



# **Researching Characteristics of People Moving Into and Out of the Western Bay of Plenty and Tauranga Districts: Some Methodological Issues**

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**The University of Waikato  
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**Researching Characteristics of People  
Moving Into and Out Of the Western  
Bay of Plenty and Tauranga Districts:  
Some Methodological Issues**

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Denise Porter, Media Advertising Executive, NZ Post, Wellington was very helpful in the preparatory work associated with our sample NZ Post data.

Residents and former residents of the Tauranga District and the Western Bay of Plenty District who completed questionnaires provided the data for analysis.

Kim Church, Hayley Keller, Melissa Thompson and Chris Gilson provided research assistance with coding, data entry and tabulations.

## PREFACE

The Migration Research Group (MRG), a component of the Department of Geography and the Population Studies Centre at the University of Waikato, has been examining dimensions of regional population changes part of the FRST-funded *New Demographic Directions Programme* directed by Professor Ian Pool. An important requirement of this research has been to develop stronger collaboration with local authorities as part of the Foundation for Research, Science and Technology's requirement that researchers build effective linkages with the users of their research outputs.

The Western Bay of Plenty *SmartGrowth Project*, a collaborative venture between Environment Bay of Plenty, two District Councils, local Maori, and local business interests, provided an ideal opportunity for the MRG to develop end-user linkages in the Western Bay of Plenty. The MRG has been contracted to carry out the demographic research for this Project. This Discussion Paper outlines the first of the substantive inquiries by the MRG into migration in the Western Bay. The research has been supported financially by the *SmartGrowth Project*, grants from the Labour Market Policy Group and the Department of Geography at the University of Waikato and Objective 2 of the FRST-funded *New Demographic Directions Programme*.

Other components of this collaborative research include a substantive report by Colin McLeay (2002) on the relevance for Tauranga of concepts drawn from contemporary urban development and planning literature, and a review by Kathy Roos (2001) of the drivers of population change identified in earlier indicative planning assessments in the Western Bay of Plenty. These studies have been funded by the *Smartgrowth Project* and *New Demographic Directions Programme*.

Richard Bedford  
Professor of Geography and  
Convenor of the Migration Research Group

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## INTRODUCTION

The Western Bay of Plenty (WBOP), defined here as the Tauranga and Western Bay of Plenty District Council administrative areas, has one of the fastest growing populations in New Zealand. In 1945 the population of the area was approximately 15,000. By 1996 the population was 114,000 and in March 2001 was 129,000. The 2050 population estimates vary between 273,000 (low growth) and 316,000 (high growth). This growth in population and the associated multiplication of households presents a range of challenges, especially managing the cumulative effects of growth over time.

Three local authorities - Environment Bay of Plenty, Tauranga District Council and the Western Bay of Plenty District Council in the Western Bay of Plenty together with Tangata Whenua have combined resources through a Joint Management Committee to undertake a growth management study specifically for the next 20 years and generally for the next 50 years (Tremaine, 2001).

Given the variance between the high and low forecasts for population growth, and the marked changes that are occurring within the fundamental structure of New Zealand's population, associated especially with the decline in fertility, a critical task for the Western Bay of Plenty *SmartGrowth Project* is to gain an understanding of, amongst other things, the key drivers which lie behind population growth, with particular reference to the migration component of growth. Migration into and out of the Western Bay of Plenty has assumed increasing significance as a driver of population change since the 1980s and largely accounts for this part of New Zealand having one of the fastest rates of population growth during the last intercensal period.

This *Discussion Paper* details a methodology that has been used to conduct a survey of people moving into and out of the Western Bay of Plenty between October 2000 and September 2001. It is part of a larger demographic study, commissioned by the Western Bay of Plenty *Smartgrowth Project*. It is also a component of the on-going FRST-funded research by the Migration Research Group at the University of Waikato into population dynamics in the Waikato and Bay of Plenty Regions (see, for example, Bedford *et al.*, 2001).

We begin by defining the area of the survey and then describe the methodology used for this project. In conclusion a brief overview of selected characteristics of the respondents is presented. Copies of the documentation for ethics approval, covering letters and the questionnaires are included in the appendices. The results from the survey will be published in a subsequent report.

## SURVEY OF PEOPLE MOVING INTO AND OUT OF THE WBOP

The primary aim of this survey was to assess the reasons why recent residents have chosen to settle in the Western Bay of Plenty and Tauranga District and the reasons why others have chosen to leave these areas for other parts of New Zealand or overseas. In addition, the survey was designed to assist in detailing some of the factors that lead to satisfaction with residence in the Western Bay. The areas of investigation are shown on the location map (Figure 1).



**Figure 1: Location map showing Western Bay of Plenty and Tauranga District**

There are several essential steps in the planning of any research project. These are the research design, survey instrument, sampling plan and data collection and analysis. In addition, consideration must be given to factors such as the objectives, time frame and resources of the researcher. During the course of designing and conducting this research a number of methodological issues arose. In the following sections, we identify and explain how we dealt with some of these issues.

## **Research design**

The first issue to be addressed was how to locate the target population of people who had recently moved into or moved out of the Western Bay of Plenty.

### *Sampling considerations*

For this survey we followed a lead provided by the Manager of a Promotions and Marketing Company. This alerted us to the existence and availability of data bases of postal addresses compiled and held by New Zealand Post.

First, the Media Advertising Executive at New Zealand Post's Wellington headquarters was contacted. In response, she sent a brochure of 'New Zealand Post Addressing Services'. This publication outlined the four different address databases available from New Zealand Post and the associated services they provide.

The four databases are:

- New Zealand Movers Mailing List (people who have recently moved).
- Hot Leads (direct marketing consumer mailing list of people who have particular purchasing preferences).
- Household Street Address List (non-personalised mailing list of households nation-wide).
- Rural Post (a list of NZ Post's rural customers that includes information on occupation, location, gender and interests/hobbies).

It was decided that for this survey we would seek to obtain addresses of people who moved into or out of the Western Bay of Plenty region between 1 October 2000 and 30 September 2001. This information could be obtained from the New Zealand Movers Mailing List, which is compiled from those completing "Change of Address Requests" with NZ Post.

According to the NZ Post data-sheet about the New Zealand Movers Mailing List:

Eighty percent of New Zealand households and individuals that change address advise New Zealand Post. About two thirds of these “Movers” also allow New Zealand Post to use their change of address information for Address List Rental and Address Correction Services. New Zealand Post has been capturing this movement data since mid-1994. The list also includes up to six previous addresses for each household.

### *Ethical issues*

Before any approach was made to potential respondents, it was necessary to obtain approval for our proposed methodology from the University of Waikato Human Research Ethics Committee. The application is appended (Appendix 1).

We were confident that our sampling methodology would meet the requirements of the University of Waikato as our potential respondents had already completed a form to indicate that they were prepared to let their name appear in the NZ Post Directory. On the Change of Address Request form, individuals and households must complete a question that reads as follows:

**Household Postal Address Directory** If you do not wish to be included in the Household Postal Address Directory please write “NO” in the space provided. For more information please read the back of the customer copy.

The information on the back of the customer copy reads as follows:

### **Household Postal Address Directory**

To assist with correct mail addressing and efficient delivery New Zealand Post maintains a Household Postal Address Directory which lists the names, previous addresses and latest notified postal addresses of individuals 17 years of age and over. The directory is available, under controlled conditions, to companies and organizations wishing to communicate with you, including those advertising goods and services to new home owners and tenants. The directory is compiled from name and postal address information provided by individuals using New Zealand Post’s Postal Redirection service.

