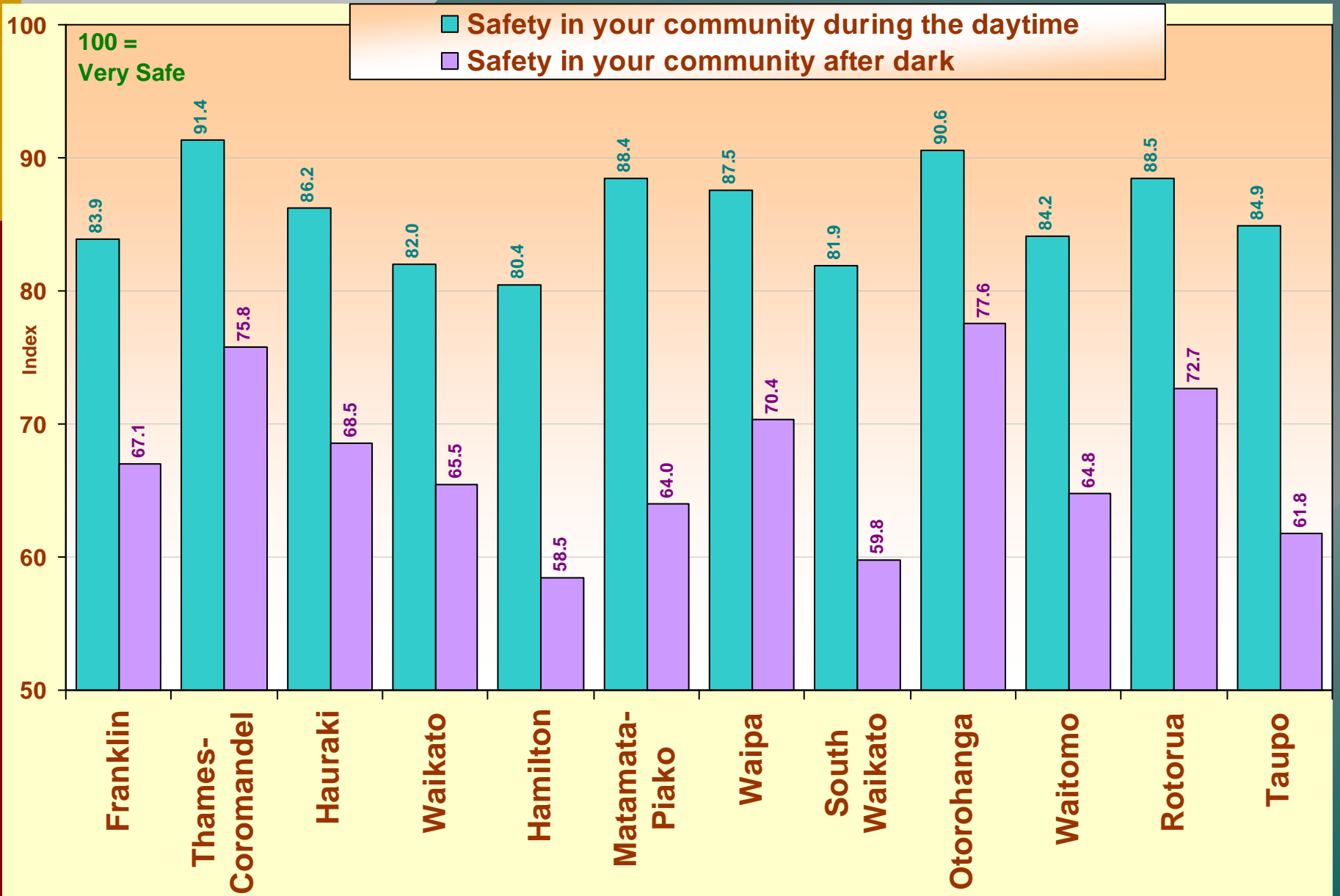
-60 -40 -20 0 20 40 60 80 100

0 = Very unsafe 1 2 3 4 5 6 7 8 9 10 = very safe No answer Index

# Safety Factors - Comparisons to 2007

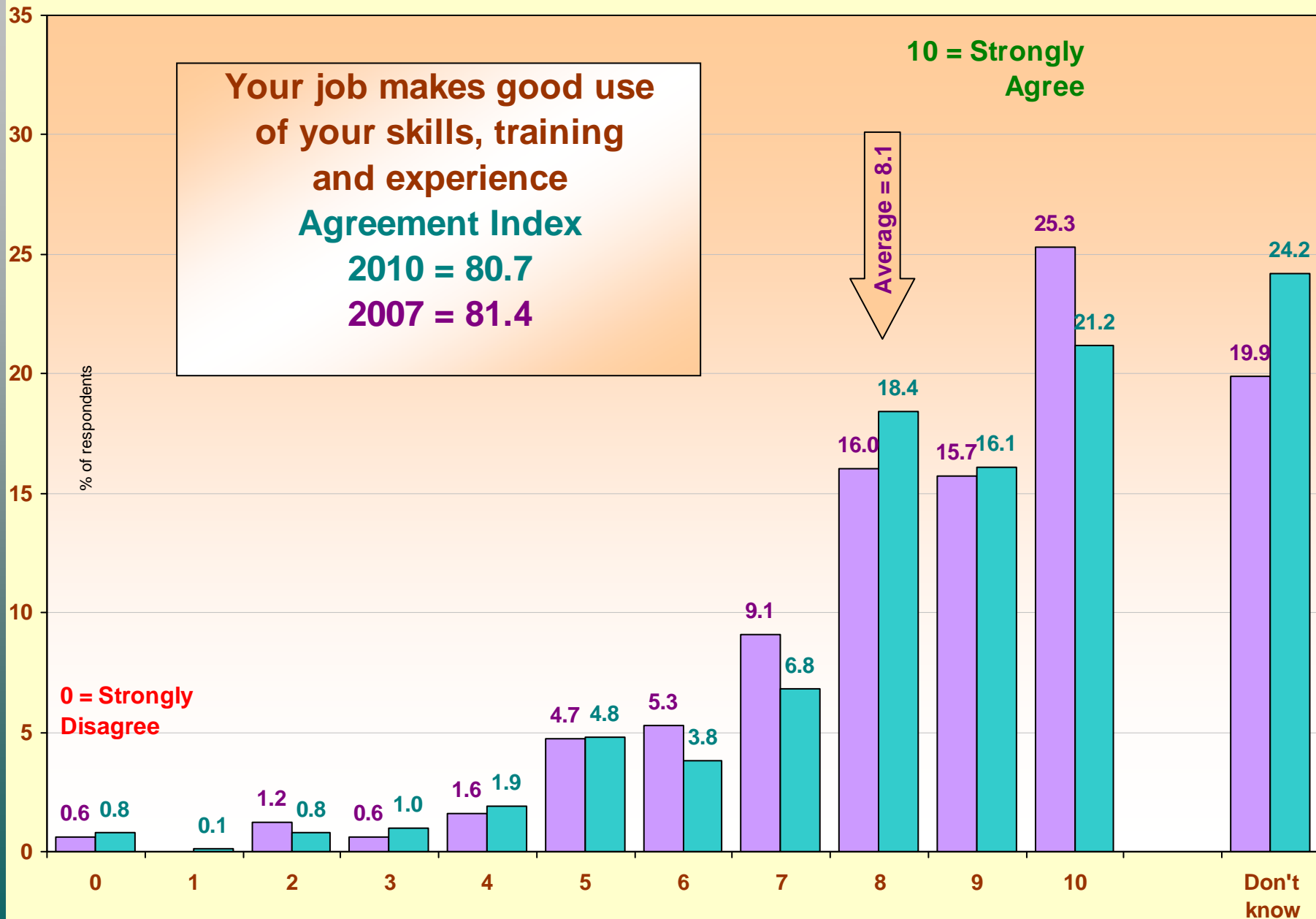


# Safety Factors by Location

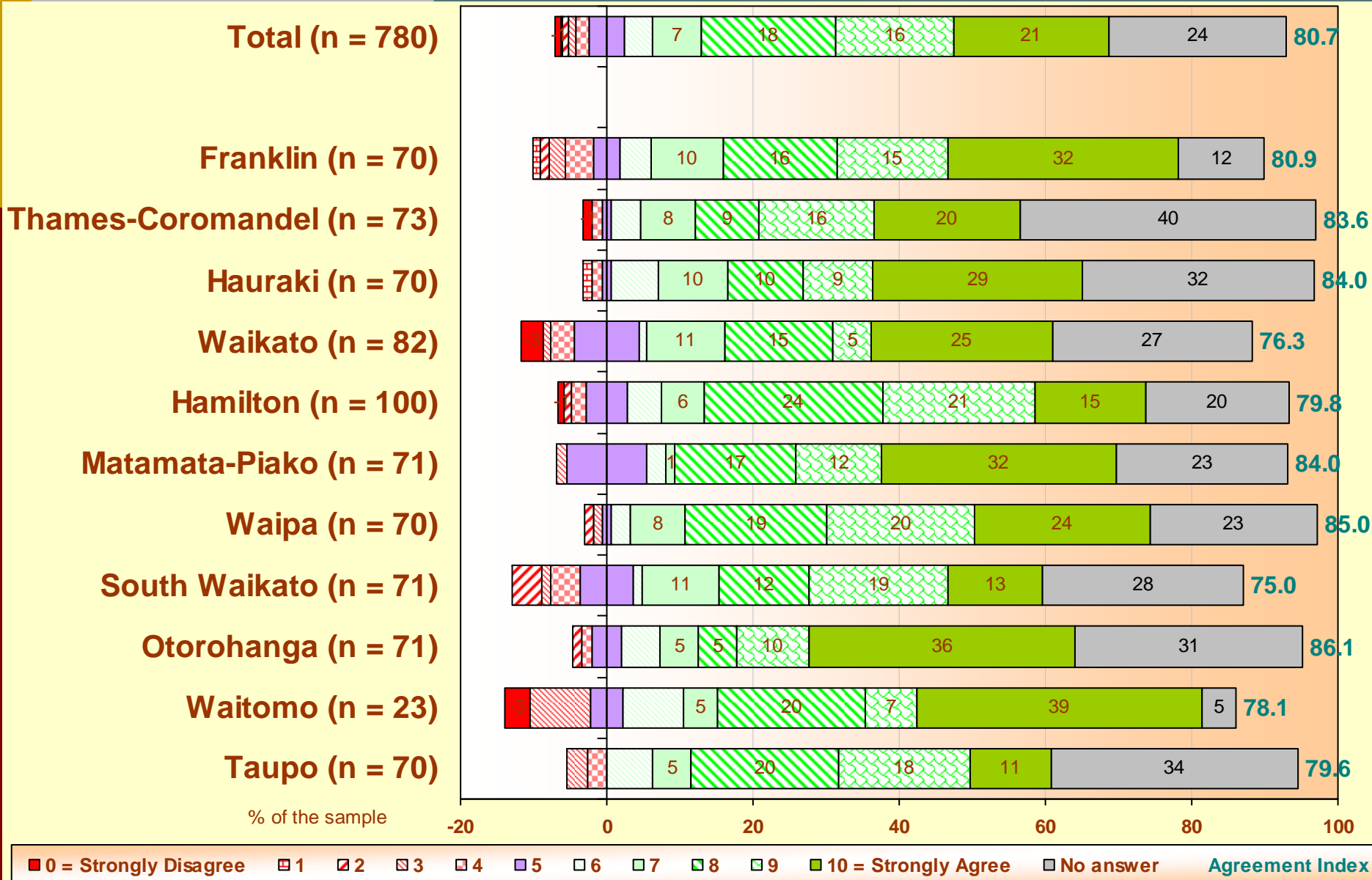


