



Rotorua District Council

- Perceptions of Safety Study

FINAL Research Report

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Contents

1	Executive Summary	4
2	Introduction	14
2.1	Research Objectives.....	14
2.2	Research Method	14
2.3	Sample Achieved.....	15
2.4	Analysis	16
3	Safety of Rotorua’s Central Business District (CBD).....	17
3.1	Perception of Safety in Rotorua’s CBD During the Daytime	18
3.2	Reasons for Feeling Safe in the CBD During the Daytime.....	19
3.3	Locations Identified as Being Unsafe During the Daytime	20
3.4	Perception of Safety in Rotorua’s CBD During the Night-time	21
3.5	Reasons for Feeling Safe in the CBD During the Night-time	22
3.6	Locations Identified as Being Unsafe During the Night-time	23
4	Vehicle Safety.....	26
4.1	Vehicle Safety During the Daytime	26
4.2	Vehicle Safety During the Night-time.....	27
4.3	Location of Unsafe Areas to Park a Vehicle in Rotorua’s CBD	28
4.4	Unsafe Places to Park a Vehicle in Areas Around Rotorua	31
4.5	Location of Unsafe Places to Park a Vehicle (Outside of the CBD).....	32
5	Safety in the Home and Local Neighbourhood.....	34
5.1	Perception of Safety in the Local Neighbourhood During the Daytime	34
5.2	Perception of Safety in the Local Neighbourhood During the Night-time.....	35
5.3	Perception of Safety in Your Home During the Daytime	36
5.4	Perception of Safety in Your Home During the Night-time	37
5.5	Safety of Rotorua in General.....	38
5.6	Reasons for Feeling Rotorua District is Generally Unsafe	39
5.7	Perception of People	40
6	Person Experience of Crime and Violence.....	41
6.1	Personal Experience with Crime	41
6.2	Personal Experience of Physical Violence	42
6.3	Personal Experience of Verbal Abuse.....	44
6.4	Personal Experience of Domestic Violence	46
6.5	Personal experience of other crimes	48
6.6	Unreported Crimes	51
7	Crime Prevention Methods	52
7.1	Awareness of Community Policing Centre	52
7.2	Awareness of Closed Circuit Television Cameras	54
7.3	Usefulness of Closed Circuit Television Cameras	55
7.4	Awareness of Liquor Ban	56
7.5	Usefulness of Liquor Ban	57
8	Safety Improvements and Priorities.....	58
8.1	Safety Improvements.....	58
8.2	Safety priorities for the next three years.....	60



9	Sample Profile	61
9.1	Gender	61
9.2	Age	61
9.3	Ethnicity	62
9.4	Location	62

1 Executive Summary

- The perception of safety in the Rotorua District has increased from 2009, however actual experience with crime has also increased.

Perceptions of safety	% of Respondents (Very safe / safe)		
	2009	2010	Change
Perception of safety in the CBD during the daytime	86	91	+5
Perception of safety in the CBD during the night-time	20	24	+4
Perception of vehicle safety in the CBD during the daytime (% Never worry about their vehicle being broken into or stolen)	46	53	+7
Perception of vehicle safety in the CBD during the night-time (% Never worry about their vehicle being broken into or stolen)	14	20	+6
Perception of safety in the local neighbourhood during the daytime	89	91	+2
Perception of safety in the local neighbourhood during the night-time	72	74	+2
Perception of safety at home during the daytime	93	96	+3
Perception of safety at home during the night-time	84	87	+3
Perception that Rotorua is generally a safe place to live (% Definitely / mostly)	76	87	+11

Personal experience of crime and violence	% of Respondents (% Yes)		
	2009	2010	Change
Has anyone succeeded in getting into your home or garage without permission?	8	13	+5
Have you or anyone in your household had anything stolen from, or off, their vehicle?	11	13	+2
Have you or anyone in your household had their vehicle, bike or motorcycle stolen?	5	9	+4
Has anyone stolen or tried to steal anything you were carrying?	1	3	+2
Has any stranger or person you do not know well hit you, kicked you or used violence on you in any way?	4	4	n/c
Has any stranger or person you do not know well ever verbally abused you?	25	26	+1
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?	3	4	+1

Perception of Safety – Correlation Analysis

- The perception of safety during the night-time is slightly more correlated to respondents' perception that the Rotorua District is generally a safe place to live.
- The perception of safety during the daytime, is the least correlated.
- It should be noted however that no result is significant at the 95% confidence level.

Correlation Analysis

	Coefficient*	Index
Q3A. Perception of safety in the central city during the <u>night-time.</u>	0.37	100%
Q7B. Perception of safety at home during the <u>night-time.</u>	0.35	95%
Q6B. Perception of safety in the local neighbourhood during the <u>night-time.</u>	0.28	74%
Q6A. Perception of safety in the local neighbourhood during the <u>daytime.</u>	0.26	70%
Q2A. Perception of safety in the central city during the <u>daytime.</u>	0.26	70%
Q7A. Perception of safety at home during the <u>daytime.</u>	0.25	68%

*Correlation is analysed by Q8A. Do you feel that the Rotorua District is generally a safe place to live?

Safety in Rotorua's Central Business District (CBD)

- The majority of respondents (84%) stated they visit the Rotorua central city area *Weekly* (50%) or *Daily* (34%).
- There has been a significant increase of respondents stating they visit the Rotorua central city area *Daily* (34%) than in previous years of the study (22% in 2009, 21% in 2008, 26% in 2007, 20% in 2006 and 26% in 2005).
- Only four respondents in 2010 stated they *Never* visit the Rotorua central city area.
- In general, respondents feel *Safe* overall (91%) in the Rotorua CBD during the daytime (41% feel *Very safe* and 50% feel *Safe*). This represents an increase of five percentage points from the 2009 survey results (86%).
- Compared to the 2009 survey results, less people stated they feel *Unsafe* or *Very unsafe* in the Rotorua CBD during the daytime (8% in 2009, 2% in 2010) however these results are similar to that recorded in previous years of the study.

- *The presence of other people* (60%) was by far the main reason stated by respondents for their perception of safety in the Rotorua CBD during the daytime. This represents a significant increase from previous years' results where approximately one-half of respondents stated this as their reason.
- One in twenty respondents (5%) stated *Security Cameras* as a reason for them feeling safe in the CBD during the daytime. Although the proportion of respondents is small, this result is the highest recorded for all years of the study (2% in 2009 and 2008, 3% in 2007 and 4% in 2006).
- There has been a decrease in the proportion of respondents stating *Light* (17%) as a reason for them feeling safe in the CBD (23% in 2009). Although this proportion of respondents has decreased, it is still the second most stated reason for respondents' perception of safety.
- *General feeling of safety* and *No past experience of problems* are 'other' main reasons stated by respondents for their perception of safety in the Rotorua CBD during the daytime.
- Only six specific locations of Rotorua's CBD were identified as being unsafe during the daytime. These locations were *City Focus, Rotorua Central Mall, Kuirau Park, Shops on Pukuatua, Haupapa and Arawa streets, Shops near Tutanekai Street* and *In alley ways in general*.
- The number of respondents able to identify a specific location in Rotorua's CBD as being unsafe has decreased significantly from the 2009 study (6 respondents in 2010, 48 in 2009).
- The main reason identified by respondents for these locations being unsafe is due to the behaviour of *Youths* in the area.
- Slightly less than one in four respondents (24%) stated they feel *Safe* overall in the CBD during the night-time (3% *Very safe* and 21% *Safe*). This represents a slight increase from the 2009 results (20%) however is still lower than that recorded in 2008 (27%), 2007 (28%) and 2005 (27%).
- The proportion of respondents stating they feel *Unsafe* overall (23%) in the CBD during the night-time has decreased (32% in 2009, 26% in 2008 and 24% in 2007).
- Almost the same proportion of respondents stated they feel *Safe* overall (24%) as those who stated they feel *Unsafe* overall (23%).
- Slightly more than one-third of respondents (34%) stated *They don't go into the CBD during the night-time (Not applicable)*.
- *The presence of other people* (45%), *Light* (23%) and *Security cameras* (22%) are the three main reasons stated by respondents for feeling safe in the CBD during the night-time.

- The proportion of respondents stating *Security cameras* (22%) as a reason for their perception of safety in the CBD has increased significantly from previous years' results (4% in 2009, 8% in 2008, 5% in 2007 and 7% in 2006).
- Respondents stating *The presence of police* (14%) has also increased significantly from the 2009 study (5%).
- Slightly less than one in five respondents (19%) identified a specific location of Rotorua's CBD that they perceived to be unsafe during the night-time. This represents a decrease from the 2009 survey results where one in four respondents (26%) identified a specific location.
- *Kuirau Park* (6%), *City Focus* (4%) and *Rotorua Central Mall* (4%) were the three most common areas respondents perceived to be unsafe.
- In 2010, 3% of respondents stated that the *Lake Front* was unsafe during the night-time, this is a decrease from the 2009 results when 7% of respondents perceived this area to be unsafe.
- For the majority of locations stated to be unsafe during the night-time, the main themes identified by respondents for the feeling of un-safety is due to *Dark / unlit areas* and *Youths / people hanging around*.

Vehicle Safety

- Slightly more than one-half of respondents (53%) stated they *Never worry* about their vehicle being broken into or stolen during the daytime. This represents a slight increase from the 2009 results (46%) however is similar to results recorded in 2008 (53%) and 2007 (54%).
- There has been a steady decrease in the proportion of respondents stating they either *Never worry* or only *Sometimes worry* about their vehicle being broken into or stolen since 2007 (79% in 2007, 78% in 2008, 77% in 2009 and 74% in 2010).
- Slightly less than one in ten respondents (9%), stated they *Never park in the CBD during the day-time (Not applicable)*.
- Encouragingly, the perception of safety when parking a vehicle in the CBD at night-time is increasing. The proportion of respondents stating they *Never park in the CBD at night-time* (30%) has decreased as has the proportion of respondents stating they *Always worry* (14%) about their vehicle's safety.
- During the night-time, more respondents in 2009 stated they *Never worry* (20%) about their vehicle being broken into or stolen in the CBD than in previous years (14% in 2009, 15% in 2008, 14% in 2007, 14% in 2006 and 11% in 2005).
- The proportion of respondents stating they *Always worry* (14%) has decreased from previous years, recorded the lowest result since the beginning of the study.

- Slightly less than three in every five respondents (59%) identified a specific location of Rotorua's CBD that they perceived to be unsafe to park a vehicle. This is a decrease from the 2009 survey results where 67% of respondents identified a specific location.
- *Kuirau Park (23%), Lake Front (13%) and Government Gardens (9%)* were the three most common areas respondents perceived to be unsafe.
- There has been a significant decrease in the proportion of respondents stating *Polynesian Spa (3%) and Museum (1%)* areas as being unsafe than in 2009 (13% and 11% respectively).
- *Remote / isolated areas, Poor lighting and People hanging around* are the most common stated reasons that respondents feel it is unsafe to park a vehicle in the identified locations.
- Slightly less than three in every five respondents (59%) were able to identify a location in Rotorua (*outside of the CBD*) they perceived to be unsafe to park a vehicle.
- Of those respondents who stated there was an area outside of the Rotorua CBD they perceived to be unsafe to park a vehicle, *Kerosene Creek (19%), The Redwood Forest car park (16%) and Blue / Green Lake (14%)* were the three most identified locations.
- The proportion of respondents stating *Blue / Green Lakes (14%), Okere Falls (9%) and Waipa (1%)* as locations they perceived to be unsafe has decreased significantly from the 2009 survey results (25%, 25% and 10% respectively).
- *Tourist spots, Western suburbs and Unlit streets in general* were the most common 'other' locations identified by respondents as being unsafe to park a vehicle.

Safety in the Home and Local Neighbourhood

- The majority of respondents stated they feel *Safe* overall (91%) in their local neighbourhood during the daytime (52% *Very safe* and 39% *Safe*).
- Between 2007 and 2009, the proportion of respondents stating they feel *Very safe* in their local neighbourhood during the daytime has been gradually decreasing (51% in 2007, 49% in 2008, 46% in 2009) however in 2010, the proportion of respondents stating this has increased to the highest level recorded since the beginning of the study (52%).
- Only four respondents stated they feel *Very unsafe* and addition twelve stated they feel *Unsafe* in their local neighbourhood during the daytime.
- Slightly less than three-quarters of respondents (74%) feel *Safe* overall in their local neighbourhood during the night-time.

- Between 2007 and 2009, the proportion of respondents stating they feel *Very safe* in their local neighbourhood during the night-time has been gradually decreasing (33% in 2007, 30% in 2008, 25% in 2009). In 2010 however, the proportion of respondents stating they feel *Very safe* (27%) has recorded a marginal increase from the 2009 study (25%).
- One in ten respondents (10%) stated they feel *Unsafe* in their local neighbourhood during the night-time, an increase of two percentage points from the 2009 survey results (8%).
- Almost all respondents (96%) stated they feel *Safe* overall in their home during the daytime (54% *Very safe* and 42% *Safe*).
- There has been a gradual decrease in the proportion of respondents stating they feel *Very Safe* in their home during the daytime since 2006 (66% in 2006, 58% in 2007, 57% in 2008, 55% in 2009 and 54% in 2010) however the proportion of respondents stating they feel *Safe* has been increasing.
- Only one respondent stated they feel *Very unsafe* in their home during the daytime and an additional five respondents stated they feel *Unsafe*.
- The majority of respondents (87%) stated they feel *Safe* overall in their home during the night-time (40% *Very safe* and 47% *Safe*). This represents a slight increase from the 2009 results (84%).
- Similar to the perception of safety at home during the daytime, there has been a gradual decrease in the proportion of respondents stating they feel *Very Safe* in their home during the night-time since 2006 (from 52% in 2006 to 40% in 2010), however the proportion of respondents stating they feel *Safe* has increased from 36% in 2006 to 47% in 2010).
- Only one respondent stated they feel *Very unsafe* in their home during the daytime and an addition thirteen respondents stated they feel *Unsafe*.
- In general, Rotorua is perceived to be *Mostly* a safe place to live (70%). This represents a significant increase from the 2009 results (59%).
- There has been a decrease in the proportion of respondents who stated that Rotorua is *Not really* a safe place to live (11%) from the 2009 survey results (21%).
- Only three respondents stated that the Rotorua District is *Definitely not* a safe place to live.
- Slightly less than one-half of respondents (49%) stated *Problems with young people / street kids / not enough to do* as a reason for them feeling that the Rotorua District is generally unsafe. The proportion of respondents stating this as a reason has increased significantly from both 2008 (24%) and 2009 (38%).
- Although *High crime rate / too much crime* (43%) was the second most stated reason for feeling the Rotorua District is generally unsafe the proportion of respondents stating this as a reason has decreased significantly from

previous studies (66% in 2005, 76% in 2006, 56% in 2007, 65% in 2008 and 66% in 2009).

- *Problems with alcohol and drugs* were ‘other’ reasons frequency cited by respondents for feeling unsafe.
- Slightly more than two out of every five respondents (41%) stated they *Can trust people*. This is the lowest level recorded since the beginning of the study however more respondents in 2009 stated *50/50* when asked if in general they could trust people.
- Slightly more than one-third of respondents (35%) stated that you *Can’t be too careful when dealing with people*. This represents a significant decrease from 2009 (46%).

Personal Experience of Crime and Violence

- The proportion of respondents who have experienced all aspects of crime has increased from the 2009 results however is similar to that recorded in previous years.
- The most common types of crime experienced by respondents was *People breaking into your home or garage without permission* (13%) and *Theft ex-vehicle* (13%).
- Slightly less than one in ten respondents (9%) had experienced the theft of a *Vehicle, bike or motorcycle*.
- Slightly less than one in twenty respondents (4%) had experienced a form of physical violence. This is a similar result recorded in previous years with the exception of 2005 where 16% of respondents stated they had experienced a form of physical violence.
- Of the 17 respondents who had experienced some form of physical violence, 10 of those respondents stated that the person had been drinking alcohol.
- *At work or Around / at home* were the most common locations that the physical violence took place.
- Slightly more than one-quarter of respondents (26%) had experienced verbal abuse. The proportion of respondents stating this has gradually increased since 2007 where 21% of respondents had experienced verbal abuse.
- Alcohol was a known contributing factor in one-third of verbal abuses (33%). 31% of respondents *Did not know* if the person had been drinking.
- *In town / the CBD and by pubs and bars* were the most common locations that the verbal abuse took place.
- A similar proportion of respondents who had experienced physical violence have experienced domestic violence. Slightly less than one in twenty

respondents (4%) had experienced a form of domestic violence. This is a similar result to that recorded in previous years of the study.

- Of the 15 respondents who had experienced some form of domestic violence, 8 of those respondents stated that the person had been drinking alcohol.
- *At home* is the most common stated location that domestic violence takes place.
- Slightly less than one-eighth of respondents (12%) stated there was a crime that they or someone else in their household had been a victim of in the past 12 months.
- *Vandalism, graffiti* and *bullying* were the most common 'other' crimes cited by respondents.
- Alcohol was not a known factor in the majority of other crimes stated. Most respondents *Didn't know* if the person had been drinking alcohol (47%).
- *At home* is the most common stated location that 'other' crimes took place.
- Slightly more than one in ten respondents (11%) have been victim of or witnessed a crime that they haven't reported to police. This represents a slight increase from the 2009 and 2008 results (8% respectively).

Crime Prevention Methods

- The majority of respondents (88%) are aware that there is a Community Policing Centre in the central city area. This is similar to the result recorded in 2009 (88%) however this result has been decreasing since 2007 when 91% of respondents were aware of the Community Policing Centre.
- The majority of respondents were able to correctly state where the location of the Community Policing Centre is. 205 respondents stated it is at the *City Focus* and 56 stated it is *On the corner of Hinemoa and Tutanekai streets*. Only 12 respondents stated they *Did not know* where it was.
- Slightly more than three-quarters of respondents (78%) are aware that there are closed circuit television cameras operating in the central city area. This is similar to the result recorded in 2009 (77%).
- Of those respondents who are aware of the closed circuit television cameras, 69% stated they are *Useful* overall in making the central city area a safer place.
- The proportion of respondents who stated that closed circuit security cameras are *Useful* overall, has consistently decreased since 2008 where 75% of respondents stated them to be *Useful* overall in making the central city a safer place.
- The majority of respondents (86%) are aware that there is a liquor ban in the central city area.

- The proportion of respondents who are aware of the liquor ban has increased every year of the study from 70% in 2005.
- Of those respondents who are aware of the liquor ban, 68% stated that it is *Useful* overall in making the central city area a safer place.
- The proportion of respondents who stated that the liquor ban is *Useful* overall, has consistently decreased since 2008 where 75% of respondents stated it to be *Useful* overall.

Safety Improvements and Priorities

- As with previous studies, the three most suggested improvements remain the same. These are, *More police / more presence / community stations* (38%), *Better parenting / support for youth / curfew / keep youth off the streets / give youth something to do / youth gangs* (15%) and *Security / guards / cameras / Maori Wardens / community patrols* (13%).
- *More police / more presence / community stations* (38%) is the most frequently stated safety improvement suggested by respondents. There has been an increase in the proportion of respondents stating this since the 2009 study (29%).
- *Better parenting / support for youth / curfew / keep youth off the streets / give youth something to do / youth gangs* was stated as a suggested improvement by 15% of respondents (the same proportion as in 2009). This theme is the second most suggested improvement and supports previous statements made by respondents for feeling unsafe in the Rotorua District and Rotorua CBD.
- *Building / street improvements* (relating more to road safety and street lighting) was stated by twice as many respondents in 2010 than in 2009 (10% in 2010, 5% in 2009).
- Problems with *Crimes targeting tourists* has been decreasing since the 2008 study. Less than one-percent of respondents (2 people) stated this as a safety improvement compared to 4% in 2008 and 3% in 2009.

- *Bars / gambling establishments / wholesalers / drinking issues* (7%) is becoming an increasing problem. For each study in 2005, 2006 and 2007, this was only stated by 1% of respondents (approximately 4 people). In 2008 and 2009, the proportion of respondents stating this increased to 3% (approximately 12 people). This figure has now doubled to a record high 7% of respondents or 27 people.

- On a positive note, slightly more than one in ten respondents (11%) stated that the Rotorua District Council is *Doing okay now* with safety improvements. This represents an increase of four percentage points from the 2009 survey results (7%).
- The four main safety priority areas for Council to focus on in the next three years as identified by more than one in ten respondents are *Boy racers / road safety / driver education / raise the driving age* (16%), *More police / more presence / community stations* (13%), *Building / street improvements* (13%) and *Better traffic controls* (11%).
- There is a clear theme present with the need for Council to focus on roading / driving safety. Three of the four most stated safety priorities relate to issues with the roading system or safety of drivers.

2 Introduction

Key Research was commissioned by Rotorua District Council to undertake an assessment of Rotorua residents' perceptions of safety within the District.

