



QUALITY OF LIFE



COLMAR BRUNTON
Social Research Agency

QUALITY OF LIFE SURVEY 2016

TOPLINE REPORT

Acknowledgements

Large-scale and complex research projects such as this require a combined effort. This research project was undertaken by Colmar Brunton on behalf of the nine participating New Zealand councils. A steering group from four councils managed the project on behalf of the other councils, and worked closely with representatives from Colmar Brunton throughout this project.

The members of the Quality of Life steering group were:

- Alison Reid, Auckland Council
- Kath Jamieson, Christchurch City Council
- David Stuart, Wellington City Council
- Bill Frewen and Hamish Orbell, Dunedin City Council.

Representatives from Colmar Brunton who worked on this project were:

- Edward Langley
- Lisa Neilsen
- Jocelyn Rout
- Karen Painting
- Danielle David
- Michael Chan
- Creative and Multimedia team.

We would like to acknowledge and thank all those respondents who took the time to complete their surveys. This project would not be possible without your input.

Document referencing

ISBN 978-0-9941405-6-2 (Print)

ISBN 978-0-9941405-7-9 (PDF)

Recommended citation

Colmar Brunton. (2016). *Quality of Life survey 2016: Topline report*. A report prepared on behalf of Auckland Council, Wellington City Council, Christchurch City Council, and Dunedin City Council.

For further information on the Quality of Life Survey and to access reports from previous years, please go to the Quality of Life website. <http://www.qualityoflifeproject.govt.nz/survey.htm>

This report was finalised 14 September 2016.

Quality of Life Survey 2016

Topline report

A joint project between the following New Zealand councils



TABLE OF CONTENTS

KEY HIGHLIGHTS.....	1
1. INTRODUCTION.....	3
2. RESEARCH DESIGN	6
3. QUALITY OF LIFE.....	9
4. HEALTH AND WELLBEING	14
5. CRIME AND SAFETY	18
6. COMMUNITY, CULTURE AND SOCIAL NETWORKS	30
7. COUNCIL PROCESSES	37
8. BUILT AND NATURAL ENVIRONMENT	41
9. TRANSPORT	53
10. ECONOMIC WELLBEING	59
11. HOUSING	62
12. DRIVERS OF QUALITY OF LIFE	68
13. COMPARISONS WITH PREVIOUS YEARS	72
APPENDIX I – DETAILED REASONS FOR QUALITY OF LIFE RATING	86
APPENDIX II –SAMPLE PROFILE	93
APPENDIX III – QUESTIONNAIRE.....	99

KEY HIGHLIGHTS

KEY HIGHLIGHTS

The 2016 Quality of Life survey is a partnership between nine New Zealand Councils. The survey measures perceptions in several domains including: quality of life; health and wellbeing; crime and safety; community, culture and social networks; council decision making processes; environment; public transport; economic wellbeing; and housing. These insights are based on the seven cities' results (n=5,904).

Method

The survey was carried out using a sequential-mixed methodology. A random selection of residents from each Council was made from the electoral roll and respondents completed the survey online or via a hardcopy questionnaire. Fieldwork took place from 14 March to 22 June, 2016. In total, 7,155 respondents took part.

QUALITY OF LIFE

DRIVERS OF OVERALL PERCEPTION OF QUALITY OF LIFE

81%

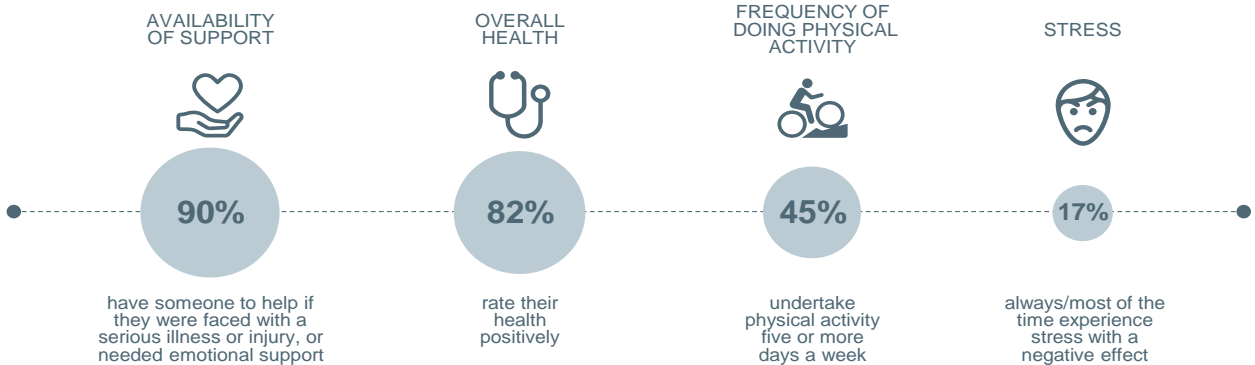
RATE THEIR OVERALL QUALITY OF LIFE POSITIVELY

27%

SAY THEIR QUALITY OF LIFE HAS INCREASED COMPARED WITH 12 MONTHS AGO

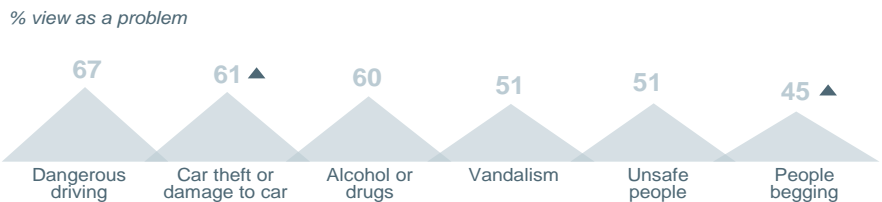


HEALTH AND WELLBEING



CRIME AND SAFETY

PERCEPTIONS OF CRIME AND OTHER UNDESIRABLE PROBLEMS



SENSE OF SAFETY

= during the day
 = after dark



▲ = Significant increase/decrease from 2014 (based on six-city comparison)

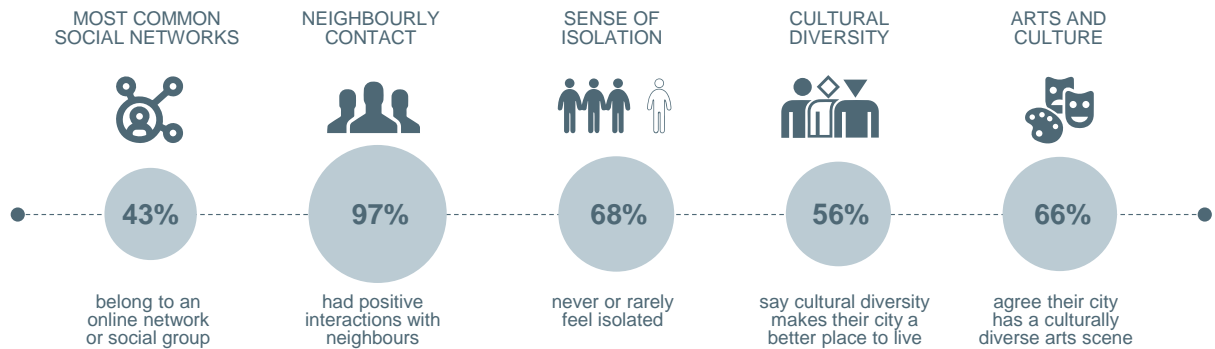
COMMUNITY, CULTURE AND SOCIAL NETWORKS



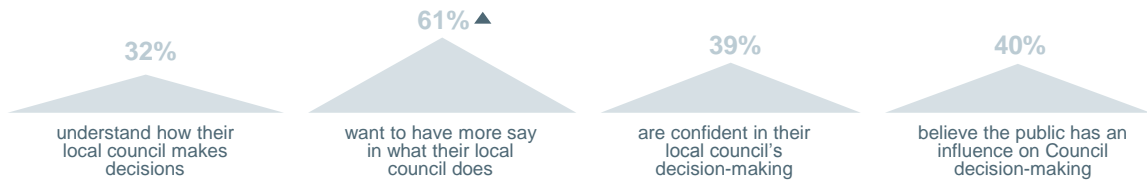
77%
BELIEVE A SENSE OF COMMUNITY IN THEIR NEIGHBOURHOOD IS IMPORTANT



58%
EXPERIENCE A SENSE OF COMMUNITY IN THEIR NEIGHBOURHOOD



COUNCIL DECISION MAKING PROCESSES



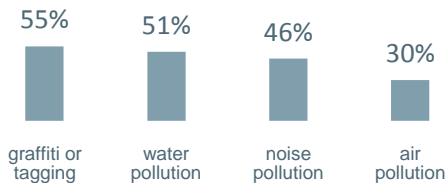
BUILT AND NATURAL ENVIRONMENT

79% THINK THEIR CITY IS A GREAT PLACE TO LIVE

62% ARE PROUD OF HOW THEIR CITY LOOKS AND FEELS

PERCEPTIONS OF ISSUES IN THEIR CITY:

% Big or bit of a problem



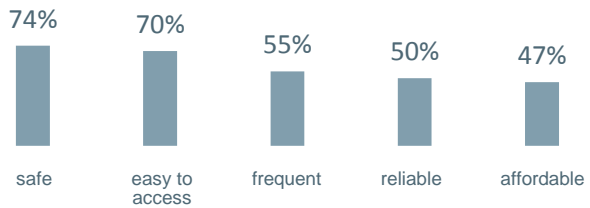
TRANSPORT

25% USE PUBLIC TRANSPORT WEEKLY (OR MORE OFTEN)



PERCEPTIONS OF PUBLIC TRANSPORT IN THEIR LOCAL AREA:

% Strongly agree or agree



ECONOMIC WELLBEING

69% EMPLOYED (FULL OR PART-TIME)

61% SATISFIED WITH WORK/LIFE BALANCE

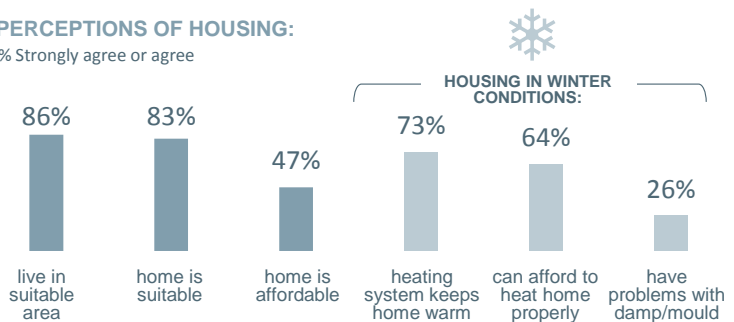
40% HAVE MORE THAN ENOUGH OR ENOUGH INCOME TO COVER COSTS OF EVERYDAY NEEDS

Additional **35%** say 'just enough'

HOUSING

PERCEPTIONS OF HOUSING:

% Strongly agree or agree



1. INTRODUCTION

1.1 Background

The 2016 Quality of Life survey is a collaborative local government research project. The primary objective of the survey is to measure residents' perceptions across a range of measures that impact on New Zealanders' quality of life. The Quality of Life survey was originally established in response to growing pressures on urban communities, concern about the impacts of urbanisation and the effect of this on the wellbeing of residents. The results from the survey are used by participating councils to help inform their policy and planning responses to population growth and change.

The survey measures residents' perceptions across several domains, including:

- Overall quality of life
- Health and wellbeing
- Crime and safety
- Community, culture and social networks
- Council decision-making processes
- Environment (built and natural)
- Public transport
- Economic wellbeing, and
- Housing.

1.2 Council involvement

The Quality of Life survey was first conducted in 2003, repeated in 2004, and has been undertaken every two years since. The number of participating councils has varied each time.

A total of nine councils participated in the 2016 Quality of Life survey project, as follows:

- Auckland Council
- Hamilton City Council
- Hutt City Council
- Porirua City Council
- Wellington City Council
- Christchurch City Council
- Dunedin City Council
- Waikato Regional Council
- Greater Wellington Regional Council.

It should be noted that as two of the councils listed above are regional councils, there are overlaps in the boundaries of participating councils.¹ The Waikato region includes the area covered by Hamilton City Council;

¹ Territorial authorities (e.g. city councils) in New Zealand are responsible for a wide range of local services including roads, water reticulation, sewerage and refuse collection, libraries, parks, recreation services, local regulations, community and economic development, and town planning. Regional councils are primarily concerned with environmental resource management, flood control, air and water quality, pest control, and, in specific cases, public transport, regional parks and bulk water supply. For further information on local government in New Zealand, and to access maps showing the location and boundaries of the nine participating councils refer to the Local Government New Zealand website. <http://www.lgnz.co.nz/home/nzs-local-government/>

and the Greater Wellington region includes the areas covered by Hutt City, Porirua City and Wellington City Councils. The two regional council areas also include smaller towns as well as rural and semi-rural areas.²

Throughout this report, the results for all nine council areas are reported on separately, and in addition to this, the aggregated results for the seven non-regional councils are provided (referred to throughout as the ‘seven city total’). In light of the original reason for establishing the Quality of Life survey (discussed above), the focus of the text in this report is on the seven cities, as these are substantially urban areas.³

Results for the Waikato region include results for Hamilton City area and results for the Greater Wellington region include results for Hutt City, Porirua City and Wellington City areas.

1.3 Project management

Since 2012, the Quality of Life survey project has been managed by a steering group made up of representatives from the following four councils:

- Auckland Council⁴
- Wellington City Council
- Christchurch City Council
- Dunedin City Council.

The steering group manages the project on behalf of all participating councils. This includes commissioning an independent research company and working closely with the company on aspects of the research design and review of the questionnaire.

Colmar Brunton was commissioned to undertake the 2016 survey on behalf of the participating councils.

1.4 Final sample

In 2016 a total of 7155 New Zealanders completed the Quality of Life survey – 5904 of whom were residents of the seven cities.

The table on next page shows the sample size that was achieved by participating council area, and also shows the proportionate distribution of respondents within the seven cities.

Almost two thirds (60%) of the total seven city sample were based in Auckland. This is a reflection of population size and sampling design (refer to section 2 for more detail on sample design and Appendix II for a breakdown of demographic characteristics of the seven city sub-sample).

² The Auckland region also includes several smaller towns, rural and semi-rural areas. However, the majority (over 90%) of the Auckland population lives in the urban area.

³ The ‘seven cities’ are all exclusively urban areas, with the exception of Auckland, however the majority of Auckland’s population lives in the urban area, as mentioned above.

⁴ Prior to local government amalgamation in 2010 in Auckland, the four city councils in Auckland region were involved: Auckland City, Waitakere City, North Shore City and Manukau City Councils.

Council area	Number of residents surveyed	Proportion of 7-city total (n=5,904)
	Unweighted sample size	Weighted %
Auckland	2720	60
Hamilton	537	6
Hutt	540	4
Porirua	535	2
Wellington	545	8
Christchurch	520	15
Dunedin	507	5
Seven city sub-total	5904	100
Waikato Region (excluding Hamilton)	743	N/A*
Greater Wellington Region (excluding Hutt, Porirua and Wellington city)	508	N/A*
Total sample	7,155	-

*Not included in 7-city total.

1.5 Previous surveys

The results for a selection of questions that were asked in previous Quality of Life surveys (2014 and 2012) are shown in Section 13. In making comparisons with results for 2016, results are based on six cities only, and exclude Hamilton City. This is because Hamilton City Council did not participate in the 2012 or 2014 survey.

While results for these selected questions are largely consistent with previous years, there have been four statistically significant changes since 2014 among those questions:

- Increase in proportion of respondents who perceive car theft and damage to be a problem in their city or local area (61%, compared with 55% in 2014)
- Increase in proportion of respondents who perceive people begging on the street to be a problem in their city or local area (44%, compared with 33% in 2014)
- Decrease in proportion of respondents who feel unsafe walking alone in their neighbourhood after dark (33%, compared with 38% in 2014)
- Increase in proportion of respondents agreeing they would like to have more say in what their Council does (61%, compared with 55% in 2014).

Quality of Life survey results from 2003 onwards are available on the Quality of Life website:

<http://www.qualityoflifeproject.govt.nz/survey.htm>

2. RESEARCH DESIGN

This section covers details key elements of the survey methodology, sampling frames, and reporting process. More detailed information is provided in the Quality of Life Survey 2016 Technical Report.

2.1 Methodology and sampling overview

The target population was New Zealanders aged 18 and over, living within the areas governed by the participating councils.

Methodology

The 2016 survey employed a sequential mixed-method methodology, enabling respondents to complete the survey either online or on paper. Respondents were encouraged to complete the survey online in the first instance, and were later offered the option of completing a hard-copy (paper based) questionnaire.⁵

Similar to previous years, 62% of respondents completed the survey online and 38% completed it on paper.

In order to seek cost efficiencies, the research took place in two waves from 14 March to 22 June 2016. The average completion time for the online survey was 18.6 minutes.

Sampling frame and recruitment

The New Zealand Electoral Roll was used as the primary sampling frame. This enabled identification of potential respondents' local council, and a mailing address for survey invitations.

A sample frame was drawn and potential respondents were sent a personalised hard copy letter with a Quality of Life letterhead (including the Colmar Brunton logo) that outlined the purpose of the survey and explained how to complete the survey online.

A further sample was also drawn from Colmar Brunton's online panel to boost the number of Pacific and Asian peoples, in order to ensure robust analysis by ethnicity. These potential respondents were emailed a survey invitation and completed the survey online (a total of 201 respondents participated using this method).

As an incentive to participation, respondents were offered the chance to enter a prize draw for five chances to win Prezzy cards, with a top prize of \$1000 and a further four prizes of \$250.

2.2 Response rates

A total of 25,081 respondents were randomly selected from the Electoral Roll, and invited to participate in the survey. A total of 6,953 completed questionnaires resulted from this recruitment method. The response rate for the survey is 31% (excluding those who could not participate in the survey due to death/having moved residence/no such address).

A total of 1,333 survey invites were sent to Pacific and Asian peoples with valid email addresses, selected from Colmar Brunton's online panel. 201 people completed the survey using this method. A further 335 people attempted to do the survey, but did not qualify because they lived outside of the areas covered by the survey or the area quotas were already full. The response rate for the ethnicity booster sample is 20%.

Further detail on the research method and design, including response rates by council area, is provided in the Quality of Life Survey 2016 Technical Report.

⁵ This methodology was also used successfully in the 2014 and 2012 surveys, whereas in previous years the survey was carried out using a computer-assisted telephone interviewing (CATI) approach.

2.3 Questionnaire design

There were some slight differences in question wording depending on individual Council requirements, and the size of the council jurisdiction. For example, the Christchurch survey asked residents about the impacts of the earthquakes, while others did not. It should also be noted that Auckland, Waikato region and the Greater Wellington region questionnaires referred to 'your local area' throughout the survey, whereas all other questionnaires referred to the specific city name (e.g. 'Hutt City'). The respondent's address on the Electoral Roll was used to direct them to the appropriate survey for the Council area they live in.

A full version of the Wellington City Council questionnaire is included in Appendix IV. For further details on the slight wording differences between questionnaires, and all changes made to the questionnaire from the 2014 version, please refer to the Quality of Life Survey 2016 Technical Report.

2.4 Notes about this report

This report outlines results to all questions asked in the 2016 Quality of Life survey, by council area. Results are presented in tabular format with short accompanying text.

As discussed in section 1.2 above, the analysis includes a specific focus on the results for the aggregated seven-city sample. The results for all nine council areas are reported on separately, and in addition to this, the aggregated results for the seven non-regional councils are provided (referred to throughout as the 'seven city total'), and the text discusses results for the seven city sample only.

Council area results

The results for each city are sampled and weighted to be representative by age within gender, ethnicity and ward/local board. It should be noted that within each council area, there are a range of results that may differ significantly (e.g. by ward or local board).

Results for the Waikato region include results for Hamilton City area, and results for the Greater Wellington region include results for Hutt City, Porirua City and Wellington City areas. These individual city results contribute towards the regional results to a greater extent than the individual city populations contribute to the regional population. For example, Hamilton city results make up 42% of the Waikato results, however the population of Hamilton city is only 36% of the Waikato regional population. For this reason, city area results are post-weighted when regional results are analysed so that regional results accurately reflect the regional population (e.g. Hamilton's contribution to the Waikato regional results is reduced from 42% to 36%).

Nett counts

Nett results reported in this document are based on rounded figures shown in the charts.

Base sizes

All base sizes shown on charts and on tables (n=) are unweighted base sizes. Please note that any base size of under n=100 is considered small and under n=30 is considered extremely small. Results should be viewed with caution.

Margin of error

All sample surveys are subject to sampling error. Based on a total sample size of 5,904 respondents, the results shown in this survey for the seven city total are subject to a maximum sampling error of plus or minus 1.3% at the 95% confidence level. That is, there is a 95% chance that the true population value of a recorded figure of 50% actually lays between 48.7% and 51.3%. As the sample figure moves further away from 50%, so the error margin will decrease.

The maximum margin of error for each of the council areas is:

Location	Sample target	Sample achieved	Maximum margin of error (95% level of confidence)
Auckland	2500	2720	1.9%
Hamilton	500	537	4.2%
Hutt	500	540	4.2%
Porirua	500	535	4.2%
Wellington	500	545	4.2%
Christchurch	500	520	4.3%
Dunedin	500	507	4.4%
7-city total	5500	5904	1.3%
Waikato Region	1200	1280	2.8%
Greater Wellington Region	2000	2128	2.3%

Reporting on significant differences

Unlike previous Quality of Life topline reports, this report does not include any information on statistically significant differences across the seven cities. It was felt by the steering group that a comparison of broad geographic areas such as these, particularly in Auckland, masks significant intra-city differences and the results are not particularly meaningful.

Significant differences are reported in Section 13. When comparing results for the six city total from 2014 with those of 2016,⁶ comparisons with 2014 are only reported where two criteria are met:

- The difference is statistically significant at the 95% confidence level, and
- The raw difference in results is 5% or greater.

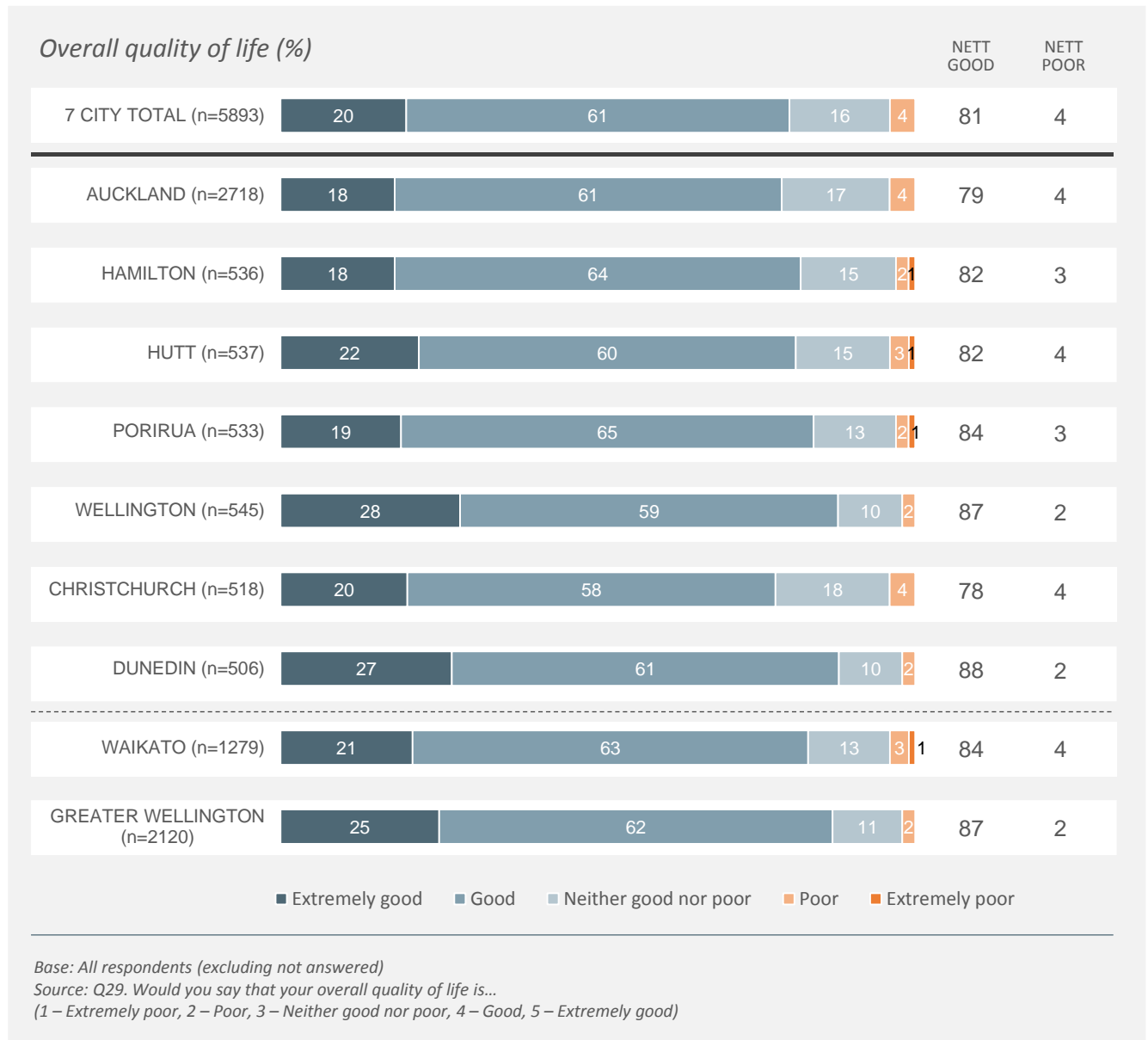
⁶ Hamilton City cannot be included as it did not participate in the 2014 survey.

3. QUALITY OF LIFE

This section presents results on respondents' perceptions of their overall quality of life and the extent to which this has changed in the past year.

3.1 Overall quality of life

A large majority (81%) of respondents in the seven cities rate their overall quality of life positively, with 20% rating it as 'extremely good' and 61% as 'good'.



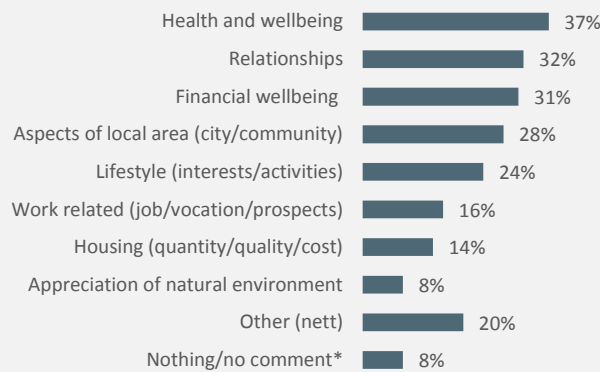
3.2 Most common reasons for quality of life response

Respondents were asked to tell us in their own words about their quality of life, and results were coded into main themes. Respondents' comments could be coded across more than one theme.

Reasons for positive quality of life rating

Respondents' most common reasons for rating their quality of life as 'good' or 'extremely good' related to physical and mental health and wellbeing (37%), relationships (32%), and financial wellbeing (31%).

Reasons for positive quality of life rating – 7-city total (%)



Base: All respondents who rated their quality of life as 'extremely good' or 'good' (n=4919)

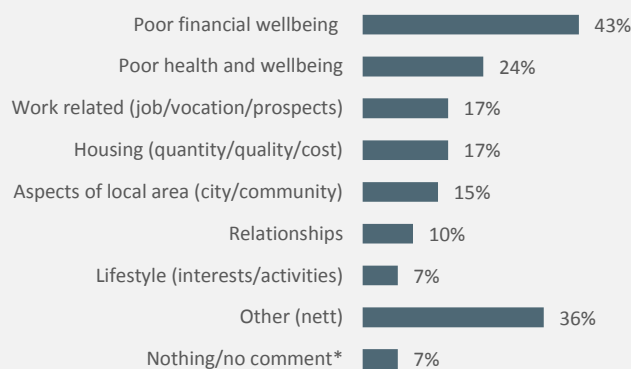
Source: Q30. And why did you describe your overall quality of life in this way?

** Missing data (i.e. those who did not answer) were categorised as 'Nothing/No comment'*

Reasons for negative quality of life rating

Among the relatively small group who rated their quality of life as 'poor' or 'extremely poor', the most common reasons for rating their quality of life poorly related to poor financial wellbeing (not earning enough money/expensive cost of living; 43%), and poor physical or mental health (24%).

Reasons for negative quality of life rating – 7-city total (%)



Base: All respondents who rated their quality of life as 'extremely poor' or 'poor' (n=177)

Source: Q30. And why did you describe your overall quality of life in this way?

** Missing data (i.e. those who did not answer) were categorised as 'Nothing/No comment'*

Reasons for positive quality of life response - by Council

Common themes mentioned among those who rate their quality of life positively (nett categories)	7 CITY TOTAL (n=4919) %	AUCKLAND (n=2222) %	HAMILTON (n=436) %	HUTT (n=454) %	PORIRUA (n=464) %	WELLINGTON (n=483) %	CHRIST-CHURCH (n=412) %	DUNEDIN (n=448) %	WAIKATO (n=1070) %	GREATER WELLINGTON (n=1855) %
Health and wellbeing	37	37	36	35	35	37	37	37	39	38
Relationships	32	32	35	35	35	31	34	33	35	34
Financial wellbeing	31	31	33	35	35	31	34	33	30	31
Aspects of local area (city/community)	28	30	22	25	26	34	22	28	25	29
Lifestyle (interests/activities)	24	22	25	26	22	30	24	26	26	27
Work related (job/prospects)	16	15	17	20	19	19	16	22	18	18
Housing (quantity/quality/cost)	14	15	12	15	13	14	13	17	13	13
Appreciation of environment	8	9	4	5	8	8	6	7	6	7
Other (nett)	20	20	20	21	25	17	21	20	19	19
Nothing/no comment*	8	8	11	9	11	6	8	9	9	8

Base: All respondents who rated their quality of life as 'extremely good' or 'good'

Source: Q30. And why did you describe your overall quality of life in this way?

*Missing data (i.e. those who did not answer) were categorised as 'Nothing/no comment'

Note, percentages may add to more than 100% as respondents could mention multiple reasons.

Reasons for negative quality of life response - by Council

Common themes mentioned among those who rate their quality of life negatively (nett categories)	7 CITY TOTAL (n=177) %	AUCKLAND (n=96) %	HAMILTON (n=20*) %	HUTT (n=14*) %	PORIRUA (n=11*) %	WELLINGTON (n=11*) %	CHRIST-CHURCH (n=15*) %	DUNEDIN (n=10*) %	WAIKATO (n=49) %	GREATER WELLINGTON (n=45) %
Poor financial wellbeing	43	48	59	44	20	66	10	28	62	51
Poor health / wellbeing	24	18	37	13	12	26	39	63	33	28
Work related (job/prospects)	17	15	5	11	16	9	34	24	14	17
Housing (quantity/quality/cost)	17	22	4	7	-	26	-	6	1	13
Aspects of local area (city/community)	15	14	16	15	11	39	11	12	9	25
Relationships	10	12	14	6	-	-	5	9	11	4
Poor lifestyle	7	9	6	-	8	5	-	4	17	7
Other (nett) – (includes life quality poor/not good)	36	37	19	43	63	52	30	29	20	50
	8	7	-	18	12	14	10	-	2	17
Nothing/no comment**	7	9	-	4	19	-	4	7	6	3

Base: All respondents who rated their quality of life as ‘extremely poor’ or ‘poor’

Source: Q30. And why did you describe your overall quality of life in this way?

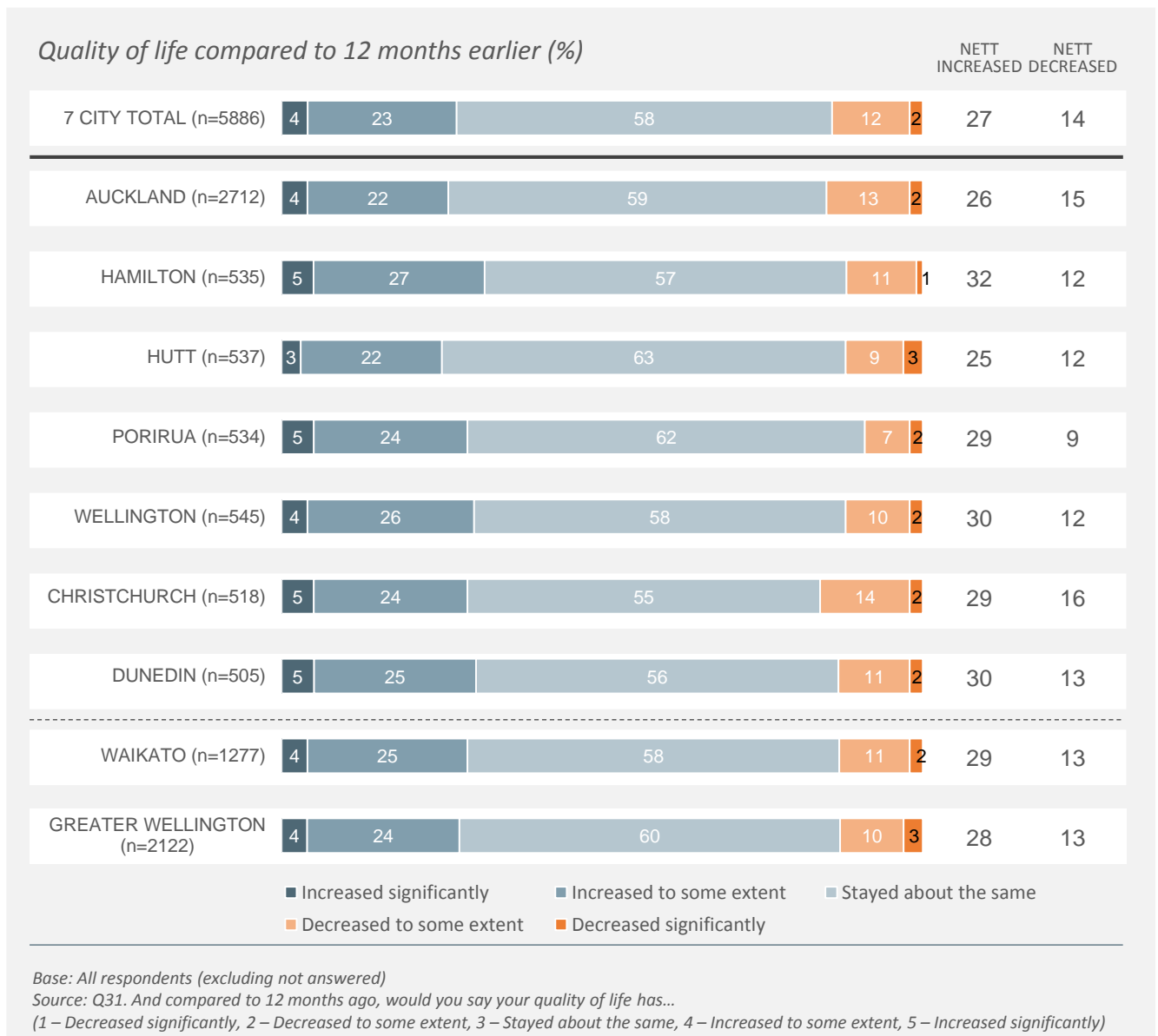
*Caution, small sample size – results are indicative only.

**Missing data (i.e. those who did not answer) were categorised as ‘Nothing/no comment’

Note, percentages may add to more than 100% as respondents could mention multiple reasons.

3.3 Quality of life compared to 12 months earlier

Over a quarter (27%) of respondents living in the seven city areas felt their quality of life had improved over the past year.

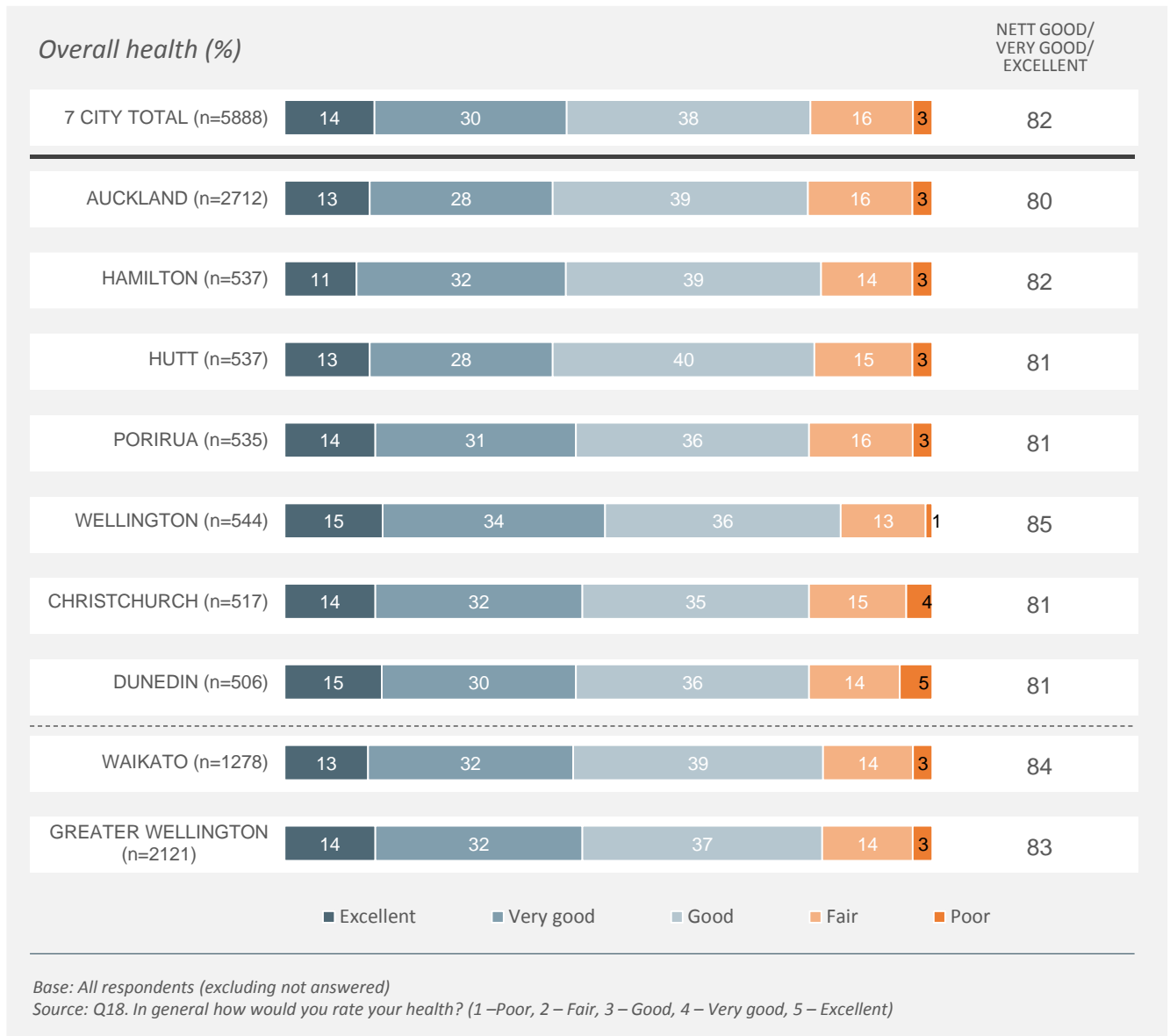


4. HEALTH AND WELLBEING

This section explores respondents' perceptions and behaviour regarding their general health, physical activity and emotional wellbeing.

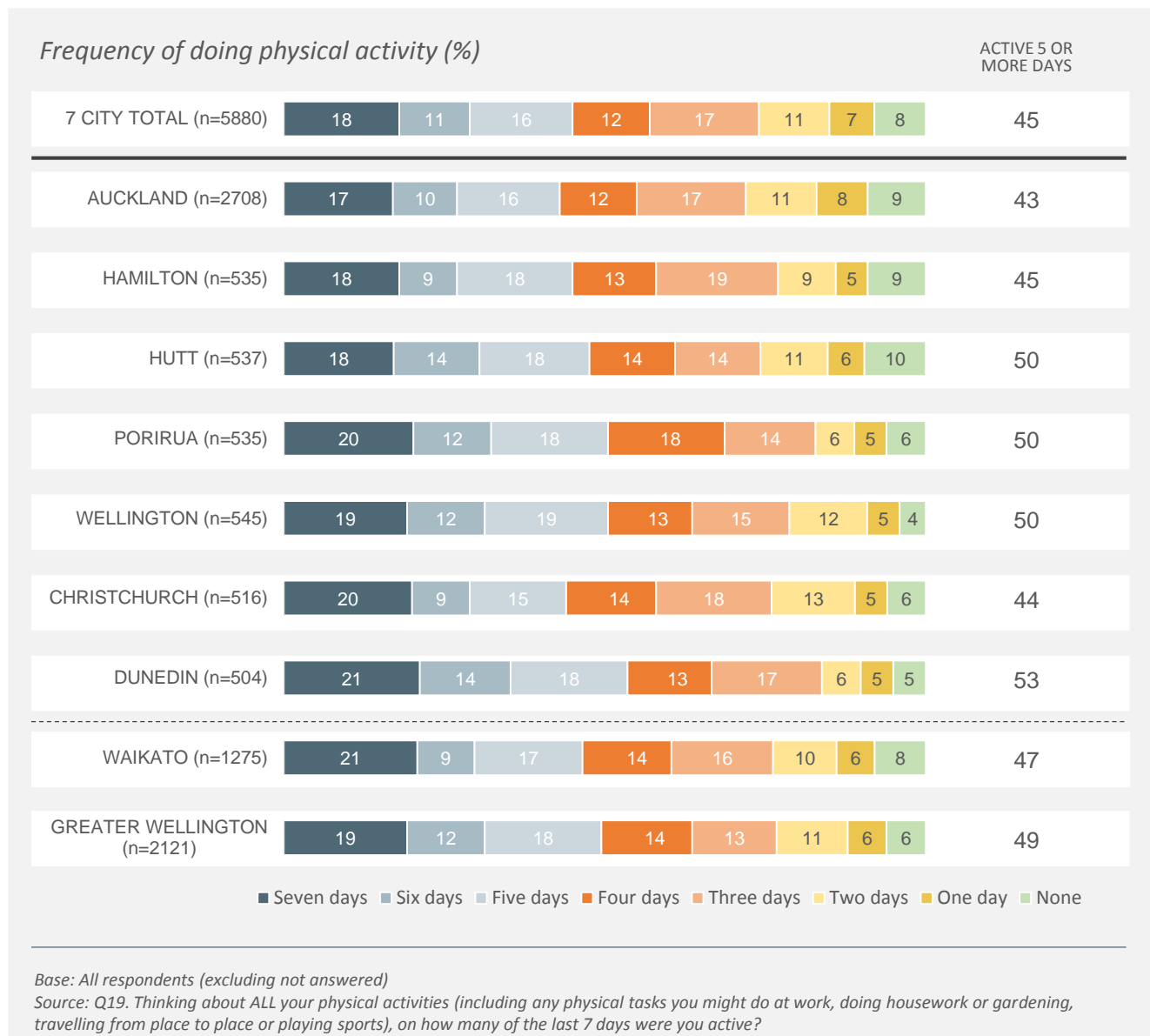
4.1 Overall health

Across the seven cities, four in five (82%) respondents rated their health positively; 14% rated their health as 'excellent', 30% as 'very good', and 38% as 'good'.



