



# Hamilton City Quality of Life Pulse Survey

Report #6: December 2021





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# Background & approach



## Background

This report presents the sixth 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

- The electoral roll was used as the survey sample framework. 3,000 invitation letters were sent out to a representative sample of those living in the Hamilton City area.
- Respondents were invited to complete the survey online (the survey link was provided in the invitation)
- Sample size: n=361 completed surveys
- Sample profile: Those aged 18 years and over who live in the Hamilton City area
- Average survey length: 14 minutes
- Incidence rate: 98%
- Weighting: Results were 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: 27 November – 12 December 2021
- 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 survey have been mentioned in this report.

# Methodology



## Change in sampling methodology

### Wave 1-4 (pre the July 2021 measure)

The first four waves of the Hamilton QoL Pulse survey were conducted online, using NielsenIQ's research panel partner Dynata to provide the sample.

### Wave 5-6 (from the July 2021 measure onwards)

In July 2021, the survey methodology was revised to a new sampling method; whereby the NZ electoral roll of those living in the Hamilton City area formed the basis of the survey sample framework.

- This electoral roll was provided to NielsenIQ as the basis of the survey sample frame.
- A demographically representative sample of n=3,000 contact details was selected at random to ensure that those selected in the sample reflected the population
- Potential respondents were sent a postal invitation, encouraging them to take part in the survey via an online link that was provided in the invitation.



## Addition of the Quality of Life measures

Additional questions from the main Quality of Life 2020 survey were also introduced in the wave 5 (July 2021) survey.

Questions that were introduced included:

- Quality of life
- Wellbeing of family/whānau
- Affordability of housing costs
- Physical activity
- HCC's effort put into addressing environmental and climate change issues.

Only differences with a 5 percentage point difference from the total/ previous wave/ QoL 2020 survey have been mentioned in this report.

# Summary



Results for Hamilton city are relatively stable in Wave 6, with most indicators seeing minimal or no change from the previous survey wave.

Just two of the five indicators experience significant changes this wave:

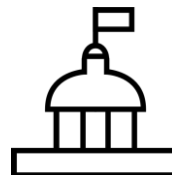
- Less people feel as though Hamilton has gotten worse as a place to live (31% cf. 39% in July 2021).
- The confidence people have in the Council's decision making has increased (43% cf. 33% in July 2021).



The main reason mentioned for Hamilton becoming a worse place to live over the last 12 months remains crime/crime rates increasing (39%). Significantly more people mentioned the presence of more undesirable elements this wave (20% cf. 5% in July 2021).

The main reasons for not feeling proud of the way Hamilton looks and feels are similar to the previous wave, with a significant increase in mentions of roads and street plantings being poorly maintained (34% cf. 11% July 2021).

- Area looks rundown (39%)
- Road/street plantings poorly maintained (34%)
- Lacks appeal (19%).

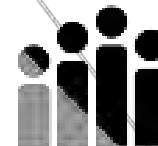


Resident's confidence in the Council's decision-making has increased significantly this wave.

The key reasons for having confidence in the Council's decision-making have remained the same as the previous wave:

- Trust in them/their reputation to do what is best for the city (22%)
- They do a great job/I agree with their decisions (18%)
- The improvements being made in the city (18%)

There has been a slight (but not significant) increase in those who feel the Council is putting the right amount of effort into addressing environmental/ climate change issues (37% cf. 32% in July 2021).








Slightly more Hamilton residents agree that they feel a sense of community with their neighbours, compared to the previous wave (52% cf. 47%), however, this change is not significant. Key reasons mentioned for feeling a sense of community are:

- Friendly, helpful people (52%)
- I know and get on well with my neighbours (47%)
- We all care what happens in our neighbourhood (14%)






This is a possible flow on from recent Covid-19 lockdowns, with a number of mentions of neighbours and communities banding together and supporting each other through these difficult times.



# Indicators summary

Indicators		Rating	Change since W5	Most prevalent themes for ratings given
	Hamilton is a great place to live	77% Agree	-1	
		6% Disagree	-1	
	Better, worse or the same as a place to live compared with 12 months ago	27% Better	-	Good roads/roads being upgraded Good/improved/new amenities Building developments/renovations - commercial and residential
		31% Worse ▼	-8	Crime/crime rate has increased More traffic/traffic congestion More undesirable elements (incl gangs/youths loitering)
	A sense of pride in the way Hamilton looks and feels	50% Agree	-	Beautiful scenery/street plantings/looks good It is a clean and tidy city The Waikato River/the Waikato River Trails
		14% Disagree	-3	Rundown, dirty, untidy area Roads/street plantings are poorly maintained Lacks appeal, character
	A sense of community with others in the neighbourhood	52% Agree	+5	Friendly, helpful people I know and get on well with my neighbours We all care what happens in our neighbourhood
		19% Disagree	-	People keep to themselves/no interaction with neighbours More undesirable elements (incl. drug addicts, gang members) There are few community events/activities
	Confidence in the Council making decisions that are in the best interests of Hamilton	43% Agree ▲	+10	Trust in them/their reputation to do what is best for the city They do a great job/I agree with their decisions The improvements being made in the city
		19% Disagree ▼	-8	Ratepayers' money not being spent wisely Issues with roading developments/strategies They don't consider the needs/wants of the people of Hamilton Closure and painting of Rostrevor Street and Ward Street

# New metrics summary

Indicators		Rating	Change since W5
	Overall quality of life	87% Good	-
		3% Poor	-
	Wellbeing of family/whānau	80% Well	-
		6% Badly	-1
	Affordability of housing costs	29% Agree	-1
		42% Disagree	+2
	Frequency of doing physical activity	42% meeting guidelines	+6
		58% not meeting guidelines	-6
	Amount of effort Hamilton City Council is putting into actions or initiatives to address environmental and climate change issues	37% the right amount	+5
		30% Not enough	-6
		7% Too much	-



# Hamilton City

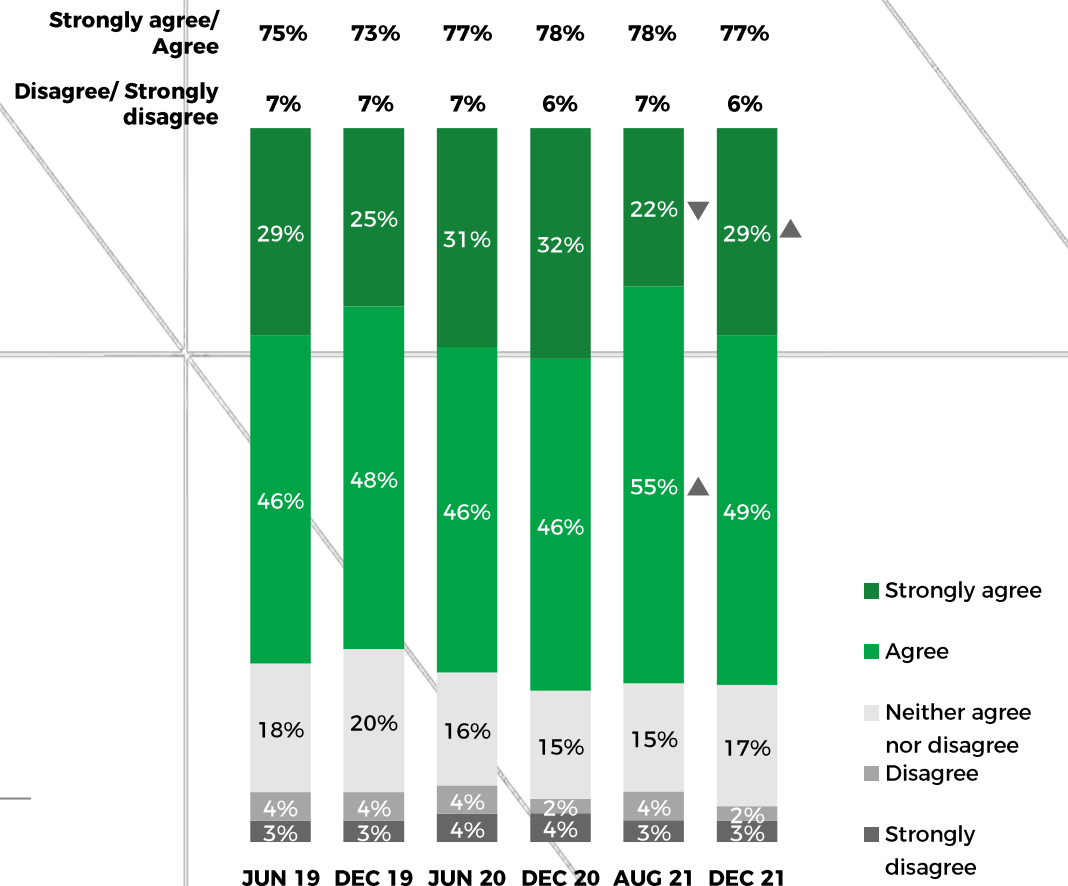
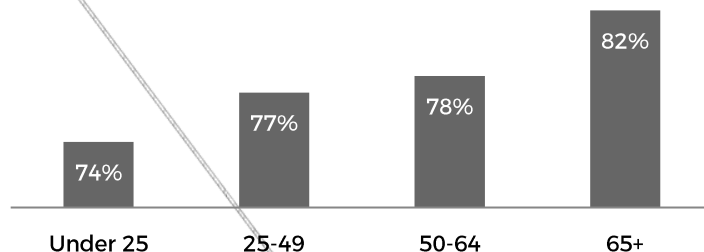


# Is Hamilton a great place to live?

Just over three-quarters (77%) of Hamilton City residents *agree* that Hamilton is a great place to live. Six percent *disagree* that Hamilton is a great place to live.

Those with a very or extremely good quality of life (86%) are significantly more likely to *agree* that Hamilton is a great place to live (cf. 77% total).

Positive sentiment towards Hamilton as a place to live increases with age, with those aged 65+ more likely to agree, however this is not significant when compared to the total.



▲ Significantly different to the previous wave  
▼ Significantly different to the previous wave

Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372), W5 (n=374), W6 (n=361) 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?

The proportion of those who feel as though Hamilton has gotten worse as a place to live (31%) has reduced significantly since August 2021 (39%). While feelings that Hamilton has gotten better as a place to live are stable. It remains that a greater proportion feel that Hamilton has gotten worse (31%) than better (27%).

Those of Asian/ Indian ethnicity (42%) and those with an extremely or very good quality of life (35%) are significantly more likely to say Hamilton has got better as a place to live in the last 12 months (cf. 27% total).

Conversely, those aged 25-49 (35%), those who claim to not have enough money to meet their everyday needs (50%) and those with a poor quality of life (73%) are more likely to say it has gotten worse (cf. 31% total).

