

# ROTORUA DISTRICT PERCEPTIONS OF SAFETY SURVEY 2013

## SUMMARY REPORT

FOR  
ROTORUA DISTRICT COUNCIL

PREPARED BY  
APR CONSULTANTS

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## FOREWORD



*Tena koutou katoa.*

Nearly 500 local residents participated in the Rotorua District Perceptions of Safety Survey undertaken in the first half of 2013. The survey process followed that of eight previous annual surveys aimed at identifying Rotorua residents' perceptions about safety in our district.

This is one of a number of on-going monitoring tools for Rotorua District Council and other agencies. It provides residents with an opportunity to have their say on matters of personal safety, safety in neighbourhoods and safety in public places such as the central business district.

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

Rotorua District Council remains committed to creating a safe and caring community for our residents and our visitors. By working together we can achieve that goal.

*Ma te mahitahi ka tutuki – working together we will succeed.*

Geoff Williams  
Chief Executive  
Rotorua District Council

## EXECUTIVE SUMMARY

This report presents the results of the 2013 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 2006 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, however at the time of this report, census results were not yet available. 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 (24.8%) visited the CBD daily and over half of the respondents (57.3%) visited on a weekly basis. The 2013 results show a reduced percentage of respondents visiting the CBD on a daily basis, compared with the 2012, 2011 and 2010 years (30.3%, 37.3% and 33.7% respectively).
- During the day-time, the majority (87.5%) of respondents stated they felt either 'very safe' or 'safe'. When compared with results of 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 2013 results are on par with earlier years.

The most commonly selected factor associated with safety in the CBD during the day-time, was the presence of other people (45.4% of respondents who gave a positive safety rating), though this figure dropped from 47.0% in 2012, 50.4% in 2011 and 61.4% in 2010. The second highest factor was 'light' (23.4%) which increased from the 2012 result (18.6%). 'Presence of police' (18.3%) decreased from its corresponding result in 2012 of 19.2% while 'security cameras' (4.3%) remained constant compared to the 2012 results (4.5%).

- During the day-time, only a small percentage of respondents felt unsafe (4.5%). This was an increase from 2012 (3.0%) and has been volatile in earlier years.

Reasons for feeling unsafe in the CBD during the day-time included the presence of 'undesirable people', and groups of young people.

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

- City Focus (11 responses), (up 2.0% from 2012).
  - Shops on Pukuatua, Haupapa and Arawa streets (9 responses), (up 2.0% from 2012)
  - Rotorua Central Mall (6 responses), (up 0.8% from 2012).
- Feelings of safety in the CBD during the night-time remained relatively constant in 2013, with 30.3% of respondents stating they felt 'very safe' or 'safe'. This compared with 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 (42.1%), light (29.8%), the presence of police (14.9%) and security cameras (10.7%).

Reasons for feeling unsafe in the CBD during the night-time included groups of young people, lack of people, poor lighting, isolation, the presence of 'undesirable people', and the reputation of the area.

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

- Kuirau Park (40 responses) (up 2.5% from 2012).
- City Focus (33 responses) (up 1.0% from 2012).
- The shops on Pukuatua, Haupapa and Arawa Streets (29 responses) (up 2.7% from 2012).

## 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, 14.8% stated that they 'always worry' or 'usually worry' about their vehicle; increasing slightly from 2012 (13.3%) and 2011 (12.1%). Despite the increase from 2012 and 2011, this is lower than all previous years. A further 27.0% stated that they 'sometimes worry', while over half of respondents (51.3%), 'never worry'. A total of 26 respondents (6.5%) indicated they did not park in the CBD during the day-time (compared with 7.8% in 2012).
- During the night-time, 23.5% stated that they 'always worry' or 'usually worry' (13.5% and 10.1% respectively). This was up from 2012 (22.9%), but the second lowest level of worry from all previous survey periods. A further 25.4% 'sometimes worry'.
- During the night-time, 20.5% 'never worry'. This was an increase on 2012 and higher than all earlier periods. One-third of respondents (29.5%) did not park in the CBD during the night-time.
- More than one-half of respondents (61.3%) felt there are unsafe places to park their vehicle within the central city area, on par with 2012 (61.6%) and lower than all years from 2005 with the exception of 2008. The most commonly mentioned places included:
  - Kuirau Park (116 responses) (up 0.1% from 2012).
  - Lake Front (57 responses) (up 1.7% from 2012).
  - Government Gardens (54 responses) (down 2.3% from 2012).
  - Sulphur Point (42 responses) (down 3.1% from 2012).
- Reasons for vehicle concern included isolation with the presence of 'undesirable people' including youth, bad reputation, poor lighting, dangerous locations, low foot traffic and no police/security presence.
- Over half (52.0%) of respondents felt there are unsafe places to park a vehicle in other areas around Rotorua, outside the CBD. This was a decrease of 5.5% from 2012. Of those, the most common mentions included:
  - Blue/Green Lakes (Tikitapu/Rotokakahi) (38 responses) (up 0.9% from 2012).
  - Okere Falls (34 responses) (up 4.2% from 2012)
  - The Redwood Forest car park (34 responses) (down 1.9% from 2012).
  - Kerosene Creek (27 responses) (down 0.9% from 2012).

## Safety in the Local Neighbourhood and Home

- During the day-time, the majority of respondents (90.3%) felt either 'very safe' or 'safe' in their local neighbourhood, a figure similar to 2012 (90.8%).
- During the night-time, three-quarters of respondents (75.5%) felt either 'very safe' or 'safe' in their local neighbourhood. These results are slightly higher than 2012 (73.8%) and 2011 (72.8%) results.

- During the day-time, 95.5% of respondents felt either 'very safe' or 'safe' in their own home, similar to the results of 2012 (94.3%).
- At night-time, 90.8% of respondents felt either 'very safe' or 'safe' in their home. This was an increase from 2012 (82.3%) and is higher than all previous survey periods.

### Safety in Rotorua

- When asked if Rotorua is generally a safe place to live, the majority (85.3%) of respondents stated 'definitely' or 'mostly'. This was an increase from the 2012 (79.6%) results but similar to 2011 (85.0%) and 2010 results (87.4%). A further 13.3% of respondents stated 'not really' and four respondents (1.0%) stated 'definitely not'.
- Those respondents who stated Rotorua is 'not really'/'definitely not' a safe place to live (14.3%) gave reasons including the high crime rate (49.1% of those who don't feel safe), not being safe in some areas (40.4%), too many burglaries/home invasions (28.1%) and problems with young people/street kids/not enough to do (28.1%). A further reason specified assaults, muggings and physical violence (10.5%).
- When asked about trusting other people, 48.0% of respondents stated they 'can trust people', a slight decrease on the 2012 results (49.0%), but otherwise higher than all previous safety perception surveys. A further 39.3% stated you 'can't be too careful when dealing with people'.

### Personal Experience with Crime during Last 12 Months (i.e. April 2012 - April 2013)

- A total of 9.8% 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 2012 (11.0%) and 2011 (11.0%). A further 12.8% of respondents identified that they, or someone in their household, had had items stolen from their vehicle. This was down from the 18.5% in 2012 and was the second lowest of all previous periods.
- The number of respondents who have experienced someone gaining entry into their home or garage without permission in the past 12 months increased from 12.3% in 2012 to 13.8% in 2013, but lower than 2011 (15.0%).
- Regarding theft of items respondents were carrying, 2.5% had been a victim to theft (or attempted theft), down slightly from the 3.3% in 2012, but up slightly from the 2.0% in 2011.
- Strangers had physically abused 4.8% of respondents over the past 12 months (ie, hit, kicked or punched them or used other violence against them). This was an increase from 2012 (3.5%) but down from 2011 (7.0%) and on par with the 2010, 2009 and 2008 periods (4.4%, 4.3% and 4.5% respectively). Over half of respondents who were victims of abuse (57.9%) were aware their assailant had been drinking alcohol, which was up 22.2% since 2012.
- Over one-quarter (26.5%) of respondents had been verbally abused by a stranger or person that they did not know well, which was lower than 2012 (32.0%) but on par with earlier periods. A total of 30.2% 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 4.3% 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 down from the 2012 and 2011 periods, but similar to previous results. From the 17 respondents who stated yes, 4 respondents (23.5%) indicated alcohol had been consumed by their partner or former partner.
- A further 14.5% of respondents identified other crimes committed against themselves, or someone in their household, within the past 12 months. Other crimes mentioned included thefts, youth,

vandalism and bullying. Of the 58 respondents, eight (13.8%) were aware the person in question had been drinking alcohol prior to or during the incident.

- A total of 38 respondents (9.5%) 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 2012 (10.5%), 2011 (14.0%) and 2010 (11.1%).

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

- Awareness of the Community Policing Centre increased slightly in the 2013 survey. A total of 324 respondents (81.0%) were aware there is a Community Policing Centre in the central city area, the second lowest recorded figure in the past seven years, with 2012 (80.3%) being the lowest. The majority (88.9%) of those aware of the Community Policing Centre were able to pinpoint its correct location at the City Focus.
- Just under half of all respondents (46.8%) knew about the City Safe Guardians, with 53.0% not knowing and 0.3% not specifying an answer.
- Of those that know about the Guardians, 59.9% identified them as being very useful or useful (26.2% and 33.7% respectively). A further 13.4% identified them as being of some use and 8.0% as being 'not very useful' or 'not at all useful' (3.7% and 4.3% respectively), while 17.1% of respondents asked did not know.
- More than two-thirds (69.5%) of respondents were aware of CCTV operating in the central city area. This was similar to the level of awareness in 2012 (69.8%) and 2011 (69.8%) but lower than other years with the exception of 2005. Of these, 74.5% believed CCTV to be either 'very useful' or 'useful' in making the central city area safer, an increase from the 73.1% recorded in 2012.
- Most respondents (84.3%) were aware of the liquor ban in effect in the central city, compared to 79.8% in 2012 and 80.5% in 2011. Awareness levels are exhibiting an increasing trend. Of those aware of the liquor ban, 69.2% believed the ban to be 'very useful' or 'useful' in making the central city area safer, a slight decrease from the 2012 results (70.2%).

### **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 (24.0%) (up 0.7% on 2012).
  - Better parenting/support for youth/keeping youth occupied and off the streets (16.5%) (up 4.8% on 2012).
  - Building/street improvement (14.3%) (up 7.5% on 2012).
  - More security (i.e. guards and Maori Wardens) (7.0%) (down 8.3% on 2012).
  - Surveillance (5.8%) (up 4.5% on 2011).
  - Penalties/consequences (5.0%) (down 1.5% on 2012).
- This a year a further analysis was undertaken to highlight more specific themes, illustrating changes respondents would like to see adopted. The most common themes mentioned were:
  - Improved lighting (9.8%)
  - General increase in police presence (8.5%)
  - Increase in foot patrols by police (7.8%)
  - Reduce youth loitering (7.3%)
  - CCTV (5.5%)
  - Something for youth to do (5.0%)

## 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:
  - Road safety/boy racers (15.8%) (up 4.8% from 2012).
  - Types of crimes (other) that should be targeted (12.0%) (up 5.5% from 2012).
  - Better traffic controls (8.5%) (up 2.8% from 2012).
  - Better parenting/support for youth/keeping youth occupied and off the streets (7.8%) (down 5.0% from 2012).
  - More Police/increased police presence/community stations (7.5%) (down 0.5% from 2012).
  - Crimes targeting tourists (5.8%) (down 0.5% from 2012).
- This a year a further analysis was undertaken to highlight more specific themes, illustrating respondents top safety priorities. The most common themes mentioned were:
  - Traffic and road safety (9.0%)
  - Child safety (7.0%)
  - Desired road improvements (6.5%)
  - Increased police presence (6.5%)
  - Tourist safety (6.0%)

## Sample Demographics

- Of the 400 respondents in the sample, 54.5% were female and 45.5% 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 25.3% of respondents were aged 15 to 34 years of age, 40.0% were aged 35 to 54 years, 25.8% were aged 55 to 74 and 9.0% were over 75 years of age.
- Over two-thirds (67.0%) of respondents identified themselves as New Zealand European/Pakeha, followed by New Zealand Maori (29.8%), Asian (5.5%) and Pasifika (2.5%). Another 6.0% specified 'other' ethnicities. Note this is not additive as respondents could specify more than one ethnicity.

## Key Findings

There has been a decrease in residents visiting the CBD daily. More respondents now prefer to visit the CBD weekly.

There is an increasing trend in the number of residents present in the CBD during the night-time.

City Focus and the shops on Pukuatua, Haupapa and Arawa streets are the two places residents felt the most unsafe during the day. At City Focus this was because of the increased number of youth hanging around and at the shops on Pukuatua, Haupapa and Arawa streets this was because of the groups of youth present at, and the over-crowding of the bus stop.

Residents are feeling increasingly safe in their homes at night-time.

Awareness of the Community Policing Centre in the CBD, City Safe Guardians and CCTV are all exhibiting decreasing trends.

When asked what could be done to make Rotorua a safer place, an increase in the number of residents who felt 'we are doing okay now' could be seen. Other increases were the need to tackle youth issues and improvements needed to buildings and streets to make them safer.

When asked what Rotorua's top safety priorities should be, residents named road and traffic safety. Also identified were types of crimes that should be targeted where residents cited child safety and personal safety.



## TABLE OF CONTENTS

FOREWORD .....	1
EXECUTIVE SUMMARY .....	2
1.0 INTRODUCTION .....	9
1.1 Definitions.....	9
2.0 METHODOLOGY .....	11
2.1 Sample Details .....	11
2.2 Questionnaire Development .....	11
2.3 Telephone Surveying Procedure .....	12
2.4 Analysis .....	12
3.0 RESULTS .....	13
3.1 Safety in the Central Business District (CBD).....	13
3.1.1 Overall Perception of Safety in Rotorua's CBD .....	13
3.1.2 Day-time Safety in the CBD.....	15
3.1.3 Night-time Safety in the CBD.....	16
3.2 Vehicle Safety.....	17
3.2.1 Vehicle Safety in the CBD .....	17
3.2.2 Vehicle Safety around Rotorua.....	19
3.3 Safety in the Local Neighbourhood.....	21
3.4 Safety in the Home .....	22
3.5 Safety in Rotorua.....	23
3.6 Personal Experience with Crime.....	24
3.7 Awareness of Crime Reducing Initiatives .....	27
3.7.1 Community Policing Centre .....	27
3.7.2 City Safe Guardians .....	27
3.7.3 Closed Circuit Television Cameras (CCTV) .....	28
3.7.4 Liquor Ban.....	29
3.7.5 Ways to Make Rotorua Safer .....	30
3.7.6 Safety Priorities for Rotorua .....	31
3.8 Sample Demographics .....	35
3.8.1 Gender .....	35
3.8.2 Location of Residence.....	35
3.8.3 Age.....	36
3.8.4 Ethnicity.....	36
4.0 KEY FINDINGS .....	37
5.0 ALCOHOL AND DRUG RELATED RESULTS .....	39
5.1 Alcohol Related Violence/Crime .....	39
5.2 Alcohol and Drug Related Mentions .....	40
APPENDIX ONE: MAP OF CBD, AREA COVERED BY 2003 LIQUOR BAN BYLAW .....	50
APPENDIX TWO: ROTORUA PERCEPTIONS OF SAFETY SURVEY 2013 SURVEY FORM .....	51

## 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 process is a repeat of research undertaken annually from 2005 to 2012.

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 2013, providing comparisons with the annual survey results from 2005 to 2012.

### 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 499 local residents were surveyed via telephone interviews (433 surveys) and online surveys (66 surveys), to establish a total sample of 400 completed surveys stratified to 2006 Census results.

### 2.1 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	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%	26.0%	25.0%	26.3%	21.3%	25.6%	25.9%
▪ South	100	25.0%	25.0%	26.3%	25.0%	25.0%	24.3%	24.7%	24.1%	24.8%
▪ East	100	25.0%	25.0%	24.5%	23.0%	25.0%	24.3%	23.7%	24.8%	24.8%
▪ West	100	25.0%	25.0%	24.3%	27.0%	25.0%	24.3%	30.3%	25.3%	24.4%
Gender										
▪ Male	182	45.5%	46.0%	47.5%	50.0%	49.0%	46.7%	40.5%	39.1%	45.2%
▪ Female	218	54.5%	54.0%	52.5%	50.0%	51.0%	51.9%	58.5%	60.7%	54.8%
Age										
▪ 15 – 34 years	101	25.3%	26.3%	34.0%	31.0%	19.3%	19.1%	17.6%	17.7%	23.8%
▪ 35 – 54 years	160	40.0%	40.8%	38.0%	40.0%	35.3%	37.0%	43.4%	31.5%	35.7%
▪ 55 – 74 years	103	25.8%	24.8%	21.6%	23.0%	33.0%	32.0%	30.7%	38.4%	28.7%
▪ 75+ years	36	9.0%	8.3%	6.5%	6.0%	12.3%	10.9%	7.6%	11.8%	11.9%
Ethnicity**										
▪ NZ European	268	67.0%	71.0%	64.3%	66.0%	71.0%	63.5%	64.0%	63.9%	63.9%
▪ NZ Maori	119	29.8%	29.5%	34.0%	30.0%	24.8%	30.3%	32.1%	30.7%	28.9%
▪ Pacifica	10	2.5%	3.3%	5.5%	2.0%	2.3%	1.2%	0.6%	0.7%	2.1%
▪ Asian	22	5.5%	4.0%	2.8%	3.0%	1.5%	3.2%	0.8%	0.5%	2.1%
▪ Other	24	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.

### 2.2 Questionnaire Development

The questionnaire for the telephone survey was similar to that used in the previous Rotorua District Perceptions of Safety Survey, 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 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.

### **2.4 Analysis**

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 more of an issue when trying to sample groups such as young people and those of Māori ethnicity.