# Work Opportunities

# Work Opportunities

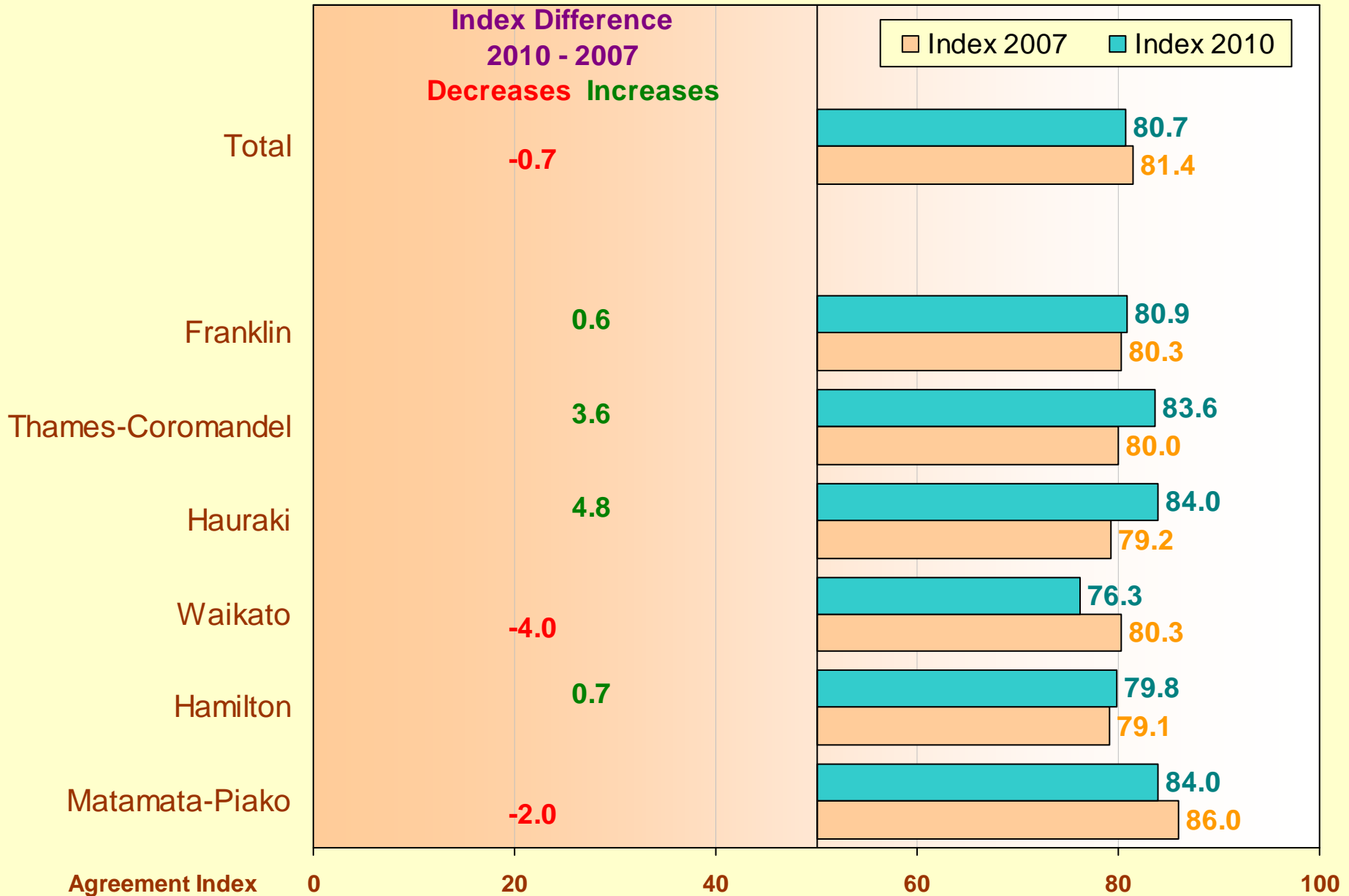


# Job makes good use of your skills by District



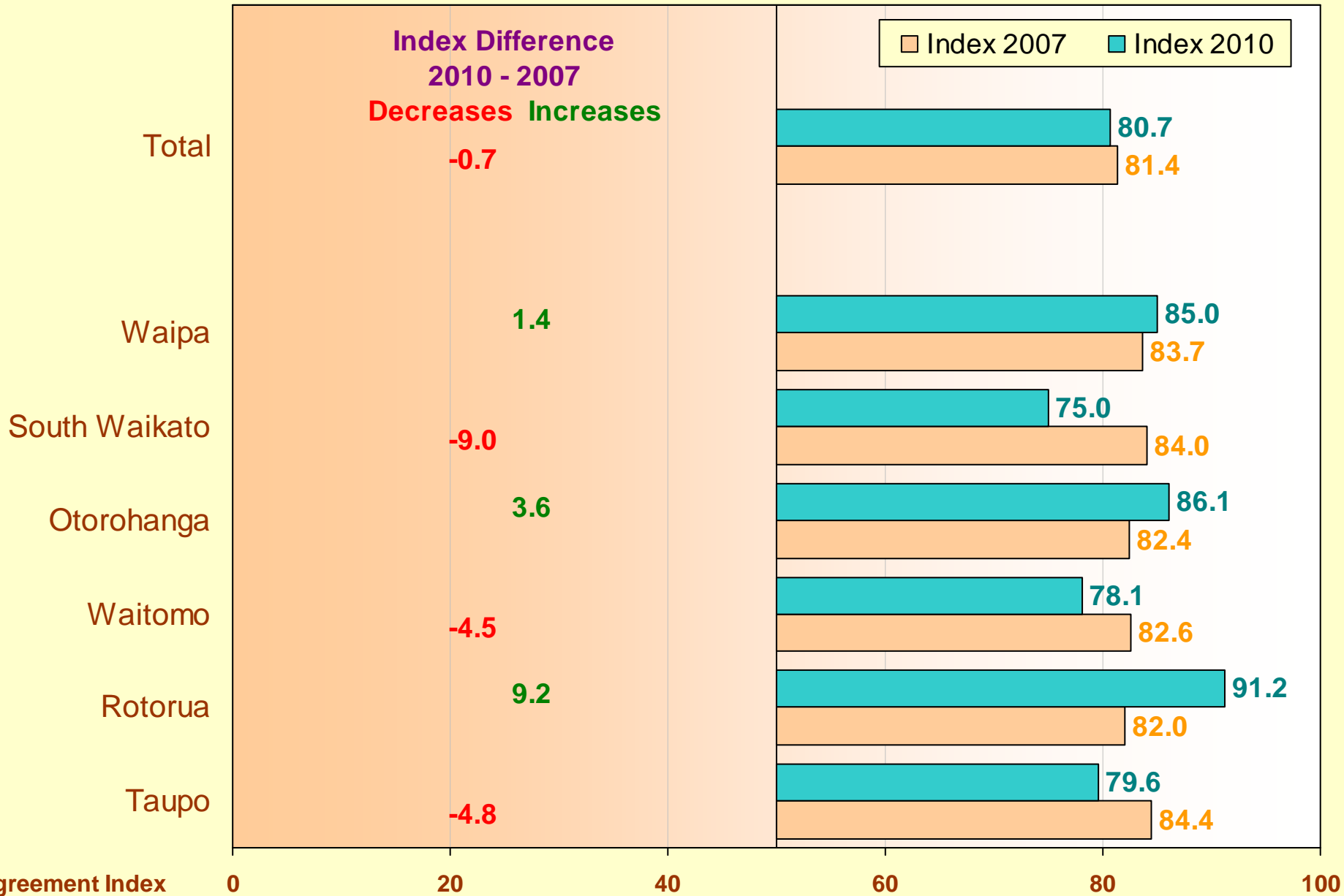
# Job makes good use of your skills

## Comparisons to 2007 by TLA

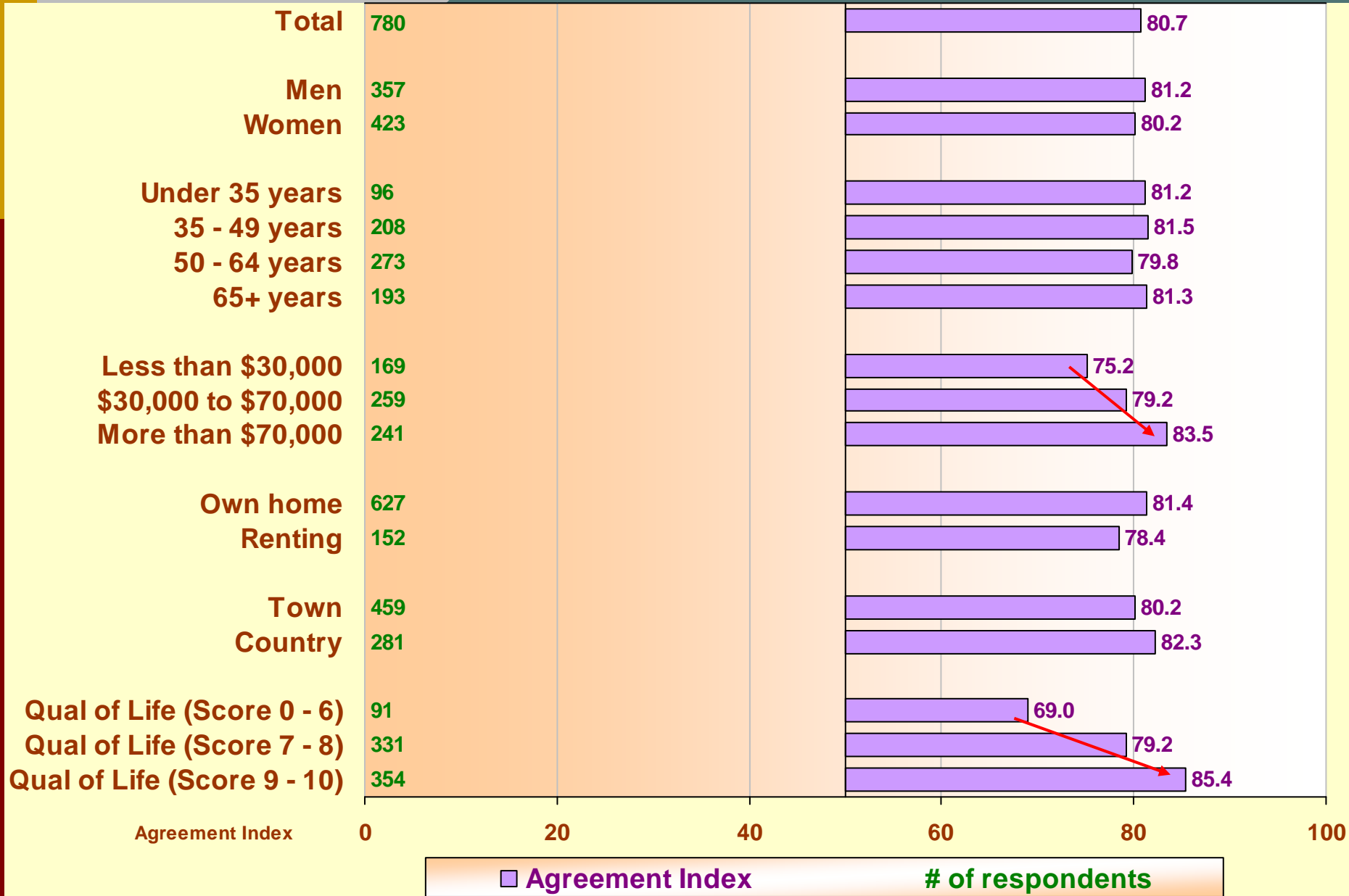


# Job makes good use of your skills

## Comparisons to 2007 by TLA

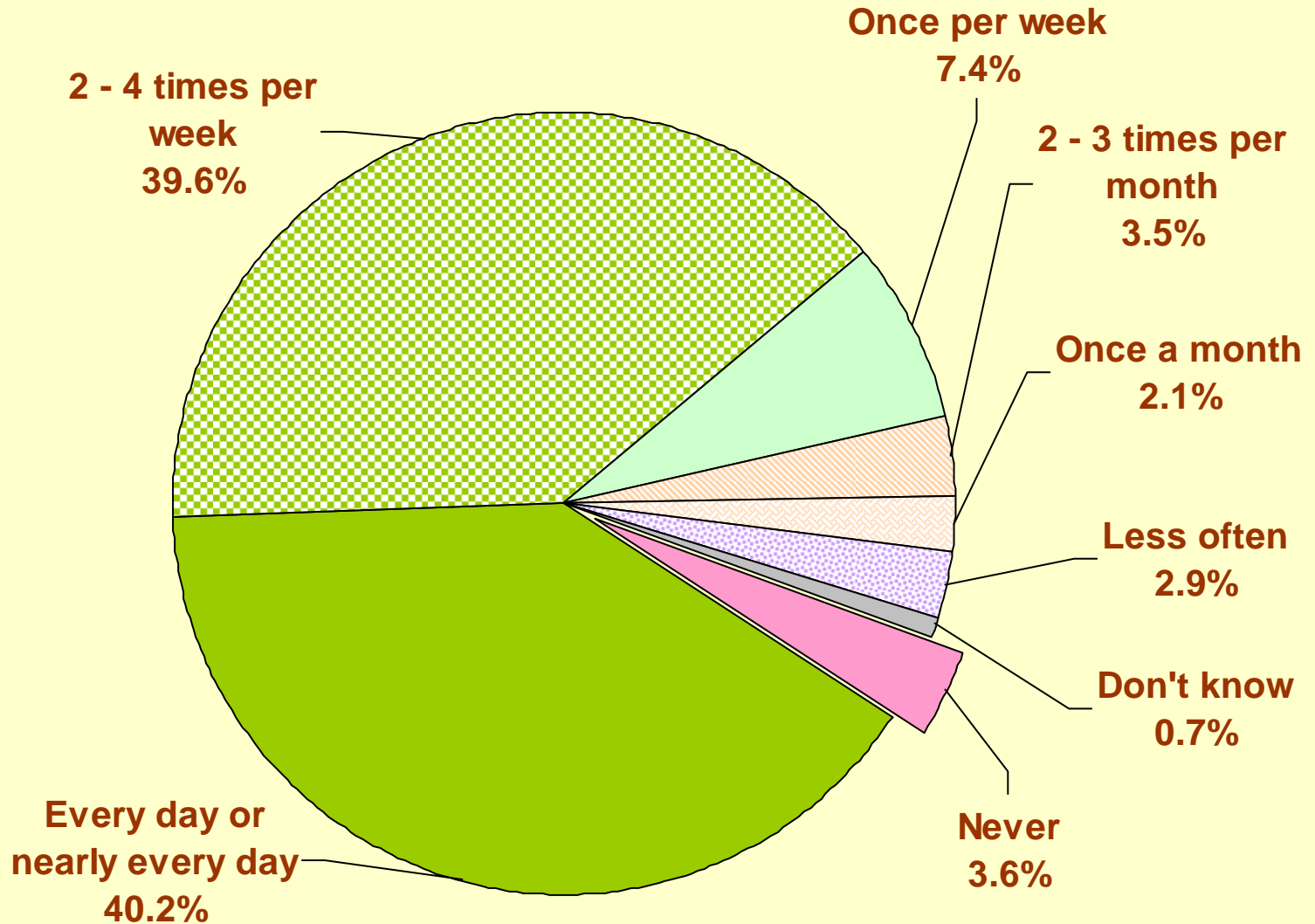