*"With all the new roads that are currently in process building it will make it a lot easier for people to get to work, home, school etc."*

*"Firstly, the housing prices increasing the way they have.. it's pushing so many buyers out and into smaller surrounding towns. There's a whole bunch of new builds going in, which is great, but for people like my partner and myself, who are looking at buying our first home within the next 12 months, we know we're already priced out of a huge part of the market. Additionally, perhaps because of the pandemic, people in general just seem more tense."*

*"I love the new bike lanes that have been put in around the Hamilton East area making it safer for people to bike to work/travel. My partner bikes to work and it has really eased my mind knowing there have been safe measures put in place to ensure people feel safe while biking."*

*"I believe that the crime rate has increased, in particular, ram raids in my area and burglaries. Car vandalism and theft are rife."*



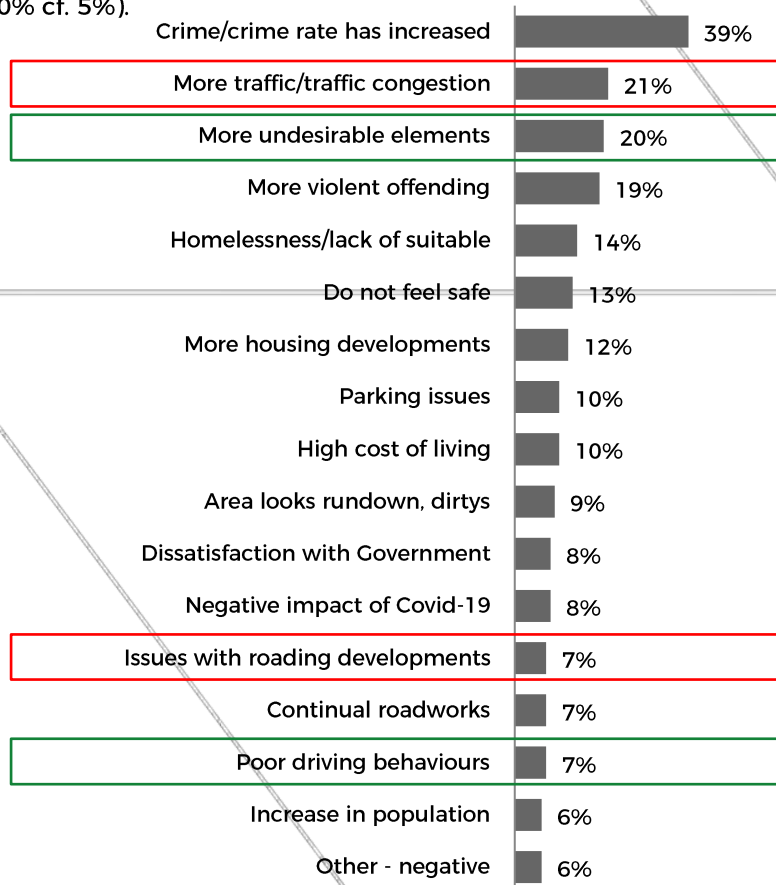
Base: Those who have lived in Hamilton for one or more years; W1 (n=348), W2 (n=343), W3 (n=338), W4 (n=354), W5 (n=374), W6 (n=361) Q7. And in the last 12 months, do you feel Hamilton has got better, worse or stayed the same as a place to live?

# Why are things getting better or worse?

## Reasons for Hamilton becoming worse

among n=116 who gave this rating

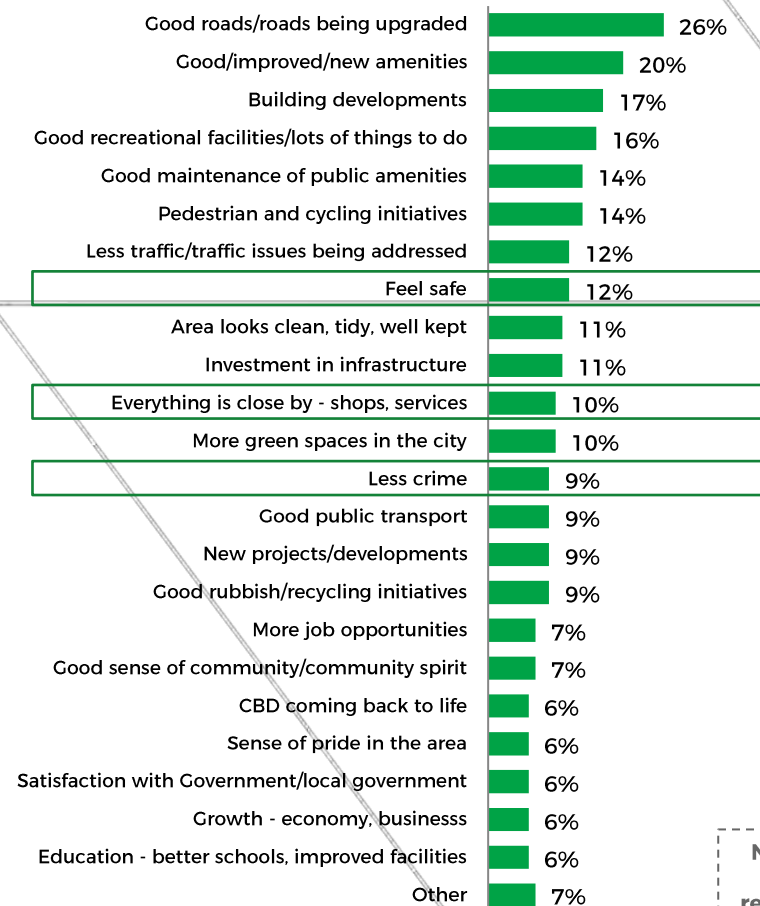
Once again, the main reason given for Hamilton becoming a worse place to live compared to a year ago is around crime and increasing crime rates (48%). More traffic congestion is the second most commonly mentioned reason (21%), however mentions have decreased significantly since August 2021 (41%). On the other hand, there has been a significant increase in mentions of more undesirable elements (20% cf. 5%).



## Reasons for Hamilton becoming better

among n=90 who gave this rating

Good roads/roads being improved is the top reason for residents saying that Hamilton has become a better place to live in the last 12 months, mentioned by 26%. This wave, there were significantly more mentions of Hamilton feeling safe (12% cf. 1%), everything being close by (10% cf. 2%) and there being less crime (9% cf. 0%) compared to August 2021.



**Note: Charts only show reasons above 5% mentions**

# Do people have pride in Hamilton?

Agreement amongst residents in feeling a sense of pride in the way Hamilton looks and feels is stable this wave (50%), while the proportion of those who disagree has decreased slightly since August 2021 (14% cf. 17%).

Those with an extremely or very good quality of life (64%) are more likely to agree that they feel a sense of pride in Hamilton (cf. 50% total)

While those poor quality of life (48%) are more likely to disagree that they feel a sense of pride in Hamilton (cf. 14% total).

*"It's a fantastic city to live, friendly people, and it's walkable and bikeable in 20 minutes."*

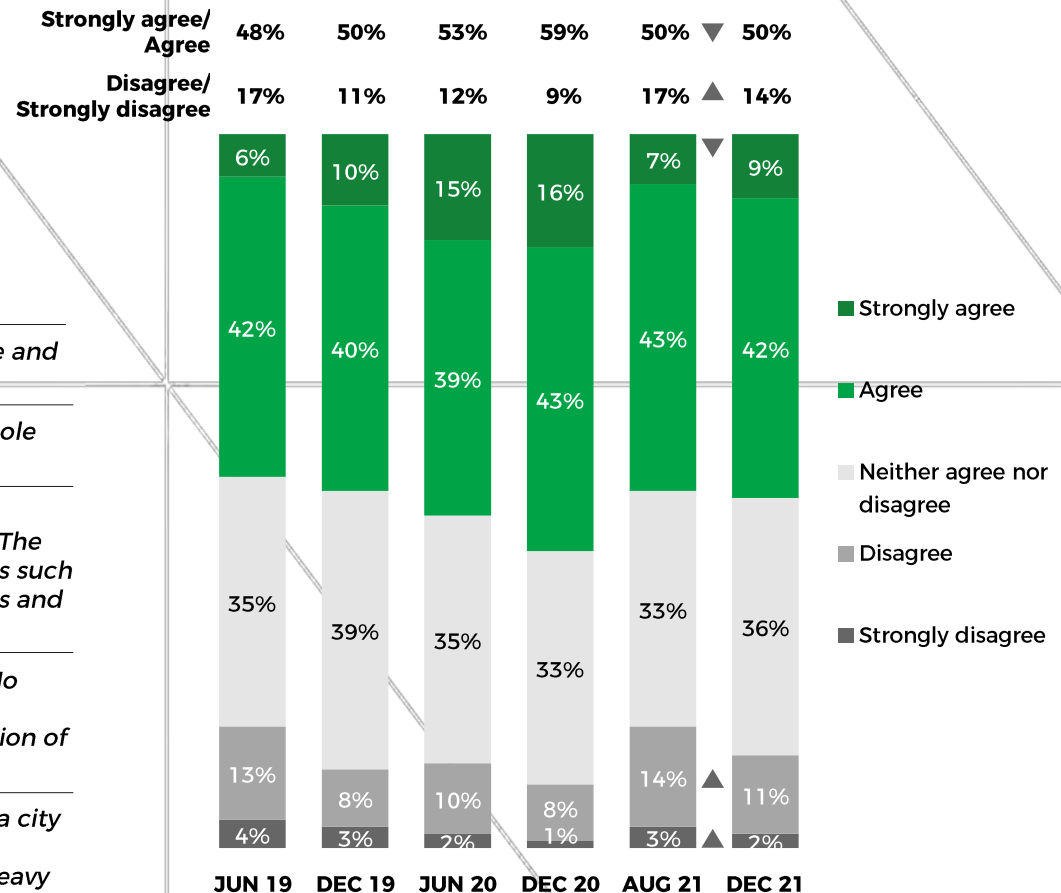
*"Hamilton is a beautiful place to stay I've been here my whole entire life and would never leave. Hamilton is my home."*

*"Hamilton has a lot going for it our parks and gardens , the mighty Waikato river, modern and yet historical buildings. The Māori culture which our city embraces. Major sports events such as cricket and rugby. I love how our city is both industrious and laid back."*

*"No identity or vision in terms of what Hamilton is about. No celebrations of what living in Hamilton means in terms of community events for all. Would love to see a real celebration of our diversity throughout Hamilton."*

*"The amount of greenery separates it from other cities. It's a city slowly progressing forward, never backward, it doesn't feel overcrowded and roads are slowly improving to take the heavy traffic that's come over the past few years."*

*"I don't feel there's anything to be proud of, poverty and homelessness is still pretty bad in my area, costs are high and people aren't always the nicest."*

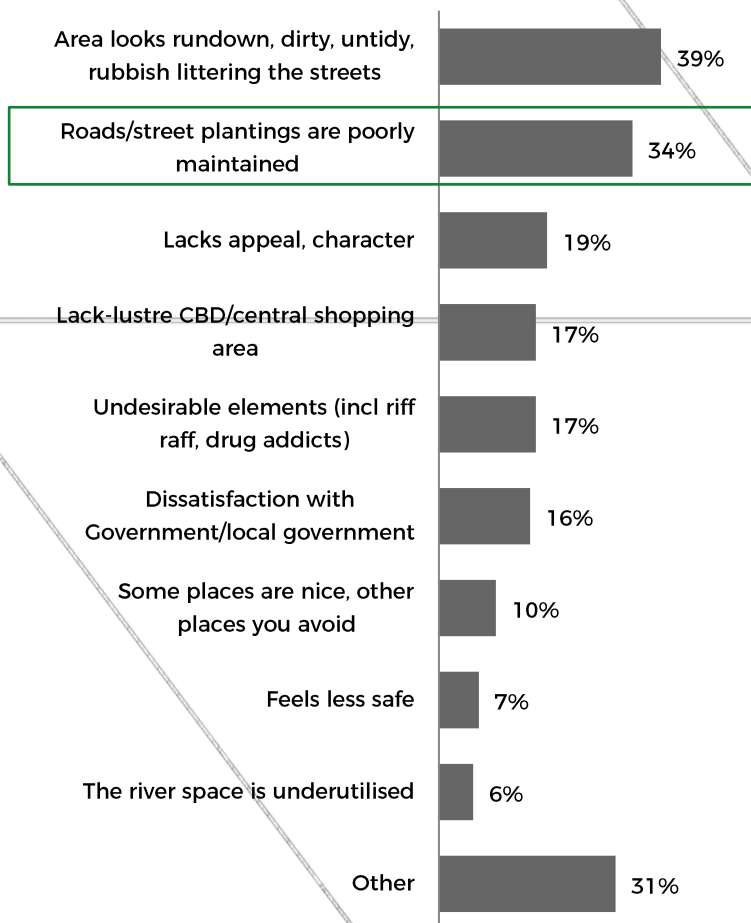


Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372), W5 (n=374), W6 (n=361) Q9. How much do you agree or disagree with the following statement? "I feel a sense of pride in the way Hamilton looks and feels".

