



QUALITY OF LIFE

Rangahau te Korou o te Ora / Quality of Life Survey 2022

TECHNICAL REPORT



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September 2022

ACKNOWLEDGEMENTS

NielsenIQ undertook this research project on behalf of nine participating councils. A steering group from four councils managed the project on behalf of the others and worked closely with representatives from NielsenIQ throughout this project.

The members of the Quality of Life management group were:

- Alison Reid and Ashleigh Prakash, Auckland Council
- Kath Jamieson, Christchurch City Council
- Marcus Downs, Wellington City Council
- Maxine O'Neil, Dunedin City Council.

The team at NielsenIQ included Wendy Stockwell and Arlene Sison supported by Antoinette Hastings, and Susan Bonnar, Cathy Cross and Graham Ng from NielsenIQ's Operations team.

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For more information on the Quality of Life Survey and to access the results for 2022, as well as reports from previous years, please go to the Quality of Life website.

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

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1. INTRODUCTION

1.1 Background

The Quality of Life 2022 survey is a collaborative local government research project. The primary objective 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 residents' wellbeing. Participating councils use the survey results to help inform their policy and planning responses to population growth and change.

The survey measures residents' perceptions across several domains that contribute to quality of life and wellbeing, including:

- Overall quality of life
- Environment (built and natural)
- Housing
- Public transport
- Health and wellbeing
- Crime, safety and local issues
- Community, culture and social networks
- Climate change
- Employment and economic wellbeing
- Council decision making processes, and
- Impacts of COVID-19.

This report outlines the technical details of the Quality of Life Survey 2022, including the 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 2022 Quality of Life survey project, as follows:

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

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

Note: there is an overlap between the boundaries of the Greater Wellington Regional Council area and Hutt City Council, Porirua City Council and Wellington City Council areas. The Greater Wellington Regional Council area also includes smaller towns as well as rural and semi-rural areas such as Kapiti Coast District, Upper Hutt City and the Wairarapa.

The results for 2022 are provided in the Quality of Life Survey 2022 Topline Report. The results for all nine council areas are reported on separately and, in addition, the aggregated result for the eight city councils is provided (referred to throughout as the '8 city total').

1.3 Final sample size

A total sample of 7,518 was achieved.

This included 6,906 residents aged 18 and over living in the eight cities, as well as an additional 612 residents living in the broader Greater Wellington Region. Refer to Section 2.2 for more detail on sample design.

1.4 Survey timing

Fieldwork took place between 28 March 2022, when the first invitation letters were sent out, and the close date of 13 June 2022.

2. RESEARCH DESIGN

This section details the 2022 survey methodology, sampling design and questionnaire design.

2.1 Methodology

In 2022, we used a variation of the 2020 survey method:

- In 2020, people under the age of 35 years could only complete the survey online unless they proactively requested a hard copy questionnaire, while those aged 35 years and over were automatically sent a hard copy to complete, if they had not completed the survey three weeks after a follow-up reminder.
- In 2022, the age limit for automatic delivery of a hard copy if the survey had not been completed survey three weeks after a follow-up reminder was extended to those aged 50 and over.

This change was made to help deliver value for money in the face of:

- Increasing proportions of respondents choosing to complete the survey online, including among those aged over 50 years.
- Younger people having grown up with the Internet and smartphones (hence digital exclusion among this group continues to diminish with time).
- Printing and postage costs regularly increasing.

Electoral Roll as sampling frame

Potential respondents were selected from the New Zealand Electoral Roll as the primary sampling frame. This is the most comprehensive sampling frame, as it includes the majority of residents aged 18 years and over. It allows sample selection using a mix of supplied variables such as meshblock, Māori descent and imputed variables such as age, and provides a name and address for mailing invitations to participate.

Method for people aged 50 years and over

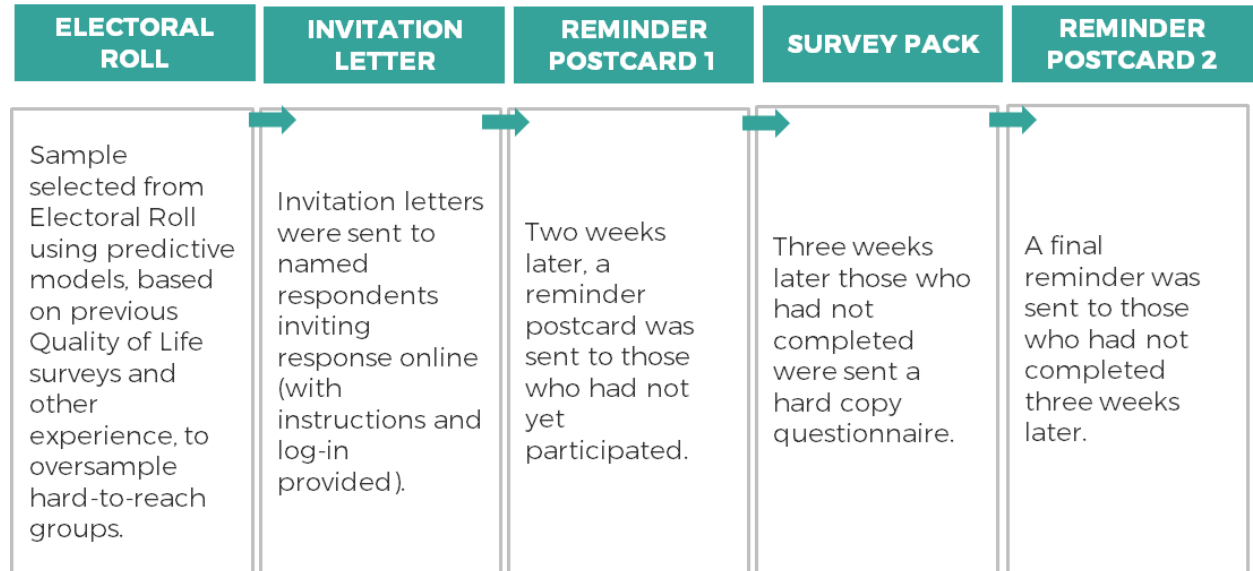
The method used for the 50 plus age group was unchanged from previous years and used a sequential mixed methodology.

- Respondents were sent a letter in the mail inviting them to complete the survey online.
- After two weeks, a reminder postcard was sent to all respondents who had not completed a survey online.
- Two to three weeks later, those yet to complete were sent a hard copy questionnaire, along with a covering letter and reply-paid envelope.
- Finally, three weeks later, a last reminder postcard was sent.

This method ensures that those without internet access can still participate, while encouraging those who can complete online to do so (reducing cost and paper waste).

An overview of the research process for those aged 50 years plus is shown below:

Figure 1: Research process for those aged 50 years or older



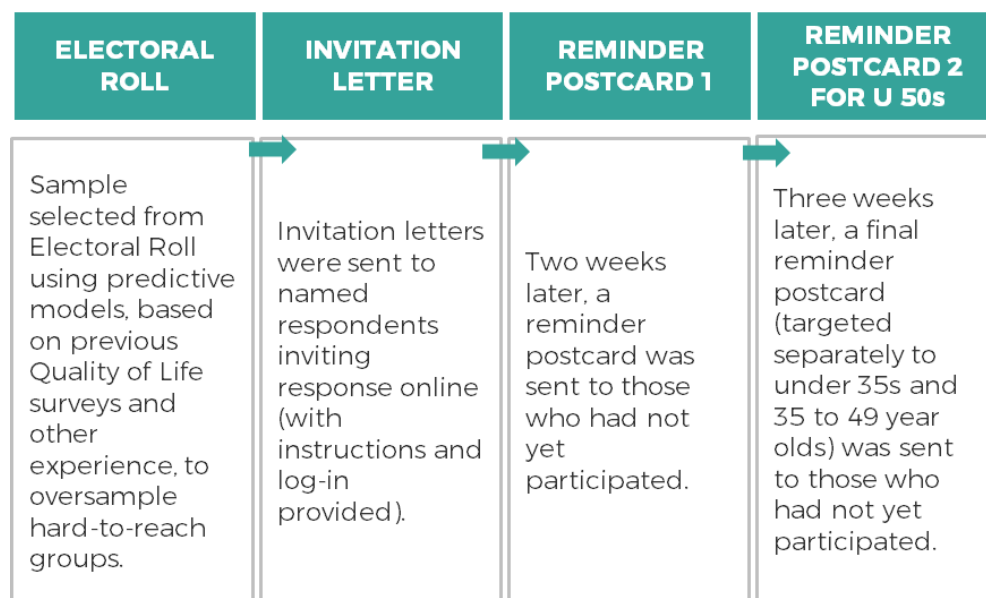
Further detail is included in Section 2.6.

Method for people aged under 50 years

While the first three stages were the same as the above, people aged under 50 years were not sent a hard copy questionnaire. Instead, postcards specifically designed for under 35 year olds and for 35 to 49 year olds were sent as a third and final invitation to participate.

An overview of this process is shown below:

Figure 2: Research process for respondents aged under 50 years



2.2 Sample design

Sampling frame

The New Zealand Electoral Roll was used as the primary sampling frame.

2018 Census data at meshblock level was used to identify areas where there were likely to be higher than average proportions of people belonging to the broad Pacific and Asian ethnic groups. These meshblocks were 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.

Sub-city geographies for sampling and analysis (for example, local board, community areas, ward or suburb clusters) were agreed with the participating councils. These areas were checked against Stats NZ data to obtain the meshblock ID. The meshblock IDs were then linked to meshblocks in the Electoral Roll data to assign location before the sample selection process.

Age of respondents was calculated using the birthdate field in the Electoral Roll, and was used to identify respondents' age group for classification and quota purposes.

Sample design

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

Within the nine geographical areas, the sample was stratified by age, location and ethnicity (Māori and non-Māori) as follows:

- By ward at city level (or local board for Auckland) 18-24 years
- By ward at city level (or local board for Auckland) 25-34 years
- By ward at city level (or local board for Auckland) 35-49 years
- By ward at city level (or local board for Auckland) 50-64 years
- By ward at city level (or local board for Auckland) 65+ years.

2018 Census data were used to calculate targets for each council area.

In Auckland, sampling aimed to achieve a minimum of 100 completed surveys in each of the Auckland local board areas, with the exception of Aotea/Great Barrier and Waiheke Islands, where 100 completed surveys were targeted in these two areas combined.

The potential response rate was estimated based on the 2020 Quality of Life survey data, and the letter rates were calculated and applied at the sub-city level (either ward or suburb clusters) for each city (or local board for Auckland) to maximise the likelihood of achieving the minimum sample sizes.

As in previous years, targets for gender, age and ethnicity within Auckland were split across four broad geographic areas, rather than across the whole region. The areas are:

- Auckland North (including Rodney, Hibiscus and Bays, Upper Harbour, Kaipātiki and Devonport-Takapuna local boards)
- Auckland West (including Waitākere Ranges, Henderson-Massey and Whau local boards)
- Auckland Central (including Waitemātā, Waiheke and Great Barrier Islands, Albert-Eden, Puketapapa, Maungakiekie-Tāmaki and Orākei local boards)
- Auckland South East (including Howick, Ōtara-Papatoetoe, Māngere-Ōtāhuhu, Manurewa, Papakura and Franklin local boards).

The targets for gender, age, and ethnicity were set using 2018 Census data prepared by Stats NZ (see Table 11).

Additional steps to achieve the sample

Two additional steps were taken to achieve the total sample.

Electoral Roll sample: A fresh sample of 1,800 potential respondents was drawn from the Electoral Roll for four areas that appeared unlikely to achieve the target response rate towards the end of the fieldwork period. These respondents received an invite letter, but no subsequent reminders (due to fieldwork dates) (see Table 1).

Table 1: Additional sample mailout

Location	Additional mailout	Responses
Tāmaki Makaurau / Auckland (7 board areas)	1,575	112
Kirikiriroa / Hamilton	100	6
Te Awa Kairangi ki Uta / Hutt	75	6
Porirua	50	2
Total	1,800	126

Note: these additional respondents are included in the response rate analysis.

