

Appendix 5: Survey Responses: Morrinsville Sample

Q1. GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	21	40.4	40.4	40.4
	Female	31	59.6	59.6	100.0
	Total	52	100.0	100.0	

Q2. AGE GROUPS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 years	1	1.9	1.9	1.9
	25-29 years	4	7.7	7.7	9.6
	30-34 years	2	3.8	3.8	13.5
	35-39 years	4	7.7	7.7	21.2
	40-44 years	8	15.4	15.4	36.5
	45-49 years	6	11.5	11.5	48.1
	50-54 years	4	7.7	7.7	55.8
	55-59 years	2	3.8	3.8	59.6
	Over 59 years	21	40.4	40.4	100.0
	Total	52	100.0	100.0	

Q3. LIVE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Morrinsville	52	100.0	100.0	100.0

Q3b. Business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	51	98.1	98.1	98.1
	Yes - Business only	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q3a. HH OR BUSINESS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	51	98.1	98.1	98.1
	3	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q10. SUBURB OF MAIN WAGE EARNER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hamilton	5	9.6	9.6	9.6
	Waikato	1	1.9	1.9	11.5
	Waipa	1	1.9	1.9	13.5
	Other	9	17.3	17.3	30.8
	Morrinsville	36	69.2	69.2	100.0
	Total	52	100.0	100.0	

Q10. HH MAIN WAGE EARNER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	45	86.5	86.5	86.5
	Hamilton Central	3	5.8	5.8	92.3
	Hamilton East	1	1.9	1.9	94.2
	Hamilton Laake	1	1.9	1.9	96.2
	Ngaruawahia	1	1.9	1.9	98.1
	Other	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q11. TRAVEL TIME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	003	2	3.8	3.8	3.8
	004	1	1.9	1.9	5.8
	005	8	15.4	15.4	21.2
	006	1	1.9	1.9	23.1
	007	3	5.8	5.8	28.8
	008	3	5.8	5.8	34.6
	009	1	1.9	1.9	36.5
	010	6	11.5	11.5	48.1
	012	2	3.8	3.8	51.9
	015	2	3.8	3.8	55.8
	020	4	7.7	7.7	63.5
	025	2	3.8	3.8	67.3
	030	3	5.8	5.8	73.1
	040	1	1.9	1.9	75.0
	045	1	1.9	1.9	76.9
	998	1	1.9	1.9	78.8
	999	11	21.2	21.2	100.0
	Total	52	100.0	100.0	

Q12. OFTEN MAKE SIDE TRIPS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid About once a day	2	3.8	3.8	3.8
Every other day	6	11.5	11.5	15.4
About twice a week	5	9.6	9.6	25.0
Once a week	11	21.2	21.2	46.2
Less than once a week	3	5.8	5.8	51.9
Do not work	10	19.2	19.2	71.2
^T1 Never	14	26.9	26.9	98.1
^T1 Dont know	1	1.9	1.9	100.0
Total	52	100.0	100.0	

Q13. SPECIAL TRIP FOR SHOPPING

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Every other day	9	17.3	17.3	17.3
About twice a week	15	28.8	28.8	46.2
Once a week	22	42.3	42.3	88.5
Less than once a week	2	3.8	3.8	92.3
Do not work	1	1.9	1.9	94.2
^T1 Never	3	5.8	5.8	100.0
Total	52	100.0	100.0	

Q14. TOWN OR SHOPPING CENTRES SUPERMARKET SHOPPING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hamilton CBD/ Centre Plaza/ Downtown Plaza	2	3.8	3.8	3.8
	Chartwell	1	1.9	1.9	5.8
	Hamilton CBD	3	5.8	5.8	11.5
	Hamilton Central	2	3.8	3.8	15.4
	Morrinsville	43	82.7	82.7	98.1
	Te Aroha	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q15. HOW OFTEN SHOP AT A SUPERMARKET

