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**Quality of Life 2010**



# Quality of Life Survey 2010 Eight Cities Report

Report Prepared For:

## Quality of Life Survey Team

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**Opinion Statement**

***Nielsen certifies that the information contained in this report has been compiled in accordance with sound market research methods and principles, as well as proprietary methodologies developed by, or for, Nielsen. Nielsen believes that this report represents a fair, accurate and comprehensive analysis of the information collected, with all sampled information subject to normal statistical variance.***

## 1.0 Executive Insights

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### Introduction

The Quality of Life Survey is a multi-agency research project, exploring quality of life issues in New Zealand. It is a partnership between eight New Zealand City Councils.

The aim of the survey is to measure residents' perceptions of overall quality of life. The Quality of Life Survey measures New Zealand residents' perceptions of:

- Quality of life
- Health and wellbeing
- Crime and safety
- Community, culture and social networks
- Council decision making processes
- Environment
- Public Transport
- Lifestyle.

This following report presents the results of the eight cities. City level reports are also available for five of the eight Councils.

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### Methodology

Computer Assisted Telephone Interviews (CATI) interviews were conducted with n=6,279 New Zealand residents aged 15 years and older living within the eight cities.

Quotas were set for ethnicity, age, location and gender.

Respondents were selected randomly from the Electoral Roll. A pre-notification letter was sent to potential respondents, who were contacted by phone for the interviewing within two weeks of receiving the letter.

Fieldwork was conducted between 19 November 2010 and 2 March 2011. All interviewing in Christchurch was undertaken before the February 22<sup>nd</sup> 2011 earthquake (and after the first large quake in September 2010).

The average duration of the interviews was 20.3 minutes. The final response rate was 44% (an increase from 37% in 2008).

The data in this report has been weighted to reflect the general population. The sample of n=6,279 residents from across the cities has a maximum margin of error of +/- 1.2% at the 95% confidence level.

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## Quality of Life

The majority (92%) of residents in the eight cities rate their overall quality of life positively, with 63% rating it as *good* and 29% as *extremely good*. While the rating of *extremely good* (29%) has increased since 2008 (27%), the proportion who rate their overall quality of life positively (*extremely good* or *good*) has not changed (92%).

When asked to evaluate whether their quality of life has changed compared to twelve months earlier, just under one third (31%) of respondents living in the eight cities say their quality of life has increased, 54% indicate it has remained about the same, while 15% indicate it has decreased.

### Components of Quality of Life

Just over half (54%) of the eight cities residents spontaneously mentioned *family* as one of the three main components that contribute to their quality of life. The next most frequently mentioned components are *financial stability* (30%), *health* (28%) and *work* (26%).

## Health and Wellbeing

### Overall health

The majority of residents in the eight cities (89%) rate their health positively, responding with a rating of either *excellent* (22%), *very good* (41%) or *good* (26%). This result is consistent with 2008 and 2006 results.

### Barriers to GP usage

Just 5% of the eight cities residents had an occasion in the last twelve months when they needed to see a GP or doctor about their own health, but didn't get to see a doctor at all. This is a significant decrease from 6% in 2008 and 20% in 2006.

For those who wanted to see a GP or doctor in the past twelve months but didn't get to, the most commonly mentioned reason for more than two fifths (42%) was because *the GP was too busy*. Around a quarter of respondents said it was because it was *too expensive* (23%) or *they were too busy* (22%).

The proportion who mentioned *the GP was too busy* (42%) and *too expensive* (17%) have both increased since 2008 (33% and 17% respectively).

### Frequency of doing physical activity

Just under one in three (29%) of the eight cities residents undertook physical activity every day in the seven days leading up to interviewing, with 52% undertaking physical activity five or more days (an significant increase from 49% in 2008). Under one in 10 (8%) did no physical activity on the seven days leading up to interviewing.

### Emotional wellbeing

The majority (90%) of the eight cities residents rate themselves as having a positive emotional wellbeing, with a rating of *very happy* (37%) or *happy* (53%).

