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# Environment Bay of Plenty Survey: Survey 2010

## Community Outcomes Survey

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Key Research

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## Research Objectives

- **Two key research objectives:**
  - 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



## Methodology

- **1700 telephone interviews.**
- **Respondents aged 15+.**
- **Quotas for age, ethnicity and gender.**
- **Interviewing January - February 2010 (6 weeks).**
- **Interviews conducted by trained and experienced Key Research interviewers.**
- **Margin of error of +/-2.4% at the 95% level of confidence.**



# Presentation Outline

1. Perceptions of the Environment
2. Level of Activity and Health
3. Perceptions of Safety
4. Your Local Town/City Centre
5. Ease of Moving Around/Public Transport
6. Governance
7. Cultural Diversity
8. Education
9. Activities/Entertainment Provision
10. Community Spirit
11. Happiness

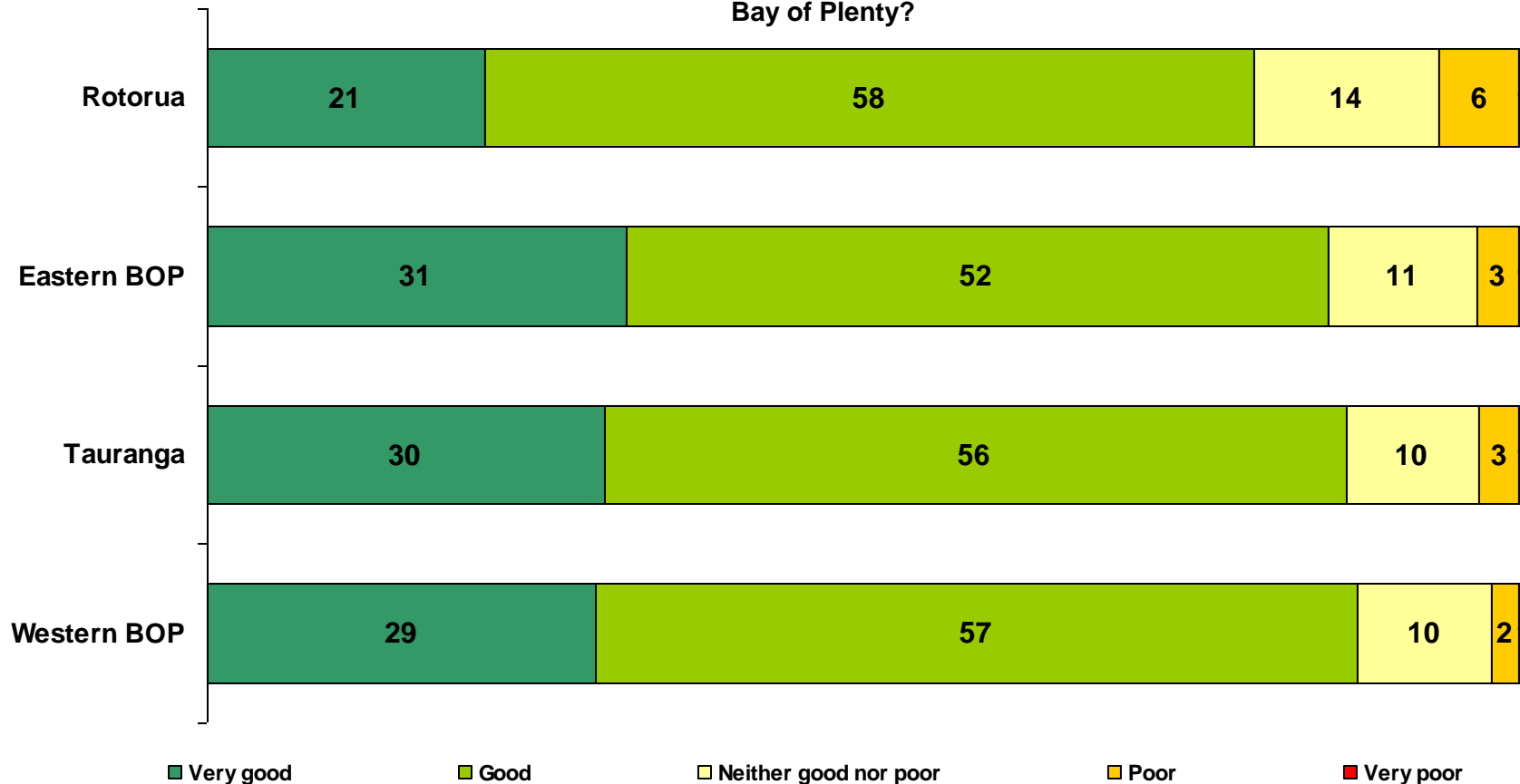


# Perceptions of the Environment



# State of the Environment

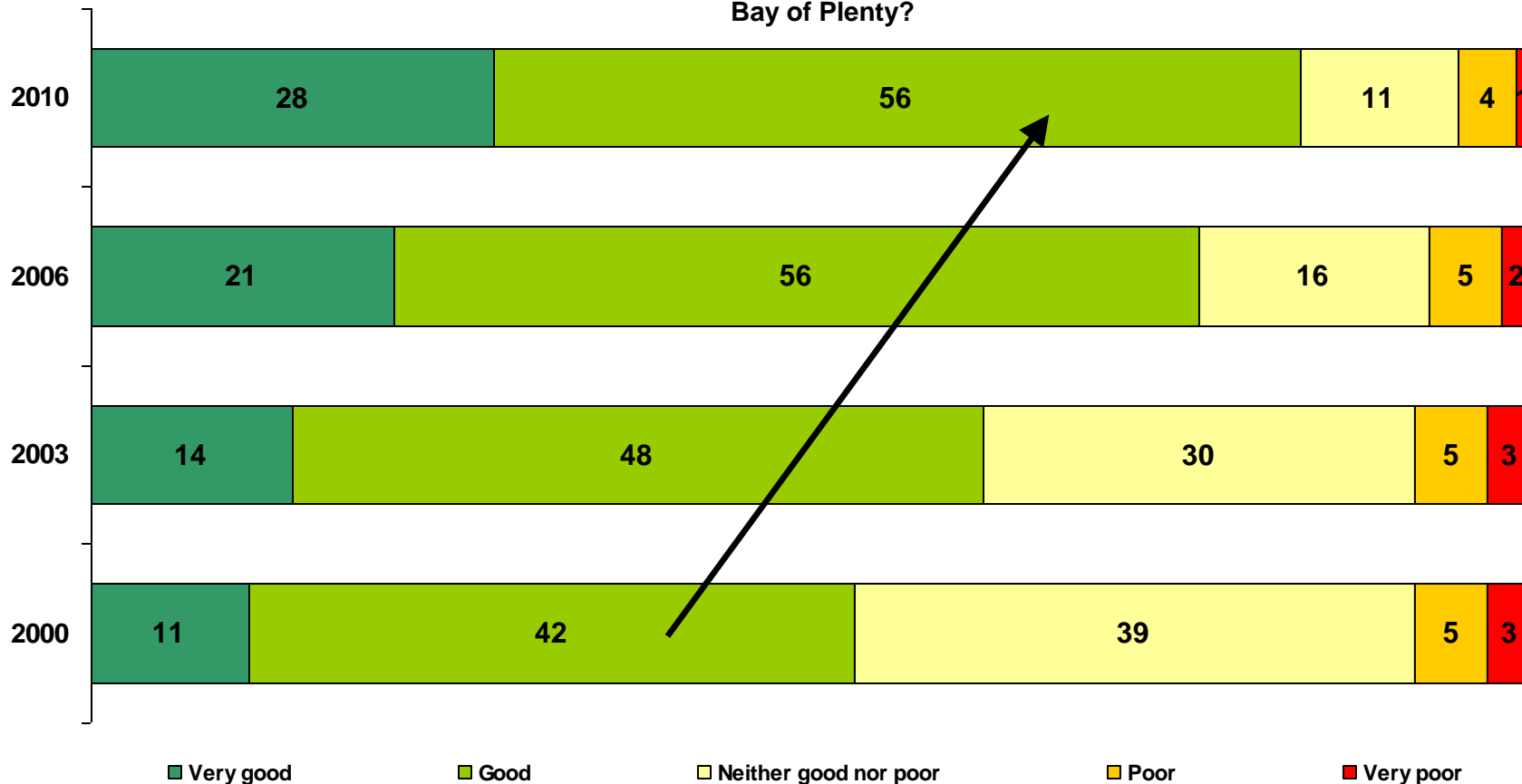
How would you rate the overall state of the natural environment of the Bay of Plenty?





