



QUALITY OF LIFE



COLMAR BRUNTON
Social Research Agency

QUALITY OF LIFE SURVEY 2016

Community, Culture and Social Networks

Quality of Life Survey 2016

Community, Culture and Social Networks

A joint project between the following New Zealand councils



TABLE OF CONTENTS

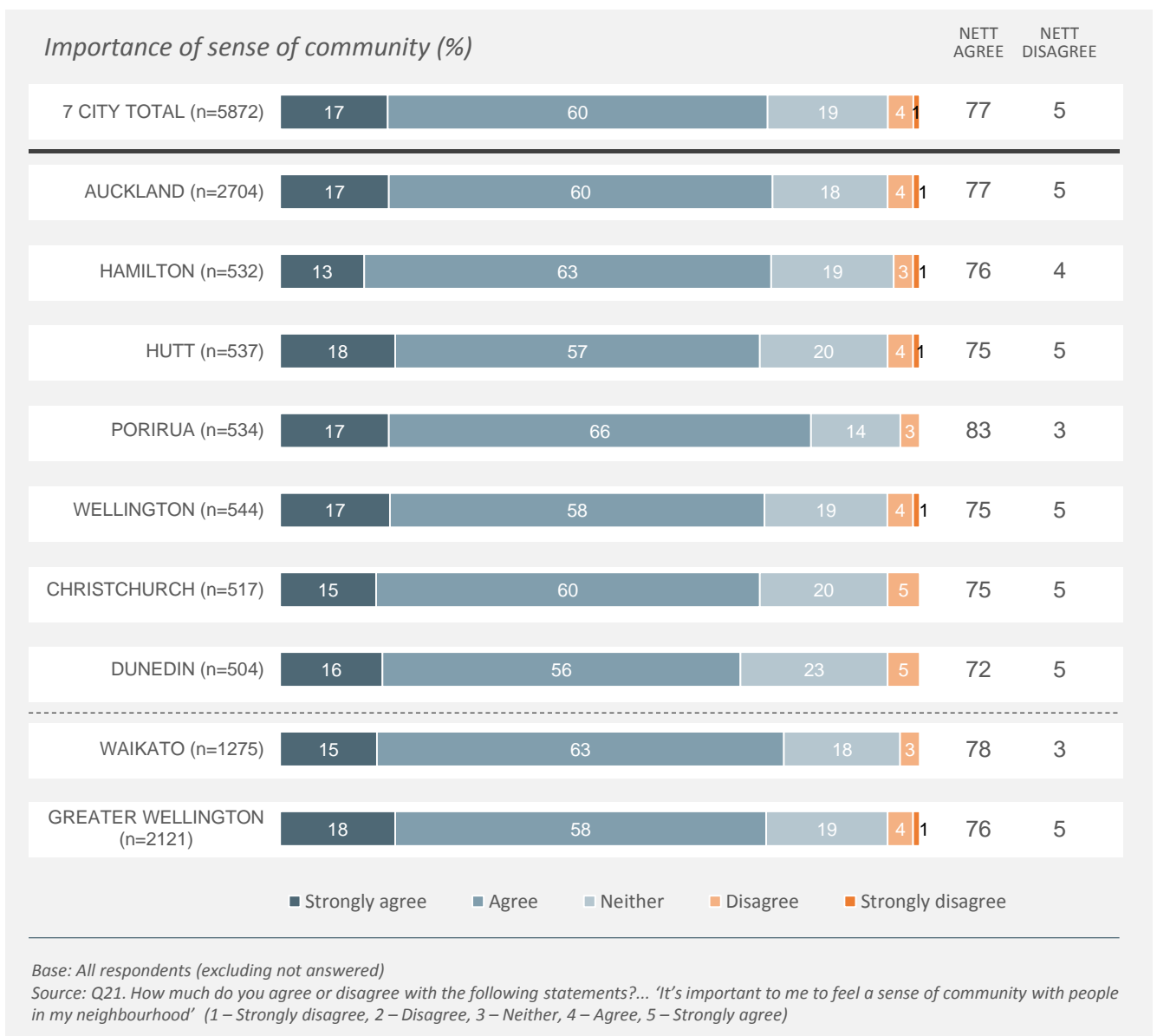
TABLE OF CONTENTS	3
6. COMMUNITY, CULTURE AND SOCIAL NETWORKS	4