# Agreement with 'Your job makes good use of your skills, training and experience by demographics

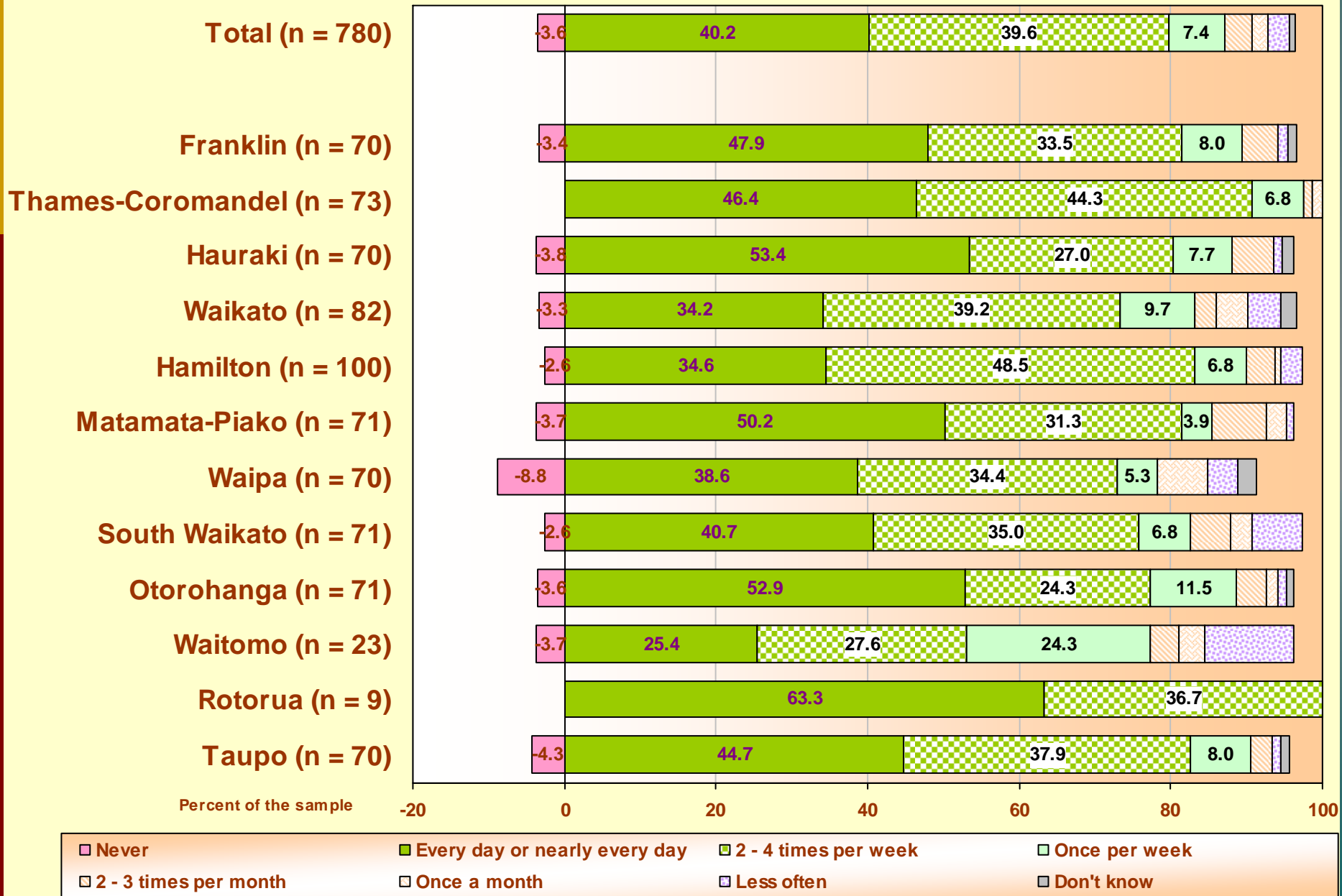


# Participation in Sport and Active Leisure

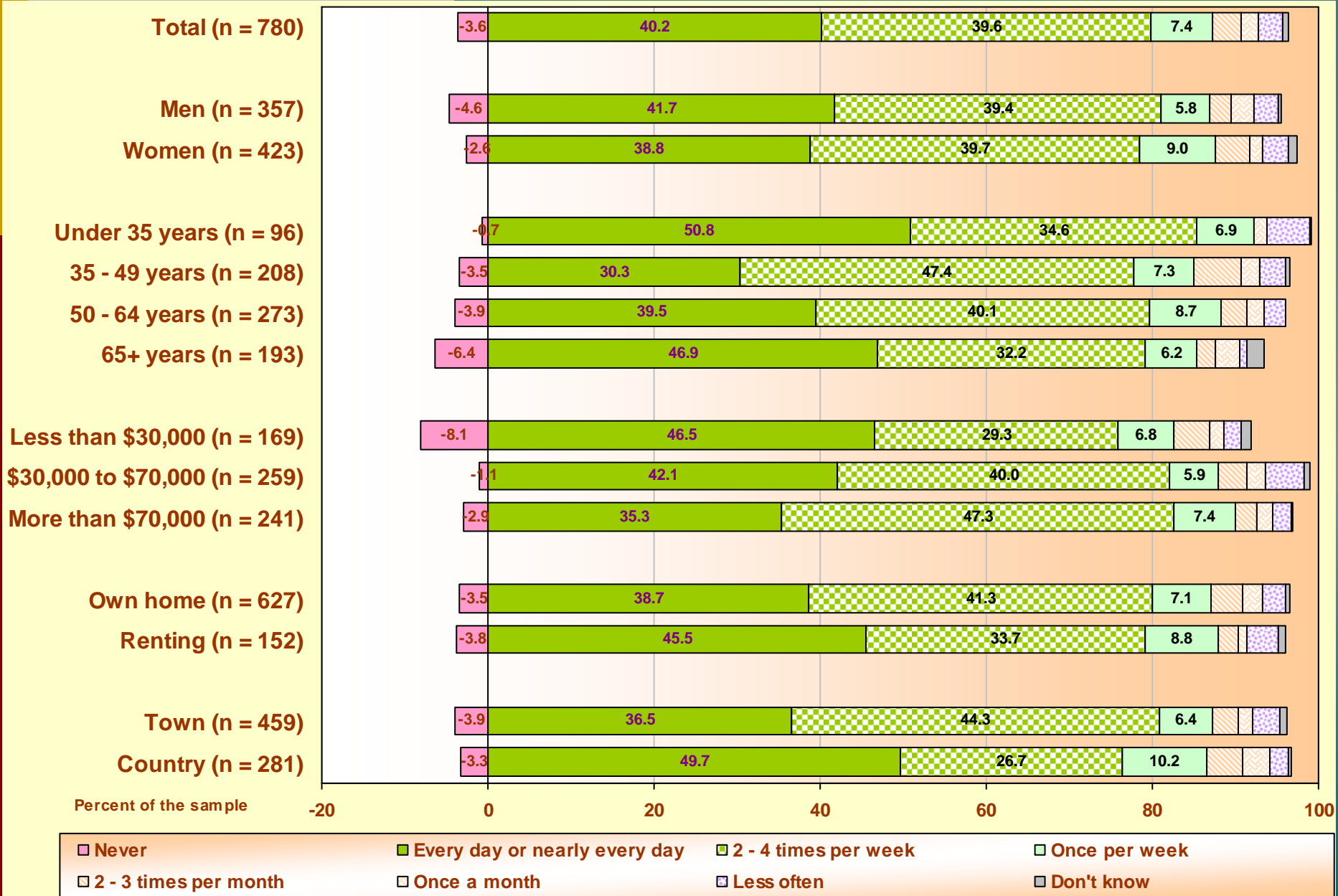
# Participation in Sport and Active Leisure



