



**Waitakere City Council**

*Te Taiao o Waitakere*

# Events Survey

**Summer 2008/2009**

Provided for

Waitakere City Council

Conducted by



<b>Survey Title</b>	<b>Events – Waitakere Live (Summer 2008/2009)</b>
<b>Sponsor(s)</b>	<ul style="list-style-type: none"> <li>Survey commissioned by the Public Affairs Events Team, Waitakere City Council</li> </ul>
<b>Main objective(s)</b>	<ul style="list-style-type: none"> <li>To gauge the level of interest in Council run events generally</li> <li>To find out what the preferences are for the Council sponsoring specific sports events (e.g. fun runs) and arts &amp; cultural events (e.g. music in parks, parades, celebrations)</li> </ul>
<b>Key findings/ results</b>	<ul style="list-style-type: none"> <li>The most popular sports selected were “walking” (55%), “swimming” (39%), “Rugby League” (34%), “exercising/gym” (33%), “netball” (31%), “Rugby Union” (29%) and “fishing” (25%).</li> <li>The most popular forms of arts and culture were “Listening to live music” (70%), “Going to music festivals” (68%), “Reading” (56%), “Gardening” (46%) and “Dancing” (46%)</li> <li>The most popular events were “Waitakere Sounds” (57%), “Local Christmas Parade” (49%), “Waitakere Fireworks Display” (40%), “Carols at Falls Park” (34%) and “Anzac Parades” (31%).</li> <li>The majority of respondents are in favour of the Council bringing events to the city via sponsorship, with 92% selecting they either “Strongly agree” or “Agree”.</li> <li>Respondents were asked if they were happy for their rates to provide a Rugby World Cup programme of entertainment, live sites etc. that would also provide for people not interested in rugby or sport - the majority were in favour with 61% selecting “Strongly agree” or “Agree”, a further 25% selected “Undecided”, with 9% selecting “Strongly disagree” and 6% “Disagree”.</li> </ul>
<b>Other outcomes</b>	<ul style="list-style-type: none"> <li>This survey helps forward planning for the Council’s events team and leisure services.</li> </ul>

# Project Summary

## Events Survey

### Project Date

Interviews completed across various events in December 2008, February & March 2009

### Questionnaire

As per questionnaire authorised by Waitakere City Council

### Sample

Total of 200 Valid Responses

### Methodology

Face-to-face interviews carried out during various events 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 Waitakere City Council interviewing staff.

### 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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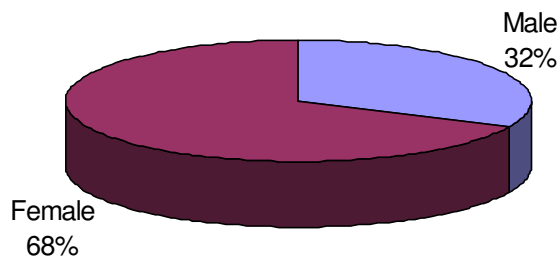
# Key Findings

- A total of 200 valid responses were obtained.

## A) Demographics:

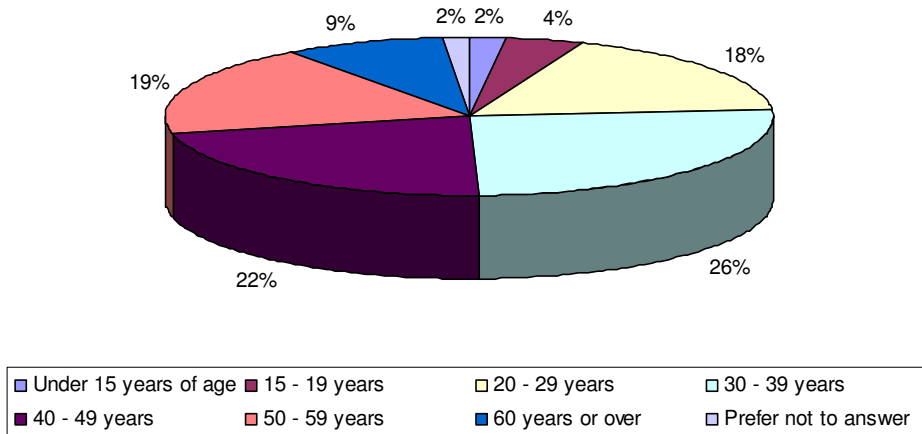
- As would be expected the majority of respondents completing the survey lived within Waitakere City (92%, n=183). The survey captured people from across most suburbs throughout Waitakere City, with the largest suburbs represented being “Henderson” (25% of respondents, n=45), followed by “Glen Eden” (10%, n=18) then “Titirangi” (10%, n=18), then “Massey” (9%, n=16).
- More “females” completed the survey (68%) versus “males” (32%). This was in line with the results from 2008.

### Gender:



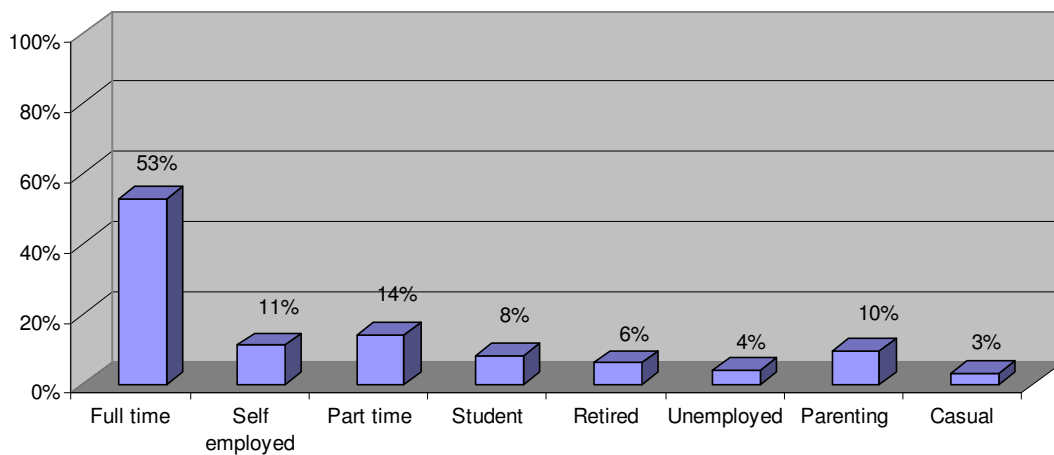
- In 2009 the majority of respondents completing the survey were aged between “30 and 49 years” of age (26% vs 28% in 2008), followed by “40 – 49 years” (22% vs 21% in 2008) then “50 - 59 years” (19% vs 10% in 2008).

