



QUALITY OF  
LIFE SURVEY



# QUALITY OF LIFE SURVEY 2020

## TECHNICAL REPORT



## ACKNOWLEDGEMENTS

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

The members of the Quality of Life management group were:

- Laura Roberts and Alison Reid, Auckland Council
- Kath Jamieson, Christchurch City Council
- Laura Dowdall-Masters, Christopher Stachowski and Terence Priggen, Wellington City Council
- Jessie Wu, Dunedin City Council.

The team at Nielsen who worked on this project included Antoinette Hastings, Tessa Hoffman, Roman Konopka and Arlene Sison.

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

ISBN 978-1-99-100218-1 (Print)

ISBN 978-1-99-100219-8 (PDF)

### Recommended citation

Nielsen. (2020). Quality of Life survey 2020: Technical report. A report prepared on behalf of Auckland Council, Wellington City Council, Christchurch City Council, and Dunedin City Council.

For more information on the Quality of Life Survey and to access the results for 2020, as well as reports from previous years, please go to the Quality of Life website. <http://www.qualityoflifeproject.govt.nz/survey.htm>

# CONTENTS

|   |           |
|---|-----------|
| <b>1. BACKGROUND .....</b>                  | <b>3</b>  |
| 1.1 Introduction.....                       | 3         |
| 1.2 Council involvement.....                | 3         |
| 1.3 Final sample size.....                  | 4         |
| 1.4 Survey timing.....                      | 4         |
| <b>2. RESEARCH DESIGN.....</b>              | <b>5</b>  |
| 2.1 Methodology .....                       | 5         |
| 2.2 Sample design.....                      | 7         |
| 2.3 Questionnaire design.....               | 8         |
| 2.4 Quality of life measure .....           | 13        |
| 2.5 Programming and design.....             | 13        |
| 2.6 Survey materials.....                   | 15        |
| 2.7 Survey response.....                    | 21        |
| 2.8 Queries to Nielsen .....                | 23        |
| 2.9 Data entry .....                        | 24        |
| 2.10 Data cleaning.....                     | 24        |
| 2.11 Response rate .....                    | 25        |
| 2.12 Weighting.....                         | 27        |
| 2.13 Reporting.....                         | 28        |
| 2.14 Representativeness of the sample ..... | 29        |
| <b>APPENDIX 1: QUESTIONNAIRE.....</b>       | <b>31</b> |
| <b>APPENDIX 2: 0800 NUMBER FAQs.....</b>    | <b>46</b> |
| <b>APPENDIX 3: WEIGHTING MATRIX .....</b>   | <b>50</b> |
| <b>APPENDIX IV GLOSSARY .....</b>           | <b>56</b> |

# BACKGROUND

## 1.1 Introduction

The Quality of Life 2020 survey is a collaborative local government research project. The primary objective of the survey is to measure residents' perceptions across a range of measures that impact on New Zealanders' quality of life. The Quality of Life survey was originally established in response to growing pressures on urban communities, concern about the impacts of urbanisation and the effect of this on the wellbeing of residents. The results from the survey are used by participating councils to help inform their policy and planning responses to population growth and change.

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

- Overall quality of life
- 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
- Impact of Covid-19

This report outlines the technical details of the Quality of Life Survey 2020, 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 2020 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.

It should be noted that 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 2020 are provided in the *Quality of Life Survey 2020 Topline Report*. Throughout that report, the result for all nine council areas are reported on separately and, in addition, the aggregated result for the eight city councils are provided (referred to throughout as the '8 city total'). In light of the original reason for establishing the Quality of Life survey (discussed above), the focus of the text in that report is on the eight cities, as these are substantially urban areas<sup>1</sup>.

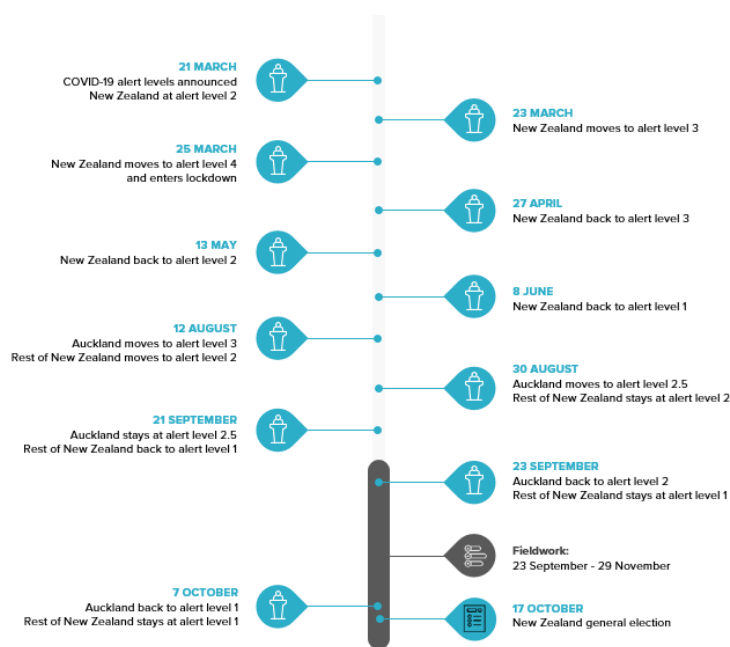
## 1.3 Final sample size

A total sample of 6,930 was achieved.

This included 6,412 residents aged 18 and over living in the eight cities, as well as an additional 518 residents living in the broader Greater Wellington Region. Refer to Section 2.2 for more detail on sample design.

## 1.4 Survey timing

Fieldwork was originally scheduled for April - May 2020, but was delayed due to the COVID-19 pandemic, as New Zealand moved into alert level 2 then alert level 4 at the end of March (see COVID-19 timeline below). Fieldwork finally took place from 23 September to 29 November 2020, not long after alert levels had been raised for the second time. The questionnaire was updated and modified, with some questions relating to COVID-19 added.



<sup>1</sup> The 'eight cities' are all exclusively urban areas, with the exception of Auckland. However, the majority of Auckland's population lives in urban areas.

# RESEARCH DESIGN

This section details the 2020 survey methodology, sampling design, questionnaire design and response rates.

The research took place between 23 September 2020, when the first invitation letters were sent out, and 29 November 2020 when the survey closed (with responses continuing to come in until 7 December).

## 2.1 Methodology

A variation of the method used from 2012-2018 was adopted for the survey in 2020. In 2020, respondents aged under the age of 35 years were only able to complete the survey online, unless they proactively requested a hard copy questionnaire to be sent to them. Respondents aged 35 years and over were able to complete the survey online or via hard copy as in previous years.

This change was made to ensure that the research design continued to deliver value for money in the face of:

- increasing proportions of respondents choosing to complete the survey online (around 80-85% of 18-34 year olds are now completing this type of survey online)
- Younger people having grown up with the internet and smartphones (hence digital exclusion among this group continues to diminish with time)
- Postage costs regularly increasing.

### **Electoral Roll as sampling frame**

For both age groups, potential respondents were selected from the Electoral Roll as the primary sampling frame. This is the most comprehensive sampling frame, as it includes the great majority of residents aged 18 years and over. It allows sample selection by local council area and by a small number of demographic variables (gender, age and Māori descent) and provides a name and address for mailing invitations to participate.

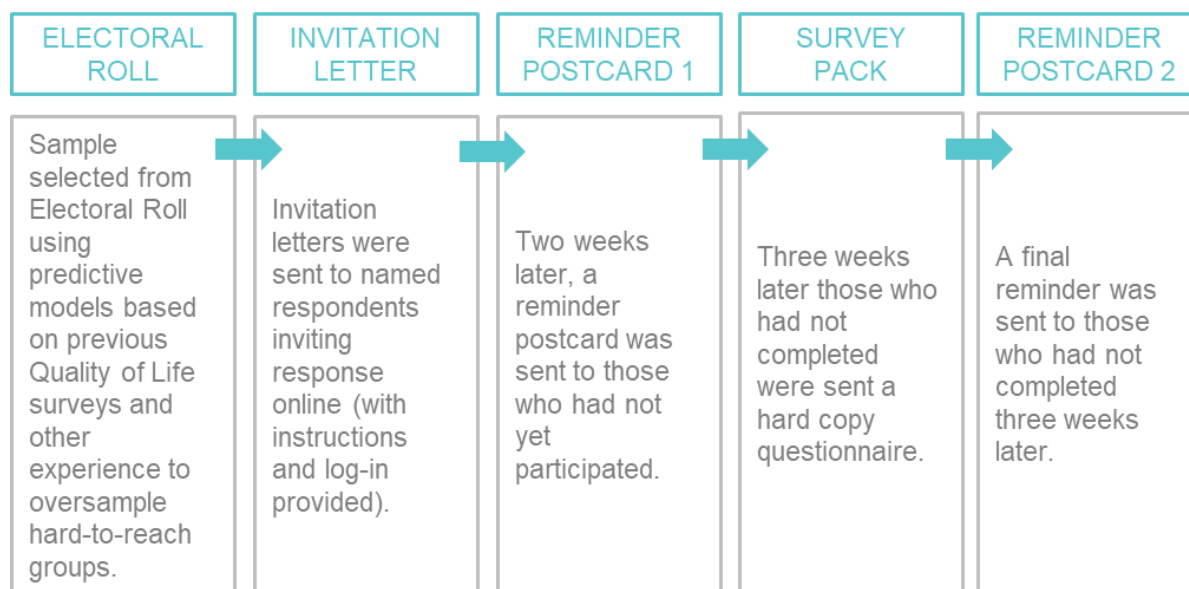
### **Method for people aged 35 years and over**

The method used for this age group was identical to that of previous years. Using a sequential mixed methodology, respondents were sent a letter in the mail inviting them to complete the survey online. After a period of 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 in the mail, 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 are still able to participate, while also encouraging those who can complete online to do so, thus reducing cost as well as paper waste.