You do not have to be listed in the directory – simply write ‘NO’ in the space alongside “Household Postal Address Directory” if you do not want the names and addresses of persons listed in your mail redirection request to be included in the directory. Your mail will still be redirected.

New Zealand Post Addressing Services Lists comply with the Privacy Act 1993. Collection, management and use of name and address information are all designed to comply with the Act. Approved users of information must agree to comply with New Zealand Post's conditions to ensure that individual privacy is respected and legal obligations are met. As such, on purchasing information from NZ Post we were required to complete a Terms and Conditions of Rental agreement that set out roles and responsibilities for the delivery and use of postal information.

## **Procedure**

### *Sample*

Prior to obtaining the name / address information from NZ Post we had to determine in what form the data would be delivered. The NZ Post data is organized according to postcodes, not territorial authority boundaries. It is important to note that postcode areas do not align with Territorial Local Authorities (TLAs).

After negotiation with the NZ Post representative, it was ascertained that data could be retrieved on the basis of territorial authority boundaries, meaning we did not have to reconcile differences between postcode areas and territorial authority boundaries. (See notes on selection criteria below.) In addition, we were told that NZ Post does not hold maps which show where postcode areas begin and end and such information can not be obtained from them.

Having ascertained that we could get information based on TLAs we sought names and addresses for people who had moved into the Western Bay of Plenty Region. In terms of addresses of those that had moved out of the WBoP we decided to select several 'spatial categories' as destinations – rather than simply having addresses based on the whole of New Zealand. The selection of various areas in NZ would also be useful in the coding of data.

Our request to NZ Post was as follows:

- 1) Those people who moved INTO the Tauranga District FROM each of the following:
  - Western Bay of Plenty District
  - Other Bay of Plenty Region
  - Waikato Region
  - Auckland Region
  - Other North Island
  - South Island
  - Other

- 2) Those people who moved INTO the Western Bay of Plenty District FROM each of the following:
  - Tauranga District
  - Other Bay of Plenty Region
  - Waikato Region
  - Auckland Region
  - Other North Island
  - South Island
  - Other
  
- 3) Those people who moved OUT OF the Tauranga District INTO each of the following:
  - Western Bay of Plenty District
  - Other Bay of Plenty Region
  - Waikato Region
  - Auckland Region
  - Other North Island
  - South Island
  - Other
  
- 4) Those people who moved OUT OF the Western Bay of Plenty District INTO each of the following:
  - Tauranga District
  - Other Bay of Plenty Region
  - Waikato Region
  - Auckland Region
  - Other North Island
  - South Island
  - Other

In requesting this information in this way there were duplicates that had to be removed when the files arrived. For example, there were 'double-ups' between those people who had moved into the Tauranga District from Western Bay of Plenty District and those who had moved out of the Western Bay of Plenty District into the Tauranga District.

Having decided on the 'spatial sources' of information we wanted, a decision had then to be made on the form the data would take. The New Zealand Movers Mailing List has a number of different 'Selection Criteria' that can be included in data selection. The complete list of criteria is as follows:

<i>Title:</i>	Mr, Mrs, Mr & Mrs, Miss, Ms, Unspecified
<i>Home Ownership:</i>	Owned, Rented, Not Specified

*Number of Records per Household:* One, All  
*Date Record Added to File:* Moved before a specified date  
 Moved after a specified date  
 Moved within a specified date range  
*Address Type:* New Address Only  
 OR Old Address Only  
 OR Old Address(es) And New Address  
*Geographical Location:* By Post Code (Zip Code), By Suburb, By City, By Statistics New Zealand Meshblocks, Area Units, TLA

From these various options we choose the following selection criteria:

*Title:* Mr, Mrs, Mr & Mrs, Miss, Ms, Unspecified  
*Home Ownership:* Owned, Rented, Not Specified  
*Number of Records per Household:* One  
*Date Record Added to File:* Moved within a specified date range  
 (1 October 2000 – 30 September 2001)  
*Address Type:* Old Address(es) And New Address  
*Geographical Location:* TLA

The choices that were made were to ensure that the sample was as inclusive as possible. It was realised that a few duplicate names would need to be removed.

#### *Cost*

Data from NZ Post can be obtained in a variety of output media (diskette, self adhesive labels, e-mail file) and output formats (ASCII, fixed length fields, upper case only, upper and lower case). Rather than having to create our own address labels we requested the data be delivered as self adhesive address labels and as an Excel file on diskette. While we asked for new address and old addresses, none of the individual records included previous addresses.

The fee structure (as at November 2001) for data from the New Zealand Movers Mailing List was as follows (all prices are in NZ dollars):

#### *Rental Fee*

Address changes in last 3 months      \$200.00 per 1000 names

*Set Up Fee*      \$200.00

#### *Media Fee*

Self Adhesive Labels      \$20.00 per 1000

Diskette      \$20.00 each

Email      \$30.00

Printing on-line flow      \$16.00 per 1000 (+0.04c/page 50 entries/page)

Freight      \$45.00 (on diskette, printed output only)

*Goods and Services Tax*

12.5 %

Our cost for the sample of 796 names for this project was just over \$500.

## **Questionnaire**

As the questionnaire was to be administered by post it was important that the format, colour, layout and length of the document should appear attractive to the recipient. For this study it was necessary to prepare two questionnaires – one for those moving INTO the Tauranga District and Western Bay of Plenty areas (printed as an A4 blue booklet) and one for those moving OUT OF the areas (printed as an A4 yellow booklet).

For a postal questionnaire the questions need to be as clear and unambiguous as possible and most often be closed rather than open-ended. It has been found in the past that postal questionnaires containing a large number of open-ended questions can be viewed as an unacceptable chore inducing a large non-response (Lidgard, 1992). The questionnaires developed for this study are included in Appendices 3 and 5. The respondents were given two opportunities to express themselves in their own words. The first open-ended question was asked half way through the questionnaire to allow the respondents the freedom to express their satisfaction about living in the Western Bay in their own words. The second opportunity was in the final question where respondents were encouraged to provide any additional information that they thought they would like to add.

### *Pre-testing*

The completed questionnaires were pre-tested with a group of people who were recent migrants into the Western Bay. The analysis of these answers together with feed-back from the respondents enabled us to refine the layout and pinpoint the questions that needed further clarification or elaboration.

### *Mail Out*

After approval was granted from the University of Waikato Human Research Ethics Committee, planning for the post-out was finalised. During the last week of November 2001, a total of 791 questionnaires were posted out – 512 to the sample termed ‘IN Migrants’ (those people who moved INTO either Tauranga District or Western Bay described above) and 279 to ‘OUT Migrants’ (the people who moved OUT from either Tauranga District or Western Bay as described above).

## Response Rates

As expected, the bulk of the responses were received in the first week following the mail-out. Two weeks after the initial letters and copies of questionnaires were posted completed questionnaires had been received from 28 percent of the sample. A further four percent of the sample letters/questionnaires were unable to be delivered and hence were returned to us as sender. A reminder letter was posted to those that we had not heard from or whose letter had not been returned (Appendix 6). Completed questionnaires continued to trickle in for the next 10 days until, on the day University closed for the Christmas holiday period (21 December), the percentage of respondents returning completed questionnaires had reached 35 percent.

