



**I, Steven May, Chief Executive Officer, hereby give notice that
an Economic Development Committee Meeting will be held on:**

Date: Tuesday, 27 March 2018
Time: 1.30pm
**Location: Council Chamber, Wairoa District Council,
Coronation Square, Wairoa**

AGENDA

Economic Development Committee Meeting

27 March 2018

The agenda and associated papers are also available on our website: www.wairoadc.govt.nz

For further information please contact us 06 838 7309 or by email info@wairoadc.govt.nz

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- 1 KARAKIA**
- 2 APOLOGIES FOR ABSENCE**
- 3 DECLARATIONS OF CONFLICT OF INTEREST**
- 4 CHAIRPERSON'S ANNOUNCEMENTS**
- 5 LATE ITEMS OF URGENT BUSINESS**
- 6 PUBLIC PARTICIPATION**

A maximum of 30 minutes has been set aside for members of the public to speak on any item on the agenda. Up to 5 minutes per person is allowed. As per Standing Order 14.14 requests to speak must be made to the meeting secretary at least one clear day before the meeting; however this requirement may be waived by the Chairperson.

7 MINUTES OF THE PREVIOUS MEETING

Ordinary Meeting - 31 October 2017

**MINUTES OF WAIROA DISTRICT COUNCIL
ECONOMIC DEVELOPMENT COMMITTEE MEETING
HELD AT THE COUNCIL CHAMBER, WAIROA DISTRICT COUNCIL, CORONATION SQUARE, WAIROA
ON TUESDAY, 31 OCTOBER 2017 AT 1.30PM**

PRESENT: His Worship the Mayor Craig Little (Mayor), Cr Denise Eaglesome-Karekare (Deputy Mayor), Cr Michael (Min) Johansen, Ms Karen Burger

IN ATTENDANCE: J Freeman (Interim CEO), Mr K Tipuna (Economic Development & Engagement Manager), Mr G Borg (Chief Financial Officer), Mrs C Knight (Governance Advisor & Policy Strategist), Mrs A Thomas (Te Matarae o Te Wairoa Trust), Mrs R Thomas (Te Matarae o Te Wairoa Trust)

1 KARAKIA

Given by Mr K Tipuna.

2 APOLOGIES FOR ABSENCE

APOLOGY

COMMITTEE RESOLUTION 2017/13

Moved: Cr Michael (Min) Johansen

Seconded: His Worship the Mayor Craig Little

That the apology received from Mr Paul Kelly be accepted and leave of absence granted.

CARRIED

3 DECLARATION OF CONFLICT OF INTEREST

None.

4 CHAIRPERSON'S ANNOUNCEMENTS

None.

5 LATE ITEMS OF URGENT BUSINESS

Public Excluded Item – Wairoa Youth Services Trust

6 PUBLIC PARTICIPATION

None.

7 MINUTES OF THE PREVIOUS MEETING**COMMITTEE RESOLUTION 2017/14**

Moved: Cr Michael (Min) Johansen

Seconded: His Worship the Mayor Craig Little

That the minutes and public excluded minutes of the Ordinary Meeting held on 27 June 2017 be confirmed.

CARRIED

8 GENERAL ITEMS**8.1 ECONOMIC DEVELOPMENT & ENGAGEMENT MANAGER'S REPORT****COMMITTEE RESOLUTION 2017/15**

Moved: His Worship the Mayor Craig Little

Seconded: Ms Karen Burger

That the Economic Development Committee receive the Economic Development update report as at 31 October 2017.

CARRIED

8.2 CHAIR OF TE MATARAE O TE WAIROA TRUST REPORT

Presentation by Mrs R Thomas on the Made in Wairoa Farmers' Market.

COMMITTEE RESOLUTION 2017/16

Moved: Cr Michael (Min) Johansen

Seconded: His Worship the Mayor Craig Little

That the Committee receive the report on the Trust's recent activities.

CARRIED

MOTION**COMMITTEE RESOLUTION 2017/17**

Moved: Cr Michael (Min) Johansen

Seconded: His Worship the Mayor Craig Little

That the public be excluded from the following parts of the proceedings of this meeting at 2:10 p.m.

The general subject matter of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48 of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Ground(s) under section 48 for the passing of this resolution
Wairoa Youth Services Trust	s7(2)(b)(ii) - the withholding of the information is necessary to protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information	s48(1)(a)(i) - the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist under section 6 or section 7

CARRIED

MOTION**COMMITTEE RESOLUTION 2017/18**

Moved: Ms Karen Burger

Seconded: Cr Michael (Min) Johansen

That the Committee moves out of Closed Committee into Open Committee at 3:15 p.m.

CARRIED

Closing karakia given by Mr K Tipuna.

The Meeting closed at 2.16 p.m.

The minutes of this meeting were confirmed at the Economic Development Committee Meeting held on 13th February 2018.

.....

CHAIRPERSON

8 GENERAL ITEMS

8.1 ECONOMIC DEVELOPMENT & ENGAGEMENT MANAGER'S REPORT

Author: Kitea Tipuna, Economic Development and Engagement Manager

Authoriser: Steven May, Chief Executive Officer

Appendices: Nil

1. PURPOSE

- 1.1 This report provides information for the Economic Development Committee on Council and community activities. No decisions are required by the Economic Development Committee at this stage.

RECOMMENDATION

The Economic Development & Engagement Manager RECOMMENDS that the Economic Development Committee receive the Economic Development Update Report as at 27 March 2018.

SUMMARY OF ACTIVITIES

2. NGĀTI KAHUNGUNU REGIONAL KAPA HAKA COMPETITION 2018

Wairoa will host the 2018 Ngāti Kahungunu Regional Kapa Haka competition which will be held on Saturday 21 April at Wairoa's Lambton Square. The competition will have thirteen (13) competitive teams with over 400 competitors, including two (2) local teams (current regional champions Te Rerenga Kotuku and newly established team Matangirau). Ten (10) local marae have been booked to host and accommodate teams participating in this year's competition including Takitimu, Hinemihi, Kahungunu, Tane-nui-a-rangi, Whakaki, Putahi, Rangiahua, Te Rauhina, Taihoa and Iwitea. The organising committee is expecting 3,000-5,000 spectators, therefore this will be a significant event for the Wairoa district.

The Wairoa District Council is part of the local organising committee and is contributing financial and in-kind support to the event to ensure a successful event and to demonstrate that Wairoa is able to host significant regional events of this calibre.

3. QUALMARK ACCREDITATION SUCCESSFULLY ACHIEVED

The Wairoa i-Site was successful in being re-accredited with Tourism New Zealand's official quality assurance endorsement, 'Qualmark'. Acknowledgements to Kimberly Jones (Wairoa i-Site Coordinator) and Angela Spooner (WDC Economic Development Officer – Tourism) for ensuring that the Wairoa i-Site was ready and prepared for the Qualmark evaluation.

Qualmark is New Zealand Tourism's official quality assurance endorsement programme and provides evidence that the Wairoa i-site has been independently validated as a quality tourism organisation. It provides recognition that the Wairoa i-site delivers a quality visitor and travel experience.

4. LOCAL CONVERSATIONS – CONTRIBUTING TO THE GOVERNMENT’S 1 BILLION TREES PLANTING PROGRAMME

A joint initiative hosted by Wairoa Taiwhenua, Ngāti Kahungunu Iwi Incorporated and Wairoa District Council brought together members of the Wairoa community who have an interest in how the Wairoa district can participate in, contribute to and benefit from the Government’s one billion trees planting programme. Hosted at the Wairoa Taiwhenua last week, the hui brought together a variety of local stakeholders to initiate local conversations about opportunities for the Wairoa district. Speakers included Ngahiwi Tomoana, Chairman of Ngati Kahungunu Iwi Incorporated speaking about a regional initiative called the Kahutia Accord, as well as local projects including work being undertaken by the Whakakī Lake Trust, Iwitea Marae and others.

5. CONSULTATION FOR WAIROA CBD ENHANCEMENT PROJECT

Community consultation for the Wairoa CBD Enhancement Project is currently underway and will conclude at the end of March. Consultation efforts have included a community meeting held at the War Memorial Hall, a session at Wairoa College, an information booth at AFFCO and at Oslers, and meetings with the Māori Standing Committee, Wairoa Taiwhenua, Kahungunu Executive and Tātau Tātau o Te Wairoa Trust. An online portal established as well as information and submission forms at the Wairoa District Council main office, the Wairoa Library and the Wairoa Information Centre. The main questions being asked throughout the consultation period include;

- What are the issues with the current town centre?
- What are the opportunities for the town centre?
- What should our vision be for the town centre?

6. GREAT THINGS GROW HERE WAIROA EVENT

A networking event will be hosted at the Wairoa Airport for Great Things Grow Here Brand Champions on the 5th of April. The Great Things Grow Here programme is a Hawke’s Bay regional brand that celebrates the great products, services and people of Hawke’s Bay and Wairoa.

7. SUCCESSFUL SECOND TEST LAUNCH FOR ROCKET LAB

The second test launch for Rocket Lab launched successfully on Sunday January 21 at 2.43pm. Council staff were available at the Bluck’s Pit rocket launch viewing site in Nuhaka to assist visitors with enquiries and questions. The scheduled launch window opened on Saturday, January 20. Over the two days, staff logged 333 visitors to the Bluck’s Pit site (93 vehicles and 238 people were counted on Saturday, and 40 vehicles and 95 people were counted on Sunday). By all accounts, the visitor experience of the rocket launch viewing area in Bluck’s Pit, Nuhaka, was overwhelmingly positive.

The Bluck’s Pit site was initially selected as a safe marshalling area for visitors wishing to view a rocket launch during the test launch phase. It was also selected as a viewing site and marshalling area to mitigate increased traffic flows onto Māhia Peninsula. Given that Rocket Lab will soon move into commercial phase with more regular launches, and the anticipated increase in visitor numbers to the district wishing to view a rocket launch, it is important for Council to consider it’s mid to long term involvement with this rocket launch viewing area.

The important relationship with the community of Nuhaka is also an important factor and ensuring that they are involved in future planning.

The Wairoa District Council congratulates Peter Beck and the team at Rocket Lab for this successful second test launch.

See report “Rocket Launch Viewing” which is also included in this agenda for a summary of the breakdown of numbers and feedback from visitors across the first three test launch windows (May 2017, December 2017, and January 2018).

8. WHAKAKI CATCHMENT PROJECT

This project seeks to improve the productivity and sustainability of the Whakakī (including Iwitea) catchment and lake area to help create economic diversity, jobs and environmental benefits in the region. The initiative is part of the government's Regional Growth Programme and is a collaboration between the Ministry for Primary Industries (MPI), Hawkes Bay Regional Council (HBRC) and the Wairoa District Council. The project seeks to partner with the Whakakī and Iwitea communities, including Iwi, farmers and foresters, to explore and identify together a common vision for the future of the Whakakī catchment. The Regional Growth Programme is co-led by MPI and the Ministry of Business, Innovation and Employment (MBIE) and aims to increase jobs, income and investment in regional New Zealand.

In July 2016 at the launch of Matariki REDS – The Hawke’s Bay Regional Economic Development Strategy, Nathan Guy, then Minister for Primary Industries, stated part of the plan would involve helping farmers improve their land productivity while meeting new freshwater standards. In addition, he indicated that MPI would work with Wairoa District Council and Hawke’s Bay Regional Council to address historical land use issues. The Whakakī Catchment, with its highly erodible pastoral hill country, iconic lake and wetland was selected for a pilot project. The pilot is a collaboration with local communities and seeks to support the Catchment’s transition to more productive and environmentally sustainable methods of land use, alongside building community resilience and well-being.

The project is currently in the final stages of the design phase, having completed the co-design process whereby the Whakakī and Iwitea Catchment communities shaped and defined the plan to move forward.

The Whakakī Catchment has been an area of interest for some time, with an ongoing Hill Country Erosion Programme (HCEP) and a recent proposal from HBRC to the Freshwater Improvement Fund (FIF) for restoring Lake Whakakī. This project and these specific initiatives are mutually supporting, ensuring that efforts are coordinated, and resources are effectively utilised.

This project is multi-phased and will also seek funding from the government’s Regional Growth Fund to undertake two initiatives during the fourth quarter of FY 2017/18, ahead of a funding request (over a three-year period) for project implementation.

Wairoa District Council’s involvement, seeks the following outcomes;



- Addressing land use issues to decrease the local community’s social, economic and environmental vulnerability to climate effects and weather events.
- A change in land use will support a more sustainable income long term and potentially create job opportunities for locals and those wanting to return to the Whakakī and Iwitea areas.

- Ensuring meaningful and positive engagement and partnerships throughout the co-design and management process.

9. MĀORI LAND DEVELOPMENT MANAGER – TE MĀTĀRAE O TE WAIROA TRUST

Te Mātārae o Te Wairoa Trust have appointed a Māori Land Development Manager to undertake a six month contract to work with whanau in making unproductive Māori land more productive. The Wairoa District Council has offered funding to the trust to support this project to assist it with addressing the issues of statute barred rates. Rather than a rates recovery exercise, this project has been reframed to support whanau in looking at options to making their land more productive. Council will work with the Trust's Māori Land Development Manager to identify land in its list of statute barred rates to assess if there are opportunities to reducing/removing the land blocks noted in the statute barred rates list, making those land blocks more productive and thereby reducing the quantum of statute barred rates on Council's books.

Signatories

	
Author Kitea Tipuna	Approved by Steven May

8.2 CUSTOMER SHOPPING EXPERIENCE INTERNSHIP REPORT, DJEFFREY CATS

Author: Kitea Tipuna, Economic Development and Engagement Manager

Authoriser: Steven May, Chief Executive Officer

Appendices: 1. Customer Shopping Experience Report [↓](#)

1. PURPOSE

- 1.1 This report presents to the Economic Development Committee the research report undertaken by Wairoa District Council intern Dj Jeffrey Cats. The report is an analysis of the 'Customer Shopping Experience' within the Wairoa central business district, and offers important customer insights as we enter into the investigation phase of the CBD Enhancement Project.

RECOMMENDATION

The Economic Development & Engagement Manager RECOMMENDS that the Economic Development Committee receives the report.

EXECUTIVE SUMMARY

In September 2017, Dj Jeffrey Cats, an intern from the Netherlands, began work within the Wairoa District Council Economic Development team. Part of his internship was to look at perceptions of the Wairoa central business district, in preparation for the CBD Enhancement Project.

This particular research was undertaken during the months of November and December 2017 by way of an online survey, with the following problem statement, "What factors are decisive to optimise the shopping experience of current residents aged 16 years and older".

The information gathering technique undertaken for this research was by way of an online survey. Based on the district's population, a sample size of 361 completed surveys was sought. This would ensure a 95% reliability level, a margin of error of 5% and a 50% spread. However, the sample size had not been reached with only 161 surveys completed at the scheduled deadline date. This decreases the reliability level to 80%. This however, still offers the Wairoa District Council important insights into the shopping experience of Wairoa residents as we move forward with the CBD Enhancement Project.

2. INSIGHTS



- 2.1 The following insights emerged from this research;
- 2.2 57.23% (over half) of the respondents are more dissatisfied than satisfied with their shopping experience within the Wairoa CBD. 14.47% is neither satisfied nor dissatisfied and 28.31% (almost one third) of the respondents are more satisfied with their current shopping experience in the Wairoa CBD.
- 2.3 A majority of the respondents (68.56%) are dissatisfied with their overall shopping attractiveness. 14.47% of respondents are extremely dissatisfied. 73.03% of the respondents who are frequently buying outside of the town are dissatisfied with the overall shopping attractiveness.

