

# ROTORUA DISTRICT PERCEPTIONS OF SAFETY SURVEY 2014

FOR  
ROTORUA DISTRICT COUNCIL

PREPARED BY  
APR CONSULTANTS

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## FOREWORD



*Tena koutou katoa.*

The annual Rotorua District Perceptions of Safety Survey provides residents with the opportunity to express their views on matters of personal safety, safety in neighbourhoods and safety in public places such as the inner city.

Approximately 500 residents took part in the latest Perceptions of Safety Survey. In the first half of 2014, the ninth successive year the survey has been undertaken.

For the council and other agencies the survey provides a valuable tool for monitoring how well we as a community are doing in keeping our residents safe.

Public safety is a shared objective of our council and our community. Its importance is reflected in our Rotorua 2030 vision, particularly the key 'Resilient Communities' goal for safe neighbourhoods, and the goal to build a safe and 'Vibrant City Heart.'

Rotorua District Council initiatives in support of crime prevention and for improving perceptions of safety include the Crime Prevention Plan, City Safe Guardians programme, a working protocol with Rotorua Police, and collaborative partnerships with other safety focussed groups such as Treasure Rotorua and the Safe Communities Steering Group.

Our council remains committed to working in partnership with other organisations and agencies to help build a safe community.

*It is only by working together that we will achieve that aspiration. Tatau tatau – we together.*

**Hon Steve Chadwick JP**  
**Mayor of Rotorua**

## EXECUTIVE SUMMARY

This report presents the results of the 2014 Rotorua District Perceptions of Safety Survey undertaken within the Rotorua District of New Zealand. A total of 499 local residents were surveyed via telephone interviews and online surveys to establish a total stratified sample of 400 completed surveys. These 400 surveys were stratified to the 2013 Census results. Note that the 2011 Census did not occur due to the Christchurch earthquakes and the subsequent census was carried out in March 2013. The surveys were used to determine:

- perceptions of general safety in the Central Business District (CBD);
- perceptions of general safety in the local neighbourhoods and the home during the day-time and night-time;
- perceptions of vehicle safety when parked unattended both in the CBD and around the district;
- actual incidents of crime and the frequency of alcohol and drug consumption by offenders; and
- residents' awareness of initiatives currently in place to reduce crime.

The results and key findings are summarised in this section and detailed in the report that follows.

### Results

#### Safety in the CBD

- One-quarter of respondents (25.3%) visited the CBD daily and over half of the respondents (53.8%) visited on a weekly basis. The 2014 results show an increased percentage of respondents visiting the CBD on a daily basis compared with the 2013 results, but was lower than 2012, 2011 and 2010 years (30.3%, 37.3% and 33.7% respectively).
- During the day-time, the majority (83.8%) of respondents stated they felt either 'very safe' or 'safe'. This was a lower level of safety when compared with results of 87.5% in 2013, 89.2% in 2012, 85.9% in 2011, 90.9% in 2010, 86.4% in 2009, 91.8% in 2008 and 90.7% in 2007.

The most commonly selected factor associated with safety in the CBD during the day-time, was the presence of other people (41.0% of respondents who gave a positive safety rating), though this figure dropped from 45.4% in 2013, 47.0% in 2012, 50.4% in 2011 and 61.4% in 2010. The second highest factor was 'Presence of police' (20.8%), increased from its corresponding result in 2013 of 18.3% while 'light' (16.9%) decreased from 23.4% in 2013 and is now more consistent with earlier years.

- During the day-time, only a small percentage of respondents felt unsafe (6.3%). This was an increase from 2013 (4.5%), 2012 (3.0%) and 2011 (5.0%).

During the day-time, the respondents who indicated they felt unsafe, felt this way at:

- City Focus (15 responses), (up 1.0% from 2013).
- Shops on Pukuatua, Haupapa and Arawa streets (15 responses), (up 1.5% from 2013)
- Shops on or near Tutanekai Street (9 responses), (up 2.0% from 2013).

Reasons for feeling unsafe at the City Focus during the day time included groups of intimidating young people and people asking for money. Reasons for feeling unsafe at shops on Pukuatua, Haupapa and Arawa streets included 'congested', 'roaming youths' and 'people asking for money'. Reasons for feeling unsafe at shops on or near Tutanekai Street included 'youths hanging around'.

- Feelings of safety in the CBD during the night-time decreased from 2013, with 25.8% of respondents stating they felt 'very safe' or 'safe'. This compared with 30.3% in 2013, 29.4% in 2012 and 31.9% in 2011 and which was up from 24.7% in 2010.

Factors making respondents feel safe in the CBD during the night-time included 'the presence of other people' (30.4%), 'light' (22.5%), 'the presence of police' (7.8%) and 'security cameras' (6.9%).

During the night-time, the respondents who indicated they felt unsafe, felt this way at:

- The shops on Pukuatua, Haupapa and Arawa Streets (40 responses) (up 2.8% from 2013).
- Kuirau Park (34 responses) (down 1.5% from 2013).
- City Focus (24 responses) (down 2.3% from 2013).

Reasons for feeling unsafe by shops on Pukuatua, Haupapa and Arawa streets areas during the night time included 'bar areas' and 'people hanging around'. This area was considered less safe than in the 2013 survey.

Reasons for feeling unsafe in the Kuirau Park area during the night time included 'bad reputation', the presence of 'undesirable people', and 'isolated'. Kuirau Park was identified as an unsafe place at night by less people in the 2014 survey than in 2013.

Reasons for feeling unsafe in City Focus during the night time included the presence of 'gangs of youth' 'young kids hanging around' and 'people hanging around'. This area was considered more safe than in the 2013 survey.

## Vehicle Safety

Respondents were asked if they worry about their vehicle being broken into or stolen when parked in Rotorua's CBD, at any time during the day or night.

- During the day-time, 12.9% stated that they 'always worry' or 'usually worry' about their vehicle; decreasing from 2013 (14.8%), 2012 (13.3%) and higher than 2011 (12.1%). A further 27.0% stated that they 'sometimes worry', while over half of respondents (52.5%), 'never worry'. A total of 29 respondents (7.3%) indicated they did not park in the CBD during the day-time (compared with 6.5% in 2013).
- During the night-time, 19.2% stated that they 'always worry' or 'usually worry' (11.4% and 7.8% respectively). This was down from 2013 (23.5%) and 2012 (22.9%). A further 23.2% 'sometimes worry', down from 2013 (25.8%) and 2012 (25.4%).
- During the night-time, 18.7% 'never worry'. This was a decrease from 2013 (20.5%) and 2012 (19.3%). Over one-third of respondents (38.4%) did not park in the CBD during the night-time.
- Approximately one-half of respondents (53.5%) felt there are unsafe places to park their vehicle within the central city area, down from 2013 (61.3%), 2012 (61.6%) and lower than all years from 2005. The most commonly mentioned places included:
  - Kuirau Park (103 responses) (down 3.3% from 2013).
  - Lake Front (57 responses) (unchanged from 2013).
  - Government Gardens (46 responses) (down 2.0% from 2013).
  - Shops on Pukuatua, Haupapa and Arawa streets (45 responses) (up 1.8% from 2013).
- Respondents gave a variety of reasons as to why certain areas are unsafe to park within Rotorua's CBD. General comments included isolated locations, low foot traffic, bad lighting, the high number of break-ins and vehicle theft, locations that are targeted for break-ins, personal experience with vehicle crime, reputation for theft and break-ins, the presence of undesirable people and gangs of youth.

- Over half (54.0%) of respondents felt there are unsafe places to park a vehicle in other areas around Rotorua, outside the CBD. This was an increase of 2.0% from 2013. Of those, the most common mentions included:
  - Blue/Green Lakes (Tikitapu/Rotokakahi) (55 responses) (up 7.2% from 2013).
  - Okere Falls (51 responses) (up 7.3% from 2013)
  - Kerosene Creek (50 responses) (up 10.2% from 2013).
  - The Redwood Forest car park (45 responses) (up 4.5% from 2013).

### Safety in the Local Neighbourhood and Home

- During the day-time, the majority of respondents (88.0%) felt either 'very safe' or 'safe' in their local neighbourhood, a figure slightly lower than 2013 (90.3%).
- During the night-time, three-quarters of respondents (73.5%) felt either 'very safe' or 'safe' in their local neighbourhood. These results are slightly lower than 2013 (75.5%) and 2012 (73.8%) results.
- During the day-time, 95.0% of respondents felt either 'very safe' or 'safe' in their own home, slightly lower than the 2013 results (95.5%).
- At night-time, 87.5% of respondents felt either 'very safe' or 'safe' in their home. This was a decrease from 2013 (90.8%).

### Safety in Rotorua

- When asked if Rotorua is generally a safe place to live, the majority (82.3%) of respondents stated 'definitely' or 'mostly'. This was a slight decrease from 2013 (85.3%) but higher than 2012 (79.6%). A further 14.5% of respondents stated 'not really' and seven respondents (1.8%) stated 'definitely not'.
- Those respondents who stated Rotorua is 'not really'/'definitely not' a safe place to live (16.3%) gave reasons including 'problems with young people/street kids/not enough to do' (53.8%, up 25.8% on 2013), the 'high crime rate' (52.3% of those who don't feel safe, up 3.2%), 'not being safe in some areas' (50.8%, up 10.4%), 'assaults/muggings/physical violence' (36.9%, up 26.4%) and 'too many burglaries/home invasions' (30.8%, up 2.7%).
- When asked about trusting other people, 44.8% of respondents stated they 'can trust people', a decrease on the 2013 results (48.0%) and 2012 results (49.0%), but otherwise similar to all previous safety perception surveys. A further 40.5% stated you 'can't be too careful when dealing with people'.

### Personal Experience with Crime during Last 12 Months (ie, April 2013 - April 2014)

- A total of 7.0% of respondents identified that they, or someone in their household, had their vehicle, bike or motorcycle stolen over the past 12 months. This was down from 2013 (9.8%), 2012 (11.0%) and 2011 (11.0%). A further 14.5% of respondents identified that they, or someone in their household, had had items stolen from their vehicle. This was up from the 12.8% in 2013 but was lower than the 18.5% recorded in 2012.
- The number of respondents who have experienced someone gaining entry into their home or garage without permission in the past 12 months decreased from 13.8% in 2013 to 12.8% in 2014.
- Regarding theft of items respondents were carrying, 2.0% had been a victim to theft (or attempted theft), down from the 2.5% in 2013, and the 3.3% in 2012.

- Strangers had physically abused 5.0% of respondents over the past 12 months (ie, hit, kicked or punched them or used other violence against them). This was a slight increase from 2013 (4.8%), an increase from 2012 (3.5%) but down from 2011 (7.0%). A total of 40.0% of respondents who were victims of abuse were aware their assailant was impaired on alcohol or drugs, which was down 17.9% since 2013.
- Over one-quarter (26.8%) of respondents had been verbally abused by a stranger or person that they did not know well, which was slightly higher than 2013 (26.5%) but lower than 2012 (32.0%). A total of 31.8% of these respondents were aware that the stranger or person in question was impaired from drinking alcohol or taking drugs prior to or during the incident.
- A total of 4.8% of respondents had been frightened for the safety of themselves or family/friends because of the anger, threats or violence of a partner/former partner. This was up from the 2013 period but down on 2012 and 2011 periods. From the 19 respondents who stated yes, five respondents (26.3%) indicated that their partner or former partner was impaired from alcohol or drugs.
- A further 14.8% of respondents identified other crimes committed against themselves, or someone in their household, within the past 12 months. Other crimes mentioned included thefts, youth, threats, vandalism and bullying. Of the 59 respondents, eight (13.6%) were aware the person in question had been drinking alcohol or consuming drugs prior to or during the incident.
- A total of 27 respondents (6.8%) stated that they had witnessed, or been a victim of a crime that they had not reported it to the police. This was lower than any of the previous years and was down 2.8% on 2013.

### **Awareness of Crime Reducing Initiatives**

- Awareness of the Community Policing Centre increased in the 2014 survey. A total of 334 respondents (83.5%) were aware there is a Community Policing Centre in the central city area. This was higher than 2013 (81.0%), 2012 (80.3%) and 2011 (82.8%).
- Just over half of all respondents (51.8%) knew about the City Safe Guardians, with 48.3% not knowing. Awareness was greater than 2013 (46.8%) and similar to 2012 (51.3%).
- Of those that know about the Guardians, 65.2% identified them as being very useful or useful (30.4% and 34.8% respectively). This was higher than in 2013 (59.9%) and 2012 (57.6%). A further 14.0% identified them as being of some use and 10.6% as being 'not very useful' or 'not at all useful' (5.3% and 5.3% respectively), while 9.7% of respondents answered 'did not know'.
- Nearly three quarters of respondents (74.3%) were aware of CCTV operating in the central city area. This was higher than 2013 (69.5%), 2012 (69.8%) and 2011 (69.8%). Of these respondents, 73.1% believed CCTV to be 'very useful' or 'useful' in making the central city area a safer place. This compares to 74.5% in 2012, 73.1% in 2012, 73.8% in 2011 and 69.2% in 2010.
- Most respondents (78.8%) were aware of the liquor ban in affect in the central city, compared with 84.3% in 2013, 79.8% in 2012, 80.5% in 2011 and 86.4% in 2010. Of those aware of the liquor ban, 69.5% believed the ban to be 'very useful' or 'useful' in making the central city area a safer place. This was a slight increase on 2013 (69.1%) but lower than 2012 (70.2%) and 2011 (70.8%).

## Ways to Make Rotorua Safer

- Respondents were asked what could be done to make Rotorua a safer place. As respondents could state more than one answer the following percentages are not additive. Comments related to:
  - Policing (23.8%) (down 0.3% on 2013).
  - Better parenting/support for youth/keeping youth occupied and off the streets (15.3%) (up 11.8% on 2013).
  - More security (i.e. guards and Maori Wardens) (10.5%) (up 3.5% on 2013).
  - Building/street improvement (8.5%) (down 5.8% on 2013).

## Safety Priorities for Rotorua

- Respondents were asked what they considered to be the top safety priorities for Rotorua over the next three years. As respondents could state more than one answer the following percentages are not additive. Comments related to:
  - Better traffic controls (15.5%) (up 7.0% from 2013).
  - Road safety/boy racers (11.8%) (down 4.0% from 2013).
  - Child/family violence and education (9.5%) (up 4.8% from 2013).
  - Better parenting/support for youth/keeping youth occupied and off the streets (7.5%) (down 0.3% from 2013).
  - More Police/increased police presence/community stations (7.5%) (no change from 2013).

## Sample Demographics

- Of the 400 respondents in the sample, 52.8% were female and 47.3% were male.
- One quarter (25.0%) of respondents came from each of Rotorua's four wards.
- The survey sample covered a wide range of ages. A total of 19.3% of respondents were aged 15 to 34 years of age, 32.0% were aged 35 to 54 years, 32.5% were aged 55 to 74 and 15.8% were over 75 years of age.
- Over two-thirds (67.8%) of respondents identified themselves as New Zealand European/Pakeha, followed by New Zealand Maori (28.3%), Asian (5.3%) and Pasifika (3.5%). A further 8.0% specified 'other' ethnicities. Note this is not additive as respondents could specify more than one ethnicity.

## Key Findings

The number of respondents visiting the CBD daily is similar to 2013. This follows a clear decreasing trend from 2011 to 2013. The opposite trend can be seen in residents who visit the CBD weekly, showing that many respondents who used to visit daily are now choosing to only visit weekly.

The numbers of people who feel safe in the central city during the daytime decreased slightly in 2014. Analysing the numbers who identified 'neither safe nor unsafe' to 'very safe', 93.2% were identified in 2014, compared to 94.5% in 2013 and 96.5% in 2012. This is a slight, but consistent drop in feelings of safety over the past three years. At the same time, numbers of those who felt unsafe or very unsafe has increased from 3.0% in 2012 to 4.5% in 2013 and to 6.3% in 2014.

For the respondents who visited the CBD during the hours of darkness in 2014, 62.8% of night time visitors to the CBD felt 'neither safe nor unsafe, safe or very safe'. This was down slightly from 2013 (63.0%).

Respondents highlighted two main areas where they felt unsafe during the day. The first area was City Focus. This has been routinely mentioned as a problem area, however, this year the problem has become more prominent. Respondents felt unsafe at City Focus due to the groups of youth that congregate and loiter there and would like to see them moved away from the area. New to 2014 were mentions of people begging for money.

The second main problem area was the shops on Pukuatua, Haupapa and Arawa streets. However, from the comments given it can be seen that the main vicinity where respondents feel unsafe is the bus stop located on Pukuatua Street. Residents felt unsafe due to aggressive groups of youth and over-crowding. People begging for money was also highlighted as a problem in this area.

The shops on Pukuatua, Haupapa and Arawa streets were also the most highlighted unsafe area identified from people who felt unsafe in the CBD at night. This area was identified by more people in 2014 than 2013 (10.0% total sample compared with 7.3% in 2013). Problems included the numbers of drunk people coming from bars, the lack of people around and the area attracting undesirable people.

The second most unsafe location was Kuirau Park. Comments included "bad reputation", "isolated" and "undesirables in area". Kuirau Park was identified as unsafe by less people in 2014 (8.5%) compared to 2013 (10.0%).

When asked about levels of overall safety in their neighbourhoods during the day, the results have been consistent over the past few years. In 2014, 96.8% identified that they were neither safe nor unsafe, safe or very safe compared to 98.0% in 2013.

The night time results were also favourable, with 88.3% feeling neither safe nor unsafe, safe or very safe compared to 88.8% in 2013.

When looking at perceptions of in-home safety, a difference between day-time and night-time perceptions was present, but was minor. The results were positive and similar to previous years.

When asked if respondents thought the Rotorua District is generally a safe place to live, 82.3% stated definitely or mostly. This was down from 2013 (85.3%) but up on 2012 (79.5%).

The number of people who think you can trust people decreased in 2014 (44.8%) compared to 2013 (48.0%) and 2012 (49.0%).

Personal experience with crime continued to be relatively stable. Highlights were (note, a negative rating is good as it implies the level of activity has decreased):

- Theft of vehicle, bike or motorbikes – down 2.8%.
- Anything stolen from a vehicle – up 1.8%.
- Breaking into home or garage – down 1.0%.
- Stolen anything respondent is carrying – down 0.5%.
- Stranger used violence against respondent – up 0.3%.
- Been verbally abused by a stranger – up 0.3%.
- Frightened for safety of respondent or their family and friends due to actions of a current or past partner – up 0.5%.
- Witnessed a crime or been a victim of any crime that was not reported to the Police – down 2.8%.

Awareness of the Community Policing Centre in the CBD has increased with 83.5% being aware in 2014 (compared to 81.0% in 2013, 80.3% in 2012 and 82.8% in 2011).

