



# people's panel



## Auckland Council leisure facilities - People's Panel survey

January 2014

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## 2 Key findings

### Key findings

- 20% said they knew about the council's fitness and leisure centres and programmes, and 52% said they knew little about them.
- The Tepid Baths had the highest levels of awareness across the sample (54%), followed by West Wave (39%), but awareness of each of the facilities was higher among residents of the relevant local board area.
- 56% of panellists had never used any of the council's fitness centres, and only 10% or fewer had used each of the specific centres (10% had used the Tepid Baths, 8% had used West Wave). Usage was higher among residents of the relevant local board.
- 63% of participants had not used other types of fitness centres or gyms, but 24% had used a commercial fitness centre in the past 12 months.
- While around half of participants felt they didn't know enough to comment on the council's fitness centres, 49% said the centres welcomed all members of the community, 33% said they offered good value for money, and 32% said they had professional trainers and were clean and well maintained.
- The fact that a particular centre was run by Auckland Council would have little impact on most participants, with 48% saying this wouldn't influence their decision and 21% saying they don't want to join any kind of fitness centre anyway. 16% said they would be more likely to join a council fitness centre, while 6% they would be less likely to join a council fitness centre.
- There was positive feedback about the council facilities – with comments about the staff, the facilities, the affordability, location and convenience of the centres. However there were also a number of comments encouraging the facilities to ensure they provided affordable services and some comments about the locations. In addition there were a number of specific comments about particular centres, with both positive and negative feedback.
- 57% said they had never used the council's leisure centres, but again usage of each facility was higher among residents of the relevant local board.
- Among those who had used the centres, the most frequently used programmes were health and wellbeing related (36%), room hire (22%) and social sports leagues (20%).
- Panellists tended to have more awareness of council swimming pools than fitness or leisure centres, and only 2% had not heard of any pools. Awareness was highest for the Tepid Baths (69%) and the Parnell Baths (61%), followed by West Wave and Pt Erin Pool.
- There were a number of comments (both positive and negative) about specific pools and the council's pools in general, concerning the facilities, cleanliness, staff, programmes and costs. Some felt there should be more pools in their area and there were requests to keep the pools affordable as well as clean and well maintained.
- Overall, Pacific people and Māori participants tended to be higher users of the council's leisure facilities than European participants.

## **3 Background**

### **3.1 Survey background**

Auckland Council and contracted partners operate many fitness and leisure centres and swimming pools throughout the Auckland region. The council wanted to understand how much is known about these centres, how they are used and what panel members' perceptions of them are.

The following report summarises the key results and comments identified in the survey.

### **3.2 About the People's Panel**

The People's Panel aims to provide an opportunity for Aucklanders to get involved with a range of council issues, giving feedback by regularly completing online surveys and getting involved with focus groups and other activities as needed.

The panel ideally supplements other research, consultation and engagement activities used to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'typical' members of the public – that is they include members of the public who come from a range of backgrounds and a range of levels of involvement with the council.

At the time of surveying there were 16698 people registered with the panel, with representation from residents of each local board area and by age group and ethnicity. The People's Panel is not yet representative of the wider Auckland population and further recruitment is under way to improve participation from particular areas, age groups and ethnicities.

For more information about the People's Panel visit [www.aucklandcouncil.govt.nz/peoplespanel](http://www.aucklandcouncil.govt.nz/peoplespanel)

### **3.3 Methodology**

This survey was open from Friday 6 December to Tuesday 17 December 2013 and one reminder was sent to those who had not completed the survey. In total 3,384 completed surveys were received from People's Panellists.

The feedback has been analysed in two ways:

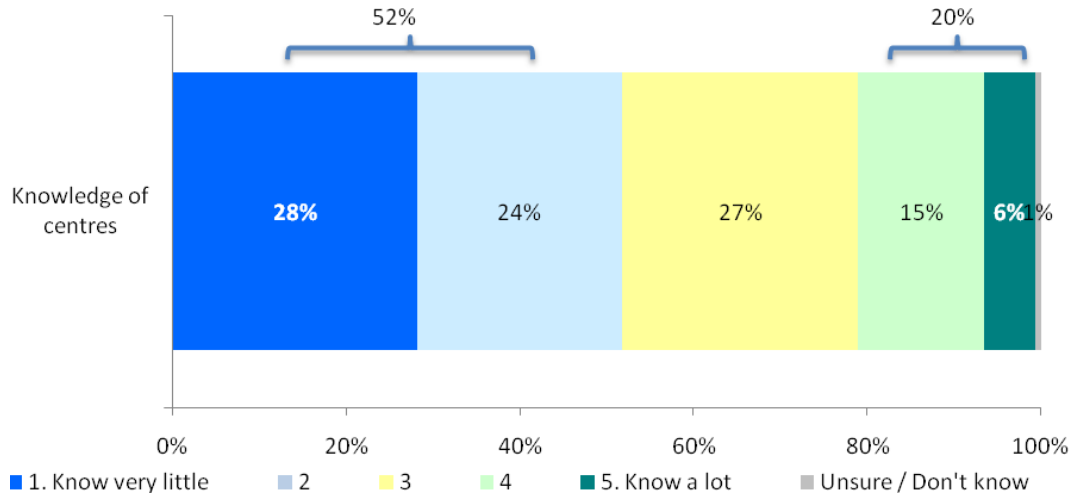
- For the tick box questions, responses to each option have been reported as proportions of the total sample and presented as charts (and tables in the appendix).
- Responses to open-ended questions ranged from one-word answers to lengthy comments with several points and ideas. Key themes from these comments have been identified and ordered by frequency. A selection of comments has been included in the report, to illustrate these themes.

Please note that results in charts and tables presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

## 4 Survey results

### Knowledge of Auckland Council fitness and leisure centres

Q1A How much would you say you know about Auckland Council fitness and leisure centres and the programmes available in them?

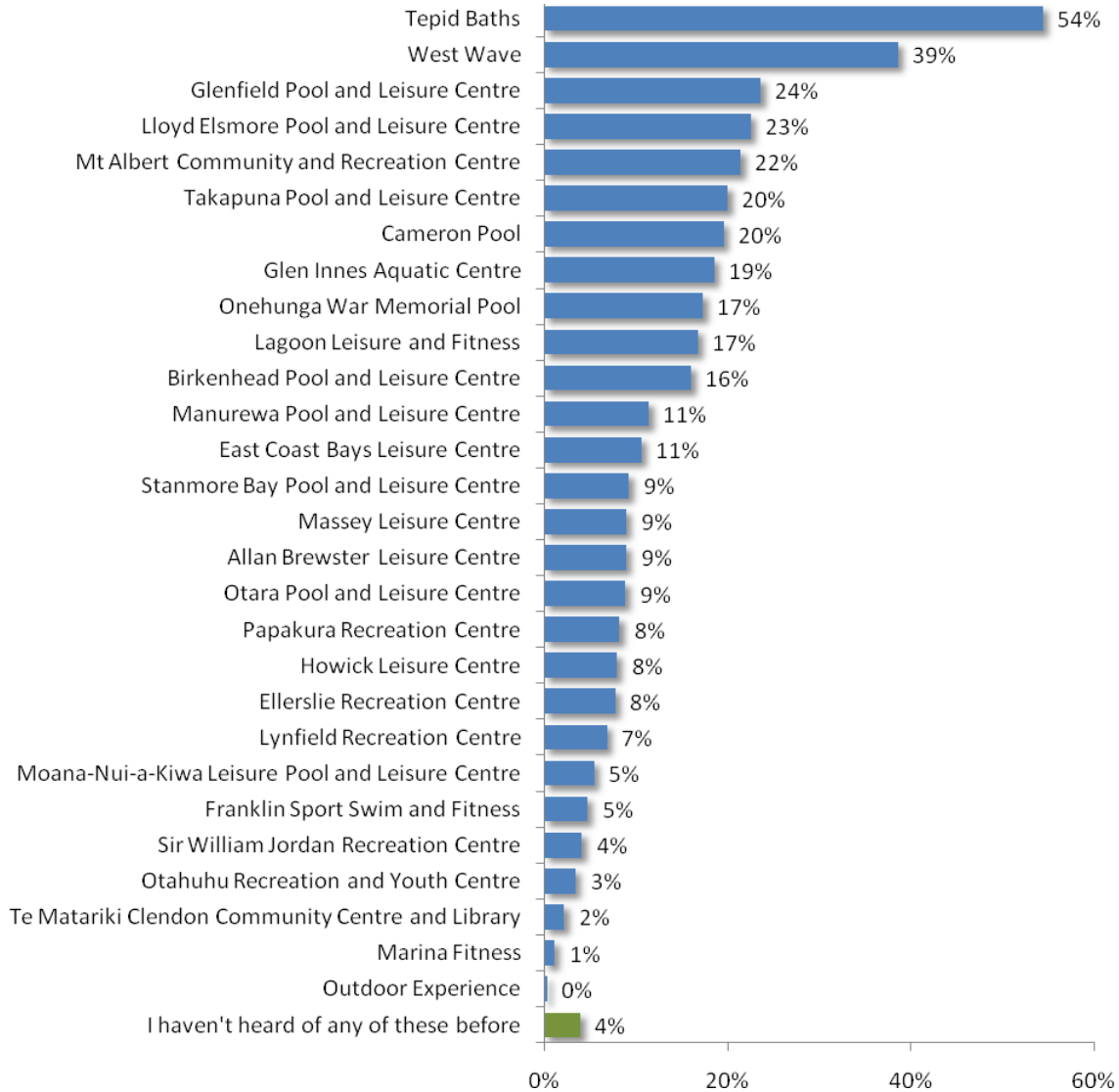


Base: All survey participants n= 3383

Panellists did not have particularly high knowledge of the council's fitness and leisure centres and programmes, with 52% saying they knew little and only 20% saying they knew about them.

Knowledge of the centres was significantly higher among residents of Māngere-Ōtāhuhu and Ōtara-Papatoetoe local boards (38% and 35% respectively), but significantly lower among Rodney residents (8%). Knowledge was also significantly higher among Pacific Peoples (34%) and Māori panellists (29%), but lower among European participants (19%). Those aged 35-44 years had the highest knowledge (26%), while those aged 65 years or over had the lowest knowledge (15%).

**Q2A Which of these fitness and leisure centres do you know about?**



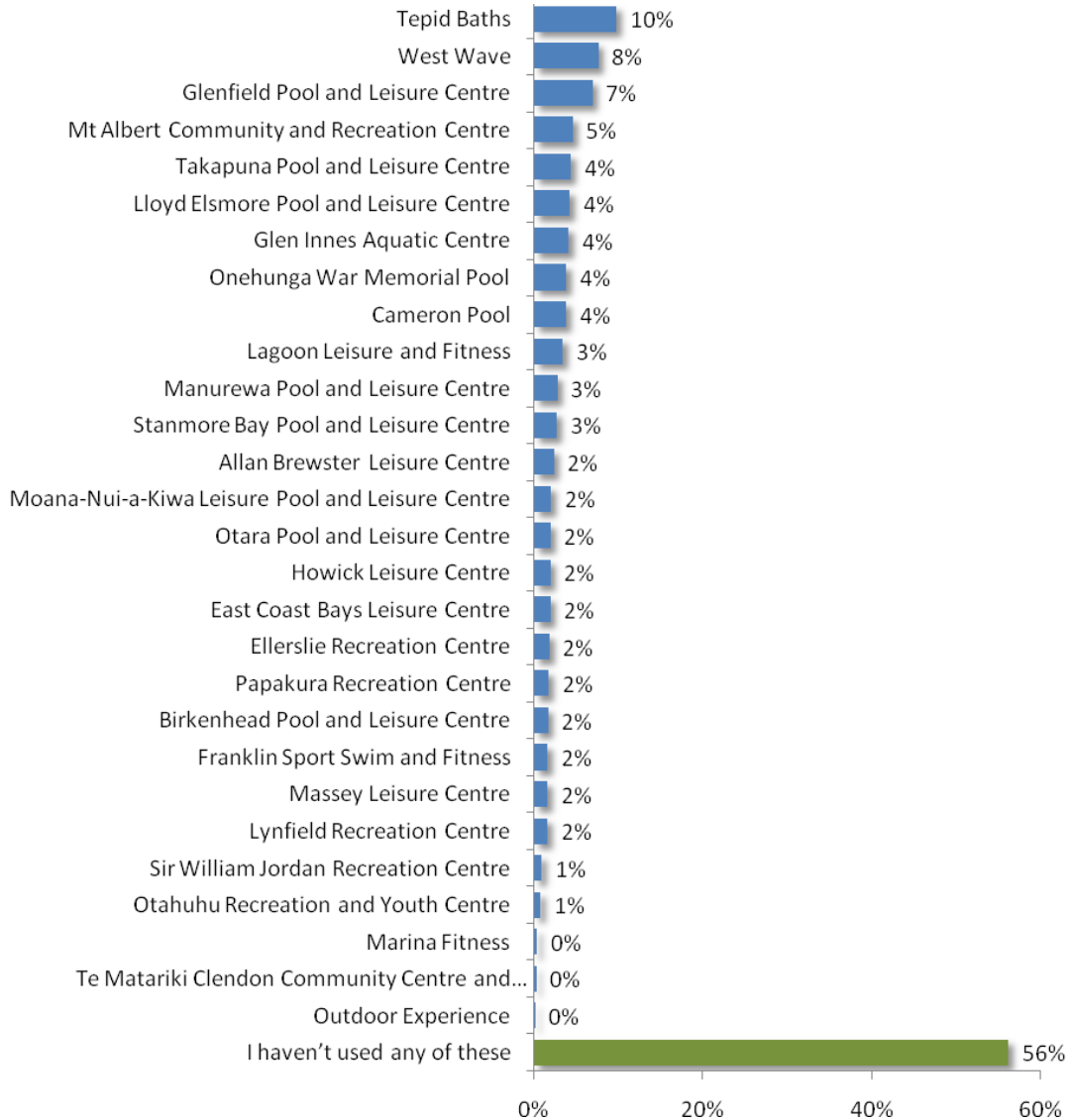
*Base: All survey participants n= 3384. Multiple responses were allowed, responses add to over 100%*

The Tepid Baths had the highest levels of awareness across the sample, followed by West Wave.

Not surprisingly, awareness of each of the facilities was highest in the relevant local board (for instance awareness of Glenfield Pool and Leisure Centre was highest in Kaipātiki – 87%, while awareness of Marina Fitness was highest in Howick – 15%). On average, women had more knowledge of the centres than men, with 6% of men saying they hadn’t heard of any centres, compared to 3% of women.