An overview of this research process is shown below:

**Figure 1: Research process for respondents aged 35 years and over**



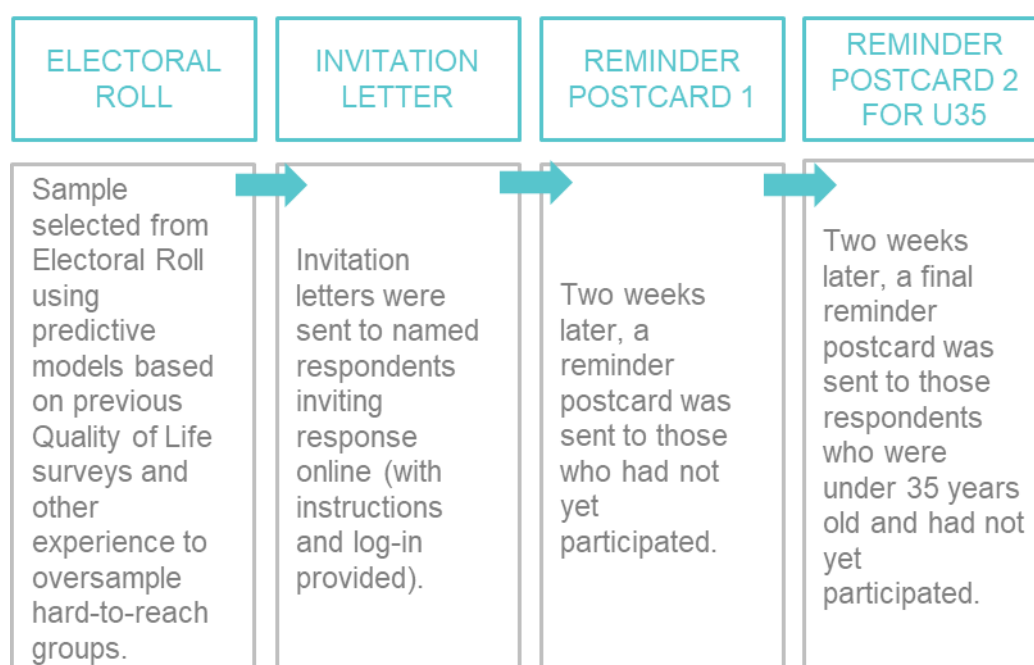
This is outlined in more detail in Section 2.6.

### Method for people aged under 35 years

While the first three stages above were repeated for this younger age group, they were not sent a hard copy questionnaire. Instead, a postcard specifically designed for this age group was 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 35 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.

Gender was calculated using the title variable in the Electoral Roll.

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 are then linked to meshblocks in the Electoral Roll data to assign location prior to 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 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 2018 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 that the minimum sample sizes were achieved.

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 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 1: Target sample, achieved sample and margin of error by City/Local area**

| Location                  | Sample target | Sample achieved | Maximum margin of error (95% level of confidence) |
|---------------------------|---------------|-----------------|---|
| Auckland                  | 2500          | 2536            | 1.9%  |
| Hamilton                  | 500           | 500             | 4.4%  |
| Tauranga                  | 500           | 526             | 4.3%  |
| Hutt                      | 500           | 512             | 4.3%  |
| Porirua                   | 500           | 529             | 4.3%  |
| Wellington                | 500           | 588             | 4.1%  |
| Christchurch              | 500           | 546             | 4.2%  |
| Dunedin                   | 575           | 675             | 3.8%  |
| <b>8-city total</b>       | <b>6075</b>   | <b>6412</b>     | <b>1.2%</b>                                       |
| Greater Wellington Region | 2000          | 2147            | 2.1%  |
| <b>Total</b>              | <b>6575</b>   | <b>6930</b>     | <b>1.2%</b>                                       |

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

The targets for gender, age, and ethnicity were set using using 2018 Census data prepared by Stats NZ.

**Table 2: Population, achieved sample and maximum margin of error by key demographic variables for 8-city (excluding Greater Wellington Region)**

| Quota            | % of population | Achieved sample             | Maximum margin of error (95% level of confidence) |
|------------------|-----------------|-----------------------------|---|
| Gender           |                 |                             |   |
| Male             | 49              | 2954                        | 1.8%  |
| Female           | 51              | 3414 (excl. Gender Diverse) | 1.7%  |
| Gender diverse   | <0.1            | 44                          | (not applicable)                                  |
| Age              |                 |                             |   |
| 18-24 years      | 14              | 1042                        | 3.0%  |
| 25-49 years      | 47              | 2977                        | 1.8%  |
| 50-64 years      | 22              | 1371                        | 2.6%  |
| 65 years or more | 17              | 1022                        | 3.1%  |
| Ethnicity*       |                 |                             |   |
| Māori            | 10              | 1262                        | 2.8%  |
| Pacific          | 9               | 415                         | 4.8%  |
| Asian / Indian   | 22              | 784                         | 3.5%  |
| European         | 67              | 5097                        | 1.4%  |

\*Respondents could select more than one ethnicity

## Supplementary approach for hard-to-reach groups

The primary research approach was supplemented by a small number of respondents sourced from the 2018 Quality of Life Survey who had given permission to be recontacted for further research. This boosted the number of completed surveys received from harder-to-reach demographic groups, particularly those of Pacific or Asian ethnicity. An additional 261 respondents from this group completed the 2020 Quality of Life survey.

**Table 3: Achieved sample of re-contacts by city**

| Location                  | Sample achieved |
|---------------------------|-----------------|
| Auckland                  | 179             |
| Hamilton                  | 5               |
| Tauranga                  | 3               |
| Hutt                      | 11              |
| Porirua                   | 8               |
| Wellington                | 23              |
| Christchurch              | 24              |
| Dunedin                   | 5               |
| <b>8-city total</b>       | <b>258</b>      |
| Greater Wellington Region | 3               |
| <b>Total</b>              | <b>261</b>      |

**Note:** The re-contact sample of 261 is excluded from the analysis of response rates in Section 2.11.

## 2.3 Questionnaire design

The questionnaire used in 2018 was reviewed by the project team and Nielsen to ensure that the 2020 survey would provide relevant and useful information. A small number of questions were removed and some new questions were added.

Some questions were also added specifically relating to COVID-19. 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 questionnaire from 2018 follows is shown below.