# Participation in Sport and Active Leisure by District

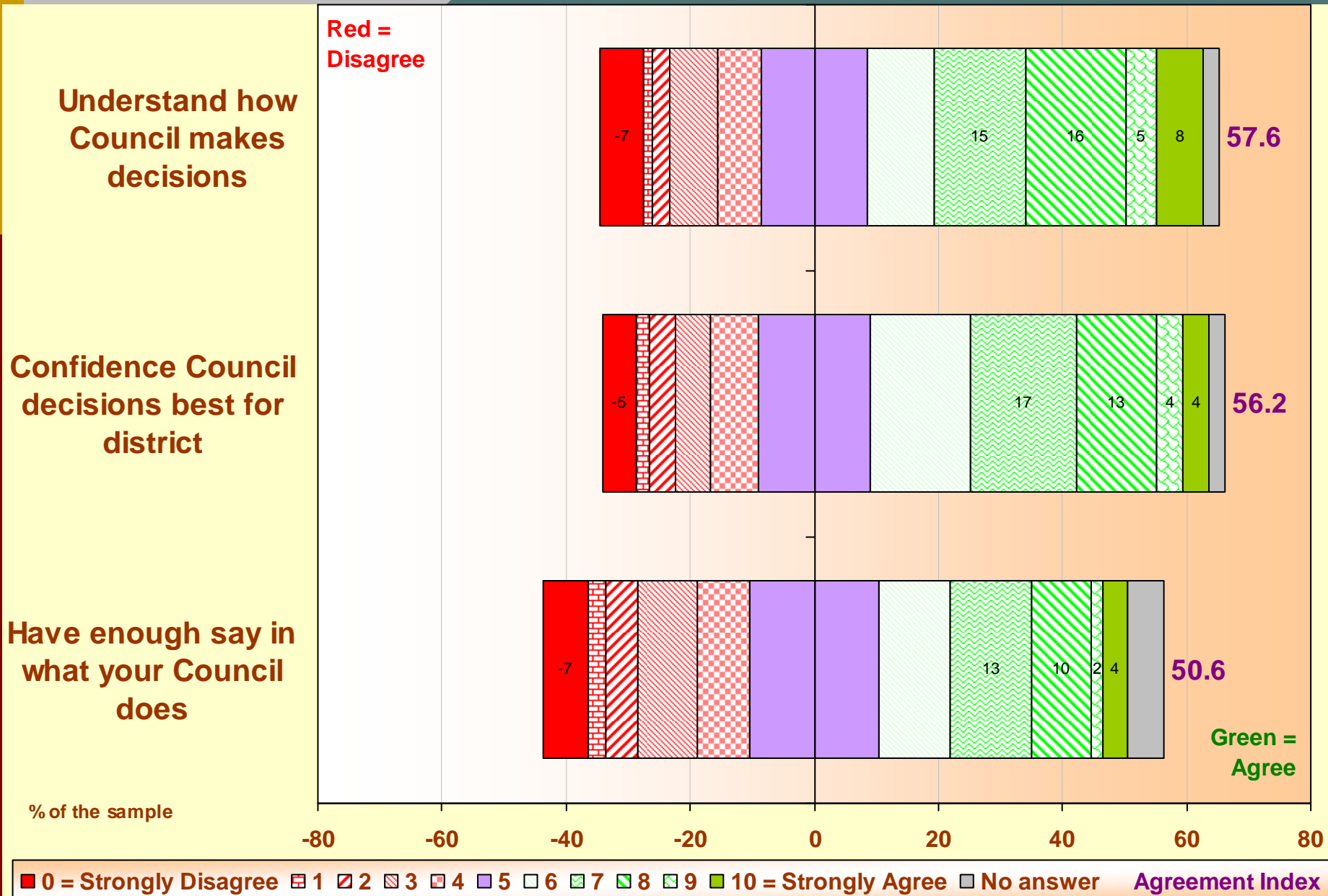


# Participation in Sport and Leisure by Demographics

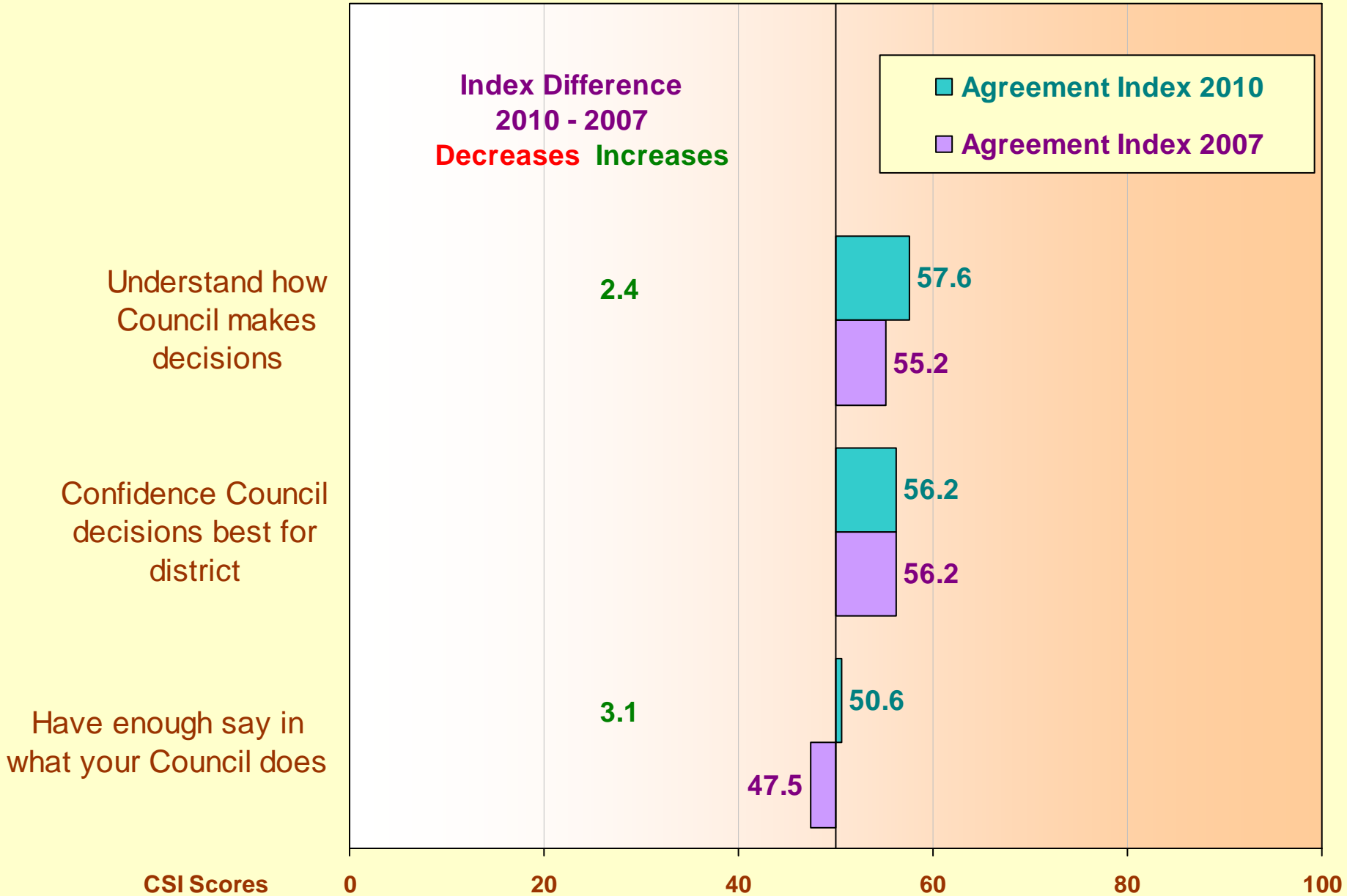


# Council Decision Making Factors

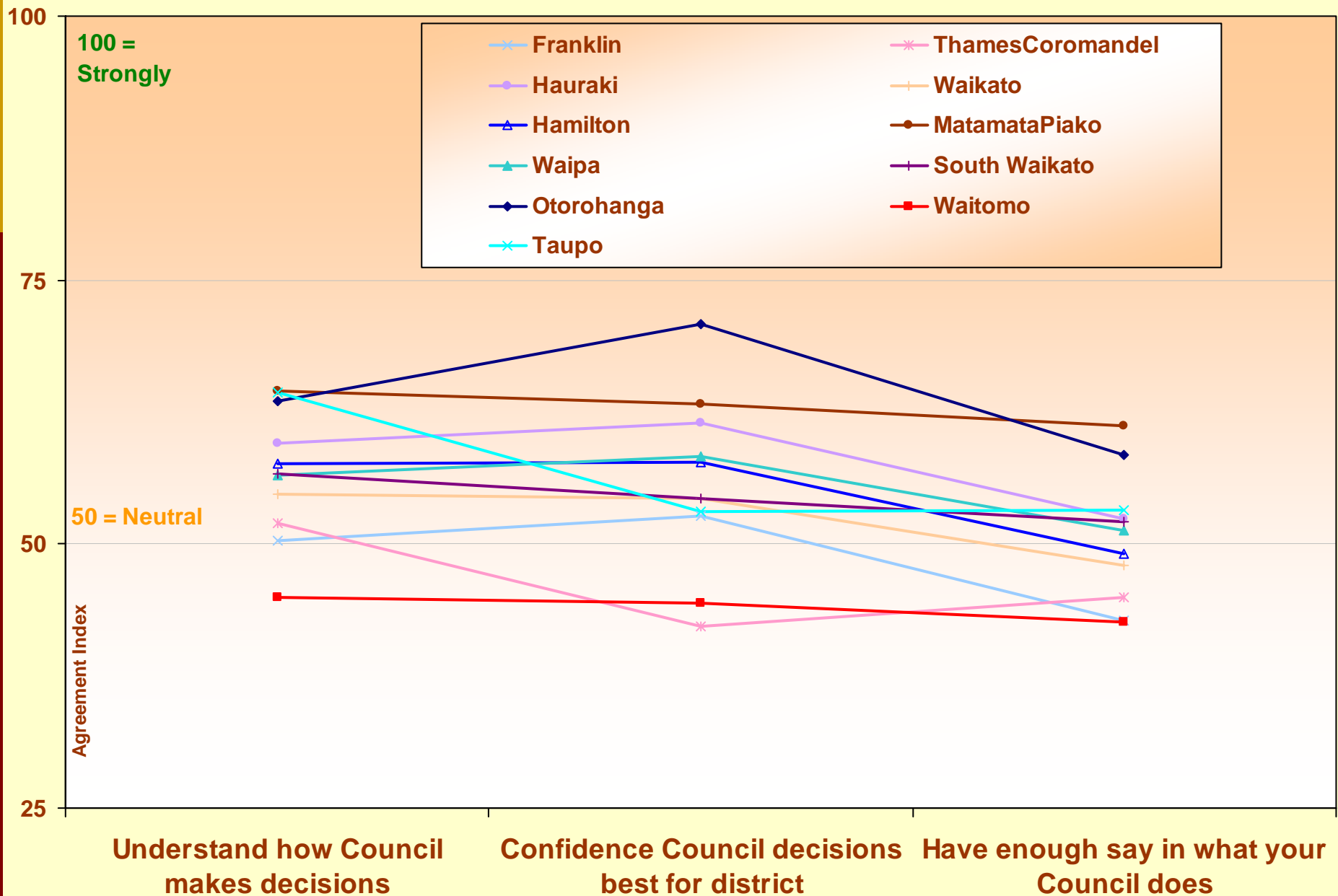
# Council Decision Making Factors



# Council Decision Making Factors Comparisons to 2007



# Council Decision Making Factors by Location



# Sense Of Pride

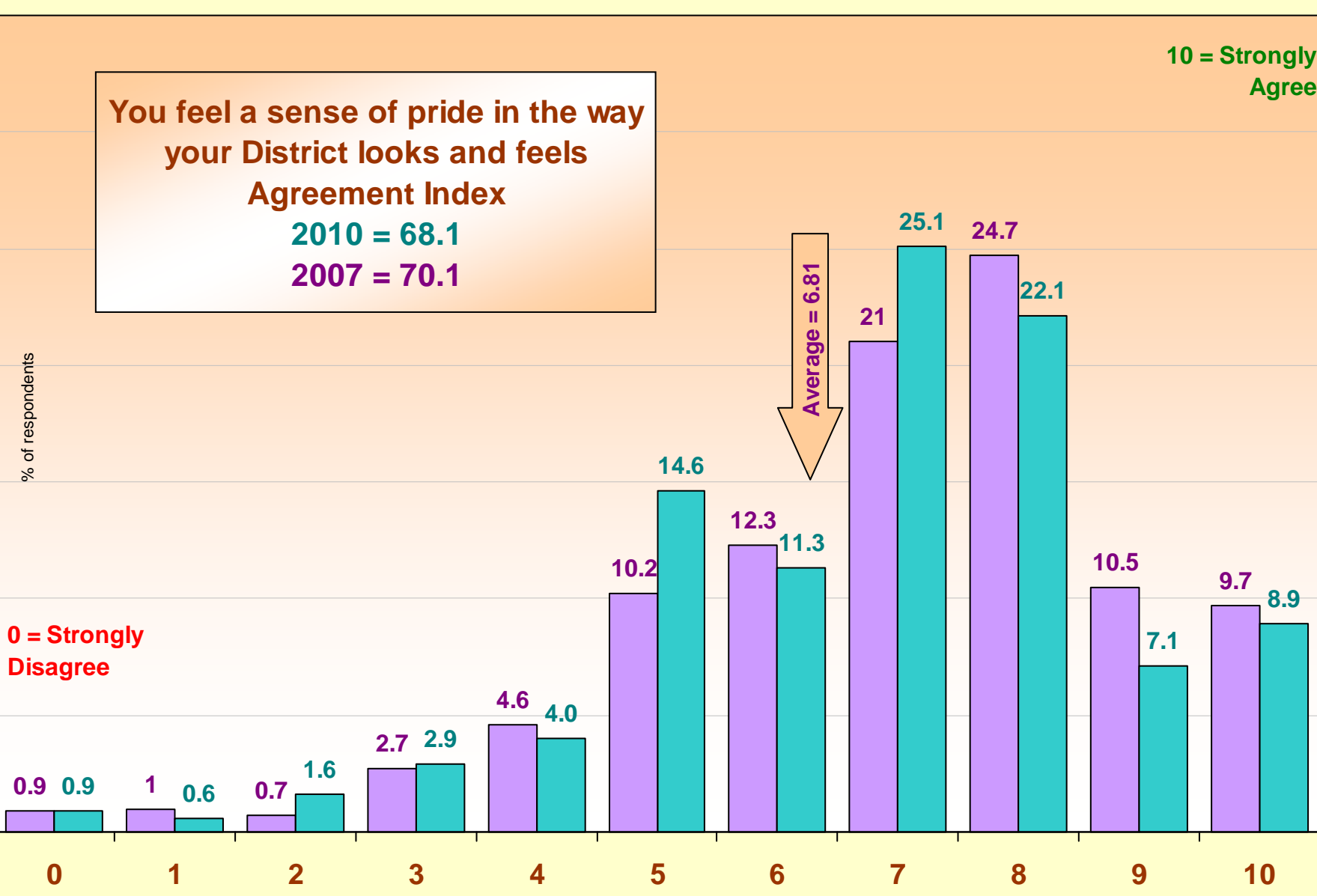
# Agreement with the statement 'You feel a sense of pride in the way your District looks and feels'