Recontacts: The primary research approach was supplemented by contacting 8,113 respondents sourced from the 2020 and 2018 Quality of Life surveys who had given permission to be recontacted for further research. The recontact invitations were sent to respondents in all cities.

This approach resulted in an additional 1,191 respondents completing the 2022 Quality of Life survey.

Table 2: Achieved sample of re-contacts by city

Location	Recontact invites	Completed responses	Response rate
Tāmaki Makaurau / Auckland	2,927	411	14.0
Kirikiroa / Hamilton	582	84	14.4
Tauranga	592	75	12.7
Te Awa Kairangi ki Uta / Hutt	601	109	18.1
Porirua	603	116	19.3
Te Whanganui-a-Tara / Wellington	695	92	13.3
Ōtautahi / Christchurch	600	67	11.1
Ōtepoti / Dunedin	814	112	13.8
8-city total	7,414	1,066	14.4
Te Upoko o te Ika / Greater Wellington region	699	125	17.9
Total	8,113	1,191	14.7

Note: The re-contact sample of 1,191 is **excluded** from the response rate analysis in Section 3.5, as the only information held for them is their email address.

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

Table 3: Target sample, achieved sample and margin of error by council area

Location	Sample target	Sample achieved	Maximum margin of error (95% level of confidence)
Tāmaki Makaurau / Auckland	2,500	2,612	1.9%
Kirikiriroa / Hamilton	500	546	4.2%
Tauranga	500	564	4.1%
Te Awa Kairangi ki Uta / Hutt	500	580	4.1%
Porirua	500	565	4.1%
Te Whanganui-a-Tara / Wellington	500	612	4.0%
Ōtautahi / Christchurch	500	708	3.7%
Ōtepoti / Dunedin	575	719	3.7%
8-city total	6,075	6,906	1.2%
Te Upoko o te Ika / Greater Wellington region	2,000	2,369	2.0%
Total	6,575	7,518	1.1%

Note: Dunedin's target sample is higher than other cities due to an additional Māori booster.

Table 4: Population, achieved sample and maximum margin of error by key demographic variables for the 8-city sample (excluding Greater Wellington Region)

Quota	% of population	Achieved sample (unweighted)	Maximum margin of error (95% level of confidence)
Gender			
Male	49	3,229	1.7%
Female	51	3,670	1.6%
Another gender	<0.1	7	(not applicable)
Age			
18-24 years	14	766	3.5%
25-49 years	47	2,809	1.8%
50-64 years	22	1,729	2.4%
65 years or more	17	1,602	2.4%
Ethnicity (Respondents could select more than one ethnicity)			
Māori	10	1,293	2.7%
Pacific	9	448	4.6%
Asian / Indian	22	885	3.3%
European/ Other	67	5,417	1.3%

2.3 Questionnaire design

The project team and NielsenIQ reviewed the 2020 questionnaire to ensure that the 2022 survey would provide relevant and useful information. A few questions were removed, and some new questions were added.

Questions were added specifically relating to COVID-19 and its impacts on health treatments and businesses. Communications to potential respondents acknowledged the impact of COVID-19 but asked respondents to try and consider the previous 12 months as a whole when answering questions.

A summary of changes made to the 2020 questionnaire follows.

New or modified questions

Table 5: New or modified questions in 2022

Question topic	Hard copy survey question number	Change from 2020
City/area currently live in	Q1	Te reo place names were included.
Reasons for change in quality of life	Q5	In 2022 the question text in the online survey was changed from 'And for what reasons has your quality of life <response from Q4>?' to 'Why do you say <response from Q4>...?'. The question text in the hard copy survey was changed from 'And for what reasons has your quality of life changed?' to 'Why do you say your quality of life has changed?'
Reasons for saying city/area has changed as a place to live	Q8	In 2022 the question text was updated from 'And for what reasons do you say <answer from Q7> has <changed/become better/become worse> as a place to live?' to 'Why do you say <response from Q7>?'
Whether considering moving in the next 12 months from city/area currently live in	-	New question in 2022. Respondents who completed the hard copy survey were not shown this question.
Reasons planning to move from current city/area in the next 12 months	-	New question in 2022. Respondents who completed the hard copy survey were not shown this question.
Frequency of using public transport	Q12	Changes to question text in 2022: Auckland questionnaire only: Question wording was altered to remove references to COVID-19 and damage to the Auckland Harbour Bridge included in 2020.

Question topic	Hard copy survey question number	Change from 2020
Aspects of public transport	Q13	<p>Changes to question text in 2022: Auckland questionnaire only: Question wording was altered to remove references to COVID-19 and damage to the Auckland Harbour Bridge included in 2020.</p> <p>Changes to answer options in 2022: 'Affordable' was changed to 'Affordable (before the temporary fare cuts introduced by government in April)' 'Safe' was replaced with two more specific options relating to safety: 'Safe, from crime or harassment' and 'Safe, from catching COVID-19 and other illnesses'.</p>
Impact of COVID-19 on use of public transport	Q14	<p>Changes to question text in 2022: Question text was changed from 'Thinking about whether COVID-19 has changed the way you use each type of transport, how has your use of the following types of transport changed since COVID-19?' to 'Because of COVID-19, would you say that you use each of the following types of transport more often or less often?'.</p> <p>Changes to answer options in 2022: 'Public transport (e.g. trains, buses)' was previously shown only to those who did not say 'Not applicable / not available in my area' about public transport at Q13a, in 2022 this option was shown to all respondents. 'A private vehicle' was changed to 'A private vehicle (yours or someone else's)'.</p>
Confidence in council decision-making	Q15	<p>Changes to answer options in 2022: Options were updated to show the specific name of their city/area council. For example, if respondent is from Christchurch, the answer option changed from 'Overall, I have confidence that the Council makes decisions that are in the best interests of my city' in 2020 to 'Overall, I have confidence that Christchurch City Council makes decisions that are in the best interests of my city'.</p>
Employment status	Q17	<p>New question in 2022. This question replaced Q19 from 2020 and was expanded to include non-paid work activities such as caring for children/other dependents, volunteer work, study, and if people were retired.</p>
Satisfaction with work-life balance	Q18	<p>Changes to question text in 2022: Question text updated to specify that work-life balance here is being asked about paid work only.</p> <p>New option in 2022: 'Not applicable, not in paid work'.</p>
Owned or part-owned a business over the past two	Q19	<p>New question in 2022.</p>

Question topic	Hard copy survey question number	Change from 2020
years that employs people in New Zealand		
How many people currently employed in business	Q20	New question in 2022. It was asked only of those who currently own or part-own a business employing people in New Zealand.
How many people business previously employed	Q21	New question in 2022. This was asked only of those who had owned or part-owned a business employing people in New Zealand in the past two years but no longer did so.
Changes made to business as a result of the COVID-19 pandemic	Q22	New question in 2022. This was asked of those who currently owned/part-owned or in the past two years have owned/part-owned a business employing people in New Zealand.
Social networks and groups	Q27	In 2022 the question text was changed to ask respondents to think about social networks and groups that they are currently part of or have been part of in the past 12 months (online or in person) rather than 'the social networks and groups you may be part of' as in 2020. Changes to answer options in 2022: 'Parent networks (e.g. school, pre-school)' changed to 'School, pre-school networks (BOT, PTA, organising raffles, field trips, etc.)'. New options: 'Group fitness or movement (e.g. yoga, tai chi, gym class, etc.)' 'Hobby or interest groups (e.g., poetry/writing groups, book clubs, craft, gaming, online forums, gym classes, tai chi classes, etc.)'.
Long-term and persistent difficulties experienced	Q32	New question in 2022.
Impact of COVID-19 on areas of life over the past year	Q33	New question in 2022.
Whether anyone in household has delaying seeking health-related treatment or advice due to the COVID-19 pandemic	Q34	New question in 2022.
Reasons for delay in seeking health-related advice or treatment	Q35	New question in 2022. This question was asked only of those who said they or someone in their household delayed seeking advice or treatment as a result of the COVID-19 pandemic.

Question topic	Hard copy survey question number	Change from 2020
Acceptance of expression, identity and culture	Q36	New question in 2022.
Personally experienced prejudice or intolerance	Q37	Changes to answer options in 2022: 'Physical or mental health condition or impairment' changed to 'Physical or mental health condition'. New option in 2022: 'COVID-19 vaccination status'.
Witnessed prejudice or intolerance of others	Q38	Changes to answer options in 2022: 'Physical or mental health condition or impairment' changed to 'Physical or mental health condition'. New option in 2022: 'COVID-19 vaccination status'.
Climate actions taken on an ongoing basis over the past 12 months	Q39	New question in 2022.
Gender	Q41	In 2022, the order of some demographic questions changed. Changes to answer options in 2022: New options in 2022: 'Another gender (please specify)' 'Prefer not to say'. Options removed: 'Gender diverse'.
Identify as transgender	Q42	New question in 2022.
Sexual orientation	Q43	New question in 2022.
Ethnicity	Q46	Changes to answer options in 2022: New options in 2022: 'Filipino', 'Korean'.
Type of home	Q48	Changes to response options in 2022: 'Town house or terraced house (houses side by side)' 'Low-rise apartment block (2 or 3 storeys)' 'Mid-rise apartment block (4 to 7 storeys)' 'High-rise apartment block (8 storeys or higher)' Options removed: 'Terraced house (houses side by side)'.
Household income	Q51	In 2022 the question text was updated to specify household income (from all sources).

Question topic	Hard copy survey question number	Change from 2020
Any other comments about quality of life in your city	-	New question in 2022.
Take part in future research	Q53	In 2022 question text was updated to say contact may be from the Council (or a research company on the Council's behalf).

Questions removed

Table 6: Questions removed in 2022

Question topic	Question number (online survey)	Notes
In depth/detailed reasons for change in quality of life	Q82a	Question removed in 2022.
Expected quality of life in 12 months time	Q100	Question removed in 2022.
How family/whānau are doing	Q83	Question removed in 2022.
Reasons home does not suit needs	Q73	Question removed in 2022.
Heating home during winter months	Q63	Question removed in 2022.
Employment status	Q19	This question was replaced by Q19N with changes to answer options for paid work and the additional of other options including caring for children/other dependents, volunteer work, studying and retired.
Satisfaction with job in the last 4 weeks	Q85	Question removed in 2022.
Work without pay in the last 4 weeks	Q86	Question removed in 2022.
Impact of COVID-19 on work or financial situation	Q102	Question removed in 2022.
Working from home before COVID-19	Q103	Question removed in 2022.
Impact of COVID-19 on frequency of working from home in the future	Q104	Question removed in 2022.
Level of trust in people in their area	Q89	Question removed in 2022.
Consideration of sustainability and the environment in decision making	Q91	Question removed in 2022.
Age of children in home	Q93	Question removed in 2022.

Children live in another home some of the time	Q79	Question removed in 2022.
Highest qualification	Q81	Question removed in 2022.

2.4 Quality of life measure

Until 2018 the overall quality of life measure was asked using a 5-point scale as follows:

Would you say that your overall quality of life is... (extremely poor, poor, neither good nor poor, good, extremely good).

In 2018, two changes were made to this question.

Firstly, the scale was changed from a 5-point to a 7-point scale (*extremely poor, very poor, poor, neither poor nor good, good, very good, extremely good*), in order to provide finer granularity.

Secondly, the question was asked twice in 2018 at the beginning of the survey (Q3) and at the end (Q35). This was undertaken deliberately as a test of the extent to which respondents rated their Quality of Life differently having considered the issues raised in the survey. It was found that asking this key question at the end of the survey increases the occurrence of preceding questions influencing the quality of life measure (more details about this change are included in the Quality of Life Technical Report 2018).

From 2020 onwards the overall rating of Quality of Life question has been asked at the start of the survey.

2.5 Programming and design

The survey was programmed in Decipher (NielsenIQ's online survey software) and set up separately for hard copy completion.

There were some slight differences in the question wording to reflect individual council requirements and the size of the council jurisdiction.