6. COMMUNITY, CULTURE AND SOCIAL NETWORKS

This section reports on a wide range of questions relating to social participation and engagement with others. Areas covered include respondents' perceptions of a sense of community within their local area, their participation in social networks and groups, their contact with others in their neighbourhood, and whether they have experienced feelings of isolation in the last 12 months. The section also provides results on respondents' perceptions of the impact of increased ethnic and cultural diversity on their city, and perceptions of their local arts scene.

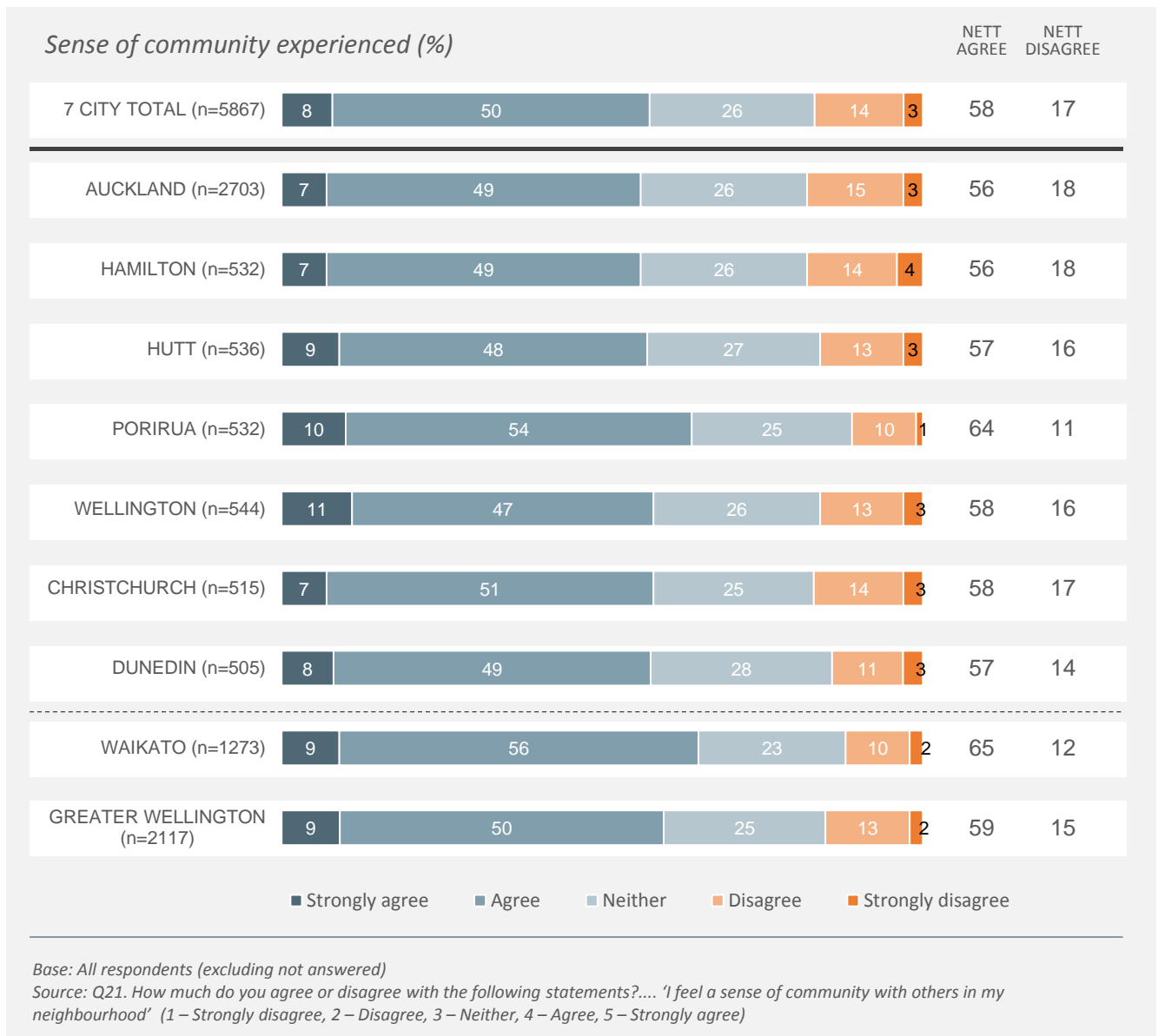
6.1 Importance of sense of community