**Age Group:**



- Again in 2009, a large proportion of respondents completing the survey (multi-select) were in “full time employment” (53% vs 46% in 2008) followed by “Part time” (14% vs 15% in 2008) then “Self employed” (11% vs 14% in 2008).

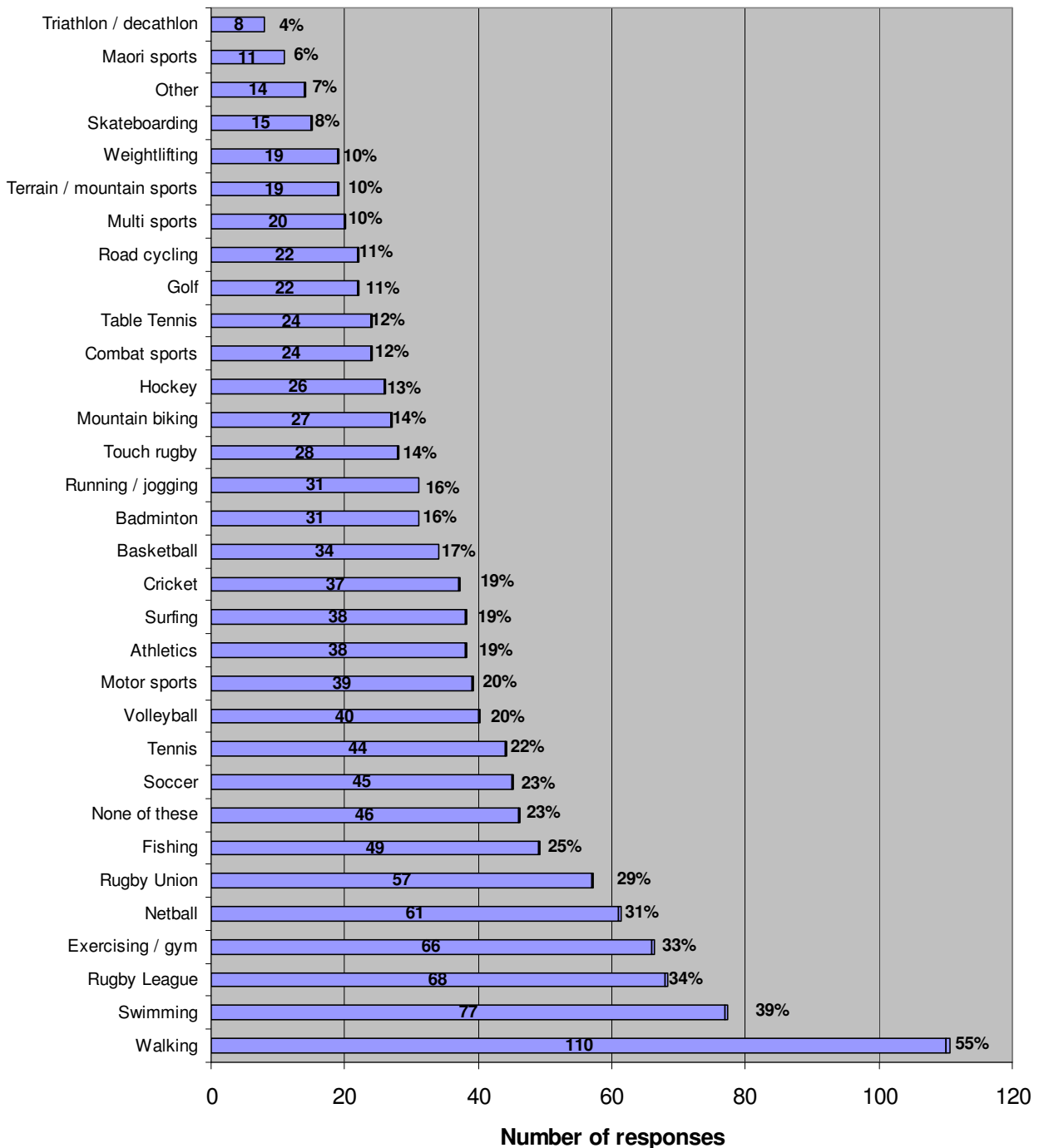
**Primary Employment Status (Multi-Select):**



## 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” (55% of respondents, n=110 respondents), “swimming” (39%, n=77), “Rugby League” (34%, n=68), “exercising/gym” (33%, n=66), “netball” (31%, n=61), “rugby union” (29%, n=57) and “fishing” (25%, n=49).  
*NB. Results may be skewed based on the gender responses i.e. 68% female vs 32% male – refer to tables on page 6.*

Which SPORTS are you interested or involved in? (Multi-Select)



By gender the top 5 activities were:

<b>MALE</b>	<b>FEMALE</b>
Rugby League	Walking
Ruby Union	Netball
Fishing	Exercising / gym
Walking	Swimming
Swimming	Rugby League

