



Waitakere City Council

Te Taiao o Waitakere

Events Survey

February / March 2008

Provided for

Waitakere City Council

Conducted by



Survey Title	Events – Waitakere Sounds Summer 2008
Sponsor(s)	<ul style="list-style-type: none"> Survey commissioned by the Public Affairs Events Team, Waitakere City Council
Main objective(s)	<ul style="list-style-type: none"> To gauge the level of interest in council run events generally To find out what the preferences are for the Council sponsoring specific sports events (e.g. fun runs) and arts & cultural events (e.g. music in parks, parades, celebrations)
Key findings/ results	<ul style="list-style-type: none"> The most popular sports selected were walking (48% of respondents, swimming (41%), exercising / gym (31%), fishing (29%) and soccer (26%) The most popular forms of arts and culture respondents were interested in or involved in were “Listening to live music” (68%), followed by “Going to music festivals” (56%), “Reading” (56%), “Dancing” (42%) and “Playing music” (40%) The most popular events that respondents had been to were “Waitakere Sounds” (53%), “Waitakere Fireworks Display” (36%), “Local Christmas Parade” (30%), “Anzac Parades”, (26%) and “Titirangi Music Festival” (21%)
Other outcomes	<ul style="list-style-type: none"> Evaluation of survey provides clear direction in events programming for the coming year

Project Summary

Events Survey

Project Date

Interviews completed February / March 2008
(6, 7, 12, 13, 16, 17, 18, 20, 27 February and 16, 29 & 20 March 2008)

Questionnaire

As per questionnaire authorised by Waitakere City Council

Sample

Total of 222 Valid Responses

Methodology

Face-to-face interviews carried out via a touch screen tablet system utilising TouchPoll™ software. Respondents were handed the tablet and completed the interview at their own pace or were assisted with completion by TouchPoll interviewing staff. Visitors could also complete the survey via the Counter-top system located within the mobile library bus.

Results & Analysis

This report contains key findings along with gross results.
Raw data provided separately via excel spreadsheet.

Miscellaneous

All information is said to be “from those surveyed”, and represents only the above-described sample. TouchPoll, Inc. or its subsidiaries is not responsible for damages or liability as a direct or indirect result of misinterpretation of data by the client.

Contact TouchPoll Auckland with questions regarding the survey project and/or results.

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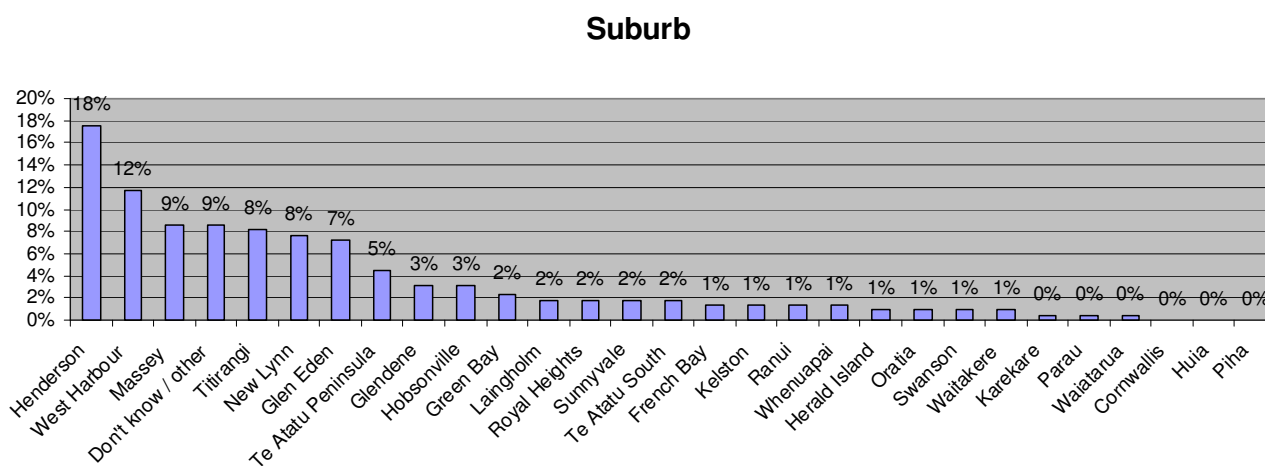


