

nielsen
.....

HAMILTON CITY QUALITY OF LIFE PULSE SURVEY

REPORT #1: June 2019



Hamilton City Council

Te kaunihera o Kirikiriroa

BACKGROUND & APPROACH



BACKGROUND

The purpose of this study is to understand the views and sentiments of residents in Hamilton City and track key indicators so that public products and services can be improved over time by the Hamilton City Council.

Hamilton City Council has committed to improving the quality of life of its residents by including the following five key indicators in the 10 year plan:





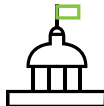
- The proportion of residents agreeing that Hamilton is a great place to live
- The proportion of residents saying that Hamilton has got better in the last 12 months
- The proportion of residents agreeing that they feel a sense of pride in the way Hamilton looks and feels
- The proportion of residents agreeing that they feel a sense of community with others in their neighbourhood
- The proportion of residents agreeing that they have confidence the Council makes decisions that are in the best interest of the city



APPROACH

- Online Survey via Nielsen's research partner panel (Dynata)
- Sample size: n=370
- Sample profile: Those aged 18 years and over who live in the Hamilton City area
- Average survey length: 6 minutes
- Incidence rate: 100%
- Weighting: Results are weighted by age, gender and ethnicity to be representative of those aged 18 years and over who live in the Hamilton City area
- Fieldwork period: Tuesday 30 April – Friday 10 May 2019
- Significance testing: Statistically significant differences in this report are significant at the 95% confidence level. Only differences with a 5 percentage point difference from the total have been mentioned in this report.
- **Note:** Due to differences in approach, the results presented in this report are not directly comparable with the biennial Quality of Life Survey conducted by a consortium of councils throughout New Zealand.

INDICATORS SUMMARY

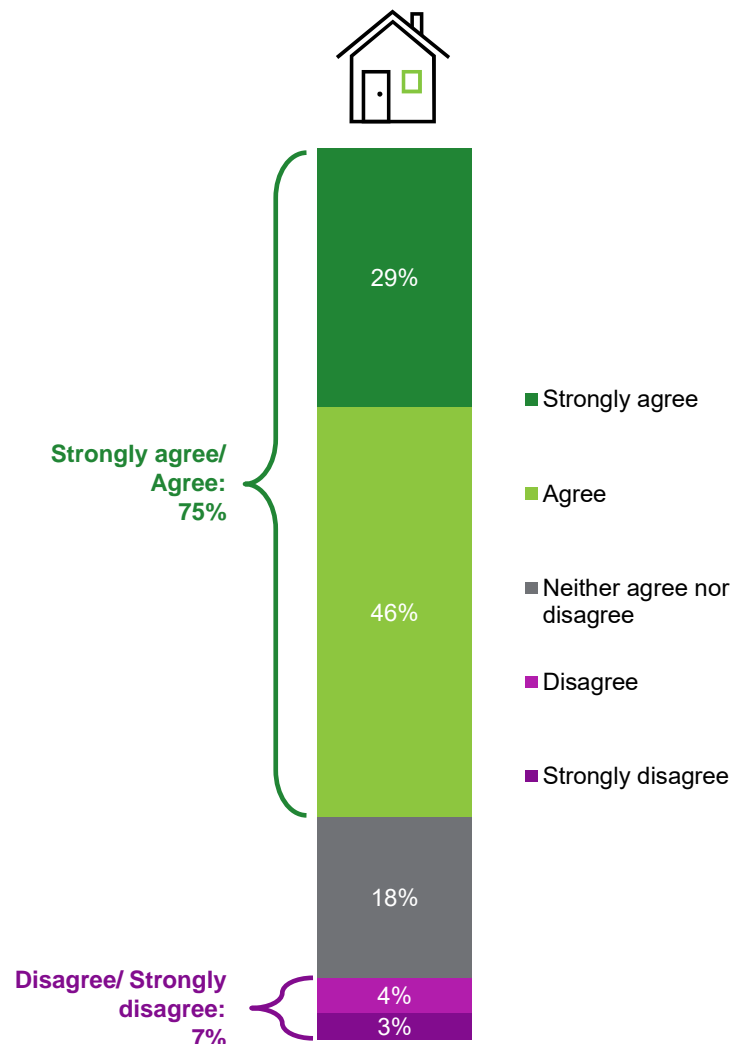
	INDICATORS	RATING	REASONS PROVIDED
	Hamilton is a great place to live	75% Agree 7% Disagree	
	Better, worse or the same as a place to live compared with 12 months ago	31% Better 22% Worse	Good/improved/new amenities (32%) Crime/increased crime rate (29%) Homelessness/lack of housing (26%)
	A sense of pride in the way Hamilton looks and feels	48% Agree 17% Disagree	Beautiful scenery/street plantings/looks good (27%) Clean and tidy city (25%) Rundown, dirty, untidy area (29%) Lacks appeal, character (24%)
	A sense of community with others in the neighbourhood	39% Agree 21% Disagree	Friendly, helpful people (41%) I know and get on well with my neighbours (39%) People keep to themselves/no interaction with neighbours (74%)
	Confidence in the Council making decisions that are in the best interests of Hamilton	26% Agree 28% Disagree	Do a great job/ I agree with their decisions (29%) Improvements being made in the city (27%) Ratepayers' money not being spent wisely (32%)

IS HAMILTON A GREAT PLACE TO LIVE?