- 2.4 77.85% of the respondents are dissatisfied with the range of products available. Only 12.03% are satisfied with the range of products available in the Wairoa CBD.
- 2.5 100% of the respondents who buy 3 – 5 times a week outside of the town are dissatisfied with the range of products in the Wairoa CBD and 81.08% of the respondents that buy once or twice a week outside of town are dissatisfied with the price range available within the Wairoa CBD.
- 2.6 94.97% of the respondents have bought a product or service online. 100% of the respondents earning between \$20,000 and \$39,999 have bought a product or service online.
- 2.7 The majority of the respondents signalled that there is a necessity to improve the variety of shops available within the Wairoa CBD, and to establish more shops, especially clothes and shoe shops, which should be reasonably priced and caters to everyone within the district. Furthermore respondents would improve the attractiveness of the shops and area, e.g. paint the shops the same colour, clean the footpath etc.

3. NEXT STEPS

- 3.1 This report and data on 'Customer Shopping Experience' will be made available to the CBD Enhancement Project Steering Group to add to the body of information that will be gathered as the investigation phase of the CBD Enhancement Project progresses.

Signatories

	
Author Kitea Tipuna	Authoriser Steven May

Market research report

Wairoa District Council

Customer Shopping Experience



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TE WAIROA
WAIROA DISTRICT

11/01/2017, Wairoa

Foreword

In front of you lies the market research report. The research report is part of the advisory report, which is written for the Wairoa District Council. During the research I have used a new tool to analyse the information. Please note that due to the analysing options from Qualtrics, the age could not be categorised and therefore is not used in the research.

I would like to thank everyone who supported me by getting as many responses as possible within the timeframe.

I hope you enjoy reading!

Djeffrey Cats

Wairoa, January 11th, 2017

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Management summary

The market research report is drawn up for the Wairoa District council, in particular the Economic Development department, with the following problem statement: "What factors are decisive to optimize the shopping experience of current residents aged 16 years and older?"

Several sub-questions have been formulated to answer the problem. All sub-questions have been answered by means of quantitative field research. An (online) survey was used and the answers are analysed with Qualtrics. The population of the quantitative field research consists of the inhabitants of Wairoa District, aged 16 years and older.

The following remarkable cases emerged from the quantitative research:

- 28.31% of the respondents are more satisfied than dissatisfied. 57.23% of the respondents are more dissatisfied than satisfied and 14.47% is neither satisfied nor dissatisfied with their current shopping experience in the CBD in Wairoa.
- A majority of the respondents (68.56%) is dissatisfied with the overall shopping attractiveness. 14.47% is extremely dissatisfied. 73.03% of the respondents who are frequently buying outside of the town are dissatisfied with the overall shopping attractiveness.
- 77.85% of the respondents think that the range of products is bad. Remarkable is that 26 respondents, 16.46%, think that the range of products is extremely bad. 12.03% think that the range of product is good.
- Remarkable is that 100% of the respondents who buy 3 – 5 times a week outside of the town think that the range of products in the CBD in Wairoa are bad and 81.08% of the respondents that buy once or twice a week outside of town think that the prices are bad.
- 94.97% of the respondents have bought a product or service online. 100% of the respondents earning between \$20,000 and \$39,999 have bought a product or service online.
- The majority of the respondents wants to improve the variety of shops and establish more shops, especially clothes and shoe shops, which should be reasonable priced and caters everyone, in the district. Furthermore they would improve the attractiveness of the shops and area, e.g. paint the shops the same colour, clean the footpath etc.

1. Introduction

In this paragraph a number of issues are described and explained related to the market research report. The problem statement, sub-questions, survey questions and objectives are described as well.

1.1 Business description

A mayor and six councillors are elected by the district at large to represent and work for the people of Wairoa. The council has 51 employees who work to put the policies and aspirations of the Council and district into action. There are six different departments, where the employees are working. The departments are (Council, 2017):

- Office of the Chief Executive;
- Corporate services;
- Operations;
- Engineering;
- Finance;
- Economic development & engagement.

The services that the Wairoa District Council provides are as followed (Council, 2017):

Wairoa District Council Services	
Airport	Pensioner housing
Animal education & control	Planning & resource consents
Building consents & information	Properties & rates
Cemeteries	Roading
Civil defence & emergency	Rubbish & recycling
Environmental health	Rural fire control
Library	Second-hand Sunday
Permits, food & licensing	Water
Pensioner housing	

1.1.1 Mission

The Wairoa District Council is committed to the fundamental core values below. These values guide the way we do business in all activities and services for the benefit of the community (Council, 2017):

- Communication;
- Customer first;
- Innovation and excellence;
- Valuing employees and partnerships;
- Visionary leadership.

1.1.2 Vision

The ambition of the Wairoa District Council is to create an ultimate living environment. To be a vibrant attractive and thriving district, by developing sustainable lifestyles based around our unique environment; the envy of New-Zealand and recognised worldwide (Council, 2017).

- Connected communities;
- Desirable lifestyles;
- Treasured environments.

1.2 Problem clarification

The business environment in the Wairoa District is struggling due to a decrease in the population and businesses closing all across the district, but mainly in the town centre. The specific reason for this matter is not entirely known. There has been research about what companies think the main cause is, but there has never been a research about what the customer thinks. As it is the customer who is bringing the money in the businesses, consumes their products and requests their services, it is very important to focus on their desires and needs to be able to provide services and products that fit their needs and get them to shop local. With this research, I would like to focus on the wishes and needs of the customers, what factors they consider important in purchasing a product or service and what they would like to have improved in Wairoa related to their shopping experience (Loomis, 2012).

This research will be an addition to the research that has been conducted in 2013, about what the businesses think about their deterioration.

Who is involved?

The business environment in Wairoa District is involved in this matter. Most of the businesses are influenced by the decreasing population. Furthermore the people in Wairoa are influenced by their shopping opportunities (Loomis, 2012).

What happened or is happening?

The Business environment in Wairoa District is having a hard time. The population is decreasing and the businesses on the street Marine Parade are slowly disappearing (Loomis, 2012).

When did it take place?

After analysing the statistics the matter is active for a couple of years. Since 2006 the business and the population are decreasing (Quickstats, 2013).

Where did it take place?

The problem appeared in the Wairoa District.

Why did it happen?

Population decline has been seen as both a reason for, and a response to, a lacklustre local economy and lack of opportunities for employment and business growth (Rasoft. Inc, 2013) (Loomis, 2012). (Note: this is an opinion from the local businesses based on a reliability level of 66%)

How did it happen?

Due to a lack of job and career opportunities, especially students tend to leave Wairoa to study in the cities (Loomis, 2012).

1.3 Problem statement

The problem statement is as follows: "what factors are decisive to optimize the shopping experience of current residents aged 16 years and older?"

1.4 Objective

The objective is as follows: "Determine which customer needs are not currently met regarding the shopping experience in the CBD in Wairoa, in order to advice companies what the possibilities are to optimize their costumer focus."

Purpose of the investigation

The purpose of the investigation is as follows: "To determine which customer needs are not currently met regarding the shopping experience in the CBD in Wairoa."

Purpose of the project

The purpose of the project is as follows: "Advice companies what the possibilities are to optimize their customer focus."

1.5 Part questions

In order to answer the problem statement, part questions must be formulated.

What factors are decisive to optimize the shopping experience of current residents ages 16 years and older?

Main question

→ What is the current shopping experience in the Central Business District in Wairoa?

Part question

- - How satisfied are you with your current shopping experience in the CBD in Wairoa?
- How satisfied are you with the overall shopping attractiveness in the CBD in Wairoa?
- What do you think about the prices in the CBD in Wairoa?
- What do you think about the current sales/deals in the CBD in Wairoa?
- What do you think about the price-quality relation in the CBD in Wairoa?
- What do you think about the range of products in the CBD in Wairoa?
- How do you feel about the atmosphere in the CBD in Wairoa?
- What is the most important thing about your shopping experience in the CBD in Wairoa?
- What is your reason to go shopping in the CBD in Wairoa?

Survey question



1.6 Project construction

In chapter two the research methodology is substantiated described. There is also stated which kind of research is used for each part question. The third chapter describes all the finding regarding the research. The most noticeable finding will be discussed in the fourth chapter; conclusion.

2. Market research methodology

The chosen method for this research is quantitative field research. A structured survey has been conducted within the Wairoa District with mainly closed questions. All the sub-questions have been answered with quantitative field research.

2.1 Quantitative field research

In this chapter the quantitative research will be clarified.

Description of the population

Wairoa District has 7890 inhabitants of which 5949 inhabitants aged 16 and older.

Recruitment and selection of respondent's

Different ways have been used to gather as much response as possible. The people within Council have several times been asked to fill in the online survey and spread it amongst their families. In addition, surveys have been conducted on the most famous shopping street (Marine Parade) in Wairoa District. Finally, the survey has been posted on Wairoa District Council's Facebook page.

Way of sampling

Not everyone in the population has the same chance to be asked to fill in the survey, therefore a selected sample was used.

Way of data collection

The surveys are face-to-face abated. With the face-to-face method, the non-response is relatively smaller compared to the digital abatement.

Calculation of the sample size

Assuming a 95% reliability level, an error margin of 5% and a 50% spread, the sample size is 361 (Steekproefcalculator, 2013). However, the sample size has not been realized. 161 surveys have been gathered, which decreases the reliability level to 80% (Rasoft. Inc, 2013).

Necessary preparations

Desk research about the (Maori) culture has eased the approach, when the surveys were conducted. Note that this research has not been documented in the market research report.

The survey has been tested on five different people, to make sure it was understandable and provided valid answers.

Other relevant information

The research time has taken place from the 1st of December until the 9th of January. The survey can be found in the attachment.

Non-response

To lower the non-response, a goody-bag worth \$50 will be given away by lottery. The non-response is not maintained. The give-away will take place in week 3 of January.

3. Analysis

In this chapter the sub-questions are answered and the information analysed. The information collected from the surveys is analysed with use of Qualtrics. The most remarkable results are noted at the sub-questions. Relevant graphs and tables are processed in the text. The non-relevant graphs and tables can be found in the attachment.

The background questions include the age, gender, living place, ethnicity and income.

3.1 Sub-question 1: What is the current shopping experience in the CBD in Wairoa?

Sub-question 1 is answered by means of nine survey-questions. This sub-questions will in addition be combined with the background questions and other relevant survey-questions. The survey-questions are:

- Question 1: How satisfied are you with your current shopping in the CBD in Wairoa?
- Question 2: How satisfied are you with the overall shopping attractiveness in the CBD in Wairoa?
- Question 3: What do you think about the prices in the CBD in Wairoa?
- Question 4: What do you think about the current sales/deals in the CBD in Wairoa?
- Question 5: What do you think about the price-quality in the CBD in Wairoa?
- Question 6: What do you think about the range of products in the CBD in Wairoa?
- Question 7: How do you feel about the atmosphere in the CBD in Wairoa?
- Question 8: What is the most important thing about your shopping experience in the CBD in Wairoa?
- Question 9: What is your reason for shopping in the CBD in Wairoa?

Analyses

28.31% of the respondents are satisfied, contrary to 57.23% of the respondents who are more dissatisfied and 14.47% is neither satisfied nor dissatisfied. Remarkable is that 1.26% is extremely satisfied and 13.21% extremely dissatisfied. 21.82% of the males are satisfied and 61.82% of the males are dissatisfied with their current shopping experience in the CBD in Wairoa. Respectively 32.04% and 55.34% of the females are satisfied and dissatisfied. Respondents with a personal income between \$20,000 and \$40,000 are relatively, 68.05%, more dissatisfied about their current shopping experience. Respondents with a personal income between \$40,000 and \$60,000 are relatively, 33.33%, the most satisfied about their current shopping experience in the CBD in Wairoa. In the attachment, sub-question 1, you can find more tables about the current shopping experience in the CBD in Wairoa.

1. How satisfied are you with your current shopping experience in the CBD in Wairoa?

Answer	%	Count
Extremely satisfied	1.26%	2
Moderately satisfied	14.47%	23
Slightly satisfied	12.58%	20
Neither satisfied nor dissatisfied	14.47%	23
Slightly dissatisfied	22.01%	35
Moderately dissatisfied	22.01%	35
Extremely dissatisfied	13.21%	21
<u>Total</u>	<u>100%</u>	<u>159</u>

Table 3.1: 1. How satisfied are you with your current experience in the CBD in Wairoa?

20.13% of the respondents are satisfied with the overall shopping attractiveness. 68.56% of the respondents are dissatisfied with the overall shopping attractiveness. 33.33% of the respondents who are not frequently buying outside of town are satisfied with the overall shopping attractiveness, contrary to 16.85% of the respondents who are frequently buying outside of town. 73.03% of the respondents who are frequently buying outside of the town are dissatisfied with the overall shopping attractiveness. 31.34% of the New Zealanders are satisfied with the overall shopping attractiveness, contrary to 15.25% of the Maori's. 74.58% of the Maori's are dissatisfied with the overall shopping attractiveness, contrary to 61.19% of the New Zealanders. In the attachment, sub-question 1, you can find more tables about the current shopping experience in the CBD in Wairoa.

2. How satisfied are you with the overall shopping attractiveness in the CBD in Wairoa? Versus 10. Do you frequently buy outside of the town?

Question	No (please proceed to question 13)	Yes, once or twice a week	Yes, between 3-5 times a week	Other,	Total
Extremely satisfied	66.67% 2	33.33% 1	0.00% 0	0.00% 0	3
Moderately satisfied	18.18% 2	27.27% 3	0.00% 0	54.55% 6	11
Slightly satisfied	16.67% 3	44.44% 8	16.67% 3	22.22% 4	18
Neither satisfied nor dissatisfied	11.76% 2	52.94% 9	0.00% 0	35.29% 6	17
Slightly dissatisfied	12.50% 6	54.17% 26	6.25% 3	27.08% 13	48
Moderately dissatisfied	13.51% 5	56.76% 21	8.11% 3	21.62% 8	37
Extremely dissatisfied	4.35% 1	26.09% 6	26.09% 6	43.48% 10	23

Table 3.2: 2. How satisfied are you with the overall shopping attractiveness in the CBD in Wairoa? Versus 10. Do you frequently buy outside of the town?

28.92% of the respondents think that the prices are good in the CBD in Wairoa. 42.13% of the respondents think that the prices are bad in the CBD in Wairoa. Remarkable is that 28.93% of the respondents think it is neither good nor bad. 38.1% of the respondents who do not frequently buy outside town think that the prices are good, contrary to 38.1%, who think that the prices are bad. 28.09% of the respondents who frequently buy outside of town think that the prices are good, contrary to 42.35%, who think that the prices are bad. There is no significant different between people who bought products or services online compared with their opinion about the prices in the CBD in Wairoa.

3. What do you think about the prices in the CBD in Wairoa?

Answer	%	Count
Extremely good	1.89%	3
Moderately good	12.58%	20
Slightly good	14.47%	23
Neither good nor bad	28.93%	46
Slightly bad	23.27%	37
Moderately bad	15.72%	25
Extremely bad	3.14%	5
Total	100%	159

Table 3.3: 3. What do you think about the prices in the CBD in Wairoa?

Relatively more respondents earning \$60,000 and more think that the prices are good (31.70%), compared to the other yearly personal incomes. Relatively more respondents earning between \$40,000 and \$60,000 think that the prices are bad (50%).

3. What do you think about the prices in the CBD in Wairoa? Versus 17. What is your yearly personal income?

Question	Less than \$20,000		\$20,000 - \$39,999		\$40,000 - \$59,999		More than \$60,000		Total
Extremely good	0.00%	0	0.00%	0	0.00%	0	100.00%	2	2
Moderately good	16.67%	3	27.78%	5	33.33%	6	22.22%	4	18
Slightly good	17.39%	4	30.43%	7	21.74%	5	30.43%	7	23
Neither good nor bad	17.78%	8	22.22%	10	22.22%	10	37.78%	17	45
Slightly bad	22.86%	8	25.71%	9	34.29%	12	17.14%	6	35
Moderately bad	16.00%	4	40.00%	10	28.00%	7	16.00%	4	25
Extremely bad	20.00%	1	20.00%	1	40.00%	2	20.00%	1	5

Table 3.4: 3. What do you think about the prices in the CBD in Wairoa? Versus 17. What is your yearly personal income?

