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HAMILTON CITY QUALITY OF LIFE PULSE SURVEY

REPORT #4: DECEMBER 2020

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BACKGROUND & APPROACH



BACKGROUND

This report presents the fourth wave of this study. Wave by wave comparisons are conducted and highlighted as appropriate.

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=372
- Sample profile: Those aged 18 years and over who live in the Hamilton City area
- Average survey length: 4 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: Monday 2 – Sunday 15 November 2020
- 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/ previous wave 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.

SUMMARY

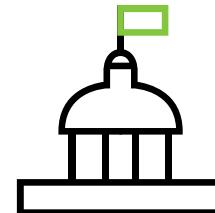


This wave, all key indicators have remained stable or seen a slight increase (*not statistically significant*).

Three-quarters (78%) agree that Hamilton is a great place to live.



Pride in Hamilton amongst has continued to increase for the third consecutive wave and is at an all-time high, with three in five (59%) agreeing they feel a sense of pride in the way Hamilton looks and feels.



Confidence in the Council's decision making is on the rise; with 44% agreeing that the Council makes decisions in the best interests of the city – up from 26% in June 2019.

If the Council was a proposing a change, around half would submit feedback even if it were one they were in favour of.

INDICATORS SUMMARY

INDICATORS	RATING	CHANGE SINCE W3	MOST PREVALENT THEMES FOR RATINGS GIVEN
 Hamilton is a great place to live	78% Agree 6% Disagree	+1 -1	
 Better, worse or the same as a place to live compared with 12 months ago	35% Better 17% Worse	+3 -2	Good/improved/new amenities Area looks clean, tidy, well kept New projects/developments Growth - economy, business Homelessness/lack of suitable, affordable housing Crime/crime rate has increased
 A sense of pride in the way Hamilton looks and feels	59% Agree 9% Disagree	+6 -3	Beautiful scenery/street plantings/looks good It is a clean and tidy city Rundown, dirty, untidy area Undesirable elements
 A sense of community with others in the neighbourhood	47% Agree 18% Disagree	-- +3	Friendly, helpful people I know and get on well with my neighbours People keep to themselves/no interaction with neighbours More undesirable elements (incl. drug addicts, gang members)
 Confidence in the Council making decisions that are in the best interests of Hamilton	44% Agree 13% Disagree	+2 -3	They do a great job/I agree with their decisions Good rubbish/recycling initiatives Ratepayers' money not being spent wisely Poor decision-making (incl. short term policies)

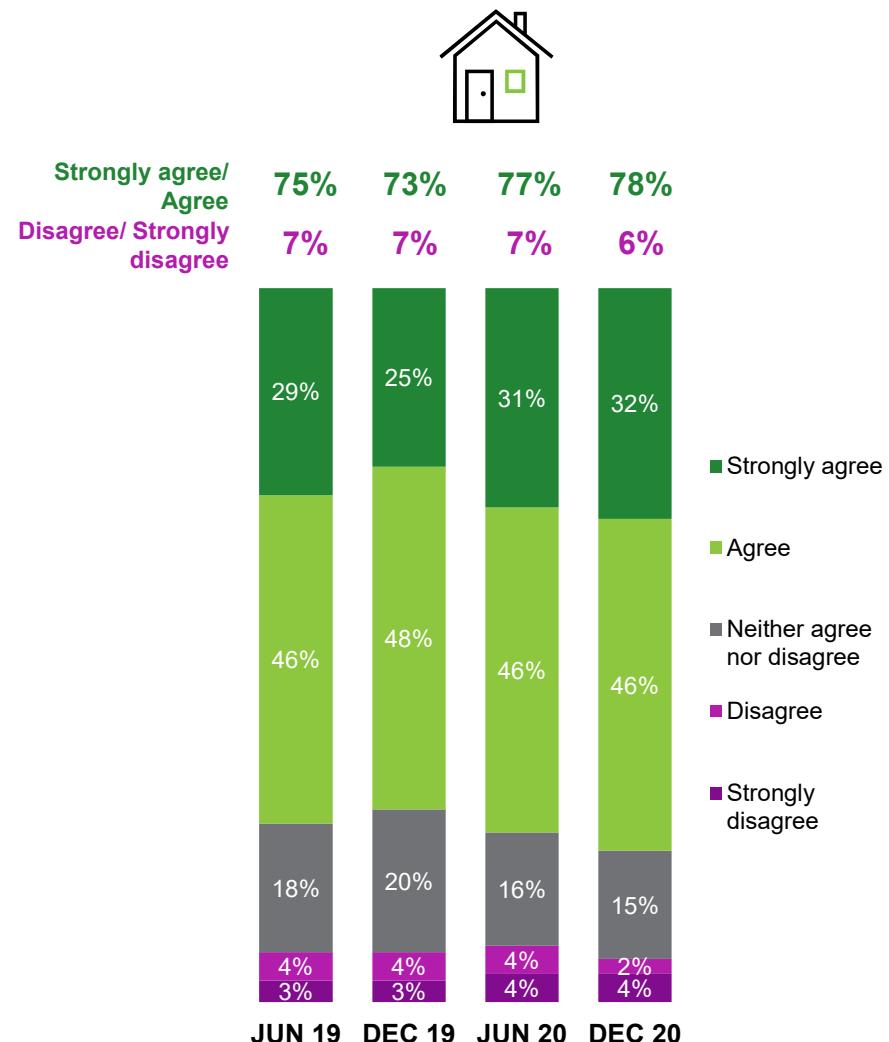
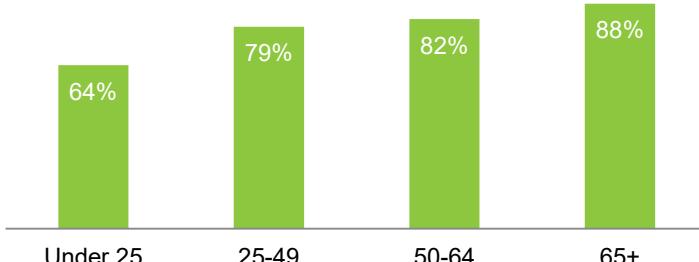
IS HAMILTON A GREAT PLACE TO LIVE?

