

ROTORUA COMMUNITY OUTCOMES SURVEY 2007

RESULTS REPORT

PREPARED BY

APR CONSULTANTS

FOR

ROTORUA DISTRICT COUNCIL

JUNE 2007



CONSULTANTS

DISCLAIMER

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EXECUTIVE SUMMARY

This report presents the results of a survey of approximately 400 Rotorua District residents regarding progress towards achieving Rotorua's community outcomes. The survey included items in relation to:

- (a) Environmental actions and attitudes
- (b) Perceptions of Rotorua's living Māori culture
- (c) Involvement in clubs and groups.

The results in this report supplement other survey and observational data in the 2007 Rotorua District Community Outcomes Data Analysis Report.

Headline results are as follows, including comparative information where available:

| Indicator | Result |
|---|---|
| Personal environmental actions | Approximately 77% of residents recycle bottles, cans, paper or plastic. |
| Public environmental actions | Approximately 14% of residents were involved in some form of public action in the past year compared to the Waikato regional average of 16%. |
| Attitudes towards caring for the environment | Approximately 90% of residents feel that rules and laws should be enforced to protect the environment compared to the Waikato regional average of 96%. |
| Importance of living Māori culture | Approximately 82% of residents feel it is important for the Rotorua community to value its living Māori culture. |
| Extent the community values its living Māori culture | Approximately 80% of residents feel that the Rotorua community values its living Māori culture. (Note: from a separate survey, 79% of residents feel the community recognises and respects Māori culture, compared to the Bay of Plenty regional average of 75%). |
| Speaking proficiency in Te Reo | Approximately 5% of residents report that they can talk about most things in Māori and a further 6% report they can talk about some things in Māori. (Note: from the 2006 Census, approximately 12% of residents can speak Te Reo compared to the national average of 4%). |
| Perceived importance of Te Reo | Approximately 39% of residents feel it is important for people to be able to speak the Māori language. |
| Māori activities and media | Approximately 39% of residents visited or stayed at a marae during the past year. |
| Participation in sports, arts, recreational and cultural groups or activities | Approximately 60% of residents are active participants, coaches or support people in one or clubs or groups. |

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1.0 INTRODUCTION

This report presents the results of a survey of Rotorua District residents to compile baseline information on progress towards achieving community outcomes. The survey included items in relation to:

- (d) Environmental actions and attitudes
- (e) Perceptions of Rotorua's living Māori culture
- (f) Involvement in clubs and groups.

The results in this report (refer Appendix One) supplement other survey and observational data in the 2007 Rotorua District Community Outcomes Data Analysis Report. The Rotorua Community Outcomes Survey 2007 fills remaining data gaps for monitoring key indicators identified through stakeholder consultation.

For further information about the Rotorua Bright Future community outcomes initiative visit www.rdc.govt.nz (keyword: Bright Future) or contact:

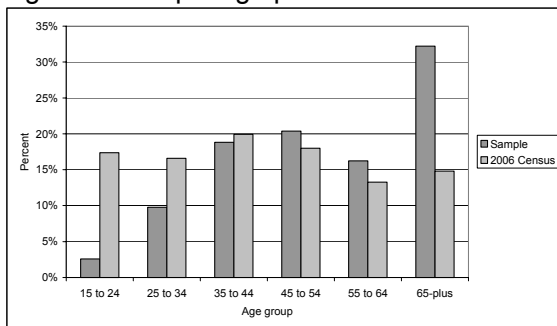
Strategic Support
Rotorua District Council
Private Bag 3029
ROTORUA
Ph 07 348 4199

2.0 METHODOLOGY

A telephone survey of 391 Rotorua residents aged 15 years and over was undertaken during May/June 2007 by Rotorua-based fieldworkers. The questionnaire is attached as Appendix Two. Fieldworkers were briefed and provided with a list of randomly generated residential telephone numbers. Calls were made to non-responsive numbers up to three times at different times of day to help mitigate response bias (ie, avoid leaving out working households).

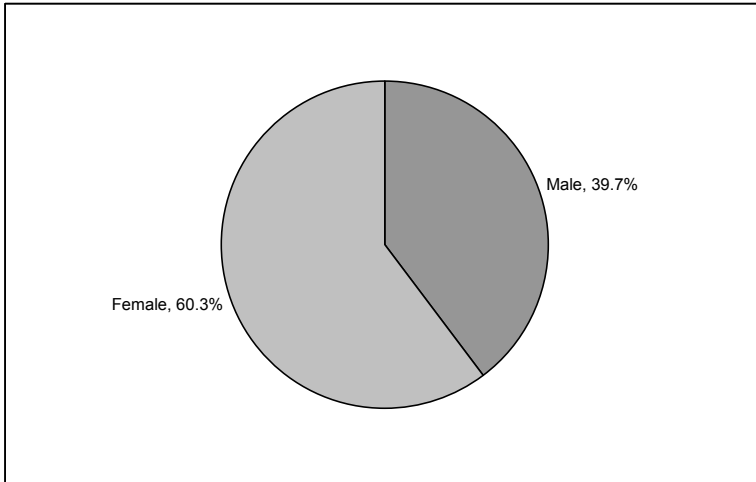
Quotas for gender, age and ethnicity were adopted near the end of the survey period to help ensure a more representative sample, however due to tight client timeframes the final sample retained a bias towards older people in particular and also females and residents who identify with European ethnic groups. These biases are typical when telephone sampling is used. The sample was broadly representative in terms of rural vs urban residents.

Figure 1: Sample age profile



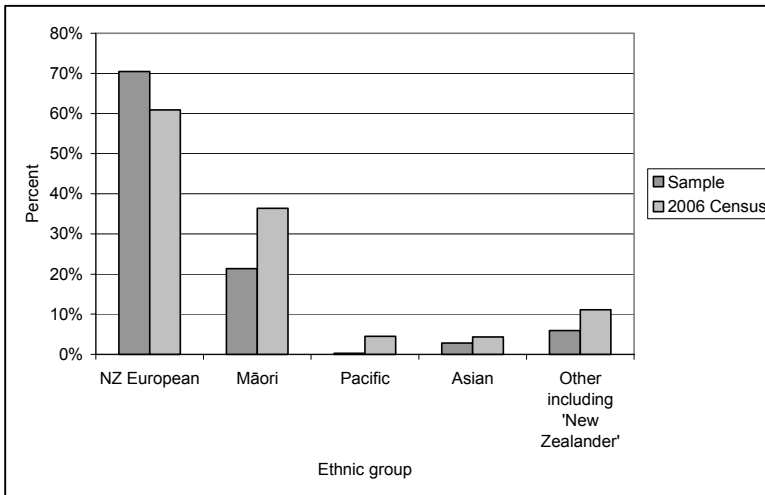
Note: Denominator excludes 'refused' and 'not specified'.

Figure 2: Sample gender profile



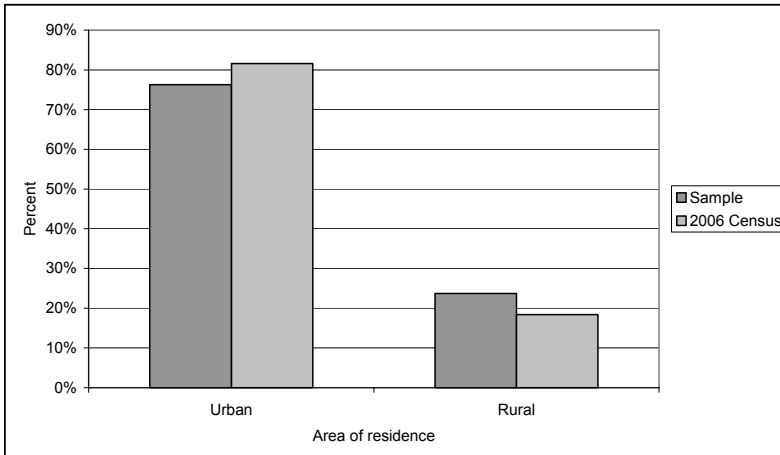
Note: Denominator excludes 'refused' and 'not specified'.

Figure 3: Sample ethnic profile



Notes: (1) Denominator excludes 'refused' and 'not specified'. (2) 'Other' category includes 'New Zealander'.

Figure 4: Sample rural vs urban profile



Note: Denominator excludes 'refused' and 'not specified'.