In order to help address this problem, for the 2013 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 66 completed surveys. From these 66 surveys, data from 50 online surveys were from traditionally hard-to target groups, such as youth and Māori. These 50 were combined with the telephone surveys to generate the stratified sample of 400 Rotorua residents, matched to the 2006 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 2006 Census night. The overall sample of telephone surveys and usable online surveys was stratified based on gender, ward, ethnicity and age groupings of the 2006 Census results to ensure an accurate reflection of the views of Rotorua's population. Most stratified areas were close enough to the make-up of the 2006 Census to ensure that the results 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.

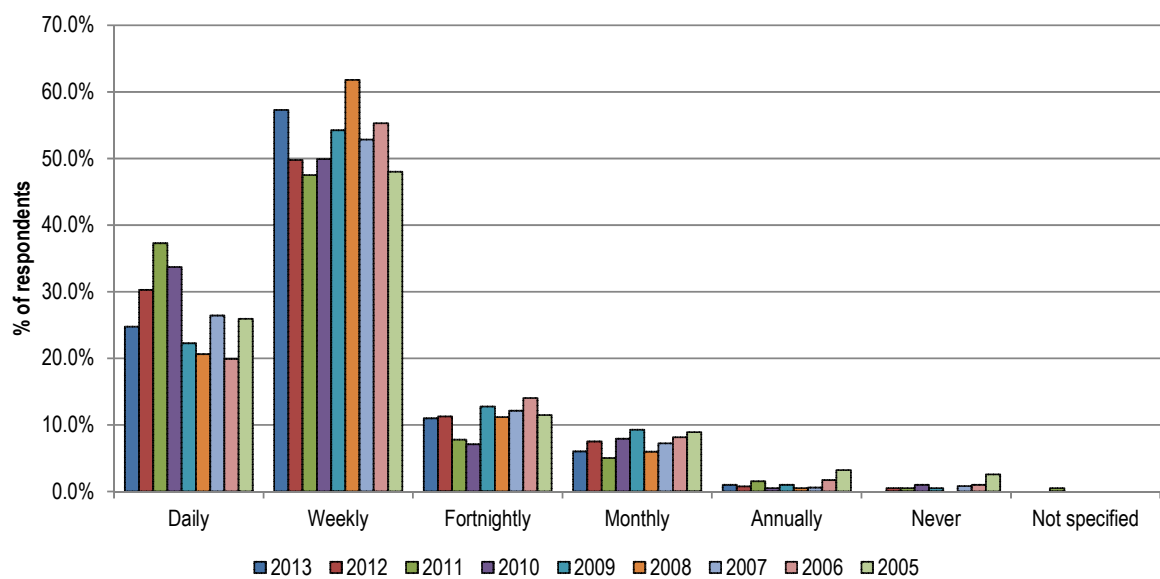
A detailed analysis of the survey results has been provided in Appendix 3.

## 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 (24.8%) visited the CBD daily and over half of the respondents (57.3%) visited on a weekly basis. A further 44 respondents (11.0%) visited fortnightly, 24 respondents (6.0%) visited monthly and 1.0% visited annually. No respondents stated they never visit the CBD. The 2013 results show a lower percentage of respondents visiting the CBD on a daily basis (24.8%) compared to 2012 (30.3%), 2011 (37.3%) and 2010 (33.7%) representing a decreasing trend of respondents visiting the CBD daily. 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

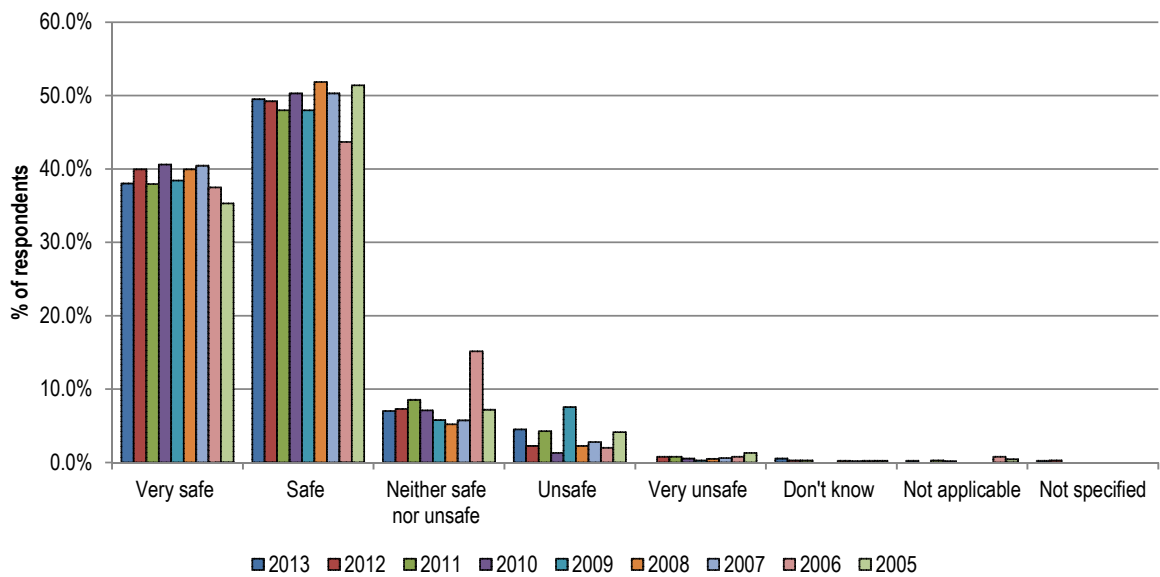


#### 3.1.1 Overall Perception of Safety in Rotorua’s CBD

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

During the day-time, the majority (87.5%) of respondents stated they felt either ‘very safe’ or ‘safe’. When compared with results of 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 2013 results are on par with earlier years (refer to Figure 2). A further 7.0% of respondents stated they felt ‘neither safe nor unsafe’. A total of 18 respondents (4.5%) stated ‘unsafe’ and no respondents stated they felt ‘very unsafe’ in the CBD during the daytime. These results were similar to the 2012 results.

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

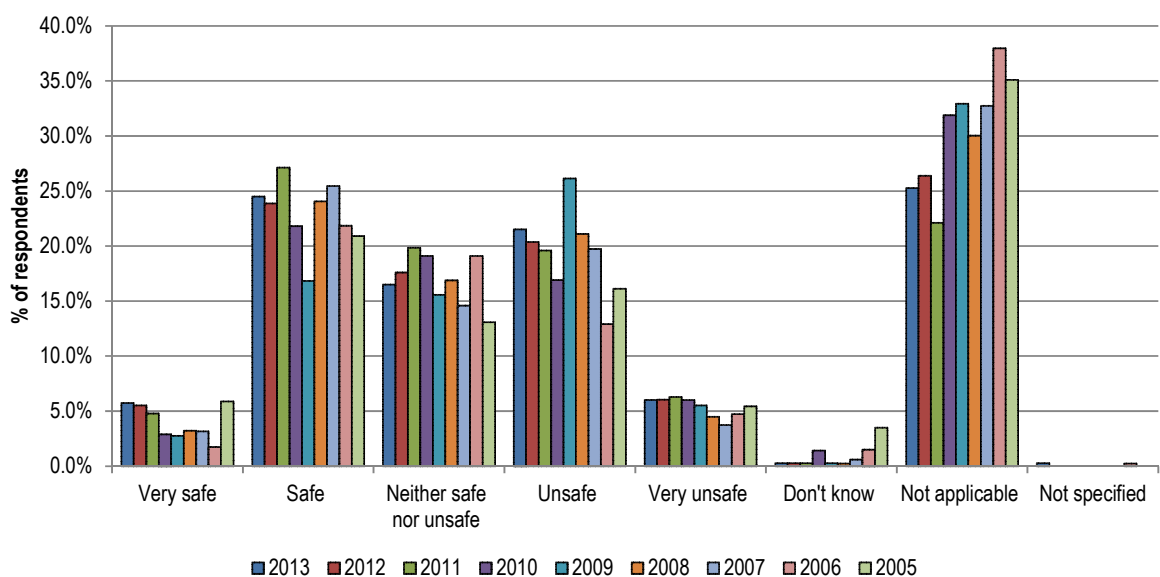


Feelings of safety in the CBD during the night-time remained relatively constant in 2013, with 30.3% of respondents stating they felt 'very safe' or 'safe'. This compared with 29.4% in 2012 and 31.9% in 2011 and all were up from 24.7% in 2010.

Over one-quarter (27.5%) of respondents gave a negative safety rating in 2013; with 21.5% stating they felt 'unsafe' and 6.0% stating 'very unsafe' (refer to Figure 3). The number of respondents that gave a negative safety rating increased from the 2012 results (26.4%), 2011 results (25.9%) and 2010 results (22.9%) highlighting an increasing trend. A further 16.5% of respondents stated they felt 'neither safe nor unsafe' in the 2013 survey.

In 2013, 101 respondents (25.3%) stated that they did not visit the CBD during night-time hours.

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



### 3.1.2 Day-time Safety in the CBD

The 350 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 (45.4% of respondents who gave a positive safety rating), though this figure dropped from 47.0% in 2012, 50.4% in 2011 and 61.4% in 2010. The second highest factor was 'light' (23.4%) which increased from the 2012 result (18.6%). 'Presence of police' (18.3%) decreased from its corresponding result in 2012 of 19.2% while 'security cameras' (4.3%) remained constant compared to the 2012 results (4.5%).

A further 190 respondents (54.3%) specified other factors. The most frequently mentioned other factors were "don't have any reason to feel unsafe" (46.8% of other respondents), "able bodied/confident" (11.6% of other respondents), "good visibility/open area/light" (11.1% of other respondents) and "Maori wardens/security guards" (11.1% of other respondents).

The number of respondents who gave a negative safety rating increased from 2012 results (4.5% in 2013 compared to 3.0% in 2012) 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, 17 respondents stated unsafe areas, the highest being City Focus (2.8% of the total sample) up from 0.8% in the 2012 results. The second highest location, the shops on Pukuatua, Haupapa and Arawa streets, also rose by 2.0% from 0.3% of the total sample in 2012 to 2.3% in 2013 (refer to Table 2), with many respondents referencing the bus stop on Pukuatua Street. A further 1.5% of the total sample specified the Rotorua Centre Mall. 'I feel unsafe everywhere in the CBD' accounted for 0.5% of responses. City Focus; shops on Pukuatua, Haupapa and Arawa streets and the Rotorua Central Mall all increased from the previous survey round in regards to stated unsafe areas.

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

	Number	2013		2012	2011	2013/2012	2012/2011
		Percent	% tot sample	% tot sample	% tot sample	change	change
City Focus	11	64.7%	2.8%	0.8%	1.7%	2.0%	-1.0%
Shops on Pukuatua, Haupapa and Arawa streets	9	52.9%	2.3%	0.3%	1.5%	2.0%	-1.2%
Rotorua Central Mall	6	35.3%	1.5%	0.8%	1.2%	0.8%	-0.5%
I feel unsafe everywhere in the CBD	2	11.8%	0.5%	0.3%	1.0%	0.3%	-0.7%
Kuirau Park	2	11.8%	0.5%	0.5%	0.7%	0.0%	-0.2%
The park areas	2	11.8%	0.5%	0.3%	0.2%	0.3%	0.0%
Eat Street (and/or central city bars and clubs)	2	11.8%	0.5%	0.0%	0.2%	0.5%	-0.2%
Lake Front	1	5.9%	0.3%	0.0%	0.2%	0.3%	-0.2%
Polynesian Spa	1	5.9%	0.3%	0.0%	0.0%	0.3%	0.0%
Shops on Eruera and Hinemoa streets	1	5.9%	0.3%	0.0%	0.2%	0.3%	-0.2%
Shops on or near Tutanekai Street	1	5.9%	0.3%	0.3%	1.0%	0.0%	-0.7%
Sulphur Point	1	5.9%	0.3%	0.3%	0.5%	0.0%	-0.2%
Don't know	0	0.0%	0.0%	0.3%	0.0%	-0.3%	0.3%
Government Gardens	0	0.0%	0.0%	0.0%	0.5%	0.0%	-0.5%
Museum	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	1	5.9%	0.3%	1.3%	0.7%	-1.0%	0.5%
Not specified	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sample</b>	<b>17</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. Reasons for feeling unsafe at shops on Pukuatua, Haupapa and Arawa streets included 'too crowded with young hoods' and 'tension in the air – feel something about to blow up'. Reasons for feeling unsafe at Rotorua Central Mall included 'undesirables'.



### 3.1.3 Night-time Safety in the CBD

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

The 121 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 (42.1%), light (29.8%), the presence of police (14.9%) and security cameras (10.7%).

A total of 71 respondents (58.7%) specified other factors that make them feel safe at night-time. The most common factors identified were 'with other people' (18.2% of the total sample who gave positive safety ratings), 'don't have any reason to feel unsafe' (11.6%) and 'avoid bad areas' (8.3%).

The 110 respondents who gave a negative safety rating (27.5% of the total) were asked if there are particular areas of the CBD where they felt most unsafe during the night time; 89 people (80.9%) stated 'yes'. This was an increase of 3.8% from the 2012 results which showed a significant decrease from the previous 2011 survey to sit at 77.1%.

Of the respondents who specified unsafe areas, 6.8% of total respondents felt unsafe everywhere in the CBD during the night time. This was an increase from the 2012 result where only 2.5% who felt unsafe everywhere in the CBD. Areas specified as most unsafe in 2013 included Kuirau Park (10.0% of the total sample), City Focus (8.3% of the total sample), the shops on Pukuatua, Haupapa and Arawa Streets (7.3%) and the shops on Eruera and Hinemoa streets (6.8%) (refer to Table 3). The shops on Eruera and Hinemoa streets had the highest increase, increasing 5.0% from 1.8% of the total sample in 2012. Eat Street showed an improvement with the figure dropping 1.8% from 4.5% of the total sample in 2012 to 2.8% this year.

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

	2013			2012	2011	2013/2011	2012/2011
	Number	Percent	% tot sample	% tot sample	% tot sample	change	change
Kuirau Park	40	44.9%	10.0%	7.5%	10.6%	2.5%	-3.0%
City Focus	33	37.1%	8.3%	7.3%	4.0%	1.0%	3.3%
Shops on Pukuatua, Haupapa and Arawa streets	29	32.6%	7.3%	4.5%	7.5%	2.7%	-3.0%
I feel unsafe everywhere in the CBD	27	30.3%	6.8%	2.5%	5.0%	4.2%	-2.5%
Shops on Eruera and Hinemoa streets	27	30.3%	6.8%	1.8%	3.3%	5.0%	-1.5%
Lake Front	16	18.0%	4.0%	3.8%	4.3%	0.2%	-0.5%
Sulphur Point	12	13.5%	3.0%	1.5%	4.0%	1.5%	-2.5%
The park areas	12	13.5%	3.0%	1.8%	3.3%	1.2%	-1.5%
Rotorua Central Mall	11	12.4%	2.8%	2.0%	4.0%	0.7%	-2.0%
Eat Street (and/or central city bars and clubs)	11	12.4%	2.8%	4.5%	2.0%	-1.8%	2.5%
Government Gardens	9	10.1%	2.3%	1.8%	4.0%	0.5%	-2.3%
Shops on or near Tutanekai Street	7	7.9%	1.8%	2.0%	1.0%	-0.3%	1.0%
Museum	1	1.1%	0.3%	0.3%	0.5%	0.0%	-0.3%
Polynesian Spa	1	1.1%	0.3%	0.0%	0.5%	0.3%	-0.5%
Don't know	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	14	15.7%	3.5%	3.8%	4.0%	-0.3%	-0.3%
Not specified	0	0.0%	0.0%	0.0%	1.5%	0.0%	-1.5%
<b>Sample</b>	<b>89</b>	<b>100.0%</b>					

Note: Not additive as respondents could identify multiple locations.

Reasons for feeling unsafe in the Kuirau Park area during the night time included 'bad reputation', 'poor lighting', the presence of 'undesirable people', and 'lack of people'. Kuirau Park was identified as an unsafe place at night by more people in the 2013 survey than in 2012.

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 again considered less safe than in the 2012 survey.

Reasons for feeling unsafe in shops on Pukuatua, Haupapa and Arawa streets areas during the night time included ‘badly lit’ and ‘not enough people’. This area also was considered less safe than in the 2012 survey.

Reasons for feeling unsafe in shops on Eruera and Hinemoa streets during the night time included ‘badly lit’, ‘isolated’, ‘too many bars’ and ‘dark’. This area was considered less safe than in the 2012 survey.