2.1 Research Objectives

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 CBD during night-time and daylight hours, location(s), and reasons;*
- *Perceptions of general safety in the Rotorua District during night-time and daylight hours, location(s), and reasons;*
- *Perceptions of vehicle safety in the Rotorua District during night-time and daylight hours, location(s), and reasons;*
- *Experience of crime in the Rotorua District and location(s);*
- *Experience of violence in the Rotorua District and location(s);*
- *Awareness of crime prevention methods managed by the Rotorua District Council;*
- *Safety improvements and priorities for the Rotorua District Council.*

2.2 Research Method

The study consisted of 400 telephone interviews with residents in the Rotorua District area:

- Interviewing took place between Tuesday April 27th and Wednesday May 12th 2010;
- The overall results have a margin of error of +/-4.9% at the 95% confidence level;
- The average interview length of this survey was 17 minutes;
- Percentage results were rounded to the nearest full percent.
- Quotas were enforced according to age, ethnicity, gender and ward, to ensure a proportionally representative sample of the Rotorua District's population was obtained;

2.3 Sample Achieved

	Number of respondents	2010 results %	2009 results %	2008 results %	2007 results %	2006 results %	2005 results %
Electoral ward							
North	104	26%	25%	26%	21%	26%	26%
South	99	25%	25%	24%	25%	24%	25%
East	91	23%	25%	24%	24%	25%	25%
West	106	27%	25%	24%	30%	25%	24%
Gender							
Male	199	50%	49%	47%	41%	39%	45%
Female	201	50%	51%	52%	59%	61%	55%
Age							
15-34 years	123	31%	19%	19%	18%	18%	24%
35-54 years	160	40%	35%	37%	43%	32%	36%
55-74 years	92	23%	33%	32%	31%	38%	29%
75+ years	25	6%	12%	11%	8%	12%	12%
Ethnicity*							
NZ European	264	66%	71%	64%	64%	64%	64%
NZ Maori	118	30%	25%	30%	32%	31%	29%
Pasifika	8	2%	2%	1%	1%	1%	2%
Asian	13	3%	2%	3%	1%	1%	2%
Other	5	1%	8%	6%	1%	4%	3%

**In 2008 respondents belonging to multiple ethnic groups were included in all groups; therefore 2009 ethnicity data is not additive.*

The following steps were taken to ensure objectivity, validity and reliability of the study:

- For comparability to previous results, the questionnaire is similar to that used in the previous Rotorua District Perception of Safety Survey's;
- Telephone survey respondents were selected from the Rotorua District using Veda Advantage's random number generation service;
- All telephone interviews were conducted by trained and experienced Key Research interviewers;
- Quality control was conducted on a minimum of 10% of interviews and a minimum of 5% data audit was conducted;
- The research results were processed electronically and analysed by executives from Key Research.

2.4 Analysis

The results are analysed at District level and also under the following sub-city criteria:

- Ward (North ward, South ward, East ward, West ward);
**Please note that the ward system is no longer in existence. It is however being included in this report for consistency and comparisons to results recorded in previous years.*
- Gender;
- Age group (15-34, 35-54, 55-74, 75+);
- Ethnicity (non-Maori/Maori).

3 Safety of Rotorua’s Central Business District (CBD)

For the purpose of this study, 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:

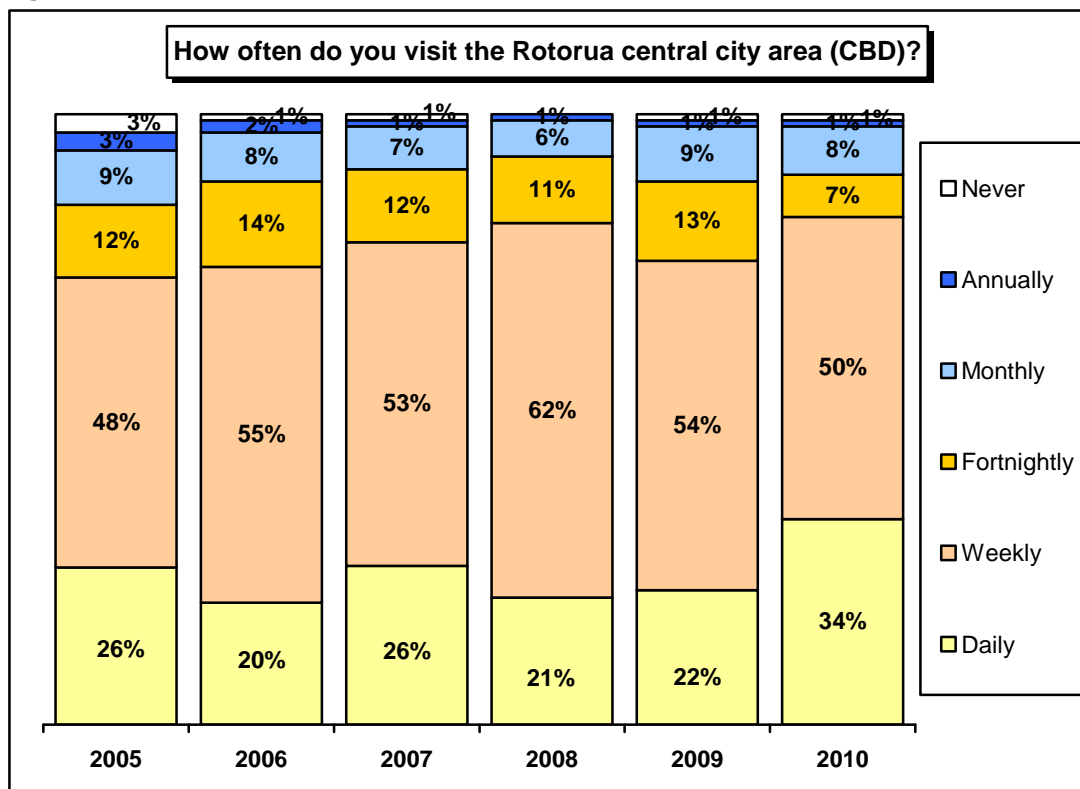
- Rotorua Central Mall;
- Skateboard Park;
- Government Gardens / Blue Baths / Polynesian Pools area; and
- Tui Street ‘triangle’.

Refer Figure 6, page 25 for a map outlining the Rotorua CBD area.

Respondents were initially asked how often they visit the central city area.

- The majority of respondents (84%) stated they visit the Rotorua central city area *Weekly* (50%) or *Daily* (34%).
- There has been a significant increase of respondents stating they visit the Rotorua central city area *Daily* (34%) than in previous years of the study (22% in 2009, 21% in 2008, 26% in 2007, 20% in 2006 and 26% in 2005).
- Only four respondents in 2010 stated they *Never* visit the Rotorua central city area.

Figure 1:



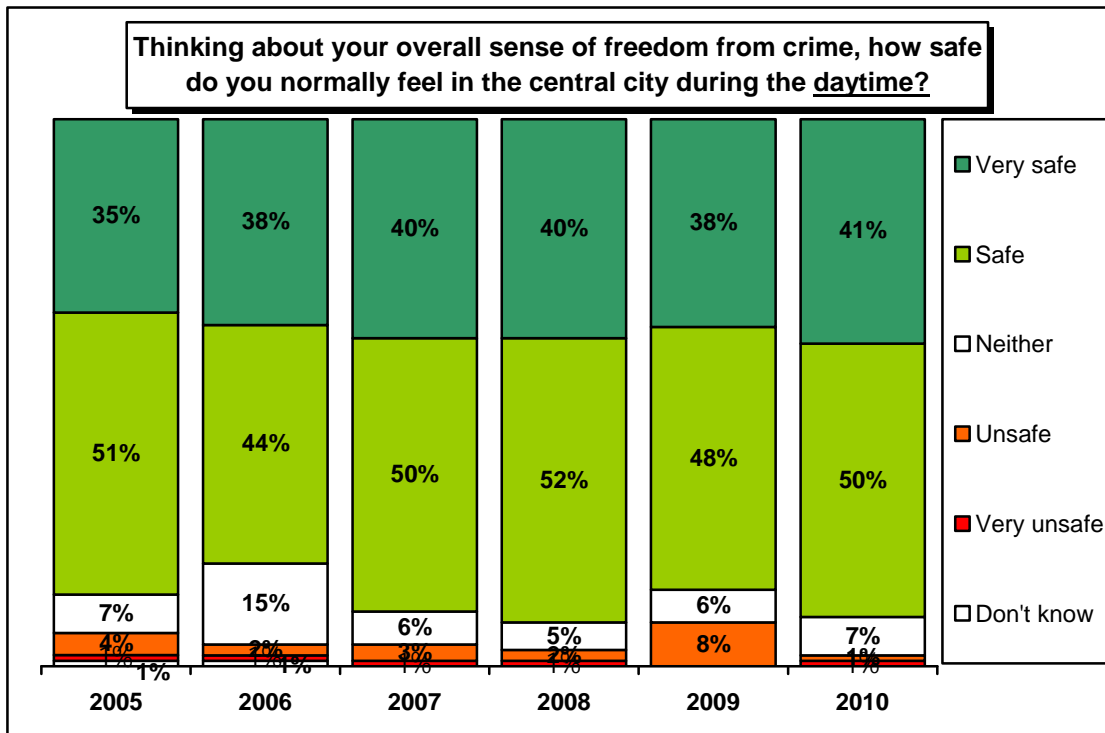
2010 Base: 400 respondents

3.1 Perception of Safety in Rotorua's CBD During the Daytime

Respondents who stated they visit the Rotorua central city area, were then asked a series of questions about their perception of safety of the Rotorua CBD.

- In general, respondents feel *Safe* overall (91%) in the Rotorua CBD during the daytime (41% feel *Very safe* and 50% feel *Safe*). This represents an increase of five percentage points from the 2009 survey results (86%).
- Compared to the 2009 survey results, less people stated they feel *Unsafe* or *Very unsafe* in the Rotorua CBD during the daytime (8% in 2009, 2% in 2010) however these results are similar to that recorded in previous years of the study.

Figure 2:



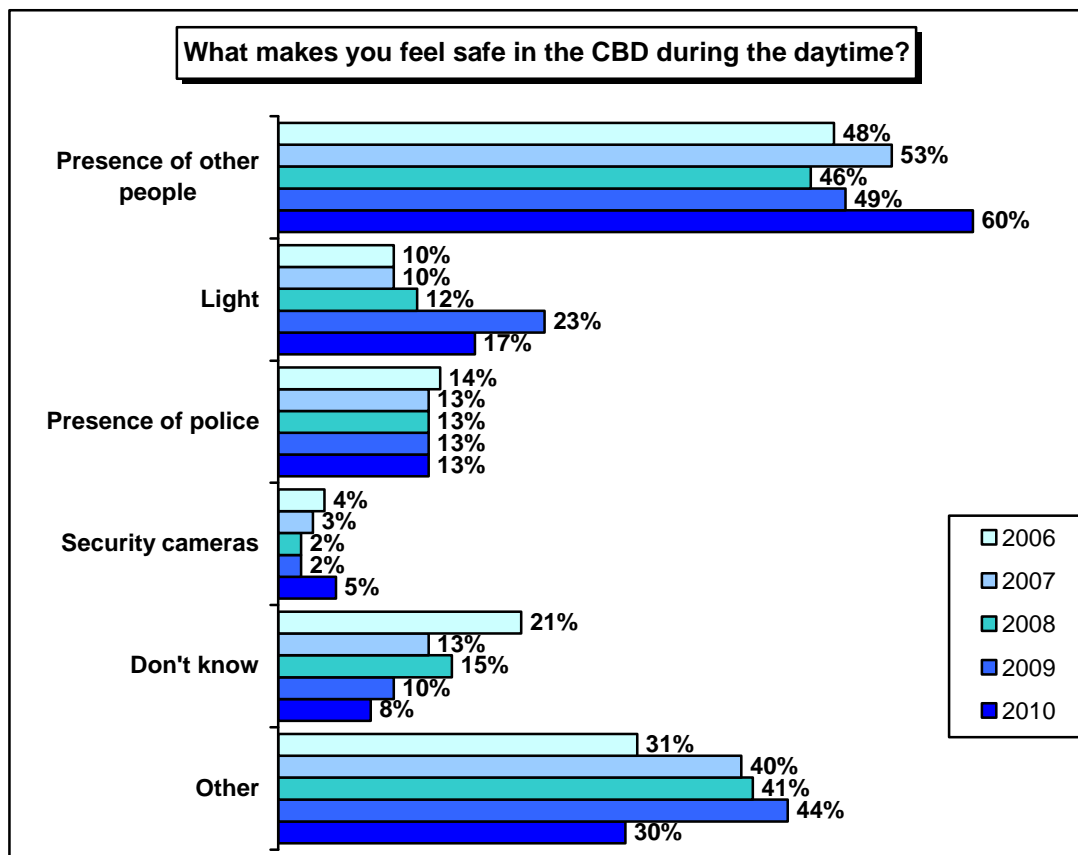
2010 Base: 396 respondents

3.2 Reasons for Feeling Safe in the CBD During the Daytime

Respondents who stated they feel *Very safe* or *Safe* in the Rotorua CBD during the daytime, were then asked what it was that makes them feel safe.

- *The presence of other people* (60%) was by far the main reason stated by respondents for their perception of safety in the Rotorua CBD during the daytime. This represents a significant increase from previous years' results where approximately one-half of respondents stated this as their reason.
- One in twenty respondents (5%) stated *Security Cameras* as a reason for them feeling safe in the CBD during the daytime. Although the proportion of respondents is small, this result is the highest recorded for all years of the study (2% in 2009 and 2008, 3% in 2007 and 4% in 2006).
- There has been a decrease in the proportion of respondents stating *Light* (17%) as a reason for them feeling safe in the CBD (23% in 2009). Although this proportion of respondents has decreased, it is still the second most stated reason for respondents' perception of safety.
- *General feeling of safety* and *No past experience of problems* are 'other' main reasons stated by respondents for their perception of safety in the Rotorua CBD during the daytime.

Figure 3:



2010 Base: 359 respondents

Note: Multiple responses were permitted therefore the total percentages exceed 100%.

3.3 Locations Identified as Being Unsafe During the Daytime

- Only six specific locations of Rotorua’s CBD were identified as being unsafe during the daytime. These locations were *City Focus, Rotorua Central Mall, Kuirau Park, Shops on Pukuatua, Haupapa and Arawa streets, Shops near Tutanekai Street* and *In alley ways in general*.
- The number of respondents able to identify a specific location in Rotorua’s CBD as being unsafe has decreased significantly from the 2009 study (6 respondents in 2010, 48 in 2009).
- The main reason identified by respondents for these locations being unsafe is due to the behaviour of *Youths* in the area.

Table 1:

Whereabouts in the CBD do you feel unsafe during the daytime?	No. of respondents					
	2005	2006	2007	2008	2009	2010
City Focus (<i>at the intersection of Tutanekai and Hinemoa streets</i>)	6	3	9	2	14	1
Rotorua Central Mall (<i>the shops surrounding The Warehouse</i>)	4	5	6	1	14	1
Kuirau Park	4	3	2	2	5	1
Shops on Pukuatua, Haupapa and Arawa streets	2	1	2	1	4	1
Shops on or near Tutanekai Street	2	-	1	-	-	1
The 'Streat' (<i>and / or central city bars and clubs</i>)	2	2	-	-	2	-
Government Gardens	1	1	1	-	1	-
Lake Front	1	1	-	-	1	-
Sulphur Point	-	2	1	-	1	-
Museum	1	1	-	-	-	-
Polynesian Spa	1	1	-	-	-	-
Shops on Eruera and Hinemoa streets	2	1	-	-	-	-
The park areas	3	2	-	-	-	-
Other	1	1	2	2	6	1
I feel unsafe everywhere in the CBD	3	-	2	3	5	1
Don't know	-	-	-	-	-	-
Not Specified	5	-	-	-	-	-

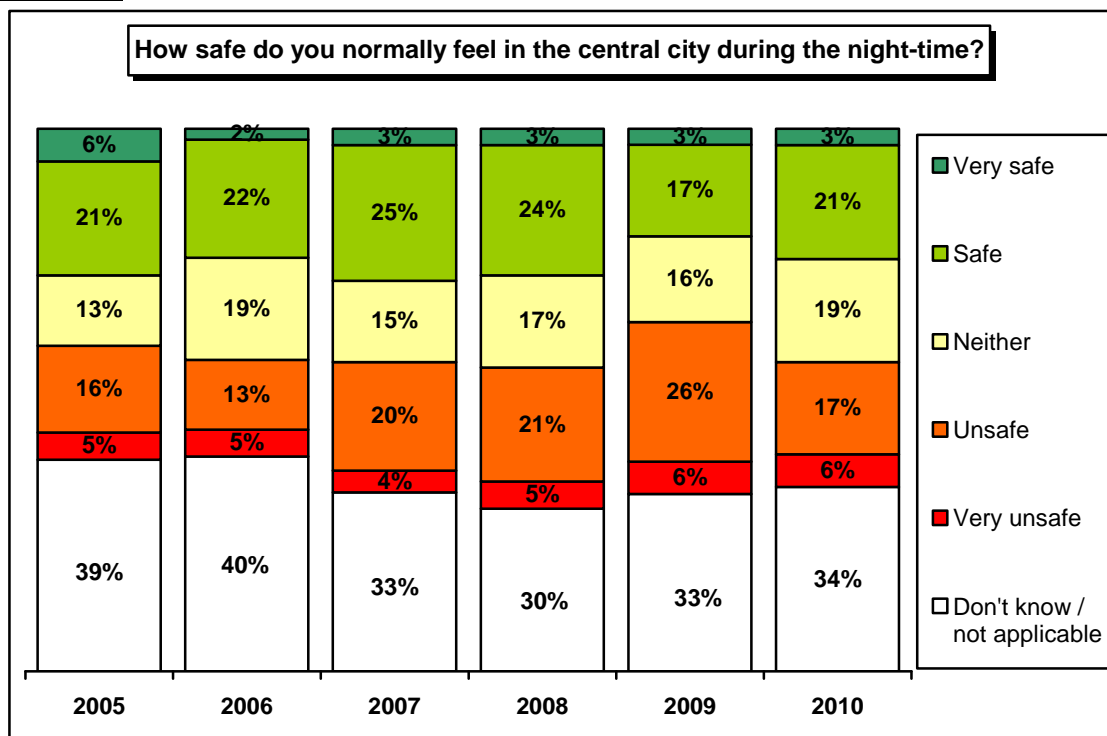
Note: This table is based on number of respondents as the base size is too small to calculate percentages.

3.4 Perception of Safety in Rotorua's CBD During the Night-time

Respondents who stated they visit the Rotorua central city area, were then asked how safe they normally feel in the Rotorua CBD during the night-time.

- Slightly less than one in four respondents (24%) stated they feel *Safe* overall in the CBD during the night-time (3% *Very safe* and 21% *Safe*). This represents a slight increase from the 2009 results (20%) however is still lower than that recorded in 2008 (27%), 2007 (28%) and 2005 (27%).
- The proportion of respondents stating they feel *Unsafe* overall (23%) in the CBD during the night-time has decreased (32% in 2009, 26% in 2008 and 24% in 2007).
- Almost the same proportion of respondents stated they feel *Safe* overall (24%) as those who stated they feel *Unsafe* overall (23%).
- Slightly more than one-third of respondents (34%) stated *They don't go into the CBD during the night-time (Not applicable)*.

Figure 4:



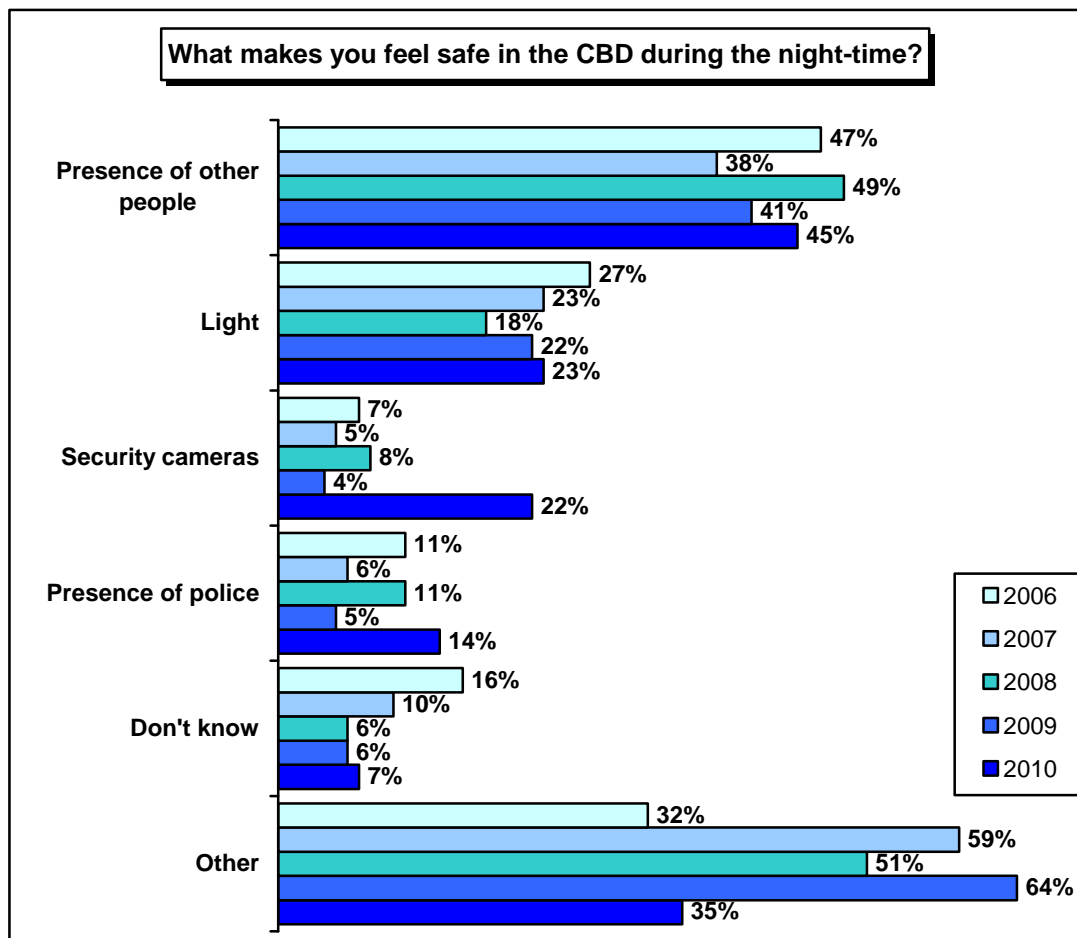
2010 Base: 396 respondents

3.5 Reasons for Feeling Safe in the CBD During the Night-time

Respondents who stated they feel *Very safe* or *Safe* in the Rotorua CBD during the night-time, were then asked what it was that makes them feel safe.