3.0 RESULTS

The sample error for the survey as a whole ($N = 391$) was 4.9% at the 95% confidence level. Frequency tables for each item are presented in Appendix One. Headline results below are in a similar format to the Community Outcomes Data Analysis Report including a limited amount of additional context information (eg, comparisons with results from similar regional survey items).

3.1 Environmental actions and attitudes

3.1.1 Personal environmental actions

Rotorua residents were asked what actions they regularly undertake to protect the environment, from a list of ten selected actions. The results are based on a prompted survey item and are therefore not directly comparable with Waikato regional results. The most common actions people took to protect the environment were recycling bottles, cans, paper or plastic (approximately 77%), getting their car tuned regularly (76%) and deciding for environmental reasons to re-use things instead of throwing them away (75%).

Table 1: Personal environmental actions

| Action | Frequency |
|--|-----------|
| Decided for environmental reasons to re-use things instead of throwing them away | 75.4% |
| Composted your food and/or garden waste | 62.7% |
| Recycled bottles or cans or paper or plastic instead of throwing them away | 76.5% |
| Bought household products that you thought are better for the environment | 56.0% |
| Got the car tuned regularly | 76.0% |
| Made an effort to reduce water consumption for environmental reasons | 59.8% |
| Made an effort to reduce energy consumption for environmental reasons | 66.0% |
| Used buses, walked or rode a bicycle to reduce car use | 30.2% |
| Contributed time towards an environmental group or project | 15.6% |
| Picked up rubbish in a public place | 72.6% |

Source: Rotorua Community Outcomes Survey 2007

3.1.2 Public environmental actions

Rotorua residents were asked whether they had been involved in any kind of public action in the last year or so with the aim of protecting the environment and, if so, what type of action they had undertaken. The results show that Rotorua District residents are slightly less likely than the Waikato regional average to undertake some form of public action. Of the 13.6% of Rotorua residents who had undertaken some kind of public action in the previous year, the most common actions were attending meetings (79.2%) and joining an action group (34.0%). Note these figures are similar to results for the Rotorua sub-sample in the 2006 Environment Waikato survey, based on a relatively small sample size of 43 people.

Table 2: Involved in any kind of public action?

| | Rotorua District | Waikato Region |
|---------------------------|------------------|----------------|
| Public action undertaken? | 13.6% | 16.0% |

Source: Rotorua Community Outcomes Survey 2007; Environment Waikato Perception Survey 2006

Table 3: Actions undertaken 2006/07

| | Rotorua District | Waikato Region |
|---|------------------|----------------|
| Wrote letter to the paper | 3.8% | 5.0% |
| Attended meeting | 79.2% | 42.0% |
| Formal submission | 18.9% | 9.0% |
| Wrote to council or other organisation | 22.6% | 11.0% |
| Phoned council or other organisation | 17.0% | 2.0% |
| Complained to council or other organisation | 11.3% | 8.0% |
| Protested | 9.4% | 6.0% |
| Complained directly to person | 3.8% | 1.0% |
| Joined action group | 34.0% | 25.0% |
| Sought/read information | 24.5% | 5.0% |
| Participated in resource consent process | 13.2% | 7.0% |
| Signed petition | 13.2% | 6.0% |

Source: Rotorua Community Outcomes Survey 2007; Environment Waikato Perception Survey 2006

3.1.3 Attitudes towards caring for the environment

Over the past several years Environment Waikato has carried out telephone surveys with a random selection of adults throughout the Waikato Region to find out about their attitudes towards the environment. People were given a set of statements relating to environmental attitudes, using adapted versions of the New Environmental Paradigm (NEP) scale developed in the United States, and were asked to what extent they agreed or disagreed with each statement. The 2007 Rotorua Community Outcomes Survey asked a modified version of Environment Waikato's environmental attitudes question. The results show that Rotorua residents' environmental attitudes are broadly similar to the Waikato regional average. Overall approximately 90% of Rotorua residents feel that rules and laws should be enforced to make sure the environment is well looked after, and 94% feel that businesses should be obliged to treat the environment well.

Table 4: Attitudes towards caring for the environment - Strongly agree or agree (%)

| Item | Rotorua District | Waikato Region |
|---|------------------|----------------|
| (A) Rules and laws should be enforced to make sure the environment is well looked after | 89.5% | 96.0% |
| (B) The public have enough say in the way the environment is managed | 39.4% | 48.0% |
| (C) Landowners should be allowed to do what they like on their own land regardless of the impact on the environment | 79.1% | n/a |
| (D) The most important objective of any business should be to maximise profit even if that means damaging the environment | 3.1% | 6.0% |
| (E) Businesses usually find it is too expensive to be environmentally friendly | 33.5% | 53.0% |
| (F) Businesses should be obliged to treat the environment well | 94.1% | 97.0% |
| (G) Water quality in rivers and streams should be protected regardless of the cost | 86.5% | 90.0% |
| (H) I would not like to see a wind turbine out my window | 36.1% | 40.0% |
| (I) There should be tighter provisions for construction of homes and buildings in areas at risk from natural hazards | 81.0% | 88.0% |
| (J) It is too hard to make any real difference for the environment | 9.8% | n/a |

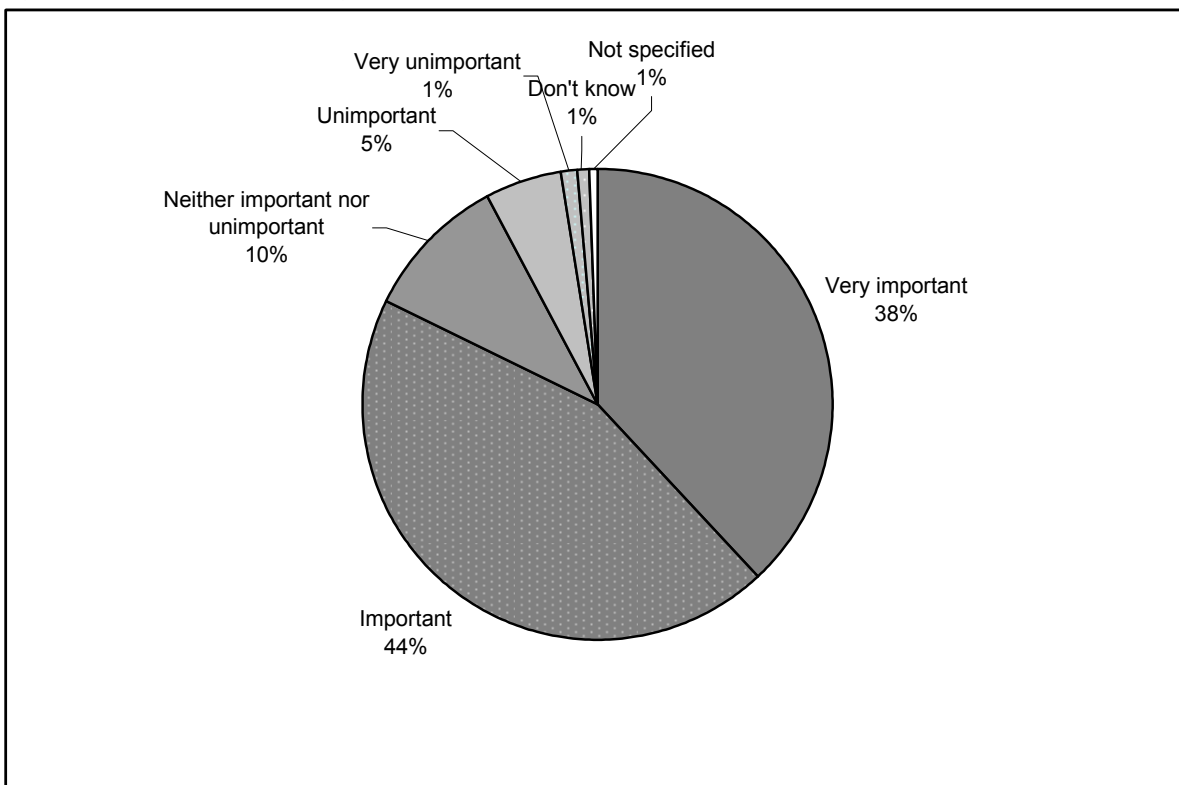
Source: Rotorua Community Outcomes Survey 2007; Environment Waikato Perception Survey 2006

3.2 Perceptions of Rotorua’s living Māori culture

3.2.1 Importance of living Māori culture

Rotorua residents were asked to rate how important they feel it is for the Rotorua community to value its living Māori culture, on a five-point scale. The results show that 82.1% of respondents felt it was important or very important for the Rotorua community to value its living Māori culture. A further 10.2% felt it was neither important nor unimportant, and 6.4% felt it was unimportant or very unimportant. Reasons given for a positive response included tangata whenua/cultural connection to the District, high proportion of Māori population in the District, tourism benefits and a range of other comments. Reasons given for a negative response included perceptions that there is too much emphasis on Māori culture and that all cultures are important/no special place for Māori. Specific comments are listed in Appendix One.

