

What Waitakere City Businesses told us

Business Connection ***Survey of businesses (with Tabulations)***

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Waitakere City Council's business consultation.

An opportunity to learn what businesses think about Waitakere City, conducting business in the City and the services the Council provides and supports. This information is used by City businesses, Council, Council management and staff.

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SUMMARY

Promoting sustainable business development is one of the key objectives of Waitakere City Council. Business Connection is Waitakere City Council's two yearly consultation with its business sector. It is an opportunity to learn what businesses think about Waitakere City, conducting business in the City and the services the Council provides and supports.

The 2002 Business Consultation is the fifth. The consultation provides an easy opportunity for businesses to contact Council.

Key results of the 2002 Business Connection survey follow.

1. The Businesses

Types of business

- As in previous years, the replies came from a broad spread of types of Waitakere businesses. Compared to businesses as a whole wholesale/retail businesses were overrepresented and construction under represented. For this report, data was statistically weighted by business type to remove any bias this might give.

Employment

- When looking at the number working in the businesses (full time equivalents), almost two-thirds of businesses have five or less people working in them. This is similar to previous years. Just over half have between 1 and 5 part time employees. Slightly more than a third have no part time employees.
- For a majority of businesses (61%) between 75% and 100% of their workers live in Waitakere City, similar to 2000 (58%) but down from 1998 (71%) and 1997 (68%).
- 27% of businesses perform a quarter or more of their business activities from home (23% in 2000, 17% in 1998 and 16% in 1997).

Customers and suppliers

- As in 2000, main suppliers tend to be located in other parts of Auckland (74%). Main customers tend to be located in Waitakere City (65%), followed by other parts of Auckland (63%). 16% of businesses have main customers overseas (12% in 2000).

Access to other organisations

- Almost two-thirds of businesses state that access to other business organisations is very good or good. Just over three-quarters indicate access to businesses that support their industry is very good or good.

Investment, employment and profitability

- Waitakere City businesses have stated positive investment and employment intentions since 1997. In 2002, almost all businesses expect investment to be maintained (57%) or increase (37%). Similarly, almost all expect employment to be maintained (65%) or increase (33%). Over half (56%) expect profitability to increase. Approximately one third expect it to be the same.

2. Being in Waitakere City

Waitakere City

- General regard for Waitakere City as a place to work (73% Very good/good), to live (70% Very Good/good), and to have a business (61% Very Good/good) is positive, although slightly down on previous years. Henderson Town Centre businesses were most likely to rate Waitakere City positively as place to have a business (71% Very good/good).

Eco City

- 82% of businesses claim that they are supportive or somewhat supportive of Waitakere City's Eco City goals (91% 2000 and 1998, 92% 1997). Support is still high but appears to have decreased compared with previous years.
- 28% say the Eco City direction contributes significantly or somewhat (down from 40% in 1998, but similar to 2000). Approximately half of the businesses (51%) maintain the Eco City direction has no influence on their business.
- Recycling and waste reduction are the most common environmentally sustainable practices (84% of businesses). Recycling, waste reduction / minimisation, toxic substance reduction, energy efficiency measures and water conservation measures are each undertaken by the majority of businesses.

3. Business Locations

- The most frequent locations of businesses responding are:
 - Henderson Town Centre (14%)
 - Lincoln/Central Park Dr (11%)
 - Glendene/Kelston (11%)
 - New Lynn - other (10%)
- Most businesses (86%) regard their present location as good or very good. With regard to particular aspects of their location, the factors most frequently rated very good or good were current business premises (88%), proximity to where I live (87%) and amount of rent or land price (80%). The factors most frequently rated poor or very poor were foot traffic volume (63%), freedom from graffiti (32%) and visibility (32%).
- Just over three-quarters of businesses (78%) are very satisfied or satisfied with access to road and rail networks.
- As in previous years, approximately two-thirds of businesses would prefer to stay in their present location.

4. Businesses and Council

Contact with Council

- The majority of businesses state contacting Council by phone, in person, email or via the website is very good or good. The most positive channel is visiting in person (82% very good or good) and the least positive the website (57% very good or good).
- Approximately a third of businesses rate contact with Council services (i.e. Resource Consents, Building Consents, water supply, sewerage, storm water, roads and footpaths) as good. However, approximately half (in the case of Building Consents and Water) to just under two thirds (Resource Consents and Roding) rate them as fair or poor.
- 53% of businesses find access to information from Council very good (4%) or good (49%).

Internet

- Just over three quarters of the businesses (77%) state they have an email address. Most businesses are satisfied with speed of service (81% very satisfied or satisfied) and affordability (83%).

Council

- Just under half the businesses (47%) state that Council is very supportive (13%) or somewhat supportive (34%). Another third (33%) state Council is neither supportive nor unsupportive. This is down from 2000 but similar to 1998.
- More than half the businesses want Council to do more:
 - Fast decision making (55%)
 - Jobs locally (57%)
 - Strengthened local economy (68%)
 - Business area improvements (51%)
 - Public transport (54%)
- The majority of businesses would like rates (59%) and user charges (61%) to remain the same. 35% want less rates but 26% more user charges. 45% of businesses would like rules and regulations to remain the same, 47% less.

Enterprise Waitakere

- The majority of businesses (70%) reported they had heard of Enterprise Waitakere. This is an increase over previous years.
- 19% of businesses state they have made use of Enterprise Waitakere services.
- With regard to usefulness, just under half of the businesses who answered this question state Enterprise Waitakere usefulness is very good or good. Of those businesses who have used Enterprise Waitakere services, almost three quarters (72%) rate their usefulness as very good or good. Similar to 2000.

INTRODUCTION

This report is the result of a Council commitment to keep in touch with business and a willingness of businesses to take the time to reply. This report is considered by Council, the Senior Management Group, and staff and managers. It will also be available for businesses and others interested on Council's web site, www.waitakere.govt.nz.

The variety of information is considerable, the result of a range of Council and business interests. We recommend looking through carefully to find what is most useful for you, and hope this introduction encourages you to do that.

Background and Objectives

Business Connection is Waitakere City Council's regular consultation with businesses in the City. Promoting sustainable business development is a key objective of Waitakere City Council.

Because Business Connection is a consultation aimed to reach every business in the City, it is an opportunity for businesses to say what they think about business in Waitakere City and the services that Waitakere City Council provides and supports.

"Getting Down to Business", the 2002/3 Business Consultation, is the fifth, developed from a pilot 1996 Business Consultation and the 1997, 1998 and 2000 Consultations. Business Connection provides a simple way for business to contact the Council. It provides feedback from key business sectors, targets issues identified as important to business and Council and quantifies issues identified previously.

Analyses

Business sector analyses are generally undertaken for:

- All Businesses
- 7 Business Type categories:
 - Manufacturing
 - Construction
 - Wholesale and Retail Trade
 - Accommodation, Cafes and Restaurants
 - Property, Business and Financial Services (e.g. real estate agencies, lawyers, computer companies, management & engineering consultants, accountants, financial consultants)
 - Health, Community, Social and Personal Services (for example, medical groups, dentists, counsellors, churches, hairdressers, laundromats)
 - Other (which includes Cultural and Recreational services, Government Administration and Defence, Transport and Storage, Education and Agriculture)

- Business size (as expressed by equivalent full time employees)
- Location within Waitakere City

Uses for the information

Waitakere City Council uses the information to:

- Develop policy and strategy to support sustainable business
- Identify service improvements
- Provide businesses with a chance to contact Council and get information or action
- Help establish planning and budgeting priorities for following years
- Monitor performance and report results in Council's Annual Report

Information requirements provided

Information requirements provided for Council by this study are:

- Assessing what Waitakere City is like to have a business in, to do business in and to live in.
- Assessing investment and employment intentions.
- Gauging attitudes to current locations for conducting business and assessing factors affecting the conduct of business in the various locations, particularly those Council can influence.
- Investigating business use of the internet.
- The level of awareness and support for Eco City goals.
- Investigating the extent of linkages between the businesses, their suppliers and their markets within Waitakere City and external to it.
- Assessing the level of support Council is perceived to give to business in the City.
- For those having had direct contact with Council, their assessment of the performance of those services used.
- Assessing the level of participation in environmentally sustainable business practices.
- Assessing awareness of Enterprise Waitakere and its activities and, for those having used their services, their rating of usefulness.

Method and Sample

This mail survey, using a self-completion questionnaire (see Appendix C) was sent to businesses in early November 2002. The survey was delivered to all 6,024 postal addresses in Waitakere City identified by New Zealand Post as business addresses. Replies were accepted to mid January 2002. 407 surveys were returned by businesses (four via the internet).

New Zealand Post's distribution was based on a single delivery to all business mailing addresses. Statistics New Zealand 2002 figures for Business Locations, indicate 10,962 ESE's (Economically Significant Enterprises, >\$30,000 GST expenses or sales or in a GST exempt industry). This is nearly twice the number of businesses in known commercial data bases. The difference may be partly due to single addresses associated with owners of multiple G.S.T. registered companies.

