



WANGANUI DISTRICT COUNCIL:
COMMUNITY OUTCOMES SURVEY REPORT

REVISED VERSION MAY 2011

TABLE OF CONTENTS

1	Executive Summary	4
2	Method	8
3	Analysis and reporting of results	10
4	Perceptions of Wanganui	12
4.1	Community feeling	12
4.2	Economy	13
4.3	Leisure options	14
4.4	Lifestyle factors	15
4.5	Pride in Wanganui	16
4.6	Concerns about living in Wanganui	20
5	Neighbourhood connectedness	23
6	Events	28
6.1	Event participation	28
6.2	Events attended.....	29
6.3	Satisfaction with events	33
6.4	Visitors to Wanganui as a result of events	34
6.5	Time spent walking and cycling	35
7	Standard of living	36
7.1	Satisfaction with current standard of living	36
7.2	Ownership of household goods.....	39
7.3	Employment status.....	42
7.4	Gross annual household income	44
7.5	Number of cars owned per household.....	46
7.6	Internet access at home	47
7.7	Dining out	49
7.8	Holidays taken	51
7.9	Household structure.....	53
8	Public bus service to Palmerston North	55
8.1	Frequency of travel to Palmerston North	55
8.2	Likelihood to use a public bus service to Palmerston North	57

8.3	Frequency of using a public bus service to Palmerston North.....	58
8.4	Main purpose for using a public bus service to Palmerston North.....	59
9	Discussion of results	61
10	Sample description	63

1 Executive Summary

Versus Research was commissioned by Wanganui District Council (Council) to conduct their Community Outcomes Survey. This project identifies and measures the perceptions that residents of Wanganui District (residents) have towards Wanganui. Specifically, residents were asked about:

- their perceptions of Wanganui across a range of community, economic, leisure and lifestyle measures
- progress in relation to Community Outcomes indicators
- what they are most proud of about Wanganui and any concerns they might have about living in Wanganui
- their satisfaction and participation in events hosted in Wanganui over the last 12 months
- how well they know their neighbours and other neighbourhood friendliness measures
- their perceptions regarding a potential public bus service to Palmerston North
- how satisfied they are with their standard of living and their ownership of household goods.

Interviewing for this project involved a telephone survey of a random sample of 400 residents. Interviewing was conducted between the 3rd and 10th of February, 2011. The results are analysed by area/suburb and demographic measures. Key results are outlined below.

KEY RESULTS

Perceptions of Wanganui

Community

- 86% agree or strongly agree that Wanganui is a good place to raise a family
- 78% agree or strongly agree that people in Wanganui are friendly
- 75% agree or strongly agree that there are quality education options
- 53% agree or strongly agree that Wanganui's different community organisations work well together
- 43% agree or strongly agree that Wanganui is a safe place, and there are few issues with gangs
- 21% agree or strongly agree that Wanganui has a low level of crime.

Economy

- 69% agree or strongly agree that house prices are affordable in Wanganui

- 28% agree or strongly agree that Wanganui has good opportunities for business and career advancement
- 20% agree or strongly agree that Wanganui offers good job opportunities.

Leisure

- 80% agree or strongly agree that there are lots of arts and cultural activities available in Wanganui
- 79% agree or strongly agree that Wanganui has a rich heritage and culture
- 74% agree or strongly agree that Wanganui has a range of leisure activities.

Lifestyle

- 88% agree or strongly agree that they like living in Wanganui
- 86% agree or strongly agree that Wanganui has a pleasant climate
- 81% agree or strongly agree that Wanganui is free from traffic congestion
- 75% are satisfied or very satisfied with Wanganui's recreational areas and facilities
- 57% agree or strongly agree that quality healthcare is easy to access.

Reasons for having pride in Wanganui and concerns about living in Wanganui

- The highest proportion of residents (18%) said that they are proud of Wanganui's community feel. The river / riverfront development follows next with 17 per cent of residents saying this
- The largest proportion of residents (30%) said that they have no concerns about living in Wanganui. This was followed by 19 per cent of residents who said lack of employment opportunities and 15 per cent who said crime/gangs.

Neighbourhood connectedness

- 75% agree or strongly agree that neighbours in the area watch out for each other and the homes/property in the area
- 65% agree or strongly agree that neighbours in their area are willing to help each other
- 56% agree or strongly agree that neighbours in their area welcome newcomers
- 51% agree or strongly agree that they know all of their neighbours really well.

Events

- 62% said they had attended an event hosted in Wanganui over the last 12 months
- The most popular events over the last 12 months were: Cemetery Circuit Motorcycle races (40%); the Christmas Parade (39%); and the Festival of Glass (37%)
- 65% said that they are satisfied or very satisfied with the quality and quantity of events

- 37% said that their friends or family had visited Wanganui over the last 12 months as a result of an event hosted in Wanganui
- 72% said that they had walked and/or cycled outdoors in the last week, doing so for an average of 35 minutes per day.

Standard of living

Satisfaction and ownership of household items

- 70% of residents are satisfied or very satisfied with their standard of living
- Nearly all said that their household owns a washing machine (98%), a private car (95%), and home contents insurance (92%)
- Most said that their household owns a mobile phone (89%), a DVD player (87%), and a home computer (82%)
- About two-thirds (68%) said that their household owns a non-flat screen television (68%), a dishwasher (67%), and private health insurance (62%)
- Just over half said that their household owns a flat screen television (59%) and pay television (55%)
- 95% of households own a car, with the largest proportion (38%) owning two cars
- 81% said that they have an internet connection at home; wireless broadband is the most common connection type (35%).

Dining out and holidays

- The highest proportion (33%) said that they dine out once in a typical month; 32% said that they do not dine out at all in a typical month
- 61% said that they had taken a week's holiday away from home in the last year
- 47% said that they had taken an overseas holiday in the last three years.

Employment status, income, and household structure

- The largest proportion (49%) of residents said that they are employed full time; this is followed by 22% who said that they are retired
- The largest proportion (22%) of residents said that their gross annual household income is less than \$30,000; this was closely followed by 21% who said income is between \$30,000 and \$50,000
- The highest proportion of residents (40%) said that there are exactly two people living in their household
- 94% said that none of their extended family members live in their household.

Public bus service to Palmerston North

- The largest proportion of residents (45%) said that they travel to Palmerston North every two or three months or less frequently

- 24% said that they, or someone in their household, is likely or very likely to use the service
- 32% of those who said that they are likely or very likely to use the service would use it monthly. The largest proportion said shopping would be their main reason for using the service (53%).

2 Method

A telephone survey of a random sample of residents in the Wanganui District was conducted between the 3rd and the 10th of February, 2011, from 4.30pm to 9pm. The final sample consisted of $n = 400$ residents and interviews were 11 minutes on average.

Sample selection

The project utilised a stratified sample based on the areas that make up Wanganui District; that is, the sample overall was designed to proportionately reflect suburb populations of Wanganui District. To ensure the area/suburb proportions were achieved, quotas were applied to specific areas/suburbs; these are outlined in the table below:

Area	Area Grouping	% of sample	Sample sizes 2011 n=400
Aramoho	Lower Aramoho	12%	37
	Upper Aramoho		
Wanganui East	Williams Domain	11%	49
	Wembley Park		
	Kowhai Park		
Hill suburbs	Bastia Hill	14%	54
	Durie Hill		
	St Johns Hill		
	Otamatea		
Wanganui Central	Laird Park	9%	42
	Putiki		
	Wanganui Central		
	Spriggens Park		
Springvale	Springvale West	11%	44
	Springvale East		
	Wanganui Collegiate		
Castlecliff	Castlecliff North	11%	40
	Castlecliff South		
	Mosston		
Gonville	Balgownie	17%	74
	Tawhero		
	Gonville South		
	Gonville East		
	Gonville West		
Blueskin-Maxwell	Blueskin	8%	30
	Maxwell		
Marybank et al	Marybank-Gordon Park	7%	30
	Fordell-Kakatahi		

Sample source

Telephone numbers were supplied by KMS data to Versus Research. Telephone numbers were randomly selected from this database to go into the pool of numbers to telephone. Up to six call backs were made to each telephone number before the telephone number was removed from the pool of numbers.

Pilot testing completed

A pilot survey of $n = 30$ residents was completed on the 3rd of February, 2011 to check questionnaire flow and ensure any potential areas for confusion were eliminated and/or technical issues removed prior to 'going live'.

3 Analysis and reporting of results

All interviewing was completed in-house at Versus Research on the Versus CATI (computer assisted telephone interviewing) system; all interviewers were supervised at all times by a senior researcher who could handle any queries from residents. Survey data were checked and audited upon the completion of the survey process.

Subgroups

The results are primarily analysed and displayed at the total level and by area/suburb. Additionally, the 'standard of living' measures have been analysed by a range of demographic variables including household income, age, gender, household structure, employment type, and duration of residence.

Significance testing

Significance testing has been conducted between the results of the subgroups and the total result to determine whether differences shown are statistically significant, i.e., to assess whether variations in a subgroup's answer are due to talking to only a sample of residents, rather than all residents (random sampling error).

In the tables in this report, significant differences are indicated by plus or minus signs as follows:

- A single plus or minus (+ or -) denotes that the result for that subgroup is statistically different to the result for the total population at the 90 per cent confidence level. When discussed in the report, this is referred to as *slightly more/less likely*.
- Two plusses or minuses (++) or (--) denote significance at the 95 per cent confidence level. When discussed in the report, this is referred to as *more/less likely*.
- Three plusses or minuses (+++) or (---) denote significance at the 99 per cent confidence level. When discussed in the report, this is referred to as *much more/less likely*.

Margin of error

Margin of error (MOE) is a statistic used to express the amount of random sampling error there is in a survey's results. The MOE is particularly relevant in analysis of a subset of the data, as smaller sample sizes incur a greater MOE.

The final sample size for this study was n=400, giving a maximum margin of error of plus or minus 4.90 per cent at the 95 per cent confidence interval. That is, if the observed result on the total sample of n=400 respondents is 50 per cent (point of maximum margin of error), then there is a 95 per cent probability that the true answer falls between 45.10 per cent and 54.90 per cent.

Weighting

Age and gender weightings have been applied to the final data set. Weighting ensures that specific demographic groups are not under or over-represented in the final data set and that each group is represented as it would be in the population. Weighting gives greater confidence that the final results are representative of the Wanganui District population overall and are not skewed by a particular demographic group. The proportions used for the gender and age weights are taken from the 2006 Census data (Statistics New Zealand). These proportions are outlined in the table below:

Demographic	Proportion of Wanganui District population
Male under 40	16%
Female under 40	17%
Male 40 to 59	18%
Female 40 to 59	19%
Male 60+	13%
Female 60+	17%
Total	100%

Display of data

For ease of interpretation, charts are used to display most data in this report. Where appropriate (mostly for displaying results by suburb sub-group), tables are used instead.

Labels on charts for very small proportions (e.g. 1%) may not be shown as they can extend beyond their segment and overlap with numbers from other segments, making the labels unreadable.

The question asked in the survey and the base size (that is, the number of residents who answered each question) are shown as footnotes at the end of each page on which the results are charted.

Percentages

Please note that not all percentages shown add up to 100 per cent. This is due to rounding and/or questions that allow multiple responses (rather than a single response).

4 Perceptions of Wanganui

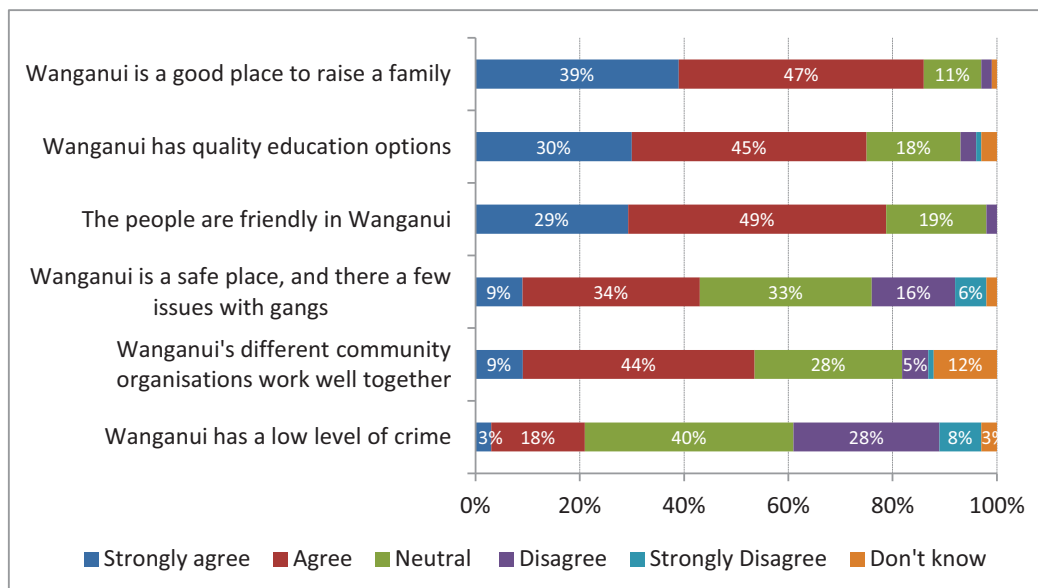
To gain a better picture of the perceptions that residents have of Wanganui and progress in relation to Community Outcome indicators, residents were asked how much they agree or disagree with a range of statements about Wanganui's: community feeling, economy, leisure options, and lifestyle factors.

4.1 Community feeling

Residents were asked how much they agreed/disagreed with a range of statements about Wanganui's community.

- Nearly all residents (86%) agree or strongly agree that Wanganui is a good place to raise a family
- Most (78%) agree or strongly agree that people in Wanganui are friendly and that there are quality education options (75%)
- Just over half (53%) agree or strongly agree that Wanganui's different community organisations work well together
- Just less than half (43%) agree or strongly agree that Wanganui is a safe place, and there are few issues with gangs
- Less than one quarter (21%) agree or strongly agree that Wanganui has a low level of crime.

Perceptions of Wanganui: Community feeling¹



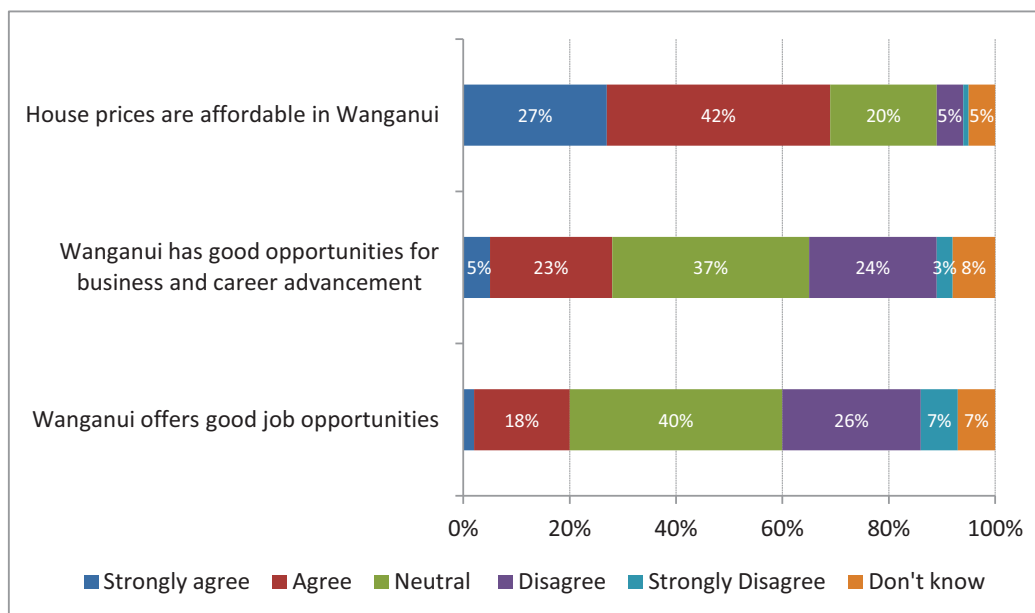
¹ Using a 1 to 5 scale, where 1 means strongly disagree, and 5 means strongly agree, can you please tell me how much you agree or disagree that... Base: All residents, n=400.