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once a day	4	7.7	7.7	7.7
	Every other day	5	9.6	9.6	17.3
	About twice a week	15	28.8	28.8	46.2
	Once a week	23	44.2	44.2	90.4
	Two or three times a month	4	7.7	7.7	98.1
	About once a month	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q16. EVERDAY GOODS/SERVICES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Huntly town centre	1	1.9	1.9	1.9
	Morrinsville	47	90.4	90.4	92.3
	Te Aroha	2	3.8	3.8	96.2
	Tauranga	1	1.9	1.9	98.1
	Never	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q17. FOR FURNITURE OR APPLIANCES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The Base/ Dress Mart/ Supa Centre/ Te Rapa	2	3.8	3.8	3.8
	Hamilton CBD/ Centre Plaza/ Downtown Plaza	16	30.8	30.8	34.6
	Hamilton CBD	3	5.8	5.8	40.4
	Frankton	1	1.9	1.9	42.3
	Hamilton Central	5	9.6	9.6	51.9
	Morrinsville	21	40.4	40.4	92.3
	Never	2	3.8	3.8	96.2
	Don't Know	1	1.9	1.9	98.1
	Refused	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q18. VISIT YOUR BANK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The Base/ Dress Mart/ Supa Centre/ Te Rapa	1	1.9	1.9	1.9
	Hamilton CBD/ Centre Plaza/ Downtown Plaza	1	1.9	1.9	3.8
	Nawton or Grand View	1	1.9	1.9	5.8
	Hamilton Central	1	1.9	1.9	7.7
	Ngahinapouri	1	1.9	1.9	9.6
	Phone banking only	23	44.2	44.2	53.8
	Morrinsville	24	46.2	46.2	100.0
	Total	52	100.0	100.0	

Q29. WHAT DO YOU SHOP FOR - 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	51	98.1	98.1	98.1
	Food court	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q19. FOR CLOTHING AND SHOES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The Base/ Dress Mart/ Supa Centre/ Te Rapa	2	3.8	3.8	3.8
	Hamilton CBD/ Centre Plaza/ Downtown Plaza	12	23.1	23.1	26.9
	Chartwell	1	1.9	1.9	28.8
	Hamilton CBD	6	11.5	11.5	40.4
	Hamilton Central	6	11.5	11.5	51.9
	Other	1	1.9	1.9	53.8
	Morrinsville	24	46.2	46.2	100.0
	Total	52	100.0	100.0	

Q20. FOR MEDICAL OR DENTAL CARE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hamilton CBD/ Centre Plaza/ Downtown Plaza	1	1.9	1.9	1.9
	Cambridge Town Centre	1	1.9	1.9	3.8
	Hamilton Central	1	1.9	1.9	5.8
	Morrinsville	48	92.3	92.3	98.1
	Te Aroha	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q21. FOR HARDWARE OR BUILDING SUPPLIES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hamilton CBD/ Centre Plaza/ Downtown Plaza	2	3.8	3.8	3.8
	Auckland or any Auckland Shopping Centre	1	1.9	1.9	5.8
	Hamilton CBD	2	3.8	3.8	9.6
	Frankton	1	1.9	1.9	11.5
	Hamilton Central	2	3.8	3.8	15.4
	Hamilton East	1	1.9	1.9	17.3
	Morrinsville	42	80.8	80.8	98.1
	Te Aroha	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q22. NORMALLY BUY PETROL OR DIESEL FUEL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ngaruwahia town centre	1	1.9	1.9	1.9
	Morrinsville	48	92.3	92.3	94.2
	Te Aroha	2	3.8	3.8	98.1
	Never	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q24. SHOP AT LARGE RETAILS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The Base/ Dress Mart/ Supa Centre/ Te Rapa	7	13.5	13.5	13.5
	Hamilton CBD/ Centre Plaza/ Downtown Plaza	8	15.4	15.4	28.8
	Cambridge Town Centre	1	1.9	1.9	30.8
	Hamilton CBD	3	5.8	5.8	36.5
	Hamilton Central	3	5.8	5.8	42.3
	Morrinsville	30	57.7	57.7	100.0
	Total	52	100.0	100.0	