4.2 Frequency of doing physical activity in past week

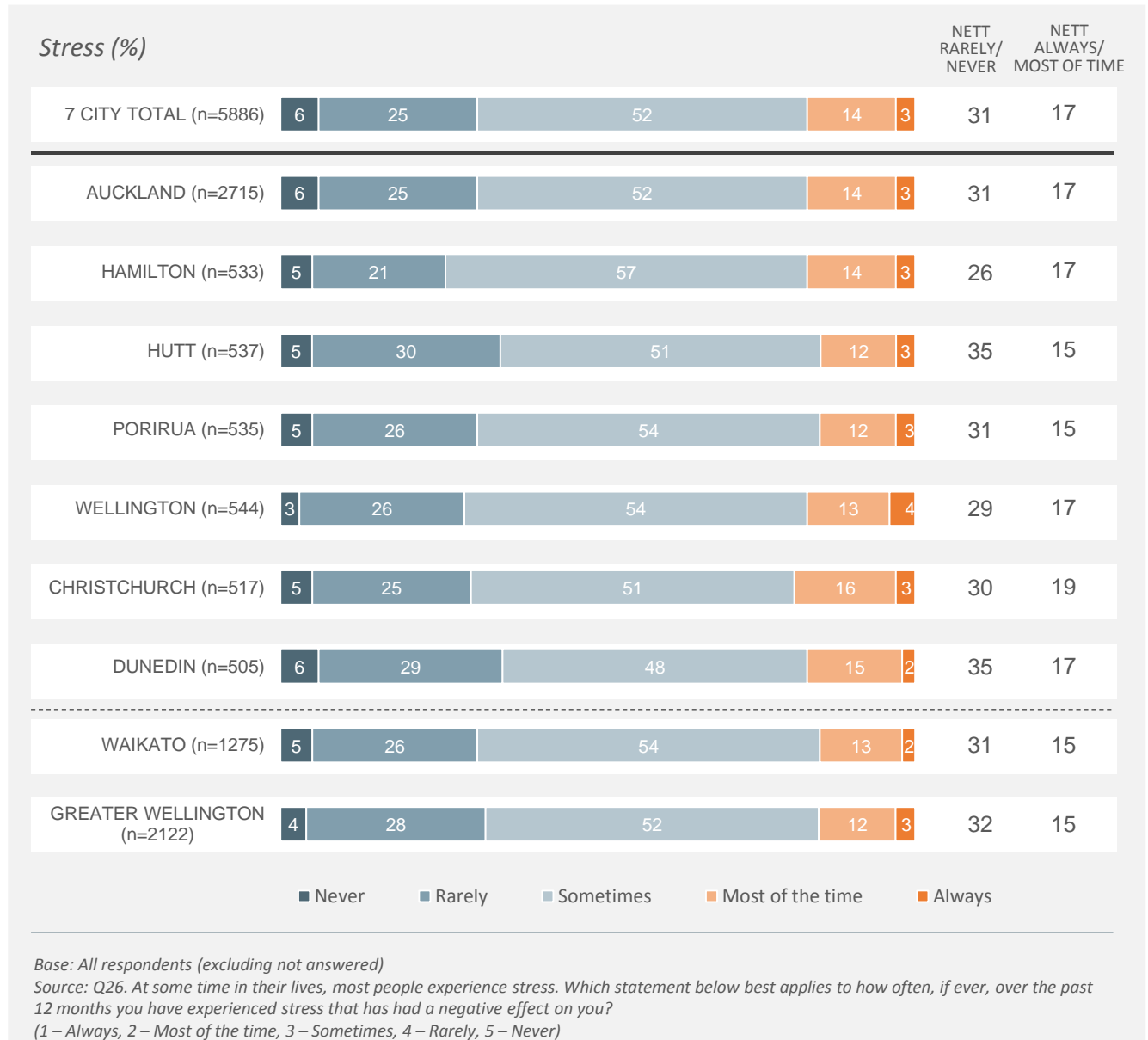
When respondents were asked how many days in the previous seven days they had been physically active, 45% said they had been active five or more days. For the purpose of this survey, ‘active’ was defined as 15 minutes or more of vigorous activity (an activity which made it a lot harder to breathe than normal), or 30+ minutes of moderate exercise (e.g. an activity that makes you breathe harder than normal, such as brisk walking).



4.3 Stress

Respondents were asked how often during the past 12 months they had experienced stress that had had a negative effect on them.

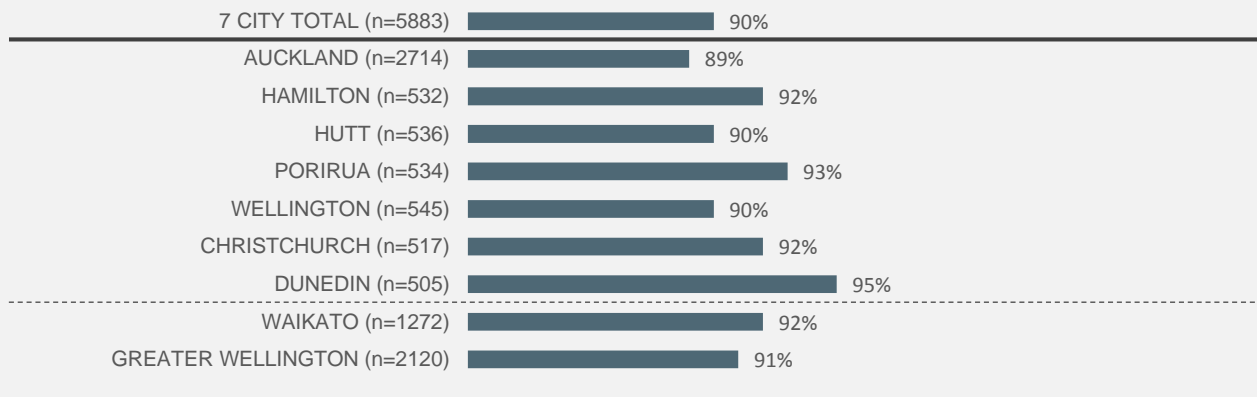
While almost two in ten (17%) respondents had regularly experienced stress that had a negative impact on them, more than three in ten (31%) rarely or never experienced this.



4.4 Availability of support

Nine in ten (90%) respondents feel they have someone to rely on for help if faced with physical injury or illness, or if in need of support during an emotionally difficult time.

Availability of support (% Yes)



Base: All respondents (excluding not answered)

Source: Q25. If you were faced with a serious illness or injury, or needed emotional support during a difficult time, is there anyone you could turn to for help? (1 – Yes, 2 – No, 3 – Don't know)

5. CRIME AND SAFETY

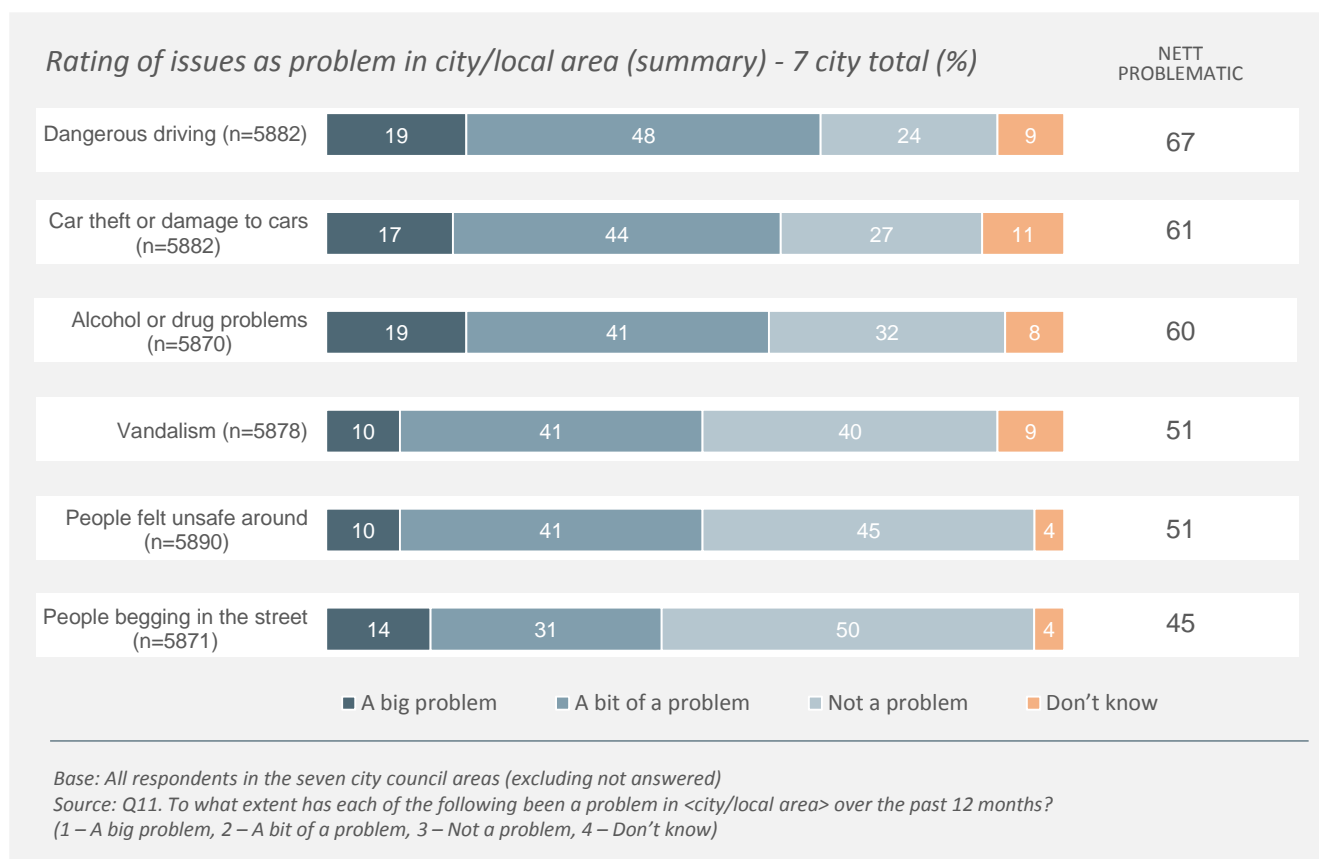
This section reports on respondents’ perceptions of problems in their city or local area in the last 12 months, as well as their sense of safety in their homes, neighbourhoods and city centres.⁷

Respondents were asked to indicate the extent to which they perceived 10 possible issues had been a problem in their local area in the last year. Results for six issues relating to crime and safety are reported in this section (vandalism, dangerous driving, car theft and damage, alcohol and drug issues, people perceived to be unsafe, and people begging on the street), and results for the other four issues are reported in Section 8.

5.1 Rating of issues as problem in city/local area (summary)

The table below shows overall results for the seven cities combined. Results across all nine participating councils for each issue are outlined on the following pages.

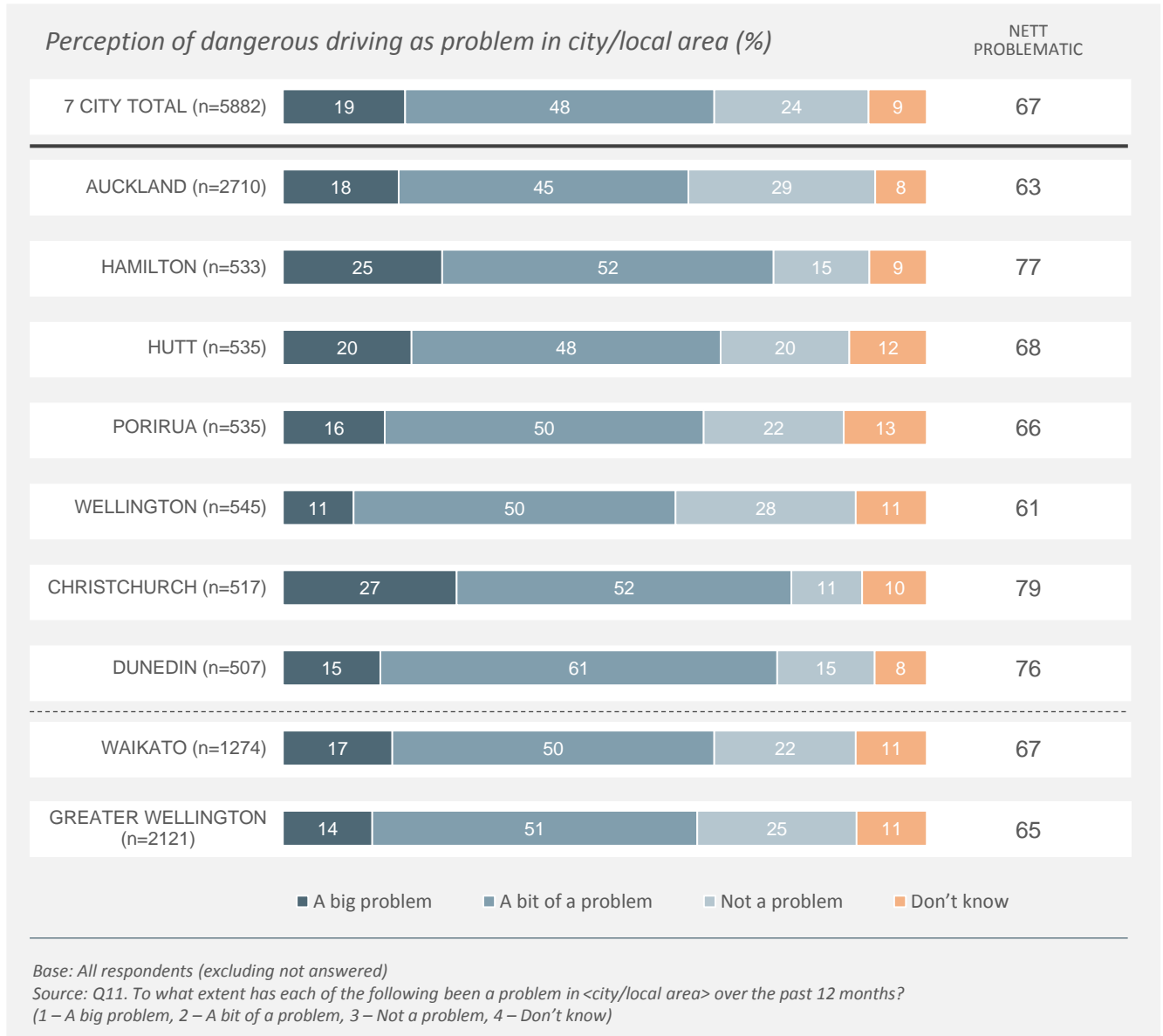
More than two thirds (67%) of respondents in the seven cities perceived dangerous driving as a ‘big problem’ or a ‘bit of a problem’ in their city or local area in the previous 12 months, followed by car theft, damage to cars or theft from cars (61%), and alcohol and drug problems or anti-social behaviour associated with the consumption of alcohol (60%).



⁷ Auckland, Waikato region and the Greater Wellington region questionnaires referred to ‘your local area’ throughout the survey, whereas other cities’ questionnaires referred to the specific city name (e.g. Hutt City)

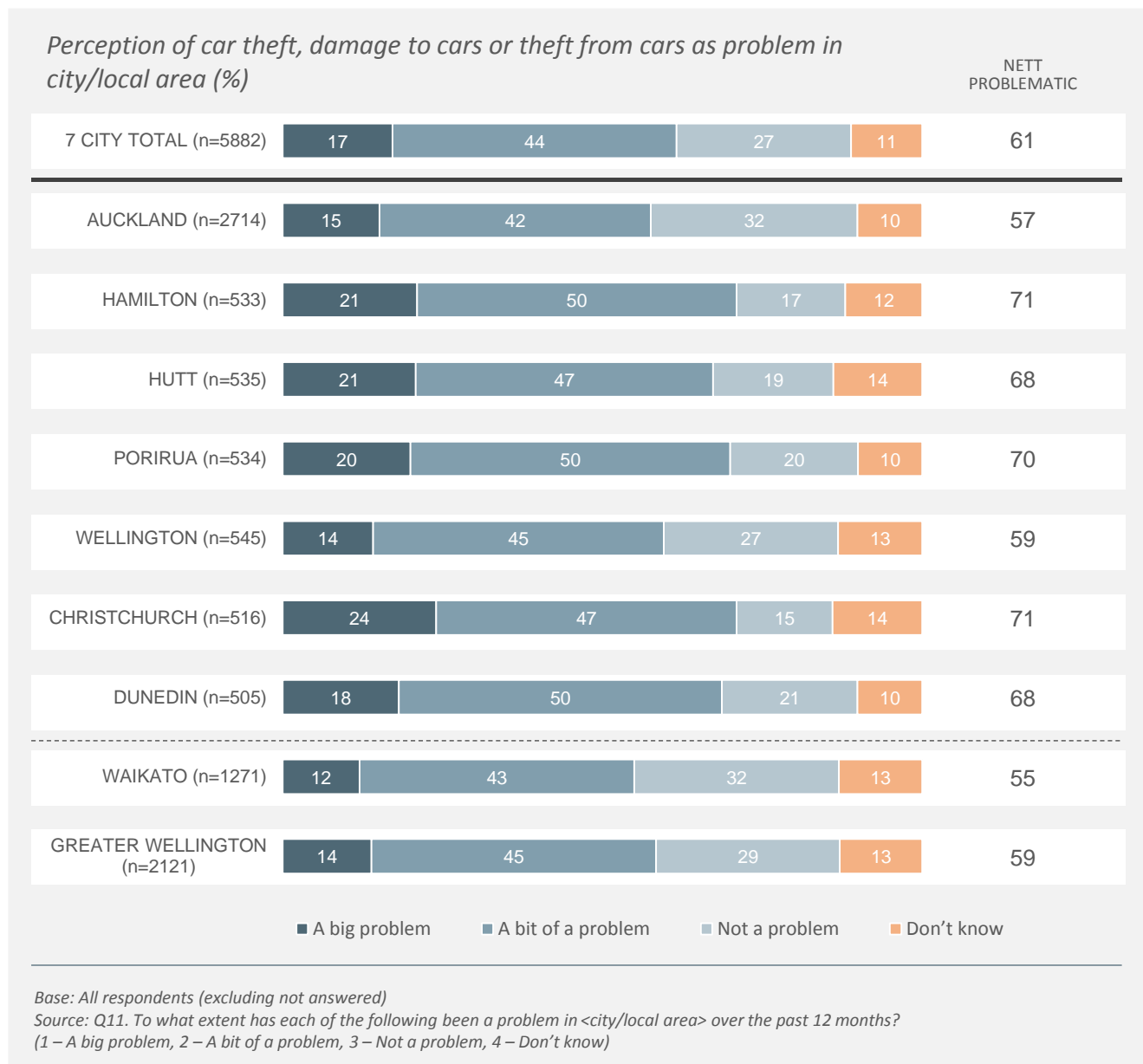
Dangerous driving, including drink driving and speeding

More than two thirds (67%) of respondents in the seven city areas perceived dangerous driving (including drink driving and speeding) to have been a problem in their city or local area over the past year. Close to two in ten (19%) perceive it to be ‘a big problem’ in their local area, and a further five in ten (48%) perceive it to be ‘a bit of a problem’.



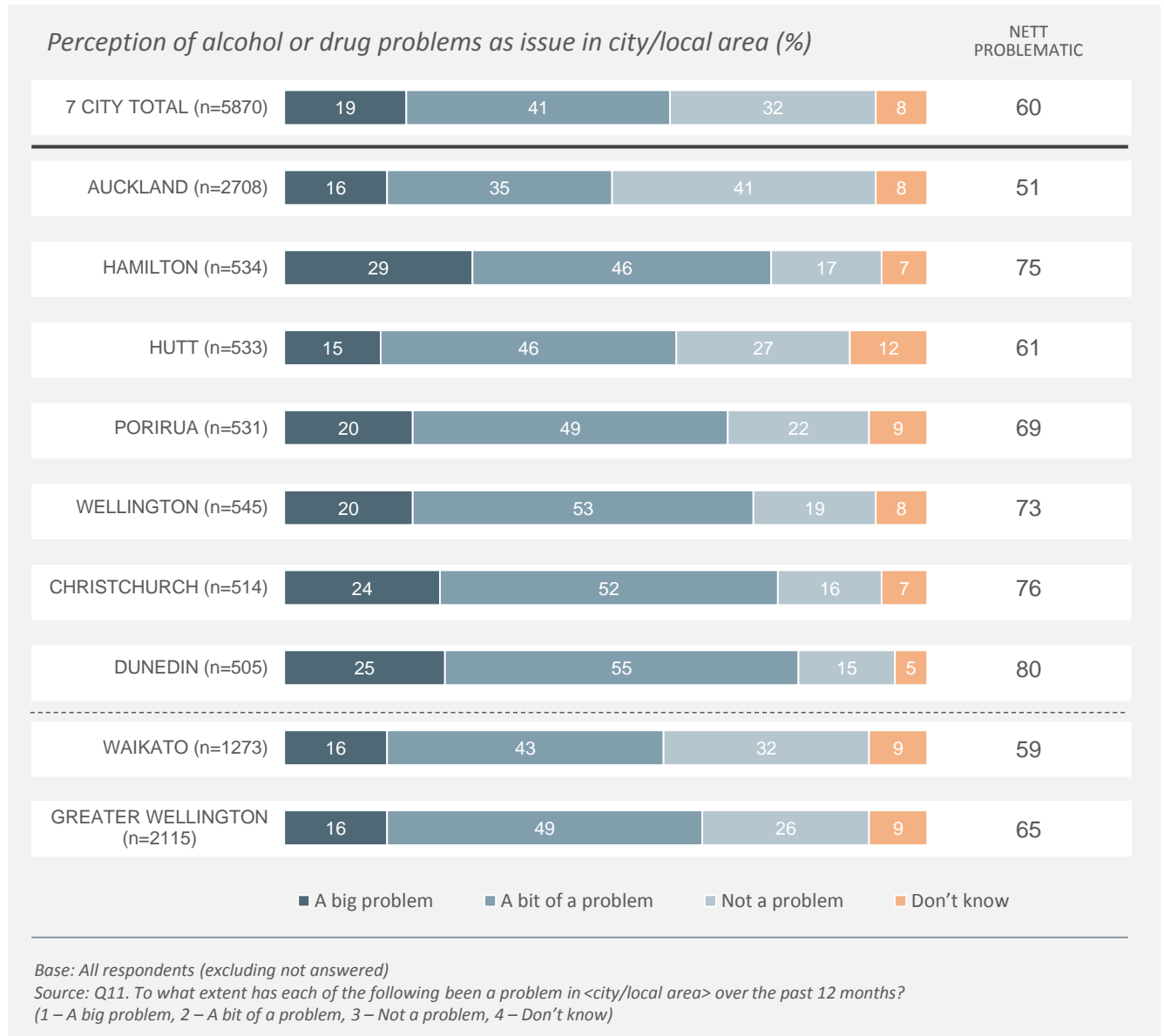
Car theft, damage to cars or theft from cars

Six in ten (61%) respondents perceive car theft and damage to have been a problem in their local area over the past 12 months, with 17% rating it ‘a big problem’ and 44% ‘a bit of a problem’.



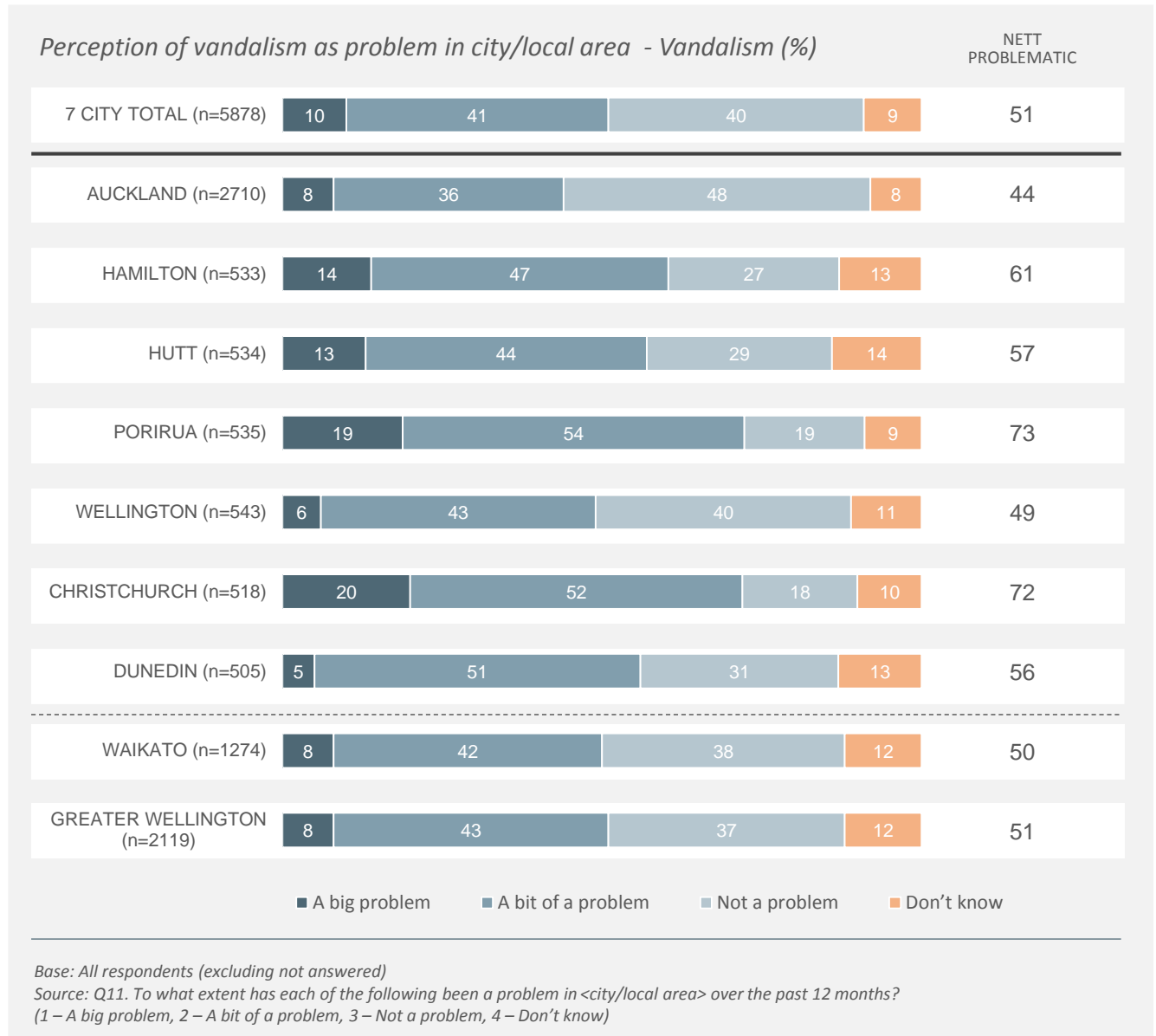
Alcohol or drug problems

Six in ten (60%) respondents in the seven city areas perceive alcohol or drugs problems, or anti-social behaviour associated with the consumption of alcohol, to be a problem in their city or local area, with two in ten (19%) rating it 'a big problem' and four in ten (41) 'a bit of a problem'.



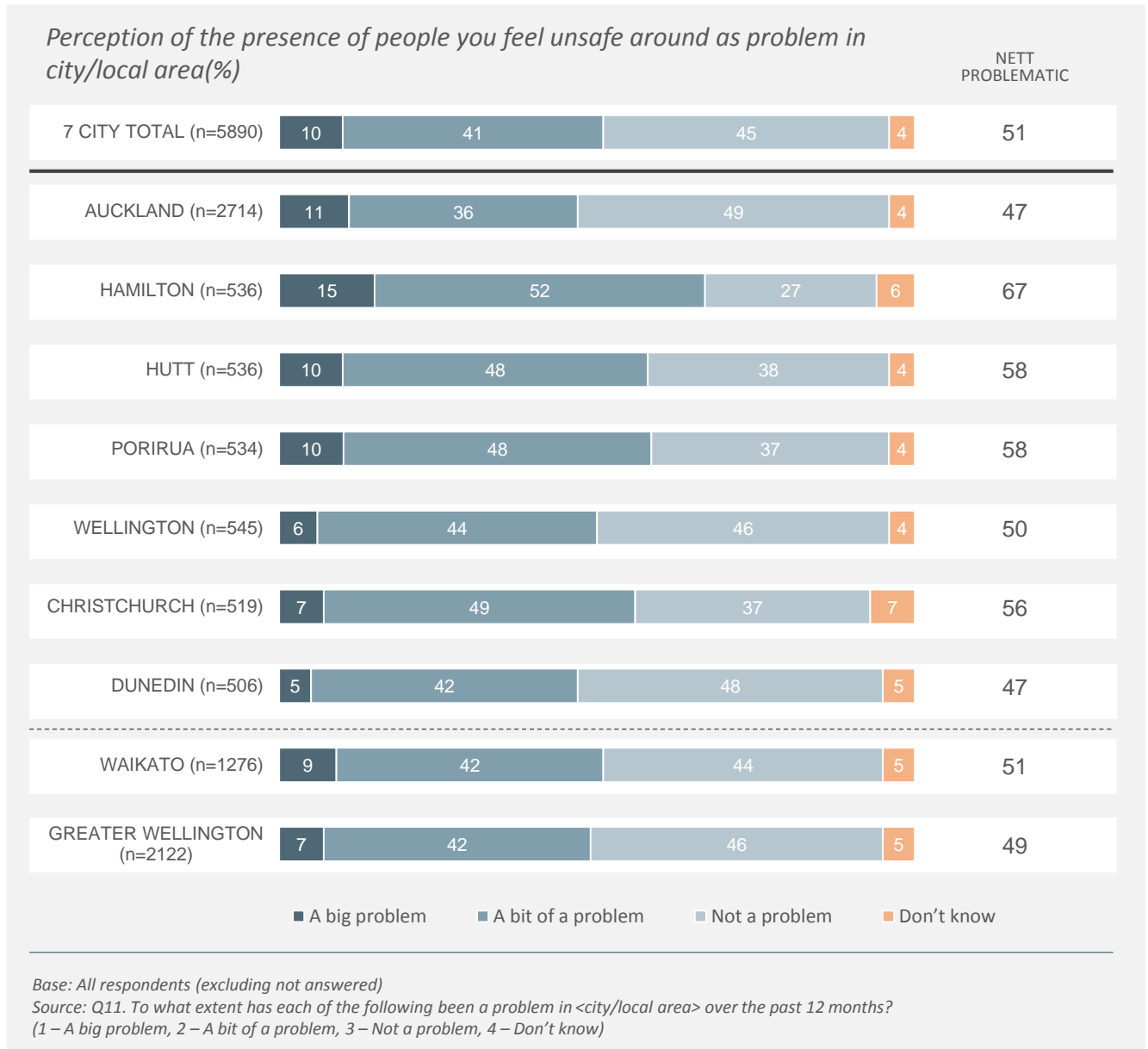
Vandalism

Half (51%) of respondents in the seven cities perceived vandalism to have been a problem in their city or local area over the past 12 months. One in ten (10%) say it has been ‘a big problem’ and four in ten (41%) say it has been ‘a bit of a problem’.



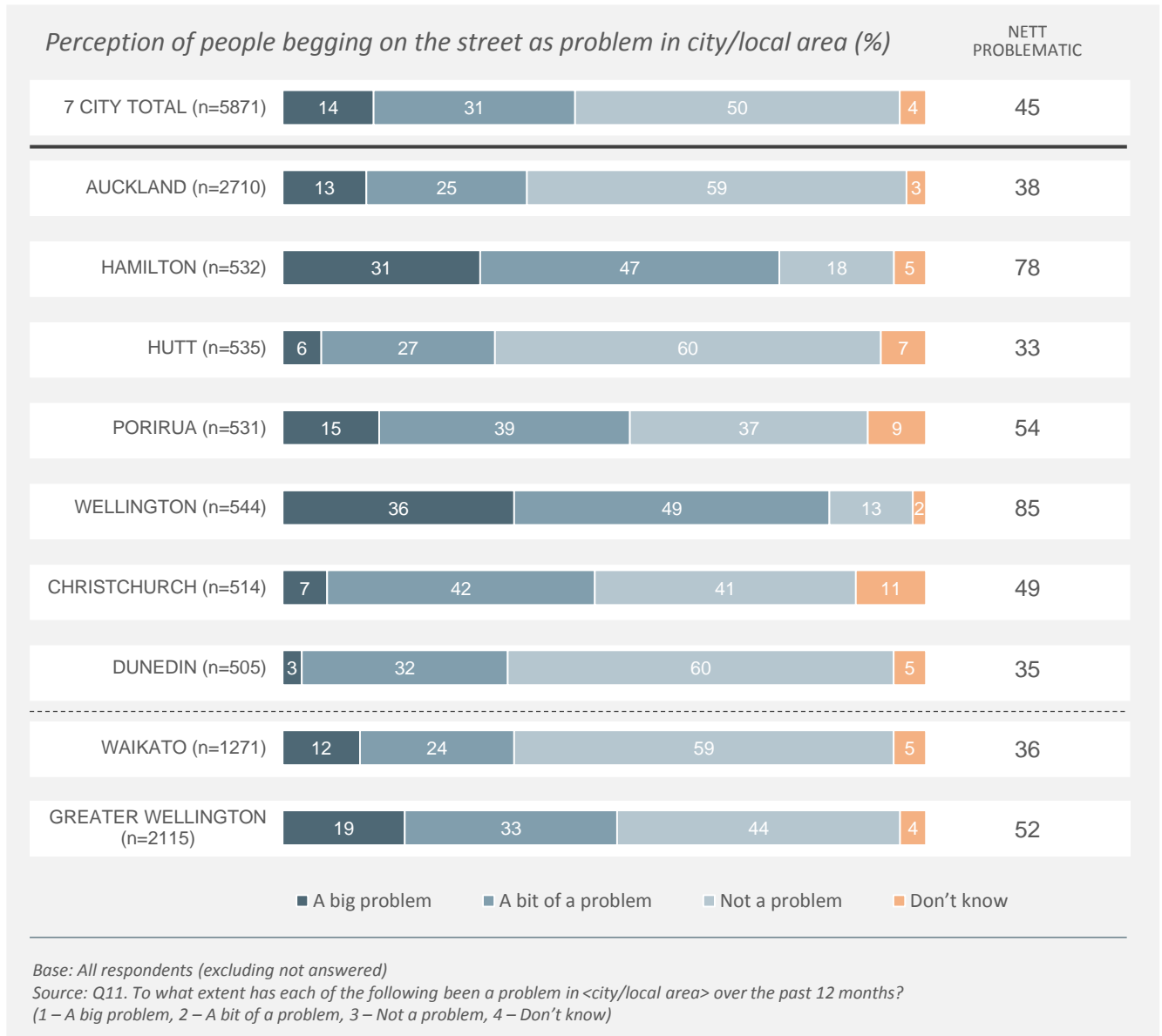
Presence of people you feel unsafe around

Half (51%) of respondents in the seven cities had felt unsafe around people in their area in the last 12 months due to their behaviour, attitude or appearance, and considered it to be a problem. One in ten (10%) considered it ‘a big problem’ and four in ten (41%) ‘a bit of a problem’.



People begging in the street

Just under half (45%) of respondents in the seven city areas considered people begging on the street to have been a problem in their local area during the last 12 months. Over one in ten (14%) considered it ‘a big problem’ and three in ten (31%) ‘a bit of a problem’.



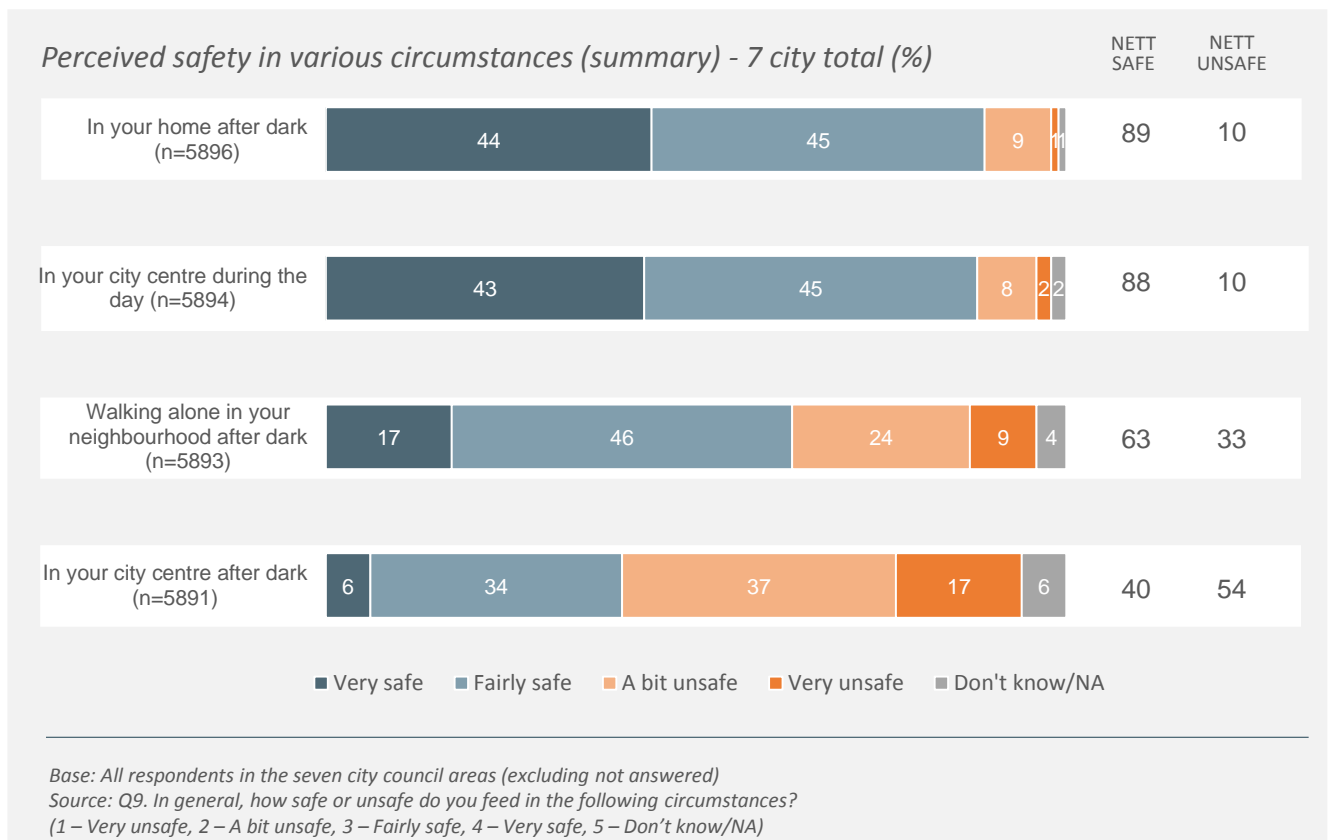
5.2 Sense of safety

Respondents were asked to rate their general feelings of safety when considering four different circumstances: in their own home after dark; walking alone in their neighbourhood after dark; in their city centre during the day; and in their city centre after dark. Respondents were also asked to note in their own words which area they regarded as their city centre - this data is not reported here but will be used in analysis of the results by individual councils.

Perceived safety in various circumstances (summary chart)

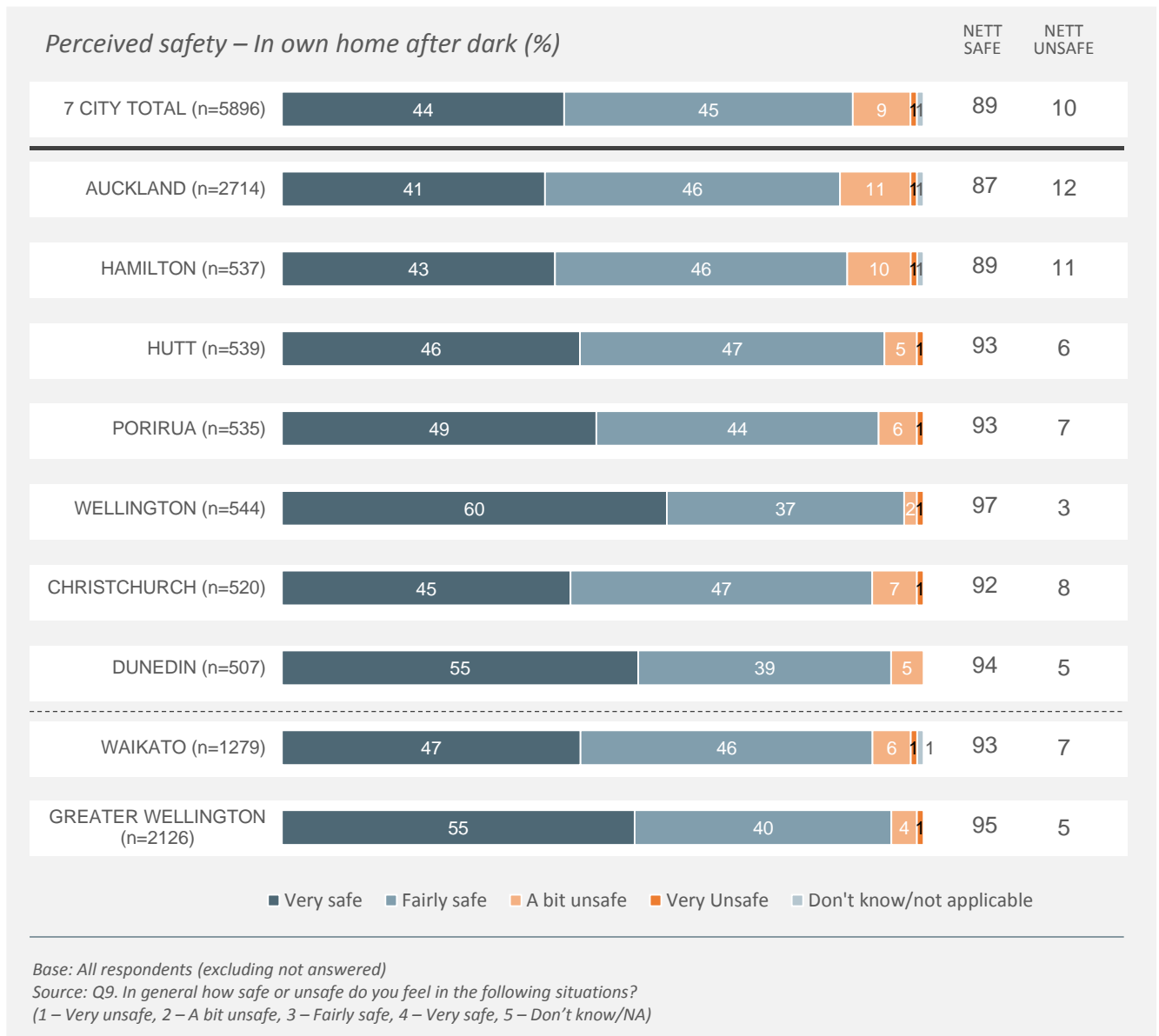
The table below shows overall results for the seven cities combined. Results across all nine participating councils for each circumstance are outlined on the following pages.

While the majority of respondents in the seven cities felt safe in their city centre during the day and in their homes after dark (88% and 89% respectively), less than two thirds (63%) felt safe walking alone in their neighbourhood after dark, and only one in four (40%) felt safe in their city centre after dark.