More than three quarters (77%) of respondents consider it important to feel a sense of community with people in their neighbourhood.



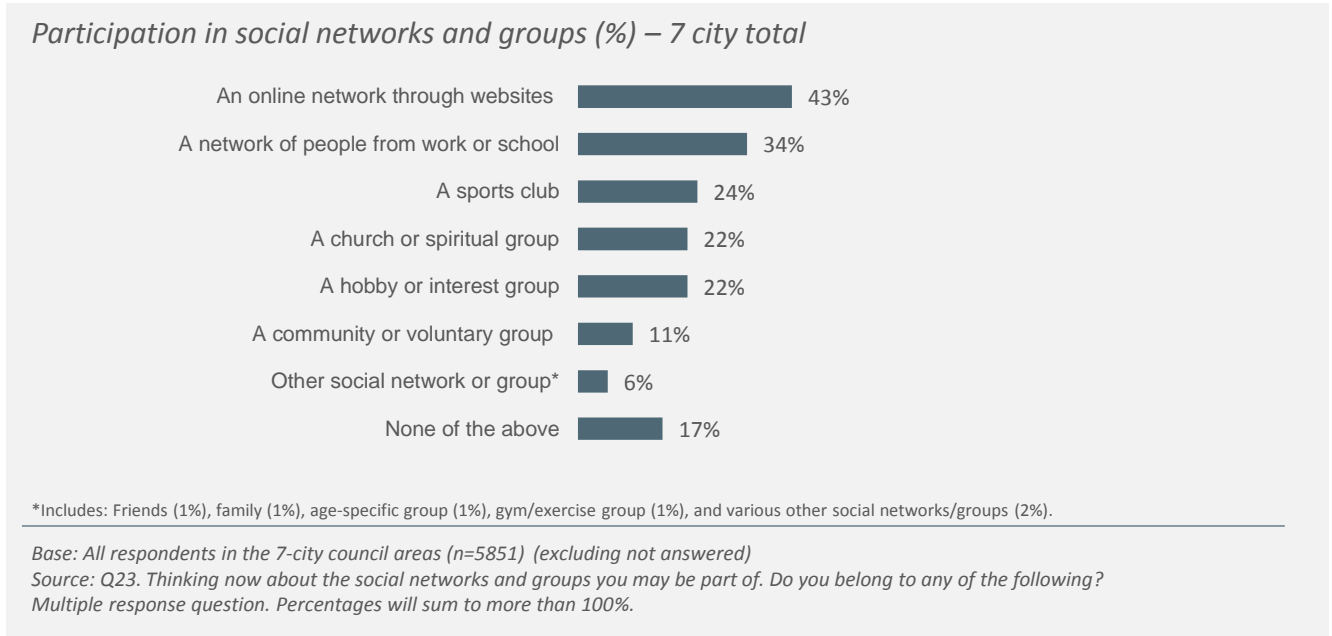
6.2 Sense of community experienced

Almost six in ten (58%) respondents in the seven cities agree that they experience a sense of community with others in their neighbourhood.



6.3 Participation in social networks and groups

As the chart below shows, online networks (e.g. websites such as Facebook/Twitter, online gaming communities and forums) were the most common social networks (43%) that respondents in the seven cities felt they were part of, followed by work or school related social networks (34%).



Results across all nine participating councils are shown in the table below.