Agreement with Hamilton being a great place to live is not significantly different to last wave, 78% (compared with 77% in June 2020). 6% do not agree that Hamilton is a great place to live.

Compared to last wave, households with children aged 0-5 years (84%) are more likely to agree that Hamilton is a great place to live (66% in June '20).

Those who have lived in Hamilton for 5 years or more and 10 years or more are significantly more likely to agree that Hamilton is a great place to live (83% cf. 78% total). However, those aged under 25 are significantly less likely to agree (64%), as are those with no formal qualifications (64%) and those who have lived in Hamilton for less than 5 years (68%).

Māori (14%) are significantly more likely to disagree (cf. 6% total).



Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372)
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?

Just over a third (35%) feel Hamilton has become a better place to live compared to a year ago, while around one in five (17%) feel as though it has gotten worse.

Compared to last wave, those born outside of New Zealand (14%) are less likely to say that Hamilton has gotten worse (28% in June '20).

Females are more likely to say Hamilton has got better as a place to live in the last 12 months (40% cf. 35% total). Conversely, those aged 50-64 are more likely to say it has gotten worse (31% cf. 17% total).

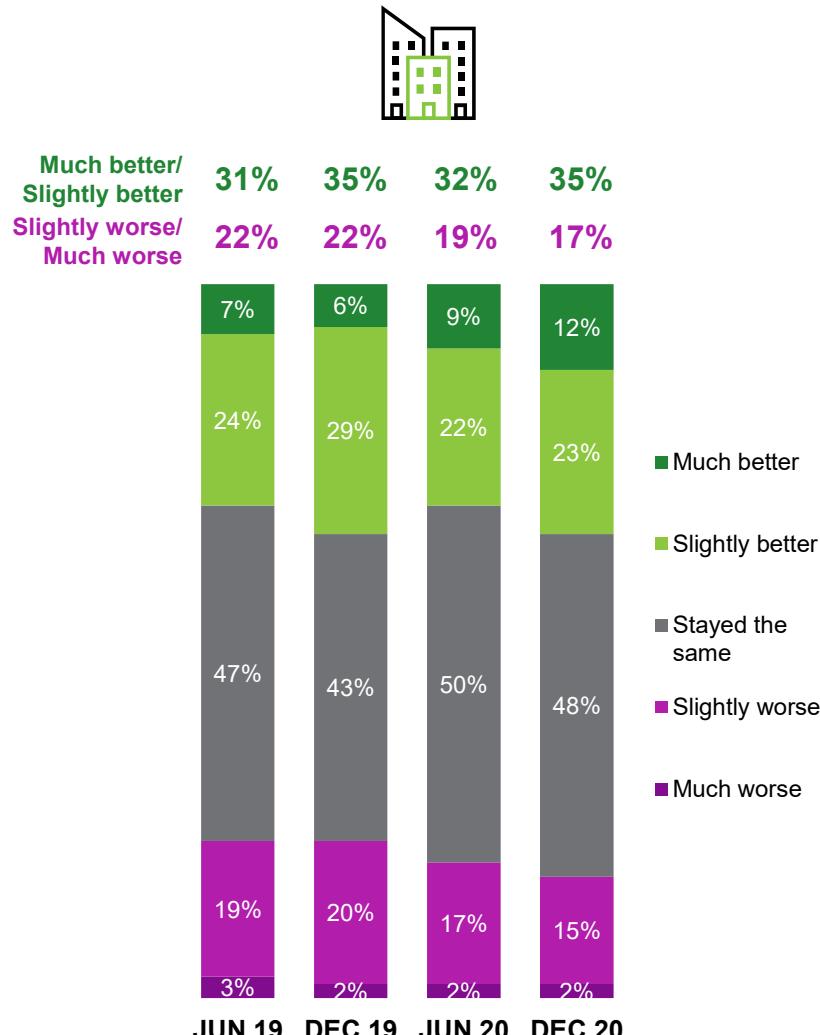
"A city that is really on the up, despite COVID-19."

"More crime. More traffic. Housing costs rising."

"It's keeping up to the play. Better implementation of bus fares, good arts scene, good outdoor spaces. Council is actively listening to what people are wanting."

"It is cleaner, improved gardens and road sides - plants etc. General environment. Great shopping areas. Public Transport has improved."

"The amount of traffic that has developed over the years and I don't think the road infrastructure is enough for the population."



