Acknowledgements

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

The members of the Quality of Life steering group were:

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

Representatives from Colmar Brunton who worked on this project were

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

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For more information on the Quality of Life Survey and to access the results for 2016, as well as reports from previous years, please go to the Quality of Life website. http://www.qualityoflifeproject.govt.nz/survey.htm

This report was finalised 16 September 2016.
Quality of Life Survey 2016
Technical report

A joint project between the following New Zealand councils
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1. INTRODUCTION

1.1 Background

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

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

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

This report outlines technical details of how the 2016 Quality of Life survey was carried out – including methodology, sampling, weighting and data analysis.

1.2 Council involvement

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

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

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

The target population was New Zealanders aged 18 and over, living within the areas governed by the participating councils.
It should be noted that as two of the councils listed above are regional councils, there are overlaps in the boundaries of participating councils.¹ The Waikato region includes the area covered by Hamilton City Council; and the Greater Wellington region includes the areas covered by Hutt City, Porirua City and Wellington City Councils. The two regional council areas also include smaller towns as well as rural and semi-rural areas.²

The results for 2016 are provided in the *Quality of Life Survey 2016 Topline Report*. Throughout that report, the results for all nine council areas are reported on separately, and in addition, the aggregated results for the seven non-regional councils are provided (referred to throughout as the ‘seven city total’). In light of the original reason for establishing the Quality of Life survey (discussed above), the focus of the text in that report is on the seven cities, as these are substantially urban areas.³

1.3 Final sample size

A total sample of 7,155 was achieved.

This included 5,904 residents aged 18 and over living in the seven cities, as well as an additional 743 residents living in the broader Waikato region, and 508 in the Greater Wellington region. Refer to Section 2.2 for more detail on sampling design.

---

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

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

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

This section details the 2016 survey methodology, sampling design, questionnaire design and response rates.

2.1 Methodology

The 2016 survey employed a sequential mixed-method methodology, enabling respondents to complete the survey either online or on paper. This methodology was also used successfully in the 2014 and 2012 surveys, whereas in previous years a CATI survey had been undertaken.

The sequential mixed-method approach allows respondents to complete the survey in their preferred format – either online or by paper. Potential respondents were selected from the New Zealand Electoral Roll.

Respondents were encouraged to complete the survey online in the first instance, later being offered the option of completing a hard-copy (paper based) questionnaire. Similar to previous years, 62% of respondents completed the survey online compared with 38% on paper.

The research took place in two waves from 14 March to 22 June 2016. A two-stage approach to fieldwork was taken in order to seek cost efficiencies, and to allow for targeted mailouts to specific demographic groups (for example young people) and/or geographic areas (for example certain local board areas in Auckland) that are known to be less likely to respond to surveys. Colmar Brunton was able to take into account demographic groups and areas that had not responded strongly to the first wave mailout and adjust the second wave mailout numbers accordingly.

An overview of the research process for the 2016 Quality of Life Survey is shown below. Refer to section 2.4 for more detail on the survey materials and research process.
2.2 Sample design

Main sample

Sampling frame

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

Sampling design

The sample was a stratified probability sample of the population of nine geographic areas covering the participating councils. The nine geographic strata were Auckland, Hamilton city, Waikato region (excluding Hamilton city), Hutt city, Porirua city, Wellington city, Greater Wellington (excluding Hutt, Porirua and Wellington cities), Christchurch city, and Dunedin city.

Within the nine geographic strata, the sample was stratified by age and ethnicity, as follows:

- Māori 18-24 years
- Non-Māori 18-24 years
- Māori 25 years+
- Non-Māori 25 years+.

Within each age by ethnicity stratum, the sample was ordered by sub-city level (either ward or suburb clusters) at city level (or local board for Auckland) and a procedure of selecting 1 in every n records was followed. This process ensured geographic spread was achieved within each stratum.

2013 Census data were used to calculate targets for each Council area.

In Auckland, there was a requirement to achieve 100 completed surveys in each of the Auckland local board areas, with the exception of Great Barrier and Waiheke Islands, where 100 interviews were required in these two areas combined. Where the above process was unlikely to result in the minimum local board quotas being met, additional records were randomly selected with each local board.

Checks were carried out for any records with a postcode outside of the geographic region for which the record had been selected. These records were removed and replaced with a new record from the same sampling stratum.

The following table summarises the target sample, achieved sample, and maximum margins of error. Margins of errors have been calculated at the 95% confidence level and assume simple random sampling.

---

4 The interval size was determined by dividing the population size of the stratum by the required number of records needed from that stratum.
**Target sample, achieved sample, and sampling errors**

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

*This margin of error is based on an effective sample size that takes into account the disproportionate sampling of Hamilton city and the ‘rest of Greater Waikato’ in the Greater Waikato region area.

*This margin of error is based on an effective sample size that takes into account the disproportionate sampling of Hutt city, Porirua city, Wellington city, and the ‘rest of Greater Wellington’ in the Greater Wellington area.

**Asian and Pacific boosters**

A further sample was also drawn from Colmar Brunton’s online panel to boost the number of Pacific and Asian peoples, in order to ensure robust analysis by ethnicity. These potential respondents were emailed a survey invitation and completed the survey online. A total of 201 respondents participated using this method - 100 identified with a Pacific ethnicity and 101 with an Asian ethnicity.
2.3 Questionnaire design

The 2014 questionnaire was reviewed by the project team and Colmar Brunton to ensure that the 2016 survey results would provide relevant and useful information. Several questions were removed and some new ones were added. A summary of changes made to the questionnaire follows.

New questions

- Rating aspects of keeping home warm in winter (efficacy, affordability, and whether any problems with damp or mould) \(^5\)
- Type of dwelling currently living in

Questions removed

- Life satisfaction
- Rating of general happiness
- Reasons for change in quality of life in last 12 months
- Perceived safety at home during the day
- Ease of accessing local park or green space
- Main form of transport
- Frequency of private transport use
- Reasons for lack of confidence in Council decision making
- Reasons for not experiencing a sense of community with others in neighbourhood
- Reasons for impact of cultural diversity response.

Programming and design

The survey was programmed in Dimensions (an online survey software used by Colmar Brunton) and designed to be device agnostic (i.e. easily able to complete on either smartphone, PC, or tablet). Data from hard copy versions of the questionnaire were entered directly into this software, so that a single comprehensive data base was created. Hard copy questionnaires contained a small amount of ‘missing information’. This was recorded in the database.

The average completion time for the online survey was 18.6 minutes.

There were some slight differences in question wording depending on individual Council requirements, and the size of the council jurisdiction. In addition, the Christchurch questionnaire asked residents about the impacts of the earthquakes. The respondent's address on the Electoral Roll was used to direct respondents to the appropriate survey for the Council area they lived in.

Each participating Council had its own version of the hard copy questionnaire, whereas the online script was programmed to present questions with specific references to the respondent's area (for example, 'Wellington is a great place to live').

\(^5\) These questions are consistent with questions in Statistics New Zealand's General Social Survey.
Questionnaire differences by Council area are as follows:

- **Area currently living in (Q1)**
- Depending on the broader population size of the participating council, Auckland, Waikato region and the Greater Wellington region questionnaires referred to ‘your local area’ for the following seven questions, whereas other cities’ questionnaires referred to the specific city name (e.g. Hutt City)
  - Sense of pride in local area or city (Q3, 4 and 5)
  - Rating of local area or city as a great place to live (Q6)
  - Rating of potential problems in local area or city in previous 12 months (Q11)
  - Rating of local arts scene (Q27)
  - Rating of effect of increased cultural diversity on local area or city (Q28)
- Christchurch respondents were offered additional options for their response to Qs 4 and 5, as follows:
  - Three additional reasons for not feeling pride in the look and feel of Christchurch (Q4): Damage to the city environment as a result of the earthquakes (e.g. building demolitions, cordons, damage to infrastructure such as roads, closure of facilities); Loss of, or significant damage to, some local communities and residential areas as a result of the earthquakes; and Loss or displacement of commercial activities or businesses in some locations in the city as a result of the earthquakes.
  - Two additional reasons for feeling pride in the look and feel of Christchurch (Q5): Growth in commercial or business opportunities in some locations in the city as a result of the earthquakes (e.g. expanding retail and café / restaurant development in some suburbs); and New opportunities for building development and urban design as a result of the earthquakes.
- In Q12 the description of public transport varied slightly across the nine geographic areas, depending on public transport available in each city or region. So, in the description ‘For public transport, please include (options below). Taxis are not included as public transport’, the following wording was used:
  - Wellington City: cable cars, ferries, trains and buses including school buses
  - Auckland, Hutt City and Greater Wellington region: ferries, trains and buses including school buses
  - Hamilton, Waikato region, Porirua and Christchurch: trains and buses including school buses
  - Dunedin: buses including school buses.