# Reasons for having pride/ not having pride

## Reasons for not having pride among n=50 who gave this rating

The main reason for not having pride in Hamilton remains the same as last wave – run down/untidy areas (39%). Significantly more residents mentioned poor maintenance of roads/street plantings this wave (34% cf. 11% August 2021).

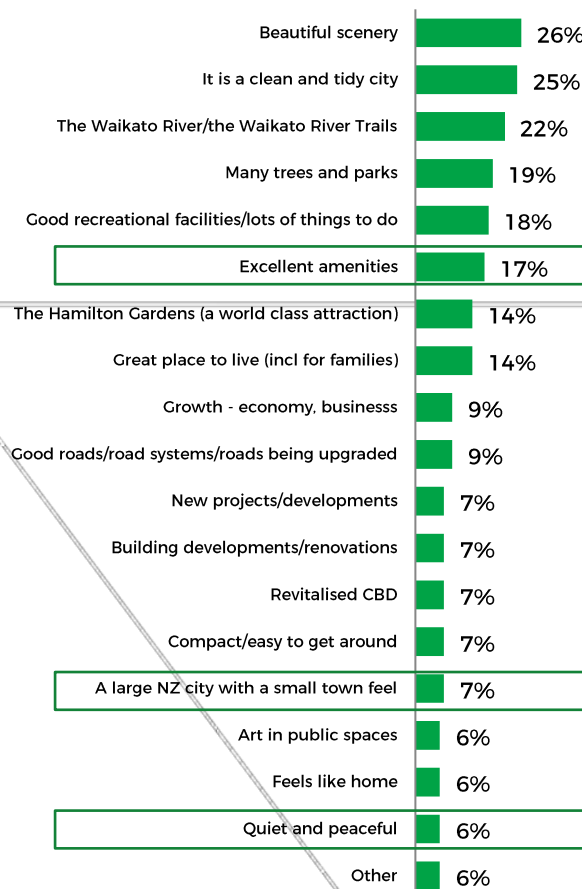


Base: Those who disagree that they have pride in the way Hamilton looks and feels (n=50) Q10. And for what reasons do you disagree that you have pride in the way Hamilton looks and feels?

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## Reasons for having pride among n=167 who gave this rating

Beautiful scenery (26%) and cleanliness (25%) are the leading reasons for residents saying they have pride in the way Hamilton looks and feels. There has been a significant increase in mentions of excellent amenities this wave (17% cf. 8% August 2021).



Base: Those who agree that they have pride in the way Hamilton looks and feels (n=167) Q10. And for what reasons do you agree that you have pride in the way Hamilton looks and feels?

Significantly higher/lower than wave 5

Note: Charts only show reasons above 5% mentions

# Do people feel a sense of community?

The sense of community residents in Hamilton feel with others in their neighbourhood has increased slightly, with 52% agreeing, up from 47% in August 2021. The proportion of those who *disagree* is stable (19%).

This wave, those more likely than the total to *agree* they feel a sense of community are those of Asian/Indian ethnicity (67% cf. 52% total), females (58%) and those who have an extremely good or very good quality of life (59%).

Those more likely than the total to *disagree* are those of NZ European/Other ethnicities (24% cf. 19% total).

*"Where we live our neighbours are always friendly and are there when you need them."*

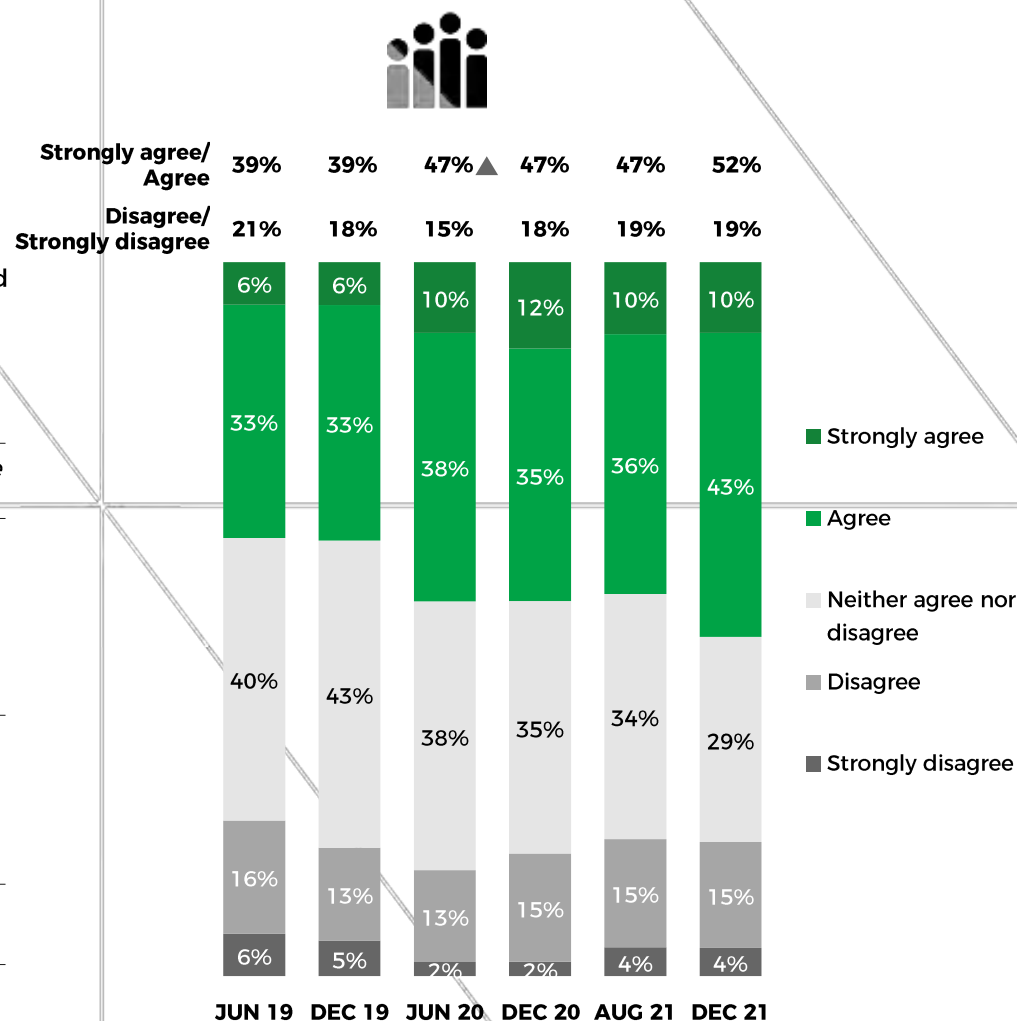
*"During our covid response, communities set out to help with food and making sure we the older generation were safe and fully informed. Our businesses did everything to make sure we the customers could shop with confidence and the knowledge that we had a good supply chain and limited essential items so we all could buy."*

*"I've found the pandemic makes me much less inclined in general to approach strangers. There are still so many people putting others at risk by not taking it seriously, not taking the right precautions, etc. Also, there aren't any community events or opportunities like that to get to know my neighbours."*

*"Not many opportunities for Māori to connect and reconnect with people."*

*"People are always willing to help out others where they can in this community which is really nice to see considering current circumstances."*

*"Wouldn't have a clue who any of our neighbours are. We all keep ourselves to ourselves."*



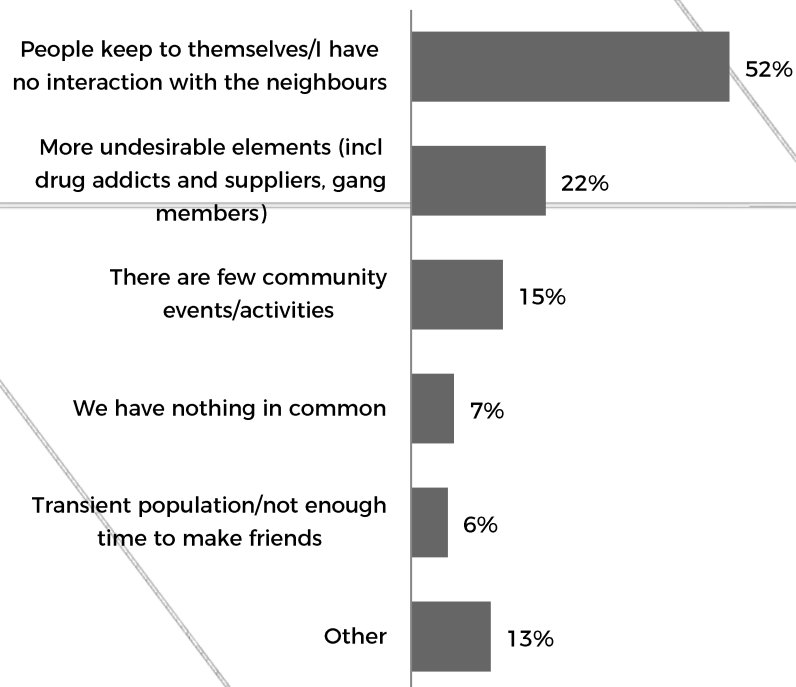
▲ Significantly different to the previous wave

Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372), W5 (n=374), W6 (n=361) 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=72 who gave this rating

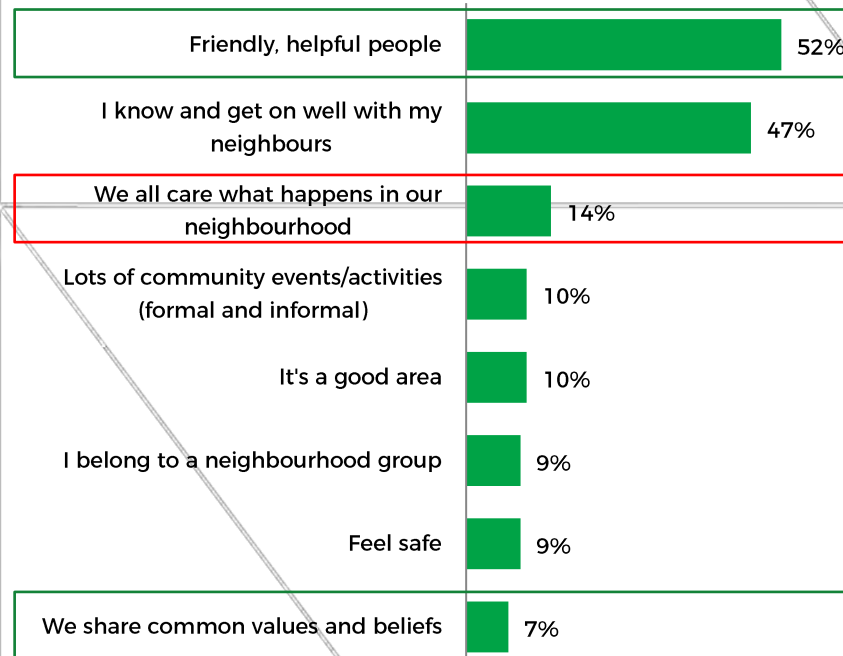
Just over half (52%) of those who don't feel a sense of community with others in their neighbourhood say that people keep to themselves/they have no interaction with their neighbours. Compared to the last wave, there are no significant changes in reasons given for not feeling a sense of community.



Base: Those who disagree that they feel a sense of community with others in their neighbourhood (n=72)  
Q12. And for what reasons do you not feel a sense of community with others in your neighbourhood?

## Reasons for feeling a sense of community among n=165 who gave this rating

The main reason a sense of community is felt with others in the neighbourhood is friendly, helpful people (52%), up significantly from 36% in August 2021. Significantly less mentioned they care about what happens in the neighbourhood (14% cf. 26% in August 2021), while significantly more mention share common values and beliefs (7% cf. 2%).



Base: Those who agree that they feel a sense of community with others in their neighbourhood (n=165)  
Q12. And for what reasons do you feel a sense of community with others in your neighbourhood?