Respondents aged 50 years and over who had not responded online were sent a hard copy version of the survey that corresponded to the address recorded on the Electoral Roll. There was a specific hard copy version for each participating council which included a map of the council area.

The online survey was programmed to present questions with specific references to the respondent's selected area (for example, 'Wellington is a great place to live').

Questionnaire differences by council area

- Area currently living in (Q1)
- Length of time living in city (Q2)

- Auckland and the Greater Wellington region questionnaires referred to 'your local area' for the following questions, whereas other cities' questionnaires referred to the specific city name (e.g. Hutt City)
 - Views of local area or city as a great place to live (Q6, 7, 8)
 - Rating of potential problems in local area or city in previous 12 months (Q11)
 - Perceptions of Council decision-making (Q15, 16)
 - Personal identity (Q36)
 - Personally experiencing and witnessing prejudice in local area or city (Q37 and 38)
 - Impact of climate change on the future of local area or city (Q40)
- Auckland and Greater Wellington respondents were asked which area they regarded as their 'city centre' (Q11)
- Auckland residents were not asked about their level of confidence in their Council making decisions that were in the best interest of their city (Q16)

A copy of the final questionnaire used in Wellington City is included in Appendix I. While there are slight differences in questionnaires for each participating council, most questions in the Wellington City questionnaire are the same for other council areas.

2.6 Survey materials

Survey materials were designed to capture respondents' attention, highlight the most relevant details and look professional. Council branding was included in all mailing items to indicate the importance of the survey and to reassure respondents that the correspondence was 'official'.

In 2020, the survey materials were redesigned to appeal to a wide audience, with focus on the harder-to-reach demographic groups, via more youthful colours, image selection, invitation wording and age-targeted postcards. In 2022, the same designs were used, with a colour refresh and updating of some images (replacing those that showed large crowd scenes with images more appropriate to a COVID-19 orange setting).

Section 2.1 provided an overview of the sequential mixed method employed in the 2022 Quality of life survey. Each step is outlined in more detail below.

Initial contact for all respondents - invitation letter

An invitation letter was sent to all those selected from the Electoral Roll to take part in the survey. The letter included a link to the online survey and provided an individual login ID and password. All letters were sent out on 25 March 2022.

Respondents were directed to an 0800 number and email address if they had any questions about the survey. A set of 'frequently asked questions' was also provided on the reverse side of the invitation letter. An example of the letter follows.



QUALITY OF LIFE



<Date>

<Addressee's Name>
 <Address Line 1>
 <Address Line 2>
 <City>, <postcode>

Hello, Talofa lava, Māiō e lelei, Ní hǎo, Namaste,
 Kia Ora <named respondent>,

You are invited to take part in the Quality of Life Survey 2022.

This is an important survey about what life is like for you and what it has been like living in <city> over the past 12 months. The results help your local council understand what is working well and not so well in your city and local area and to identify the areas that need more focus.

Parts of your life may have changed because of COVID-19. This survey includes some questions to understand how COVID-19 has affected your quality of life and of those close to you.

Why should I take part?

You will be helping your community. You can help make sure that the survey provides an accurate picture of residents' views. This will help councils make decisions that aim to improve life for you, your family and your wider community.

How long will it take?

The survey will take about 15 minutes to complete. **You can enter into a prize draw** when you have done it.

Why am I getting the survey?

Your name, along with hundreds of others, was randomly drawn from the Electoral Roll. Your answers are confidential and will be combined with all the other responses so you can't be identified. Participation is voluntary.

NielsenIQ, an independent research company, is running this survey for the local councils shown below.

What if I have any questions or want a paper copy?

Check out the FAQs on the back of this letter. If you have other questions or would like to take part by filling in a paper copy of the survey, call 0800 400 402 or email catherine.cross@nielseniq.com.

Thank you for your help.
 Ngā mihi nui



Kath Jamieson,
 Project Sponsor | Quality of Life Survey



















COMPLETE THE SURVEY AND YOU COULD WIN ONE OF FIVE PREZZY® CARDS WORTH UP TO

\$1,000

TRIPLE YOUR CHANCES TO WIN IF YOU COMPLETE BY

1 APRIL

You could win one \$1000 or one of four \$250 Prezzy® Cards*.

HOW TO TAKE PART

Completing the survey online is easy, quick and secure.

1

Go to: WWW.NLSN.ONLINE/LIFE

2

Enter the following details to login:
 Username: <username>
 Survey Code: <surveycode>

OR


Scan the QR code





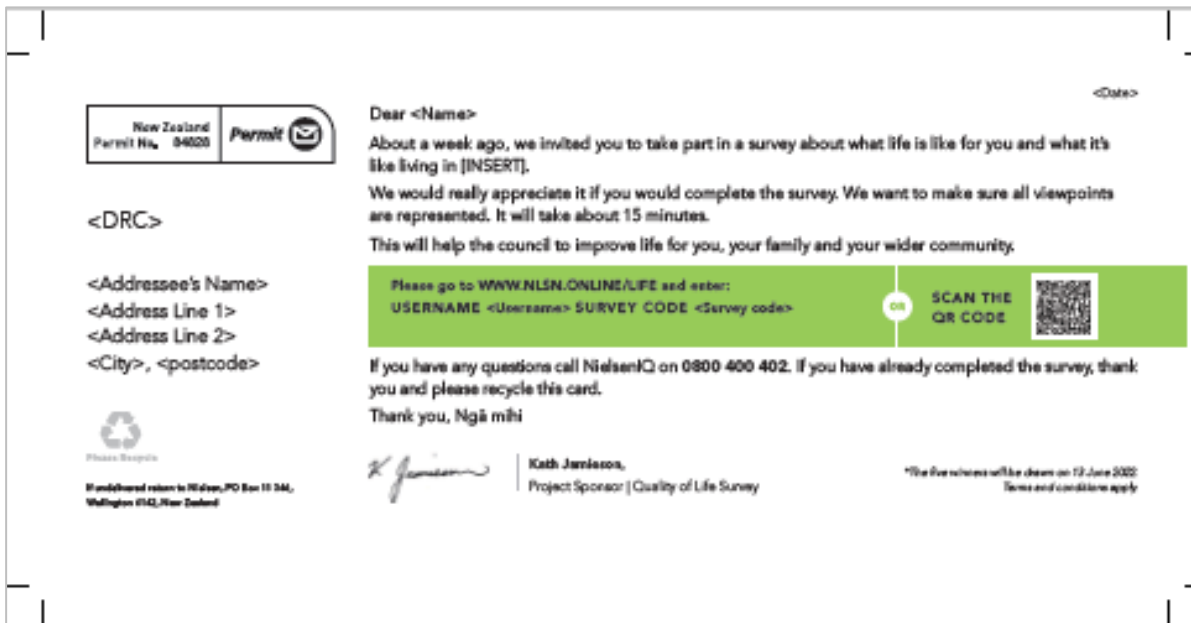
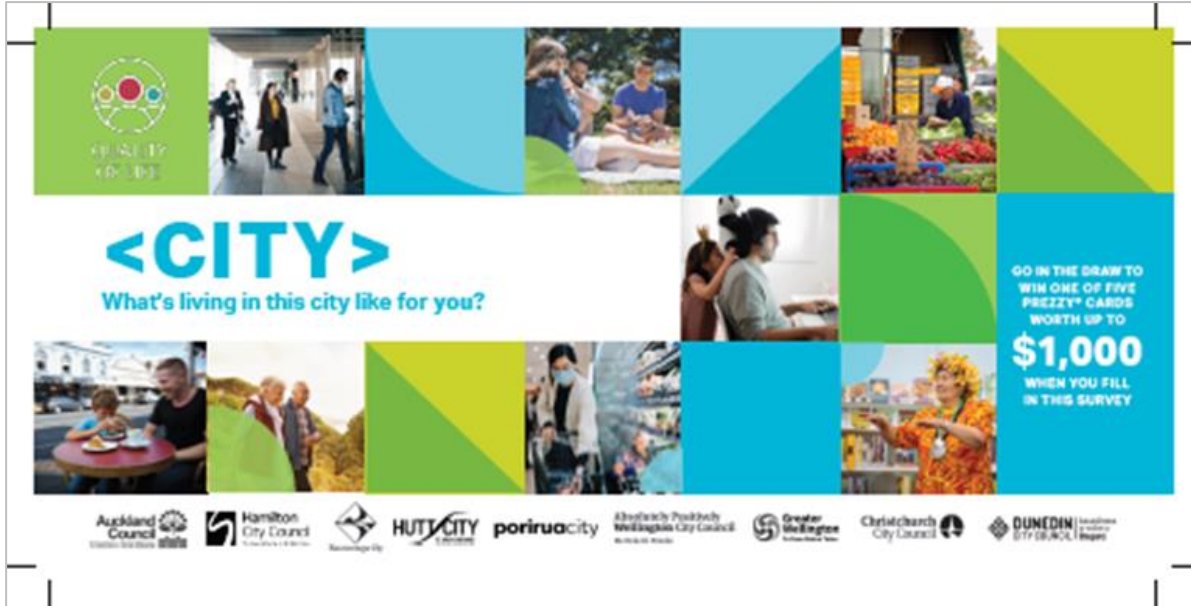
IF YOU CAN, DO IT ONLINE
 Better for the planet and saves you time.

*The prizes will be drawn on 17 June 2022
 Terms and conditions apply.

FREQUENTLY ASKED QUESTIONS	
Why was I invited to take part in the survey?	<p>You have been randomly selected from the Electoral Roll which contains names and addresses of all New Zealanders registered to vote. Your council has been given permission to use the Electoral Roll for the purpose of this research.</p> <p>To make sure we hear the views of a cross-section of the population, it is important that you personally (rather than anyone else) fill in the survey.</p>
Do I have to complete the survey?	<p>This survey is voluntary. If you cannot take part or if you have any questions, please call NielsenIQ on 0800 400 402.</p> <p>Although it is up to you whether to participate, we ask that you please do so, to make sure the results accurately reflect the views of New Zealanders.</p>
Why can't I go to the correct web page using the link you gave me?	<p>Try going to this address: WWW.NLSN.ONLINE/LIFE</p> <p><u>Or</u>, check that you haven't inserted the link into the 'search box' rather than the address bar on your website browser. Using the address bar works better.</p>  <p>If you continue to have <u>difficulties</u> then please call NielsenIQ on 0800 400 402.</p>
How will my answers be kept confidential?	<p>All results will be combined so that no individual may be identified.</p> <p>Personal information (such as name and address) will be kept in strict confidence by NielsenIQ. NielsenIQ will strip all personal information from the data before supplying it to your council. Your council will only share the data with approved researchers.</p>
What do I do if the site crashes before I've had time to complete the survey, or I get interrupted?	<p>Until you submit the completed survey, you can re-open it any time and you will be taken back to the last question you completed.</p> <p>All of your answers save as you progress.</p>
Can I change my answers?	<p>If you would like to change any of your answers, please call 0800 400 402.</p>
Who can I contact for support or COVID-19 advice?	<p>Need to talk? For support with anxiety, distress or mental wellbeing, call or text 1737 to talk with a trained counsellor for free, 24 hours a day, 7 days a week. For more information visit https://1737.org.nz/</p> <p>For COVID-19 health advice and information visit https://covid19.govt.nz/ or if you have COVID-19 symptoms, call the dedicated COVID-19 Healthline for free on 0800 358 5453. For any other health concerns, call the general Healthline number on 0800 611 116.</p>

