



Versus  
RESEARCH

# Taupō District Council User Survey Report

July 2019

# Executive Summary

Taupō District Council is the local government authority responsible for the three main wards within Taupō. As part of a commitment to improving the services and facilities the council has to offer, Taupō District Council commissioned Versus Research to conduct research regarding users' satisfaction towards specific services and facilities. This research was conducted via a quantitative online survey, with a final sample size of n=490 respondents.

## OUTDOOR FACILITIES

Of the respondents who indicated they use the outdoor facilities, 13% of residents indicated they use park facilities daily and 48% use park facilities weekly. Few residents use playground facilities daily (9%). A further 35% use playground facilities weekly and 22% monthly. More than half of residents use sportsground facilities weekly (64%), and 11% daily. Twenty-seven per cent of residents use open spaces daily and 26% use walkways/trails daily.

Eighty-one per cent of residents were satisfied with the park facilities overall. Seventy-seven per cent of residents were satisfied with the quality and 82% of residents were satisfied with the availability of park facilities.

Sixty-three per cent of residents were satisfied with playground facilities overall. Sixty-one per cent of residents were very satisfied with the quality and 72% were satisfied with the availability of playgrounds in the area.

Eighty-three per cent of residents were satisfied with sportsground facilities overall. Seventy-nine per cent were satisfied with the quality and 82% were satisfied with availability of sportsground facilities. Eighty-two per cent of residents were satisfied with walkways/ biking trail facilities overall. Meanwhile, 82% were satisfied with the quality and 86% of residents were satisfied with the availability of walkways/biking trails.

Eighty-two per cent of residents were satisfied with open space facilities overall. Eighty per cent were satisfied with the quality and 86% were satisfied with the availability of open spaces.

## AQUATIC FACILITIES

Of the aquatic facilities, 71% of residents indicated they have used AC Baths, 8% indicated they have used Turtle Pools, and less than 1% indicated they have used Mangakino Pools in the past 12 months. Meanwhile, 24% indicated they had not used an aquatic facility in the past 12 months.

Of those respondents who had used AC Baths in the past 12 months, more than half indicated they use the facilities weekly (56%). A further 11% used AC Baths daily and 19% used AC Baths less often than once a month. Within the users of AC Baths, 81% were satisfied with the range of facilities at the aquatic centres.

Of those respondents who had used Turtle Pools in the past 12 months, almost half indicated they use the facilities weekly (42%). A further 16% used Turtle Pools once a month, and 29% used them less than once a month. Within the users of Turtle Pools, 63% were satisfied with the range of facilities at the aquatic centres compared to 80% of total aquatic centre users.

There were very few users who actively used the Mangakino Pools within the past 12 months which meant there was insufficient data to provide analysis on satisfaction with this aquatic facility.

# Executive Summary

## ARTS AND CULTURAL FACILITIES

Of the arts and cultural facilities, 81% of residents indicated they have used Libraries, 73% used the Taupō Events Centre, 53% used the Great Lake Centre, and half of residents (50%) used the Taupō Museum in the past 12 months. A further 10% indicated they had not used any arts and cultural facility in the past 12 months.

The majority of those respondents who had used libraries in the past 12 months had used the Taupō library (89%). A further 10% used the Turangi library and 1% used the Mangakino library. Of the respondents, 30% indicated they use library facilities monthly, 22% use weekly, and 20% use fortnightly. Eighty-eight per cent of residents are satisfied with the range of services and variety of collection at the libraries.

Of the respondents who had used the Taupō Museum in the past 12 months, 65% indicated they use the facility less than once a month, and 27% use the facility monthly. Seventy-three per cent indicated they were either satisfied (44%) or very satisfied (29%) with the Taupō Museum.

Of those respondents who had used the Great Lake Centre in the past 12 months, 81% indicated they use the facility less than once a month, while 14% use the Great Lake Centre monthly and 2% used it fortnightly/weekly. Eighty-one per cent indicated they were either satisfied (54%) or very satisfied (26%) with the Great Lake Centre.

Of those respondents who had used the Taupō Events Centre in the past 12 months, 95% indicated they were either satisfied (45%) or very satisfied (40%) with the Taupō Events Centre.

## OTHER FACILITIES

Seventy per cent of respondents indicated they have used any of the Council conveniences in the past 12 months. Of those who had used council conveniences in the past 12 months, 56% were satisfied and 17% were very satisfied with the councils' conveniences.

Twelve per cent of respondents indicated they had used any of the district's cemeteries in the past 12 months. Of those who had used the districts cemeteries in the past 12 months, 41% were satisfied and 43% were very satisfied with the appearance and accessibility of the district cemeteries.

Ninety-five per cent of respondents indicated they do use the Council's recycling and refuse services. Of those who have used the service, 33% were very satisfied and 33% are were satisfied. A further 24% were somewhat satisfied, 6% dissatisfied, and 4% very dissatisfied.

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# Background and Method

# Project Scope

## BACKGROUND

Taupō District Council is the local government authority responsible for the three main wards within Taupō (Turangi-Tongariro, Mangakino-Pouakino, Taupō-Kaingaroa) and a small number of residential towns around the Taupō area. As part of a commitment to improving the services and facilities the council has to offer, the Taupō District Council has commissioned Versus Research to conduct research regarding users satisfaction towards specific services and facilities. This work also addresses areas of improvement within these specific services and facilities.

## KEY PERFORMANCE INDICATORS

Key performance indicators are used to measure how well Taupō District Council are achieving certain objectives. Taupō District Council chose these current KPI's to measure users' satisfaction. The key performance indicators focus on user based facilities including: Outdoor facilities, Aquatic facilities, Arts and Cultural, Council conveniences, Council Cemeteries.

KPI	Satisfied/Very Satisfied
Current availability of Council open spaces	82%
Quality of Council-owned parks and open spaces	78%
Council playgrounds	63%
Council sportsgrounds	83%
Range of facilities at the AC Baths, the Turtle Pools, and the Mangakino Pools	80%
Council's public conveniences	72%
Appearance and accessibility of Council cemeteries	84%
The range of services and variety of collection at the libraries	88%
Great Lake Centre	81%
Taupō Museum	73%
Taupō Events Centre stadium and function rooms	85%
Refuse and recycle services	66%

## QUESTIONNAIRE

The questionnaire for Taupō District Council Survey was constructed by Versus Research in conjunction with Council. The questionnaire focuses largely on analysing satisfaction and frequency of use for each facility within service clusters. These service clusters include Outdoor Facilities, Aquatic Facilities, and Arts and Cultural Facilities.

- The facilities within the outdoor facilities include: Open spaces, parks, playgrounds, and sportsgrounds.
- The facilities within the aquatic facilities include: AC Baths, Turtle Pools, and Mangakino Pool
- The facilities within the arts and culture facilities include: Libraries, Great Lake Centre, Taupō Museum.

# Project Scope

## METHOD

Interviewing for Taupō District user survey was carried out via a quantitative online survey which was completed by respondents online.

Versus Research developed the questionnaire based off KPIs provided from Taupō District Council and provided the survey link for Taupō District Council to send to their contacts to complete.

Interviewing for this work was completed between March 17 and July 2, 2019 and gave a sample size of 490 respondents. This sample size results in a margin of error +/- 4.4% at the 95% confidence interval. This means that if an observed result of the total sample (n=490) is 50% (point of maximum margin of error), then there is a probability that the true answer lies between 45.6% and 54.4%.

## NOTES ON REPORTING

Labels on charts for small proportions (2% or less) are not shown as they overlap the area allocated to them, making the labels unreadable.

Age profiles have been included at the back of the report.

# Project Scope

## DEMOGRAPHICS

### GENDER

Gender	Number of	Proportion of sample
Male	122	25%
Female	354	72%

### AGE BRACKET

Age	Number of	Proportion of sample
18-34	63	13%
35-50	188	38%
51-69	143	29%
70 and Over	92	19%

### RESIDENCY

Residency	Number of	Proportion of sample
Resident of Taupō District	461	94%
Visitor of Taupō District	7	1%
Own a holiday home in Taupō District	22	4%



# Results

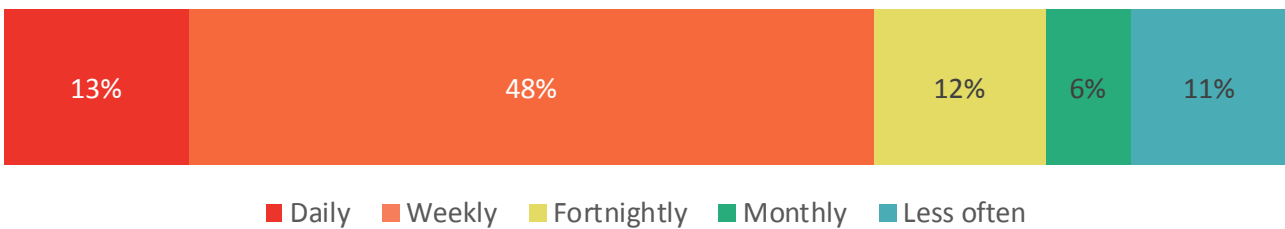
# Outdoor Facilities



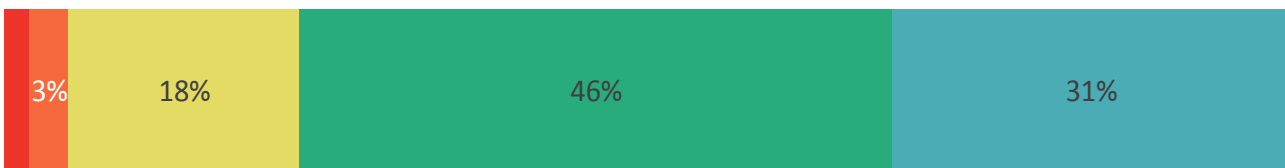
# Park Facilities

Almost half of respondents indicated they use parks weekly (48%), while 13% use parks daily and 12% use parks fortnightly. Seventy-seven per cent are either satisfied (46%) or very satisfied (31%) with the quality of the parks, while 18% are somewhat satisfied with the quality. Eighty-two per cent of respondents are either satisfied (46%) or very satisfied (36%) with the availability of the parks. In total, 81% are either satisfied (54%) or very satisfied (27%) with the parks overall, while (15%) are somewhat satisfied.