Awareness of the City Safe Guardians project has increased with over half the sample (51.8%) being aware (compared to 46.8% in 2013 and 51.3% in 2012). Respondents are also seeing benefit in the programme with 65.7% thinking it was 'very useful' or 'useful' compared to 59.9% in 2013 and 57.6% in 2012.



Awareness of the CCTV cameras in the central city area increased, rising to 74.3% from 69.5% in 2013. The usefulness of this initiative has remained relatively static over the past few years. It was considered 'useful' or 'very useful' by 73.1% of respondents in 2014 and 74.5% in 2013.

Awareness of the central city area liquor ban dropped slightly in 2014 (78.8%) compared to 2013 (84.3%) and 2012 (79.8%). Its level of usefulness has remained similar over the past few years as 69.5% thought it was 'useful' or 'very useful' in 2014, 69.1% in 2013, 70.2% in 2012 and 70.8% in 2011.

When asked about making Rotorua a safer place, 'having more Police' continued to be the most popular solution, followed by 'better parenting' and 'use of security measures to reduce crime (ie, cameras, community patrols and Maori Wardens)'.

When respondents were asked what Rotorua's top safety priorities should be, answers again moved away from typical crime issues and moved into safety related issues, specifically road and traffic safety. The top two categories were 'better traffic controls' (11.5% of the sample) followed by road safety/boy racers (11.8%). This was followed by child/family violence and education (9.5%), better parenting (7.5%) and more police (7.5%).

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## 1.0 INTRODUCTION

APR Consultants was commissioned by the Rotorua District Council to undertake an assessment of Rotorua residents' perceptions of safety within the District. This research process follows from earlier research undertaken annually from 2005 to 2014.

The objectives of this survey were to establish Rotorua District residents' perceptions of safety with regard to:

- perceptions of general safety in the Rotorua District during daylight hours (location(s), and reason(s) for that response);
- perceptions of general safety in the Rotorua District when it is dark (location(s), and reason(s) for that response);
- vehicle safety when parked and left unattended by owner (location(s), and reason(s) for that response);
- actual incidents of crime in the Rotorua District, and the frequency of alcohol consumption by offenders (location(s), crime type, time of day etc.); and
- awareness (ie, location of community policing centres in the Rotorua District, CCTV operation, existence of liquor ban).

This report presents the results of telephone interviews and online surveys conducted with Rotorua District residents in 2014, providing comparisons with the annual survey results from 2005 to 2013.

### 1.1 Definitions

For the purpose of this survey the following definitions have been used:

Definitions	
<b>CBD</b>	The Central Business District is the area between and including Kuirau Park up Ranolf Street to the Lake Front, along to Sulphur Point, down to Victoria Street and back up Ranolf Street (the area covered by the Liquor Ban Bylaw 2003). Key landmark areas included are: <ul style="list-style-type: none"> <li>▪ Rotorua Central Mall;</li> <li>▪ Skateboard Park;</li> <li>▪ Government Gardens/Blue Baths/Polynesian Spa area; and</li> <li>▪ Ti Street "triangle".</li> </ul> Refer to Appendix 1 to view a map of the Rotorua CBD.
<b>Park areas</b>	All park areas in the CBD (ie, gardens, shrubs/trees) including Sulphur Point, Kuirau Park, Government Gardens and the Lake Front.
<b>Eat Street</b>	Lower end of Tutanekai Street including side streets (ie, high concentrations of bars, restaurants and cafés).

Other definitions relating to crime type are included here for the reader's reference<sup>1</sup>.

<b>Definitions</b>	
<b>Burglary</b> (section 231 of Crimes Act 1961)	<p>(1) Everyone who commits burglary and is liable to imprisonment for a term not exceeding 10 years who:</p> <ol style="list-style-type: none"> <li>a) enters any building or ship, or part of a building or ship, without authority and with intent to commit a crime in the building or ship; or</li> <li>b) having entered any building or ship, remains in it without authority and with intent to commit a crime in the building or ship.</li> </ol> <p>(2) In this section and in section 232, "building" means any building or structure of any description, whether permanent or temporary; and includes a tent, caravan, or houseboat; and also includes any enclosed yard or any closed cave or closed tunnel.</p> <p>(3) For the purposes of this section and section 232:</p> <ol style="list-style-type: none"> <li>a) entrance into a building or ship is made as soon as any part of the body of the person making the entrance, or any part of any instrument used by that person, is within the building or ship; and</li> <li>b) everyone who gains entrance to a building or ship by any threat or artifice used for that purpose is to be treated as having entered without authority.</li> </ol>
<b>Theft (Stealing)</b> (Section 219 of Crimes Act 1961)	<p>(1) Theft or stealing is the act of:</p> <ol style="list-style-type: none"> <li>a) dishonestly and without claim or right, taking any property with intent to deprive any owner permanently of that property or of any interest in that property; or</li> <li>b) dishonestly and without claim or right, using or dealing with any property with intent to deprive any owner permanently of that property or of any interest in that property after obtaining possession or control over, the property in whatever manner.</li> </ol> <p>(2) An intent to deprive any owner permanently of property includes an intent to deal with property in such a manner that:</p> <ol style="list-style-type: none"> <li>a) the property cannot be returned to any owner in the same condition; or</li> <li>b) any owner is likely to be permanently deprived of the property or of any interest in the property.</li> </ol> <p>(3) In this section, taking does not include obtaining ownership or possession of, or control over, any property with the consent of the person from whom it is obtained, whether or not consent is obtained by deception.</p> <p>(4) For tangible property, theft is committed by a taking when the offender moves the property or causes it to be moved.</p> <ul style="list-style-type: none"> <li>▪ <i>Theft ex-car is theft of an item from a car, not theft of the car.</i></li> <li>▪ <i>Theft of a car occurs when a car is stolen other than for the purpose of joyriding.</i></li> <li>▪ <i>Joyriders or people who take vehicles just for the purpose of transportation are dealt with by this section.</i></li> </ul>
<b>Conversion of vehicle or other conveyance (unlawful taking)</b> (section 226 of the Crimes Act 1961)	<p>(1) Everyone is liable to imprisonment for a term not exceeding seven years who dishonestly and without claim of right, but not so as to be guilty of theft, takes or uses for his or her own purposes or another person's purposes:</p> <ol style="list-style-type: none"> <li>a) any vehicle, ship or aircraft; or</li> <li>b) any part of any vehicle, ship or aircraft; or</li> <li>c) any horse.</li> </ol> <p>(2) Everyone is liable to imprisonment for a term not exceeding two years who attempts to commit the offence in subsection (1) or who, dishonestly and without claim of right, interferes with, or gets into or upon, any vehicle, ship or aircraft.</p>
<b>Robbery (Section 234 of the Crimes Act 1961)</b>	<p>(1) Robbery is theft accompanied by violence or threats of violence, to any person or property, used to extort the property stolen or to prevent or overcome resistance to its being stolen.</p>

<sup>1</sup> Definitions obtained from Rotorua Police Intelligence Unit, Rotorua Police Station, 2005.

## **2.0 METHODOLOGY**

A total of 489 local residents were surveyed via telephone interviews (429 surveys) and online surveys (60 surveys), to establish a total sample of 400 completed surveys stratified to 2013 key demographic Census results.

APR Consultants has found that it is increasingly difficult to match phone samples to the population on Census night. This is due to a more mobile community, decreasing levels of home ownership, increasing uptake of cellular phones, less prevalence of telephone land lines and changes to the traditional family composition. This problem is amplified when endeavouring to sample groups such as young people and those of Māori ethnicity.

In order to help address this problem, for the 2014 round of surveys, APR Consultants continued an online version of the Rotorua Perceptions of Safety Survey, and initiated a marketing campaign to target youth. The online questionnaire generated 60 completed surveys. From these 60 surveys, data from 19 online surveys were from traditionally hard-to target groups, such as youth. As a new initiative in 2014, a printed copy of the survey was also made available to users of the Rotorua Youth Centre. These generated an additional 12 surveys from youth. These 31 surveys were combined with the telephone surveys to generate the stratified sample of 400 Rotorua residents, matched to the 2013 Census. The online survey process has been a very beneficial tool for accessing the opinions of hard to target Rotorua residents.

During the sampling process, interviewers were instructed to target key areas to ensure that the survey process was keeping in line with Rotorua's population on the 2013 Census night. The overall sample of telephone surveys and usable online surveys was stratified based on gender, ward, ethnicity and age groupings of the 2013 Census results to ensure an accurate reflection of the views of Rotorua's population. All stratified areas were close enough to the make-up of the 2013 Census to ensure that the results more accurately reflected the views of the population of Rotorua.

All responses were analysed by computer and an accuracy audit of the data entry process was undertaken on 5.0% of data. At a 95% confidence level, all results have a margin of error of +/- 4.9%.

It should be noted that all percentages in this report have been rounded to one decimal place.

### **2.1 Telephone Surveying Procedure**

Experienced telephone interviewers were briefed and trained to a high standard regarding the survey form and the survey's objectives.

Each interview lasted 10-15 minutes on average and restrictions were placed on the times for calling respondents. Qualifiers were in place to ensure a minimum respondent age of 15 years. The survey was administered at varying times throughout the day, and interviewers made three calling attempts to each contact in order to mitigate non-response bias.

### **2.2 Questionnaire Development**

The questionnaire for the telephone survey was similar to that used in the previous Rotorua District Perceptions of Safety Survey (2013), with the original form designed by APR Consultants and Rotorua District Council. Minor improvements were made to the form following the 2005 research, while additional alcohol related questions were added to Q10 for the 2007 research onwards (refer to Appendix 2). In 2010, question 14b was added as an open-ended question to capture views on Rotorua's top safety priorities for the next three years. In 2012, questions were added about the City Safe Guardians project in the Rotorua central city area.

### 2.3 Total Sample Details

A random sample of residential telephone numbers was generated using the Rotorua Telecom White Pages. The survey sample was based on Rotorua's four electoral wards and was structured to ensure a sufficient number of respondents from each ward. The sample was also stratified according to gender, age and ethnicity (refer to Table 1). Numbers were split into the old Rotorua Ward system to enable cross tabulations to occur and to enable comparisons with earlier reports.

Table 1 – Sample details

	Number of respondents interviewed	2014 results (%)	2013 results (%)	2012 results (%)	2011 results (%)	2010 results * (%)	2009 results (%)	2008 results (%)	2007 results (%)	2006 results (%)	2005 results (%)
Electoral ward											
▪ North	100	25.0%	25.0%	25.0%	25.0%	26.0%	25.0%	26.3%	21.3%	25.6%	25.9%
▪ South	100	25.0%	25.0%	25.0%	26.3%	25.0%	25.0%	24.3%	24.7%	24.1%	24.8%
▪ East	100	25.0%	25.0%	25.0%	24.5%	23.0%	25.0%	24.3%	23.7%	24.8%	24.8%
▪ West	100	25.0%	25.0%	25.0%	24.3%	27.0%	25.0%	24.3%	30.3%	25.3%	24.4%
Gender											
▪ Male	189	47.3%	45.5%	46.0%	47.5%	50.0%	49.0%	46.7%	40.5%	39.1%	45.2%
▪ Female	211	52.8%	54.5%	54.0%	52.5%	50.0%	51.0%	51.9%	58.5%	60.7%	54.8%
Age											
▪ 15 – 34 years	77	19.3%	25.3%	26.3%	34.0%	31.0%	19.3%	19.1%	17.6%	17.7%	23.8%
▪ 35 – 54 years	128	32.0%	40.0%	40.8%	38.0%	40.0%	35.3%	37.0%	43.4%	31.5%	35.7%
▪ 55 – 74 years	130	32.5%	25.8%	24.8%	21.6%	23.0%	33.0%	32.0%	30.7%	38.4%	28.7%
▪ 75+ years	63	15.8%	9.0%	8.3%	6.5%	6.0%	12.3%	10.9%	7.6%	11.8%	11.9%
Ethnicity**											
▪ NZ European	271	67.8%	67.0%	71.0%	64.3%	66.0%	71.0%	63.5%	64.0%	63.9%	63.9%
▪ NZ Maori	113	28.3%	29.8%	29.5%	34.0%	30.0%	24.8%	30.3%	32.1%	30.7%	28.9%
▪ Pacifica	14	3.5%	2.5%	3.3%	5.5%	2.0%	2.3%	1.2%	0.6%	0.7%	2.1%
▪ Asian	21	5.3%	5.5%	4.0%	2.8%	3.0%	1.5%	3.2%	0.8%	0.5%	2.1%
▪ Other	32	8.0%	6.0%	6.0%	5.3%	1.0%	7.5%	6.0%	1.4%	3.7%	3.0%

\* In 2010 results were only reported to zero decimal places

\*\* In 2008 respondents belonging to multiple ethnic groups were included in all groups; therefore 2008 ethnicity data is not additive.

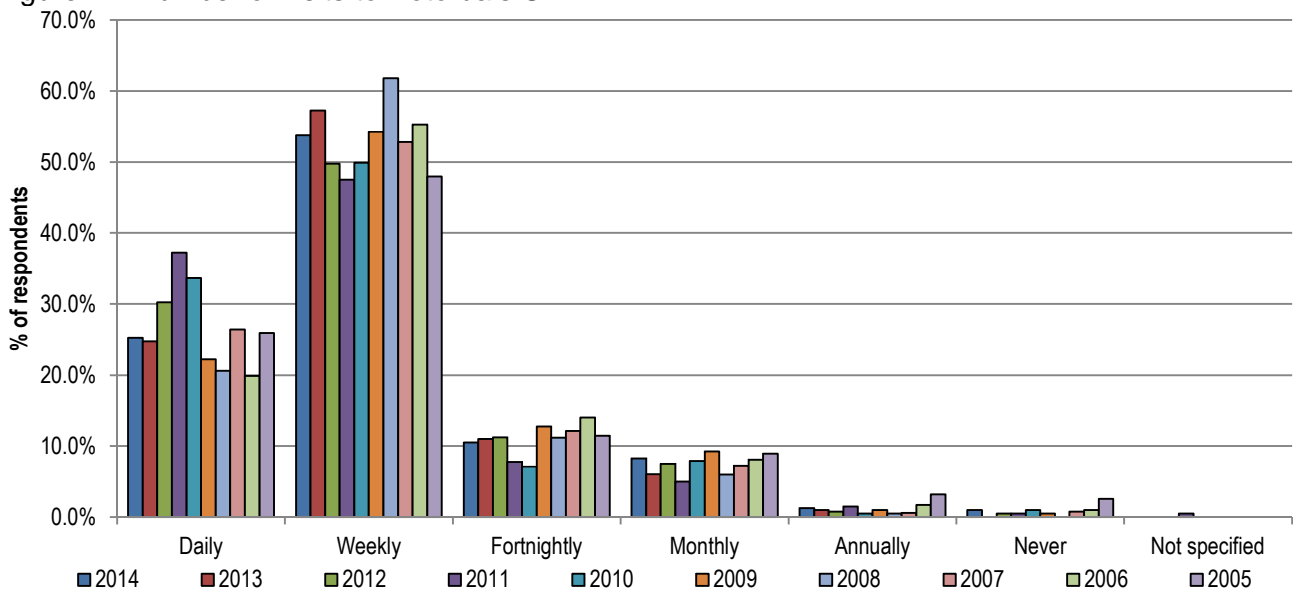
A detailed analysis of the survey results has been provided in Appendix 3.

## 3.0 RESULTS

### 3.1 Safety in the Central Business District (CBD)

Respondents were asked to state how often they visit the central city area (refer to Figure 1). One-quarter of respondents (25.3%) visited the CBD daily and over half of the respondents (53.8%) visited on a weekly basis. A further 42 respondents (10.5%) visited fortnightly, 33 respondents (8.3%) visited monthly and 1.3% visited annually. Four respondents (1.0%) stated they never visit the CBD. The 2014 results showed slightly more respondents visiting the CBD on a daily basis (25.3% in 2014 compared to 24.8% in 2013), although this was less than 2012, 2011 and 2010 (30.3%, 37.3% and 33.7% respectively). Results from other years for visiting the CBD on a daily basis were: 2009 (22.3%), 2008 (20.6%), 2007 (26.4%), 2006 (19.9%) and 2005 (25.9%).

Figure 1 – Number of visits to Rotorua's CBD

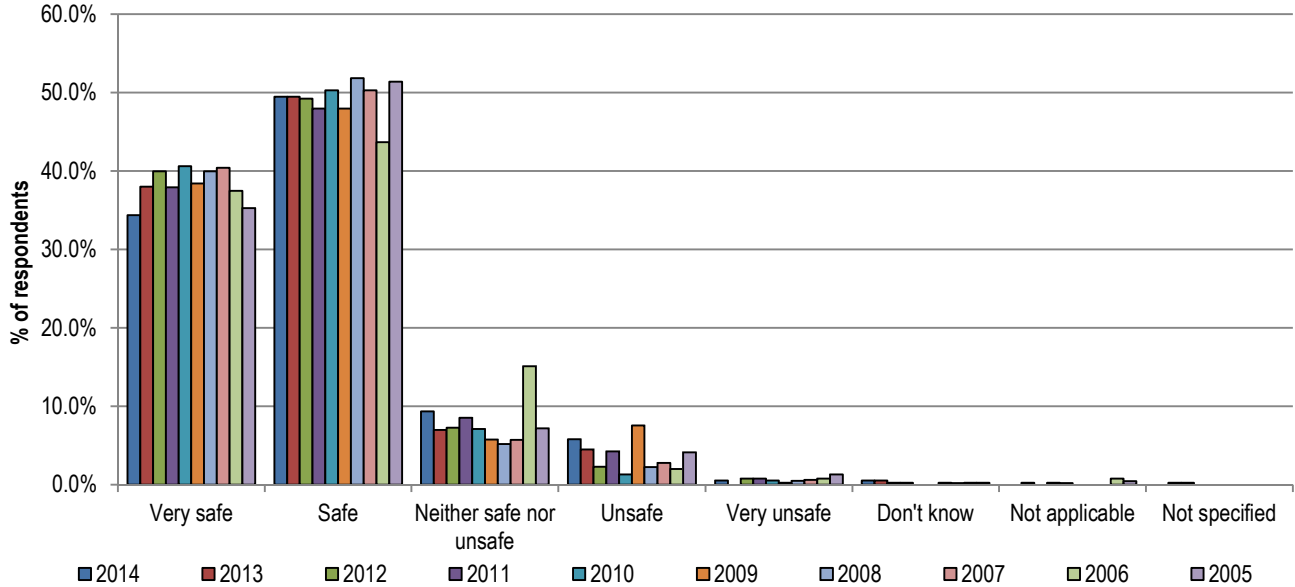


#### 3.1.1 Overall Perception of Safety in Rotorua's CBD

Respondents felt safer in the CBD during the day-time than during the night-time.