Key Findings

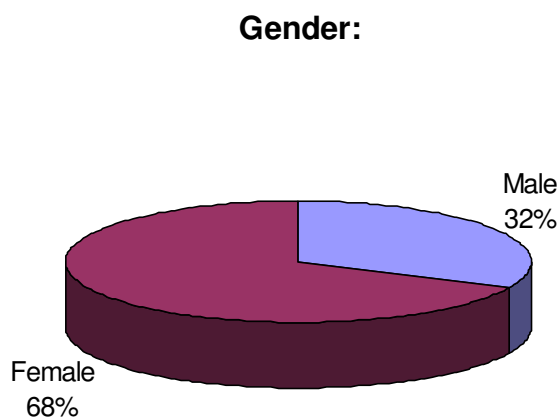
- A total of 222 valid responses were obtained.

A) Demographics:

- The survey captured responses from across most suburbs throughout Waitakere City, with the largest suburbs represented being “Henderson” (18% of respondents), followed by “West Harbour” (12%) then “Massey” (9%).

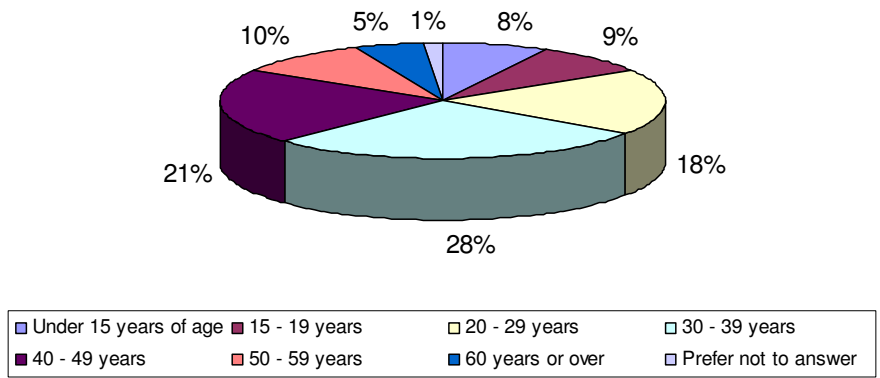


- More “females” completed the survey (68%) versus “males” (32%).



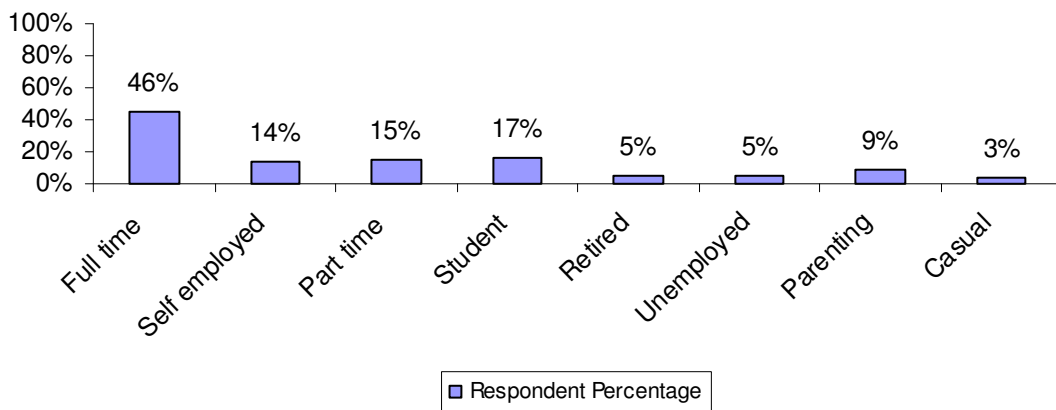
- The majority of respondents completing the survey were aged between “30 and 49 years” of age (28%), followed by “40 – 49 years” (21%) then “20 – 29 years” (18%).

Age Group:



- A large proportion of respondents completing the survey (multi-select) were in “full time employment” (46%) followed by “Student” (17%) & “Part time” (15%) then “Self employed” (14%).

What is your primary employment status? (Multi-select)



B) Sports:

- Respondents selected a wide variety of sports they were either interested in or involved in (multi-select). However, the most popular sports selected were walking (48% of respondents, n=106 respondents), swimming (41%, n=92), exercising / gym (31%, n=69), fishing (29%, n=65) and soccer (26%, n=57).