## Auckland Council fitness centres

### Q3A Have you ever used the fitness centre at any of these locations?

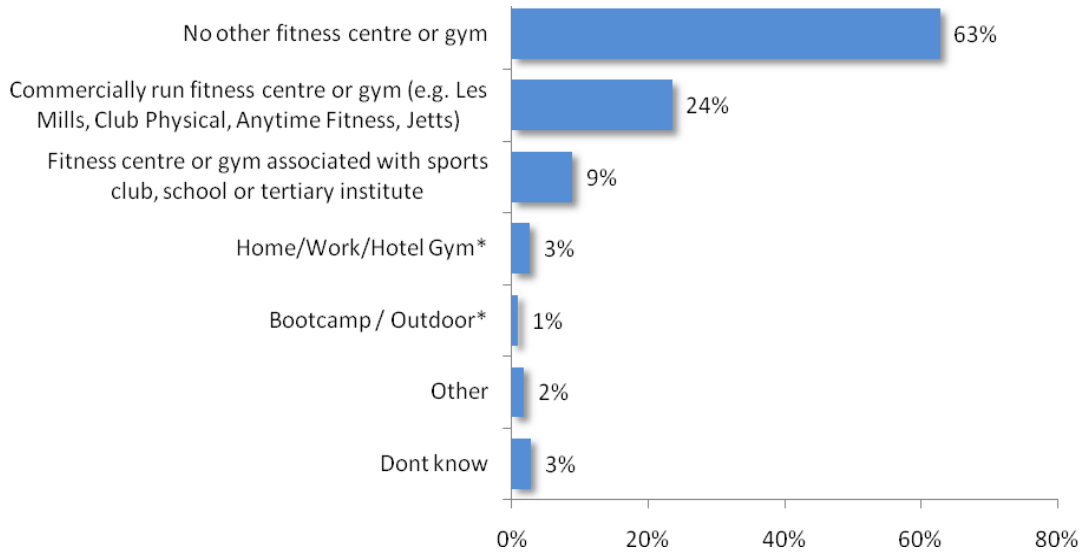


Base: Those who had heard of the centres n= 3252. Multiple responses were allowed, responses add to over 100%

Use of Auckland Council’s fitness centres was relatively low across the region, with 56% of panellists saying they had never used any of the centres, and only 10% or fewer saying they had used each of the specific centres. However usage was higher among residents of the relevant local board (for instance 45% of Papakura residents had used the Papakura Recreation Centre, and 37% of Māngere-Ōtāhuhu residents had used Moana-Nui-a-Kiwa Leisure Pool and Leisure Centre).

Residents of Rodney were significantly more likely to have used none of the facilities (75%), while residents of Māngere-Ōtāhuhu were less likely to have used none (36%). European participants were more likely to have not used the centres (58%), while only 37% of Māori and 34% of Pacific participants hadn’t used the centres. Men were more likely than women to say they hadn’t used any of the centres (60% vs 54% of women).

**Q4A Which of these other types of fitness centres or gyms have you used in the last 12 months?**



*Base: All survey participants n= 3384. Multiple responses were allowed, responses add to over 100%. \*These responses were themes from the 'other, specify' comments*

Almost two-thirds of participants had not used other types of fitness centres or gyms, but a quarter had used a commercial fitness centre in the past 12 months.

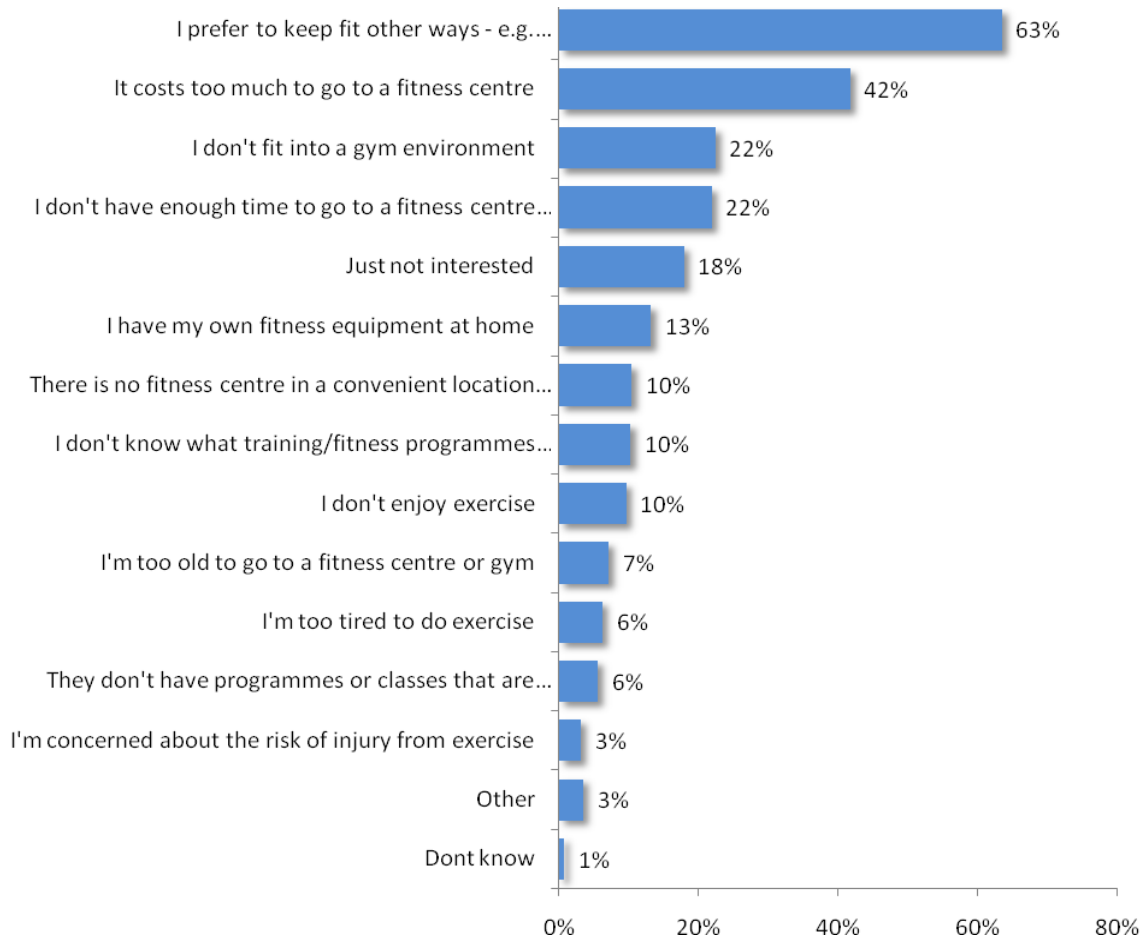
Residents of the Waitematā local board were significantly more likely to have used a commercial gym (36%) and/or a home, work or hotel gym (7%). European participants were more likely to have not used any other type of fitness centre (64%), while Māori participants were more likely to have used a commercial gym (33%), and Pacific and Asian participants were more likely to have used a centre associated with a sports club or school (22% and 17% respectively).

There was also an age skew, with 71% of those aged 55 years and older saying they did not use any other type of centre, compared with 54% of those aged under 45 years, and only 37% of those aged 15-24. Those aged 15-24 were the most likely age group to use both commercial centres (41%) and those associated with sports clubs and schools/universities (27%). Men were more likely to have not used any other centre (67% compared to 60% of women), while women were more likely to have used a commercial centre (26% vs 20% of men).



Those who had not used either an Auckland Council centre or another type of centre were asked:

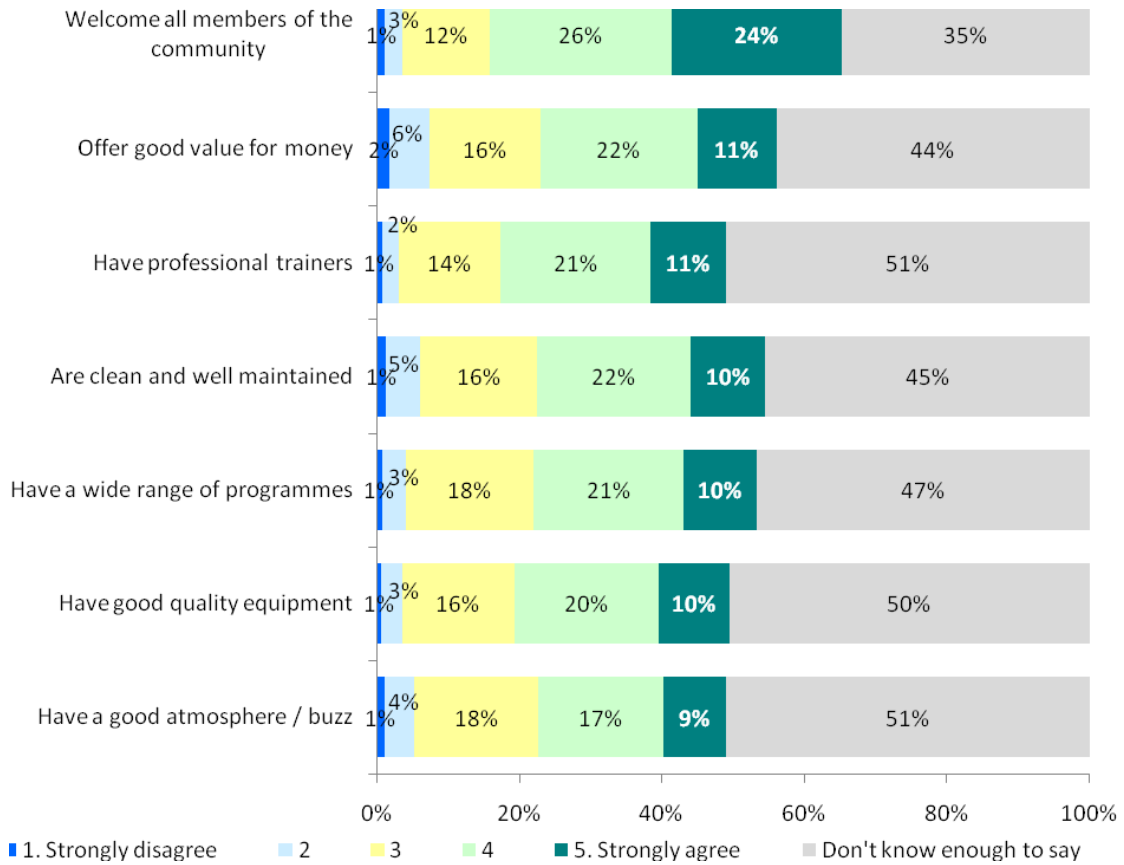
**Q5A There are many reasons why people do not visit fitness centres and gyms. Which of the following reasons apply to you?**



*Base: Those who hadn't used the centres n= 1231. Multiple responses were allowed, responses add to over 100%*

Among those who hadn't used council or other fitness centres, the most frequently cited reasons were that they preferred to keep fit in other ways, or that fitness centres cost too much.

**Q6A Thinking about what you might know or have heard about Auckland Council fitness centres, how much do you agree or disagree with the following statements?**

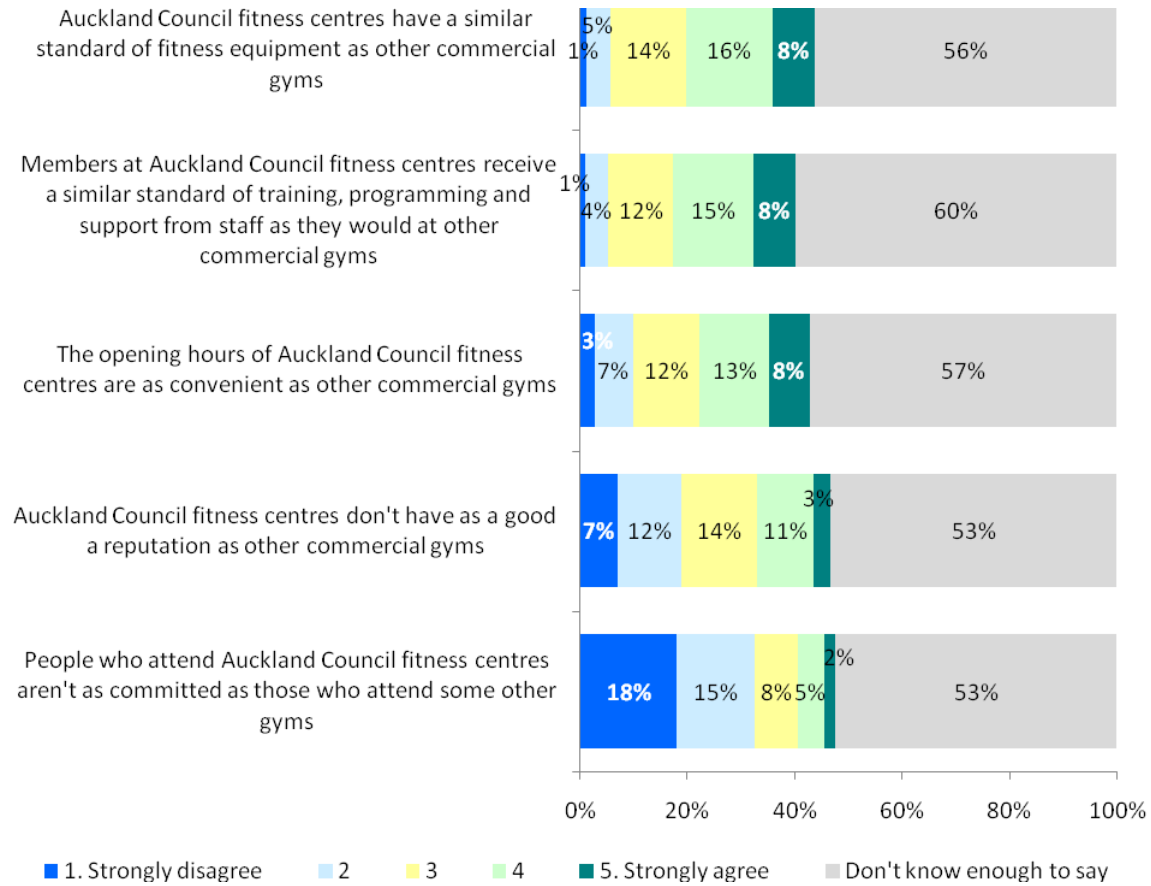


Base: All survey participants n= 3384.

While around half of participants felt they didn't know enough to comment on the council's fitness centres, 49% (76% of those who felt they knew enough to comment) said the centres welcomed all members of the community and a third (33% - 59% of those who felt they knew enough to comment) said they offered good value for money, had professional trainers (32% - 64% of those who felt they knew enough to comment), and were clean and well maintained (32% - 59% of those who felt they knew enough to comment). A quarter (26% - 54% of those who felt they knew enough to comment) said the centres had a good atmosphere.

Across each of these factors, Māori and Pacific participants were more likely to agree, while European participants were more likely to say they did not know enough to comment. Likewise, women were more likely to agree, while men were more likely to say they did not know enough to comment.