**Table 1 – Sports interested in or involved in by gender**

	<b>Male</b>		<b>Female</b>	
<b>Athletics</b>	13	34.2%	25	65.8%
<b>Basketball</b>	15	44.1%	19	55.9%
<b>Badminton</b>	6	19.4%	25	80.6%
<b>Combat sports</b>	12	50.0%	12	50.0%
<b>Cricket</b>	19	51.4%	18	48.6%
<b>Exercising / gym</b>	16	24.2%	50	75.8%
<b>Fishing</b>	26	53.1%	23	46.9%
<b>Golf</b>	11	50.0%	11	50.0%
<b>Hockey</b>	7	26.9%	19	73.1%
<b>Maori sports</b>	7	63.6%	4	36.4%
<b>Motor sports</b>	20	51.3%	19	48.7%
<b>Mountain biking</b>	11	40.7%	16	59.3%
<b>Multi sports</b>	8	40.0%	12	60.0%
<b>Netball</b>	8	13.1%	53	86.9%
<b>Road cycling</b>	7	31.8%	15	68.2%
<b>None of these</b>	7	20.6%	27	79.4%

Continued.....

**Table 2 - Sports interested in or involved in by gender**

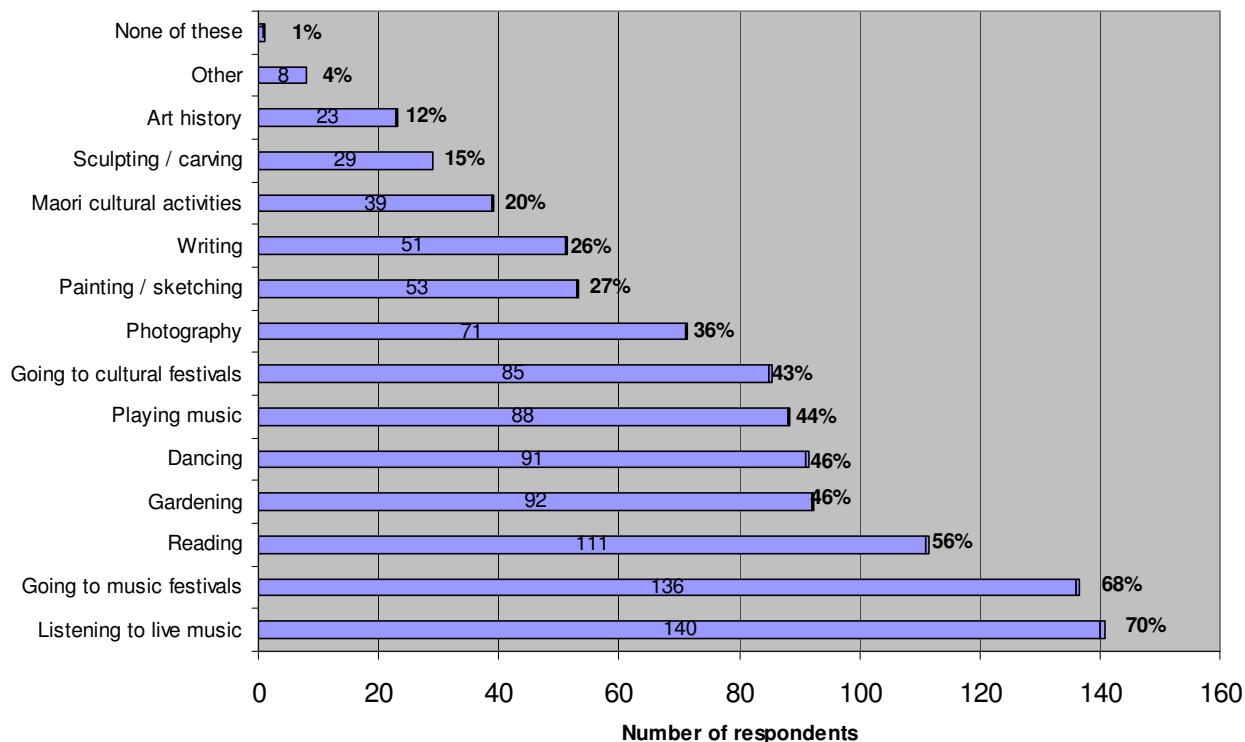
	<b>Male</b>		<b>Female</b>	
<b>Rugby League</b>	28	41.2%	40	58.8%
<b>Rugby Union</b>	26	45.6%	31	54.4%
<b>Running / jogging</b>	13	41.9%	18	58.1%
<b>Skateboarding</b>	10	66.7%	5	33.3%
<b>Soccer</b>	15	33.3%	30	66.7%
<b>Surfing</b>	15	39.5%	23	60.5%
<b>Swimming</b>	22	28.6%	55	71.4%
<b>Table Tennis</b>	15	62.5%	9	37.5%
<b>Tennis</b>	12	27.3%	32	72.7%
<b>Terrain / mountain sports</b>	14	73.7%	5	26.3%
<b>Touch rugby</b>	14	50.0%	14	50.0%
<b>Triathlon / decathlon</b>	3	37.5%	5	62.5%
<b>Volleyball</b>	13	32.5%	27	67.5%
<b>Walking</b>	26	23.6%	84	76.4%
<b>Weightlifting</b>	11	57.9%	8	42.1%
<b>None of these</b>	4	33.3%	8	66.7%
<b>Other</b>	4	28.6%	10	71.4%

## 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” (70% of respondents, n=140 respondents), followed by “Going to music festivals” (68%, n=136), “Reading” (56%, n=111), “Gardening” (46%, n=92) and “Dancing” (46%, n=91).

