

Quality of Life in New Zealand's Largest Cities

2010 Residents Survey

Results for Auckland



May 2011



Prepared by Alison Reid

Social and Economic Research team
Research, Investigations and Monitoring

7 May 2011

TABLE OF CONTENTS

Executive Summary	1
Introduction	3
Methodology	4
Overview	4
Electoral Roll and Telematching	4
Pre-notification letter	5
Sample	5
Fieldwork.....	6
Quotas and weighting	6
This report	7
Quality of Life	9
Overall rating of quality of life.....	9
Quality of life twelve months earlier	10
Components of quality of life.....	10
Health and Wellbeing	11
Overall rating of health	11
Barriers to seeing a GP	12
Reasons for not seeing GP	12
Frequency of physical activity	13
Rating of overall happiness.....	14
Satisfaction with life in general.....	15
Stress that has a negative effect.....	16
Emotional support	16
Crime/Safety	17
Perceptions of personal safety.....	17
Perceptions of child safety	19
Community and Social Links	20
Sense of community.....	20
Diversity	21
Social networks	22
Location of main social network.....	22
Isolation and support.....	23
Public Transport	24
Frequency of use of public transport in last 12 months	24
Reasons for not using public transport	24
Perceptions of public transport	25
Local environment	26
Arts scene	26
Sense of pride	27
Ease of access to parks and open spaces	28
Problems in local area in last 12 months	29
Work	30
Employment	30

Work/life balance.....	31
Finances.....	32
Lifestyle	33
Change of lifestyle.....	33
Sample Characteristics	34
Appendix 1: Local board tables	
Appendix 2: Pre-survey letter	
Appendix 3: 2010 Questionnaire	

Executive Summary

This report presents the results for Auckland from the 2010 'Quality of Life in New Zealand's Largest Cities' survey, which is part of the wider Quality of Life in New Zealand's Largest Cities project.

The Quality of Life project was initiated in 1999. It emerged from concern about the impacts of urbanisation and the effects of this on the wellbeing of residents. For more information on the Quality of Life project go to www.bigcities.govt.nz.

The primary objective of the survey is to gather information for indicators of wellbeing and residents' perceptions of living in their local areas.

This was a telephone survey. Interviews were undertaken in November 2010 to early March 2011 by Nielsen.

The total sample was n=6,279 New Zealanders aged 15 years and over, and the Auckland sub-sample was n=2,716 (43% of the total sample). Results have been weighted by gender, age group, ethnicity and location across the region.

Health and Quality of Life

Most Auckland respondents (91%) rated their quality of life as 'good' or 'extremely good' and their overall health positively (good, very good or excellent) (88%). A similar proportion (90%) rated themselves as generally 'very happy' or 'happy'.

Half (50%) stated that they had been physically active 5 days or more in the previous week. Only 9% stated that they had not done any exercise in that time.

Most Auckland regional respondents said that they had experienced stress that had a negative effect on them over the last 12 months – only 9% said they had not. The majority felt that they have someone they can turn to for help or rely on for support in times of need.

Crime/Safety

While most respondents reported feeling 'very safe' or 'safe' in their own home after dark (93%), this proportion dropped to 68% when considering walking alone in their neighbourhood after dark, and 50% when considering their city centre after dark. Three quarters (73%) rated their local neighbourhood as 'very safe' or 'fairly safe' for children aged under 14 years and under to play in while unsupervised.

The highest rating problems among Auckland regional respondents were dangerous driving, including drink driving, speeding and hoons (78% said it had been a problem in their local area in the last 12 months), followed by alcohol and drugs, and graffiti (both at 67%). Noise and air pollution were the (relatively) lowest rated problems in people's local area (40% and 28%).

Community

Results were generally positive, with 71% of Auckland respondents agreeing that it was important for them to feel a sense of community with people in their local neighbourhood, and over half (61%) agreeing that they felt a sense of community with others in their local neighbourhood.

When asked about the social networks or groups that respondents belonged to, the largest group (57%) said they belonged to a network from school or work. There has been a substantial increase in the proportion who said they belong to an online community or interest group, from 15% in 2006, 35% in 2008 and 51% in 2010.

Almost two thirds of Auckland respondents (62%) felt that an increasing number of people with different lifestyles and cultures from different countries had made their local area a 'much better' or

'better' place to live. A quarter (28%) felt it made no difference and 9% felt it had made their local area a worse place to live.

Public Transport

Under half (40%) of Auckland respondents stated that they did not use public transport in the last 12 months, and a further 27% stated they used it less often than once a month. Almost three quarters agreed or strongly agreed that public transport was safe (72%) and easy to get to (57%), but smaller proportions agreed that it was reliable (47%), frequent (46%) or affordable (42%).

Local Environment

Three quarters (76%) of Auckland respondents 'strongly agreed' or 'agreed' that Auckland had a culturally rich and diverse arts scene and 64% agreed or strongly agreed that they felt a sense of pride in the way their local area looks and feels.

The majority of respondents (94%) stated that access to open spaces or parks was 'very easy' or 'easy' for them.

Work/Life Balance

A large proportion (78%) of those in paid employment were satisfied or very satisfied with the balance between their work and other aspects of their life.

While almost half (48%) felt they had 'more than enough' or 'enough' money to meet their everyday needs, 52% felt that they have 'just enough' or 'not enough'.

Introduction

This report presents the results for the Auckland region from the 2010 'Quality of Life in New Zealand's Largest Cities' survey. It is part of a broader project entitled the 'Quality of Life Project' – a collaborative project between the eight Councils represented in the local government Metro Sector Forum, namely the new Auckland Council, Hamilton, Tauranga, Wellington, Hutt, Porirua, Christchurch and Dunedin cities (the 'Councils').

The main objective of the wider project is to measure 'quality of life' within large urban centres in New Zealand, by using a series of social, economic and environmental indicators. Data sources include official statistics, Council data and the Quality of Life survey.

The Quality of Life survey was first carried out in September and October 2002 by the (then) eight cities participating in the Quality of Life Project.¹ The survey focused on collecting data for indicators where information could not be obtained from official data sources. As the survey was designed to meet information gaps in the Quality of Life Report, it does not include a comprehensive coverage of all quality of life issues.

The survey was subsequently carried out in conjunction with the Ministry of Social Development in late 2004, 2006 and 2008. The Ministry of Social Development did not participate in the 2010 survey.

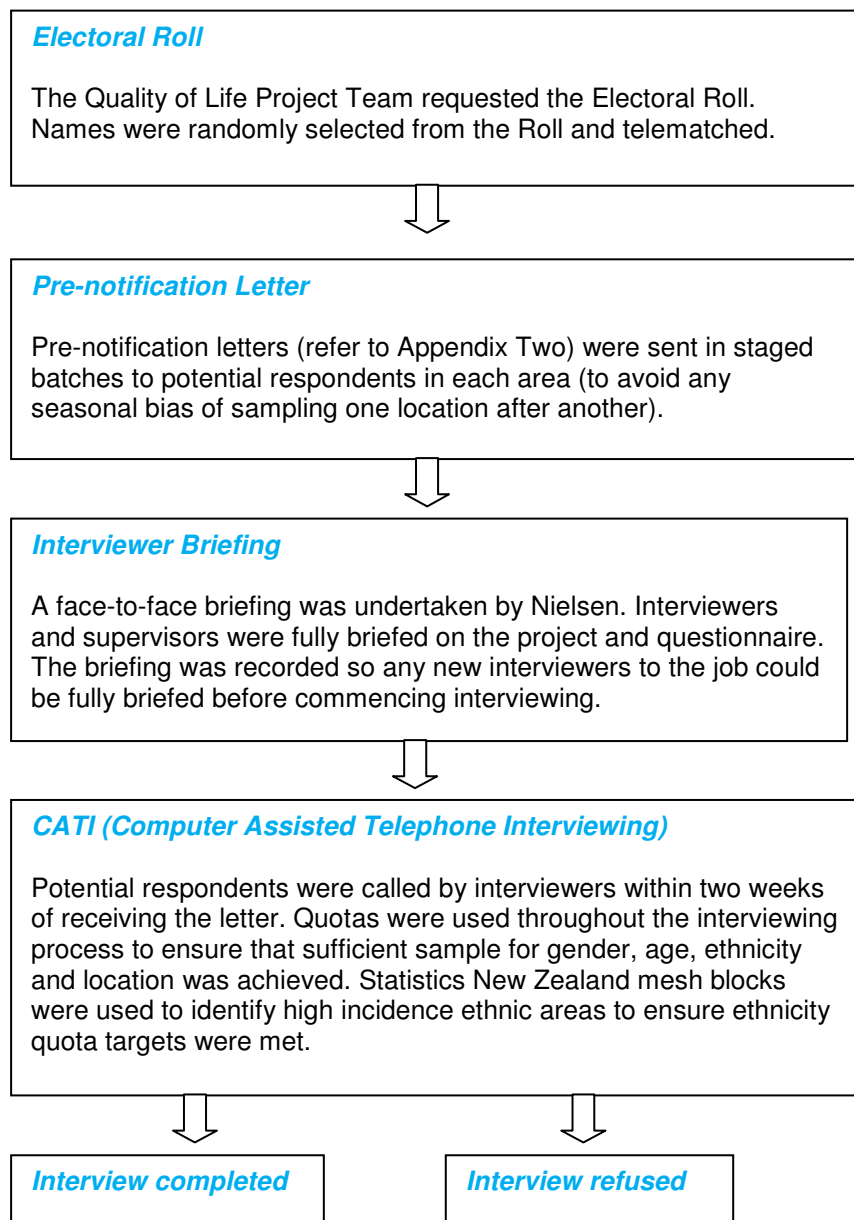
The Auckland sample for the 2004 and 2006 surveys did not include respondents from Papakura or Franklin districts as they were not part of the Quality of Life project. In 2008, the Auckland Regional Council contributed funds towards the overall survey costs in order to ensure a representative regional sample. This included purchasing 300 booster interviews in Franklin and Papakura district council areas - these two districts were not part of the Quality of Life project at the time.

¹ The eight cities at that time were: North Shore, Waitakere, Auckland, Manukau, Hamilton, Wellington, Christchurch and Dunedin.

Methodology

Overview

An overview of the research process for the Quality of Life Survey 2010 is shown below:



Electoral Roll and Telematching

The Electoral Roll records the addresses of the majority of New Zealanders aged 18 and over. Using the telematching services of Acxiom, telephone numbers were identified for potential respondents. Statistics New Zealand mesh blocks were used to identify areas where there were high incidences of people belonging to Pacific and Asian ethnic groups. These mesh blocks were then included in the

random sample selection. Māori descent from the Electoral Roll was used to identify those with a high possibility of having Māori ethnicity, with title being used for identifying gender.

The age of the respondent was gained from the Electoral Roll data and used to identify the respondents' age group for classification and quota purposes.

Once telematching was complete, letters were sent to potential respondents for whom a telephone match was made.

The Electoral Roll only contains New Zealanders aged 18 years and over, therefore to ensure people aged 15-17 years were included in the survey, Nielsen used an in-house database of individuals who had indicated they were willing to participate in future surveys in order to identify potential respondents aged 15-17 years.

Pre-notification letter

To maximise the response rate a pre-notification letter (refer to Appendix One) was sent to potential respondents. Initial phone contact was attempted within one to two weeks of the potential respondents receiving the letter (the majority were called within one week). The main aims of the pre-notification letters were:

- To increase the propensity of the respondent to participate by giving background information about the importance of the study, its confidentiality and its legitimacy.
- To give potential respondents the opportunity, if desired, to contact Nielsen via a toll-free number or email address to confirm the legitimacy of the survey, ask questions, book an appointment time or decline participation.

The pre-survey letter was printed on specially designed Quality of Life letterhead, and signed by the Quality of Life Project Sponsors; Jim Harland and later successor Tony Marrayatt (Chief Executive of Christchurch City Council). They were addressed to the person randomly selected from the Electoral Roll and were sent in envelopes printed with the Quality of Life logo. The letters were posted to allow a minimum of three day delivery time before initial contact. All attempts of initial contact were made within two weeks of delivery to ensure the survey was fresh in the potential respondent's mind.

Sample

The sample was a probabilistic sample of the population of the eight cities residents aged 15 years or older. The total sample was n=6,279 New Zealand residents aged 15 years and over. The sample included n=2,716 from Auckland, and approximately n=500 residents from the remaining seven participating New Zealand cities allowing for sub-analysis of these groups.

Fieldwork

Fieldwork was conducted between 19 November 2010 and 2 March 2011. The average length of interviewing was 20.3 minutes. The final response rate was 44%.

Interviewing was completed in Christchurch just prior to the earthquake events of 22 February 2011.

Quotas and weighting

Pre-set interviewing quotas were used to ensure that the final samples for each of the eight cities were representative of the distribution of the population as a whole. In order to ensure an exact match, the data set was weighted once interviewing was complete.