## FREQUENCY OF USE



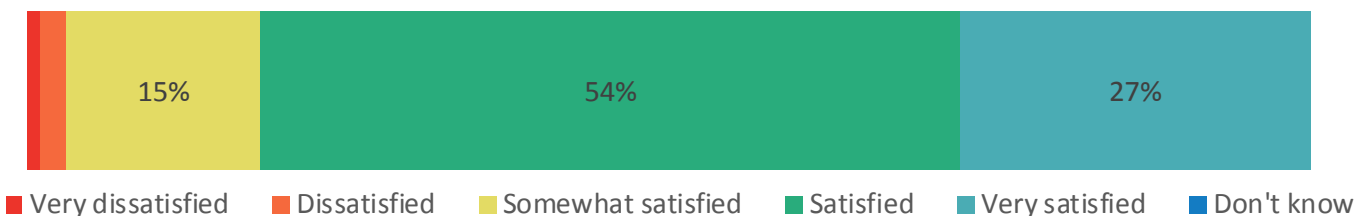
## SATISFACTION WITH QUALITY



## SATISFACTION WITH AVAILABILITY



## OVERALL SATISFACTION



Please indicate how often you use the following facilities?

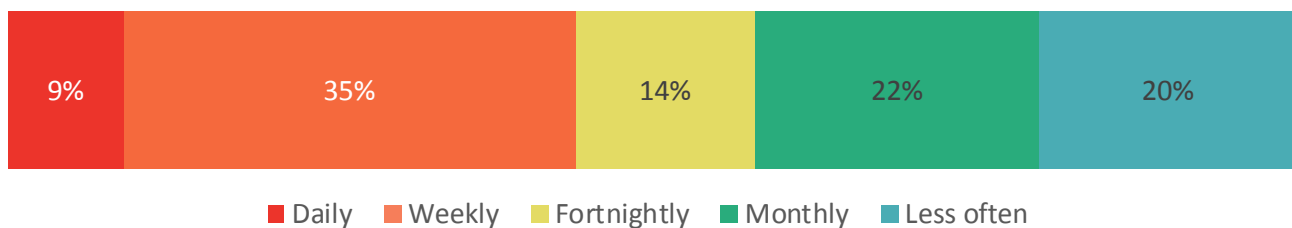
Using a 1-5 satisfaction scale where 1 is very dissatisfied and 5 is very satisfied, how are satisfied are you with the....

Base n=376

# Playground Facilities

Just over one quarter of respondents indicate they use playgrounds weekly (35%), 22% use the playgrounds monthly, and 20% use playgrounds less often. Almost half of respondents are satisfied with the quality of the playgrounds (41%), while 29% are somewhat satisfied and 20% are very satisfied. Forty-three per cent are satisfied with the availability of the playgrounds, while 29% are very satisfied and 22% are somewhat satisfied. In total, more than half of respondents (64%) are either satisfied (43%) or very satisfied (21%) with the playground facilities overall.

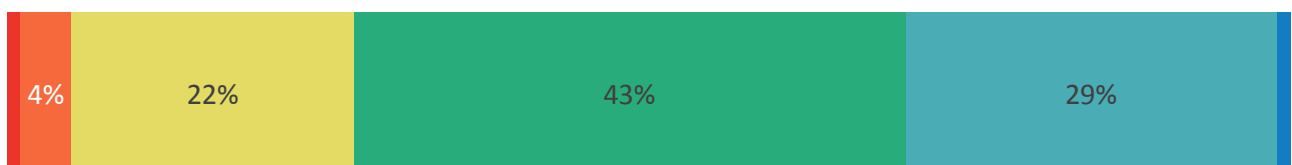
## FREQUENCY OF USE



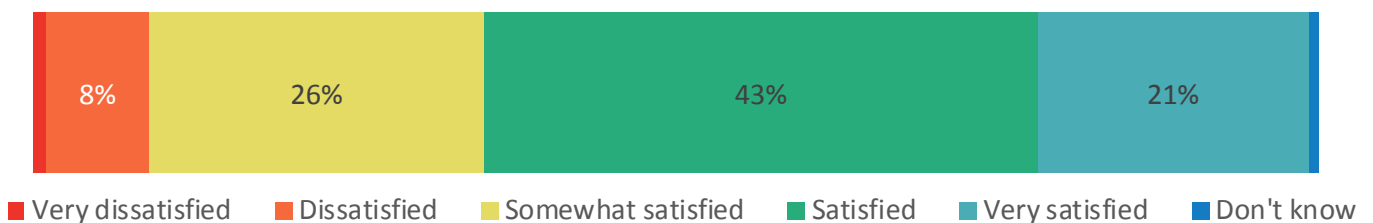
## SATISFACTION WITH QUALITY



## SATISFACTION WITH AVAILABILITY



## OVERALL SATISFACTION



Please indicate how often you use the following facilities?

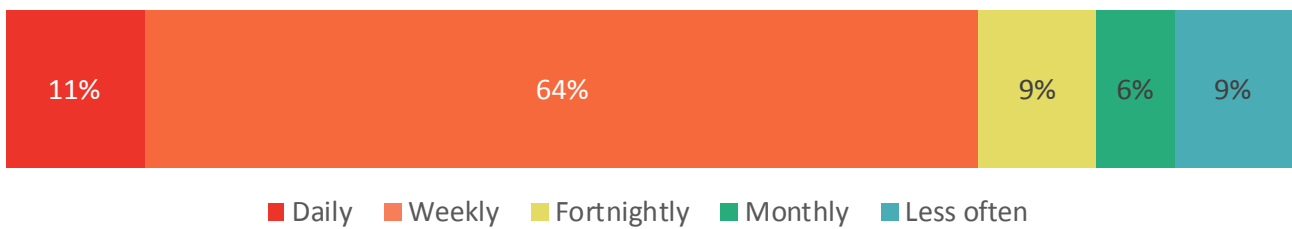
Using a 1-5 satisfaction scale where 1 is very dissatisfied and 5 is very satisfied, how are satisfied are you with the....

Base n=268

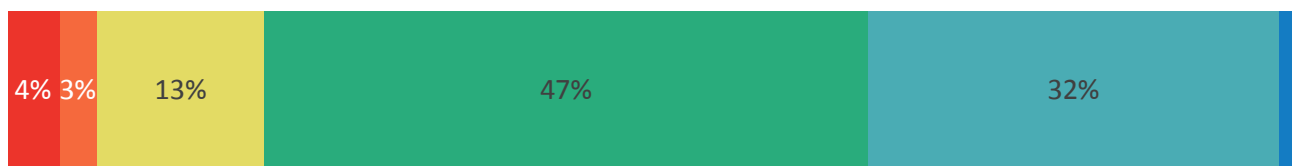
# Sportsgrounds Facilities

The majority of respondents use the sportsground facilities weekly (64%), while 9% use the sportsgrounds fortnightly, and a further 9% use them less often than once a month. Almost half of respondents are satisfied with the quality of the sportsgrounds (47%) while 32% are very satisfied and 13% are somewhat satisfied. Eighty-one per cent are either satisfied (47%) or very satisfied (34%), while 15% are somewhat satisfied with availability of sportsgrounds. In total, 83% of respondents are satisfied (53%) or very satisfied (30%) and 12% are somewhat satisfied with the sportsground facilities overall.

## FREQUENCY OF USE



## SATISFACTION WITH QUALITY



## SATISFACTION WITH AVAILABILITY



## OVERALL SATISFACTION



Please indicate how often you use the following facilities?

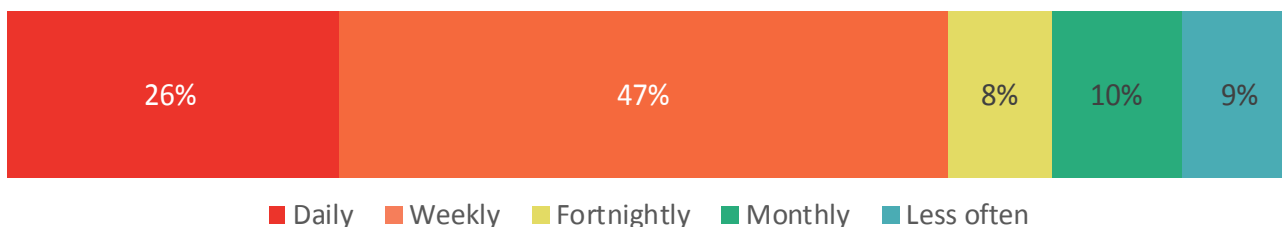
Using a 1-5 satisfaction scale where 1 is very dissatisfied and 5 is very satisfied, how are satisfied are you with the....

Base n=187

# Walkways/Biking Trail Facilities

In regard to walkways/biking trails, 26% of respondents indicate they use walkways/biking trail facilities daily, and 47% use walkways/biking trails weekly. Of those who use the walkways/biking trails, 83% indicate they are either satisfied (41%) or very satisfied (42%) with the quality of walking/biking trails. Following this, 85% of respondents are either satisfied (41%) or very satisfied (44%) with the availability of walkways and biking trails. In total, 81% indicate they are satisfied (46%) very satisfied (35%) overall while 15% are somewhat satisfied with walkways/biking trails.

## FREQUENCY OF USE



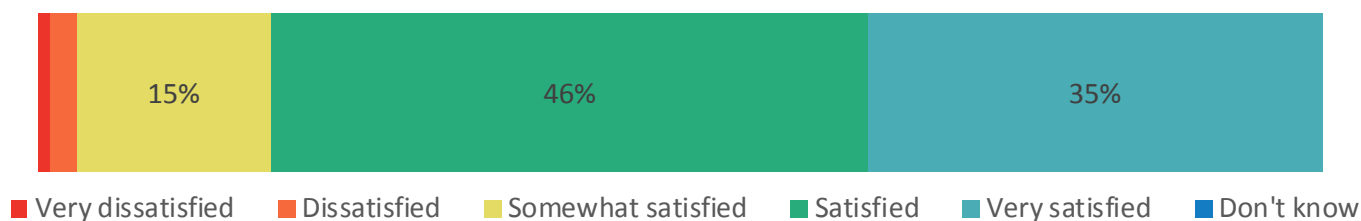
## SATISFACTION WITH QUALITY



## SATISFACTION WITH AVAILABILITY



## OVERALL SATISFACTION



Please indicate how often you use the following facilities?