Between mid January and mid February (when the cut off for coding was enforced) a further 25 completed questionnaires (three per cent) were received. This meant that the data for analysis was coded for 38 percent of the original sample. In addition, we received notification that four percent of the group were overseas and two percent were not eligible to participate. Six people returned the questionnaires wishing us to note their refusal to participate and four of the addressees were deceased and their mail had been redirected to relatives.

In the group deemed not eligible to participate there were a variety of reasons for their disqualification. One reasonably common theme was that a Tauranga address had been used just as a postal contact. One such response was as follows:

I haven't completed the survey as I was using the Tauranga address to forward mail to while I was overseas. I previously resided in Wellington and have returned to Wellington. Based on the questions I didn't feel it appropriate to complete the survey.

On the other hand, refusal to participate ranged from not wishing to discuss personal circumstances to being "Too old to be bothered with this. As I'm 80 years and my husband is 90 years old". Concern was also expressed about the confidentiality of requests such as ours. As one respondent put it

We will not be taking part in your study so please do not ask us again. We have looked at the questionnaire and do not agree with needing to divulge info. of a personal nature to "assist" you in your quest. Hope this does not offend or inconvenience you in anyway.

Unfortunately some of the mail was addressed to people who were deceased. The following response from one relative illustrates that this is a problem with this type of data base that we had failed to anticipate.

This sort of insensitive material upsets my mother. My father DIED Sept 2000 which is the reason he “left” the area. He has never lived in [*the address to which the questionnaire was sent*]. Please remove his name from ALL Waikato University mailing lists. This is not the first time such a questionnaire has been sent to him. Perhaps your research should include checking whether the person is still alive!!

Overall, we received information on 49 percent of the original mail we sent out. This response rate was pleasing ‘in light of the fact that a typical return rate for a mail survey is around 30 percent’ (Shaughnessy and Zechmeister, 1990, 90).

### **Data analysis**

In this survey, the sample selected for analysis was all those returned postal questionnaires that were at least 50 percent complete. These were divided into four groups for analysis. The four groups were: people who had moved INTO Tauranga District from areas as specified previously; people who had moved INTO Western Bay of Plenty District from the same specified areas; people who had moved OUT of the Tauranga District into areas specified previously and people who had moved OUT of the Western Bay of Plenty District into the same areas.

As the questionnaires (see Appendices 3 and 5) contained mainly closed questions the bulk of the analysis was done using quantitative methods. The answers were coded and the results entered into a Statistical Package for Social Sciences (SPSS) data base. In addition, the answers to the two open-ended questions provided a wealth of personal statements for qualitative analysis. Hence, it has been possible in this survey to use both quantitative and qualitative methods of analysis.

### **The migrants**

The sample analysed from the completed questionnaires included 192 “In” Migrants and 97 “Out” Migrants. The “In” group comprised 157 moving into Tauranga District and 35 moving into the Western Bay area. Within the “Out” group 82 had moved from Tauranga District and 15 from Western Bay (Table 1). The median age was 42 years for those moving both into and out from Tauranga District. The groups moving into and out of the Western Bay were older with a median age around 50 years.

Some characteristics of the groups are given in Table 1. There were virtually equal numbers of males (145) and females (144) among the respondents but there were more male than female respondents among the ‘In Migrant’ population and more

female than male respondents, among the ‘Out Migrant’ population (Table 1). Just over two-thirds (71 percent) of the men were part of the “In migrant” group and just under two-thirds of the women (62 percent). The “Out migrant” group contained 38 percent of the total women respondents and 29 percent of the male respondents.

**Table 1: Characteristics of respondents in the November 2001 Survey**

<b>Characteristic</b>	<b>Tauranga District</b>		<b>Western Bay</b>		<b>Total</b>	
	<b>IN</b>	<b>OUT</b>	<b>IN</b>	<b>OUT</b>	<b>IN</b>	<b>OUT</b>
<b>Gender</b>						
Male	85	36	18	6	103	42
Female	72	46	17	9	89	55
<b>Age Group</b>						
15-24	16	15	3	0	19	15
25-39	46	24	4	6	50	30
40-59	51	23	20	0	71	23
60+	39	20	8	9	47	29
No response	5	-	-	-	5	-
<b>Ethnicity</b>						
NZ European	130	62	26	12	156	74
NZ Maori	5	6	3	1	8	7
Maori/European	7	0	4	0	11	0
Other NZer	0	6	0	1	0	7
Other	11	8	2	1	13	9
No response	4	0	0	0	4	0
<b>Qualifications</b>						
None	15	9	4	1	19	10
Secondary	43	25	15	6	58	31
Tertiary	73	36	11	3	84	39
Other	9	6	1	2	10	8
No response	17	6	4	3	21	9
<b>Income source</b>						
Wages/salary	72	37	16	4	88	41
Self-employed	18	8	3	0	21	8
Govt Support	48	27	13	9	61	36
Other	10	8	3	0	132	8
No source	4	1	0	0	4	1
No response	5	1	0	2	5	3
<b>Total numbers</b>	<b>157</b>	<b>82</b>	<b>35</b>	<b>15</b>	<b>192</b>	<b>97</b>

Five year age bands were aggregated to give four broad age groups; the school leavers/tertiary entrants (15-24 years), the young workforce (25-39 years), the mature workforce (40-59 years) and the older and retired workforce (60 years and over). A third of the respondents were part of the mature workforce, followed by

28 percent in the younger workforce age group, 26 percent in the older or retired workforce and 12 percent in the school leavers/tertiary entrants group. Although this region has a flourishing retirement village industry it was interesting to note that amongst the older people, those aged over 70 years, almost as many were moving out (seven percent) as were moving into the district (eight percent).

The dominant ethnic group in the respondent sample was New Zealand European. This ethnicity was selected by 80 percent of the respondents while five percent said they were New Zealand Maori and four percent said they were both New Zealand Maori and New Zealand European.

The members of the respondent group were highly educated with 43 percent stating that they had some form of tertiary qualification. Thirty-nine percent of this tertiary educated group had completed university degrees. Only 10 percent of the group said that they had no qualifications.

A third of the respondents were dependent on Government support as their major source of income. Forty-five percent were wage or salary earners while for 10 percent self-employment was their major source of income. A detailed analysis of the characteristics of the respondents in this survey will be published in a subsequent report.

## RESEARCHING REGIONAL MIGRANTS

Although not all people fill in a change of address form with NZ Post when they move their place of usual residence, NZ Post estimate that eighty percent of movers do complete this form. Thus the NZ Post database has a record of the names of the majority of people who are moving their usual place of residence and this provides researchers with an excellent sample of “movers”.

Given the response rates achieved through use of the New Zealand Post New Movers Mailing List, there is scope for research to be conducted using other postal databases maintained by New Zealand Post. For example, in addition to name and address information, the Rural Post Mailing List provides data on occupation (dairy, beef, sheep, other livestock, cropping or arable, horticulture, tourism, small farmer or retired), location, gender, and interests and hobbies. The detail of this rural profiling means that, for example, New Zealand Post can segment data by specific occupations and hobbies.

Such detailed profile information is also accessible via the Hot Leads Mailing List. This database allows access to an estimated 1000 households per month who have provided demographic information about their households and have indicated the

categories, products and services about which they would like to receive information. The Hot Leads Mailing List allows segmentation by criteria such as purchase preference, home ownership and period of residence.