*NB. Again the results may be skewed based on the gender responses i.e. 68% female vs 32% male – refer to table 3 below.*

### Which forms of ARTS & Culture are you interested or involved in? (Multi-select)



For both males & females the top 3 activities were:

- Listening to live music
- Going to live music festivals
- Reading

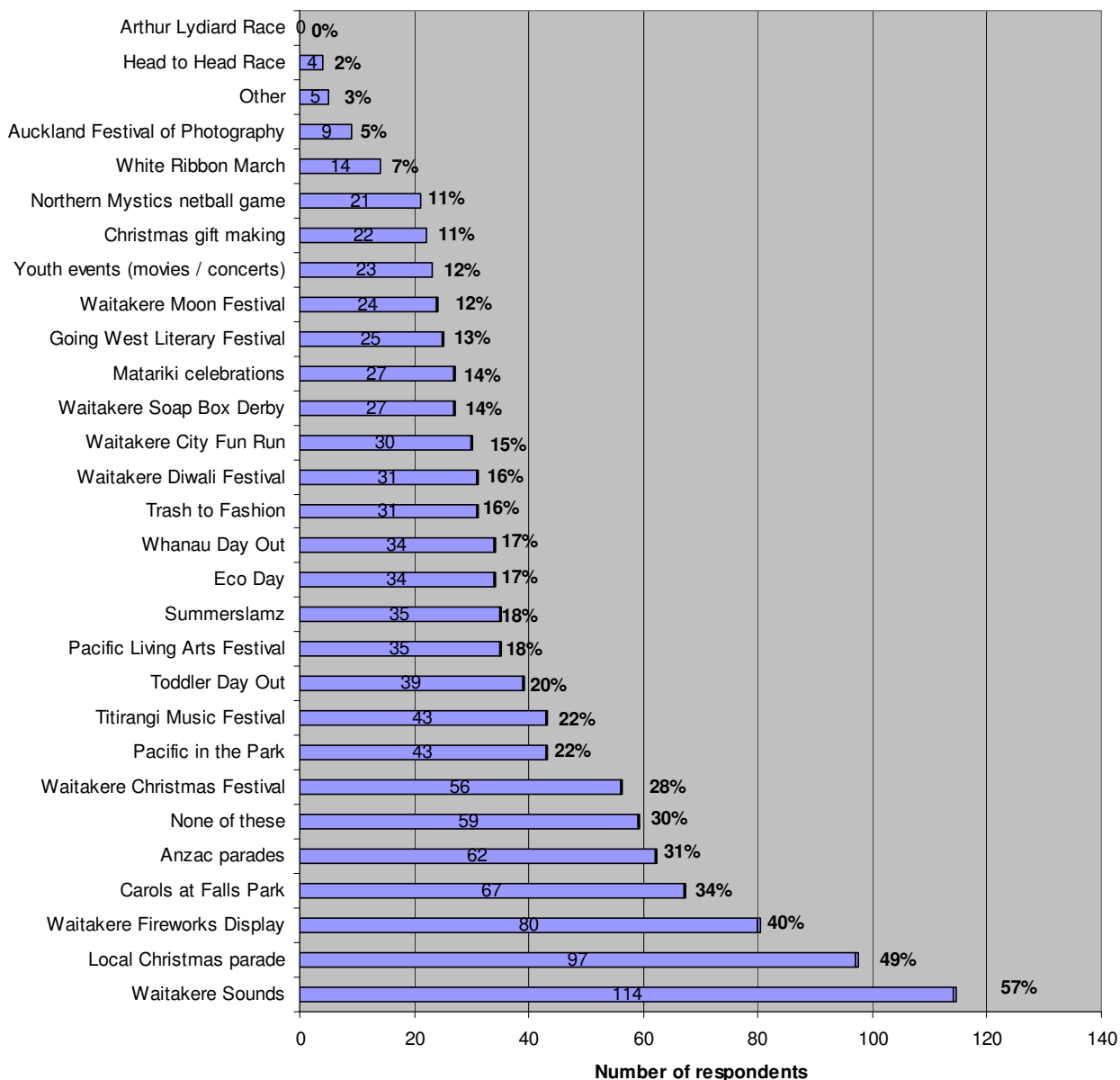
**Table 3 – Activity by gender**

	Male		Female	
<b>Playing music</b>	30	34.1%	58	65.9%
<b>Listening to live music</b>	38	27.1%	102	72.9%
<b>Painting / sketching</b>	13	24.5%	40	75.5%
<b>Reading</b>	31	27.9%	80	72.1%
<b>Writing</b>	15	29.4%	36	70.6%
<b>Sculpting / carving</b>	8	27.6%	21	72.4%
<b>Art history</b>	6	26.1%	17	73.9%
<b>Dancing</b>	15	16.5%	76	83.5%
<b>Photography</b>	17	23.9%	54	76.1%
<b>Going to music festivals</b>	39	28.7%	97	71.3%
<b>Going to cultural festivals</b>	29	34.1%	56	65.9%
<b>Maori cultural activities</b>	15	38.5%	24	61.5%
<b>Gardening</b>	18	19.6%	74	80.4%
<b>None of these</b>	0	0.0%	1	100.0%
<b>Other</b>	4	50.0%	4	50.0%

### D) Events:

The most popular events that respondents had been to in Waitakere City (multi-select) were “Waitakere Sounds” (57% of respondents, n=114), followed by “Local Christmas Parade” (49%, n=97), “Waitakere Fireworks Display” (40%, n=80), “Carols at Falls Park” (34%, n=67) and “Anzac Parades” (31%, n=62).