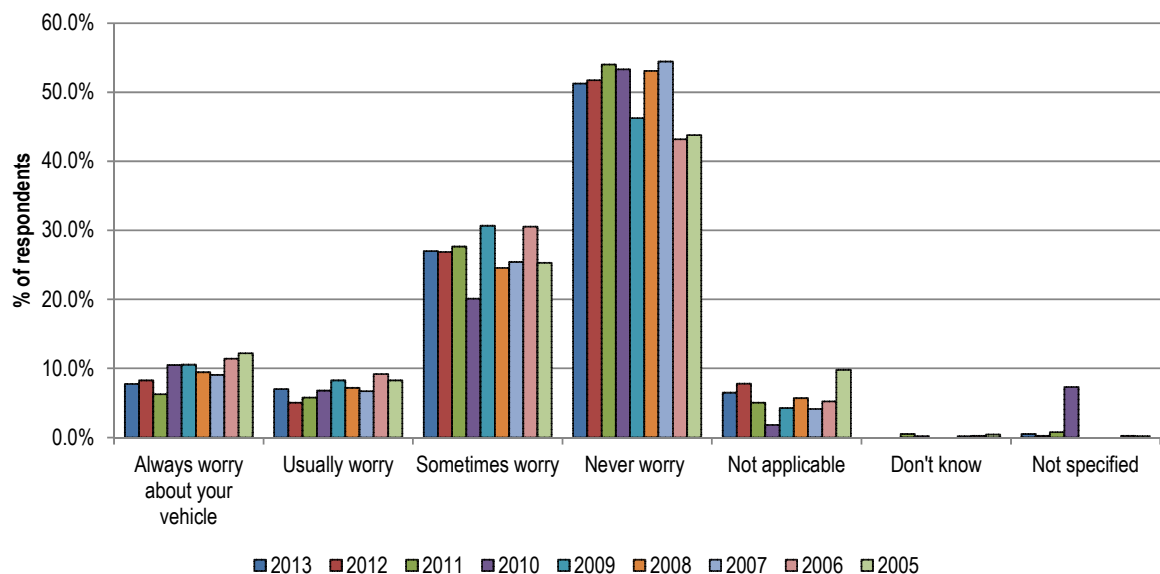
## 3.2 Vehicle Safety

### 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.

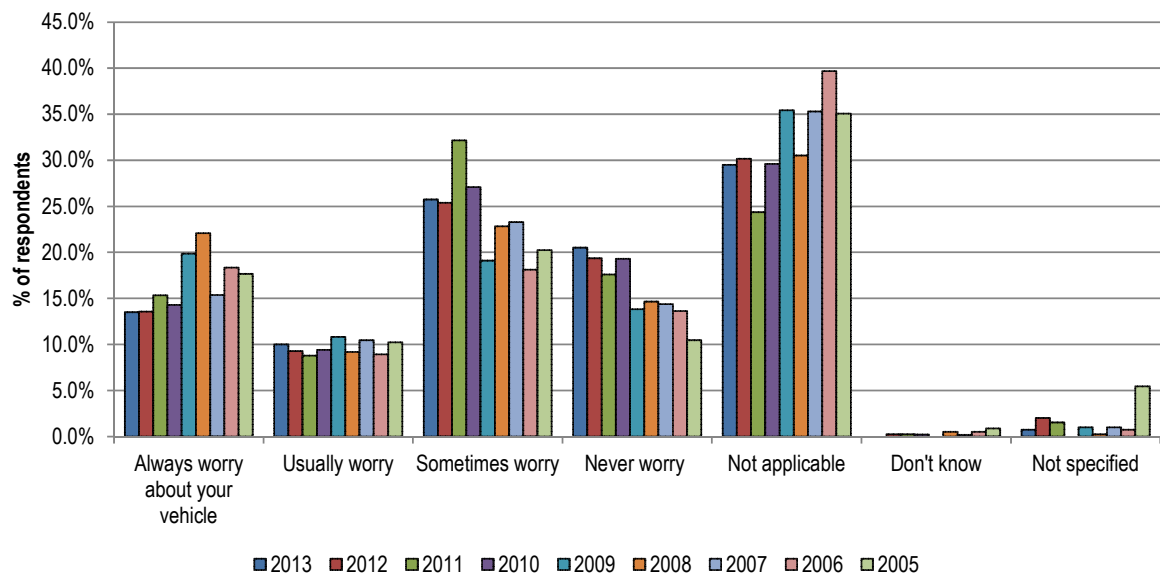
During the day-time, 14.8% stated that they ‘always worry’ or ‘usually worry’ (7.8% and 7.0% respectively) about their vehicle, (refer to Figure 4). This was a higher level of worry from 2012 (13.3%) and 2011 (12.1%), but was lower than 2010 (17.3%), 2009 (18.8%), 2008 (16.6%), 2007 (15.8%), 2006 (20.6%) and 2005 (20.5%). A further 27.0% stated that they ‘sometimes worry’, while over half of respondents (51.3%) ‘never worry’. A total of 26 respondents (6.5%) indicated they did not park in the CBD during the day-time (compared with 7.8% in 2012).

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-fourth of respondents (23.5%) stated that they ‘always worry’ or ‘usually worry’ (13.5% and 10.0% respectively). A further 25.8% stated that they ‘sometimes worry’, while 20.5% stated that they ‘never worry’, a slight increase of 1.2% from 2012. Nearly a third of respondents (29.5%) did not park in the CBD during the night time.

More than one-half of respondents (61.3%) felt there are unsafe places to park their vehicle within the central city area, which was similar from 2012 (61.6%), 2011 (64.1%) and 2010 (62.8%). A further 16.5% felt there were no unsafe areas to park, a decrease of 3.1% from 2012. There were 87 respondents (21.8%) who said they did not know.

Places which respondents selected as being most unsafe to park a vehicle in the CBD included Kuirau Park (29.0% of respondents who identified unsafe places to park), the Lake Front (14.3%), the Government Gardens (13.5%) and Sulphur Point (10.5%), (refer to Table 4).

In 2013, the places identified as most unsafe to park were similar to the 2012 and 2011 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, Rangioru 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

	2013			2012	2011	2013/2012	2012/2011
	Number	Percent	% tot sample	% tot sample	% tot sample	change	change
Kuirau Park	116	47.3%	29.0%	28.9%	26.9%	0.1%	2.0%
Lake Front	57	23.3%	14.3%	12.6%	13.8%	1.7%	-1.3%
Government Gardens	54	22.0%	13.5%	15.8%	16.1%	-2.3%	-0.3%
Sulphur Point	42	17.1%	10.5%	13.6%	12.8%	-3.1%	0.8%
Shops on Pukuatua, Haupapa and Arawa streets	38	15.5%	9.5%	4.5%	7.8%	5.0%	-3.3%
It is unsafe to park everywhere in the CBD	35	14.3%	8.8%	2.3%	5.5%	6.5%	-3.3%
Shops on Eruera and Hinemoa streets	32	13.1%	8.0%	4.5%	5.0%	3.5%	-0.5%
Rotorua Central Mall	28	11.4%	7.0%	7.5%	9.5%	-0.5%	-2.0%
Polynesian Spa	27	11.0%	6.8%	8.0%	6.5%	-1.3%	1.5%
City Focus/Post Office	14	5.7%	3.5%	1.3%	2.5%	2.2%	-1.3%
Museum	14	5.7%	3.5%	4.5%	3.8%	-1.0%	0.8%
The park areas	13	5.3%	3.3%	3.3%	4.3%	0.0%	-1.0%
Eat Street (and/or central city bars and clubs)	9	3.7%	2.3%	2.0%	1.5%	0.2%	0.5%
Shops on or near Tutanekei Street	7	2.9%	1.8%	0.8%	0.8%	1.0%	0.0%
Don't know	5	2.0%	1.3%	0.8%	1.8%	0.5%	-1.0%
Other	54	22.0%	13.5%	17.8%	16.6%	-4.3%	1.3%
Not specified	6	2.4%	1.5%	4.3%	4.3%	-2.8%	0.0%
<b>Sample</b>	<b>245</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, poor lighting/darkness and a dangerous place.

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

Reasons for feeling unsafe at the Government Gardens included being isolated, having low foot traffic and poor lighting.

Reasons for feeling unsafe at Sulphur Point included being isolated, poor lighting, and no police/security presence.

### 3.2.2 Vehicle Safety around Rotorua

Over half of the respondents (52.0% or 208 people) felt that there were other areas around Rotorua that were unsafe places to park a vehicle in, ie, non CBD areas. This was 5.5% lower than the 2012 figure of 57.5%, and the lowest result recorded in the research period. A total of 15.5% of respondents felt there were no unsafe places to park in areas outside the CBD (compared with 18.8% in 2012) and a further 129 respondents (32.3%) did not know, 10.5% higher than 2012 (21.8%).

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) (18.3%), Okere Falls (16.3%), the Redwood Forest car park (16.3%) and Kerosene Creek (13.0%), (refer to Table 5). The same locations have been identified since 2005 as being most unsafe to park (in varying orders).

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

	2013		2012	2011	2013/2012	2012/2011
	Number	Percent	Percent	Percent	change	change
Blue/Green Lake	38	18.3%	17.4%	16.7%	0.9%	0.7%
Okere Falls	34	16.3%	12.2%	12.8%	4.2%	-0.6%
The Redwood Forest carpark	34	16.3%	18.3%	14.1%	-1.9%	4.2%
Kerosene Creek	27	13.0%	13.9%	9.7%	-0.9%	4.2%
Rainbow Mountain	9	4.3%	5.2%	4.0%	-0.9%	1.3%
Fenton Street (motel area)	7	3.4%	1.7%	0.9%	1.6%	0.9%
Waipa	4	1.9%	2.2%	1.8%	-0.3%	0.4%
Aquatic Centre	2	1.0%	2.6%	4.4%	-1.6%	-1.8%
Waste Water Motors (private car sales yard on Te Ngae Rd)	1	0.5%	1.3%	0.4%	-0.8%	0.9%
Airport	0	0.0%	0.4%	0.0%	-0.4%	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	132	63.5%	65.2%	64.3%	-1.8%	0.9%
Not specified	4	1.9%	3.5%	4.0%	-1.6%	-0.5%
<b>Sample</b>	<b>208</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 132 respondents (63.5% 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' (36.1% of the total sample), (refer to Table 6). Other locations mentioned were 'lakes including boat ramps (7.7% of total sample), 'tourist attractions/places where tourists are' (6.7%) and 'isolated car parks (4.3%)'. A further 3.4% identified anywhere in Rotorua as being unsafe to park a car.

Table 6 – Other locations specified around the Rotorua District

	Number	Percent	% tot samp.
Specific Rotorua suburbs/streets/locations	75	56.8%	36.1%
Lakes (boat ramps)	16	12.1%	7.7%
Tourist attractions/places where Tourists are	14	10.6%	6.7%
Isolated carparks	9	6.8%	4.3%
Anywhere in Rotorua	7	5.3%	3.4%
Unlit areas	7	5.3%	3.4%
Ngongotaha	6	4.5%	2.9%
Curbside parking	5	3.8%	2.4%
Parks/reserves	5	3.8%	2.4%
Rural areas	5	3.8%	2.4%
Walking tracks	5	3.8%	2.4%
Rotorua facilities and sports facilities	4	3.0%	1.9%
Supermarket carparks	1	0.8%	0.5%
Other	6	4.5%	2.9%
<b>Sample</b>	<b>132</b>		<b>208</b>

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

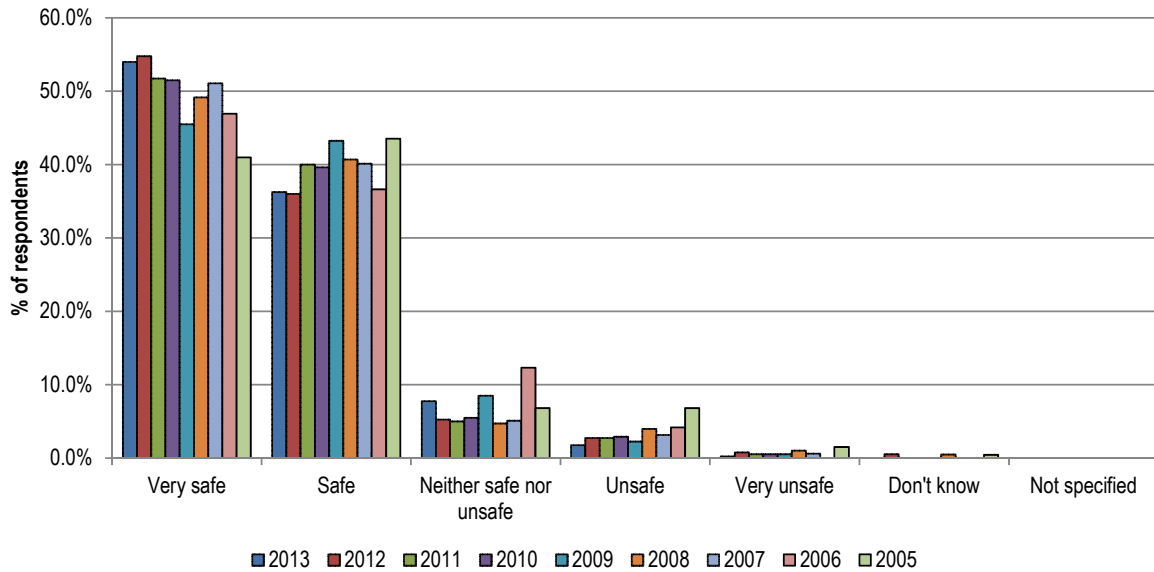
Note: % tot samp. Is the percentage out of the entire question (ie, 208 respondents)

### 3.3 Safety in the Local Neighbourhood

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

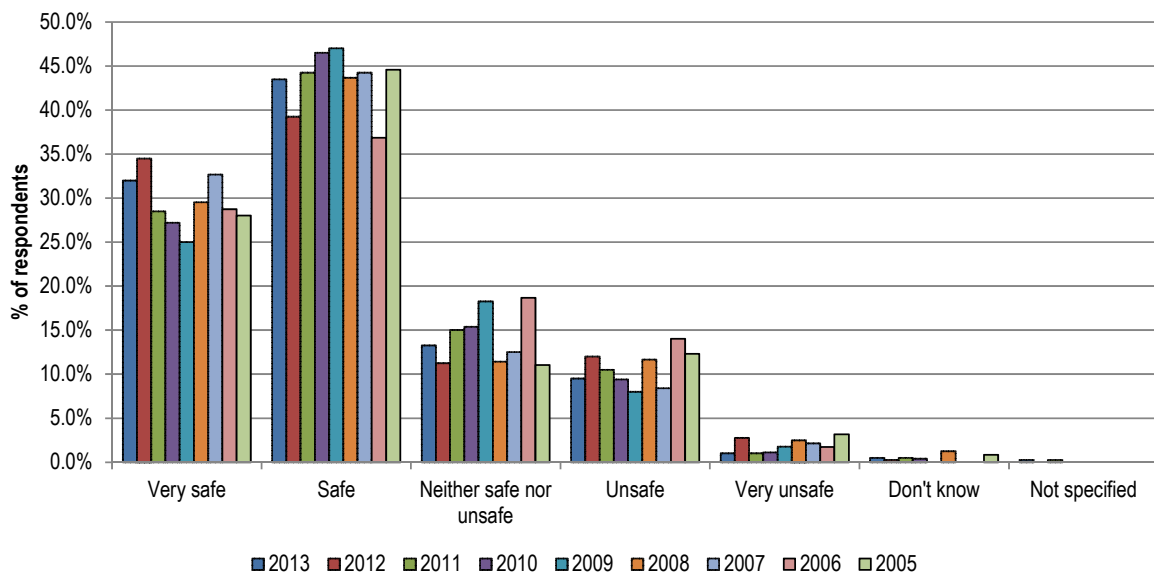
During the day time, the majority of respondents (90.3%) felt either 'very safe' or 'safe' in their local neighbourhood (54.0% and 36.3% respectively), a similar figure to 2012 (90.8%), 2011 (91.8%) and 2010 (91.1%), (refer to Figure 6). A further 7.8% stated that they felt 'neither safe nor unsafe', while 1.8% 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; three-quarters of respondents (75.5%) felt either 'very safe' or 'safe' (32.0% and 43.5% respectively) during the night time. These results were up slightly compared with results from 2012 (73.8%) and 2011 (72.8%). A further 13.3% of respondents felt 'neither safe nor unsafe', (refer to Figure 7). Those that felt either 'unsafe' or 'very unsafe' (10.5%), 9.5% and 1.0%, decreased when compared with results from 2012 (14.8%).

