

A close-up photograph of several red, tubular flowers, likely from a coastal plant, set against a clear blue sky. The flowers are in various stages of bloom, with some showing yellow stamens. The image is framed by a dark blue border.

2010 Environment Bay of Plenty **Community Outcomes Survey**



Environment Bay of Plenty

Community Outcomes 2010

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Environment Bay of Plenty
5 Quay Street
PO Box 364
Whakatane 3158
NEW ZEALAND

Prepared by Damien Cullinan, Sara Laugesen



Executive Summary

The perceived state of the natural environment is strong and generally improving

- More than four in five respondents (84%) stated that the overall state of the natural environment in the Bay of Plenty is *Good* or *Very good*.
- Two-fifths of respondents (40%) stated that they think the overall state of the natural environment is *Improving*, while a further 39% of respondents stated that the environment is *Staying the same*.

Bay of Plenty residents generally have access to healthcare when they need it and are healthy and happy.

- More than nine out of every ten respondents (91%) had no issues with the accessibility of emergency healthcare, with 66% *Not needing emergency healthcare* and 25% having *No delays in accessing emergency healthcare*.
- Over three-quarters of respondents (76%) *Did not* have a situation when they or a member of their household needed to go a doctor but didn't.
- One-half of respondents (50%) stated that they were active *Seven* out of the last seven days.
- More than one-half of respondents (53%) stated that they would rate their health either *Very good* (36%) or *Excellent* (17%)
- Over nine out of every ten respondents (92%) stated they were *Very happy* (43%) or *Happy* (49%) in general.

Participants felt pride, connected to and safe in (particularly during the day) the community.

- More than three-quarters of respondents (79%) stated that they *Agree* (56%) or *Strongly agree* (23%) with the statement '*I feel a sense of pride in the way my local area looks and feels.*'
- It was important for the large majority of respondents (86% *Agreed* or *Strongly agreed*) that they feel a sense of community with people in their local neighbourhood. 79% felt such a connection, and 73% felt people across their neighbourhood *work together and support each other*.
- The feeling of safety was highest *During the daytime at home* (96%) and lowest in *The city centre after dark* (33%).
- More than one-third of respondents (36%) rated the impact of cultural diversity *A much better* or *A better place to live*, while the majority of respondents (52%) stated *It made no difference*.

There are moderate levels of understanding and confidence in local and regional government, but most believe that they can have an impact in the community.

- Nearly two-thirds of respondents (64%) *Agree* or *Strongly agree* that they understand how their Local Council makes decisions, and slightly more than one-half (51%) have confidence that the Local Council makes decisions in the best interests of the area.
- One-half of respondents (50%) *Agree* or *Strongly agree* that they understand how the Regional Council makes decisions, and 53% have confidence these decisions are in the best interests of the region.
- Nearly two-thirds of respondents (62%) would like to have more of a say in what their Local Council does.
- Eight out of ten respondents (81%) stated they can have an impact on making their community a better place to live.
- Slightly less than three-quarters of respondents (73%) feel the public has a *Small influence* (35%) or *Some influence* (38%) on the decisions that the Local Council makes.
- More than eight out of ten respondents (83%) stated the general community recognises and respects Maori culture in their city/ district.

There are many activities available in the local area.

- *Shopping* (71%) and *Exercise/ physical activity/ leisure activity* (50%) were the main activities undertaken in the local area.
- Over one-half respondents (51%) stated it was *Easy* (37%) or *Very easy* (14%) to study their preferred subjects. Only 11% of respondents thought it to be *Difficult* or *Very difficult*.
- More than three-quarters of respondents (78%) stated they *Agree* (51%) or *Strongly agree* (27%) that there is always something to do in the area.

Travelling in the local area by walking or cycling was considered easy. Public transport was perceived (where applicable) to be safe, affordable, comfortable and convenient.

- More than three-quarters of respondents (78%) stated they *Agree* (59%) or *Strongly agree* (22%) that they find it easy to walk to the places they want to get to in and around their local area.
- More than one-half of respondents (54%) stated that they *Agreed* (39%) or *Strongly agreed* (15%) that it was easy to cycle to the places they want to get to in and around their local area.
- Slightly less than one-half of respondents *Did not know* how to rate public transport or stated public transport was *Not applicable* to them in terms of being *Safe* (44%), *Affordable* (47%), *Comfortable* (51%) and *Convenient* (44%). Of those who were able to rate public transport, it was seen as *Safe* (53%), *Affordable* (46%), *Comfortable* (44%) and *Convenient* (42%).

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Part 1: Introduction

Environment Bay of Plenty, on behalf of Community Outcomes Bay of Plenty (COBOP), commissioned Key Research to undertake a survey to determine the community's attitudes and perceptions towards community outcomes in the Bay of Plenty. The Community Outcomes Survey is a response to Councils' obligations under the Local Government Act 2002 to report on the community's progress in achieving its outcomes. The data from this survey will inform the Community Outcomes Report for each local authority in the region as required by the Local Government Act.

This report outlines the methodology and outcomes of this research process.

Note: This project was completed concurrently with the Environment Bay of Plenty Survey 2010.

1.1 Research Objectives

The specific research objectives for the Community Outcomes survey are:

- To determine how people feel the region is progressing towards community outcomes (a requirement under Section 92 – Local Government Act 2002 (LGA));
- To build on trends in community outcome perception measures (from baseline data collected in 2006).

1.2 Research Method

The study consisted of 1,700 telephone interviews with residents in the Bay of Plenty region.

- Quotas were enforced according to age, ethnicity and gender, to ensure a proportionally representative sample of the Bay of Plenty's population was obtained.
- Interviewing took place between Monday 11th January and Tuesday 9th February 2010.
- The overall results have a margin of error of +/-2.38% at the 95% confidence level.

The following steps were taken to ensure objectivity, validity and reliability of the study:

- The questionnaire was designed by executives from Key Research in partnership with Environment Bay of Plenty.
- Respondents were selected from across the Bay of Plenty region using a random number generation service.
- All telephone interviews were conducted by trained and experienced Key Research interviewers.
- The research results were processed electronically and analysed by executives from Key Research.

Telephone interviewing was the chosen method of data collection for several reasons, as follows:

- This method affords greater cost efficiency than face-to-face interviewing.
- Telephone surveys generate a higher response rate than self-completion surveys.
- In comparison to self-completion surveys, telephone surveys can gather more detailed information from probing into ideas/opinions and interviewers can ask for clarification if required.
- Greater time efficiency as the respondent does not have to document their answers.
- Respondents are more inclined to follow through and fully complete a survey over the phone.
- Eliminates the respondent's ability to 'screen' the questionnaire before deciding whether to participate.
- Comparability with the 2006 Community Outcomes Survey.

There are a small number of households in the region which do not have access to a telephone (according to the 2006 Census 2.9% of households in the Bay of Plenty region do not have access to a telecommunications system) and did not have the opportunity to be sampled in the Community Outcomes Survey 2010.

1.3 Analysis

Each question is analysed at District level and then under the following subsections.

Results by Area

- Western Bay of Plenty, Eastern Bay of Plenty, Rotorua District and Tauranga.

Results by Demographic Characteristics

- Gender (male/female).
- Age group (15-29, 30-39, 40-49, 50-59, 60+).
- Ethnicity (non-Maori/Maori).
- Location (urban/rural).
- Length of time lived in the region (less than two years, two to five years, more than five years).

The extremes of difference are compared, for example, *Respondents from Tauranga and the Western Bay of Plenty were more likely to rate the overall state of the natural environment of the Bay of Plenty as Good or Very good (86% respectively) than respondents from Rotorua (79%).*

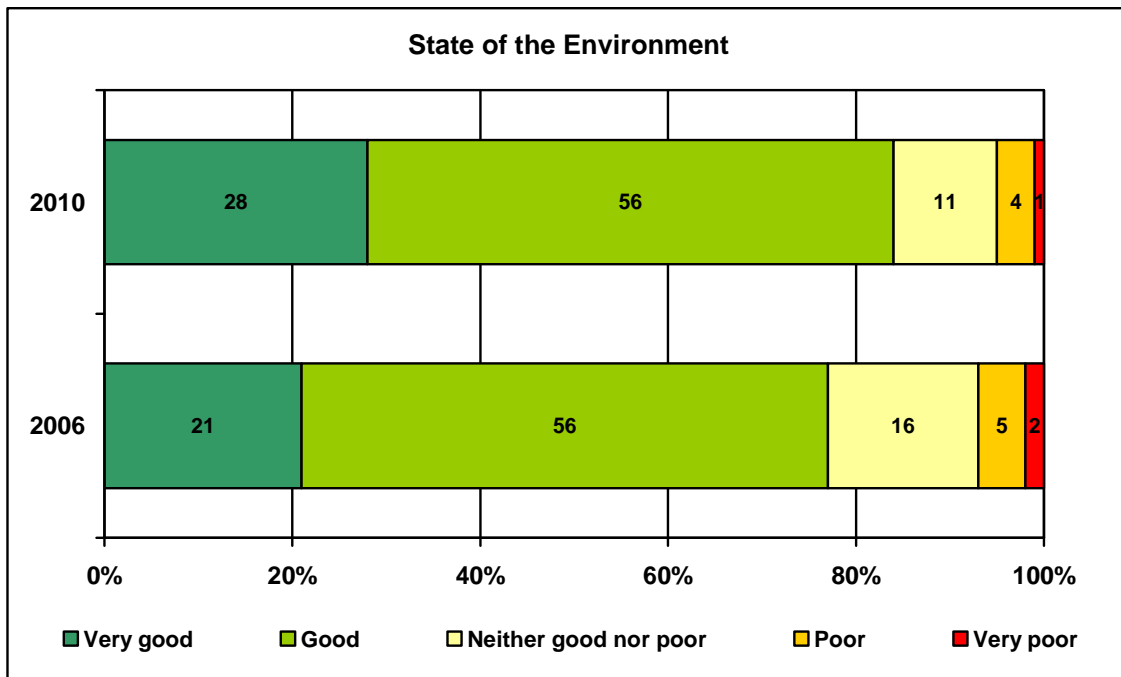
- It can be assumed that any other differences will fall between the two extremes. Where no differences exist within the breaks this is also noted.
 - Due to rounding some percentage aggregations may total to slightly more or less than 100%.
-

Part 2: Environmental Perceptions

2.1 State of the Environment

Respondents were initially asked how they would rate the overall state of the natural environment in the Bay of Plenty.

- More than four in five respondents (84%) stated that the overall state of the natural environment in the Bay of Plenty is either *Good* (56%) or *Very good* (28%). This represents an increase of seven percentage points from the result recorded in the 2006 survey (77%).
- Only 5% of respondents rated the state of the natural environment in the Bay of Plenty as either *Poor* (4%) or *Very poor* (1%).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 2.1 State of the Environment

Comparative Analysis

Results by Area

- Respondents from Tauranga and the Western Bay of Plenty were more likely to rate the overall state of the natural environment of the Bay of Plenty as *Good* or *Very good* (86% respectively) than respondents from Rotorua (79%).

Results by Age

- Respondents aged 15-29 were more likely to rate the overall state of the natural environment of the Bay of Plenty as *Good* or *Very good* (91%) than respondents aged 40-49 (82%), 50-59 (80%) and 60+ (81%).

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to rate the overall state of the natural environment of the Bay of Plenty as *Good* or *Very good* (85%) than respondents who identified themselves as Maori (79%).

Results by Urban/Rural Location

- No significant differences were observed.

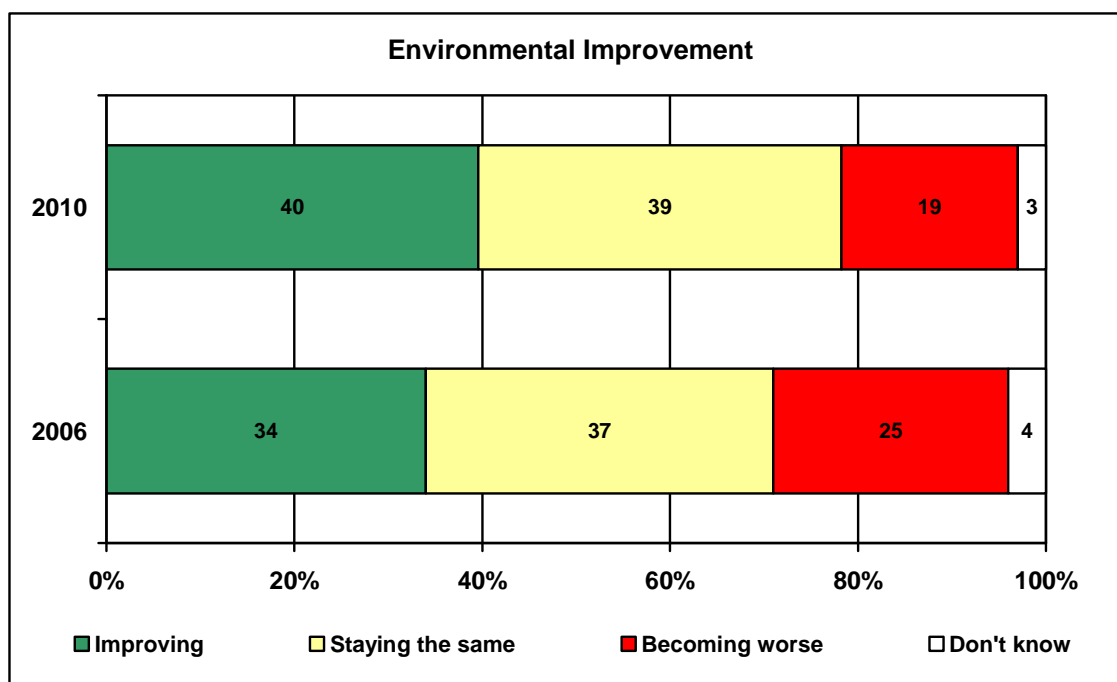
Results by Length of Time in Bay of Plenty

- No significant differences were observed.

2.2 Environmental Improvement

Respondents were then asked about their perceptions regarding the changes to the overall state of the natural environment.

- Two-fifths of respondents (40%) stated that they think the overall state of the natural environment is *Improving*, while 39% of respondents stated that the environment is *Staying the same*. The proportion stating they think the overall state of the natural environment is *Improving* has increased by six percentage points from the 2006 study (34%).
- Slightly less than one-fifth of respondents (19%) stated that the overall state of the natural environment is *Becoming worse*. This represents a decrease of six percentage points from the 2006 study (25%).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 2.2 Environmental Improvement

Comparative Analysis

Results by Area

- Respondents from Rotorua were more likely to state the natural environment was *Improving* (47%) than respondents from the other areas (Tauranga, (40%), the Eastern Bay of Plenty (36%) or the Western Bay of Plenty (35%)).

Results by Age

- Respondents aged 60+ were more likely to state the natural environment was *Improving* (45%) than respondents aged 15-59 (37%).

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- Respondents who identified themselves as Maori were more likely to state the natural environment was *Becoming worse* (26%) than those who identified themselves as non-Maori (17%).

Results by Urban/Rural Location

- No significant differences were observed.

Results by Length of Time in Bay of Plenty

- No significant differences were observed.

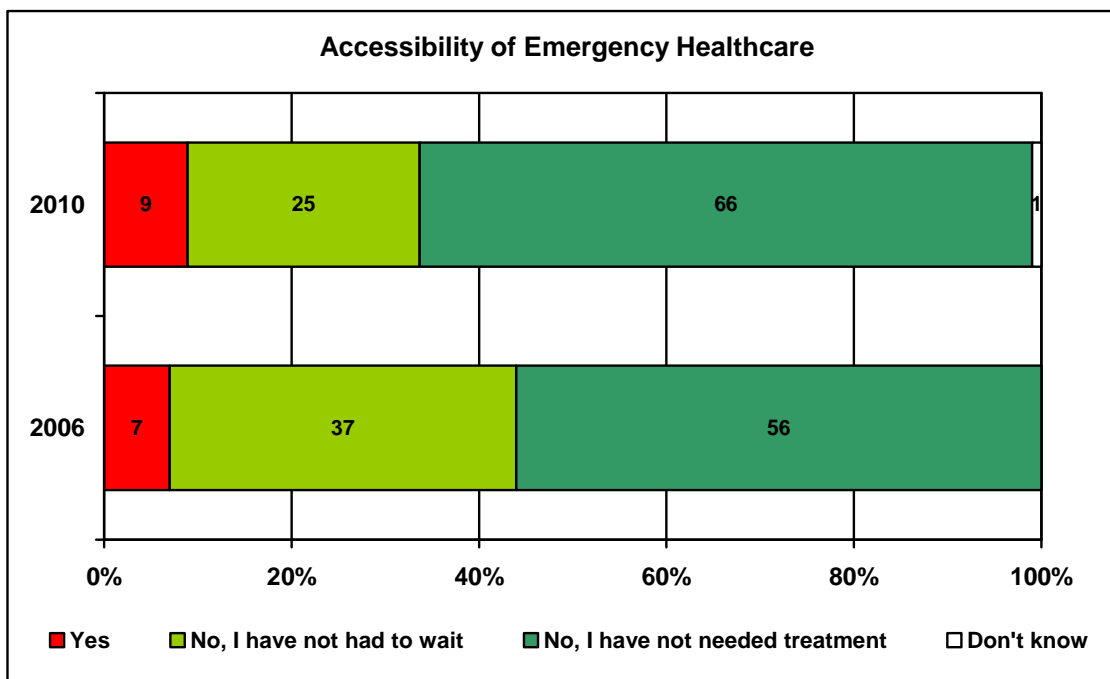
Part 3: Emergency Healthcare

Respondents were then asked a series of questions regarding the provision of, and barriers to, healthcare services.