For the purposes of sampling, the 21 local board areas were aggregated into four broad geographical areas, and quotas were set within each broad area for gender, age and ethnicity, rather than across the whole region. The areas were:

- Auckland North (including Rodney, Hibiscus and Bays, Upper Harbour, Kaipatiki and Devonport-Takapuna local boards)
- Auckland West (including Waitakere Ranges, Henderson-Massey and Whau local boards)
- Auckland Central (including Waitemata, Waiheke and Great Barrier Islands, Albert-Eden, Puketapapa, Maungakiekie-Tamaki and Orakei local boards)
- Auckland South East (including Howick, Otara-Papatoetoe, Mangere-Otahuhu, Manurewa, Papakura and Franklin local boards).

With the exception of Waiheke and Great Barrier Islands, which have relatively small populations and were therefore combined, each of the local board areas had a minimum quota of n=100.

'Soft' quotas were set as opposed to 'hard' quotas (with the exception of location at a city level) i.e. a range of +/- 5% rather than a definite target.

The data in this report has been post-weighted to reflect the population. The sample of 2,761 residents from the Auckland region has a maximum margin of error for this sample of +/- 1.2% at the 95% confidence interval.

This report

This report presents results for **Auckland** only. It is designed to provide a useful and quick reference to the findings – detailed results are available on request to the Social and Economic Research team at Auckland Council.

Overall results for each question are presented by way of a short paragraph and chart. Where possible, the charts also present results for the Auckland area from previous Quality of Life surveys, for comparison. All base sizes shown on charts and in tables are unweighted base sizes.

Statistically significant differences in response by age group, gender, ethnicity, household income level and location (local boards) are also listed for each question. The differences are significant at the 95% confidence level. With regard to results by local board results, in some cases the base size is small (e.g. under 100) and results should be treated as indicative. A summary of the completed Auckland sample and associated maximum margins of error follows.

Figure 1: Margins of Error – Auckland sample 2010

	Sample achieved (n=2,716)	Maximum margin of error
Local boards		
Rodney	100	+/- 10.0%
Hibiscus and Bays	158	+/- 7.9%
Upper Harbour	107	+/- 9.6%
Kaipatiki	169	+/- 7.6%
Devonport-Takapuna	95	+/- 10.2%
Waitakere Ranges	98	+/- 10.1%
Henderson-Massey	203	+/- 6.9%
Whau	142	+/- 8.3%
Waitemata	121	+/- 9.0%
Waiheke and Great Barrier Islands	80	+/- 11.2%
Albert-Eden	208	+/- 6.9%
Puketapapa	107	+/- 9.6%
Maungakiekie-Tamaki	133	+/- 8.6%
Orakei	151	+/- 8.1%
Howick	231	+/- 6.5%
Otara-Papatoetoe	143	+/- 8.3%
Mangere-Otahuhu	118	+/- 8.2%
Manurewa	135	+/- 8.5%
Papakura	101	+/- 9.9%
Franklin	116	+/- 9.2%
Gender		
Male	1,313	+/- 2.7%
Female	1,403	+/- 2.6%
Ethnicity		
European	1,861	+/- 2.3%
Maori	293	+/- 5.8%
Pacific	256	+/- 6.2%
Asian/Indian	495	+/- 4.4%

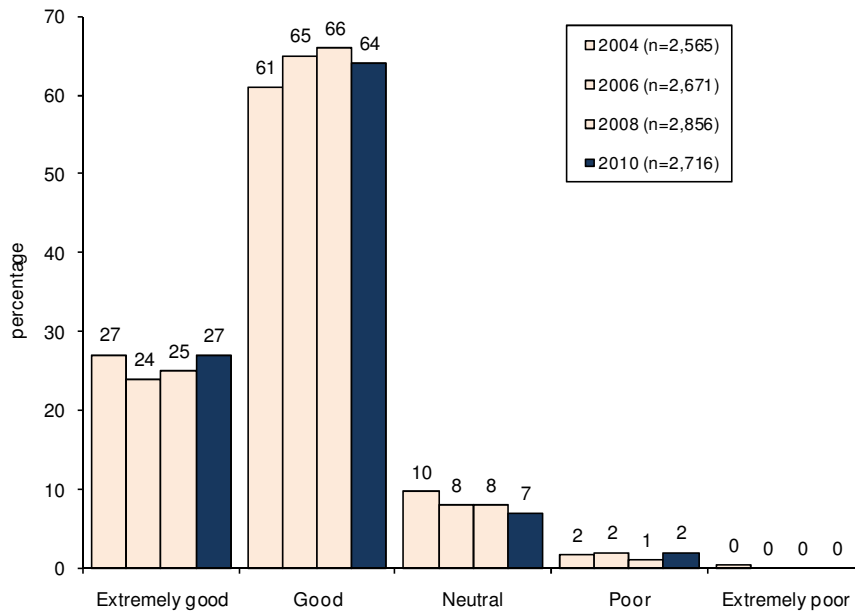
Age		
15 to 24	539	+/- 4.2%
25 to 49	1290	+/- 2.7%
50 to 64	533	+/- 4.3%
65 years or more	354	+/- 5.2%
Household Income		
\$20,000 or less	182	+/- 7.3%
\$20,001 to \$40,000	307	+/- 5.6%
\$40,001 to \$70,000	486	+/- 4.5%
\$70,001 to \$100,000	496	+/- 4.4%
\$100,001 or more	815	+/- 3.4%

Quality of Life

Overall rating of quality of life

The majority of Auckland respondents (91%) rated their quality of life as 'good' or 'extremely good'.

Figure 2: Rating of quality of life



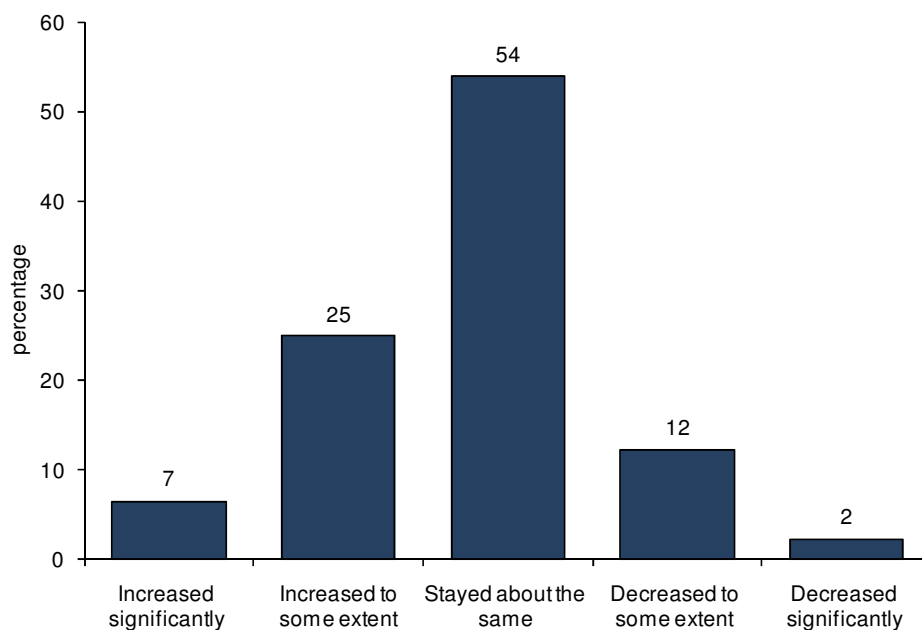
Those more likely to rate their quality of life positively (extremely good or good):

- Those living in Upper Harbour local board (97%)
- Household income of \$100,000 or more per annum (97%).

Quality of life twelve months earlier

The 2010 survey introduced a new question that asked respondents to rate their quality of life compared to 12 months prior. Just over half (54%) of Auckland respondents said their quality of life had stayed about the same compared to 12 months earlier, and 32% felt it had 'increased significantly' or 'to some extent'.

Figure 3: Quality of life compared to 12 months earlier (n=2,716)



Those more likely to state their quality of life had increased in the last 12 months:

- Living in Mangere-Otahuhu (44%) and Otara-Papatoetoe local board areas (43%)
- Aged 15 to 24 years (37%) and 25 to 49 years (37%)
- Household income of \$100,000 or more per annum (36%).

Components of quality of life

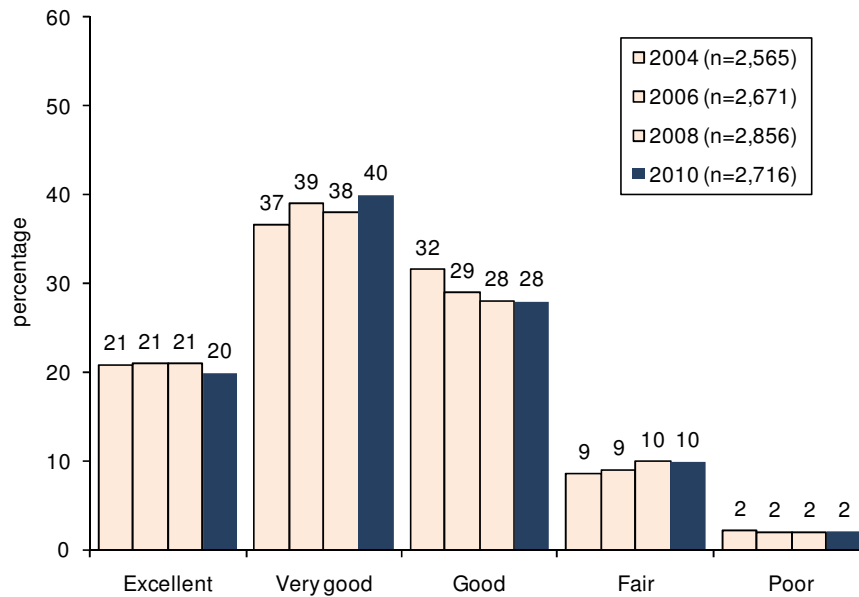
Just over half (54%) of Auckland respondents mentioned family as one of the three main components that contribute to their quality of life. The next most frequently mentioned components were financial stability (31%), health (27%) and work (27%)

Health and Wellbeing

Overall rating of health

Most Auckland region respondents (88%) rated their overall health positively (good, very good or excellent).

Figure 4: Rating of overall health



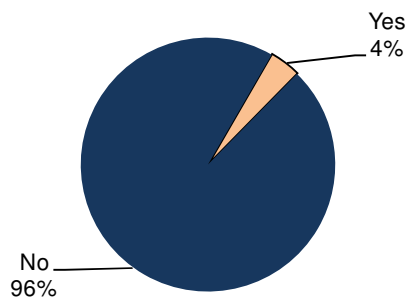
Those more likely to rate their health as 'excellent' or 'very good'

- Aged 15 to 24 years (69%)
- Household income of \$100,000 or more per annum (72%)
- Living in Waitemata (71%) or Orakei (70%) local board areas.

Barriers to seeing a GP

Respondents were asked whether there had been a time in the last 12 months they had wanted to see a General Practitioner (GP) or doctor about their own health but didn't. A small proportion (4%) of Auckland respondents reported that this had happened.

Figure 5: Has there been a time in the last 12 months when you wanted to see a GP or doctor but didn't? (n=2,716)



Reasons for not seeing GP

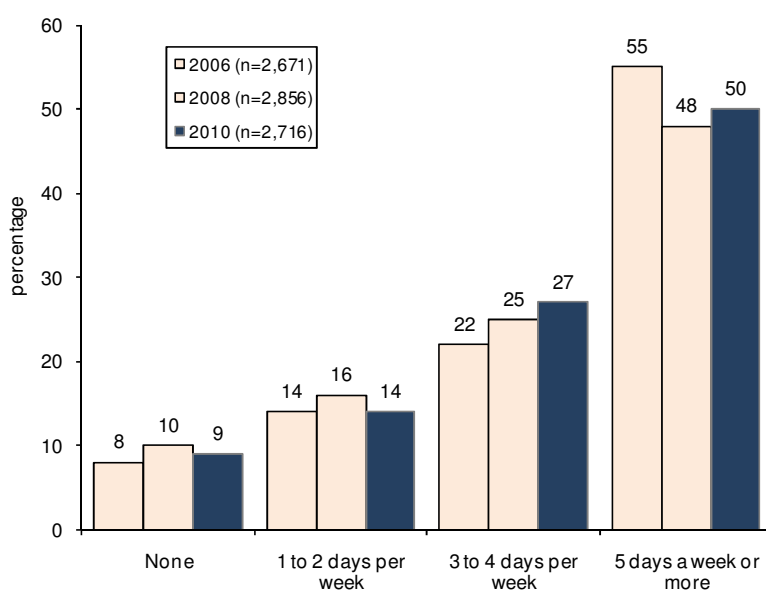
Time was the main reason provided by those who had not been able to see a GP or a doctor in the past year when they wanted to – this was mentioned by over a third. Others felt that the GP couldn't see them when they wanted, or stated that their symptoms did not justify the cost of a visit to the doctor.

Frequency of physical activity

Respondents were asked to state how many of the last seven days they had been physically active. Being 'active' was defined as doing 15 minutes or more of vigorous activity (activity which makes you breathe a lot harder than normal) or 30 minutes or more of moderate exercise (e.g. brisk walking).

The greatest share of Auckland respondents (50%) stated that they had been active five days or more in the previous week.

