

MARCO regional Waikato perception survey 2013: regional overview report

Prepared by:
International Research Consultants Ltd

For:
Waikato Regional Council
Private Bag 3038
Waikato Mail Centre
HAMILTON 3240

August 2013

Document #: 2814751

MARCO Regional Waikato Perception Survey 2013 Regional Overview Report

August 2013



Prepared for *Te Kaunihera ā Rohe o Waikato*

Prepared by **International Research Consultants Ltd**

Phone: (09) 424 0516

Fax: (09)-424 0581

Email: John@internationalresearch.co.nz

PO Box 354

Silverdale

Auckland

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Executive Summary

The following summarises the key findings of the 713 interviews included in the collaborative 2013 MARCO Waikato Regional Perception Survey.

Hamilton City and five of the 10 District Councils opted to financially participate in the 2013 survey. These six Councils account for 82% of the Waikato Region's population. The sample of 713 was split with a minimum of 70 interviews set for each of the participating Councils. To give an accurate reflection of the region, respondents from all 11 Councils were included in the sample. However, for those Councils which were not financially participating, the number of interviews was set to reflect the number which would have been obtained in a random survey e.g. 6 interviews for Rotorua (reflecting the small population size of the district's area that is within the Waikato Region), 15 for the Waitomo District, 16 for the Otorohanga District, 33 for the Hauraki District and 58 for the Taupo District. The Hamilton sample was bolstered by an additional 109 interviews to reduce the impact on data weighting on the Regional results.

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 39% of the interviews were with men (versus 48% based on the 2006 census results) as a higher proportion of men 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 specific results. Refer methodology section for detail.*

Survey Results – An Overview

Similar to 2010, the survey shows that generally respondents from across the Waikato Region are happy with their Quality of Life but there are some issues among small subgroups. Similar to 2010, the three main issues for the district are employment opportunities or attracting business to the district; financial or economic issues, education, environmental concerns and law and order. However, the main issues vary from district to district.

The three main issues Council should focus on covered a variety of specific Council activities like roading, water, the appearance of the place, footpaths, stormwater or wastewater and recycling or refuse collection. The other main themes that Council should focus on were different to 2010 with financial / economic issues (13% mention versus 5% in 2010) and water related issues (8.3% versus 3.5% in 2010) being more commonly mentioned.

In general, the results are very similar to 2010 and 2007 which infers that the measurement process has been reasonably consistent but also on a Regional basis, little has changed since 2007.

Happiness with Quality of Life

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 previous years, the vast majority of the respondents (85%) are happy with their Quality of Life (scores of 7 – 10). A fifth of the respondents (20%) rated their Overall Quality of Life with a score of 10 while 23% rated this with a score of 9. The mode (most frequent value) is a score of 8 (30%). A seventh of the sample (14%) rated their Quality of Life with a score that was neutral (scores 4 – 6). Only a few respondents (0.9%) were actually unhappy with their Quality of Life (Scores 0 – 3).

The Happiness Index (HI score)¹, (a weighted score across the happiness scale) for their Quality of Life was 80.6. This is down 1.4 points from 2010 but once again the result implies the respondents are very happy with their Quality of Life.

¹ 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.

This is reflected in the Happiness Index with those from Otorohanga (Happiness Index 84.3) and those from Thames-Coromandel (Happiness Index 83.1) being the most happy with their Quality of Life while those from Waitomo (Happiness Index 70.6) being the least happy with their Quality of Life.

Compared to 2010 there were 8 decreases and 3 increases in the Indexes among the individual districts. The largest increase was 3.5 points for South Waikato (Index 81.7). The largest decreases were 9.5 points for Waitomo (Index 70.6) and 3.7 points for Waipa (Index 82.0).

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

- Those living in the rural areas (Happiness Index 82.8) were significantly happier with their Quality of Life than those live in the town or city (Happiness Index 79.7).
- Those aged over 65 (Happiness Index 85.1) or aged under 25 (Happiness Index 86.1) are significantly happier with their Quality of Life versus a Happiness Index from 78.4 to 80.2 for the other age brackets. Generally the older the respondent, the higher the level of satisfaction.
- Those who described their ethnicity as New Zealanders of European descent (Happiness Index 81.6) or New Zealanders of 'Other' descent (Happiness Index 83.3) were significantly happier with their Quality of Life than those of Maori descent (Happiness Index 74.0).
- Those who own their own home are significantly happier than those who rent or board (Happiness Index 81.5 and 77.5) respectively.

Those who rated at 7 or less (n = 180: 25.2%) were then asked '*Why do you feel this way?*' These respondents offered a number of explanations for being less than happy.

The main theme was to do with financial concerns (mentioned by 6.7% of the total sample but 27% of those who are less than happy). Slightly fewer mentioned health issues (4.3% of the sample), while 1.7% said that things could be improved and 1.5% felt they spent too much time working.

A few (0.7%) appeared to be unhappy in general while a few others (0.6%) had no particular reason to rate their Quality of Life the way they did. There was a range of other issues mentioned. A number of respondents (6.2%) made positive comments and 0.7% did not answer this question.

The results are similar to 2010 and 2007 but there are slightly more comments of a financial nature.

Quality of Life Factors

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 (77%) are satisfied with the '*availability of primary schools in your area*' but this drops to only 41% for the '*availability of community or tertiary education in your area*'.

This is reflected in the Customer Satisfaction Index (CSI scores)², (a weighted score across the satisfaction scale) which ranges from a CSI score of 78.6 for the '*availability of primary schools in your area*' down to a CSI score of 56.4 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.

Compared to 2010 there were 4 decreases and 1 increase in the Indexes for the Quality of Life factors. The only increase was 1.8 points for the '*cultural facilities and opportunities provided in your area*' (Index 64.0). The largest decrease was 4.6 points for the '*availability of community or tertiary education in your area*' (Index 56.4) followed by a decrease of 1.0 points for the '*availability of primary schools in your area*' (Index 78.6).

² 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 71.4) while the few from the Rotorua District within the Waikato Region (CSI score 41.3) and those from Waitomo are rated the lowest (CSI score 42.0).

The CSI scores for the Quality of Life factors vary by age group with those aged over 65 rating all factors significantly higher than those in the lower age brackets. 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 for those with school aged children (26 - 45 age bracket) 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.

There is some variation in the Quality of Life factors between those who identify themselves as of Maori descent and other New Zealanders.

Those who are happy with their Quality of Life (scores of 9 or 10) are the most satisfied with all 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 reasonably even for all the Quality of Life factors.

Proximity Factors

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 (77%) are satisfied with the *'proximity to schools'* but this drops to 49% for the *'proximity to other educational facilities'*.

This is reflected in the CSI scores which range from a CSI score of 80.3 for the *'proximity to schools'* down to a CSI score of 64.2 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.

Compared to 2010 there were 4 increases and 0 decreases in the Indexes among the Proximity factors. The largest increase was 1.1 points for the *'proximity to where you work'* (Index 77.6) followed by an increase of 0.8 points for the *'proximity to recreational and leisure facilities'* (Index 70.3).

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.

Barriers to Accessing Health Care

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?'* Three quarters (75.0%) 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 quarter of the sample (24.6%) said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't.

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 13.2% for Otorohanga to 41.0% in the South Waikato District and 30.1% the few from the Rotorua District within the Waikato Region. Comparing the 2013 results with 2010 and 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, there was an overall increase of 4.9% from 2010 (24.6 in 2013 versus 19.7% in 2010 and 22.5% in 2007).

Compared to 2010 there were 8 increases and 3 decreases in the percentage who said there was a time when they didn't go to a GP. The largest increases were 20% for the South Waikato District and 11% for the few from the Rotorua District within the Waikato Region. The largest decreases were 13% for the Waitomo District and 6% for the Otorohanga District.

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 (29%) versus 20% 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 33% for those aged under 26 - 45 years.
- Those who rent 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 21% for those who live in their own home.
- 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 (37%) versus 23% for those of European 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 (21%).
- 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 (42%) versus 19% for those who rated their Quality of Life with a score of 9 or 10.

Respondents (n = 159) 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 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 (9% of the sample which equates to 40% of those who did not visit a doctor when they wanted to go) and availability (7% of the sample). Smaller numbers mentioned travelling issues (2.0%), the fact they had no after-hours GP available (1.5%), or the time it took to get an appointment (1.3%). A few did not like the choice of doctor (1.0%), or not being a convenient time (0.6%) or said their need was not serious (0.6%). There was also a range of other comments. The results are similar to 2010 and 2007 although availability was a bigger issue in the 2013 survey.

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 just over two thirds of the sample (70%) felt safe (Scores 6 – 10) with the factor *'Safety in your community after dark'* and 17% felt unsafe (Scores 0 – 4).

This is reflected in the Safeness Index which is 83.8 for the *'Safety in your community during the daytime'* versus 65.9 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.

Comparing the 2013 results with 2010 and 2007 shows there was 1 increase and 1 decrease in the Indexes among the Safety factors. The factor *'safety in your community during the daytime'* (Index 83.8) was down 0.3 points while the factor *'safety in your community after dark'* (Index 65.9) was up 1.8 points.

The Safeness Index for the Safety factors varies by location but it seems that the few from the Rotorua District within the Waikato Region (Index 90.8) are rated the highest for the *'safety in your community during the daytime'* and Waipa (Index 75.0) is rated the highest for *'safety in your community after dark'*. Rotorua (Index 51.2) and South Waikato District (Index 57.3) are rated the lowest for *'safety in your community after dark'*. The Waikato District is rated the lowest for the *'safety in your community during the daytime'* (Index 79.8).

Those with the highest household income rate both the Safety factors the highest. This group rates the *'safety in your community during the daytime'* with an Index of 86.6 versus an Index of 80.4 for those with a household income under \$30,000 p.a. In a similar fashion, those with a household income over \$70,000 p.a. rate the *'Safety in your community after dark'* with an Index of 69.3 versus an Index of 62.7 – 63.0 for those with a lower household income.

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, with both factors.

Work Opportunities

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 fifth of the respondents (20%) did not answer this question, presumably because they were not working. This is similar to the 24% from 2010 and 20% from 2007.

Over two thirds of the respondents (71%) agreed with the statement *'Your job makes good use of your skills, training and experience'* (scores of 6 – 10). A quarter of the respondents (24%) strongly agreed (Score of 10) while 15% rated this with a score of 9. The mode (most frequent value) is a score of 10.

Only 4% 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 (6%) disagreed with the statement *'Your job makes good use of your skills, training and experience'* (Scores 0 – 4).

The Agreement Index (AI score)³, (a weighted score across the Agreement scale) for *'Your job makes good use of your skills, training and experience'* was 80.8, virtually unchanged from 2010 (up 0.1 points). This result again implies most respondents feel their jobs are making good use of their skills, training and experience.

There is some variation in the level of agreement with the statement *'Your job makes good use of your skills, training and experience'* based on where the respondent is from. The proportion that did not answer this question varies from 11% in Waipa up to 35% in Thames – Coromandel. The majority of the respondents from each TA agree with the statement *'Your job makes good use of your skills, training and experience'*. Those from Waitomo, Taupo and Hauraki appear more likely to disagree (13%, 11% and 9% respectively) versus 5.5% overall.

The Agreement index for the statement *'Your job makes good use of your skills, training and experience'* varies from 72.8 in the Waitomo District up to 93.4 for the few from the Rotorua District within the Waikato Region. Comparing the 2013 results with 2010 shows across the region the Index was virtually unchanged (Index 80.8 in 2013 versus 80.7 in 2010 and 81.4 in 2007). There were 5 increases and 6 decreases in the Indexes among the individual districts. Excluding the few from Rotorua, the largest increase was 9.4 points for South Waikato (Index 84.4). The largest decrease was 9.3 points for Hauraki (Index 74.7).

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 82.5) are significantly more likely to agree with this statement than those in the lower income brackets (Agreement Index 77.8 and 79.2).
- 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 74.2).

Participation in Sport and Active Leisure

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, (43%) said they exercised for 30 minutes or more every day while 36% said they did this 2 to 4 times per week and 12% said they did this weekly. Only 2% of the sample said they exercised for 30 minutes or more 2 – 3 times per month and 1% did this monthly while 2% did this less often. Only 4% of the respondents said they never exercised for 30 minutes or more and the remaining 0.1% did not know how often they did this level of exercise.

The vast majority of the respondents exercised for 30 minutes or more at least once per week (91%) versus 87% in 2010 and 89% in 2007.

The majority of respondents from each district exercised at least once per week. This ranges from 100% for the few from the Rotorua District within the Waikato Region and 98% for those from the South Waikato down to 85% in Hauraki. The variance by area may be caused by demographic differences in the samples.

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

- Those aged over 65 (9%) versus 2% - 4% for the other age brackets.
- Respondents of 'other' ethnic backgrounds (10%) versus 3% - 4% in the other income streams.
- Those who rated their Quality of Life with a score of 0 to 6 (8%) versus 4% for those who rated their Quality of Life with a score of 7 to 10.

³ 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)

Council Decision Making Factors

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.'* Almost half of the respondents (49%) 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 38% for the statement *'You have enough say in what your Council does'*. Between 31% and 42% disagreed with each statement (scores 0 – 4).

The Agreement Index ranged from 54.4 for the statement *'Overall, you understand how your Council makes decisions'* down to an Agreement Index of 46.2 for the statement *'You have enough say in what your Council does'*.

Comparing the 2013 results with 2010 and 2007 shows there were 3 decreases in the Indexes for the Council Decision Making factors a. The factor *'Overall, you understand how your Council makes decisions'* (Index 54.4) was down 3.2 points while the factor *'Overall, you have confidence that the Council makes decisions that are in the best interests of your district'* (Index 50.0) was down 6.2 points. The factor *'You have enough say in what your Council does'* (Index 46.2) was down 4.4 points.

The Agreement Index for the Council Decision Making factors varies by location but the pattern is similar with most TA's. The factor *'You have enough say in what your Council does'* is rated the lowest by all TA's. Respondents from Otorohanga have the highest Agreement Indexes for all three statements while Taupo is the lowest.

There is some variation in the Agreement Index for the Council Decision Making factors by age group. The greatest variation is in the statement *'Overall, you have confidence that the Council makes decisions that are in the best interests of your district'*. The Agreement Index varies from 66.4 for the under 25 age bracket down to 47.6 for the 26 – 45 age bracket.

There is some variation in most of the Council Decision Making factors based on the respondents ethnic background. The largest difference is in the Agreement Index for statement *'Overall, you have confidence that the Council makes decisions that are in the best interests of your district'* which varies by 12.8 points from an index of 40.9 for those of Maori Descent versus 50.9 for those of European descent and 53.7 for those of 'other' ethnic backgrounds.

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

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 (77%) 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 8% rated this with a score of 9. The mode (most frequent value) is a score of 8 (25%).

An eighth of the sample (13%) neither agreed nor disagreed with the statement *'You feel a sense of pride in the way your district looks and feels'* (Score 5). Less than a tenth of the respondents (6.5%) 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)⁴, (a weighted score across the Agreement scale) for *'You feel a sense of pride in the way your district looks and feels'* was 68.4. This is 0.3 points higher than 2010 but lower than the 70.1 recorded in 2007. The result implies most respondents feel a sense of pride in their district.

There is some variation in the respondent's sense of pride in the way their District looks and feels based on where the respondent is from. The vast majority of each area agreed (Scores 6 – 10) they have a sense of pride but the few from the Otorohanga District appear most likely to agree. Conversely, it seems that a slightly higher proportion of those from the Waitomo District (38%) or the Waikato District (17%) disagreed with this statement (Scores 0 – 4).

⁴ 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)

This is reflected in the Agreement Index with those from Otorohanga (Agreement Index 83.6) and those from Matamata-Piako (Agreement Index 76.6) agreeing they feel a sense of pride in the way their District looks and feels. Those from Waitomo (Agreement Index 55.7) were the least likely to agree with this statement.

Comparing the 2013 results with 2010 shows across the region the Index was virtually unchanged (Index 68.4 in 2013 versus 68.1 in 2010 and 70.1 in 2007). There were 7 increases and 4 decreases in the Indexes among the individual districts. The largest increase was 5.2 points for Hauraki (Index 73.1) and 3.6 points for Otorohanga (Index 83.6). Ignoring the few respondents from Rotorua, the largest decreases were 2.9 points for Taupo (Index 72.5) and 2.2 points for South Waikato (Index 62.3).

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:

- Respondents of Maori descent (Agreement Index 59.6) are significantly less likely to agree with this statement than those of 'other' ethnic backgrounds (Agreement Index 72.9).
- Those with household income over \$70,000 (Agreement Index 69.5) are significantly more likely to agree with this statement than those with a household income under \$70,000 (Agreement Index 67.2 and 67.4).
- Those who rated their Quality of Life with a score of 9 or 10 (Agreement Index 75.1) 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 55.5).

Respondents were asked '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?" They were then asked 'What is the ONE main reason for saying this?' This 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 (34.5%), having a good atmosphere or being a good place to live (17.5%), the area having good natural resources or facilities (13.5%), the upgrades or improvements happening (5.2%) or having general pride in their district (4.6%). The main negative comments had to do with concerns about the Council (12.8%), concerns about the place not being well maintained (11.1%), issues with the facilities (5.2%), or concerns about graffiti, crime and vandalism (4.1%). Others offered neutral comments (4%) did not know (4%) or thought there was room for improvement (4%). The results are very similar to 2010 and 2007.

What makes your district unique or special

Respondents were asked 'What do you think makes your district unique or special?' This 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 (33%). Others commented on the natural resources like beaches, rivers or mountains or natural beauty (24%). A smaller number thought the activities, events or tourist attractions made their district unique (13%) 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%).

Less than a tenth of the sample (7%) mentioned agriculture or horticulture or the rural feel of the area making their district unique while for others it was shops, facilities and amenities (7%) or parks and gardens (7%) or the history or cultural heritage (5%). There was a range of other suggestions.

A number of respondents did not answer this question (10%) 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%). The results are very similar to 2010 and 2007.

Participation and Equity Factors

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 (87%) agreed (Scores 6 – 10) with the statement 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here' and only 4% disagreed with this (Scores 0 – 4). Conversely, just over two thirds of the sample (71%) 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). This is reflected in the Agreement Index which is 78.1 for the statement 'Your family are knowledgeable and

show respect for the many and diverse cultures of the people who live here versus 70.5 for the statement *'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here'*. Both factors, *'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here'* (Index 78.1) and *'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here'* (Index 70.5) were up 0.8 points.

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. Waitomo, Hamilton and the Waikato District are rated the highest for *'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here'* (Index 84.3, 79.8 and 79.3 respectively). There is limited variation in the ratings for the statement *'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here'* (Index 66.8 to 73.8).

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 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 (41%). The second main issue covers financial or economic issues (21%) followed by issues related to education, schools or training (19%) then environmental concerns (16%), and law and order (12%). A ninth of the sample (11%) mentioned the lack of facilities or activities, while 11% mentioned social or community related issues. There was a wide range of other themes mentioned by smaller groups of respondents.

All of the main issues mentioned in 2013 were also the main issues mentioned in 2010 although there are minor variations in the order. The largest difference is a 5.9% reduction in mention of youth related issues (5.8% mention versus 11.7% in 2010) and a 3.9% increase in mention of social / community related issues (10.9% mention versus 7.1% in 2010). The other notable differences were for employment opportunities or attracting business to the district (40.8% versus 37.6% in 2010) and mention of concerns related to Council / Management (9.3% mention versus 6.3% in 2010) and a 2.7% reduction in the mention of environmental concerns.

Three biggest issues Council should be looking at

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

Many respondents mentioned specific Council activities like roading (17%), water (8%), the appearance of the place (4%), footpaths (4%), stormwater or wastewater (3%), and recycling or refuse collection (3%).

The other main themes covered financial concerns or economic issues (13%), the need for recreational facilities or entertainment (13%), environmental concerns (12%), concerns about Council finances or expenditure (12%), town planning or infrastructure (12%), and creating employment opportunities (12%). A tenth of the sample (10%) mentioned Council or Management concerns, while 9% raised concerns about rates and 7% raised concerns about education or schooling. There was also a wide range of other themes mentioned by smaller groups of respondents.

Most of the main issues mentioned in 2013 were also the main issues mentioned in 2010 although there are minor variations in the order. The largest difference is an 8.2% increase in mention of financial / economic issues (13% mention versus 5% in 2010) and a 5% increase in mention of water related issues (8.3% versus 3.5% in 2010). The other notable differences were for stormwater or wastewater (3.6% decrease), concerns about Council finances or expenditure (3.5% increase), roading issues (3.4% decrease) and a 2.4% increase in the mention of social or community concerns.

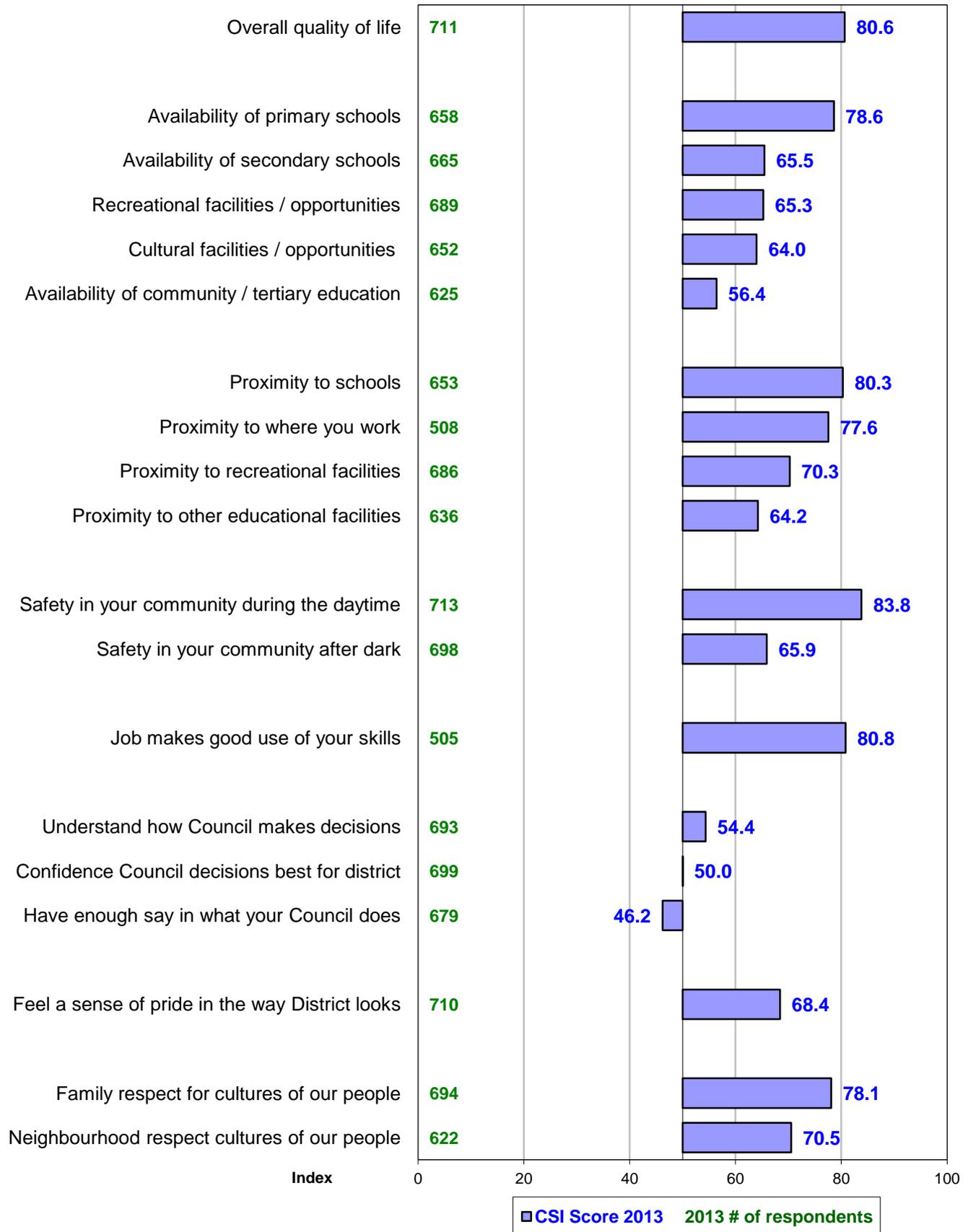
Summary of Indexes – Waikato Region

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 83.8 for the ‘Safety in your community during the daytime’ down to an Index of 46.2 for the factor ‘You have enough say in what your Council does’.



Waikato Region - Comparison to 2010 and 2007

The following chart compares the 2013 results with 2010. There were a similar number of increases (10) and decreases (9) in the Indexes. The largest increases were 1.8 points for the statement *'Safety in your community after dark'* and for the statement *'the cultural facilities and opportunities provided in your area'*. The largest decreases were 6.2 points for the statement *'Overall, you have confidence that the Council makes decisions that are in the best interests of your district'* and 4.6 points for satisfaction with *'the availability of community or tertiary education in your area'*.



Tables of Core Indexes by Council

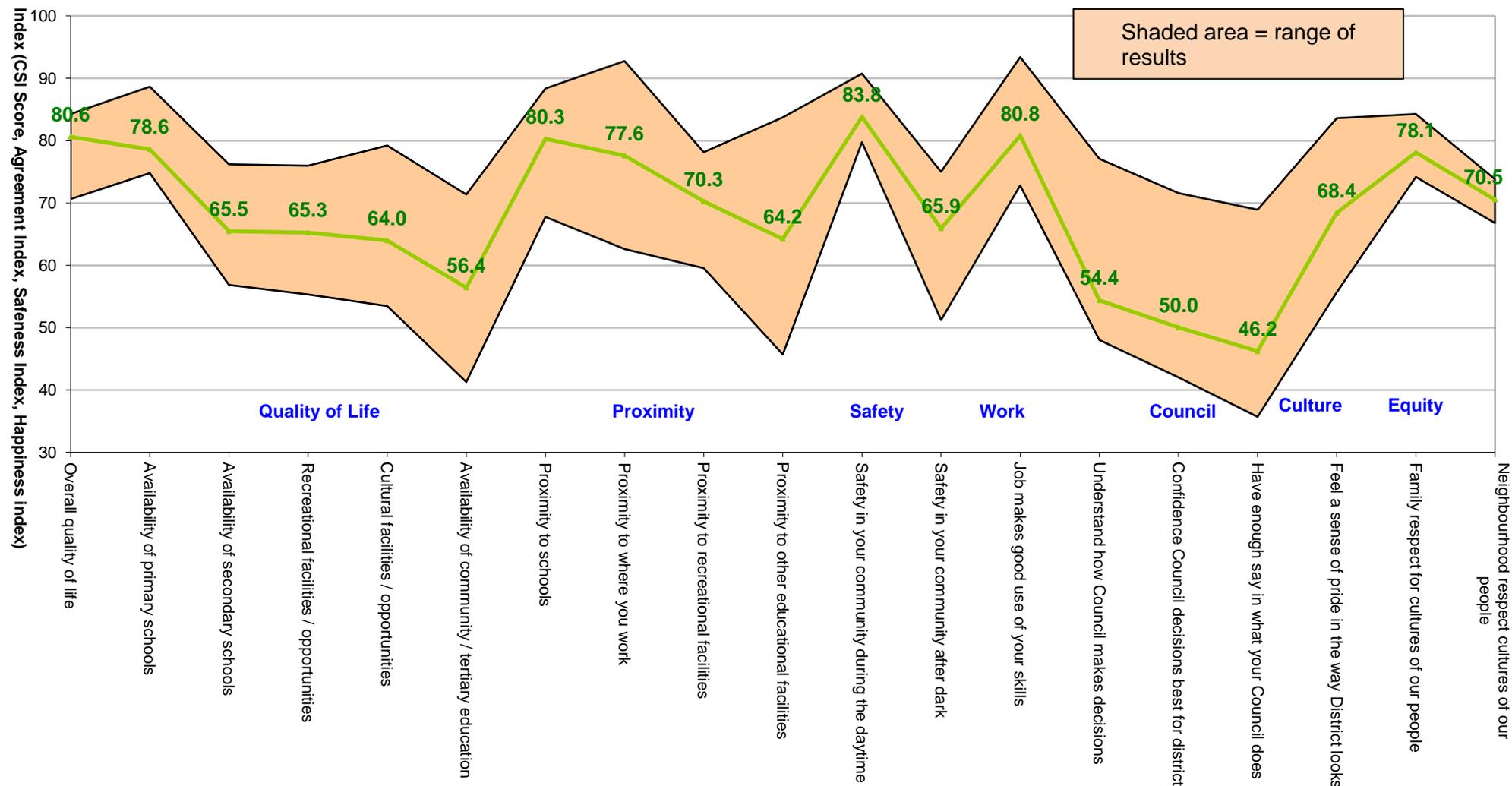
The following table compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for the factors in the core survey. The cells highlighted in green are the Districts with the highest index and those highlighted in pink highlight the District with the lowest index.

	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo	Maximum	Minimum	Range	Weighted Average
Number of interviews	71	33	111	181	70	81	70	16	15	6	59				713
Overall Quality of Life	83.1	79.9	79.8	79.6	82.4	82.0	81.7	84.3	70.6	82.0	79.8	84.3	70.6	13.7	80.6
Availability of primary schools	76.4	86.6	78.0	74.8	83.4	80.5	81.2	88.7	75.3	88.4	77.0	88.7	74.8	13.9	78.6
Availability of secondary schools	66.1	68.8	56.9	58.6	74.9	72.1	73.1	76.2	62.4	65.4	72.5	76.2	56.9	19.4	65.5
Recreational facilities / opportunities	57.3	68.2	55.9	67.2	65.8	76.0	67.0	72.8	55.3	67.2	67.5	76.0	55.3	20.7	65.3
Cultural facilities / opportunities	56.6	62.3	59.1	65.3	66.8	69.0	64.3	76.1	53.5	79.2	67.5	79.2	53.5	25.8	64.0
Availability of community / tertiary education	42.0	44.9	51.1	71.4	48.2	55.9	56.8	64.3	42.0	41.3	49.8	71.4	41.3	30.1	56.4
Proximity to schools	81.7	84.3	76.1	77.8	84.6	82.2	86.2	88.4	75.1	67.8	79.9	88.4	67.8	20.6	80.3
Proximity to where you work	82.6	87.4	71.5	75.5	84.0	79.3	78.5	92.8	71.4	62.6	78.1	92.8	62.6	30.2	77.6
Proximity to recreational facilities	68.0	70.1	59.6	69.0	75.3	76.3	78.2	75.9	59.8	59.9	76.5	78.2	59.6	18.6	70.3
Proximity to other educational facilities	56.0	62.1	56.0	71.7	66.3	65.2	66.6	83.7	47.2	45.7	60.2	83.7	45.7	38.0	64.2
Safety in your community during the daytime	86.1	83.4	79.8	81.1	87.2	88.4	83.7	80.9	80.9	90.8	88.7	90.8	79.8	11.0	83.8
Safety in your community after dark	71.8	63.1	63.3	64.5	69.1	75.0	57.3	68.7	57.9	51.2	68.5	75.0	51.2	23.8	65.9

	Thames-Coromandel	Hauraki	Waikato	Hamilton	Matamata-Piako	Waipa	South Waikato	Otorohanga	Waitomo	Rotorua	Taupo	Maximum	Minimum	Range	Weighted Average
Number of interviews	71	33	111	181	70	81	70	16	15	6	59				713
Your job makes good use of your skills, training and experience	78.3	74.7	79.5	79.1	86.6	83.8	84.4	91.3	72.8	93.4	78.6	93.4	72.8	20.6	80.8
Overall, you understand how your Council makes decisions	56.9	62.2	52.0	51.6	61.2	55.8	50.2	77.1	69.6	57.9	48.0	77.1	48.0	29.1	54.4
Overall, you have confidence that the Council makes decisions that are in the best interests of your District	49.7	59.1	46.4	47.2	64.2	55.9	42.7	71.6	55.0	46.3	42.0	71.6	42.0	29.6	50.0
You have enough say in what your Council does	47.1	51.1	43.1	44.9	59.9	48.5	42.0	68.9	50.8	42.7	35.7	68.9	35.7	33.2	46.2
You feel a sense of pride in the way your District looks and feels	70.2	73.1	60.6	66.9	76.6	75.3	62.3	83.6	55.7	69.4	72.5	83.6	55.7	27.9	68.4
Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here	75.9	76.5	79.3	79.8	76.4	77.7	79.0	77.2	84.3	74.2	74.3	84.3	74.2	10.1	78.1
Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here	71.6	72.6	69.3	71.0	70.3	71.2	70.7	73.8	69.9	66.8	68.7	73.8	66.8	7.0	70.5
Maximum	86.1	87.4	79.8	81.1	90.3	91.2	86.2	92.8	84.3	93.4	88.7	93.4	79.8	38.0	83.8
Minimum	42.0	44.9	43.1	44.9	48.2	48.5	42.0	64.3	42.0	41.3	35.7	68.9	35.7	7.0	46.2
Range	44.0	42.5	36.7	36.2	42.1	42.7	44.2	28.5	42.3	52.1	53.0	24.5	44.1	31.0	37.6

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 'how close you live to other educational facilities' (Index range from 45.7 to 83.7) and the smallest range is for 'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here' (Index range from 66.8 to 74.2)



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
Overall Quality of Life	Happiness Index	Overall Quality of Life	0.4		0.3	0.3	2.5	5.1	6.1	12.8	29.5	22.9	19.9	0.3	80.6
Quality of Life	CSI Score	Availability of primary schools	0.9	1.0	0.7	1.5	0.9	6.0	6.1	14.6	24.0	15.5	22.7	6.1	78.6
Quality of Life	CSI Score	Availability of secondary schools	1.9	2.7	4.6	4.8	6.9	10.9	7.6	12.6	20.2	9.1	13.4	5.3	65.5
Quality of Life	CSI Score	Recreational facilities / opportunities	2.6	0.8	1.1	5.0	6.9	13.2	9.7	20.7	21.1	10.0	6.2	2.6	65.3
Quality of Life	CSI Score	Cultural facilities / opportunities	2.1	0.8	1.2	3.4	3.2	19.0	12.8	19.4	19.6	5.2	4.9	8.4	64.0
Quality of Life	CSI Score	Availability of community / tertiary education	6.5	3.2	7.3	6.2	6.7	9.8	8.8	11.2	15.6	4.8	9.4	10.5	56.4
Proximity	CSI Score	Proximity to schools	0.3	0.5	0.4	1.1	2.1	7.0	5.7	10.9	26.5	11.4	28.2	6.0	80.3
Proximity	CSI Score	Proximity to where you work	1.5	0.6	1.0	1.6	2.9	7.4	3.9	8.2	17.8	10.0	25.2	20.0	77.6
Proximity	CSI Score	Proximity to recreational facilities	1.0	0.5	1.6	3.8	5.2	10.5	10.0	18.9	23.0	9.9	13.3	2.4	70.3
Proximity	CSI Score	Proximity to other educational facilities	3.1	1.9	3.4	4.2	3.7	14.2	11.4	13.7	16.9	7.3	11.3	8.9	64.2
Crime and Safety	Safety index	Safety in your community during the daytime	0.8	0.1	0.3	0.7	1.2	4.5	4.7	7.9	25.3	23.6	31.0		83.8
Crime and Safety	Safety index	Safety in your community after dark	2.9	1.7	1.9	4.9	5.9	11.1	10.4	17.1	25.4	8.3	9.1	1.4	65.9
Work opportunities	Agreement Index	Job makes good use of your skills	0.4	0.3	2.1	0.7	2.0	3.7	3.7	8.5	19.9	15.0	23.7	20.1	80.8

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	Understand how Council makes decisions	7.4	3.2	6.0	6.2	8.1	17.9	9.6	13.2	15.3	4.1	6.4	2.6	54.4
Council Decision Making	Agreement Index	Confidence Council decisions best for district	7.3	4.7	5.7	9.0	10.3	17.7	13.4	13.2	10.4	3.2	3.4	1.6	50.0
Council Decision Making	Agreement Index	Have enough say in what your Council does	9.2	5.1	7.3	11.2	9.1	14.9	11.8	12.4	9.4	2.9	1.4	5.4	46.2
Culture and Identity	Agreement Index	Feel a sense of pride in the way District looks	1.6	0.6	2.3	2.0	2.9	12.9	14.2	21.3	24.9	8.4	8.5	0.5	68.4
Participation and equity	Agreement Index	Family respect for cultures of our people	0.4	0.1	0.9	1.7	1.3	6.5	8.5	14.0	29.2	16.0	19.3	2.1	78.1
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people	0.3		1.8	2.5	2.1	10.7	10.7	19.9	25.1	5.5	9.3	12.1	70.5

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

Background

The Waikato Region undertook a collaborative approach to the identification and monitoring of community outcomes. Choosing Futures Waikato (CFW)⁵ was established in 2004 as a collaboration comprising representatives of staff from Waikato Regional Council, 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 (www.choosingfutures.co.nz).

In 2006 MARCO identified a broad range of measures (approx 190) with a smaller core set of 75 indicator measures that could be used to measure progress towards the region's community outcomes.

A number of those core indicators (about 15 - 20) 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. Waikato Regional Council – Environmental awareness, attitudes and actions (EAAA) survey
A triennial random survey of the region's residents with relatively large sample size (n ≈ 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 (<http://www.qualityoflifeproject.govt.nz/survey.htm>)
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 Waikato Regional Council 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.
3. New Zealand General Social Survey (Statistics NZ)
http://www.stats.govt.nz/browse_for_stats/people_and_communities/Households/nzgss_HOTP20_12.aspx
The New Zealand General Social Survey (NZGSS) provides information on the well-being of New Zealanders aged 15 years and over. It covers a wide range of social and economic outcomes and shows how people are faring. In particular the survey provides a view of how well-being outcomes are distributed across different groups within the New Zealand population. The first survey was carried out in 2008, then in 2010 and 2012.
4. Sovereign Wellbeing Survey 2013 (<http://www.mywellbeing.co.nz/mw/what-is-wellbeing.html>)
The survey is the first national representation of how New Zealanders are faring on a personal and social level, and how New Zealand is doing compared to other countries.

While some data is available from these surveys at the regional level, data availability of national surveys does generally not extend to the district/city level. To allow benchmarking or comparisons with other specific projects, where applicable the questions are the same or similar to those already in use.

⁵ Choosing Futures Waikato has been disestablished following the amendments to the Local Government Act 2011, which revoked the mandatory requirement for councils to identify community outcomes and to track and report on progress towards them. However, the multi-agency MARCO group continued the gathering and reporting of the 75 core indicators to provide ongoing key information of the communities economic, social/cultural and environmental wellbeing.

2007 Survey

The first 'Waikato Regional Perception Survey' was undertaken in May/June 2007. 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 a telephone survey
- b) allow flexibility for any district/city Council that wished 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 wanted to supplement the survey of 'core questions' with questions that relate to the monitoring of local community outcomes.
- d) 918 respondents from the Waikato Region were interviewed for the Collaborative Community Outcomes Monitoring Survey.
<http://www.choosingfutures.co.nz/PageFiles/147/1217548collaborativeperceptionsurvey.pdf>

2010 Survey

Feedback and evaluation of the 2007 survey was highly supportive for undertaking a similar survey every three years. The 2010 survey was an update of the 2007 project and follows basically the same parameters as 2007:

- a) 780 interviews were completed (70 per TA, except for Rotorua with 21 interviews). However, in 2007 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. See questionnaire at <http://www.choosingfutures.co.nz/Publications/>.

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)

2013 Survey

The third 'Waikato Regional Perception Survey' was undertaken in June 2013. The 2013 survey was an update of the 2010 project and follows basically the same parameters as 2010 and 2007:

- c) 713 interviews were completed (a minimum of 70 per participating TA, with a representative proportion included for the TA.s not financially participating (Taupo 59 interviews, Hauraki 33 interviews, Otorohanga 16 interviews, Waitomo 15 interviews and Rotorua 6 interviews). However, in 2013 extra interviews were conducted for Hamilton (181 interviews) to reduce the impact of weighting TA's to represent the regional balance..
- d) 22 topics were covered with a total of 74 (sub-)questions asked. See questionnaire at <http://www.choosingfutures.co.nz/Publications/>.

Three 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 2013. This is consistent with the timing of the previous surveys, e.g. to reduce variability due any potential seasonal variability.

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.
- Demonstrates collaboration and cost effectiveness of data gathering, analysis and reporting.
- Provides valuable feedback and input into the LTP.

Methodology

Interview Type

In 2013, 713 respondents from the Waikato Region (versus 780 in 2010 and 918 respondents in 2007), were interviewed for the collaborative MARCO Regional Perception Survey. All interviews were conducted by telephone. Similar to previous years, a Hamilton based research company DigiPoll Ltd, handled all the interviewing and this was undertaken between the 1st June and 28th June 2013.

Sampling Methodology

The sampling method is the same as that used in previous Waikato Region surveys whereby respondents were selected using DigiPoll's telephone random digit sampling system. This system was developed specifically for New Zealand conditions and gives a random sample of the entire population that have 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.

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.

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
713	± 3.6%	± 3.0%
100	± 9.8%	± 8.3%
70	± 11.7%	± 9.9%
21	± 21.4%	± 18.0%
9	± 32.7%	± 27.5%

To interpret the above margins of error, consider the following scenario. If we take a sample of 713 people, correctly selected by random sampling methods and find that 50% agree with a statement. What this means is that, if we took 100 similar samples, all selected in the same way, 95 of those samples would give a result in that between 46.4% and 53.6% agree with that statement.

Therefore the margin of error for the entire sample of 713 is ±3.6% at the 95% confidence limit.

Questionnaire

In 2007, MARCO developed a draft questionnaire based on various similar surveys that had been conducted before, nationally and locally. IRC worked with Waikato Regional Council to fine tune and coordinate that questionnaire with the councils participating in the survey. The questionnaire was revised in 2010 and again prior to commencing the survey in 2013.

The bulk of the survey is unchanged from 2007 but there were a few new non-core questions added with a few questions used in 2010 no longer being required. In 2013, only three District Councils opted to include non-core specific questions.

Once we had agreement on the questionnaire from all Councils, then DigiPoll programmed the questionnaire into their computer systems.

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. In 2013, the core survey took 17.0 minutes although no new questions were added. It seems that respondents had slightly more to say this year.

	2010 Additional questions	2010 Additional minutes	2013 Additional questions	Estimated Extra minutes	Interviews
Core Survey		15.9 minutes		0.8	
Thames-Coromandel	26	7	6	2.6	70
Hauraki	0		0		32
Waikato	0		0		106
Hamilton	7	1.6	0		179
Matamata-Piako	26	5.8	10	4.1	70
Waipa	17	2.6	15	5.5	78
South Waikato	0		0		70
Otorohanga	13	3.6	0		16
Waitomo	0		0		15
Rotorua	0		0		6
Taupo	0		0		58

Interview Quotas by TA

Similar to 2010, 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 TA level, we recommended geographic quota sampling similar to previous rounds.

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, in 2010 each of Hamilton's 100 respondents had a weighting of approximately 2.7 (e.g. 1 Hamilton interview has the same weight as almost 3 interviews in the rest of the region). To reduce this anomaly in 2013, IRC recommended increasing the number of interviews for Hamilton and the Waikato District to more closely reflect the regional population split.

For 2013, Hamilton City and five of the 10 District Councils (Thames-Coromandel, Waikato, Matamata-Piako, South Waikato and Waipa) opted to financially participate in the 2013 survey. However, these six Councils account for 82% of Regions population. The sample of 700⁶ was split with a minimum of 70 interviews set for each of the participating Councils. To give an accurate reflection of the region, respondents from all 11 Councils were included in the sample. However, for those Councils which were not participating, the number of interviews was set to reflect the number which would have been obtained in a random survey e.g. 6 interviews for Rotorua, 15 for the Waitomo District and 16 for the Otorohanga District. The Hamilton sample was bolstered by an additional 109 interviews to reduce the impact of data weighting on the Regional results.

⁶ The actual number of samples undertaken was 713. DigiPoll completed an extra 13 interviews(713 in total) in some districts where some respondents appeared to be misunderstanding which district they were actually from (specifically the Waikato District).

	2012 Population estimates	2012 Aged 15+ Population estimates	% 2012 Aged 15+ Population estimates	Random Spread 700 interviews	Minimum 70 + Random Spread 700 interviews
Hamilton	148200	116380	35.63%	249	179
Hauraki	18750	15080	4.62%	32	32
MPDC	32060	25280	7.74%	54	70
Otorohanga	9340	7250	2.22%	16	16
Rotorua	3830	2830	0.87%	6	6
South Waikato	22670	17250	5.28%	37	70
Taupo	33990	27010	8.27%	58	58
Thames Coromandel	26990	22640	6.93%	49	70
Waikato	64730	49360	15.11%	106	106
Waipa	46170	36370	11.13%	78	78
Waitomo	9460	7180	2.20%	15	15
Total	416190	326630	100.00%	700	700

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 Waikato Regional Council.

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 2013 survey was 36.0% (interviews / interviews + refusals) versus 37.3% in 2010 and 38.3% in 2007.

Outcomes	2007 # of contacts	2007 %	2010 # of contacts	2010 %	2013 # of contacts	2013 %
Completed calls	918	25.8%	780	25.1%	713	27.8%
Refusals	1,476	41.4%	1,309	42.1%	1,267	49.4%
Language Barrier / illness / hearing problems	50	1.4%	64	2.1%	43	1.7%
Ineligible	133	3.7%	220	7.1%	147	5.7%
Computer/Fax/Modem	483	13.6%	20	0.6%	46	1.8%
Answering Machine	503	14.1%	715	23.0%	348	13.6%
Total	3,563	100.0%	3,108	100.0%	2,564	100.0%
Response rate	38.3%		37.3%		36.0%	

Data weighting

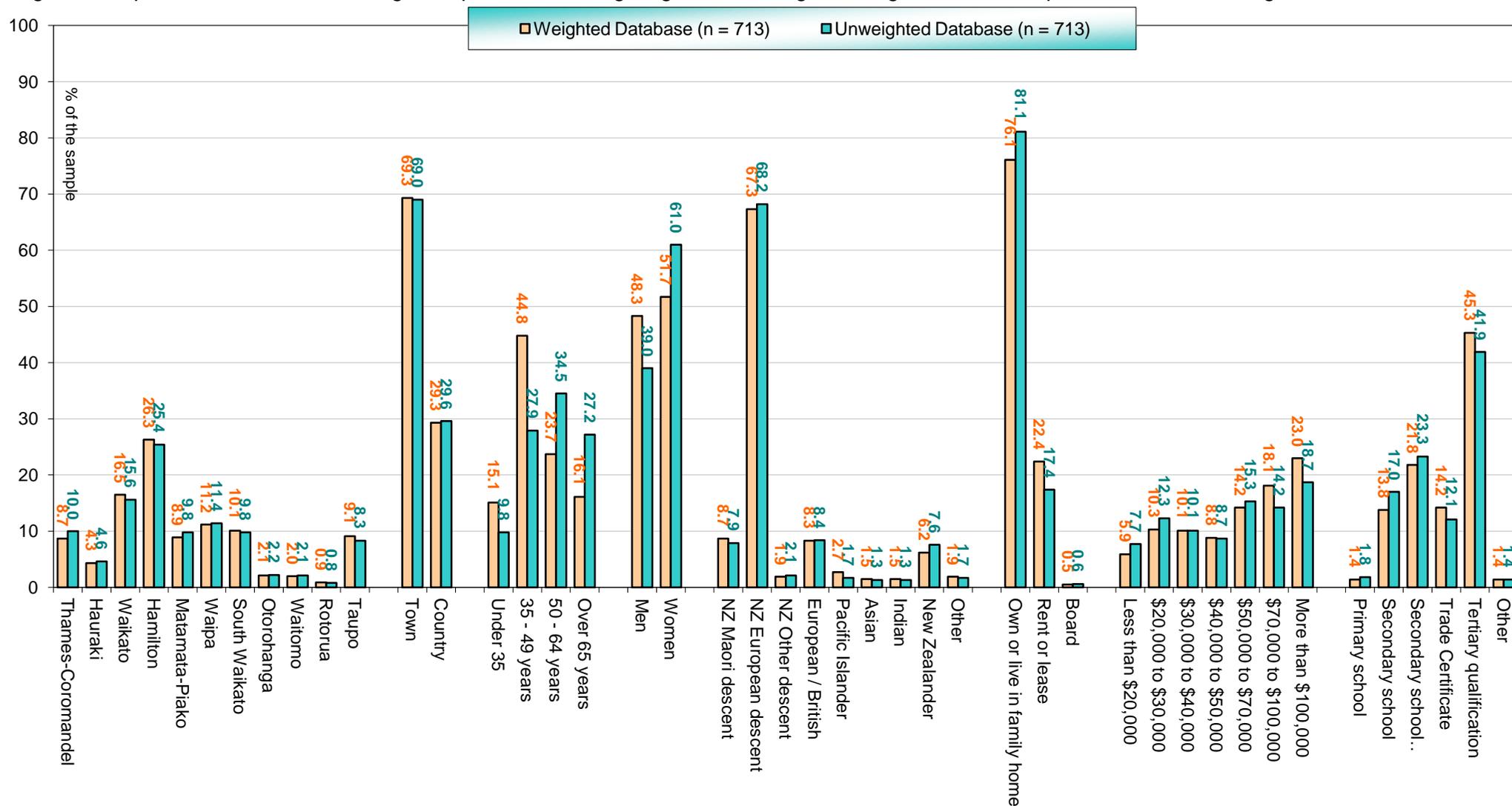
With most random samples, there are subgroups of the population that tend to opt out of participating in surveys e.g. in this survey only 39% of the interviews were with men (versus 48% based on the 2006 census results) as a higher proportion of men opted out of the survey (refused). Quotas by age and 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.

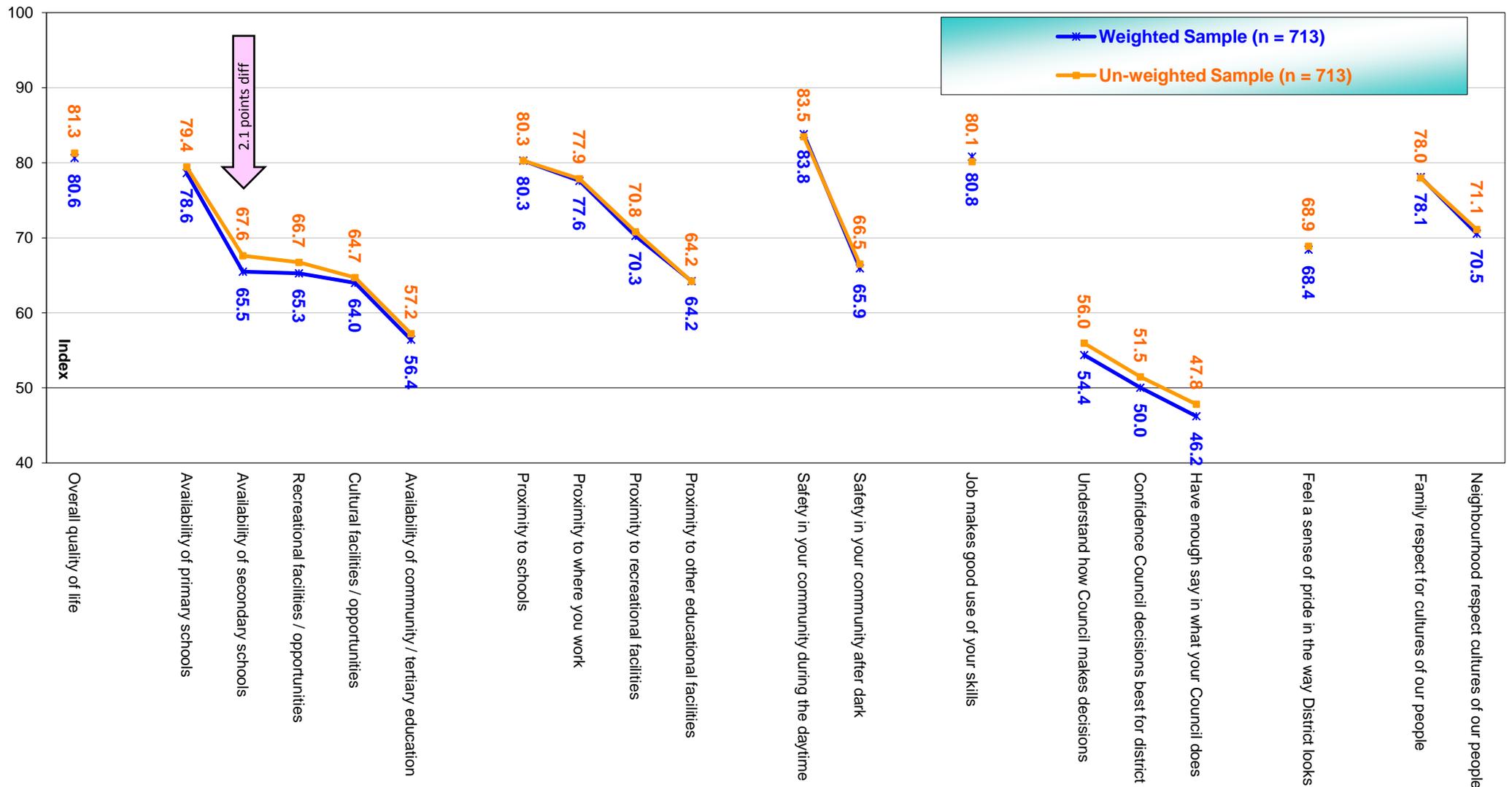
A simple cost effective method of correcting for this imbalance is by data weighting e.g. a weighting is given to ensure the sample reflects the actual population e.g. if 25% of the interviews were with respondents over 65 but we were only expecting 20% in the population, then a data weighting is applied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



The data weighting has a modest impact on the Indexes for most of the measured factors. The largest variance in an Index is 2.1 points for the 'availability of secondary schools in your area'. Most of the variances are less than 1 point.



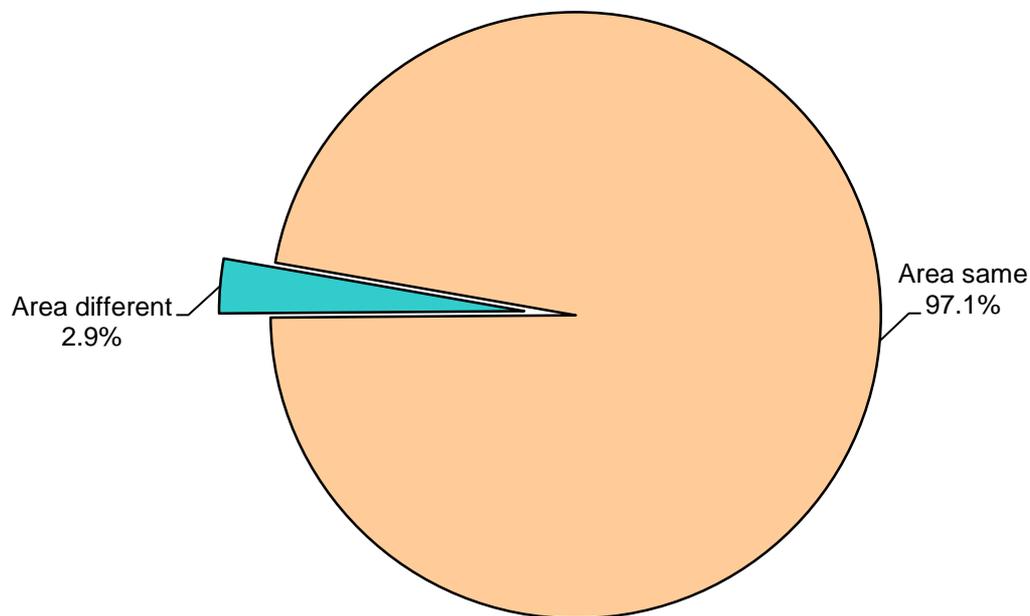
Telephone Area compared to respondents area

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, 3% 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 except where the nearest intersection clearly shows them in a neighbouring District. 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 (planned interviews). 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.

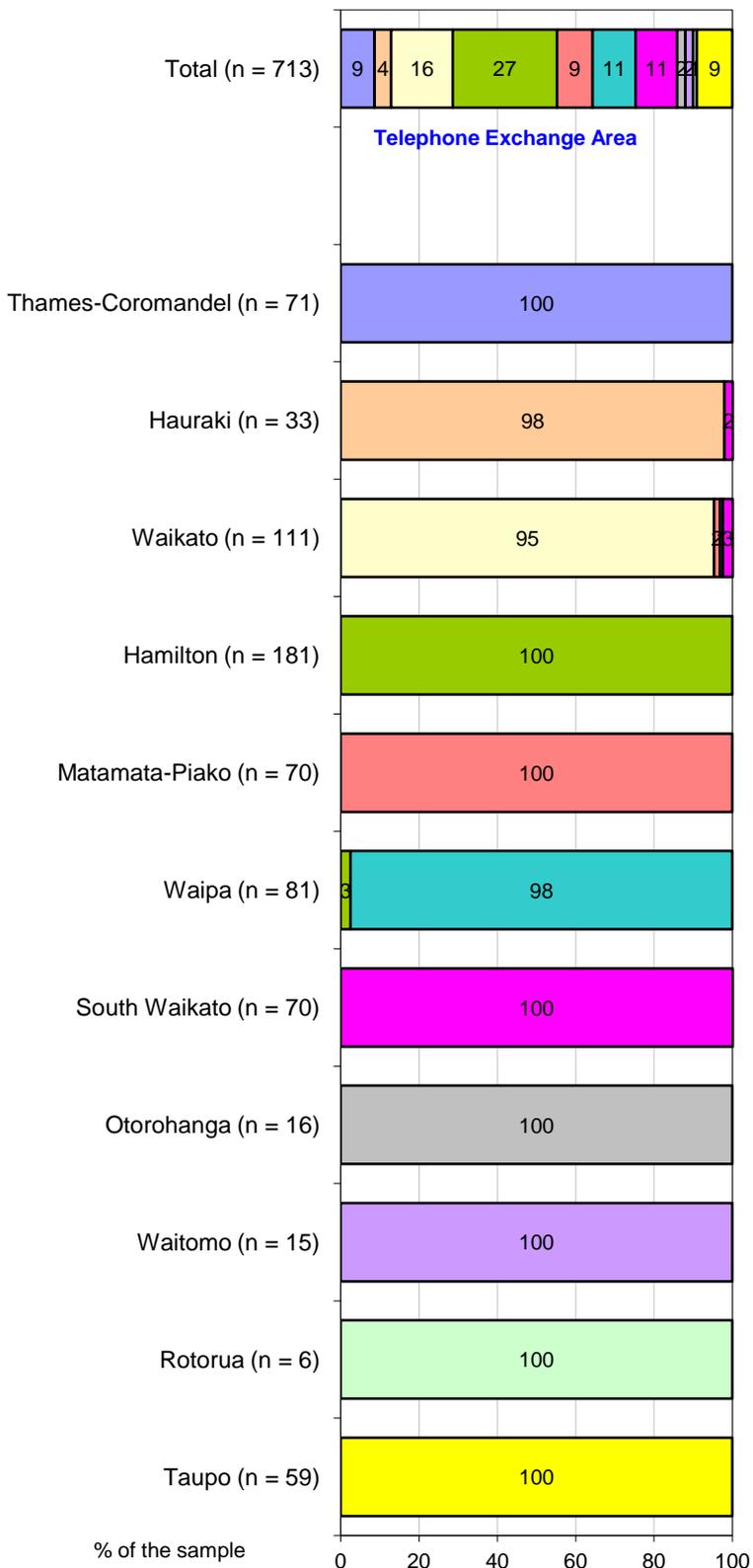
For most districts, the vast majority are from the telephone exchanges for the district that for respondents said they were from. This ranges from 95% for Waikato to 100% most districts.

The main discrepancy is for the Waikato District with 95% coming from an exchange that covers the Waikato District. However, 2.5% were from South Waikato exchanges while 1.6% were from Matamata-Piako exchanges and 0.7% on Waipa exchanges. It is probable these respondents live in areas where the exchange boundaries do not match the district boundaries.

Waipa had 2 respondents (2.5%) who were on exchanges for the Hamilton City. However, looking at the street addresses for these respondents, all are in rural areas outside the city boundaries.

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

Respondents definition of which District they live in



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

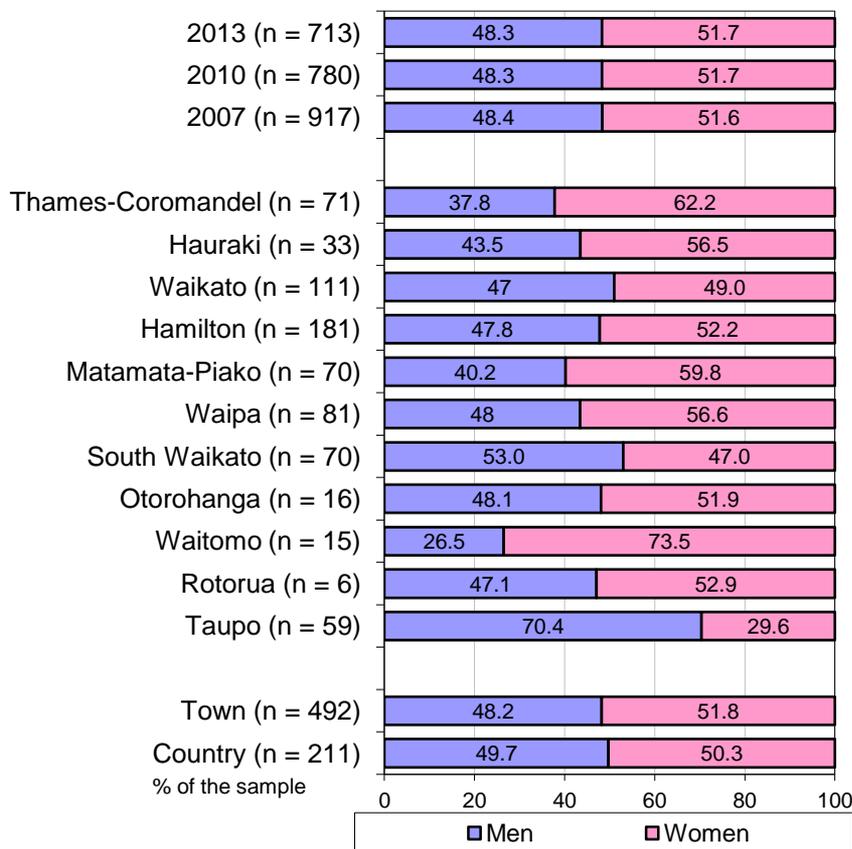
Gender

There was an over representation of female respondents in the survey. Of those surveyed, 61% were women versus 39% 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 previous years, with data weighting, women account for 52% of the sample.

There is some variation in the demographic mix within each TA 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

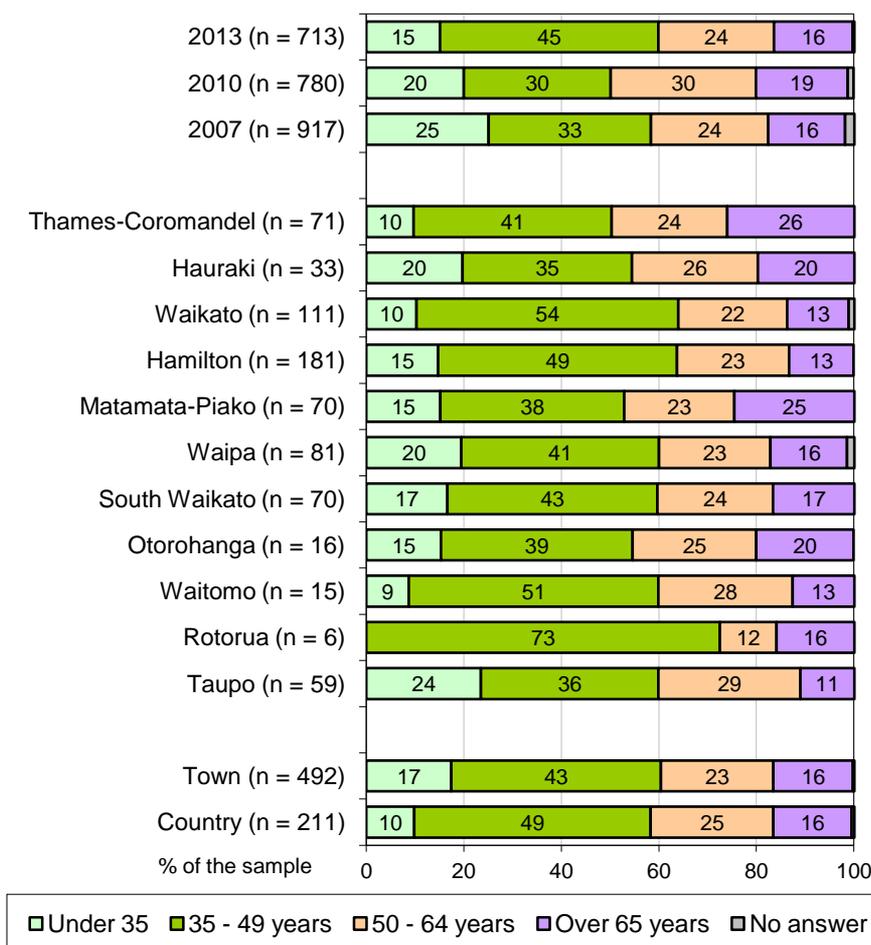
The unweighted sample has a disproportionate number of over 65 year olds, (27% versus 16% in the census). This is caused by more older people living alone and being more available for interviews. This anomaly has been corrected by data weighting.

Only 15% of the sample were aged under 35 while close to half of the weighted sample, (45%) is aged 35 – 49 years.

A quarter of the weighted sample (24%) were aged 50 – 64 years, and the balance were aged in the 65+ age bracket, (16%). Two respondents (0.3%) 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

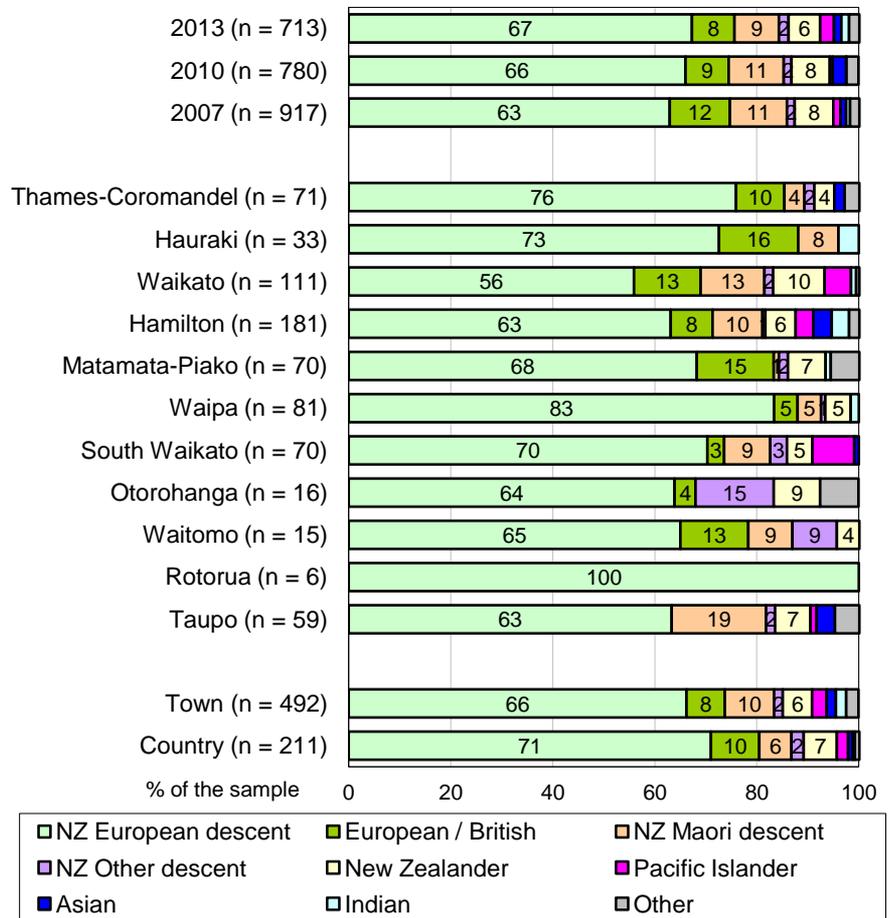
Two thirds of the respondents (67%) identified themselves with being a New Zealander of European descent while 8% identified themselves with being European / British.

A tenth of the sample (9%) identified themselves with being a New Zealander of Maori descent and 2% as a New Zealander of other descent. A further 6% described themselves as a 'New Zealander' or 'Kiwi'.

There were a small number of respondents who identified themselves as Pacific Islanders (2.7%), Asian (1.5%), Indian (1.5%) or of other races (1.9%).

The results are similar to previous years.

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

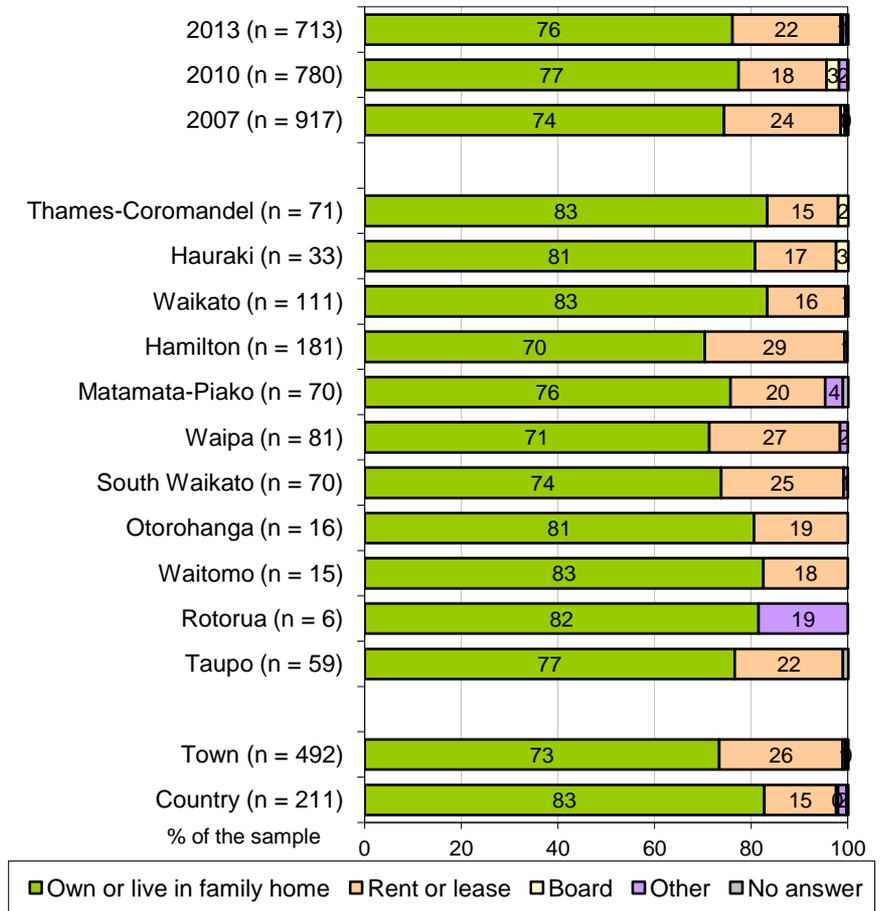


Home Ownership

Three quarters of the respondents, (76%) owned or lived in the family home. A fifth of the sample (22%) said they rented or leased, with the balance stating that they boarded (0.5%) or had some other arrangement (0.8%) or did not answer this question (0.2%).

There are slightly more renters in the 2013 survey.

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 previous years although a higher proportion have an income over \$100,000 in 2013.

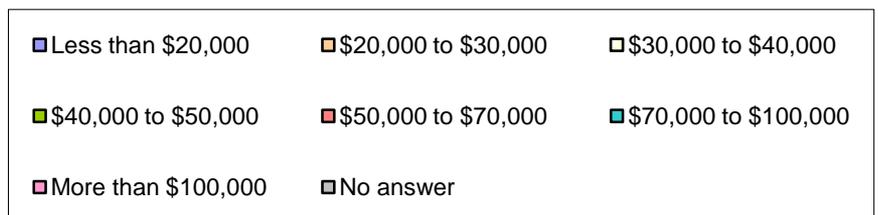
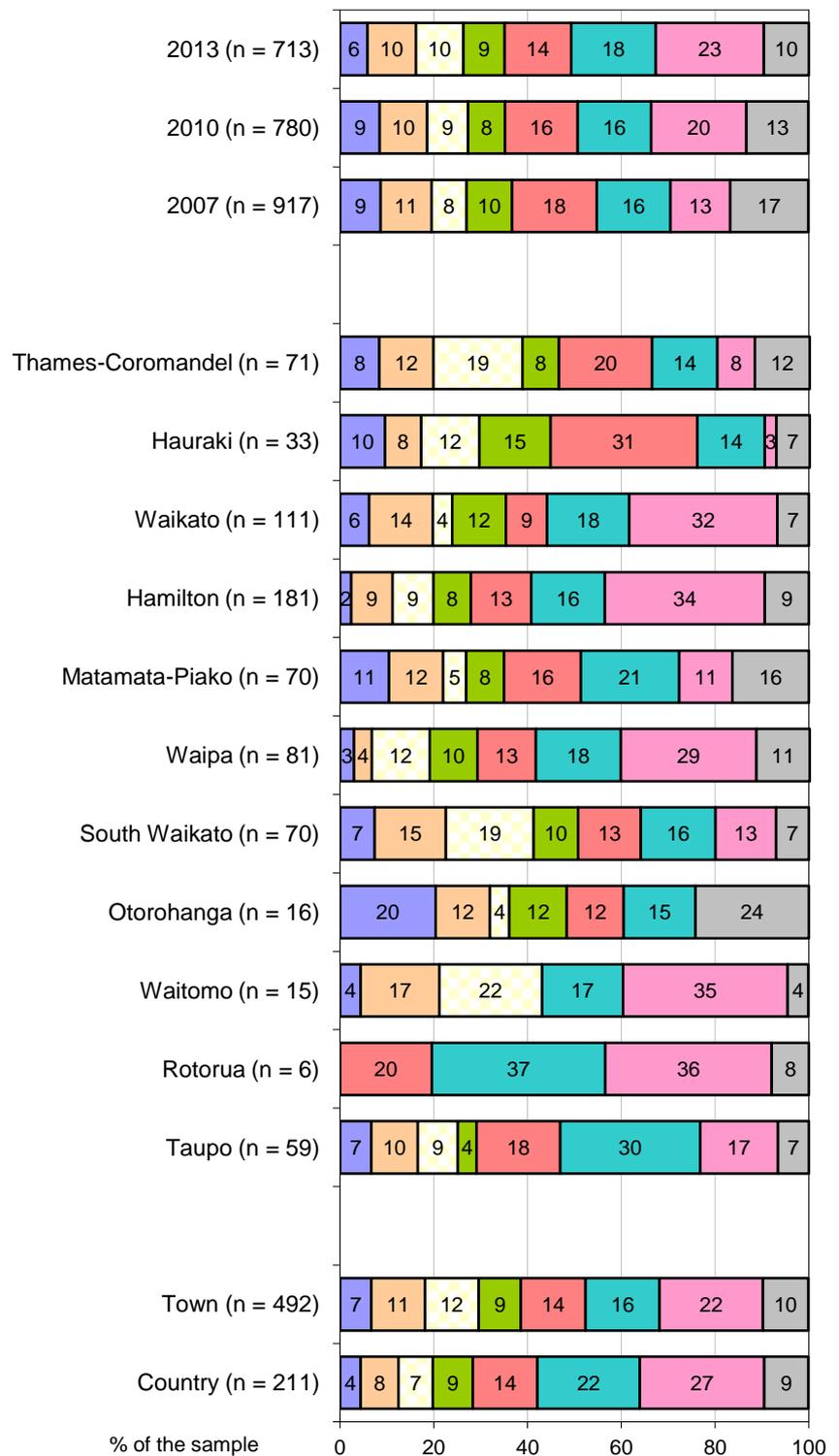
A tenth of the respondents either declined to give their household income or said they did not know what it is (10%).

Over a third of the sample (41%) had a household income of over \$70,000.

At the other end of the scale, a sixth of the sample (16%) had a household income of less than \$30,000.

The remaining 33% 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 (27%) had a household income of over \$100,000 (versus 22% for those from town).



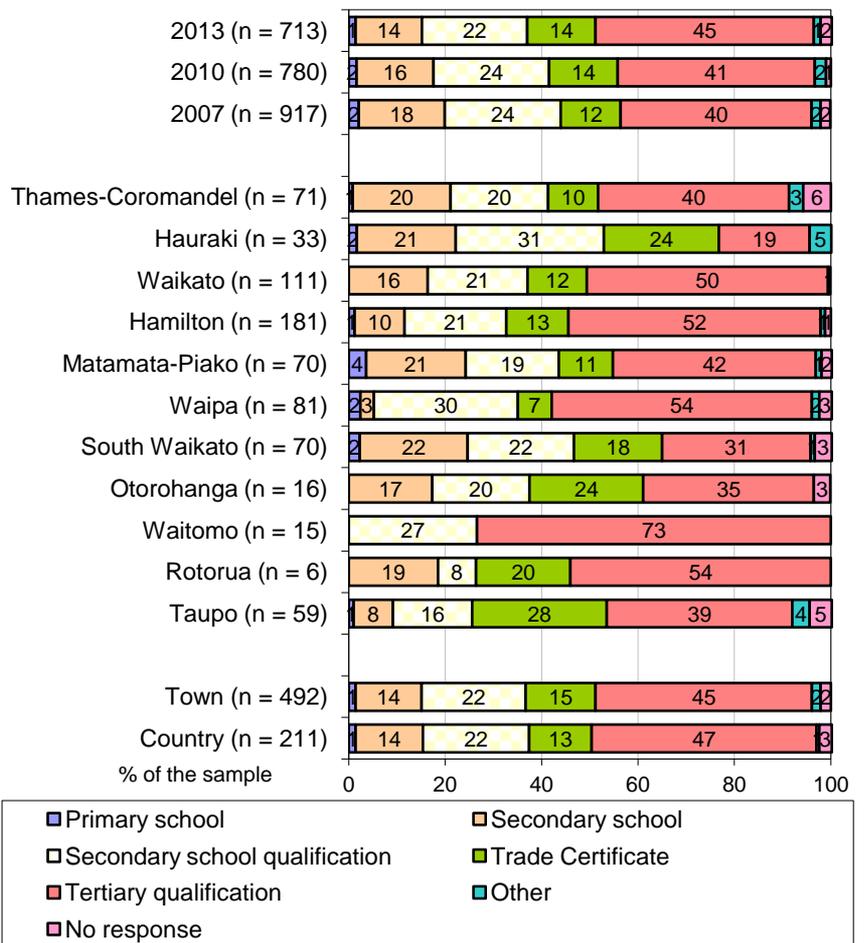
Highest Education Qualification

The largest group stated they were tertiary qualified (45%) but this ranges from 19% for Hauraki to 73% for the few from Waitomo.

A seventh of the sample (14%) only attended primary or secondary school while a fifth of the sample had a secondary school qualification (22%). A seventh of the sample (14%) had trade certificate or similar qualifications.

The results are similar to those recorded in previous years.