Q25. LARGE SHOPPING MALL OR SHOPPING AREA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The Base/ Dress Smart/ Supa Centre/ Te Rapa	10	19.2	19.2	19.2
	Hamilton CBD/ Centre Place/ Downtown Plaza	9	17.3	17.3	36.5
	Chartwell	13	25.0	25.0	61.5
	Chartwell	2	3.8	3.8	65.4
	Thomas Road or Rototuna/ Callum Brae	1	1.9	1.9	67.3
	Morrinsville	16	30.8	30.8	98.1
	Never	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q23. GO TO BUY A CAR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The Base/ Dress Mart/ Supa Centre/ Te Rapa	1	1.9	1.9	1.9
	Hamilton CBD/ Centre Plaza/ Downtown Plaza	10	19.2	19.2	21.2
	Auckland or any Auckland Shopping Centre	3	5.8	5.8	26.9
	Cambridge	1	1.9	1.9	28.8
	Hamilton CBD	5	9.6	9.6	38.5
	Te Awamutu	1	1.9	1.9	40.4
	Hamilton Central	7	13.5	13.5	53.8
	Hamilton East	1	1.9	1.9	55.8
	Other	4	7.7	7.7	63.5
	Morrinsville	18	34.6	34.6	98.1
	Don't Know	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q26. WHAT DO YOU SHOP FOR AT - 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	1.9	1.9	1.9
	Everything	18	34.6	34.6	36.5
	Groceries	4	7.7	7.7	44.2
	Department Stores	2	3.8	3.8	48.1
	Clothing	18	34.6	34.6	82.7
	Appliances	1	1.9	1.9	84.6
	Electronics	1	1.9	1.9	86.5
	Sporting goods	1	1.9	1.9	88.5
	Food Court	2	3.8	3.8	92.3
	Cafes	1	1.9	1.9	94.2
	Other	2	3.8	3.8	98.1
	Don't know	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q26. WHAT DO YOU SHOP FOR AT - 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	28	53.8	53.8	53.8
	Groceries	7	13.5	13.5	67.3
	Liquor, wine, beer	1	1.9	1.9	69.2
	Clothing	2	3.8	3.8	73.1
	Shoes	7	13.5	13.5	86.5
	Sporting goods	1	1.9	1.9	88.5
	Hardware or building supplies	2	3.8	3.8	92.3
	Hairdressers or beauty services	1	1.9	1.9	94.2
	Other ^T7	3	5.8	5.8	100.0
	Total	52	100.0	100.0	

Q26. WHAT DO YOU SHOP FOR AT - 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	39	75.0	75.0	75.0
	Everything	1	1.9	1.9	76.9
	Liquor, wine, beer	1	1.9	1.9	78.8
	Department Stores	2	3.8	3.8	82.7
	Clothing	2	3.8	3.8	86.5
	Furniture	2	3.8	3.8	90.4
	Sporting goods	1	1.9	1.9	92.3
	Hardware or building supplies	1	1.9	1.9	94.2
	Auto supplies	1	1.9	1.9	96.2
	Hairdressers or beauty services	1	1.9	1.9	98.1
	Food Court	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q26. WHAT DO YOU SHOP FOR AT - 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	44	84.6	84.6	84.6
	Clothing	1	1.9	1.9	86.5
	Shoes	2	3.8	3.8	90.4
	Appliances	1	1.9	1.9	92.3
	Hairdressers or beauty services	1	1.9	1.9	94.2
	Food Court	1	1.9	1.9	96.2
	Other ^T7	2	3.8	3.8	100.0
	Total	52	100.0	100.0	

Q26. WHAT DO YOU SHOP FOR AT - 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	50	96.2	96.2	96.2
	Shoes	1	1.9	1.9	98.1
	Hardware or building supplies	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q26. WHAT DO YOU SHOP FOR AT - 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	51	98.1	98.1	98.1
	Department Stores	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q27. HOW OFTEN DO YOU SHOP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	1.9	1.9	1.9
	More than once a day	2	3.8	3.8	5.8
	About once a day	1	1.9	1.9	7.7
	Every other day	2	3.8	3.8	11.5
	About twice a week	7	13.5	13.5	25.0
	Once a week	8	15.4	15.4	40.4
	2 or 3 times a month	9	17.3	17.3	57.7
	About once a month	11	21.2	21.2	78.8
	Less than once a month	10	19.2	19.2	98.1
	Never	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q28. LARGE MALL OR SHOPPING AREA SECOND CHOICE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	1.9	1.9	1.9
	The Base/ Dress Mart/ Supa Centre/ Te Rapa	11	21.2	21.2	23.1
	Hamilton CBD/ Centre PLace/ Downtown Plaza	12	23.1	23.1	46.2
	Chartwell	12	23.1	23.1	69.2
	Cambridge	1	1.9	1.9	71.2
	Hamilton CBD	2	3.8	3.8	75.0
	Te Awamutu	1	1.9	1.9	76.9
	Other	2	3.8	3.8	80.8
	Morrinsville	2	3.8	3.8	84.6
	Te Aroha	1	1.9	1.9	86.5
	Don't know	3	5.8	5.8	92.3
	Never	4	7.7	7.7	100.0
	Total	52	100.0	100.0	