Businesses surveyed in the business survey are trading companies, all size ranges and all sectors of the economy, and non profit organizations such as schools and churches.

Data entry was performed by an independent company, Complete Data Services New Zealand Limited. The data was independently checked in-house using analysis software that detects discrepancies from expected ranges of values and format. Service Development then undertook analysis and commentary.

When looking at the results bear in mind that:

- Results are generally based on those who answered a question thus the base number will vary.
- In some cases columns will not add up to 100% due to rounding discrepancies.
- Trend data has been provided where questions have been repeated from previous surveys.
- Results this time have been weighted by business type whereas comparison data is unweighted.
- When looking at cross tabulations care must be taken if the base numbers are low (i.e. less than 30).

Explanation of the weighting procedure is in Appendix B. The questionnaire is in Appendix C.

MAIN FINDINGS

1. THE BUSINESSES

1.1 What they do

1 a) *What are the main activities carried out by your business?*

As in previous years, the replies came from a broad spread of types of Waitakere businesses. Compared to businesses as a whole wholesale/retail businesses were overrepresented and construction underrepresented. For this survey data was statistically weighted by businesses type to remove any bias this might give.

Main business activity	Sample: gave activity			
	2002 (334) % Weighted	2002 (334) % Unweighted	2000 (690) % Unweighted	1998 (612) % Unweighted
Manufacturing	10	14	16	20
Construction	21	5	10	7
Wholesale/retail	20	37	34	35
Accommodation/cafes/restaurants ¹	2	5	3	
Property/business/financial services	29	17	18	11
Health/community/social/personal services	8	12	11	21
Other (see page Error! Bookmark not defined. for a description)	11	10	11	5

Tabulations for this question begin on page **Error! Bookmark not defined.**

¹ In 1998 Wholesale/retail and Accommodation/cafes/restaurants were combined

1.2 Their size

- 1 b) How many people, including yourself, work **full time** (i.e. 30 hours or more a week) in your firm/organisation?
- 1 c) How many people, including yourself, work **part time** (i.e. less than 30 hours a week) in your firm/organisation?

Almost two-thirds (63%) of businesses employ between one and five people full time. Just over half (56%) have between 1 and 5 part time employees. Slightly more than a third (36%) have no part time employees.

Sample: Answered question
% Weighted

Number of people	2002	
	Full time (397)	Part time (378)
None	4	36
1	17	26
2	23	17
3-5	23	13
6-9	14	4
10-20	10	3
21-49	7	1
50-99	2	1
100+	1	1

* Note: rounding discrepancy

Tabulations for this question begin on page **Error! Bookmark not defined..**

When looking at full time equivalents, almost two-thirds (63%) of businesses have five or less people working in them. This is similar to previous years.

Number of FTE's working in the business					
Sample: Answered question					
Number of people	2002 ²	2000		1998	
	(398) % Weighted	Number of people	(713) % Unweighted	Number of people	(578) % Unweighted
None	1 ³				
1	10	1	12		
2	24	2	19	1-2	32
3-5	28	3-5	31	3-5	29
6-9 *	17	6-10	19		
10-20 *	10	11-20	10	6-20	25
21-49	7	21-49	6	21-49	10
50-99	3	50-99	3	50-99	1
100+	1	100+	2	100+	2

* Note: scale changed to match Statistics New Zealand

² In 2000 and 1998 businesses were asked to indicate the number of FTE's. In 2002 FTE equals the sum of the full-time employees and working proprietors plus half the part time employees and working proprietors.

³ This was a voluntary organisation with no paid employees

1.3 Employment of Waitakere City residents

1 d) *Approximately what percentage of the people who work in your firm or branch, including yourself, live in Waitakere City?*

For a majority of businesses (61%⁴) between 75% and 100% of their workers live in Waitakere City, similar to 2000 (58%) but down from 1998 (71%) and 1997 (68%).

Percent of employees living in Waitakere City

	Sample: Answered question ⁵			
	2002 (406) %	2000 (710) %	1998 (500) %	1997 (480) %
	Weighted	Unweighted	Unweighted	Unweighted
None	4	5	2	5
Under 25%	12	11	3	4
25%-49%	8	7	5	5
50%-74%	15	19	19	18
75%-100%	61	58	71	68

Businesses *more* likely to have Waitakere City residents working in them:

- Health, Community, Social or Personal service businesses (70% compared with 61% overall)
- Located in Henderson Town Centre (69%)
- Wholesalers or retailers (66%)

Businesses *less* likely to have Waitakere City residents working in them:

- Employ 10-49 FTE people (53% have 75-100% employees who live in Waitakere compared with 61% overall)
- Are located in:
 - New Lynn - other (39%)
 - Glendene/Kelston (54%)
 - Lincoln/Central Park Dr (55%)

See tabulations which commence on page **Error! Bookmark not defined..**

⁴ 64% unweighted

⁵ In 2002 the wording changed slightly. Previous it was "Approximately what percentage of the people, including yourself, who work in your firm live in Waitakere City?"

1.4 Home businesses

4) *The Council encourages some business activities to be conducted from people's homes. How much of your business activities are performed from a home address?*

27%⁶ of businesses perform a quarter or more of their business activities from home (23% in 2000, 17% in 1998 and 16% in 1997).

Business activities performed from home

	Sample: Answered question			
	2002 (387) % Weighted	2000 (707) % Unweighted	1988 (604) % Unweighted	1997 (516) % Unweighted
None at all	38	45	55	56
Under 25%	35	33	28	28
25% - 74%	14	8	7	5
75% - 99%	3	4	3	11 ⁷
100%	10	11	7	

Businesses who perform activities from home are more likely to be Property, Business or Financial service businesses. 45% state they perform between 25% and 100% of their business activities from home compared with 27% overall.

They are also more likely to be smaller (0-5 FTE people 39%) and located in areas such as Titirangi, Te Atatu Peninsula/Te Atatu South and Massey/Westgate.⁸

Businesses more likely **not** to perform business activities from home are:

- Manufacturers (53% none at all compared with 38% overall)
- Wholesalers or retailers (42%)
- Those who employ more than 5 FTE people (6-9 44%, 10-49 55%)
- Located in:
 - Lincoln/Central Park Dr (57%)
 - Henderson Town Centre (53%)
 - Glendene/Kelston (46%)

Tabulations begin on page **Error! Bookmark not defined..**

⁶ 22% unweighted

⁷ 75% - 100%

⁸ Indicative of location only as base numbers are low

1.5 Location of main suppliers

6 a) *Where are your main suppliers located?*

As in 2000, suppliers tend to be located in other parts of Auckland (74%⁹).

Main suppliers located ¹⁰	Sample: Gave location	
	2002 (398) % Weighted	2000 (691) % Unweighted
In Waitakere City	49	41
In other parts of Auckland	74	72
In other parts of New Zealand	25	22
Overseas	19	18

Businesses more likely to have their main suppliers located in Waitakere City are those employing 6-9 FTE people (57% compared with 49% overall) and located in Lincoln/Central Park Dr (56%).

See page **Error! Bookmark not defined.** for tabulations.

⁹ 71% unweighted

¹⁰ Businesses were able to tick more than one option

1.6 Location of Main Customers

6 b) *Where are your main customers (buyers of your goods or services) located?*

Main customers tend to be located in Waitakere City (65%¹¹), followed by other parts of Auckland (63%¹²). 16% of businesses have main customers overseas (12% in 2000).

Main customers located ¹³	Sample: Gave location	
	2002 (399) % Weighted	2000 ¹⁴ (710) % Unweighted
In Waitakere City	65	68
In other parts of Auckland	63	61
In other parts of New Zealand	27	29
Overseas	16	12

Wholesalers or retailers and Health, Community, Social and Personal service businesses are more likely to have their main customers located within Waitakere City.

Manufacturers and Property, Business and Financial service businesses are more likely to have customers outside of Waitakere City.

See tabulations beginning on page **Error! Bookmark not defined.** for further details.

¹¹ 72% unweighted

¹² 57% unweighted

¹³ Businesses were able to tick more than one option

¹⁴ The wording of this question has changed slightly. In 2000 it was "Where are the main buyers or customers of your output located?"

1.7 Links within the business world

7 a) Please rate Waitakere City as a place where you have access to other business organisations, such as industry associations and technical institutes?

64% of businesses (almost two-thirds) state that access to other business organisations is very good or good.¹⁵

Access to other business organisations	Sample: Answered question 2002 (376) % Weighted	
Very good	8	ý 64
Good	56	
Poor	30	ý 36
Very poor	5	

Note: rounding discrepancy

Businesses more likely to be positive about access to other business organisations:

- Are located in:
 - Lincoln/Central Park Dr (72% very good/good compared with 64% overall)
 - New Lynn – other (80%)
- Employ more FTE people (10-49 70% compared to 64% overall)

Businesses less likely to be positive about access to other business organisations:

- Property, Business or Financial service businesses (55% very good/good compared with 64% overall)
- Located in:
 - Henderson Valley (55%)
 - Glendene/Kelston (51%)

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¹⁵ 66% unweighted

7 b) *How good is your access to businesses and other organisations that support your industry?*

77% (just over three-quarters) indicate access to businesses that support their industry is very good or good.¹⁶

Access to businesses that support your industry	Sample: Answered question 2002 (380) % Weighted	
Very good	12	ý 77
Good	65	
Poor	19	ý 23
Very poor	4	

Businesses more likely to be positive about access to businesses that support their industry are located in Lincoln/Central Park Dr (83% very good/good compared with 77% overall) and employ more people (6-9 FTEs 82%, 10-49 FTEs 89%).