- *The presence of other people* (45%), *Light* (23%) and *Security cameras* (22%) are the three main reasons stated by respondents for feeling safe in the CBD during the night-time.
- The proportion of respondents stating *Security cameras* (22%) as a reason for their perception of safety in the CBD has increased significantly from previous years' results (4% in 2009, 8% in 2008, 5% in 2007 and 7% in 2006).
- Respondents stating *The presence of police* (14%) has also increased significantly from the 2009 study (5%).
- *General feeling of safety* and *No past experience of problems* are 'other' main reasons stated by respondents for their perception of safety in the Rotorua CBD during the daytime.

Figure 5:



2010 Base: 96 respondents

Note: Multiple responses were permitted therefore the total percentages exceed 100%.

3.6 Locations Identified as Being Unsafe During the Night-time

- Slightly less than one in five respondents (19%) identified a specific location of Rotorua's CBD that they perceived to be unsafe during the night-time. This represents a decrease from the 2009 survey results where one in four respondents (26%) identified a specific location.
- *Kuirau Park* (6%), *City Focus* (4%) and *Rotorua Central Mall* (4%) were the three most common areas respondents perceived to be unsafe.
- In 2010, 3% of respondents stated that the *Lake Front* was unsafe during the night-time, this is a decrease from the 2009 results when 7% of respondents perceived this area to be unsafe.
- For the majority of locations stated to be unsafe during the night-time, the main themes identified by respondents for the feeling of un-safety is due to *Dark / unlit areas* and *Youths / people hanging around*.

Table 2:

Whereabouts in the CBD do you feel unsafe during the night-time?	% of Total Sample					
	2005	2006	2007	2008	2009	2010
Kuirau Park	2	2	6	3	10	6
City Focus (<i>at the intersection of Tutanekai and Hinemoa streets</i>)	4	3	6	4	6	4
Rotorua Central Mall (<i>the shops surrounding The Warehouse</i>)	2	1	2	3	3	4
Lake Front	2	2	6	4	7	3
The 'Streat' (<i>and / or central city bars and clubs</i>)	2	2	2	4	4	3
Shops on or near Tutanekai Street	1	1	1	1	<1	2
Shops on Pukuatua, Haupapa and Arawa streets	2	<1	6	4	5	2
Sulphur Point	<1	1	1	1	2	2
Shops on Eruera and Hinemoa streets	1	<1	4	2	4	2
Government Gardens	<1	1	3	2	4	1
The park areas	1	1	1	1	-	1
Polynesian Spa	<1	<1	1	2	3	1
Museum	<1	1	1	1	2	<1
Other	1	2	4	4	7	2
Don't know	-	-	<1	-	<1	-
I feel unsafe everywhere in the CBD	1	1	4	2	5	2
Total	10%	7%	19%	15%	26%	19%

2010 Base: 400 respondents

Note: Multiple responses were permitted therefore the total percentages are not additive.

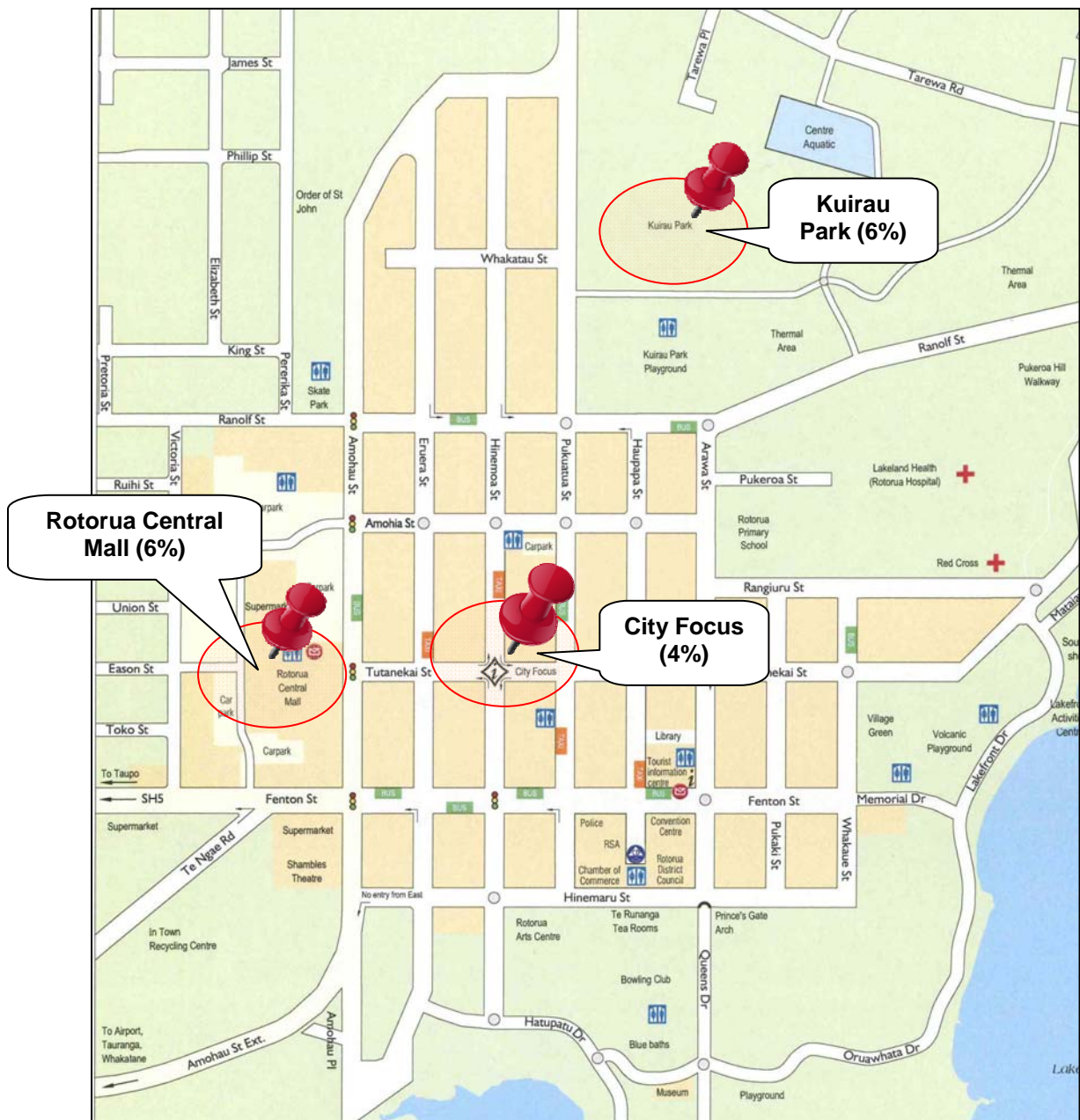
Table 2b:

Whereabouts in the CBD do you feel unsafe during the night-time?	% of Respondents													
	2010			2009	2008	2007	2006	2005	2010/2009	2009/2008	2008/2007	2007/2006	2006/2005	
	Number	Percent	Percent of total	Percent of total	Percent of total	Percent of total	Percent of total	Percent of total	% Change	% Change	% Change	% Change	% Change	
Kuirau Park	24	32%	6%	10%	3%	6%	2%	2%	-4%	7%	-4%	4%	-	
City Focus (at the intersection of Tutanekai and Hinemoa streets)	17	22%	4%	6%	4%	6%	3%	4%	-2%	2%	-2%	3%	-1%	
Rotorua Central Mall (the shops surrounding The Warehouse)	14	18%	4%	3%	3%	2%	1%	2%	1%	-	1%	1%	-1%	
Lake Front	12	16%	3%	7%	4%	6%	2%	2%	-4%	3%	-2%	4%	-	
The 'Streat' (and / or central city bars and clubs)	12	16%	3%	4%	4%	2%	2%	2%	-1%	-	2%	-	-	
Shops on or near Tutanekai Street	8	11%	2%	<1%	1%	1%	1%	1%	2%	<-1%	-	-	-	
Shops on Pukuatua, Haupapa and Arawa streets	7	9%	2%	5%	4%	6%	<1%	2%	-3%	1%	-2%	5%	-2%	
Sulphur Point	7	9%	2%	2%	1%	1%	1%	<1%	-	1%	-	-	<1%	
Shops on Eruera and Hinemoa streets	6	8%	2%	4%	2%	4%	<1%	1%	-2%	2%	-2%	4%	-1%	
Government Gardens	6	7%	1%	4%	2%	3%	1%	<1%	-3%	2%	-1%	2%	<1%	
The park areas	5	7%	1%	-	1%	1%	1%	1%	<1%	<-1%	-1%	-	-	
Polynesian Spa	3	4%	1%	3%	2%	1%	<1%	<1%	-2%	1%	1%	1%	-	
Museum	1	1%	<1%	2%	1%	1%	1%	<1%	-2%	1%	1%	-	<1%	
Other	9	12%	2%	7%	4%	4%	2%	1%	-5%	3%	-	2%	1%	
Don't know	-	-	-	<1%	-	<1%	-	-	-	-	-	-	-	
I feel unsafe everywhere in the CBD	8	11%	2%	5%	2%	4%	1%	1%	-3%	3%	-2%	2%	-	
Sample	76													

Note: Multiple responses were permitted therefore the total percentages are not additive.

Three most un-safe places in Rotorua's CBD during the night-time

Figure 6:



4 Vehicle Safety

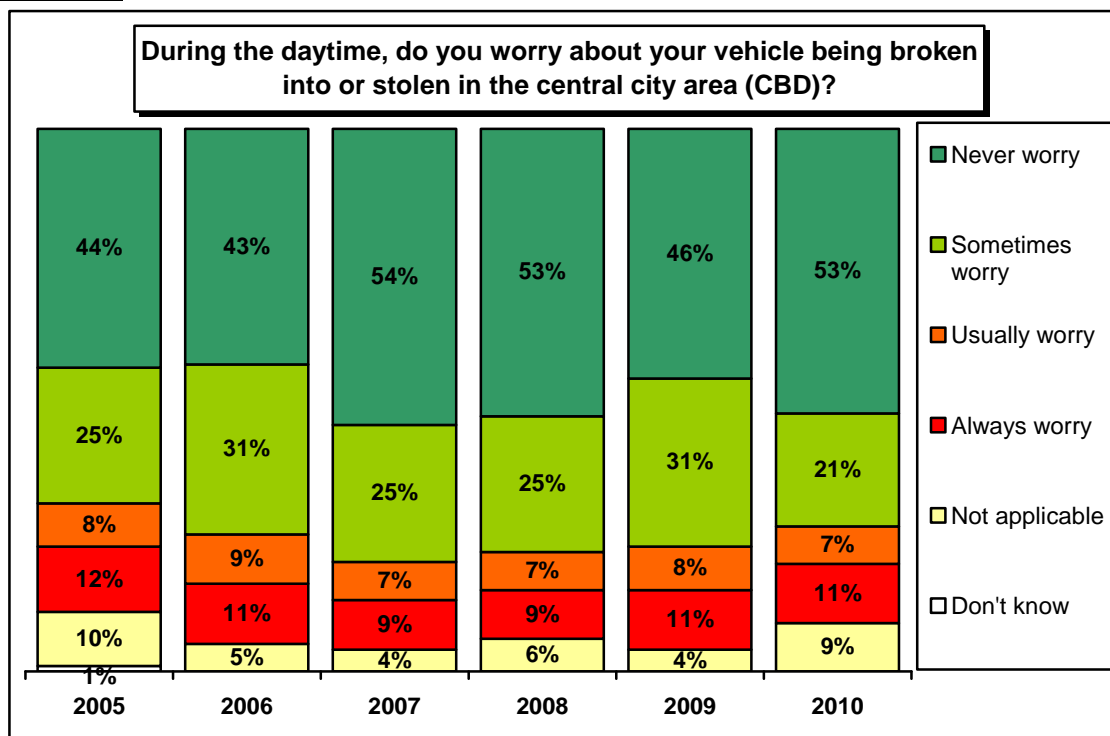
Respondents were then asked a series of questions about their perception of safety when parking a vehicle in or around the Rotorua District.

4.1 Vehicle Safety During the Daytime

First, respondents were asked if they worry about the safety of their vehicle in the Rotorua CBD during the daytime.

- Slightly more than one-half of respondents (53%) stated they *Never worry* about their vehicle being broken into or stolen during the daytime. This represents a slight increase from the 2009 results (46%) however is similar to results recorded in 2008 (53%) and 2007 (54%).
- There has been a steady decrease in the proportion of respondents stating they either *Never worry* or only *Sometimes worry* about their vehicle being broken into or stolen since 2007 (79% in 2007, 78% in 2008, 77% in 2009 and 74% in 2010).
- Slightly less than one in ten respondents (9%), stated they *Never park in the CBD during the day-time (Not applicable)*.

Figure 7:



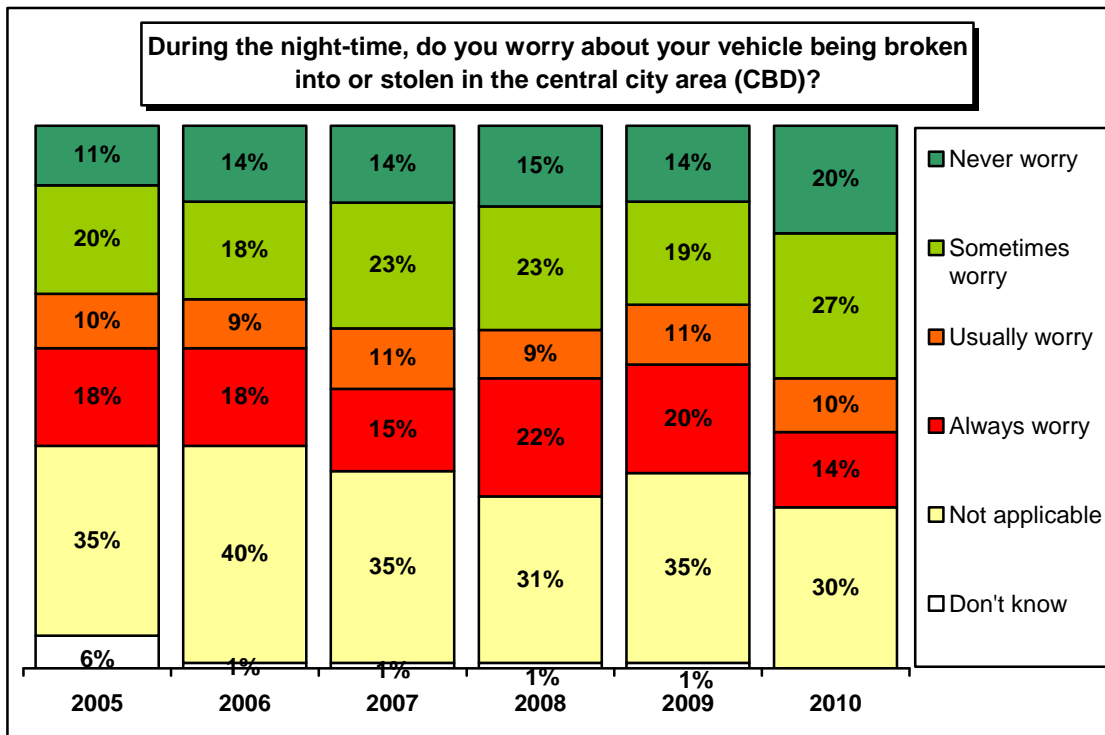
2010 Base: 396 respondents

4.2 Vehicle Safety During the Night-time

Respondents were then asked if they worry about the safety of their vehicle in the Rotorua CBD during the night-time.

- Encouragingly, the perception of safety when parking a vehicle in the CBD at night-time is increasing. The proportion of respondents stating they *Never park in the CBD at night-time* (30%) has decreased as has the proportion of respondents stating they *Always worry* (14%) about their vehicle's safety.
- During the night-time, more respondents in 2009 stated they *Never worry* (20%) about their vehicle being broken into or stolen in the CBD than in previous years (14% in 2009, 15% in 2008, 14% in 2007, 14% in 2006 and 11% in 2005).
- The proportion of respondents stating they *Always worry* (14%) has decreased from previous years, recorded the lowest result since the beginning of the study.

Figure 8:



2010 Base: 370 respondents

4.3 Location of Unsafe Areas to Park a Vehicle in Rotorua's CBD

- Slightly less than three in every five respondents (59%) identified a specific location of Rotorua's CBD that they perceived to be unsafe to park a vehicle. This is a decrease from the 2009 survey results where 67% of respondents identified a specific location.
- *Kuirau Park (23%), Lake Front (13%) and Government Gardens (9%)* were the three most common areas respondents perceived to be unsafe.
- There has been a significant decrease in the proportion of respondents stating *Polynesian Spa (3%) and Museum (1%)* areas as being unsafe than in 2009 (13% and 11% respectively).
- *Remote / isolated areas, Poor lighting and People hanging around* are the most common stated reasons that respondents feel it is unsafe to park a vehicle in the identified locations.

Table 3:

Where are the most unsafe places to park a vehicle in the central city area (CBD)?	% of Total Sample					
	2005	2006	2007	2008	2009	2010
Kuirau Park	14	28	21	17	28	23
Lake Front	10	18	15	17	18	13
Government Gardens	9	19	12	12	18	9
Rotorua Central Mall (<i>the shops surrounding The Warehouse</i>)	6	8	10	9	9	7
Sulphur Point	4	6	4	7	9	7
The park areas	1	1	2	1	1	4
The 'Streat' and/or central city bars and clubs	2	5	2	2	2	4
Polynesian Spa	6	13	7	11	13	3
Shops on Eruera and Hinemoa streets	1	1	7	5	4	3
Shops on Pukuatua, Haupapa and Arawa streets	2	3	10	8	6	3
City Focus (<i>at the intersection of Tutanekai and Hinemoa streets</i>)	<1	2	1	1	1	3
Shops on or near Tutanekai Street	<1	1	<1	1	1	2
Museum	1	7	2	6	11	1
Other	22	34	25	22	22	16
It is unsafe to park everywhere in the CBD	4	7	7	6	11	8
Don't know	1	1	3	1	2	2
Not specified	-	<1	<1	2	1	-
Total	49%	66%	63%	58%	67%	59%

2010 Base: 400 respondents

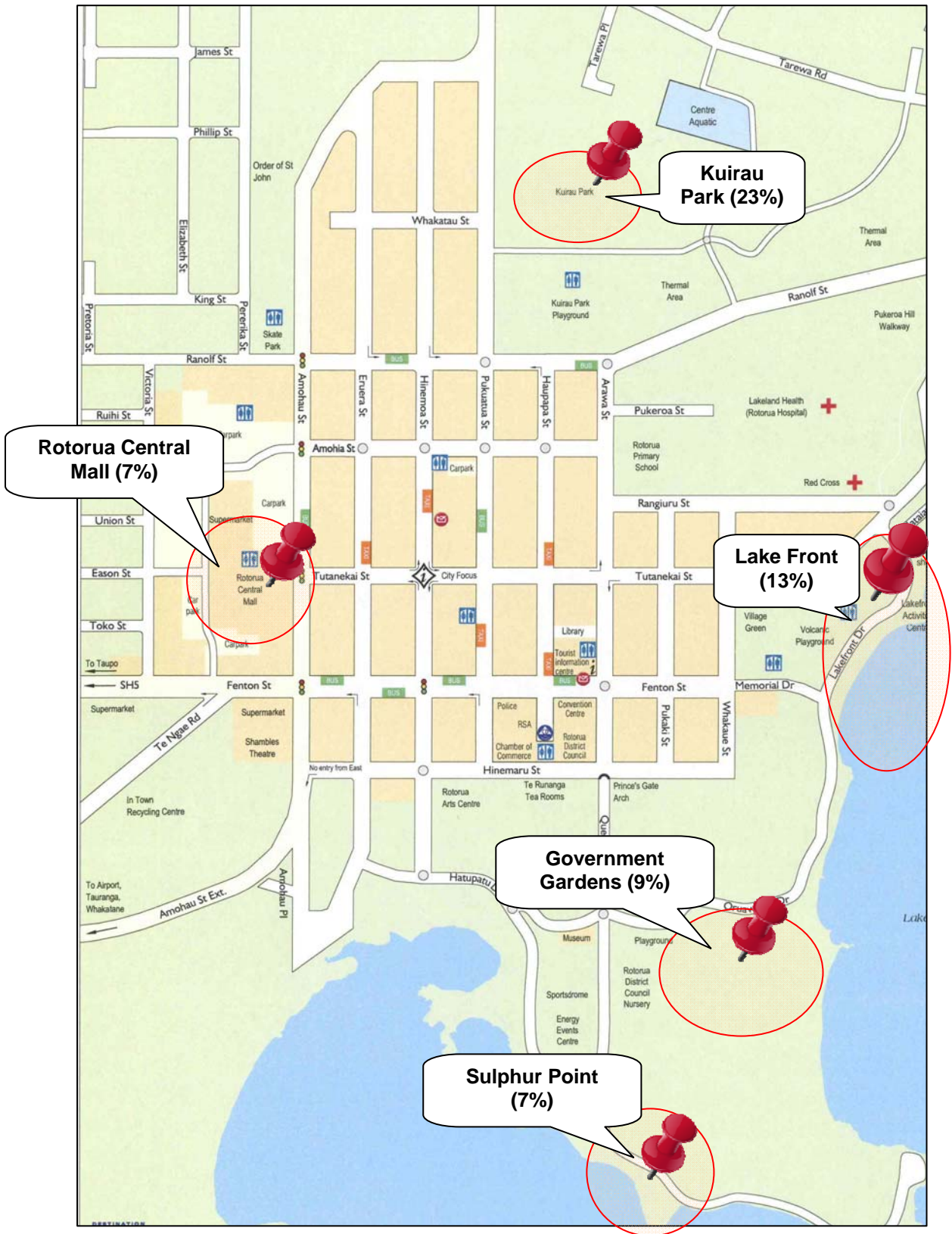
Note: Multiple responses were permitted therefore the total percentages are not additive.