Figure 5: Importance of living Māori culture

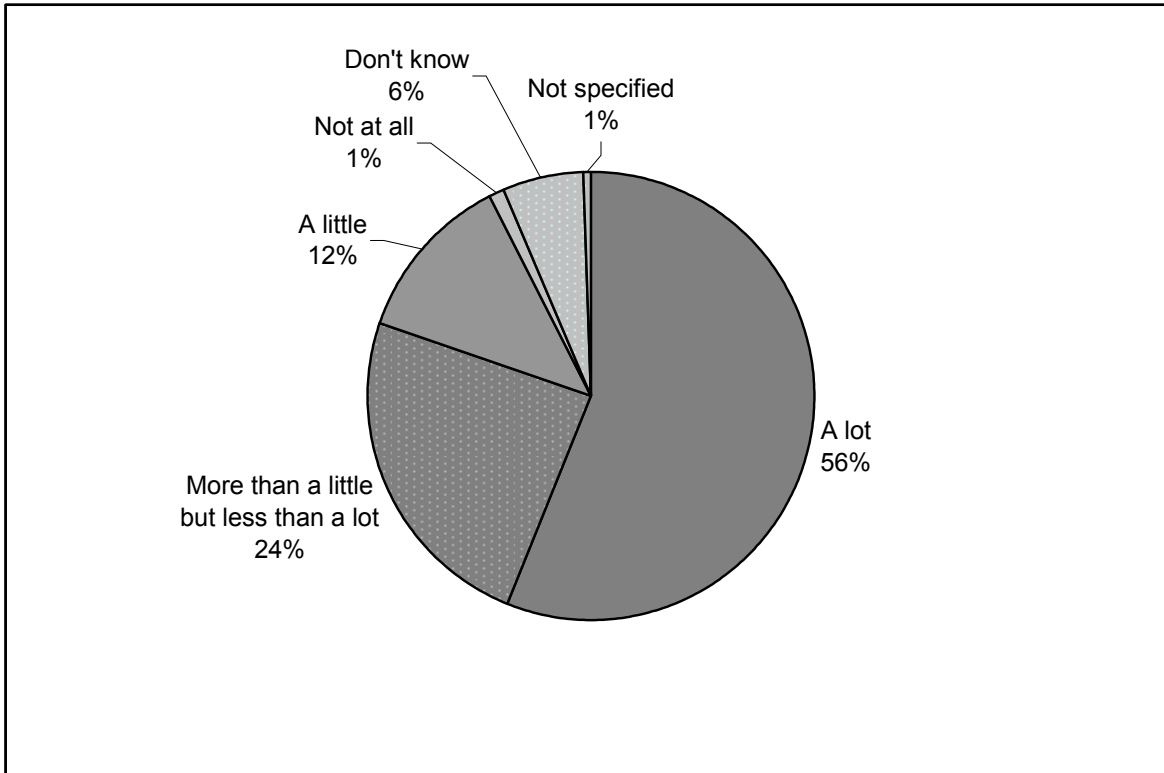


Source: Rotorua Community Outcomes Survey 2007

3.2.2 Extent the community values its living Māori culture

Rotorua residents were asked to rate the extent to which they feel that the Rotorua community values its living Māori culture. The results show that approximately 80% of residents feel that the Rotorua community does value its living Māori culture. Benchmark results from the 2006 Bay of Plenty Community Outcomes Survey show the extent to which residents feel their community “recognises and respects” Māori culture. This shows that 79% of Rotorua residents feel the general community recognises and respects Māori culture in the District, compared to the Bay of Plenty regional average of 75%.

Figure 6: Extent the community values its living Māori culture



Source: Rotorua Community Outcomes Survey

Table 5: Extent the community recognises and respects Māori culture in their city/district

| | Bay of Plenty | WBOP District | Tauranga | Eastern BOP | Rotorua |
|----------------------------|---------------|---------------|----------|-------------|---------|
| Strongly agree | 19% | 18% | 10% | 30% | 21% |
| Agree | 56% | 56% | 53% | 57% | 58% |
| Neither agree nor disagree | 14% | 13% | 21% | 7% | 11% |
| Disagree | 7% | 6% | 10% | 3% | 7% |
| Strongly disagree | 1% | 1% | 1% | 0% | 1% |
| Don't know | 3% | 6% | 5% | 3% | 4% |
| Total | 100% | 100% | 100% | 100% | 100% |

Source: BOP Community Outcomes Survey

3.2.3 Speaking proficiency in Te Reo

Rotorua residents were asked 'how well are you able to speak Māori in everyday conversation', on a scale from very well to not at all. The results show that 4.9% of residents report that they can talk about most things in Māori and a further 5.9% report they can talk about some things in Māori. Approximately three-quarters (74.6%) of respondents said they could speak no more than a few words or phrases or not at all. Note that the results from the Rotorua Community Outcome Survey are not directly comparable with results from either the Census or the 2001 national Health of the Māori Language Survey due to wording differences between the various surveys.

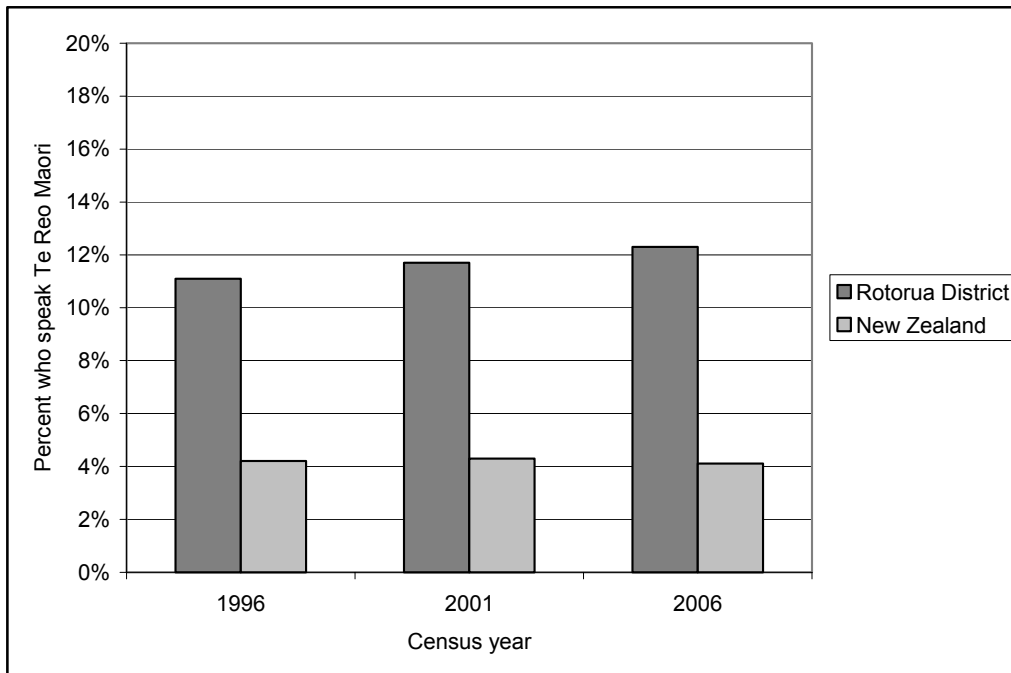
Supplementary information from Census results shows that, following English, the second most common language in Rotorua is Māori spoken by 12.3% of residents (7,587 people). This is substantially higher than the national average of 4.1% and reflects the above average proportion of Māori in the District and the importance placed on Te Reo. Note that the proportion of Māori people who speak Te Reo is highest in older age groups.

