

Waikato Community Outcomes

**A survey of rate-payers /
residents in the Waikato Region**

March 2010

2007 Project



The 2007 telephone survey

- Of 917 people
- 70 respondents per TLA – except Thames – Coromandel (140), Hamilton (100) and Rotorua (30)
- Randomly selected within each District of the Waikato Region
- Combination of rate paying home owners and renters
- Used a structured questionnaire
- Data weighting used to correct gender / age imbalance and to reflect overall Waikato result

The Process



Questionnaire development

- Paul Gower was the focal point and liaised between individual Councils and International Research Consultants.
- Questionnaire developed using track changes
- Questionnaire was a mix of core questions and ones for individual Councils.

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

Proximity to Work, Study, Recreation

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 NA/ DK	
	0	1	2	3	4	5	6	7	8	9		10
To where you work	0	1	2	3	4	5	6	7	8	9	10	99
To schools	0	1	2	3	4	5	6	7	8	9	10	99
To other educational facilities	0	1	2	3	4	5	6	7	8	9	10	99
To recreational and leisure facilities	0	1	2	3	4	5	6	7	8	9	10	99
To cultural facilities e.g. museums maraes etc	0	1	2	3	4	5	6	7	8	9	10	99

The 2007 sample split

	Number of interviews
Franklin	71
Thames-Coromandel	143
Hauraki	70
Waikato	76
Hamilton	101
Matamata-Piako	73
Waipa	67
South Waikato	70
Otorohanga	72
Waitomo	73
Rotorua	31
Taupo	70
Total	917

The 2007 sample split

TLA	Core	Number of non Core questions	Length of Pilot Interviews	Additional
				Minutes
Franklin	Yes	0	13.8	
Thames-Coromandel	Yes	31	18.5	4.7
Hauraki	Yes	0	13.8	
Waikato	Yes	0	13.8	
Hamilton	Yes	0	13.8	
Matamata-Piako	Yes	22	16.5	2.7
Waipa	Yes	24	16.5	2.7
South Waikato	Yes	0	13.8	
Otorohanga	Yes	0	13.8	
Waitomo	Yes	0	13.8	
Rotorua	Yes	0	13.8	
Taupo	Yes	13	15.2	1.4

The outputs from 2007

- Overall report showing core results and comparing individual TLA's
- Individual reports for each TLA including specific questions they asked
- Presentation of the results at a group level

Key Learning from 2007

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- **The issues tend to vary from place to place and person to person.**
- **With 20:20 hindsight, this survey has measured how respondents feel about many of the key measures but perhaps the issues that are affecting the respondents could help put these responses into perspective e.g. is the lack of a tertiary education facility really a major issue for those from Thames – Coromandel.**

Steps forward for 2010

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- **Time frame for fieldwork – June - July 2010**
- **Prior to that we need to finalise**
 - Which councils will participate
 - What are the core questions
 - What additional information needs do each Council have
 - When is the deadline for core results and final reports
- **We propose to work as we did in 2007 – through a focal point.**
- **Similar to 2007 we need to make sure this projects works for each individual Council as well as the Region.**

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