### New or modified questions

**Table 4: New or modified questions in 2020**

| Question topic   | Question number in hard copy | Changes from 2018   | Notes   |
|--|------------------------------|---|---|
| Ward/area currently live in  | -                            | Waiheke - Great Barrier' in 2018 changed to 'Aotea / Great Barrier and Waiheke' in 2020   |   |
| Quality of life rating compared to 12 months ago                               | Q4                           | In 2020, this question was shifted into the new QoL section at the start of the survey. In 2018 it was asked towards the end of the survey, before demographics   |   |
| Reasons for change in quality of life (why better or worse than 12 months ago) | Q5                           | New question in 2020  | Added in part to determine the perceived impact of COVID-19 on Quality of Life          |
| Expected quality of life in 12 months' time                                    | Q6                           | New question in 2020  | This was added in as a proxy for 'hope' or 'optimism' in the face of the COVID-19 year. |
| How family/whānau are doing  | Q7                           | New question in 2020  | An important indicator of personal wellbeing  |
| Reasons home does not suit needs   | Q12                          | Changes to answer options in 2020:<br>- 'too many people for the size of the house' added to 'The home is too small (e.g. not enough living space or bedrooms, too many people for the size of the house)'.<br>- 'no outdoor area' added to 'The outdoor area is too small / no outdoor area'<br>- 'Parking issues' added |   |
| Area regarded as 'city centre'   | -                            | In 2018 this question was asked in the hard copy and online. In 2020, this question was only asked to those answering online.   | Respondents who completed the hard copy survey were not shown this question             |

| Question topic                                | Question number in hard copy | Changes from 2018  | Notes  |
|---|------------------------------|--|--|
| Problems in city/area in past 12 months       | Q15                          | <p>Changes to answer options in 2020:</p> <p>New options:<br/>'Traffic congestion', 'Racism or discrimination towards particular groups of people', 'Limited parking in the city centre'.</p> <p>Removed options<br/>'Rubbish or litter lying on the streets', 'Continued presence of earthquake related building rubble and general damage'</p> <p>Amended wording 'Vandalism such as graffiti or tagging, or broken windows in shops and public buildings' replaced two separate options of, 'Graffiti or tagging', 'Vandalism, other than graffiti or tagging, including broken windows in shops and public buildings'.</p> <p>'Theft and burglary (e.g. car, house etc.)' replaced 'Car theft, damage to cars or theft from cars'.</p> |  |
| Frequency of using public transport           | Q16                          | <p>Changes to Question text in 2020:<br/>Question text was tweaked to include a note to ask respondents to think about their use of public transport not including the time when it was impacted by COVID-19 or damage to the Auckland Harbour Bridge (if respondent was from Auckland).</p> <p>Changes to answer options in 2020:<br/>'Answer options changed from number of times in a given time period e.g. once a week, 2-4 times a week, 2-3 times a month etc. to 'at least weekly', 'at least once a month but not weekly', 'less often than once a month, did not use over the past 12 months, not applicable'</p>  |  |
| Impact of COVID-19 on use of public transport | Q18                          | New question in 2020   |  |
| Confidence in council decision-making         | Q19                          | In 2020, those in Auckland were not asked this question  |  |
| Satisfaction with job in the last 4 weeks     | Q22                          | New question in 2020   | Job Satisfaction perceived to be an important aspect of quality of life. |

| Question topic   | Question number in hard copy | Changes from 2018  | Notes   |
|--|------------------------------|--|---|
| Work without pay in the last 4 weeks                               | Q26                          | New question in 2020   | Measure of volunteering                               |
| Impact of COVID-19 on work or financial situation                  | Q27                          | New question in 2020   |   |
| Working from home before COVID-19                                  | Q24                          | New question in 2020   |   |
| Impact of COVID-19 on frequency of working from home in the future | Q25                          | New question in 2020   |   |
| Rating of health   | Q28                          | New question in 2020.<br><br>This question was changed to ask respondents to rate their 'physical health' and 'mental health' separately. In 2018 this question asked about respondents to rate their health in general  |   |
| Frequency of physical activity                                     | Q29                          | Amended question in 2020.<br><br>In 2018, respondents were asked on how many days they had done either 'At least 30 minutes of moderate activity' OR 'At least 15 minutes of vigorous activity'. In 2020, this question was simplified to ask people on how many days they had done a total of 30 minutes or more of physical activity that was enough to raise their breathing rate.  | New wording is in line with Sport NZ's Active Survey. |
| Social networks and groups   | Q32                          | Changes to answer options in 2020:<br><br>Online social networks were split into two categories in 2020<br><br>'Online social network (to communicate with friends and family) such as WhatsApp, Facebook or Instagram', 'Online community with a shared interest (e.g. yoga, parenting, sport and activity or health issue)'<br><br>In 2018 there was one category as follows:<br>'Online community (e.g. Facebook / Twitter, forums, online gaming communities)' |   |
| Level of trust in people in their area                             | Q33                          | Amended question in 2020.<br><br>A Trust measure has been cycled in and out in the past, asked last in 2016.   |   |

| Question topic   | Question number in hard copy | Changes from 2018   | Notes |
|--|------------------------------|---|-------|
| Availability of support  | Q35                          | Amended question in 2020.<br><br>This question replaced one previously asked. It split availability of support into two categories - practical support and emotional support. In 2018, respondents were asked their access to support in general.                                     |       |
| Diverse arts scene   | Q38                          | Amended question in 2018.<br><br>In 2018 the question text was amended to ask whether their local area has a 'broad range of arts and artistic activities that I can experience or participate in', previously they were asked whether their area had a 'rich and diverse arts scene' |       |
| Personally experienced prejudice or intolerance                        | Q40                          | New question in 2020  |       |
| Witnessed prejudice or intolerance of others                           | Q41                          | New question in 2020  |       |
| Consideration of sustainability and the environment in decision making | Q42                          | New question in 2020  |       |
| Extent of worry about climate change                                   | Q43                          | New question in 2020  |       |
| Household income   | Q55                          | Changes to answer options in 2020:<br><br>In 2020, answer options were reduced i.e. income brackets were widened.   |       |

## Questions removed

**Table 5: Questions removed in 2020**

| Question topic                            | Question number in online survey | Notes   |
|---|----------------------------------|---|
| Reasons neighbourhood does not suit needs | Q74                              | Question removed in 2020  |
| Contact with people in neighbourhood      | Q26a                             | This question was rotated out in 2020   |
| Reasons for quality of life rating        | Q39                              | This question was removed in 2020. In 2020 respondents are asked to give reasons for change in quality of life, if they said their quality of life increased or decreased compared to 12 months ago |

## 2.4 Quality of life measure

Over a number of years, the overall quality of life measure was asked on 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 the way the question was asked:

- Change from a 5-point to a 7-point scale (extremely poor, very poor, poor, neither poor nor good, good, very good, extremely good). This provided greater sensitivity and granularity.
- The question was moved from being asked towards the end of the questionnaire to the beginning. This helps ensure respondents' opinions about their quality of life are not influenced by the questions asked throughout the survey. Given that the survey content changes slightly each time the survey is conducted, asking this key question at the end of the survey increased the risk that the quality of life measure would be influenced by preceding questions. (For more details on the quality of life measure change, please see the Quality of Life Technical Report 2018).

These changes were retained in the 2020 survey.

## 2.5 Programming and design

The survey was programmed in Decipher (Nielsen'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.

If respondents aged 35 years and over had not responded online, they were sent a hard copy version of the survey that corresponded to the address that was recorded for them 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 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 (Q8, 9, 10)
  - Rating of potential problems in local area or city in previous 12 months (Q16)
  - How much they trust most people in local area or city (Q33)
  - Personally experiencing and witnessing prejudice in local area or city (Q40 and 41)
  - Impact of climate change on the future of local area or city (Q43)



- Greater Wellington region questionnaires also referred to 'your local area' in relation to
  - Rating of local arts scene (Q38)
  - Rating of effect of increased cultural diversity on local area or city (Q39)
- Auckland and Greater Wellington respondents were asked which area they regarded as their 'city centre' (Q15)
- Auckland respondents were asked, when answering questions relating to public transport, to exclude the time that public transport was impacted by the damage to the Auckland Harbour Bridge (Q17 and 18)
- Auckland residents were not asked about their level of confidence in the Council making decisions that were in the best interest of their city (Q19)
- A copy of the final questionnaire used in Wellington City can be found in Appendix I. While slight differences in questionnaires exist for each participating council, the majority of questions in the Wellington City questionnaire are the same for other council areas.

## 2.6 Survey materials

Survey materials were designed to capture the attention of respondents, highlight the most relevant details and have a professional look and feel. Council branding was included in all mailing items to indicate the importance and scope 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, but particularly to appeal to the harder to reach demographic groups. Initiatives included:

- using more youthful colours (bright)
- including photos of different types of people (i.e. ages and ethnicities)
- amending invitation wording
- a postcard specifically designed to appeal to the under 35 years old demographic group
- greater prominence of prize draw information.

Section 2.1 provided an overview of the sequential mixed method employed in the 2020 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 23 September 2020.

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.



nielsen  
.....

<Date>

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

Hello, Talofa lava, Mālō e lelei, Nǐ hǎo, Namaste,  
Kia ora <named respondent>,

I invite you to take part in an important, interesting survey about what life is like for you and what it has been like living in <city> over the past 12 months or so.

In this survey, you can have your say about the area you live in and how you feel about things like your housing, transport, safety and climate change. You can tell us about your quality of life and what has been impacting it.

Aspects of your life may have changed recently because of COVID-19, and we appreciate that things have become more difficult for many people. This survey is about life in <city> over the past year, so please try to take your overall quality of life during this period into account when answering the questions.

#### What's the purpose of the survey?

This survey is to help your local council, and others working to improve quality of life in your area, understand what is working well and not so well and to identify the areas that need to be focused on.