Table 6: Speaking proficiency in Te Reo

| Speaking proficiency | Rotorua 2007 |
|--|--------------|
| Very well (I can talk about almost anything in Māori) | 2.3% |
| Well (I can talk about many things in Māori) | 2.6% |
| Fairly well (I can talk about some things in Māori) | 5.9% |
| Not very well (I can only talk about simple/basic things in Māori) | 14.1% |
| No more than a few words or phrases | 39.6% |
| Not at all | 35.0% |
| Refused | 0.3% |
| Not specified | 0.0% |
| Don't know | 0.3% |
| Total | 100.0% |

Source: Rotorua Community Outcomes Survey

Figure 7: Language spoken (Māori)

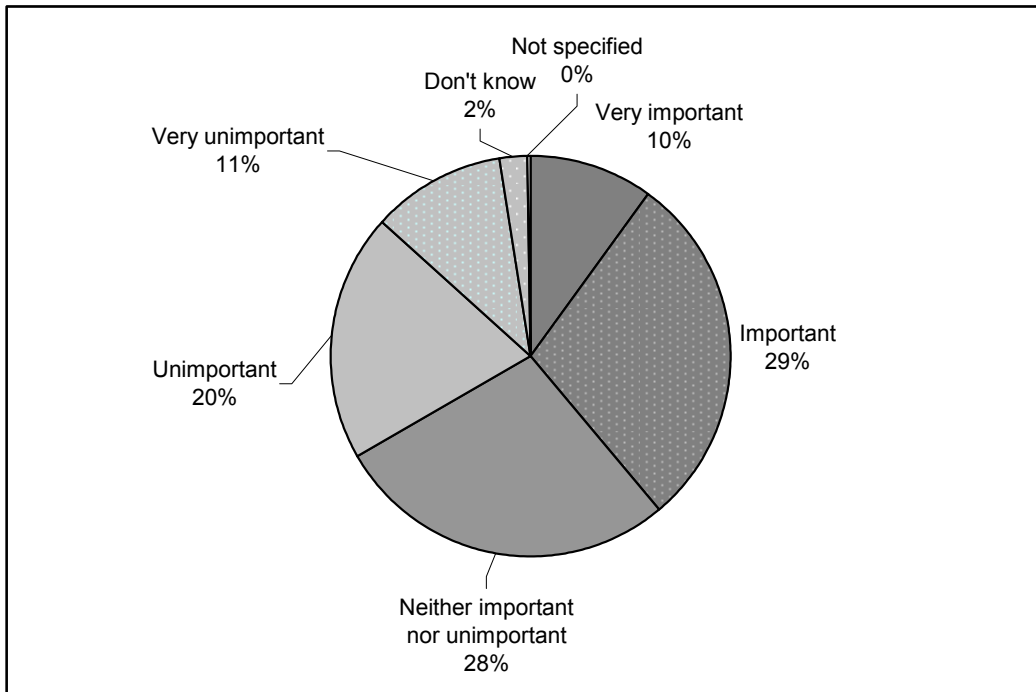


Source: Statistics New Zealand Census

3.2.4 Perceived importance of Te Reo

Rotorua residents were asked how important they feel it is for people to be able to speak the Māori language. In total, 38.9% of respondents felt it was important or very important for people to be able to speak the Māori language. A further 27.9% felt it was neither important nor unimportant, and 30.6% felt it was unimportant or very unimportant.

Figure 8: Perceived importance of Te Reo



Source: Rotorua Community Outcomes Survey

3.2.5 Maori activities and media

Rotorua residents were asked whether they had undertaken any of a variety of Māori cultural activities during the previous 12 month period including marae stays, Māori cultural performances and tuning in to Māori media. The results show that almost half (48.1%) of respondents had observed, attended or participated in a Māori cultural ritual (eg, pōwhiri or blessing), and around one-third had visited or stayed at a marae (38.6%), watched Māori TV or Māori News at least once a week (35.0%) and attended or participated in a Māori cultural performance, exhibit or festival (33.8%). Approximately one-third (32.2%) had not been involved in any of the listed activities.

Table 7: Māori activities and media

| Activity | Frequency |
|---|-----------|
| Visited or stayed at a marae | 38.6% |
| Observed, attended or participated in a Māori cultural ritual (eg, pōwhiri or blessing) | 48.1% |
| Attended or participated in a Māori cultural performance, exhibit or festival | 33.8% |
| Watched Māori TV or Māori News at least once a week | 35.0% |
| Listened to Māori radio at least once a week | 6.9% |
| Completed any Māori language or cultural training | 11.8% |
| None of the above | 32.2% |

Source: Rotorua Community Outcomes Survey

Note: Multiple responses were permitted, therefore total may exceed 100%.

3.3 Involvement in clubs and groups

3.3.1 Participation in sports, arts, recreational and cultural groups or activities

Rotorua residents were asked about their level of involvement in clubs and groups. Respondents were asked whether, during the previous 12 month period, they had been an active participant, coach, support person or spectator in formal sports clubs, informal sports or various other types of club or group. Overall 60.4% of respondents were active participants in at least one club or group. Approximately one-third (36.3%) were not involved in any of the listed activities.

The most commonly cited forms of club or group that people were actively involved in were formal sports clubs (23.5%), informal sports (22.5%) and recreation groups (21.2%). Results from the 2006 Big Cities Quality of Life Survey showed that approximately one-third of New Zealanders belong to a hobby or interest group (35%), sports club (33%) or church or spiritual group (30%), although these figures are not directly comparable due to differences in the wording and context of the survey.

Table 8: Participation in sports, arts, recreational or cultural groups or activities

| | Active participant, coach or support person | Spectator | Not involved |
|---------------------------------------|---|-----------|--------------|
| Formal sports club | 23.5% | 9.2% | 67.0% |
| Informal sports (eg, mountain biking) | 22.5% | 6.9% | 69.8% |
| Recreation group (eg, Kennel Club) | 21.2% | 0.5% | 77.2% |
| Arts group | 11.3% | 0.0% | 87.5% |
| Māori cultural group (eg, kapa haka) | 5.6% | 2.8% | 90.0% |
| Ethnic group | 5.1% | 0.5% | 92.3% |
| Service club (eg, Rotary) | 13.6% | 0.5% | 83.6% |
| Any of the above | 60.4% | 9.7% | 36.3% |

Source: Rotorua Community Outcomes Survey

Note: Multiple responses were permitted, therefore total may exceed 100%.

APPENDIX ONE: FREQUENCY TABLES AND COMMENTS

Q1 Firstly, to make sure we speak to a cross-section of people, which age group are you in?

| | Number | Percent |
|---------------|------------|---------------|
| 15 to 24 | 10 | 2.6% |
| 25 to 34 | 38 | 9.7% |
| 35 to 44 | 73 | 18.7% |
| 45 to 54 | 79 | 20.2% |
| 55 to 64 | 63 | 16.1% |
| 65 to 74 | 65 | 16.6% |
| 75+ | 60 | 15.3% |
| Refused | 3 | 0.8% |
| Not specified | 0 | 0.0% |
| Total | 391 | 100.0% |

Q2 Your gender?

| | Number | Percent |
|---------------|------------|---------------|
| Male | 155 | 39.6% |
| Female | 235 | 60.1% |
| Not specified | 1 | 0.3% |
| Total | 391 | 100.0% |

Q3 To which of the following ethnic groups do you belong?

| | Number | Percent |
|------------------|------------|---------|
| NZ European | 274 | 70.1% |
| Maori | 83 | 21.2% |
| Pacific Islander | 1 | 0.3% |
| Asian | 11 | 2.8% |
| Other | 2 | 0.5% |
| New Zealander | 21 | 5.4% |
| Refused | 0 | 0.0% |
| Not specified | 2 | 0.5% |
| Sample | 391 | |

Note: Respondents could specify more than one ethnic group.