During the day-time, the majority (83.8%) of respondents stated they felt either 'very safe' or 'safe'. This was a decrease on previous years compared to 87.5% in 2013, 89.2% in 2012, 85.9% in 2011, 90.9% in 2010, 86.4% in 2009, 91.8% in 2008 and 90.7% in 2007 (refer to Figure 2). A further 6.3% of respondents stated they felt 'neither safe nor unsafe', higher than in 2013 (4.5%), 2012 (3.0%) and 2011 (5.0%). A total of 23 respondents (5.8%) stated 'unsafe' and 2 respondents (0.5%) stated they felt 'very unsafe' in the CBD during the daytime.

Figure 2 – Respondents' perceptions of safety in Rotorua's CBD during the day-time

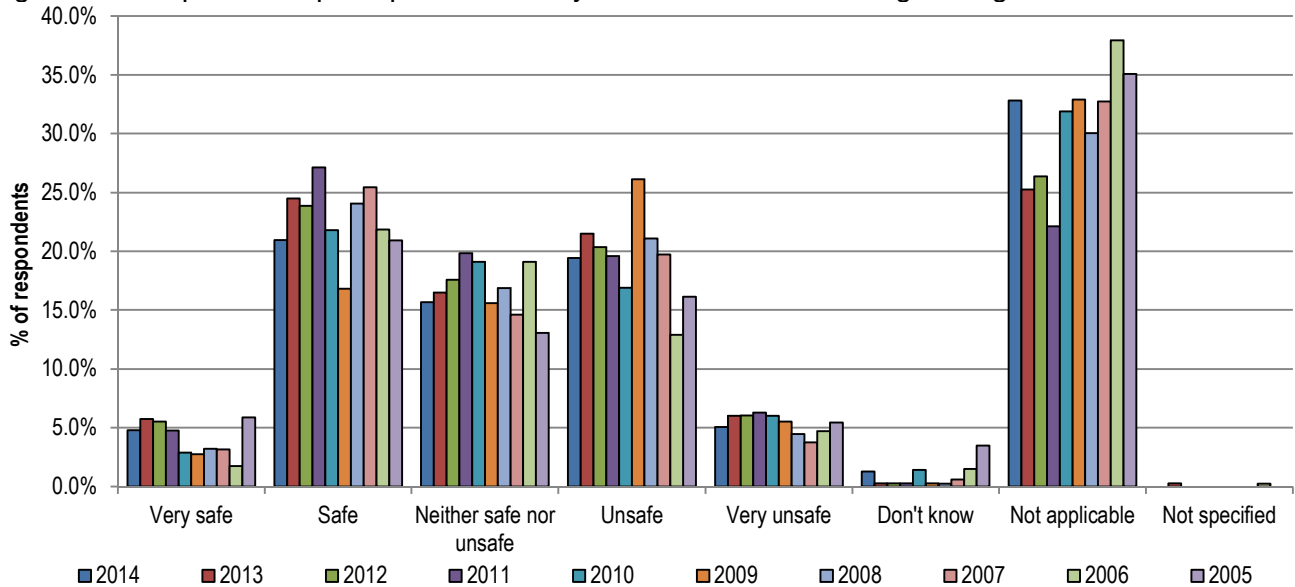


Feelings of safety in the CBD during the night-time decreased from 2013, with 25.8% of respondents stating they felt 'very safe' or 'safe' in 2014 compared to 30.3% in 2013.

Under one-quarter (24.5%) of respondents gave a negative safety rating in 2014; with 19.4% stating they felt 'unsafe' and 5.1% stating 'very unsafe' (refer to Figure 3). The number of respondents that gave a negative safety rating decreased from the 2013 results (27.5%), 2012 results (26.4%) and 2011 results (25.9%).

In 2014, 130 respondents (32.8%) stated that they did not visit the CBD during night-time hours. This was an increase on the 101 respondents (25.3%) from 2013.

Figure 3 – Respondents' perceptions of safety in Rotorua's CBD during the night-time





### 3.1.2 Day-time Safety in the CBD

The 332 respondents who gave positive safety ratings were asked what factors make them feel safe in the central city during the day-time. The most commonly mentioned factor was the presence of other people (41.0% of respondents who gave a positive safety rating), though this figure dropped from 45.4% in 2013, 47.0% in 2012, 50.4% in 2011 and 61.4% in 2010. The second highest factor was 'presence of police' (20.8% in 2014). This was higher than in 2013 (18.3%), 2012 (19.2%), 2011 (16.3%) and 2010 (12.4%). The third highest factor was 'light' (16.9% in 2014), lower than 2013 (23.4%) and 2012 (18.6%). The presence of 'security cameras' (5.1%) increased from 2013 (4.3%) and 2012 (4.5%).

A further 152 respondents (45.8%) specified other factors. The most frequently mentioned other factors were "don't have any reason to feel unsafe" (47.4% of other respondents) and "Maori wardens/security guards" (11.2% of other respondents) and "able bodies/confident" (10.5% of other respondents).

The number of respondents who gave a negative safety rating increased from 2013 results (6.3% in 2014 compared to 4.5% in 2013), but the results of this question have been volatile over the survey period.

Those who gave negative safety ratings were asked if there were particular areas of the CBD where they felt most unsafe during the day-time. Of these, 23 respondents stated unsafe areas, the highest being City Focus (3.8% of the total sample) up from 2.8% in the 2013 results and the shops on Pukuatua, Haupapa and Arawa streets (3.8% of the total sample), up from 2.3% in 2013, with many respondents referencing the bus stop on Pukuatua Street (refer to Table 2). The third highest location identified was the shops on or near Tutanekai Street (2.3%). This increased from 0.3% in 2013 and 2012. Kuirau Park was fourth on 1.5%. This was an increase from 2013 and 2012 (both on 0.5%). 'I feel unsafe everywhere in the CBD' accounted for 0.5% of responses, which was similar to earlier years. City Focus; shops on Pukuatua, Haupapa and Arawa streets, shops on or near Tutanekai Street and Kuirau Park all increased from the previous survey round in regard to stated unsafe areas.

Table 2 – CBD locations identified to be most unsafe during the day-time

	2014			2013	2012	2014/2013	2013/2012
	Number	Percent	% tot sample	% tot sample	% tot sample	change	change
City Focus	15	65.2%	3.8%	2.8%	0.8%	1.0%	2.0%
Shops on Pukuatua, Haupapa and Arawa streets	15	65.2%	3.8%	2.3%	0.3%	1.5%	2.0%
Shops on or near Tutanekai Street	9	39.1%	2.3%	0.3%	0.3%	2.0%	0.0%
Kuirau Park	6	26.1%	1.5%	0.5%	0.5%	1.0%	0.0%
Lake Front	4	17.4%	1.0%	0.3%	0.0%	0.8%	0.3%
Rotorua Central Mall	4	17.4%	1.0%	1.5%	0.8%	-0.5%	0.8%
Shops on Eruera and Hinemoa streets	3	13.0%	0.8%	0.3%	0.0%	0.5%	0.3%
Sulphur Point	2	8.7%	0.5%	0.3%	0.3%	0.3%	0.0%
Government Gardens	1	4.3%	0.3%	0.0%	0.0%	0.3%	0.0%
The park areas	1	4.3%	0.3%	0.5%	0.3%	-0.3%	0.3%
Museum	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Polynesian Spa	0	0.0%	0.0%	0.3%	0.0%	-0.3%	0.3%
The Street (and/or central city bars and clubs)	0	0.0%	0.0%	0.5%	0.0%	-0.5%	0.5%
I feel unsafe everywhere in the CBD	2	8.7%	0.5%	0.5%	0.3%	0.0%	0.3%
Other	2	8.7%	0.5%	0.3%	1.3%	0.3%	-1.0%
Don't know	0	0.0%	0.0%	0.0%	0.3%	0.0%	-0.3%
Not specified	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sample</b>	<b>23</b>	<b>100.0%</b>					

Note: Not additive as respondents could identify multiple locations.

Reasons for feeling unsafe at the City Focus during the day time included groups of intimidating young people and people asking for money. Reasons for feeling unsafe at shops on Pukuatua,

Haupapa and Arawa streets included 'congested', 'roaming youths' and 'people asking for money'. Reasons for feeling unsafe at shops on or near Tutanekai Street included 'youths hanging around'.

### 3.1.3 Night-time Safety in the CBD

Feelings of safety in the CBD during the night-time decreased from 2013, with 25.8% of respondents in 2014 stating they felt 'very safe' or 'safe' compared to 30.3% in 2013. This compared with 29.4% in 2012 and 31.9% in 2011 and which was up from 24.7% in 2010.

The 102 respondents who gave positive safety ratings about night-time safety in the CBD were asked what factors make them feel safe in the central city during the night time. Factors most commonly mentioned included the presence of other people (30.4%), light (22.5%), the presence of police (7.8%) and security cameras (6.9%).

A total of 64 respondents (62.7%) specified other factors that make them feel safe at night-time. The most common factors identified were 'don't have any reason to feel unsafe' (31.3%) 'with other people' (21.9% of the total sample who gave positive safety ratings), 'avoid bad areas' (10.9%) and 'know area well/been here a long time' (10.9%).

The 97 respondents who gave a negative safety rating (24.5% of the total) were asked if there are particular areas of the CBD where they felt most unsafe during the night time; 74 people (76.3%) stated 'yes'. This was a decrease of 4.6% from the 2013 result of 80.9%.

Of the respondents who specified unsafe areas, 4.5% of total respondents felt unsafe everywhere in the CBD during the night time. This was a decrease from the 2013 result where 6.8% felt unsafe everywhere in the CBD. Areas specified as most unsafe in 2014 included the shops on Pukuatua, Haupapa and Arawa Streets (10.0%), Kuirau Park (8.5% of the total sample), City Focus (6.0% of the total sample), and the shops on Eruera and Hinemoa streets (6.0%)(refer to Table 3). The shops on Pukuatua, Haupapa and Arawa streets had the highest increase, increasing 2.8% from 2013. Eat Street showed an improvement with the figure dropping 1.5% from 2.8% of the total sample in 2013 to 1.3% in 2014.

Table 3 – CBD locations identified to be most unsafe during the night-time

	2014			2013	2012	2014/2013	2013/2012
	Number	Percent	% tot sample	% tot sample	% tot sample	change	change
Shops on Pukuatua, Haupapa and Arawa streets	40	54.1%	10.0%	7.3%	4.5%	2.8%	2.7%
Kuirau Park	34	45.9%	8.5%	10.0%	7.5%	-1.5%	2.5%
City Focus/Post Office	24	32.4%	6.0%	8.3%	7.3%	-2.3%	1.0%
Shops on Eruera and Hinemoa streets	24	32.4%	6.0%	6.8%	1.8%	-0.8%	5.0%
Lake Front	22	29.7%	5.5%	4.0%	3.8%	1.5%	0.2%
Government Gardens	16	21.6%	4.0%	2.3%	1.8%	1.8%	0.5%
Shops on or near Tutanekai Street	14	18.9%	3.5%	1.8%	2.0%	1.8%	-0.3%
Sulphur Point	12	16.2%	3.0%	3.0%	1.5%	0.0%	1.5%
The park areas	12	16.2%	3.0%	3.0%	1.8%	0.0%	1.2%
Rotorua Central Mall	9	12.2%	2.3%	2.8%	2.0%	-0.5%	0.7%
Museum	8	10.8%	2.0%	0.3%	0.3%	1.8%	0.0%
Polynesian Spa	5	6.8%	1.3%	0.3%	0.0%	1.0%	0.3%
The Street (and/or central city bars and clubs)	5	6.8%	1.3%	2.8%	4.5%	-1.5%	-1.8%
Other	11	14.9%	2.8%	3.5%	3.8%	-0.8%	-0.3%
I feel unsafe everywhere in the CBD	18	24.3%	4.5%	6.8%	2.5%	-2.3%	4.2%
Don't know	2	2.7%	0.5%	0.0%	0.0%	0.5%	0.0%
Not specified	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sample</b>	<b>74</b>	<b>100.0%</b>					

Note: Not additive as respondents could identify multiple locations.

Reasons for feeling unsafe by shops on Pukuatua, Haupapa and Arawa streets areas during the night time included 'bar areas' and 'people hanging around'. This area was considered less safe than in the 2013 survey.

Reasons for feeling unsafe in the Kuirau Park area during the night time included ‘bad reputation’, the presence of ‘undesirable people’, and ‘isolated’. Kuirau Park was identified as an unsafe place at night by less people in the 2014 survey than in 2013.

Reasons for feeling unsafe in City Focus during the night time included the presence of ‘gangs of youth’ ‘young kids hanging around’ and ‘people hanging around’. This area was considered more safe than in the 2013 survey.

Reasons for feeling unsafe in shops on Eruera and Hinemoa streets during the night time included ‘bar area’, ‘not well lit’, ‘undesirables’. This area was considered more safe than in the 2013 survey.

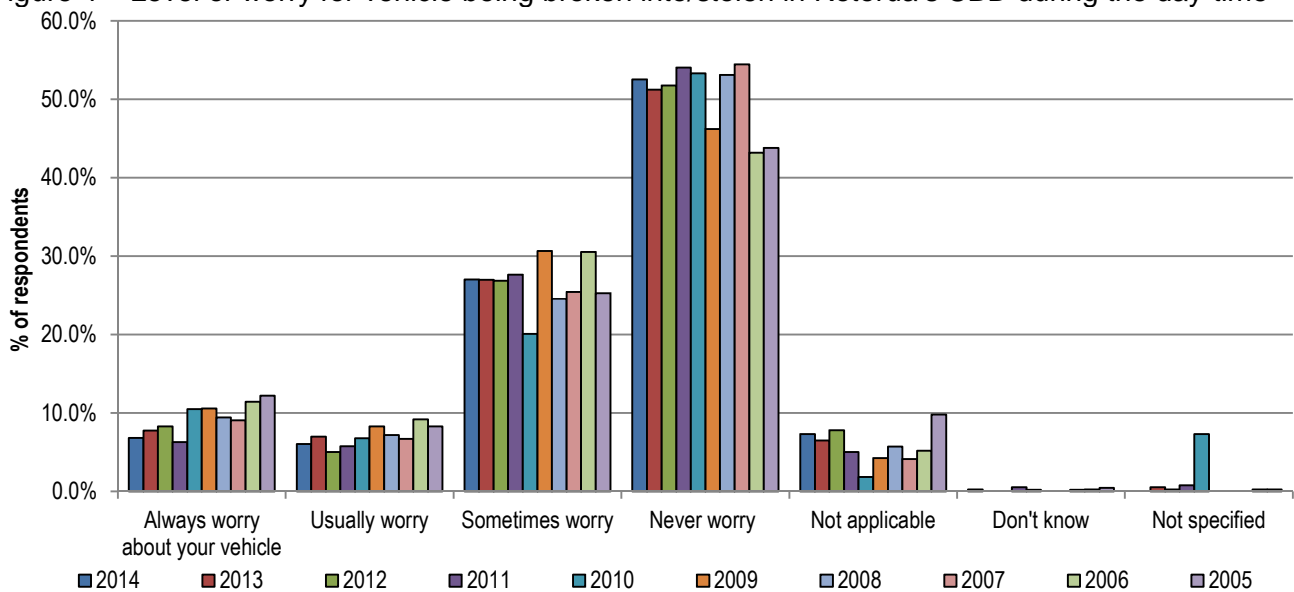
### 3.2 Vehicle Safety

#### 3.2.1 Vehicle Safety in the CBD

Respondents were asked if they worry about their vehicle being broken into or stolen when parked in Rotorua’s CBD, at any time during the day or night.

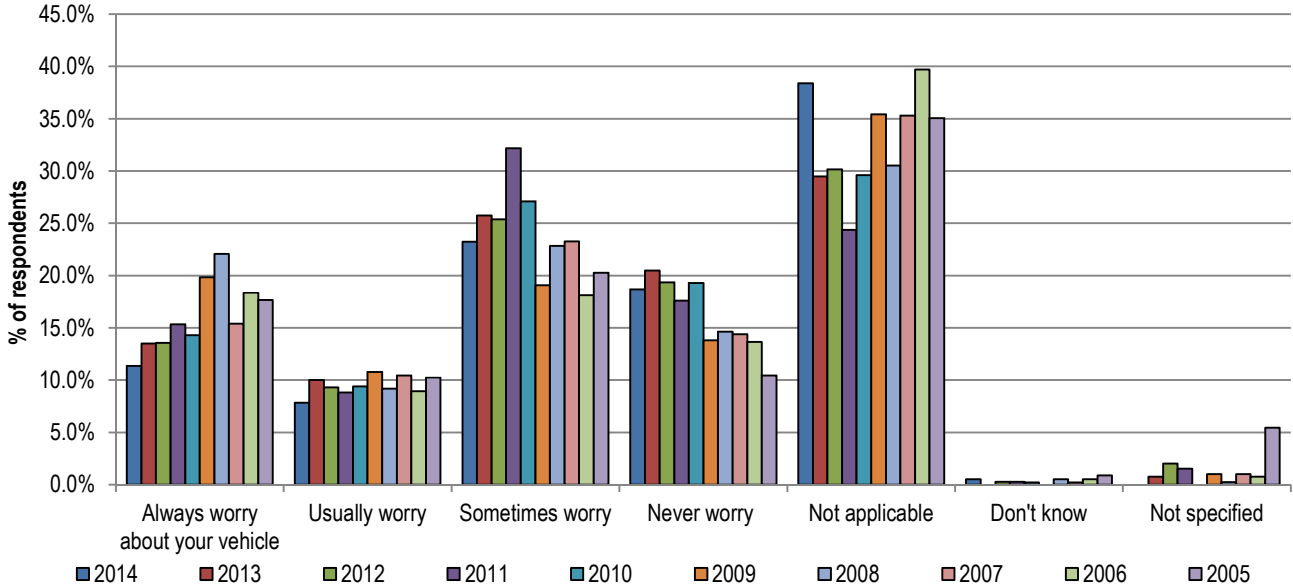
During the day-time, 12.9% stated that they ‘always worry’ or ‘usually worry’ (6.8% and 6.1% respectively) about their vehicle, (refer to Figure 4). This was a lower level of worry from 2013 (14.8%), 2012 (13.3%) but higher than 2011 (12.1%). It was lower than 2010 (17.3%), 2009 (18.8%), 2008 (16.6%), 2007 (15.8%), 2006 (20.6%) and 2005 (20.5%). A further 27.0% stated that they ‘sometimes worry’, while over half of respondents (52.5%) ‘never worry’. A total of 29 respondents (7.3%) indicated they did not park in the CBD during the day-time (compared with 6.5% in 2013).