    Significantly higher/lower than wave 5

**Note: Charts only show reasons above 5% mentions**



# Confidence in council decision-making

Confidence in council decision making has improved, with the proportion of residents who agree that they have confidence in the Council's decision making having increased significantly this wave (43% cf. 33% in August 2021. At the same time, disagreement has decreased significantly (19% cf. 27%).

Those of Asian/Indian ethnicity (56%), those aged under 25 (58%) and those who claim to have just enough money to meet their everyday needs (50%) are more likely to agree that they have confidence in council decision making (cf. 43% total).

There are no significant differences amongst those who do not have confidence in council decision-making.

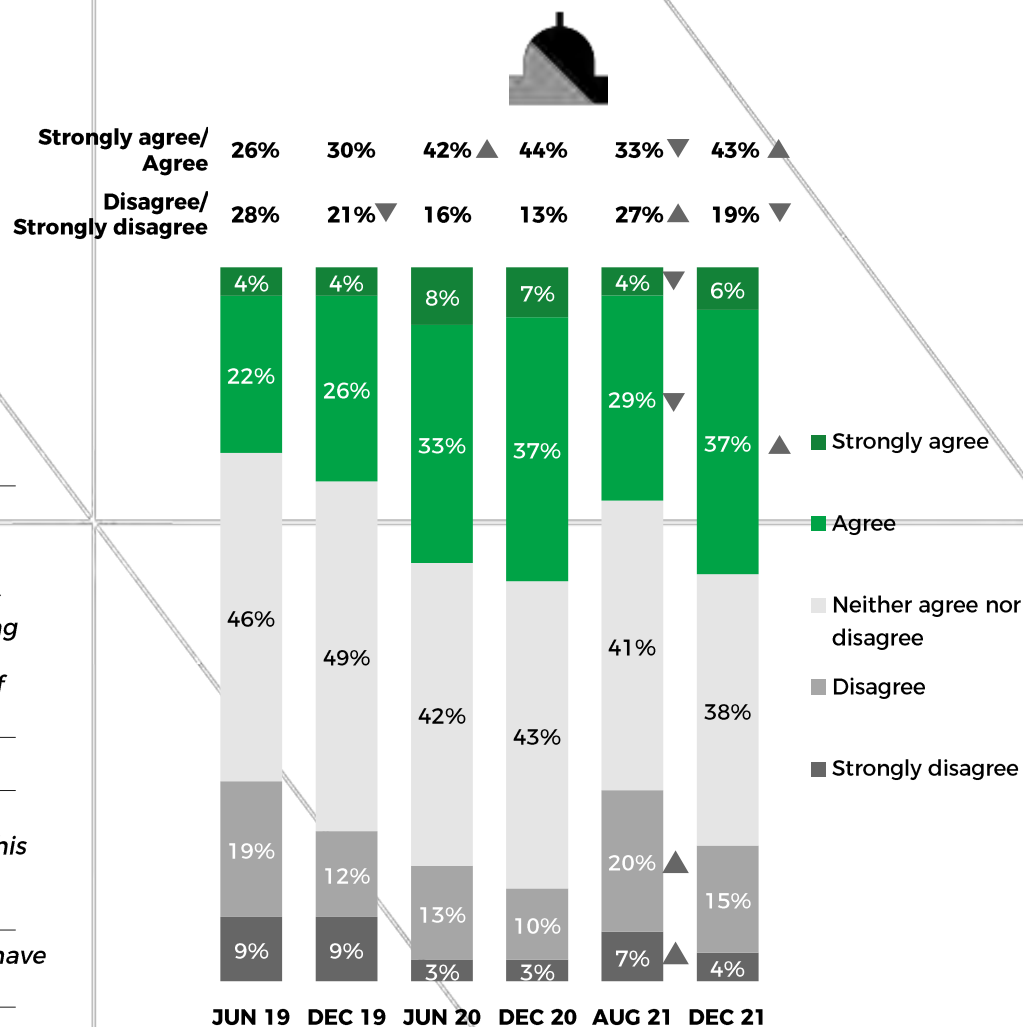
*"There appears to be a lot of vanity based projects that are not practical long term and will cause issues moving forward. Rates continually go up with no additional benefits to home owners. Infrastructure is never planned forward and instead the council is doing the bare minimum, leading to services never actually coping with the increase in population. Good ideas always seem to take years to start happening and are then quickly shelved in favour of vanity projects."*

*"They are transparent with what they do."*

*"I feel the painting of the road at Rostrevor Street was a waste of public money as are some of the other street painting projects. This money could be better spent on creating pedestrian crossings in many of the areas around Hamilton."*

*"I've seen no evidence to believe this - most of Hamilton's issues have gotten worse over time, i.e. poverty, homelessness etc."*

*"They seem to listen more and seeing them out in the community makes me feel like they're engaged. I love the rangatahi initiatives this council has implemented. It's a transformational way of doing things and bodes well for our city if we have a Council that's not afraid to admit the old approaches weren't working. The fact they've approved the new approach proves they're listening."*



▲ Significantly different to the previous wave  
▼

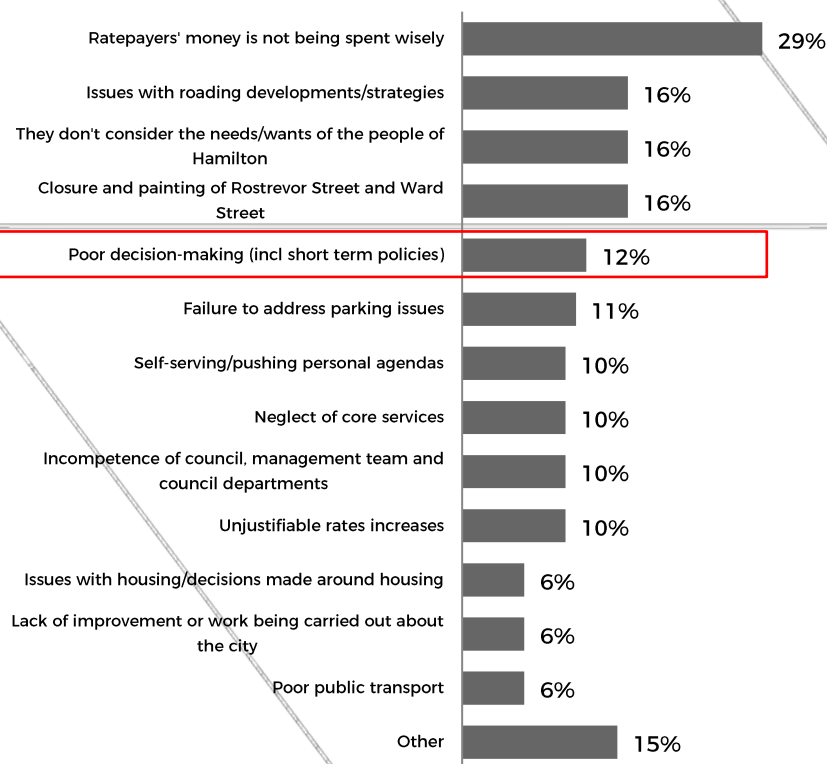
Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372), W5 (n=374), W6 (n=361) Q13. How much do you agree or disagree with the following statement? "Overall, I have confidence that the Council makes decisions that are in the best interests of my city".

# Reasons for having confidence/not having confidence in council decision-making

## Reasons for not having confidence in Council decision-making

among n=67 who gave this rating

In line with the previous wave, residents who have less confidence in the Council believe ratepayers' money is not being spent wisely (29%). Significantly less mentioned poor decision-making this wave (12% cf. 36% in August 2021).



Significantly higher/lower than wave 5

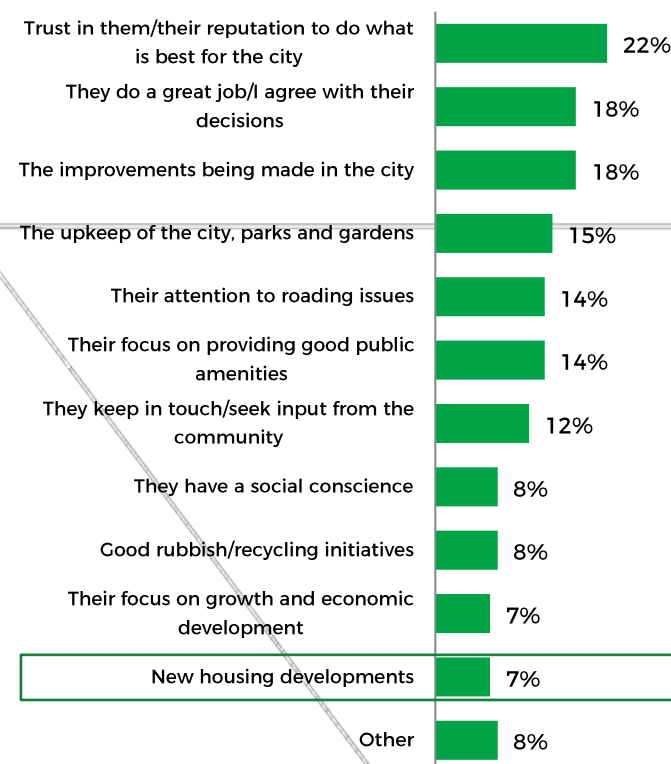
Base: Those who disagree that the Council makes decisions that are in the best interests of their city (n=67)  
Q14. And for what reasons do you not have confidence that the Council makes decisions that are in the best interests of your city?

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## Reasons for having confidence in Council decision-making

among n=132 who gave this rating

Again those who have more confidence in the Council say they have trust in them and their reputation to do what is best (22%). There were significantly more mentions of new housing developments compared with August 2021 results (7% cf. 1%).



Note: Charts only show reasons above 5% mentions

Base: Those who agree that the Council makes decisions that are in the best interests of their city (n=132)  
Q14. And for what reasons do you have confidence that the Council makes decisions that are in the best interests of your city?



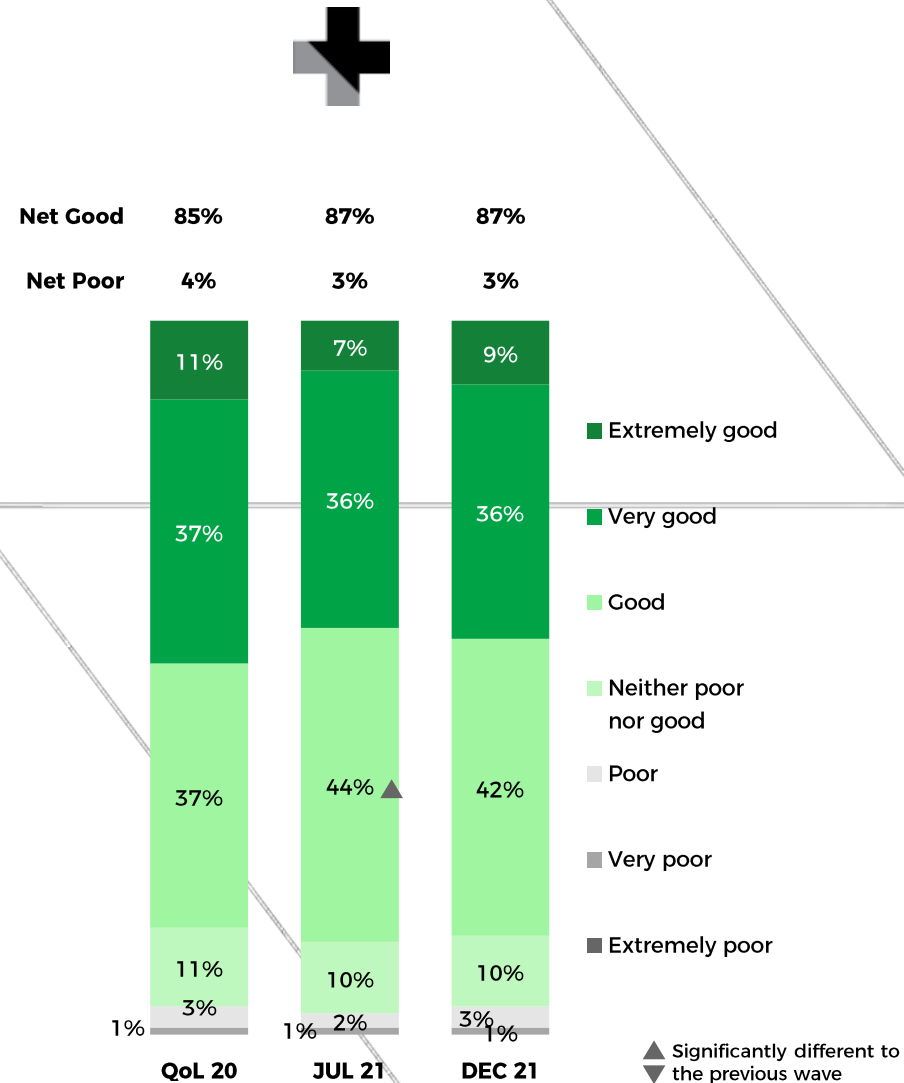
# Quality of life and safety

# Overall Quality of Life

The majority of Hamilton residents have, at least, a *good* quality of life (87%). Only 3% consider their quality of life being *poor*. Results are stable compared with the previous wave and are in line with what has been measured in the Quality of Life survey of 2020.