Table 3b:

Where are the most unsafe places to park a vehicle in the central city area (CBD)?	% of Respondents													
	2010			2009	2008	2007	2006	2005	2010/2009	2009/2008	2008/2007	2007/2006	2006/2005	
	Number	Percent	Percent of total	Percent of total	Percent of total	Percent of total	Percent of total	Percent of total	% Change	% Change	% Change	% Change	% Change	
Kuirau Park	90	36%	23%	28%	17%	21%	28%	14%	-5%	11%	-4%	-6%	13%	
Lake Front	50	20%	13%	18%	17%	15%	18%	10%	-5%	1%	2%	-3%	8%	
Government Gardens	36	14%	9%	18%	12%	12%	19%	9%	-9%	6%	-	-7%	10%	
It is unsafe to park everywhere in the CBD	11	13%	8%	11%	6%	7%	7%	4%	-3%	5%	-1%	-	2%	
Sulphur Point	28	11%	7%	9%	7%	4%	6%	4%	-2%	2%	3%	-3%	3%	
Rotorua Central Mall (<i>the shops surrounding The Warehouse</i>)	29	12%	7%	9%	9%	10%	8%	6%	-2%	-	-1%	1%	3%	
The 'Streat' and/or central city bars	14	6%	4%	2%	2%	2%	5%	2%	2%	-	-	-3%	3%	
The park areas	17	7%	4%	1%	1%	2%	1%	1%	4%	-	-1%	1%	-	
Polynesian Spa	12	5%	3%	13%	11%	7%	13%	6%	-10%	2%	4%	-5%	7%	
Shops on Pukuatua, Haupapa and Arawa streets	11	4%	3%	6%	8%	10%	3%	2%	-3%	-1%	-2%	7%	1%	
Shops on Eruera and Hinemoa streets	12	5%	3%	4%	5%	7%	1%	1%	-1%	-1%	-2%	5%	0%	
City Focus (<i>at the intersection of Tutanekai and Hinemoa streets</i>)	11	4%	3%	1%	1%	1%	2%	<1%	2%	1%	-1%	-1%	2%	
Shops on or near Tutanekai Street	7	3%	2%	1%	1%	<1%	1%	<1%	2%	-	1%	<-1%	1%	
Museum	4	2%	1%	11%	6%	2%	7%	1%	-10%	5%	3%	-5%	6%	
Other	63	25%	16%	22%	22%	25%	34%	22%	-6%	-	-3%	-10%	13%	
Don't know	7	3%	2%	2%	1%	3%	1%	1%	-	1%	-1%	2%	-	
Not specified	-	-	-	1%	2%	<1%	<1%	-	n/a	-1%	2%	-	n/a	
Sample	250													

Five most un-safe areas to park a vehicle in Rotorua's CBD

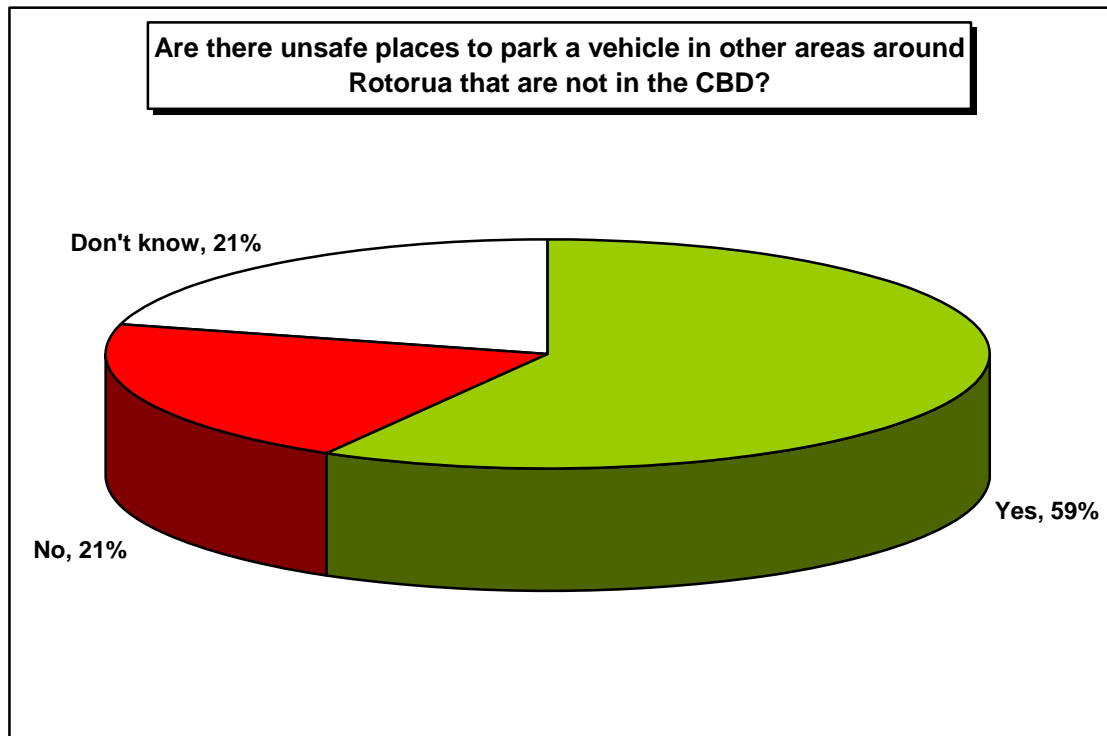
Figure 9:



4.4 Unsafe Places to Park a Vehicle in Areas Around Rotorua

- Slightly less than three in every five respondents (59%) were able to identify a location in Rotorua (*outside of the CBD*) they perceived to be unsafe to park a vehicle.

Figure 10:



2010 Base: 400 respondents

4.5 Location of Unsafe Places to Park a Vehicle (Outside of the CBD)

- Of those respondents who stated there was an area outside of the Rotorua CBD they perceived to be unsafe to park a vehicle, *Kerosene Creek* (19%), *The Redwood Forest car park* (16%) and *Blue / Green Lake* (14%) were the three most identified locations.
- The proportion of respondents stating *Blue / Green Lakes* (14%), *Okere Falls* (9%) and *Waipa* (1%) as locations they perceived to be unsafe has decreased significantly from the 2009 survey results (25%, 25% and 10% respectively).
- *Tourist spots*, *Western suburbs* and *Unlit streets in general* were the most common 'other' locations identified by respondents as being unsafe to park a vehicle.

Table 4:

Where are the <u>most unsafe</u> places to park a car in other areas around Rotorua?	% of Respondents					
	2005	2006	2007	2008	2009	2010
Kerosene Creek	10	29	18	15	15	19
The Redwood Forest car park	41	28	21	27	24	16
Blue / Green Lake	32	34	29	23	25	14
Okere Falls	26	25	22	22	25	9
Rainbow Mountain	2	5	4	2	6	5
Fenton Street (motel area)	3	4	4	4	4	3
Aquatic Centre	6	6	8	4	5	2
Waipa	9	5	3	6	10	1
Waste Water Motors (private car sales yard, Te Ngae Road)	1	1	5	3	2	1
Airport	-	4	1	<1	-	<1
Other	54	59	49	46	50	74
Not specified	1	1	1	1	2	-
Total	185	201	165	153	168	146

2010 Base: 235 respondents

Note: Multiple responses were permitted therefore the total percentages exceed 100%.

Table 4b:

Where are the most unsafe places to park a car in other areas around Rotorua?

% of Respondents

	2010		2009	2008	2007	2006	2005	2010/2009	2009/2008	2008/2007	2007/2006	2006/2005
	Number	Percent	Percent	Percent	Percent	Percent	Percent	% Change	% Change	% Change	% Change	% Change
Kerosene Creek	44	19%	15%	15%	18%	29%	10%	4%	-	-3%	-10%	18%
The Redwood Forest car park	37	16%	24%	27%	21%	28%	41%	-9%	-2%	6%	-7%	-13%
Blue / Green Lake	32	14%	25%	23%	29%	34%	32%	-11%	1%	-6%	-4%	2%
Okere Falls	22	9%	25%	22%	22%	25%	26%	-15%	3%	-1%	-3%	-1%
Rainbow Mountain	11	5%	6%	2%	4%	5%	2%	-1%	4%	-2%	-2%	3%
Fenton Street (motel area)	8	3%	4%	4%	4%	4%	3%	-1%	-	-	-	1%
Aquatic Centre	4	2%	5%	4%	8%	6%	6%	-3%	1%	-4%	2%	-
Waipa	2	1%	10%	6%	3%	5%	9%	-9%	4%	3%	-3%	-3%
Waste Water Motors (private car sales yard, Te Ngae Road)	22	1%	2%	3%	5%	1%	1%	-2%	-1%	-2%	4%	-
Airport	1	<1%	<1%	<1%	1%	4%	<1%	-	-	<-1%	-4%	4%
Government Gardens	n/a	n/a	n/a	n/a	n/a	n/a	13%	n/a	n/a	n/a	n/a	n/a
Kuirau Park	n/a	n/a	n/a	n/a	n/a	n/a	30%	n/a	n/a	n/a	n/a	n/a
Lake Front	n/a	n/a	n/a	n/a	n/a	n/a	18%	n/a	n/a	n/a	n/a	n/a
Museum	n/a	n/a	n/a	n/a	n/a	n/a	6%	n/a	n/a	n/a	n/a	n/a
Near the Reading movie theatre	n/a	n/a	n/a	n/a	n/a	n/a	2%	n/a	n/a	n/a	n/a	n/a
Polynesian Pools	n/a	n/a	n/a	n/a	n/a	n/a	16%	n/a	n/a	n/a	n/a	n/a
Sulphur Point	n/a	n/a	n/a	n/a	n/a	n/a	14%	n/a	n/a	n/a	n/a	n/a
Other	174	74%	50%	46%	49%	59%	54%	24%	4%	-2%	-11%	5%
Not specified	-	-	2%	1%	1%	1%	1%	n/a	1%	1%	-	-
Sample	235											

5 Safety in the Home and Local Neighbourhood

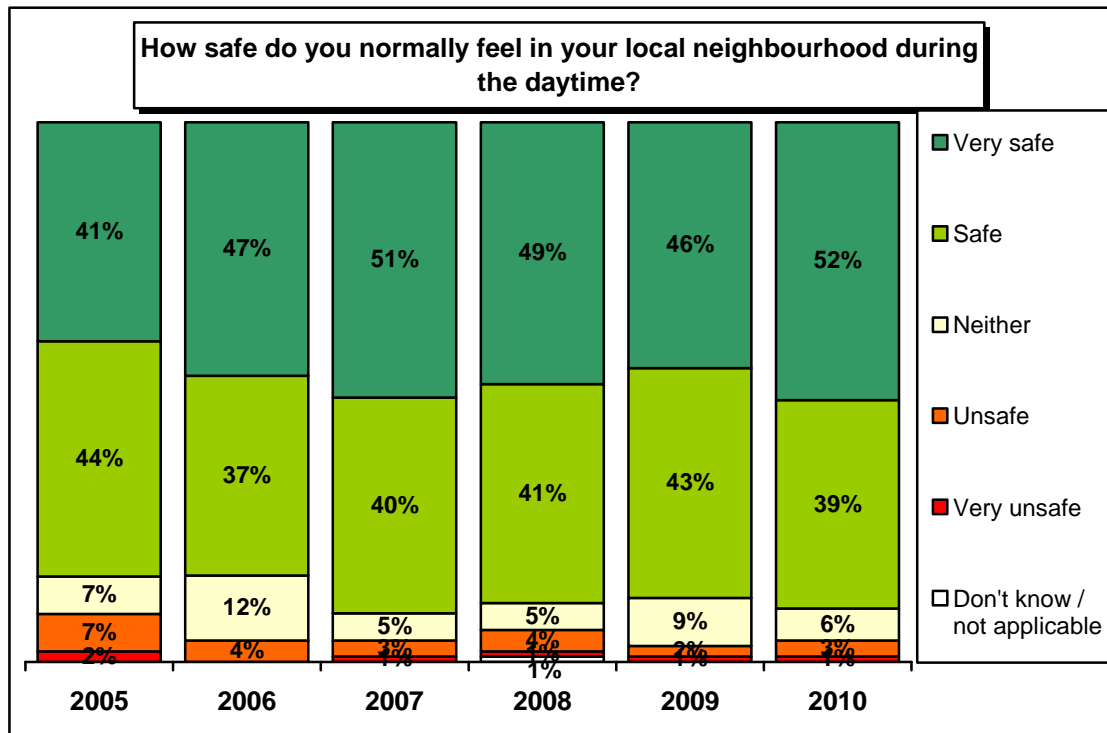
Next, respondents were asked about their perception of safety in their home, local neighbourhood and in the Rotorua District.

5.1 Perception of Safety in the Local Neighbourhood During the Daytime

Respondents were asked how safe they normally feel in their local neighbourhood during the daytime.

- The majority of respondents stated they feel *Safe* overall (91%) in their local neighbourhood during the daytime (52% *Very safe* and 39% *Safe*).
- Between 2007 and 2009, the proportion of respondents stating they feel *Very safe* in their local neighbourhood during the daytime has been gradually decreasing (51% in 2007, 49% in 2008, 46% in 2009) however in 2010, the proportion of respondents stating this has increased to the highest level recorded since the beginning of the study (52%).
- Only four respondents stated they feel *Very unsafe* and addition twelve stated they feel *Unsafe* in their local neighbourhood during the daytime.

Figure 11:



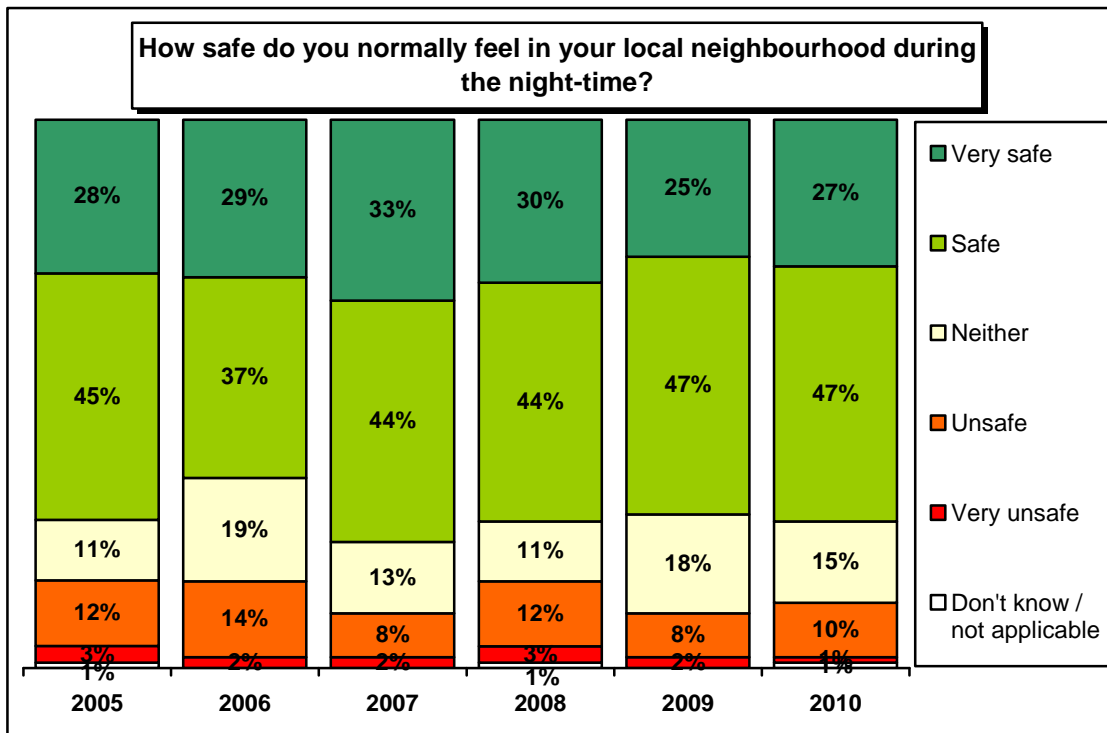
2010 Base: 400 respondents

5.2 Perception of Safety in the Local Neighbourhood During the Night-time

Respondents were asked how safe they normally feel in their local neighbourhood during the night-time.

- Slightly less than three-quarters of respondents (74%) feel *Safe* overall in their local neighbourhood during the night-time.
- Between 2007 and 2009, the proportion of respondents stating they feel *Very safe* in their local neighbourhood during the night-time has been gradually decreasing (33% in 2007, 30% in 2008, 25% in 2009). In 2010 however, the proportion of respondents stating they feel *Very safe* (27%) has recorded a marginal increase from the 2009 study (25%).
- One in ten respondents (10%) stated they feel *Unsafe* in their local neighbourhood during the night-time, an increase of two percentage points from the 2009 survey results (8%).

Figure 12:



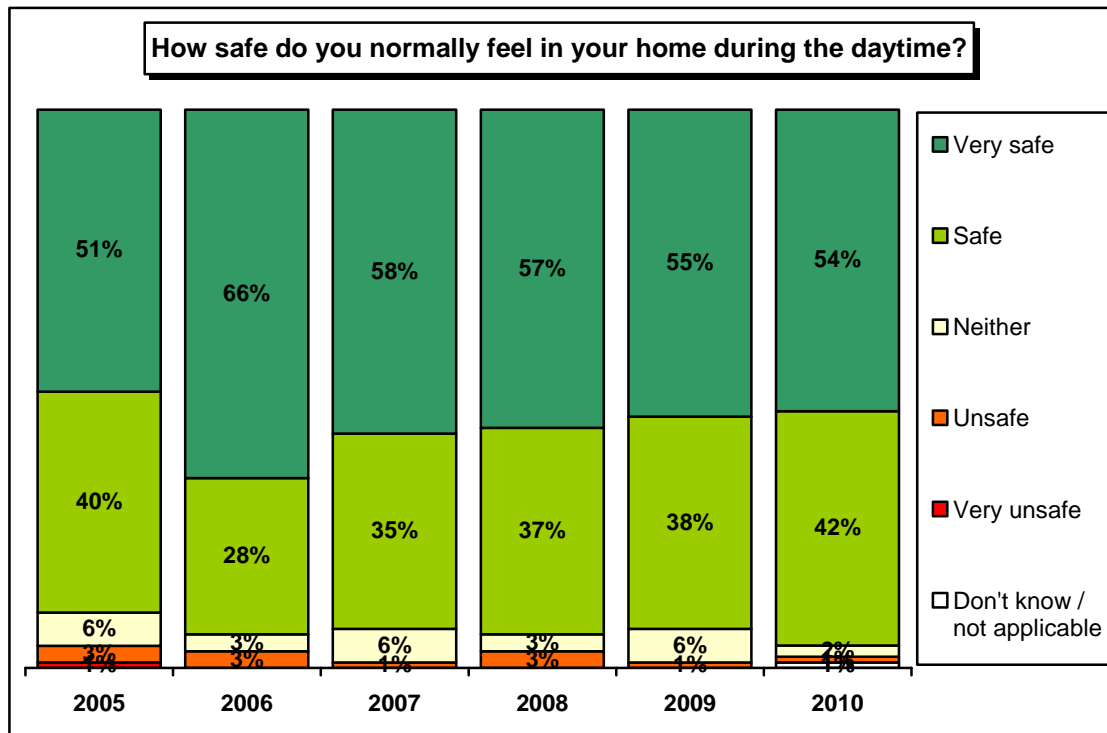
2010 Base: 400 respondents

5.3 Perception of Safety in Your Home During the Daytime

Respondents were then asked how safe they normally feel in their home during the daytime.