### Satisfaction with life in general

The majority of the eight cities residents are satisfied with their life in general (87%), responding with a rating of either *very satisfied* (32%) or *satisfied* (55%).

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### Stress

Almost one in ten (9%) eight cities residents are regularly experiencing stress that has a negative effect on them, with 1% *always* stressed and 8% stressed *most of the time*.

### Availability of support

The majority of the eight cities residents (97%) say they have someone to turn to for help if they were faced with a serious illness or injury, or needed emotional support during a difficult time.

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## Crime and Safety

### Perceptions of crime and other undesirable problems

The criminal and anti-social activities most visible over the past twelve months to the eight cities residents are dangerous driving (75% of residents saw this as a problem in their area during this time period), alcohol or drugs (65%) and car theft or damage (60%). Vandalism (49%) and the presence of unsafe people (48%) are relatively less visible problems.

Compared to 2008, the following activities have seen a significant decrease in the proportion of residents who view them as a problem; vandalism (53% in 2008 to 49% in 2010), car theft (62% in 2008 to 60% 2010) and the presence of unsafe people (50% in 2008 to 48% in 2010).

Compared to 2008, the perception of dangerous driving has increased significantly (73% in 2008 to 75% in 2010).

### Sense of safety

The majority of the eight cities residents feel safe (*fairly* or *very safe*) in their homes (97% during the day, 94% after dark), walking alone in their neighbourhood after dark (69%) and in their city centre during the day (95%). However, 43% feel unsafe (*very* or *a bit unsafe*) in their city centre after dark.

The two most frequently mentioned reasons for feeling unsafe in their city centre after dark are *people who feel dangerous to be around* (33%) and *alcohol and drug problems* (26%).

### Safety of children

Three quarters (76%) of residents in the eight cities feel their local neighbourhood is safe for children under 14 years to play in while unsupervised (*very safe* or *fairly safe*).

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## Community, Culture and Social Networks

### Sense of community

More than two-thirds (71%) of the eight cities residents agree it is important to feel a sense of community with the people in the local neighbourhood, responding with a rating of *strongly agree* (30%) or *agree* (41%).

Three fifths (60%) of the eight cities residents agree they feel a sense of community with others in their local neighbourhood, with 18% agreeing strongly and 42% agreeing. Overall, 15% disagree that they feel this sense of community.

The most frequently mentioned reason for a lack of a sense of community is *lack of communication / events within a neighbourhood* (20%). The two next most frequently mentioned reasons are *people / neighbours are not welcoming / friendly / don't see the neighbours* (16%) and *like to keep to myself / stay at home* (14%).

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### Impact of greater cultural diversity

Around three fifths (62%) of the eight cities residents feel that the fact that New Zealand is becoming a home for an increasing number of people with different lifestyles and cultures from different countries makes their area a better place to live, with 18% saying it is *a much better place to live* and 45% saying it is *a better place to live*.

The most frequently mentioned reason for greater cultural diversity having a positive impact is *diversity is good / brings a broader perspective / new ideas* (51%). The next two most frequently mentioned reasons are *it's good to learn about other cultures / it reduces racism* (33%) and *it's good to mix with different cultures* (29%).

The most frequently mentioned reason for greater culture diversity having a negative impact is *a lack of integration into New Zealand society / don't mix* (38%). The two next most frequently mentioned reasons are *too many foreigners / too many different cultures* (23%) and *taking us over / taking our shops, jobs etc.* (17%).

### Social networks

The most common social network the eight cities residents belong to is *people from work or school* (57%). The next two are *online community or interest group, including Facebook and Twitter* (50%), and *hobby or interest group* (34%).

Of those who belong to a social network / group, 20% said their social networks are *mostly based on shared interests or beliefs, but not necessarily based in the same local area*, 20% are *mostly based in the same local area* and 60% are a mixture of both.

### Feeling of isolation

The majority (82%) of the eight cities residents rarely felt isolated or lonely over the past twelve months, with 55% saying *never* and 27% saying *rarely*. This remains unchanged from the 2008 result.