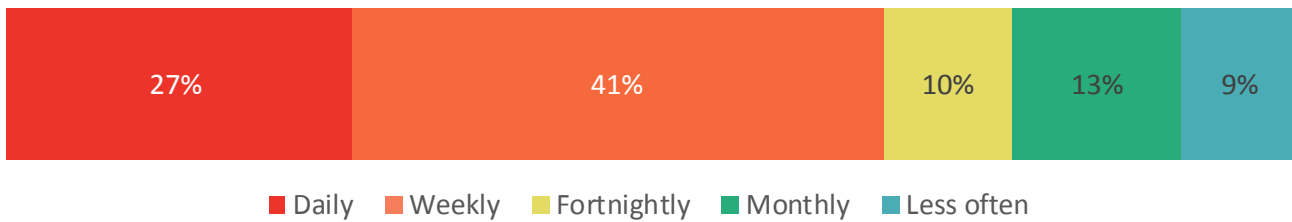
Using a 1-5 satisfaction scale where 1 is very dissatisfied and 5 is very satisfied, how are satisfied are you with the....

Base n=407

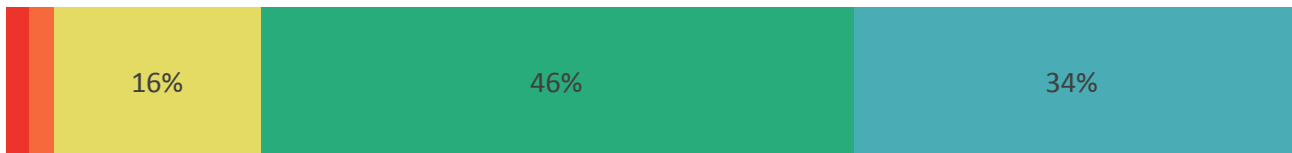
# Open Spaces Facilities

With regards to outdoor facilities, 27% of respondents indicate they use open spaces daily, and 41% use open spaces weekly. Of those who use open spaces, 80% are either satisfied (46%) or very satisfied (34%) with the quality of the open spaces. Following this, 86% are either satisfied (49%) or very satisfied (37%) with the availability of the open spaces. In total, 82% indicate they are satisfied (52%) or very satisfied (30%) with the open spaces.

## FREQUENCY OF USE



## SATISFACTION WITH QUALITY



## SATISFACTION WITH AVAILABILITY



## OVERALL SATISFACTION



Please indicate how often you use the following facilities?

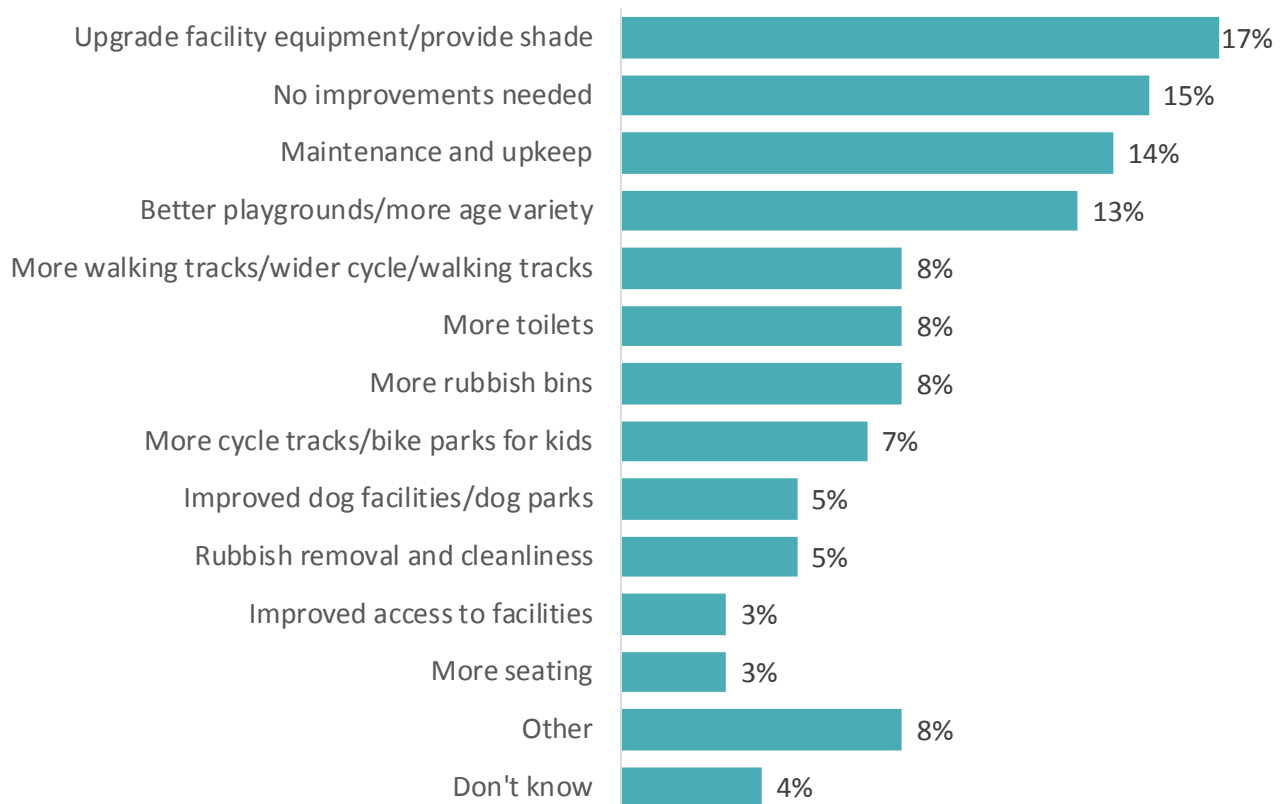
Using a 1-5 satisfaction scale where 1 is very dissatisfied and 5 is very satisfied, how are satisfied are you with the....

Base n=341

# Outdoor Facility Improvements

Residents indicate that upgrading facility equipment, providing shade (17%), general maintenance and upkeep (14%), and better playgrounds/more age variety (13%), are the main improvements that could be made to Taupō's outdoor facilities. Other improvements consist of: wider cycle/walking tracks (8%), more toilets (8%), more rubbish bins (8%), and more cycle tracks/bike parks for kids (7%).

## IMPROVEMENTS TO OUTDOOR FACILITIES



*Thinking about all the outdoor facilities that are available in Taupō, what changes would you like to see made to improve these facilities? - Coded*  
Base n=476



# Aquatic Facilities

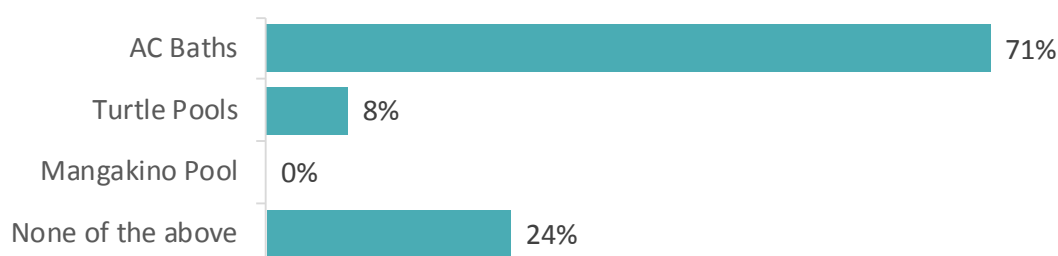


# Aquatic Facilities Use

Across the aquatic facilities, 71% of respondents have used AC Baths in the past 12 months. Following this, 8% have used Turtle Pools and less than 1% have used Mangakino Pools in the past 12 months. A further 24% have used none of the aquatic facilities.

Amongst those respondents who have used the aquatic facilities in the past 12 months, more than half of the respondents indicate they use AC Baths weekly (56%), and 11% use AC Baths daily. Almost half of respondents use Turtle Pools weekly (42%), while 16% use the facility monthly and 29% use the facility less often. Only one respondent indicated they use Mangakino Pools; this person uses the pools weekly.

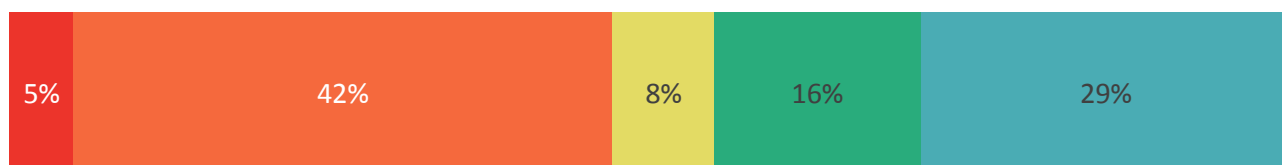
## AQUATIC FACILITIES USED IN PAST 12 MONTHS



## FREQUENCY OF USE: AC BATHS



## FREQUENCY OF USE: TURTLE POOLS



## FREQUENCY OF USE: MANGAKINO POOLS



■ Daily 
 ■ Weekly 
 ■ Fortnightly 
 ■ Monthly 
 ■ Less often

Below is a list of aquatic facilities within the Taupō district. Please indicate which ones you have personally used in the last 12 months.

Please indicate how often you use the following facilities?