**Which EVENTS have you been to in Waitakere City? (Multi-Select)**

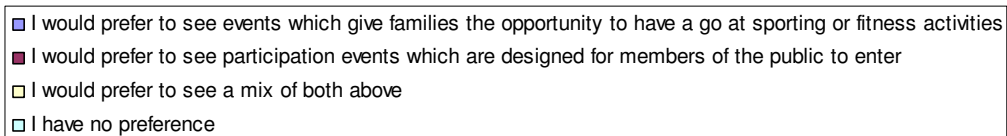
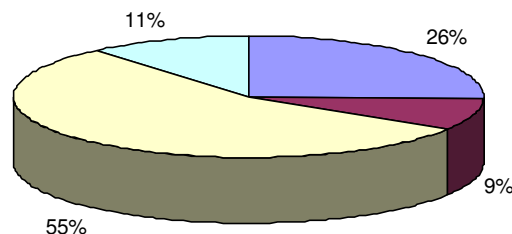


- When respondents were asked “what **type of events** do you most want to see in Waitakere City” (unprompted), “music” was by far the most popular request (53%, n=75 respondents), followed by “Music Festival / Music Event / Live Music / Music in the park (24%, n=34) then “Cultural” (15% n=21) – out of a total of 142 respondents completing this question.  
(Please refer to a more detailed list in the Gross Results Report)

- MUSIC X 75
- MUSIC FESTIVAL / MUSIC EVENT / LIVE MUSIC / MUSIC IN THE PARK X 34
- CULTURAL / CULTURAL FESTIVAL / CULTURAL EVENT X 21
- SPORTS X 11
- FESTIVAL X 9
- ARTS / ART DISPLAY / ART FESTIVAL X 7
- EXHIBITION X 5
- COMMUNITY X 7
- THEATRE / FILM / OPEN MOVIES X 4
- SOCCER X 4
- CHILDREN / KIDS X 4
- WINE & FOOD FESTIVAL X 3
- FAMILY EVENTS X 3
- MUSIC FROM NEW ZEALAND BANDS FROM AROUND THE COUNTRY X 2

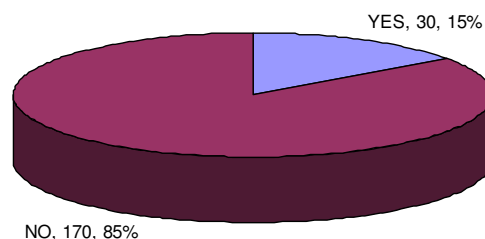
- Respondents were also asked their preference with regard to “type of sporting events” they would like to see take place in Waitakere City. The majority selected “a mix of both” (55%), followed by “events which give families the opportunity to have a go at sporting or fitness activities” (26%). A further 11% selected “no preference” and 9% selected “prefer to see participation events which are designed for members of the public to enter”.

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



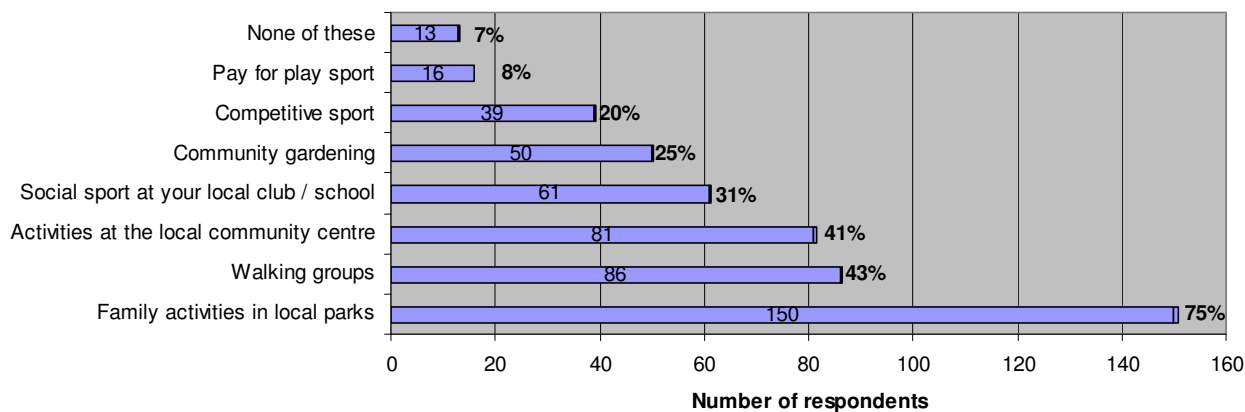
- Only a small group were aware of the “Te Waka Ki Mua Move it Waitakere initiative” (15%, n= 30).

#### Are you aware of the Te Waka ki Mua Move it Waitakere initiative?



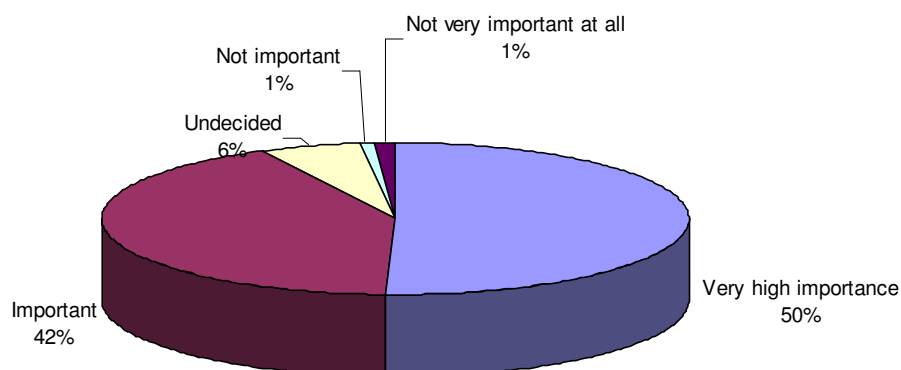
- When questioned “if a variety of activities were provided by your local community, which of them would you most likely participate in” (multi-select), the clear leader was “family activities in local parks” (75%, n=150), followed by “walking groups” (43%, n=86) then “activities at the local community centre” (41%, n=81).

**If the following activities were to be provided in your local community, which of them would you most likely participate in? (Multi-Select)**



- The majority of respondents (92%, n=185) regarded the importance of free community events in Waitakere of “Very high importance” or “Important”, with only 6% (n=11) as “Undecided”, 1% (n=2) as “Not important” and 1% (n=2) “Not very important at all”.