- Almost all respondents (96%) stated they feel *Safe* overall in their home during the daytime (54% *Very safe* and 42% *Safe*).
- There has been a gradual decrease in the proportion of respondents stating they feel *Very Safe* in their home during the daytime since 2006 (66% in 2006, 58% in 2007, 57% in 2008, 55% in 2009 and 54% in 2010) however the proportion of respondents stating they feel *Safe* has been increasing.
- Only one respondent stated they feel *Very unsafe* in their home during the daytime and an additional five respondents stated they feel *Unsafe*.

Figure 13:



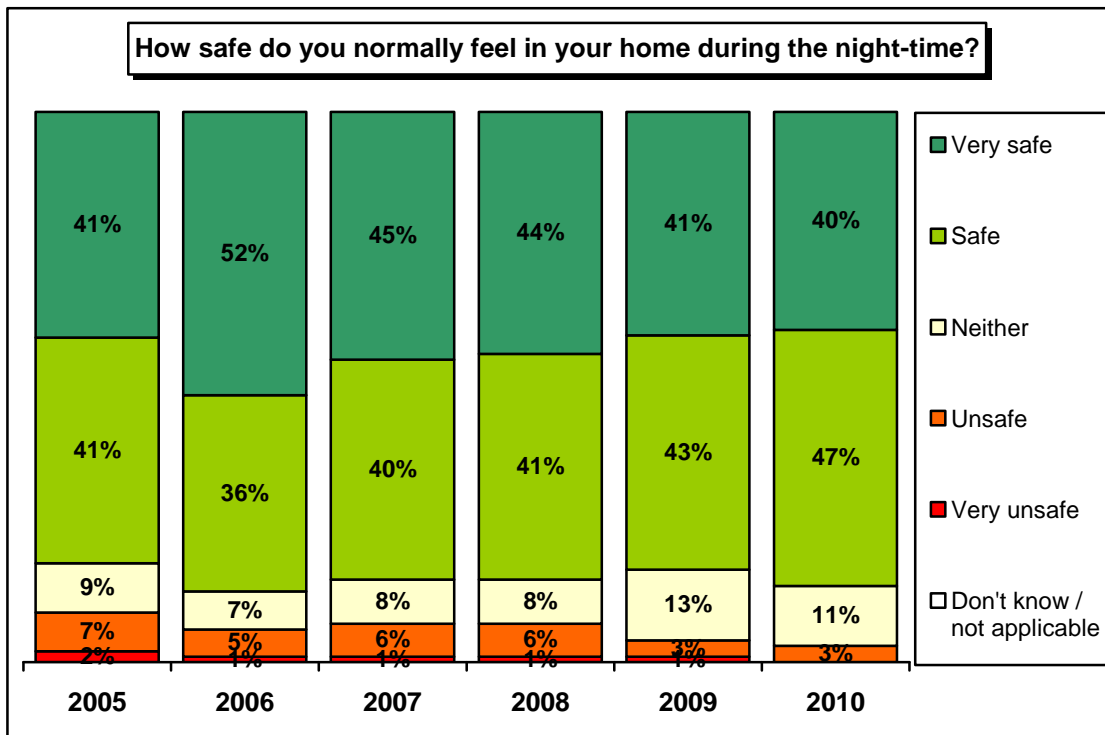
2010 Base: 400 respondents

5.4 Perception of Safety in Your Home During the Night-time

Respondents were then asked how safe they normally feel in their home during the night-time.

- The majority of respondents (87%) stated they feel *Safe* overall in their home during the night-time (40% *Very safe* and 47% *Safe*). This represents a slight increase from the 2009 results (84%).
- Similar to the perception of safety at home during the daytime, there has been a gradual decrease in the proportion of respondents stating they feel *Very Safe* in their home during the night-time since 2006 (from 52% in 2006 to 40% in 2010), however the proportion of respondents stating they feel *Safe* has increased from 36% in 2006 to 47% in 2010).
- Only one respondent stated they feel *Very unsafe* in their home during the daytime and an addition thirteen respondents stated they feel *Unsafe*.

Figure 14:



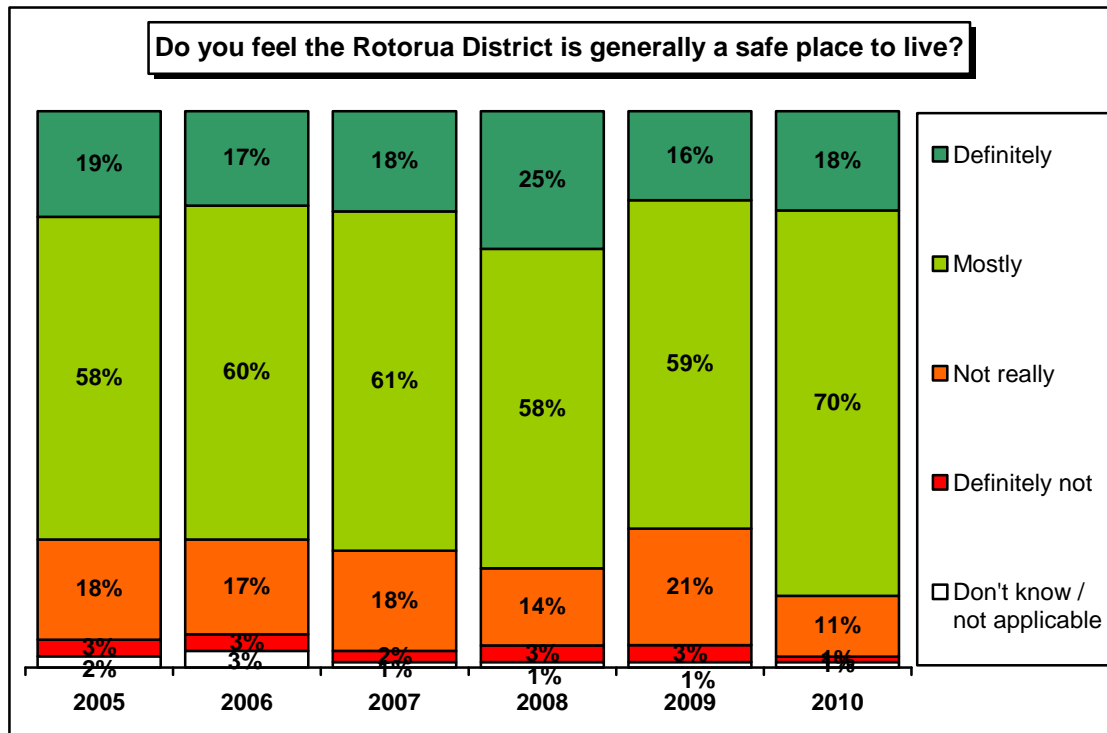
2010 Base: 400 respondents

5.5 Safety of Rotorua in General

Respondents were then asked if the Rotorua District is generally a safe place to live.

- In general, Rotorua is perceived to be *Mostly* a safe place to live (70%). This represents a significant increase from the 2009 results (59%).
- There has been a decrease in the proportion of respondents who stated that Rotorua is *Not really* a safe place to live (11%) from the 2009 survey results (21%).
- Only three respondents stated that the Rotorua District is *Definitely not* a safe place to live.

Figure 15:



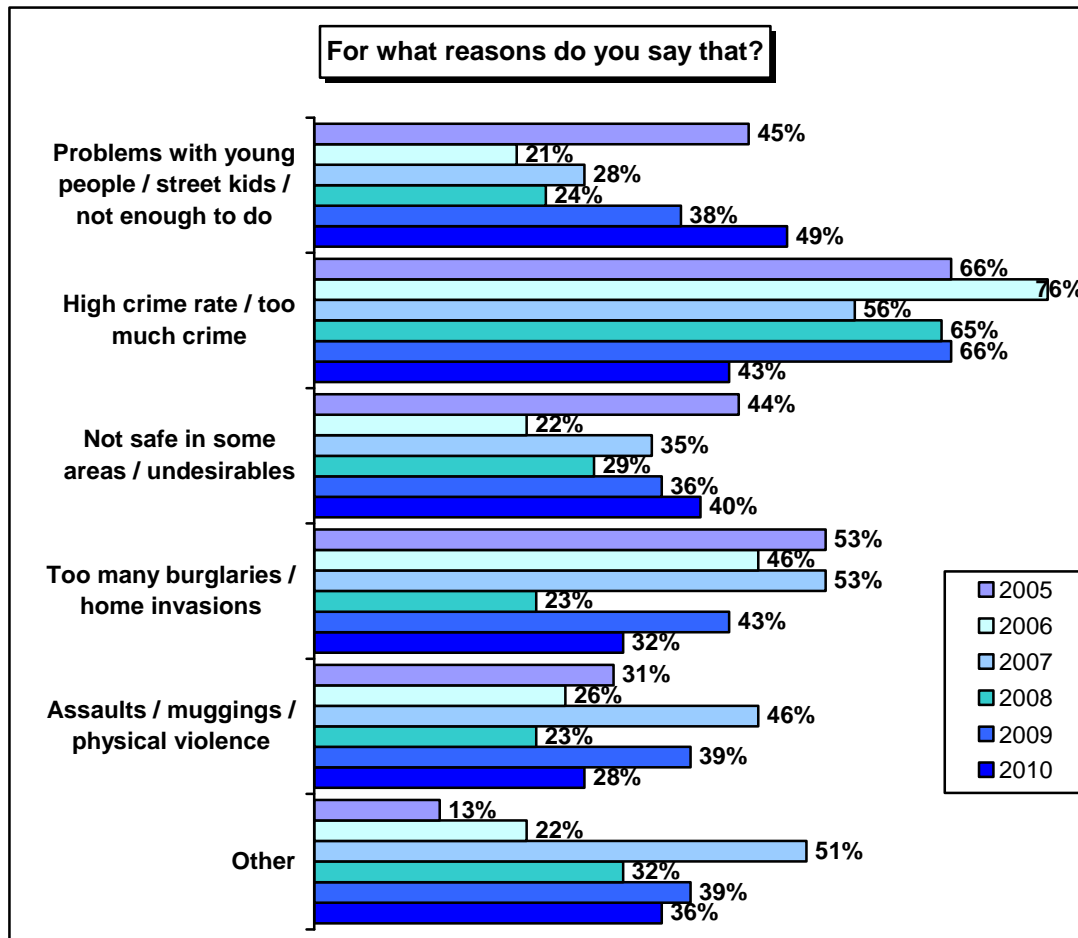
2010 Base: 400 respondents

5.6 Reasons for Feeling Rotorua District is Generally Unsafe

Respondents who stated that the Rotorua District is *Not really* or *Definitely not* a safe place to live were then asked why they felt that way.

- Slightly less than one-half of respondents (49%) stated *Problems with young people / street kids / not enough to do* as a reason for them feeling that the Rotorua District is generally unsafe. The proportion of respondents stating this as a reason has increased significantly from both 2008 (24%) and 2009 (38%).
- Although *High crime rate / too much crime* (43%) was the second most stated reason for feeling the Rotorua District is generally unsafe the proportion of respondents stating this as a reason has decreased significantly from previous studies (66% in 2005, 76% in 2006, 56% in 2007, 65% in 2008 and 66% in 2009).
- *Problems with alcohol and drugs* were 'other' reasons frequency cited by respondents for feeling unsafe.

Figure 16:



2010 Base: 47 respondents

*Note: Small base size

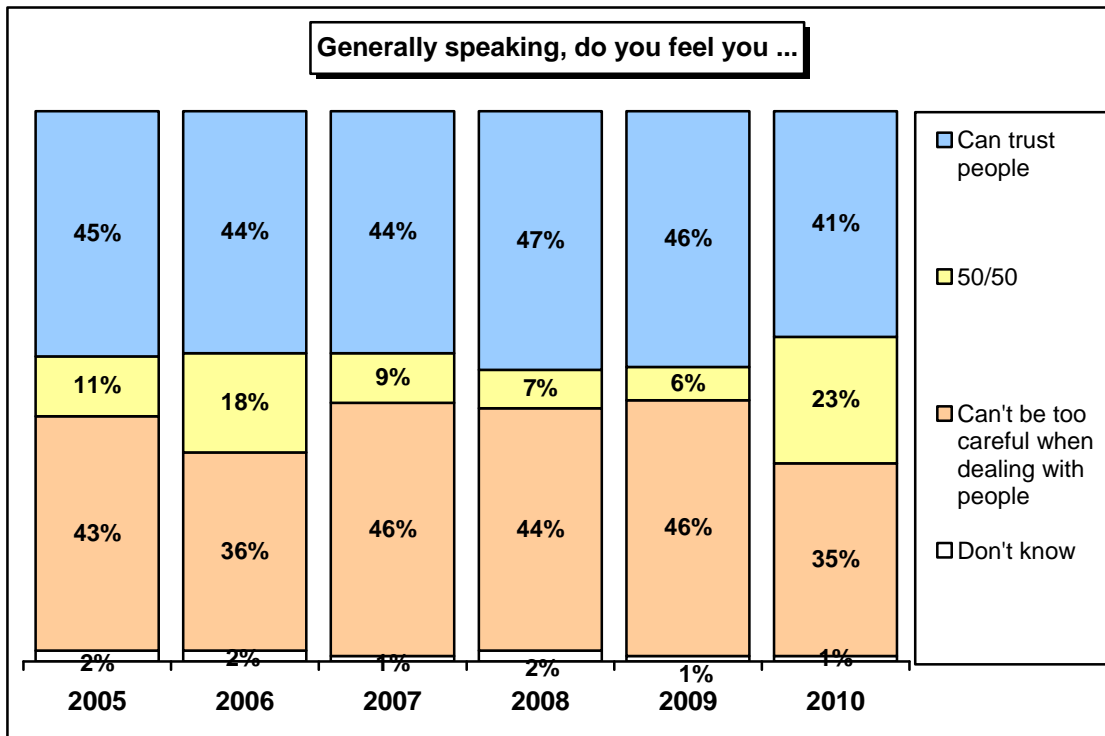
Note: Multiple responses were permitted therefore the total percentages exceed 100%.

5.7 Perception of People

Respondents were then asked whether they felt they could trust people in general.

- Slightly more than two out of every five respondents (41%) stated they *Can trust people*. This is the lowest level recorded since the beginning of the study however more respondents in 2009 stated 50/50 when asked if in general they could trust people.
- Slightly more than one-third of respondents (35%) stated that you *Can't be too careful when dealing with people*. This represents a significant decrease from 2009 (46%).

Figure 17:



2010 Base: 400 respondents

6 Person Experience of Crime and Violence

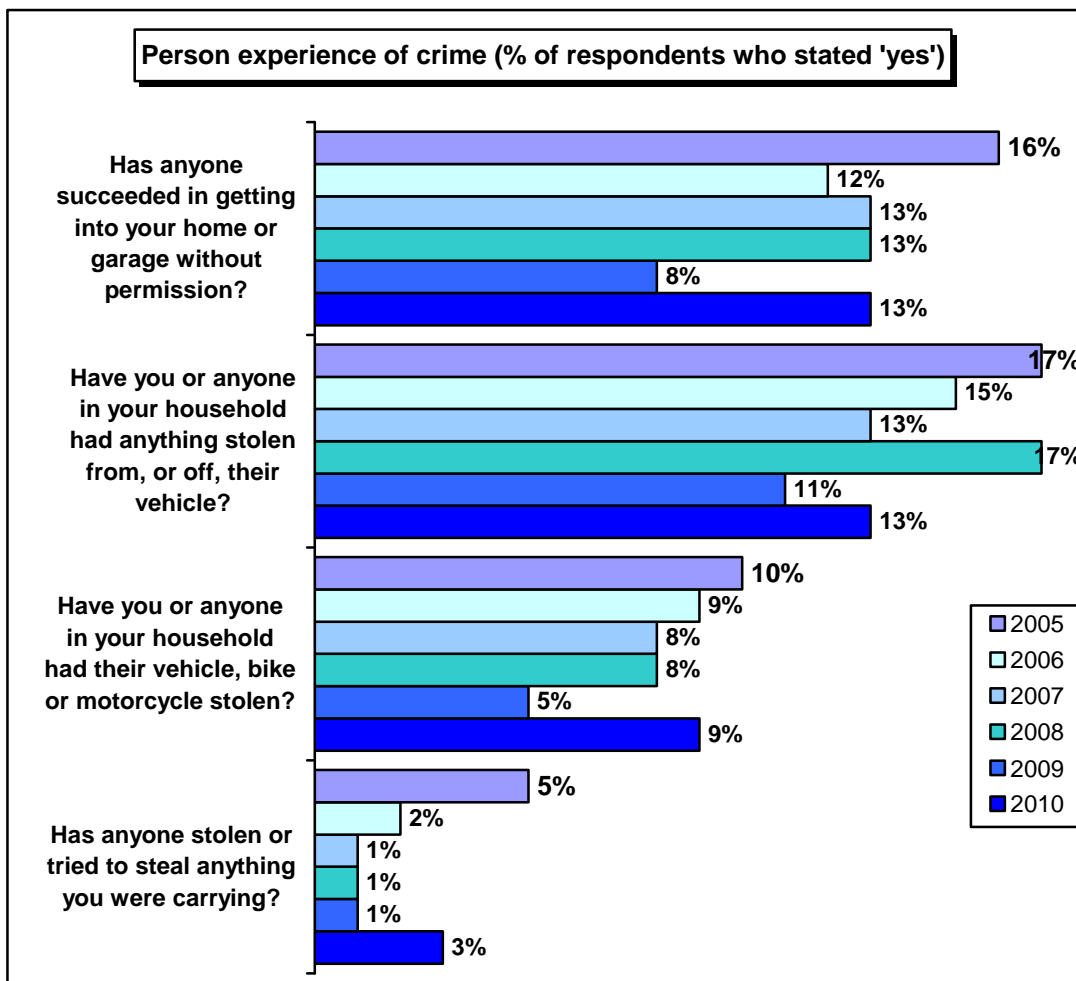
Respondents were then asked a series of questions relating to their personal experience from crime and violence.

6.1 Personal Experience with Crime

Respondents were asked if they or anyone in their household had experienced a form of theft related crime.

- The proportion of respondents who have experienced all aspects of crime has increased from the 2009 results however is similar to that recorded in previous years.
- The most common types of crime experienced by respondents was *People breaking into your home or garage without permission* (13%) and *Theft ex-vehicle* (13%).
- Slightly less than one in ten respondents (9%) had experienced the theft of a *Vehicle, bike or motorcycle*.

Figure 18:



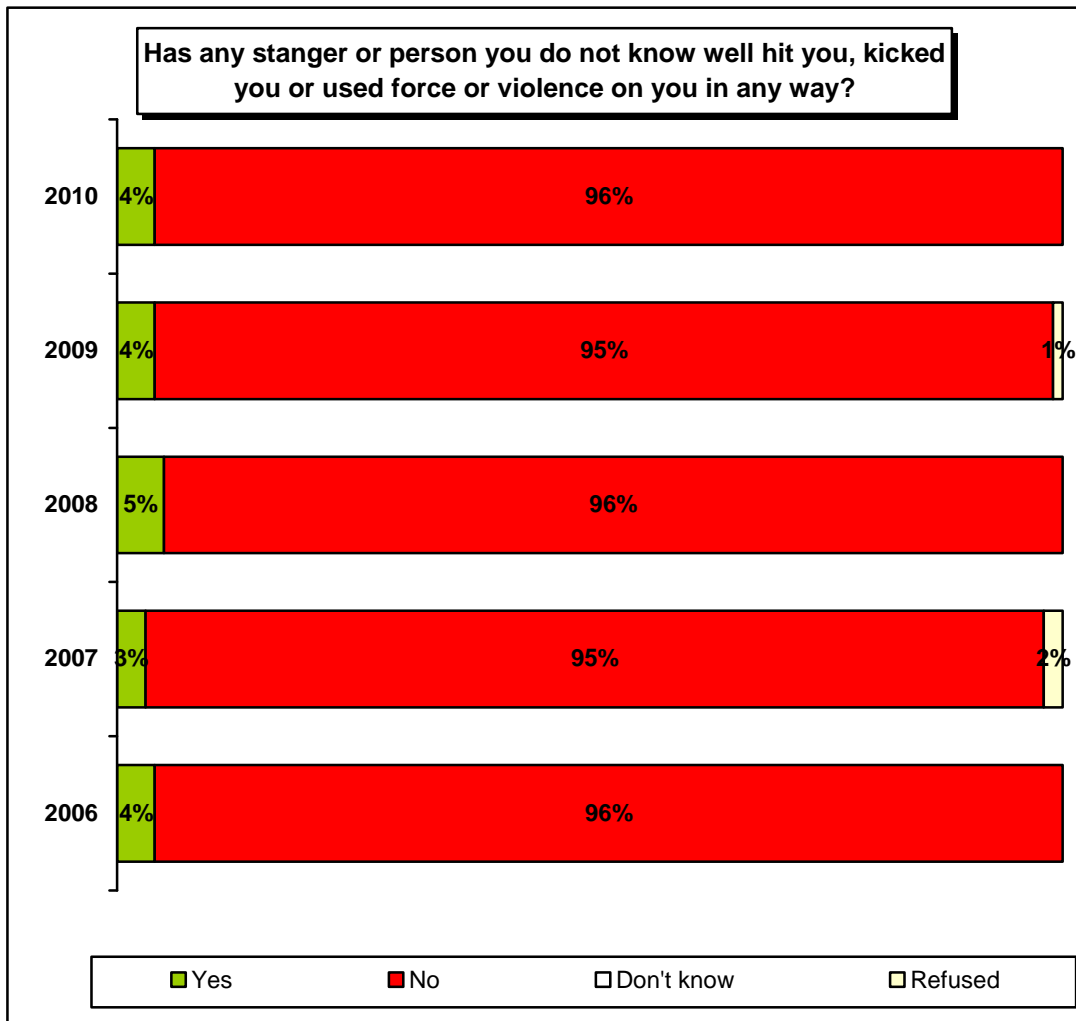
2010 Base: 400 respondents

6.2 Personal Experience of Physical Violence

Respondents were then asked if they had experienced physical violence and whether alcohol was a contributing factor.