New Zealand Post proved to be extremely helpful in relation to our data request. It was pleasing for us that our request generated a level of excitement about the mailing list data being used for something other than direct marketing. Given this willingness to support research projects like the one described in this *Discussion Paper*, there is much that can be gained from employing information sourced through the New Zealand Post databases.

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**Appendix 1**

**THE UNIVERSITY OF WAIKATO  
HUMAN RESEARCH ETHICS COMMITTEE (HREC)  
APPLICATION FOR APPROVAL OF A RESEARCH PROPOSAL**

**NAME OF APPLICANTS:** Professor Richard Bedford, Dr Jacqueline Lidgard and Dr Colin McLeay

**DEPARTMENT:** Geography

**PROJECT STATUS:** This project is supported by the three local authorities of the Western Bay of Plenty Sub-region (Environment Bay of Plenty, Tauranga District Council and the Western Bay of Plenty District Council), the Foundation for Research, Science and Technology and The Department of Geography.

**TITLE OF PROJECT:** Western Bay of Plenty SmartGrowth Project Phase 2: Demand based demographic study of population and households.

**DESCRIPTION OF PROJECT:**

**a. Justification:**

A major sub-regional growth management study has been commissioned by the three local authorities of the Western Bay of Plenty and the Migration Research Group has been asked to carry out a three-phase research programme to provide base-line information on the demographic processes that are transforming the resident population in the area comprising Western Bay District and Tauranga District (the Western Bay of Plenty) (Appendix 1). The five phases include:

- 1) a substantive review of literature relating to the growth of “consumption cities”
- 2) a postal survey of recent migrants into the Western Bay and out of this area to other parts of New Zealand
- 3) a series of household interviews in five selected areas of the Western Bay
- 4) analysis of 2001 census data on migration into and out of the Western Bay, as well as an examination of the socio-demographic characteristics of the resident population
- 5) preparation of demographic and household projections for the Western Bay through to 2036.

This application for approval of a research proposal covers the postal questionnaire survey that we hope to initiate in late November 2001. This part of the research also contributes to the FRST-funded “New Demographic Directions Programme” and is supported by a small grant from the Labour Market Policy Group of the Department of Labour and the New Zealand Treasury (Appendix 2).

Approval for the household interviews to be carried out in February/March 2002 will be sought at a later date when the research instrument has been finalised.

**b. Objectives:**

- Determine the factors that are influencing population movement into, within and out of the Western Bay of Plenty Region using information obtained from a mix of macro- and micro-level research carried out in association with key local authorities.
- Establish the employment and household characteristics of both internal and overseas immigrants into the Western Bay of Plenty Region.

**c. Procedures for recruiting participants and obtaining informed consent:**

The addresses of all people who moved into Tauranga District and Western Bay of Plenty District (as two separate destination areas) between 1 October 2000 and 30 September 2001 have been gathered and these people will be contacted. We will also seek the addresses of all people who left the two Districts during the same period.

The sampling frame for this study is to be supplied by New Zealand Post.

**d. Procedures in which research participants will be involved:**

All the people identified will be invited to participate in the research. A cover letter (Appendix 3) will be sent with a postal questionnaire (Appendix 4 - questionnaire still to be pre-tested and finalised). The questionnaire will seek a general demographic profile of the person who made the decision to move to the Western Bay of Plenty Region and answers to questions that will enable us to meet the objectives as set out above.

**e. Procedures for handling information and materials produced in the course of the research:**

All data collected in this research will be kept in a locked room. No participants' names or other identifying characteristics will be disclosed in any of the written reports produced in the course of the research.

**ETHICAL CONCERNS****a. Access to participants:**

The New Zealand Post Change of Address Request form contains a section that asks people whether or not they wish to be included in the "Household Postal Address Directory" which they have been told is available under controlled conditions to 'organisations wishing to communicate with you'. The only people contacted will be those who have agreed to have their names and addresses, both current and previous, included in this register.

**b. Informed consent:**

Free informed consent at all phases. (See appendices)

**c. Confidentiality:**

All data collected and processed in the course of the research will be treated as strictly confidential. No names or other information that could identify any individual participant will be used in any written reports.

**d. Potential harm to participants:**

None so long as confidentiality and anonymity are preserved.

**e. Participants' right to decline:**

The participants' agreement to be contacted has been obtained by New Zealand Post. Participants are free to withdraw from the research at any time, and to decline to answer any individual questions.

**f. Arrangements for participants to receive information:**

All participants will receive a summary of the research findings. They may request and receive copies of publications from the research.

**g. Use of the information:**

Report, conference papers, journal articles and book chapters.

**h. Conflicts of interest:**

None

**i. Other ethical concerns relevant to the research:**

None

**ETHICAL STATEMENT**

Ethical standards specified in the University of Waikato's policy guidelines for research involving human subjects will apply to this project.

**LEGAL ISSUES**

None

**Signature:**

**Date:**

## Appendix 2

27 November, 2001

Department of Geography  
Te Wāhanga Aro Whenua

Dr Jacqueline M. Lidgard  
MSocSc, PhD *Waikato*  
Research Fellow  
Migration Research Group  
Private Bag 3105  
Hamilton, New Zealand

Telephone: +64-7-838-4466 ext 8437

Facsimile: +64-7-838-4840

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Dear

### RE: Western Bay of Plenty SmartGrowth Project

Environment Bay of Plenty, Tauranga District Council, Western Bay of Plenty District Council and Tangata Whenua are undertaking a study to plan for the future growth of the Western Bay of Plenty region. The study is called SmartGrowth.

As part of the study the Migration Research Group at the University of Waikato is conducting research into the reasons why New Zealanders who have lived in other regions of New Zealand, or who have lived overseas, at present have their home in the Western Bay of Plenty. There have been some interesting shifts in patterns of migration between regions in New Zealand in recent years. This research will assist us to determine the contribution that population movement is making to environmental, social and economic changes in the Western Bay of Plenty region.

A questionnaire is attached that we would like you to spend a few minutes filling in. We are really looking forward to reading your answers. These will help us to gain a better understanding of population growth in the Bay of Plenty. Your answers will be treated completely confidentially. The identification number on the first page will be used to check that I have received your questionnaire. All answers will be coded (boxes on right of page) and analysed with reference to groups of people rather than individuals. Your name will not be recorded in the data so that your anonymity is preserved.

The success of this study depends on a good response to this questionnaire. Your assistance will be greatly appreciated.

If you have any enquires please either contact me, details above, or Dr Colin McLeay, Lecturer, University of Waikato - Tauranga (Private Bag 12-027, Tauranga; phone: 577-5306; fax: 577-5313; e-mail: c.mcleay@waikato.ac.nz).

Thank you for your assistance.

Yours sincerely  
Dr Jacqueline Lidgard  
Research Fellow  
Migration Research Group

### Appendix 3

CONFIDENTIAL

I.D. \_\_\_\_\_

## Regional Migration Survey

Thank you for agreeing to answer these questions. As you know we are trying to find out more about the movements and employment histories of people who are living in the Western Bay of Plenty (WBOP).

**PLEASE read each question carefully.** Remember there are no right or wrong answers. You are under no obligation to answer any question and if the question is too personal leave it blank. As you go through the questionnaire if you have any questions about why some things are being asked please don't hesitate to contact us.

PLEASE TICK OR CIRCLE YOUR ANSWER OR WRITE IN THE SPACE PROVIDED  
(If space is too limited **please** write in any margin **except the right** margin of the pages.)