32.04% of the female respondents think that the prices in the CBD in Wairoa are good, contrary to 23.64% of the male respondents.

30.19% of the respondents think the current/sales deals are neither good nor bad in the CBD in Wairoa. 23.90% of the respondents think that it is slightly bad. 25.16% of the respondents think that the current sales/deals are good. In table 3.5 the opinion of the respondents about the current sales/deals can be seen.

4. What do you think about the current sales/deals in the CBD in Wairoa?

Answer	%	Count
Extremely good	0.63%	1
Moderately good	11.32%	18
Slightly good	13.21%	21
Neither good nor bad	30.19%	48
Slightly bad	23.90%	38
Moderately bad	11.32%	18
Extremely bad	9.43%	15
Total	100%	159

Table 3.5: 4. What do you think about the current sales/deals in the CBD in Wairoa?

60% of the respondents who shop outside of town think that the sales/deals in the CBD in Wairoa are bad. 50% of the respondents who shop outside of town think that the sales/deals in the CBD in Wairoa are good. 57.45% of the respondents who think the current seals/deals are neither good nor bad, buy once or twice a week outside of town. In table 3.6 this information can be seen.

4. What do you think about the current sales/deals in the CBD in Wairoa? Versus

10. Do you frequently buy outside of the town?

Question	No (please proceed to question 13)	Yes, once or twice a week	Yes, between 3-5 times a week	Other,	Total
Extremely good	0.00% 0	100.00% 1	0.00% 0	0.00% 0	1
Moderately good	38.89% 7	16.67% 3	5.56% 1	38.89% 7	18
Slightly good	4.76% 1	66.67% 14	4.76% 1	23.81% 5	21
Neither good nor bad	12.77% 6	46.81% 22	10.64% 5	29.79% 14	47
Slightly bad	10.81% 4	51.35% 19	8.11% 3	29.73% 11	37
Moderately bad	5.56% 1	38.89% 7	5.56% 1	50.00% 9	18
Extremely bad	13.33% 2	53.33% 8	26.67% 4	6.67% 1	15

Table 3.6: 4. What do you think about the current sales/deals in the CBD in Wairoa? Versus 10. Do you frequently buy outside of the town?

64.29% of the respondents earning \$20,000 or less think that the current sales/deals in the CBD in Wairoa are bad. 28.57% of the respondents earning between \$40,000 and \$60,000 think that the current sales/deals in the CBD in Wairoa are good. 34.15% of the respondents earning \$60,000 or more think that the current sales/deals in the CBD in Wairoa are bad, this is relatively the lowest percentage of the four income categories.

Respectively 28.16% and 43.69% of the female respondents think that the prices are good and bad. 45.45% of the male respondents think that the current sales/deals are bad and 20% think that it is good.

Most respondents, 30.82%, think that the price-quality in the CBD is neither good nor bad. The second most respondents, 25.79%, think that the price-quality in the CBS is slightly bad.

5. What do you think about the price-quality in the CBD in Wairoa?

Answer	%	Count
Extremely good	1.26%	2
Moderately good	8.81%	14
Slightly good	14.47%	23
Neither good nor bad	30.82%	49
Slightly bad	25.79%	41
Moderately bad	13.21%	21
Extremely bad	5.66%	9
Total	100%	159

Table 3.7: 5. What do you think about the price-quality in the CBD in Wairoa?

77.85% of the respondents think that the range of products is bad. Remarkable is that 26 respondents, 16.46%, think that the range of products is extremely bad. 12.03% think that the range of product is good. 1.27% think that it is extremely good.

Remarkable is that 100% of the respondents who buy 3 – 5 times a week outside of the town think that the range of products in the CBD in Wairoa are bad. 53.33% of the people who buy 3 – 5 times a week outside of town think that the range of products are extremely bad. 81.08% of the respondents that buy once or twice a week outside of town think that the prices are bad, 16.22% think that it is extremely bad. In table 3.8 these figures can be calculated.

Surprisingly 5.56% of the male respondents think that the range of products is good, contrary to 15.53% of the female respondents. Furthermore 85.19% of the male respondents think that the range of products is bad, compared to 73.79% of the female respondents.

6. What do you think about the range of products in the CBD in Wairoa? Versus
10. Do you frequently buy outside of the town?

Question	No (please proceed to question 13)		Yes, once or twice a week		Yes, between 3-5 times a week		Other,		Total
Extremely good	50.00%	1	50.00%	1	0.00%	0	0.00%	0	2
Moderately good	44.44%	4	11.11%	1	0.00%	0	44.44%	4	9
Slightly good	0.00%	0	37.50%	3	0.00%	0	62.50%	5	8
Neither good nor bad	18.75%	3	56.25%	9	6.25%	1	18.75%	3	16
Slightly bad	14.00%	7	52.00%	26	8.00%	4	26.00%	13	50
Moderately bad	13.04%	6	47.83%	22	4.35%	2	34.78%	16	46
Extremely bad	0.00%	0	46.15%	12	30.77%	8	23.08%	6	26

Table 3.8: 6. What do you think about the range of products in the CBD in Wairoa? Versus 10. Do you frequently buy outside of the town?

51.57% of the respondents think that the atmosphere in the CBD in Wairoa is good, contrary to 22.64% who think that the atmosphere in the CBD in Wairoa is bad. 13.21% of the respondents think that the atmosphere is extremely good. Remarkable is that respondents who do not shop outside of the town do not think that the atmosphere is extremely bad or moderately bad (0%).

31.81% of the Europeans think that the atmosphere is bad, contrary to respectively 20.3% and 20.9% of the Māori's and New Zealanders. 54.24% of the Maori's, 53.73% of the New Zealanders and 45.45% of the Europeans think that the atmosphere is good. 16.42% of the New Zealanders think that the atmosphere is extremely good in the CBD in Wairoa. 18.18% of the male respondents and 10.68% of the female respondents think that the atmosphere is extremely good.

7. How do you feel about the atmosphere in the CBD in Wairoa?

Answer	%	Count
Extremely good	13.21%	21
Moderately good	16.98%	27
Slightly good	21.38%	34
Neither good nor bad	25.79%	41
Slightly bad	15.72%	25
Moderately bad	5.66%	9
Extremely bad	1.26%	2
Total	100%	159

Table 3.9: 7. How do you feel about the atmosphere in the CBD in Wairoa?

54.49% of the respondents see the availability of a large range of products as the most important thing about their shopping experience. Remarkable is that eight respondents, 5.06%, mention that the most important thing is to get their needs as quick as possible.

The higher the yearly personal income, the more the respondents see the atmosphere or socializing as the most important thing. In table 3.10 the figures can be seen.

100% of the Asian respondents think that the availability of a large range of products is the most important thing about their shopping experience.

8. What is the most important thing about your shopping experience in the CBD in Wairoa? Versus 17. What is your yearly personal income?

Question	Less than \$20,000		\$20,000 - \$39,999		\$40,000 - \$59,999		More than \$60,000		Total
Availability of a large range of products	21.74%	20	31.52%	29	22.83%	21	23.91%	22	92
Atmosphere	15.00%	3	20.00%	4	30.00%	6	35.00%	7	20
Socializing	5.00%	1	15.00%	3	40.00%	8	40.00%	8	20
Other,	20.00%	4	30.00%	6	30.00%	6	20.00%	4	20

Table 3.10: 8. What is the most important thing about your shopping experience in the CBD in Wairoa? Versus 17. What is your yearly personal income?

Looking for products or services is for 66.27% of the respondents the reason for shopping in the CBD in Wairoa. Surprisingly 69.09% of the respondents who see looking for products or services as their reason for shopping, think that the availability of a large range of products is the most important thing about their shopping experience.

Remarkable is that 6.02% of the respondents shop in the CBD in Wairoa to support local businesses. 3.61% cannot shop out of town, but would if they could.

9. What is your reason for shopping in the CBD in Wairoa? Versus 8. What is the most important thing about your shopping experience in the CBD in Wairoa?

#	Question	Availability of a large range of products		Atmosphere		Socializing		Other,		Total
1	Looking for products or services	69.09%	76	12.73%	14	10.00%	11	8.18%	9	110
2	Atmosphere	50.00%	5	30.00%	3	20.00%	2	0.00%	0	10
3	Socializing	50.00%	6	0.00%	0	41.67%	5	8.33%	1	12
4	Other,	39.39%	13	9.09%	3	12.12%	4	39.39%	13	33

Table 3.11: 9. What is your reason for shopping in the CBD in Wairoa? Versus 8. What is the most important thing about your shopping experience in the CBD in Wairoa?

Conclusion

28.31% of the respondents are more satisfied than dissatisfied. 57.23% of the respondents are more dissatisfied than satisfied and 14.47% is neither satisfied nor dissatisfied with their current shopping experience in the CBD in Wairoa.

A majority of the respondents (68.56%) is dissatisfied with the overall shopping attractiveness. 14.47% is extremely dissatisfied. 73.03% of the respondents who are frequently buying outside of the town are dissatisfied with the overall shopping attractiveness. New Zealanders are the most satisfied about the overall attractiveness.

42.12% of the respondents think that the prices are bad. 23.27% think it is slightly bad and 15.72% think it is moderately bad. 29.93% think that the prices are good. 14.47% think it is slightly good and 12.58% moderately good. Relatively more respondents earning \$60,000 and more think that the prices are good (31.70%), compared to the other yearly personal incomes.

30.19%, majority of the respondents, think that the current deals/sales are neither good nor bad. 57.45% of those respondents buy once or twice a week outside of town.

Remarkable is that there is no significant relation between respondents who think that the sales/deals are good and shop outside of town.

A majority of the respondents (30.82%) think that the price-quality is neither good nor bad. 44.66% of the respondents think that the price-quality is bad.

77.85% of the respondents think that the range of products is bad. Remarkable is that 26 respondents, 16.46%, think that the range of products is extremely bad. 12.03% think that the range of product is good.

Remarkable is that 100% of the respondents who buy 3 – 5 times a week outside of the town think that the range of products in the CBD in Wairoa are bad and 81.08% of the respondents that buy once or twice a week outside of town think that the prices are bad.

51.57% of the respondents think that the atmosphere in the CBD in Wairoa is good, contrary to 22.64% who think that the atmosphere in the CBD in Wairoa is bad. 13.21% of the respondents think that the atmosphere is extremely good. Remarkable is that respondents who do not shop outside of the town do not think that the atmosphere is extremely bad or moderately bad (0%).

54.49% of the respondents see the availability of a large range of products as the most important thing about their shopping experience. Remarkable is that eight respondents, 5.06%, mention that the most important thing is to get their needs as quick as possible.

The higher the yearly personal income, the more the respondents see the atmosphere or socializing as the most important thing.

Looking for products or services is for 66.27% of the respondents the reason for shopping in the CBD in Wairoa.

Remarkable is that 6.02% of the respondents shop in the CBD in Wairoa to support local businesses. 3.61% cannot shop out of town, but would if they could.

3.2 Sub-question 2: Are the Inhabitants shopping outside of town?

Sub-question 4 will be answered by means of one survey-question. This sub-questions will not be combined with the background questions, due to an open question. The survey-question are:

- Question 10: Do you frequently buy outside of the town?
- Question 11: What is the reason you are buying outside of town?
- Question 12: Where are you buying your product or service?

Analyses

13.38% of the respondents do not frequently buy outside of the town. 47.13% of the respondents buy once or twice a week outside of the town

10. Do you frequently buy outside of the town?

Answer	%	Count
No (please proceed to question 13)	13.38%	21
Yes, once or twice a week	47.13%	74
Yes, between 3-5 times a week	9.55%	15
Other,	29.94%	47
Total	100%	157

Table 3.12: 10. Do you frequently buy outside of the town?

63.41% of the respondents earning \$60,000 or more buy frequently outside of town, contrary to 4.88% who do not frequently buy outside of town.

Not available in Wairoa is the biggest reason why respondents buy outside of town (44.98%). The second biggest reason is the price (31.73%). Quality is the last reason why respondents are buying outside of town (16.06%).

Respectively 43.62% and 37.50% of the respondents who buy outside of the town, buy their product or service in Napier and Gisborne. The majority of other respondents answered 'online' as where they buy their product or service.

Conclusion

The majority of the respondents are shopping outside of the town, namely 86.62% (including others). Especially respondents earning \$60,000 or more are more likely to buy frequently outside of the town. The two main reasons of shopping outside of the town are the availability in Wairoa and the price. Respondents are buying their products especially on Napier and Gisborne. A minority of the people answered 'online' at 'Other'.

3.3 Sub-question 3: Do inhabitants use the internet to purchase/order products or services?

Sub-question 4 will be answered by means of one survey-question. This sub-questions will not be combined with the background questions, due to an open question. The survey-question are:

- Question 13: Have you ever bought a product or service online?
- Question 14: How often do you buy online?
- Question 15: Why do you buy products online?

Analyses

94.97% of the respondents have bought a product or service online. 100% of the respondents earning between \$20,000 and \$39,999 have bought a product or service online. 16.67% of the respondents earning less than \$20,000 have never bought a product or service online.

Respectively 57.14% and 28.57% of the respondents who never bought a product or service online are New Zealanders and Māori's.

13. Have you ever bought a product or service online?

#	Answer	%	Count
1	Yes	94.97%	151
2	No (please proceed to question 16)	5.03%	8
	Total	100%	159

Table 3.13: 13. Have you ever bought a product or service online?

43.05% of the respondents buy once a month online. 24.50% of the respondents buy once a week online. In table 3.14 the frequency of buying online can be seen.

14. How often do you buy online?

Answer	%	Count
Daily	1.99%	3
2 - 3 times a week	15.89%	24
4 - 6 times a week	1.32%	2
Once a week	24.50%	37
Once a month	43.05%	65
Other,	13.25%	20
Total	100%	151

Table 3.14: 14. How often do you buy online?

With 32.96%, respondents especially buy products online due to the unavailability in Wairoa. Secondly, with 25.07%, respondents buy products online due to the price.

Respectively 20.56% and 17.46% of the respondents buy products online due to Variety and Convenience.

Conclusion

94.97% of the respondents have bought a product or service online. 100% of the respondents earning between \$20,000 and \$39,999 have bought a product or service online. 16.67% of the respondents earning less than \$20,000 have never bought a product or service online. A majority of New Zealanders never bought a product or service online.

Respectively 43.05% and 24.50% of the respondents buy once a month and once a week online. The primary reason is the unavailability in Wairoa. Other reasons, with respectively 25.07% and 20.56%, are the price and variety of the products.

3.4 Sub-question 4: What would the inhabitants would like to have improved?

Sub-question 4 is answered by means of one survey-question. This sub-questions will not be combined with the background questions, due to an open question. The survey-question is:

- Question 16: What would you improve about the CBD in Wairoa?

Analyses

133 out of 161 respondents answered question 16. 58 respondents out of the 133 respondents, representing 42.61%, would improve the variation and numbers of stores in the CBD in Wairoa. 42 respondents, representing 31.58%, would improve the attractiveness of the CBD and environment in Wairoa. 24.81% would improve the range of products in the CBD in Wairoa. Respectively 20.3% and 11.28% would implement reasonable priced clothing and shoe shops, which caters baby, children and larger clothing sizes and shoes. Another remarkable result is that 10.53% would utilize the vacant buildings in the CBD in Wairoa.

In figure 3.4, a word cloud can be seen, which embraces the most improvement regarding the respondents. Please note that many answers have been combined to a more comprehensive one.

Conclusion

The majority of the respondents wants to improve the variety of shops and establish more shops, especially clothes and shoe shops, which should be reasonable priced and caters everyone, in the district. Furthermore they would improve the attractiveness of the shops and area, e.g. paint the shops the same colour, clean the footpath etc.



Figure 3.4: Word cloud of comprehensive answers from question 16: What would you improve in the CBD in Wairoa?