Overall, three quarters of Hamilton residents agree that Hamilton is a great place to live, while only 7% disagree.

Residents aged 50-64 years (87%) and those who have spent more time living in Hamilton, 10 years or longer, are more likely to agree that Hamilton is a great place to live (80% cf. 75% overall).

On the other hand, those who have not lived in Hamilton for as long (i.e. between 5 to 10 years) are more likely to disagree with this statement (20% cf. 7% overall).



Base: All Respondents (n=370)

Q6. How much do you agree or disagree with the following statement? "Hamilton is a great place to live".

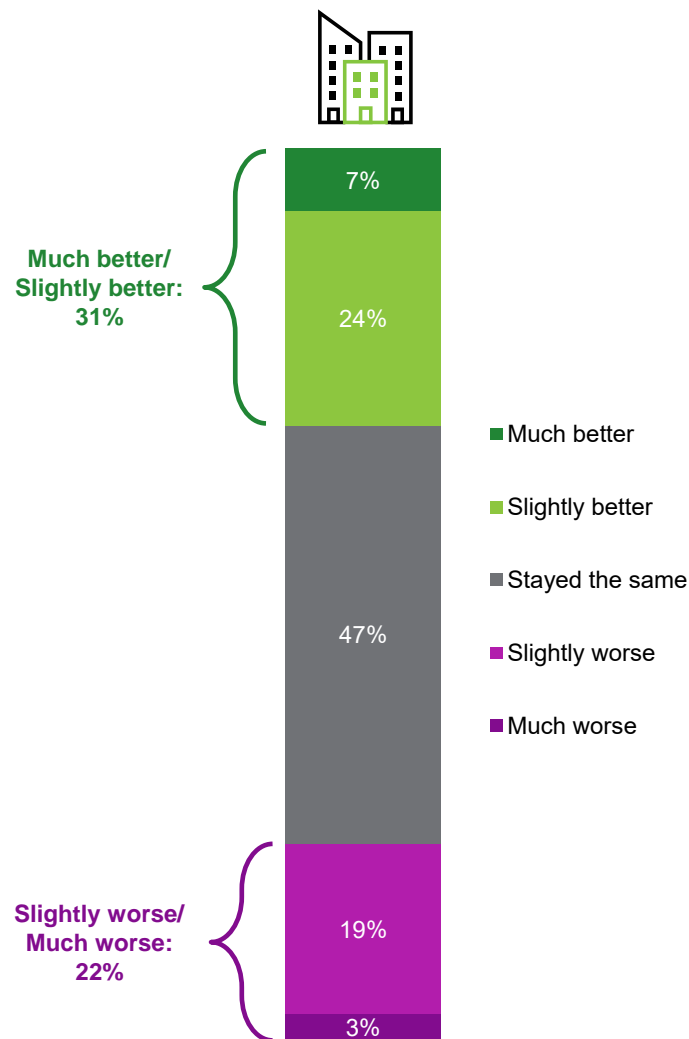
ARE THINGS GETTING BETTER OR WORSE?

Almost half (47%) of residents think that Hamilton has 'stayed the same' as a place to live in the last 12 months, while around three in ten (31%) say that Hamilton has gotten better and the remaining 22% of residents feel it has become worse.

The only significant demographic difference to note is among those born in New Zealand vs. those who are born overseas. Those born overseas are more likely to say Hamilton has become a better place (40%) while those born in NZ say Hamilton has become worse as a place to live compared with 12 months ago (26%).

"Well maintained public parks, diverse population, great selection of cafes/restaurants, development of new subdivisions and amenities to support new sub communities."

"The crime rate has skyrocketed, there are a lot more homeless people and the council has ruined the shopping in the CBD."