Those who consider themselves as having enough or more than enough (98%) money to meet their everyday needs are significantly more likely than total to rate their quality of life at least *good* (92% cf. 87% total).

Conversely, those who do not have enough money to meet their everyday needs (14%) and younger residents aged under 25 years (10%) are significantly more likely to say their quality of life is poor (cf. 3% total).



Base: All Respondents: QoL Hamilton (n=499), W5 (n=374), W6 (n=361)

Q70. Would you say that your overall quality of life is...

Note: comparisons with the Quality of Life results are indicative only

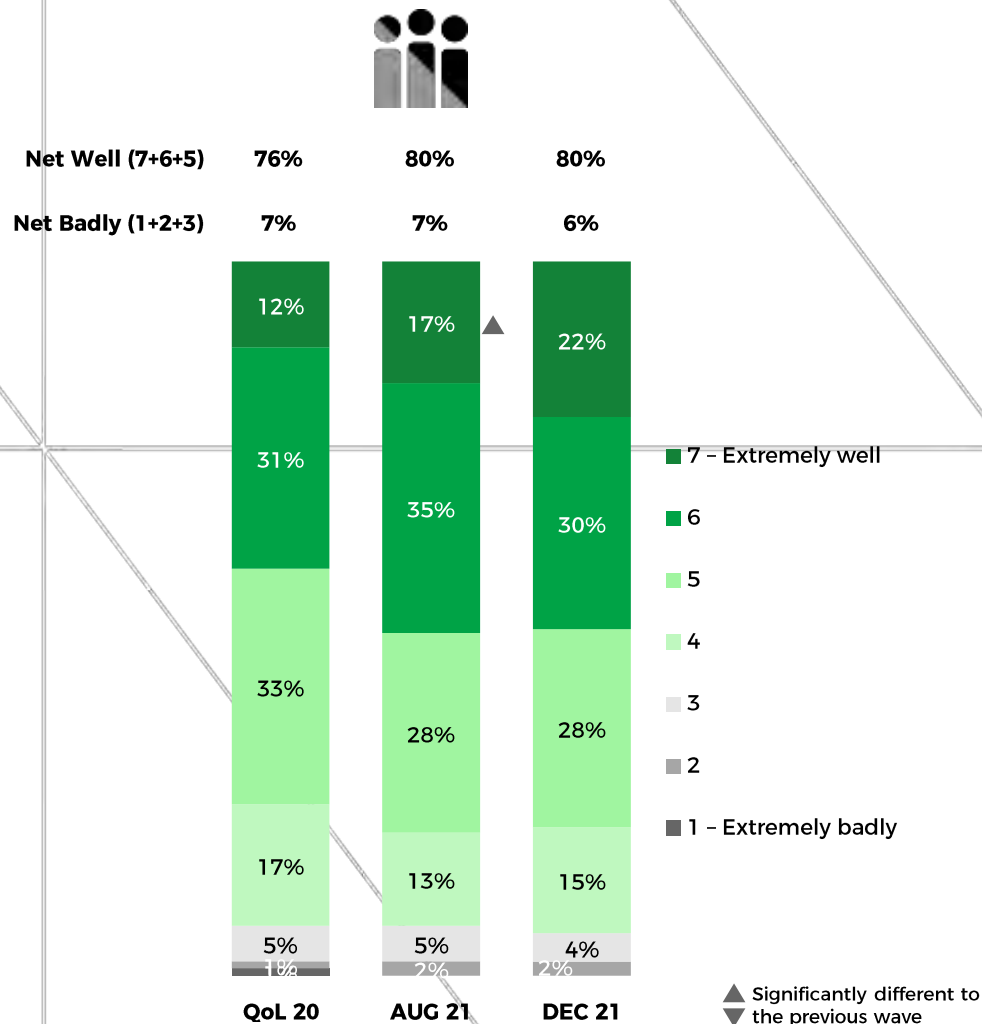
# Wellbeing of family/whānau

Consideration of the wellbeing of Hamilton residents' family/whānau is stable, with four in five (80%) saying to their family/whānau is doing well. A slightly higher proportion (though not significant) claim their family is extremely well (22% cf. 17% in August 2021).

Ratings for Overall Quality of Life and Wellbeing of family/whānau are correlated, with those who have an extremely good or very good quality of life significantly more likely to say their family are doing well (91% cf. 80% total).

Those aged 65+ are significantly more likely to say their whānau are doing at least 'well' (91% cf. 80% total). As are those who claim to have at least enough money to meet their everyday needs (88%).

Conversely, those who don't have enough money are significantly more likely to say their family is doing badly (23% cf. 6%). Those who claim to have a poor quality of life (35%) are also more likely to say their family is doing badly.



Base: All Respondents excluding "Don't have any family", "Can't define my family", and "Don't know/prefer not to say"; QoL Hamilton (n=472), W5 (n=356), W6 (n= 341) Q83. How well is your family/whānau doing these days? Please use the scale below where 1 means extremely badly and 7 means extremely well.  
Note: comparisons with the Quality of Life results are indicative only

# Income meeting everyday needs

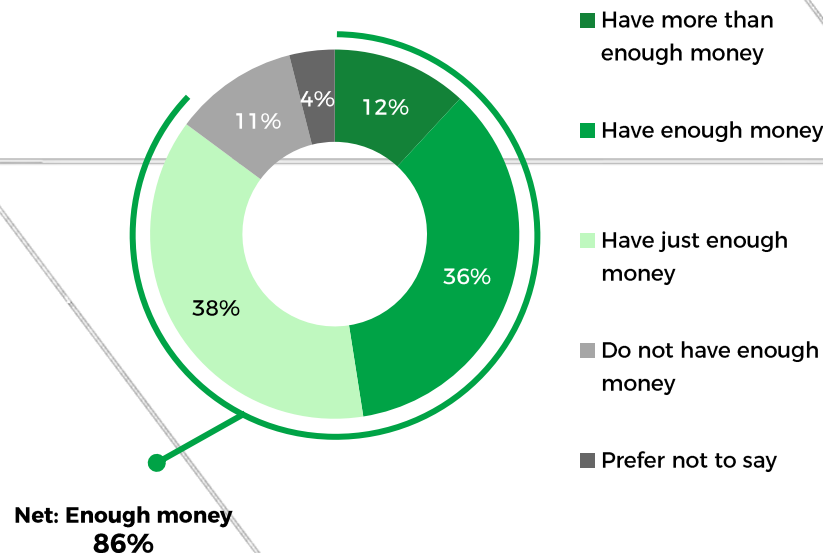
Over half of Hamilton residents (47%) have *enough or more than enough money* to meet their everyday needs, a further 38% claim to have *just enough money*. At a total level, there are no significant differences in results compared to those seen in August 2021.

Those of NZ European/ Other ethnicities (52%), those aged 25-49 (52%), owner-occupiers (54%) and those with an extremely good or very good quality of life (73%) are more likely than average to say they have *enough or more than enough money* to meet their everyday needs (cf. 47% total).

While those aged under 25 (23%), private renters (37%), and those who claim to have a poor or extremely poor quality of life (15%) are significantly less likely to say they have *enough or more than enough money* (cf. 47% total).



## Ability of income to meet everyday needs



Base: All Respondents; W6 (n=361)

Q23. 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?

Note: comparisons with the Quality of Life results are indicative only

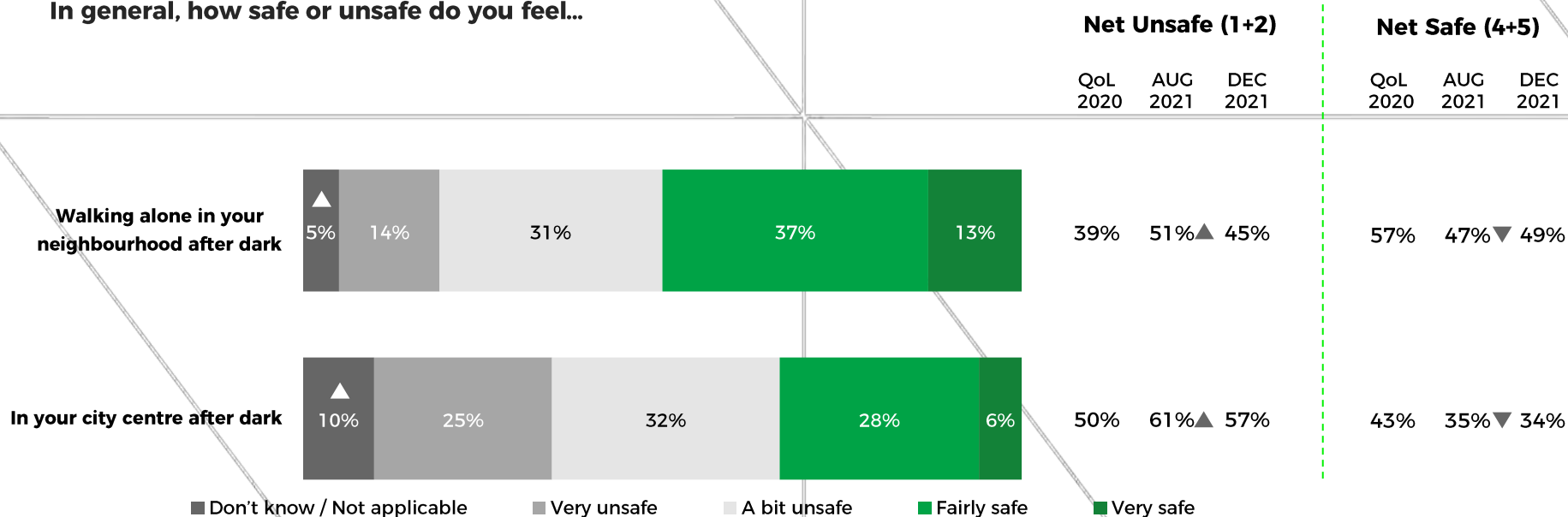
# How safe do you feel...

The level of safety residents feel in their neighbourhoods has improved slightly (though not significantly) since August 2021. Just under half (49%) claim to feel safe walking alone in their neighbourhood after dark, this is a slightly higher proportion than those who said they feel unsafe doing so (45%).

The city centre is perceived to be a less safe place, with just a third (34%) feeling safe walking around the city centre after dark. Three in five (57%) feel unsafe walking around the city centre, down slightly from August 2021 (61%).