Participation in social networks and groups (results by council)

Common themes mentioned (nett categories)	7 CITY TOTAL (n=5851) %	AUCKLAND (n=2696) %	HAMILTON (n=534) %	HUTT (n=534) %	PORIRUA (n=530) %	WELLINGTON (n=545) %	CHRIST-CHURCH (n=513) %	DUNEDIN (n=499) %	WAIKATO (n=1270) %	GREATER WELLINGTON (n=2114) %
Online network (Facebook/Twitter/online gaming or forums)	43	44	44	44	44	46	37	43	39	43
People from work or school	34	33	34	29	33	40	30	40	30	35
A sports club	24	22	24	24	25	29	25	25	26	25
A hobby or interest group	22	21	21	22	19	24	24	26	21	24
A church or spiritual group	22	25	23	23	26	16	18	15	18	19
A community or voluntary group (e.g. Rotary, the RSA)	11	11	10	10	13	13	11	12	14	14
Other social network or group	6	5	5	6	8	8	5	8	2	2
None of the above	17	17	16	19	21	16	18	17	19	19

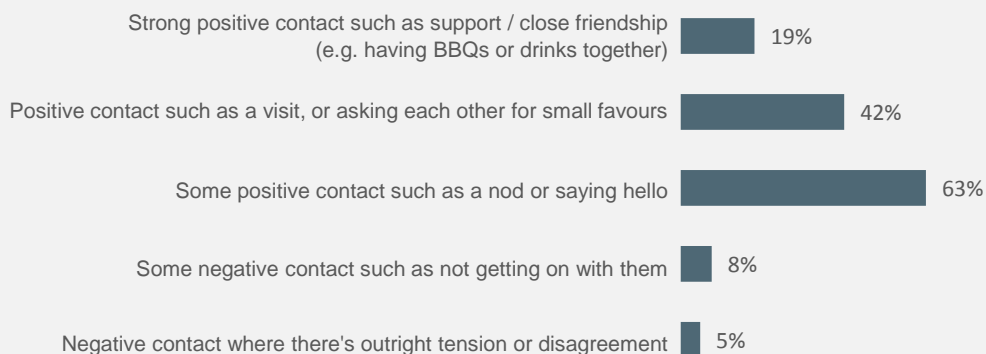
Base: All respondents (excluding not answered)
Q23. Thinking now about the social networks and groups you may be part of. Do you belong to any of the following?
Multi-response question - percentages may add to more than 100%.

6.4 Contact with people in the neighbourhood

The majority (97%) of respondents in the seven cities reported they had some kind of positive contact with people in their neighbourhood in the previous 12 months, with the largest group stating they had some positive contact such as a nod or a hello (63%).

Please note that as respondents could choose more than one option, percentages in the chart below will not add to 100.

Positivity of contact with people in the neighbourhood (%) – 7 city total



Base: All respondents in the 7-city council areas (n=5864) (excluding not answered)

Source: Q22. In the last 12 months, which, if any, of the following types of contact have you had with people in your neighbourhood? Multiple response question. Percentages will sum to more than 100%.

Results across all nine participating councils are shown in the table below.

Contact with people in the neighbourhood (results by council)

	7 CITY TOTAL (n=5864) %	AUCKLAND (n=2701) %	HAMILTON (n=533) %	HUTT (n=536) %	PORIRUA (n=533) %	WELLINGT ON (n=542) %	CHRIST-CHURCH (n=517) %	DUNEDIN (n=502) %	WAIKATO (n=1274) %	GREATER WELLINGT ON (n=2118) %
Strong positive contact (e.g. close friendship)	19	19	13	21	21	24	15	22	20	23
Positive contact (e.g. visiting)	42	41	42	43	43	39	46	43	47	43
Some positive contact (e.g. saying hello)	63	64	61	62	60	65	63	63	55	61
Some negative contact, such as not getting on with them	8	8	7	6	8	8	6	9	7	8
Negative contact (outright tension or disagreement)	5	5	4	4	5	5	5	5	4	4