4.2 Economy

Residents were asked how much they agreed or disagreed with three statements about Wanganui's economy.

- Just over two-thirds (69%) of residents agree or strongly agree that house prices are affordable in Wanganui
- Just over one quarter (28%) agree or strongly agree that Wanganui has good opportunities for business and career advancement
- One fifth (20%) agree or strongly agree that Wanganui offers good job opportunities.

Perceptions of Wanganui: economic measures²



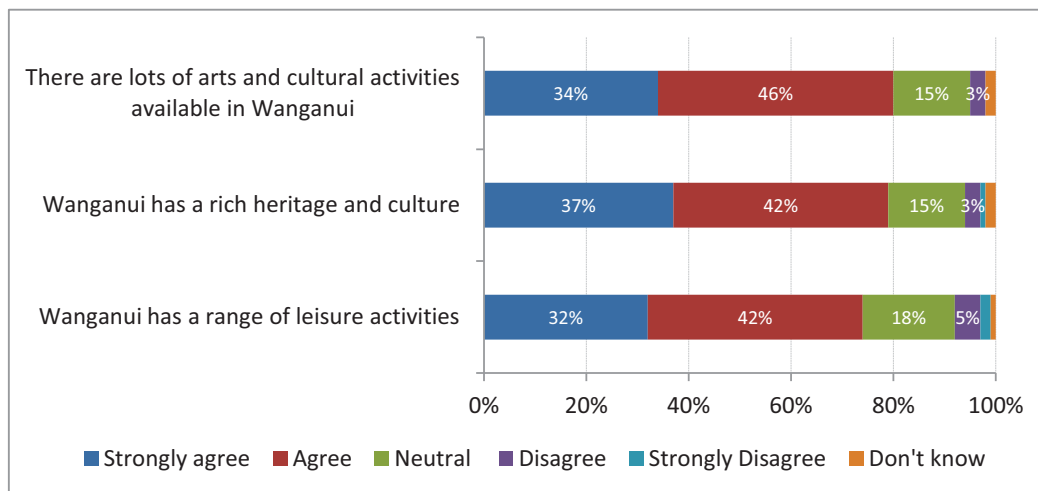
² Using a 1 to 5 scale, where 1 means strongly disagree, and 5 means strongly agree, can you please tell me how much you agree or disagree that... Base All residents, n=400.

4.3 Leisure options

Residents were asked how much they agreed or disagreed with three statements about leisure in Wanganui.

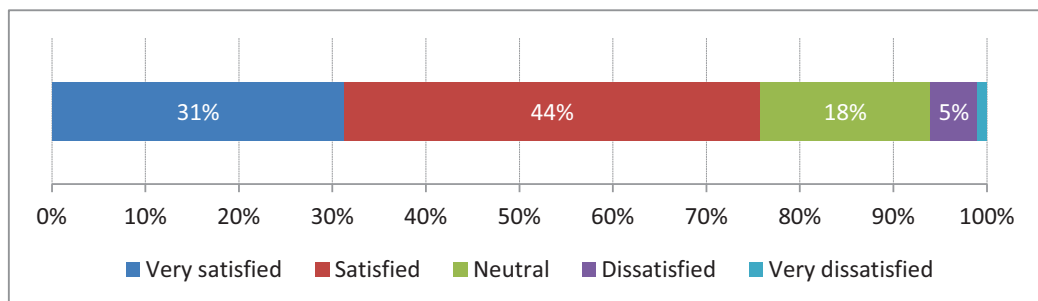
- Most (80%) residents agree or strongly agree that there are lots of arts and cultural activities available in Wanganui
- Most (79%) agree or strongly agree that Wanganui has a rich heritage and culture
- Just under three quarters (74%) agree or strongly agree that Wanganui has a range of leisure activities.

Perceptions of Wanganui: leisure measures³



Residents were asked how satisfied they are with Wanganui’s recreational areas and facilities; overall, 75 per cent are satisfied or very satisfied with Wanganui’s recreational areas and facilities.

Satisfaction with Wanganui’s recreational areas and facilities⁴



³ Using a 1 to 5 scale, where 1 means strongly disagree, and 5 means strongly agree, can you please tell me how much you agree or disagree that... Base: All residents, n=400.

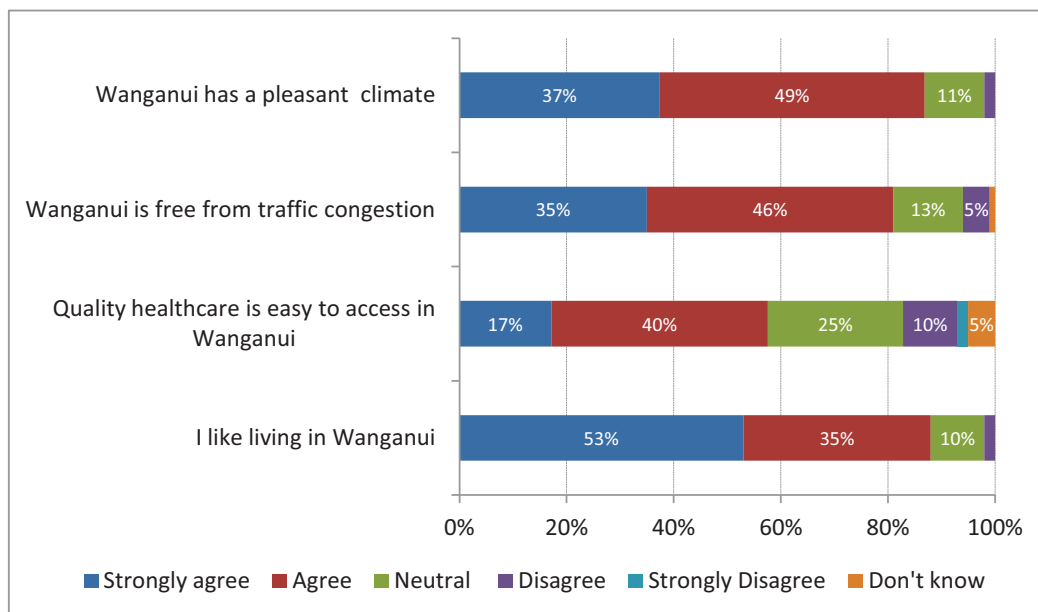
⁴ Using a 1 to 5 scale, where 1 means very dissatisfied and 5 means very satisfied, how satisfied are you with Wanganui’s recreational areas and facilities? Base: All residents, n=400.

4.4 Lifestyle factors

Residents were asked how much they agreed or disagreed with four statements about the lifestyle that living in Wanganui offers.

- Nearly all (88%) residents agree or strongly agree that they like living in Wanganui
- Nearly all (86%) agree or strongly agree that Wanganui has a pleasant climate
- Most (81%) agree or strongly agree that Wanganui is free from traffic congestion
- Just over half (57%) agree or strongly agree that quality healthcare is easy to access.

Perceptions of Wanganui: lifestyle measures⁵



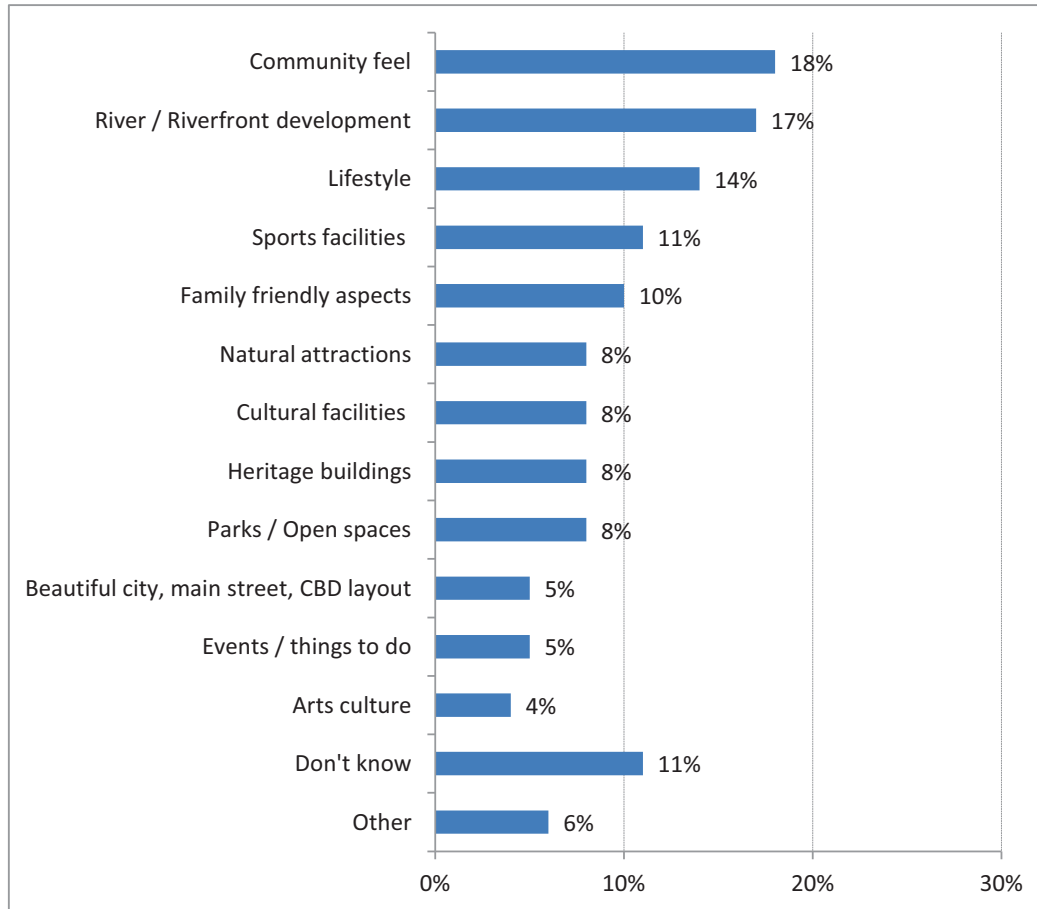
⁵ Using a 1 to 5 scale, where 1 means strongly disagree, and 5 means strongly agree, can you please tell me how much you agree or disagree that... Base: All residents, n=400.

4.5 Pride in Wanganui

Residents were asked what they are most proud of about Wanganui.

The highest proportion of residents (18%) said that they are proud of Wanganui's community feel. The river / riverfront development followed next, with 17 per cent of residents saying this.

Reasons for having pride in Wanganui⁶



Other comments:

Aramoho

- *Main entrance into Wanganui is fantastic.*
- *Rugby team, Michael Laws.*

Wanganui East

⁶ What are you most proud of about Wanganui? Base: All residents, n=400.

- *Affordability overall on houses and foodstuffs.*
- *The entrance way and the town look good.*
- *River traders market.*
- *Went to school here.*

Hill Suburbs

- *Communication between churches is very good.*
- *Gardening in the main street.*
- *Current mayor is pretty good.*

Wanganui Central

- *The new mayor.*

Springvale

- *Wide range of opportunities in everything.*
- *Continued development to keep the city more attractive.*
- *Lots of activities for children.*

Castlecliff

- *Hospital facilities and access.*
- *Hospital facilities are excellent.*

Gonville

- *It is on the move - advancing.*

Blueskin-Maxwell

- *Business development.*
- *Virginia Lake.*

Marybank-Gordon Park / Fordell-Kakatahi

- *The down-to-earth Mayor.*
- *Location is central.*
- *What they have done with the main street, the appearance of it.*
- *Kowhai Park.*

Reasons for having pride in Wanganui: BY SUBURB

Aramoho residents are much more likely to say, compared to all residents (the total), that they are proud of Wanganui's events/there are lots of things to do (16% vs. 5% for all). Wanganui East residents are much more likely to say that Wanganui is beautiful (15% vs. 5%) and are less likely to say community feel (6% vs. 18%). Residents of the Hill Suburbs are more likely to mention community feel (30% vs. 18%), while those in Wanganui Central are much more likely to mention family friendly aspects (25% vs. 10%) and cultural facilities (15% vs. 8%). Springvale residents are more likely to mention sports facilities (22% vs. 11%), while those in Blueskin-Maxwell are much more likely to say 'lifestyle' (38% vs. 14%) and events/things to do (13% vs. 5%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Springvale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
Community feel	18%	11%	28% +	30% ++	12%	6% --	13%	20%	14%	23%
River / Riverfront development	17%	23%	10%	19%	21%	19%	20%	14%	5% -	21%
Lifestyle	14%	11%	13%	5% --	12%	18%	15%	8%	38% +++	20%
Sports facilities	11%	18%	11%	8%	12%	22% ++	4%	5% -	16%	11%
Family friendly aspects	10%	11%	12%	4% -	25% +++	10%	6%	8%	10%	7%
Parks / Open spaces	8%	14%	8%	5%	11%	7%	10%	9%	7%	
Cultural facilities	8%	7%	11%	11%	15% ++	8%	4%	2% --	7%	8%
Heritage buildings	8%	3%	9%	7%	7%	13%	8%	9%	12%	4%
Natural attractions	8%	14%	7%	4%	13%	12%	5%	7%	5%	9%
Beautiful city, main street, CBD layout	5%		15% +++	8%	2%	5%	6%	5%	2%	5%
Events / things to do	5%	16% +++	2%	2%		2%	8%	3%	13% ++	
Arts culture	4%	4%	9% +	2%	7%	4%	2%	8% +		
Don't know	11%	17%	12%	11%	6%	11%	10%	14%	13%	5%
Other	6%	7%	8%	8%	2%	6%	3%	4%	7%	14% +