**You feel a sense of pride in the way your District looks and feels**  
**Agreement Index**  
2010 = 68.1  
2007 = 70.1

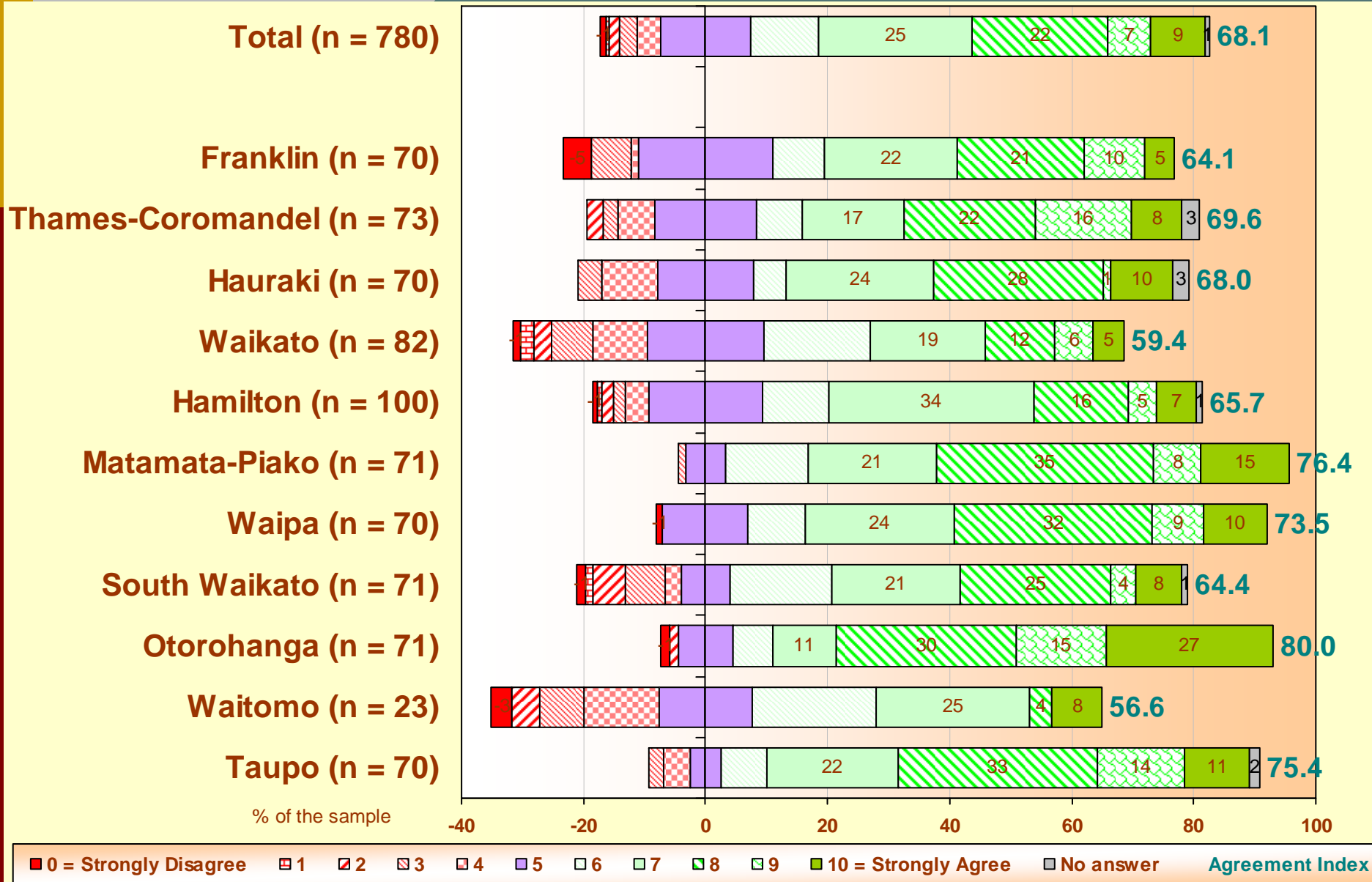
10 = Strongly Agree

% of respondents

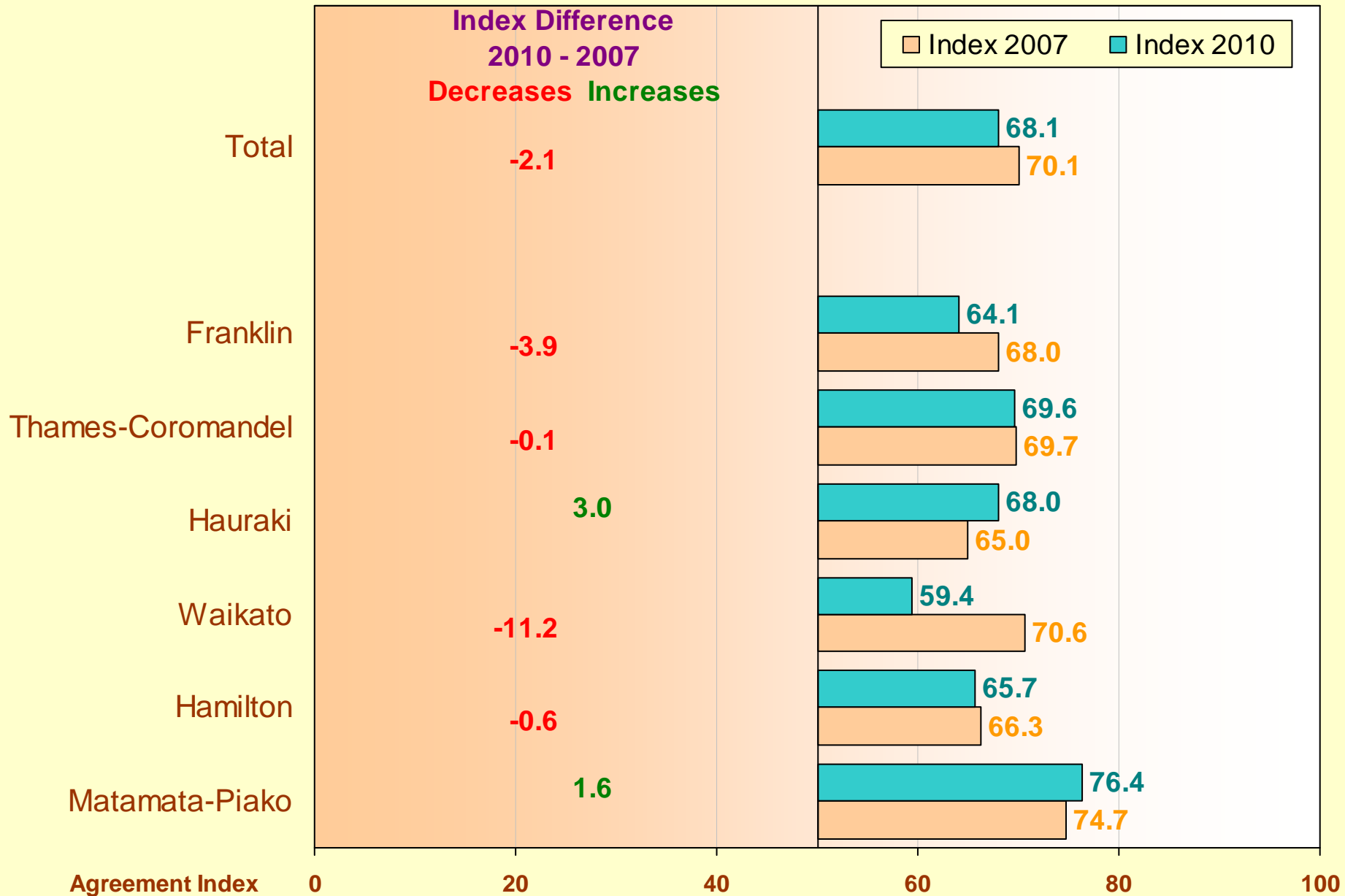
0 = Strongly Disagree



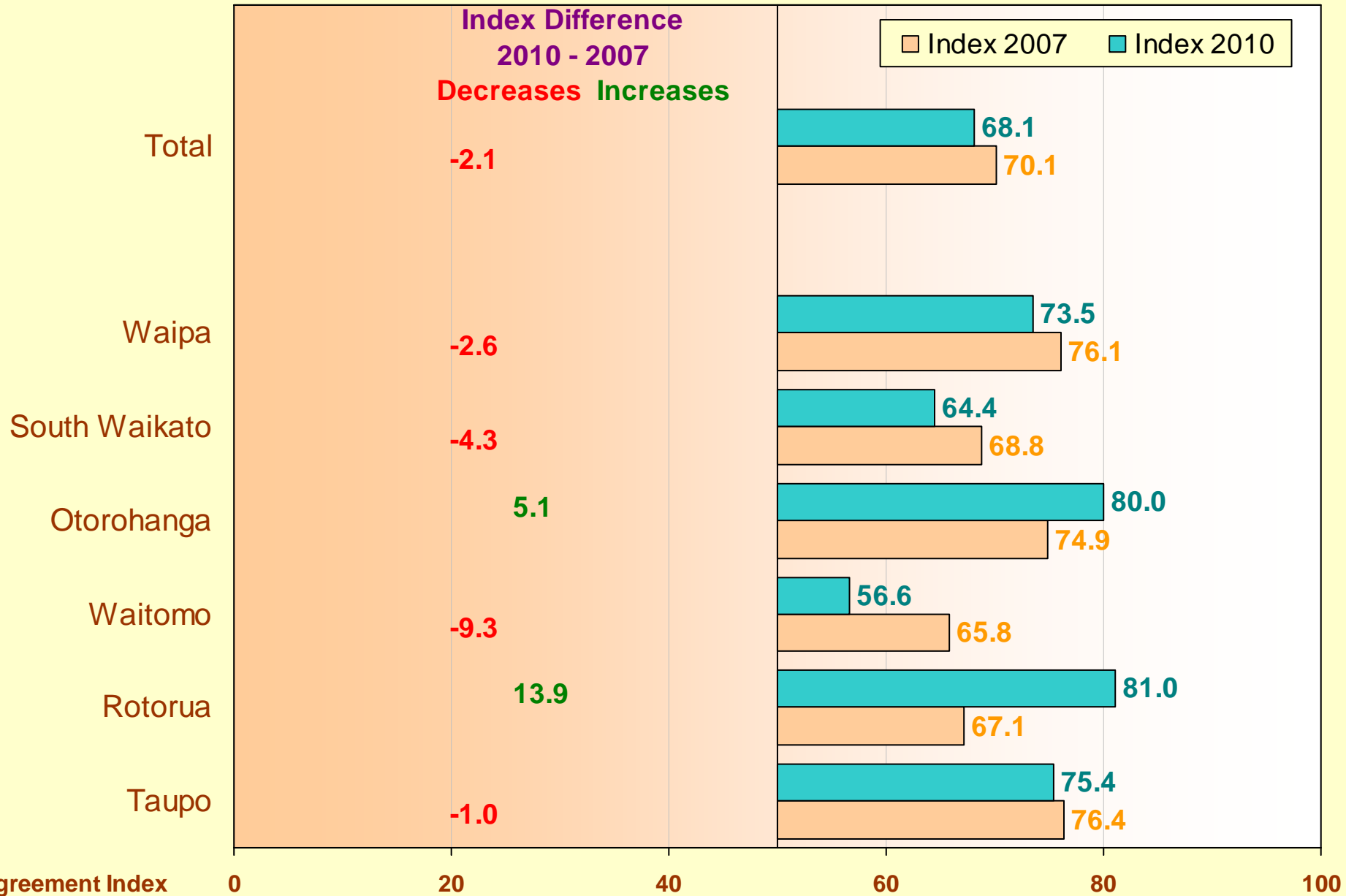