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

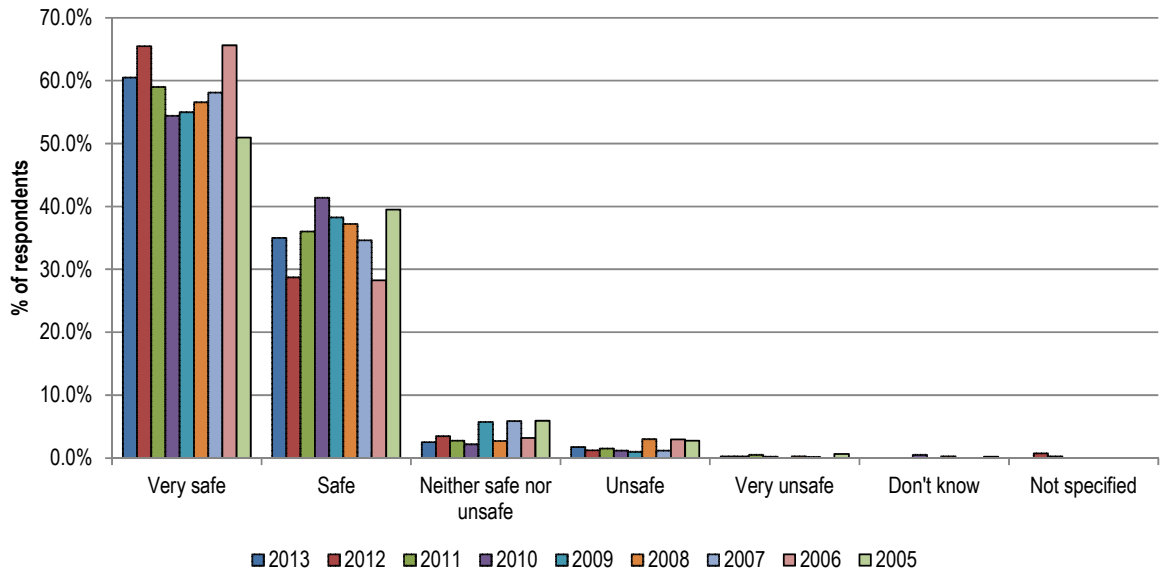


### 3.4 Safety in the Home

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

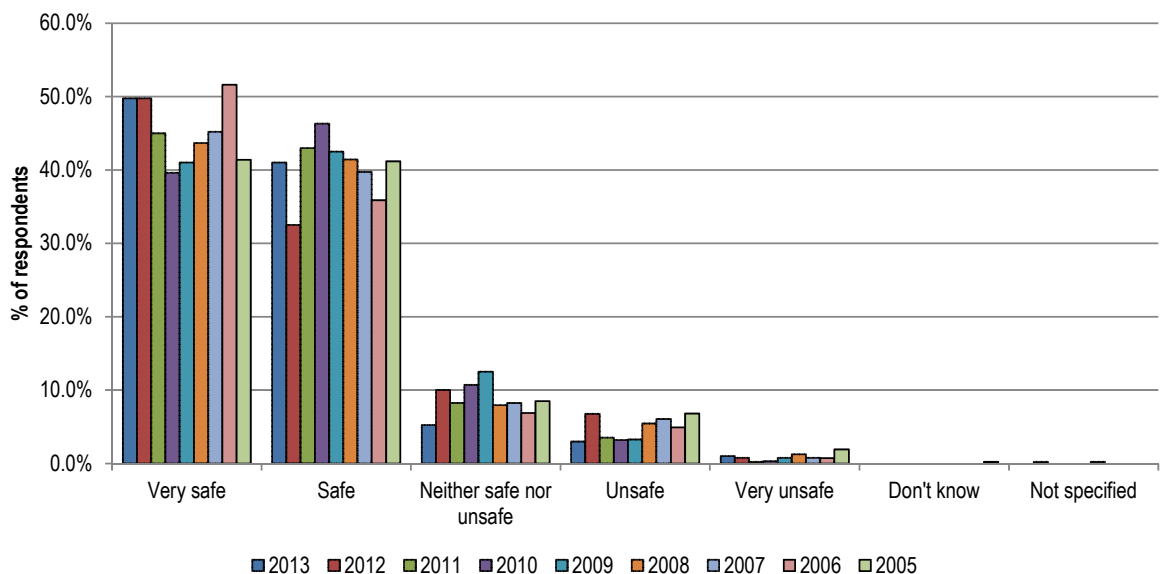
During the day time, 95.5% of respondents felt either 'very safe' or 'safe' in their own home (60.5% and 35.0% respectively), similar to the results of 2012 (94.3%) and 2011 (95.0%). A further 2.5% stated that they felt 'neither safe nor unsafe', 1.8% stated they felt 'unsafe', and one respondent (0.3%) 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 90.8% of respondents feeling either 'very safe' or 'safe' (49.8% and 41.0% respectively), an increase from 2012 (82.3%), 2011 (88.0%), 2010 (85.9%), 2009 (83.5%), 2008 (85.1%), 2007 (84.9%), 2006 (87.5%) and 2005 (82.6%). A further 5.3% of respondents stated that they felt 'neither safe nor unsafe' while only 3.0% stated 'unsafe' and four respondents (1.0%) felt 'very unsafe' (refer to Figure 9).

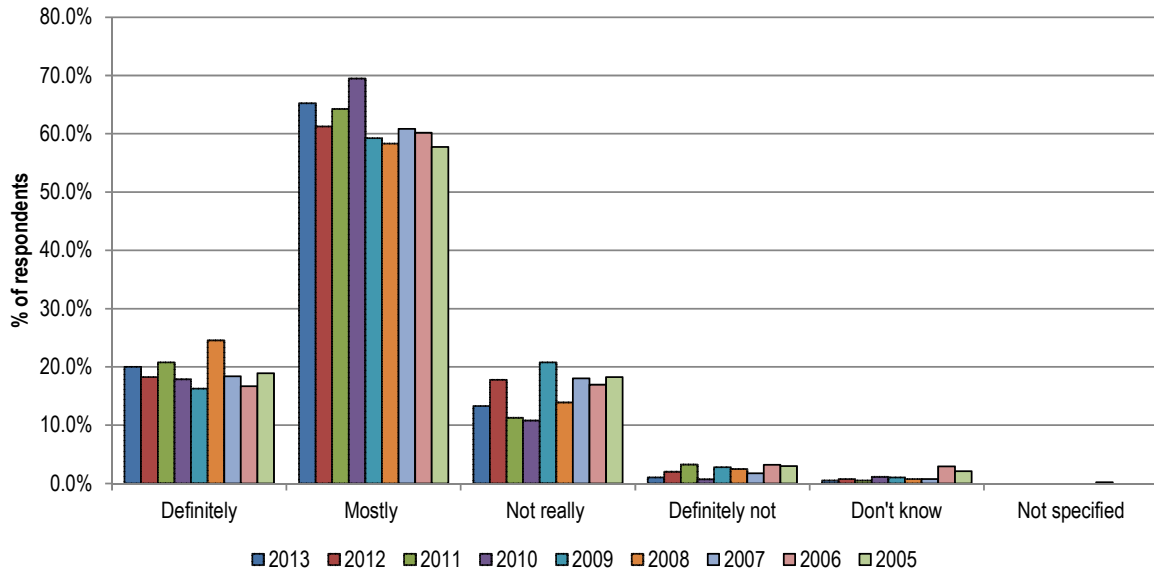
Figure 9 – Respondents' perceptions of safety in their home during the night time



### 3.5 Safety in Rotorua

When asked if Rotorua is generally a safe place to live, 341 respondents (85.3%) identified ‘definitely’ or ‘mostly’ (20.0% and 65.3% respectively). This was an increase from 2012 (79.5%), but similar to 2011 (85.0%) and 2010 (87.4%), (refer to Figure 10). A further 13.3% of respondents identified ‘not really’, four respondents stated ‘definitely not’ (1.0%), while two respondents (0.5%) ‘did not know’.

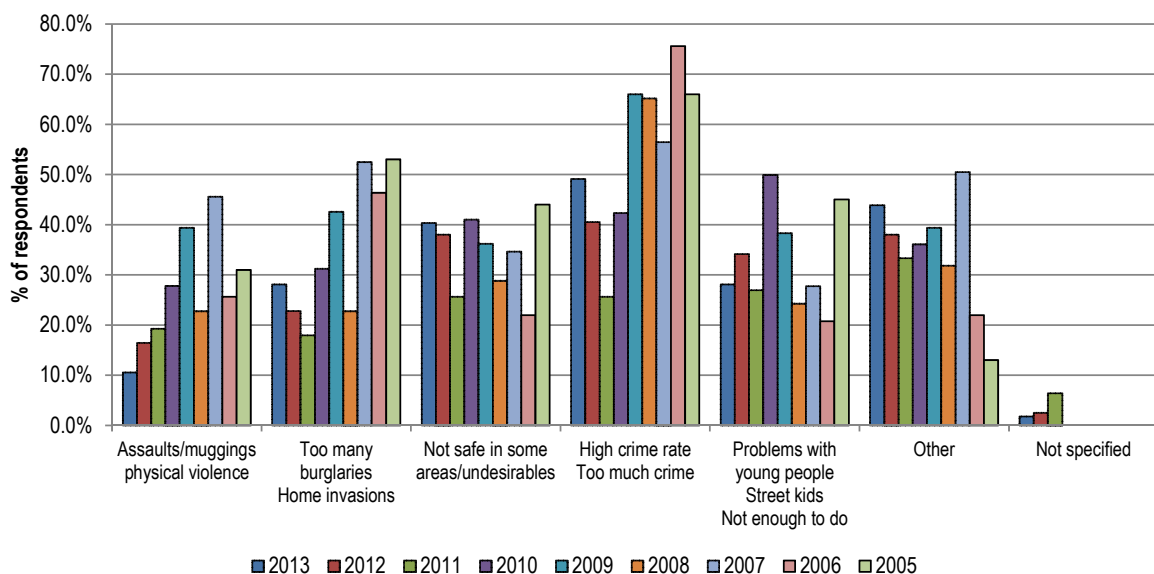
Figure 10 – Is Rotorua generally a safe place to live?



The 57 respondents (14.3% of the total sample) who responded Rotorua is ‘not really’/‘definitely not’ a safe place to live gave reasons including the ‘high crime rate’ (49.1% of those who don’t feel safe), ‘not being safe in some areas’ (40.4%), ‘too many burglaries/home invasions’ (28.1%) and ‘problems with young people/street kids/not enough to do’ (28.1%). A further reason specified was ‘assaults, muggings and physical violence’ (10.5%), (refer to Figure 11).

Other reasons for feeling unsafe were identified by 25 respondents (43.9% of those who don’t feel safe). These included ‘drug and alcohol issues’, ‘gangs’, and ‘violence’.

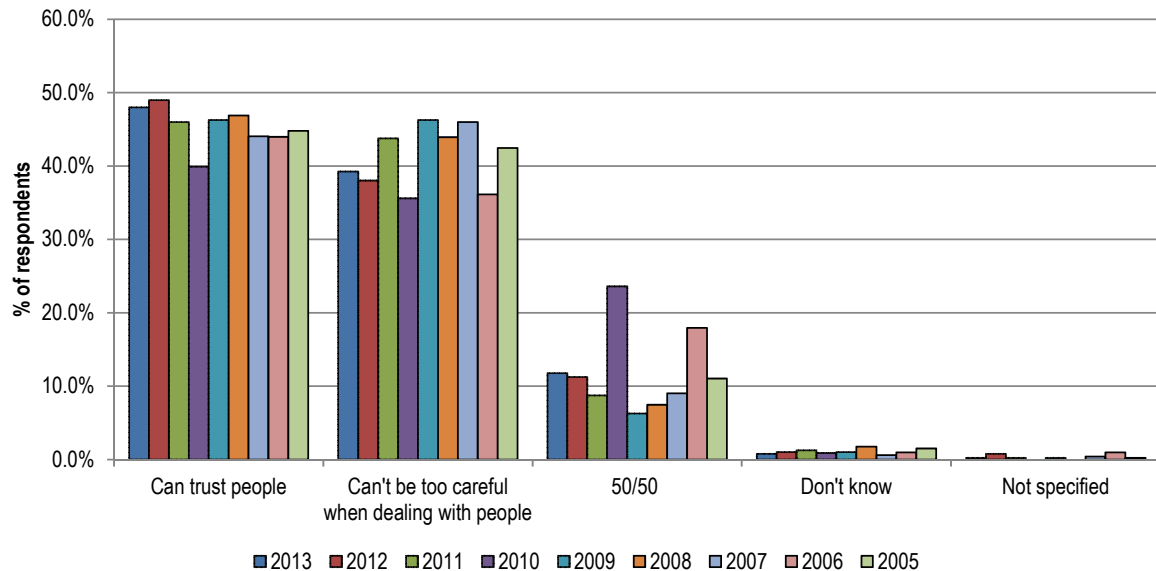
Figure 11 – Reasons for Rotorua being rated as ‘not really’ or ‘definitely not’ a safe place to live





When asked about trusting other people, 48.0% of respondents that they 'can trust people', a slight decrease on the 2012 result (49.0%), but an increase on the 2011 result (46.0%), 2010 result (39.9%), 2009 result (46.3%), 2008 result (46.9%), 2007 result (44.0%), 2006 result (44.0%) and 2005 result (44.8%), (refer to Figure 12). A further 39.3% of respondents stated 'you can't be too careful when dealing with people'. The number of respondents who could not make a distinction was 11.8%. A further 1.0% 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 2012) (refer to Table 7).

A total of 9.8% 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 2012 (11.0%) and 2011 (11.0%). Also, 12.8% of respondents identified that they, or someone in their household, had had items stolen from their vehicle. This was down from the 18.5% in 2012 and was the second lowest of all previous periods.

The number of respondents who have experienced someone gaining entry into their home or garage without permission in the past 12 months increased from 12.3% in 2012 to 13.8% in 2013.

Regarding theft of items respondents were carrying, 2.5% had been a victim to theft (or attempted theft), down slightly from the 3.3% in 2012, but up slightly from the 2.0% in 2011.

Strangers had physically abused 4.8% of respondents over the past 12 months (ie, hit, kicked or punched them or used other violence against them). This was an increase from 2012 (3.5%) but down from 2011 (7.0%) and on par with the 2010, 2009 and 2008 periods (4.4%, 4.3% and 4.5% respectively). Over half of respondents who were victims of abuse (57.9%) were aware their assailant had been drinking alcohol, up 22.2% since 2012.

Over one-quarter (26.5%) of respondents had been verbally abused by a stranger or person that they did not know well, lower than 2012 (32.0%) but on par with earlier periods. A total of 30.2% 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 4.3% 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 down slightly from the 2012 and 2011 periods, but similar to previous results. From the 17 respondents who responded yes, 4 respondents (23.5%) indicated alcohol had been consumed by their partner/former partner.

A further 14.5% of respondents identified other crimes committed against themselves, or someone in their household, within the past 12 months. Other crimes mentioned included thefts, youth, vandalism and bullying. Of the 58 respondents, eight (13.8%) were aware the person in question had been drinking alcohol prior to or during the incident.

A total of 38 respondents (9.5%) reported that they had witnessed, or been a victim of a crime that they had not reported to the police. This was slightly lower than 2012 (10.5%), 2011 (14.0%) and 2010 (11.1%).

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

	2013	2012	2011	2010	2009	2008	2007	2006	2005
Have you or anyone else in your household had their vehicle, bike or motorcycle stolen?	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)?	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?	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%	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?	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?	26.5%	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?	4.3%	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?	14.5%	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?	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

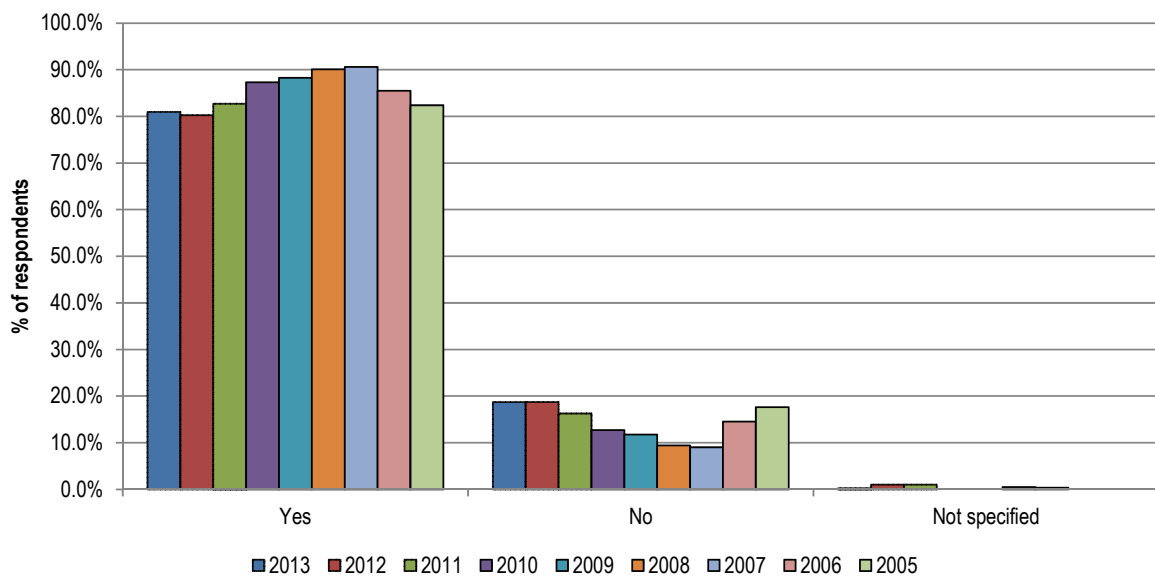
### 3.7 Awareness of Crime Reducing Initiatives

#### 3.7.1 Community Policing Centre

Awareness of the Community Policing Centre increased slightly in the 2013 survey. A total of 324 respondents (81.0%) were aware there is a Community Policing Centre in the central city area, the second lowest recorded figure in the past seven years, with 2012 (80.3%) being the lowest (refer to Figure 13).

The majority (88.9%) of those aware of the Community Policing Centre in the central city area were able to pinpoint its correct location at the City Focus (with some respondents stating “by the sails”). Other areas incorrectly identified included Fenton Street (2.5% of those that were aware of a Community Policing Centre) and Malfroy Road (0.3%). A further 3.1% stated they did not know where the Community Policing Centre was located.

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

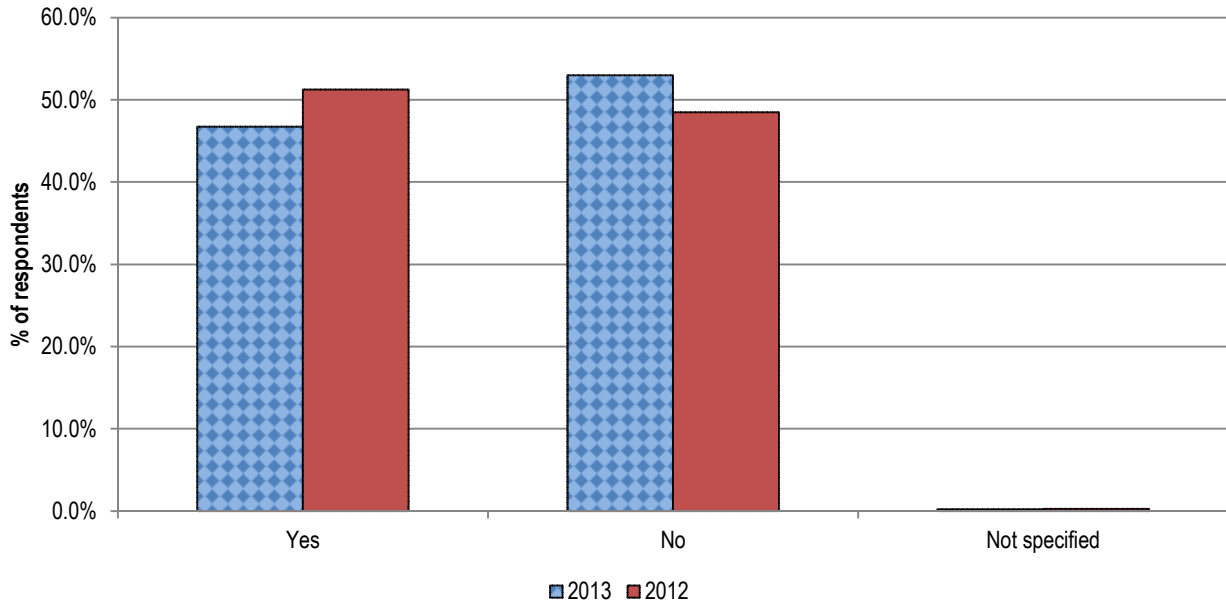


#### 3.7.2 City Safe Guardians

Just under half of all respondents (46.8%) knew about the City Safe Guardians, with 53.0% not knowing and 0.3% not specifying an answer, (refer to Figure 14).

