

# Toddler Day Out / Great Parenting Fair



**1<sup>st</sup> March 2009**  
**The Trusts Stadium**



*Waitakere City Council*  
*Te Taiao o Waitakere*

Provided for

Violence Free Waitakere & Waitakere City Council

Conducted by



<b>Survey Title</b>	<b>Toddler Day Out and Great Parenting Fair</b>
<b>Sponsor(s)</b>	<ul style="list-style-type: none"> <li>• Survey commissioned by Violence Free Waitakere and Early Childhood Education Waitakere</li> <li>• Survey assistance by Public Affairs, Waitakere City Council</li> </ul>
<b>Main objective(s)</b>	<ul style="list-style-type: none"> <li>• To monitor the numbers attending, demographic of families and where they come from</li> <li>• To gauge how useful the event and its exhibitors are for future planning of similar events by Violence Free Waitakere, Early Childhood Education Waitakere and Waitakere City Council</li> <li>• To identify trends and topics of interest for families, caregivers, promoters, funders and information providers</li> <li>• To ensure that the key messages intended to be communicated are in fact being heard</li> </ul>
<b>Key finding/ result / outcome</b>	<ul style="list-style-type: none"> <li>• Help in planning for areas that could be strengthened e.g. providing budgeting services info for families</li> <li>• Specific data based feedback to sponsors</li> <li>• Affirmation of the effectiveness of our event</li> </ul>



# Project Summary

## Toddler Day Out / The Great Parenting Fair The Trusts Stadium

### Project Date

Interviews completed Sunday 1<sup>st</sup> March 2009

### Questionnaire

As per questionnaire authorised by Waitakere City Council & Violence Free Waitakere

### Sample

Total of 123 Valid Responses  
Respondents approached throughout the event between 10am – 3pm

### 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 interviewing staff. Visitors could also complete the survey via the Counter-top system located at the event.

### Results & Analysis

This report contains key findings along with gross results.

### 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.

Conducted by TouchPoll Auckland  
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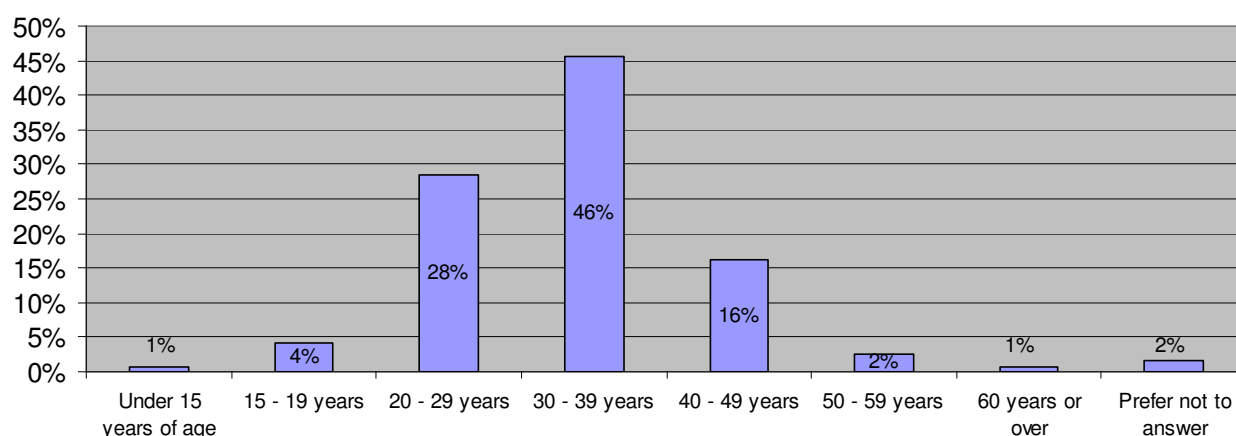


# Key Findings

## Demographics:

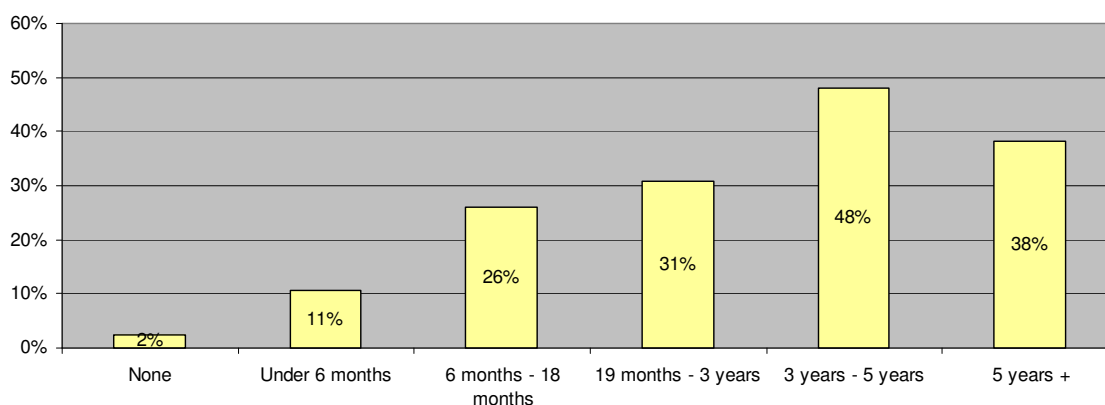
- The majority of respondents completing the survey were from “Waitakere City” (89%, n=110) out of a total of 123 respondents.
- Respondents were from a variety of suburbs within Waitakere City, particularly from “Henderson” (23%, n=25), followed by “Massey” (13%, n=14) then “Glen Eden” (11%, n=12).
- A large proportion of respondents aged between “30 – 39 years” (46%) completed the survey, followed by “20 – 29 years” (28%) then “40 – 49 years” (16%).