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



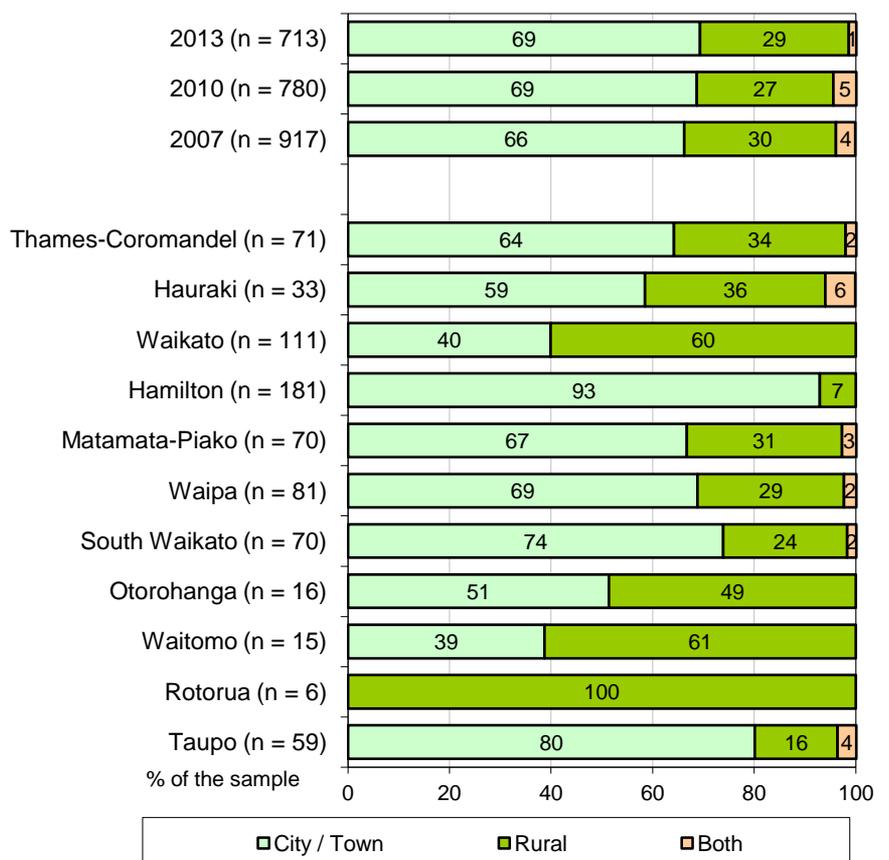
Urban Versus Rural

Two thirds of the respondents, (69%) lived in a city or town while 29% said they lived in rural areas. A few respondents (1.4%) said they lived in both.

The results are very similar to those recorded in previous years.

It is interesting that 7% of the respondents from Hamilton felt they lived in rural areas.

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



Main Findings

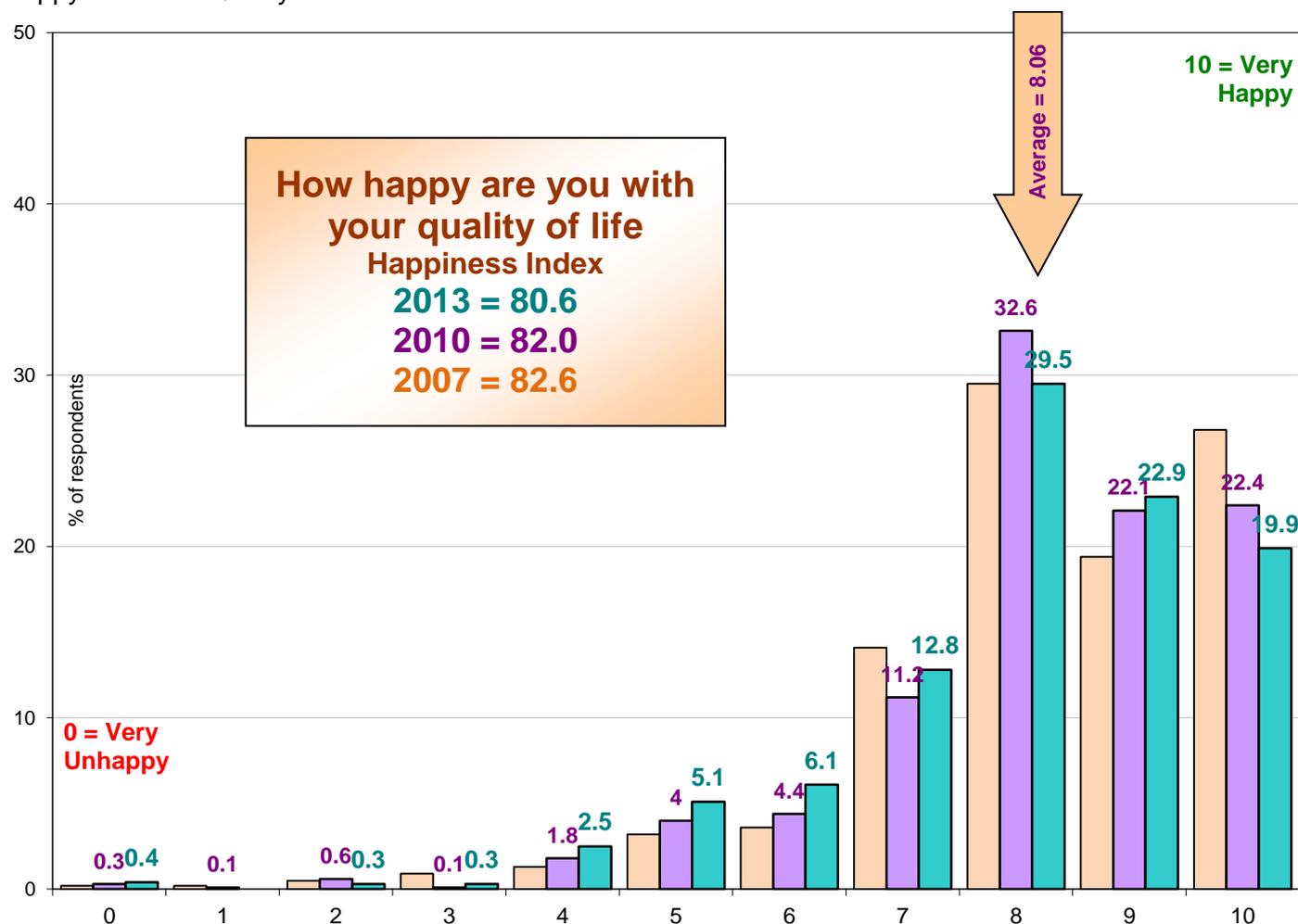
How happy are you with your Quality of Life

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 previous years, the vast majority of the respondents (85%) are happy with their Quality of Life (scores of 7 – 10). A fifth of the respondents (20%) rated their Overall Quality of Life with a score of 10 while 23% rated this with a score of 9. The mode (most frequent value) is a score of 8 (30%).

A seventh of the sample (14%) rated their Quality of Life with a score that was neutral (scores 4 – 6). Only a few respondents (0.9%) were actually unhappy with their Quality of Life (Scores 0 – 3).

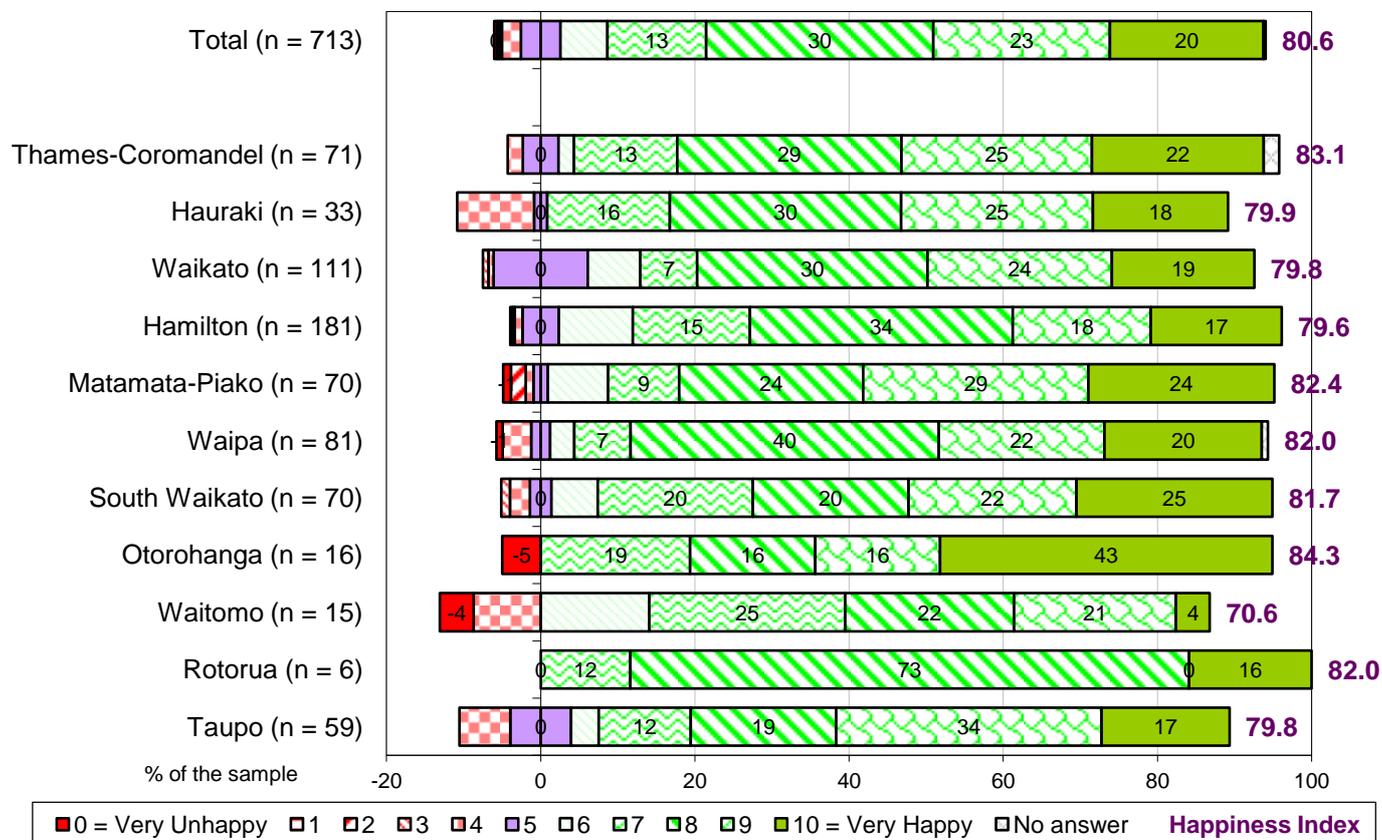
The Happiness Index (HI score)⁷, (a weighted score across the happiness scale) for their Quality of Life was 80.6. This is down 1.4 points from 2010 but once again the result implies the respondents are very happy with their Quality of Life.



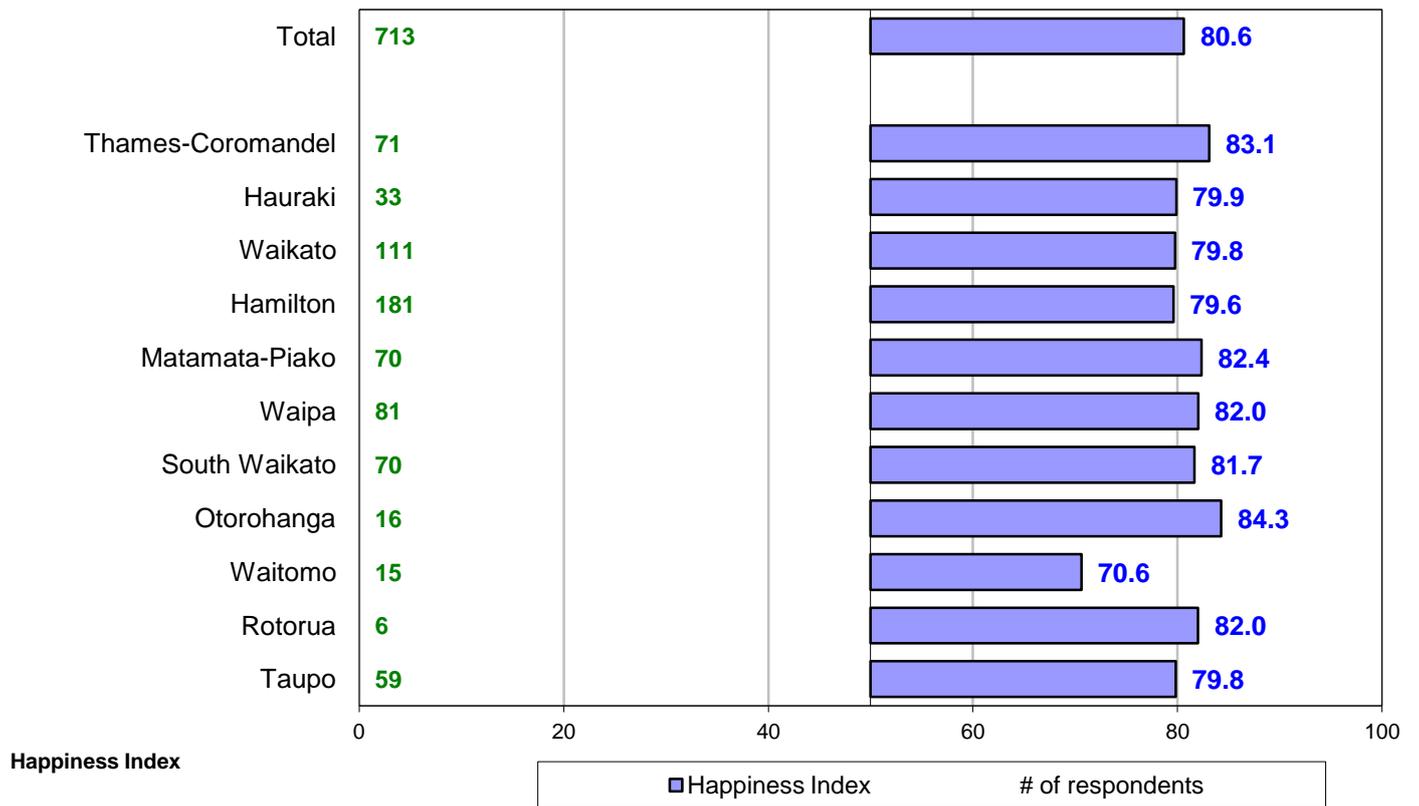
⁷ The Happiness Index (HI) converts each respondents answer across the scale to a score out of 100. The index is 10 times the average individual score based on the 11 point happiness scale (0 = very unhappy to 10 = very happy)

Happiness with 'their Quality of Life' by district

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 (13%) are unhappy with their Quality of Life (Scores 0 – 3).



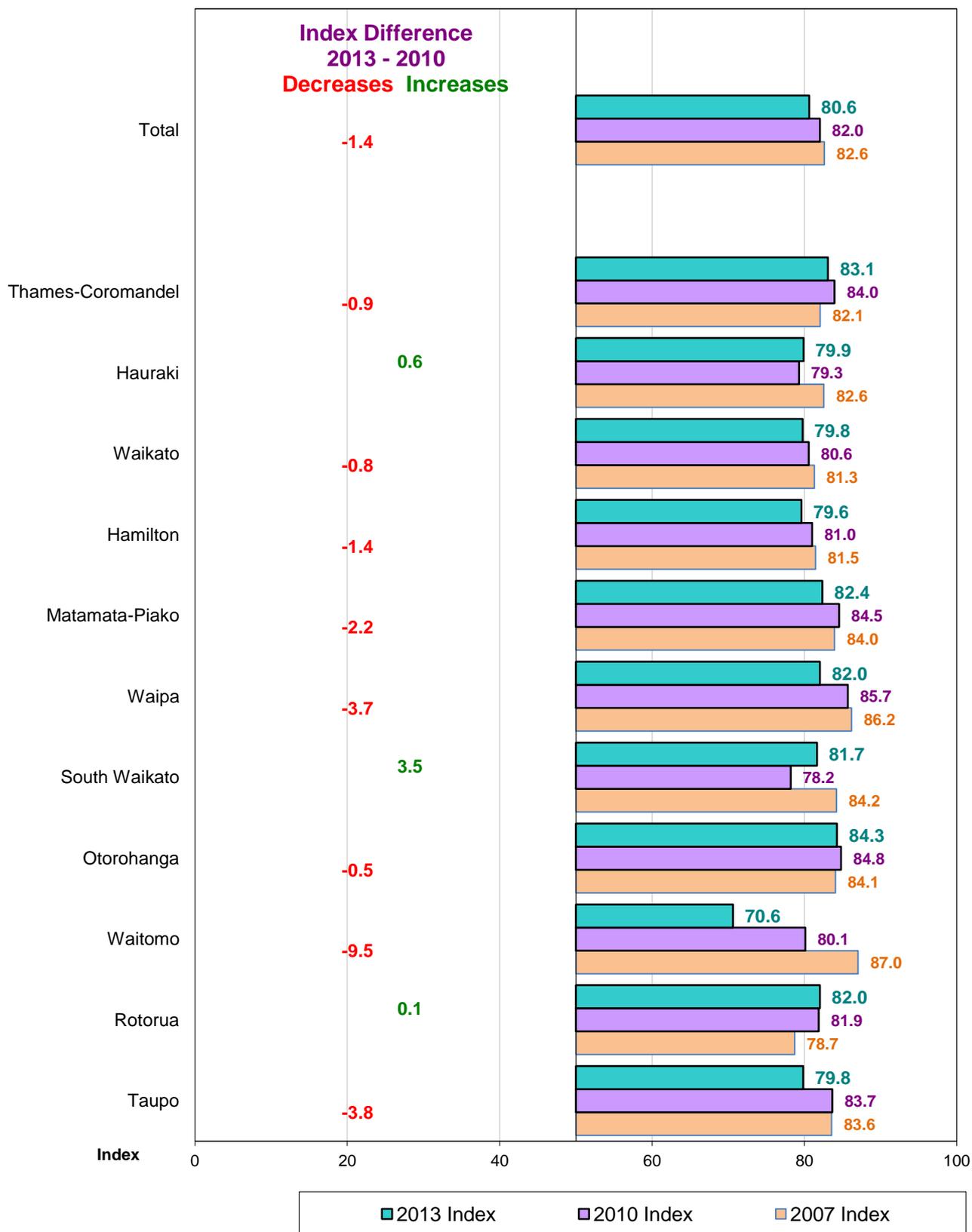
This reflects in the Happiness Index with those from Otorohanga (Happiness Index 84.3) and those from Thames-Coromandel (Happiness Index 83.1) being the most happy with their Quality of Life while those from Waitomo (Happiness Index 70.6) being the least happy with their Quality of Life.



Satisfaction with their Quality of Life - Comparison to 2010 and 2007

The following chart compares the 2013 results with 2010 and 2007 for the question '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?'

There were 8 decreases and 3 increases in the Indexes among the individual districts. The largest increase was 3.5 points for South Waikato (Index 81.7). The largest decreases were 9.5 points for Waitomo (Index 70.6) and 3.7 points for Waipa (Index 82.0).



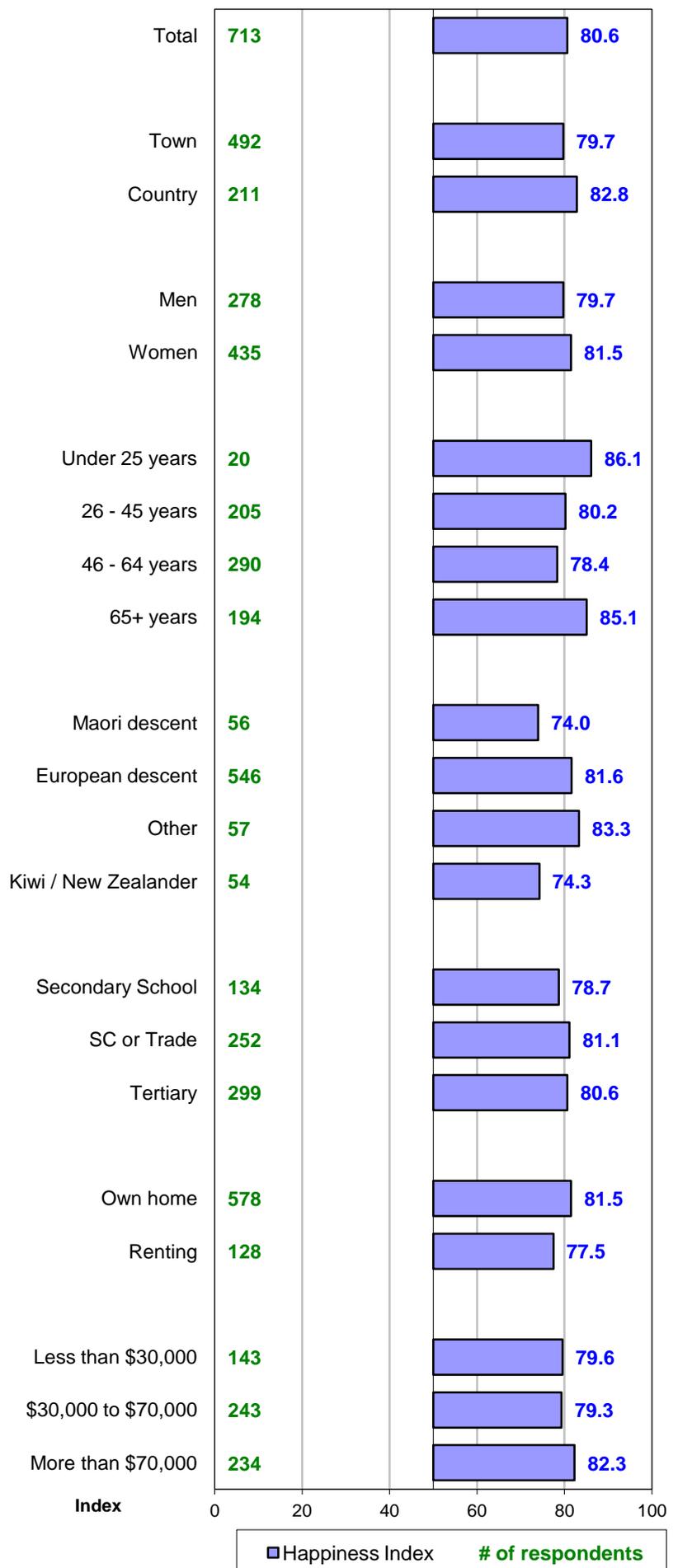
Happiness with their Quality of Life by demographics

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.

There is a very high level of happiness across 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 in rural areas (Happiness Index 82.8) were significantly happier with their Quality of Life than those live in the town or city (Happiness Index 79.7).
- Those aged over 65 are significantly happier with their Quality of Life (Happiness Index 85.1) or aged under 25 (Happiness Index 86.1) versus a Happiness Index from 78.4 to 80.2 for the other age brackets. Generally the older the respondent, the higher the level of satisfaction.
- Those who described their ethnicity as New Zealanders of European descent (Happiness Index 81.6) or of 'Other' descent (Happiness Index 83.3) were significantly happier with their Quality of Life than those of Maori descent (Happiness Index 74.0).
- Those who owned their own home are significantly happier than those who rent or board (Happiness Index 81.5 and 77.5) respectively.



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

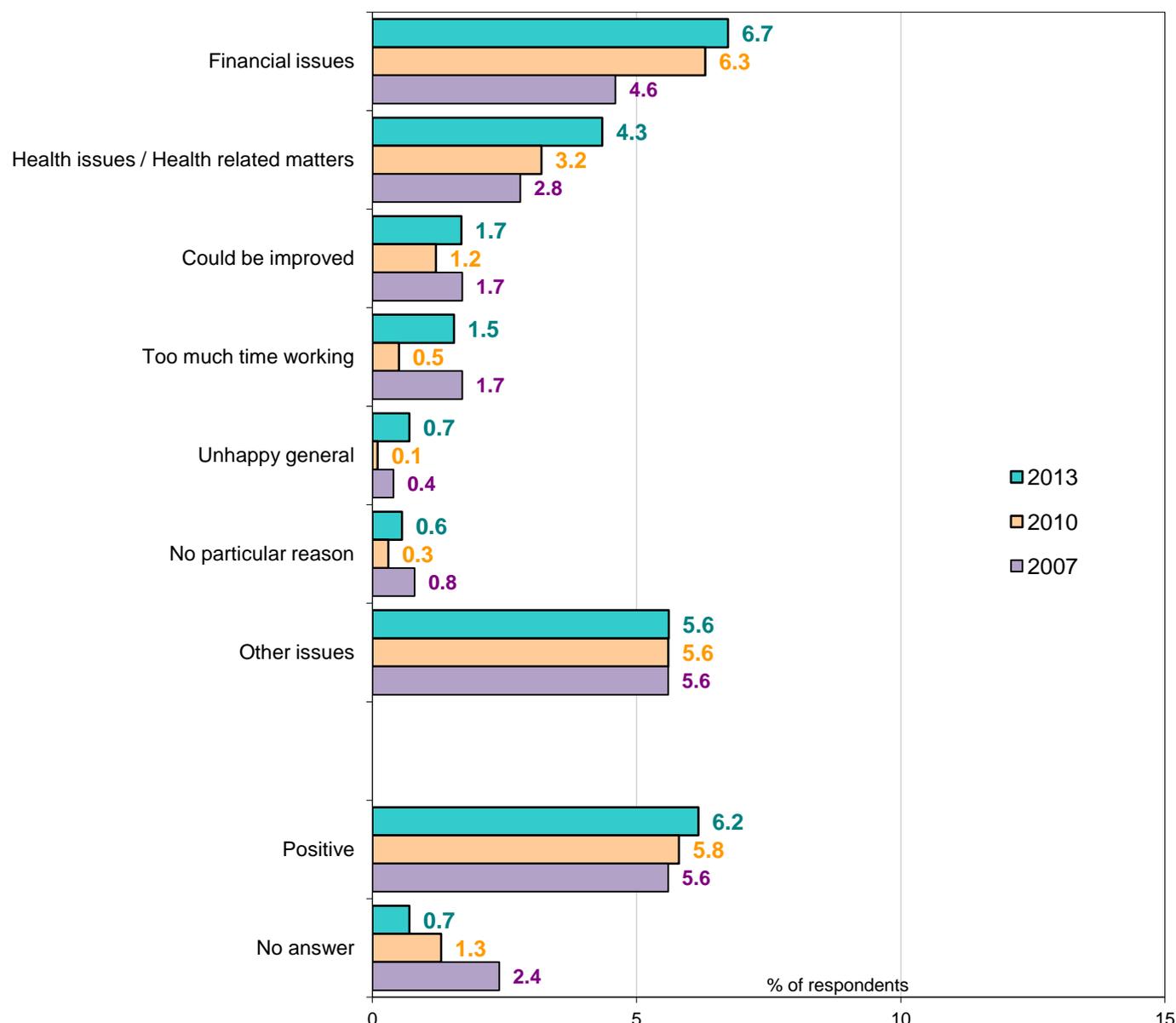
Respondents were asked 'Thinking in general about your Quality of Life and using the scale where 0 = very unhappy and 10 = very happy, how happy are you with your Quality of Life?' Those who rated at 7 or less (n = 180) were then asked 'Why do you feel this way?' This was asked as an open question with the answers grouped together for analysis purposes.

In total, 180 respondents (25.2%) 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 6.7% of the sample but 27% of those who are less than happy). Slightly fewer mentioned health issues (4.3% of the sample), while 1.7% said that things could be improved and 1.5% felt they spent too much time working. A few (0.7%) appeared to be unhappy in general while a few others (0.6%) had no particular reason to rate their Quality of Life the way they did. There was a range of other issues mentioned.

A number of respondents (6.2%) made positive comments and 0.7% did not answer this question.

The results are similar to 2010 and 2007 but there are slightly more comments of a financial nature.

[\(Refer to the Waikato Community Outcomes Core Verbatim Comments Report 2013 for a copy of all verbatim comments.\)](#)



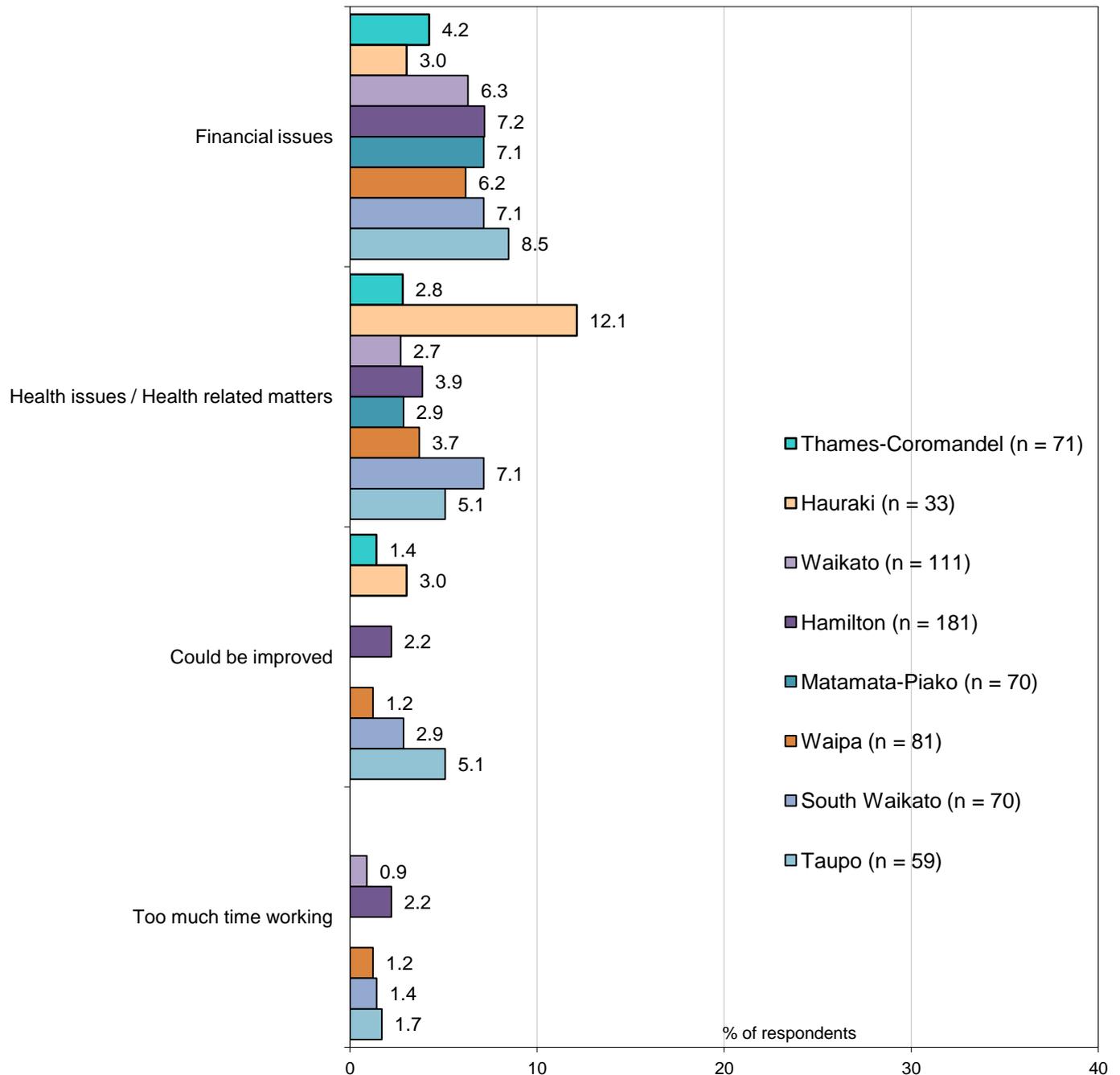
Quality of Life main reasons for not being happier by District

The following two pages compare the reasons respondents were less than happy with their Quality of Life by district.

In total, 180 respondents (25.2%) were less than happy with their Quality of Life. The proportion who were less than happy (scores 0 – 7) varied from 17.3% for those from the Waipa District up to 32% for those from Hamilton.

The main theme was to do with financial concerns (mentioned by 6.7% of the sample but 27% of those who are less than happy). This ranged from 20% for the few respondents from the Waitomo District down to 3% mention for the respondents from the Hauraki District and 4% for the Thames-Coromandel District

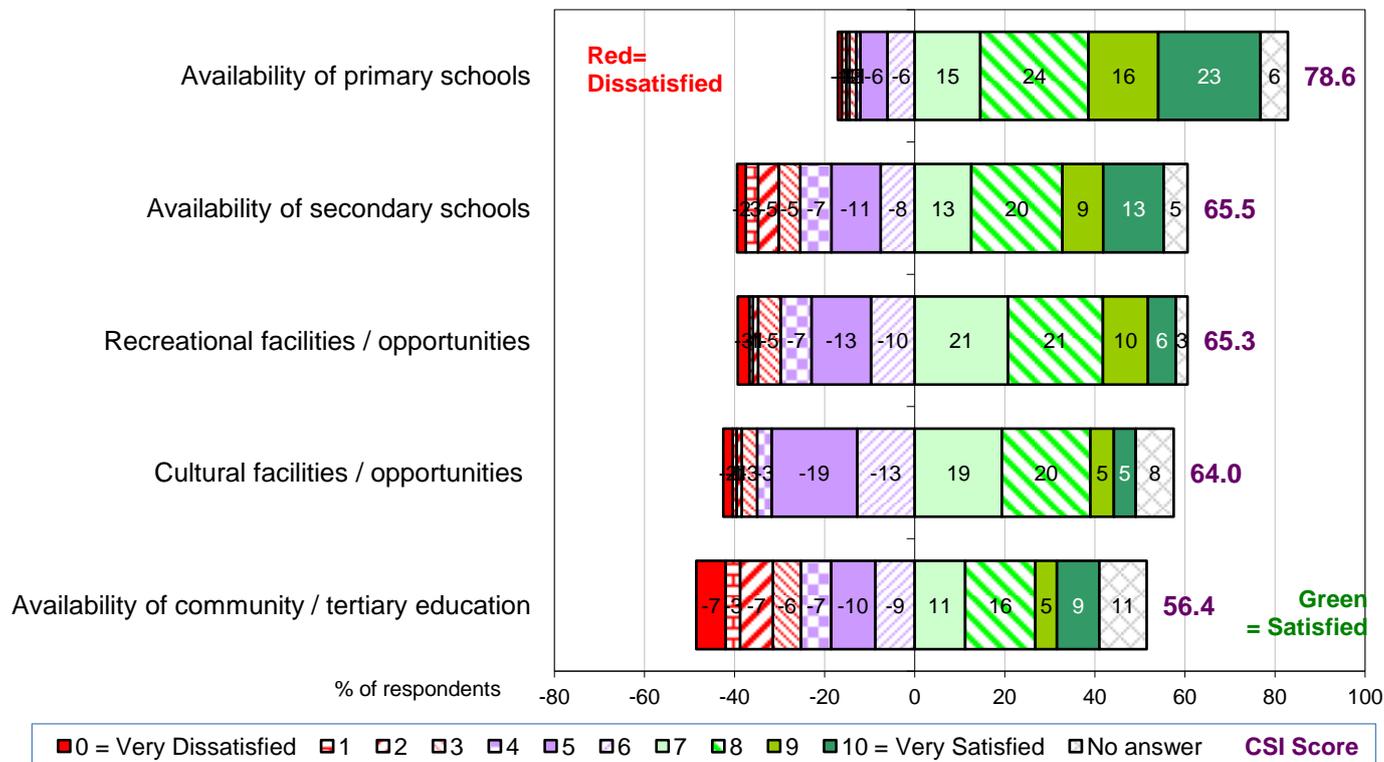
The second theme related to health issues (4.3% of the sample). This ranged from 12% for the few from the Hauraki District down to 3% mention for a few districts.



The other themes were mentioned by very small numbers of respondents and most were mentioned by only one or two districts.

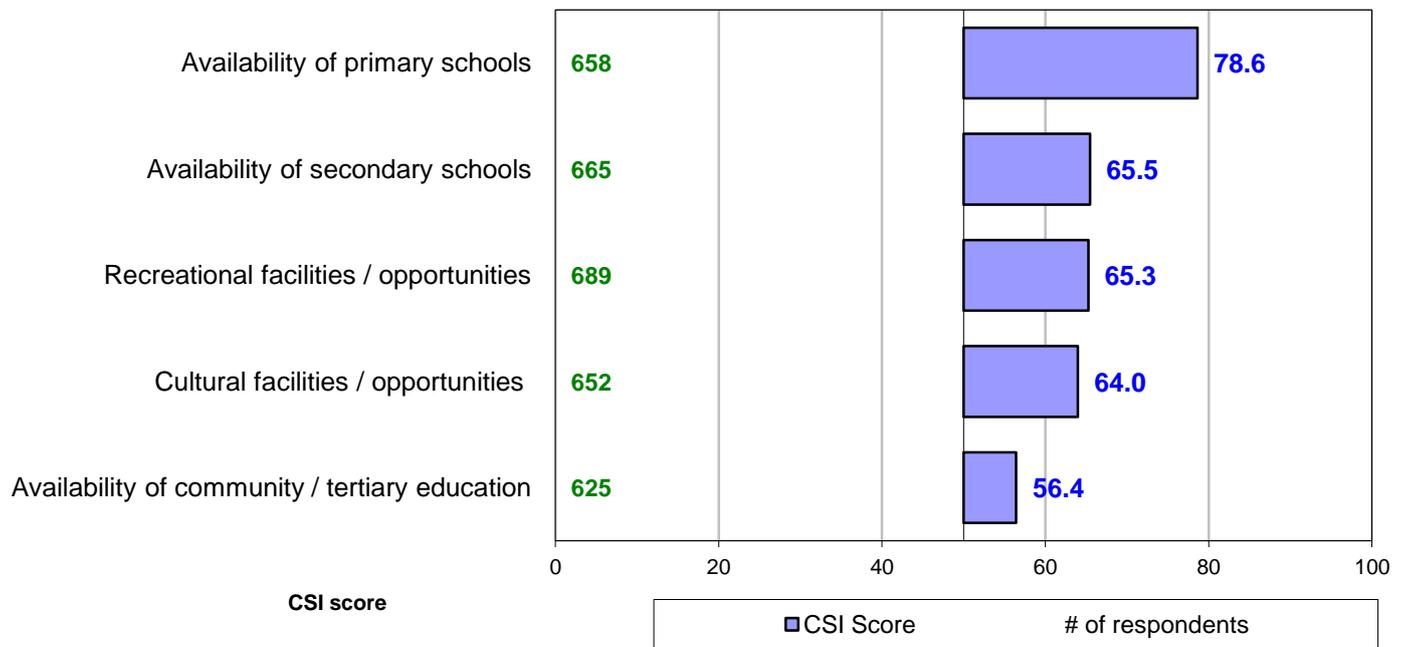
Quality of Life Factors

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 (77%) are satisfied with the 'availability of primary schools in your area' but this drops to only 41% for the 'availability of community or tertiary education in your area'.



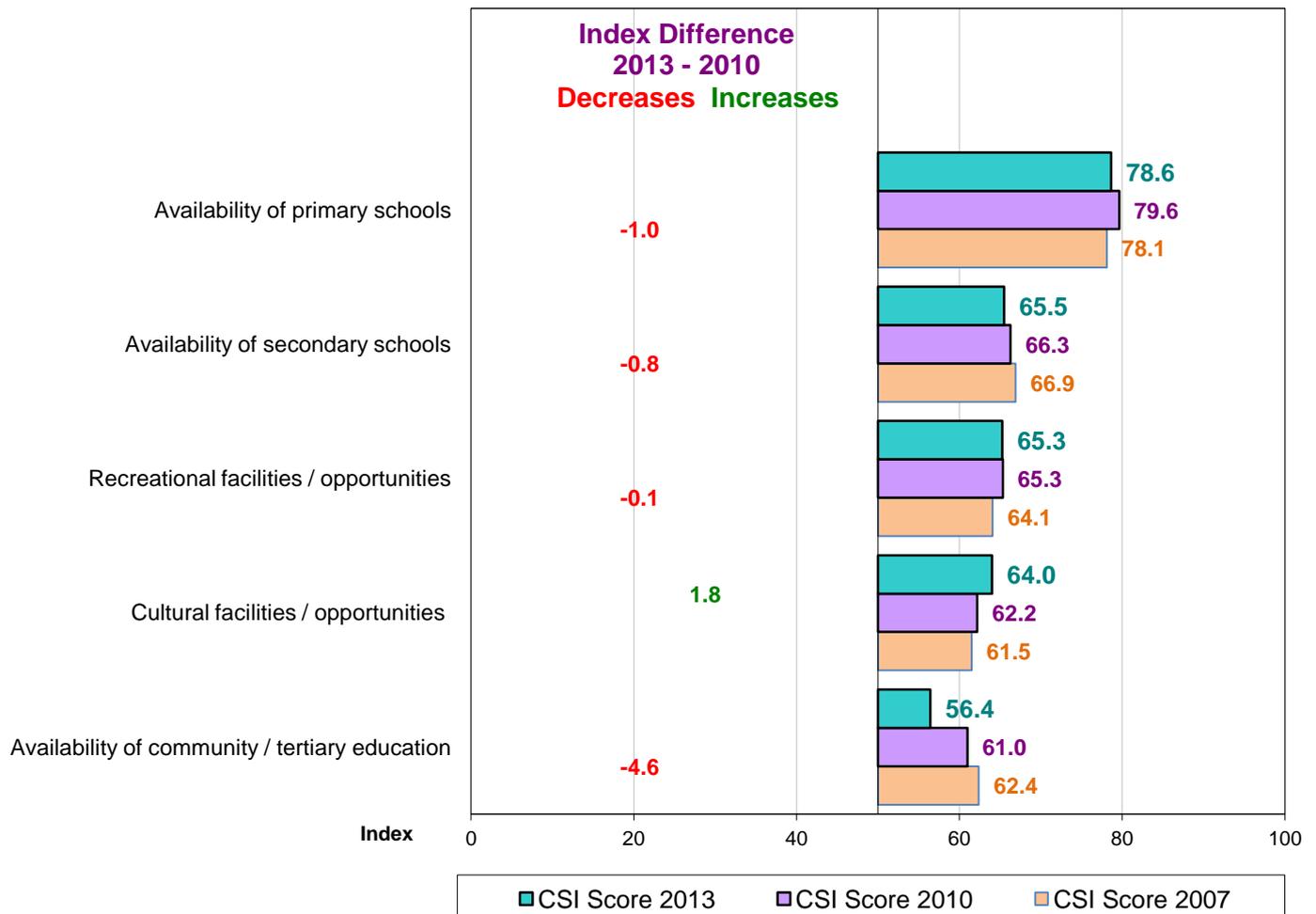
This is reflected in the Customer Satisfaction Index (CSI scores)⁸, (a weighted score across the satisfaction scale) which range from a CSI score of 78.6 for the 'availability of primary schools in your area' down to a CSI score of 56.4 for the 'availability of community or tertiary education in your area'. The low CSI scores infer most of these factors are an issue for respondents.

⁸ 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)



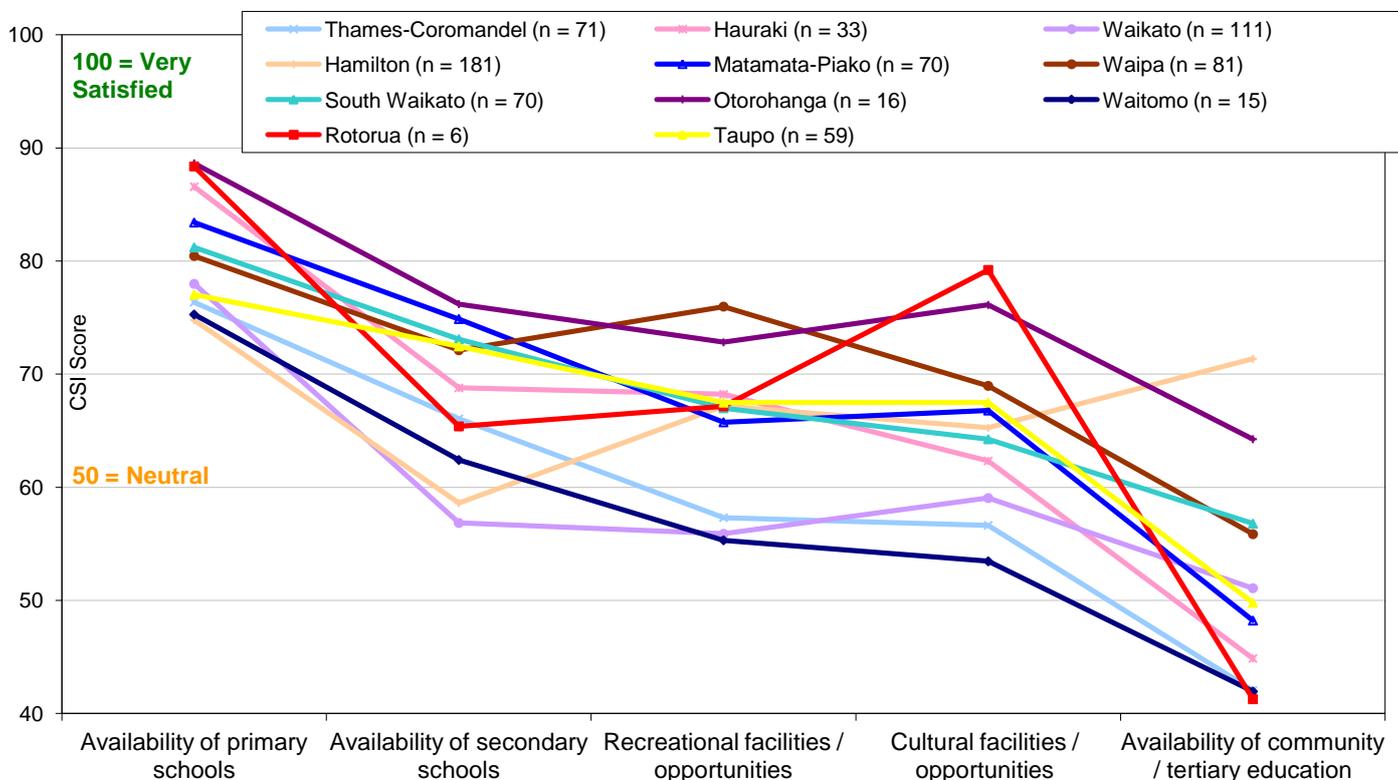
Quality of Life Factors - Comparison to 2010 and 2007

The following chart compares the 2013 results with 2010 and 2007 for the Quality of Life factors. There were 4 decreases and 1 increase in the Indexes among the Quality of Life factors. The only increase was 1.8 points for the 'cultural facilities and opportunities provided in your area' (Index 64.0). The largest decrease was 4.6 points for the 'availability of community or tertiary education in your area' (Index 56.4) followed by a decrease of 1.0 points for the 'availability of primary schools in your area' (Index 78.6).



Quality of Life Factors by Location

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 71.4) while Rotorua (CSI score 41.3) and Waitomo are rated the lowest (CSI score 42.0).



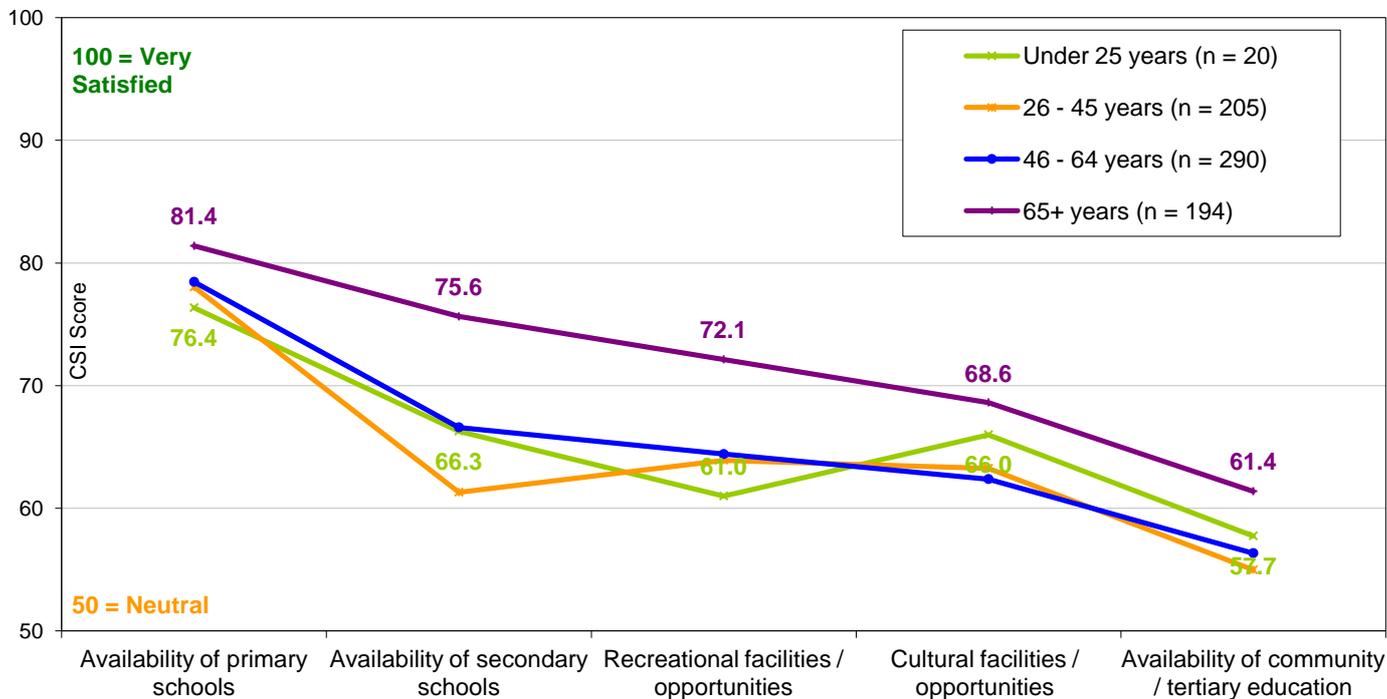
Quality of Life Factors by Gender

Similar to 2010, there is very little variation in the CSI scores for the Quality of Life factors based on gender.



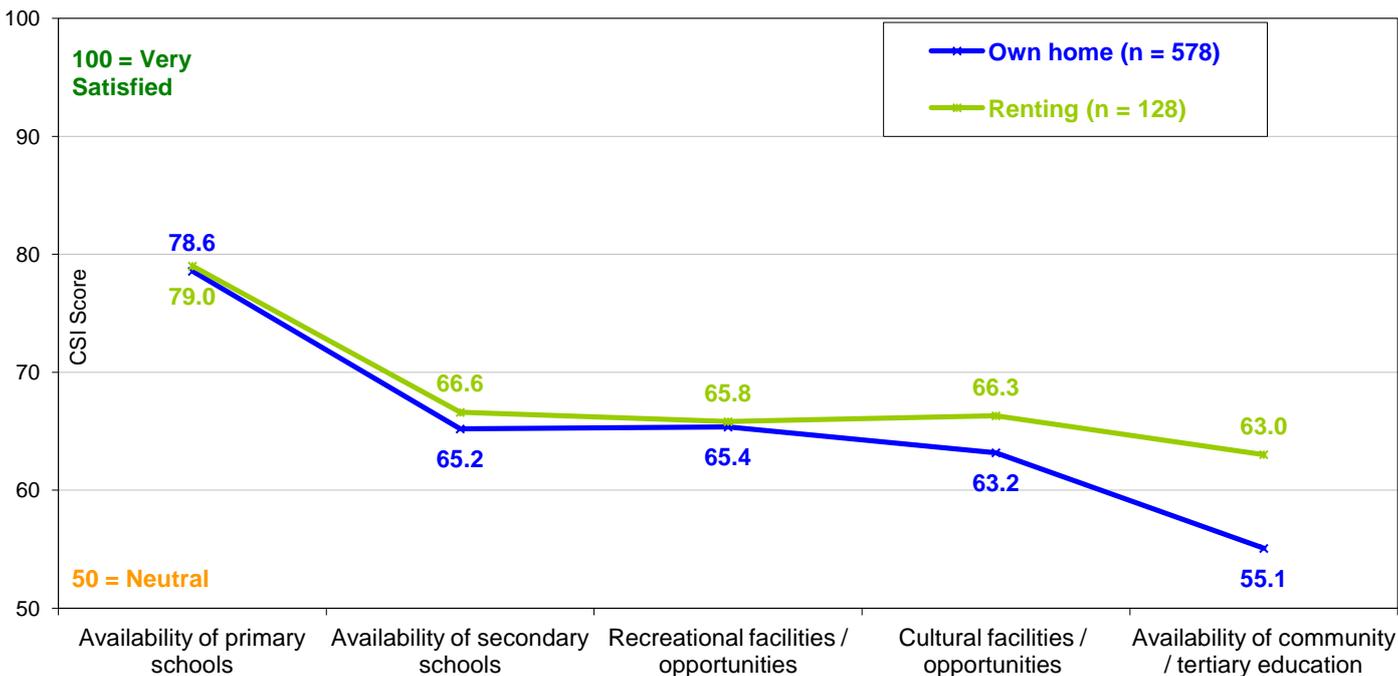
Quality of Life Factors by Age Grouping

The CSI scores for the Quality of Life factors vary by age group with those aged over 65 rating all factors significantly higher than those in the lower age brackets. 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 (26 - 45 age bracket) 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.



Quality of Life Factors by Home Ownership

There is little difference in the satisfaction with most of the Quality of Life factors between respondents in their own homes and those renting or boarding for most factors. Respondents in their own homes are significantly less satisfied with the 'availability of community or tertiary education in your area'



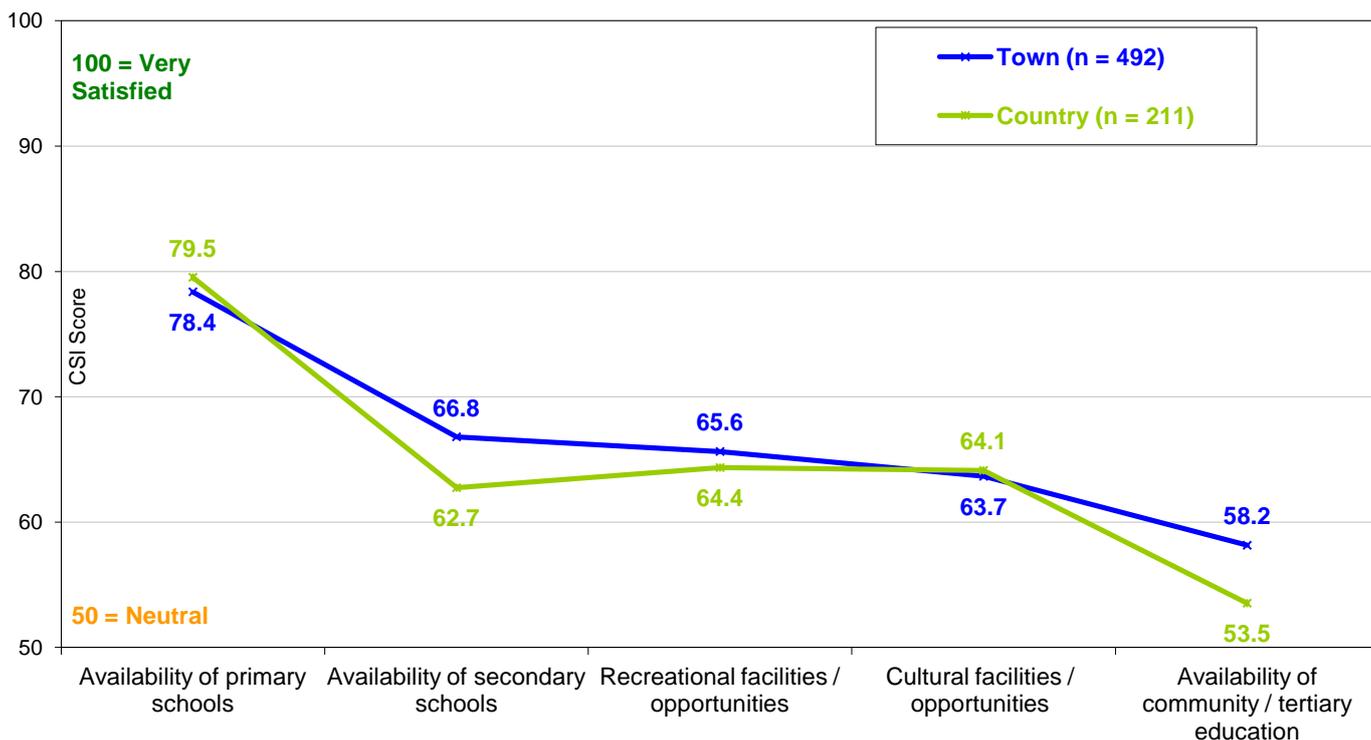
Quality of Life Factors by Household Income

Those with the highest household income tend to be the least satisfied with most of the Quality of Life factors. The lowest household income bracket is most satisfied with most factors. The variation appears to be greatest in the CSI scores for the 'availability of secondary schools in your area' which varies 9.8 points.



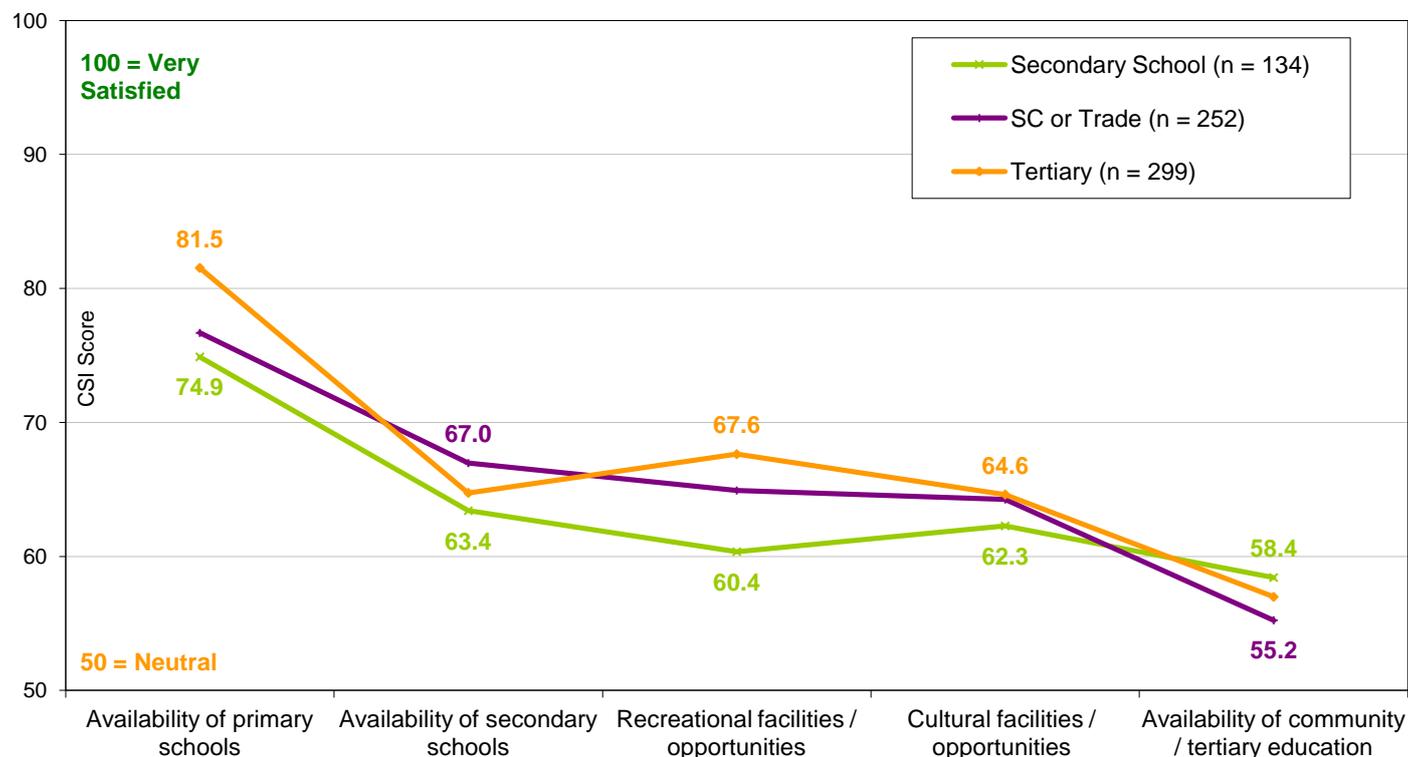
Quality of Life Factors by Living in Town versus the Country

There is limited difference in the CSI scores for most of the Quality of Life factors between those who live in town and those who are living in the country. The largest difference is 4.7 points in the CSI scores for the 'availability of community or tertiary education in your area'.



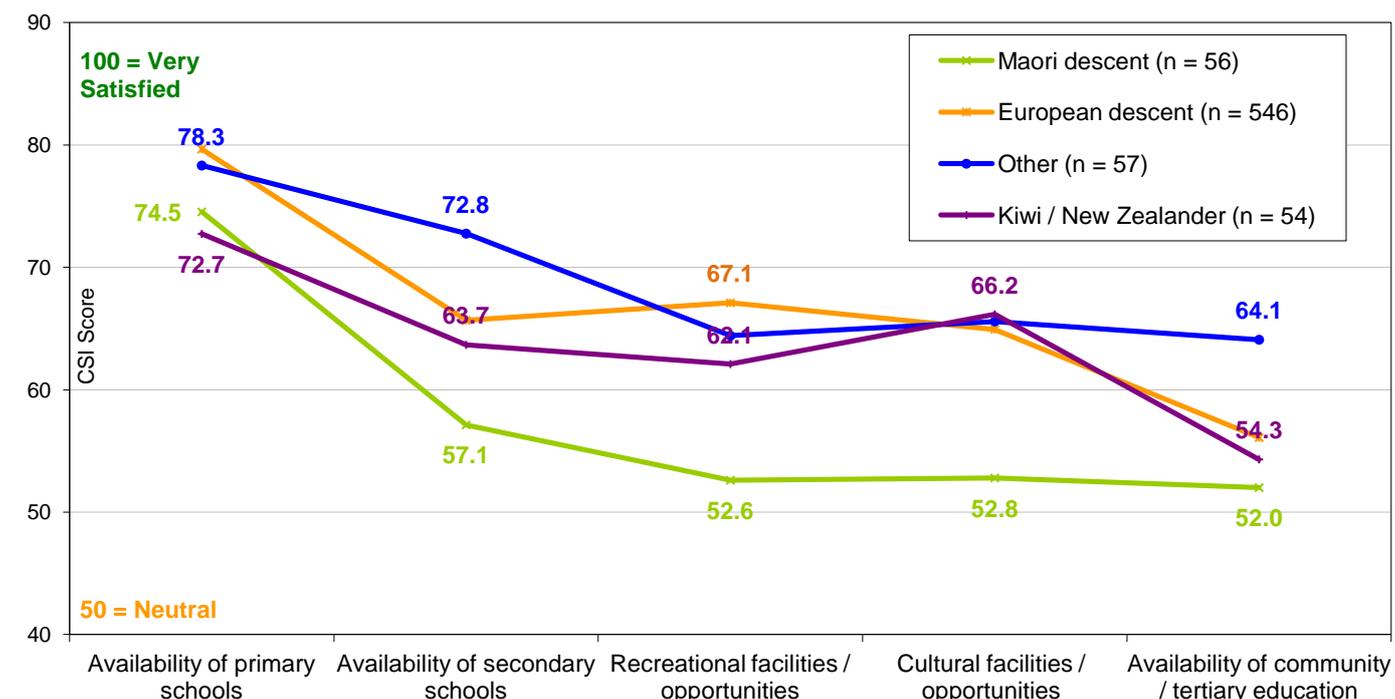
Quality of Life Factors by Highest Educational Qualification

There is limited difference in the level of satisfaction with the Quality of Life factors based on the education level of the respondent. The largest difference is 7.2 points in the CSI scores for the 'recreational facilities and opportunities provided in your area'.



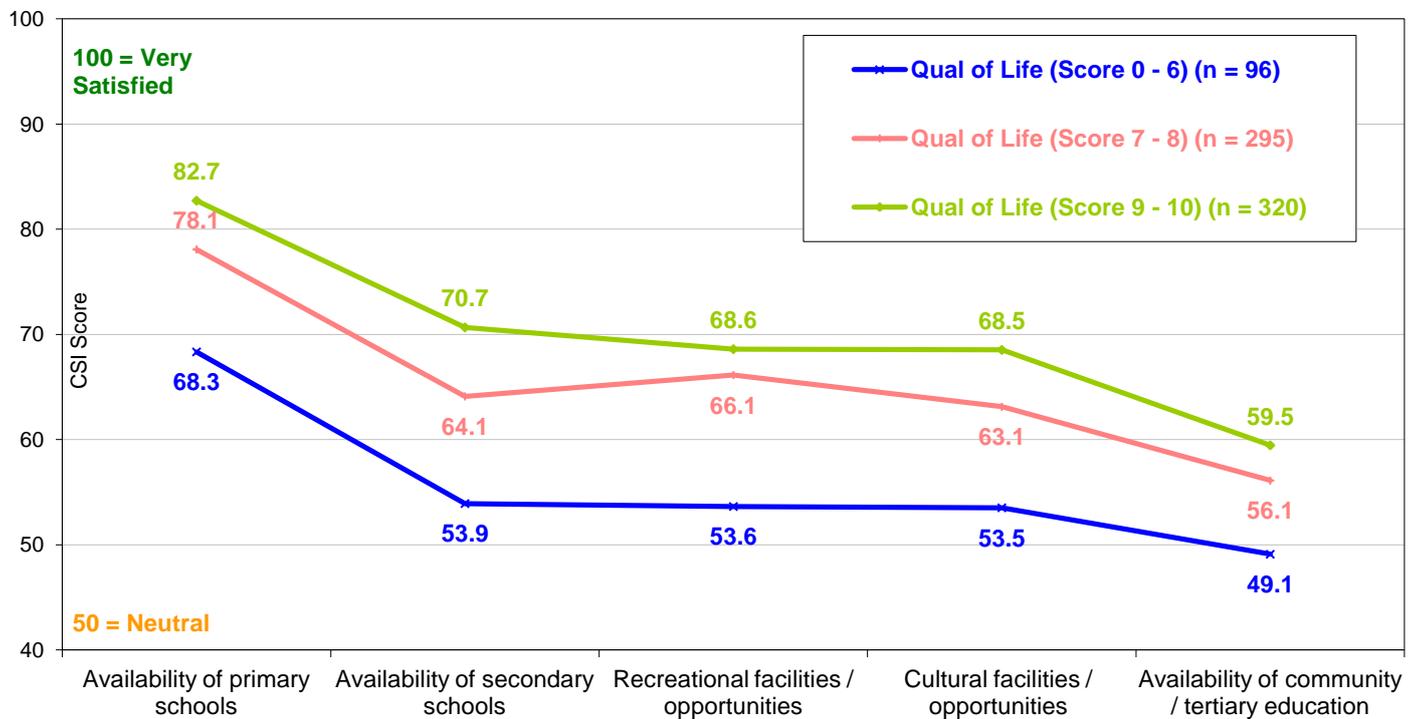
Quality of Life Factors by Ethnicity

There is some variation in the Quality of Life factors between those who identify themselves as of Maori descent and other respondents. The largest difference is in the CSI scores for the 'availability of secondary schools in your area' which varies 15.7 points.



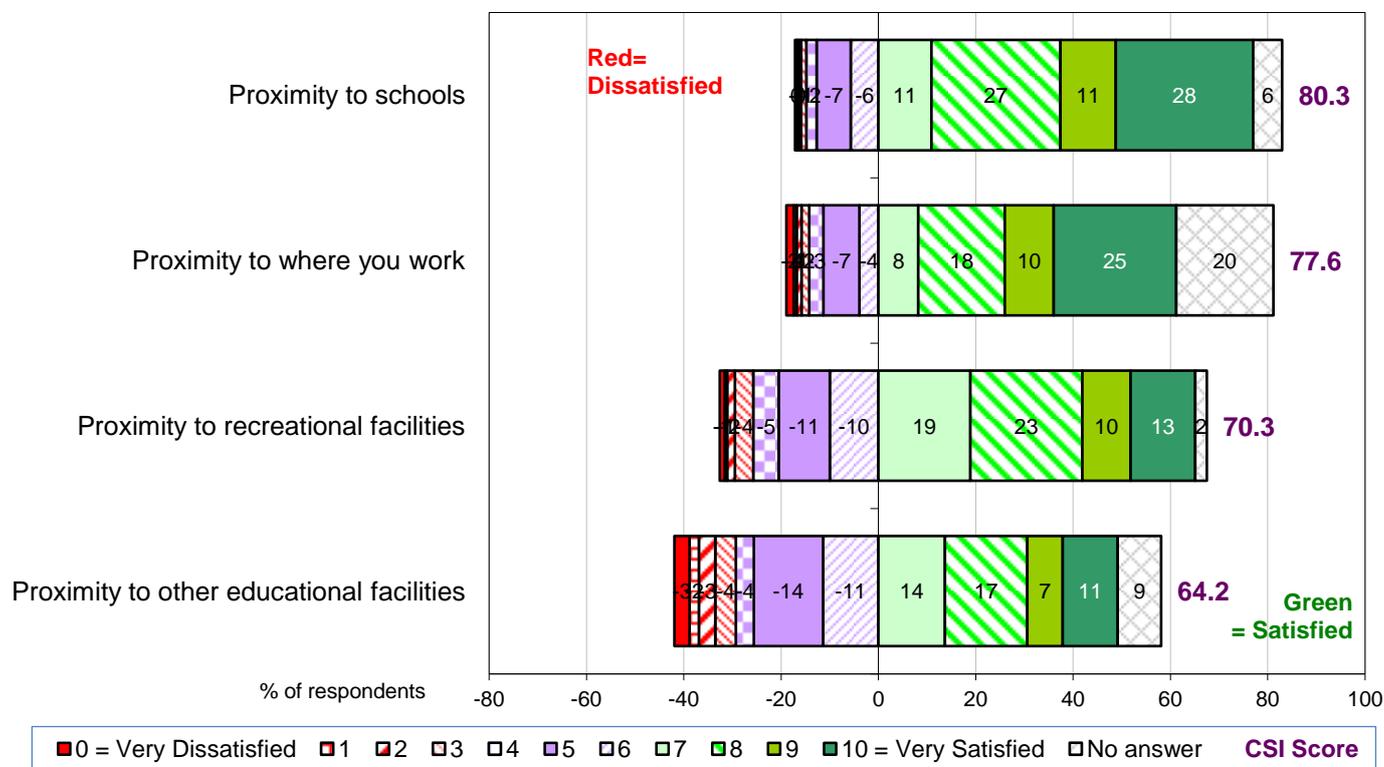
Quality of Life Factors by Happiness with Quality of Life

Those who are happy with their Quality of Life (scores of 9 or 10) are the most satisfied with all 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 reasonably even for all the Quality of Life factors.

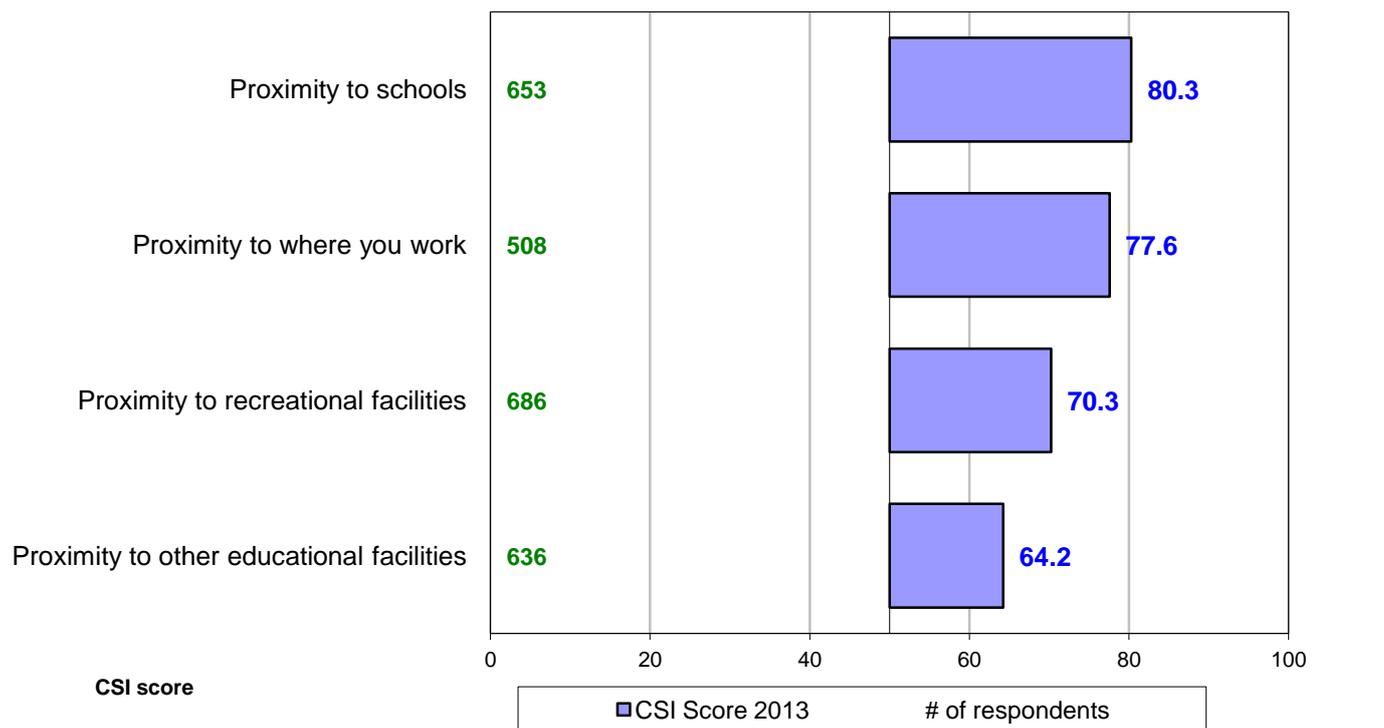


Proximity Factors

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 (77%) are satisfied with the 'proximity to schools' but this drops to 49% for the 'proximity to other educational facilities'.

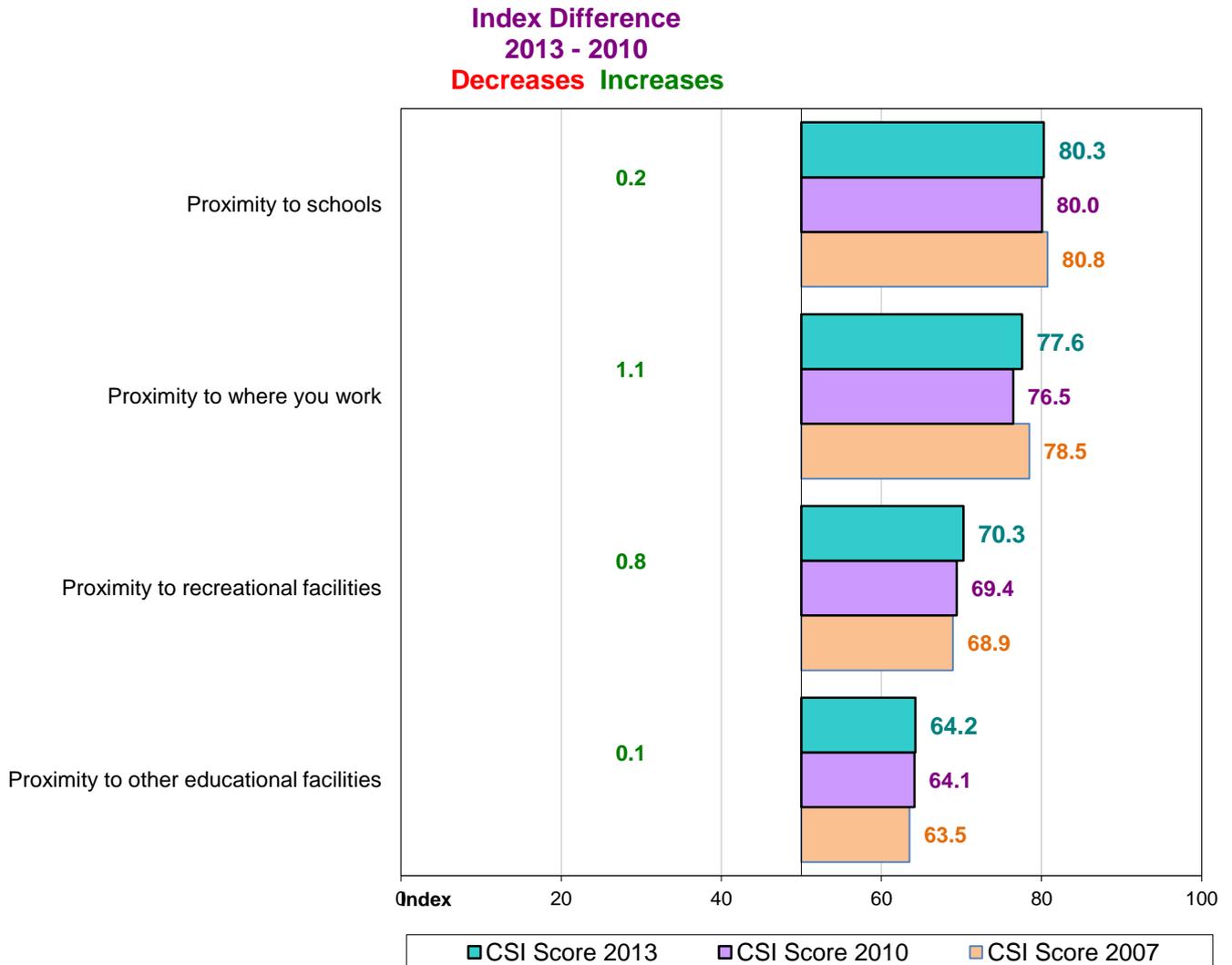


This is reflected in the CSI scores which range from a CSI score of 80.3 for the 'proximity to schools' down to a CSI score of 64.2 for the 'proximity to other educational facilities'. The lower CSI scores for the 'proximity to other educational facilities' and the 'proximity to recreational and leisure facilities' show respondents are less satisfied with the proximity of these resources.



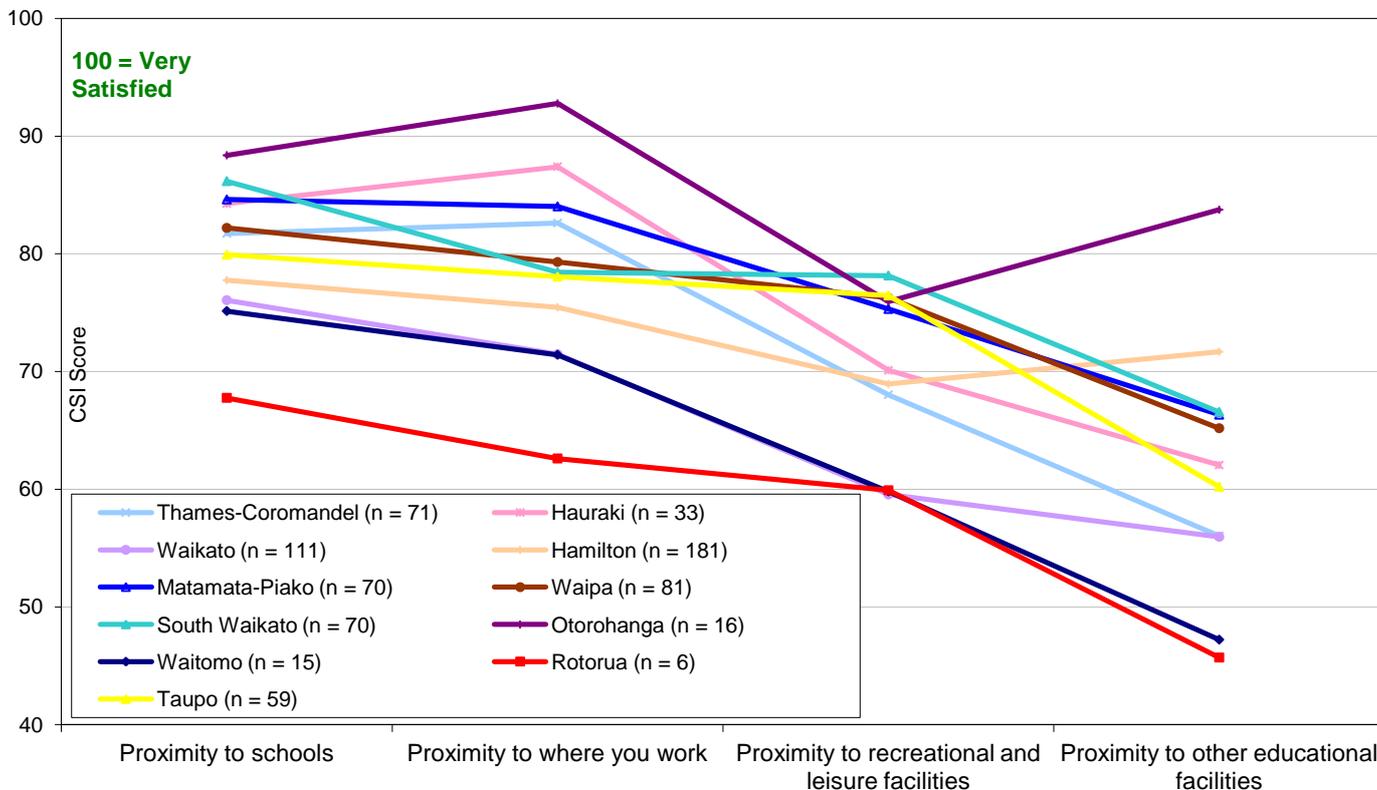
Proximity Factors - Comparison to 2013

The following chart compares the 2013 results with 2010 and 2007 for the Proximity factors. There were 4 increases and 0 decreases in the Indexes among the Proximity factors. The largest increase was 1.1 points for the 'proximity to where you work' (Index 77.6) followed by an increase of 0.8 points for the 'proximity to recreational and leisure facilities' (Index 70.3).



