

Hamilton City Quality of Life Pulse Survey

Report #7: December 2022



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Background & approach



Background

This report presents the seventh 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=336 completed surveys
- Sample profile: Those aged 18 years and over who live in the Hamilton City area
- Average survey length: 17 minutes
- Incidence rate: 100%
- 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: 21 November – 10 December 2022
- 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 (July 2021) 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.

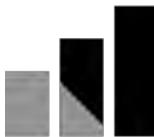
Questions that were introduced included:

- 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 and QoL 2022 surveys have been mentioned in this report.



Summary



Positive sentiment around Hamilton City has decreased across all five key indicators. Three of the five indicators experience significant changes this wave:

- Less people have pride in the way Hamilton looks and feels (41% cf. 50% in Dec 2021), the lowest result to date.
- More feel as though Hamilton has gotten worse as a place to live (51% cf. 31% in December 2021), an all-time negative high.
- Less people feel a sense of community in their neighbourhood (45% cf. 52% in Dec 2021),

The main reason mentioned for Hamilton becoming a worse place to live over the last 12 months remains crime/crime rates increasing. Significantly more people mentioned crime this wave (67% cf. 48% in Dec 2021).

In line with this, the reason mentioned second most was more violent offending (28%). However, on a positive note, significantly more people mentioned Hamilton has gotten better as there is less traffic, or traffic issues are being addressed (26%).

The main reasons for not feeling proud of the way Hamilton looks and feels remain the same:

- Area looks rundown (40%)
- Road/street plantings poorly maintained (31%)
- Lacks appeal (22%).

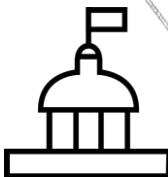
Significantly more mentioned they do not have pride in Hamilton because of increasing crime (19% cf. 2% Dec 21).

Significantly less Hamilton residents agree that they feel a sense of community with their neighbours, compared to the previous wave (45% cf. 52%). Key reasons mentioned for feeling a sense of community are:

- I know and get on well with my neighbours (51%)
- Friendly, helpful people (40%)
- We all care what happens in our neighbourhood (19%).



Summary



Resident's confidence in the Council's decision-making has decreased slightly, though not significantly this wave (36% cf. 43% in Dec 21).

The key reasons for having confidence in the Council's decision-making are similar to the previous wave:

- They do a great job/I agree with their decisions (26%)
- Trust in them/their reputation to do what is best for the city (23%)
- The improvements being made in the city (14%)

Significantly more mentioned not having confidence in the Council's decision making because of the new theatre, which they believe to be poorly thought out and a waste of money (10% cf. 1% in Dec 2021).



Just under nine in ten Hamilton residents (88%) were aware that the local body elections were taking place before their close date, up significantly from 2019 (81%). Despite higher awareness in 2022, voter turnout was similar. Two-thirds (67%) of residents voted in 2022, in line with the last election (68% Dec 19).

The main motivations behind voting remained the same as in 2019, with 41% saying the main reason they voted was as a way to influence what happens in their area and a further third (34% saying it is their civic duty.

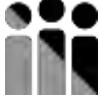
Amongst those who voted, just over half (57%) were aware that a new system (Single Transferrable Vote - STV) was being used. A large proportion of voters (78%) understood what was required of them to be able to vote using the new STV system, and generally the voting processing (filling out and returning forms) was regarded as being easy by the majority of voters, however less so than in 2019.

Amongst non-voters, 43% had intended to vote while a further 35% thought about it but did not follow through. The main barriers to voting again being a lack of knowledge about the candidates running (34%) and not getting around to it/forgetting (29%),