**How would you rate the importance of free community events in Waitakere?**



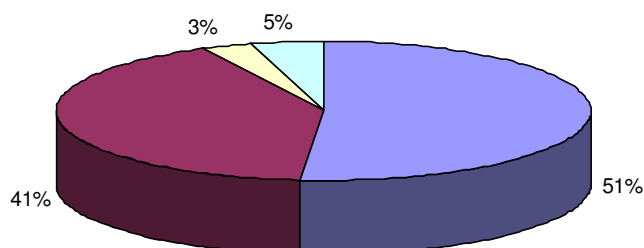
- When questioned (unprompted) “what improvements would you like to see” a total of 52 respondents entered comments with the following themes emerging:
  - More events / more free events x 4
  - Better advertising or local events / more publicity x 4
  - More music / more music festivals x 2

*Please refer to the Gross Results Report for a more detailed list of suggestions.*

## E) Sponsorship:

- The majority of respondents are in favour of the Council bringing events to the city via sponsorship, with 92% selecting they either “Strongly agree” or “Agree”.

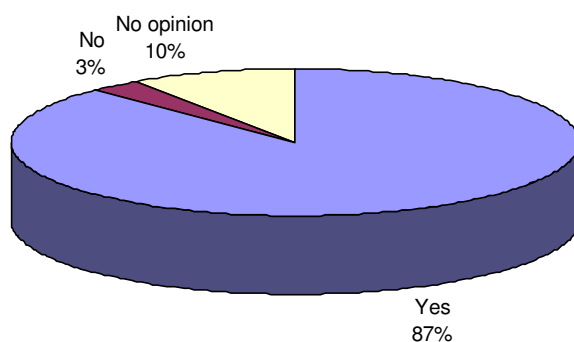
**Do you agree that the council should help bring events to the city via sponsorship?**



<span style="color: blue;">■</span> I strongly agree that the council should sponsor events	<span style="color: darkred;">■</span> I agree that the council should sponsor events
<span style="color: yellow;">■</span> I have no opinion on this matter	<span style="color: cyan;">■</span> I strongly disagree that the council should sponsor events

- Again a very high proportion of respondents (87%) selected they “would like to know that Waitakere City Council has helped make the event happen via sponsorship”, when attending an event.

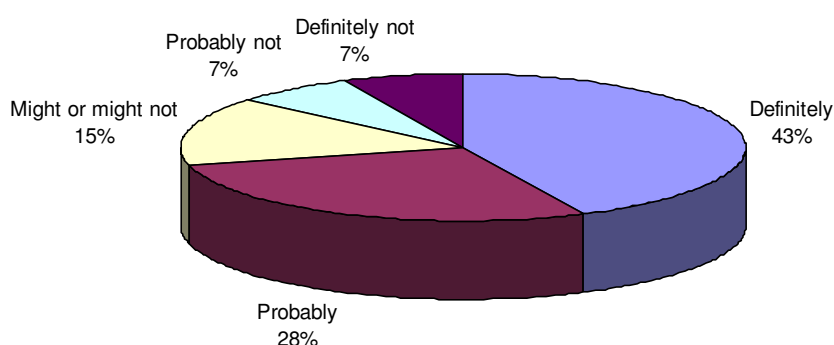
**When you go to an event, would you like to know that the council has helped to make the event happen via sponsorship?**



## F) Rugby World Cup:

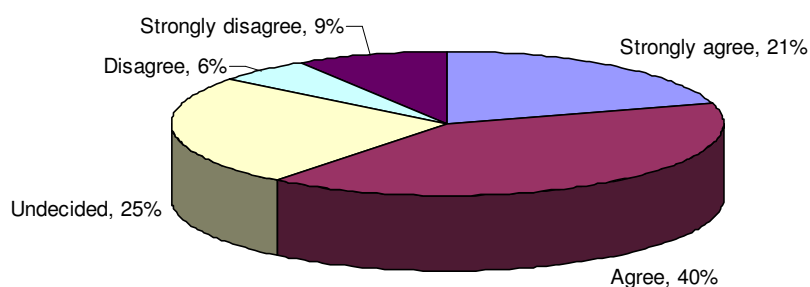
- When questioned (unprompted) “what would you like to see the council provide residents to support the nationwide stadium of 4 million programme”, from a total of 70 respondents there was a broad range of suggestions ranging from “public transport”, “free tickets to games”, “cheap tickets” – *please refer to the ‘gross results report’ for more detailed information.*
- If the council were to provide a free viewing site somewhere in Waitakere a large proportion of respondents said they would “Definitely” or “Probably” attend (71%, n=142), with a further 15% (n=30) selecting “Might or might not” attend, 7% (n=14) “Probably not” and a further 7% (n=14) “Definitely not”.

**If the council was to provide a free live viewing site somewhere in Waitakere, would you attend?**



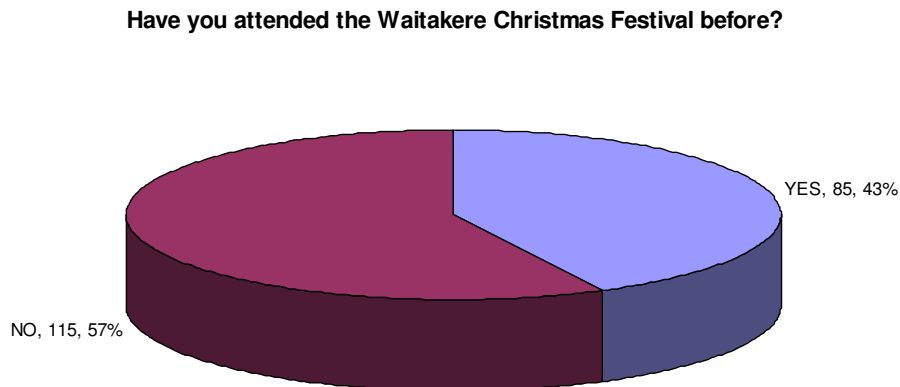
- Respondents were asked if they would be “happy for the council to use your rates money to provide a programme of entertainment, live sites etc. that while Rugby World Cup orientated, would also provide for people who are not interested in rugby or sport?” Again the majority were in favour with 61% (n=121) selecting “Strongly agree” or “Agree”, a further 25% (n=50) selected “Undecided”, with only 9% (n=18) selecting “Strongly disagree” and 6% (n=11) “Disagree”.