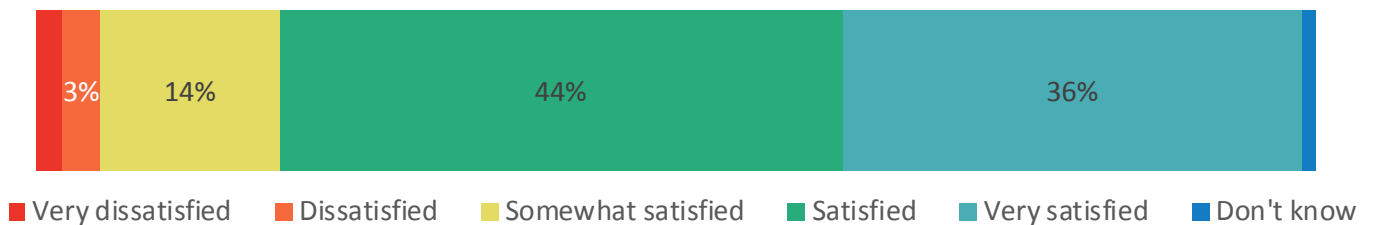
Base size AC Baths n= 348, Turtle Pools n=38, Mangakino Pools n=1

# Aquatic Facility Improvements

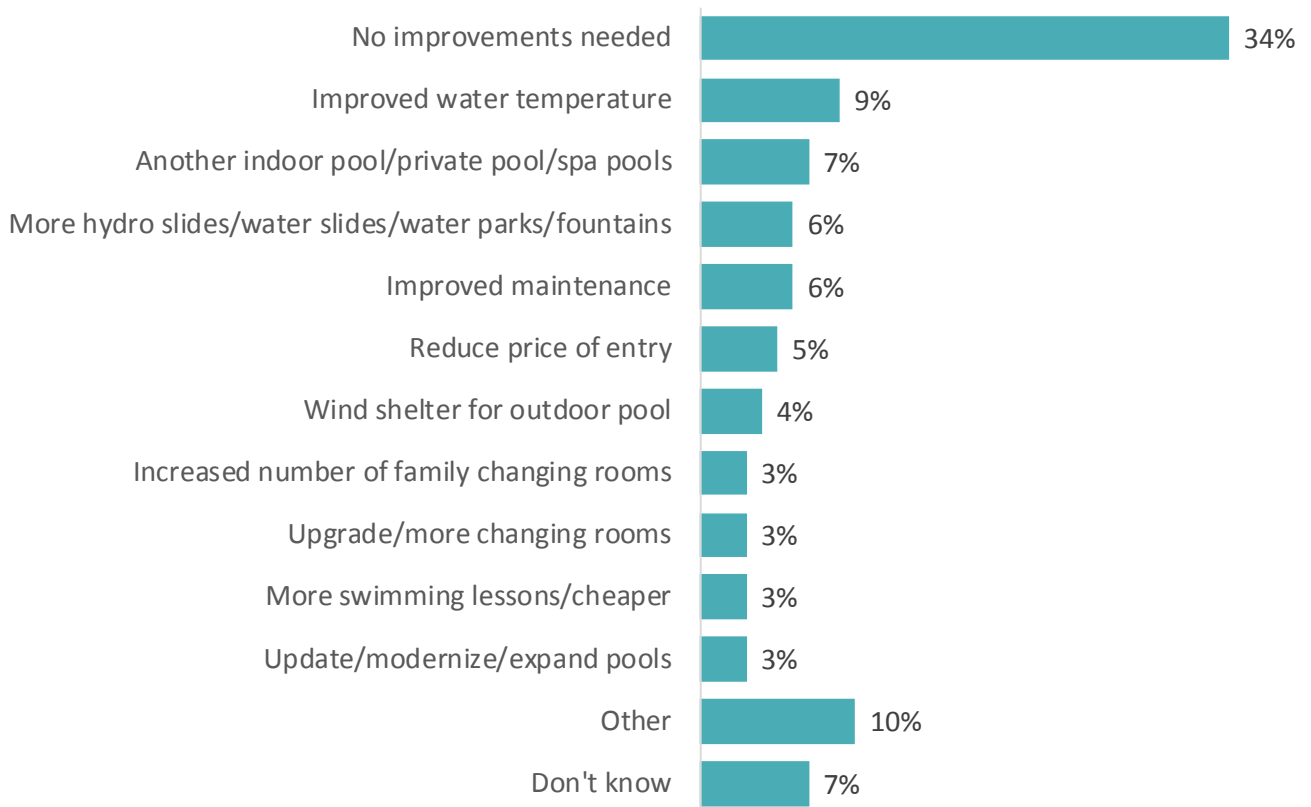
Across the aquatic facilities, 80% of respondents are either satisfied (44%) or very satisfied (36%) with the range of facilities at AC Baths, Turtle Pools, or Mangakino Pools.

Thirty-four per cent of respondents indicate there are no improvements needed at the aquatic facilities. Of those who did indicate improvements are needed, 9% of residents want improvements in the water temperature, another indoor pool/private pool/spa pools (7%), more hydro slides/water slides/water parks/fountains (6%), and improved maintenance (6%).

## SATISFACTION WITH RANGE OF AQUATIC FACILITIES



## AQUATIC FACILITY IMPROVEMENTS



*Thinking about all the aquatic facilities that are available in Taupō, what changes would you like to see made to improve these facilities? - Coded*

*Using a 1-5 satisfaction scale where 1 is very dissatisfied and 5 is very satisfied, how are satisfied are you with the....*

*Base n=361*

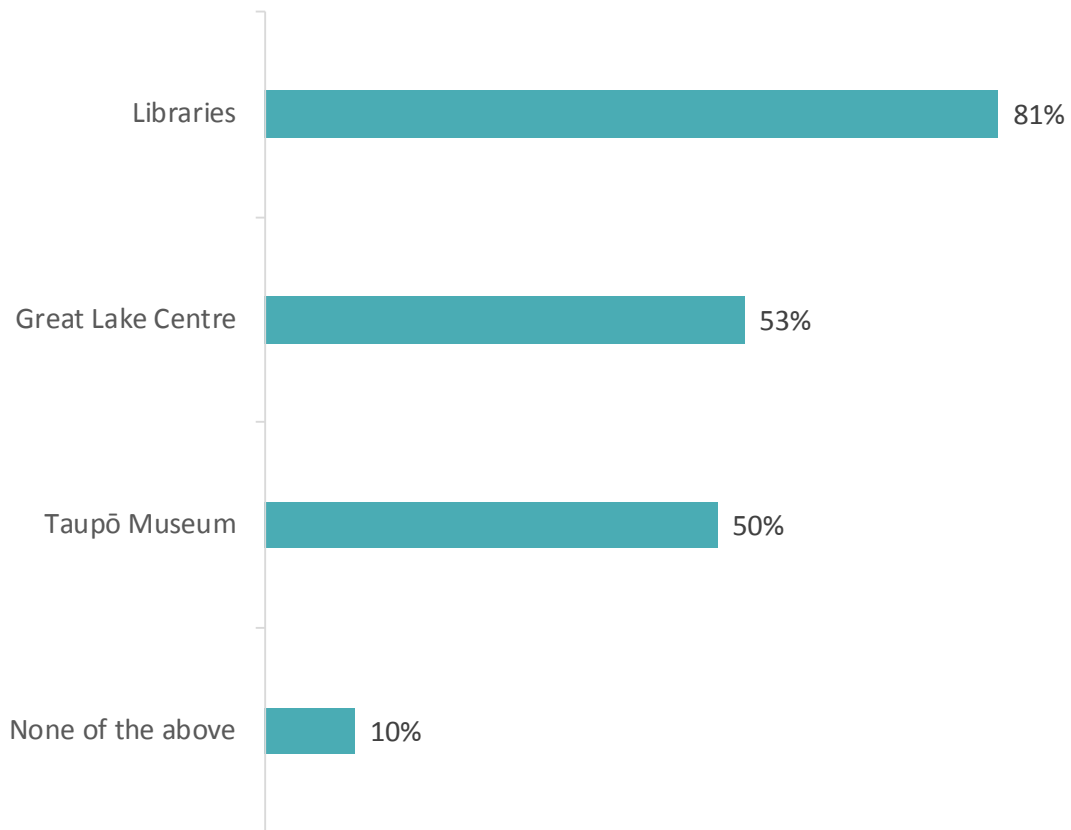
# Arts and Cultural Facilities



# Facilities Use

Across the cultural and arts facilities, 81% of respondents used a library in the past 12 months. Fifty-three per cent have used Great Lake Centre, and 50% have used Taupō Museum in the past 12 months. Ten per cent of respondents have not used any of the cultural and arts facilities in the past 12 months.

## ARTS AND CULTURAL FACILITIES USED IN PAST 12 MONTHS



*Below is a list of arts and cultural facilities within the Taupō district. Please indicate which ones you have personally used in the last 12 months.*  
Base n=361

# Taupō Museum

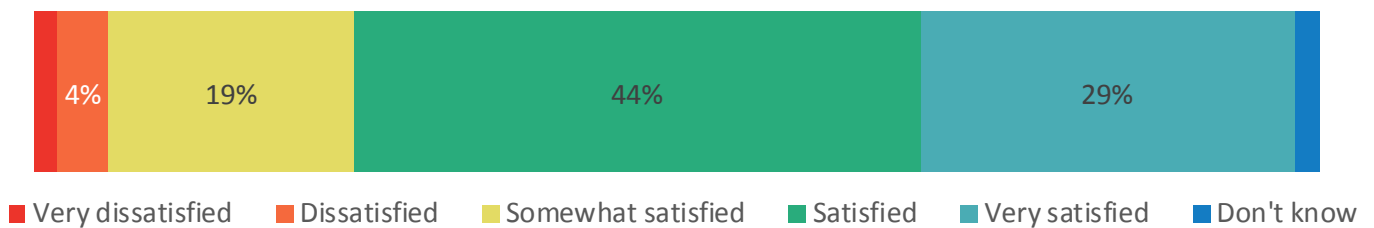
Sixty-five per cent of respondents use the Taupō Museum less than once a month, a further 27% visit monthly, 4% visit fortnightly, and 3% visit weekly.

Regarding satisfaction with the Taupō Museum, 73% are either satisfied (44%) or very satisfied (29%), a further 19% are somewhat satisfied, and 6% are either dissatisfied (4%) or very dissatisfied (2%).