3.1 Accessibility of Emergency Healthcare

Respondents were first asked if there has been a time in the last 12 months where it took them, or a member of their household, more than 60 minutes to get emergency healthcare.

- More than nine out of every ten respondents (91%) had no issues with the accessibility of emergency healthcare, with 66% of respondents not needing emergency healthcare and 25% having no delays in accessing emergency healthcare.
- In total, 9% of respondents stated that there *has* been a time in the last 12 months where it took them or a member of their household more than 60 minutes to get emergency healthcare which was approximately the same proportion recorded in the 2006 study (7%).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 3.1 Accessibility of Emergency Healthcare

Comparative Analysis

Results by Area

- Respondents from the Western Bay of Plenty and the Eastern Bay of Plenty were more likely to state they have *Not needed treatment* in the last 12 months (72% and 71% respectively) than respondents from Rotorua (63%) and Tauranga (58%).

Results by Age

- Respondents aged 60+ were less likely to state *There was a time where it took them, or a member of their household, more than 60 minutes to get emergency healthcare* (2%) than respondents aged 40-49 (15%).

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- No significant differences were observed.

Results by Urban/Rural Location

- Rural respondents were more likely to state *There was a time where it took them, or a member of their household, more than 60 minutes to get emergency healthcare* (11%) than urban respondents (7%).

Results by Length of Time in Bay of Plenty

- No significant differences were observed.

3.1.1 Reason for Healthcare Delay

Respondents who stated that there *had* been an occasion where they or a member of their household had to wait longer than 60 minutes to get emergency healthcare (n=141) were then asked what the reason was for this.

- Nearly three-quarters of respondents (72%) stated that the reason they had to wait for emergency healthcare was *Slow service at a medical centre / Accident and Emergency*. This represents an increase of four percentage points from the 2006 study (68%).

Table 3.1.1 Reason for Healthcare Delay

For what reasons did you or the member of your household not get emergency healthcare within 60 minutes?	% of Respondents	
	2006	2010
Slow service at medical centre / Accident and Emergency	68	72
Live too far away from nearest emergency healthcare assistance	14	13
Traffic slowed travel time	4	6
Emergency services restricted access	3	4
Don't have access to transport	2	-
Other	11	8
Total	101	103

Base 2010: 141 respondents

Base 2006: 122 respondents

Multiple answers allowed

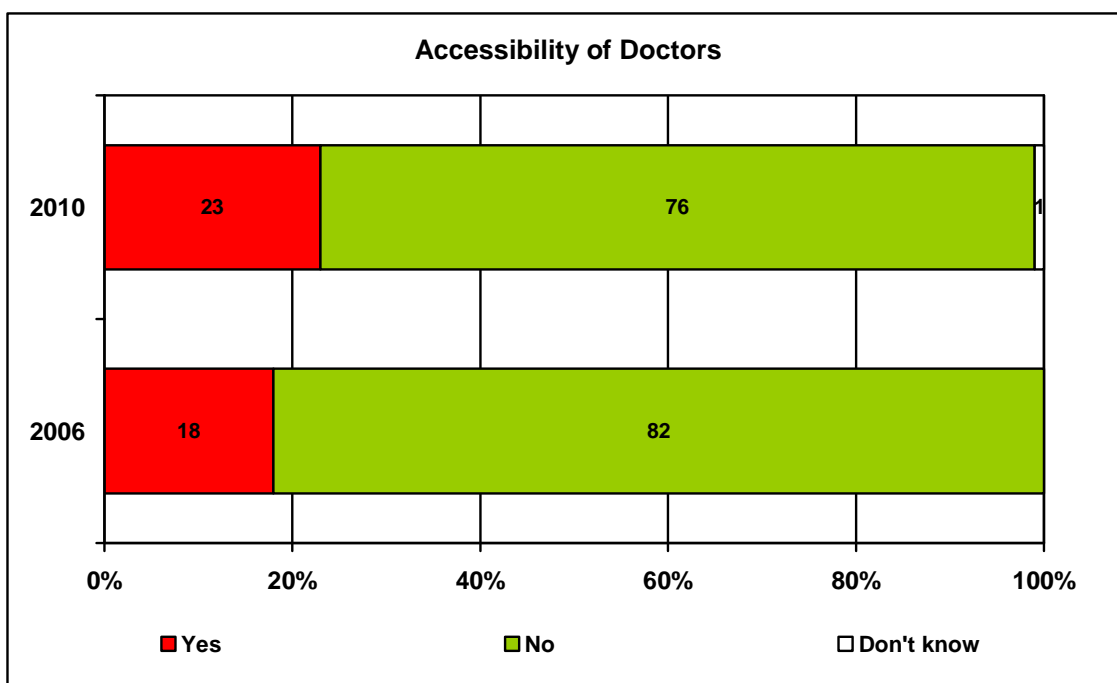
Other Responses (9)

- *I called an ambulance but they didn't come.*
- *When I rang I was passed to someone, then to someone else, and so on. It took well over sixty minutes.*
- *It was deemed "non urgent".*
- *The nurses were ignorant.*
- *The local services were not available.*
- *The nearest ambulance is thirty to forty minutes from here, but it took an hour and a half to get there.*
- *No one speaks English so I couldn't get hold of anyone.*
- *Second Avenue Tauranga Medicare was shut. The answering machine was on, but we got no help until 30 hours later.*
- *Tauranga ambulance had to come instead of Katikati ambulance.*

3.2 Accessibility of Doctors

Respondents were then asked if there has been a time in the last 12 months where they, or a member of their household, wanted to go to a doctor but did not.

- Over three-quarters of respondents (76%) *did not* have a situation when they or a member of their household needed to go a doctor but did not.
- Less than one-quarter of respondents (23%) stated that there *has* been a time in the last 12 months where they or a member of their household wanted to go to a doctor but did not. This represents a five percentage point increase from the 2006 study (18%).



Base 2010: 1700 respondents
Base 2006: 1700 respondents
Figure 3.2 Accessibility of Doctors

Comparative Analysis

Results by Area

- Respondents from the Western Bay of Plenty were the likely to state that *There has been a time when they, or a member of their household, wanted to go to a doctor but did not* (18%) than respondents from the Eastern Bay of Plenty (26%), Rotorua (25%) or Tauranga (23%).

Results by Age

- Respondents aged 15-49 were more likely to state that *There has been a time when they, or a member of their household, wanted to go to a doctor but did not* (33%) than respondents aged over 50 (15%).

Results by Gender

- Female respondents were more likely to state that *There has been a time when they, or a member of their household, wanted to go to a doctor but did not* (26%) than male respondents (19%).

Results by Ethnicity

- Respondents who identified themselves as Maori were more likely to state that *There has been a time when they, or a member of their household, wanted to go to a doctor but did not* (34%) than respondents who identified themselves as non-Maori (20%).

Results by Urban/Rural Location

- No significant differences were observed.

Results by Length of Time in Bay of Plenty

- No significant differences were observed.

3.2.1 Reason for Not Seeing Doctor

Respondents who stated that there *has* been a time in the last 12 months where they or a member of their household wanted to go to a doctor but did not were then asked what the reason was for this.

- One-half of respondents (50%) stated that the reason for them or a member of their household not visiting a doctor was that a doctor was *Too expensive/ costs too much/ symptoms didn't justify costs*. This represents an increase of five percentage points from the 2006 study (45%).
- 19% of respondents stated the *Doctor was too busy to see me when needed to see them/ couldn't fit me in/ waiting times too long* and a further 14% of respondents stated it *Got better on its own/ didn't need to in the end*.

Table 3.2.1 Reason for Not Seeing Doctor

For what reasons did you or the member of your household not visit a doctor	% of Respondents	
	2006	2010
Too expensive/ costs too much/symptoms didn't justify costs	45	50
Doctor was too busy to see me when needed to see them/ couldn't fit me in/ waiting times too long	13	19
Got better on its own/ didn't need to in the end	12	14
Was too busy to go to GP/ couldn't take time off work	15	10
GP too far away/difficult to get to/ no transport	5	7
Other	9	13
Don't know	2	1
Total	101	114

Base 2010: 377 respondents

Base 2006: 316 respondents

Multiple answers allowed

Other Responses

- *Due to the lack of availability of doctors on the weekends (13).*
- *I didn't have faith in doctor (3).*
- *I was too sick to go anywhere (3).*
- *I am not signed up with a doctor (3).*
- *I didn't have child available (2).*
- *I didn't think that it would get worse but it did (2).*
- *I had no way of getting to a doctor (2).*
- *I am too lazy (2).*
- *The after hours clinic is about an hour away.*
- *After hours is difficult.*
- *My Community Services Card ran out.*
- *I hadn't paid the bill.*
- *My husband doesn't really like going to doctors.*
- *I have been told too many times that there is nothing wrong with me in the past by my doctor.*
- *I have my own doctor, but I never see the same one as he is not there.*
- *I was not sure if it was open.*
- *I was on holiday so I was away from my doctor.*

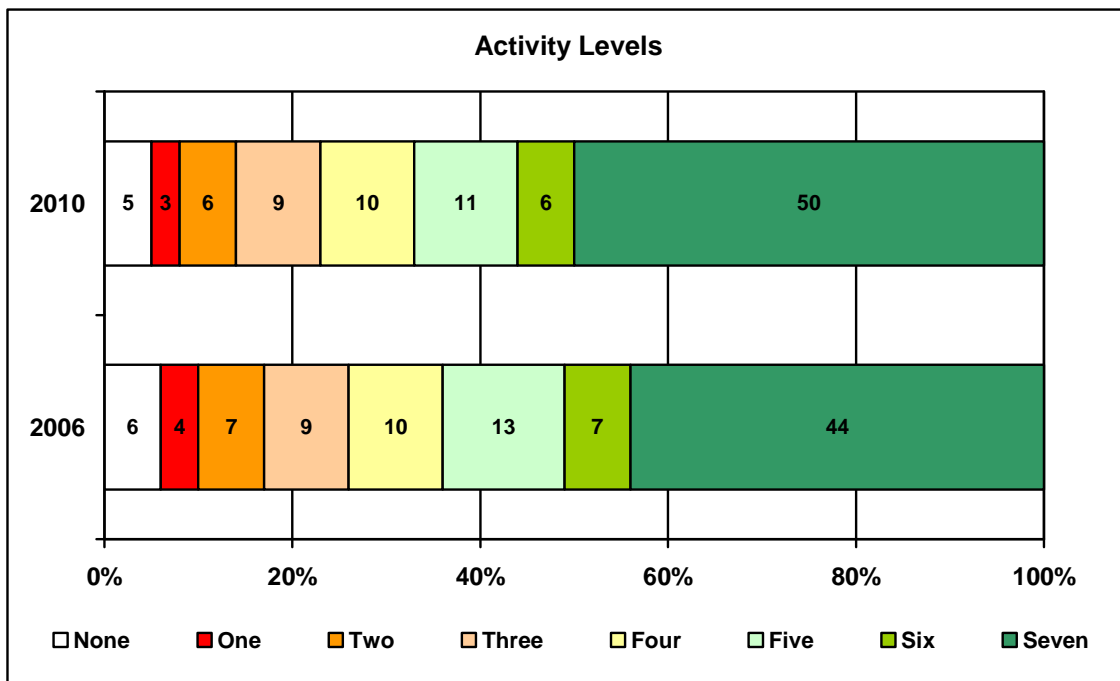
Part 4: Level of Activity and Health

This section of the report relates to a series of questions regarding activity and health levels.

4.1 Activity Levels

Respondents were asked on how many of the last seven days they were active.
Active was defined as: doing 15 minutes or more of vigorous activity (this is activity which makes you breathe a lot harder than normal for example running), or 30 minutes or more of moderate exercise (for example brisk walking).

- One-half of respondents (50%) stated that they were active *Seven* out of the last seven days. This represents an increase of six percentage points from the 2006 study (44%).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 4.1 Activity Levels

Comparative Analysis

Results by Area

- Respondents from Tauranga were less likely to have been active on each of the last seven days (40%) than respondents from Rotorua (51%), the Western Bay of Plenty (55%) and the Eastern Bay of Plenty (55%).

Results by Age

- Respondents aged 15-29 were less likely to have been active on each of the last seven days (43%) than all other age groups (51%).

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- Respondents who identified themselves as Maori were more likely to have been active on each of the last seven days (54%) than respondents who identified themselves as non-Maori (48%).

Results by Urban/Rural Location

- Rural respondents were more likely to have been active on each of the last seven days (60%) than urban respondents (45%).

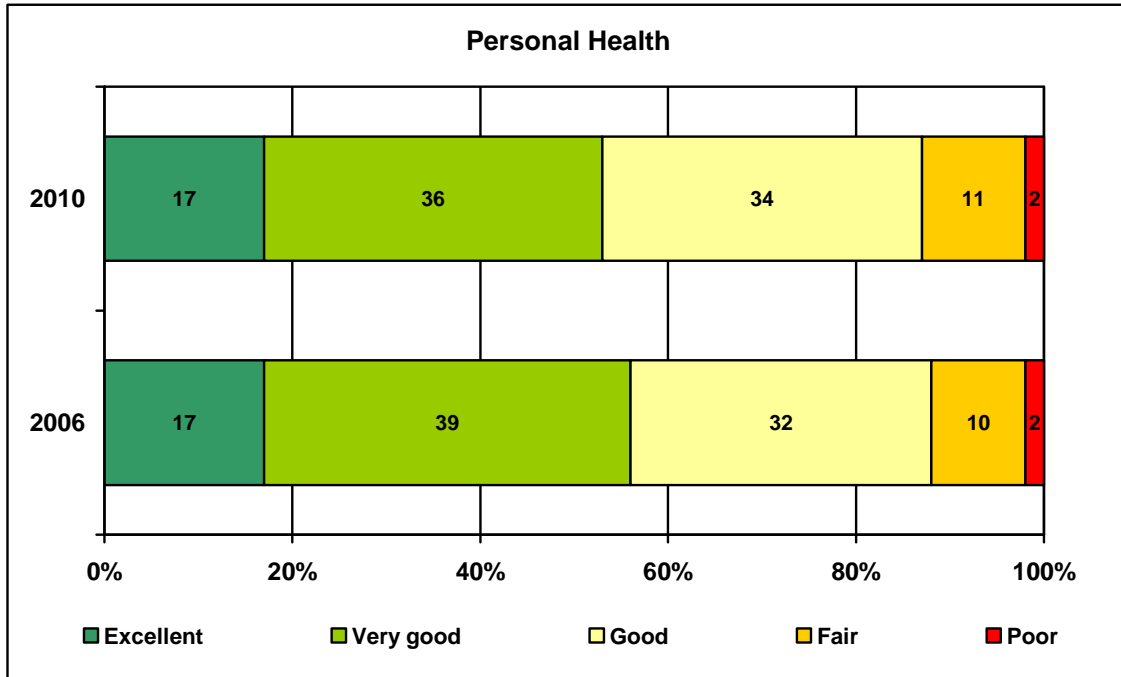
Results by Length of Time in Bay of Plenty

- No significant differences were observed.

4.2 Personal Health

Respondents were then asked how they would rate their health in general.

- More than one-half of respondents (53%) stated that they would rate their health as either *Very good* (36%) or *Excellent* (17%). This represents a decrease in perceived personal health of three percentage points since the 2006 study (56%).



Base 2010: 1700 respondents
Base 2006: 1700 respondents
Figure 4.2 Personal Health

Comparative Analysis

Results by Area

- No significant differences were observed.

Results by Age

- No significant differences were observed.

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to state that their health was *Excellent* or *Very good* (55%) than respondents who identified themselves as Maori (47%).

Results by Urban/Rural Location

- No significant differences were observed.