- Slightly less than one in twenty respondents (4%) had experienced a form of physical violence. This is a similar result recorded in previous years with the exception of 2005 where 16% of respondents stated they had experienced a form of physical violence.
- Of the 17 respondents who had experienced some form of physical violence, 10 of those respondents stated that the person had been drinking alcohol.
- *At work* or *Around / at home* were the most common locations that the physical violence took place.

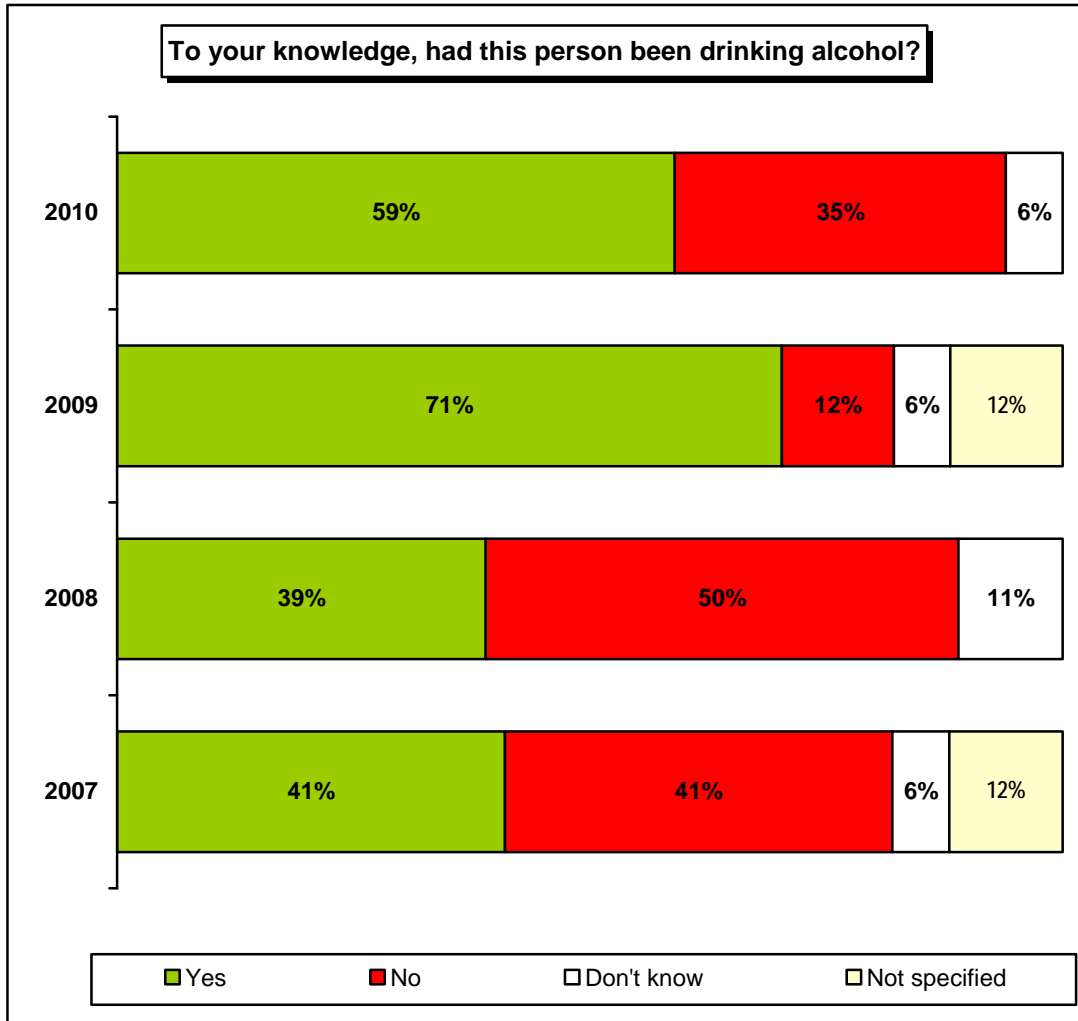
Figure 19:



2010 Base: 400 respondents

Note: The wording for this question changed in 2006. No comparable data is available for 2005.

Figure 20:



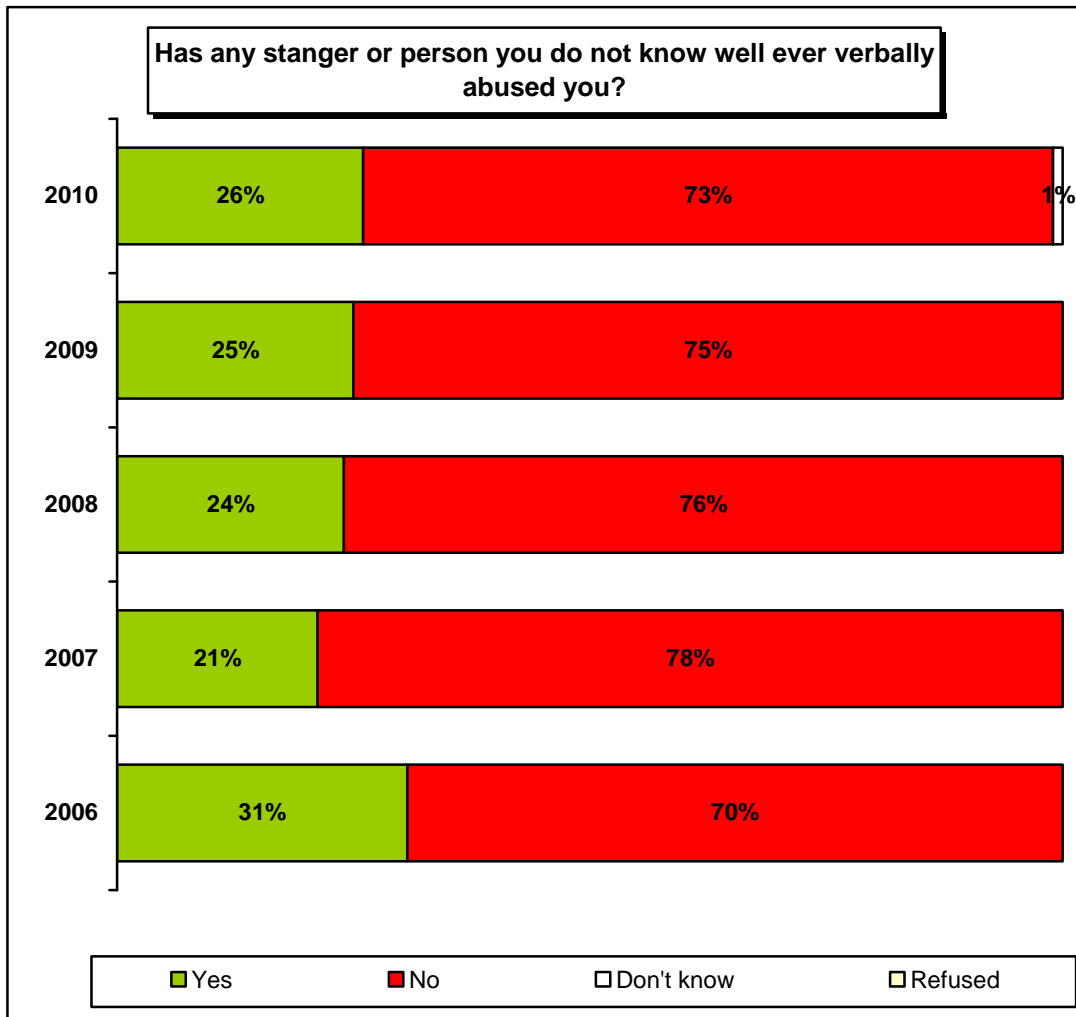
2010 Base: 17 respondents
 *Note: Small base size

6.3 Personal Experience of Verbal Abuse

Respondents were then asked if they had experienced verbal abuse and whether alcohol was a contributing factor.

- Slightly more than one-quarter of respondents (26%) had experienced verbal abuse. The proportion of respondents stating this has gradually increased since 2007 where 21% of respondents had experienced verbal abuse.
- Alcohol was a known contributing factor in one-third of verbal abuses (33%). 31% of respondents *Did not know* if the person had been drinking.
- *In town / the CBD and by pubs and bars* were the most common locations that the verbal abuse took place.

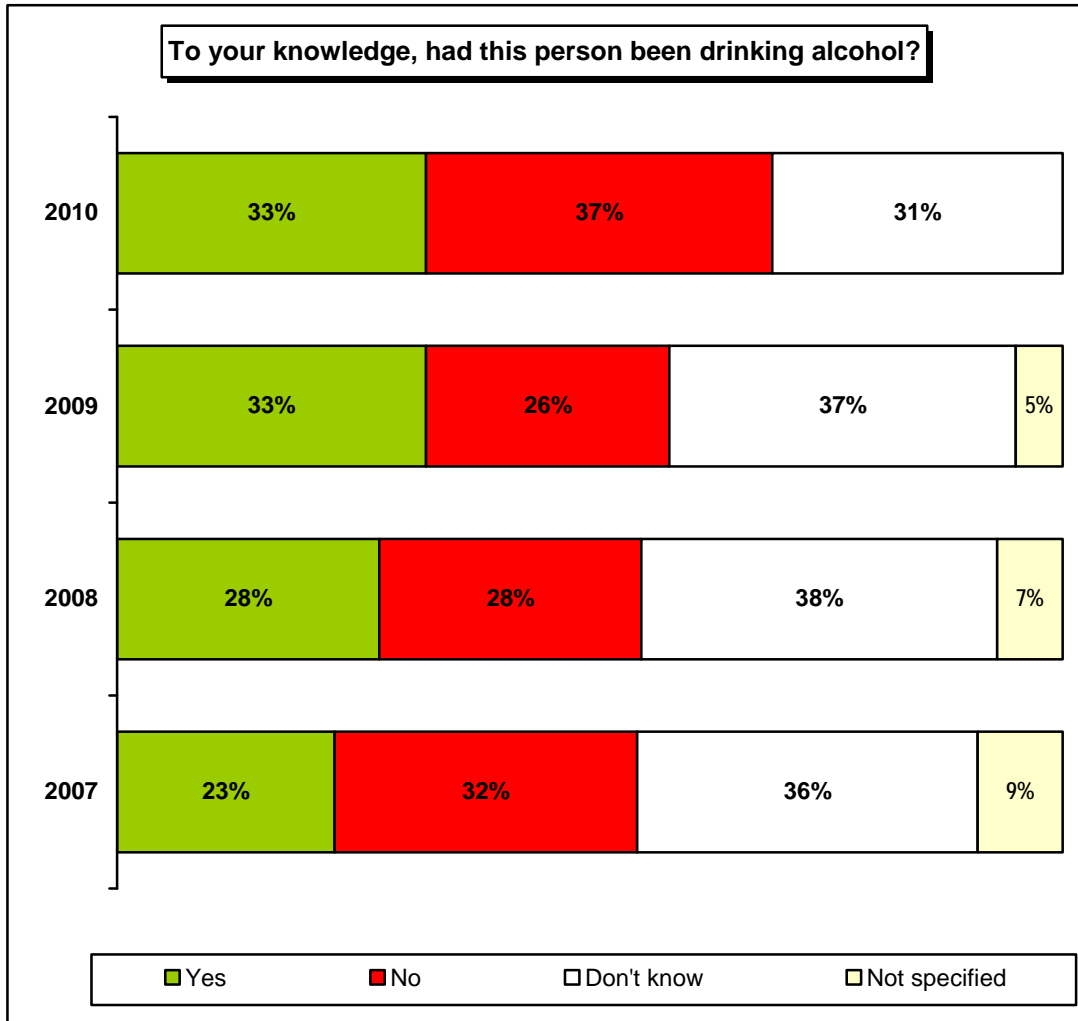
Figure 21:



2010 Base: 400 respondents

Note: The wording for this question changed in 2006. No comparable data is available for 2005.

Figure 22:



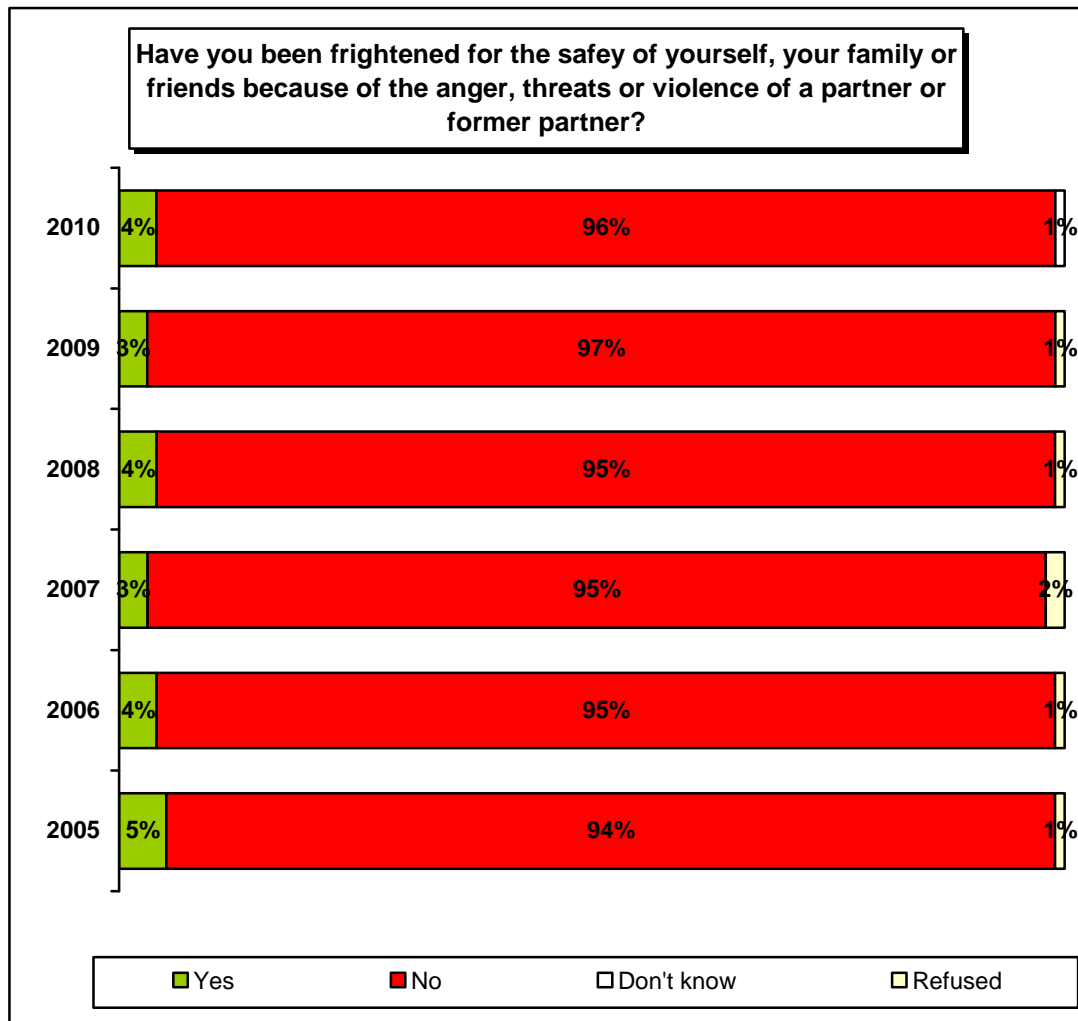
2010 Base: 104 respondents

6.4 Personal Experience of Domestic Violence

Respondents were then asked if they had experienced domestic violence and whether alcohol was a contributing factor.

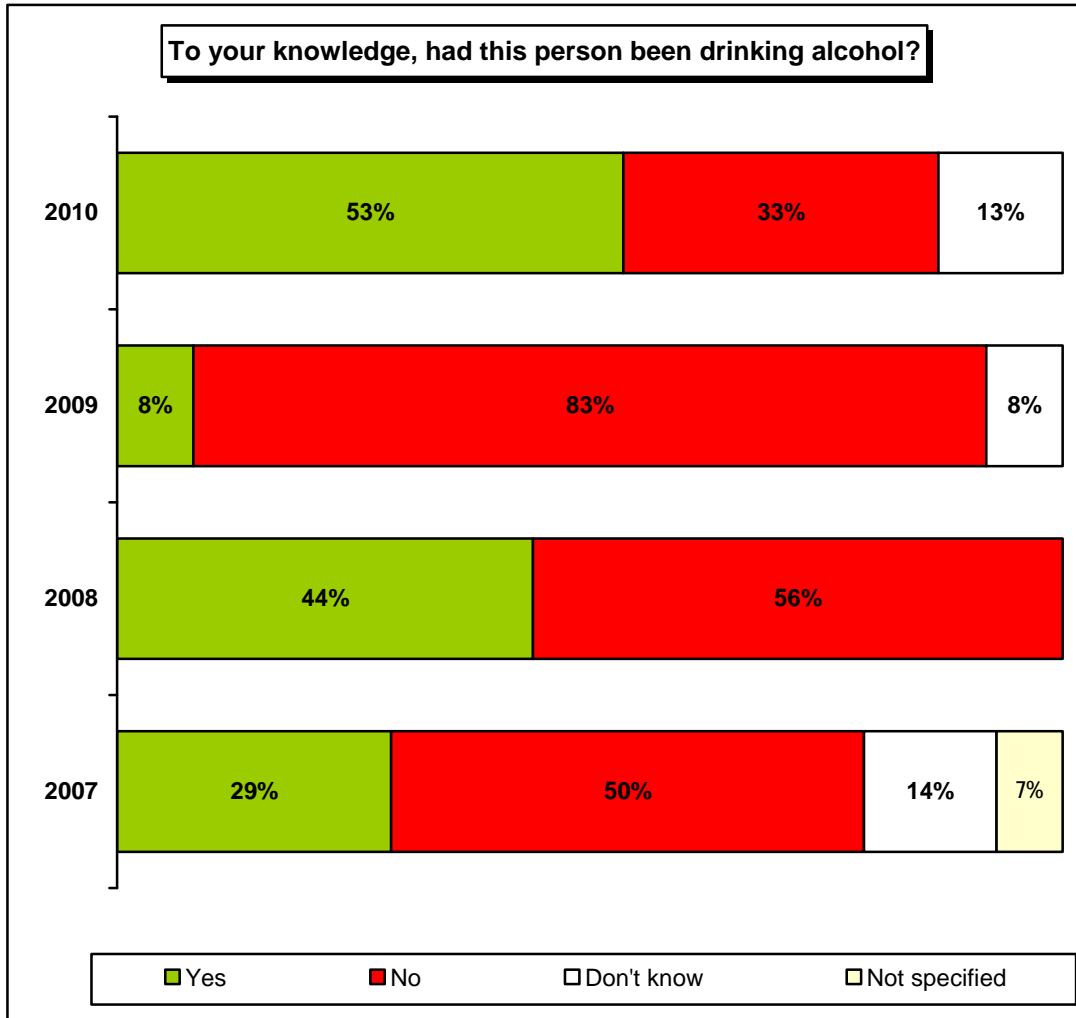
- A similar proportion of respondents who had experienced physical violence have experienced domestic violence. Slightly less than one in twenty respondents (4%) had experienced a form of domestic violence. This is a similar result to that recorded in previous years of the study.
- Of the 15 respondents who had experienced some form of domestic violence, 8 of those respondents stated that the person had been drinking alcohol.
- *At home* is the most common stated location that domestic violence takes place.