### Age Group

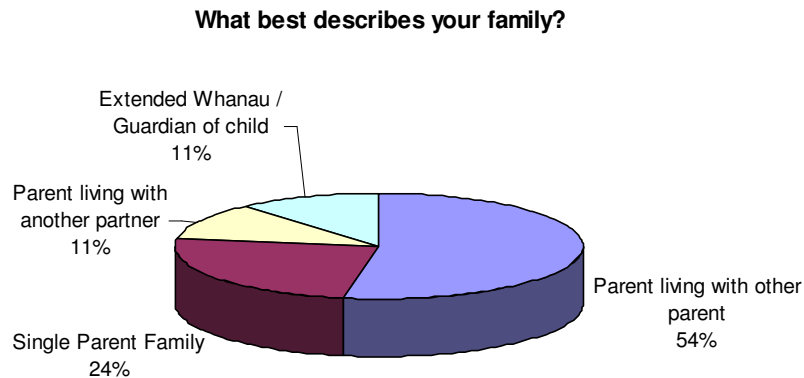


- For those completing the survey there was a spread of different age ranges of children within families / whanau, with the greatest being “3 – 5 years” (48%) followed by “5 years +” (38%) then “19 Months – 3 years” (31%) – multi-select.

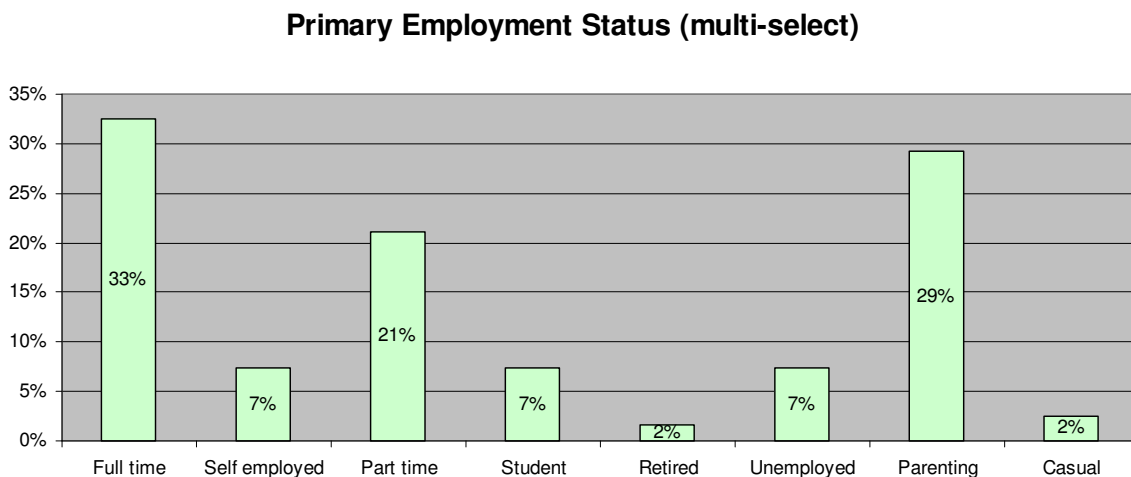
### AGE ranges of the children in your family / whanau? (multi-select)



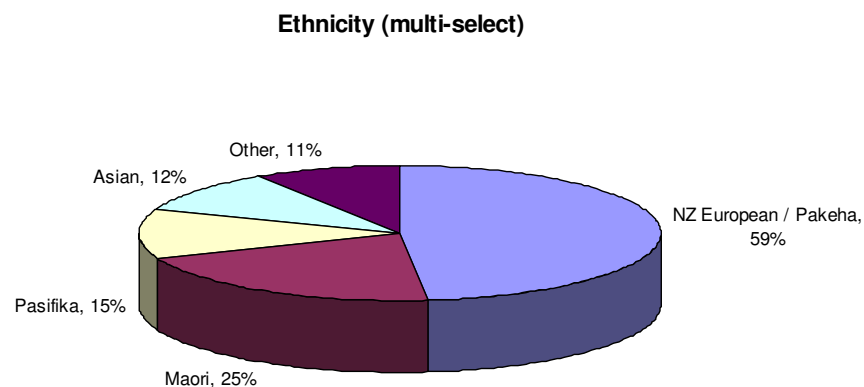
- When asked “what best describes your family”, the majority of respondents selected “parent living with other parent” (54%) followed by “single parent family” (24%) then “Parent living with another partner” (11%) and “extended whanau / guardian of child” (11%).



- A large proportion of respondents completing the survey (multi-select) were in “full time” employment (33%) followed by “Parenting” (29%) then “Part time” (21%).