Figure 6: On how many of the last 7 days were you active?



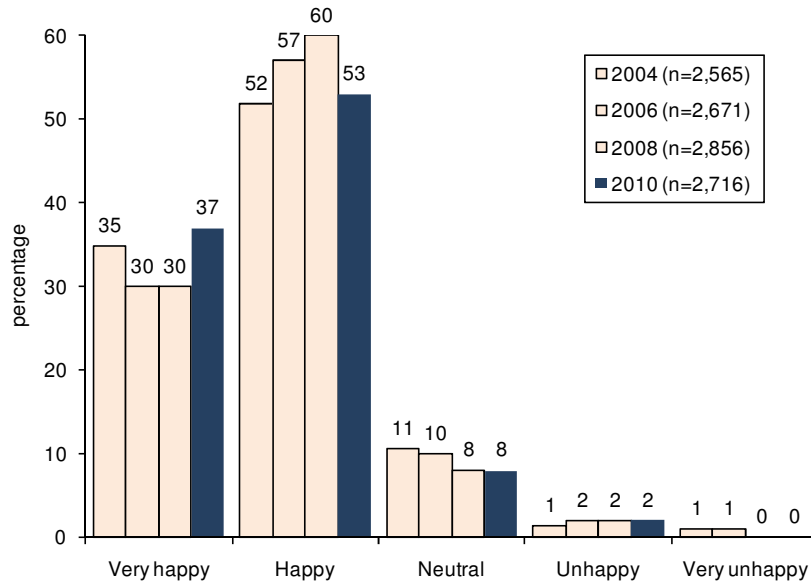
Those more likely to have undertaken physical activity five or more days in the previous week:

- Of Maori ethnicity (58%)
- Living in Puketapapa local board area (62%).

Rating of overall happiness

In line with previous surveys, most Auckland respondents (90%) rated themselves as generally 'very happy' or 'happy'.

Figure 7: In general, how happy or unhappy would you say you are?



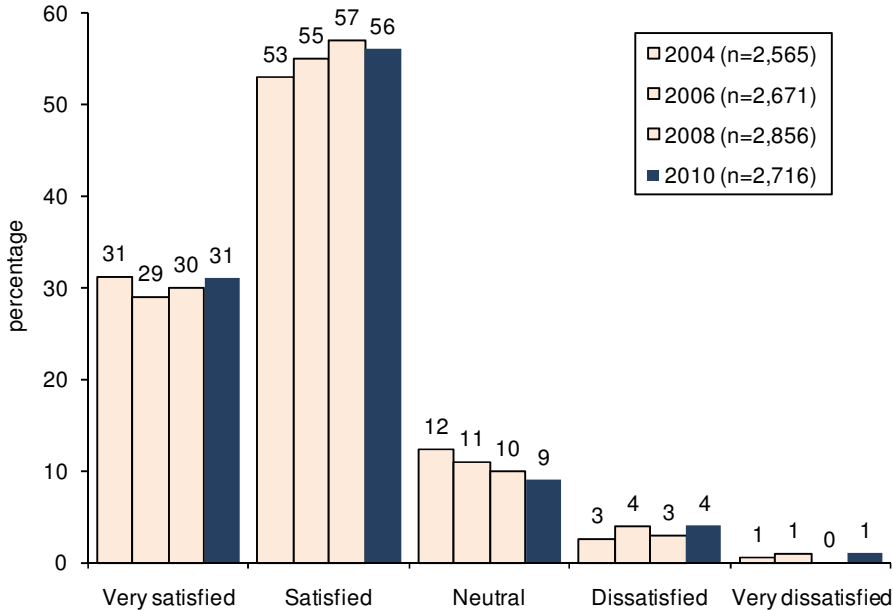
Those more likely to rate themselves as 'happy' or 'very happy':

- Those living in Hibiscus and Bays local board area (96%)
- Household income of \$100,000 or more per annum (94%).

Satisfaction with life in general

The majority of respondents (87%) stated they were satisfied or very satisfied with their life in general these days.

Figure 8: Taking everything into account, how satisfied or dissatisfied are you with your life in general these days?



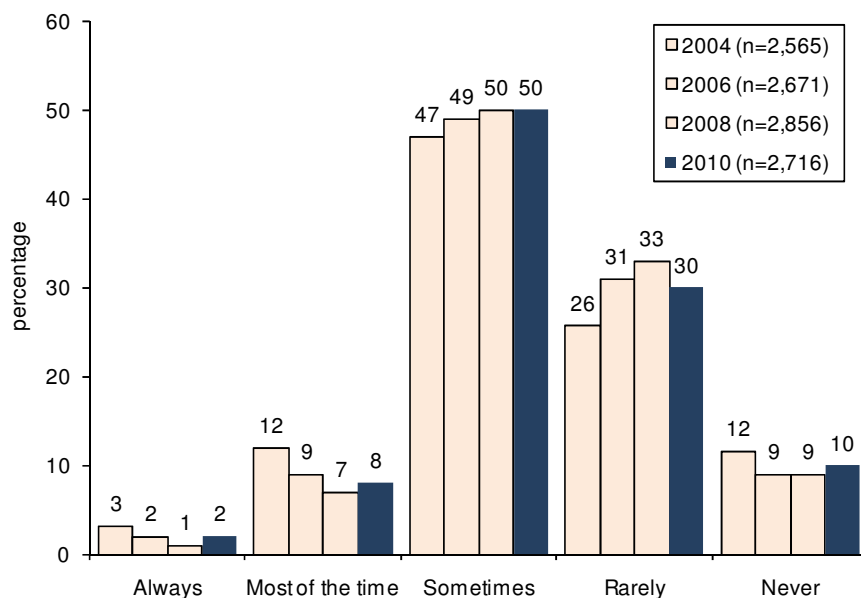
Those more likely to rate themselves as ‘satisfied’ or ‘very satisfied’ with their life:

- Aged 65 years and over (92%)
- Household income of \$100,000 or more per annum (91%).

Stress that has a negative effect

When asked how often they had experienced any stress that had a negative effect on them over the last 12 months, most Auckland respondents said that they had – only 10% said they had not. The largest group (50%) responded that they had ‘sometimes’ experienced stress.

Figure 9: How often in the last 12 months have you experienced stress that has had a negative effect on you?



Those more likely to experience stress that had a negative effect ‘always’ or ‘most of the time’:

- Household income of \$20,000 or less per annum (16%).

Emotional support

Respondents were also asked whether they felt that there was someone they could turn to for help if they were faced with a serious illness or injury, or needed emotional support during a difficult time. The majority (97%) stated that they ‘always’ have someone.

Crime/Safety

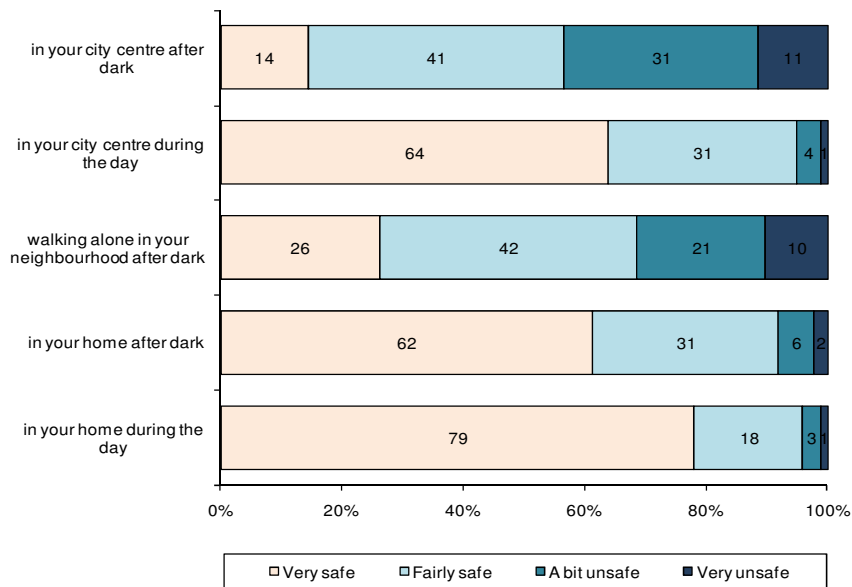
Perceptions of personal safety

Respondents were asked to rate their perceptions of safety after dark in five settings. Overall, relatively high proportions of Auckland respondents reported feeling 'safe' or 'very safe', although proportions did vary across the situations.

While a high proportion reported feeling 'very safe' or 'fairly safe' in their own home after dark (93%), this proportion dropped to 50% when considering their city centre after dark, and 68% when thinking about walking alone in their neighbourhood after dark.²

Respondents who rated feeling a bit unsafe or very unsafe in any of the five settings were asked to state why, in their own words. The most common response was that respondents commented on the presence of people who they felt were dangerous to be around. Around 20% referred to alcohol and drugs in the area, media publicising crime and some specifically mentioned youth problems in their area.

Figure 10: How safe or unsafe do you feel in the following situations? (n=2,716)



Those more likely to feel 'safe' or 'very safe' in their home after dark:

- Living in Upper Harbour (100%), Hibiscus and Bays (99%) and Waitakere (99%) local board areas
- Aged 15 to 24 years (96%).

² Residents were asked which area they regard as their 'city centre'. A wide range of responses were collected with many indicating their local shopping centre. The largest group (38%) named the Auckland's Central Business District, followed by Manukau City Centre (14%).

Those less likely to feel 'safe' or 'very safe' in their home after dark:

- Living in Manurewa (80%), Mangere-Otahuhu (83%), Maungakiekie (85%), Otago-Papatoetoe (86%) local board areas
- Of Pacific (88%) or Asian/Indian ethnicity (88%).

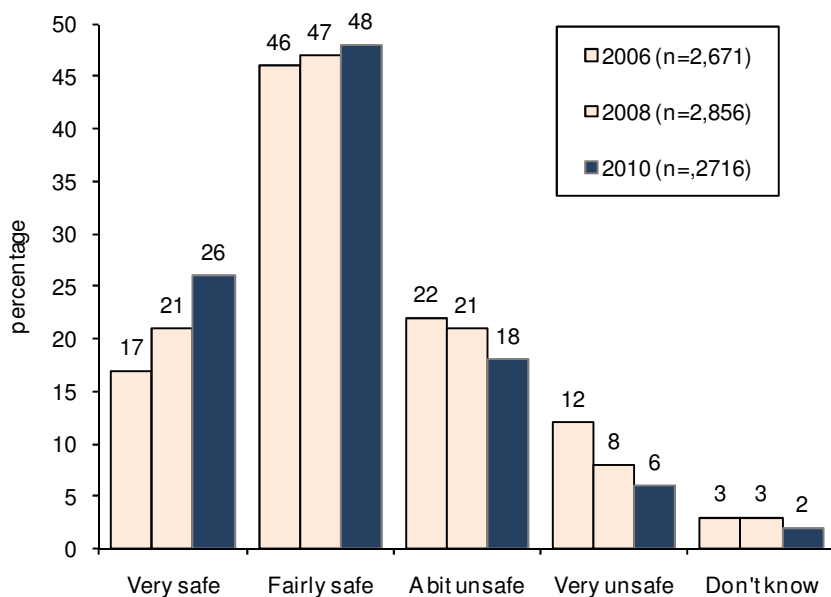
Those more likely to report feeling 'unsafe' or 'very unsafe' in city centre after dark:

- Living in Manurewa (34%), Papakura (38%), Franklin (44%), and Whau (46%) local board areas
- Aged 65 years and over (48%)
- Household income of \$20,000 or less per annum (46%).

Perceptions of child safety

Just over three quarters (73%) felt that their local neighbourhood was 'very safe' or 'fairly safe' for children aged less than 14 years to play in while unsupervised.

Figure 11: How safe or unsafe do you think your local neighbourhood is for children aged under 14 years to play unsupervised?



Those less likely to rate their local neighbourhood as 'very safe' or 'fairly safe' for children to play while unsupervised:

- Living in Manurewa (51%), Maungakiekie-Tamaki (59%), Mangere-Otahuhu (60%), Otago-Papatoetoe (61%), Whau (62%), Papakura (62%), and Henderson-Massey (64%)
- Of Pacific (63%) or Maori (66%) ethnicity
- Household income of \$20,000 or less per annum (60%) or \$20,001 to \$40,000 per annum (68%).