Q29. WHAT DO YOU SHOP FOR - 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	8	15.4	15.4	15.4
	Everything	9	17.3	17.3	32.7
	Groceries	4	7.7	7.7	40.4
	Department Stores	2	3.8	3.8	44.2
	Clothing	20	38.5	38.5	82.7
	Shoes	3	5.8	5.8	88.5
	Furniture	2	3.8	3.8	92.3
	Other	2	3.8	3.8	96.2
	Never	1	1.9	1.9	98.1
	Don't know	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q29. WHAT DO YOU SHOP FOR - 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	27	51.9	51.9	51.9
	Everything	1	1.9	1.9	53.8
	Liquor, wine, beer	1	1.9	1.9	55.8
	Department Stores	1	1.9	1.9	57.7
	Clothing	4	7.7	7.7	65.4
	Shoes	8	15.4	15.4	80.8
	Appliances	3	5.8	5.8	86.5
	Electronics	1	1.9	1.9	88.5
	Sporting goods	1	1.9	1.9	90.4
	Hardware or building supplies	1	1.9	1.9	92.3
	Food court	1	1.9	1.9	94.2
	Cafes	1	1.9	1.9	96.2
	Other	2	3.8	3.8	100.0
	Total	52	100.0	100.0	

Q29. WHAT DO YOU SHOP FOR - 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	40	76.9	76.9	76.9
	Groceries	1	1.9	1.9	78.8
	Department Stores	2	3.8	3.8	82.7
	Appliances	2	3.8	3.8	86.5
	Electronics	3	5.8	5.8	92.3
	Restaurant	1	1.9	1.9	94.2
	Other	3	5.8	5.8	100.0
	Total	52	100.0	100.0	

Q29. WHAT DO YOU SHOP FOR - 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	44	84.6	84.6	84.6
	Clothing	1	1.9	1.9	86.5
	Shoes	1	1.9	1.9	88.5
	Furniture	2	3.8	3.8	92.3
	Appliances	1	1.9	1.9	94.2
	Electronics	1	1.9	1.9	96.2
	Bar or Pub	1	1.9	1.9	98.1
	Restaurant	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q29. WHAT DO YOU SHOP FOR - 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	49	94.2	94.2	94.2
	Shoes	1	1.9	1.9	96.2
	Appliances	1	1.9	1.9	98.1
	Hardware or building supplies	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q29. WHAT DO YOU SHOP FOR - 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	50	96.2	96.2	96.2
	Furniture	1	1.9	1.9	98.1
	Electronics	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q29. WHAT DO YOU SHOP FOR - 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	51	98.1	98.1	98.1
	Other	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q30. HOW OFTEN DO YOU GO TO TE RAPA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	8	15.4	15.4	15.4
	About twice a week	1	1.9	1.9	17.3
	Once a week	4	7.7	7.7	25.0
	2 or 3 times a month	7	13.5	13.5	38.5
	About once a month	15	28.8	28.8	67.3
	Less than once a month	14	26.9	26.9	94.2
	Never	1	1.9	1.9	96.2
	Don't know	2	3.8	3.8	100.0
	Total	52	100.0	100.0	

Q31. HOW OFTEN SHOP AT TE RAPA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	21	40.4	40.4	40.4
	About twice a week	1	1.9	1.9	42.3
	About once a month	8	15.4	15.4	57.7
	Less than once a month	11	21.2	21.2	78.8
	Never	11	21.2	21.2	100.0
	Total	52	100.0	100.0	