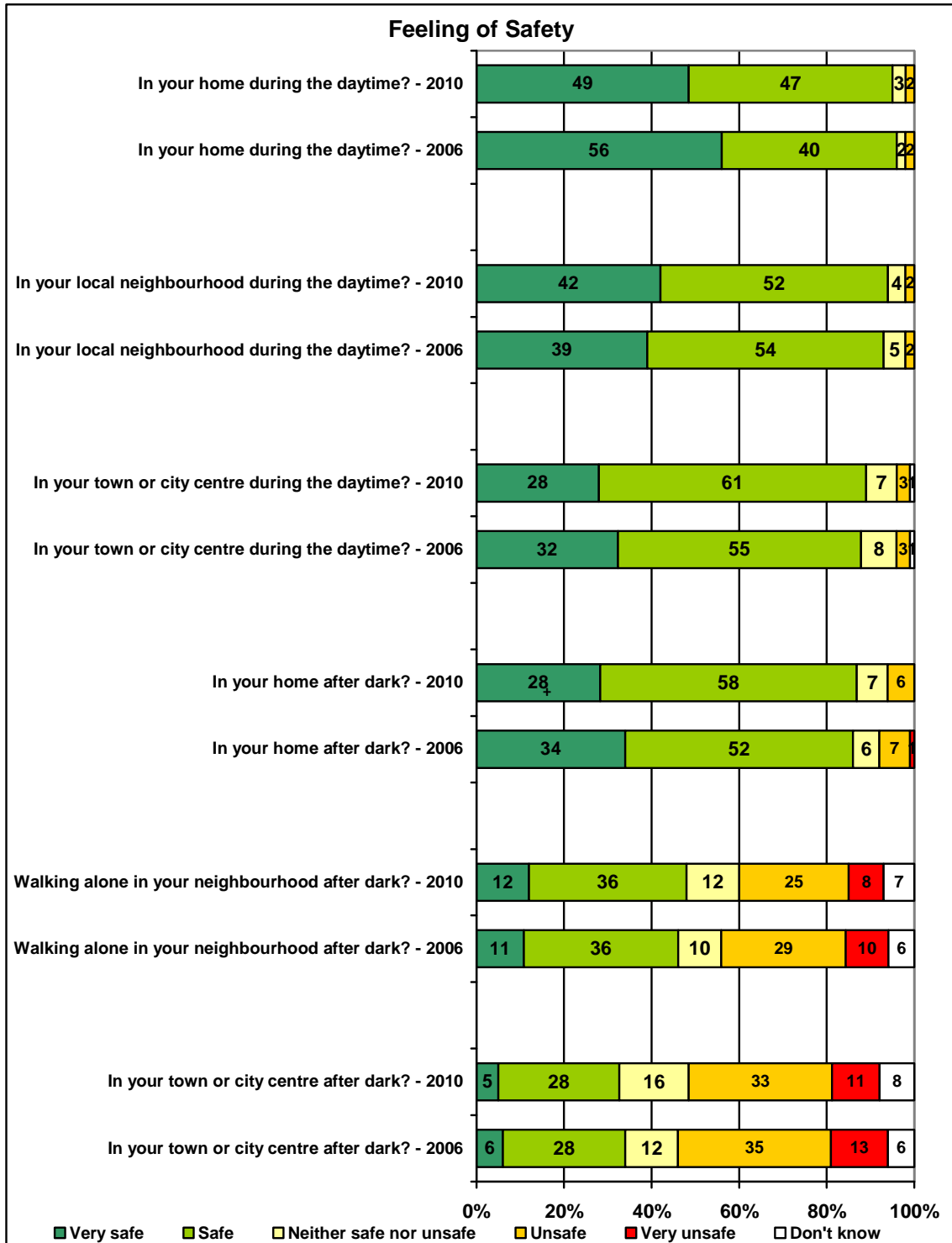
Results by Length of Time in Bay of Plenty

- No significant differences were observed.

Part 5: Feeling of Safety

Respondents were then asked a series of questions relating to their personal safety in a number of different situations including safety in your home during the daytime, in your local neighbourhood during the daytime, in your town or city centre during the daytime, in your home after dark, walking alone in your neighbourhood after dark and in your town or city centre after dark.

- Almost all respondents (96%) stated that they feel *Very safe* (49%) or *safe* (47%) in their home during the daytime. A similar proportion of respondents (94%) stated that they feel *Very safe* (42%) or *Safe* (52%) in their local neighbourhood during the daytime.
- Almost one-half of respondents (44%) stated that they feel *Unsafe* (33%) or *Very unsafe* (11%) in their town or city centre after dark.
- There has been a seven percentage point decrease in the proportion of respondents who feel *Very safe* in their home during the daytime (49%) than recorded during the 2006 study (56%).
- The proportion stating their town or city centre during the daytime was *Very safe* (28%) decreased four percentage points from the 2006 study (32%).



Base 2010: 1700 respondents
 Base 2006: 1700 respondents
 Figure 5 Feeling of Safety

Comparative Analysis

Results by Area

- Respondents from Tauranga were more likely to state they felt *Very safe* in their town or city during the daytime (36%) than respondents from the Western Bay of Plenty (29%), the Eastern Bay of Plenty (26%) and Rotorua (20%).
- Respondents from Tauranga and the Western Bay of Plenty were more likely to state they felt *Very safe* in their home after dark (34% and 31% respectively) than respondents from the Eastern Bay of Plenty (25%) and Rotorua (23%).
- Respondents from Rotorua were more likely to state they felt *Very unsafe* walking alone in their neighbourhood after dark (14%) than respondents from the Western Bay of Plenty (4%).
- Respondents from the Western Bay of Plenty were more likely to state they felt *Very safe* or *Safe* in their town or city centre after dark (37%) than respondents from Rotorua (28%).

Results by Age

- Respondents aged 60+ were less likely to state they felt *Very safe* walking alone in their neighbourhood after dark (6%) than respondents aged 15-29 (16%).
- Respondents aged 60+ were the less likely to state they felt *Very safe* or *Safe* in their town or city after dark (24%) than respondents aged 15-29 (41%).

Results by Gender

- Male respondents were more likely to state they felt *Very safe* or *Safe* walking alone in their neighbourhood after dark (67%) than female respondents (32%).
- Female respondents were more likely to state that they felt *Very safe* or *Safe* walking alone in their neighbourhood after dark (47%) than male respondents (17%).
- Male respondents were more likely to state they felt *Very safe* or *Safe* in their town or city centre after dark (47%) than female respondents (21%).

Results by Ethnicity

- Respondents who identified themselves as Maori were more likely to state they felt *Very safe* or *Safe* walking alone in their neighbourhood after dark (55%) than respondents who identified themselves as non-Maori (46%).
- Respondents who identified themselves as Maori were more likely to state they felt *Very safe* or *Safe* in their town or city centre after dark (41%) than respondents who identified themselves as non-Maori (30%).

Results by Urban/Rural Location

- Rural respondents were more likely to state they felt *Very safe* or *Safe* walking alone in their neighbourhood after dark (57%) than urban respondents (45%).

Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty for more than five years were less likely to state they felt *Very safe* in their town or city centre during the daytime (27%) than respondents who have lived in the Bay of Plenty for less than two years (41%) or two to five years (38%).

Part 6: Local Town

This section of the report relates to a series of questions regarding perceptions of respondents' local towns.

6.1 Association with Local Town

Respondents were asked to name the town or city centre they associate as being their town.

- One-quarter of respondents (25%) associated their town or city centre to be *Tauranga*, and more than one-fifth of respondents (21%) stated this as *Rotorua*.
- Other locations named by more than one in twenty respondents were *Kawerau* (10%), *Opotiki* (8%) and *Te Puke* (7%).
- Responses were similar to those recorded in the 2006 study.

Table 6.1 Association with Local Town

Now thinking about your local community, which town or city centre do you associate as being <u>your</u> town?	% of Respondents	
	2006	2010
Tauranga	26	25
Rotorua	19	21
Kawerau	11	10
Opotiki	11	8
Te Puke	7	7
Mount Maunganui	5	5
Katikati	2	5
Whakatane	2	4
Papamoa	1	3
Greerton	1	2
Bethlehem	1	2
Edgecumbe	-	2
Waihi	1	1
Taupo	8	<1
Omokoroa	1	-
Other	2	5
Total	100	100

Base 2010: 1700 respondents

Base 2006: 1700 respondents

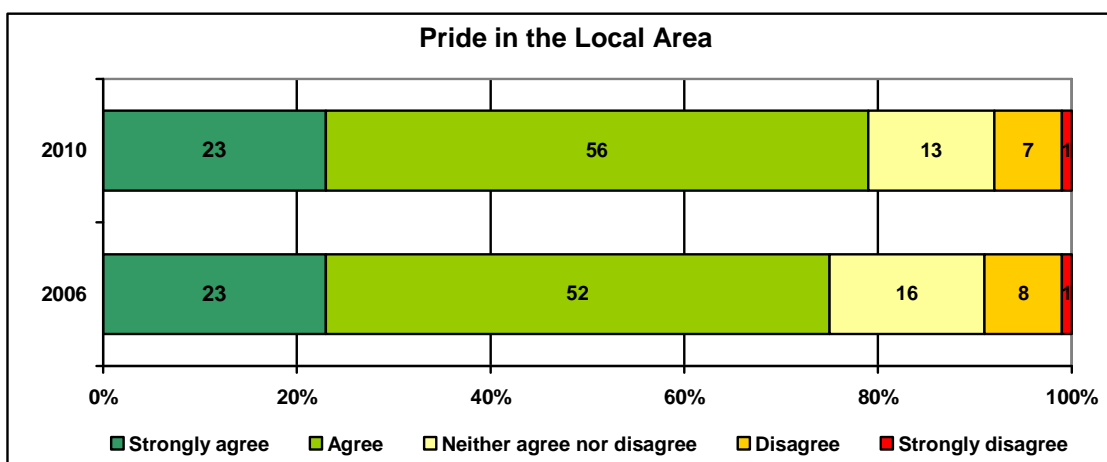
Other Responses

- *Ngongotaha.* (21)
- *Ohope.* (13)
- *Waihi Beach.* (10)
- *Omokoroa.* (9)
- *Bayfair.* (8)
- *Otumoetai.* (4)
- *Welcome Bay.* (4)
- *Matua.* (3)
- *Pillans Point.* (3)
- *Brookfield.* (2)
- *Gate Pa.* (2)
- *Hamurana.* (2)
- *Maketu.* (2)
- *Mamaku.* (2)
- *Reporoa.* (2)
- *Springfield.* (2)
- *Te Kaha.* (2)
- *Westend.* (2)
- *Apata.*
- *Bellvue.*
- *Cherrywood.*
- *Fraser Cove.*
- *Hamilton.*
- *Hillcrest.*
- *Kaharoa.*
- *Merivale.*
- *Ngongataha.*
- *Ohauti.*
- *Ohinimutu.*
- *Owhata.*
- *Palm Beach.*
- *Pyes Pa.*
- *Tokoroa.*
- *Tomare.*
- *Utuhina.*
- *Westbrook.*

6.2 Pride in the Local Area

Respondents were then asked how strongly they agree or disagree with the statement, 'I feel a sense of pride in the way the local area looks and feels.'

- More than three-quarters of respondents (79%) stated that they *Agree* (56%) or *Strongly agree* (23%) with the statement 'I feel a sense of pride in the way my local area looks and feels.' This represents an increase of four percentage points from the 2006 study (75%).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 6.2 Pride in the Local Area

Table 6.2 Pride in the Local Area

% of respondents who <i>Agree</i> or <i>Strongly agree</i> that they feel a sense of pride in their local area*	
Whakatane	86
Papamoa	85
Rotorua	85
Mount Maunganui	85
Kawerau	82
Tauranga	79
Katikati	75
Te Puke	71
Opotiki	67
Other	71

Base 2010: 1700 respondents

*Data is not available for the 2006 study.

- Whakatane, Papamoa, Rotorua and Mount Maunganui residents were more likely to state they *feel a sense of pride in their local area*.

Comparative Analysis

Results by Age

- No significant differences were observed.

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- No significant differences were observed.

Results by Urban/Rural Location

- No significant differences were observed.

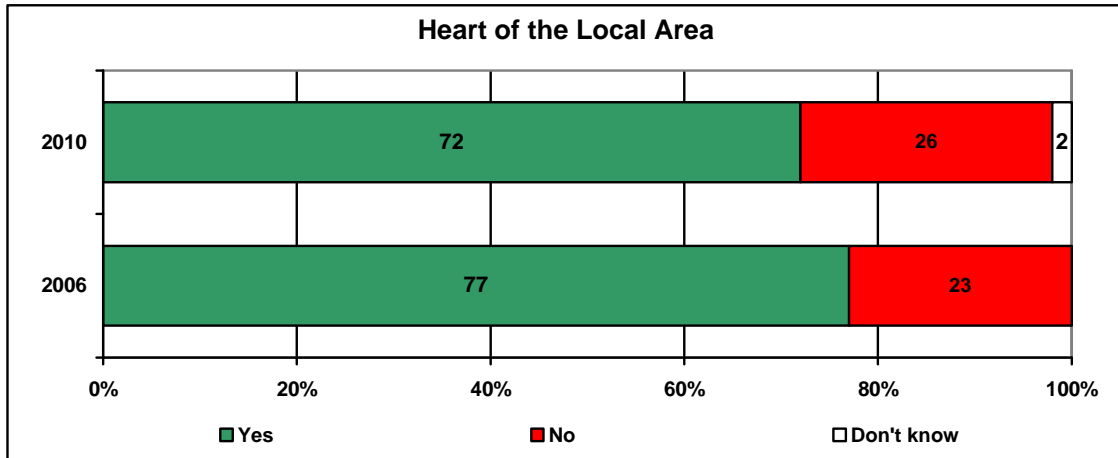
Results by Length of Time in Bay of Plenty

- No significant differences were observed.

6.3 Heart of the Local Area

Respondents were then asked if they think their local town centre is the commercial and cultural heart of the local area.

- Almost three-quarters of respondents (72%) stated that they *do* think their local town centre is the commercial and cultural heart of the local area. This represents a five percentage point decrease from the 2006 study (77%).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 6.3 Commercial and Cultural Heart of the Local Area

Table 6.3(1) Commercial and Cultural Heart of the Local Area

% of respondents who <i>consider</i> their town or city centre to be the commercial and cultural heart of the local area*	
Rotorua	92
Whakatane	89
Katikati	87
Tauranga	78
Te Puke	73
Opotiki	69
Mount Maunganui	60
Kawerau	46
Papamoa	35
Other	54

Base 2010: 1700 respondents

*Data is not available for the 2006 study.

- Rotorua, Whakatane and Katikati were the most likely town or city centres to be considered the commercial and cultural heart of the local area.

Table 6.3(2) Commercial and Cultural Heart of the Local Area

		Local Town or City Centre									
Town or City Centre that is the Commercial and Cultural Heart of the Local Area		Tauranga	Rotorua	Kawerau	Opotiki	Te Puke	Mount Maunganui	Katikati	Whakatane	Papamoa	Other/Don't know
	Tauranga	78	3	4	1	16	33	10	6	25	19
	Rotorua	3	92	6	1	2	2	-	2	-	12
	Kawerau	-	-	46	-	-	-	-	-	-	-
	Opotiki	-	-	-	69	-	-	-	-	-	-
	Te Puke	-	-	-	-	73	-	-	-	2	-
	Mount Maunganui	9	1	-	-	2	60	-	-	25	4
	Katikati	-	-	-	-	-	-	87	-	-	-
	Whakatane	-	-	39	20	-	-	-	89	-	10
	Papamoa	-	-	-	-	1	-	-	-	35	-
	Other	9	5	4	10	5	5	2	3	13	54
Total	100	100	100	100	100	100	100	100	100	100	

Base: 1700 respondents

- In general, most respondents consider their local town or city centre to be the commercial and cultural heart of the local area.
- Over three-quarters of *Tauranga* respondents (78%) considered *Tauranga* to be the commercial and cultural heart of the local area. Of those who did not think *Tauranga* was the commercial and cultural heart of the local area, *Mount Maunganui* (9%) and *Rotorua* (3%) were the most common locations stated.
- Nearly nine out of ten *Whakatane* respondents (89%) stated *Whakatane* was the commercial and cultural heart of the local area. Of those who disagreed, 6% of respondents stated this was *Tauranga* and 2% stated it was *Rotorua*. The other 3% of respondents remaining stated *Other* centres or *Don't know*.

Comparative Analysis

Results by Age

- Respondents aged 60+ were more likely to consider their town or city centre was the commercial and cultural heart of the local area (75%) than respondents aged 15-29 (67%).

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- No significant differences were observed.

Results by Urban/Rural Location

- Rural respondents were more likely to consider their town or city centre was the commercial the cultural heart of the local area (77%) than urban respondents (70%).

Results by Length of Time in Bay of Plenty

- No significant differences were observed.

6.4 Activities in the Local Area

Respondents were then asked what sorts of things they do in their local town.

- Slightly less than three-quarters of respondents (71%) stated they *Shop (goods and services)* in their local town, while one-half of respondents (50%) stated they *Exercise/ physical activity/ leisure activity*.
- More than one-third of respondents *Socialise* or *Work* (38% respectively).
- The proportion of respondents who engage in *Exercise/ physical activity/ leisure activity* (50%) has increased by fourteen percentage points from the 2006 study (36%). There has been an increase in the proportion of respondents who *Visit friends* (from 26% in 2006, to 32% in 2010), *Entertainment/ events* (from 19% in 2006, to 24% in 2009) and *Visit family* (from 16% in 2006, to 20% in 2010).
- There has been a seven percentage point decrease in the proportion of respondents who stated they *Shop (goods and services)* (71%) from the 2006 study (78%).

Table 6.4 Activities in the Local Area

What sorts of things do you do in your local town?	% of Respondents	
	2006	2010
Shop (goods and services)	78	71
Exercise/ physical activity/leisure activity	36	50
Socialise	40	38
Work	35	38
Visit friends	26	32
Entertainment/events	19	24
Visit family	16	20
Participate in community groups	16	17
Study	2	4
Visit the library	2	3
Other	1	1
Don't know	1	1
Total	272	303

Base 2010: 1700 respondents

Base 2006: 1700 respondents

Multiple responses allowed

Other

- *We do most things elsewhere (7).*
- *None of these (5).*
- *There are limited activities due to my age (3).*
- *I am very rarely in town (3).*
- *I help people.*
- *Hobbies.*
- *Sightseeing.*

Comparative Analysis

Results by Area

- Respondents from Rotorua were more likely to state that they engage in *Entertainment/ events* (36%) than respondents from the Eastern Bay of Plenty (15%).
- Respondents from Rotorua were more likely to state that they engage in, *Visiting family* (38%) and *Visiting friends* (46%) than respondents from the Western Bay of Plenty (14% and 20% respectively).

Results by Age

- Respondents aged 60+ were more likely to state that they engage in *Shopping (goods and services)* (77%) than respondents aged 15-29 (58%).

Results by Gender

- Female respondents were more likely to state that they engage in *Shopping (goods and services)* (76%) than male respondents (65%).

Results by Ethnicity

- No significant differences were observed.

Results by Urban/Rural Location

- Urban respondents were more likely to state that they engage in *Visiting friends* in their local area (35%) than rural respondents (23%).

