

E mahi ngatahi e pai ake ai te taiao



Working with our communities for a better environment

COMMUNITY OUTCOMES SURVEY 2006

ANALYSIS REPORT

MAY 2007

PREPARED FOR ENVIRONMENT BAY OF PLENTY BY
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Executive Summary

The state of the natural environment is generally viewed positively, however views were mixed as to whether the environment is improving or becoming worse. Those involved in this study are also positive about their general health and well-being.

- More than three quarters of respondents (77%) stated that the overall state of the natural environment in the Bay of Plenty is good or very good. A small proportion (7%) rated the state of the natural environment in the Bay of Plenty as poor or very poor.
- Respondents were fairly evenly split as to the changing state of the environment. One third (34%) stated that the natural environment in the Bay of Plenty is improving, (37%) said it was staying the same and (24%) felt it was becoming worse.
- Levels of happiness were positive with (88%) of respondents claiming to be happy or very happy, and only (1%) of those interviewed stated they were unhappy.
- The majority of respondents rated their health as *very good or good* (71%) rather than *fair or poor* (12%).

Just under one half of respondents (44%) were active every day for the last seven days.

- Healthcare provision appears to be at a high level, however access to education does not seem to be at quite at the same standard. It appears that people are happy to walk, but less likely to cycle or use public transport to get around.
- A small proportion (7%) of the 1700 people interviewed stated they had waited more than 60 minutes to receive emergency healthcare in the last 12 months. 18% of respondents stated that there was a time in the last 12 months where they or a member of their household wanted to go to a doctor but didn't.
- Half of respondents rated it easy or very easy to study their preferred subjects in their area. Just over half (53%) of those interviewed agreed that they were *using their skills in their current job*.
- 78% of respondents agree or strongly agree to *finding it easy to walk to places around their local area*. This figure decreases for cycling, when (39%) agreed that they found it easy to *cycle to places in and around their local area*.
- Public transport was seen as safe (49%), affordable (39%), comfortable (37%) and convenient (36%). Few respondents disagreed with these statements/attributes, however significant numbers were unsure about these aspects of public transport.

A sense of pride in the local town and the local area is evident. A strong belief in a sense of community is also prevalent amongst respondents, although there is some concern for safety at night.

- Three quarters of respondents agreed or strongly agreed that they feel a sense of pride in the way their local area looks and feels. A similar number (77%) felt that their local town centre is the heart of the local area. And almost three quarters (72%) agreed that the unique characteristics of their town are being maintained.

- The majority (83%) of respondents agreed that there is always something to do in their area. Shopping (77%), socialising (43%), doing physical activities (39%) and working (34%) are the activities undertaken most often in respondents' local town.
- 82% of respondents agreed that it is important to feel a sense of community with people in their local neighbourhood. Almost three quarters (74%) agreed that they felt a sense of community, with a similar number (72%) agreeing that people in their local neighbourhood work together and support each other.
- Three quarters of respondents (75%) agreed that the general community recognises and respects Maori culture in their district.
- Four in ten (40%) rated the impact of cultural diversity positively. 10% felt cultural diversity had had a negative impact on their area. Just over half of those interviewed (54%) agreed that their area has a culturally diverse arts scene.
- Almost all respondents (96%) stated they felt safe or very safe in their home during the daytime and after dark the majority of respondents (86%) still feel safe in their home.
- Most (93%) felt safe or very safe in their local neighbourhood during the daytime, however this figure decreases significantly to (47%) regarding their neighbourhood after dark. Similarly (87%) said they felt safe in their town/ city centre during the daytime, but this figure decreases to just over one-third of respondents (34%) after dark.

The level of knowledge of local community leaders remains low. Respondents do generally believe they can make a difference - if they want to, in both community decisions and their community itself.

- Two thirds of respondents (65%) were able to name their Mayor while almost half (47%) were able to name their Local MP. Only a small proportion (4%) could name their Regional Council Chair and their District Health Board Chair (1%).
- Nearly three quarters of respondents (73%) felt that the public has a small or some influence on Local Council decisions. Six out of ten respondents (61%) felt that they have enough information to participate in decision making.
- Two thirds of respondents (68%) agreed that you can have an impact on making your community a better place to live.
- The issue of whether respondents would like to have more of a say in what their Local Council does was polarising – (37%) agreed and (38%) disagreed.
- Respondents had more confidence in the local council (54%) than the regional council in (44%) in terms of making decisions that are in the best interests of the area. Respondents were also more likely to state that they understand how the local council makes decisions (57%) compared to the regional council (44%).

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Chapter 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 2006.

1.1 Research Objectives

The specific research objectives for the Community Outcomes survey are:

- To determine how people feel the community is progressing towards their Community Outcomes in the Bay of Plenty;
- To establish a baseline for trends in Community Outcome perception measures.

1.2 Research Method

The study consisted of 1700 telephone interviews with residents in the Bay of Plenty region. (Where a combination of Key Research and Tauranga City Quality of Life data is used in the analysis of some results the sample size is 1697).

- 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 Wednesday, 31 January and Sunday, 18 March 2007.
- 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 representatives from COBOP.

- Telephone survey respondents were selected from the Bay of Plenty region using Telecom's 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.

1.3 Analysis Restrictions

- As a result of different age categories being used, age comparative analysis can only be conducted for the questions that Key Research asked both Tauranga residents and 'other area' residents
- The questions around 'Safety' had different response sets across the surveys. The Quality of Life survey had the response set '*very unsafe, a bit unsafe, fairly safe and safe*' whereas the COBOP survey had the response set used '*very safe, safe, neither safe nor unsafe, unsafe and very unsafe*'. The results should be interpreted with these categorical differences in mind.
- The question which focussed on safety in your local neighbourhood during the daytime was not asked in either the Quality of Life survey or the Tauranga residents survey and therefore does not have responses for Tauranga residents.
- The question 'Having enough information to participate in the decision making process' was not asked in either the Quality of Life survey or the Tauranga residents survey and again does not have responses for Tauranga residents
- In the 'All Other Areas' survey we branched from 29b to 29bi however the Quality of Life survey branched from the equivalent of 29a to 29bi therefore 29bi will only be reported for 'All Other Areas'.

1.4 Analysis

Each question is analysed at regional level (excluding Tauranga City Council area) and then by each of the subsections as follows.

Results by Area

- Western Bay of Plenty (excluding Tauranga City Council area), Tauranga City, Eastern BOP and Rotorua.

Results by Demographic Characteristics

- Gender (male/female).
 - Age group (15-29, 30-59, 60+).
 - Ethnicity (non-Maori/Maori).
- (a) The extremes of difference are compared, e.g., Respondents aged 15-29 were more likely to state that the overall state of the environment in the Bay of Plenty is *good* or *very good* (86%) than respondents aged 30-59 (73%).

- (b) 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.
- (c) Due to rounding some percentage aggregations may total to slightly more or less than 100%.

Appendix One is the questionnaire used in the interviewing process.

Chapter 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 three quarters of respondents (77%) stated that the overall state of the natural environment in the Bay of Plenty is either *good* (56%) or *very good* (21%).
- A small proportion (7%) of respondents rated the state of the natural environment in the Bay of Plenty as either *poor* (5%) or *very poor* (2%).