#### Why should I take part?

Your feedback is really valuable. Your answers, along with those of everyone else who takes part, will provide an accurate picture of residents' views to feed into the decisions councils make that impact you, your family and the wider community.

#### How long will it take?

The survey will take about 15 minutes to complete.

#### 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.


Nielsen, 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 further questions or would like to take part by filling in a paper copy of the survey, ring 0800 400 402 or email [Adrienne.Pointer@nielsen.com](mailto:Adrienne.Pointer@nielsen.com). Thanks so much for your help.

Ngā mihi

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

## 2 OCTOBER

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](http://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 14 December 2020.  
Terms and conditions apply.

## FREQUENTLY ASKED QUESTIONS

### *Why was I invited to take part in the survey?*

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.

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.

### *Do I have to complete the survey?*

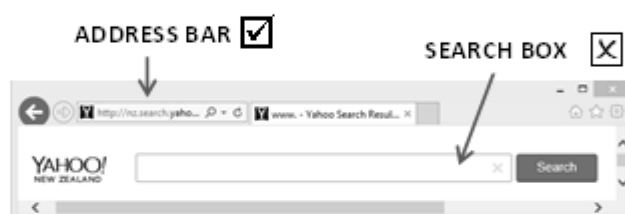
To make sure results accurately reflect the views of people in New Zealand, it is very important that all those selected to complete this survey do so.

The survey is **voluntary**. If you cannot take part or if you have any questions, please call Nielsen on 0800 400 402.

### *Why does the website address provided on the first page of this letter not take me to the correct web page?*

Try this address: **WWW.NLSN.ONLINE/LIFE**

Or, you may have inserted the link into the search box rather than the address bar on the website browser. Using the **address bar** works better.



If you continue to have difficulties then please call Nielsen on 0800 400 402.

### *How will my answers be kept confidential?*

All results will be reported at the group level so that no individual may be identified.

Personal information (such as name and address) will be kept in strict confidence by Nielsen. Nielsen will strip all personal information from the data before supplying it to your council. Your council will only share the data with approved researchers.

### *What do I do if the site crashes before I've had time to complete the survey?*

Until you submit the questionnaire, you can re-open it and you'll find that it will take you back to the last question you completed. All of your answers will have been saved as you progress.

### *Can I change my answers?*

If you would like to change any of your answers, please call 0800 400 402.

### *Who can I contact for support or COVID-19 advice?*

**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/>

**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.

## Second contact for all respondents – reminder postcard

Around two weeks after the initial 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.



<DRC>

<Addressee's Name>

<Address Line 1>

<Address Line 2>

<City>, <postcode>



If undelivered return to Nielsen, PO Box 11 346,  
Wellington 6142, New Zealand

Dear <Name>

About a week ago, you were invited to take part in a survey about what life is like for you and what it's like living in [INSERT].

It is really important that people of all ages and ethnicities complete the survey to make sure all viewpoints are represented. It will take about 15 minutes.

This will help the council, and others working to improve quality of life in your area, make decisions based on reliable information.

Please go to [WWW.NLSN.ONLINE/LIFE](http://WWW.NLSN.ONLINE/LIFE) and enter:  
USERNAME <Username> SURVEY CODE <Survey code>

OR

SCAN THE  
QR CODE



If you have any questions call Nielsen on 0800 400 402. I would like to thank you in advance for helping us and your community. If you have already completed the survey, please recycle this card.

Thank you, Ngā mihi

*K Jamieson*

Kath Jamieson,  
Project Sponsor | Quality of Life Survey

\*The five winners will be drawn on 12 June 2020.  
Terms and conditions apply.

## Third and final contact for respondents aged under 35 years– reminder postcard 2

Two weeks later those who were under 35 years old and had still not completed the survey online were sent a reminder postcard.



<DRC>

<Addressee's Name>

<Address Line 1>

<Address Line 2>

<City>, <postcode>



If undelivered return to Nielsen, PO Box 11 346,  
Wellington 6142, New Zealand

Dear <Name>

<Date>

Recently, you should have received a couple of invitations to take part in a survey about what life is like for you and what it's like living in [INSERT]. It is easy to complete on any device and only takes about 15 minutes.

We are following up with you one last time before the survey closes, because it is very important we hear from people in younger age groups as well as older people. Your issues and experiences will be different and so we encourage you to have your voice heard. You'll be entered in the prize draw for 10 Prezzy® cards with a top prize of \$1,000. This includes five extra \$100 Prezzy cards just for people in your age-group to win.

If you have any questions or want to fill in a paper copy of the survey, call Nielsen on 0800 400 402.

Thank you, Ngā mihi

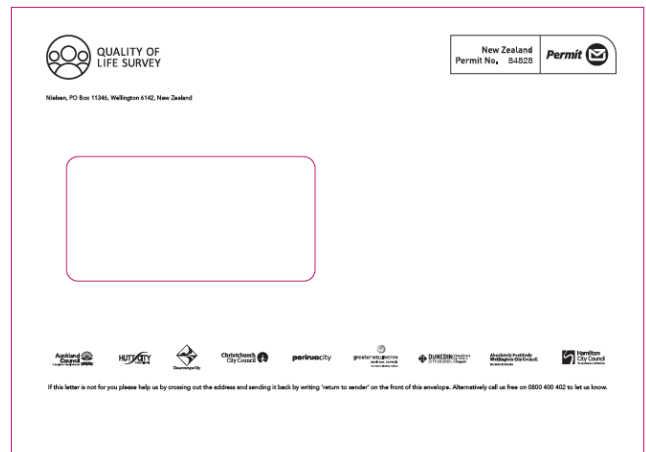
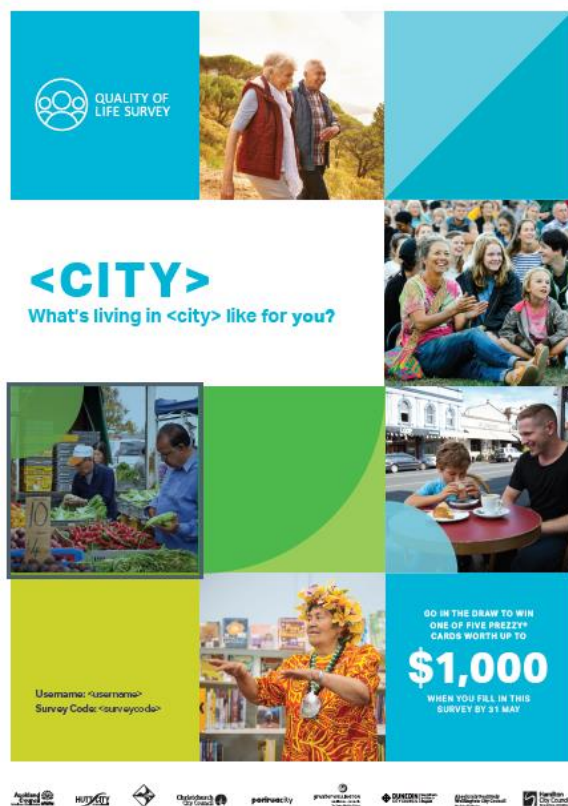
Kath Jamieson,  
Project Sponsor | Quality of Life Survey

\*The ten winners will be drawn on 12 June 2020.  
Terms and conditions apply.

## Third contact for respondents aged 35 years and over– survey pack

Three weeks after sending the reminder postcard, those aged 35 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 35 years and over– reminder postcard 2

In the final step, 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.





Dear <Name>

<Date>

We would like to encourage you one last time to complete the survey about what life is like for you and what it's like living in [INSERT]. It is easy to complete and only takes about 15 minutes.

It is very important people of all ages and ethnicities complete the survey so that all points of view are represented. This will give us an accurate picture of residents' views to feed into decisions that impact you, your family and the wider community.

<DRC>

<Addressee's Name>

<Address Line 1>


<Address Line 2>

<City>, <postcode>

You can complete online by going to  
**WWW.NLSN.ONLINE/LIFE** and entering:  
**USERNAME <Username> SURVEY CODE <Survey code>**

OR

**SCAN THE QR CODE**



Or, fill in the paper copy you should have received in the mail, and send it back in the freepost envelope provided by **31 May 2020**. If you have any questions, call Nielsen on **0800 400 402**. If you have already completed the survey, thank you and please recycle this card.

Thank you, Ngā mihi



If undelivered return to Nielsen, PO Box 11 346,  
Wellington 6142, New Zealand

*K Jamieson*

**Kath Jamieson,**  
Project Sponsor | Quality of Life Survey

\*The five winners will be drawn on 12 June 2020.  
Terms and conditions apply.