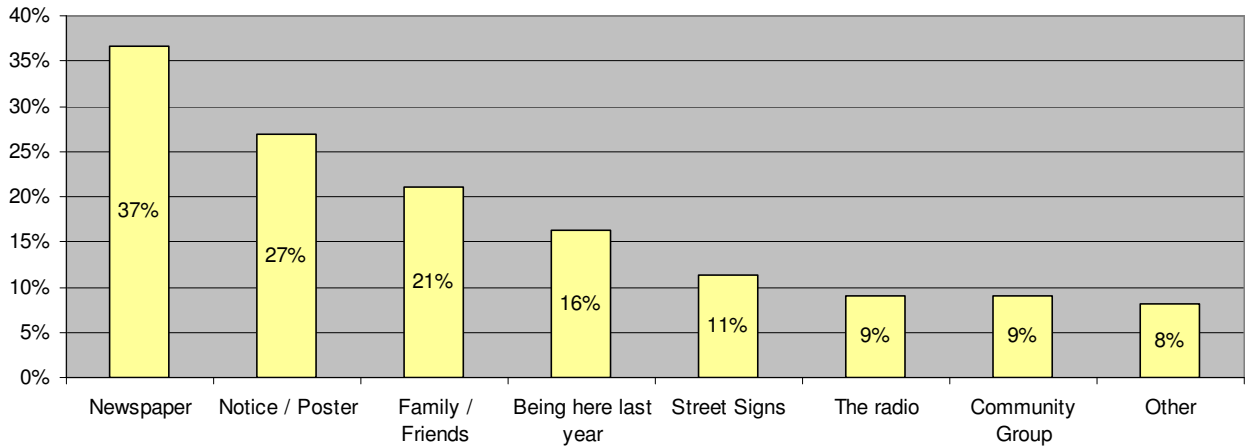
- A large proportion of respondents completing the survey (multi-select) were “NZ European / Pakeha” (59%) followed by “Maori” (25%), “Pasifika” (15%), then “Asian” (12%) and “Other” (11%).



## Key Findings:

- A large proportion of respondents selected they had been to Toddler Day Out before (57%, n=70) with 43% (n=53) selecting they had not.
- When questioned “how did you hear about the event” (multi-select) a large proportion selected “Newspaper” (37%), followed by “Notice / Poster” (27%) then “Family / Friends” (21%).

**How did you hear about the event? (multi-select)**



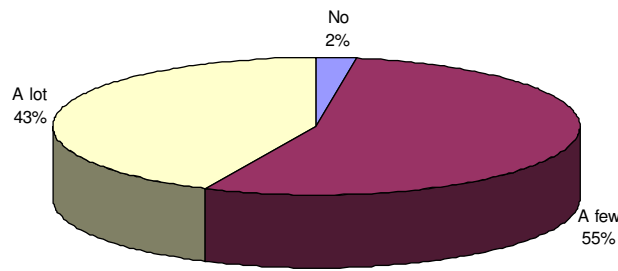
- There was an exceptionally high level of agreement with statements about Toddler Day Out as summarised below:

	Agree	Neither agree nor disagree	Disagree
Great Fun for the Children	100%		
Great for the caregiver	93%	6%	1%
Informative	96%	4%	
Enjoyable	98%	1%	1%
Nice day out for the family	98%	2%	

- This was also re-iterated by the very favourable ‘unprompted’ responses received. See key themes listed below (*captured via the verbatim keyboard*).
  - FUN / GOOD FUN / FUN DAY / GREAT FUN FOR KIDS / GREAT FUN X 14
  - GREAT / GREAT EVENT / GREAT FREE EVENT X 9
  - AWESOME / AWESOME EVENT x 6
  - A GREAT DAY FOR THE FAMILY / FUN FAMILY DAY FOR ALL X 4
  - FABULOUS / FAB DAY / FANTASTIC / EXCITING DAY X 4
  - LOVED IT X 2
  - VERY GOOD X 2

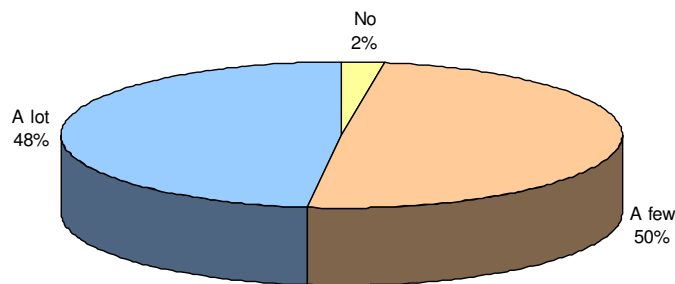
- The majority of respondents “got helpful tips or ideas on learning activities for young children”, with 55% selecting they got “a few”, 43% “a lot” and 2% “no”.

**Did you get any helpful tips or ideas on learning activities for young children?**



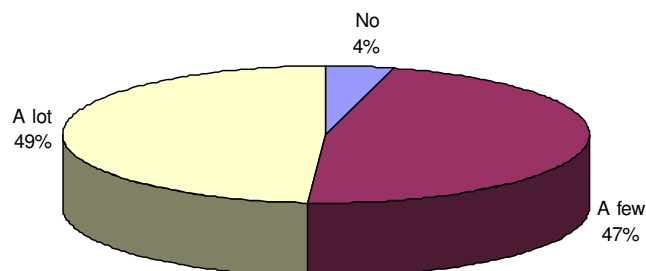
- Again the majority of respondents got “a few” (50%) helpful tips or ideas on community services / support available or “a lot” (48%) with only 2% selecting “no”.