# State of the Environment - Trend

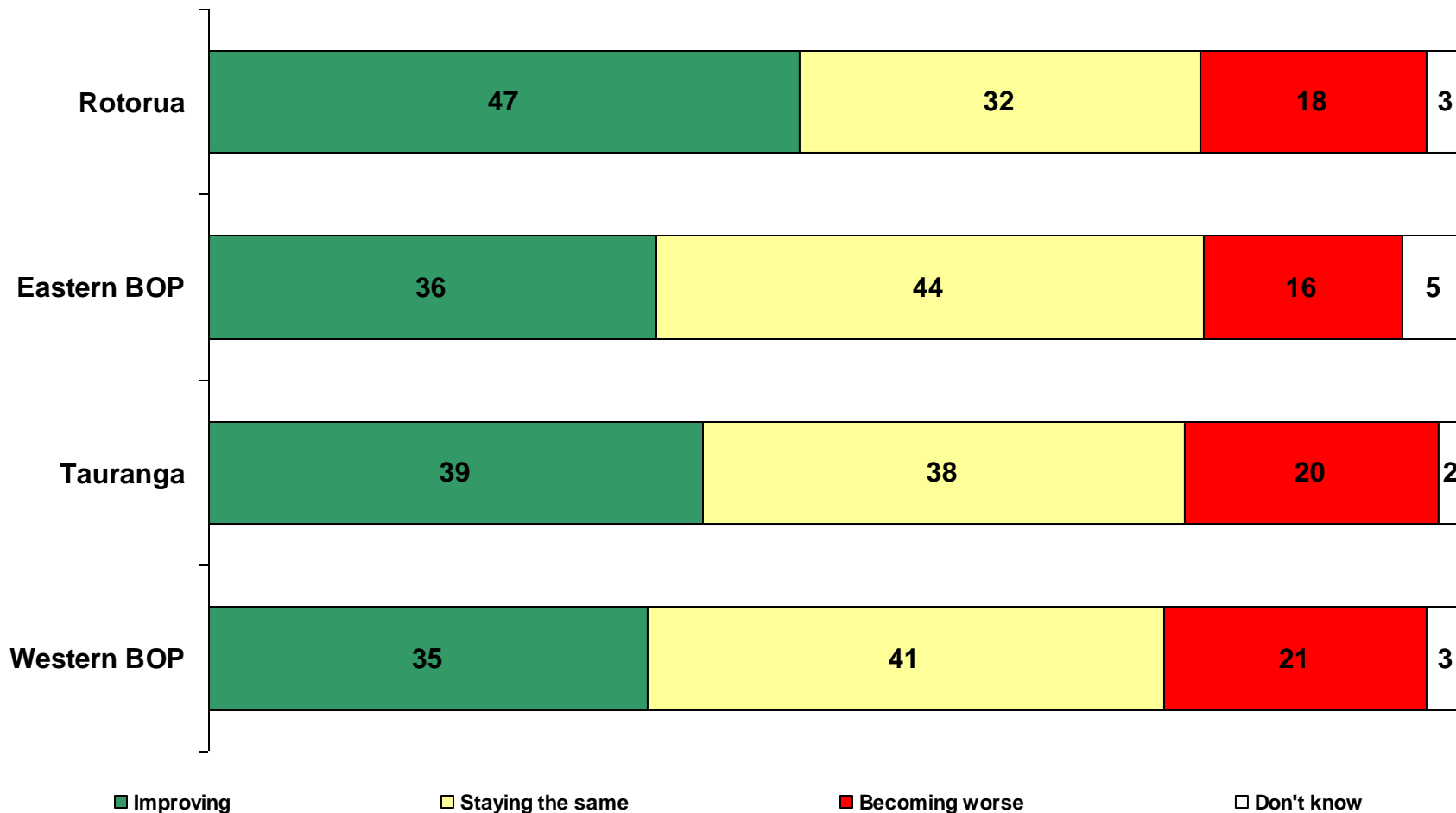
How would you rate the overall state of the natural environment of the Bay of Plenty?





# Is the Environment Improving?

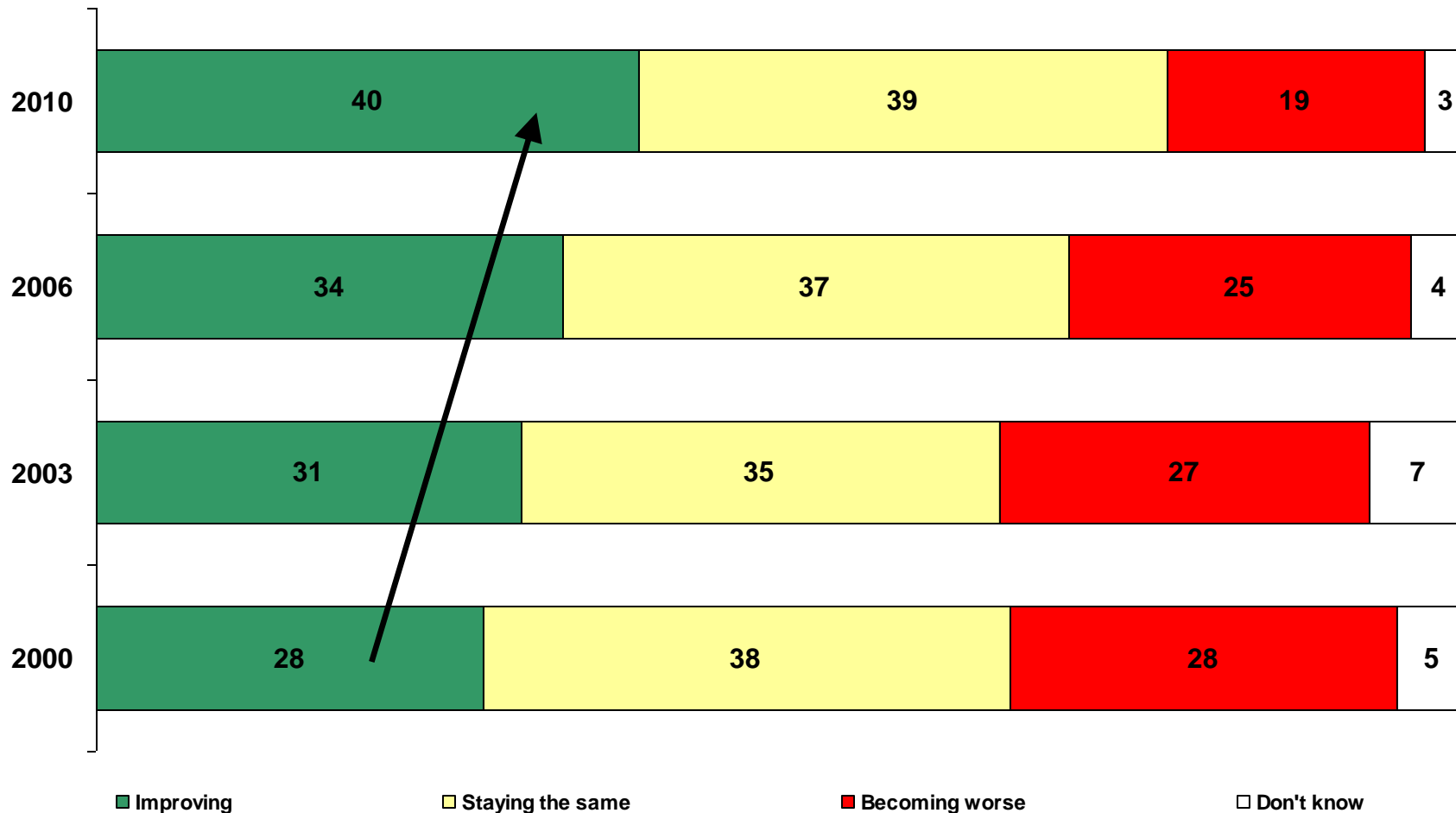
Do you think the overall state of the natural environment of the Bay of Plenty region is...