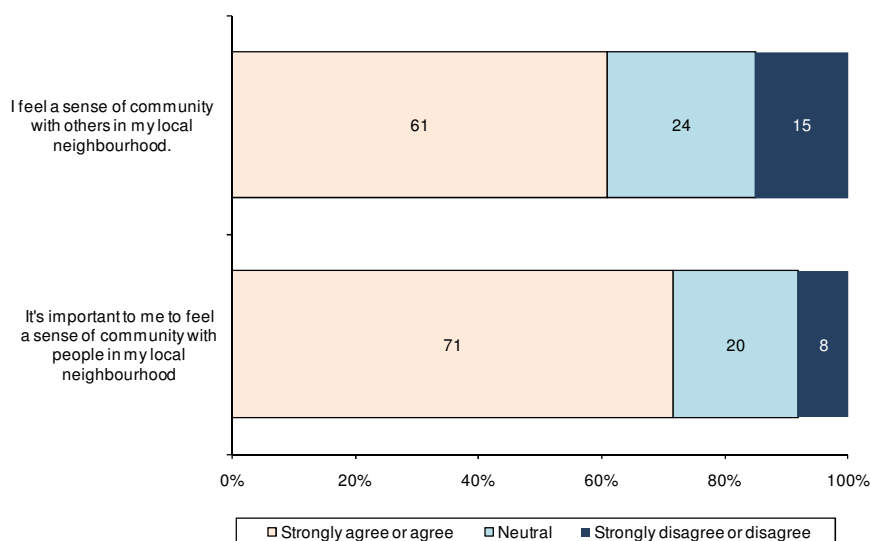
Community and Social Links

Sense of community

Respondents were asked whether they agreed or disagreed with two statements relating to a sense of community in their neighbourhood.

While over three quarters (71%) of Auckland respondents agreed or strongly agreed that it was important to them to feel a sense of community with people in their local neighbourhood, a lower proportion (61%) agreed that they actually felt a sense of community with people in their local neighbourhood.³

Figure 12: Sense of community with others in local neighbourhood (n=2,716)



Those more likely to 'agree' or 'strongly agree' that

- it's important to feel a sense of community:

- Aged 65 years and over (78%)
- Living in Waiheke and Great Barrier (91%) and Howick (78%) local board areas.
- Of Pacific ethnicity (78%).

- they feel a sense of community in their neighbourhood:

- Aged 65 years and over (74%)
- Living in Waiheke and Great Barrier local board area (88%)
- Household income of \$20,001 to \$40,000 per annum (67%).

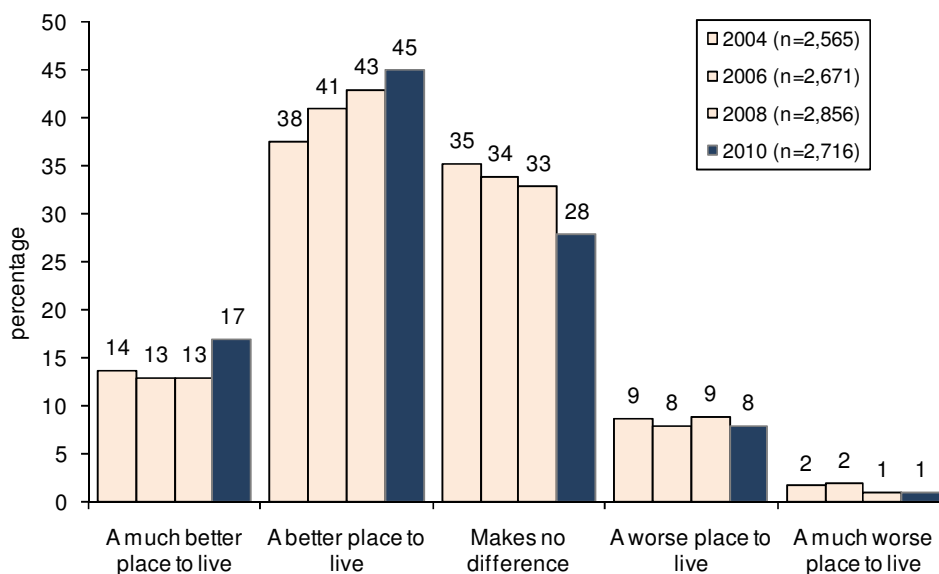
³ Those who did not agree that they felt a sense of community in their local neighbourhood were asked to say why that was, in their own words. The most common response was that people felt there was a general lack of communication or events in the area. Other reasons provided included not feeling as though the neighbours were friendly or welcoming, that people were working hard and leading busy lives and a tendency to socialise with their family or friends rather than people within the community.

Diversity

Respondents were asked '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 your local area a much better, better, worse, much worse place to live or does it make no difference?'

Almost two thirds of Auckland respondents (62%) felt that diversity had made their city a 'much better' or 'better' place to live. About a quarter (28%) felt it made no difference.

Figure 13: Perceptions of effects of diversity on the local area



Those more likely to feel that diversity made their local area a 'much better' or 'better' place to live:

- Living in Waitemata (62%) and Albert-Eden (71%) local board areas
- Of Asian/Indian ethnicity (73%)
- Household income of \$100,000 or more per annum (69%).

Those who felt that cultural diversity made their local area a better place to live were asked to state why. A large proportion felt that diversity was a good thing and that this encouraged broader perspectives and new outlooks and brought new ideas to the region. Another frequent response was that it was good to mix with different cultures and to learn about them.

Those who felt it made the area a worse place to live were also asked to state why. Many respondents were concerned about a perceived lack of integration and, in line with this, several mentioned that communication was difficult as new migrants didn't speak English. Some felt that it caused racial disharmony or tension.

Social networks

Respondents were asked to indicate whether they felt they belonged to one or more of a list of different social groupings and networks. The largest group said they belonged to a network of people from their work or school (57%), followed by online community or interest groups (51%).⁴ About a third were involved in church or spiritual groups (33%), sports clubs (31%) or interest groups (32%).

Figure 14: Do you belong to any of the following?

	2006 (n=2,671)	2008 (n=2,867)	2010 (n=2,716)
Family	66	83	-
A network of people from work or school	53	63	57
Online community or interest group	15	35	51
A church or spiritual group	33	33	33
A sports club	32	28	31
A hobby or interest group	31	34	32
A community or voluntary group such as Rotary, RSA or Lions	22	19	20
None of the above	8	3	7

Note: The 'family' response was not read out as an option in 2010.

Those more likely to state that they are part of network from school or work:

- Aged 15 to 24 years (67%) or 25 to 49 years (63%)
- Living in Waitemata (75%), Orakei (68%) and Upper Harbour (66%) local board areas
- Household income of \$100,000 or more per annum (68%)

Those more likely to state that they are part of an online community or interest group:

- Aged 15 to 24 years (86%)
- Living in Waitakere Ranges (69%), Orakei (61%) and Waitemata (60%) local board areas

Location of main social network

Over half of Auckland respondents (60%) stated that their main social networks were a mixture of networks based in their local area and those based on shared interests and beliefs (but not necessarily based in their local area). One in five (21%) said their main social network was based in the same area that they lived in, while it was not in the same area for a further 18%.

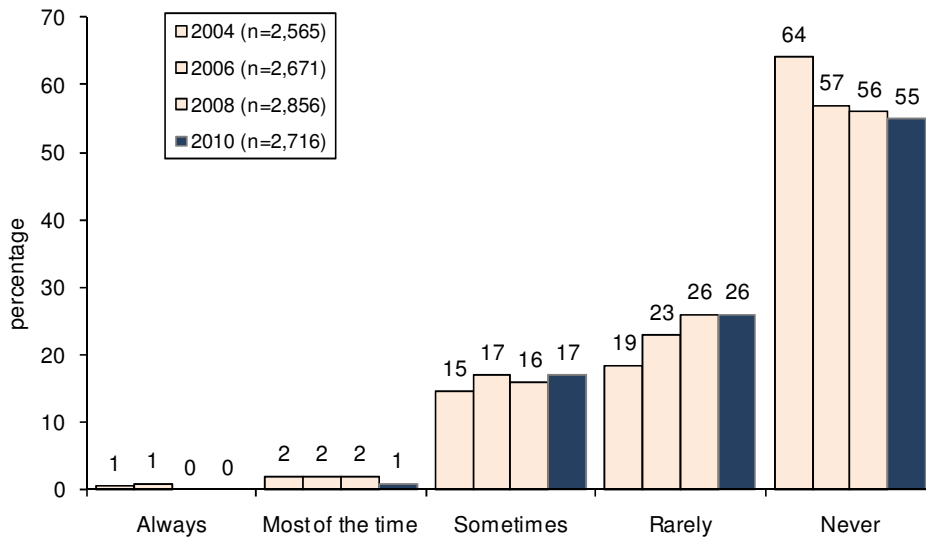
⁴ There has been a substantial increase in the proportion who said they belonged to an online community or interest group, from 15% in 2006 to 51% in 2010. It should also be noted that there was a slight wording change from 2008 to 2010 for this option – the following words were added: 'including online sites like Facebook, Twitter / online gaming communities and forums'.

Isolation and support

The majority of respondents (81%) stated that they had 'rarely' or 'never' felt isolated or lonely in the last 12 months.

In addition, the majority (97%) said that they felt there was someone to whom they could turn for help if they were faced with a serious illness or injury, or needed emotional support during a difficult time.

Figure 15: Frequency of feeling lonely or isolated in the last 12 months



Those more likely to 'rarely' or 'never' feel lonely or isolated in the last 12 months:

- Living in Hibiscus and Bays (88%) and Albert-Eden local board area (86%)
- Of European ethnicity (84%)

Public Transport

Frequency of use of public transport in last 12 months

Less than half of Auckland respondents (40%) stated that they did not use public transport in the last 12 months, and a further 27% stated they had used it less than once a month.

Figure 16: In the last 12 months, how often did you use public transport?

	2004 (n=2,565)	2006 (n=2,671)	2008 (n=2,856)	2010 (n=2,716)
Less often than once a month	21	21	23	27
Once a month	4	6	6	6
2-3 times a month	4	4	4	4
Once a week	3	4	2	3
2-4 times a week	6	6	5	7
Every day or nearly every day	10	11	13	12
Not applicable / no public transport in area	3	12	3	1
Did not use public transport in the last 12 months	50	36	43	40

Those more likely to use public transport 'every day' or '2 to 4 times a week':

- Aged between 15 and 24 years (47%)
- Living in Waiheke and Great Barrier (41%) and Waitemata (38%) local board areas
- Of Pacific (26%) and Asian/Indian ethnicity (25%)
- Household income of \$20,000 or less (26%).

Reasons for not using public transport

Those who used public transport less than once a month were asked why. The two most frequent responses were that people preferred private transport, or that public transport was not convenient.

Perceptions of public transport

All respondents, with the exception of those who stated that the question about public transport use in the last 12 months was not applicable to them, were asked about their perceptions of public transport.

Relatively high proportions of Auckland respondents agreed or strongly agreed that public transport was safe (72%) and easy to get to (57%), but somewhat smaller proportions agreed that it was reliable (47%), frequent (46%) or affordable (42%).

Figure 17: Percentage who strongly agree or agree with the following statements

	2004 (n=2,495)	2006 (n=2,343)	2008 (n=2,773)	2010 (n=2,697)
Public transport is safe	73	66	69	72
Public transport is easy to get to	-	-	58	57
Public transport is reliable	-	-	43	47
Public transport is frequent	-	-	41	46
Public transport is affordable	50	47	44	42

Note: some of these questions were not asked in the 2004 or 2006 surveys

The proportion who agreed that public transport is affordable has declined from 50% in 2004 to 42% in 2010. This may be a significant change.

Those more likely to 'disagree' or 'strongly disagree' that public transport was

- safe:

- None more likely than others.

- easy to get to:

- Living in Upper Harbour local board area (33%).

- reliable:

- Aged 15 to 24 years (27%)
- Living in Orakei local board area (29%).

- frequent:

- None more likely than others.

- affordable:

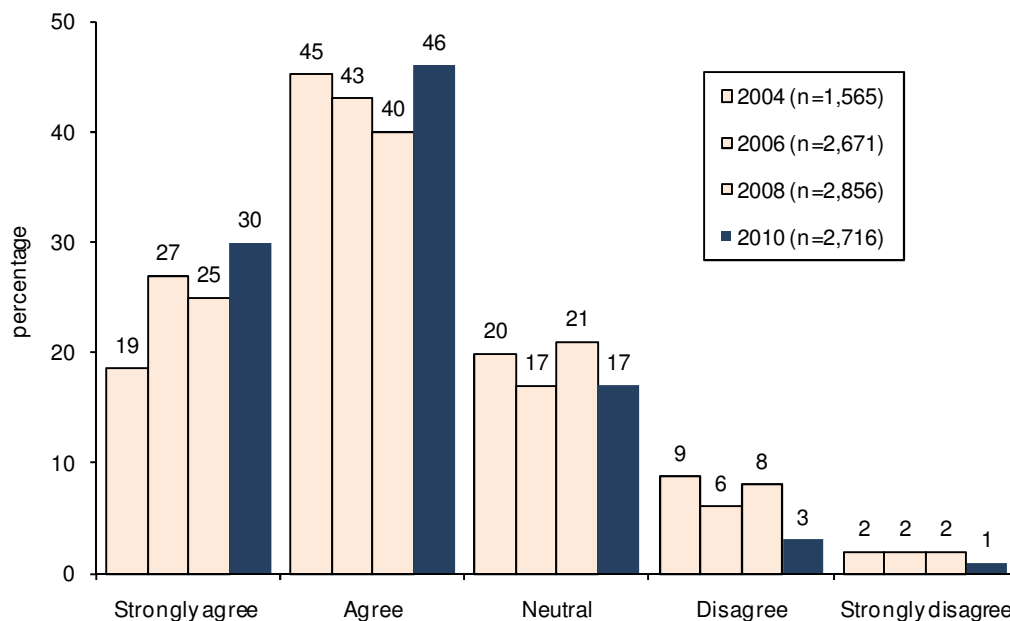
- Living in Henderson-Massey local board area (30%)
- Of Pacific ethnicity (29%).