Q4 Which of the following best describes where you live?

| | Number | Percent |
|---|------------|---------------|
| Rotorua city | 44 | 11.3% |
| Rotorua suburbs | 228 | 58.3% |
| Ngongotaha | 24 | 6.1% |
| Rural farm or lifestyle block | 51 | 13.0% |
| Rural village (eg, Mamaku, Reporoa) | 18 | 4.6% |
| Lakeside settlement (eg, Rotoiti, Tarawera) | 23 | 5.9% |
| Refused | 0 | 0.0% |
| Not specified | 3 | 0.8% |
| Total | 391 | 100.0% |

Q5 The following questions are about your attitudes and behaviours towards the natural environment.

| | Number | Percent | Rank |
|---|------------|--------------|----------|
| Decide for environmental reasons to re-use things yourself instead of throwing it away | 295 | 75.4% | 3 |
| Compost your food and/or garden waste | 245 | 62.7% | 6 |
| Recycle bottles or cans or paper or plastic instead of throwing them away | 299 | 76.5% | 1 |
| Buy household products that you think are better for the environment | 219 | 56.0% | 8 |
| Get the car tuned regularly | 297 | 76.0% | 2 |
| Make an effort to reduce water consumption for environmental reasons | 234 | 59.8% | 7 |
| Make an effort to reduce energy consumption for environmental reasons | 258 | 66.0% | 5 |
| Use buses, walk or ride a bicycle to reduce car use | 118 | 30.2% | 9 |
| Contribute time towards an environmental group or project | 61 | 15.6% | 10 |
| Pick up rubbish in a public place | 284 | 72.6% | 4 |
| Sample | 391 | | |

Q6a And in the last year or so, have you been involved in any kind of public action, meetings, official hearings or consent processes with the aim of protecting the environment?

| | Number | Percent |
|---------------|------------|---------------|
| Yes | 53 | 13.6% |
| No | 336 | 85.9% |
| Unsure | 0 | 0.0% |
| Not specified | 2 | 0.5% |
| Total | 391 | 100.0% |

Q6b IF 'YES' ASK: What did you do?

| | Number | Percent | Rank |
|---|-----------|--------------|----------|
| Wrote letter to the paper | 2 | 3.8% | 12 |
| Attended meeting | 42 | 79.2% | 1 |
| Formal submission | 10 | 18.9% | 5 |
| Wrote to council or other organisation | 12 | 22.6% | 4 |
| Phoned council or other organisation | 9 | 17.0% | 6 |
| Complained to council or other organisation | 6 | 11.3% | 10 |
| Protested | 5 | 9.4% | 11 |
| Complained directly to person | 2 | 3.8% | 12 |
| Joined action group | 18 | 34.0% | 2 |
| Sought/read information | 13 | 24.5% | 3 |
| Participated in resource consent process | 7 | 13.2% | 8 |
| Signed petition | 7 | 13.2% | 8 |
| Other | 9 | 17.0% | 6 |
| Sample | 53 | | |

Other specified:

1. Did a clean up at Hamurana Lakefront.
2. Gave money.
3. Greenpeace member.
4. Learning how the environment works and educating other people - give talks to students and groups.
5. Organised media action.
6. Planted trees with EBOP.
7. Planted very steep bank with native plants. Started up Lakes Care Group.
8. Rule 11 - BOP - went to meeting about this.
9. Went to Taupo for a meeting re 1080 spray.

Q7 do you generally agree or disagree with each of these statements about the Rotorua District environment? READ OUT, ROTATED ORDER. [Prompt: would that be just (agree/disagree) or strongly (agree/disagree)?]

(A) Rules and laws should be enforced to make sure the environment is well looked after

| | Number | Percent |
|-------------------|------------|---------------|
| Strongly agree | 109 | 27.9% |
| Agree | 241 | 61.6% |
| Depends | 24 | 6.1% |
| Disagree | 10 | 2.6% |
| Strongly disagree | 0 | 0.0% |
| Don't know | 4 | 1.0% |
| Not specified | 3 | 0.8% |
| Total | 391 | 100.0% |

(B) The public have enough say in the way the environment is managed

| | Number | Percent |
|-------------------|------------|---------------|
| Strongly agree | 11 | 2.8% |
| Agree | 143 | 36.6% |
| Depends | 33 | 8.4% |
| Disagree | 147 | 37.6% |
| Strongly disagree | 21 | 5.4% |
| Don't know | 35 | 9.0% |
| Not specified | 1 | 0.3% |
| Total | 391 | 100.0% |

(C) Landowners should be allowed to do what they like on their own land but not at the expense of the environment

| | Number | Percent |
|-------------------|------------|---------------|
| Strongly agree | 53 | 13.6% |
| Agree | 256 | 65.5% |
| Depends | 33 | 8.4% |
| Disagree | 40 | 10.2% |
| Strongly disagree | 5 | 1.3% |
| Don't know | 4 | 1.0% |
| Not specified | 0 | 0.0% |
| Total | 391 | 100.0% |

(D) The most important objective of any business should be to maximise profit even if that means damaging the environment

| | Number | Percent |
|-------------------|------------|---------------|
| Strongly agree | 1 | 0.3% |
| Agree | 11 | 2.8% |
| Depends | 13 | 3.3% |
| Disagree | 201 | 51.4% |
| Strongly disagree | 154 | 39.4% |
| Don't know | 9 | 2.3% |
| Not specified | 2 | 0.5% |
| Total | 391 | 100.0% |

(E) Businesses usually find it is too expensive to be environmentally friendly

| | Number | Percent |
|-------------------|------------|---------------|
| Strongly agree | 5 | 1.3% |
| Agree | 126 | 32.2% |
| Depends | 38 | 9.7% |
| Disagree | 141 | 36.1% |
| Strongly disagree | 18 | 4.6% |
| Don't know | 63 | 16.1% |
| Not specified | 0 | 0.0% |
| Total | 391 | 100.0% |

(F) Businesses should be obliged to treat the environment well

| | Number | Percent |
|-------------------|------------|---------------|
| Strongly agree | 86 | 22.0% |
| Agree | 282 | 72.1% |
| Depends | 11 | 2.8% |
| Disagree | 7 | 1.8% |
| Strongly disagree | 0 | 0.0% |
| Don't know | 4 | 1.0% |
| Not specified | 1 | 0.3% |
| Total | 391 | 100.0% |

(G) Water quality in rivers and streams should be protected regardless of the cost

| | Number | Percent |
|-------------------|------------|---------------|
| Strongly agree | 132 | 33.8% |
| Agree | 206 | 52.7% |
| Depends | 36 | 9.2% |
| Disagree | 16 | 4.1% |
| Strongly disagree | 0 | 0.0% |
| Don't know | 0 | 0.0% |
| Not specified | 1 | 0.3% |
| Total | 391 | 100.0% |

(H) I would not like to see a wind turbine out my window

| | Number | Percent |
|-------------------|------------|---------------|
| Strongly agree | 39 | 10.0% |
| Agree | 102 | 26.1% |
| Depends | 49 | 12.5% |
| Disagree | 166 | 42.5% |
| Strongly disagree | 23 | 5.9% |
| Don't know | 11 | 2.8% |
| Not specified | 1 | 0.3% |
| Total | 391 | 100.0% |

(I) There should be tighter provisions for construction of homes and buildings in areas at risk from natural hazards

| | Number | Percent |
|-------------------|------------|---------------|
| Strongly agree | 78 | 19.9% |
| Agree | 239 | 61.1% |
| Depends | 21 | 5.4% |
| Disagree | 25 | 6.4% |
| Strongly disagree | 3 | 0.8% |
| Don't know | 25 | 6.4% |
| Not specified | 0 | 0.0% |
| Total | 391 | 100.0% |

(J) It is too hard to make any real difference for the environment

| | Number | Percent |
|-------------------|------------|---------------|
| Strongly agree | 1 | 0.3% |
| Agree | 37 | 9.5% |
| Depends | 12 | 3.1% |
| Disagree | 230 | 58.8% |
| Strongly disagree | 98 | 25.1% |
| Don't know | 13 | 3.3% |
| Not specified | 0 | 0.0% |
| Total | 391 | 100.0% |

Q8 Next are a few questions about Māori culture.

Firstly, how important do you feel it is for the Rotorua community to value its living Māori culture? Would you say it is...

| | Number | Percent |
|-----------------------------------|------------|---------------|
| Very important | 149 | 38.1% |
| Important | 172 | 44.0% |
| Neither important nor unimportant | 40 | 10.2% |
| Unimportant | 20 | 5.1% |
| Very unimportant | 5 | 1.3% |
| Don't know | 3 | 0.8% |
| Not specified | 2 | 0.5% |
| Total | 391 | 100.0% |

Q9 For what reasons do you say that?

| <u>Ranking for specifying very important</u> | Number | Percent |
|---|------------|---------|
| Tangata whenua/cultural connection to the District | 97 | 65.1% |
| Treaty of Waitangi obligations | 8 | 5.4% |
| Important for tourism | 63 | 42.3% |
| High proportion of population being Maori | 45 | 30.2% |
| Other positive comments | 87 | 58.4% |
| All cultures are important/no special place for Maori | 1 | 0.7% |
| Other negative comment | 0 | 0.0% |
| Don't know | 2 | 1.3% |
| Sample | 149 | |

Other positive comments specified:

- Always be part of Rotorua - it's what makes Rotorua and NZ unique. It's reflected in NZ art.
- Any culture is important to preserve.
- Basically the Maori culture is Rotorua.
- Culture helps Maori youth.
- Culture losing too much - need to keep it alive.
- Culture needs to be available for all.
- Culture of this country is Maori.
- Diversity of two cultures.
- Economic reasons.
- Employment.
- Ensures that Maori retain their culture.
- Food for people to see it.
- For the pride of our race.
- Fundamental to the history of the area.
- Gives Maori youth a sense of identity.
- Good for the children.
- Historic heart of Maori culture.