Q32. WHAT DO YOU SHOP FOR AT TE RAPA - 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	32	61.5	61.5	61.5
	Everything	2	3.8	3.8	65.4
	Department Stores	1	1.9	1.9	67.3
	Clothing	4	7.7	7.7	75.0
	Shoes	2	3.8	3.8	78.8
	Furniture	1	1.9	1.9	80.8
	Appliances	2	3.8	3.8	84.6
	Sporting goods	2	3.8	3.8	88.5
	Hardware or building supplies	2	3.8	3.8	92.3
	Other	3	5.8	5.8	98.1
	Never	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q32. WHAT DO YOU SHOP FOR AT TE RAPA - 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	41	78.8	78.8	78.8
	Department Stores	1	1.9	1.9	80.8
	Clothing	2	3.8	3.8	84.6
	Shoes	4	7.7	7.7	92.3
	Furniture	1	1.9	1.9	94.2
	Appliances	1	1.9	1.9	96.2
	Electronics	1	1.9	1.9	98.1
	Food court	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q32. WHAT DO YOU SHOP FOR AT TE RAPA - 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	46	88.5	88.5	88.5
	Everything	1	1.9	1.9	90.4
	Clothing	1	1.9	1.9	92.3
	Furniture	1	1.9	1.9	94.2
	Electronics	1	1.9	1.9	96.2
	Sporting goods	1	1.9	1.9	98.1
	Cafes	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q32. WHAT DO YOU SHOP FOR AT TE RAPA - 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	50	96.2	96.2	96.2
	Clothing	1	1.9	1.9	98.1
	Sporting goods	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q33. OFTEN SHOP AROUND THE DOWNTOWN HAMILTON

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	21	40.4	40.4	40.4
	More than once a day	1	1.9	1.9	42.3
	2 or 3 times a month	3	5.8	5.8	48.1
	About once a month	7	13.5	13.5	61.5
	Less than once a month	11	21.2	21.2	82.7
	Never	9	17.3	17.3	100.0
	Total	52	100.0	100.0	

Q35. OFTEN GO CHARTWELL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	25	48.1	48.1	48.1
	More than once a day	1	1.9	1.9	50.0
	Once a day	1	1.9	1.9	51.9
	Every other day	1	1.9	1.9	53.8
	About twice a week	1	1.9	1.9	55.8
	2 or 3 times a month	3	5.8	5.8	61.5
	About once a month	2	3.8	3.8	65.4
	Less than once a month	8	15.4	15.4	80.8
	Never	10	19.2	19.2	100.0
	Total	52	100.0	100.0	

Q36. WHAT DO YOU SHOP FOR IN CHARTWELL - 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	35	67.3	67.3	67.3
	Everything	2	3.8	3.8	71.2
	Groceries	1	1.9	1.9	73.1
	Department Stores	1	1.9	1.9	75.0
	Clothing	7	13.5	13.5	88.5
	Food court	2	3.8	3.8	92.3
	Restaurant	1	1.9	1.9	94.2
	Other	3	5.8	5.8	100.0
	Total	52	100.0	100.0	

Q36. WHAT DO YOU SHOP FOR IN CHARTWELL - 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	44	84.6	84.6	84.6
	Everything	1	1.9	1.9	86.5
	Clothing	2	3.8	3.8	90.4
	Shoes	2	3.8	3.8	94.2
	Food court	1	1.9	1.9	96.2
	Bar or Pub	1	1.9	1.9	98.1
	Other	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q36. WHAT DO YOU SHOP FOR IN CHARTWELL - 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	47	90.4	90.4	90.4
	Liquor, wine, beer	1	1.9	1.9	92.3
	Shoes	2	3.8	3.8	96.2
	Food court	1	1.9	1.9	98.1
	Other	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q36. WHAT DO YOU SHOP FOR IN CHARTWELL - 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	50	96.2	96.2	96.2
	Groceries	1	1.9	1.9	98.1
	Clothing	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q36. WHAT DO YOU SHOP FOR IN CHARTWELL - 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	51	98.1	98.1	98.1
	Other	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Hamilton CBD Special Questions—Asked of Morrinsville Residents

Q36. HOW OFTEN DO YOU SHOP IN HAMILTON CBD?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once a day	1	1.9	1.9	1.9
	About twice a week	3	5.8	5.8	7.7
	Once a week	3	5.8	5.8	13.5
	2 or 3 times a month	8	15.4	15.4	28.8
	About once a month	12	23.1	23.1	51.9
	Less than once a month	14	26.9	26.9	78.8
	Never	11	21.2	21.2	100.0
	Total	52	100.0	100.0	

Q37. WHAT DO YOU DO - 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	11	21.2	21.2	21.2
	Work or job	3	5.8	5.8	26.9
	Shopping	19	36.5	36.5	63.5
	Entertainment	7	13.5	13.5	76.9
	Cafes or restaurants	6	11.5	11.5	88.5
	Hang out	4	7.7	7.7	96.2
	Other	1	1.9	1.9	98.1
	Never	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q37. WHAT DO YOU DO - 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	25	48.1	48.1	48.1
	Shopping	5	9.6	9.6	57.7
	Museum	1	1.9	1.9	59.6
	Entertainment	2	3.8	3.8	63.5
	Cafes or restaurants	9	17.3	17.3	80.8
	Bars, Pubs, Clubs	2	3.8	3.8	84.6
	Hang out	6	11.5	11.5	96.2
	Other	2	3.8	3.8	100.0
	Total	52	100.0	100.0	