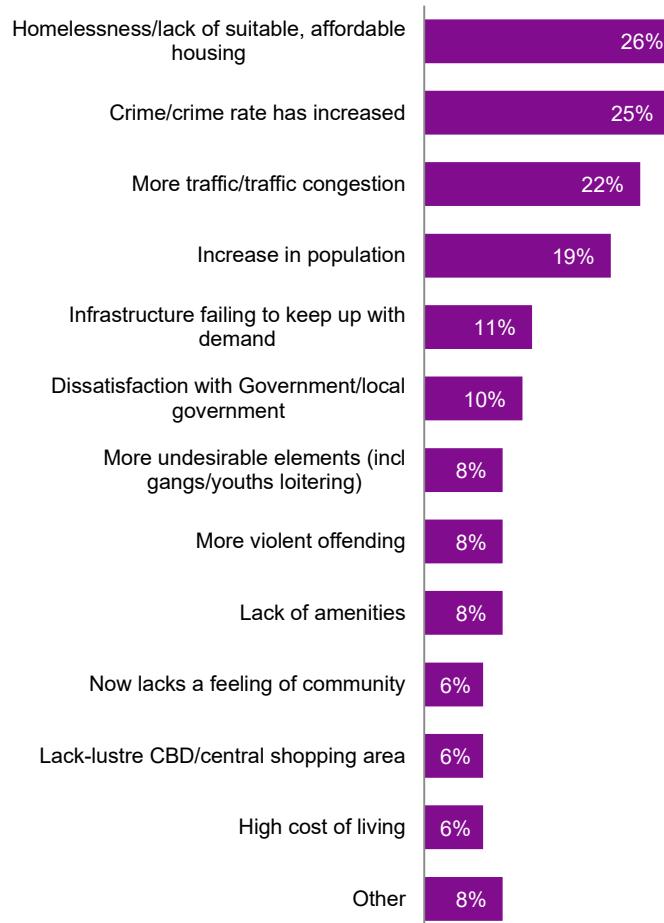
Base: Those who have lived in Hamilton for one or more years; W1 (n=348), W2 (n=343), W3 (n=338), W4 (n=354)

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?

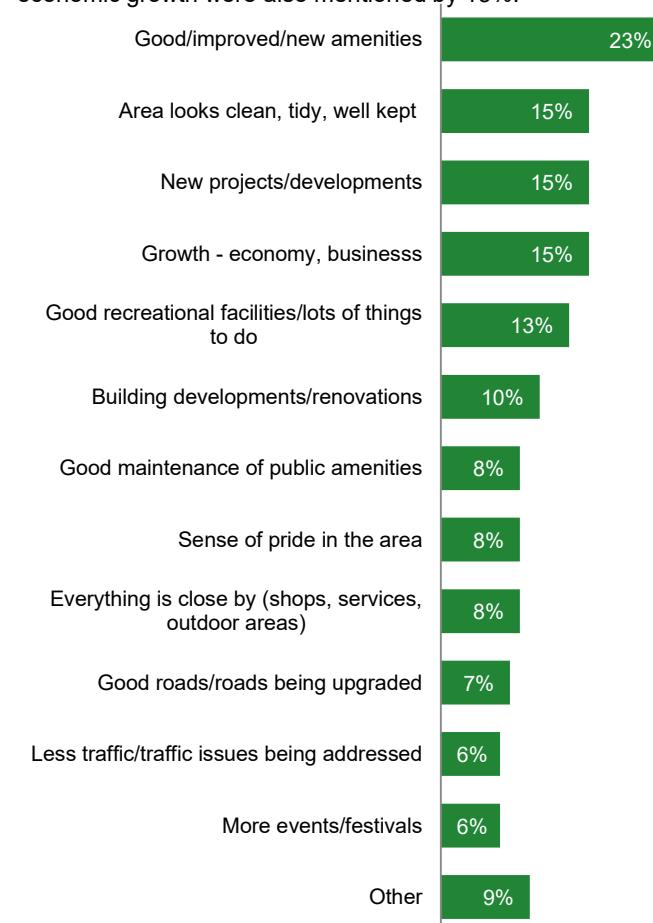
Reasons for Hamilton becoming worse among n=58 who gave this rating

The top reasons for Hamilton becoming a worse place to live compared to a year ago are homelessness/ a lack of affordable housing (26%), up significantly from June 2020 (8%). Crime (25%) is also a major contributor.



Reasons for Hamilton becoming better among n=129 who gave this rating

Good/improved/new amenities (23%) is the top reason for residents saying that Hamilton has become a better place to live in the last 12 months. Hamilton being a clean, well kept area, new projects/developments and economic growth were also mentioned by 15%.



Only showing reasons above 5% mentions

Base: Those who say Hamilton has got worse as a place to live (n=58)
 Q8. And for what reasons do you say Hamilton has got worse as a place to live?

Base: Those who say Hamilton has got better as a place to live (n=129)
 Q8. And for what reasons do you say Hamilton has got better as a place to live?

DO PEOPLE HAVE PRIDE IN HAMILTON?

Residents' feeling of pride in Hamilton has increased slightly from June 2020, with 59% agreeing that they feel a sense of pride in the way Hamilton looks and feels, however, not a significant increase.

This wave, those who have children living at home (65%) are more likely to agree that they feel a sense of pride in Hamilton compared to the previous wave (53% in June '20) and the total (59%). While those without children living at home are less likely than the total to agree (52%).