Second contact for all respondents - reminder postcard

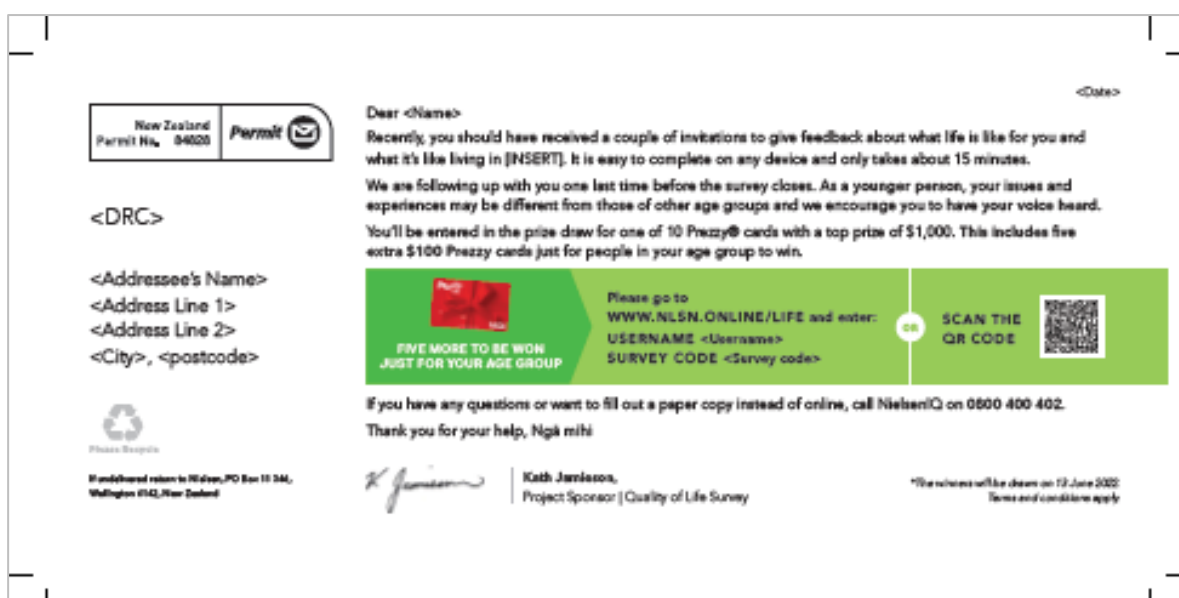
Around two weeks after the initial invitation letters were sent, reminder postcards were sent to contacts who had not yet completed the survey, who had not been returned as GNA (gone no address) or who had not called to decline to take part.



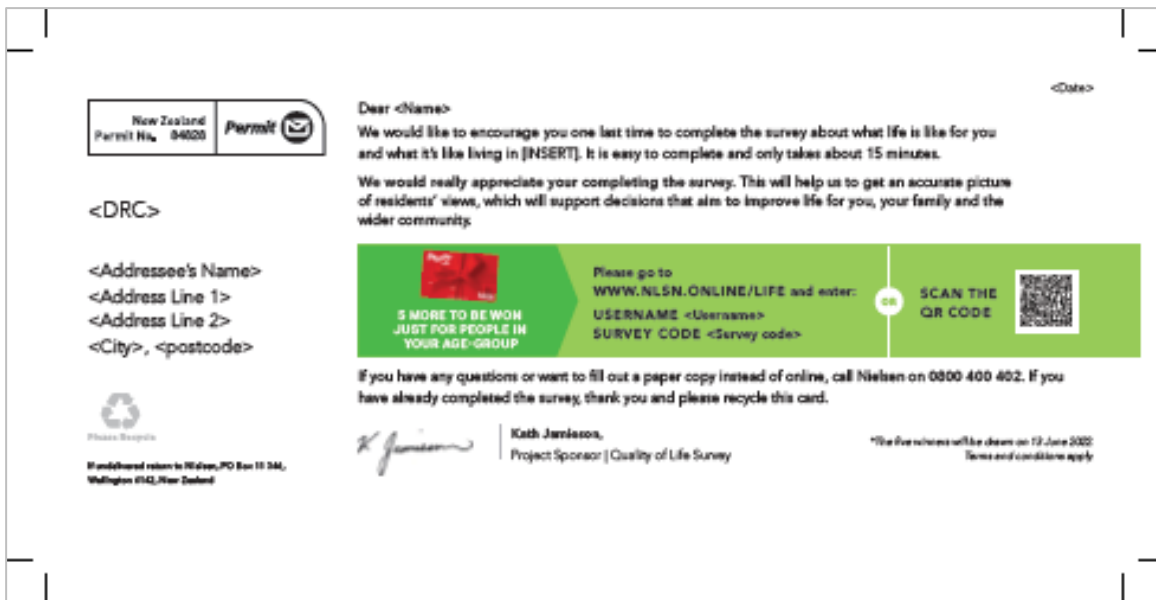
Third and final contact for respondents aged under 50 years – reminder postcard 2

Three weeks later those who were under 50 years old and had still not completed the survey online were sent a reminder postcard. As the images below show, slightly different wording was used for the under 35 year olds compared with those aged 36 to 49 years. There was greater focus on the opportunity to win a prize for the under 35 year olds, and greater emphasis for those aged 36 to 49 years on contributing their views.

Under 35 years version



36 to 49 year version



Third contact for respondents aged 50 years and over – survey pack

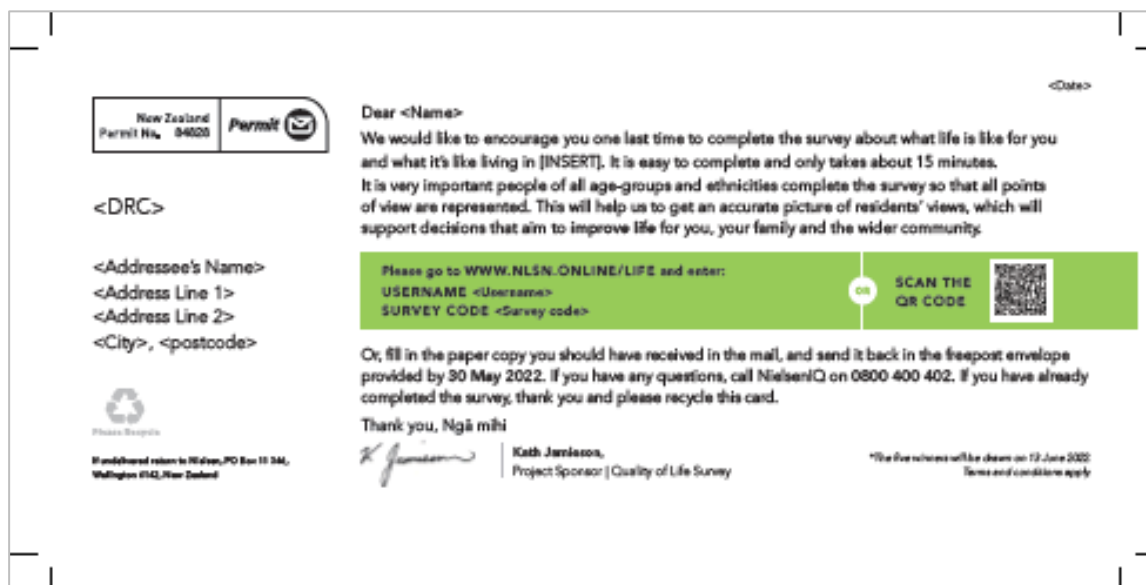
Three weeks after sending the reminder postcard, those aged 50 years or over who had still not completed the survey online were sent a survey pack with a cover letter, hard copy questionnaire and a postage paid return envelope. The survey link and individual login details were repeated in the letter in case the respondent preferred to complete the survey online.



Fourth and final contact for respondents aged 50 years and over – reminder postcard 2

Three weeks after the survey pack was sent, those who had still not replied online or by hard copy were sent a final reminder postcard.





2.7 Fieldwork timeline

The timeline for communications with potential respondents is included below.

Communication	Date
Initial invite letter sent	Friday 25 March
1 st Reminder postcard sent to all who had not yet participated	Thursday 7 April
Reminder postcards sent to those aged 18-49 years	Thursday 28 April
Survey pack sent to those aged 50 years or over	Thursday 28 April
2 nd Reminder postcard sent to those aged 50 and over	Thursday 19 May
Invitation to participate sent to recontact sample	Thursday 19 May
Email reminder to recontact sample	Wednesday 25 May
Mailout to fresh Electoral Roll sample drawn for areas with a low response	Thursday 26 May
Final day to complete survey online	Monday 13 June

3. SURVEY RESPONSE AND ANALYSIS

3.1 Survey response

Survey response channel

The table below shows the proportion of the sample across all nine participating council areas who completed the survey online and in hard copy in 2022.

Of those who completed the survey online:

- 48% completed the survey on a mobile phone, 49% on a desktop computer and 4% on a tablet.
- 30% used the QR code provided on the invite letter.

Table 7: Survey response across the total sample by council area

Survey response by council area	Online (%)	Hard copy (%)
Auckland	88	12
Hamilton	84	16
Tauranga	79	21
Hutt	82	18
Porirua	87	13
Wellington	89	11
Christchurch	86	14
Dunedin	82	18
8-city total	86	14
Greater Wellington Region (excl. Hutt, Porirua and Wellington City)	78	22
TOTAL	85	15

Among those aged under 50 years:

- six respondents requested and completed the survey via hard copy.
- Note: Sixty five people in total, requested a hard copy, but as their ages were not noted when the request was received, it is unclear if all of these were aged under 50 years.

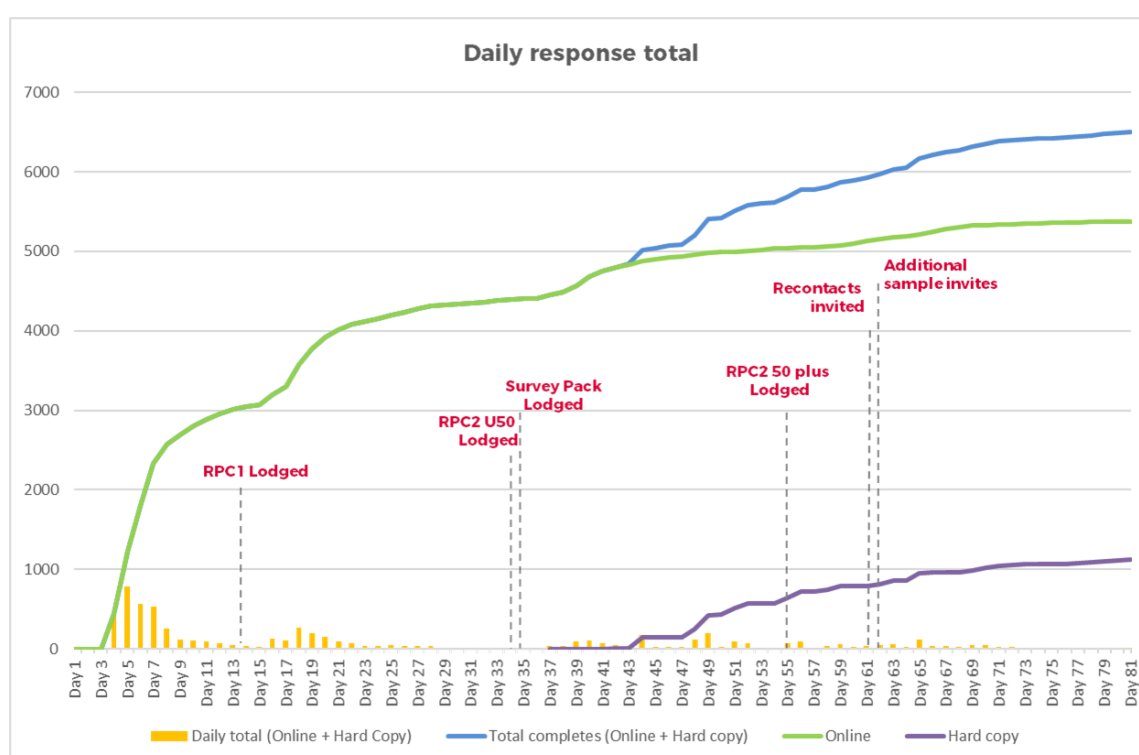
Among those aged 50 years or older:

- 75% completed the survey online (82% online completion among those aged 50 to 64 years and 69% among those aged over 65 years).
- In 2020, 71% of those aged 50 years or older completed the survey online.

Responses during fieldwork

The following chart shows the responses over the 2022 fieldwork period. It shows the effect of different fieldwork communications throughout the period, with an increase in responses after each communication.