Table 1: State of the environment

How would you rate the overall state of the natural environment of the Bay of Plenty?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Very good	21	18	20	27	18
Good	56	54	59	57	54
Neither good nor poor	16	19	14	12	18
Poor	5	5	6	2	8
Very poor	2	3	1	1	1
Total	100	100	100	100	100

Base: 1700 respondents

2.1.1 Comparative Analysis

Results by Area

- Respondents from the Eastern BOP (84%) were more likely to state that the natural environment is very good or good than respondents from the Western Bay of Plenty area or the Rotorua area (79%, 72% respectively).

Results by Demographic Characteristics

- Respondents aged 15-29 were more likely to state that the overall state of the environment in the Bay of Plenty is *good* or *very good* (86%) than respondents aged 30-59 (73%).

2.2 Environmental Improvement

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

- Almost three quarters of respondents (71%) stated that the overall state of the natural environment in the Bay of Plenty is either *improving* (34%) or *staying the same* (37%).
- However a further quarter (25%) of respondents rated the state of the natural environment in the Bay of Plenty as *becoming worse*.

Table 2: *Environmental improvement*

Do you think the overall state of the natural environment of the Bay of Plenty region is...	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Improving	34	37	31	37	35
Staying the same	37	35	34	40	38
Becoming worse	25	25	30	18	23
Don't know	4	3	5	3	4
Total	100	100	100	100	100

Base: 1700 respondents

2.2.1 Comparative Analysis

Results by Area

- Respondents from Tauranga (30%) were more likely to state that the natural environment was becoming worse than respondents from the Eastern BOP area (18%).

Results by Demographic Characteristics

- Female respondents (37%) were more likely to state that the natural environment of the Bay of Plenty is *improving* than male respondents (30%). While males (29%) were more likely than females (21%) to state that the natural environment is *becoming worse*.
- Respondents aged 60+ were more likely (40%) to state that the natural environment in the Bay of Plenty is *improving* than respondents aged 30-59 (31%).

Chapter 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.

- Of the 1700 respondents interviewed, a small proportion (7%) stated they had waited more than 60 minutes to receive emergency healthcare in the last 12 months.
- 37% stated they have not had to wait for more than 60 minutes to receive emergency healthcare.

Table 3: Accessibility of emergency healthcare

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?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Yes	7	8	8	5	6
No, I have not had to wait	37	31	41	55	23
No, I have not needed treatment	56	61	51	40	71
Total	100	100	100	100	100

Base: 1700 respondents

3.1.1 Comparative Analysis

Results by Area

- Respondents from the Eastern BOP area were the most likely (55%) to state that they have not had to wait more than 60 minutes for emergency healthcare. The comparable figure for respondents from the Western Bay of Plenty area was (31%).

- Respondents from the Rotorua area (71%) were much more likely to state that they have not needed treatment than respondents from the Eastern BOP (40%).

Results by Demographic Characteristics

- A greater proportion of those aged 15-29 (8%) have had to wait more than 60 minutes to receive emergency healthcare than those aged 60+ (3%).

3.1.2 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 were then asked what the reason was for this.

- In total, (68%) of respondents who stated that there had been an occasion where they had to wait longer than 60 minutes to get emergency healthcare stated *slow service at medical centre/Accident and Emergency* as the reason. A further (14%) stated that they *lived too far away from nearest emergency healthcare assistance*.

Table 4: Reason for healthcare delay

For what reasons did you or the member of your household not get emergency healthcare within 60 minutes?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Slow service at medical centre / Accident and Emergency	68	59	77	48	86
Live too far away from nearest emergency healthcare assistance	14	12	4	38	10
Traffic slowed travel time	4	3	2	10	-
Emergency services restricted access	3	6	2	-	5
Don't have access to transport	2	6	-	-	-
Other	11	15	14	10	-
Total	102	101	100	106	101

Base: 122 respondents

Note: Multiple responses were permitted, therefore total percentage exceeds 100%.

3.1.3 Comparative Analysis

Results by Area

- Respondents from the Rotorua area (86%) were more likely to state *slow service at medical centre / Accident and Emergency* as the reason why they or a member of their household had to wait longer than 60 minutes to get emergency healthcare than respondents from Eastern BOP (48%).

- Respondents from the Eastern BOP (38%) were more likely than respondents from Tauranga (4%) to state they live too far away from nearest emergency healthcare assistance as the reason why they or a member of their household had to wait longer than 60 minutes to get emergency healthcare.

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 didn't.

- The vast majority (82%) of respondents stated that there was not a time in the last 12 months where they or a member of their household wanted to go to a doctor but didn't.

Table 5: Accessibility of doctors

Has there been a time in the last 12 months where you or a member of your household wanted to go to a doctor but didn't?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Yes	18	19	21	12	20
No	82	81	79	88	80
Total	100	100	100	100	100

Base: 1697 respondents

3.2.1 Comparative Analysis

Results by Area

- Respondents from Tauranga (21%) were more likely than respondents from Eastern BOP (12%) to state that there has been a time in the last 12 months where you or a member of your household wanted to go to a doctor but didn't.

Results by Demographic Characteristics

- A higher proportion of Maori respondents (25%) said yes there had been a time in the last 12 months where they or a member of their household wanted to go to a doctor but didn't than non-Maori respondents (16%).
- More females (22%) than males (13%) also agreed that yes there had been a time in the last 12 months where they or a member of their household wanted to go to a doctor but didn't.

3.2.2 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 didn't were then asked what the reason was for this.

- The greatest proportion of respondents (45%) stated *too expensive/costs too much/symptoms didn't justify costs* as the reason for not visiting the doctor.

Table 6: Reason for not seeing doctor

For what reasons did you or the member of your household not visit a doctor?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Too expensive/costs too much/symptoms didn't justify costs	45	50	47	40	39
Dr too busy to see me when needed to see them/couldn't fit me in/waiting times too long	13	14	10	19	12
Was too busy to go to GP/couldn't take time off work	15	10	19	6	23
Got better on its own/didn't need to in the end	12	8	13	8	17
GP too far away/difficult to get to/no transport	5	10	1	10	3
Other	9	12	5	17	4
Don't know	2	-	4	-	3
Total	101	104	100	100	101

Base: 316 respondents

Note: Multiple responses were permitted, therefore total percentage exceeds 100%.

3.2.3 Comparative Analysis

Results by Area

- Too expensive/costs too much/symptoms didn't justify costs was less likely to be a reason for not going to the Doctor amongst Rotorua (39%) respondents compared to WBOP's respondents (50%).
- Those in Tauranga (19%) and Rotorua (23%) were more likely to state that they were too busy to go to the Doctor.
- Respondents in WBOP District and Eastern BOP were more likely to list their GP being too far away as a reason for not going to the Doctor (10% respectively).

Results by Demographic Characteristics

- Maori respondents (20%) were more likely than non-Maori (12%) respondents to state that they were too busy to go to GP/couldn't take time off work.
- Female respondents (50%) were more likely than male respondents (33%) to state too expensive/costs too much/symptoms didn't justify costs. However male respondents (22%) were much more likely to state that they were too busy to go to GP/couldn't take time off than female respondents (12%).

Chapter 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 then asked on how many of the last 7 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 e.g. running), or 30 minutes or more of moderate exercise (e.g. brisk walking).

- Just under one half of respondents (44%) were active on every one of the last seven days.