### Culturally rich and diverse arts scene

Three quarters (75%) of the eight cities residents agree their area / city has a culturally rich and diverse arts scene, with 30% who *strongly agree* and 45% who *agree*. Those more likely to agree (*strongly agree* or *agree*) are living in Wellington (93%) and Porirua (81%).

### Council Processes

Two fifths (40%) of those in the seven cities agree with the statement "*Overall, I understand how my Council makes decisions*" with nearly one in ten (9%) agreeing strongly.

### Confidence in Council decision making

Over half (53%) of the seven cities residents have confidence that the Council makes decisions in the best interests of their city or district, with 10% who *agree strongly* and 43% *agree*.

The two most frequently mentioned reasons for a lack of confidence in Council decision making being in the best interests of the city / district are *lack of public consultation / don't listen to public submissions* (31%) and *do not like the outcomes of the decisions they've made* (23%). Following these are *do not agree in general*

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*with decisions the council has made (19%) and have their own agendas / make decisions to suit themselves (17%).*

Just over three fifths (62%) of the seven cities residents say the public has an influence on the decisions the Council makes, with 9% saying the public has a *large influence* and 53% *some influence*.

Nearly half of the seven cities residents (46%) agree that they would like to have more say in what the Council does, with 16% saying they *strongly agree* and 30% saying they *agree*.

*Please note that due to being a newly formed council, Auckland respondents were not included in this section of the survey.*

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## **Built and Natural Environment**

### **Pride in city's look and feel**

Two thirds (66%) of the eight cities residents *agree* or *strongly agree* that they feel a sense of pride in the way their city or local area looks and feels.

The most frequently mentioned reason given by those who feel a sense of pride is *a good place to live / lifestyle* (19%). This is followed by *nice green city / beautiful parks and gardens / lots of gardens* (13%) and *clean and tidy / no litter* (12%).

The two most frequently mentioned reasons for those who do not feel a sense of pride in their city's look and feel are *[city or local area] looks drab / dowdy / needs better maintenance* (10%) and *needs improvement / not appealing* (9%).

### **Ease of access to local park or other green space**

The majority (94%) of residents in the eight cities find it *easy* or *very easy* to get to a local park or other green space in their city or local area. Those more likely to find it *easy* or *very easy* to find a local park or green space in their area are living in Christchurch (96%).

### **Perceptions of rubbish and pollution**

Most residents indicate that rubbish and pollution have been a problem in their city / area over the past twelve months. The most common problems are graffiti or tagging (68%), water pollution (including pollution in streams, rivers, lakes and in the sea) (46%), rubbish or litter lying on the streets (45%), noise pollution (35%) and least commonly air pollution (23%).

### **Preventing global warming**

Three quarters (76%) of the eight cities residents *agree* or *strongly agree* that they would change their lifestyle to help prevent global warming if they knew it would make a difference.

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## **Public Transport**

### **Frequency of use of public transport**

Nearly one in five (19%) eight cities residents are regular users (twice a week or more often) of public transport, with 12% using it five or more times a week.

Of all those who do not use public transport frequently (use it once a month or less often) more than half (52%) do not use it more often because they have a *preference for private transport*, and nearly a quarter (24%) say it is *because public transport is not convenient*.

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### **Perceptions of public transport**

When it comes to public transport, 75% agree it is *safe*, 69% *easy to get to*, 57% *frequent*, 53% *reliable* and 47% *affordable*.

Those living in Tauranga and Hutt City rated all of the above public transport attributes higher than the eight cities average.

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## **Lifestyle**

### **Employment status**

Just over half (52%) of residents in the eight cities are employed full time (for 30 hours or more per week). In addition to this, one fifth (20%) are in part-time work. Another fifth (20%) are not in paid employment and not looking for work, while 8% are not in paid employment and looking for work.

### **Balance between work and other aspects of life**

Four in five (79%) residents of the eight cities are satisfied with their balance between work and other aspects of their life, with 33% *very satisfied* and 45% *satisfied*.

### **Ability to cover costs of everyday needs**

The majority (86%) of eight cities residents feel they have enough money to cover the costs of their everyday needs, giving a rating of either *have more than enough* (14%), *enough* (36%), or *just enough* (36%) money. One in eight (13%) say they do not have enough money from their income to cover the costs of their everyday needs.