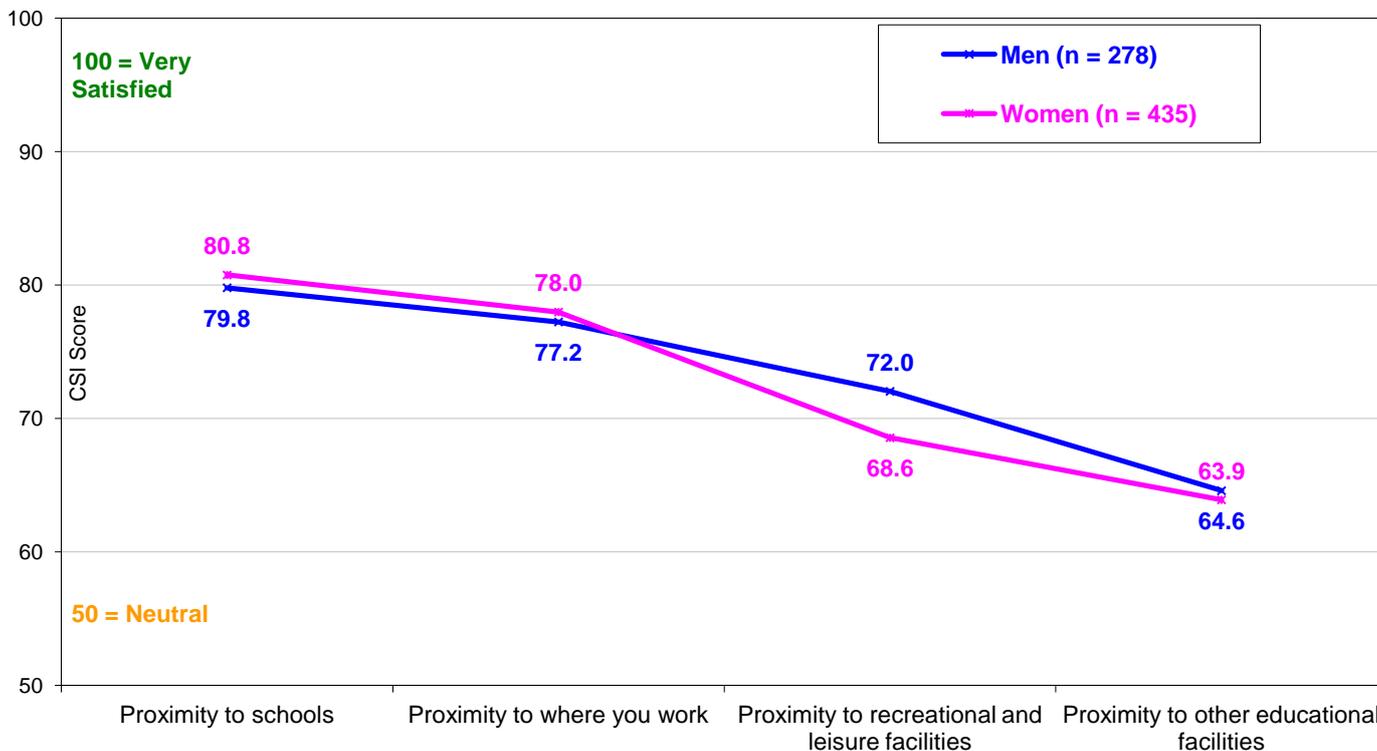
Proximity Factors by Location

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'. Waitomo respondents are the least satisfied with this factor (CSI score 47.2).



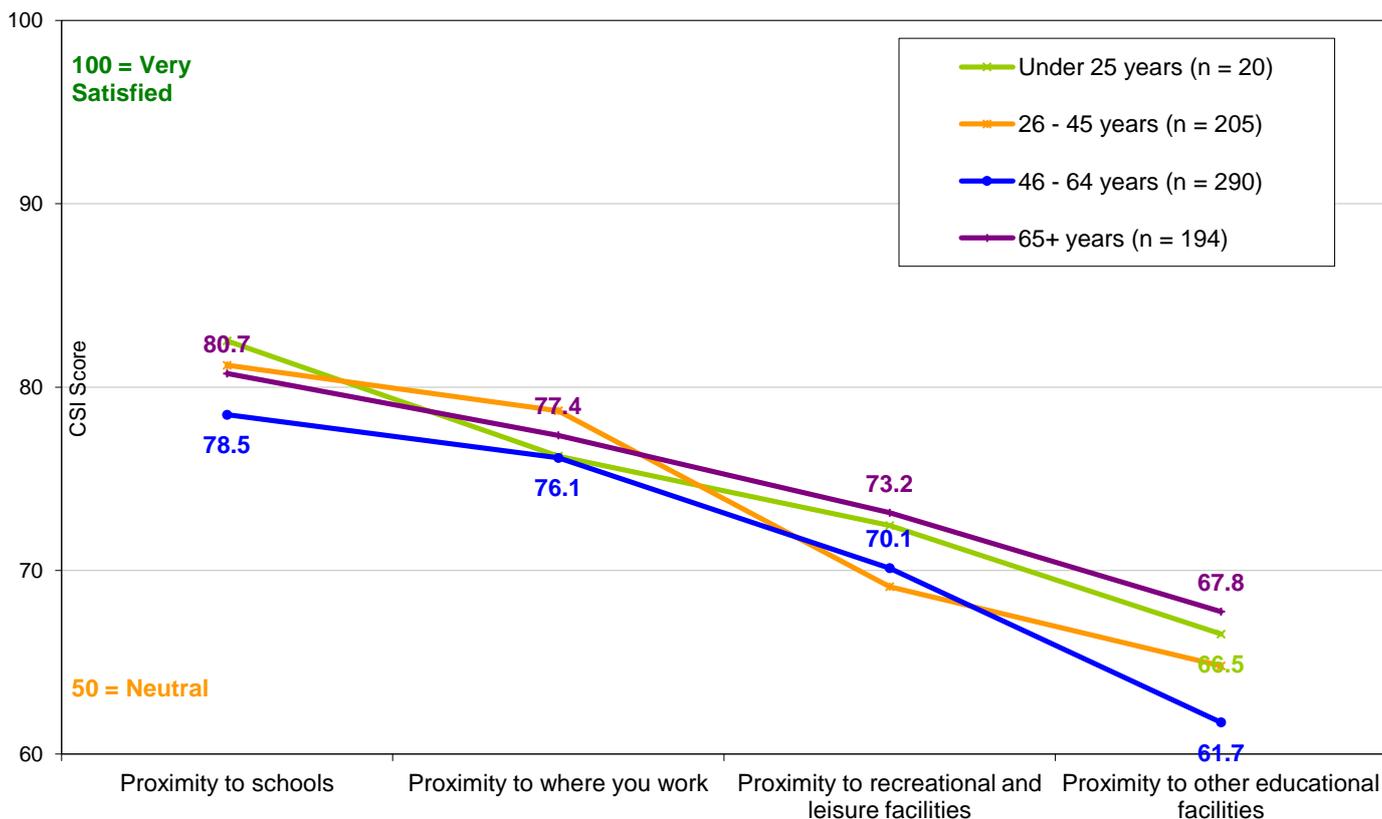
Proximity Factors by Gender

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



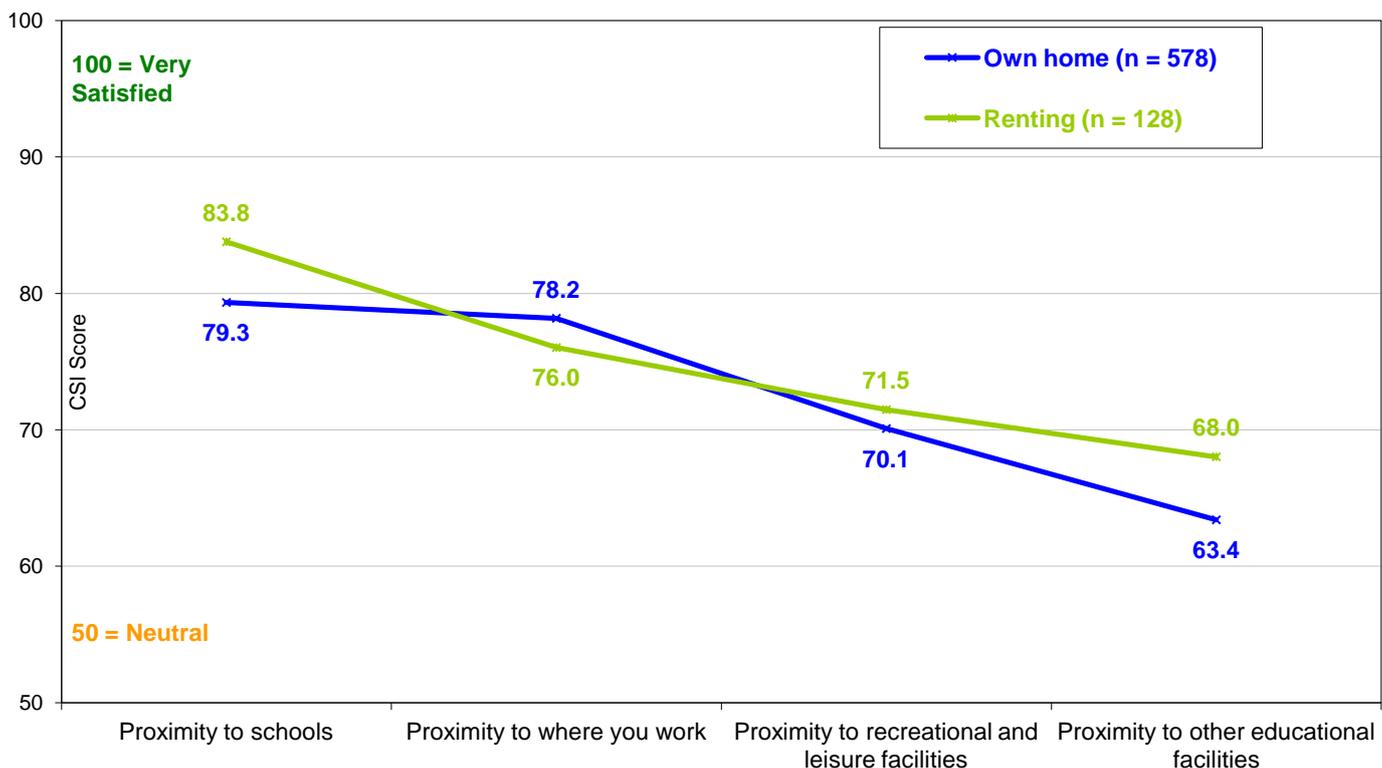
Proximity Factors by Age Grouping

The CSI scores for the Proximity factors vary little by age group.



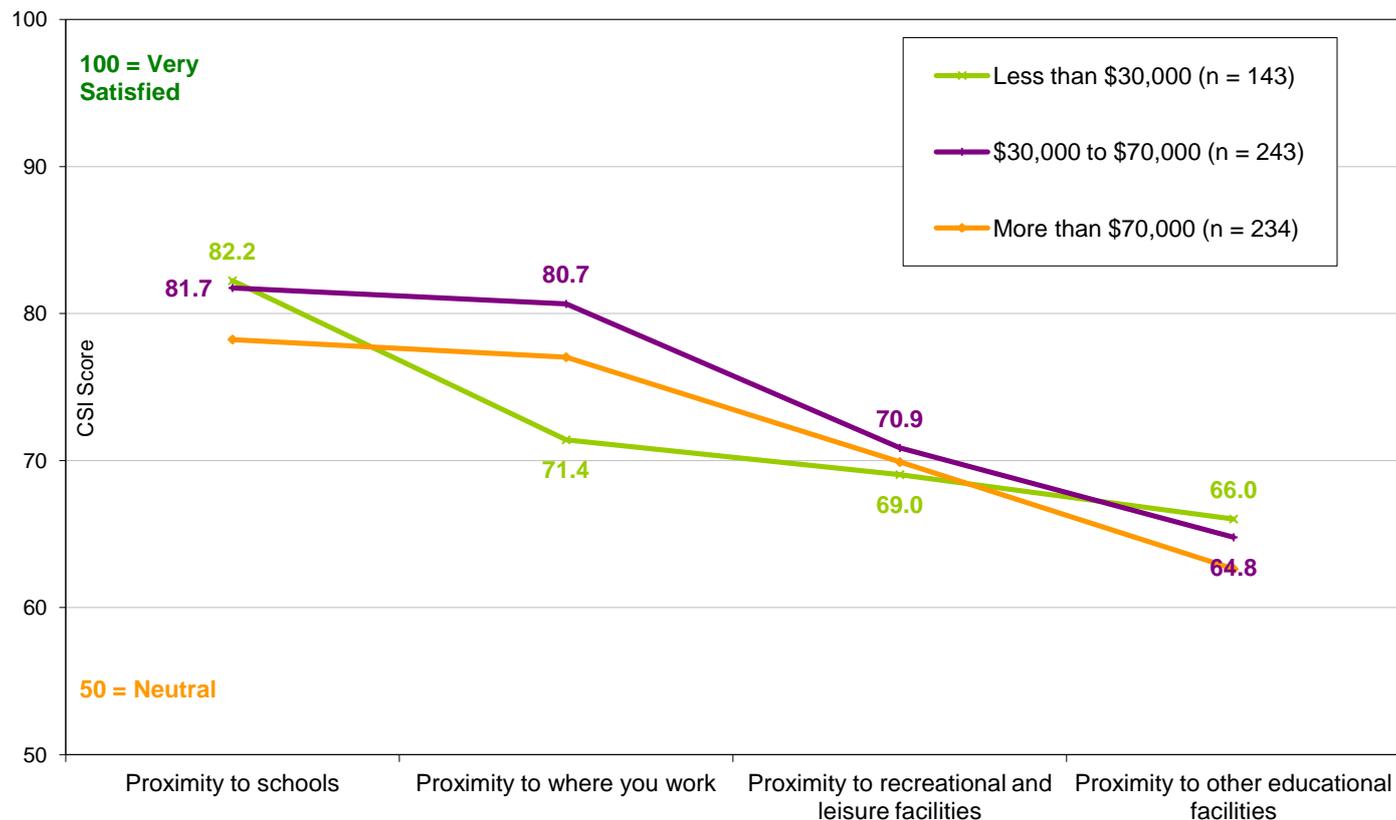
Proximity Factors by Home Ownership

Those in their own homes are slightly less satisfied than those who are renting or boarding with the Proximity factors 'proximity to schools' and 'proximity to other educational facilities'.



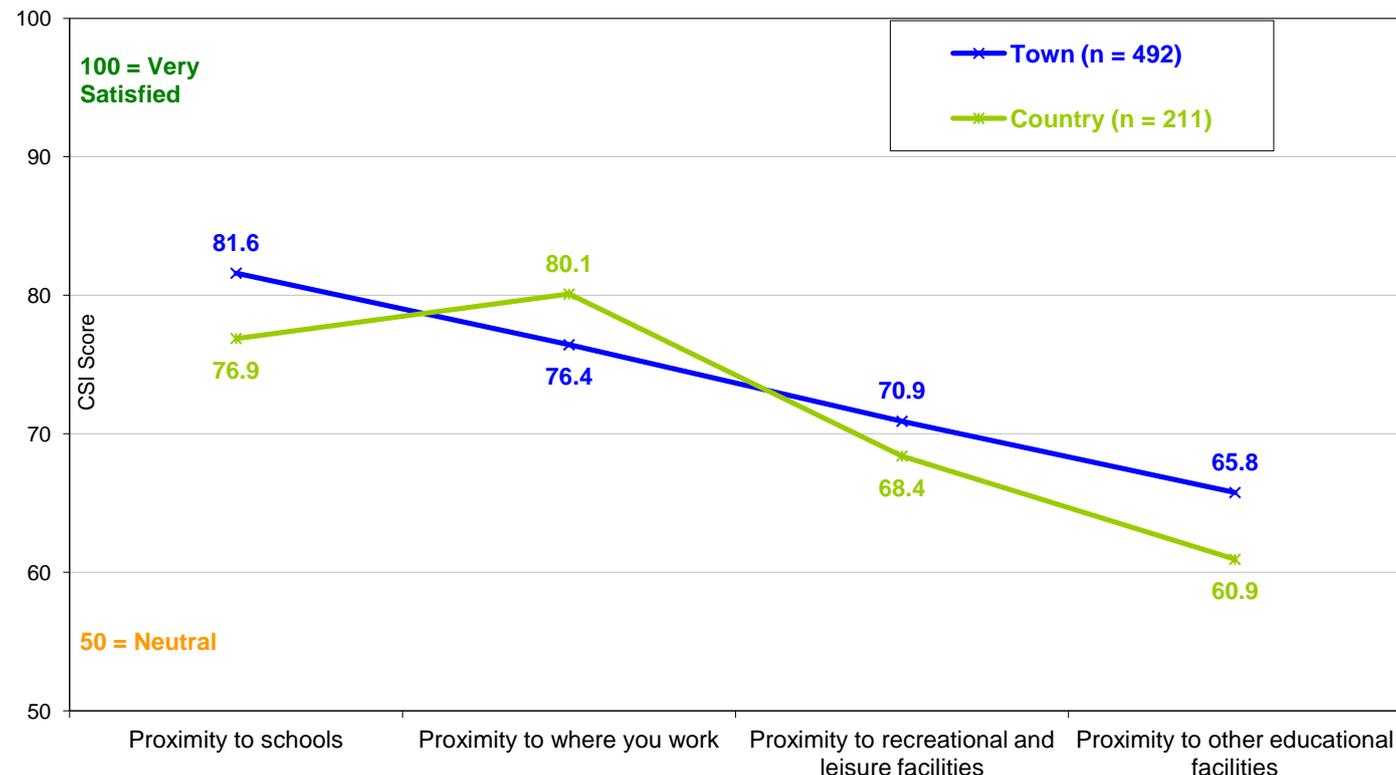
Proximity Factors by Household Income

There is little variation in the CSI scores for the Proximity factors based on household income. The largest difference is of 9.3 points for the factor the 'proximity to where you work'.



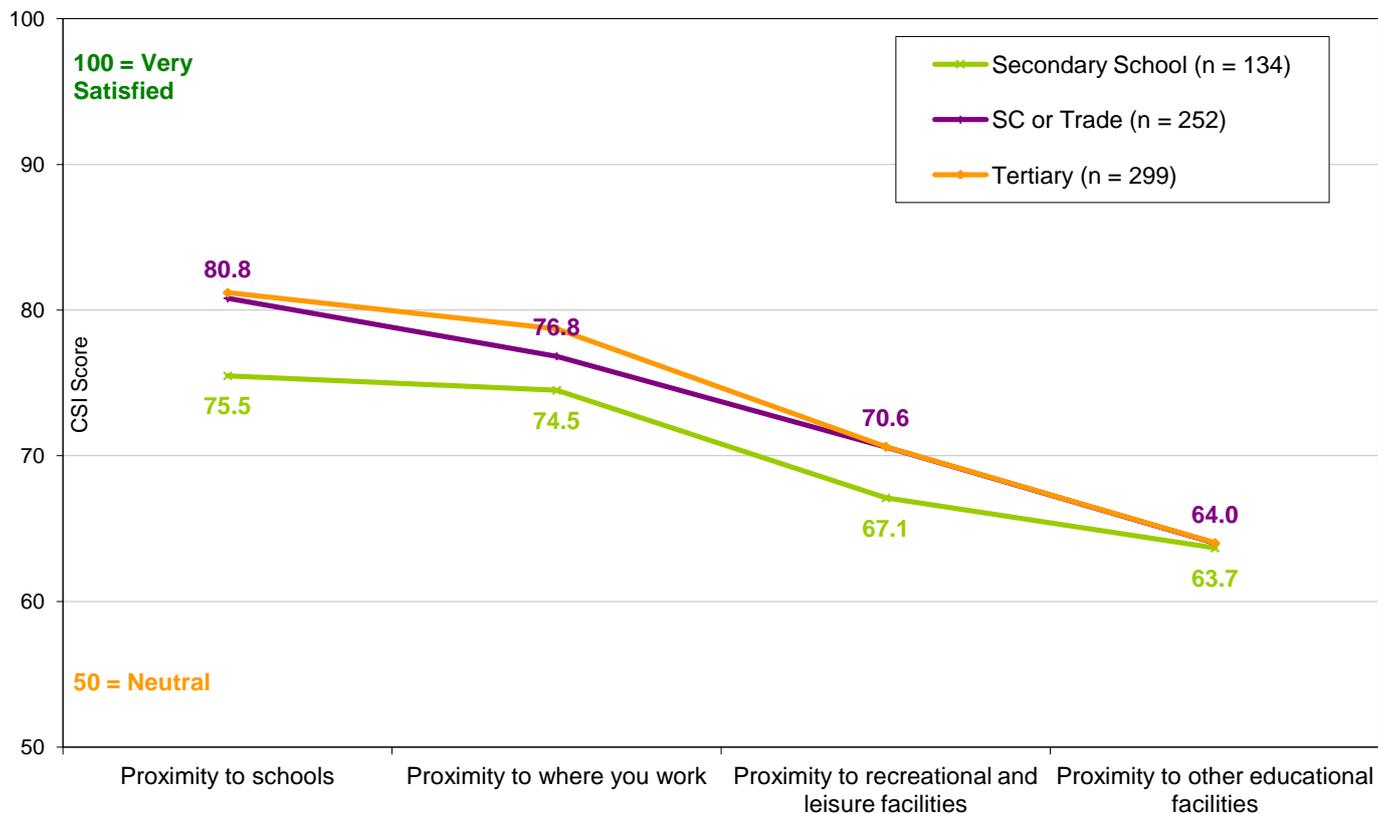
Proximity Factors by Living in Town versus the Country

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'.



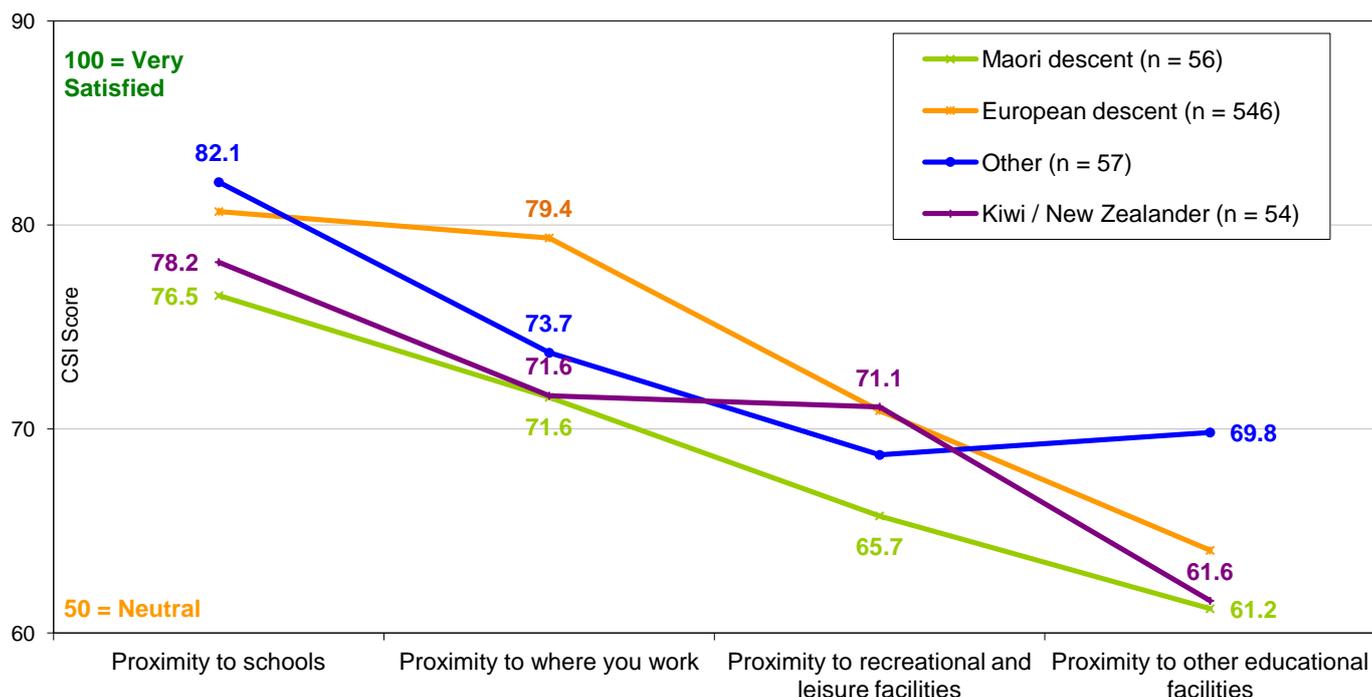
Proximity Factors by Highest Educational Qualification

There is limited variation in the CSI scores for the Proximity factors based on the respondents highest education qualification.



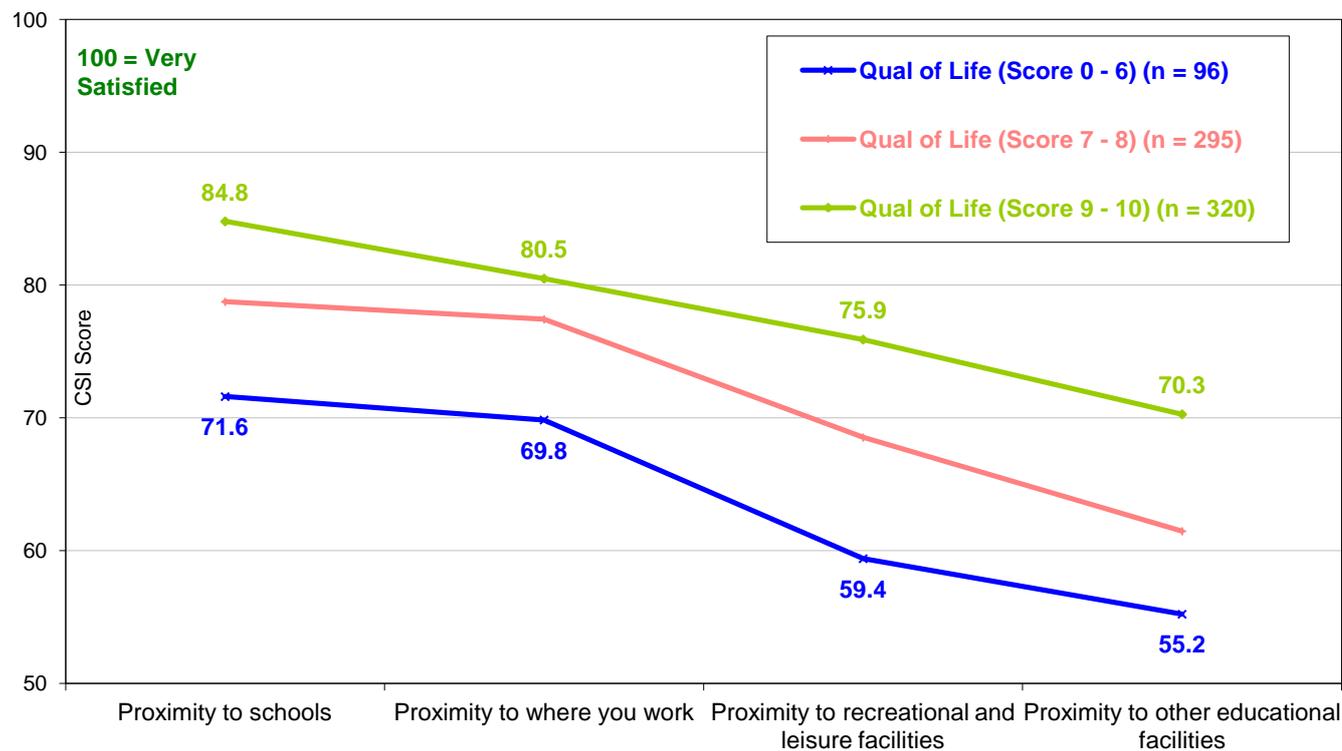
Proximity Factors by Ethnicity

There is some variation in most of the Proximity factors between those who identify themselves as Maori and New Zealanders of European descent. The largest difference is in the CSI scores for the 'proximity to where you work' which varies 7.8 points.



Proximity Factors by Happiness with Quality of Life

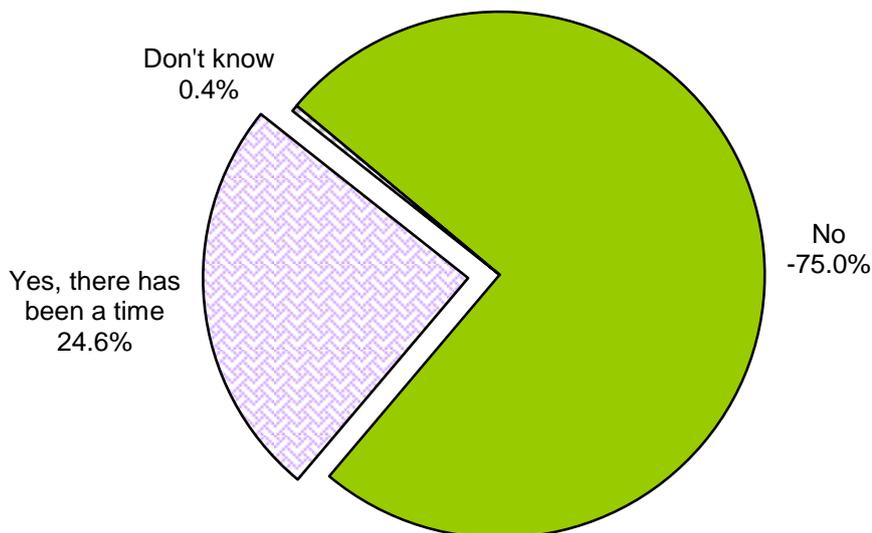
Those who are happy with their Quality of Life (scores of 9 or 10) are the most satisfied with all the Proximity factors. Those who are **not** happy with their Quality of Life (scores of 0 or 6) are the least satisfied with all the Proximity factors.



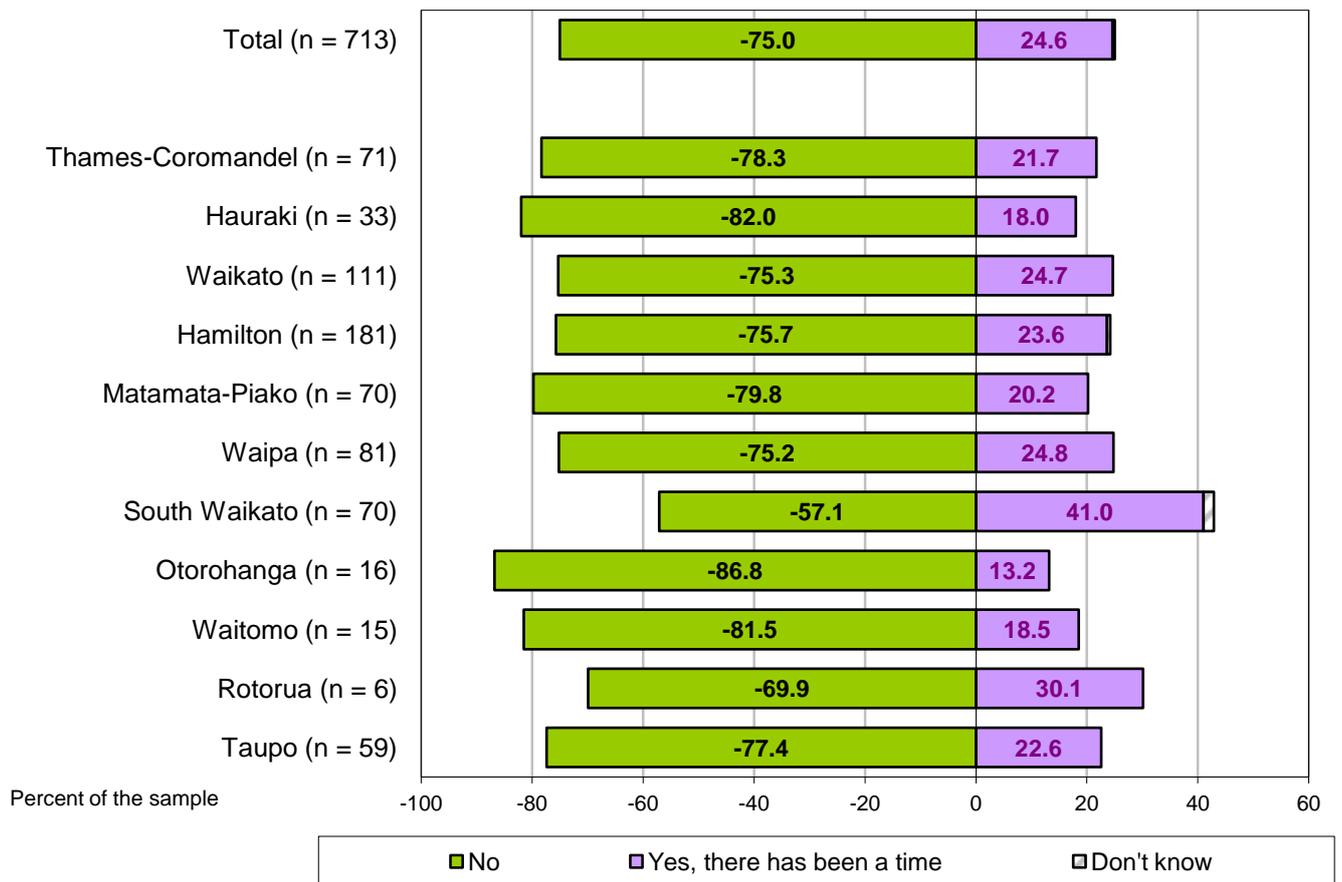
Barriers to Accessing Health Care

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?' Three quarters (75.0%) 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 quarter of the sample (24.6%) said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. The remaining three respondents (0.4%) 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 13.2% for Otorohanga to 41.0% in the South Waikato District and 30.1% for the few from the Rotorua District within the Waikato Region.



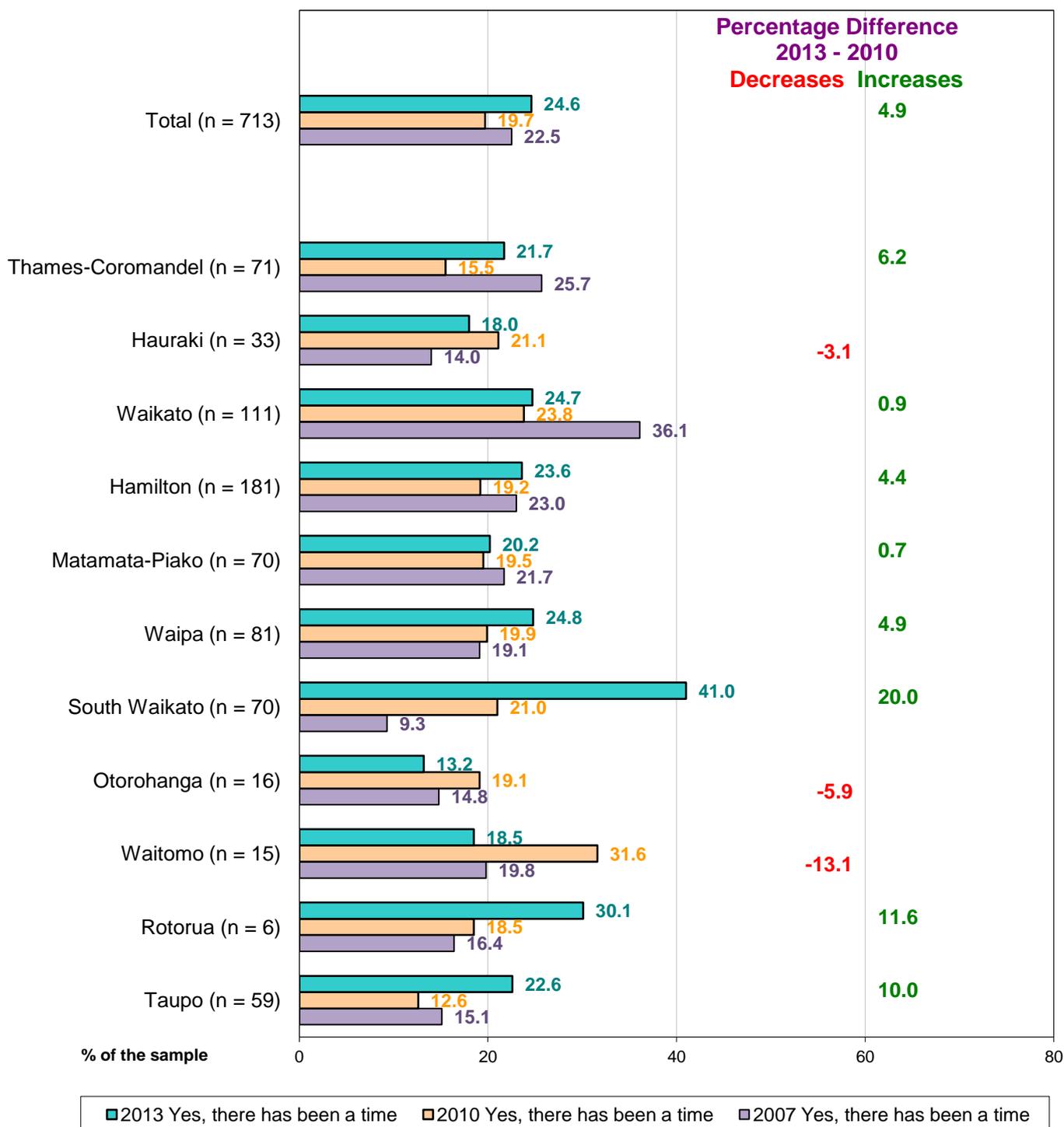
Barriers to Accessing Health Care - Comparison to 2010

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 2013 results with 2010 and 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 increased 4.9% from 2010. There were 8 increases and 3 decreases in the percentage who said there was a time when they didn't go to a GP. The largest increases were 20% for the South Waikato District and 12% for the few from the Rotorua District within the Waikato Region. The largest decreases were 13% for the Waitomo District and 6% for the Otorohanga District.

The difference may be caused because of abnormal results in previous years, because of changing demographics or because the situation in relation to accessing GP's has changed since 2010.

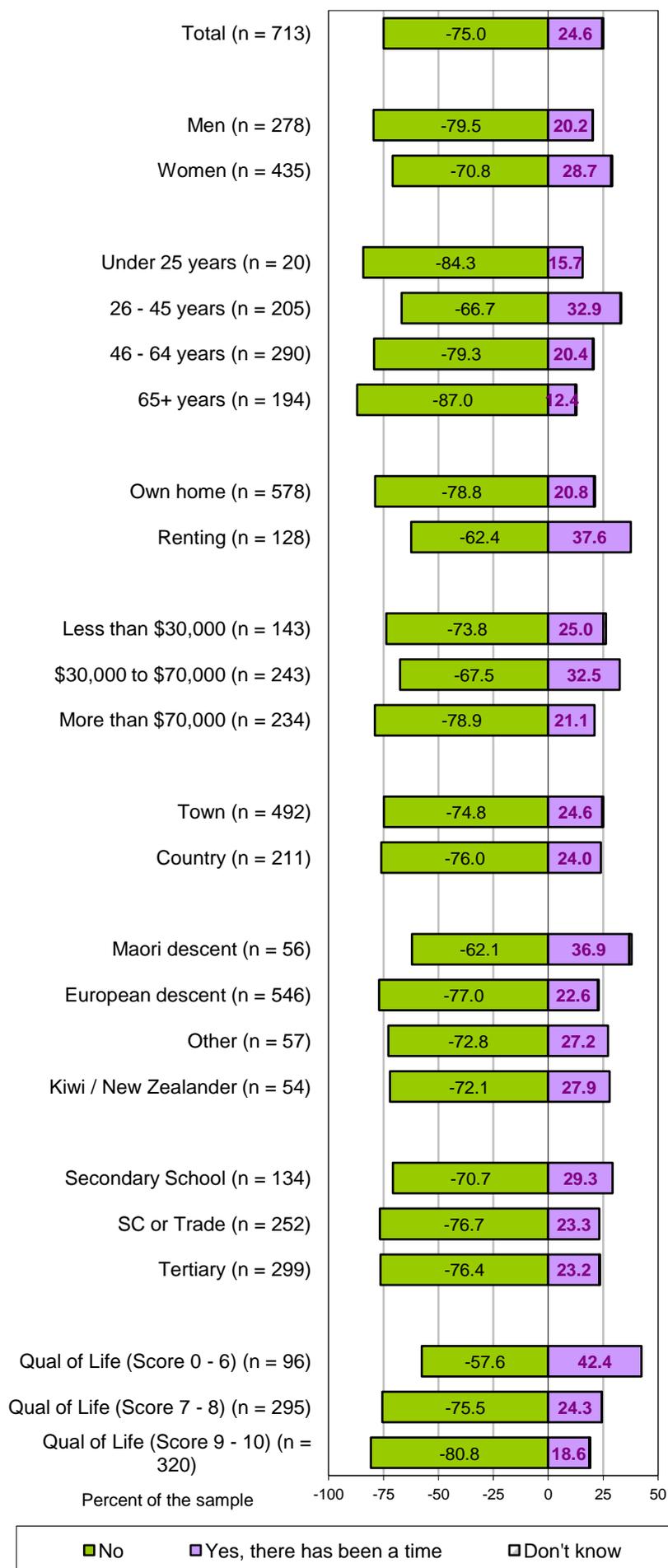


Barriers to Accessing Health Care by demographics

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

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

- Women are 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 (29%) versus 20% 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 33% for those aged under 26 - 45 years.
- Those who rent 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 21% for those who live in their own home.
- 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 (37%) versus 23% for those of European 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 (21%) versus 33% for those with a household income of \$30,000 to \$70,000.
- 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 (42%) versus 19% for those who rated their Quality of Life with a score of 9 or 10.



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

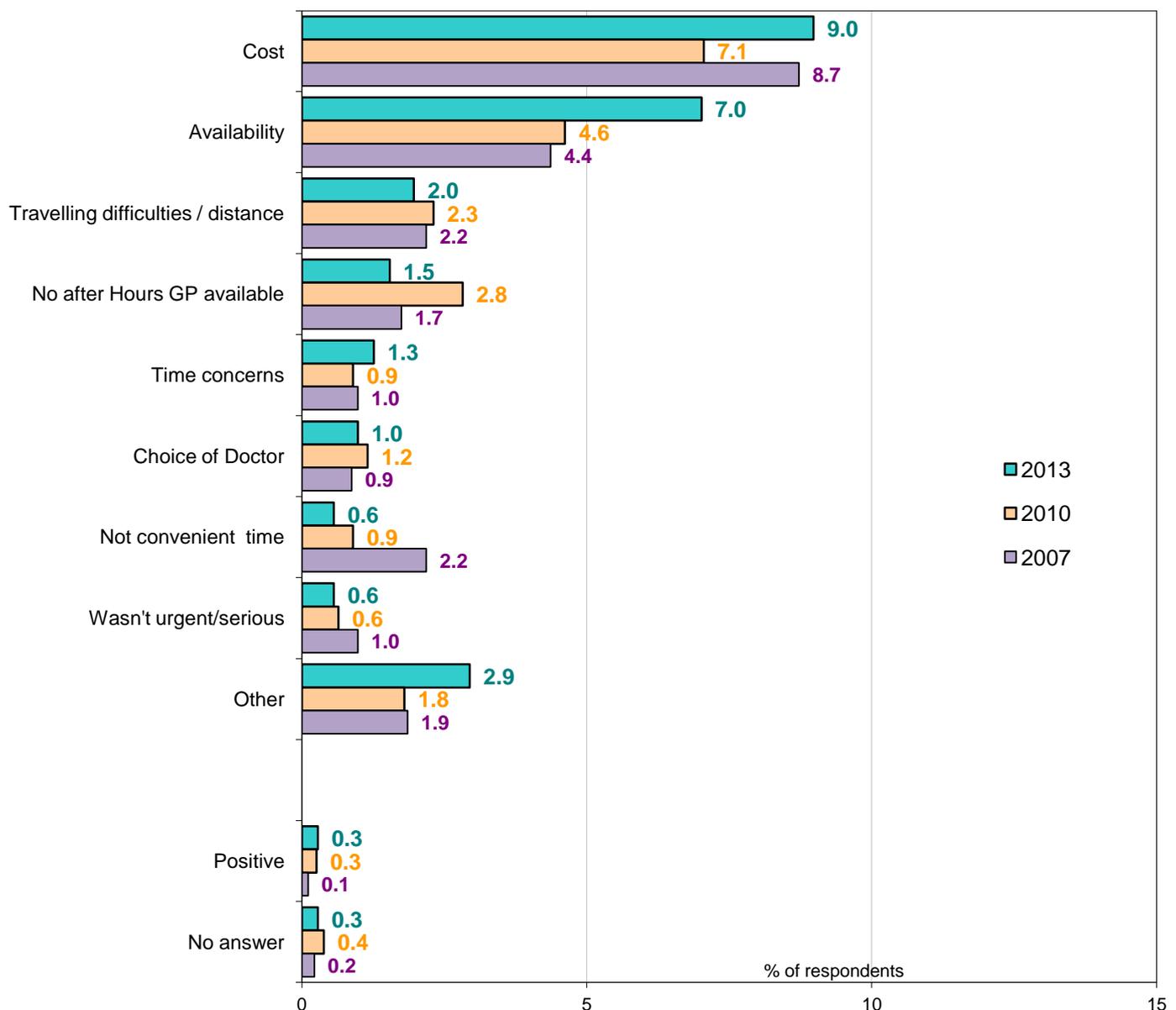
Respondents were asked 'Has there been any time in the last 12 months when you or a member of your household wanted to go to a GP, but didn't?' Three quarters of the respondents said there was no time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't.

However, a quarter of the sample (24.6%) said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. These respondents (n = 159) 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 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 (9% of the sample which equates to 40% of those who did not visit a doctor when they wanted to go) and availability (7% of the sample).

Smaller numbers mentioned travelling issues (2.0%), the fact they had no after-hours GP available (1.5%), or the time it took to get an appointment (1.3%). A few did not like the choice of doctor (1.0%), or not being a convenient time (0.6%) or said their need was not serious (0.6%). There was also a range of other comments. The results are similar to 2010 and 2007 although availability was a bigger issue in the 2013 survey.

[\(Refer to the Waikato Community Outcomes Core Verbatim Comments Report 2013 for a copy of all verbatim comments.\)](#)



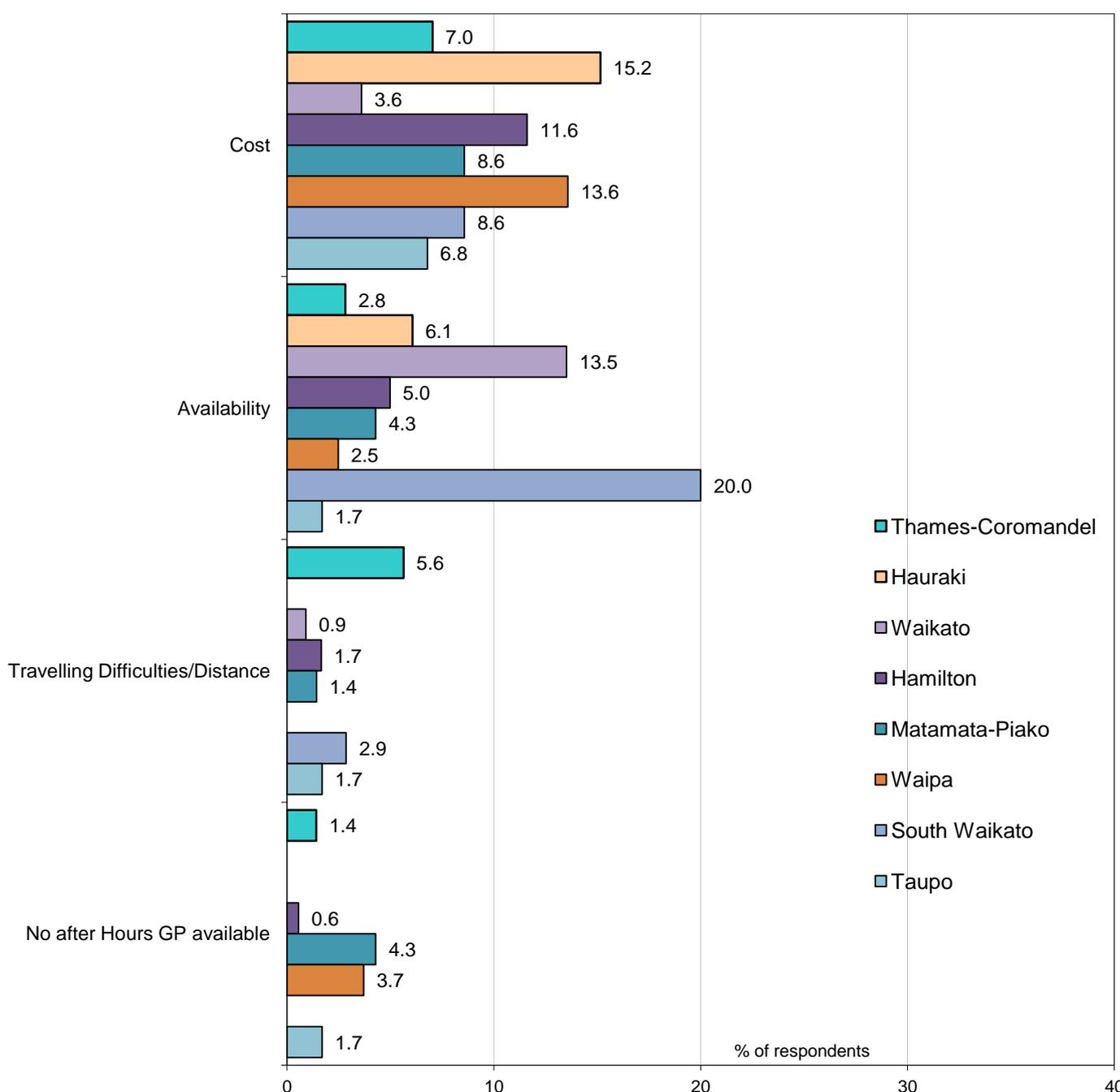
Main reasons for not going to the doctor when wanted to by District

The following two pages compare the reasons respondents or a member of their household wanted to go to a GP, but didn't by district.

A quarter of the sample (24.6%) said there was a time in the last 12 months when they or a member of their household wanted to go to a GP, but didn't. 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 18.0% for Hauraki to 41.0% in the South Waikato District. These respondents (n = 159) 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?'

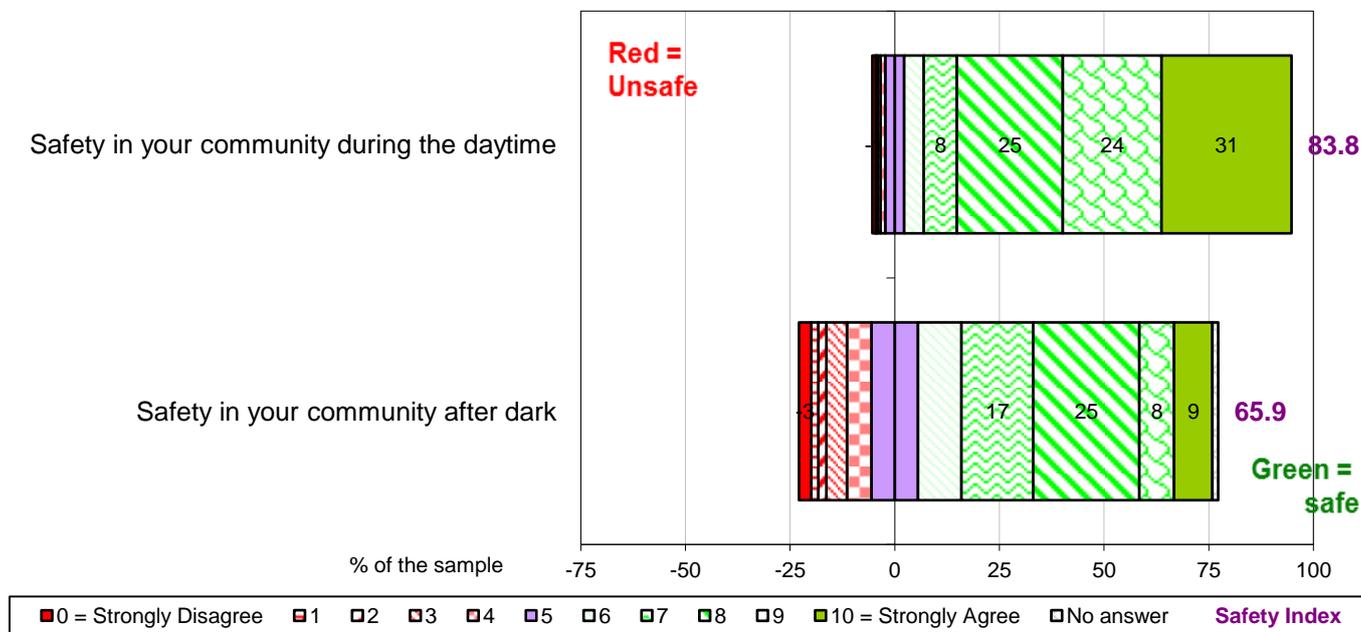
The main theme was related to cost (9% of the total sample which equates to 40% of those who did not visit a doctor when they wanted to go). This ranged from 15% for Hauraki down to 4% mention for the respondents from the Waikato District.

The second theme related to availability of medical professionals (7% of the sample). This ranged from 20% for the respondents from the South Waikato District down to 2% mention for the respondents from the Taupo District.

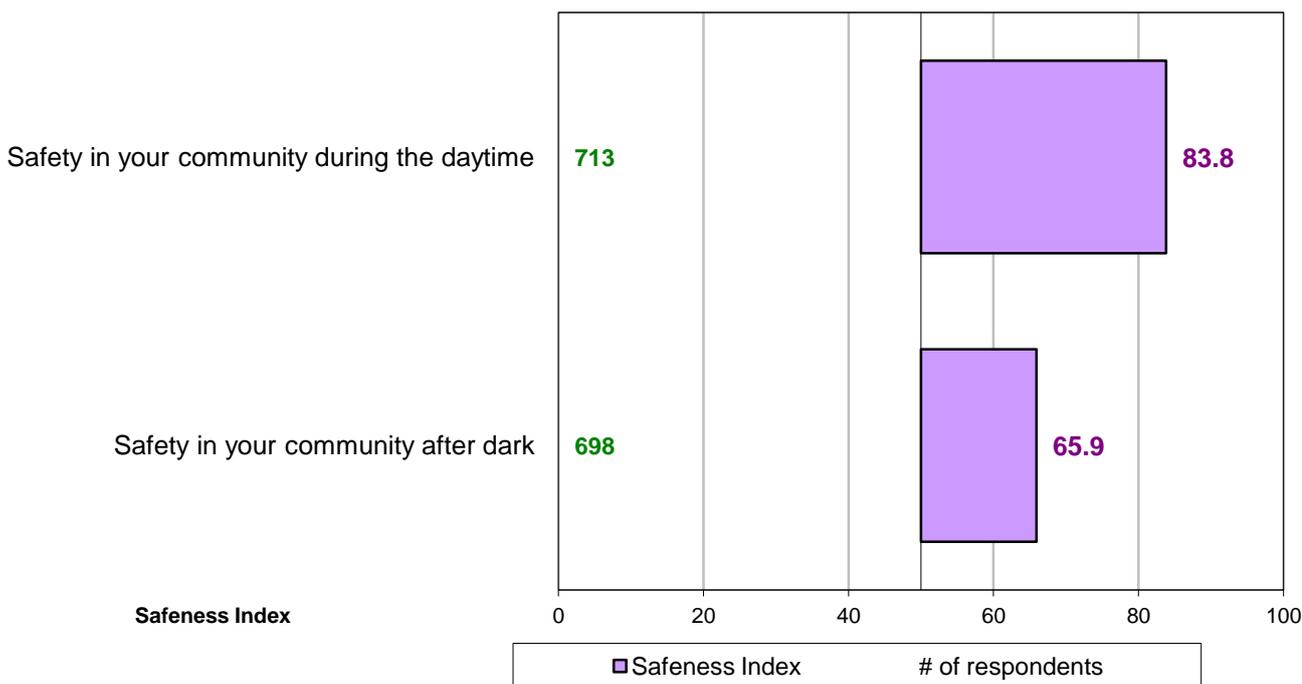


Safety Factors

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 just over two thirds of the sample (70%) felt safe (Scores 6 – 10) with the factor 'Safety in your community after dark' and 17% felt unsafe (Scores 0 – 4).

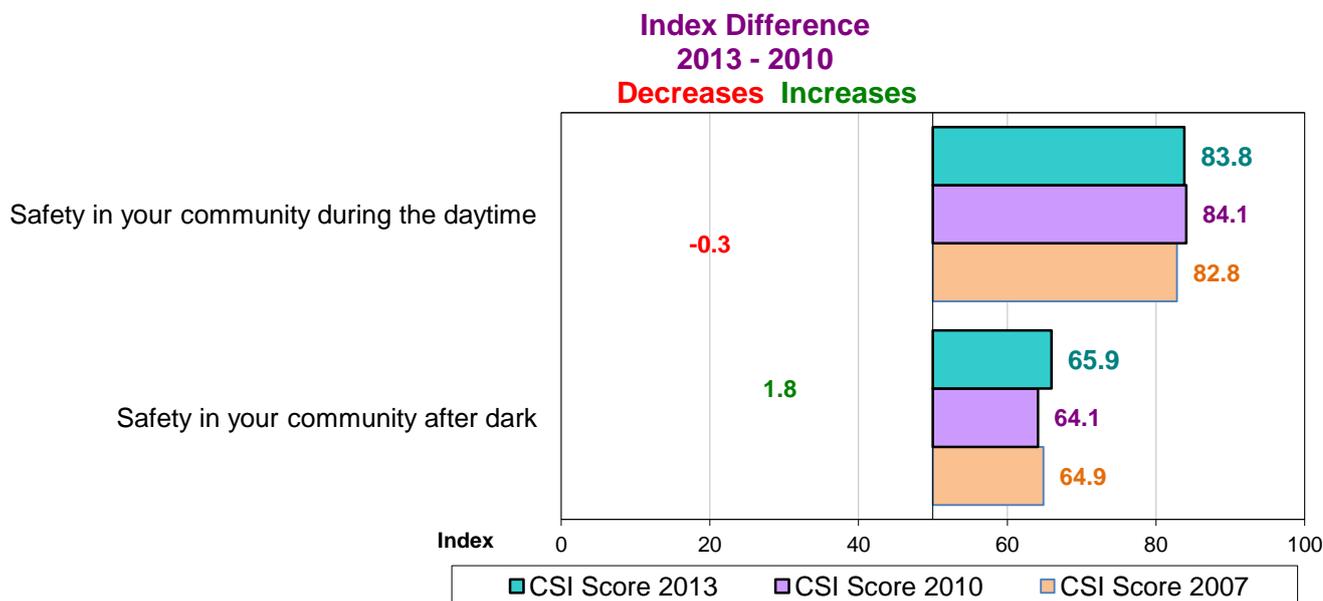


This is reflected in the Safeness Index which is 83.8 for the 'Safety in your community during the daytime' versus 65.9 for the 'Safety in your community after dark'. The lower Index for the latter factor implies that the safety after dark is more of an issue for respondents.



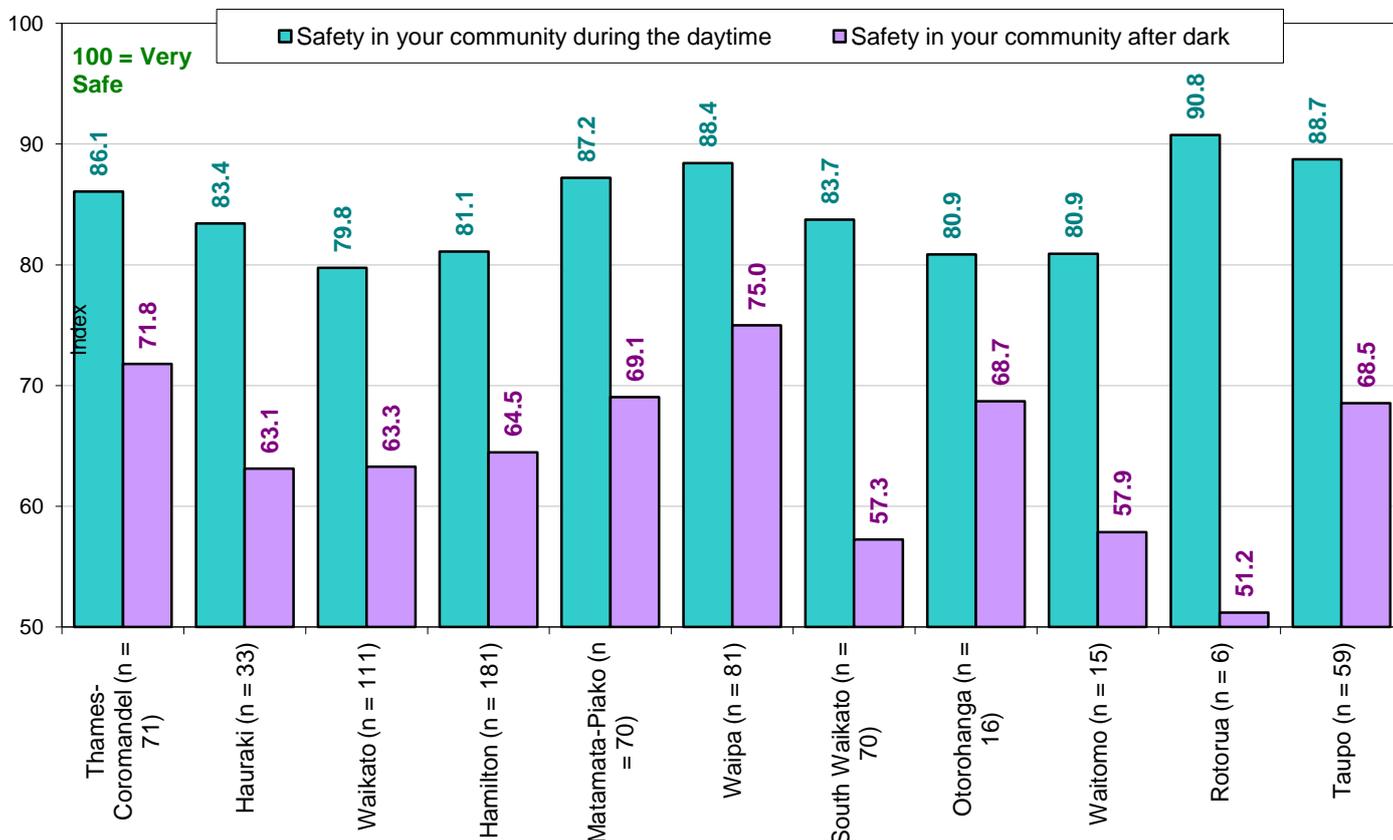
Safety Factors - Comparison to 2010 and 2007

The following chart compares the 2013 results with 2010 and 2007 for the Safety factors. There was 1 increase and 1 decrease in the Indexes among the Safety factors. The factor 'safety in your community during the daytime' (Index 83.8) was down 0.3 points while the factor 'safety in your community after dark' (Index 65.9) was up 1.8 points.



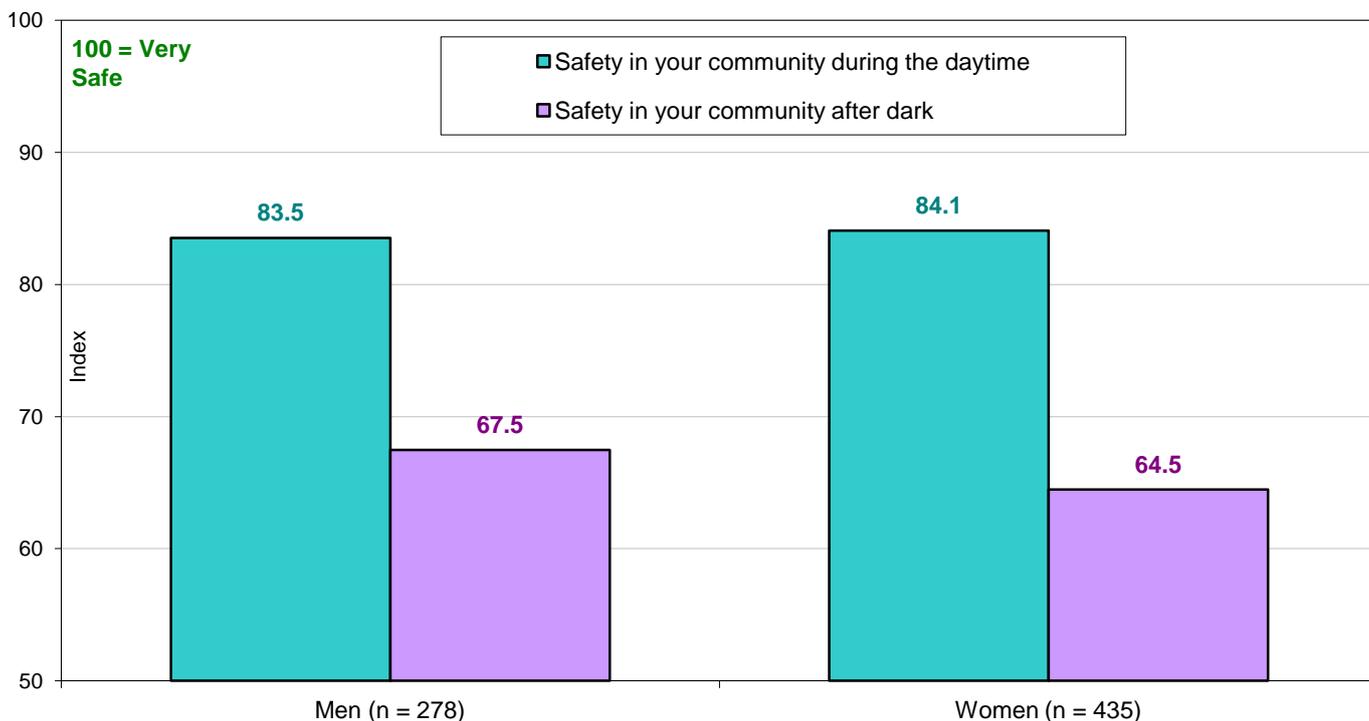
Safety Factors by Location

The Safeness Index for the Safety factors varies by location but it seems that the few from the Rotorua District within the Waikato Region (Index 90.8) rated this the highest for the 'safety in your community during the daytime' and Waipa (Index 75.0) is rated the highest for 'safety in your community after dark'. Rotorua (Index 51.2) and South Waikato District (Index 57.3) are rated the lowest for 'safety in your community after dark'. The Waikato District is rated the lowest for the 'safety in your community during the daytime' (Index 79.8).



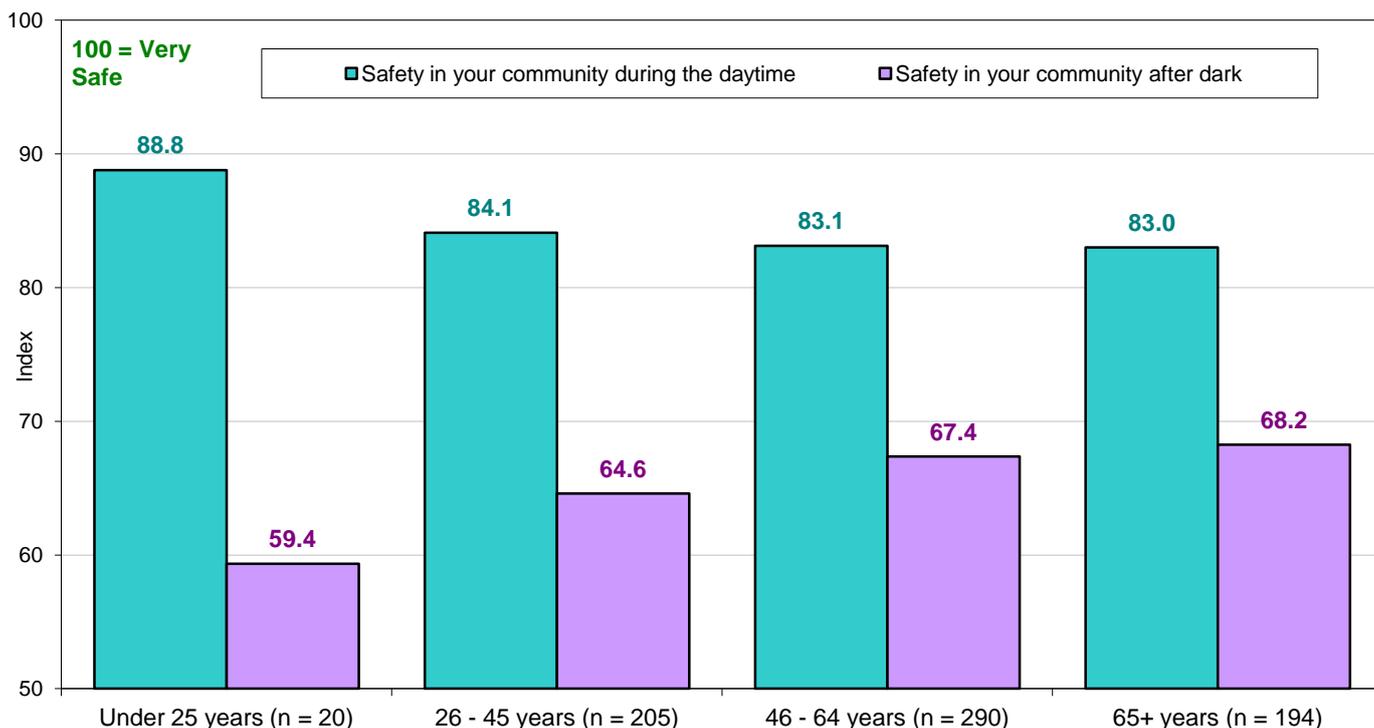
Safety Factors by Gender

There is a little variation between the genders for the 'safety in your community during the daytime'. Men feel safer than women with the factor 'Safety in your community after dark' (Index 67.5 and 64.5 respectively) although both groups feel much safer during the day.



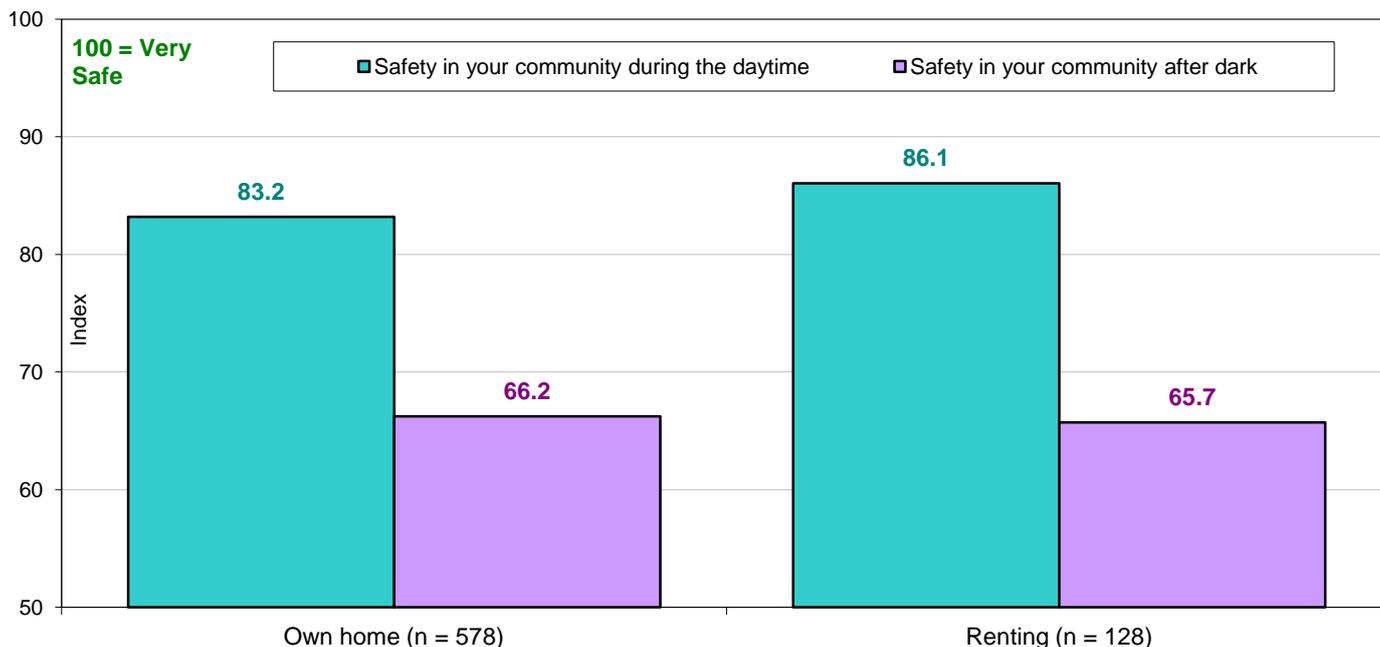
Safety Factors by Age Grouping

There is little variation between the age groups for both the 'safety in your community during the daytime' and the 'Safety in your community after dark' although both groups feel much safer during the day. The under 25 age bracket rate the 'Safety in your community after dark' the lowest and the 'safety in your community during the daytime' the highest.



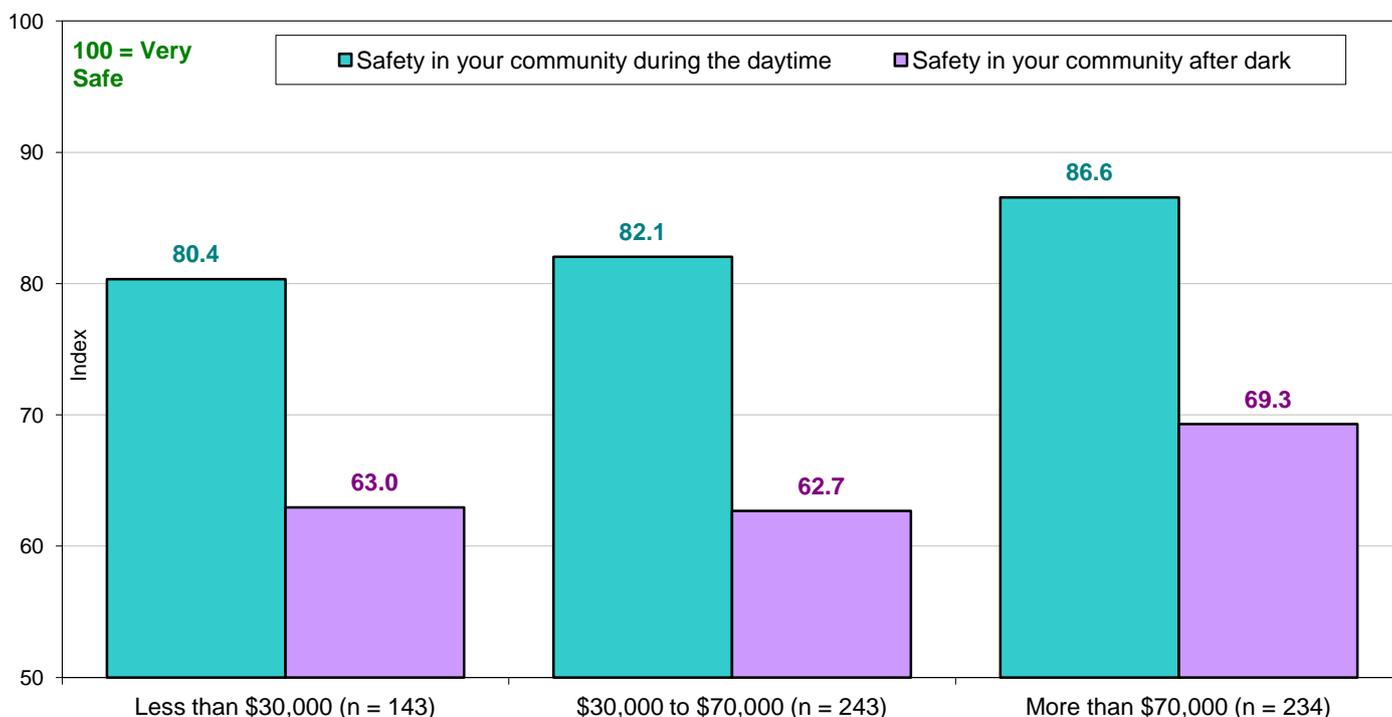
Safety Factors by Home Ownership

There is little variation in the Index for 'safety in your community during the daytime' and the 'Safety in your community after dark' between those who live in their own home and those who rent or board.



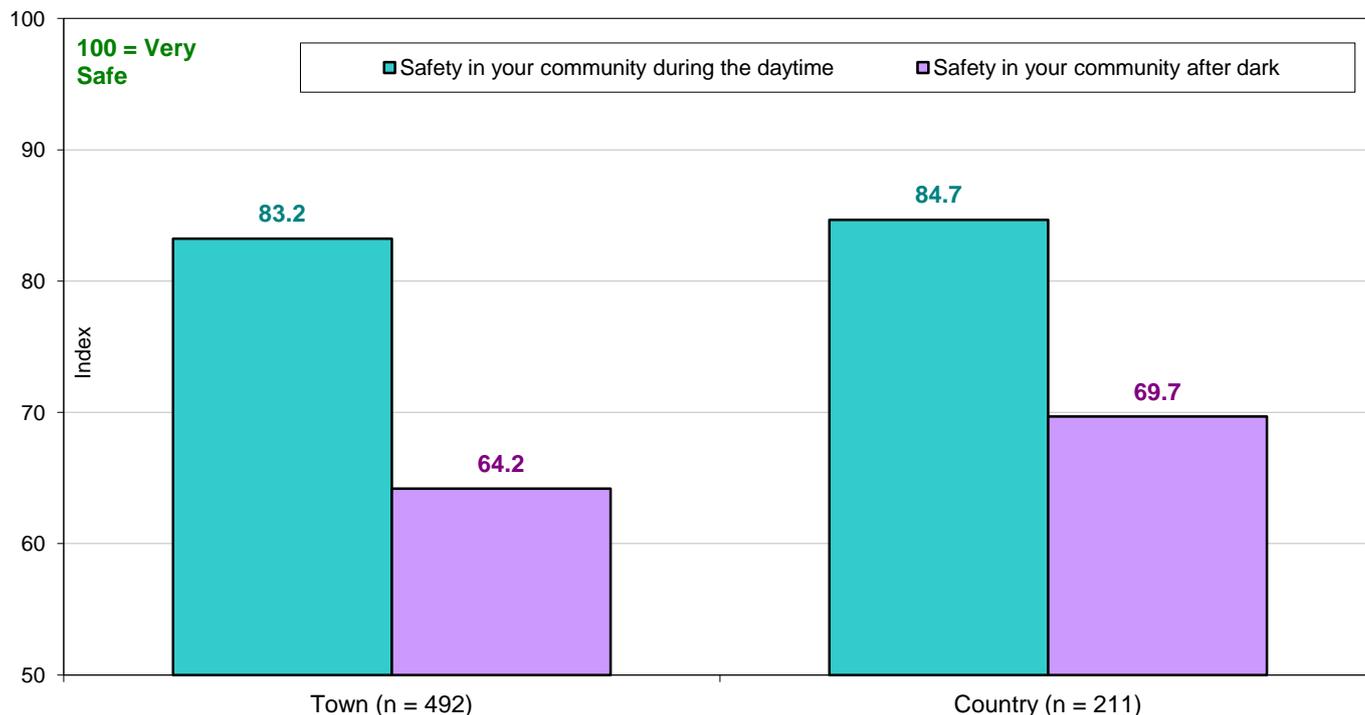
Safety Factors by Household Income

Those with the highest household income rate both the Safety factors the highest. This group rates the 'safety in your community during the daytime' with an Index of 86.6 versus an Index of 80.4 for those with a household income under \$30,000 p.a. In a similar fashion, those with a household income over \$70,000 p.a. rate the 'Safety in your community after dark' with an Index of 69.3 versus an Index of 62.7 – 63.0 for those with a lower household income.