Indicators summary

Indicators	Rating	Change since W6	Most prevalent themes for ratings given
 Hamilton is a great place to live	75% Agree 8% Disagree	-2 +2	
 Better, worse or the same as a place to live compared with 12 months ago	25% Better 51% Worse ▲	-2 +20	Less traffic/traffic issues being addressed Good recreational facilities/lots of things to do Pedestrian and cycling initiatives Crime/crime rate has increased More violent offending More traffic/traffic congestion
 A sense of pride in the way Hamilton looks and feels	41% Agree ▼ 20% Disagree ▲	-9 +6	Beautiful scenery/street plantings/looks good It is a clean and tidy city The Waikato River/the Waikato River Trails Rundown, dirty, untidy area Roads/street plantings are poorly maintained Lacks appeal, character
 A sense of community with others in the neighbourhood	45% Agree ▼ 19% Disagree	-7 -	I know and get on well with my neighbours Friendly, helpful people We all care what happens in our neighbourhood People keep to themselves/I have no interaction with the neighbours More people who make me feel uncomfortable There are few community events/activities
 Confidence in the Council making decisions that are in the best interests of Hamilton	36% Agree 24% Disagree	-7 +5	They do a great job/I agree with their decisions Trust in them/their reputation to do what is best for the city The improvements being made in the city Ratepayers' money is not being spent wisely Poor decision-making They don't consider the needs/wants of the people of Hamilton

New metrics summary

Indicators	Rating	Change since QoL 22 Survey	Change since W6 Pulse Survey
 Overall quality of life	83% Good	-1	-4
	6% Poor	+1	+3
 Wellbeing of family/whānau	78% Well	N/A	-2
	7% Badly	N/A	+1
 Affordability of housing costs	25% Agree ▼	-16	-4
	51% Disagree ▲	+13	+9
 Frequency of doing physical activity	40% meeting guidelines	+6	-2
	60% not meeting guidelines	-6	+2
 Amount of effort Hamilton City Council is putting into actions or initiatives to address environmental and climate change issues	32% the right amount	N/A	-5
	35% Not enough	N/A	+5
	6% Too much	N/A	-1



Hamilton City

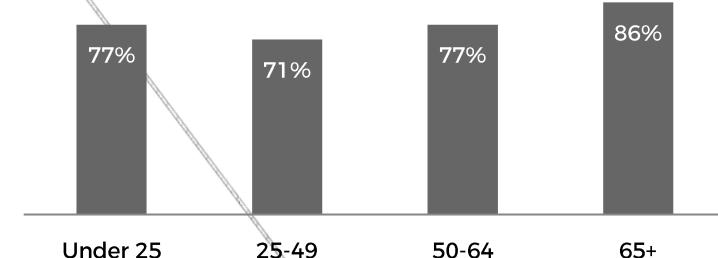


Is Hamilton a great place to live?

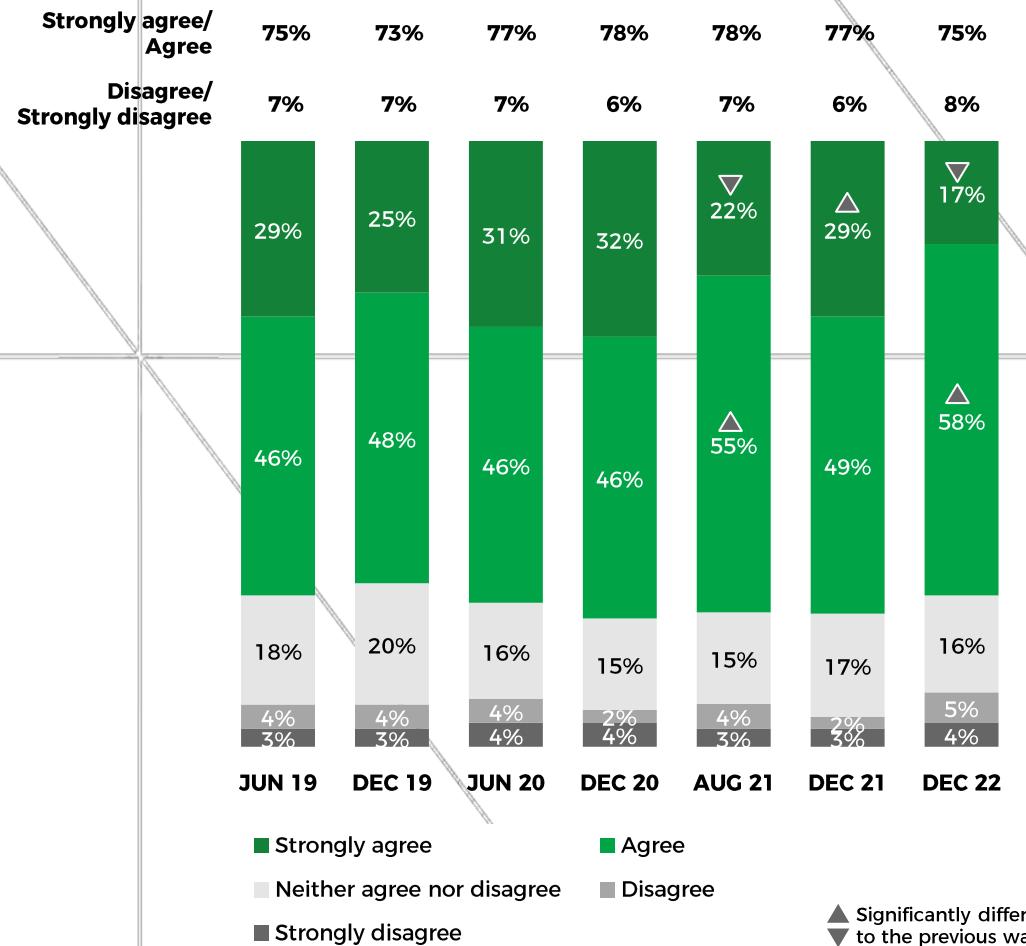
Three-quarters (75%) of Hamilton City residents agree that Hamilton is a great place to live. While eight percent disagree that Hamilton is a great place to live.