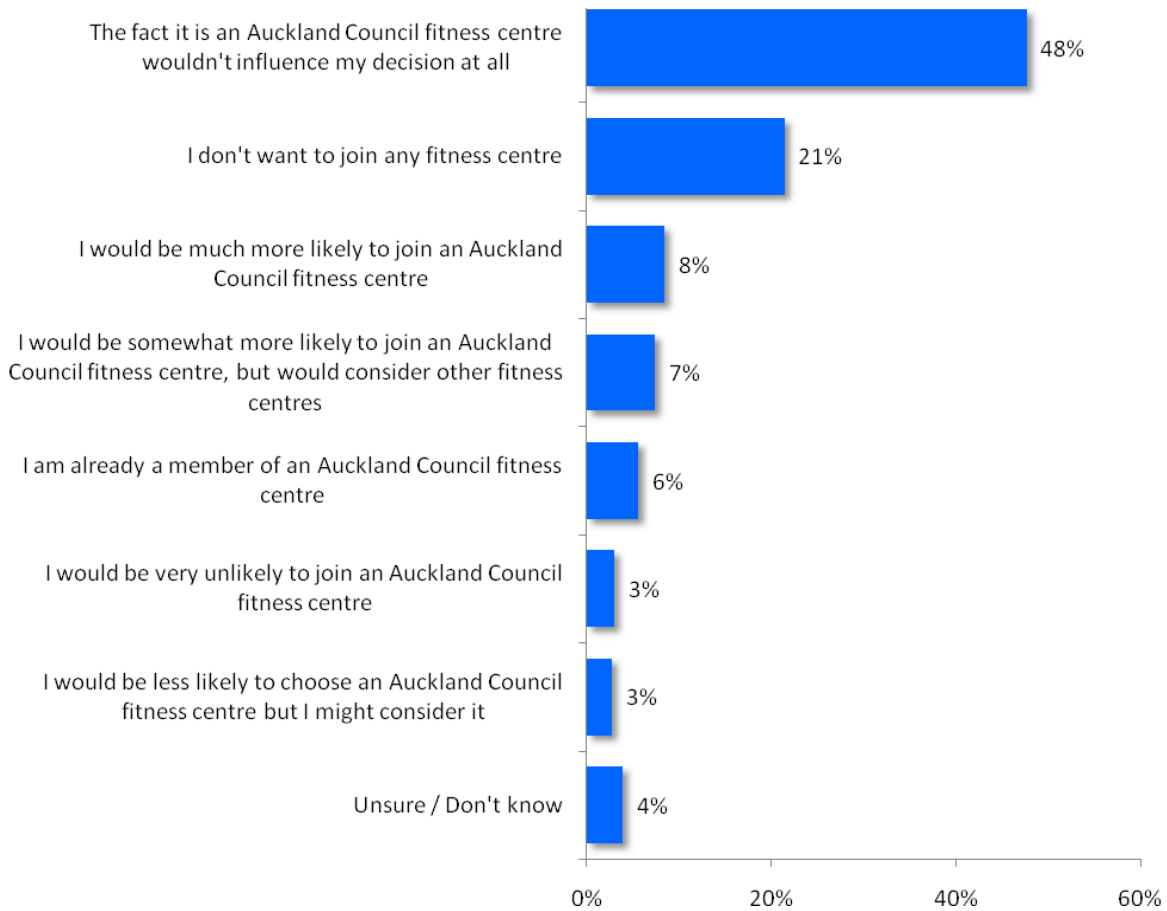
**Q7A How do Auckland Council fitness centres differ from other commercial gyms and fitness centres? Listed below are some statements about Auckland Council fitness centres. Thinking about what you might know about different types of gyms and fitness centres, how much do you agree or disagree with each statement?**



Base: All survey participants n= 3383.

Again, when asked how council’s fitness centres differ from other gyms, just over half of participants said they didn’t know enough to say. However 24% of participants (55% of those who felt they knew enough to comment) said the council’s fitness centres had a similar standard of equipment and 23% (57% of those who knew enough to comment) said members received a similar standard of training and support as they would from other gyms. Only 14% of participants (30% of those who knew enough to say) felt that the council’s centres didn’t have as a good a reputation as other centres, and 7% (14% of those who knew enough to comment) said people who attend council centres were not as committed as users of other gyms.

**Q8A Generally speaking, would the fact that a particular fitness centre is run by Auckland Council or its partners influence your decision to join that fitness centre?**



Base: All survey participants n= 3384.

Generally speaking, the fact that a particular centre was run by Auckland Council would have little impact on most participants, with 48% saying this wouldn't influence their decision and 21% saying they don't want to join any kind of fitness centre. 16% said they would be more likely to join a council fitness centre, while 6% they would be less likely to join a council fitness centre.

Asian participants said they were more likely to join a council fitness centre (25%), while Pacific Peoples were more likely to be members already (14%) and Europeans were more likely to say they don't want to join any fitness centre (23%). Residents of the Kaipātiki local board were more likely to be members already (11%). Men were more likely to say they don't want to join any fitness centre (27% compared to 19% of women).

## Q9A Why are you more likely to join an Auckland Council fitness centre?

Those who said they would be more likely to join an Auckland Council fitness centre were asked why.

The most frequently cited reasons related to the cost and affordability of council centres, their convenient location and the fact they were seen as more of a community/non-commercial initiative – they weren't trying to make a profit. A number of people also mentioned positive features of the centres themselves such as the customer focused staff, the welcoming atmosphere with fewer 'pretentious' customers and the good facilities. Some commented that council facilities tended to be well run.

Why are you more likely to join an Auckland Council fitness centre?	Number of responses n=666	% of responses
Cost/ affordability	284	43%
Convenience/ location	199	30%
Community initiative - support through rates, non commercial	180	27%
Customer focused - atmosphere, staff, all patrons welcome, not intimidating	92	14%
Because of pool access	71	11%
The facilities in general	49	7%
Variety of classes/ equipment	35	5%
Flexible membership terms	30	5%
Auckland Council reputation	25	4%
They are more accessible	22	3%
General health/ green prescription	19	3%
Have used them before	18	3%
I am an employee/ staff discount	10	2%
Already a member	9	1%
Negative feedback/ not more likely to join	8	1%
Good parking	6	1%
Have heard good feedback/ general positive	6	1%
Other	16	2%

Selection of comments
<ul style="list-style-type: none"> <li>• <i>"Because the cost should be lower than the private organisations being a community owned organisation."</i></li> <li>• <i>"There is one near my home, the fees are reasonable, their programme suits me."</i></li> <li>• <i>"They are cheaper than most commercial gyms and offer better facilities such as steam/sauna/swimming pool."</i></li> <li>• <i>"They are generally less expensive and as well equipped as any commercial gym. Also I like to support community initiatives - e.g. have been going to the teps since the 40's. Gutted when it closed for such a long time but elated with the beautiful refurbishment they have achieved. Teps is an icon. Long may it be treasured and maintained."</i></li> <li>• <i>"Because they are more accessible, local to my area. They are far more affordable than other gyms."</i></li> <li>• <i>"Better price, less ostentatious, friendlier."</i></li> <li>• <i>"The facilities are located close to where I live and the prices are really competitive. That there is a pool located at the facility is a bonus."</i></li> </ul>

- *"It's closer to my house than other fitness centres. It has a good childcare facility and it has a pool."*
- *"Over the years (I'm 60+) I have been a member of various fitness centres in Auckland. When I changed (previous closed down) to Onehunga centre I assessed various fitness centres and I believed the Onehunga centre offered the best over all, value for money....I have encouraged other people to join and they to have enjoyed the facility and the staff's ability and the big thing, their attitude... Also the reception staff make a point of learning your name and greeting you upon arrival. How good is that? Cheers."*
- *"Partly funded by our council, like to support community facilities."*
- *"Probably because I would perceive it is offering value, rather than purely trying to make a profit."*
- *"Reasonable proximity to home. Well ordered and run. Support the local initiatives rather than private commercial ones."*
- *"It is part of a bigger picture - there is access to other centres. There is more diversity in extra activities - i.e. swim club, swim run training etc... they have pools/swimming as equal value activity with gym programmes."*
- *"Reputation as being well run and offering a range of activities. Not as pretentious as many others."*
- *"Think there is more of a community feel and as an obese person, I think there are more variety of people using council fitness centres."*
- *"They have the green membership programmes and they are cheaper."*
- *"To support facilities owned by the Council and funded by ratepayers."*
- *"Value for money, professionally qualified trainers, often free swim included."*
- *"Variety of opportunities for exercise; friendly staff and patrons; broad range of ages can go; wide variety of fitness levels attend, disabled people are welcomed; cost is a factor for me."*

## Q9B Why are you less likely to join an Auckland Council fitness centre?

Conversely, the small proportion of participants who said they would be less likely to join an Auckland Council fitness centre were asked why.

The most frequently given reason was a perception that council facilities would not be as well run as private / commercial fitness centres, in terms of the facilities and equipment available and the calibre of the staff. Some also had concerns about the cleanliness, and thought council facilities would be crowded. Others felt that the council should not be running fitness centres, that this was not a core function and that they should leave this for commercial providers. The location of the centres was also an issue for some.

Why are you less likely to join an Auckland Council fitness centre?	Number of responses n=177	% of responses
Not run as well as commercial centres - poorly staffed, maintained	39	22%
Council should not run fitness centres/ already pay via rates	31	18%
Location not convenient / there are other options closer	22	12%
Prefer facilities/ support/ access of commercial gym	19	11%
Don't like the atmosphere/ over crowded	17	10%
Already a member/ life member elsewhere	16	9%
Don't offer the equipment/ classes I require	16	9%
Timing/ access doesn't suit	11	6%
Cost/ expense	9	5%
Prefer other forms of exercise	8	5%
Health reasons	5	3%
Don't know a lot about them	5	3%
Not interested in joining	4	2%
Prefer women only facility	3	2%
Age	2	1%
Other	9	5%

### Selection of comments

- *"Don't think council facilities would be a very high standard."*
- *"I do not think the Council would be able to run it properly. I would be worried that they would be more interested in saving money than providing a great experience. I would be concerned regarding cleanliness, which is very important to me."*
- *"I don't know a lot about them, but would think the standards would be pretty basic, and the people less 'focused' on their activities - when I go to the gym I want to get round the circuit/machines efficiently, and I suspect you'd encounter more people taking their time at a Council fitness centre than a commercial one."*
- *"Equipment, times open, culture a bit dull and old fashioned, programmes offered wide to suit all sorts of people but not many classes that fit me well. All things to all people but not great for anyone."*
- *"I attended the gym in Papatoetoe some years ago but found the standards of programs poor and the variety of equipment poor. The clientele was rough. I did not feel safe leaving the gym at night."*
- *"I disagree with Council subsidising these. I pay my rates for basic utilities."*
- *"I do not believe that it is the responsibility of the Council run a Commercial facility in*

*opposition to the private facilities at the cost of the Ratepayer.”*

- *“I do not think that Auckland Council should be running such a commercial enterprise where private enterprise offers perfectly suitable and competitive alternatives.”*
- *“Not at convenient locations, often shorter hours and have a bureaucratic feel to them.”*
- *“Opening hours, location, classes offered.”*
- *“I live on Waiheke Island and as far as I am aware there is no facility from the Council available here.”*
- *“The gyms I prefer to join are open 24 hours and have a wide range of fitness equipment e.g. Jetts gym or UoA gym. Auckland Council fitness centres aren't quite like that.”*
- *“Because I would like to join just the pools but west wave is often in use by swim clubs and the cost is prohibitive compared to other pools in Auckland. If any other Gym in my area had a pool I would not hesitate to join them. Free under for 16 has made it far harder for regular lane swimmers to access the pools without it being overcrowded.”*



## Q9C Do you have any other comments to make about Auckland Council fitness centres?

There was a lot of positive feedback about the council facilities – with comments about the staff, the facilities, the affordability, location and convenience of the centres. However there were also a number of comments encouraging the facilities to ensure they provided affordable services and some comments about the locations. In addition there were a number of specific comments about particular centres, with both positive and negative feedback. Others reinforced the view that the council should not be running fitness centres, while some requested more information.

Do you have any other comments to make about Auckland Council fitness centres?	Number of responses n=1044	% of responses
General positive feedback	229	22%
Comments regarding cost/ flexible memberships/ subsidy for ratepayers	149	14%
Comments about specific centres	148	14%
Locations are not convenient/ none in my area	134	13%
Council should not run fitness centres/ already pay via rates	93	9%
Information - need more info on what's available, better website, advertising	91	9%
Better facilities/ maintenance needed	53	5%
Accessibility - longer opening hours, open on holidays	53	5%
Prefer other forms of exercise	46	4%
More options of classes needed	45	4%
Staff need to be better trained/ more enthusiastic	43	4%
Was not aware of them	43	4%
Cleanliness needs to be improved	30	3%
Not interested in joining	28	3%
Overcrowded	28	3%
Commercial centre suits my needs better	24	2%
Parking issues	10	1%
Childcare would be beneficial	9	1%
No comment/don't know	59	6%
Other	58	6%

