

The purpose of this questionnaire is to elicit views about Raglan as a place to live and visit. The study is organised by the Tourism Unit at the University of Waikato Management School and questions can be asked of Chris Ryan, (email: caryan@waikato.ac.nz). The results will be used for academic purposes and to inform the Raglan Chamber of Commerce and Waikato District Council for purposes of planning. Your name and address is not required, and raw data will be password protected and seen only by the research team of four people. Thank you for your time.

Please circle the answer that best fits your situation

Is Raglan the main place where you live? Yes No

For how many years have you lived in Raglan? \_\_\_\_\_\_\_\_\_\_

Is Raglan also the place where you work?

Using three short phrases, how would you describe the character of Raglan?

Do you play an active role in the local community? Yes No

Do you work as a volunteer in Raglan? Yes No

Do you play a role on any local committees or organisations? Yes No

Below are a number of statements about Raglan as a place to live. Could you please indicate the extent to which you agree with those statements using a scale where

|  |
| --- |
|  1 2 3 **4** 5 6 7  |

 “1” means very strong disagreement and

“7” means very strong agreement

Please BOLD the number that best represents your feelings about the question, for example

|  |  |
| --- | --- |
| Raglan has a relaxed life-style | 1 2 3 4 5 6 7  |
| Agriculture is an important source of employment in Raglan | 1 2 3 4 5 6 7 |
| Raglan property prices are increasing too quickly in Raglan | 1 2 3 4 5 6 7 |
| Tourism is growing too quickly in Raglan | 1 2 3 4 5 6 7 |
| Raglan would benefit from large scale investment from a supermarket chain | 1 2 3 4 5 6 7 |
| Raglan would benefit from large scale investment like a major hotel | 1 2 3 4 5 6 7 |
| If I could, I would sub-divide my property to capitalise on other’s interest in living in Raglan | 1 2 3 4 5 6 7 |
| Local shops should primarily be owned by local people | 1 2 3 4 5 6 7 |
| I recognise that there is a need for investment in capital infrastructure in roading, water provision and waste management | 1 2 3 4 5 6 7 |
| There is a strong sense of community in Raglan | 1 2 3 4 5 6 7 |
| I feel that economic development through tourism benefits the community  | 1 2 3 4 5 6 7 |
| Surfing is important as a creator of Raglan’s life style and image | 1 2 3 4 5 6 7 |
| I have a strong sense of attachment to Raglan as a place to live | 1 2 3 4 5 6 7 |
| Tourism is an important source of employment in Raglan | 1 2 3 4 5 6 7 |
| Raglan’s main source of income comes from people who work in Hamilton | 1 2 3 4 5 6 7 |
| It is important that in any development over the next decade in Raglan that it is consistent with the character of Raglan | 1 2 3 4 5 6 7 |
| In being a tourist destination Raglan could capitalise more on its Maori history | 1 2 3 4 5 6 7 |
| I would support the further development of tourism in Raglan | 1 2 3 4 5 6 7 |
| I would like to see more shopping outlets in Raglan of a boutique style | 1 2 3 4 5 6 7 |
| I change the times I go shopping in summer to avoid the tourists | 1 2 3 4 5 6 7 |
| I supported the introduction of metering water usage in Raglan | 1 2 3 4 5 6 7 |
| I feel that at times economic development threatens the quality of the local community life | 1 2 3 4 5 6 7 |
| I feel that we can look to industries other than tourism to provide local jobs and employment | 1 2 3 4 5 6 7 |
| There is a need to further develop night life for tourists and Raglan’s youth | 1 2 3 4 5 6 7 |
| Tourist using working holiday visas do not threaten locals getting jobs in Raglan | 1 2 3 4 5 6 7 |
| Tourism has caused an increase in crime | 1 2 3 4 5 6 7 |
| Tourism contributes to the higher prices of property | 1 2 3 4 5 6 7 |
| I quite like living in a place that is a tourist destination | 1 2 3 4 5 6 7 |

Having answered these questions, if you wish to make any comments about how Raglan might develop in the next decade, and the role of tourism in that development, please use the space below and over-page.

Knowing that there is a need to invest in water provision and sewage disposal, if the Council sought to complete a major investment programme by 2025, by how much increase in your annual rates would you accept?

**Socio-demographic data – the following questions are used for classification**

*Please FILL your choice in black, for example*

Are you Male Female

Are you 18 years old or less 19 – 25 years 26 to 35 years

 36 to 45 years 46– 55 years 56 – 65 years

66 years and over

What is your highest level of education?

 Up to and including primary school High school

 First degree or equivalent Post graduate

The average annual household income in New Zealand is about NZ$70,000 per annum

Would you describe your **HOUSEHOLD INCOME** as

Below Average Average Above Average Significantly above average

**Once you finish this questionnaire, please return this to** ll253@students.waikato.ac.nz **before March 18 2017. Many thanks!**