A copy of the final questionnaire used in Wellington city can be found in Appendix IV. While slight differences in questionnaires exist for each participating Council, the majority of questions in the Wellington questionnaire are the same for other Council areas.
2.4 Survey materials

Survey materials were designed to capture the attention of potential respondents, to highlight the most relevant details and to have a professional look and feel. Council branding was included on all mailing items to indicate the importance and scope of the Quality of Life survey.

Initial contact – Invitation letter

Potential respondents selected from the Electoral Roll were sent a letter inviting them to complete the Quality of Life survey online. The letter detailed the important role of the survey in shaping their local community, highlighted the incentive for providing their opinions, assured respondents of their privacy, and provided both a 0800 number and an email address for any queries.

The invitation letter contained a unique six-digit survey code to log-in to the survey, which respondents could either access via the provided survey link, or by scanning the quick reference (QR) code.
Second contact – First reminder postcard

Eight days after potential respondents were sent an invitation letter, a reminder postcard was sent to those who had not yet completed the survey. Reminders were not sent to those whose mail had ‘returned to sender’ or who had opted out of the survey by phone or email.

The first reminder postcard highlighted the potential incentives for completing the survey.

Third contact – Survey pack with hard copy version

Seven to ten days after the first reminder, a survey pack was provided to respondents who hadn’t yet completed the survey. The survey pack contained a letter, reply paid envelope, and a hard copy questionnaire booklet. The letter reminded respondents how to complete the survey online and reiterated how their anonymity would be maintained. The questionnaire was carefully designed and formatted to be easy to read and complete.
Final contact – Second reminder postcard

Between one and two weeks after the survey pack was sent to respondents, a second reminder postcard was sent to those who had still not completed the survey.
2.5 Survey response

Survey response channel (online or hard copy)

Similar to 2014, 62% of all respondents completed the survey online (including those who were recruited via the Colmar Brunton panel). The chart below shows this proportionality across all nine participating council areas.

Of those who filled it out online, 70% completed the survey on a desktop or laptop computer, 18% on a tablet, and 11% on a smartphone (1% were ‘another device’).

<table>
<thead>
<tr>
<th>Survey response by Council area</th>
<th>Online* (%)</th>
<th>Hard copy (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All survey responses</td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td>Auckland</td>
<td>65%</td>
<td>35%</td>
</tr>
<tr>
<td>Hamilton</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>Hutt</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>Porirua</td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td>Wellington</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>Christchurch</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Dunedin</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Waikato Region (incl. Hamilton)</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>Greater Wellington Region (incl. Hutt, Porirua and Wellington City)</td>
<td>65%</td>
<td>35%</td>
</tr>
</tbody>
</table>

*Also includes Colmar Brunton panel members invited to complete the survey via email.

Responses to the survey during fieldwork

The following chart maps the cumulative responses to the survey online across each wave.

*Response to the quality of life survey (cumulative)*
2.6 Respondent queries

Respondent queries were directed to either an 0800 number and/or an email address. Both were regularly monitored by Colmar Brunton staff. Common queries received via these channels related to: wanting to opt-out of the survey, difficulty accessing the online survey, providing feedback on areas not asked in the survey questions (relating to local Council or quality of life) and informing that the named respondent no longer lived at the address, or could not participate for another reason.

2.7 Data entry

Process

As completed hard copy questionnaires were received at Colmar Brunton’s Takapuna office, these were data entered according to the protocols outlined below. In the cases where respondents had not answered questions, these data were entered as ‘missing information’. Missing information is a survey response code strictly used for hard copy surveys in these instances; the scripting behind the online survey ensured that respondents who completed the survey online answered all of the relevant questions.

Protocols

Data entry protocols were set to ensure consistency across questionnaires and between survey years. These protocols were as follows:

- If a questionnaire is identified as already entered (online) please write ‘online’ on front cover and put aside.
- In the case of multiple answers for single answer questions, please rotate choice and initial option used.
- Other specify – type in exactly as written.
- Q1 – Greater Wellington Region: Please note that it is legitimate that respondents can select Porirua, Hutt City or Wellington City. Please code accordingly.
- Q1 – Waikato Region: Please note that it is legitimate that respondents can select Hamilton City. Please code accordingly.
- Q4 – Only enter responses if they have selected codes 1 or 2 at Q3.
- Q5 – Only enter responses if they have selected codes 4 or 5 at Q3.
- Q10 City Centre - If no answer given type NA.
- Q13 – Only enter responses if they have selected codes 1-7 at Q12.
- Q17 – Only enter responses if they have selected codes 1-2 at Q16.
- Q32 Ethnic Group - Multiple answers are valid.
- Q34 – If respondent ticks more than one gender please select ‘gender diverse’.
- Q34 – If gender is missing look at name and select an appropriate response.
- Q36 – Only enter response if they have selected codes 1 at Q35.
- Q37 Number of people in household – for any number over 13; check the address on the sample file. If a student hall, retirement village, rest home, hostel etc. code Q37 as 1 person.
- Q38 Residence owner - If options 1, 2, 3 or 4 and 5 are circled, enter as 5 –family trust.
- Q40 Highest Qualification - Single answer only. If multiple responses, with a few exceptions, the higher the number, the higher the qualification.

Quality control

As part of Colmar Brunton’s quality control process, more than 10% of data entered questionnaires were validated by another person.
2.8 Data cleaning

Following the quality control process, a full database of respondents was finalised and thoroughly checked. In this phase data cleaning was carried out to remove respondents’ hard copy answers if they had also completed the online questionnaire. This was required for 26 respondents.

Question bases were also checked for survey variables required for weighting. In a small number of cases, information was missing from survey questions needed for weighting purposes (i.e. gender, age and ethnicity). A data imputation process was followed for these responses. Gender was assigned for 17 respondents from the Electoral Roll based on respondents’ names and titles. Respondents missing either age (9 respondents) or ethnicity (16 respondents) responses were randomly allocated to response categories in proportion to population distributions.

2.9 Response rate

Electoral Roll sample

A total of 25,081 potential respondents were randomly selected from the New Zealand Electoral Roll.

Survey invitation outcomes were tracked, including numbers of postal returns and email or phone call responses (such as not wanting to participate in the survey, or could not due to death/having moved residence/no such address). A total of 6,954 completed surveys were collected using this method.

Two response rates are shown in the table on the next page, and are calculated as follows:

- **Response rate method 1** = \( \frac{\text{Number of completed surveys}}{\text{total number of survey invitations sent out (excluding ineligible respondents)}} \times 100 \)

  A total of 6,954 completed questionnaires were received from people who had been invited to participate using details taken from the Electoral Roll, resulting in a 28.7% response rate.

- **Response rate method 2** = \( \frac{\text{Number of completed surveys}}{\text{total number of survey invitations sent out (excluding ineligible respondents and estimated ineligibles for unknown outcomes)}} \times 100 \)

  This method estimates how many with an ‘unknown outcome’ would have been ineligible, based on the known eligibility rate. This is a conservative assumption as there is no obligation for respondents to notify Colmar Brunton that they will not be participating. The response rate using this method is 31.1%.