Single households are significantly more likely to disagree that they feel a sense of pride in Hamilton (18% cf. 9% total).

"Lots of trees and generally a very tidy City. Stunning Hamilton Gardens and Waikato River a major attraction for locals and visitors."

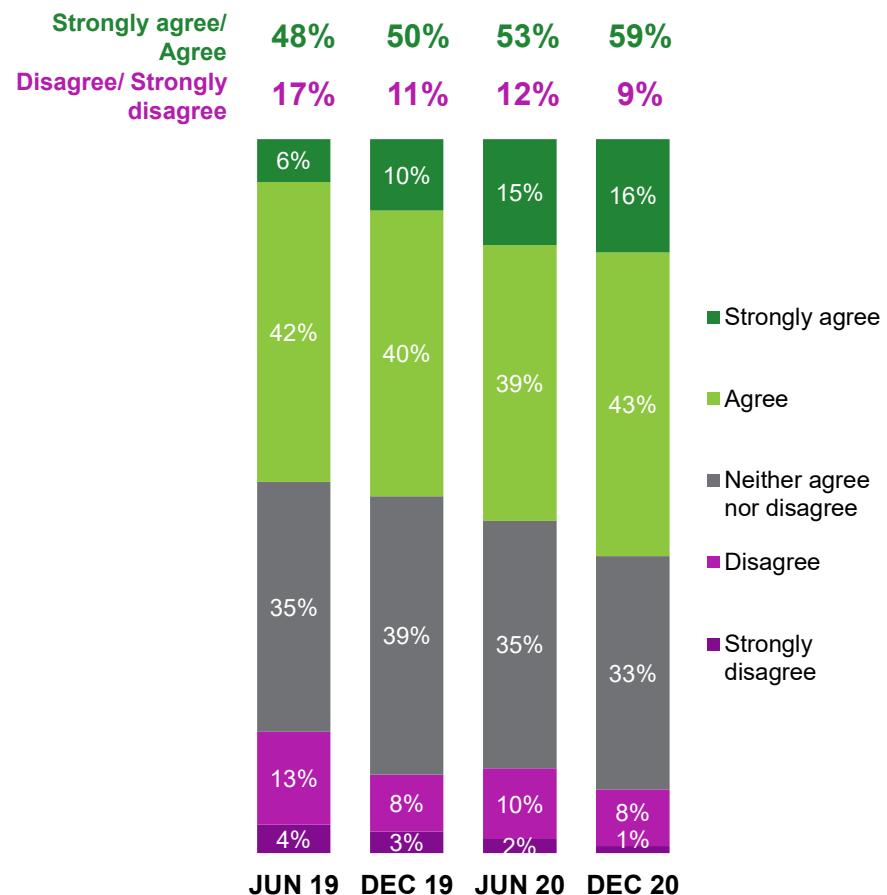
"People leave rubbish everywhere. Homeless people outside shops. Looks untidy. Tagging graffiti everywhere."

"It has appealing features, the river and parks. Overall it's easy to get around. There are some unappealing features, but none that completely detract from the general aesthetic."

"The location, the ability to work and live in a relatively big city without too many transport issues."

"I am proud to be a Hamiltonian. Things are clean and tidy, care is taken in gardens and roundabouts etc. Roads are improving."

"It has had some much needed upgrades, it still has areas that need some attention but overall it's good."



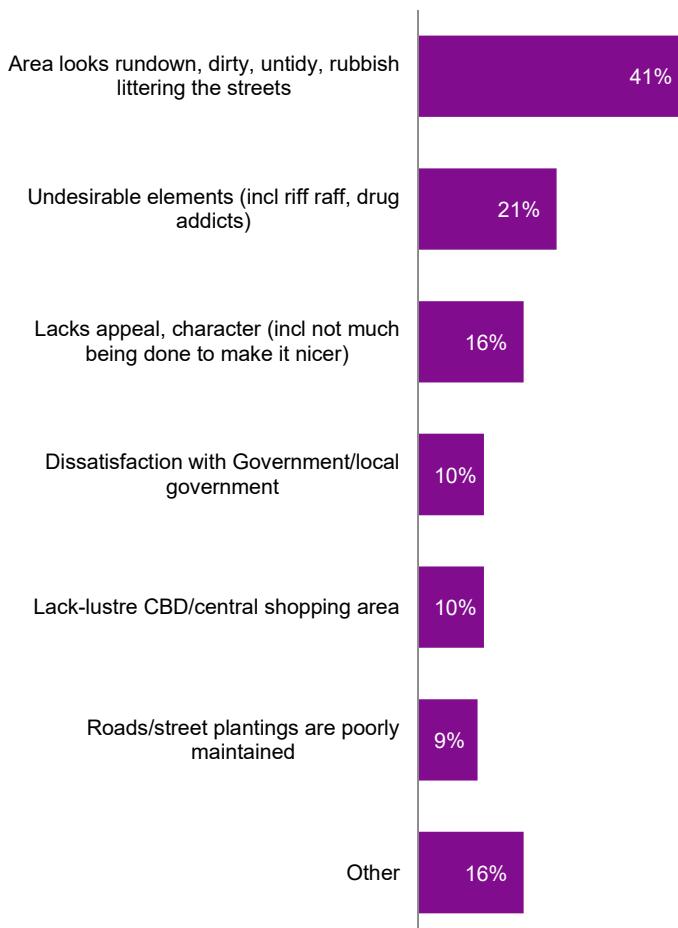
Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372)