# Sense of Pride by District



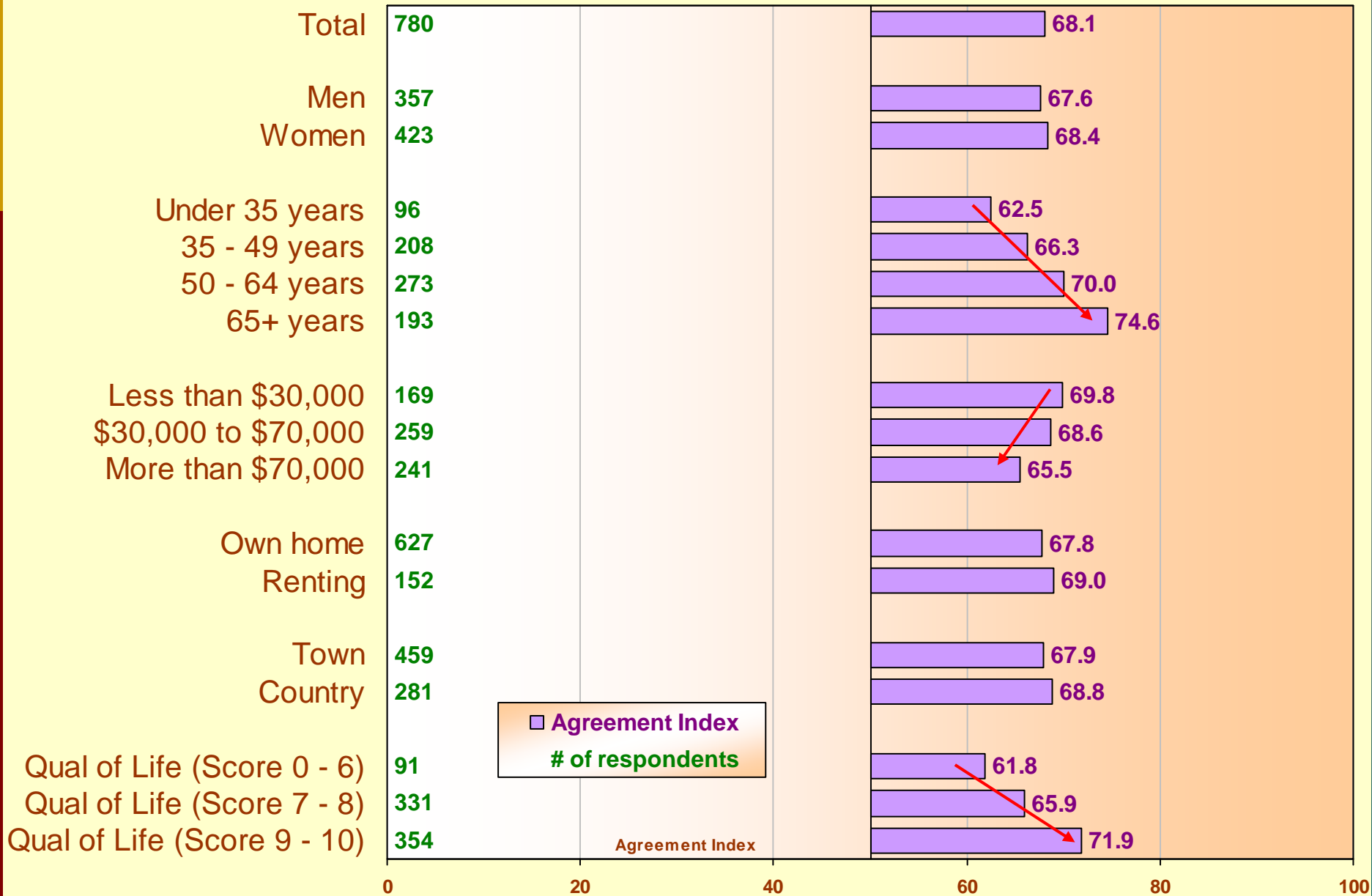
# Sense of Pride - Comparisons to 2007 by TLA



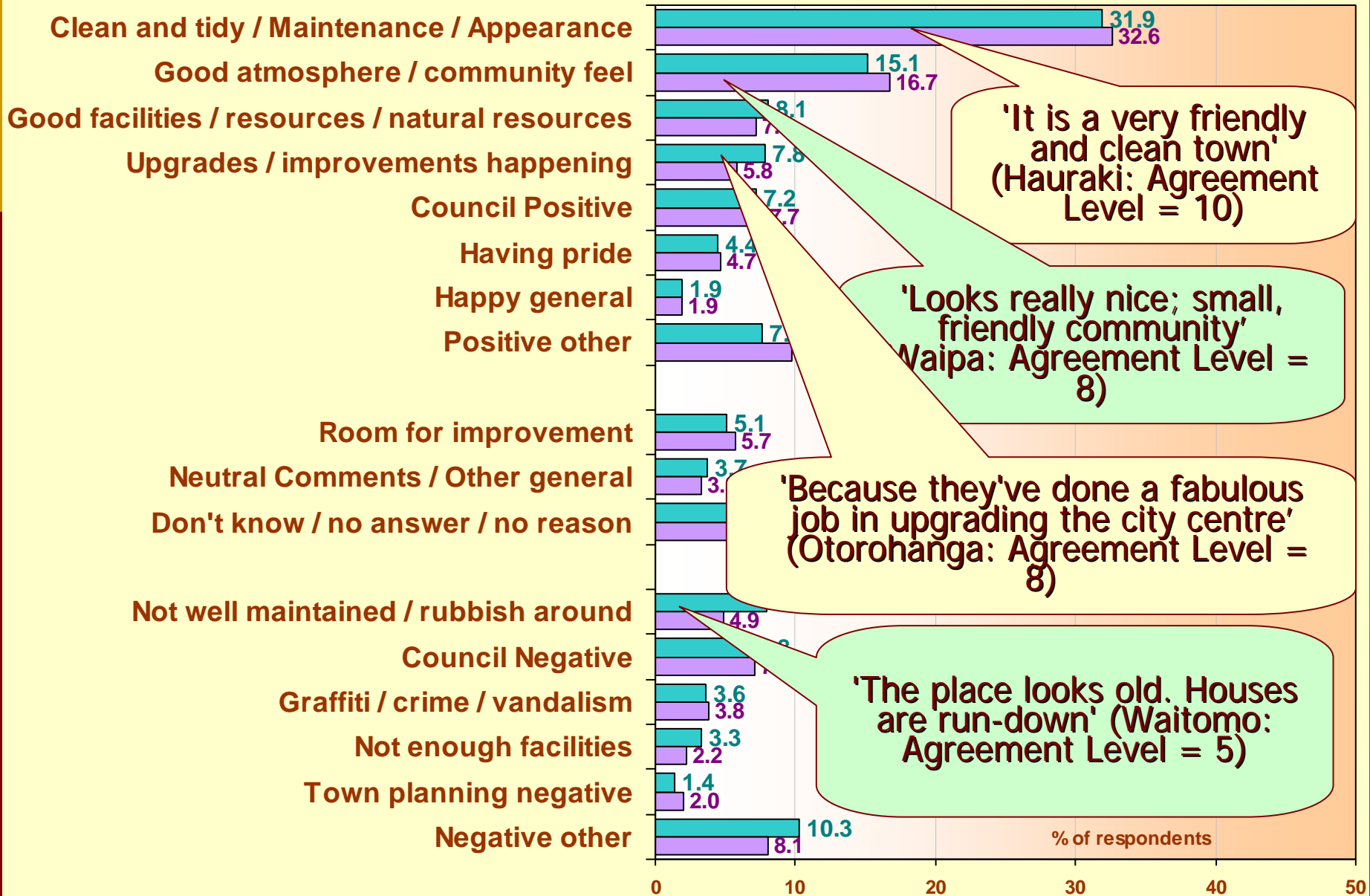
# Sense of Pride - Comparisons to 2007 by TLA



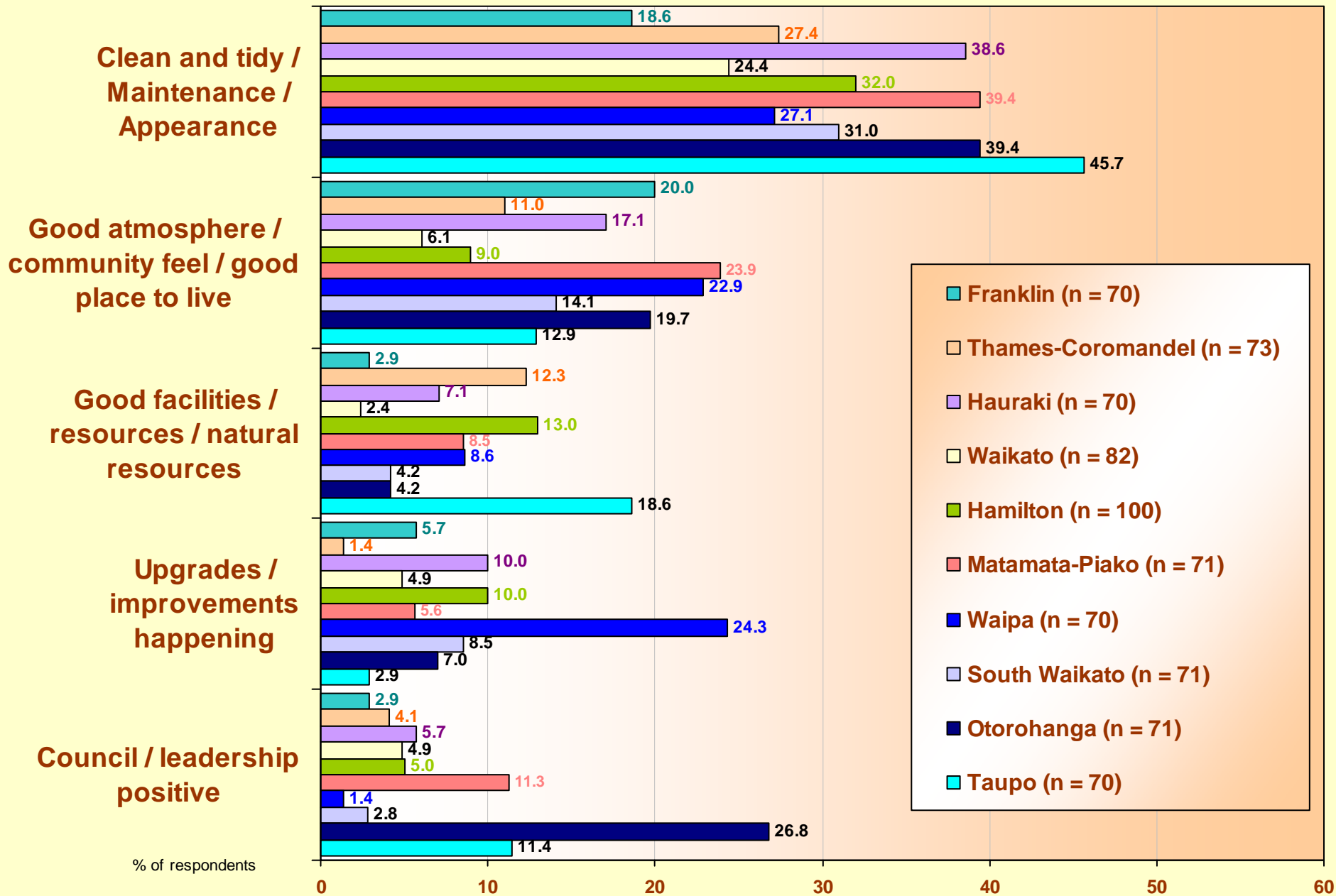
# Agreement with the statement 'You feel a sense of pride in the way your District looks and feels' by Demographics