## 2.7 Survey response

### Survey response channel (online or hard-copy)

Among those aged 35 years and over, 76% completed the survey online while 24% completed through the hard copy. The table below shows this proportionally across all nine participating council areas.

Of those aged 18 years and over completed online, 45% completed the survey on a mobile phone, 4% on a tablet and 52% on a desktop computer.

Of those aged 18 years and over who completed the survey online, 23% used the QR code.

**Table 3: Survey response by council area**

| Survey response by council area                                     | Online (%) | Hard copy (%) |
|---|------------|---------------|
| Auckland  | 77         | 23            |
| Hamilton  | 76         | 24            |
| Tauranga  | 75         | 25            |
| Hutt  | 74         | 26            |
| Porirua   | 80         | 20            |
| Wellington  | 81         | 19            |
| Christchurch  | 73         | 27            |
| Dunedin   | 72         | 28            |
| <b>8-city total</b>   | <b>76</b>  | <b>24</b>     |
| Greater Wellington Region (excl. Hutt, Porirua and Wellington City) | 69         | 31            |
| <b>TOTAL</b>  | <b>76</b>  | <b>24</b>     |

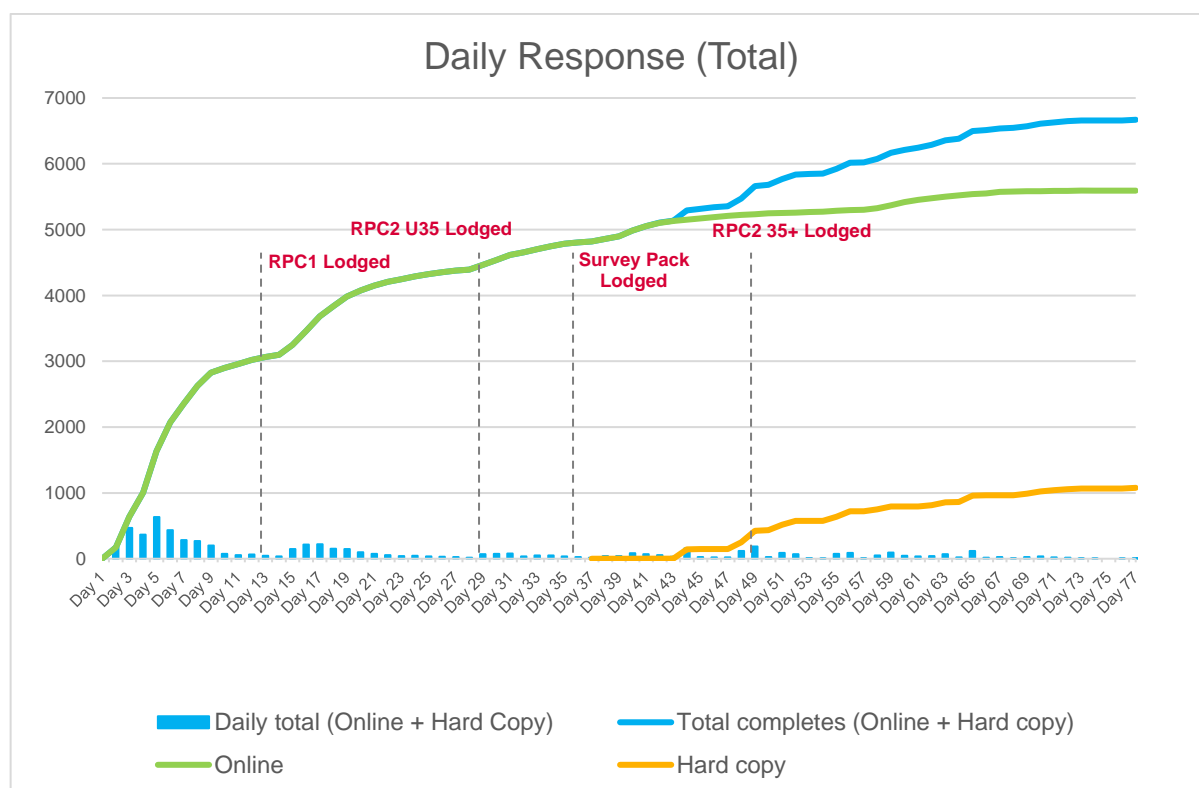


## Responses during fieldwork

The following chart shows the responses over the 2020 survey period.

The chart below also assists with understanding the effect of different fieldwork communications throughout 2020. As can be seen from the chart below, after each communication, there was an increase in responses.

**Figure 1: Daily response**



## Effectiveness of incentivising for early completion

In 2020, we trialled incentivising respondents to complete the survey early on. We offered additional entries into the prize draw for those who completed the survey by a certain date.

Compared to 2018, the number of completed interviews received in the first phase of data collection, after receiving the initial letter, was higher than in 2018, suggesting that this was a successful initiative. However, what is unknown is whether or not this initiative also potentially reduced the number of completed interviews received later on (once the date for extra incentives for early completion had passed).

## Responses from those aged under 35 years

As discussed in Section 2.1, respondents under the age of 35 years were not sent hard copy questionnaires. This increased the risk of not reaching the target number of interviews among younger people. However, as can be seen in the table below, the number of interviews achieved exceeded the target.

During sample design, we factor in the likelihood of declining response rates compared with two years prior. Therefore, while the target number of interviews was exceeded, there was also the anticipated decline in

response rates between 2018 and 2020. However, the decline seen in the under 35 year age group was less than the decline seen in the 35 years and over age group, despite this older age group getting four prompts to complete compared with the younger age groups' three prompts.

This suggests the initiatives used to encourage younger respondents to complete were successful.

Table 7 show a comparison of response rates for those under 35 years old between 2020 and 2018, and samples targeted and achieved in 2020.

**Table 7: Comparison of response rates between 2020 and 2018**

| Survey response   | Response rate method II in 2020 | Response rate method II in 2018 | Difference in response rate between 2020 and 2018 | Target in 2020 | Achieved in 2020 (incl. re-contacts) |
|-------------------|---------------------------------|---------------------------------|---|----------------|--------------------------------------|
| 18 – 34 years old | 16.43                           | 18.69                           | -2.3  | 2150           | 2506                                 |

## 2.8 Queries to Nielsen

Nielsen managed queries from potential respondents throughout the survey period, via an 0800 number and dedicated email contact. A total of 254 emails and calls were received, and the nature of the calls and emails are listed in the table below. This information is used by researchers for a number of reasons including understanding the quality of the sample, monitoring refusals over time and planning for future research.

**Table 8: Types of queries to Nielsen**

| Refusals  | Number     |
|---|------------|
| Health/age reasons  | 25         |
| Don't want to participate                                   | 35         |
| Currently unavailable (e.g. on holiday, out of the country) | 32         |
| Language barrier  | 0          |
| Person no longer lives at address                           | 15         |
| Deceased  | 4          |
| Queries   | Number     |
| Feedback  | 2          |
| General question / query                                    | 25         |
| Trouble using link  | 31         |
| Material received after completion                          | 16         |
| Request replacement / replacement survey                    | 59         |
| New address   | 10         |
| <b>Total refusals and queries</b>                           | <b>254</b> |

**Note:** The numbers in the table above will differ slightly from those noted in the response rate summary tables in this report. This is because 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 assist in the response to callers' questions. A copy of these FAQs can be found in Appendix II.

## 2.9 Data entry

### Process

As completed hard copy questionnaires were returned to Nielsen'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, Q10, Q12, Q24, Q25, Q27, Q32 etc.- open-ended and 'Other (specify)' – type in exactly as written.
- Q14 - If no answer is given then treated as NA
- Q40 - 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 'Gender diverse'.
- Q45 - Any number over '13' please put aside. It may be a retirement village, rest home, hostel etc. which should be coded as 1.
- Q53 - If options '1 **and** 3' are circled, enter as 3 – family trust.
- Q54 - Single answer only. If multiple responses, with a few exceptions, the higher the number, the higher the qualification.
- In the case of multiple answers for single answer questions, please 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, remembering to include the relevant question number. The comments box is only for comments; there is no need to record respondent's name and contact details.
- If a questionnaire comes up as already entered (online) please write online on front cover and put aside.