Figure 4 – Level of worry for vehicle being broken into/stolen in Rotorua’s CBD during the day-time



More respondents were worried about their vehicle being broken into or stolen when parked in Rotorua’s CBD during the night time than during the day time.

Figure 5 – Level of worry for vehicle being broken into/stolen in Rotorua's CBD during the night-time



During the night time, nearly one-fifth of respondents (19.2%) stated that they 'always worry' or 'usually worry' (11.4% and 7.8% respectively). A further 23.2% stated that they 'sometimes worry', while 18.7% stated that they 'never worry', a slight decrease of 1.8% from 2013. Over a third of respondents (38.4%) did not park in the CBD during the night time compared to 29.5% in 2013.

More than one-half of respondents (53.5%) felt there were unsafe places to park their vehicle within the central city area. This was a decrease from 2013 where 61.3% identified unsafe areas. In 2012 61.6% identified unsafe areas, in 2011 64.1% identified unsafe areas and in 2010 62.8% identified unsafe areas. A further 22.0% felt there were no unsafe areas to park, an increase of 5.5% from 2013. There were 93 respondents (23.5%) who said they did not know.

Places which respondents selected as being most unsafe to park a vehicle in the CBD included Kuirau Park (25.8% of respondents who identified unsafe places to park), the Lake Front (14.3%), the Government Gardens (11.5%) and shops on Pukuatua, Haupapa and Arawa streets (11.3%)(refer to Table 4).

In 2014, the places identified as most unsafe to park were similar to the 2013 and 2012 results.

Respondents also had the opportunity to specify other areas that they felt were unsafe to park in including Hinemaru Street, the Hospital car park, Rangiuru Street, Ranolf Street, the Skate Park and anywhere that is isolated or dark with low foot traffic.

Table 4 – Most unsafe places to park a vehicle in Rotorua's CBD

	2014			2013	2012	2014/2013	2013/2012
	Number	Percent	% tot sample	% tot sample	% tot sample	change	change
Kuirau Park	103	48.6%	25.8%	29.0%	28.9%	-3.3%	0.1%
Lake Front	57	26.9%	14.3%	14.3%	12.6%	0.0%	1.7%
Government Gardens	46	21.7%	11.5%	13.5%	15.8%	-2.0%	-2.3%
Shops on Pukuatua, Haupapa and Arawa streets	45	21.2%	11.3%	9.5%	4.5%	1.8%	5.0%
Sulphur Point	42	19.8%	10.5%	10.5%	13.6%	0.0%	-3.1%
Rotorua Central Mall	37	17.5%	9.3%	7.0%	7.5%	2.3%	-0.5%
The park areas	30	14.2%	7.5%	3.3%	3.3%	4.3%	0.0%
Shops on Eruera and Hinemoa streets	25	11.8%	6.3%	8.0%	4.5%	-1.8%	3.5%
Museum	24	11.3%	6.0%	3.5%	4.5%	2.5%	-1.0%
Polynesian Spa	18	8.5%	4.5%	6.8%	8.0%	-2.3%	-1.3%
City Focus/Post Office	17	8.0%	4.3%	3.5%	1.3%	0.8%	2.2%
The Street (and/or central city bars and clubs)	17	8.0%	4.3%	2.3%	2.0%	2.0%	0.2%
Shops on or near Tutanekai Street	15	7.1%	3.8%	1.8%	0.8%	2.0%	1.0%
Other	46	21.7%	11.5%	13.5%	17.8%	-2.0%	-4.3%
It is unsafe to park everywhere in the CBD	23	10.8%	5.8%	8.8%	2.3%	-3.0%	6.5%
Don't know	12	5.7%	3.0%	1.3%	0.8%	1.8%	0.5%
Not specified	2	0.9%	0.5%	1.5%	4.3%	-1.0%	-2.8%
<b>Sample</b>	<b>212</b>						

Note: Not additive as respondents could identify multiple locations.

Respondents gave a variety of reasons as to why certain areas are unsafe to park within Rotorua's CBD. General comments included isolated locations, low foot traffic, bad lighting, the high number of break-ins and vehicle theft, locations that are targeted for break-ins, personal experience with vehicle crime, reputation for theft and break-ins, the presence of undesirable people and gangs of youth.

Reasons for feeling unsafe in Kuirau Park included descriptions of isolation at night-time with the presence of undesirable people including youth, a bad reputation, easy to get away, poor lighting/darkness and too many hiding places.

Respondents felt that the Lake Front was unsafe for parking due its isolation, presence of undesirable people and poor lighting.

Reasons for feeling unsafe at the Government Gardens included being isolated, lots of unattended cars parked, stories of cars being broken into and poor lighting.

Reasons for feeling unsafe at shops on Pukuatua, Haupapa and Arawa streets included undesirables hanging around, bar areas, stories of cars being broken into and undesirables waiting at the bus stop.

### 3.2.2 Vehicle Safety around Rotorua

Over half of the respondents (54.0% or 216 people) felt that there were other areas around Rotorua that were unsafe places to park a vehicle in, ie, non CBD areas. This was 2.0% higher than the 2013 figure of 52.0%. A total of 17.0% of respondents felt there were no unsafe places to park in areas outside the CBD (compared with 15.5% in 2013) and a further 110 respondents (27.5%) did not know, 4.8% lower than 2013 (32.3%).

Places perceived by respondents to be most unsafe to park a vehicle around Rotorua's non CBD areas included the Blue and Green Lakes (Tikitapu/Rotokakahi) (25.5%), Okere Falls (23.6%), Kerosene Creek (23.1%) and the Redwood Forest carpark (20.8%)(refer to Table 5). The numbers of perceived unsafe locations increased in the 2014 round of surveys, with Blue/Green Lake increasing by 7.2%, Okere Falls increasing 7.3%, Kerosene Creek increasing 10.2% and The Redwoods carpark increasing 4.5%.

Table 5 – Most unsafe places to park a vehicle in other locations around the Rotorua District

	2014		2013	2012	2014/2013	2013/2012
	Number	Percent	Percent	Percent	change	change
Blue/Green Lake	55	25.5%	18.3%	17.4%	7.2%	0.9%
Okere Falls	51	23.6%	16.3%	12.2%	7.3%	4.2%
Kerosene Creek	50	23.1%	13.0%	13.9%	10.2%	-0.9%
The Redwood Forest carpark	45	20.8%	16.3%	18.3%	4.5%	-1.9%
Aquatic Centre	22	10.2%	1.0%	2.6%	9.2%	-1.6%
Waipa	22	10.2%	1.9%	2.2%	8.3%	-0.3%
Rainbow Mountain	19	8.8%	4.3%	5.2%	4.5%	-0.9%
Waste Water Motors (private car sales yard on Te Ngae Rd)	16	7.4%	0.5%	1.3%	6.9%	-0.8%
Fenton Street (motel area)	13	6.0%	3.4%	1.7%	2.7%	1.6%
Airport	2	0.9%	0.0%	0.4%	0.9%	-0.4%
Near the Readings movie theatre	n/a	n/a	n/a	n/a	n/a	n/a
Lake front	n/a	n/a	n/a	n/a	n/a	n/a
Kuirau Park	n/a	n/a	n/a	n/a	n/a	n/a
Polynesian Pools	n/a	n/a	n/a	n/a	n/a	n/a
Museum	n/a	n/a	n/a	n/a	n/a	n/a
Government Gardens	n/a	n/a	n/a	n/a	n/a	n/a
Sulphur Point	n/a	n/a	n/a	n/a	n/a	n/a
Other	115	53.2%	63.5%	65.2%	-10.2%	-1.8%
Not specified	4	1.9%	1.9%	3.5%	-0.1%	-1.6%
<b>Sample</b>	<b>216</b>					

Note: Not additive as respondents could identify multiple locations.

Note: More options were available in the 2005 survey. For subsequent years, selections in these areas have been grouped under the "other" category

Other locations were specified as unsafe by 115 respondents (53.2% of those that indicated it was unsafe to park a vehicle in locations around the Rotorua District, but outside the CBD) the highest being 'specific Rotorua suburbs/streets/locations' (30.6% of the total sample), (refer to Table 6). Other locations mentioned were 'lakes including boat ramps (7.4% of total sample), 'anywhere in Rotorua' (5.1% of the total sample) and 'isolated car parks (4.6%).

Table 6 – Other locations specified around the Rotorua District

	Number	Percent	% tot samp.
Specific Rotorua suburbs/streets/locations	66	57.4%	30.6%
Lakes (boat ramps)	16	13.9%	7.4%
Anywhere in Rotorua	11	9.6%	5.1%
Isolated carparks	10	8.7%	4.6%
Curbside parking	9	7.8%	4.2%
Ngongotaha	7	6.1%	3.2%
Parks/reserves	6	5.2%	2.8%
Unlit areas	4	3.5%	1.9%
Tourist attractions/places where Tourists are	3	2.6%	1.4%
Walking tracks	2	1.7%	0.9%
Supermarket carparks	1	0.9%	0.5%
Rotorua facilities and sports facilities	0	0.0%	0.0%
Rural areas	0	0.0%	0.0%
Other	1	0.9%	0.5%
<b>Sample</b>	<b>115</b>		<b>216</b>

Note: Not additive as respondents answers could be coded into multiple categories.

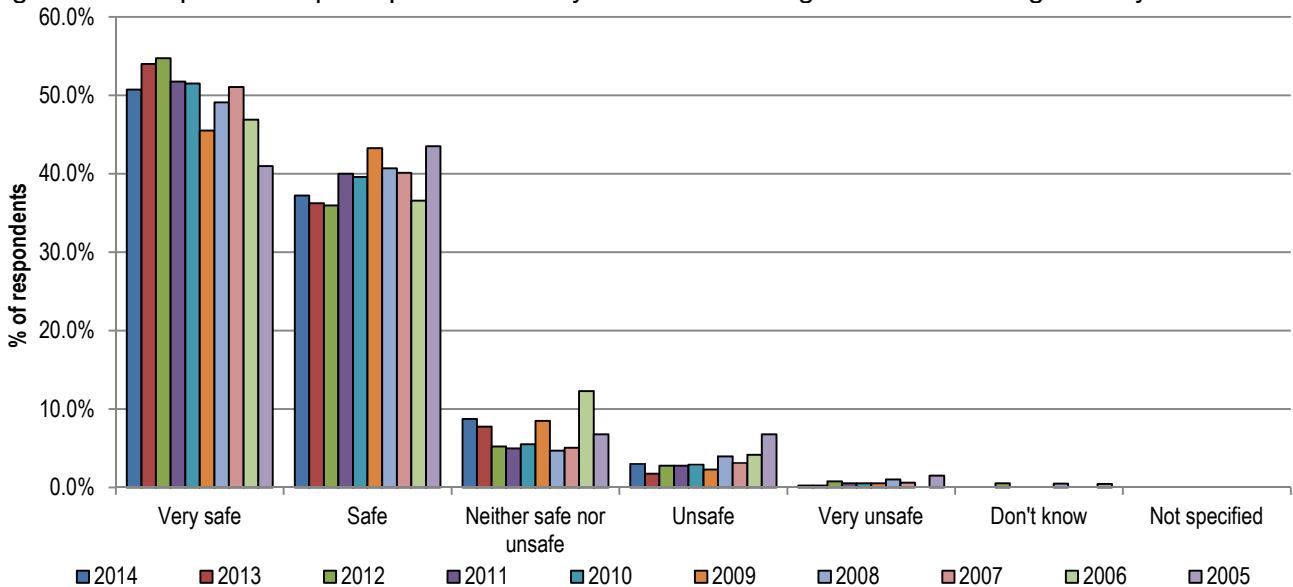
Note: % tot samp. Is the percentage out of the entire question (ie, 216 respondents)

### 3.3 Safety in the Local Neighbourhood

Respondents were asked to state how safe they normally feel in their local neighbourhood.

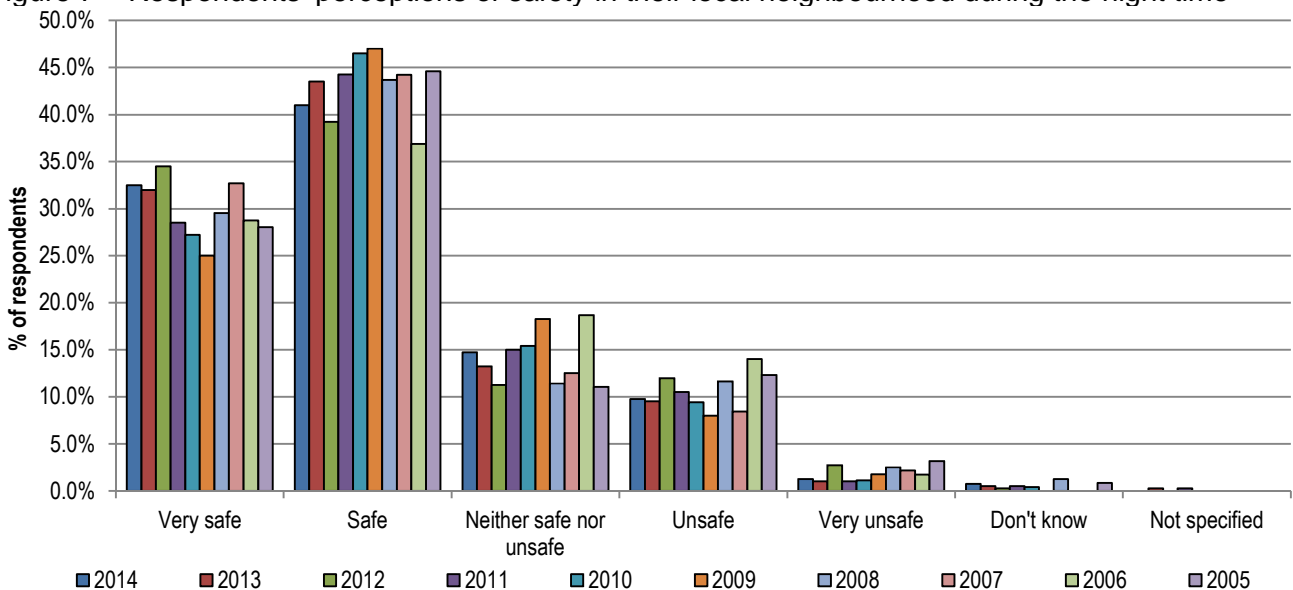
During the day time, the majority of respondents (88.0%) felt either 'very safe' or 'safe' in their local neighbourhood (50.8% and 37.3% respectively), a slight decrease from 2013 (90.3%), 2012 (90.8%), 2011 (91.8%) and 2010 (91.1%)(refer to Figure 6). A further 8.8% stated that they felt 'neither safe nor unsafe', while 3.0% stated 'unsafe' and only one respondent (0.3%) felt 'very unsafe'.

Figure 6 – Respondents' perceptions of safety in their local neighbourhood during the day time



As in previous surveys, respondents felt less safe in their local neighbourhood during the night time; just under three-quarters of respondents (73.5%) felt either 'very safe' or 'safe' (32.5% and 41.0% respectively) during the night time. These results were down slightly compared with results from 2013 (75.5%), but were similar to 2012 (73.8%). A further 14.8% of respondents felt 'neither safe nor unsafe' (refer to Figure 7). Those that felt either 'unsafe' or 'very unsafe' (11.0%), 9.8% and 1.3%, increased slightly when compared with results from 2013 (10.5%).

Figure 7 – Respondents' perceptions of safety in their local neighbourhood during the night time



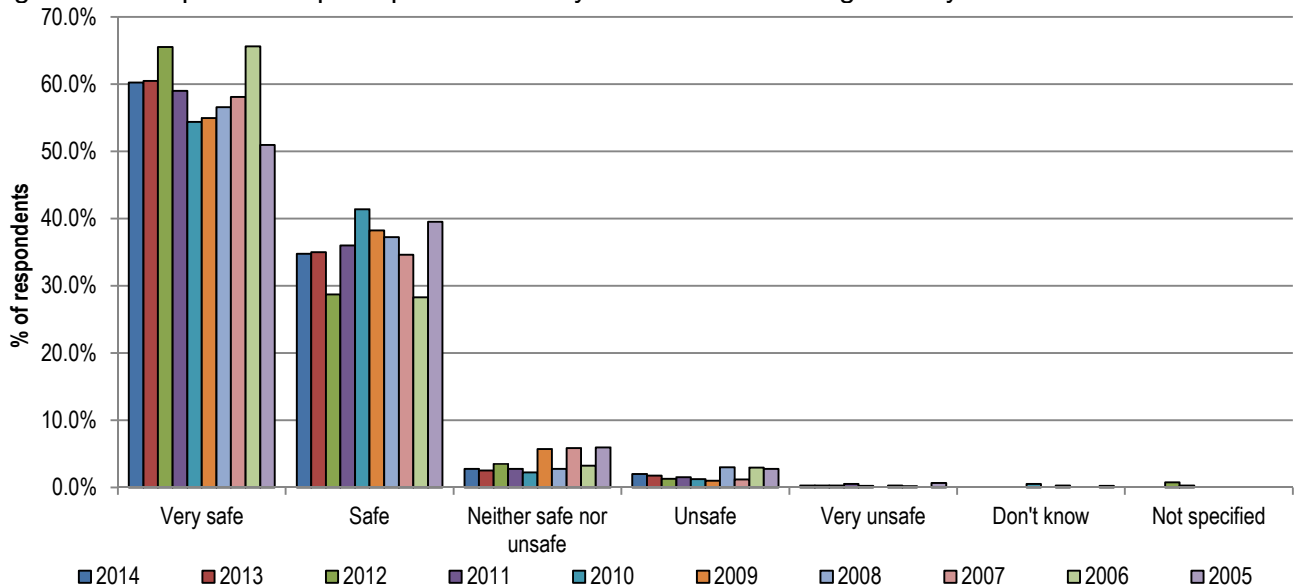


### 3.4 Safety in the Home

Respondents were also asked to state how safe they normally feel in their home.