## USE OF TAUPŌ MUSEUM



## SATISFACTION WITH TAUPŌ MUSEUM



*How often do you use the following arts and cultural facilities?*

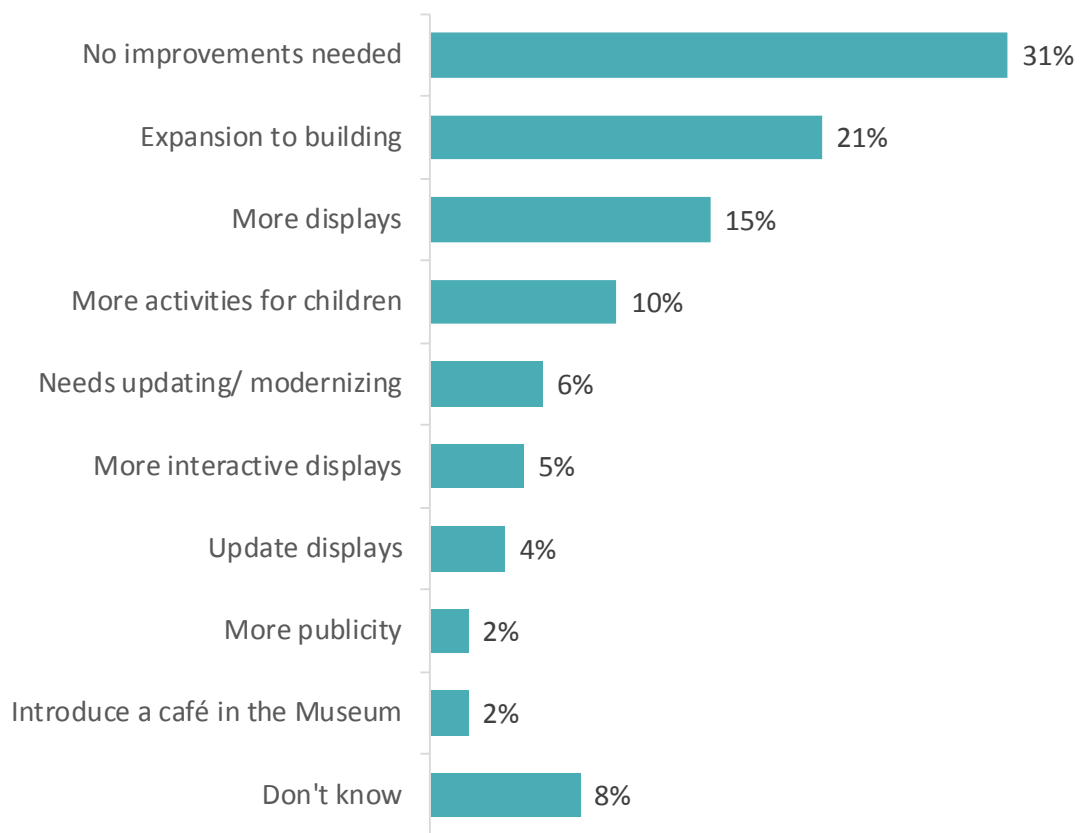
*Using a 1-5 satisfaction scale where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with the Taupō Museum?*

*Base n=243*

# Improvements with Taupō Museum

Thirty-one per cent of respondents indicate there are no improvements needed within the Taupō Museum. Twenty-one per cent, however, saw improvements were needed with regards to expansion of buildings and another 15% want more displays available at the Taupō Museum. A further 10% need more activities for children, while 6% want updating/ modernizing of the buildings, and 5% more interactive displays.

## IMPROVEMENTS WITH TAUPŌ MUSEUM

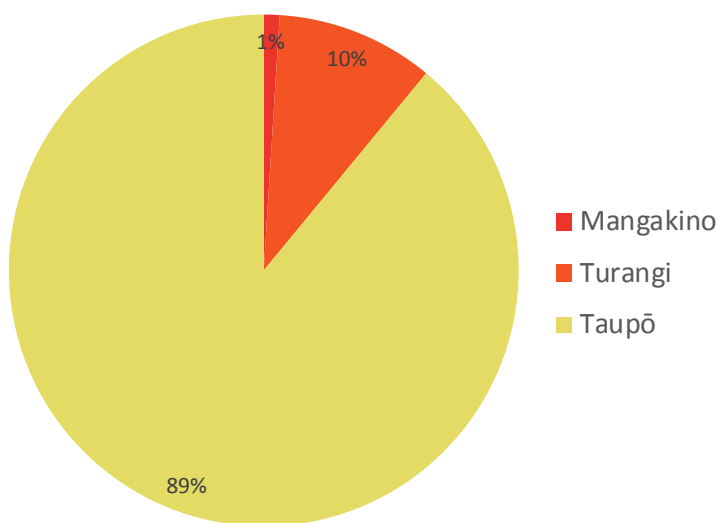


# Taupō Libraries

Of the different libraries available in the Taupō District, 89% usually visit the Taupō Library over the other libraries available. Ten per cent usually visit the Turangi Library and 1% usually visit the Mangakino Library. Eighty-nine per cent of respondents are either satisfied (33%) or very satisfied (56%) with the range and variety of collection at these libraries.

Thirty per cent of respondents indicate they visit libraries within the Taupō District monthly. Twenty-two per cent visit libraries weekly and 22% indicate they visit less than once a month. A further 20% of respondents visit libraries once a fortnight.

## LIBRARIES USED IN LAST 12 MONTHS



## TAUPŌ LIBRARY USE



## SATISFACTION WITH RANGE OF SERVICES AND COLLECTION AT LIBRARIES



How often do you use the following arts and cultural facilities?

Using a 1-5 satisfaction scale where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with the range of services and collection

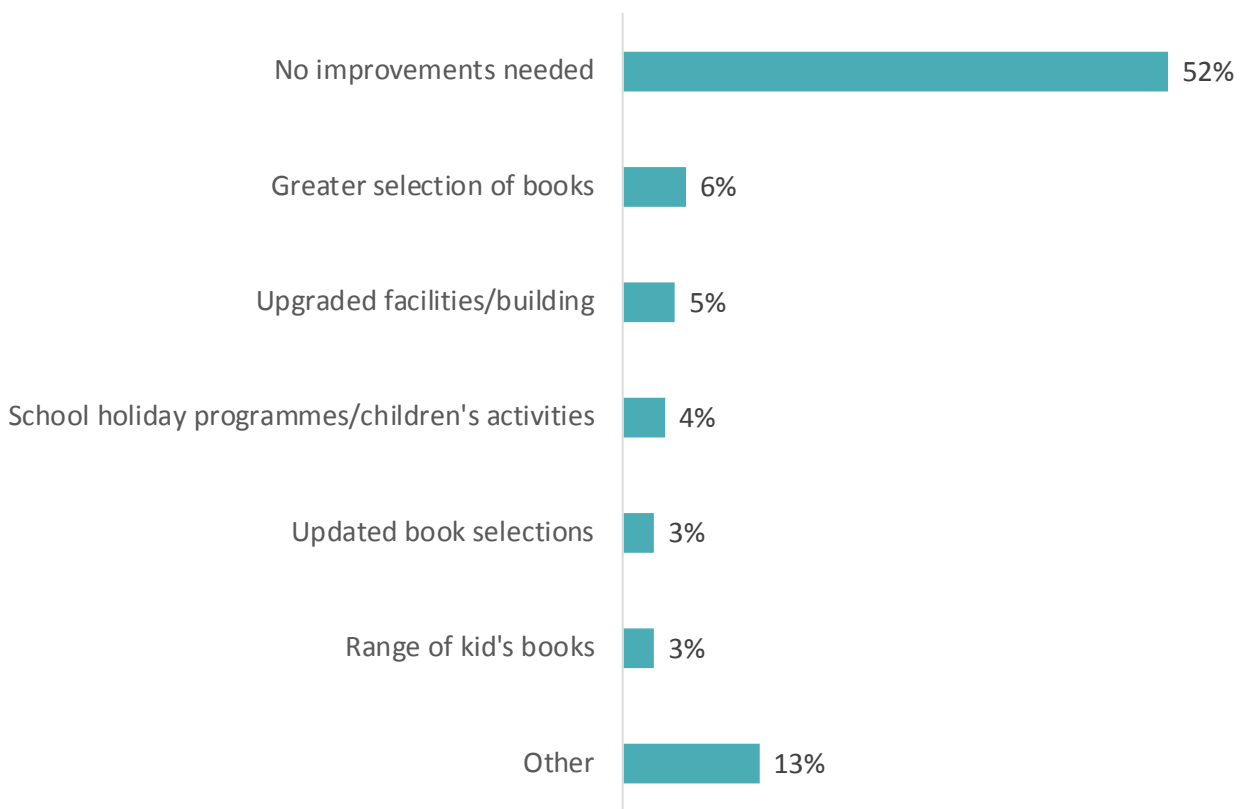
Base n=398



# Improvements with Libraries

More than half of respondents (52%) think that no improvements are needed for the libraries in Taupō. Of the few respondents who indicate improvements are needed, 6% saw the need for a greater selection of books: Other measures include upgrading facilities/buildings (5%), school holiday programmes/ children's activities (4%), updated book selections (3%), and range of kid's books (3%).

## IMPROVEMENTS WITH LIBRARIES

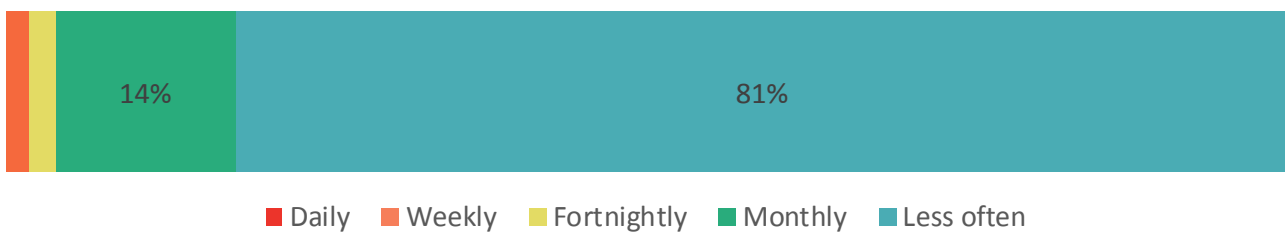


# Great Lake Centre

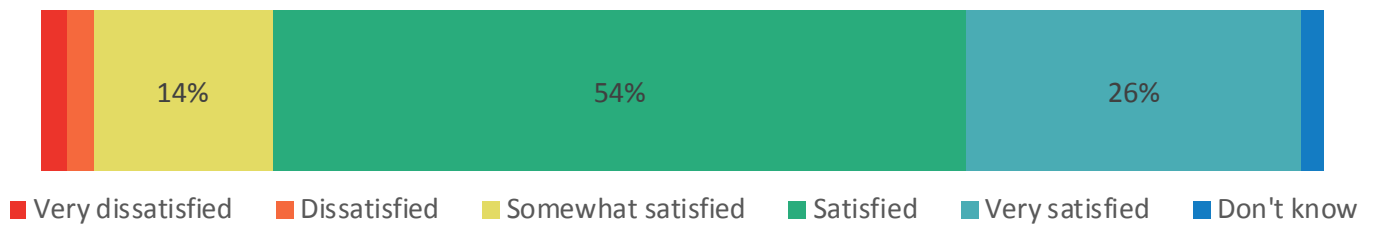
Eighty-one per cent of respondents use the Great Lake Centre less than once a month. A further 14% use the Great Lake Centre monthly, while 2% use it weekly (2%) or fortnightly (2%). None of the respondents indicate they used the centre more than once a week.