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

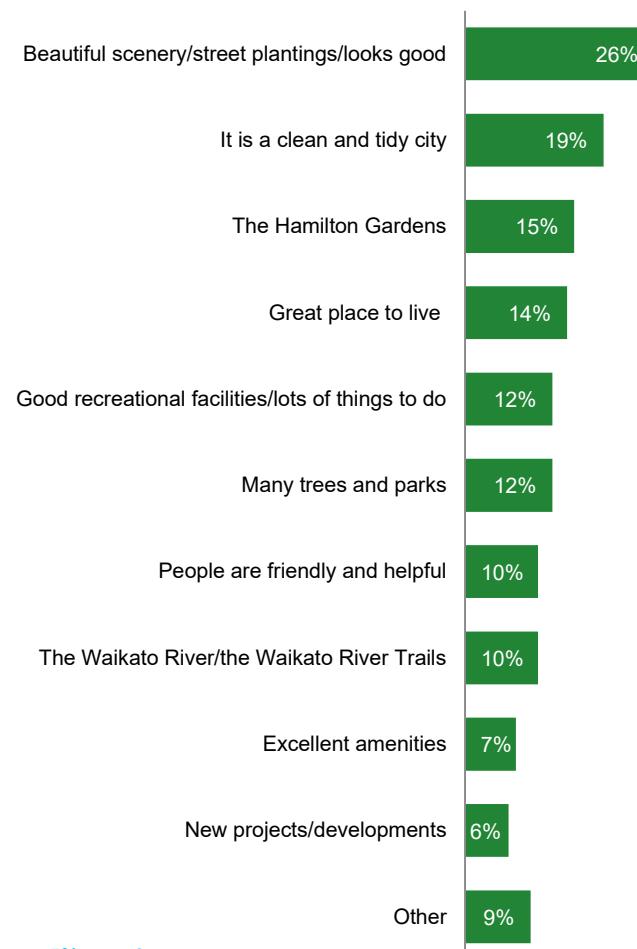
Reasons for not having pride among n=33 who gave this rating

The main reason for not having pride in Hamilton is the same as last wave – run down/untidy area (41%). Undesirable elements is the next highest mentioned reason (21%).



Reasons for having pride among n=206 who gave this rating

Beautiful scenery (26%) and cleanliness (19%) are the primary reasons for residents saying they have pride in the way Hamilton looks and feels.



Only showing reasons above 5% mentions

Base: Those who disagree that they have pride in the way Hamilton looks and feels (n=33)
Q10. And for what reasons do you disagree that you have pride in the way Hamilton looks and feels?

Base: Those who agree that they have pride in the way Hamilton looks and feels (n=206)
Q10. And for what reasons do you disagree that you have pride in the way Hamilton looks and feels? 9

DO PEOPLE FEEL A SENSE OF COMMUNITY?

Hamilton residents who say they feel a sense of community with others in their neighbourhood is stable (47%) this wave. The proportion of those who disagree has increased slightly this wave (18%), after falling for three consecutive waves.

Compared to the previous wave, those aged 50-64 (23% cf. 9% in June '20) and owner-occupiers (16% cf. 9% in Jun 20) are significantly more likely to disagree that they feel a sense of community this wave.

This wave, those more likely than the total to agree they feel a sense of community are those who have lived in Hamilton for 5-10 years (65% cf. 47%) and those who have children living at home (55%). Those who have lived in Hamilton for 10 years or more (41%) and Europeans (42%) are significantly less likely to agree.

Those more likely than the total to disagree are those in one person households (30% cf. 18%).

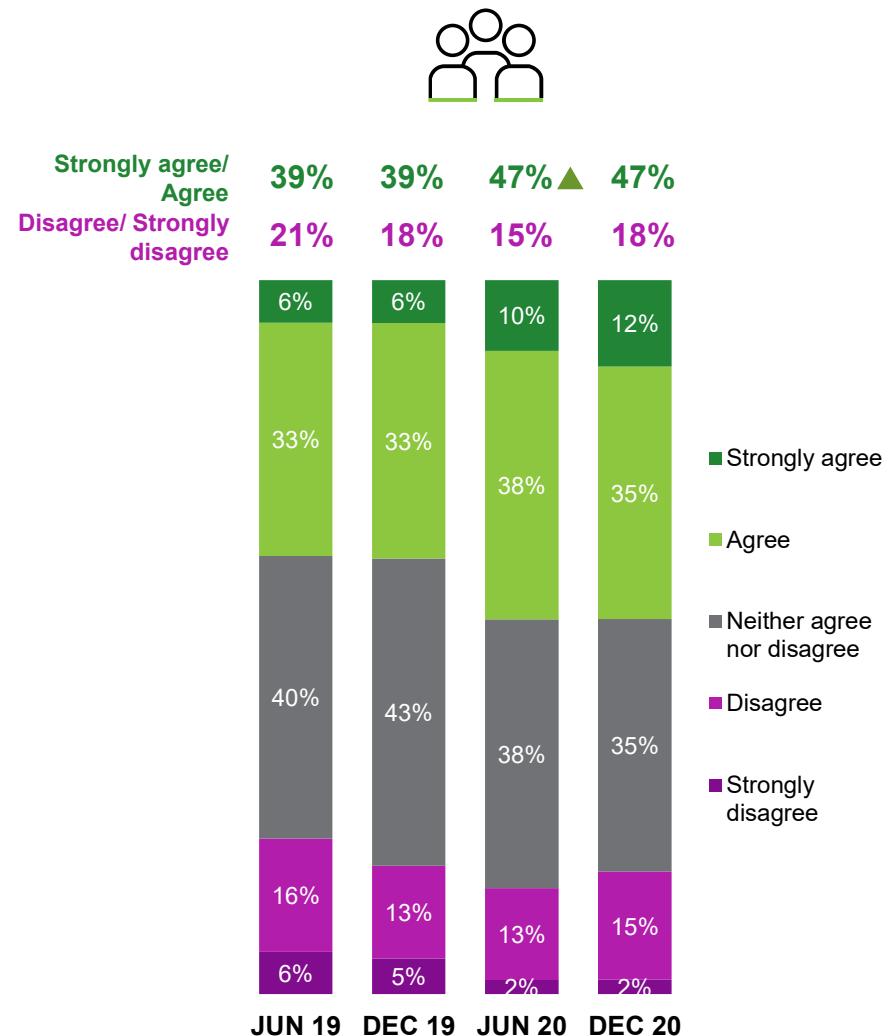
"In our immediate area we know many people well. Talk to each other regularly and exchange excess vegetables and fruit. At the local shops most people greet each other as friends or family."

