

# STRATEGIC GROUP

## *Key Performance Indicators – Part 3*

*July 2004*

Walking and Cycling for Leisure  
Ease of Getting Around  
Tertiary and Adult Education  
Council Involvement of People in Decision Making  
Community Working Together  
Internet Access  
Overall safety of Waitakere City



**Waitakere City Council**  
*Te Taiao o Waitakere*

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# 1. INTRODUCTION

This research has been undertaken for performance reporting purposes. Results will be reported in the Year 2004 Waitakere City Council Annual Report.

This reports the results of a telephone survey of 301 residents chosen at random, conducted by trained and fully briefed interviewers during July 2004. Full details of method and sample are in Appendix A. The questionnaire is in Appendix B.

Note that for each measure, a random sampling error applies. This should be taken into account when interpreting performance measures.

<b>Sample Size</b>	<b>Approximate Random Sampling Error ±</b>
<b>300</b>	5.5%
<b>200</b>	7%
<b>150</b>	8%
<b>100</b>	9.5%
<b>50</b>	14%

## 2. MAIN FINDINGS

### 2.1 Walking and cycling for leisure

*Q. Thinking about walking and cycling for leisure, that is, walking or cycling for it's own sake as leisure, not for getting from A to B. Firstly, how often do you walk or do something involving walking, just for leisure?*

Half of residents walk for leisure several times a week or more often. Walking for leisure is done as follows:

	%
Daily or almost daily	21
Several times a week	29
Several times a month	25
Several times a year	6
Never or hardly ever	<u>19</u>
	100

Walking for leisure is highest for those aged 60 years or over (62% several times a week or more often), and lowest for those aged under 30 years (38%).

*Q. And thinking about cycling for leisure, how often do you cycle for leisure?*

Very few residents (6%) cycle often for leisure (6% several times a week or more often). 80% just don't, or hardly ever.

	%
Daily or almost daily	1
Several times a week	5
Several times a month	8
Several times a year	6
Never or hardly ever	<u>80</u>
	100

Cycling for leisure is highest for Waitakere Ward residents (15% cycle several times a week or more often).

## 2.2 Ease of getting around

*Q. As you know, Council provides a network of roads and footpaths to enable people to get from A to B in the city. How easy do you find it to get to where you want to go within Waitakere City?*

78% of residents find it very or reasonably easy to get around in Waitakere City. 17% don't. Here is the full scale:

	%
Very easy	32
Reasonable easy	46
Somewhat difficult	14
Very difficult	3
Don't know	<u>5</u>
	<u>100</u>
<b>Very/ reasonably easy</b>	<b>78</b>
<b>Somewhat/ very difficult</b>	<b>17</b>

No demographic group stands out as being statistically different from any other group.

## 2.3 Tertiary and adult education

*Q. Let's turn now to tertiary and adult education. By this we mean any course done after leaving school and leading to a recognised qualification useful for improving chances of employment, increasing salary, or being more effective in one's career. If you were considering such a course either for yourself or someone else in your household, would you consider studying within Waitakere City?*

62% would consider studying in Waitakere City. 16% would not, and the remainder (21%) don't know. Apart from older people who might not be interested in study anyway, there are no statistically significant differences between any of the demographic groups.

The main reasons for considering studying within Waitakere City are:

- Convenience (85% of those who would consider studying in Waitakere City)
- Depends on availability (20%).

The main reasons for not studying in Waitakere City are:

- Course not offered (39% of those not wanting to study in Waitakere City)
- Poor or unknown reputation (20% of those not wanting to study in Waitakere City, i.e. 8% of total).

## 2.4 Council Involvement of People in Decision Making

*Q. Are you satisfied with the way the Council involves people in decision making?*

36% of residents are very satisfied or “satisfied” with the way Council involves people in decision making. This compares with 37% for the 1999/2000 years.

	%
Very satisfied	7
Satisfied	29
Neither satisfied nor dissatisfied	24
Dissatisfied	15
Very dissatisfied	4
Don't know	<u>21</u>
	<u>100</u>
<b>Very satisfied/ satisfied</b>	<b>36</b>
<b>Dissatisfied/ very dissatisfied</b>	<b>19</b>

Note that the “Don’t know” score is as high as the negative “Very dissatisfied/ Dissatisfied” rating overall, at around 20%. New Lynn stands out from the other Wards as having the lowest positive rating (25% “Very satisfied/ satisfied”), but this is accounted for by a markedly higher “Don’t know” rating (33%) rather than higher negative rating. No demographic group stands out as higher for “very satisfied/satisfied”. Highest negative ratings are for one- and two-person households compared with larger households, with aggregate rating of 28% “Very dissatisfied/ dissatisfied” vs. 13% for larger households).

## 2.5 Community working together

*Q. We want to find out about the sense of community strength and spirit in Waitakere City. How much do you agree or disagree that the community works together and people support each other?*

59% of residents agree or strongly agree that the community works together and people support each other. This compares with a previous measure as follows.

	<u>April</u> <u>2000</u> %	<u>July</u> <u>2004</u> %
Strongly agree	9	15
Agree	38	44
Neither agree or disagree	22	21
Disagree	22	12
Strongly disagree	4	1
Don't know/ no opinion	<u>6</u>	<u>8</u>
	<u>100</u>	<u>100</u>
<b>Strongly agree/ agree</b>	<b>46</b>	<b>59</b>
<b>Strongly disagree/ disagree</b>	<b>26</b>	<b>12<sup>1</sup></b>

Agreement is highest in the Waitakere Ward (77% “strongly agree/agree”). No other demographic differences stand out.

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<sup>1</sup> Decimal rounding

## 2.6 Internet access

- Q. Do you have access to the internet at all, for example, through a home computer, or computer at work, or through an internet café, etc.?*
- Q. And have you personally accessed the internet within the last 7 days?*

78% of residents say they have access to the internet. 65% of residents have accessed the internet within the last seven days.

Internet access is higher for:

- Males (85% vs.72% for females)
- Those in paid employment (87% vs. 56% for those not in paid employment).

Internet access is lowest for:

- Those aged 60 Years and over (41%)
- Residents in Henderson Ward (71%)

For those with internet access, recent internet usage is highest for:

- Females (89%)
- Younger people (steady decline with age: those aged under 30 years (93%) to those aged 60 years or over (60%)).

## 2.7 Overall safety of Waitakere City

*Q. And finally, we want to find out how safe Waitakere city is to live in. Would you say that overall it is..<read scale>*

86% of residents say that Waitakere City is very or reasonably safe to live in. Scale rating details are as follows:

	%
Very safe	19
Reasonably safe	67
Not very safe	9
Not at all safe	1
Or have you no opinion	<u>4</u>
**	<u>100</u>
<b>Very/ reasonably safe</b>	<b>86</b>
<b>Not very/ not at all safe</b>	<b>10</b>

Ratings of “not very, or not at all safe” are higher for those aged 40 years and over (17% on aggregate compared with 2% on aggregate for those under 40 years).