Eighty per cent of respondents are satisfied (54%) or very satisfied (26%) with the Great Lake Centre. A further 14% are somewhat satisfied and 4% are either dissatisfied (2%) or very dissatisfied (2%).

## GREAT LAKE CENTRE USE



## SATISFACTION WITH GREAT LAKE CENTRE



*How often do you use the following?*

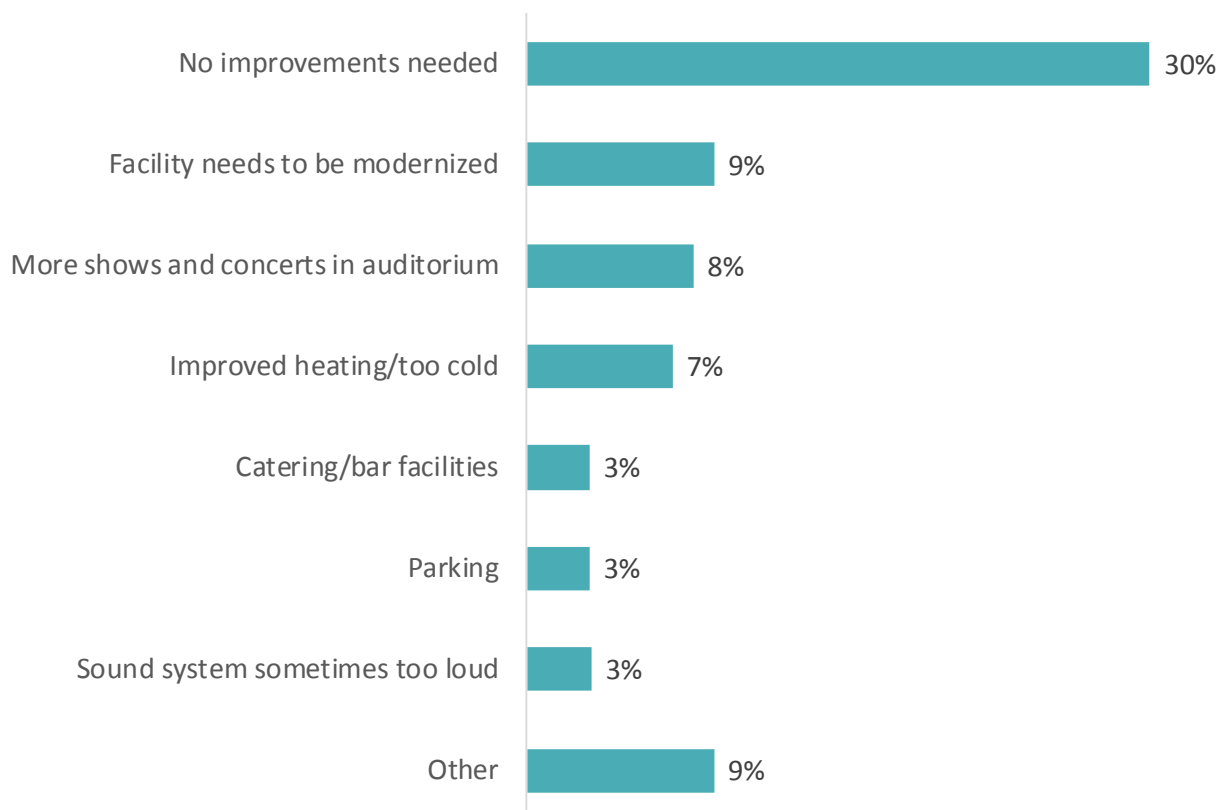
*Using the 1-5 satisfaction scale, how satisfied are you with the Great Lake Centre?*

Base n=258

# Great Lake Centre

The main improvements respondents identify for the Great Lake Centre are to modernize the facility (9%), have more shows and concerts performed in the auditorium (8%), and improve the heating within the centre (7%). However, 30% of respondents believe no improvements are needed for the Great Lake Centre.

## IMPROVEMENTS WITHIN THE GREAT LAKE CENTRE

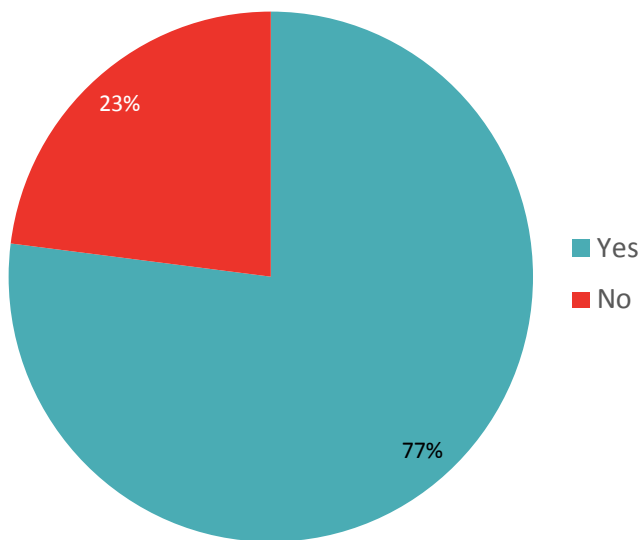


# Taupō Events Centre

Seventy-seven per cent of respondents indicate they have visited Taupō Events Centre stadium or function rooms in the past 12 months.

The majority of respondents (95%) are either satisfied (45%) or very satisfied (40%) with the Taupō Events Centre and function rooms. A further 11% are somewhat satisfied, and 5% are either dissatisfied (3%) or very dissatisfied (2%).

## HAVE YOU VISITED TAUPŌ EVENTS CENTRE AND FUNCTION ROOMS IN PAST 12 MONTHS?



## SATISFACTION WITH TAUPŌ EVENTS CENTRE AND FUNCTION ROOMS



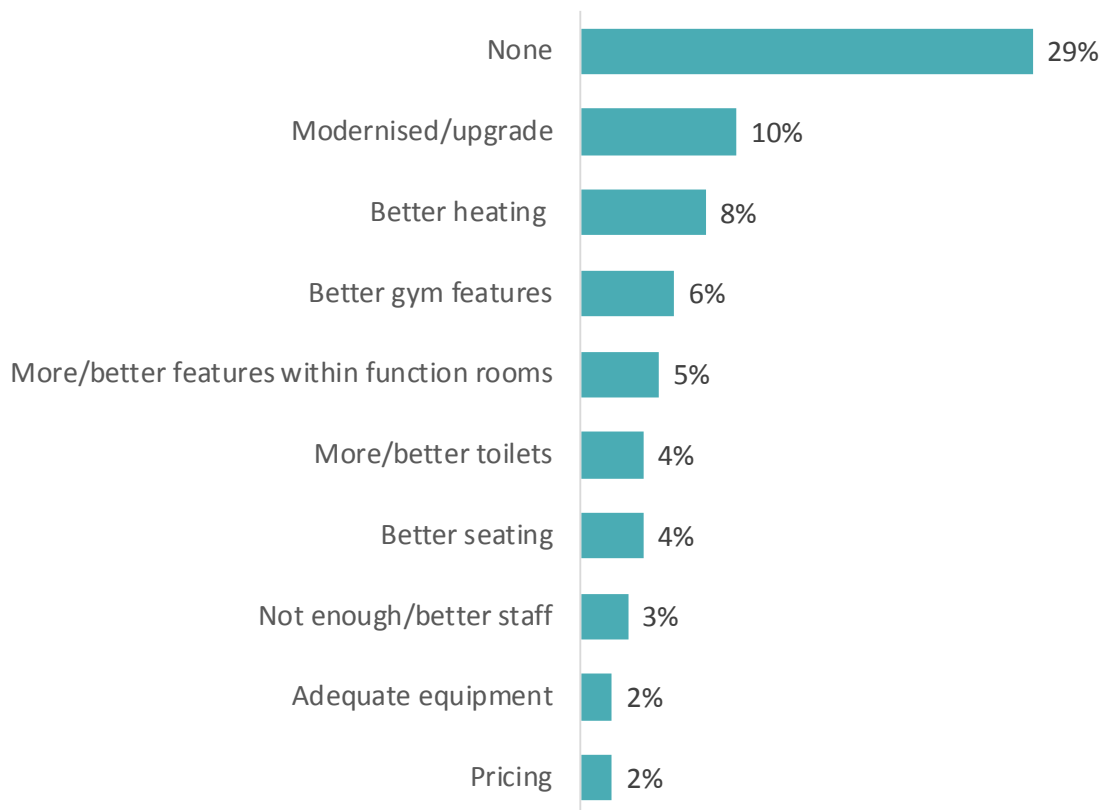
*In the last 12 months have you visited Taupō Events Centre stadium and function rooms? n=258*

*Using the scale below please indicate how satisfied you are with the Taupō Events Centre stadium and function rooms? n=198*

# Taupō Events Centre

The main improvements respondents identified for the Taupō Events Centre and function rooms are to modernise/upgrade the centre (10%), have better heating (8%), have better gym features (6%), and more/better features within function rooms (5%). However, 29% of respondents believe no improvements are needed for the Taupō Events Centre.

## IMPROVEMENTS WITH THE TAUPŌ EVENTS CENTRE



# Other Facilities

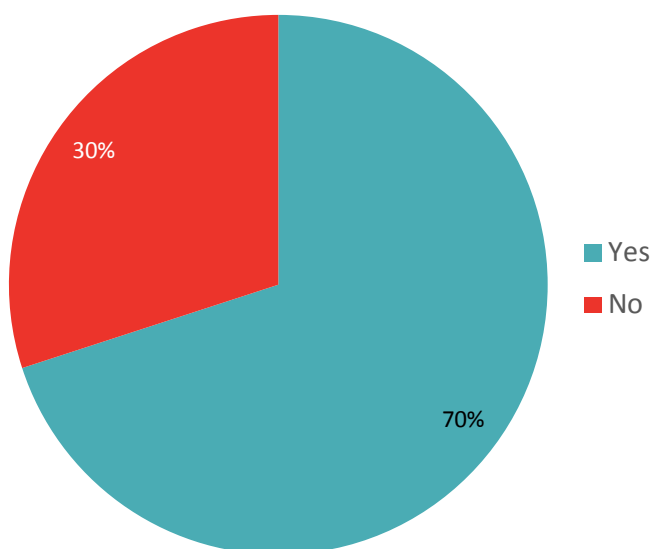


# Council's Public Conveniences

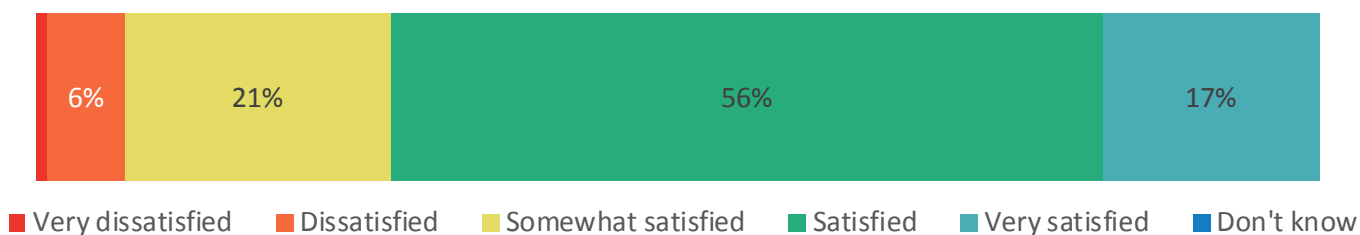
The majority of respondents indicate they have used Council's public conveniences in the past 12 months (70%), while 30% have not used council's public conveniences.