# Is the Environment Improving? - Trend

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



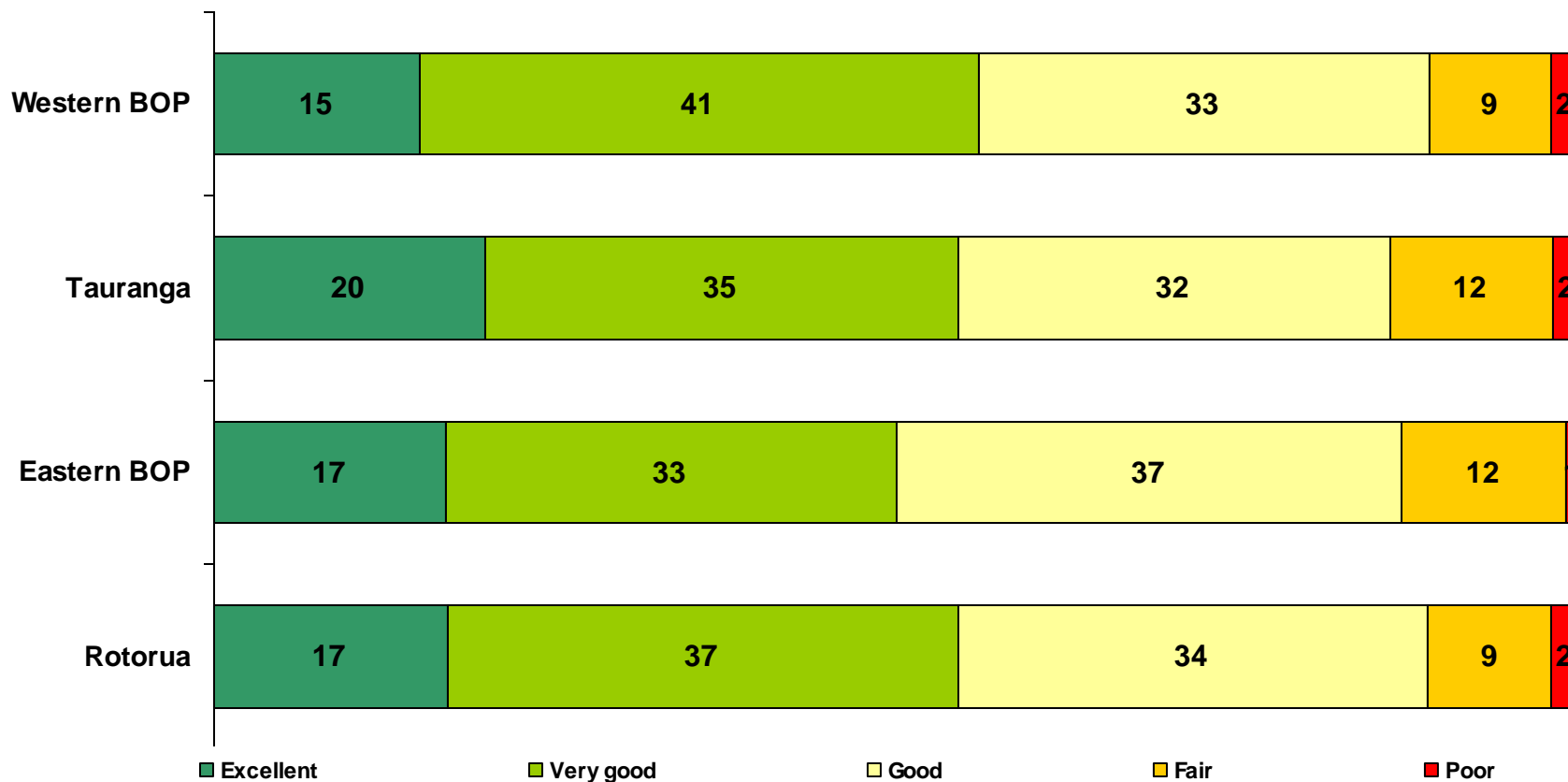


# Levels of Activity and Health



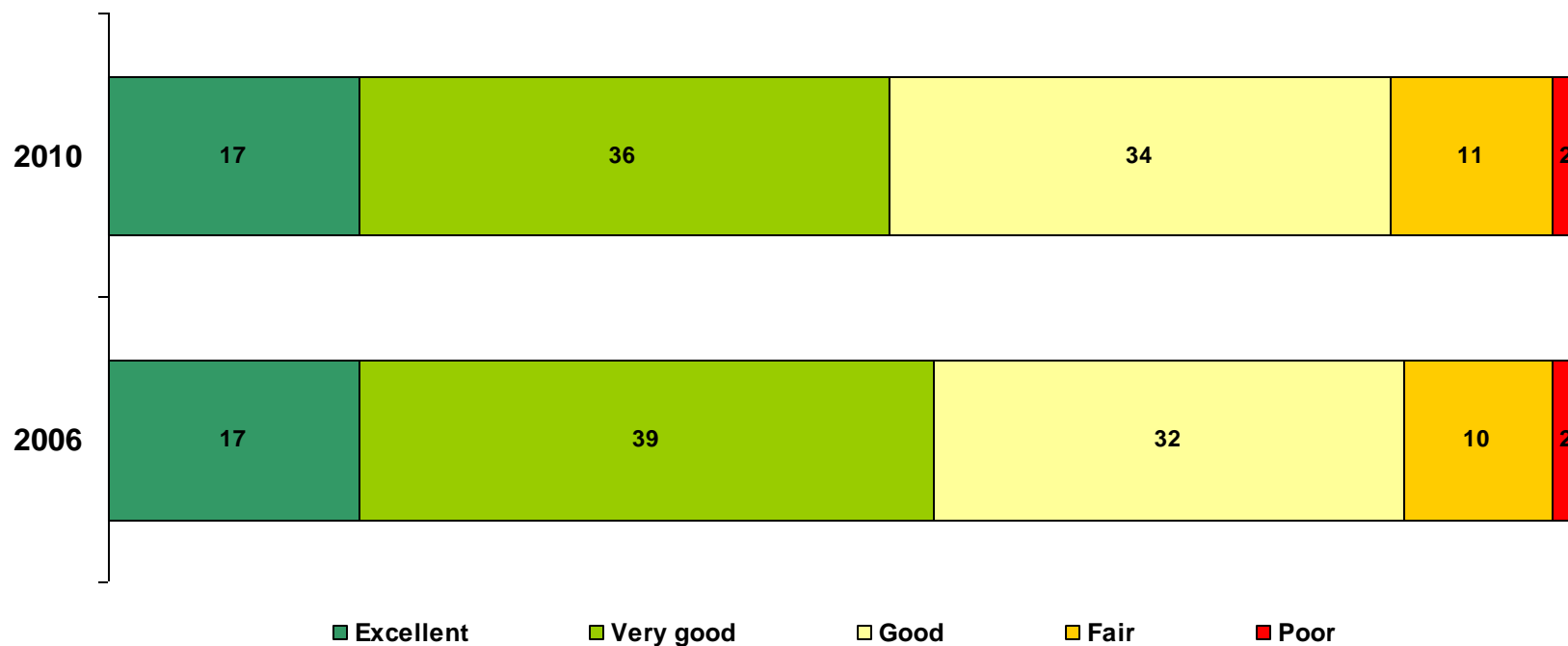
# How would you rate your health?

50% of respondents were active on every one of the last seven days





## How would you rate your health? - Trend





## More than 60 minutes to get emergency healthcare?

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9% - Yes, Western BOP 9%, Tauranga 10%, Eastern BOP 7%, Rotorua (8%)

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1. Slow service at medical centre/A&E
  - Tauranga (85%), Western BOP (75%), Rotorua (70%), Eastern BOP (53%)
  
1. Live too far away from nearest emergency healthcare assistance
  - Eastern BOP (24%), Western BOP (17%), Rotorua (14%), Tauranga (2%)



## Wanted to go to a doctor but didn't?

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23% - Yes, Eastern BOP 26%, Rotorua (25%), Tauranga 23%, Western BOP (18%)

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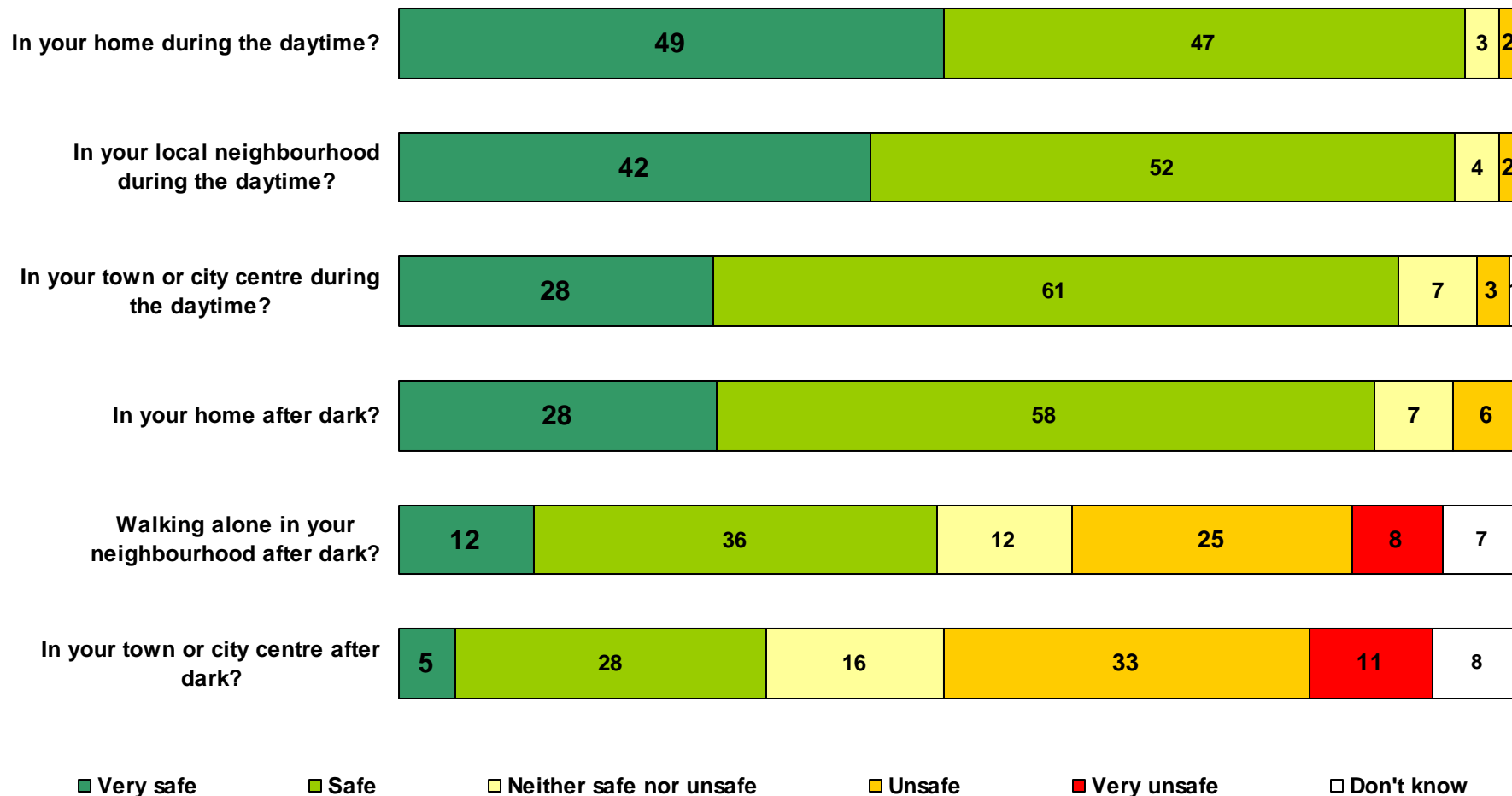
1. Too expensive/costs too much/symptoms didn't justify costs
  - Tauranga (63%), Western BOP (57%), Rotorua (46%), Eastern BOP (35%),
  
1. Was too busy to go to GP/couldn't take time off work
  - Eastern BOP (24%), Rotorua (21%), Tauranga (18%), Western BOP (12%)



# Perceptions of Safety



# Perceptions of Safety





## Perceptions of Safety - Key Differences

### • Home - daytime

- *Very safe* – Tauranga (59%), Rotorua (37%)

### • Home – after dark

- *Very safe* – Tauranga (34%), Eastern BOP (25%)

### • Walking alone in neighbourhood – after dark

- *Unsafe* – Eastern BOP (30%), Tauranga (23%), Rotorua (23%)