Table 7: Activity levels

On how many of the last 7 days were you active?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
One	4	4	3	4	3
Two	7	6	8	6	7
Three	9	8	12	8	9
Four	11	11	13	9	11
Five	13	13	11	13	15
Six	7	8	5	7	8
Seven	44	45	43	48	39
None	6	4	6	5	7
Total	100	100	100	100	100

Base: 1697 respondents

4.1.1 Comparative Analysis

Results by Area

- Respondents from Eastern BOP (48%) were more likely to have been active on each of the last seven days than respondents from the Rotorua area (39%).

4.2 Personal Health

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

- 71% of respondents rated their health as *very good or good*.
- 17% rated their health as excellent.
- 12% claimed their health was *fair or poor*.

Table 8: Personal health

In general, how would you rate your health?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Excellent	17	15	22	14	16
Very good	39	36	48	35	37
Good	32	35	20	38	35
Fair	10	11	8	11	10
Poor	2	2	2	2	2
Total	100	100	100	100	100

Base: 1697 respondents

4.2.1 Comparative Analysis

Results by Area

- Respondents from Tauranga were much more likely (70%) than respondents from any other area included in the study Eastern BOP (49%), Western Bay of Plenty (51%) and Rotorua (53%) to state that their health was excellent or very good.

Results by Demographic Characteristics

- Non-Maori respondents (60%) were more likely than Maori respondents (46%) to state that their health was excellent or very good.

Chapter 5: Feeling of Safety

Respondents were then asked a series of questions relating to their personal safety in a number of different situations.

NOTE: Different scales were used for the Tauranga questionnaire

- Almost all respondents (96%) stated they felt safe or very safe *in their home during the daytime* and a very similar proportion (93%) felt safe or very safe *in their local neighbourhood during the daytime*.
- After dark the majority of respondents still feel safe *in their home* (86%). This figure drops significantly to (47%) regarding *walking alone in your neighbourhood after dark*. 39% of people feel unsafe or very unsafe in this situation.
- 87% said they felt safe *in their town/city centre during the daytime*. In contrast, a third (34%) stated that they felt safe *in their town or city centre after dark*.

Table 9: *Feeling of safety*

Statement	% of Respondents					
	Very safe	Safe	Neither safe nor unsafe	Unsafe	Very unsafe	Don't know
In your home during the daytime?	56	40	2	2	-	-
In your local neighbourhood during the daytime? *	39	54	5	2	-	-
In your town or city centre during the daytime?	32	55	8	3	-	1
In your home after dark?	34	52	6	7	1	-
Walking alone in your neighbourhood after dark?	11	36	10	29	10	6
In your town or city centre after dark?	6	28	12	35	13	6

Base: 1700 respondents

* Not asked of Tauranga residents

Table 10: Home during the daytime

In your home during the daytime?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Very safe	56	49	79	50	41
Safe	40	44	19	46	55
Neither safe nor unsafe	2	4	-	2	2
Unsafe	2	3	2	1	2
Very unsafe	-	-	-	-	-
Don't know	-	-	-	-	-
Total	100	100	100	100	100

Base: 1697 respondents

5.1.1 Comparative Analysis

Results by Area

- Tauranga respondents were more likely (79%) to state that they felt very safe *in their home during the daytime* than respondents from other areas. In Rotorua, 41% stated that they felt *safe at home during the daytime*.

Results by Demographic Characteristics

- Non-Maori (58%) were more likely to feel very safe in their own homes during the day than Maori (49%).

Table 11: Local neighbourhood during the daytime

In your local neighbourhood during the daytime?	% of Respondents			
	Total	WBOP District	Eastern BOP	Rotorua
Very safe	39	41	42	31
Safe	54	50	51	61
Neither safe nor unsafe	5	6	4	5
Unsafe	2	2	3	3
Very unsafe	-	-	-	-
Don't know	-	-	-	-
Total	100	100	100	100

Base: 1200 respondents

5.1.2 Comparative Analysis

Results by Demographic Characteristics

- Females (42%) were more likely to feel very safe in their local neighbourhood during the day than males (35%).
- Non-Maori (40%) also more likely to feel safe in their local neighbourhood during the day compared Maori (33%).

Table 12: Town or city centre during the daytime

In your town or city centre during the daytime?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Very safe	32	49	47	50	41
Safe	55	44	45	46	55
Neither safe nor unsafe	8	4	4	2	2
Unsafe	3	3	2	2	2
Very unsafe	-	1	1	-	-
Don't know	1	-	1	-	-
Total	100	100	100	100	100

Base: 1700 respondents

Table 13: In your home after dark

In your home after dark?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Very safe	34	25	53	30	23
Safe	52	57	37	54	61
Neither safe nor unsafe	6	10	-	7	9
Unsafe	7	7	9	8	5
Very unsafe	1	1	1	1	2
Don't know	-	-	-	-	-
Total	100	100	100	100	100

Base: 1697 respondents

5.1.3 Comparative Analysis

Results by Area

- Tauranga respondents (53%) were more likely to feel safe in their home after dark than Rotorua respondents (23%).

Results by Demographic Characteristics

- The proportion of females (10%) who felt either unsafe or very unsafe in their home after dark was higher than for males (6%).

Table 14: Walking alone in your neighbourhood after dark

Walking alone in your neighbourhood after dark?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Very safe	11	9	17	8	8
Safe	36	36	39	28	39
Neither safe nor unsafe	10	12	-	12	17
Unsafe	29	29	24	38	24
Very unsafe	10	6	15	11	7
Don't know	6	8	5	3	5
Total	100	100	100	100	100

Base: 1697 respondents

5.1.4 Comparative Analysis

Results by Area

- Eastern BOP respondents were the least likely group to feel safe walking alone in their neighbourhood after dark (49% claiming to feel unsafe in this situation compared to 31% of Rotorua respondents).

Results by Demographic Characteristics

- Almost twice the proportion of males felt either safe or very safe (65%) walking alone in their neighbourhood after dark than females (33%). Half of the females interviewed (50%) stated they felt either unsafe or very unsafe walking alone in their neighbourhood after dark compared to males (22%).

Table 15: In your town or city centre after dark

In your town or city centre after dark?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Very safe	6	4	11	5	5
Safe	28	24	35	21	30
Neither safe nor unsafe	12	17	-	15	19
Unsafe	35	35	30	43	33
Very unsafe	13	10	17	15	9
Don't know	6	10	6	2	4
Total	100	100	100	100	100

Base: 1697 respondents

5.1.5 Comparative Analysis

Results by Area

- Tauranga respondents also feel safest in town after dark (46% compared to Eastern BOP's 26%). It's interesting to note that the same share of Tauranga respondents (47%) also feel unsafe in the same situation).

Results by Demographic Characteristics

- Females also felt less safe than men in their town or city after dark with only (27%) feeling safe or very safe compared to (43%) of men.
- 41% of Maori respondents stated they felt either safe or very safe in their town or city centre after dark compared to non-Maori (32%). (Corresponding figures show non-Maori more likely (14%) to feel very unsafe in the same scenario compared to Maori (9%).

Chapter 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 (26%) of the 1700 respondents associate Tauranga as being their town.
- Rotorua was the next most common mention with (19%).