### Selection of comments

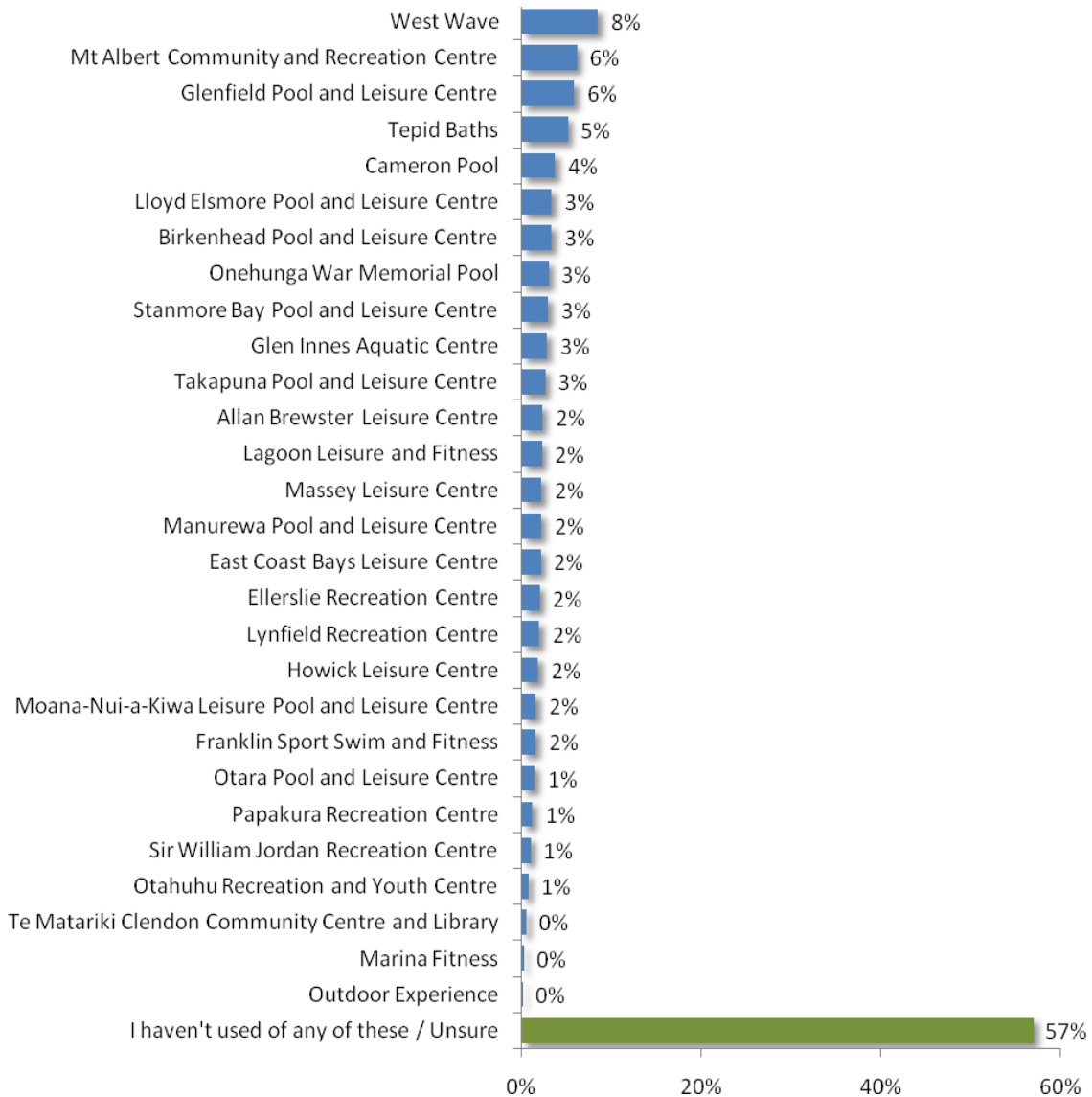
- *"All the ones I have used are well organised, clean and make full use of their facilities. They do not seem to require the expenditure on clothing that private facilities encourage."*
- *"I attend some of these facilities for reasons other than the fitness centre - e.g. for children's programmes, swimming etc. I am always impressed by the friendliness of the staff, the wide age/ability range of other patrons and the ease of getting there, parking etc."*
- *"Great to have so many scattered round the city- got to be reasonably priced or people wont use."*
- *"Brilliant children's programs at Mt Albert."*
- *"Excellent facilities and staff at Ellerslie a few years ago."*
- *"Great value for money compared to commercial gyms. But weekend opening hours are not great. And would be good if they offered personal trainer services."*
- *"I am looking at using the Takapuna facilities shortly as I have heard really good things about them."*

- *“Have been a member for over 10 years and am very satisfied - largely because the staff are so helpful and care about their customers.”*
- *“I am at Les Mills now because the venue suits me due to where I live, also they have a greater range of programmes. Les Mills is a much more sophisticated gym than West Wave which I used to be at. However I still think West Wave is a very good gym and great value for money!”*
- *“I appreciate the Council's providing the service. If there is any prospect of them being privatised or management outsourced, then it is really important to ensure that gym facilities remain accessible to people who need them and may not be able to afford commercial options.”*
- *“I hope that these centres are self-funding because ratepayers should not be subsidising or funding them. Any surplus from operations should go back into the Centres not the Council general fund. This means they should be less costly than the for-profit centres without the rip-off contracts the private centres impose on people.”*
- *“It is helpful when the costs of leisure centres are linked to a swimming pool with a combined cheaper fee. It is now too expensive for me to go swimming and belong to a gym or fitness centre. I feel very strongly about this and I am disappointed.”*
- *“At my age I don't think fitness centres are a viable option and they are too expensive anyway for people on a pension.”*
- *“Affordable membership schemes go a long way towards encouraging Aucklanders to get into the habit of exercising even though free swimming pools for all is not achievable just yet.”*
- *“As a council centre obviously subsidised by our rates the membership rates should be lower than commercial gyms, but they are not.”*
- *“Casual costs for classes such as yoga are quite expensive, as is the cost of casual use of gym equipment. I am very busy so I have had to cancel my memberships as I can't go as regularly as I used to. Swimming is the cheapest casual option and is great but I would like casual access to yoga/gym for similar rates.”*
- *“Disappointing that council fitness centres have no waste recycling programme (Lloyd Elsmore) As Council's own centres you'd think they would lead the way to show the community, but it's not the case.”*
- *“Do you have much programming that targets baby boomer age and older clients? Also why isn't there an Auckland Council fitness centre in Botany? There is a huge underserved population here...”*
- *“Glenfield Leisure Centre is good, only thing it needs though is to get new dumbbells (they are in a shocking state), and new benches (or at least re-upholster them). Great classes, good swimming facilities.”*
- *“From a personal experience: The Marina gym is probably too casual and too hands off. Staff tend to sit in their office/reception area doing admin work rather than be amongst people trying to get fit for health.”*
- *“Got really fed up with overcrowding and excessive noise in the Lloyd Elsmore and Howick centres. Being a secondary school teacher, I did not need teenage testosterone at the gym as well. Now I'm at Contours - more expensive, but the peace!!!”*
- *“Hard to be positive as I live in an area where there are no such things- Wellsford!!! And I'm not aware of any plans for such centres or swimming pools like in other Auckland areas. I'm not aware of any advantages of being in the Auckland Super City.”*
- *“Have had fantastic experience at my local fitness centres in Māngere and Papatoetoe. Would highly recommend them and look forward to going back. However, I find it hard to get information, would like to see more advertising, more presence and coverage in Our Auckland publication and/or flyers, mailing list etc.”*
- *“I am of the belief that these centres should be run by the commercial sector.”*

## Auckland Council Leisure Centres

Panellists were told “Auckland Council Leisure Centres offer many programmes and classes suitable for people of different ages, interests and levels of fitness. Aucklanders go to leisure centres to play competitive and social indoor sports, attend pre and after school care and holiday programmes and participate in a wide range of recreational activities. Spaces in some leisure centres can also be hired for birthday parties, meetings or community use. We would like to hear if you have used Auckland Council Leisure Centres for these types of activities.”

**Q10A Have you or your family (under 16 years) been to any of the following leisure centres to participate in indoor sports, classes, group fitness activities or other programmes, or because you or others have hired a room or other space?**



*Base: Those who had heard of the centres n= 3252. Multiple responses were allowed, responses add to over 100%*

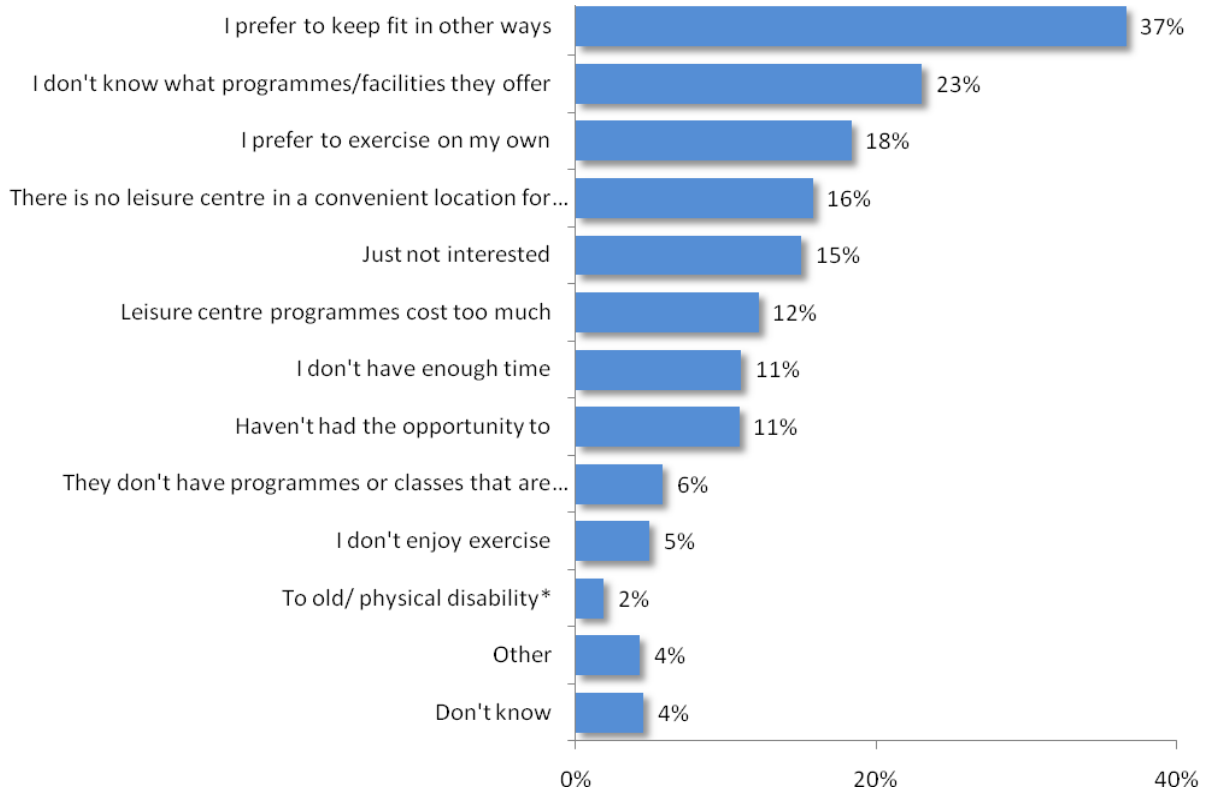
As with fitness centres, use of the leisure centres was relatively low across the region, with 57% of panellists saying they had never used any of the centres, and only 8% or fewer saying they had used each of the specific centres. However usage was higher among residents of relevant local boards (for instance 35%

of Ōtara-Papatoetoe residents had used the Allan Brewster Leisure Centre, and 34% of Waitākere Ranges residents had used West Wave – likewise 31% of Henderson-Massey residents had used West Wave).

Residents of Rodney were significantly more likely to have used none of the facilities (74%), while residents of Māngere-Ōtāhuhu and Hibiscus and Bays were less likely to have used none (43% in both cases). European participants were more likely to have not used the centres (59%), compared to 42% of Māori and 39% of Pacific participants. Men were more likely than women to say they hadn't used any of the centres (65% vs 53% of women).

Those who had not used an Auckland Council Leisure Centre were asked:

**Q11A Why have you never visited or used an Auckland Council Leisure Centre?**



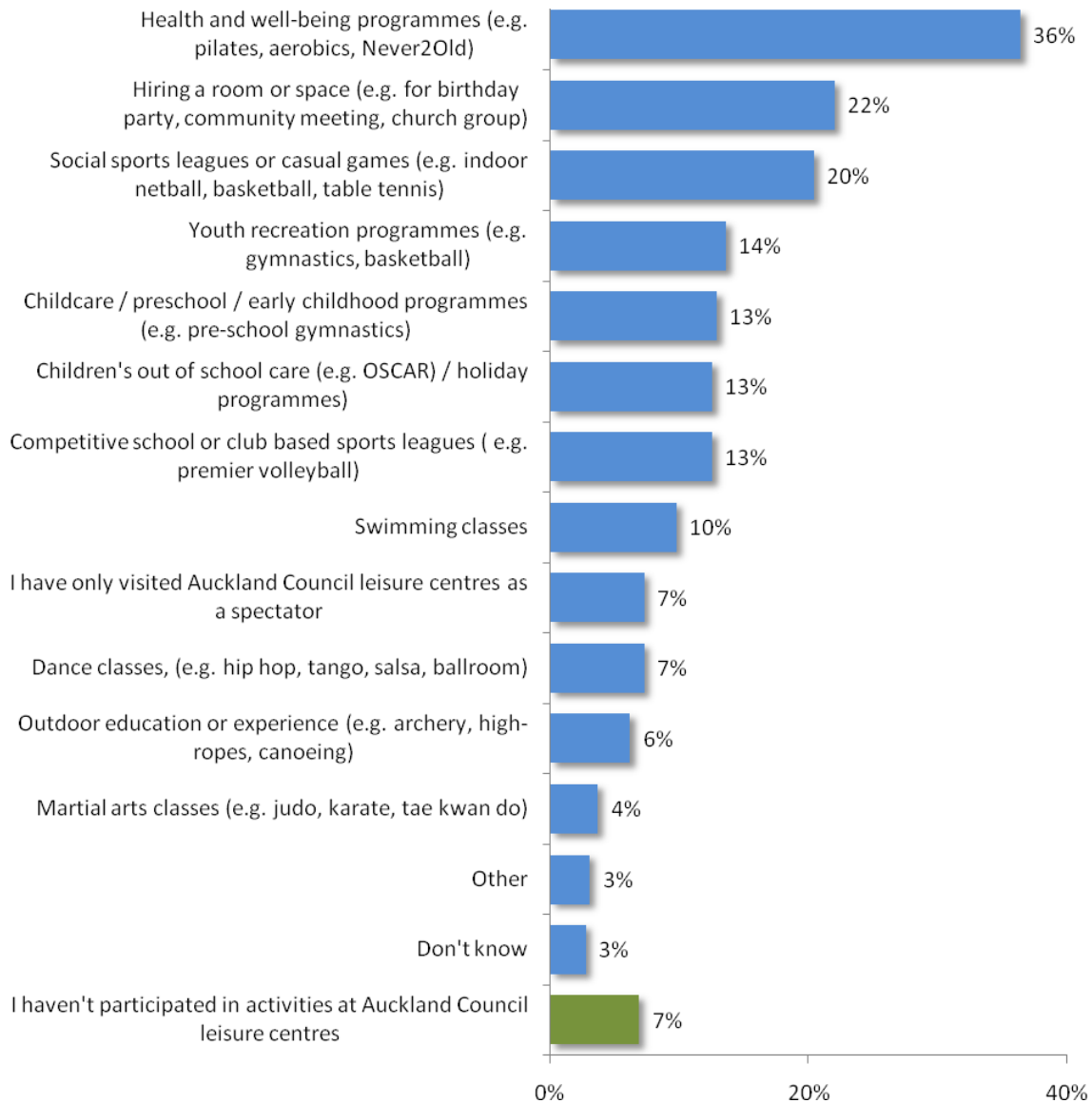
*Base: Those who hadn't used the centres n= 1845. Multiple responses were allowed, responses add to over 100%.*

*\*These responses were themes from the 'other, specify' comments*

The most frequently cited reason for not using council leisure centres was that people preferred other ways of keeping fit and/or preferred to exercise on their own. Around a quarter said they didn't know what programmes or facilities were on offer.