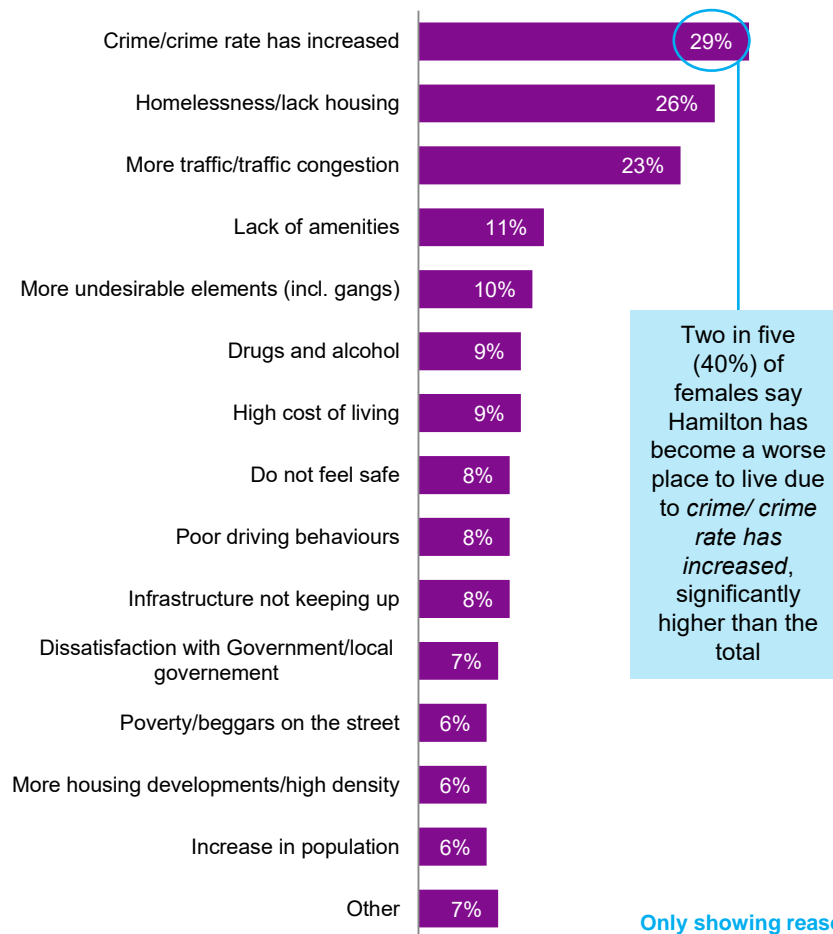
Base: Those who have lived in Hamilton for one or more years (n=348)

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

WHY ARE THINGS GETTING BETTER OR WORSE?

Reasons for Hamilton becoming worse

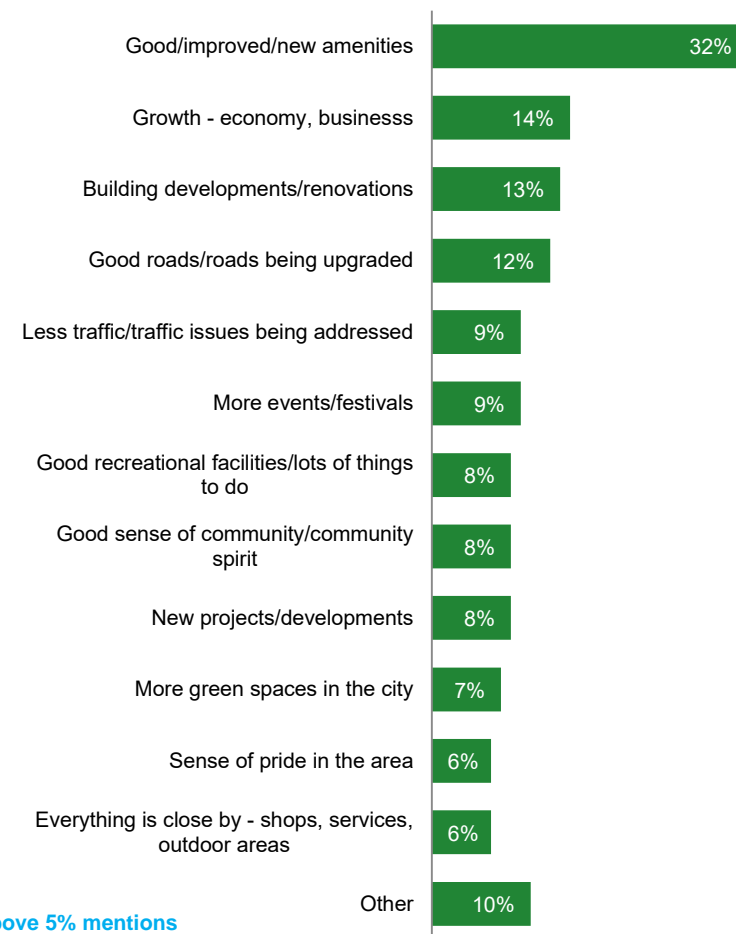
The two main reasons provided by those who feel Hamilton has become worse as a place to live in the last 12 months are crime (29%) and homelessness/lack of housing (26%)



Only showing reasons with above 5% mentions

Reasons for Hamilton becoming better

Good/improved/new amenities is mentioned by nearly a third (32%) of those who feel Hamilton has become a better place to live in the last 12 months.



DO PEOPLE HAVE PRIDE IN HAMILTON?