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## 2.0 Research Design

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### 2.1 Background

#### Quality of Life Project

In 1999, the Quality of Life Project was initiated to measure the impacts of urbanisation and its effects on the wellbeing of residents within large urban areas of New Zealand. The project was a collaborative effort between Auckland, Manukau, North Shore, Waitakere, Wellington, and Christchurch City Councils. The project was later extended to include six additional territorial authorities (Rodney, Hamilton, Tauranga, Hutt City, Porirua, and Dunedin). Fifty-six percent of New Zealand's total population reside within the territorial authorities now included in the Quality of Life Project.

The aim of the Project was to inform on the quality of life in major urban areas. The survey focused on collecting a range of social, economic and environmental indicators that were not available from official sources (e.g. Work and Income New Zealand, Statistics New Zealand, Ministry of Housing, and Health Services Council).

#### Quality of Life Survey

The Quality of Life Survey is carried out every two years. The territorial authorities are responsible for community wellbeing, health and safety, infrastructure, recreation, and culture. Given these responsibilities, they are committed to continuing to explore and measure quality of life issues in New Zealand through this survey.

Between 2004 and 2008, the Ministry of Social Development (MSD) partnered with the Quality of Life Project on the Quality of Life Survey in recognition of the close alignment with the Social Report (first released in 2001) indicators.

In November 2010, the seven councils in the wider Auckland region (Rodney and Franklin District Councils, North Shore, Waitakere, Auckland and Manukau City Councils and the Auckland Regional Council) were amalgamated into a unitary Auckland Council, and 21 local board areas. Therefore, the 2010 survey sampled residents across the whole Auckland region.

In addition, in 2010, Greater Wellington Regional Council commissioned additional interviews to increase the number of interviews within their regional areas that do not fall within the eight cities samples. This includes the Wairarapa, Kapiti and Upper Hutt.

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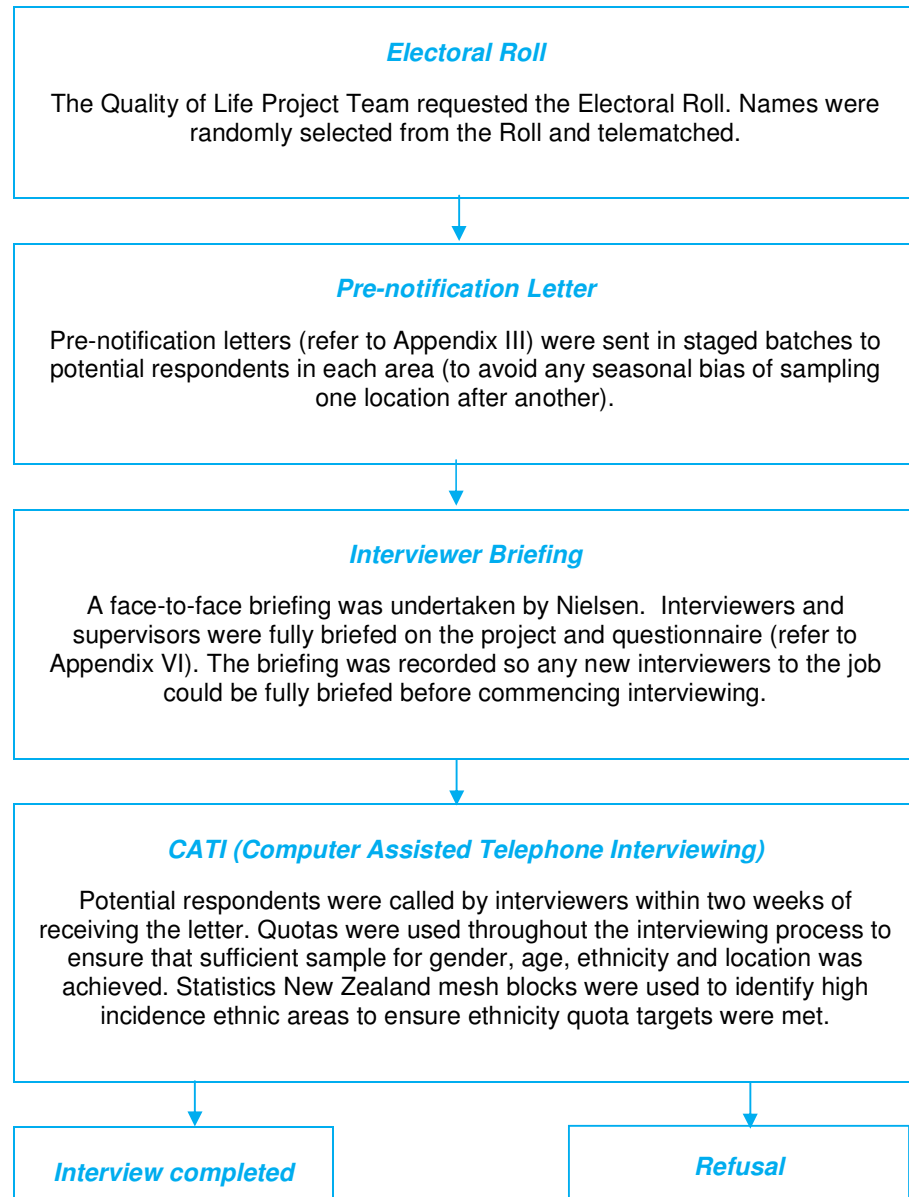
## 2.2 Objectives