Table 16: 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				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Tauranga	26	26	62	2	2
Mount Maunganui	5	1	14	-	-
Rotorua	19	9	10	1	63
Papamoa	1	2	1	-	-
Te Puke	7	22	1	3	2
Taupo	8	17	1	-	26
Katikati	2	0	7	-	-
Greerton	1	2	1	-	-
Bethlehem	1	1	1	-	-
Waihi	1	4	-	-	-
Omokoroa	1	1	-	-	-
Kawerau	11	6	-	42	1
Opotiki	11	6	-	42	2
Whakatane	2	1	-	7	-
Turangi	1	1	-	-	2
Other	1	1	-	2	1
Total	100	100	100	100	100

Base: 1700 respondents

6.1.1 Comparative Analysis

Results by Area

- A quarter (26%) of WBOP District respondents said they associated Tauranga as being their town.
- 62% of respondents from the Tauranga area associated Tauranga as being *their town*. 14% associated Mount Maunganui as their town.
- Of respondents interviewed in the Rotorua area, (63%) said Rotorua was *their town* and (26%) said Taupo.
- Kawerau (42%) and Opotiki (42%) were equally likely to be named by respondents from the Eastern BOP area as being *their town*.

6.2 Pride in Local Area

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

- Three quarters (75%) of respondents agreed or strongly agreed that they *feel a sense of pride in the way their local area looks and feels*.
- A small percentage (9%) disagreed with this statement.

Table 17: *Pride in local area*

I feel a sense of pride in the way my local area looks and feels	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	23	19	23	28	23
Agree	52	54	44	52	60
Neither agree nor disagree	16	15	26	8	10
Disagree	8	10	4	10	6
Strongly disagree	1	1	2	1	1
Total	100	100	100	100	100

Base: 1697 respondents

6.2.1 Comparative Analysis

Results by Area

- Rotorua and Eastern BOP respondents were the most likely to feel a sense of pride in the way their local area looks and feels (83% and 80% respectively agreeing with this statement compared to 67% of Tauranga respondents).
- A sense of ambivalence is apparent in Tauranga with one quarter (26%) of Tauranga respondents stating that they neither agreed nor disagreed with this statement.

6.3 Heart of the Local Area

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

- Three quarters of respondents (77%) felt that their local town centre is the heart of the local area.

Table 18: Heart of the local area

Do you think your local town centre is the heart of the local area?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Yes	77	76	77	77	81
No	23	24	23	23	19
Total	100	100	100	100	100

Base: 1700 respondents

6.3.1 Comparative Analysis

Results by Demographic Characteristics

- Older respondents (82%) were more likely to agree with this statement than the younger age groups (72% amongst 15-29 year olds).

6.3.2 Activities in Local Town

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

- Three quarters of respondents (77%) said they shop (goods and services) *in their local town*.
- The next most common activities stated were socialising (43%), doing physical activities (39%) and working (34%).

Table 19: Activities in local town

What sorts of things do you do in your local town?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Shop (goods and services)	77	80	74	76	77
Socialise	43	37	53	37	42
Exercise/Physical activity/Leisure activity	39	42	48	34	32
Work	34	35	35	33	38
Visit friends	27	25	29	35	16
Entertainment/Events	24	24	36	14	17
Participate in community groups	18	21	20	19	8
Visit family	17	19	18	19	11
Visit the library	3	3	4	2	2
Study	3	2	3	4	1
Other	2	2	3	1	1
Don't know	1	1	2	2	1
Total	288	291	325	276	246

Base: 1700 respondents

Note: Multiple responses were permitted, therefore total percentage exceeds 100%.

6.3.3 Comparative Analysis

Results by Area

- Over half (53%) of respondents from Tauranga socialise in their local town. This compared to 37% in the WBOP District and Eastern BOP. Tauranga respondents were also more likely to go to entertainment and events (36%) in their local town than their peers in other areas.
- A higher proportion of Eastern Bay respondents (35%) stated they visited friends in their local town.
- Rotorua respondents were less likely than their peers to participate in community groups (8%).

Results by Demographic Characteristics

- The proportion of respondents who shopped in their local town increased with age 81% of those aged 60+ compared to 73% of 15-29 year olds.
- The number of people claiming to socialise in their local town decreased with age, with 37% of the older age group and 52% of the younger age group claiming to socialise locally.
- Females (81%) are more likely to shop in their local town than males (72%).
- Males are more likely to work locally (41% compared to 29% of females), but less likely (13%) to participate in community groups than their female counterparts (22%).

- A higher proportion of Maori (82%) stated that they shop in their local town than non-Maori (75%).
- More Maori (41%) work in their local town than non-Maori (32%).
- At (51%) Maori were also more likely to visit family and friends in their local town than non-Maori (41%).

6.4 Maintenance of Unique Characteristics

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

- Almost three quarters (72%) agreed or strongly agreed that the *unique characteristics of their town are being maintained*.

Table 20: Maintenance of unique characteristics

Do you agree that the unique characteristics of your local town are being maintained?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	11	10	9	17	9
Agree	61	58	55	66	66
Neither agree not disagree	10	10	10	8	11
Disagree	14	16	19	7	12
Strongly disagree	2	2	4	-	1
Don't know	2	3	3	2	1
Total	100	100	100	100	100

Base: 1697 respondents

6.4.1 Comparative Analysis

Results by Area

- More respondents from the Eastern BOP (17%) strongly agreed that the unique characteristics of their local town are being maintained than those from Tauranga and Rotorua (9% respectively).
- Tauranga respondents were most likely to disagree/strongly disagree that the unique characteristics of their local town are being maintained (23% compared to 7% in the Eastern BOP).

Chapter 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.'

- 78% of respondents agree or strongly agree to finding it easy to walk to places around their local area.
- 14% disagreed or strongly disagreed with this statement.

Table 21: *Ease of walking*

You find it easy to walk to the places you want to get to in and around your local area	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	17	15	16	24	15
Agree	61	61	54	68	66
Neither agree not disagree	7	6	10	2	7
Disagree	12	14	16	5	10
Strongly disagree	2	2	3	-	1
Don't know	2	1	2	2	2
Total	100	100	100	100	100

Base: 1700 respondents

7.1.1 Comparative Analysis

Results by Area

- Eastern BOP respondents were the most likely group to find it easy *to walk to places in and around their local area* (92% agreed/strongly agreed with this statement). The corresponding figures for other areas were Rotorua (81%), Western Bay (76%) and Tauranga (70%).

Results by Demographic Characteristics

- A higher proportion of females (20%) than males (14%) strongly agreed with the statement.

7.2 Ease of Cycling

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

- Over one third of respondents (39%) agreed that they found it easy to *cycle to places in and around their local area*.
- 40% didn't know *if it is easy to cycle to places in their local area*.

Table 22: *Ease of cycling*

You find it easy to cycle to the places you want to get to in and around your local area	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	8	5	4	16	7
Agree	31	24	25	48	33
Neither agree not disagree	5	6	7	3	4
Disagree	11	7	18	6	13
Strongly disagree	4	4	9	-	3
Don't know	40	53	37	26	40
Total	100	100	100	100	100

Base: 1700 respondents

7.2.1 Comparative Analysis

Results by Area

- Eastern Bay respondents were more likely to find it *easy to cycle to places in and around their local area* (64%) than their counterparts (29% of both Western Bay and Tauranga respondents).

Results by Demographic Characteristics

- A higher proportion of the younger age group (56%) agreed that it was *easy to cycle to places in and around their local area* than older age groups, 21% of those aged 60+.
- More males (44%) agreed with the statement than females (34%).
- A higher proportion of Maori respondents (51%) agreed that it was *easy to cycle to places in and around their local area* than non-Maori (35%).

Chapter 8: Community Leaders

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

8.1.1 Awareness of Community Leaders

Respondents were first asked to identify their Mayor, Regional Council Chair, District Health Board Chair and their Local MP.