Positive sentiment towards Hamilton as a place to live increases with age, with those aged 65+ significantly more likely to agree (86% cf. 75% total).

People of Asian/Indian ethnicity (88%) and those with a very good or extremely good quality of life (84%) are significantly more likely to agree that Hamilton is a great place to live.



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



Are things getting better or worse?

Over half (51%) of residents feel Hamilton has gotten worse as a place to live in the past twelve months, a significant increase from December 2021 (31%) to an all-time high. More than one in ten Hamilton residents saying it has become **much worse** (13%). While feelings that Hamilton has gotten better as a place to live decrease slightly compared to the previous wave (25% cf. 27%).

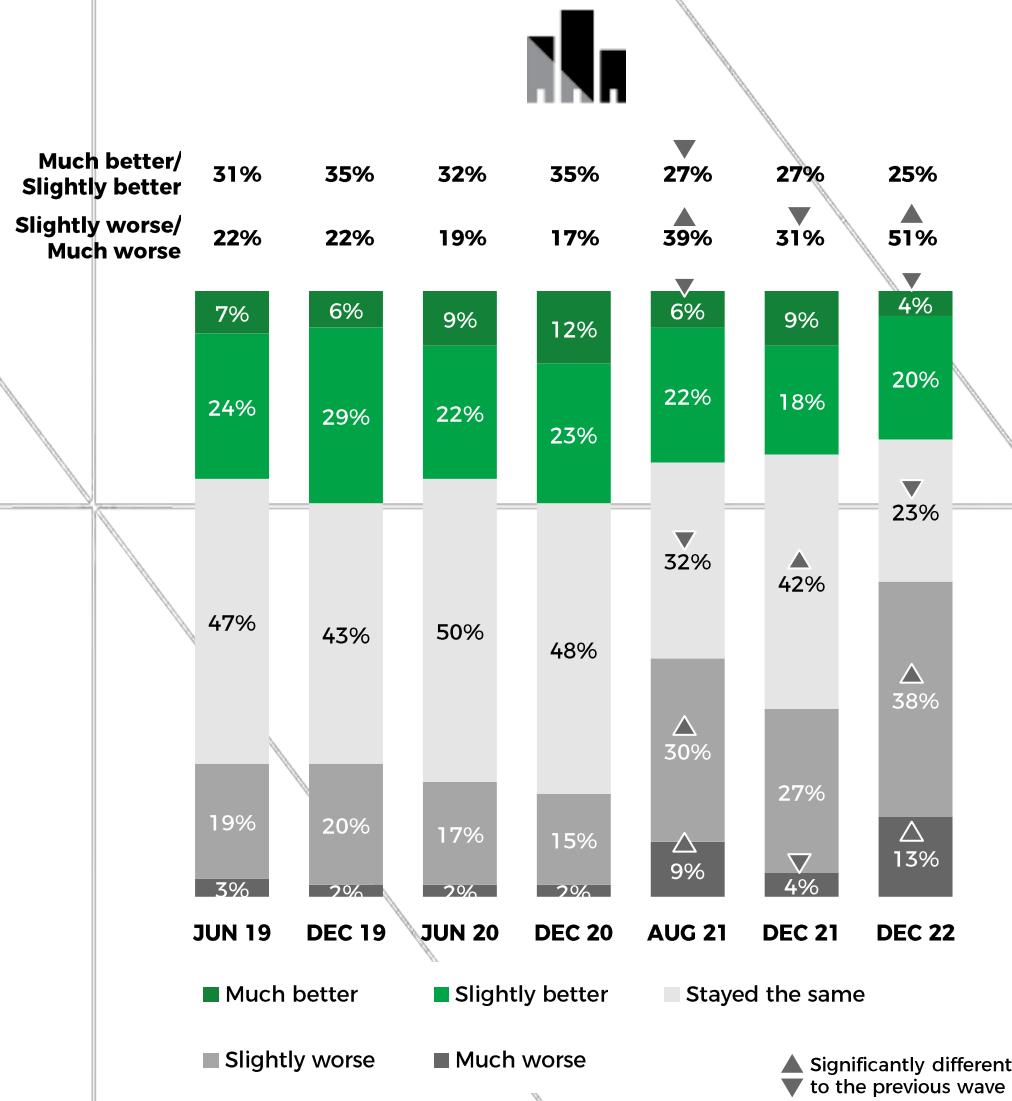
Those aged 50-64 (65%) are significantly more likely to say Hamilton has gotten worse as a place to live in the last 12 months (cf. 51% total).