Residents in Rodney and Waiheke were more likely to say there wasn't a centre near them (64% in both cases), while cost was a greater issue for Maungakiekie-Tāmaki residents (28%). Europeans were more likely to say they prefer to keep fit other ways (38%) or they were just not interested (16%), while Asian participants were more concerned about the cost of council centres (24%). Women were more likely to say "I don't know what programmes/facilities they offer" (27%), while men were more likely to say they weren't interested (19%).

**Q12A Which of the following types of programmes have you or your family taken part in?**

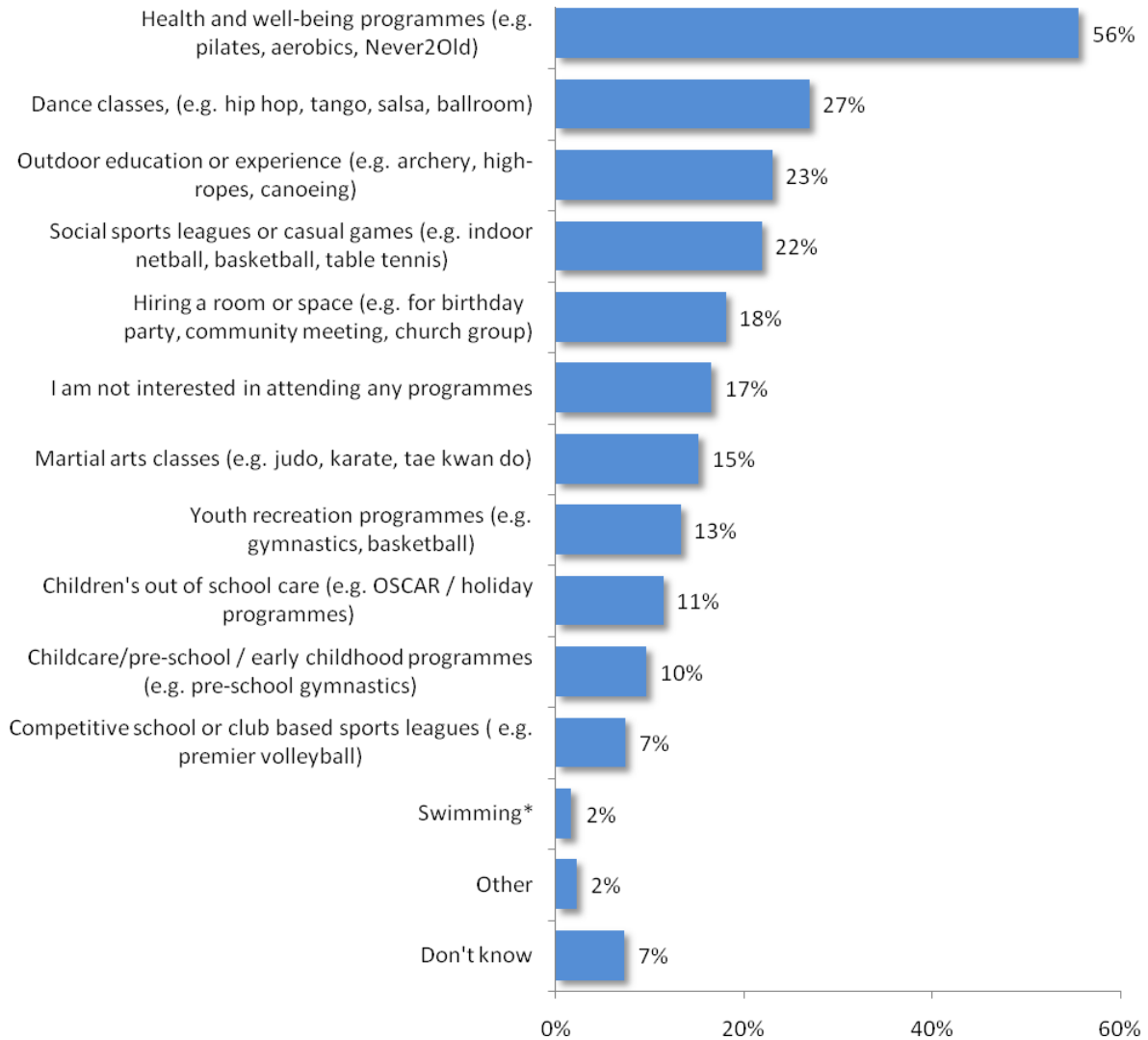


*Base: Those who had used the centres n= 1396. Multiple responses were allowed, responses add to over 100%.*

Among those who had used the centres, the most frequently used programmes were health and wellbeing related, social sports leagues and room hire.

Pacific participants were more likely to have taken part in social sports programmes (46%, as were Māori participants – 37%), youth recreation programmes (29%) and room hire (43%). Women were more likely to have participated in health and wellbeing programmes (39% vs 28% of men), room hire (24% vs 18% of men) and childcare (15% vs 9%).

**Q13A Which of the following types of leisure centre programmes might you or your family be interested in attending if they were offered at a convenient time and location and an affordable cost?**



*Base: All participants n= 3384. Multiple responses were allowed, responses add to over 100%. \*These responses were themes from the 'other, specify' comments*

Health and wellbeing programmes were also the most popular among all participants (not just the people who had used a council leisure centre), followed by dance classes, outdoor education and social sports leagues.

Pacific Peoples and Māori participants were more interested in almost all of the above activities, Asian participants were more interested in dance classes (38%), social sports leagues (34%), room hire (29%) and martial arts (25%), while Europeans were more likely to say they were not interested in any of these programmes (18%). Participants aged 25-44 years tended to be more interested in the above programmes, while 26% of those aged 55 years and over said they weren't interested in any programmes. Women were more interested in all of the above programmes, while 26% of men were not interested in any.

### Q13B Do you have any suggestions or comments about programmes offered at leisure centres?

While only a fairly small proportion of participants provided comments (395, or 12% of the sample), the main theme was a request for a wider range of activities provided by the centres, particularly fitness classes aimed at families, children and mothers. There were also comments about costs (requests to keep the fee affordable), opening hours and promotion.

Do you have any suggestions or comments about programmes offered at leisure centres?	Number of responses n=395	% of responses
Wider range of activities/classes/including family activities/kids/childcare	90	23%
Comments regarding cost/ concession cards/subsidise superannuants, families	45	11%
Wider variety of hours/start times	39	10%
General positive comment	36	9%
Advertise/promote more/improve website	34	9%
Not council core business - user pays	30	8%
Comments about specific classes/activities/professionalism	29	7%
No local leisure centre/requests for pool/leisure centre/more facilities	29	7%
Not something I use/haven't thought about it/didn't know about it	24	6%
More activities designed for over 60's	17	4%
Comments regarding accessibility especially for older people/disabled	11	3%
Improve existing facilities, equipment/cleanliness	8	2%
Support learn to swim classes for children	5	1%
Comments about use of pools/sharing pools	5	1%
Should be free/covered by rates/function of council	3	1%
Comments about parking	2	1%
Don't know	6	2%
Other	27	7%

#### Selection of comments

- *"A wider range, i.e. offering evening classes of dance, Pilates etc. would be good."*
- *"Activities the whole family can do together, or classes run so kids are kept busy while parents are doing something."*
- *"Fitness classes aimed specifically at Mums would be good - as we'd all be in the same boat!"*
- *"I really like the aqua deep classes at Glenfield pool. I am a member of a tramping club so would like to see some walking groups or tramping activities offered."*
- *"Fitness classes that you can bring pre-schoolers to."*
- *"I would like another Green Prescription class at Clendon Leisure Centre, in addition to that offered on Monday afternoon, as this class is very well run."*
- *"I would like more convenient and low-cost access to yoga courses, particularly pregnancy yoga."*
- *"Fitness for my age group would be appreciated."*
- *"For Takapuna Pool & Leisure which is closest to me, the pool is a good facility but the gym area is very small. If there was room or space to expand that, I would consider switching to using that as my main facility."*
- *"Free access to pools if you belong to the gym."*
- *"Free is too cheap. No one respects free. Pay something, but not top prices for gyms and*

*activities, doesn't make sense. Maybe flat entry rate or three monthly fee that has access to everything."*

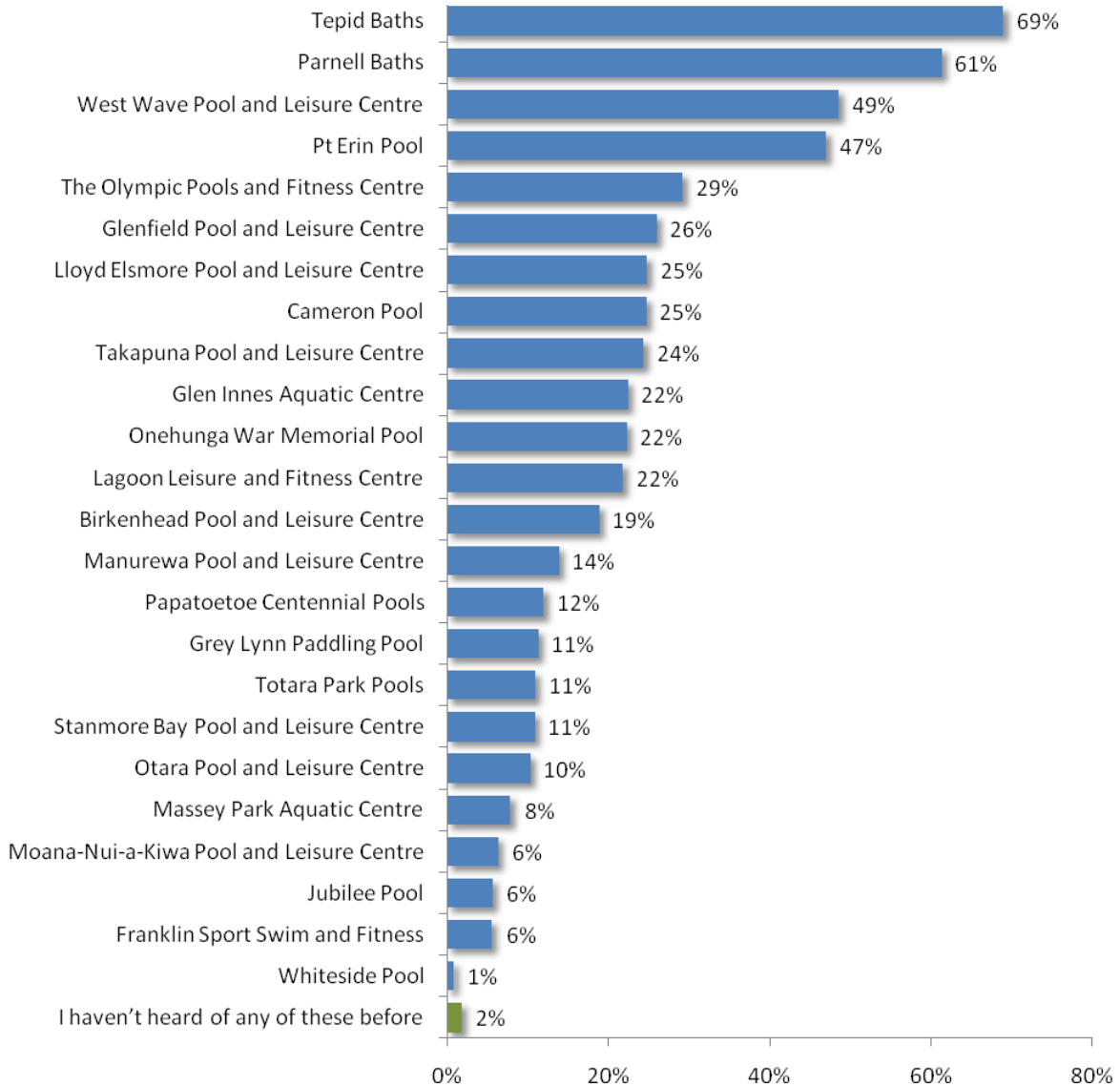
- *"Interesting talking about an affordable cost as I don't find council run programmes affordable."*
- *"Keep cost reasonable and offer short term childcare e.g. so as a mother I could drop my child in to a crèche for just the length of the class."*
- *"Keep prices affordable and people will come."*
- *"Keep the cost down and offer concessions for seniors and families."*
- *"Make them a reasonable price and cater to the working person i.e. programs outside office hours."*
- *"Offer outside of standard business hours for working people and on weekends, no charge-include in membership, have professional staff that take on feedback from participants to keep the programmes alive and running."*
- *"Really awesome programmes and facilities, which we used a lot when we had a family growing up. As a couple we used squash facilities and gym but now we are older we do not tend to use them. Very necessary part of the community. Just because we have passed the stage does not change their relevance to the community."*
- *"Rock climbing at Birkenhead leisure and Squash at Beachhaven sport centre are my favourite activities. I hope these centres continue to get funded/supported."*
- *"It was easier to find out what was on under the old Auckland City Council than it is now under the Auckland Council. The old events website and the old newsletters were better than we have now. Now that the summer events are spread over the whole supercity and there are less in the Auckland Central area than there used to be, I've given up on Auckland Council as a source of recreation and I've stopped trying to find out what's on. Consequently, I also wouldn't know what's on in the leisure centres or community centres either."*
- *"Promoting some online site that gathers information for all these programmes would be very helpful. I guess something like that exists -- but I don't know where it is. My daughter (nine) would be interested for sure."*



## Auckland Council swimming pools

Panellists were told “Auckland Council also operates many swimming pools around the Auckland region. We would like to find how much you know about and use these pools.”