### Quality control

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

## 2.10 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:

- 26 surveys were removed where respondents had completed both online and in hard copy (online version kept).
- Gender was added for 15 respondents who had left this question blank. For gender a title field, age, forename and occupation from the Electoral Roll were used. While Nielsen 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.
- Age from the Electoral Roll was added for the 53 respondents who left this question blank. Seven surveys were removed where respondents identified themselves as being 'under 18 years old' (4 online, 3 offline).
- For 185 respondents the answer to Q1 (where they currently live) did not match their sample area (address in the Electoral Roll to which their invitation was mailed).
  - In 21 cases from offline sample (i.e. those who completed a hard copy questionnaire rather than completing online), 21 were allocated a council area based on their answer to Q1. These people moved district within the same region, the allocation was based on the district they selected at Q1.
  - For 164 cases from the online sample, the sample area was changed to match their response to Q1 given that the Q2a response (ward/local board) was consistent with the Q1 response (where they currently lived). Among these, 33 respondents answered 'don't know' at Q2a. Allocation was based on the most commonly reported group within the region selected at Q1 for these respondents.
- 24 respondents answered 'other' or 'no' (no longer live in the city or area listed at Q1). The status of these respondents was changed from 'complete' to 'screened'.
  - Online: 14 respondents
  - Hard copy: 10 respondents
- 94 respondents who completed a hard copy did not answer the Region question, and therefore Region allocation was pulled from the sampling frame.

## 2.11 Response rate

A total of 30,992 potential respondents were randomly selected from the New Zealand Electoral Roll.

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

By entry into QPSMR, Nielsen 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 on the next page 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 6,669 completed questionnaires were received from people who had been invited to participate using details taken from the Electoral Roll, resulting in a 21.95% response rate.

- **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<sup>2</sup>. This is a conservative assumption as there is no obligation for respondents to notify Nielsen that they will not be participating. The response rate using this method is 23.37%.

The table below outlines the response for the total sample.

**Table 9: Survey response by council area**

| Survey response by council area | TOTAL  | AUCKLAND | HAMILTON | TAURANGA | HUTT  | PORIRUA | WELLINGTON | CHRISTCHURCH | DUNEDIN | GREATER WELLINGTON (excl Wellington City, Hutt and Porirua) |
|---------------------------------|--------|----------|----------|----------|-------|---------|------------|--------------|---------|---|
| <b>Survey invitations</b>       | 30992* | 13134    | 2339     | 2239     | 2290  | 2538    | 1890       | 2091         | 2487    | 1990  |
| <b>Completes</b>                | 6669   | 2357     | 495      | 523      | 501   | 521     | 565        | 522          | 670     | 515   |
| Online                          | 5853   | 2175     | 434      | 427      | 426   | 455     | 530        | 453          | 563     | 390   |
| Hard copy                       | 1077   | 361      | 66       | 99       | 86    | 74      | 58         | 93           | 112     | 128   |
| <b>Refusals / incomplete</b>    | 476    | 189      | 42       | 31       | 39    | 43      | 34         | 37           | 39      | 22  |
| Refused                         | 54     | 13       | 4        | 5        | 6     | 2       | 3          | 6            | 13      | 2   |
| Incomplete                      | 392    | 168      | 36       | 25       | 32    | 40      | 29         | 26           | 19      | 17  |
| Removed QC / late               | 30     | 8        | 2        | 1        | 1     | 1       | 2          | 5            | 7       | 3   |
| <b>Ineligibles</b>              | 614    | 242      | 52       | 61       | 37    | 28      | 34         | 59           | 65      | 36  |
| Gone – no address               | 528    | 214      | 49       | 52       | 35    | 21      | 28         | 49           | 48      | 32  |
| Deceased                        | 4      | 3        | 0        | 0        | 0     | 0       | 0          | 0            | 1       | 0   |
| Out of region                   | 23     | 9        | 0        | 0        | 2     | 0       | 3          | 3            | 5       | 1   |
| Language                        | 0      | 0        | 0        | 0        | 0     | 0       | 0          | 0            | 0       | 0   |
| Unavailable                     | 32     | 9        | 2        | 7        | 0     | 4       | 2          | 2            | 4       | 2   |
| Health / age                    | 27     | 7        | 1        | 2        | 0     | 3       | 1          | 5            | 7       | 1   |
| <b>Unknown outcome</b>          | 7759   | 2788     | 589      | 615      | 577   | 592     | 633        | 618          | 774     | 573   |
| Response rate method I          | 21.95  | 18.28    | 21.64    | 24.01    | 22.24 | 20.76   | 30.44      | 25.69        | 27.66   | 26.36   |
| Response rate method II         | 23.37  | 19.65    | 23.21    | 25.93    | 23.38 | 21.55   | 31.59      | 27.60        | 29.41   | 27.61   |

\* 6 respondents were removed as they were prisoners

Complete counts are based off Q1 answers (as per the final data). All other figures are based off the sample areas as per the Electoral Roll data. Any duplicate returns have been excluded from calculations, so respondent returns only count once.

<sup>2</sup> The known eligibility rate is the number of completed interviews divided by the sum of the number of completes and ineligibles. At a total sample level, this is 6669/ (6669+614) = 0.92.

Response rate method II was used as the final response rate for reporting purposes as part of the 2020 Quality of life survey.

## 2.12 Weighting

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

- Disproportionate sample selection – certain sub-populations were over-represented to ensure 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 boards.
- 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 2020 results took into account the need to:

- Be consistent with approaches taken in previous years, to enable comparisons of results over time
- Appropriately weight the Greater Wellington Region
- 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 these three weighting variables are presented below.

**Table 10: Weighting variable statistics**

| Weight        | Minimum | Mean | Maximum | Std dev. |
|---------------|---------|------|---------|----------|
| Local weight  | .04     | 1.0  | 5.28    | 0.51     |
| 8-city weight | .04     | 1.0  | 5.48    | 0.71     |
| 6-city weight | .04     | 1.0  | 5.15    | 0.70     |

## 2.13 Reporting

The overall results for the 2020 Quality of Life survey are presented in the Quality of Life Survey 2020 Topline Report.

In that report, the analysis includes a specific focus on the results for the aggregated 8-city sample. The results for all nine council areas are reported on separately, and in addition to this, the aggregated results for the eight city councils are provided (referred to throughout as the 'eight-city total'). The text discusses results for the eight-city sample only.

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

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

### Significant differences

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

An overlapping t-test is used for significance testing, where a subgroup is compared against the total that includes this subgroup. The overlapping t-test incorporates a correction to take into account any correlations between the overlapping data.

### Base sizes

All base sizes shown on charts and on tables (n=) are unweighted base sizes.

Please note that any base size of under n=100 is considered small and under n=30 is considered extremely small and therefore results should be viewed with caution.

### Ethnicity

In this report, total ethnicity is reported rather than prioritised ethnicity. This means a person who identified with more than one ethnicity will be counted in more than one 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 Nielsen (based on the themes that emerged from respondents’ answers).

## **2.14 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.

A number of measures were put in place to increase the response rate and to ensure the sample was as representative as possible. A final response rate of 23.3% was achieved. This is slightly lower to that achieved in 2018 when the response rate was 27%<sup>3</sup>.

The quantity 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).

---

<sup>3</sup> Response rate method II was used for this calculation.

## Representativeness of sample

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

**Table 11: Representativeness of the sample**

| Unweighted sample distribution in the 8-city council areas | Population proportions (%) | Sample proportions (unweighted %) | Sample proportions (weighted %) |
|--|----------------------------|-----------------------------------|---------------------------------|
| <b>Gender</b>  |                            |                                   |                                 |
| Male   | 49                         | 46                                | 49                              |
| Female   | 51                         | 53                                | 51                              |
| Gender diverse*  | Unknown                    | 1                                 | 1                               |
| <b>Age groups</b>  |                            |                                   |                                 |
| 18 - 24 years  | 14                         | 16                                | 14                              |
| 25 – 49 years  | 47                         | 47                                | 47                              |
| 50 – 64 years  | 22                         | 21                                | 22                              |
| 65+ years  | 17                         | 16                                | 17                              |
| <b>Ethnicity</b>   |                            |                                   |                                 |
| Māori  | 10                         | 20**                              | 10                              |
| Pacific  | 9                          | 6                                 | 9                               |
| Asian  | 22                         | 12                                | 22                              |
| NZ European/Other  | 67                         | 79                                | 67                              |
| <b>Location</b>  |                            |                                   |                                 |
| Auckland   | 57                         | 40                                | 57                              |
| Hamilton   | 6                          | 8                                 | 6                               |
| Tauranga   | 5                          | 8                                 | 5                               |
| Hutt   | 4                          | 8                                 | 4                               |
| Porirua  | 2                          | 8                                 | 2                               |
| Wellington   | 8                          | 9                                 | 8                               |
| Christchurch   | 14                         | 9                                 | 14                              |
| Dunedin  | 5                          | 11                                | 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 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 Q56. 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

## 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** And 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 Q6

**Q5** And for what reasons has your quality of life changed?  
*Please be as detailed as possible*

---



---



---

**Q6** Looking forward, in 12 months' time, do you expect that your quality of life will be the same, better or worse than it is today?

