

## DATA ANALYSIS



The remainder of this Data Analysis Report is structured as follows:

Section	Description
A safe and caring community	Indicators relating to community spirit and community safety
A community that respects its environment	Indicators relating to environmental well-being and community attitudes and behaviours towards the environmental
A health community	Indicators relating to physical and emotional health
A prosperous community	Indicators relating to economic well-being
A community with excellent facilities and services	Indicators relating to infrastructure and accessibility
A community that values its living Māori culture	Indicators relating to Māori culture and biculturalism
A learning community	Indicators relating to education and lifelong learning
A 'happening' community	Indicators relating to activities, events and tourism
Where to from here	A general description of next steps for the Bright Future Rotorua process
Further information	Contact details

Information on each of the high-level Community Outcomes is presented as follows:




Sub-heading	Description	Example
Indicator	Brief phrase representing a specific aspect of community well-being	1. Community spirit
Why is this important?	Concise description of why this indicator is relevant to the Rotorua District, and relationship to other aspects of community well-being	Community spirit contributes to community safety and a general sense of well-being. The level of community spirit affects people's perceptions of Rotorua as a place to live, work and visit.
What are the measures?	Specific progress measures for this indicator	1a Community spirit 1b Sense of community 1c Community support
How are we doing?	Summary of key information for each indicator	Perceived community spirit in the Rotorua District peaked in 2002, when 75% of survey respondents rated Rotorua's community spirit as good or very good. Around 65% of respondents in the 2009 survey rated Rotorua's community spirit as good or very good, compared to the national average of 74%.

The focus of this report is national and regional comparisons and trends over time. This is summarised using text, tables and graphs as appropriate to the data. For each measure there is also a summary, for example:

	Indicator	State – Rotorua	State – Regional/NZ	Trend – Rotorua	Trend – Regional/NZ
2a	Reported offences	1,402 reported offences per 10,000 population	1,032 reported offences per 10,000 population		

This means that the measure “reported offences” (assessed using Police administrative data) is 1,402 per 10,000 population in the Rotorua Police District compared to 1,032 for New Zealand overall, and the long-term trend (10+ years) appears to be improving at both the local and national level.

The trends are summarised using symbols as follows:

	Improving/favourable (eg, decrease in unemployment rate or increase in life expectancy)
	Uncertain/No significant trend
	Declining/unfavourable (eg, increase in unemployment rate or decrease in life expectancy)
<b>B</b>	Baseline, ie, no trend data available
<b>?</b>	Comparable data not available
<b>N/A</b>	Comparable data not applicable

A full set of data and metadata is maintained by Rotorua District Council for each measure.