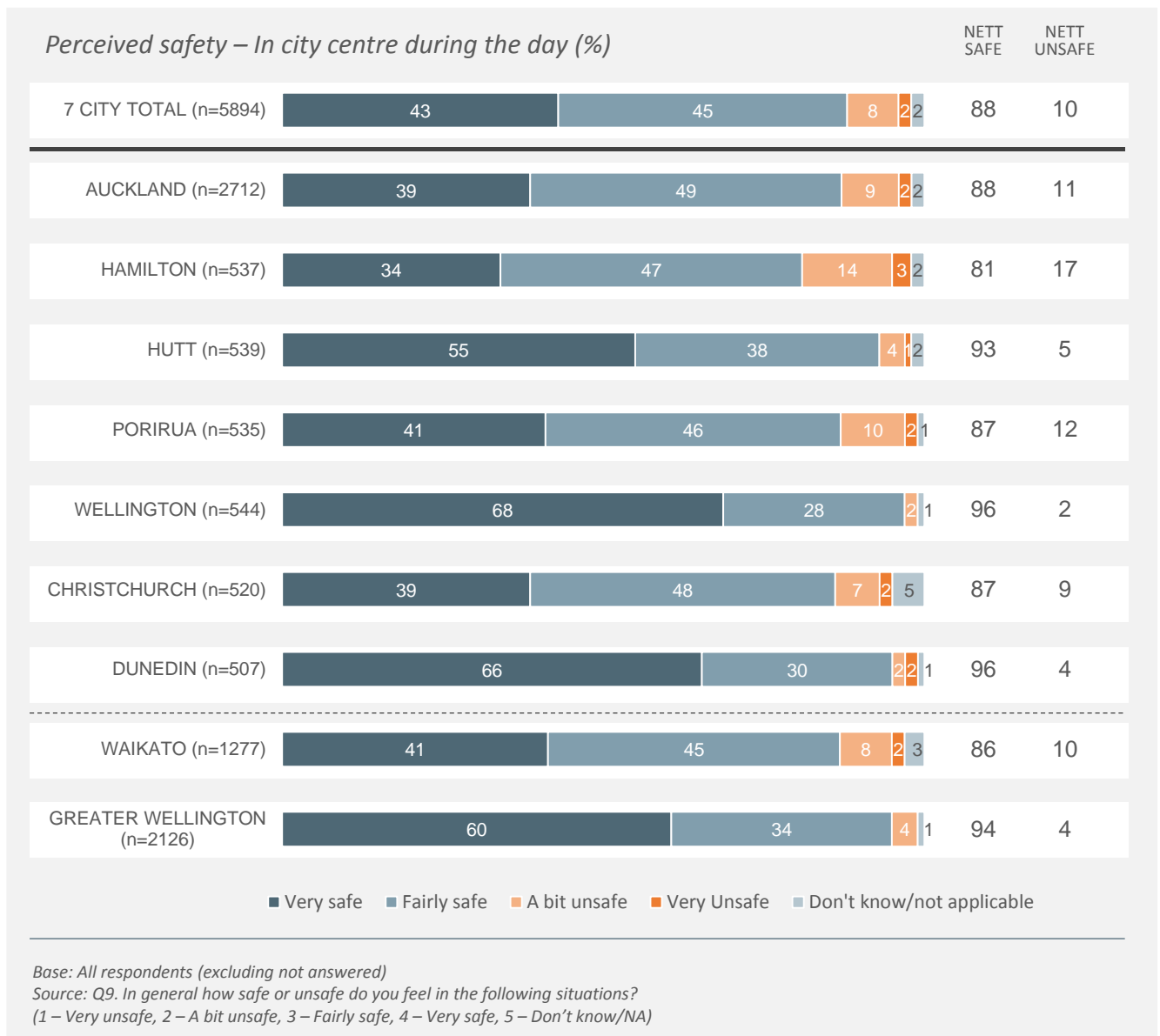
Perceived safety in own home after dark

Nine in ten (89%) respondents in the seven cities reported that, in general, they feel safe in their home after dark.



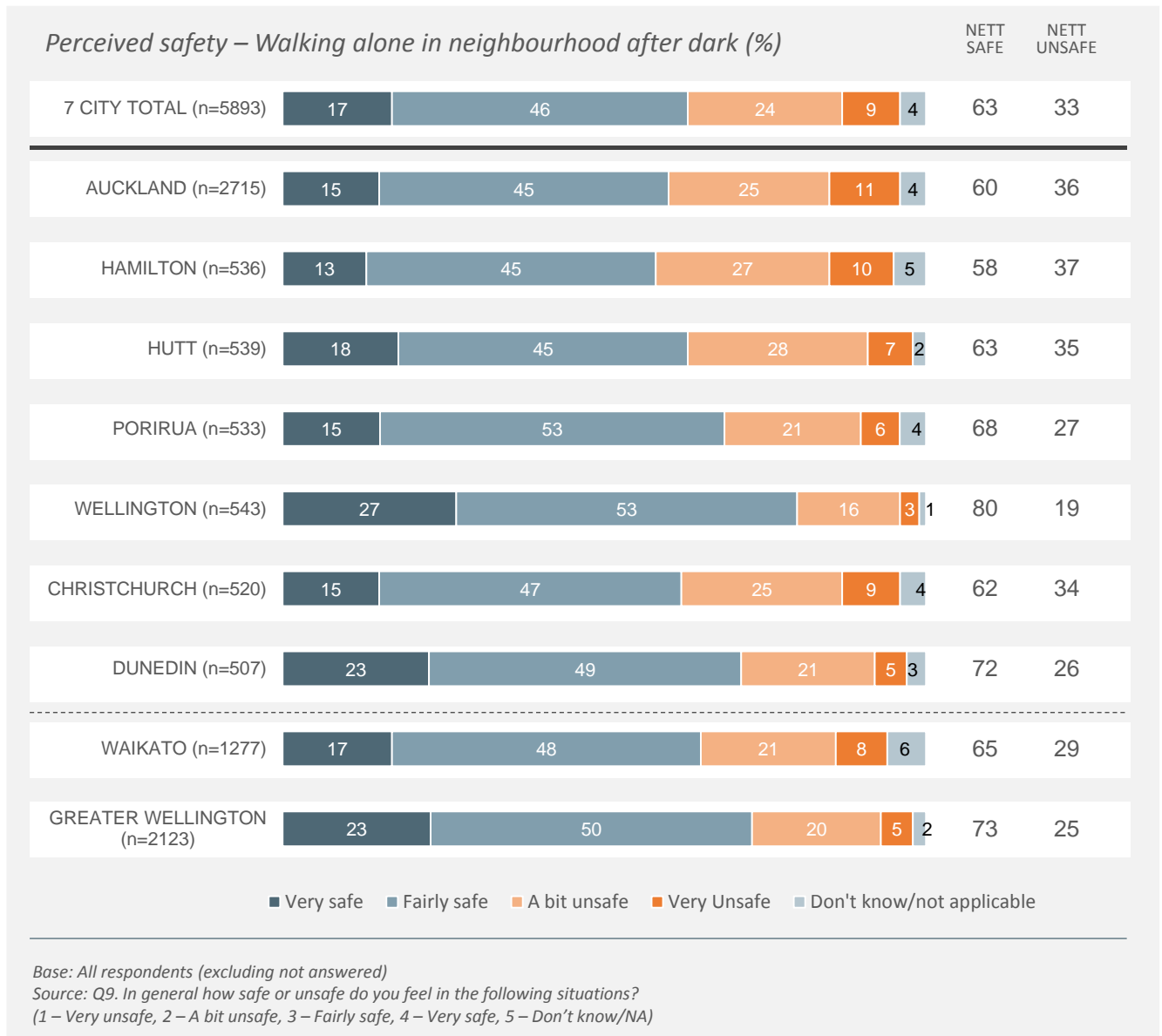
Perceived safety in city centre during the day

Almost nine in ten (88%) respondents across the seven cities feel safe in their city centre during the day.



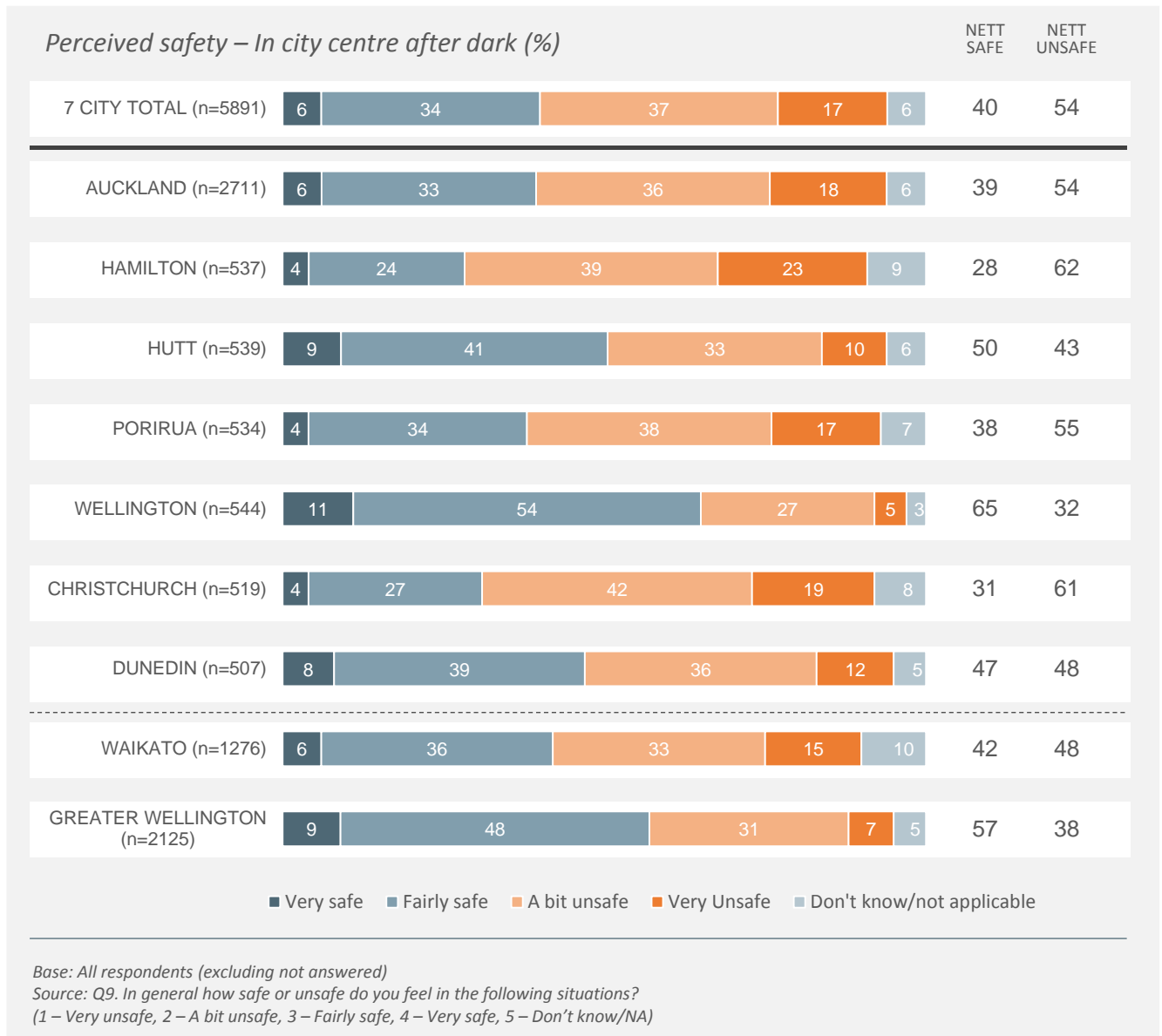
Perceived safety walking alone in neighbourhood after dark

More than six in ten (63%) respondents feel safe walking alone in their neighbourhood after dark.



Perceived safety in city centre after dark

Four in ten (40%) respondents across the seven cities feel safe in their city centre after dark.

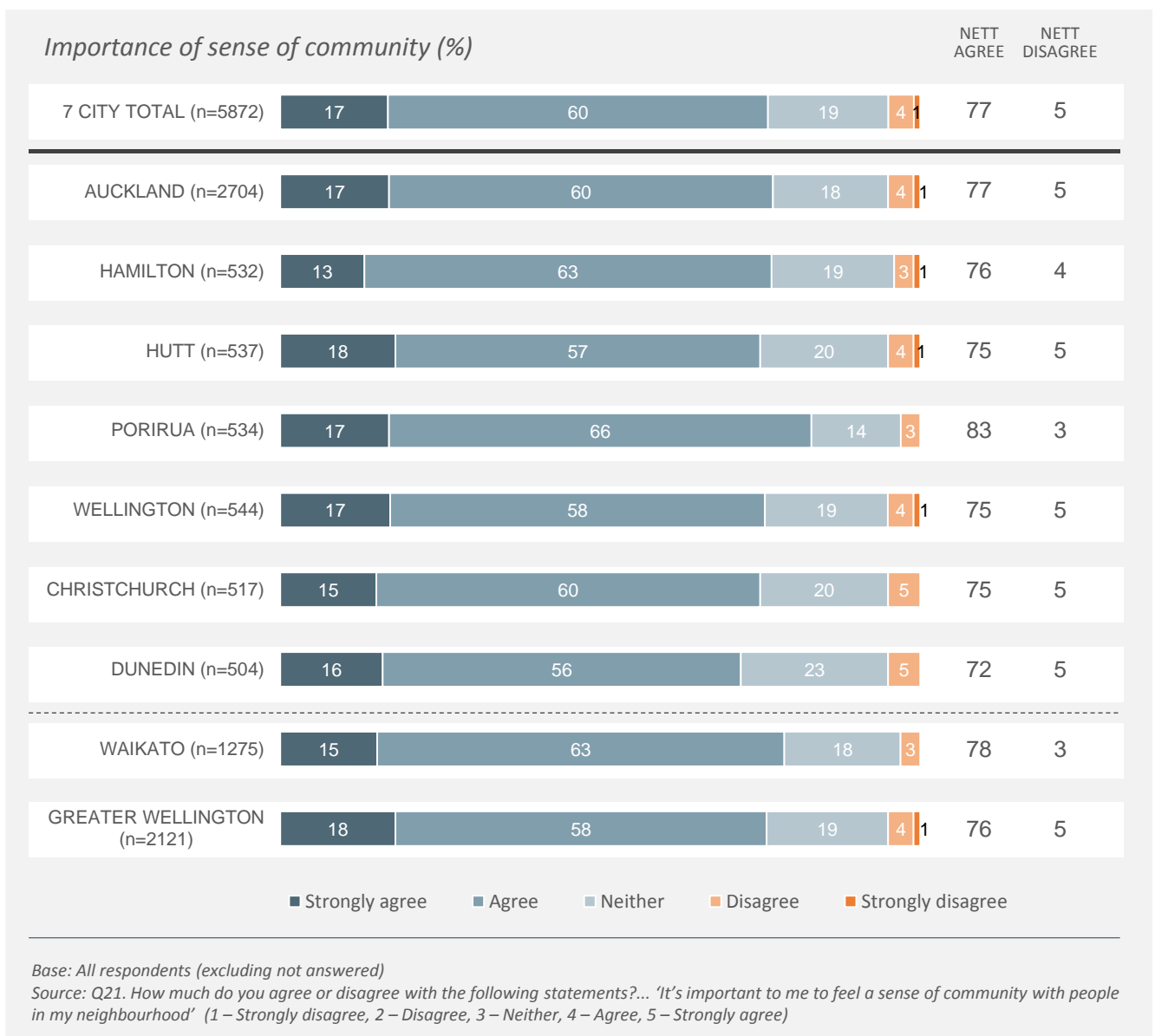


6. COMMUNITY, CULTURE AND SOCIAL NETWORKS

This section reports on a wide range of questions relating to social participation and engagement with others. Areas covered include respondents' perceptions of a sense of community within their local area, their participation in social networks and groups, their contact with others in their neighbourhood, and whether they have experienced feelings of isolation in the last 12 months. The section also provides results on respondents' perceptions of the impact of increased ethnic and cultural diversity on their city, and perceptions of their local arts scene.

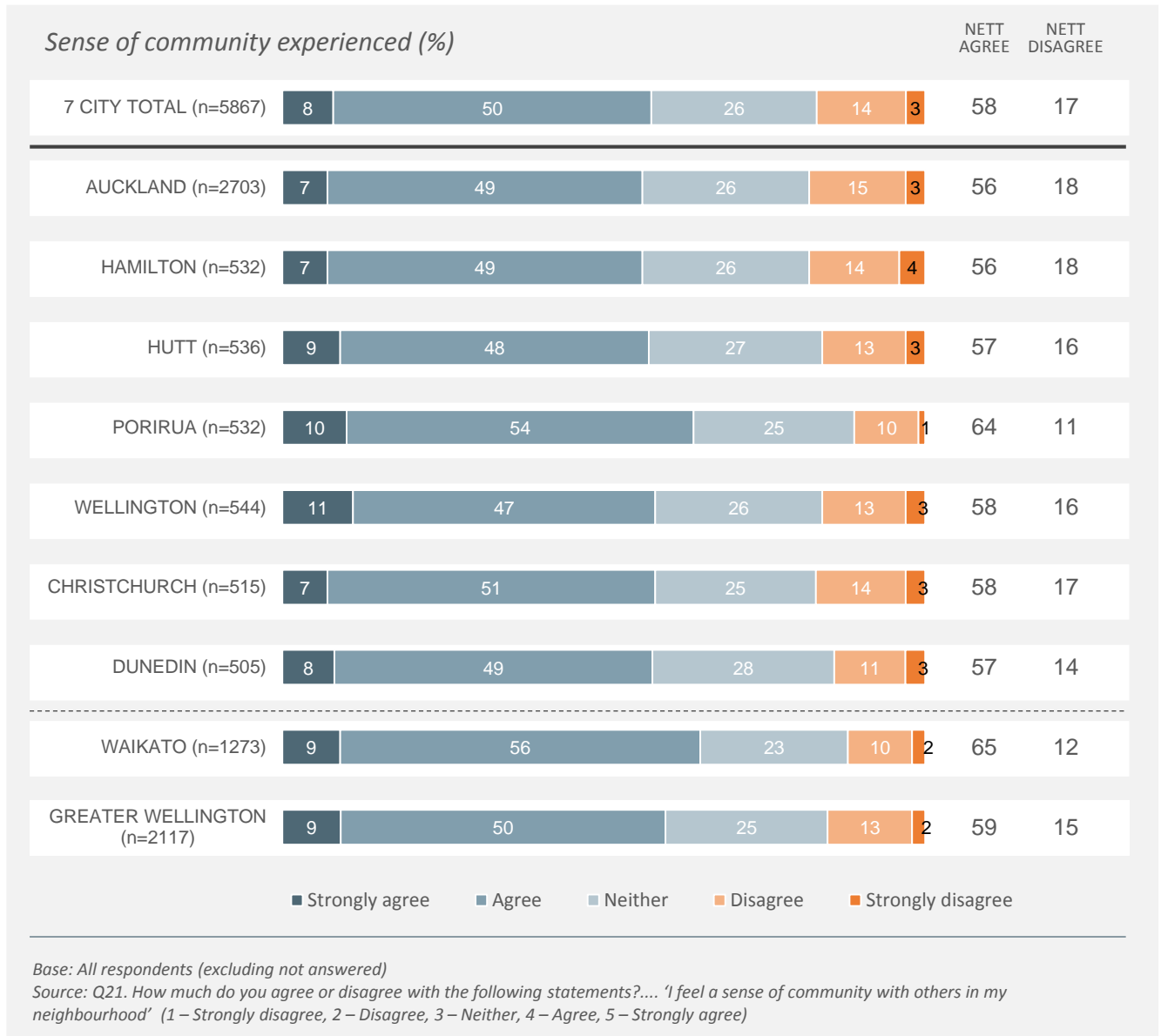
6.1 Importance of sense of community

More than three quarters (77%) of respondents consider it important to feel a sense of community with people in their neighbourhood.



6.2 Sense of community experienced

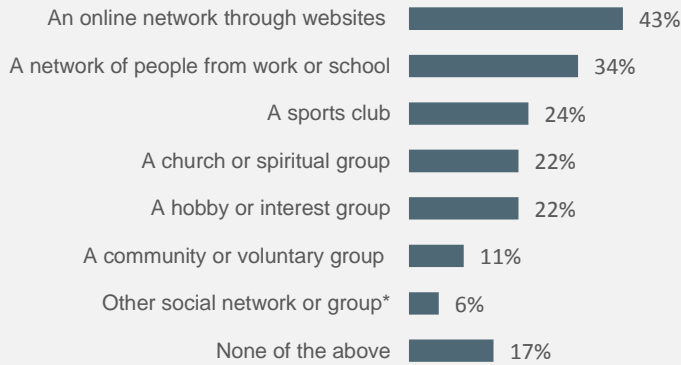
Almost six in ten (58%) respondents in the seven cities agree that they experience a sense of community with others in their neighbourhood.



6.3 Participation in social networks and groups

As the chart below shows, online networks (e.g. websites such as Facebook/Twitter, online gaming communities and forums) were the most common social networks (43%) that respondents in the seven cities felt they were part of, followed by work or school related social networks (34%).

Participation in social networks and groups (%) – 7 city total



*Includes: Friends (1%), family (1%), age-specific group (1%), gym/exercise group (1%), and various other social networks/groups (2%).

Base: All respondents in the 7-city council areas (n=5851) (excluding not answered)

Source: Q23. Thinking now about the social networks and groups you may be part of. Do you belong to any of the following? Multiple response question. Percentages will sum to more than 100%.

Results across all nine participating councils are shown in the table below.

Participation in social networks and groups (results by council)

Common themes mentioned (nett categories)	7 CITY TOTAL (n=5851) %	AUCKLAND (n=2696) %	HAMILTON (n=534) %	HUTT (n=534) %	PORIRUA (n=530) %	WELLINGTON (n=545) %	CHRIST-CHURCH (n=513) %	DUNEDIN (n=499) %	WAIKATO (n=1270) %	GREATER WELLINGTON (n=2114) %
Online network (Facebook/Twitter/online gaming or forums)	43	44	44	44	44	46	37	43	39	43
People from work or school	34	33	34	29	33	40	30	40	30	35
A sports club	24	22	24	24	25	29	25	25	26	25
A hobby or interest group	22	21	21	22	19	24	24	26	21	24
A church or spiritual group	22	25	23	23	26	16	18	15	18	19
A community or voluntary group (e.g. Rotary, the RSA)	11	11	10	10	13	13	11	12	14	14
Other social network or group	6	5	5	6	8	8	5	8	2	2
None of the above	17	17	16	19	21	16	18	17	19	19

Base: All respondents (excluding not answered)

Q23. Thinking now about the social networks and groups you may be part of. Do you belong to any of the following?

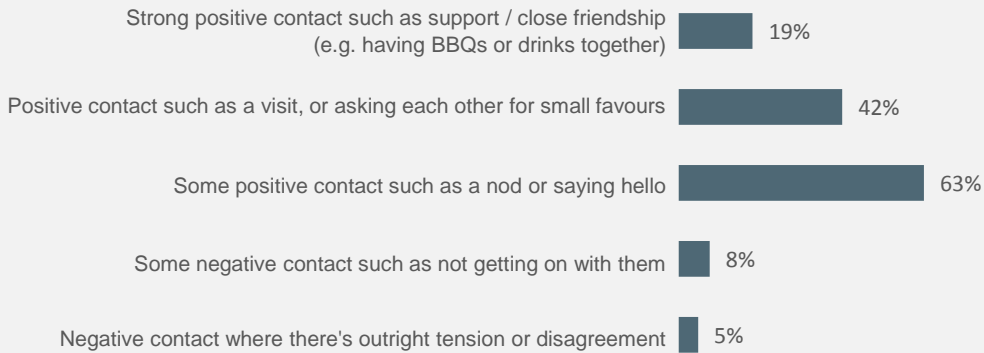
Multi-response question - percentages may add to more than 100%.

6.4 Contact with people in the neighbourhood

The majority (97%) of respondents in the seven cities reported they had some kind of positive contact with people in their neighbourhood in the previous 12 months, with the largest group stating they had some positive contact such as a nod or a hello (63%).

Please note that as respondents could choose more than one option, percentages in the chart below will not add to 100.

Positivity of contact with people in the neighbourhood (%) – 7 city total



Base: All respondents in the 7-city council areas (n=5864) (excluding not answered)

Source: Q22. In the last 12 months, which, if any, of the following types of contact have you had with people in your neighbourhood? Multiple response question. Percentages will sum to more than 100%.

Results across all nine participating councils are shown in the table below.

Contact with people in the neighbourhood (results by council)

	7 CITY TOTAL (n=5864) %	AUCKLAND (n=2701) %	HAMILTON (n=533) %	HUTT (n=536) %	PORIRUA (n=533) %	WELLINGTON (n=542) %	CHRIST-CHURCH (n=517) %	DUNEDIN (n=502) %	WAIKATO (n=1274) %	GREATER WELLINGTON (n=2118) %
Strong positive contact (e.g. close friendship)	19	19	13	21	21	24	15	22	20	23
Positive contact (e.g. visiting)	42	41	42	43	43	39	46	43	47	43
Some positive contact (e.g. saying hello)	63	64	61	62	60	65	63	63	55	61
Some negative contact, such as not getting on with them	8	8	7	6	8	8	6	9	7	8
Negative contact (outright tension or disagreement)	5	5	4	4	5	5	5	5	4	4

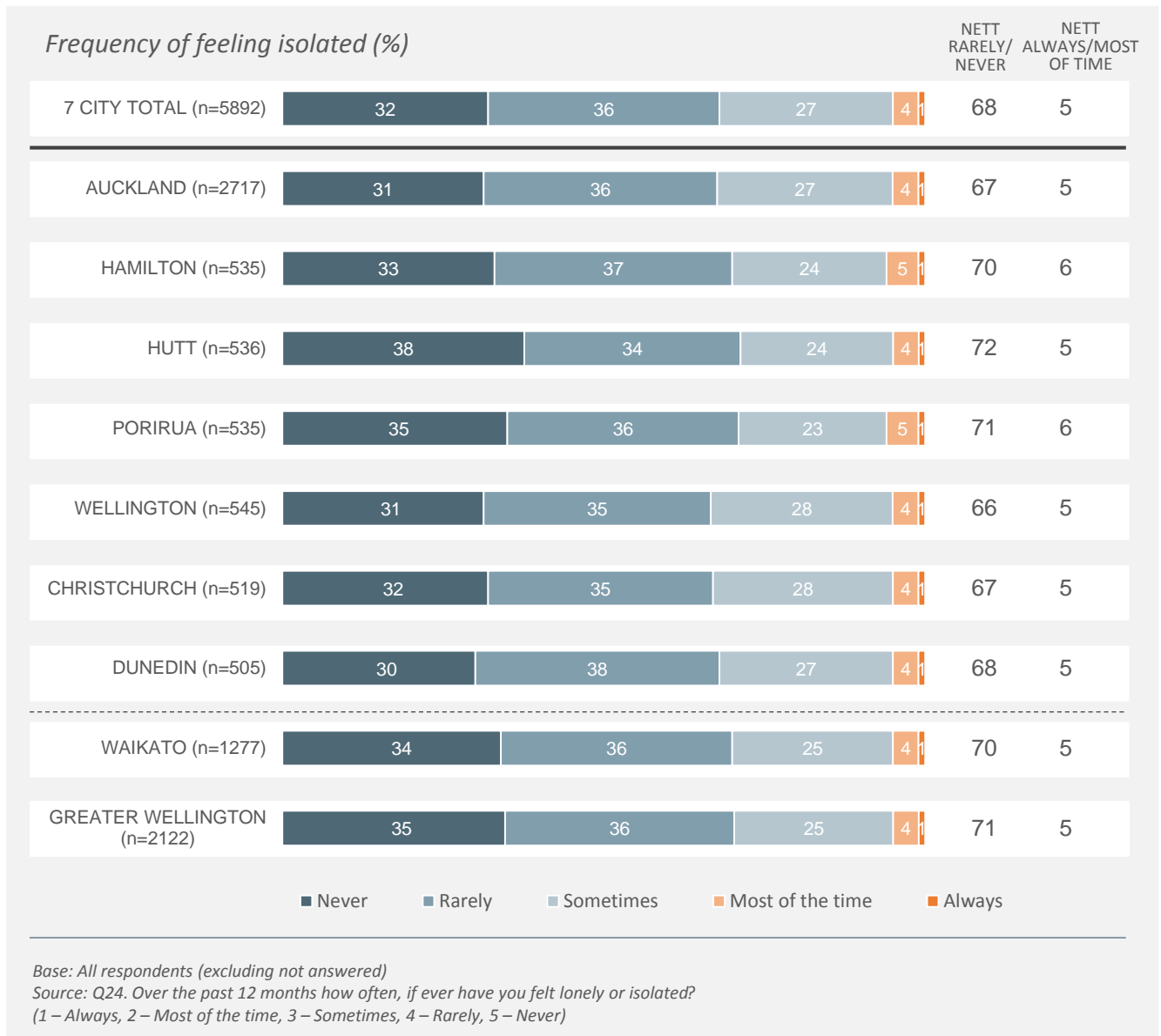
Base: All respondents (excluding not answered)

Q22. In the last 12 months, which, if any, of the following types of contact have you had with people in your neighbourhood?

Multiple response question. Percentages will sum to more than 100%.

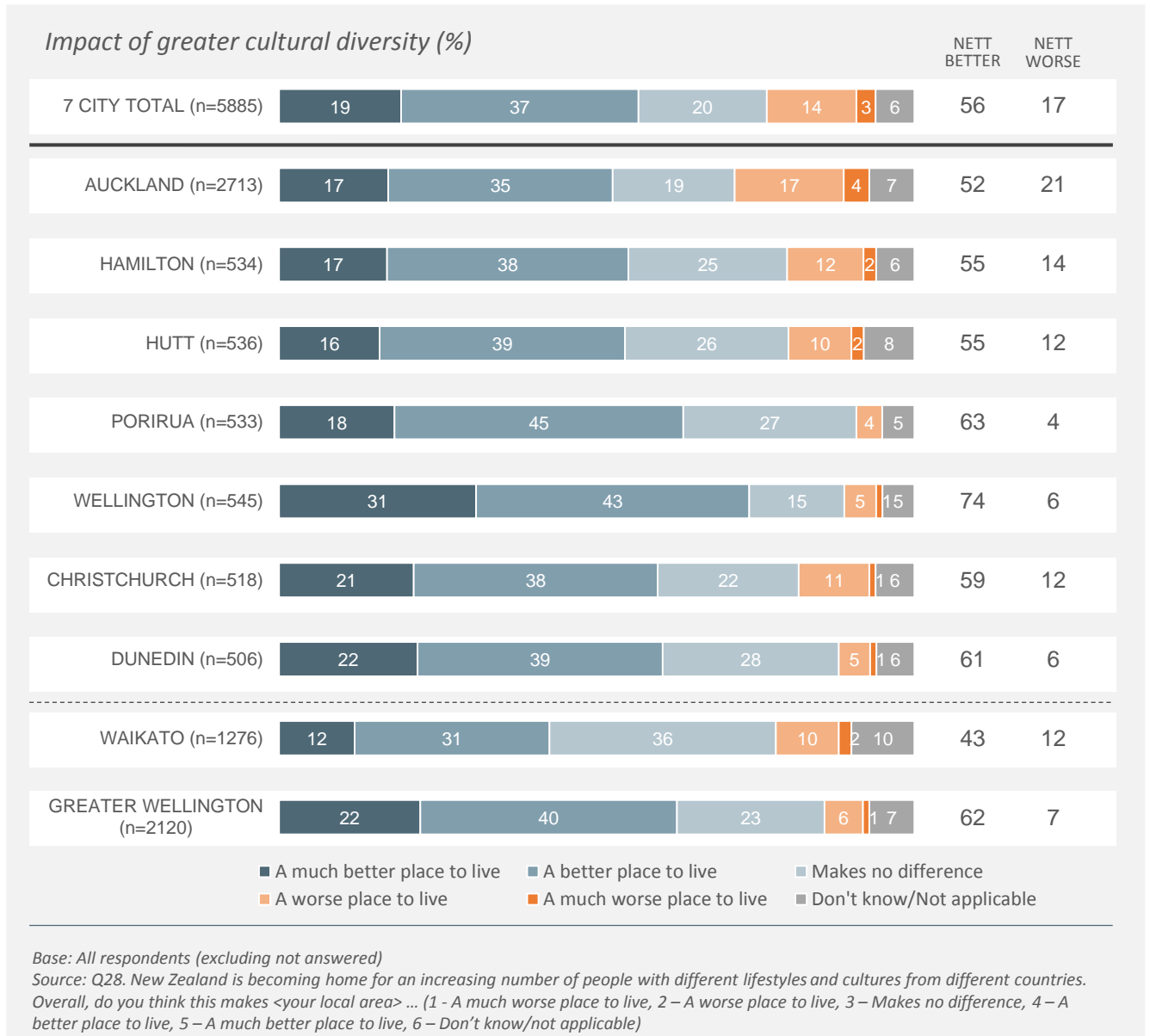
6.5 Frequency of feeling isolated

More than two thirds (68%) of respondents in the seven cities had never or rarely felt isolated in the last year.



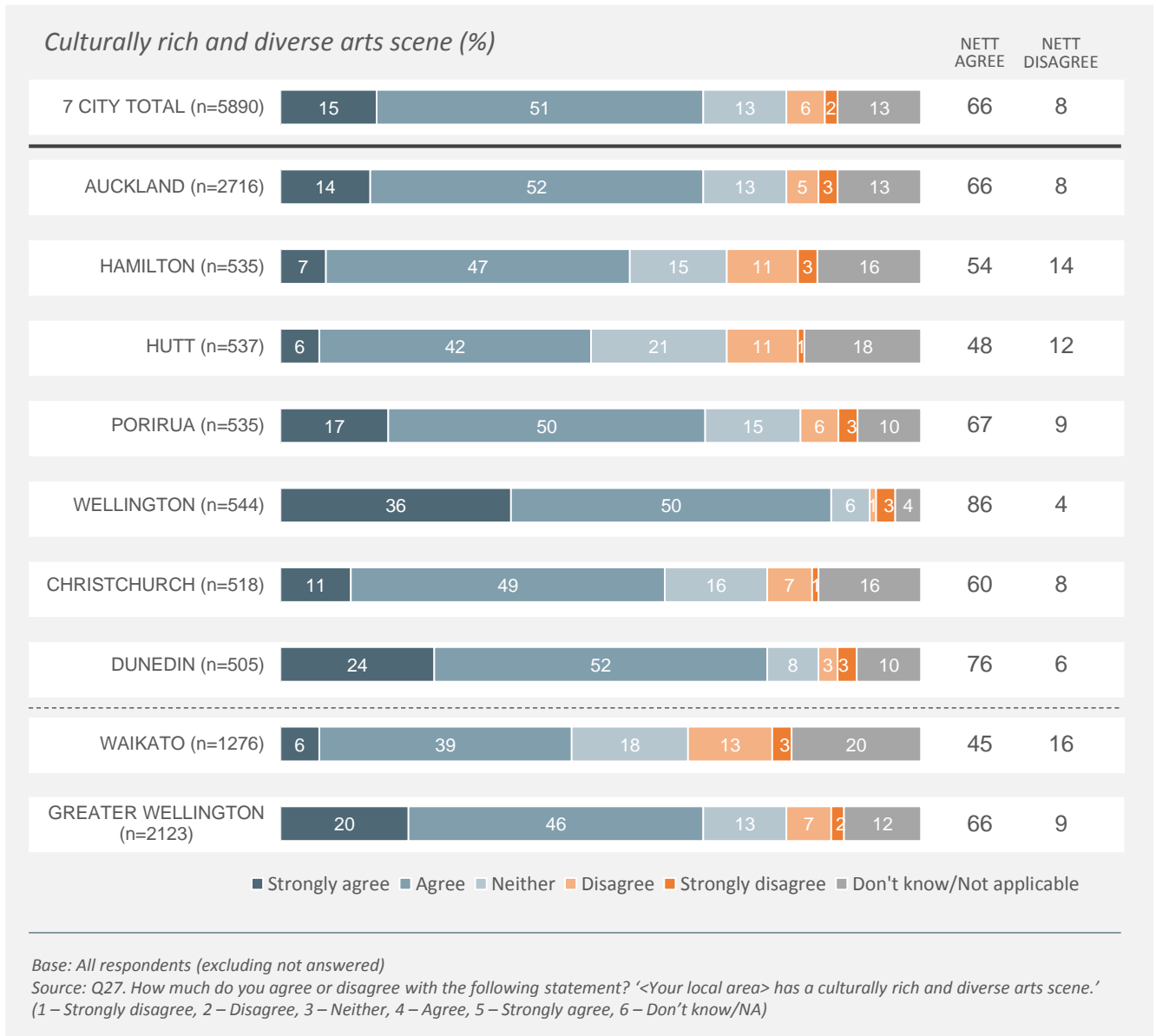
6.6 Impact of greater cultural diversity

Just over half (56%) of respondents across the seven cities considered that New Zealand becoming home for an increasing number of people with different lifestyles and cultures from different countries makes their city a better place to live.



6.7 Culturally rich and diverse arts scene

More than two thirds (66%) of respondents consider their local area to have a diverse and culturally rich arts scene.

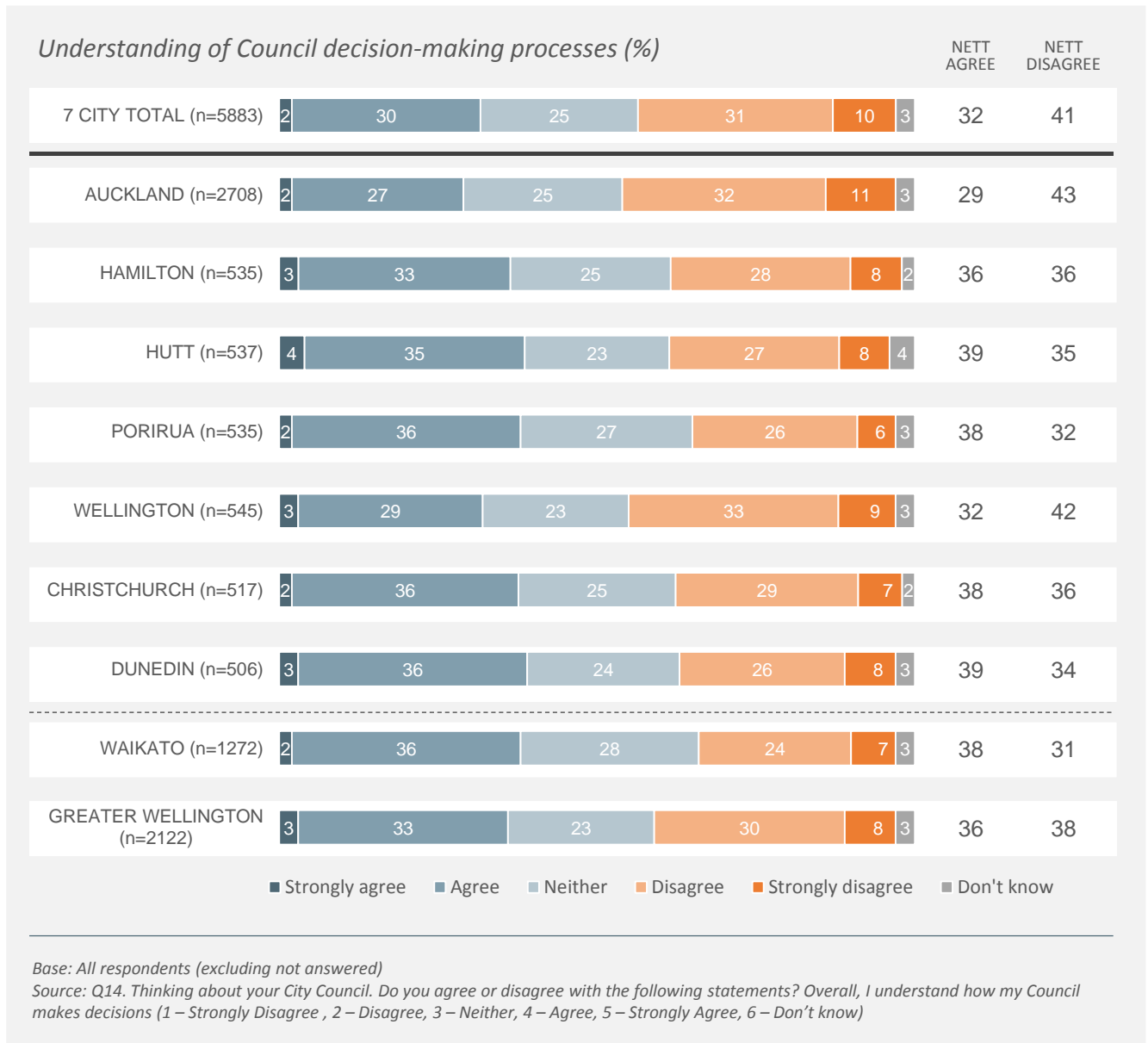


7. COUNCIL PROCESSES

This section reports on respondents’ perceptions of their local Council, including their understanding of, and confidence in Council decision-making, and their desire to have more say in what their local Council does.

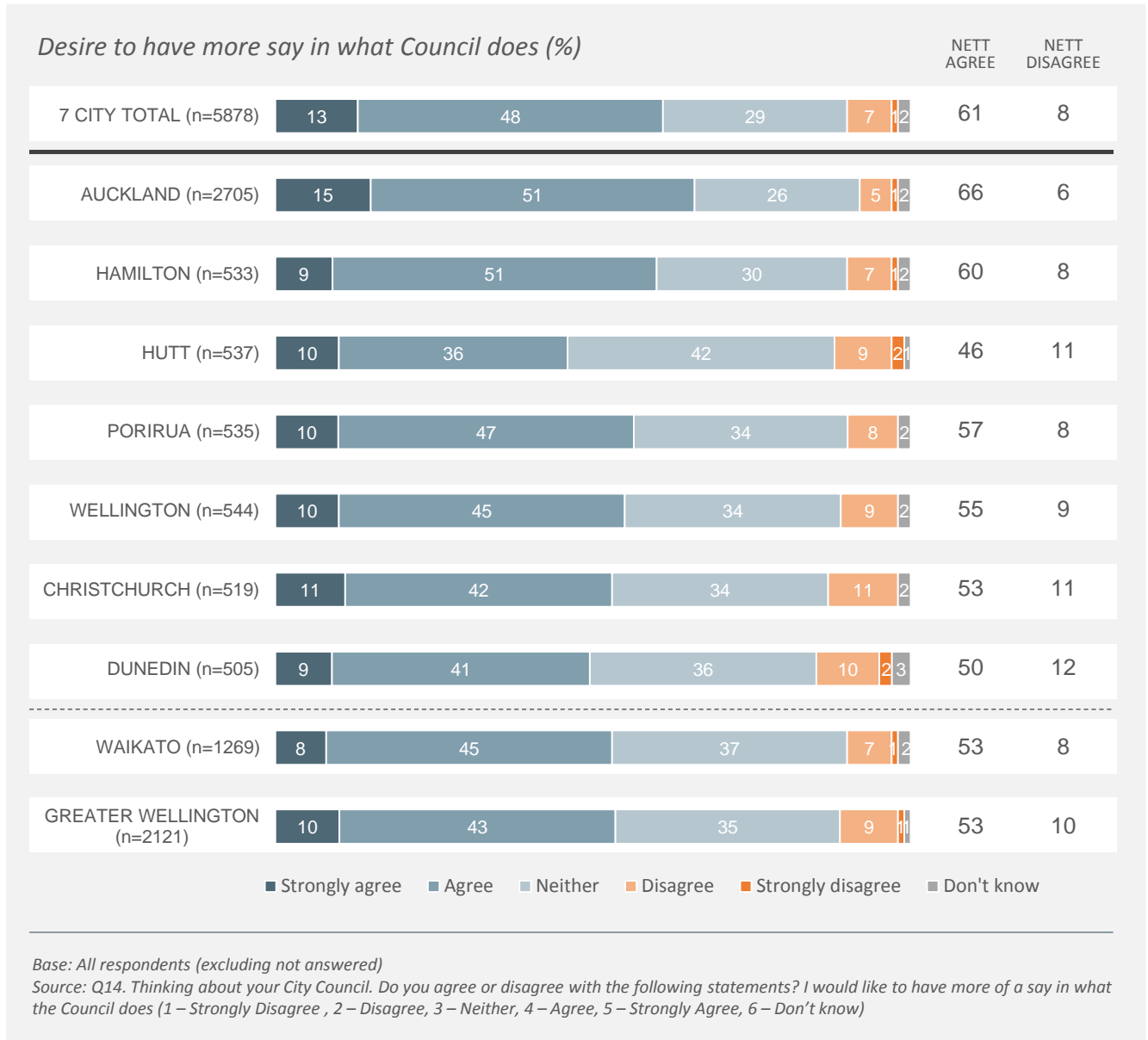
7.1 Understanding of Council decision-making processes

Almost a third (32%) of respondents in the seven city areas agreed that they understand how their Council makes decisions.