The aim of the Quality of Life Survey is to measure residents' perceptions of overall quality of life. The survey measures the eight cities residents' perceptions of:

- Quality of life
  - Health and wellbeing
  - Crime and safety
  - Community, culture and social networks
  - Council decision making processes
  - Environment
  - Public transport
  - Lifestyle.
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### 2.3 Methodology

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



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### ***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 contains New Zealanders aged 18 years and over, therefore to ensure New Zealanders aged 15-17 were included in the survey, Nielsen used an in-house database of named individuals who have indicated they are willing to participate in surveys in the future to identify potential respondents aged 15-17 years.

### ***Pre-notification letter***

To maximise response rate a pre-notification letter (refer to Appendix III) 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 initially 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. The letters were signed by the Quality of Life Project Sponsors; Jim Harland and later successor Tony Marryatt (Chief Executive of Christchurch City Council).

The pre-survey letters 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 letter delivery to ensure the survey was fresh in the potential respondent's mind.

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## 2.4 Sample Design

### 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 approximately n=2,600 from Auckland, and n=500 residents from the remaining seven participating New Zealand cities allowing for sub-analysis of these groups. A summary of the sample and associated maximum margins of error follows. For further demographic information refer to Appendix I.

**Table 2.1: Margins of Error**

Location	Sample Target (n=6,121)	Sample Achieved (n=6,279)	Maximum margin of error (95% level of confidence)
Auckland	2,621	2,716	+/- 1.9
Hamilton	500	503	+/- 4.4
Tauranga	500	515	+/- 4.3
Porirua	500	516	+/- 4.3
Hutt City	500	505	+/- 4.4
Wellington	500	512	+/- 4.3
Christchurch	500	496	+/- 4.4
Dunedin	500	516	+/- 4.3
<b>TOTAL</b>	<b>6,121</b>	<b>6,279</b>	+/- 1.2

\* Excludes Wellington regional booster

### Quotas

To ensure a good representation of the eight cities population, quotas were set. These quotas were:

- Age
  - 15-24 years
  - 25-49 years
  - 50-64 years
  - 65 years or more
- Ethnicity
  - Māori
  - Pacific
  - Asian / Indian
- Gender
  - Male

- Female
- Location
  - By city at total level
  - By ward at city level (or Local Board for Auckland).

Auckland was split into four geographical areas to ensure quotas for gender, age and ethnicity were representative within these four areas, rather than across the whole city. The areas are:

- *Auckland North* (including 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 each of the Local Boards had a minimum quota of n=100.