Those of NZ European/Other ethnicities (50%) and females (50%) are more likely to feel unsafe in their neighbourhood after dark (cf. 45% total). The higher the age, the less likely they are to feel unsafe after dark. Those who have used public transport are also significantly more likely to feel unsafe walking in their neighbourhood after dark (61%). Those of NZ European/Other ethnicities are also more likely to feel unsafe in the city centre after dark (62% cf. 57%).

## In general, how safe or unsafe do you feel...



▲ Significantly different to the previous wave  
▼

Base: All Respondents; QoL Hamilton (n=499), W5 (n=374), W6 (n=361)

Q9r3. In general how safe or unsafe do you feel walking alone in your neighbourhood after dark?

Q9r5. In general how safe or unsafe do you feel in your city centre after dark?

Note: comparisons with the Quality of Life results are indicative only

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# Experienced prejudice/intolerance in the past 3 months

Overall, 30% of respondents has experienced prejudice or intolerance over the last 3 months.

There has been a slight reduction in most areas where people have experienced prejudice/intolerance compared with August 2021, in particular for gender where a significant decrease is seen (7% cf. 14% August 2021). The exception to this is for physical/mental health and religious beliefs which have both increased slightly. Ethnicity remains the area where the highest discrimination is experienced (18%).

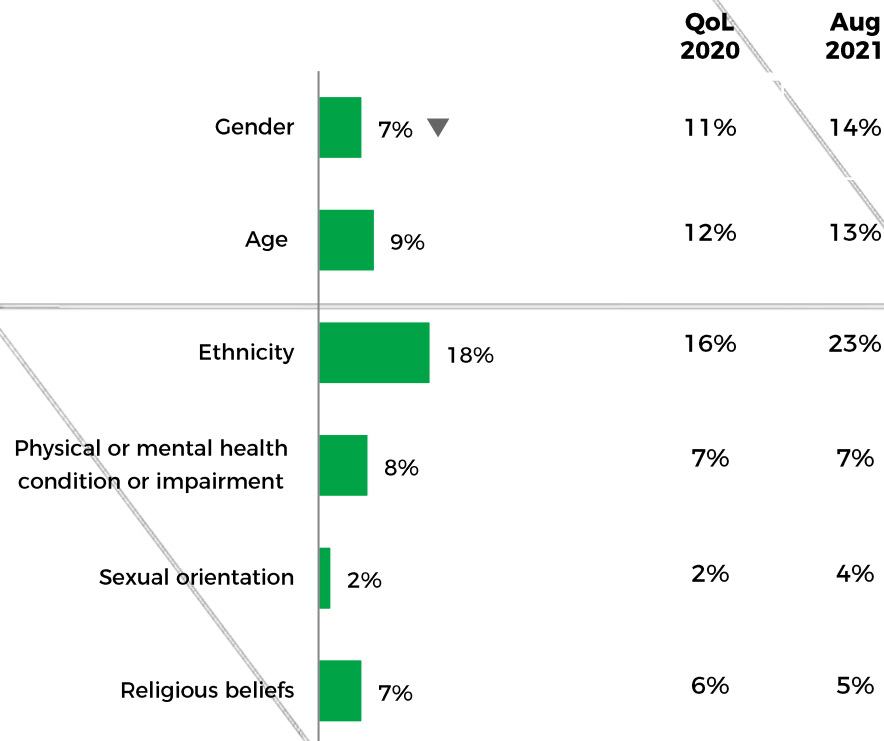
Looking at specific aspects in which people can experience discrimination, the following subgroup differences appear.

**Ethnicity:** Those of Asian/Indian (36%) and Māori (32%) ethnicity were significantly more likely to experience discrimination based on their ethnicity (cf. 18% total), while Europeans were significantly less likely to experience racial discrimination (9%).

**Religious beliefs:** Those of Asian/Indian ethnicity (15%) and those aged under 25 (14%) were significantly more likely to experience discrimination based on their religious beliefs (cf. 7% total).



## % experienced prejudice/intolerance related to...



**NET (% yes):**  
30%

▲ Significantly different to the previous wave

Base: All Respondents; QoL Hamilton (n=495-498, W5 (n=374), W6 (n= 361) Q90a. In the last three months, have you personally experienced prejudice or intolerance, or been treated unfairly or excluded because of your...  
Note: comparisons with the Quality of Life results are indicative only

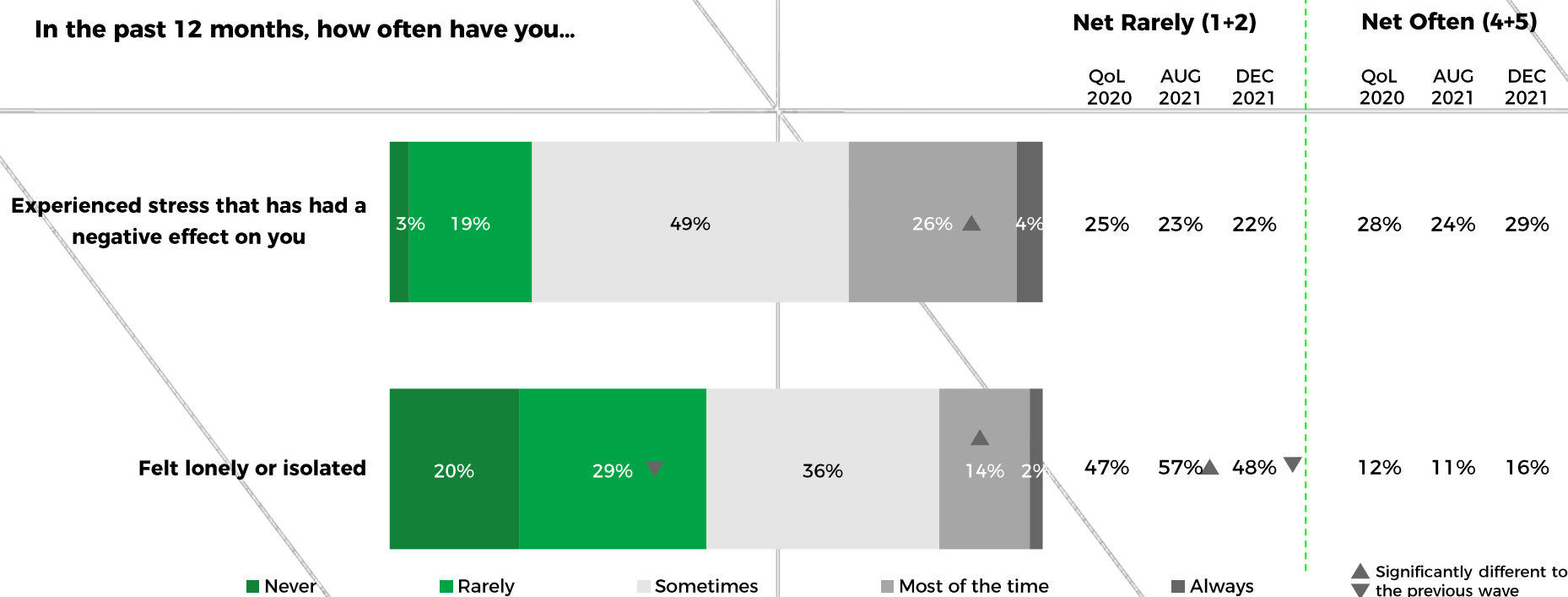
# How do you feel...

There has been a slight (though not significant) increase in the proportion who claim to often experience stress that effects them negatively (29% cf. 24% in August). Similarly, there is a slight increase in the proportion who claim to feel lonely or isolated often (16% cf. 11% in August 2021). This is likely an after effect of the August/September Covid restrictions, with lockdowns contributing to feelings of social isolation.

Those significantly more likely than the total (29%) to say they experience stress often are of Pacific ethnicity (74%), aged under 25 (60%), females (34%), private renters (41%), those who have just enough money to meet their everyday needs (40%) and those with a poor quality of life (85%). Those with an extremely or very poor quality of life (*n=2 respondents*) are significantly more likely to say the same (100%).

Similarly, those of Pacific ethnicity (54%), those aged under 25 (37%), private renters (25%), those with just enough (24%) or not enough money (32%), those with a poor quality of life (72%) and neither good nor poor quality of life (39%), are more likely than the total to say they feel lonely or isolated often (cf. 16% total).

## In the past 12 months, how often have you...



Base: All Respondents; QoL Hamilton (n=500), W5 (n=374), W6 (n=361)

Q33. 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?

Q29. Over the past 12 months how often, if ever, have you felt lonely or isolated?

Note: comparisons with the Quality of Life results are indicative only



# Household

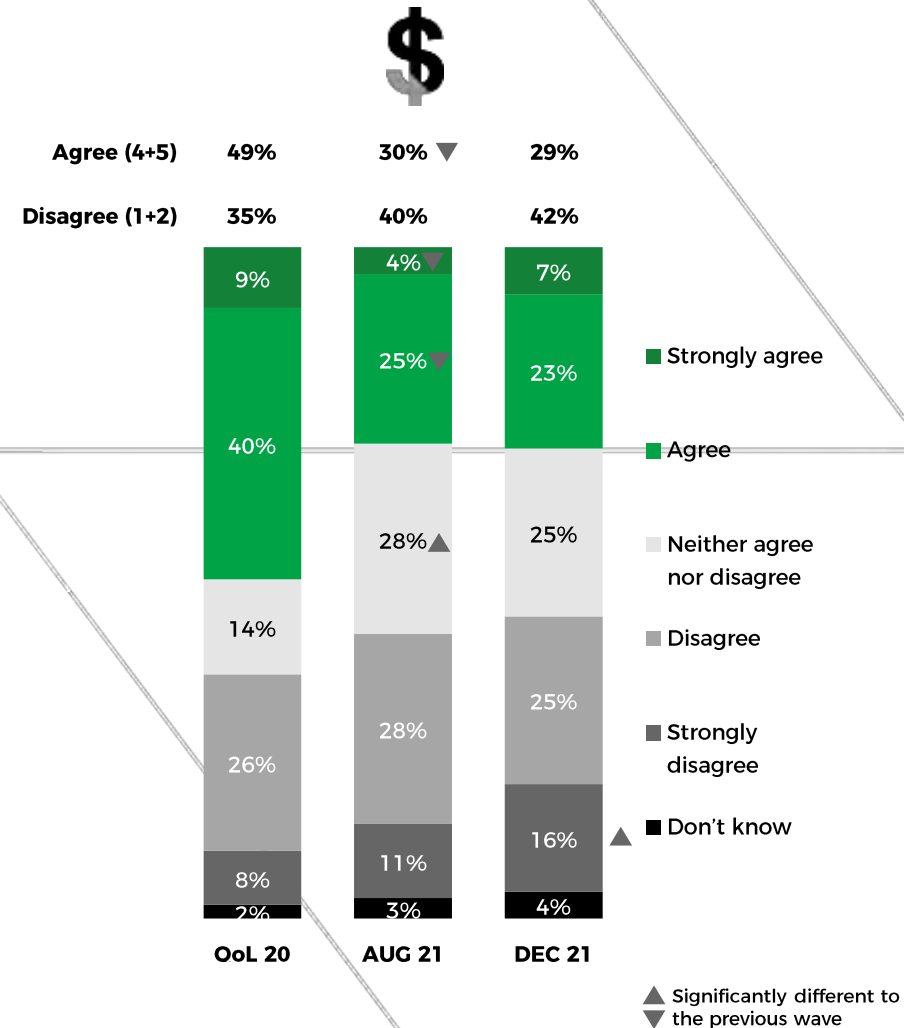
# Affordability of housing costs

Three in ten (29%) residents *agree* their housing costs are affordable, while a larger proportion (42%) *disagree* this is the case.

Overall, slightly more people disagree that housing costs are affordable this wave (42% cf. 40% in August 2021), this is driven by a significant increase in the proportion who strongly disagree (16% cf. 11%).