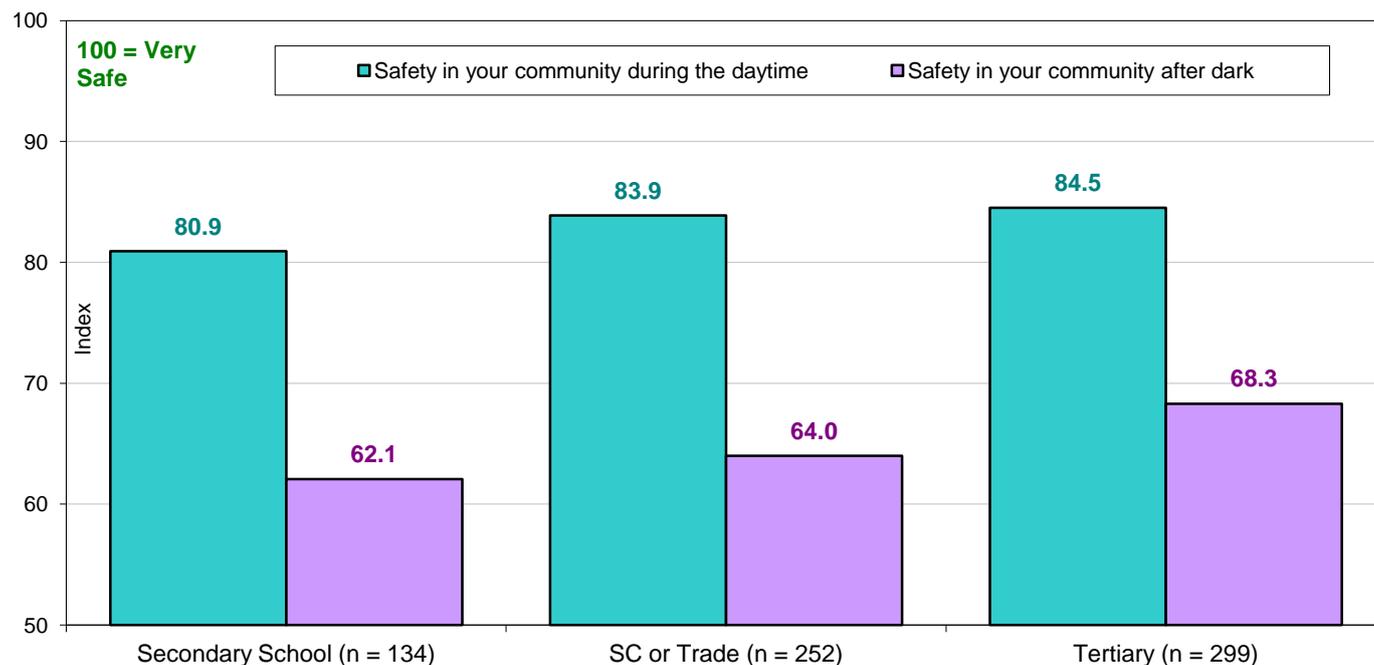
Safety Factors by Living in Town versus the Country

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



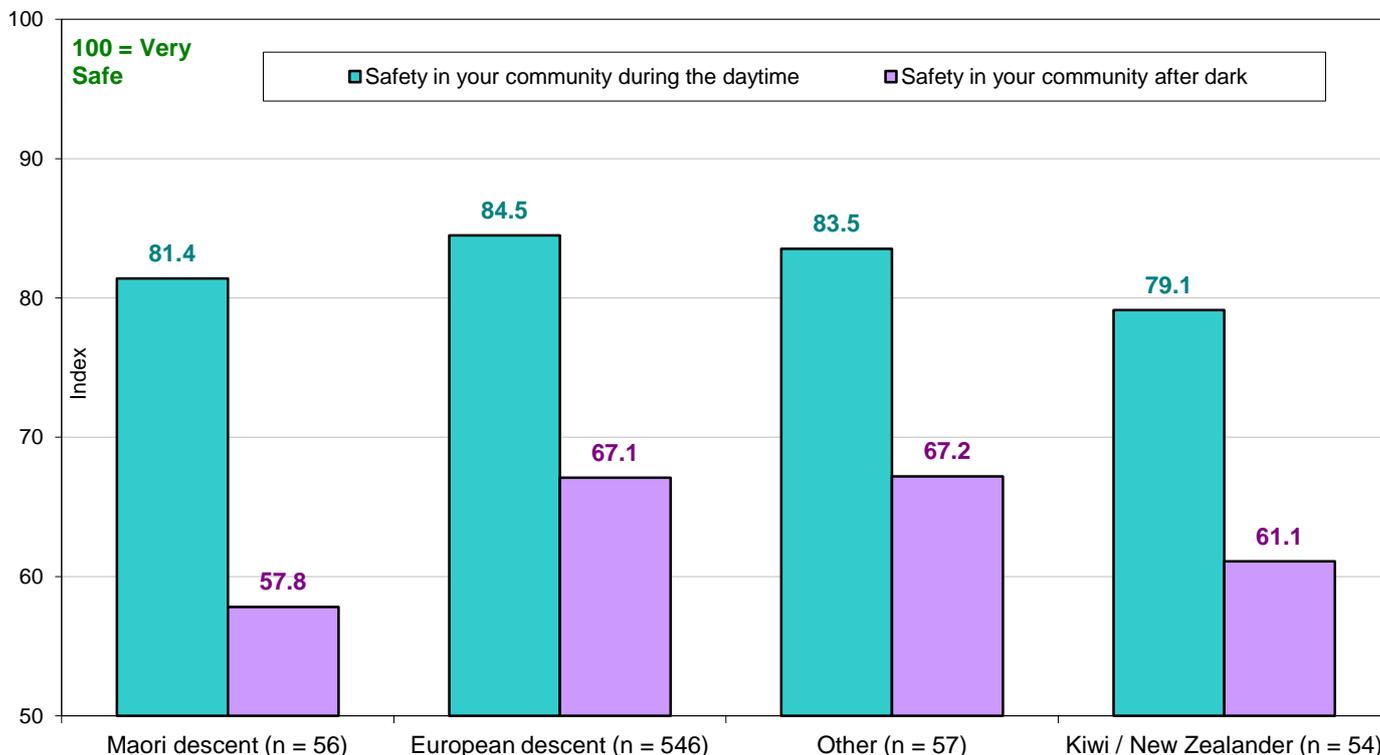
Safety Factors by Highest Educational Qualification

There is some variation in the level of safety during the day or during the night time based on educational qualifications. Those with no formal qualifications feel the least safe during the day. However, as per all the other variables, there is a significant difference in the index for the two factors with the 'safety in your community during the daytime' being rated significantly higher than the 'Safety in your community after dark' for all subgroups.



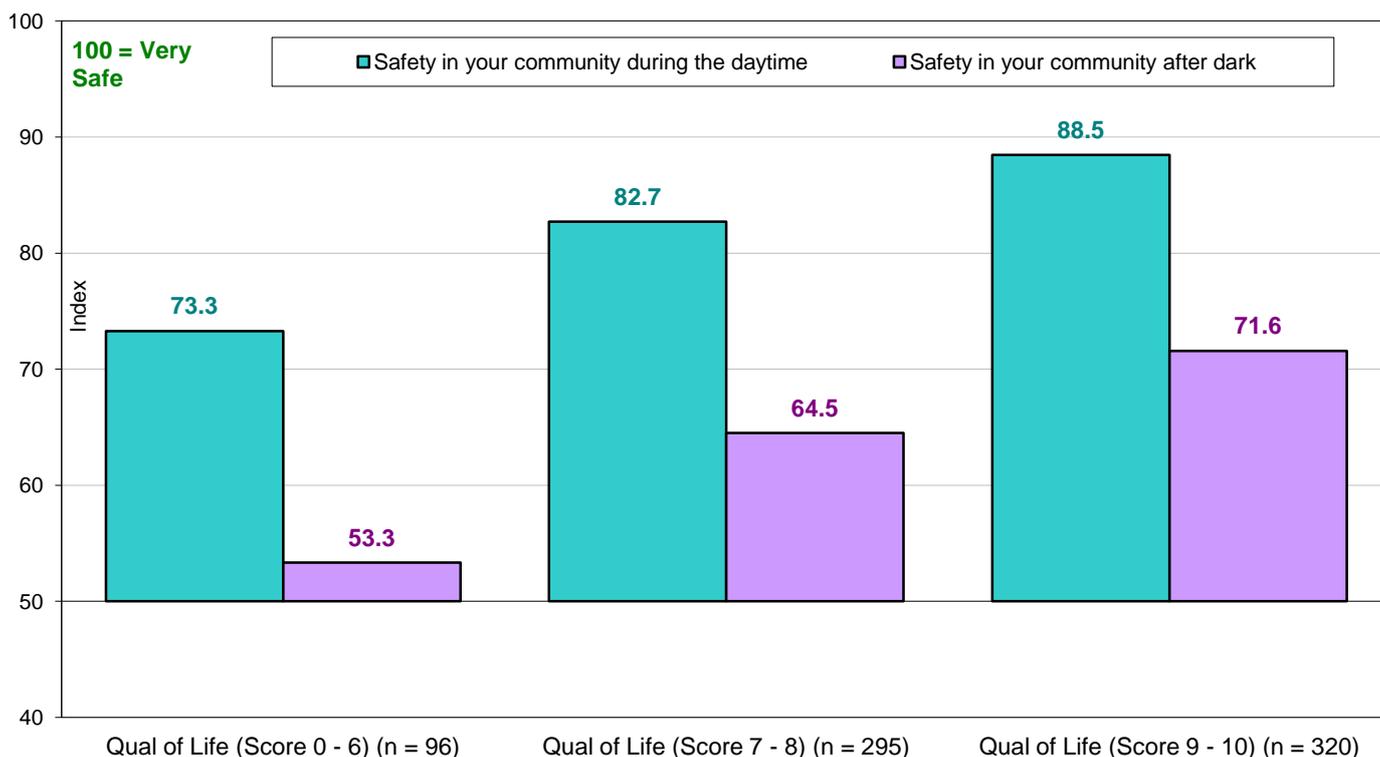
Safety Factors by Ethnicity

There is some variation in the Safety factors based on the respondents ethnic background. Respondents who describe their ethnicity as New Zealander or Kiwi feel the least safe for the factor 'Safety in your community during the daytime' (Index 79.1). Respondents of Maori descent feel the least safe after dark (Index 57.8).



Safety Factors by Happiness with Quality of Life

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 with both factors.



Work Opportunities

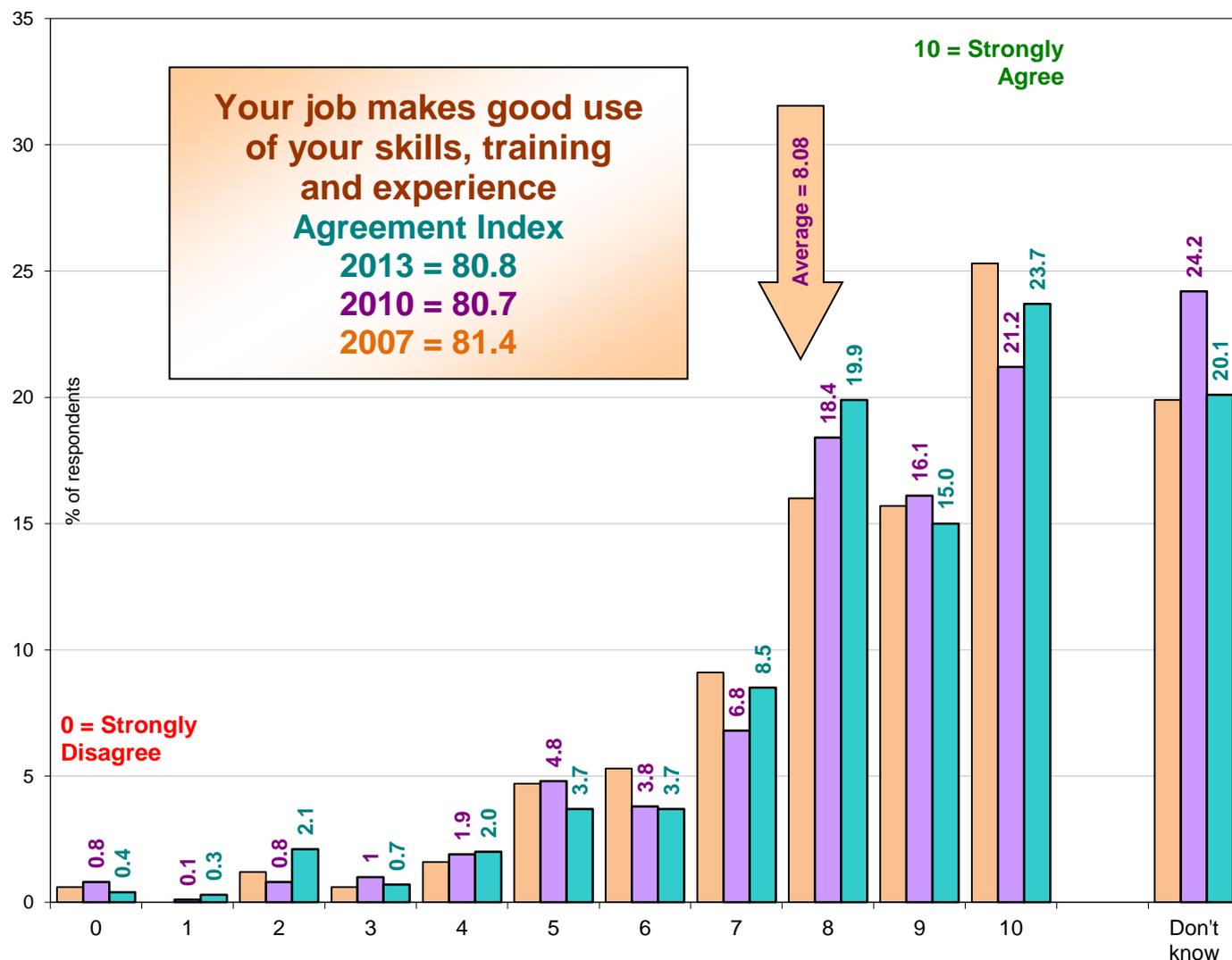
Respondents were asked 'Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with 'your job makes good use of your skills, training and experience'?'

A fifth of the respondents (20%) did not answer this question, presumably because they were not working. This is similar to the 24% from 2010 and 20% from 2007.

Over two thirds of the respondents (71%) agreed with the statement 'Your job makes good use of your skills, training and experience' (scores of 6 – 10). A quarter of the respondents (24%) strongly agreed (Score of 10) while 15% rated this with a score of 9. The mode (most frequent value) is a score of 10.

Only 4% 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 (6%) disagreed with the statement 'Your job makes good use of your skills, training and experience' (Scores 0 – 4).

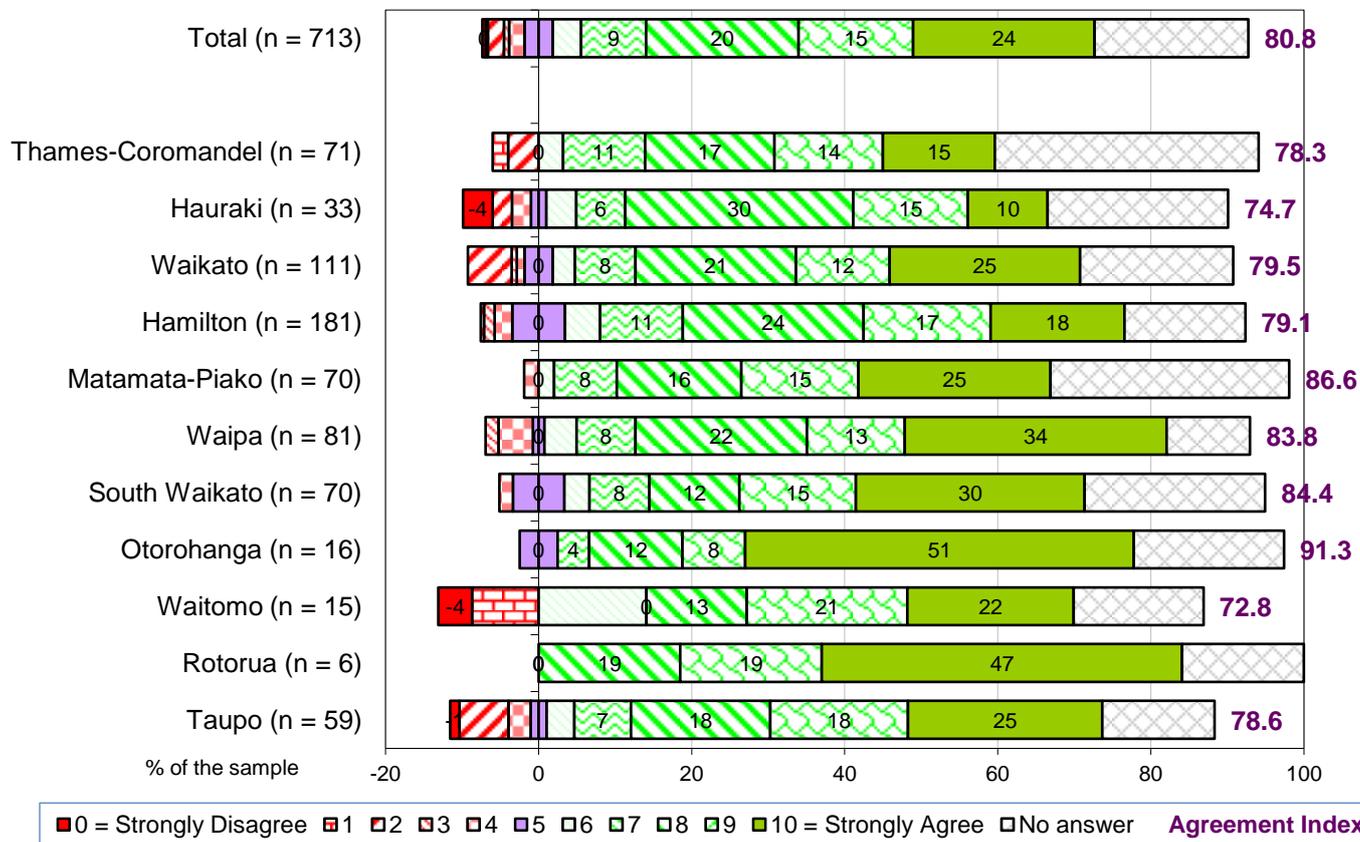
The Agreement Index (AI score)⁹, (a weighted score across the Agreement scale) for 'Your job makes good use of your skills, training and experience' was 80.8, virtually unchanged from 2010 (up 0.1 points). This result again implies most respondents feel their jobs are making good use of their skills, training and experience.



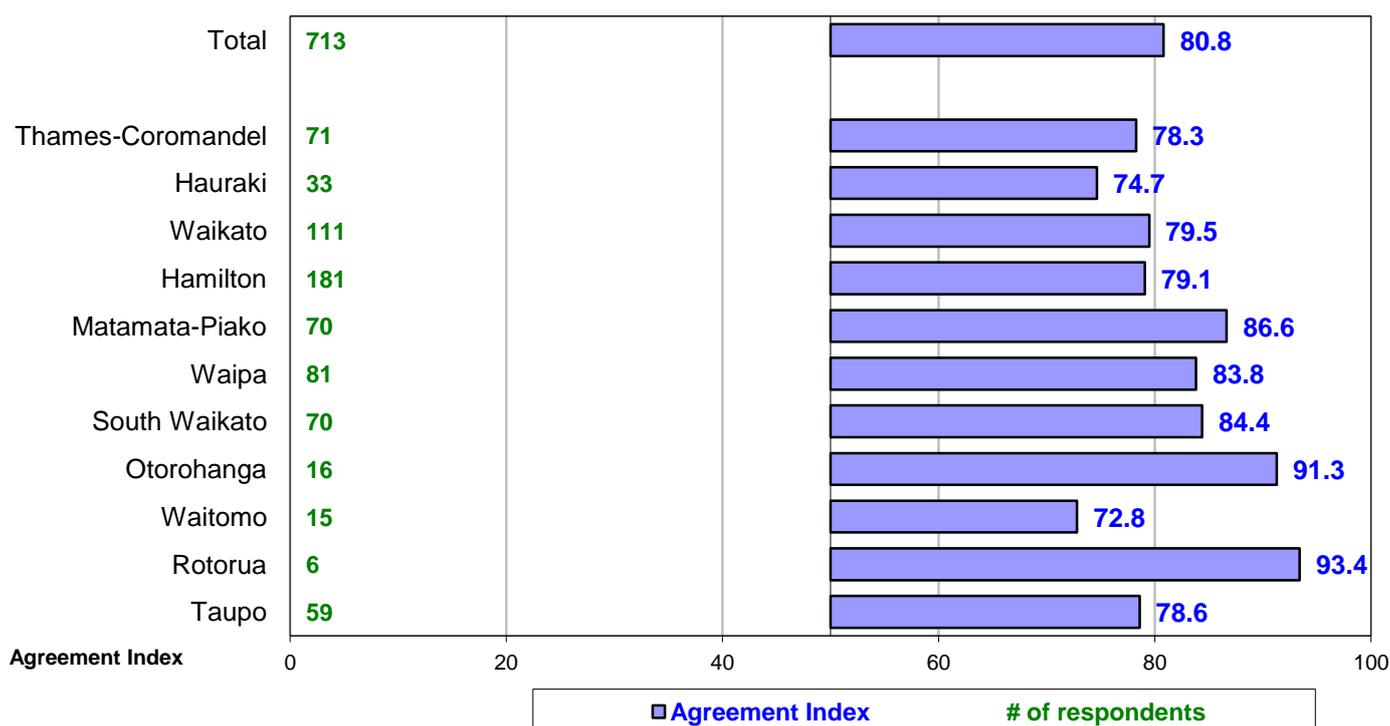
⁹ The Agreement Index (AI) converts each respondents answer across the satisfaction scale to a score out of 100. The AI is 10 times the average individual score based on the 11 point satisfaction scale (0 = strongly disagree to 10 = strongly agree)

Agreement with the statement 'Job makes good use of your skills' by district

There is some variation in the level of agreement with the statement 'Your job makes good use of your skills, training and experience' based on where the respondent is from. The proportion that did not answer this question varies from 11% in Waipa up to 35% in Thames – Coromandel. The majority of the respondents from each TA agree with the statement 'Your job makes good use of your skills, training and experience'. Those from Waitomo, Taupo and Hauraki appear more likely to disagree (13%, 11% and 9% respectively) versus 5.5% overall.



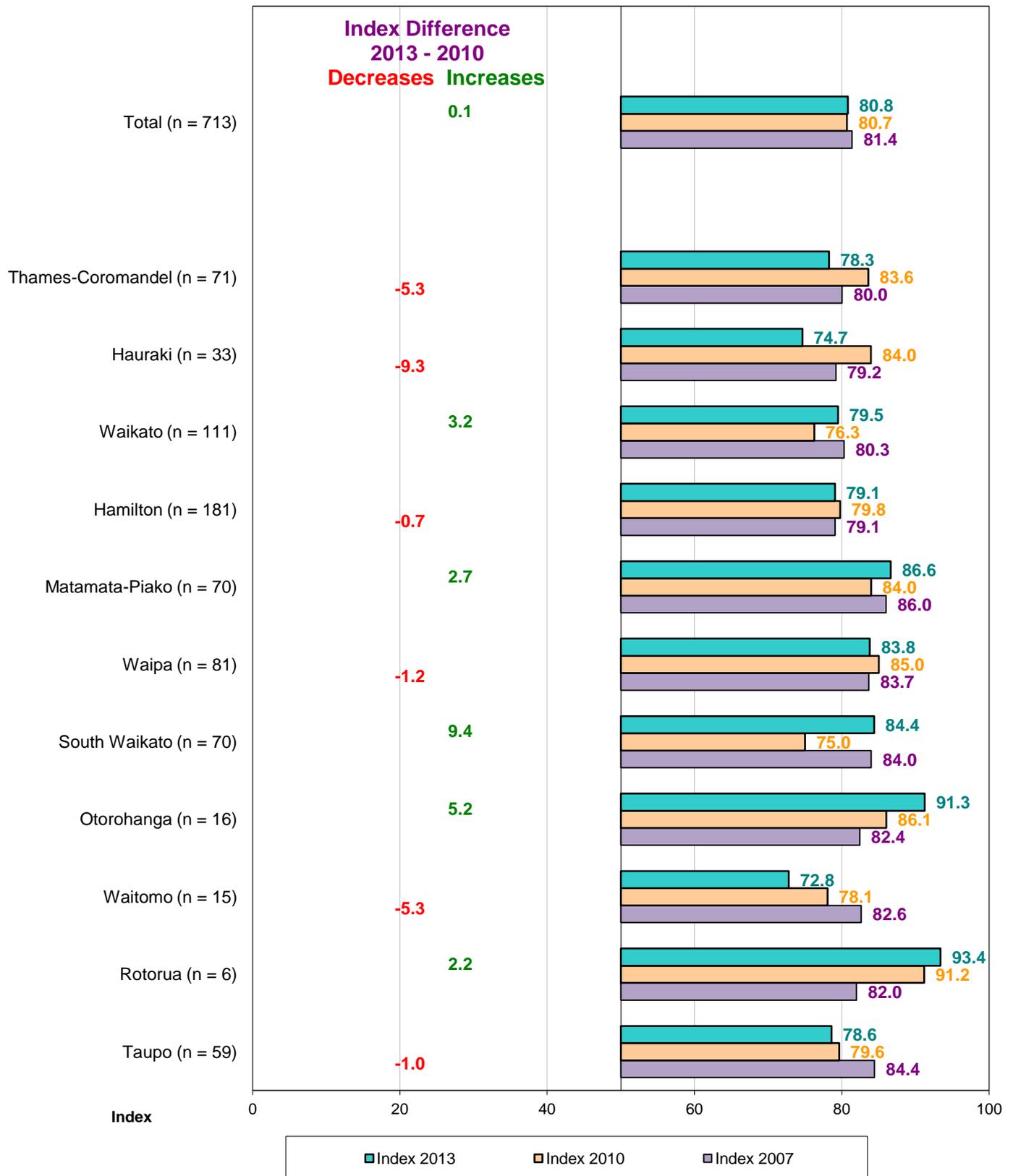
The Agreement index for the statement 'Your job makes good use of your skills, training and experience' varies from 72.8 in the Waitomo District up to 93.4 for the few from the Rotorua District within the Waikato Region.



Agreement with the statement 'Job makes good use of your skills' - Comparison to 2010 and 2007

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?'*

Comparing the 2013 results with 2010 shows across the region the Index was virtually unchanged (Index 80.8 in 2013 versus 80.7 in 2010 and 81.4 in 2007). There were 5 increases and 6 decreases in the Indexes among the individual districts. The largest increase was 9.4 points for South Waikato (Index 84.4). The largest decrease was 9.3 points for Hauraki (Index 74.7).

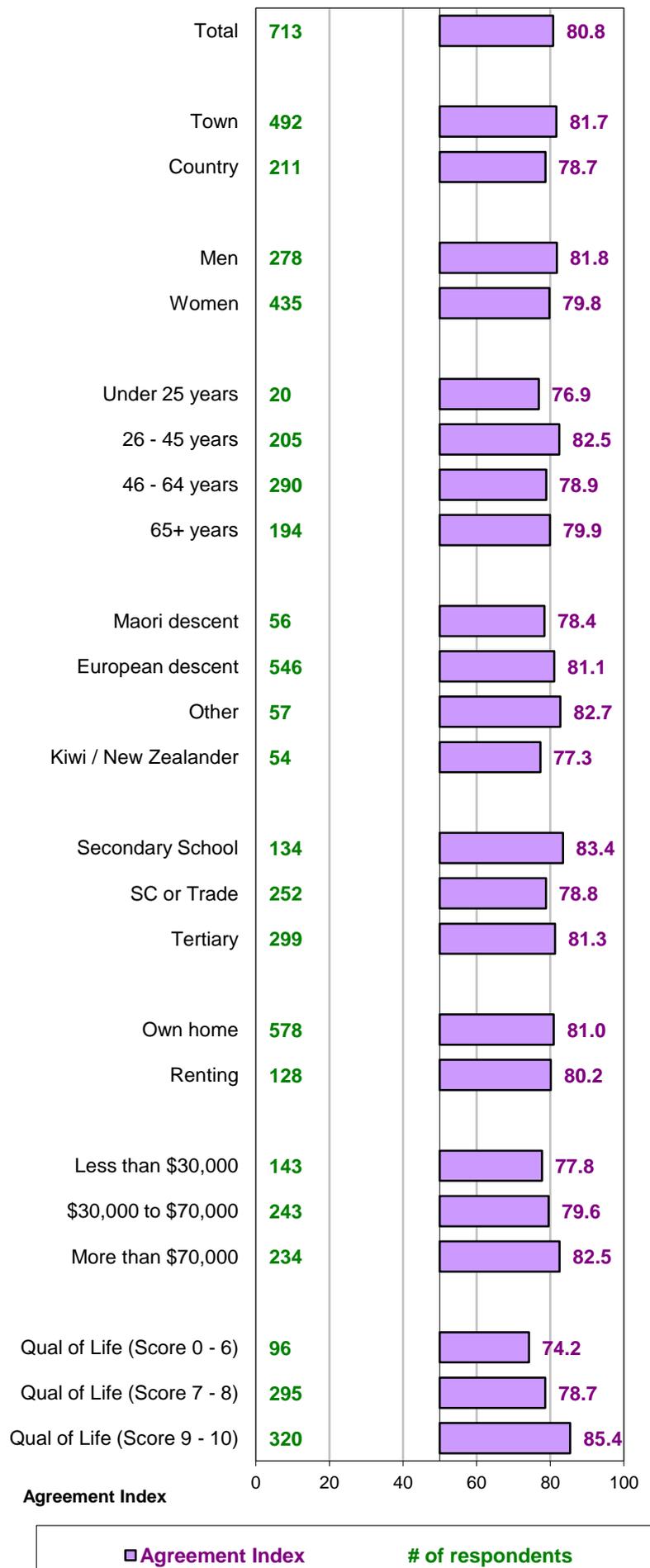


Agreement with ‘Your job makes good use of your skills, training and experience by demographics

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.

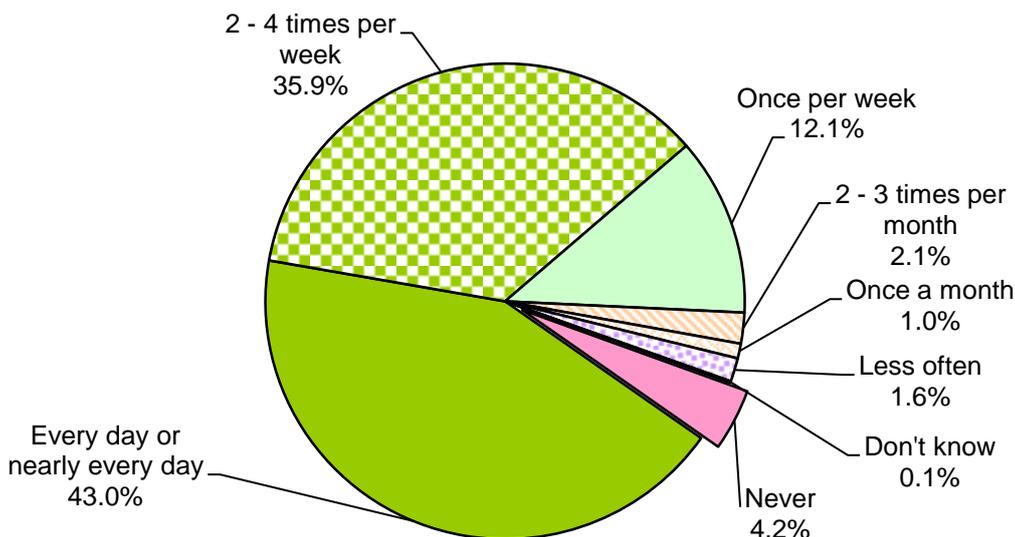
The variables that appear to have had the greatest impact on level of agreement with the statement ‘Your job makes good use of your skills, training and experience’ were:

- Those with a household income over \$70,000 (Agreement Index 82.5) are significantly more likely to agree with this statement than those in the lower income brackets (Agreement Index 77.8 and 79.2).
- 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 74.2).

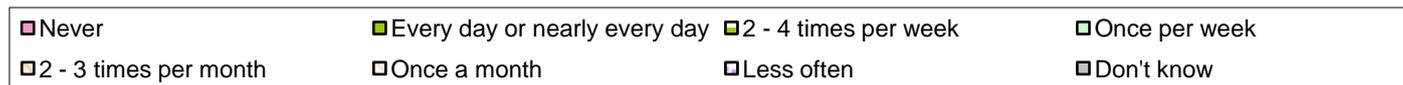
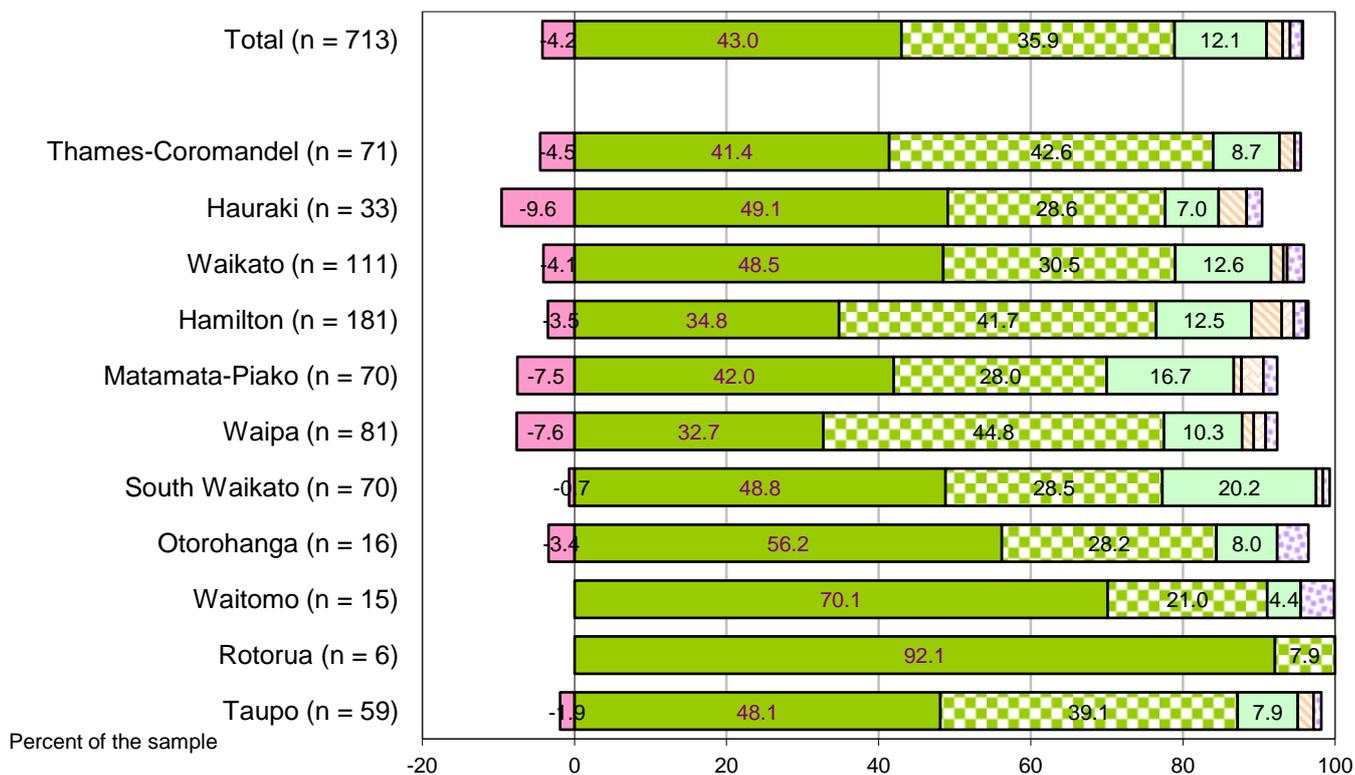


Participation in Sport and Active Leisure

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, (43%) said they exercised for 30 minutes or more every day while 36% said they did this 2 to 4 times per week and 12% said they did this weekly. Only 2% of the sample said they exercised for 30 minutes or more 2 – 3 times per month and 1% did this monthly while 2% did this less often. Only 4% of the respondents said they never exercised for 30 minutes or more and the remaining 0.1% 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% for the few from the Rotorua District within the Waikato Region and Waitomo up to 10% in Hauraki. The proportion that exercise at least weekly ranges from 100% in Rotorua down to 85% in Hauraki.



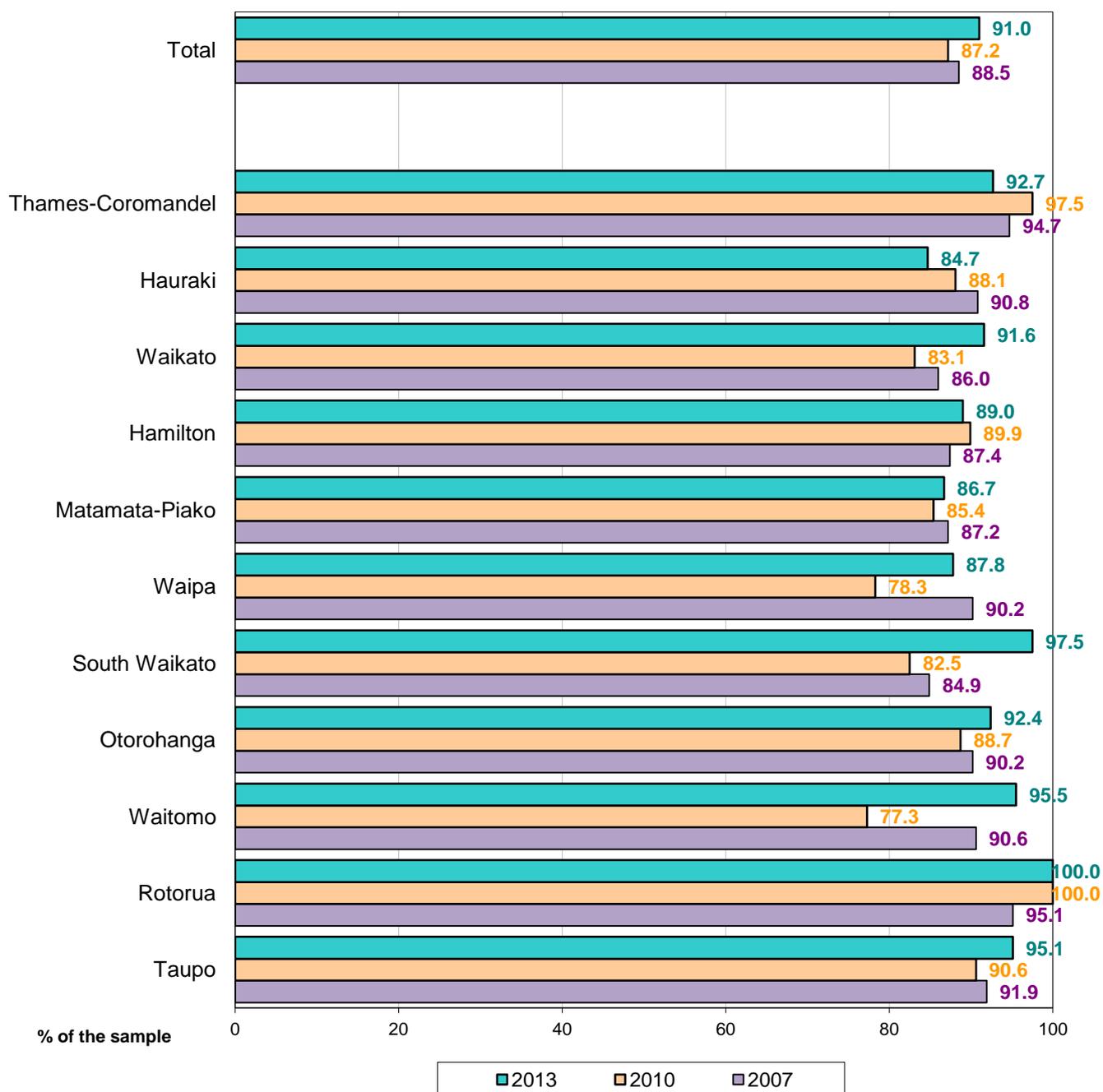
Participation in Sport and Active Leisure - Comparison to 2010 and 2007

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 the respondents exercised for 30 minutes or more at least once per week 91% versus 87% in 2010 and 89% in 2007.

The majority of respondents from each district exercised at least once per week. This ranges from 100% for the few from the Rotorua District within the Waikato Region and 98% for those from the South Waikato down to 85% in Hauraki. The variance by area may be caused by demographic differences in the samples.

The results are similar to previous years although there are some larger differences for some districts like South Waikato and Waitomo. The differences may be caused by the smaller sample sizes, abnormal results in 2010, because of changing demographics or because the situation in relation to exercise has changed since 2010.

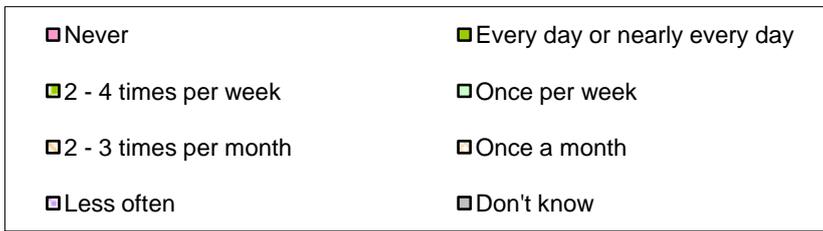
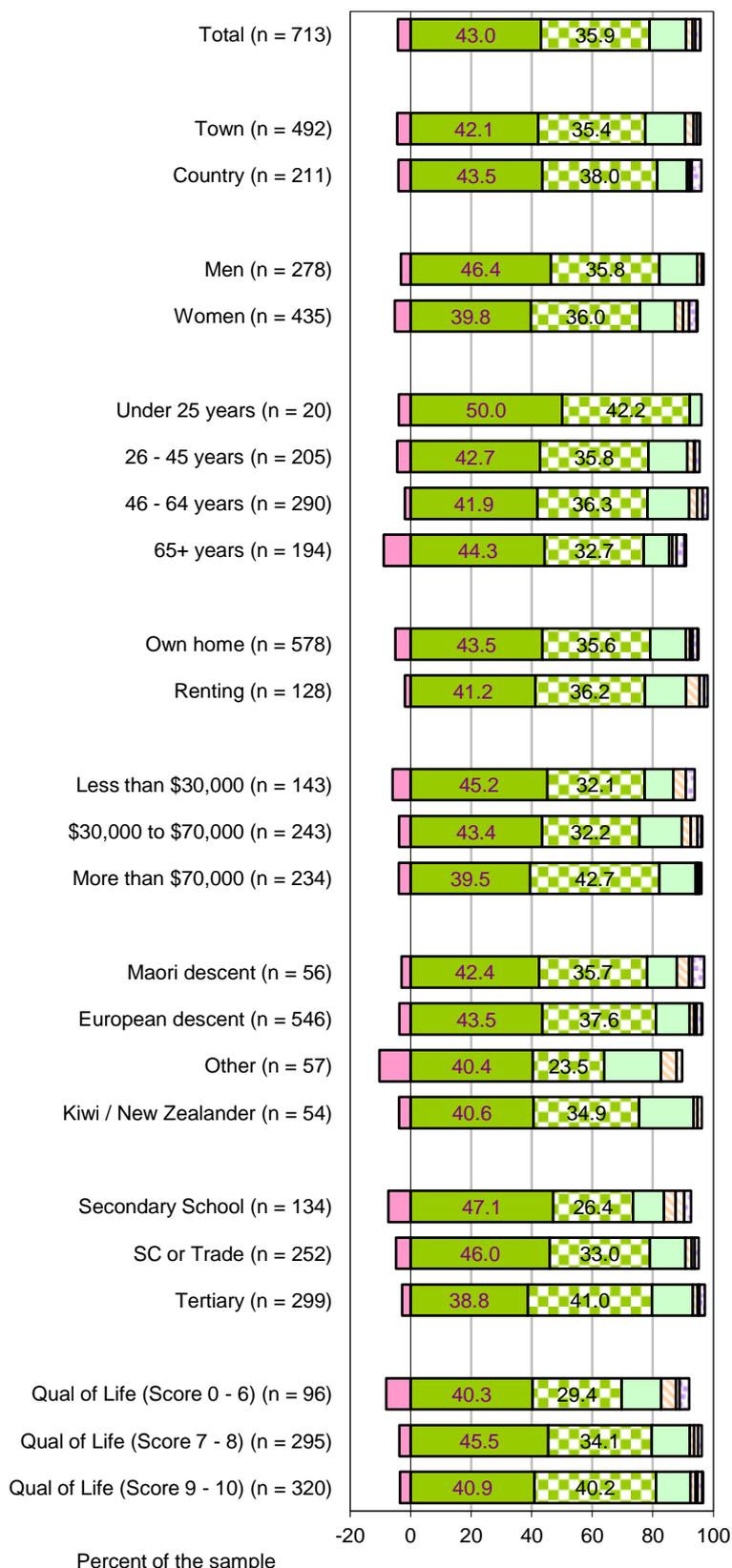


Participation in Sport and Active Leisure by demographics

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.

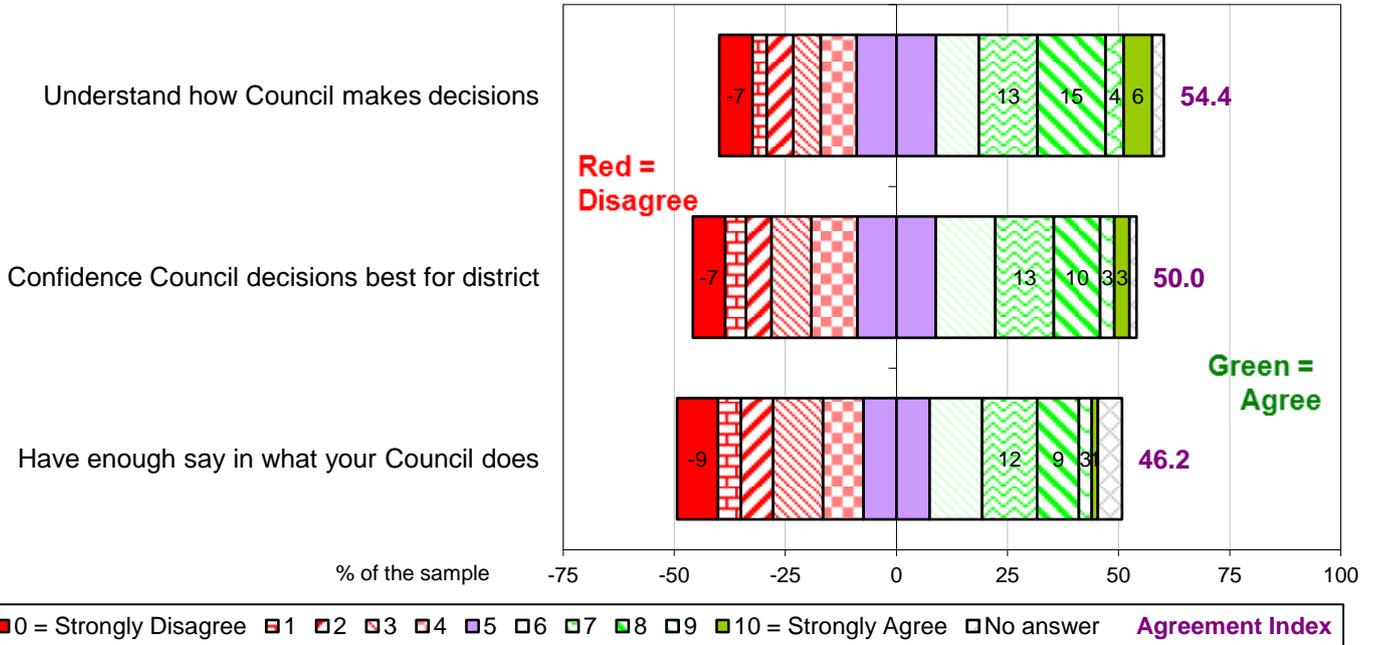
Those significantly more likely to never exercise for 30 minutes or more included:

- Those aged over 65 (9%) versus 2% - 4% for the other age brackets.
- Respondents of 'other' ethnic backgrounds (10%) versus 3% - 4% in the other ethnic streams.
- Those who rated their Quality of Life with a score of 0 to 6 (8%) versus 4% for those who rated their Quality of Life with a score of 7 to 10.

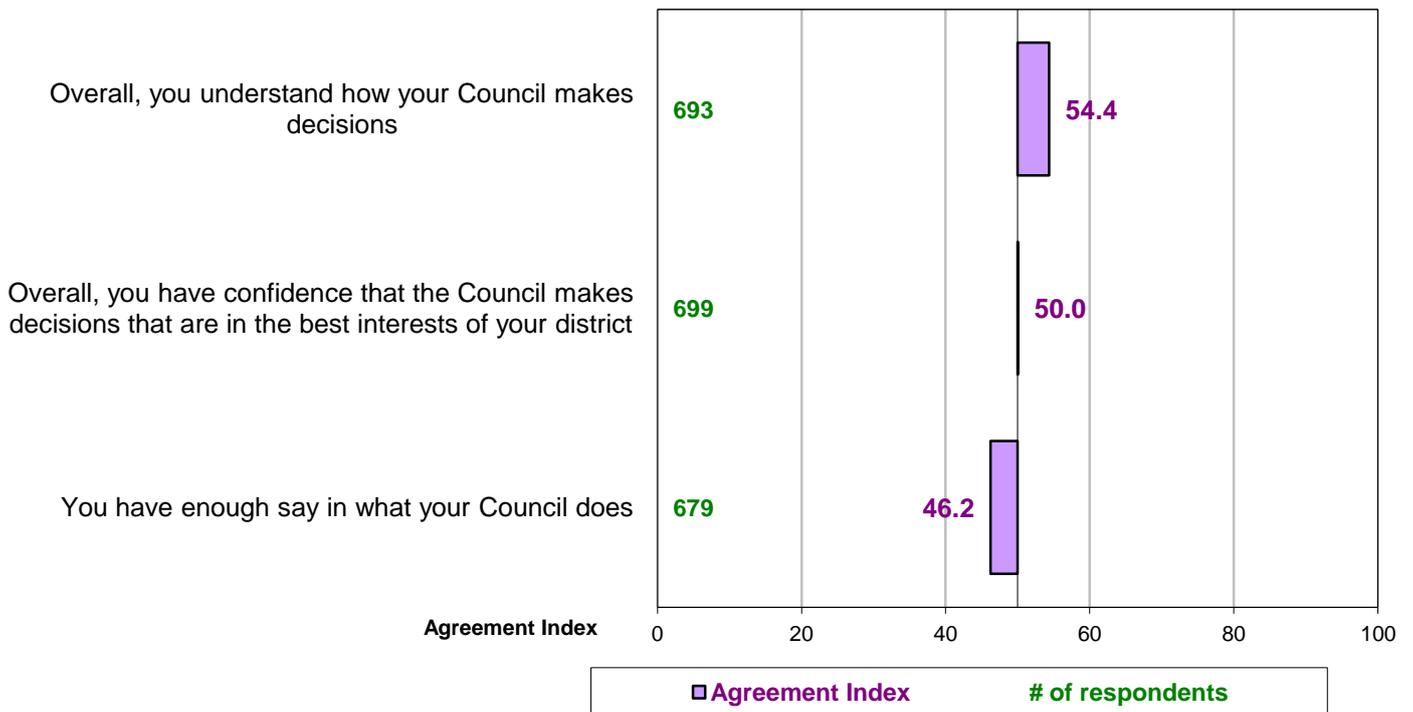


Council Decision Making Factors

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.' Almost half of the respondents (49%) 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 38% for the statement 'You have enough say in what your Council does'. Between 31% and 42% disagreed with each statement (scores 0 – 4).



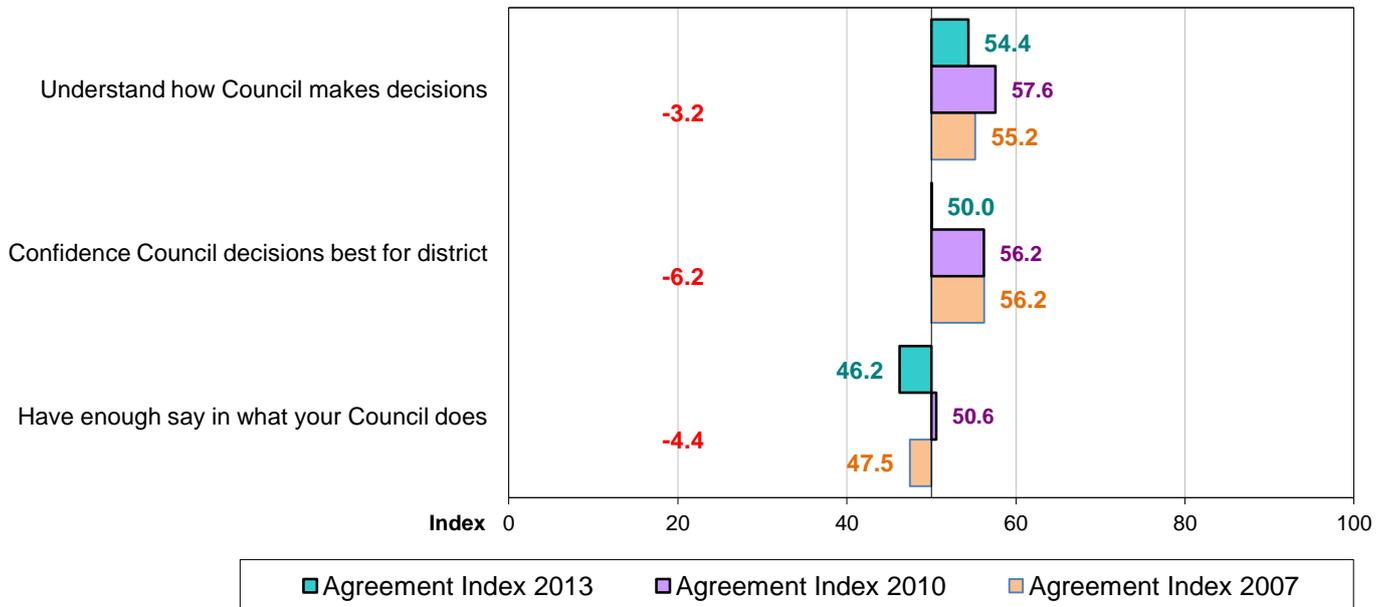
The Agreement Index ranged from 54.4 for the statement 'Overall, you understand how your Council makes decisions' down to an Agreement Index of 46.2 for the statement 'You have enough say in what your Council does'.



Council Decision Making Factors - Comparison to 2010 and 2007

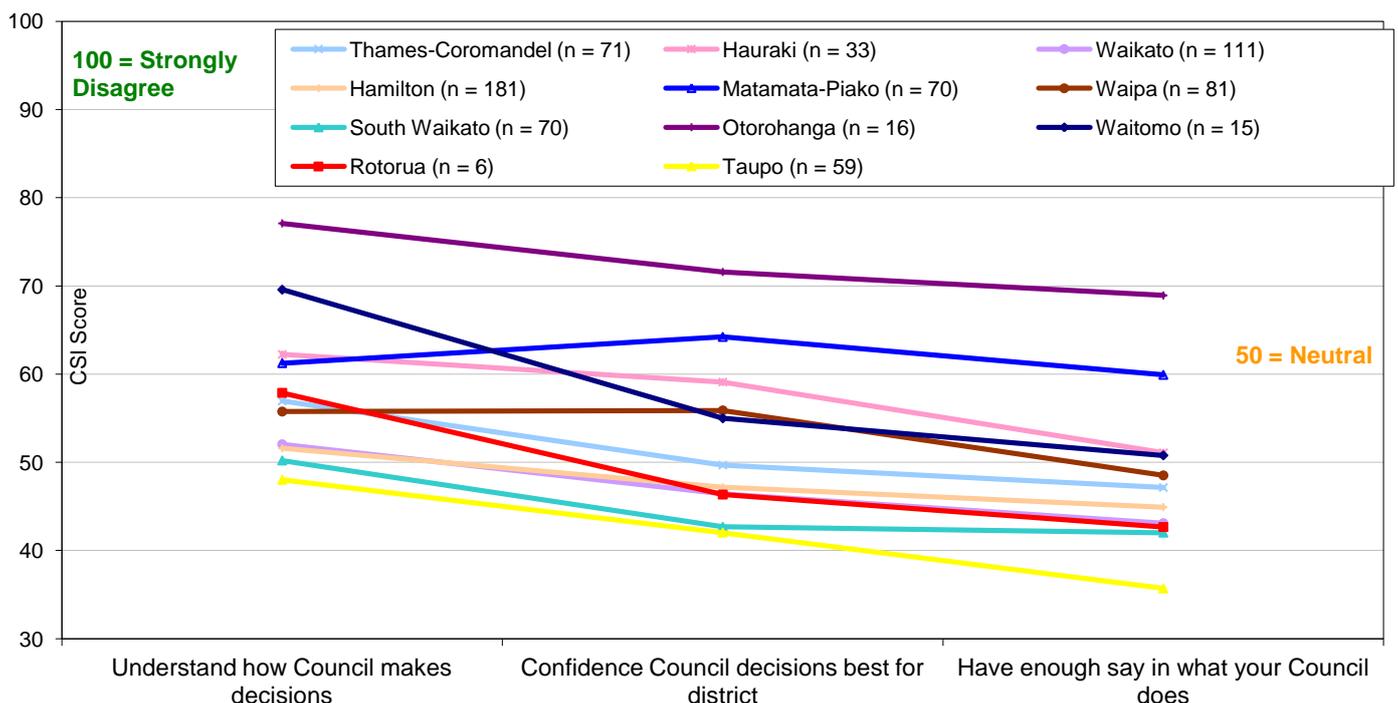
The following chart compares the 2013 results with 2010 and 2007 for the Council Decision Making factors. There were 3 decreases in the Indexes among the Council Decision Making factors. The factor 'Overall, you understand how your Council makes decisions' (Index 54.4) was down 3.2 points while the factor 'Overall, you have confidence that the Council makes decisions that are in the best interests of your district' (Index 50.0) was down 6.2 points. The factor 'You have enough say in what your Council does' (Index 46.2) was down 4.4 points.

**Index Difference
2013 - 2010**
Decreases Increases



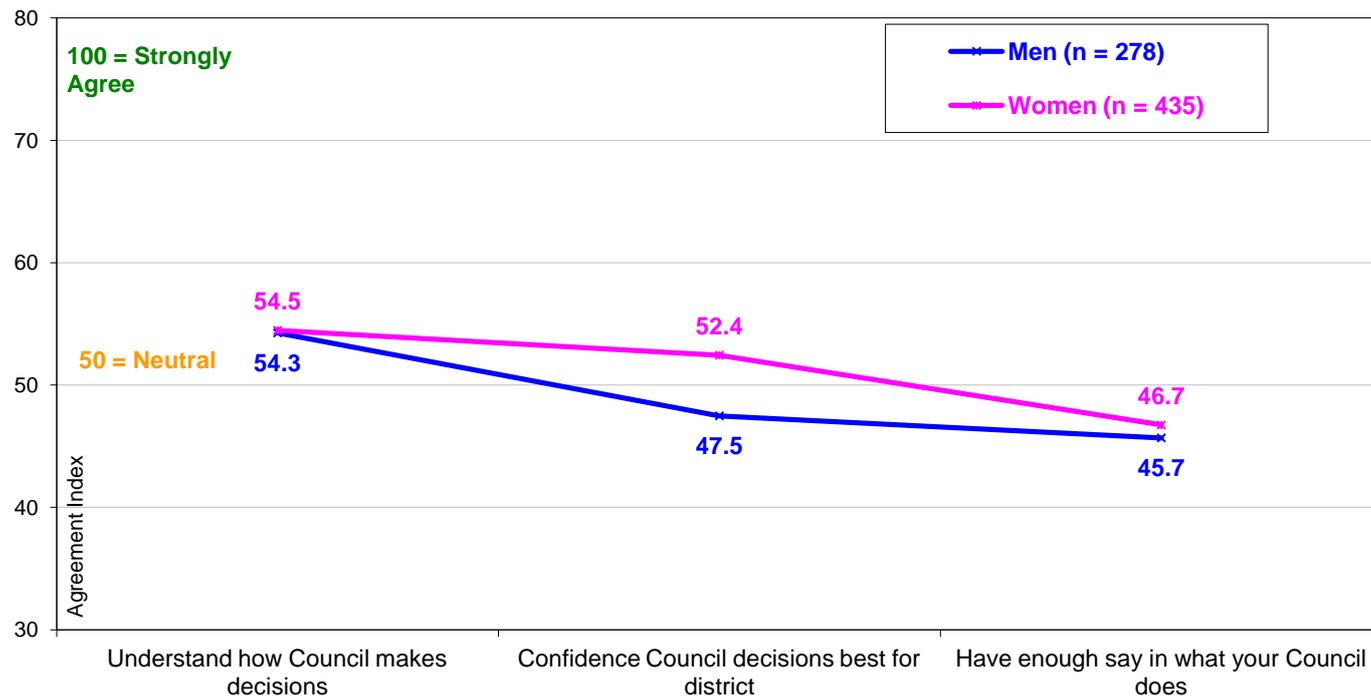
Council Decision Making Factors by Location

The Agreement Index for the Council Decision Making factors vary by location but the pattern is similar with most TA's. The factor 'You have enough say in what your Council does' is rated the lowest by all TLA's. Respondents from Otorohanga have the highest Agreement Indexes for all three statements while Taupo is the lowest.



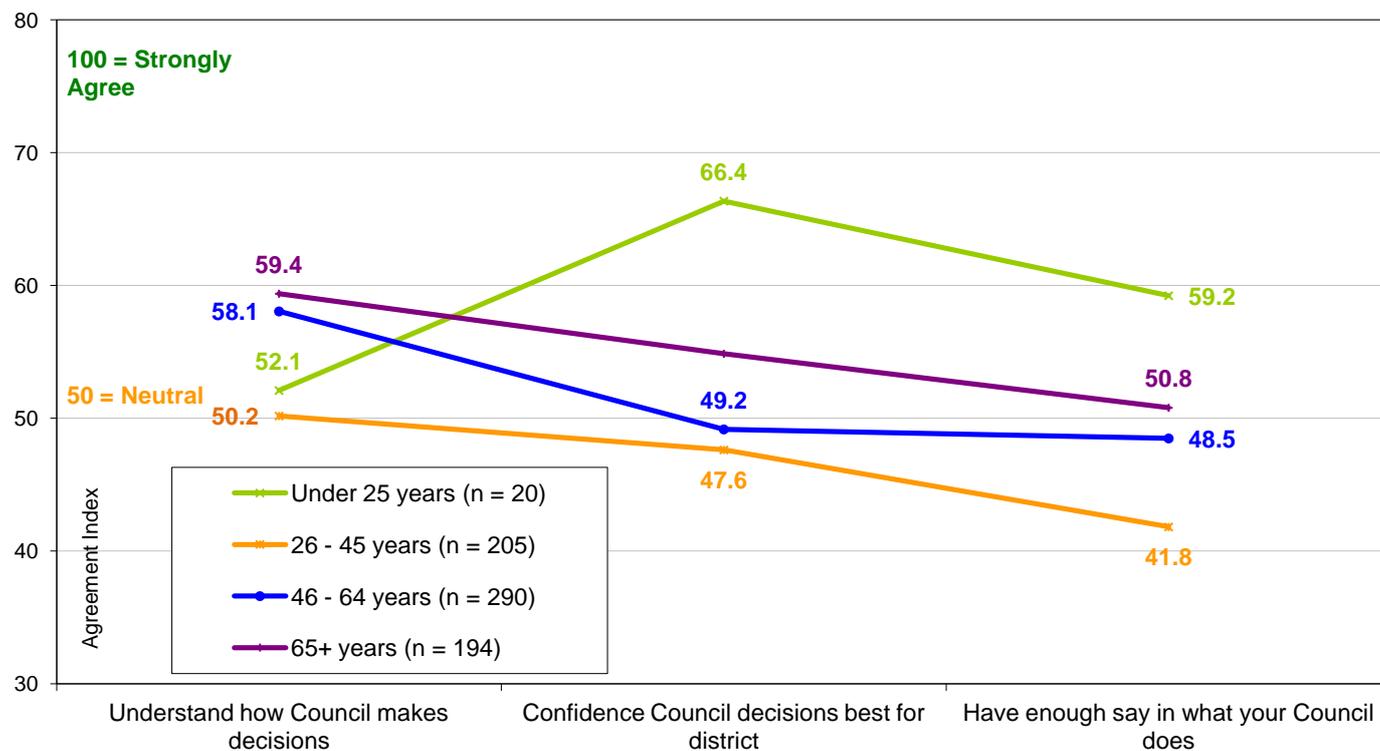
Council Decision Making Factors by Gender

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



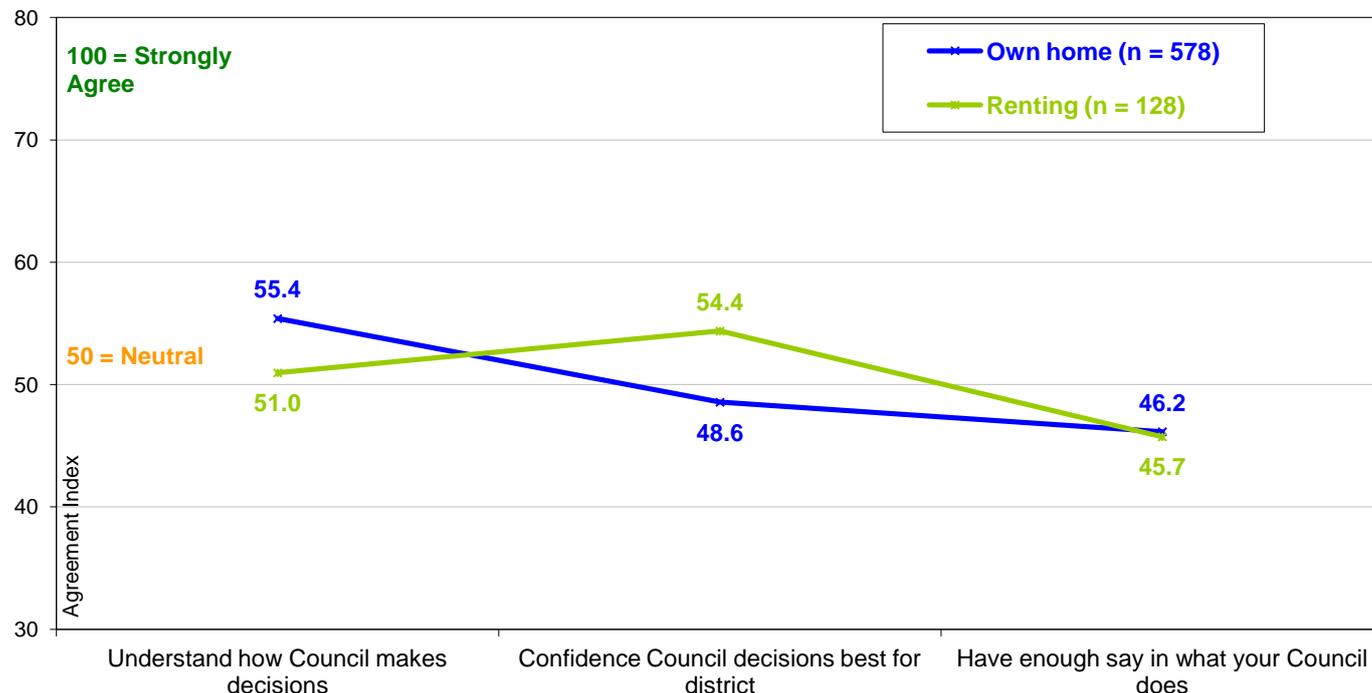
Council Decision Making Factors by Age Grouping

There is some variation in the Agreement Index for the Council Decision Making factors by age group. The greatest variation is in the statement 'Overall, you have confidence that the Council makes decisions that are in the best interests of your district'. The Agreement Index varies from 66.4 for the under 25 age bracket down to 47.6 for the 26 – 45 age bracket.



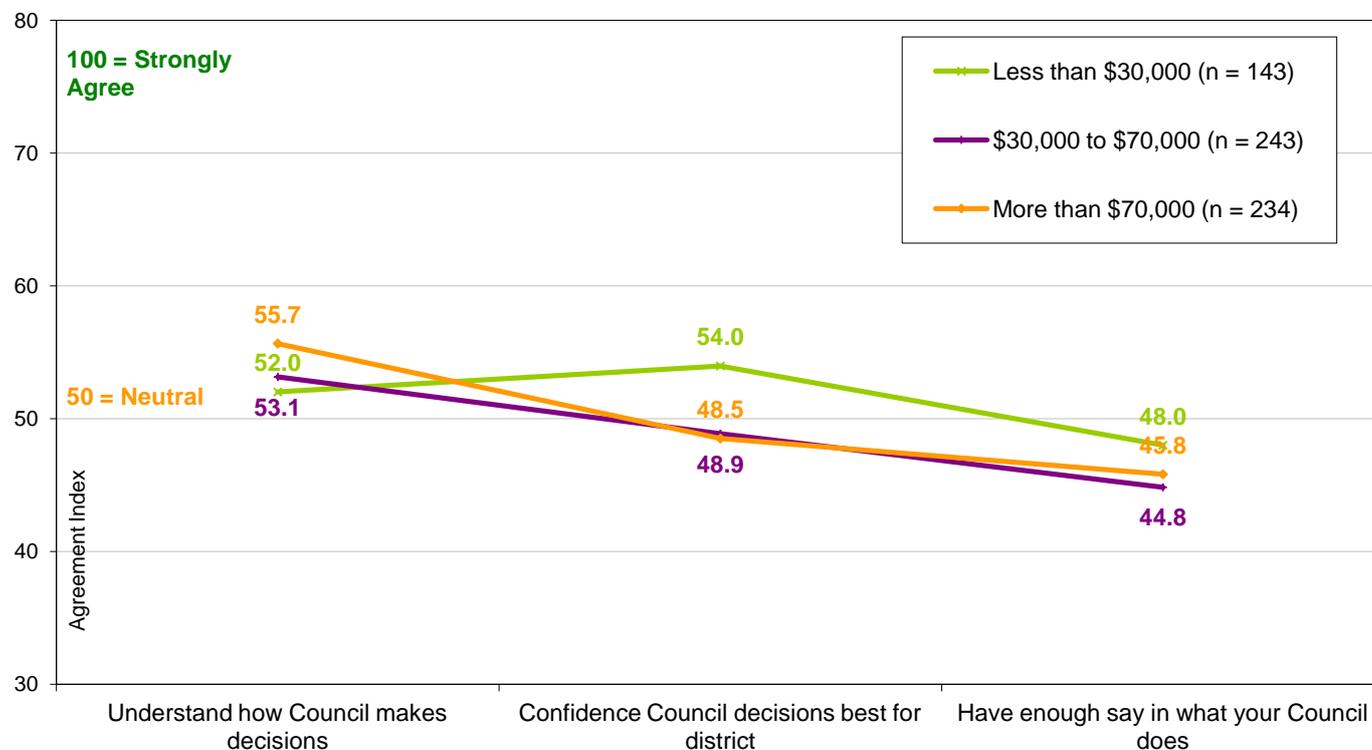
Council Decision Making Factors by Home Ownership

There is limited variation in the Agreement Index for the Council Decision Making factors based on home ownership. Those who rent are more likely to agree with the statement 'Overall, you have confidence that the Council makes decisions that are in the best interests of your district' (Index 54.4).



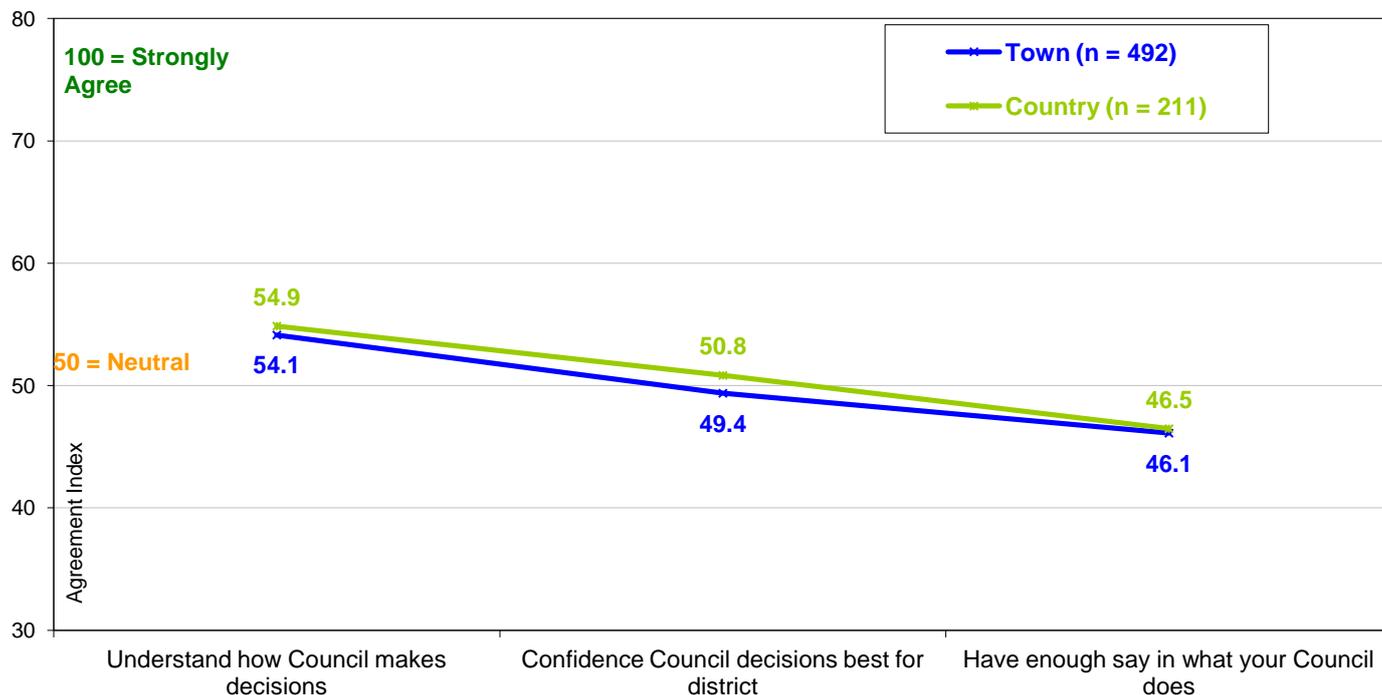
Council Decision Making Factors by Household Income

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



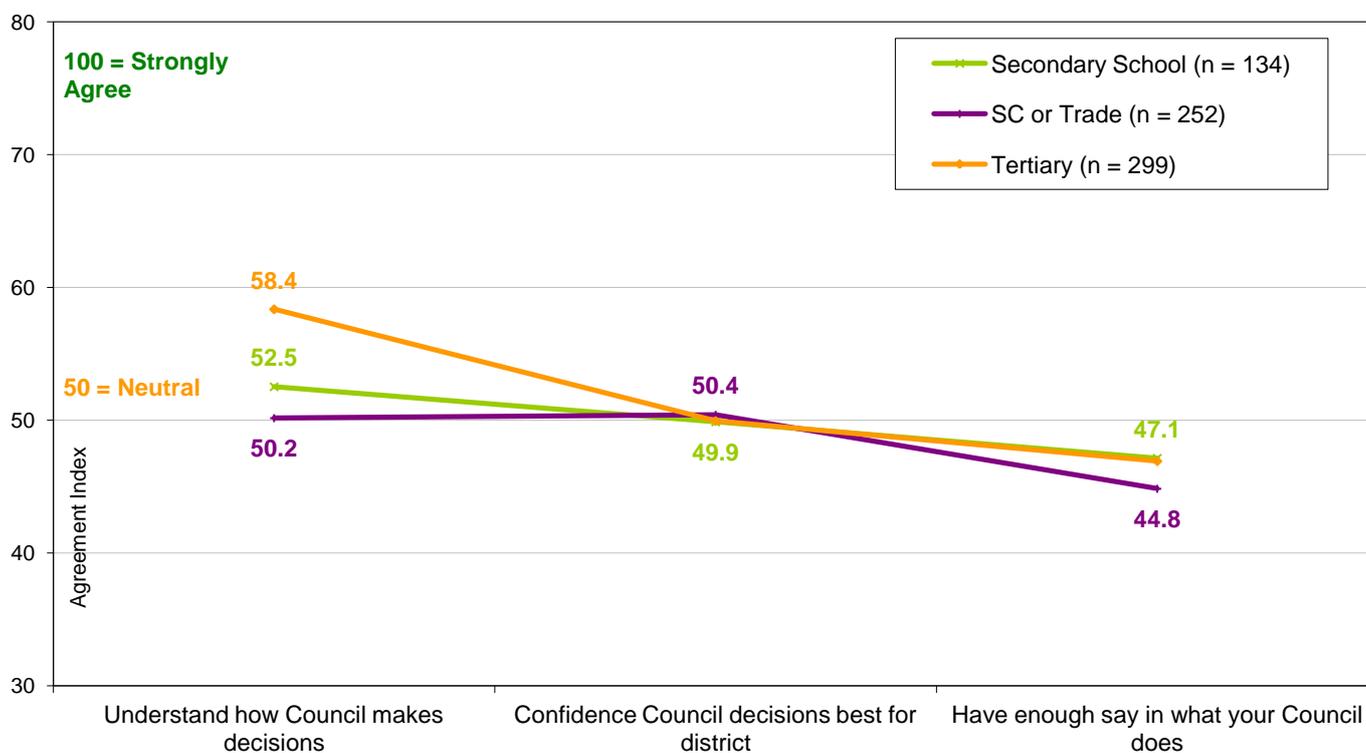
Council Decision Making Factors by Living in Town versus the Country

There is little 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.