---

6 The known eligibility rate is the number of completed interviews divided by the sum of the number of completes and ineligibles. At a total sample level, this is \( \frac{6953}{(6953+857)} = 0.89 \).
Survey response by Council area (Electoral roll sample only)

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>AUCKLAND</th>
<th>HAMILTON</th>
<th>HUTT</th>
<th>PORIRUA</th>
<th>WELLINGTON</th>
<th>CHRISTCHURCH</th>
<th>DUNEDIN</th>
<th>WAIKATO</th>
<th>GREATER WELLINGTON</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Survey invitations</strong></td>
<td>25,081</td>
<td>10,730</td>
<td>1,968</td>
<td>1,876</td>
<td>1,830</td>
<td>1,612</td>
<td>1,435</td>
<td>1,588</td>
<td>2,562</td>
<td>1,480</td>
</tr>
<tr>
<td><strong>Completes</strong></td>
<td>6,954</td>
<td>2,597</td>
<td>529</td>
<td>524</td>
<td>529</td>
<td>519</td>
<td>510</td>
<td>504</td>
<td>736</td>
<td>506</td>
</tr>
<tr>
<td>Online</td>
<td>4,260</td>
<td>1,654</td>
<td>306</td>
<td>352</td>
<td>325</td>
<td>381</td>
<td>280</td>
<td>301</td>
<td>377</td>
<td>284</td>
</tr>
<tr>
<td>Hard copy</td>
<td>2,694</td>
<td>943</td>
<td>223</td>
<td>172</td>
<td>204</td>
<td>138</td>
<td>230</td>
<td>203</td>
<td>359</td>
<td>222</td>
</tr>
<tr>
<td><strong>No response/refusals</strong></td>
<td>17,270</td>
<td>7,804</td>
<td>1,371</td>
<td>1,302</td>
<td>1,252</td>
<td>1,025</td>
<td>881</td>
<td>986</td>
<td>1,714</td>
<td>935</td>
</tr>
<tr>
<td>Refused</td>
<td>55</td>
<td>24</td>
<td>7</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Incomplete</td>
<td>44</td>
<td>7</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>9</td>
<td>9</td>
<td>3</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Unknown outcome</td>
<td>17,171</td>
<td>7,773</td>
<td>1,360</td>
<td>1,294</td>
<td>1,245</td>
<td>1,014</td>
<td>871</td>
<td>980</td>
<td>1,704</td>
<td>930</td>
</tr>
<tr>
<td><strong>Ineligibles</strong></td>
<td>857</td>
<td>329</td>
<td>68</td>
<td>50</td>
<td>49</td>
<td>68</td>
<td>44</td>
<td>98</td>
<td>112</td>
<td>39</td>
</tr>
<tr>
<td>Gone - no address</td>
<td>855</td>
<td>329</td>
<td>66</td>
<td>50</td>
<td>49</td>
<td>68</td>
<td>44</td>
<td>98</td>
<td>112</td>
<td>39</td>
</tr>
<tr>
<td>Deceased</td>
<td>2</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Response rate method 1</strong></td>
<td>28.7%</td>
<td>25.0%</td>
<td>27.8%</td>
<td>28.7%</td>
<td>29.7%</td>
<td>33.6%</td>
<td>36.7%</td>
<td>33.8%</td>
<td>30.0%</td>
<td>35.1%</td>
</tr>
<tr>
<td><strong>Response rate method 2</strong></td>
<td>31.1%</td>
<td>27.3%</td>
<td>30.3%</td>
<td>30.6%</td>
<td>31.6%</td>
<td>36.4%</td>
<td>38.6%</td>
<td>37.9%</td>
<td>33.1%</td>
<td>36.8%</td>
</tr>
</tbody>
</table>

Pacific and Asian booster interviews

As mentioned earlier on page 5, a further sample was also drawn from Colmar Brunton’s online panel to boost the number of Pacific and Asian peoples, in order to ensure robust analysis by ethnicity.

A total of 1,333 survey invites were sent out to valid email addresses, and 201 people completed the survey.

A further 335 people attempted to do the survey, but did not qualify because they lived outside of the areas covered by the survey or the area quotas were already full. Using response rate method 1 (defined above), the response rate is 20.1%.
2.10 Weighting

As with all general population surveys, the Quality of Life survey will have some inherent biases relating to:

- Disproportionate sample selection – certain sub-populations were over-represented to ensure adequate base sizes for analysis. Most notably some geographic regions were oversampled to meet the target quotas. As well as various cities, this also included some Auckland local boards.
- Differential response rates (for example, females and older people are known to be more likely to respond to surveys)
- The sample frame used – while the New Zealand Electoral Roll is the most accurate and representative sampling frame available, it does not include all members of the survey population (for example, people living in New Zealand that are not permanent residents).

These biases need to be corrected in the survey results to accurately reflect the wider population through weighting. Survey results are weighted to be representative of the population according to age, gender, ethnicity and area.

The weighting procedure for the 2016 results took into account the need to:

- be consistent with approaches taken in previous years to enable comparisons of results over time
- appropriately weight the Greater Wellington and Waikato regions (not included in the 2014 survey)
- ensure weighting does not drastically reduce the effective sample size.

The weighting procedure was implemented as follows:

1. Each city was weighted separately to be representative of the population in terms of age within gender, and ethnicity (Auckland which was divided into four sub-areas, Wellington and Waikato regional areas, and the remaining six cities).
2. Post weights applied to Greater Wellington region and Waikato region, depending on how areas are amalgamated7.
3. When weighting was applied, an iterative proportional fitting procedure (IPFP) was used against the following weighting dimensions: Age group within gender (8 cells), Ethnicity – Māori and non-Māori, Pacific and non-Pacific, Asian and non-Asian, and other ethnicity and non-other ethnicity (8 cells), and by ward, local board or territorial authority (the type of regional weighting differs by region).
4. The IPFP was run until convergence was reached.

Three weighting variables were produced:

1. Local weight – used for all analyses
2. 7-city weight – used for analysis of the combined results for the 7 cities
3. 6-city weight – used for comparisons with 2014 data.

Statistics for these three weighting variables are presented below.

<table>
<thead>
<tr>
<th>Weight</th>
<th>Minimum</th>
<th>Mean</th>
<th>Maximum</th>
<th>Std dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local weight</td>
<td>0.1</td>
<td>1.5</td>
<td>7.25</td>
<td>1.37</td>
</tr>
<tr>
<td>7-city weight</td>
<td>0.1</td>
<td>1.6</td>
<td>9.4</td>
<td>1.25</td>
</tr>
<tr>
<td>6-city weight</td>
<td>0.1</td>
<td>1.6</td>
<td>9.0</td>
<td>1.22</td>
</tr>
</tbody>
</table>

7 As noted earlier, the Waikato region consists of Hamilton city and the rest of the greater Waikato region. Likewise, Greater Wellington consists of Hutt city, Porirua city, Wellington city, and the rest of the Greater Wellington region. Post weights were applied to ensure that the regional results for Waikato and Greater Wellington are representative of the different parts of those regions (in proportion to 2013 Census population characteristics).
8 With the exception of one respondent outlier in the Greater Wellington area.
2.11 Reporting

The overall results for the 2016 Quality of Life survey are presented in the Quality of Life 2016 Topline report. In that report, the analysis includes a specific focus on the results for the aggregated seven-city sample. The results for all nine council areas are reported on separately, and in addition to this, the aggregated results for the seven non-regional councils are provided (referred to throughout as the ‘seven city total’), and the text discusses results for the seven city sample only.

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

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

Reporting on significant differences

Unlike previous Quality of Life topline reports, the 2016 topline report does not include any information on statistically significant differences across the seven cities. It was felt by the steering group that a comparison of broad geographic areas such as these, particularly in Auckland, masks significant intra-city differences and the results are not particularly meaningful.

Significant differences are reported in section 13 of the topline report however, when comparing results for the six city total from 2014 with those of 2016. Statistically significant differences with 2014 are only reported where two criteria are met:

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

‘Other please specify’ questions and open-ended questions

Open-ended questions were grouped into commonly mentioned themes – some of which were further grouped into nett categories (reasons for quality of life rating – Q30). Other-specify responses were either coded into the pre-existing survey codes or grouped into new themes.

---

9 Hamilton City cannot be included as it did not participate in the 2014 survey.
3. REPRESENTATIVENESS OF DATA

The sampling procedure, quota and weighting schemes all aim to ensure that the final sample of respondents surveyed accurately represents the true population reported on. The results for participating Councils should represent their area across gender, age, ethnicity and geographic disposition.