Businesses less likely to be positive are Manufacturers (68% very good/good compared with 77% overall) and Property, Business or Financial service businesses (67%).

¹⁶ 75% unweighted

1.8 Investment, employment and profitability expectations

1 e) With respect to your business, looking at the next 12 months, do you expect the following to increase, remain the same, or decrease?
 Investment in building, plant & equipment
 Employment
 Profitability

Waitakere City businesses have stated positive investment and employment intentions since 1997.

Investment in building, plant & equipment

In 2002, almost all businesses expect investment to be maintained (57%¹⁷) or increase (37%¹⁸).

Expect investment in building/plant/equipment in next 12 months to				
	Sample: Answered question			
	2002 (382) % Weighted	2000 (679) % Unweighted	1998 (597) % Unweighted	1997 (510) % Unweighted
Increase	37	30	31	39
Same	57	64	59	53
Decrease	6	6	10	8

Businesses that expect investment to remain the same are more likely to:

- Employ 6-9 FTE people (66% compared with 57% overall)
- Wholesalers or retailers (65%)
- Property, Business or Financial service businesses (64%)
- Located in:
 - Henderson Town Centre (65%)
 - New Lynn – other (65%)

Businesses that expect investment to increase are more likely to be Health, Community, Social or Personal service businesses (45% compared with 37% overall) and Manufacturers (42%).

Businesses that expect investment to decrease are more likely to employ 10-49 FTE people (15% compared with 6% overall) and/or be located in Lincoln/Central Park Dr (17%).

¹⁷ 58% unweighted

¹⁸ 37% unweighted

Employment

Almost all expect employment to be maintained (65%¹⁹) or increase (33%²⁰).

Expect employment in next 12 months to	Sample: Answered question			
	2002 (399) % Weighted	2000 (713) % Unweighted	1998 (596) % Unweighted	1997 (506) % Unweighted
Increase	33	28	23	30
Same	65	67	66	59
Decrease	3	5	11	11

Businesses that expect employment to remain the same are more likely to be Health, Community, Social or Personal service businesses (73% compared with 65% overall) and/or located in New Lynn - other (77%).

Businesses that expect employment to increase are more likely to be:

- Property, Business or Financial service businesses (41% compared with 33% overall)
- Employ 10-49 FTE people (40%)
- Located in Lincoln/Central Park Dr (39%)

Profitability

With regard to profitability, over half (56%) expect profitability to increase. Approximately one third (36%) expect it to be the same.

Expect profitability in next 12 months to	Sample: Answered question (382) % Weighted
Increase	56
Remain the same	36
Decrease	8

Businesses that expect profitability to remain the same are more likely to be:

- Health, Community, Social, Personal service businesses (48% compared with 36% overall)
- Employers of 6-9 FTE people (51%)
- Located in New Lynn - other (48%)

Businesses that expect profitability to decrease are more likely to be Wholesalers or retailers (15% compared with 8% overall).

See page **Error! Bookmark not defined.** for start of tabulations.

¹⁹ 63% unweighted

²⁰ 34% unweighted

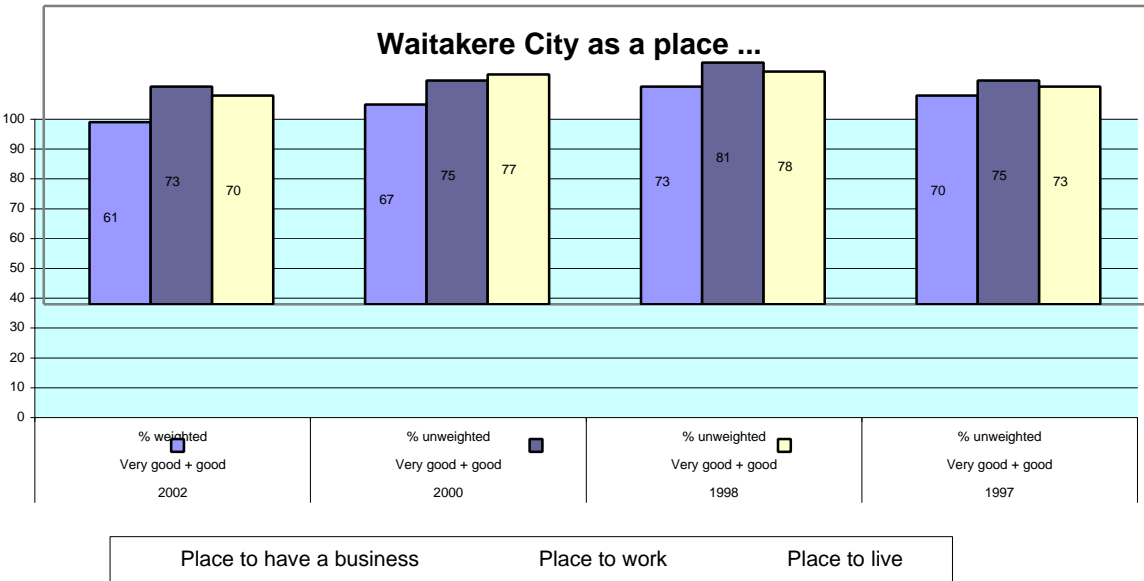
2. BEING IN WAITAKERE CITY

2.1 Waitakere City as a place

2) Overall, how do you find Waitakere City as...
 A place to have a business
 A place to work
 A place to live

General regard for Waitakere City as a place to work (73% Very good/good), to live (70% Very Good/good), and to have a business (61% Very Good/good) is positive, although slightly down on previous years.

2002 Waitakere City as a ...	Sample: Rated place		
	% Weighted ²¹ place to have a business (396)	place to work (393)	place to live (373)
Very good	15	18	29
Good	46	55	41
Fair	26	23	21
Poor	13	4	9
Very good/good	61	73	70



²¹ Little difference between weighted and unweighted results

Business locations in Waitakere City as places to have a business, live and work.

Henderson Town Centre businesses were most likely to rate Waitakere City positively as place to have a business (71% Very good/good).

	2002 % Weighted	
	<i>Highest</i> total positive (very good/good):	<i>Lowest</i> total positive (very good/good)
Waitakere City as a place to have a business (61% overall)	➤ Henderson Town Centre (71%)	➤ Henderson Valley (41%)
Waitakere City as a place to work (73% overall)	➤ New Lynn Other (79%)	➤ Henderson Valley (55%)
Waitakere City as a place to live (70% overall)	➤ New Lynn - other (76%)	➤ Henderson Valley (54%)

Tabulations commence on page **Error! Bookmark not defined..**

2.2 Eco City and business

Supportiveness of Eco City goals

8 a) Are you supportive of the Council's Eco City goals?

82%²² of businesses claim that they are supportive or somewhat supportive of Waitakere City Council's Eco City goals (91% 2000 and 1998, 92% 1997). While still high, support appears to have decreased compared with previous years.

Supportive of WCC's Eco City goals	Sample: Answered question			
	2002 (399) %	2000 (626) %	1998 (561) %	1997 (473) %
	Weighted	Unweighted	Unweighted	Unweighted
Yes	46	44	46	47
Somewhat	36	47	45	45
No	10	9	9	9
Not aware of the goals ²³	8			

Businesses *more* likely to be supportive of Waitakere City Council's Eco City goals are:

- Health, Community, Social, Personal service businesses (56% compared with 46% 'yes' overall)
- Employ 10-49 FTE people (59%)
- Located in New Lynn – other (57%)

Businesses *less* likely to be supportive of Waitakere City Council's Eco City goals are:

- Property, Business or Financial service businesses (37% compared with 46% 'yes' overall)
- Employ 6-9 FTE people (32%)

In 2002 only 8% of businesses claimed they were not aware of Waitakere City Council's Eco City goals. This is less than in 2000 when 22% of businesses claimed they were not aware. It should be noted, however, that in 2000 awareness was a separate question.

²² 82% unweighted

²³ In previous years awareness was a separate question

Contribution of Eco City direction to businesses

8 b) *What effect do you think the Eco City direction adopted by Council has on your business?*

27%²⁴ say the Eco City direction contributes significantly or somewhat (down from 40% in 1998, but similar to 2000). Approximately half of the businesses (51%²⁵) maintain the Eco City direction has no influence on their business.