The quotas set were soft quotas 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 following minimum quotas at the eight cities level were targeted:

**Table 2.2: Minimum Quotas**

Quota	2006 Census % of population	Minimum Quota	Achieved interviews	Maximum margin of error (95% confidence level)
Male	48%	2,774	2,988	+/- 1.8
Female	52%	3,042	3,291	+/- 1.7
15-24 years	20%	1,166	1,291	+/- 2.7
25-49 years	47%	2,710	2,853	+/- 1.8
50-64 years	20%	1,140	1,254	+/- 2.8
65 years or more	14%	803	881	+/- 3.3
Māori	10%	610	755	+/- 3.6
Pacific	9%	499	447	+/- 4.6
Asian / Indian	13%	729	771	+/- 3.5

## 2.5 Questionnaire Design

The majority of the questions were kept consistent with previous years. However to meet the changing needs of the Quality of Life Survey Team and to enhance the survey, some changes were made to the questionnaire. The changes were as follows:

### ***New Questions***

New questions added or rotated back in this measure:

- Quality of Life compared to 12 months ago
- Components of Quality of Life
- Reasons why respondents do not feel a sense of community in their local neighbourhood
- Location of main social networks
- Pride in region's look and feel and reasons for lack of pride (Auckland respondents only)
- Willingness to adapt lifestyle to prevent global warming

### ***Modified questions***

The following questions were simplified and / or enhanced from the 2008 survey:

- Age – this was taken from the Electoral Roll rather than asked of respondents
- Ease of access to a park or green space was shortened
- Perception of alcohol or drug problems was added to the perception of crime and other undesirable problems question
- Council Processes – due to the recency of the newly formed Auckland Council, it was decided that Auckland respondents would not be included in this section
- Reasons for not seeing a GP – the wording for this question was modified to more clearly explain the question
- Family was removed from being a prompted social group / network to being unprompted

### ***Questions removed for rotation***

A small number of questions were not asked this measure, but it is intended they will be added back in for future surveys. These questions were rotated to make room for other questions. Questions removed this measure for rotation were:

- Feeling of Trust
- Actively seeking work
- Availability to start work last week
- Satisfaction with leisure time
- Health condition and restriction of everyday activity
- Household make up, including number of people under 18.

## 2.6 Interview Pilot

Once the questionnaire review was complete, the questionnaire was programmed and tested using CATI software – SurveyCraft. Following this, a pilot of the survey was completed. The purpose of the pilot was to:

- Ensure the sampling, telematching and pre-notification letter process was running smoothly
- Create codeframes for the new question components of quality of life

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- Revise old codeframes
  - Test the new questions in terms of wording and respondent understanding
  - Test the length of the survey to prioritise questions for inclusion.

The pilot took place between 19 and 23 November, 2010. In total n=100 interviews were completed.

Following the pilot, the questionnaire was finalised using the pilot results and feedback from interviewers.

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## 2.7 Interviewing

The interviewing was conducted between 29 November 2010 and 2 March 2011. Please note that all interviewing in Christchurch occurred before the February 22<sup>nd</sup> 2011 earthquake (and after the first large quake in September 2010).

The average length of interview was 20.3 minutes.

Telephone interviews were conducted via OCIS CATI facilities in Auckland. The CATI system used for interviewing was SurveyCraft. The questionnaire was formatted prior to interviewing and interviewers keyed responses to the survey directly into PCs as they conducted the telephone interview. Routing logic was pre-specified to ensure that interviewers followed the correct question sequence.

Several attempts were made to contact a particular individual before that individual was replaced. This approach reduces bias in the sample, by giving people away from home additional opportunities to take part. Once contact was made with a potential respondent, attempt to re-contact them at a suitable time for the interview was made at least eight times.

Fully trained interviewers carried out all the interviews. Interviewers worked under full-time supervision and the supervisors were equipped with both visual and audio monitoring facilities to ensure the highest possible standard of interviewing. In accordance with ISO 20252, a minimum of 10% of each interviewer's work was monitored and validated via the supervisor monitoring system.