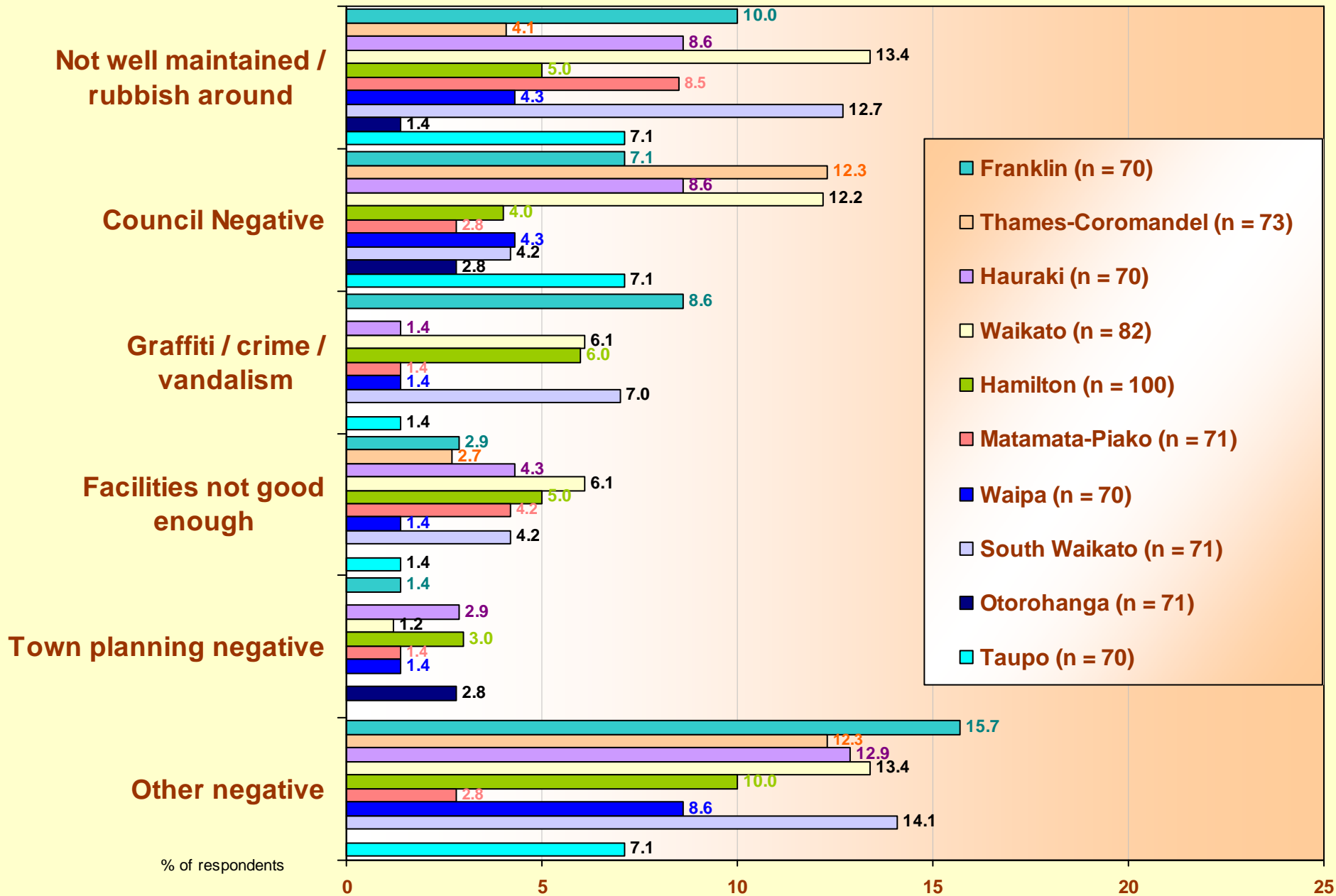
# Sense of pride in the way District looks and feels: Verbatim Comments