NB. Results may be skewed based on the gender responses i.e. 68% female vs 32% male – refer to tables on page 6 – top five categories highlighted in grey.

Which sports are you interested in or involved in? (Multi-select)

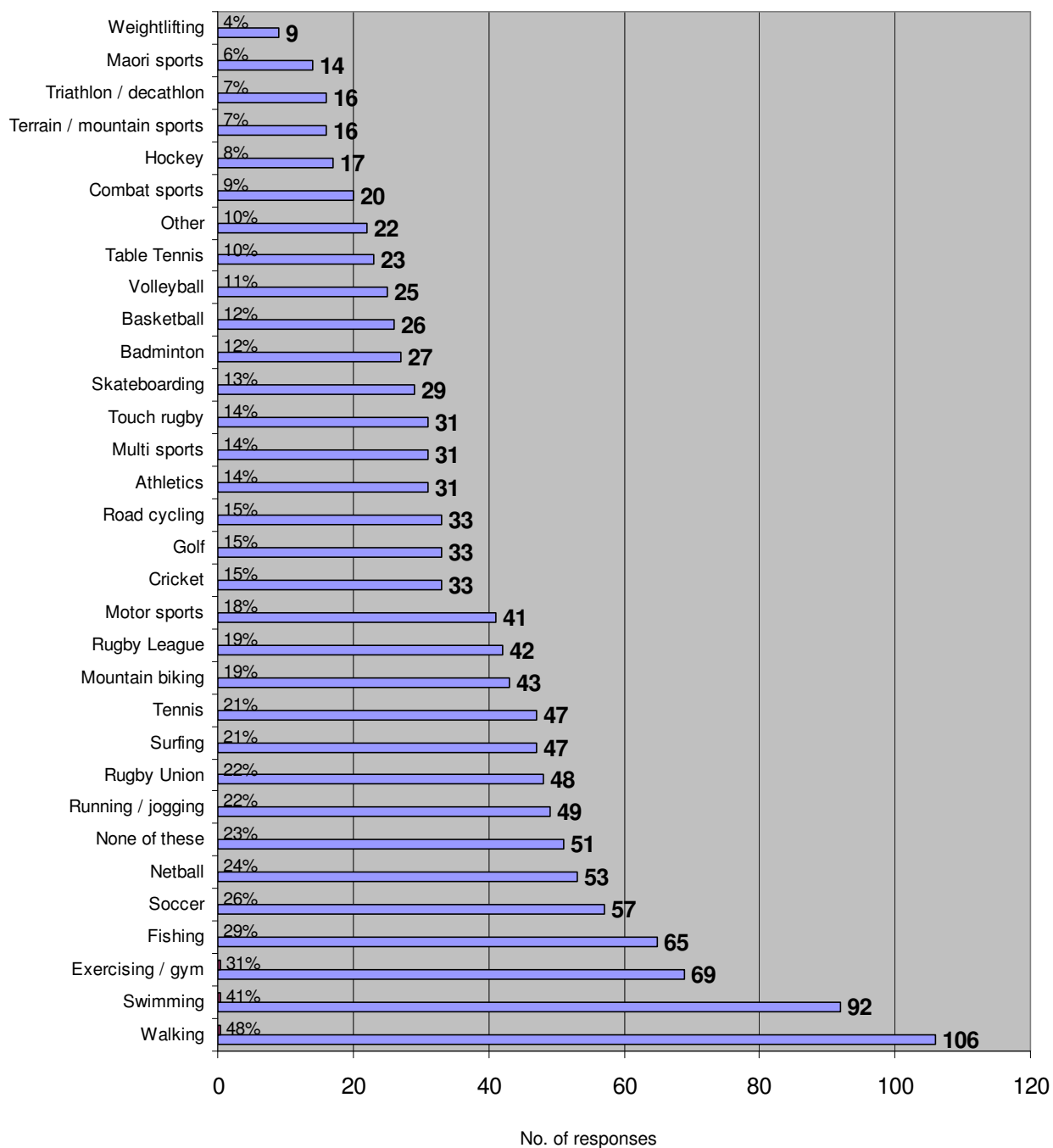


Table 1 – Sports interested in or involved in by gender

	Male		Female	
Athletics	5	16.1%	26	83.9%
Basketball	11	42.3%	15	57.7%
Badminton	10	37.0%	17	63.0%
Combat sports	8	40.0%	12	60.0%
Cricket	17	51.5%	16	48.5%
Exercising / gym	12	17.4%	57	82.6%
Fishing	22	33.8%	43	66.2%
Golf	12	36.4%	21	63.6%
Hockey	5	29.4%	12	70.6%
Maori sports	5	35.7%	9	64.3%
Motor sports	20	48.8%	21	51.2%
Mountain biking	20	46.5%	23	53.5%
Multi sports	14	45.2%	17	54.8%
Netball	5	9.4%	48	90.6%
Road cycling	13	39.4%	20	60.6%
None of these	7	20.0%	28	80.0%