4. Conclusion

28.31% of the respondents are more satisfied than dissatisfied. 57.23% of the respondents are more dissatisfied than satisfied and 14.47% is neither satisfied nor dissatisfied with their current shopping experience in the CBD in Wairoa.

A majority of the respondents (68.56%) is dissatisfied with the overall shopping attractiveness. 14.47% is extremely dissatisfied. 73.03% of the respondents who are frequently buying outside of the town are dissatisfied with the overall shopping attractiveness. New Zealanders are the most satisfied about the overall attractiveness.

42.12% of the respondents think that the prices are bad. 23.27% think it is slightly bad and 15.72% think it is moderately bad. 29.93% think that the prices are good. 14.47% think it is slightly good and 12.58% moderately good. Relatively more respondents earning \$60,000 and more think that the prices are good (31.70%), compared to the other yearly personal incomes.

30.19%, majority of the respondents, think that the current deals/sales are neither good nor bad. 57.45% of those respondents buy once or twice a week outside of town.

Remarkable is that there is no significant relation between respondents who think that the sales/deals are good and shop outside of town.

A majority of the respondents (30.82%) think that the price-quality is neither good nor bad. 44.66% of the respondents think that the price-quality is bad.

77.85% of the respondents think that the range of products is bad. Remarkable is that 26 respondents, 16.46%, think that the range of products is extremely bad. 12.03% think that the range of product is good.

Remarkable is that 100% of the respondents who buy 3 – 5 times a week outside of the town think that the range of products in the CBD in Wairoa are bad and 81.08% of the respondents that buy once or twice a week outside of town think that the prices are bad.

51.57% of the respondents think that the atmosphere in the CBD in Wairoa is good, contrary to 22.64% who think that the atmosphere in the CBD in Wairoa is bad. 13.21% of the respondents think that the atmosphere is extremely good. Remarkable is that respondents who do not shop outside of the town do not think that the atmosphere is extremely bad or moderately bad (0%).

54.49% of the respondents see the availability of a large range of products as the most important thing about their shopping experience. Remarkable is that eight respondents, 5.06%, mention that the most important thing is to get their needs as quick as possible.

The higher the yearly personal income, the more the respondents see the atmosphere or socializing as the most important thing.

Looking for products or services is for 66.27% of the respondents the reason for shopping in the CBD in Wairoa.

Remarkable is that 6.02% of the respondents shop in the CBD in Wairoa to support local businesses. 3.61% cannot shop out of town, but would if they could.

The majority of the respondents are shopping outside of the town, namely 86.62% (including others). Especially respondents earning \$60,000 or more are more likely to buy frequently outside of the town. The two main reasons of shopping outside of the town are the availability in Wairoa and

the price. Respondents are buying their products especially on Napier and Gisborne. A minority of the people answered 'online' at 'Other'.

94.97% of the respondents have bought a product or service online. 100% of the respondents earning between \$20,000 and \$39,999 have bought a product or service online. 16.67% of the respondents earning less than \$20,000 have never bought a product or service online. A majority of New Zealanders never bought a product or service online.

Respectively 43.05% and 24.50% of the respondents buy once a month and once a week online. The primary reason is the unavailability in Wairoa. Other reasons, with respectively 25.07% and 20.56%, are the price and variety of the products.

The majority of the respondents wants to improve the variety of shops and establish more shops, especially clothes and shoe shops, which should be reasonable priced and caters everyone, in the district. Furthermore they would improve the attractiveness of the shops and area, e.g. paint the shops the same colour, clean the footpath etc.

5. References

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Attachment

In the attachment the survey and less relevant tables can be found. The tables are documented at each corresponding sub-question.

The following sub-questions are listed in the attachment:

- Survey;
- Sub-question 1: What is the current shopping experience in the CBD in Wairoa?
- Sub-question 2: Are the Inhabitants shopping outside of town?
- Sub-question 3: Do inhabitants use the internet to purchase/order products or services?
- Sub-question 4: What would the inhabitants would like to have improved?
- Background questions.

Survey

Kia Ora,

My name is Dj Jeffrey Cats. I am an intern at the council. During my internship I want to contribute in improving Wairoa's Central Business District. Within two weeks there will be research conducted to find out how your shopping experience is.

There will be prizes worth \$50 up for grabs!

If you want to enter the draw, please leave your name and contact details at the end of the survey.

I would appreciate it, if you would please complete the survey before the 20th of December. All the information will be anonymous.

Thanks in advance,
Dj Jeffrey Cats

Central Business District (CBD)



1. How satisfied are you with your current shopping experience in the CBD in Wairoa?

Extremely satisfied ☐ Moderately satisfied ☐ Slightly satisfied ☐ Neither satisfied nor dissatisfied ☐ Slightly dissatisfied ☐ Moderately dissatisfied ☐ Extremely dissatisfied ☐

2. How satisfied are you with the overall shopping attractiveness in the CBD in Wairoa?

Extremely satisfied ☐ Moderately satisfied ☐ Slightly satisfied ☐ Neither satisfied nor dissatisfied ☐ Slightly dissatisfied ☐ Moderately dissatisfied ☐ Extremely dissatisfied ☐

3. What do you think about the prices in the CBD in Wairoa?

Extremely good ☐ Moderately good ☐ Slightly good ☐ Neither good nor bad ☐ Slightly bad ☐ Moderately bad ☐ Extremely bad ☐

4. What do you think about the current sales/deals in the CBD in Wairoa?

Extremely good ☐ Moderately good ☐ Slightly good ☐ Neither good nor bad ☐ Slightly bad ☐ Moderately bad ☐ Extremely bad ☐

5. What do you think about the price-quality in the CBD in Wairoa?

Extremely good ☐ Moderately good ☐ Slightly good ☐ Neither good nor bad ☐ Slightly bad ☐ Moderately bad ☐ Extremely bad ☐

6. What do you think about the range of products in the CBD in Wairoa?

Extremely good ☐ Moderately good ☐ Slightly good ☐ Neither good nor bad ☐ Slightly bad ☐ Moderately bad ☐ Extremely bad ☐

7. How do you feel about the atmosphere in the CBD in Wairoa?

Extremely good ☐ Moderately good ☐ Slightly good ☐ Neither good nor bad ☐ Slightly bad ☐ Moderately bad ☐ Extremely bad ☐

8. What is the most important thing about your shopping experience in the CBD in Wairoa?

☐ Availability of a large range of products ☐ Socialising
☐ Atmosphere ☐ Other, _____

9. What is your reason for shopping in the CBD in Wairoa?

☐ Looking for products or services ☐ Socialising
☐ Atmosphere ☐ Other, _____

10. Do you frequently buy outside of the town?

☐ No (please proceed to question 13) ☐ Yes, between 3 - 5 times a week
☐ Yes, once or twice a week ☐ Other, _____ **Turn page**

11. What is the reason you are buying outside of town?

- ☐ Not available in Wairoa ☐ Quality
☐ Price ☐ Other, _____

12. Where are you buying your product or service??

- ☐ Gisborne ☐ Other, _____
☐ Napier

13. Have you ever bought a product or service online?

- ☐ Yes
☐ No (please proceed to question 16)

14. How often do you buy online?

- ☐ Daily ☐ Once a week
☐ 2 - 3 times a week ☐ Once a month
☐ 4 - 6 times a week ☐ Other, _____

15. Why do you buy products online?

- ☐ Convenience ☐ No time
☐ Price ☐ Variety
☐ Not available in Wairoa ☐ Other, _____

16. What would you improve about the CBD in Wairoa?

17. What is your yearly personal income?

- ☐ Less than \$20,000 ☐ \$40,000 - \$59,999
☐ \$20,000 - \$39,999 ☐ More than \$60,000

18. Where do you live?

- ☐ Wairoa ☐ Raupunga
☐ Mahia ☐ Mohaka
☐ Nuhaka ☐ Frasertown
☐ Tuai ☐ Other, _____

19. Ethnicity?

- ☐ New Zealander ☐ Asian
☐ Māori ☐ Pacific peoples
☐ European ☐ Other, _____

20. Age: _____**Prize draw!****21. Gender: Male / Female**

Name _____

Contact number _____

Sub-question 1: What is the current shopping experience in the CBD in Wairoa?

1. How satisfied are you with your current shopping experience in the CBD in Wairoa? Versus

8. What is the most important thing about your shopping experience in the CBD in Wairoa?

Question	Availability of a large range of products		Atmosphere		Socializing		Other,		Total
Extremely satisfied	0.00%	0	0.00%	0	50.00%	1	50.00%	1	2
Moderately satisfied	56.52%	13	8.70%	2	26.09%	6	8.70%	2	23
Slightly satisfied	70.00%	14	15.00%	3	10.00%	2	5.00%	1	20
Neither satisfied nor dissatisfied	47.83%	11	17.39%	4	21.74%	5	13.04%	3	23
Slightly dissatisfied	65.71%	23	11.43%	4	8.57%	3	14.29%	5	35
Moderately dissatisfied	55.88%	19	17.65%	6	5.88%	2	20.59%	7	34
Extremely dissatisfied	66.67%	14	4.76%	1	9.52%	2	19.05%	4	21

1. How satisfied are you with your current shopping experience in the CBD in Wairoa? Versus

9. What is your reason for shopping in the CBD in Wairoa?

Question	Looking for products or services		Atmosphere		Socializing		Other,		Total
Extremely satisfied	0.00%	0	0.00%	0	50.00%	1	50.00%	1	2
Moderately satisfied	68.00%	17	4.00%	1	12.00%	3	16.00%	4	25
Slightly satisfied	71.43%	15	9.52%	2	0.00%	0	19.05%	4	21
Neither satisfied nor dissatisfied	54.17%	13	8.33%	2	12.50%	3	25.00%	6	24
Slightly dissatisfied	71.79%	28	7.69%	3	5.13%	2	15.38%	6	39
Moderately dissatisfied	67.65%	23	2.94%	1	5.88%	2	23.53%	8	34
Extremely dissatisfied	66.67%	14	4.76%	1	4.76%	1	23.81%	5	21

1. How satisfied are you with your current shopping experience in the CBD in Wairoa? Versus
10. Do you frequently buy outside of the town?

Question	No (please proceed to question 13)		Yes, once or twice a week		Yes, between 3-5 times a week		Other,		Total
Extremely satisfied	50.00%	1	50.00%	1	0.00%	0	0.00%	0	2
Moderately satisfied	30.43%	7	39.13%	9	4.35%	1	26.09%	6	23
Slightly satisfied	10.00%	2	60.00%	12	0.00%	0	30.00%	6	20
Neither satisfied nor dissatisfied	4.55%	1	36.36%	8	9.09%	2	50.00%	11	22
Slightly dissatisfied	17.14%	6	60.00%	21	2.86%	1	20.00%	7	35
Moderately dissatisfied	8.57%	3	45.71%	16	11.43%	4	34.29%	12	35
Extremely dissatisfied	5.00%	1	35.00%	7	35.00%	7	25.00%	5	20

1. How satisfied are you with your current shopping experience in the CBD in Wairoa? Versus
13. Have you ever bought a product or service online?

Question	Yes	No (please proceed to question 16)	Total
Extremely satisfied	50.00%	50.00%	2
Moderately satisfied	86.96%	13.04%	23
Slightly satisfied	95.00%	5.00%	20
Neither satisfied nor dissatisfied	95.65%	4.35%	23
Slightly dissatisfied	97.14%	2.86%	35
Moderately dissatisfied	100.00%	0.00%	35
Extremely dissatisfied	95.24%	4.76%	21

1. How satisfied are you with your current shopping experience in the CBD in Wairoa? Versus
17. What is your yearly personal income?

Question	Less than \$20,000		\$20,000 - \$39,999		\$40,000 - \$59,999		More than \$60,000		Total
Extremely satisfied	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0
Moderately satisfied	13.64%	3	18.18%	4	36.36%	8	31.82%	7	22
Slightly satisfied	10.53%	2	31.58%	6	31.58%	6	26.32%	5	19
Neither satisfied nor dissatisfied	31.82%	7	13.64%	3	18.18%	4	36.36%	8	22
Slightly dissatisfied	14.71%	5	26.47%	9	29.41%	10	29.41%	10	34
Moderately dissatisfied	28.57%	10	31.43%	11	25.71%	9	14.29%	5	35
Extremely dissatisfied	4.76%	1	42.86%	9	23.81%	5	28.57%	6	21

1. How satisfied are you with your current shopping experience in the CBD in Wairoa? Versus
18. Where do you live?

Question	Wairoa		Māhi a		Nuha ka		Tuai		Raupunga		Mōha ka		Frasertown		Other,		Total
Extremely satisfied	100.00%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2
Moderately satisfied	82.61%	19	0.00%	0	4.35%	1	0.00%	0	0.00%	0	0.00%	0	8.70%	2	4.35%	1	23
Slightly satisfied	90.00%	18	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.00%	1	5.00%	1	20
Neither satisfied nor dissatisfied	56.52%	13	13.04%	3	8.70%	2	8.70%	2	0.00%	0	0.00%	0	4.35%	1	8.70%	2	23
Slightly dissatisfied	85.71%	30	0.00%	0	2.86%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	11.43%	4	35
Moderately dissatisfied	71.43%	25	5.71%	2	5.71%	2	0.00%	0	5.71%	2	0.00%	0	2.86%	1	8.57%	3	35
Extremely dissatisfied	66.67%	14	4.76%	1	4.76%	1	0.00%	0	0.00%	0	0.00%	0	14.29%	3	9.52%	2	21

1. How satisfied are you with your current shopping experience in the CBD in Wairoa? Versus
19. Ethnicity?

Question	New Zealand er		Māori		Europea n		Asian		Pacific people s		Other,		Tota l
Extremely satisfied	100.00%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2
Moderately satisfied	60.87%	14	30.43%	7	4.35%	1	0.00%	0	0.00%	0	4.35%	1	23
Slightly satisfied	55.00%	11	30.00%	6	15.00%	3	0.00%	0	0.00%	0	0.00%	0	20
Neither satisfied nor dissatisfied	27.27%	6	54.55%	12	13.64%	3	4.55%	1	0.00%	0	0.00%	0	22
Slightly dissatisfied	34.29%	12	40.00%	14	17.14%	6	5.71%	2	0.00%	0	2.86%	1	35
Moderately dissatisfied	40.00%	14	40.00%	14	17.14%	6	0.00%	0	2.86%	1	0.00%	0	35
Extremely dissatisfied	40.00%	8	30.00%	6	15.00%	3	0.00%	0	0.00%	0	15.00%	3	20

1. How satisfied are you with your current shopping experience in the CBD in Wairoa? Versus
21. Gender?

Question	Male		Female		Total
Slightly dissatisfied	48.57%	17	51.43%	18	35
Moderately dissatisfied	37.14%	13	62.86%	22	35
Moderately satisfied	17.39%	4	82.61%	19	23
Neither satisfied nor dissatisfied	40.91%	9	59.09%	13	22
Extremely dissatisfied	19.05%	4	80.95%	17	21
Slightly satisfied	35.00%	7	65.00%	13	20
Extremely satisfied	50.00%	1	50.00%	1	2

2. How satisfied are you with the overall shopping attractiveness in the CBD in Wairoa?

Answer	%	Count
Extremely satisfied	1.89%	3
Moderately satisfied	6.92%	11
Slightly satisfied	11.32%	18
Neither satisfied nor dissatisfied	11.32%	18
Slightly dissatisfied	30.82%	49
Moderately dissatisfied	23.27%	37
Extremely dissatisfied	14.47%	23
Total	100%	159

2. How satisfied are you with the overall shopping attractiveness in the CBD in Wairoa? Versus
13. Have you ever bought a product or service online?