### Q14A Which of these swimming pools and aquatic centres do you know about?

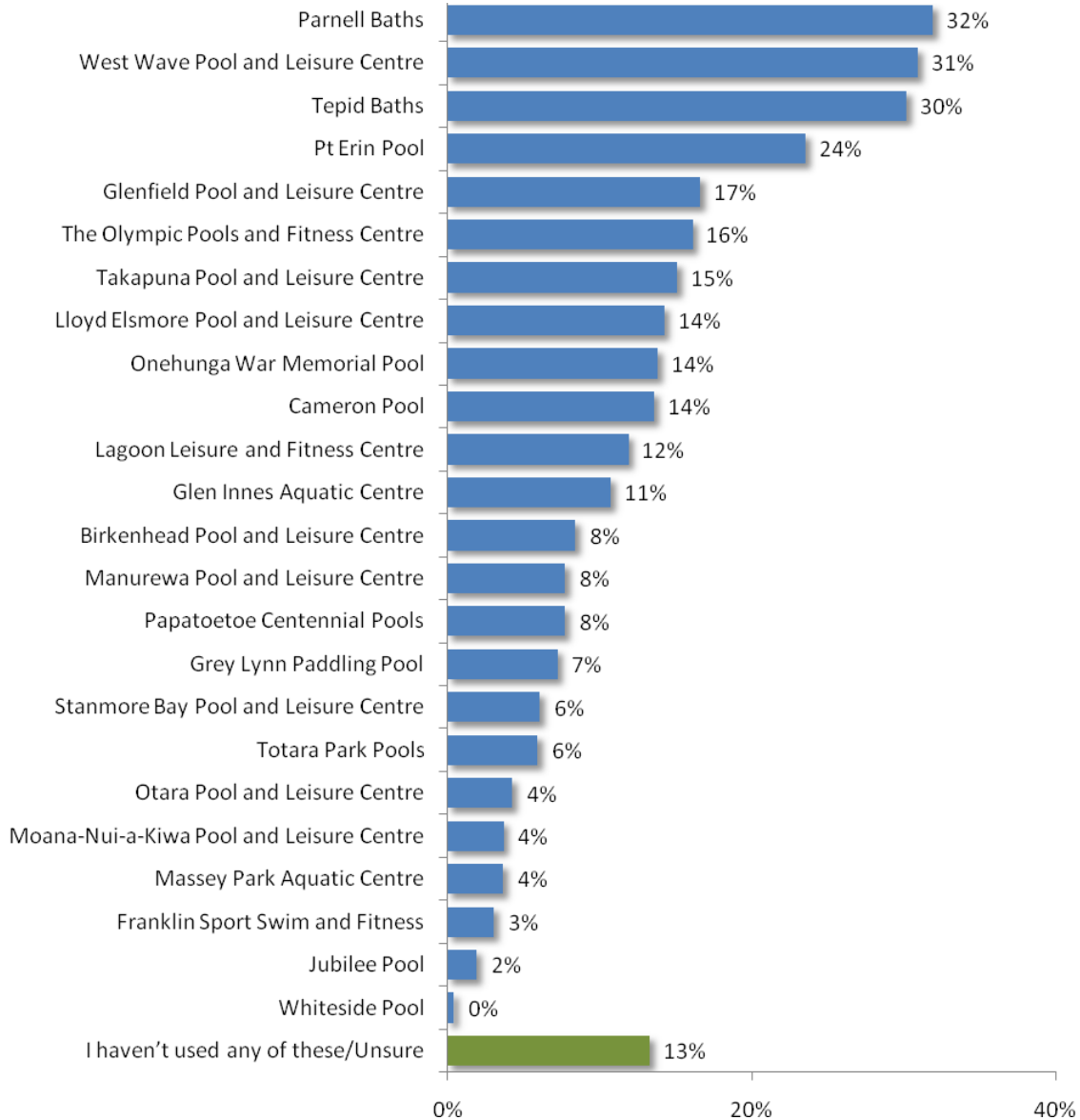


Base: All participants n= 3384. Multiple responses were allowed, responses add to over 100%.

Panellists tended to have more awareness of council swimming pools than fitness or leisure centres, and only 2% had not heard of any pools. Awareness was highest for the Tepid Baths and the Parnell Baths, followed by West Wave and Pt Erin Pool.

There was huge variation in awareness by local board, with 95% of Henderson Massey residents and 94% of Waitākere Ranges residents aware of West Wave, 90% of Howick residents aware of Lloyd Elsmore Pool and Leisure Centre and 90% of Devonport Takapuna residents aware of the Takapuna Pool and Leisure Centre. Women tended to be more aware of many of these facilities than men.

**Q15A Which of these pools have you or your family used?**



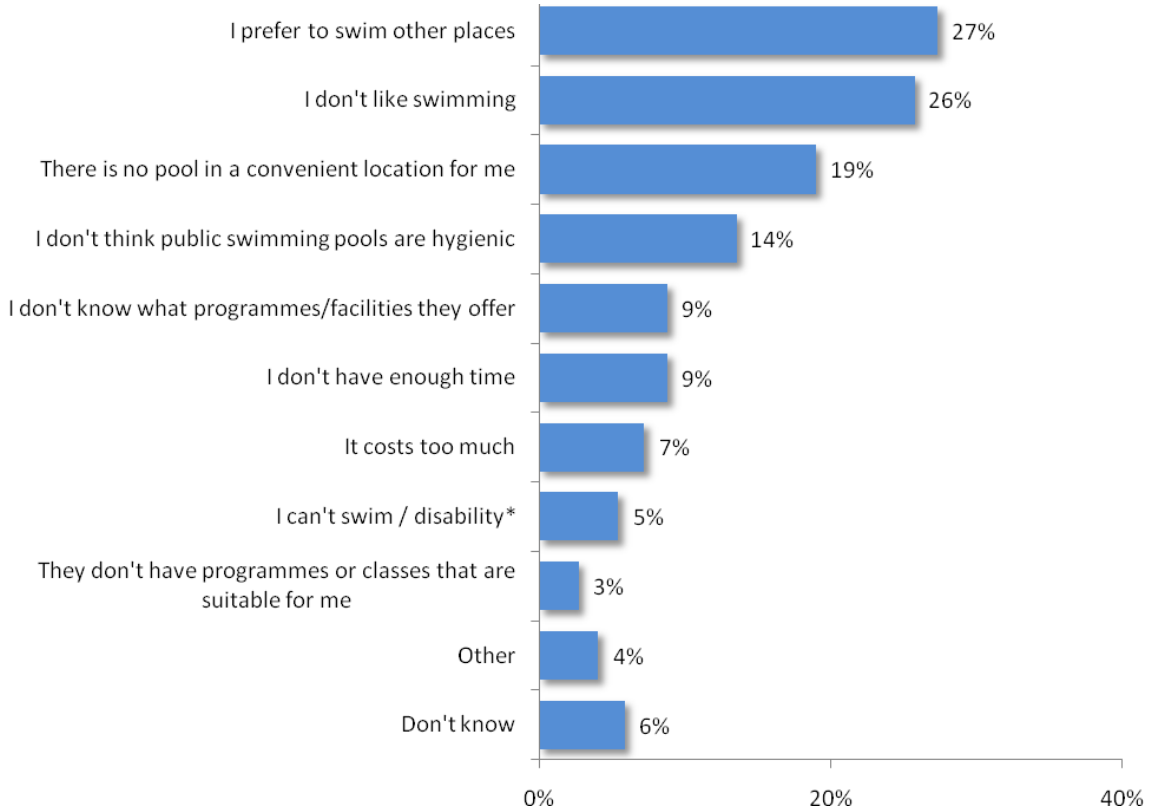
*Base: Those who were aware of the pools n= 3322. Multiple responses were allowed, responses add to over 100%.*

Around a third of participants across the region had used the Parnell Baths, West Wave and/or the Tepid Baths. Usage was higher in the relevant local board areas, for example 77% of Ōtara-Papatoetoe residents had used the Papatoetoe Centennial Pools, and 75% of Manurewa residents had used the Manurewa Pool and Leisure Centre.

Women were generally more likely to have used the pools than men, and 18% of men had not used any (compared to 11% of women).

Those who had not used an Auckland Council pool were asked:

**Q16A Why have you never used an Auckland Council swimming pool?**

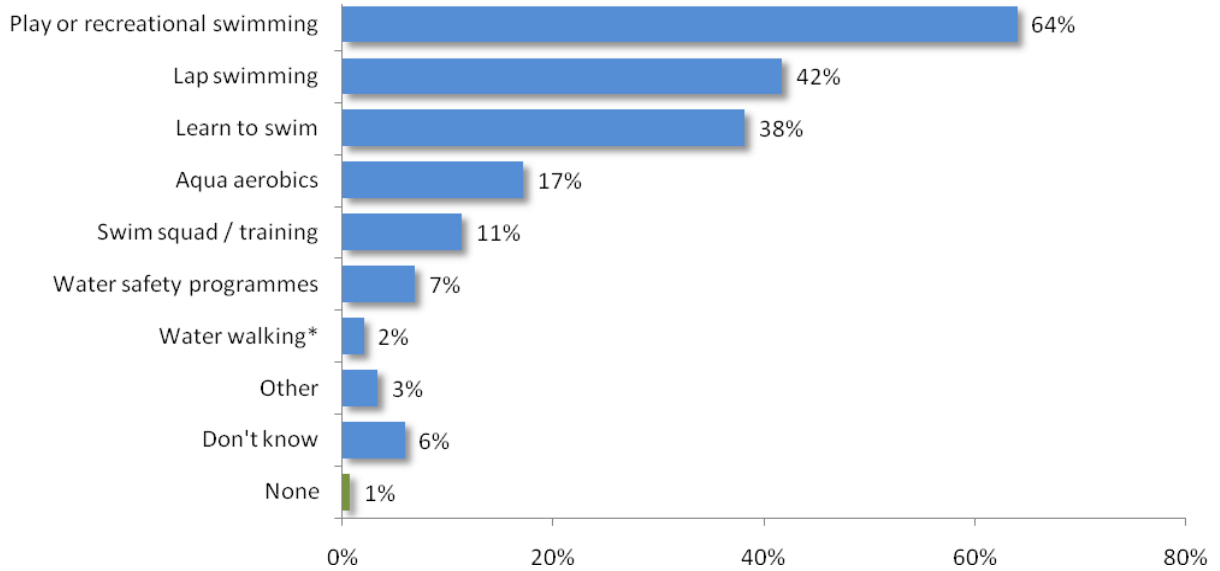


*Base: Those who hadn't used the pools n= 442. Multiple responses were allowed, responses add to over 100%. \*These responses were themes from the 'other, specify' comments*

A quarter preferred to swim at other places, while a quarter said they don't like swimming and a fifth said there were no council pools in a convenient location for them.

Those living in Rodney were more likely to say there were no pools located near them (66%).

**Q17A Which of the following types of programmes have you or your family taken part in?**

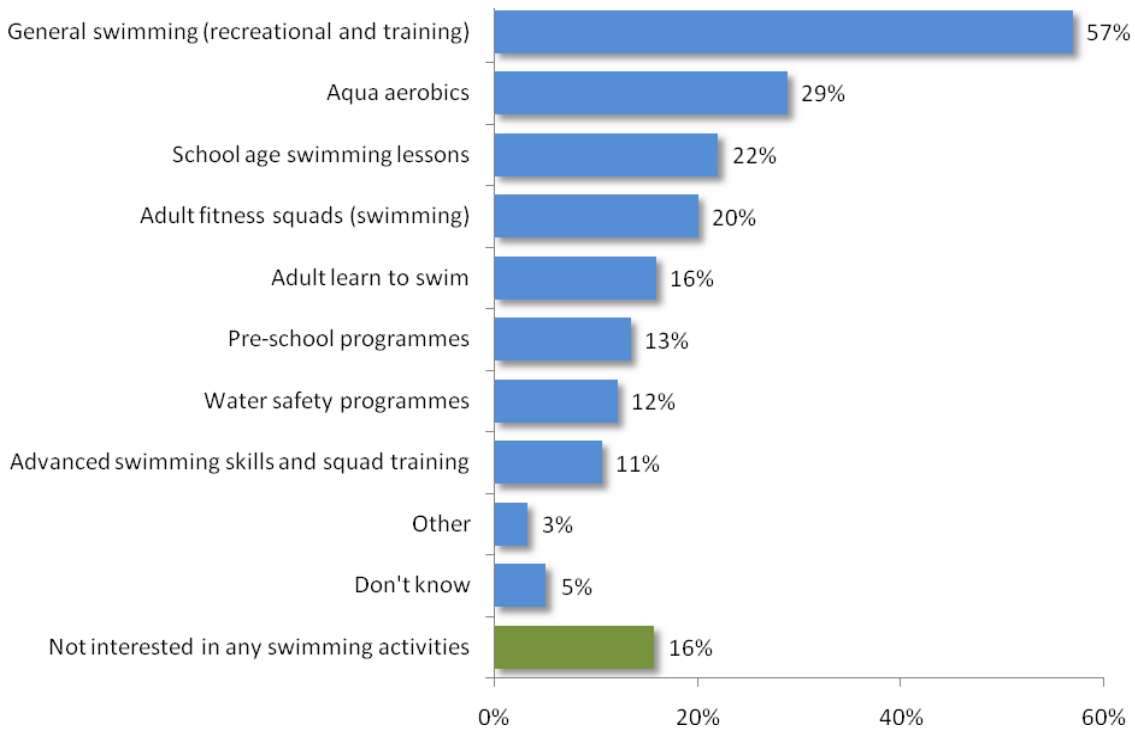


*Base: Those who had used the pools n= 2942. Multiple responses were allowed, responses add to over 100%. \*These responses were themes from the 'other, specify' comments*

Those who had used the pools had most frequently taken part in recreational swimming, followed by lap swimming and learn to swim programmes.

Māori and Pacific participants were more likely to have taken part in water safety programmes (15% and 19% respectively). Those aged 35-54 years tended to be more likely to participate in a range of swimming programmes, while those aged 65 + were less likely to take part. Women were more likely than men to have taken part in play or recreational swimming (67% vs 59% among men), learn to swim programmes (41% vs 33%) and aqua aerobics (22% vs 8%).

**Q18A Which of the following types of programmes might you or your family be interested in going to at a swimming pool, if they were offered at a convenient time and location and an affordable cost?**



*Base: All participants n= 3384. Multiple responses were allowed, responses add to over 100%.*

General swimming for recreation and training was the most popular among all participants (not just the people who had used a council pool), followed by aqua aerobics, school age swimming lessons and adult swimming squads.

While results were similar across local boards, residents of Māngere-Ōtāhuhu were significantly more interested in aqua aerobics (46%), school aged swimming lessons (37%) and water safety programmes (32%). Māori and Pacific participants (and to a lesser extent Asian participants) tended to be more interested in all of the above activities, while Europeans tended to be less interested. Asian participants were particularly interested in adult learn to swim programmes (42%). Women were more interested than men in almost all of the above activities.

## Q19A Do you have any comments to add regarding Auckland Council swimming pools?

There were a number of comments (both positive and negative) about specific pools and the council's pools in general, concerning the facilities, cleanliness, staff, programmes and costs. Some felt there should be more pools in their area and there were requests to keep the pools affordable as well as clean and well maintained.