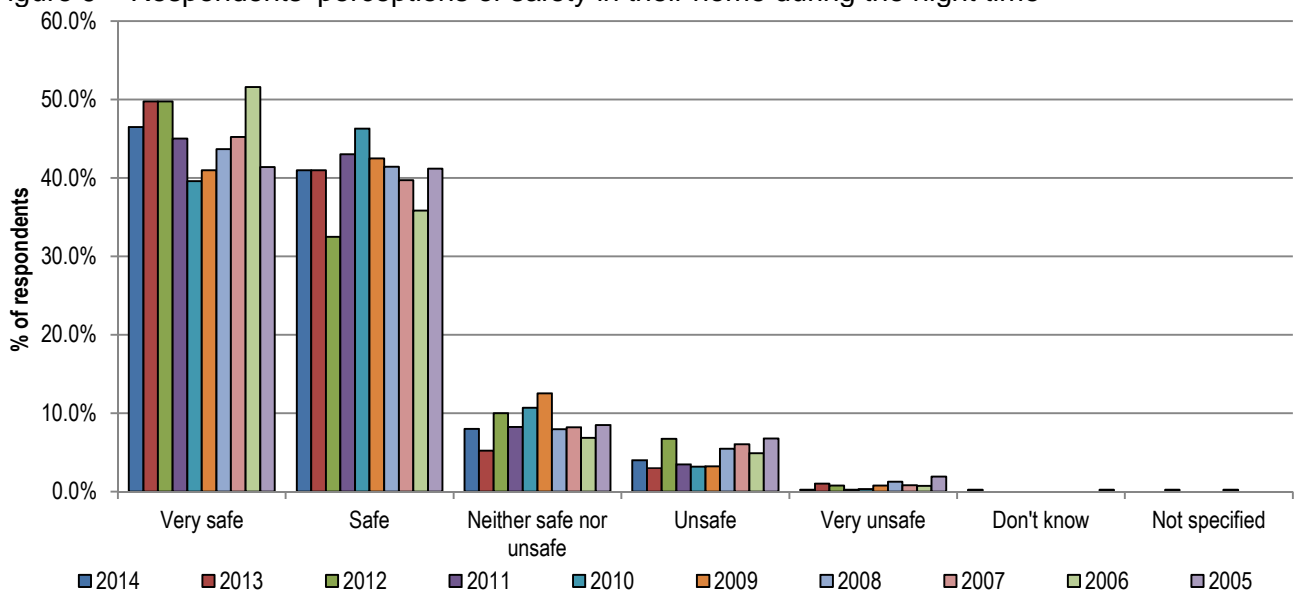
During the day time, 95.0% of respondents felt either 'very safe' or 'safe' in their own home (60.3% and 34.8% respectively), similar to the results of 2013 (95.5%), 2012 (94.3%) and 2011 (95.0%). A further 2.8% stated that they felt 'neither safe nor unsafe', 2.0% stated they felt 'unsafe', and one respondent (0.3%) reported feeling very unsafe (refer to Figure 8).

Figure 8 – Respondents' perceptions of safety in their home during the day-time



As in previous surveys, respondents felt less safe in their home during the night time, with 87.5% of respondents feeling either 'very safe' or 'safe' (46.5% and 41.0% respectively), a decrease from 2013 (90.8%), higher than 2012 (82.3%) and similar to 2011 (88.0%). A further 8.0% of respondents stated that they felt 'neither safe nor unsafe' while 4.0% stated 'unsafe' and one respondent (0.3%) felt 'very unsafe' (refer to Figure 9).

Figure 9 – Respondents' perceptions of safety in their home during the night time

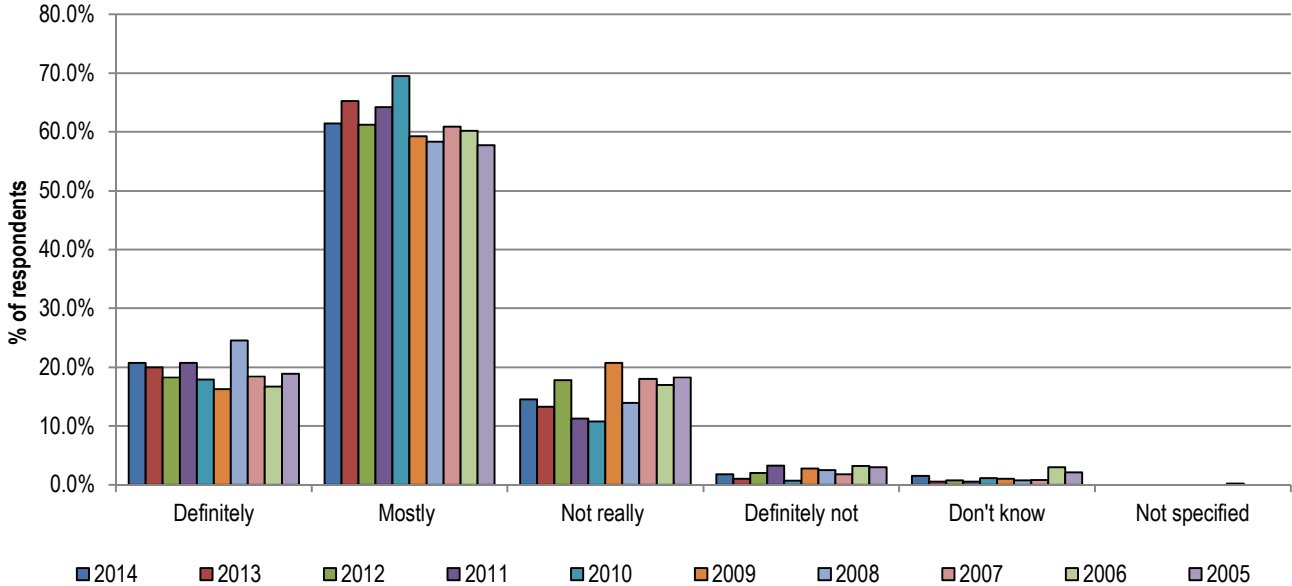




### 3.5 Safety in Rotorua

When asked if Rotorua is generally a safe place to live, 329 respondents (82.3%) identified ‘definitely’ or ‘mostly’ (20.8% and 61.5% respectively). This was a decrease from 2013 (85.3%), but higher than 2012 (79.5%) and lower than 2011 (85.0%)(refer to Figure 10). A further 14.5% of respondents identified ‘not really’, seven respondents stated ‘definitely not’ (1.8%), while six respondents (1.5%) ‘did not know’.

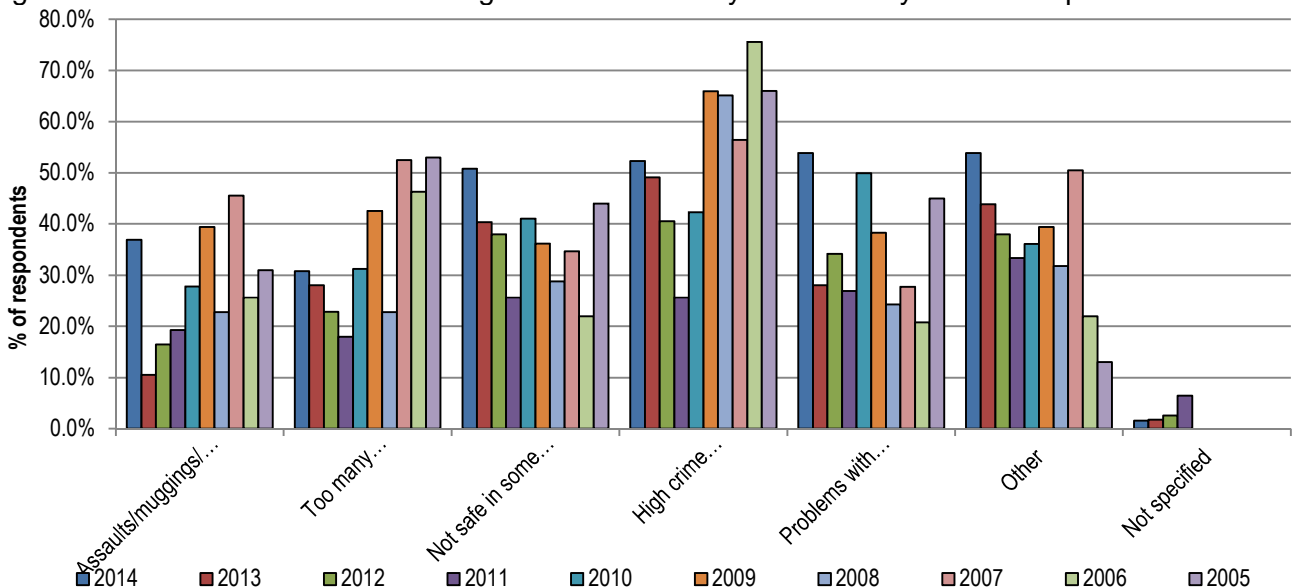
Figure 10 – Is Rotorua generally a safe place to live?



The 65 respondents (16.3% of the total sample) who responded Rotorua is ‘not really’/‘definitely not’ a safe place to live gave reasons including ‘problems with young people/street kids/not enough to do’ (53.8%) (an increase of 25.8% from 2013), the ‘high crime rate’ (52.3%, up 3.2% from 2013), ‘not being safe in some areas’ (50.8%, up 10.4%), ‘assaults, muggings and physical violence’ (36.9%, up 26.4%) and ‘too many burglaries/home invasions’ (30.8%, up 2.7%)(refer to Figure 11).

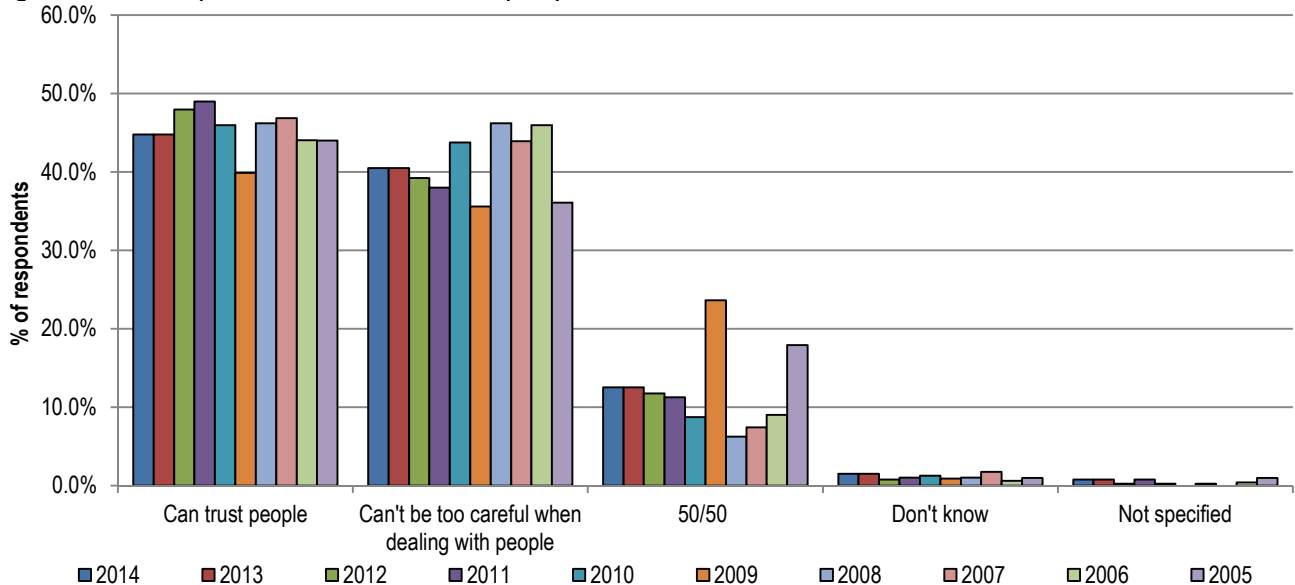
Other reasons for feeling unsafe were identified by 35 respondents (53.8% of those who don't feel safe). These included ‘drug and alcohol issues’, ‘gangs/undesirables’, and ‘lack of police presence/response’.

Figure 11 – Reasons for Rotorua being rated as ‘not really’ or ‘definitely not’ a safe place to live



When asked about trusting other people, 44.8% responded that they 'can trust people', a decrease on the 2013 (48.0%), 2012 result (49.0%) and 2011 result (46.0%)(refer to Figure 12). A further 40.5% of respondents stated 'you can't be too careful when dealing with people'. The number of respondents who could not make a distinction was 12.5%. A further 2.3% either didn't know or did not specify an answer.

Figure 12 – Respondents' trust in other people



### 3.6 Personal Experience with Crime

Respondents were asked to comment on various actual incidents of crime that may have happened to them or members of their family over the past 12 months (ie, since April 2013) (refer to Table 7).

A total of 7.0% of respondents identified that they, or someone in their household, had their vehicle, bike or motorcycle stolen over the past 12 months. This was down from 2013 (9.8%) and 2012 (11.0%). Also, 14.5% of respondents identified that they, or someone in their household, had had items stolen from their vehicle. This was up from the 12.8% in 2013 but lower than the 18.5% in 2012.

The number of respondents who have experienced someone gaining entry into their home or garage without permission in the past 12 months decreased from 13.8% in 2013 to 12.8% in 2014.

Regarding theft of items respondents were carrying, 2.0% had been a victim to theft (or attempted theft), down from the 2.5% in 2013, and from the 3.3% in 2012.

Strangers had physically abused 5.0% of respondents over the past 12 months (ie, hit, kicked or punched them or used other violence against them). This was a slight increase from 2013 (4.8%), an increase from 2012 (3.5%) but down from 2011 (7.0%). A total of 40% of respondents who were victims of abuse were aware their assailant had been drinking alcohol, down 17.9% since 2013.

Over one-quarter (26.8%) of respondents had been verbally abused by a stranger or person that they did not know well, slightly higher than 2013 (26.5%), but lower than 2012 (32.0%) and 2011 (28.5%). A total of 31.8% of these respondents were aware that the stranger or person in question had been drinking alcohol prior to or during the incident.

A total of 4.8% of respondents had been frightened for the safety of themselves or family/friends because of the anger, threats or violence of a partner or former partner. This was up slightly from the 2013 period (4.3%), but down from 2012 (7.3%) and 2011 (7.3%). From the 19 respondents who responded yes, 5 respondents (26.3%) indicated alcohol had been consumed by their partner/former partner.

A further 14.8% of respondents identified other crimes committed against themselves, or someone in their household, within the past 12 months. Other crimes mentioned included thefts, youth, threats, vandalism and bullying. Of the 59 respondents, eight (13.6%) were aware the person in question had been drinking alcohol or consuming drugs prior to or during the incident.

A total of 27 respondents (6.8%) reported that they had witnessed, or been a victim of a crime that they had not reported to the police. This was the lowest level recorded in the history of the programme.

Table 7 – Respondents' personal experience with different types of crime

	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005
Have you or anyone else in your household had their vehicle, bike or motorcycle stolen?	7.0%	9.8%	11.0%	11.0%	8.8%	4.8%	7.9%	7.6%	9.1%	10.2%
Have you or anyone else in your household had anything stolen from, or off, their vehicle (such as parts or personal possessions)?	14.5%	12.8%	18.5%	17.0%	12.9%	11.0%	16.6%	12.9%	15.2%	17.2%
Has anyone succeeded in getting into your home or garage without permission?	12.8%	13.8%	12.3%	15.0%	13.6%	8.3%	13.2%	12.5%	11.8%	16.1%
Has anyone stolen or tried to steal anything you were carrying (ie, from your hands, pocket or bag)?	2.5%	2.5%	3.3%	2.0%	3.1%	1.3%	1.0%	1.4%	2.0%	5.3%
Has any stranger or person you do not know well hit you, kicked you or used force or violence on you in any way?	5.0%	4.8%	3.5%	7.0%	4.4%	4.3%	4.5%	3.3%	3.7%	N/A*
Has any stranger or person you do not know well ever verbally abused you?	26.8%	26.5%	32.0%	28.5%	26.2%	24.5%	24.3%	21.3%	30.5%	N/A*
Have you been frightened for the safety of yourself, your family or friends because of the anger, threats or violence of a partner or former partner?	4.8%	4.3%	7.3%	7.3%	3.9%	3.0%	4.0%	2.7%	4.4%	4.5%
Are there any other types of crimes which I haven't mentioned that you or anyone else in your household has been a victim of over the past 12 months?	14.8%	14.5%	17.0%	17.3%	12.0%	18.0%	13.2%	16.8%	11.5%	13.2%
Have you witnessed or been a victim of any crime that you have, for whatever reason, not reported to the Police?	6.8%	9.5%	10.5%	14.0%	11.1%	7.5%	8.4%	10.4%	10.1%	12.7%

\* In the 2005 survey, both factors were included in one question but subsequently separated for the 2006 survey

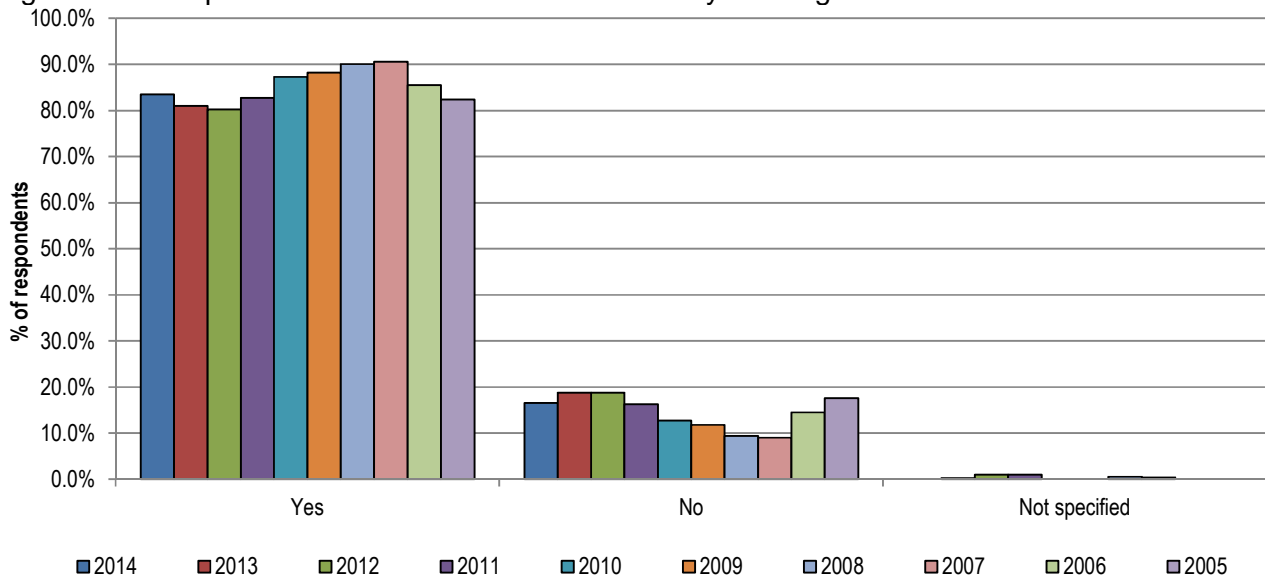
### 3.7 Awareness of Crime Reducing Initiatives

#### 3.7.1 Community Policing Centre

Awareness of the Community Policing Centre increased in the 2014 survey. A total of 334 respondents (83.5%) were aware there is a Community Policing Centre in the central city area. This was higher than 2013 (81.0%), 2012 (80.3%) and 2011 (82.8%) but lower than 2010 (87.3%), 2009 (88.3%) and 2008 (90.1%) (refer to Figure 13).