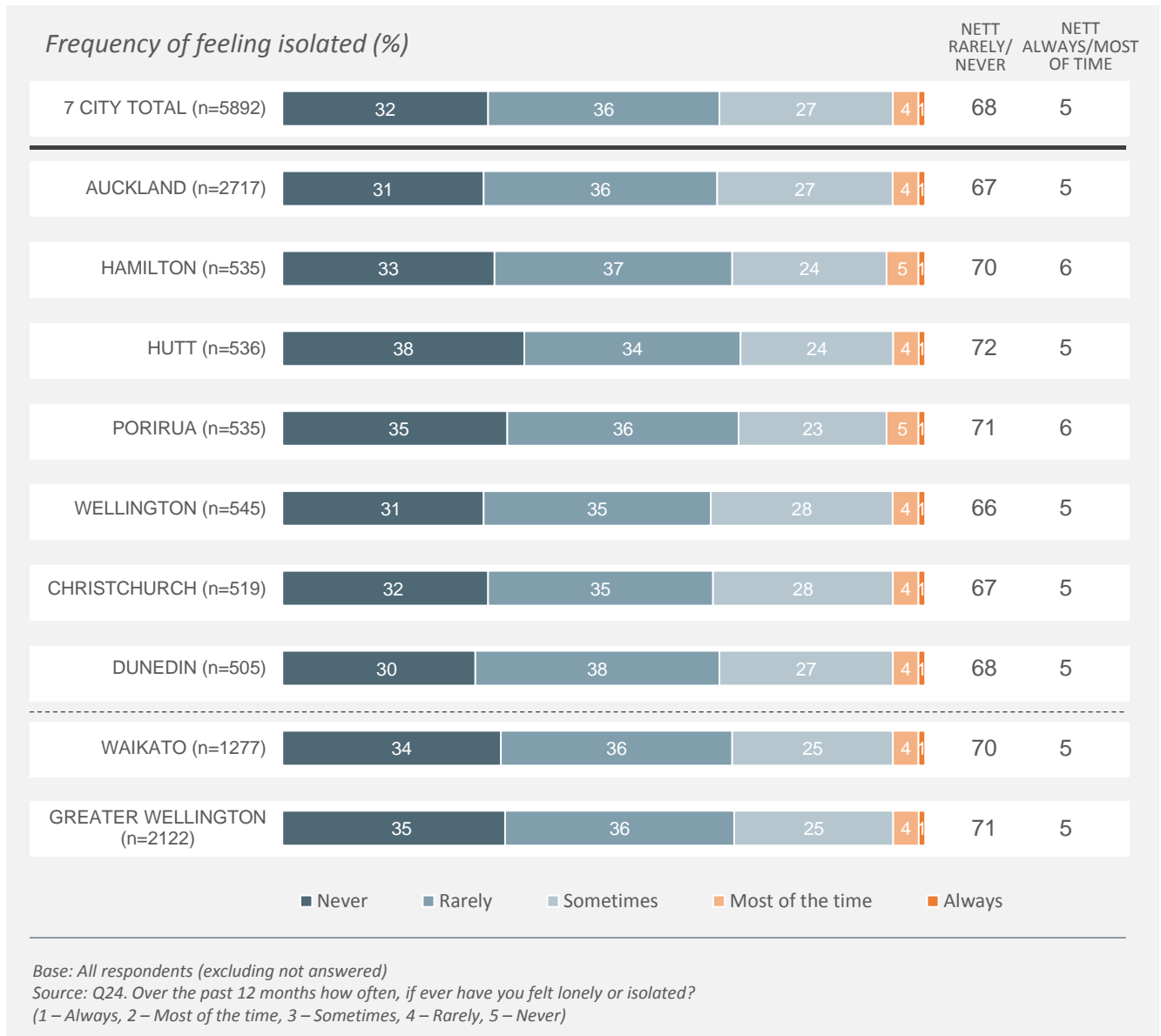
Base: All respondents (excluding not answered)

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

Multiple response question. Percentages will sum to more than 100%.