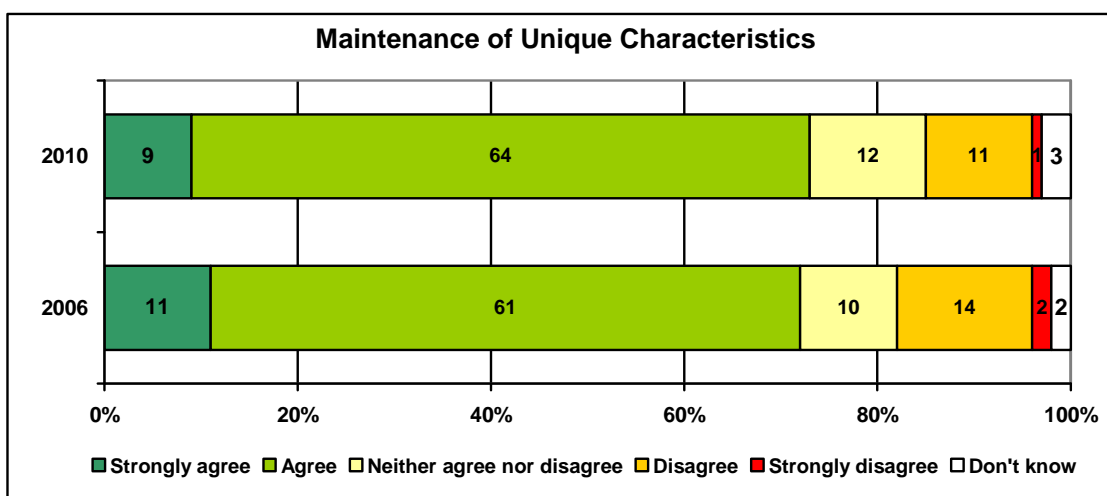
Results by Length of Time in Bay of Plenty

- No significant differences were observed.

6.5 Maintenance of Unique Characteristics

Respondents were then asked if they agreed or disagreed that the unique characteristics of their local town are being maintained.

- Almost three-quarters of respondents (73%) stated that they either *Agree* (64%) or *Strongly agree* (9%) that the *unique characteristics of their local town are being maintained*. This represents a similar result to that recorded during the 2006 study (72%).
- 12% of respondents stated that they *Disagreed or Strongly disagreed*. This represents a decrease of four percentage points from the 2006 study (16%).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 6.5 Maintenance of Unique Characteristics

Comparative Analysis

Results by Area

- Respondents from Rotorua were more likely to *Agree* or *Strongly agree* that the unique characteristics of their local town are being maintained (85%) than respondents from Tauranga (66%).

Results by Age

- No significant differences were observed.

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- No significant differences were observed.

Results by Urban/Rural Location

- No significant differences were observed.

Results by Length of Time in Bay of Plenty

- No significant differences were observed.

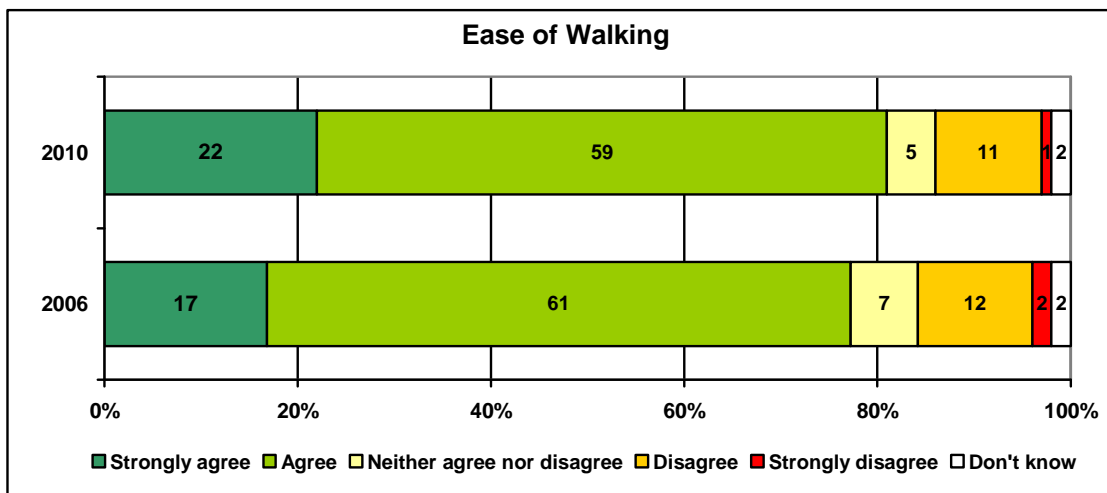
Part 7: Ease of Moving Around

This section of the report relates to how easily respondents perceive they can walk or cycle to the places they want to get to in and around their local area.

7.1 Ease of Walking

Respondents were first asked how strongly they agree with the statement ‘*You find it easy to walk to the places you want to get to in and around your local area.*’

- Slightly more than four-fifths of respondents (81%) stated that they *Agree* (59%) or *Strongly agree* (22%) that they find it easy to walk to the places they want to get to in and around their local area. This represents an increase of three percentage points from the 2006 study (78%).



Base 2010: 1700 respondents
Base 2006: 1700 respondents
Figure 7.1 Ease of Walking

Comparative Analysis

Results by Area

- Respondents from the Eastern Bay of Plenty were more likely to *Agree* or *Strongly agree* that it is easy to walk to the places they want to get to in and around their local area (90%) than respondents from Tauranga (73%).

Results by Age

- No significant differences were observed.

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- No significant differences were observed.

Results by Urban/Rural Location

- No significant differences were observed.

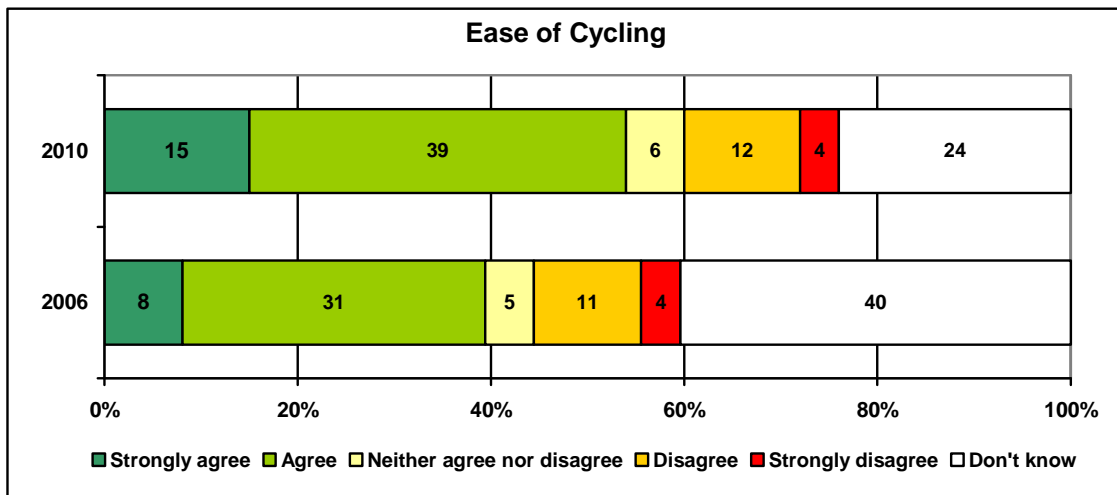
Results by Length of Time in Bay of Plenty

- No significant differences were observed.

7.2 Ease of Cycling

Respondents were asked how strongly they agreed or disagreed with the statement 'You find it easy to cycle to the places you want to get to in and around your local area.'

- More than one-half of respondents (54%) stated that they *Agree* (39%) or *Strongly agree* (15%) that they find it easy to cycle to the places they want to get to in and around their local area.
- This represents an increase of fifteen percentage points from the 2006 study (39%).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 7.2 Ease of Cycling

Comparative Analysis

Results by Area

- Respondents from the Eastern Bay of Plenty were more likely to *Agree* or *Strongly agree* that it is easy to cycle to the places they want to get to in and around their local area (72%) than respondents from the Western Bay of Plenty (40%).

Results by Age

- Respondents aged 15-29 were more likely to *Agree* or *Strongly agree* that it is easy to cycle to the places they want to get to in and around their local area (72%) than respondents aged 60+ (32%).

Results by Gender

- Male respondents were more likely to *Agree* or *Strongly agree* that it is easy to cycle to the places they want to get to in and around their local area (57%) than female respondents (50%).

Results by Ethnicity

- Respondents who identified themselves as Maori were more likely to *Agree* or *Strongly agree* that it is easy to cycle to the places they want to get to in and around their local area (65%) than respondents who identified themselves as non-Maori (50%).

Results by Urban/Rural Location

- Urban respondents were more likely to *Agree* or *Strongly agree* that it is easy to cycle to the places they want to get to in and around their local area (57%) than rural respondents (45%).

Results by Length of Time in Bay of Plenty

- No significant differences were observed.

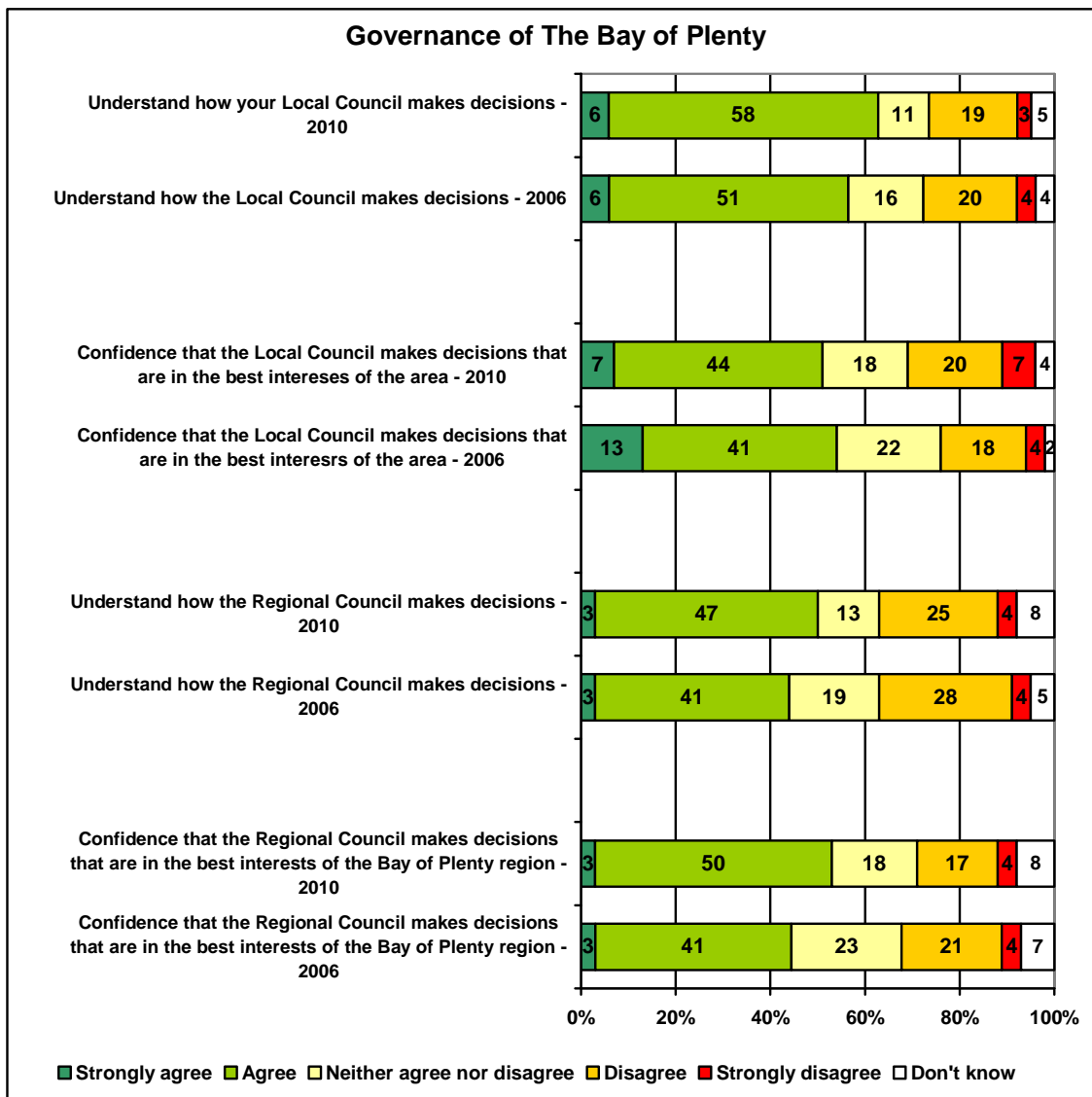
Part 8: Community Leadership

This section of the report relates to respondents' awareness and perceptions of community leadership.

8.1 Governance of The Bay of Plenty

Respondents were asked a series of questions relating to the governance of the local area, including understanding how the local and Regional Council makes decisions and confidence that the local and Regional Council makes decisions in the best interests of the area.

- Nearly two-thirds of respondents (64%) stated that they *Understand how their Local Council makes decisions*, and slightly more than one-half of respondents (51%) have *Confidence the Local Council makes decisions in the best interests of the area*.
- One-half of respondents (50%) stated that they *Understand how the Regional Council makes decisions*, and slightly more than one-half of respondents (53%) have *Confidence these decisions are in the best interests of the Bay of Plenty region*.
- Understanding of (50%), and confidence in (53%), the Regional Council's decision making has increased by six and seven percentage points from the 2006 study (44% and 44% respectively).
- Understanding of how the Local Council makes decisions (64%) has increased by seven percentage points from the 2006 study (57%), however confidence in the Local Council's decision making (61%) has decreased three percentage points from the 2006 study (54%).



Base 2010: 1700 respondents
 Base 2006: 1700 respondents
 Figure 8.1 Governance of the Bay of Plenty

Comparative Analysis

Results by Area

- Respondents from the Eastern Bay of Plenty were more likely to *Agree* or *Strongly agree* that they *Understand how their Local Council makes decisions* (69%) than respondents from Tauranga (58%).
- Respondents from Rotorua were more likely to *Agree* or *Strongly agree* that they have *Confidence that the Local Council makes decisions that are in the best interests of the local area* (57%) than respondents from Tauranga (45%).
- Respondents from the Western Bay of Plenty were more likely to *Agree* or *Strongly agree* that they *Understand how the Regional Council makes decisions* (58%) than respondents from Rotorua (46%), the Eastern Bay of Plenty (48%) or Tauranga (49%).
- Respondents from Tauranga were more likely to *Agree* or *Strongly agree* that they have *Confidence that the Regional Council makes decisions that are in the best interests of the Bay of Plenty region* (60%) than respondents from the Eastern Bay of Plenty (43%).

Results by Age

- Respondents aged 40+ were more likely to *Agree* or *Strongly agree* that they *Understand how their Local Council makes decisions* (68%) than respondents aged 15-39 (54%).
- Respondents aged 15-29 were more likely to *Agree* or *Strongly agree* that they have *Confidence that the Local Council makes decisions that are in the best interests of the local area* (62%) than respondents aged 60+ (49%).
- Respondents aged 40+ were more likely to *Agree* or *Strongly agree* that they *Understand how the Regional Council makes decisions* (54%) than respondents aged 15-39 (43%).
- Respondents aged 15-29 were more likely to *Agree* or *Strongly agree* that they have *Confidence that the Regional Council makes decisions that are in the best interests of the Bay of Plenty region* (63%) than respondents aged 60+ (53%).

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to *Agree* or *Strongly agree* that they have *Confidence that the Regional Council makes decisions that are in the best interests of the Bay of Plenty region* (56%) than respondents who identified themselves as Maori (42%).

Results by Urban/Rural Location

- Rural respondents were more likely to *Agree* or *Strongly agree* that they *Understand how the Regional Council makes decisions* (57%) than urban respondents (47%)

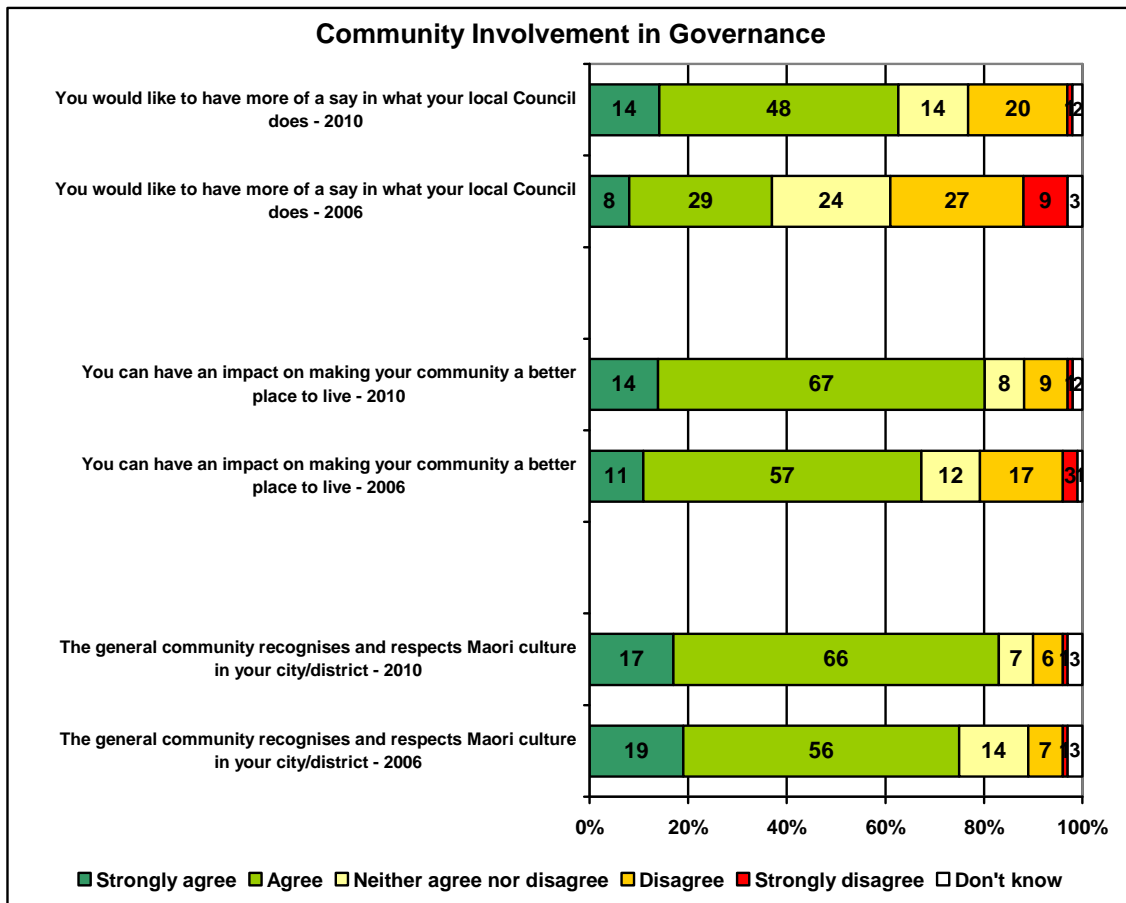
Results by Length of Time in Bay of Plenty

- No significant differences were observed.