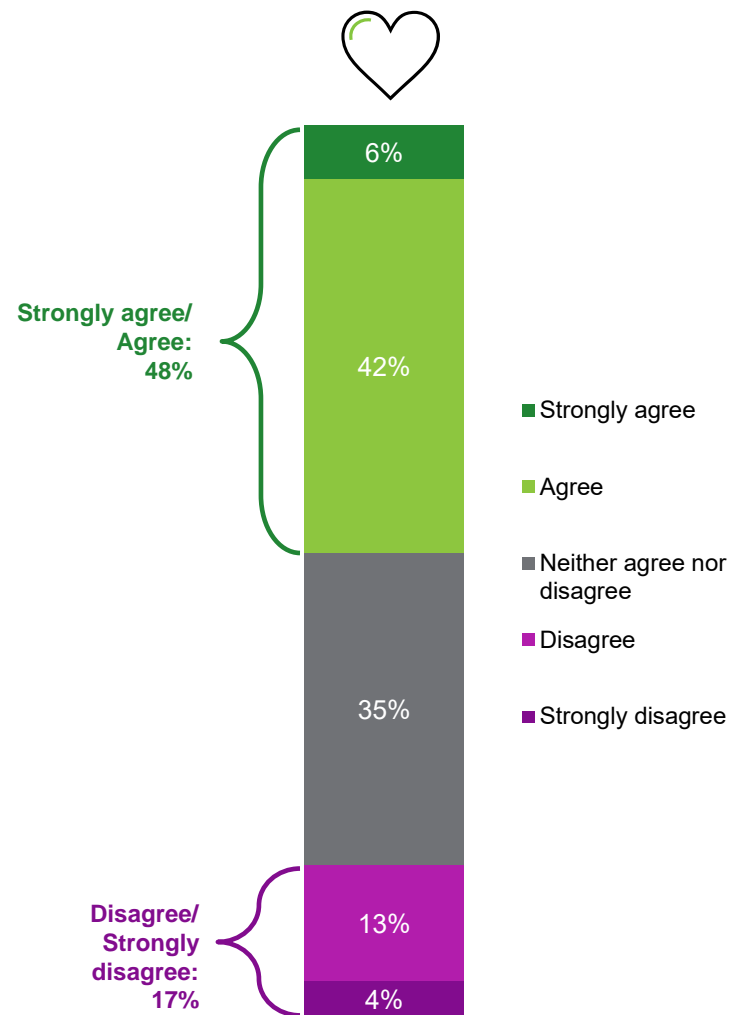
Nearly half (48%) of those living in Hamilton agree they feel a sense of pride in the way Hamilton looks and feels, however, 17% disagree with this sentiment.

Pride in Hamilton differs by age. Young residents, aged under 25 are significantly more likely to disagree (40%) while older residents are more likely to agree (60%) that they feel a sense of pride in Hamilton.

Māori residents are also significantly more likely to disagree (26%) they feel a sense of pride. In comparison, those born overseas (58%) are significantly more likely to agree they feel a sense of pride in the way Hamilton looks and feels.

"Great gardens well cared for. Well set out. Clean and tidy streets."

"Centre of town needs a revamp, especially around garden place area. So many empty buildings makes it look abandoned."



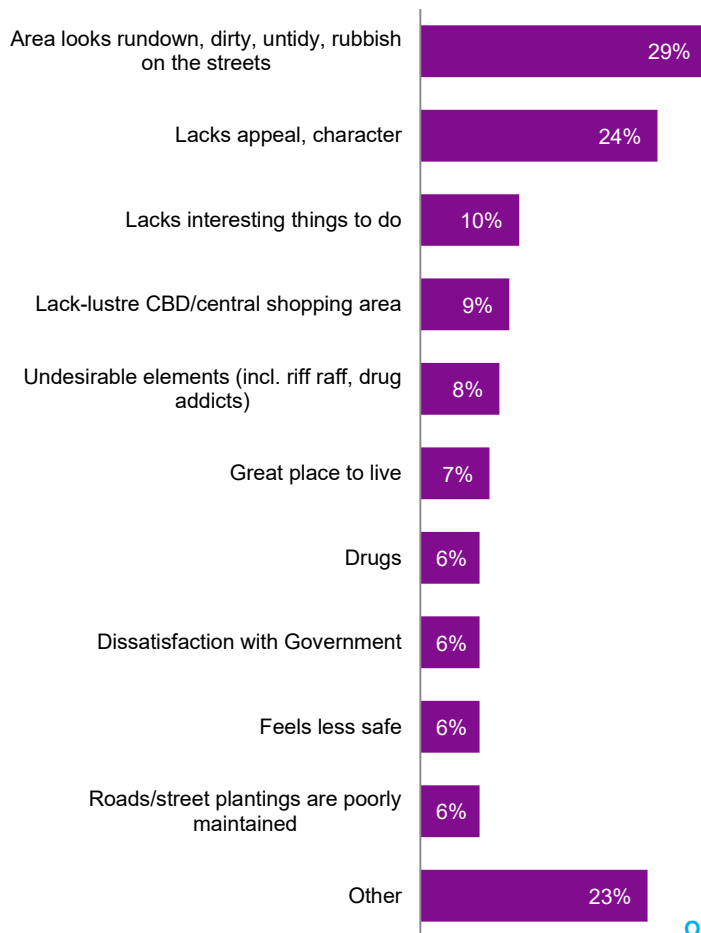
Base: All Respondents (n=370)