- Two thirds of respondents (65%) were able to name their Mayor while almost half (47%) were able to name their Local MP.
- Only a small proportion could name their Regional Council Chair (4%) or their District Health Board Chair (1%).

Table 23: Awareness of community leaders

Leadership Position	% of respondents who identified community leader				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Mayor	65	65	65	72	58
Regional Council Chair	4	8	10	3	3
District Health Board Chair	1	2	5	1	-
Local MP*	47	66	71	41	42

Base: 1700 respondents

8.1.2 Comparative Analysis

Results by Area

- Respondents in Rotorua were least likely to identify their Mayor (58%) than those from the Eastern BOP (72%).
- The local MP was more likely to be identified in Tauranga (71%) and Western Bay of Plenty (66%) than in Eastern BOP and Rotorua (42% and 41% respectively).

8.1.3 Additional Community Leaders

Respondents were then asked if they consider anyone else to be a local leader and if so, to identify their position.

- Over three quarters of respondents (78%) were unable to *identify an additional leader*.

Table 24: Additional community leaders

Community Leader Identified	% of respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Unable to identify an additional leader	78	78	76	89	76
Winston Peters	4	3	10	1	-
Bob Clarkson	2	2	5	1	1
Other community member	9	12	7	9	13
A Councillor	5	6	3	1	9

Base: 1700 respondents

8.1.4 Comparative Analysis

Results by Area

- Tauranga respondents were the most likely to mention Winston Peters (10%), and Bob Clarkson (5%). Eastern BOP respondents were the least likely group to identify another community leader (89% unable compared to 76% in both Tauranga and Rotorua).

8.2 Governance

- Respondents were then asked a series of questions relating to the governance of the local area.
- Respondents had more confidence in the local council (54%) than the regional council in (44%) in terms of making decisions that are in the best interests of the area.
- Respondents were more likely to state that they understand how the local council makes decisions (57%) compared to the regional council (44%).
- The issue of whether respondents would like to have more of a say in what their Local Council does was polarising - 37% agreed and 38% disagreed. (Compare this to 52% wanting more of a say in 2006).
- The governance statement that solicited the greatest level of agreement amongst respondents was the general community recognises and respects Maori culture in your district. Three quarters of respondents (75%) agreed with this statement with 19% agreeing strongly.

- Two thirds of respondents (68%) agreed that you can have an impact on making your community a better place to live.
- Just over half (52%) of the 1700 people interviewed agreed that the way business, local government, education and not-for-profit organisations work together is improving in their City/District.

Table 25: Governance

Statement	% of Respondents					
	Strongly agree	Agree	Neither	Disagree	Strongly disagree	Don't know
Overall, you have confidence that the local council makes decisions that are in the best interests of the area	13	41	22	18	4	2
Overall, you have confidence that the Regional Council makes decisions that are in the best interests of the Bay of Plenty region	3	41	23	21	4	7
Overall, you understand how your local Council makes decisions	6	51	16	20	4	4
Overall, you understand how the regional council makes decisions	3	41	19	28	4	5
You would like to have more of a say in what your Local Council does	8	29	24	27	9	3
You can have an impact on making your community a better place to live	11	57	12	17	2	1
The way business, local government, education, and not-for-profit organisations work together is improving in your City/District	6	46	17	15	1	15
The general community recognises and respects Maori culture in your city/district	19	56	14	7	1	3

Base: 1700 respondents

Table 26: Confidence in local council

Overall, you have confidence that the local council makes decisions that are in the best interests of the area	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	13	6	23	16	5
Agree	41	44	30	54	40
Neither agree not disagree	22	22	28	16	23
Disagree	18	21	16	11	23
Strongly disagree	4	5	3	1	6
Don't know	2	3	1	2	4
Total	100	100	100	100	100

Base: 1697 respondents

8.2.1 Comparative Analysis

Results by Area

- Eastern BOP respondents were more likely to agree (70%) that the local council makes decisions in the best interests of the area (compared to 45% in Rotorua).

Table 27: Comparative analysis

Overall, you have confidence that the Regional Council makes decisions that are in the best interests of the Bay of Plenty region	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	3	3	6	2	3
Agree	41	45	40	37	42
Neither agree not disagree	23	20	28	22	23
Disagree	21	18	19	29	19
Strongly disagree	4	4	5	3	3
Don't know	7	10	3	9	10
Total	100	100	100	100	100

Base: 1700 respondents

8.2.2 Comparative Analysis

Results by Area

- Respondents in Eastern BOP (39%) were less likely to agree that the Regional Council makes decisions in the best interests of the Bay of Plenty region than those from WBOP District (48%).

Table 28: Comparative analysis

Overall, you understand how your local Council makes decisions	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	6	3	11	6	5
Agree	51	56	35	64	50
Neither agree nor disagree	13	14	21	12	15
Disagree	20	22	22	14	19
Strongly disagree	4	2	9	1	4
Don't know	4	3	2	3	8
Total	100	100	100	100	100

Base: 1697 respondents

8.2.3 Comparative Analysis

Results by Area

- Tauranga respondents were the least likely to feel that they understand how the local Council makes decisions (46% agreeing with this statement compared to 70% Eastern BOP respondents).

Results by Demographic Characteristics

- Males were more likely to agree that they know how their local Council makes decisions (62% agree or strongly agree compared to 53% of females).

Table 29: Comparative analysis

Overall, you understand how the regional council makes decisions	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	3	3	5	6	5
Agree	41	56	39	64	50
Neither agree nor disagree	19	13	22	12	15
Disagree	28	23	28	14	19
Strongly disagree	4	2	5	1	4
Don't know	5	3	2	3	8
Total	100	100	100	100	100

Base: 1700 respondents

8.2.4 Comparative Analysis

Results by Area

- Eastern BOP respondents (70%) were the most likely to feel that they have an understanding of how the Regional Council makes decisions than Tauranga respondents (44%).

Results by Demographic Characteristics

- Younger respondents 15-29 years (30%) were less likely to agree that they have an understanding of how the Regional Council makes decisions compared to 30-59 year olds (46%) and 60+s (47%).
- Slightly more non-Maori (45%) said they understood how the Regional Council makes decisions than Maori (38%).

Table 30: More of a say in what your local council does

You would like to have more of a say in what your Local Council does	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	8	11		9	14
Agree	29	40		38	43
Neither agree not disagree	24	19		15	14
Disagree	27	27		34	26
Strongly disagree	9	1		1	1
Don't know	3	2		3	4
Total	100	100	100	100	100

Base: 1697 respondents

8.2.5 Comparative Analysis

Results by Demographic Characteristics

- Maori respondents (48%) were more likely to agree/strongly agree that they would like more of a say in what local council does than non Maori (34%).

Table 31: An impact on making your community a better place to live

You can have an impact on making your community a better place to live	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	11	13	4	13	15
Agree	57	62	44	66	62
Neither agree not disagree	12	7	23	7	9
Disagree	17	17	25	10	12
Strongly disagree	2	-	4	1	1
Don't know	1	1	1	3	2
Total	100	100	100	100	100

Base: 1700 respondents

8.2.6 Comparative Analysis

Results by Area

- Tauranga respondents were the least likely group to agree that you can have an impact on making your community a better place to live (48% in agreement with this statement and 29% disagreeing). Compare this to 79% in agreement and 11% disagreeing in the Eastern BOP.