Table 2 - Sports interested in or involved in by gender

	Male		Female	
Rugby League	17	40.5%	25	59.5%
Rugby Union	19	39.6%	29	60.4%
Running / jogging	15	30.6%	34	69.4%
Skateboarding	14	48.3%	15	51.7%
Soccer	22	38.6%	35	61.4%
Surfing	21	44.7%	26	55.3%
Swimming	16	17.4%	76	82.6%
Table Tennis	6	26.1%	17	73.9%
Tennis	17	36.2%	30	63.8%
Terrain / mountain sports	5	31.2%	11	68.8%
Touch rugby	9	29.0%	22	71.0%
Triathlon / decathlon	5	31.2%	11	68.8%
Volleyball	7	28.0%	18	72.0%
Walking	25	23.6%	81	76.4%
Weightlifting	2	22.2%	7	77.8%
None of these	4	25.0%	12	75.0%
Other	6	27.3%	16	72.7%

C) Arts & Culture:

- The most popular forms of arts and culture respondents were interested in or involved in (multi-select) were “Listening to live music” (68% of respondents, n=150 respondents), followed by “Going to music festivals” (56%, n=125), “Reading” (56%, n=124), “Dancing” (42%, n=94) and “Playing music” (40%, n=88).
NB. Again the results may be skewed based on the gender responses i.e. 68% female vs 32% male – refer to table 3 on page 8. Top five categories highlighted in grey.