Amongst those who have used these facilities, 56% indicated they are satisfied, 21% are somewhat satisfied, and 17% are very satisfied with the Public Conveniences

## USED COUNCIL'S PUBLIC CONVENIENCES IN THE PAST 12 MONTHS



## SATISFACTION WITH COUNCIL'S PUBLIC CONVENIENCES



*Have you used any of the council's public conveniences in the past 12 months?*

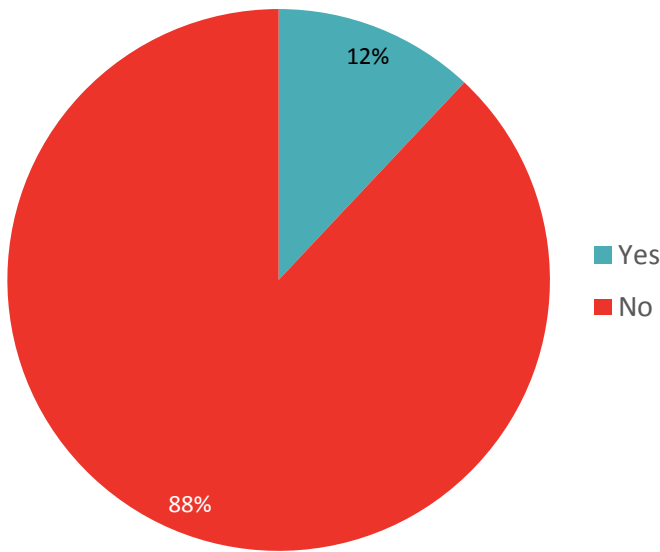
*Using the 1-5 satisfaction scale, how satisfied are you with the council's public conveniences? Base n=344*

# Council Cemeteries

Twelve per cent of respondents indicated they had used one of the district cemeteries within the past 12 months.

Eighty-four per cent of respondents are either satisfied (41%) or very satisfied (43%) with the appearance and accessibility of the district cemeteries. Another 10% of respondents are somewhat satisfied.

## USED ANY DISTRICT CEMETERIES IN THE LAST 12 MONTHS



## SATISFACTION WITH COUNCIL CEMETERIES



*Have you used any of the district's cemeteries in the past 12 months?*

*Using the 1-5 satisfaction scale, how satisfied are you with the appearance and accessibility of the district's cemeteries?*

Base n=58

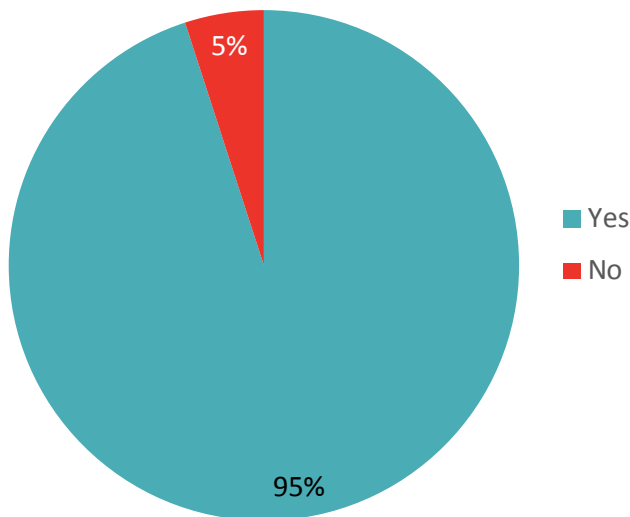


# Refuse and Recycling Services

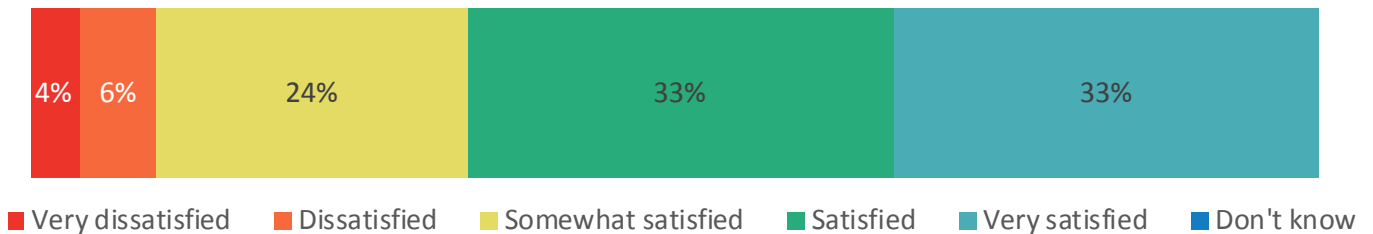
Almost all of respondents indicate they use Council's recycling and refuse services (95%), with only 5% of respondents not using the service.

Of those who do use Council's recycling and refuse services, 66% are either satisfied (33%) or very satisfied (33%). A further 24% of respondents are somewhat satisfied, 6% dissatisfied, and 4% are very dissatisfied with the Council's recycling and refuse services.

## DO YOU USE COUNCIL'S RECYCLING AND REFUSE SERVICES?



## SATISFACTION WITH COUNCIL'S REFUSE AND RECYCLING SERVICES



*Do you use Council's recycling and refuse services? n=534*

*Using the 1-5 satisfaction scale, please indicate how satisfied you are with Council's recycling and refuse services? n=505*

# Age Group Profiles



# 18-34 Age Group

Respondents aged 18-34 make up 13% of the sample with 98% being a resident of Taupō District. Fifty-four per cent are satisfied with the quality of playgrounds. Seventy-five per cent are satisfied with the quality of the parks and 81% are satisfied with the quality of open spaces. Seventy-nine per cent are satisfied with the range of facilities at the aquatic centres. Thirty per cent had used the Taupō Museum in the past 12 months, of which 79% are satisfied with the Taupō Museum. Sixty-five per cent had used libraries in the past 12 months; 95% had used Taupō Library and 2% had used the Mangakino and Turangi libraries. Ninety-three per cent are satisfied with the range of services and variety of collections at the libraries. Sixty-three per cent had used Council's public conveniences in the past 12 months, with 75% being satisfied with these. Nineteen per cent had used the district's cemeteries in the past 12 months, with 83% satisfied with the appearance and accessibility of the cemeteries.



## ETHNICITY

New Zealand Pakeha	63%
New Zealand Māori	24%
European	16%
Asian	6%
Pacific Islander	0%
Other	6%
Prefer not to say	0%



## INCOME

Less than \$40,000	32%
\$40,000 to \$59,000	25%
\$60,000 to \$89,000	19%
\$90,000 to \$119,000	10%
\$120,000 to \$150,000	3%
Over \$150,000	0%
Prefer not to answer	11%



## GENDER

Male	13%
Female	86%
Gender diverse	0%
Prefer not to say	2%



## RESIDENCY

Resident of Taupō District	98%
Visitor of Taupō District	2%
Own a holiday home	0%

# 35-50 Age Group

Respondents aged 35-50 make up 38% of the sample with 84% being female, and 61% being New Zealand Pakeha ethnicity. Fifty-two per cent of this age group are satisfied with the quality of playgrounds . Seventy-two per cent are satisfied with the parks, 79% are satisfied with the quality of the sportsgrounds, 78% are satisfied with the quality of the open spaces, and 83% are satisfied with the quality of walkways/ biking trails. Seventy-seven per cent are satisfied with the range of facilities at the aquatic centres. Forty-seven per cent had used the Taupō Museum in the past 12 months, and 74% are satisfied with the Taupō Museum. Eighty-three per cent had used a library in the past 12 months. A further 6% had used Turangi Library, and 1% had used Mangakino Library in the past 12 months. Eighty-seven per cent are satisfied with the range of services and variety of collection at the libraries. Seventy-four per cent had used Council’s public conveniences, with 69% satisfied with these. Nine per cent had used the district’s cemeteries in the past 12 months. Sixty-nine per cent are satisfied with the appearance and accessibility of the district’s cemeteries.



## ETHNICITY

New Zealand Pakeha	61%
New Zealand Māori	12%
European	23%
Asian	4%
Pacific Islander	0%
Other	6%
Prefer not to say	4%



## INCOME

Less than \$40,000	16%
\$40,000 to \$59,000	14%
\$60,000 to \$89,000	29%
\$90,000 to \$119,000	12%
\$120,000 to \$150,000	7%
Over \$150,000	3%
Prefer not to answer	18%



## GENDER

Male	13%
Female	84%
Gender Diverse	1%
Prefer not to say	3%



## RESIDENCY

Resident of Taupō District	96%
Visitor of Taupō District	2%
Own a holiday home	2%

# 51-69 Age Group

Respondents aged 51-69 make up 29% of the sample with 66% of this age group being female and 71% being New Zealand Pakeha. This age group indicate that 86% are satisfied with quality of the open spaces, 83% are satisfied with the quality of parks, and 80% are satisfied with the quality of walkways/ biking trails. A further 77% are satisfied with the quality of the playgrounds and 75% are satisfied with the quality of the sportsgrounds. Eighty-five per cent are satisfied with the range of facilities at the aquatic centres. Fifty-four per cent had used the Taupō Museum in the past 12 months, with 75% satisfied with the Taupō Museum. Eighty-two per cent had used one of the libraries in the past 12 months, with 82% usually using Taupō Library. A further 15% usually use Turangi Library, and 3% usually use Mangakino Library. Eighty-nine per cent indicate they are satisfied with the range of services and variety of collection at the libraries. Seventy-three per cent had used Council's public conveniences in the past 12 months, and 74% are satisfied with these. Eleven per cent had used the district cemeteries in the past 12 months. Ninety-four per cent are satisfied with the appearance and accessibility of the district's cemeteries.