### • Town/city centre – after dark

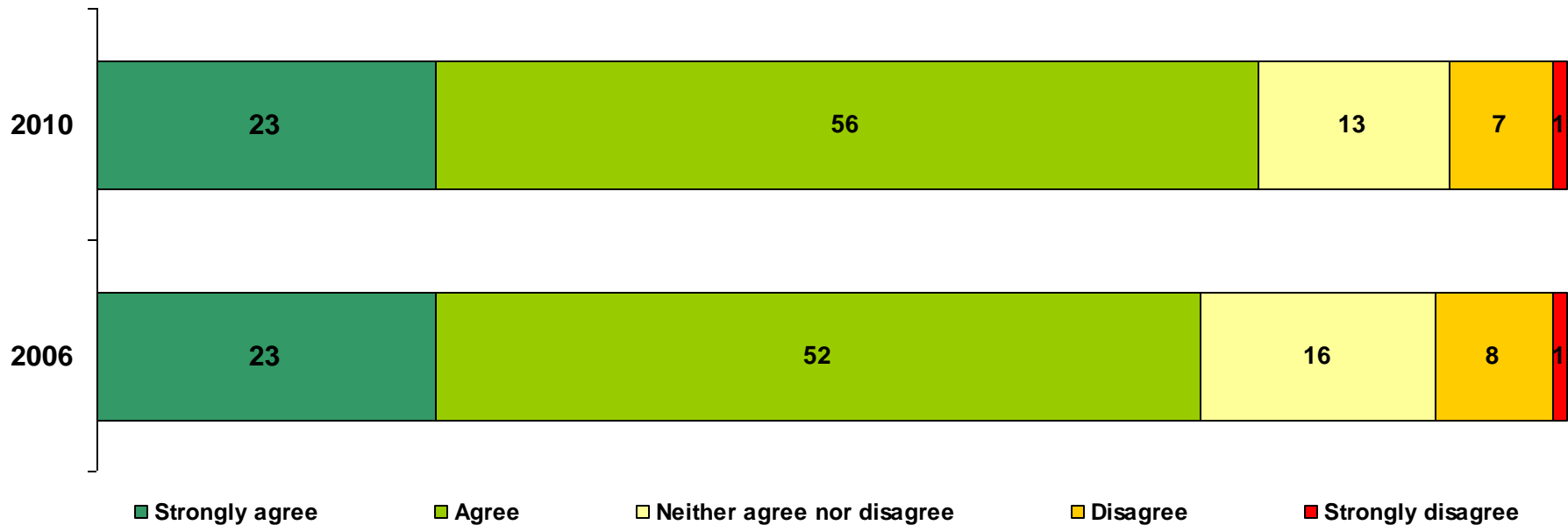
- *Unsafe* – Eastern BOP (38%), Rotorua (30%), Tauranga (30%)



# Your Local Town/City Centre



## Feel a sense of pride in the way my local town/city centre looks and feels



• **Strongly agree** – Rotorua (27%), Western BOP (15%)

• **72%** believe their local town centre is the heart of the local area



## Activities in your local town - Top 6 activities

1. **Shop (goods and services) (71%)**
2. **Exercise/physical activity/leisure activity (50%)**
3. **Socialise (38%)**
4. **Work (38%)**
5. **Visit friends (32%)**
6. **Entertainment/Events (24%)**



## Activities in Your Local Town – Area Differences

### Socialise

Eastern BOP (45%)



Tauranga (26%)

### Exercise/physical activity/leisure activity

Tauranga (59%)



Western BOP (36%)

### Visit friends

Rotorua (46%)



Western BOP (20%)

### Entertainment/Events

Rotorua (36%)

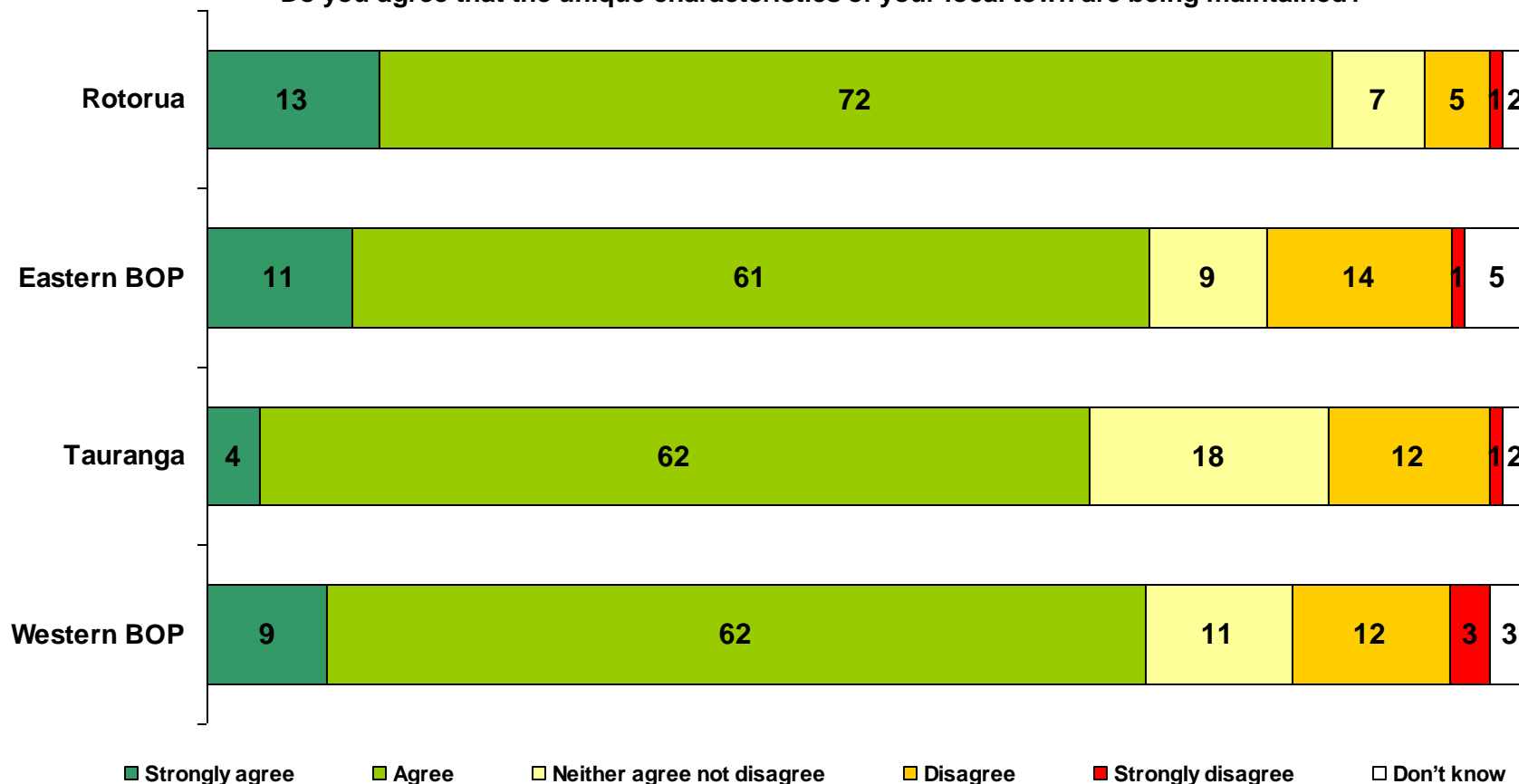


Eastern BOP (15%)



# The unique characteristics of your local town are being maintained?

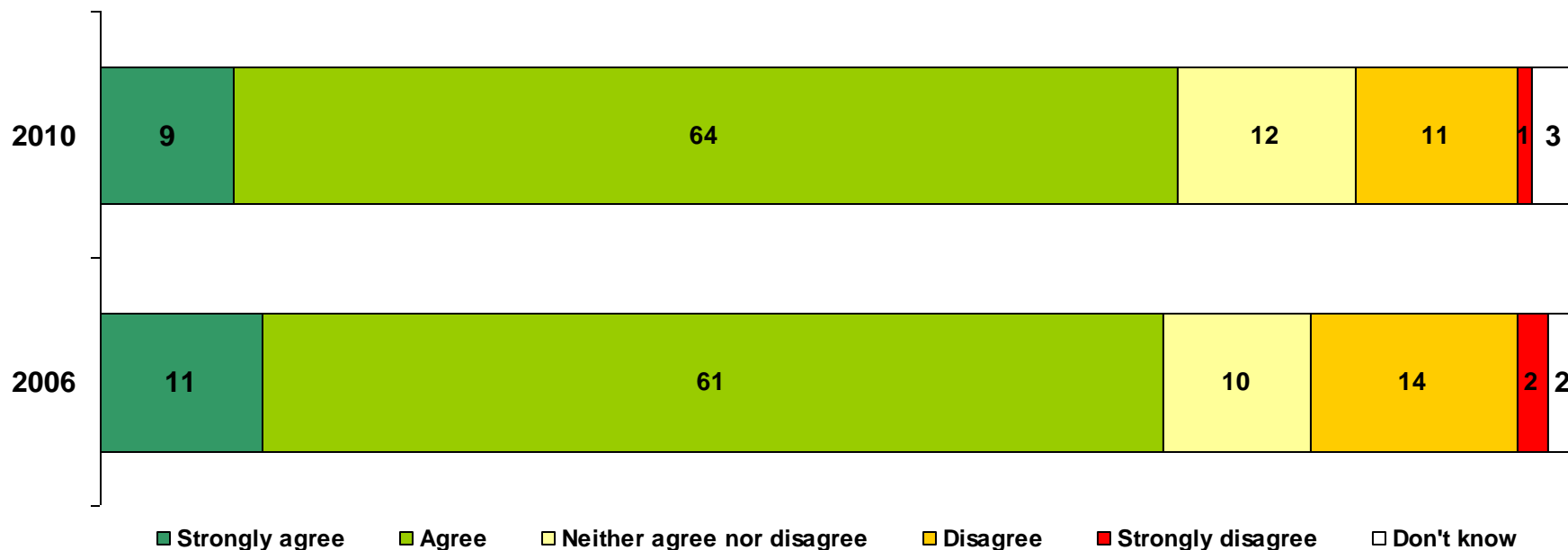
Do you agree that the unique characteristics of your local town are being maintained?





# The unique characteristics of your local town are being maintained? - Trend

Do you agree that the unique characteristics of your local town are being maintained?