Question	Yes		No (please proceed to question 16)		Total
Extremely satisfied	33.33%	1	66.67%	2	3
Moderately satisfied	100.00%	11	0.00%	0	11
Slightly satisfied	94.44%	17	5.56%	1	18
Neither satisfied nor dissatisfied	83.33%	15	16.67%	3	18
Slightly dissatisfied	95.92%	47	4.08%	2	49
Moderately dissatisfied	100.00%	37	0.00%	0	37
Extremely dissatisfied	100.00%	23	0.00%	0	23

2. How satisfied are you with the overall shopping attractiveness in the CBD in Wairoa? Versus
17. What is your yearly income?

Question	Less than \$20,000		\$20,000 - \$39,999		\$40,000 - \$59,999		More than \$60,000		Total
Extremely satisfied	100.00%	1	0.00%	0	0.00%	0	0.00%	0	1
Moderately satisfied	10.00%	1	30.00%	3	30.00%	3	30.00%	3	10
Slightly satisfied	11.76%	2	35.29%	6	23.53%	4	29.41%	5	17
Neither satisfied nor dissatisfied	17.65%	3	17.65%	3	52.94%	9	11.76%	2	17
Slightly dissatisfied	16.67%	8	22.92%	11	27.08%	13	33.33%	16	48
Moderately dissatisfied	24.32%	9	35.14%	13	16.22%	6	24.32%	9	37
Extremely dissatisfied	17.39%	4	26.09%	6	30.43%	7	26.09%	6	23

2. How satisfied are you with the overall shopping attractiveness in the CBD in Wairoa? Versus
18. Where do you live?

Question	Wairoa		Māhia		Nuhaka		Tuairewa		Raupunga		Mōhaka		Fraser town		Other,		Total
Extremely satisfied	100.00%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3
Moderately satisfied	81.82%	9	0.00%	0	9.09%	1	0.00%	0	0.00%	0	0.00%	0	9.09%	1	0.00%	0	11
Slightly satisfied	88.89%	16	0.00%	0	5.56%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.56%	1	18
Neither satisfied nor dissatisfied	66.67%	12	16.67%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	11.11%	2	5.56%	1	18
Slightly dissatisfied	73.47%	36	4.08%	2	4.08%	2	4.08%	2	0.00%	0	0.00%	0	2.04%	1	12.24%	6	49
Moderately dissatisfied	75.68%	28	2.70%	1	5.41%	2	0.00%	0	5.41%	2	0.00%	0	2.70%	1	8.11%	3	37
Extremely dissatisfied	73.91%	17	0.00%	0	4.35%	1	0.00%	0	0.00%	0	0.00%	0	13.04%	3	8.70%	2	23

2. How satisfied are you with the overall shopping attractiveness in the CBD in Wairoa? Versus
19. Ethnicity?

Question	New Zealand er		Māori		Europea n		Asian		Pacific peopl es		Othe r,		Tot al
Extremely satisfied	100.00%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3
Moderately satisfied	45.45%	5	45.45%	5	9.09%	1	0.00%	0	0.00%	0	0.00%	0	11
Slightly satisfied	72.22%	13	22.22%	4	0.00%	0	0.00%	0	5.56%	1	0.00%	0	18
Neither satisfied nor dissatisfied	29.41%	5	35.29%	6	23.53%	4	11.76%	2	0.00%	0	0.00%	0	17
Slightly dissatisfied	34.69%	17	48.98%	24	10.20%	5	2.04%	1	0.00%	0	4.08%	2	49
Moderately dissatisfied	33.33%	12	33.33%	12	27.78%	10	0.00%	0	0.00%	0	5.56%	2	36
Extremely dissatisfied	52.17%	12	34.78%	8	8.70%	2	0.00%	0	0.00%	0	4.35%	1	23

2. How satisfied are you with the overall shopping attractiveness in the CBD in Wairoa? Versus
21. Gender?

Question	Male		Female		Total
Extremely satisfied	66.67%	2	33.33%	1	3
Moderately satisfied	27.27%	3	72.73%	8	11
Slightly satisfied	27.78%	5	72.22%	13	18
Neither satisfied nor dissatisfied	61.11%	11	38.89%	7	18
Slightly dissatisfied	42.86%	21	57.14%	28	49
Moderately dissatisfied	25.00%	9	75.00%	27	36
Extremely dissatisfied	17.39%	4	82.61%	19	23

3. What do you think about the prices in the CBD in Wairoa? Versus
10. Do you frequently buy outside of town?

Question	No (please proceed to question 13)		Yes, once or twice a week		Yes, between 3-5 times a week		Other,		Total
Extremely good	33.33%	1	33.33%	1	0.00%	0	33.33%	1	3
Moderately good	30.00%	6	35.00%	7	0.00%	0	35.00%	7	20
Slightly good	4.35%	1	69.57%	16	4.35%	1	21.74%	5	23
Neither good nor bad	10.87%	5	45.65%	21	15.22%	7	28.26%	13	46
Slightly bad	19.44%	7	38.89%	14	8.33%	3	33.33%	12	36
Moderately bad	4.00%	1	48.00%	12	12.00%	3	36.00%	9	25
Extremely bad	0.00%	0	75.00%	3	25.00%	1	0.00%	0	4

3. What do you think about the prices in the CBD in Wairoa? Versus
13. Have you ever bought a product or service online?

Question	Yes		No (please proceed to question 16)		Total
Extremely good	66.67%	2	33.33%	1	3
Moderately good	100.00%	20	0.00%	0	20
Slightly good	95.65%	22	4.35%	1	23
Neither good nor bad	93.48%	43	6.52%	3	46
Slightly bad	94.59%	35	5.41%	2	37
Moderately bad	100.00%	25	0.00%	0	25
Extremely bad	80.00%	4	20.00%	1	5

3. What do you think about the prices in the CBD in Wairoa?

17. What is your yearly personal income?

Question	Less than \$20,000		\$20,000 - \$39,999		\$40,000 - \$59,999		More than \$60,000		Total
Extremely good	0.00%	0	0.00%	0	0.00%	0	100.00%	2	2
Moderately good	16.67%	3	27.78%	5	33.33%	6	22.22%	4	18
Slightly good	17.39%	4	30.43%	7	21.74%	5	30.43%	7	23
Neither good nor bad	17.78%	8	22.22%	10	22.22%	10	37.78%	17	45
Slightly bad	22.86%	8	25.71%	9	34.29%	12	17.14%	6	35
Moderately bad	16.00%	4	40.00%	10	28.00%	7	16.00%	4	25
Extremely bad	20.00%	1	20.00%	1	40.00%	2	20.00%	1	5

3. What do you think about the prices in the CBD in Wairoa?

18. Where do you live?

Question	Wairoa		Māhia		Nuhaka		Tuairewa		Raupunga		Mōhaka		Fraser town		Other,		Total
Extremely good	66.67%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	33.33%	1	3
Moderately good	70.00%	4	0.00%	0	5.00%	1	0.00%	0	10.00%	2	0.00%	0	5.00%	1	10.00%	2	20
Slightly good	86.96%	20	4.35%	1	8.70%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	23
Neither good nor bad	73.91%	34	2.17%	1	4.35%	2	2.17%	1	0.00%	0	0.00%	0	6.52%	3	10.87%	5	46
Slightly bad	75.68%	8	2.70%	1	5.41%	2	2.70%	1	0.00%	0	0.00%	0	2.70%	1	10.81%	4	37
Moderately bad	80.00%	20	8.00%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	12.00%	3	0.00%	0	25
Extremely bad	60.00%	3	20.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	20.00%	1	5

3. What do you think about the prices in the CBD in Wairoa? Versus
19. Ethnicity?

Question	New Zealand er		Māori		Europea n		Asian		Pacific people s		Othe r,		Tota l
Extremely good	100.00%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3
Moderately good	45.00%	9	30.00%	6	20.00%	4	0.00%	0	0.00%	0	5.00%	1	20
Slightly good	47.83%	11	43.48%	10	8.70%	2	0.00%	0	0.00%	0	0.00%	0	23
Neither good nor bad	46.67%	21	37.78%	17	8.89%	4	0.00%	0	2.22%	1	4.44%	2	45
Slightly bad	29.73%	11	40.54%	15	18.92%	7	8.11%	3	0.00%	0	2.70%	1	37
Moderately bad	44.00%	11	32.00%	8	20.00%	5	0.00%	0	0.00%	0	4.00%	1	25
Extremely bad	25.00%	1	75.00%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4

3. What do you think about the prices in the CBD in Wairoa? Versus
21. Gender?

Question	Male		Female		Total
Extremely good	33.33%	1	66.67%	2	3
Moderately good	30.00%	6	70.00%	14	20
Slightly good	26.09%	6	73.91%	17	23
Neither good nor bad	40.00%	18	60.00%	27	45
Slightly bad	40.54%	15	59.46%	22	37
Moderately bad	28.00%	7	72.00%	18	25
Extremely bad	40.00%	2	60.00%	3	5

4. What do you think about the current sales/deals in the CBD in Wairoa? Versus
13. Have you ever bought a product or service online?

Question	Yes		No (please proceed to question 16)		Total
Extremely good	0.00%	0	100.00%	1	1
Moderately good	88.89%	16	11.11%	2	18
Slightly good	100.00%	21	0.00%	0	21
Neither good nor bad	95.83%	46	4.17%	2	48
Slightly bad	100.00%	38	0.00%	0	38
Moderately bad	94.44%	17	5.56%	1	18
Extremely bad	86.67%	13	13.33%	2	15

4. What do you think about the current sales/deals in the CBD in Wairoa? Versus
17. What is your yearly personal income?

Question	Less than \$20,000		\$20,000 - \$39,999		\$40,000 - \$59,999		More than \$60,000		Total
Extremely good	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0
Moderately good	11.11%	2	16.67%	3	38.89%	7	33.33%	6	18
Slightly good	15.79%	3	31.58%	6	26.32%	5	26.32%	5	19
Neither good nor bad	11.11%	5	22.22%	10	31.11%	14	35.56%	16	45
Slightly bad	21.05%	8	36.84%	14	23.68%	9	18.42%	7	38
Moderately bad	27.78%	5	33.33%	6	16.67%	3	22.22%	4	18
Extremely bad	33.33%	5	20.00%	3	26.67%	4	20.00%	3	15

4. What do you think about the current sales/deals in the CBD in Wairoa? Versus
18. Where do you live?

Question	Wairoa		Māhia		Nuhaka		Tua		Raupunga		Mōhaka		Fraser town		Other,		Total
Extremely good	100.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1
Moderately good	83.33%	15	0.00%	0	5.56%	1	0.00%	0	0.00%	0	0.00%	0	5.56%	1	5.56%	1	18
Slightly good	95.24%	20	4.76%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	21
Neither good nor bad	79.17%	38	4.17%	2	2.08%	1	2.08%	1	0.00%	0	0.00%	0	4.17%	2	8.33%	4	48
Slightly bad	68.42%	26	2.63%	1	13.16%	5	2.63%	1	5.26%	2	0.00%	0	0.00%	0	7.89%	3	38
Moderately bad	66.67%	12	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	11.11%	2	22.22%	4	18
Extremely bad	60.00%	9	13.33%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	20.00%	3	6.67%	1	15

4. What do you think about the current sales/deals in the CBD in Wairoa? Versus
19. Ethnicity?

Question	New Zealand er		Māori		European		Asian		Pacific people s		Other,		Total
Extremely good	100.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1
Moderately good	72.22%	13	22.22%	4	5.56%	1	0.00%	0	0.00%	0	0.00%	0	18
Slightly good	42.86%	9	42.86%	9	9.52%	2	0.00%	0	4.76%	1	0.00%	0	21
Neither good nor bad	51.06%	24	36.17%	17	8.51%	4	4.26%	2	0.00%	0	0.00%	0	47
Slightly bad	27.03%	10	48.65%	18	18.92%	7	2.70%	1	0.00%	0	2.70%	1	37
Moderately bad	22.22%	4	33.33%	6	27.78%	5	0.00%	0	0.00%	0	16.67%	3	18
Extremely bad	40.00%	6	33.33%	5	20.00%	3	0.00%	0	0.00%	0	6.67%	1	15

4. What do you think about the current sales/deals in the CBD in Wairoa? Versus
21. Gender?

Question	Male		Female		Total
Extremely good	100.00%	1	0.00%	0	1
Moderately good	27.78%	5	72.22%	13	18
Slightly good	23.81%	5	76.19%	16	21
Neither good nor bad	39.58%	19	60.42%	29	48
Slightly bad	45.95%	17	54.05%	20	37
Moderately bad	11.11%	2	88.89%	16	18
Extremely bad	40.00%	6	60.00%	9	15

5. What do you think about the price-quality in the CBD in Wairoa? Versus
10. Do you frequently buy outside of the town?

Question	No (please proceed to question 13)		Yes, once or twice a week		Yes, between 3-5 times a week		Other,		Total
Extremely good	50.00%	1	50.00%	1	0.00%	0	0.00%	0	2
Moderately good	42.86%	6	21.43%	3	0.00%	0	35.71%	5	14
Slightly good	8.70%	2	52.17%	12	4.35%	1	34.78%	8	23
Neither good nor bad	12.77%	6	59.57%	28	6.38%	3	21.28%	10	47
Slightly bad	12.20%	5	41.46%	17	9.76%	4	36.59%	15	41
Moderately bad	0.00%	0	38.10%	8	19.05%	4	42.86%	9	21
Extremely bad	11.11%	1	55.56%	5	33.33%	3	0.00%	0	9

5. What do you think about the price-quality in the CBD in Wairoa? Versus
13. Have you ever bought a product or service online?

Question	Yes		No (please proceed to question 16)		Total
Extremely good	50.00%	1	50.00%	1	2
Moderately good	85.71%	12	14.29%	2	14
Slightly good	95.65%	22	4.35%	1	23
Neither good nor bad	95.92%	47	4.08%	2	49
Slightly bad	97.56%	40	2.44%	1	41
Moderately bad	100.00%	21	0.00%	0	21
Extremely bad	88.89%	8	11.11%	1	9

5. What do you think about the price-quality in the CBD in Wairoa? Versus
17. What is your yearly personal income?

Question	Less than \$20,000		\$20,000 - \$39,999		\$40,000 - \$59,999		More than \$60,000		Total
Extremely good	0.00%	0	0.00%	0	0.00%	0	100.00%	1	1
Moderately good	15.38%	2	15.38%	2	38.46%	5	30.77%	4	13
Slightly good	33.33%	7	23.81%	5	23.81%	5	19.05%	4	21
Neither good nor bad	17.02%	8	23.40%	11	27.66%	13	31.91%	15	47
Slightly bad	12.20%	5	39.02%	16	26.83%	11	21.95%	9	41
Moderately bad	14.29%	3	28.57%	6	33.33%	7	23.81%	5	21
Extremely bad	33.33%	3	22.22%	2	11.11%	1	33.33%	3	9

5. What do you think about the price-quality in the CBD in Wairoa? Versus
18. Where do you live?

Question	Wairoa		Māhia		Nuhaka		Tuairewa		Raupunga		Mōhaka		Fraser town		Other,		Total
Extremely good	50.00%	1	0.00%	0	50.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2
Moderately good	85.71%	12	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	7.14%	1	7.14%	1	14
Slightly good	78.26%	18	4.35%	1	0.00%	0	4.35%	1	8.70%	2	0.00%	0	4.35%	1	0.00%	0	23
Neither good nor bad	71.43%	35	4.08%	2	2.04%	1	2.04%	1	0.00%	0	0.00%	0	6.12%	3	14.29%	7	49
Slightly bad	82.93%	34	0.00%	0	9.76%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	7.32%	3	41
Moderately bad	71.43%	15	9.52%	2	4.76%	1	0.00%	0	0.00%	0	0.00%	0	9.52%	2	4.76%	1	21
Extremely bad	66.67%	6	11.11%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	11.11%	1	11.11%	1	9

5. What do you think about the price-quality in the CBD in Wairoa? Versus
19. Ethnicity?

Question	New Zealanders		Māori		European		Asian		Pacific peoples		Other,		Total
Extremely good	100.00%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2
Moderately good	78.57%	11	14.29%	2	7.14%	1	0.00%	0	0.00%	0	0.00%	0	14
Slightly good	39.13%	9	52.17%	12	4.35%	1	0.00%	0	4.35%	1	0.00%	0	23
Neither good nor bad	39.58%	19	43.75%	21	12.50%	6	2.08%	1	0.00%	0	2.08%	1	48
Slightly bad	39.02%	16	36.59%	15	17.07%	7	4.88%	2	0.00%	0	2.44%	1	41
Moderately bad	35.00%	7	30.00%	6	25.00%	5	0.00%	0	0.00%	0	10.00%	2	20
Extremely bad	33.33%	3	33.33%	3	22.22%	2	0.00%	0	0.00%	0	11.11%	1	9

5. What do you think about the price-quality in the CBD in Wairoa? Versus
21. Gender?

Question	Male		Female		Total
Extremely good	50.00%	1	50.00%	1	2
Moderately good	21.43%	3	78.57%	11	14
Slightly good	43.48%	10	56.52%	13	23
Neither good nor bad	38.78%	19	61.22%	30	49
Slightly bad	39.02%	16	60.98%	25	41
Moderately bad	15.00%	3	85.00%	17	20
Extremely bad	33.33%	3	66.67%	6	9

6. What do you think about the range of products in the CBD in Wairoa?

#	Answer	%	Count
1	Extremely good	1.27%	2
2	Moderately good	5.70%	9
3	Slightly good	5.06%	8
4	Neither good nor bad	10.13%	16
5	Slightly bad	32.28%	51
6	Moderately bad	29.11%	46
7	Extremely bad	16.46%	26
	Total	100%	158

6. What do you think about the range of products in the CBD in Wairoa? Versus
13. Have you ever bought a product or service online?