"Rubbish laying around the streets. People putting out rubbish that clearly isn't going to get picked up, i.e microwaves, mattresses, chairs etc. Parking on curb side. Graffiti everywhere."

"Increased crime - we have car thieves/vandals around our area all the time. Our local Super Value was robbed at knifepoint and my car was broken into - this stuff happens incredibly regularly, and nothing is done about it. Hamilton no longer feels like a safe place to live."

"The city has deteriorated in regards to general safety and social housing moving into most of the motels. General scruffy flower beds, weeds everywhere, litter. Road safety bumps and poles put in for bicycle safety which now cause traffic jams. Up against other NZ cities it is pretty shabby."

"Commercial Development along river, river path maintenance, Hamilton Gardens place to be proud of, Gourmet in Gardens interesting and fun, cycle friendly developments at intersections, streamlined expressways making easy to get around the city."



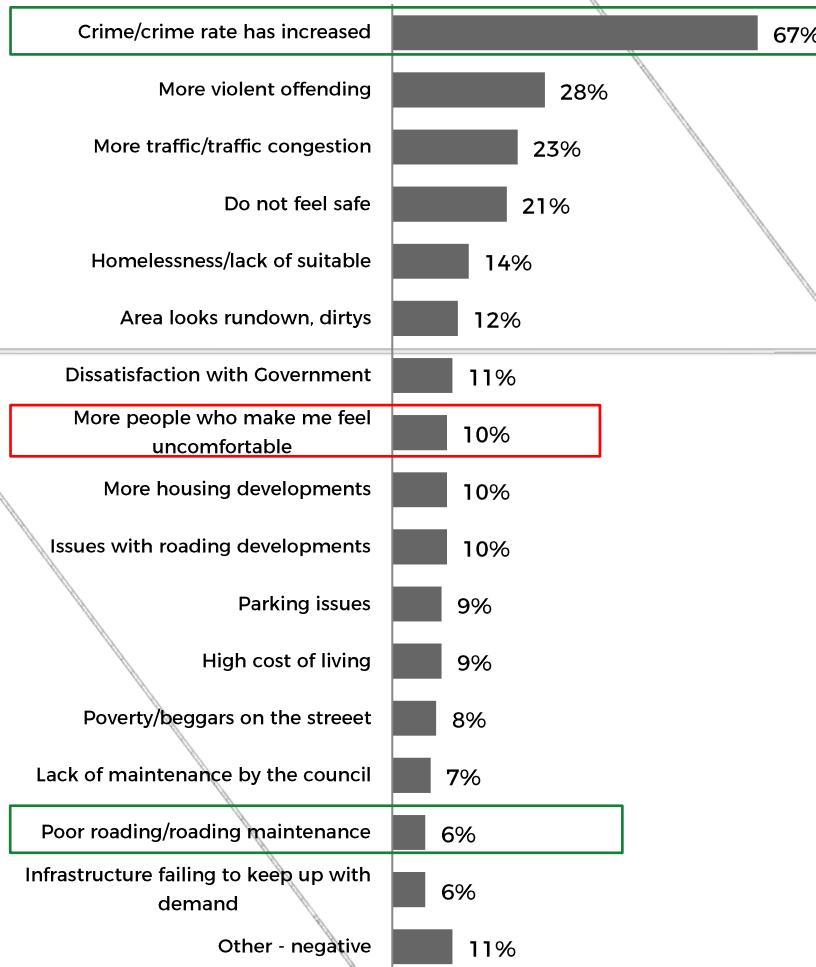
Base: Those who have lived in Hamilton for one or more years; W1 (n=348), W2 (n=343), W3 (n=338), W4 (n=354), W5 (n=374), W6 (n=361), W7 (n=336) Q7. And in the last 12 months, do you feel Hamilton has got better, worse or stayed the same as a place to live?