Results by Demographic Characteristics

- More Maori (66%) agree with the statement you can have an impact on making your community a better place to live than non-Maori (55%).
- Those aged 30-59 tended to be more likely to agree with this sentiment than their counterparts (72% agreed/strongly agreed that you can have an impact compared with 62% of those aged 60+).

Table 32: *Improving your city/district*

The way business, local government, education, and not-for-profit organisations work together is improving in your City/District	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	6	4	7	8	4
Agree	46	47	43	51	43
Neither agree not disagree	17	12	21	14	21
Disagree	15	20	11	15	14
Strongly disagree	1	2	1	1	2
Don't know	15	15	17	12	17
Total	100	100	100	100	100

Base: 1700 respondents

Table 33: *Maori culture in your city/district*

The general community recognises and respects Maori culture in your city/district	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	19	18	10	30	21
Agree	56	56	53	57	58
Neither agree not disagree	14	13	21	7	11
Disagree	7	6	10	3	7
Strongly disagree	1	1	1	-	1
Don't know	3	6	5	3	4
Total	100	100	100	100	100

Base: 1700 respondents

8.2.7 Comparative Analysis

Results by Area

- Tauranga respondents were the least likely to strongly agree with this statement (10%) compared to almost a third (30%) of Eastern BOP respondents who strongly agreed that the general community recognises and respects Maori culture in your city/district.

8.3 Public Influence

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

- Nearly three quarters of respondents (73%) felt that the public has a small (35%) or some (38%) influence on Local Council decisions.

Table 34: Public influence

How much influence do you feel the public has on the decisions that the Local Council makes?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
No influence	13	19	12	8	12
Small influence	35	37	34	28	42
Some influence	38	33	44	44	31
Large influence	11	8	9	17	9
Don't know	3	3	1	4	5
Total	100	100	100	100	100

Base: 1697 respondents

8.4 Information Provision

Respondents were also asked if they consider that 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.

Note: this question was not asked of Tauranga residents

- Six out ten respondents (61%) feel that they have enough information to participate in decision making.

Table 35: Information access

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?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Yes – I have enough information to make decisions that I'm happy with	61	65		60	58
No – I don't have enough information to make decisions that I'm happy with	26	24		27	27
No – I don't have enough but I'm still happy with the decisions I make	6	6		5	8
Don't know	7	5		8	7
Total	100	100		100	100

Base: 1200 respondents

Chapter 9: Cultural Diversity

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

9.1 Impact of Cultural Diversity

- Almost half of respondents (48%) felt the impact of cultural diversity has made no difference to their area.
- Four in ten (40%) rated the impact of cultural diversity positively, with (6%) rating their area a much better place to live and (34%) a better place to live.
- Ten percent felt cultural diversity had had a negative impact on their area.

Table 36: Impact of cultural diversity

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 your area has become...	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
A much better place to live	6	4	12	3	4
A better place to live	34	30	40	29	34
Makes no difference	48	51	38	57	48
A worse place to live	9	11	6	7	11
A much worse place to live	1	1	1	1	1
Don't know	3	3	3	3	3
Total	100	100	100	100	100

Base: 1697 respondents

9.1.1 Comparative Analysis

Results by Area

- The share of respondents who felt their area had become a better or much better place to live due to cultural diversity was greatest in Tauranga (52%) and lowest in the Eastern BOP (32%).

9.2 Culturally Diverse Arts Scene

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

- Just over half of those interviewed (54%) agreed or strongly agreed *that their area has a culturally diverse arts scene*.
- A smaller proportion disagree or strongly disagree with this statement (17%).

Table 37: *Culturally diverse arts scene*

How much do you agree or disagree that your area has a culturally diverse arts scene?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	11	8	14	10	12
Agree	43	44	31	55	47
Neither agree not disagree	17	13	28	10	13
Disagree	15	17	17	12	14
Strongly disagree	2	1	5	1	1
Don't know	11	17	4	12	14
Total	100	100	100	100	100

Base: 1697 respondents

9.2.1 Comparative Analysis

Results by Area

- Tauranga respondents were the least likely to agree that their area has a culturally diverse arts scene (45% agreed/ strongly agreed with this statement compared to 65% in the Eastern BOP).

Chapter 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 the Bay of Plenty.

- Half of respondents (50%) rated it easy (36%) or very easy (14%) to study their preferred subjects.
- Nearly a quarter of respondents (22%) felt that the issue was not applicable to them.
- 16% rated it difficult/very difficult/not possible to study their preferred subjects.

Table 38: Ease of study

Thinking about education services in the Bay of Plenty, how easy or difficult is it for you to study your preferred subjects?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Very easy	14	16	18	8	13
Easy	36	33	27	44	43
Neither easy nor difficult	9	9	7	14	9
Difficult	9	10	6	10	12
Very difficult	3	3	2	4	2
Not possible	4	2	5	5	2
Not applicable	22	22	29	14	16
Don't know	4	5	6	2	3
Total	100	100	100	100	100

Base: 1700 respondents

10.1.1 Comparative Analysis

Results by Demographic Characteristics

- Respondents in the younger age group were more likely to agree that it was easy to study their preferred subjects (60% of 15-29 year olds compared with 43% of those aged 60+).
- Maori respondents (45%) claimed it was easier to study their preferred subjects than non-Maori (33%).

10.1.2 Study Behaviour

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

- Over half (56%) had not undertaken any of the listed types of education or training in the past year.
- Over half again (57%) said that they had undertaken education or training in the past 12 months, with the majority being industry training (22%), either on the job or through a provider.

Table 39: Study behaviour

In the past 12 months have you undertaken any of the following types of education or training?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Not Applicable (have not had any training or education)	56	56	55	58	51
Industry training, either on the job or through a provider	22	25	24	17	25
Formal training through a school, polytechnic or university (full or part-time)	13	10	17	11	15
Community-based education such as arts and crafts	6	6	5	5	6
Community-based education relating to your employment or personal and professional development	13	13	14	14	12
Some other form of education or training	3	3	1	4	5
Total	113	113	116	109	114

Base: 1700 respondents

Note: Multiple responses were permitted, therefore total percentage exceeds 100%.

10.1.3 Comparative Analysis

Results by Demographic Characteristics

- Respondents aged 60+ were less likely to have undergone education in the past 12 months (78% had not undertaken any training compared with 34% of 15-29 year olds).
- 15-29 year olds were more likely than their contemporaries to have undertaken formal training in the past 12 months. A third have done this compared to (3%) of those aged 60+.
- Maori respondents were more likely to have undertaken education in the past 12 months. (58% of non-Maori have not undertaken any training compared to 47% of Maori respondents).
- Male respondents (26%) were more likely to have undertaken industry training than females (19%). Conversely females (9%) were more likely to have undergone community based education than males (2%).

10.2 Use of Skills

Respondents were then asked how strongly they agree or disagree that they are using their skills in their current job considering their work skills, training and experience.

- Just over half (53%) of those interviewed agreed, or strongly agreed that they were using their skills in their current job.

Table 40: Use of skills

Overall considering your work skills, training and your experience, how strongly do you agree or disagree that you are using these skills in your current job?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	24	26	26	18	27
Agree	29	25	23	35	39
Neither agree not disagree	5	6	6	4	4
Disagree	8	8	8	8	10
Strongly disagree	2	2	2	2	1
Not applicable	31	32	35	33	18
Total	100	100	100	100	100

Base: 1700 respondents

10.2.1 Comparative Analysis

Results by Demographic Characteristics

- More males (61%) than females (48%) agreed that they were using their skills in their current job.
- A higher proportion of Maori (37%) agreed that they were using their skills in their current job compared to non-Maori (27%).
- Seven out of ten over 60 year old deemed the question not applicable, (22%) agreed that they were using their skills in their current job. Compare this to (68%) of 30-59 year olds and (60%) of 15-29 year olds.