Effect of Eco City on business	Sample: Answered question			Total sample
	2002 (387) % Weighted	2000 (666) % Unweighted	1998 (591) % Unweighted	1997 (522) % Unweighted
It contributes significantly	8	6	7	5
It contributes somewhat	19	23	33	21
It has no influence	51	48	44	47
It detracts somewhat	6	4	6	4
It detracts significantly	5	3	2	3
No opinion	11	16	8	21 ²⁶
It contributes significantly/ somewhat	28*	29	40	26
It detracts somewhat/significantly	11	7	8	7

* rounding discrepancy

Eco City contributes significantly/somewhat

Businesses are *more* likely to say Eco City contributes significantly or somewhat if they are:

- Manufacturers (45% compared with 28% overall)
- Health, Community, Social or Personal service businesses (43%)
- Located in Henderson Town Centre (37%)

Eco City detracts somewhat/significantly

Businesses are *more* likely to say Eco City detracts somewhat or significantly if they are located in Henderson Valley (29% compared with 11% overall) or Lincoln/Central Park Dr (16%).

Eco City has no influence

Businesses located in Glendene/Kelston and New Lynn (other) are more likely to state Eco City has no influence (69% and 58% respectively compared with 51% overall).

²⁴ 32% unweighted

²⁵ 46% unweighted

²⁶ Includes those who did not answer the question

Participation in environmentally sustainable practices

8 c) *Does your business undertake any of the following practices?*

Recycling and waste reduction are the most common environmentally sustainable practices (both 84% of businesses). Recycling, waste reduction / minimisation, toxic substance reduction, energy efficiency measures and water conservation measures are each undertaken by the majority of businesses.

Undertakes the following practices ...	Sample: Answered question 2002		
	% Weighted		n
	Yes	No	
Recycling	84	17	381
Waste reduction/minimisation	84	17	352
Toxic substance reduction	58	42	250
Energy efficiency measures	71	29	331
Water conservation measures	64	36	325

The following table indicates the type of businesses more and less likely to undertake environmentally sustainable practices. From this it appears that larger organisations (10-49 FTE people) and Manufacturers may be more likely to undertake environmentally sustainable practices.

However, Wholesalers, Retailers, Property, Business or Financial service businesses and those in Henderson Town Centre appear less likely.

	More likely to undertake practices	Less likely to undertake practices
Recycling	<ul style="list-style-type: none"> ➤ 10-49 FTE people (90% indicated yes compared with 84% overall) 	<ul style="list-style-type: none"> ➤ Henderson Town Centre (77% indicated yes) ➤ Henderson Valley (72%)
Waste reduction/minimisation	<ul style="list-style-type: none"> ➤ Manufacturers (92% compared with 84% overall) ➤ 10-49 FTE people (94%) 	<ul style="list-style-type: none"> ➤ Wholesale/retail (77%) ➤ Property, Business, Financial (78%) ➤ 6-9 FTE people (78%) ➤ Located in Henderson Town Centre (74%)
Toxic substance reduction	<ul style="list-style-type: none"> ➤ Manufacturers (77% compared with 58% overall) ➤ Health, Community, Social, Personal (82%) ➤ 6-9 FTE people (78%) ➤ 10-49 FTE people (71%) ➤ Lincoln/Central Park Dr (67%) 	<ul style="list-style-type: none"> ➤ Wholesale/retail (53%) ➤ Property, Business, Financial (41%) ➤ 0-5 FTE people (47%) ➤ Henderson Town Centre (38%)
Energy efficiency measurers	<ul style="list-style-type: none"> ➤ Manufacturers (86% compared with 71% overall) ➤ 6-9 FTE people (84%) ➤ 10-49 FTE people (77%) ➤ Located in New Lynn - other (82%) 	<ul style="list-style-type: none"> ➤ Wholesale/Retail (66%) ➤ Property, Business, Financial (63%) ➤ 0-5 FTE people (64%) ➤ Located in Henderson Town Centre (65%) and Glendene/Kelston (57%)
Water conservation measures	<ul style="list-style-type: none"> ➤ Manufacturers (74% compared with 64% overall) ➤ 6-9 FTE people (73%) ➤ 10-49 FTE people (73%) ➤ Located in Lincoln/Central Park Dr (72%) and New Lynn – other (74%) 	<ul style="list-style-type: none"> ➤ Property, Business, Financial (52%) ➤ Located in Henderson Town Centre (51%) and Glendene/Kelston (44%)

Tabulations re Eco City and Business commence on page **Error! Bookmark not defined..**

8 d) *Examples and comments (if any)?*

Almost half of the businesses (49%) that answered this question gave examples of recycling/waste reduction practices. Other examples were given (at lower levels of mention) of toxic substance reduction, energy efficiency measures and water conservation measures.

13% indicated that Council should do more to help with recycling such as providing recycling bins.

Tabulations for this question begin on page **Error! Bookmark not defined.** with examples of comments beginning on page **Error! Bookmark not defined..**

3. BUSINESS LOCATIONS

3.1 Where they are located

3 a) *Where is your business located?*

The most frequently represented locations of businesses are:

- Henderson Town Centre (14%²⁷)
- Lincoln/Central Park Dr (11%²⁸)
- Glendene/Kelston (11%²⁹)
- New Lynn - other (10%³⁰)

Business Location	Sample: Gave location	
	2002 (407) % Weighted	2000 (718) % Unweighted
Glen Eden	7	7
Glendene/Kelston	11	6
Henderson Town Centre	14	15
Henderson Valley	9	6
Lincoln/Central Park Dr	11	14
Massey/Westgate	6	5
New Lynn Town Centre	6	20
New Lynn (other)	10	
Swanson/Ranui	3	5
Te Atatu Peninsula and South	8	9
Titirangi	7	6
Other (see page Error! Bookmark not defined. for a description)	10	7

See page **Error! Bookmark not defined.** for tabulations.

²⁷ 17% unweighted

²⁸ 12% unweighted

²⁹ 9% unweighted

³⁰ 11% unweighted

3.2 What they think of their location

3 b) How do you regard your present location as a place to do business?

Most businesses (86%³¹) regard their present location as good or very good.

Present location is	Sample: Rated location			
	2002 (392) % Weighted	2000 (700) % Unweighted	1998 (583) % Unweighted	1997 (517) % Unweighted
Very good	24	25	25	27
Good	62	63	60	59
Poor	12	10	13	11
Very poor	2	3	2	3
Very good/good	86	88	85	86
Poor/very poor	14	12	15	14

Positive regard is *highest* for:

- Lincoln/Central Park Dr (93% very good or good compared with 86% overall)
- New Lynn – other (92%)

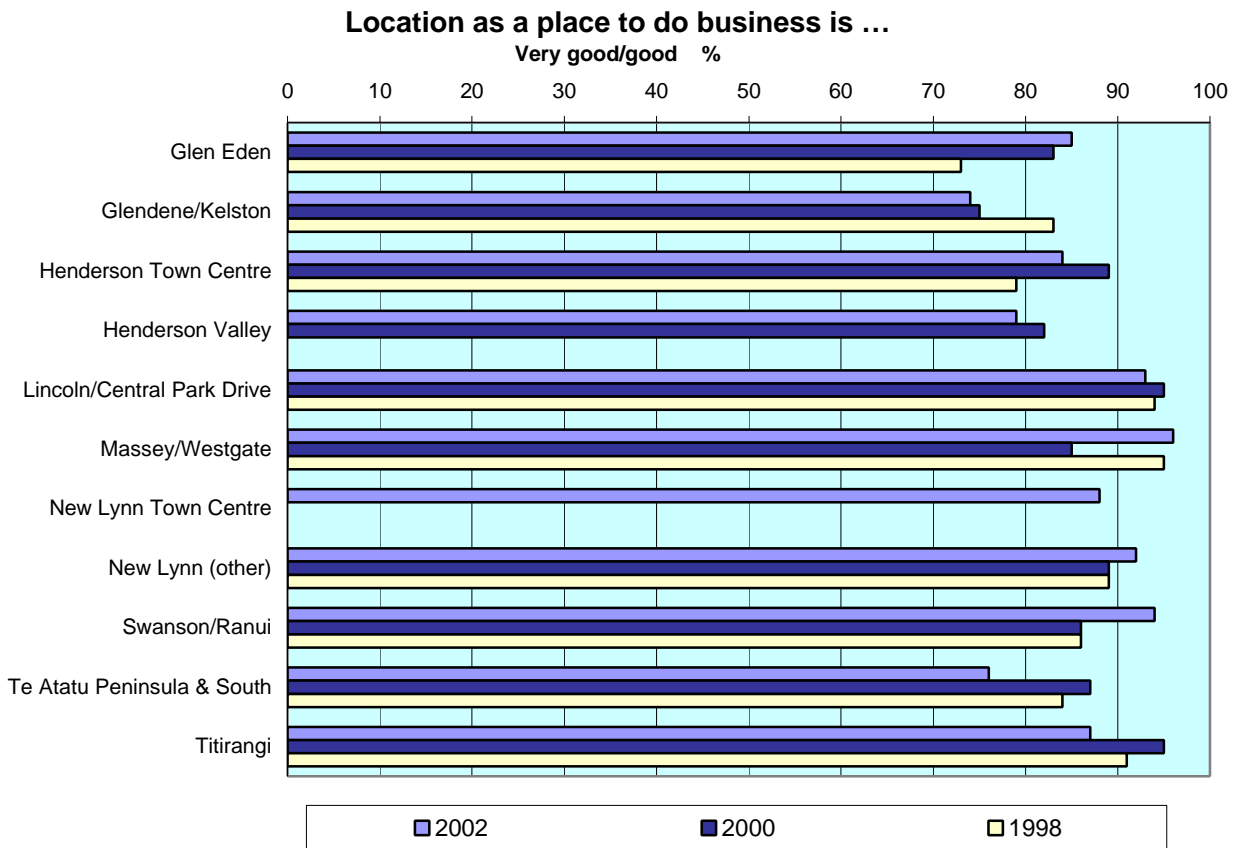
Positive regard is *lowest* for:

- Glendene/Kelston (74% very good or good)
- Henderson Valley (79%)

See page **Error! Bookmark not defined.** for tabulations

³¹ 86% unweighted

The following table shows how businesses rate their own business location.