### Section A: Area in New Zealand where you have lived

We would like some information on how long you have lived in the Western Bay of Plenty region (*see map on back cover*), where you have lived previously and how long you intend to stay in the region.

**A1** In which urban area or rural locality did you live immediately prior to moving to your present home?

a) Urban area/rural locality \_\_\_\_\_

b) ☐ Not living in New Zealand. (*Print the name of the country below.*)

**A2** Where did you usually live **FIVE** years ago, on 30 September 1996?

a) ☐ At the place given in question **A1**.

b) ☐ In New Zealand at another place.  
(*Print the name of the area/locality below.*)

Urban area/rural locality \_\_\_\_\_

c) ☐ Not living in New Zealand. (*Print the name of the country below.*)

*These questions refer to the names of the places in which you have lived since 1990.*

**A3** In the table below please fill in your mobility history since 1990.

Place of residence	Years of residence
<i>For example</i> <i>Hamilton</i> <i>Sydney</i> <i>Hamilton</i> <i>Tauranga</i>	<i>1990-1993</i> <i>1994-1996</i> <i>1997-1998</i> <i>1999</i>

**A4** How many of the changes in place of residence you have listed above were because of a change in employment?

---

**A5** At this present time how long do you **intend** to live at your current place of residence in the Western Bay of Plenty?

☐ Less than one year

☐ 1-2 years

☐ 3-5 years

☐ 6-9 years

☐ 10 years or more

☐ Permanently

☐ Not sure

## Section B: Reasons for moving

The following questions are being asked to determine the reasons why you have **moved** to live in the Western Bay of Plenty (**see map for definition of Western Bay of Plenty**). *(These questions refer to the factors that influenced your decision to move **away** from your previous home.)*

**B1** Please tick the appropriate space to show the importance of the following factors in your decision to move **away from** your previous place of residence.

<b>Financial</b>	Doesn't Apply	Not at All Important	Slightly Important	Important	Very Important	Extremely Important
Relocation of business						
Branch company transfer						
Poor economy in region						
Wages too low						
Job loss						
Poor job prospects						
Poor business opportunities						

### Lifestyle

Desire to live in a new area						
Limited educational opportunities						
Retirement						
Limited opportunities to earn income						
Poor climate						
Housing too expensive						

### Family

Further from family						
For children to grow up in another region						
Partner's/Parent's decision						
Children's education						

Other (Please Specify)

---

---

**B2** Who moved with you into the Western Bay of Plenty?

- |  |  |
|--|--|
| <input type="radio"/> Moved Alone          | <input type="radio"/> Friend(s)              |
| <input type="radio"/> Husband/Wife/Partner | <input type="radio"/> Brothers/Sisters       |
| <input type="radio"/> Your child/children  | <input type="radio"/> Other (please specify) |
| <input type="radio"/> Parents              |  |

---

**B3** a) What type of accommodation did you live in immediately before you moved this last time?

- |   |  |
|---|--|
| <input type="radio"/> Home of parents/relatives | <input type="radio"/> Rented accommodation   |
| <input type="radio"/> Own house                 | <input type="radio"/> Other (please specify) |
| <input type="radio"/> Hostel                    |  |

---

### Section C: Reasons for moving to the Western Bay of Plenty region

The following questions are being asked to determine reasons why you **moved** to live in your present home. *(These questions refer to the factors that influenced your decision to move to the Bay or your new residence.)*

**C1** Please tick the appropriate space to show the importance of the following factors in the decision to **move into** your current place of residence.

<b>Financial</b>	Doesn't Apply	Not at All Important	Slightly Important	Important	Very Important	Extremely Important
More job opportunities						
Higher wages						
Branch company transfer						
Opportunity to begin new business						
Relocation of business						
Escaping high living costs						

#### **Lifestyle**

Coastal environment						
Better climate						
Desire for change						
Larger centre						
More opportunities to earn income						
Better housing						

#### **Family**

Closer to family						
Closer to friends						
Education for children						
Desire for children to grow up in WBOP						
Parent's/Partner's decision						

Other (Please Specify)

---



---

**C2** a) What type of accommodation are you living in at present?

☐ Home of parents/relatives

☐ Rented accommodation

☐ Own house

☐ Other (please specify)

☐ Hostel

---

**C3** a) Do you have plans to move again?

☐ Yes

☐ No

☐ Undecided

**If Yes:** go to b, c, d & e.

**If No or Undecided:** go to **Section D**

b) Will you move to another residence within the Western Bay of Plenty?

☐ Yes

☐ No

c) Will you go to a region in New Zealand or an overseas country that you have **already lived in**?

☐ Region already lived in

☐ Country already lived in

d) Will you go to a region or country that you have **not lived** in before?

☐ Region not previously lived in

☐ Country not previously  
lived in

e) How soon do you plan to move?

☐ Within 12 months

☐ Between 1-5 years

☐ After 5 years or more

## Section D: Employment experiences

In this section the following questions are being asked in order to determine the employment experiences of people who have moved into the Western Bay of Plenty.

### D1 Occupation **BEFORE MOVING** to the Western Bay of Plenty

a) In the space below please write your **previous** occupation, for example:

*Primary School Teacher, Clothing Machinist, Motel Manager,  
Word Processor Operator, Retired, Home Duties, Student, Unemployed*

---

b) In this occupation what were your main tasks or duties, for example:

*Running a Motel, Servicing and Repairing Cars, Answering Phones and  
Typing, Serving Customers, Guiding Tourists, Milking Cows*

---

### D2 **CURRENT** Occupation

a) In the space below please write your **current** occupation, for example:

*Primary School Teacher, Clothing Machinist, Motel Manager,  
Word Processor Operator, Retired, Home Duties, Student, Unemployed*

---

b) In this occupation what are your main tasks or duties, for example:

*Running a Motel, Servicing and Repairing Cars, Answering Phones and  
Typing, Serving Customers, Guiding Tourists, Milking Cows*

---

*Please complete the following questions if you are currently in paid employment. **If not in employment go to Section E.***

### D3 Are you satisfied with your current employment?

Most unsatisfactory	Not satisfied	Neither satisfied nor unhappy	Satisfied	Very satisfied
1	2	3	4	5

### D4 How difficult was it for you to find this job?

Very difficult	Difficult	Neither easy nor difficult	Easy	Very easy
1	2	3	4	5

**D5** How **long** did it take you to find it?

- ☐ Less than 1 week
- ☐ Less than 1 month
- ☐ More than 1 month

**D6** In your current employment how much do you feel you use:

a) **Your educational qualifications**

Not important in current job	Sometimes important	Neither important nor unimportant	Usually important	Always important
1	2	3	4	5

b) **Your previous work experience**

Not important in current job	Sometimes important	Neither important nor unimportant	Usually important	Always important
1	2	3	4	5

**D7** a) Did you have employment arranged before you arrived in the WBOP?

- ☐ Yes ☐ No

b) **If Yes** – Was it with an existing or a new employer?

- ☐ Existing ☐ New

**D8** In your search for a job have you: *(Please circle yes or no)*

Had to retrain	Yes	No
Had difficulty getting previous employment experience recognized	Yes	No
Accepted a non preferred occupation	Yes	No
Changed the person who was the main income earner in your household	Yes	No

## Section E: Reflections on life in the Western Bay of Plenty

These questions are asked to find out how you feel about aspects of your experience living in the Western Bay of Plenty.