Local environment

Arts scene

Just over three quarters (76%) of respondents 'strongly agreed' or 'agreed' that Auckland has a culturally rich and diverse arts scene.

Figure 18: Auckland has a culturally rich and diverse arts scene



Note: Prior to the 2010 survey, people were asked to think of their local city or district council area, eg: Rodney District, North Shore, Waitakere, Auckland, and Manukau City. The wording changed in 2010 and respondents were asked to think of 'Auckland', this included the whole Auckland region.

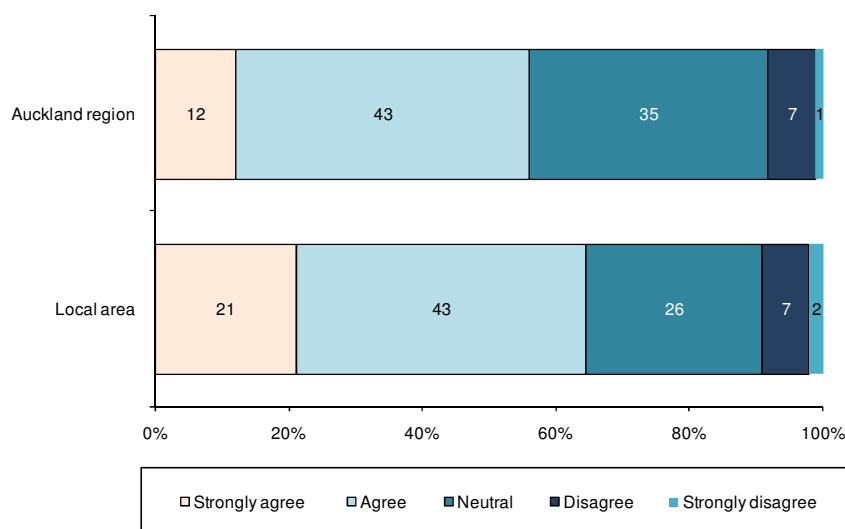
Those more likely to 'agree' or 'strongly agree' that Auckland had a culturally rich and diverse arts scene:

- Aged 50 to 64 years (80%)
- Of Pacific (87%), Maori (81%) and Asian/Indian (80%) ethnicity.

Sense of pride

Auckland respondents were asked to state whether they agreed or disagreed that they felt a sense of pride in the way their local area looks and feels, as well the way the wider Auckland region looks and feels. While nearly two thirds (64%) of Auckland respondents agreed or strongly agreed that they felt a sense of pride in their local area, a smaller proportion agreed that they felt a sense of pride in the wider Auckland region (56%).

Figure 19: I feel a sense of pride in the way my local area / Auckland region looks and feels (n=2,716)



Those more likely to ‘agree’ or ‘strongly agree’ that they felt a sense of pride in their local area:

- Living in Hibiscus and Bays (83%), Waiheke and Great Barrier Islands (82%), Orakei (79%), Devonport-Takapuna (77%), Upper Harbour (76%), Howick (76%) and Albert-Eden (74%) local board areas.

Those more likely to ‘disagree’ or ‘strongly disagree’ that they felt a sense of pride in their local area:

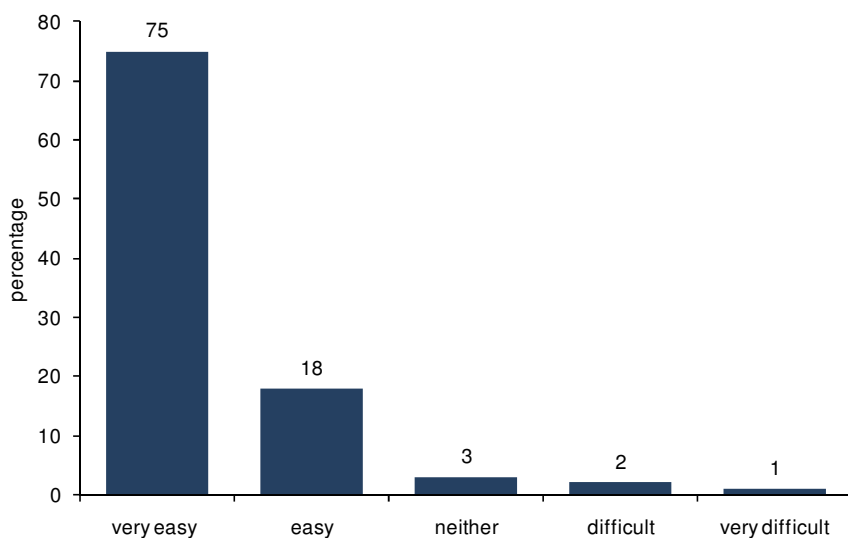
- Living in Papakura (24%), Manurewa (22%), Mangere-Otahuhu (21%), Otara-Papatoetoe (15%) local board areas.

Respondents were asked to state the main reason why they agreed or disagreed that they had a sense of pride in the way their local area looked and felt. The reasons tended to vary. Overall, most who agreed said that they liked the lifestyle, and many mentioned clean, green open spaces and beaches as well as helpful friendly people and community spirit. The main reasons provided for a lack of sense of pride were crime and safety issues or people felt that their city needed improvement.

Ease of access to parks and open spaces

Auckland regional respondents were asked to rate how difficult or easy it was in general to access local parks or other green space. The majority of respondents (94%) stated that access to open spaces or parks was 'easy' or 'very easy'.

Figure 20: How easy is it for you to get to a local park or open space? (n=2,716)



Those more likely to rate it 'difficult' or 'very difficult' to get to parks and other open spaces:

- Living in Franklin local board area (8%)
- Aged 65 years and over (6%).

Problems in local area in last 12 months

Respondents were also asked to indicate which issues have been problems in their local area in the last 12 months. A list of nine possible issues was read out with 'yes' or 'no' response.

The highest rating problems were dangerous driving, including drink driving, speeding and hoons (73%), followed by alcohol or drug problems and graffiti (both 76%). Air pollution was the (relatively) lowest rated problem in people's local area (28% overall).

Figure 21: Percentage of respondents who rated this as problem in their local area in last 12 months

	2004 (n=2,565)	2006 (n=2,671)	2008 (n=2,856)	2010 (n=2,716)
Dangerous driving including drink driving, speeding or hoons	66	77	73	78
Alcohol or drug problems, or anti-social behaviour associated with the consumption of alcohol	-	-	-	67
Graffiti on walls, schools, shops etc	59	75	76	67
Car theft, damage to cars or theft from cars	39	64	60	64
Vandalism, including broken windows in shops and public buildings	36	58	54	53
Rubbish or litter lying about on the streets	44	53	52	49
People who you feel unsafe around because of their behaviour, attitude or appearance	30	50	51	51
Water pollution including pollution in streams, rivers, lakes and in the sea	30	42	35	46
Noise pollution	31	40	34	40
Air pollution	20	30	20	28

Note: Alcohol or drug problems was added as a new question in 2008.

Those more likely to rate the top three issues as a problem in their local area in the last year:

- Dangerous driving including drink driving, speeding or hoons:

- Living in Waitakere Ranges (89%) and Otara-Papatoetoe (86%) local board areas
- Aged 25 to 49 years (81%)
- Females (82%).

- Alcohol and drugs:

- Living in Papakura (79%) and Otara-Papatoetoe (82%) local board areas
- Females (71%).

- Graffiti:

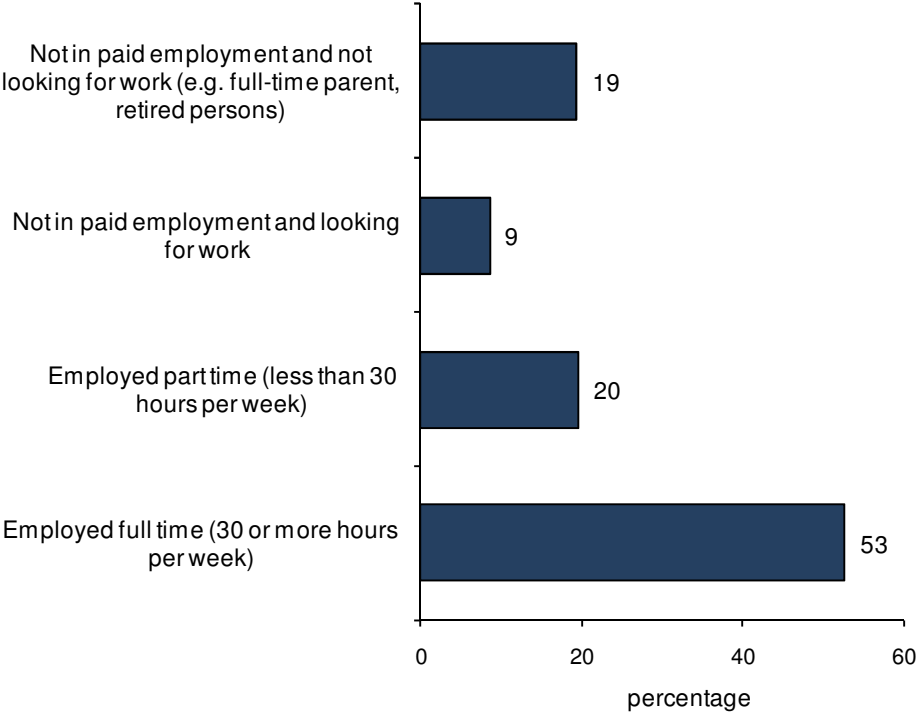
- Living in Waitakere Ranges (80%), Papakura (88%), Franklin (80%), Mangere-Otahuhu (77%) and Henderson-Massey (76%) local board areas
- Of Maori (73%) and European (70%) ethnicity
- Household income of \$70,001 to \$100,000 per annum.

Work

Employment

More than half (53%) of Auckland respondents were employed full-time (for 30 hours or more per week). In addition, a fifth (20%) were in part-time employment.

Figure 22: Employment Status (n=2,716)



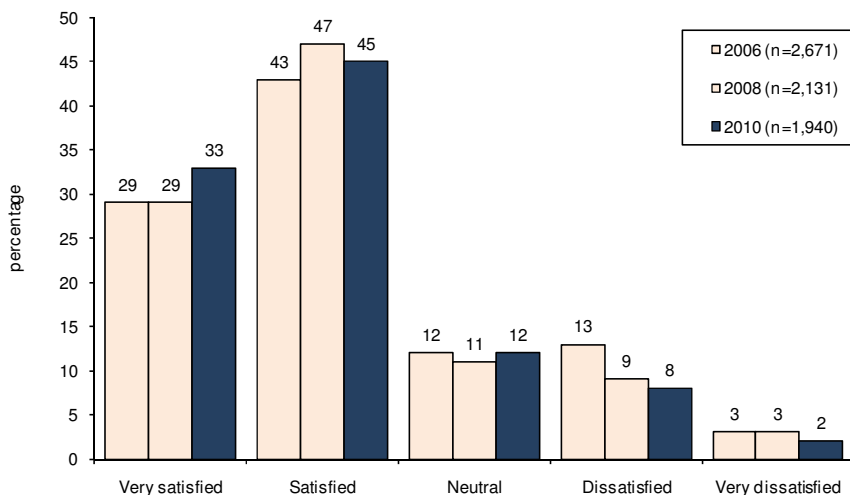
Those more likely to be employed full-time:

- Males (64%)
- Living in Franklin (68%), Waitemata (66%) and Manurewa (62%) local board areas
- Of Asian/Indian ethnicity (59%).

Work/life balance

A large proportion (78%) of Auckland respondents who were in paid employment were 'satisfied' or 'very satisfied' with the balance between their work and other aspects of their life.

Figure 23: Overall, how satisfied are you with the balance between work and other aspects of your life such as time with your family, or leisure?



Note. In 2006 this question was asked of all respondents, including those who are not working, whereas the 2008 and 2010 survey asked it only of those who were in full time employment.

Those more likely to be 'satisfied' or 'very satisfied' with work / life balance:

- Aged 65 years and over (91%).