Q37. WHAT DO YOU DO - 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	39	75.0	75.0	75.0
	Shopping	2	3.8	3.8	78.8
	Entertainment	1	1.9	1.9	80.8
	Cafes or restaurants	5	9.6	9.6	90.4
	Bars, Pubs, Clubs	3	5.8	5.8	96.2
	Library	1	1.9	1.9	98.1
	Business Activities	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q37. WHAT DO YOU DO - 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	49	94.2	94.2	94.2
	Entertainment	1	1.9	1.9	96.2
	Bars, Pubs, Clubs	1	1.9	1.9	98.1
	Casino	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q38. HOW OFTEN DO VISIT GARDEN PLACE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	About twice a week	2	3.8	3.8	3.8
	Once a week	1	1.9	1.9	5.8
	2 or 3 times a month	2	3.8	3.8	9.6
	About once a month	2	3.8	3.8	13.5
	Less than once a month	19	36.5	36.5	50.0
	Never	26	50.0	50.0	100.0
	Total	52	100.0	100.0	

Q39. WHAT ATTRACT YOU TO USE THE GARDEN PLACE - 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Safer	4	7.7	7.7	7.7
	Nicer	1	1.9	1.9	9.6
	Wider range of shops	7	13.5	13.5	23.1
	Easier parking	8	15.4	15.4	38.5
	Other	2	3.8	3.8	42.3
	Never/Nothing	25	48.1	48.1	90.4
	Don't know	5	9.6	9.6	100.0
	Total	52	100.0	100.0	

Q39. WHAT ATTRACT YOU TO USE THE GARDEN PLACE - 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	41	78.8	78.8	78.8
	Safer	1	1.9	1.9	80.8
	Cleaner	1	1.9	1.9	82.7
	Nicer	1	1.9	1.9	84.6
	More to do	1	1.9	1.9	86.5
	Wider range of shops	3	5.8	5.8	92.3
	Other	4	7.7	7.7	100.0
	Total	52	100.0	100.0	

Q39. WHAT ATTRACT YOU TO USE THE GARDEN PLACE - 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	51	98.1	98.1	98.1
	Nicer	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q40. STATEMENTS - Garden Place in the Hamilton CBD is safe

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Garden Place in the Hamilton CBD is safe	52	100.0	100.0	100.0

Q40. STATEMENTS - Garden Place in the Hamilton CBD is convenient

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Garden Place in the Hamilton CBD is convenient	52	100.0	100.0	100.0

Q40. STATEMENTS - Garden Place is interesting and attractive to me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Garden Place is interesting and attractive to me	52	100.0	100.0	100.0

Q40. STATEMENTS - More shops are needed near my home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More shops are needed near my home	52	100.0	100.0	100.0

Q41. TYPES OF SHOPS NEEDED - 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	30	57.7	57.7	57.7
	Supermarket/Groceries	3	5.8	5.8	63.5
	Department stores	1	1.9	1.9	65.4
	Clothing	8	15.4	15.4	80.8
	Shoes	1	1.9	1.9	82.7
	Appliances	1	1.9	1.9	84.6
	Food court	3	5.8	5.8	90.4
	Other	3	5.8	5.8	96.2
	Don't know	2	3.8	3.8	100.0
	Total	52	100.0	100.0	