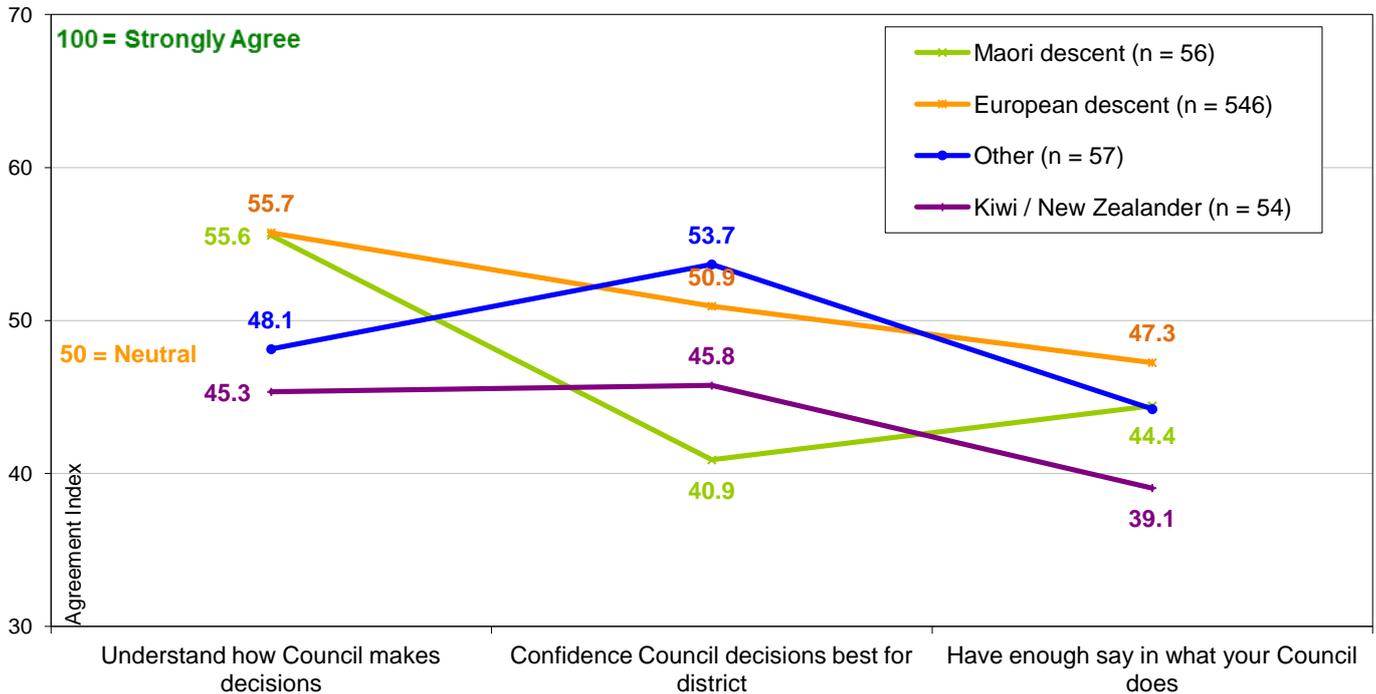
Council Decision Making Factors by Highest Educational Qualification

There is limited variation in the Agreement Index for the Council Decision Making factors based on highest education qualification. The greatest variation is for the statement 'Overall, you understand how your Council makes decisions'.



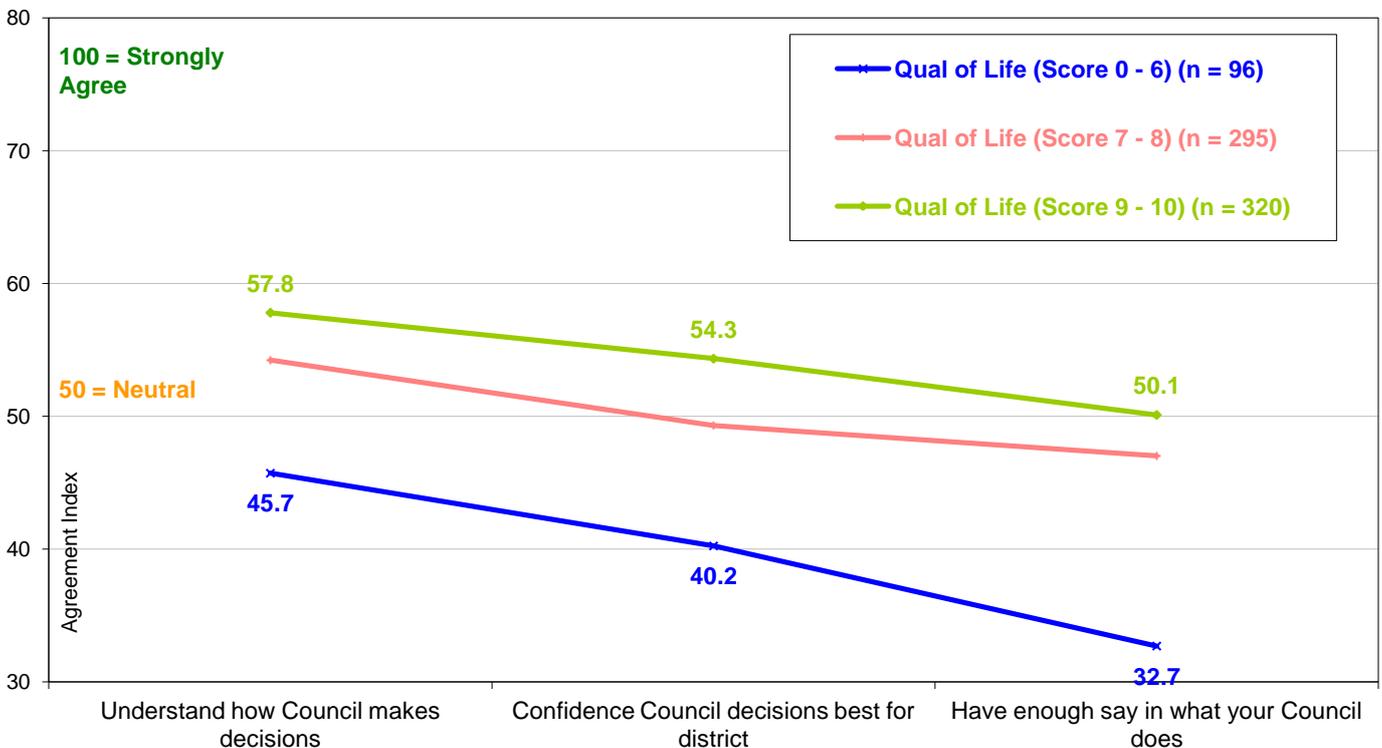
Council Decision Making Factors by Ethnicity

There is some variation in most of the Council Decision Making factors based on the respondents ethnic background. The largest difference is in the Agreement Index for statement 'Overall, you have confidence that the Council makes decisions that are in the best interests of your district' which varies by 12.8 points.



Council Decision Making Factors by Happiness with Quality of Life

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.



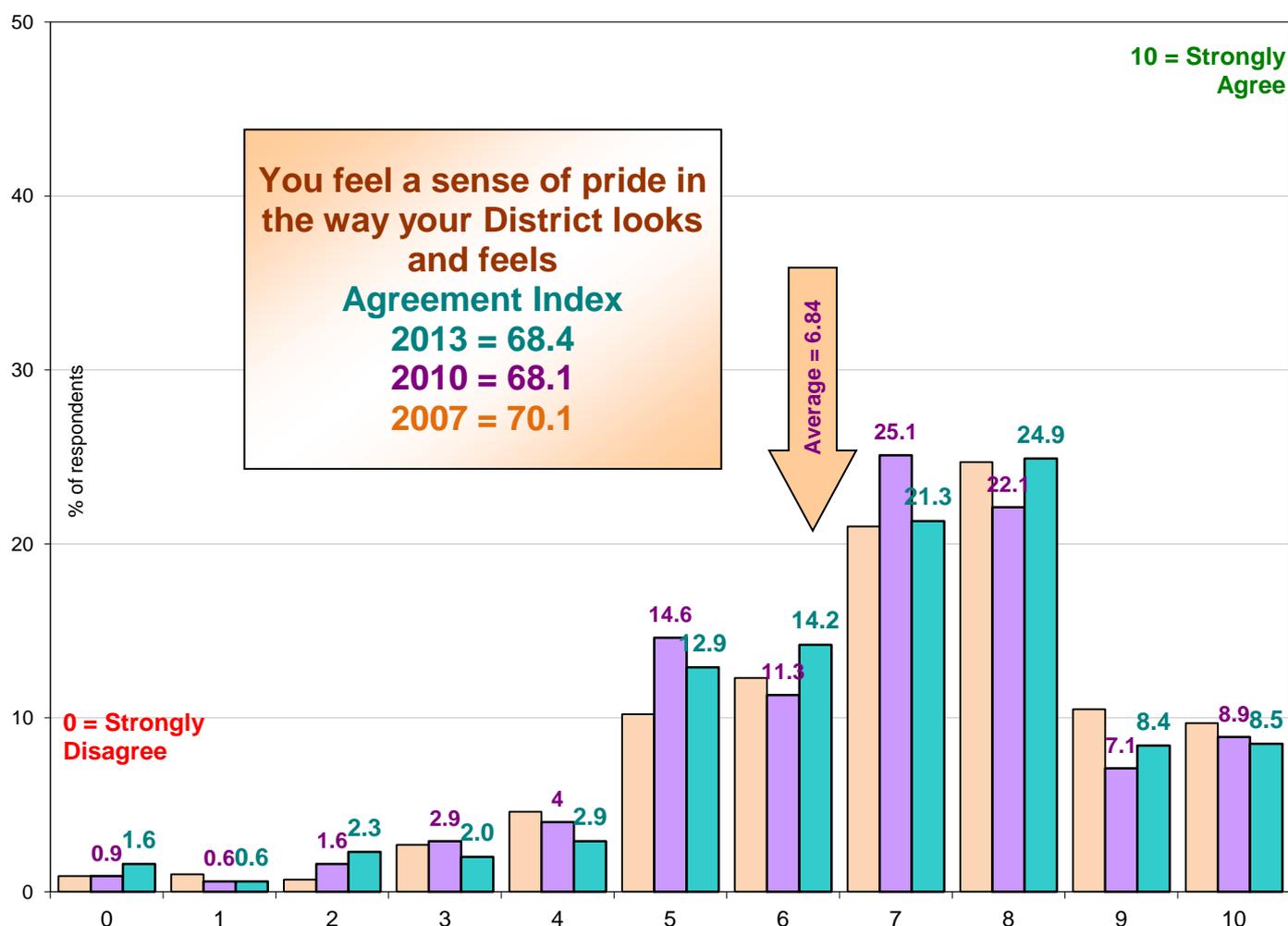
Sense of Pride

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 (77%) 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 8% rated this with a score of 9. The mode (most frequent value) is a score of 8 (25%).

An eighth of the sample (13%) neither agreed nor disagreed with the statement 'You feel a sense of pride in the way your district looks and feels' (Score 5). Less than a tenth of the respondents (6.5%) 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)¹⁰, (a weighted score across the Agreement scale) for 'You feel a sense of pride in the way your district looks and feels' was 68.4. This is 0.3 points higher than 2010 but lower than the 70.1 recorded in 2007. The result implies most respondents feel a sense of pride in their district.

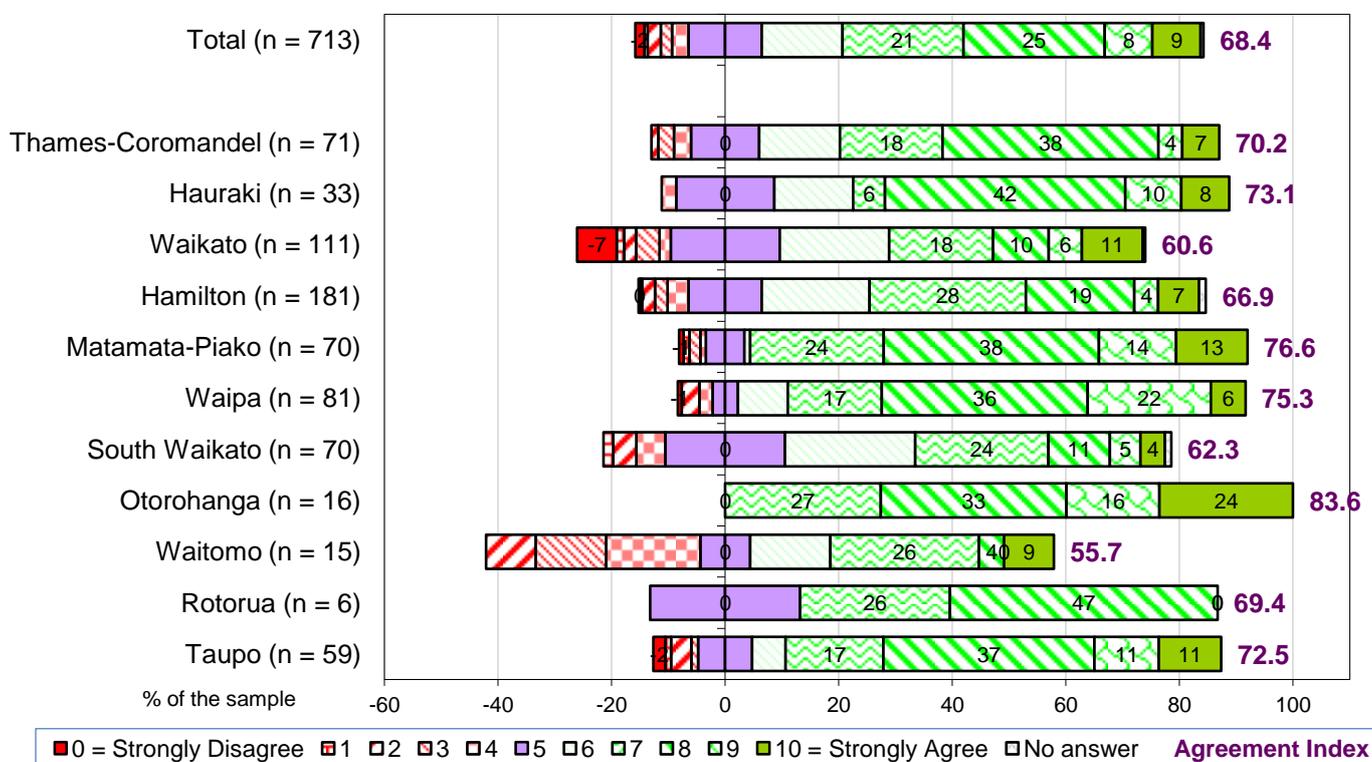


¹⁰ The Agreement Index (AI) converts each respondents answer across the satisfaction scale to a score out of 100. The AI is 10 times the average individual score based on the 11 point satisfaction scale (0 = strongly disagree to 10 = strongly agree)

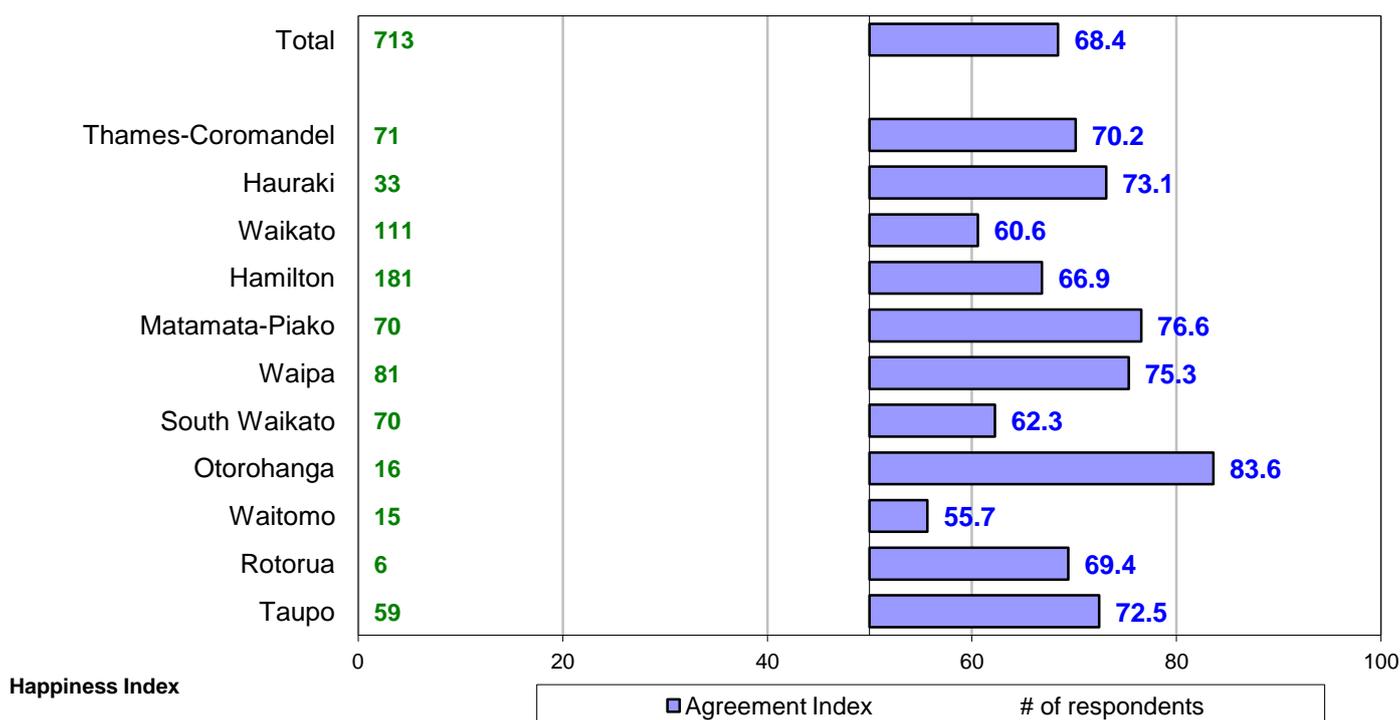
Sense of pride in the way your District looks and feels by district

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?'

There is some variation in the respondent's sense of pride in the way your District looks and feels based on where the respondent is from. The vast majority of each area agreed (Scores 6 – 10) they have a sense of pride but the few from the Otorohanga District appear most likely to agree. Conversely, it seems that a slightly higher proportion of those from the Waitomo District (38%) or the Waikato District (17%) disagreed with this statement (Scores 0 – 4).



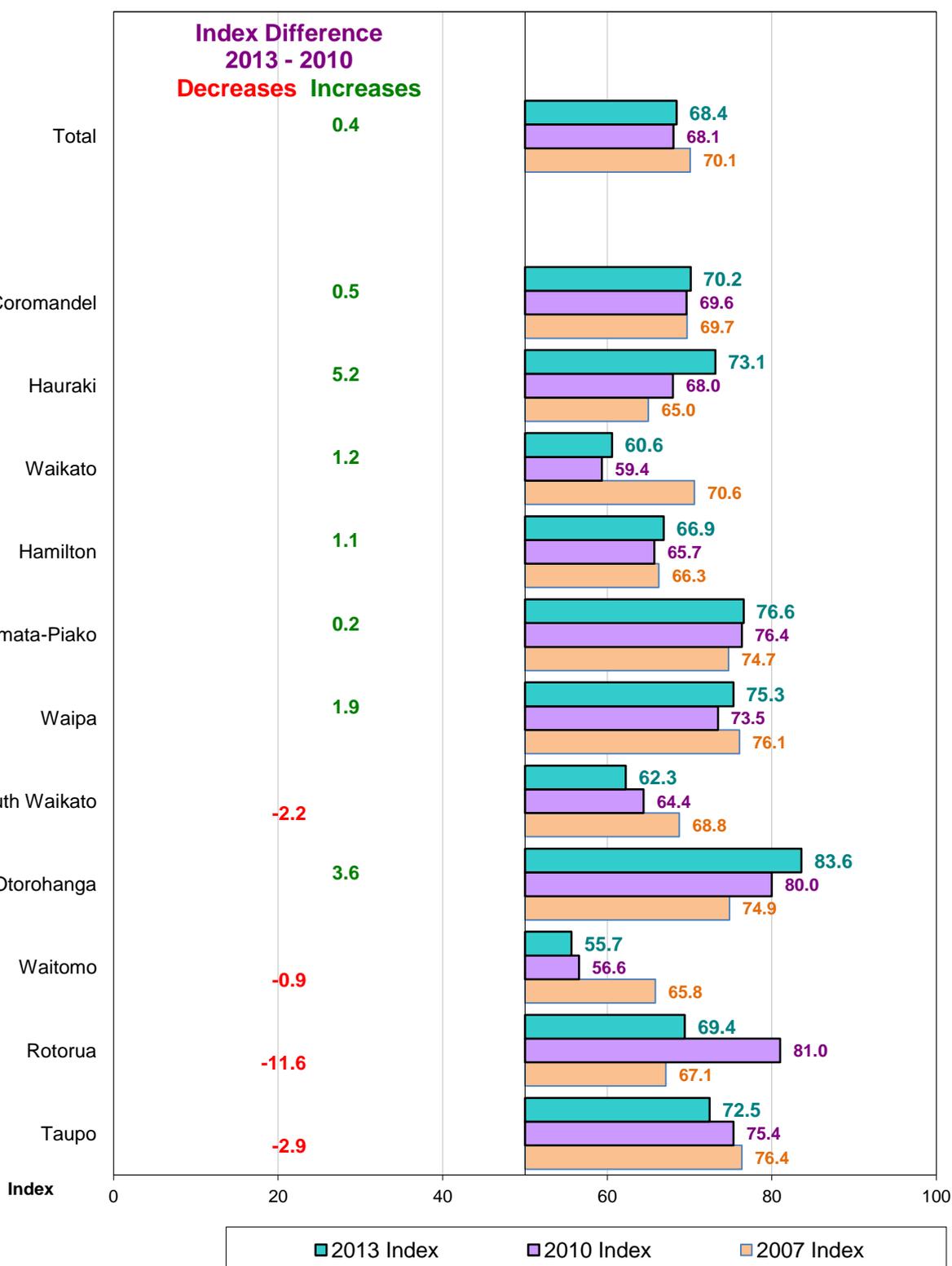
This is reflected in the Agreement Index with those from Otorohanga (Agreement Index 83.6) and those from Matamata-Piako (Agreement Index 76.6) agreeing they feel a sense of pride in the way their District looks and feels. Those from Waitomo (Agreement Index 55.7) were the least likely to agree with this statement.



Sense of pride in the way your District looks and feels - Comparison to 2010 and 2007

The following chart compares the 2013 results with 2010 and 2007 for the question '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?'

Comparing the 2013 results with 2010 shows across the region the Index was virtually unchanged (Index 68.4 in 2013 versus 68.1 in 2010 and 70.1 in 2007). There were 7 increases and 4 decreases in the Indexes among the individual districts. The largest increase was 5.2 points for Hauraki (Index 73.1) and 3.6 points for Otorohanga (Index 83.6). Ignoring the few respondents from Rotorua, the largest decreases were 2.9 points for Taupo (Index 72.5) and 2.2 points for South Waikato (Index 62.3).



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

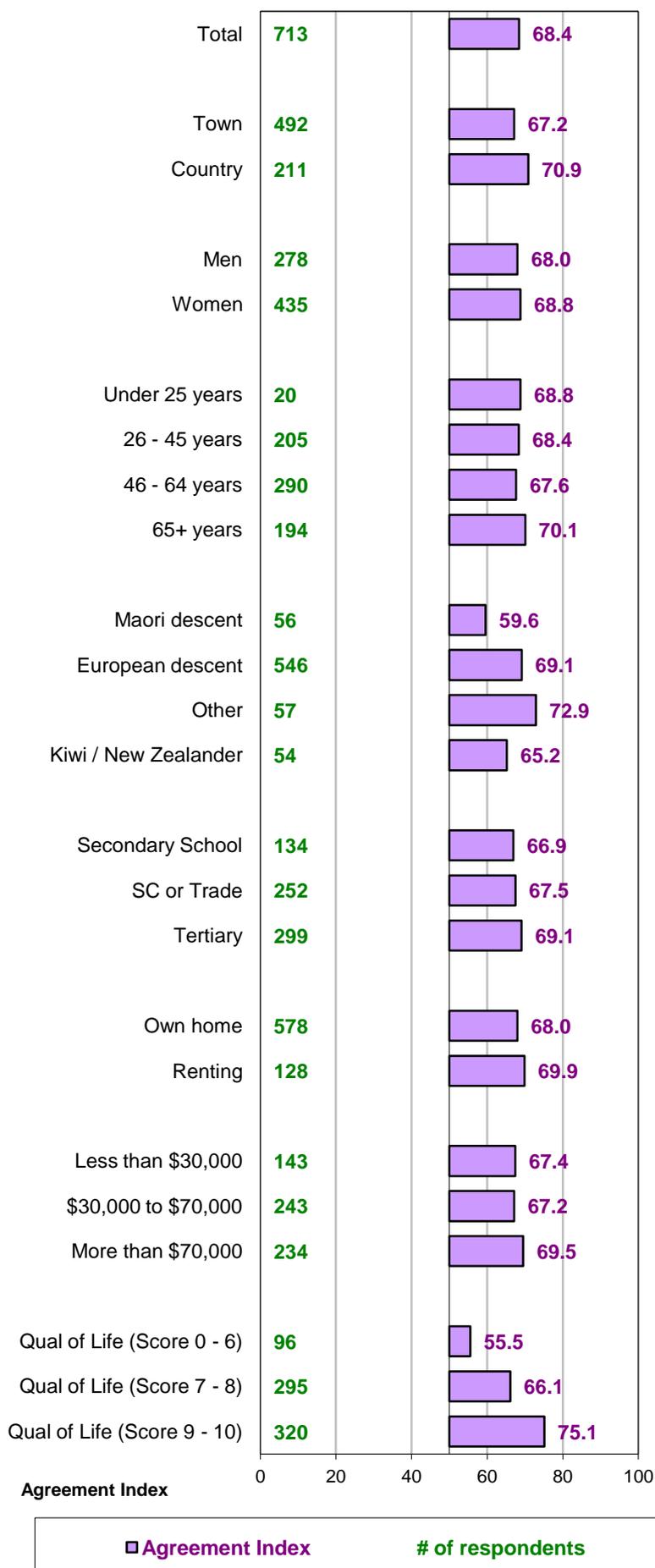
Generally most of the subgroups agree with the statement 'You feel a sense of pride in the way your district looks and feels'.

However, some subgroups tend to have higher levels of agreement than others.

The chart opposite compares these variables.

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

- Respondents of Maori descent (Agreement Index 59.6) are significantly less likely to agree with this statement than those of 'other' ethnic backgrounds (Agreement Index 72.9).
- Those with household income over \$70,000 (Agreement Index 69.5) are significantly more likely to agree with this statement than those with a household income under \$70,000 (Agreement Index 67.2 and 67.4).
- Those who rated their Quality of Life with a score of 9 or 10 (Agreement Index 75.1) 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 55.5).

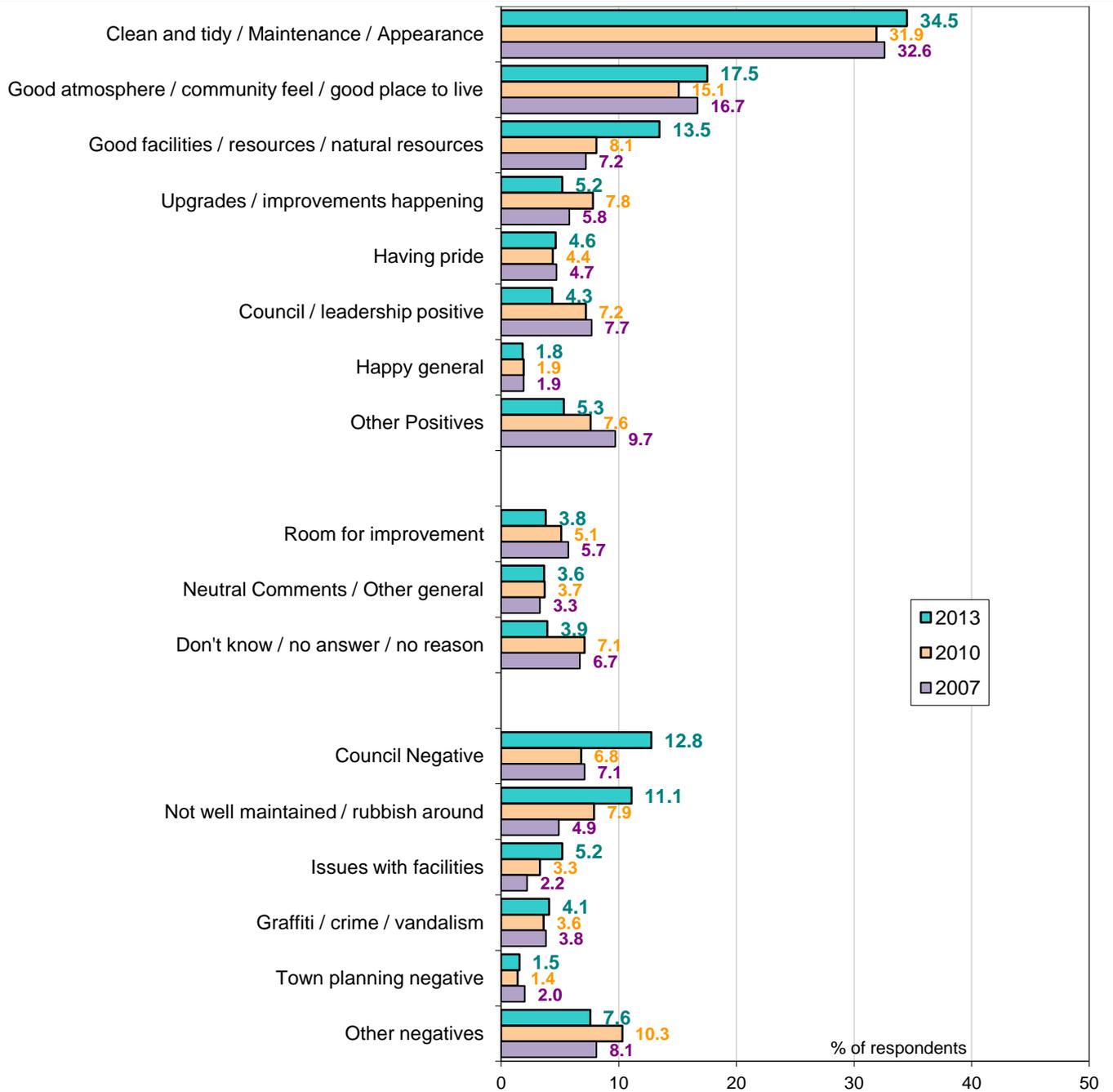


Sense of pride in the way district looks and feels: Verbatim Comments

Respondents were asked '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?' They were then asked 'What is the ONE main reason for saying this?' This 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 (34.5%), having a good atmosphere or being a good place to live (17.5%), the area having good natural resources or facilities (13.5%), the upgrades or improvements happening (5.2%) or having a general pride in their district (4.6%). The main negative comments had to do with concerns about the Council (12.8%), concerns about the place not being well maintained (11.1%), issues with the facilities (5.2%), or concerns about graffiti, crime and vandalism (4.1%). Others offered neutral comments (4%) did not know (4%) or thought there was room for improvement (4%).

The results are very similar to 2010 and 2007. ([Refer to the Waikato Community Outcomes Core Verbatim Comments Report 2013 for a copy of all verbatim comments.](#))



Sense of pride in the way district looks and feels by demographics

The following analysis focuses on the most commonly mentioned themes only. The main theme in relation to why the respondent rated their sense of pride in the way district looks and feels covered their district being clean and tidy or the appearance of the district (35%). Those significantly more **likely** to mention 'their district being clean and tidy or the appearance of the district' included those:

- From the Taupo District (58%) or the Matamata-Piako District (55% of the subgroup)
- Aged over 65 years (41%)
- Respondents of European descent (35% of the subgroup)

The second theme covered having a good atmosphere or being a good place to live (18%). Those significantly more **likely** to mention 'having a good atmosphere or being a good place to live' included those:

- From Matamata-Piako, (28%) or Waipa (31%)
- Respondents of 'other' ethnic backgrounds (26% of the subgroup)
- Aged 26 – 45 years (21% of the subgroup) or in the under 25 age group, (23% of the subgroup)

The third theme covered the area having good natural resources or facilities (14%). Those significantly more **likely** to mention 'the area having good natural resources or facilities' included those:

- From Taupo, (19%) or Hamilton (18%)
- With a tertiary qualification (16%)
- With a household income over \$70,000 p.a. (11%)
- Men (10%)

The fourth most commonly mentioned theme related to negative comments about the Council (13%). Those significantly more **likely** to mention 'negative comments about the Council' included those:

- Respondents of Maori descent (25% of the subgroup) or who describe their ethnicity as New Zealander or Kiwi (21% of the subgroup)
- With school certificate or a trade qualification (19%)
- Who live in the town or city (15% of the subgroup)

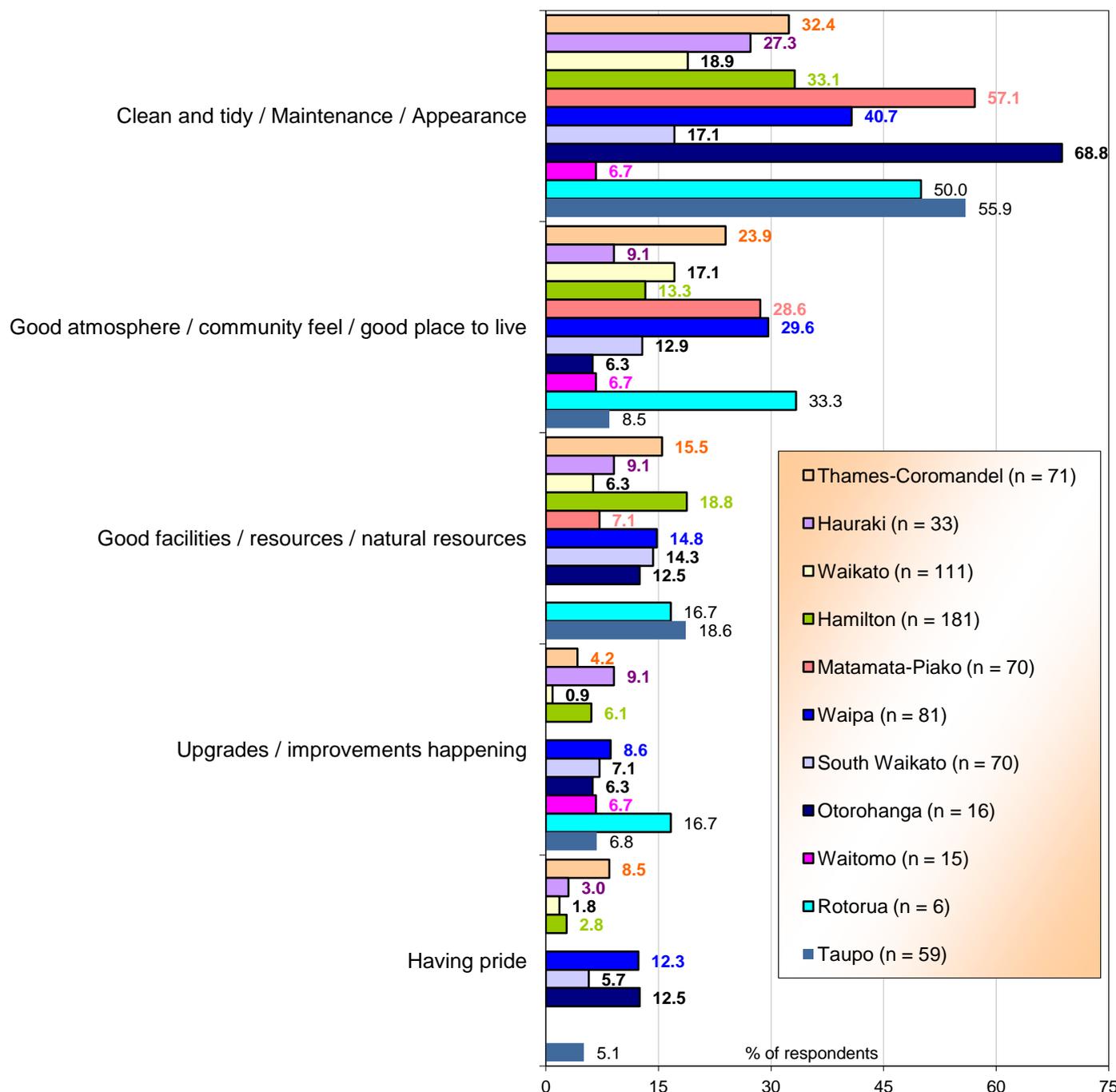
The fifth most commonly mentioned theme related to their area not being well maintained or having rubbish around (11%). Those significantly more **likely** to mention 'their area not being well maintained' included those:

- Respondents of Maori descent (18% of the subgroup)
- With a household income under \$30,000 (20% of the subgroup)
- Women (15% of the subgroup)
- From the South Waikato District (22% of the subgroup) or the Waikato District (21% of the subgroup)

Sense of pride in the way district looks and feels by district

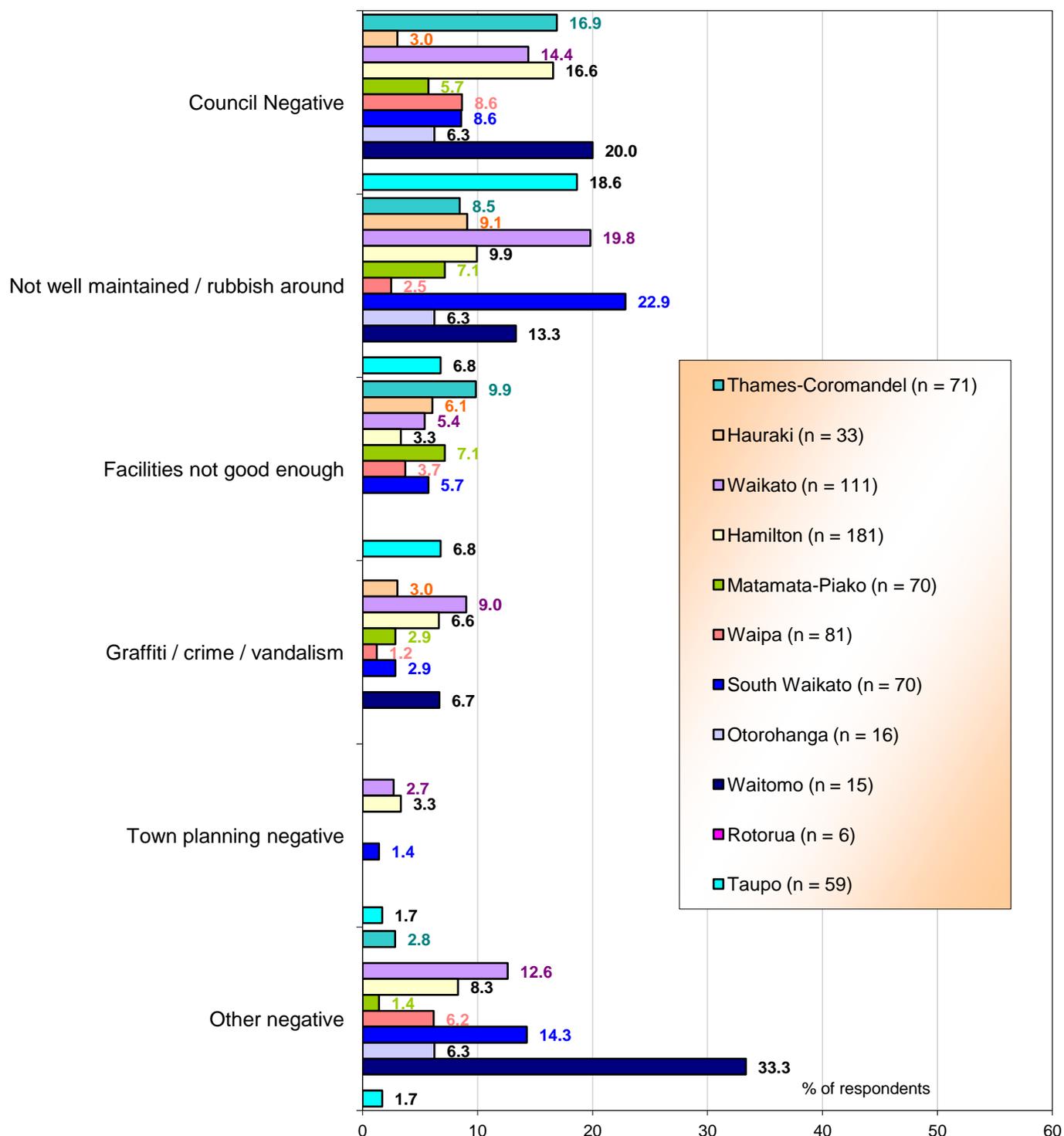
Respondents were asked 'Using the same scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with the statement 'You feel a sense of pride in the way your district looks and feels?' They were then asked 'What is the ONE main reason for saying this?' This was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

Focusing on the five main reasons for rating their sense of pride the way they did highlights some interesting differences by district but this may be impacted by the small sample sizes and demographic differences. The main positive reason for having a sense of pride related to feeling the district was clean and tidy or well maintained or because of its appearance but this ranged from 7% for Waitomo to 69% mention by the few respondents from Otorohanga. The second main reason covered the district having a good atmosphere or the community feel or being a good place to live and this ranged from 6% for Otorohanga to 33% mention by the few from the Rotorua District within the Waikato Region. Good facilities, resources or natural resources were mentioned more often for those from Hamilton (19%) and Taupo (19%) while improvements or upgrades happening was mentioned more often for those from Rotorua (17%). Having pride was mentioned more often for those from Otorohanga (12.5%) and Waipa (12.3%).



Sense of pride in the way district looks and feels (Negative reasons) by district

Focusing on the negative reasons for rating their sense of pride the way they did shows less difference by district and this may be impacted by the small sample sizes and demographic differences. The main negative reason for having less sense of pride covered negative comments about Council leadership but this ranged from 0% for the few from the Rotorua District within the Waikato Region to 20% mention by respondents from Waitomo. The second main negative reason related to feeling the district was not well maintained or because of concerns with rubbish and this was mentioned more often for those from South Waikato (23%). Feeling the facilities were not good enough was the third negative theme and this ranged from 0% to 10% mention by respondents from Thames-Coromandel. Issues in relation to graffiti, crime or vandalism ranged from 0% to 9% while concerns in regard to town planning ranged from 0% to 3%. There was a range of other negative themes and these ranged from 0% to 33% for the few respondents from the Rotorua District.



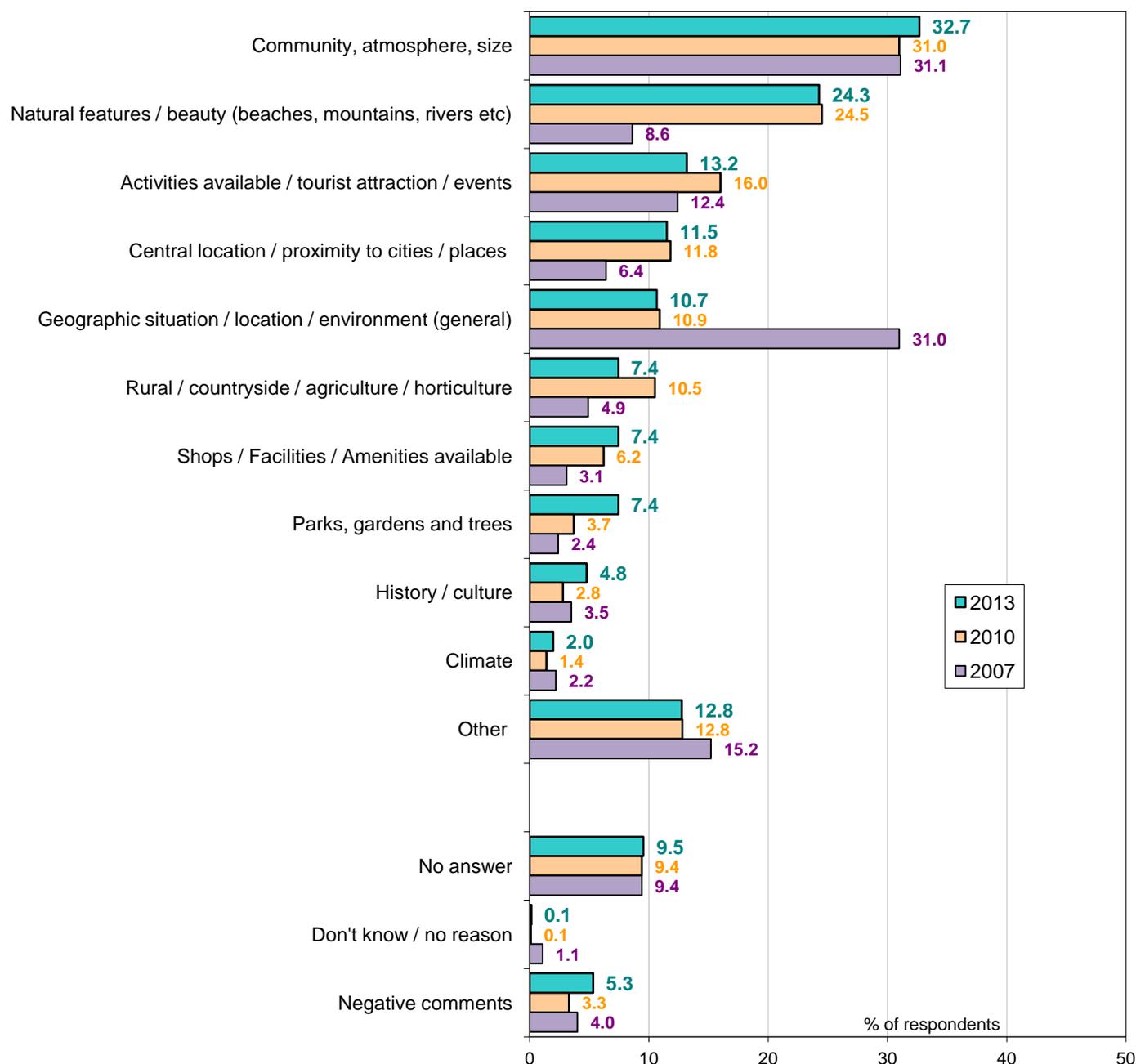
What makes your district unique or special

Respondents were asked 'What do you think makes your district unique or special?' This 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 (33%). Others commented on the natural resources like beaches, rivers or mountains or natural beauty (24%). A smaller number thought the activities, events or tourist attractions made their district unique (13%) 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%). **Note in 2007 the natural resources were coded as part of geographic situation**

Less than a tenth of the sample (7%) mentioned agriculture or horticulture or the rural feel of the area making their district unique while for others it was shops, facilities and amenities (7%) or parks and gardens (7%) or the history or cultural heritage (5%). There was a range of other suggestions.

A number of respondents did not answer this question (10%) 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 (5%). The results are very similar to 2010 and 2007. **(Refer to the Waikato Community Outcomes Core Verbatim Comments Report 2013 for a copy of all verbatim comments.)**



What makes your district unique or special by demographics

The following analysis focuses on the most commonly mentioned themes only. The main theme in relation to what makes your district unique or special covered the atmosphere or sense of community in the district (33%). Those significantly more **likely** to mention 'the atmosphere or sense of community in the district' included those:

- Women (37% of the subgroup)
- In the over 65 age group, (42% of the subgroup)
- With a household income under \$30,000 (34% of the subgroup)
- From the Matamata-Piako District (43% of the subgroup) or the South Waikato District (49%)

The second theme covered the natural resources like beaches, rivers or mountains or the natural beauty (24%). Those significantly more **likely** to mention 'the natural resources like beaches, rivers or mountains or natural beauty' included those:

- Aged 46 – 64 years (28% of the subgroup)
- Respondents of Maori descent (29% of the subgroup)
- From Taupo (65%) or Thames-Coromandel, (54%)
- With a tertiary qualification (28%)

The third theme covered the activities, events or tourist attractions that made their district unique (13%). Those significantly more **likely** to mention 'the activities, events or tourist attractions' included those:

- From Taupo, (37%) or Hauraki, (50%)

The fourth most commonly mentioned theme related to the proximity to cities or their central location (12%). Those significantly more **likely** to mention 'the proximity to cities or their central location' included those:

- Who describe their ethnicity as New Zealander or Kiwi (21% of the subgroup)
- With a household income over \$70,000 (13% of the subgroup)
- From the South Waikato District (27% of the subgroup)

The fifth most commonly mentioned theme related to the geographic location or situation of the district that made it unique (11%). Those significantly more **likely** to mention 'the geographic location or situation of the district' included those:

- Aged 46 – 64 years (15% of the subgroup)
- From Taupo (21%) or Thames-Coromandel, (19%)
- Who live in their own home (12%)
- With greater than school certificate or a trade qualification (12%)

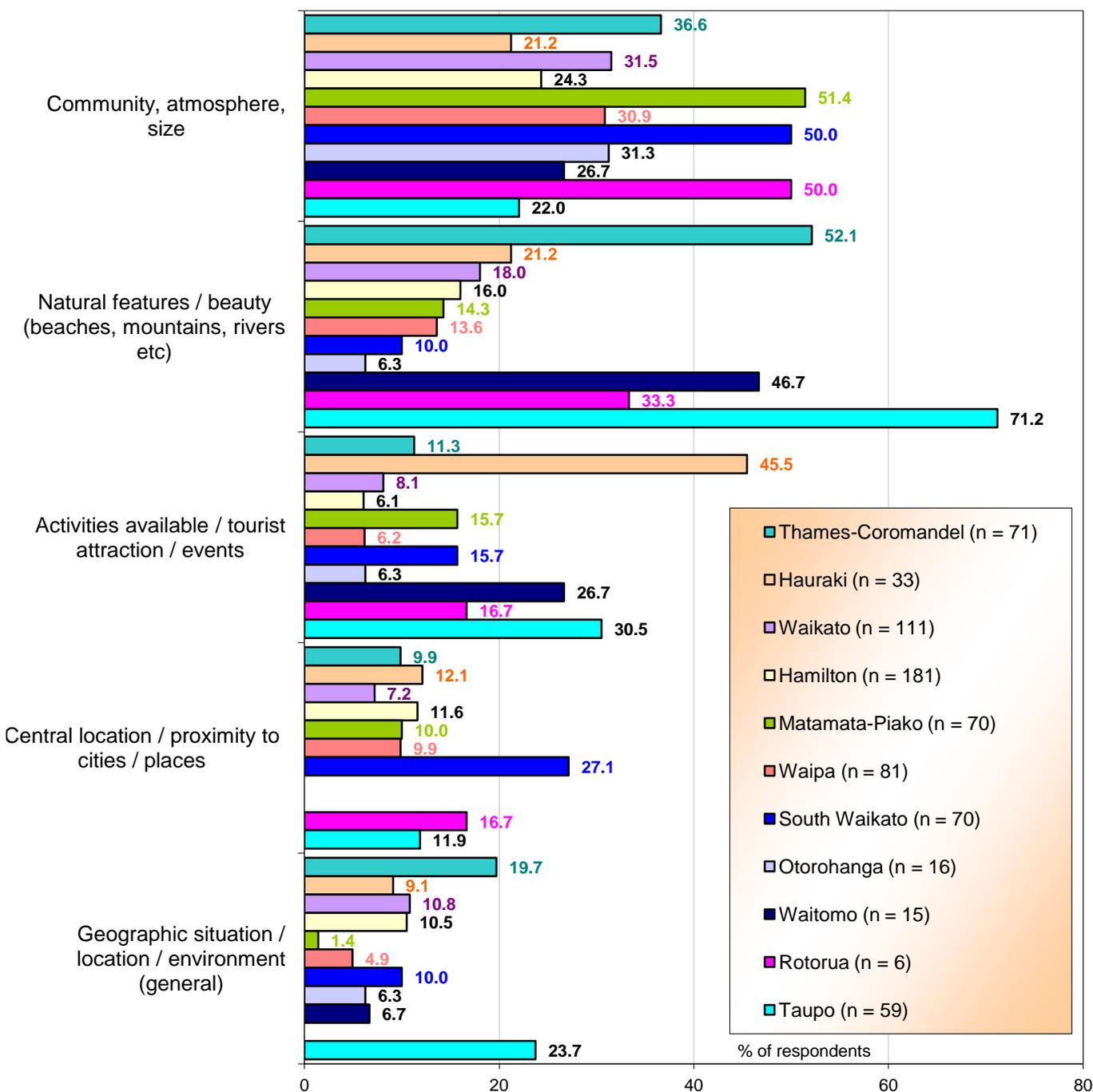
The sixth most commonly mentioned theme related to agriculture or horticulture or the rural feel of the area (7%). Those significantly more **likely** to mention 'agriculture or horticulture or the rural feel of the area' included those:

- From the Matamata-Piako District (18% of the subgroup)
- Who live in the country (12%)

What makes your district unique or special by district

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

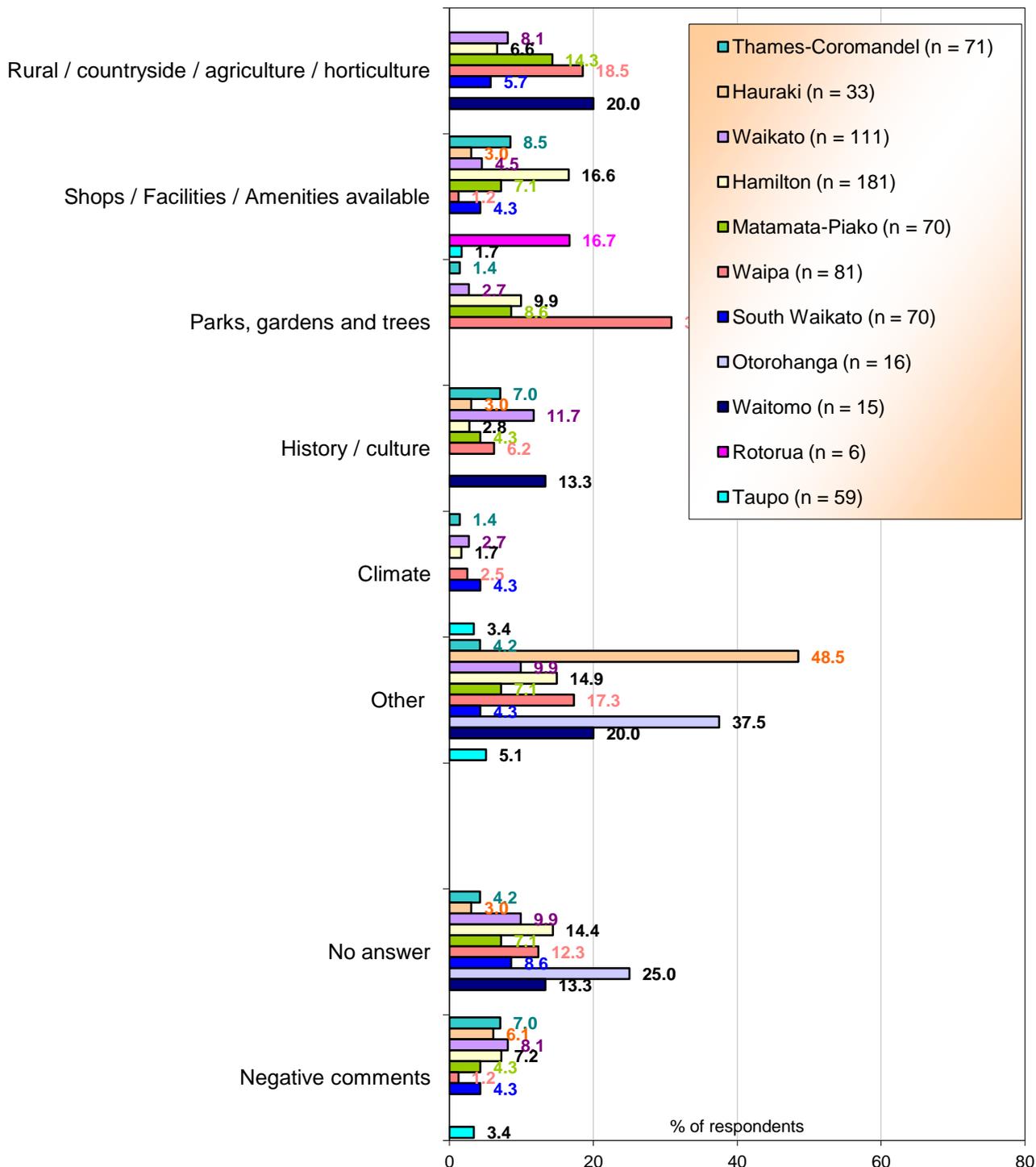
Focusing on the main reasons for what respondents think makes their district unique or special highlights some interesting differences by district. This may be impacted by the small sample sizes and demographic differences but the analysis infers that different districts have different advantages. The main theme related to the size, atmosphere or sense of community in the district but this ranged from 21% for Hauraki to 51% mention by respondents from Matamata-Piako. The second main theme covered the natural features, or natural beauty of the district (beaches, mountains, rivers etc.) but this ranged from 6% for Otorohanga to 71% mention by respondents from Taupo. The activities available, tourist attractions or events of the district were mentioned more often for those from Taupo (31%). The central location or proximity to cities or other places were mentioned more often for those from South Waikato (27%). The geographic situation, general location or general environment was mentioned by between 0% and 24% of the respondents from each district.



What makes your district unique or special – other reasons by district

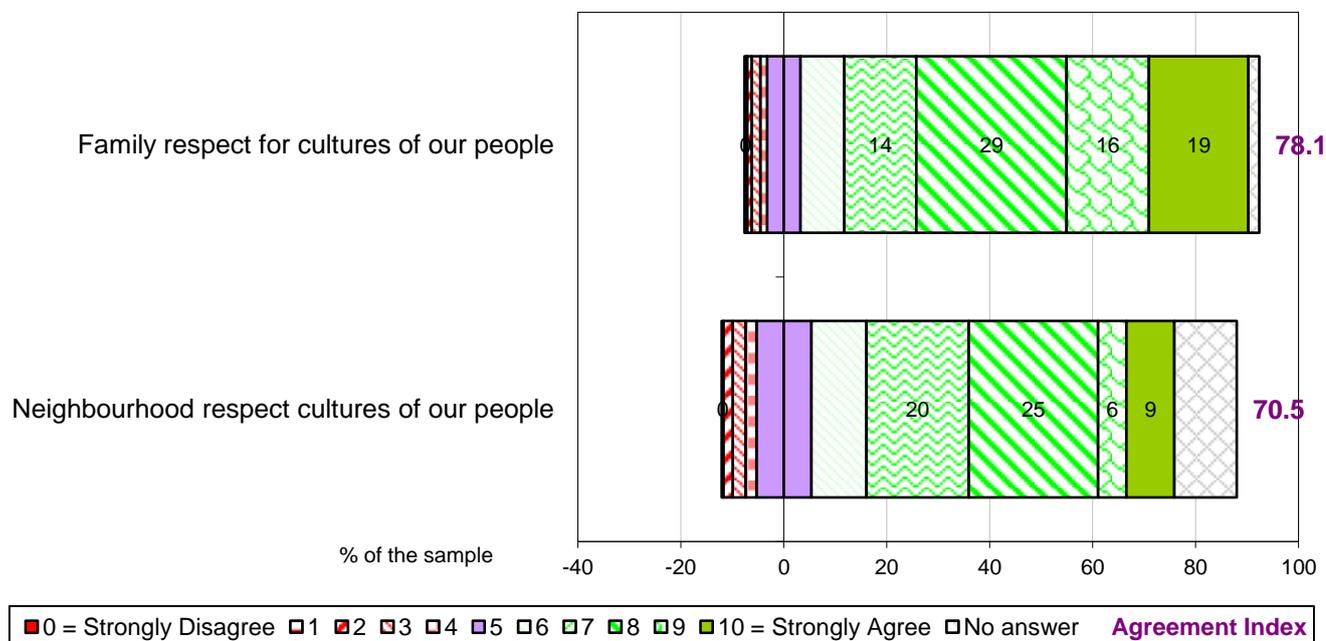
Focusing on the other reasons for what respondents think makes their district unique or special shows there is some difference by district and this may be impacted by the small sample sizes and demographic differences. The rural nature, agriculture, horticulture or countryside was mentioned most often by respondents from Waipa (19%) or Waitomo (20%). Shops, facilities or amenities available was most commonly mentioned by those from Hamilton (17%) while the parks, gardens and trees were most often mentioned by those from Waipa (31%). History was mentioned most often by those from Waitomo (13%) while only small numbers mentioned the climate (0% to 4%). There was a range of other suggestions as to what made their district unique, this ranged from 0% to 49%.

A few respondents made negative suggestions as to what made their district unique and this varied from 8% for Waikato down to 0%.

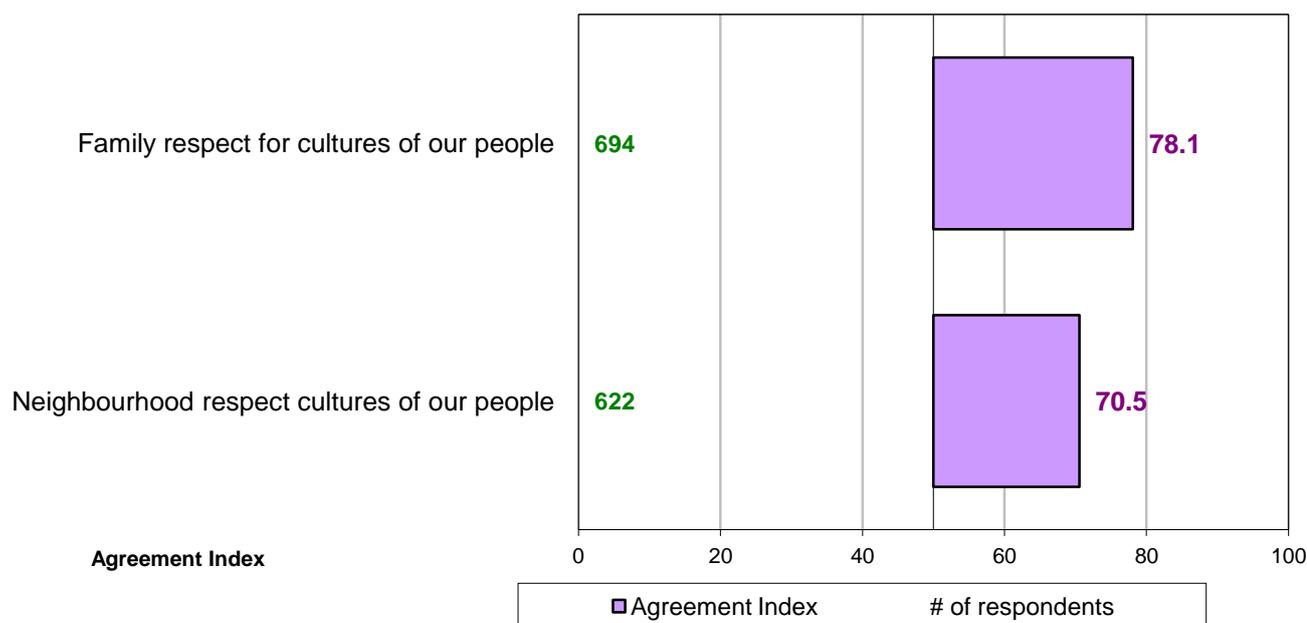


Participation and Equity Factors

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 (87%) agreed (Scores 6 – 10) with the statement 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here' and only 4% disagreed with this (Scores 0 – 4). Conversely, just over two thirds of the sample (71%) 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).

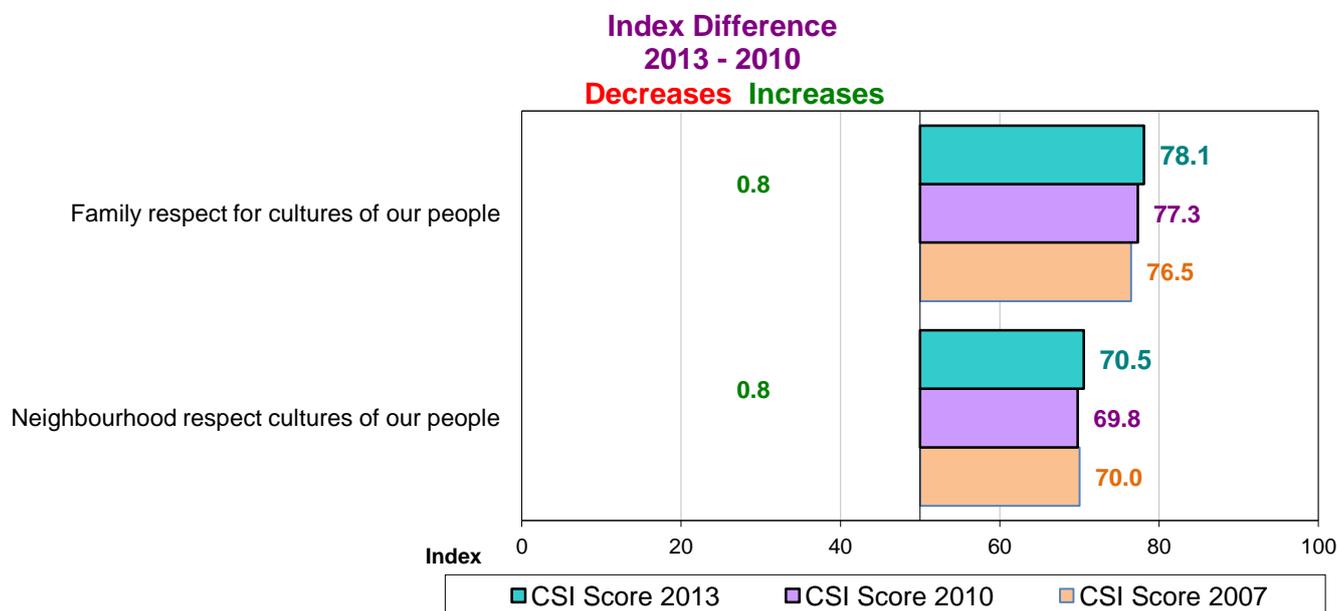


This is reflected in the Agreement Index which is 78.1 for the statement 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here' versus 70.5 for the statement 'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here'.



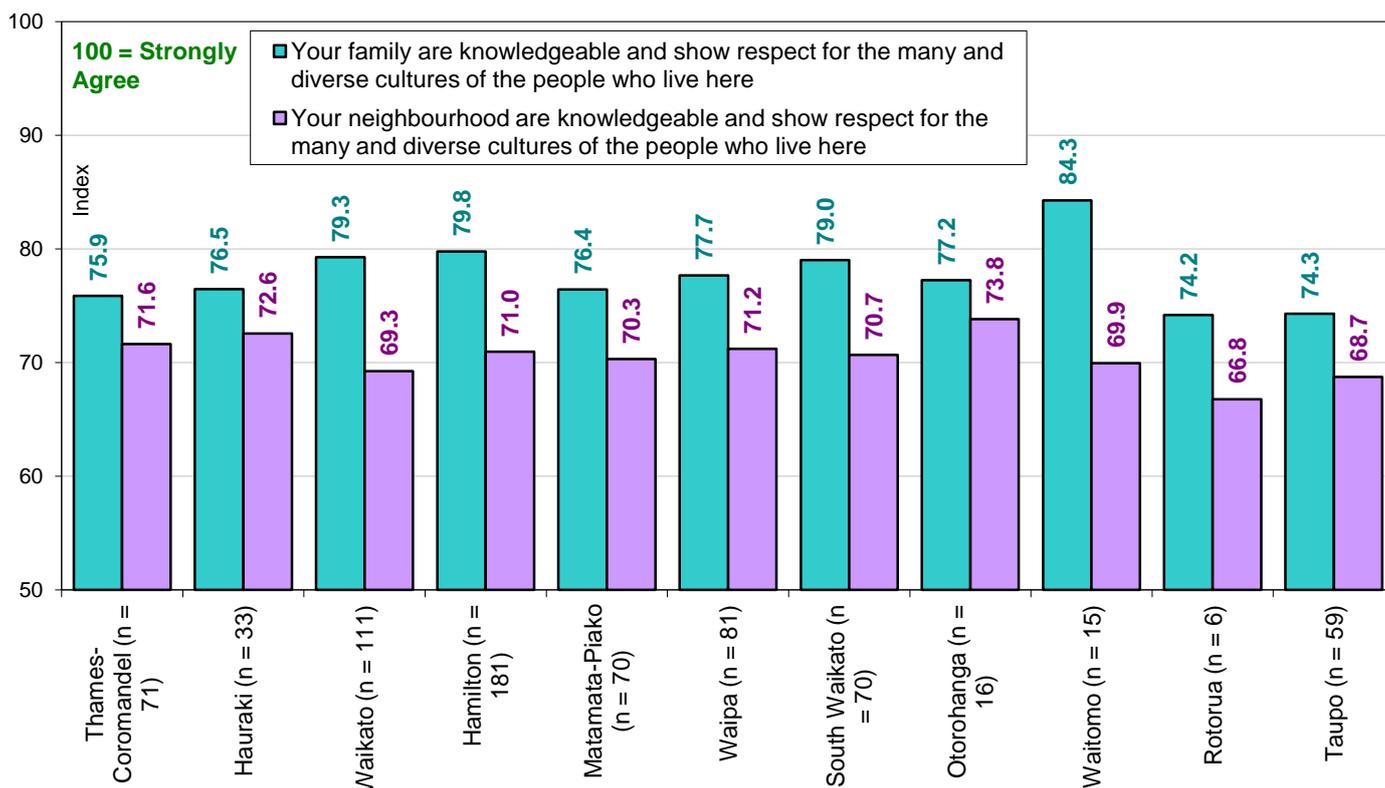
Participation and Equity Factors - Comparison to 2010 and 2007

The following chart compares the 2013 results with 2010 and 2007 for the Participation and Equity factors. Both factors 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here' (Index 78.1) and 'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here' (Index 70.5) were up 0.8 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. Waitomo, Hamilton and the Waikato District are rated the highest for 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here' (Index 84.3, 79.8 and 79.3 respectively). There is limited variation in the ratings for the statement 'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here' (Index 66.8 to 73.8).



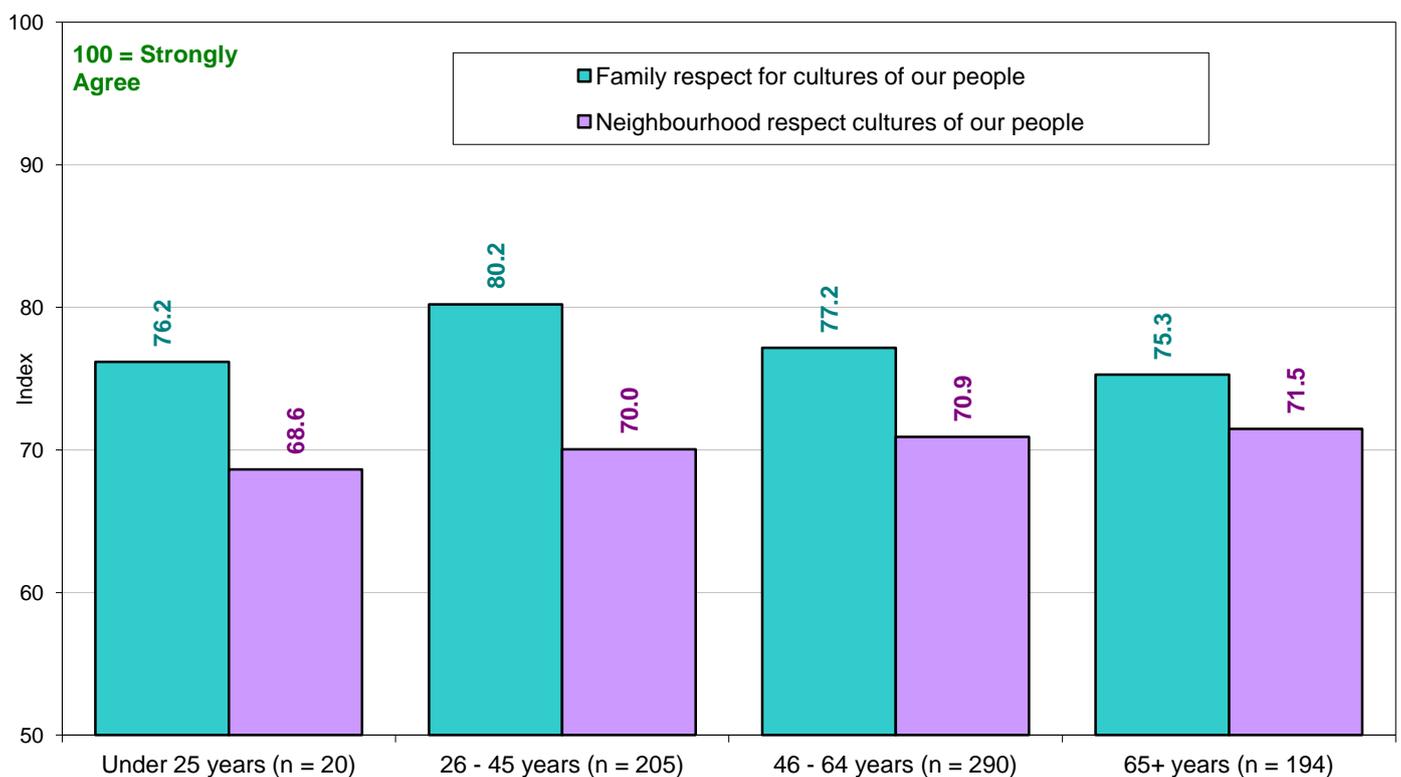
Participation and Equity Factors by Gender

There is some variation between the genders for the Participation and Equity factors. Women tend to agree more strongly with both these statements.



Participation and Equity Factors by Age Grouping

Those aged 26 - 45 years are most likely to agree with the statement 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here' (Index 80.2). Conversely, those aged over 65 are most likely to agree with the statement 'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here' (Index 71.5).



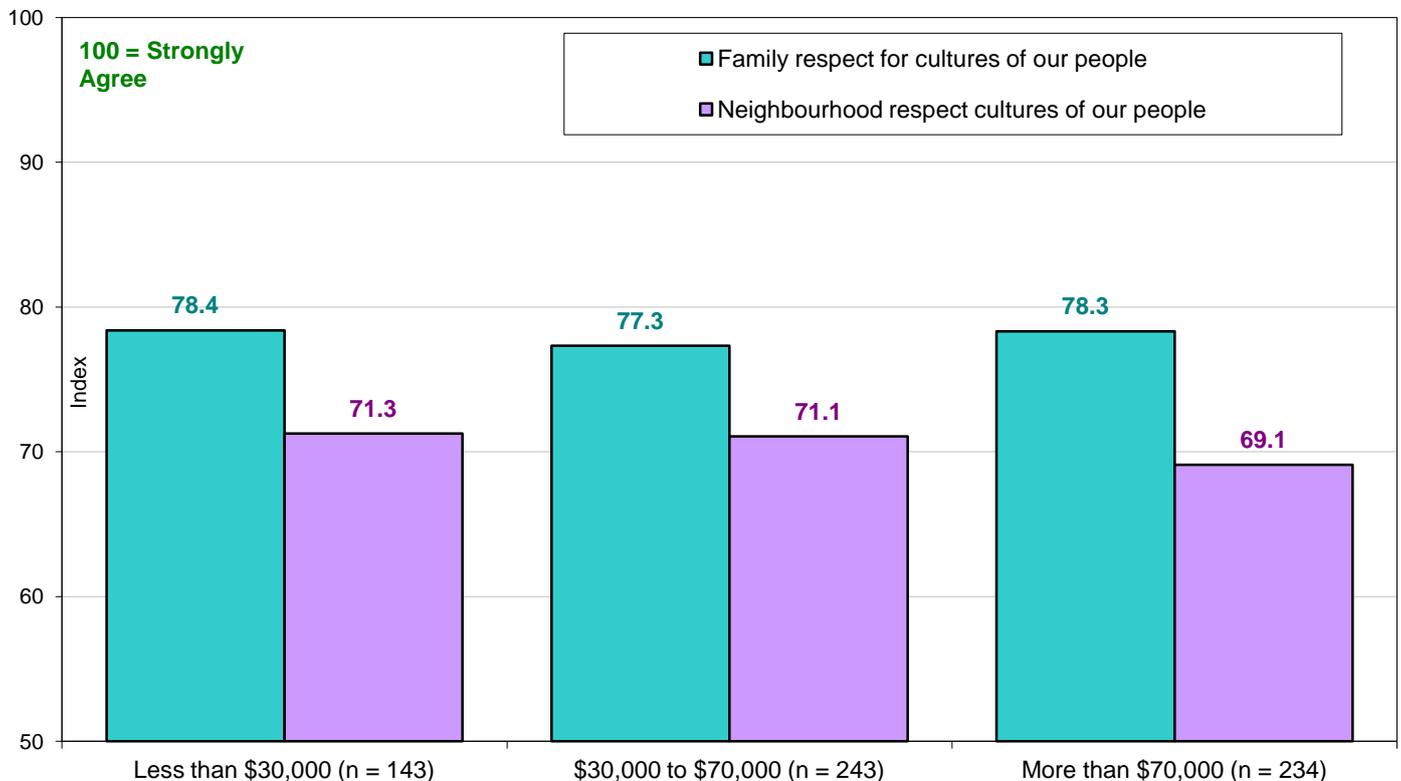
Participation and Equity Factors by Home Ownership

There is limited variation in the Indexes for both statements between those who live in their own home and those who rent or board.



Participation and Equity Factors by Household Income

There is little difference in the level of agreement between the income brackets for either statement.



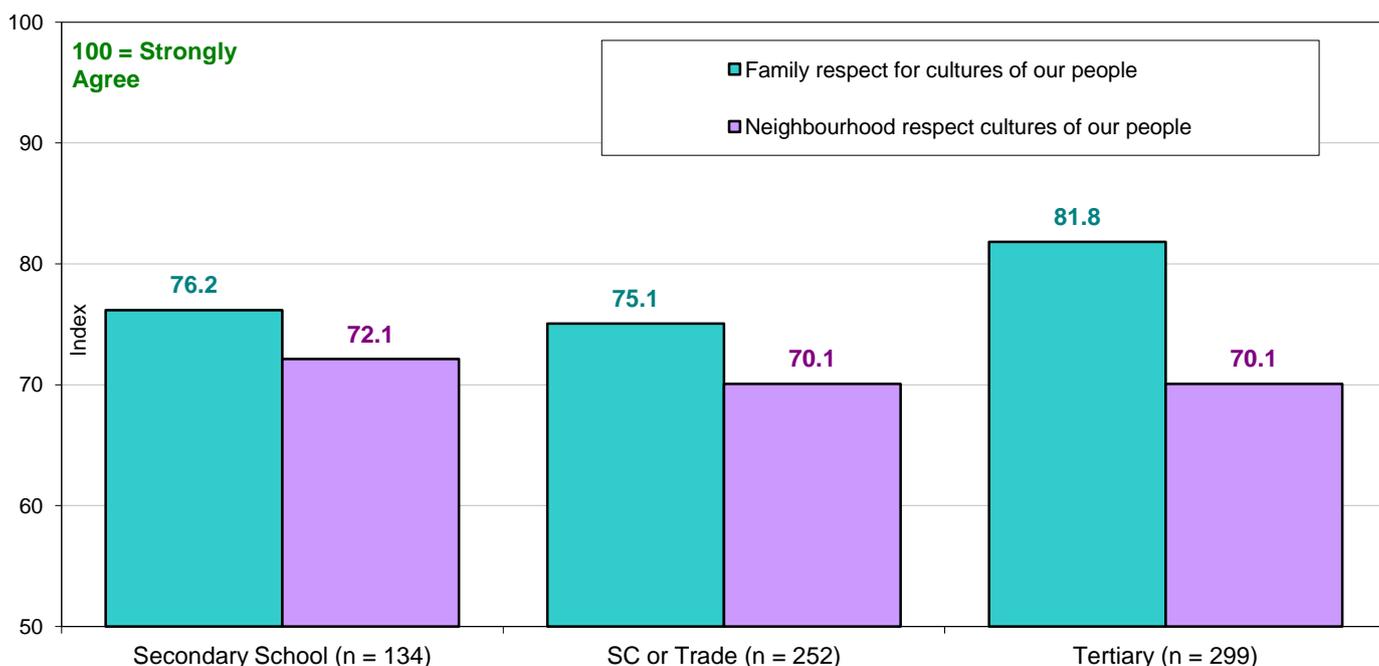
Participation and Equity Factors by Living in Town versus the Country

There is little variation in the level of agreement for the Participation and Equity statements between those who live in town or country.