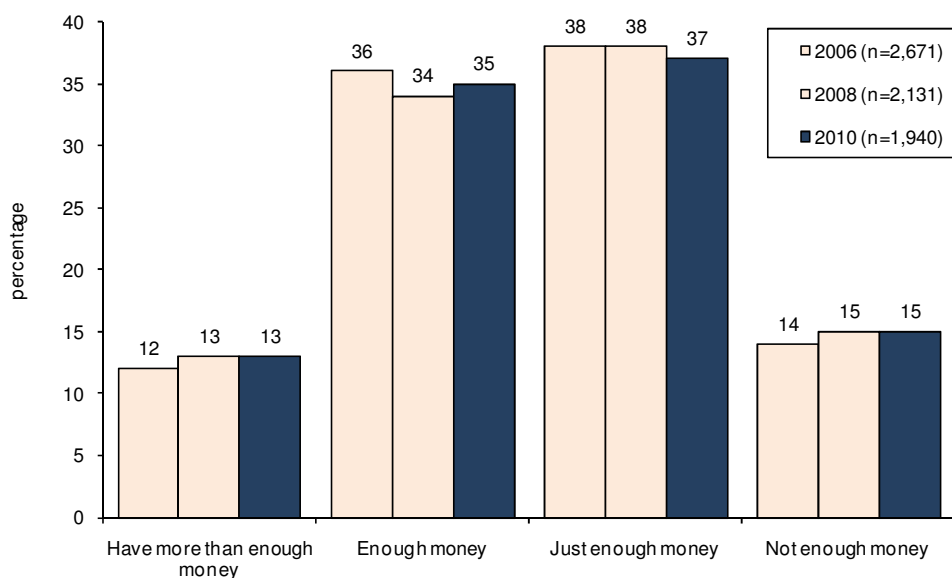
Those more likely to be 'dissatisfied' or 'very dissatisfied' with work / life balance:

- Household income of \$70,001 to \$100,000 (14%).

Finances

While almost half (48%) of Auckland respondents in full-time employment felt that they had 'enough' or 'more than enough' money to meet their everyday needs, a slightly larger proportion (52%) felt they had 'just enough' or 'not enough' money.

Figure 24: 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?



Note. In 2006 this question was asked of all respondents, including those who are not working, whereas the 2008 and 2010 survey asked it only of those who were in full time employment.

Those more likely to say that they have 'just enough' or 'not enough' money:

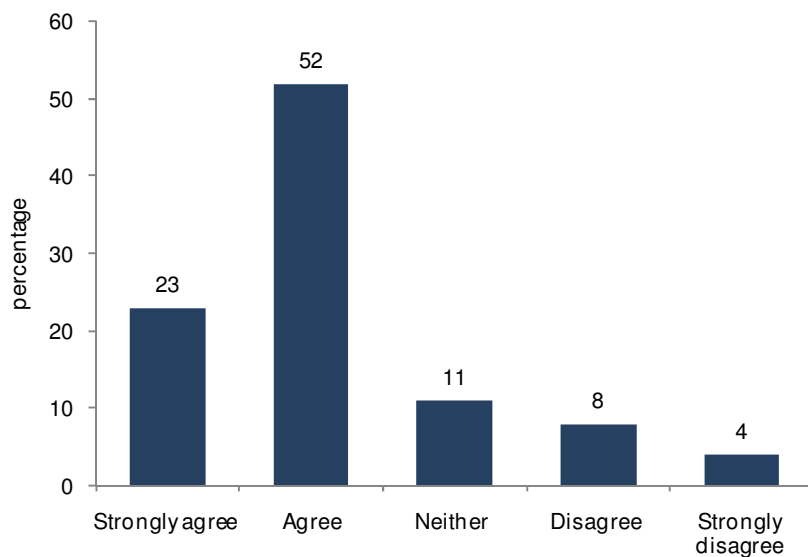
- Living in Maungakiekie-Tamaki (76%), Mangere-Otahuhu (71%) and Otara-Papatoetoe (67%) local board areas
- Of Pacific (74%) and Maori (61%) ethnicity.

Lifestyle

Change of lifestyle

Three quarters (75%) of Auckland respondents 'agree' or 'strongly agreed' that they would change their lifestyle to help prevent global warming if they knew it would make a difference.

Figure 25: I would change my lifestyle to help prevent global warming if I knew it would make a difference (n=2,716)



Note: This was a new question in 2010.

Those more likely to 'strongly agree' or 'agree' that they would change their lifestyle:

- Living in Waitemata local board area (85%)
- Aged 15 to 24 years (80%) and 25 to 49 years (80%)
- Of Asian/Indian (83%) and Pacific (82%) ethnicity
- Females (79%).

Sample Characteristics

Characteristics of the Auckland sample are presented below. The sample was representative by gender, age, ethnicity and location across the region.

Age groups (%)

	unweighted	weighted
15-24 years	20	20
25-49 years	49	47
50-64 years	19	20
65 years and over	12	13

Ethnicity (%) ⁵

	unweighted	weighted
NZ European	69	65
Maori	11	9
Pacific Islander	9	12
Asian/Indian	18	20
Other	1	1

Note: Multiple response question, percentages may add to more than 100.

Household income per annum (pre tax) (%)

	unweighted	weighted
Loss	-	0
No income	0	0
Less than \$10,000	2	2
\$10,001 - \$20,000	4	4
\$20,001 - \$30,000	6	5
\$30,001 - \$40,000	6	6
\$40,001 - \$50,000	6	6
\$50,001 - \$60,000	6	6
\$60,001 - \$70,000	6	6
\$70,001 - \$80,000	7	8
\$80,001 - \$90,000	5	5
\$90,001 - \$100,000	6	6
\$100,001 - \$150,000	18	18
\$150,001 - \$200,000	7	7
More than \$200,000	5	5
Refused	5	5
Don't know	11	11

⁵ Nearly one third (32%) of those in the Pacific Islands category were Samoan, 18% were Cook Island Maori, 20% Tongan and 13% Niuean. Again, nearly quarter (23%) of those in the Asian category were Chinese, 41% Indian and 37% Other Asian.

Length of time lived in Auckland region (%)

	unweighted	weighted
Less than 1 year	0	0
1 year to just under 2 years	1	1
2 years to just under 5 years	5	5
Five years to just under 10 years	12	13
10 years or more	82	81

Born in New Zealand (%)

	unweighted	weighted
Yes	-	64
No	-	36

**Length of time lived in New Zealand (%)
(of those not born in New Zealand, n=925)**

	unweighted	weighted
Less than 1 year	0	0
1 year to just under 2 years	1	1
2 years to just under 5 years	8	8
Five years to just under 10 years	25	25
10 years or more	67	66

Employment status (%)

	unweighted	weighted
Full time employment	52	53
Part time employment	19	19
Unemployed - looking for work	8	9
Unemployed - not looking for work	20	19
Don't know	0	0
Refused	0	0

Level of education (%)

	unweighted	weighted
Less than school certificate or less than 80 credits for NCEA Level 1 (no formal qualifications)	7	7
School certificate or NCEA Level 1	6	6
Sixth form certificate or NCEA Level 2	4	5
Higher School certificate/higher leaving certificate	4	4
National certificate/NZQA	4	4
University entrance from bursary exam	4	4
NZ A or B Bursary or NCEA Level 3	8	8
University Scholarship or NCEA Level 4	0	0
Overseas School Qualifications	2	2
Trade certificate	8	8
National diploma	7	7
Teaching or nursing certificate/diploma	4	4
Bachelors degree	21	21
Postgraduate degree (Honours, Masters, PhD)	8	8

Postgraduate diploma	2	3
Other (Please specify)	8	8
Don't know	2	2

Number of people in household (%)

	unweighted	weighted
Single household	7	6
2	21	20
3	19	19
4	28	28
5	15	16
6 persons or more	9	10
Not established	0	0

Tenure (%)

	unweighted	weighted
You own this house/flat/apartment	28	28
You jointly own this house/flat/apartment with other people	29	29
A family trust owns this house/flat/apartment	2	2
Parents or other family members own this house/flat/apartment	25	25
A private landlord who is NOT related to you owns this house/flat/apartment	11	12
A local authority or city council owns this house/flat/apartment	0	0
Housing New Zealand owns this house/flat/apartment	3	3
Other State landlord (such as Department of Conservation, Ministry of Education)	0	0
Don't know	0	0
Refused	0	0

APPENDIX 1: RESULTS BY LOCAL BOARD 2010

Results are presented here for a selection of questions from the 2010 Survey. The results by local board must be treated as indicative only, due to small sample sizes. Please refer to page 7 for margins of error. Statistically significant differences are underlined eg: 98.

Rating of quality of life overall

	N=	Extremely good or good (%)	Neutral (%)	Extremely poor or poor (%)
Rodney	100	95	5	0
Hibiscus and Bays	158	89	10	1
Upper Harbour	107	<u>98</u>	2	0
Kaipatiki	169	95	5	1
Devonport-Takapuna	95	90	9	1
Waitakere Ranges	98	89	9	2
Henderson-Massey	203	88	8	4
Whau	142	85	9	<u>6</u>
Waitemata	121	95	5	1
Waiheke and Great Barrier Islands	80	89	11	0
Albert-Eden	208	94	4	2
Puketapapa	107	93	7	0
Maungakiekie-Tamaki	133	83	13	<u>6</u>
Orakei	151	94	6	1
Howick	231	91	8	1
Otara-Papatoetoe	143	92	5	3
Mangere-Otahuhu	118	85	13	2
Manurewa	135	88	12	1
Papakura	101	91	6	3
Franklin	116	93	5	2
Total Auckland respondents	2716	91	7	2

Rating of quality of life compared to 12 months earlier

	N=	Increased significantly or to some extent (%)	Stayed about the same (%)	Decreased significantly or to some extent (%)
Rodney	100	31	55	14
Hibiscus and Bays	158	27	56	17
Upper Harbour	107	23	<u>68</u>	8
Kaipatiki	169	32	52	16
Devonport-Takapuna	95	25	61	13
Waitakere Ranges	98	34	52	14
Henderson-Massey	203	34	52	14
Whau	142	29	59	12
Waitemata	121	34	55	11
Waiheke and Great Barrier Islands	80	32	54	13
Albert-Eden	208	30	59	11
Puketapapa	107	26	57	17
Maungakiekie-Tamaki	133	29	51	19
Orakei	151	34	58	8
Howick	231	23	58	18
Otara-Papatoetoe	143	<u>43</u>	41	15
Mangere-Otahuhu	118	<u>44</u>	42	14
Manurewa	135	38	45	17
Papakura	101	32	53	15
Franklin	116	32	49	18
Total Auckland respondents	2716	32	54	14

Rating of own health these days

	N=	Excellent or very good (%)	Good (%)	Fair or poor (%)
Rodney	100	66	24	10
Hibiscus and Bays	158	66	24	9
Upper Harbour	107	64	28	7
Kaipatiki	169	62	24	14
Devonport-Takapuna	95	64	23	14
Waitakere Ranges	98	59	32	8
Henderson-Massey	203	53	32	14
Whau	142	50	31	<u>20</u>
Waitemata	121	<u>71</u>	22	7
Waiheke and Great Barrier Islands	80	50	39	11
Albert-Eden	208	63	28	9
Puketapapa	107	59	30	11
Maungakiekie-Tamaki	133	47	35	<u>18</u>
Orakei	151	<u>70</u>	25	5
Howick	231	61	24	15
Otara-Papatoetoe	143	57	32	12
Mangere-Otahuhu	118	49	33	18
Manurewa	135	58	27	15
Papakura	101	65	23	10
Franklin	116	67	26	8
Total Auckland respondents	2716	60	28	12

Satisfaction with life in general

	N=	Very dissatisfied or dissatisfied (%)	Neither (%)	Very satisfied or satisfied (%)
Rodney	100	4	9	87
Hibiscus and Bays	158	3	8	89
Upper Harbour	107	4	8	88
Kaipatiki	169	4	6	90
Devonport-Takapuna	95	1	7	92
Waitakere Ranges	98	6	9	84
Henderson-Massey	203	3	10	87
Whau	142	6	10	84
Waitemata	121	4	9	87
Waiheke and Great Barrier Islands	80	3	8	89
Albert-Eden	208	5	9	86
Puketapapa	107	1	11	88
Maungakiekie-Tamaki	133	2	13	86
Orakei	151	7	14	79
Howick	231	5	8	87
Otara-Papatoetoe	143	5	6	88
Mangere-Otahuhu	118	3	13	83
Manurewa	135	6	7	87
Papakura	101	4	10	86
Franklin	116	5	8	87
Total Auckland respondents	2716	5	9	86

Rating of a sense of pride in the way their local area looks and feels

	N=	Disagree or strongly disagree (%)	Neutral (%)	Agree or strongly agree (%)
Rodney	100	10	25	65
Hibiscus and Bays	158	1	17	<u>83</u>
Upper Harbour	107	5	19	<u>76</u>
Kaipatiki	169	3	26	70
Devonport-Takapuna	95	6	16	<u>77</u>
Waitakere Ranges	98	6	29	65
Henderson-Massey	203	12	28	59
Whau	142	<u>14</u>	29	57
Waitemata	121	10	27	63
Waiheke and Great Barrier Islands	80	3	14	<u>82</u>
Albert-Eden	208	5	20	<u>74</u>
Puketapapa	107	7	25	67
Maungakiekie-Tamaki	133	<u>16</u>	36	46
Orakei	151	1	20	<u>79</u>
Howick	231	2	22	<u>76</u>
Otara-Papatoetoe	143	<u>15</u>	27	58
Mangere-Otahuhu	118	<u>21</u>	34	45
Manurewa	135	<u>22</u>	41	36
Papakura	101	<u>24</u>	32	42
Franklin	116	6	32	63
Total Auckland respondents	2716	9	26	64