"We have very good relationships with our neighbours on either side of us, we all look out for each other. The rest of the neighbourhood is loud because we live near the uni."

"With the school community, absolutely, but I don't really talk to my neighbours or anything."

"COVID has brought communities closer together."

"Everyone seems to keep to themselves."



▲ Significantly different
▼ to the previous wave

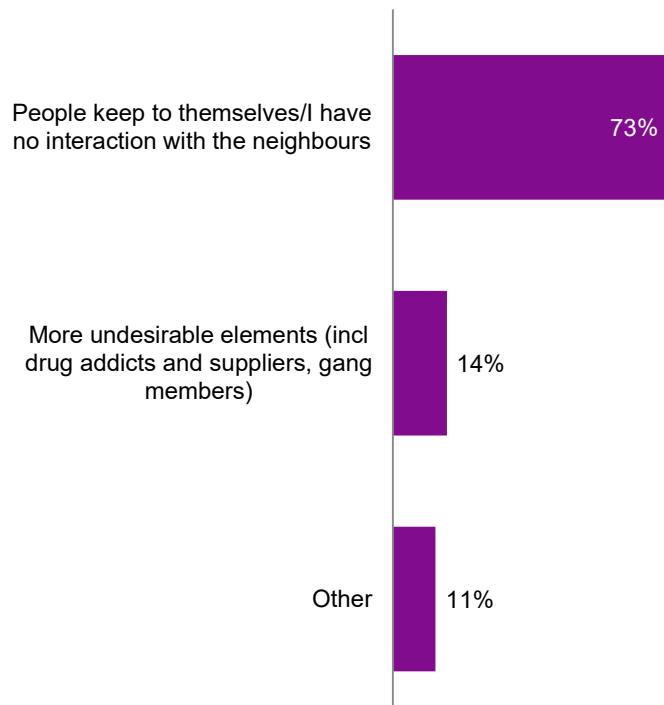
Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372)

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

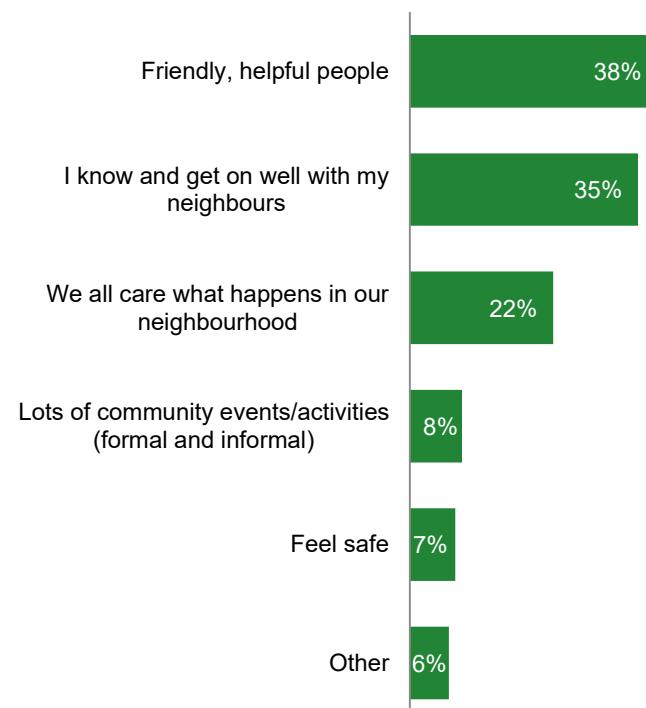
Reasons for not feeling a sense of community among n=65 who gave this rating

Nearly three-quarters (73%) 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 among n=163 who gave this rating

Friendly, helpful people (38%) and getting on well with neighbours (35%) are the main reasons for feeling a sense of community with others in the neighbourhood.