3.1 Representativeness of sample

Population data was provided by Statistics New Zealand according to the estimated resident population aged 18 years and over at the time of the 2013 Census (30 June 2013).¹⁰

<table>
<thead>
<tr>
<th>Unweighted sample distribution in the 7-city Council areas</th>
<th>Population proportions (%)</th>
<th>Sample proportions (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>48</td>
<td>42</td>
</tr>
<tr>
<td>Female</td>
<td>52</td>
<td>57</td>
</tr>
<tr>
<td>Gender diverse*</td>
<td>Unknown</td>
<td>0.3</td>
</tr>
<tr>
<td><strong>Age groups</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 – 24 years</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>25 – 49 years</td>
<td>46</td>
<td>36</td>
</tr>
<tr>
<td>50 – 64 years</td>
<td>23</td>
<td>25</td>
</tr>
<tr>
<td>65+ years</td>
<td>16</td>
<td>22</td>
</tr>
<tr>
<td><strong>Ethnicity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Māori</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Pacific</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Asian</td>
<td>19</td>
<td>8</td>
</tr>
<tr>
<td>NZ European/Other</td>
<td>70</td>
<td>83</td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Auckland</td>
<td>60</td>
<td>46</td>
</tr>
<tr>
<td>Hamilton</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Porirua</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Hutt</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>Wellington</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Christchurch</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>Dunedin</td>
<td>5</td>
<td>9</td>
</tr>
</tbody>
</table>

¹⁰ To provide population data between census dates, Statistics New Zealand estimates the population, using the most recently available census data as a base. The estimated resident population is updated regularly for population change due to births, deaths and net migration (arrivals less departures) of residents.

*Note, census data (on which the estimated residential population is based) is not available for gender diverse populations - these individuals were randomly assigned to another gender category for weighting.
4. MULTIVARIATE ANALYSES (DRIVERS OF QUALITY OF LIFE)

This section provides technical detail on the multivariate analyses carried out on the 2016 survey data. The purpose of the multivariate analyses was to determine the key areas of people’s lives that impact upon their overall quality of life.

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

A two stage process was followed:

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

Each stage is described in more detail below.

4.1 Factor analysis

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

The factors resulting from a factor analysis are independent – each factor contributes towards overall quality of life in a unique way that is not accounted for by the other factors. Across all of the 39 attributes used in this analysis, 10 unique factors were identified (defined in detail in the following tables on pages 20 and 21):

- Emotional and physical health
- Housing
- Local community
- Safety
- Support in difficult times
- Cultural diversity
- Crime
- Pollution
- Public transport, and
- Council decision making.

Limitations

It is worth noting when interpreting these results that most attributes in the survey used a balanced scale. However, a small number of scales were positively or negatively skewed, resulting in a degree of overstating or understating favourability ratings when comparisons are made. In particular, the health favourability ratings (Q18) (which contributes to the emotional and physical health factor) may be somewhat inflated as the scale is positively skewed11. Conversely, the crime and pollution favourability ratings (Q11) may be somewhat understated as the rating scale was negatively skewed.12

11 Respondents were asked to rate their health on a 5 point scale of poor, fair, good, very good or excellent.
12 Respondents were asked to issues on a 3 point scale of a big problem, a bit of a problem, and not a problem (‘don’t know’ was also allowed).
4.2 Drivers analysis

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

A requirement of conducting factor analysis is that each questionnaire attribute can have no missing values. A ‘means replacement’ process was used to meet this requirement, where the mean for each attribute replaced any missing values that were identified (note that missing values include those who chose ‘don’t know’, ‘not applicable’ or did not answer the question).

Note, different rating scales are used in the questionnaire (3, 4 and 5-point scales are used). To enable favourability ratings to be compared, all scales were standardised to 5-point scales as part of the multi-variate analysis.

The favourability scores are shown in the tables on pages 20 and 21 and are referred to as a mean score. The favourability score for each factor is calculated using a weighted average of the favourability scores for the individual attributes that describe the factor. Attributes are weighted according to how strongly they load onto the factor.

The relative importance of each factor is derived through a combination of regression and correlation techniques.
<table>
<thead>
<tr>
<th>Factor definitions</th>
<th>Importance of factor on driving overall life quality</th>
<th>Importance of attribute on factor</th>
<th>Mean-score* (out of 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emotional and physical health</td>
<td>10.5%</td>
<td>34%</td>
<td>3.47</td>
</tr>
<tr>
<td>Not experiencing stress that has had a negative effect (Q26)</td>
<td></td>
<td></td>
<td>3.16</td>
</tr>
<tr>
<td>Not feeling lonely or isolated (Q24)</td>
<td>27%</td>
<td></td>
<td>3.92</td>
</tr>
<tr>
<td>Positive overall health rating (Q18)</td>
<td>20%</td>
<td></td>
<td>3.35</td>
</tr>
<tr>
<td>Satisfied with work/life balance (Q17)</td>
<td>19%</td>
<td></td>
<td>3.49</td>
</tr>
<tr>
<td>Housing</td>
<td>8.8%</td>
<td></td>
<td>3.47</td>
</tr>
<tr>
<td>Can afford to properly heat home (Q8)</td>
<td>21%</td>
<td></td>
<td>3.51</td>
</tr>
<tr>
<td>Heating system keeps home warm (Q8)</td>
<td>21%</td>
<td></td>
<td>3.73</td>
</tr>
<tr>
<td>Home has no problem with damp/mould (Q8)</td>
<td>16%</td>
<td></td>
<td>3.51</td>
</tr>
<tr>
<td>Type of dwelling suits needs of household (Q7)</td>
<td>16%</td>
<td></td>
<td>3.95</td>
</tr>
<tr>
<td>Ability to cover costs of everyday needs (Q20)</td>
<td>14%</td>
<td></td>
<td>2.75</td>
</tr>
<tr>
<td>Housing costs are affordable (Q7)</td>
<td>12%</td>
<td></td>
<td>3.08</td>
</tr>
<tr>
<td>Local community</td>
<td>4.5%</td>
<td></td>
<td>3.79</td>
</tr>
<tr>
<td>Location of home is suitable (Q7)</td>
<td>31%</td>
<td></td>
<td>4.02</td>
</tr>
<tr>
<td>City/local area perceived as great place to live (Q6)</td>
<td>30%</td>
<td></td>
<td>3.93</td>
</tr>
<tr>
<td>Proud of look and feel of city/local area (Q3)</td>
<td>21%</td>
<td></td>
<td>3.56</td>
</tr>
<tr>
<td>Experience a sense of community (Q21)</td>
<td>18%</td>
<td></td>
<td>3.45</td>
</tr>
<tr>
<td>Sense of safety**</td>
<td>2.4%</td>
<td></td>
<td>3.60</td>
</tr>
<tr>
<td>Feel safe in city centre during the day (Q9)</td>
<td>29%</td>
<td></td>
<td>4.11</td>
</tr>
<tr>
<td>Feel safe in own home after dark (Q9)</td>
<td>25%</td>
<td></td>
<td>4.11</td>
</tr>
<tr>
<td>Feel safe in city centre after dark (Q9)</td>
<td>25%</td>
<td></td>
<td>2.76</td>
</tr>
<tr>
<td>Feel safe walking alone in neighbourhood after dark (Q9)</td>
<td>22%</td>
<td></td>
<td>3.30</td>
</tr>
<tr>
<td>Support in difficult times</td>
<td>2.2%</td>
<td></td>
<td>4.80</td>
</tr>
<tr>
<td>Support/help available in difficult times (Q25)</td>
<td>100%</td>
<td></td>
<td>4.80</td>
</tr>
<tr>
<td>Cultural diversity</td>
<td>2.2%</td>
<td></td>
<td>3.74</td>
</tr>
<tr>
<td>Arts scene considered culturally rich and diverse (Q27)</td>
<td>65%</td>
<td></td>
<td>3.81</td>
</tr>
<tr>
<td>Greater cultural diversity perceived to make city/local area a better place to live (Q28)</td>
<td>35%</td>
<td></td>
<td>3.60</td>
</tr>
</tbody>
</table>