Figure 3: Daily response



3.2 Queries to NielsenIQ

NielsenIQ managed queries from potential respondents throughout the survey period, via an 0800 number and dedicated email contact. A total of 287 emails and calls were received, and the nature of the calls and emails are listed in the table below.

Table 8: Types of queries to NielsenIQ

Refusals	Number
Health/age reasons	29
Don't want to participate	53
Currently unavailable (e.g. on holiday, out of the country)	1
Language barrier	1
Person no longer lives at address	53
Deceased	10
Queries	Number
Feedback	2
General question / query	12
Trouble using link	48
Material received after completion	2
Request replacement / replacement survey	71
New address	5
Total refusals and queries	287

Note: The numbers in the table above differ slightly from those noted in the response rate summary tables in this report. The reason is that notifications can come through by other means. For example, hard copy questionnaires can be returned with 'Don't want to participate' noted on the cover.

A set of Frequently Asked Questions (FAQs) was created for the 0800 number operator to help respond to callers' questions. A copy of these FAQs can be found in Appendix 2.

3.3 Response rate

Electoral Roll response rate

A total of 36,757 potential respondents were randomly selected from the New Zealand Electoral Roll. This total includes the additional 1,800 sample invites to four areas from the Electoral Roll as discussed in Section 2.2.

To calculate the response rate, every individual from the Electoral Roll who was sent an invitation to complete the survey was tracked and the outcome was recorded.

By entry into QPSMR, NielsenIQ traced which of the letters, postcards or questionnaire packs were returned as 'gone no address' (GNA). Any telephone or email notification of refusal to participate was logged into the 0800 number call log. This log also recorded notification from third parties that the nominated respondent was not available or capable to complete the survey due to age, language issues, health reasons, death or other disabilities. Every effort was made to remove any respondent from subsequent communications.

The two response rates are shown in the table over leaf and are calculated as follows:

- **Response rate method I** = *(Number of completed surveys / total number of invitations mailed out (excluding GNAs and ineligible)) x 100*

A total of 6,293 completed questionnaires were received from people who had been invited to participate using details taken from the Electoral Roll, resulting in a 17.79% response rate. The response rate using Response rate method I is 20.61%.

- **Response rate method II** = *(Number of completed surveys / total number of invitations mailed out (excluding GNAs, ineligible and estimated ineligible for unknown outcomes)) x 100*

This method estimates how many with an 'unknown outcome' would have been ineligible, based on the known eligibility rate. The assumption is conservative, as there is no obligation for respondents to notify NielsenIQ that they will not be participating.

- The 'unknown outcomes' estimate is based on the ratio of the total Ineligibles to known outcomes. Ineligibles include GNAs, Deceased, health/age, unavailable.
- The total known outcomes includes those that NielsenIQ received any response from, including completes, ineligibles, incompletes, late responses, etc. That ratio is then applied to the numbers for whom there was no response. Thus, it is an estimate of those who may be ineligible. (The response rate calculations exclude those that are ineligible.)

The response rate using Response rate method II is 20.61%.

Response rate method II was used as the final response rate for reporting purposes as part of the 2022 Quality of life survey (as in 2020 and 2018).

Table 9 outlines the response for the total Electoral Roll sample.

Table 9: Electoral Roll survey response by council area

Survey response by council area	TOTAL	AUCKLAND	HAMILTON	TAURANGA	HUTT	PORIRUA	WELLINGTON	CHRISTCHURCH	DUNEDIN	GREATER WELLINGTON (excl Wellington City)
Survey invitations	36,757	16,102	2,650	2,419	2,705	3,013	2,184	2,781	2,544	2,359
Completes	6,293	2,192	443	489	476	463	497	630	611	492
Online	5,346	1,929	374	388	388	402	441	539	499	386
Hard copy	947	263	69	101	88	61	56	91	112	106
Refusals / incomplete	482	211	32	30	44	36	32	33	31	32
Refused	45	8	4	7	5	1	1	4	4	11
Incomplete	425	196	27	22	39	35	31	29	26	20
Removed QC / late	12	7	1	1	0	9	1	0	1	1
Ineligibles	1,379	588	102	110	82	89	100	109	113	86
Gone - no address	1,314	561	98	106	74	85	98	106	108	78
Deceased	13	4	2	1	1	0	0	1	2	2
Out of region	26	15	0	1	4	1	2	1	1	1
Language	0	0	0	0	0	0	0	0	0	0
Unavailable	0	0	0	0	0	0	0	0	0	0
Health / age	25	7	2	2	3	3	0	1	2	5
Unknown outcome	8,154	2,991	577	629	602	588	630	772	755	610
Response rate method I	17.79	14.13	17.39	21.18	18.15	15.83	23.85	23.58	25.13	21.65
Response rate method II	20.61	16.94	20.31	24.50	20.37	18.11	27.05	26.38	28.24	24.28

Please note the following:

- Note re numbers in the council area counts above:
 - The number of 'Completes' shown in the line below Survey Invitations is based on respondents' answers to Q1 of the survey. (These may not be a perfect match for total city samples in data tables, due to changes made during data cleaning.)
 - All other numbers above (for example, Refusals, Ineligibles, etc.) are based on the sample areas as per the Electoral Roll data.
- Any duplicate returns are excluded from calculations. Thus respondent returns are only counted once.

Re-contact sample: The response rate calculations above do not include the re-contact sample of 1,191 as discussed in Section 2.2. The email address is the only information held, and therefore the numbers of Ineligibles and Refusals, etc., cannot be calculated.

3.4 Data entry

Process

As completed hard copy questionnaires were returned to NielsenIQ's Auckland office, the data was entered directly into QPSMR, the same software programme used for the online component of the survey. Using the same software reduced the chance of error in combining data sources.

The data entry team had different levels of access to the survey tool from survey respondents. For example, the data entry team had the ability to select 'no response' for any question in the case where a hard copy respondent had not selected a response.

Protocols

Data entry protocols were set up to ensure consistency. These protocols included:

- Q5, Q8, Q17, Q22, Q27, Q35, Q39, Q41, Q43, Q48, etc.- open-ended and 'Other (specify)' – type in exactly as written.
- Q37 - If a respondent has tried to answer N/A for a statement other than 'physical or mental health condition or impairment' then treated as not answered.
- Q44 - If a respondent ticks more than one gender please select 'Another gender'.
- Q49 - If options '1 and 3' are circled, enter as 3 – family trust.
- Q53 - Any number over '13' please put aside. It may be a retirement village, rest home, hostel etc. which should be coded as 1.
- In the case of multiple answers for single answer questions, rotate choice and initial option used.
- Record any comments which are not part of 'other (specify)' in the comments box at the end of the questionnaire, including the relevant question number. (The comments box is only for comments; not to record respondent's name and contact details.)
- For any questionnaires that have already been entered using the link (online), write online on front cover and put aside.

Quality control

Ten percent of data entered surveys were peer reviewed for consistency, as part of NielsenIQ's quality control processes. Of the 10% of hard copies validated, less than 0.06% of the data entered required a change to be made.

3.5 Data cleaning

Once the hard copy questionnaires had been data entered, a series of checks were carried out as part of the quality control procedure. During this process, the following edits were carried out, using the same approach as in 2020 and 2018:

- **Gender:** 132 respondents did not select a gender at Q41. Gender was added for 122 respondents who had left this question blank, using the title field, age, first name and occupation from the Electoral Roll. While NielsenIQ cannot be certain of being correct in every case, these details provide sufficient information for a gender assignment which has a very high probability of being correct. Ten were left as 'Another gender' and were included with 'Female' for weighting.
- **Age:** For the 64 respondents did not answer the question regarding their age in the hard copy version, age was re-coded from the Electoral Roll. Four respondents said they were under 18. These were also re-coded to their age as indicated on the Electoral roll (42, 39, 19 and 75 years).
- **Allocation to city / ward:** Q1 asked the city/region in which respondents live. In the online survey the respondent was asked to select the ward they lived in at Q2a, if their answer didn't match their sample city/region. (The wards shown on screen were the wards that related to the area selected at Q1). Note: the re-contacted sample was asked Q2a ward regardless. (Note: Aucklanders were shown local board areas, not wards.)

N=141 answered 'Don't know' at Q2a (Ward/local board). The wards/local areas shown at Q2a were based on the Q1 response. Details for these 141 respondents were as follows:

- For 93 respondents, their Q1 city matched their sample city. Thus their sample ward was used.
- 5 respondents selected a different city/region to their sample city/region (that was one of the nine participating city/region areas). As their selected city/region was valid, these respondents were allocated to the biggest ward/local board in that selected city/region, in accordance with measurement science principles.
- 43 respondents in the Wellington region selected a city council area in the region which was different to their Electoral Roll address, and also selected 'don't know' at the Q2a ward question. For example, they might have selected Wellington City at Q1, while the New Zealand Electoral Roll sample listed them as living in Porirua. As in previous years, these respondents were re-classified based on their details on the Electoral Roll.¹

¹ Given the confusion between Wellington as a region and a city name, if respondents were from the Wgtn region in the sample and selected a different Wgtn area Q1 in but DK for the Ward in Q2a, the assumption was that there may have been an error in the Q1 selection. Hence it was prudent to revert to their sample area/ward.

3.6 Weighting

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

- Disproportionate sample selection – certain sub-populations were over-represented to ensure an adequate base size 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 board areas.
- Differential response rates – for example, in general older people and females have higher rates of response than younger people and males.
- 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 who are not permanent residents).

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

The weighting procedure for the 2022 results took into account the need to:

- Be consistent with approaches taken in previous years, to enable comparisons of results over time
- Weight the Greater Wellington Region appropriately
- 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, gender, ward/ local board, and ethnicity.
2. Post weights were applied to Auckland, Wellington region, 6-cities, and 8-cities depending on how the areas are amalgamated.
3. When weighting was applied, an iterative proportional fitting procedure (IPFP) was used against the following weighting dimensions: Age group (4 cells), Gender (2 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).

Three weighting variables were produced:

- Local weight – used for all analyses
- 8-city weight – used for analysis of the combined results for the 8 cities
- 6-city weight – used for comparisons over time.

Statistics for the three weighting variables are shown below.

Table 10: Weighting variable statistics

Weight	Minimum	Maximum	Standard deviation
Local weight	0.02	5.76	0.48
8-city weight	0.06	6.46	0.71
6-city weight	0.06	6.07	0.70

3.7 Reporting

The overall results for the 2022 Quality of Life survey are presented in the Quality of Life Survey 2022 Topline Report.

The analysis focuses on the results for the aggregated 8-city sample. The aggregated results are referred to throughout as the 'eight-city total', and the text discusses results for the 8-city sample only. In addition, the results for all nine council areas are reported on separately.

The results for each city were sampled and weighted to be representative by age within gender, ethnicity and ward/local board.

Results for the Greater Wellington Region include results for Hutt City, Porirua City and Wellington City areas.

Significant differences

Differences in results between council areas are only reported in those cases where the following two criteria are met:

- The difference between the result for the council area and the 8-city total is significant at the 95% confidence level.
- The difference in results for the council area compared to the 8-city total is at least 5 percentage points.

Conjugate significance testing is used for significance testing, in which a subgroup is compared against the total that excludes this subgroup.

In 2018 and 2020 overlapping t-tests were used in which the subgroup is compared against the total that includes the particular subgroup. The change was made in accordance with participating council preference for conjugate significance tests.

Base sizes

All base sizes shown on charts and on tables (n=) are unweighted base sizes. Any base size of under n=100 is considered small and under n=30 is considered extremely small, therefore results should be viewed with caution.

Ethnicity

Total ethnicity is reported in the Quality of Life Survey 2022 Topline report. This means a person who identified with more than one ethnicity may be counted in more than one broad ethnic group. Therefore, ethnicity percentages add to more than 100 percent.

'Other specify' questions

Responses to 'other specify' questions are disaggregated, using codes that were included in the questionnaire, as well as codes created by NielsenIQ's coding team (based on the themes that emerged from respondents' answers).

3.8 Representativeness of the sample

Ideally the number of completed surveys should represent the population of the participating areas on a range of demographic, socio-economic and geographic characteristics.

