

Strategic Group

Key Performance Indicators – Part 1

June 2003

Strong communities
Unpaid community work
Leisure opportunities
Self improvement/ education courses
Information needs
Personal safety (crime, traffic, environment)
Safety of neighbourhood for children
Consultation methods awareness
Attitude to Council expenditure
Attitude to Council being informative

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Waitakere City Council
Te Taiao o Waitakere

2. INTRODUCTION

This research has been undertaken for performance reporting purposes. Results will be reported in the Year 2003 Waitakere City Council Annual Report.

Telephone interviews of 312 Waitakere City residents aged 18 years and over were conducted during May, 2003, by trained fully briefed independent interviewers contracted to the Service Development Unit. The research was designed to meet Audit New Zealand and industry standards. Full details of the method and sample are in Appendix A.

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

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

3. MAIN FINDINGS

3.1 Strong communities

Q. We are interested in what's happening in local neighbourhoods. In the last 12 months what kind of positive contact have you had with the people in your street?

60% of residents state they had some or lots of positive contact with people in their street.

Positive contact with people in my street	Total balanced sample		
	2001 (296) %	2002 (305) %	2003 (312) %
No positive contact	16	6	7
Limited positive contact	30	27	33
Some positive contact	37	44	37
Lots of positive contact	16	23	23
Not stated	1	0	0
	100	100	100

* Decimal rounding

Positive contact is higher for:

- Females (67% vs males 54%)
- Those aged over 60 years (77% vs 60% overall average)
- Those with school aged children (69%) and with young adults (70%)
- Those not in paid employment (69%)

For further details refer to the tabulations beginning on page **Error! Bookmark not defined.**

3.2 Unpaid community work

Q. Excluding your own family, have you personally been involved in any voluntary community work in the past month?

26% of residents state they were involved in unpaid community work in the past month. This compares with 21% last year, and 26% the year before.

Involvement is higher for:

- Waitakere Ward residents (43%)

Q. What kind of work is that?

The most frequently mentioned types of community work (based on those doing community work) are:

- Voluntary work for a community organization (39%)
- Voluntary work for a recreational group (15%)

For further details refer to the tabulations beginning on page **Error! Bookmark not defined.**

A variety of other community work undertakings were mentioned (see page **Error! Bookmark not defined.**). Note that base numbers are too low to show demographic differences.

3.3 Leisure Opportunities

Q. Think about the leisure and recreation opportunities available in Waitakere City (for example, beaches, parks, clubs, sports, cafés, galleries and any other leisure activities). Would you say these opportunities meet ... ?

Over three-quarters (78%) of residents state that leisure opportunities in Waitakere City meet all or most of their needs.

Total balanced sample

Leisure opportunities in Waitakere City meet ...	2001 (296)		2002 (305)		2003 (312)	
	%		%		%	
All of my leisure needs	39	}	43	} 78	52	} 78
Most of them	24		35		26	
		62*				
Some of them	24	}	16	} 20	15	} 20
A few of them	8		4		5	
		31*				
None of my leisure needs	3		1		1	
Not stated	3		2		1	
	100*		100*		100	

* Decimal rounding

Only one demographic group stands out: 68% of those employed outside of Waitakere city have most or all of their leisure needs met within.

For further details refer to the tabulations beginning on page **Error! Bookmark not defined.**

Q. Why do you say that?

Mentions are varied. 26% just like to go further afield for their leisure. 14% say the activities they want are not available within Waitakere City. Highest mentions of needs are for improvements or maintenance needed in existing facilities (12% of those whose needs are not fully met), more variety of cultural activities (10%), more sports facilities (10%), restaurants and cafés (9%).

For further details refer to the tabulations beginning on page **Error! Bookmark not defined.** Details of comments follow.

3.4 Self improvement/ education courses

Q. We are interested in whether adults in Waitakere City are taking any self improvement or education courses including night classes. These may be for advancement in one's work, gaining new skills, or simply for interest, but involve attending a course for a fee. Have you personally taken part in any such course in the past 12 months.