8.2 Community Involvement in Governance

Respondents were then asked a series of questions relating to community involvement in governance.

- Slightly less than two-thirds of respondents (62%) *Would like to have more of a say in what their Local Council does*. This represents a significant increase of 25 percentage points from the 2006 study (37%) and reflects the decrease in *confidence that the Local Council makes decisions that are in the best interests of the area*.
- More than eight out of ten respondents (81%) stated they *Can have an impact on making their community a better place to live*. This represents an increase of 13 percentage points from the 2006 study (68%).
- More than eight out of ten respondents (83%) stated the *General community recognises and respects Maori culture in their city/district*. This represents an increase of eight percentage points from the 2006 study (75%).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 8.2 Community Involvement in Governance

Comparative Analysis

Results by Area

- Respondents from Rotorua were more likely to *Agree* or *Strongly agree* that they *Would like to have more of a say in what their Local Council does* (68%) than respondents from the Eastern Bay of Plenty (50%).
- Respondents from the Eastern Bay of Plenty were more likely to *Agree* or *Strongly agree* that they *Can have an impact on making their community a better place to live* (89%) than respondents from Tauranga (73%).
- Respondents from the Eastern Bay of Plenty were more like to *Agree* or *Strongly agree* that their *General community recognises and respects Maori culture* (88%) than respondents from Tauranga (76%).

Results by Age

- Respondents aged 60+ were less likely to *Agree* or *Strongly agree* that they *Would like to have more of a say in what their Local Council does* (50%) than respondents aged 30-39 (76%).
- Respondents aged 60+ were less likely to *Agree* or *Strongly agree* that they *Can have an impact on making their community a better place to live* (64%) than respondents aged 40-49 (86%).

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- Respondents who identified themselves as Maori were more likely to *Agree* or *Strongly agree* that they *Would like to have more of a say in what their Local Council does* (71%), than respondents who identified themselves as non-Maori (60%).
- Respondents who identified themselves as Maori were more like to *Disagree* or *Strongly disagree* that their *General community recognises and respects Maori culture* (12%), than respondents who identified themselves as non-Maori (6%).

Results by Urban/Rural Location

- No significant differences were observed.

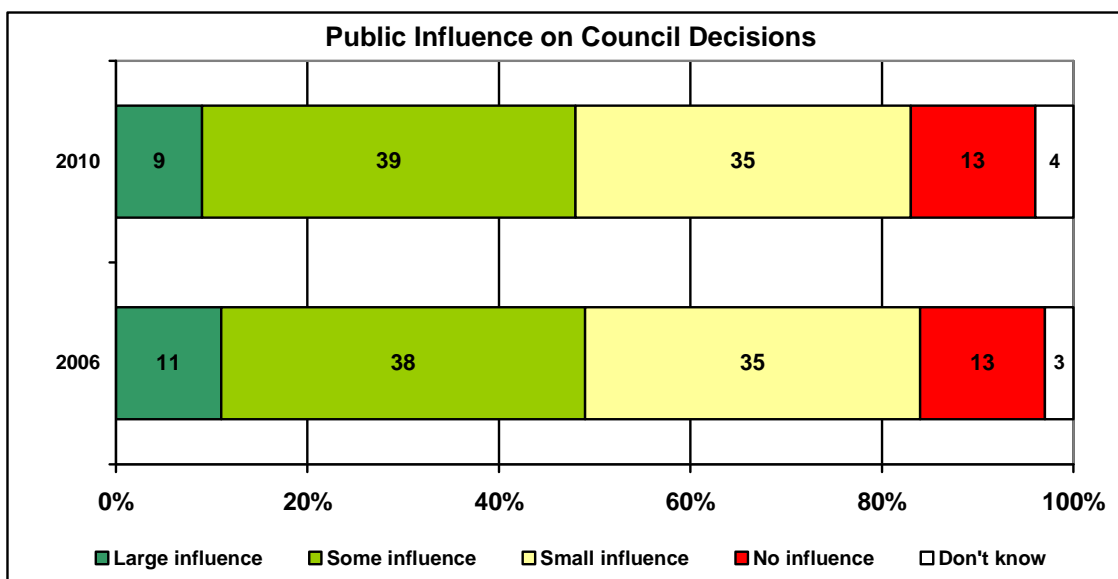
Results by Length of Time in Bay of Plenty

- No significant differences were observed.

8.3 Public Influence on Council Decisions

Respondents were then asked how much influence they feel the public has on the decisions that the Local Council makes.

- Almost one out of every eight respondents (13%) stated that they feel the public has *No influence* on the decisions that the Local Council makes.
- Slightly less than three-quarters of respondents (74%) feel the public has a *Small influence* (35%) or *Some influence* (39%) on the decisions that the Local Council makes.
- Less than one out of every ten respondents (9%) stated they feel the public has a *Large influence* on the decisions that the Local Council makes.
- The results recorded in 2010 were similar to the results recorded in the 2006 study.



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 8.3 Public Influence on Council Decisions

Comparative Analysis

Results by Area

- Respondents from the Eastern Bay of Plenty were more likely to state the public has a *Large influence* on the decisions that the Local Council makes (14%) than respondents from the Western Bay of Plenty (5%).

Results by Age

- No significant differences were observed.

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- No significant differences were observed.

Results by Urban/Rural Location

- No significant differences were observed.

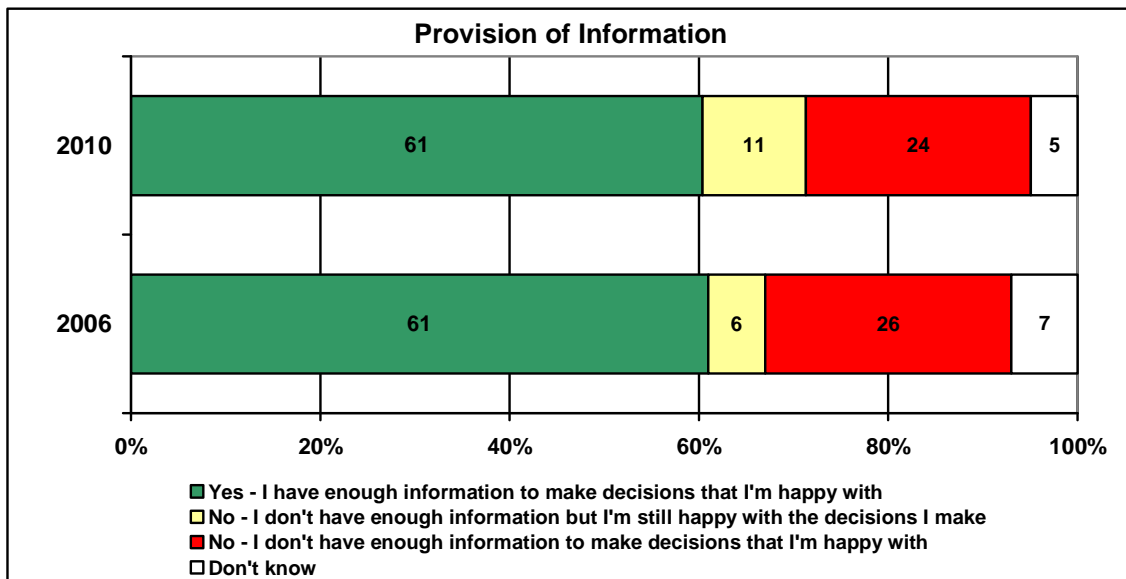
Results by Length of Time in Bay of Plenty

- No significant differences were observed.

8.4 Provision of Information

Respondents were also asked if they consider they have enough access to information to enable them to participate in decision-making about the future of their local community if they choose to participate.

- More than three-fifths of respondents (61%) stated that they *Do have enough information to make decisions they are happy with*. This was the same proportion recorded in the 2006 study (61%).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 8.4 Provision of Information

Comparative Analysis

Results by Area

- No significant differences were observed.

Results by Age

- Respondents aged 60+ were more likely to state *Yes – I have enough information to make decisions that I'm happy with* (65%) than respondents aged 30-39 (55%).

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to state *Yes – I have enough information to make decisions that I'm happy with* (62%) than respondents who identified themselves as Maori (54%).

Results by Urban/Rural Location

- No significant differences were observed.

Results by Length of Time in Bay of Plenty

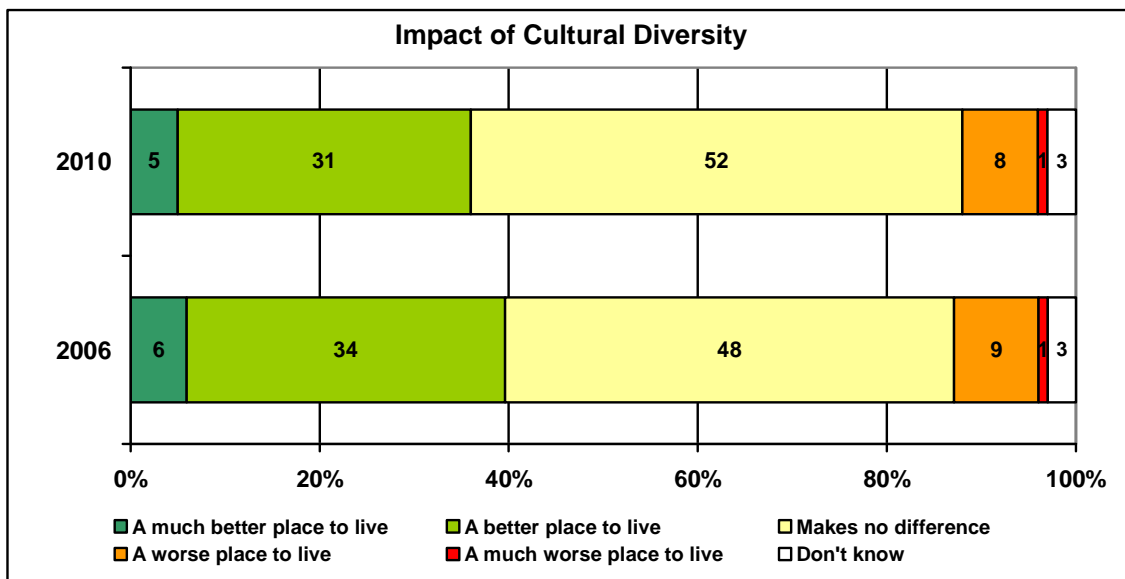
- No significant differences were observed.

Part 9: Cultural Diversity

Respondents were then asked a series of questions relating to their perceptions of cultural diversity in their area.

9.1 Impact of Cultural Diversity

- More than one-half of respondents (52%) stated that the increasing number of people with different lifestyles and cultures from different countries *Makes no difference* to the attractiveness of their local area to live in.
- More than one-third of respondents (36%) stated that the increasing number of people with different lifestyles and cultures from different countries has made their area *A better place to live* (31%) or *A much better place to live* (5%).
- The proportion of respondents who stated that there is an increasing number of people with different lifestyles and cultures from different countries has made their area *A better place to live* (36%) has decreased four percentage points from the 2006 study (40%).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 9.1 Impact of Cultural Diversity

Comparative Analysis

Results by Area

- Respondents from Rotorua were more likely to state that the increasing number of people with different lifestyles and cultures from different countries has made their area *A better place to live* or *A much better place to live* (41%) than respondents from the Eastern Bay of Plenty (25%).

Results by Age

- No significant differences were observed.

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- No significant differences were observed.

Results by Urban/Rural Location

- No significant differences were observed.

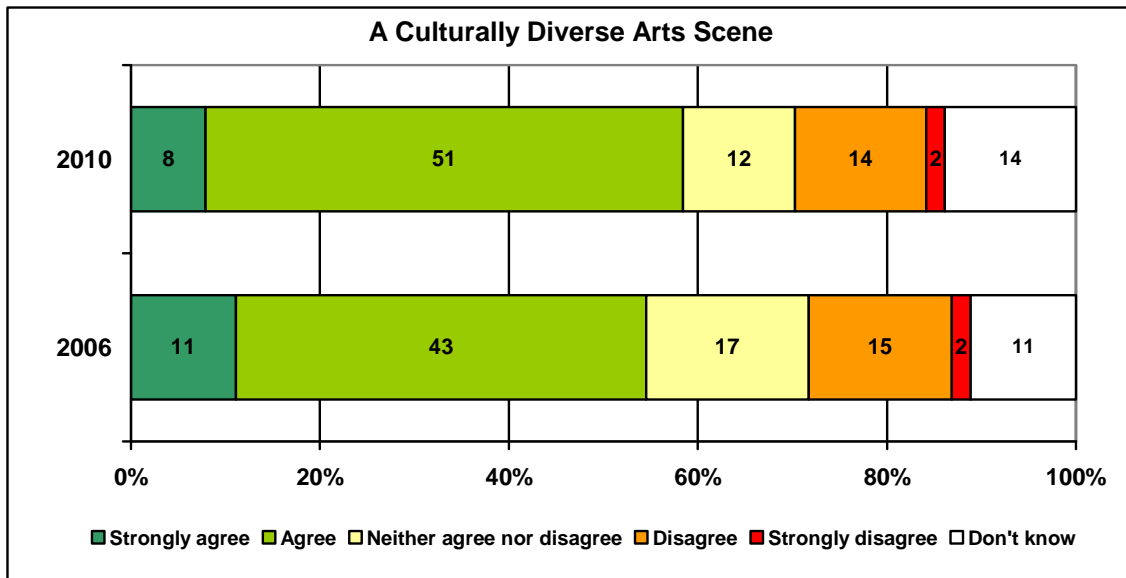
Results by Length of Time in Bay of Plenty

- No significant differences were observed.

9.2 A Culturally Diverse Arts Scene

Respondents were then asked how much they agree or disagree that their area has a culturally diverse arts scene.

- Slightly less than three-fifths of respondents (59%) stated that they *Agree* (51%) or *Strongly agree* (8%) that their area has a culturally diverse arts scene. This represents an increase of five percentage points from the 2006 study (54%).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 9.2 A Culturally Diverse Arts Scene

Comparative Analysis

Results by Area

- Respondents in Rotorua were more likely to *Agree* or *Strongly agree* that their city/town had a culturally diverse arts scene (72%) than respondents from the Eastern Bay of Plenty (56%), the Western Bay of Plenty (55%) or Tauranga (50%).

Results by Age

- No significant differences were observed.

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- No significant differences were observed.

Results by Urban/Rural Location

- No significant differences were observed.

Results by Length of Time in Bay of Plenty

- No significant differences were observed.

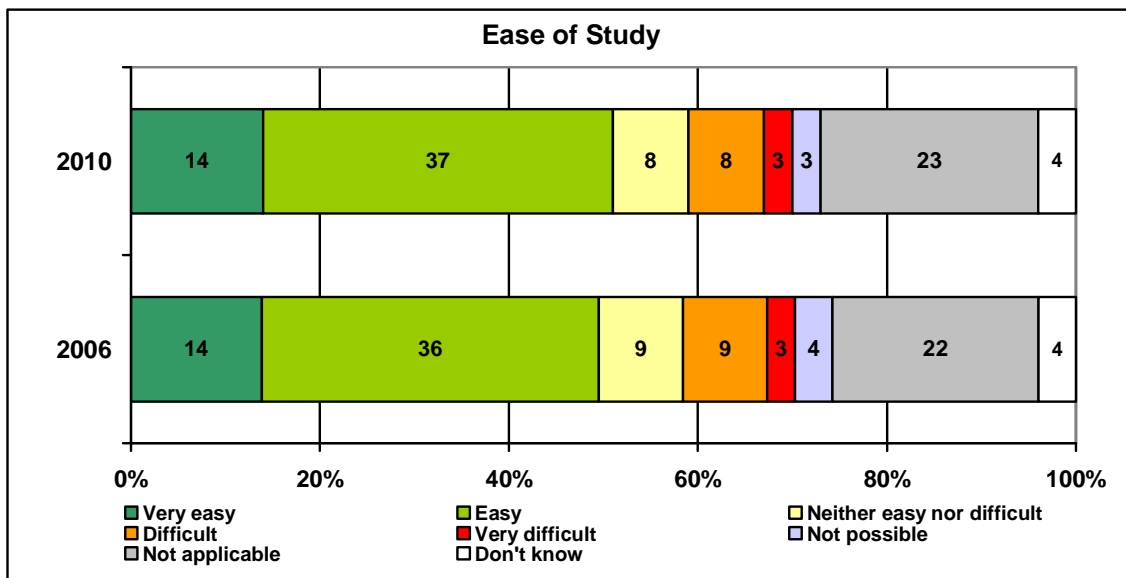
Part 10: Education

Respondents were then asked a series of questions relating to education provision.