**Did you get any helpful tips or ideas on community services / support available?**



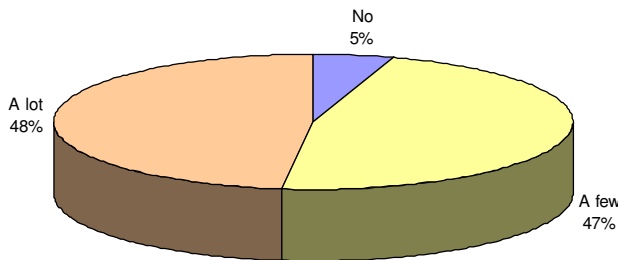
- Similar results were observed regarding getting “helpful tips or ideas on ways of helping children grow and develop”, with 49% selecting they got “a lot”, 47% selecting “a few” and 4% selecting “no”.

**Did you get any helpful tips or ideas on ways of helping children grow and develop?**



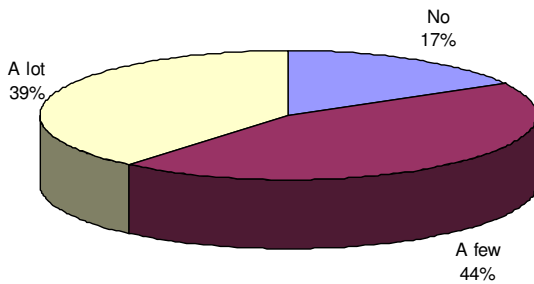
- Again similar results with regard to - “Did you get any helpful tips or ideas on positive parenting skills / tips” with 48% selecting “a lot”, 47% selecting “a few” and 5% selecting “no”.

**Did you get any helpful tips or ideas on positive parenting skills / tips?**



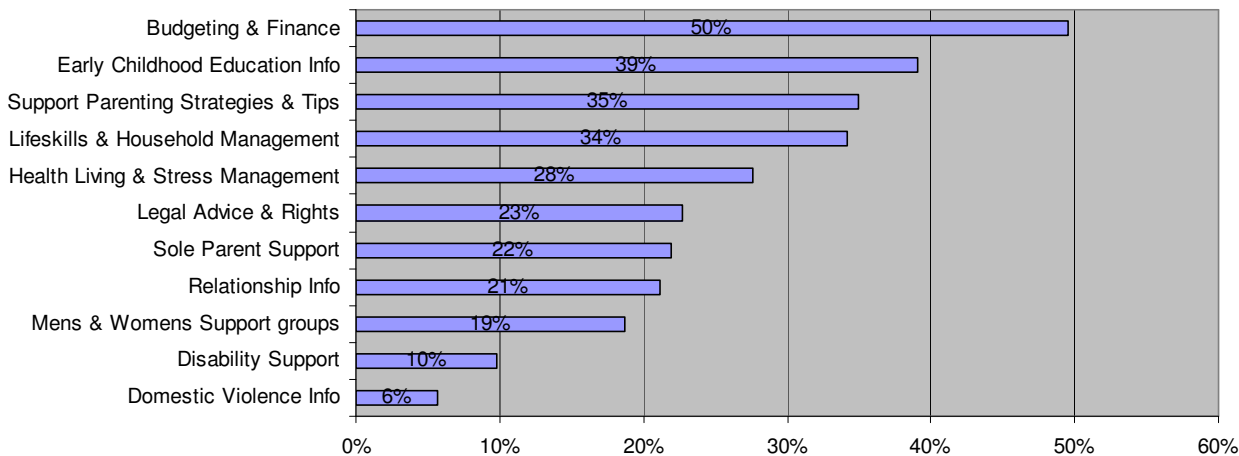
- Regarding getting “helpful tips or ideas on the difference between discipline and punishment, 44% selected they got “a few”, 39% selected “a lot” and (17%) selected “no”.

**Did you get any helpful tips or ideas on the difference between discipline and punishment?**



- The most common Information Services selected were “Budgeting & Finance” (50%), followed by “Early childhood Education Info” (39%) then “Support Parenting Strategies & Tips (35%).

**Information services you feel would be helpful to know more about (multi-select)**





# Results Summary

## Gross Results Report

### Q1: Have you been to Toddler Day Out before?

Answers	Responses	Selection Percentage
YES	70	56.91%
NO	53	43.09%
Valid Respondents: 123.0	Total Responses: 123	100.00%

### Q2: How did you hear about the event? (Multi-Select)

Answers	Responses	Respondent Percentage	Selection Percentage
The radio	11	8.94%	6.47%
Newspaper	45	36.59%	26.47%
Street Signs	14	11.38%	8.24%
Being here last year	20	16.26%	11.76%
Community Group	11	8.94%	6.47%
Notice / Poster	33	26.83%	19.41%
Family / Friends	26	21.14%	15.29%
Other	10	8.13%	5.88%
Valid Respondents: 123.0	Total Responses: 170	(May add up to more than 100%)	100.00%