25% of residents state they have attended a self improvement or education course in the past 12 months. This compares with 30% last year.

Self-improvement is higher for:

- females (34%, vs 15% for males)
- Waitakere and New Lynn Ward residents (34% each)
- households of 3 or 4 people (31%)
- part time workers (38%)

Attendance is lower for:

- males (15%)
- those aged 60 years or over (17%)
- Henderson Ward residents (12%)
- residents in households with children under 5 (13%)

For further details refer to the tabulations beginning on page **Error! Bookmark not defined.**

3.5 Information needs

Q. We would also like to know how well people's information needs are being met. We mean the sort of information on any topic of interest to the wider community, and that is usually publicly available. Overall, can you get the information you need ...

85% of residents state that their information needs are met all or most of the time. There has been a steady increase over the past three years.

Total balanced sample

Information needs in Waitakere City meet needs...	2001	2002	2003
	(299) %	(305) %	(312) %
All of the time	12	26	42
Most of the time	55 } 67	48 } 75*	43 } 85
Some of the time	21	19	11
A little of the time	8 } 29	4 } 23	1 } 12
None of the time/ not stated	4	2	2
	100	100*	100*

* Decimal rounding

No demographic differences stand out.

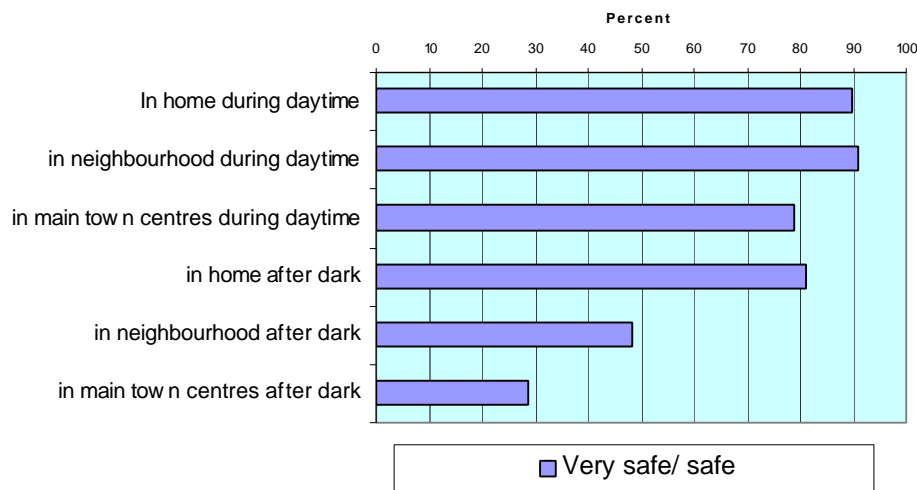
For further details refer to the tabulations beginning on page **Error! Bookmark not defined.**

3.6 Safety from crime

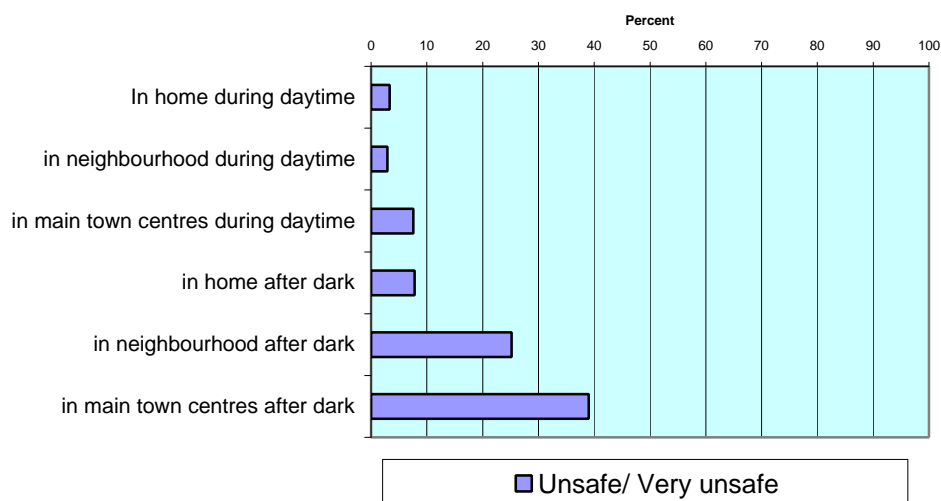
Q. Thinking now about your overall sense of freedom from crime, how safe or unsafe do you feel in the following situations? Would you say that you feel...