Q9. How much do you agree or disagree with the following statement? "I feel a sense of pride in the way Hamilton looks and feels".

REASONS FOR HAVING PRIDE/ NOT HAVING PRIDE

Reasons for not having pride

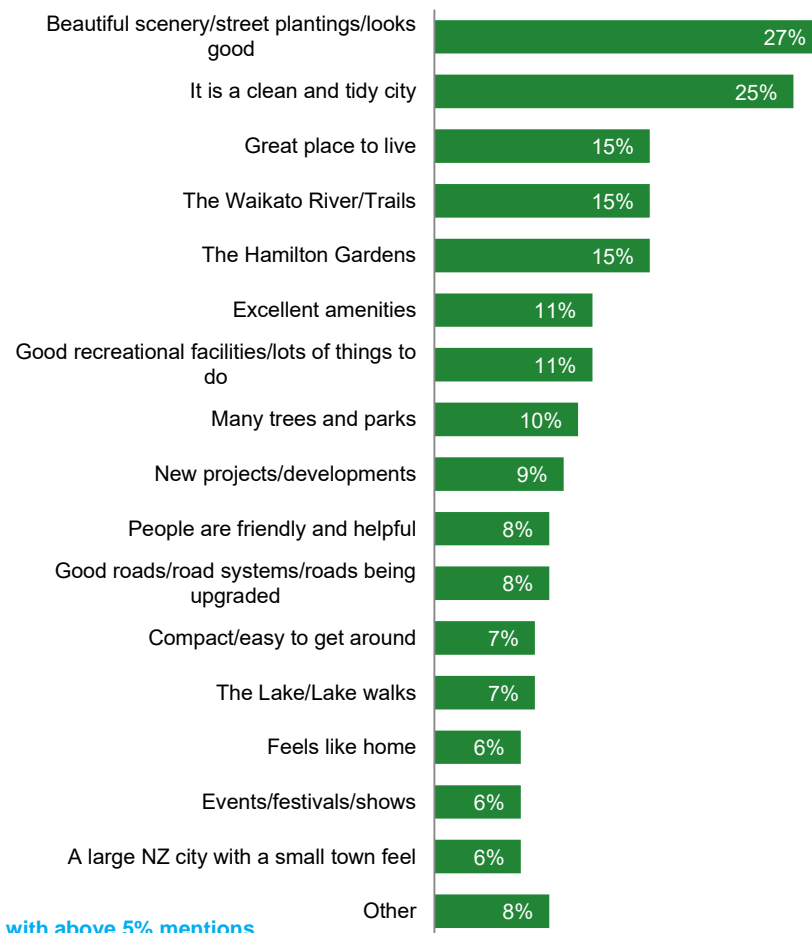
Run down/untidy area (29%) and lacks appeal are the main reasons residents mention when explaining their lack of pride in the way Hamilton looks and feels



Only showing reasons with above 5% mentions

Reasons for having pride

Those who have pride in the way Hamilton looks and feels state their main reasons for feeling this way are because of the beautiful scenery (27%) and cleanliness (25%) of the city