Participation and Equity Factors by Highest Educational Qualification

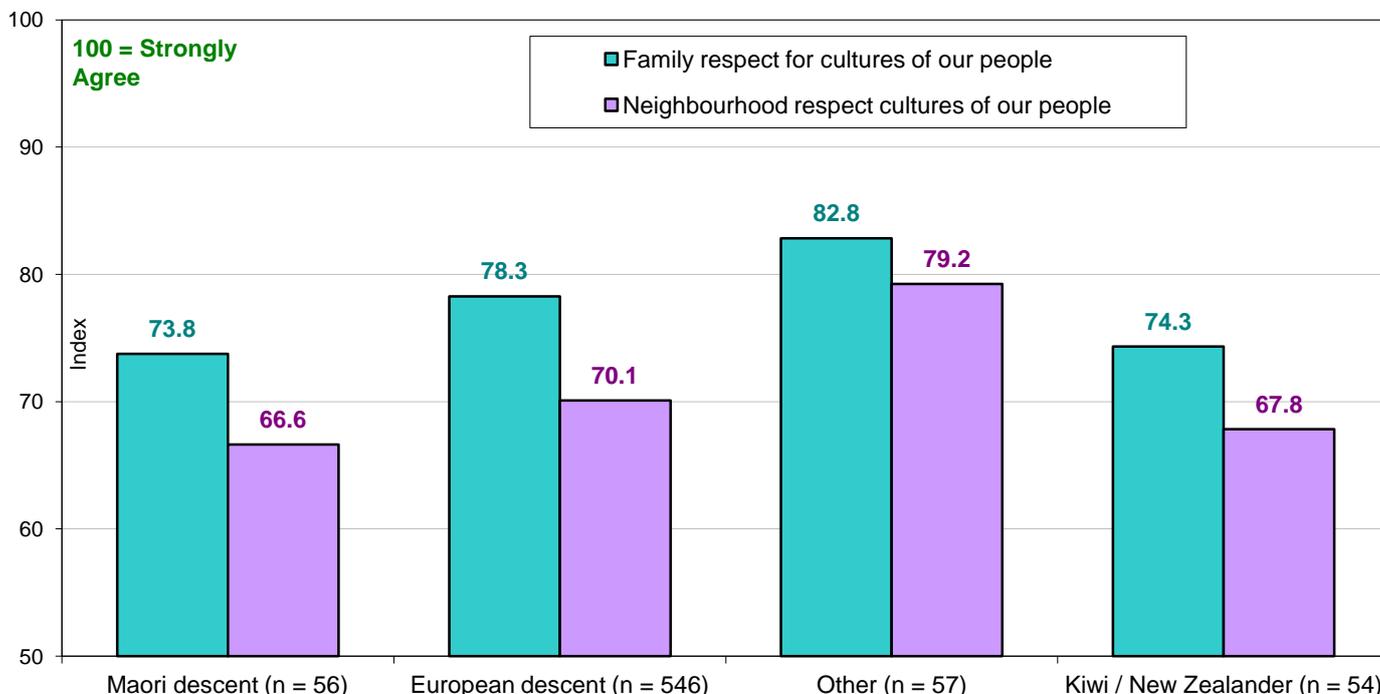
There is little difference in the level of agreement based on highest educational qualifications for the statement 'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here'. There is greater difference for the statement 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here'. Those with school certificate or a trade qualification rate this lowest (Index 75.1) versus an Index of 81.8 for those with a tertiary qualification.



Participation and Equity Factors by Ethnicity

There is greater difference in the level of agreement based on ethnicity for the statement 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here'. Respondents of 'other' ethnic backgrounds (Index 82.8) rate this significantly higher than those of Maori descent (Index of 73.8).

There is greater difference for the statement 'Your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here'. Respondents of 'other' ethnic backgrounds (Index 79.2) rate this significantly higher than those of Maori descent (Index of 66.6).



Participation and Equity Factors by Happiness with Quality of Life

Those who are happy with their Quality of Life (scores of 9 or 10) have significantly greater agreement with both of the Participation and Equity statements. Those who are **not** happy with their Quality of Life (scores of 0 or 6) are significantly less likely to agree with both statements.



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

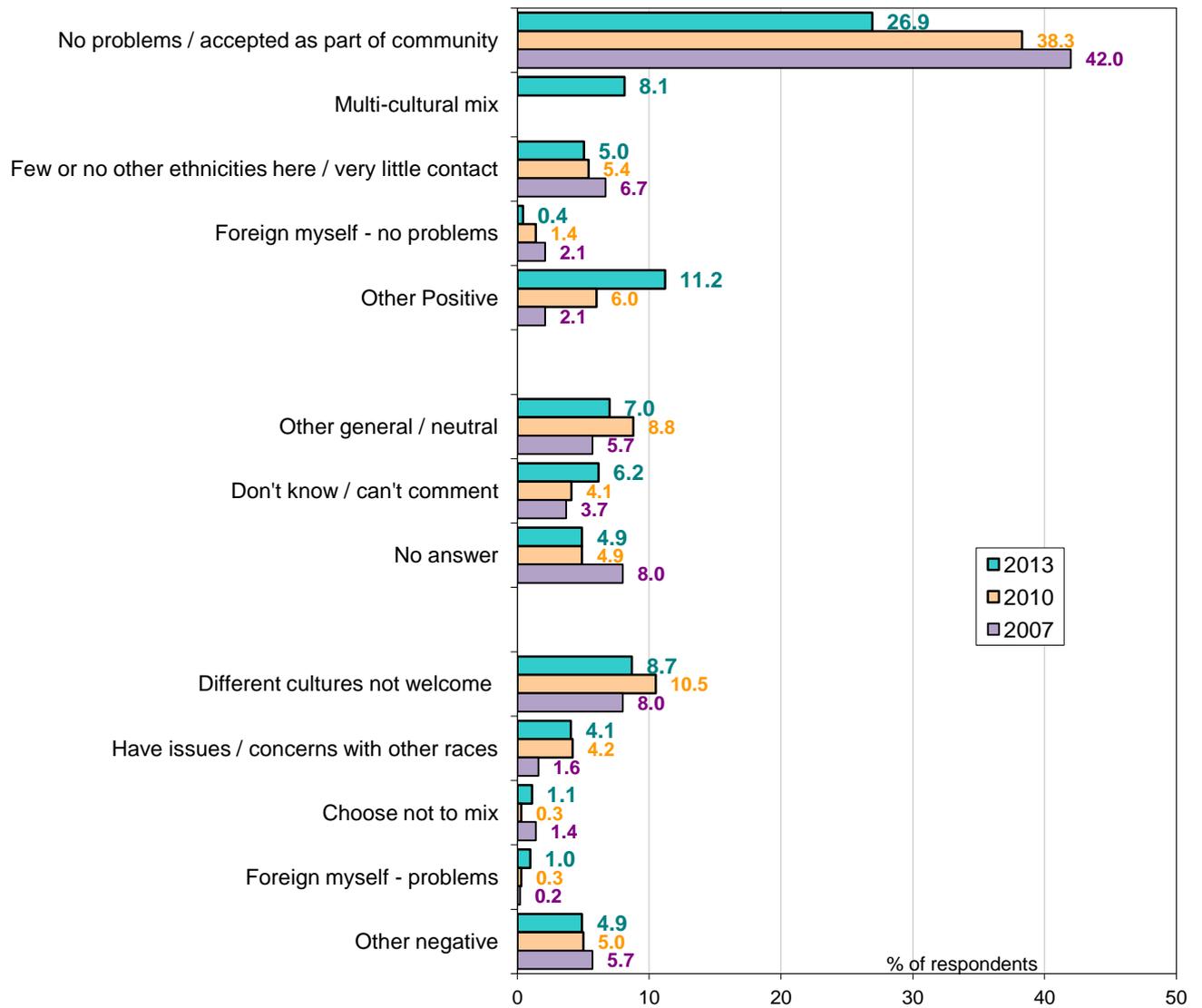
Respondents were asked *'New Zealand is becoming home for an increasing number of people from different countries with different lifestyles and cultures. Using the scale where 0 = strongly disagree and 10 = strongly agree, how strongly do you agree or disagree with <Your family are knowledgeable and 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 agreement (Scores 7 – 10) or disagreement (scores 0 – 3) they were asked *'For what reasons do you say that?'* This 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 feeling there were no cultural problems and that people were accepted as part of the community (27%). A number of respondents mentioned there was a multicultural mix in their communities. This used to be coded with the previous statements. Others commented that they have few other ethnicities in their town, (5%), or said they were foreign themselves and had no problems.

Less than a tenth of the respondents offered neutral comments (7%), while 6% did not know or could not comment and 5% did not answer this question.

Some respondents felt that different cultures were not welcomed by the community (9%) while a few (4%) had issues with other races or said they choose not to mix (1%). A small number of respondents (1%) said they were foreign themselves and had some problems.

Apart from adding the new code for multicultural mix in their communities the results are very similar to 2010 and 2007. [\(Refer to the Waikato Community Outcomes Core Verbatim Comments Report 2013 for a copy of all verbatim comments.\)](#)

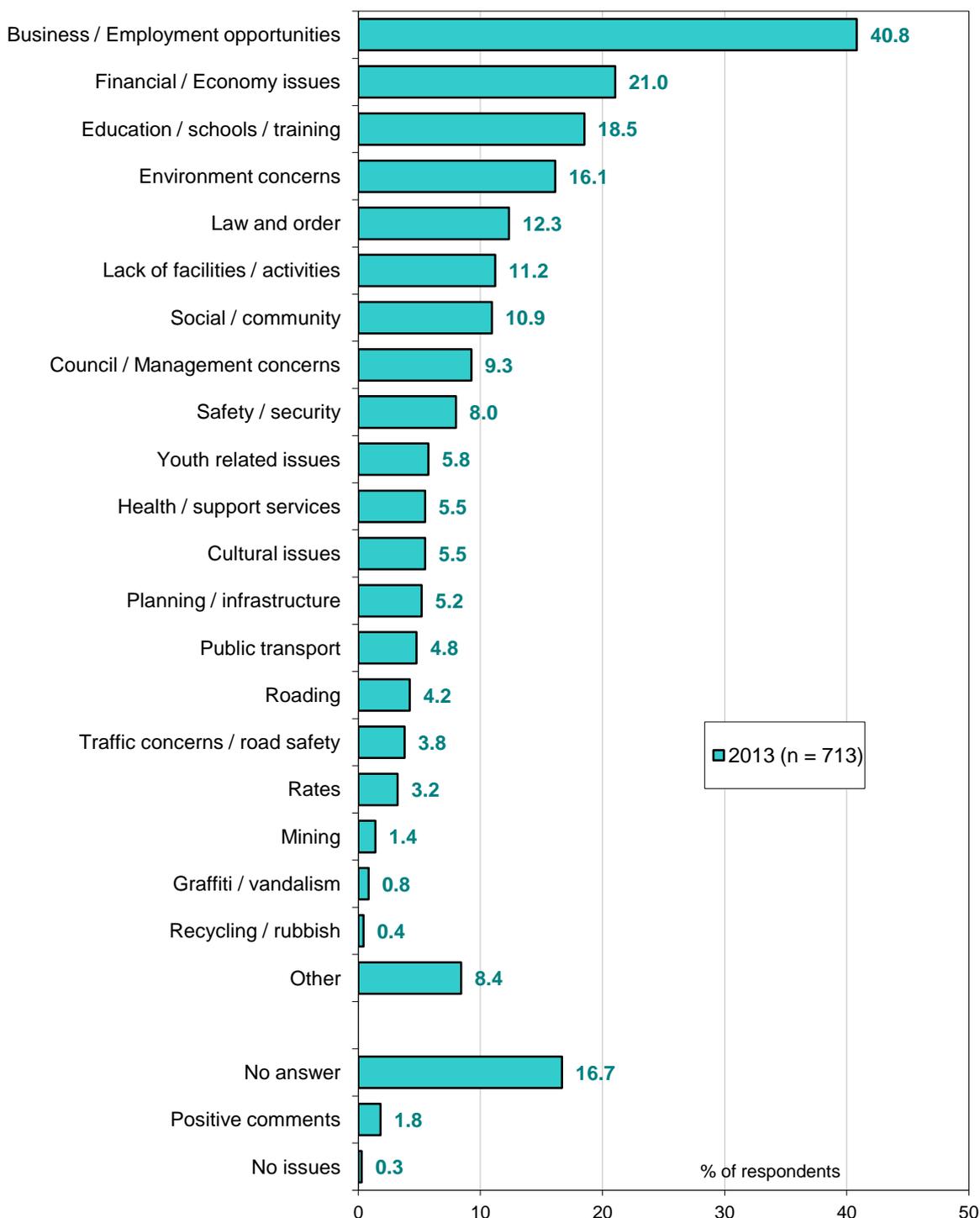


Three biggest issues for your district

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 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 (41%). The second main issue covers financial or economic issues (21%) followed by issues related to education, schools or training (19%) then environmental concerns (16%), and law and order (12%). A ninth of the sample (11%) mentioned the lack of facilities or activities, while 11% mentioned social or community related issues. There was a wide range of other themes mentioned by smaller groups of respondents.

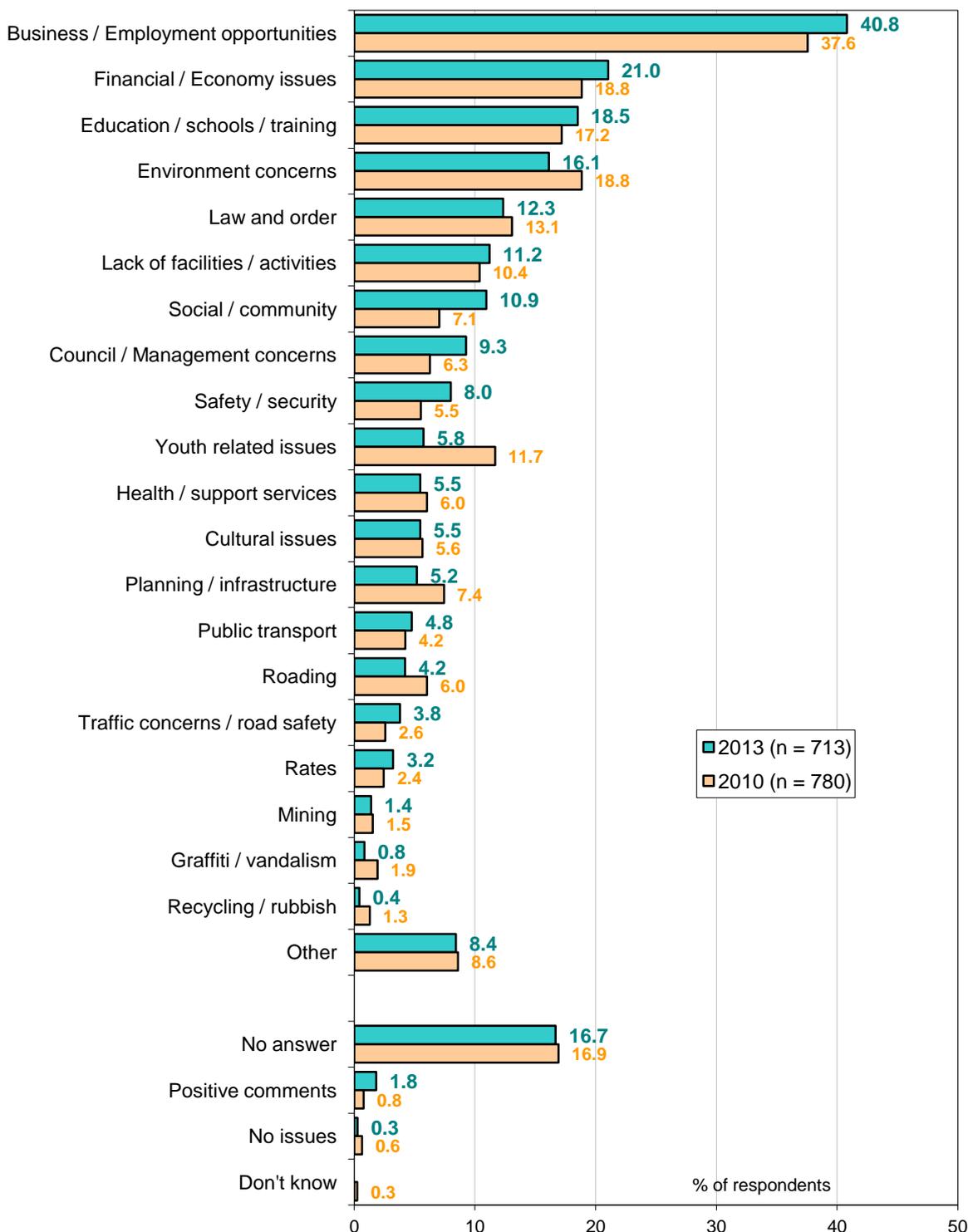
[\(Refer to the Waikato Community Outcomes Core Verbatim Comments Report 2013 for a copy of all verbatim comments.\)](#)



Three biggest issues for your district – Comparison to 2010 and 2007

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?’

The three issues for the district were similar to those mentioned in 2010. All of the main issues mentioned in 2013 were also the main issues mentioned in 2010 although there are minor variations in the order. The largest difference is a 5.9% reduction in mention of youth related issues (5.8% mention versus 11.7% in 2010) and a 3.9% increase in mention of social / community related issues (10.9% mention versus 7.1% in 2010). The other notable differences were for employment opportunities or attracting business to the district (40.8% versus 37.6% in 2010) and mention of concerns related to Council / Management (9.3% mention versus 6.3% in 2010) and a 2.7% reduction in the mention of environmental concerns.



Three biggest issues for your district by demographics

The following analysis focuses on the most commonly mentioned themes only. The main theme covered employment opportunities or attracting business to the district (41%). Those significantly more **likely** to mention 'employment opportunities or attracting business to the district' included those:

- From the South Waikato District (70% of the subgroup)
- With a household income under \$30,000 (54% of the subgroup)
- Respondents of Maori descent (58% of the subgroup) or of 'other' ethnic backgrounds (54%)
- With school certificate or a trade qualification (48%)
- Aged 26 - 45 years (44%)

The second main issue covered financial or economic issues (21%). Those significantly more **likely** to mention 'financial or economic issues' included those:

- From Taupo District (38% of the subgroup)
- In the under 25 age group, (27% of the subgroup)
- Who live in town (25%)
- With a tertiary qualification (25%)

The third most commonly mentioned issue related to education, schools or training (19%). Those significantly more **likely** to mention 'concerns with education, schools or training' included those:

- From the Waikato District (35% of the subgroup)
- With a household income over \$70,000 p.a. (29%)
- Aged 26 - 45 years (28%)
- With a tertiary qualification (29%)

The fourth main issue was environmental concerns (16%). Those significantly more **likely** to mention 'environmental concerns' included those:

- From Thames-Coromandel, (30%) or Hamilton (27%)
- With a tertiary qualification (23%)
- With a household income over \$70,000 p.a. (25%)
- Of Maori descent (26%)
- Aged 35 - 49 years (24%)

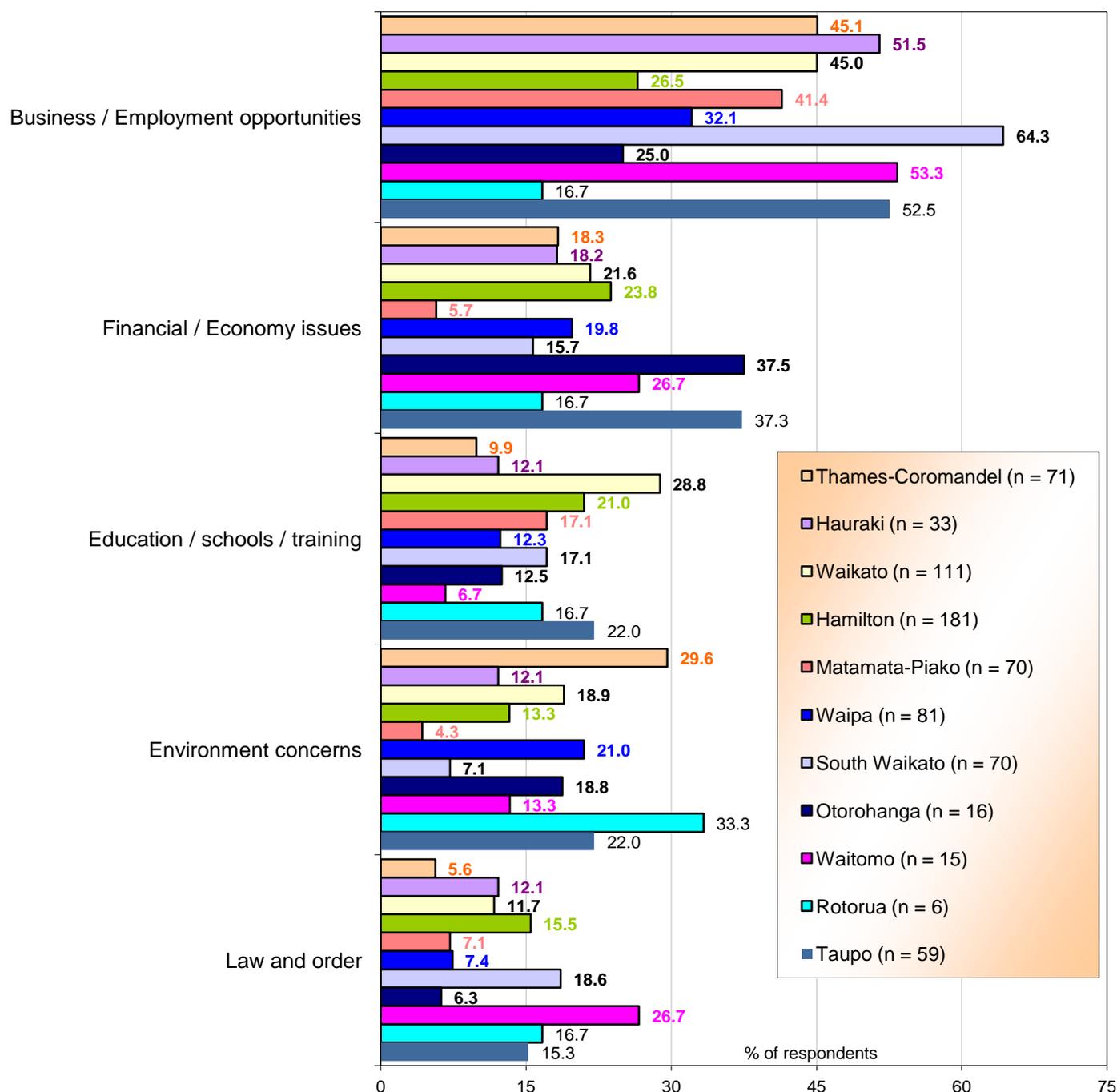
The fifth most commonly mentioned issue related to law and order (13%). Those significantly more **likely** to mention 'concerns with law and order' included those:

- Who live in the rural areas (23% of the subgroup)
- With a household income over \$70,000 p.a. (21%)
- From the Thames-Coromandel District (33% of the subgroup) or from the Waipa District (25%)
- With a tertiary qualification (23%)
- Respondents of Maori descent (23% of the subgroup)

Five main issues for your district by 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?'

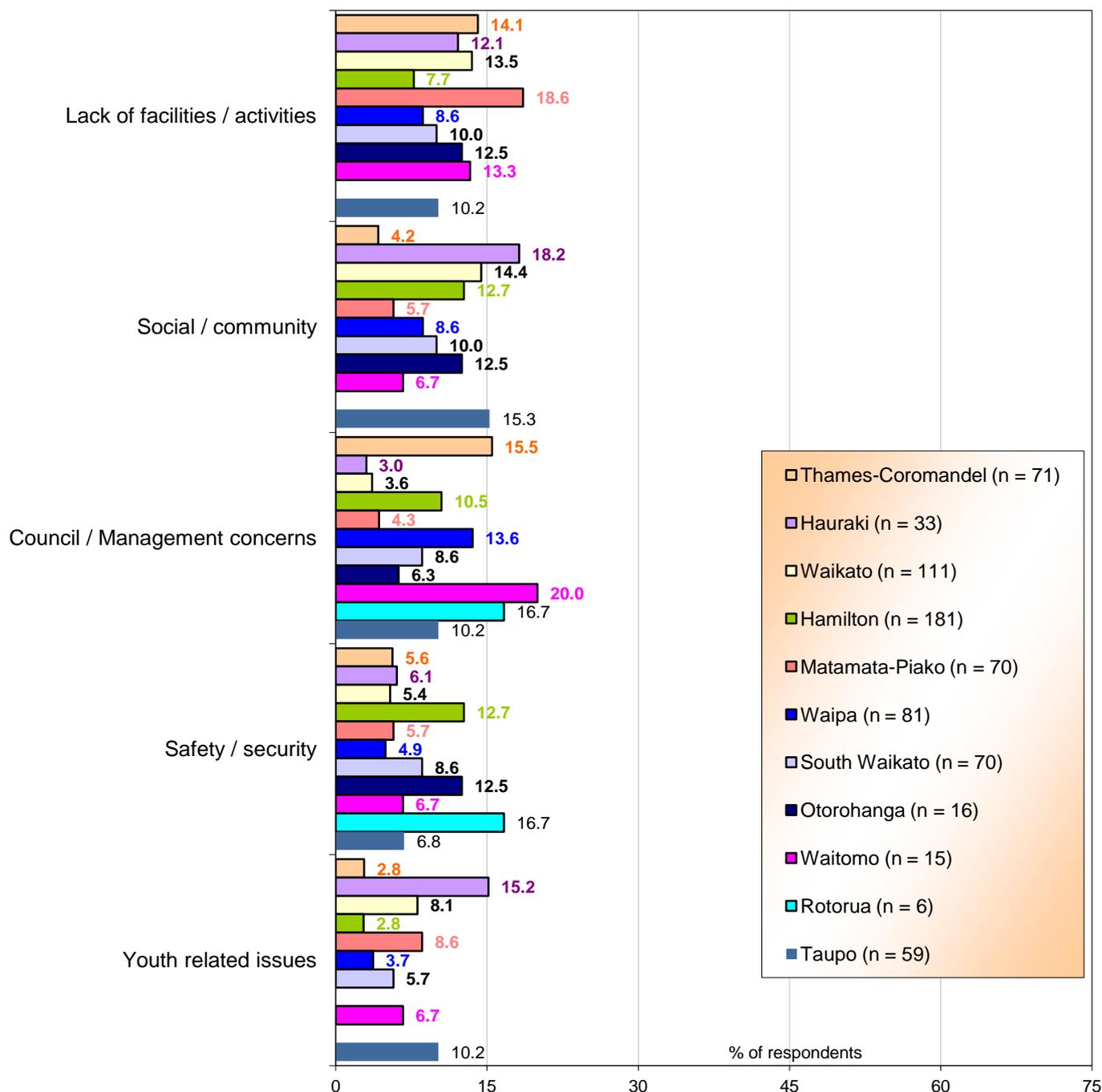
Focusing on the five main issues highlights some interesting differences by district. This may be impacted by the small sample sizes and demographic differences but the analysis infers that different districts have different issues. The main issue was employment opportunities or attracting business to the district (41%) but this ranged from 17% for the few from the Rotorua District within the Waikato Region to 64% mention by respondents from South Waikato. The second main issue covered financial or economic issues (21%) but this ranged from 6% for Matamata-Piako to 38% mention by respondents from Otorohanga and 37% mention for those from Taupo. Education concerns (19%) were a bigger issue for those from Waikato District (29%) but less of a concern for those from Waitomo (6%). Environmental concerns (16%) were a bigger issue for those from Thames-Coromandel (30%) and Rotorua (33%) but less of a concern for those from Matamata-Piako (4%). Law and order was a bigger issue for those from Waitomo (27%).



Second tier issues for your district by 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?'

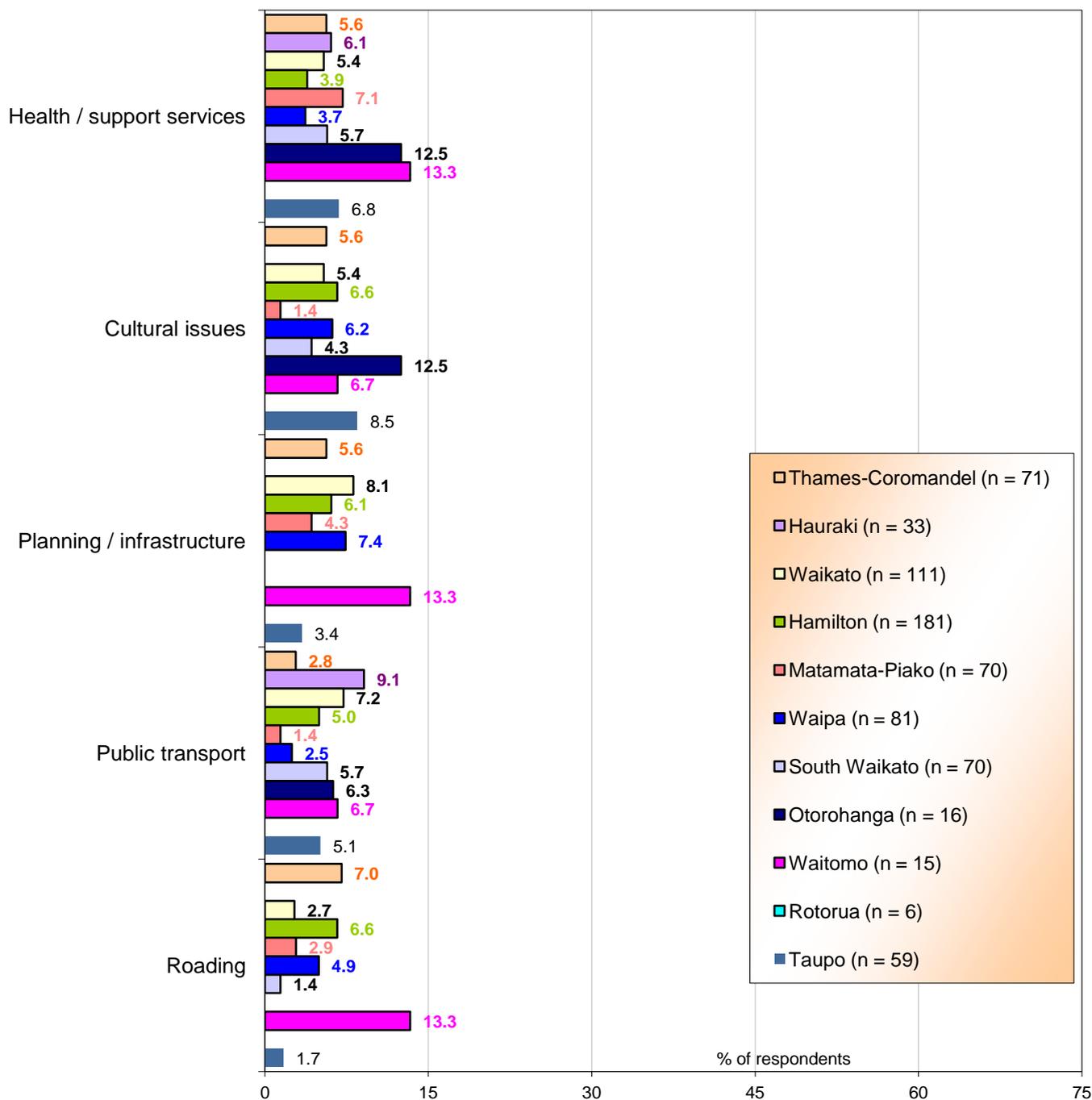
Focusing on the second tier of issues shows less difference by district. This may be impacted by the small sample sizes and demographic differences. The lack of facilities / activities is mentioned by between 0% and 19% of respondents from each district while Social / community issues appear a bigger concern for those from Hauraki (18%). Council / Management concerns are mentioned by between 3% and 20% of respondents from each district while safety / security is mentioned by between 5% and 17% of respondents. Youth related issues (6%) are a bigger issue for respondents from Hauraki (15%).



Third tier issues for your district by 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?'

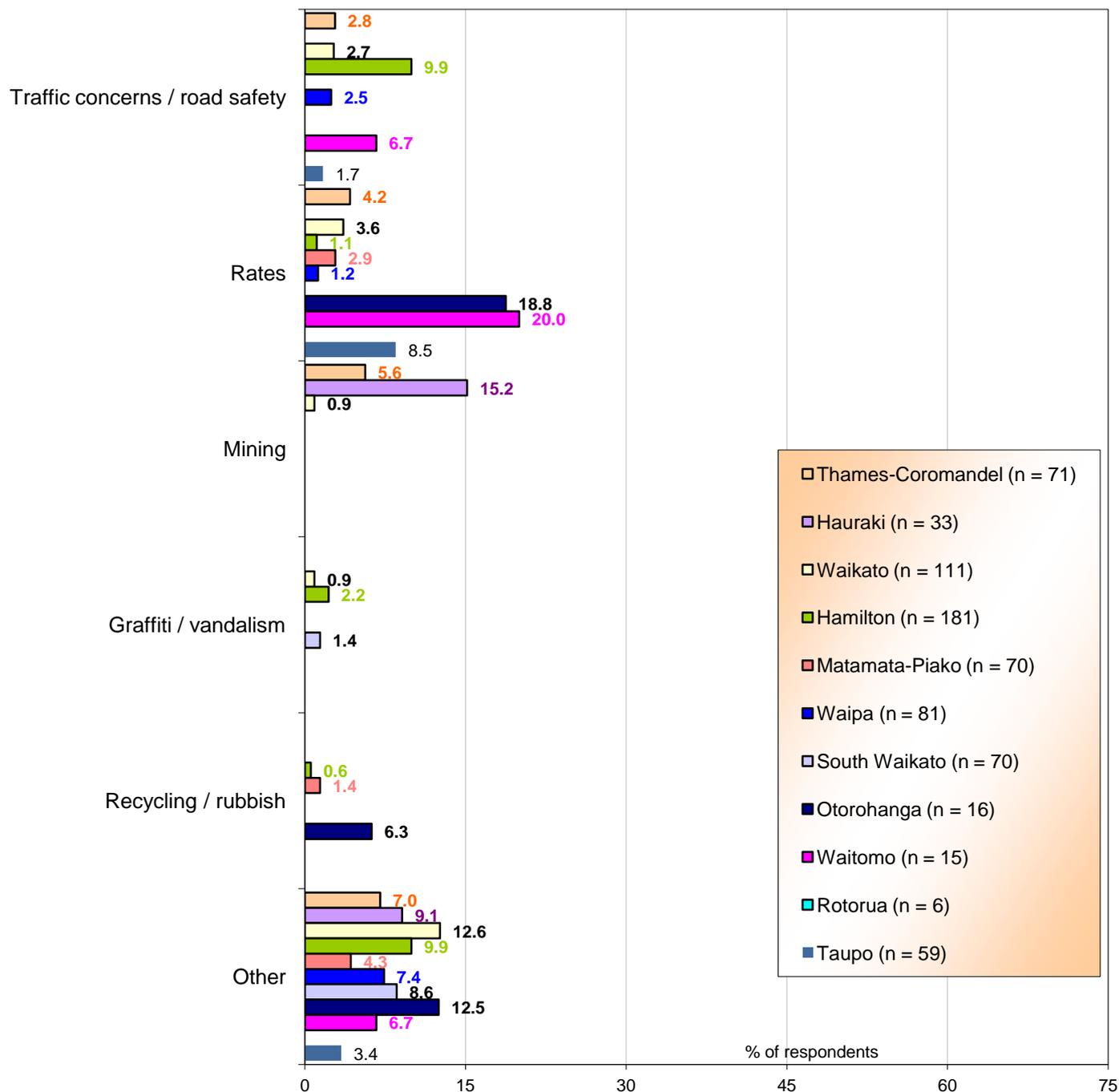
Focusing on the third tier of issues shows some difference by district but this may be impacted by the small sample sizes and demographic differences. It seems that Health / support services concerns is a bigger issue for respondents from Otorohanga (13%) and Waitomo (13%). There is some difference with cultural related issues (range 0% to 13%), planning / infrastructure concerns (range 0% to 13%), public transport related issues (range 1% to 9%), and roading issues (range 0% to 13%).



Fourth tier issues for your district by 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?'

Focusing on the fourth tier of issues shows more difference by district but this may be impacted by the small sample sizes and demographic differences. It seems that rates are a bigger issue for respondents from Waitomo (20%) and Otorohanga (18.8%). There is less difference with traffic concerns or road safety issues (range 0% to 7%), graffiti and vandalism related issues (range 0% to 2%) and recycling or rubbish related issues (range 0% to 6%). Mining issues appear to be only a concern for those from Thames-Coromandel (6%) and Hauraki (15%).



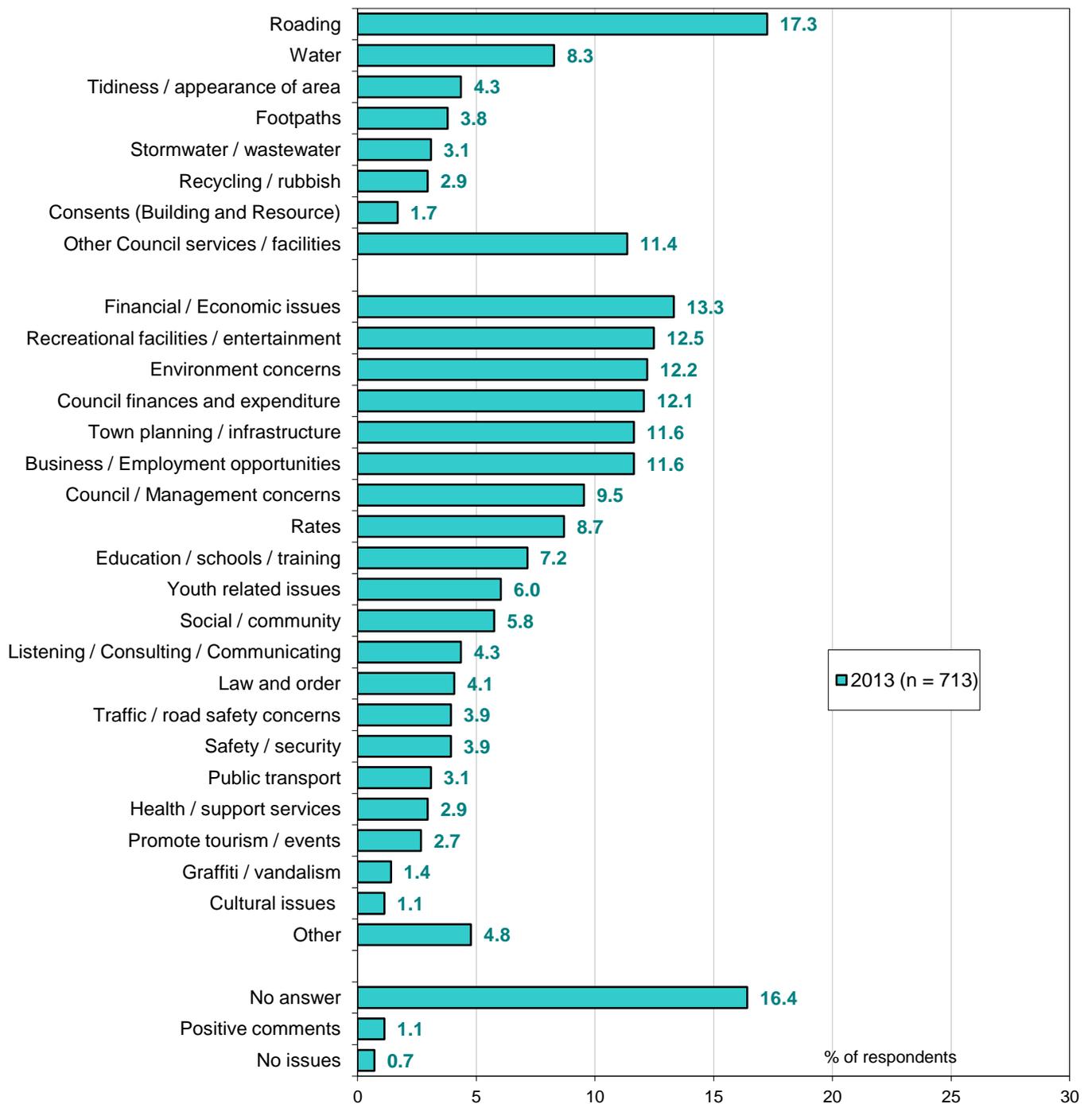
Three biggest issues Council should be looking at

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 was asked as an open question with the answers grouped together for analysis purposes.

Many respondents mentioned specific Council activities like roading (17%), water (8%), the appearance of the place (4%), footpaths (4%), stormwater or wastewater (3%), and recycling or refuse collection (3%).

The other main themes covered financial concerns or economic issues (13%), the need for recreational facilities or entertainment (13%), environmental concerns (12%), concerns about Council finances or expenditure (12%), town planning or infrastructure (12%), and creating employment opportunities (12%). A tenth of the sample (10%) mentioned Council or Management concerns, while 9% raised concerns about rates and 7% raised concerns about education or schooling. There was also a wide range of other themes mentioned by smaller groups of respondents.

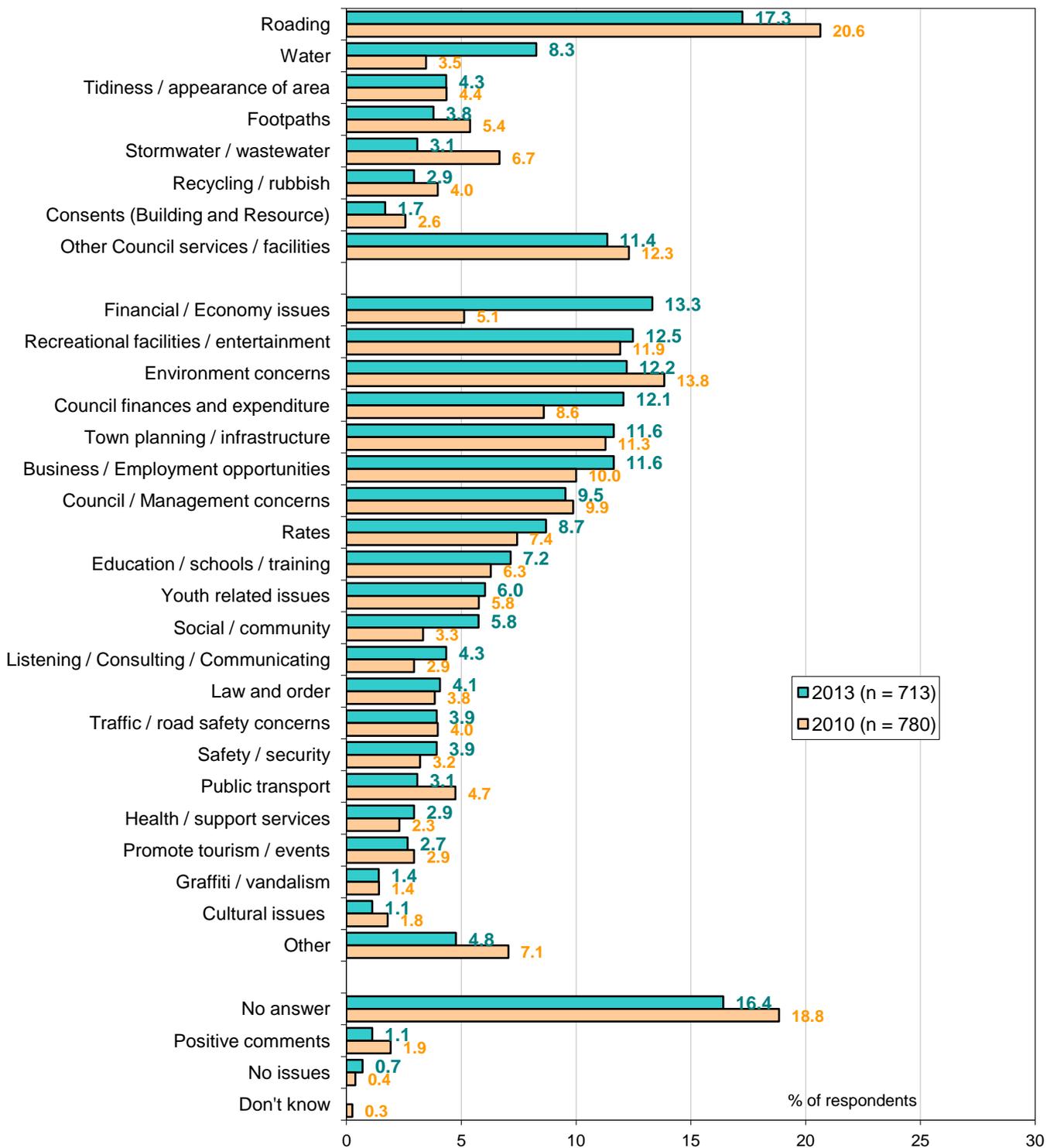
[\(Refer to the Waikato Community Outcomes Core Verbatim Comments Report 2013 for a copy of all verbatim comments.\)](#)



Three biggest issues Council should be looking at – Comparison to 2010 and 2007

Respondents were 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?’

The three issues Council should be looking at were similar to those mentioned in 2010. Most of the main issues mentioned in 2013 were also the main issues mentioned in 2010 although there are minor variations in the order. The largest difference is an 8.2% increase in mention of financial / economic issues (13% mention versus 5% in 2010) and a 5% increase in mention of water related issues (8.3% versus 3.5% in 2010). The other notable differences were for stormwater or wastewater (3.6% decrease), concerns about Council finances or expenditure (3.5% increase), roading issues (3.4% decrease) and a 2.4% increase in the mention of social or community concerns.



Three biggest issues Council should be looking at by demographics

The following analysis focuses on the most commonly mentioned themes only. The main theme covered roading (17%). Those significantly more **likely** to mention 'roading' included those:

- From the Waipa District (32% of the subgroup)
- Who live in the country (23%)
- With a household income over \$70,000 p.a. (21%)
- Who live in their own home (20% of the subgroup)
- Respondents of European descent (20% of the subgroup)
- With a tertiary qualification (19%)

The second main theme covered financial or economic issues (13%). Those significantly more **likely** to mention 'financial or economic issues' included those:

- With a household income over \$70,000 p.a. (18%)
- Who live in the town or city (16% of the subgroup)

The third main issue covered the need for recreational facilities or entertainment (13%). Those significantly more **likely** to mention 'the need for recreational facilities or entertainment' included those:

- From Matamata-Piako, (28%)
- In the under 25 age group, (27% of the subgroup)
- With a household income over \$70,000 p.a. (20%)
- With a tertiary qualification (16%)
- Who live in their own home (15% of the subgroup)
- Women (14%)

The fourth main issue covered environmental concerns (12%). Those significantly more **likely** to mention 'environmental concerns' included those:

- Who live in the country (19%)
- Aged 46 – 64 years (16% of the subgroup)
- From Thames-Coromandel, (33%)

The fifth most commonly mentioned issue related to Council finances or expenditure (12%). Those significantly more **likely** to mention 'Council finances and expenditure' included those:

- Men (17%)
- With a household income over \$70,000 p.a. (17%)
- Who live in their own home (15%)
- From Taupo District (21% of the subgroup) or Hamilton (17%)

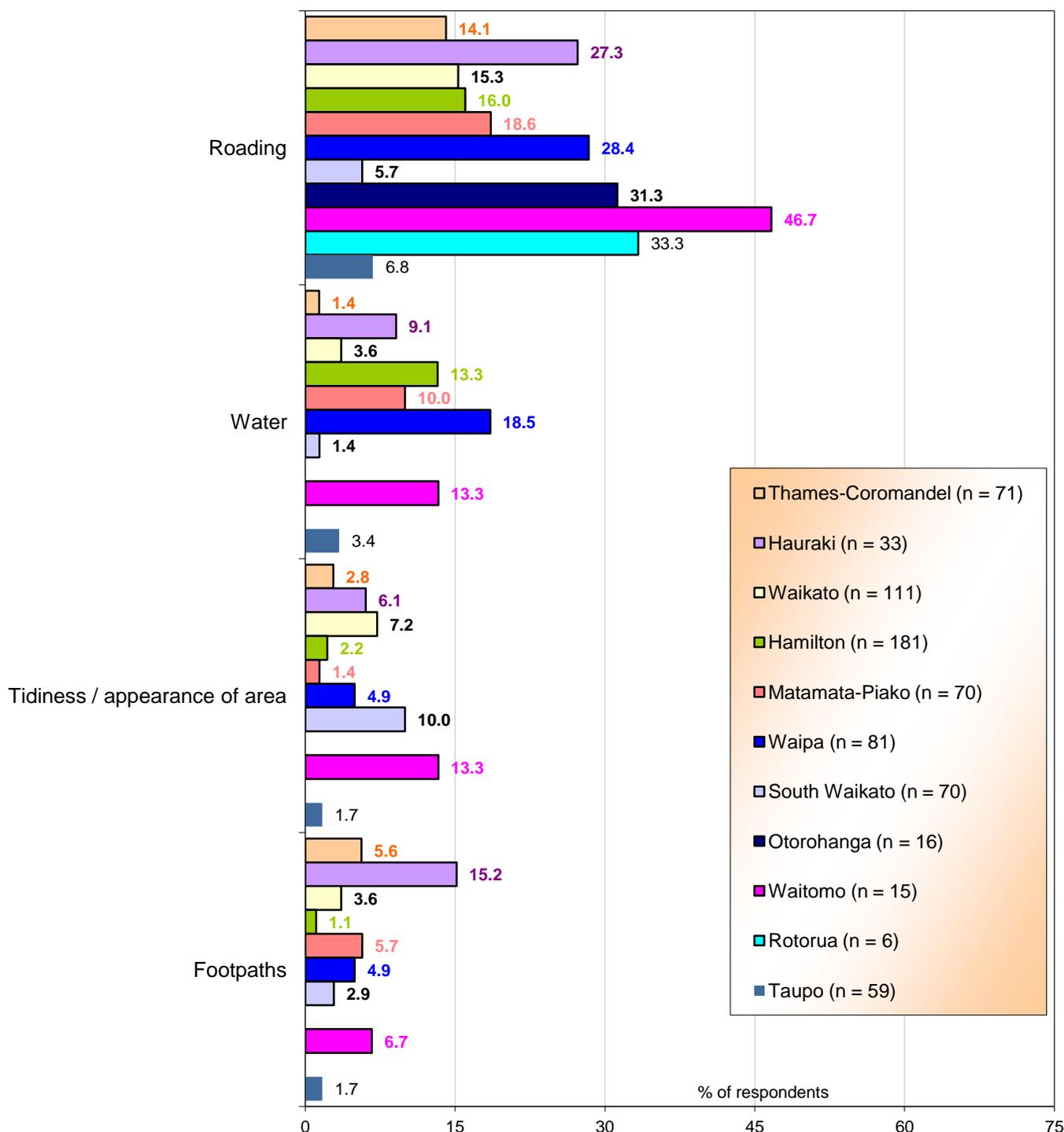
The sixth most commonly mentioned issue related to town planning or infrastructure (11%). Those significantly more **likely** to mention 'town planning or infrastructure' included those:

- With a household income over \$70,000 p.a. (20%)
- Aged 46 – 64 years (19% of the subgroup)
- Men (18%)
- Who live in their own home (15%)
- From Hamilton (19%)
- With a tertiary qualification (16%)

Main Council specific services Council should be looking at by 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?'

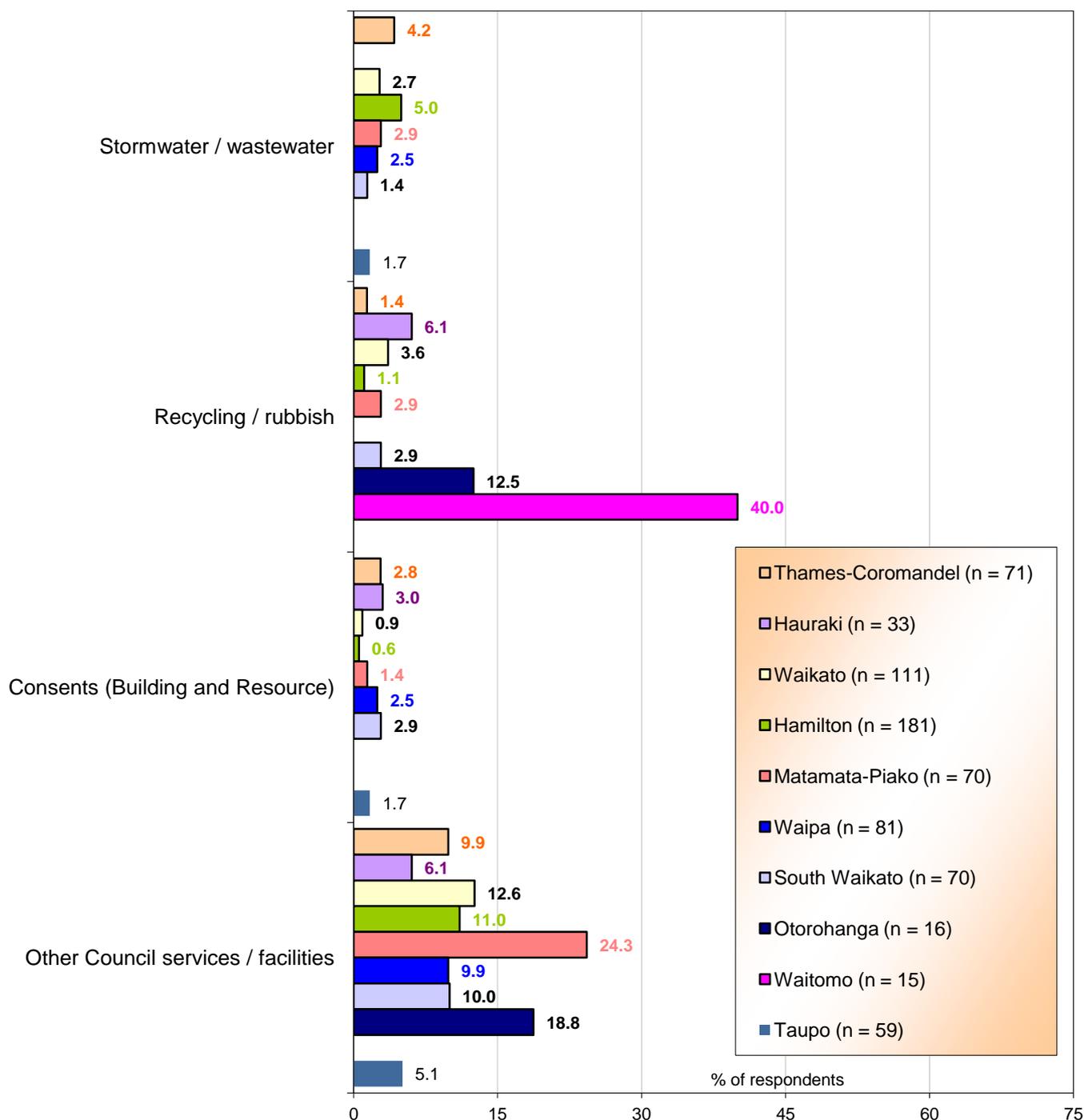
Focusing on the four main Council specific services mentioned as one of the three main issues that Council should be looking at, highlights some interesting differences by district. This may be impacted by the small sample sizes and demographic differences but the analysis infers that different districts have different issues. The main issue for Council related to roading (17%) but this ranged from 6% for South Waikato to 47% mention by respondents from Waitomo. The second main Council service raised as an issue covered water related issues (87%) but this ranged from 0% to 19% mention by respondents from Waipa. Tidiness issues or the appearance of the area is mentioned by between 0% and 13% of respondents from each district. Footpaths were a bigger issue for those from Hauraki (15%)



Other specific Council services Council should be looking at by 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?'

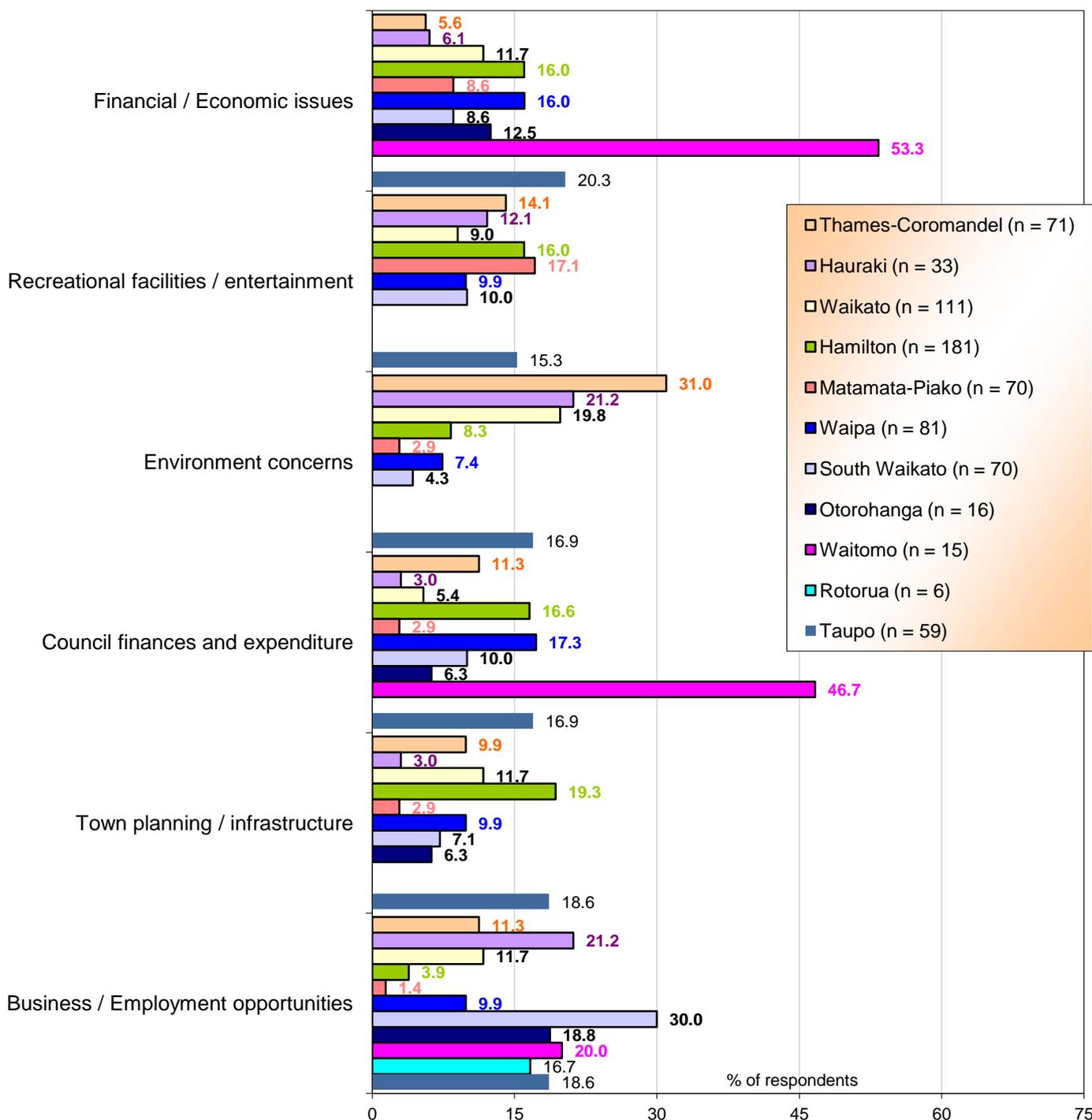
Focusing on the other main Council specific services mentioned as one of the three main issues that Council should be looking at shows some difference by district. The differences may be impacted by the small sample sizes and demographic differences. Stormwater or wastewater issues are mentioned by between 0% and 5% of the respondents from each district. It seems that recycling or rubbish related issues is a bigger issue for respondents from Waitomo (40%). Building and Resource Consents are mentioned by between 0% and 3% of the respondents from each district. There was a range of other specific Council services mentioned as one of the three main issues that Council should be looking at but this varies from 0% for respondents from Waitomo to 24% for those from Matamata-Piako.



Other issues Council should be looking at by 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?'

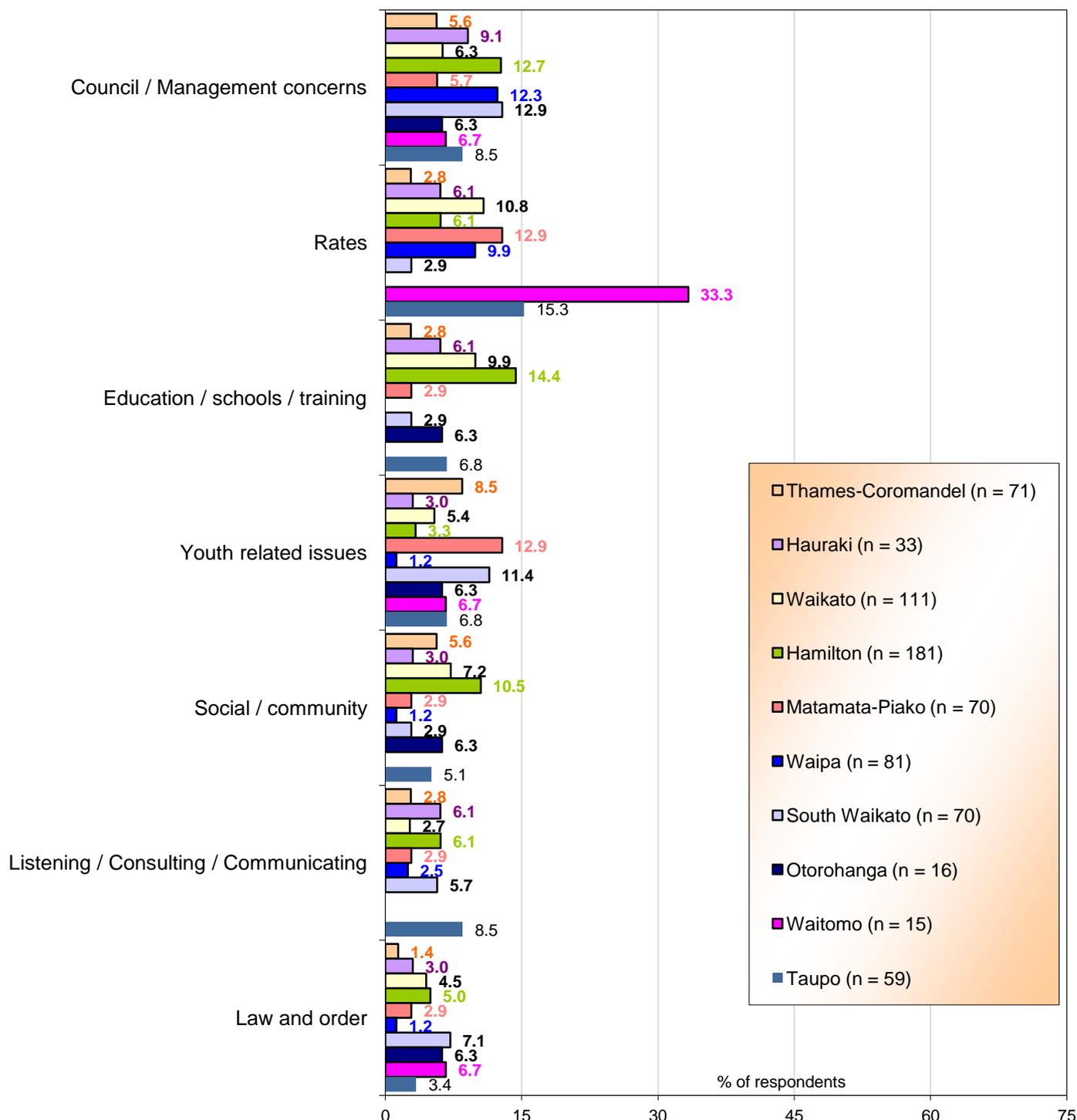
Focusing on the other issues that Council should be looking at shows greater difference by district but this may be impacted by the small sample sizes and demographic differences. It seems that financial or economic issues are a bigger issue for respondents from Waitomo (53%) while recreational facilities or entertainment related issues is a bigger issue for respondents Matamata-Piako (17%). Environmental issues are a bigger issue for respondents from Thames-Coromandel (31%) while concerns with finances or expenditure are a bigger issue for respondents from Waitomo (47%). There is less divergence with town planning or infrastructure issues (0% and 19% of respondents from each district). Business concerns or employment opportunities are a bigger issue for respondents from South Waikato (30%).



Second tier other issues Council should be looking at by 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?'

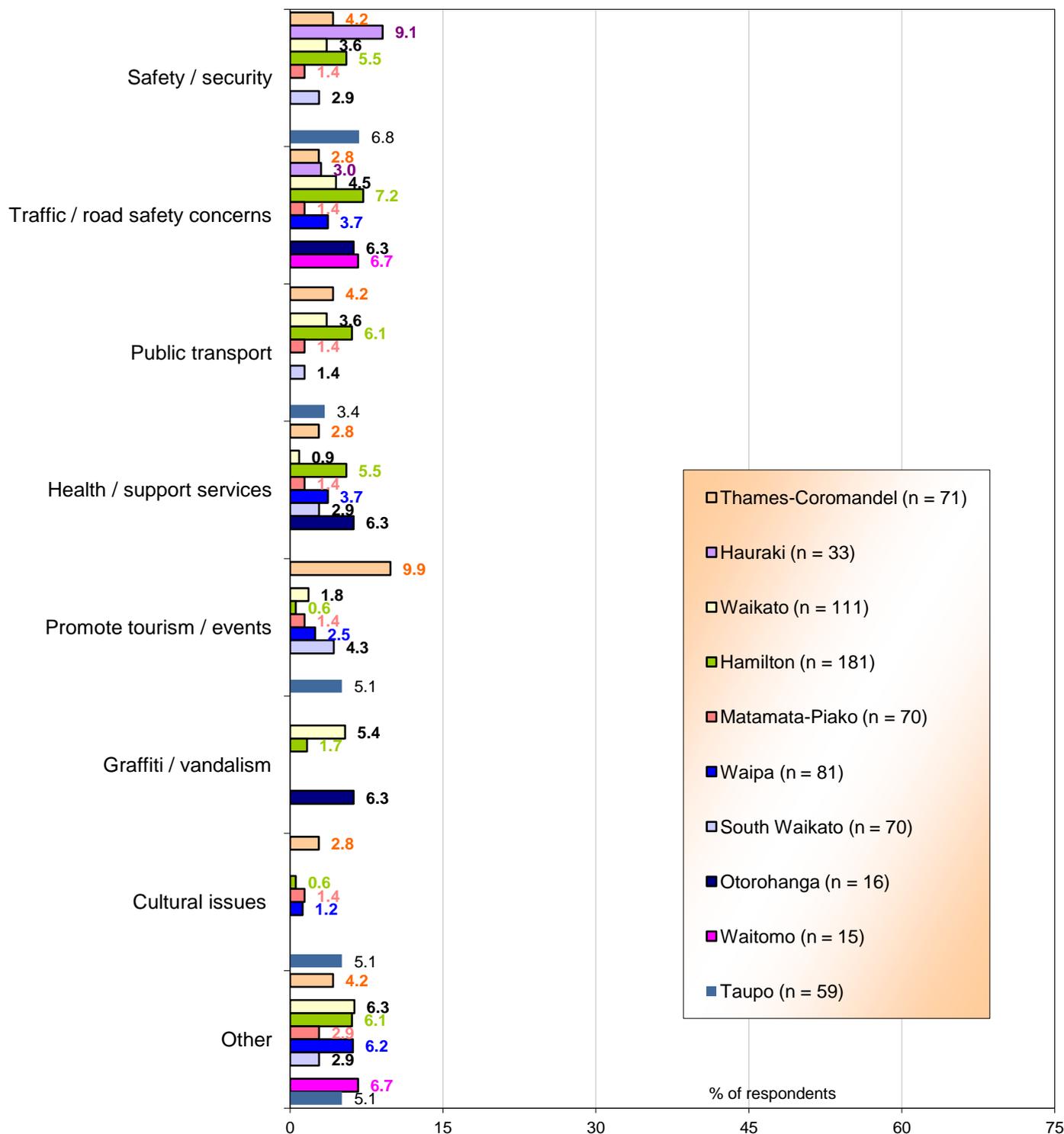
Focusing on the second tier of issues Council should be looking at shows some interesting difference by district but this may be impacted by the small sample sizes and demographic differences. It seems that Council issues or management concerns were mentioned by between 6% and 13% of the respondents from each district. Rates are a bigger issue for respondents from Waitomo (33%). There is less difference with education or schooling related issues (range 0% to 14%), youth related issues (range 0% to 13%) and social or community related issues (range 0% to 11%). Issues related to listening or consulting with the public or communicating with the public ranges 0% to 9% while law and order related concerns appears a slightly bigger concern for those from South Waikato (7%).



Third tier issues Council should be looking at by 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?'

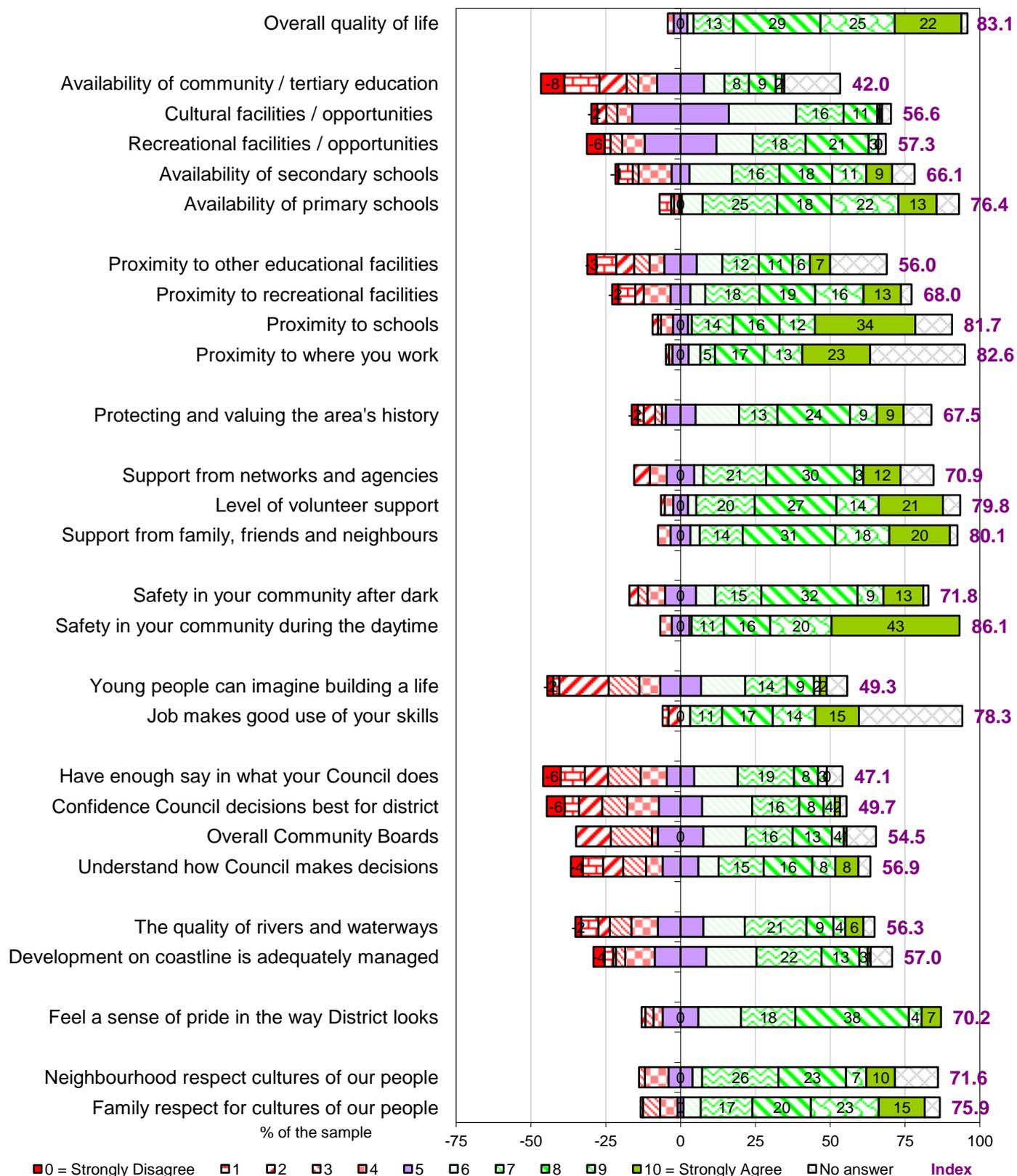
Focusing on the third tier of other issues Council should be looking at shows little difference by district but this may be impacted by the small sample sizes and demographic differences. Most of these issues are mentioned by a small number of respondents from each district.



Results by District / City

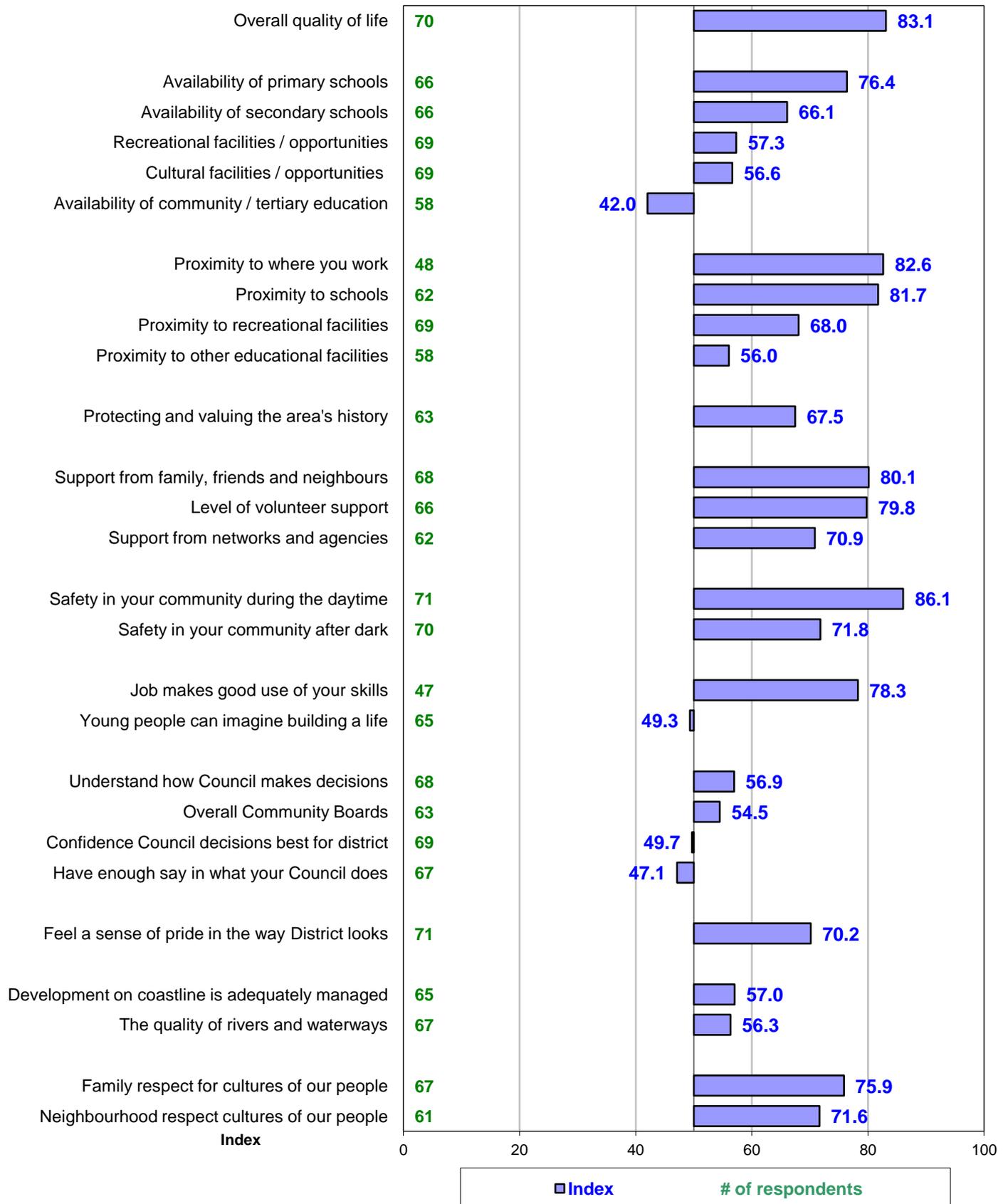
Summary of Indexes – Thames – Coromandel District

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



Indexes – Thames-Coromandel

The indexes range from 86.1 for the 'Safety in your community during the daytime' down to an Index of 42.0 for the 'availability of community or tertiary education in your area'.

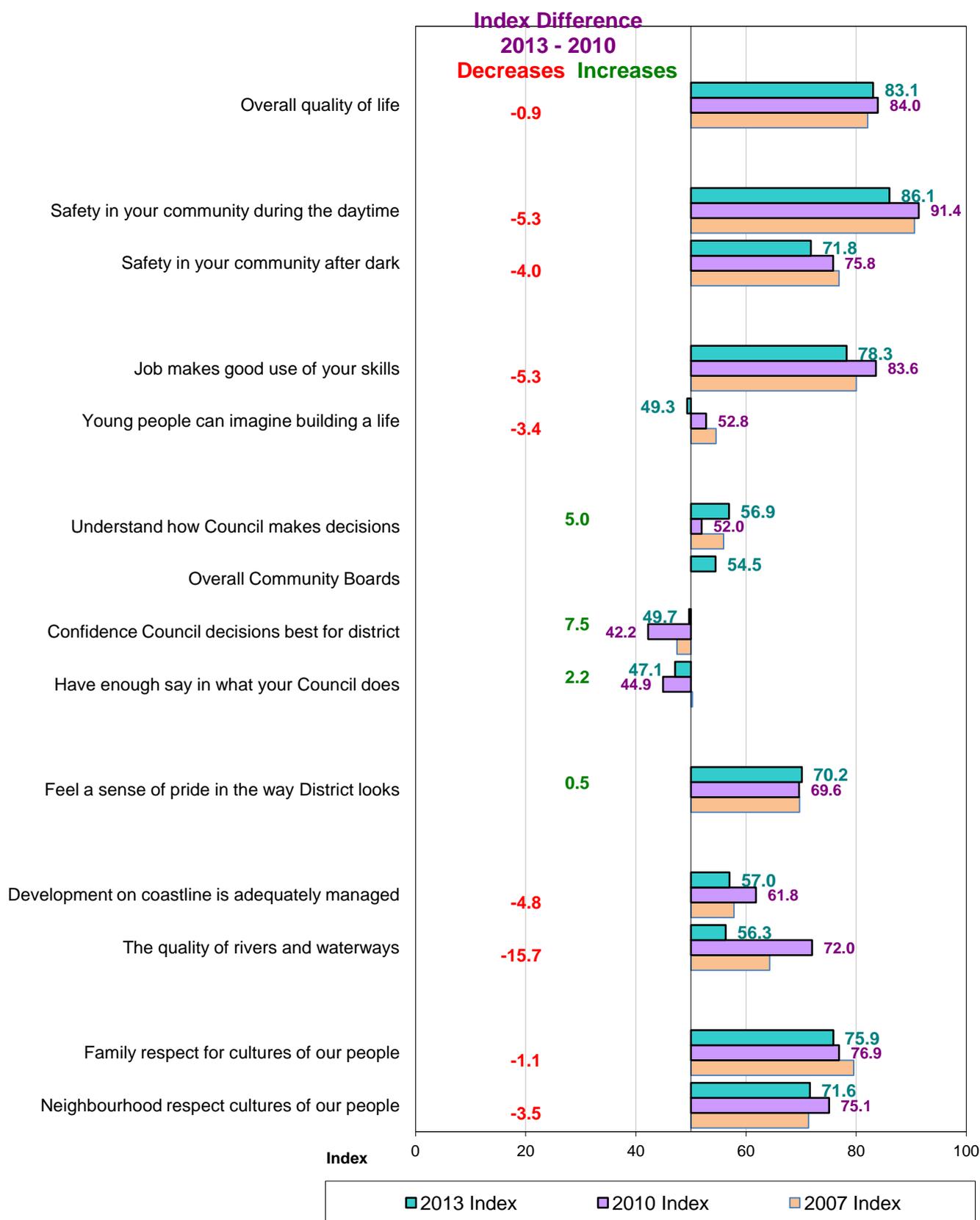


Thames-Coromandel - Comparison to 2010 and 2007

The two following charts compare Thames-Coromandel’s 2013 results with 2010 and 2007. There were 15 increases versus 11 decreases in the Indexes. The largest increases were 7.8 points for satisfaction with the ‘support from networks and agencies’ and 7.5 points for the statement ‘overall, you have confidence that the Council makes decisions in the best interests of your district’. The largest decreases were 15.7 points for satisfaction with the ‘quality of your rivers and waterways’ followed by a 5.3 point decrease for the statement ‘Your job makes good use of your skills, training and experience’.