Interviews were carried out between 5pm and 9pm Monday to Friday and between 10am and 8pm in the weekends. The exception to this was when an appointment was made to conduct the interview at a time that was more convenient to the respondent.

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## 2.8 Quality Controls

Refer to Appendix VII

## 2.9 Response Rate

It is important to achieve the highest response rate possible to ensure the results accurately represent the population of the eight cities. Higher levels of non-response result in more bias due to the unknown responses of those who declined to participate. This bias can potentially make the survey results unrepresentative of the target population if the responses of those who do not respond differ from those that do.

To help maximise the response rate in the Quality of Life Survey 2010, the following strategies were put in place:

- The pre-notification letter was sent to named individuals rather than households, increasing the likelihood of being opened and read
- Focus was given during the pilot to assessing the persuasiveness of the introduction and the wording of the questionnaire to increase respondents' likelihood of agreeing to participate
- An 0800 (toll-free) number was used for respondents to check the legitimacy of the survey and ask questions if desired
- Respondents were encouraged to make appointments at times convenient to them and interviews already in progress were suspended until a later time if necessary (e.g. children requiring attention)
- A thorough face-to-face briefing of interviewers was held. This helped the interviewers to appreciate the importance of this survey and how the results are used (interviewer buy-in)
- A dedicated team of experienced interviewers was used. A component of interviewer staff training focuses on coping with potential non-response and strategies to turn around "soft" refusals
- A facts sheet was developed with the Quality of Life Survey Team and distributed through networks (e.g. ethnic leaders, churches) associated with the hard-to-reach groups to increase awareness of the project and its legitimacy (See Appendix X)

These measures resulted in a response rate of 44%. This is an increase from 37% in 2008. For a breakdown of response rate per area, refer to Appendix VIII.

To maintain consistency with previous surveys, the response rate was calculated using the following formula:

$$100 \times F / (F+E)$$

	Description	Examples
A	Contact not made, Eligibility not established	Answer machine, no answer, appointment made but not kept
B	Contact not made, Not eligible	Dead phone line, fax line, vacant/demolished dwelling
C	Contact made, Eligibility not established	Not able to determine eligibility because of health, language, availability
D	Contact made, Eligibility established, Not eligible	Industry screener, out of scope, quota full
E	Contact made, Eligibility established, Eligible, Not interviewed	Eligible but not interviewed - due to health, language, availability, refused, interview terminated
F	Contact made, Eligibility established, Eligible, Interview obtained	Interview obtained

## 2.10 Data Processing

### ***Data Cleaning***

The survey data was captured automatically into SurveyCraft at the time of interviewing. While interviewing was in progress, Nielsen data analysts:

- Undertook manual edits where interviewers had made a note of something incorrectly recorded during the interview
- Checked data for consistency and that skips and jumps were working correctly
- Undertook coding of verbatim and other responses and back coded these into the master database
- Prepared and continuously updated detailed datamaps and data dictionaries, so that databases could be passed between analysts with the layout, construction and history of the database attached to it throughout its life.

### ***Daily progress reporting of quota management***

Project management and client service staff were updated every morning on progress with interviewing and the outcome of attempts to contact respondents.

### ***Data Analysis***

All data were put through data cleaning and checking processes which included an exception reporting programme, manually checking data to ensure raw frequency counts and base numbers were correct and consistent, and that there were no 'bugs' in the data capture and analysis programmes.

Data were also checked for sense and meaning to ensure they contained no unexpected or inconsistent results. These processes were undertaken after completion of pilot surveys, at regular intervals during the fieldwork process, on completion of the fieldwork process and on completion of data tabulations.

We used a peer review process, where a "fresh set of eyes" checked all data in the reports, topline data, data tabulations, and electronic data files before delivering them, to minimise the possibility of error.

### ***Weighting***

Weighting was used to correct for imbalances in sample representation arising from a) the use of the Electoral Roll as a sample frame and the different selection probabilities arising from telematching and b) quotas not being fully achieved.

The weights were calibrated to match the population percentage figures for the quota control variables of ethnicity, age and gender. Details of the weighting process are given below.