Of those that know about the Guardians, 59.9% identified them as being very useful or useful (26.2% and 33.7% respectively). A further 13.4% identified them as being of some use and 8.0% as being ‘not very useful’ or ‘not at all useful’ (3.7% and 4.3% respectively), while 17.1% of respondents answered ‘did not know’.

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

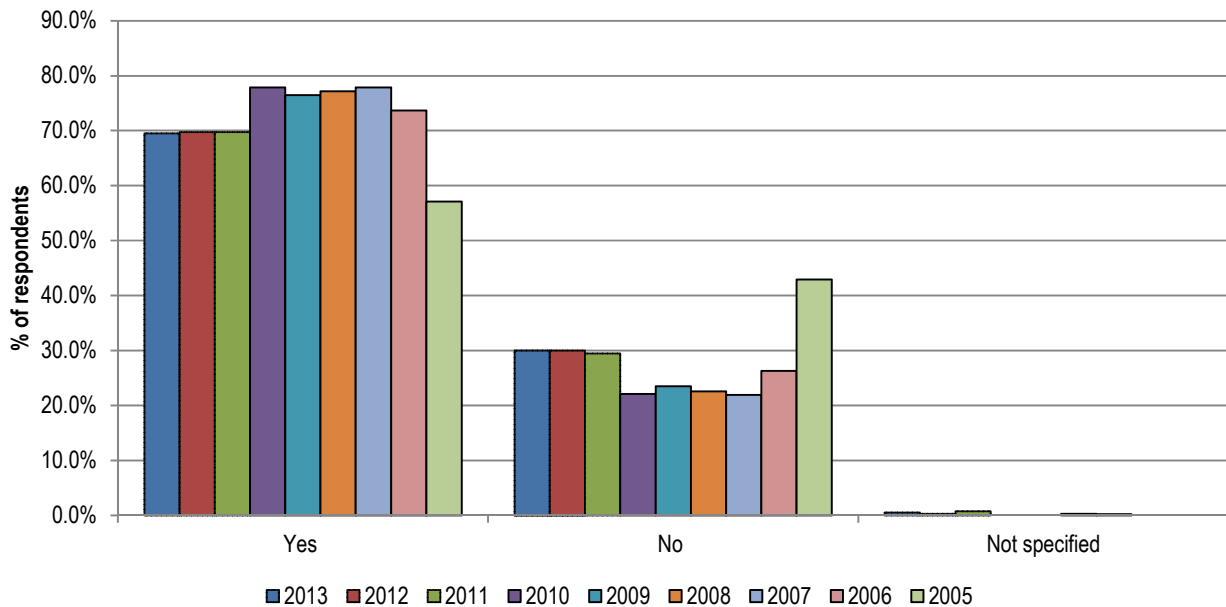


**3.7.3 Closed Circuit Television Cameras (CCTV)**

More than two-thirds of respondents (69.5%) were aware of CCTV operating in the central city area. This was on par with 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%) and 2006 (73.7%) results (refer to Figure 15).

Of these respondents, 74.5% believed CCTV to be ‘very useful’ or ‘useful’ in making the central city area a safer place. This compares to 73.1% in 2012, 73.8% in 2011, 69.2% in 2010, 72.2% in 2009, 75.6% in 2008, 70.9% in 2007, 77.0% in 2006 and 69.1% in 2005. A further 16.2% of respondents responded they were of ‘some use’ while 4.7% responded ‘not very useful’ or ‘not at all useful’. A total of 13 respondents (4.7%) ‘did not know’.

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

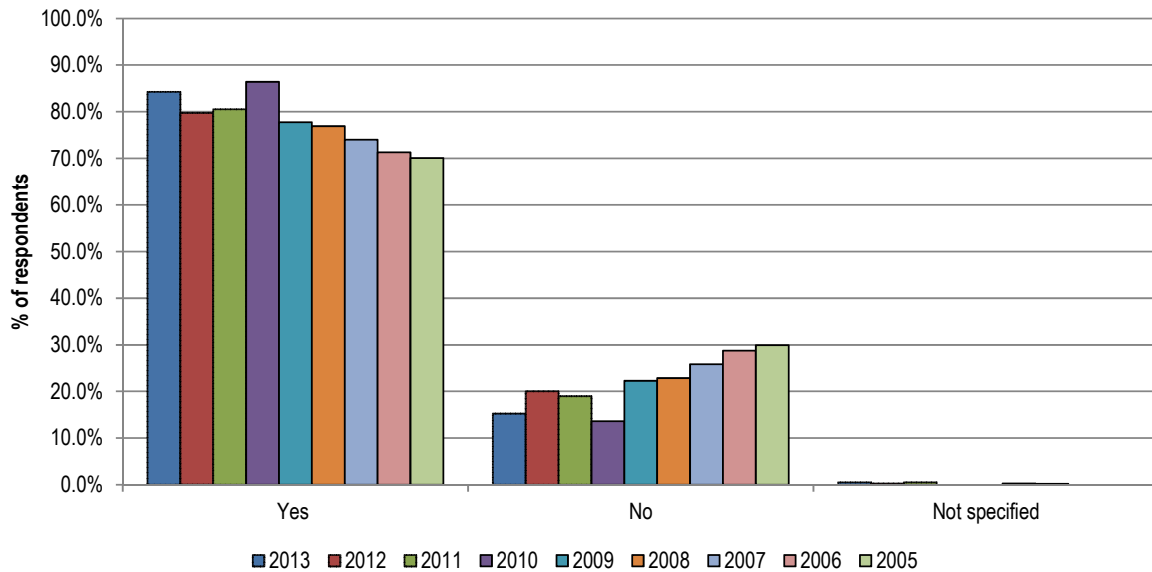


### 3.7.4 Liquor Ban

A total of 337 respondents (84.3%) were aware of the liquor ban in affect in the central city, compared with 79.8% in 2012, 80.5% in 2011 and 86.4% in 2010 (refer to Figure 16).

Of these 337 respondents, 69.1% believed the ban to be 'very useful' or 'useful' in making the central city area a safer place. This was a slight decrease on 2012 (70.2%) and 2011 (70.8%), but an increase on 2010 (67.2%). A further 18.4% of respondents believed the ban to be of 'some use' while 10.4% stated 'not very useful' or 'not at all useful' (up from 9.7% in 2012 and 9.9% in 2011). A total of seven respondents (2.1%) 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 (24.0%) 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 16.5% of respondents, up 4.8% from 2012. Issues raised included youth hanging around in the CBD and the lack of activities for youth. Examples of comments include “it’s a bad look to see so many young people just hanging around doing nothing”, “have programs for youth so that they are not roaming around being bored”, “youths congregating in the city – they are intimidating and their swearing in loud voices...”, “stop young people loitering in the city”, “more youth programmes, eg, Blue Light discos” “providing things to do for teenagers, even events for them”, “people need to be accountable for what their kids are up to”, “provide a good place for youth to go to keep them off the streets” and “young Maoris in Rotorua town think they own the place and should be moved out of the city area”.

Building and street improvement comments were made by 14.3% of respondents, up 7.5% from 2012. Many respondents cited the need for increased and/or better lighting in the central city and suburbs. Comments for building and street improvement included “better street lighting throughout

Rotorua”, “make the city livelier at night”, “ensure the city is well lit at night and “get the High Court away from central city into more remote zone”.

Security guards and cameras (monitored), Maori Wardens and community patrols were identified by 7.0% of respondents, down 8.3% from 2012. Numerous respondents commented on the need of having Maori Wardens present both day and night as way to make Rotorua safer. Examples of comments include “flood the area with police and Maori Wardens”, “more CCTV, more Maori Wardens” “more Maori Wardens with much more support from the community” and “permanent funding for City Safe Guardians”.

This year building and street improvements entered the three most suggested improvements, compared with previous years where the three most suggested improvements consisted of; policing, better parenting/support for youth and keeping them occupied and increased security by way of guards, cameras and Maori Wardens.

The number of respondents (10.8%) who positively stated that Rotorua is “doing okay now” with regard to improved safety, increased by 4.8% from 2012 (6.0%). This was at the second highest level in the survey’s history, falling short of 2010 where it reached 11.2%.

This year a further analysis has been undertaken to highlight specific themes, as well as the broad categories of previous years. This allows a better understanding of the changes respondents would like to see adopted. Only themes that reached 1.5% of the total sample have been included.

The most common theme mentioned by 9.8% was improved lighting, followed by a general increase in police presence (8.5%), increase in foot patrols by police (7.8%), reduce youth loitering (7.3%), CCTV (5.5%), and something for youth to do (5.0%). A full list of comments is available in appendix 3.

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

	2013	
	Number	Percent
Improved lighting	39	9.8%
Generally increase police presence	34	8.5%
Increased police on foot patrols	31	7.8%
Keep youth off the streets and out of the CBD	29	7.3%
CCTV	22	5.5%
Something for youth to do	20	5.0%
Increase police presence in the CBD	17	4.3%
Ban on patches and gang concerns	13	3.3%
Maori Wardens	12	3.0%
Encourage neighbourhood watch groups	11	2.8%
Generally harsher penalties	11	2.8%
City Safe Guardians	9	2.3%
Liquor ban laws and alcohol availability	9	2.3%
Tackle general employment	9	2.3%
Increase police presence in the suburbs	8	2.0%
Kuirau Park concerns	8	2.0%
Tackle youth unemployment	8	2.0%
Better parenting	7	1.8%
Improved atmosphere in the CBD	7	1.8%
Youth education	7	1.8%
Bus Station	6	1.5%
Harsher penalties for youth	6	1.5%
More police	6	1.5%
Protection of tourists and tourist areas	6	1.5%
<b>Sample</b>	<b>400</b>	

Note not 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 road safety/boy racers (15.8% of the total sample); followed by types of crimes that should be targeted (12.0%), better traffic controls (8.5%), better parenting/youth issues (7.8%) and increased police presence (7.5%). 'Road safety', 'types of crimes' and 'traffic controls' increased from 2012, by 4.8%, 5.5% and 2.8% respectively. 'Youth issues' decreased by 5.0% from 2012 and 'police presence' 0.5%.

The 63 respondents (15.8%) who cited road safety/driver education/boy racers as a top priority, identified problems with bad drivers, increased enforcement and penalties being required and car safety. Comments included "drivers should be more considerate and courteous", "if driver slowed down there might be less accidents", "policing of hoons, boy racers and speedsters", "safety on the roads" and "vehicle safety, drivers should obey road rules".

A further 48 respondents (12.0%) cited types of crimes (other) that should be targeted, with the majority of comments being focused on child and personal safety. Comments included "keeping our children safe", "bullying of kids and really any type of bullying", "personal safety for woman", "tackle household crime", "protecting our children" and "make sure kids are well looked after - coming and going from school".

A total of 8.5% of respondents stated better traffic control major priority for Rotorua. Comments included "improved roading to smooth up traffic flow leads to a safer community", "have more speed bumps in residential areas", "traffic signs – traffic management around central city mall" and "Te Ngae Road – it is fast running out of the capacity to handle the traffic load".



Dealing with better parenting, support for youth, curfew, keep youth off the streets, give youth something to do and youth gangs (7.8%) was the fourth highest category this year, although it was the highest in 2012. Comments included “educate people – especially the young – to take responsibility for their own actions”, “bored youth need help”, “getting youth off the streets” and “youth projects that are exciting for our teens to get involved with”.

Also, 30 respondents (7.5%) identified more police, increased presence and community stations should be a priority. These included more visible police, patrolling by police and police presence in the CBD and neighbourhood shopping centres.

This year a further analysis has been undertaken to highlight specific themes, as well as the broad categories of previous years. This allows a better understanding of the safety priorities of respondents. Only themes that reached 1.5% of the total sample have been included.

The most common safety priority was ‘traffic and road safety’ mentioned by 9.0% of all respondents. The top five priorities also included; ‘child safety’ (7.0%), ‘desired road improvements’ (6.8%), ‘increased police presence’ (6.5%) and ‘tourist safety’ (6.0%). A full list of comments is available in appendix 3.

Table 9 – What could be done to make Rotorua a safer place?

	2013	
	Number	Percent
Traffic and road safety	36	9.0%
Child safety	28	7.0%
Desired road improvements	27	6.8%
Increased Police presence	26	6.5%
Tourist safety	24	6.0%
Domestic and family violence	19	4.8%
Enforcement of road rules	18	4.5%
Cyclists	15	3.8%
Drug problems	15	3.8%
Alcohol problems	14	3.5%
Safety around roads	12	3.0%
Neighbourhood safety	11	2.8%
Personal safety	11	2.8%
Something for youth to do	11	2.8%
Speeding concerns	10	2.5%
Decrease youth loitering	9	2.3%
General youth concerns	9	2.3%
Red light running concerns	9	2.3%
Burglaries and theft	8	2.0%
CCTV	8	2.0%
Social concerns	8	2.0%
Vehicle safety	8	2.0%
Improved lighting	7	1.8%
Drunk driving concerns	6	1.5%
<b>Sample</b>	<b>400</b>	

*Note not additive as respondents comments could be coded into more than one category.*

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

	2013		2012	2011	2010	2013/2012	2012/2011	2011/2010
	Number	Percent	Percent	Percent	Percent	change	change	change
More police/more presence/community stations	96	24.0%	23.3%	33.8%	37.8%	0.7%	-10.5%	-4.1%
Better parenting/support for youth/curfew/keep youth off the streets/give youth something to do/youth gangs	66	16.5%	11.8%	18.8%	14.9%	4.8%	-7.0%	3.9%
Building/street improvements (ie, lighting, trees, walkways)	57	14.3%	6.8%	6.3%	10.0%	7.5%	0.5%	-3.8%
Doing okay now	43	10.8%	6.0%	8.0%	11.2%	4.8%	-2.0%	-3.2%
Security/guards/cameras (manned)/Maori Wardens/community patrols	28	7.0%	15.3%	13.0%	13.2%	-8.3%	2.3%	-0.2%
Advertise surveillance cameras more/Advertise successes from these cameras	23	5.8%	1.3%	0.5%	2.0%	4.5%	0.8%	-1.5%
Penalties/laws/consequences/discipline	20	5.0%	6.5%	5.5%	7.4%	-1.5%	1.0%	-1.9%
Reduce unemployment/improve incomes	18	4.5%	3.5%	4.3%	4.2%	1.0%	-0.8%	0.1%
Education/attitude adjustment/values/public awareness/drug and alcohol education/sense of community	17	4.3%	5.5%	1.0%	7.8%	-1.3%	4.5%	-6.8%
People need to take responsibility for themselves/being aware/report crime/know your neighbours	14	3.5%	2.8%	3.8%	7.4%	0.8%	-1.0%	-3.7%
Remove gangs/insignia/undesirable people	14	3.5%	3.5%	4.0%	2.5%	0.0%	-0.5%	1.5%
Bars/gambling establishments/wholesalers/drinking issues	13	3.3%	5.0%	2.5%	6.8%	-1.8%	2.5%	-4.3%
Neighbourhood support	11	2.8%	4.3%	1.8%	8.6%	-1.5%	2.5%	-6.9%
Police to attend all crimes/response times to improve/increase resources/support/improvements to 111 service	11	2.8%	1.8%	1.3%	2.1%	1.0%	0.5%	-0.9%
Liquor ban	8	2.0%	1.5%	1.3%	3.0%	0.5%	0.3%	-1.8%
Reducing drug use/drug issues	7	1.8%	1.3%	1.3%	2.2%	0.5%	0.0%	-1.0%
Crimes targeting tourists	6	1.5%	1.3%	0.5%	0.7%	0.3%	0.8%	-0.2%
Ban people with criminal records/repeat offenders from the CBD	2	0.5%	0.3%	0.3%	1.0%	0.3%	0.0%	-0.8%
Deal with truancies	2	0.5%	0.8%	1.0%	0.5%	-0.3%	-0.3%	0.5%
Boy racers/road safety	1	0.3%	1.3%	1.8%	3.2%	-1.0%	-0.5%	-1.5%
Educate against family violence	1	0.3%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Racial issues	1	0.3%	0.8%	0.5%	0.7%	-0.5%	0.3%	-0.2%
Raise the drinking age	0	0.0%	0.5%	0.3%	2.5%	-0.5%	0.3%	-2.3%
Stopping tagging	0	0.0%	0.0%	0.3%	0.3%	0.0%	-0.3%	-0.1%
Other	20	5.0%	5.3%	7.3%	9.3%	-0.3%	-2.0%	-2.1%
<b>Sample</b>	<b>400</b>							

Note not 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?