Figure 23:



2010 Base: 400 respondents

Figure 24:



2010 Base: 15 respondents

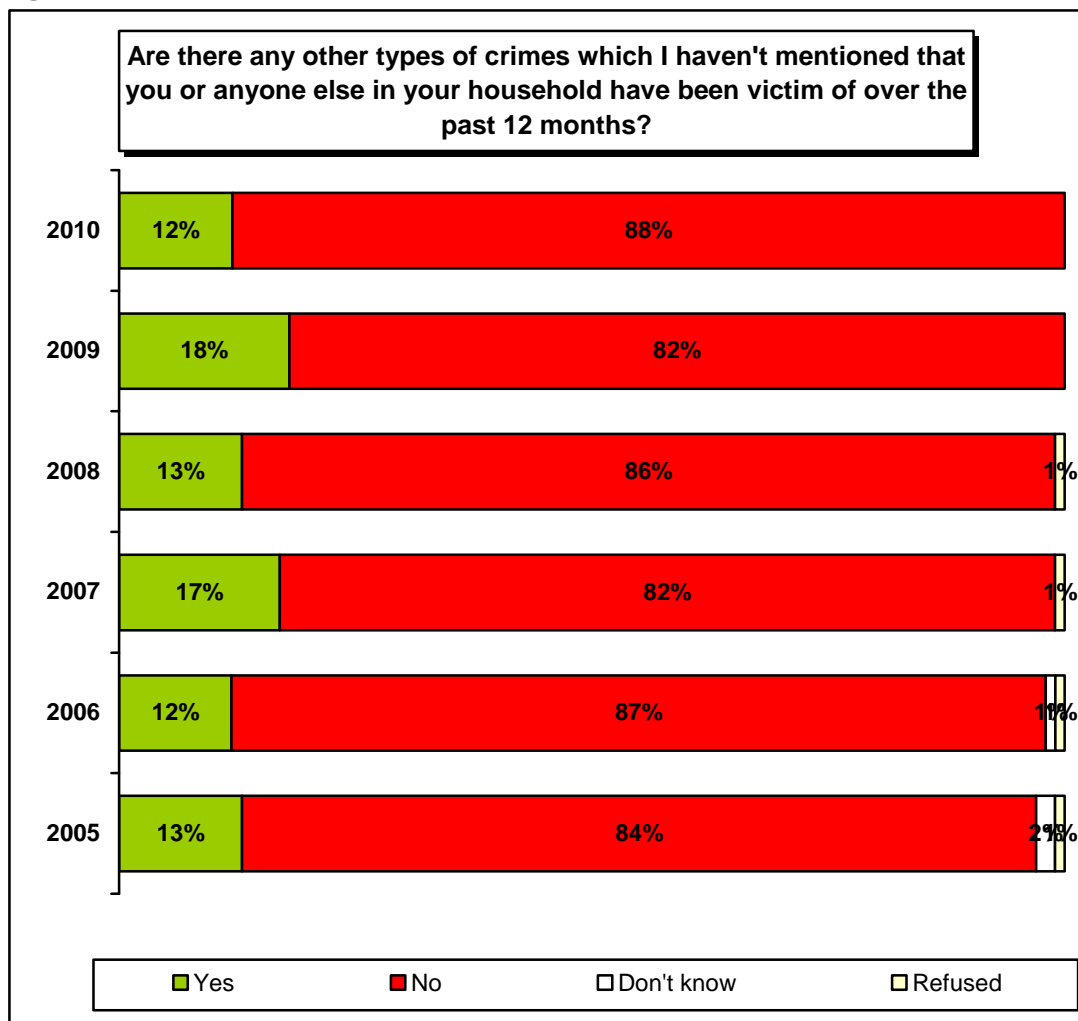
*Note: Small base size

6.5 Personal experience of other crimes

Respondents were then asked if they or a member of their household had been a victim of any other type of crime in the past 12 months and if alcohol was a contributing factor.

- Slightly less than one-eighth of respondents (12%) stated there was a crime that they or someone else in their household had been a victim of in the past 12 months.
- *Vandalism, graffiti and bullying* were the most common 'other' crimes cited by respondents.
- Alcohol was not a known factor in the majority of other crimes stated. Most respondents *Didn't know* if the person had been drinking alcohol (47%).
- *At home* is the most common stated location that 'other' crimes took place.

Figure 25:

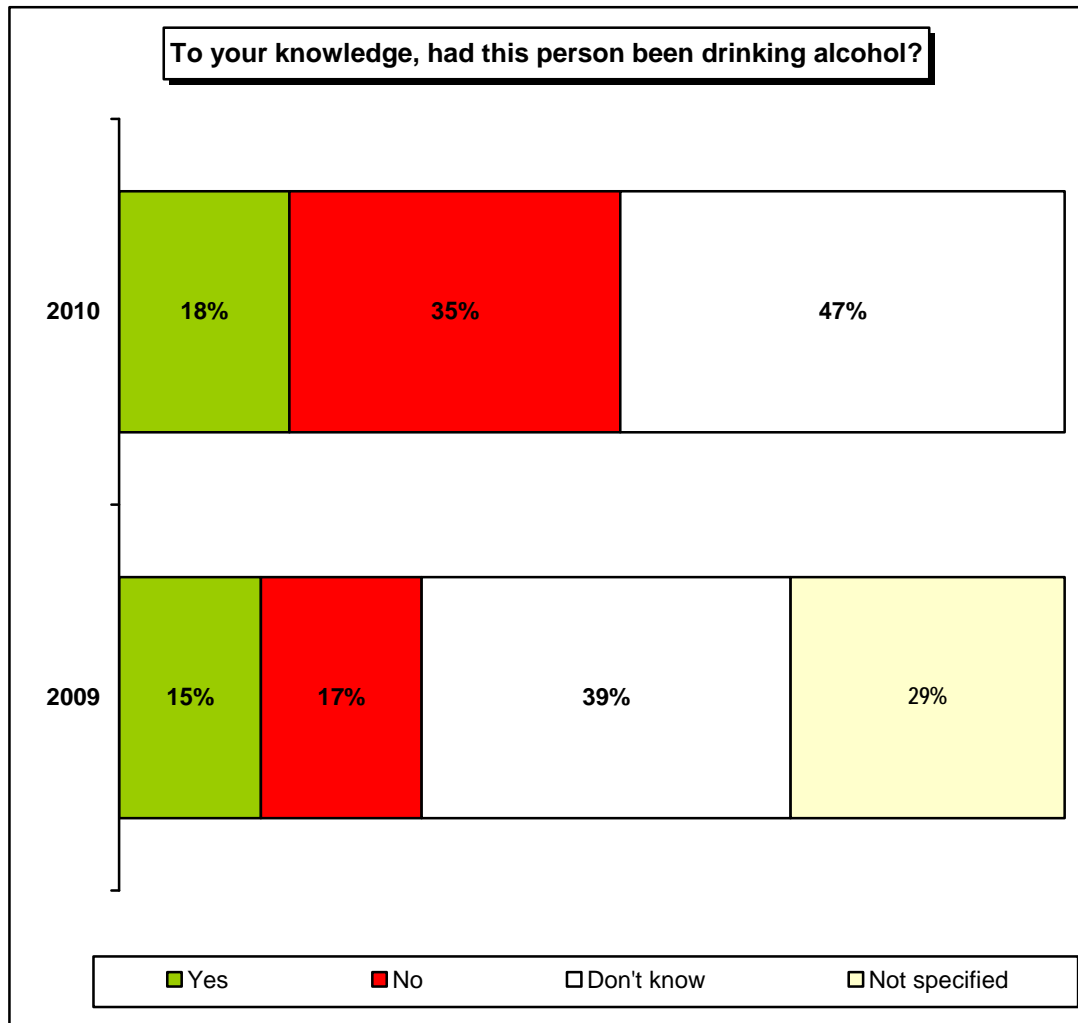


2010 Base: 400 respondents

Description of 'other' crimes (49)

- An 18 year old was **bashed** up at a nightclub for the clothing he was wearing.
- A **knife fight** in the street and I rang the police.
- **Abusive** teenagers have abused me and my husband.
- **Arson attempt** on my studio located in the family garage at my home.
- **Assault** to my daughter.
- **Attempted theft** of my business computer from our motel.
- **Begging** is becoming a problem around town.
- **Bullying** outside Western Heights High School.
- Cars **vandalised** that were parked on our property.
- A **Dog** came at me.
- We had a drunk hammering at the door at midnight. He was picked up by Police when we rang.
- A friend was held at **knife** point at a Gull service station.
- A gang member **threatened** my daughter.
- **Graffiti** on our garage.
- I got a **knife** pulled on me at the skate park.
- Little sods **vandalising** letter boxes or ripping them out of the ground.
- Maori boys have **bashed** my son.
- My car had been **hit** by someone who had realised they'd hit it but left.
- My daughter has had her car egged and **scratched**.
- My daughter was in a **hit and run** accident.
- My husband's wallet was **stolen** from the petrol pump.
- My mother was **robbed** by a passenger while driving a City Ride bus.
- My mother's work car had its licence plates **stolen** off it.
- My sister was **robbed** at the pub.
- My son had his birthday presents **stolen** off him at school.
- **Damage** was done to my son's vehicle.
- My son was **assaulted**.
- Our neighbour's cats have been **mauled** or disembowelled in the area.
- Our car was **keyed** in broad daylight.
- Our mailbox got crunched.
- Problems while **driving**.
- School **bullying**.
- Youths were trying to **steal** mail out of letter boxes.
- Someone **stole** all our solar panel garden lights.
- My son was **bullied** on his way home from school.
- I got **stabbed** in the hand and then chased by Maoris in the park.
- We get strangers **trespassing** on our property day and night.
- They **tagged** my mother's car.
- I was **threatened** with weapons and **physical violence**.
- We have had **threats** to our family and friends.
- Unsafe **driving**, speeding and drink driving.
- We were on the lake edge and I had my canoe **stolen** from the front lawn.
- My wife works in retail and has experienced **shoplifting**.
- My workplace has been **burgled** four times and had **graffiti** a couple of times.
- I have had written **threats** from friends of my ex-partner.
- Youth **stealing** from neighbours in the Sunnybrook area during the daytime.

Figure 26:



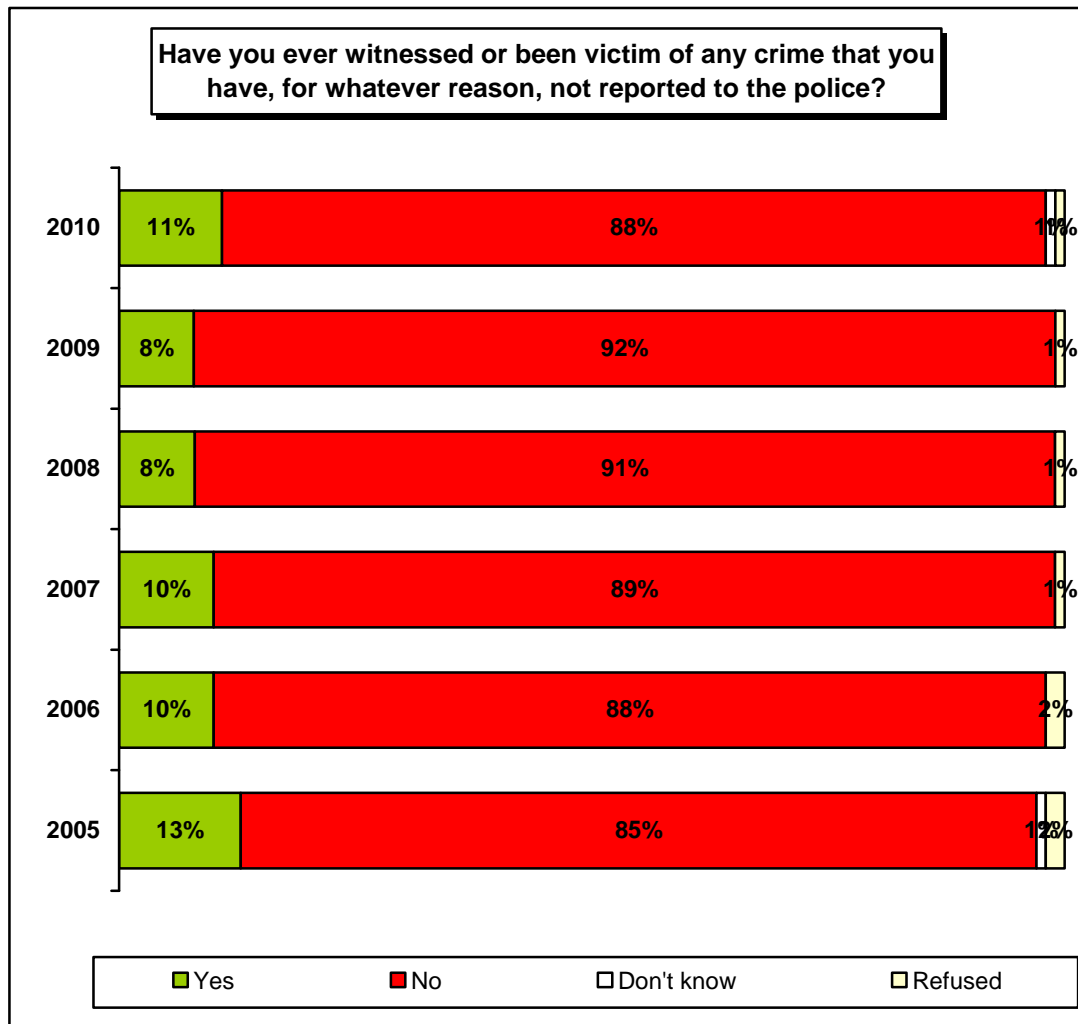
2010 Base: 49 respondents
 *Note: Small base size

6.6 Unreported Crimes

Respondents were then asked if they had ever witnessed or been victim of any crime that they haven't reported to the police.

- Slightly more than one in ten respondents (11%) have been victim of or witnessed a crime that they haven't reported to police. This represents a slight increase from the 2009 and 2008 results (8% respectively).

Figure 27:



2010 Base: 400 respondents

7 Crime Prevention Methods

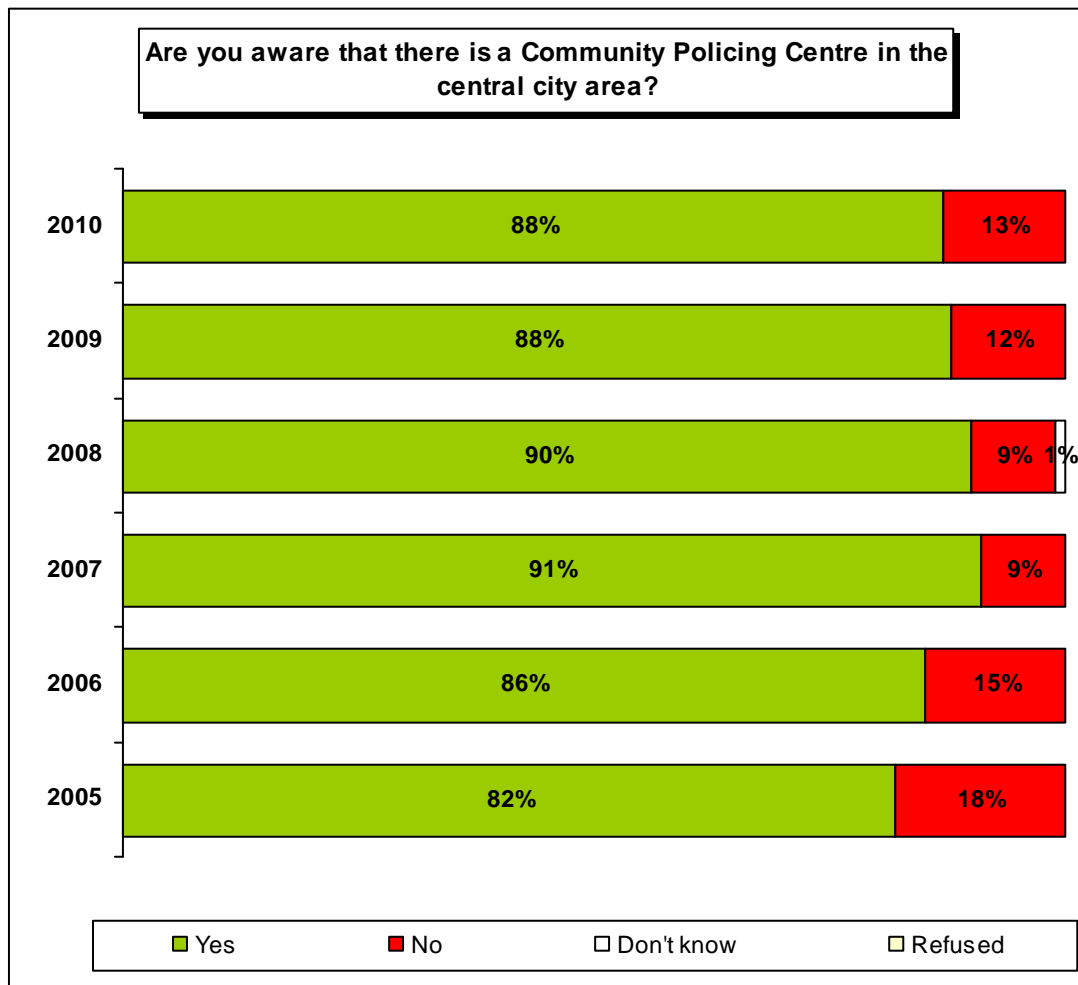
Respondents were then asked a series of questions relating to their awareness of crime prevention methods currently in place in the Rotorua central city area.

7.1 Awareness of Community Policing Centre

First, respondents were asked if they were aware that there is a Community Policing Centre in the central city area.

- The majority of respondents (88%) are aware that there is a Community Policing Centre in the central city area. This is similar to the result recorded in 2009 (88%) however this result has been decreasing since 2007 when 91% of respondents were aware of the Community Policing Centre.
- The majority of respondents were able to correctly state where the location of the Community Policing Centre is. 205 respondents stated it is at the *City Focus* and 56 stated it is *On the corner of Hinemoa and Tutanekai streets*. Only 12 respondents stated they *Did not know* where it was.

Figure 28:



2010 Base: 400 respondents

Location of Community Policing Centre

- *City Focus (205)*
- *Hinemoa and Tutanekai Streets (56)*
- *Fenton Street (18)*
- *Central Rotorua, CBD (13)*
- *City Central Mall (10)*
- *Under the 'sails' area (9)*
- *Te Ngae Shopping Centre (5)*
- *Malfoy Road (3)*
- *Information Centre (3)*
- *Ngongotaha (2)*
- *Rotorua Convention Centre (2)*
- *Citizens Advice Bureau (2)*
- *Lakefront.*
- *Near the library.*
- *Next door to the police shop.*
- *Western Heights.*
- *Waikaraka Street.*
- *Brooklyn shops.*
- *Haupapa Street.*

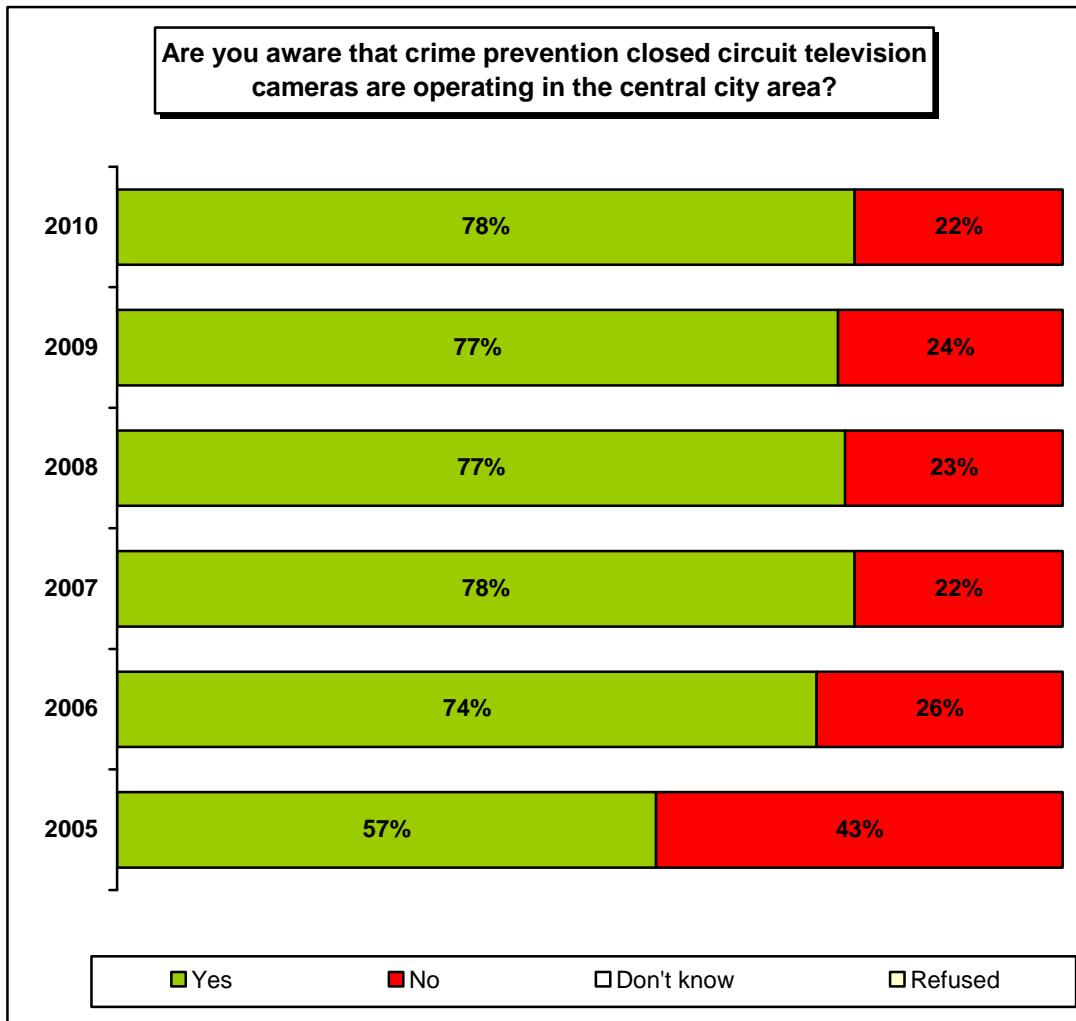
- ***I don't know (12)***

7.2 Awareness of Closed Circuit Television Cameras

Respondents were then asked if they were aware that crime prevention closed circuit television cameras were operating in the central city area.

- Slightly more than three-quarters of respondents (78%) are aware that there are closed circuit television cameras operating in the central city area. This is similar to the result recorded in 2009 (77%).