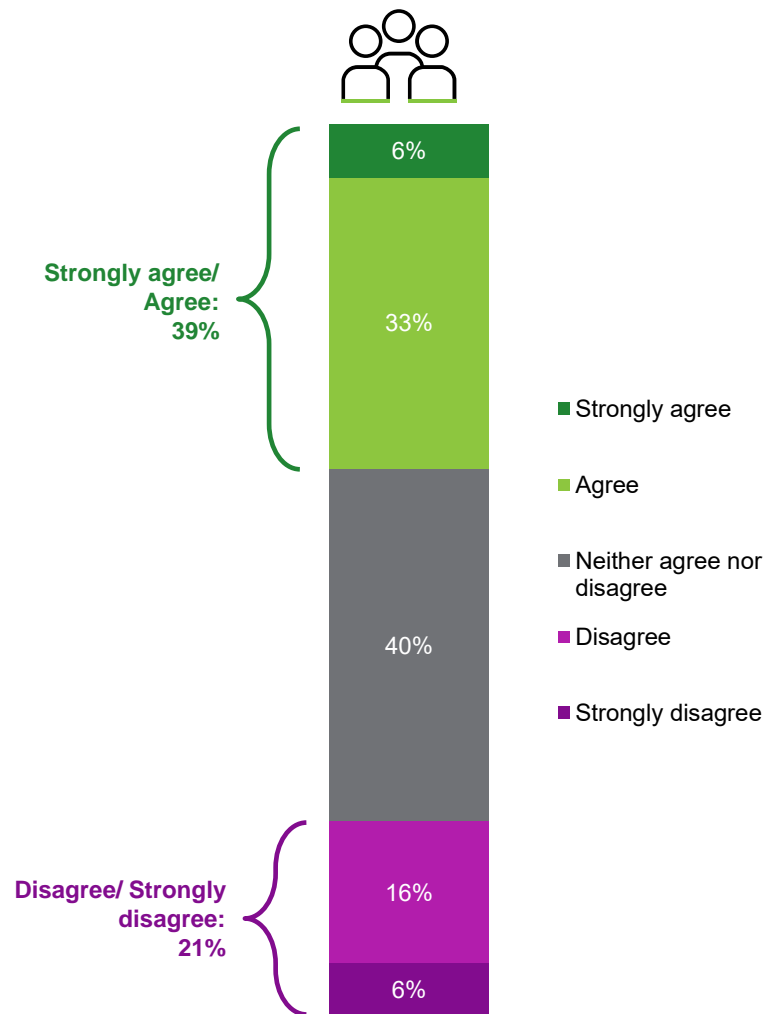
DO PEOPLE FEEL A SENSE OF COMMUNITY?

Around two in five (39%) Hamilton residents agree that they feel a sense of community with others in their neighbourhood, however, one in five residents (21%) disagree with this.

Similar to our other measures, those born outside of New Zealand are significantly more likely to agree that they feel a sense of community in Hamilton (54%). Residents with children (under 18 years) living in their home are also more likely to feel a sense of community (48%).

"The people at shops near me remember who I am. I can't walk down the street without seeing someone I know."

"I don't think that there is much of a community feel. Everyone is busy living their lives - myself included. I don't know my neighbours' names."



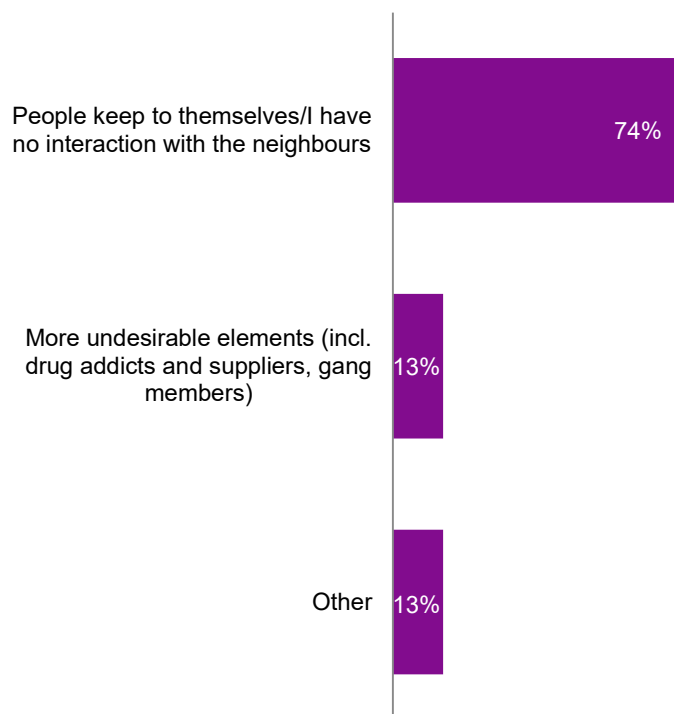
Base: All Respondents (n=370)

Q11. How much do you agree or disagree with the following statement? "I feel a sense of community with others in my neighbourhood".