**E1** Please tick the appropriate space to show whether you feel that your experience has benefited or harmed you in comparison with your previous residence in each of the following categories.

Category	Don't know	Very harmful	Harmful	Neither harmful nor beneficial	Beneficial	Very beneficial
Job or business opportunities						
Living costs						
Career experience						
Income						
Personal development						
Lifestyle						
Other (specify)						

**E2** Overall, what are your feelings about living in the Western Bay of Plenty?

Don't know	Strongly negative	Negative	Indifferent	Positive	Strongly positive
0	1	2	3	4	5

**E3** Please rate your feelings about **your health in general**. I feel that my health is:

Very poor	Not good	Good	Very good	Excellent
1	2	3	4	5

**E4** During the **past 30 days** thinking about your health **how many days** did you feel:  
a) your physical health, including illness and injury was not good? \_\_\_\_\_

b) your mental health, including stress and emotional problems was not good? \_\_\_\_\_

c) your poor physical or mental health kept you from doing your usual activities such as self-care, work or recreation? \_\_\_\_\_

**E5** What do you like most about living in the Western Bay of Plenty?

---



---

## Section F: Background profile

Finally please fill in the next questions which are necessary to establish a demographic profile of the participants. *(Please circle or tick the correct answer or write in the space provided.)*

- F1** a) Please name the urban area/rural locality where you were born in New Zealand  
**OR** If you were born overseas name the **country**.

---

**b) If you were born somewhere other than New Zealand**

The year you became a resident in New Zealand was \_\_\_\_\_

- F2** Sex: Are you?

☐ Male

☐ Female

- F3** Age: Please select the category that best describes your current age;

☐ 15-19 years

☐ 20-24 years ☐ 25-29 years

☐ 30-34 years

☐ 35-39 years ☐ 40-44 years

☐ 45-49 years

☐ 50-54 years ☐ 55-59 years

☐ 60-64 years

☐ 65-69 years ☐ 70+ years

- F4** Ethnicity: Please show the ethnic group you belong to;

☐ NZ European

☐ NZ Maori

☐ Cook Island Maori

☐ Samoan

☐ Tongan

☐ Niuean

☐ Chinese

☐ Indian

☐ Other (specify) \_\_\_\_\_

- F5** Please select the category which best describes your current marital status;

☐ Never married

☐ Married

☐ Divorced

☐ Separated

☐ Widowed

☐ De facto relationship

- F6** a) Please show your highest educational qualifications;

☐ NZ School Cert in one or more subjects

☐ NZ Sixth Form Certificate

☐ NZ HSC or Bursary (A or B)

☐ University study, no degree

☐ Undergraduate university degree

☐ Masters or higher Uni degree

☐ Trade certificate

☐ Other tertiary qualification

☐ Overseas university degree

☐ Overseas high school qualificat<sup>n</sup>

☐ Other (Please specify) \_\_\_\_\_

- b) If any of the above qualifications were obtained overseas please list them here

\_\_\_\_\_

**F7** Please mark the **main source** of your income.

- ☐ Wages, salary, commissions, bonuses, etc. paid by employer
- ☐ Self-employment, or owner-operated business
- ☐ Government income support payments (all benefits e.g. student, training etc)
- ☐ A mix of wages and self-employment
- ☐ Other income (please specify) \_\_\_\_\_
- ☐ No source of income

**F8** From all your sources of income what will be the total income that you received before tax was taken out in the 12 months that ended on 30 September 2001.

- |  |   |
|--|---|
| <input type="radio"/> Zero income          | <input type="radio"/> \$1 - \$5,000       |
| <input type="radio"/> \$5,001 - \$10,000   | <input type="radio"/> \$10,001 - \$15,000 |
| <input type="radio"/> \$15,001 - \$20,000  | <input type="radio"/> \$20,001 - \$25,000 |
| <input type="radio"/> \$25,001 - \$30,000  | <input type="radio"/> \$30,001 - \$40,000 |
| <input type="radio"/> \$40,001 - \$50,000  | <input type="radio"/> \$50,001 - \$70,000 |
| <input type="radio"/> \$70,001 - \$100,000 | <input type="radio"/> \$100,001 or more   |

**F9** Mark as many spaces as you need to show all the people who live in the same household as you.

- |   |   |
|---|---|
| <input type="radio"/> My legal husband or wife        | <input type="radio"/> My partner or defacto   |
| <input type="radio"/> My children                     | <input type="radio"/> My mother and/or father |
| <input type="radio"/> My sister(s) and(or) brother(s) | <input type="radio"/> My flatmate(s)          |
| <input type="radio"/> I live alone                    | <input type="radio"/> Other (Please specify)  |
- \_\_\_\_\_

**Additional Information** *(Continue on a separate sheet if desired)*

This questionnaire has aimed to gather information from you regarding your background, mobility and employment experiences. If you feel that we have not covered all that you wish to talk about or you have any additional comments, please use the space below.

\_\_\_\_\_

\_\_\_\_\_

Contact phone number: \_\_\_\_\_ Email: \_\_\_\_\_

DR JACQUELINE LIDGARD AND DR COLIN MCLEAY  
GEOGRAPHY DEPARTMENT, UNIVERSITY OF WAIKATO  
THANK YOU FOR YOUR TIME AND COOPERATION

**Please put the questionnaire into the pre-paid reply envelope and post it back to us.**

## Appendix 4

27 November, 2001

Department of Geography  
Te Wāhanga Aro Whenua

Dr Jacqueline M. Lidgard  
MSocSc, PhD *Waikato*  
Research Fellow  
Migration Research Group  
Private Bag 3105  
Hamilton, New Zealand

Telephone: +64-7-838-4466 ext  
8437

Facsimile: +64-7-838-4840

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[www.waikato.ac.nz](http://www.waikato.ac.nz)



The  
**University  
of Waikato**  
*Te Whare Wānanga  
o Waikato*

Dear

### **RE: Western Bay of Plenty SmartGrowth Project**

Environment Bay of Plenty, Tauranga District Council, Western Bay of Plenty District Council and Tangata Whenua are undertaking a study to plan for the future growth of the Western Bay of Plenty region. The study is called SmartGrowth.

As part of the study the Migration Research Group at the University of Waikato is conducting research into the reasons why New Zealanders who have lived in the Western Bay of Plenty have moved to live in another area. There have been some interesting shifts in patterns of migration between regions in New Zealand in recent years. This research will assist us to determine the contribution that population movement is making to environmental, social and economic changes in the regions of New Zealand.

A questionnaire is attached that we would like you to spend a few minutes filling in. We are really looking forward to reading your answers. These will help us to gain a better understanding of population growth in the Bay of Plenty. Your answers will be treated completely confidentially. The identification number on the first page will be used to check that I have received your questionnaire. All answers will be coded (boxes on right of page) and analysed with reference to groups of people rather than individuals. Your name will not be recorded in the data so that your anonymity is preserved.

The success of this study depends on a good response to this questionnaire. Your assistance will be greatly appreciated.

If you have any enquires please either contact me, details above, or Dr Colin McLeay, Lecturer, University of Waikato - Tauranga (Private Bag 12-027, Tauranga; phone: 577-5306; fax: 577-5313; e-mail: [c.mcleay@waikato.ac.nz](mailto:c.mcleay@waikato.ac.nz)).

Thank you for your assistance.