As expected, those who claim to have more than enough money to meet their everyday needs are more likely to agree that housing cost are affordable (60% cf. 29% total), while those who do not have enough money to meet their daily needs are more likely to disagree (66% cf. 42% total),

Those who have an extremely good or very good quality of life are more likely to agree their housing costs are affordable (36% cf. 29%). While those aged 25-49 (49%) are significantly more likely to disagree that housing costs in Hamilton are affordable (cf. 42% total).



Base: All Respondents; QoL Hamilton (n=498), W5 (n=374), W6 (n=361) Q8. This question is about the home you currently live in. How much do you agree or disagree that your housing costs are affordable (by housing costs we mean things like rent or mortgage, rates, house insurance and house maintenance)? Note: comparisons with the Quality of Life results are indicative only



# Physical activity and transportation

# Frequency of doing physical activity

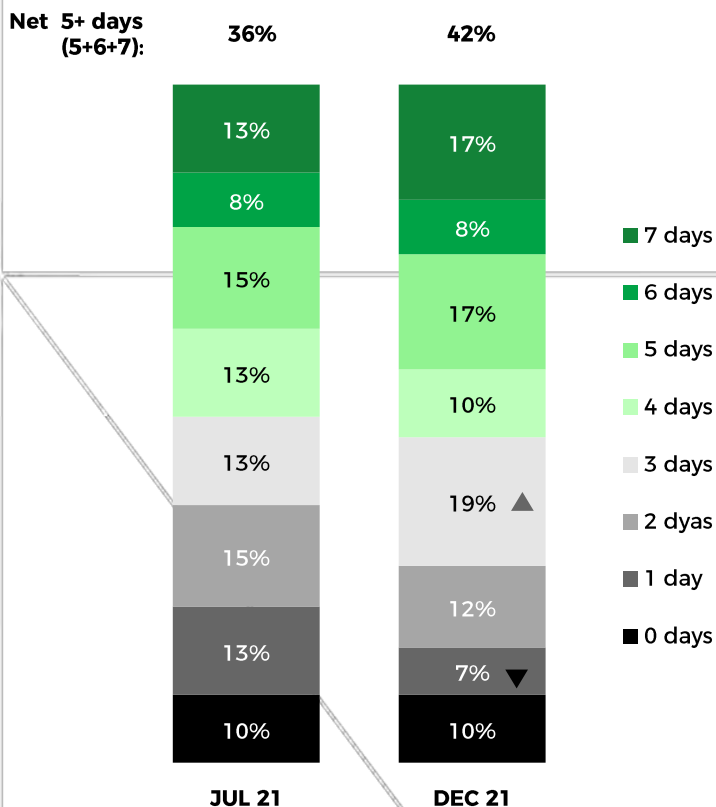
According to the physical activity guidelines, an adult should be physically active for 30 minutes or more on at least 5 days in any given week. Just over two in five (42%) are meeting these guidelines, up slightly from 36% in August 2021.

There has been a significant decrease in the proportion who were physically activity for 30 minutes or more on just one day, compared to last wave (7% cf. 13%).

Those of Māori ethnicity (60%) were significantly more likely to have been active for 30 minutes a day on at least 5 days of the past week (cf. 42% overall).

While those of Asian/Indian (30%) ethnicity were significantly less likely to have been active on at least 5 days of the past week.

## Frequency of doing physical activity



Base: All Respondents; W5 (n=374), W6 (n=361)

Q88. 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?

# What ways of transport do the residents of Hamilton use

The majority (93%) of Hamilton residents currently have access to a car. Two in five (39%) have access to a bicycle and 12% to a scooter.

Amongst those who have access to each mode of transport, vehicles are the most commonly used to get to places, with 98% using their vehicle in the past month.

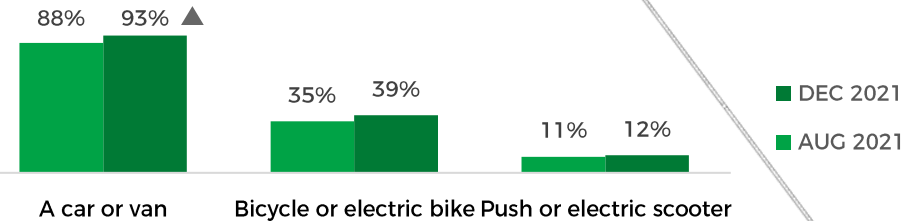
Active modes of transport are less frequently used as a means of getting from one place to another. Three in ten (31%) people used walking as means of transport, down significantly from August 2021 (43%). While, just two in ten of those with access to a bicycle used it as a form of transport. Significantly less people used public transport this wave (10% cf. 19% in August 2021), a possible effect of Covid-19 restrictions imposed in the later part of the year.

Indicatively, just 2% of those with access to a car **did not** use it as a form of transport over the past month (n=6). Of those n=2 used walking as a means of transport to get to places, and n=2 used public transport.

Looking at significant differences in access to different modes of transport, younger residents, under 25 years, are less likely than average to have access to a vehicle (86% cf. 93% total). While Pacific peoples are significantly less likely to have access to a bicycle (3% cf. 39% total).

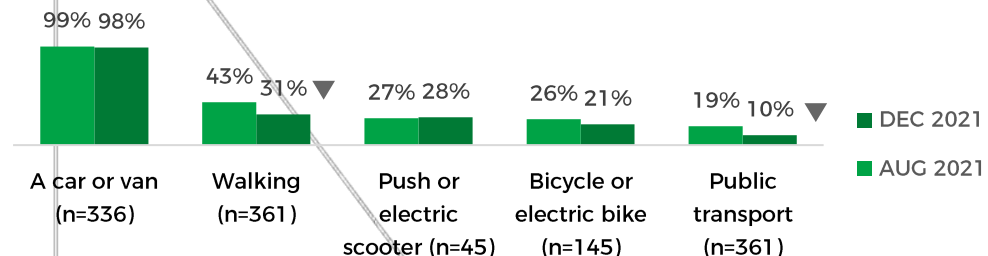
There are no significant differences by subgroup in how those who have access to each type of transport use it, i.e. whether for transport from place to place or for exercise/ fun.

## Currently have access to...



Base: All Respondents; W5 (n=374), W6 (n= 361)  
Q35. Which of the following, if any, do you currently have access to (that is, you could use it whenever you choose to)

## Modes of transport used in the past month...



▲ Significantly different to the previous wave

Base: Those who have access to each mode of transport  
Q36. Over the last month, how have you used each of the following?

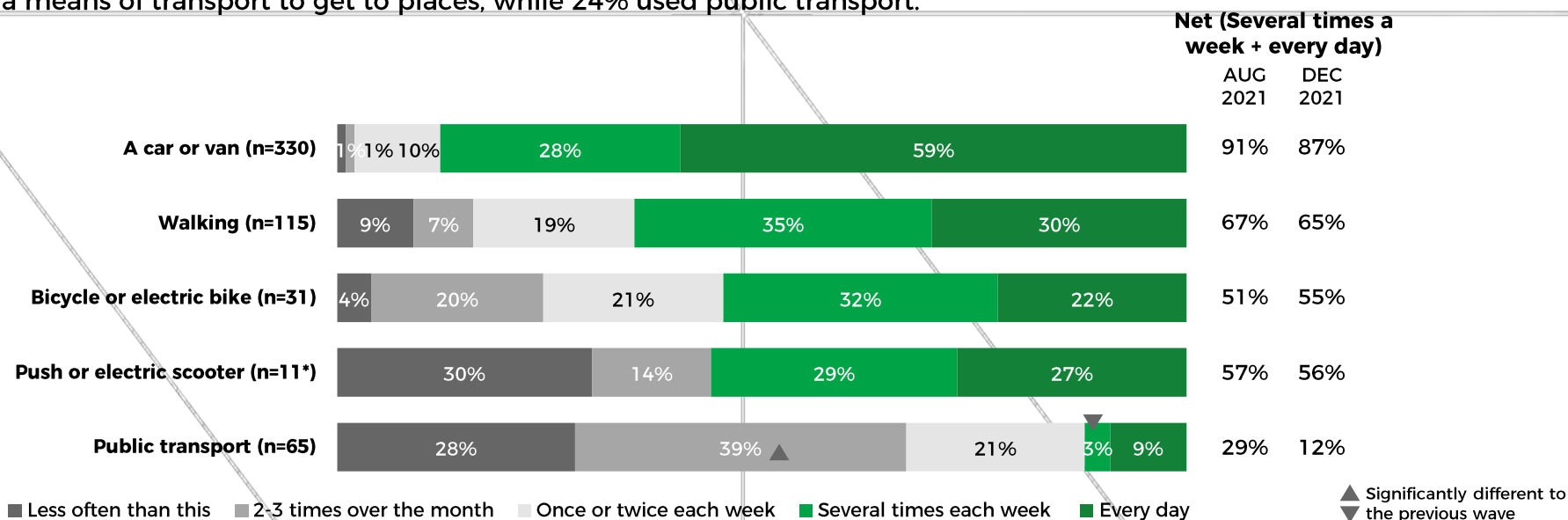


# Frequency of using modes of transport

Cars are the most frequently used mode of transport. 98% of those who have access to a car, use it at least on a weekly basis. Walking is the next most frequently used mode of transport, with 84% walking on a weekly basis. Looking at other active forms of transportation (of which levels of access to are relatively low - 28% have access to a scooter, 21% have access to bicycle/e-bike), bicycles are used more frequently, 76% of those with access to one using it at least weekly (cf. 66% using a scooter on a weekly basis).

Public transport was used slightly less frequently as a means of transport to get to places this wave, 29% were using public transport several times a week or every day in August 2021, while in December 2021 this had dropped to 12%. A slight uplift is seen in the same frequency of use for bicycles (55% cf. 51% in August 2021), it is possible that as the weather improved heading in to summer, residents switched from using public transport to cycling.

Indicatively, just 2% ( $n=6$ ) of those with access to a car **did not** use it over the past month as a form of transport to get to places. Among those with access to a car but did not use it as a means of getting from one place to another, no one surveyed used a bicycle or scooter as a means of transport instead of their car. Of this same group, 42% used walking as a means of transport to get to places, while 24% used public transport.



\*Small Base

Base: Those who use each mode as a form of transport to get to places  
Q37. How often in last month have you used each as a form of transport?

# Use of 'active' forms of transport over 'passive' forms

The majority (93%) of Hamilton residents currently have access to a car. Of those with access to a car, two in five (39%) also have access to a bicycle and 11% to a scooter.

Looking at those with access to both a car and a bicycle, the majority (51%) used their bike for recreational purposes rather than a form of transport (17%). A large proportion did not use their bicycle at all (41%). Similarly, those with access to a car and a scooter also use their scooter for recreation (47%), however, a larger proportion (than that of bicycle users) used it as a form of transport (28%). While three in ten (30%) of those with access to a car used walking as a form of transport to get from place to place.

**Please note:** these percentages given do not state that active methods were used exclusively instead of using a vehicle (a vehicle may have also been used as a form of transport over the same time period), rather they indicate that there were instances during that past month where a vehicle was available for use but the person chose to use an active method of transport instead.



**93% of residents have access to a car, of those (n=336):**

- 39% also have access to a bicycle or electric bike
- 11% also have access to a push scooter or electric scooter

Those with **access to a car who also have access to a bike/e-bike**, use their bike in the following ways:

As a form of transport to get to places such as work, school, shops etc.



17%

For exercise, fun or recreation



51%

Have not used in last month



41%

Those with **access to a car who also have access to a scooter/e-scooter**, use their scooter in the following ways:

As a form of transport to get to places such as work, school, shops etc.



26%

For exercise, fun or recreation



47%

Have not used in last month



37%

Base: Respondents with access to a car and a bicycle/e-bike; W6 (n= 136)  
Q36. Over the last month, how have you used each of the following?