Question	Yes		No (please proceed to question 16)		Total
Extremely good	50.00%	1	50.00%	1	2
Moderately good	88.89%	8	11.11%	1	9
Slightly good	100.00%	8	0.00%	0	8
Neither good nor bad	93.75%	15	6.25%	1	16
Slightly bad	96.08%	49	3.92%	2	51
Moderately bad	97.83%	45	2.17%	1	46
Extremely bad	96.15%	25	3.85%	1	26

6. What do you think about the range of products in the CBD in Wairoa? Versus
17. What is your personal yearly income?

Question	Less than \$20,000		\$20,000 - \$39,999		\$40,000 - \$59,999		More than \$60,000		Total
Extremely good	0.00%	0	0.00%	0	0.00%	0	100.00%	1	1
Moderately good	28.57%	2	0.00%	0	57.14%	4	14.29%	1	7
Slightly good	0.00%	0	37.50%	3	50.00%	4	12.50%	1	8
Neither good nor bad	20.00%	3	26.67%	4	26.67%	4	26.67%	4	15
Slightly bad	20.41%	10	20.41%	10	24.49%	12	34.69%	17	49
Moderately bad	17.39%	8	41.30%	19	23.91%	11	17.39%	8	46
Extremely bad	19.23%	5	23.08%	6	23.08%	6	34.62%	9	26

6. What do you think about the range of products in the CBD in Wairoa? Versus
18. Where do you live?

Question	Wairoa		Māhia		Nuhaka		Tuaia		Raupunga		Mōhaka		Fraser town		Other,		Total
Extremely good	50.00%	1	0.00%	0	50.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2
Moderately good	77.78%	7	0.00%	0	11.11%	1	0.00%	0	0.00%	0	0.00%	0	11.11%	1	0.00%	0	9
Slightly good	100.00%	8	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	8
Neither good nor bad	75.00%	12	0.00%	0	0.00%	0	6.25%	1	0.00%	0	0.00%	0	6.25%	1	12.50%	2	16
Slightly bad	84.31%	43	0.00%	0	5.88%	3	0.00%	0	0.00%	0	0.00%	0	1.96%	1	7.84%	4	51
Moderately bad	71.74%	33	6.52%	3	4.35%	2	0.00%	0	4.35%	2	0.00%	0	4.35%	2	8.70%	4	46
Extremely bad	65.38%	17	7.69%	2	0.00%	0	3.85%	1	0.00%	0	0.00%	0	11.54%	3	11.54%	3	26

6. What do you think about the range of products in the CBD in Wairoa? Versus
19. Ethnicity?

Question	New Zealanders		Māori		European		Asian		Pacific peoples		Other,		Total
Extremely good	100.00%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2
Moderately good	66.67%	6	11.11%	1	11.11%	1	0.00%	0	11.11%	1	0.00%	0	9
Slightly good	50.00%	4	50.00%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	8
Neither good nor bad	50.00%	8	43.75%	7	6.25%	1	0.00%	0	0.00%	0	0.00%	0	16
Slightly bad	37.25%	19	41.18%	21	17.65%	9	3.92%	2	0.00%	0	0.00%	0	51
Moderately bad	47.83%	22	34.78%	16	10.87%	5	2.17%	1	0.00%	0	4.35%	2	46
Extremely bad	24.00%	6	40.00%	10	24.00%	6	0.00%	0	0.00%	0	12.00%	3	25

6. What do you think about the range of products in the CBD in Wairoa? Versus
21. Gender?

Question	Male		Female		Total
Extremely good	50.00%	1	50.00%	1	2
Moderately good	11.11%	1	88.89%	8	9
Slightly good	12.50%	1	87.50%	7	8
Neither good nor bad	31.25%	5	68.75%	11	16
Slightly bad	41.18%	21	58.82%	30	51
Moderately bad	34.78%	16	65.22%	30	46
Extremely bad	36.00%	9	64.00%	16	25

7. How do you feel about the atmosphere in the CBD in Wairoa? Versus
10. Do you frequently buy outside of the town?

Question	No (please proceed to question 13)		Yes, once or twice a week		Yes, between 3-5 times a week		Other,		Total
Extremely good	19.05%	4	47.62%	10	0.00%	0	33.33%	7	21
Moderately good	29.63%	8	37.04%	10	3.70%	1	29.63%	8	27
Slightly good	0.00%	0	53.13%	17	15.63%	5	31.25%	10	32
Neither good nor bad	12.20%	5	46.34%	19	9.76%	4	31.71%	13	41
Slightly bad	16.00%	4	64.00%	16	4.00%	1	16.00%	4	25
Moderately bad	0.00%	0	22.22%	2	22.22%	2	55.56%	5	9
Extremely bad	0.00%	0	0.00%	0	100.00%	2	0.00%	0	2

7. How do you feel about the atmosphere in the CBD in Wairoa? Versus
13. Have you ever bought a product or service online?

Question	Yes		No (please proceed to question 16)		Total
Extremely good	85.71%	18	14.29%	3	21
Moderately good	88.89%	24	11.11%	3	27
Slightly good	97.06%	33	2.94%	1	34
Neither good nor bad	97.56%	40	2.44%	1	41
Slightly bad	100.00%	25	0.00%	0	25
Moderately bad	100.00%	9	0.00%	0	9
Extremely bad	100.00%	2	0.00%	0	2

7. How do you feel about the atmosphere in the CBD in Wairoa? Versus
17. What is your yearly personal income?

Question	Less than \$20,000		\$20,000 - \$39,999		\$40,000 - \$59,999		More than \$60,000		Total
Extremely good	22.22%	4	16.67%	3	38.89%	7	22.22%	4	18
Moderately good	14.81%	4	25.93%	7	40.74%	11	18.52%	5	27
Slightly good	33.33%	11	15.15%	5	21.21%	7	30.30%	10	33
Neither good nor bad	10.26%	4	41.03%	16	23.08%	9	25.64%	10	39
Slightly bad	16.00%	4	32.00%	8	20.00%	5	32.00%	8	25
Moderately bad	11.11%	1	33.33%	3	33.33%	3	22.22%	2	9
Extremely bad	0.00%	0	0.00%	0	0.00%	0	100.00%	2	2

7. How do you feel about the atmosphere in the CBD in Wairoa? Versus
18. Where do you live?

Question	Wairoa		Māhia		Nuhaka		Tuaia		Raupunga		Mōhaka		Frasertown		Other,		Total
Extremely good	80.95%	17	4.76%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	9.52%	2	4.76%	1	21
Moderately good	81.48%	22	3.70%	1	3.70%	1	0.00%	0	0.00%	0	0.00%	0	3.70%	1	7.41%	2	27
Slightly good	67.65%	23	5.88%	2	2.94%	1	2.94%	1	5.88%	2	0.00%	0	0.00%	0	14.71%	5	34
Neither good nor bad	73.17%	30	4.88%	2	4.88%	2	2.44%	1	0.00%	0	0.00%	0	9.76%	4	4.88%	2	41
Slightly bad	84.00%	21	0.00%	0	8.00%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	8.00%	2	25
Moderately bad	77.78%	7	0.00%	0	11.11%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	11.11%	1	9
Extremely bad	50.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	50.00%	1	0.00%	0	2

7. How do you feel about the atmosphere in the CBD in Wairoa? Versus
19. Ethnicity?

Question	New Zealanders		Māori		European		Asian		Pacific peoples		Other,		Total
Extremely good	52.38%	11	33.33%	7	14.29%	3	0.00%	0	0.00%	0	0.00%	0	21
Moderately good	48.15%	13	37.04%	10	7.41%	2	0.00%	0	3.70%	1	3.70%	1	27
Slightly good	36.36%	12	45.45%	15	15.15%	5	0.00%	0	0.00%	0	3.03%	1	33
Neither good nor bad	42.50%	17	37.50%	15	12.50%	5	5.00%	2	0.00%	0	2.50%	1	40
Slightly bad	40.00%	10	32.00%	8	24.00%	6	4.00%	1	0.00%	0	0.00%	0	25
Moderately bad	44.44%	4	33.33%	3	11.11%	1	0.00%	0	0.00%	0	11.11%	1	9
Extremely bad	0.00%	0	50.00%	1	0.00%	0	0.00%	0	0.00%	0	50.00%	1	2

7. How do you feel about the atmosphere in the CBD in Wairoa? Versus
21. Gender?

Question	Male		Female		Total
Extremely good	47.62%	10	52.38%	11	21
Moderately good	22.22%	6	77.78%	21	27
Slightly good	50.00%	17	50.00%	17	34
Neither good nor bad	30.00%	12	70.00%	28	40
Slightly bad	28.00%	7	72.00%	18	25
Moderately bad	22.22%	2	77.78%	7	9
Extremely bad	50.00%	1	50.00%	1	2

8. What is the most important thing about your shopping experience in the CBD in Wairoa?

Answer	%	Count
Availability of a large range of products	59.49%	94
Atmosphere	12.66%	20
Socializing	13.29%	21
Other,	14.56%	23
Total	100%	158

Other:

Just want to get in and out as quickly as possible.

Only for things I need.

Pretty quick get wot I need.

Pretty quick get wot I need.

Just get in and out.

No crowds.

Supporting local shops to keep them open and employing people.

Supporting local business, even if it's slightly more expensive.

To get what I need.

Not enough selection.

Would love to say option one but really just the relative convenience of being only 25 mins from home while Gisborne is 50.

Easy and quick affordable prices large selection.

Prices.

Products that are available for the whole family at a reasonable price.

Convenience.

Quickly grabbing things that I need.

Things that you need to get.

Will only purchase small items.

Prize-Quality relation, range of products and how presented.

8. What is the most important thing about your shopping experience in the CBD in Wairoa? Versus

6. What do you think about the range of products in the CBD in Wairoa?

Question	Extremely good		Moderately good		Slightly good		Neither good nor bad		Slightly bad		Moderately bad		Extremely bad		Total
Availability of a large range of products	0.00%	0	5.32%	5	5.32%	5	10.64%	10	27.66%	26	29.79%	28	21.28%	20	94
Atmosphere	5.00%	1	5.00%	1	5.00%	1	5.00%	1	55.00%	11	20.00%	4	5.00%	1	20
Socializing	4.76%	1	9.52%	2	9.52%	2	19.05%	4	28.57%	6	19.05%	4	9.52%	2	21
Other,	0.00%	0	4.55%	1	0.00%	0	4.55%	1	36.36%	8	40.91%	9	13.64%	3	22

8. What is the most important thing about your shopping experience in the CBD in Wairoa? Versus
7. How do you feel about the atmosphere in the CBD in Wairoa?

Question	Extremely good		Moderately good		Slightly good		Neither good nor bad		Slightly bad		Moderately bad		Extremely bad		Total
Availability of a large range of products	8.51%	8	15.96%	15	25.53%	24	24.47%	23	17.02%	16	6.38%	6	2.13%	2	94
Atmosphere	40.00%	8	15.00%	3	15.00%	3	10.00%	2	10.00%	2	10.00%	2	0.00%	0	20
Socializing	19.05%	4	28.57%	6	14.29%	3	28.57%	6	9.52%	2	0.00%	0	0.00%	0	21
Other,	4.35%	1	13.04%	3	17.39%	4	39.13%	9	21.74%	5	4.35%	1	0.00%	0	23

8. What is the most important thing about your shopping experience in the CBD in Wairoa?
18. Where do you live?

Question	Wairoa		Māhia		Nuhaka		Tuaia		Raupunga		Mōhaka		Fraser town		Other,		Total
Availability of a large range of products	77.66%	73	3.19%	3	2.13%	2	2.13%	2	2.13%	2	0.00%	0	5.32%	5	7.45%	7	94
Atmosphere	90.00%	18	5.00%	1	5.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	20
Socializing	76.19%	16	0.00%	0	4.76%	1	0.00%	0	0.00%	0	0.00%	0	4.76%	1	14.29%	3	21
Other,	56.52%	13	8.70%	2	13.04%	3	0.00%	0	0.00%	0	0.00%	0	8.70%	2	13.04%	3	23

8. What is the most important thing about your shopping experience in the CBD in Wairoa? Versus
19. Ethnicity?

Question	New Zealand		Māori		European		Asian		Pacific people		Other,		Total
Availability of a large range of products	34.04%	32	44.68%	42	12.77%	12	3.19%	3	0.00%	0	5.32%	5	94
Atmosphere	63.16%	12	26.32%	5	5.26%	1	0.00%	0	5.26%	1	0.00%	0	19
Socializing	52.38%	11	33.33%	7	14.29%	3	0.00%	0	0.00%	0	0.00%	0	21
Other,	50.00%	11	22.73%	5	27.27%	6	0.00%	0	0.00%	0	0.00%	0	22

8. What is the most important thing about your shopping experience in the CBD in Wairoa? Versus
21. Gender?

Question	Male		Female		Total
Availability of a large range of products	38.30%	36	61.70%	58	94
Atmosphere	31.58%	6	68.42%	13	19
Socializing	38.10%	8	61.90%	13	21
Other,	21.74%	5	78.26%	18	23

9. What is your reason for shopping in the CBD in Wairoa?

Answer	%	Count
Looking for products or services	66.27%	110
Atmosphere	6.02%	10
Socializing	7.23%	12
Other,	20.48%	34
Total	100%	166

Other:

Can't shop out of town, would if I could.

Support the town.

Try to buy in Wairoa keep businesses going.

I live here.

Forgot when doing big shop in Gisborne.

To look for products, obviously, and to support local.

Sometimes because I am unable to get out of town to look for what I want.

Trying to stay local and support local business.

As above.

Don't shop there.

Supporting local businesses.

No good reason there is nothing here.

Well I have to, don't I?

Will need to travel out of town.

No choice really... can't drive or I go online shopping.

Supporting local business.

Too expensive to go out of town so have to settle for big ol' Wairoa.

Quickness of shopping. No queues.

Close and easy to reach.

Would like to shop locally if possible.

Saves going out of town.

Supporting local shops.

Buying local.

Vehicle is off the road until it's repaired.

It's closer than Gisborne.

Necessity.

Support local business.

Small items, nothing big.

I live in Wairoa and only get out to other centres when I need to.

Supporting local business.