Yours sincerely  
Dr Jacqueline Lidgard  
Research Fellow  
Migration Research Group

**Appendix 5**  
**CONFIDENTIAL**

I.D. \_\_\_\_\_

## **Regional Migration Survey**

Thank you for agreeing to answer these questions. As you know we are trying to find out more about the movements and employment histories of people who have lived in the Western Bay of Plenty (WBOP).

**PLEASE read each question carefully.** Remember there are no right or wrong answers. You are under no obligation to answer any question and if the question is too personal leave it blank. As you go through the questionnaire if you have any questions about why some things are being asked please do not hesitate to contact us.

PLEASE TICK OR CIRCLE YOUR ANSWER OR WRITE IN THE SPACE PROVIDED  
(If space is too limited **please** write in any margin **except the right** margin of the pages.)

### **Section A: Area in Western Bay of Plenty where you lived**

We would like some information on how long you lived in the Western Bay of Plenty region (*see map on back cover*).

**A1** In what urban area or rural locality in the Western Bay of Plenty did you live in immediately prior to moving to your present home?

a) Urban area/rural locality \_\_\_\_\_

**A2** Where did you usually live **FIVE** years ago, on 30 September 1996?

a) ☐ At the place given in question **A1**.

b) ☐ In New Zealand in another district  
(*Print the name of the area/locality below.*)

Urban area/rural locality \_\_\_\_\_

c) ☐ Not living in New Zealand.  
(*Print the name of the country below.*)

*These questions refer to the names of the places in which you have lived since 1990.*

**A3** In the table below please fill in your mobility history since 1990.

Place of residence	Years of residence
<i>For example</i> <i>Hamilton</i> <i>Sydney</i> <i>Hamilton</i> <i>Tauranga</i>	<i>1990-1993</i> <i>1994-1996</i> <i>1997-1998</i> <i>1999</i>

**A4** How many of the changes in place of residence you have listed above were because of a change in employment?

\_\_\_\_\_

**A5** At this present time how long do you **intend** to live at your present place of residence?

☐ Less than one year

☐ 1-2 years

☐ 3-5 years

☐ 6-9 years

☐ 10 years or more

☐ Permanently

☐ Not sure

## Section B: Reasons for moving

The following questions are being asked to determine the reasons why you have **moved away** from the Western Bay of Plenty (**see map for definition of Western Bay of Plenty**). *(These questions refer to the factors that influenced your decision to move **away** from your previous home.)*

**B1** Please tick the appropriate space to show the importance of the following factors in your decision to leave your previous place of residence in the Western Bay.

<b>Financial</b>	Doesn't Apply	Not at All Important	Slightly Important	Important	Very Important	Extremely Important
Relocation of business						
Branch company transfer						
Poor economy in region						
Wages too low						
Job loss						
Poor job prospects						
Poor business opportunities						

### Lifestyle

Desire to live in a new area						
Limited educational opportunities						
Retirement						
Limited opportunities to earn income						
Poor climate						
Housing too expensive						

### Family

Further from family						
For children to grow up in another region						
Partner's/ Parent's decision						
Children's education						

Other (Please Specify)

---

---

**B2** Who moved with you from the Western Bay of Plenty?

- |  |  |
|--|--|
| <input type="radio"/> Moved Alone          | <input type="radio"/> Friend(s)              |
| <input type="radio"/> Husband/Wife/Partner | <input type="radio"/> Brothers/Sisters       |
| <input type="radio"/> Your child/children  | <input type="radio"/> Other (please specify) |
| <input type="radio"/> Parents              |  |

---

**B3** a) What type of accommodation did you live in immediately before you moved this last time?

- |   |  |
|---|--|
| <input type="radio"/> Home of parents/relatives | <input type="radio"/> Rented accommodation   |
| <input type="radio"/> Own house                 | <input type="radio"/> Other (please specify) |
| <input type="radio"/> Hostel                    |  |

---

### Section C: Reasons for moving to your current district

The following questions are being asked to determine reasons why you **moved** to live in your present home. *(These questions refer to the factors that influenced your decision to move to your new residence.)*

**C1** Please tick the appropriate space to show the importance of the following factors in the decision to move into your current place of residence.

<b>Financial</b>	Doesn't Apply	Not at All Important	Slightly Important	Important	Very Important	Extremely Important
More job opportunities						
Higher wages						
Branch company transfer						
Opportunity to begin new business						
Relocation of business						
Escaping high living costs						

#### **Lifestyle**

Coastal environment						
Better climate						
Desire for change						
Larger centre						
More opportunities to earn income						
Better housing						

#### **Family**

Closer to family						
Closer to friends						
Education for children						
Desire for children to grow up in WBOP						
Parent's/Partner's decision						

Other (Please Specify)

---



---

**C2** a) What type of accommodation are you living in at present?

- ☐ Home of parents/relatives      ☐ Rented accommodation  
☐ Own house      ☐ Other (please specify)  
☐ Hostel
- 

**C3** a) Do you have plans to move again?

- ☐ Yes      ☐ No      ☐ Undecided  
**If Yes:** go to b, c, d & e)      **If No or Undecided:** go to **Section D**

b) Will you move to another residence within the region you are currently living in?

- ☐ Yes      ☐ No

c) Will you go to a region in New Zealand or an overseas country that you have **already lived** in?

- ☐ Region already lived in      ☐ Country already lived in

d) Will you go to a region or country that you have **not lived** in before?

- ☐ Region not previously lived in      ☐ Country not previously lived in

e) How soon do you plan to move?

- ☐ Within 12 months      ☐ Between 1-5 years  
☐ After 5 years or more

## Section D: Employment experiences

In this section the following questions are being asked in order to determine the employment experiences of people who have moved away from the Western Bay of Plenty.

- D1** Occupation **BEFORE MOVING** away from the Western Bay of Plenty  
 a) In the space below please write your **previous** occupation, for example:  
*Primary School Teacher, Clothing Machinist, Motel Manager,  
 Word Processor Operator, Retired, Home Duties, Student, Unemployed*

- b) In this occupation what were your main tasks or duties, for example:  
*Running a Motel, Servicing and Repairing Cars, Answering Phones and  
 Typing, Serving Customers, Guiding Tourists, Milking Cows*

- D2** **CURRENT** Occupation  
 a) In the space below please write your **current** occupation, for example:  
*Primary School Teacher, Clothing Machinist, Motel Manager,  
 Word Processor Operator, Retired, Home Duties, Student, Unemployed*

- b) In this occupation what are your main tasks or duties, for example:  
*Running a Motel, Servicing and Repairing Cars, Answering Phones and  
 Typing, Serving Customers, Guiding Tourists, Milking Cows*

*Please complete the following questions if you are currently in paid employment. If not in employment please go to Section E.*

- D3** Are you satisfied with your current employment?

Most unsatisfactory	Not satisfied	Neither satisfied nor unhappy	Satisfied	Very satisfied
1	2	3	4	5

- D4** How difficult was it for you to find this job?

Very difficult	Difficult	Neither easy nor difficult	Easy	Very easy
1	2	3	4	5

**D5** How **long** did it take you to find it?

- ☐ Less than 1 week
- ☐ Less than 1 month
- ☐ More than 1 month

**D6** In your current employment how much do you feel you use:

a) **Your educational qualifications**

Not important in current job	Sometimes important	Neither important nor unimportant	Usually important	Always important
1	2	3	4	5

b) **Your previous work experience**

Not important in current job	Sometimes important	Neither important nor unimportant	Usually important	Always important
1	2	3	4	5

**D7** a) Did you have employment arranged before you left the WBOP?

- ☐ Yes ☐ No

b) **If Yes** – Was it with an existing or a new employer?