Feelings of safety decrease markedly after dark outside the home, especially in main town centres. This is more marked for females than males. Especially noteworthy is that nearly half of females feel unsafe in a main town centre after dark. The summary tables start on page **Error! Bookmark not defined.**

Feeling Safe



Feeling Unsafe



In your home during the daytime	Total balanced sample (312)	
	%	
very safe	49	} 90
safe	41	
neither safe nor unsafe	7	
unsafe	3	} 3*
very unsafe	1	
	<hr/> 100*	

* Decimal rounding

For further details refer to the tabulations beginning on page **Error! Bookmark not defined.**

In your local neighbourhood during the daytime	Total balanced sample (312)	
	%	
very safe	40	} 91
safe	51	
neither safe nor unsafe	6	
unsafe	2	} 3
very unsafe	1	
	<hr/> 100	

For further details refer to the tabulations beginning on page **Error! Bookmark not defined.**

In your main town centres during the daytime	Total balanced sample (312)	
	%	
very safe	30	} 79
safe	49	
neither safe nor unsafe	14	
unsafe	7	} 8
very unsafe	1	
	<hr/> 100*	

* Decimal rounding

For further details refer to the tabulations beginning on page **Error! Bookmark not defined.**

In your home during after dark	Total balanced sample (312)	
	%	
very safe	30	} 81
safe	51	
neither safe nor unsafe	11	
unsafe	6	} 8
very unsafe	2	
	<hr/> 100	

For further details refer to the tabulations beginning on page **Error! Bookmark not defined..**

In your local neighbourhood after dark	Total balanced sample (312)	
	%	
very safe	12	} 48
safe	36	
neither safe nor unsafe	27	
unsafe	20	} 25
very unsafe	5	
	<hr/> 100	

For further details refer to the tabulations beginning on page **Error! Bookmark not defined..**

In your main town centres after dark	Total balanced sample (312)	
	%	
very safe	6	} 29
safe	23	
neither safe nor unsafe	32	
unsafe	29	} 39
very unsafe	10	
	<hr/> 100	

For further details refer to the tabulations beginning on page **Error! Bookmark not defined..**

Females tend to feel less safe (i.e. “very safe/ safe”) than males:

- in the home, after dark (76% vs. 87% for males)
- in their neighbourhood after dark (36% vs. 62%)
- in main town centres, after dark (20% vs. 38%)

Females tend to feel overtly more unsafe than males (“unsafe/very unsafe”):

- in main town centres during daytime (11% vs. 4%)
- in the home after dark (11% vs. 4%)
- in their neighbourhood after dark (35% vs. 15%)
- in main town centres after dark (48% vs. 29%)

Older people, aged 60 years or over, tend to feel less safe:

- in the home, during daytime (81% “very safe/ safe” vs. 90% “very safe/ safe” for those aged under 60 years)
- in the home, after dark (73% vs. 81%)

Other differences are not statistically significant, but indicate feelings of being less safe in all other contexts.

Q. For what reasons do you say that?

The most frequently mentioned reasons for Waitakere City being not very safe from crime are:

- undesirables hanging around/ looking threatening (55%)
- heard about offences against people but not direct personal experience (24%)
- not enough police (12%)
- heard about offences against property (12%)
- riots/ unruly youngsters/accosting passers-by/ jostling (11%)
- poor lighting (11%)

Mostly they involve impressions about danger rather than actual experience of crime.