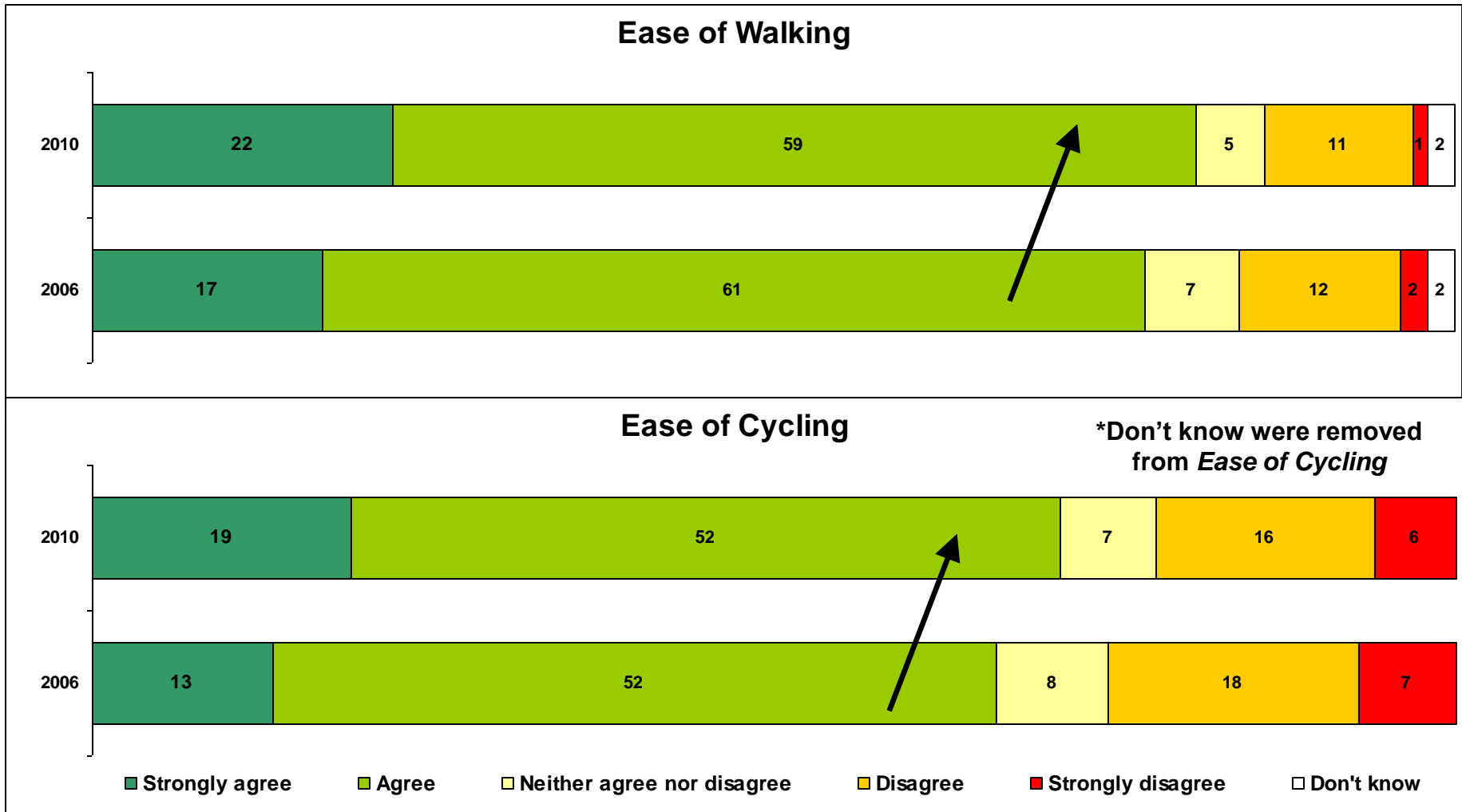




# Ease of Moving Around/Public Transport



# Ease of Moving Around – Walking/Cycling





## Ease of Moving Around – Walking/Cycling

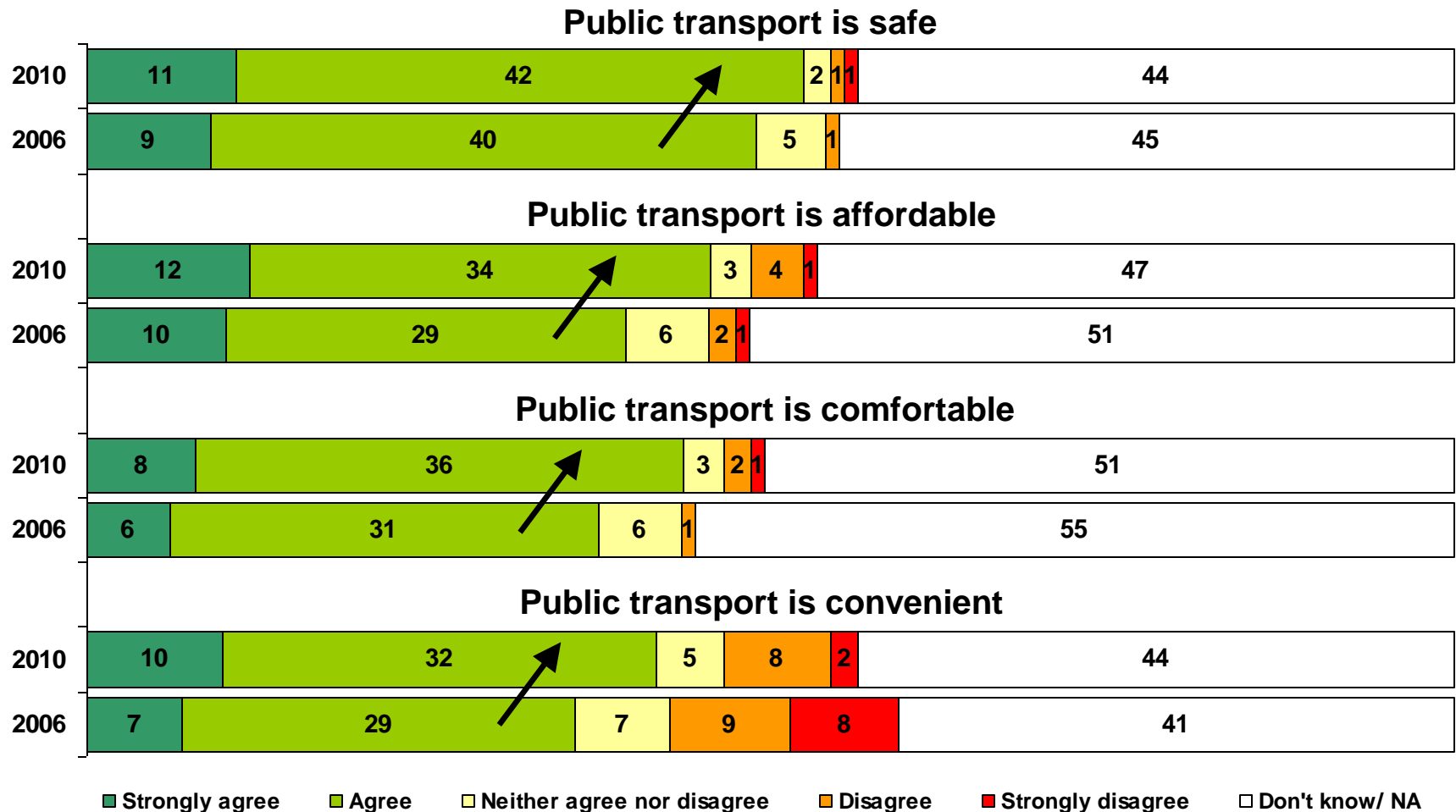
### Area:

***Respondents from Eastern Bay of Plenty were more likely to agree or strongly agree that walking or cycling is easy in and around their local area than respondents from Tauranga.***

- *Walking - Strongly Agree or Agree – Eastern BOP (90%), Tauranga (73%)*
- *Cycling - Strongly Agree or Agree – Eastern BOP (72%), Tauranga (40%)*



# Perceptions of Public Transport





## Perceptions of Public Transport

\* High proportions of each of the areas Eastern BOP, Western BOP and Rotorua state “Don’t know” for the series of questions regarding public transport.

### Affordable:

- Strongly Agree or Agree - Tauranga (70%), Eastern BOP (15%)

### Safe:

- Strongly Agree or Agree - Tauranga (84%), Eastern BOP (18%)

### Convenient:

- Strongly Agree or Agree - Tauranga (67%), Eastern BOP (13%)

### Comfortable:

- Strongly Agree or Agree - Tauranga (70%), Eastern BOP (17%)

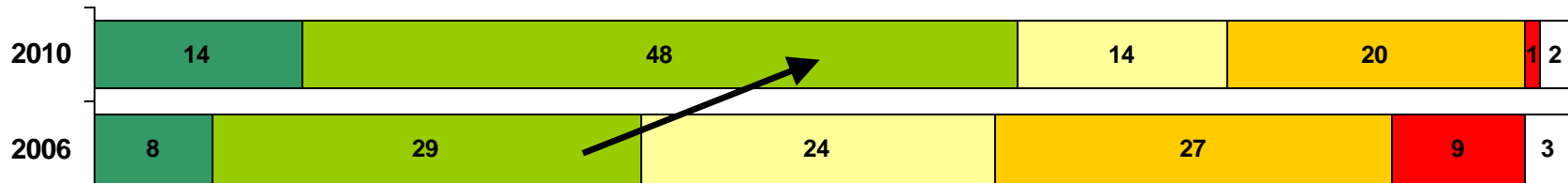


# Governance

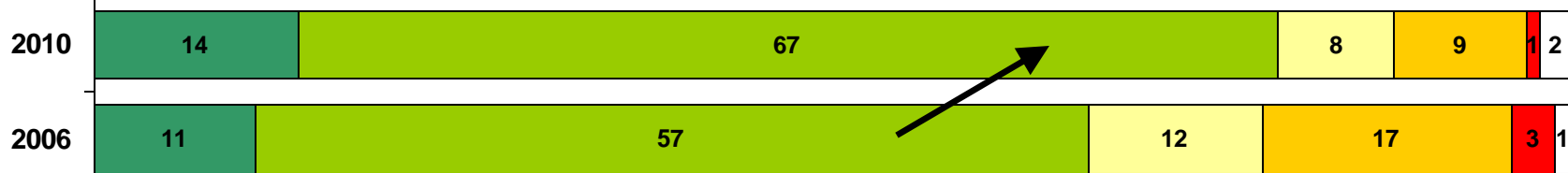


# Governance – Community Involvement

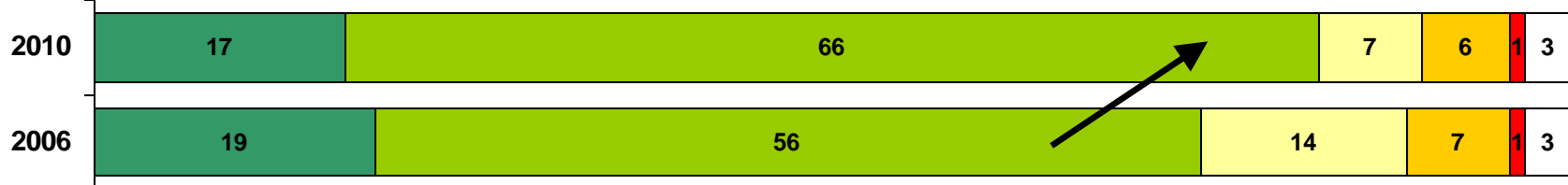
You would like to have more of a say in what your local Council does