*Converted to 5-point scale

**Underlying attributes sum to more than 100% due to rounding.
## Factor definitions (cont.)

<table>
<thead>
<tr>
<th>Factor definitions</th>
<th>Importance of factor on driving overall life quality</th>
<th>Importance of attribute on factor</th>
<th>Mean-score* (out of 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crime</td>
<td>0.7%</td>
<td>18%</td>
<td>3.48</td>
</tr>
<tr>
<td>Minimal problems with vandalism (Q11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimal problems with graffiti or tagging (Q11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimal problems with car theft or damage to cars (Q11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimal problems with alcohol or drugs (Q11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimal problems with people you feel unsafe around (Q11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimal problems with dangerous driving (Q11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimal problems with people begging on the street (Q11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Council decision making</td>
<td>0.3%</td>
<td>11%</td>
<td>2.86</td>
</tr>
<tr>
<td>Perceive general public to have influence on Council decision making (Q15)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have confidence in Council decision making (Q14)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Understand how Council makes decisions (Q14)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pollution</td>
<td>0.2%</td>
<td>42%</td>
<td>3.94</td>
</tr>
<tr>
<td>Minimal problems with air pollution (Q11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimal problems with water pollution (Q11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimal problems with noise pollution (Q11)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public transport**</td>
<td>0.1%</td>
<td>23%</td>
<td>3.50</td>
</tr>
<tr>
<td>Frequent public transport (Q13)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy to access public transport (Q13)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reliable public transport (Q13)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feel safe using public transport (Q13)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Affordable public transport (Q13)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Converted to 5-point scale

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

### Factor loadings

With factor analysis, it is possible for attributes to map onto more than one factor. There were two attributes that mapped onto more than one factor in the quality of life factor analysis (detailed in the following table) – for these cases, an attribute is included in the factor it most strongly maps onto (bolded figures).

<table>
<thead>
<tr>
<th>Factor definitions</th>
<th>Housing</th>
<th>Local community</th>
<th>Culturally diverse</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of dwelling suits needs of household (Q7)</td>
<td>.500</td>
<td>.481</td>
<td></td>
</tr>
<tr>
<td>Proud of look and feel of city/local area (Q3)</td>
<td>.567</td>
<td>.454</td>
<td></td>
</tr>
</tbody>
</table>
## APPENDIX I – WEIGHTING MATRICES

This section provides details on the population data used for weighting purposes (described on page 15).

### Population figures

<table>
<thead>
<tr>
<th>Estimated resident population aged 18+ (Census 2013)</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18 - 24</td>
<td>25 - 49</td>
<td>50 - 64</td>
</tr>
<tr>
<td>Auckland Central*</td>
<td>318,710</td>
<td>25,123</td>
<td>75,442</td>
</tr>
<tr>
<td>Auckland North*</td>
<td>270,600</td>
<td>16,780</td>
<td>56,664</td>
</tr>
<tr>
<td>Auckland South-East*</td>
<td>351,300</td>
<td>25,475</td>
<td>77,163</td>
</tr>
<tr>
<td>Auckland West*</td>
<td>177,600</td>
<td>11,920</td>
<td>41,084</td>
</tr>
<tr>
<td>Hamilton</td>
<td>111,400</td>
<td>9,817</td>
<td>23,914</td>
</tr>
<tr>
<td>Porirua</td>
<td>38,100</td>
<td>2,366</td>
<td>8,387</td>
</tr>
<tr>
<td>Lower Hutt</td>
<td>75,400</td>
<td>4,526</td>
<td>16,264</td>
</tr>
<tr>
<td>Wellington</td>
<td>156,800</td>
<td>13,374</td>
<td>37,137</td>
</tr>
<tr>
<td>Christchurch</td>
<td>279,000</td>
<td>20,490</td>
<td>58,997</td>
</tr>
<tr>
<td>Dunedin</td>
<td>99,000</td>
<td>10,031</td>
<td>17,228</td>
</tr>
</tbody>
</table>

*As noted in the earlier description of the weighting approach, Auckland was divided into four sub-areas for weighting purposes. ‘Auckland Central’ consists of Albert-Eden, Maungakiekie-Tāmaki, Orākei, Puketāpapa, Waitakarūa, and Great Barrier/Waiheke. Auckland North consists of Devonport-Takapuna, Hibiscus and Bays, Kaipātiki, Rodney, and Upper Harbour. Auckland South-East consists of Franklin, Māngere-Ōtāhuhu, Manurewa, Ōtara-Papatoetoe, Papakura, and Howick. Auckland West consists of Henderson-Massey, Waitākere Ranges, and Whau.

<table>
<thead>
<tr>
<th>Estimated resident population aged 18+ (Census 2013)</th>
<th>Total</th>
<th>NZ European/Other</th>
<th>Māori</th>
<th>Pacific</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auckland Central</td>
<td>318,710</td>
<td>200,980</td>
<td>22,140</td>
<td>28,030</td>
<td>88,470</td>
</tr>
<tr>
<td>Auckland North</td>
<td>270,600</td>
<td>213,300</td>
<td>16,570</td>
<td>7,290</td>
<td>47,460</td>
</tr>
<tr>
<td>Auckland South-East</td>
<td>351,300</td>
<td>173,100</td>
<td>45,420</td>
<td>73,680</td>
<td>88,240</td>
</tr>
<tr>
<td>Auckland West</td>
<td>177,600</td>
<td>106,900</td>
<td>19,130</td>
<td>25,330</td>
<td>42,790</td>
</tr>
<tr>
<td>Hamilton</td>
<td>111,400</td>
<td>81,400</td>
<td>20,000</td>
<td>4,420</td>
<td>15,900</td>
</tr>
<tr>
<td>Porirua</td>
<td>38,100</td>
<td>25,100</td>
<td>6,600</td>
<td>8,750</td>
<td>2,440</td>
</tr>
<tr>
<td>Lower Hutt</td>
<td>75,400</td>
<td>55,500</td>
<td>10,800</td>
<td>6,850</td>
<td>8,850</td>
</tr>
<tr>
<td>Wellington</td>
<td>156,800</td>
<td>124,600</td>
<td>11,500</td>
<td>6,570</td>
<td>24,500</td>
</tr>
<tr>
<td>Christchurch</td>
<td>279,000</td>
<td>239,800</td>
<td>19,700</td>
<td>7,050</td>
<td>27,200</td>
</tr>
<tr>
<td>Dunedin</td>
<td>99,000</td>
<td>89,600</td>
<td>6,300</td>
<td>1,980</td>
<td>6,640</td>
</tr>
</tbody>
</table>
### Population proportions (%)