Please circle one answer

|                 |   |
|-----------------|---|
| Much worse      | 1 |
| Slightly worse  | 2 |
| About the same  | 3 |
| Slightly better | 4 |
| Much better     | 5 |
| Don't know      | 6 |

**Q7** Now a question about your family/whānau. How well is your family/whānau doing these days?  
Please use the scale below where 1 means extremely badly and 7 means extremely well.

*Your family/whānau is the group of people that you think of as your family.* Please circle one answer

| Extremely<br>badly |   |   |   |   |   |   | Extremely<br>well | Don't<br>have any<br>family | Can't<br>define my<br>family | Don't know<br>/ prefer not<br>to say |
|--------------------|---|---|---|---|---|---|-------------------|-----------------------------|------------------------------|--------------------------------------|
| 1                  | 2 | 3 | 4 | 5 | 6 | 7 | 8                 | 9                           | 10                           |                                      |

## THE CITY / AREA YOU LIVE IN

**Q8** How much do you agree or disagree with the following statements?

Please circle one answer for each statement

|   | Strongly<br>disagree | Disagree | Neither | Agree | Strongly<br>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                 |

- 2 -

Q9

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 | Go to Q11 |
| Slightly better | 4 |           |
| Much better     | 5 |           |

Q10

And for what reasons do you say Wellington has changed as a place to live?

Please be as detailed as possible

---



---



---

Q11

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<br>(by housing costs we mean things like rent or mortgage, rates, house insurance and house maintenance) | 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          |
| ↓<br>Answer Q12  |                   |          |         |       |                |            |
| 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          |

Q12

Why do you disagree (or neither agree nor disagree) that the type of home you live in suits your needs and the needs of others in your household?

Please circle all that apply

|   |   |  |    |
|---|---|--|----|
| The home is too small (e.g. not enough living space or bedrooms, too many people for the size of the house) | 1 | Home is too cold / damp  | 6  |
| The home is too big   | 2 | Home in poor condition / needs maintenance                                       | 7  |
| The outdoor area is too small / no outdoor area   | 3 | The home is not very safe (e.g. needs earthquake-strengthening, hazards in home) | 8  |
| The outdoor area is too big   | 4 | Parking issues   | 9  |
| Difficult access from the street to the home  | 5 | Other (please specify)   | 10 |

Q13

The following question asks about heating your home during the winter months.

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 / not applicable |
|---|-------------------|----------|---------|-------|----------------|-----------------------------|
| My home has a problem with damp or mould                | 1                 | 2        | 3       | 4     | 5              | 6                           |
| The heating system keeps my home warm when it is in use | 1                 | 2        | 3       | 4     | 5              | 6                           |
| I can afford to heat my home properly                   | 1                 | 2        | 3       | 4     | 5              | 6                           |

## CRIME, SAFETY AND LOCAL ISSUES

Q14

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 home after dark                        | 1           | 2            | 3           | 4         | 5                           |
| Walking alone in your neighbourhood after dark | 1           | 2            | 3           | 4         | 5                           |
| In your city centre during the day             | 1           | 2            | 3           | 4         | 5                           |
| In your city centre after dark                 | 1           | 2            | 3           | 4         | 5                           |

Q15

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

**Q16** Over the **past 12 months**, not including the time that public transport was impacted by COVID-19, how often did you use **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 Q18

**Q17** Thinking about how public transport usually runs in your local area (not including the time it was impacted by COVID-19), 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               | 1                 | 2        | 3       | 4     | 5              | 6          |
| Safe                     | 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          |

**Q18** 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?

Please circle one answer for each aspect

|                                       | Use more often | Use the same amount | Use less often | Don't use |
|---------------------------------------|----------------|---------------------|----------------|-----------|
| A private vehicle                     | 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

**Q19** How much do you agree or disagree with the following statement?

*"Overall, I have confidence that the 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 |

**Q20** Overall, how much influence do you feel the public has on the decisions the 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

Just a reminder that all of your answers are confidential and are combined with hundreds of other responses so you can't be identified.

**Q21** Which of the following best describes your current employment status?

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

Please circle one answer

|   |   |             |
|---|---|-------------|
| Employed full time (for 30 or more hours per week)  | 1 | → Go to Q22 |
| Employed part time (for fewer than 30 hours per week)   | 2 |             |
| Not in paid employment and looking for work   | 3 | → Go to Q26 |
| Not in paid employment and not looking for work (e.g. full-time parent, retired person, doing volunteer work) | 4 |             |
| Prefer not to say   | 5 |             |

**Q22** Please think about the last 4 weeks of your job.  
How do you feel about your job?

Please circle one answer

|                                    |   |
|------------------------------------|---|
| Very dissatisfied                  | 1 |
| Dissatisfied                       | 2 |
| Neither satisfied nor dissatisfied | 3 |
| Satisfied                          | 4 |
| Very satisfied                     | 5 |

**Q23** Overall how satisfied or dissatisfied are you with the balance between your work and other aspects of your life such as time with your family or for leisure?

Please circle one answer

|                                    |   |
|------------------------------------|---|
| Very dissatisfied                  | 1 |
| Dissatisfied                       | 2 |
| Neither satisfied nor dissatisfied | 3 |
| Satisfied                          | 4 |
| Very satisfied                     | 5 |

**Q24** Before COVID-19, with the type of work you do, was it possible for you to work from home at least some of the time?

Please circle one answer

|   |   |           |
|---|---|-----------|
| Not an option to work from home, due to the type of work I do | 1 | Go to Q26 |
| Yes, but my employer didn't allow it                          | 2 |           |
| Yes, but I chose not to                                       | 3 |           |
| Yes, and I did work from home occasionally/some of the time   | 4 |           |
| Yes, and I did work from home exclusively/all the time        | 5 |           |
| Other (please specify)  | 6 |           |

**Q25** Has COVID-19 changed how much you think you will work from home in the future?

Please circle one answer

|   |   |
|---|---|
| No, no change   | 1 |
| Yes, I expect to work less from home than before COVID-19 | 2 |
| Yes, I expect to work a bit more from home                | 3 |
| Yes, I expect to work a lot more from home                | 4 |
| Yes, I expect to work exclusively from home               | 5 |
| Other (please specify)                                    | 6 |

**Q26** In the last 4 weeks, which of these have you done, without pay?

Please circle all that apply

|  |   |
|--|---|
| Household work, cooking, repairs, gardening, etc, for my household                   | 1 |
| Looked after a child who is a member of my household                                 | 2 |
| Looked after a member of my household who is ill or has a disability                 | 3 |
| Looked after a child (who does not live in my household)                             | 4 |
| Helped someone who is ill or has a disability (who does not live in my household)    | 5 |
| Other help or voluntary work for or through any organisation, group, marae or church | 6 |
| None of these  | 7 |

**Q27** COVID-19 has been a difficult time for many people, and aspects of your life may have changed recently. Which, if any, of the following happened to your work or financial situation as a result of COVID-19?

Please circle all that apply

|  |    |
|--|----|
| My job security has reduced  | 1  |
| My job security has improved   | 2  |
| I have lost a source of income through something other than redundancy (e.g. the business closed down)   | 3  |
| I have been made redundant   | 4  |
| My income has been permanently reduced   | 5  |
| My income has been temporarily reduced   | 6  |
| My income has been increased   | 7  |
| I am working longer hours  | 8  |
| I am working fewer hours   | 9  |
| I have changed employers   | 10 |
| There have been additional work pressures placed on my role (e.g. due to staff or other resourcing cuts) | 11 |
| Other (please specify)   | 12 |
| None of the above  | 13 |

- 7 -

**Q28** In general, how would you rate your...?

Please circle one 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                 |

**Q29** 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      |

**Q30** 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 |

**Q31** 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              |

**Q32** Thinking now about the social networks and groups you may be part of, 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, poetry groups, book clubs)   | 5  |
| Volunteer / charity group (e.g. SPCA, Hospice, environmental group)  | 6  |
| Parent networks (e.g. school, pre-school)  | 7  |
| Professional / work networks (e.g. network of colleagues or professional association)                                  | 8  |
| Online social network (to interact with friends and family) such as WhatsApp, Facebook, Messenger, WeChat or Instagram | 9  |
| Online community with a shared interest (e.g. yoga, parenting, sport and activity or health issue)                     | 10 |
| Other social network or group (please specify)   | 11 |
| None of the above  | 12 |

**Q33** In general, how much do you trust most people in Wellington?

Please circle one answer

|            |   |   |   |   |   |   |            |
|------------|---|---|---|---|---|---|------------|
| Not at all |   |   |   |   |   |   | Completely |
| 1          | 2 | 3 | 4 | 5 | 6 | 7 |            |

**Q34** 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 |

**Q35** 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                   |

**Q36** 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 |

**Q37** Please indicate for each of the five statements which is closest to how you have been feeling over the last two weeks.