Only showing reasons above 5% mentions

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Base: Those who disagree that they feel a sense of community with others in their neighbourhood (n=65) Q12. And for what reasons do you not feel a sense of community with others in your neighbourhood?

Base: Those who agree that they feel a sense of community with others in their neighbourhood (n=163) Q12. And for what reasons do you feel a sense of community with others in your neighbourhood? 11

CONFIDENCE IN COUNCIL DECISION-MAKING

The proportion of Hamilton residents who agree that they have confidence in the Council's decision making has increased slightly this wave, though not significant compared to June 2020. The proportion who disagree continues to decrease.

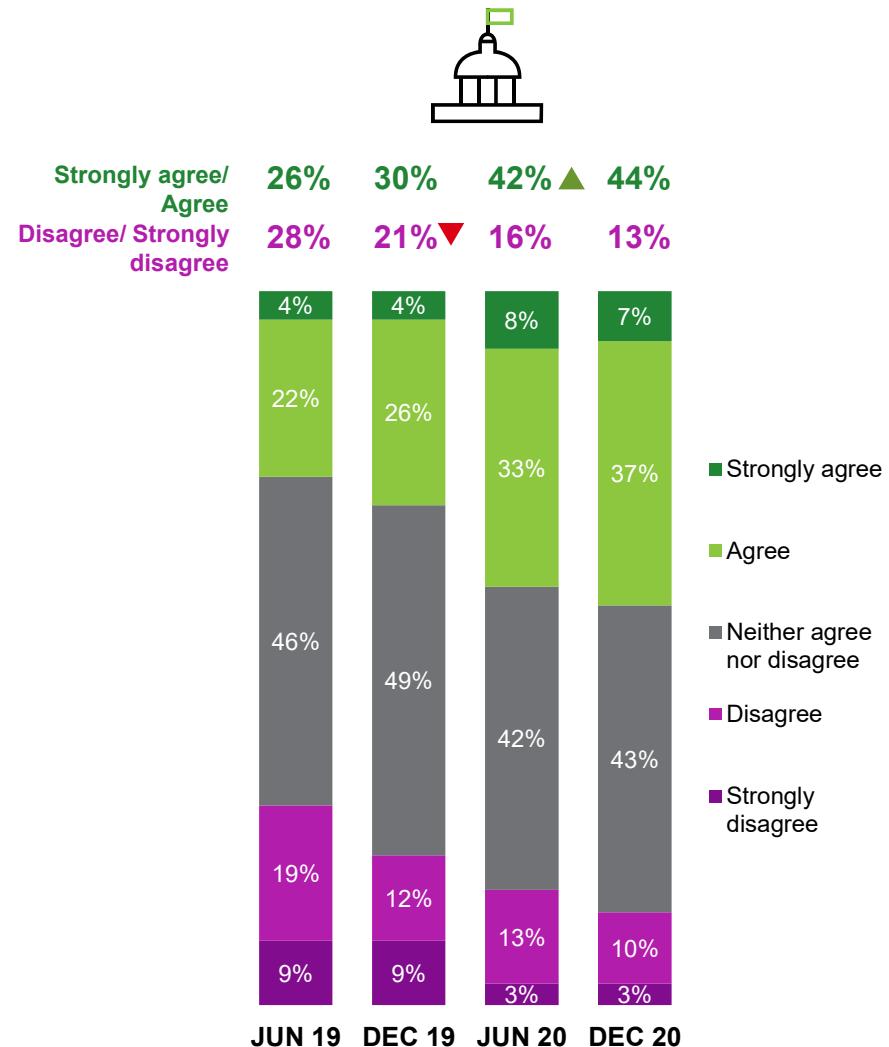
The level of agreement that the Council makes decisions in the best interests of the city has significantly increased amongst those who have no formal qualifications compared with the previous wave (from 12% to 42%). While those aged under 25 are significantly less likely to disagree compared to the previous wave (from 16% to 0%).

This wave, those more likely than the total to agree that they have confidence in the Council's decision making are Asian/Indian (68% cf. 44%), those aged 25-49 (53%), university graduates (52%), those born outside of New Zealand (60%) and those with children living at home (51%).

Those more likely than the total to disagree are Europeans (18% cf. 13%), those aged 65+ (23%), those in one person households (24%) and those who have lived in Hamilton for 10 years or more (21%).

"Has a forward plan and is attracting business, also has made good long term decisions including opening up the riverfront and theatre."

"They have been very open with their decisions and asking feedback from the public at every turn which makes them seem much more trustworthy."