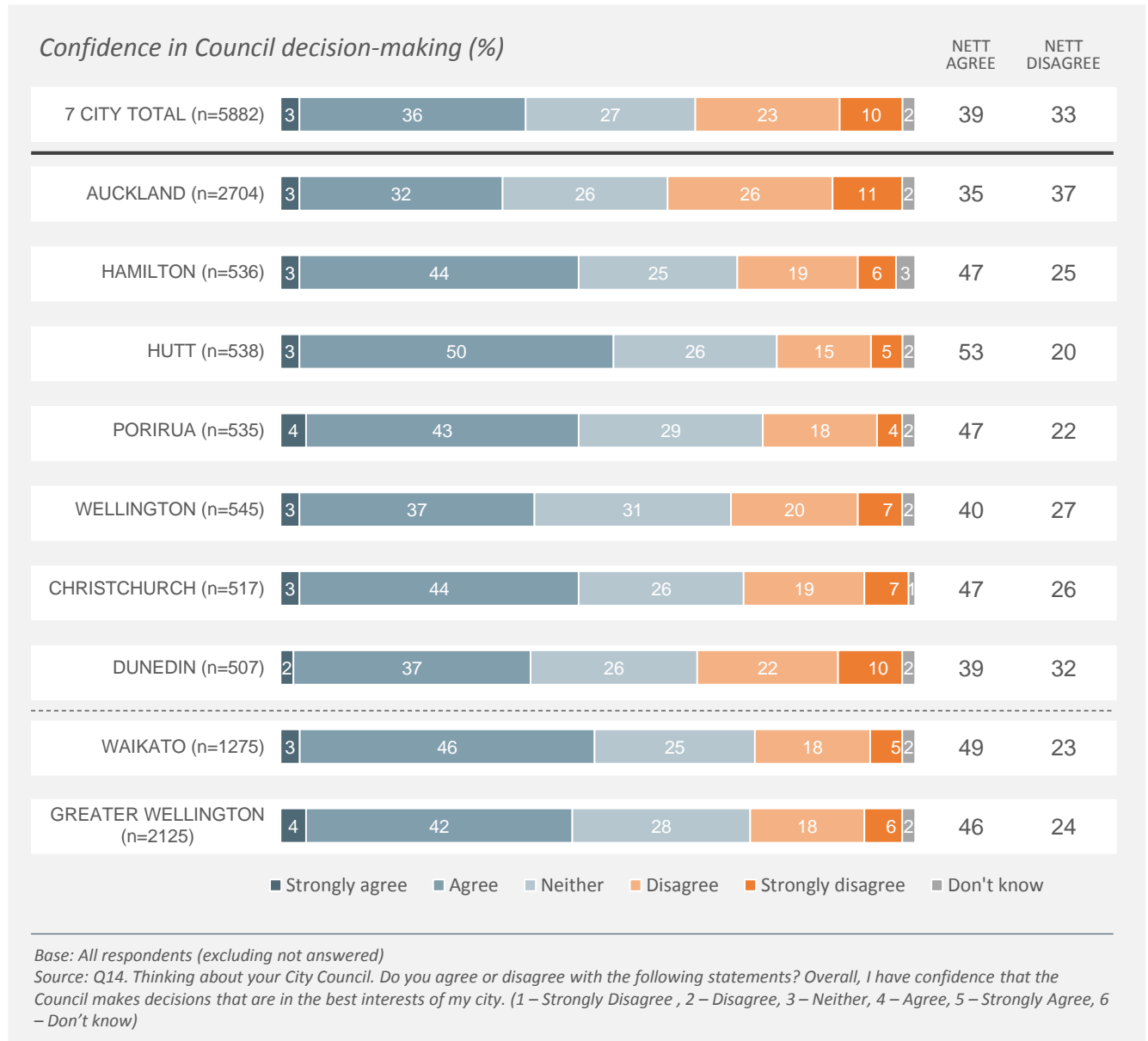
7.2 Desire to have more say in what Council does

Six in ten (61%) respondents would like to have more of a say in what their local Council does.



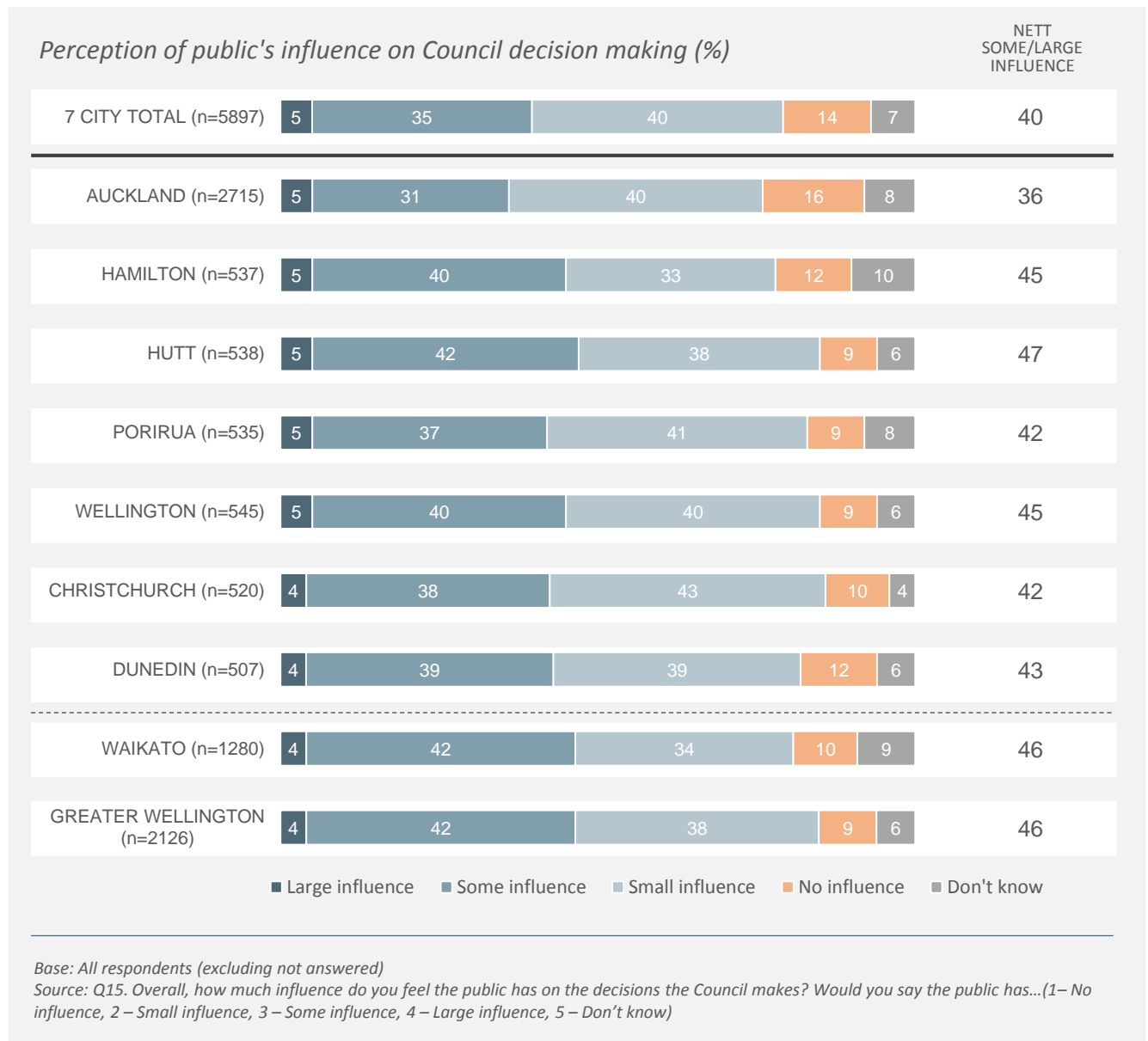
7.3 Confidence in Council decision-making

Four in ten (39%) respondents have confidence that their local Council makes decisions in the best interests of their city or area.



7.4 Perception of public's influence on Council decision making

Four in ten (40%) respondents perceive the public have 'large' or 'some' influence over the decisions that their local Council makes.

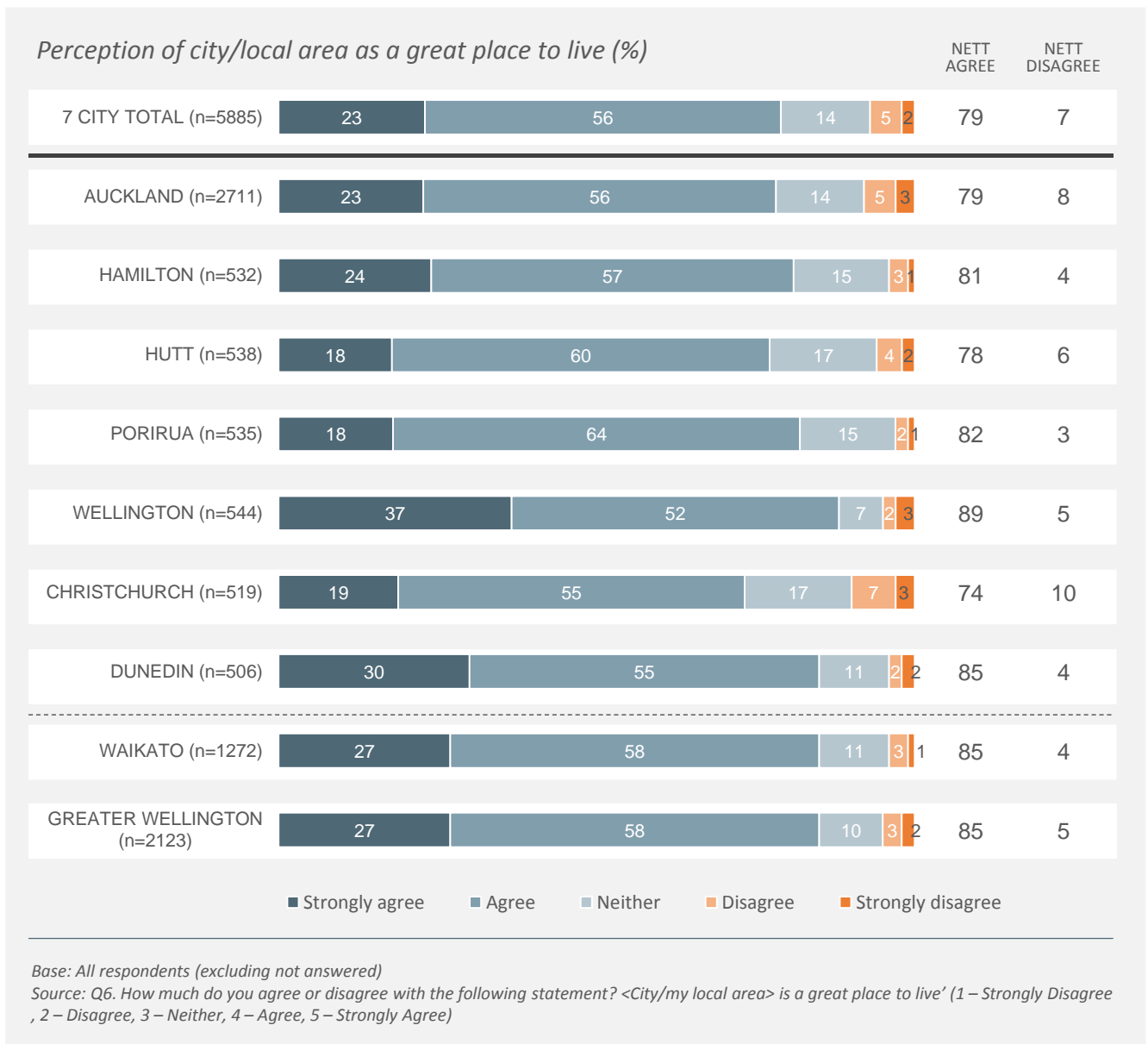


8. BUILT AND NATURAL ENVIRONMENT

This section reports on respondents' perceptions of their city or local area as a place to live, including their sense of pride in their city or local area, and rating of issues in the previous 12 months.

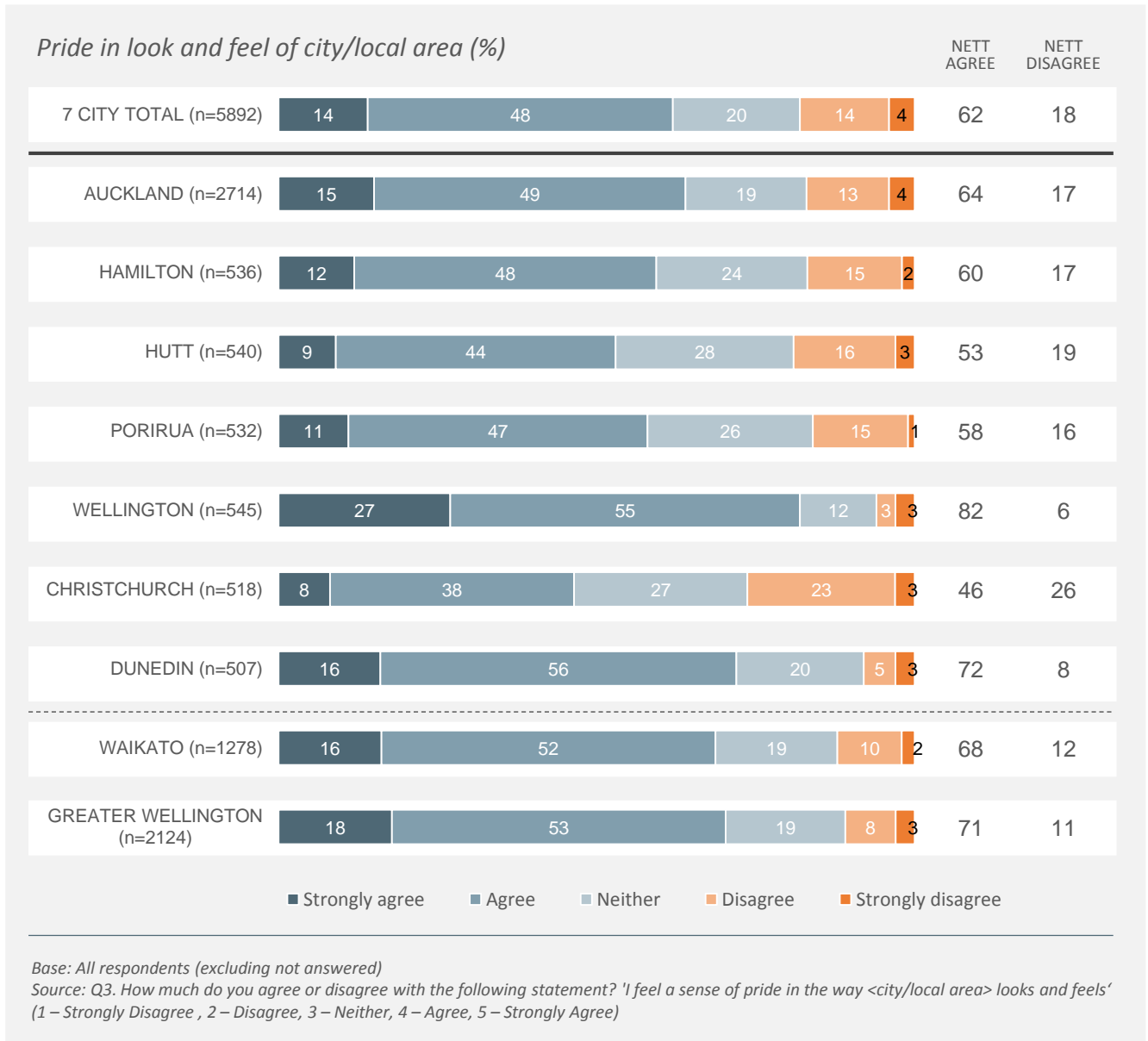
8.1 Perception of city/local area as a great place to live

Eight in ten (79%) respondents in the seven cities agreed their city is a great place to live, with a quarter (23%) who 'strongly agree' and over half (56%) who 'agree'.



8.2 Pride in look and feel of city/local area

Across the seven city areas, six in ten (62%) respondents agreed they feel a sense of pride in the way their city or local area looks and feels.



8.3 Most common reasons for pride in look and feel of city/local area

Respondents who agreed or strongly agreed that they felt a sense of pride in the way their city or local area looks and feels were asked to indicate why they felt that way, from a pre-coded list of possible reasons. The most common reasons across the seven cities for having a sense of pride were that their city or local area provides a good lifestyle (59%), there are plenty of parks (58%) and the beautiful natural environment or good climate (55%).

Most common reasons for pride in look and feel of city/local area – 7-city total (%)



**Other includes 'great location/central' (1% of 7-city total), some negative comments (1%), 'friendly people' (less than 0.5%), 'multicultural' (less than 0.5%), 'presence of art' (less than 0.5%), 'quiet/peaceful' (less than 0.5%), and 'presence of opportunities' (less than 0.5%).*

***Asked of Christchurch respondents only.*

Base: Respondents who reported pride in look/feel of their city/local area (n=3537) (excluding not answered)

Source: Q5. Please read through the whole list below before ticking the main reason, or reasons, for feeling a sense of pride in the way <city/local area> looks and feels. Note, percentages may add to more than 100% as respondents could provide more than one reason.

The table on the following page shows results by all participating cities.

Most common reasons for pride in look and feel of city/local area (by council)

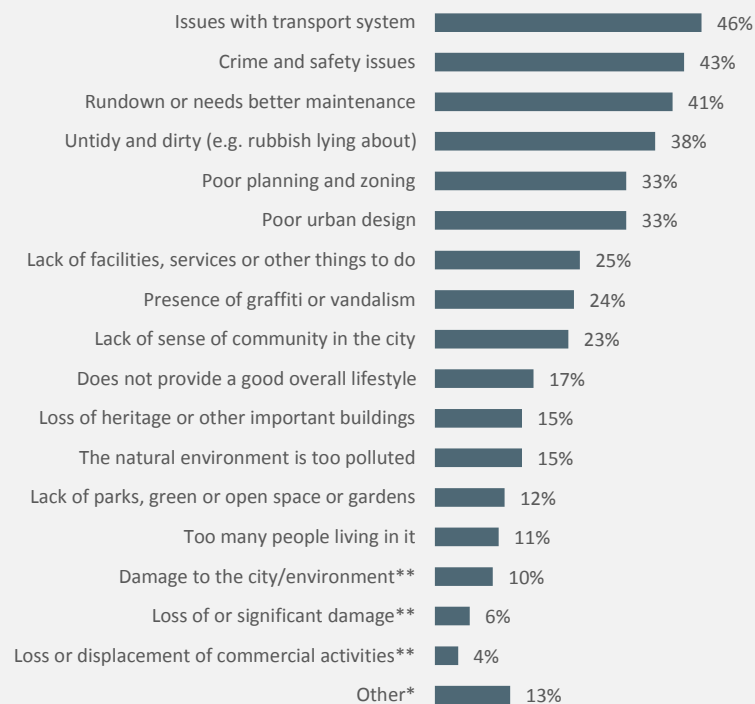
	7 CITY TOTAL (n=3537) %	AUCKLAND (n=1698) %	HAMILTON (n=312) %	HUTT (n=281) %	PORIRUA (n=286) %	WELLINGTON (n=453) %	CHRIST- CHURCH (n=141) %	DUNEDIN (n=366) %	WAIKATO (n=844) %	GREATER WELLINGTON (n=1367) %
Provides a good overall lifestyle	59	57	65	59	58	66	62	66	61	63
There are plenty of parks, green or open spaces or gardens	58	57	72	61	52	52	65	57	52	55
The natural environment is beautiful/good climate	55	54	53	48	68	58	49	62	57	57
It is well maintained/clean	45	51	42	45	40	35	25	26	46	40
There is a sense of community	40	39	32	38	56	43	40	45	45	43
Plenty of facilities, services and things to do	32	32	32	35	35	41	23	28	24	35
Presence of good urban design/good planning and zoning	29	27	32	31	32	36	28	29	20	29
Good population size	28	22	39	33	29	40	34	45	33	35
Presence of a transport system that works well	24	22	36	47	35	30	15	9	17	32
Lack of graffiti and vandalism	23	30	15	19	11	10	4	10	22	14
Lack of crime and safety issues	23	27	11	11	7	16	9	25	16	16
Presence of heritage and other important buildings	21	17	16	15	12	28	16	60	16	21
Other*	3	3	4	1	3	6	2	3	4	4
New opportunities for building development**	2	-	-	-	-	-	35	-	-	-
Growth in commercial or business opportunities**	2	-	-	-	-	-	27	-	-	-

*Other includes 'great location/central' (1% of 7-city total), some negative comments (1%), 'friendly people' (less than 0.5%), 'multicultural' (less than 0.5%), 'presence of art' (less than 0.5%), 'quiet/peaceful' (less than 0.5%), and 'presence of opportunities' (less than 0.5%). **Asked of Christchurch respondents only. Note, percentages may add to more than 100% as respondents could provide more than one reason. Base: All respondents who reported pride in look/feel of their city/local area (excluding not answered). Source: Q5. Please read through the whole list below before ticking the main reason, or reasons, for not feeling a sense of pride in the way <city/local area> looks and feels.

8.4 Most common reasons for lack of pride in look and feel of city/local area

Respondents who disagreed or strongly disagreed that they felt a sense of pride in the way their city or local area looks and feels were asked to indicate why they felt that way, from a pre-coded list of possible reasons. Respondents' most common reasons for lacking a sense of pride in the look and feel of their city or local area were due to issues with the transport system (46%), crime and safety (43%), and feeling that their local area was run down and/or needed better maintenance (41%).

Most common reasons for lack of pride in look and feel of city/local area – 7-city total (%)



**Other includes 'unsavoury characters around' (2% of 7-city total), 'too few people living in it' (2%), 'CBD/city centre rundown/empty shops' (1%), 'too much traffic' (1%), 'problems with parking' (1%), 'happy with where I live' (less than 0.5%), and 'housing is too expensive' (less than 0.5%). **Asked of Christchurch respondents only*

Base: Respondents who reported a lack of pride in look/feel of their city/local area (n=947) (excluding not answered)

Source: Q4. Please read through the whole list below before ticking the main reason, or reasons, for not feeling a sense of pride in the way <city/local area> looks and feels. Note, percentages may add to more than 100% as respondents could provide more than one reason.

The tables on the next two pages show results by all participating cities.

Most common reasons for lack of pride in look and feel of city/local area (by council)

	7 CITY TOTAL (n=947) %	AUCKLAND (n=504) %	HAMILTON (n=95) %	HUTT (n=100) %	PORIRUA (n=99) %	WELLINGTON (n=30) %	CHRIST- CHURCH (n=82) %	DUNEDIN (n=37) %	WAIKATO (n=167) %	GREATER WELLINGTON (n=280) %
Issues with transport system	46	50	26	25	25	47	52	28	21	31
Crime and safety issues	43	46	57	46	50	25	23	24	50	42
Rundown or needs better maintenance	41	41	41	41	60	18	38	67	45	40
Untidy and dirty (e.g. Rubbish lying about)	38	43	30	17	39	29	24	47	33	26
Poor planning and zoning	33	34	41	31	32	35	30	32	28	28
Poor urban design	33	33	42	51	48	27	23	28	29	40
Lack of facilities, services or things to do	25	20	34	37	32	27	41	26	34	32
Presence of graffiti or vandalism	24	24	20	29	46	24	25	25	21	32
Lack of sense of community in the city	23	25	24	23	23	16	17	18	17	23
Does not provide a good overall lifestyle	17	17	19	10	16	26	15	14	14	16
Loss of heritage or other important buildings	15	12	20	19	6	16	31	6	11	15
The natural environment is too polluted	15	13	14	10	31	8	26	11	12	16
Lack of parks, green or open space or gardens	12	12	12	17	14	21	7	9	7	13
Too many people living in it	11	16	3	5	2	-	1	6	3	3
Other*	13	11	17	20	14	18	10	36	17	18

Most common reasons for lack of pride in look and feel of city/local area (by council) – continued	7 CITY TOTAL (n=947) %	AUCKLAND (n=504) %	HAMILTON (n=95) %	HUTT (n=100) %	PORIRUA (n=99) %	WELLINGTON (n=30) %	CHRIST-CHURCH (n=82) %	DUNEDIN (n=37) %	WAIKATO (n=167) %	GREATER WELLINGTON (n=280) %
Damage to the city/environment**	10	-	-	-	-	-	76	-	-	-
Loss of or significant damage**	6	-	-	-	-	-	41	-	-	-
Loss or displacement of commercial activities**	4	-	-	-	-	-	31	-	-	-

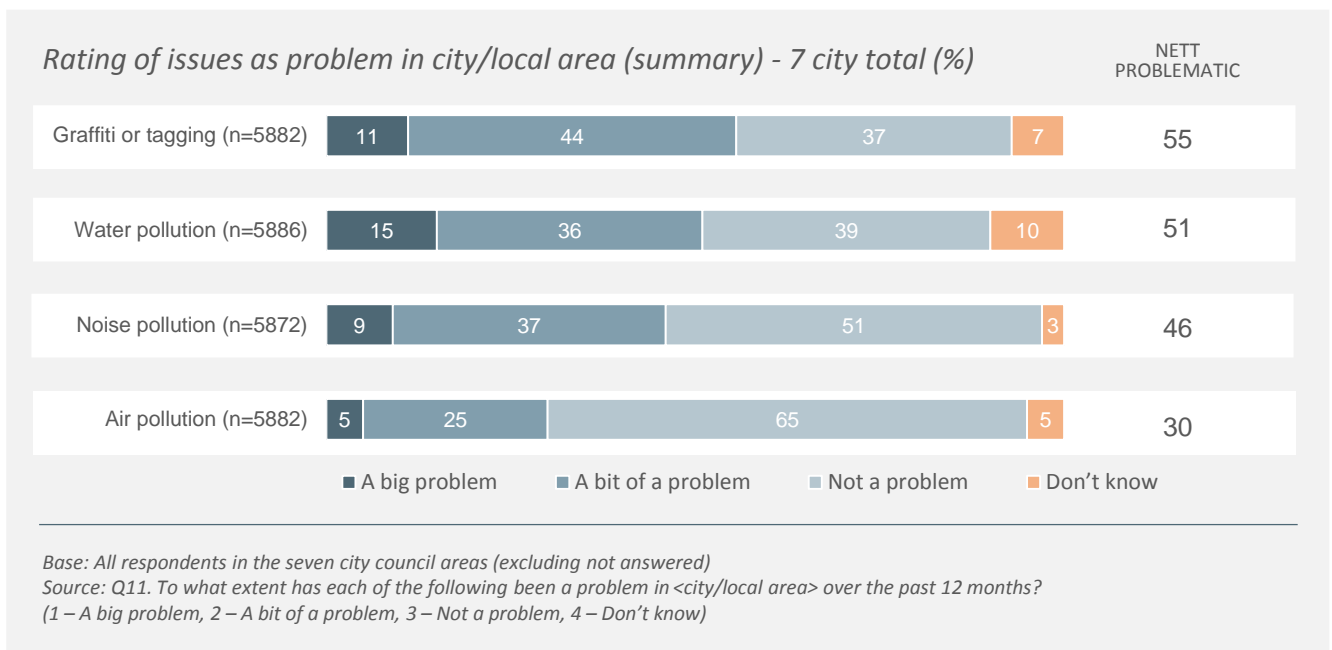
*Other includes 'unsavoury characters around' (2% of 7-city total), 'too few people living in it' (2%), 'CBD/city centre rundown/empty shops' (1%), 'too much traffic' (1%), 'problems with parking' (1%), 'happy with where I live' (less than 0.5%), and 'housing is too expensive' (less than 0.5%). **Asked of Christchurch respondents only. Note, percentages may add to more than 100% as respondents could provide more than one reason. Base: All respondents who reported a lack of pride in look/feel of their city/local area (excluding not answered). Source: Q4. Please read through the whole list below before ticking the main reason, or reasons, for not feeling a sense of pride in the way <city/local area> looks and feels.

8.5 Perceived environmental problems in city/local area

Respondents were asked to indicate the extent to which they perceived 10 possible issues had been a problem in their city or local area⁸ in the previous 12 months. Results for four issues relating to the general environment are reported here (graffiti or tagging, and air, water, and noise pollution), and results for the other six issues are reported in Section 5.

The table below shows overall results for the seven cities combined.

Across the seven cities, graffiti or tagging is identified as ‘a big problem’ or ‘a bit of a problem’ in their city or local area by more than half of residents (55%). Water and noise pollution are also considered to be a city or local area problem by approximately half of respondents (51% and 46%, respectively), while only a third of respondents in the seven city areas consider air pollution to be an issue (30%).

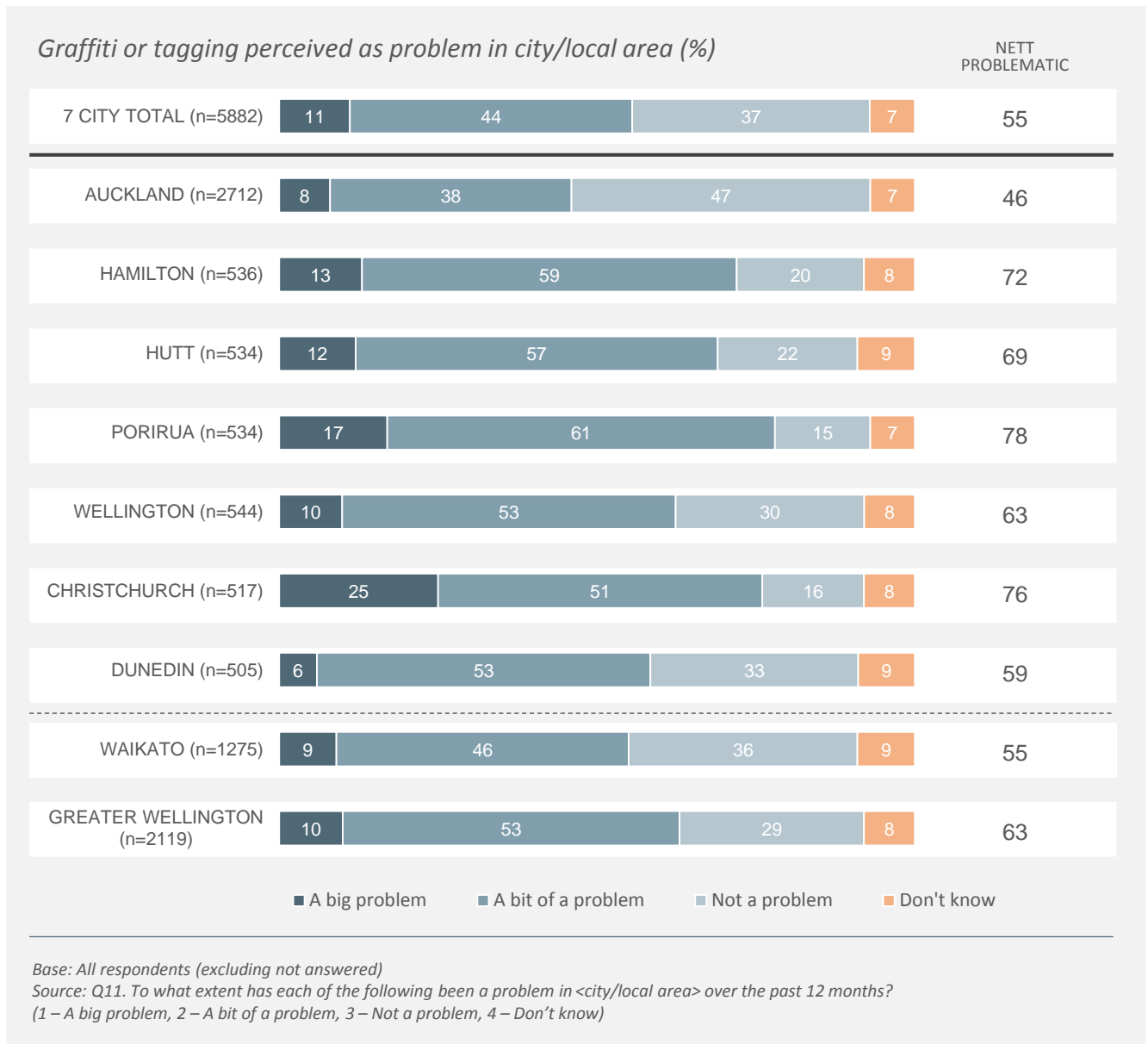


Results across all nine participating councils for each issue are outlined on the following pages.

⁸ Auckland, Waikato region and the Greater Wellington region questionnaires referred to ‘your local area’ throughout the survey, whereas other cities’ questionnaires referred to the specific city name (e.g. Hutt City).

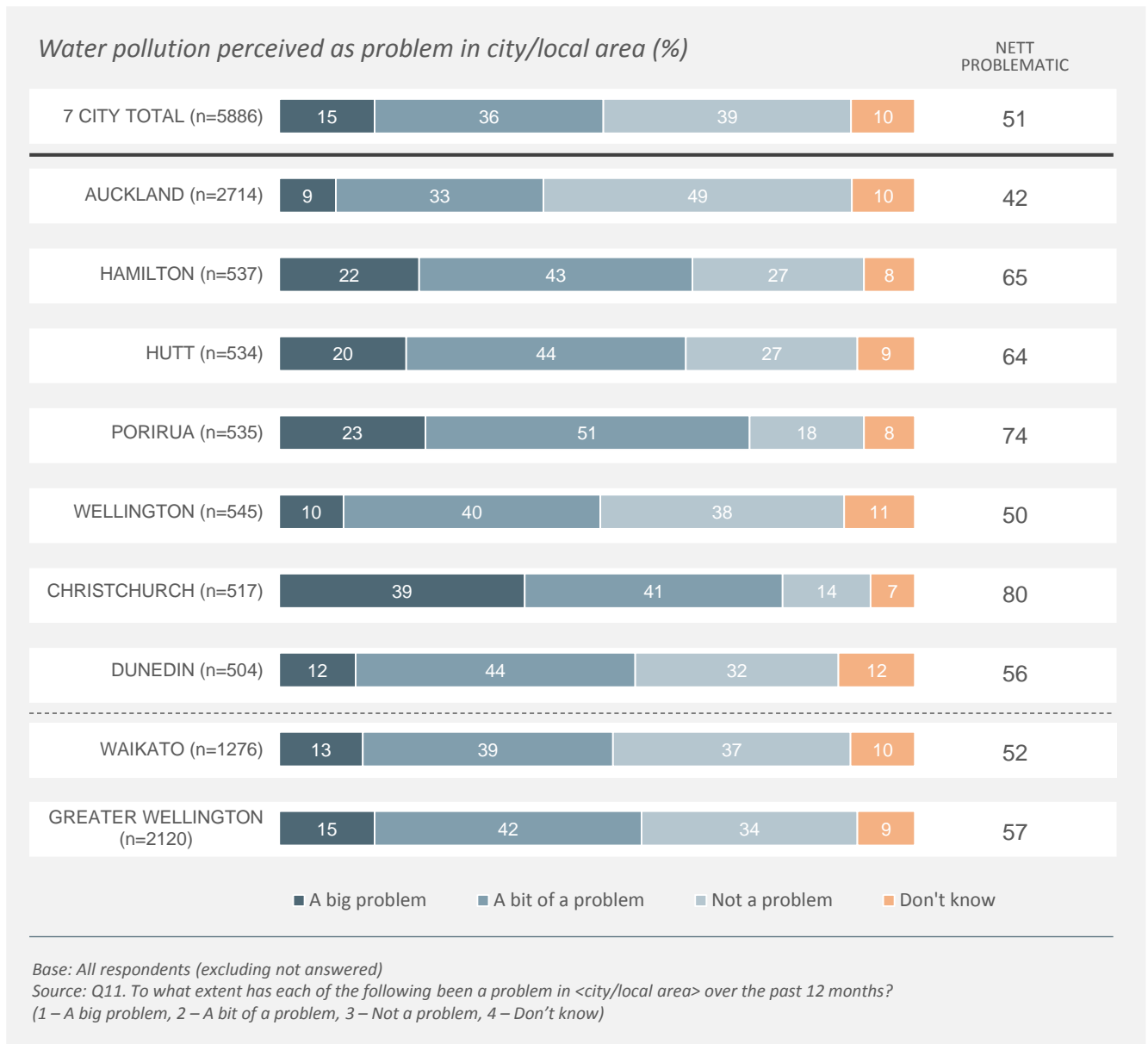
Graffiti or tagging (perceived problem in local area)

More than half (55%) of respondents agreed that graffiti or tagging had been a problem in their city or local area in the previous 12 months.



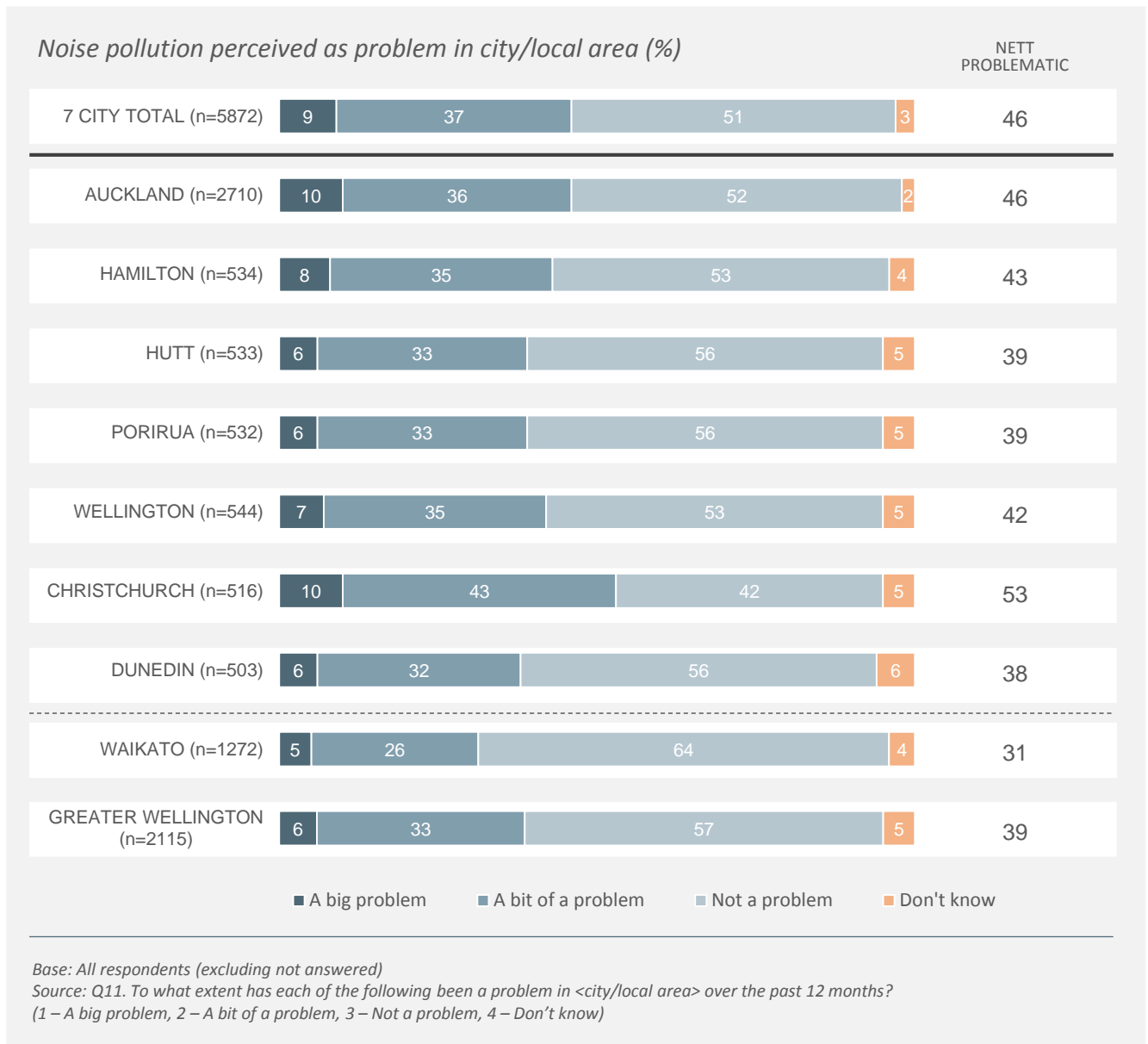
Water pollution (perceived problem in local area)

Just over half (51%) of respondents consider water pollution to have been a problem in their city or local area in the previous 12 months.



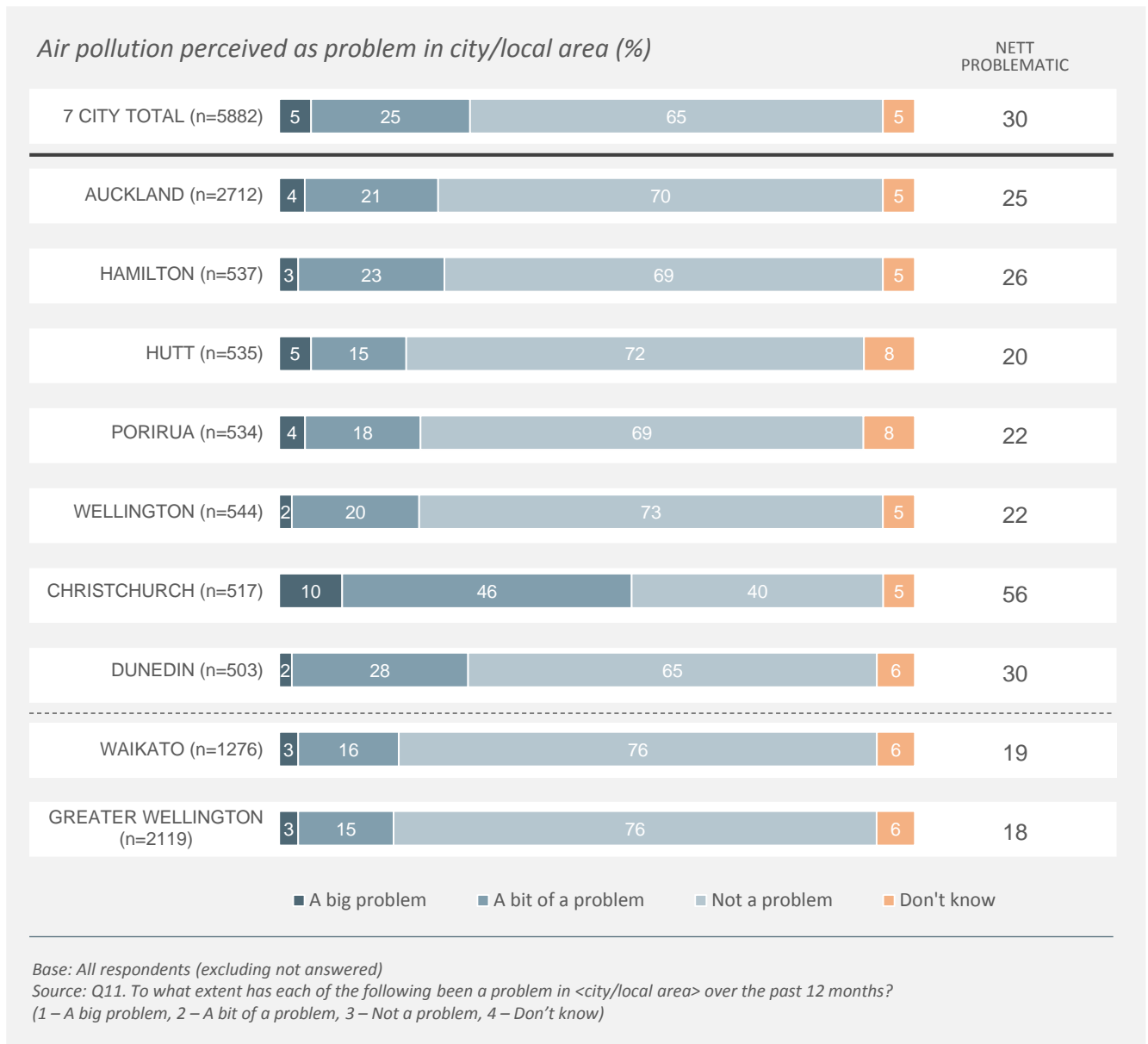
Noise pollution (perceived problem in local area)

Close to half (46%) of respondents consider noise pollution to have been a problem in their city or local area in the previous 12 months.



Air pollution (perceived problem in local area)

A third (30%) of respondents considered that air pollution had been a problem in their city or local area in the previous 12 months.