Several measures were used to increase the response rate and to ensure the sample was as representative as possible. A final response rate of 21% was achieved. This is slightly lower than the 2020 response rate of 23.3%².

The quantity and distribution of letters sent was calculated in a way to help ensure the sample was representative by age, gender and ethnicity.

The population data was drawn from the 2018 Census of Population and Dwellings.

The charts below compare the final total sample with the overall ethnic, age, gender, and regional distribution of New Zealand usual residents aged 18 years and over (in the 8-city council areas).

² Response rate method II was used for this calculation.

Representativeness of sample

2018 Census population data for the resident population aged 18 years and over was provided by Stats NZ.

Table 11: Representativeness of the sample

Unweighted sample distribution in the 8-city areas	Population proportions (%)	Sample proportions (unweighted %)	Sample proportions (weighted %)
Gender			
Male	49	47	49
Female	51	53	51
Another gender	Unknown	<0.1	<0.1
Age groups			
18 - 24 years	14	11	14
25 - 49 years	47	41	47
50 - 64 years	22	25	22
65+ years	17	23	17
Ethnicity			
Māori	10	19**	10
Pacific	9	6	9
Asian	22	13	22
NZ European/Other	67	78	67
Location			
Auckland	57	38	57
Hamilton	6	8	6
Tauranga	5	8	5
Hutt	4	8	4
Porirua	2	8	2
Wellington	8	9	8
Christchurch	14	10	14
Dunedin	5	10	5

Note: population proportions are based on 2018 Census data.

* Data (on which the residential population is based) is not available for gender diverse populations - these individuals were assigned to the female category for weighting.

** Proportion of Māori sample includes Dunedin booster

Appendix 1:

Questionnaire

This appendix contains a copy of the paper questionnaire that was mailed out to residents of Wellington City. As mentioned earlier, slight amendments were made to some questions for respondents living in different council areas.

Thank you for agreeing to take part in this confidential survey.

INSTRUCTIONS FOR COMPLETING THE SURVEY

You will need to circle an answer like this

Please circle one answer

Yes	1
No	2

Or like this.

Please circle one answer for each statement

Question...	1	2	3	4	5
Question...	1	2	3	4	5

When there is an instruction to go to a certain question, please make sure you circle the correct answer before going to the question as instructed

Please circle one answer

Yes	1	→ Go to Q1
No	2	

If you change your mind after circling a number just cross it out and circle the correct number for your answer.

1	2	3
---	--------------	---


Q1 Do you currently live in Te Whanganui-a-Tara / Wellington?

That is the area extending as far north as Tawa, but not including Porirua, Petone or the Hutt Valley – as shown in the map.

Please circle one answer

Yes	1	→ Go to Q2
No	2	↘

If you selected "No" you do not need to answer any more questions. You can still enter the prize draw by filling in your details at Q52. After doing so, please return your survey in the pre-paid envelope.



Q2 And how long have you lived in Wellington?

Please circle one answer

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

- 1 -

QUALITY OF LIFE

Firstly, just a few questions about your quality of life in general.

Q3 Would you say that your overall quality of life is...

Please circle one answer

Extremely poor	1
Very poor	2
Poor	3
Neither poor nor good	4
Good	5
Very good	6
Extremely good	7

Q4 Compared to 12 months ago, would you say your quality of life has...

Please circle one answer

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

→ Go to Q5

Q5 Why do you say your quality of life has changed?
Please be as detailed as possible

THE CITY / AREA YOU LIVE IN

Now some questions about what it has been like living in Wellington over the past 12 months.

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

Please circle one answer for each statement

	Strongly disagree	Disagree	Neither	Agree	Strongly agree
I feel a sense of pride in the way Wellington looks and feels	1	2	3	4	5
Wellington is a great place to live	1	2	3	4	5

Q7 And in the last 12 months, do you feel Wellington has become better, worse or stayed the same as a place to live?

Please circle one answer

Much worse	1
Slightly worse	2
Stayed the same	3
Slightly better	4
Much better	5

→ Go to Q8

Q8 Why do you say Wellington has changed as a place to live?
Please be as detailed as possible

Q9 This question is about the home you currently live in.

How much do you agree or disagree that:

Please circle one answer for each statement

	Strongly disagree	Disagree	Neither	Agree	Strongly agree	Don't know
Your housing costs are affordable <i>(by housing costs we mean things like rent or mortgage, rates, house insurance and house maintenance)</i>	1	2	3	4	5	6
The type of home you live in suits your needs and the needs of others in your household	1	2	3	4	5	6
The general area or neighbourhood your home is in suits your needs and the needs of others in your household	1	2	3	4	5	6

LOCAL ISSUES

Q10 In general how safe or unsafe do you feel in the following situations...

Please circle one answer for each situation

	Very unsafe	A bit unsafe	Fairly safe	Very safe	Don't know / not applicable
In your city centre during the day	1	2	3	4	5
In your city centre after dark	1	2	3	4	5

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

Please circle one answer for each statement

	A big problem	A bit of a problem	Not a problem	Don't know
Vandalism such as graffiti or tagging, or broken windows in shops and public buildings	1	2	3	4
Theft and burglary (e.g. car, house etc.)	1	2	3	4
Dangerous driving, including drink driving and speeding	1	2	3	4
Traffic congestion	1	2	3	4
People you feel unsafe around because of their behaviour, attitude or appearance	1	2	3	4
Air pollution	1	2	3	4
Water pollution, including pollution in streams, rivers, lakes and in the sea	1	2	3	4
Noise pollution	1	2	3	4
Alcohol or drug problems or anti-social behaviour associated with the use of alcohol or drugs	1	2	3	4
People begging on the street	1	2	3	4
People sleeping rough on the streets / in vehicles	1	2	3	4
Racism or discrimination towards particular groups of people	1	2	3	4
Limited parking in the city centre	1	2	3	4

TRANSPORT

Q12 In the last 12 months, how often have you used public transport?

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

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

Please circle one answer

At least weekly	1
At least once a month but not weekly	2
Less often than once a month	3
Did not use over the past 12 months	4
Not applicable / not available in my area	5 → Go to Q14

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

Public transport is...

Please circle one answer for each aspect

	Strongly disagree	Disagree	Neither	Agree	Strongly agree	Don't know
Affordable (before the temporary fare cuts introduced by government in April)	1	2	3	4	5	6
Safe, from crime or harassment	1	2	3	4	5	6
Safe, from catching COVID-19 and other illnesses	1	2	3	4	5	6
Easy to get to	1	2	3	4	5	6
Frequent (comes often)	1	2	3	4	5	6
Reliable (comes on time)	1	2	3	4	5	6

Q14 Because of COVID-19, would you say that you use each of the following types of transport more often or less often?

Please circle one answer for each aspect

	Use more often	Use the same amount	Use less often	Don't use
A private vehicle (yours or someone else's)	1	2	3	4
Cycling as a form of transport	1	2	3	4
Walking as a form of transport	1	2	3	4
Public transport (e.g. trains, buses)	1	2	3	4

COUNCIL DECISION MAKING

Q15 How much do you agree or disagree with the following statement?

"Overall, I have confidence that Wellington City Council makes decisions that are in the best interests of my city."

Please circle one answer

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

Q16 Overall, how much influence do you feel the public has on the decisions Wellington City Council makes?

Would you say the public has...

Please circle one answer

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

YOUR LIFE AND WELLBEING

Q17 Which of the following applies to your current situation?

Please circle all that apply

In paid work 30 hours or more a week	1
In paid work less than 30 hours a week	2
Not currently in paid employment	3
Caring for children under 18 (unpaid)	4
Caring for other dependents (unpaid)	5
Volunteer work	6
Student	7
Retired	8
Other (please specify)	9

Q18 Overall how satisfied or dissatisfied are you with the balance between your paid work and other aspects of your life such as time with your family or for leisure?

Please circle one answer

Very dissatisfied	1
Dissatisfied	2
Neither satisfied nor dissatisfied	3
Satisfied	4
Very satisfied	5
Not applicable, not in paid work	6

Q19 At any time over the last two years (i.e. since COVID-19 began) have you owned or part-owned a business that employs or employed staff in New Zealand, including yourself?

Please circle all that apply

Yes, I currently own / part-own a business that employs staff, including myself	1	→	Go to Q20
Yes, but I no longer own this business	2	→	Go to Q21
No	3	→	Go to Q23

Q20 *If currently own a business*

Including yourself, how many staff do you currently employ? (This includes full and part time/casual contractors).

Please circle one answer

1 to 5 employees	1
6 to 19 employees	2
20 to 49 employees	3
50 employees or more	4

Q21 *If no longer own the business*

Including yourself, how many staff did you employ? (This includes full and part time/casual contractors).

Please circle one answer

1 to 5 employees	1
6 to 19 employees	2
20 to 49 employees	3
50 employees or more	4

Q22 Please answer if you currently own a business or have owned one in the last two years, or both. Have you made or did you make any of the following changes to your business as a result of the COVID-19 pandemic?

	Please circle <u>all</u> that apply	
	Currently own	Have owned in last 2 years
Reduced overhead costs where possible	1	1
Extended or increased contracts with suppliers	2	2
Terminated contracts with suppliers	3	3
Increased staff numbers or hours	4	4
Decreased staff numbers or reduced hours	5	5
Temporarily closed part, or all, of your operations (outside of lockdown)	6	6
Permanently closed part, or all, of your operations	7	7
Something else (please specify)	8	8
Haven't made any changes as the result of the COVID-19 pandemic	9	9

Q23 In general, how would you rate your...?

	Please circle <u>one</u> answer for each aspect					
	Poor	Fair	Good	Very good	Excellent	Prefer not to say
Physical health	1	2	3	4	5	6
Mental health	1	2	3	4	5	6

Q24 In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?

This may include sport, traditional games, kapa haka, exercise, brisk walking or cycling for recreation or to get to and from places, and housework or physical activity that may be part of your job.

Please circle one answer

0 days	1 day	2 days	3 days	4 days	5 days	6 days	7 days
0	1	2	3	4	5	6	7

Q25 Which of the following best describes how well your total income (from all sources) meets your everyday needs for things such as accommodation, food, clothing and other necessities?

Please circle one answer

Have more than enough money	1
Have enough money	2
Have just enough money	3
Do not have enough money	4
Prefer not to say	5

Q26 How much do you agree or disagree with the following statements?

Please circle one answer for each statement

	Strongly disagree	Disagree	Neither	Agree	Strongly agree
It's important to me to feel a sense of community with people in my neighbourhood	1	2	3	4	5
I feel a sense of community with others in my neighbourhood	1	2	3	4	5

Q27 Thinking about the social networks and groups you are part of or have been part of in the last 12 months (whether online or in person), do you belong to any of the following?

Please circle all that apply

Faith-based group / church community	1
Cultural group (e.g. kapa haka, Samoan group, Somalian group)	2
Marae / hapū / iwi participation (e.g. Land Trust)	3
Neighbourhood group (e.g. Residents' Association, play groups)	4
Clubs and societies (e.g. sports clubs, Lions Club, RSA, etc.)	5
Group fitness or movement (e.g. yoga, tai chi, gym class, etc.)	6
Hobby or interest groups (e.g. book clubs, craft, gaming, online forums, etc.)	7
Volunteer / charity group (e.g. SPCA, Hospice, environmental group)	8
School, pre-school networks (BOT, PTA, organising raffles, field trips, etc.)	9
Professional / work networks (e.g. network of colleagues or professional association)	10
Other social network or group (please specify)	11

None of the above	12

Q28 Over the past 12 months how often, if ever, have you felt lonely or isolated?

Please circle one answer

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

Q29 If you were faced with a serious illness or injury, or needed support during a difficult time, is there anyone you could turn to for...

Please circle one answer for each statement

	Yes, definitely	Yes, probably	No	Don't know / unsure
Practical support (e.g. shopping, meals, transport)	1	2	3	4
Emotional support (e.g. listening to you, giving advice)	1	2	3	4

Q30 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 circle **one** answer

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

Q31 Please indicate for each of the five statements which is closest to how you have been feeling over the last two weeks.