The majority (92.5%) of those aware of the Community Policing Centre in the central city area were able to pinpoint its correct location at the City Focus. A further 2.4% identified other areas and 3.6% stated they did not know where the Community Policing Centre was located or did not specify an answer.

Figure 13 – Respondents' awareness of the Community Policing Centre in Rotorua's CBD

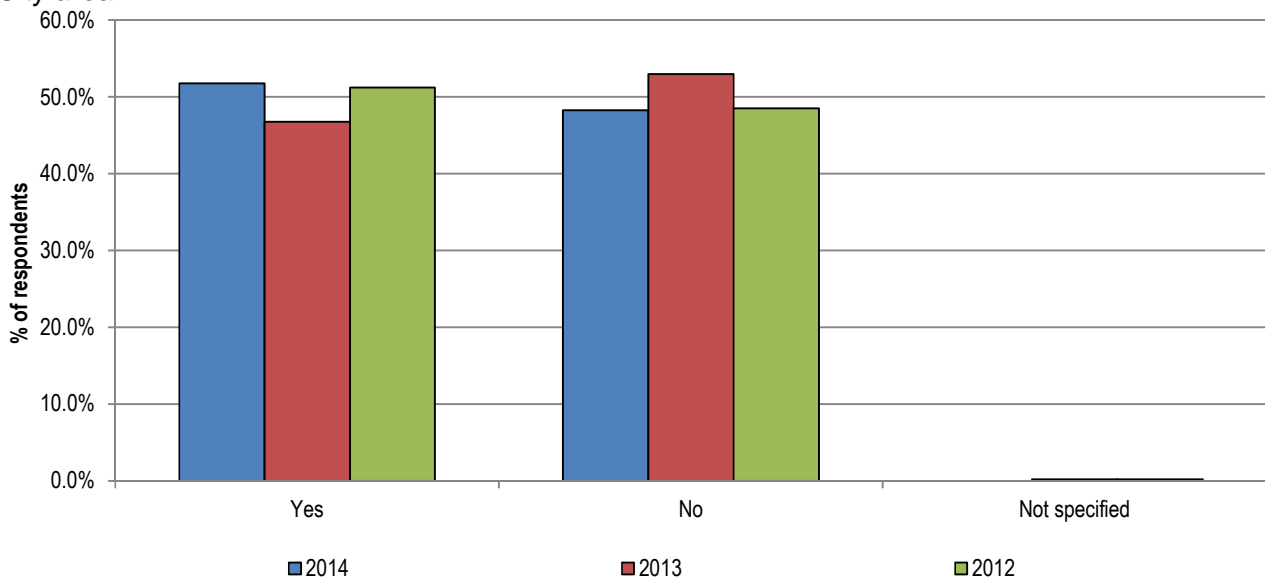


#### 3.7.2 City Safe Guardians

Just over half of all respondents (51.8%) knew about the City Safe Guardians, with 48.3% not knowing (refer to Figure 14). Awareness was greater than 2013 (46.8%) and similar to 2012 (51.3%).

Of those that know about the Guardians, 65.2% identified them as being very useful or useful (30.4% and 34.8% respectively). This was higher than in 2013 (59.9%) and 2012 (57.6%). A further 14.0% identified them as being of some use and 10.6% as being 'not very useful' or 'not at all useful' (5.3% and 5.3% respectively), while 9.7% of respondents answered 'did not know'.

Figure 14 – Respondents’ awareness of the City Safe Guardians project operating in the Central City area

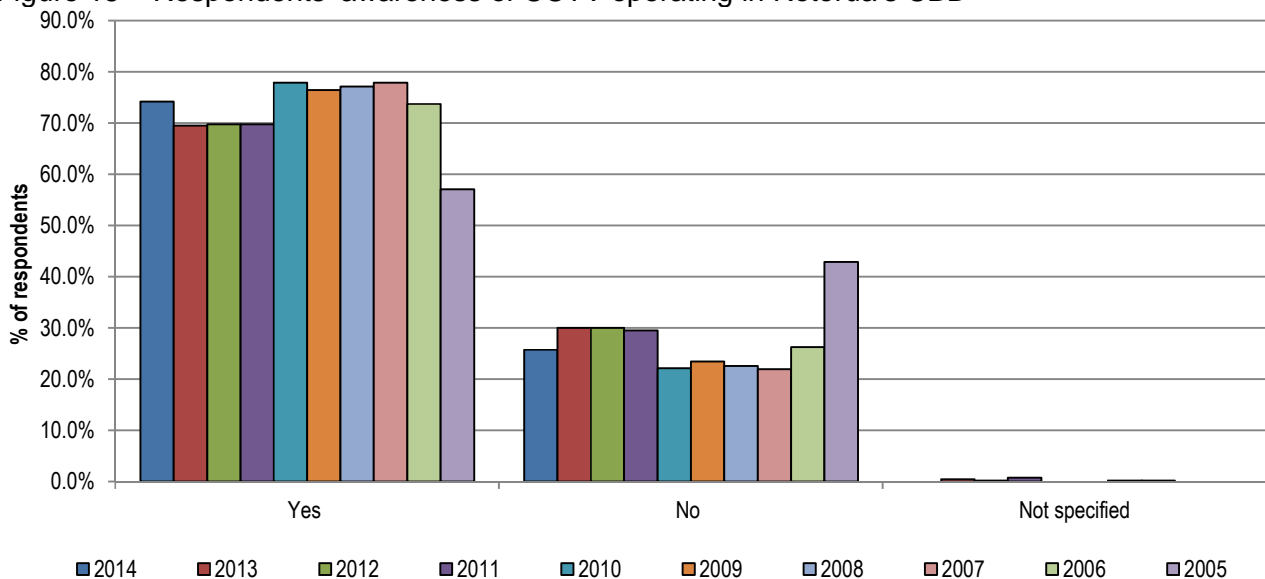


### 3.7.3 Closed Circuit Television Cameras (CCTV)

Nearly three quarters of respondents (74.3%) were aware of CCTV operating in the central city area. This was higher than 2013 (69.5%), 2012 (69.8%) and 2011 (69.8%), but a decrease in awareness since 2010 (77.9%), 2009 (76.5%), 2008 (77.2%), 2007 (77.9%) but higher than 2006 (73.7%) and 2005 results (57.1%) (refer to Figure 15).

Of these respondents, 73.1% believed CCTV to be ‘very useful’ or ‘useful’ in making the central city area a safer place. This compares to 74.5% in 2012, 73.1% in 2012, 73.8% in 2011 and 69.2% in 2010. A further 15.2% of respondents responded they were of ‘some use’ while 5.1% responded ‘not very useful’ or ‘not at all useful’. A total of 20 respondents (6.7%) ‘did not know’.

Figure 15 – Respondents’ awareness of CCTV operating in Rotorua’s CBD

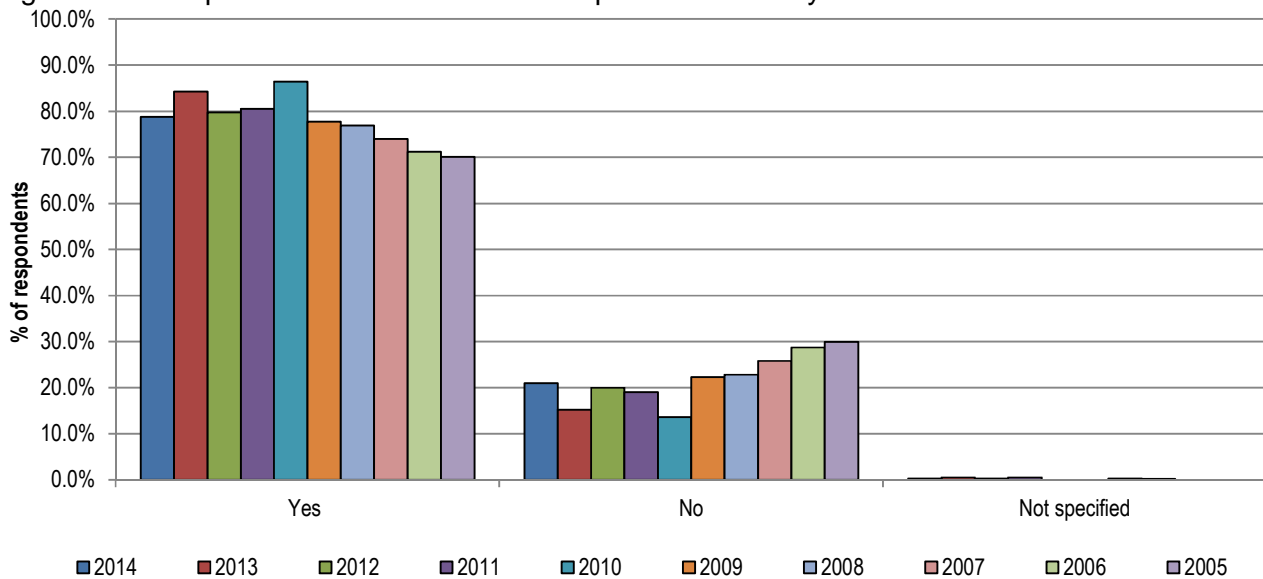


### 3.7.4 Liquor Ban

A total of 315 respondents (78.8%) were aware of the liquor ban in effect in the central city, compared with 84.3% in 2013, 79.8% in 2012, 80.5% in 2011 and 86.4% in 2010 (refer to Figure 16).

Of these 315 respondents, 69.5% believed the ban to be 'very useful' or 'useful' in making the central city area a safer place. This was a slight increase on 2013 (69.1%) but lower than 2012 (70.2%) and 2011 (70.8%), but an increase on 2010 (67.2%). A further 13.3% of respondents believed the ban to be of 'some use' while 10.2% stated 'not very useful' or 'not at all useful' (down 0.2% from 10.4% in 2013). A total of 21 respondents (6.7%) did not know how useful the liquor ban was.

Figure 16 – Respondents' awareness of the liquor ban currently in effect in Rotorua's CBD



### 3.7.5 Ways to Make Rotorua Safer

Respondents were asked what could be done to make Rotorua a safer place (refer to Table 10a).

As in all previous surveys, about one-quarter of respondents (23.8%) cited increased policing as the most effective way to make the city safer. Many respondents mentioned the importance of a greater and more visible police force, especially on foot patrol, especially at night (eg, "more police presence", "more police walking around", "more police patrols in the suburbs" and "visible police presence").

Better parenting, support for youth, curfew, keep youth off the streets, give youth something to do and youth gangs was a theme identified by 15.3% of respondents, down 1.3% from 2013. Issues raised included youth hanging around in the CBD and the lack of activities for youth. Examples of comments include "Curfews imposed on certain groups of ages", "get rid of youth wandering the streets", "more projects for young people" and "youths in the city need to be taken off the streets".

Increased security guards, cameras, Maori Wardens and community patrols were identified by 10.5% of respondents, up 3.5% on 2013. Comments included "having a presence on the streets is good as people know they are being watched", "keep the Police, Guardians and Maori Wardens doing the foot patrols" and "the City Safe Guardians and Maori Wardens and doing a fantastic job in the CBD".

Table 8 – What could be done to make Rotorua a safer place?

	2014	
	Number	Percent
More police/more presence/community stations	95	23.8%
Better parenting/support for youth/curfew/keep youth off the streets/give youth something to do/youth gangs	61	15.3%
Security/guards/cameras (manned)/Maori Wardens/community patrols	42	10.5%
Building/street improvements (ie, lighting, trees, walkways)	34	8.5%
Doing okay now	34	8.5%
Education/attitude adjustment/values/public awareness/drug and alcohol education/sense of community	27	6.8%
Reduce unemployment/improve incomes	27	6.8%
Penalties/laws/consequences/discipline	24	6.0%
Reducing drug use/drug issues	21	5.3%
Other	6	1.5%
<b>Sample</b>	<b>400</b>	

Note additive as respondents comments could be coded into more than one category.

### 3.7.6 Safety Priorities for Rotorua

Finally respondents were asked what safety priorities the Council should focus on for the next three years (refer to Table 10b). The top priority was better traffic controls (15.5%), up 7.0% on 2013. Comments included “traffic safety”, “control traffic speed”, “instruct people to use their indicators”, “pedestrian crossing into mall – people just walk out in front of you”.

The second highest category was road safety/boy racers (11.8%), down 4.0% on 2013. Comments included “road safety”, “speed is an issue”, “better training” and “higher penalties for running red lights”.

The third highest category was to do with child/family violence. This was identified by 9.5% of the total sample. This category increased 4.8% from 2013. Comments included “children’s safety” and “domestic violence”.



Table 10a – What could be done to make Rotorua a safer place?

	2014	
	Number	Percent
More police/more presence/community stations	95	23.8%
Better parenting/support for youth/curfew/keep youth off the streets/give youth something to do/youth gangs	61	15.3%
Security/guards/cameras (manned)/Maori Wardens/community patrols	42	10.5%
Building/street improvements (ie, lighting, trees, walkways)	34	8.5%
Doing okay now	34	8.5%
Education/attitude adjustment/values/public awareness/drug and alcohol education/sense of community	27	6.8%
Reduce unemployment/improve incomes	27	6.8%
Penalties/laws/consequences/discipline	24	6.0%
Reducing drug use/drug issues	21	5.3%
Remove gangs/insignia/undesirable people	17	4.3%
People need to take responsibility for themselves/being aware/report crime/know your neighbours	15	3.8%
Bars/gambling establishments/wholesalers/drinking issues	9	2.3%
Neighbourhood support	7	1.8%
Racial issues	7	1.8%
Boy racers/road safety	5	1.3%
Liquor ban	5	1.3%
Stopping tagging	5	1.3%
Advertise surveillance cameras more/Advertise successes from these cameras	4	1.0%
Police to attend all crimes/response times to improve/increase resources/support/improvements to 111 service	3	0.8%
Crimes targeting tourists	2	0.5%
Educate against family violence	1	0.3%
Ban people with criminal records/repeat offenders from the CBD	0	0.0%
Deal with trancies	0	0.0%
Raise the drinking age	0	0.0%
Other	6	1.5%
<b>Sample</b>	<b>400</b>	

Note additive as respondents comments could be coded into more than one category.

Table 10b — What do you see as the top safety priorities for Rotorua in the next three years?

	2014	
	Number	Percent
Better traffic controls	62	15.5%
Road safety/boy racers	47	11.8%
Child/family violence and education	38	9.5%
Better parenting/support for youth/curfew/keep youth off the streets/give youth something to do/youth gangs	30	7.5%
More Police/increased presence/community stations	30	7.5%
Crimes targeting tourists	25	6.3%
Bars/gambling establishments/wholesalers/drinking issues/liquor ban	19	4.8%
Security/guards/cameras (manned)/Maori Wardens/community patrols/unpopular music (to deter loitering youths)	18	4.5%
Gangs/insignia/undesirable people	14	3.5%
Reducing drug use/drug issues	14	3.5%
Building/street improvements (ie, lighting, trees, walkways)	12	3.0%
Cycling issues	12	3.0%
People need to take responsibility for themselves/being aware/report crime/know your neighbours	12	3.0%
Increase Rotorua's prosperity/reduce unemployment	11	2.8%
Doing okay now	7	1.8%
Education/attitude adjustment/values/public awareness/drug and alcohol education/sense of community	6	1.5%
Neighbourhood support	6	1.5%
Workplace safety	6	1.5%
Crime prevention	5	1.3%
Drink driving education/drink driving	5	1.3%
Protection in Geothermal areas/clean up the city	5	1.3%
Penalties/laws/consequences/discipline	4	1.0%
Dog control	3	0.8%
Home security	3	0.8%
Car parking	2	0.5%
Police to attend all crimes/response times to improve/increase resources/support/improvements to 111 service	2	0.5%
Don't know	57	14.3%
Other	5	1.3%
<b>Sample</b>	<b>400</b>	

### 3.8 Sample Demographics

#### 3.8.1 Gender

Of the 400 respondents in the total sample, there was a higher proportion of female respondents (52.8%) compared to male respondents (47.3%), (refer to Table 10).

Table 9 – Respondents' gender

	2014		2013	2012	2011	2010	2009	2008	2007	2006	2005	2014/2013	2013/2012	2012/2011	2011/2010	2010/2009	2009/2008	2008/2007	2007/2006	2006/2005	
	Number	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	change	change	change	change	change	change	change	change	change	
Male	189	47.3%	45.5%	46.0%	47.5%	48.7%	49.0%	46.7%	40.5%	39.1%	45.2%	1.8%	-0.5%	-1.5%	-1.2%	-0.3%	2.3%	6.1%	1.4%	-6.2%	
Female	211	52.8%	54.5%	54.0%	52.5%	51.3%	51.0%	51.9%	58.5%	60.7%	54.8%	-1.8%	0.5%	1.5%	1.2%	0.3%	-0.9%	-6.7%	-2.2%	5.9%	
Not specified	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	-1.5%		0.5%	0.7%	0.2%	
<b>Total</b>	<b>400</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>										

#### 3.8.2 Location of Residence

Respondents were spread throughout Rotorua's electoral wards; 100 respondents (25.0%) were located in the Northern electoral ward, 100 (25.0%) were located in the Southern ward, 100 (25.0%) were located in the Eastern ward and 100 respondents (25.0%) were located in the Western ward.

A total of 3.5% of respondents identified that they lived in the central city, 71.8% lived in the suburbs and 7.8% lived in Ngongotaha (refer to Table 10). A further 5.3% of respondents lived in a lakeside settlement and 11.8% lived in a rural setting.

Table 10 – Respondents' residence

	2014		2013	2012	2011	2010	2009	2008	2007	2006	2005	2014/2013	2013/2012	2012/2011	2011/2010	2010/2009	2009/2008	2008/2007	2007/2006	2006/2005	
	Number	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	change	change	change	change	change	change	change	change	change	
Rotorua city (central city area)	14	3.5%	3.5%	3.3%	5.0%	14.6%	1.8%	1.7%	0.6%	1.5%	4.5%	0.0%	0.3%	-1.8%	-9.6%	12.9%	0.0%	1.1%	-0.9%	-3.0%	
Rotorua suburbs	287	71.8%	72.0%	73.3%	69.3%	74.4%	67.3%	82.6%	75.1%	71.3%	72.2%	-0.2%	-1.3%	4.0%	-5.2%	7.2%	-15.4%	7.5%	3.9%	-0.9%	
Ngongotaha	31	7.8%	7.8%	4.3%	6.8%	10.7%	6.8%	9.2%	3.9%	7.1%	6.8%	0.0%	3.5%	-2.5%	-4.0%	4.0%	-2.4%	5.3%	-3.2%	0.3%	
Lakeside settlement	21	5.3%	5.0%	4.8%	4.5%	0.0%	4.8%	2.0%	4.3%	2.9%	4.0%	0.3%	0.3%	0.3%	4.5%	-4.8%	2.8%	-2.3%	1.4%	-1.1%	
Rural	47	11.8%	11.8%	14.5%	14.5%	0.2%	19.5%	3.7%	15.7%	17.0%	12.5%	0.0%	-2.8%	0.0%	14.3%	-19.3%	15.8%	-11.9%	-1.3%	4.4%	
Not specified	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-0.7%	0.4%	0.1%	0.2%	
<b>Total</b>	<b>400</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>										

### 3.8.3 Age

The survey sample covered a wide range of ages (refer to Table 11). A total of 19.3% of respondents were aged 15 to 34 years of age, 32.0% were aged 35 to 54 years, 32.5% were aged 55 to 74 and 15.8% were over 75 years of age. Two respondents (0.5%) refused to give their age grouping.