The target sample size for each city was n=500 (n=2,621 for Auckland). There were some small variations against targets in terms of the actual numbers of interviews per city. These are specified in the relevant pages of the report.

For aggregate reporting of the eight cities, weighting adjustments were made to ensure that the contribution of each city to the total report population accurately reflected the population share rather than sample proportion.

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Statistics New Zealand figures from the 2006 Census (the most up-to-date source for New Zealand population data) were used for the weighting targets.

The following weights were used:

1. City Level data  
The data sets for each of the cities were individually weighted to ensure the sample distribution of age within gender and ethnicity matched that of the city's actual population aged 15 years and over. The weighted base equalled the sample size achieved within each city.
2. Auckland data  
Auckland was weighted as four sub-regions (as described in section 2.3 Quotas). A post-weight was then applied to each of these sub-regions to ensure that the contribution of the results from each sub-region maintained the correct proportionality when creating a Auckland data set.
3. Eight cities data  
Eight cities report bases were weighted to ensure the sample distribution for age within gender, ethnicity and the eight cities areas matched that of the actual population of those aged 15 years and over in the combined population of these cities. A post-weight was applied to each of the City level data weights to ensure that the contribution of the results from each city maintained the correct regional proportionality according to the population of each city, while still maintaining the weighted age by gender and ethnicity distribution within each of the eight cities.

Refer to Appendix V for matrices of each of the weightings applied.

#### *Weighting detail*

Ethnicity is an important demographic in the New Zealand context. It was necessary to use weighting to control for sample imbalances in ethnicity distributions. Respondents may identify with more than one ethnic group. For this survey, as in 2008, ethnicity representation was controlled for by setting each of four main ethnicity groups as elements or dimensions with Raking Ratio estimation weighting. The ethnicity groups were Māori, Pacific, Asian / Indian, and All Other ethnicities. This technique caters for the multiple response aspect of the ethnicity variable to be included in the weighting system.

The other weighting controls were age group – 15-24, 25-49, 50-64, 65+ – interlaced with two gender groups. The age by gender matrix was raked with each of the four dichotomous ethnicity groups. Weighting was applied to each city, prior to post-weighting.

#### *Age*

The age of the respondents was imputed from the Electoral Roll data.

**Table 2.3: Effective sample size after weighting (Eight City reporting)**

City	Sample size	% of Eight City Population (15+)	Effective sample size after weighting
Auckland	2,716	55%	3,475
Hamilton City	503	6%	345
Tauranga City	515	5%	280
Porirua City	516	2%	123
Hutt City	505	4%	257
Wellington City	512	8%	504
Christchurch City	496	15%	965
Dunedin City	516	5%	337
<b>Age</b>			
15-24 years	1,291	20%	1,265
25-49 years	2,853	47%	2,970
50-64 years	1,254	19%	1,209
65 years +	881	14%	841
<b>Ethnicity</b>			
European	4,780	74%	4,632
Māori	755	9%	587
Pacific	447	8%	534
Asian / Indian	771	15%	925
<b>Gender</b>			
Male	2,988	48%	3,010
Female	3,291	52%	3,275

## 2.11 Reporting

### *Significant differences*

The differences reported between sub-groups in this report are significant at the 95% confidence level.

For rating scale questions, significant differences are reported at top-two or bottom-two box level (e.g. for a scale of extremely good, good, neither poor nor good, poor and extremely poor, differences have been tested between sub-groups for *extremely good + good*).

For open-ended questions, significant differences are shown for the top two or three responses, (as outlined in the first chart commentary for that question).

For open-ended questions only responses with 5% or more of respondents are shown in the charts, for full results to these questions see Appendix II.

Any differences at top-two box level (or within the top-two of these most frequently mentioned responses for open-ended questions) that are not mentioned in the commentary are not significant.

### *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 and therefore results should be viewed with caution.

### *Ethnicity nets*

In this report total ethnicity is reported rather than prioritised ethnicity (as was used in 2006 reports). This means for 2010 a person with multiple ethnicities may be counted in more than one ethnic group and ethnicity percentages add to more than 100 percent.