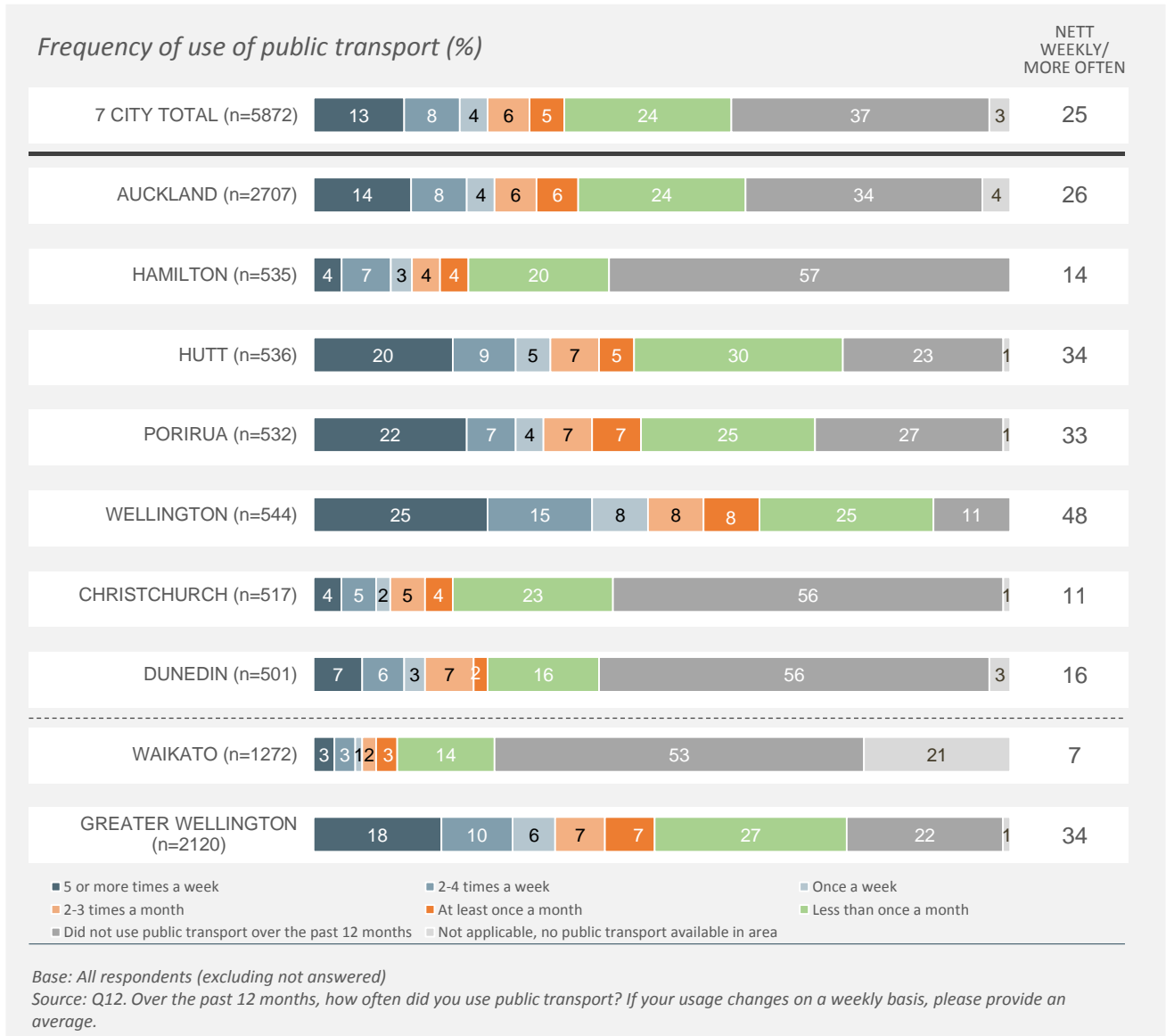


9. TRANSPORT

This section reports on respondents' use and perceptions of public transport. For the purposes of this survey, public transport referred to ferries, trains and buses, including school buses. It did not include taxis.

9.1 Frequency of use of public transport

A quarter (25%) of respondents in the seven city areas had used public transport weekly or more often over the previous 12 months. More than a third (37%) of respondents had not used public transport in the last 12 months.

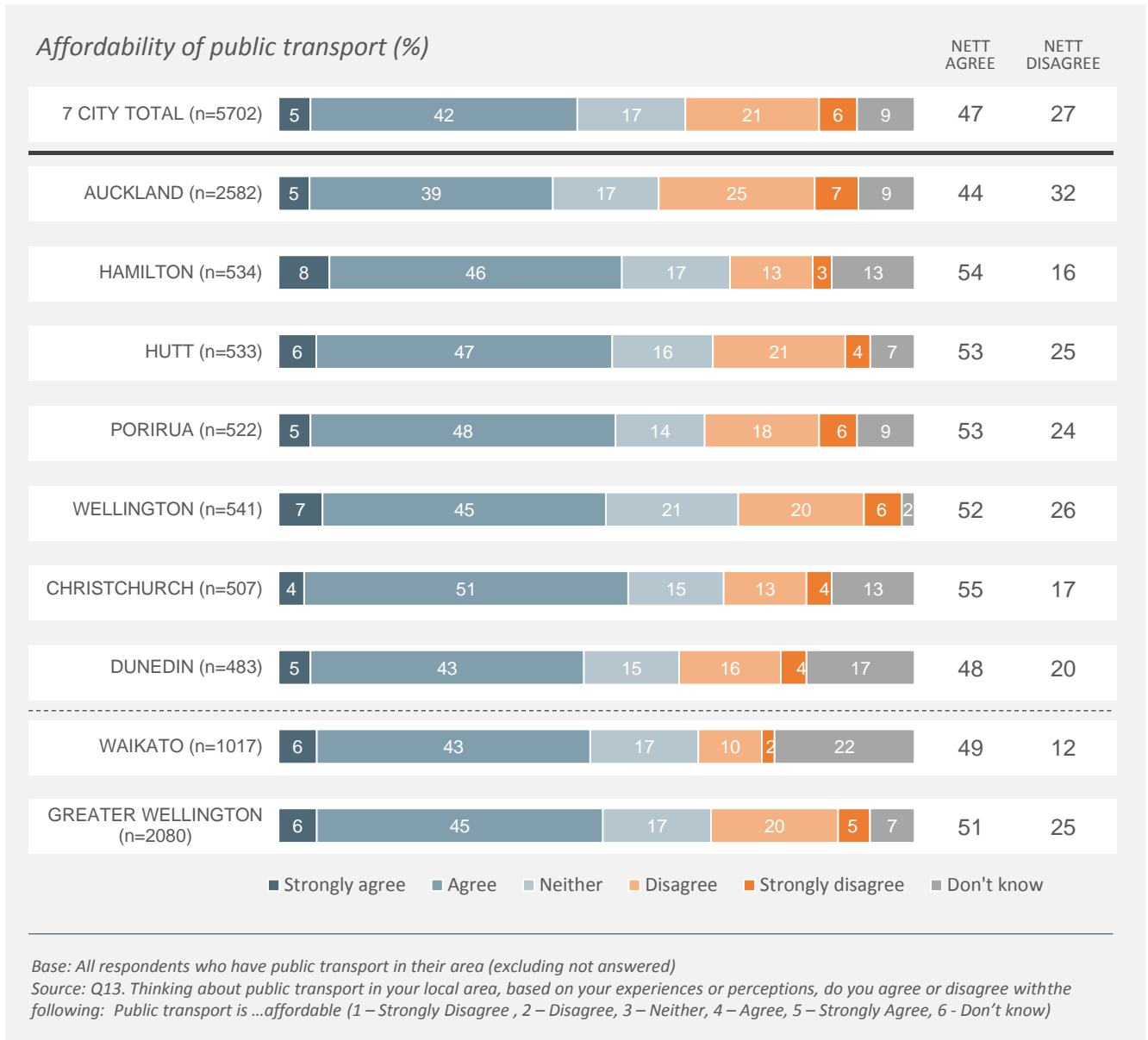


9.2 Perceptions of public transport

All respondents, with the exception of those who stated that the question about public transport was not applicable to them because they have no public transport in their area, were asked about their perceptions of public transport with respect to affordability, safety, ease of access, frequency and reliability.

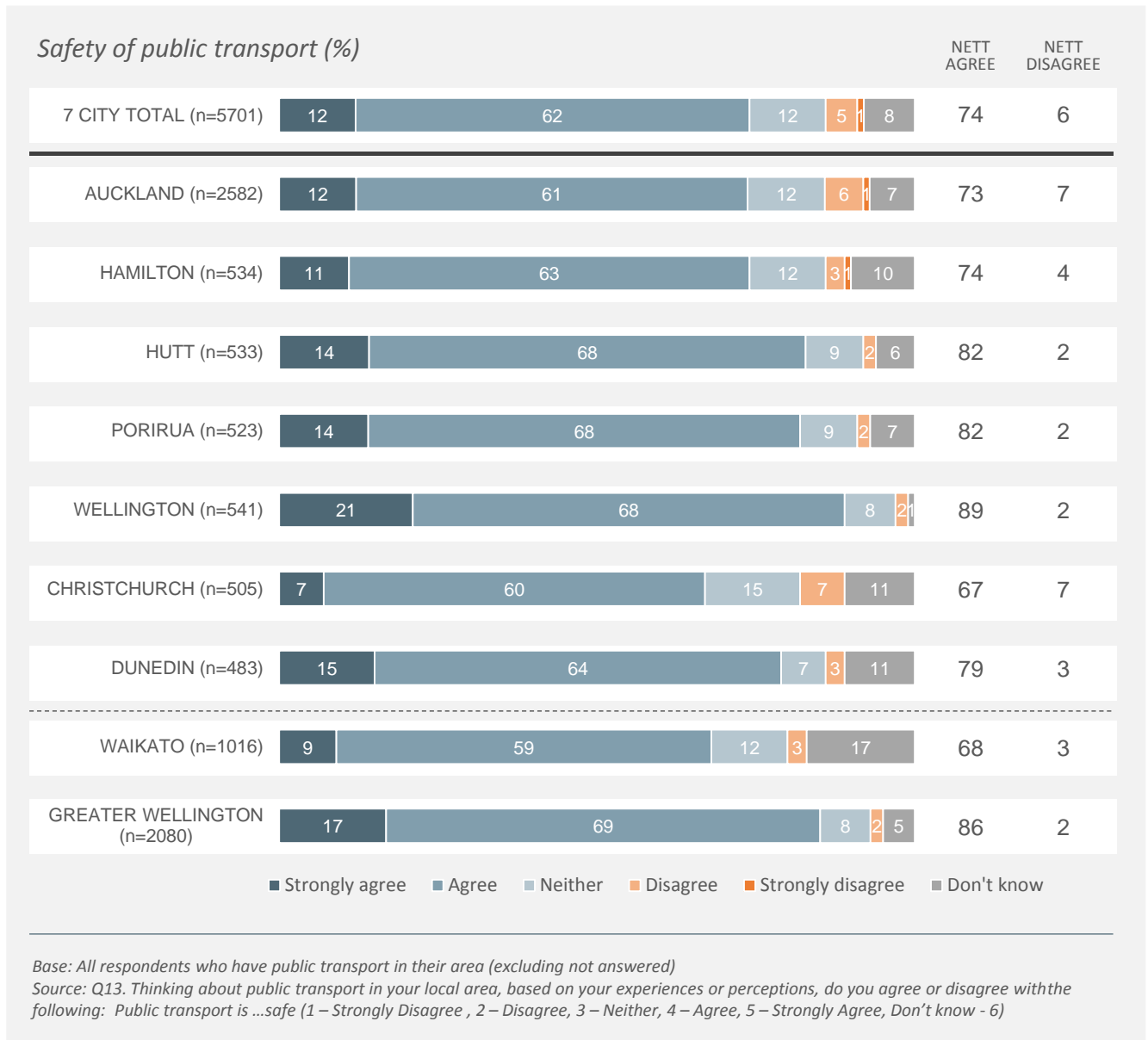
Affordability

Just under half (47%) of respondents agreed that public transport was affordable.



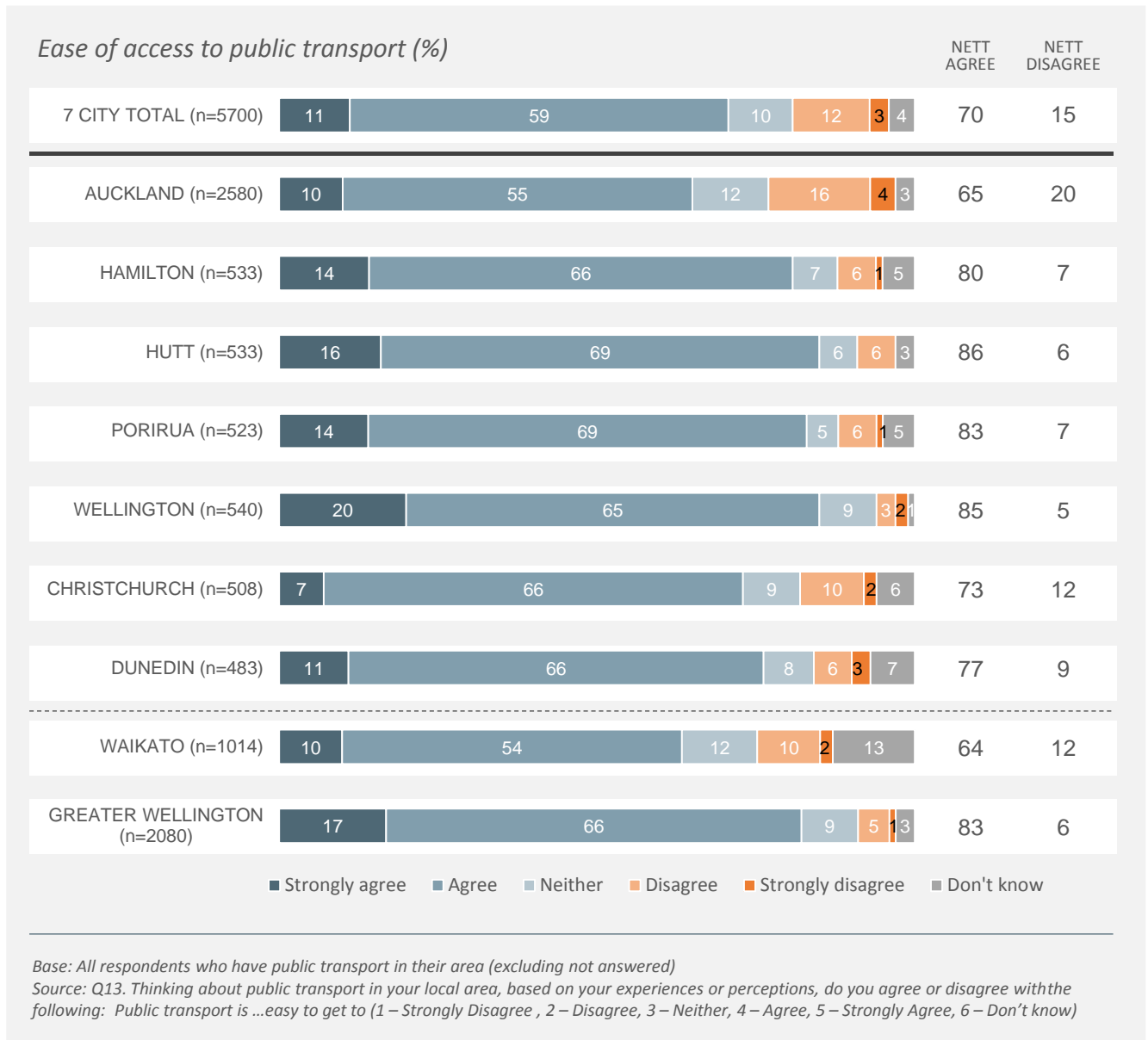
Safety

Three quarters (74%) of respondents agreed that public transport was safe.



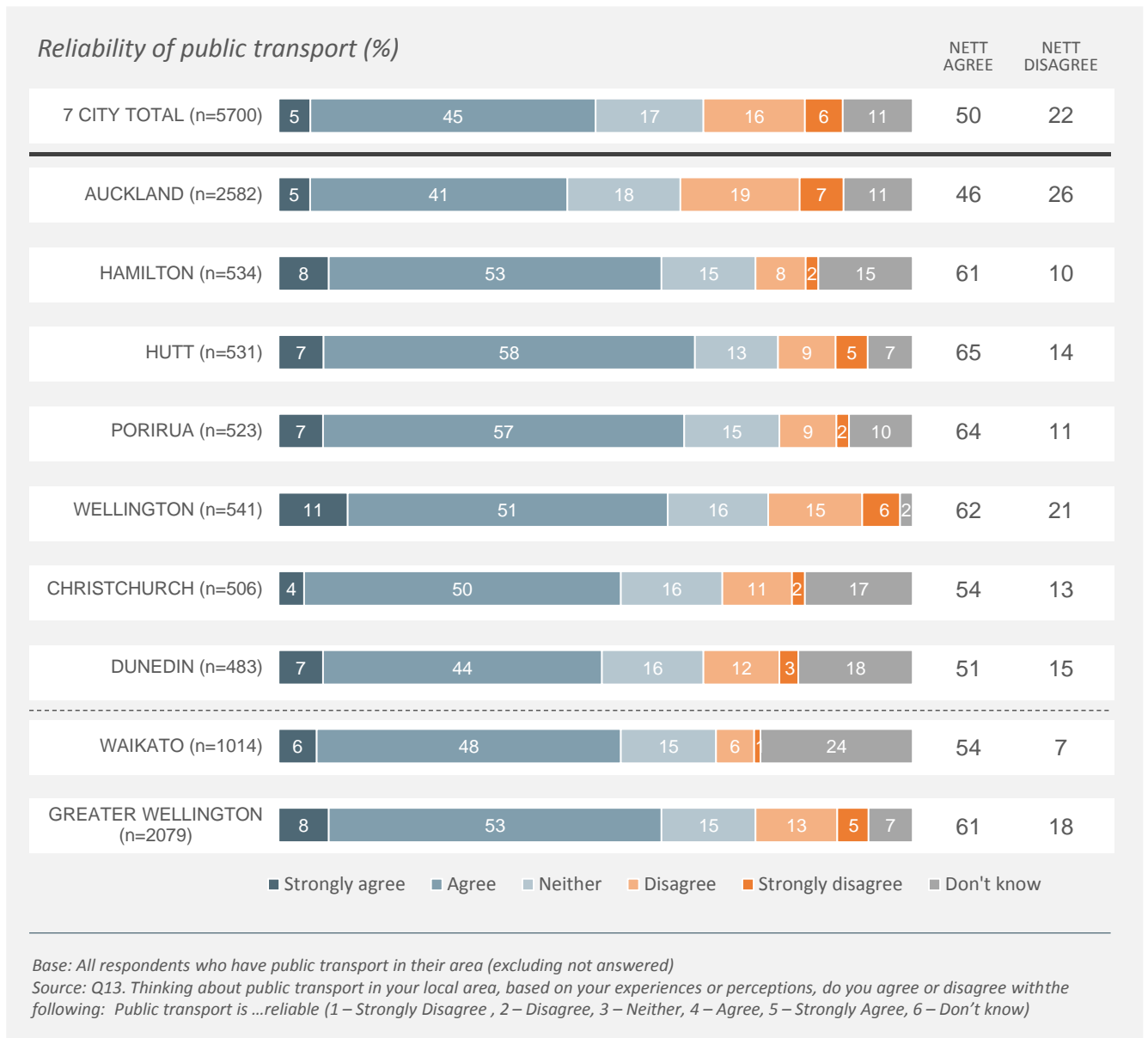
Ease of access

Seven in ten (70%) respondents agreed that public transport was easy to get to.



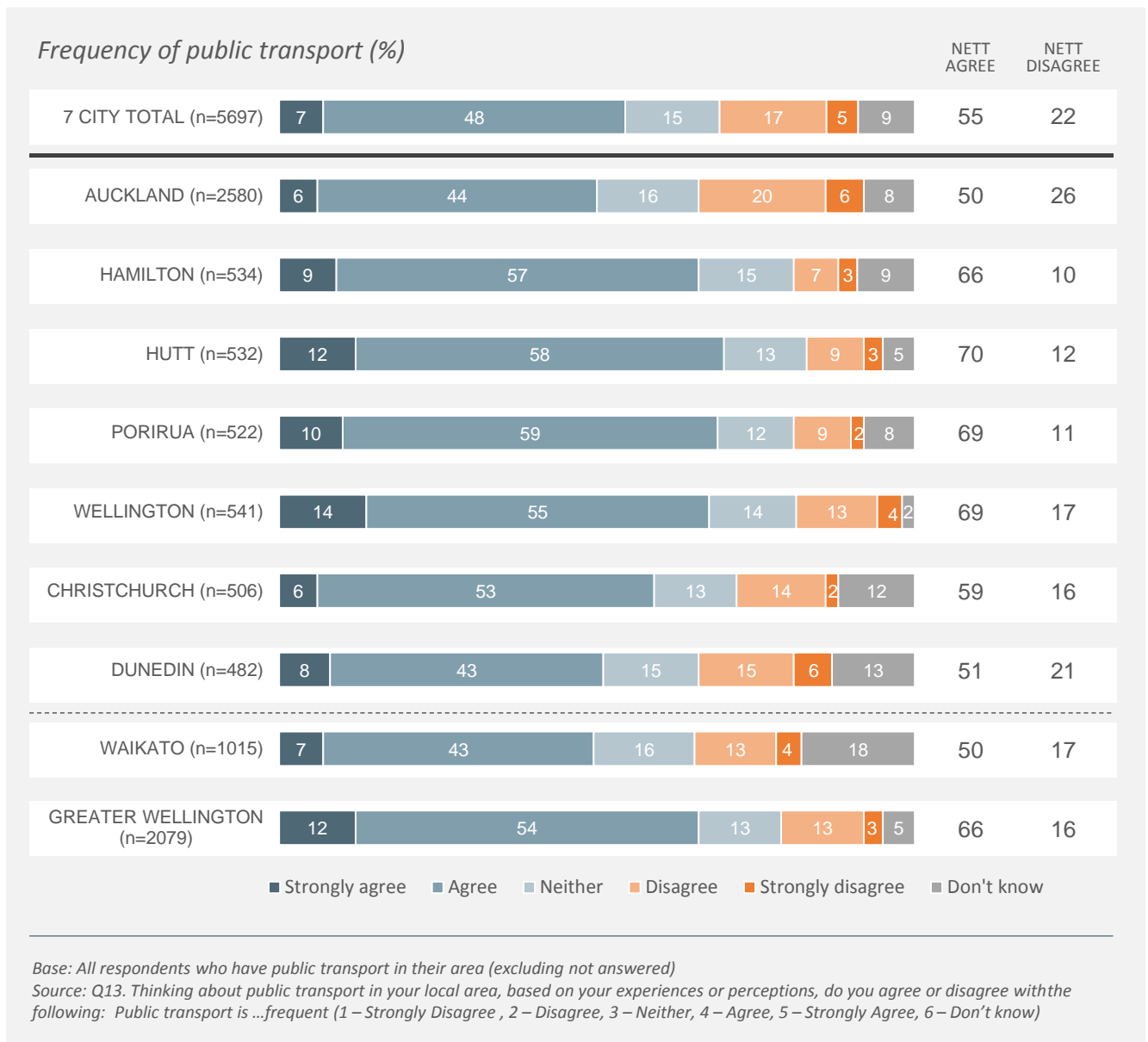
Reliability

Half (50%) of respondents in the seven cities agreed that public transport was reliable (i.e. comes when it says it will).



Frequency

Just over half (55%) of respondents agreed that public transport is frequent.

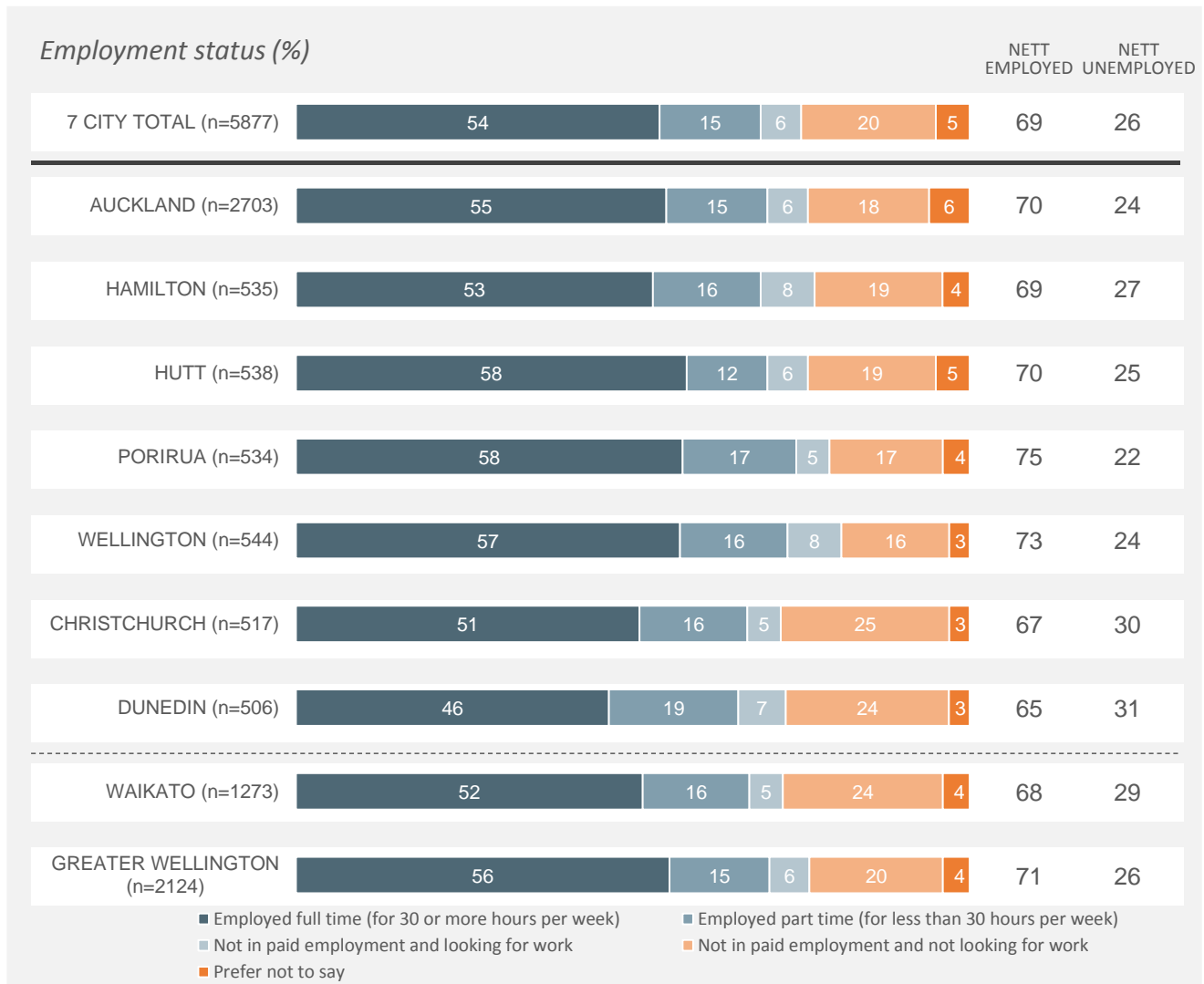


10. ECONOMIC WELLBEING

This section reports on respondents' employment status, perceptions of their work/life balance, and their ability to cover costs of everyday needs.

10.1 Employment status

Seven in ten (69%) respondents were employed in either full-time (54%) or part-time (15%) work, and a further 6% were currently seeking work.



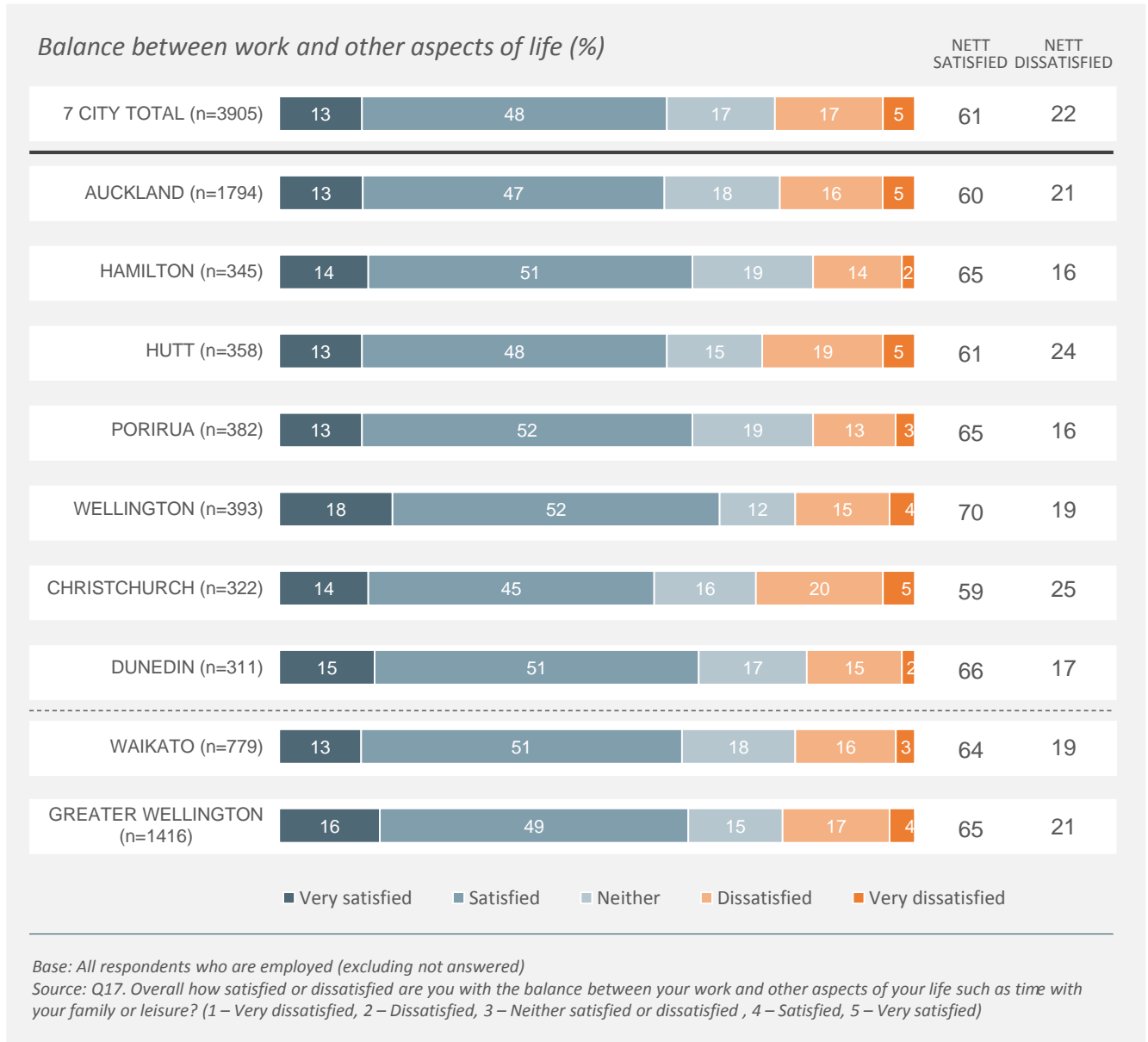
Base: All respondents (excluding not answered)

Source: Q16. Which of the following best describes your current employment status?

Employed means you undertake work for pay, profit or other income, or do any work in a family business without pay. (1 – Employed full time (for 30 or more hours per week), 2 – Employed part time (for less than 30 hours per week), 3 – Not in paid employment and looking for work, 4 – Not in paid employment and not looking for work (e.g. full-time parent, retired person), 5 – Prefer not to say)

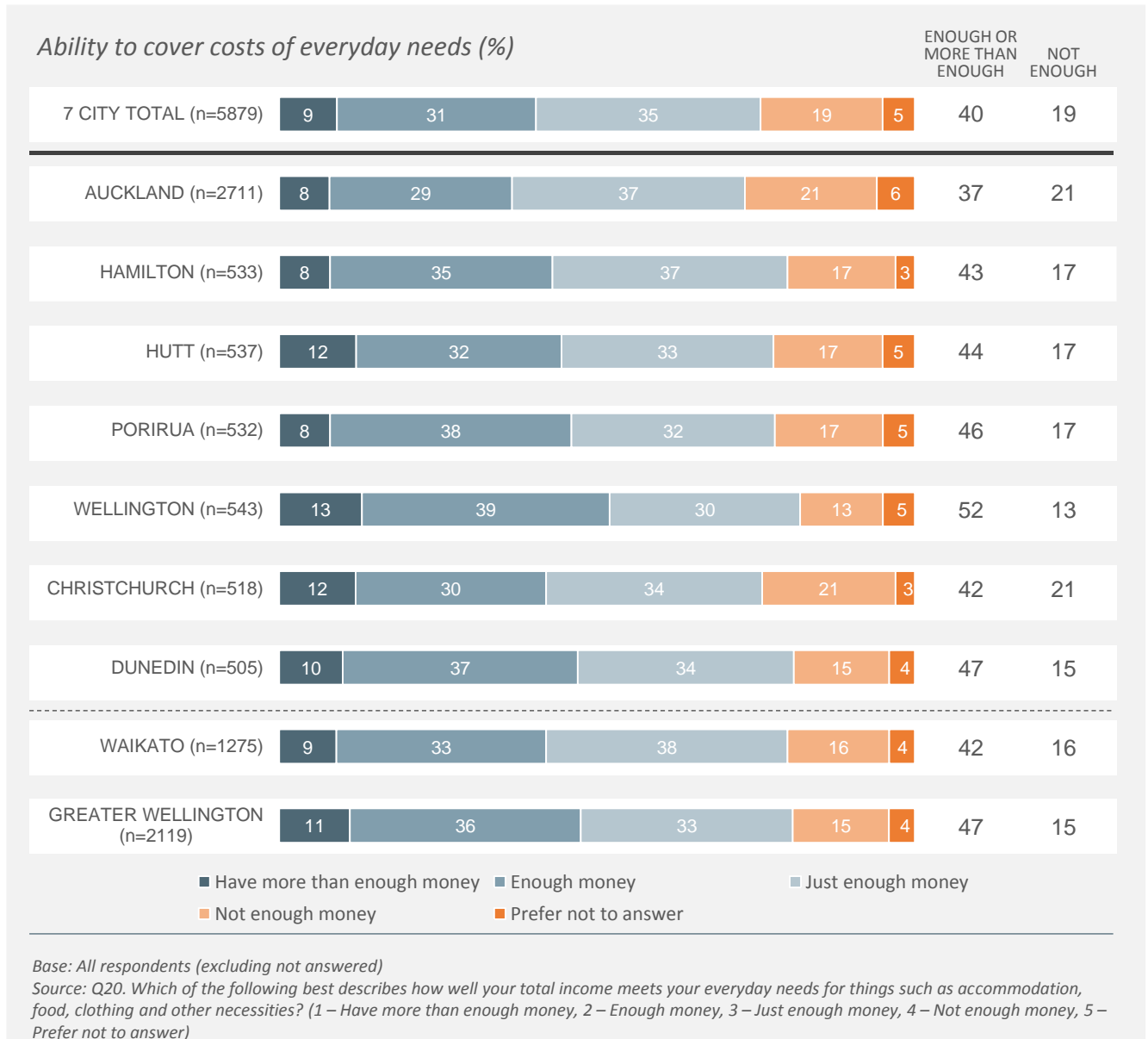
10.2 Balance between work and other aspects of life

Six in ten (61%) employed respondents were satisfied with the balance of work and other aspects of their life.



10.3 Ability to cover costs of everyday needs

Four in ten (40%) respondents in the seven cities felt that they have more than enough, or enough money to meet their everyday needs for things such as accommodation, food, clothing and other necessities. Almost one in five (19%) felt they did not have enough money.



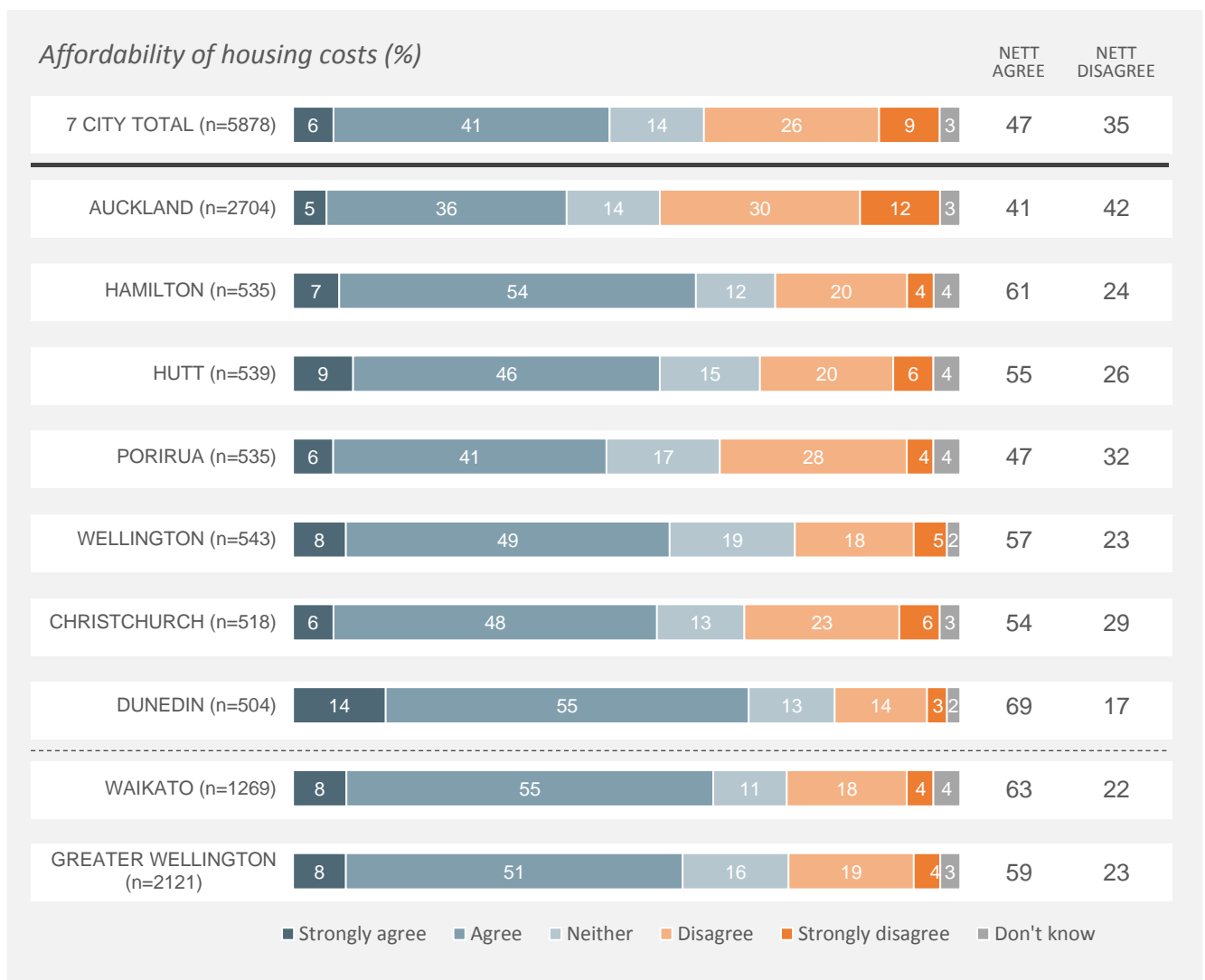
11. HOUSING

This section reports on respondents’ perceptions of housing affordability, access to a suitable dwelling type and location, and warmth of housing in winter.

Respondents were asked how much they agreed or disagreed with six statements related to their current housing situation. The first three questions related to affordability and general suitability of their home, and the subsequent three questions asked them to consider aspects of heating their home, during the winter months in particular.

11.1 Affordability of housing costs

Just under half (47%) of respondents agreed that their current housing costs were affordable (housing costs included things like rent or mortgage, rates, house insurance and house maintenance).

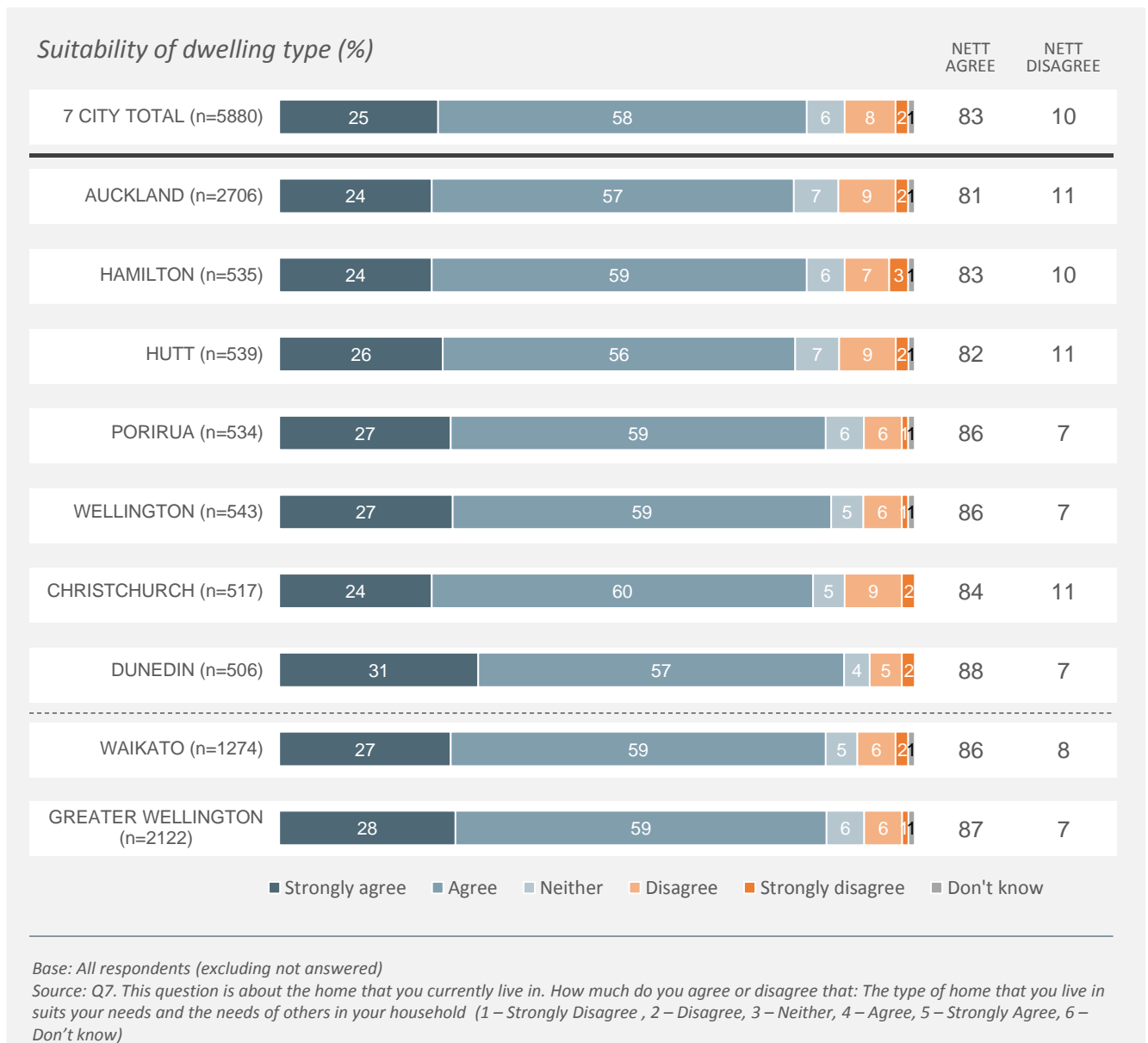


Base: All respondents (excluding not answered)

Source: Q7. This question is about the home that you currently live in. How much do you agree or disagree that: Your housing costs are affordable (by housing costs we mean things like rent or mortgage, rates, house insurance and house maintenance) (1 – Strongly Disagree, 2 – Disagree, 3 – Neither, 4 – Agree, 5 – Strongly Agree, 6 – Don't know)

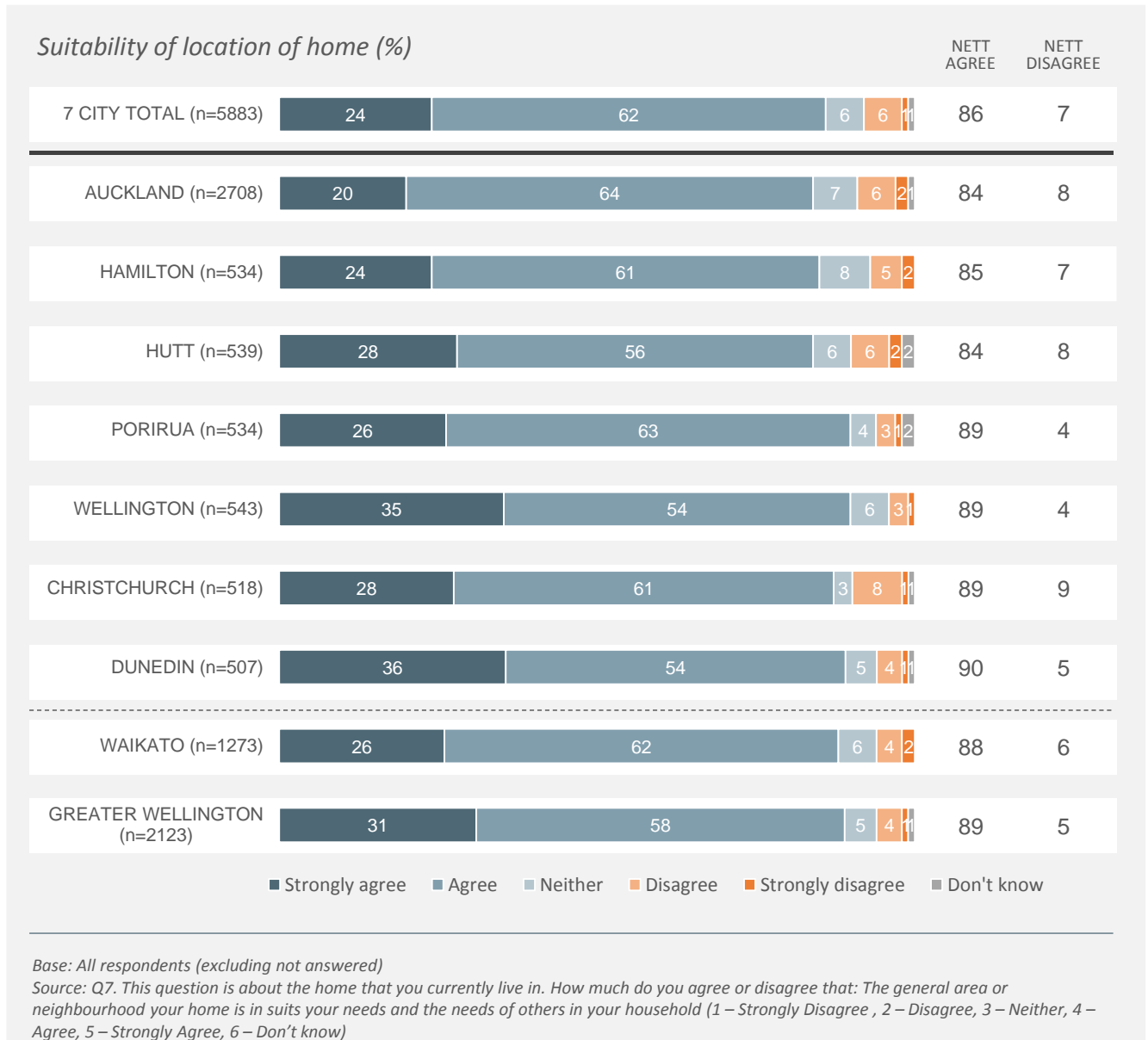
11.2 Suitability of dwelling type

A large proportion (83%) of respondents agreed that the type of home they lived in suited their needs and the needs of others in their household.