For further details refer to the tabulations beginning on page **Error! Bookmark not defined.** Details follow

3.7 Traffic Safety

Q. Thinking now about traffic safety in Waitakere City, would you say that you feel...

Traffic safety	Total balanced sample (312)	
	%	
very safe	7	}
safe	40	
neither safe nor unsafe	23	
unsafe	28	}
very unsafe	2	
	100	

There are no statistically significant demographic differences.

Main reasons for scoring traffic as “unsafe” or “very unsafe” are:

- Speeding motorists/ dangerous driving (62% of those rating “unsafe” or “very unsafe”)
- General increase in traffic volume/ congestion e.g. around schools (17%)
- Roads badly designed (14%)
- Pedestrian crossing visibility & location/ no safe places to cross (10%)

For further details refer to the tabulations beginning on page **Error! Bookmark not defined.** Details follow.

3.8 Environmental Safety

Q. And thinking about other environmental dangers e.g. unsafe playgrounds, rivers, beaches, open drains, marshland, and so on, would you say that you feel...

Environmental safety	Total balanced sample	
	(312)	
	%	
very safe	22	}
safe	45	
neither safe nor unsafe	15	
unsafe	17	}
very unsafe	1	
	100	} 17*

* Decimal rounding

No demographic differences stand out.

Main concerns of those rating “unsafe” or “very unsafe” are:

- Risk of drowning (26%)
- Footpaths/ kerbing unsafe (26%)
- Concern about Painted Apple Moth campaign (19%)

For further details refer to the tabulations beginning on page **Error! Bookmark not defined.** Details follow.

3.9 Safety for children

Q. And, can you tell me how safe or unsafe you think your local neighbourhood is for children to play in while unsupervised? Would you say it is...

Safety for children	Total balanced sample (312)	%
very safe	6	} 38
safe	32	
neither safe nor unsafe	23	
unsafe	34	} 39
very unsafe	5	
	<hr/> 100	

Residents are evenly divided as to whether the local neighbourhood is safe or unsafe for children. Those aged under 40 years are more likely to rate the local neighbourhood as unsafe (47%).

Main comments (all residents) are:

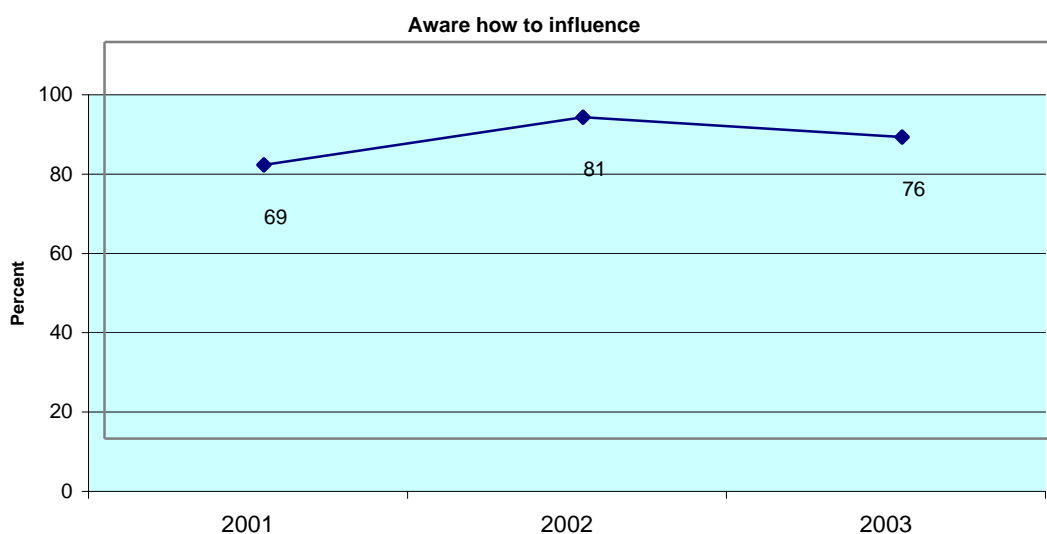
- There are safe places in the neighbourhood (31%)
- Traffic hazard (25%)
- Undesirable people/ vandalism/ dangerous people/ untrustworthy people (13%)
- Generally cautious/ don't want risk (11%)
- Kids wander off out of sight/ unsupervised (9%)