Finances

	N=	Have more than enough money (%)	Enough money (%)	Just enough money (%)	Not enough money (%)	Refused (%)
Rodney	100	16	36	44	6	0
Hibiscus and Bays	158	11	36	34	18	1
Upper Harbour	107	19	36	38	6	2
Kaipatiki	169	13	<u>43</u>	29	13	2
Devonport-Takapuna	95	14	41	34	10	0
Waitakere Ranges	98	9	39	33	17	1
Henderson-Massey	203	12	29	42	16	1
Whau	142	9	36	38	15	0
Waitemata	121	<u>22</u>	<u>45</u>	26	7	0
Waiheke and Great Barrier Islands	80	17	33	33	11	0
Albert-Eden	208	<u>21</u>	40	28	10	1
Puketapapa	107	13	37	40	8	2
Maungakiekie-Tamaki	133	8	17	<u>52</u>	<u>24</u>	0
Orakei	151	<u>28</u>	31	32	9	0
Howick	231	11	39	35	14	0
Otara-Papatoetoe	143	7	26	<u>41</u>	26	1
Mangere-Otahuhu	118	6	21	<u>43</u>	27	2
Manurewa	135	7	35	39	20	0
Papakura	101	9	33	37	19	0
Franklin	116	14	32	41	14	0
Total Auckland respondents	2716	13	35	37	15	1

Rating of the importance of a sense of community

	N=	Strongly disagree or disagree (%)	Neutral (%)	Strongly agree or agree (%)
Rodney	100	9	15	76
Hibiscus and Bays	158	5	21	74
Upper Harbour	107	<u>15</u>	23	62
Kaipatiki	169	6	25	69
Devonport-Takapuna	95	3	25	72
Waitakere Ranges	98	5	20	75
Henderson-Massey	203	10	21	69
Whau	142	7	20	73
Waitemata	121	12	18	70
Waiheke and Great Barrier Islands	80	1	8	<u>91</u>
Albert-Eden	208	8	<u>26</u>	66
Puketapapa	107	11	14	75
Maungakiekie-Tamaki	133	12	23	65
Orakei	151	7	22	71
Howick	231	5	17	78
Otara-Papatoetoe	143	10	19	71
Mangere-Otahuhu	118	8	14	<u>78</u>
Manurewa	135	5	25	70
Papakura	101	8	28	64
Franklin	116	5	18	77
Total Auckland respondents	2716	8	20	72

Sense of community – rating in local area

	N=	Strongly disagree or disagree (%)	Neutral (%)	Strongly agree or agree (%)
Rodney	100	8	22	70
Hibiscus and Bays	158	10	28	63
Upper Harbour	107	21	26	52
Kaipatiki	169	15	25	58
Devonport-Takapuna	95	13	27	59
Waitakere Ranges	98	12	24	63
Henderson-Massey	203	17	25	57
Whau	142	18	19	63
Waitemata	121	19	22	59
Waiheke and Great Barrier Islands	80	3	10	<u>88</u>
Albert-Eden	208	16	29	54
Puketapapa	107	17	20	63
Maungakiekie-Tamaki	133	20	24	56
Orakei	151	15	24	59
Howick	231	12	21	66
Otara-Papatoetoe	143	12	23	63
Mangere-Otahuhu	118	12	25	62
Manurewa	135	16	29	55
Papakura	101	14	30	56
Franklin	116	8	21	70
Total Auckland respondents	2716	14	24	61

Has cultural diversity made Auckland a better or worse place to live?

	N=	Much worse or worse (%)	Makes no difference (%)	Much better or better (%)	Don't know (%)
Rodney	100	10	33	53	4
Hibiscus and Bays	158	11	28	60	1
Upper Harbour	107	12	30	57	1
Kaipatiki	169	8	27	63	2
Devonport-Takapuna	95	7	22	70	1
Waitakere Ranges	98	5	31	65	0
Henderson-Massey	203	9	25	65	1
Whau	142	13	27	59	1
Waitemata	121	5	20	<u>75</u>	0
Waiheke and Great Barrier Islands	80	7	23	68	2
Albert-Eden	208	7	21	<u>71</u>	1
Puketapapa	107	10	24	61	5
Maungakiekie-Tamaki	133	12	<u>40</u>	49	0
Orakei	151	8	25	67	0
Howick	231	8	32	60	0
Otara-Papatoetoe	143	9	<u>37</u>	51	3
Mangere-Otahuhu	118	7	33	60	0
Manurewa	135	13	26	62	0
Papakura	101	12	26	61	1
Franklin	116	11	<u>38</u>	51	0
Total Auckland respondents	2716	9	28	62	1

Location of social networks

	N=	A mixture of both (%)	Mostly based in the same local area where you live (%)	Mostly based on shared interests or beliefs, but not in the same local area where you live (%)	No social networks (%)
Rodney	100	57	25	17	0
Hibiscus and Bays	158	55	<u>31</u>	13	0
Upper Harbour	107	56	23	22	0
Kaipatiki	169	62	18	19	1
Devonport-Takapuna	95	57	<u>31</u>	12	0
Waitakere Ranges	98	<u>74</u>	18	9	0
Henderson-Massey	203	59	20	20	1
Whau	142	47	25	<u>26</u>	2
Waitemata	121	63	14	22	0
Waiheke and Great Barrier Islands	80	60	<u>40</u>	0	0
Albert-Eden	208	57	15	<u>24</u>	2
Puketapapa	107	48	17	<u>33</u>	0
Maungakiekie-Tamaki	133	57	16	<u>26</u>	1
Orakei	151	58	22	19	1
Howick	231	<u>68</u>	21	10	1
Otara-Papatoetoe	143	68	18	14	0
Mangere-Otahuhu	118	58	24	18	0
Manurewa	135	64	19	18	0
Papakura	101	68	22	10	0
Franklin	116	63	26	11	0
Total Auckland respondents	2716	60	21	18	0

Percentage within each local board who rated each issue as a problem in their local area in previous 12 months

	N=	Dangerous driving including drink driving, speeding or hoons (%)	Graffiti on walls, schools, shops etc. (%)	Alcohol and drugs (%)	Car theft, damage to cars or theft from cars (%)
Rodney	100	83	73	71	71
Hibiscus and Bays	158	77	65	63	55
Upper Harbour	107	74	51	63	63
Kaipatiki	169	73	51	62	60
Devonport-Takapuna	95	78	46	65	56
Waitakere Ranges	98	<u>89</u>	<u>80</u>	71	71
Henderson-Massey	203	81	<u>75</u>	67	63
Whau	142	73	65	64	60
Waitemata	121	72	62	71	64
Waiheke and Great Barrier Islands	80	78	61	67	50
Albert-Eden	208	71	65	63	<u>72</u>
Puketapapa	107	81	65	60	61
Maungakiekie-Tamaki	133	83	71	66	68
Orakei	151	78	68	68	65
Howick	231	78	63	62	65
Otara-Papatoetoe	143	<u>86</u>	70	<u>82</u>	71
Mangere-Otahuhu	118	75	<u>76</u>	70	57
Manurewa	135	81	<u>72</u>	72	68
Papakura	101	82	<u>87</u>	<u>78</u>	<u>74</u>
Franklin	116	82	<u>80</u>	68	66
Total Auckland respondents	2716	78	67	67	64

Percentage within each local board who rated each issue as a problem in their local area in previous 12 months

	N=	Vandalism, including broken windows in shops and public buildings (%)	Rubbish or litter lying about on the streets (%)	People who you feel unsafe around because of their behaviour, attitude or appearance (%)
Rodney	100	50	47	45
Hibiscus and Bays	158	51	45	44
Upper Harbour	107	50	47	44
Kaipatiki	169	43	41	40
Devonport-Takapuna	95	42	37	40
Waitakere Ranges	98	54	<u>62</u>	60
Henderson-Massey	203	58	48	58
Whau	142	55	46	46
Waitemata	121	43	43	50
Waiheke and Great Barrier Islands	80	61	56	35
Albert-Eden	208	56	48	55
Puketapapa	107	56	42	51
Maungakiekie-Tamaki	133	59	<u>59</u>	<u>61</u>
Orakei	151	50	41	47
Howick	231	44	36	47
Otara-Papatoetoe	143	57	<u>70</u>	60
Mangere-Otahuhu	118	62	<u>67</u>	50
Manurewa	135	58	60	<u>62</u>
Papakura	101	<u>73</u>	60	<u>65</u>
Franklin	116	<u>63</u>	57	58
Total Auckland respondents	2716	53	49	51

Percentage within each local board who rated each issue as a problem in their local area in previous 12 months

	N=	Water pollution including pollution in streams, rivers, lakes and in the sea (%)	Noise pollution (%)	Air pollution (%)
Rodney	100	45	32	29
Hibiscus and Bays	158	<u>59</u>	40	32
Upper Harbour	107	46	31	26
Kaipatiki	169	44	33	22
Devonport-Takapuna	95	51	35	16
Waitakere Ranges	98	52	43	29
Henderson-Massey	203	47	34	25
Whau	142	44	37	26
Waitemata	121	53	<u>51</u>	33
Waiheke and Great Barrier Islands	80	<u>59</u>	50	<u>45</u>
Albert-Eden	208	38	43	22
Puketapapa	107	34	31	24
Maungakiekie-Tamaki	133	48	44	<u>42</u>
Orakei	151	45	37	21
Howick	231	38	32	16
Otara-Papatoetoe	143	47	50	34
Mangere-Otahuhu	118	49	55	<u>39</u>
Manurewa	135	44	47	<u>43</u>
Papakura	101	48	54	33
Franklin	116	45	35	23
Total Auckland respondents	2716	46	40	28

APPENDIX 2: QUALITY OF LIFE PRE-SURVEY LETTER 2010



Date

Addressee's Name

Address Line 1

Address Line 2

City, postcode

Dear <named respondent>,

Have your say – Tell us what you think about Quality of Life in <City> Tihei Mauri Ora

We are seeking your views on important issues in your local area and your quality of life. This includes whether you feel safe in your community, how you rate local transport issues and your health and leisure time. We realise that 2010 has been difficult for many New Zealanders. The effects of the recession and the Canterbury earthquake have impacted on many of us. Your feedback will help us respond to local needs and improve on the quality of a number of programmes and services for New Zealanders.

The Quality of Life Survey is a nationwide survey carried out every two years by local councils. The Nielsen Company, an independent research company, is carrying out the survey on our behalf. Further information about the project is available at www.qualityoflifeproject.govt.nz.

Why me? What do I need to do?

You have been randomly chosen from the electoral roll to be included in this research. In the next couple of weeks The Nielsen Company may contact you to take part over the phone. The answers you supply will be confidential.

If you have any questions, please call 0800 400 402 toll free or email adrienne.pointer@nielsen.com. The telephone number we will be contacting you on is <xx xxx-xxxx>. If this is incorrect, or there is another phone number you would prefer us to use, please contact us via the phone or email address above.

This is an important survey about you and your community and we thank you in advance for helping us in our work.

Yours sincerely

Jim Harland
Chief Executive,
Dunedin City Council
Project Sponsor, Quality of Life Project

APPENDIX 3: QUALITY OF LIFE QUESTIONNAIRE 2010

QUALITY OF LIFE SURVEY

FINAL QUESTIONNAIRE

Good afternoon/evening. My name is calling from OCIS about Quality of Life on behalf of The Nielsen Company, an independent research company. You may remember we recently sent you a letter about our Quality of Life survey, this measures what life is like for people in New Zealand.

IF THEY REMEMBER AND WISH TO TAKE PART SKIP TO RECORDED STATEMENT*, IF NOT CONTINUE

This survey measures what life is like for you, your family and your community. It is a confidential survey and it may take up to 20 minutes. We realise that the last year has been particularly difficult for a number of New Zealanders, due to events like the economic recession and the Canterbury earthquakes, but would like to stress that your views and experiences are really important to us. We would really appreciate you agreeing to be interviewed.

IF NECESSARY: You have been chosen at random to take part and your answers will be used in the strictest confidence. It will cover areas such as health, well being, transport, crime and safety, which provide government and local councils with accurate information on which to base their decisions.

Q1. The first few questions are just to ensure that we get a broad cross section of New Zealanders in our survey. Can you please confirm that you live in <city sample>

1. Yes
2. No

Q2. Which region of New Zealand do you live in?

Q3. How many years have you lived in this city / region?

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
6. Don't know

Q4. Can you please tell me which ethnic group or groups you belong to?

(Don't read out. Multiple response)

1. NZ European
2. Maori
3. Samoan
4. Cook Island Maori
5. Tongan
6. Niuean
7. Chinese
8. Indian

9. New Zealander / Kiwi (Don't read)
10. Other (Please specify)
11. (Don't read) Refused

Q5. Code gender

1. Male
2. Female

Quality Of Life

Q6. When you think about your quality of life what would you say are the three main things that contribute most to your quality of life?

(Don't read out. Multiple response)

Built Environment

Q7. On a scale of one to five, where one is strongly disagree and five is strongly agree rate your agreement with the statement 'I feel a sense of pride in the way **(For Auckland and Wellington insert 'my local area')** looks and feels'?

(If necessary for Auckland: Your local area is what you consider to be your local neighbourhood - the streets and areas around your residence)

(Read out. Single response).

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
6. **(Don't read)** Don't Know

Q8. What is your main reason for saying this?