9. What is your reason for shopping in the CBD in Wairoa? Versus

8. What is the most important thing about your shopping experience in the CBD in Wairoa?

#	Question	Availability of a large range of products		Atmosphere		Socializing		Other,		Total
1	Looking for products or services	69.09%	76	12.73%	14	10.00%	11	8.18%	9	110
2	Atmosphere	50.00%	5	30.00%	3	20.00%	2	0.00%	0	10
3	Socializing	50.00%	6	0.00%	0	41.67%	5	8.33%	1	12
4	Other,	39.39%	13	9.09%	3	12.12%	4	39.39%	13	33

9. What is your reason for shopping in the CBD in Wairoa? Versus

11. What is the reason you are buying outside of the town?

Question	Not available in Wairoa		Price		Quality		Other,		Total
Looking for products or services	46.86%	82	31.43%	55	16.57%	29	5.14%	9	175
Atmosphere	47.06%	8	35.29%	6	11.76%	2	5.88%	1	17
Socializing	47.62%	10	33.33%	7	14.29%	3	4.76%	1	21
Other,	36.73%	18	32.65%	16	14.29%	7	16.33%	8	49

9. What is your reason for shopping in the CBD in Wairoa? Versus

15. Why do you buy products online?

Question	Convenience		Price		Not Available in Wairoa		No time		Variety		Other,		Total
Looking for products or services	18.83%	45	25.52%	61	34.73%	83	2.09%	5	17.99%	43	0.84%	2	239
Atmosphere	12.50%	3	25.00%	6	33.33%	8	4.17%	1	25.00%	6	0.00%	0	24
Socializing	8.00%	2	28.00%	7	32.00%	8	0.00%	0	32.00%	8	0.00%	0	25
Other,	16.67%	14	23.81%	20	29.76%	25	4.76%	4	23.81%	20	1.19%	1	84

9. What is your reason for shopping in the CBD in Wairoa? Versus

17. What is your personal yearly income?

Question	Less than \$20,000		\$20,000 - \$39,999		\$40,000 - \$59,999		More than \$60,000		Total
Looking for products or services	17.59%	19	25.93%	28	26.85%	29	29.63%	32	108
Atmosphere	30.00%	3	40.00%	4	20.00%	2	10.00%	1	10
Socializing	18.18%	2	36.36%	4	36.36%	4	9.09%	1	11
Other,	19.35%	6	25.81%	8	29.03%	9	25.81%	8	31

9. What is your reason for shopping in the CBD in Wairoa? Versus

18. Where do you live?

Question	Wairoa		Māhia		Nuhaka		Tuaia		Raupunga		Mōhaka		Fraser town		Other,		Total
Looking for products or services	78.18%	86	1.82%	2	2.73%	3	1.82%	2	1.82%	2	0.00%	0	4.55%	5	9.09%	10	110
Atmosphere	90.00%	9	10.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	10
Socializing	75.00%	9	8.33%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	8.33%	1	8.33%	1	12
Other,	76.47%	26	8.82%	3	2.94%	1	0.00%	0	0.00%	0	0.00%	0	5.88%	2	5.88%	2	34

9. What is your reason for shopping in the CBD in Wairoa? Versus

19. Ethnicity?

Question	New Zealanders		Māori		European		Asian		Pacific peoples		Other,		Total
Looking for products or services	40.37%	44	37.61%	41	15.60%	17	1.83%	2	0.92%	1	3.67%	4	109
Atmosphere	50.00%	5	30.00%	3	10.00%	1	10.00%	1	0.00%	0	0.00%	0	10
Socializing	33.33%	4	58.33%	7	8.33%	1	0.00%	0	0.00%	0	0.00%	0	12
Other,	48.48%	16	33.33%	11	15.15%	5	0.00%	0	0.00%	0	3.03%	1	33

9. What is your reason for shopping in the CBD in Wairoa? Versus

21. Gender?

Question	Male		Female		Total
Looking for products or services	38.53%	42	61.47%	67	109
Atmosphere	40.00%	4	60.00%	6	10
Socializing	41.67%	5	58.33%	7	12
Other,	17.65%	6	82.35%	28	34

Sub-question 2: Are the Inhabitants shopping outside of town?

10. Do you frequently buy outside of the town?

Answer	%	Count
No (please proceed to question 13)	13.38%	21
Yes, once or twice a week	47.13%	74
Yes, between 3-5 times a week	9.55%	15
Other,	29.94%	47
Total	100%	157

Other:

Once a month.

When I have to because the products or services I need are not available.

Some time's I buy out of town but haven't got a vehicle now so all shopping is done in town.

At least twice a month.

Only 1 super market is hard.... but probably once a month.

Fortnightly.

Monthly.

One time a month.

Depends on what I need and when I can get to Gisborne or HB.

Every now and then.

Mainly online but out of town once a month.

When we go out of the region look for more variety.

I make a run to Gisborne monthly.

Yes, at least once a fortnight.

Probably monthly.

Yes - once a fortnight or so.

Have almost tried getting countdown to deliver but not the type to wait rather think of what I want and get it now.

Once a month.

Once a month out of town and weekly online shopping.

Once a month.

1-2 times a month.

Periodically.

Once a month.

Once a month - clothes, big grocery shopping, etc.

1-2 times per month.

Once a month & online.

Online, 2-3 monthly.

Once a month.

Once a fortnight.

Whenever I need something that I can't get in Wairoa.

1 Time a month.

Fortnightly.

Once or twice a month.

Once a month.

Once a month or so.

Yes, but only when I need stuff that we don't have in our town.

All the time.

Online.

Often.

Whenever possible.

Once a month.

Once a week on average.

Approximately once a month or when required.

Weekends away once a month supermarket shopping out of town.

10. Do you frequently buy outside of the town? Versus
17. What is your yearly personal income?

Question	Less than \$20,000		\$20,000 - \$39,999		\$40,000 - \$59,999		More than \$60,000		Total
No (please proceed to question 13)	26.32%	5	31.58%	6	31.58%	6	10.53%	2	19
Yes, once or twice a week	19.72%	14	29.58%	21	25.35%	18	25.35%	18	71
Yes, between 3- 5 times a week	6.67%	1	13.33%	2	26.67%	4	53.33%	8	15
Other,	15.22%	7	28.26%	13	28.26%	13	28.26%	13	46

11. What is the reason you are buying outside of town?

Answer	%	Count
Not available in Wairoa	44.98%	112
Price	31.73%	79
Quality	16.06%	40
Other,	7.23%	18
Total	100%	249

Other:

Assortment and price more for the value.

I live outside of town.

Lack of options in town and high prices.

All of the above.

All of the above.

Once or twice a month.

And also because many Wairoa businesses charge way more than similar businesses outside of Wairoa.

You can't get a park to buy stuff.

Wider range.

If I did wouldn't be just the price but selection mainly but I also rather see my money go towards my home town.

Larger selection.

Prices, variety, availability.

All above.

Clothes.

Not available here, quality not available here either.

Variety of products suitable priced.

I buy groceries out of town. I buy things I can't buy in town.

12. Where are you buying your product or service?

Answer	%	Count
Gisborne	37.50%	81
Napier	43.52%	94
Other,	18.98%	41
Total	100%	216

Other:

Online.

Online.

I buy a lot of things online.

Online.

Hastings.

Napier and online.

Varies. It is online or Napier.

Online

Napier, Palmerston North.

Online.

Online shopping.

Where it is available.

Online.

Auckland and international.

Online.

Hastings.

Online.

Online.

Online.

Online.

Hamilton, track spikes, throwing shoes for athletics, dresses shorts shirts, shoes for my family's lifestyle.

Online.

Online.

Auckland & Wellington.

Online, Napier and Gisborne.

Online.

Online.

Hawke's Bay.

Online.

Internet.

Online.

Online overseas.

And Napier, Melbourne for those special things.

Online.

Online.

Sub-question 3: Do inhabitants use the internet to purchase/order products or services?

13. Have you ever bought a product or service online? – Versus

17. What is your yearly personal income?

Question	Less than \$20,000		\$20,000 - \$39,999		\$40,000 - \$59,999		More than \$60,000		Total
Yes	16.44%	24	28.77%	42	27.40%	40	27.40%	40	146
No (please proceed to question 16)	57.14%	4	0.00%	0	28.57%	2	14.29%	1	7

13. Have you ever bought a product or service online? - 19. Ethnicity?

Question	New Zealanders		Māori		European		Asian		Pacific peoples		Other		Total
Yes	42.00%	63	38.00%	57	14.00%	21	2.00%	3	0.67%	1	3.33%	5	150
No (please proceed to question 16)	57.14%	4	28.57%	2	14.29%	1	0.00%	0	0.00%	0	0.00%	0	7

14. How often do you buy online?

Answer	%	Count
Daily	1.99%	3
2 - 3 times a week	15.89%	24
4 - 6 times a week	1.32%	2
Once a week	24.50%	37
Once a month	43.05%	65
Other,	13.25%	20
Total	100%	151

Other:

When the need arises.

Every 3 months.

Fortnightly.

Very rarely, again depends on what it is.

Fortnightly.

2-3 times a year.

Rarely.

Hardly ever.

2-3 months.

Occasionally.

When I cannot get out of town, I will buy it online, so that could be between once a week or once a month depending on what I need.

When needed.

Varies depending on what I want or need.

Infrequently.

Every few months.

When I want to buy things that are on special.

14. How often do you buy online? - 17. What is your yearly personal income?

Question	Less than \$20,000		\$20,000 - \$39,999		\$40,000 - \$59,999		More than \$60,000		Total
Daily	33.33%	1	66.67%	2	0.00%	0	0.00%	0	3
2 - 3 times a week	20.83%	5	25.00%	6	16.67%	4	37.50%	9	24
4 - 6 times a week	0.00%	0	0.00%	0	50.00%	1	50.00%	1	2
Once a week	13.51%	5	27.03%	10	24.32%	9	35.14%	13	37
Once a month	13.33%	8	35.00%	21	31.67%	19	20.00%	12	60
Other,	25.00%	5	15.00%	3	35.00%	7	25.00%	5	20

14. How often do you buy online? - 19. Ethnicity?

Question	New Zealanders		Māori		European		Asian		Pacific peoples		Other,		Total
Daily	100.00%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3
2 - 3 times a week	47.83%	11	39.13%	9	13.04%	3	0.00%	0	0.00%	0	0.00%	0	23
4 - 6 times a week	0.00%	0	50.00%	1	0.00%	0	0.00%	0	0.00%	0	50.00%	1	2
Once a week	45.95%	17	27.03%	10	18.92%	7	0.00%	0	2.70%	1	5.41%	2	37
Once a month	33.85%	22	47.69%	31	10.77%	7	4.62%	3	0.00%	0	3.08%	2	65
Other,	50.00%	10	30.00%	6	20.00%	4	0.00%	0	0.00%	0	0.00%	0	20

15. Why do you buy products online?

Answer	%	Count
Convenience	17.46%	62
Price	25.07%	89
Not Available in Wairoa	32.96%	117
No time	2.82%	10
Variety	20.56%	73
Other,	1.13%	4
Total	100%	355

Other:

Not available here, quality not available here.

Prices/variety.

Not available here cheap when having specials and just wait for it to arrive at the door.

All of the above

Sub-question 4: What would the inhabitants would like to have improved?

More shops, no shoe shop in Wairoa.

Provide bigger range of products.

Reasonably priced clothing from baby's up.

More clothing shops and second supermarket.

Better variety of shops. Clothing shops that cater for everyone.

Longer variety in shops. Also another supermarket, New World is too expensive and very unpractical.

Facades & cost to rent for lessees. That way the CBD would look great & businesses would operate @ lower cost.

N° shoes, Kmart, would attract people from Gisborne – KFC – Subway.

Introduce more kinds of shops or stores in town, and roll back the retailing prices to some degree.

More district themed items, clothing for a bigger person, something similar to Kmart.

The amount of diversity of current businesses. 1 supermarket and the most expensive one at that? Come on!!

The look of our shops...more variety.

Product availability, prices, more shops.

Have more shops open for longer hours.

Nothing there is nothing you can do about improving Wairoa CBD it is about the shops and the product ... this has nothing to do with WDC.

More parking at the supermarket, it's the worst I have ever seen.

Coop businesses in one building that align with each other.

Cheaper prices, better variety of goods, more friendly shop owners.

Wairoa needs a shoe a clothing shops.

More range and quality of products including kid's clothes and shoes.

Shop fronts the main street remove tagging.

Activity - like they do in Napier sea side an outside gym area for the teenagers, a water spout play area and why not utilise the river area and have paddle boats or small ferry up the river, water bikes, the shop fronts need a paint up, Murals painted in town, More rubbish bins at the ends of street specially down Spooner's point area, more tables and chairs, kids playground looks sad utilise that area to be a water spout area.

Clean up the outside. Have more clothing shops not cheap stuff. Less food places.

So many empty shops - let's be creative - better to fill them with... what has worked in other towns (here or abroad)? I.e. letting them to artists who use the space as a working studio/Gallery.

Support the shop owners who keep their doors open. Tidy up the empty shops. Reduce the killer rates. Upstream Wairoa need to work far more with the shops. E.g. one late night shopping night that all shops are involved in.

Shops.

So many empty shops and no real place to buy clothing and shoes for my children besides the Chinese shops there quality is poor.

More variety of clothing.

The appearance of the shopping precinct. Monitor kids being intimidating. Market Wairoa's strengths.

Variety.

Fill those empty shops, more draw towards the cool east end of town.

Outdoor swimming pool, basketball hoop, longer tables and chairs, bike stands, water fountains, toilets close to the playgrounds.

Get more shops opening up, then I wouldn't go out of town so often. Bring a Warehouse in to town.

More clothes stores more variety of everything.

More shops starting up at reasonable prices and another supermarket.

Lower the rates.

Lower prices/variety the warehouse or Kmart, Pak N' Save.

More shop.

Least food shops and more of shoe shop, clothes shop.

The range of shops. There is nowhere to buy shoes, clothes at a reasonable price. We have too many takeaway places and \$2 shop type places. Then you have the ones with good quality stuff but too dear for most people. We need a Warehouse outlet or K-Mart outlet.

The maintenance of shops especially those not currently in use. The cleanliness of the area.

Presentation.

Another super market, clothing and shoe shops.

No empty shops; inc healthy competition re prices e.g. a second pharmacy, a second supermarket also a butchers, a greengrocer. Also create shaded parking e.g. the 'Write Price' car park could be covered (see Pak n Save, Petone - excellent facility. Many dog owners especially working dogs on trucks would benefit plus shelter when packing car in rain/sun.

The look of it. The shop fronts are falling apart. The Signage is unprofessional or none at all. The stores that were meant to be demolished still haven't finished. It's very sad to see a Town in such low quality.

More child friendly. Smoke free. More specials/Deals.

Try attract other businesses.

Parking, Variety.

The overall look as it is extremely unattractive (with the exception of a handful of shops). Majority of shops need painting and new signage.

Firstly, put a whole lot of pressure on New World to expand, or get some competition happening. I am appealed when I see their stock sitting out in the car park for hours and hours on end in the heat, and/or rain. Cluster the shops together, or fill the empty ones. Give rates subsidies for those trying to provide a service/retail experience in the CBD. Pop up shops should be encouraged, a shop of a little time, is better than no shop at all. Clean the footpath at least twice a year. STOP spraying, not just the CBD, but the whole rohe.

Everything.

Need a good restaurant or two and a club for younger drinkers young ones shouldn't have to listen to old grumpy drunks when drinking.

More bins for rubbish.

More shops and products. No competition to challenge high prices.

Shops selling clothes.

Update parking, e.g.; metered or timed parking. Lower rates for shop keepers and residents.

A general tidy up... too many unused shops with filthy windows... Not enough rubbish bins.

New supermarket and mall on piers with parking underneath on old write price site.

Another supermarket, opening up closed shops.

Having clothing store that is not so expensive that caters for all ages.