- History and culture.
- History of the area.
- Identity of people. Too important not to value.
- Important part of NZ life as a whole.
- Important part of our life.
- Important to know Maori protocol so you don't offend.
- In valuing the culture you value the Maori people and this is important for their better health and education.
- Is the essence of Rotorua.
- It is a good thing.
- It is a heritage factor.
- It is a part of NZ.
- It is important to value all culture.
- It is our heritage - Maori here first - historically important.
- It is our NZ culture.
- It is part of our history.
- It needs to be carried on from generation to generation.
- It's known all over the world.
- It's our culture.
- Jobs, money and cultural identity.
- Keeps the cultures alive.
- Known all over the world as part of Rotorua.
- Mainstream traditions.
- Maori are caretakers of the land.
- Maori culture is an integral part of the whole NZ population, helps make us what we are.
- Maori culture preserves the environment.
- Maori deserve their culture to be valued.
- Maori have a lot to teach us.
- Maori have always helped other nations in times of war.
- Maori know how to look after the land and the environment.
- Maori should be treated with respect as a race.
- Minority population needs to be protected,
- Need to know about culture so we can all understand one another.
- New Zealand culture. Unique feature of Rotoma.
- No other culture the same in the world.
- NZ based on Maori culture.
- One way for Maori to maintain identity.
- Original people here.
- Out of respect for the Maori.
- Overseas, Rotorua is known for its Maori culture and renowned for it.
- Part of New Zealand's history.
- Part of NZ as a whole.
- Part of NZ heritage.
- Part of our culture.
- Part of Rotorua's heritage - it is an important image worldwide of NZ.
- Part of who we are.
- People have a right to their culture. People have a need to feel self-esteem about their culture.
- Rotorua is a stronghold of Maori.
- Rotorua is the centre of Maori culture.
- Rotorua is the scenic place for Maori culture in NZ.
- Rotorua is unique.
- Rotorua is unique. It is the only place that has living Maori culture.
- Rotorua's identity.
- Should value Maori culture more. I am from Auckland originally and I think there is a lot of racism in Rotorua.
- So it doesn't die out and for the young people.
- So we don't lose our culture.
- Spiritual aspect.

- The culture is getting lost.
- The Maori have much to contribute to New Zealand.
- They are humans like everyone else, so we need to respect their culture.
- They were here first - but we are all New Zealanders and have every right to all culture - tradition is important.
- To keep culture going.
- To retain the culture.
- Traditions need to be encouraged.
- Unique culture.
- Value people.
- Very important part of Rotorua.
- We are all part of that culture and must retain it and never see it lost.
- We need to become Maori.
- We will lose our culture if we don't value it.
- Whole community should understand culture.

Other negative comments specified:

- Council doesn't regard cultural things.
- Gets people together.

| Ranking for specifying important | Number | Percent |
|---|------------|---------|
| Tangata whenua/cultural connection to the District | 63 | 36.6% |
| Treaty of Waitangi obligations | 4 | 2.3% |
| Important for tourism | 83 | 48.3% |
| High proportion of population being Maori | 43 | 25.0% |
| Other positive comments | 77 | 44.8% |
| All cultures are important/no special place for Maori | 10 | 5.8% |
| Other negative comment | 6 | 3.5% |
| Don't know | 5 | 2.9% |
| Sample | 172 | |

Other positive comments specified:

- All cultures should display their culture.
- All live together and should respect each others way of life.
- As long as it is genuine belief in the culture and not just done for money.
- Centre of Maori people.
- Culture needs to be kept alive.
- Culture should be preserved.
- Culture. Important to the Maori culture.
- Doesn't matter where you are your culture is still your culture.
- Don't want it to die out.
- Driving force of this town is tourism and Maori culture is a big part of that.
- Each to their own.
- Economic spin-offs.
- Every culture is important.
- Heritage and identity.
- History. Harmony within community.
- History. Important to the community.
- Home.
- Hub.
- I work in the health field and my Maori clients have cultural needs that I must respect.
- If it is not valued it will die out.
- I'm Maori.
- Important for the Maori community to be valued.
- Important that Maori culture is not lost.
- Important to preserve a culture uniquely NZ.
- Important to respect cultural taboos eg, Green Lake, no one goes on.

- Intuitive holistic understanding of non linear system is more accurate than isolated incidents.
- It is an interesting culture.
- It is important to keep the Maori culture as it is an integral part of NZ.
- It is our heritage.
- It is our heritage.
- It is part of who we are.
- It is the heart of Maoridom.
- It is unique.
- It makes for a better living mixture.
- Keep culture alive.
- Location.
- Main earner of our tourist dollar.
- Makes life peaceful.
- Maori community should feel part of things.
- Maori culture is very much part of Rotorua - what would there be here without it.
- Maori is a big part of New Zealand culture.
- Maori people need it.
- Maori people need to know about their culture.
- Maori self image.
- Maori should have equal say.
- Multi-cultural society and Maori are a special part of it.
- Part of combined heritage.
- Part of our country/our heritage.
- Part of our heritage.
- Part of Rotorua ?????? And heritage.
- Part of Rotorua heritage and NZ heritage. Rotorua is well known as the centre of Maori culture.
- Part of Rotorua.
- Part of who we are as New Zealanders.
- People shouldn't lose the culture.
- Preservation of culture. History of culture.
- Preservation of history, culture and language is important.
- Rotorua is the hub of Maori culture and is very much part of what makes NZ unique in the world.
- Rotorua is the soul point of Maori culture.
- Should respect all cultures including Maori and Maori language.
- Should retain culture.
- So as to keep it going - not lose the culture.
- So Maori can keep their identity.
- So that the children know of their culture.
- So that the culture does not get lost.
- So there is more understanding of the culture.
- Strong cultural background.
- The Maori culture.
- They are part of community.
- This is a very important part of Rotorua and NZ.
- To keep the culture alive (x3).
- To learn where they came from - learn heritage.
- To retain and learn about the culture is very important for children.
- We all belong together.
- We have to get on with them.
- Whole population due to mixed family.

Other negative comments specified:

- Can have too much, every five minutes.
- Don't like Maori culture pushed down my throat, as far as I'm concerned it is only important to tourism.
- Maori culture is important, but I don't like it being stuck-down my throat.
- Not important for everyday citizens.
- Not to be used as a shield to hide behind.

- Some Maori are extremely racist and want to exclude other people who aren't Maori.

| Ranking for specifying neither important nor unimportant | Number | Percent |
|--|-----------|---------|
| Tangata whenua/cultural connection to the District | 3 | 7.5% |
| Treaty of Waitangi obligations | 0 | 0.0% |
| Important for tourism | 5 | 12.5% |
| High proportion of population being Maori | 1 | 2.5% |
| Other positive comments | 2 | 5.0% |
| All cultures are important/no special place for Maori | 20 | 50.0% |
| Other negative comment | 15 | 37.5% |
| Don't know | 1 | 2.5% |
| Sample | 40 | |

Other positive comments specified:

- All New Zealanders should have equal status in everything.
- Because we have to live with them.

Other negative comments specified:

- English is language of choice, doesn't want to revert to Maori.
- Enough done already.
- Feel that Maori culture/problems/health, is over concentrated on, both in NZ and Rotorua.
- It gets a bit over the top sometimes - too much talk of it.
- It is not everything.
- Lack of knowledge about Maori.
- Lived here all my life and grown up with Maori - the culture does not come in to everyday life it's all a bit of a joke.
- Maori culture is valued for wrong reasons.
- Maori should value it - not everybody needs to.
- The Maori get too much backing.
- There are more non-Maori.
- There is too much Maori at expense of everyone else.
- They get enough already. They get too much.
- Tourism will value it no matter what.
- We tend to have too much of it in Rotorua.

| Ranking for unimportant | Number | Percent |
|---|-----------|---------|
| Tangata whenua/cultural connection to the District | 0 | 0.0% |
| Treaty of Waitangi obligations | 0 | 0.0% |
| Important for tourism | 1 | 5.0% |
| High proportion of population being Maori | 0 | 0.0% |
| Other positive comments | 1 | 5.0% |
| All cultures are important/no special place for Maori | 11 | 55.0% |
| Other negative comment | 9 | 45.0% |
| Don't know | 1 | 5.0% |
| Sample | 20 | |

Other positive comments specified:

- Important to retain culture for Maori people.