Chapter 11: Provision of Activities/Entertainment

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

- The majority (83%) of respondents strongly agreed (29%) or agreed (54%) that there is always something to do in their area.

Table 41: *Something to do in your area*

How much do you agree or disagree with the statement, 'there is always something to do in your area'?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	29	28	31	19	39
Agree	54	53	53	62	51
Neither agree nor disagree	5	5	8	5	2
Disagree	9	13	7	10	6
Don't know	2	1	1	4	2
Total	100	100	100	100	100

Base: 1700 respondents

11.1.1 Comparative Analysis

Results by Demographic Characteristics

- The younger of the three age groups (75%) was the least likely to agree that *there is always something to do in their area*, than the 60+ age group (88%).
- While on a par in terms of general/combined levels of agreement, more females (32%) than males (26%) strongly agreed that *there is always something to do in their area*.
- Likewise, a higher proportion of non-Maori respondents (32%) strongly agreed with the statement than Maori (21%).

11.2 Reason for Disagreement

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

- Almost three quarters (70%) stated their reason as nothing on/nothing happening/nothing that interests me.

Table 42: Reason for disagreement

Why do you say that?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Nothing on/Nothing happening	34	56	18	31	4
Nothing on that interests me	36	31	36	51	22
Not enough information/don't know what there is to do	7	7	10	8	4
Activities aimed at tourists	7	5	8	-	26
Too expensive	7	7	14	-	13
Other	28	20	44	21	39
Total	119	126	130	111	108

Base: 151 respondents

Note: Multiple responses were permitted therefore total percentage exceeds 100%

11.2.1 Comparative Analysis

Results by Area

- The proportion of respondents who felt there was nothing on/nothing happening in their area was highest in the Western Bay of Plenty District (56% as opposed to 4% in Rotorua).
- Half the respondents (51%) from the Eastern BOP claimed that there was nothing on that interests me. Compare this figure to 22% in Rotorua.
- In Rotorua particularly activities were seen to be aimed at tourists (26% of mentions). Cost was more likely to be an issue in Tauranga (14%) and Rotorua (13%).

Results by Demographic Characteristics

- Those in the middle age group tended to be less likely to claim that there was *nothing on/nothing happening* than their contemporaries (30% compared to 39% amongst both the younger and older age groups).
- Males were more likely to feel uninformed about what's happening than females (11% males claiming there's not enough information compared to 3% of females).

- A higher proportion of non-Maori (36%) said there was *nothing on/nothing happening in their area* than Maori (29%). Maori respondents (18%) were more likely to claim that activities are aimed at tourists than their non-Maori counterparts (3%).

Chapter 12: Community Spirit

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

- 82% of respondents agreed that it is important to feel a sense of community with people in their local neighbourhood.
- Almost three quarters (74%) agreed that they felt a sense of community with others in their local neighbourhood.
- 72% agreed that people across their local neighbourhood work together and support each other.

Table 43: Statement

Statement	% of Respondents					
	Strongly agree	Agree	Neither	Disagree	Strongly disagree	Don't know
You feel a sense of community with others in your local neighbourhood	18	56	13	11	1	1
It is important to you to feel a sense of community with people in your local neighbourhood	26	56	12	5	1	1
People across your local neighbourhood work together and support each other	15	57	13	11	1	2

Base: 1700 respondents

Table 44: Sense of community with others in your local neighbourhood

You feel a sense of community with others in your local neighbourhood	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	18	21	16	21	14
Agree	56	58	38	66	65
Neither	13	8	28	7	7
Disagree	11	12	15	5	12
Strongly disagree	1	-	3	1	1
Don't know	1	1	-	-	2
Total	100	100	100	100	100

Base: 1697 respondents

12.1.1 Comparative Analysis

Results by Area

- Tauranga (54%) respondents were the least likely to feel a sense of community, compared to those in Western Bay of Plenty (79%), Rotorua (79%) and Eastern BOP (87%).

Results by Demographic Characteristics

- A higher proportion of males (60%) agreed they feel a sense of community with others in their local neighbourhood compared to females (52%).
- A higher proportion of Maori (64%) agreed with this statement than non-Maori (53%).

Table 45: Importance of sense of community with people in your local neighbourhood

It is important to you to feel a sense of community with people in your local neighbourhood	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	26	32	27	28	15
Agree	56	52	40	64	74
Neither	12	11	20	5	8
Disagree	5	4	10	3	4
Strongly disagree	1	-	3	-	-
Don't know	1	1	-	-	-
Total	100	100	100	100	100

Base: 1697 respondents

12.1.2 Comparative Analysis

Results by Area

- Tauranga respondents (67%) were the least likely of the four areas to agree that a sense of community is important than Eastern BOP respondents (92%).

Results by Demographic Characteristics

- More Maori respondents (88%) agreed/strongly agreed that it is important to feel a sense of community with people in their local neighbourhood than non-Maori (80%).

Table 46: People across your local neighbourhood

People across your local neighbourhood work together and support each other	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	15	16	20	15	8
Agree	57	60	42	65	64
Neither	13	11	17	13	13
Disagree	11	11	17	6	11
Strongly disagree	1	-	2	-	1
Don't know	2	2	3	1	3
Total	100	100	100	100	100

Base: 1700 respondents

12.1.3 Comparative Analysis

Results by Area

- Again Tauranga respondents were the least positive on this series of questions on community spirit within neighbourhoods. 62% of those interviewed in Tauranga felt that the local neighbourhood works together to support each other compared to 80% in the Eastern Bay.

Results by Demographic Characteristics

- Those in the 60+ age group were the most positive regarding people across their local neighbourhood working together and supporting each other; (19%) of the older age group strongly agreeing with this compared to (8%) of 15-29 year olds.

12.2 Reason for Lack of Importance of Community Spirit

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.

- The most common reason, cited by a third (34%) of respondents who were asked this question was that they like to keep to themselves/not interested in community activities.

Table 47: Reason for lack of importance of community spirit

For what reasons do you say that?	% of Respondents			
	Total	WBOP District	Eastern BOP	Rotorua
Like to keep to myself/not interested in community activities	34	20	18	60
Too busy/my focus is on my family, job	22	20	37	13
Don't spend much time in neighbourhood/I work/they work	20	27	9	20
Not my type of people/different interests, lifestyle, stage of life	12	7	27	7
Don't know them	12	7	9	20
Rental property – the neighbours move regularly	7	-	-	20
People not approachable/not a friendly neighbourhood	5	13	-	-
No forum for bringing people together	2	-	-	7
Other	17	7	18	27
Don't know	2	7	-	-
Total	134	108	118	174

Base: 68 respondents

Note: Multiple responses were permitted, therefore total percentage exceeds 100%.

12.2.1 Comparative Analysis

Results by Area

- Nearly two thirds (60%) of Rotorua respondents stated that they liked to keep to themselves/not interested in community activities compared to WBOP District (20%) and Eastern BOP (18%).
- Those in the Eastern Bay were most likely to claim that they are too busy (37%) or have different interests (27%) as their reasons for disagreeing that it is important to have a sense of community in their local neighbourhood.