<table>
<thead>
<tr>
<th>Estimated resident population aged 18+ (Census 2013)</th>
<th>7-city post weight</th>
<th>Male</th>
<th></th>
<th></th>
<th></th>
<th>Female</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18 - 24</td>
<td>25 - 49</td>
<td>50 - 64</td>
<td>65+</td>
<td>18 - 24</td>
<td>25 - 49</td>
<td>50 - 64</td>
<td>65+</td>
<td></td>
</tr>
<tr>
<td>Auckland Central</td>
<td>17.0%</td>
<td>7.9%</td>
<td>23.7%</td>
<td>10.3%</td>
<td>6.1%</td>
<td>8.2%</td>
<td>25.4%</td>
<td>11.0%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Auckland North</td>
<td>14.4%</td>
<td>6.2%</td>
<td>20.9%</td>
<td>11.8%</td>
<td>8.7%</td>
<td>5.9%</td>
<td>23.3%</td>
<td>12.9%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Auckland South-East</td>
<td>18.7%</td>
<td>7.3%</td>
<td>22.0%</td>
<td>11.3%</td>
<td>6.9%</td>
<td>7.3%</td>
<td>25.0%</td>
<td>12.2%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Auckland West</td>
<td>9.5%</td>
<td>6.7%</td>
<td>23.1%</td>
<td>10.8%</td>
<td>6.7%</td>
<td>6.9%</td>
<td>25.7%</td>
<td>11.8%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Hamilton</td>
<td>5.9%</td>
<td>8.8%</td>
<td>21.5%</td>
<td>9.8%</td>
<td>6.7%</td>
<td>9.4%</td>
<td>23.8%</td>
<td>11.3%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Porirua</td>
<td>2.0%</td>
<td>6.2%</td>
<td>22.0%</td>
<td>11.8%</td>
<td>6.8%</td>
<td>6.8%</td>
<td>25.2%</td>
<td>13.2%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Lower Hutt</td>
<td>4.0%</td>
<td>6.0%</td>
<td>21.6%</td>
<td>12.1%</td>
<td>7.8%</td>
<td>6.1%</td>
<td>24.1%</td>
<td>12.8%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Wellington</td>
<td>8.3%</td>
<td>8.5%</td>
<td>23.7%</td>
<td>9.9%</td>
<td>5.6%</td>
<td>9.7%</td>
<td>25.3%</td>
<td>10.7%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Christchurch</td>
<td>14.9%</td>
<td>7.3%</td>
<td>21.1%</td>
<td>11.7%</td>
<td>8.6%</td>
<td>6.5%</td>
<td>21.5%</td>
<td>12.3%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Dunedin</td>
<td>5.3%</td>
<td>10.1%</td>
<td>17.4%</td>
<td>11.2%</td>
<td>8.6%</td>
<td>11.7%</td>
<td>18.6%</td>
<td>12.0%</td>
<td>10.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Estimated resident population aged 18+ (Census 2013)</th>
<th>7-city post weight</th>
<th>NZ European/Other</th>
<th>Māori</th>
<th>Pacific</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auckland Central</td>
<td>17.0%</td>
<td>63.1%</td>
<td>6.9%</td>
<td>8.8%</td>
<td>27.8%</td>
</tr>
<tr>
<td>Auckland North</td>
<td>14.4%</td>
<td>78.8%</td>
<td>6.1%</td>
<td>2.7%</td>
<td>17.5%</td>
</tr>
<tr>
<td>Auckland South-East</td>
<td>18.7%</td>
<td>49.3%</td>
<td>12.9%</td>
<td>21.0%</td>
<td>25.1%</td>
</tr>
<tr>
<td>Auckland West</td>
<td>9.5%</td>
<td>60.2%</td>
<td>10.8%</td>
<td>14.3%</td>
<td>24.1%</td>
</tr>
<tr>
<td>Hamilton</td>
<td>5.9%</td>
<td>73.1%</td>
<td>18.0%</td>
<td>4.0%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Porirua</td>
<td>2.0%</td>
<td>65.9%</td>
<td>17.3%</td>
<td>23.0%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Lower Hutt</td>
<td>4.0%</td>
<td>73.6%</td>
<td>14.3%</td>
<td>9.1%</td>
<td>11.7%</td>
</tr>
<tr>
<td>Wellington</td>
<td>8.3%</td>
<td>79.5%</td>
<td>7.3%</td>
<td>4.2%</td>
<td>15.6%</td>
</tr>
<tr>
<td>Christchurch</td>
<td>14.9%</td>
<td>85.9%</td>
<td>7.1%</td>
<td>2.5%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Dunedin</td>
<td>5.3%</td>
<td>90.5%</td>
<td>6.4%</td>
<td>2.0%</td>
<td>6.7%</td>
</tr>
</tbody>
</table>
## Auckland area weights

<table>
<thead>
<tr>
<th>Auckland local boards</th>
<th>Estimated resident population aged 18+ (Census 2013)</th>
<th>Population proportions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albert-Eden</td>
<td>77,000</td>
<td>6.9%</td>
</tr>
<tr>
<td>Maungakiekie-Tāmaki</td>
<td>55,000</td>
<td>4.9%</td>
</tr>
<tr>
<td>Orākei</td>
<td>64,500</td>
<td>5.8%</td>
</tr>
<tr>
<td>Puketāpapa</td>
<td>43,400</td>
<td>3.9%</td>
</tr>
<tr>
<td>Waitematā</td>
<td>71,200</td>
<td>6.4%</td>
</tr>
<tr>
<td>Great Barrier/Waiheke</td>
<td>7,610</td>
<td>0.7%</td>
</tr>
<tr>
<td>Devonport-Takapuna</td>
<td>45,300</td>
<td>4.1%</td>
</tr>
<tr>
<td>Hibiscus and Bays</td>
<td>72,100</td>
<td>6.4%</td>
</tr>
<tr>
<td>Kaipātiki</td>
<td>67,000</td>
<td>6.0%</td>
</tr>
<tr>
<td>Rodney</td>
<td>43,000</td>
<td>3.8%</td>
</tr>
<tr>
<td>Upper Harbour</td>
<td>43,200</td>
<td>3.9%</td>
</tr>
<tr>
<td>Franklin</td>
<td>50,000</td>
<td>4.5%</td>
</tr>
<tr>
<td>Māngere-Ōtāhuhu</td>
<td>50,000</td>
<td>4.5%</td>
</tr>
<tr>
<td>Manurewa</td>
<td>59,200</td>
<td>5.3%</td>
</tr>
<tr>
<td>Ōtara-Papatoetoe</td>
<td>55,400</td>
<td>5.0%</td>
</tr>
<tr>
<td>Papakura</td>
<td>34,200</td>
<td>3.1%</td>
</tr>
<tr>
<td>Howick</td>
<td>102,500</td>
<td>9.2%</td>
</tr>
<tr>
<td>Henderson-Massey</td>
<td>82,200</td>
<td>7.4%</td>
</tr>
<tr>
<td>Waitākere Ranges</td>
<td>37,100</td>
<td>3.3%</td>
</tr>
<tr>
<td>Whau</td>
<td>58,300</td>
<td>5.2%</td>
</tr>
</tbody>
</table>
Post-weights for comparisons with historical data

<table>
<thead>
<tr>
<th>Area</th>
<th>6-city post weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auckland Central</td>
<td>18.0%</td>
</tr>
<tr>
<td>Auckland North</td>
<td>15.3%</td>
</tr>
<tr>
<td>Auckland South-East</td>
<td>19.9%</td>
</tr>
<tr>
<td>Auckland West</td>
<td>10.1%</td>
</tr>
<tr>
<td>Porirua</td>
<td>2.2%</td>
</tr>
<tr>
<td>Lower Hutt</td>
<td>4.3%</td>
</tr>
<tr>
<td>Wellington</td>
<td>8.9%</td>
</tr>
<tr>
<td>Christchurch</td>
<td>15.8%</td>
</tr>
<tr>
<td>Dunedin</td>
<td>5.6%</td>
</tr>
</tbody>
</table>
APPENDIX II – PHONE QUERY FAQs

The following notes were prepared for Auckland Council call centre staff to answer queries on the Quality of Life survey, and were also used to answer respondent queries to the 0800 number answered by Colmar Brunton staff.

Quality of Life Survey 2016 FAQ

Data collection approach and timeframes:

The Quality of Life Survey is conducted every two years.

Respondents have been selected at random from the Electoral Roll across all participating councils.

The project will be split into two waves, with respondents allocated to either Wave 1 or Wave 2. In each wave the following data collection process takes place:

- Mailing 1: Respondents are sent a letter inviting them to participate online.
- Mailing 2: Respondents who have not completed their survey online are sent a postcard reminder.
- Mailing 3: Respondents who still have not completed their survey online are sent a survey pack including a paper questionnaire.
- Mailing 4: Respondents who have not completed the survey online or returned a paper copy are sent a final postcard reminder.

The dates on which the mailings will be sent out are shown below. It is anticipated that it will take 2-3 working days for the mailings to reach respondents.

<table>
<thead>
<tr>
<th>Mailing 1: Invite letter</th>
<th>Wave 1 Dates</th>
<th>Wave 2 Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing 2: Postcard reminder</td>
<td>22 March 2016</td>
<td>13 May</td>
</tr>
<tr>
<td>Mailing 3: Survey pack</td>
<td>1 April 2016</td>
<td>20 May</td>
</tr>
<tr>
<td>Mailing 4: Postcard reminder</td>
<td>15 April 2016</td>
<td>2 June</td>
</tr>
<tr>
<td>Closing date for survey</td>
<td>29 April 2016</td>
<td>15 June 2016</td>
</tr>
</tbody>
</table>

Please note that respondents from Wave 1 will be told they need to complete (and return) the survey by 29 April. We will, however, continue to process all surveys received until 15 June 2016.