You can have an impact on making your community a better place to live



The general community recognises and respects Maori culture in your city/district



Strongly agree    Agree    Neither agree nor disagree    Disagree    Strongly disagree    Don't know



## Governance – Area Differences {Strongly Agree, Agree}

### You would like to have more of a say in what your local Council does

Rotorua (68%)



Eastern BOP, Western BOP (60%)

### You can have an impact on making your community a better place to live

Eastern BOP (89%)



Tauranga (72%)

### The general community recognises and respects Maori culture in your city/district

Eastern BOP, Rotorua (87%)

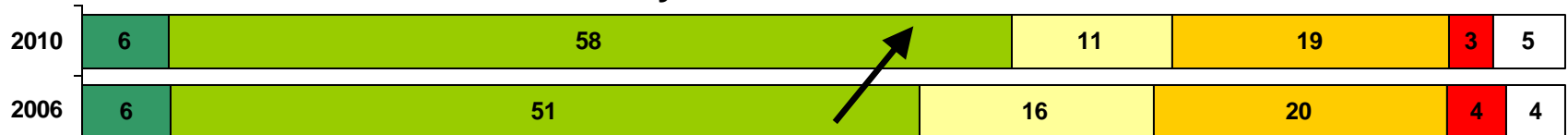


Tauranga (78%)

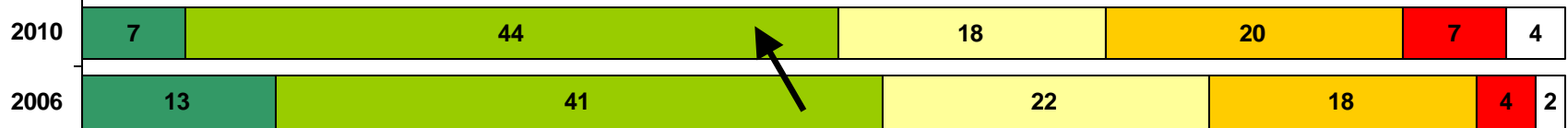


# Governance

## Understand how your local Council makes decisions



## Confidence that the local Council makes decisions that are in the best interests of the area



## Understand how the Regional Council makes decisions



## Confidence that the Regional Council makes decisions that are in the best interests of the Bay of Plenty region



Strongly agree    Agree    Neither agree nor disagree    Disagree    Strongly disagree    Don't know



## Governance – Area Differences {Strongly Agree, Agree}

### Understand how your local Council makes decisions

Eastern BOP (69%)                      ← →                      Tauranga (58%)

### Confidence that the local Council makes decisions that are in the best interests of the area

Rotorua (57%)                      ← →                      Tauranga (45%)

### Understand how the Regional Council makes decisions

Western BOP (58%)                      ← →                      Rotorua (46%)

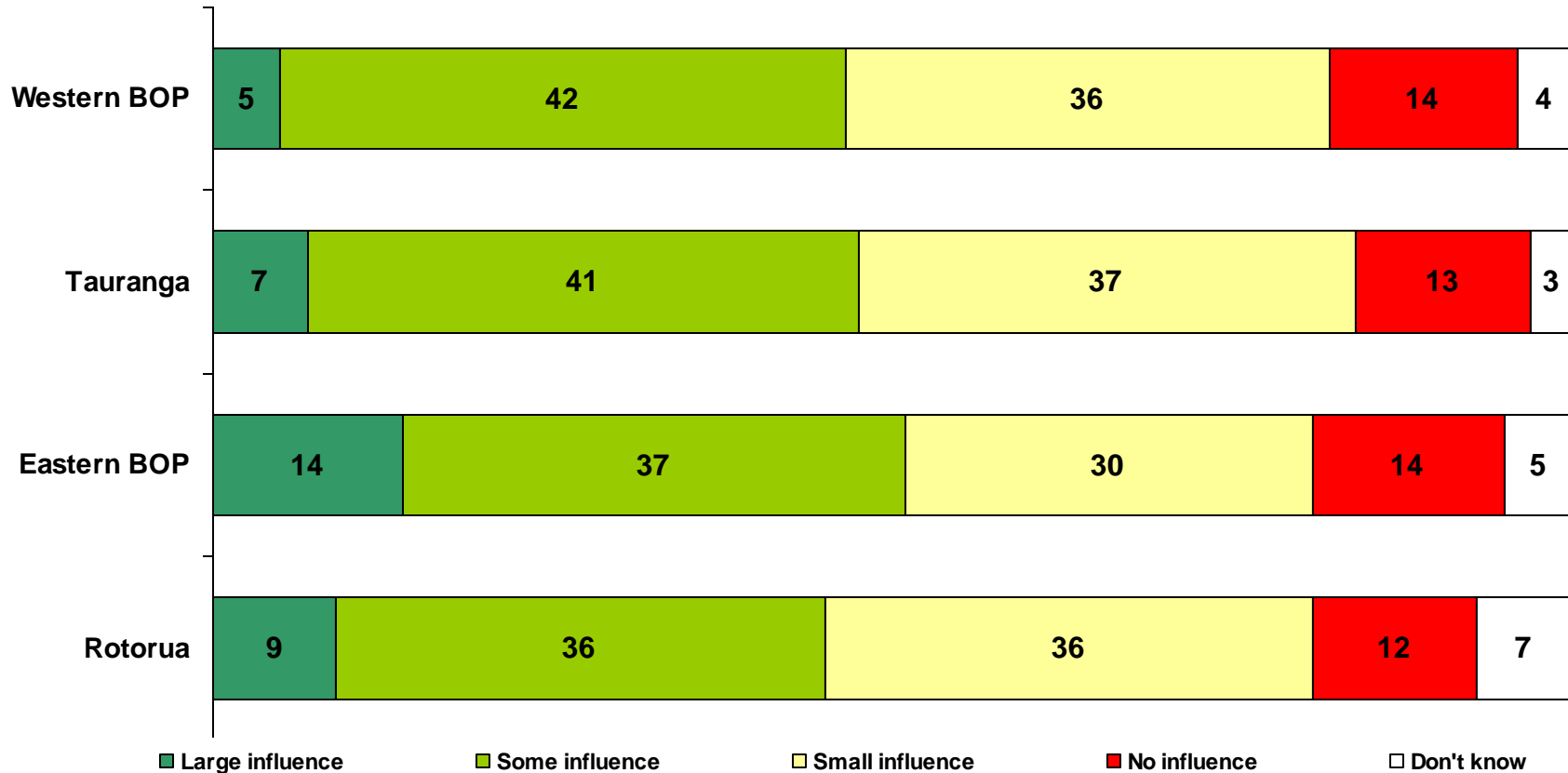
### Confidence that the Regional Council makes decisions that are in the best interests of the Bay of Plenty region

Tauranga (60%)                      ← →                      Eastern BOP (43%)



# Influence of the Public on Council Decision-Making

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



•24% believe they do not have enough information to make decisions they are happy with