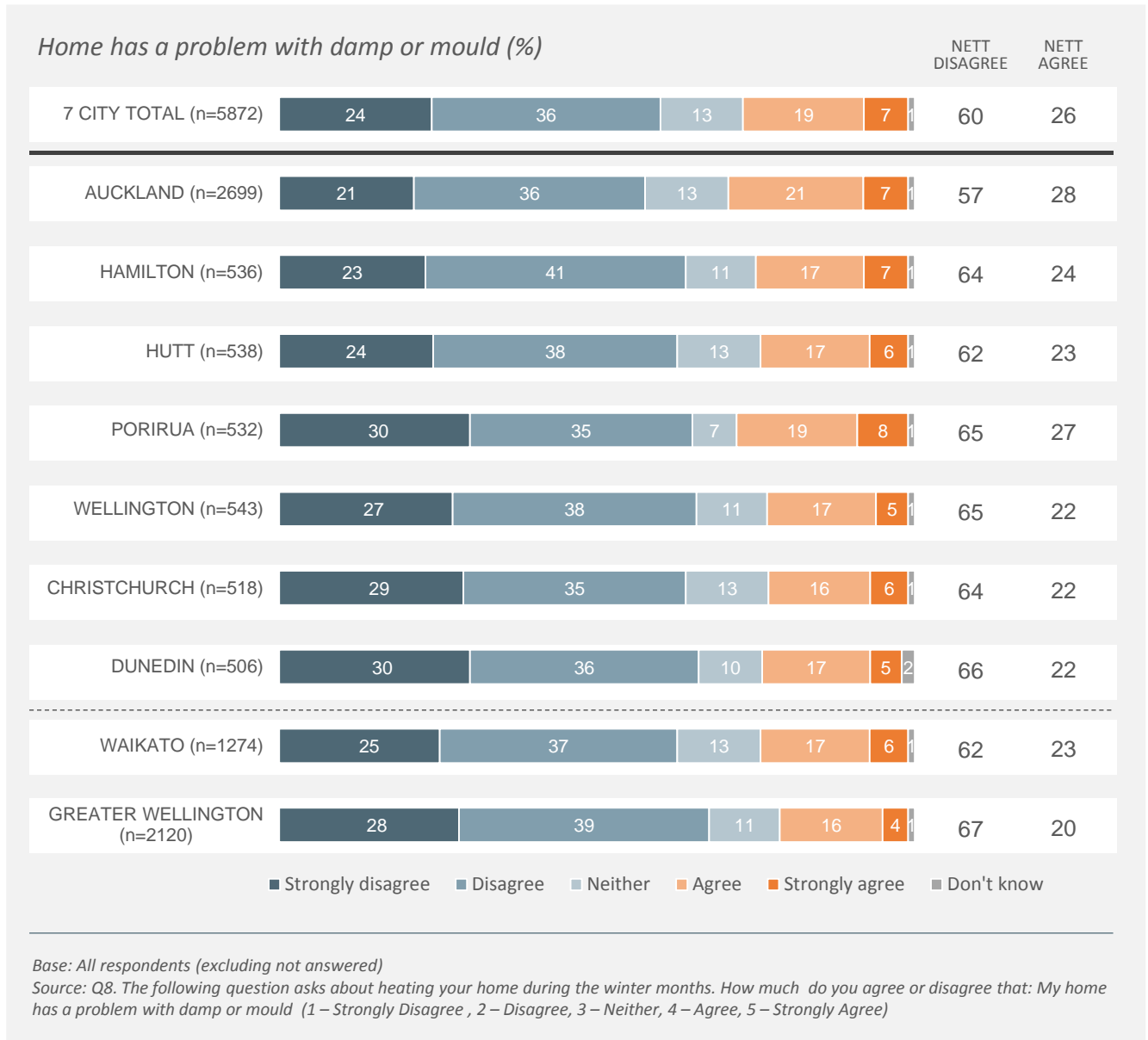
11.3 Suitability of location of home

A large proportion (86%) of respondents agreed that the general area, or neighbourhood, they lived in suited their needs and the needs of others in their household.



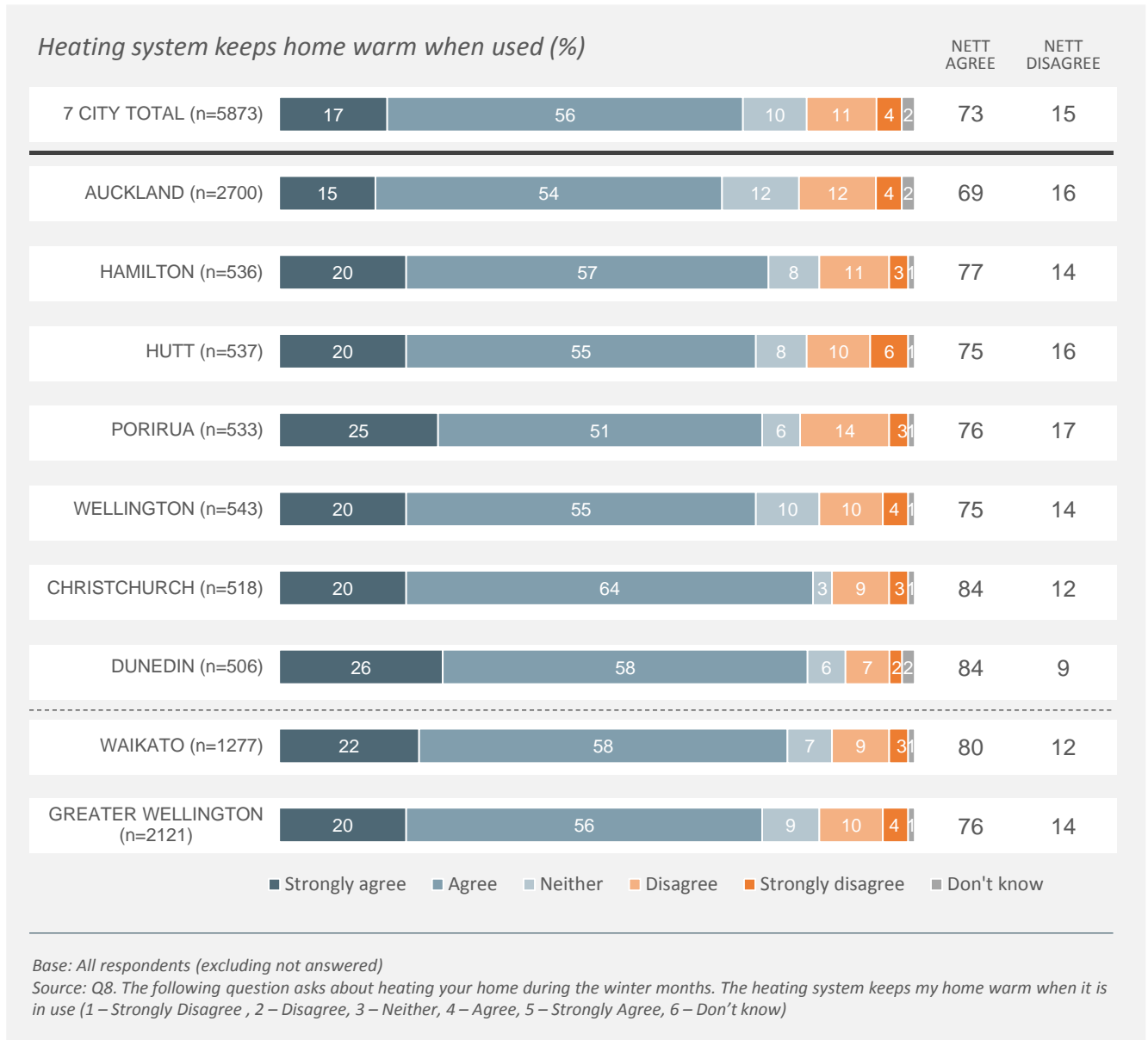
11.4 Home has a problem with damp or mould

Just over a quarter (26%) of respondents agreed that they had experienced problems with damp or mould in their home during winter.



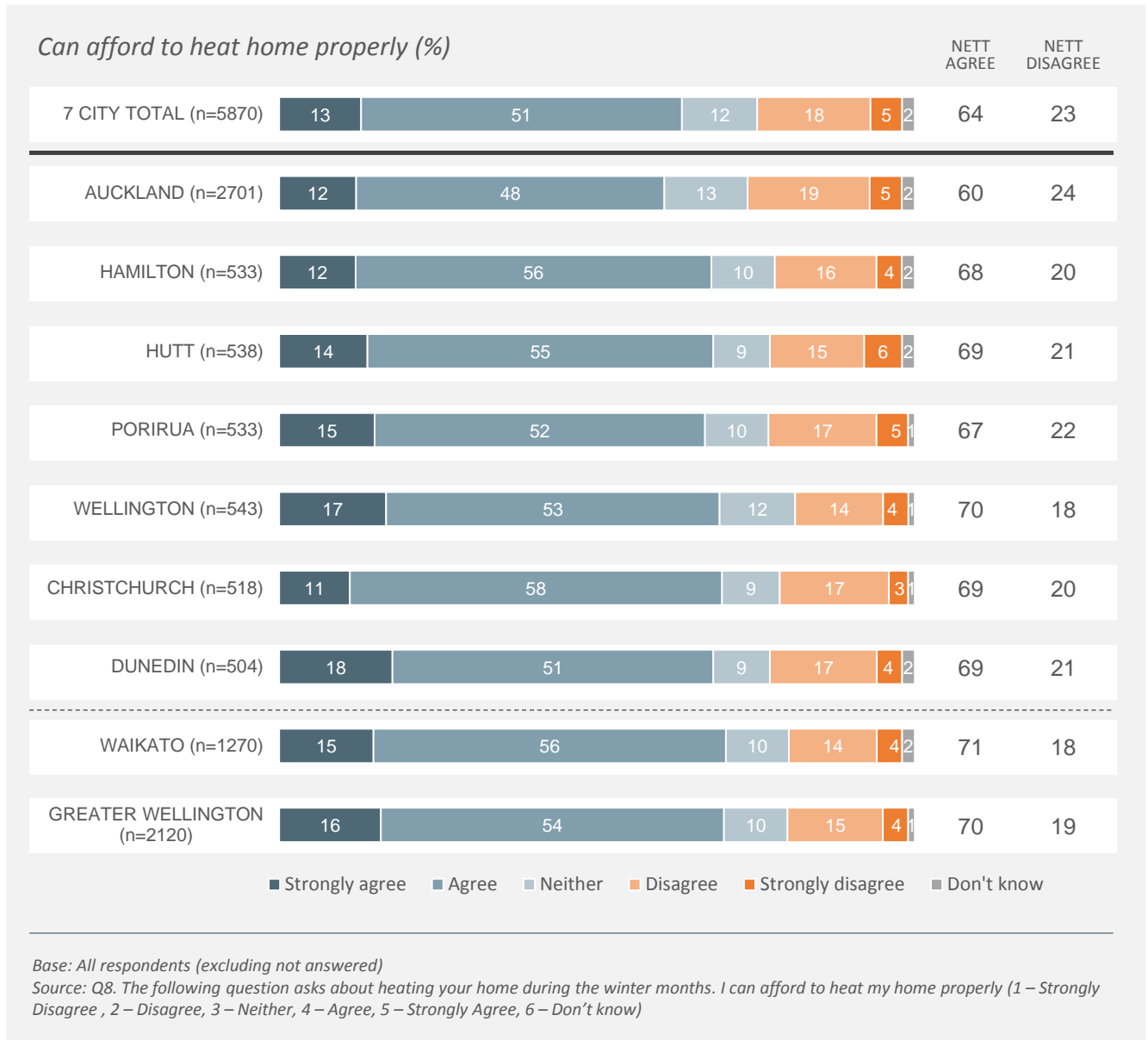
11.5 Heating system keeps home warm when used

Three quarters (73%) of respondents agreed that their heating system keeps their home warm when it is in use during winter.



11.6 Can afford to heat home properly

Just under two thirds (64%) of respondents agreed that they can afford to heat their home properly during winter.



12. DRIVERS OF QUALITY OF LIFE

The previous sections in this report present results on residents’ perceptions and experiences across a range of social, economic, cultural and environmental aspects, all of which contribute to their overall quality of life. This section reports on the results of two multivariate analyses that were undertaken on these aspects, or ‘attributes’, that aimed to explore their relative impact on residents’ overall quality of life.

A two stage process was followed:

- **Factor analysis** was undertaken to explore the relationships between the attributes in the survey, and to group together similar attributes into a group of ‘factors’.⁹
- A **drivers analysis** was then undertaken to explore the relative impact of these factors on overall perception of quality of life.¹⁰

The multivariate analyses are based only on the seven cities’ results, for consistency with the rest of the topline report (i.e. Waikato and Greater Wellington regional results were excluded from analyses).

Factor analysis

Ten independent ‘factors’ (or drivers of residents’ overall quality of life) were identified from 39 survey attributes. These are listed in the chart below, along with their relative importance in driving the overall quality of life measure.

Factor definitions	Importance of factor on driving overall life quality	Importance of attribute on factor
Emotional and physical health	10.5%	
Not experiencing stress that has had a negative effect (Q26)		34%
Not feeling lonely or isolated (Q24)		27%
Positive overall health rating (Q18)		20%
Satisfied with work/life balance (Q17)		19%
Housing	8.8%	
Can afford to properly heat home (Q8)		21%
Heating system keeps home warm (Q8)		21%
Home has no problem with damp/mould (Q8)		16%
Type of dwelling suits needs of household (Q7)		16%
Ability to cover costs of everyday needs (Q20)		14%
Housing costs are affordable (Q7)		12%
Local community	4.5%	
Location of home is suitable (Q7)		31%

⁹ The factor analysis identified the common dimensions in respondents’ ratings of 39 attributes included in the questionnaire. This stage was important as there was a high degree of correlation between attributes.

¹⁰ This used a combination of regression and correlation techniques.

Factor definitions	Importance of factor on driving overall life quality	Importance of attribute on factor
City/local area perceived as great place to live (Q6)		30%
Proud of look and feel of city/local area (Q3)		21%
Experience a sense of community (Q21)		18%
Sense of safety*	2.4%	
Feel safe in city centre during the day (Q9)		29%
Feel safe in own home after dark (Q9)		25%
Feel safe in city centre after dark(Q9)		25%
Feel safe walking alone in neighbourhood after dark (Q9)		22%
Support in difficult times	2.2%	
Support/help available in difficult times (Q25)		100%
Cultural diversity	2.2%	
Arts scene considered culturally rich and diverse (Q27)		65%
Greater cultural diversity perceived to make city/local area a better place to live (Q28)		35%
Crime	0.7%	
Minimal problems with vandalism (Q11)		18%
Minimal problems with graffiti or tagging (Q11)		17%
Minimal problems with car theft or damage to cars (Q11)		14%
Minimal problems with alcohol or drugs (Q11)		14%
Minimal problems with people you feel unsafe around (Q11)		14%
Minimal problems with dangerous driving (Q11)		12%
Minimal problems with people begging on the street (Q11)		11%
Council decision making	0.3%	
Perceive general public to have influence on Council decision making (Q15)		35%
Have confidence in Council decision making (Q14)		33%
Understand how Council makes decisions (Q14)		32%
Pollution	0.2%	
Minimal problems with <u>air</u> pollution (Q11)		42%
Minimal problems with <u>water</u> pollution (Q11)		30%
Minimal problems with <u>noise</u> pollution (Q11)		28%
Public transport*	0.1%	
Frequent public transport (Q13)		23%

Factor definitions	Importance of factor on driving overall life quality	Importance of attribute on factor
Easy to access public transport (Q13)		22%
Reliable public transport (Q13)		20%
Feel safe using public transport (Q13)		20%
Affordable public transport (Q13)		16%

*Underlying attributes sum to more than 100% due to rounding.

Driver analysis

Once the 10 independent drivers of life quality had been identified, it was then possible to map these factors in terms of their relative importance (impact on quality of life rating) and favourability scores (how favourably respondents rated the underlying attributes in each factor). By examining these results together, we can establish the indicators that, if enhanced, will have the greatest impact on improving people’s overall quality of life.

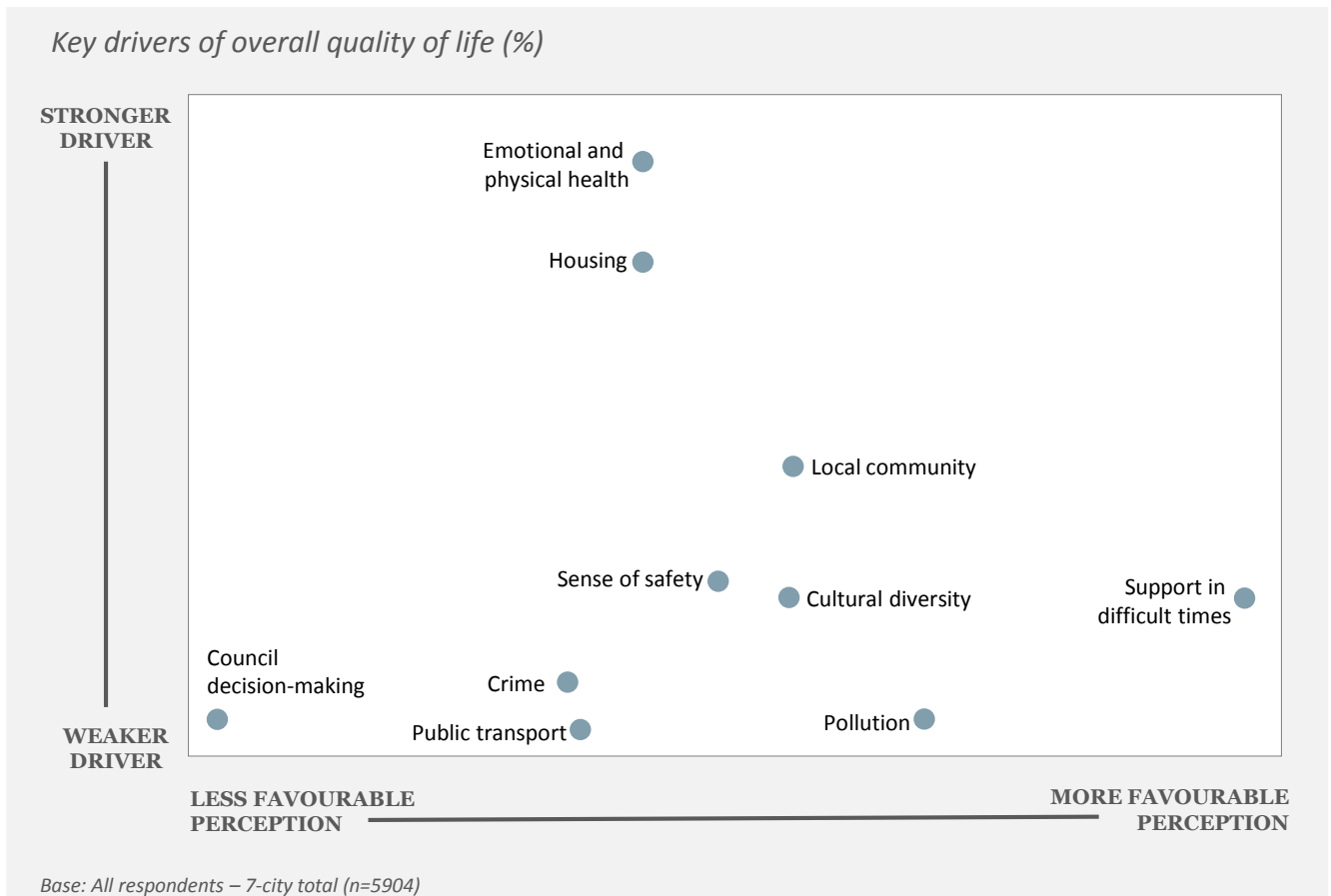
The results are shown in the chart on the next page. The chart shows the 10 drivers mapped against two dimensions:

1. Their relative level of importance (impact on quality of life rating) (shown on the vertical axis) – drivers towards the top of the chart have the greatest impact on overall quality of life and the drivers towards the bottom of the chart have the least impact.
2. Their relative favourability scores (how favourably respondents rated the underlying attributes in each factor)¹¹ (shown on the horizontal axis).

Broadly speaking, the chart can be read as follows:

- the top left quadrant is showing the factors that the 7 cities might need to pay attention to as they are stronger drivers of quality of life and are doing relatively ‘poorly’ (as they are generally rated less favourably in the survey)
- the top right quadrant shows the factors that are also stronger drivers of quality of life but are doing okay (as they are generally rated favourably in the survey)
- the bottom left quadrant shows the factors that are weaker drivers of quality of life, but are doing poorly (as they are generally rated less favourably in the survey),
- the bottom right quadrant shows the factors that are weaker drivers of quality of life but are doing okay (as they are generally rated favourably in the survey).

¹¹ The rating scales used in the questionnaire varied in terms of the number of rating points (3, 4 and 5-point scales were used). To enable favourability ratings to be compared, all scales were standardised to 5-point scales as part of the statistical analysis. Most attributes in the survey used a balanced scale. However, a small number of scales were positively or negatively skewed which results in a degree of overstating or understating favourability ratings when comparisons are made. In particular, the health favourability ratings (which contributes to the emotional and physical health factor) may be somewhat inflated as the scale is positively skewed. Conversely, the crime and pollution favourability ratings may be somewhat understated as the rating scale was negatively skewed.



Key findings

Key patterns from this analysis are listed below. Among the attributes measured in this survey:

- Residents’ sense of personal emotional and physical health is the strongest driver of overall quality of life, with not experiencing stress that has a negative effect and a lack of loneliness being the strongest determinants of this factor.
- Housing is also a strong driver of overall quality of life, with heating being especially important. Residents’ ratings of their health and housing situation are moderately favourable (relative to other drivers). However, because they are such strong drivers of overall quality of life, any improvements in perceptions of these aspects will result in marked gains in perceptions of overall quality of life.
- Cultural diversity and people’s satisfaction with their local community are rated fairly similarly in terms of favourability scores, with positive perceptions of the local community being quite a strong driver of overall quality of life.
- Council’s decision-making is rated most poorly, but along with public transport and pollution it is one of the weakest drivers of the overall quality of life.

For more detail on the multivariate analyses technique please refer to the Quality of Life Survey 2016 Technical Report.

13. COMPARISONS WITH PREVIOUS YEARS

The following charts show the results of selected questions compared to the 2014 and 2012 results.

The 2016 results are based on six cities only and exclude Hamilton City. This is because results for Hamilton City were not collected in the 2012 or 2014 surveys.

Across the questions shown here, there have been four significant shifts in results since 2014:

- Increase in proportion of respondents who perceive car theft and damage to be a problem in their city or local area (61%, compared with 55% in 2014) (see 13.5)
- Increase in proportion of respondents who perceive people begging on the street to be a problem in their city or local area (44%, compared with 33% in 2014) (see 13.9)
- Decrease in proportion of respondents who feel unsafe walking alone in their neighbourhood after dark (33%, compared with 38% in 2014) (see 13.9)
- Increase in proportion of respondents agreeing they would like to have more say in what their Council does (61%, compared with 55% in 2014). (see 13.15)¹²

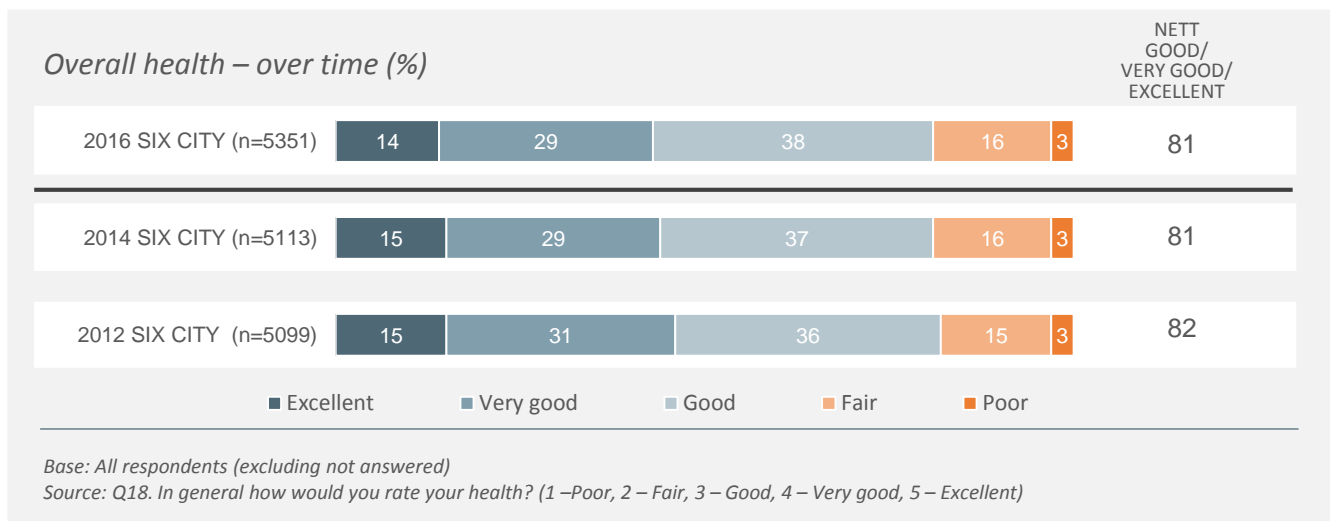
13.1 Overall quality of life



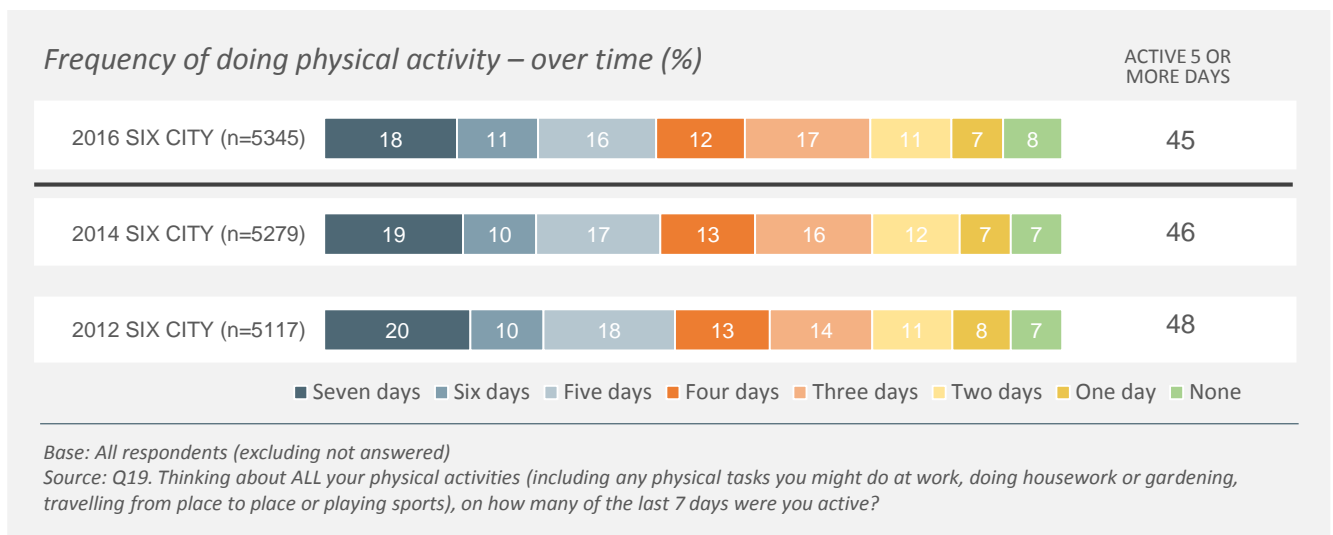
¹² Comparisons with 2014 are only reported where two criteria are met:

- The difference is statistically significant at the 95% confidence level, and
- The raw difference in results is 5% or greater.

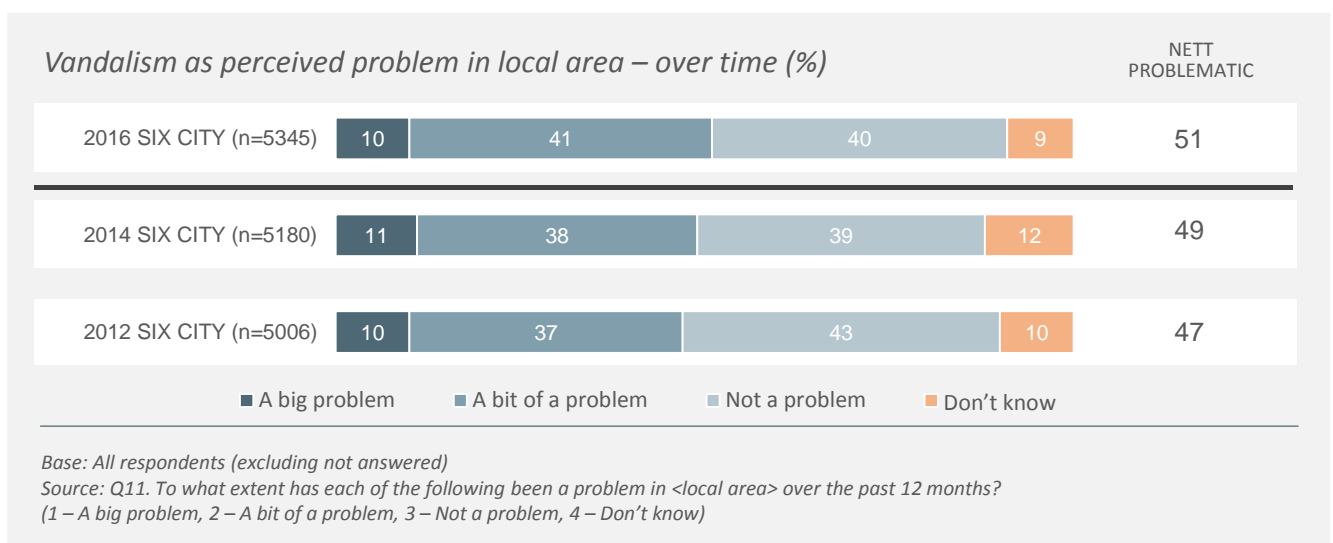
13.2 Overall health



13.3 Frequency of doing physical activity

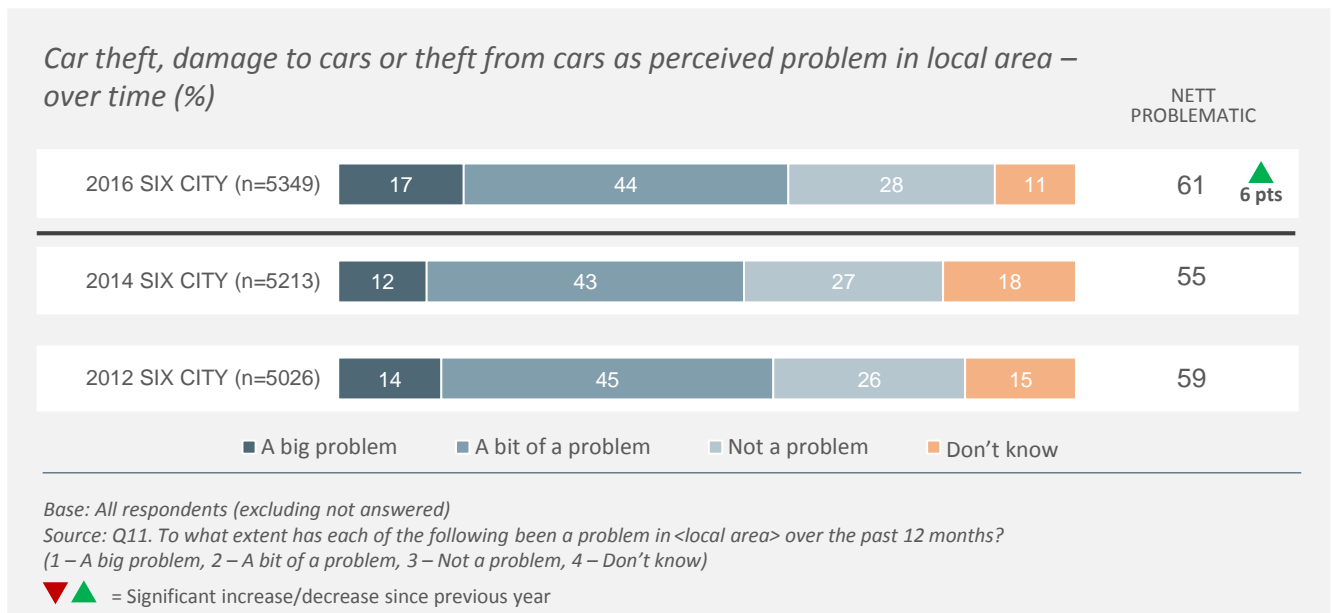


13.4 Vandalism as perceived problem in local area

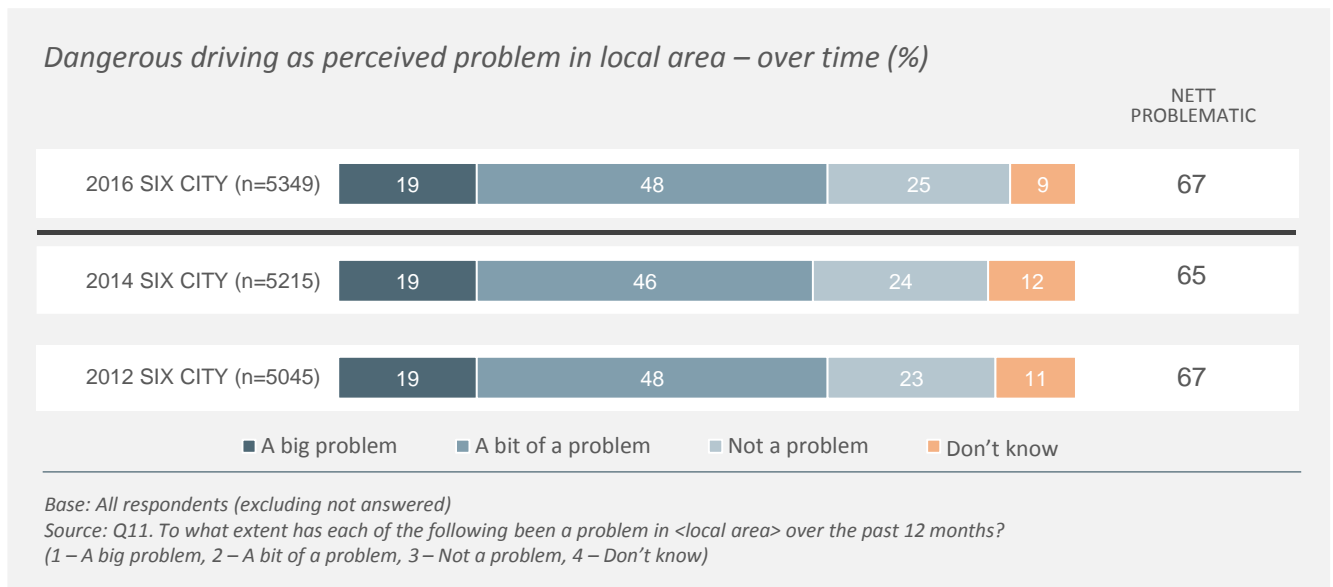


13.5 Car theft, damage to cars or theft from cars as perceived problem in local area

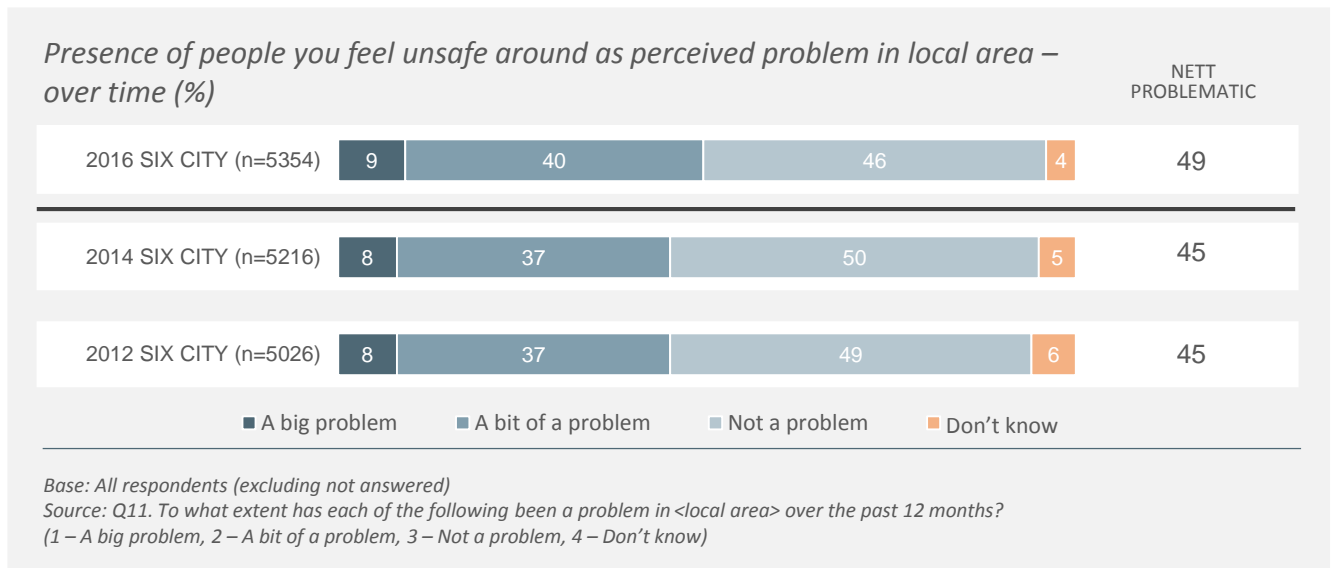
There has been a significant increase since 2014 in the percentage of respondents who perceive car theft and damage to be a problem in their city or local area in the previous 12 months.