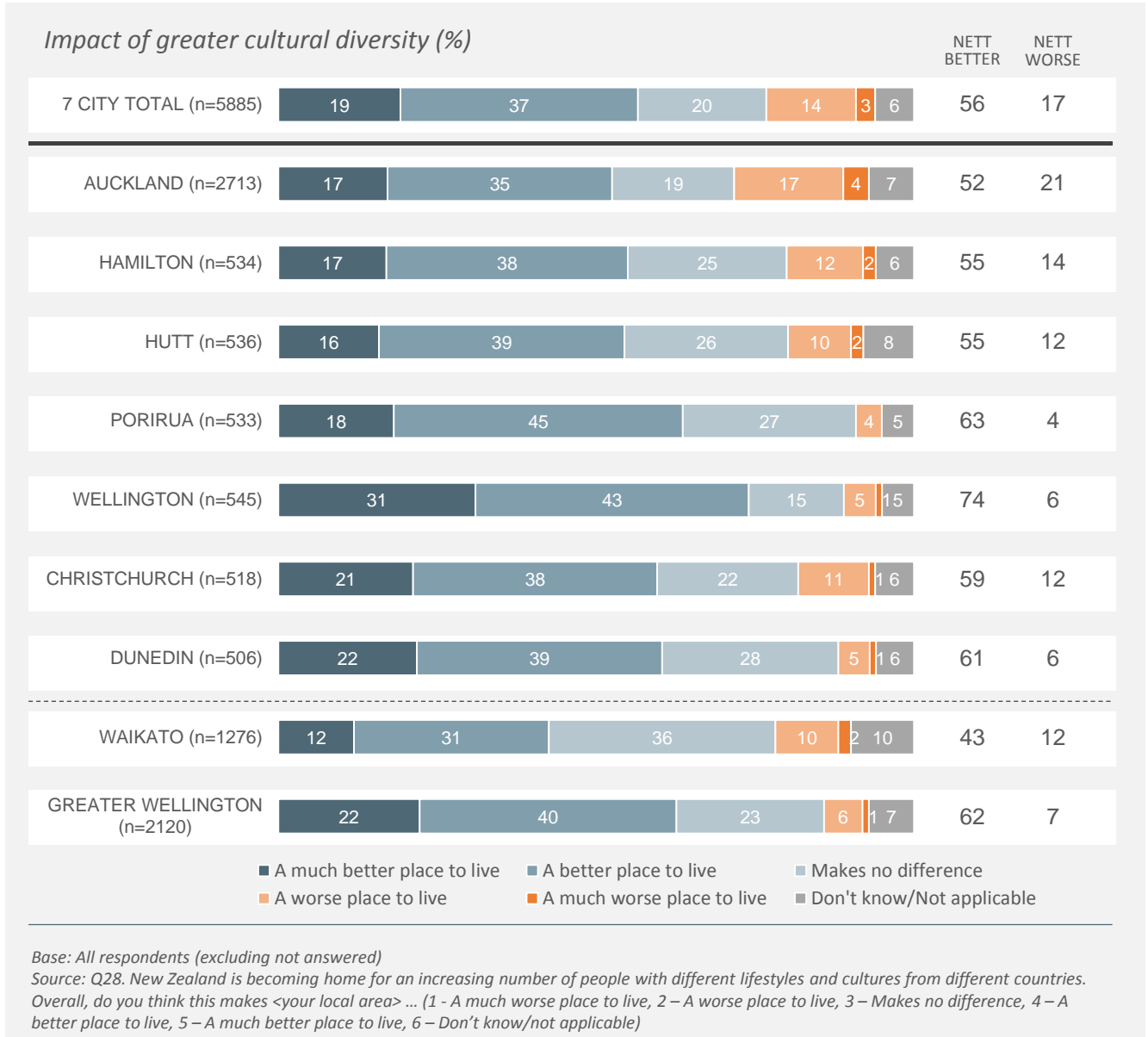
6.5 Frequency of feeling isolated

More than two thirds (68%) of respondents in the seven cities had never or rarely felt isolated in the last year.



6.6 Impact of greater cultural diversity

Just over half (56%) of respondents across the seven cities considered that New Zealand becoming home for an increasing number of people with different lifestyles and cultures from different countries makes their city a better place to live.



6.7 Culturally rich and diverse arts scene

More than two thirds (66%) of respondents consider their local area to have a diverse and culturally rich arts scene.