Note that because of low base numbers of replies for some locations results in the chart above should be treated with caution.

3 c) Please tick how you rate the following factors for your business location (very good to very poor). If a factor is very important to your business, please tick the very important box also.

The following factors were the ones most frequently rated very good or good:³²

- Current business premises (88%)
- Proximity to where I live (87%)
- Amount of rent or land price (80%)

The following factors were the ones most frequently rated poor or very poor:

- Foot traffic volume (63%)
- Freedom from graffiti (32%)
- Visibility (32%)

³² Note that these ratings of the factors are ratings of their presence or absence not the importance of that factor.

The following ratings of factors for business location are in order of importance.

Ratings of factors for business location	2002 % Weighted		
	Very Important	Very good/ good	Poor/ Very poor
Visibility	22	68	32
Parking availability	21	73	27
Access to motorway or main road³³	19	75	25
Freedom from graffiti³⁴	18	68	32
Vehicle traffic volume	18	71	29
Pleasantness of surroundings	17	74	26
Proximity to where I live	16	87	13
Amount of rent or land price	15	80	20
Current business premises	12	88	12
Foot traffic volume³⁵	10	37	63

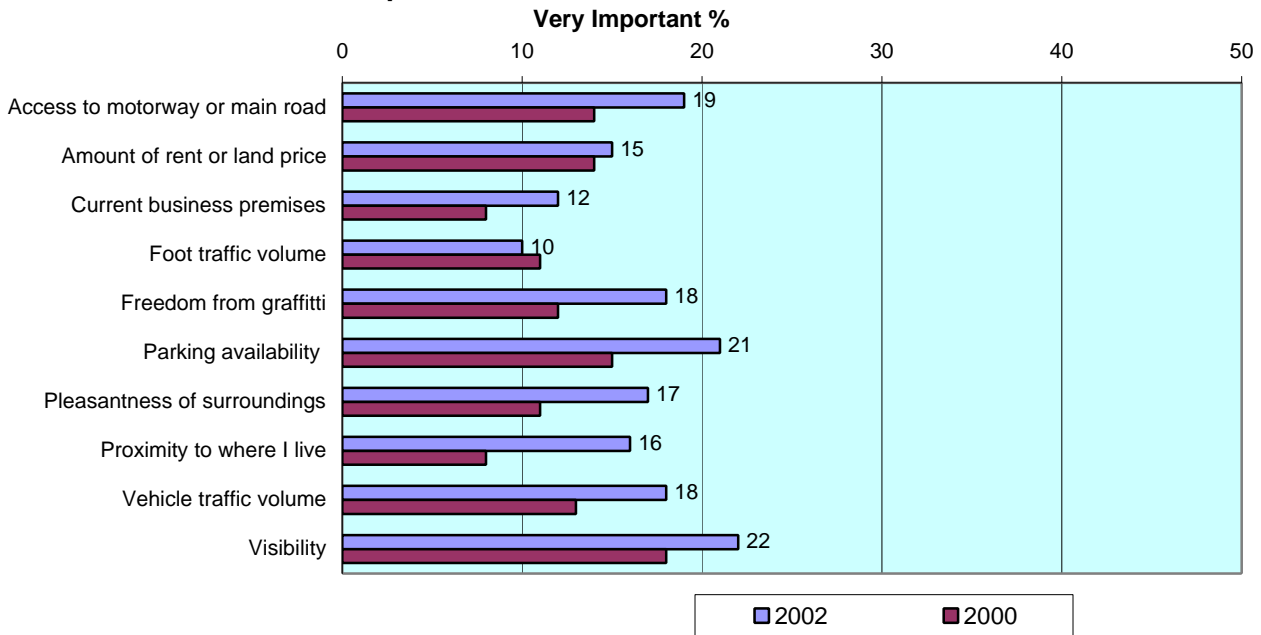
See:
page **Error! Bookmark not defined.** for tabulations showing the ratings of the various factors
page **Error! Bookmark not defined.** for those showing the importance of the factors to businesses.

³³ In 1998 the phrase used was 'closeness to motorway or main road'

³⁴ In 1998 the phrase used was 'lack of graffiti'

³⁵ In 2000 'traffic volume' was split into 'foot traffic volume' and 'vehicle traffic volume'

Importance of business location factors



Factors for different business locations

Businesses rating of factors differs depending on their location, as shown in the following table.

Henderson Town Centre	Positive regard "Good"/"Very good" (ratings >75%) % Weighted	Negative regard "Poor"/"Very poor" (ratings >25%) % Weighted	Very Important rating % Weighted
	Vehicle traffic volume (79%)	Foot traffic volume (47%)	Visibility (26%)
	Proximity to where I live (86%)	Amount of rent or land price (30%)	Parking availability (32%)
	Current business premises (80%)	Pleasantness of surroundings (33%)	Access to motorway or main road (6%)
	Access to motorway or main road (79%)	Freedom from graffiti (44%)	Freedom from graffiti (18%)
		Availability of parking (31%)	Vehicle traffic volume (21%)
			Pleasantness of surroundings (20%)
			Proximity to where I live (18%)
			Amount of rent or land price (20%)
			Current business premises (14%)
			Foot traffic volume (22%)

Henderson Town Centre key issues (Importance and regard rating): graffiti and parking

Henderson Valley	Positive regard (ratings >75%) "Good"/"Very good" % Weighted	Negative regard (ratings >25%) "Poor"/"Very poor" % Weighted	Very Important rating % Weighted
	Proximity to where I live (77%)	Visibility (52%)	Visibility (18%)
	Amount of rent or land price (91%)	Vehicle traffic volume (34%)	Parking availability (20%)
	Current business premises (88%)	Foot traffic volume (74%)	Access to motorway or main road (12%)
		Pleasantness of surroundings (36%)	Freedom from graffiti (20%)
		Freedom from graffiti (38%)	Vehicle traffic volume (10%)
		Availability of parking (27%)	Pleasantness of surroundings (5%)
		Access to motorway or main road (41%)	Proximity to where I live (5%)
			Amount of rent or land price (11%)
			Current business premises (11%)
			Foot traffic volume (5%)

Henderson Valley key Issues: graffiti and parking

New Lynn (Centre and Other)	Positive regard (ratings >75%) "Good"/"Very good" % Weighted	Negative regard (ratings >25%) "Poor"/"Very poor" % Weighted	Very Important rating % Weighted
	Visibility (83%)	Foot traffic volume (61%)	Visibility (25%)
	Vehicle traffic volume (79%)	Pleasantness of surroundings is (38%)	Parking availability (30%)
	Proximity to where I live (91%)	Freedom from graffiti (33%)	Access to motorway or main road (23%)
	Amount of rent or land price (82%)	Availability of parking (33%)	Freedom from graffiti (15%)
	Current business premises (92%)		Vehicle traffic volume (18%)
	Access to motorway or main road (82%)		Pleasantness of surroundings (16%)
			Proximity to where I live (10%)
			Amount of rent or land price (21%)
			Current business premises (13%)
			Foot traffic volume (13%)

In New Lynn key positives are visibility and rent / land price
A key issue is parking

Lincoln/ Central Park Drive	Positive regard (ratings >75%) "Good"/"Very good" % Weighted	Negative regard (ratings >25%) "Poor"/"Very poor" % Weighted	Very Important rating % Weighted
	Proximity to where I live (77%)	Vehicle traffic volume (32%)	Visibility (30%)
	Current business premises (87%)	Foot traffic volume (73%)	Parking availability (17%)
	Availability of parking (76%)	Amount of rent or land price (29%)	Access to motorway or main road (36%)
	Access to motorway or main road (84%)	Pleasantness of surroundings (27%)	Freedom from graffiti (22%)
		Freedom from graffiti (38%)	Vehicle traffic volume (39%)
			Pleasantness of surroundings (15%)
			Proximity to where I live (21%)
			Amount of rent or land price (19%)
			Current business premises (15%)
			Foot traffic volume (5%)

In Lincoln / Central Park Drive a key positive is access to motorway and main road.
Key issues are vehicle traffic and graffiti.