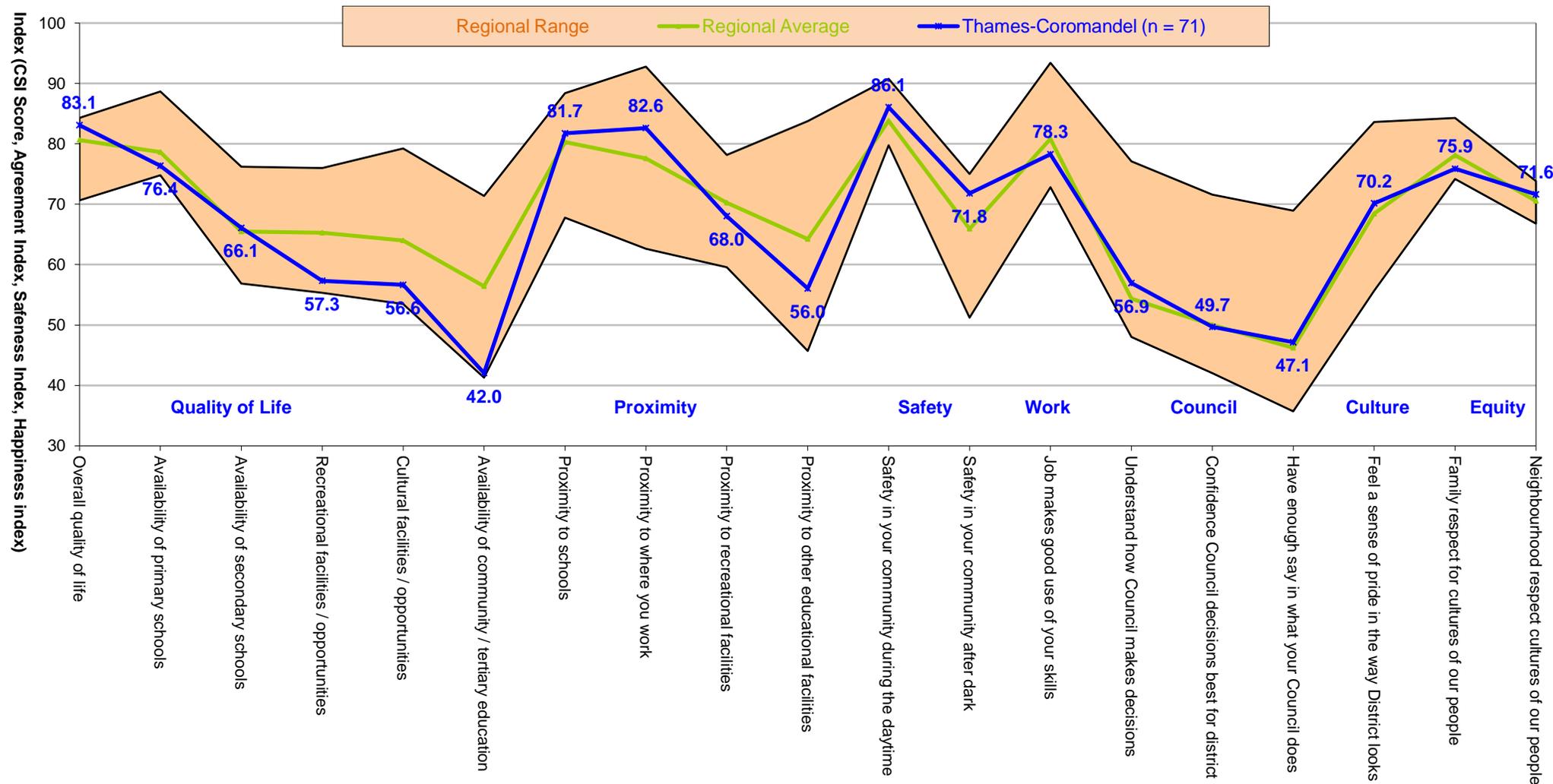


Thames-Coromandel - Comparison to 2010 and 2007 (continued)



Thames Coromandel District

The chart compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for Thames Coromandel against the other Districts in the Waikato. Thames Coromandel is rated close to the weighted average of the District for many factors but lower for a few. The highest rated factor is 'Safety in your community during the daytime' (Index 86.1) and the lowest rated is 'the availability of community or tertiary education in your area' (Index 42.0).



Thames-Coromandel - 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
Overall Quality of Life	Happiness Index	Overall Quality of Life					2.0	4.6	2.0	13.4	29.1	24.7	22.3	2.0	83.1
Quality of Life	CSI Score	Availability of primary schools		3.8	1.0		1.8	0.8	7.0	24.9	18.1	22.4	12.7	7.5	76.4
Quality of Life	CSI Score	Availability of secondary schools	1.0	4.8		2.0	11.0	6.0	14.2	15.9	17.6	11.4	8.6	7.5	66.1
Quality of Life	CSI Score	Recreational facilities / opportunities	5.9	2.0		3.9	7.5	24.0	12.1	17.7	21.1	3.2		2.5	57.3
Quality of Life	CSI Score	Cultural facilities / opportunities	2.0		3.0	3.7	5.0	32.3	22.5	15.8	11.3	0.8	0.8	2.9	56.6
Quality of Life	CSI Score	Availability of community / tertiary education	7.8	11.7	9.1	3.9	6.3	15.7	6.8	8.2	9.0	2.0	0.8	18.7	42.0
Proximity	CSI Score	Proximity to where you work			1.0		1.2	5.4	3.9	4.9	16.5	12.7	22.6	31.7	82.6
Proximity	CSI Score	Proximity to schools			1.8	1.0	4.0	5.1	1.2	13.7	15.6	11.8	33.6	12.2	81.7
Proximity	CSI Score	Proximity to recreational facilities	2.0	5.7	2.8		9.0	6.7	4.9	18.1	18.6	16.2	12.5	3.5	68.0
Proximity	CSI Score	Proximity to other educational facilities	3.0	6.6	6.0	5.2	4.9	10.9	8.5	12.2	11.3	5.8	6.7	18.9	56.0
Cultural Facilities	Agreement Index	Protecting and valuing the area's history	2.0	2.0	3.8	2.3	1.2	10.0	14.6	12.8	24.2	9.0	8.9	9.3	67.5
Social	CSI Score	Support from family, friends and neighbours					4.2	6.7	3.1	14.3	30.9	18.1	20.2	2.5	80.1
Social	CSI Score	Level of volunteer support			1.2		2.8	5.0	2.8	19.5	27.3	14.1	21.4	5.8	79.8
Social	CSI Score	Support from networks and agencies			5.2		5.7	9.2	3.0	21.0	29.5	3.0	12.4	11.0	70.9

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

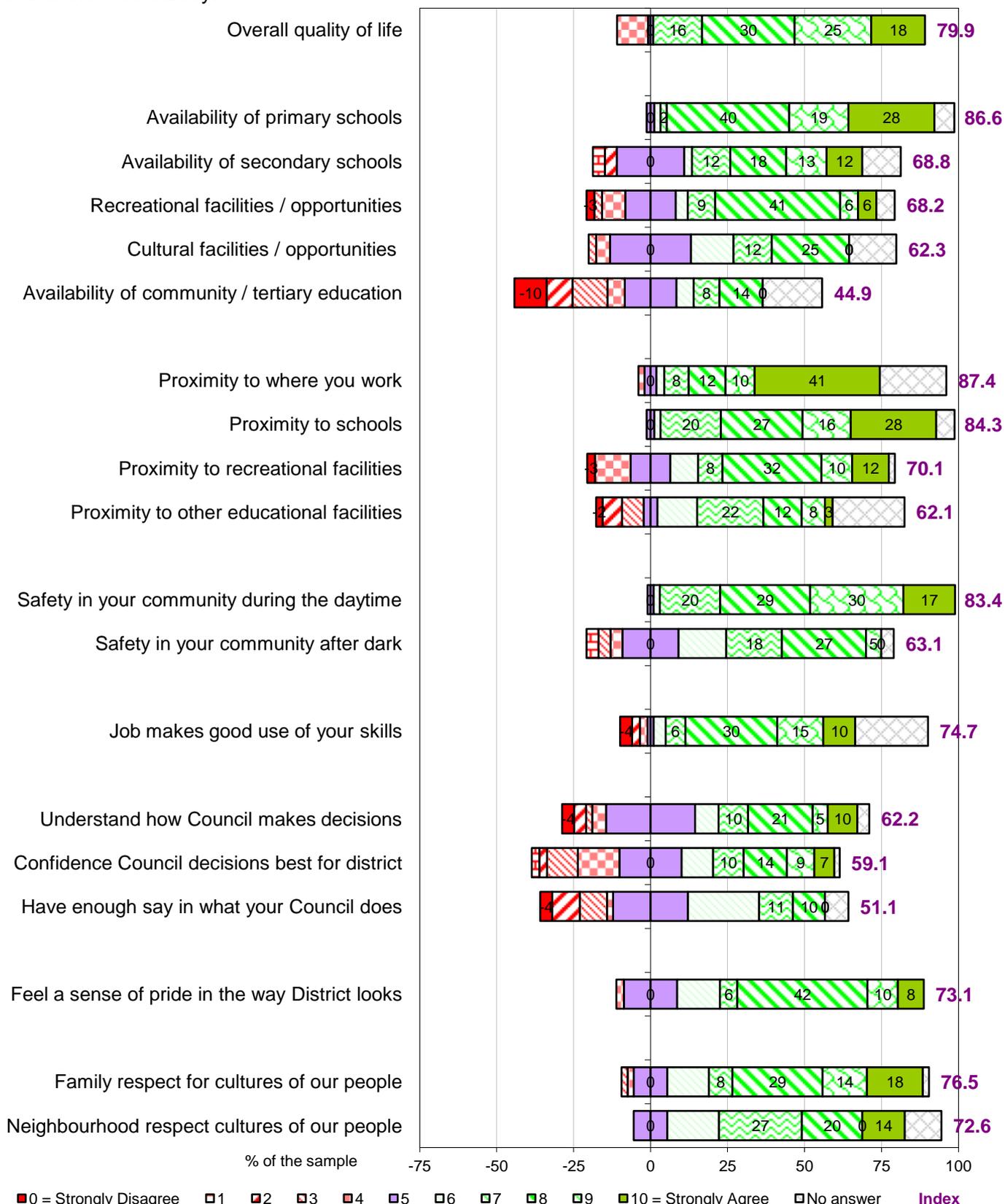
Percentage of respondents rating each question with scores from 0 to 10

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		
Crime and Safety	Safety index	Safety in your community during the daytime					3.9	5.8	0.8	10.7	15.6	20.4	42.8		86.1	
Crime and Safety	Safety index	Safety in your community after dark			3.0	3.0	5.9	10.4	6.4	15.4	32.1	8.7	13.3	1.7	71.8	
Work opportunities	Agreement Index	Job makes good use of your skills		2.0	4.0					3.2	10.7	16.9	14.2	14.6	34.5	78.3
Work opportunities	Agreement Index	Young people can imagine building a life	2.0	2.0	16.5	10.2	7.0	13.6	14.8	13.9	9.1	1.9	2.3	6.9	49.3	
Council Decision Making	Agreement Index	Understand how Council makes decisions	4.0	6.7	6.7	7.7	5.5	12.0	6.7	15.1	16.2	7.7	7.7	4.0	56.9	
Council Decision Making	CSI Score	Overall Community Boards			11.6	13.7	2.0	15.2	14.2	15.7	13.0	4.0	0.9	9.9	54.5	
Council Decision Making	Agreement Index	Confidence Council decisions best for district	5.9	4.8	7.7	8.5	10.5	14.5	16.7	15.7	8.1	3.8	1.7	2.2	49.7	
Council Decision Making	Agreement Index	Have enough say in what your Council does	5.9	8.0	7.7	11.0	8.7	9.2	14.5	18.8	8.0	3.0		5.2	47.1	
Culture and Identity	Agreement Index	Feel a sense of pride in the way District looks			1.2	2.8	3.0	12.0	14.2	18.1	38.0	4.2	6.5		70.2	
Culture and Identity	CSI Score	Development on coastline is adequately managed	3.8	2.8	0.9	3.2	9.8	17.3	16.7	21.7	12.7	2.7	1.0	7.2	57.0	
Culture and Identity	CSI Score	The quality of rivers and waterways	2.0	5.7	3.8	7.2	8.8	15.3	13.8	20.6	9.0	4.0	6.0	3.8	56.3	
Participation and equity	Agreement Index	Family respect for cultures of our people		0.8		5.7	5.9	1.9	5.8	17.3	19.5	22.7	15.3	5.1	75.9	
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people				2.0	7.9	8.0	3.2	25.5	22.6	6.8	9.5	14.4	71.6	

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

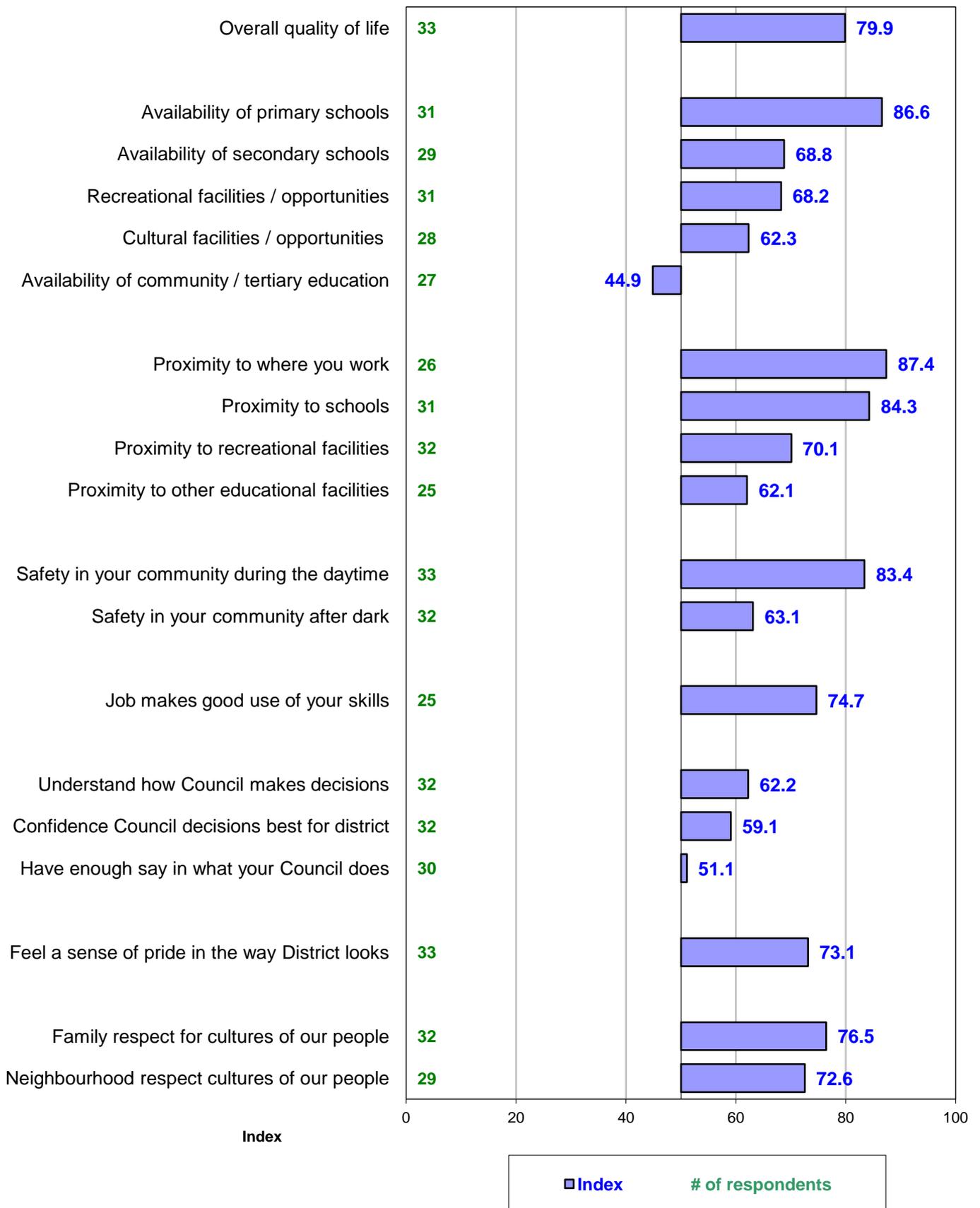
Summary of Indexes – Hauraki

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 87.4 for the factor 'how satisfied were you with how close you live to where you work' down to an Index of 44.9 for the factor 'how satisfied were you with the availability of community or tertiary education in your area'.



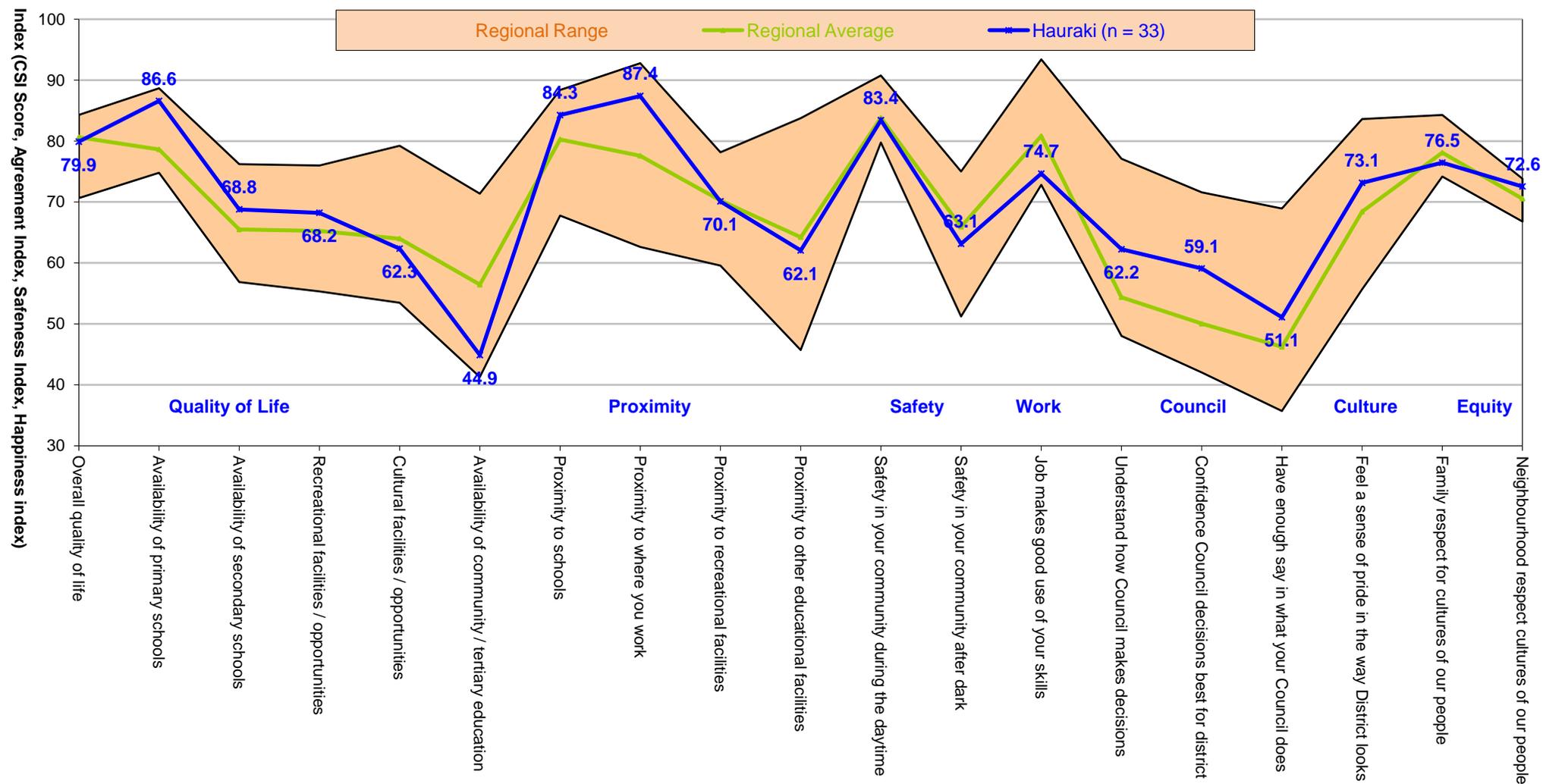
Hauraki District - Comparison to 2010 and 2007

The following chart compares Hauraki's 2013 results with 2010 and 2007. There were 10 increases versus 9 decreases in the Indexes. The largest increase was 11.4 points for the statement 'how satisfied were you with how close you live to where you work' followed by a 9.1 point increase for the factor 'how satisfied were you with the recreational facilities and opportunities provided in your area'. The largest decrease was 9.3 points for the factor the 'your job makes good use of your skills, training and experience' followed by a 6.6 point decrease for the factor 'How satisfied were you with the availability of secondary schools in your area'.



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 close to the weighted average of the District for some factors and higher for several factors. The highest rated factor is 'how close you live to where you work' (Index 87.4) and the lowest rated is 'The availability of community or tertiary education in your area' (Index 44.9).



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	
Overall Quality of Life	Happiness Index	Overall Quality of Life					10.0	1.7		15.9	30.0	24.9	17.5		79.9	
Quality of Life	CSI Score	Availability of primary schools							2.5	2.0	2.0	39.8	19.2	27.9	6.5	86.6
Quality of Life	CSI Score	Availability of secondary schools		3.9	3.9				21.9	2.5	12.4	18.2	13.1	11.6	12.5	68.8
Quality of Life	CSI Score	Recreational facilities / opportunities	2.5			2.5	7.6	16.4	3.9	8.9	40.6	5.8	5.9	6.0	68.2	
Quality of Life	CSI Score	Cultural facilities / opportunities				2.5	4.5	26.3	13.8	12.4	25.1			15.4	62.3	
Quality of Life	CSI Score	Availability of community / tertiary education	10.4		8.4	11.4	5.6	16.8	5.6	8.4	14.0			19.3	44.9	
Proximity	CSI Score	Proximity to where you work					2.0	3.9	2.5	7.9	12.0	9.5	40.6	21.6	87.4	
Proximity	CSI Score	Proximity to schools						2.5	2.0	19.6	26.5	15.7	27.7	6.0	84.3	
Proximity	CSI Score	Proximity to recreational facilities	2.5				11.6	12.9	9.0	7.9	32.1	10.0	11.9	2.0	70.1	
Proximity	CSI Score	Proximity to other educational facilities	2.0		6.4	7.0		4.5	12.9	21.5	12.4	7.6	2.5	23.3	62.1	
Crime and Safety	Safety index	Safety in your community during the daytime						2.0	2.0	19.6	29.2	30.3	16.8		83.4	
Crime and Safety	Safety index	Safety in your community after dark		3.9		3.9	3.9	18.2	15.5	18.1	27.3	4.9		4.1	63.1	
Work opportunities	Agreement Index	Job makes good use of your skills	3.9		2.5		2.5	2.0	3.9	6.4	29.8	15.0	10.4	23.6	74.7	

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	Understand how Council makes decisions	3.9		3.9	2.0	4.5	28.9	7.6	9.6	21.0	4.9	9.6	3.9	62.2
Council Decision Making	Agreement Index	Confidence Council decisions best for district		2.5	2.5	10.0	13.5	20.2	10.2	9.9	14.1	8.9	6.5	1.7	59.1
Council Decision Making	Agreement Index	Have enough say in what your Council does	3.9		8.9	8.9	2.0	24.3	23.1	11.0	10.4			7.6	51.1
Culture and Identity	Agreement Index	Feel a sense of pride in the way District looks					2.5	17.3	13.9	5.6	42.3	9.9	8.4		73.1
Participation and equity	Agreement Index	Family respect for cultures of our people				2.0	2.0	10.9	13.5	7.6	29.3	14.4	18.2	2.0	76.5
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people						10.9	16.8	26.9	19.6		13.8	11.9	72.6

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

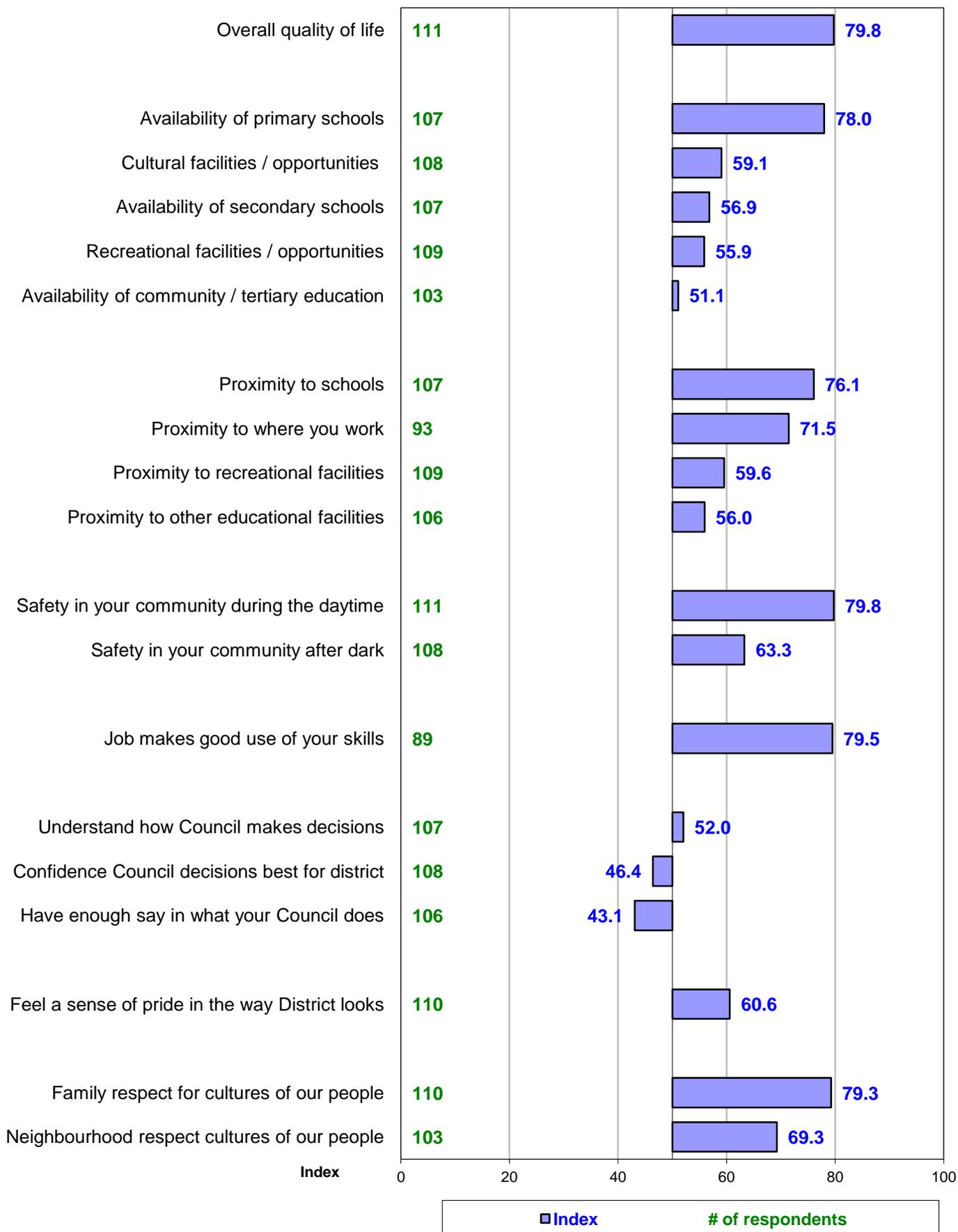
Summary of Indexes – Waikato District

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



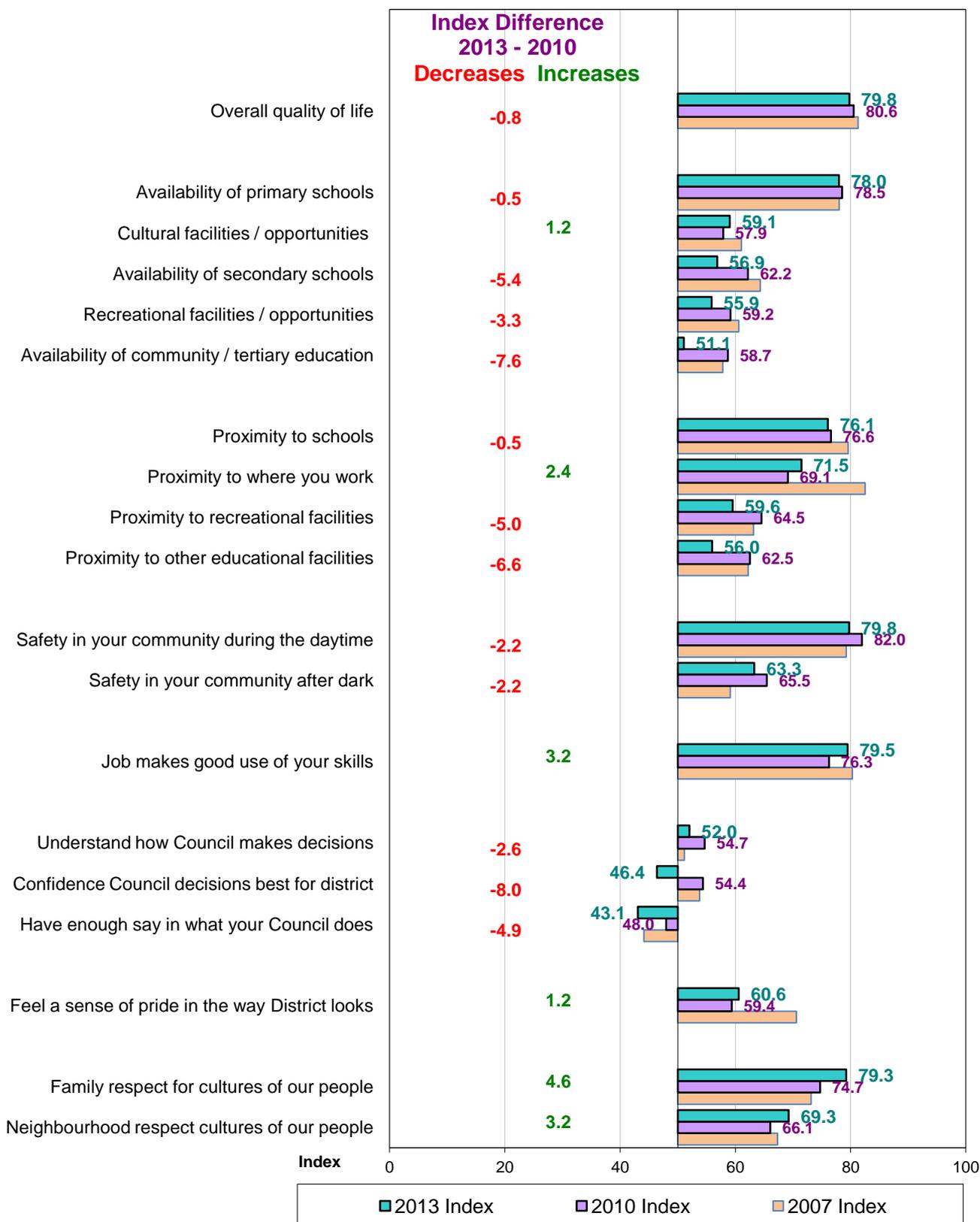
Indexes – Waikato District

The indexes range from 79.8 for the ‘Safety in your community during the daytime’ down to an Index of 43.1 for the statement ‘You have enough say in what your Council does’.



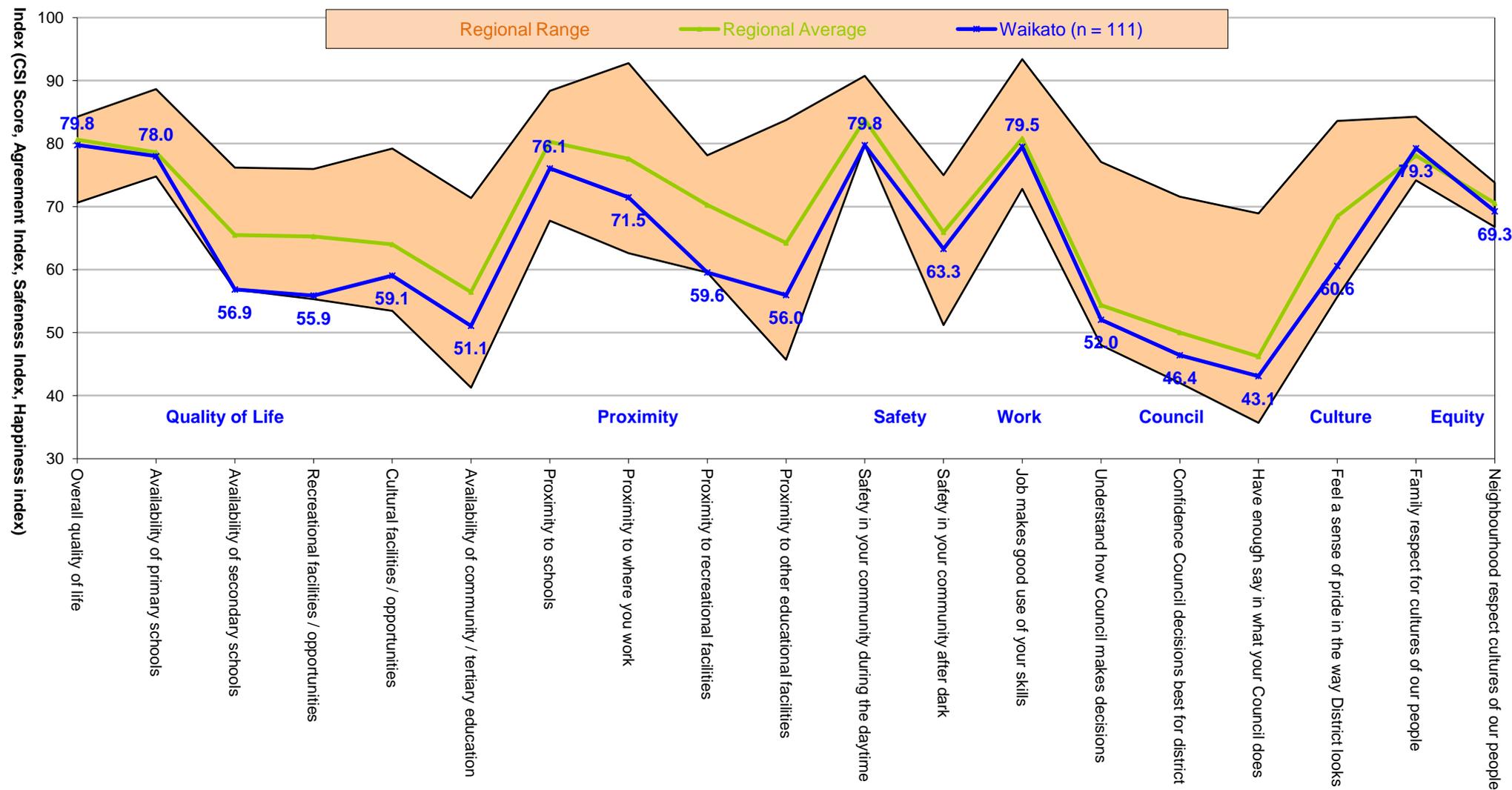
Waikato District - Comparison to 2010 and 2007

The following chart compares the Waikato District's 2013 results with 2010 and 2007. There were 6 increases and 13 decreases in the Indexes. The largest increase was 4.6 points for the statement 'your family are knowledgeable and show respect for the many and diverse cultures of the people who live here'. The largest decreases were 8.0 points for satisfaction with 'overall, you have confidence that the Council makes decisions that are in the best interests of your district' and 7.6 points for satisfaction with 'the availability of community or tertiary education in your area'.



Waikato District

The chart compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for the Waikato District against the other Districts in the Waikato. This shows that the Waikato District tends to be rated slightly lower than the weighted average of the District on most factors. The highest rated factor is 'Safety in your community during the daytime' (Index 79.8) and 'How happy you are with your Quality of Life' (Index 79.8). The lowest rated factor is 'Have enough say in what your Council does' (Index 43.1).



Waikato District - 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
Overall Quality of Life	Happiness Index	Overall Quality of Life				0.7	0.7	12.2	6.8	7.4	29.9	23.9	18.5		79.8
Quality of Life	CSI Score	Availability of primary schools	2.5	2.0	1.0			2.2	7.0	17.1	28.4	13.9	22.4	3.3	78.0
Quality of Life	CSI Score	Cultural facilities / opportunities	5.1	2.0	1.6	5.4	3.1	23.6	12.5	19.9	14.6	3.8	5.7	2.8	59.1
Quality of Life	CSI Score	Availability of secondary schools	3.1	4.1	8.5	8.1	11.2	10.6	4.5	12.9	20.9	5.3	7.4	3.4	56.9
Quality of Life	CSI Score	Recreational facilities / opportunities	5.1	2.0	1.7	12.9	11.9	15.0	8.0	16.1	15.0	5.0	5.7	1.6	55.9
Quality of Life	CSI Score	Availability of community / tertiary education	12.1	2.0	11.5	9.7	4.0	5.4	10.5	7.1	18.5	3.3	8.6	7.2	51.1
Proximity	CSI Score	Proximity to schools		2.0	0.5	2.0	5.6	8.2	5.8	9.1	31.4	6.0	25.4	4.0	76.1
Proximity	CSI Score	Proximity to where you work	4.5	1.7	2.5	1.1	8.0	7.1	3.9	6.8	15.3	2.3	31.0	15.8	71.5
Proximity	CSI Score	Proximity to recreational facilities	2.0		2.5	15.6	10.0	14.2	10.5	12.9	16.2	5.0	9.5	1.6	59.6
Proximity	CSI Score	Proximity to other educational facilities	5.0	3.0	6.4	7.3	7.0	20.1	8.0	10.6	14.7	3.9	9.3	4.6	56.0
Crime and Safety	Safety index	Safety in your community during the daytime	2.0			2.5	0.5	6.3	8.4	6.1	29.1	19.8	25.2		79.8
Crime and Safety	Safety index	Safety in your community after dark	4.0	1.6	0.5	6.2	9.8	10.8	13.6	10.4	25.0	6.6	8.7	2.9	63.3
Work opportunities	Agreement Index	Job makes good use of your skills			5.7	0.7	1.0	3.7	2.9	7.9	21.0	12.2	24.9	20.0	79.5

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	Understand how Council makes decisions	10.4	3.7	5.8	2.6	7.0	20.7	13.9	11.1	10.8	4.9	5.6	3.6	52.0
Council Decision Making	Agreement Index	Confidence Council decisions best for district	6.7	6.7	9.5	7.8	11.3	15.1	17.0	11.5	7.7		3.6	3.1	46.4
Council Decision Making	Agreement Index	Have enough say in what your Council does	8.7	6.3	10.4	13.6	6.8	19.9	10.1	7.9	6.9	4.6	0.5	4.2	43.1
Culture and Identity	Agreement Index	Feel a sense of pride in the way District looks	7.0	1.3	2.1	4.1	2.0	19.2	19.3	18.3	9.8	5.8	10.7	0.5	60.6
Participation and equity	Agreement Index	Family respect for cultures of our people			0.5	1.7	2.0	7.6	6.5	12.9	28.3	18.8	21.1	0.5	79.3
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people			2.0	6.1	0.7	16.5	7.8	19.8	21.0	8.8	10.4	7.0	69.3

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

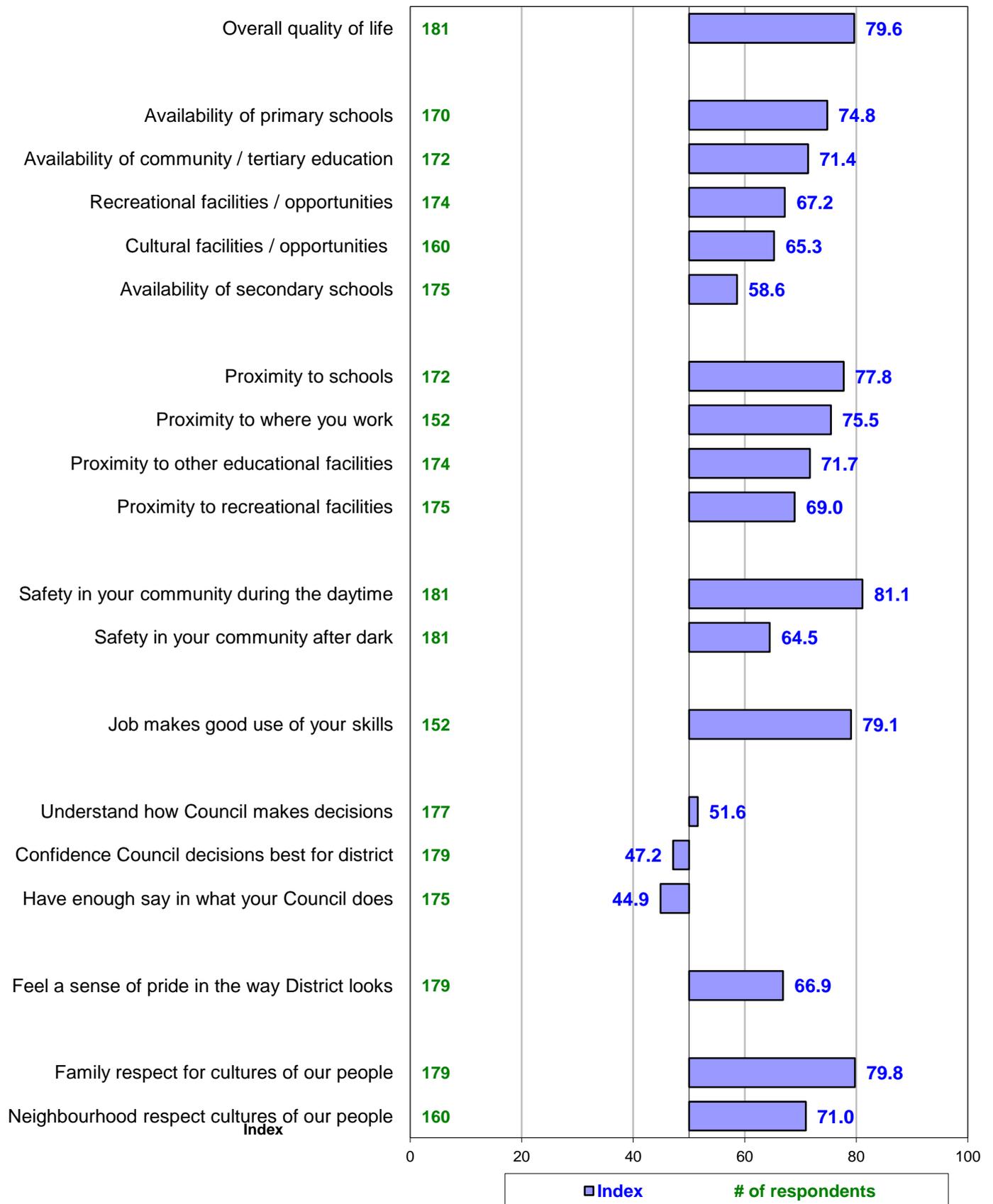
Summary of Indexes – Hamilton

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.



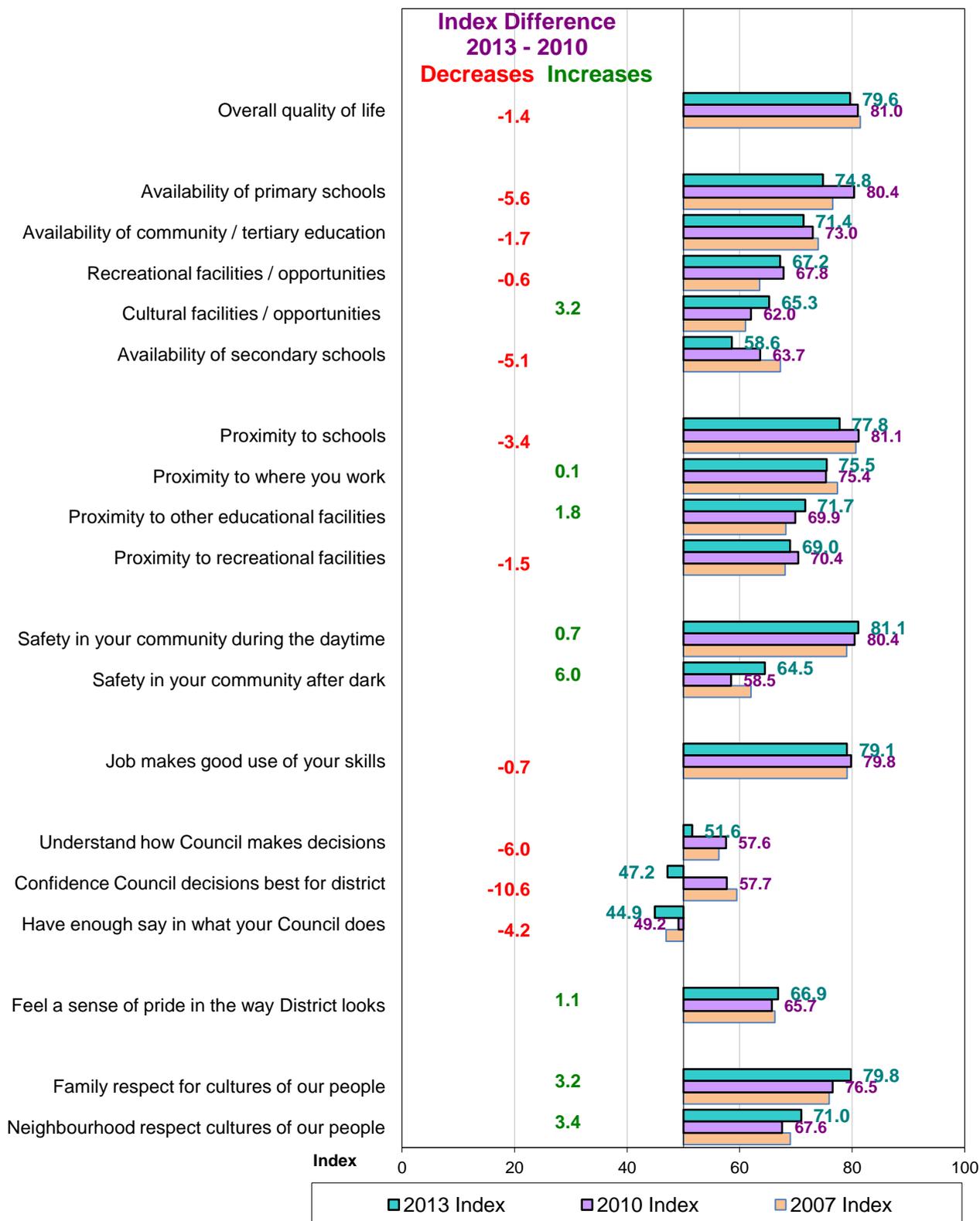
Indexes – Hamilton

The indexes range from 81.1 for satisfaction with 'how safe would you feel in your community during the daytime' down to an Index of 44.9 for the statement 'you have enough say in what your Council does'.



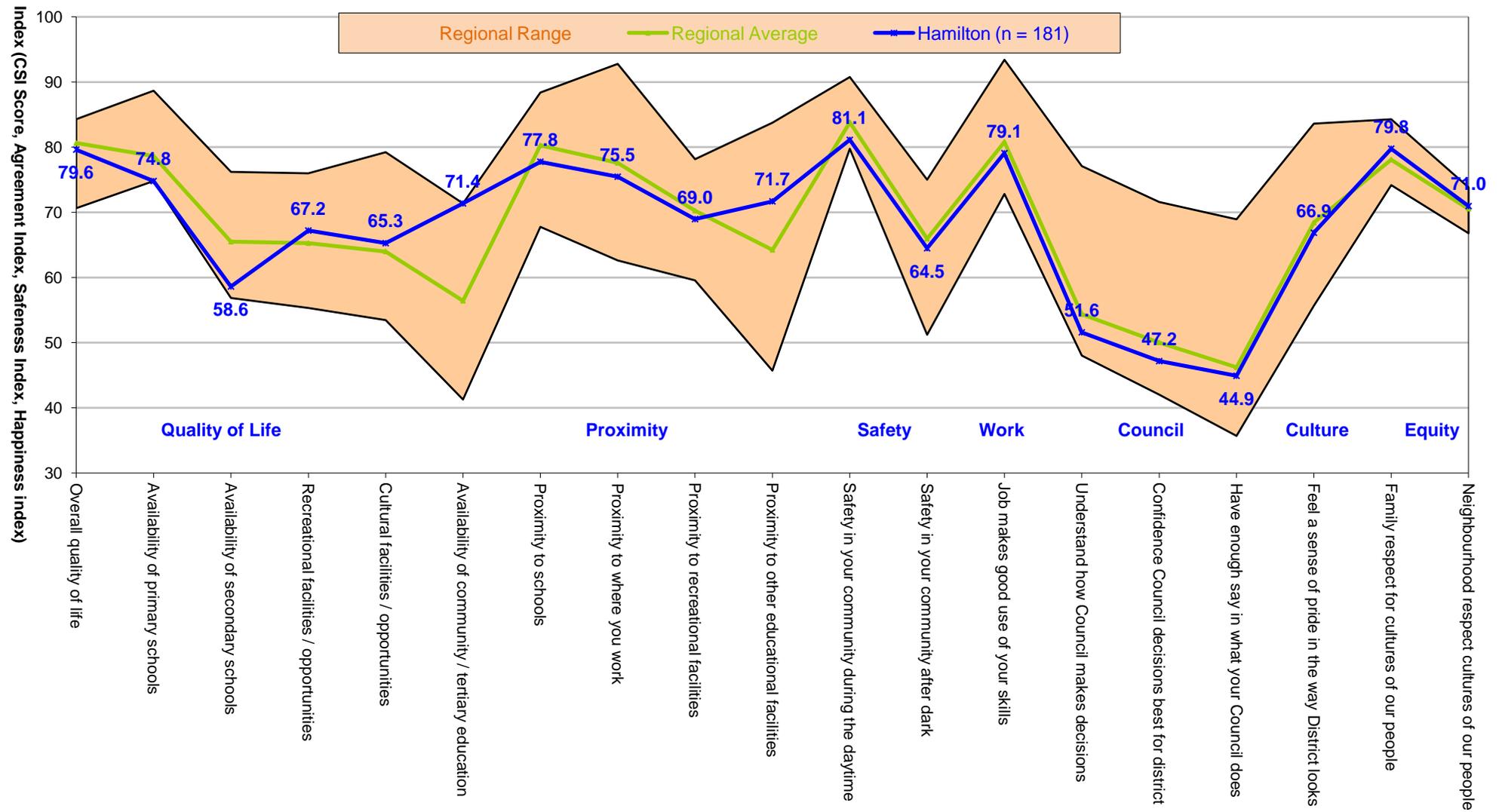
Hamilton - Comparison to 2010 and 2007

The following chart compares Hamilton's 2013 results with 2010 and 2007. There were 8 increases and 11 decreases in the Indexes. The largest increase was 6.0 points for the statement 'how safe would you feel in your community after dark' and 3.4 points for the statement 'your neighbourhood are knowledgeable and show respect for the many and diverse cultures of the people who live here'. The largest decreases were 10.6 points for the statement 'overall, you have confidence that the Council makes decisions that are in the best interests of your district' and 6.0 points for the statement 'overall, you understand how your Council makes decisions'.



Hamilton City

The chart compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for Hamilton against the other Districts in the Waikato. This shows that Hamilton tends to be rated close to the weighted average of the District for most factors. The highest rated factor is 'Safety in your community during the daytime' (Index 81.1) and the lowest rated factor is 'Have enough say in what your Council does' (Index 44.9).



Hamilton - 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
Overall Quality of Life	Happiness Index	Overall Quality of Life			0.3	0.3	1.0	4.7	9.6	15.2	34.1	17.9	17.0		79.6
Quality of Life	CSI Score	Availability of primary schools	1.2	0.9	0.8	3.2	1.3	9.7	6.7	14.0	25.9	10.3	19.9	6.1	74.8
Quality of Life	CSI Score	Availability of community / tertiary education	3.5	0.3	2.0	2.7	5.4	6.5	7.4	16.6	23.4	8.4	19.0	4.8	71.4
Quality of Life	CSI Score	Recreational facilities / opportunities	1.0	0.3	2.1	3.8	5.1	12.2	7.8	29.5	20.0	8.4	6.0	3.8	67.2
Quality of Life	CSI Score	Cultural facilities / opportunities	1.6	0.6	1.0	2.3	1.7	15.3	15.8	23.2	19.3	3.5	4.2	11.4	65.3
Quality of Life	CSI Score	Availability of secondary schools	2.8	5.1	7.5	6.0	8.7	14.1	7.2	9.3	19.0	6.8	10.2	3.4	58.6
Proximity	CSI Score	Proximity to schools				1.9	1.9	9.7	8.8	12.6	27.7	9.9	22.7	4.7	77.8
Proximity	CSI Score	Proximity to where you work	1.7		1.3	1.6	1.7	9.4	4.3	14.4	18.6	13.7	17.5	16.0	75.5
Proximity	CSI Score	Proximity to other educational facilities	0.9	0.4	0.8		1.8	15.5	12.3	19.8	22.4	11.4	10.8	4.0	71.7
Proximity	CSI Score	Proximity to recreational facilities	0.9		1.8	1.3	4.3	10.7	12.4	29.3	22.0	6.8	7.1	3.2	69.0
Crime and Safety	Safety index	Safety in your community during the daytime	1.2	0.4	0.6	0.6	1.0	4.3	6.3	10.5	28.2	22.5	24.2		81.1
Crime and Safety	Safety index	Safety in your community after dark	4.2	2.8	2.0	1.9	6.3	9.8	12.0	21.3	25.0	9.7	5.0		64.5
Work opportunities	Agreement Index	Job makes good use of your skills			0.4	1.4	2.3	6.9	4.6	10.8	23.6	16.6	17.5	15.8	79.1

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	Understand how Council makes decisions	7.9	1.8	5.0	10.8	11.6	16.9	9.9	11.2	16.3	2.3	4.0	2.3	51.6
Council Decision Making	Agreement Index	Confidence Council decisions best for district	7.9	6.1	4.5	12.5	12.3	16.6	10.1	17.2	7.9	0.7	3.2	1.0	47.2
Council Decision Making	Agreement Index	Have enough say in what your Council does	10.7	3.7	5.8	15.6	11.0	13.0	10.6	14.2	8.2	2.6	1.0	3.5	44.9
Culture and Identity	Agreement Index	Feel a sense of pride in the way District looks	0.3	0.3	2.3	2.2	3.7	12.9	19.0	27.5	19.1	4.2	7.2	1.2	66.9
Participation and equity	Agreement Index	Family respect for cultures of our people			0.7	0.4		7.6	10.1	13.3	30.9	11.2	24.6	1.2	79.8
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people	0.3		2.8	1.3	1.0	12.1	12.5	17.5	24.7	5.1	11.5	11.4	71.0

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

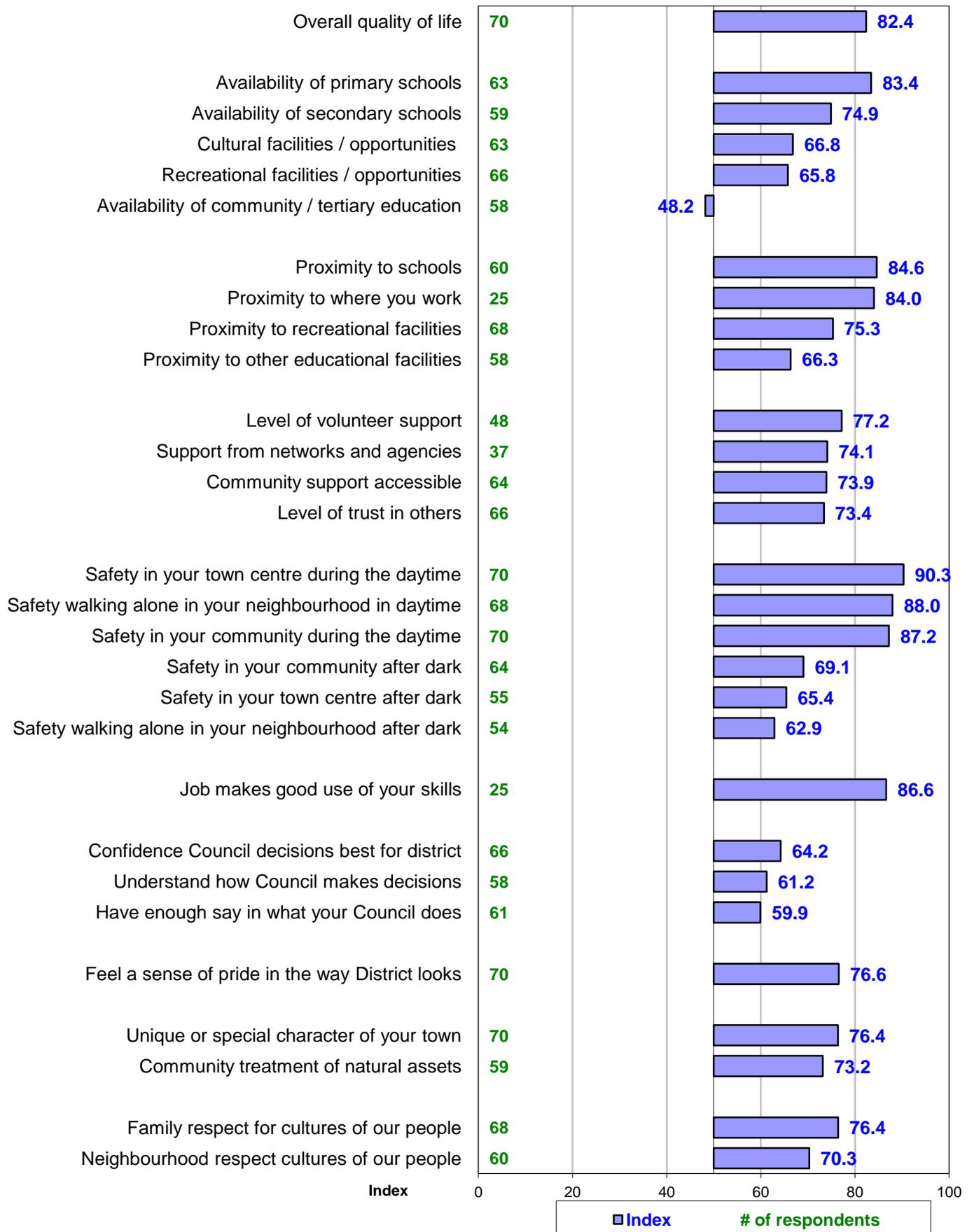
Summary of Indexes – Matamata-Piako District

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



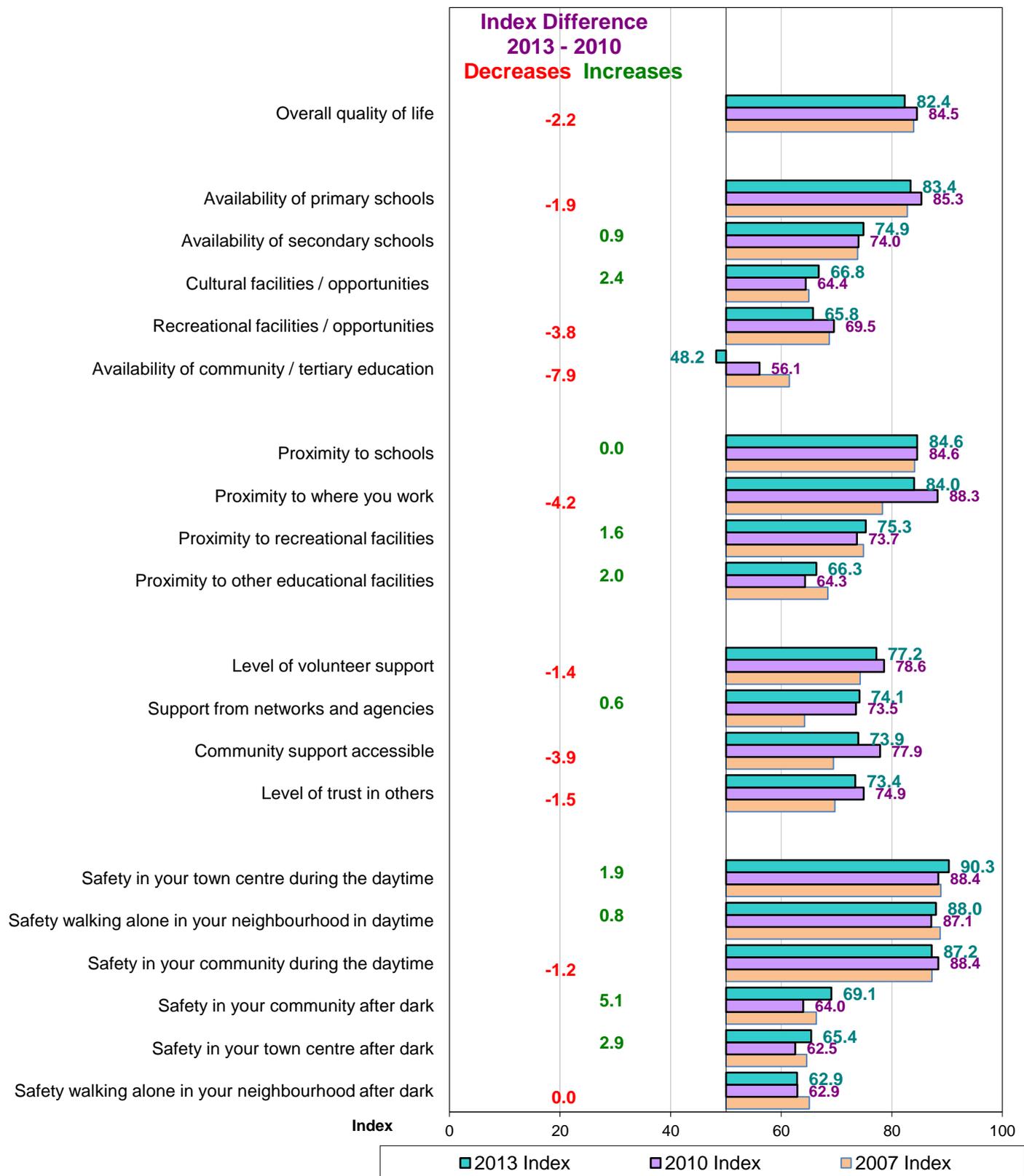
Indexes – Matamata-Piako District

The indexes for Matamata-Piako range from 90.3 for the factors 'Safety in your town centre during the daytime' down to an Index of 48.2 for the 'availability of community or tertiary education in your area'.



Matamata-Piako District - Comparison to 2010 and 2007

The two following charts compare the 2013 results with 2010 and 2007. There were 13 increases and 14 decreases in the Indexes. The largest increase was 5.1 points for the statement 'how safe would you feel in your community after dark' and 2.9 points for the statement 'how safe would you feel in the town centre after dark'. The largest decreases were 7.9 points for satisfaction with 'the availability of community or tertiary education in your area' and 4.2 points for satisfaction with 'how close you live to where you work'.

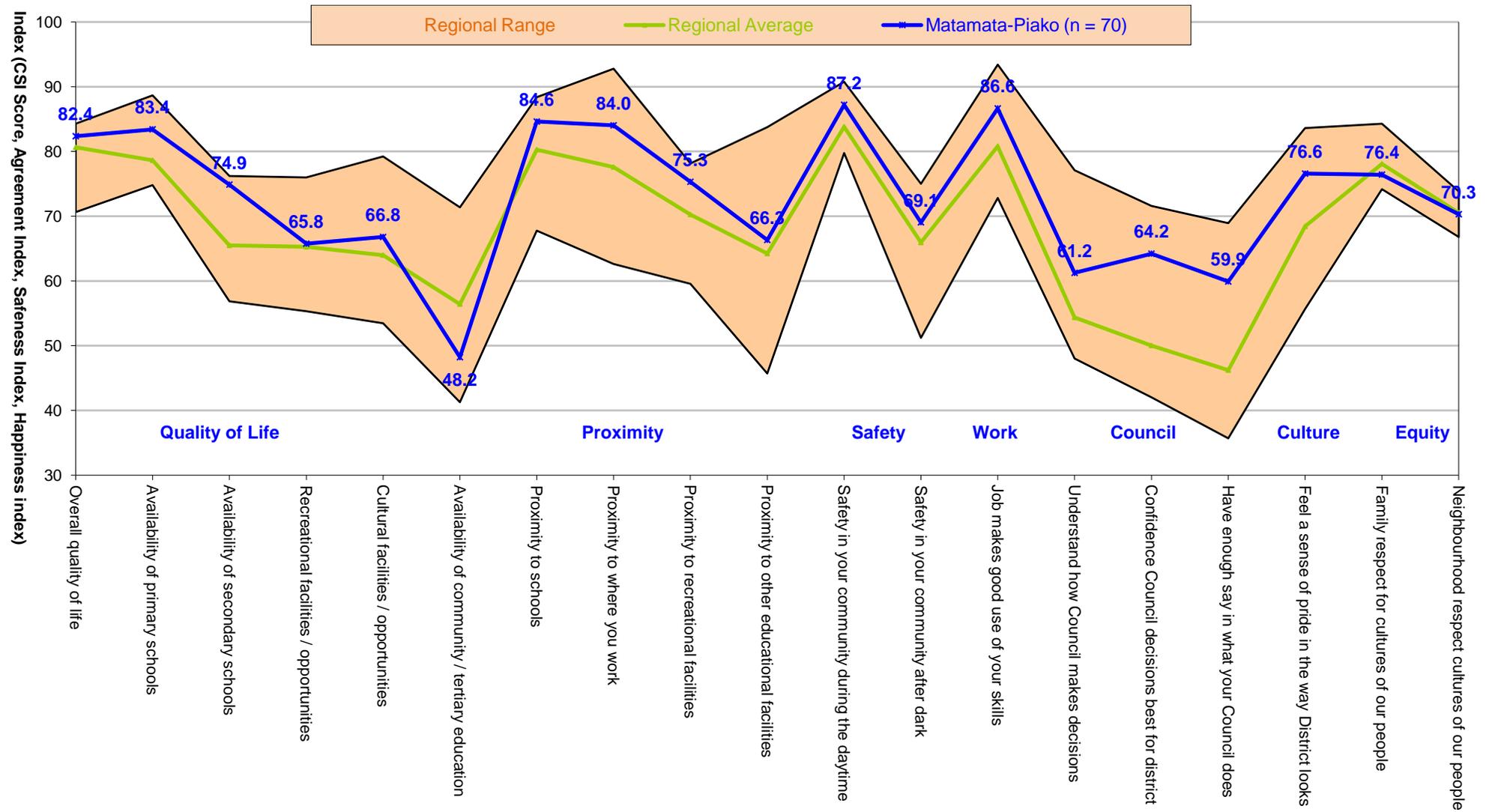


Matamata-Piako District - Comparison to 2010 and 2007 (continued)



Matamata-Piako District

The chart compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for Matamata-Piako against the other Districts in the Waikato. This shows that Matamata-Piako tends to be rated higher than the weighted average of the District for most factors. The highest rated factor is 'Safety in your community during the daytime' (Index 87.2) and the lowest rated is 'The availability of community or tertiary education in your area' (Index 48.2).



Matamata-Piako - 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
Overall Quality of Life	Happiness Index	Overall Quality of Life	1.0		1.9		1.0	1.9	7.8	9.2	23.9	29.2	24.1		82.4
Quality of Life	CSI Score	Availability of primary schools	1.9		0.8		1.9		1.8	13.3	24.1	25.7	25.9	4.6	83.4
Quality of Life	CSI Score	Availability of secondary schools	2.7		1.9	0.8	1.9	11.2	8.5	5.1	26.2	14.4	19.7	7.6	74.9
Quality of Life	CSI Score	Cultural facilities / opportunities	4.7		1.0		1.8	16.9	11.8	20.5	23.7	10.1	4.7	4.9	66.8
Quality of Life	CSI Score	Recreational facilities / opportunities			1.2	8.1	9.7	12.4	5.7	29.0	12.0	12.5	6.5	2.9	65.8
Quality of Life	CSI Score	Availability of community / tertiary education	9.6	5.5	11.5	7.1	8.6	13.5	4.9	9.1	8.7	4.7	8.6	8.1	48.2
Proximity	CSI Score	Proximity to schools			1.9			2.7	7.0	10.4	18.2	18.6	34.3	6.8	84.6
Proximity	CSI Score	Proximity to where you work				1.9	1.9	4.8	1.2	4.0	15.6	12.1	26.8	31.6	84.0
Proximity	CSI Score	Proximity to recreational facilities			1.9	1.2	3.9	4.7	12.4	24.1	16.7	16.8	16.6	1.7	75.3
Proximity	CSI Score	Proximity to other educational facilities	3.1	1.8	1.2	4.0	6.9	7.0	19.4	6.8	21.4	5.6	14.2	8.6	66.3
Social	CSI Score	Level of volunteer support	1.0			1.0	1.0	8.7	4.7	17.1	22.8	11.3	17.1	15.3	77.2
Social	CSI Score	Support from networks and agencies			1.0	2.2	4.8	8.6	4.5	11.2	18.9	14.3	11.4	23.0	74.1
Social	CSI Score	Community support accessible				1.0	2.0	9.8	14.0	16.6	31.4	13.9	7.3	4.2	73.9
Social	CSI Score	Level of trust in others			3.1	2.0	1.0	2.9	11.9	21.4	35.5	15.5	3.6	3.1	73.4

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

Percentage of respondents rating each question with scores from 0 to 10 - The cells highlighted in orange reflect the mode (most common score).

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
Crime and Safety	Safety index	Safety in your town centre during the daytime			1.0				1.9	4.0	16.2	36.8	40.1		90.3
Crime and Safety	Safety index	Safety walking alone in your neighbourhood in daytime			1.0		2.9		3.1	5.7	16.5	30.5	38.7	1.7	88.0
Crime and Safety	Safety index	Safety in your community during the daytime			1.0			1.9	2.0	3.7	32.8	25.6	33.0		87.2
Crime and Safety	Safety index	Safety in your community after dark	1.9		1.9	4.0	7.6	8.3	9.9	20.3	19.5	8.3	14.3	4.0	69.1
Crime and Safety	Safety index	Safety in your town centre after dark	3.0		5.8	3.6	4.6	9.8	10.8	15.1	16.1	10.7	10.0	10.5	65.4
Crime and Safety	Safety index	Safety walking alone in your neighbourhood after dark	5.7		6.5	4.0	7.3	3.7	12.0	12.0	16.7	13.4	7.6	11.2	62.9
Work opportunities	Agreement Index	Job makes good use of your skills					1.9		2.0	8.2	16.3	15.3	25.1	31.2	86.6
Council Decision Making	Agreement Index	Confidence Council decisions best for district		0.8	4.9	3.2	3.8	25.9	7.0	13.3	25.4	6.8	5.9	2.9	64.2
Council Decision Making	Agreement Index	Understand how Council makes decisions	1.9		2.9	4.9	3.7	25.9	12.5	12.3	18.7	1.8	6.9	8.4	61.2
Council Decision Making	Agreement Index	Have enough say in what your Council does	4.7	2.4	2.9	4.9	2.9	15.4	12.9	18.0	23.3	2.0	4.1	6.5	59.9
Culture and Identity	Agreement Index	Feel a sense of pride in the way District looks	0.8	1.0		1.9	1.0	6.8	1.0	23.5	37.9	13.6	12.6		76.6
Culture and Identity	CSI Score	Unique or special character of your town			1.0		9.0	3.9	11.3	5.9	32.6	26.6	9.7		76.4
Culture and Identity	CSI Score	Community treatment of natural assets			1.8	1.0	2.2	13.5	7.5	14.6	29.9	11.2	10.4	8.0	73.2
Participation and equity	Agreement Index	Family respect for cultures of our people Neighbourhood respect cultures of our people	0.8		4.7	1.9		3.0	11.2	8.4	36.2	16.2	16.3	1.2	76.4
Participation and equity	Agreement Index				2.8	5.6	3.9	6.6	11.4	15.8	27.4	9.9	9.5	7.2	70.3

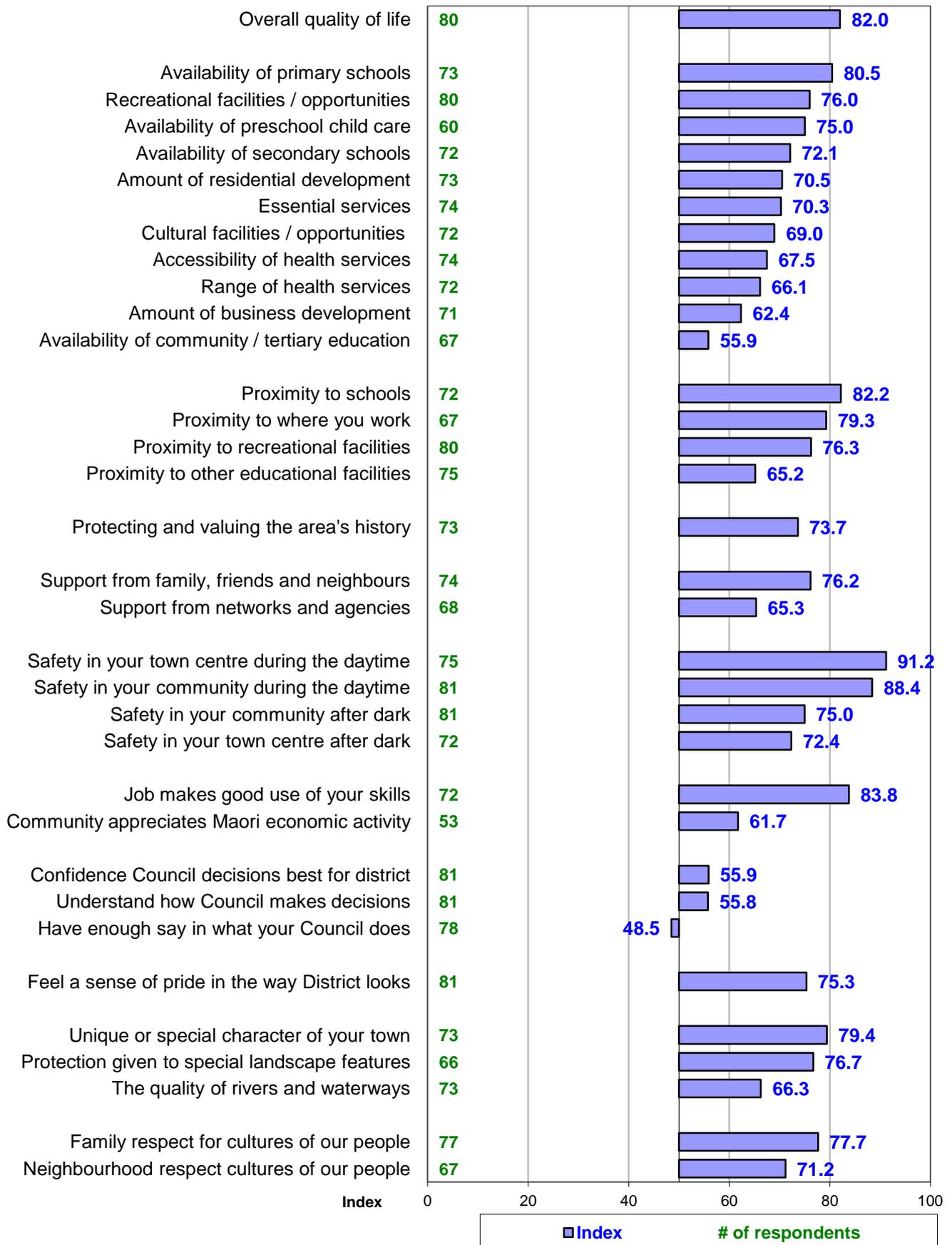
Summary of Indexes – Waipa District

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



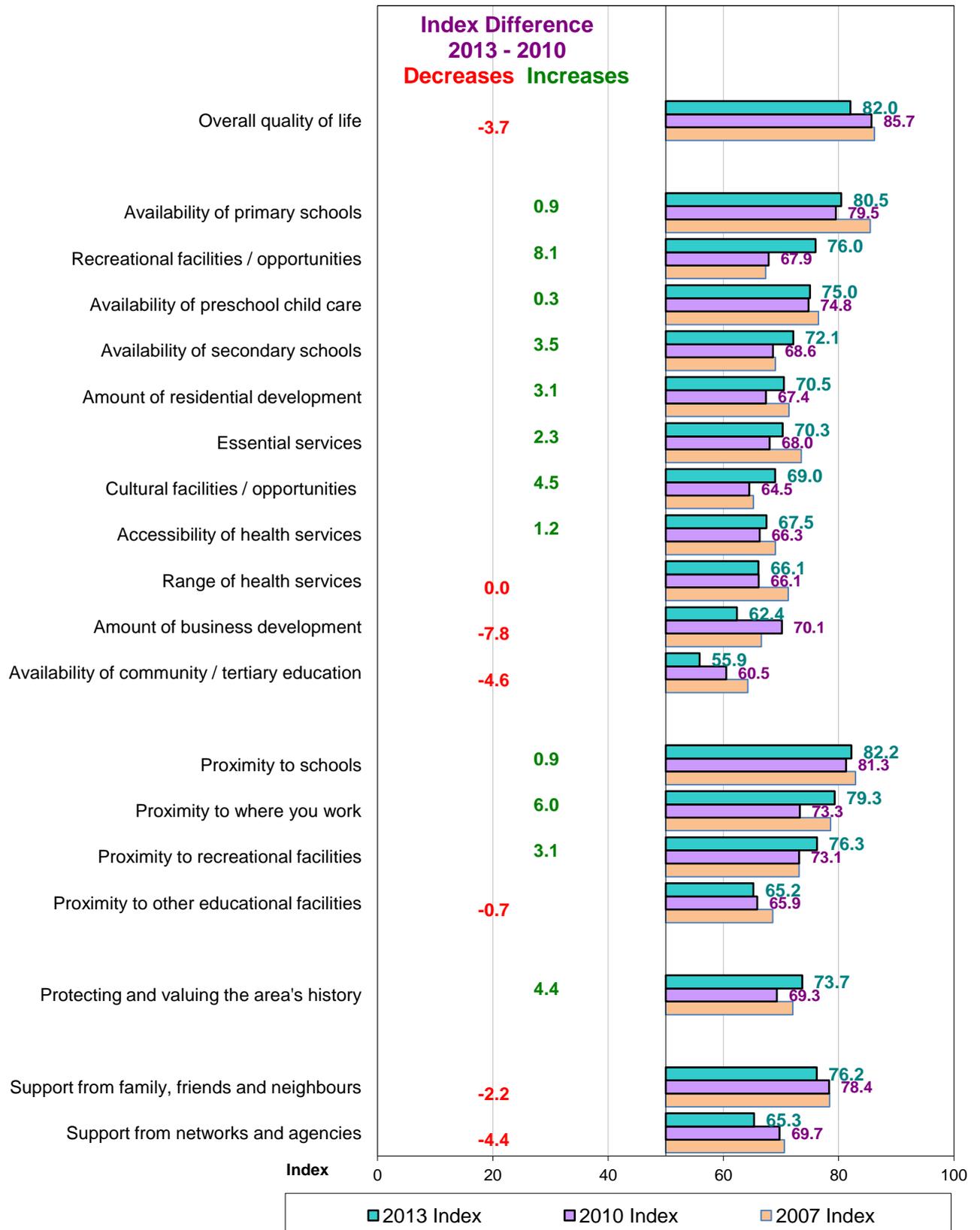
Indexes – Waipa District

The indexes range from 91.2 for the 'Safety in your town centre during the daytime' down to an Index of 48.5 for the 'You have enough say in what your Council does'.