## ETHNICITY

New Zealand Pakeha	71%
New Zealand Māori	8%
European	13%
Asian	0%
Pacific Islander	1%
Other	6%
Prefer not to say	4%



## INCOME

Less than \$40,000	28%
\$40,000 to \$59,000	15%
\$60,000 to \$89,000	17%
\$90,000 to \$119,000	5%
\$120,000 to \$150,000	5%
Over \$150,000	6%
Prefer not to answer	25%



## GENDER

Male	32%
Female	66%
Gender Diverse	1%
Prefer not to say	0%



## RESIDENCY

Resident of Taupō District	92%
Visitor of Taupō District	1%
Own a holiday home	8%

# 70 and Over Age Group

Respondents aged 70 and over make up 19% of the sample with 50% of this age group being female and 47% male. Sixty-six per cent of this age group are New Zealand Pakeha, while 22% are of European ethnicity. Within this age group, 82% (each) are satisfied with the quality of the parks and the quality of the playgrounds, and 81% are satisfied with the quality of walkways/biking trails. A further 75% are satisfied with the open spaces and 71% are satisfied with the quality of sportsgrounds. Eighty-three per cent are satisfied with the range of facilities at the aquatic centres. Sixty-two per cent had used the Taupō Museum in the past 12 months, with 68% satisfied with the Taupō Museum. Eighty-seven per cent had used one of the libraries in the past 12 months, with 88% usually using Taupō Library and 13% usually using Turangi Library. Eighty-nine per cent indicate they are satisfied with the range of services and variety of collection at the libraries. Sixty-three per cent had used Council's public conveniences in the past 12 months, with 76% satisfied with these. Fifteen per cent had used the district's cemeteries in the past 12 months. Ninety-three per cent are satisfied with the appearance and accessibility of the district's cemeteries.



## ETHNICITY

New Zealand Pakeha	65%
New Zealand Māori	2%
European	22%
Asian	0%
Pacific Islander	0%
Other	12%
Prefer not to say	0%



## INCOME

Less than \$40,000	45%
\$40,000 to \$59,000	20%
\$60,000 to \$89,000	5%
\$90,000 to \$119,000	5%
\$120,000 to \$150,000	2%
Over \$150,000	0%
Prefer not to answer	23%



## GENDER

Male	47%
Female	50%
Gender Diverse	1%
Prefer not to say	2%



## RESIDENCY

Resident of Taupō District	92%
Visitor of Taupō District	1%
Own a holiday home	7%

# Appendix

# Sample Profile



## ETHNICITY

New Zealand Pakeha	65%
New Zealand Māori	10%
European	19%
Asian	2%
Pacific Islander	0%
Other	7%
Prefer not to say	3%



## AGE BRACKET

18-34	13%
35-50	38%
51-69	29%
70 and over	19%
Prefer not to say	1%



## INCOME

Less than \$40,000	27%
\$40,000 to \$59,000	17%
\$60,000 to \$89,000	20%
\$90,000 to \$119,000	8%
\$120,000 to \$150,000	5%
Over \$150,000	3%
Prefer not to answer	21%



## GENDER

Male	25%
Female	72%
Gender Diverse	1%
Prefer not to say	2%



# Appendix 1: Questionnaire

Below is a list of outdoor facilities within the Taupō district. Please select which ones you have personally used in the last 12 months.\*

- Parks
  - Playgrounds
  - Sportsgrounds
  - Open spaces
  - Walkways/ biking trails
  - None of the above
- 

Please indicate how often you use the following facilities?\*

	Daily	Weekly	Fortnightly	Monthly	Less often
Parks	( )	( )	( )	( )	( )
Playgrounds	( )	( )	( )	( )	( )
Sportsgrounds	( )	( )	( )	( )	( )
Open spaces	( )	( )	( )	( )	( )
Walkways/ biking trails	( )	( )	( )	( )	( )

---

Using a 1-5 satisfaction scale where 1 is very dissatisfied and 5 is very satisfied, how are satisfied are you with the quality of the following outdoor facilities?\*

	1: Very dissatisfied	2: Dissatisfied	3: Somewhat satisfied	4: Satisfied	5: Very satisfied	6: Don't Know
Parks	( )	( )	( )	( )	( )	( )
Playgrounds	( )	( )	( )	( )	( )	( )
Sportsgrounds	( )	( )	( )	( )	( )	( )
Open spaces	( )	( )	( )	( )	( )	( )
Walkways/ biking trails	( )	( )	( )	( )	( )	( )

---

Using the same 1-5 satisfaction scale as before, how satisfied are you with the availability of the following?\*

	1: Very dissatisfied	2: Dissatisfied	3: Somewhat satisfied	4: Satisfied	5: Very satisfied	6: Don't Know
Parks	( )	( )	( )	( )	( )	( )
Playgrounds	( )	( )	( )	( )	( )	( )
Sportsgrounds	( )	( )	( )	( )	( )	( )
Open spaces	( )	( )	( )	( )	( )	( )
Walkways/ biking trails	( )	( )	( )	( )	( )	( )

---

Using the same 1-5 satisfaction scale as before, how satisfied overall are you with the following?\*

	1: Very dissatisfied	2: Dissatisfied	3: Somewhat satisfied	4: Satisfied	5: Very satisfied	6: Don't Know
Parks	( )	( )	( )	( )	( )	( )
Playgrounds	( )	( )	( )	( )	( )	( )
Sportsgrounds	( )	( )	( )	( )	( )	( )
Open spaces	( )	( )	( )	( )	( )	( )
Walkways/ biking trails	( )	( )	( )	( )	( )	( )

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# Appendix 1: Questionnaire

Thinking about all the outdoor facilities that are available in Taupō, what changes would you like to see made to improve these facilities?\*

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Below is a list of aquatic facilities within the Taupō district. Please indicate which ones you have personally used in the last 12 months.\*

- AC Baths
- Turtle Pools
- Mangakino Pool
- None of the above

How often do you use the following aquatic facilities?\*

	Daily	Weekly	Fortnightly	Monthly	Less often
AC Baths	( )	( )	( )	( )	( )
Turtle Pools	( )	( )	( )	( )	( )
Mangakino Pools	( )	( )	( )	( )	( )

Using a 1-5 satisfaction scale where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with the range of facilities at the aquatic centres (AC Baths, the Turtle Pools and the Mangakino Pool)?\*

- ( ) 1: Very dissatisfied
- ( ) 2: Dissatisfied
- ( ) 3: Somewhat satisfied
- ( ) 4: Satisfied
- ( ) 5: Very satisfied
- ( ) Don't know

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Thinking about all the aquatic facilities that are available in Taupō, what changes would you like to see made to improve these facilities?\*

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Below is a list of arts and cultural facilities within the Taupō district. Please indicate which ones you have personally used in the last 12 months.\*

- Taupō Museum
- Libraries
- Great Lake Centre
- None of the above

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# Appendix 1: Questionnaire

How often do you use the following arts and cultural facilities\*

	More than once a week	Weekly	Fortnightly	Monthly	Less often
Taupō Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Libraries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Great Lake Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Using a 1-5 satisfaction scale where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with the Taupō Museum?\*

- 1: Very dissatisfied
  - 2: Dissatisfied
  - 3: Somewhat satisfied
  - 4: Satisfied
  - 5: Very satisfied
  - Don't know
- 

What changes could be made to improve Taupō Museum?\*

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Using the 1-5 satisfaction scale, how satisfied are you with the range of services and variety of collection at the libraries?\*

- 1: Very dissatisfied
  - 2: Dissatisfied
  - 3: Somewhat satisfied
  - 4: Satisfied
  - 5: Very satisfied
  - Don't know
- 

What changes could be made to improve the libraries in the Taupō district?\*

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Using the 1-5 satisfaction scale, how satisfied are you with the Great Lake Centre?\*

- 1: Very dissatisfied
  - 2: Dissatisfied
  - 3: Somewhat satisfied
  - 4: Satisfied
  - 5: Very satisfied
  - Don't know
-

# Appendix 1: Questionnaire

What changes could be made to improve the Great Lake Centre\*

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Have you used any of the council's public conveniences in the past 12 months?\*

- Yes
- No

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Using the 1-5 satisfaction scale, how satisfied are you with the council's public conveniences?\*

- 1: Very dissatisfied
- 2: Dissatisfied
- 3: Somewhat satisfied
- 4: Satisfied
- 5: Very satisfied
- Don't know

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Have you used any of the district's cemeteries in the past 12 months?\*

- Yes
- No

---

Using the 1-5 satisfaction scale, how satisfied are you with the appearance and accessibility of the district's cemeteries?\*

- 1: Very dissatisfied
- 2: Dissatisfied
- 3: Somewhat satisfied
- 4: Satisfied
- 5: Very satisfied
- Don't know

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The last few questions are just to ensure we get a cross-section of people.

Which of the following do you most identify with?\*

- Male
- Female
- Gender diverse
- Prefer not to answer

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# Appendix 1: Questionnaire

Which of the following ethnic groups do you belong to?\*

- New Zealand Maori
  - New Zealand Pakeha
  - Pacific Islander
  - Asian
  - European
  - Other - please specify: \_\_\_\_\_\*
  - Prefer not to Answer
- 

Which of the following age groups do you belong to?\*

- 18-34
  - 35-50
  - 51-69
  - 70 and over
  - Prefer not to answer
- 

Which of the following best describes you?\*

- I am a resident of the Taupō district
  - I am a visitor to the Taupō district
  - I own a holiday home in the Taupō district
- 

Where do you usually live?\*

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Which of the following income brackets before tax, do you belong to?\*

- Less than \$40,000
  - \$40,000 to \$59,000
  - \$60,000 to \$89,000
  - \$90,000 to \$119,000
  - \$120,000 to \$150,000
  - Over \$150,000
  - Prefer not to answer
- 

Those are all the questions we have for you today. Thank you for your responses, they are valuable to the district. If you have any final comments, please leave them in the space below

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