**Which forms of art & culture are you interested in or involved in?
 (Multi-select)**

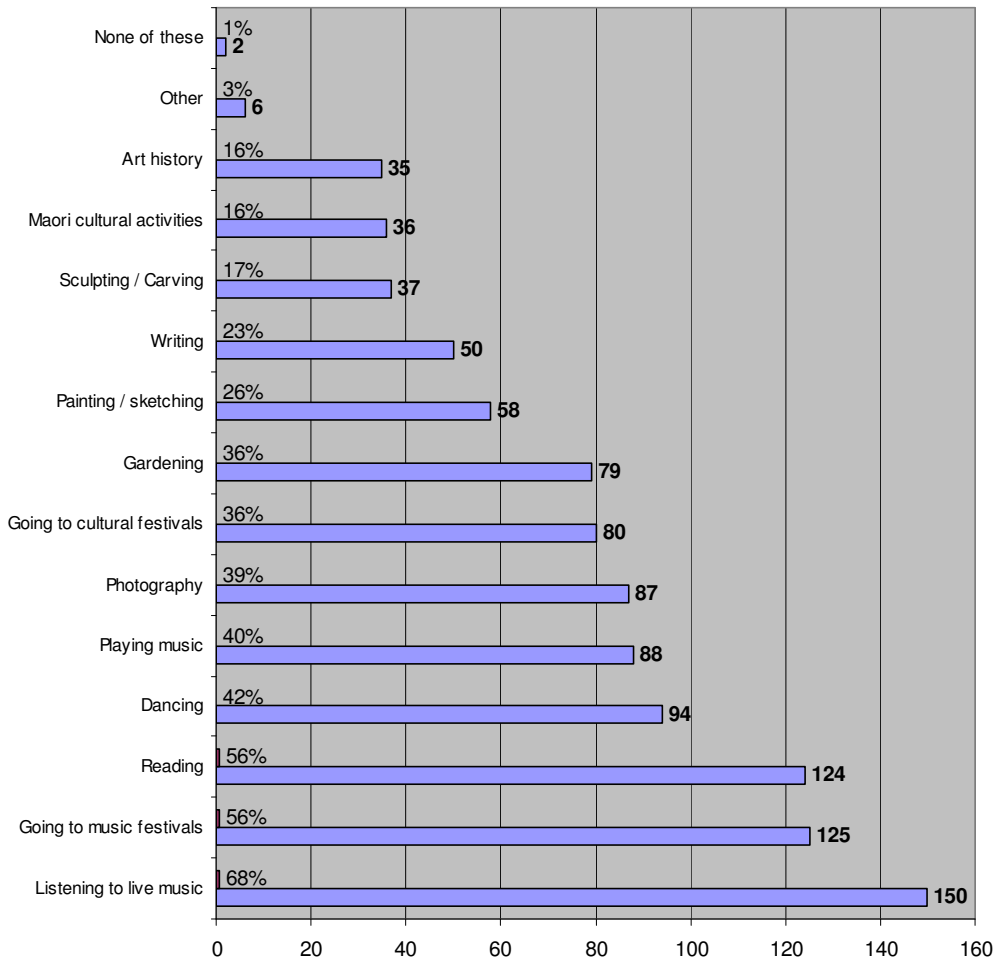


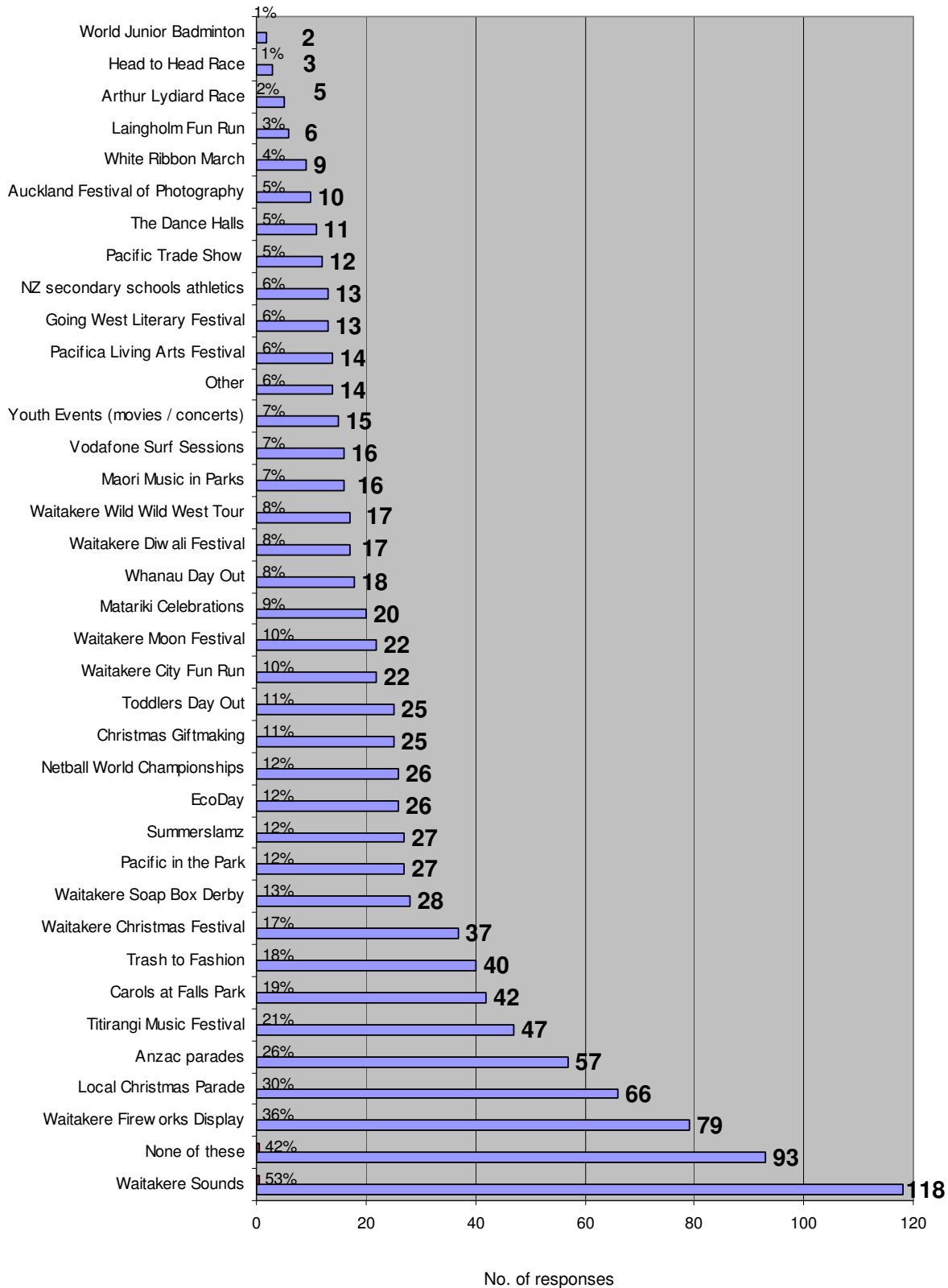
Table 3 – Activity by gender

	Male		Female	
Playing music	24	27.3%	64	72.7%
Listening to live music	41	27.3%	109	72.7%
Painting / sketching	15	25.9%	43	74.1%
Reading	34	27.4%	90	72.6%
Writing	13	26.0%	37	74.0%
Sculpting / Carving	9	24.3%	28	75.7%
Art history	10	28.6%	25	71.4%
Dancing	17	18.1%	77	81.9%
Photography	26	29.9%	61	70.1%
Going to music festivals	32	25.6%	93	74.4%
Going to cultural festivals	16	20.0%	64	80.0%
Maori cultural activities	7	19.4%	29	80.6%
Gardening	16	20.3%	63	79.7%
None of these	2	100.0%	0	0.0%
Other	2	33.3%	4	66.7%

D) Events:

The most popular events that respondents had been to in Waitakere City (multi-select) were “Waitakere Sounds” (53% of respondents, n=118), followed by “None of these” (42%, n=93), “Waitakere Fireworks Display” (36%, n=79), “Local Christmas Parade” (30%, n=66), “Anzac Parades” (26%, n=57) and “Titirangi Music Festival” (21%, n=47).

Which events have you been to in Waitakere City? (Multi-select)

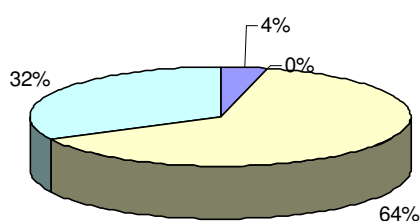


- When respondents were asked “what **type of events** do you most want to see in Waitakere City” (unprompted), “live music” was by far the most popular request (44% of respondents, n=97 respondents).
(Please refer to a more detailed list in the Gross Results Report)

- LIVE MUSIC X 97
- SPORT X 20
- FESTIVALS X 14
- ART X 13
- CULTUREAL X 11
- MUSIC FESTIVALS X 9
- DANCE X 7
- EXHIBITION X 6
- EVENTS/ENTERTAINMENT FOR CHILDREN X 5
- NETBALL X 4
- FIREWORKS X 4