Online survey landing page: [http://surveys.colmarbrunton.co.nz](http://surveys.colmarbrunton.co.nz)

SURVEY ISSUES (GENERAL)

Q. What is the purpose of this survey/What is this survey about?
It is to provide information to councils to improve the quality of life for New Zealanders.

Q. Is this survey genuine?
Yes it is. It is being done for nine councils (including Auckland Council, Hamilton City Council, Waikato Regional Council, Porirua City Council, Hutt City Council, Wellington City Council, Greater Wellington Regional Council, Christchurch City Council and Dunedin City Council).
Colmar Brunton is an independent market research company commissioned to do the survey. You can check on this if you like by looking at the Quality of Life website http://www.qualityoflifeproject.govt.nz

Q. Don’t want to participate
Thank and ask for details (including the six digit survey code from the letter, postcard, or survey) so they can be flagged in the database – check timeframes and ask to ignore the next reminder/survey if one is scheduled.

The survey code appears on the right hand box of the letter; in a box on the reverse of the postcard or in a box on the top left hand side of the questionnaire.

Q. Respondent moved or unable to complete the survey
Thank and ask for details (including six digit survey code from letter, postcard, or survey), and pass these details to the Colmar Brunton Survey Hotline 0508 446 688 or email surveys@colmarbrunton.co.nz (quoting the six digit survey code on the letter, postcard or paper questionnaire).

Q. What do I get for completing it?
If you complete the survey online by 15 June or send it back in the mail by 10 June 2016, you will be entered into the prize draw to win one of five Prezzy cards. There is one card worth $1,000 and four cards worth $250.

Q. Do I have to do it?
No, the survey is completely voluntary but we would really appreciate it if you could take part.

Q. Some of my friends/family members have received a letter to take part but I never got one, can I take part?
Thank you for your enthusiasm and helpfulness but sorry, it is very important for the accuracy of our results that only the people randomly sampled complete the survey.

CONFIDENTIAL ISSUES:

Q. Is this survey really private/confidential/anonymous?
Yes it is. All the responses you provide will not be passed on to the Council or sold. Colmar Brunton are researchers, not direct marketers. To deliver results, your answers will be put together with those of others.

Colmar Brunton is bound by the Professional Code of Practice for the Research Association of New Zealand. This code prohibits Colmar Brunton from identifying any person who takes part in a survey unless we have explicit consent from them to do so.

Q. Where did you get my name and address from?
Your name and address was selected at random from the Electoral Roll.

Q. How did you select me to participate <OR I want to know how you did the random selection>?
It was a random sample of all addresses from the Electoral Roll within your council area.
Q. How did you get access to the Electoral Roll?
Government agencies have access to the electoral roll for this purpose.

Q. Is this Colmar Brunton?
To talk to Colmar Brunton, you can call the survey hotline on 0508 446 688 or email surveys@colmarbrunton.co.nz (quoting the six digit survey code on the letter, postcard or paper questionnaire).

Q. Can I get a copy of the results when you are finished? <OR Can you send me the results?>
The final report will be made available to the public on the Quality of Life website in August 2016.
Please note that you can access the results from the previous years’ on the Quality of Life website: www.qualityoflifeproject.co.nz

Q. I don’t have internet access / Can I get a hard copy of the questionnaire?
If you have not completed the online survey, a hard copy will be posted to you.

Q. I have lost my hard copy of the questionnaire, can I get a replacement.
Please contact the Colmar Brunton survey hotline on 0508 446 688 or email surveys@colmarbrunton.co.nz (quoting the six digit survey code on the letter, postcard or paper questionnaire).

Q. Do I need to pay postage to return the questionnaire to Colmar Brunton / I have lost my freepost envelope.
It will not cost you anything to send back the questionnaire to Colmar Brunton if you use the freepost envelope provided. No stamps are required. If you no longer have the freepost envelope, you can still return the questionnaire free of charge by using another envelope and writing down the following address:
FREEPOST AUTHORITY NUMBER 4470
Colmar Brunton
PO Box 36690
Takapuna
Auckland 0740

Q. Already completed the survey and have received another communication
We are sorry about that. As it takes a few days for mail to be delivered, sometimes reminder communications are received by people who have already completed the survey. If you would like to check whether Colmar Brunton have received your survey, please call 0508 446 688 or email surveys@colmarbrunton.co.nz (quoting the six digit survey code on the letter, postcard or paper questionnaire).

Q. Want to know how long the survey takes
The survey has been designed to take around 15 – 20 minutes to complete, on average. Some people may take longer and some people may complete it faster

Q. I live in the countryside or a rural or semi-rural area and some of the questions don’t seem relevant to me?
We appreciate this but we are still keen to hear your views. Please try to complete the survey to the best of your ability and select or tick the ‘don’t know’ or ‘not applicable’ boxes as appropriate.

Q. Technical issues (with online survey)
Please contact Colmar Brunton on 0508 446 688 or email surveys@colmarbrunton.co.nz (quoting the six digit survey code on the letter, postcard or paper questionnaire).

**Q. Is the website secure**

The Colmar Brunton website has advanced security measures in place to protect the loss, misuse and alternation of the information under their control.

Contact details (such as name and address) and survey answers are stored in separate, secure databases and any data relating to respondents is encrypted and stored in secure databases. Access to this data is restricted to only the staff directly involved in that project using Windows security.

Our respondent’s details are never passed to a third party, without their express permission.

*If in doubt please pass the call onto Colmar Brunton on 0508 446 688.*
APPENDIX III - GLOSSARY

The purpose of this glossary is to provide a meaning to some of the more technical terms used in this report.

**Codeframe**
This is a summary list of the main themes or topics from the open ended questions.

**Confidence interval**
This is the interval that is likely to contain the true population result.

**Confidence level**
This represents how reliable the result is. The 95% confidence level means that you are 95% certain that the true value lies between the confidence interval.

**Factor analysis**
A statistical approach that can be used to analyse interrelationships among a large number of variables and to explain these variables in terms of a smaller number of common underlying dimensions.

**Margin of error**
This term expresses the likely amount of random sampling error in the result.

**Quota**
This is a target number of interviews that is set to ensure a certain sub-group of the population is represented.

**Regression analysis**
Regression analysis is a statistical process for estimating the relationships among variables. The focus is on the relationship between a dependent variable and one or more independent variables (or ‘predictors’).

**Significant**
Where results are said to be significant, this means that they are statistically different at the 95% confidence level.

**Weighting**
Weighting is a method of calculation in which some observations have their influence reduced and other observations have their influence increased. It is used to account for the sample profile being imbalanced relative to the population being measured. For example, proportionally, we have more Māori in our sample than in the New Zealand population; therefore Māori is weighted down to adjust for this sample imbalance.
APPENDIX IV – QUESTIONNAIRE

This appendix contains a copy of the paper questionnaire mailed out to Wellington city respondents. Survey questions were largely the same regardless of Council area.
Thank you for agreeing to take part in this important survey. This survey measures what life is like for you, your family and your community. It is a confidential survey and will take approximately 15-20 minutes to complete. It is important to us that you complete the survey to ensure it accurately reflects the views of people in your area.

Thank you very much for your help.

SURVEY CODE: 

CITY COUNCIL:

Absolutely Positively Wellington City Council
Me Heke Ri Pöneke

START HERE

THE CITY / AREA YOU LIVE IN

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

Please tick one answer.

1  Yes  Go to Q2

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

Q2  And how many years have you lived in Wellington?

Please tick one answer.

1  Less than 1 year

2  1 year to just under 2 years

3  2 years to just under 5 years

4  5 years to just under 10 years

5  10 years or more

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

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

Please tick one answer.

1  Strongly disagree  Go to Q4

2  Disagree  Go to Q4

3  Neither agree nor disagree  Go to Q6

4  Agree  Go to Q5

5  Strongly agree  Go to Q5
If you **DISAGREE** that you feel a sense of pride in the way Wellington looks and feels please answer Q4

**Q4**

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

**Please tick your main reason(s)**

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

Now please go to Q6

---

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

**Q5**

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

**Please tick your main reason(s)**

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

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

“Wellington is a great place to live”

Please tick one answer.