Higher numbers mean better well-being (example: if you have felt cheerful and in good spirits more than half of the time during the last two weeks, please circle the number 3 below).

Please circle **one** answer for each statement

	All of the time	Most of the time	More than half of the time	Less than half of the time	Some of the time	At no time
I have felt cheerful and in good spirits	5	4	3	2	1	0
I have felt calm and relaxed	5	4	3	2	1	0
I have felt active and vigorous	5	4	3	2	1	0
I woke up feeling fresh and rested	5	4	3	2	1	0
My daily life has been filled with things that interest me	5	4	3	2	1	0

Q32 Do you have any long-term and persistent difficulty with any of the following activities?

Please circle **one** answer for each statement

	No difficulty	Some difficulty	A lot of difficulty	Cannot do at all	Prefer not to say
Seeing, even if wearing glasses	1	2	3	4	5
Hearing, even if using a hearing aid	1	2	3	4	5
Walking or climbing steps	1	2	3	4	5
Remembering or concentrating	1	2	3	4	5
Self-care, like washing all over or dressing	1	2	3	4	5
Communicating in your everyday language, understanding or being understood by others	1	2	3	4	5

Q33 Overall, thinking about the last year, what impact has COVID-19 had on....?

Please circle one answer for each aspect

	Strong negative Impact	Some negative Impact	No Impact	Some positive Impact	Strong positive Impact	Not applicable
Your physical health	1	2	3	4	5	6
Your mental health	1	2	3	4	5	6
Your job security	1	2	3	4	5	6
Your financial situation	1	2	3	4	5	6
Your work-life balance	1	2	3	4	5	6
Your relationships	1	2	3	4	5	6
Your children's (under 18 years) educational progress	1	2	3	4	5	6
Your children's (under 18 years) overall wellbeing	1	2	3	4	5	6

Q34 Have you, or has anyone in your household, delayed seeking any health-related treatment or advice due to the COVID-19 pandemic?

Please circle one answer

Yes	1	→	Go to Q35
No	2		
Don't know	3	→	Go to Q36

Q35 For what reasons did you, or did someone in your household delay seeking this treatment or advice?

Please circle all that apply

Concerned about catching COVID-19	1
Were self-isolating because exposed to / had COVID-19	2
Wanted to avoid putting pressure on health services	3
Concerned about leaving home	4
Concerned about the financial cost	5
Did not know how to access help	6
Was not able to access help	7
Thought help was unavailable	8
My health provider had to postpone my appointment or treatment	9
Other (please specify)	10

CULTURE AND IDENTITY

Q36 Thinking about living in Wellington, how much do you agree or disagree with the following statements?

Please circle one answer for each statement

	Strongly disagree	Disagree	Neither	Agree	Strongly agree	Prefer not to say
People in Wellington accept and value me and others of my identity (e.g., sexual, gender, ethnic, cultural, faith)	1	2	3	4	5	9
I feel comfortable dressing in a way that expresses my identity in public (e.g., sexual, gender, ethnic, cultural, faith)	1	2	3	4	5	9
I can participate, perform, or attend activities or groups that align with my culture	1	2	3	4	5	9

Q37 In the last three months in Wellington, have you personally experienced prejudice or intolerance, or been treated unfairly or excluded, because of your...

Please circle one answer for each statement

	Yes	No	Prefer not to say
Gender	1	2	3
Age	1	2	3
Ethnicity	1	2	3
Physical or mental health condition	1	2	3
Sexual orientation	1	2	3
Religious beliefs	1	2	3
COVID-19 vaccination status	1	2	3

Q38 In the last three months in Wellington, have you witnessed anyone showing prejudice or intolerance towards a person other than yourself, or treating them unfairly or excluding them, because of their...

Please circle one answer for each statement

	Yes	No	Prefer not to say
Gender	1	2	3
Age	1	2	3
Ethnicity	1	2	3
Physical or mental health condition	1	2	3
Sexual orientation	1	2	3
Religious beliefs	1	2	3
COVID-19 vaccination status	1	2	3

CLIMATE CHANGE

Q39 Over the last 12 months, what climate actions (if any) have you taken on an ongoing basis?

Please circle all that apply

Transport actions (e.g., choosing to walk, bike or bus, flying less, driving an electric vehicle, car sharing)	1	Food actions (e.g., eating more plant-based foods, growing your own food, shopping locally/ seasonally, composting)	5
Managing waste actions (e.g., reducing food/organic waste going to landfill)	2	Talked about climate change issues or solutions (e.g. friends, family, colleagues)	6
Purchasing actions (e.g., buying fewer products, buying less plastics or single use disposable products)	3	Anything else (please specify)	7
Energy actions (e.g., upgrading your home to reduce electricity use)	4	None of these	8
		Don't know	9

Q40 To what extent do you personally worry about the impact of climate change on the future of Wellington and residents of Wellington?

Please circle one answer

Not at all worried	1
A little worried	2
Worried	3
Very worried	4
I don't know enough about climate change	5
I don't believe in climate change	6

DEMOGRAPHICS

Lastly, a few questions about you. This is so we can ensure we hear from a diverse range of people who live in Aotearoa New Zealand.

Q41 Are you...

Please circle one answer

Male	1
Female	2
Another gender (please specify) _____	3
Prefer not to say	4

Q42 Do you consider yourself to be transgender?

Please circle one answer

Yes	1
No	2
I don't know	3
Prefer not to say	4

Q43 Which of the following options best describes how you think about yourself...

Please circle one answer

Heterosexual or straight	1
Gay or lesbian	2
Bisexual	3
Other (please specify) _____	4
I don't know	5
Prefer not to say	6

Q44 Were you born in New Zealand?

Please circle one answer

Yes	1	→ Go to Q46
No	2	→ Go to Q45

Q45 How many years have you lived in New Zealand?

Please circle one answer

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

Q46 Which ethnic group, or groups, do you belong to?

Please circle all that apply

New Zealand European	1
Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Chinese	7
Indian	8
Filipino	9
Korean	10
Other (please specify)	11
Prefer not to say	12
Don't know	13

Q47 Are you...

Please circle one answer

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

Q48 What type of home do you currently live in?

Please circle one answer

Stand-alone house on a section	1	High-rise apartment block (8 storeys or higher)	5
Town house or terraced house (houses side by side)	2	Lifestyle block or farm homestead	6
Low-rise apartment block (2 or 3 storeys)	3	Other (please specify)	7
Mid-rise apartment block (4 to 7 storeys)	4		

Q49 Who owns the home that you live in?

Please circle one answer

I personally or jointly own it with a mortgage	1	A local authority or city council owns it	6
I personally or jointly own it without a mortgage	2	Kāinga Ora (Housing New Zealand) owns it	7
A family trust owns it	3	Other State landlord (such as Department of Conservation, Ministry of Education) owns it	8
Parents / other family members or partner own it	4	A social service agency or community housing provider (e.g. the Salvation Army, New Zealand Housing Foundation) owns it	9
A private landlord who is NOT related to me owns it	5	Don't know	10

Q50 How many people live in your household, including yourself?

By live in your 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 only.

Please write the number in the box

Q51 Which best describes your household's annual income (from all sources) before tax?

Please circle one answer

\$20,000 or less	1	\$100,001 - \$150,000	6
\$20,001 - \$40,000	2	\$150,001 - \$200,000	7
\$40,001 - \$60,000	3	\$200,001 or more	8
\$60,001 - \$80,000	4	Prefer not to say	9
\$80,001 - \$100,000	5	Don't know	10

Q52 OPTIONAL: Please fill in your contact details below so that we are able to contact you if you are one of the prize draw winners or if we have any questions about your questionnaire (e.g. if we can't read your response).

Name: _____

Phone number: _____

Email address: _____

Q53 It is likely that more research will be carried out by your council on the sorts of topics covered in this survey. Are you willing to provide your contact details so that your council (or a research company on their behalf) could contact you and invite you to take part in future research?

Please note that providing your contact details does not put you under any obligation to participate.

Please circle one answer

Yes	1
No	2

Thank you for taking the time to complete this survey.

Please check that you have completed all pages of the questionnaire and then put the completed questionnaire in the Freepost envelope provided or any envelope (no stamp required) and post it to:

FreePost Authority Number 196397
 Survey Returns Team, NielsenIQ
 Private Bag 93500
 Takapuna, Auckland 0740
 New Zealand

if you have any questions please call 0800 400 402

If you, or someone you know, needs help there are a number of support services available.

For COVID-19 health advice and information visit <https://covid19.govt.nz/> or if you have COVID-19 symptoms, call the dedicated COVID-19 Healthline for free on 0800 358 5453. For any other health concerns, call the general Healthline number on 0800 611 116.

Need to talk? For support with anxiety, distress or mental wellbeing, call or text 1737 to talk with a trained counsellor for free, 24 hours a day, 7 days a week. For more information visit <https://1737.org.nz/>

Or you can call Lifeline on 0800 543 354 or Samaritans on 0800 726 666. For more helplines visit <https://covid19.govt.nz/health-and-wellbeing/mental-wellbeing/where-to-go-for-help/>

Quality of Life 2022 – Prize Draw Terms and Conditions of Entry

1. Information on how to enter the promotion forms part of these Terms and Conditions of Entry. Entry into the promotion is deemed acceptance of the following terms and conditions.
2. The promotion commences on 25 March 2022 and closes on 30 May 2022 ("Promotional Period").
3. To enter Eligible Respondents must complete and submit the Survey of New Zealanders within the Promotional Period by:
 - a. filling out the online survey at www.nielsenonline/life (using your personalised username and password, provided in the letter sent to you informing you of the survey) including your contact details, or
 - b. returning a completed hard copy of the survey (if this has been provided) with your contact details to the Promoter.
4. Entry is only open to "Eligible Respondents", being individuals who: (i) are residents of New Zealand aged 18 years or older; and (ii) are not employees of the Promoter or the Wellington City Council, Auckland Council, Dunedin City Council, Christchurch City Council, Tauranga City Council, Hamilton City Council, Greater Wellington Regional Council, Porirua City Council, Hutt City Council; and (iii) are not a spouse, de facto partner, parent, child, sibling (whether natural or by adoption) or household member of such an employee; and (iv) are not professionally connected with the promotion.
5. Each completed survey with accompanying contact details, submitted in accordance with paragraph 3, above, will automatically receive one entry into the prize draw. There is a limit of one entry per Eligible Respondent, except in accordance with paragraph 6, below.
6. Each completed survey that is received on or before 11:59pm (NZT) 1 April 2022 will receive two (2) additional entries into the prize draw for a total of three (3) entries.
7. The Promoter reserves the right, at any time, to verify the validity of the entry and Eligible Respondent (including a respondent's identity, age and place of residence) and to disqualify any respondent who submits a response that is not in accordance with these Terms and Conditions of Entry. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
8. The prize draw will take place on 13 June 2022. The winners will be notified within 10 working days of the draw by telephone or email.
9. The first five (5) valid entries drawn at random will be deemed the winners. The top prize is \$1,000 with a further four prizes of \$250, which can be redeemed as a Frezzy card. The winners are responsible for any tax associated with the prize.
10. A secondary prize draw for respondents aged 18-49 will also occur on 13 June 2022 with,
 - a. Each completed survey with accompanying contact details, submitted in accordance with paragraph 3, above, and where the respondent is aged 18-49 will automatically receive one entry into the prize draw. There is a limit of one entry per Eligible Respondent.
 - b. The first five (5) valid entries drawn at random will be deemed the winners. There are five (5) prizes of \$100, which can be redeemed as a Frezzy card. The winners are responsible for any tax associated with the prize.
11. The prize is not transferable or exchangeable. No responsibility is accepted for late, lost, misdirected or illegible entries.
12. The Promoter's decision is final and no correspondence will be entered into.
13. If after 10 working days following the Promoter attempting to contact a winner at the contact details provided the Promoter has been unable to make contact with the winner, that winner will automatically forfeit the prize, and the Promoter will randomly select one further entry who will be contacted by the Promoter by telephone or email and will be the winner of the prize.
14. The Quality of Life Survey Team, the Promoter and their affiliates will not ever use the winner's name and biographical information for advertising and promotional purposes.
15. All personal details of the respondents will be stored securely at the office of the Promoter and used to operate and administer the prize draw or to contact the respondent, if necessary, to clarify responses to questions in any hard copy of the survey. A request to access, update or correct any personal information should be directed to the Promoter.
16. The Promoter is ACNielsen (NZ) ULC, L5 150 Willis Street, Te Aro, Wellington, 6011, New Zealand. Phone 0800 400 402.
17. The Promoter reserves the right to amend or modify these Terms and Conditions of Entry at any time.
18. The Promoter will not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or sustained as a consequence of participation in the promotion or as a consequence of the use and enjoyment of the prize.
19. The promotion is governed by New Zealand law and all respondents agree to submit to the exclusive jurisdiction of the Courts of New Zealand with respect to any claim or matter arising out of or in connection with this promotion.