10.1 Ease of Study

Respondents were initially asked how easy or difficult it is for them to study their preferred subjects in their local city/district.

- More than one-half of respondents (51%) stated that it is *Easy* (37%) or *Very easy* (14%) to study their preferred subjects.
- 11% of respondents stated that it is *Difficult* (8%) or *Very difficult* (3%) for them to study their preferred subjects.
- Results were similar to those recorded during the 2006 study.



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 10.1 Ease of Study

Comparative Analysis

Results by Area

- Respondents from Rotorua and Tauranga were more likely to state that it is *Easy* or *Very easy* to study their preferred subjects in their local city/ District (59% and 57% respectively) than respondents from the Eastern Bay of Plenty (36%).

Results by Age

- Respondents aged 15-29 were more likely to state that it is *Easy* or *Very easy* to study their preferred subjects in their local city/ District (57%) than respondents aged 60+ (44%).

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- Respondents who identified themselves as Maori were more likely to state that it is *Easy* or *Very easy* to study their preferred subjects in their local city/ District (58%) than respondents who identified themselves as non-Maori (49%).

Results by Urban/Rural Location

- No significant differences were observed.

Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty for more than five years were more likely to state that it is *Easy* or *Very easy* to study their preferred subjects in their local city/ District (52%) than respondents who have lived in the Bay of Plenty for less than two years (39%).

10.1.1 Study Behaviour in the Last 12 Months

Respondents were then asked if they have undertaken any education or training in the past 12 months.

- One-half of respondents (50%) stated that they *Have not had any training or education in the past 12 months*. This represents a six percentage point decrease from the 2006 study (56%).
- *Industry training (26%) and Formal training through a school, polytechnic or university (20%)* both recorded moderate increases in respondent study behaviour from the 2006 study (22% and 13% respectively).

Table 10.1.1 Study Behaviour in the Last 12 Months

In the past 12 months have you undertaken any of the following types of education or training?	% of Respondents	
	2006	2010
Not Applicable (have not had any training or education)	56	50
Industry training, either on the job or through a provider	22	26
Formal training through a school, polytechnic or university (full or part-time)	13	20
Community-based education relating to your employment or personal and professional development	13	14
Community-based education such as arts and crafts	6	5
Some other form of education or training	3	3
Total	113	118

Base 2010: 1700 respondents

Base 2006: 1700 respondents

Multiple answers allowed

Other Responses

- *SeniorNet Training (3).*
- *Coast Guard (3).*
- *Civil Defence and first aid (2).*
- *I am learning a language (2)*
- *Australia, colour consultancy.*
- *Beauty College in Tauranga.*

- *Community patrol, justice of the peace training, continuing education and sea lettuce research group.*
- *Child safety (church based course).*
- *Church based.*
- *Citizens Patrol unit training.*
- *Coaching clinic.*
- *Cooking class.*
- *Culturally based education on the internet.*
- *Dads 'n' Lads.*
- *Events regarding hobbies, boating and motorcycles.*
- *Family training in the Indian culture amongst family groups.*
- *Farming on the farm.*
- *Fire service training.*
- *Health and medical.*
- *Helicopter training.*
- *Home based language learning.*
- *Individual lectures in marketing.*
- *Involvement with the running of the Polytechnic with the Government.*
- *Learnt one to one sports coaching with other coaches.*
- *Maori course on Maori culture.*
- *Maori fisheries with the Marae.*
- *Marae.*
- *New jobs.*
- *One to one caregiver.*
- *Patrol boat licence.*
- *Personal training on specific subjects.*
- *Private training.*
- *Private tutor or computer.*
- *Project Jonah (volunteer training).*
- *Red Cross - first aid.*
- *RSA trainer in pensions and welfare work.*
- *Taken on own study program with no outside tutors.*
- *Training course to be a facilitator to take groups at church.*
- *Training for breast feeding Support.*
- *Tutor classes.*
- *Voluntary work.*
- *W.A.V.E course (Woman Against Violence Education).*

Comparative Analysis

Results by Area

- Respondents from Tauranga were more likely to state that they have undertaken *Industry training* in the past 12 months (31%) than respondents from the Western Bay of Plenty (22%).

Results by Age

- Respondents aged 60+ were more likely to have *Not had any training* in the past 12 months (76%) than respondents aged 15-29 (27%).

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- Respondents who identified themselves as Maori were more likely to state that they *have* undertaken some form of training in the past 12 months (59%) than respondents who identified themselves as non-Maori (48%).

Results by Urban/Rural Location

- No significant differences were observed.

Results by Length of Time in Bay of Plenty

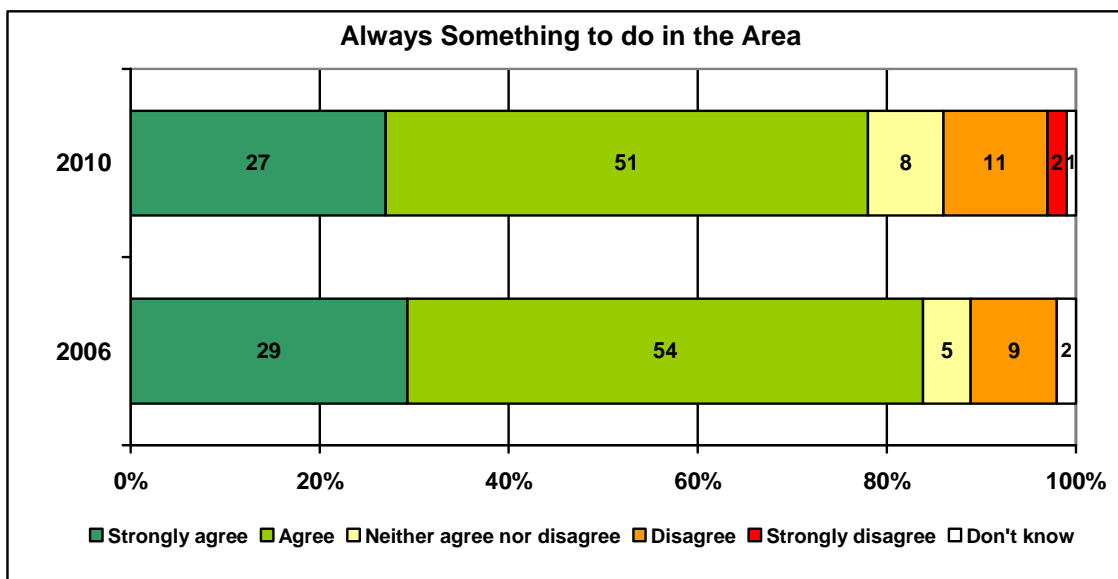
- No significant differences were observed.

Part 11: Provision of Activities/ Entertainment

11.1 Always Something to do in the Area

Respondents were then asked how much they agree or disagree with the statement, 'There is always something to do in your area'.

- More than three-quarters of respondents (78%) stated that they *Agree* (51%) or *Strongly agree* (27%) that there is always something to do in their area. This represents a decrease of five percentage points from the 2006 study (83%).
- More than one-tenth of respondents *Disagree* (11%) or *Strongly disagree* (2%) that there is always something to do in their area. This represents an increase of four percentage points from the 2006 study (9%).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 11.1 Always Something to do in the Area

Comparative Analysis

Results by Area

- Respondents from Rotorua were more likely to *Agree* or *Strongly agree* that there is always something to do in their area (90%) than respondents from the Eastern Bay of Plenty (70%).

Results by Age

- Respondents aged 60+ were more likely to *Agree* or *Strongly agree* that there is always something to do in their area (89%) than respondents aged 15-29 (58%).

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- No significant differences were observed.

Results by Urban/Rural Location

- No significant differences were observed.

Results by Length of Time in Bay of Plenty

- No significant differences were observed.

11.1.1 Reasons for Disagreement with ‘*There is Always Something to do*’

Respondents who stated that they *Disagree* or *Strongly Disagree* that there is always something to do in their area were then asked why they say that.

- The most common reasons given for the perception that there is not always something to do in the local area by respondents was that there is *Nothing on/ nothing happening* (50%) or *Nothing on that interests me* (20%).

Table 11.1.1 Reasons for Disagreement with ‘There is Always Something to do’

Reasons for Disagreement with ‘There is Always Something to do’	% of Respondents	
	2006	2010
Nothing on/Nothing happening	34	50
Nothing on that interests me	36	20
Too expensive	7	12
Not enough information/don’t know what there is to do	7	8
Activities aimed at tourists	7	8
Other	28	36
Total	113	134

Base 2010: 214 respondents

Base 2006: 151 respondents

Multiple answers allowed

Other Responses

- *Not enough activities / facilities for youth/ children (21).*
- *Not much to do in my age group (5).*
- *Not enough sporting facilities (3).*
- *The town is so small (3).*
- *Nothing on in the winter (2).*
- *What is on is aimed at tourists.*
- *Comparing ourselves to Rotorua, we don't have much to do. There is more to do over the weekends.*
- *Everything is falling apart in the local parks and they are not being maintained.*
- *There are kids always roaming the streets.*
- *There is a lack of activities.*
- *There is a lack of social and recreational activities.*
- *The laws are too tight with drinking bans.*
- *There needs to be more social things in Te Puke, like food and wine festivals.*
- *I need to go out of town to do something.*
- *There is not much effort to make young people welcome.*
- *There are not enough places to go sightseeing.*
- *There is nothing available for tourists on wet, miserable afternoons.*
- *Other districts have more things to do.*
- *As a single older lady, it's difficult to be accepted.*
- *There are too many family events.*
- *Te Puke has limited resources.*
- *The town is dying.*
- *There are months when there is nothing on and it is difficult to find something to do.*
- *There are not enough community activities.*
- *There is a heap of outdoor stuff, but not enough entertainment.*
- *There's not enough to do except the pools and walking.*
- *They have told us for three years that we are going to get a skate park but still we have nothing.*
- *We have a population of six thousand to seven thousand people. It's easier to go to Rotorua or Whakatane which are larger towns and have more activities.*

Comparative Analysis

Results by Area

- Respondents from the Eastern Bay of Plenty and the Western Bay of Plenty were more likely to state that there is *Nothing on/ nothing happening* (67% and 52% respectively) than respondents from Tauranga (34%) and Rotorua (17%).

Results by Age

- Respondents aged 15-29 were more likely to state that there is *Nothing on/ nothing happening* (58%) than respondents aged 60+ (35%).

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- Respondents who identified themselves as Maori were more likely to state that there is *Nothing on/ nothing happening* (71%) than respondents who identified themselves as non-Maori (42%)

Results by Urban/Rural Location

- No significant differences were observed.

Results by Length of Time in Bay of Plenty

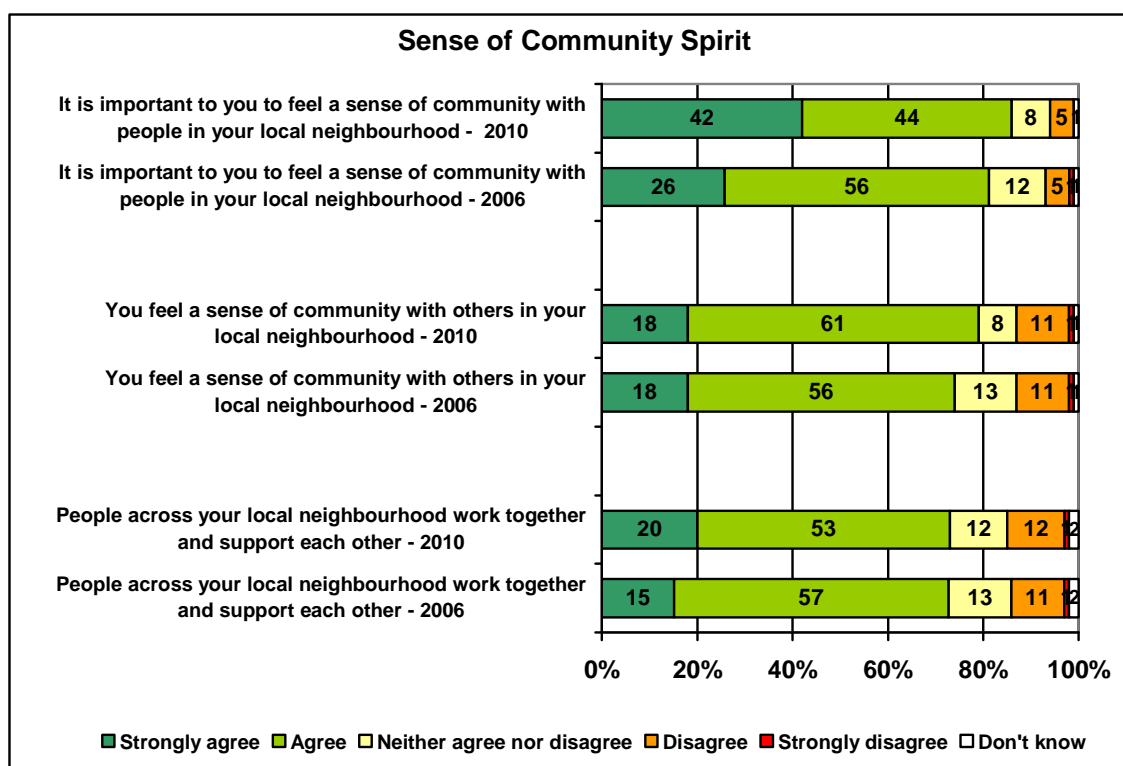
- No significant differences were observed.

Part 12: Community Spirit

12.1 Sense of Community Spirit

This section relates to a series of questions regarding the community spirit within local neighbourhoods.

- More than four-fifths of respondents (86%) stated that they *Agree* (44%) or *Strongly agree* (42%) that *It is important to them to feel a sense of community with people in their local neighbourhood*. This represents an increase of four percentage point from the 2006 study (82%). The proportion of respondents stating they *Strongly agree* that *It was important to feel a sense of community with people in their local neighbourhood* increased sixteen percentage points from the 2006 study (26%) to 42% in 2010.
- Over three-quarters of respondents (79%) stated that they *Agree* (61%) or *Strongly agree* (18%) that *They feel a sense of community with others in their local neighbourhood*. This represents a five percentage point increase from the 2006 study (74%).
- Slightly less than three-quarters of respondents (73%) stated they *Agree* (53%) or *Strongly agree* (20%) that *People across their local neighbourhood work together and support each other*. This represents a similar result to that recorded in the 2006 study (72%).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 12.1 Sense of Community Spirit

Comparative Analysis

Results by Area

- Respondents from the Eastern Bay of Plenty were more likely to *Agree or Strongly agree* that *They feel a sense of community with others in their local area* (87%) than respondents from Tauranga (74%).
- Respondents from the Eastern Bay of Plenty were more likely to *Agree or Strongly agree* that *People across their local neighbourhood work together and support each other* (82%) than respondents from Tauranga (65%).

Results by Age

- Respondents aged 60+ were more likely to *Agree or Strongly agree* that *It is important to them to feel a sense of community with people in their local neighbourhood* (90%) than respondents aged 15-29 (80%).
- Respondents aged 60+ were more likely to *Agree or Strongly agree* that *They feel a sense of community with others in their local area* (85%) than respondents aged 15-29 (74%).
- Respondents aged 60+ were more likely to *Agree or Strongly agree* that *People across their local neighbourhood work together and support each other* (79%) than respondents aged 15-29 (67%).

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- No significant differences were observed.

Results by Urban/Rural Location

- Rural respondents were more likely to *Agree or Strongly agree* that *people across their local neighbourhood work together and support each other* (78%) than urban respondents (71%).

Results by Length of Time in Bay of Plenty

- No significant differences were observed.

12.1.1 Reasons for Disagreement with ‘Important to Feel a Sense of Community’

Respondents who stated that they *Disagree* or *Strongly disagree* that *It is important to them to feel a sense of community with people in your local neighbourhood* were then asked why they held this perception.

- Slightly less than one-third of respondents (28%) stated that they *Like to keep to myself/ not interested in community activities*. A further 21% of respondents stated they are *Too busy, my focus is on my family, job* and 15% stated their neighbours are *Not my type of people/ different interests, life stage*.
- The proportion stating that they *Don’t spend much time in neighbourhood/ I work/ they work* (3%) decreased seventeen percentage points from the 2006 study (20%), and the proportion stating they *Like to keep to myself/ not interested in community activities* (28%) decreased six percentage points from the 2006 study (34%).