Table 11 – Respondents' age

	2014		2013	2012	2011	2010	2009	2008	2007	2006	2005	2014/2013	2013/2012	2012/2011	2011/2010	2010/2009	2009/2008	2008/2007	2007/2006	2006/2005
	Number	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	change	change	change	change	change	change	change	change	change
15-24	47	11.8%	12.0%	12.5%	17.5%	17.9%	7.0%	9.2%	5.7%	9.3%	8.1%	-0.3%	-0.5%	-5.0%	-0.4%	10.9%	-2.2%	3.5%	-3.7%	1.3%
25-34	30	7.5%	13.3%	13.8%	16.5%	16.4%	12.3%	9.9%	11.9%	8.1%	15.7%	-5.8%	-0.5%	-2.8%	0.1%	4.2%	2.3%	-2.0%	3.8%	-7.6%
35-44	50	12.5%	20.0%	21.8%	20.0%	18.0%	14.5%	16.9%	21.3%	16.0%	16.8%	-7.5%	-1.8%	1.8%	2.0%	3.5%	-2.4%	-4.5%	5.4%	-0.8%
45-54	78	19.5%	20.0%	19.0%	18.0%	20.0%	20.8%	20.1%	22.1%	15.5%	18.9%	-0.5%	1.0%	1.0%	-2.0%	-0.7%	0.7%	-2.0%	6.6%	-3.4%
55-64	62	15.5%	15.3%	15.0%	13.3%	10.9%	18.3%	18.6%	17.4%	18.7%	14.9%	0.3%	0.3%	1.8%	2.4%	-7.4%	-0.4%	1.2%	-1.3%	3.8%
65-74	68	17.0%	10.5%	9.8%	8.3%	10.4%	14.8%	13.4%	13.3%	19.4%	13.8%	6.5%	0.7%	1.5%	-2.2%	-4.4%	1.4%	0.1%	-6.1%	5.6%
75+	63	15.8%	9.0%	8.3%	6.5%	6.4%	12.3%	10.9%	7.6%	11.8%	11.9%	6.8%	0.7%	1.8%	0.1%	-5.9%	1.3%	3.3%	-4.2%	-0.1%
Refused	2	0.5%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.2%	0.7%	0.0%	0.5%	0.0%	0.0%	0.0%	-0.3%	-0.2%	0.3%	-0.5%	0.7%
Not specified	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-0.5%	0.1%	-0.1%	0.5%
<b>Total</b>	<b>400</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>									

### 3.8.4 Ethnicity

Respondents in 2014 could select any number of ethnicities they identified with. There were 271 respondents (67.8%) who identified as New Zealand European/Pakeha, followed by New Zealand Maori (28.3%) (refer to Table 13). Asian respondents made up 5.3% of respondents, Pacific Islands made up 3.5% of the sample and other ethnicities made up 8.0% of respondents. Other ethnicities included Australians, British, Dutch, English, Kiwi, New Zealanders, Scottish and South Africans.

Table 12 – Respondents' ethnicity

	2014		2013	2012	2011	2010	2009	2008	2007	2006	2005	2014/2013	2013/2012	2012/2011	2011/2010	2010/2009	2009/2008	2008/2007	2007/2006	2006/2005
	Number	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	change	change	change	change	change	change	change	change	change
New Zealand European/Pakeha	271	67.8%	67.0%	71.0%	64.3%	64.0%	71.0%	63.5%	64.0%	63.9%	63.9%	0.7%	-4.0%	6.8%	0.2%	-7.0%	7.5%	-0.5%	0.1%	0.0%
New Zealand Maori	113	28.3%	29.8%	29.5%	34.0%	31.7%	24.8%	30.3%	32.1%	30.7%	28.9%	-1.5%	0.3%	-4.5%	2.3%	7.0%	-5.5%	-1.8%	1.4%	1.8%
Pasifika	14	3.5%	2.5%	3.3%	5.3%	2.1%	2.3%	1.2%	0.6%	0.7%	2.1%	1.0%	-0.8%	-2.0%	3.2%	-0.2%	1.0%	0.7%	-0.2%	-1.4%
Asian	21	5.3%	5.5%	4.0%	2.8%	3.3%	1.5%	3.2%	0.8%	0.5%	2.1%	-0.3%	1.5%	1.3%	-0.6%	1.8%	-1.7%	2.4%	0.3%	-1.6%
Other	32	8.0%	6.0%	6.0%	5.8%	1.2%	7.5%	6.0%	1.4%	3.7%	3.0%	2.0%	0.0%	0.3%	4.6%	-6.3%	1.5%	4.6%	-2.3%	0.7%
Refused	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	-0.3%	-0.5%	0.4%	0.1%	0.2%
Not specified	1	0.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.8%	0.2%	0.0%	-0.8%	1.0%	0.0%	0.0%	0.0%	-0.2%	-0.5%	0.5%	0.2%
<b>Sample</b>	<b>400</b>								<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>									

Note: In 2008 respondents belonging to multiple ethnic groups were included in all groups; therefore 2008 or later ethnicity data is not additive.

## 4.0 KEY FINDINGS

The number of respondents visiting the CBD daily is similar to 2013. This follows a clear decreasing trend from 2011 to 2013. From 2011 to 2013 there was a fall of 12.5%. The opposite trend can be seen in residents who visit the CBD weekly, showing that many respondents who used to visit daily are now choosing to only visit weekly. The numbers of people who visit the CBD fortnightly is also at a higher level, although numbers dropped slightly in 2014.

The numbers of people who feel safe in the central city during the daytime decreased in 2014. Analysing the numbers who identified 'neither safe nor unsafe' to 'very safe', 93.2% were identified in 2014, compared to 94.5% in 2013 and 96.5% in 2012. This is a slight, but consistent drop in feelings of safety over the past three years. At the same time, numbers of those who felt unsafe or very unsafe has increased from 3.0% in 2012 to 4.5% in 2013 and to 6.3% in 2014.

In the 2014 round of the survey programme, 130 respondents (32.8%) indicated that they did not visit the CBD during the hours of darkness. This was at a higher ratio than 2013 (25.3%), 2012 (26.4%) and 2011 (22.1%). For the respondents that did visit, in order to give an accurate comparison, respondents who did not visit the CBD during the hours of darkness or did not provide an answer were removed. From this analysis, in 2014, 62.8% of night time visitors to the CBD felt 'neither safe nor unsafe, safe or very safe'. This was down slightly from 2013 (63.0%), 2012 (64.0%) and 2011 (66.7%). This was also reflected in the number of people who felt unsafe or very unsafe (37.2% in 2014, 37.0% in 2013, 36.0% in 2012 and 33.3% in 2011).

Respondents highlighted two main areas where they felt unsafe during the day. The first area was City Focus. This has been routinely mentioned as a problem area, however, this year the problem has become more prominent. Respondents felt unsafe at City Focus due to the groups of youth that congregate and loiter there and would like to see them moved away from the area. New to 2014 were mentions of people begging for money.

The second main problem area was the shops on Pukuatua, Haupapa and Arawa streets. However, from the comments given it can be seen that the main vicinity where respondents feel unsafe is the bus stop located on Pukuatua Street. Residents felt unsafe due to aggressive groups of youth and over-crowding. People begging for money was also highlighted as a problem in this area.

The shops on Pukuatua, Haupapa and Arawa streets were also the most highlighted unsafe area identified from people who felt unsafe in the CBD at night. This area was identified by more people in 2014 than 2013 (10.0% total sample compared with 7.3% in 2013). Problems included the numbers of drunk people coming from bars, the lack of people around and the area attracting undesirable people.

The second most unsafe location was Kuirau Park. Comments included "bad reputation", "isolated" and "undesirables in area". Kuirau Park was identified as unsafe by less people in 2014 (8.5%) compared to 2013 (10.0%).

When asked about levels of overall safety in their neighbourhoods during the day, the results have been consistent over the past few years. In 2014, 96.8% identified that they were neither safe nor unsafe, safe or very safe compared to 98.0% in 2013, 96.0% in 2012 and 96.8% in 2011. The numbers who stated that they felt unsafe or very unsafe were also similar to previous periods.

The night time results were also favourable, with 88.3% feeling neither safe nor unsafe, safe or very safe compared to 88.8% in 2013, 85.0% in 2012 and 87.8% in 2011.

When looking at perceptions of in-home safety, a difference between day-time and night-time perceptions was present, but was minor. The results were positive and similar to previous years. Respondents who felt 'neither safe nor unsafe', 'safe' or 'very safe' were 97.8%, compared to

98.0% in 2013 and 97.8% in 2012. The night-time results were similar, with 95.5% in 2014, 96.0% in 2013 and 92.3% in 2012.

When asked if respondents thought the Rotorua District is generally a safe place to live, 82.3% stated definitely or mostly. This was down from 2013 (85.3%) up on 2012 (79.5%) but down on 2011 (85.0%).

The number of people who think you can trust people decreased in 2014 (44.8%) compared to 2013 (48.0%) and 2012 (49.0%).

Personal experience with crime continued to be relatively stable. Highlights were (*note, a negative rating is good as it implies the level of activity has decreased*):

- Theft of vehicle, bike or motorbikes – down 2.8%.
- Anything stolen from a vehicle – up 1.8%.
- Breaking into home or garage – down 1.0%.
- Stolen anything respondent is carrying – down 0.5%.
- Stranger used violence against respondent – up 0.3%.
- Been verbally abused by a stranger – up 0.3%.
- Frightened for safety of respondent or their family and friends due to actions of a current or past partner – up 0.5%.
- Witnessed a crime or been a victim of any crime that was not reported to the Police – down 2.8%.

Awareness of the Community Policing Centre in the CBD has increased with 83.5% being aware in 2014 (compared to 81.0% in 2013, 80.3% in 2012 and 82.8% in 2011).

Awareness of the City Safe Guardians project has increased with over half the sample (51.8%) being aware (compared to 46.8% in 2013 and 51.3% in 2012). Respondents are also seeing benefit in the programme with 65.7% thinking it was 'very useful' or 'useful' compared to 59.9% in 2013 and 57.6% in 2012.

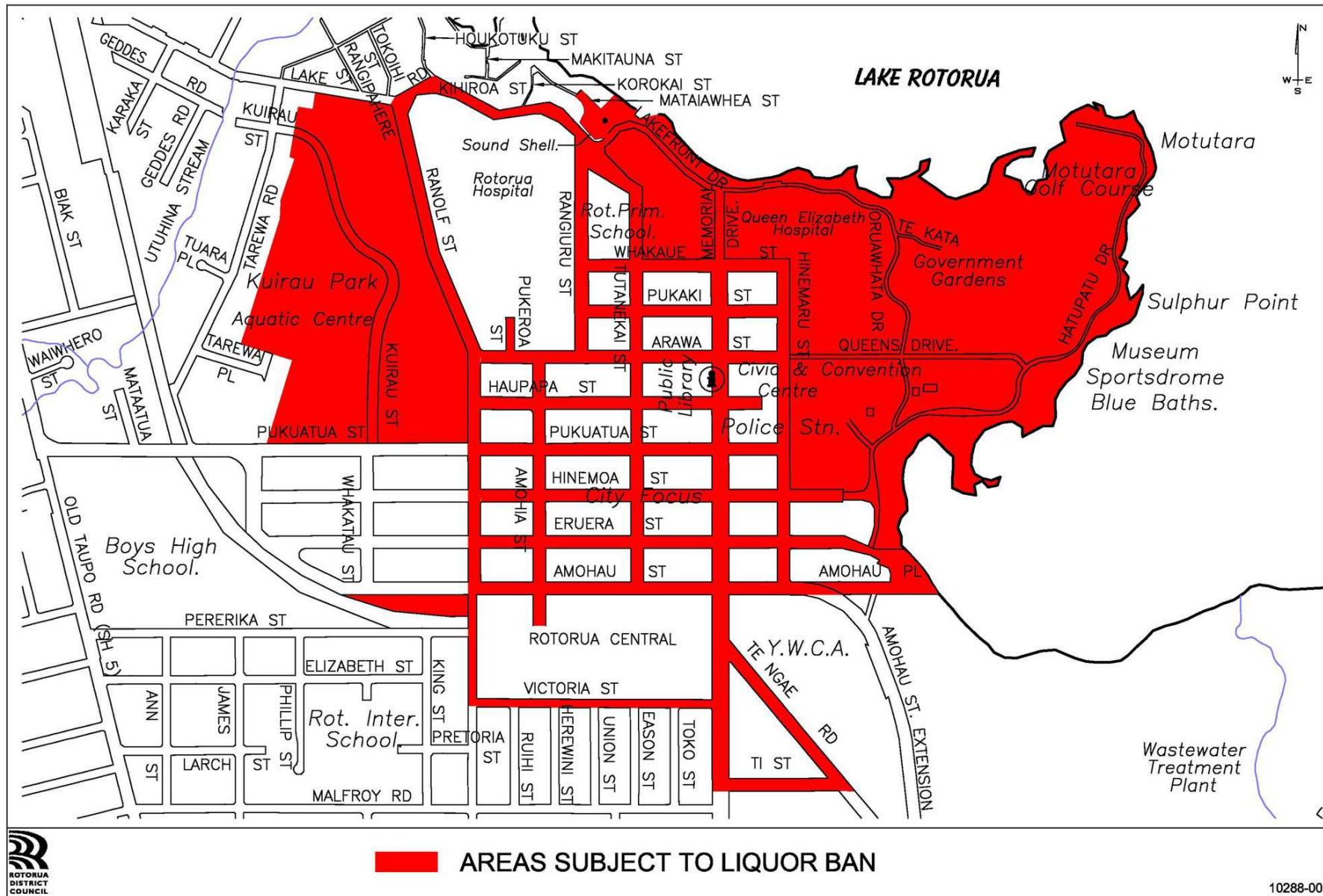
Awareness of the CCTV cameras in the central city area increased, rising to 74.3% from 69.5% in 2013, 69.8% in 2012 and 69.8% in 2011. The usefulness of this initiative has remained relatively static over the past few years. It was considered 'useful' or 'very useful' by 73.1% of respondents in 2014, 74.5% in 2013, 73.1% in 2012 and 73.8% in 2011.

Awareness of the central city area liquor ban dropped slightly in 2014 (78.8%) compared to 2013 (84.3%) and 2012 (79.8%). Its level of usefulness has remained similar over the past few years as 69.5% thought it was 'useful' or 'very useful' in 2014, 69.1% in 2013, 70.2% in 2012 and 70.8% in 2011.

When asked about making Rotorua a safer place, having more Police continued to be the most popular solution, followed by better parenting and use of security measures to reduce crime (ie, cameras, community patrols and Maori Wardens).

When respondents were asked Rotorua's top safety priorities, answers again moved away from typical crime issues and moved into safety related issues, specifically road and traffic safety. The top two categories were 'better traffic controls' (11.5% of the sample) followed by road safety/boy racers (11.8%). This was followed by child/family violence and education (9.5%), better parenting (7.5%) and more police (7.5%).

**APPENDIX ONE: MAP OF CBD, AREA COVERED BY 2003 LIQUOR BAN BYLAW**



## APPENDIX TWO: ROTORUA PERCEPTIONS OF SAFETY SURVEY 2014 SURVEY FORM

### ROTORUA PERCEPTIONS OF SAFETY SURVEY 2014

Hello/Kia Ora, this is \_\_\_\_\_ from APR Consultants. We are currently doing a survey with Rotorua District residents about their perceptions of safety within the district on behalf of the Rotorua District Council. The results from this survey will assist planning for a safe community.

*(Is it possible to please speak to someone in your household who is aged 15 years or older?)*

Can you spare about 10 to 15 minutes of your time to answer some questions? All responses will remain completely confidential and will be grouped with others.

If it is not convenient to talk now, when would it be convenient to call you back? *(Record their details on phone number sheet)*

#### **Information to give respondent if needed:**

- All information you give is confidential within the provisions of the Privacy Act and the Market Research Society Code of Ethics.
- Your responses will be grouped with others' before being released (RDC do not have access to individual responses). The purpose is to establish whether there are any trends in the Rotorua District, including the city area.
- Your responses will be used only for the purpose of this research.
- You are welcome to ring my supervisor Elvis at APR Consultants during working hours on 0800 277 937. He will be happy to confirm the purpose of the research and discuss any other matters further with you.
- **This survey has been conducted each year since 2005. The process is being repeated in order to track safety perceptions within Rotorua.**
- For the purpose of this survey, the CBD is defined as the area between and including Kuirau Park up Ranolf Street to the Lake Front, along to Sulphur Point, down to Victoria Street and back up Ranolf Street. Key landmark areas included are:
  - Rotorua Central Mall;
  - Skateboard Park;
  - Govt Gardens/Blue Baths/Poly Pools area; and
  - Ti Street "triangle".

***The first set of questions relate to visiting Rotorua's Central Business District (CBD) and your feeling of safety in this central city area***

1. How often do you visit the Rotorua central city area (CBD)? *(please prompt & tick ONE only)*
- 01 Daily  
 02 Weekly  
 03 Fortnightly  
 04 Monthly  
 05 Annually *(how many visits per year?)* .....  
 06 Never *(skip to Q5)*



**2a. Thinking about your overall sense of freedom from crime, how safe do you normally feel in the central city during the daytime? (please prompt & tick ONE only)**

- O1 Very safe (continue to 2b)
- O2 Safe (continue to 2b)
- O3 Neither safe nor unsafe (skip to Q3a)
- O4 Unsafe (skip to Q2c)
- O5 Very unsafe (skip to Q2c)
- O6 Don't know (skip to Q3a)
- O7 Not applicable (ie, don't go into the CBD during the daytime) – (skip to Q3a)

**2b. What factors make you feel safe in the CBD during the daytime? (do not prompt - tick all that apply & skip to Q3a)**

- O1 Light specify).....  O6 Other (please specify).....
- O2 Security cameras
- O3 Presence of other people .....
- O4 Presence of police
- O5 Don't know .....