Appendix 2: 0800 number FAQs

The following FAQ document was created for the council contact centres to assist in the response to callers' questions

Key messages

- The national Quality of Life Survey is conducted every two years.
- Some residents will be sent a letter inviting them to participate online, a reminder postcard is then sent to those who have not completed. If the resident has still not completed the survey they will be sent a hard copy survey and a final reminder postcard.
- The survey is very important for councils to help them understand their residents' needs and ensure that the right decisions are made about programmes and services offered in different communities.
- The ultimate goal is to help councils improve their residents' overall quality of life.

The survey invitation

Each letter and postcard has a unique identifier that will allow access to the survey for one person.

Online survey landing page: WWW.NLSNIQ.ONLINE/LIFE

Survey issues (general)

Q. What is the purpose of this survey/What is this survey about?

It is to provide information to local councils to improve the quality of life of New Zealanders.

Q. Is this survey genuine?

Yes it is. It is being done for 8 local councils and 1 regional council. NielsenIQ 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

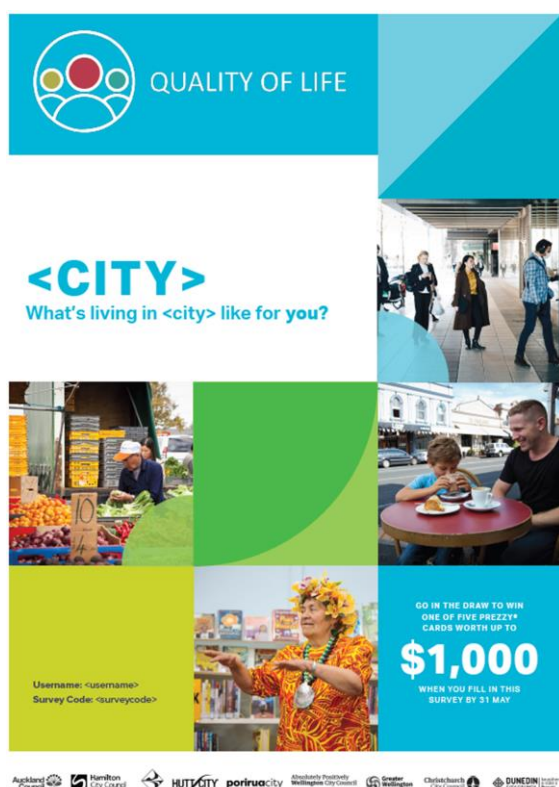
In the first instance, thank the respondent and ask them if they would mind calling NielsenIQ on their toll free 0800 number so that their details can be removed.

If the respondent does not want to do this, ask for details (including username and survey code from 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.

Email xxx@nielseniq.com to with the respondent's name, username and survey code, along with any other relevant details from the call as soon as possible so that the respondent can be removed from the sample.

Things to note:

The username is a numerical code (see picture below) and the survey code is three letters of the alphabet. It's important that you get these correct otherwise we will not be able to find the respondent and remove them.



Q. Respondent moved or unable to complete the survey

In the first instance, thank the respondent and ask them if they would mind calling NielsenIQ on their toll free 0800 number so that their details can be removed.

If the respondent does not want to do this, ask for details (including username and survey code from letter, postcard, or survey). Email xxx@nielseniq.com with the respondent's name, username and survey code, along with any other relevant details from the call as soon as possible so that the respondent can be removed from the sample.

Q. What do I get for completing it?

If you complete the survey online or send back a hardcopy by 29 November 2020, you will go in the draw to win one of five Prezzy cards worth up to \$1,000. Triple your chances to

win if you complete by 2 October. You could win one \$1,000 or one of four @250 Prezzy cards.

For those under the age of 35 years, go in the draw to win one of three Prezzy cards worth up to \$250 when you fill in this survey.

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 the results that only the people randomly sampled complete the survey.

Confidentiality

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. NielsenIQ are researchers, not direct marketers. To deliver results, your answers will be put together with those of others.

NielsenIQ is bound by Research Association of New Zealand's (RANZ) Professional Code of Practice which prohibits them from identifying any person who takes part in a survey unless they have explicit consent from them to do so.

Q. Where did you get my name and address from?

The project got your address by random selection 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.

Q. How did you get access to the Electoral Roll?

Government agencies have access to the Electoral Roll for this purpose.

Q. Is this NielsenIQ?

To talk to NielsenIQ, you can call the survey hotline on 0800 400 402

Q. Can I get a copy of the results when you are finished? OR Can you send me the results?

You can see the results from the previous years on the Quality of Life website: www.qualityoflifeproject.govt.nz. Results from this year's survey will be available at this website later this year.

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 on the 28 April 2022. If replacement copy required, please contact the NielsenIQ survey hotline on 0800 400 402.

Q. Already completed the survey and have received another communication

Sorry, unfortunately because it takes a few days for mail to be printed and delivered, sometimes reminder communications are received by people who have already completed the survey. If you would like to check NielsenIQ have received your survey, please call 0800 400 402.

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

Technical questions

Q. Technical issues (with online survey)

Please contact IQIQ on 0800 400 402

Q. Is the website secure?

The NielsenIQ website has advanced security measures in place to protect the loss, misuse and alteration of the information under our control. The data itself is encrypted into a proprietary binary format and cannot be read without the correct software even if it could be accessed.

All respondents are screened and allocated unique usernames and passwords so that they can only enter the questionnaire once.

Only the data programmers and researchers working on this project can view your individual response.

Appendix 3: Weighting matrices

This section provides details of the population data used for weighting purposes.

Table 12: Population figures by age and gender

Resident population aged 18+ (2018 Census)	TOTAL	Male				Female			
		18 - 24	25 - 49	50 - 64	65+	18 - 24	25 - 49	50 - 64	65+
Auckland Central*	328,929	24,177	81,855	33,252	21,615	24,180	83,382	35,004	25,464
Auckland North*	293,826	17,664	64,065	34,086	26,217	16,659	68,154	36,462	30,519
Auckland South-East*	386,172	28,614	90,450	43,419	27,063	26,409	94,788	44,472	30,957
Auckland West*	187,404	12,579	46,419	20,364	12,369	11,871	47,535	21,288	14,979
Hamilton	120,165	9,924	27,786	11,421	8,367	9,912	29,184	12,933	10,638
Tauranga	104,028	5,100	20,613	11,397	12,000	4,434	22,539	12,969	14,976
Porirua	40,704	2,493	9,036	4,881	3,063	2,457	10,092	5,172	3,510
Hutt	79,347	4,617	17,955	9,393	6,585	4,374	18,804	9,972	7,647
Wellington	163,107	13,323	38,976	16,491	9,813	15,135	40,464	17,505	11,400
Christchurch	292,467	20,919	66,315	32,988	24,609	18,381	64,335	34,155	30,765
Dunedin	101,694	9,504	18,156	11,376	9,099	11,382	18,927	12,063	11,187

Note: These figures are based on 2018 Census population released by Stats NZ

*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, Waitemata, 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 13: Population figures by ethnicity

Resident population aged 18+ (Census 2018)	TOTAL	NZ European / Other	Māori	Pacific	Asian
Auckland Central	328,929	199,551	22,350	28,386	102,468
Auckland North	293,826	218,190	18,036	7,827	67,515
Auckland South-East	386,172	167,499	51,816	85,578	116,469
Auckland West	187,404	102,891	21,315	28,278	54,768
Hamilton	120,165	81,822	23,544	5,529	22,026
Tauranga	104,028	88,218	15,012	2,091	7,383
Porirua	40,704	26,373	7,602	9,084	3,405
Hutt	79,347	56,121	12,183	7,395	11,808
Wellington	163,107	127,803	12,426	7,152	28,737
Christchurch	292,467	236,958	23,268	8,601	42,270
Dunedin	101,694	90,891	7,575	2,583	7,830

Note: These figures are actual 2018 Census data released by Stats NZ.

Table 14: Population proportions (%) by age and gender

Resident population aged 18+ (2018 Census)	8-city post weight	Male				Female			
		18 - 24	25 - 49	50 - 64	65+	18 - 24	25 - 49	50 - 64	65+
Auckland Central*	16	7	25	10	7	7	25	11	8
Auckland North*	14	6	22	12	9	6	23	12	10
Auckland South-East*	18	7	23	11	7	7	25	12	8
Auckland West*	9	7	25	11	7	6	25	11	8
Hamilton	6	8	23	10	7	8	24	11	9
Tauranga	5	5	20	11	12	4	22	12	14
Porirua	2	6	22	12	8	6	25	13	9
Hutt	4	6	23	12	8	6	24	13	10
Wellington	8	8	24	10	6	9	25	11	7
Christchurch	14	7	23	11	8	6	22	12	11
Dunedin	5	9	18	11	9	11	19	12	11

*As noted in the earlier description of the weighting approach, Auckland was divided into four sub-areas for weighting purposes. In combination, Auckland has an 8-city post weight of 57%

Table 1: Population proportions (%) by ethnicity

Resident population aged 18+ (2018 Census)	8-city post weight	NZ European / Other	Māori	Pacific	Asian
Auckland Central*	16	61	7	9	31
Auckland North*	14	74	6	3	23
Auckland South-East*	18	43	13	22	30
Auckland West*	9	55	11	15	29
Hamilton	6	68	20	5	18
Tauranga	5	85	14	2	7
Porirua	2	65	19	22	8
Hutt	4	71	15	9	15
Wellington	8	78	8	4	18
Christchurch	14	81	8	3	14
Dunedin	5	89	7	3	8

*As noted in the earlier description of the weighting approach, Auckland was divided into four sub-areas for weighting purposes. In combination, Auckland has an 8-city post weight of 57%

Table 16: Auckland area weights

Auckland local boards	Resident population aged 18+ (2018 Census)	Population proportions (%)
Papakura	41,796	3.5
Ōtara-Papatoetoe	60,687	5.1
Manurewa	66,672	5.6
Māngere-Ōtāhuhu	53,628	4.5
Franklin	55,887	4.7
Howick	107,502	9.0
Ōrākei	65,574	5.5
Maungakiekie-Tāmaki	58,395	4.9
Puketāpapa	45,375	3.8
Waitematā	73,422	6.1
Waiheke-Great Barrier	8,139	0.7
Albert-Eden	78,024	6.5
Whau	61,497	5.1
Waitākere Ranges	38,697	3.2
Henderson-Massey	87,210	7.3
Devonport-Takapuna	45,132	3.8

Kaipātiki	68,985	5.8
Upper Harbour	48,855	4.1
Hibiscus and Bays	80,325	6.7
Rodney	50,529	4.2

Table 17: Post-weights for comparisons with historical data

	6-city post weight (%)
Auckland Central*	17.6
Auckland North*	15.7
Auckland South-East*	20.6
Auckland West*	10.0
Porirua	2.2
Hutt	4.2
Wellington	8.7
Christchurch	15.6
Dunedin	5.4

**As noted in the earlier description of the weighting approach, Auckland was divided into four sub-areas for weighting purposes. In combination, Auckland has a 6-city post weight of 63.9%*

Appendix 4: Glossary

This glossary provides 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.

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.

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.

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