Table 12.1.1 Reasons for Disagreement with ‘Important to Feel a Sense of Community’

Reasons for Disagreement with ‘Importance to Feel a Sense of Community’	% of Respondents	
	2006	2010
Like to keep to myself/not interested in community activities	34	28
Too busy/my focus is on my family, job	22	21
Not my type of people/different interests, lifestyle	12	15
People not approachable/not a friendly neighbourhood	5	9
No forum for bringing people together	2	4
Don’t spend much time in neighbourhood/ I work/ they work	20	3
Don’t know them	12	2
Rental property – the neighbours move regularly	7	1
Other	17	30
Don’t know	2	10
Total	113	123

Base 2010: 74 respondents

Base 2006: 68 respondents

Multiple answers allowed

Other Responses

- *The houses round our neighbourhood are far apart, we don't come across our neighbours often (3).*
- *I have my own group of friends (3).*
- *I don't feel that I live in a good part of town.*
- *It is my individual choice.*
- *Our street is alright but I don't want to be involved with other people in the neighbourhood as I don't agree with what they do.*
- *Only need a strong community if the area is unsafe.*
- *Out of town people cause trouble.*
- *It is a sign of the times.*
- *The influence of the Mongrel Mob and high unemployment.*
- *We are very quiet and don't tend to mix or get involved in things, it's an age thing.*
- *We get on well, but we don't live on each other's doorsteps.*
- *Working for community in different areas.*

Comparative Analysis

Results by Area

- No significant differences were observed.

Results by Age

- No significant differences were observed.

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- No significant differences were observed.

Results by Urban/Rural Location

- No significant differences were observed.

Results by Length of Time in Bay of Plenty

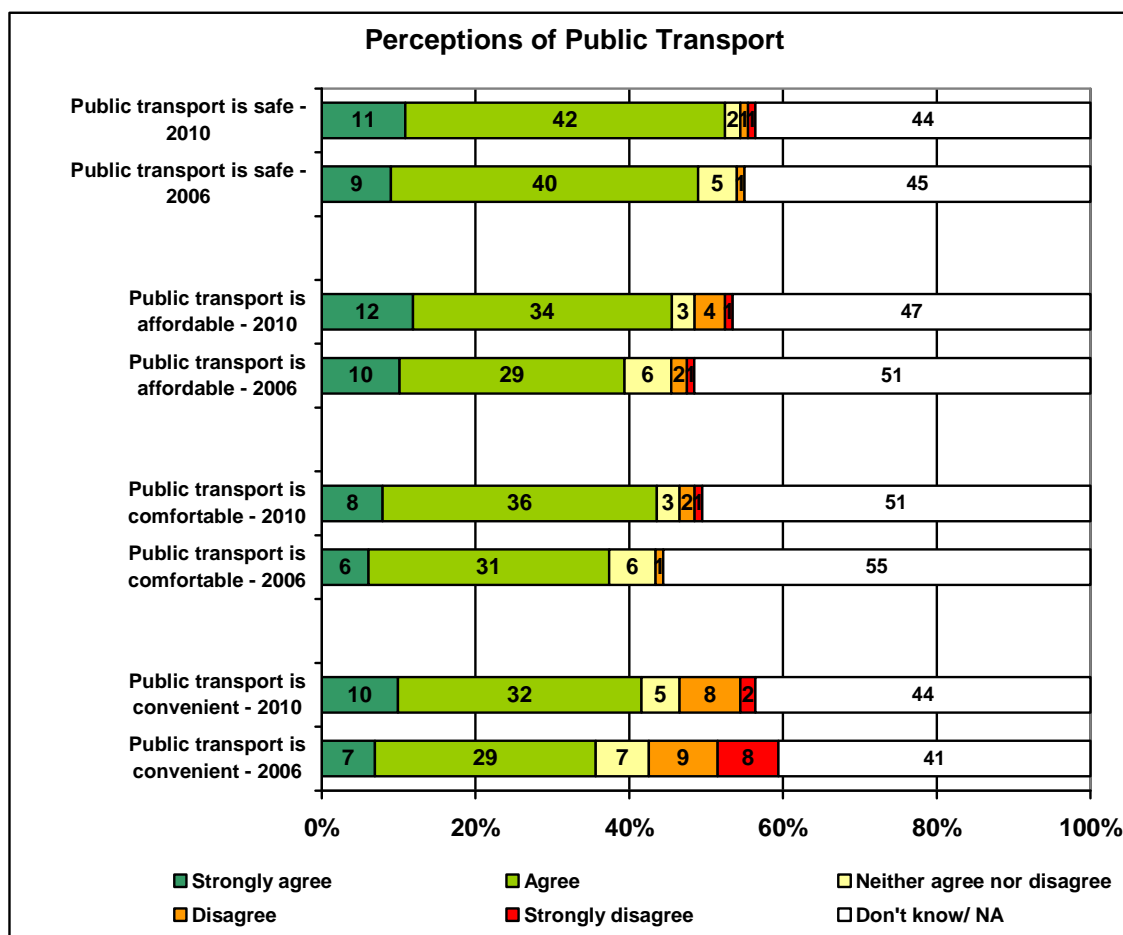
- No significant differences were observed.

Part 13: Public Transport

13.1 Perceptions of Public Transport

This section of the report relates to respondent perceptions of a number of aspects of public transport in the area.

- Slightly less than one-half of respondents stated they *Don't know* or it is *Not applicable* to them how *Safe* (44%), *Affordable* (47%), *Comfortable* (51%) and *Convenient* (44%) public transport was.
- Over one-half of respondents (53%) *Agree* or *Strongly agree* that public transport is *Safe*, nearly one-half (46%) *Agree* it is *Affordable*, and over two-fifths *Agree* it is *Comfortable* (44%) and *Convenient* (42%).
- The level of agreement for each aspect (*Safety* (53%), *Affordability* (46%), *Comfort* (44%) and *Convenience* (42%)) increased from the 2006 study by between four and seven percentage points (49%, 39%, 37% and 36% respectively).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 13.1 Perceptions of Public Transport

Comparative Analysis

Results by Area

- Respondents from Tauranga and Rotorua were more likely to *Agree* or *Strongly agree* that public transport is *safe* (84% and 65% respectively) than respondents from the Western Bay of Plenty (39%) and the Eastern Bay of Plenty (19%).
- Respondents from the Western Bay of Plenty and the Eastern Bay of Plenty were most likely to state they *Did not know* how to rate safety or it was *Not applicable* to them how *safe* public transport is (81% and 55% respectively).
- Respondents from Tauranga and Rotorua were more likely to *Agree* or *Strongly agree* that public transport is *affordable* (70% and 62% respectively) than respondents from the Western Bay of Plenty (30%) and the Eastern Bay of Plenty (15%).
- Respondents from the Western Bay of Plenty and the Eastern Bay of Plenty were most likely to state they *Did not know* how to rate affordability or it was *Not applicable* to them how *affordable* public transport was (82% and 58% respectively).
- Respondents from Tauranga and Rotorua were more likely to *Agree* or *Strongly agree* that public transport is *convenient* (66% and 58% respectively) than respondents from the Western Bay of Plenty (23%) and the Eastern Bay of Plenty (13%).
- Respondents from the Western Bay of Plenty and the Eastern Bay of Plenty were most likely to state they *Did not know how to rate convenience* or it was *Not applicable* to them how *convenient* public transport was (81% and 55% respectively).
- Respondents from Tauranga and Rotorua were more likely to *Agree* or *Strongly agree* that public transport is *comfortable* (70% and 54% respectively) than respondents from the Western Bay of Plenty (30%) and the Eastern Bay of Plenty (17%).
- Respondents from the Western Bay of Plenty and the Eastern Bay of Plenty were most likely to state they *Did not know how to rate comfort* or it was *Not applicable* to them how *comfortable* public transport was (82% and 63% respectively).

Results by Age

- Respondents aged 60+ were more likely to *Agree* or *Strongly agree* that public transport is *affordable* (55%) than respondents aged 30-59 (40%).
- Respondents aged 15-29 were more likely to *Agree* or *Strongly agree* that public transport is *comfortable* (50%) than respondents aged 30-59 (41%).

Results by Gender

- Female respondents were more likely to *Agree* or *Strongly agree* that public transport is *comfortable* (47%) than male respondents (41%).

Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to *Agree* or *Strongly agree* that public transport is *affordable* (47%) than respondents who identified themselves as Maori (39%).
- Respondents who identified themselves as non-Maori were more likely to *Agree* or *Strongly agree* that public transport is *safe* (55%) than respondents who identified themselves as Maori (47%).

Results by Urban/Rural Location

- Urban respondents were more likely to *Agree* or *Strongly agree* that public transport is *safe* (61%) than rural respondents (32%).
- Rural respondents were most likely to state they *Did not know how to rate safety* or it was *Not applicable* to them how *safe* public transport is (64%).
- Urban respondents were More likely to *Agree* or *Strongly agree* that public transport is *affordable* (53%) than rural respondents (26%).
- Rural respondents were most likely to state they *Did not know how to rate affordability* or it was *Not applicable* to them how *affordable* public transport is (65%).
- Urban respondents were more likely to *Agree* or *Strongly agree* that public transport is *convenient* (50%) than rural respondents (23%).
- Rural respondents were most likely to state they *Did not know how to rate convenience* or it was *Not applicable* to them how *convenient* public transport is (64%).
- Urban respondents were more likely to *Agree* or *Strongly agree* that public transport is *comfortable* (52%) than rural respondents (24%).
- Rural respondents were most likely to state they *Did not know* how to rate *comfort* or it was *Not applicable* to them how *comfortable* public transport is (60%).

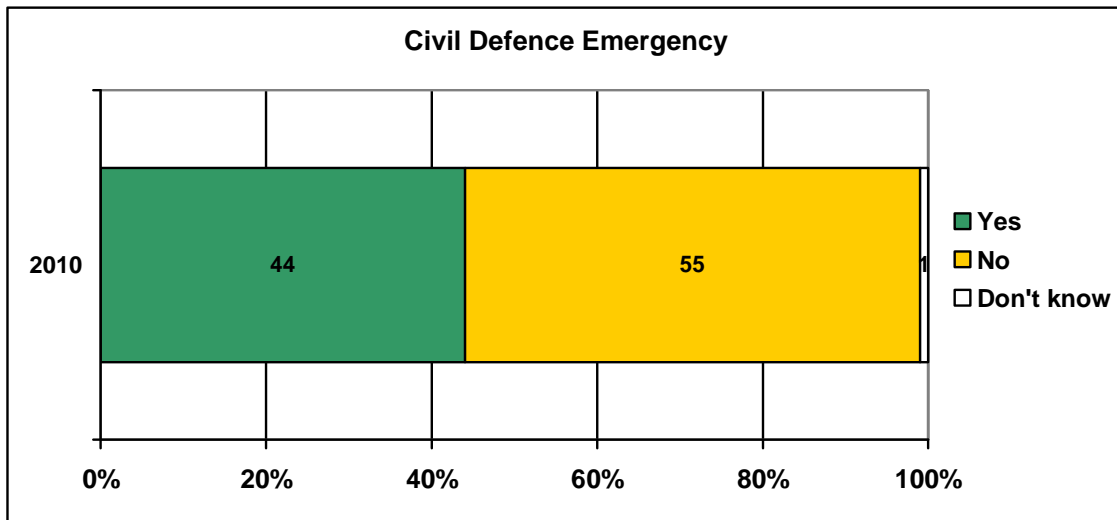
Results by Length of Time in Bay of Plenty

- No significant differences were observed.

Part 14: Civil Defence Emergency

Respondents were then asked if they currently have an emergency preparedness kit ready to last their household for at least three days in the event of a Civil Defence emergency.

- Less than one-half of respondents (44%) stated that they *do* currently have an emergency preparedness kit ready to last their household for at least three days in the event of a Civil Defence emergency.



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 14 Civil Defence Emergency

Comparative Analysis

Results by Area

- Respondents from the Eastern Bay of Plenty and the Western Bay of Plenty were more likely to state that they *do* have an emergency preparedness kit (52% and 48% respectively) than respondents from Tauranga (35%).

Results by Age

- Respondents aged 60+ were more likely to state that they *do* have an emergency preparedness kit (55%) than respondents aged 15-29 (33%).

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- Respondents who identified themselves as non-Maori were more likely to state that they *do* have an emergency preparedness kit (46%) than respondents who identified themselves as Maori (40%).

Results by Urban/Rural Location

- Rural respondents were more likely to state that they *do* have an emergency preparedness kit (57%) than urban respondents (39%).

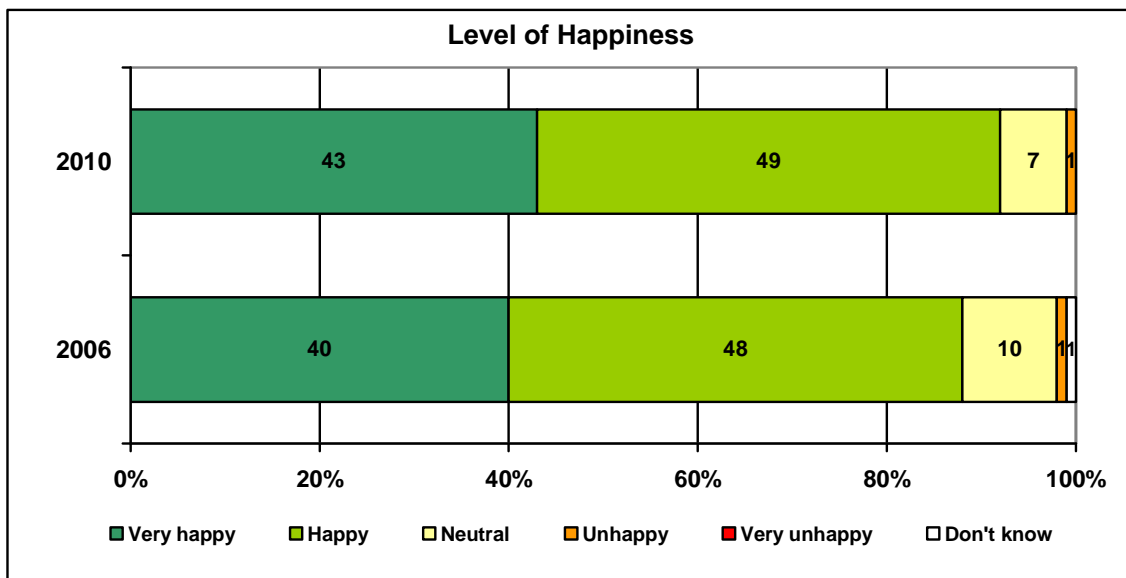
Results by Length of Time in Bay of Plenty

- Respondents who have lived in the Bay of Plenty for more than five years were more likely to state that they *do* have an emergency preparedness kit (46%) than respondents who have lived in the Bay of Plenty for less than two years (33%) or two to five years (38%).

Part 15: Levels of Happiness

Respondents were finally asked in general how happy they were.

- Over nine out of every ten respondents (92%) stated they were *Very happy* (43%) or *Happy* (49%) in general.
- Only 1% of respondents indicated they were *Unhappy* in general.
- The overall level of general happiness in the Bay of Plenty (92%) has increased by four percentage points since the 2006 study (88%).



Base 2010: 1700 respondents

Base 2006: 1700 respondents

Figure 14 Level of Happiness

Comparative Analysis

Results by Area

- No significant differences were observed.
- All areas reported happiness levels in excess of 90%.

Results by Age

- No significant differences were observed.

Results by Gender

- No significant differences were observed.

Results by Ethnicity

- No significant differences were observed.

Results by Urban/Rural Location

- No significant differences were observed.

Results by Length of Time in Bay of Plenty

- Respondents who have been living in the Bay of Plenty for more than five years are more likely to state they were *Happy* or *Very happy* (93%) than respondents who have been living in the Bay of Plenty for less than two years (86%) or two to five years (88%).

Appendices

Appendix 1 – Demographics

GENDER

Gender	% of Respondents	
	Sample	Population
Male	47	49
Female	53	51
Total	100	100

Base 2010: 1700 respondents

AGE

Age	% of Respondents	
	Sample	Population
15-29	19	22
30-39	16	17
40-49	21	19
50-59	21	16
60+	24	26
Total	100	100

Base 2010: 1700 respondents

ETHNICITY

Ethnicity	% of Respondents	
	Sample	Population
Maori	25	28
non-Maori	75	72
Total	100	100

Base 2010: 1700 respondents

LENGTH OF TIMING LIVING IN THE BAY OF PLENTY REGION

How long have you lived in the Bay of Plenty region?	% of Respondents
Less than 2 years	3
2 years–5 years	9
More than 5 years	88
Total	100

Base 2010: 1700 respondents

AREA

Area	% of Respondents
Western Bay of Plenty	24
Tauranga	29
Eastern Bay of Plenty	24
Rotorua	24
Total	100

Base 2010: 1700 respondents

LOCATION – URBAN OR RURAL

Rural/Urban	% of Respondents
Urban	71
Rural	29
Total	100

Base 2010: 1700 respondents

Appendix 2 – Questionnaire

Sequential interview #	Interviewer	Gender M1	F2	Area #	Office Use Only
Date	Start	Finish			

Community Outcomes (All Areas) - Questionnaire – Survey 2010

(Greeting) its (name) speaking from (Key Research). We're doing a brief survey for your local Council and Environment Bay of Plenty, basically about lots of things to do with life in your community at the moment. Every person who responds to the survey will go into the draw to win \$250 worth of grocery vouchers. The survey is with local residents aged 15 and over, would you be 15 or over? (If no ask to speak to someone who is).

This survey will take approximately 16 minutes. Is now a good time to do the survey with you?
CHECK QUOTAS

First, just a few questions about you to ensure that we have interviewed a good cross-section of people.