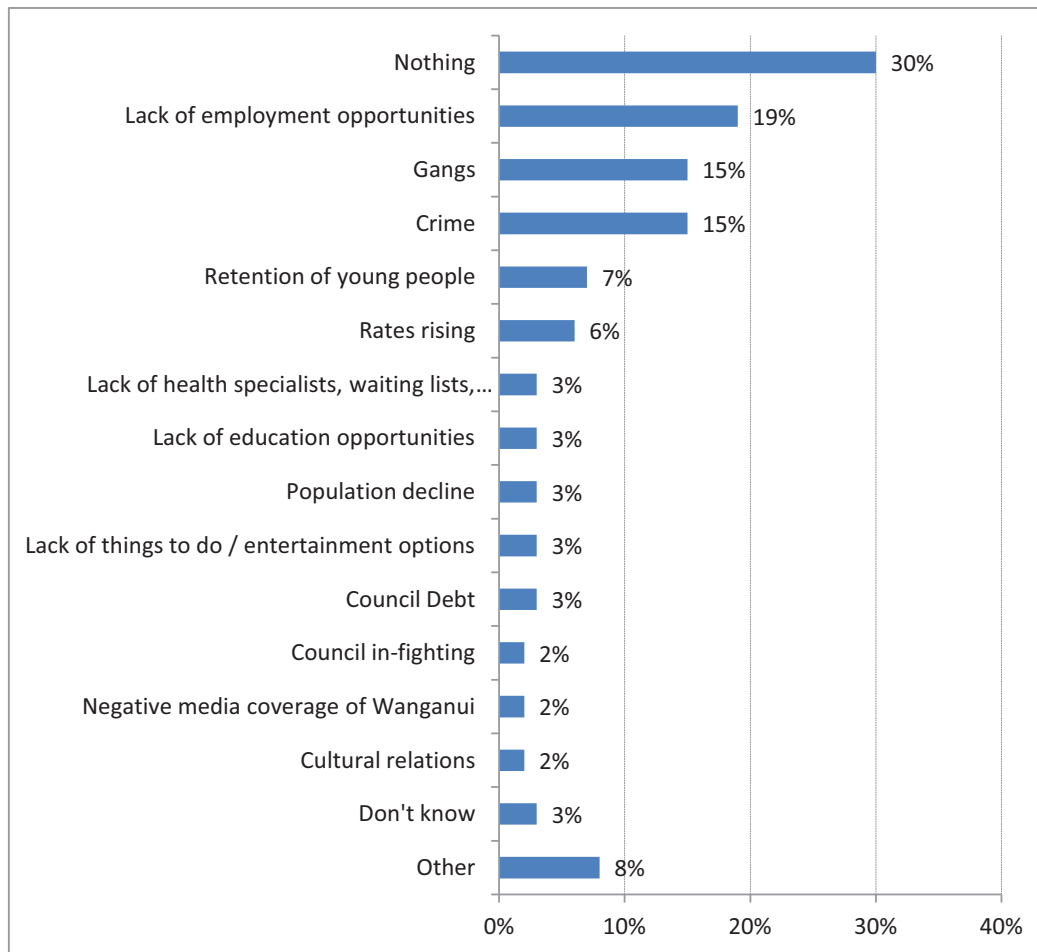
Key differences amongst demographic groups:

- Females are more likely to say, compared to all residents (the total), that they are proud of Wanganui's parks and open spaces (11% vs. 8% for all) and of community feel (22% vs. 18% for all)
- Males are more likely to say that they are proud of Wanganui's sports facilities (17% vs. 11%)
- Residents aged 30 to 39 years old are more likely to say that they are proud of Wanganui's family friendly aspects (18% vs. 10%)
- Residents aged 40 to 49 years old are more likely to say that they are proud of the heritage buildings (16% vs. 8%)
- Residents aged 60 years and older are more likely to say that they are proud of Wanganui's community feel (25% vs. 18%)
- Residents with school-aged children are more likely to say that they are proud of Wanganui's cultural facilities (14% vs. 8%) and sports facilities (21% vs. 11%)
- Ratepayers are more likely to say that they are proud of Wanganui's sports facilities (12% vs. 11%) and natural attractions (9% vs. 8%).

4.6 Concerns about living in Wanganui

Residents were asked what concerns they had (if any) about living in Wanganui. The largest proportion of residents (30%) said that they had no concerns (nothing) about living in Wanganui. This was followed by 19 per cent of residents who said lack of employment opportunities.

Concerns about living in Wanganui⁷



⁷ What, if anything, concerns you about living in Wanganui? Base: All residents, n=396.

Other comments:

Aramoho

- *Should have another bridge and a deck on the railway bridge.*
- *River is not utilised enough for recreational purposes by the general public.*
- *Graffiti.*

Wanganui East

- *Stray dogs, barking dogs.*

Wanganui Central

- *Can't drive anymore so can't get around the place.*
- *Hospital-- retaining staff and getting treatment, scans etc.*

Springvale

- *The underdevelopment of sports facilities for our community.*
- *Not safe for elderly people in the daytime and at night.*
- *Lack of good shopping areas and quality of shopping areas.*
- *Water tastes as if it contains a lot of chlorine in it.*

Castlecliff

- *Renting homes out to young people, they do not look after them, it makes Castlecliff look appalling, yet Castlecliff was a nice area.*
- *Rental properties look appalling and need to be attended to.*
- *Too much bickering amongst councillors.*
- *Lack of rubbish recycling type things.*
- *Barking dogs.*
- *Water shortages.*

Gonville

- *Narrow-minded view of local newspaper.*
- *Structural funding especially for an older community like ours.*

- *Downgrading of the hospital.*
- *Roof on the cycle lane and the water isn't soft enough.*
- *The port is not being used to full capacity, would be good to make it more accessible for bigger boats.*
- *The people who seem happy to be unemployed and not make an effort to be employed.*
- *Lack of attention to helping the arts studios survive with too much emphasis on sport.*
- *Getting the roof on the velodrome.*
- *There is no place for teenagers to go, either work or study.*

Blueskin-Maxwell

- *Primarily the publicity around the gangs.*
- *Lack of skilled people in my industry of business.*
- *Lack of facilities available in area.*
- *Poverty.*
- *Not a large-enough industry.*

Marybank-Gordon Park / Fordell-Kakatahi

- *Flooding.*
- *The tradesmen are running people out of town, people are out to rip you off and it ruins the city.*
- *The spelling of the name Wanganui.*
- *Castlecliff because it isn't very inviting, there are areas in Wanganui that need tidying up.*
- *Lack of quality education, especially secondary schools.*
- *Conservative people and community.*
- *Lack of choice in shops and certain types of merchandise*
- *Flooding.*

Concerns about living in Wanganui: BY SUBURB

Residents in the Hill Suburbs are much more likely to express concern, compared to all residents (the total), about population decline (9% vs. 3% for all) and lack of entertainment options (8% vs. 3%). Castlecliff residents are more likely to mention gangs (27% vs. 15%) and Marybank residents are slightly more likely to mention gangs (26% vs. 15%). Wanganui East residents are much more likely to say that they do not have any concerns (46% vs. 30%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Spring-vale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	396	36	48	54	42	44	40	73	29	30
Lack of employment opportunities	19%	11%	12%	26%	23%	17%	21%	19%	26%	18%
Crime	15%	22%	16%	9%	18%	19%	12%	12%	12%	19%
Gangs	15%	16%	15%	12%	14%	11%	27% ++	12%	4%	26% +
Retention of young people	7%	2%	6%	12% +	2%	10%	12%	10%	2%	
Rates rising	6%		7%	2%	10%	6%	4%	6%	9%	10%
Council Debt	3%	3%	3%			2%	5%	5%	2%	10% ++
Population decline	3%	5%	4%	9% +++				1%	7%	
Lack of things to do / entertainment	3%		4%	8% ++	2%	9% ++	4%			4%
Lack of education opportunities	3%		3%	6% +		4%	2%		8%	3%
Lack of health specialists etc	3%	4%	7% +			3%		6% +	2%	
Cultural relations	2%	3%	3%					1%	11%	
Negative media	2%	5% +		5% +		2%				5%
Council in-fighting	2%	5%	2%	3%	2%				12%	
Don't know	3%	3%	3%	4%	2%	4%	3%	5%	2%	
Nothing	30%	29%	46% +++	27%	33%	32%	25%	32%	19%	16% -
Other	8%	9%	2% -		5%	8%	10%	12%	12%	23% +++

Key differences amongst demographic groups:

- Residents aged 30 to 39 years old are more likely to say, compared to all residents (the total), that they are concerned about gangs (24% vs. 15% for all) and lack of employment opportunities (29% vs. 19%)
- Residents aged 60 years old and older are more likely to say that they have no concerns about living in Wanganui (37% vs. 30% for all).

5 Neighbourhood connectedness

Residents were asked how much they agreed or disagreed with a series of statements about their neighbours, specifically whether:

- neighbours watch out for each other and the homes/property in the area
- neighbours are willing to help each other
- neighbours are welcoming to newcomers
- they know all of their neighbours really well.

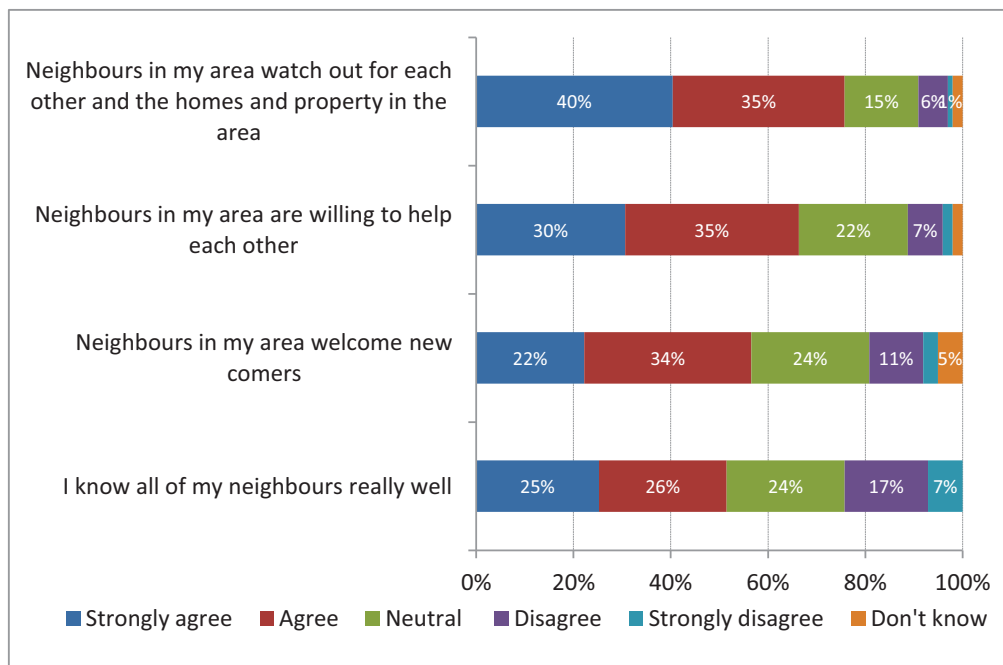
Three-quarters (75%) of residents agree (35%) or strongly agree (40%) that neighbours in the area watch out for each other and the homes/property in the area.

Just under two-thirds (65%) agree (35%) or strongly agree (30%) that neighbours in their area are willing to help each other.

Just over half (56%) agree (34%) or strongly agree (22%) that neighbours in their area welcome newcomers.

Just over half (51%) agree (26%) or strongly agree (25%) that they know all of their neighbours really well.

Neighbourhood connectedness measures⁸



⁸ Using a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with the following statements... Base: All residents, n=400.

Neighbours in my area watch out for each other and the homes and property in the area:
BY SUBURB

Residents of the Hill Suburbs are much more likely to say, compared to all residents (the total), that they strongly agree with the statement 'neighbours in my area watch out for each other and the homes and property in the area' (56% vs. 40% for all). Castlecliff residents are more likely to say that they disagree (13% vs. 6%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Spring-vale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
Strongly disagree	1%		5%				2%	3%	3%	
Disagree	6%	3%	7%	2%	6%	2%	13% ++	9%		6%
Neutral	15%	15%	18%	9%	14%	10%	14%	20%	16%	14%
Agree	35%	46%	23% -	26%	37%	41%	42%	33%	35%	37%
Strongly agree	40%	35%	40%	56% +++	37%	47%	30%	34%	43%	41%
Don't know	2%		7% ++	6% +	4%				3%	2%

Key differences amongst demographic groups:

- Residents aged 60 years old or older are slightly more likely to say, compared to all residents (the total), that they strongly agree (48% vs. 40% for all).

Neighbours in my area are willing to help each other: BY SUBURB

Aramoho residents are much less likely to agree, compared to all residents (the total), with the statement 'neighbours in my area are willing to help each other' (11% vs. 30% for all). Residents of Hill Suburb are much more likely to say that they strongly agree (45% vs. 30%). Gonville residents are more likely to strongly disagree (15% vs. 7%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Springvale	Castlecliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
Strongly disagree	2%		3%	5%		6%	2%	2%		
Disagree	7%	9%	4%	5%	8%	3%	12%	15% ++		5%
Neutral	22%	32%	22%	18%	25%	20%	28%	22%	18%	13%
Agree	35%	49% +	29%	22% -	29%	41%	33%	34%	48%	37%
Strongly agree	30%	11% ---	34%	45% +++	34%	30%	22%	26%	34%	44%
Don't know	2%		7% +++	5%	2%		3%	1%		
Refused	0%				2% ++					

Key differences amongst demographic groups:

- Residents aged 40 to 49 years old are much more likely to say that they disagree (16% vs. 7% for all)
- Residents aged 60 years old and older are more likely to say that they strongly agree (40% vs. 30%).

Neighbours in my area welcome newcomers: BY SUBURB

Aramoho residents are more likely to say, compared to all residents (the total), that they agree with the statement 'neighbours in my area welcome newcomers' (49% vs. 34% for all), as are Blueskin-Maxwell residents (51% vs. 34%). Wanganui East residents are much more likely to say that they don't know (17% vs. 5%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Spring- vale	Castle- cliff	Gonville	Blueskin- Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
Strongly disagree	3%	3%	3%	2%	5%		5%	5%		3%
Disagree	11%	9%	16%	10%	15%	5%	13%	16%	8%	5%
Neutral	24%	31%	12% --	15% -	18%	27%	37% ++	31%	12%	27%
Agree	34%	49% ++	28%	36%	35%	40%	21% -	23% --	51% ++	33%
Strongly agree	22%	8% --	25%	29%	19%	28%	17%	23%	24%	26%
Don't know	5%		17% +++	8%	5%		6%	2%	5%	5%
Refused	0%				2% ++					

Key differences amongst demographic groups:

- Females are quite polarised on this measure: they are either more likely to say that they strongly disagree (15% vs. 11% for all) or that they strongly agree (26% vs. 22%)
- Residents who are retired are more likely to say that they strongly agree (31% vs. 22%).

I know all of my neighbours really well: BY SUBURB

Gonville residents are more likely to say, compared to all residents (the total), that they strongly disagree with the statement 'I know all of my neighbours really well' (12% vs. 7% for all). Blueskin-Maxwell and Marybank residents are more likely to say that they strongly agree (41% and 43% respectively vs. 25%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Spring-vale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
Strongly disagree	7%	3%	7%	7%	5%	3%	12%	12% ++	3%	7%
Disagree	17%	28%	15%	16%	24%	21%	16%	18%	6% -	6% -
Neutral	24%	26%	25%	27%	23%	26%	29%	24%	16%	15%
Agree	26%	33%	28%	21%	21%	30%	17%	30%	32%	29%
Strongly agree	25%	10% --	23%	29%	26%	22%	27%	16% -	41% ++	43% ++
Don't know	0%		1%						3% ++	

Key differences amongst demographic groups:

- Residents who are retired are more likely to say, compared to all residents (the total) that they strongly agree (36% vs. 25% for all).