	2013		2012	2011	2010	2013/2012	2012/2011	2011/2010
	Number	Percent	Percent	Percent	Percent	change	change	change
Road safety/boy racers	63	15.8%	11.0%	17.8%	15.7%	4.8%	-6.8%	2.1%
Types of crimes (other) that should be targeted	48	12.0%	6.5%	7.5%	23.5%	5.5%	-1.0%	-16.0%
Better traffic controls	34	8.5%	5.8%	0.5%	11.0%	2.8%	5.3%	-10.5%
Better parenting/support for youth/curfew/keep youth off the streets/give youth something to do/youth gangs	31	7.8%	12.8%	8.5%	6.4%	-5.0%	4.3%	2.1%
More Police/increased presence/community stations	30	7.5%	8.0%	10.3%	13.1%	-0.5%	-2.3%	-2.9%
Crimes targeting tourists	23	5.8%	6.3%	3.8%	4.0%	-0.5%	2.5%	-0.3%
Family violence and education	19	4.8%	4.8%	5.5%	5.8%	0.0%	-0.8%	-0.3%
Cycling issues	18	4.5%	1.8%	1.8%	0.0%	2.8%	0.0%	1.8%
Bars/gambling establishments/wholesalers/drinking issues/liquor ban	17	4.3%	5.5%	3.0%	5.8%	-1.3%	2.5%	-2.8%
Education/attitude adjustment/values/public awareness/drug and alcohol education/sense of community	17	4.3%	4.0%	4.5%	6.3%	0.3%	-0.5%	-1.8%
Reducing drug use/drug issues	15	3.8%	1.0%	2.0%	18.0%	2.8%	-1.0%	-16.0%
Building/street improvements (ie, lighting, trees, walkways)	14	3.5%	2.3%	5.8%	12.7%	1.3%	-3.5%	-7.0%
Security/guards/cameras (manned)/Maori Wardens/community patrols/unpopular music (to deter loitering youths)	14	3.5%	6.3%	4.0%	3.0%	-2.8%	2.3%	1.0%
Doing okay now	10	2.5%	1.8%	0.8%	3.2%	0.8%	1.0%	-2.5%
Penalties/laws/consequences/discipline	9	2.3%	1.8%	3.5%	6.5%	0.5%	-1.8%	-3.0%
Crime prevention	8	2.0%	3.0%	0.5%	0.0%	-1.0%	2.5%	0.5%
Drink driving education/drink driving	6	1.5%	0.8%	2.8%	2.4%	0.8%	-2.0%	0.4%
Increase Rotorua's prosperity/reduce unemployment	6	1.5%	1.5%	1.5%	0.0%	0.0%	0.0%	1.5%
People need to take responsibility for themselves/being aware/report crime/know your neighbours	6	1.5%	4.5%	1.3%	4.7%	-3.0%	3.3%	-3.5%
Gangs/insignia/undesirable people	5	1.3%	3.0%	3.3%	2.3%	-1.8%	-0.3%	1.0%
Police to attend all crimes/response times to improve/increase resources/support/improvements to 111 service	5	1.3%	1.5%	1.8%	1.8%	-0.3%	-0.3%	0.0%
Car parking	4	1.0%	0.3%	0.8%	0.0%	0.8%	-0.5%	0.8%
Neighbourhood support	4	1.0%	1.0%	1.0%	2.5%	0.0%	0.0%	-1.5%
Protection in Geothermal areas	3	0.8%	0.5%	1.0%	0.0%	0.3%	-0.5%	1.0%
Dog control	0	0.0%	0.0%	0.5%	3.0%	0.0%	-0.5%	-2.5%
Preparation for natural disasters	0	0.0%	0.0%	1.0%	0.0%	0.0%	-1.0%	1.0%
Don't know	57	14.3%	22.0%	19.3%	0.0%	-7.8%	2.8%	19.3%
Other	19	4.8%	3.5%	5.0%	4.0%	1.3%	-1.5%	1.0%
<b>Sample</b>	<b>400</b>							

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

### 3.8 Sample Demographics

#### 3.8.1 Gender

Of the 400 respondents in the total sample, there was a higher proportion of female respondents (54.5%) compared to male respondents (45.5%), (refer to Table 9).

Table 10 – Respondents' gender

	2013		2012	2011	2010	2009	2008	2007	2006	2005	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	change	change	change	change	change	change	change	change
Male	182	45.5%	46.0%	47.5%	48.7%	49.0%	46.7%	40.5%	39.1%	45.2%	-0.5%	-1.5%	-1.2%	-0.3%	2.3%	6.1%	1.4%	-6.2%
Female	218	54.5%	54.0%	52.5%	51.3%	51.0%	51.9%	58.5%	60.7%	54.8%	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%	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>								

#### 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, 72.0% lived in the suburbs and 7.8% lived in Ngongotaha (refer to Table 11). A further 5.0% of respondents lived in a lakeside settlement and 11.8% lived in a rural setting.

Table 11 – Respondents' residence

	2013		2012	2011	2010	2009	2008	2007	2006	2005	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	change	change	change	change	change	change	change	change
Rotorua city (central city area)	14	3.5%	3.3%	5.0%	14.6%	1.8%	1.7%	0.6%	1.5%	4.5%	0.3%	-1.8%	-9.6%	12.9%	0.0%	1.1%	-0.9%	-3.0%
Rotorua suburbs	288	72.0%	73.3%	69.3%	74.4%	67.3%	82.6%	75.1%	71.3%	72.2%	-1.3%	4.0%	-5.2%	7.2%	-15.4%	7.5%	3.9%	-0.9%
Ngongotaha	31	7.8%	4.3%	6.8%	10.7%	6.8%	9.2%	3.9%	7.1%	6.8%	3.5%	-2.5%	-4.0%	4.0%	-2.4%	5.3%	-3.2%	0.3%
Lakeside settlement	20	5.0%	4.8%	4.5%	0.0%	4.8%	2.0%	4.3%	2.9%	4.0%	0.3%	0.3%	4.5%	-4.8%	2.8%	-2.3%	1.4%	-1.1%
Rural	47	11.8%	14.5%	14.5%	0.2%	19.5%	3.7%	15.7%	17.0%	12.5%	-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%	0.7%	0.4%	0.2%	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>								

### 3.8.3 Age

The survey sample covered a wide range of ages (refer to Table 121). A total of 25.3% of respondents were aged 15 to 34 years of age, 40.0% were aged 35 to 54 years, 25.8% were aged 55 to 74 and 9.0% were over 75 years of age. None of the respondents refused to give their age grouping.

Table 12 – Respondents' age

	2013		2012	2011	2010	2009	2008	2007	2006	2005	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	change	change	change	change	change	change	change	change
15-24	48	12.0%	12.5%	17.5%	17.9%	7.0%	9.2%	5.7%	9.3%	8.1%	-0.5%	-5.0%	-0.4%	10.9%	-2.2%	3.5%	-3.7%	1.3%
25-34	53	13.3%	13.8%	16.5%	16.4%	12.3%	9.9%	11.9%	8.1%	15.7%	-0.5%	-2.8%	0.1%	4.2%	2.3%	-2.0%	3.8%	-7.6%
35-44	80	20.0%	21.8%	20.0%	18.0%	14.5%	16.9%	21.3%	16.0%	16.8%	-1.8%	1.8%	2.0%	3.5%	-2.4%	-4.5%	5.4%	-0.8%
45-54	80	20.0%	19.0%	18.0%	20.0%	20.8%	20.1%	22.1%	15.5%	18.9%	1.0%	1.0%	-2.0%	-0.7%	0.7%	-2.0%	6.6%	-3.4%
55-64	61	15.3%	15.0%	13.3%	10.9%	18.3%	18.6%	17.4%	18.7%	14.9%	0.3%	1.8%	2.4%	-7.4%	-0.4%	1.2%	-1.3%	3.8%
65-74	42	10.5%	9.8%	8.3%	10.4%	14.8%	13.4%	13.3%	19.4%	13.8%	0.7%	1.5%	-2.2%	-4.4%	1.4%	0.1%	-6.1%	5.6%
75+	36	9.0%	8.3%	6.5%	6.4%	12.3%	10.9%	7.6%	11.8%	11.9%	0.7%	1.8%	0.1%	-5.9%	1.3%	3.3%	-4.2%	-0.1%
Refused	0	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.2%	0.7%	0.0%	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%	0.5%	0.4%	0.5%	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>								

### 3.8.4 Ethnicity

Respondents in 2013 could select any number of ethnicities they identified with. There were 268 respondents (67.0%) who identified as New Zealand European/Pakeha, followed by New Zealand Maori (29.8%) (refer to Table 12). Asian respondents made up 5.5% of respondents, Pacific Islands made up 2.5% of the sample and other ethnicities made up 6.0% of respondents. Other ethnicities included Australians, British, Dutch, English, Kiwi, New Zealanders and South Africans.

Table 13 – Respondents' ethnicity

	2013		2012	2011	2010	2009	2008	2007	2006	2005	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	change	change	change	change	change	change	change	change
New Zealand European/Pakeha	268	67.0%	71.0%	64.3%	64.0%	71.0%	63.5%	64.0%	63.9%	63.9%	-4.0%	6.8%	0.2%	-7.0%	7.5%	-0.5%	0.1%	0.0%
New Zealand Maori	119	29.8%	29.5%	34.0%	31.7%	24.8%	30.3%	32.1%	30.7%	28.9%	0.3%	-4.5%	2.3%	7.0%	-5.5%	-1.8%	1.4%	1.8%
Pasifika	10	2.5%	3.3%	5.3%	2.1%	2.3%	1.2%	0.6%	0.7%	2.1%	-0.8%	-2.0%	3.2%	-0.2%	1.0%	0.7%	-0.2%	-1.4%
Asian	22	5.5%	4.0%	2.8%	3.3%	1.5%	3.2%	0.8%	0.5%	2.1%	1.5%	1.3%	-0.6%	1.8%	-1.7%	2.4%	0.3%	-1.6%
Other	24	6.0%	6.0%	5.8%	1.2%	7.5%	6.0%	1.4%	3.7%	3.0%	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%	0.3%	0.7%	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%	-0.3%	-0.5%	0.4%	0.1%	0.2%
Not specified	4	1.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.8%	0.2%	0.0%	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

Over the past three years a clear decreasing trend can be seen in the number of respondents visiting the CBD daily, from 2011 to 2013 there has been 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.

When respondents were asked their perceptions of safety in Rotorua's CBD during night-time the most notable result was the increasing number of respondents entering the CBD during the night-time. In the first three years that the survey was undertaken (2005 – 2007), the average number of respondents who spent time in the CBD at night-time was 64.7%, over the next three year period the average increased to 68.4% and the average of the last three years (2011 – 2013) is now at 75.3%.

Respondents reasons for feeling safe during the day-time are moving away from the dependence of 'having other people around' to stating there is 'no reason to feel unsafe'. The generalisation of there was 'no reason to feel unsafe' was based on respondents having not previously experienced any issues or problems and respondents not seeing any visible threats around.

When asked the reason for feeling safe in the CBD at night-time, the number of respondents citing police presence increased by 8.0%.

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 feel 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.

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 vicinity where respondents feel unsafe is the bus stop located on Pukuatua Street. Residents felt unsafe at the bus stop as a result of aggressive groups of youth and over-crowding.

An emerging trend can be seen in the day-time and night-time results for neighbourhood safety. Although ratings of positive safety, 'very safe' replies added to 'safe' replies, are remaining constant, it can be seen that more respondents are increasingly answering 'very safe' rather than 'safe'.

When looking at perceptions of in-home safety, a difference between day-time and night-time perceptions was present. While day-time perceptions remained relatively constant, night-time perceptions reached their highest level of safety since the inception of the survey programme.

Personal experience with crime continued to be relatively stable with the only sizable changes being positive. Respondents who experienced theft from their vehicle dropped 5.8% and respondents who had been verbally abused dropped 5.5%.

Awareness of the Community Policing Centre in the CBD has been steadily dropping from when it peaked in 2007. This year's awareness was a slight improvement on last years, but it was the second lowest level ever recorded, with last year being the lowest. Awareness for both the City Safe Guardians and CCTV are also dropping. The only measure of awareness that has improved is awareness of the liquor ban.

There were some notable changes in what respondents thought could be done to make Rotorua a safer place. An increase occurred in the number of respondents who considered Rotorua was 'doing okay now'. There was also an increase in the number of residents who wanted to see

issues with youth corrected and the largest increase was seen in building and street improvements, highlighting respondents concerns moving away from crime and into safety.

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 only crime issue that exhibited a significant increase was 'types of crimes (other) that should be targeted'. The most common of these crimes mentioned were 'child abuse/safety and personal safety'.

## 5.0 ALCOHOL AND DRUG RELATED RESULTS

There have been a number of projects focused on alcohol in the Rotorua District over recent years. Since project CARV (Curbing Alcohol Related Violence) began in February 2007 others have followed. To support the monitoring and evaluation of alcohol focused projects, several additional alcohol-related questions were asked and an additional section of analysis included in the 2007, 2008, 2009, 2011 and 2012 survey. These questions were repeated in 2013 and are analysed below.

### 5.1 Alcohol Related Violence/Crime

Additional alcohol related queries were added to four of the questions regarding personal experience with crime over the past 12 months. Respondents were asked if, to their knowledge, a person had been drinking alcohol and the location of the incident if they answered 'yes' to any of the following questions:

- Has any stranger or person you do not know well hit you, kicked you or used force or violence on you in any way?
- Has any stranger or person you do not know well ever verbally abused you?
- 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?
- Are there any other types of crime that haven't been mentioned that you or anyone else in your household has been a victim of over the past 12 months?

Strangers had physically abused 4.8% of respondents over the past 12 months (ie, hit, kicked or punched them or used other violence against them). This was higher than 2012 (3.5%), lower than 2011 (7.0%) and on par with 2010 (4.4%), 2009 (4.3%) and 2008 (4.5%). Over half (57.9%) of these respondents were aware their assailant had been drinking alcohol, an increase by 22.2% from 2012. Of the five incidents where alcohol was definitely involved, three occurred in or near a bar in town and two in the CBD.

One-quarter (26.5%) of respondents had been verbally abused by a stranger or person that they did not know well, lower than the previous survey period (32.0%). Over a quarter (30.2%) of these respondents were aware the stranger or person in question had been drinking alcohol prior to or during the incident. This was higher than 2012 and 2011 both 26.6%. Over a third (35.8%) of respondents did not know if their assailant was under the influence of alcohol. Of the 32 incidents where alcohol was definitely involved, the highest frequency of mentions identified was in the CBD, followed by at work and at home.

A total of 4.3% 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 improved from 2012 (7.3%) and 2011 (7.3%). From the 17 respondents who stated yes, 4 (23.5%) of the respondents indicated alcohol had been consumed by their partner/former partner, much lower than 2012 (44.8%) and 2011 (37.9%). Of the 4 incidents where alcohol was definitely involved, three occurred in respondents' homes.

A further 14.5% of respondents identified other crimes committed against themselves, or someone in their household, within the past 12 months. Of the 58 respondents, eight (13.8%) were aware the person in question had been drinking alcohol prior to or during the incident. Crimes included attempted burglaries, assault, threats and vandalism.



## 5.2 Alcohol and Drug Related Mentions

All open questions were analysed for alcohol and drug specific mentions. The results are listed in the following table.

Question No:	Comment
Q2b: What factors make you feel safe in the CBD during the daytime?	<p><i>From Other</i>  Comments coded to “<b>no undesirables</b>”:</p> <ul style="list-style-type: none"> <li>• Good traffic flow, no drunks about</li> </ul> <p><i>From Other</i>  Comments coded to “<b>presence of other people</b>”:</p> <ul style="list-style-type: none"> <li>• Good traffic flow, no drunks about</li> </ul>

Question No:	Comment
<p>Q3d: What factors make you feel unsafe in these places?</p> <p><i>Follows ‘Are there particular areas in the CBD where you feel most unsafe?’</i></p>	<p><i>Reason for feeling unsafe from respondents whom identified feeling unsafe at <b>Kuirau Park</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>There seem to be an increasing number of scruffy unemployed (possibly some homeless?)young people hanging around doing nothing, drinking, maybe taking drugs – this is frightening, I worry they will attack not just me, but tourists wanting money. These “scruffs” seem to be mainly Maori which upsets me as I am a proud Maori woman.</i></li> </ul> <p><i>Reason for feeling unsafe from respondents whom identified feeling unsafe at <b>City Focus</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>Drunken people hang there at night.</i></li> <li>• <i>Street kids. Out to cause trouble in groups. Drunken people. Have witnessed and been victim to random assaults around pubs nearby and on “The Street”.</i></li> <li>• <i>There seem to be an increasing number of scruffy unemployed (possibly some homeless?)young people hanging around doing nothing, drinking, maybe taking drugs – this is frightening, I worry they will attack not just me, but tourists wanting money. These “scruffs” seem to be mainly Maori which upsets me as I am a proud Maori woman.</i></li> <li>• <i>Young people hang around – don’t know what they’ve been on.</i></li> </ul> <p><i>Reason for feeling unsafe from respondents whom identified feeling unsafe at <b>shops on Pukuatua, Haupapa and Arawa streets</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>Clubs when they close – lots of drunks.</i></li> <li>• <i>Drunken pub commuters. Teenagers drunk out to fight. No police presence. Dark areas.</i></li> <li>• <i>People coming out of bars drunk.</i></li> </ul> <p><i>Reason for feeling unsafe from respondents whom identified feeling unsafe <b>everywhere in the CBD</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>Any area near hotels or clubs late at night when drunks spill out – looking for a fight.</i></li> <li>• <i>I would never go into town at night – I wouldn’t put myself at risk in any way. Could be gang kids, drinking, under drug influence etc.</i></li> </ul> <p><i>Reason for feeling unsafe from respondents whom identified feeling unsafe at <b>shops on Eruera and Hinemoa streets</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>People coming out of bars drunk.</i></li> </ul>

- Too many bars with drunks coming out.
- Too many bars.