1. Which of these age groups do you fall into?

ONE ANSWER ONLY

1	15-29	4	50-59
2	30-39	5	60 +
3	40-49	6	REFUSED (DO NOT READ)

2. Which ethnic group do you mainly identify with?

READ IF NECESSARY, ONE ANSWER ONLY

1	NZ European
2	Maori
3	Pacific Islander
4	Asian / Indian
5	New Zealander (DO NOT READ) <i>(IF NEW ZEALANDER ASK: "And are you of European descent?" (If so, code as 1), And are you of Maori descent?" (If so, code as 2))</i> <i>If still New Zealander code under 5.</i>
6	Other (specify)
7	Don't know (DO NOT READ)
8	Refused (DO NOT READ)

3. Do you live in an urban (city /town) or in a rural area?

IF NECESSARY: WOULD YOU CONSIDER YOUR AREA TO BE MORE URBAN THAN RURAL, OR MORE RURAL THAN URBAN?

1	Urban
2	Rural
3	Refused (DO NOT READ)

4. How would you rate the overall state of the natural environment of the Bay of Plenty?

READ OUT, SINGLE RESPONSE

1	Very good
2	Good
3	Neither good or bad
4	Poor
5	Very poor
6	Don't know (DO NOT READ)
7	Refused (DO NOT READ)

5. Do you think the overall state of the natural environment of the Bay of Plenty is?

READ OUT, SINGLE RESPONSE

1	Improving
2	Staying the same
3	Becoming worse
4	Don't know (DO NOT READ)
5	Refused (DO NOT READ)

6. Has there been a time in the last 12 months where it took you or a member of your household more than 60 minutes to get emergency healthcare?

READ OPTIONS, ONE ANSWER ONLY

1	Yes (GO TO Q6A)
2	No, I have not had to wait (SKIP TO Q7)
3	No - I have not needed treatment (SKIP TO Q7)
4	Don't know (DO NOT READ) (SKIP TO Q7)
5	Refused (DO NOT READ) (SKIP TO Q7)

6A) (If yes) for what reasons did you or the member of your household not get emergency healthcare within 60 minutes?

UNPROMPTED, MULTIPLE ANSWERS ALLOWED

1	Traffic slowed travel time	5	Other (<i>specify</i>)
2	Don't have access to transport		
3	Live too far away from nearest emergency healthcare assistance		
4	Emergency services restricted access (e.g. natural hazard)		
		6	Don't know (DO NOT READ)
		7	Refused (DO NOT READ)

7. Has there been any time in the last 12 months when you or a member of your household wanted to go to a GP (doctor) but didn't?

SINGLE RESPONSE

1	Yes – there has been a time when wanted to go to doctor but didn't (GO TO Q7A)
2	No (SKIP TO Q8)
3	Don't know (DO NOT READ) (SKIP TO Q8)
4	Refused (DO NOT READ) (SKIP TO Q8)

7A) (If yes), for what reasons did you or your family not go to the GP (doctor) when you wanted to?

UNPROMPTED, MULTIPLE RESPONSES ALLOWED

1	Too expensive / costs too much / symptoms didn't justify costs	5	Got better on it's own / didn't need to go in the end
2	GP too far away / difficult to get to / no transport	6	Other (<i>specify</i>)
3	Was too busy to go to GP / couldn't take time off work		
4	Doctor too busy to see me when needed to see them / couldn't fit me in / waiting times too long		
		7	Don't know (DO NOT READ)
		8	Refused (DO NOT READ)

8. Thinking about ALL your physical activities (including any physical tasks you might do at work, doing housework or playing sports) on how many of the last 7 days were you active

(BY "ACTIVE" I MEAN DOING 15 MINUTES OR MORE OF VIGOROUS ACTIVITY (THIS IS ACTIVITY WHICH MAKES YOU BREATHE A LOT HARDER THAN NORMAL E.G. RUNNING), OR 30 MINUTES OR MORE OF MODERATE EXERCISE (E.G. BRISK WALKING))

READ OUT, SINGLE RESPONSE

1	One day	5	Five days	9	Don't know (DO NOT READ)
2	Two days	6	Six days	10	Refused (DO NOT READ)
3	Three days	7	Seven days		
4	Four days	8	None		

9. In general, how would you rate your health?

READ OUT, SINGLE RESPONSE

1	Excellent
2	Very good
3	Good
4	Fair
5	Poor
6	Don't know (DO NOT READ)
7	Refused (DO NOT READ)

10. Thinking about your overall sense of freedom from crime, how safe or unsafe do you feel in the following situations?

WOULD YOU SAY THAT YOU FEEL VERY SAFE, SAFE, NEITHER SAFE NOR UNSAFE, UNSAFE, VERY UNSAFE

		Very unsafe	Unsafe	Neither	Safe	Very safe	DK	REFUSED
							DO NOT READ	
A	In your home during the daytime	5	4	3	2	1	6	7
B	In your local neighbourhood during the daytime	5	4	3	2	1	6	7
C	In your town or city during the daytime	5	4	3	2	1	6	7
D	In your home after dark	5	4	3	2	1	6	7
E	Walking alone in your neighbourhood after dark	5	4	3	2	1	6	7
F	In your town or city after dark	5	4	3	2	1	6	7

11. Now thinking about your local community, which town, township or city centre do you associate as being *YOUR*town?

SPECIFY, ONE ANSWER ONLY

12. How much do you agree or disagree with the following statement – “I feel a sense of pride in how [INSERT ANSWER FROM Q11] looks and feels? Do you...

READ OUT, SINGLE RESPONSE

1	Strongly agree
2	Agree
3	Neither agree or disagree
4	Disagree
5	Strongly disagree
6	Don't know (DO NOT READ)
7	Refused (DO NOT READ)

13. Do you think [INSERT ANSWER FROM Q11] is the commercial and cultural heart of the local area?

READ OUT, SINGLE RESPONSE

1	Yes (SKIP TO Q14)
2	No (GO TO Q13B)
3	Don't know (DO NOT READ) (SKIP TO Q14)
4	Refused (DO NOT READ) (SKIP TO Q14)

(IF NO TO Q13)

13B Where do you think is the commercial and cultural heart of the local area?

SPECIFY, ONE ANSWER ONLY

--

14. What sorts of things do you do in [INSERT ANSWER FROM Q11]?

UNPROMPTED, MULTIPLE RESPONSES

1	Shop (goods and services)	8	Visit friends
2	Socialise	9	Study
3	Exercise / physical activity	10	Other (<i>specify</i>)
4	Work		
5	Participate in community groups		
6	Entertainment/ events	11	Don't know (DO NOT READ)
7	Visit family	12	Refused (DO NOT READ)

15. Do you agree that the unique characteristics of [INSERT ANSWER FROM Q11] are being maintained?

READ OUT, ONE ANSWER ONLY

Strongly agree	Agree	Neither	Disagree	Strongly disagree	DK	REFUSED
1	2	3	4	5	6	7

16. How much do you agree or disagree with the following statements

READ OUT, SINGLE RESPONSE

		Strongly agree	Agree	Neither	Disagree	Strongly disagree	DK	REFUSED
							DO NOT READ	
A	You find it easy to walk to the places you want to get to in and around [INSERT ANSWER FROM Q11]	1	2	3	4	5	6	7
B	You find it easy to cycle to the places you want to get to in and around [INSERT ANSWER FROM Q11]	1	2	3	4	5	6	7

17. Thinking about public transport in [INSERT ANSWER FROM Q11], in terms of cost, convenience and safety, would you say you agree or disagree with the following statements?

		Strongly agree	Agree	Neither	Disagree	Strongly disagree	DK	Refused	NA
							DO NOT READ		
A	Public transport is affordable	1	2	3	4	5	6	7	8
B	Public transport is safe	1	2	3	4	5	6	7	8
C	Public transport is convenient	1	2	3	4	5	6	7	8
D	Public transport is comfortable	1	2	3	4	5	6	7	8

READ OPTIONS

18. How much do you agree or disagree with the following statement?

A) Overall you have confidence that the local council makes decisions that are in the best interest of [INSERT DISTRICT].

IF NEEDED, READ NAME OF LOCAL COUNCIL, THEY ARE WESTERN BAY OF PLENTY DISTRICT COUNCIL, TAURANGA CITY COUNCIL, ROTORUA DISTRICT COUNCIL, WHAKATANE DISTRICT COUNCIL, KAWERAU DISTRICT COUNCIL OR OPOTIKI DISTRICT COUNCIL.

SINGLE RESPONSE

Strongly agree	Agree	Neither	Disagree	Strongly disagree	DK	REFUSED
1	2	3	4	5	6	7

B) Overall you have confidence that the Regional Council makes decisions that are in the best interest of the Bay of Plenty region?

IF NEEDED, SAY ENVIRONMENT BAY OF PLENTY

SINGLE RESPONSE

Strongly agree	Agree	Neither	Disagree	Strongly disagree	DK	REFUSED
1	2	3	4	5	6	7

C) Overall you understand how your local council makes decisions.

IF NEEDED, READ NAME OF LOCAL COUNCIL, THEY ARE WESTERN BAY OF PLENTY DISTRICT COUNCIL, TAURANGA CITY COUNCIL, ROTORUA DISTRICT COUNCIL, WHAKATANE DISTRICT COUNCIL, KAWERAU DISTRICT COUNCIL OR OPOTIKI DISTRICT COUNCIL.

SINGLE RESPONSE

Strongly agree	Agree	Neither	Disagree	Strongly disagree	DK	REFUSED
1	2	3	4	5	6	7

D) Overall you understand how the Regional Council makes decisions?

UNPROMPTED FIRST, THEN PROMPT ENVIRONMENT BAY OF PLENTY

SINGLE RESPONSE

Strongly agree	Agree	Neither	Disagree	Strongly disagree	DK	REFUSED
1	2	3	4	5	6	7

19. Do you agree or disagree that you would like to have more of a say in what your Local Council does?

READ OUT, SINGLE RESPONSE

Strongly agree	Agree	Neither	Disagree	Strongly disagree	DK	REFUSED
1	2	3	4	5	6	7

20. How much influence do you feel the public has on the decisions that the Local Council makes?

IF NEEDED, READ NAME OF LOCAL COUNCIL, THEY ARE WESTERN BAY OF PLENTY DISTRICT COUNCIL, TAURANGA CITY COUNCIL, ROTORUA DISTRICT COUNCIL, WHAKATANE DISTRICT COUNCIL, KAWERAU DISTRICT COUNCIL OR OPOTIKI DISTRICT COUNCIL.

READ OUT, SINGLE RESPONSE

No influence	Small influence	Some influence	Large influence	DK	REFUSED
1	2	3	4	5	6

21. Do you agree or disagree that you can have an impact on making your community a better place to live?

READ OUT, SINGLE RESPONSE

Strongly agree	Agree	Neither	Disagree	Strongly disagree	DK	REFUSED
1	2	3	4	5	6	7

22. Do you consider that you have enough access to information to enable you to participate in decision-making about the future of your local community if you choose to participate?

READ OUT, SINGLE RESPONSE

1	Yes – I have enough information to make decisions that I'm happy with
2	No – I don't have enough information to make decisions that I'm happy with
3	No – I don't have enough information but I'm still happy with the decisions I make
4	Don't know (DO NOT READ)
5	Refused (DO NOT READ)

23. Do you agree or disagree that the general community recognises and respects Maori culture in your city/district?

READ OUT, SINGLE RESPONSE

Strongly agree	Agree	Neither	Disagree	Strongly disagree	DK	REFUSED
1	2	3	4	5	6	7

24. New Zealand is becoming home for an increasing number of people with different lifestyles and cultures from different countries. Because of this, do you think [INSERT DISTRICT / CITY NAME] has become...

READ OUT, SINGLE RESPONSE

1	A much better place to live
2	A better place to live
3	Makes no difference
4	A worse place to live
5	A much worse place to live
6	Don't know (DO NOT READ)
7	Refused (DO NOT READ)

25. Now thinking about [INSERT DISTRICT / CITY NAME – WESTERN BAY DISTRICT, ROTORA, WHAKATANE, KAWERAU, OPOTIKI, TAURANGA] as a place to live. How much do you agree or disagree that [INSERT DISTRICT / CITY NAME] has a culturally diverse arts scene?

READ OUT, SINGLE RESPONSE

Strongly agree	Agree	Neither	Disagree	Strongly disagree	DK	REFUSED
1	2	3	4	5	6	7

26. Thinking about education services in [INSERT DISTRICT / CITY NAME – WESTERN BAY DISTRICT, ROTORA, WHAKATANE, KAWERAU, OPOTIKI, TAURANGA] how easy or difficult is it for you to study your preferred subjects?

PROMPT: SCHOOL, UNIVERSITY, COMMUNITY EDUCATION CLASS ETC

READ OUT, SINGLE RESPONSE

1	Very easy
2	Easy
3	Neither easy nor difficult
4	Difficult
5	Very difficult
6	Not possible
7	Not applicable
8	Don't know (DO NOT READ)
9	Refused (DO NOT READ)

27. How much do you agree or disagree with the following statement: There is always something to do in [INSERT CITY / DISTRICT NAME – WESTERN BAY DISTRICT, ROTORA, WHAKATANE, KAWERAU, OPOTIKI, TAURANGA], do you
READ OUT, SINGLE RESPONSE

1	Strongly agree [SKIP TO Q28]
2	Agree [SKIP TO Q28]
3	Neither agree or disagree [SKIP TO Q28]
4	Disagree [GO TO Q27B]
5	Strongly disagree [GO TO Q27B]
6	Don't know (DO NOT READ) [SKIP TO Q28]
7	Refused (DO NOT READ) [SKIP TO Q28]

B) If disagree or strongly disagree, ask: For what reasons do you say that?
PROMPT FOR ANY OTHER REASONS, MULTIPLE ANSWERS ALLOWED

1	Nothing on / nothing happening	8	Other (specify)
2	Nothing on that interests me		
3	Too expensive		
4	Activities are aimed at tourists	6	Don't know (DO NOT READ)
5	Not enough information / don't know what there is to do	7	Refused (DO NOT READ)

28. How much do you agree or disagree with the following statement: You feel a sense of community with others in your local neighbourhood?
IF RURAL SAY 'LOCAL AREA' INSTEAD OF LOCAL NEIGHBOURHOOD
PROBE: FOR EXAMPLE YOU SHARE INTERESTS AND CONCERNS
WOULD YOU SAY THAT YOU STRONGLY AGREE, AGREE, NEITHER AGREE NOR DISAGREE, DISAGREE, STRONGLY DISAGREE

Strongly agree	Agree	Neither	Disagree	Strongly disagree	DK	REFUSED
1	2	3	4	5	6	7

29. How much do you agree or disagree that it is important to you to feel a sense of community with people in your local neighbourhood?
SINGLE RESPONSE

1	Strongly agree [SKIP TO Q30]
2	Agree [SKIP TO Q30]
3	Neither agree or disagree [SKIP TO Q30]
4	Disagree [GO TO Q29B]
5	Strongly disagree [GO TO Q29B]
6	Don't know (DO NOT READ) [SKIP TO Q30]
7	Refused (DO NOT READ) [SKIP TO Q30]

B) PROBE: If disagree or strongly disagree: For what reasons do you say that?
MULTIPLE ANSWERS ALLOWED

1	Too busy / my focus is on my family, job	8	Don't spend much time in neighbourhood / I work / they work
2	Not my type of people / different interests, lifestyle, stage of life	9	Don't speak English / little English / different culture
3	Like to keep to myself / not interested in community activities	10	Don't know them
4	Rental property, the neighbours move regularly	11	Other (<i>specify</i>)
5	No forum for brining people together		
6	People are not approachable / not a friendly neighbourhood	12	Don't know (DO NOT READ)
7	New to the area	13	Refused (DO NOT READ)

30. How much do you agree or disagree that people across your local neighbourhood work together and support each other?

SINGLE RESPONSE

Strongly agree	Agree	Neither	Disagree	Strongly disagree	DK	REFUSED
1	2	3	4	5	6	7

31. In general, how happy or unhappy would you say you are?

SINGLE RESPONSE, READ OUT

Very happy	Happy	Neutral	Unhappy	Very unhappy	DK	REFUSED
1	2	3	4	5	6	7

32. Now a question on education and training. In the past 12 months have you undertaken any of the following types of education or training?

MULTIPLE RESPONSE, READ OUT

1	Formal training through a school, polytechnic or university (full or part time)	5	Some other form of education or training (<i>please specify</i>)
2	Industry training, either on the job or through a provider		
3	Community-based education such as arts and crafts	6	Not sure / No, have not undertaken any training or education
4	Community-based education relating to your employment or personal and professional development	7	Refused (DO NOT READ)
		8	Don't know (DO NOT READ)

33. In the event of a civil defence emergency do you currently have an emergency preparedness kit ready to last your household for three days?

READ OUT, SINGLE RESPONSE

1	Yes
2	No
3	Don't know (DO NOT READ)
4	Refused (DO NOT READ)

34. How long have you lived in the Bay of Plenty Region?

1	Less than 2 years	4	Don't know (DO NOT READ)
2	2 to 5 years	5	Refused (DO NOT READ)
3	More than 5 years		

Finally, may I have your first name so that you can be entered into the prize draw for \$250 worth of grocery vouchers and so my supervisor can do a quality control check if necessary.

Name _____

Phone number _____

We have now reached the end of the survey. On behalf of Environment Bay of Plenty, thanks very much for taking part in the survey. Your name has been placed in the draw to win one of three \$250 grocery vouchers. The winners will be contacted in March.

ONCE AGAIN, MY NAME ISFROM KEY RESEARCH. IF YOU HAVE ANY QUESTIONS, OR FEEDBACK ABOUT THIS INTERVIEW YOU CAN CALL OUR OFFICE ON 0800 501 015

I hereby certify that this interview was conducted by me in accordance with the Market Research Code of Practice.

Signature _____