Do you have any comments to add regarding Auckland Council swimming pools?	Number of responses n=395	% of responses
Comments about specific centres	223	24%
General positive feedback	186	20%
Locations are not convenient/ none in my area	150	16%
Comments regarding cost/ subsidise superannuants/ratepayers	112	12%
Better cleanliness needed	98	10%
Comments regarding free in South/ pay in North/should be free for all	96	10%
Better facilities/ maintenance needed	77	8%
More options for adults, elderly/ specific classes/lanes	62	7%
Too crowded	50	5%
Safety concerns/ enforcement of rules	46	5%
Access - pool unavailable due to swimming lessons/events	42	4%
Not council core business - user pays, need to be self sustaining	41	4%
Swimming lessons - quality, affordable, subsidised lessons needed	40	4%
Don't agree with free swimming	38	4%
Too much chlorine	36	4%
Comments regarding the need to extend opening hours	26	3%
Information - better online site, notification of events and closures	21	2%
Car parking/cost of parking an issue	16	2%
Feedback regarding water temperature	15	2%
Other	43	5%

### Selection of comments

- *"I enjoy using the steam room, sauna and spa pool at West Wave however I'm not sure if these facilities are offered at other council pools."*
- *"I find the smell (chlorine?) in the Franklin pool very off putting so stopped going."*
- *"I have been looking for both a swimming pool for me to do laps plus an affordable learn to swim programme for my 4 year old over the past 3 months. We used to go to Lloyd Elsmore pool (We live in Mt Wellington), but after kids became free and adults were charged we stopped going for several reasons. 1) 3 weeks out of 4 weeks in a row we got evacuated from the kids pool because a child had pooped in it. 2) The number of people spitting in the pool and in the changing rooms is disgusting. 3) The water in the main larger pool is too cold. I then tried Panmure pool twice and felt very unsafe. There was a dodgy man in the spa pool who I complained about and the staff seemed to know of him and didn't seem too concerned. I felt very unsafe in the car park and changing rooms alone in the middle of the day. The water was over chlorinated and my skin reacted to it after each swim. Plus it is expensive (as I need to swim 2 to 3 times per week). I would never go back to this pool."*
- *"As a family we really enjoyed the up-grade to the Birkenhead pool years ago now. The design and having solar heating was brilliant."*

- *"I found Glenfield pool dark, dingy and unappealing."*
- *"I have two young children and find it very frustrating in weekends that the children's' pools are often 100% committed to swimming lessons with nowhere for just general recreational swimming - Cameron Pool in particular is bad for this so we travel miles further to go to Onehunga instead. Also, the pricing is not consistent and I have stopped using Mt Albert pool because taking a pre-schooler means I still have to pay full adult price to enter which is too much when I am merely sitting next to a 3 year old and not really swimming myself. Onehunga pool prices are much better."*
- *"I have been very pleased with the quality of service and pools at both Tepid and Parnell baths."*
- *"Again, really pleased the Council offers these facilities - and the Parnell Baths are great!"*
- *"1.Puddles of water on walking area around pools and water fountain need to be keep clean and anti-slip surface applied at the Glen Innes pool so we don't slip over at your poorly maintained pools. 2.Community Services entry times need to be extended at the Olympic Pool, Newmarket. 3.Student/Community fees need to be the same at all Auckland Council owned/managed pools."*
- *"I live a distance from the pools I have nominated. Waiuku as my closest town and as a growing community has limited pool facilities. This is something the council needs to address."*
- *"I live in South Kaipara. Although we are supposed to be in Auckland the nearest council pool is an hours drive away - 2 hours return. We are not serviced by the council."*
- *"I live in New Lynn. From what I know, the nearest is either West Wave or in Mt. Albert. Trying to get to either of them is an expedition considering the other things going on in my family's life."*
- *"I like the idea that they might have free admission - especially for Senior Citizens."*
- *"I mostly use WestWave and it is a great complex. But compared with other pools throughout the country it is ridiculously expensive."*
- *"I think a small fee \$1.00 is fair for entrance to all pools."*
- *"Thank you so much for making it free for all children under the age of 16. This is just incredible and the kids loves it. THANK YOU SO SO MUCH."*
- *"The initiative to make council swimming pools free has greatly increased our use of the facility."*
- *"I think the \$1 fee for an adult taking a u/5 yr old is great but why not a couple of dollars. I like to teach my grandchild to enjoy the water environment but find that the children's pool is dominated by swim school classes and that is restrictive for me and other parents doing what we love to do."*
- *"I think that there are too many people using the pools. Doesn't feel clean as compared to other smaller pools like Hilton Brown, and other premium centres like Millennium."*
- *"I try to avoid Council-run pools because of their cleanliness (or lack of) and amount of chlorine or other cleanser used. This is because of poor hygiene or consideration of others by patrons rather than a failing of the facility itself."*
- *"Showers are dirty most of the time."*
- *"The long length of time it takes to repair things either when broken or requires maintenance. Far to long compared to commercial operations."*
- *"The main issue for me is the quality of the facilities, of changing rooms in particular. I gave up going to the Takapuna pool because the standard of facilities and cleanliness was poor. Accessibility is also an issue. It is too far for me to go to Takapuna to swim."*

## 5 How have these results have been used?

The survey findings were a key input to our current planning process to help the Leisure unit overcome real and perceived barriers of non-users to enable us to more effectively deliver on the mayor's vision and Auckland Plan. The findings will also enable improvements in programme design, marketing and communications effectiveness and segmentation of our users.

## Appendix I Questionnaire with tables:

Q1A. How much would you say you know about Auckland Council fitness and leisure centres and the programmes available in them?	Number of responses n=3384	% of responses
1. Know very little	952	28%
2	798	24%
Total not know (1 & 2)	1750	52%
3	920	27%
4	493	15%
5. Know a lot	195	6%
Total Know (4 & 5)	688	20%
Unsure/Don't know	25	1%

Base: Panellists participating in survey n= 3384

Q2A. Which of these fitness and leisure centres do you know about? Please select all that you have used or heard about before	Number of responses n=3384	% of responses
Allan Brewster Leisure Centre	304	9%
Birkenhead Pool and Leisure Centre	545	16%
Cameron Pool	664	20%
East Coast Bays Leisure Centre	361	11%
Ellerslie Recreation Centre	264	8%
Franklin Sport Swim and Fitness	161	5%
Glen Innes Aquatic Centre	629	19%
Glenfield Pool and Leisure Centre	802	24%
Howick Leisure Centre	270	8%
Lagoon Leisure and Fitness	570	17%
Lloyd Elsmore Pool and Leisure Centre	764	23%
Lynfield Recreation Centre	233	7%
Manurewa Pool and Leisure Centre	389	11%
Marina Fitness	39	1%
Massey Leisure Centre	304	9%
Moana-Nui-a-Kiwa Leisure Pool and Leisure Centre	186	5%
Mt Albert Community and Recreation Centre	728	22%
Outdoor Experience	12	0.4%
Onehunga War Memorial Pool	589	17%
Ōtāhuhu Recreation and Youth Centre	117	3%
Otara Pool and Leisure Centre	301	9%
Papakura Recreation Centre	280	8%
Sir William Jordan Recreation Centre	141	4%
Stanmore Bay Pool and Leisure Centre	314	9%
Takapuna Pool and Leisure Centre	680	20%
Te Matariki Clendon Community Centre and Library	76	2%
Tepid Baths	1844	54%
West Wave	1308	39%
I haven't heard of any of these before	132	4%

Base: Panellists participating in survey n= 3384. Note this was a multiple response question, so responses add to more than 100%



<b>Q3A. Have you ever used the fitness centre at any of these locations?</b> <b>Select all the fitness centres that you have used</b>	<b>Number of responses</b> <b>n=3252</b>	<b>% of responses</b>
Allan Brewster Leisure Centre	75	2%
Birkenhead Pool and Leisure Centre	52	2%
Cameron Pool	122	4%
East Coast Bays Leisure Centre	61	2%
Ellerslie Recreation Centre	58	2%
Franklin Sport Swim and Fitness	51	2%
Glen Innes Aquatic Centre	133	4%
Glenfield Pool and Leisure Centre	224	7%
Howick Leisure Centre	61	2%
Lagoon Leisure and Fitness	110	3%
Lloyd Elsmore Pool and Leisure Centre	136	4%
Lynfield Recreation Centre	50	2%
Manurewa Pool and Leisure Centre	89	3%
Marina Fitness	11	0%
Massey Leisure Centre	50	2%
Moana-Nui-a-Kiwa Leisure Pool and Leisure Centre	64	2%
Mt Albert Community and Recreation Centre	148	5%
Outdoor Experience	3	0.1%
Onehunga War Memorial Pool	124	4%
Ōtāhuhu Recreation and Youth Centre	23	1%
Otara Pool and Leisure Centre	62	2%
Papakura Recreation Centre	55	2%
Sir William Jordan Recreation Centre	28	1%
Stanmore Bay Pool and Leisure Centre	86	3%
Takapuna Pool and Leisure Centre	140	4%
Te Matariki Clendon Community Centre and Library	7	0.2%
Tepid Baths	317	10%
West Wave	246	8%
I haven't used any of these	1827	56%

Base: Panellists who knew about at least one of the leisure centres n= 3252. Note this was a multiple response question, so responses add to more than 100%

<b>Q4A. Which of these other types of fitness centres or gyms have you used in the last 12 months?</b> <b>Please select all that you have used</b>	<b>Number of responses</b> <b>n=3384</b>	<b>% of responses</b>
Commercially run fitness centre or gym (e.g. Les Mills, Club Physical, Anytime Fitness, Jetts)	796	24%
Fitness centre or gym associated with sports club, school or tertiary institute	299	9%
No other fitness centre or gym	2125	63%
Home/Work/Hotel Gym	88	3%
Bootcamp / Outdoor	30	1%
Other	59	2%
Don't Know	92	3%

Base: Panellists participating in survey n= 3384. Note this was a multiple response question, so responses add to more than 100%

Q5A. There are many reasons why people do not visit fitness centres and gyms. Which of the following reasons apply to you?	Number of responses n=1231	% of responses
I don't have enough time to go to a fitness centre or gym	269	22%
I prefer to keep fit other ways - e.g. sports, walking, dancing, gardening etc.	781	63%
I have my own fitness equipment at home	162	13%
I don't enjoy exercise	118	10%
I'm too tired to do exercise	76	6%
I'm too old to go to a fitness centre or gym	87	7%
I'm concerned about the risk of injury from exercise	38	3%
There is no fitness centre in a convenient location for me	128	10%
It costs too much to go to a fitness centre	513	42%
They don't have programmes or classes that are suitable for me	68	6%
I don't fit into a gym environment	276	22%
I don't know what training/fitness programmes they offer	126	10%
Just not interested	220	18%
Other	42	3%
Don't Know	8	1%

Base: Panellists who had not used any fitness centre n= 1231. Note this was a multiple response question, so responses add to more than 100%

Thinking about what you might know or have heard about Auckland Council Leisure Centres, how much do you agree or disagree with the following...	Number of responses n=3384	% of responses
<b>Q6Ai. Have a wide range of programmes</b>		
1. Strongly disagree	25	1%
2	117	3%
Total not agree (1 & 2)	142	4%
3	602	18%
4	716	21%
5. Strongly agree	345	10%
Total agree (4 & 5)	1061	31%
Don't know enough to say	1579	47%

Base: Panellists participating in survey n= 3384

Thinking about what you might know or have heard about Auckland Council Leisure Centres, how much do you agree or disagree with the following...	Number of responses n=3384	% of responses
<b>Q6Aii. Offer good value for money</b>		
1. Strongly disagree	60	2%
2	189	6%
Total not agree (1 & 2)	249	7%
3	530	16%
4	743	22%
5. Strongly agree	379	11%
Total agree (4 & 5)	1122	33%
Don't know enough to say	1483	44%

Base: Panellists participating in survey n= 3384

Thinking about what you might know or have heard about Auckland Council Leisure Centres, how much do you agree or disagree with the following...	Number of responses n=3384	% of responses
<b>Q6Aiii. Welcome all members of the community</b>		
1. Strongly disagree	39	1%
2	85	3%
Total not agree (1 & 2)	124	4%
3	412	12%
4	867	26%
5. Strongly agree	806	24%
Total agree (4 & 5)	1673	49%
Don't know enough to say	1175	35%

Base: Panellists participating in survey n= 3384

Thinking about what you might know or have heard about Auckland Council Leisure Centres, how much do you agree or disagree with the following...	Number of responses n=3384	% of responses
<b>Q6Aiv. Have a good atmosphere / buzz</b>		
1. Strongly disagree	37	1%
2	140	4%
Total not agree (1 & 2)	177	5%
3	593	18%
4	590	17%
5. Strongly agree	299	9%
Total agree (4 & 5)	889	26%
Don't know enough to say	1725	51%

Base: Panellists participating in survey n= 3384

Thinking about what you might know or have heard about Auckland Council Leisure Centres, how much do you agree or disagree with the following...	Number of responses n=3384	% of responses
<b>Q6Av. Are cleaned and well maintained</b>		
1. Strongly disagree	44	1%
2	165	5%
Total not agree (1 & 2)	209	6%
3	554	16%
4	730	22%
5. Strongly agree	353	10%
Total agree (4 & 5)	1083	32%
Don't know enough to say	1538	45%

Base: Panellists participating in survey n= 3384

Thinking about what you might know or have heard about Auckland Council Leisure Centres, how much do you agree or disagree with the following...	Number of responses n=3384	% of responses
<b>Q6Avi. Have professional trainers</b>		
1. Strongly disagree	25	1%
2	80	2%
Total not agree (1 & 2)	105	3%
3	485	14%
4	710	21%
5. Strongly agree	359	11%
Total agree (4 & 5)	1069	32%
Don't know enough to say	1725	51%

Base: Panellists participating in survey n= 3384

Thinking about what you might know or have heard about Auckland Council Leisure Centres, how much do you agree or disagree with the following...	Number of responses n=3384	% of responses
<b>Q6Avii. Have good quality equipment</b>		
1. Strongly disagree	20	1%
2	101	3%
Total not agree (1 & 2)	121	4%
3	532	16%
4	687	20%
5. Strongly agree	337	10%
Total agree (4 & 5)	1024	30%
Don't know enough to say	1707	50%

Base: Panellists participating in survey n= 3384

Listed below are some statements about Auckland Council fitness centres. Thinking about what you might know about different types of gyms and fitness centres, how much do you agree or disagree with...	Number of responses n=3384	% of responses
<b>Q7Ai. The opening hours of Auckland Council fitness centres are as convenient as other commercial gyms</b>		
1. Strongly disagree	90	3%
2	245	7%
Total not agree (1 & 2)	335	10%
3	417	12%
4	439	13%
5. Strongly agree	256	8%
Total agree (4 & 5)	695	21%
Don't know enough to say	1936	57%

Base: Panellists participating in survey n= 3384

Listed below are some statements about Auckland Council fitness centres. Thinking about what you might know about different types of gyms and fitness centres, how much do you agree or disagree with... Q7Aii. Auckland Council fitness centres have a similar standard of fitness equipment as other commercial gyms	Number of responses n=3384	% of responses
1. Strongly disagree	36	1%
2	157	5%
Total not agree (1 & 2)	193	6%
3	474	14%
4	545	16%
5. Strongly agree	267	8%
Total agree (4 & 5)	812	24%
Don't know enough to say	1904	56%