### Q3: To what extent do you agree with the statement about the Toddler Day Out - 'GREAT FUN FOR THE CHILDREN'?

Answers	Responses	Selection Percentage
Disagree	0	.00%
Neither Agree nor Disagree	0	.00%
Agree	123	100.00%
Valid Respondents: 123.0	Total Responses: 123	100.00%

### Q4: To what extent do you agree with the statement about the Toddler Day Out - 'GREAT FOR THE CAREGIVER'?

Answers	Responses	Selection Percentage
Disagree	1	.81%
Neither Agree nor Disagree	7	5.69%
Agree	115	93.50%
Valid Respondents: 123.0	Total Responses: 123	100.00%

### Q5: To what extent do you agree with the statement about the Toddler Day Out - 'INFORMATIVE'?

Answers	Responses	Selection Percentage
Disagree	0	.00%
Neither Agree nor Disagree	5	4.07%
Agree	118	95.93%
Valid Respondents: 123.0	Total Responses: 123	100.00%

**Q6: To what extent do you agree with the statement about the Toddler Day Out - 'ENJOYABLE'?**

Answers	Responses	Selection Percentage
Disagree	1	.81%
Neither Agree nor Disagree	1	.81%
Agree	121	98.37%
Valid Respondents: 123.0	Total Responses: 123	100.00%

**Q7: To what extent do you agree with the statement about the Toddler Day Out - 'NICE DAY OUT FOR THE FAMILY'?**

Answers	Responses	Selection Percentage
Disagree	0	.00%
Neither Agree nor Disagree	2	1.63%
Agree	121	98.37%
Valid Respondents: 123.0	Total Responses: 123	100.00%

**Q8: Please enter other comments you have on Toddler Day Out.**

FUN / GOOD FUN / FUN DAY / GREAT FUN FOR KIDS / GREAT FUN X 14
GREAT / GREAT EVENT / GREAT FREE EVENT X 9
AWESOME / AWESOME EVENT x 6
A GREAT DAY FOR THE FAMILY / FUN FAMILY DAY FOR ALL X 4
FABULOUS / FAB DAY / FANTASTIC / EXCITING DAY X 4
LOVED IT X 2
VERY GOOD X 2
MY KIDZ HAVE A LOT OF FUN, THANK YOU SO MUCH FOR IT
FUN AFFORDABLE DAY OUT WE LOOK FORWARD TO EACH YEAR, THANK.
IT'S GOOD FUN FOR KIDS. IF WE HAVE MORE PARKING THAT WOULD BE GREAT
MOVING THE BOUNCY CASTLES TO THE OPPOSITE END WAS A GOOD IDEA, CREATED A BETTER FLOW.
THANK YOU SO MUCH
BE GOOD TO BE ABLE TO LOOK AT THINGS WITHOUT HAVING TO WORRY ABOUT CHILD RUNNING OUT THE DOOR
E XCELLENT I LOOK FORWARD TO IT.
ENTERTAINMNT FOR KIDS DURING LONG WAIT TIMES
EXCELLENT IDEA
FANTASTIC EDUCATIONALY AND WELL THOUGHTOUT
FANTASTIC EVENT FOR TODDLERS
FREE ITS FREE
INFORMATIVE
GOOD DAY FOR THE CHILREN & PARENTS.
GOOD INFO ON PRODUCTS AND FREEBIES
GOOD IT'S INSIDE
GREAT TO CHILL OUT
HAPPY FOR MY RATES TO GO TOWARDS THIS EVENT

I LIKE THIS.
NEED MORE EVENTS
ITS GOOD FOR THE KIDS
ITS GREAT TO HAVE A DAY ESPESALLY 4 THE KIDS AND THIS IS SUCH A GREAT AND SUPPORTIVE EVENT
ITS REALLY ENJOYABLE AND GREAT FUN FOR FAMILY. IT'S A GOOD WAY FOR FAMILY TO BE MORE CLOSE TOGETHER
IT WAS GOOD
KIDS LOVE THE RIDES
LOTS OF FUN AN LEARN HEAPS A NW THINGS
LOTS OF GOOD INFO & NETWORKING
NEXT YEAR WILL BE BETTER
MORE ACTIVITIES FOR KIDS MORE VARIETY
MORE FACE PAINTERS...
MORE FOOD OPTIONS. ESP HEALTHY SNACK STANDS
MORE TIME
NEED TO ORGANISE BETTER PARKING
NEEDS AIR CONDITIONING
NICE DAY OUT INDEED
NOTHNG IN PARTICULAR
THERE COULD BE MORE THINGS FOR EXPECTANT MOTHERS.
THIS PLACE IS AWSESOME HIGHLY RECOMENDED
TODDLER DAE WAS AWESOME
VERY FUN
VERY INFORMATVE
WAS MUCH BETTER THIS YEAR
WE LOVE THIS EVENT AND MY DAUGHTER ALWAYS MENTIONS IT WHENEVER WE DRIVE PAST THE STADIUM THROUGHOUT THE YEAR
WELL DONE KEEP UP THE GOOD WORK
WELL INFORMED GOOD FOR ADOLESCENTS TO ATTEND FOR THEIR KNOWLEDGE
WILL COME AGAIN
WONDERFUL

**Q9: Did you get any helpful tips or ideas on learning activities for young children?**

Answers	Responses	Selection Percentage
No	3	2.44%
A few	67	54.47%
A lot	53	43.09%
Valid Respondents: 123.0	Total Responses: 123	100.00%