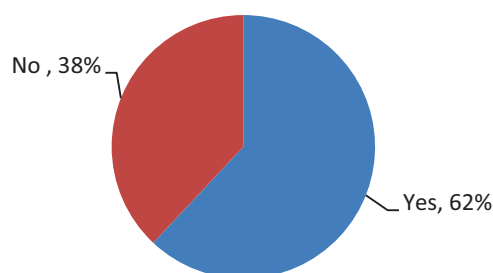
6 Events

This section details: event (hosted in Wanganui) attendance by residents over the last 12 months; satisfaction with events; and friends/family visitation as a result of an event hosted in Wanganui. This section also outlines the average time that residents spent cycling and walking outdoors over the last week.

6.1 Event participation

Residents were asked whether they attended any events hosted in Wanganui over the last 12 months. Overall, 62 per cent of residents said they have, while 38 per cent said that they have not.

Event attendance in the last 12 months⁹



Event attendance in the last 12 months: BY SUBURB

Wanganui East residents are less likely to say, compared to all residents (the total), that they have attended an event hosted in Wanganui over the last 12 months (54% vs. 38% for all).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Spring-vale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
Yes	62%	71%	46% --	65%	59%	64%	57%	60%	75%	66%
No	38%	29%	54% ++	35%	41%	36%	43%	40%	25%	34%

Key differences amongst demographic groups:

- Residents with school-aged children are more likely to say, compared to all residents (the total), that they have attended an event in Wanganui over the last 12 months (72% vs. 62% for all)
- Residents who are employed full time are more likely to say that they have attended an event in Wanganui over the last 12 months (69% vs. 62%)

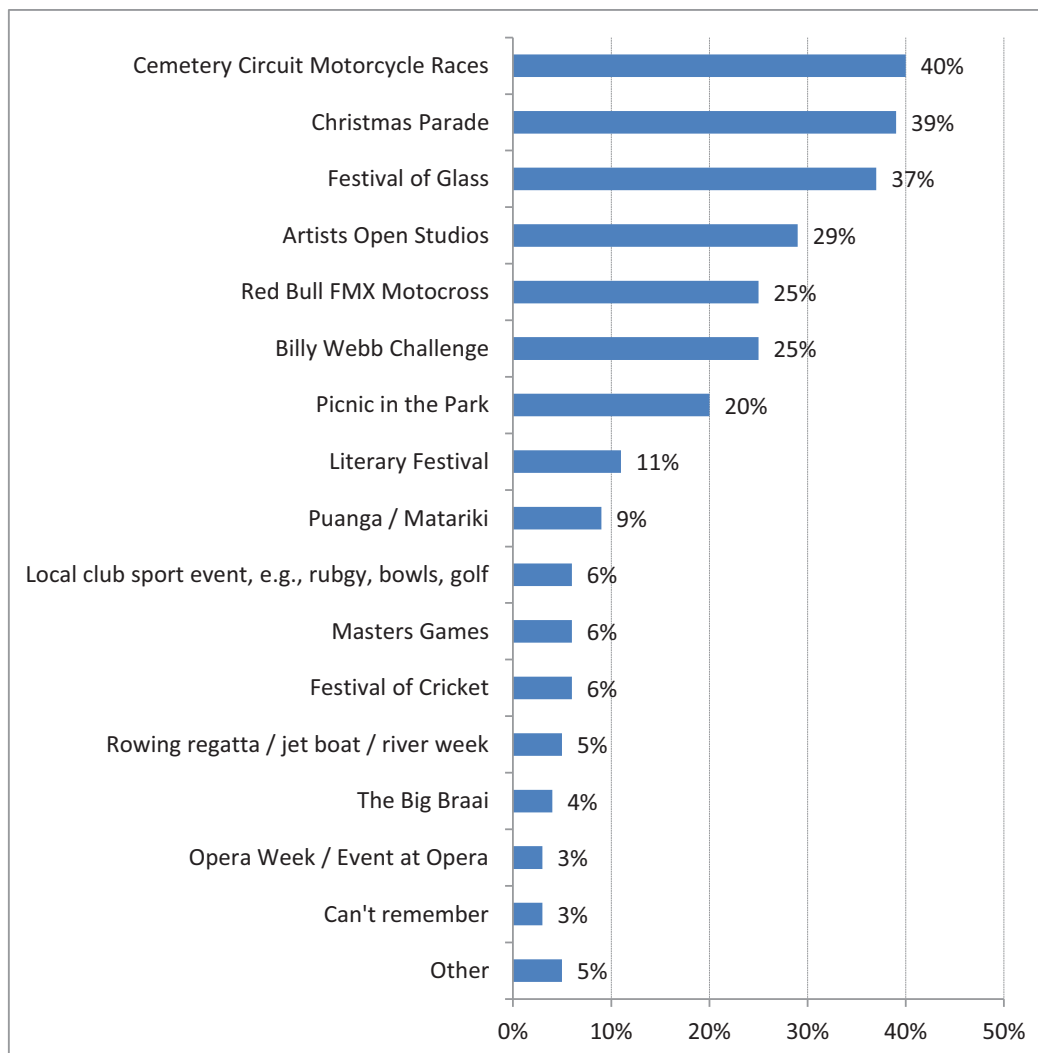
⁹ Have you personally participated in, or attended any events in Wanganui in the last 12 months?
Base: All residents, n=400.

6.2 Events attended

Residents who said they have attended an event hosted in Wanganui over the last 12 months were asked which event(s) they attended.

Overall, the most popular events were: Cemetery Circuit Motorcycle races (40%); the Christmas Parade (39%); and the Festival of Glass (37%).

*Events attended*¹⁰



¹⁰ Which events did you attend or participate in? Base: Residents who said that they had participated in, or attended an event hosted in Wanganui in the last 12 months, n=400.

Other responses:

Aramoho

- *Walking around the bridges.*
- *Hydroplane races.*

Wanganui East

- *Cycling events at the drome. Motorboat racing.*

Hill Suburbs

- *Bike pub crawl.*
- *Japanese friendship city group.*

Springvale

- *Cooks Garden Events.*
- *Balls of steel at the speedway.*

Castlecliff

- *Bridal expo.*

Gonville

- *Dog agility.*

Blueskin-Maxwell

- *Cycling events only.*
- *Dog handling.*

Event participation and attendance: BY SUBURB¹¹

Event attendance is similar across the suburbs, with two exceptions: residents of the Hill Suburbs are more likely to say, compared to all residents (the total), that they attended the Billy Webb Challenge (39% vs. 25% for all). Gonville residents are more likely to say that they attended 'Picnic in the Park' (31% vs. 20%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Spring-vale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	237	24	22	35	23	26	24	42	22	19
Circuit Motorcycle Races	40%	41%	38%	44%	44%	24%	48%	46%	41%	22%
Christmas Parade	39%	38%	43%	41%	66%	33%	23%	50%	20%	28%
Festival of Glass	37%	42%	50%	40%	51%	21%	25%	35%	34%	37%
Artists Open Studios	29%	30%	28%	35%	36%	23%	29%	36%	17%	24%
Red Bull FMX Motocross	25%	38%	10%	28%	20%	13%	21%	29%	44%	12%
Billy Webb Challenge	25%	15%	31%	39% ++	24%	23%	23%	34%	10%	8%
Picnic in the Park	20%	24%	22%	11%	28%	13%	13%	31% ++	15%	14%
Literary Festival	11%	13%	7%	15%	21%	3%	15%	9%	6%	6%
Puanga / Matariki	9%	16%	4%	10%	6%	7%	23%	10%		
Festival of Cricket	6%		7%	7%	4%		3%	10%	6%	15%
Masters Games	6%	3%		6%	11%	5%	9%	4%	21%	
Local club sport event	6%		7%	4%	10%	5%	16%	5%		7%
Rowing regatta / river week	5%	8%	13%	4%		12%				16%
The Big Braai	4%	3%	8%	4%	9%	5%	9%	2%		
Opera Week	3%		3%	8%	3%	3%	6%		9%	
Can't remember	3%		3%			15%	5%	3%	3%	
Other	5%	6%	3%	10%		10%	5%	2%	7%	

¹¹ Please note that 11 residents did not specify (refused) which event they attended.

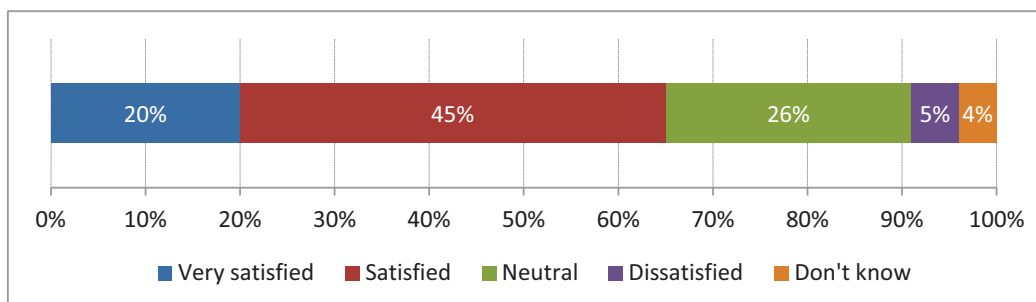
Key differences amongst demographic groups:

- *Artists Open Studio* - residents aged 60 years old or older are much more likely to say, compared to all residents (the total), that they attended (43% vs. 29% for all)
- *Cemetery Circuit Motorcycle Race* - males are more likely to say that they attended, as are residents aged 30 to 39 years old (53% vs. 40%)
- *Christmas Parade* - females are more likely to attend, as are those aged 30 to 39 years old (56% vs. 39%)
- *Red Bull FMX Motocross* - residents aged 30 to 39 years old are more likely to say that they attended (41% vs. 25%).

6.3 Satisfaction with events

Residents were asked how satisfied they are with the quality and quantity of events hosted in Wanganui in the last 12 months¹². Overall, just under two-thirds (65%) of residents said that they are satisfied (45%) or very satisfied (20%) with the quality and quantity of events.

Satisfaction with events hosted in Wanganui over the last 12 months:



Satisfaction with events hosted in Wanganui over the last 12 months: BY SUBURB

Wanganui Central residents are more likely to say, compared to all residents (the total), that they are satisfied with the quantity and quality of events hosted in Wanganui over the last 12 months (61% vs. 45% for all). Castlecliff residents are much more likely to say that they are dissatisfied (19% vs. 5%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Springvale	Castlecliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
Very dissatisfied	0%					2%		2%		
Dissatisfied	5%		3%	7%	2%		19% +++	2%		11% +
Neutral	26%	34%	25%	27%	10% --	27%	23%	31%	19%	34%
Satisfied	45%	55%	42%	33% -	61% ++	46%	45%	40%	52%	35%
Very satisfied	20%	11%	24%	27%	18%	19%	13%	20%	27%	20%
Don't know	4%		6%	5%	9% +	7%		5%	2%	

Key differences amongst demographic groups:

- Residents aged 60 years old or older are more likely to say, compared to all residents (the total), that they are satisfied with the quantity and quality of events (71% vs. 65% for all).

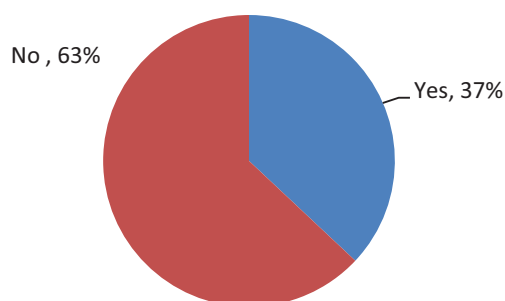
¹² Using a 1 to 5 scale, where 1 means very dissatisfied and 5 means very satisfied, how satisfied are you with the number and quality of events that Wanganui has hosted over the last 12 months? Base: All residents, n=400.

6.4 Visitors to Wanganui as a result of events

Residents were asked whether or not their friends or family had visited Wanganui over the last 12 months as a result of an event hosted in Wanganui.

Overall, 37 per cent of residents said that their friends or family had visited Wanganui as a result of an event hosted in Wanganui, while 63 per cent said that their friends and/or family had not.

*Friends or family visiting Wanganui as a result of an event*¹³



Friends or family visiting Wanganui as a result of an event: BY SUBURB

Residents in Castlecliff are more likely to say that friends and family have visited Wanganui as a result of an event hosted in Wanganui (54% vs. 37% for all), while residents in the Hill Suburbs are less likely to say this (23% vs. 37% for all).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Spring-vale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
Yes	37%	33%	29%	23% --	45%	46%	54% ++	43%	40%	35%
No / don't know	63%	67%	71%	77% ++	55%	54%	46% --	66%	60%	65%

There are no (statistically) significant differences amongst the different demographic groups.

¹³ Have any of your friends or family visited Wanganui as a result of an event hosted here? Base: All residents, n=400.

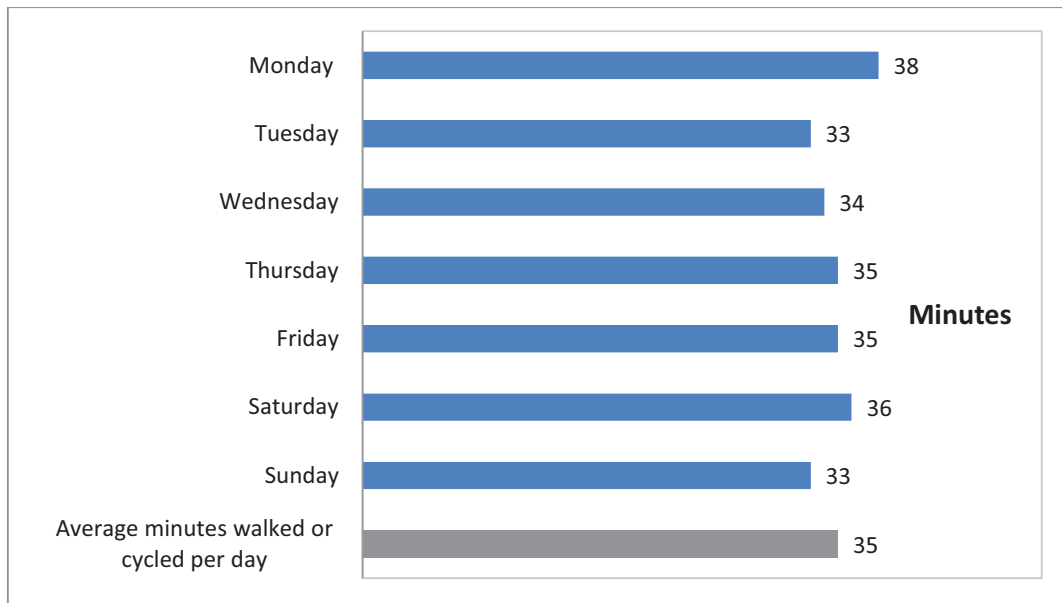
6.5 Time spent walking and cycling

Four hundred residents were asked how many minutes per day (on average) they had walked or cycled outdoors over the last week¹⁴.