3.3 Access to road and rail networks

3 d) How satisfied is your business with access to road and rail networks?

Just over three-quarters of businesses (78%³⁶) are very satisfied or satisfied with access to road and rail networks.

Access to road and rail networks	Sample: Answered question (392) % Weighted	
Very satisfied	12	ý 78
Satisfied	67	
Dissatisfied	19	ý 22
Very dissatisfied	3	

Note: rounding discrepancy

Satisfaction with access to road and rail networks is *highest* for:

- Organisations with 6-9 FTE people (91% very satisfied or satisfied compared with 78% overall)
- Wholesalers or retailers (87%)
- Manufacturers (84%)
- Located in:
 - Henderson Town Centre (89%)
 - New Lynn – other (94%)

Satisfaction is *lowest* for:

- Property, Business or Financial service businesses (72% very satisfied or satisfied)
- Located in:
 - Lincoln/Central Park Dr (70%)
 - Henderson Valley (64%)

Tabulations begin on page **Error! Bookmark not defined..**

³⁶ 82% unweighted

3.4 Would they like to relocate

3 e) Regarding your present location, if you had the opportunity, would you ...
 Prefer to stay where you are?
 Like to relocate within Waitakere City?
 Like to relocate outside Waitakere City?
 For the option chosen please comment on reasons

As in previous years, approximately two-thirds of businesses would prefer to stay in their present location.

Regarding present location would... ³⁷	Sample: Answered question			
	2002 (386) % Weighted	2000 (703) % Unweighted	1998 (601) % Unweighted	1997 (501) % Unweighted
Prefer to stay where I am	69 ³⁸	69	65	68
Like to relocate within Waitakere City	15 ³⁹	18	11	15
Like to relocate outside Waitakere City	17 ⁴⁰	13	9	10

Staying in present location

The majority (69%) of businesses would prefer to stay in their present location.

This is *highest* for businesses:

- Employing more FTE people (6-9 78%, 10-49 88% compared with 69% overall)
- Located in New Lynn – other (79%)

This is *lowest* for:

- Property, Business or Financial service businesses (61% compared with 69% overall)
- Wholesalers or retailers (63%)
- Health, Community, Social or Personal service businesses (63%)
- 0-5 FTE people (61%)
- Located in:
 - Henderson Valley (54%)
 - Henderson Town Centre (60%)
 - Massey/Westgate (61%)
 - Glendene/Kelston (63%)

The main reasons given for staying in their present location was ‘good location/convenient’ (15%). Other reasons were given but at lower levels of mention (under 10%).

³⁷ Questions asked in 1998 and 1997 were phrased slightly differently

³⁸ 66% unweighted

³⁹ 19% unweighted

⁴⁰ 15% unweighted

Relocating within Waitakere City

Businesses considering relocating within Waitakere City are *more* likely to be:

- Health, Community, Social or Personal service businesses (34% compared with 15% overall)
- Wholesalers or retailers (25%)
- Located in Henderson Town Centre (25%)

Larger businesses and those located in Lincoln/Central Park Dr are less likely to be considering relocating.

Various reasons were given for relocating within Waitakere City such as needing larger premises (7%) and proximity to roads or the water (5%).

Relocating outside Waitakere City

Businesses considering relocating outside Waitakere City are *more* likely to be located in Henderson Valley (36% compared with 17% overall).

Businesses less likely to be considering relocation outside Waitakere City are larger (10-49 FTE people) and located in New Lynn – other.

Reasons for relocation outside Waitakere City included less travelling/closer to other businesses and/or clients (9%) and high rates (9%).

Tabulations begin on page **Error! Bookmark not defined..**

4. BUSINESSES AND COUNCIL

4.1 Contact with Council

11 a) *If you have contacted Council by any of the following methods in the last 12 months please rate how they performed.*

The majority of businesses state contacting Council by phone, in person, email or via the website is very good or good. The most positive channel is visiting in person (82%⁴¹ very good or good) and the least positive the website (57%⁴² very good or good).

In the majority of cases further action was not required.

Contact with Council	Sample: Gave Rating % Weighted					Number who gave rating
	Very good/good	Very good	Good	Fair	Poor	
Phoned Customer Services Customer Services response was	68	29	39	23	9	263
Further action required by Council	Yes 46%		No 54%			
Saw Counter or cashier staff Counter or cashier staff response was	82	35	47	16	2	166
Further action required by Council	Yes 27%		No 73%			
Sent e-mail to Council Speed of initial response was	78	26	52	13	9	38
Content of initial response was	80	25	56	15	5	33
Further action required by Council	Yes 36%		No 64%			
Visited Council website Finding the information you want	57	16	41	33	10	57
Followed up with Council after visiting website	Yes phone 35%	Yes email 12%	Yes other 4%	No 54%		56

⁴¹ 81% unweighted

⁴² 58% unweighted

See page **Error! Bookmark not defined.** for tabulations.

11 b) *If you contacted the Council in the last 12 months please rate how well Council performed overall for your issue(s).*

This section covers Council services associated with businesses overall views of Council. Approximately a third of businesses rate these services as good. However, approximately half (in the case of Building Consent and Water) to just under two thirds (Resource Consent and Roothing) rate them as fair or poor.

Performance of Council services	Sample: Gave Rating % Weighted					Number who gave rating
	Very good/ good	Very good	Good	Fair	Poor	
Resource Consent (i.e. Planning)	38⁴³	8	30	22	40	97
Building Consent	46⁴⁴	14	32	20	35	94
Water supply, sewerage, storm water	49⁴⁵	13	36	23	28	104
Roads, footpaths	40⁴⁶	8	32	23	37	87

Additional comments businesses made on the services

Few businesses made additional comment on services. However, of those that did (n=33) the most frequent comments were:

- Positive Council response (13 businesses)
- Poor customer service (10)
- Delays in processing (6)
- Delays in responding (6)

Refer to page **Error! Bookmark not defined.** for tabulations.

⁴³ 45% unweighted

⁴⁴ 50% unweighted

⁴⁵ 53% unweighted

⁴⁶ 37% unweighted

4.2 Ease of access to information from Council

12) *How do you rate the ease of access to information you need for your business from Waitakere City Council?*

53%⁴⁷ of businesses find access to information from Council very good (4%) or good (49%).

Ease of access to Council information needed for business	Sample: Gave rating	
	2002 (301) % Weighted	2000 (451) % Unweighted
Very good	4	9
Good	49	52
Fair	39	30
Poor	8	10
Very good/good	53	61

Tabulations begin on page **Error! Bookmark not defined..**

Those most positive about ease of access to Council information are businesses with 6-9 FTE people (63% very good or good compared with 53% overall).

Those least positive are wholesalers or retailers (45%) and those located in Lincoln/Central Park Dr (39%).

⁴⁷ 55% unweighted

4.3 Computer and internet use

5 a) Does your business have an email address (such as kellypanels@yourisp.co.nz)?

Just over three quarters of the businesses (77%) that answered this question state they have an email address.

Have an email address	Sample: Answered question (390) % Weighted
Yes	77
No	23

Businesses most likely to have an email address are:

- Property, Business or Financial service businesses (91% compared with 77% overall)
- Larger businesses - 10-49 FTE people (91%)
- Manufacturers (83%)

Businesses less likely to have an email address are:

- Wholesalers or retailers (66% indicated yes)
- Health, Community, Social or Personal service businesses (67%)
- Located in Lincoln/Central Park Dr (63%)

5) If you access and send information through the internet, how satisfied are you with:
b) Speed of service
c) Affordability of service

Most businesses are satisfied with speed of internet service (81% very satisfied or satisfied) and affordability (83%).

	Sample: Gave Rating % Weighted					Number who gave rating
	Very satisfied/ satisfied	Very satisfied	Satisfied	Dissatisfied	Very Dissatisfied	
Speed of service	81	18	63	17	2	307
Affordability of service	83	10	73	17	1	303

Speed of service

Businesses most likely to be satisfied with internet speed of service are:

- Larger businesses with 6-9 FTE people (91% very satisfied or satisfied compared with 81% overall)
- Located in Lincoln/Central Park Dr (91%) and Henderson Town Centre (90%)

Businesses located in Henderson Valley are less likely to be satisfied (74% compared with 81% overall).

Affordability

Businesses most likely to be satisfied with affordability of internet service are:

- Larger - 10-49 FTE people (92% compared with 83% overall)
- Located in Lincoln/Central Park Dr (92%) and New Lynn – other (97%)

Businesses located in Henderson Valley are less likely to be satisfied (64% compared with 83% overall).