- Respondents were also asked their preference with regard to “type of sporting events” they would like to see take place in Waitakere City. The majority selected “a mix of both” (64%) (competitive and participation events), with 32% selecting they “have no preference”.

What type of sporting events would you prefer to see take place in Waitakere City?

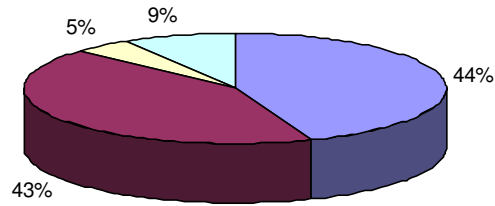


- | | |
|--------------------------|--|
| <input type="checkbox"/> | I would prefer to see competitive events which showcase the best national or international athletes in that particular sport |
| <input type="checkbox"/> | I would prefer to see "participation" events which are designed so that members of the public can enter |
| <input type="checkbox"/> | I would prefer to see a mix of both above |
| <input type="checkbox"/> | I have no preference |

D) Sponsorship:

- The majority of respondents are in favour of the Council bringing events to the city via sponsorship, with 87% selecting they either “Strongly agree” or “Agree”

Do you agree that Waitakere City Council should help bring events to the city via sponsorship?



■ I strongly agree that the council should sponsor events	■ I agree that the council should sponsor events
■ I strongly disagree that the council should sponsor events	■ I have no opinion on this matter

- Again a very high proportion of respondents (86%) selected they “would like to know that Waitakere City Council has helped make the event happen via sponsorship”, when attending an event.

When you go to an event, would you like to know that Waitakere City Council has helped make the event happen via sponsorship?