Just under a quarter of residents (23%) said that they had not walked or cycled outdoors at all over the last week, and a further 5 per cent said that they were unsure about how long they had walked or cycled outdoors.

For residents who had walked and/or cycled outdoors (72% of residents) in the last week, the average number of minutes spent walking or cycling outdoors per day was 35 minutes.

Minutes per day cycling and walking outdoors over the last week¹⁵



¹⁴ How many minutes per day on average have you walked or cycled outdoors over the last week?
Base: All residents, excluding those who said that they 'don't know' for how long they walked and/or cycled in the last week, n=379.

¹⁵ Please note that this survey was conducted in February, i.e., the end of summer. Therefore, walking and/or cycling undertaken "over the last week" as specified in the question is in reference to the summer period. This is important to note for future comparison/analysis.

7 Standard of living

Living standards are important to measure as they are an indicator of a community's well-being.

Although a person's standard of living may be measured by more than just income and ownership of household items, these are important components of living standards, and they are measurable ones.

Residents were asked a range of questions about their current standard of living, specifically: satisfaction with standard of living; household income; and a series of questions about ownership of household goods, e.g., washing machine, etc.

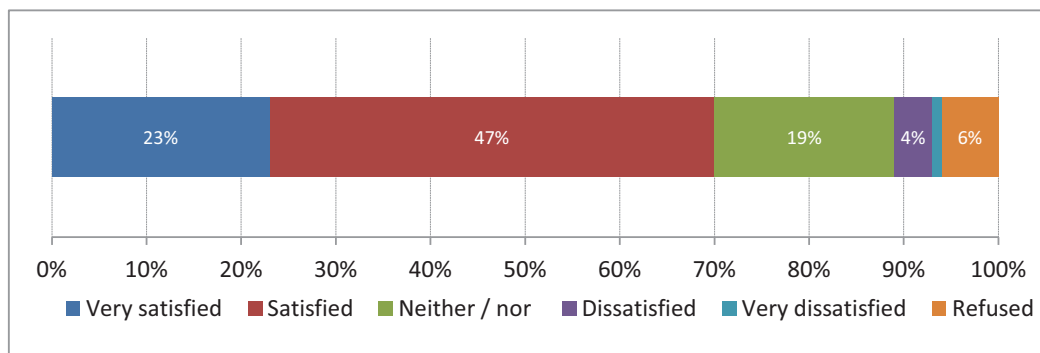
The aim of these questions was to gain a better understanding of Wanganui residents' living standards and well-being.

7.1 Satisfaction with current standard of living

Residents were asked how satisfied they are with their standard of living.

Overall, 70 per cent of residents said that they are satisfied (23%) or very satisfied (47%) with their standard of living; 19 per cent said that they are neither satisfied nor dissatisfied; 5 per cent said that they are dissatisfied (4%) or very dissatisfied (1%); and 6 per cent refused to answer this question.

Satisfaction with current material standard of living¹⁶



¹⁶ Overall, how satisfied would you say you are with your current material standard of living? Base: All residents, n=400.

Satisfaction with current standard of living: BY SUBURB

Aramoho residents are more likely to say, compared to all residents (the total), that they are satisfied with their standard of living (63% vs. 47% for all). Wanganui East residents are more likely to say that they are neither satisfied nor dissatisfied (31% vs. 19%). Residents of Hill Suburbs are much more likely to say that they are very satisfied (42% vs. 23%). Wanganui Central and Castlecliff residents are much more likely to say that they are dissatisfied (14% and 15% respectively vs. 4%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Spring-vale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
Very dissatisfied	1%	2% +								3% ++
Dissatisfied	4%			3%	14% +++		15% +++	4%	3%	
Neither/ nor	19%	14%	31% ++	7% --	17%	9% -	35% +++	26%	13%	17%
Satisfied	47%	63% ++	31% --	45%	46%	57%	37%	46%	47%	49%
Very satisfied	23%	18%	25%	42% +++	16%	23%	11% --	15% -	36% +	25%
Don't know	0%			2%	2%					
Refused	6%	2%	13% ++	2%	5%	12%	2%	10%	2%	5%

Key differences amongst demographic groups:

- Residents aged 60 years old and older are more likely to say, compared to all residents (the total), that they are satisfied with their standard of living (59% vs. 47% for all)
- Residents who said that their gross annual household income is \$100,000 or more are much more likely to say that they are very satisfied (45% vs. 23%).

Reasons for dissatisfaction with standard of living¹⁷

Residents who said that they are dissatisfied or very dissatisfied with their standard of living were asked to elaborate on this. Residents' responses are recorded (verbatim) below:

- *It is difficult to find a good job here, and in this economic climate.*
- *Because more money would be nice, just to have a bit extra at the end of the week would be a relief.*
- *I'm living in a sub-standard house at the moment, which is the key thing.*
- *Because of what has happened to my husband who lost his job over something pathetic, we are upset about it and it has impacted our income and expenses.*
- *We have lost one income in our household in the last few months, so we are earning about half of what we normally would.*

¹⁷ Why do you say that? Base: Residents who said that they are dissatisfied or very dissatisfied with their current material standard of living, n=400.

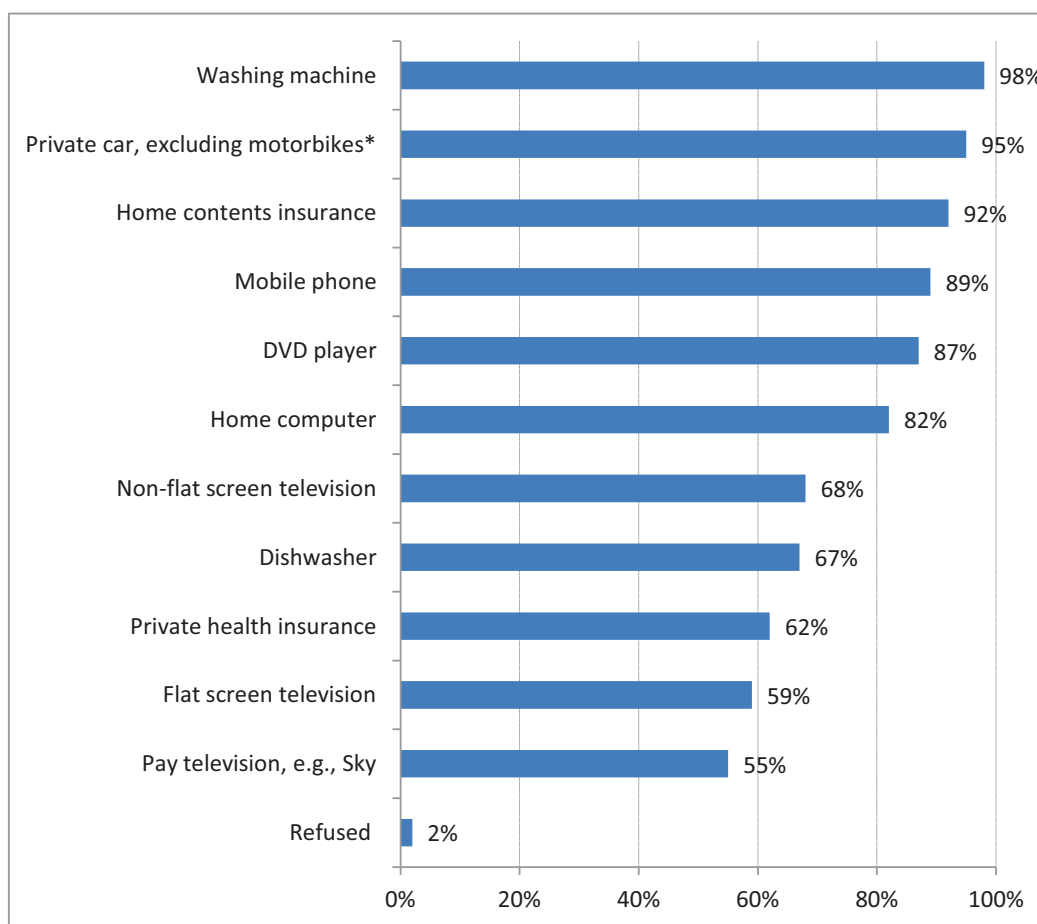
- *My husband is unemployed at the moment.*
- *Because of the level of income, we are on a low income.*
- *The struggle to meet the costs of everyday living.*
- *Because we are on a pensioner's income, our house is falling apart and we haven't had enough money to do it up.*
- *I think because of the low fixed income, I think the current economy works against low wage people. My standard of living is declining.*
- *I have heard that the average national weekly wage packet is \$800, but mine is half of that.*
- *I am disabled and I currently have a property that I can't sell.*
- *Because I don't have enough income and I am self-employed; I am having a hard time generating income in Wanganui.*
- *Health issues – my husband has cancer and I have a heart condition.*
- *Not enough superannuation to make ends meet.*
- *I live pay check to pay check.*
- *Wages. Not earning enough to have a high standard of living.*
- *Because I am farming, the dollar and the climate is (sic) impacting our income.*

7.2 Ownership of household goods

Residents were asked whether their household owns various household items.

- Nearly all residents said that their household owns a washing machine (98%), a private car (95%), and home contents insurance (92%)
- Most residents said that their household owns a mobile phone (89%), a DVD player (87%), and a home computer (82%)
- About two-thirds (68%) of residents said that their household owns a non-flat screen television (68%), a dishwasher (67%), and private health insurance (62%)
- Just over half of residents said that their household owns a flat screen television (59%) and pay television (55%).

Ownership of household goods and services¹⁸



¹⁸ Would you please indicate which of the following your household currently owns... Base: All residents, n = 400. How many cars, excluding motorbikes, does your household own? Base: All residents, n = 400.

Ownership of household items: BY SUBURB¹⁹

Wanganui Central and Gonville residents are less likely to own major household items compared to all other residents, specifically:

- Wanganui Central residents are less likely to say, compared to all residents (the total), that their household owns pay television (37% vs. 55% for all), DVD player (76% vs. 87%), dishwasher (50% vs. 67%), home computer (67% vs. 82%), and private health insurance (44% vs. 62%)
- Gonville residents are much less likely to say that their household owns a mobile phone (80% vs. 89%) and a home computer (69% vs. 82%). They are also less likely to say that their household owns a dishwasher (55% vs. 67%); they are slightly less likely to say that their household has private health insurance (53% vs. 62%) and pay television (45% vs. 55%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Springvale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	379	36	44	53	40	40	39	69	29	29
Mobile phone	89%	97%	84%	88%	85%	90%	95%	80%	94%	91%
Non-plasma or non-LCD television	68%	84% ++	61%	66%	76%	73%	57%	64%	52%	82%
Plasma or LCD television set	59%	50%	66%	61%	51%	72% +	41% --	64%	86%	32%
Pay television, e.g., Sky	55%	53%	47%	72% +++	37% --	69% +	46%	45% -	64%	71%
DVD player	87%	93%	91%	85%	76% --	89%	93%	88%	86%	81%
Washing machine	98%	100%	97%	93%	98%	100%	100%	96%	100%	100%
Dishwasher	67%	74%	60%	78% +	50% --	78% +	50% --	55% --	83%	79%
Home computer	82%	96% ++	83%	86%	67% --	85%	78%	69% ---	94%	85%
Home contents insurance	92%	94%	86%	92%	91%	100% ++	86%	89%	98%	92%
Private health insurance	62%	61%	49% -	84% +++	44% --	56%	64%	53% -	83%	59%
Refused to answer	2%			5% ++	2%			4% +		

¹⁹ Analysis focuses on 'less likely' to own

Key differences amongst demographic groups:

- Residents who are aged 60 years old or order are much less likely to say, compared to all residents (the total), that their household owns a:
 - Mobile phone (80% vs. 89% for all)
 - Dishwasher (51% vs. 67%)
 - Home computer (62% vs. 82%)

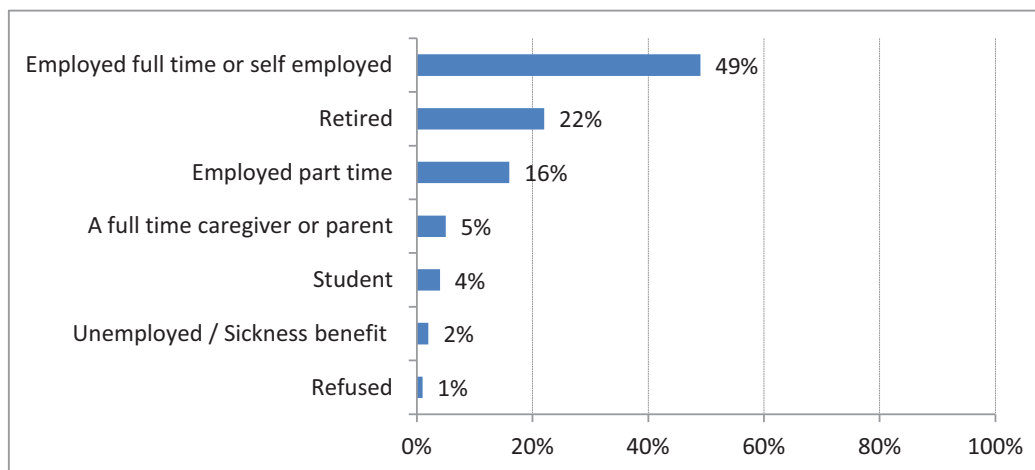
They are also less likely to say that their household owns:

- A DVD player (81% vs. 87%)
 - Private health insurance (54% vs. 62%)
 - Pay television (49% vs. 55%).
-
- Residents in households in which \$30,000 or less per year (gross) is earned are much less likely to say that their household owns a:
 - Mobile phone (72% vs. 89%)
 - Flat screen television (44% vs. 59%)
 - Pay television (50% vs. 55%)
 - DVD player (76% vs. 87%)
 - Dishwasher (43% vs. 67%)
 - Home computer (58% vs. 82%)
 - Private health insurance (47% vs. 62%).
-
- Non-ratepayers are much less likely to say that their household has:
 - Private health insurance (37% vs. 62%)
 - Home contents insurance (78% vs. 62%).

7.3 Employment status

Residents were asked what their employment status is. Just under half (49%) of residents said that they are employed full time or are self-employed. This is followed by just under one quarter (22%) who said that they are retired.

*Employment status*²⁰



Employment status: BY SUBURB

Aramoho residents are more likely to say, compared to all residents (the total), that they are employed full-time or are self-employed (64% vs. 49% for all). Wanganui East residents are more likely to say that they are retired (33% vs. 22%) or employed part-time (29% vs. 16%). Wanganui Central residents are more likely to say that they are retired (35% vs. 22%) or that they are unemployed/student (13% vs. 6%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Springvale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
Full time or self employed	49%	64% +	28% ---	58%	29% ---	46%	52%	48%	63%	53%
Retired	22%	10% -	33% ++	19%	35% ++	27%	19%	25%	14%	7% --
Employed part time	16%	13%	29% ++	16%	15%	20%	11%	15%	6%	18%
FT caregiver or parent	5%	8%	1%	3%	8%		8%	6%	9%	7%
Student /unemployed / benefit	6%	5%	9%	3%	13% +++	6%	9%	3%	7%	8%
Refused	1%			1%				3%		7% +++

²⁰ And are you...? Base: All residents, n=400.