- ☐ Existing ☐ New

**D8** In your search for a job have you: *(Please circle yes or no)*

Had to retrain	Yes	No
Had difficulty getting previous employment experience recognized	Yes	No
Accepted a non preferred occupation	Yes	No
Changed the person who was the main income earner in your household	Yes	No

## Section E: Reflections on life in the Western Bay of Plenty

These questions are asked to find out how you feel about aspects of your experience living in the Western Bay of Plenty.

- E1** Please tick the appropriate space to show whether you feel that your experience living in the WBOP benefited or harmed you in comparison with your previous residence in each of the following categories.

Category	Don't know	Very harmful	Harmful	Neither harmful nor beneficial	Beneficial	Very beneficial
Job or business opportunities						
Living costs						
Career experience						
Income						
Personal development						
Lifestyle						
Other (specify)						

- E2** Overall, what are your feelings about living in the Western Bay of Plenty?

Don't know	Strongly negative	Negative	Indifferent	Positive	Strongly positive
0	1	2	3	4	5

- E3** Please rate your feelings about **your health in general**. I feel that my health is:

Very poor	Not good	Good	Very good	Excellent
1	2	3	4	5

- E4** During the **past 30 days** thinking about your health **how many days** did you feel:

a) your physical health, including illness and injury was not good? \_\_\_\_\_

b) your mental health, including stress and emotional problems was not good? \_\_\_\_\_

c) your poor physical or mental health kept you from doing your usual activities such as self-care, work or recreation? \_\_\_\_\_

- E5** What did you like most about living in the Western Bay of Plenty?

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## Section F: Background profile

Finally please fill in the next questions which are necessary to establish a demographic profile of the participants. *(Please circle or tick the correct answer or write in the space provided.)*

- F1** a) Please name the urban area/rural locality where you were born in New Zealand  
**OR** If you were born overseas name the **country**.

b) **If you were born somewhere other than New Zealand**

The year you became a resident in New Zealand was \_\_\_\_\_

- F2** Sex: Are you?

☐ Male

☐ Female

- F3** Age: Please select the category that best describes your current age;

☐ 15-19 years

☐ 20-24 years ☐ 25-29 years

☐ 30-34 years

☐ 35-39 years ☐ 40-44 years

☐ 45-49 years

☐ 50-54 years ☐ 55-59 years

☐ 60-64 years

☐ 65-69 years ☐ 70+ years

- F4** Ethnicity: Please show the ethnic group you belong to;

☐ NZ European

☐ NZ Maori

☐ Cook Island Maori

☐ Samoan

☐ Tongan

☐ Niuean

☐ Chinese

☐ Indian

☐ Other (specify) \_\_\_\_\_

- F5** Please select the category which best describes your current marital status;

☐ Never married

☐ Married

☐ Divorced

☐ Separated

☐ Widowed

☐ De facto relationship

- F6** a) Please show your highest educational qualifications;

☐ NZ School Cert in one or more subjects

☐ NZ Sixth Form Certificate

☐ NZ HSC or Bursary (A or B)

☐ University study, no degree

☐ Undergraduate university degree

☐ Masters or higher Uni degree

☐ Trade certificate

☐ Other tertiary qualification

☐ Overseas university degree

☐ Overseas high school qualificat<sup>n</sup>

☐ Other (Please specify) \_\_\_\_\_

b) If any of the above qualifications were obtained overseas please list them here

\_\_\_\_\_

**F7** Please mark the **main source** of your income.

- ☐ Wages, salary, commissions, bonuses, etc. paid by employer
- ☐ Self-employment, or owner-operated business
- ☐ Government income support payments (all benefits e.g. student, training etc)
- ☐ A mix of wages and self-employment
- ☐ Other income (please specify) \_\_\_\_\_
- ☐ No source of income

**F8** From all your sources of income what will be the total income that you received before tax was taken out in the 12 months that ended on 30 September 2001.

- |  |   |
|--|---|
| <input type="radio"/> Zero income          | <input type="radio"/> \$1 - \$5,000       |
| <input type="radio"/> \$5,001 - \$10,000   | <input type="radio"/> \$10,001 - \$15,000 |
| <input type="radio"/> \$15,001 - \$20,000  | <input type="radio"/> \$20,001 - \$25,000 |
| <input type="radio"/> \$25,001 - \$30,000  | <input type="radio"/> \$30,001 - \$40,000 |
| <input type="radio"/> \$40,001 - \$50,000  | <input type="radio"/> \$50,001 - \$70,000 |
| <input type="radio"/> \$70,001 - \$100,000 | <input type="radio"/> \$100,001 or more   |

**F9** Mark as many spaces as you need to show all the people who live in the same household as you.

- |   |   |
|---|---|
| <input type="radio"/> My legal husband or wife        | <input type="radio"/> My partner or defacto   |
| <input type="radio"/> My children                     | <input type="radio"/> My mother and/or father |
| <input type="radio"/> My sister(s) and(or) brother(s) | <input type="radio"/> My flatmate(s)          |
| <input type="radio"/> I live alone                    | <input type="radio"/> Other (Please specify)  |
- \_\_\_\_\_

**Additional Information** *(Continue on a separate sheet if desired)*

This questionnaire has aimed to gather information from you regarding your background, mobility and employment experiences. If you feel that we have not covered all that you wish to talk about or you have any additional comments, please use the space below.

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Contact phone number: \_\_\_\_\_ Email: \_\_\_\_\_

DR JACQUELINE LIDGARD AND DR COLIN MCLEAY  
GEOGRAPHY DEPARTMENT, UNIVERSITY OF WAIKATO  
THANK YOU FOR YOUR TIME AND COOPERATION

**Please put the questionnaire into the pre-paid reply envelope and post it back to us.**

## Appendix 6

12 December, 2001

Department of Geography  
Te Wāhanga Aro Whenua

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Dear

### RE: Western Bay of Plenty SmartGrowth Project

On 27 November we mailed a letter and questionnaire to you. The letter explained the above project and asked if you would fill in the questionnaire and return it to us. If by some chance you have received these on behalf of a deceased relative please accept our deepest sympathy. However, we would appreciate it if you could take the time to let us know your circumstances.

If you have already completed and returned the questionnaire please accept our sincere thanks. Because the questionnaire was sent to a representative sample it is most important that your views are included in the study. Without your answers it will be difficult for us to present a truly comprehensive report on the reasons people move to or from the Western Bay of Plenty.

If by some chance you did not receive the questionnaire or have mislaid it please contact us so we can send you another copy. We are looking forward to reading your completed questionnaire soon.

Your answers will be treated completely confidentially. The identification number on the first page will be used to check that we have received your questionnaire. All answers will be coded (boxes on right of page) and analysed with reference to groups of people rather than individuals. Your name will not be recorded in the data so that your anonymity is preserved.

The success of this study depends on a good response to this questionnaire. If you have any enquires we will be happy to answer them if you write, telephone, fax or email us.

Thank you for your assistance.

Yours sincerely

Dr Jacquie Lidgard  
Research Fellow  
Department of Geography  
Hamilton

Dr Colin McLeay  
Lecturer  
Department of Geography  
Tauranga