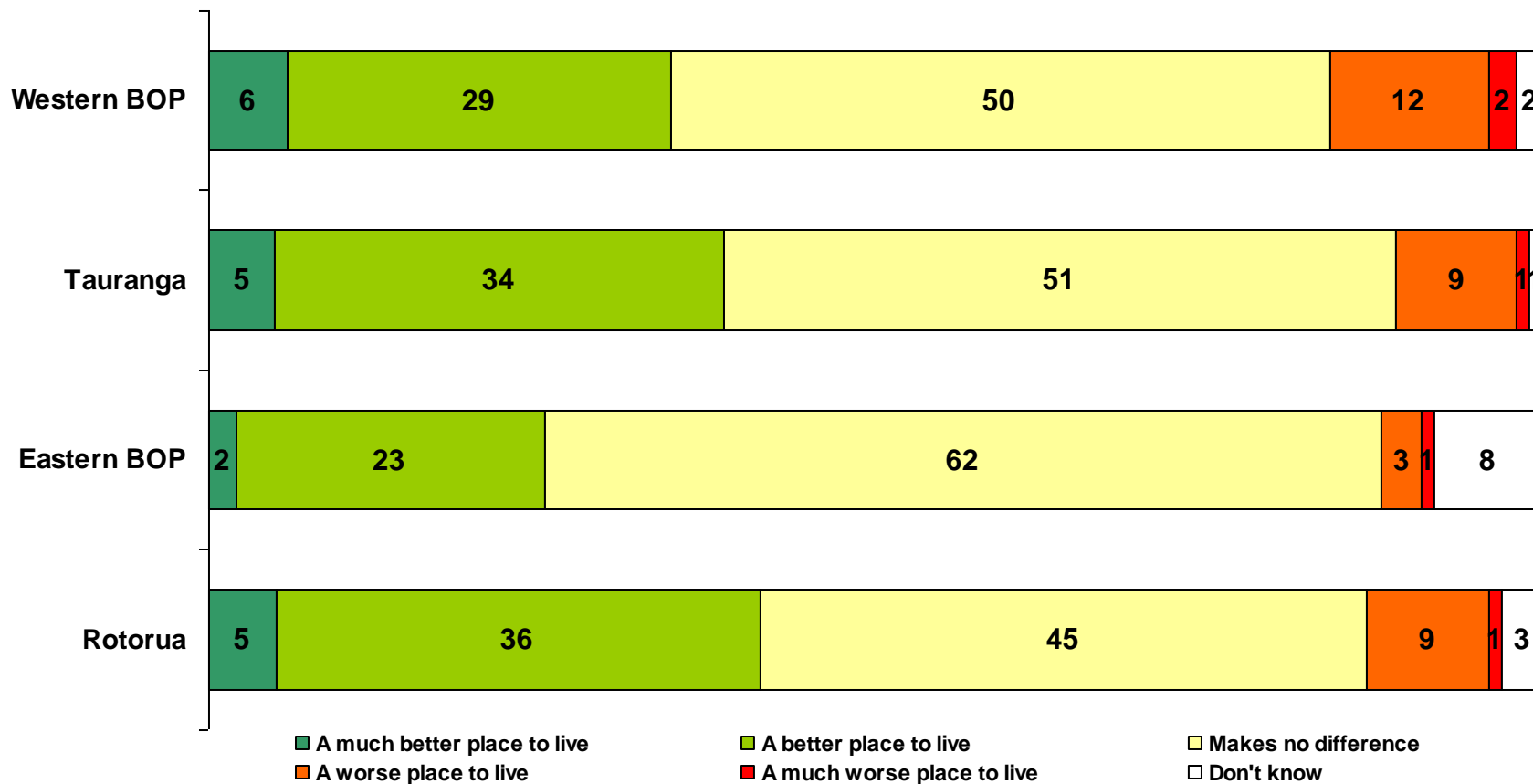


# Cultural Diversity



# Cultural Diversity

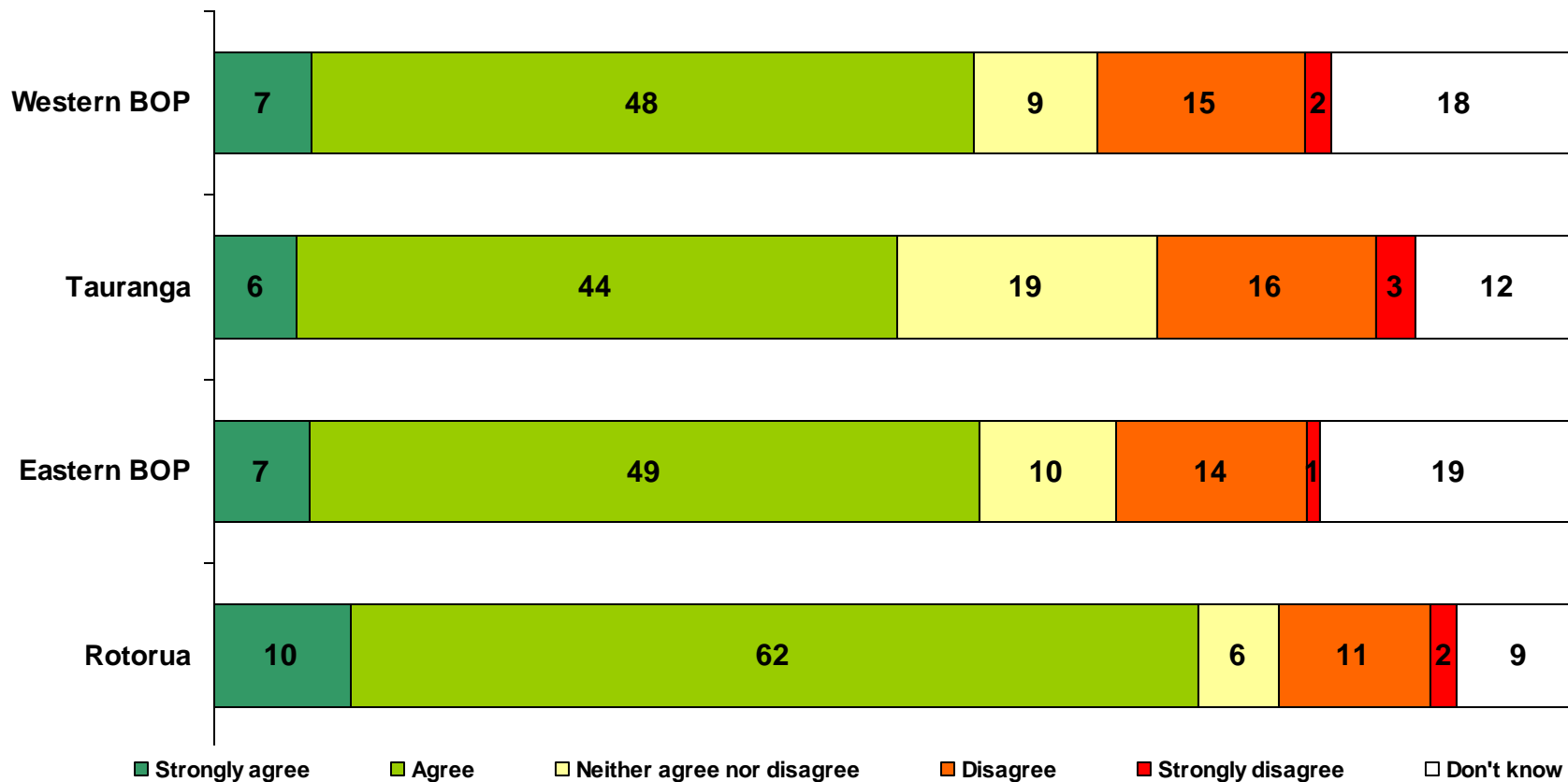
New Zealand is becoming home for an increasing number of people with different lifestyles and cultures from different countries. Because of this, do you think (YOUR AREA) has become ...





# Culturally Diverse Arts Scene

How much do you agree or disagree that (YOUR DISTRICT / CITY) has a culturally diverse arts scene?



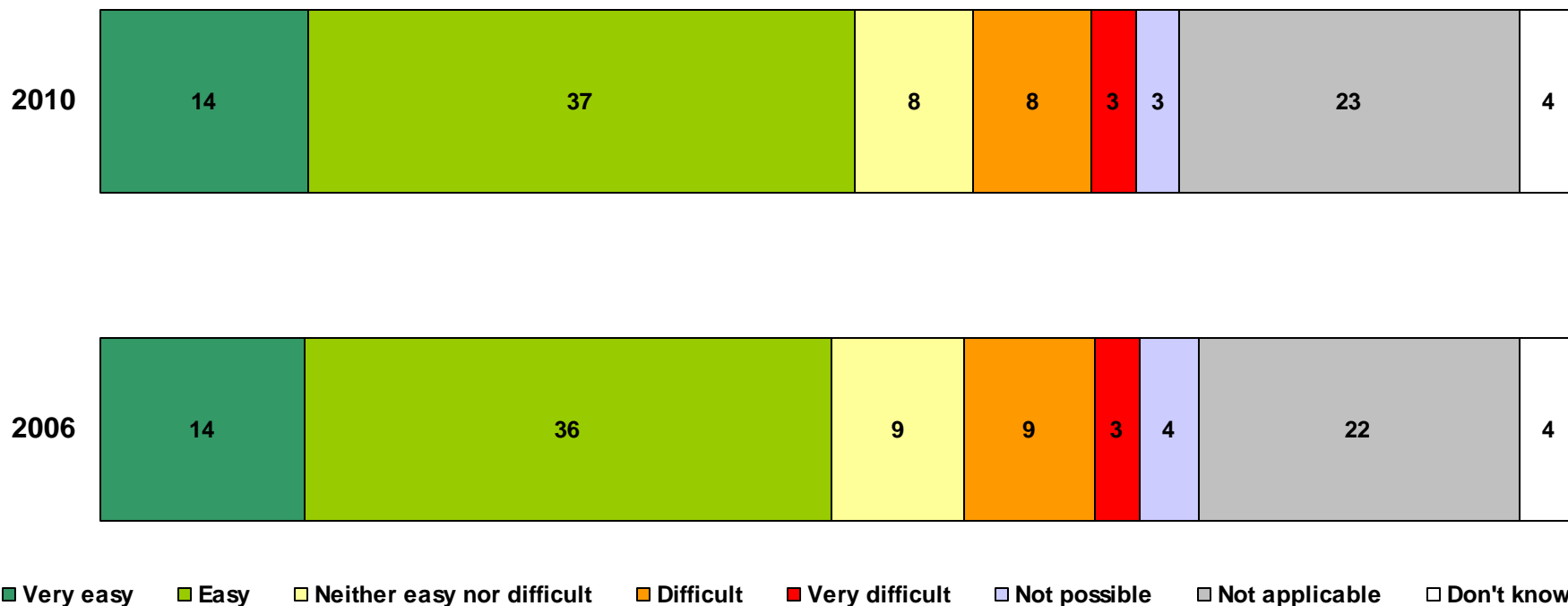


# Education



# Ease of Studying Preferred Subject

Ease of Study



•Strongly Agree or Agree – Rotorua (59%), Eastern BOP (36%)