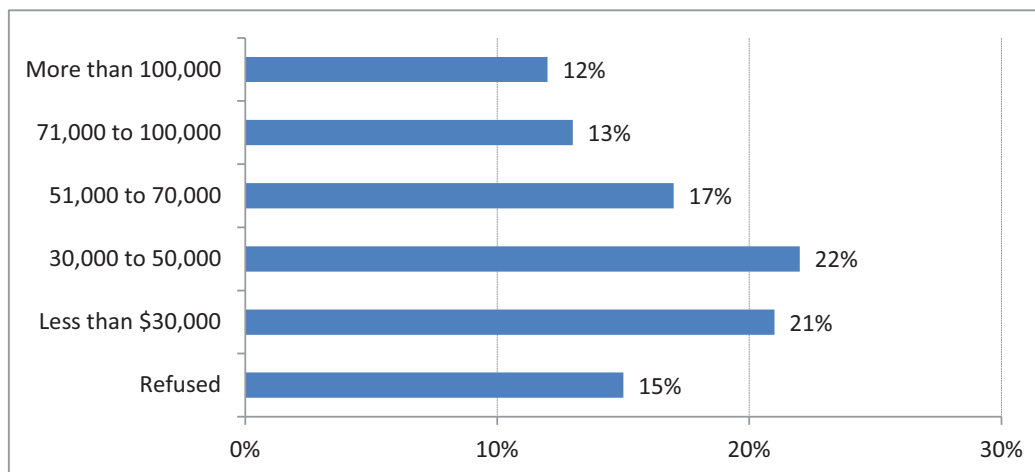
Key differences amongst demographic groups:

- Male residents are much more likely to say, compared to all residents (the total), that they are employed full-time (67% vs. 49% for all)
- Female residents are much more likely to say that they are employed part-time (23% vs. 16%)
- Residents aged 30 to 39 years old are more likely to say that they are employed part-time (24% vs. 16%)

7.4 Gross annual household income

Residents were asked to specify their gross annual household income bracket. The largest proportion of residents (22%) said that their gross annual household income is between \$30,000 and \$50,000. This was closely followed by 21 per cent of residents who said that their gross annual household income is less than \$30,000.

*Gross annual household income*²¹



Gross annual household income: BY SUBURB

Aramoho residents are more likely to say, compared to all residents (the total), that their gross annual household income is between \$51,000 and \$70,000 (29% vs. 17% for all). Wanganui East residents are much more likely to say that their gross annual household income is less than \$30,000 (38% vs. 21%). Residents in the Hill Suburbs, Springvale and Blueskin-Maxwell are more likely to say that they earn more than \$100,000 (25%, 21%, and 27% respectively vs. 12%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Springvale	Castlecliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted base	400	37	49	54	42	44	40	74	30	30
Less than \$30,000	21%	15%	38% +++	3% ---	30%	20%	24%	28% +	9%	16%
30,000 to 50,000	22%	32%	25%	13% -	33% +	17%	28%	27%	8% --	9% -
51,000 to 70,000	17%	29% ++	17%	15%	6% --	14%	21%	20%	19%	9%
71,000 to 100,000	13%	12%	3% --	18%	14%	14%	5% -	11%	26% ++	19%
More than 100,000	12%	3% -	4% -	25% +++	4%	21% ++	7%	2% ---	27% +++	20%
Refused	15%	9%	14%	25% ++	13%	14%	15%	12%	11%	27% +

²¹ Lastly, which of the following before-tax income brackets does your household fall into? Base: All residents, n=400.

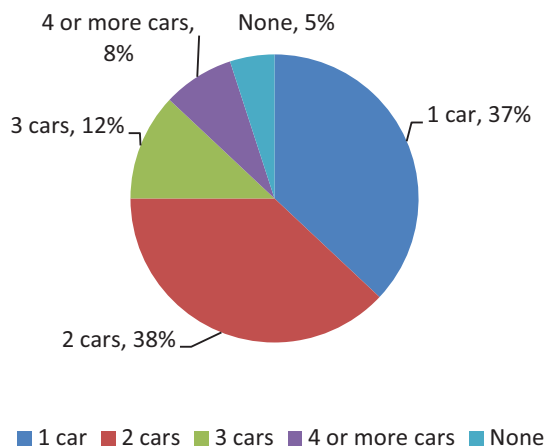
Key differences amongst demographic groups:

- Residents aged 40 to 49 years old are more likely to say, compared to all residents (the total), that their gross annual household income is between \$71,000 and \$100,000 (24% vs. 13% for all)
- Residents aged 50 to 59 years old are more likely to say that their gross annual household income is over \$100,000 (19% vs. 12%)
- Residents aged 60 years old or older are more likely to say that their gross annual household income is less than \$30,000 (35% vs. 21%)
- Non-ratepayers are more likely to say that their gross annual household income is less than \$30,000 (40% vs. 21%).

7.5 Number of cars owned per household

Residents were asked how many cars, excluding motorbikes, their household owns. Overall, nearly all (95%) households own a car, with the highest proportion (38%) owning two cars.

Number of cars, excluding motorbikes, owned by household²²



Number of cars owned per household: BY SUBURB

Residents of the Hill Suburbs and Blueskin-Maxwell are more likely to say, compared to all residents (the total), that they own two cars (51% and 56% respectively vs. 38% for all). Wanganui Central and Gonville residents are more likely to say that they own one car (50% each vs. 37%). Marybank residents are much more likely to say that they own four or more cars (31% vs. 8%). Castlecliff residents are more likely to say that they do not own a car (11% vs. 5%).

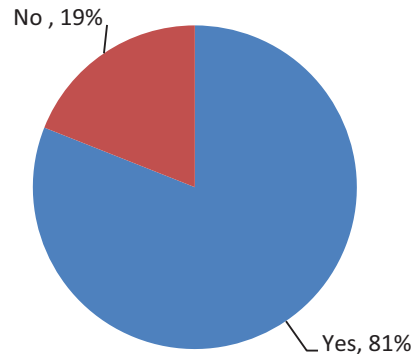
	Total	Aramoho	W.E.	Hill Suburbs	Central	Spring-vale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
1 car	37%	40%	46%	28%	50% +	41%	34%	50% ++	17% --	14% ---
2 cars	38%	37%	26% -	51% ++	22% --	27%	46%	37%	56% ++	41%
3 cars	12%	16%	12%	11%	19%	17%	9%	6% -	12%	14%
4 or more	8%	6%	10%	5%	2%	10%		1% --	15%	31% +++
None	5%	1%	6%	3%	7%	5%	11% ++	6%		

²² How many cars, excluding motorbikes, does your household own? Base: All residents, n = 400.

7.6 Internet access at home

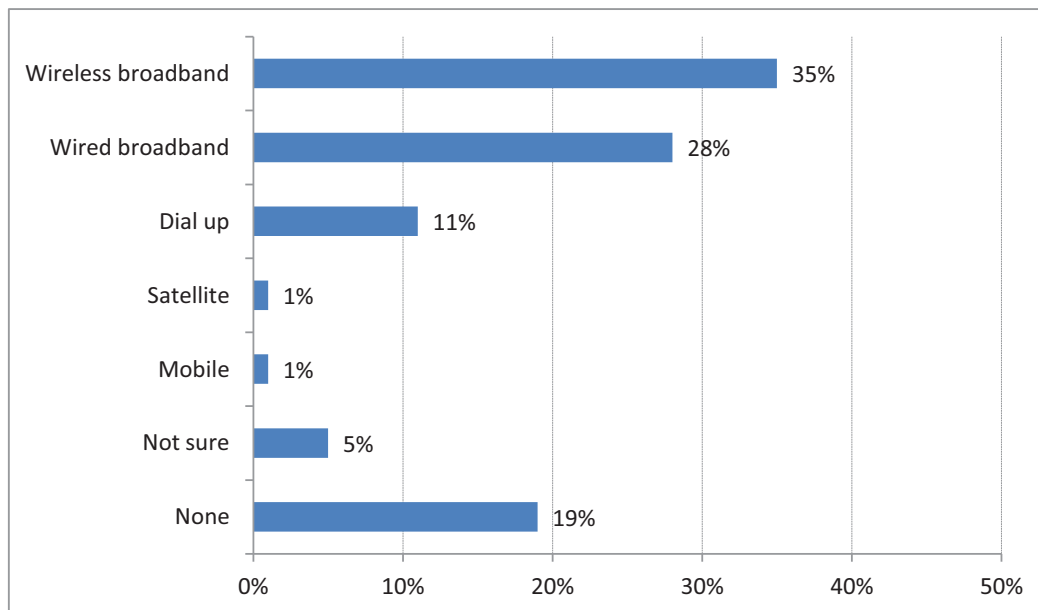
Residents were asked which type of internet connection, if any, they have at home. Overall, 81 per cent of residents said that they have an internet connection at home, while 19 per cent of residents said that they do not.

*Internet access at home*²³



The most common internet connection type is wireless broadband, with just over a third (35%) of residents saying that they have this connection type.

*Internet connection type at home*²⁴



²³ What type of internet connection, if any, do you have at home? Base: All residents, n=400.

²⁴ What type of internet connection, if any, do you have at home? Base: All residents who have an internet connection at home, n=400.

Internet access at home: BY SUBURB

Aramoho residents are much more likely to say, compared to all residents (the total), that they have wired broadband at home (46% vs. 28% for all), while residents of the Hill Suburbs and Springvale are more likely to say that they have wireless broadband (52% each vs. 35%).

Gonville and Wanganui Central residents are more likely to say that they do not have an internet connection at home (30% each vs. 19%).

Marybank residents are more likely to say that they have dial up (29% vs. 10%), mobile (11% vs. 1%) or satellite (6% vs. 1%) internet access.

	Total	Aramoho	W.E.	Hill Suburbs	Central	Springvale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
None	19%	5% --	22%	13%	30% +	17%	26%	30% ++	11%	15%
Dial up	10%	3%	11%	6%	9%	8%	13%	9%	11%	29% +++
Wired broadband	28%	46% +++	29%	28%	10% ---	20%	25%	36% +	37%	2% ---
Wireless broadband	35%	40%	23% -	52% +++	44%	52% ++	36%	24% --	23%	16% --
Mobile	1%								4%	11% +++
Satellite	1%								7% +++	6% +++
Not sure	5%	4%	16% +++	1%	3%	2%		1% -	7%	16% +++
Refused	1%				4% ++	2%				5% ++

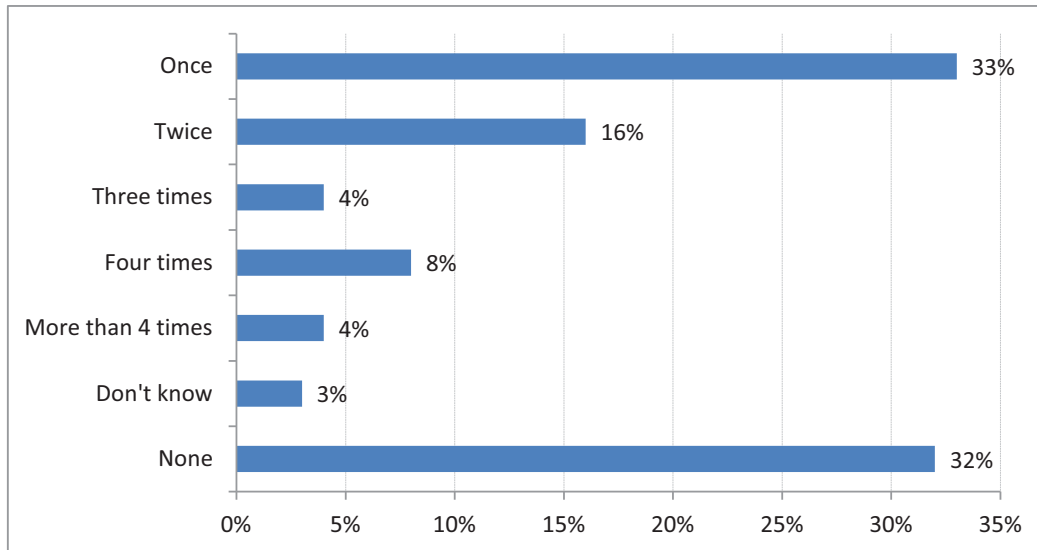
Internet access at home is:

- Much less likely amongst residents aged 60 years old and older (41% vs. 19% for all)
- Much less likely amongst households that earn \$30,000 or less per year (gross) (55% compared to (55% vs. 19%)
- Much more likely to be a wireless broadband connection amongst residents who work full time (43% vs. 35%) or part time (47% vs. 35%)
- Much more likely to be a dial up connection amongst residents who are retired (17% vs. 10%)

7.7 Dining out

Residents were asked how many times in a typical month they dine out. The highest proportion (33%) said that they dine out once in a typical month; 20 per cent said two or three times; and 12 per cent said four times or more. Close to a third (32%) said that they do not dine out in a typical month.

*Frequency of dining out in a typical month*²⁵



²⁵ How many times in a typical month would you dine out at a restaurant whether in Wanganui or not? This excludes business or work paid restaurant visits. Base: All residents, n=400.

Frequency of dining out: BY SUBURB

Aramoho and Springvale residents are more likely to say, compared to all residents (the total), that they dine out once in a typical month (48% and 47% respectively vs. 33% for all). Residents of the Hill Suburbs are more likely to say four times (15% vs. 8%), Blueskin-Maxwell residents three times (12% vs. 4%). Castlecliff and Gonville residents are more likely to say that they do not dine out in a typical month (46% and 47% respectively vs. 32%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Springvale	Castlecliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
Once	33%	48% ++	35%	28%	35%	47% ++	16% --	29%	22%	47%
Twice	16%	10%	13%	24% +	22%	20%	22%	11%	14%	11%
Three times	4%		1%	3%	8%	4%		5%	12% ++	5%
Four times	8%	4%	11%	15% ++	8%	9%	3%	4%	8%	7%
4 times plus	4%	6%	4%	4%	2%	3%	7%	3%	3%	
None	32%	28%	35%	23%	19% -	14% ---	46% ++	47% +++	41%	27%
Don't know	3%	5%	1%	3%	5%	3%	5%	2%		2%

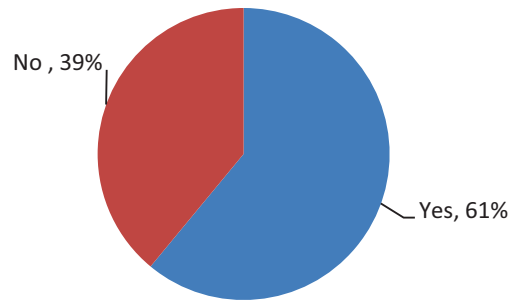
Key differences amongst demographic groups:

- Residents aged 50 to 59 years old are more likely to say, compared to all residents (the total), that they dine out in a typical month (73% vs. 65% for all)
- Residents aged 60 years old or older are slightly less likely to say that they dine out in a typical month (38% vs. 32%)
- Residents who work part-time are more likely to say that they dine out in a typical month (76% vs. 65%).