Chapter 13: Public Transport

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

- Almost one in four (39%) deemed public transport affordable, and only (3%) disagreed with this.
- Almost half of respondents (49%) agreed or strongly agreed that public transport is safe.
- Just over one third agreed that public transport is convenient (36%) and comfortable (37%).
- For each aspect of public transport the number of respondents unsure was significantly high. 'Unsure' figures ranged from (41%) regarding convenience to (55%) regarding the comfort of public transport.

Table 48: Public Transport statement

Statement	% of Respondents					
	Strongly agree	Agree	Neither	Disagree	Strongly disagree	Don't know
Public transport is affordable	10	29	6	2	1	51
Public transport is safe	9	40	5	1	-	45
Public transport is convenient	7	29	7	9	8	41
Public transport is comfortable	6	31	6	1	-	55

Base: 1700 respondents

Table 49: Public Transport is affordable

Public transport is affordable	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	10	3	25	1	8
Agree	29	25	41	13	33
Neither	6	5	3	14	5
Disagree	2	2	3	1	2
Strongly disagree	1	1	1	1	1
Don't know	51	63	26	70	52
Total	100	100	100	100	100

Base: 1700 respondents

13.1.1 Comparative Analysis

Results by Area

- Tauranga respondents were the most convinced of the affordability of public transport, with two thirds (66%) agreeing that public transport is affordable. With only (14%) agreeing and (70%) unsure respondents from Eastern BOP were least convinced of this.

Results by Demographic Characteristics

- A higher proportion of females (42%) agreed or strongly agreed that public transport is affordable than males (35%).
- More non-Maori (41%) than Maori (32%) agreed or strongly agreed that public transport is affordable.
- Almost half (47%) of the younger age group agreed or strongly agreed that public transport is affordable, while the corresponding figures were slightly less for their older counterparts (37% of 30-59 year olds).

Table 50: Public transport

Public transport is safe	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	9	3	19	2	7
Agree	40	35	60	16	44
Neither	5	3	3	13	3
Disagree	1	2	2	1	-
Strongly disagree	-	1	-	1	-
Don't know	45	57	16	68	46
Total	100	100	100	100	100

Base: 1700 respondents

13.1.2 Comparative Analysis

Results by Area

- Tauranga respondents again were the group that felt most able to comment on the public transport system and regard it favourably. With almost eight of every ten (79%) agreeing/strongly agreeing that public transport is safe.
- The number of people who were unsure as to the safety of public transport was significant; 46% of Rotorua participants, 57% of those from WBOP District and over two-thirds (68%) of those in the Eastern BOP.

Results by Demographic Characteristics

- A higher proportion of non-Maori (52%) agreed or strongly agreed that public transport is safe than Maori (36%). Maori respondents were more likely to be unsure (53% compared with non-Maori' 42%).
- Slightly more females (51%) than males (45%) agreed that public transport is safe. More males (49%) than females (42%) are unsure.
- Younger respondents were again more likely to have a slightly more favourable view of this aspect of public transport. 54% agreed that public transport is safe compared to (46%) of 30-59 year olds.

Table 51: Public transport is convenient

Public transport is convenient	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	7	3	14	1	7
Agree	29	22	47	7	36
Neither	7	4	8	9	6
Disagree	9	10	10	9	7
Strongly disagree	8	5	2	19	6
Don't know	41	56	18	54	39
Total	100	100	100	100	100

Base: 1700 respondents

13.1.3 Comparative Analysis

- Again, Tauranga respondents (61%) were most likely to agree/strongly agree that public transport is convenient than Eastern BOP (8%). Tauranga (18%) respondents were also less likely to be unsure than Eastern BOP (54%).
- With 28% disagreeing with the statement, Eastern BOP respondents were the least positive regarding convenience of public transport.

Results by Demographic Characteristics

- A higher proportion of females (40%) than males (30%) agreed or strongly agreed that public transport is convenient.
- A higher proportion of non-Maori (38%) agreed/strongly agreed that public transport is convenient than Maori respondents (30%). Maori (48%) were more unsure than non-Maori (39%).
- More respondents in the younger age group of 15-29 years (42%) tended to agree/strongly agree that public transport is convenient than in the older age groups (33% of 30-50 year olds).

Table 52: Public transport is comfortable

Public transport is comfortable	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Strongly agree	6	2	15	2	4
Agree	31	25	54	14	28
Neither	6	4	4	12	6
Disagree	1	1	1	1	1
Strongly disagree	-	1	-	1	-
Don't know	55	67	26	71	62
Total	100	100	100	100	100

Base: 1700 respondents

13.1.4 Comparative Analysis

Results by Area

- Sixty nine percent of Tauranga respondents claimed that they find the public transport comfortable (compared to 16% in Eastern BOP).
- Over two thirds of respondents in the WBOP District (67%) and the Eastern BOP (71%) are unsure as to the comfort of public transport. This figure is only slightly lower in Rotorua (62%).

Results by Demographic Characteristics

- More females (40%) than males (34%) tend to agree that public transport is comfortable.
- Non-Maori more positive at (39%) agree/strongly agree than their Maori counterparts (31%).
- Again the 30-50 year old age group was least favourable towards the public transport than those from other age groups, for example, 34% agreed/strongly agreed that public transport is comfortable compared to 47% of those aged 15-29.

Chapter 14: Levels of Happiness

The final section of the report relates to respondents' levels of happiness.

- Levels of happiness were positive with (88%) of respondents claiming to be happy or very happy and only (1%) of those interviewed unhappy.

Table 53: *In general*

In general, how happy or unhappy would you say you are?	% of Respondents				
	Total	WBOP District	Tauranga	Eastern BOP	Rotorua
Very happy	40	45	38	42	32
Happy	48	46	51	47	50
Neutral	10	8	8	9	16
Unhappy	1	1	2	2	2
Don't know	1	-	1	-	-
Total	100	100	100	100	100

Base: 1697 respondents

14.1.1 Comparative Analysis

Results by Area

- Respondents in Rotorua were slightly more reserved about their levels of happiness than their peers (82% happy compared to 91% in the WBOP District).

Results by Demographic Characteristics

- A higher proportion of non-Maori (42%) said they were very happy compared to Maori respondents (34%).
- More females (43%) stated they were very happy than males (36%).

Chapter 15: Demographics

15.1 Gender

Table 54: Gender

Gender	% of Respondents	
	Sample	Population
Male	46	49
Female	54	51
Total	100	100

Base: 1700 respondents

15.2 Age

Table 55: Age

Age	% of Respondents	
	Sample	Population
15-29	13	15
30-59	60	59
60+	27	26
Total	100	100

Base: 1700 respondents

15.3 Ethnicity

Table 56: Ethnicity

Ethnicity	% of Respondents	
	Sample	Population
Maori	28	30
Non-Maori	72	70
Total	100	100

Base: 1700 respondents

15.4 Length of Time Living in Bay of Plenty

Table 57: Length of time living in Bay of Plenty

How long have you lived in Tauranga	% of Respondents
Less than 2 years	5
2 years – 5 years	12
More than 5 years	83
Total	100

Base: 1700 respondents

15.5 Area

Table 58: Area

Area	% of Respondents
Western Bay of Plenty	37
Eastern BOP	32
Rotorua	31
Total	100

Base: 1700 respondents

15.6 Urban/Rural

Table 59: Urban/rural

Urban/Rural	% of Respondents
Urban	62
Rural	38
Total	100

Base: 1700 respondents