(Don't read out. Single response)

Q9. For Auckland sample only

On a scale of one to five, where one is strongly disagree and five is strongly agree rate your agreement with the statement 'I feel a sense of pride in the way **the Auckland region** looks and feels? Do you ...

(Read out. Single response).

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
6. (Don't read) Don't Know

Q10. For Auckland sample only

What is your main reason for saying this?

(Don't read out. Single response)

Q11. In general, on a scale of one to five where one is very difficult and five is very easy, how easy or difficult is it for you to get to a local park or other green space?

1. Very difficult
2. Difficult
3. Neither
4. Easy
5. Very easy
6. **(Don't read)** Don't know

Crime/Safety

Q12. (Asked only of sample from Auckland, Porirua, Lower Hutt, Wellington, WRC samples).

Which area do you regard as your 'city centre'? **(Open ended)**

Q13. Now thinking about issues of crime and safety, using a four point scale ranging from very unsafe, a bit unsafe, fairly safe to very safe, please tell me how safe or unsafe you would feel in the following situations

Rotate statements. Read out.

- In your home during the day
- In your home after dark
- Walking alone in your neighbourhood after dark
- In your city centre during the day
- In your city centre after dark

1. Very unsafe
2. A bit unsafe
3. Fairly safe
4. Very safe
5. **(Don't read)** Don't know

For those who rated 1 or 2 for (city centre after dark) above ask:

Q14. You said you feel unsafe in your city centre after dark, why do you say that?

Q15. On a scale of one to four, where one is very unsafe and four is very safe, can you tell me how safe or unsafe you think your local neighbourhood is for children aged under 14 years to play in while unsupervised?

(Don't read out. Single response)

1. Very unsafe
2. A bit unsafe
3. Fairly safe
4. Very safe
5. **(Don't read)** Don't know

Q16. Have any of the following been a problem in your local area over the last 12 months? Has **(insert issue)** been a problem?

(Rotate statements. Read out).

- Rubbish or litter lying about on the streets
- Graffiti or tagging

- Vandalism, other than graffiti or tagging, including broken windows in shops and public buildings
- Car theft, damage to cars or theft from cars
- Dangerous driving including drink driving, speeding or hoons
- People who you feel unsafe around because of their behaviour, attitude or appearance
- Air pollution
- Water pollution including pollution in streams, rivers, lakes and in the sea
- Noise pollution
- Alcohol or drug problems or anti-social behaviour associated with the consumption of alcohol (*New item in 2010*)

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

Public Transport

Now thinking about public transport.

Q17. In the last 12 months, how often did you use public transport? ***If necessary:*** By public transport, I mean cable cars, ferries, trains and buses, including school buses. I do not mean taxis.

(Read out if necessary. Single response)

1. 5 or more times per week
2. 2-4 times a week
3. Once a week
4. 2-3 times a month
5. Once a month
6. Less often
7. Did not use public transport in the last 12 months
8. (***Don't read***) Not applicable, no public transport available in area ***Skip to Q20***
9. (***Don't read***) Don't know.

Q18. (Ask of those who use public transport less than once a month). For what reasons do you not use public transport more often?

Q19. (ask of all respondents excl. those with no public transport in local area)

Thinking about public transport in **<for Auckland insert 'the Auckland region'>** on a scale of one to five, where one is strongly disagree and five is strongly agree, rate the following:

Public transport is ...

(Rotate statements and read out. Single response for each)

- a affordable
- b safe
- c easy to get to
- d frequent (comes often)
- e reliable (comes when it says it will)

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
6. **(Don't read)** Don't know

Democracy – ** these questions were not asked of Auckland sample in 2010 **

Q20. Thinking about your local City or District Council. On a scale of one to five, where one is strongly disagree and five strongly agree, rate the following
(Do not ask of Auckland sample)

(Rotate statements and read out. Single response for each)

- Overall, I understand how my Council makes decisions
- I would like to have more of a say in what the council does
- Overall, I have confidence that the council makes decisions that are in the best interests of my city or district

Would you

(Read out. Single response).

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
6. **(Don't read)** Don't know

Q21. **(Ask if answered 1 or 2 in 3 above - confidence that the council makes decisions in the best interests)**

And why do you not have confidence that the council makes decisions that are in the best interests of your city or district?

Q22. Overall, how much influence do you feel the public has on the decisions that the Council makes? Would you say the public has

(Read out. Single response).

1. No influence
2. Small influence
3. Some influence
4. Large influence
5. **(Don't read)** Don't know

Work

Q23. Which of the following best describes your current employment status? By employed I mean you undertake work for pay, profit or other income, or do any work in a family business without pay.

1. Employed full time (30 hours a week or more)
2. Employed part time (less than 30 hours a week)
3. Not in paid employment and looking for work
4. Not in paid employment and not looking for work
5. **(Don't read)** Refused
6. **(Don't read)** Don't know

Q24. (Ask if Q23 = 1 or 2 only)

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

(Read out. Single response)

1. Very dissatisfied
2. Dissatisfied
3. Neutral
4. Satisfied
5. Very satisfied

(Don't read) Don't know

Health

Now a couple of health related questions.

Q25. In general, how would you rate your health?

(Read out. Single response)

1. Poor
2. Fair
3. Good
4. Very good
5. Excellent
6. **(Don't read)** Don't know

Q26. In the last 12 months, has there been any time when you needed to see a GP or doctor about your own health, but didn't get to see any doctor at all?

(Don't read out. Single response).

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

If yes - didn't go to doctor, ask

Q27. And why was that?

Q28. Thinking about ALL your physical activities, (including any physical tasks you might do at work, doing housework or playing sports) on how many of the last 7 days were you active? By 'active' I mean doing 15 minutes or more of vigorous activity (this is activity which makes you breathe a lot harder than normal), or 30 minutes or more of moderate exercise (which makes you breathe harder than normal, but only a little, like brisk walking)?

(Read out. Single response).

1. One day
2. Two days
3. Three days
4. Four days
5. Five days
6. Six days
7. Seven days
8. None
9. **(Don't read)** Don't know

Finances

Q29. 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?

1. Have more than enough money
2. Enough money
3. Just enough money
4. Not enough money
5. **(Don't read)** Refused

Local Communities

Q30. On a scale of one to five where one is strongly disagree and five is strongly agree rate the following: .

(Rotate statements. Read out)

- It's important to me to feel a sense of community with people in my local neighbourhood
- I feel a sense of community with others in my local neighbourhood.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
6. **(Don't read)** Don't know

Q31. (Ask of those who disagreed or strongly disagreed that they felt a sense of community) And for what reasons do you not feel a sense of community with your local neighbourhood?

Connectedness

Q32. Thinking about the social networks and groups you may be part of. Do you belong to any of the following?

Read Out. Multiple response

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, RSA or Lions
5. Online community or interest group, including sites like Facebook, Twitter, online gaming communities and forums
6. A network of people from work or school
7. Other social network or group
8. **(Don't read)** Family
9. **(Don't read)** Friends
10. **(Don't read)** Gym / Walking group
11. **(Don't read)** Age specific group eg senior citizens or children's
12. **(Don't read)** Ethnic / cultural group
13. **(Don't read)** None of the above

- Q33.** Would you say that your main social networks are ...
(Read out. Single response.)
1. Mostly based in the same local area where you live
 2. Mostly based on shared interests or beliefs but not necessarily based in the same local area where you live
 3. A mixture of both
 4. **(Don't read)** No social networks
 5. **(Don't read)** Family networks only
 6. **(Don't read)** Don't know
- Q34.** Some people tell us that they feel lonely or isolated while others say that they don't. In the last 12 months how often, if ever, have you felt lonely or isolated?
(Read out. Single response.)
1. Always
 2. Most of the time
 3. Sometimes
 4. Rarely
 5. Never
 6. **(Don't read)** Don't know
- Q35.** 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. Refused
 4. Don't know

Well-being

Now some questions about your general well being.

- Q36.** In general, how happy or unhappy would you say you are?
(Read out. Single response.)
1. Very happy
 2. Happy
 3. Neutral
 4. Unhappy
 5. Very unhappy
 6. **(Don't read)** Don't know
- Q37.** Taking everything into account, how satisfied or dissatisfied are you with your life in general these days?
(Read out. Single response)
1. Very satisfied
 2. Satisfied
 3. Neutral
 4. Dissatisfied
 5. Very dissatisfied
 6. **(Don't read)** Don't know
- Q38.** At some time in their lives, most people experience stress. Can you tell me how often in the last 12 months you have experienced stress that has had a negative affect on you? (If required: By stress I mean things that negatively affect people's working life, their

family life, their activities, their routine for taking care of household chores, their leisure time etc). (**Read out. Single response**)

1. Always
2. Most of the time
3. Sometimes
4. Rarely
5. Never
6. (**Do not read**) Don't know

Culture and Identity

Q.39. Thinking about (**Insert name of city**) as a place to live, on a scale of one to five where one is strongly disagree and five is strongly agree rate the following: "**insert city name** has a culturally rich and diverse arts scene".

For Auckland, say: By Auckland I mean Auckland region, from Wellsford to Bombay Hills, including the islands.

For Wellington, say: By Wellington, I mean Wellington City not Hutt City or Porirua City.
(**Read out. Single response**).

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
6. (**Don't read**) Don't know
7. (**Don't read**) Not applicable – rural, so no arts scene
8. (**Don't read**) Not applicable - other

Q40. New Zealand is becoming home for an increasing number of people with different lifestyles and cultures from different countries.

Cities: Overall, do you think this makes **Insert City ...**

(**Read out. Single response**)

1. A much better place to live
2. A better place to live
3. Makes no difference
4. A worse place to live
5. A much worse place to live
6. (**Don't read**) Don't know
7. (**Don't read**) Not applicable/no different lifestyle or cultures here

Q41. And why do you think it is a <better/worse> place to live? **Prompt.** What other reasons?

Q42. The next question concerns your overall quality of life. Would you say that overall your quality of life is ..

(**Read out. Single response.**)

1. Extremely poor
2. Poor
3. Neutral
4. Good
5. Extremely good
6. (**Don't read**) Don't know

Q43. And compared to 12 months ago, would you say your quality of has ..

(Read out. Single response.)

1. Decreased significantly
2. Decreased to some extent
3. Stayed about the same
4. Increased to some extent
5. Increased significantly
6. **(Don't read)** Don't know

Q44. Please say whether you strongly disagree, disagree, neither agree nor disagree, agree or strongly agree with the following statement: I would change my lifestyle to help prevent global warming if I knew it would make a difference.

(Read out. Single response.)

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree
6. **(Don't read)** Don't know
7. **(Don't read)** Refused

Demographics

Lastly, a few questions about you. This is so that we can compare the opinions of different types of New Zealanders.

Q45. Were you born in New Zealand?

1. Yes
2. No
3. **(Don't read)** Refused

Q46. How many years have you lived in New Zealand?

Q47. Currently, how many people live in your household, including yourself?

Q48. Who owns the residence you live in? **(Don't read out. Single response).**

1. You own this house / apartment
2. You jointly own this house / apartment with other people
3. A family trust owns this house / apartment
4. Parents or other family members own the house / apartment / flat
5. A private landlord who is NOT related to you owns the house / apartment / flat
6. A local authority or council owns the house / apartment / flat
7. Housing NZ owns the house / apartment / flat
8. Other State Landlord
9. Don't know
10. Refused

Q49. What is the highest qualification that you have completed that took longer than three months to finish?

(Read out. Single response)

1. Less than school certificate or less than 80 credits for NCEA level 1 (no formal qualifications)
2. NCEA Level 1 or School Certificate

3. Sixth form/UE/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 (Masters' degree or PhD)
15. Post graduate diploma
16. **(Don't read)** Other (**Please specify**)

Q50. Which best describes your annual personal income before tax?

(Read out. Single response).

1. Loss
2. No income
3. Less than \$10,000 per year
4. Between \$10,001 and \$20,000 per year
5. Between \$20,001 and \$30,000 per year
6. Between \$30,001 and \$40,000 per year
7. Between \$40,001 and \$50,000 per year
8. Between \$50,001 and \$60,000 per year
9. Between \$60,001 and \$70,000 per year
10. Between \$70,001 and \$100,000 per year
11. \$100,000 or more per year
12. **(Don't read)** Refused
13. **(Don't read)** Don't know

Q51. Which best describes your household's annual income before tax?

(Read out. Single response).

1. Loss
2. No income
3. Less than \$10,000 per year
4. Between \$10,001 and \$20,000 per year
5. Between \$20,001 and \$30,000 per year
6. Between \$30,001 and \$40,000 per year
7. Between \$40,001 and \$50,000 per year
8. Between \$50,001 and \$60,000 per year
9. Between \$60,001 and \$70,000 per year
10. Between \$70,001 and \$80,000 per year
11. Between \$80,001 and \$90,000 per year
12. Between \$90,001 and \$100,000 per year
13. Between \$100,001 and \$150,000 per year
14. Between \$150,001 and \$200,000 per year
15. More than \$200,000 per year
16. **(Don't read)** Refused
17. **(Don't read)** Don't know

END