**Q10: Did you get any helpful tips or ideas on community services / support available?**

Answers	Responses	Selection Percentage
No	3	2.44%
A few	61	49.59%
A lot	59	47.97%
Valid Respondents: 123.0	Total Responses: 123	100.00%

**Q11: Did you get any helpful tips or ideas on ways of helping children grow and develop?**

Answers	Responses	Selection Percentage
No	5	4.07%
A few	58	47.15%
A lot	60	48.78%
Valid Respondents: 123.0	Total Responses: 123	100.00%

**Q12: Did you get any helpful tips or ideas on positive parenting skills / tips?**

Answers	Responses	Selection Percentage
No	6	4.88%
A few	58	47.15%
A lot	59	47.97%
Valid Respondents: 123.0	Total Responses: 123	100.00%

**Q13: Did you get any helpful tips or ideas on the difference between discipline and punishment?**

Answers	Responses	Selection Percentage
No	21	17.07%
A few	54	43.90%
A lot	48	39.02%
Valid Respondents: 123.0	Total Responses: 123	100.00%

**Q14: Please select services and information you feel would be helpful to know more about? (Multi-Select)**

Answers	Responses	Respondent Percentage	Selection Percentage
Budgeting & Finance	61	49.59%	17.38%
Men's & Women's Support groups	23	18.70%	6.55%
Early Childhood Education Info	48	39.02%	13.68%
Legal Advice & Rights	28	22.76%	7.98%
Support Parenting Strategies & Tips	43	34.96%	12.25%
Relationship Info	26	21.14%	7.41%
Disability Support	12	9.76%	3.42%
Health Living & Stress Management	34	27.64%	9.69%
Sole Parent Support	27	21.95%	7.69%
Domestic Violence Info	7	5.69%	1.99%
Lifeskills & Household Management	42	34.15%	11.97%
Valid Respondents: 123.0	Total Responses: 351	(May add up to more than 100%)	100.00%

**Q15: Please enter other services that you feel could support your family's wellbeing.**

NONE / NOT SURE X 7
FAMILY SUPPORT / WHOLE FAMILY SUPPORT X 2
CLASSES AROUND WAITAKERE FOR EX DANCE, RUGBY, ETC.
ALL SERVICES I REQUIRE ARE COVERED
COMMUNING SUPPORT
DENTAL
ECO LIVING AND BUDGET IDEAS FOR BASIC LIVING COSTS LIKE GARDENS ETC
FAMILIES WHO HAVE ADULT CHILREN RETURN BACK INTO SOCIETY AND FAMILY HOMES AFTER BEING INCARCERATED IT'S THE FAMILIES THAT NEEDS THE SUPPORT
FAMILY ASSISTANCE
HOME BASED EDUCATON
NUTRITION
PLUNKET AND WAI HEALTH
SCHOOL ZONE
SOMETHING FOR THE GRANDPARENTS
UNDER 2

**Q16: May we contact you again? Please select all that apply from the following options below.**

Answers	Responses	Respondent Percentage	Selection Percentage
About future events	77	62.60%	38.12%
To find more out about the day	29	23.58%	14.36%
To let me know if I have won a prize	74	60.16%	36.63%
No thanks	22	17.89%	10.89%
Valid Respondents: 123.0	Total Responses: 202	(May add up to more than 100%)	100.00%

***NB. Contact details provided via excel spreadsheet.***

**Q19: Please enter the number of people from your family / group here today that are MEN:**

Data	Frequency
0	28
1	60
10	2
12	1
2	10
21	1
3	8
4	4
5	1
6	2
7	1
Valid Respondents: 118	Total Responses: 118

**Q20: Please enter the number of people from your family / group here today that are WOMEN:**

Data	Frequency
0	4
1	62
2	37
3	9
31	1
4	3
5	3
6	1
Valid Respondents: 120	Total Responses: 120

**Q21: Please enter the number of people from your family / group here today that are CHILDREN:**

Data	Frequency
0	4
1	47
2	45
3	13
4	7
5	3
6	1
Valid Respondents: 120	Total Responses: 120

**Q22: What best describes your family?**

Answers	Responses	Selection Percentage
Parent living with other parent	65	52.85%
Single Parent Family	30	24.39%
Parent living with another partner	14	11.38%
Extended Whanau / Guardian of child	14	11.38%
Valid Respondents: 123.0	Total Responses: 123	100.00%

**Q23: Please select the AGE ranges of the children in your family / whanau?**

Answers	Responses	Respondent Percentage	Selection Percentage
None	3	2.44%	1.56%
Under 6 months (Go to Q24)	13	10.57%	6.77%
6 months - 18 months (Go to Q25)	32	26.02%	16.67%
19 months - 3 years (Go to Q26)	38	30.89%	19.79%
3 years - 5 years (Go to Q27)	59	47.97%	30.73%
5 years + (Go to Q28)	47	38.21%	24.48%
Valid Respondents: 123.0	Total Responses: 192	(May add up to more than 100%)	100.00%