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

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

Please tick one answer for each statement.

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

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

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

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

Please tick one answer for each statement.

1) My home has a problem with damp or mould

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

3) I can afford to heat my home properly

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

Please tick one answer for each situation.

1) In your home after dark

2) Walking alone in your neighbourhood after dark

3) In your city centre during the day

4) In your city centre after dark
Q10  Which area do you regard as your city centre?  

Please write in below.

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

Please tick one answer for each problem.

1) Graffiti or tagging
   - A big problem
   - A bit of a problem
   - Not a problem
   - Don’t know

2) Vandalism, other than graffiti or tagging, including broken windows in shops and public buildings
   - A big problem
   - A bit of a problem
   - Not a problem
   - Don’t know

3) Car theft, damage to cars or theft from cars
   - A big problem
   - A bit of a problem
   - Not a problem
   - Don’t know

4) Dangerous driving including drink driving and speeding
   - A big problem
   - A bit of a problem
   - Not a problem
   - Don’t know

5) People you feel unsafe around because of their behaviour, attitude or appearance
   - A big problem
   - A bit of a problem
   - Not a problem
   - Don’t know

6) Air pollution
   - A big problem
   - A bit of a problem
   - Not a problem
   - Don’t know

7) Water pollution including pollution in streams, rivers, lakes and in the sea
   - A big problem
   - A bit of a problem
   - Not a problem
   - Don’t know

8) Noise pollution
   - A big problem
   - A bit of a problem
   - Not a problem
   - Don’t know

9) Alcohol or drug problems or anti-social behaviour associated with the consumption of alcohol
   - A big problem
   - A bit of a problem
   - Not a problem
   - Don’t know

10) People begging on the street
    - A big problem
    - A bit of a problem
    - Not a problem
    - Don’t know

TRANSPORT

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

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

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

Please tick one answer.

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

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

Public transport is ...

Please tick one answer for each aspect.

1) Affordable

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<thead>
<tr>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Don’t know</th>
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2) Safe

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<th>Disagree</th>
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<th>Agree</th>
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3) Easy to get to

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<tr>
<th>Strongly disagree</th>
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<th>Neither</th>
<th>Agree</th>
<th>Strongly agree</th>
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4) Frequent (comes often)

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<tr>
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<th>Agree</th>
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5) Reliable (comes when it says it will)

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<th>Agree</th>
<th>Strongly agree</th>
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Q14 Thinking about your City Council. Do you agree or disagree with the following statements?

Please tick one answer for each aspect.

1) Overall, I understand how my Council makes decisions

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<tr>
<th>Strongly disagree</th>
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<th>Neither</th>
<th>Agree</th>
<th>Strongly agree</th>
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Q15 Overall, how much influence do you feel the public has on the decisions the Council makes? Would you say the public has...

Please tick one answer.

1) No influence
2) Small influence
3) Some influence
4) Large influence
5) Don’t know

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

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

Please tick one answer.

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

Continued in the next column
Please answer Q17 if you are in full time or part time work

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

Please tick one answer.

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

Everyone to answer

Q18 In general how would you rate your health?

Please tick one answer.

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

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

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

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

Please tick one answer.

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

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

Please tick one answer.

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

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

Please tick one answer for each statement.

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

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

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

Please tick all that apply.

1. Negative contact where there’s outright tension or disagreement
2. Some negative contact such as not getting on with them
3. Some positive contact such as a nod or saying hello
4. Positive contact such as a visit, or asking each other for small favours
5. Strong positive contact such as support/close friendship (e.g. having BBQs or drinks together)
Q23. Thinking now about the social networks and groups you may be part of. Do you belong to any of the following? Please tick all that apply.

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

Q24. Over the past 12 months how often, if ever have you felt lonely or isolated? Please tick one answer.

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

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

1. Yes
2. No
3. Don’t know

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

Which statement below best applies to how often, if ever, over the past 12 months you have experienced stress that has had a negative effect on you? Stress refers to things that negatively affect different aspects of people’s lives, including work and home life, making important life decisions, their routines for taking care of household chores, leisure time and other activities. Please tick one answer.

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

Q27. How much do you agree or disagree with the following statement? ‘Wellington has a culturally rich and diverse arts scene.’ Please tick one answer.

1. Strongly disagree
2. Disagree
3. Neither
4. Agree
5. Strongly agree
6. Not applicable – no arts scene
7. Don’t know
Q28 New Zealand is becoming home for an increasing number of people with different lifestyles and cultures from different countries. Overall, do you think this makes Wellington...

Please tick one answer.

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

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

Please tick one answer.

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

Q29 Would you say that your overall quality of life is...

Please tick one answer.

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

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

Please write in answer below.

Q32 Which ethnic group, or groups, do you belong to?

Please tick all that apply.

1. New Zealand European
2. Māori
3. Samoan
4. Cook Island Māori
5. Tongan
6. Niuean
7. Chinese
8. Indian
9. Prefer not to say
10. Other (Please write in:)
11. Don’t know
Q33 In which of the following age groups do you belong? Please tick one answer.

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

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

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

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

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

Please write the number in the box:

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

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

Q34 Are you

Please tick one answer.

1. Male
2. Female
3. Gender diverse

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

1. Yes Go to Q37
2. No Go to Q36
Q39 What type of dwelling do you currently live in? Please tick one answer.

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

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Q40 What is the highest qualification that you have completed that took longer than three months to finish? Please tick one answer.

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

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Q41 Which best describes your annual personal income before tax? Please tick one answer.

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

---

Q42 Which best describes your household’s annual income before tax? Please tick one answer.

1. Loss
2. No income
3. Less than $10,000
4. $10,001 - $20,000
5. $20,001 - $30,000
6. $30,001 - $40,000
7. $40,001 - $50,000
8. $50,001 - $60,000
9. $60,001 - $70,000
10. $70,001 - $80,000
11. $80,001 - $90,000
12. $90,001 - $100,000
13. $100,001 - $150,000
14. $150,001 - $200,000
15. More than $200,000
16. Prefer not to say
17. Don’t know
Please fill in your contact details below so that we are able to contact you if you are one of the prize draw winners.

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

Name:

Telephone number:

Email:

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

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

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

FREEPPOST AUTHORITY NUMBER 6172

Colmar Brunton
PO Box 36690
Takapuna
Auckland
0740

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

QUALITY OF LIFE SURVEY 2016

PRIZE DRAW TERMS AND CONDITIONS OF ENTRY

1. The prize draw is run by Colmar Brunton Ltd

2. The promotional period runs from 1:01am Tuesday 15th March until 11:59pm Wednesday 15th June 2016 (Promotional Period).

3. To enter eligible respondents must complete and submit the survey by:
a) Filling out the online survey at http://survey.colmarbrunton.co.nz/life (using your survey code printed on the letter); OR
b) Returning a completed paper copy of the questionnaire to Colmar Brunton in the freepost envelope provided

4. Employees or immediate family members of employees of Colmar Brunton will not be eligible for the prize draw.

5. The survey must be completed by the person to whom the letter is addressed.

6. Each person may complete this survey only once during the Promotional Period.

7. Winners will be randomly selected at the close of the Promotional Period in a draw held by Colmar Brunton on Monday 20 June 2016. The selection of the prize winners is final.

8. The prize draw includes 1 Prezzy Card worth $1,000 and 4 Prezzy Cards worth $250. They are not redeemable for cash.

9. The Promoter will post the first name and city of residence of the winner/s of the prize draw on the Colmar Brunton website www.colmarbrunton.co.nz.

10. The Promoter will make reasonable efforts to notify the winners that they have won. If for any reason the Promoter, having made reasonable efforts to make contact with an eligible winner, has failed to make contact with the winner within 3 months of the Promotional period closing, the Promoter may, at its discretion:
a) deem that winner to have forfeited their right to the prize; and
b) select another eligible winner in accordance with these Terms and Conditions.

11. Any win that the Promoter reasonably suspects (in the Promoter’s sole discretion) has involved or may involve fraud, bugs, tampering, hacking or any other unauthorised intervention will be null and void.

12. By participating in the prize draw, you agree to have your name published on the Colmar Brunton website in the case that you are a winner. Only first names and town/city of residence would be published.