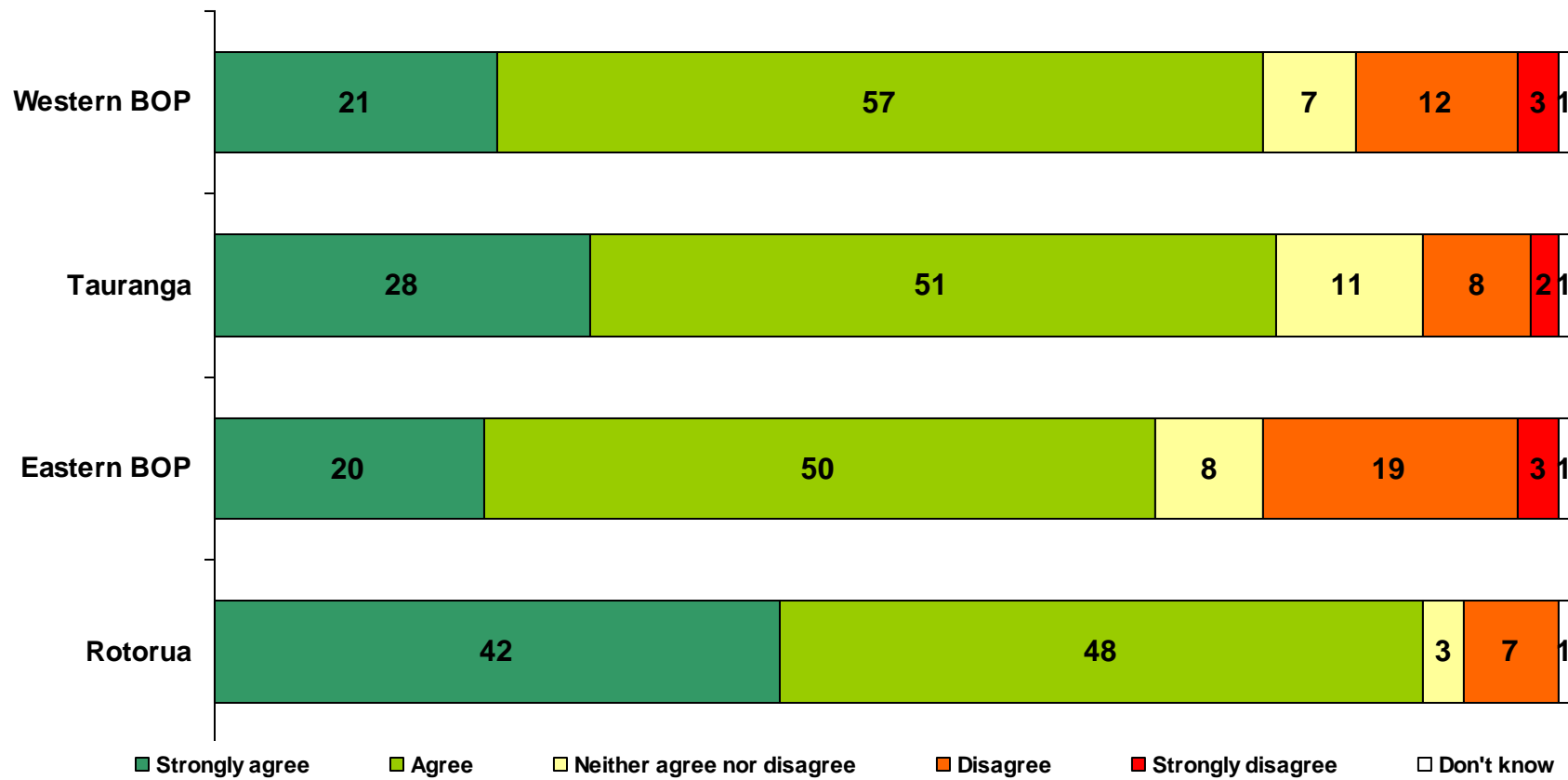


# Activities/Entertainment Provision



# Provision of activities/entertainment

How much do you agree or disagree that there is always something to do in (YOUR DISTRICT / CITY)?





## Disagree that there is always something to do

1. **Nothing on/nothing happening (50%)**
  - 67% Eastern BOP, 17% Rotorua
  
2. **Nothing that interests me (20%)**
  - 27% Western BOP, Rotorua (10%)
  
3. **Too expensive (12%)**
  - 37% Rotorua, 2% Eastern BOP
  
4. **Activities aimed at tourists (8%)**
  - 40% Rotorua, Western BOP (2%)



# Community Spirit

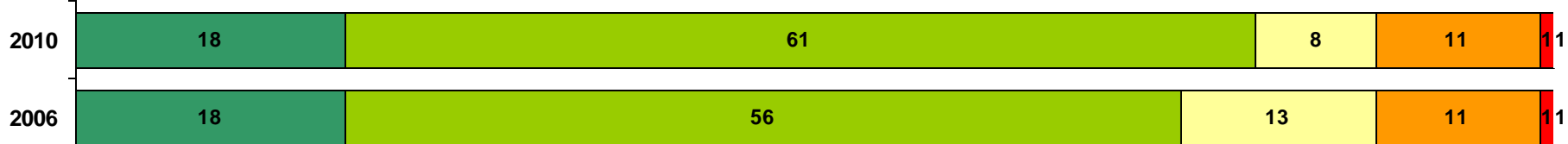


# Community Spirit

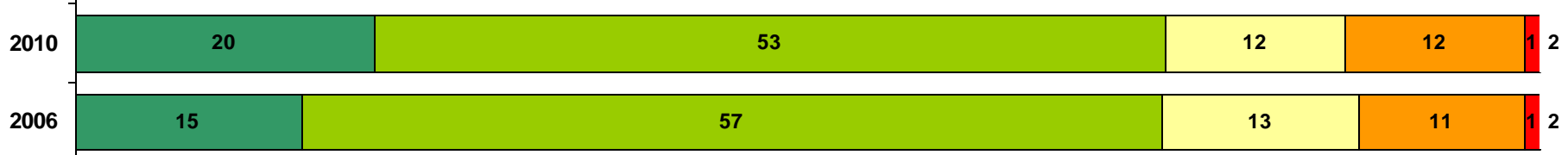
It is important to you to feel a sense of community with people in your local neighbourhood



You feel a sense of community with others in your local neighbourhood



People across your local neighbourhood work together and support each other



Strongly agree    Agree    Neither agree nor disagree    Disagree    Strongly disagree    Don't know



## Community Spirit {Strongly Agree, Agree}

### You feel a sense of community with others in your local neighbourhood

Eastern BOP (87%)                      ↔                      Tauranga (73%)

### It is important to you to feel a sense of community with people in your local neighbourhood

Eastern BOP (91%)                      ↔                      Tauranga (83%)

### People across your local neighbourhood work together and support each other

Eastern BOP (82%)                      ↔                      Tauranga (65%)

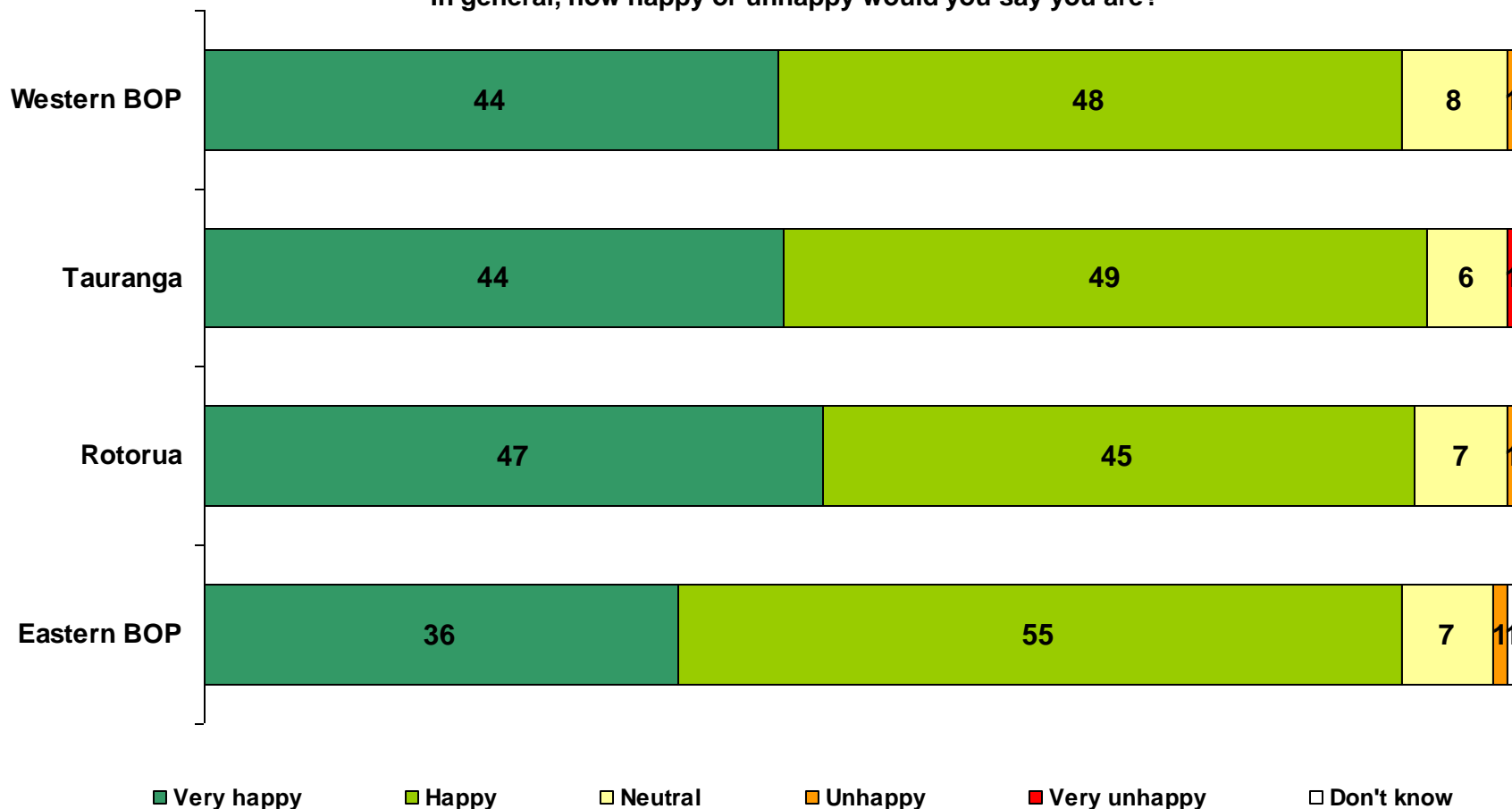


# Happiness



# Happiness

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





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