Other negative comments specified:

- Feel that Maori already get enough. I am New Zealand European and don't think culture needs to be made more of a fuss of than it already is.
- I don't think it matters.
- I feel it is only important when Maori want something.
- Maori gets too much their way.

- Maori place. Too much emphasis on things that they consider important when it suits them and want to disregard the interests of the rest of the community.
- Maori should get on with life and not get tied down to all that cultural stuff - culture won't get you a job - unless you teach it!
- Too much is done for Maori.
- Valuing Maori culture is singling out one group of people over the other - we should be treated equally.
- We could do with less of it.

| Ranking for very unimportant | Number | Percent |
|---|----------|---------|
| Tangata whenua/cultural connection to the District | 0 | 0.0% |
| Treaty of Waitangi obligations | 0 | 0.0% |
| Important for tourism | 0 | 0.0% |
| High proportion of population being Maori | 0 | 0.0% |
| Other positive comments | 0 | 0.0% |
| All cultures are important/no special place for Maori | 2 | 40.0% |
| Other negative comment | 3 | 60.0% |
| Don't know | 0 | 0.0% |
| Sample | 5 | |

Other positive comments specified:
None specified

Other negative comments specified:

- Implying dictatorship.
- There is no place for it.
- Too much focus on Maori.

| Ranking for don't know | Number | Percent |
|---|----------|---------|
| Tangata whenua/cultural connection to the District | 0 | 0.0% |
| Treaty of Waitangi obligations | 0 | 0.0% |
| Important for tourism | 0 | 0.0% |
| High proportion of population being Maori | 0 | 0.0% |
| Other positive comments | 0 | 0.0% |
| All cultures are important/no special place for Maori | 0 | 0.0% |
| Other negative comment | 0 | 0.0% |
| Don't know | 2 | 66.7% |
| Sample | 3 | |

Q10 And to what extent do you feel that the Rotorua community does value its living Māori culture? Would you say not at all, a little, or a lot?

| | Number | Percent |
|--|------------|---------------|
| Not at all | 4 | 1.0% |
| A little | 48 | 12.3% |
| More than a little but less than a lot | 95 | 24.3% |
| A lot | 219 | 56.0% |
| Don't know | 23 | 5.9% |
| Not specified | 2 | 0.5% |
| Total | 391 | 100.0% |

Q11 How well are you able to speak Māori in everyday conversation?

| | Number | Percent |
|--|------------|---------------|
| Very well (I can talk about almost anything in Maori) | 9 | 2.3% |
| Well (I can talk about many things in Maori) | 10 | 2.6% |
| Fairly well (I can talk about some things in Maori) | 23 | 5.9% |
| Not very well (I can only talk about simple/basic things in Maori) | 55 | 14.1% |
| No more than a few words or phrases | 155 | 39.6% |
| Not at all | 137 | 35.0% |
| Refused | 1 | 0.3% |
| Not specified | 0 | 0.0% |
| Don't know | 1 | 0.3% |
| Total | 391 | 100.0% |

Q12 How important do you feel it is for people to be able to speak Māori language? Would you say very important, quite important, important or not important?

| | Number | Percent |
|-----------------------------------|------------|---------------|
| Very important | 39 | 10.0% |
| Important | 113 | 28.9% |
| Neither important nor unimportant | 109 | 27.9% |
| Unimportant | 78 | 19.9% |
| Very unimportant | 42 | 10.7% |
| Don't know | 9 | 2.3% |
| Not specified | 1 | 0.3% |
| Total | 391 | 100.0% |

Q13 In the past 12 month period have you done any of the following?

| | Number | Percent |
|--|------------|---------------|
| Visited or stayed at a marae | 151 | 38.6% |
| Observed, attended or participated in a Maori cultural ritual (eg powhiri or blessing) | 188 | 48.1% |
| Attended or participated in a Maori cultural performance, exhibit or festival | 132 | 33.8% |
| Watched Maori TV or Maori News at least once a week | 137 | 35.0% |
| Listened to Maori radio at least once a week | 27 | 6.9% |
| Completed any Maori language or cultural training | 46 | 11.8% |
| None of the above | 126 | 32.2% |
| Sample | 391 | 100.0% |

Q14 And finally, a question on your level of involvement in clubs and groups. During the past twelve month period have you been an active participant, coach, support person or spectator in any of the following types of clubs or groups on a regular basis

| Active participant, coach or support person | Number | Percent |
|---|------------|---------|
| Formal sports club | 92 | 23.5% |
| Informal sports (eg, mountain biking) | 88 | 22.5% |
| Recreation group (eg, Kennel Club) | 83 | 21.2% |
| Arts group | 44 | 11.3% |
| Maori cultural group (eg, kapa haka) | 22 | 5.6% |
| Ethnic group | 20 | 5.1% |
| Service club (eg, Rotary) | 53 | 13.6% |
| Sample | 391 | |

| | Number | Percent |
|--|------------|---------|
| Active participant, coach or support person in any | 236 | 60.4% |
| Spectator in any | 38 | 9.7% |
| Not involved in any clubs or sports | 142 | 36.3% |
| Sample | 391 | |

| Formal sports club | Number | Percent |
|---|---------------|----------------|
| Active participant, coach or support person | 92 | 23.5% |
| Spectator | 36 | 9.2% |
| Not involved | 262 | 67.0% |
| Not specified | 1 | 0.3% |
| Total | 391 | 100.0% |

| Informal sports (eg, mountain biking) | Number | Percent |
|--|---------------|----------------|
| Active participant, coach or support person | 88 | 22.5% |
| Spectator | 27 | 6.9% |
| Not involved | 273 | 69.8% |
| Not specified | 3 | 0.8% |
| Total | 391 | 100.0% |

| Recreation group (eg, Kennel Club) | Number | Percent |
|---|---------------|----------------|
| Active participant, coach or support person | 83 | 21.2% |
| Spectator | 2 | 0.5% |
| Not involved | 302 | 77.2% |
| Not specified | 4 | 1.0% |
| Total | 391 | 100.0% |

| Arts group | Number | Percent |
|---|---------------|----------------|
| Active participant, coach or support person | 44 | 11.3% |
| Spectator | 0 | 0.0% |
| Not involved | 342 | 87.5% |
| Not specified | 5 | 1.3% |
| Total | 391 | 100.0% |

| Maori cultural group (eg, kapa haka) | Number | Percent |
|---|---------------|----------------|
| Active participant, coach or support person | 22 | 5.6% |
| Spectator | 11 | 2.8% |
| Not involved | 352 | 90.0% |
| Not specified | 6 | 1.5% |
| Total | 391 | 100.0% |

| Ethnic group | Number | Percent |
|---|---------------|----------------|
| Active participant, coach or support person | 20 | 5.1% |
| Spectator | 2 | 0.5% |
| Not involved | 361 | 92.3% |
| Not specified | 8 | 2.0% |
| Total | 391 | 100.0% |

| Service club (eg, Rotary) | Number | Percent |
|---|---------------|----------------|
| Active participant, coach or support person | 53 | 13.6% |
| Spectator | 2 | 0.5% |
| Not involved | 327 | 83.6% |
| Not specified | 9 | 2.3% |
| Total | 391 | 100.0% |

APPENDIX TWO: QUESTIONNAIRE

Respondent No. _____ Interviewer No. _____

Good morning/afternoon. This is _____ from APR Consultants. We are conducting a survey on behalf of Rotorua District Council about progress towards community outcomes in the District, for example things that households do to protect the environment. For this survey could we please speak to the person living in your household aged 15 and over who has the next birthday?

***** IF NOT AVAILABLE, ARRANGE A CALL BACK *****

This survey is to help measure progress towards community outcomes in the Rotorua District. Your answers will be grouped with others.