7.8 Holidays taken

Residents were asked whether or not they had taken a week's holiday away from home in the last year. Overall, 61 per cent of residents said that they have taken a week's holiday away from home in the last year, while 39 per cent said that they have not.

Taken a week's holiday away from home in the last year²⁶



Taken a week's holiday away from home in the last year: BY SUBURB

Residents of the Hill Suburbs are much more likely to say, compared to all residents (the total), that they have taken a week's holiday away from home in the last year (81% vs. 61% for all). Castlecliff and Gonville residents are more likely to say that they have not (57% and 50% respectively vs. 39%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Springvale	Castlecliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
Yes	61%	57%	61%	81% +++	60%	72%	43% --	50% --	68%	58%
No	39%	43%	39%	19% ---	40%	28%	57% ++	50% ++	32%	42%

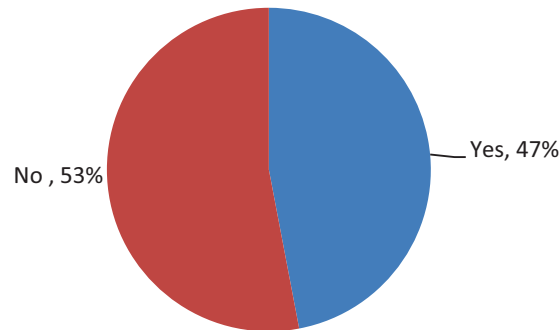
Key differences amongst demographic groups:

- Residents aged 50 to 59 are more likely to say, compared to all residents (the total), that they have taken a week's holiday away from home in the last year (71% vs. 61% for all)
- Residents who are retired are less likely to say that they have (50% vs. 61%)
- Residents who said that their gross annual household income is less than \$30,000 are much less likely to say that they have (48% vs. 61%)
- Residents who said that their gross annual household income is more than \$100,000 are much more likely to say that they have (85% vs. 45%).

²⁶ In the last year, have you taken a week's annual holiday away from home? Base: All residents, n=400.

Residents were asked whether or not they had taken an overseas holiday in the last three years. Just under half (47%) said that they have taken an overseas holiday in the last three years, while just over half (53%) said that they have not.

Taken an overseas holiday in the last three years²⁷



Taken an overseas holiday in the last three years: BY SUBURB

Residents of the Hill Suburbs are much more likely to say, compared to all residents (the total), that they have taken an overseas holiday in the last three years (70% vs. 47% for all), while Gonville residents are much more likely to say that they have not (68% vs. 53%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Spring-vale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
Yes	47%	39%	44%	70% +++	54%	47%	45%	32% ---	55%	46%
No	53%	61%	56%	30% ---	46%	53%	55%	68% +++	45%	54%

Having taken an overseas holiday in the last three years is:

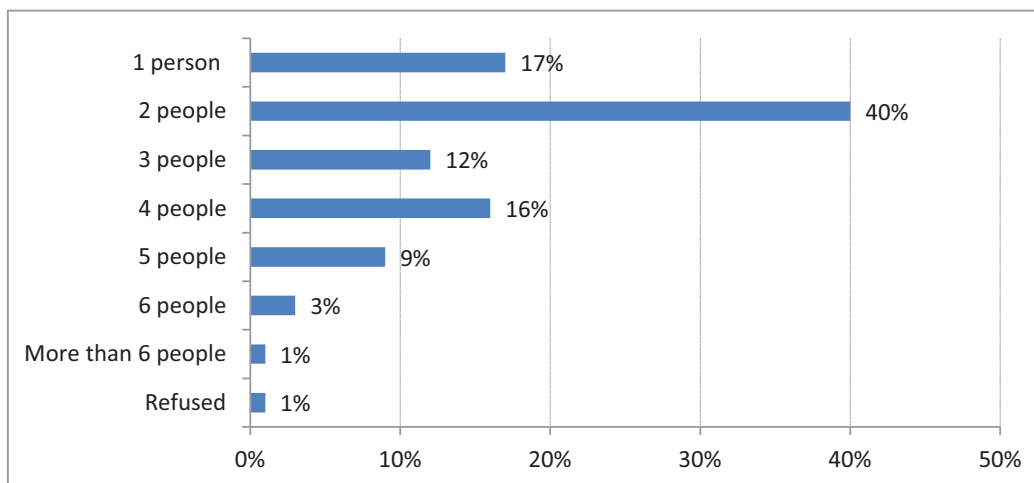
- More common amongst residents aged 50 to 59 years old (72% vs. 47% for all)
- More common amongst households with adult children (58% vs. 47%)
- Less common amongst retired residents (32% vs. 47%)
- Less common amongst residents aged 30 to 39 years old (33% vs. 47%).

²⁷ In the last three years, have you taken an overseas holiday? Base: All residents, n=400.

7.9 Household structure

Residents were asked to specify how many people live in their household. The highest proportion of residents (40%) said that there are exactly two people living in their household.

Number of residents living in a household²⁸



Number of residents living in a household: BY SUBURB

Wanganui Central residents are much more likely to say, compared to all residents (the total), that one person lives in their household (32% vs. 17% for all). Springvale residents are more likely to say that three people live in their household (22% vs. 12%). Blueskin-Maxwell residents are more likely to say five people (19% vs. 9%) or six people or more (8% vs. 1%) and Marybank residents are much more likely to say four people (35% vs. 16%).

	Total	Aramoho	W.E.	Hill Suburbs	Central	Springvale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
1	17%	13%	20%	9%	32%	14%	24%	24%	7%	2%
				-	+++			+		--
2	40%	27%	53%	44%	42%	44%	45%	39%	37%	28%
		-	+							
3	12%	13%	8%	18%	10%	22%	5%	10%	11%	11%
						++				
4	16%	27%	7%	15%	5%	17%	19%	11%	18%	35%
		+	-		--					+++
5	9%	17%	3%	8%	6%		2%	13%	19%	16%
		+	-				-		++	
6	3%		9%	7%	4%	3%	3%	1%		
			++	+						
More than 6	1%	2%							8%	3%
									+++	

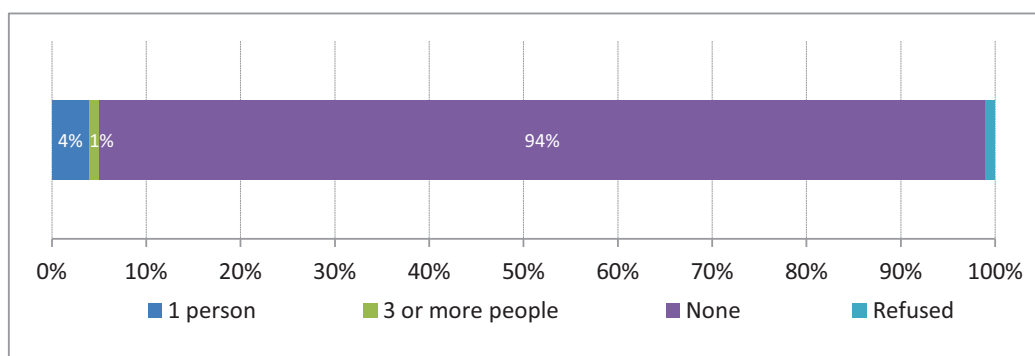
²⁸ How many people including yourself and any children, live in your household? Base: All residents, n=400.

Key differences amongst demographic groups include:

- Residents with school-aged children are much more likely to say, compared to all residents (the total), that they either have four (32% vs. 16% for all), five (39% vs. 9%) or six people (9% vs. 3%) in their household
- Residents who are retired are much more likely to say that one (37% vs. 17%) or two people (53% vs. 40%) live in their household.

Residents were asked how many members of their extended family live with them²⁹. Nearly all residents (94%) said that none of their extended family members live in their household.

Number of extended family members living in a household³⁰



Number of residents living in a household: BY SUBURB

Wanganui East residents are slightly more likely to say, compared to all residents (the total), that one member of their extended family lives with them (9% vs. 4% for all), while Wanganui Central residents are more likely to say that two (2% vs. 0%) or three or more (4% vs. 1%) extended family members live in their household.

	Total	Aramoho	W.E.	Hill Suburbs	Central	Spring-vale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
None	94%	97%	91%	90%	92%	98%	98%	94%	98%	92%
1	4%	2%	9% +	8%	2%	2%		6%	2%	3%
2	0%				2% +++					
3 or more	1%	1%		2%	4% ++					
Refused	1%						2%			5% +++

²⁹ How many members of your extended family live with you? Base: All residents, n=400.

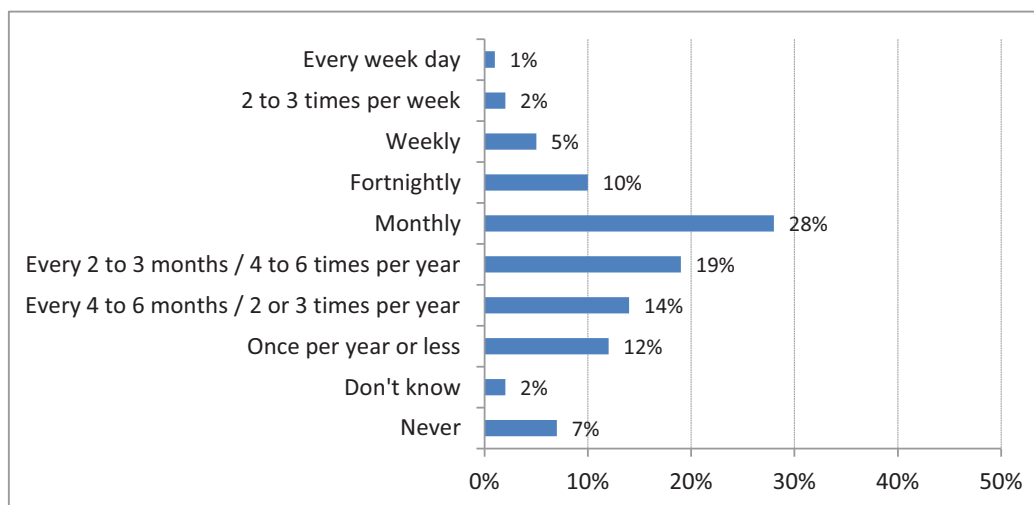
³⁰ Please note that there are no (statistically) significant differences across the various demographic groupings.

8 Public bus service to Palmerston North

8.1 Frequency of travel to Palmerston North

Residents were asked how frequently they travel to Palmerston North. Forty six per cent of residents travel to Palmerston North monthly or more frequently, while 45 per cent travel every two or three months or less.

*Frequency of travel to Palmerston North*³¹



Frequency of travel to Palmerston North: BY SUBURB

Aramoho residents are slightly more likely to say, compared to all residents (the total), that they travel to Palmerston North every fortnight or more frequently (28% vs. 18% for all). Springvale residents are more likely to say that they never travel there (14% vs. 7%).

	Total	Aramoho	Wanganui East	Hill Suburbs	Wanganui Central	Springvale	Castlecliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
Fortnightly or more	18%	28% +	9%	20%	15%	14%	23%	16%	16%	14%
Monthly	28%	40%	19%	33%	31%	22%	20%	21%	37%	34%
Every 2 - 6 months	34%	25%	43%	29%	25%	32%	32%	43% +	36%	33%
12 months or less	12%	3% -	21% ++	8%	19%	18%	13%	13%	4%	4%
Don't know	2%			3%	4%		2%	1%		15% +++
Never	7%	4%	9%	7%	5%	14% ++	10%	5%	8%	

³¹ Firstly, how frequently do you travel to Palmerston North in general? Base: All residents, n=400.

Key differences amongst demographic groups:

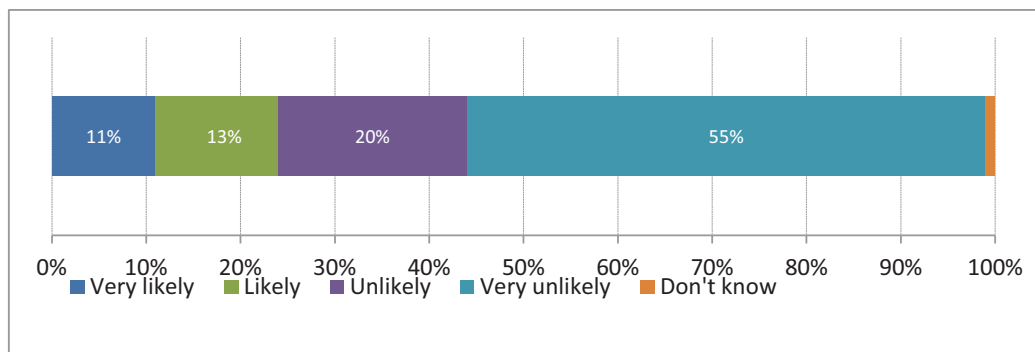
- Residents aged 50 to 59 years old are more likely to say, compared to all residents (the total), that they travel to Palmerston North every fortnight or more frequently (24% vs. 18% for all)
- Residents who are retired are more likely to say that they never travel to Palmerston North (12% vs. 7%)
- Males are more likely to say that they travel to Palmerston North every fortnight or more frequently (23% vs. 18%)
- Residents who work full-time are more likely to say that they travel to Palmerston North monthly (32% vs. 28%).

8.2 Likelihood to use a public bus service to Palmerston North

Residents were asked how likely they, or someone in their household, would be to use a public bus service to Palmerston North.

Just under a quarter (24%) said that they, or someone in their household, are likely (13%) or very likely (11%) to use the service, while three quarters (75%) said that they are unlikely (20%) or very unlikely (55%).

Likelihood to use a public bus service to Palmerston North³²



Likelihood to use a public bus service to Palmerston North: BY SUBURB

Wanganui East residents are more likely to say, compared to all residents (the total), that they are very likely to use the service (21% vs. 11% for all). Blueskin-Maxwell residents are much more likely to say that they are unlikely to use the service (42% vs. 20%).