Figure 29:



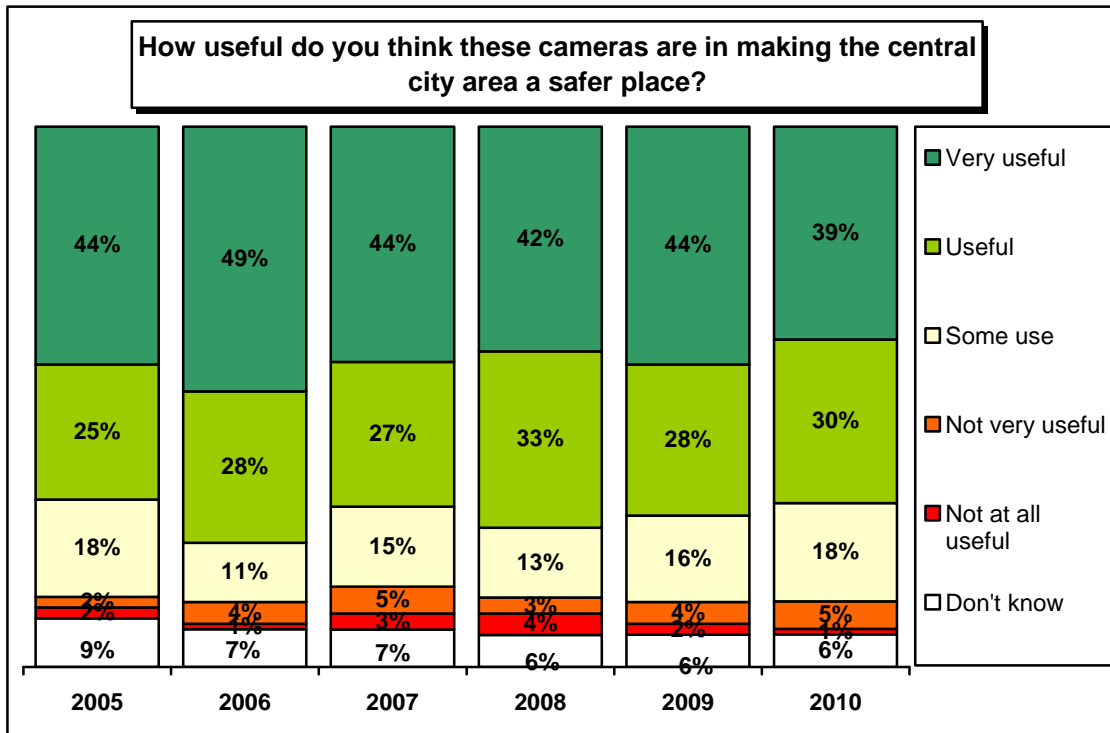
2010 Base: 400 respondents

7.3 Usefulness of Closed Circuit Television Cameras

Respondents who were aware of closed circuit television cameras operating in the CBD were then asked how useful they think these are in making the central city a safer place.

- Of those respondents who are aware of the closed circuit television cameras, 69% stated they are *Useful* overall in making the central city area a safer place.
- The proportion of respondents who stated that closed circuit security cameras are *Useful* overall, has consistently decreased since 2008 where 75% of respondents stated them to be *Useful* overall in making the central city a safer place.

Figure 30:



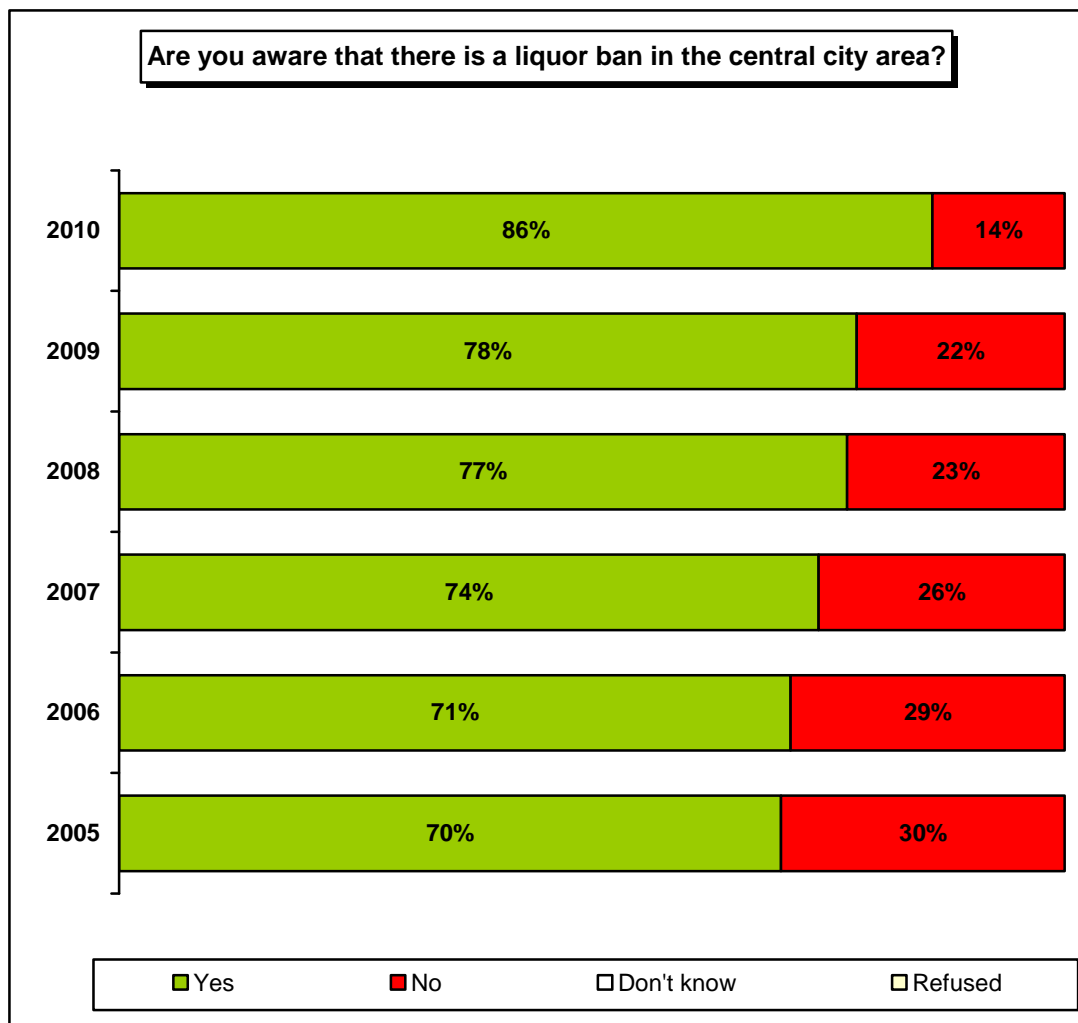
2010 Base: 313 respondents

7.4 Awareness of Liquor Ban

Respondents were then asked if they were aware that there is a liquor ban in the central city area.

- The majority of respondents (86%) are aware that there is a liquor ban in the central city area.
- The proportion of respondents who are aware of the liquor ban has increased every year of the study from 70% in 2005.

Figure 31:



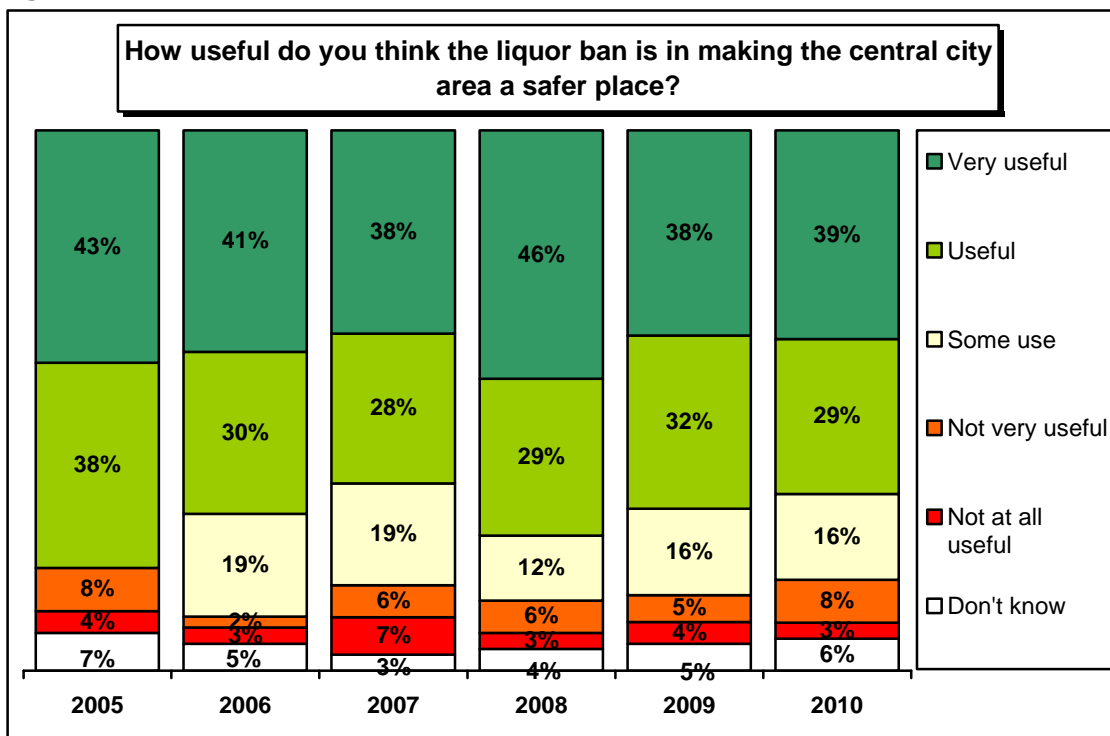
2010 Base: 400 respondents

7.5 Usefulness of Liquor Ban

Respondents who were aware of the liquor ban in the CBD were then asked how useful they think these are in making the central city area a safer place.

- Of those respondents who are aware of the liquor ban, 68% stated that it is *Useful* overall in making the central city area a safer place.
- The proportion of respondents who stated that the liquor ban is *Useful* overall, has consistently decreased since 2008 where 75% of respondents stated it to be *Useful* overall.

Figure 32:



2010 Base: 345 respondents

8 Safety Improvements and Priorities

Finally respondents were asked what could be done to make Rotorua a safer place and what safety priorities Rotorua District Council should focus on in the next three years.

8.1 Safety Improvements

- As with previous studies, the three most suggested improvements remain the same. These are, *More police / more presence / community stations* (38%), *Better parenting / support for youth / curfew / keep youth off the streets / give youth something to do / youth gangs* (15%) and *Security / guards / cameras / Maori Wardens / community patrols* (13%).
- *More police / more presence / community stations* (38%) is the most frequently stated safety improvement suggested by respondents. There has been an increase in the proportion of respondents stating this since the 2009 study (29%).
- *Better parenting / support for youth / curfew / keep youth off the streets / give youth something to do / youth gangs* was stated as a suggested improvement by 15% of respondents (the same proportion as in 2009). This theme is the second most suggested improvement and supports previous statements made by respondents for feeling unsafe in the Rotorua District and Rotorua CBD.
- *Building / street improvements* (relating more to road safety and street lighting) was stated by twice as many respondents in 2010 than in 2009 (10% in 2010, 5% in 2009).
- Problems with *Crimes targeting tourists* has been decreasing since the 2008 study. Less than one-percent of respondents (2 people) stated this as a safety improvement compared to 4% in 2008 and 3% in 2009.
- *Bars / gambling establishments / wholesalers / drinking issues* (7%) is becoming an increasing problem. For each study in 2005, 2006 and 2007, this was only stated by 1% of respondents (approximately 4 people). In 2008 and 2009, the proportion of respondents stating this increased to 3% (approximately 12 people). This figure has now doubled to a record high 7% of respondents or 27 people.
- On a positive note, slightly more than one in ten respondents (11%) stated that the Rotorua District Council is *Doing okay now* with safety improvements. This represents an increase of four percentage points from the 2009 survey results (7%).

Table 5:**What could be done that would help make Rotorua a safer place?****% of Respondents**

	2010		2009	2008	2007	2006	2005	2010/2009	2009/2008	2008/2007	2007/2006	2006/2005
	Number	Percent of total	Percent of total	Percent of total	Percent of total	Percent of total	Percent of total	% Change	% Change	% Change	% Change	% Change
More police / more presence / community stations	154	38%	29%	30%	36%	33%	38%	9%	-1%	-6%	3%	-5%
Better parenting / support for youth / curfew / keep youth off the streets / give youth something to do / youth gangs	60	15%	15%	13%	16%	11%	10%	-	2%	-3%	5%	1%
Security / guards / cameras (manned) / Maori Wardens / community patrols	53	13%	12%	13%	14%	19%	11%	1%	-1%	-1%	-5%	8%
Doing okay now	45	11%	7%	8%	6%	-	2%	4%	-1%	2%	n/a	n/a
Building / street improvements	40	10%	5%	7%	6%	6%	4%	5%	-2%	1%	-	2%
Neighbourhood support	35	9%	4%	5%	5%	8%	5%	5%	-1%	-	-3%	3%
Education / attitude adjustment / values / public awareness / drug and alcohol	31	8%	4%	3%	2%	6%	6%	4%	1%	1%	-4%	-
Penalties / laws / consequences / discipline	30	7%	10%	7%	5%	5%	5%	-3%	3%	2%	1%	-
People need to take responsibility for themselves / being aware / report crime	30	7%	4%	6%	5%	5%	7%	3%	-2%	1%	-	-2%
Bars / gambling establishments / wholesalers / drinking issues	27	7%	3%	3%	1%	1%	1%	4%	-	2%	-	-
Reduce unemployment / improve incomes	17	4%	2%	3%	1%	2%	3%	2%	-1%	2%	-1%	-1%
Boy racers / road safety	13	3%	1%	1%	2%	3%	1%	2%	-	-1%	-1%	2%
Liquor ban	12	3%	1%	1%	3%	2%	3%	2%	-	-2%	1%	-1%
Raise the drinking age	10	3%	1%	1%	1%	2%	1%	2%	-	1%	-1%	1%
Reducing drug use / drug issues	9	2%	2%	1%	2%	n/a	n/a	-	1%	-1%	n/a	n/a
Remove gangs / insignia / undesirable people	10	2%	4%	2%	2%	4%	4%	-2%	2%	-	-2%	-
Advertise surveillance cameras more / Advertise successes from these can	8	2%	3%	<1%	2%	1%	1%	-1%	3%	-2%	1%	-
Police to attend all crimes / response times to improve / increase resources / support / improvements to service	8	2%	2%	3%	1%	3%	5%	-	-1%	2%	-2%	-2%
Ban people with criminal records / repeat offenders from the CBD	4	1%	<1%	1%	1%	n/a	n/a	<1%	<-1%	-	n/a	n/a
Racial issues	3	1%	3%	-	-	-	-	-2%	n/a	n/a	n/a	n/a
Crimes targeting tourists	2	<1%	3%	4%	3%	n/a	n/a	-3%	-1%	1%	n/a	n/a
Deal with truancies	2	<1%	1%	1%	1%	2%	3%	<-1%	-	<-1%	-1%	-1%
Stopping tagging	1	<1%	-	1%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Educate against family violence	n/a	n/a	-	<1%	-	1%	1%	n/a	n/a	n/a	n/a	-
Other	38	9%	8%	6%	5%	5%	5%	1%	2%	1%	-	-

Sample**400***Note: Multiple responses were permitted therefore the total percentages exceeds 100%*

8.2 Safety priorities for the next three years

Respondents were finally asked what safety priorities Council should focus on for the next three years.

- The four main safety priority areas for Council to focus on in the next three years as identified by more than one in ten respondents are *Boy racers / road safety / driver education / raise the driving age* (16%), *More police / more presence / community stations* (13%), *Building / street improvements* (13%) and *Better traffic controls* (11%).
- There is a clear theme present with the need for Council to focus on roading / driving safety. Three of the four most stated safety priorities relate to issues with the roading system or safety of drivers.

Table 6:

What do you see as the top safety priorities for Rotorua in the next three years?	% of Respondents
	2010
Boy racers / road safety / driver education / raise the driving age	16
More police / more presence / community stations	13
Building / street improvements	13
Better traffic controls	11
Penalties / laws / consequences / discipline	7
Better parenting / support for youth / curfew / keep youth off the streets / give youth something to do / youth gangs	6
Education / attitude adjustment / values / public awareness / drug and alcohol education / sense of community	6
Educate against family violence / domestic violence	6
Bars / gambling establishments / wholesalers / drinking issues	6
People need to take responsibility for themselves / being aware / report crime / know your neighbours	5
Crimes targeting tourists / education for tourists	4
Doing okay now	3
Security / guards / cameras (manned) / Maori Wardens / community patrols	3
Dog control	3
Neighbourhood support	2
Drink driving education	2
Remove gangs / insignia / undesirable people	2
Police to attend all crimes / response times to improve / increase resources / support / improvements to service	2
Reducing drug use / drug issues	2
Other	4
Don't know	24
Total	115

2010 Base: 400 respondents

Note: Multiple responses were permitted therefore the total percentages exceed 100%.

9 Sample Profile

9.1 Gender

Gender	% of Respondents												
	2010		2009	2008	2007	2006	2005	2010/2009	2009/2008	2008/2007	2007/2006	2006/2005	
	Number	Percent	Percent	Percent	Percent	Percent	Percent	% Change	% Change	% Change	% Change	% Change	
Male	199	50%	49%	47%	41%	39%	45%	1%	2%	6%	2%	-6%	
Female	201	50%	51%	52%	59%	61%	55%	-1%	-1%	-7%	-2%	6%	
Not Specified	-	-	<1%	2%	1%	<1%	-	-	-2%	1%	1%	<1%	
Total	400	100%	100%	100%	100%	100%	100%						

9.2 Age

Age	% of Respondents												
	2010		2009	2008	2007	2006	2005	2010/2009	2009/2008	2008/2007	2007/2006	2006/2005	
	Number	Percent	Percent	Percent	Percent	Percent	Percent	% Change	% Change	% Change	% Change	% Change	
15-24	64	16%	7%	9%	6%	9%	8%	9%	-2%	3%	-3%	1%	
25-34	59	15%	12%	10%	12%	8%	16%	3%	2%	-2%	4%	-8%	
35-44	76	19%	15%	17%	21%	16%	17%	4%	-2%	-4%	5%	-1%	
45-54	84	21%	21%	20%	22%	16%	19%	-	1%	-2%	6%	-3%	
55-64	47	12%	18%	19%	17%	19%	15%	-6%	-1%	2%	-2%	4%	
65-74	45	11%	15%	13%	13%	19%	14%	-4%	2%	-	-3%	5%	
75+	25	6%	12%	11%	8%	12%	12%	-6%	1%	3%	-4%	-	
Refused	-	-	<1%	1%	<1%	1%	-	n/a	<-1%	<1%	<-1%	n/a	
Not Specified	-	-	-	1%	<1%	1%	-	n/a	n/a	<1%	<-1%	n/a	
Total	400	100%	100%	100%	100%	100%	100%						

9.3 Ethnicity

Ethnicity	% of Respondents											
	2010		2009	2008	2007	2006	2005	2010/2009	2009/2008	2008/2007	2007/2006	2006/2005
	Number	Percent	Percent	Percent	Percent	Percent	Percent	% Change	% Change	% Change	% Change	% Change
New Zealand European/ Pakeha	264	66%	71%	64%	64%	64%	64%	-5%	7%	-	-	-
New Zealand Maori	118	30%	25%	30%	32%	31%	29%	5%	-5%	-2%	1%	2%
Pacific Islander	8	2%	2%	1%	1%	1%	2%	-	1%	-	-	-1%
Asian	13	3%	2%	3%	1%	1%	2%	1%	-1%	2%	-	-1%
Other	5	1%	8%	6%	1%	4%	3%	-7%	2%	5%	-3%	1%
Refused	n/a	n/a	<1%	1%	<1%	<1%	-	n/a	<-1%	<1%	-	n/a
Not Specific	n/a	n/a	-	<1%	1%	<1%	-	n/a	n/a	<-1%	<1%	n/a
Total	400	100%	100%	100%	100%	100%	100%					

*In 2008 respondents belonging to multiple ethnic groups were included in all groups; therefore 2009 ethnicity data is not additive.

9.4 Location

Location	% of Respondents											
	2010		2009	2008	2007	2006	2005	2010/2009	2009/2008	2008/2007	2007/2006	2006/2005
	Number	Percent	Percent	Percent	Percent	Percent	Percent	change	change	change	change	change
Rotorua city (central city area)	59	15%	2%	2%	1%	2%	5%	13%	0%	1%	-1%	-3%
Rotorua suburbs	296	74%	67%	83%	75%	71%	72%	7%	-15%	8%	4%	-1%
Ngongotaha	44	11%	7%	9%	4%	7%	7%	4%	-2%	5%	-3%	0%
Lakeside settlement	-	0%	5%	2%	4%	3%	4%	0%	3%	-2%	1%	-1%
Rural	1	<1%	20%	4%	16%	17%	13%	-20%	16%	-12%	-1%	4%
Not specified	-	0%	0%	1%	0%	0%	0%	-	-1%	0%	0%	0%
Total	400	100%	100%	100%	100%	100%	100%					