Reason for feeling unsafe from respondents whom identified feeling unsafe at **Lake Front:**

- No light in some areas. Occupied by homeless people, drunk, stoned or in-coherent. Boy racers. No police presence. Surely all the vehicles down there can't be driven on a valid WOF? Or the people attain a valid licence for the passengers! I see ridiculously low cars, young drivers, and people hopping out of the boot. Once a vehicle with no windscreen!
- There seem to be an increasing number of scruffy unemployed (possibly some homeless?). Young people hanging around doing nothing, drinking, maybe taking drugs – this is frightening, I worry they will attack not just me, but tourists wanting money. These “scruffs” seem to be mainly Maori which upsets me as I am a proud Maori woman.
- Young people in cars usually drunk.

Reason for feeling unsafe from respondents whom identified feeling unsafe at **the park areas:**

- There seem to be an increasing number of scruffy unemployed (possibly some homeless?). Young people hanging around doing nothing, drinking, maybe taking drugs – this is frightening, I worry they will attack not just me, but tourists wanting money. These “scruffs” seem to be mainly Maori which upsets me as I am a proud Maori woman.

Reason for feeling unsafe from respondents whom identified feeling unsafe at **Rotorua Central Mall:**

- There seem to be an increasing number of scruffy unemployed (possibly some homeless?). Young people hanging around doing nothing, drinking, maybe taking drugs – this is frightening, I worry they will attack not just me, but tourists wanting money. These “scruffs” seem to be mainly Maori which upsets me as I am a proud Maori woman.

Reason for feeling unsafe from respondents whom identified feeling unsafe at **the Street (and/or central city bars and clubs):**

- Drunks coming out into the street.
- Drunks coming out of bars (x2).
- Drunks.
- There seem to be an increasing number of scruffy unemployed (possibly some homeless?). Young people hanging around doing nothing, drinking, maybe taking drugs – this is frightening, I worry they will attack not just me, but tourists wanting money. These “scruffs” seem to be mainly Maori which upsets me as I am a proud Maori woman.

Reason for feeling unsafe from respondents whom identified feeling unsafe at **Government Gardens:**

- There seem to be an increasing number of scruffy unemployed (possibly some homeless?) young people hanging around doing nothing, drinking, maybe taking drugs – this is frightening, I worry they will attack not just me, but tourists wanting money. These “scruffs” seem to be mainly Maori which upsets me as I am a proud Maori woman.

Reason for feeling unsafe from respondents whom identified feeling unsafe at **shops on or near Tutanekai Street:**

- Drunken pub commuters.
- There seem to be an increasing number of scruffy unemployed

	<p>(possibly some homeless?) Young people hanging around doing nothing, drinking, maybe taking drugs – this is frightening, I worry they will attack not just me, but tourists wanting money. These “scruffs” seem to be mainly Maori which upsets me as I am a proud Maori woman.</p> <p>Reason for feeling unsafe from respondents whom identified <b>other</b>:</p> <ul style="list-style-type: none"> <li>• Lava Bar: Drunks.</li> </ul>
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Question No:	Comment
Q4d: Where are the most unsafe places to park a vehicle in the central city area (CBD)? Why is it unsafe to park here?	<p>Reason for feeling unsafe from respondents whom identified <b>The Street (and/or central city bars and clubs)</b> as an unsafe area to park a vehicle:</p> <ul style="list-style-type: none"> <li>• Drunken people roaming.</li> <li>• Drunks in the area (x2).</li> </ul> <p>Reason for feeling unsafe from respondents who <b>identified other</b>:</p> <ul style="list-style-type: none"> <li>• Building car park. Warehouse: Drunken people.</li> </ul>

Question No:	Comment
<p>Q8b: For what reasons do you say that?</p> <p>Follows “Do you feel that the Rotorua District is generally a safe place to live?”</p>	<p>Other specified:</p> <ul style="list-style-type: none"> <li>• Drug use.</li> <li>• Drugs and gangs.</li> <li>• Drugs and lots of drinking make things unstable.</li> <li>• Drugs.</li> <li>• Gang problems – high Maori population as they shoplift and do drugs.</li> <li>• Low social economic element drugs and gangs.</li> <li>• Most bad things happen in the suburbs – violence and fights at parties.</li> <li>• Previous experience whether it be my own or family members. My father was bashed by two stoners while walking his dog. I think Rotorua paints a pretty picture for tourists but its only skin deep. I don't intend to grow my own family here even after living here for over 20 years. Crime is everywhere however the ferocity here and frequency reported and murders highlights interest!</li> <li>• There is a lot of violence people don't know about and too many people on drugs.</li> <li>• Too much alcohol induced violence and too much violence caused by P users.</li> </ul>

Question No:	Comment
Q14: What could be done that would help make Rotorua a safer place?	<p>Comments coded to <b>more Police/more presence/community stations</b>:</p> <ul style="list-style-type: none"> <li>• Have more police presence, limit liquor outlets.</li> <li>• More police on the beat. More things for youth to do/organised for them and maybe a curfew on young teens to get them out of the city early before they get drunk and aggressive. A better and more sympathetic response from police – nothing should be too small for them to look into. I also think Council should reduce registration fees for dogs for the elderly and people living alone.</li> </ul>

<p>Q14: What could be done that would help make Rotorua a safer place? (cont...)</p>	<ul style="list-style-type: none"> <li>• <i>Tougher line on truancy. Foot patrols by police. Stiffer penalty and prosecution for P labs and sellers.</i></li> </ul> <p><b>Comments coded to <i>better parenting/support for youth/curfew/keep youth off the streets/give youth something to do/youth gangs</i>:</b></p> <ul style="list-style-type: none"> <li>• <i>Crack down on youth drinking.</i></li> <li>• <i>Having somewhere for youth to go, so they don't roam streets intimidating people and smoke.</i></li> <li>• <i>Illegal to be drunk in a public place and anyone who is drunk should be charged and taken off the streets – too many drunken teenagers in Rotorua at night.</i></li> <li>• <i>More control around the teenagers by bus stop and ban the gambling in Rotorua its destroying families in Rotorua and stop the selling of imitation weed effecting our children bad.</i></li> <li>• <i>More jobs for young people to encourage a sense of worth. Ban K2 - synthetic drugs. Kids have nothing to do. Help young people value themselves.</i></li> <li>• <i>More things for youth to do. A proper, supervised youth centre with things to entertain them - there is nothing for 15-19 year olds to do in Rotorua. Also a free shuttle bus to take people home at night so they don't drink and drive.</i></li> <li>• <i>Play loud opera music (or some other music young people hate) in CBD, hopefully this would send away the young people who hang around/drink/take drugs then commit crimes and harmful acts. Why on earth did the council approve the banks moving away from the CBD? This has been wrong as the town is fast becoming a "ghost" town and this creates "pockets" of areas where criminals hover.</i></li> <li>• <i>Some sort of control over all the unemployed youth who join the gang sectors. Then they drink - then they get into crime etc. They need to be kept off the streets by police.</i></li> <li>• <i>There are gang problems, youth problems and drug problems so no easy fix.</i></li> <li>• <i>Young people out in the streets late at night - provide a venue where they can meet - alcohol and drug free.</i></li> </ul> <p><b>Comments coded to <i>building/street improvements (ie, lighting, trees, walkways)</i>:</b></p> <ul style="list-style-type: none"> <li>• <i>More, larger signs telling people there are CCTV cameras in operation and that there is a liquor ban in place. Better, brighter lighting throughout the city. The orange lights give an eerie feeling at night.</i></li> <li>• <i>Play loud opera music (or some other music young people hate) in CBD, hopefully this would send away the young people who hang around/drink/take drugs then commit crimes and harmful acts. Why on earth did the council approve the banks moving away from the CBD? This has been wrong as the town is fast becoming a "ghost" town and this creates "pockets" of areas where criminals hover.</i></li> </ul> <p><b>Comments coded to <i>security/guards/cameras (manned)/Maori Wardens/community patrols</i>:</b></p> <ul style="list-style-type: none"> <li>• <i>I think things like City Guardians and Maori Wardens aren't much use as they don't look as if they could do anything and the liquor ban doesn't stop people from getting drunk.</i></li> </ul> <p><b>Comments coded to <i>advertise surveillance cameras more/advertise successes from these cameras/CCTV</i>:</b></p> <ul style="list-style-type: none"> <li>• <i>More CCTV cameras. I think the police should concentrate more on petty thieving from households; it makes everyone angry and provides drug money for the offenders.</i></li> <li>• <i>More, larger signs telling people there are CCTV cameras in operation and that there is a liquor ban in place. Better, brighter lighting throughout the city. The orange lights give an eerie feeling at</i></li> </ul>
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<p>Q14: What could be done that would help make Rotorua a safer place? (cont...)</p>	<p>night.</p> <p><b>Comments coded to penalties/laws/consequences/discipline:</b></p> <ul style="list-style-type: none"> <li>• <i>Illegal to be drunk in a public place and anyone who is drunk should be charged and taken off the streets - too many drunken teenagers in Rotorua at night.</i></li> <li>• <i>Tougher line on truancy. Foot patrols by police. Stiffer penalty and prosecution for P labs and sellers.</i></li> </ul> <p><b>Comments coded to reduce unemployment/improve incomes:</b></p> <ul style="list-style-type: none"> <li>• <i>More jobs for young people to encourage a sense of worth. Ban K2 - synthetic drugs. Kids have nothing to do. Help young people value themselves.</i></li> <li>• <i>Some sort of control over all the unemployed youth who join the gang sectors. Then they drink - then they get into crime etc. They need to be kept off the streets by police.</i></li> </ul> <p><b>Comments coded to education/attitude adjustment/values/public awareness/drug and alcohol education/sense of community:</b></p> <ul style="list-style-type: none"> <li>• <i>More jobs for young people to encourage a sense of worth. Ban K2 - synthetic drugs. Kids have nothing to do. Help young people value themselves.</i></li> </ul> <p><b>Comments coded to remove gangs/insignia/undesirable people:</b></p> <ul style="list-style-type: none"> <li>• <i>Some sort of control over all the unemployed youth who join the gang sectors. Then they drink - then they get into crime etc. They need to be kept off the streets by police.</i></li> <li>• <i>There are gang problems, youth problems and drug problems so no easy fix.</i></li> </ul> <p><b>Comments coded to bars/gambling establishments/ wholesalers/ drinking issues:</b></p> <ul style="list-style-type: none"> <li>• <i>Central city needs more lighting etc. and more atmosphere especially at night time too many dark spaces, lack of taxis available outside bars for people trying to make their way home.</i></li> <li>• <i>Crack down on youth drinking.</i></li> <li>• <i>Cut down the amount of alcohol sold and people walking around drunk.</i></li> <li>• <i>Have more police presence, limit liquor outlets.</i></li> <li>• <i>Illegal to be drunk in a public place and anyone who is drunk should be charged and taken off the streets - too many drunken teenagers in Rotorua at night.</i></li> <li>• <i>More control around the teenagers by bus stop and ban the gambling in Rotorua its destroying families in Rotorua and stop the selling of imitation weed effecting our children bad.</i></li> <li>• <i>More police on the beat. More things for youth to do/organised for them and maybe a curfew on young teens to get them out of the city early before they get drunk and aggressive. A better and more sympathetic response from police - nothing should be too small for them to look into. I also think Council should reduce registration fees for dogs for the elderly and people living alone.</i></li> <li>• <i>More things for youth to do. A proper, supervised youth centre with things to entertain them - there is nothing for 15-19 year olds to do in Rotorua. Also a free shuttle bus to take people home at night so they don't drink and drive.</i></li> <li>• <i>Play loud opera music (or some other music young people hate) in CBD, hopefully this would send away the young people who hang around/drink/take drugs then commit crimes and harmful acts. Why on earth did the council approve the banks moving away from the CBD? This has been wrong as the town is fast becoming a "ghost" town and this creates "pockets" of areas where criminals hover.</i></li> <li>• <i>Reduce alcohol availability.</i></li> </ul>
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<p>Q14: What could be done that would help make Rotorua a safer place? (cont...)</p>	<ul style="list-style-type: none"> <li>• <i>Shutting the pubs and clubs earlier. Less liquor outlets in the suburbs - liquor shouldn't be available day and night and certainly not at the local Four Square.</i></li> <li>• <i>Some sort of control over all the unemployed youth who join the gang sectors. Then they drink - then they get into crime etc. They need to be kept off the streets by police.</i></li> <li>• <i>Young people out in the streets late at night - provide a venue where they can meet - alcohol and drug free.</i></li> </ul> <p><i>Comments coded to <b>neighbourhood support</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>Liquor ban signs needs to be bigger. Having neighbourhood watch schemes.</i></li> </ul> <p><i>Comments coded to <b>police to attend all crimes/response times to improve/increase resources/support/improvements to 111 service</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>Give police more authority to enforce the liquor ban and rowdy behaviour.</i></li> <li>• <i>More CCTV cameras. I think the police should concentrate more on petty thieving from households; it makes everyone angry and provides drug money for the offenders.</i></li> <li>• <i>More police on the beat. More things for youth to do/organised for them and maybe a curfew on young teens to get them out of the city early before they get drunk and aggressive. A better and more sympathetic response from police - nothing should be too small for them to look into. I also think Council should reduce registration fees for dogs for the elderly and people living alone.</i></li> </ul> <p><i>Comments coded to <b>liquor ban</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>Ban alcohol throughout the city.</i></li> <li>• <i>Change laws to make drinking in public places an offence.</i></li> <li>• <i>Get rid of the homeless people who beg in the CBD as they are very intimidating. Promote the liquor ban more widely, tourists and out of town visitors are unaware of the ban.</i></li> <li>• <i>Give police more authority to enforce the liquor ban and rowdy behaviour.</i></li> <li>• <i>I think things like City Guardians and Maori Wardens aren't much use as they don't look as if they could do anything and the liquor ban doesn't stop people from getting drunk.</i></li> <li>• <i>Illegal to be drunk in a public place and anyone who is drunk should be charged and taken off the streets - too many drunken teenagers in Rotorua at night.</i></li> <li>• <i>Liquor ban signs needs to be bigger. Having neighbourhood watch schemes.</i></li> <li>• <i>More, larger signs telling people there are CCTV cameras in operation and that there is a liquor ban in place. Better, brighter lighting throughout the city. The orange lights give an eerie feeling at night.</i></li> </ul> <p><i>Comments coded to <b>reducing drug use/drug issues</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>More CCTV cameras. I think the police should concentrate more on petty thieving from households; it makes everyone angry and provides drug money for the offenders.</i></li> <li>• <i>More control around the teenagers by bus stop and ban the gambling in Rotorua its destroying families in Rotorua and stop the selling of imitation weed effecting our children bad.</i></li> <li>• <i>More jobs for young people to encourage a sense of worth. Ban K2 - synthetic drugs. Kids have nothing to do. Help young people value themselves.</i></li> <li>• <i>Play loud opera music (or some other music young people hate) in CBD, hopefully this would send away the young people who hang around/drink/take drugs then commit crimes and harmful acts. Why on earth did the council approve the banks moving away from the</i></li> </ul>
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<p>Q14: What could be done that would help make Rotorua a safer place? (cont...)</p>	<p><i>CBD? This has been wrong as the town is fast becoming a "ghost" town and this creates "pockets" of areas where criminals hover.</i></p> <ul style="list-style-type: none"> <li>• <i>There are gang problems, youth problems and drug problems so no easy fix.</i></li> <li>• <i>Tougher line on truancy. Foot patrols by police. Stiffer penalty and prosecution for P labs and sellers.</i></li> <li>• <i>Young people out in the streets late at night - provide a venue where they can meet - alcohol and drug free.</i></li> </ul> <p><i>Comments coded to <b>deal with truanancies</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>Tougher line on truancy. Foot patrols by police. Stiffer penalty and prosecution for P labs and sellers.</i></li> </ul> <p><i>Comments coded to <b>other</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>A severe clamp down on recidivist drunk drivers and boy racers. We observe that many of the boy racers are not boys but adults well over 30.</i></li> <li>• <i>Get rid of the homeless people who beg in the CBD as they are very intimidating. Promote the liquor ban more widely, tourists and out of town. Visitors are unaware of the ban.</i></li> <li>• <i>More police on the beat. More things for youth to do/organised for them and maybe a curfew on young teens to get them out of the city early before they get drunk and aggressive. A better and more sympathetic response from police - nothing should be too small for them to look into. I also think Council should reduce registration fees for dogs for the elderly and people living alone.</i></li> </ul>
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<b>Question No:</b>	<b>Comment</b>
<p>Q14b: What do you see as the top safety priorities for Rotorua in the next three years?</p>	<p><i>Comments coded to <b>road safety/boy racers</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>Safety on the roads - maybe more booze buses.</i></li> <li>• <i>Target drink driving especially in rural community, also target speeding.</i></li> <li>• <i>Undercover cops/for traffic offences and to weed out P labs.</i></li> </ul> <p><i>Comments coded to <b>types of crimes (other) that should be targeted</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>Being able to be in your own backyard and got get verbally abused by people drunk or otherwise.</i></li> <li>• <i>Domestic abuse and violence due to alcohol. Burglaries.</i></li> </ul> <p><i>Comments coded to <b>better parenting/support for youth/curfew/keep youth off the streets/give youth something to do/youth gangs</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>I'd like to see teenage parties knocked on the head. I know you can't do this, but some get very out of control.</i></li> <li>• <i>Limiting young people's access to alcohol and reducing liquor outlets in shopping centres.</i></li> <li>• <i>More jobs for young people to encourage a sense of worth. Ban K2 - synthetic drugs. Kids have nothing to do. Help young people value themselves. Young people with too much alcohol are a great cause of accidents.</i></li> <li>• <i>More needs to be done for youth to keep them off the streets/alcohol issues with youth.</i></li> <li>• <i>Young drunk teenagers in the streets at night - need probation.</i></li> </ul> <p><i>Comments coded to <b>more Police/increased presence/community stations</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>Family Violence, violence against women, gangs and drugs, more police on the beat and visible.</i></li> <li>• <i>Increase amount of police so response is possible for things like</i></li> </ul>