**Q24: Please enter the number of children in your family / whanau that are UNDER 6 MONTHS**

Data	Frequency
1	12
Valid Respondents: 12	Total Responses: 12

**Q25: Please enter the number of children in your family / whanau that are 6 MONTHS - 18 MONTHS**

Data	Frequency
1	27
14	1
2	1
3	1
Valid Respondents: 30	Total Responses: 30

**Q26: Please enter the number of children in your family / whanau that are 19 MONTHS - 3 YEARS**

Data	Frequency
0	1
1	26
2	7
3	2
Valid Respondents: 36	Total Responses: 36

**Q27: Please enter the number of children in your family / whanau that are 3 - 5 YEARS**

Data	Frequency
0	1
1	44
2	13
Valid Respondents: 58	Total Responses: 58

**Q28: Please enter the number of children in your family / whanau that are 5 YEARS +**

Data	Frequency
0	1
1	25
2	9
3	5
4	2
5	2
7	1
Valid Respondents: 45	Total Responses: 45

**Q29: Do you send your children to any of the following?**

Answers	Responses	Respondent Percentage	Selection Percentage
Playcentre	21	17.07%	12.96%
Kindergarten	36	29.27%	22.22%
Kohanga Reo	4	3.25%	2.47%
Playgroup	20	16.26%	12.35%
A Pacific Centre	2	1.63%	1.23%
Private Childcare	22	17.89%	13.58%
Other family	11	8.94%	6.79%
No (e.g. I care for them myself)	23	18.70%	14.20%
Other (Go to Q30)	23	18.70%	14.20%
Valid Respondents: 123.0	Total Responses: 162	(May add up to more than 100%)	100.00%

**Q30: Please specify.**

SCHOOL / PRIMARY SCHOOL x 8
HOME CARE x 2
MAINLY MUSIC x 2
PORSE x 2
KURA KAUPAPA MAORI
MUM FAMILY AND FRIENDS
NOT BORN YET

**Q31: Please select the letter for the area within Waitakere that you live in or closest to (e.g. H for Henderson).**

Answers	Responses	Selection Percentage
A – N (Go to Q32)	74	60.16%
O – Z (Go to Q33)	36	29.27%
Don't live in Waitakere City	13	10.57%
Valid Respondents: 123.0	Total Responses: 123	100.00%

**Q32: Which area or SUBURB of Waitakere do you live in or closest to?**

Answers	Responses	Selection Percentage
Cornwallis	0	.00%
French Bay	3	4.05%
Glen Eden	12	16.22%
Glendene	6	8.11%
Green Bay	3	4.05%
Henderson	25	33.78%
Herald Island	0	.00%
Hobsonville	0	.00%
Huia	0	.00%
Karekare	0	.00%
Kelston	1	1.35%
Laingholm	0	.00%
Massey	14	18.92%
New Lynn	6	8.11%
Other	4	5.41%
Valid Respondents: 74.0	Total Responses: 74	100.00%

**Q33: Which area or SUBURB of Waitakere do you live in or closest to?**

Answers	Responses	Selection Percentage
Oratia	0	.00%
Parau	0	.00%
Piha	0	.00%
Ranui	2	5.56%
Royal Heights	3	8.33%
Sunnyvale	2	5.56%
Swanson	2	5.56%
Te Atatu Peninsula	8	22.22%
Te Atatu South	7	19.44%
Titirangi	4	11.11%
Waatarua	0	.00%
Waitakere	3	8.33%
West Harbour	3	8.33%
Whenuapai	0	.00%
Other	2	5.56%
Valid Respondents: 36.0	Total Responses: 36	100.00%

**Q34: Please select your ETHNICITY. (Multi-Select)**

Answers	Responses	Respondent Percentage	Selection Percentage
NZ European / Pakeha	73	59.35%	48.34%
Maori	31	25.20%	20.53%
Pasifika (Go to Q35)	18	14.63%	11.92%
Asian	15	12.20%	9.93%
Other (Go to Q35)	14	11.38%	9.27%
Valid Respondents: 123.0	Total Responses: 151	(May add up to more than 100%)	100.00%

**Q35: Please specify.**

COOK ISLAND x 2
FIJIAN x 3
SOUTH AFRICAN x 3
SAMOAN x 2
MAORI, SAMOAN
ARAB
GERMAN
INDIAN
MAORI SAMOAN
SAMOAN MAORI
THAI & FIJIAN INDIAN
WELSH
WHITE AND NIUEAN

**Q36: Please select your AGE GROUP:**

Answers	Responses	Selection Percentage
Under 15 years of age	1	.81%
15 - 19 years	5	4.07%
20 - 29 years	35	28.46%
30 - 39 years	56	45.53%
40 - 49 years	20	16.26%
50 - 59 years	3	2.44%
60 years or over	1	.81%
Prefer not to answer	2	1.63%
Valid Respondents: 123.0	Total Responses: 123	100.00%

**Q37: What is your primary employment status? (Multi-Select)**

Answers	Responses	Respondent Percentage	Selection Percentage
Full time	40	32.52%	29.85%
Self employed	9	7.32%	6.72%
Part time	26	21.14%	19.40%
Student	9	7.32%	6.72%
Retired	2	1.63%	1.49%
Unemployed	9	7.32%	6.72%
Parenting	36	29.27%	26.87%
Casual	3	2.44%	2.24%
Valid Respondents: 123.0	Total Responses: 134	(May add up to more than 100%)	100.00%