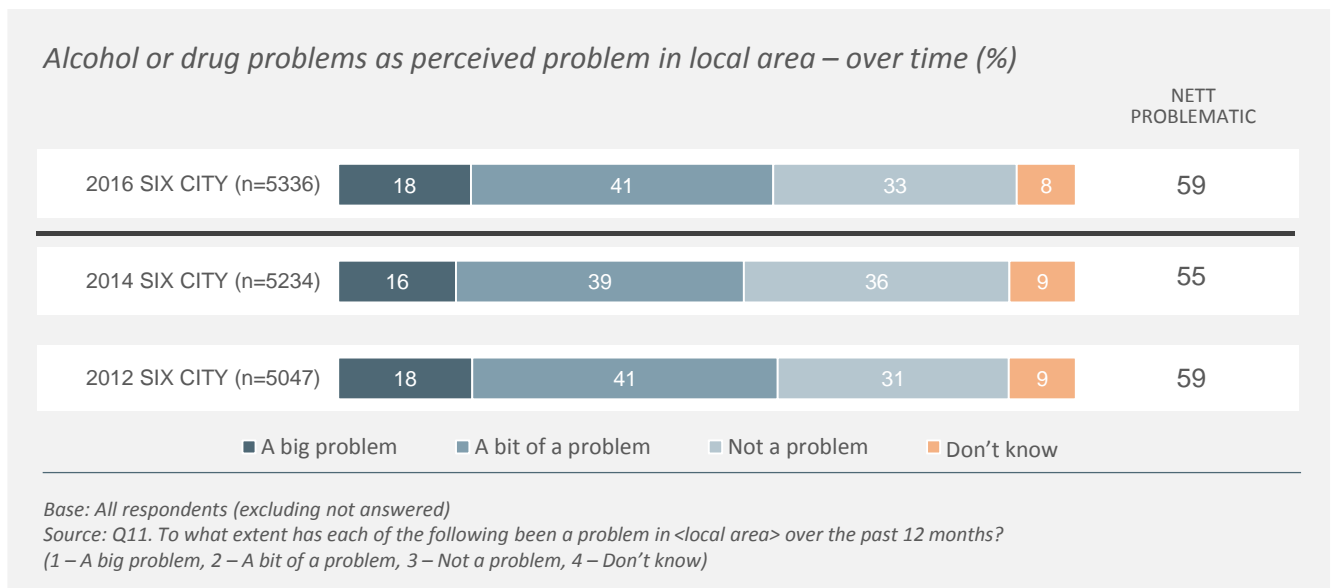
13.6 Dangerous driving as perceived problem in local area



13.7 Presence of people you feel unsafe around as perceived problem in local area

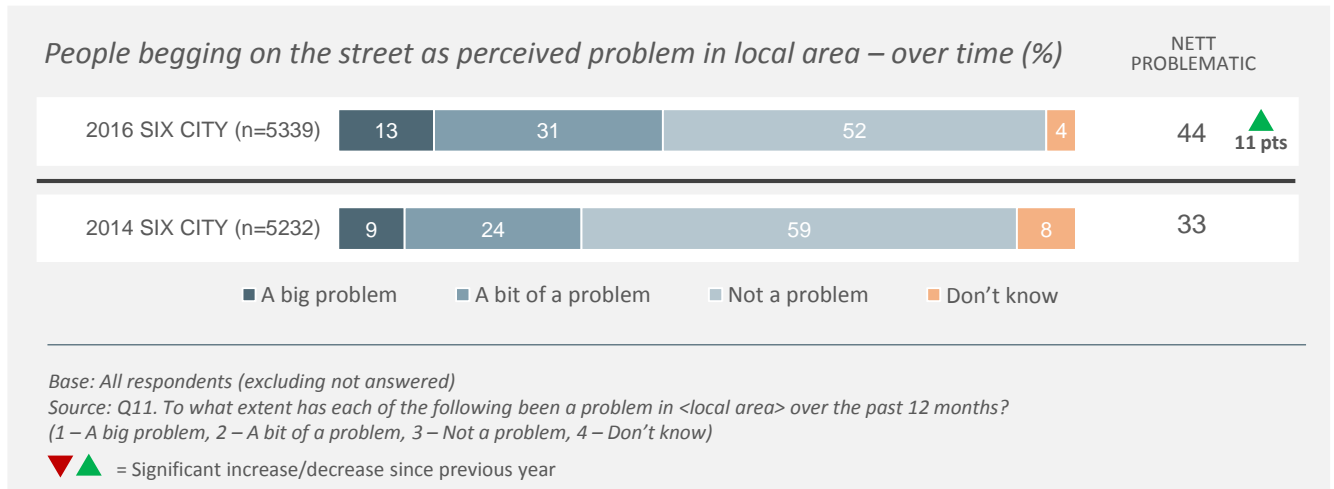


13.8 Alcohol or drug problems as perceived problem in local area



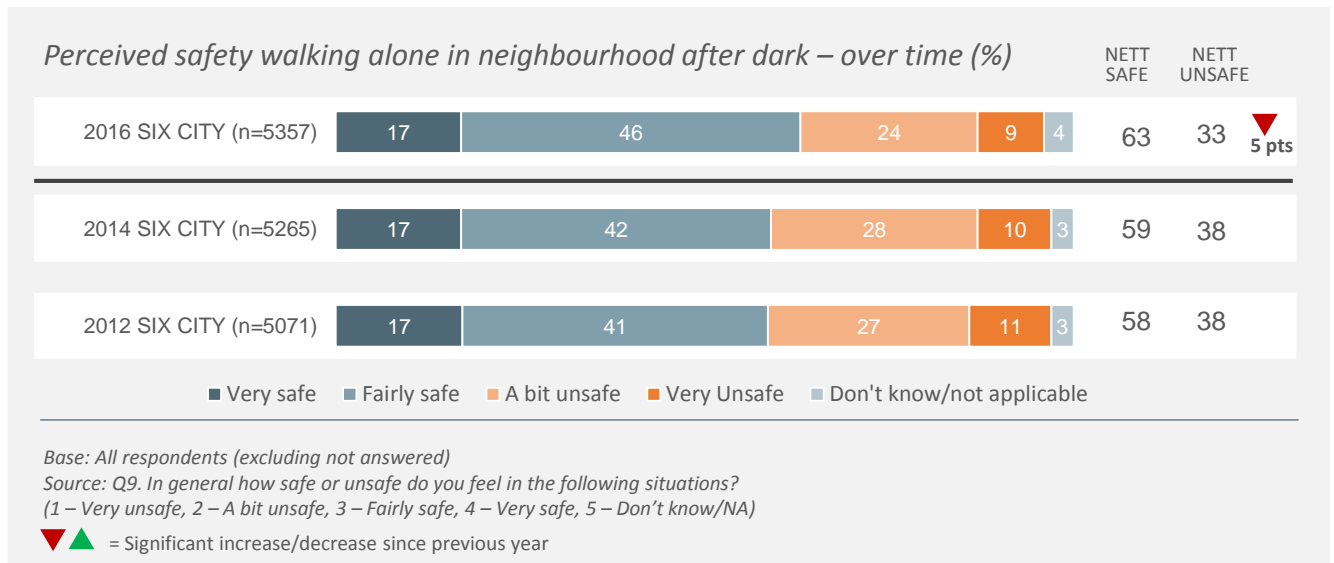
13.9 People begging on the street as perceived problem in local area

There has been a significant increase since 2014 in the percentage of respondents who perceive people begging on the street to be a problem in their city or local area.

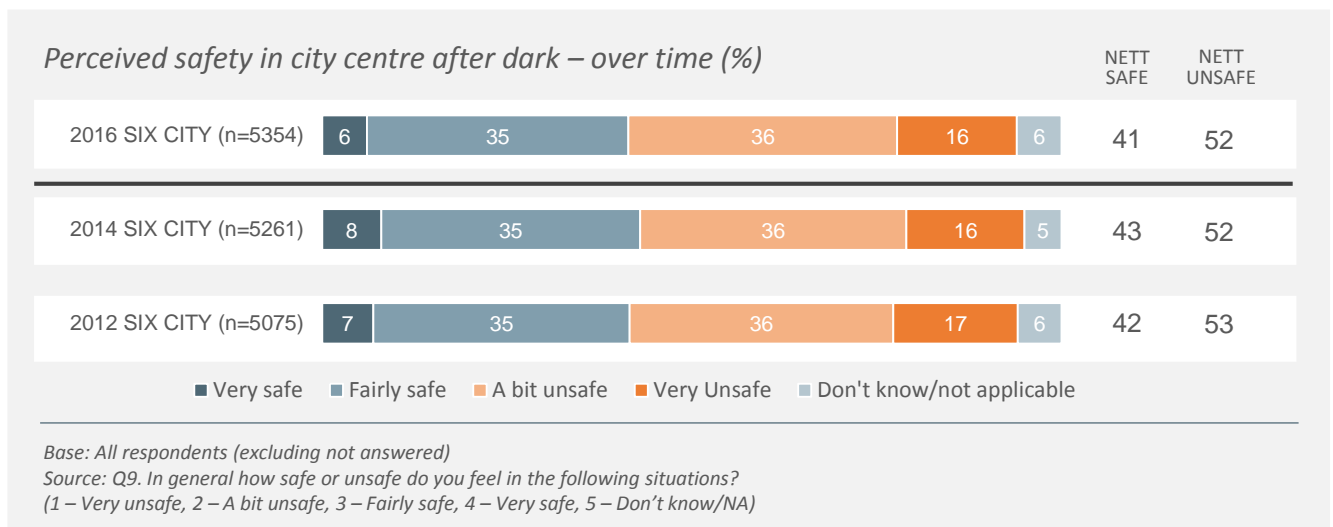


13.10 Perceived safety walking alone in neighbourhood after dark

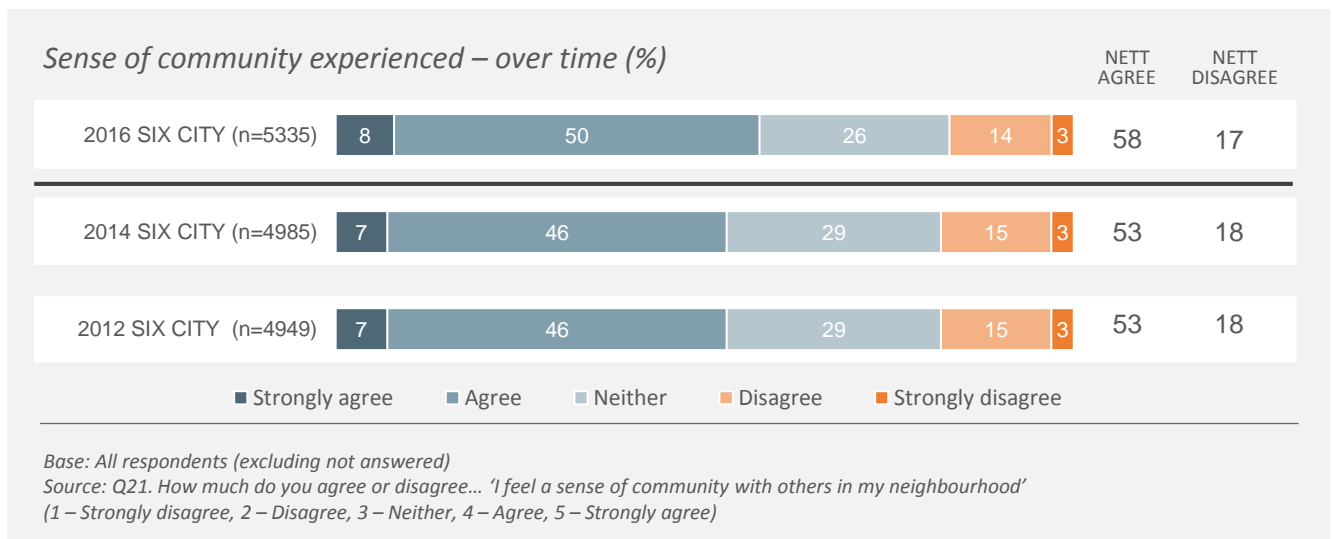
There has been a significant decrease since 2014 in the percentage of respondents who felt unsafe walking alone after dark in their neighbourhood.



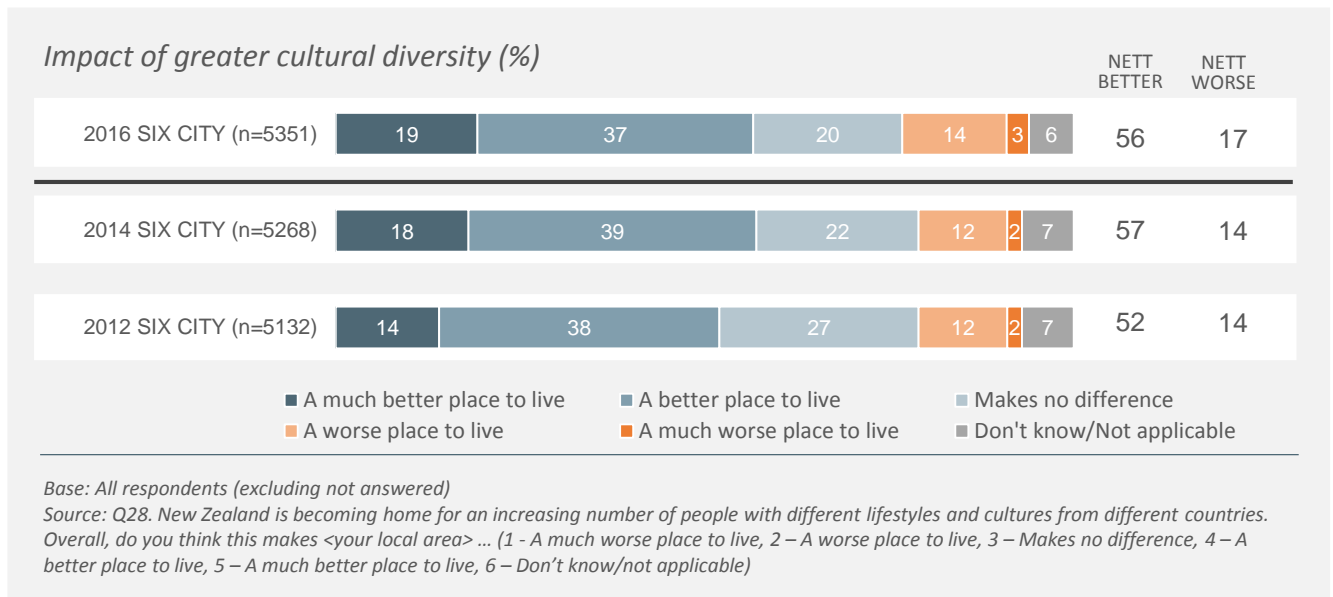
13.11 Perceived safety in city centre after dark



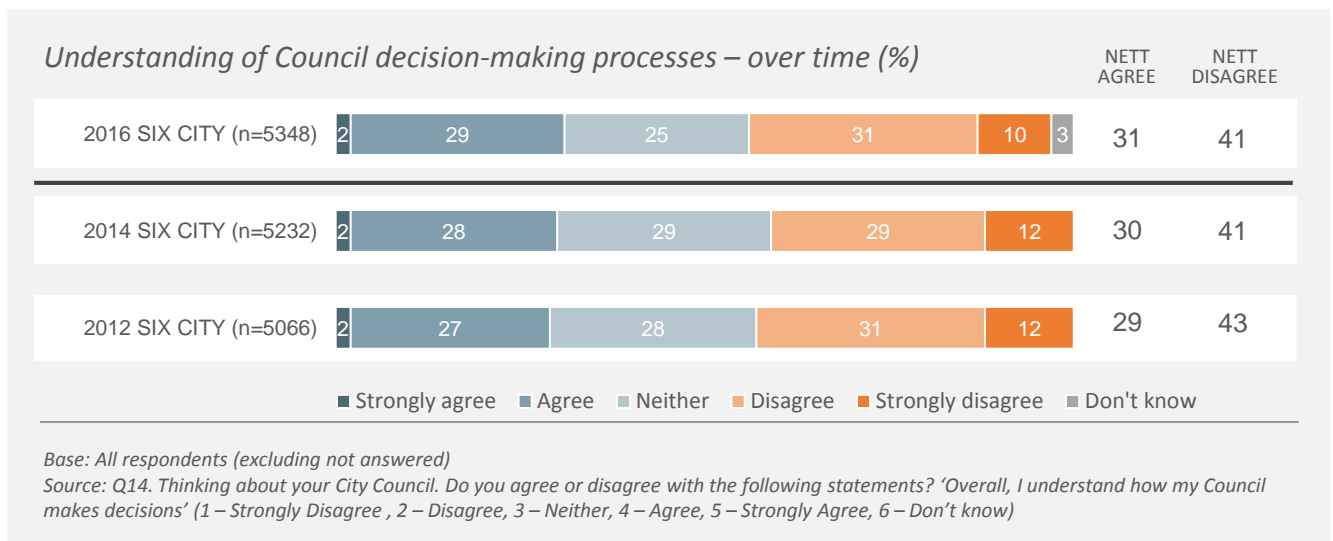
13.12 Sense of community experienced



13.13 Impact of greater cultural diversity

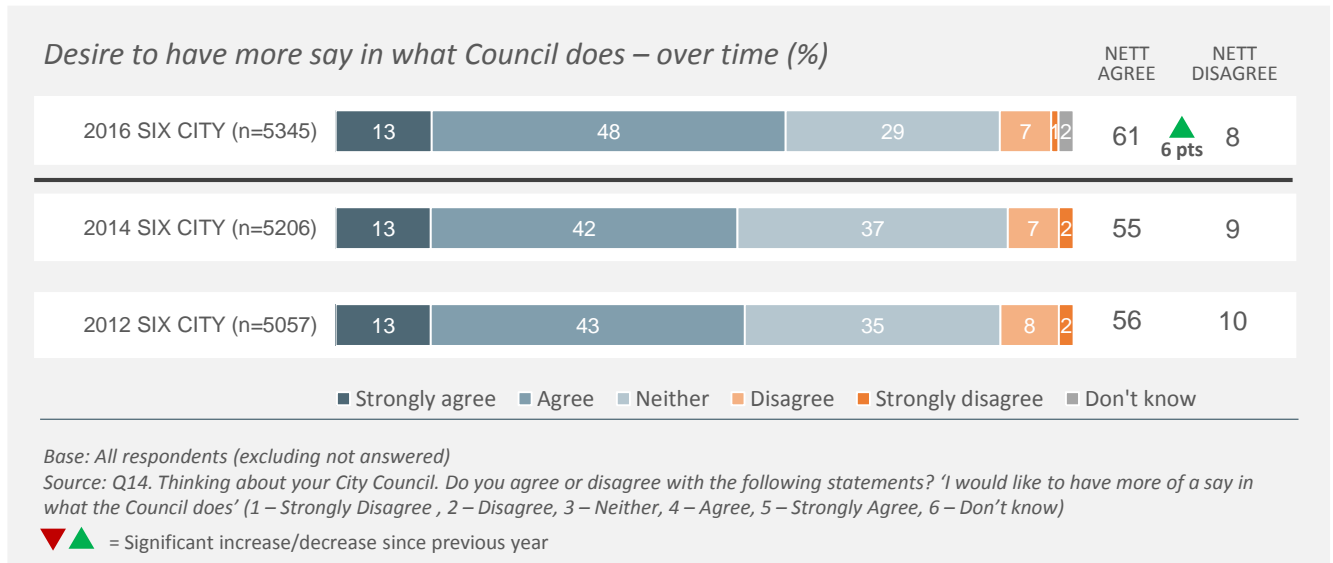


13.14 Understanding of Council decision-making processes

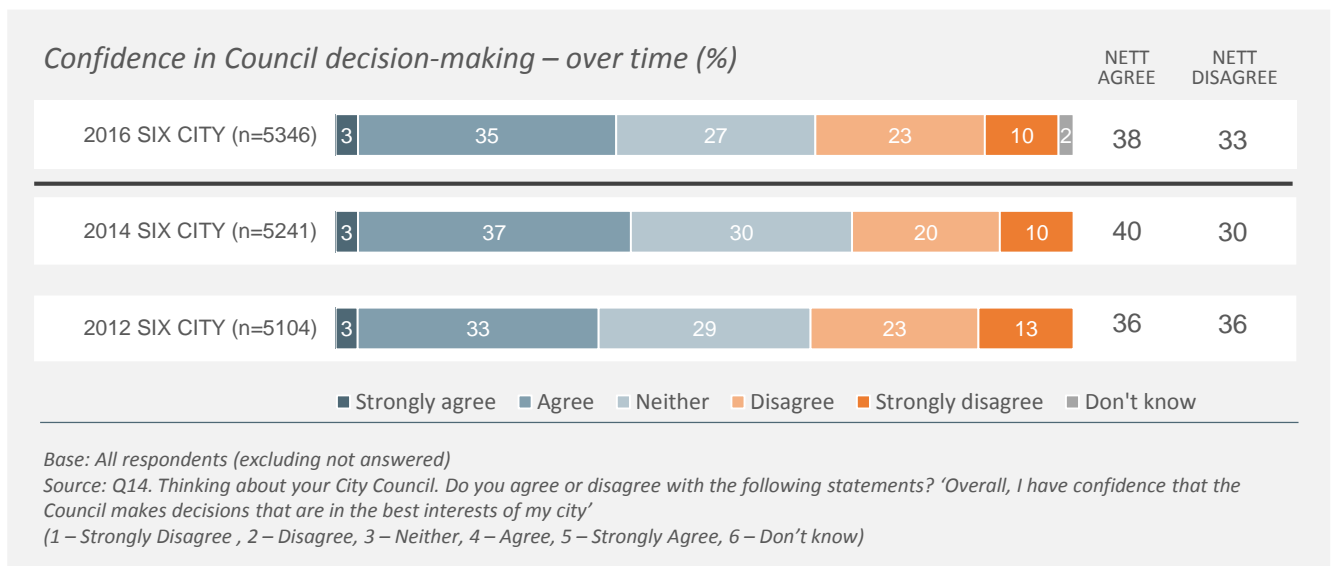


13.15 Desire to have more say in what Council does

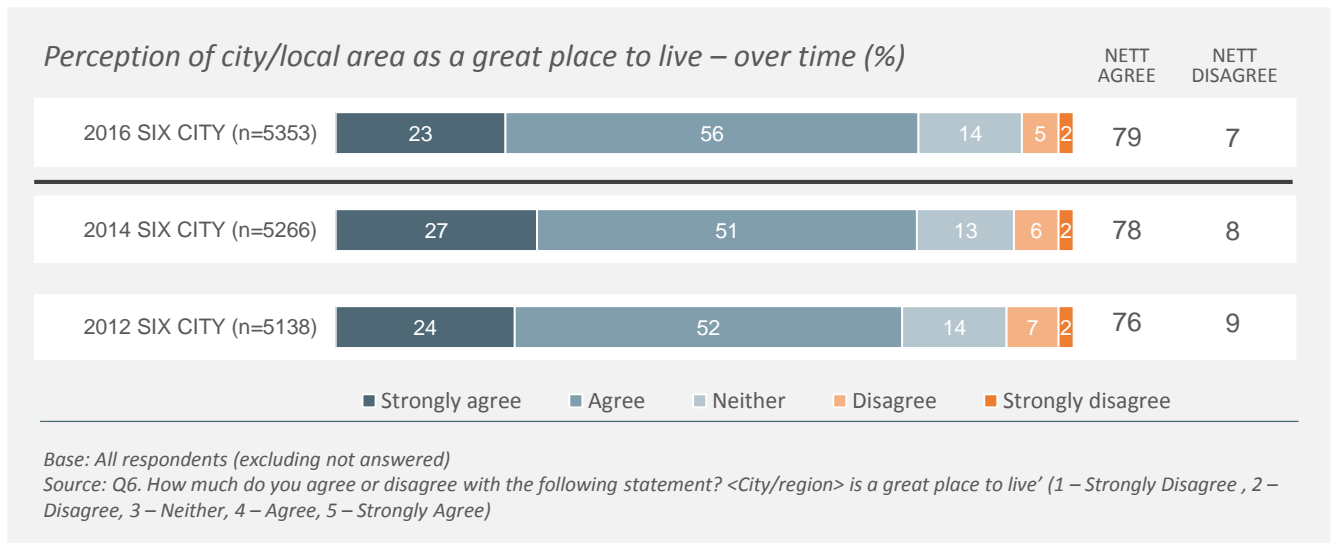
There has been a significant increase since 2014 in the percentage of respondents who would like to have more of a say in what their local Council does.



13.16 Confidence in Council decision-making

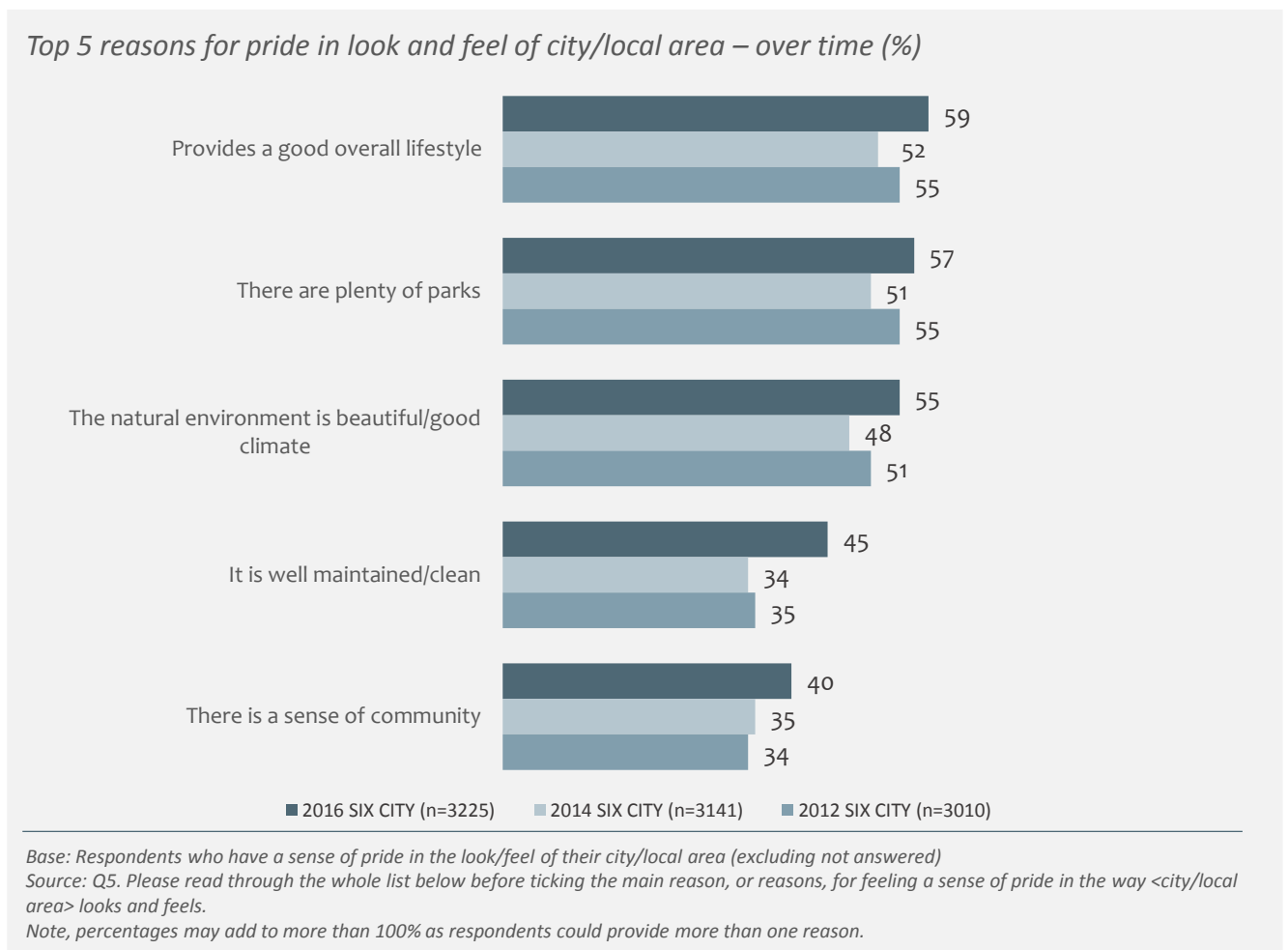


13.17 Perception of city/local area as a great place to live



13.18 Most common reasons for pride in look and feel of city/local area

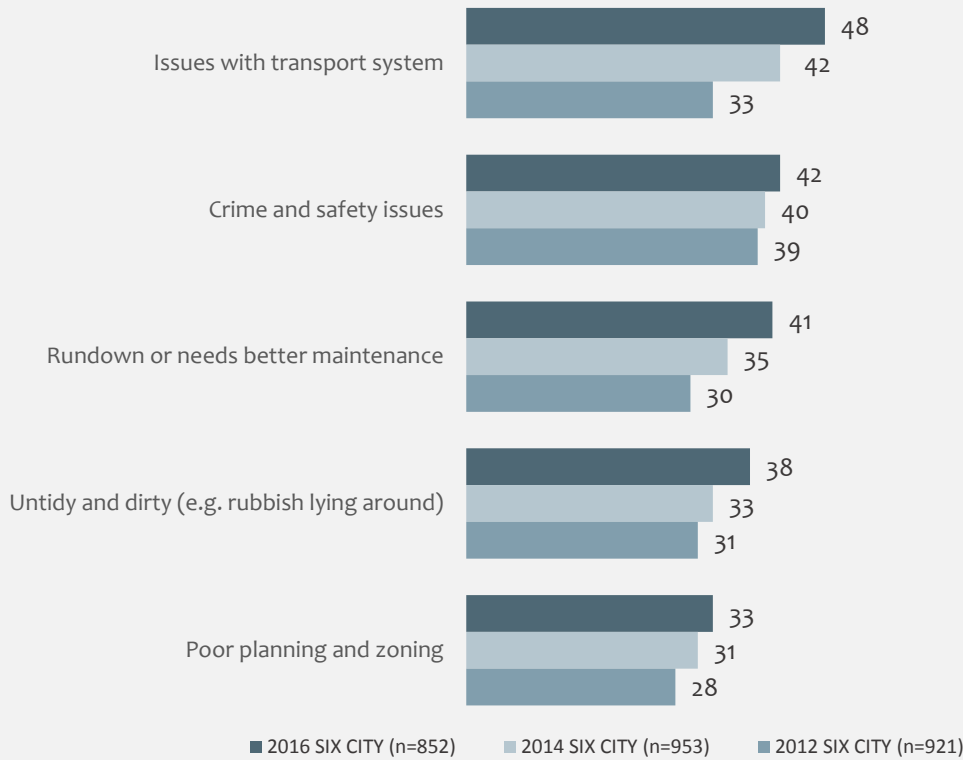
The have been significant increases since 2014 in the proportions of respondents mentioning each of the reasons listed below for feeling a sense of pride in the look and feel of their city or local area.



13.19 Most common reasons for lack of pride in look and feel of city/local area

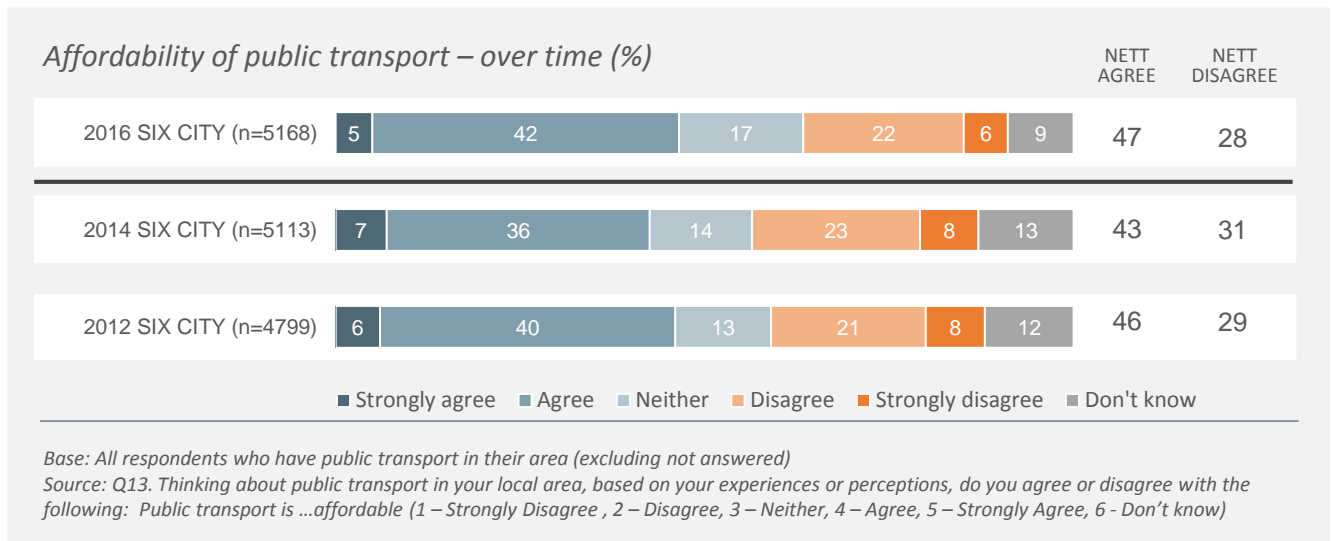
There have been significant *increases* since 2014 in the proportions of respondents mentioning the following reasons for not feeling a sense of pride in the look and feel of their city or local area: issues with the transport system, the area needing better maintenance, and the area being untidy or dirty.

Top 5 reasons for lack of pride in look and feel of city/local area – over time (%)

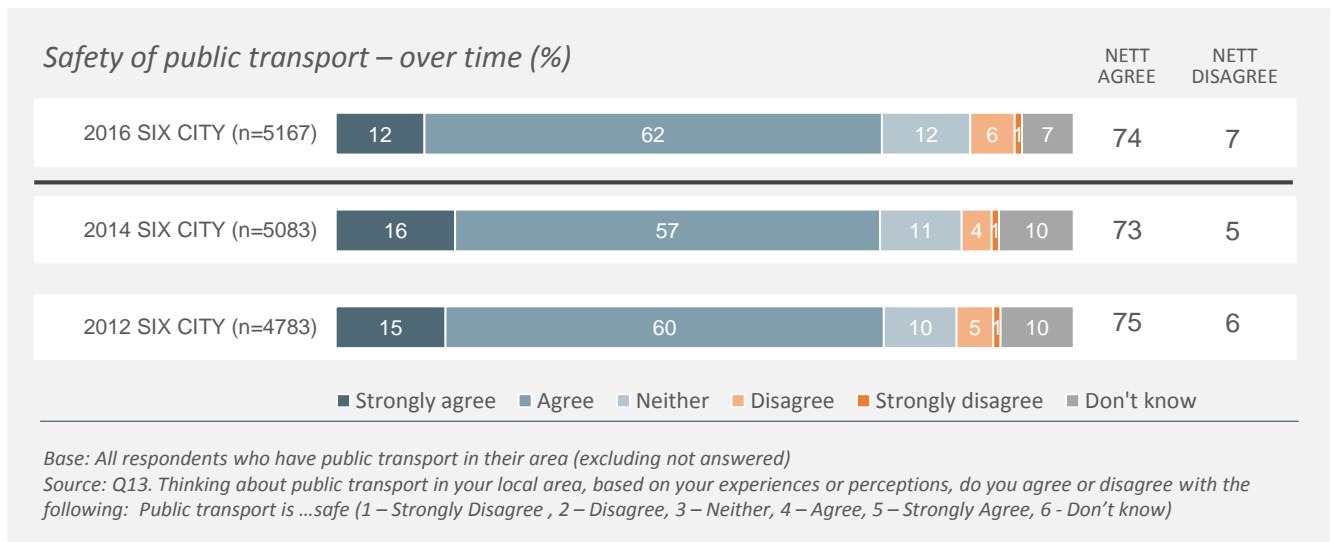


*Base: Respondents who do not have a sense of pride in the look/feel of their city/local area (excluding not answered)
 Source: Q4. Please read through the whole list below before ticking the main reason, or reasons, for not feeling a sense of pride in the way <city/local area> looks and feels.
 Note, percentages may add to more than 100% as respondents could provide more than one reason.*

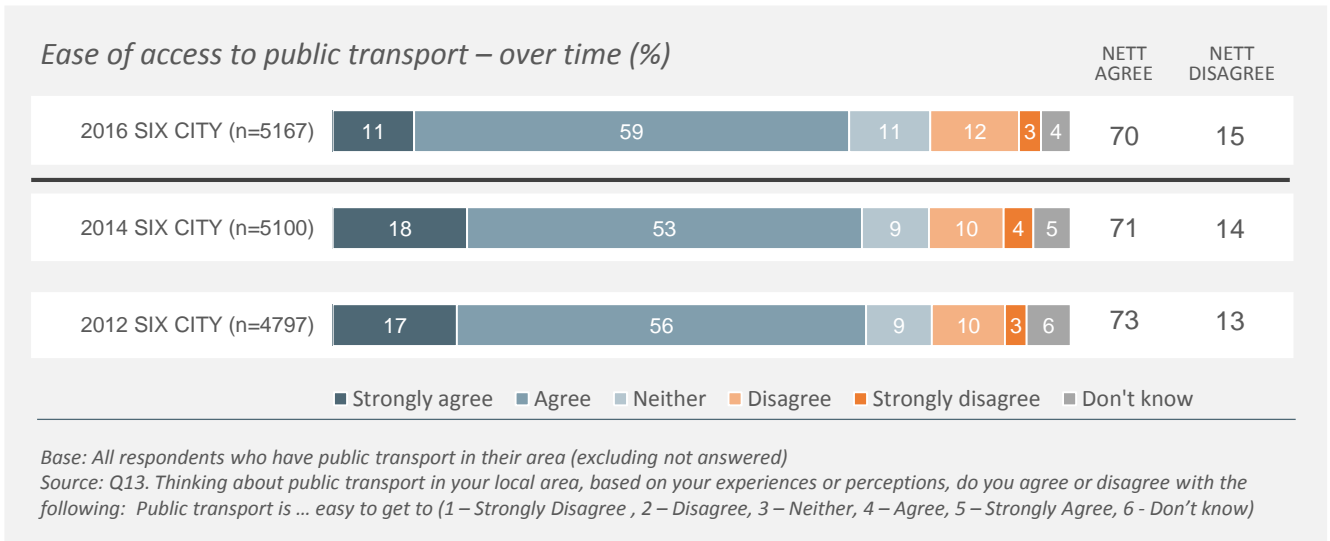
13.20 Affordability of public transport



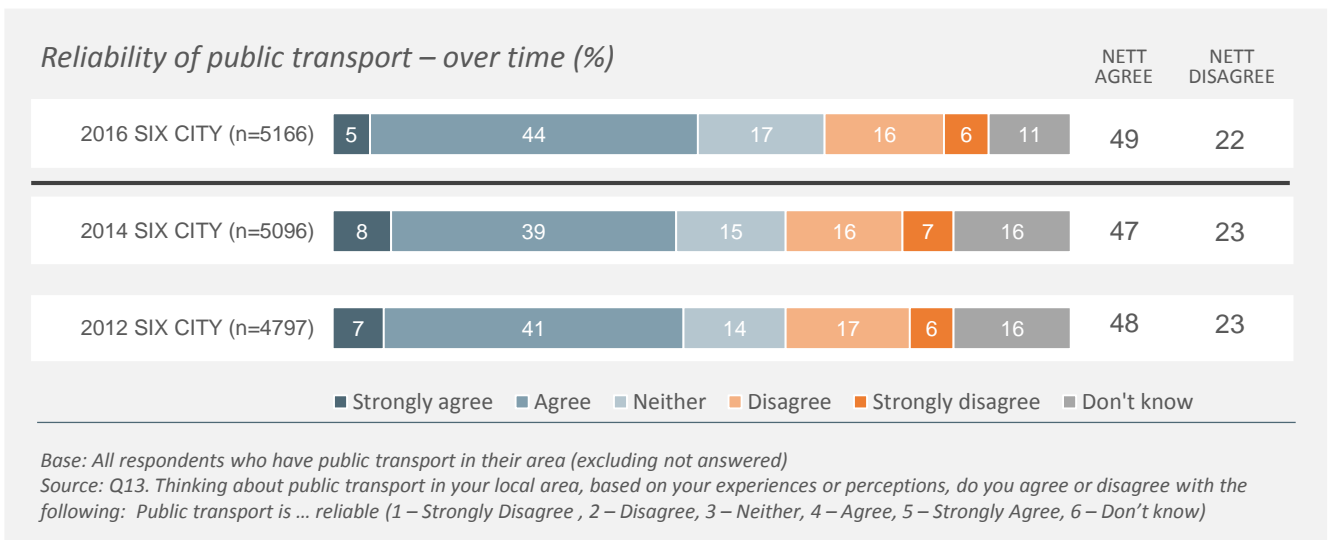
13.21 Safety of public transport



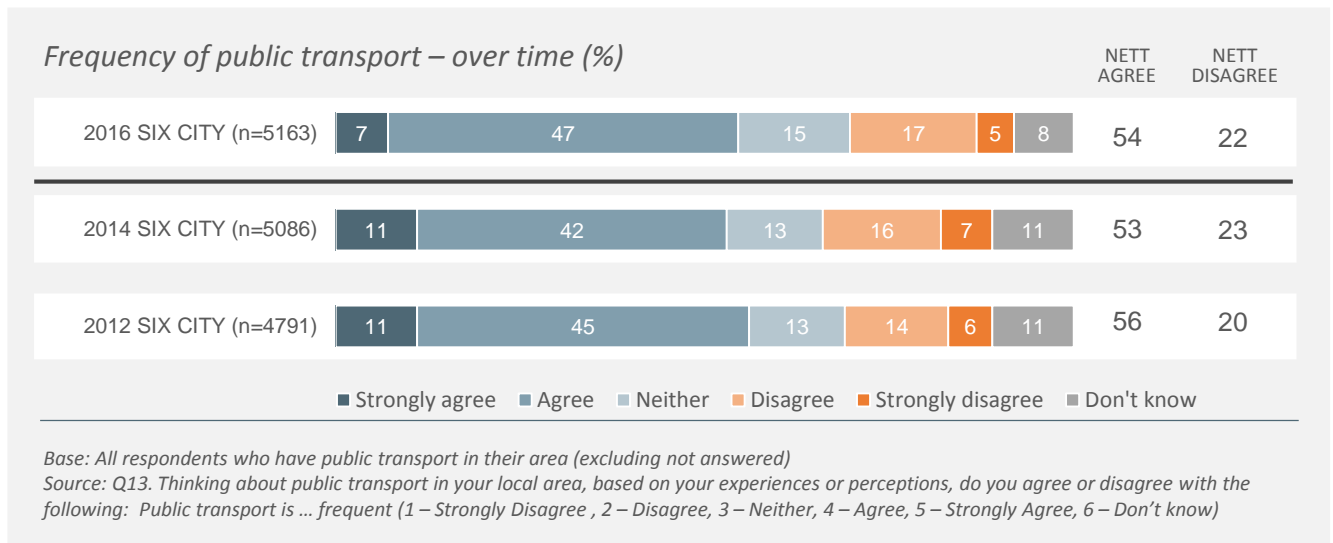
13.22 Ease of access to public transport



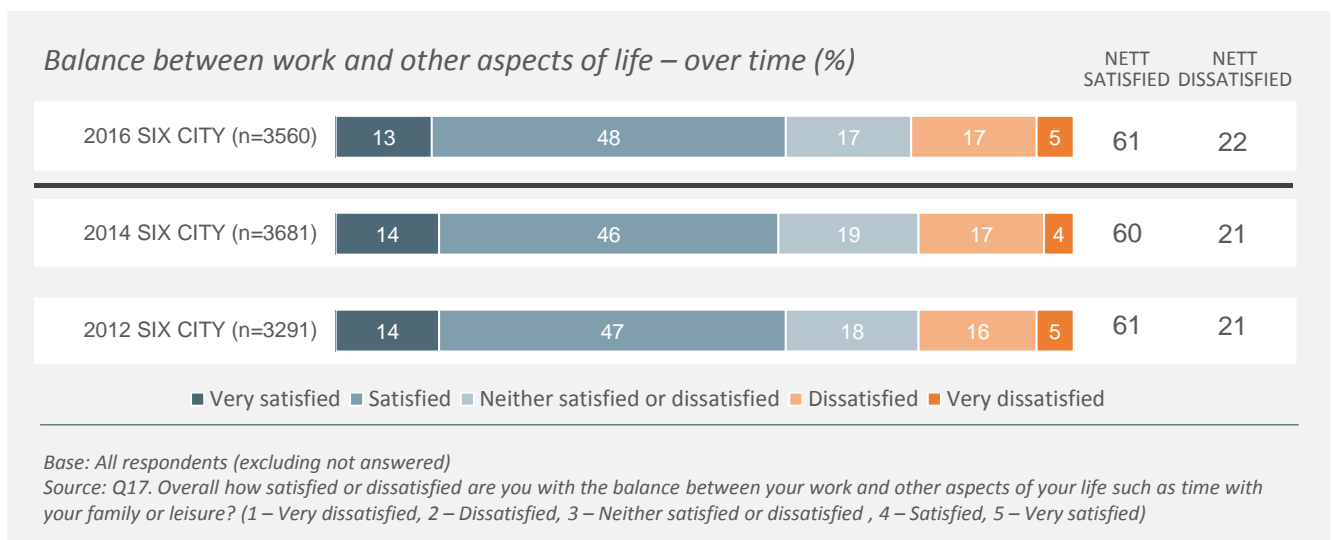
13.23 Reliability of public transport



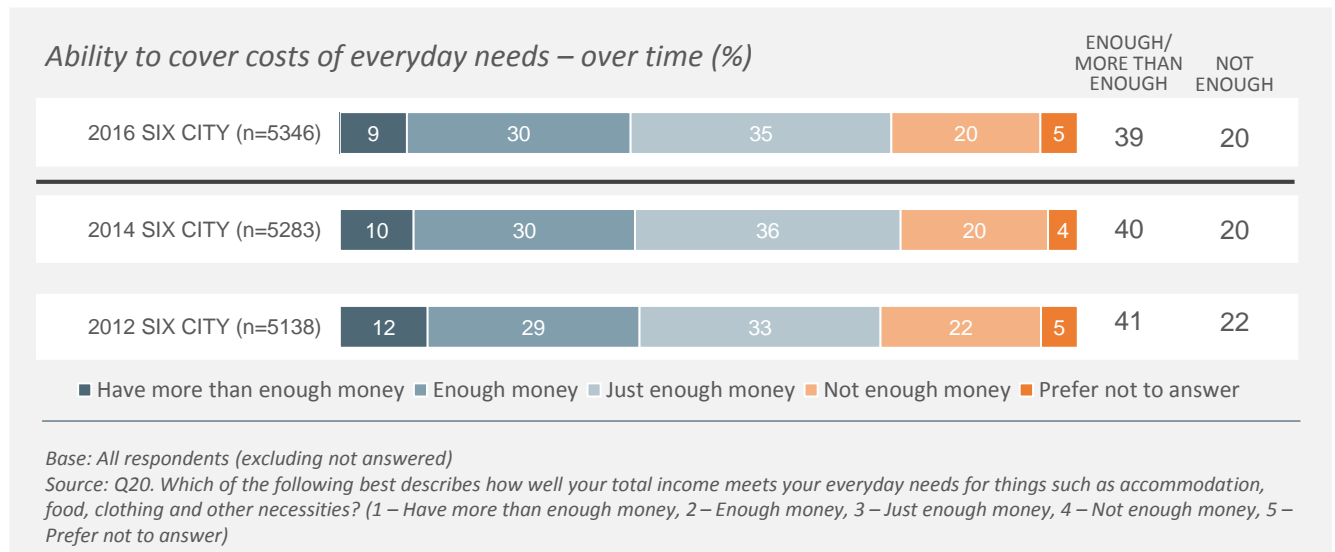
13.24 Frequency of public transport



13.25 Balance between work and other aspects of life



13.26 Ability to cover costs of everyday needs



APPENDIX I – DETAILED REASONS FOR QUALITY OF LIFE RATING

Reasons for positive quality of life response (by council area)