Q41. TYPES OF SHOPS NEEDED - 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	38	73.1	73.1	73.1
	Clothing	7	13.5	13.5	86.5
	Shoes	4	7.7	7.7	94.2
	Food court	1	1.9	1.9	96.2
	Cafes	1	1.9	1.9	98.1
	Bars or Pub	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q41. TYPES OF SHOPS NEEDED - 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	43	82.7	82.7	82.7
	Supermarket/Groceries	1	1.9	1.9	84.6
	Department stores	2	3.8	3.8	88.5
	Shoes	2	3.8	3.8	92.3
	Furniture	1	1.9	1.9	94.2
	Cafes	2	3.8	3.8	98.1
	Other	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q41. TYPES OF SHOPS NEEDED - 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	44	84.6	84.6	84.6
	Supermarket/Groceries	1	1.9	1.9	86.5
	Department stores	1	1.9	1.9	88.5
	Shoes	1	1.9	1.9	90.4
	Furniture	2	3.8	3.8	94.2
	Appliances	1	1.9	1.9	96.2
	Electronics	1	1.9	1.9	98.1
	Sporting goods	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q41. TYPES OF SHOPS NEEDED - 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	45	86.5	86.5	86.5
	Furniture	1	1.9	1.9	88.5
	Electronics	1	1.9	1.9	90.4
	Hardware or building supplies	2	3.8	3.8	94.2
	Food court	1	1.9	1.9	96.2
	Bars or Pub	1	1.9	1.9	98.1
	Other	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q41. TYPES OF SHOPS NEEDED - 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	47	90.4	90.4	90.4
	Furniture	1	1.9	1.9	92.3
	Sporting goods	1	1.9	1.9	94.2
	Hardware or building supplies	1	1.9	1.9	96.2
	Food court	1	1.9	1.9	98.1
	Other	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q41. TYPES OF SHOPS NEEDED - 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	51	98.1	98.1	98.1
	Cafes	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q41. TYPES OF SHOPS NEEDED - 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	51	98.1	98.1	98.1
	Other	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q42. OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Professional	6	11.5	11.5	11.5
	Technician and associated professional	6	11.5	11.5	23.1
	Busniess owner/Entrepreneur	1	1.9	1.9	25.0
	Self/Employed	1	1.9	1.9	26.9
	Clerk	1	1.9	1.9	28.8
	Service and Sales	7	13.5	13.5	42.3
	Agriculture and Fishery Worker	8	15.4	15.4	57.7
	Trades worker	6	11.5	11.5	69.2
	Teacher Educator	1	1.9	1.9	71.2
	Retired	13	25.0	25.0	96.2
	Other ^T7	2	3.8	3.8	100.0
	Total	52	100.0	100.0	

Q43. MAIN SOURCE INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wages/Salary	28	53.8	53.8	53.8
	Income from Business	13	25.0	25.0	78.8
	Superannuation	10	19.2	19.2	98.1
	Other	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q44. HOUSEHOLD INCOME BEFORE TAX

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Loss or zero income	1	1.9	1.9	1.9
	Up to \$20,000	2	3.8	3.8	5.8
	\$20,001 - \$40,000	4	7.7	7.7	13.5
	\$40,001 - \$60,000	11	21.2	21.2	34.6
	\$60,001 - \$80,000	11	21.2	21.2	55.8
	\$80,001 - \$100,000	6	11.5	11.5	67.3
	Over \$100,001	7	13.5	13.5	80.8
	^T1 Refused/Dont Know	10	19.2	19.2	100.0
	Total	52	100.0	100.0	

Q45. HOW MANY IN HOUSEHOLD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	13.5	13.5	13.5
	2	25	48.1	48.1	61.5
	3	6	11.5	11.5	73.1
	4	8	15.4	15.4	88.5
	5	5	9.6	9.6	98.1
	6	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q46. HOUSEHOLD SITUATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Young single living alone	2	3.8	3.8	3.8
	Group flatting	1	1.9	1.9	5.8
	Young couple, no children	3	5.8	5.8	11.5
	Family, mainly pre-school children	3	5.8	5.8	17.3
	Family mainly, school children	6	11.5	11.5	28.8
	Family, adult children	13	25.0	25.0	53.8
	Older couple/single person	16	30.8	30.8	84.6
	Middle aged couple/single	7	13.5	13.5	98.1
	Multi-family household (2 or more families in one house)	1	1.9	1.9	100.0
	Total	52	100.0	100.0	

Q47. OWN OR RENT HOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	35	67.3	67.3	67.3
	Own with mortgage	8	15.4	15.4	82.7
	Rent	6	11.5	11.5	94.2
	Other ^T7	3	5.8	5.8	100.0
	Total	52	100.0	100.0	

Q48. ETHNICITY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NZ European or Pakeha	38	73.1	73.1	73.1
	Chinese/Taiwanese	1	1.9	1.9	75.0
	Other (Asian)^T7	1	1.9	1.9	76.9
	New Zealander/Kiwi	11	21.2	21.2	98.1
	Other ^T7	1	1.9	1.9	100.0
	Total	52	100.0	100.0	