***** IF NECESSARY ARRANGE A CALL BACK *****

Q1 Firstly, to make sure we speak to a cross-section of people, which age group are you in? **READ OUT** Code

CHECK QUOTAS

- | | | |
|-----|----------------------------|---|
| (1) | 15-24..... | 1 |
| (2) | 25-34..... | 2 |
| (3) | 35-44..... | 3 |
| (4) | 45-54..... | 4 |
| (5) | 55-64..... | 5 |
| (6) | 65-74..... | 6 |
| (7) | 75+..... | 7 |
| (8) | Refused – DO NOT READ..... | 8 |

Q2 Your gender? Code

CHECK QUOTAS

- | | | |
|-----|-------------|---|
| (1) | Male..... | 1 |
| (2) | Female..... | 2 |

Q3 To which of the following ethnic groups do you belong? **READ OUT, CODE** Code
ALL THAT APPLY

CHECK QUOTAS

- | | | |
|-----|---|---|
| (1) | NZ European..... | 1 |
| (2) | Māori..... | 2 |
| (3) | Pacific Islander..... | 3 |
| (4) | Asian (including Chinese, Indian and other Asian) | 4 |
| (5) | Other (specify) | 5 |
| (6) | New Zealander – DO NOT READ..... | 6 |
| (7) | Refused – DO NOT READ..... | 7 |

| | | |
|------|---|------|
| Q4 | Which of the following best describes where you live? READ OUT | Code |
| (1) | Rotorua city..... | 1 |
| (2) | Rotorua suburbs..... | 2 |
| (3) | Ngongotaha..... | 3 |
| (4) | Rural farm or lifestyle block | 4 |
| (5) | Rural village (eg, Mamaku, Reporoa) | 5 |
| (6) | Lakeside settlement (eg, Rotoiti, Tarawera) | 6 |
| (7) | Refused – DO NOT READ..... | 7 |
| Q5 | The following questions are about your attitudes and behaviours towards the natural environment. | Code |
| | Firstly, what actions do you regularly undertake to protect the environment? Do you | |
| | READ OUT | |
| (1) | Decide for environmental reasons to re-use things yourself instead of throwing it away | 1 |
| (2) | Compost your food and/or garden waste | 2 |
| (3) | Recycle bottles or cans or paper or plastic instead of throwing them away ... | 3 |
| (4) | Buy household products that you think are better for the environment ... | 4 |
| (5) | Get the car tuned regularly | 5 |
| (6) | Make an effort to reduce water consumption for environmental reasons .. | 6 |
| (7) | Make an effort to reduce energy consumption for environmental reasons | 7 |
| (8) | Use buses, walk or ride a bicycle to reduce car use | 8 |
| (9) | Contribute time towards an environmental group or project | 9 |
| (10) | Pick up rubbish in a public place | 10 |
| Q6a | And in the last year or so, have you been involved in any kind of public action, meetings, official hearings or consent processes with the aim of protecting the environment? | Code |
| (1) | Yes | 1 |
| (2) | No | 2 |
| (3) | Unsure – DO NOT READ | 3 |
| Q6b | IF 'YES' ASK: What did you do? DO NOT PROMPT | |
| (1) | Wrote letter to the paper | 1 |
| (2) | Attended meeting | 2 |
| (3) | Formal submission | 3 |
| (4) | Wrote to council or other organisation | 4 |
| (5) | Phoned council or other organisation | 5 |
| (6) | Complained to council or other organisation | 6 |
| (7) | Protested | 7 |
| (8) | Complained directly to person | 8 |
| (9) | Joined action group | 9 |
| (10) | Sought/read information | 10 |
| (11) | Participated in resource consent process | 11 |
| (12) | Signed petition | 12 |
| (13) | Other (specify) | 13 |

Q7 do you generally agree or disagree with each of these statements about the Rotorua District environment? **READ OUT, ROTATED ORDER.** [Prompt: would that be just (agree/disagree) or strongly (agree/disagree)?]

| | Strongly agree | Agree | 'Depends' | Disagree | Strongly disagree | Don't know |
|---|----------------|-------|-----------|----------|-------------------|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| (A) Rules and laws should be enforced to make sure the environment is well looked after | | | | | | |
| (B) The public have enough say in the way the environment is managed | 1 | 2 | 3 | 4 | 5 | 6 |
| (C) Landowners should be allowed to do what they like on their own land regardless of the impact on the environment | 1 | 2 | 3 | 4 | 5 | 6 |
| (D) The most important objective of any business should be to maximise profit even if that means damaging the environment | 1 | 2 | 3 | 4 | 5 | 6 |
| (E) Businesses usually find it is too expensive to be environmentally friendly | 1 | 2 | 3 | 4 | 5 | 6 |
| (F) Businesses should be obliged to treat the environment well | 1 | 2 | 3 | 4 | 5 | 6 |
| (G) Water quality in rivers and streams should be protected regardless of the cost | 1 | 2 | 3 | 4 | 5 | 6 |
| (H) I would not like to see a wind turbine out my window | 1 | 2 | 3 | 4 | 5 | 6 |
| (I) There should be tighter provisions for construction of homes and buildings in areas at risk from natural hazards | 1 | 2 | 3 | 4 | 5 | 6 |
| (J) It is too hard to make any real difference for the environment | 1 | 2 | 3 | 4 | 5 | 6 |

| | | |
|-----|---|------|
| Q8 | Next are a few questions about Māori culture. | Code |
| | Firstly, how important do you feel it is for the Rotorua community to value its living Māori culture? Would you say it is very important, important, neither important nor unimportant, or unimportant? | |
| (1) | Very important | 1 |
| (2) | Important | 2 |
| (3) | Neither important nor unimportant | 3 |
| (4) | Unimportant | 4 |
| (5) | Don't know – DO NOT READ..... | 5 |
| Q9 | For what reasons do you say that? PROMPT: Any other reasons? DO NOT READ | Code |
| | OUT. CODE ALL MENTIONS | |
| | PROBE FULLY. | |
| (1) | Tangata whenua/ cultural connection to the District | 1 |
| (2) | Treaty of Waitangi obligations | 2 |
| (3) | Important for tourism | 3 |
| (4) | Other positive comment (specify) | 4 |
| (5) | All cultures are important/ no special place for Māori | 5 |
| (6) | Other negative comment (specify) | 6 |
| (7) | Don't know – DO NOT READ | 7 |
| Q10 | And to what extent do you feel that the Rotorua community does value its living Māori culture? Would you say not at all, a little, or a lot? | Code |
| (1) | Not at all | 1 |
| (2) | A little | 2 |
| (3) | A lot | 3 |
| (4) | Don't know – DO NOT READ..... | 4 |
| Q11 | How well are you able to speak Māori in everyday conversation? PROMPT. | Code |
| (1) | Very well (I can talk about almost anything in Māori) | 1 |
| (2) | Well (I can talk about many things in Māori) | 2 |
| (3) | Fairly well (I can talk about some things in Māori) | 3 |
| (4) | Not very well (I can only talk about simple/basic things in Māori) | 4 |
| (5) | No more than a few words or phrases | 5 |
| (6) | Not at all – DO NOT READ..... | 6 |
| (7) | Refused – DO NOT READ | 7 |
| Q12 | How important do you feel it is for people to be able to speak Māori language? Would you say very important, quite important, important or not important? | Code |
| (1) | Very important | 1 |
| (2) | Quite important | 2 |
| (3) | Important | 3 |
| (4) | Not important | 4 |
| (5) | Don't know – DO NOT READ..... | 5 |
| Q13 | In the past 12 month period have you done any of the following? READ OUT | Code |
| (1) | Visited or stayed at a marae | 1 |
| (2) | Observed, attended or participated in a Māori cultural ritual (eg, pōwhiri or blessing) ... | 2 |
| (3) | Attended or participated in a Māori cultural performance, exhibit or festival ... | 3 |
| (4) | Watched Māori TV or Māori News at least once a week | 4 |
| (5) | Listened to Māori radio at least once a week | 5 |
| (6) | Completed any Māori language or cultural training | 6 |
| (7) | None of the above | 7 |

Q14 And finally, a question on your level of involvement in clubs and groups. During the past twelve month period have you been an active participant, coach, support person or spectator in any of the following types of clubs or groups on a regular basis
READ OUT, PROMPT.

| | Active participant, coach or support person | Spectator | Not involved |
|---|---|-----------|--------------|
| (1) Formal sports club | 1 | 2 | 3 |
| (2) Informal sports (eg, mountain biking) | 1 | 2 | 3 |
| (3) Recreation group (eg, Kennel Club) | 1 | 2 | 3 |
| (4) Arts group | 1 | 2 | 3 |
| (5) Māori cultural group (eg, kapa haka) | 1 | 2 | 3 |
| (6) Ethnic group | 1 | 2 | 3 |
| (7) Service club (eg, Rotary) | 1 | 2 | 3 |

That's all the questions. Should you have any queries, my name is _____ from APR Consultants and my supervisor's telephone number is 349 8322.

Thank you very much for your time.