Base: Respondents with access to a car and a scooter/e-scooter; W6 (n= 41)  
Q36. Over the last month, how have you used each of the following?



# **Environment and sustainability**

# Consideration of sustainability and the environment

86% of residents claim to at least *sometimes* consider the environment when making decisions about what they do, buy and use, in line with the previous waves results. Various ways in which these sustainable choices are made are mentioned, as below...

*"We ensure we recycle in accordance to the new bin system. Place a strong focus on water and electricity usage in our home. Buy fresh fruit and veg from local suppliers. Limit the use of plastic. Zero plastics in school lunches. Focus on reusing everything in a different way where possible."*

**Considers sustainability most of the time (1)**

*"I am a hydropower engineer and my wife is an environmental consultant - we try to 'do the right thing' but when it makes sense. Double glazing, insulation, heatpumps and smarter appliances are recent examples of sustainable purchases. I opt for using my electric scooter for my daily commutes."*

**Considers sustainability most of the time (1)**

*"I try to buy things which are sustainably and ethically sourced as often as possible (and where I can afford it). I try to not buy individually wrapped items and to buy things which I know can be recycled. I don't eat too much fast food or support big industries like that where possible (while still treating myself of course). I'm very strict about using the correct recycling/rubbish bins."*

**Considers sustainability most of the time (1)**

*"I carpool to work, and will buy an electric car for my next car when my current car needs to be upgraded. I would use public transport if it was quick and efficient and safe, but currently I don't think any of those things applies to Hamilton's public transport currently."*

**Considers sustainability a lot of the time (2)**

*"Taking reusable shopping bags. Recycling. Buying glass items instead of plastic wrap items. Car pool when possible. Donate items we don't use instead of throwing out."*

**Considers sustainability a lot of the time (2)**

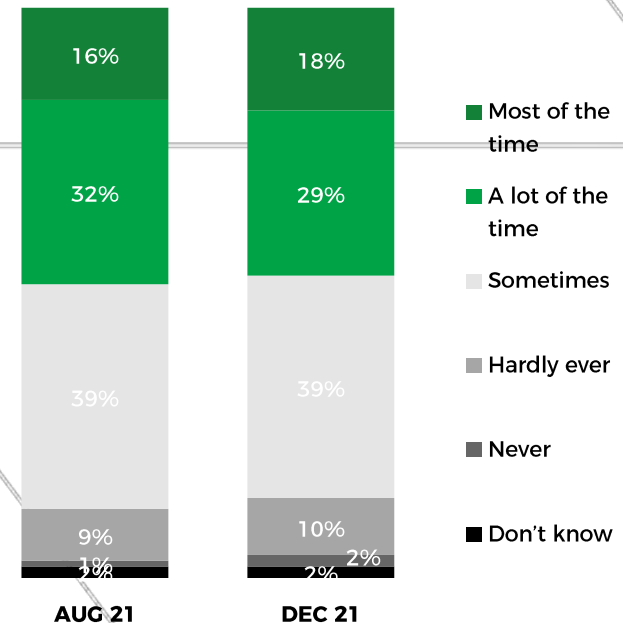
Base: All Respondents who consider sustainability at least *sometimes* (Q38); W6 (n=275)  
Q39. You said you consider sustainability and the environment <fill in answer given at previous question> when you make choices about what you do, buy or use. Please give a recent example of when you made a choice based on being more sustainable?



**Net: At least sometimes:**

87%

86%



▲ Significantly different to the previous wave

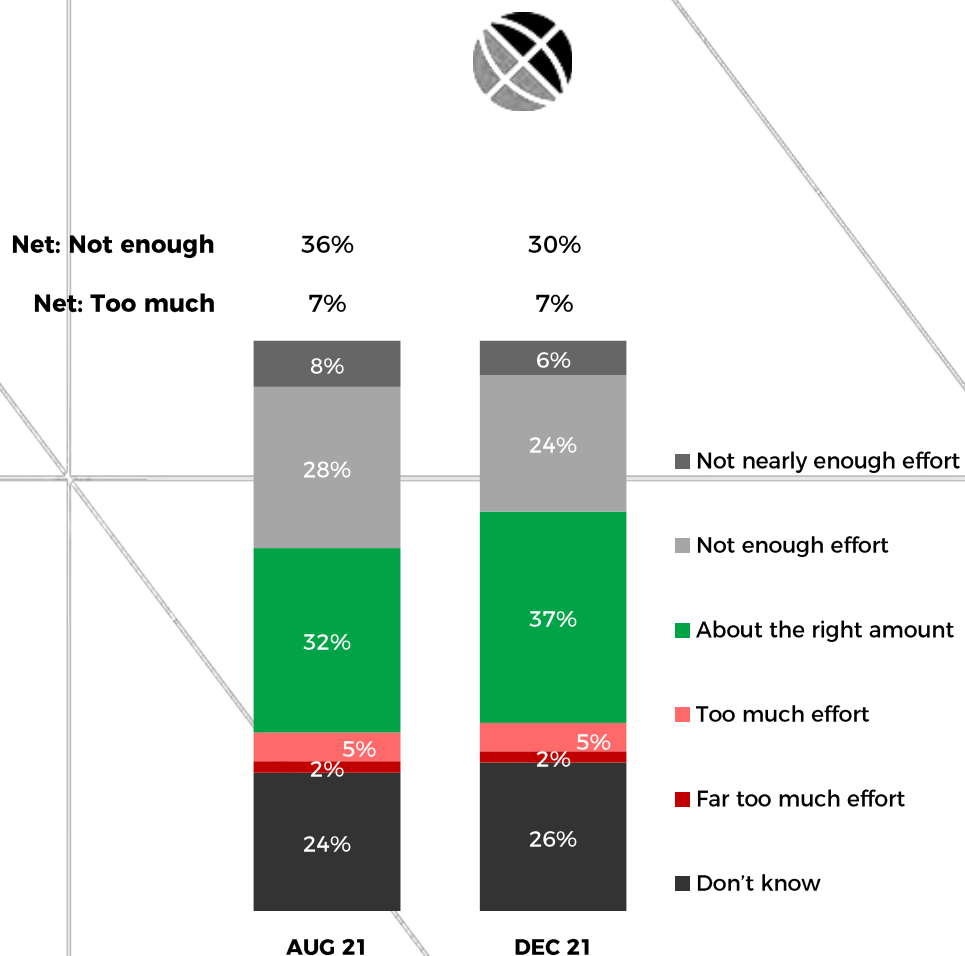
Base: All Respondents; W5 (n=374), W6 (n= 361)  
Q38. In your daily life, to what extent do you consider sustainability and the environment when you make choices about what you do, buy or use?

# Addressing environmental or climate change issues in Hamilton

A slightly higher (not significant) proportion of residents feel that the Council is putting the right amount of effort into addressing environmental or climate change issues (37% cf. 32% in August 2021). While slightly less (again, not significant) said that not enough is being done.

There remains a large proportion who '*don't know*' how they feel about the amount of effort the Council puts into actions or initiatives to address environmental issues or climate change. This indicates that there is a lack of awareness among some residents around what the Council currently does to address issues. The Council could benefit from being more vocal about their current environmental/climate change focused initiatives.

Those aged 50-64 years are more likely to consider Hamilton City Council's efforts being *too much* (14% cf. 7%).



▲ Significantly different to the previous wave

Base: All Respondents; W5 (n=374), W6 (n= 361)  
Q40. How do you feel about the amount of effort being put into actions or initiatives by the Hamilton City Council to address environmental or climate change issues in Hamilton?



# Heritage

# Connection to cultural heritage

The feeling of connection to cultural heritage varies across the population of Hamilton. About a third (34%) feels *connected*, while slightly more (39%) do not feel connected, up from 36% in August 2021.

Those of Māori ethnicity are significantly more likely to say they feel connected to their heritage (71% cf. 34% total), while NZ European/Other ethnicities are more likely to say they do not feel connected (50% cf. 39% total)

*"By going back to my marae and volunteering my time to feed the community also connecting to my heritage through my language and teaching others to learn it too."*

**Feels very strongly connected (5)**

*"My language, I speak on a daily basis as a way to keep my language alive. I also practice certain traditions and prayers throughout the day that connect me to my roots."*

**Feels very strongly connected (5)**

*"Being able to read my great-grandfathers name on the war memorial epitaph. Being able to visit historic Pa sites along the river."*

**Feels strongly connected (4)**

*"I attend and spend a lot of time with family/whānau. We share stories, etc. My grandparents put a lot of time into creating family trees and family history so this is a good way to connect to my heritage.."*

**Feels strongly connected (4)**

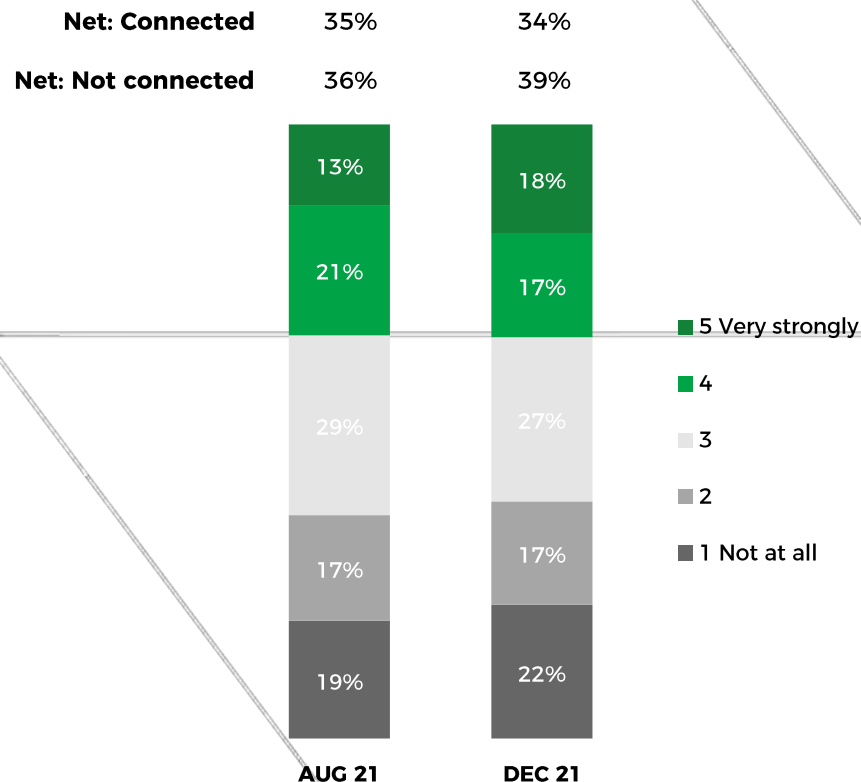
*"The farmers protest reminded me how valuable our rural community are to the city. Having fresh, local produce around the area is such a blessing. Makes you remember when you remember when you could go in the country and purchase reasonable priced produce."*

**Feels slightly connected (3)**

*"It wasn't my heritage in particular but I thought it was wonderful seeing how many celebrations were being held for Diwali recently."*

**Feels slightly connected (3)**

Base: Those who answered 3, 4 or 5 – very strongly connected to their heritage; W6 (n=179) Q42. Please give a recent example of something that made you feel connected to your heritage?



▲ Significantly different to the previous wave

Base: All Respondents; W5 (n=374), W6 (n= 361) Q41. How strongly do you personally feel connected to your cultural heritage?





## About NielsenIQ

Arthur C. Nielsen, who founded Nielsen in 1923, is the original name in consumer intelligence. After decades of helping companies look to the future, we are setting the foundation for our future by becoming NielsenIQ. We continue to be the undisputed industry leaders as evidenced by our experience and unmatched integrity. As we move forward, we are focused on providing the best retail and consumer data platform, enabling better innovation, faster delivery, and bolder decision-making. We are unwavering in our commitment to these ideals and passionate about helping clients achieve success. For more information, visit: **[niq.com](https://niq.com)**