▲ Significantly different
▼ to the previous wave

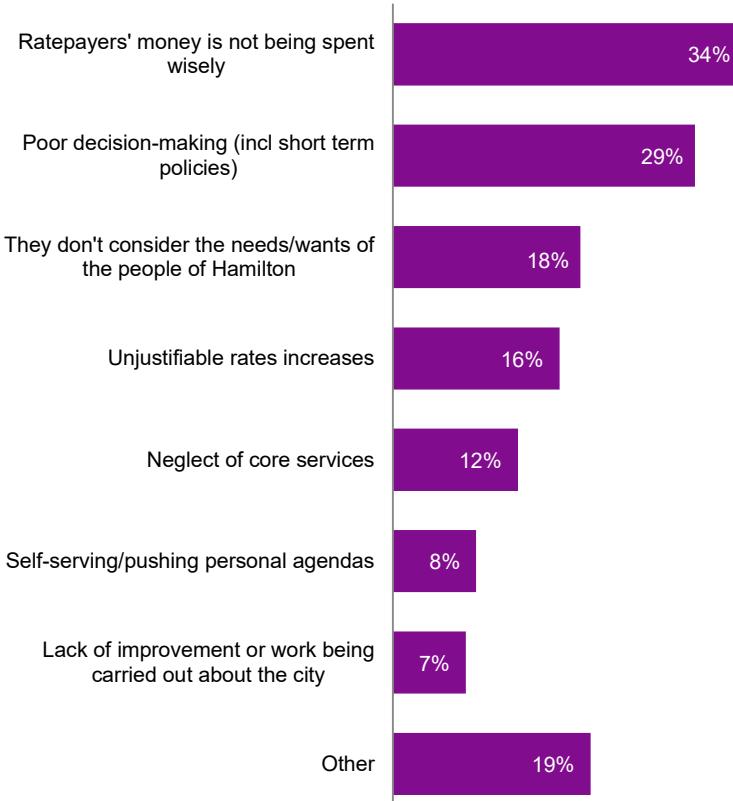
Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372)

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

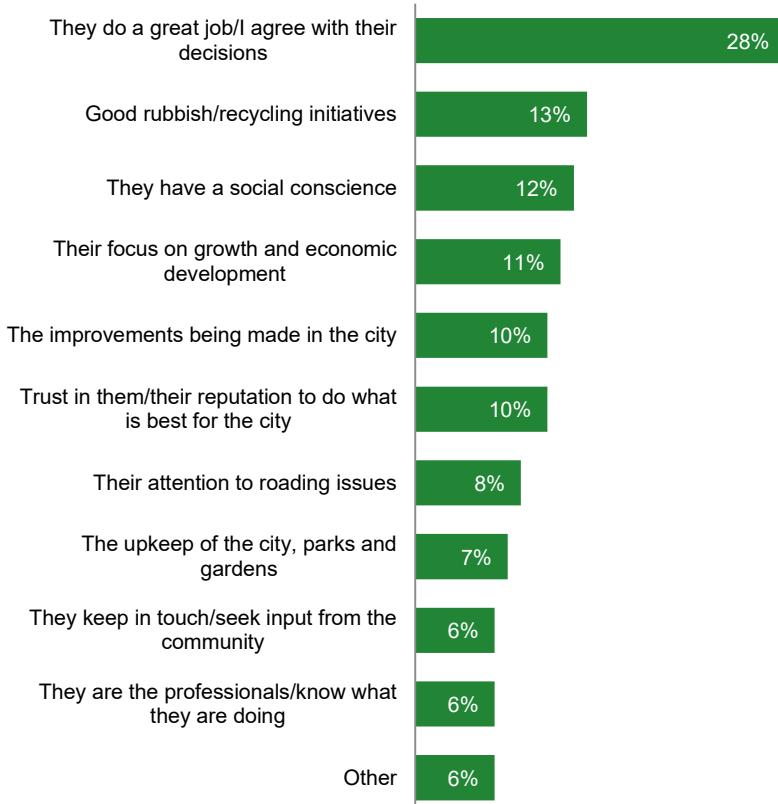
Reasons for not having confidence in Council decision-making among n=49 who gave this rating

Consistent with the previous wave, residents who have less confidence in the Council believe ratepayers' money is not being spent wisely (34%) and that they make poor decisions (29%).



Reasons for having confidence in Council decision-making among n=148 who gave this rating

Those who have more confidence in the Council believe they are doing a great job (28%) and have good rubbish and recycling initiatives in place (13%).



Only showing reasons above 5% mentions

Base: Those who disagree that the Council makes decisions that are in the best interests of their city (n=49) 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=148) Q14. And for what reasons do you have confidence that the Council makes decisions that are in the best interests of your city? 13

SUBMITTING FEEDBACK ON COUNCIL PROPOSALS

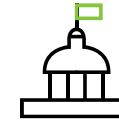
If the Council was proposing a change, almost half (47%) of residents would submit feedback, even if it were a change that agreed with. A quarter are unsure if they would submit feedback.

Females (42%) and those without children living at home (41%) are significantly less likely than the total (47%) to say they would submit feedback on proposed changes that they agreed with. Conversely, those aged 25-49 (56%) and those children aged under 10 years (57%) are significantly more likely to say they'd submit feedback.

Those with older children living at home aged 10-17 are significantly more likely to say they'd only submit feedback on proposed changes they disagree with (26% cf. 17% total).

Those with school level education (18%) are significantly more likely to not submit feedback at all (cf. 10% total).

Females (31% cf. 25%), those aged under 25 (41%), those with no formal qualifications (40%), those in two-person households (34% and those with no children living at home (33%) are more likely to say they are not sure about whether they would submit feedback on council proposed changes that they agreed with.



Yes, I would submit feedback

47%

No, I would only submit feedback on proposed changes I disagree with

17%

No, I wouldn't submit feedback regardless of whether I agreed or disagreed with the proposed changes

10%

Don't know / Unsure

25%

No 27%

Base: All Respondents; W4 (n=372)

Q33. Sometimes the Council seeks feedback from residents on changes that it is proposing. Would you submit formal feedback on a proposed change that you agree with?



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