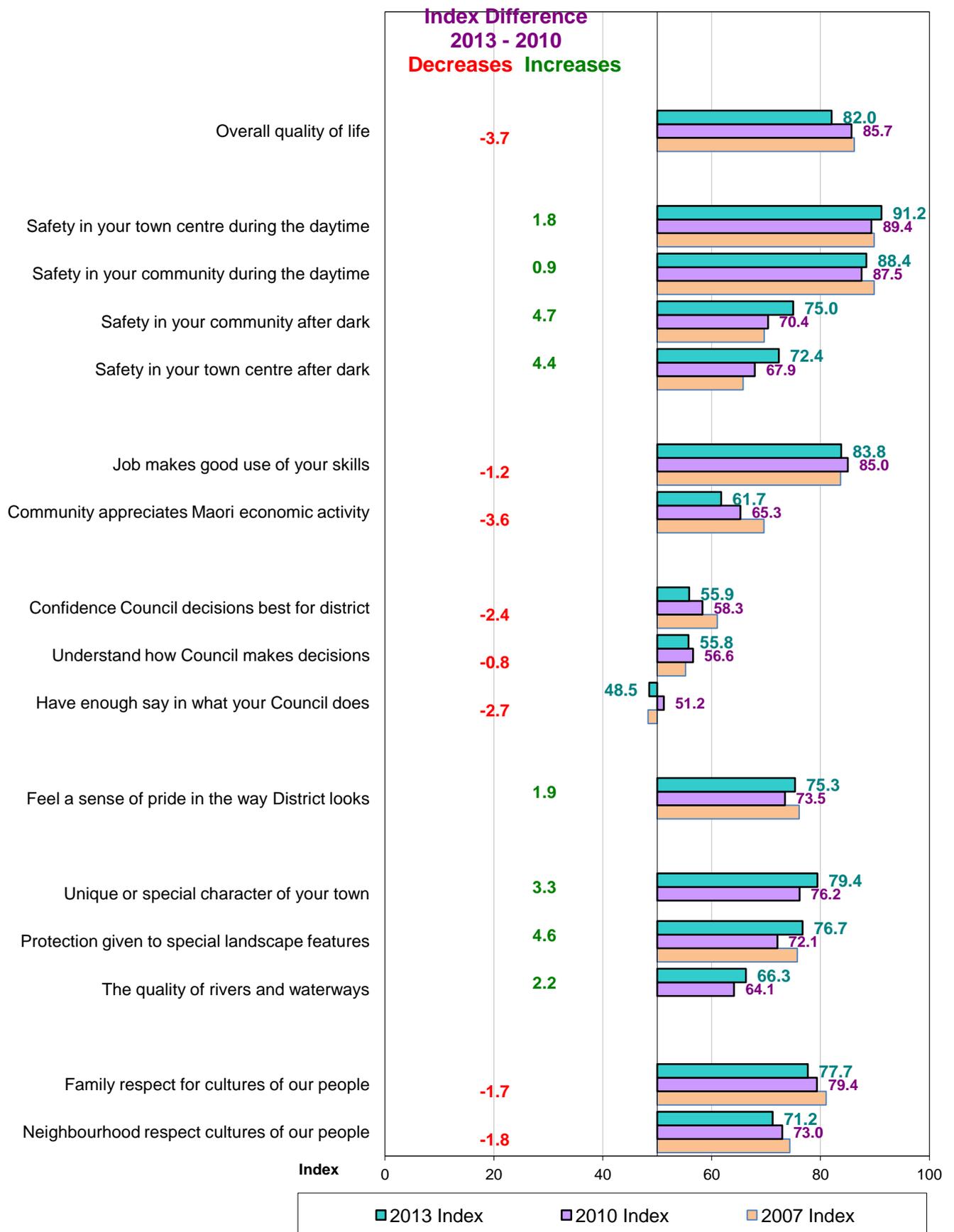


Waipa District - Comparison to 2010 and 2007

The two following charts compare the 2013 results with 2010 and 2007. There were 20 increases and 13 decreases in the Indexes. The largest increase was 8.1 points for satisfaction with *'the recreational facilities and opportunities provided in your area'* and 6.0 points for satisfaction with *'how close you live to where you work'*. The largest decreases were 7.8 points for satisfaction with *'the amount of business or commercial development in your area e.g. new businesses and shops'* and 4.6 points for satisfaction with *'the availability of community or tertiary education in your area'*.

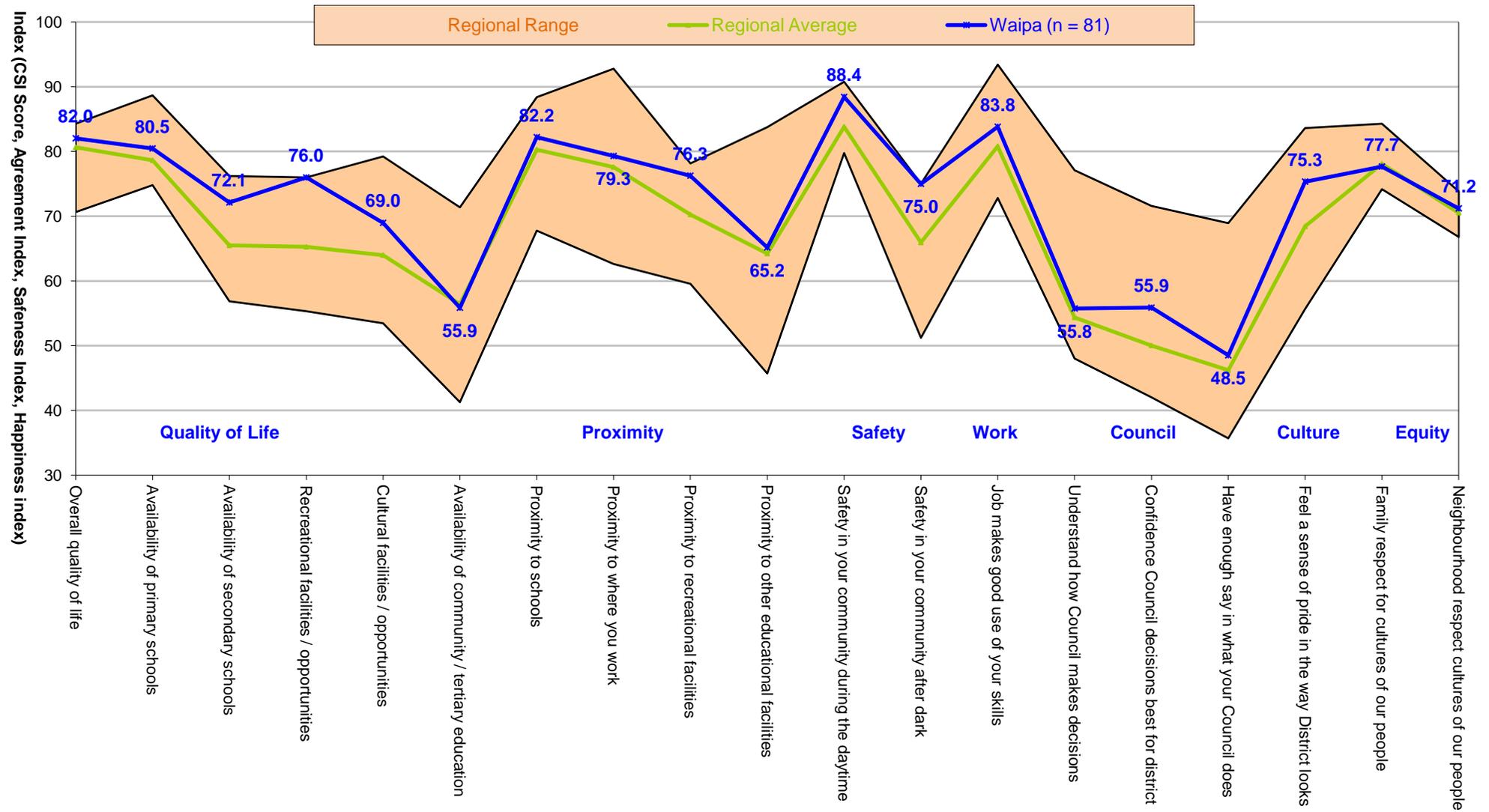


Waipa District - Comparison to 2010 and 2007 (continued)



Waipa District

The chart compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for Waipa against the other Districts in the Waikato. This shows that Waipa tends to be rated higher than the weighted average of the District for most factors. The highest rated factor is 'Safety in your community during the daytime' (Index 88.4) and the lowest rated is 'Have enough say in what your Council does' (Index 48.5).



Waipa - 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
Overall Quality of Life	Happiness Index	Overall Quality of Life	0.8				3.7	2.5	3.1	7.3	40.0	21.5	20.4	0.8	82.0
Quality of Life	CSI Score	Availability of primary schools				1.5		3.1	9.1	19.0	16.2	23.5	17.3	10.3	80.5
Quality of Life	CSI Score	Recreational facilities / opportunities	1.0		1.0		4.0	11.3	10.6	7.2	28.1	18.9	16.5	1.4	76.0
Quality of Life	CSI Score	Availability of preschool child care			1.0	2.7	1.6	9.3	6.5	13.8	18.4	13.4	13.8	19.4	75.0
Quality of Life	CSI Score	Availability of secondary schools	1.5		4.0	1.5	4.5	4.8	12.2	9.4	24.3	12.8	13.6	11.3	72.1
Quality of Life	CSI Score	Amount of residential development	1.6		1.0	6.8	1.6	8.9	4.5	18.1	41.1	4.2	8.8	3.3	70.5
Quality of Life	CSI Score	Essential services	2.7		3.9	0.8	2.5	6.0	9.1	18.8	41.3	9.7	4.1	1.0	70.3
Quality of Life	CSI Score	Cultural facilities / opportunities	1.5			2.5	5.0	17.3	4.6	13.8	28.6	9.7	5.9	11.1	69.0
Quality of Life	CSI Score	Accessibility of health services		2.7	5.2	0.7	3.7	15.4	5.2	22.8	24.9	13.8	4.8	0.8	67.5
Quality of Life	CSI Score	Range of health services	5.2		1.0	1.7	5.0	14.7	12.0	14.8	20.4	15.3	5.5	4.3	66.1
Quality of Life	CSI Score	Amount of business development	0.8	0.7	2.7	5.9	5.8	19.0	14.9	18.3	15.2	6.4	5.5	4.9	62.4
Quality of Life	CSI Score	Availability of community / tertiary education	2.2	4.5	8.5	6.1	2.3	8.9	16.0	11.5	14.6	3.9	3.7	17.7	55.9
Proximity	CSI Score	Proximity to schools		1.5				5.5	5.6	8.6	25.7	17.9	24.4	10.7	82.2
Proximity	CSI Score	Proximity to where you work				1.5	3.8	8.4	6.4	7.1	18.6	12.8	24.6	16.8	79.3
Proximity	CSI Score	Proximity to recreational facilities				4.6	2.5	4.1	9.5	16.9	31.3	15.2	14.5	1.4	76.3
Proximity	CSI Score	Proximity to other educational facilities	1.4	1.5	6.8	4.6	1.5	11.6	14.8	12.5	15.3	13.7	9.0	7.3	65.2
Cultural Facilities	Agreement Index	Protecting and valuing the area's history			1.6		2.7	10.9	4.4	27.3	28.3	17.7	4.8	2.4	73.7

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
Social	CSI Score	Support from family, friends and neighbours	0.8		1.6	0.7	3.3	4.0	11.8	12.0	34.0	18.1	12.6	1.0	76.2
Social	CSI Score	Support from networks and agencies	1.7	3.1	1.6	3.4	4.3	11.4	4.3	24.2	27.6	3.1	5.5	9.7	65.3
Crime and Safety	Safety index	Safety in your town centre during the daytime							1.0	9.1	19.3	18.3	52.3		91.2
Crime and Safety	Safety index	Safety in your community during the daytime				0.8	0.8		3.1	6.6	24.2	25.2	39.3		88.4
Crime and Safety	Safety index	Safety in your community after dark		0.8		3.7	0.8	9.3	10.4	19.1	28.4	10.2	17.4		75.0
Crime and Safety	Safety index	Safety in your town centre after dark		0.8		4.0	1.7	8.9	15.4	24.8	14.3	9.3	16.3	4.6	72.4
Work opportunities	Agreement Index	Job makes good use of your skills				1.7	4.5	1.5	4.2	7.7	22.4	12.8	34.2	10.9	83.8
Work opportunities	Agreement Index	Community appreciates Maori economic activity		1.0	2.5	2.4	5.0	11.8	13.8	22.0	7.0	2.6	3.2	28.7	61.7
Council Decision Making	Agreement Index	Confidence Council decisions best for district	2.4	2.2	1.5	11.6	12.8	15.3	17.9	13.7	16.7	4.3	1.5		55.9
Council Decision Making	Agreement Index	Understand how Council makes decisions	10.4	1.5	3.3	6.6	6.1	16.5	8.6	18.4	19.3	4.5	4.7		55.8
Council Decision Making	Agreement Index	Have enough say in what your Council does	9.8	3.0	6.4	8.7	9.8	16.7	12.2	14.0	13.4	2.1	0.8	3.2	48.5

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	
Culture and Identity	Agreement Index	Feel a sense of pride in the way District looks	0.7		3.1		2.3	4.5	8.8	16.5	36.3	21.7	6.1		75.3
Culture and Identity	CSI Score	Unique or special character of your town			1.6	1.6	1.6	0.8	6.7	17.3	34.9	14.2	19.0	2.2	79.4
Culture and Identity	CSI Score	Protection given to special landscape features				3.5	0.8	1.7	7.6	24.2	23.8	16.8	9.8	11.8	76.7
Culture and Identity	CSI Score	The quality of rivers and waterways		1.0		8.5	6.9	12.0	13.0	19.9	19.3	8.7	8.2	2.5	66.3
Participation and equity	Agreement Index	Family respect for cultures of our people	1.6	0.7	1.5	1.7	2.5	0.8	3.5	19.7	26.3	22.8	14.4	4.5	77.7
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people	0.8		4.5	0.7	0.8	2.9	8.9	22.4	31.7	6.0	4.5	16.8	71.2

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

Summary of Indexes – South Waikato District

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



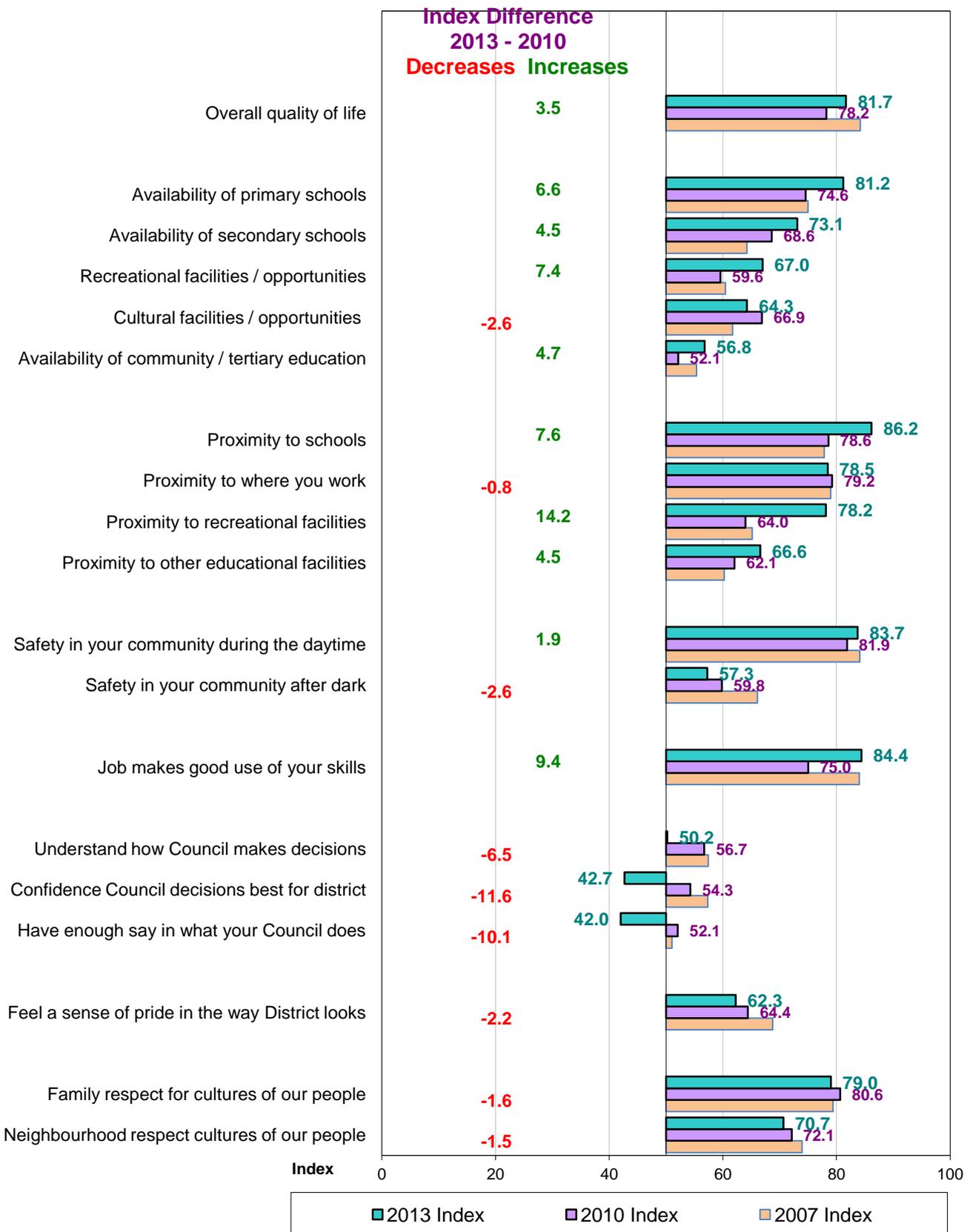
Indexes – South Waikato District

The indexes for South Waikato range from 86.2 for satisfaction with *how close you live to schools*’ down to an Index of 42.0 for the statement *‘You have enough say in what your Council does’*.



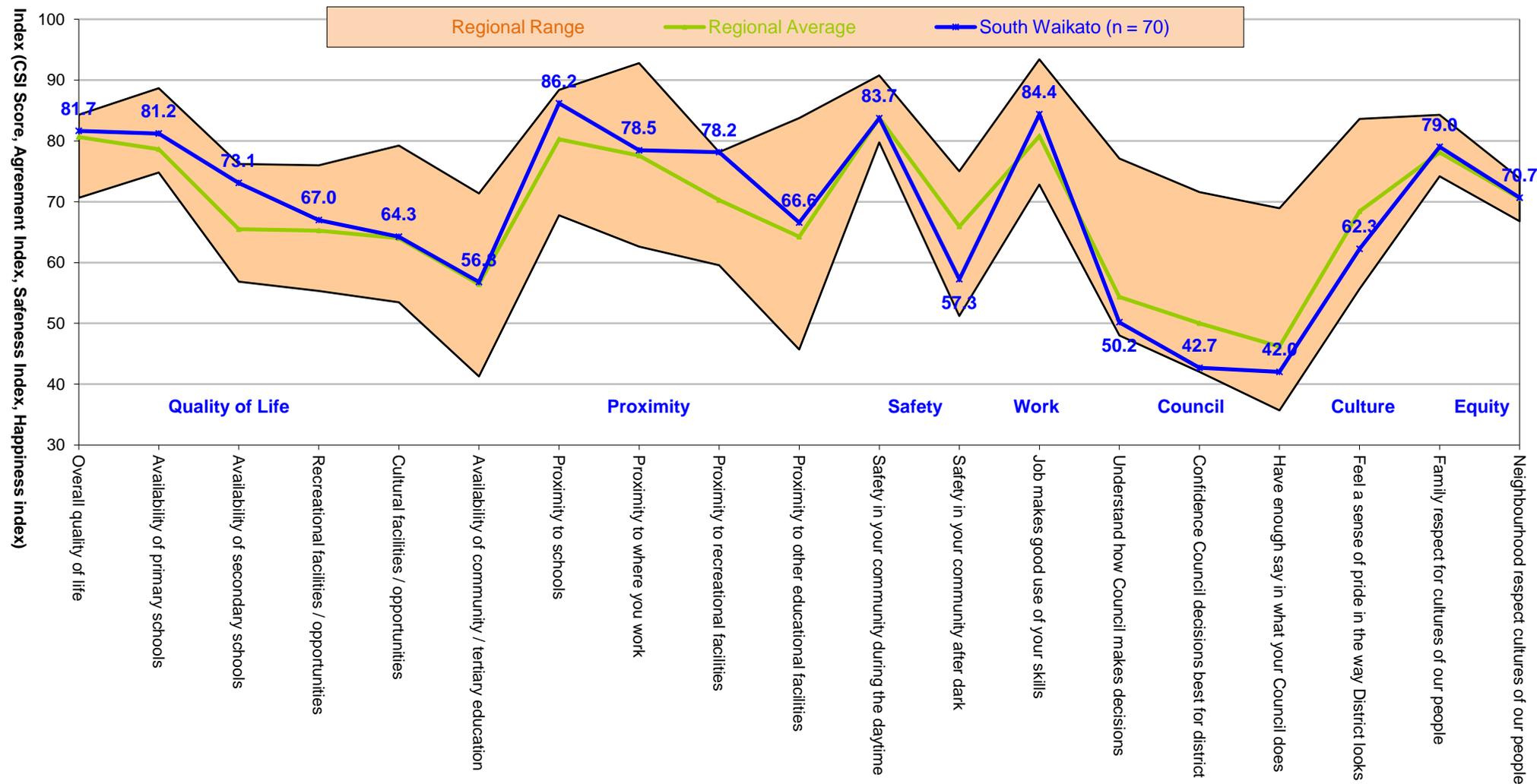
South Waikato District - Comparison to 2010 and 2007

The following chart compares the 2013 results with 2010 and 2007. There were 10 increases and 9 decreases in the Indexes. The largest increase was 14.2 points for satisfaction with 'how close you live to recreational and leisure facilities' and 9.4 points for the statement 'your job makes good use of your skills, training and experience'. The largest decreases were 11.6 points for the statement 'overall, you have confidence that the Council makes decisions that are in the best interests of your district' and 10.1 points for the statement 'you have enough say in what your Council does'.



South Waikato District

The chart compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for South Waikato against the other Districts in the Waikato. This shows that South Waikato tends to be rated close to the weighted average of the District. The highest rated factor is 'how close you live to schools' (Index 86.2) and the lowest rated is 'Have enough say in what your Council does' (Index 42.0)



South Waikato - 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
Overall Quality of Life	Happiness Index	Overall Quality of Life				1.1	2.6	2.8	6.0	20.1	20.2	21.8	25.4		81.7
Quality of Life	CSI Score	Availability of primary schools		0.9		4.9		2.6	7.4	14.8	19.8	8.4	35.3	6.0	81.2
Quality of Life	CSI Score	Availability of secondary schools		0.9		3.4	6.9	5.8	10.7	27.4	14.2	3.7	23.4	3.5	73.1
Quality of Life	CSI Score	Recreational facilities / opportunities	3.3	0.9		3.4	2.8	10.0	11.0	33.7	20.0	9.4	4.2	1.6	67.0
Quality of Life	CSI Score	Cultural facilities / opportunities		0.9		6.7	5.5	17.5	9.4	27.9	19.5	0.9	5.9	5.9	64.3
Quality of Life	CSI Score	Availability of community / tertiary education	0.9	1.7	7.4	6.9	12.7	13.7	11.4	11.8	9.2	4.1	8.1	12.1	56.8
Proximity	CSI Score	Proximity to schools					1.1	7.5	0.7	8.5	21.1	14.5	40.0	6.6	86.2
Proximity	CSI Score	Proximity to where you work		1.1	0.9	3.6	1.7	12.2	0.7	3.4	12.2	9.4	29.2	25.6	78.5
Proximity	CSI Score	Proximity to recreational facilities			3.3	0.9		9.0	9.9	14.0	21.0	9.8	28.5	3.8	78.2
Proximity	CSI Score	Proximity to other educational facilities		1.7		3.6	5.9	24.1	11.2	9.3	13.3	1.9	18.0	10.9	66.6
Crime and Safety	Safety index	Safety in your community during the daytime					1.7	7.4	8.2	7.6	18.4	23.5	33.3		83.7
Crime and Safety	Safety index	Safety in your community after dark	5.8	0.9	3.3	14.2	6.1	18.1	6.2	8.0	24.3	8.5	4.0	0.7	57.3
Work opportunities	Agreement Index	Job makes good use of your skills					1.8	6.7	3.3	7.8	11.8	15.2	29.9	23.6	84.4

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	Understand how Council makes decisions	11.1	2.6	13.4	4.9	8.6	12.6	5.8	16.4	12.5	6.9	4.5	0.9	50.2
Council Decision Making	Agreement Index	Confidence Council decisions best for district	13.7	4.1	9.3	6.7	5.2	29.3	10.9	10.1	3.4	4.8		2.5	42.7
Council Decision Making	Agreement Index	Have enough say in what your Council does	17.2	1.9	10.6	5.2	7.9	16.4	6.6	13.1	6.5	3.9	0.9	9.8	42.0
Culture and Identity	Agreement Index	Feel a sense of pride in the way District looks		1.7	4.1		5.1	21.1	22.9	23.5	10.8	5.4	4.3	1.1	62.3
Participation and equity	Agreement Index	Family respect for cultures of our people						10.1	9.4	13.7	30.7	18.0	17.5	0.7	79.0
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people				3.3	5.0	9.2	7.6	25.1	30.2	3.3	7.7	8.7	70.7

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

Summary of Indexes – Otorohanga

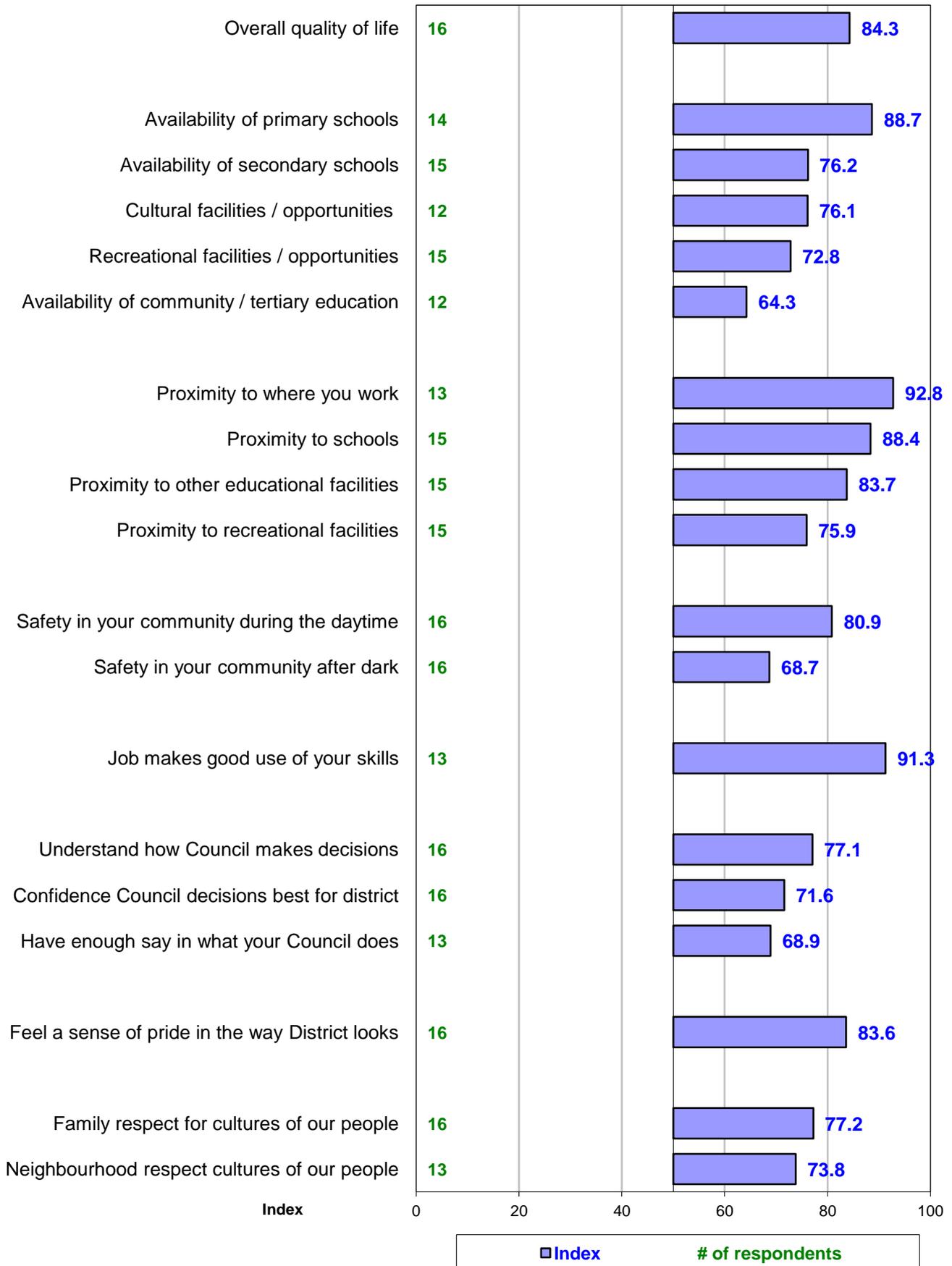
(Caution only 16 respondents from the Otorohanga District)

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



Indexes – Otorohanga (Caution only 16 respondents from the Otorohanga District)

The indexes for Otorohanga range from 92.8 for satisfaction with 'how close you live to where you work' down to an Index of 64.3 for satisfaction with 'the availability of community or tertiary education in your area'.



Otorohanga - Comparison to 2010 and 2007

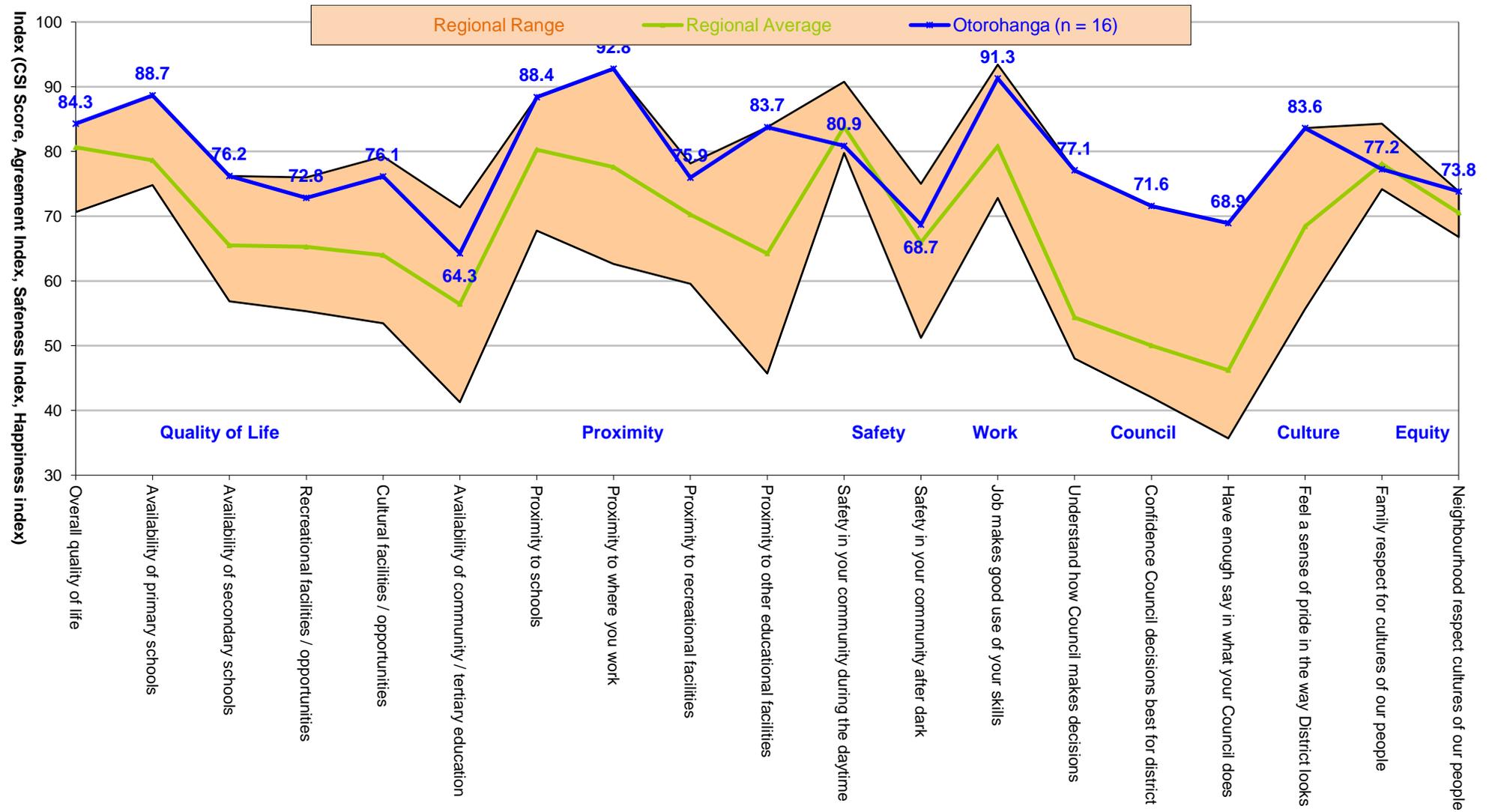
(Caution only 16 respondents from the Otorohanga District)

The following chart compares Otorohanga’s 2013 results with 2010 and 2007. There were 16 increases and 3 decreases in the Indexes. The largest increase was 23.5 points for satisfaction with ‘how close you live to other educational facilities’ and 20.8 points for satisfaction with ‘how close you live to where you work’. The largest decreases were 9.8 points for ‘safety in your community during the daytime and 8.9 points for ‘safety in your community after dark’.



Otorohanga District (Caution only 16 respondents from the Otorohanga District)

The chart compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for Otorohanga against the other Districts in the Waikato. This shows that Otorohanga is rated higher than the weighted average of the District for most factors. The highest rated factor is 'how close you live to where you work' (Index 92.8) and the lowest rated is 'the availability of community or tertiary education in your area' (Index 64.3).



Otorohanga - 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	
Overall Quality of Life	Happiness Index	Overall Quality of Life	5.0								19.4	16.2	16.2	43.1		84.3
Quality of Life	CSI Score	Availability of primary schools							7.5	4.1		16.2	12.3	46.9	13.0	88.7
Quality of Life	CSI Score	Availability of secondary schools	5.0						11.4		27.5	12.3	4.1	31.5	8.2	76.2
Quality of Life	CSI Score	Cultural facilities / opportunities			4.1				4.1	8.2	16.2	23.5		20.1	23.8	76.1
Quality of Life	CSI Score	Recreational facilities / opportunities							18.8	12.2	31.6	4.1	12.2	16.0	5.0	72.8
Quality of Life	CSI Score	Availability of community / tertiary education	5.0			15.3			4.1	3.4	24.4	4.1		20.1	23.5	64.3
Proximity	CSI Score	Proximity to where you work				4.1					4.1	8.2		62.9	20.7	92.8
Proximity	CSI Score	Proximity to schools							12.5			24.4		58.9	4.1	88.4
Proximity	CSI Score	Proximity to other educational facilities						8.2	7.5	4.1	8.0	8.2	4.1	50.8	9.1	83.7
Proximity	CSI Score	Proximity to recreational facilities							27.0	4.1	20.2	8.2		35.4	5.0	75.9
Crime and Safety	Safety index	Safety in your community during the daytime	5.0						15.3		8.2	16.2	7.6	47.7		80.9
Crime and Safety	Safety index	Safety in your community after dark		4.1		15.3				13.2	16.2	31.5	4.1	15.5		68.7
Work opportunities	Agreement Index	Job makes good use of your skills							5.0		4.1	12.2	8.2	50.8	19.6	91.3

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

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

Area	Type	Factor	Using the scale where 0 to 10, how satisfied are you with .? % rating with a score of <?>											Index	
			0	1	2	3	4	5	6	7	8	9	10		No answer
Council Decision Making	Agreement Index	Understand how Council makes decisions	5.0			4.1	3.4	12.1	4.1	4.1	16.2	8.2	42.8		77.1
Council Decision Making	Agreement Index	Confidence Council decisions best for district					5.0		50.3	4.1	16.2	8.2	16.2		71.6
Council Decision Making	Agreement Index	Have enough say in what your Council does					4.1	21.2	18.8		16.2	12.3	8.0	19.4	68.9
Culture and Identity	Agreement Index	Feel a sense of pride in the way District looks								27.4	32.7	16.4	23.5		83.6
Participation and equity	Agreement Index	Family respect for cultures of our people						8.2	15.3	8.0	44.7	11.6	12.1		77.2
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people						12.3	19.5	4.1	27.4	12.3	8.0	16.5	73.8

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

Summary of Indexes – Waitomo District

(Caution only 15 respondents from the Waitomo District)

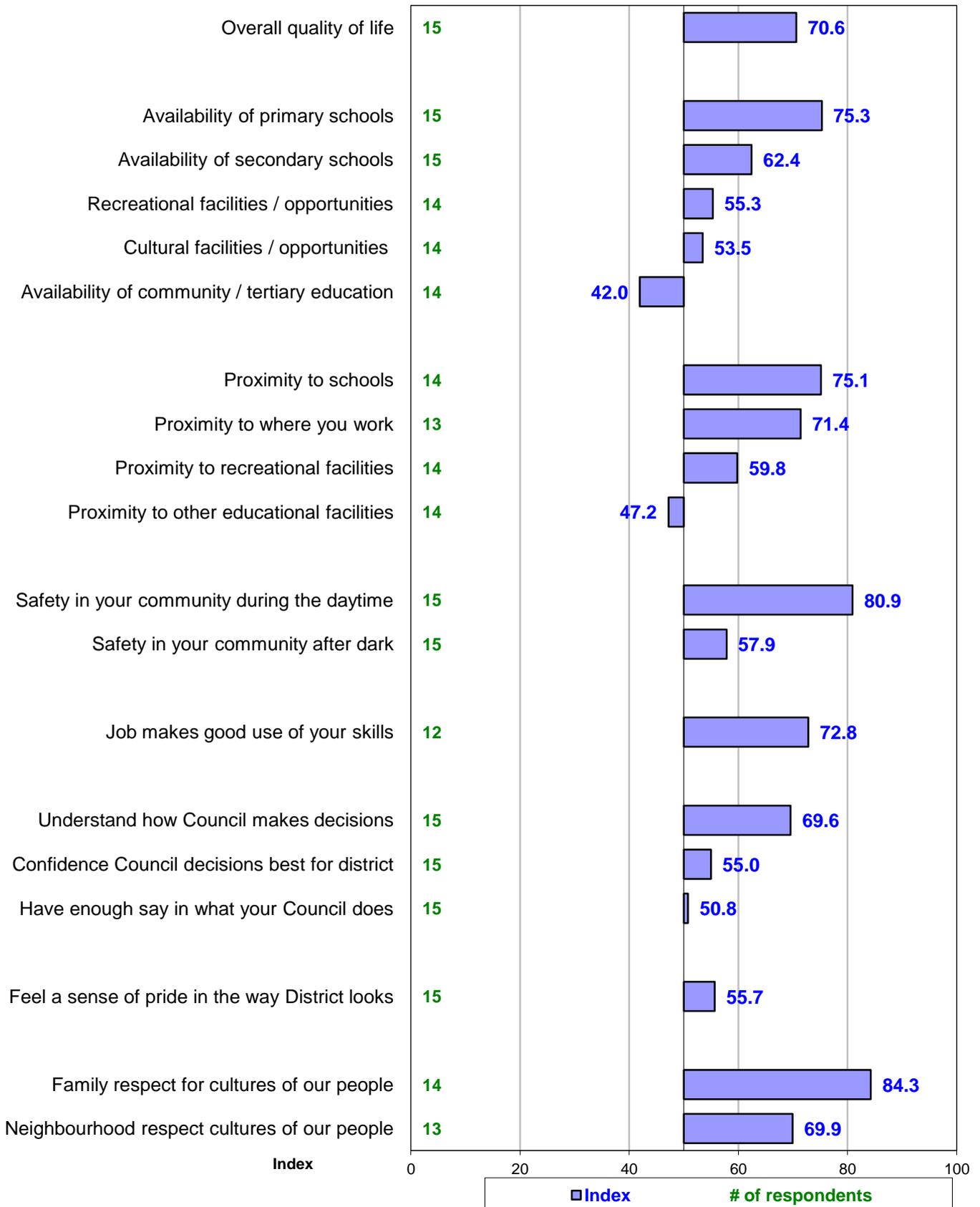
This project used a mix of scales, some covering the level of satisfaction while others were based on the level of agreement, safety or level of happiness. While the wording on each scale varied, the scales were all 11 points from 0 = very negative to 10 = very positive. The following gives an overview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



Indexes – Waitomo District

(Caution only 15 respondents from the Waitomo District)

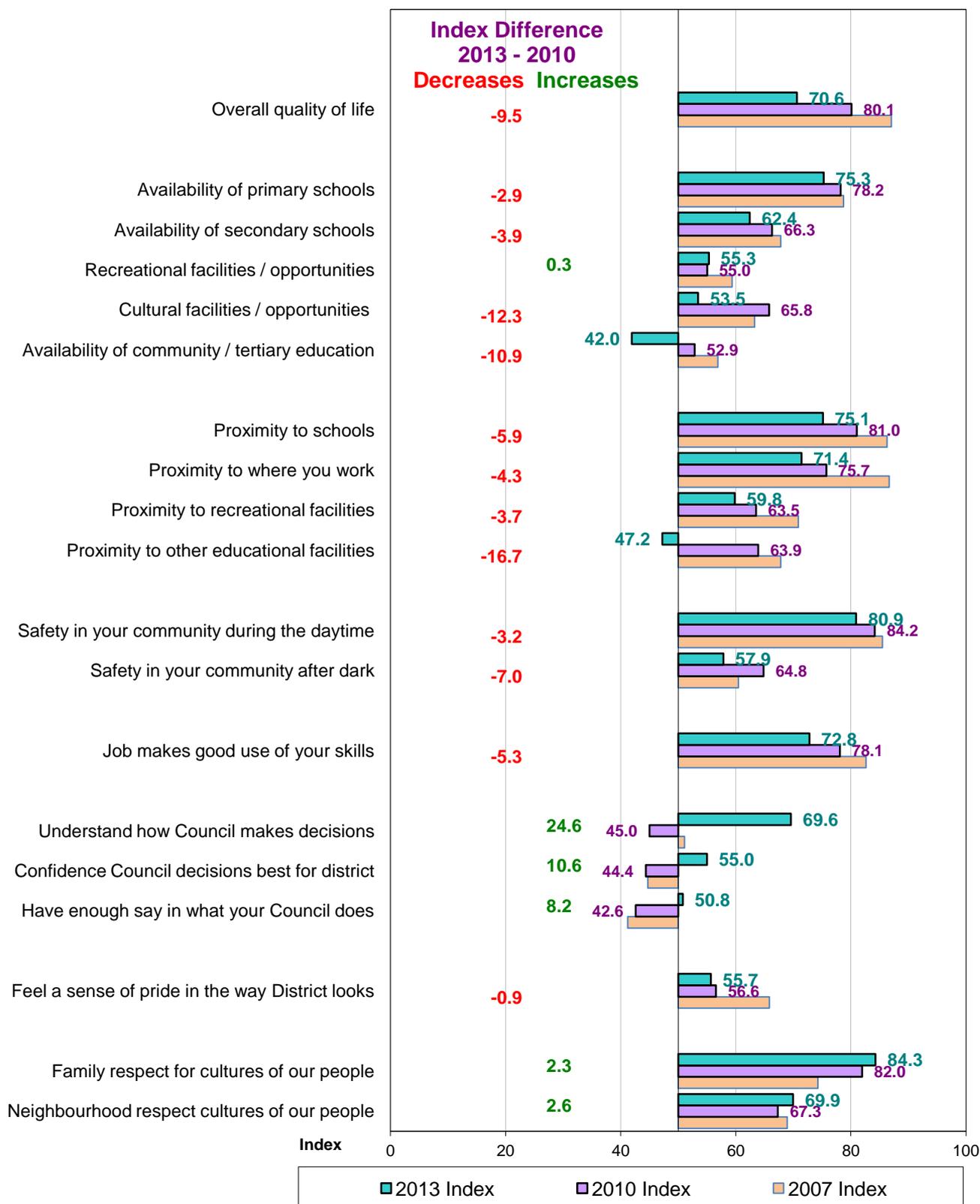
The indexes for Waitomo District range from 84.3 for the statement 'your family are knowledgeable and show respect for the many and diverse cultures of the people who live here' down to an Index of 42.0 for satisfaction with 'the availability of community or tertiary education in your area'.



Waitomo District - Comparison to 2010 and 2007

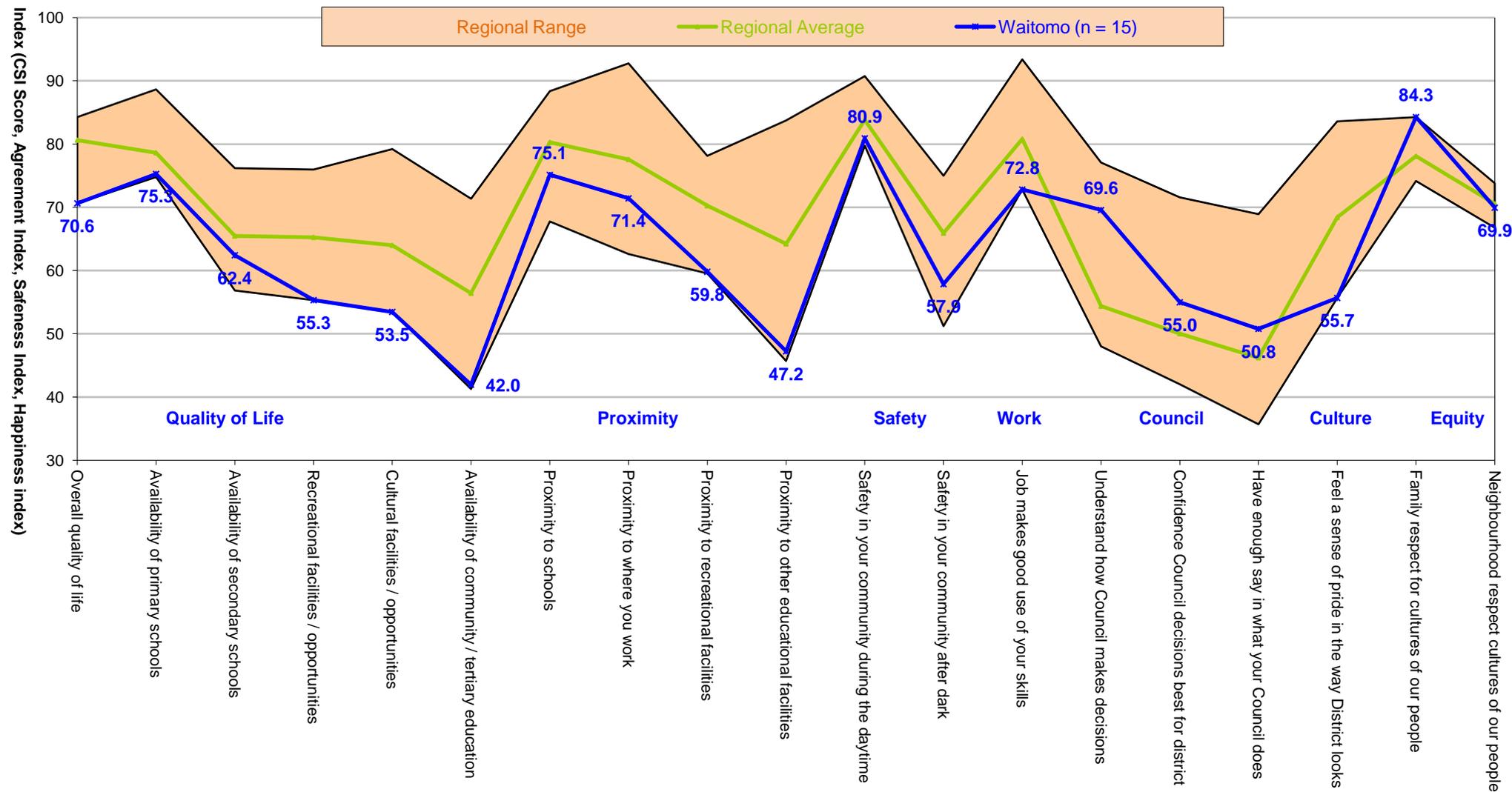
(Caution only 15 respondents from the Waitomo District)

The following chart compares the 2013 results with 2010 and 2007. There were 6 increases and 13 decreases in the Indexes. The largest increase was 24.6 points for the statement 'overall, you understand how your Council makes decisions' and 10.6 points for the statement 'overall, you have confidence that the Council makes decisions that are in the best interests of your district'. The largest decreases were 16.7 points for satisfaction with 'how close you live to other educational facilities' and 12.3 points for satisfaction with 'the cultural facilities and opportunities provided in your area'.



Waitomo District (Caution only 15 respondents from the Waitomo District)

The chart compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for Waitomo against the other Districts in the Waikato. Waitomo is rated lower than the weighted average of the District for many factors. The highest rated factor is 'Your family are knowledgeable and show respect for the many and diverse cultures of the people who live here' (Index 84.3) and the lowest rated is 'the availability of community or tertiary education in your area' (Index 42.0).



Waitomo - Summary Tables – Percentages across the Various Scale

Percentage of respondents rating each question with scores from 0 to 10 (Caution only 15 respondents from the Waitomo District)

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
Overall Quality of Life	Happiness Index	Overall Quality of Life	4.4				8.7		14.1	25.4	21.9	21.0	4.4		70.6
Quality of Life	CSI Score	Availability of primary schools							18.5	16.6	48.1	8.7	8.1		75.3
Quality of Life	CSI Score	Availability of secondary schools				8.7	8.7	39.5		30.6	4.4	8.1		62.4	
Quality of Life	CSI Score	Recreational facilities / opportunities		8.7		4.4		18.5	42.6	12.6	8.9		4.4	55.3	
Quality of Life	CSI Score	Cultural facilities / opportunities		8.7	3.7	8.7	5.4	21.7	16.6	4.5	17.5		4.4	8.8	53.5
Quality of Life	CSI Score	Availability of community / tertiary education	8.7		17.3	4.4	25.5	17.5	9.2	4.4		8.7		4.4	42.0
Proximity	CSI Score	Proximity to schools						8.7	14.1	21.0	29.7	4.4	13.3	8.9	75.1
Proximity	CSI Score	Proximity to where you work	8.7				8.7	8.7		8.7	16.6	8.8	27.3	12.6	71.4
Proximity	CSI Score	Proximity to recreational facilities				8.7	9.9	16.8	21.7	25.3	8.9		4.4	4.4	59.8
Proximity	CSI Score	Proximity to other educational facilities	9.9	13.1		13.1	4.4	8.7	13.1	16.6	12.4		4.4	4.4	47.2
Crime and Safety	Safety index	Safety in your community during the daytime					8.7	9.9			29.9	29.9	21.7		80.9
Crime and Safety	Safety index	Safety in your community after dark	4.4	8.7	4.4		25.8		8.9	8.7	17.5	13.1	8.7		57.9
Work opportunities	Agreement Index	Job makes good use of your skills	4.4	8.7					14.1		13.1	21.0	21.7	17.0	72.8

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

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

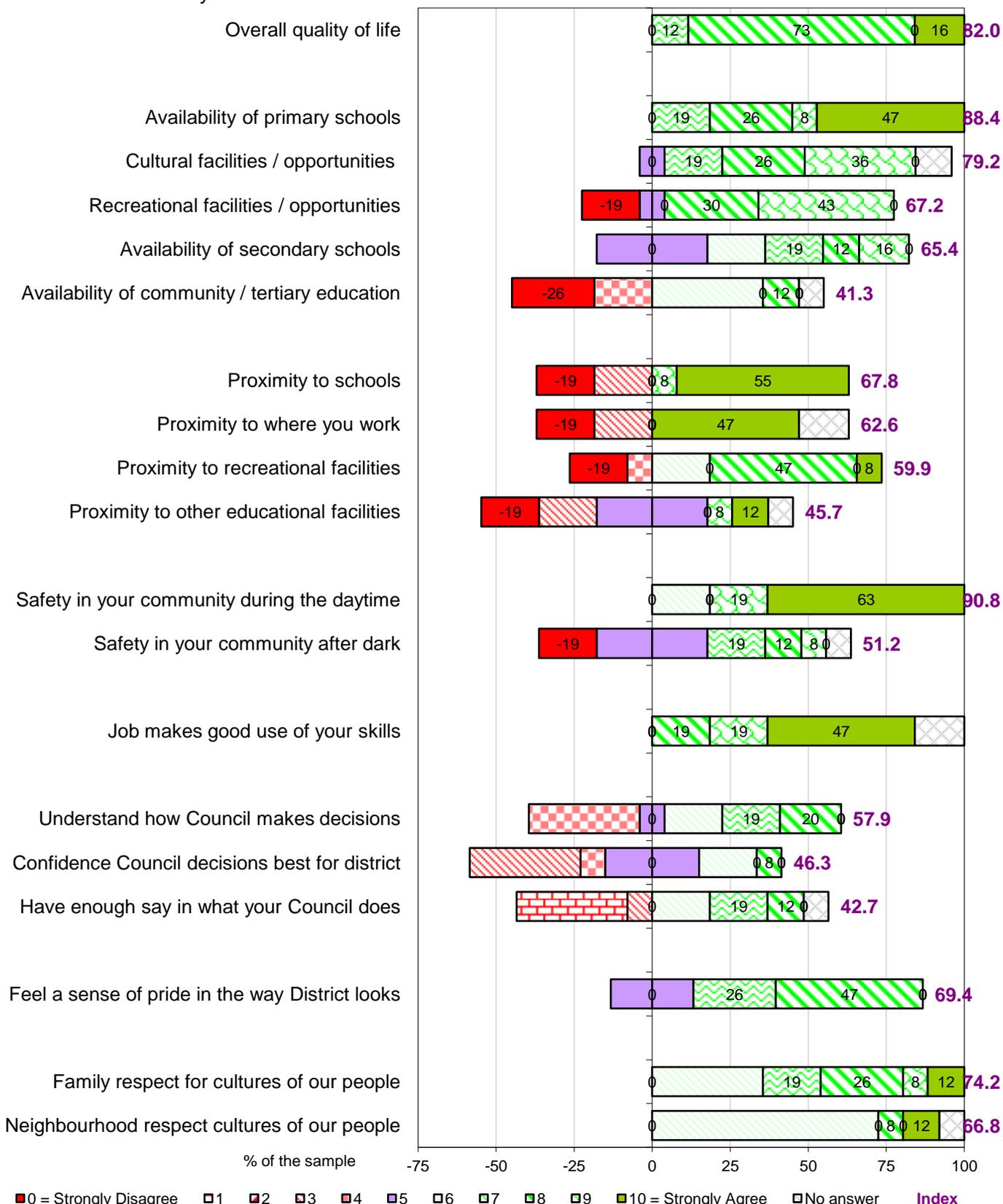
Area	Type	Factor	Using the scale where 0 to 10, how satisfied are you with .? % rating with a score of <?>											Index	
			0	1	2	3	4	5	6	7	8	9	10		No answer
Council Decision Making	Agreement Index	Understand how Council makes decisions					8.7	30.7		12.6	30.6		17.5		69.6
Council Decision Making	Agreement Index	Confidence Council decisions best for district				13.1	33.4	22.9			17.5	8.7	4.4		55.0
Council Decision Making	Agreement Index	Have enough say in what your Council does			13.1	18.5	16.6	8.1	17.3	13.3		8.7	4.4		50.8
Culture and Identity	Agreement Index	Feel a sense of pride in the way District looks			8.7	12.4	16.6	8.8	14.1	26.2	4.4		8.8		55.7
Participation and equity	Agreement Index	Family respect for cultures of our people						3.7		22.0	21.9	21.7	26.1	4.4	84.3
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people						8.7	13.1	34.1	29.9		14.3		69.9

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

Summary of Indexes – Rotorua District

(Caution only 6 respondents from the Rotorua District)

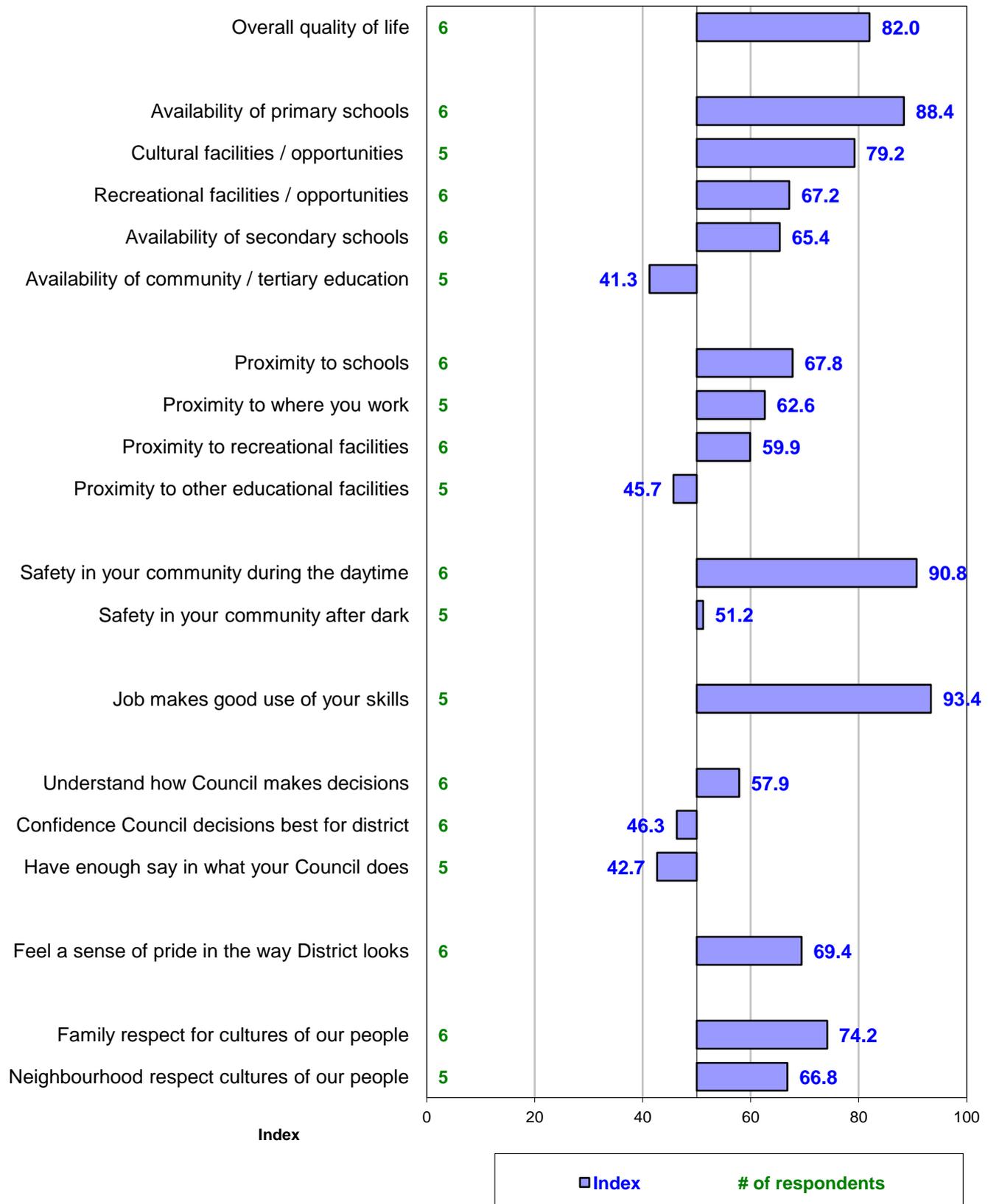
This project used a mix of scales, some covering the level of satisfaction while others were based on the level of agreement, safety or level of happiness. While the wording on each scale varied, the scales were all 11 points from 0 = very negative to 10 = very positive. The following gives an overview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



Indexes – Rotorua District

(Caution only 6 respondents from the Rotorua District)

The indexes for Rotorua District range from 93.4 for the statement 'your job makes good use of your skills, training and experience' down to an Index of 41.3 for satisfaction with 'the availability of community or tertiary education in your area'.



Rotorua District - Comparison to 2010 and 2007

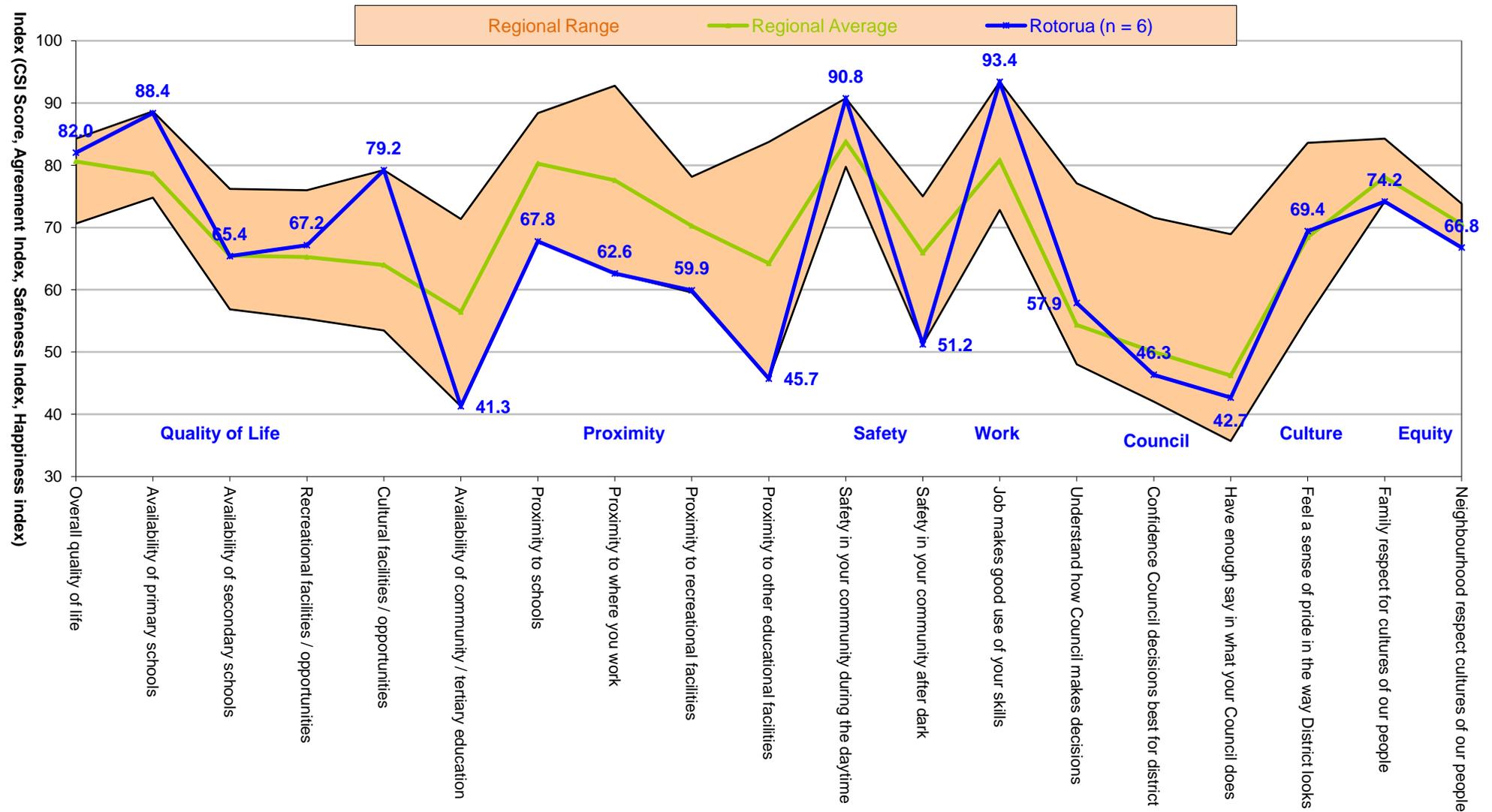
(Caution only 6 respondents from the Rotorua District)

The following chart compares the 2013 results with 2010 and 2007. There were 4 increases and 15 decreases in the Indexes. However, the variation is probably caused by the small size of the sample used in 2013 and 2010.



Rotorua District (Caution only 6 respondents from Rotorua)

The chart compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for Rotorua against the other Districts in the Waikato. Rotorua is rated much higher or lower than the weighted average of the District for most factors but that probably reflects the small sample size. The highest rated factor is 'Your job makes good use of your skills, training and experience' (Index 93.4) and the lowest rated is 'the availability of community or tertiary education in your area' (Index 41.3).



Rotorua - Summary Tables – Percentages across the Various Scale

Percentage of respondents rating each question with scores from 0 to 10 **(Caution only 6 respondents from the Rotorua District)**

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	
Overall Quality of Life	Happiness Index	Overall Quality of Life								11.6	72.5		15.9		82.0	
Quality of Life	CSI Score	Availability of primary schools								18.5	26.4	7.9	47.1		88.4	
Quality of Life	CSI Score	Cultural facilities / opportunities							7.9	18.5	26.4	35.5		11.6	79.2	
Quality of Life	CSI Score	Recreational facilities / opportunities	18.5						7.9		30.1	43.4			67.2	
Quality of Life	CSI Score	Availability of secondary schools							35.5	18.5	18.5	11.6	15.9		65.4	
Quality of Life	CSI Score	Availability of community / tertiary education	26.4					18.5		35.5		11.6		7.9	41.3	
Proximity	CSI Score	Proximity to schools	18.5			18.5							7.9	55.1	67.8	
Proximity	CSI Score	Proximity to where you work	18.5			18.5								47.1	15.9	62.6
Proximity	CSI Score	Proximity to recreational facilities	18.5				7.9			18.5		47.1		7.9	59.9	
Proximity	CSI Score	Proximity to other educational facilities	18.5			18.5			35.5				7.9	11.6	7.9	45.7
Crime and Safety	Safety index	Safety in your community during the daytime								18.5			18.5	63.0	90.8	
Crime and Safety	Safety index	Safety in your community after dark	18.5						35.5		18.5	11.6	7.9		7.9	51.2
Work opportunities	Agreement Index	Job makes good use of your skills									18.5	18.5	47.1	15.9	93.4	

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	Understand how Council makes decisions					35.5	7.9	18.5	18.5	19.6				57.9
Council Decision Making	Agreement Index	Confidence Council decisions best for district				35.5	7.9	30.1	18.5		7.9				46.3
Council Decision Making	Agreement Index	Have enough say in what your Council does		35.5		7.9			18.5	18.5	11.6			7.9	42.7
Culture and Identity	Agreement Index	Feel a sense of pride in the way District looks						26.4		26.4	47.1				69.4
Participation and equity	Agreement Index	Family respect for cultures of our people							35.5	18.5	26.4	7.9	11.6		74.2
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people							72.5		7.9		11.6	7.9	66.8

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

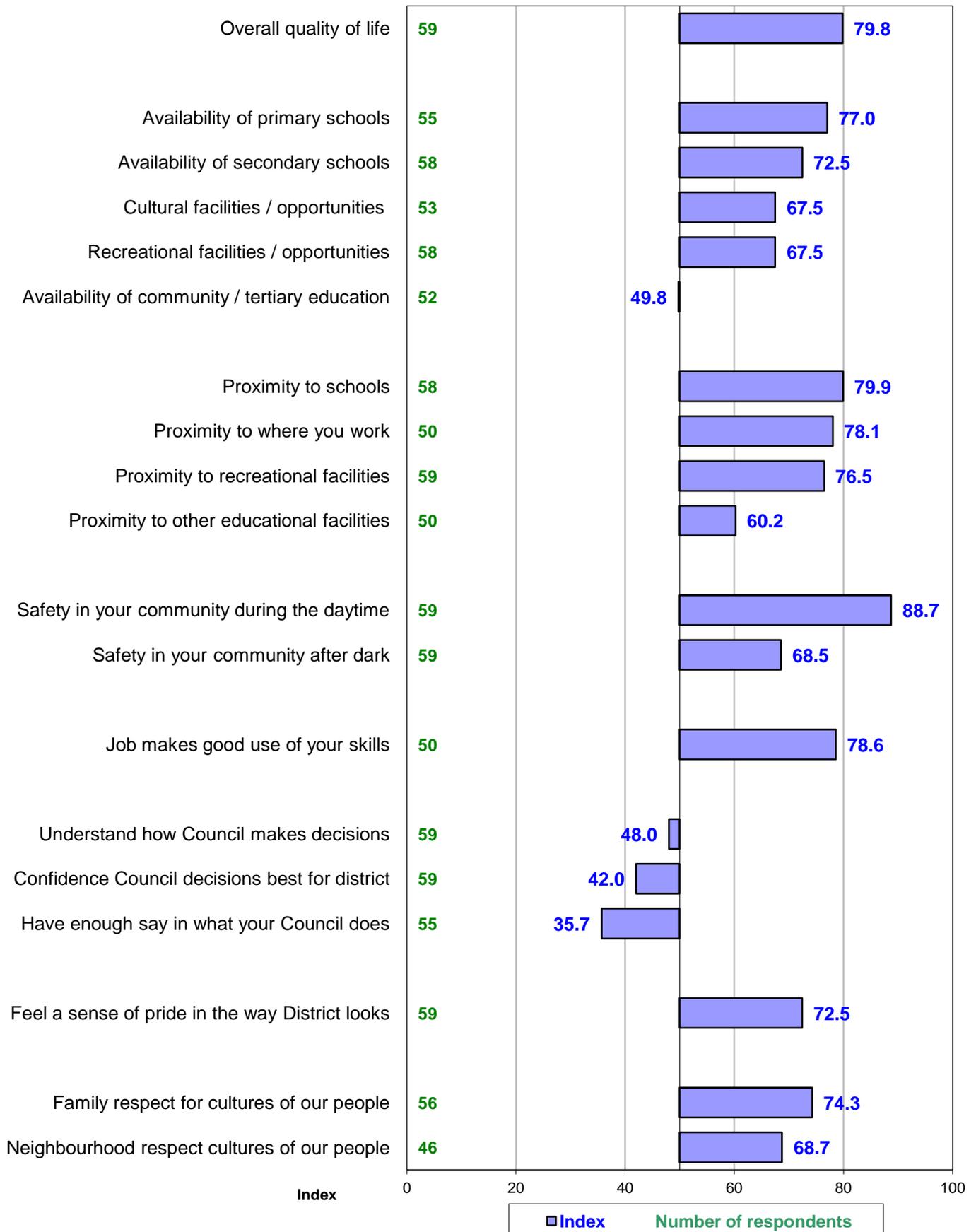
Summary of Indexes – Taupo District

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



Indexes – Taupo District

The indexes for Taupo District range from 88.7 for the 'safety in your community during the daytime' down to an Index of 35.7 for the statement 'you have enough say in what your Council does'.



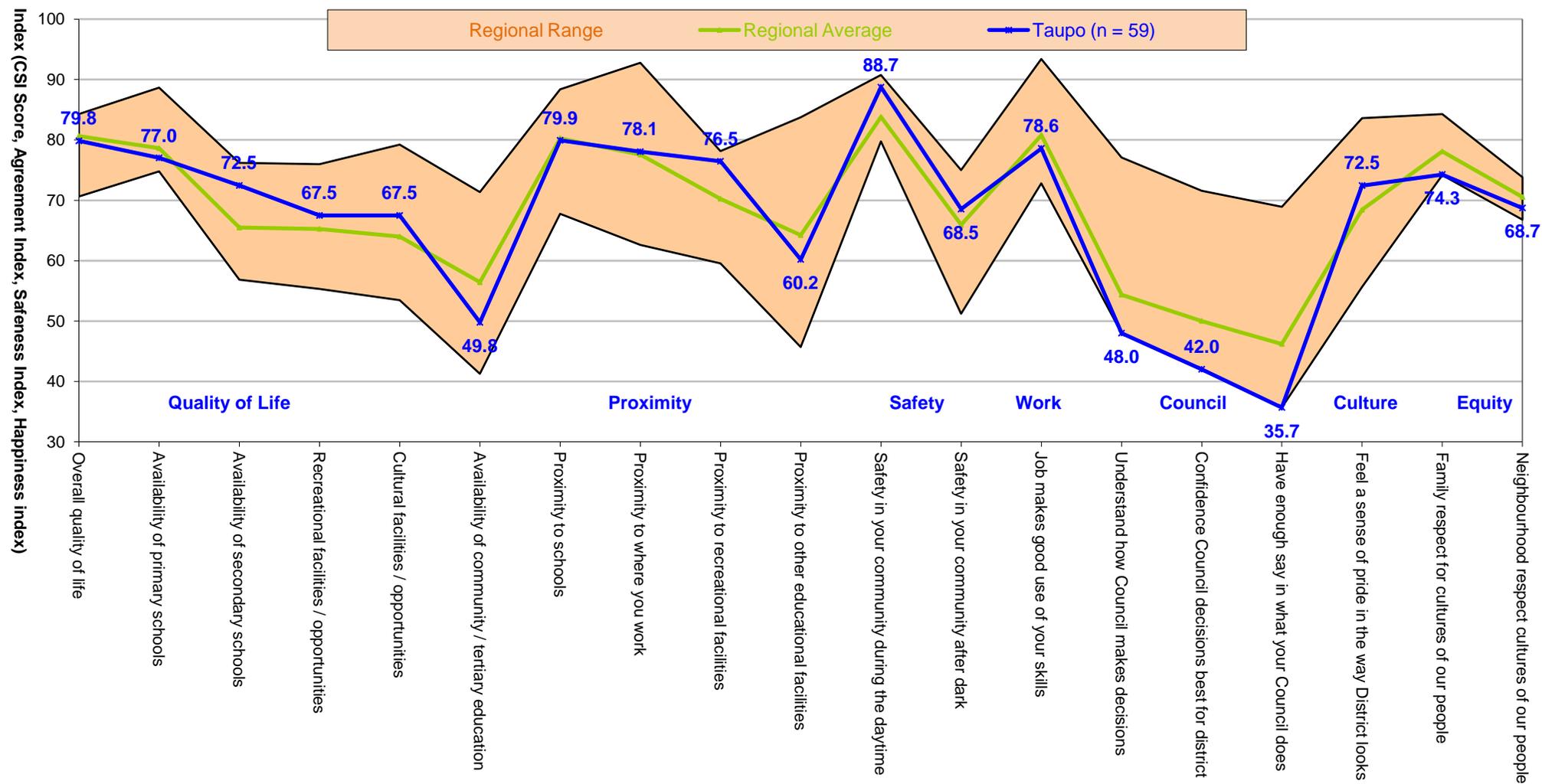
Taupo District - Comparison to 2010 and 2007

The following chart compares the 2013 results with 2010 and 2007. There were 6 increases and 13 decreases in the Indexes. The largest increase was 6.8 points for 'safety in your community after dark' and 4.3 points for satisfaction with 'the availability of secondary schools in your area'. The largest decreases were 17.6 points for the statement 'you have enough say in what your Council does' and 16.3 points for the statement 'overall, you understand how your Council makes decisions'.



Taupo District

The chart compares the Indexes (CSI Scores, Agreement Index, Safety Index or Happiness Index) for Taupo against the other Districts in the Waikato. This shows that Taupo tends to be rated close to the weighted average of the District for many factors. The highest rated factor is 'Safety in your community during the daytime' (Index 88.7) and the lowest rated is 'You have enough say in what your Council does' (Index 35.7).



Taupo - Summary Tables – Percentages across the Various Scale

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

Area	Type	Factor	Using the scale where 0 to 10, how satisfied are you with . ? % rating with a score of <?>											Index	
			0	1	2	3	4	5	6	7	8	9	10		No answer
Overall Quality of Life	Happiness Index	Overall Quality of Life					6.6	7.9	3.6	11.9	18.9	34.4	16.6		79.8
Quality of Life	CSI Score	Availability of primary schools			1.2		2.1	19.6	5.2	6.4	19.1	16.4	23.5	6.5	77.0
Quality of Life	CSI Score	Availability of secondary schools			4.8	10.0	3.6	5.7	3.1	12.8	22.1	16.6	19.4	1.9	72.5
Quality of Life	CSI Score	Cultural facilities / opportunities	1.0	1.0	2.1	3.6	2.8	14.5	11.3	15.0	18.5	12.6	6.8	10.8	67.5
Quality of Life	CSI Score	Recreational facilities / opportunities	3.6		1.2	3.6	11.1	5.7	12.9	6.9	32.7	18.1	3.2	1.0	67.5
Quality of Life	CSI Score	Availability of community / tertiary education	8.1	7.2	7.1	6.6	9.7	12.1	3.8	7.3	16.1	4.6	5.5	11.8	49.8
Proximity	CSI Score	Proximity to schools	1.0				2.4	5.2	6.8	9.6	42.1	8.7	23.3	1.0	79.9
Proximity	CSI Score	Proximity to where you work		1.9	1.0			3.8	8.8	8.8	35.2	9.3	15.5	15.9	78.1
Proximity	CSI Score	Proximity to recreational facilities					3.1	16.4	4.1	8.2	40.5	13.3	14.5		76.5
Proximity	CSI Score	Proximity to other educational facilities	9.3		5.2	6.6		7.2	8.1	14.9	18.5	5.2	9.5	15.5	60.2
Crime and Safety	Safety index	Safety in your community during the daytime					1.0	3.3		4.3	22.7	32.2	36.6		88.7
Crime and Safety	Safety index	Safety in your community after dark	1.0	1.0	4.6	4.2	1.0	12.6	7.1	24.8	25.3	5.9	11.9	0.8	68.5
Work opportunities	Agreement Index	Job makes good use of your skills	1.2		6.4		2.9	2.1	3.6	7.4	18.2	18.0	25.4	14.7	78.6

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	Understand how Council makes decisions	5.7	12.0	11.4	4.1	7.9	15.1	10.2	15.8	8.1	3.3	5.5	0.8	48.0
Council Decision Making	Agreement Index	Confidence Council decisions best for district	21.0	8.4	6.9	5.0	6.7	11.2	11.8	13.6	5.6	4.6	4.6	0.8	42.0
Council Decision Making	Agreement Index	Have enough say in what your Council does	10.9	14.4	7.5	12.6	18.2	9.1	10.8	4.0	3.2		3.1	6.3	35.7
Culture and Identity	Agreement Index	Feel a sense of pride in the way District looks	2.1	1.0	3.6	1.2		9.5	5.9	17.2	37.2	11.3	11.0		72.5
Participation and equity	Agreement Index	Family respect for cultures of our people	1.2			3.6	1.2	11.0	7.9	16.4	28.5	8.8	16.9	4.6	74.3
Participation and equity	Agreement Index	Neighbourhood respect cultures of our people	1.2			1.0	1.2	15.7	10.8	16.5	22.9		8.3	22.4	68.7

Appendix

Questionnaire

 <p>INTERNATIONAL RESEARCH CONSULTANTS LTD STRATEGIC PLANNING & BRAND SOLUTIONS</p>	<p>JOB NUMBER 060610</p>	<p>JUNE 2013</p>
<p>JOB DESCRIPTION: Collaborative Community Outcomes Monitoring Survey - Waikato Region</p>		

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 the Waikato Regional 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 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		
Thames-Coromandel 02 ---	Hauraki-----03	Waikato -----04
Hamilton -----05	Matamata-Piako-----06	Waipa -----07
South Waikato-----08	Otorohanga-----09	Waitomo -----10
Rotorua-----11	Taupo-----12	

QZa If in telephone exchanges close to the Waikato Council border with Auckland, or Rotorua – Need to ascertain if they are part of the Waikato Regional Council Area.

Are you in the Waikato Region?

Yes ----- 1

No-----2 → Thank and terminate

Don't know-----3 → Thank and terminate

REINTRODUCE IF NECESSARY:
INTERVIEWER RECORD START TIME

QUALITY OF LIFE

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

		Very Dissatisfied			Neutral				Very Satisfied				Don't Know
		0	1	2	3	4	5	6	7	8	9	10	NA/DK
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
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

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

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 Q8

Don't know ----- 3 →Go to Q8

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?

Perceptions of Safety (from Big Cities Quality of Life Survey 2004 & 2006/New Zealand National Survey of Crime Victims 2001)

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			Neutral						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

Work Opportunities Matching Skills (from Big Cities Quality of Life Survey 2004)

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

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

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

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?

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
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	DK
		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 Unhappy		Neutral						Very Happy		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 Q22E		GO TO Q22E	

Q21a IF Q21 RATED AT 7 OR LESS Why do you feel this way?

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

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)**