Base: Panellists participating in survey n= 3384

Listed below are some statements about Auckland Council fitness centres. Thinking about what you might know about different types of gyms and fitness centres, how much do you agree or disagree with... Q7Aiii. People who attend Auckland Council fitness centres aren't as committed as those who attend some other gyms	Number of responses n=3384	% of responses
1. Strongly disagree	610	18%
2	493	15%
Total not agree (1 & 2)	1103	33%
3	273	8%
4	160	5%
5. Strongly agree	70	2%
Total agree (4 & 5)	230	7%
Don't know enough to say	1777	53%

Base: Panellists participating in survey n= 3384

Listed below are some statements about Auckland Council fitness centres. Thinking about what you might know about different types of gyms and fitness centres, how much do you agree or disagree with... Q7Aiv. Members at Auckland Council fitness centres receive a similar standard of training, programming and support from staff as they would at other commercial gyms	Number of responses n=3384	% of responses
1. Strongly disagree	33	1%
2	146	4%
Total not agree (1 & 2)	179	5%
3	409	12%
4	502	15%
5. Strongly agree	269	8%
Total agree (4 & 5)	771	23%
Don't know enough to say	2024	60%

Base: Panellists participating in survey n= 3384

Listed below are some statements about Auckland Council fitness centres. Thinking about what you might know about different types of gyms and fitness centres, how much do you agree or disagree with... Q7Av. Auckland Council fitness centres don't have as a good a reputation as other commercial gyms	Number of responses n=3384	% of responses
1. Strongly disagree	239	7%
2	396	12%
Total not agree (1 & 2)	635	19%
3	478	14%
4	358	11%
5. Strongly agree	108	3%
Total agree (4 & 5)	466	14%
Don't know enough to say	1804	53%

Base: Panellists participating in survey n= 3384

Q8A. Generally speaking, would the fact that a particular fitness centre is run by Auckland Council or its partners influence your decision to join that fitness centre? Which of these statements best describes you?	Number of responses n=3384	% of responses
I am already a member of an Auckland Council fitness centre	189	6%
I would be much more likely to join an Auckland Council fitness centre	284	8%
I would be somewhat more likely to join an Auckland Council fitness centre, but would consider other fitness centres	249	7%
The fact that it is Auckland Council fitness centre wouldn't influence my decision at all	1615	48%
I would be less likely to choose an Auckland Council fitness centre but I might consider it	91	3%
I would be very unlikely to join an Auckland Council fitness centre	100	3%
I don't want to join any fitness centre	725	21%
Unsure / Don't know	131	4%

Base: Panellists participating in survey n= 3384

Q9A: Why are you more likely to join an Auckland Council fitness centre?	Number of responses n=666	
Open text		

Q9B: Why are you less likely to join an Auckland Council fitness centre?	Number of responses n=177	
Open text		

Q9C: Do you have any other comments to make about Auckland Council fitness centres?	Number of responses n=1044	
Open text		

<b>Q10A. Have you or your family been to any of the following leisure centres to participate in indoor sports, classes, group fitness activities or other programmes, or because you or others have hired a room or other space? Select all the centres you have been to.</b>	<b>Number of responses n=3252</b>	<b>% of responses</b>
Allan Brewster Leisure Centre	74	2%
Birkenhead Pool and Leisure Centre	108	3%
Cameron Pool	120	4%
East Coast Bays Leisure Centre	68	2%
Ellerslie Recreation Centre	64	2%
Franklin Sport Swim and Fitness	50	2%
Glen Innes Aquatic Centre	91	3%
Glenfield Pool and Leisure Centre	190	6%
Howick Leisure Centre	59	2%
Lagoon Leisure and Fitness	72	2%
Lloyd Elsmore Pool and Leisure Centre	108	3%
Lynfield Recreation Centre	63	2%
Manurewa Pool and Leisure Centre	70	2%
Marina Fitness	7	0.2%
Massey Leisure Centre	71	2%
Moana-Nui-a-Kiwa Leisure Pool and Leisure Centre	51	2%
Mt Albert Community and Recreation Centre	199	6%
Outdoor Experience	3	0%
Onehunga War Memorial Pool	98	3%
Ōtāhuhu Recreation and Youth Centre	23	1%
Otara Pool and Leisure Centre	45	1%
Papakura Recreation Centre	37	1%
Sir William Jordan Recreation Centre	32	1%
Stanmore Bay Pool and Leisure Centre	95	3%
Takapuna Pool and Leisure Centre	84	3%
Te Matariki Clendon Community Centre and Library	16	0.5%
Tepid Baths	166	5%
West Wave	276	8%
I haven't used of any of these / Unsure	1856	57%

Base: Panellists participating in survey n= 3252. Note this was a multiple response question, so responses add to more than 100%

<b>Q11A. Why have you never visited or used an Auckland Council Leisure Centre? Please select all that apply</b>	<b>Number of responses n=1845</b>	<b>% of responses</b>
I don't have enough time	203	11%
I prefer to keep fit other ways	675	37%
I prefer to exercise on my own	338	18%
Haven't had the opportunity to	201	11%
I don't enjoy exercise	90	5%
There is no leisure centre in a convenient location for me	291	16%
Leisure centre programmes cost too much	225	12%
They don't have programmes or classes that are suitable for me	106	6%

I don't know what programmes/facilities they offer	425	23%
Just not interested	277	15%
Other	78	4%
To old/ physical disability	34	2%
Don't Know	83	4%

Base: Panellists who had never visited a Leisure centre n= 1845. Note this was a multiple response question, so responses add to more than 100%

<b>Q12A. Which of the following types of programmes have you or your family taken part in? Please select all that apply</b>	<b>Number of responses n=1396</b>	<b>% of responses</b>
Health and well-being programmes (e.g. Pilates, aerobics, Never2Old)	508	36%
Social sports leagues or casual games (e.g. indoor netball, basketball, table tennis)	285	20%
Competitive school or club based sports leagues ( e.g. premier volleyball)	175	13%
Children's out of school care (e.g. OSCAR) / holiday programmes)	175	13%
Childcare / preschool / early childhood programmes (e.g. pre-school gymnastics)	180	13%
Youth recreation programmes (e.g. gymnastics, basketball)	190	14%
Outdoor education or experience (e.g. archery, high-ropes, canoeing)	86	6%
Dance classes, (e.g. hip hop, tango, salsa, ballroom)	101	7%
Martial arts classes (e.g. judo, karate, tae kwan do)	51	4%
Hiring a room or space (e.g. for birthday party, community meeting, church group)	307	22%
I have only visited Auckland Council leisure centres as a spectator	101	7%
I haven't participated in activities at Auckland Council leisure centres	96	7%
Swimming classes	136	10%
Other	42	3%
Don't Know	38	3%

Base: Panellists who had visited a leisure centre n= 1396. Note this was a multiple response question, so responses add to more than 100%

<b>Q13A. Which of the following types of leisure centre programmes might you or your family be interested in attending if they were offered at a convenient time and location and an affordable cost? Please select all that apply</b>	<b>Number of responses n=3384</b>	<b>% of responses</b>
Health and well-being programmes (e.g. Pilates, aerobics, Never2Old)	1879	56%
Social sports leagues or casual games (e.g. indoor netball, basketball, table tennis)	740	22%
Competitive school or club based sports leagues ( e.g. premier volleyball)	248	7%
Children's out of school care (e.g. OSCAR) / holiday programmes)	386	11%
Childcare/pre-school / early childhood programmes (e.g. pre-school gymnastics)	326	10%
Youth recreation programmes (e.g. gymnastics, basketball)	450	13%
Outdoor education or experience (e.g. archery, high-ropes, canoeing)	779	23%
Dance classes, (e.g. hip hop, tango, salsa, ballroom)	911	27%



Martial arts classes (e.g. judo, karate, tae kwan do)	514	15%
Hiring a room or space (e.g. for birthday party, community meeting, church group)	611	18%
I am not interested in attending any programmes	559	17%
Swimming	56	2%
Other	73	2%
Don't Know	244	7%

Base: Panellists participating in survey n= 3384. Note this was a multiple response question, so responses add to more than 100%

Q13B: Do you have any suggestions or comments about programmes offered at leisure centres?	Number of responses n=395	
Open text		

Q14A. Which of these swimming pools and aquatic centres do you know about? Please select all that you have used or heard about before	Number of responses n=3384	% of responses
Birkenhead Pool and Leisure Centre	640	19%
Cameron Pool	838	25%
Franklin Sport Swim and Fitness	189	6%
Glen Innes Aquatic Centre	760	22%
Glenfield Pool and Leisure Centre	881	26%
Grey Lynn Paddling Pool	384	11%
Jubilee Pool	193	6%
Lagoon Leisure and Fitness Centre	739	22%
Lloyd Elsmore Pool and Leisure Centre	840	25%
Manurewa Pool and Leisure Centre	471	14%
Massey Park Aquatic Centre	267	8%
Moana-Nui-a-Kiwa Pool and Leisure Centre	215	6%
Onehunga War Memorial Pool	755	22%
Otara Pool and Leisure Centre	351	10%
Papatoetoe Centennial Pools	407	12%
Parnell Baths	2077	61%
Pt Erin Pool	1592	47%
Stanmore Bay Pool and Leisure Centre	369	11%
Takapuna Pool and Leisure Centre	827	24%
Tepid Baths	2335	69%
Totara Park Pools	371	11%
The Olympic Pools and Fitness Centre	989	29%
West Wave Pool and Leisure Centre	1644	49%
Whiteside Pool	29	1%
I haven't heard of any of these before	63	2%

Base: Panellists participating in survey n= 3384. Note this was a multiple response question, so responses add to more than 100%

<b>Q15A. Which of these pools have you or your family used? Please select all that apply</b>	<b>Number of responses n=3322</b>	<b>% of responses</b>
Birkenhead Pool and Leisure Centre	281	8%
Cameron Pool	453	14%
Franklin Sport Swim and Fitness	103	3%
Glen Innes Aquatic Centre	358	11%
Glenfield Pool and Leisure Centre	554	17%
Grey Lynn Paddling Pool	242	7%
Jubilee Pool	65	2%
Lagoon Leisure and Fitness Centre	397	12%
Lloyd Elsmore Pool and Leisure Centre	475	14%
Manurewa Pool and Leisure Centre	259	8%
Massey Park Aquatic Centre	123	4%
Moana-Nui-a-Kiwa Pool and Leisure Centre	124	4%
Onehunga War Memorial Pool	461	14%
Otara Pool and Leisure Centre	143	4%
Papatoetoe Centennial Pools	258	8%
Parnell Baths	1062	32%
Pt Erin Pool	784	24%
Stanmore Bay Pool and Leisure Centre	203	6%
Takapuna Pool and Leisure Centre	504	15%
Tepid Baths	1005	30%
Totara Park Pools	199	6%
The Olympic Pools and Fitness Centre	537	16%
West Wave Pool and Leisure Centre	1029	31%
Whiteside Pool	15	0.5%
I haven't used any of these/Unsure	443	13%

Base: Panellists participating in survey n= 3322. Note this was a multiple response question, so responses add to more than 100%

<b>Q16A. Why have you never used an Auckland Council swimming pool? Please select all that apply</b>	<b>Number of responses n=442</b>	<b>% of responses</b>
I don't have enough time	39	9%
I prefer to swim other places	121	27%
I don't like swimming	114	26%
It costs too much	32	7%
There is no pool in a convenient location for me	84	19%
They don't have programmes or classes that are suitable for me	12	3%
I don't know what programmes/facilities they offer	39	9%
I don't think public swimming pools are hygienic	60	14%
Can't Swim / Disabled	24	5%
Other	18	4%
Don't Know	26	6%

Base: Panellists who had never used an Auckland Council swimming pool n= 442. Note this was a multiple response question, so responses add to more than 100%

<b>Q17A. Which of the following types of programmes have you or your family taken part in? Please select all that apply</b>	<b>Number of responses n=2942</b>	<b>% of responses</b>
Lap swimming	1227	42%
Swim squad / training	332	11%
Learn to swim	1122	38%
Play or recreational swimming	1882	64%
Aqua aerobics	505	17%
Water safety programmes	202	7%
Water Walking	59	2%
None	21	1%
Other	99	3%
Don't Know	175	6%

Base: Panellists who had used an Auckland Council swimming pool n= 2942. Note this was a multiple response question, so responses add to more than 100%

<b>Q18A. Which of the following types of programmes might you or your family be interested going to at a swimming pool, if they were offered at a convenient time and location and an affordable cost? Please select all that apply</b>	<b>Number of responses n=3384</b>	<b>% of responses</b>
Adult fitness squads (swimming)	680	20%
Aqua aerobics	978	29%
Adult learn to swim	541	16%
Pre-school programmes	455	13%
School age swimming lessons	747	22%
Advanced swimming skills and squad training	360	11%
Water safety programmes	412	12%
General swimming (recreational and training)	1927	57%
Not interested in any swimming activities	534	16%
Other	111	3%
Don't Know	174	5%

Base: Panellists participating in survey n= 3384. Note this was a multiple response question, so responses add to more than 100%

<b>Q19A: Do you have any comments to add regarding Auckland Council swimming pools?</b>	<b>Number of responses n=935</b>	
Open text		

## Appendix II Respondent profile

	All respondents n=3384	Percentages (%) n=3384	Statistics NZ Percentages (%) 2006 census data
<b>Gender</b>			
Female	2129	63%	51%
Male	1229	36%	49%
Prefer not to say/Unknown	26	1%	
<b>Age</b>			
15-24 years	99	3%	20%
25-34 years	273	8%	19%
35-44 years	653	19%	21%
45-54 years	665	20%	17%
55-64 years	641	19%	12%
65-74 years	553	16%	7%
75+ years	154	5%	6%
Prefer not to say/Unknown	346	10%	
<b>Ethnicity (Multiple response)</b>			
European	2949	87%	55%
Māori	191	6%	11%
Pacific Peoples	119	4%	15%
Asian	213	6%	18%
Middle Eastern, Latin American, African	48	1%	1%
Other	3	0.1%	8%
Prefer not to say/Unknown	60	2%	
<b>Local Board</b>			
Albert-Eden	289	9%	7%
Devonport-Takapuna	162	5%	4%
Franklin	155	5%	4%
Great Barrier	5	0.1%	0.1%
Henderson-Massey	217	6%	8%
Hibiscus and Bays	229	7%	6%
Howick	215	6%	9%
Kaipātiki	256	8%	6%
Māngere-Ōtāhuhu	92	3%	5%
Manurewa	109	3%	6%
Maungakiekie-Tāmaki	167	5%	5%
Orākei	248	7%	6%
Ōtara-Papatoetoe	84	2%	6%
Papakura	56	2%	3%
Puketāpapa	93	3%	4%
Rodney	180	5%	4%
Upper Harbour	113	3%	3%
Waiheke	47	1%	1%
Waitākere Ranges	185	5%	3%
Waitematā	314	9%	5%
Whau	163	5%	5%
Other/Prefer not to say/Unknown	5	0.1%	-