Tabulations re computer and internet use begin on page **Error! Bookmark not defined..**

5 d) <i>Comment if any</i>

Of those businesses who made additional comments (n=59):

- 16 businesses want better/faster connection
- 14 commented on cost issues i.e. too expensive
- 12 indicated they don't use a computer much or at all
- 4 stated their connection was slow due to locality e.g. Jetstream not available here
- 4 just came on line
- 15 made miscellaneous comments

Tabulations for this question begin on page **Error! Bookmark not defined..**

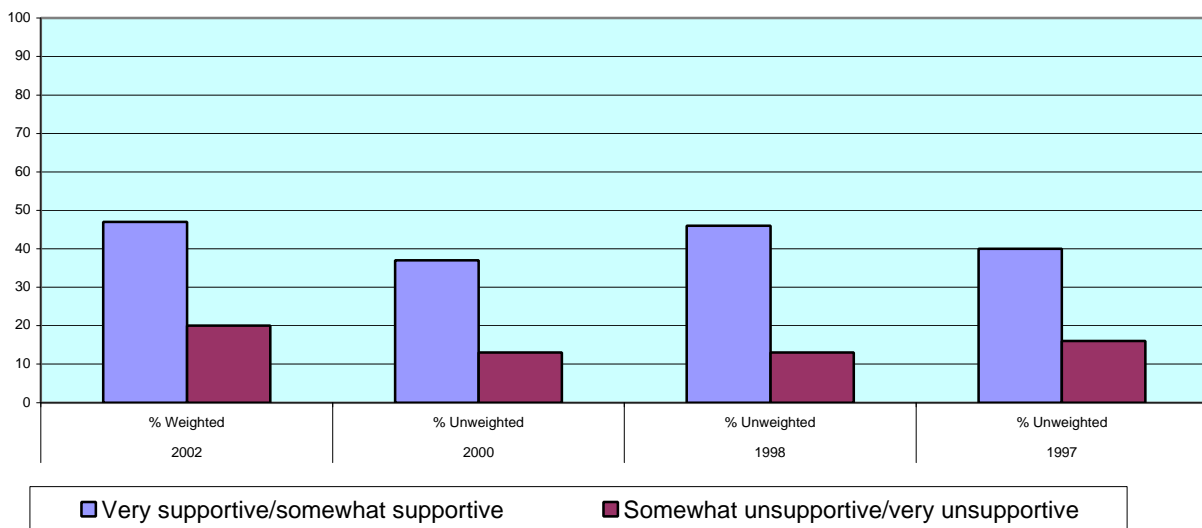
4.4 Waitakere City Council’s supportiveness of businesses

10) *How supportive overall do you think Waitakere City Council is of business?*

Just under half of businesses (47%) state that Council is very supportive (13%) or somewhat supportive (34%). Another third (33%) state Council is neither supportive nor unsupportive.

Council supportiveness of business	Sample: Gave rating			
	2002 (341) % Weighted⁴⁸	2000 (690) % Unweighted	1998 (601) % Unweighted	1997 (522) % Unweighted
Very supportive	13	9	14	13
Somewhat supportive	34	28	32	27
Neutral: neither supportive nor unsupportive	33	34	26	24
Somewhat unsupportive	12	7	7	9
Very unsupportive	8	6	6	7
Very supportive/somewhat supportive	47	37	46	40
Somewhat unsupportive/very unsupportive	20	13	13	16

Council supportiveness of business



⁴⁸ Unweighted results similar

Businesses *more* likely to state Council is very supportive or somewhat supportive are:

- Employers with 10-49 FTE people (61% compared with 47% overall)
- Manufacturers (58%)
- Health, Community, Social or Personal service businesses (54%)
- Located in:
 - Henderson Town Centre (54%)
 - New Lynn – other (53%)

Businesses *less* likely to state Council is very supportive or somewhat supportive are:

- Wholesalers or retailers (40% compared with 47% overall)
- Located in Lincoln/Central Park Dr (32%)

54 businesses made additional comments on Council supportiveness. Of these nearly a third (32%) made a variety of negative comments about Council. 11% stated rates are too high. 21% made a variety of suggestions. There were other comments made but at lower levels of mention (less than 10%).

See page **Error! Bookmark not defined.** for tabulations.

4.5 Improving Council's support for business

9 a) *This question asks if you would like more, less or the same of various things that Council has some responsibility for.*

Think carefully about what you want more of as this has to be paid for. Only tick the more box if it is really important to you.

More than half of businesses would like more:

- **Fast decision making (55%⁴⁹, 51% in 2000)**
- **Jobs locally (57%⁵⁰)**
- **Strengthened local economy (68%⁵¹)**
- **Business area improvements (51%⁵²)**
- **Public transport (54%⁵³)**

59% of businesses would like rates to remain the same, 35% less. While most (61%) want user charges to remain the same, 26% want more and only 13% less.

45% of businesses would like rules and regulations to remain the same, 47% want less.

Council activities (2002)	Sample: Gave Rating % Weighted			Number who gave rating
	More	Same	Less	
Business networking assistance	29	60	11	321
Fast decision making	55	42	3	332
Rules and regulations	8	45	47	346
Representing local business interests to Central & Regional Government	41	51	9	333
More jobs locally	57	42	1	339
Strengthen the local economy	68	31	1	347
Business area improvements – e.g. planting, paving etc	51	44	5	351
Graffiti removal	47	52	1	370
Litter removal	45	55	1	371
Footpaths	38	61	1	360
Controls of business signage	17	65	18	347
Parking	43	56	1	348
Main roads around Waitakere City	40	58	2	346
Public transport	54	42	5	347
The Green Network: streams and parks linked to the sea	36	55	9	347
Reuse and recycling	40	58	2	353
Funding by user charges	26	61	13	353
Funding by rates	6	59	35	347

⁴⁹ 53% unweighted

⁵⁰ 62% unweighted

⁵¹ 74% unweighted

⁵² 55% unweighted

⁵³ 54% unweighted

Refer to page **Error! Bookmark not defined.** for tabulations.

Council Activities 2000

Comparisons can be made with a few questions in the previous 2000 survey and results appear similar. For example:

- 51% indicated they wanted faster decision making
- 44% wanted Council to do more/improve graffiti and vandalism
- 39% more/improve representation of local business interests to Central and Regional Government
- 37% more/improve assist businesses with networking

Comparing business views with residents views

The next graph compares the views of business to those of residents obtained from the latest annual Household survey (2002). 3176 residents replied to this survey.

Some of the questions were similar but not identical. For example, in the Household Consultation:

- Residents were asked about “Main roads around Waitakere City and to the motorway” and in the Business survey “Main roads around Waitakere City”.
- “Rules and Regulations” were in a section headed “Protecting the environment – green and natural” which may have influenced residents opinions.
- Residents were asked “How should all this be paid for? By Rates, user charges, Government/Regional Council/Transit NZ?”

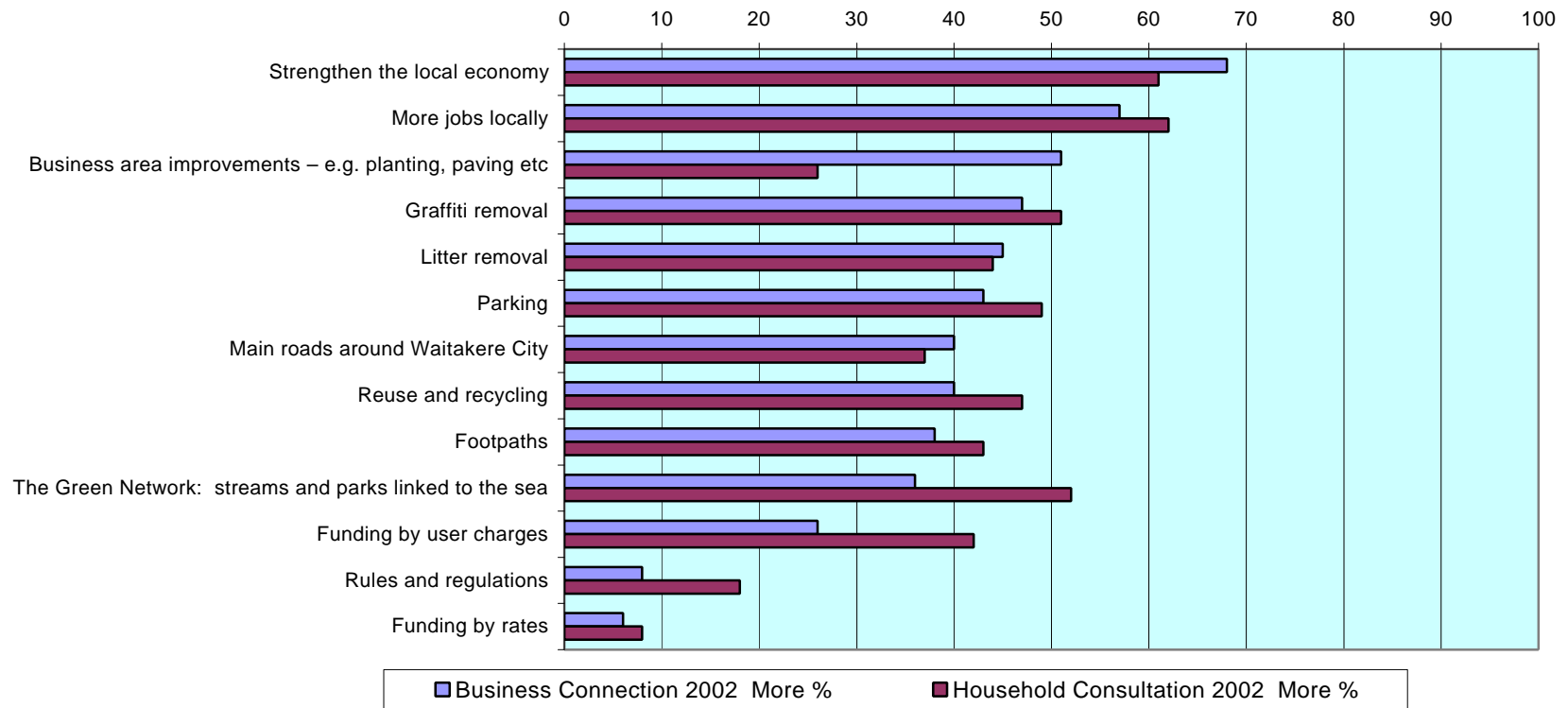
Both business and residents appear to want Council to:

- Strengthen the local economy
- More jobs locally
- Graffiti removal
- Litter removal
- Parking

Businesses were asked about “Public Transport”. 54% wanted more, 42% same and 5% less. Residents were not asked about “Public Transport” but were asked about:

- Bus services (58% more, 39% same, 4% less) and
- Rail services (67% more, 28% same, 5% less)

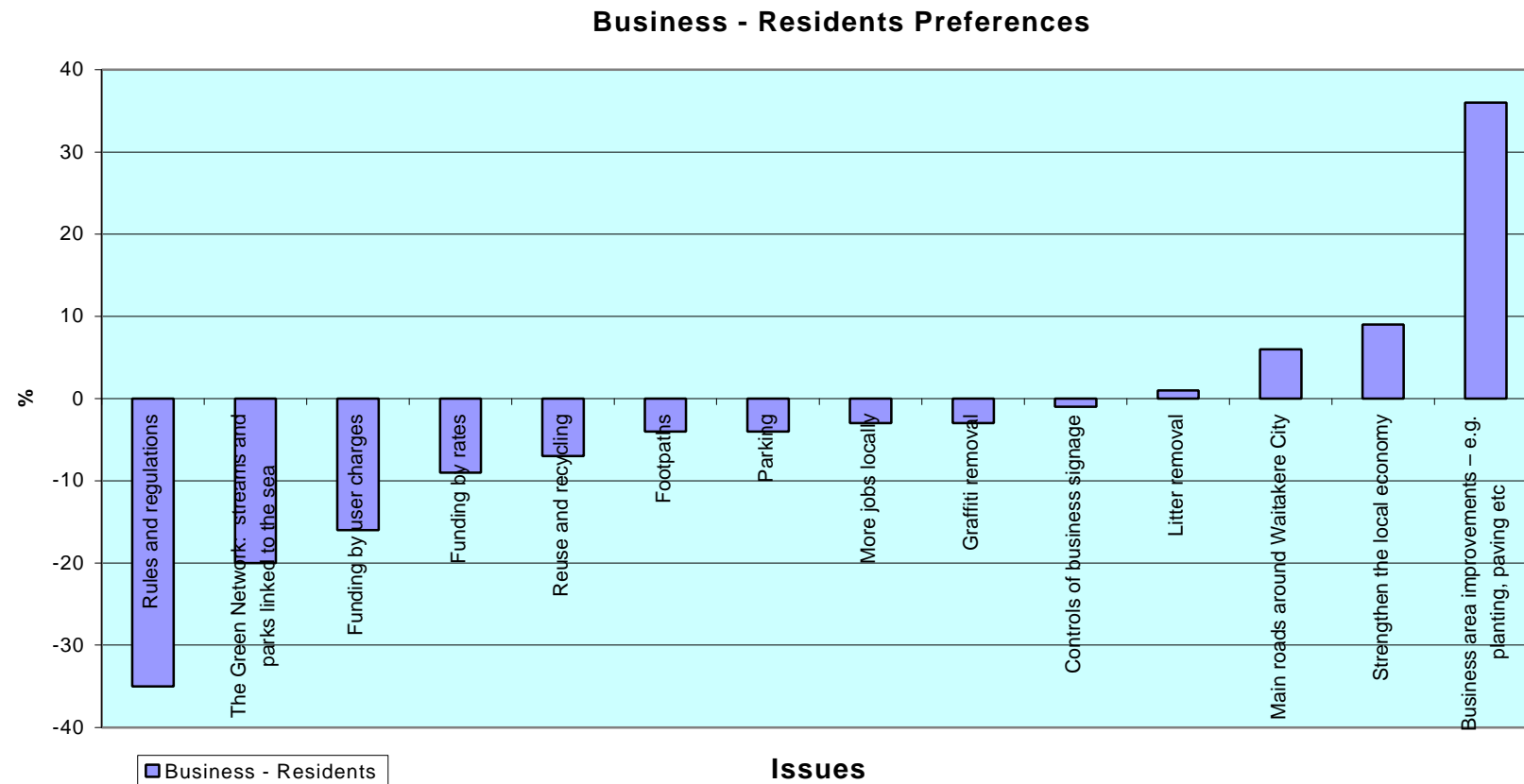
Views of business and residents - what they want more of



The following graph subtracts the percentage of residents from the percentage of businesses that want more of a certain factor. The resulting figure provides a clearer picture of differences between what residents and business want more of.

Businesses are more likely than residents to want Council to do more:

- Business area improvements
- Strengthen the local economy
- Main roads around Waitakere City
- Litter removal



9 b) *Is there anything in your opinion that Council should do to support your business or to promote local economic development?*

160 businesses made comments on what Council could do to support business and promote local economic development.

There were a variety of comments. The most frequently mentioned were reduce rates (15%) and improve appearance/cleanliness especially in town centres (10%).

Tabulations are on page **Error! Bookmark not defined.** with examples of comments following.

4.6 Enterprise Waitakere

Awareness of Enterprise Waitakere

13 a) Have you heard of Enterprise Waitakere?

More than two thirds of businesses (70%⁵⁴) reported they had heard of Enterprise Waitakere. This is an increase over previous years.

Heard of Enterprise Waitakere	Sample: Answered question			
	2002 (378) % Weighted	2000 (692) % Unweighted	1998 (590) % Unweighted	1997 (522) % Unweighted
Yes	70	60	60	56
No	30	40	40	44

Businesses *more* likely to have heard of Enterprise Waitakere are:

- Property, Business or Financial service businesses (86% compared with 70% overall)
- Manufacturers (78%)
- Employ 6-9 FTE people (75%)
- Located in:
 - Henderson Valley (77%)
 - Glendene/Kelston (79%)

Businesses *less* likely to have heard of Enterprise Waitakere are:

- Wholesalers or retailers (53% indicated yes compared with 70% overall)
- Employ 10-49 FTE people (58%)
- Located in:
 - Lincoln/Central Park Dr (56%)
 - New Lynn – other (59%)

Enterprise Waitakere tabulations begin on page **Error! Bookmark not defined..**

⁵⁴ 67% unweighted

Use of Enterprise Waitakere Services

13 b) *Have you used their services?*

19%⁵⁵ of businesses who answered the question state they have made use of Enterprise Waitakere services.

Used Enterprise Waitakere Services	Sample: Answered question 2002 (286) % Weighted
Yes	19
No	81

Usefulness of Enterprise Waitakere Activities

13 c) *How would you rate their usefulness?*

Just under half of the businesses who answered this question state Enterprise Waitakere usefulness is very good or good.

Usefulness of Enterprise Waitakere	Sample: Answered question 2002 (126) % Weighted
Very good	19⁵⁶
Good	30⁵⁷
Fair	31⁵⁸
Por	20⁵⁹

ý 49

⁵⁵ 22% unweighted

⁵⁶ 21% unweighted

⁵⁷ 33% unweighted

⁵⁸ 30% unweighted

⁵⁹ 16% unweighted

Of those businesses who have used Enterprise Waitakere services, almost three quarters (72%⁶⁰) rate their usefulness as very good or good. This is similar to 2000.

Usefulness of Enterprise Waitakere Services	Sample: Those who have used Enterprise Waitakere services			
	2002 (61) % Weighted	2000 (72) % Unweighted	1998 (65) % Unweighted	1997 (57) % Unweighted
Very Good	33 ⁶¹	31	37	18
Good	39 ⁶²	40	32	44
Fair	16 ⁶³	17	28	30
Poor	12 ⁶⁴	13	3	9
Very good/good	72	71	69	62

⁶⁰ 73% unweighted

⁶¹ 34% unweighted

⁶² 39% unweighted

⁶³ 16% unweighted

⁶⁴ 10% unweighted

4.7 Other comments

14) *Finally, is there anything else you would like to tell us?*

Fourteen percent of businesses made a wide variety of positive comments.

The most frequent negative comments are:

- Rates too high (14%)
- Roads and traffic (11%)
- Support businesses (10%)

Refer to page **Error! Bookmark not defined.** for tabulations. Examples of comments follow.