## **Finalised Survey**

**Q1: Have you been to Toddler Day Out before?**

1. YES
2. NO

**Q2: How did you hear about the event? (Select all that apply then press 'Continue')**

1. The radio
2. Newspaper
3. Street Signs
4. Being here last year
5. Community Group
6. Notice / Poster
7. Family / Friends
8. Other

**Q3: To what extent do you agree with the statement about the Toddler Day Out - A) 'GREAT FUN FOR THE CHILDREN'?**

1. Disagree
2. Neither Agree nor Disagree
3. Agree

**Q4: To what extent do you agree with the statement about the Toddler Day Out - 'GREAT FOR THE CAREGIVER'?**

1. Disagree
2. Neither Agree nor Disagree
3. Agree

**Q5: To what extent do you agree with the Statement about the Toddler Day Out - C) 'INFORMATIVE'?**

1. Disagree
2. Neither Agree nor Disagree
3. Agree

**Q6: To what extent do you agree with the statement about the Toddler Day Out - 'ENJOYABLE'?**

1. Disagree
2. Neither Agree nor Disagree
3. Agree

**Q7: To what extent do you agree with the statement about the Toddler Day Out - 'NICE DAY OUT FOR THE FAMILY'?**

1. Disagree
2. Neither Agree nor Disagree
3. Agree

**Q8: Please enter other comments you have on Toddler Day Out (Then press 'Continue')**

**Q9: Did you get any helpful tips or ideas on learning activities for young children?**

1. No
2. A few
3. A lot

**Q10: Did you get any helpful tips or ideas on community services / support available?**

1. No
2. A few
3. A lot

**Q11: Did you get any helpful tips or ideas on ways of helping children grow and develop?**

1. No
2. A few
3. A lot

**Q12: Did you get any helpful tips or ideas on positive parenting skills / tips?**

1. No
2. A few
3. A lot

**Q13: Did you get any helpful tips or ideas on the difference between discipline and punishment?**

1. No
2. A few
3. A lot

**Q14: Please select services and information you feel would be helpful to know more about? (Select all that apply then press 'Continue')**

1. Budgeting & Finance
2. Men's & Women's Support groups
3. Early Childhood Education Info
4. Legal Advice & Rights
5. Support Parenting Strategies & Tips
6. Relationship Info
7. Disability Support
8. Health Living & Stress Management
9. Sole Parent Support
10. Domestic Violence Info
11. Lifeskills & Household Management

**Q15: Please enter other services that you feel could support your family's wellbeing (Then press 'Continue')**

**Q16: May we contact you again? Please select all that apply from the following options below. (Then press 'Continue')**

1. About future events (Go to Q17)
2. To find more out about the day (Go to Q17)
3. To let me know if I have won a prize (Go to Q17)
4. No thanks

**Q17: Please enter your NAME, and contact PHONE NUMBER - then press 'Continue' (All go to Q18)**

**Q18: Please enter your EMAIL address - then press 'Continue'**

**Q19: Please enter the number of people from your family / group here today that are MEN: (Please enter then press 'Continue')**

**Q20: Please enter the number of people from your family / group here today that are WOMEN: (Please enter then press 'Continue')**

**Q21: Please enter the number of people from your family / group here today that are CHILDREN: (please enter then press 'Continue')**

**Q22: What best describes your family?**

1. Parent living with other parent
2. Single Parent Family
3. Parent living with another partner
4. Extended Whanau / Guardian of child

**Q23: Please select the AGE ranges of the children in your family / whanau? (Select all that apply then press 'Continue')**

1. None
2. Under 6 months (Go to Q24)
3. 6 months - 18 months (Go to Q25)
4. 19 months - 3 years (Go to Q26)
5. 3 years - 5 years (Go to Q27)
6. 5 years + (Go to Q28)

**Q24: Please enter the number of children in your family / whanau that are UNDER 6 MONTHS (Then press 'Continue')**

**Q25: Please enter the number of children in your family / whanau that are 6 MONTHS - 18 MONTHS (Then press 'Continue')**

**Q26: Please enter the number of children in your family / whanau that are 19 MONTHS - 3 YEARS (Then press 'Continue')**

**Q27: Please enter the number of children in your family / whanau that are 3 - 5 YEARS (Then press 'Continue')**

**Q28: Please enter the number of children in your family / whanau that are 5 YEARS + (Then press 'Continue')**

**Q29: Do you send your children to any of the following? (Select all that apply then press 'Continue')**

1. Playcentre
2. Kindergarten
3. Kohanga Reo
4. Playgroup
5. A Pacific Centre
6. Private Childcare
7. Other family
8. No (e.g. I care for them myself)
9. Other (Go to Q30)

**Q30: Please specify - then press 'Continue'**

**Q31: 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 Q32)
2. O – Z (Go to Q33)
3. Don't live in Waitakere City

**Q32: 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

**Q33: 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. Waiatarua
12. Waitakere
13. West Harbour
14. Whenuapai
15. Other

**Q34: Please select your ETHNICITY. (Select all that apply then press 'Continue')**

1. NZ European / Pakeha
2. Maori
3. Pasifika (Go to Q34)
4. Asian
5. Other (Go to Q34)

**Q35: Please specify - then press 'Continue'****Q36: 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

**Q37: 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

**Q38: FINISH**