# Sense of pride in the way District looks and feels by District

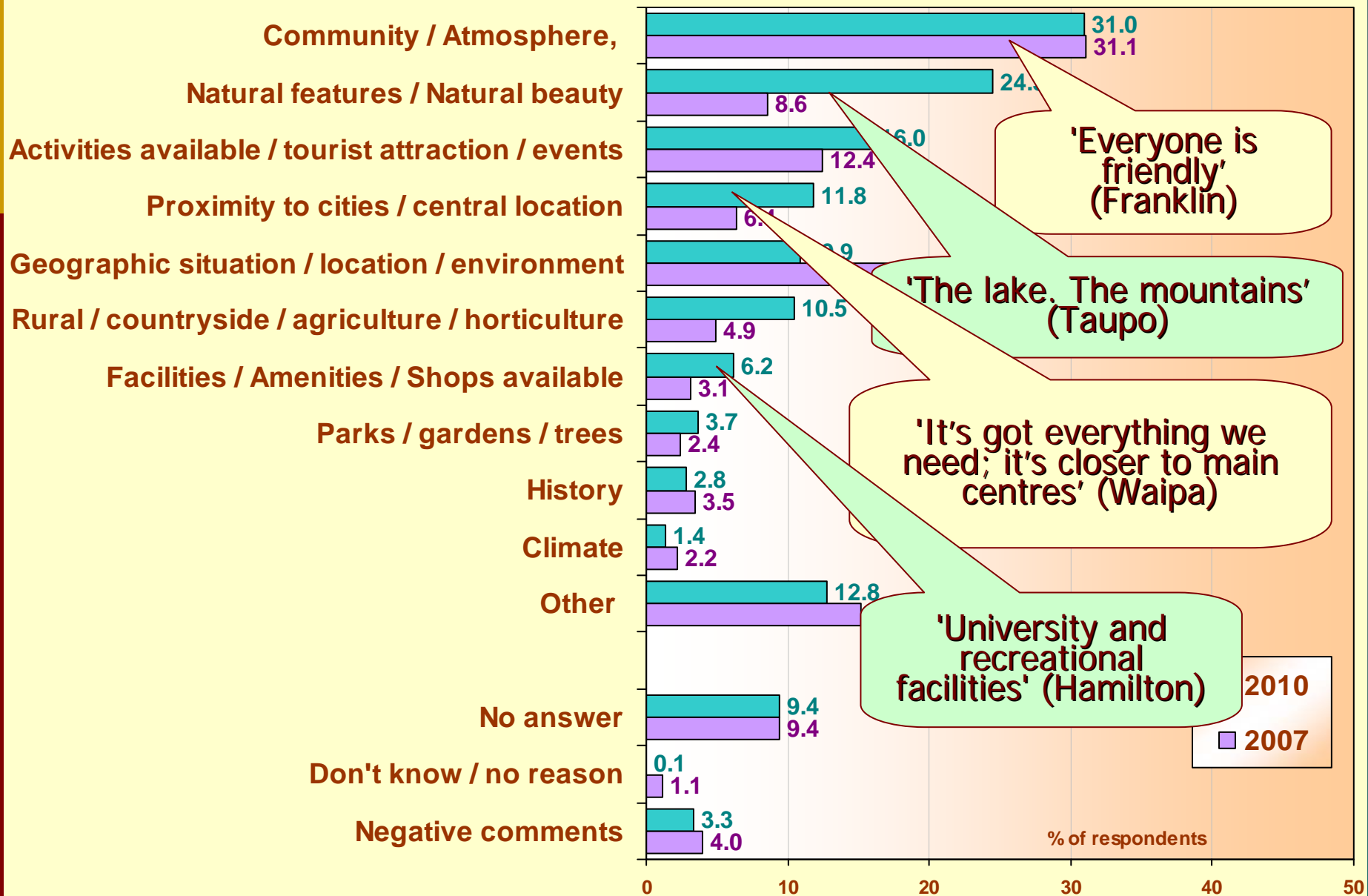


# Sense of pride in the way District looks and feels by District

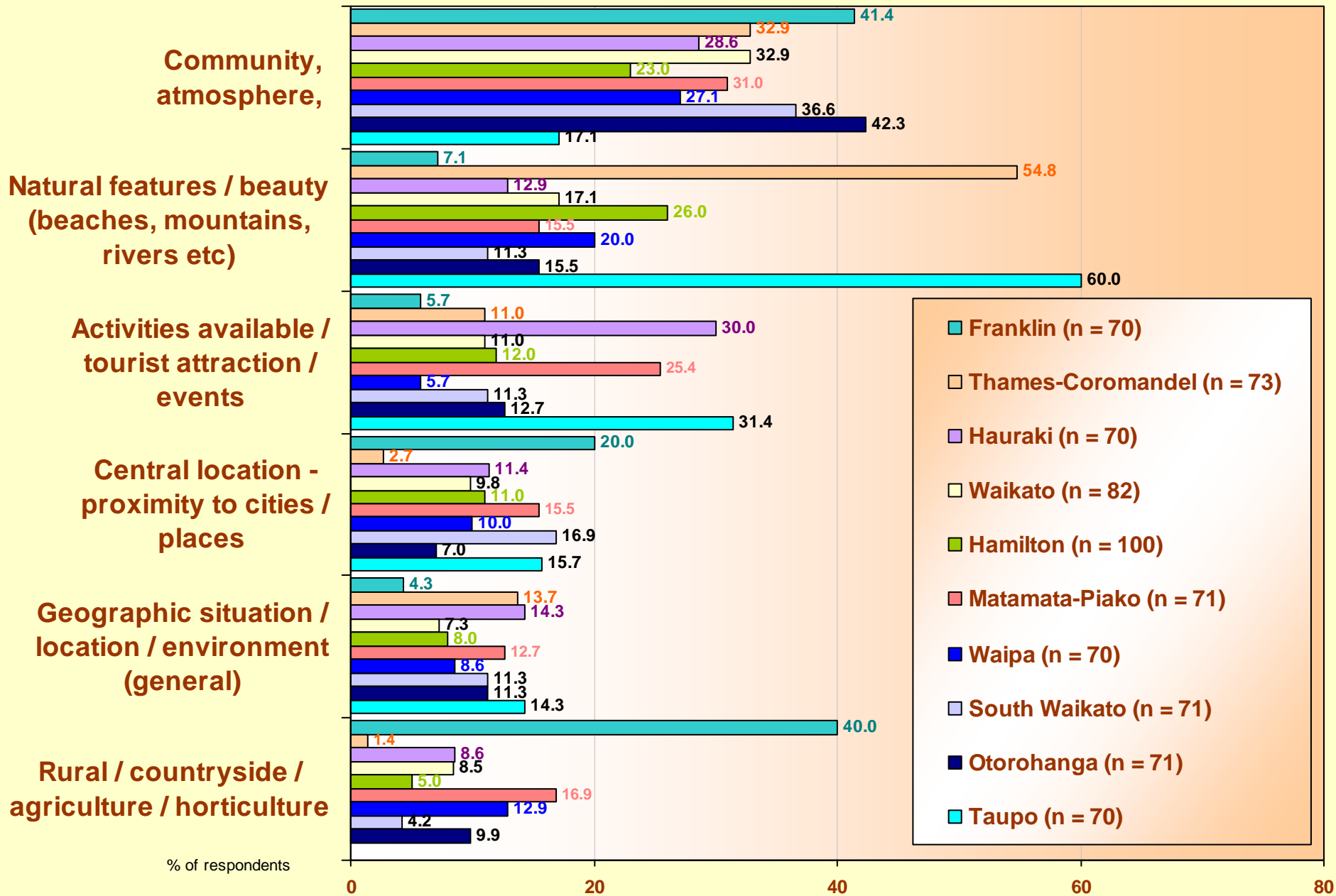


# What makes your district unique or special

# What makes your district unique or special: Verbatim Comments

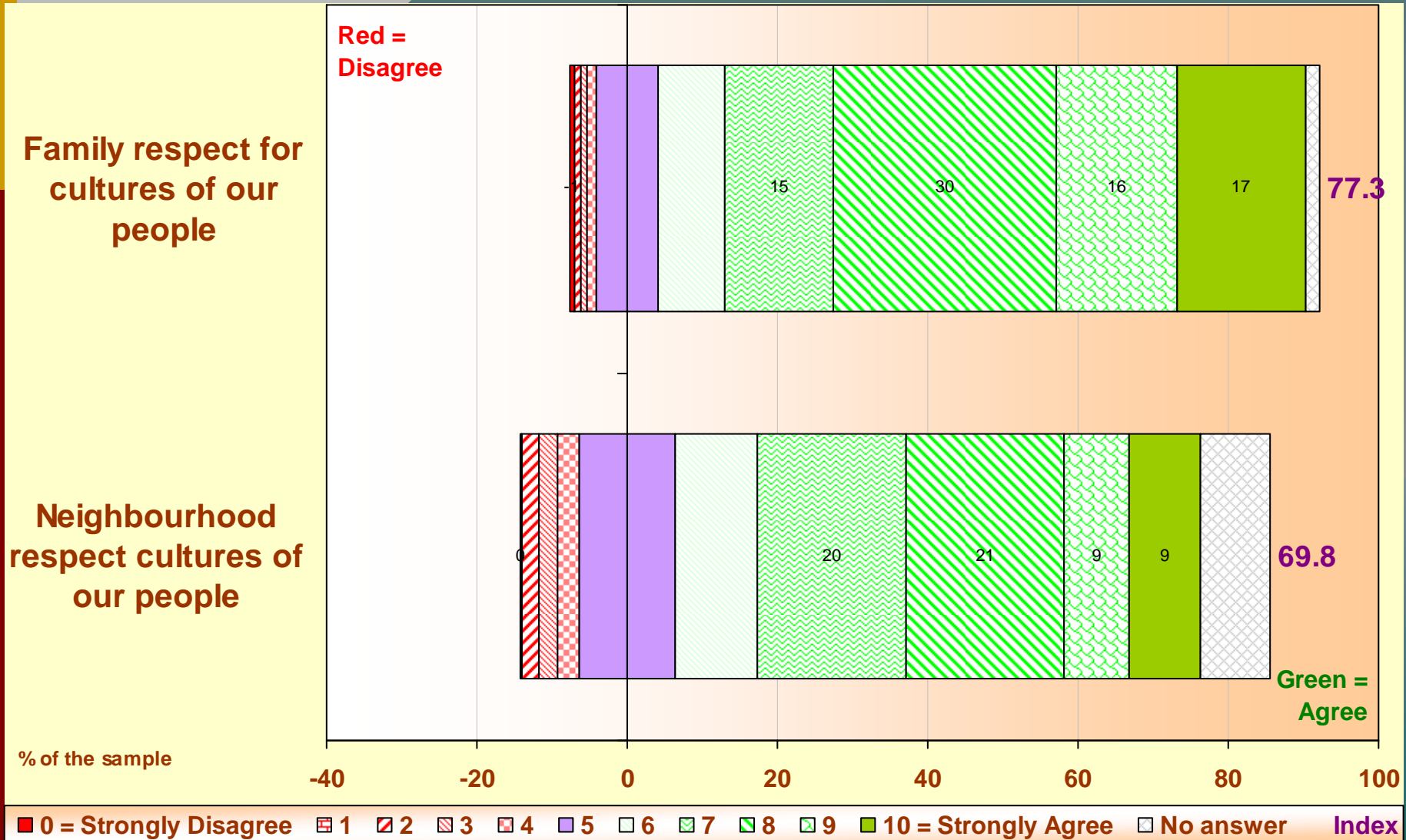


# What makes your district unique or special by District

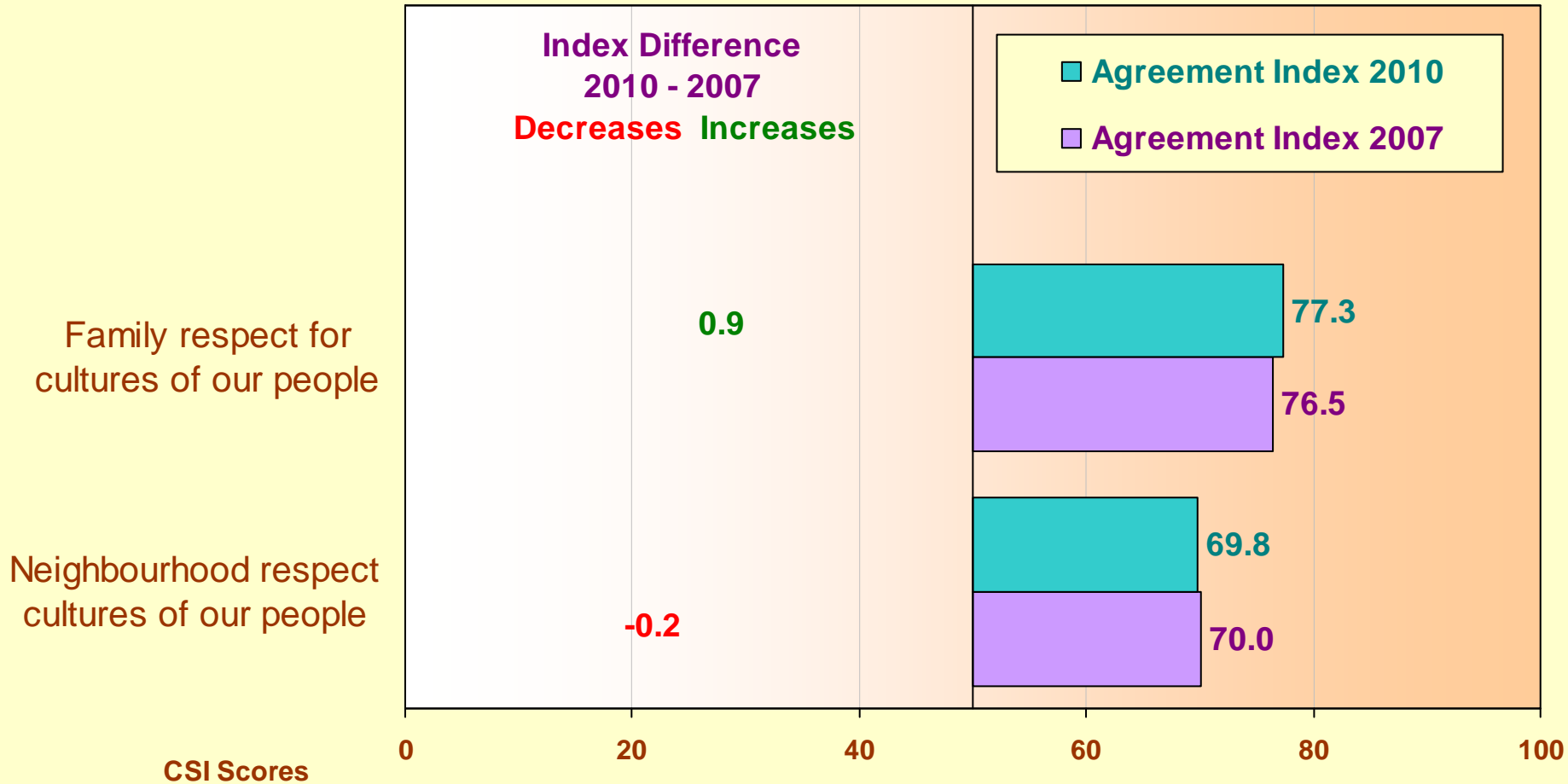


# Participation and Equity Factors

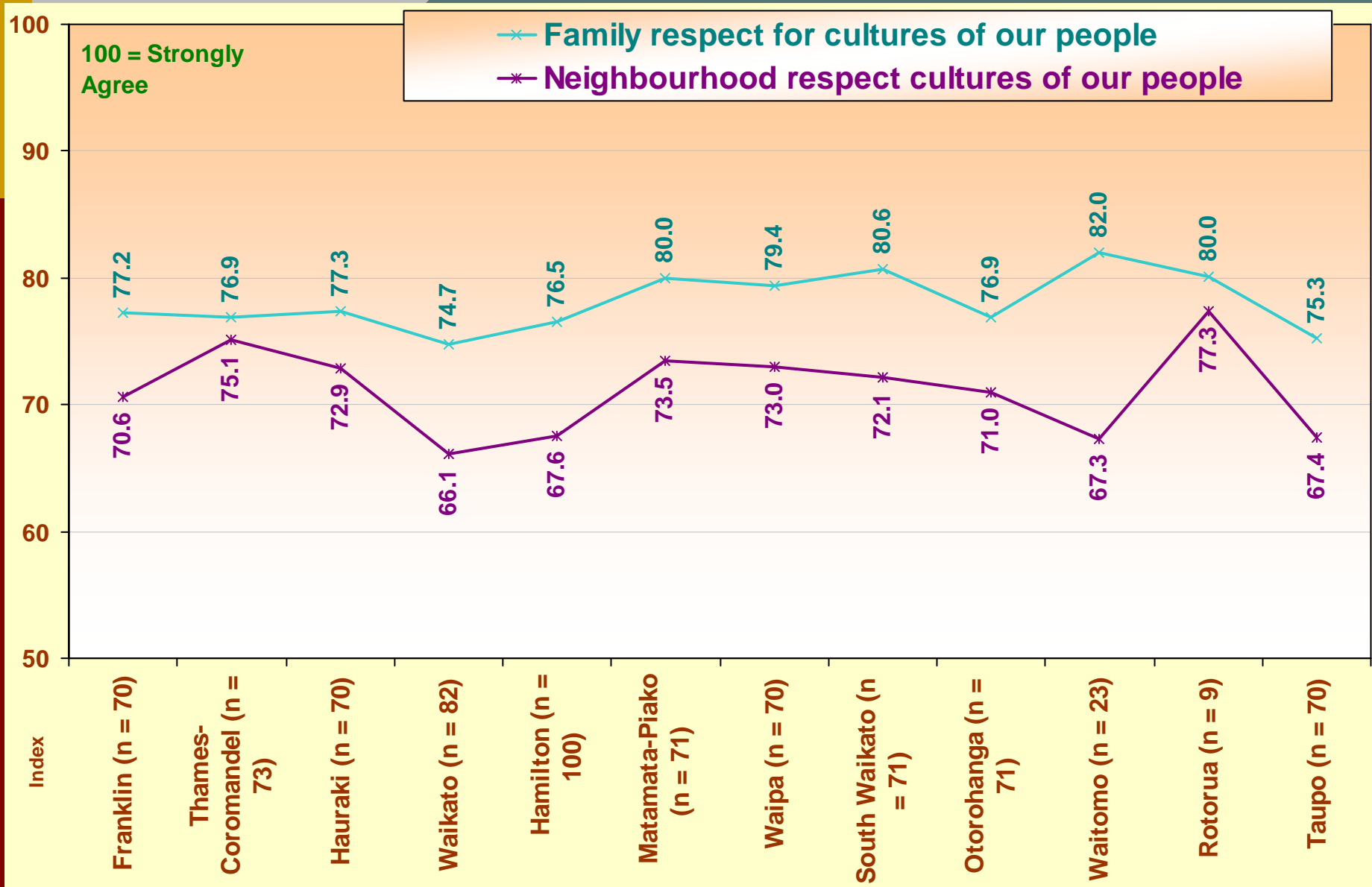
# Respect for the cultures of the people who live here



# Participation and Equity Factors Comparisons to 2007

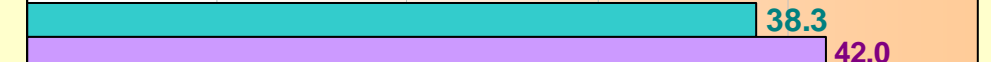


# Respect for the cultures of the people who live here by District

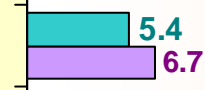


# Respect for the cultures of the people who live here: Verbatim comments

No problems / accepted as part of community



Few or no other ethnicities here / very little contact



Foreign myself - no problems



Other Positive



Other general / neutral



Don't know / can't comment



No answer



Different cultures not welcome



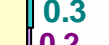
Have issues / concerns with other races



Choose not to mix



Foreign myself - problems



Other negative



% of respondents

0 10 20 30 40 50

# Conclusions

# Conclusions

- **The Happiness Index for their 'Quality of Life' was 82.0. Down 0.6 points from 2007 but still implies respondents are very happy with their quality of life.**
- **Most results very similar to 2007 – inferring consistent measurement but that little of significance has changed**
- **The main issues for the district are employment opportunities or attracting business (38%), financial or economic issues (19%), environmental concerns (19%), education (17%) and law and order (13%)**
- **The main issues for Council to focus on are roading (21%), environmental concerns (14%), the need for recreational facilities or entertainment (12%) town planning or infrastructure (11%) creating employment opportunities (10%) and concerns about Council or Management (10%)**

**Similar to 2007 most respondents are happy with their quality of life but there are a diverse variety of issues among small subgroups across the Region.**

John Dennis

International Research Consultants Ltd

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