**Would you be happy for the council to use your rates money to provide a programme of entertainment, live sites etc. that, while Rugby World Cup orientated, would also provide for people who are not interested in rugby or sport?**



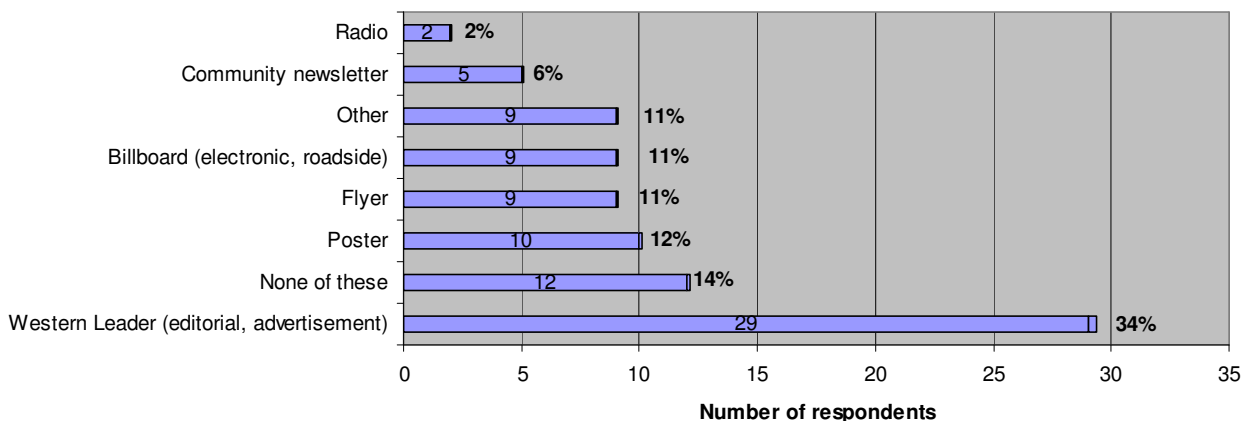
## G) Waitakere Christmas Festival:

- Less than half the respondents had attended the Waitakere Christmas festival before 43% (n=85).



- Of these respondents 29% (n=25) had attended “Twice”, a further 27% (n=23) had attended “Once”, 22% (n=19) had attended “More than three times” and 21% (n=18) had attended “Three times”.
- A high proportion of those attending the Waitakere Christmas Festival said they would “Definitely” or “Probably” come again (92%, n=78), with only 6% (n=5) selecting “Might or might not” and 2% (n=2) “Probably not”.
- The advertising that appeared to influence attendance to the Christmas Festival was clearly the “Western Leader” (34%, n=29), followed by “None of these” (14%, n=12) then “Poster” (12%, n=10).

### What ADVERTISING influenced you to attend the Waitakere Christmas Festival this year?



## **Finalised Survey**

**START SCREEN: We value your feedback, please take a couple of minutes to complete our anonymous survey.....**

1. **Which SPORTS are you interested or involved in? Please select all that apply then press 'Continue'**
  1. Athletics
  2. Basketball
  3. Badminton
  4. Combat sports
  5. Cricket
  6. Exercising / gym
  7. Fishing
  8. Golf
  9. Hockey
  10. Maori sports
  11. Motor sports
  12. Mountain biking
  13. Multi sports
  14. Netball
  15. Road cycling
  16. None of these
  
2. **And from this second list, which SPORTS are you interested or involved in? Please select all that apply then press 'Continue'**
  1. Rugby League
  2. Rugby Union
  3. Running / jogging
  4. Skateboarding
  5. Soccer
  6. Surfing
  7. Swimming
  8. Table tennis
  9. Tennis
  10. Terrain / mountain sports
  11. Touch Rugby
  12. Triathlon / duathlon
  13. Volleyball
  14. Walking
  15. Weightlifting
  16. None of these
  17. Other ([Go to Q3](#))
  
3. **Please enter OTHER SPORTS you are interested or involved in then press 'Continue' – via verbatim keyboard**
  
4. **Which forms of ARTS and CULTURE are you interested or involved in? Please select all that apply then press 'Continue'**
  1. Playing music
  2. Listening to live music
  3. Painting / sketching
  4. Reading
  5. Writing
  6. Sculpting / carving
  7. Art history
  8. Dancing
  9. Photography
  10. Going to music festivals
  11. Going to cultural festivals
  12. Maori cultural activities
  13. Gardening
  14. None of these
  15. Other ([Go to Q5](#))