(1/4 pages)	7 CITY TOTAL (n=4919) %	AUCKLAND (n=2222) %	HAMILTON (n=436) %	HUTT (n=454) %	PORIRUA (n=464) %	WELLINGTON (n=483) %	CHRIST- CHURCH (n=412) %	DUNEDIN (n=448) %	WAIKATO (n=1070) %	GREATER WELLINGTON (n=1855) %
Health and wellbeing	37	37	36	35	35	37	37	37	39	38
I am happy/content/enjoy life/everything is good/fine	24	24	22	23	21	21	23	27	24	22
Healthy	14	13	14	15	16	16	14	14	16	17
Free medical care/good healthcare	1	2	3	1	1	1	1	*	2	1
Stress/pressure	1	1	1	2	1	2	3	1	1	2
Declining health/poor health	1	1	2	*	1	1	1	1	2	1
Relationships	32	32	35	35	35	31	34	33	35	34
Family/family support/children	25	25	25	27	25	21	25	22	25	24
Friends/social network	15	14	13	17	18	20	18	18	14	18
Happy marriage/supportive spouse/partner	4	3	6	4	3	5	4	6	6	5
Good neighbours	2	2	2	2	3	2	2	2	3	2
Have support (no further information provided)	2	2	3	2	2	2	2	1	2	2

Reasons for positive quality of life rating (by council) – continued (2/4)	7 CITY TOTAL (n=4919)	AUCKLAND (n=2222)	HAMILTON (n=436)	HUTT (n=454)	PORIRUA (n=464)	WELLINGTON (n=483)	CHRIST- CHURCH (n=412)	DUNEDIN (n=448)	WAIKATO (n=1070)	GREATER WELLINGTON (n=1855)
	%	%	%	%	%	%	%	%	%	%
Financial wellbeing (ability to provide/ownership of assets or material possessions)	31	31	33	35	26	30	31	29	30	31
No financial worries	13	13	13	15	10	16	14	13	12	16
Have enough food/enough to eat/clothes/enough for the basics	7	7	6	10	5	6	6	6	7	6
Have everything I need	6	6	7	7	7	10	6	6	6	7
Own my own home	3	3	5	3	3	3	3	3	3	3
Not earning enough/not enough money/low wages	3	3	3	3	2	1	4	4	3	2
Expensive cost of living e.g. food, bills	2	3	2	1	2	1	2	1	1	1
I have a car/transport/driver's license	1	1	2	2	*	1	1	1	1	1
Aspects of local area (city/community)	28	30	22	25	26	34	22	28	25	29
I like the area where I live/great location	13	13	14	10	15	16	10	14	13	14
Safe area/country e.g. no war/terrorism/police brutality	5	6	3	7	3	6	2	5	4	5
Great community/neighbourhood	5	5	2	5	5	7	3	5	4	6
Good facilities/amenities	4	4	3	5	4	6	4	3	2	5
Schools nearby/good schools/education	3	3	2	4	3	4	2	5	2	4
Friendly people	2	2	1	2	2	4	2	2	1	3
Enjoy the cultural diversity	1	2	*	-	1	1	1	*	*	2
Good public transport	1	1	1	2	1	2	*	1	*	2
Quiet/quiet neighbourhood/peaceful	1	1	1	1	1	3	1	1	1	2
Negative comments about Government/local government	1	1	-	1	*	*	1	1	*	*

Reasons for positive quality of life rating (by council) – continued (3/4)	7 CITY TOTAL (n=4919)	AUCKLAND (n=2222)	HAMILTON (n=436)	HUTT (n=454)	PORIRUA (n=464)	WELLINGTON (n=483)	CHRIST- CHURCH (n=412)	DUNEDIN (n=448)	WAIKATO (n=1070)	GREATER WELLINGTON (n=1855)
	%	%	%	%	%	%	%	%	%	%
Aspects of local area (city/community) - continued	(see above)									
Poor public transport/expensive public transport	1	2	*	-	*	1	*	-	*	*
Bad traffic/congestion/long commute to work	1	2	-	-	*	*	1	-	*	*
Crime/violence	1	1	1	1	1	1	1	*	*	1
Overcrowding/not enough infrastructure	1	1	1	*	*	-	-	-	*	*
Lifestyle (interests/activities)	24	22	25	26	22	30	24	26	26	27
Good balance/balanced life/work life balance	5	4	5	5	4	6	7	5	5	5
Good lifestyle	4	4	4	5	3	5	3	3	4	5
Hobbies/interests	4	4	3	5	3	3	5	5	3	4
Lots of things to do/many activities/events	4	3	3	1	4	9	4	6	3	5
Sport/regular exercise/fit/active	3	2	5	6	4	4	3	3	5	4
Freedom/independent	2	2	3	3	1	2	2	2	3	2
Able to take holidays/travel	2	2	2	3	1	1	2	2	2	1
Faith/belief in God/church	2	2	1	1	3	1	1	2	1	1
Garden/like gardening	1	1	1	1	1	*	1	1	1	1
Enjoying retirement/retired	1	1	*	1	*	*	*	1	1	1
Pet owner dog/cats etc.	1	1	*	*	1	-	1	1	*	1
No work life balance/not much time for family, leisure, social life	1	1	1	1	*	2	2	1	1	1
Have to work long hours/too much	1	1	*	-	1	1	*	*	1	1

Reasons for positive quality of life rating (by council) – continued (4/4)	7 CITY TOTAL	AUCKLAND	HAMILTON	HUTT	PORIRUA	WELLINGTON	CHRIST-CHURCH	DUNEDIN	WAIKATO	GREATER WELLINGTON
	(n=4919)	(n=2222)	(n=436)	(n=454)	(n=464)	(n=483)	(n=412)	(n=448)	(n=1070)	(n=1855)
	%	%	%	%	%	%	%	%	%	%
Work related (job/career/vocation/prospects)	16	15	17	20	19	19	16	22	18	18
Rewarding/good job/have work	14	13	16	17	17	16	13	19	16	15
Opportunities available	2	1	1	2	1	3	3	1	1	2
Future looks good/studying for the future	1	1	1	*	*	1	1	*	*	1
Housing (quantity/quality/cost)	14	15	12	15	13	14	13	17	13	13
Comfortable home/roof over my head	12	12	10	13	11	13	13	13	11	12
Housing expensive/not affordable (rents and house prices)	2	3	1	*	*	1	*	1	1	1
Affordable housing/cost of living	1	*	1	1	1	1	-	3	1	1
Appreciation of environment	8	9	4	5	8	8	6	7	6	7
Good environment (no mention of beauty or nature)	4	5	3	3	3	3	4	3	2	3
Beautiful natural environment	3	4	1	1	6	5	3	4	3	3
Good climate	1	1	*	*	*	*	*	1	*	1
Other (nett)	20	20	20	21	25	17	21	20	19	19
Other	7	6	5	6	7	7	7	7	5	6
That's what I think/believe/feel/ because it is	2	2	2	2	3	1	3	2	2	2
Just average/quality of life just average	2	2	1	1	2	1	1	1	1	2
Room for improvement	1	1	1	2	2	1	1	1	1	1
None/nothing/no comment	8	8	11	9	11	6	8	9	9	8

Base: All respondents who rated their quality of life as 'extremely good' or 'good' (excluding not answered).

Source: Q30. And why did you describe your overall quality of life in this way?

Note, percentages may add to more than 100% as respondents could provide more than one reason.

Reasons mentioned by less than 0.5% of respondents in the 7 city areas are not shown.

* indicates a percentage between 0.0% and 0.5%

Reasons for negative quality of life response (by council area)

Note that the following results for Hamilton, Hutt, Porirua, Wellington, Christchurch and Dunedin are based on small sample sizes (less than 30 respondents); the following results for these cities are indicative only and must be interpreted with caution.

(1/3 pages)	7 CITY TOTAL (n=177) %	AUCKLAND (n=96) %	HAMILTON (n=20*) %	HUTT (n=14*) %	PORIRUA (n=11*) %	WELLINGTON (n=11*) %	CHRIST- CHURCH (n=15*) %	DUNEDIN (n=10*) %	WAIKATO (n=49) %	GREATER WELLINGTON (n=45) %
Poor financial wellbeing	43	48	59	44	20	66	10	28	62	51
Not earning enough/not enough money	31	35	59	29	20	30	10	22	56	32
Expensive cost of living e.g. food, bills	18	20	10	21	-	48	-	18	11	30
No financial worries	2	2	-	-	-	-	-	-	-	-
Have enough food/clothes/enough for the basics	1	1	-	9	-	-	-	-	-	2
Poor health and wellbeing	24	18	37	13	12	26	39	63	33	28
Declining health/poor health	18	11	32	13	12	18	39	63	27	17
Stress/pressure	5	6	4	-	-	16	-	-	6	14
Healthy	1	2	-	-	-	-	-	-	3	-
Work related (job/career/vocation/prospects)	17	15	5	11	16	9	34	24	14	17
Unemployed/no jobs	15	13	5	11	16	9	34	-	9	17
Rewarding/good job/work	2	3	-	-	-	-	-	12	4	-
Unhappy in my job	*	-	-	-	-	-	-	13	-	-

Reasons for negative quality of life rating (by council) – continued (2/3)	7 CITY TOTAL (n=177) %	AUCKLAND (n=96) %	HAMILTON (n=20*) %	HUTT (n=14*) %	PORIRUA (n=11*) %	WELLINGTON (n=11*) %	CHRIST-CHURCH (n=15*) %	DUNEDIN (n=10*) %	WAIKATO (n=49) %	GREATER WELLINGTON (n=45) %
Housing (quantity/quality/cost)	17	22	4	7	-	26	-	6	1	13
Housing expensive/not affordable (rents and house prices)	15	20	4	-	-	26	-	-	1	11
Bad quality of housing	4	5	-	7	-	-	-	6	-	2
Aspects of local area (city/community)	15	14	16	15	11	39	11	12	9	25
Negative comments about Government/local government	6	4	16	-	-	34	-	12	5	15
Crime/violence	4	4	5	-	11	-	7	-	1	1
Poor public transport/expensive public transport	3	2	-	15	-	5	4	-	-	10
Bad traffic/congestion/long commute to work	2	3	-	-	-	5	-	-	-	2
Homelessness/vagrants/undesirables	2	2	-	-	11	-	4	-	-	1
No traffic issues/no traffic congestion	2	2	-	-	-	-	-	-	-	-
Overcrowding/not enough infrastructure	1	1	-	-	-	5	-	-	-	2
Safe/safe area/country e.g. no war/terrorism/police brutality	1	2	-	-	-	-	-	-	-	-
Good facilities/amenities	1	1	-	-	-	-	-	-	-	-
School/schools nearby/good schools/education	1	1	-	-	-	-	-	-	4	-
Poor lifestyle	7	9	6	-	8	5	-	4	17	7
Have to work long hours/too much	6	7	6	-	8	5	-	4	17	5
No work life balance/not much time for family, leisure, social life	3	5	-	-	8	-	-	-	10	1

Reasons for negative quality of life rating (by council) – continued (3/3)	7 CITY TOTAL (n=177)	AUCKLAND (n=96)	HAMILTON (n=20*)	HUTT (n=14*)	PORIRUA (n=11*)	WELLINGTON (n=11*)	CHRIST- CHURCH (n=15*)	DUNEDIN (n=10*)	WAIKATO (n=49)	GREATER WELLINGTON (n=45)
	%	%	%	%	%	%	%	%	%	%
Relationships	10	12	14	6	-	-	5	9	11	4
Isolation/no social life	5	6	10	6	-	-	5	9	3	4
Failing relationships	2	3	-	-	-	-	-	-	-	-
Friends/social network	2	3	-	-	-	-	-	-	-	-
Family/family support/children	1	1	4	-	-	-	-	-	6	-
Other (nett)	36	37	19	43	63	52	30	29	20	50
Other	19	20	19	16	25	32	16	4	12	30
Quality of life poor/not good (non-specific)	8	7	-	18	12	14	10	-	2	17
That's what I think/believe/feel/ because it is	2	2	-	-	7	-	-	19	-	1
None/nothing/no comment	7	9	-	4	19	-	4	7	6	3
Don't know	1	-	-	6	-	11	-	-	-	6

Base: All respondents who rated their quality of life as 'extremely poor' or 'poor' (excluding not answered)

Source: Q30. And why did you describe your overall quality of life in this way?

Note, percentages may add to more than 100% as respondents could provide more than one reason

* indicates a percentage between 0.0% and 0.5%

APPENDIX II –SAMPLE PROFILE

The demographic profile shown below relates to residents of the seven city areas only. Results for Greater Wellington and Waikato regional areas are not provided.

Gender

	7 CITY TOTAL (n=5904) Unweighted %	7 CITY TOTAL (Weighted n=5904) Weighted %
Female	57	52
Male	42	48
Gender diverse	--*	--*

Base: All respondents

*Note, the New Zealand Census does not collect data for those who identify as 'gender diverse' - these individuals were randomly assigned to another gender category for weighting purposes only. There were 12 respondents across the seven city areas who identified as gender diverse in the 2016 Quality of Life Survey (less than 0.5%).

Age

	7 CITY TOTAL (n=5904) Unweighted %	7 CITY TOTAL (Weighted n=5904) Weighted %
18 – 24 years	16	15
25 – 49 years	36	46
50 – 64 years	25	23
65+ years	22	16

Base: All respondents

Ethnicity

	7 CITY TOTAL (n=5904) Unweighted %	7 CITY TOTAL (Weighted n=5904) Weighted %
Māori	8	9
Pacific	7	9
Asian	8	19
NZ European/Other	83	70
Don't know/Refused	2	2

Base: All respondents. Respondents could select more than one ethnic identity so percentages will not add to 100.

Council area

	7 CITY TOTAL (n=5904) Unweighted %	7 CITY TOTAL (Weighted n=5904) Weighted %
Auckland	46	60
Hamilton	9	6
Hutt	9	4
Porirua	9	2
Wellington	9	8
Christchurch	9	15
Dunedin	9	5

Base: All respondents

Source: Electoral roll (sample) data.

Birthplace

	7 CITY TOTAL (n=5882) Unweighted %	7 CITY TOTAL (Weighted n=5885) Weighted %
Born in New Zealand	70	62
Born outside of New Zealand	30	38

Base: All respondents (excluding not answered)

Source: Q35

Length of time lived in NZ

	7 CITY TOTAL (n=1746) Unweighted %	7 CITY TOTAL (Weighted n=2213) Weighted %
10 years or more	78	76
5 years to just under 10 years	15	16
2 years to just under 5 years	6	7
1 year to just under 2 years	1	1
Less than 1 year	*	*

Base: All respondents who indicated they were born outside of NZ (excluding not answered)

Source: Q36

* denotes a percentage between 0.0% and 0.5%

Number of people in household

	7 CITY TOTAL (n=5874) Unweighted %	7 CITY TOTAL (Weighted n=5876) Weighted %
1	10	8
2	33	29
3	20	21
4	19	22
5+	17	20

Base: All respondents (excluding not answered)

Source: Q37

Home ownership

	7 CITY TOTAL (n=5881) Unweighted %	7 CITY TOTAL (Weighted n=5882) Weighted %
You own it with a mortgage	19	21
A private landlord who is NOT related to you owns it	17	19
Parents/other family members or partner own it	15	16
You own it without a mortgage	16	13
You jointly own it with other people with a mortgage	10	10
A family trust owns it	9	8
You jointly own it with other people without a mortgage	8	6
Housing New Zealand owns it	4	4
A local authority or city council owns it	*	*
Other State landlord (such as Department of Conservation, Ministry of Education)	*	*
A social service agency (e.g. the Salvation Army) owns it	*	*
Don't know	1	1

Base: All respondents (excluding not answered)

Source: Q38

* denotes a percentage between 0.0% and 0.5%

Type of dwelling

	7 CITY TOTAL (n=5874) Unweighted %	7 CITY TOTAL (Weighted n=5882) Weighted %
Standalone house on a section	76	74
Town house or unit	12	13
Lifestyle block or farm homestead	4	4
Terraced house (houses side by side)	3	4
Low rise apartment block (2-7 storeys)	3	3
High rise apartment block (over 7 storeys)	1	1
Other	2	2

Base: All respondents (excluding not answered)

Source: Q39

Time spent in local area

	7 CITY TOTAL (n=5901) Unweighted %	7 CITY TOTAL (Weighted n=5900) Weighted %
Less than 1 year	1	1
1 year to just under 2 years	2	1
2 years to just under 5 years	7	7
5 years to just under 10 years	10	11
10 years or more	80	79

Base: All respondents (excluding not answered)

Source: Q2

Highest education qualification

	7 CITY TOTAL (n=5808) Unweighted %	7 CITY TOTAL (Weighted n=5821) Weighted %
Bachelors degree	21	23
Postgraduate degree (Honours, Masters, PhD)	11	11
Less than school certificate or less than 80 credits for NCEA Level 1 (no formal qualifications)	9	8
National diploma	7	8
Trade certificate	7	7
NZ A or B Bursary or NCEA Level 3	6	5
Postgraduate diploma	5	5
Sixth form certificate or NCEA Level 2	5	5
School certificate or NCEA Level 1	5	5
National certificate/NZQA	4	5
Overseas School Qualifications	4	5
Teaching or nursing certificate/diploma	4	3
Higher School certificate/higher leaving certificate	3	3
University entrance from bursary exam	3	3
University Scholarship or NCEA Level 4	1	1
Other	4	4

Base: All respondents (excluding not answered)

Source: Q40

Personal annual income distribution

	7 CITY TOTAL (n=5848) Unweighted %	7 CITY TOTAL (Weighted n=5860) Weighted %
No income	5	6
Less than \$20,000	15	14
\$20,001 - \$30,000	9	8
\$30,001 - \$40,000	8	8
\$40,001 - \$50,000	9	9
\$50,001 - \$60,000	7	7
\$60,001 - \$70,000	6	6
\$70,001 - \$100,000	12	12
More than \$100,000	10	10
Prefer not to say	14	13
Don't know	5	5

Base: All respondents (excluding not answered). Source: Q41

* Note, less than 0.5% of respondents said their annual personal income before tax was a 'loss'.

Household annual income distribution

	7 CITY TOTAL (n=5559) Unweighted %	7 CITY TOTAL (Weighted n=594) Weighted %
Less than \$30,000	8	7
\$30,001 - \$40,000	5	4
\$40,001 - \$50,000	4	4
\$50,001 - \$60,000	4	4
\$60,001 - \$70,000	4	4
\$70,001 - \$80,000	5	5
\$80,001 - \$90,000	5	5
\$90,001 - \$100,000	5	6
\$100,001 - \$150,000	16	15
\$150,001 - \$200,000	8	8
More than \$200,000	7	7
Prefer not to say	15	15
Don't know	14	15

Base: All respondents (excluding not answered). Source: Q42. * Note, 1% of respondents said they had 'no income' (both weighted and unweighted), and less than 0.5% of respondents said their annual household income before tax was a 'loss'.

APPENDIX III – QUESTIONNAIRE

This appendix contains a copy of the paper questionnaire that was mailed out to residents of Wellington city. Survey questions were largely the same regardless of Council area. For further details on the slight wording differences between questionnaires, and all changes made to the questionnaire from the 2014 version, please refer to the Quality of Life Survey 2016 Technical Report.



Thank you for agreeing to take part in this important survey. This survey measures what life is like for you, your family and your community. It is a confidential survey and will take approximately 15-20 minutes to complete. It is important to us that you complete the survey to ensure it accurately reflects the views of people in your area.

Thank you very much for your help.

SURVEY CODE:

CITY COUNCIL:

**Absolutely Positively
Wellington City Council**
Me Heke Ki Pōneke

EXAMPLE

Please select your answer by placing a tick (or ticks) in the appropriate circles

Please tick one answer.

- 1 Yes
- 2 No

Once you have completed the survey please return it to Colmar Brunton in the freepost envelope provided. **NO POSTAGE IS REQUIRED.**

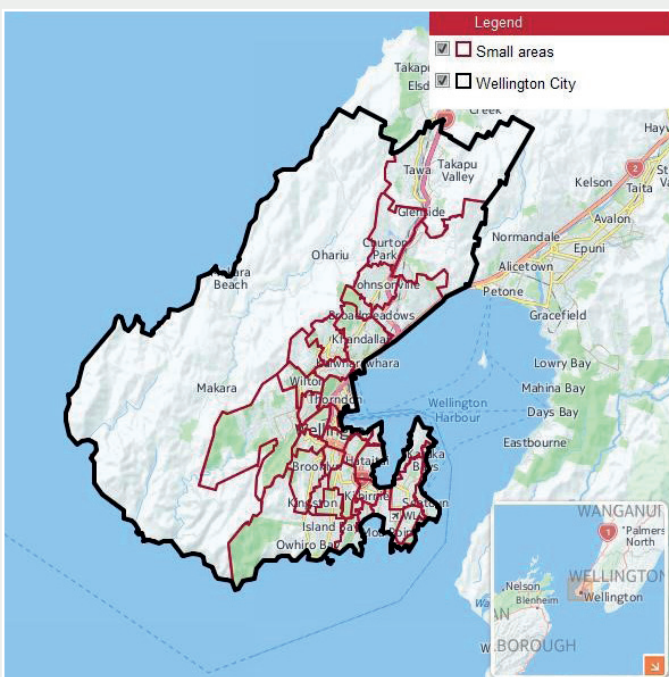
START HERE

THE CITY / AREA YOU LIVE IN

Q1 Do you currently live in Wellington?
That is anywhere inside the boundary shown on the map below. This includes the whole city as far north as Tawa, but not including Porirua, Petone or the Hutt Valley.

Please tick one answer.

- 1 Yes → Go to Q2
- 2 No → This particular survey is for Wellington residents. You can still enter the prize draw by filling in your details at Q43 and returning your survey in the freepost envelope.



Q2 And how many years have you lived in Wellington?
Please tick one answer.

- 1 Less than 1 year
- 2 1 year to just under 2 years
- 3 2 years to just under 5 years
- 4 5 years to just under 10 years
- 5 10 years or more

Q3 How much do you agree or disagree with the following statement?

'I feel a sense of pride in the way Wellington looks and feels'

Please tick one answer.

- 1 Strongly disagree → Go to Q4
- 2 Disagree → Go to Q4
- 3 Neither agree nor disagree → Go to Q6
- 4 Agree → Go to Q5
- 5 Strongly agree → Go to Q5



If you **DISAGREE** that you feel a sense of pride in the way Wellington looks and feels please answer Q4

Q4

Please read through the whole list below before ticking the main reason, or reasons, for **not** feeling a sense of pride in the way Wellington looks and feels.

Please tick your main reason(s)

- 1 Loss of heritage or other important buildings
- 2 Poor urban design (e.g. unattractive buildings and spaces)
- 3 Poor planning and zoning (e.g. issues of urban sprawl, or activities occurring in areas that are not best suited to them e.g. retail (or 'big box' retail), infill housing, new residential subdivisions, or industrial activities)
- 4 Issues with transport system (e.g. too many cars or congested road networks, inefficient public transport)
- 5 Untidy and dirty (e.g. rubbish lying about)
- 6 Rundown or needs better maintenance
- 7 Presence of graffiti or vandalism
- 8 The natural environment is too polluted
- 9 Lack of parks, green or open space or gardens
- 10 Crime and safety issues (e.g. anti-social people, alcohol and drug related problems)
- 11 Lack of sense of community in the city (e.g. people who are unfriendly and unhelpful)
- 12 Too many people living in it
- 13 Too few people living in it
- 14 Lack of facilities, services and things to do
- 15 Does not provide a good overall lifestyle
- 16 Other (**please write your reason below**)

Now please go to Q6

If you **AGREE** that you feel a sense of pride in the way Wellington looks and feels please answer Q5

Q5

Please read through the whole list below before ticking the main reason, or reasons, for feeling a sense of pride in the way Wellington looks and feels.

Please tick your main reason(s)

- 1 Presence of heritage and other important buildings
- 2 Presence of good urban design, including attractive buildings and spaces
- 3 Good planning and zoning (e.g. activities are located in the areas that are best suited to them e.g. malls, infill housing, new subdivisions, industrial areas; the city is well contained (it doesn't sprawl))
- 4 Presence of a transport system that works well (e.g. good road network, efficient public transport)
- 5 It is clean (e.g. no rubbish lying about)
- 6 It is well maintained
- 7 Lack of graffiti and vandalism
- 8 The natural environment is beautiful
- 9 There are plenty of parks, green or open spaces or gardens
- 10 Lack of crime and safety issues
- 11 There is a sense of community (e.g. people work together and support each other; people are friendly and helpful)
- 12 Good population size
- 13 Plenty of facilities, services and things to do
- 14 Provides a good overall lifestyle
- 15 Other (**please write your reason below**)



Everyone to answer

Q6 How much do you agree or disagree with the following statement?

'Wellington is a great place to live'

Please tick **one** answer.

1 Strongly disagree

2 Disagree

3 Neither agree nor disagree

4 Agree

5 Strongly agree

YOUR HOME

Q7 This question is about the home that you currently live in. How much do you agree or disagree that:

Please tick **one** answer for **each** statement.

1) Your housing costs are affordable (by housing costs we mean things like rent or mortgage, rates, house insurance and house maintenance)

Strongly disagree Disagree Neither Agree Strongly agree Don't know
1 2 3 4 5 6

2) The type of home that you live in suits your needs and the needs of others in your household

Strongly disagree Disagree Neither Agree Strongly agree Don't know
1 2 3 4 5 6

3) The general area or neighbourhood your home is in suits your needs and the needs of others in your household

Strongly disagree Disagree Neither Agree Strongly agree Don't know
1 2 3 4 5 6

Q8 The following question asks about heating your home during the **winter months**. How much do you agree or disagree that:

Please tick **one** answer for **each** statement.

1) My home has a problem with damp or mould

Strongly disagree Disagree Neither Agree Strongly agree Don't know
1 2 3 4 5 6

2) The heating system keeps my home warm when it is in use

Strongly disagree Disagree Neither Agree Strongly agree Don't know
1 2 3 4 5 6

3) I can afford to heat my home properly

Strongly disagree Disagree Neither Agree Strongly agree Don't know
1 2 3 4 5 6

CRIME AND SAFETY

Q9 In general how safe or unsafe do you feel in the following situations:

Please tick **one** answer for **each** situation.

1) In your home after dark

Very Unsafe A bit unsafe Fairly safe Very safe Don't know/not applicable
1 2 3 4 5

2) Walking alone in your neighbourhood after dark

Very Unsafe A bit unsafe Fairly safe Very safe Don't know/not applicable
1 2 3 4 5

3) In your city centre during the day

Very Unsafe A bit unsafe Fairly safe Very safe Don't know/not applicable
1 2 3 4 5

4) In your city centre after dark

Very Unsafe A bit unsafe Fairly safe Very safe Don't know/not applicable
1 2 3 4 5



Q10 Which area do you regard as your city centre'?

Please write in below.

Q11 To what extent has each of the following been a problem in Wellington over the past 12 months?

Please tick one answer for each problem.

1) Graffiti or tagging

A big problem	A bit of a problem	Not a problem	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4

2) Vandalism, other than graffiti or tagging, including broken windows in shops and public buildings

A big problem	A bit of a problem	Not a problem	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4

3) Car theft, damage to cars or theft from cars

A big problem	A bit of a problem	Not a problem	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4

4) Dangerous driving including drink driving and speeding

A big problem	A bit of a problem	Not a problem	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4

5) People you feel unsafe around because of their behaviour, attitude or appearance

A big problem	A bit of a problem	Not a problem	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4

6) Air pollution

A big problem	A bit of a problem	Not a problem	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4

7) Water pollution including pollution in streams, rivers, lakes and in the sea

A big problem	A bit of a problem	Not a problem	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4

Continued in the next column

8) Noise pollution

A big problem	A bit of a problem	Not a problem	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4

9) Alcohol or drug problems or anti-social behaviour associated with the consumption of alcohol

A big problem	A bit of a problem	Not a problem	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4

10) People begging on the street

A big problem	A bit of a problem	Not a problem	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4

TRANSPORT

Q12 Over the past 12 months, how often did you use public transport?

For public transport, please include cable cars, ferries, trains and buses including school buses. Taxis are not included as public transport.

If your usage changes on a weekly basis, please provide an average.

Please tick one answer.

- 1 5 or more times a week → Go to Q13
- 2 2-4 times a week → Go to Q13
- 3 Once a week → Go to Q13
- 4 2-3 times a month → Go to Q13
- 5 At least once a month → Go to Q13
- 6 Less than once a month → Go to Q13
- 7 Did not use public transport over the past 12 months → Go to Q13
- 8 Not applicable, no public transport available in area → Go to Q14



Q13 Thinking about public transport in your local area, based on your experiences or perceptions, do you agree or disagree with the following:

Public transport is ...

Please tick **one** answer for **each** aspect.

1) Affordable

Strongly disagree	Disagree	Neither	Agree	Strongly agree	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

2) Safe

Strongly disagree	Disagree	Neither	Agree	Strongly agree	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

3) Easy to get to

Strongly disagree	Disagree	Neither	Agree	Strongly agree	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

4) Frequent (comes often)

Strongly disagree	Disagree	Neither	Agree	Strongly agree	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

5) Reliable (comes when it says it will)

Strongly disagree	Disagree	Neither	Agree	Strongly agree	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

COUNCIL DECISION MAKING

Everyone to answer

Q14 Thinking about your City Council. Do you agree or disagree with the following statements?

Please tick **one** answer for **each** aspect.

1) Overall, I understand how my Council makes decisions

Strongly disagree	Disagree	Neither	Agree	Strongly agree
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

Continued in the next column

2) I would like to have more of a say in what the Council does

Strongly disagree	Disagree	Neither	Agree	Strongly agree
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

3) Overall, I have confidence that the Council makes decisions that are in the best interests of my city

Strongly disagree	Disagree	Neither	Agree	Strongly agree
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

Q15 Overall, how much influence do you feel the public has on the decisions the Council makes? Would you say the public has...

Please tick **one** answer.

- 1 No influence
- 2 Small influence
- 3 Some influence
- 4 Large influence
- 5 Don't know

ASPECTS OF YOUR LIFE AND YOUR LIFESTYLE

Q16 Which of the following best describes your current employment status?

Employed means you undertake work for pay, profit or other income, or do any work in a family business without pay.

Please tick **one** answer.

- 1 Employed full time (for 30 or more hours per week) → Go to Q17
- 2 Employed part time (for less than 30 hours per week) → Go to Q17
- 3 Not in paid employment and looking for work → Go to Q18
- 4 Not in paid employment and not looking for work (e.g. full-time parent, retired person) → Go to Q18
- 5 Prefer not to say → Go to Q18



Please answer Q17 if you are in full time or part time work

Q17 Overall how satisfied or dissatisfied are you with the balance between your work and other aspects of your life such as time with your family or leisure?

Please tick one answer.

- 1 Very dissatisfied
- 2 Dissatisfied
- 3 Neither satisfied or dissatisfied
- 4 Satisfied
- 5 Very satisfied

Everyone to answer

Q18 In general how would you rate your health?

Please tick one answer.

- 1 Poor
- 2 Fair
- 3 Good
- 4 Very good
- 5 Excellent

Q19 Thinking about ALL your physical activities (including any physical tasks you might do at work, doing housework or gardening, travelling from place to place or playing sports), on how many of the last 7 days were you active?

By “active” we mean doing 15 minutes or more of vigorous activity, which makes you breathe a lot harder than normal, “huff and puff” like running, OR 30 minutes or more of moderate physical activity which makes you breathe harder than normal, but only a little, like brisk walking.

Other examples of moderate physical activity include carrying light loads, cycling at a regular pace, recreational swimming and gardening.

Please tick one answer.

- 1 None
- 2 One day
- 3 Two days
- 4 Three days
- 5 Four days
- 6 Five days
- 7 Six days
- 8 Seven days

Q20 Which of the following best describes how well your total income meets your everyday needs for things such as accommodation, food, clothing and other necessities?

Please tick one answer.

- 1 Have more than enough money
- 2 Enough money
- 3 Just enough money
- 4 Not enough money
- 5 Prefer not to answer

Q21 How much do you agree or disagree with the following statements?

Please tick one answer for each statement.

1) It’s important to me to feel a sense of community with people in my neighborhood

- | | | | | |
|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Strongly disagree | Disagree | Neither | Agree | Strongly agree |
| 1 <input type="radio"/> | 2 <input type="radio"/> | 3 <input type="radio"/> | 4 <input type="radio"/> | 5 <input type="radio"/> |

2) I feel a sense of community with others in my neighborhood

- | | | | | |
|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Strongly disagree | Disagree | Neither | Agree | Strongly agree |
| 1 <input type="radio"/> | 2 <input type="radio"/> | 3 <input type="radio"/> | 4 <input type="radio"/> | 5 <input type="radio"/> |

Q22 In the last 12 months, which, if any, of the following types of contact have you had with people in your neighbourhood?

Please tick all that apply.

- 1 Negative contact where there’s outright tension or disagreement
- 2 Some negative contact such as not getting on with them
- 3 Some positive contact such as a nod or saying hello
- 4 Positive contact such as a visit, or asking each other for small favours
- 5 Strong positive contact such as support/close friendship (e.g. having BBQs or drinks together)



Q23 Thinking now about the social networks and groups you may be part of. Do you belong to any of the following?

Please tick **all** that apply.

- 1 A sports club
- 2 A church or spiritual group
- 3 A hobby or interest group
- 4 A community or voluntary group such as Rotary, the RSA or Lions
- 5 An online network through websites such as Facebook / Twitter, online gaming communities and forums
- 6 A network of people from work or school
- 7 Other social network or group.
(please write your answer in the space below)
- 8 None of the above

Q24 Over the past 12 months how often, if ever have you felt lonely or isolated?

Please tick **one** answer.

- 1 Always
- 2 Most of the time
- 3 Sometimes
- 4 Rarely
- 5 Never

Q25 If you were faced with a serious illness or injury, or needed emotional support during a difficult time, is there anyone you could turn to for help?

Please tick **one** answer.

- 1 Yes
- 2 No
- 3 Don't know

Q26 At some time in their lives, most people experience stress.

Which statement below best applies to how often, if ever, over the past 12 months you have experienced stress that has had a negative effect on you?

Stress refers to things that negatively affect different aspects of people's lives, including work and home life, making important life decisions, their routines for taking care of household chores, leisure time and other activities.

Please tick **one** answer.

- 1 Always
- 2 Most of the time
- 3 Sometimes
- 4 Rarely
- 5 Never

CULTURE AND IDENTITY

Q27 How much do you agree or disagree with the following statement?

'Wellington has a culturally rich and diverse arts scene.'

Please tick **one** answer.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither
- 4 Agree
- 5 Strongly agree
- 6 Not applicable – no arts scene
- 7 Don't know



Q28 New Zealand is becoming home for an increasing number of people with different lifestyles and cultures from different countries.

Overall, do you think this makes Wellington...

Please tick one answer.

- 1 A much worse place to live
- 2 A worse place to live
- 3 Makes no difference
- 4 A better place to live
- 5 A much better place to live
- 6 Not applicable, there are no different lifestyles or cultures here
- 7 Don't know

OVERALL QUALITY OF LIFE

Q29 Would you say that your overall quality of life is...
Please tick one answer.

- 1 Extremely poor
- 2 Poor
- 3 Neither good nor poor
- 4 Good
- 5 Extremely good

Q30 And why did you describe your overall quality of life in this way?

Please write in answer below.

Q31 And compared to 12 months ago, would you say your quality of life has...

Please tick one answer.

- 1 Decreased significantly
- 2 Decreased to some extent
- 3 Stayed about the same
- 4 Increased to some extent
- 5 Increased significantly

DEMOGRAPHICS

Q32 Which ethnic group, or groups, do you belong to?
Please tick all that apply.

- 1 New Zealand European
- 2 Māori
- 3 Samoan
- 4 Cook Island Māori
- 5 Tongan
- 6 Niuean
- 7 Chinese
- 8 Indian
- 9 Prefer not to say
- 10 Other (Please write in:)
- 11 Don't know



Q33 In which of the following age groups do you belong?
Please tick one answer.

- 1 Less than 18 years
- 2 18-19 years
- 3 20-24
- 4 25-29
- 5 30-34
- 6 35-39
- 7 40-44
- 8 45-49
- 9 50-54
- 10 55-59
- 11 60-64
- 12 65-69
- 13 70-74
- 14 75+ years

Q34 Are you
Please tick one answer.

- 1 Male
- 2 Female
- 3 Gender diverse

Q35 Were you born in New Zealand?
Please tick one answer.

- 1 Yes → Go to Q37
- 2 No → Go to Q36

Please answer Q36 if you were born outside of New Zealand.

Q36 How many years have you lived in New Zealand?
Please tick one answer.

- 1 Less than 1 year
- 2 1 year to just under 2 years
- 3 2 years to just under 5 years
- 4 5 years to just under 10 years
- 5 10 years or more

Everyone to answer.

Q37 Currently, how many people live in your household, including yourself?

By household we mean anyone who lives in your house, or in sleep-outs, Granny flats etc. on the same property. If you live in a retirement village, apartment building or hostel, please answer for how many people live in your unit.

Please write the number in the box:

Q38 Who owns the home you live in?
Please tick one answer.

- 1 You own it with a mortgage
- 2 You own it without a mortgage
- 3 You jointly own it with other people with a mortgage
- 4 You jointly own it with other people without a mortgage
- 5 A family trust owns it
- 6 Parents/other family members or partner own it
- 7 A private landlord who is NOT related to you owns it
- 8 A local authority or city council owns it
- 9 Housing New Zealand owns it
- 10 Other State landlord (such as Department of Conservation, Ministry of Education)
- 11 Don't know



Q39 What type of dwelling do you currently live in?
Please tick one answer.

- 1 Stand alone house on a section
- 2 Town house or unit
- 3 Terraced house (houses side by side)
- 4 Low rise apartment block (2-7 storeys)
- 5 High rise apartment block (over 7 storeys)
- 6 Lifestyle block or farm homestead
- 7 Other (**please write your answer in the box below**)

Q40 What is the highest qualification that you have completed that took longer than three months to finish?

Please tick one answer.

- 1 Less than school certificate or less than 80 credits for NCEA Level 1 (no formal qualifications)
- 2 School certificate or NCEA Level 1
- 3 Sixth form certificate or NCEA Level 2
- 4 Higher School certificate/higher leaving certificate
- 5 National certificate/NZQA
- 6 University entrance from bursary exam
- 7 NZ A or B Bursary or NCEA Level 3
- 8 University Scholarship or NCEA Level 4
- 9 Overseas School Qualifications
- 10 Trade certificate
- 11 National diploma
- 12 Teaching or nursing certificate/diploma
- 13 Bachelors degree
- 14 Postgraduate degree (Honours, Masters, PhD)
- 15 Post graduate diploma
- 16 Other (please tell us)

Q41 Which best describes your **annual personal income** before tax?

Please tick one answer.

- 1 Loss
- 2 No income
- 3 Less than \$10,000
- 4 \$10,001 - \$20,000
- 5 \$20,001 - \$30,000
- 6 \$30,001 - \$40,000
- 7 \$40,001 - \$50,000
- 8 \$50,001 - \$60,000
- 9 \$60,001 - \$70,000
- 10 \$70,001 - \$100,000
- 11 More than \$100,000
- 12 Prefer not to say
- 13 Don't know

Q42 Which best describes your **household's annual income** before tax?

Please tick one answer.

- 1 Loss
- 2 No income
- 3 Less than \$10,000
- 4 \$10,001 - \$20,000
- 5 \$20,001 - \$30,000
- 6 \$30,001 - \$40,000
- 7 \$40,001 - \$50,000
- 8 \$50,001 - \$60,000
- 9 \$60,001 - \$70,000
- 10 \$70,001 - \$80,000
- 11 \$80,001 - \$90,000
- 12 \$90,001 - \$100,000
- 13 \$100,001 - \$150,000
- 14 \$150,001 - \$200,000
- 15 More than \$200,000
- 16 Prefer not to say
- 17 Don't know



Q43

Please fill in your contact details below so that we are able to contact you if you are one of the prize draw winners.

The terms and conditions for the prize draw are shown opposite.

Name:

Telephone number:

Email:

*Thank you for taking the time to complete the survey.
Your input is very much appreciated.*

PLEASE CHECK THAT YOU HAVE COMPLETED ALL PAGES OF THE QUESTIONNAIRE.

Please put the completed questionnaire in the freepost envelope provided or any envelope (no stamp required) and post it to:

FREEPOST AUTHORITY NUMBER 6172

**Colmar Brunton
PO Box 36690
Takapuna
Auckland
0740**

If you have any questions please contact Colmar Brunton on 0508 446 688 or surveys@colmarbrunton.co.nz

QUALITY OF LIFE SURVEY 2016

PRIZE DRAW TERMS AND CONDITIONS OF ENTRY

1. The prize draw is run by Colmar Brunton Ltd
2. The promotional period runs from 1:01am Tuesday 15th March until 11:59pm Wednesday 15th June 2016 (Promotional Period).
3. To enter eligible respondents must complete and submit the survey by:
 - a) Filling out the online survey at <http://survey.colmarbrunton.co.nz/life> (using your survey code printed on the letter); OR
 - b) Returning a completed paper copy of the questionnaire to Colmar Brunton in the freepost envelope provided
4. Employees or immediate family members of employees of Colmar Brunton will not be eligible for the prize draw.
5. The survey must be completed by the person to whom the letter is addressed.
6. Each person may complete this survey only once during the Promotional Period.
7. Winners will be randomly selected at the close of the Promotional Period in a draw held by Colmar Brunton on Monday 20 June 2016. The selection of the prize winners is final.
8. The prize draw includes 1 Prezzy Card worth \$1,000 and 4 Prezzy Cards worth \$250. They are not redeemable for cash.
9. The Promoter will post the first name and city of residence of the winner/s of the prize draw on the Colmar Brunton website www.colmarbrunton.co.nz.
10. The Promoter will make reasonable efforts to notify the winners that they have won. If for any reason the Promoter, having made reasonable efforts to make contact with an eligible winner, has failed to make contact with the winner within 3 months of the Promotional period closing, the Promoter may, at its discretion:
 - a) deem that winner to have forfeited their right to the prize; and
 - b) select another eligible winner in accordance with these Terms and Conditions.
11. Any win that the Promoter reasonably suspects (in the Promoter's sole discretion) has involved or may involve fraud, bugs, tampering, hacking or any other unauthorised intervention will be null and void.
12. By participating in the prize draw, you agree to have your name published on the Colmar Brunton website in the case that you are a winner. Only first names and town/city of residence would be published.



THE QUALITY OF LIFE SURVEY