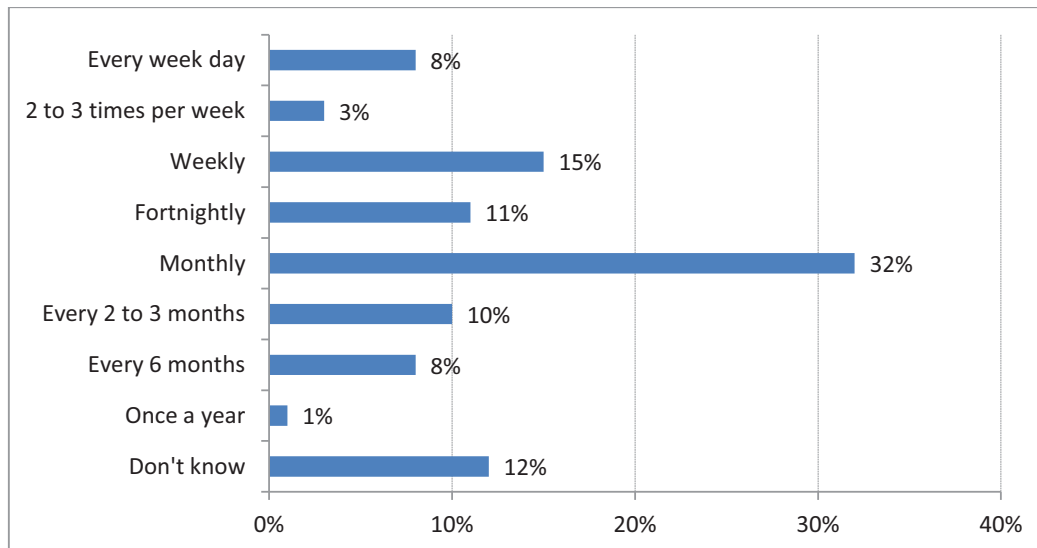
	Total	Aramoho	W.E.	Hill Suburbs	Central	Springvale	Castlecliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	400	37	49	54	42	44	40	74	30	30
Very unlikely	55%	64%	54%	67% +	40% -	62%	46%	56%	37% -	58%
Unlikely	20%	15%	15%	21%	28%	14%	15%	21%	42% +++	21%
Likely	13%	16%	11%	5% -	13%	18%	22% +	11%	13%	8%
Very likely	11%		21% ++	7%	17%	4%	17%	12%	8%	13%
Don't know	1%	6%			2%	2%				

³² How likely would you say you or someone in your household is to use a public bus service to Palmerston North? Base: All residents, n=400.

8.3 Frequency of using a public bus service to Palmerston North

Residents who said that they would be likely or very likely to use the service were asked how frequently they would use the service. The highest proportion (32%) said that they would use the service monthly.

Frequency of using a public bus service to Palmerston North



Frequency of using a public bus service to Palmerston North: BY SUBURB

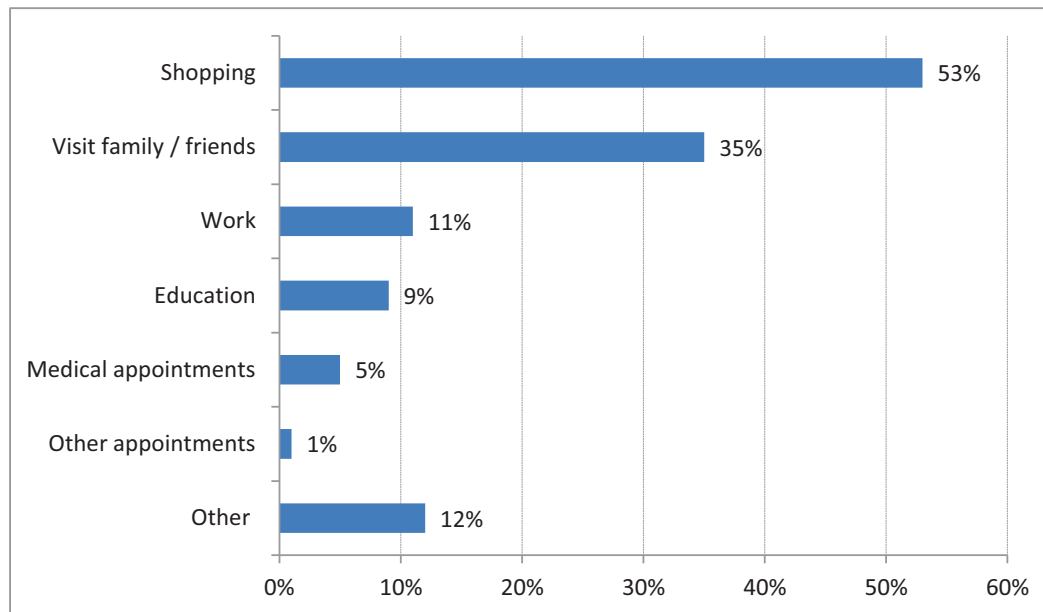
There are no (statistically) significant differences across the different suburbs as the sample sizes are too small to produce reliable results.

	Total	Aramoho	W.E.	Hill Suburbs	Central	Spring-vale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	95	7	9	7	12	12	16	20	5	7
Every week day	8%		8%		7%		15%		39%	
2-3 times per week	3%	10%					14%			
Weekly	15%		35%	9%	15%	16%	20%			32%
Fortnightly	11%			13%	46%		11%	15%		
Monthly	32%	74%	41%	31%	5%	38%	24%	31%		58%
Every 2-3 months	10%			47%	5%	7%		24%	23%	
Every 6 months	8%		5%			24%	9%	22%		
Once a year	1%				6%		4%			
Don't know	12%	17%	11%		15%	14%	4%	8%	38%	10%

8.4 Main purpose for using a public bus service to Palmerston North

Residents who said that they, or someone in their household, would be likely or very likely to use the service were asked what they would use the service for. The largest proportion (53%) of residents said shopping.

*Reasons for using a public bus service to Palmerston North*³³



Other comments:

Wanganui East

- *To make Council presentations or submissions.*
- *Hairdresser's appointment.*

Springvale

- *To use the airport there.*
- *Airport.*

Castlecliff

- *For sports meetings and games.*

Gonville

- *To go to the movies.*
- *Just a day out, an excursion.*

³³ What would you mainly use this service for? Base: Residents who said that they, or someone in their household, would be likely or very likely to use a public bus service to travel to Palmerston North, n=400.

Blueskin-Maxwell

- For sports games.

Marybank-Gordon Park / Fordell-Kakatahi

- To use the airport x 2.
- To get to work meetings.

Main purpose for using a public bus service to Palmerston North: BY SUBURB

There are no (statistically) significant differences across the different suburbs as the sample sizes are too small to produce reliable results.

	Total	Aramoho	W.E.	Hill Suburbs	Central	Spring-vale	Castle-cliff	Gonville	Blueskin-Maxwell	Marybank et al
Unweighted Base	84	6	8	7	10	10	15	18	4	6
Visit family / friends	35%	65%	64%	31%	49%	17%	37%	15%	15%	
Work	11%			9%	20%		22%	4%	63%	
Shopping	53%	39%	61%	47%	31%	83%	45%	78%		53%
Education	9%	12%		13%	11%	19%	5%			36%
Medical appointments	5%			9%	7%	8%	4%	9%		
Other appointments	1%			9%						
Other	12%		15%			20%	7%	12%	21%	52%

9 Discussion of results

Perceptions of Wanganui and neighbourhood connectedness

Overall, residents have a positive perception of living in Wanganui, rating Wanganui well on most community, leisure, and lifestyle measures. Indeed, nearly all residents said that they like living in Wanganui. However, there are a few areas of concern for residents, namely crime/gangs and unemployment, and there is some concern about access to quality healthcare.

Residents in Castlecliff and Marybank areas mentioned being concerned about gangs more than other residents. Those in Castlecliff are less likely to feel that neighbours are watchful of property and homes in the area, and they feel that their neighbourhood is less welcoming to new comers relative to other areas.

Gonville residents also feel that neighbours do not welcome newcomers compared to other areas, and they also feel that neighbours in the area are not so willing to help each other. Further, neighbours in Gonville are less likely to know their neighbours well. Verbatim comments from a few residents indicate that there is a lack of pride in how rental homes in this area are kept.

Concerns about unemployment and career opportunities were echoed across all suburbs. However, residents are most proud of the river front and river front development, indicating that they have pride in the city despite these challenges.

Concerns about access to quality healthcare were more common amongst residents aged 60 years old and older and verbatim comments indicate that it is access to specialists that is most concerning with some residents having to travel outside of Wanganui to Palmerston North to see health specialists.

Standard of living and ownership of household items

Most residents are satisfied with their standard of living, and most households have good levels of ownership (of household goods), with the exception of Wanganui Central and Gonville residents who are less likely to own major household items on the whole. Older residents (60 years old and older) are also less likely to own some household items; in particular technical items, e.g., a computer, mobile phone, and pay television. Low income earners (annual gross household income of \$30,000 or less) are less likely to own a range of household items, particularly higher end items such as private health insurance and a dishwasher, and those who rent are less likely to take out health and contents insurance.

Most residents in Wanganui are either employed full time (49%) or are retired (22%), with more retirees appearing to live in Wanganui East and Wanganui Central. There is a good spread of household income in Wanganui, although a good portion (21%) earns less than \$30,000 gross per year, with residents in Wanganui East and Gonville over-represented in this income bracket.

Events hosted in Wanganui

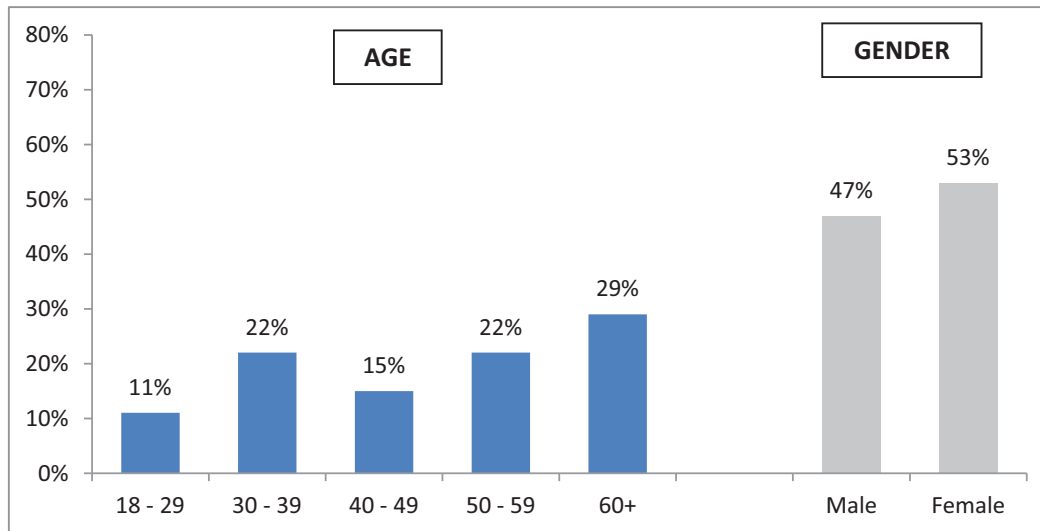
Most residents have attended or participated in an event hosted in Wanganui over the last year, and event participation is largely the same across the different areas and demographic groups. Most residents are satisfied with the quality and quantity of events held, particularly Wanganui Central residents and those aged 60 years old or older. Some residents (37%) said that friends and/or family have visited Wanganui in the last 12 months as a result of an event hosted in Wanganui.

Public transport to Palmerston North

Just under half of residents travel to Palmerston North monthly or more frequently, with residents in Aramoho slightly more likely to travel every fortnight or more. However, only one quarter of residents are likely to use a public bus service to travel to Palmerston North, with residents in Wanganui East and Castlecliff being most likely to use the service. The majority of those who said that they are likely to use the service said that they would do so monthly, with shopping and visiting friends/family being the key purposes for their travel there.

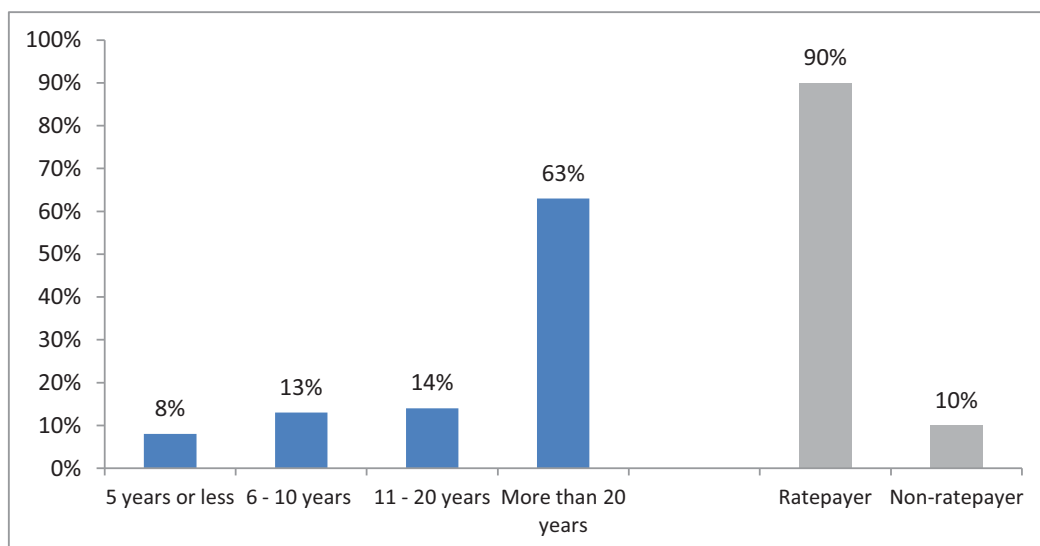
10 Sample description

AGE, GENDER



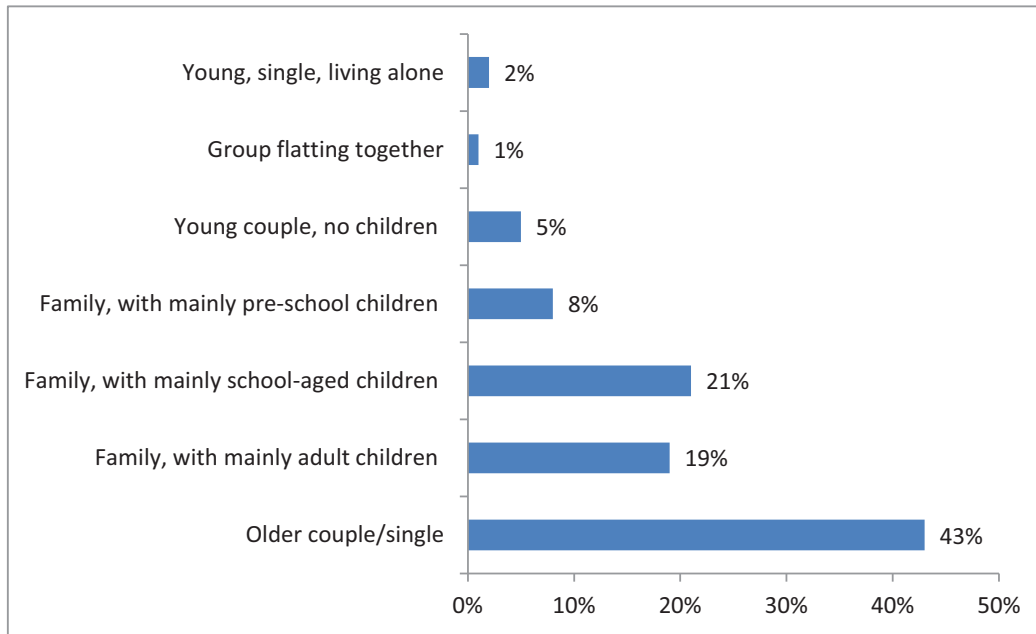
Base: All respondents, n = 400.

YEARS LIVING IN WANGANUI DISTRICT, RATEPAYERS



Base: All respondents, n = 400.

HOUSEHOLD SITUATION



Base: All respondents, n = 400.