5. Please enter **OTHER** forms of **ARTS** and **CULTURE** you are interested or involved in then press **'Continue'** – *via verbatim keyboard*
6. Which of the following **EVENTS** have you been to in Waitakere City? Please select all that apply then press **'Continue'**
1. Anzac parades
  2. Local Christmas parade
  3. White Ribbon March
  4. Waitakere City Fun Run
  5. Head to Head Race
  6. Arthur Lydiard Race
  7. Carols at Falls Park
  8. Waitakere Soap Box Derby
  9. Christmas gift making
  10. Matariki celebrations
  11. Pacifica Living Arts Festival
  12. Trash to Fashion
  13. Northern Mystics netball game
  14. None of these
7. And from this second list, which of the following **EVENTS** have you been to in Waitakere? Please select all that apply then press **'Continue'**
1. Pacific in the Park
  2. Eco Day
  3. Waitakere Moon Festival
  4. Titirangi Music Festival
  5. Whanau Day Out
  6. Youth events (movies/concerts)
  7. Going West Literary Festival
  8. Waitakere Christmas Festival
  9. Auckland Festival of Photography
  10. Summerslamz
  11. Waitakere Fireworks Display
  12. Waitakere Sounds
  13. Toddler Day Out
  14. Waitakere Diwali Festival
  15. None of these
  16. Other ([Go to Q8](#))
8. Please enter **OTHER EVENTS** you have been to in Waitakere - then press **'Continue'**  
*via verbatim keyboard*
9. What **TYPE OF EVENTS** do you **MOST** want to see in Waitakere (e.g. music, festival, exhibition, cultural, community or a specific sporting event)? Please enter your response then press **'Continue'**, **If you have no comment select 'Continue' to proceed to the next screen.**  
*via verbatim keyboard*
10. Please indicate what **TYPE** of sporting events you would like to see take place in Waitakere.
1. I would prefer to see events which give families the opportunity to have a go at sporting or fitness activities
  2. I would prefer to see participation events which are designed for members of the public to enter
  3. I would prefer to see a mix of both options above
  4. I have no preference
11. Are you aware of Te Waka Ki Mua Move it Waitakere initiative?
- a. Yes
  - b. No ([Go to Q12](#))
12. (Info Screen) Te Waka ki Mua Move it Waitakere involves 13 Waitakere organisations working together to encourage people to get fit and active through participation events in different communities (see [www.WaitakereOnline.co.nz](http://www.WaitakereOnline.co.nz))”.

- 13. If the following activities were to be provided in your local community, which of them would you most likely participate in? Select all that apply – then press ‘Continue’**
- Family activities in local parks
  - Walking groups
  - Community gardening
  - Competitive sport
  - Social sport at your local club/school
  - Pay for play sport
  - Activities at the local community centre
- 14. Do you agree that the council should help bring events to Waitakere via sponsorship?**
- I strongly agree that the council should sponsor events
  - I agree that the council should sponsor events
  - I disagree that the council should sponsor events
  - I strongly disagree that the council should sponsor events
  - I have no opinion on this matter
- 15. When you go to an event, would you like to know that the council has helped to make the event happen via sponsorship?**
- Yes
  - No
  - No opinion
- 16. The Rugby World Cup is being held in New Zealand in 2011. What would you like to see the council provide residents to support the nationwide ‘Stadium of 4 million’ programme?  
*via verbatim keyboard* (If no comment – select ‘Continue’)**
- 17. If the council was to provide a free live viewing site somewhere in Waitakere, would you attend?**
- Definitely
  - Probably
  - Might or might not
  - Probably not
  - Definitely not
- 18. Would you be happy for the council to use your rates money to provide a programme of entertainment, live sites etc that, while Rugby World Cup orientated, would also provide for people who are not interested in rugby or sport?**
- Strongly agree
  - Agree
  - Undecided
  - Disagree
  - Strongly disagree
- 19. Do you have any general comments you want to make about the council’s involvement in the production of arts/cultural/events in the city?**
- Yes ([Go to Q20](#))
  - No
- 20. Please enter your comments – then press ‘Continue’.** (*via verbatim keyboard*)
- 21. Have you attended the Waitakere Christmas Festival before?**
- Yes
  - No ([Go to Q25](#))
- 22. How OFTEN have you attended the Waitakere Christmas Festival?**
- Once
  - Twice
  - Three times
  - More than three times

**23. Would you come again?**

1. Definitely
2. Probably
3. Might or might not
4. Probably not
5. Definitely not
6. Have never attended Waitakere Christmas Festival

**24. What ADVERTISING influenced you to attend the Waitakere Christmas Festival this year?**

1. Western Leader (editorial, advertisement)
2. Flyer
3. Poster
4. Billboard (electronic, roadside)
5. Radio
6. Community newsletter
7. Other
8. None of these ([All go to Q25](#))

**25. How would you rate the importance of free community events in Waitakere?**

1. Very high importance
2. Important
3. Undecided
4. Not important
5. Not very important at all

**26. What improvements would you like to see? Please enter any comments or feedback you have. Then press 'Continue'. (If no comment – select 'Continue')****27. And finally just a few questions about you. Please select your GENDER:**

1. Female
2. Male

**28. Please select the letter for the area within Waitakere that you live in or closest to? (e.g. H for Henderson)**

1. A – N ([Go to Q29](#))
2. O – Z ([Go to Q230](#))
3. Don't live in Waitakere City

**29. Which area or SUBURB of Waitakere do you live in or closest to?**

1. Cornwallis
2. French Bay
3. Glen Eden
4. Glendene
5. Green Bay
6. Henderson
7. Herald Island
8. Hobsonville
9. Huia
10. Karekare
11. Kelston
12. Laingholm
13. Massey
14. New Lynn
15. Other

**30. Which area or SUBURB of Waitakere do you live in or closest to?**

1. Oratia
2. Parau
3. Piha
4. Ranui
5. Royal Heights
6. Sunnyvale
7. Swanson
8. Te Atatu Peninsula
9. Te Atatu South
10. Titirangi
11. Waitatarua
12. Waitakere
13. West Harbour
14. Whenuapai
15. Other

**31. Please select your AGE GROUP:**

1. Under 15 years of age
2. 15 – 19 years
3. 20 – 29 years
4. 30 – 39 years
5. 40 – 49 years
6. 50 – 59 years
7. 60 years or over
8. Prefer not to answer

**32. What is your primary employment status? Select all that apply, then press 'Continue'**

1. Full time
2. Self employed
3. Part time
4. Student
5. Retired
6. Unemployed
7. Parenting
8. Casual

***Thank You Screen***

Thank you very much for taking the time to provide feedback for the Waitakere City Council.