Notice that 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          |

## CULTURE AND IDENTITY

**Q38** How much do you agree or disagree with the following?

*"Wellington has a broad range of arts and artistic activities that I can experience or participate in."*

Please circle one answer

|                            |   |
|----------------------------|---|
| Strongly disagree          | 1 |
| Disagree                   | 2 |
| Neither agree nor disagree | 3 |
| Agree                      | 4 |
| Strongly agree             | 5 |
| Not applicable             | 6 |
| Don't know                 | 7 |

**Q39** New Zealand is becoming home for an increasing number of people with different lifestyles and cultures from different countries. Overall, do you think this makes Wellington...

Please circle one answer

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

Q40

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                       | N/A |
|---|-----|--------------------------|-----|
| Gender  | 1   | 2                        |     |
| Age   | 1   | 2                        |     |
| Ethnicity   | 1   | 2                        |     |
| Physical or mental health condition or impairment | 1   | 2                        | 3   |
| Sexual orientation                                | 1   | 2                        |     |
| Religious beliefs                                 | 1   | 2                        |     |
| Prefer not to answer (please tick)                |     | <input type="checkbox"/> |     |

Q41

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                       |
|---|-----|--------------------------|
| Gender  | 1   | 2                        |
| Age   | 1   | 2                        |
| Ethnicity   | 1   | 2                        |
| Physical or mental health condition or impairment | 1   | 2                        |
| Sexual orientation                                | 1   | 2                        |
| Religious beliefs                                 | 1   | 2                        |
| Prefer not to answer (please tick)                |     | <input type="checkbox"/> |

## CLIMATE CHANGE

Q42

In your daily life, to what extent do you consider sustainability and the environment when you make choices about what you do, buy or use?

Please circle one answer

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

Q43

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 New Zealand.

Q44

Are you...

Please circle one answer

|                |   |
|----------------|---|
| Male           | 1 |
| Female         | 2 |
| Gender diverse | 3 |

Q45

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 below.



**Q46** Were you born in New Zealand?

Please circle one answer

|     |   |             |
|-----|---|-------------|
| Yes | 1 | → Go to Q48 |
| No  | 2 | → Go to Q47 |

**Q47** 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 |

**Q48** 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  |
| Other (please specify) | 9  |
| _____                  |    |
| Prefer not to say      | 10 |
| Don't know             | 11 |

**Q49** 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 |

**Q50** What are the ages of any children living in your household (some or all of the time)?

Please circle all the apply

|   |  |
|---|--|
| Under 5 years old                             | 1  |
| 5 – 12 years old                              | 2  |
| 13 – 17 years old                             | 4  |
| 18 years old or over                          | 5  |
| Not applicable, no children live in household | <div style="border: 1px solid black; padding: 2px; display: inline-block;">6</div> <div style="display: inline-block; vertical-align: middle;">→ Go to Q52</div> |

**Q51** And do any of these children live in another home some of the time?

Please circle one answer

|     |   |
|-----|---|
| Yes | 1 |
| No  | 2 |

**Q52** What type of home do you currently live in?

Please circle one answer

|  |   |
|--|---|
| Stand-alone house on a section             | 1 |
| Town house or unit                         | 2 |
| Terraced house (houses side by side)       | 3 |
| Low rise apartment block (2-7 storeys)     | 4 |
| High rise apartment block (over 7 storeys) | 5 |
| Lifestyle block or farm homestead          | 6 |
| Other (please specify)                     | 7 |
| _____                                      |   |



|            |   |                                 |
|------------|---|---------------------------------|
| <b>Q53</b> | Who <u>owns</u> the home that you live in?  | Please circle <u>one</u> answer |
|            | I personally or jointly own it with a mortgage  | 1                               |
|            | I personally or jointly own it without a mortgage   | 2                               |
|            | A family trust owns it  | 3                               |
|            | Parents / other family members or partner own it  | 4                               |
|            | A private landlord who is NOT related to me owns it   | 5                               |
|            | A local authority or city council owns it   | 6                               |
|            | Kāinga Ora (Housing New Zealand) owns it  | 7                               |
|            | Other State landlord (such as Department of Conservation, Ministry of Education) owns it                                | 8                               |
|            | A social service agency or community housing provider (e.g. the Salvation Army, New Zealand Housing Foundation) owns it | 9                               |
|            | Don't know  | 10                              |

|            |   |                                 |
|------------|---|---------------------------------|
| <b>Q54</b> | What is the highest qualification that you have completed that took longer than three months to finish? | Please circle <u>one</u> answer |
|            | No formal qualification   | 1                               |
|            | NCEA Level One or School Certificate  | 2                               |
|            | NCEA Level Two or Sixth form Certificate / University Entrance  | 3                               |
|            | NCEA Level Three or bursary or scholarship  | 4                               |
|            | NZQF Level 4, 5 or 6 – a trade or polytechnic qualification   | 5                               |
|            | Bachelor's degree   | 6                               |
|            | Post-graduate degree / diploma / certificate or higher (e.g. Masters or Doctorate)                      | 7                               |
|            | Other (e.g. overseas qualification) (please specify)  | 8                               |
|            | _____   |                                 |

|            |  |                                 |
|------------|--|---------------------------------|
| <b>Q55</b> | Which best describes your household's annual income (from all sources) before tax? | Please circle <u>one</u> answer |
|            | \$20,000 or less   | 1                               |
|            | \$20,001 - \$40,000  | 2                               |
|            | \$40,001 - \$60,000  | 3                               |
|            | \$60,001 - \$80,000  | 4                               |
|            | \$80,001 - \$100,000   | 5                               |
|            | \$100,001 - \$150,000  | 6                               |
|            | \$150,001 - \$200,000  | 7                               |
|            | \$200,001 or more  | 8                               |
|            | Prefer not to say  | 16                              |
|            | Don't know   | 17                              |

**Q56**

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: \_\_\_\_\_

**Q57**

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 Nielsen or your council could contact you and invite you to take part in future research?

Please note: 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  
Nielsen  
PO Box 33819  
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 2020 – 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 23 September 2020 and closes on 29 November 2020 ("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.nlsn.online/life](http://www.nlsn.online/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 City 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) 2 October 2020 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 14 December 2020. 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 Prezzy card. The winners are responsible for any tax associated with the prize.
10. A secondary prize draw for respondents aged 18-35 will also occur on 14 December 2020 with,
  - a. Each completed survey with accompanying contact details, submitted in accordance with paragraph 3, above, and where the respondent is aged 18-35 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 Prezzy 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 winner permits the Quality of Life Survey Team, the Promoter and their affiliates to use the winner's name and biographical information for advertising and promotional purposes, without any compensation.
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.

## Timings

| What   | When                   |
|--|------------------------|
| Initial invite letter sent                       | Wednesday 23 September |
| 1 <sup>st</sup> Reminder postcard sent           | Tuesday 6 October      |
| Reminder postcard for 18-35 years old            | Thursday 22 October    |
| Survey Pack sent                                 | Thursday 29 October    |
| 2 <sup>nd</sup> Reminder postcard sent           | Wednesday 18 November  |
| Final day to post back completed hardcopy survey | 29 November            |
| Final day to complete survey online              | 7 December             |

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

Online survey landing page: [WWW.NLSN.ONLINE/LIFE](http://WWW.NLSN.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. Nielsen 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 Nielsen 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@nielsen.com](mailto:xxx@nielsen.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.

QUALITY OF LIFE SURVEY

<CITY>  
What's living in <city> like for you?

Username: <username>  
Survey Code: <surveycode>

GO IN THE DRAW TO WIN  
ONE OF FIVE PREZZY®  
CARDS WORTH UP TO  
**\$1,000**  
WHEN YOU FILL IN THIS  
SURVEY BY 31 MAY



### Q. Respondent moved or unable to complete the survey

In the first instance, thank the respondent and ask them if they would mind calling Nielsen 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@nielsen.com](mailto:xxx@nielsen.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. Nielsen are researchers, not direct marketers. To deliver results, your answers will be put together with those of others.

Nielsen 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 Nielsen?**

To talk to Nielsen, 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](http://www.qualityoflifeproject.govt.nz). Results from this year's survey will be available at this website around April 2020

**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 29th of October 2020. If replacement copy required, please contact the Nielsen 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 Nielsen 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 Nielsen on 0800 400 402

**Q. Is the website secure**

The Nielsen 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 MATRIX

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, Waitematā, 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+<br>(2018 Census) | 8-city<br>post<br>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 4: 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 IV GLOSSARY

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

## **Codeframe**

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

## **Confidence interval**

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

## **Confidence level**

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

## **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.