**2c. Are there particular areas in the CBD where you feel most unsafe? ....**

- O1 Yes (continue to Q2d)
- O2 No (skip to Q3a)
- O3 Don't know (skip to Q3a)

**2d. What factors/things make you feel unsafe in these places? (tick all locations mentioned, list other mentions and for each location list reasons for feeling unsafe - do not prompt)**

Safety during the daytime - tick all that apply		Reasons for feeling unsafe
Rotorua Central Mall (the shops surrounding the Warehouse)	<input type="radio"/> O1	
City Focus	<input type="radio"/> O2	.....
"The Streat" (and/or central city bars and clubs)	<input type="radio"/> O3	.....
The park areas	<input type="radio"/> O4	.....
Shops on or near Tutanekai Street	<input type="radio"/> O5	.....
Shops on Eruera and Hinemoa streets	<input type="radio"/> O6	.....
Shops on Pukuatua, Haupapa and Arawa streets	<input type="radio"/> O7	.....
Lake Front	<input type="radio"/> O8	.....
Kuirau Park	<input type="radio"/> O9	.....
Polynesian Spa	<input type="radio"/> O10	.....
Museum	<input type="radio"/> O11	.....
Government Gardens	<input type="radio"/> O12	.....
Sulphur Point	<input type="radio"/> O13	.....
Other (please be specific)	<input type="radio"/> O14	.....
.....		.....
.....		.....
I feel unsafe everywhere in the CBD	<input type="radio"/> O15	.....
Don't know	<input type="radio"/> O16	.....

**3a. Now thinking about the central city area at night-time how safe do you normally feel in the central city during the night-time?** (please prompt & tick ONE only)

- O1 Very safe (continue to 3b)
- O2 Safe (continue to 3b)
- O3 Neither safe nor unsafe (skip to Q4a)
- O4 Unsafe (skip to Q3c)
- O5 Very unsafe (skip to Q3c)
- O6 Don't know (skip to Q4a)
- O7 Not applicable (ie, don't go into the CBD during the night-time) – (skip to Q4a)

**3b. What factors make you feel safe in the CBD during the night-time?** (do not prompt - tick all that apply & skip to Q4a)

- O1 Light specify).....  O6 Other (please specify).....
- O2 Security cameras
- O3 Presence of other people .....
- O4 Presence of police
- O5 Don't know .....

**3c. Are there particular areas in the central city area (CBD) where you feel most unsafe?** (please tick ONE only)

- O1 Yes (continue to Q3d)
- O2 No (skip to Q4a)
- O3 Don't know (skip to Q4a)

**3d. Where are these unsafe locations and what factors/things make you feel unsafe in these places?** (tick all locations mentioned, list other mentions and for each location list reasons for feeling unsafe - do not prompt)

Safety during the night-time - tick all that apply		Reasons for feeling unsafe
Rotorua Central Mall (the shops surrounding the Warehouse)	<input type="radio"/> O1	.....
City Focus	<input type="radio"/> O2	.....
“The Streat” (and/or central city bars and clubs)	<input type="radio"/> O3	.....
The park areas	<input type="radio"/> O4	.....
Shops on or near Tutanekai Street	<input type="radio"/> O5	.....
Shops on Eruera and Hinemoa streets	<input type="radio"/> O6	.....
Shops on Pukuatua, Haupapa and Arawa streets	<input type="radio"/> O7	.....
Lake Front	<input type="radio"/> O8	.....
Kuirau Park	<input type="radio"/> O9	.....
Polynesian Spa	<input type="radio"/> O10	.....
Museum	<input type="radio"/> O11	.....
Government Gardens	<input type="radio"/> O12	.....
Sulphur Point	<input type="radio"/> O13	.....
Other (please be specific) ..... .....	<input type="radio"/> O14	..... .....
I feel unsafe everywhere in the CBD	<input type="radio"/> O15	.....
Don't know	<input type="radio"/> O16	.....

**The second set of questions relate to when your vehicle is parked in the central city area and other locations around the Rotorua District**

**4a. During the daytime, do you worry about your vehicle being broken into or stolen in the central city area (CBD)? Would you say that you...** *(please prompt & tick ONE only)*

- |   |   |
|---|---|
| <input type="radio"/> 1 Always worry about your vehicle | <input type="radio"/> 4 Never worry   |
| <input type="radio"/> 2 Usually worry                   | <input type="radio"/> 5 Not applicable <i>(ie, don't drive/never park in CBD)</i> |
| <input type="radio"/> 3 Sometimes worry                 | <input type="radio"/> 6 Don't know  |

**4b. During the night-time, do you worry about your vehicle being broken into or stolen in the central city area (CBD)? Would you say that you...** *(please prompt & tick ONE only)*

- |   |   |
|---|---|
| <input type="radio"/> 1 Always worry about your vehicle | <input type="radio"/> 4 Never worry   |
| <input type="radio"/> 2 Usually worry                   | <input type="radio"/> 5 Not applicable <i>(ie, don't drive/never park in CBD)</i> |
| <input type="radio"/> 3 Sometimes worry                 | <input type="radio"/> 6 Don't know  |

**4c. Would you say there are unsafe places to park a vehicle in the central city area?** *(please tick ONE only)*

- 1 Yes *(continue to Q4d)*
- 2 No *(skip to Q5)*
- 3 Don't know *(skip to Q5)*

**4d. Where are the most unsafe places to park a vehicle in the central city area (CBD)? Why is it unsafe to park here?** *ie, are there certain areas where you worry about your vehicle being broken into or stolen? (DO NOT prompt & tick all that apply, list any other mentions and for each location list reasons for feeling unsafe).*

Safety during the night-time - tick all that apply		Reasons for feeling unsafe
Rotorua Central Mall <i>(the shops surrounding the Warehouse)</i>	O1	
City Focus	O2	.....
"The Streat" <i>(and/or central city bars and clubs)</i>	O3	.....
The park areas	O4	
Shops on or near Tutanekai Street	O5	.....
Shops on Eruera and Hinemoa streets	O6	.....
Shops on Pukuatua, Haupapa and Arawa streets	O7	
Lake Front	O8	.....
Kuirau Park	O9	
Polynesian Spa	O10	.....
Museum	O11	.....
Government Gardens	O12	
Sulphur Point	O13	.....
Other <i>(please be specific)</i> ..... .....	O14	..... .....
It is unsafe to park everywhere in the CBD	O15	.....
Don't know	O16	

- 5. Now think about parking your vehicle in other locations around the Rotorua District, at any time of the day or night.**
- 5a. Are there unsafe places to park a vehicle in other areas around Rotorua (not in the CBD)?** (ie, are there certain areas where you worry about your vehicle being broken into or stolen? *(please tick ONE only)*)
- O1 Yes *(continue to Q5b)*  
 O2 No *(skip to Q6)*  
 O3 Don't know *(skip to Q6)*
- 5b. Where are the most unsafe places to park a car in other areas around Rotorua?** *DO NOT prompt, tick all that apply and list other mentions)*
- |   |   |
|---|---|
| <input type="radio"/> O1 Fenton Street (motel area) | <input type="radio"/> O6 Airport  |
| <input type="radio"/> O2 The Redwood Forest carpark | <input type="radio"/> O7 Okere Falls  |
| <input type="radio"/> O3 Waipa Rd)                  | <input type="radio"/> O8 Waste Water Motors <i>(private car sales yard on Te Ngae Rd)</i> |
| <input type="radio"/> O4 Blue/Green Lake            | <input type="radio"/> O9 Rainbow Mountain   |
| <input type="radio"/> O5 Aquatic Centre             | <input type="radio"/> O10 Kerosene Creek  |
|   | <input type="radio"/> O11 Other <i>(please be specific)</i>                               |
- .....

**The third set of questions relate to the safety of Rotorua and the neighbourhood or area that you live in**

- 6a. Thinking about your overall sense of freedom from crime, how safe do you normally feel in your local neighbourhood during the daytime?** *(please prompt & tick ONE only)*
- |  |                                      |
|--|--------------------------------------|
| <input type="radio"/> O1 Very safe               | <input type="radio"/> O5 Very unsafe |
| <input type="radio"/> O2 Safe                    | <input type="radio"/> O6 Don't know  |
| <input type="radio"/> O3 Neither safe nor unsafe |                                      |
| <input type="radio"/> O4 Unsafe                  |                                      |
- 6b. And how safe do you normally feel in your local neighbourhood during the night-time?** *(please prompt & tick ONE only)*
- |  |                                      |
|--|--------------------------------------|
| <input type="radio"/> O1 Very safe               | <input type="radio"/> O5 Very unsafe |
| <input type="radio"/> O2 Safe                    | <input type="radio"/> O6 Don't know  |
| <input type="radio"/> O3 Neither safe nor unsafe |                                      |
| <input type="radio"/> O4 Unsafe                  |                                      |
- 7a. Thinking about your overall sense of freedom from crime, how safe do you normally feel in your home during the daytime?** *(please prompt & tick ONE only)*
- |  |                                      |
|--|--------------------------------------|
| <input type="radio"/> O1 Very safe               | <input type="radio"/> O5 Very unsafe |
| <input type="radio"/> O2 Safe                    | <input type="radio"/> O6 Don't know  |
| <input type="radio"/> O3 Neither safe nor unsafe |                                      |
| <input type="radio"/> O4 Unsafe                  |                                      |
- 7b. And how safe do you normally feel in your home during the night-time?** *(please prompt & tick ONE only)*
- |  |                                      |
|--|--------------------------------------|
| <input type="radio"/> O1 Very safe               | <input type="radio"/> O5 Very unsafe |
| <input type="radio"/> O2 Safe                    | <input type="radio"/> O6 Don't know  |
| <input type="radio"/> O3 Neither safe nor unsafe |                                      |
| <input type="radio"/> O4 Unsafe                  |                                      |

**8a. Do you feel that the Rotorua District is generally a safe place to live? Would you say 'definitely', 'mostly', 'not really' or 'definitely not'? (please prompt & tick ONE only)**

- 01 Definitely (skip to Q9)       03 Not really (continue to Q8b)       05 Don't know (skip to Q9)  
 02 Mostly (skip to Q9)       04 Definitely not (continue to Q8b)

**8b. For what reasons do you say that? (DO NOT prompt and tick all mentions)**

**PROMPT: Are there any other reasons?**

- 01 Assaults/muggings/physical violence       06 Other (specify):  
 02 Too many burglaries/home invasions  
 03 Not safe in some areas/undesirables  
 04 High crime rate/too much crime  
 05 Problems with young people/street kids/not enough to do

**9. Generally speaking, do you feel you... (please prompt 1 and 2 & tick ONE only)**

- 01 Can trust people       03 50/50 (do not prompt)  
 02 Can't be too careful when dealing with people       04 Don't know

**The fourth set of questions relate to scenarios that might have happened to you or someone else in your household over the last 12 months**

**10. If there is a question that you cannot or don't wish to answer, I'll go to the next question. Over the past 12 months, that is, since April 2013... (please prompt)**

- Remember that all your responses are confidential and anonymous.
- The purpose is to find out whether there are any patterns between crimes committed and people's feelings of safety.

	Yes (✓)	No (✓)	Don't know (✓)	Refused (✓)
a. Have you or anyone else in your household had their vehicle, bike or motorcycle stolen?				
b. Have you or anyone else in your household had anything stolen from, or off, their vehicle (such as parts or personal possessions)?				
c. Has anyone succeeded in getting into your home or garage without permission?				
d. Has anyone stolen or tried to steal anything you were carrying (ie, from your hands, pocket or bag)?				
e. Has any stranger or person you do not know well hit you, kicked you or used force or violence on you in any way?				
<b>If yes,</b> to your knowledge had this person been drinking alcohol? Where were you when this happened? .....				
f. Has any stranger or person you do not know well ever verbally abused you?				
<b>If yes,</b> to your knowledge had this person been drinking alcohol? Where were you when this happened? .....				
g. Have you been frightened for the safety of yourself, your family or friends because of the anger, threats or violence of a partner or former partner?				
<b>If yes,</b> to your knowledge had this person been drinking alcohol? Where were you when this happened? .....				
h. Are there any other types of crimes which I haven't mentioned that you or anyone else in your household have been a victim of over the past 12 months? (if yes, please describe) ..... .....				
<b>If yes,</b> to your knowledge had this person been drinking alcohol? Where were you when this happened? .....				
i. Have you witnessed or been a victim of any crime that you have, for whatever reason, not reported to the Police?				

**The fifth set of questions relate to things being done to reduce crime in our community**

**11. Are you aware that there is a Community Policing Centre in the central city area?**

O1 Yes → If yes, where is it specifically located?  
 .....

O2 No

**11a. Are you aware of the City Safe Guardians project operating in the central city area?**

O1 Yes → (continue to Q11b)

O2 No → (skip to Q12a)

**11b. How useful do you think the City Safe Guardians project is in making the central city area a safer place?** (please prompt & tick ONE only)

O1 Very useful O6 Don't know

O2 Useful

O3 Some use

O4 Not very useful

O5 Not at all useful

**12a. Are you aware that crime prevention closed circuit television cameras are operating in the central city area?**

O1 Yes → (continue to Q12b)

O2 No → (skip to Q13a)

**12b. How useful do you think these cameras are in making the central city area a safer place?** (please prompt & tick ONE only)

O1 Very useful O6 Don't know

O2 Useful

O3 Some use

O4 Not very useful

O5 Not at all useful

**13a. Are you aware that there is a liquor ban in the central city area?**

O1 Yes → (If yes, continue to Q13b)

O2 No → (skip to Q14)

**13b. How useful do you think the liquor ban is in making the central city area a safer place?** (please prompt & tick ONE only)

O1 Very useful O6 Don't know

O2 Useful

O3 Some use

O4 Not very useful

O5 Not at all useful

**14. What could be done that would help make Rotorua a safer place?** (Please think about the neighbourhood that you live in, personal safety within the central city, vehicle safety)

.....  
 .....  
 .....

**14b. Thinking about all aspects of safety (eg, accidents as well as intentional injuries) what do you see as the top safety priorities for Rotorua in the next three years?** *(Please think about the neighbourhood that you live in, personal safety within the central city, vehicle safety)*

.....

.....

**Lastly, we have some questions to ensure that we survey a cross-section of residents**

**15. Gender** *(ask only if unsure)*

- Male  
 Female

**16. Which of the following best describes where you live?** *(please prompt and specify location)*

<input type="radio"/> <b>OA Rotorua city (central city area)</b>		
<input type="radio"/> <b>OB Rotorua suburbs</b> <i>(please tick ONE location below)</i>		
<input type="radio"/> O1 Fenton Park	<input type="radio"/> O10 Mangakakahi	<input type="radio"/> O19 Springfield
<input type="radio"/> O2 Fordlands	<input type="radio"/> O11 Matipo Heights	<input type="radio"/> O20 Sunnybrook
<input type="radio"/> O3 Glenholme	<input type="radio"/> O12 Ngapuna	<input type="radio"/> O21 Tihiotonga
<input type="radio"/> O4 Hannahs Bay	<input type="radio"/> O13 Ohinemutu	<input type="radio"/> O22 Utuhina
<input type="radio"/> O5 Hillcrest	<input type="radio"/> O14 Owkata	<input type="radio"/> O23 Western Heights
<input type="radio"/> O6 Holdens Bay	<input type="radio"/> O15 Pleasant Heights	<input type="radio"/> O24 Whakarewarewa
<input type="radio"/> O7 Kawaha Point	<input type="radio"/> O16 Pomare	<input type="radio"/> O25 Other <i>(please specify)</i> .....
<input type="radio"/> O8 Koutu	<input type="radio"/> O17 Pukehangi	.....
<input type="radio"/> O9 Lynmore	<input type="radio"/> O18 Selwyn Heights	.....
<input type="radio"/> <b>OC Ngongotaha</b>		
<input type="radio"/> <b>OD Lakeside settlement</b> <i>(please tick ONE location below)</i>		
<input type="radio"/> O1 Lake Tarawera	<input type="radio"/> O4 Lake Okareka	<input type="radio"/> O6 Other <i>(please specify)</i> .....
<input type="radio"/> O2 Lake Rotoiti	<input type="radio"/> O5 Lake Rotoehu	.....
<input type="radio"/> O3 Lake Rotoma		.....
<input type="radio"/> <b>OE Rural</b> <i>(please tick ONE location below)</i>		
<input type="radio"/> O1 Atiamuri	<input type="radio"/> O8 Ngakuru	<input type="radio"/> O15 Waiotapu Village
<input type="radio"/> O2 Hamurana	<input type="radio"/> O9 Reporoa	<input type="radio"/> O16 Waiteti
<input type="radio"/> O3 Horohoro	<input type="radio"/> O10 Rerewhakaaitu	<input type="radio"/> O17 Other <i>(please specify)</i> .....
<input type="radio"/> O4 Kaharoa	<input type="radio"/> O11 Tarukenga	.....
<input type="radio"/> O5 Kapenga	<input type="radio"/> O12 Tumunui	.....
<input type="radio"/> O6 Mamaku	<input type="radio"/> O13 Waikite Valley	.....
<input type="radio"/> O7 Mourea	<input type="radio"/> O14 Waimangu	.....

**17. Please stop me when I reach your age group** *(please prompt & tick ONE only)*

- |                                |   |
|--------------------------------|---|
| <input type="radio"/> O1 15-24 | <input type="radio"/> O5 55-64                            |
| <input type="radio"/> O2 25-34 | <input type="radio"/> O6 65-74                            |
| <input type="radio"/> O3 35-44 | <input type="radio"/> O7 75+                              |
| <input type="radio"/> O4 45-54 | <input type="radio"/> O8 Refused <i>(do not read out)</i> |



**18. Which of the following ethnic groups do you mainly identify with?** (please prompt & tick all that apply)

- |   |   |
|---|---|
| <input type="radio"/> 01 NZ Pakeha/European | <input type="radio"/> 04 Asian                        |
| <input type="radio"/> 02 NZ Maori           | <input type="radio"/> 05 Other (please specify) ..... |
| <input type="radio"/> 03 Pacific Island     | <input type="radio"/> 06 Refused (do not read out)    |

19. Would you like to receive a copy of the final aggregated results from this survey? **(if yes, please complete details below)**

- APR Consultants will ensure confidentiality by detaching your contact details so that your responses and contact details cannot be matched.
- Results will be available from the Rotorua District Council in August 2014.

**Name:** ..... **Email:** .....

**Postal address:** .....

**If respondents do not complete Q19, please also ask:**

**May I also ask your first name? This is just so my supervisor can do quality control checks on me if necessary.**

First name: .....

**Thank you for your participation. We appreciate your time!  
If you have any queries, please feel free to contact Elvis at APR Consultants.**