Attractive shop front.

Variety of products to be available and covering the demographic of 20-30 year olds.

Modern clothes for adults, affordable school shoes for children, variety of clothing.

More variety.

Get activity into the empty shops. Create a unified theme, with paint or decor (e.g. Tirau).

A better supermarket because the one we have at the moment is a joke you can't even get a park at the best of times & the variety of stuff & prices are too expensive they say keep it local but how are we supposed to on our incomes!!

The presentation of the town.

Properties would be painted tastefully. Cracked windows repaired, graffiti removed, footpaths cleaned. The shop frontage above the pedestrian walk would be fixed. Professional signage for shops...

More shops, bigger range of products, quality products.

Building facades, variety of shops/products.

Products available.

A descent clothes and footwear shop.

Variety of goods for purchase.

Better choice of product. Mainly clothes and footwear at affordable prices.

Increase selection of products & store types.

Look of the shops, fill all empty shops.

More variety, more clothes shops and maybe even an op shop.

We need more clothes shops.

Unify the images of the shops. Be good to have a shop that has shoes clothing and household goods.

More shops better selection.

More variety and better pricing.

Have real artists paint real landscapes of Wairoa on all the vacant business walls e.g., new world, Wairoa community Centre: employ the artist who has recently completed an amazing landscape in Taumarunui; investigate this, I bet once you see what the man does you will have him here! I have already asked him to paint in Wairoa, I am yet to approach the mayor Craig Little about getting him to do all the flat surfaces around or near the new playground, because it's quality art it won't be tagged! I'm over the junk looney tune art that's has been commissioned in the past because it makes the town tacky!

Put a few drinking fountains in the community Centre please, it's really hot in there! Have all the businesses thoroughly wash the outside of their buildings at least once a year, they smell BAD! Put cctv cameras at Lambton square: more people will use the track and field athletics because those that choose to smash glass at Lambton square will be charged for wilful destruction, we need to protect and nurture our athletes, of a town that's 8000 we have about 80 club athletes and we have potential to triple that number next year if the clubs plans are backed up!

The look of the main St. It needs some character. Maybe take some inspiration from Napier marine parade. Rubbish bins are always surrounded by long grass on the river. Picnic tables are all carved and stained.

Need a warehouse or similar shop here.

The way it looks - sad & dejected - I would make all the shop frontages the same - have scrolled verandah right along the whole street. We have a quaint town but it looks dowdy - I love the art work. I would put more lighting - or maybe get subsidies for lighting or painting the front of the shops. The tunnel under the bridge is disgusting - it is not safe - the lighting is poor and many elderly need to use it to get to the supermarket!

Introduce chain stores.

Make our pretty again and fill shops.

Better variety of shops e.g. clothing shoes.

Just need a better rag. more shops.

More shops, basics available at good prices.

Wairoa really needs a family clothing store.

Concentrate on making the strip btw the museum and wp buoyant.

I would like to see more local business. It is definitely getting better and I am seeing more and more things pop up. A new supermarket would be great.

Look. Bit more colour on our main street especially & more variety of business.

Wairoa desperately needs another supermarket because so often goods are out of stock at New World. It's as if we live in a third world town!

Shop fronts! Move businesses to light house end!

Range of things available. Clothes, shoes etc.

We are slowly using online shopping, as Wairoa often don't have it so courier is convenient for us.

Better shops, healthy competition to help keep the price down, better quality, more variety.

Fewer empty shops.

Paint all shops the same colour like the gaiety theatre colours just like grey town near Carterton.

Variety, price and quality.

The appearance and selection of different stores other than food shops.

A second supermarket and less \$2 shops selling cheap rubbish.

More parking.

Variety of goods.

Shop frontage. The town needs a makeover.

Better running of the local super market. It's a joker. Too small ...too many people all at once. They can't cope nor can the parking area...no competition...

I think a lot of the shop fronts look shabby. Also many shops are not open when I can shop or do not stock the things I need.

Bring more outside businesses in to town. I know people say that we need to keep it as family owned businesses here but I personally believe bring in outside businesses brings job opportunities for our people, and a better atmosphere in our CBD. This is what will keep our people here, instead of having to move to get jobs.

More clothing shops and an interaction place for our children.

The appearance! Vacant shops (understandable).

More liveliness. Maybe radio playing all along the main street.

The image and range of products.

Make the street more attractive and improve the amenity of it.

Appearance of shop fronts and verandas.

Buildings are shocking. They feel unloved and not taken care of. Signage's have no consistency. Graffiti has been present for years and makes it look like Wairoa does not care about the look of the town. There are some beautiful heritage buildings and all it would take would be a lick of paint and some proper signage. Looking good with the gardens though, shame that effort cannot be put into doing up each premises.

Greater variety of shops and items, but I realise that this is contingent on a sufficient demand and profit margin for the goods and services.

Every shop front should be occupied.

The need for quality products.

The need for quality products.

It needs painting the buildings that is, our lighthouse which we are proud of has really bad gardens and landscaping right in front of it and surrounding it. That's just a start.

Reduce rates to increase viability of shops.

I think the footpath could do with a good professional clean and fix the leaky gutters so they overflow onto the footpath when it's raining.

Price match other stores on occasions and add more variety of stores.

More shops and another market.

Shop frontage, urban design, and place-making initiatives needed esp. along Paul St. i.e. old write price building.

Stephen told me to say Kmart.

It was proposed some years ago to paint all the shops with a similar colour scheme.

Activities, Sculptures along the river front in front of the main street - tidy up the paint jobs on the shop fronts, more water fountains.

Generally the Whole area needs a clean-up, look more professional and inviting. Finally do something about all the empty and derelict buildings, consolidate all the shops into one area Plant trees and garden areas in the empty areas. Use popup container Shopping areas.

Tidy up all the verandas outside of the shops.

Clothing and shoe shop.

The attractiveness of the buildings and the range of products, prices, and deals.

Background questions

17. What is your yearly personal income?

Answer	%	Count
Less than \$20,000	18.30%	28
\$20,000 - \$39,999	27.45%	42
\$40,000 - \$59,999	27.45%	42
More than \$60,000	26.80%	41
Total	100%	153

18. Where do you live?

Answer	%	Count
Wairoa	76.10%	121
Māhia	3.77%	6
Nuhaka	4.40%	7
Tuāi	1.26%	2
Raupunga	1.26%	2
Mōhaka	0.00%	0
Frasertown	5.03%	8
Other,	8.18%	13
Total	100%	159

19. Ethnicity?

Answer	%	Count
New Zealander	42.68%	67
Māori	37.58%	59
European	14.01%	22
Asian	1.91%	3
Pacific peoples	0.64%	1
Other,	3.18%	5
Total	100%	157

Other:

Maori/Scots.

New Zealand European/Maori.

All except Asian is my race.

Tangata whenua.

French/chinese.

20. Age:

26

55

42

40

59

26

35

24

39

21

28

52

29

21

23

45

27

19

21

57

42

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50+

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37

44

57

38

35

31

50+

30

30

43

54

68

55

>50

39

73

39

18

41

49

NA

28

58

50+

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54

61

49

37

37

25

24

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62

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55+

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50s

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74

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59

27

24

21. Gender:

Answer	%	Count
Male	34.81%	55
Female	65.19%	103
Total	100%	158

8.3 ROCKET LAUNCH VIEWING - ANALYSIS OF DATA GATHERED FROM SCHEDULED TEST LAUNCH WINDOWS

Author: Kitea Tipuna, Economic Development and Engagement Manager

Authoriser: Steven May, Chief Executive Officer

Appendices: Nil

1. PURPOSE

- 1.1 To present to the Economic Development Committee the preliminary data that was gathered from locals and visitors at the Bluck's Pit rocket launch viewing area during the three test launch windows scheduled in May 2017, December 2017, and January 2018.

RECOMMENDATION

The Economic Development & Engagement Manager RECOMMENDS that the Economic Development Committee receive this report.

EXECUTIVE SUMMARY

The Wairoa District Council has established a rocket launch viewing area at Bluck's Pit in Nuhaka. Bluck's Pit was selected as a rocket launch viewing area to address two main issues;

- A safe marshalling area for locals and visitors to view rocket launches during the test launch phase,
- Manage and mitigate increased vehicular traffic flows into Māhia Peninsula.

This report summarises the key findings of data gathered from locals and visitors at the Bluck's Pit site during the test launch windows of 23-25 May 2017, 8-17 December 2017, 20-21 January 2018.

2. OTHER CONSIDERATIONS

- 2.1 It is important to ensure the involvement and continued consultation with the Nuhaka community and local hapū, iwi and marae.
- 2.2 Any further development opportunities at the Bluck's Pit site need to ensure that it has the support of the local Nuhaka community.
- 2.3 There are opportunities for the local Nuhaka community to be more involved and Council will continue to discuss these opportunities whereby there is direct benefit to the Nuhaka community.
- 2.4 Council needs to consider its role in the mid to long term in the Bluck's Pit site. Important factors to consider include;
- Opportunities for more involvement by the local Nuhaka community,
 - Additional resourcing to further enhance the site,
 - The Bluck's Pit rocket launch viewing area in a post 'test launch' environment.

3. SUMMARY OF GENERAL FINDINGS

THE NUMBERS

3.1 May 2017

- Fourteen day launch window publically notified. Three days (22 May – 24 May) of scrubs before actual test launch (25 May).
- Number of people at the Bluck's Pit site over the period prior to and during launch: 177
- Number of vehicles at the Bluck's Pit site over the period prior to and during launch: 105

3.2 December 2017

- Ten day launch window publically notified. Test launches scrubbed (8 December – 17 December).
- Number of people at the Bluck's Pit site over the period prior to and during launch: 410
- Number of vehicles at the Bluck's Pit site over the period prior to and during launch: 227

3.3 January 2017

- Nine day launch window publically notified. One day scrubbed (20 January) before actual test launch (21 January).
- Number of people at the Bluck's Pit site over the period prior to and during launch: 333
- Number of vehicles at the Bluck's Pit site over the period prior to and during launch: 133

3.4 What can be seen when analysing all the data collected over the first three test launch windows, was that the number of people visiting the Bluck's Pit area per day increased each time. The first test launch window saw an average of 22 people per day. The second test launch window saw an average of 51 people visiting the Bluck's Pit site viewing area per day and the third test launch window saw an average of 167 people per day.

3.5 Increased media and social media attention about the Rocket Lab project meant that awareness increased. With more communication about Rocket Lab and their operations after each test launch window, the number of people knowing and talking about Rocket Lab and its activities increased and people were interested in finding out more and seeing a rocket being launched.

3.6 Not only did the numbers of people at the Bluck's Pit viewing area increase but the latest internal data also shows that the number of rocket launch related enquiries at the Wairoa i-Site increased as well.

VISITOR PROFILE, EXPERIENCE AND EXPECTATIONS


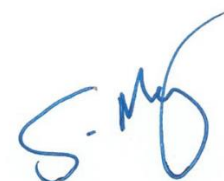
3.7 Locals and visitors who were at the Bluck's Pit site were asked to complete a survey. The survey asked questions about visitor experience and expectations.

3.8 When looking at where people came from that visited the viewing area during the three test launch windows, the data shows that most people came from the Hawke's Bay region, followed by people visiting from Gisborne. When looking at the numbers of international visitors, Germans were the largest group.

3.9 For the December and January test launch window, people were mainly in the Wairoa district for their summer holiday. The first test launch window in May attracted a lot more people specifically interested in coming into the Wairoa district because of the rocket launch.

- 3.10 When asking people about where they got their information from about where and when to watch rocket launches, most people got their information from the media (television, newspaper, radio). Road signs, word of mouth and online sources like social media are also noted as key sources of information.
- 3.11 Most people that completed the surveys indicated they were only passing through the district or just staying one day.
- 3.12 During all three test launch windows, people were mostly willing to only stay at the viewing area for up to two hours, which suggests that they had other things planned before they arrived at the viewing area. But other factors influencing this decision include the lack of drink and food available (especially in the hot conditions of the third test launch window), but also that there were no activities provided for people (especially for families with children) that they could do while waiting for the rocket to be launched. In saying this, WDC staff noted that most people stayed longer than the suggested two hour timeframe noted in the data. This occurred especially at times when Rocket Lab increased their communication about their activities.
- 3.13 When summarising the recommendation people gave on what opportunities they saw to improve the experience at the Bluck's Pit viewing area, the three main activities were;
- Infrastructure (improve parking and road access, public toilet facility, seating, wind and sun/rain shelter and a proper platform)
 - Provide drink and food
 - Offer binoculars
- 3.14 After the first test launch, Rocket Lab introduced livestreaming capabilities. This livestream is available 20 minutes before lift-off is planned. With this new opportunity, people also recommended having something in place at the Bluck's Pit viewing area to watch and listen to the livestream.
- 3.15 Note: these are preliminary findings and a full report is currently being completed.

Signatories

	
Author Kitea Tipuna	Authoriser Steven May

8.4 CHAIR OF TE MATARAE O TE WAIROA TRUST REPORT

Author: Kitea Tipuna, Economic Development and Engagement Manager

Authoriser: Steven May, Chief Executive Officer

Appendices: 1. Report from the Chair of Te Matarae o Te Wairoa Trust [↓](#)



1. PURPOSE

- 1.1 This report provided information to the Economic Development Committee on the Trust's recent activities. No decisions are required by the Committee at this stage.

RECOMMENDATION

The Chair of Te Mātārae o Te Wairoa Trust RECOMMENDS that the Economic Development Committee receive the report on the Trust's recent activities.

Signatories

	
Author Kitea Tipuna	Approved by Steven May



Wairoa District Council ED committee meeting report –19 March 2018

Maori Land Development

Project Officer

The six month contract for the Project Officer has now been signed and Leona Karaura has started work in this new role. Her first task will be creating a new database with a contact list for all stakeholders and providers, setting up whanau profiles and scheduling a workshop programme together. Wairoa District Council have provided her with a base of relevant data and information.

Seeka

Trustee Richard Allan attended a meeting in Whakatane with Seeka to continue engaging them and local landowners with potential opportunities in the investment of the avocado industry in Wairoa. They have identified areas of land suitable for growing avocados in Wairoa.

Made in Wairoa Market

The MADE IN WAIROA market will finish with the Easter market at the end of this month. It has been a successful season with the market running rain, hail or shine. The strong commitment from the regular stallholders have provided stability and interest for new stallholders to join. With a base of 10 stallholders and the Tinkers Alley addition we are now housing up to 16 stalls making it a fun social meeting place. Koanga Heritage Seeds have recently joined the market and provide another exciting addition to the variety of the market.

The shared space with the freedom campers has been an enjoyable experience between stallholders and campers but it has been noticed on numerous occasions that many freedom campers are using the toilet rubbish bins to dispose of their general rubbish which does reflect negatively back at the market.

The Trust is planning to further develop and strengthen the market by putting forward a funding application to develop a website and marketing capabilities for the market.

The Trust will also work towards developing a permanent Market and Arts Space. This project would link in well with the Marine Parade enhancement program being considered.

The Gaiety Theatre

The Gaiety Theatre is experiencing a slower patronage during March. A capital replacement plan needs to be developed for the next three years with minor breakdowns with equipment beginning to occur. Trustees plan to meet with Wairoa District Council to discuss the future of the business and a possible handover or setting it up as its own entity.

Business Mentoring

The business mentoring programme continues to be in hot demand and the Trust is actively seeking additional funding to extend this service out to more businesses every month this programme.

Strategic planning 2018

Two meetings have taken place with Trustees deciding their priorities for the Trust in 2018.

Key focus strategic projects in 2018 for the Trust include; The Gaiety Theatre, Business mentoring, Made in Wairoa Market, developing a permanent Market and Artists Space, increasing the support of Maori Land Development, Trust brand and communication and Entrepreneurship which will include running Wairoa Business Week in May 2018.

Angela Thomas

Chairperson

Te Mātārae o Te Wairoa Trust