REASONS FOR FEELING/NOT FEELING A SENSE OF COMMUNITY

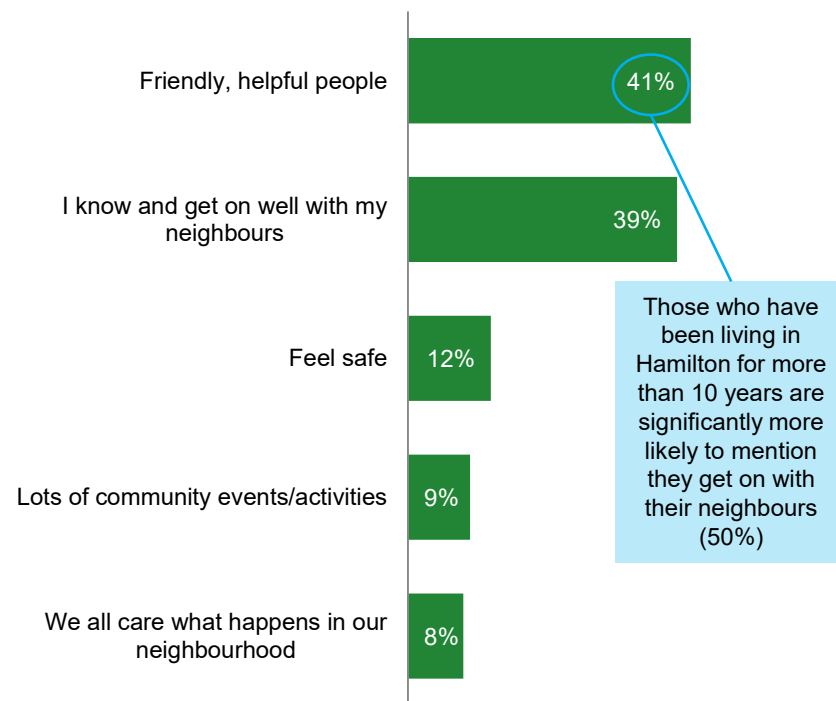
Reasons for not feeling a sense of community

Nearly three quarters (74%) of those who don't feel a sense of community with others in their neighbourhood say that everyone keeps to themselves/they have no interaction with their neighbours



Reasons for feeling a sense of community

The two most commonly cited reasons why residents say they feel a sense of community are that people are friendly/helpful (41%) and they get on well with their neighbours (39%)



Only showing reasons with above 5% mentions

CONFIDENCE IN COUNCIL DECISION-MAKING

The majority of Hamilton residents (46%) neither agree nor disagree that they have *confidence that their local Council makes decisions in the best interests of the city*. There is a relatively even split between those who have confidence that their local Council makes decisions in the best interests of Hamilton (26%) and those who do not have confidence (28%).

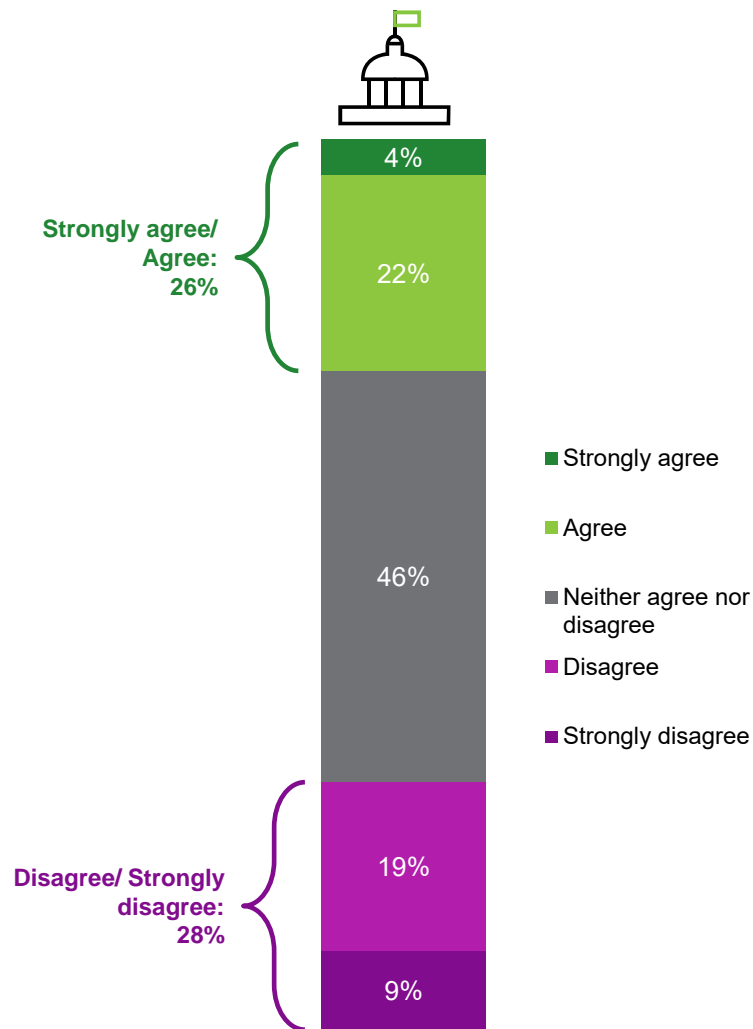
Those significantly more likely to **agree they have confidence** in Council decision-making:

- Were born overseas (41%)
- Have lived in Hamilton for less than 5 years (38%)
- Have children under 18 years living with them (35%)
- Are Private renters (35%)

Those significantly more likely to **disagree they have confidence** in Council decision-making:

- Are aged 65+ (53%)
- Have lived in Hamilton for more than 5 years (34%)

"There are many things that the council spend money on that don't actually improve the city at all and the money could be spent on other things like improving neighbourhoods safety for store owners in the city and surrounds, help with the homeless etc."