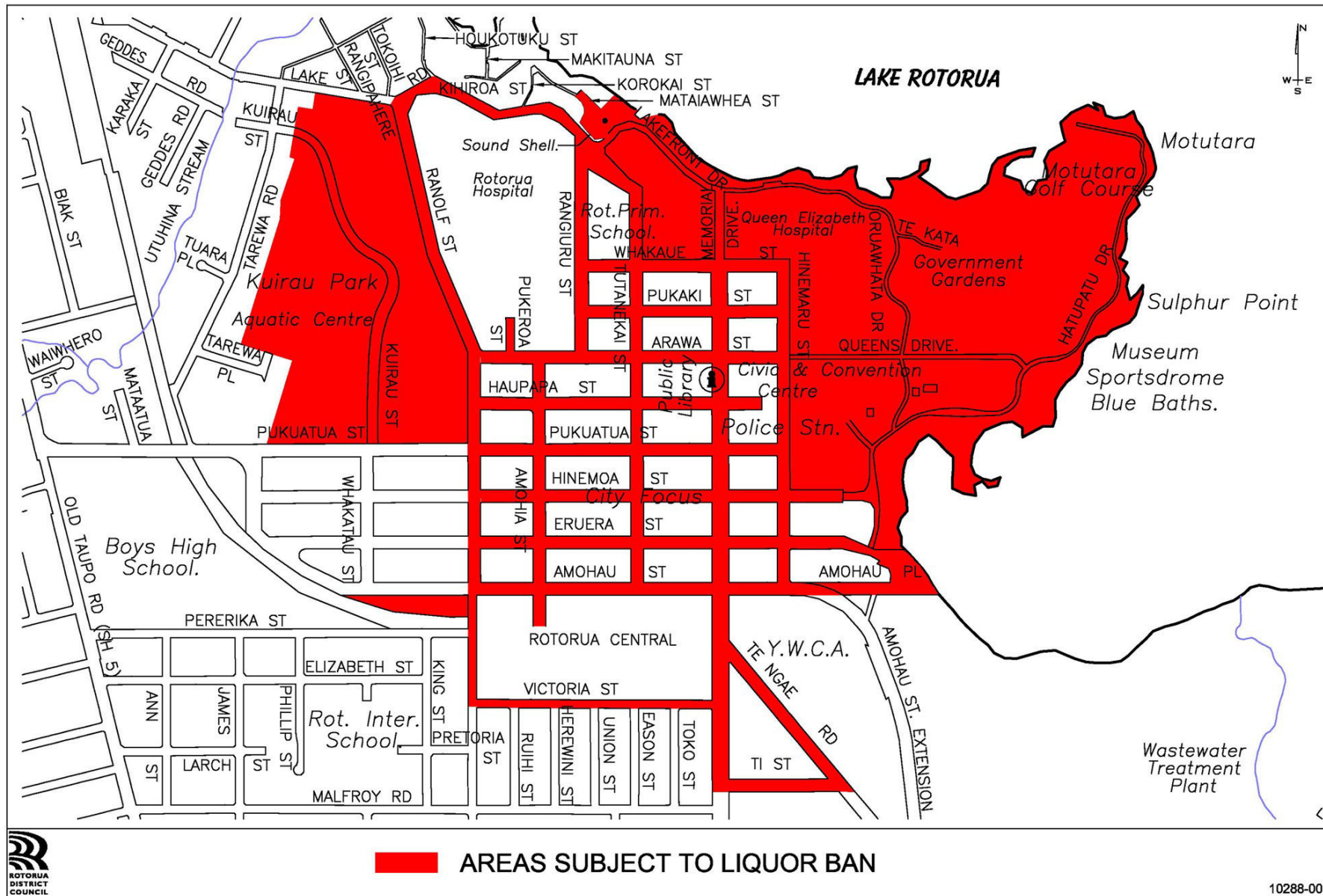
<p>Q14b: What do you see as the top safety priorities for Rotorua in the next three years? (cont...)</p>	<p><i>home burglaries - not just drunks fighting and serious crime. Joe Average isn't always getting any attention.</i></p> <ul style="list-style-type: none"> <li>• <i>More police on the beat. Less liquor stores in the suburbs - a lot of crime and violence is alcohol related.</i></li> <li>• <i>Need more police on foot around town being seen - too many liquor outlets.</i></li> <li>• <i>Skate parks in Park Rd, Western Heights and or Koutu, there are adults drinking there during the day. Need to have a complete liquor ban or some sort of police checks to protect the kids.</i></li> <li>• <i>Undercover cops/for traffic offences and to weed out P labs.</i></li> </ul> <p><i>Comments coded to <b>crimes targeting tourists</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>A safer place for travellers to go to and be able to enjoy themselves more carefree. Having less incidents occurring with people who have been drinking alcohol and being on drugs. Safety for all the night goers, this is during their time in town as well as when they arrive at home. Attacks are happening when there isn't any one to protect them after the bars/clubs closes. Having a reliable free/cheap service who takes people home is costly but a really good idea.</i></li> <li>• <i>Protecting tourists - especially the open walks - drug and alcohol problems.</i></li> </ul> <p><i>Comments coded to <b>family violence and education</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>Banning the sale of legal highs. Educate young woman to prosecute violent partners.</i></li> <li>• <i>Domestic abuse and violence due to alcohol. Burglaries.</i></li> <li>• <i>Domestic violence and alcohol use and synthetic cannabis use.</i></li> <li>• <i>Family Violence, violence against women, gangs and drugs, more police on the beat and visible.</i></li> </ul> <p><i>Comments coded to <b>bars/ gambling establishments/ wholesalers/ drinking issues/ liquor ban</b>:</i></p> <ul style="list-style-type: none"> <li>• <i>A safer place for travellers to go to and be able to enjoy themselves more carefree. Having less incidents occurring with people who have been drinking alcohol and being on drugs. Safety for all the night goers, this is during their time in town as well as when they arrive at home. Attacks are happening when there isn't any one to protect them after the bars/clubs closes. Having a reliable free/cheap service who takes people home is costly but a really good idea.</i></li> <li>• <i>Being able to be in your own backyard and not get verbally abused by people drunk or otherwise.</i></li> <li>• <i>Domestic abuse and violence due to alcohol. Burglaries.</i></li> <li>• <i>Domestic violence and alcohol use and synthetic cannabis use.</i></li> <li>• <i>Drug and alcohol control.</i></li> <li>• <i>Get the rough crowd out of the CBD, drugs and alcohol can be consumed at home so liquor bans etc. do not prevent these people from coming in.</i></li> <li>• <i>Increase amount of police so response is possible for things like home burglaries - not just drunks fighting and serious crime. Joe Average isn't always getting any attention.</i></li> <li>• <i>Limiting young people's access to alcohol and reducing liquor outlets in shopping centres.</i></li> <li>• <i>More jobs for young people to encourage a sense of worth. Ban K2 - synthetic drugs. Kids have nothing to do. Help young people value themselves. Young people with too much alcohol are a great cause of accidents.</i></li> <li>• <i>More needs to be done for youth to keep them off the streets/alcohol issues with youth.</i></li> <li>• <i>More police on the beat. Less liquor stores in the suburbs - a lot of crime and violence is alcohol related.</i></li> <li>• <i>Need more police on foot around town being seen - too many liquor</i></li> </ul>
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<p>Q14b: What do you see as the top safety priorities for Rotorua in the next three years? (cont...)</p>	<p>outlets.</p> <ul style="list-style-type: none"> <li>• <i>Protecting tourists - especially the open walks - drug and alcohol problems.</i></li> <li>• <i>Reduce number of places selling alcohol and increase the drinking age.</i></li> <li>• <i>Skate parks in Park Rd, Western Heights and or Koutu, there are adults drinking there during the day. Need to have a complete liquor ban or some sort of police checks to protect the kids.</i></li> <li>• <i>Stop the gambling then families will have more time (how many children are left alone while caregivers are gambling, how many are affected or damaged by legal purchasing of synthetic drugs?)</i></li> <li>• <i>Young drunk teenagers in the streets at night - need probation.</i></li> </ul> <p>Comments coded to <b>reducing drug use/drug issues</b>:</p> <ul style="list-style-type: none"> <li>• <i>A safer place for travellers to go to and be able to enjoy themselves more carefree. Having less incidents occurring with people who have been drinking alcohol and being on drugs. Safety for all the night goers, this is during their time in town as well as when they arrive at home. Attacks are happening when there isn't any one to protect them after the bars/clubs closes. Having a reliable free/cheap service who takes people home is costly but a really good idea.</i></li> <li>• <i>Banning the sale of legal highs. Educate young woman to prosecute violent partners.</i></li> <li>• <i>Concentrate on getting rid of P.</i></li> <li>• <i>Domestic violence and alcohol use and synthetic cannabis use.</i></li> <li>• <i>Drug and alcohol control.</i></li> <li>• <i>Drugs.</i></li> <li>• <i>Family Violence, violence against women, gangs and drugs, more police on the beat and visible.</i></li> <li>• <i>Focus on getting drugs off the streets especially "P".</i></li> <li>• <i>Get the rough crowd out of the CBD, drugs and alcohol can be consumed at home so liquor bans etc. do not prevent these people from coming in.</i></li> <li>• <i>More jobs for young people to encourage a sense of worth. Ban K2 - synthetic drugs. Kids have nothing to do. Help young people value themselves. Young people with too much alcohol are a great cause of accidents.</i></li> <li>• <i>Preventing drug abuse - stopping the legal as well eg, synthetic cannabis.</i></li> <li>• <i>Protecting tourists - especially the open walks - drug and alcohol problems.</i></li> <li>• <i>Stop the gambling then families will have more time (how many children are left alone while caregivers are gambling, how many are affected or damaged by legal purchasing of synthetic drugs?)</i></li> <li>• <i>Stopping P labs.</i></li> <li>• <i>Undercover cops/for traffic offences and to weed out P labs.</i></li> </ul> <p>Comments coded to <b>penalties/laws/consequences/discipline</b>:</p> <ul style="list-style-type: none"> <li>• <i>Drink driving crackdown - there should be no second chance.</i></li> <li>• <i>Focus on drink drivers, get tough with them, and destroy their vehicle.</i></li> </ul> <p>Comments coded to <b>crime prevention</b>:</p> <ul style="list-style-type: none"> <li>• <i>For police to keep on with clamping down on theft, drunken driving and other crimes.</i></li> </ul> <p>Comments coded to <b>drink driving education/drink driving</b>:</p> <ul style="list-style-type: none"> <li>• <i>Drink driving crackdown - there should be no second chance.</i></li> <li>• <i>Drunken drivers.</i></li> <li>• <i>Focus on drink drivers, get tough with them, and destroy their vehicle.</i></li> </ul>
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<p>Q14b: What do you see as the top safety priorities for Rotorua in the next three years? (cont...)</p>	<ul style="list-style-type: none"> <li>• <i>For police to keep on with clamping down on theft, drunken driving and other crimes.</i></li> <li>• <i>Safety on the roads - maybe more booze buses.</i></li> <li>• <i>Target drink driving especially in rural community, also target speeding.</i></li> </ul> <p><b>Comments coded to <i>increase Rotorua's prosperity/reduce unemployment</i>:</b></p> <ul style="list-style-type: none"> <li>• <i>More jobs for young people to encourage a sense of worth. Ban K2 - synthetic drugs. Kids have nothing to do. Help young people value themselves. Young people with too much alcohol are a great cause of accidents.</i></li> </ul> <p><b>Comments coded to <i>gangs/insignia/undesirable people</i>:</b></p> <ul style="list-style-type: none"> <li>• <i>Family Violence, violence against women, gangs and drugs, more police on the beat and visible.</i></li> </ul> <p><b>Comments coded to <i>Police to attend all crimes/response times to improve/increase resources/support/improvements to 111 service</i>:</b></p> <ul style="list-style-type: none"> <li>• <i>Increase amount of police so response is possible for things like home burglaries - not just drunks fighting and serious crime. Joe average isn't always getting any attention.</i></li> </ul> <p><b>Comments coded to <i>other</i>:</b></p> <ul style="list-style-type: none"> <li>• <i>Skate parks in Park Rd, Western Heights and or Koutu, there are adults drinking there during the day. Need to have a complete liquor ban or some sort of police checks to protect the kids.</i></li> </ul>
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### APPENDIX ONE: MAP OF CBD, AREA COVERED BY 2003 LIQUOR BAN BYLAW



**APPENDIX TWO: ROTORUA PERCEPTIONS OF SAFETY SURVEY 2013 SURVEY FORM**

**ROTORUA PERCEPTIONS OF SAFETY SURVEY 2013**

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)*
- O1 Daily
  - O2 Weekly
  - O3 Fortnightly
  - O4 Monthly
  - O5 Annually *(how many visits per year?)* .....
  - O6 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  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"/> 01 Always worry about your vehicle | <input type="radio"/> 04 Never worry   |
| <input type="radio"/> 02 Usually worry                   | <input type="radio"/> 05 Not applicable <i>(ie, don't drive/never park in CBD)</i> |
| <input type="radio"/> 03 Sometimes worry                 | <input type="radio"/> 06 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"/> 01 Always worry about your vehicle | <input type="radio"/> 04 Never worry   |
| <input type="radio"/> 02 Usually worry                   | <input type="radio"/> 05 Not applicable <i>(ie, don't drive/never park in CBD)</i> |
| <input type="radio"/> 03 Sometimes worry                 | <input type="radio"/> 06 Don't know  |

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

- 01 Yes *(continue to Q4d)*  
 02 No *(skip to Q5)*  
 03 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>	<input type="radio"/> 01	.....
City Focus	<input type="radio"/> 02	.....
"The Streat" <i>(and/or central city bars and clubs)</i>	<input type="radio"/> 03	.....
The park areas	<input type="radio"/> 04	.....
Shops on or near Tutanekai Street	<input type="radio"/> 05	.....
Shops on Eruera and Hinemoa streets	<input type="radio"/> 06	.....
Shops on Pukuatua, Haupapa and Arawa streets	<input type="radio"/> 07	.....
Lake Front	<input type="radio"/> 08	.....
Kuirau Park	<input type="radio"/> 09	.....
Polynesian Spa	<input type="radio"/> 010	.....
Museum	<input type="radio"/> 011	.....
Government Gardens	<input type="radio"/> 012	.....
Sulphur Point	<input type="radio"/> 013	.....
Other <i>(please be specific)</i> ..... .....	<input type="radio"/> 014	..... .....
It is unsafe to park everywhere in the CBD	<input type="radio"/> 015	.....
Don't know	<input type="radio"/> 016	.....

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)
- <sub>1</sub> Yes (continue to Q5b)  
 ○<sub>2</sub> No (skip to Q6)  
 ○<sub>3</sub> 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)
- |   |  |
|---|--|
| ○ <sub>1</sub> Fenton Street (motel area) | ○ <sub>6</sub> Airport   |
| ○ <sub>2</sub> The Redwood Forest carpark | ○ <sub>7</sub> Okere Falls   |
| ○ <sub>3</sub> Waipa Rd)                  | ○ <sub>8</sub> Waste Water Motors (private car sales yard on Te Ngae Rd) |
| ○ <sub>4</sub> Blue/Green Lake            | ○ <sub>9</sub> Rainbow Mountain  |
| ○ <sub>5</sub> Aquatic Centre             | ○ <sub>10</sub> Kerosene Creek   |
|   | ○ <sub>11</sub> Other (please be specific)                               |
- .....

**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)
- |  |                            |
|--|----------------------------|
| ○ <sub>1</sub> Very safe               | ○ <sub>5</sub> Very unsafe |
| ○ <sub>2</sub> Safe                    | ○ <sub>6</sub> Don't know  |
| ○ <sub>3</sub> Neither safe nor unsafe |                            |
| ○ <sub>4</sub> Unsafe                  |                            |
- 6b. And how safe do you normally feel in your local neighbourhood during the nighttime? (please prompt & tick ONE only)
- |  |                            |
|--|----------------------------|
| ○ <sub>1</sub> Very safe               | ○ <sub>5</sub> Very unsafe |
| ○ <sub>2</sub> Safe                    | ○ <sub>6</sub> Don't know  |
| ○ <sub>3</sub> Neither safe nor unsafe |                            |
| ○ <sub>4</sub> 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)
- |  |                            |
|--|----------------------------|
| ○ <sub>1</sub> Very safe               | ○ <sub>5</sub> Very unsafe |
| ○ <sub>2</sub> Safe                    | ○ <sub>6</sub> Don't know  |
| ○ <sub>3</sub> Neither safe nor unsafe |                            |
| ○ <sub>4</sub> Unsafe                  |                            |
- 7b. And how safe do you normally feel in your home during the nighttime? (please prompt & tick ONE only)
- |  |                            |
|--|----------------------------|
| ○ <sub>1</sub> Very safe               | ○ <sub>5</sub> Very unsafe |
| ○ <sub>2</sub> Safe                    | ○ <sub>6</sub> Don't know  |
| ○ <sub>3</sub> Neither safe nor unsafe |                            |
| ○ <sub>4</sub> 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 (specify).....  06 Other  
 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 2012... (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?**

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

No

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

Yes → (continue to Q11b)

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)

- Very useful  Don't know
- Useful
- Some use
- Not very useful
- Not at all useful

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

Yes → (continue to Q12b)

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)

- Very useful  Don't know
- Useful
- Some use
- Not very useful
- Not at all useful

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

Yes → (If yes, continue to Q13b)

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)

- Very useful  Don't know
- Useful
- Some use
- Not very useful
- 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 Waitapu 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 <i>(please specify)</i> ..... |
| <input type="radio"/> 03 Pacific Island     | <input type="radio"/> 06 Refused <i>(do not read out)</i>    |

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 2013.

**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.**