For further details refer to the tabulations beginning on page **Error! Bookmark not defined.** Details follow.

3.10 Influencing Council Decisions

Q. Residents often want Council to do things in particular ways, or give their points of view about what decisions ought to be made. We would like to know if people know how to go about influencing council decisions. What are the ways you know of?

76% of residents mention at least one valid means (channel) of communicating with Council¹. Trends are as follows:



Those less aware of at least one valid channel are:

- Those aged 60 years or over (65%)
- Those not in paid employment (65%)

The most frequently mentioned ways of influencing Council decisions are:

- writing/ letter/ submissions (38% of all residents)
- ringing/ phone (35%)
- attend meetings (12%)
- face to face meetings (10%)
- contact councillor [unspecified] (9%)

For further details refer to the tabulations beginning on page **Error! Bookmark not defined.**

¹ This is derived by analysing comments and determining the incidence of at least one correct mention by each respondent. Details of comments taken to indicate a valid channel are shown on page **Error! Bookmark not defined.**

3.11 Attitudes to Council Expenditure

Q. How much would you agree or disagree that overall, Council's decisions and expenditure are having a positive impact on Waitakere City?

57% of residents agree a lot or a little that overall Council's decisions and expenditure are having a positive impact.

Total balanced sample								
Council decisions/ expenditure have a positive impact	<u>2000</u> (300) %		<u>2001</u> (296) %		<u>2002</u> (305) %		<u>2003</u> (312) %	
Agree a lot	17	}	13	}	23	}	24	}
Agree a little	45		43		41		64	
		62		56				
Disagree a little	19	}	12	}	14	}	19	}
Disagree a lot	10		9		6		20	
		29		21				
Don't know/ not stated	9		24		16		17	
	100		100*		100		100	

* Decimal rounding

Overall, 57% of residents agree that Council decisions and expenditure have a positive impact on the City. Males are more inclined to disagree (31% vs. females 21%). 23% of females and around 20% of the younger (under 40) and older (over 60) age groups have no opinion.

Q. For what reasons do you say this?

The main reasons given for largely agreeing a lot or a little were:

- Positive regard towards Council (15%)
- Appreciate services and facilities (10%)

The main reasons given for largely disagreeing a little/ a lot were:

- don't move Council buildings (19%)
- rates and charges too high (10%)
- poor financial management/ spend on wrong things (10%)

For further details refer to the tabulations beginning on page **Error! Bookmark not defined.** Details of comments follow.

3.12 Council Information

Q. Thinking about key Council policies, decisions, and services in which you might wish to take an interest, how much do you agree or disagree that you are adequately informed about those?

68% of residents agree a lot or a little that they are adequately informed.

Adequately informed re Council policies/ decisions/ services	Total balanced sample			
	<u>2000</u> (300) %	<u>2001</u> (296) %	<u>2002</u> (305) %	<u>2003</u> (312) %
Agree a lot	23	26	28	37
Agree a little	40	29	33	30
	} 62*	} 55	} 61	} 68*
Disagree a little	17	14	21	11
Disagree a lot	10	8	9	10
	} 27	} 22	} 30	} 21
Don't know/ not stated	11	23	9	11
	<hr/> 100*	<hr/> 100	<hr/> 100	<hr/> 100

* Decimal rounding

No demographic differences stand out.