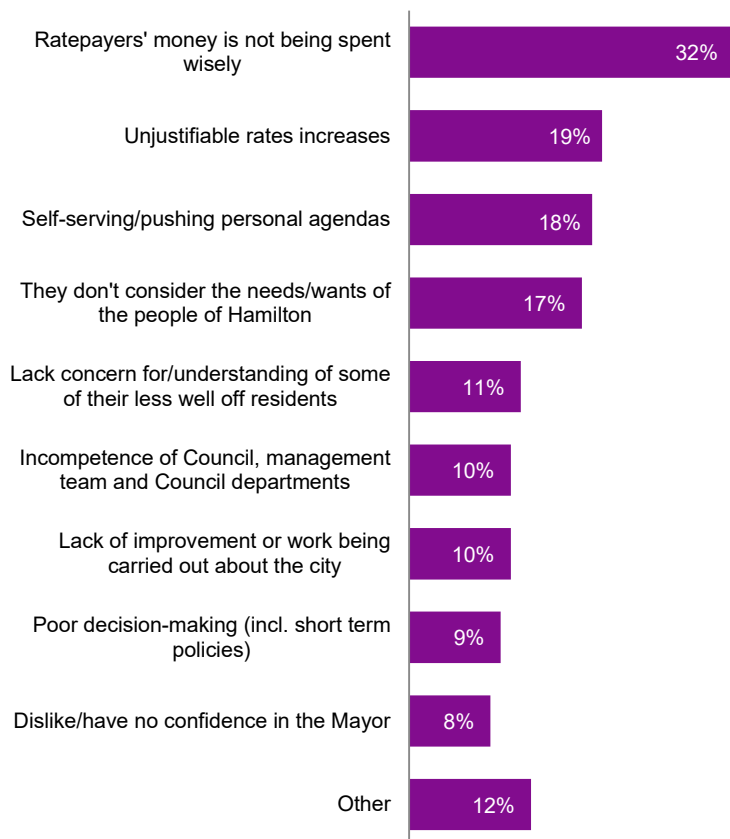
Base: All Respondents (n=370)

Q13. 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".

REASONS FOR HAVING CONFIDENCE/NOT HAVING CONFIDENCE IN COUNCIL DECISION-MAKING

Reasons for not having confidence in Council decision-making

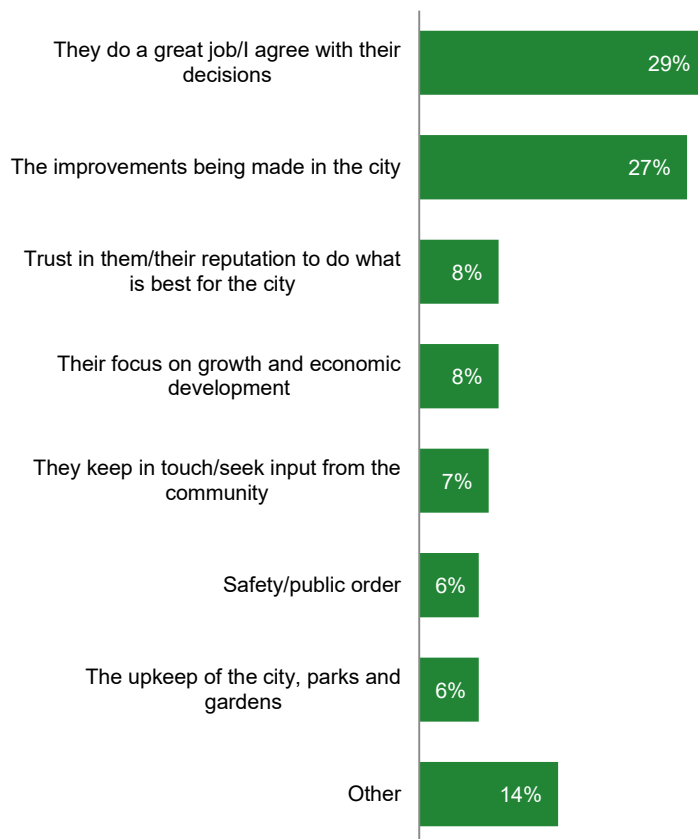
Just under a third (32%) of residents who lack confidence in the Council believe ratepayers' money is not being spent wisely



Only showing reasons with above 5% mentions

Reasons for having confidence in Council decision-making

Doing a great job (29%) and the improvements being made in the city (27%) are the most common reasons for having confidence in the Council's decision-making



Base: Those who disagree that the Council makes decisions that are in the best interests of their city (n=106) Q14. And for what reasons do you not have confidence that the Council makes decisions that are in the best interests of your city?

Base: Those who agree that the Council makes decisions that are in the best interests of their city (n=90) Q14. And for what reasons do you have confidence that the Council makes decisions that are in the best interests of your city?



nielsen
• • • • • • • •

TM