Why are things getting better or worse?

Reasons for Hamilton becoming worse

among n=174 who gave this rating

The main reason mentioned by those who feel Hamilton has become a worse place to live compared to a year ago is the increasing crime rates, with mentions up significantly this wave (67% cf. 48% Dec 21). More violent offending (28%) is the reason mentioned second most frequently as to why residents think things are getting worse in Hamilton.



Base: Those who say Hamilton has got worse as a place to live (n=174)

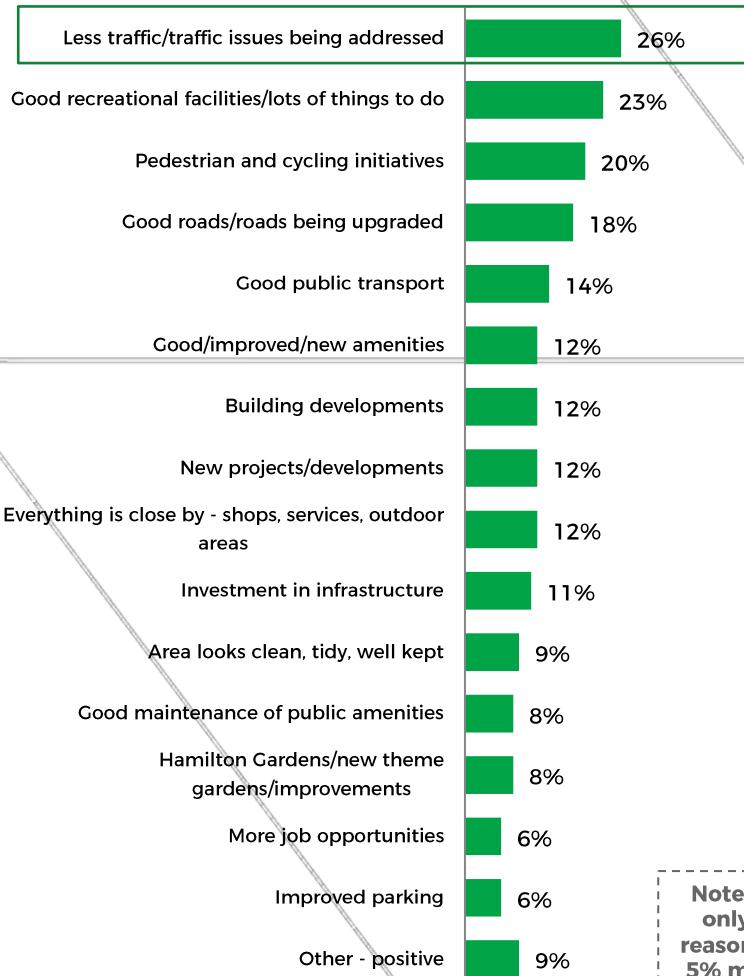
Q8. And for what reasons do you say Hamilton has got worse as a place to live?

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Reasons for Hamilton becoming better

among n=78 who gave this rating

Less traffic/ traffic issues being addressed (26%) is the top reason for residents saying that Hamilton has become a better place to live in the last 12 months - a significant increase from December 2021 (12%). Just under a quarter (23%) mention availability of things to do and good recreational facilities.



Note: Charts only show reasons above 5% mentions

Base: Those who say Hamilton has got better as a place to live (n=78)

Q8. And for what reasons do you say Hamilton has got better as a place to live?

◻◻ Significantly higher/lower than the previous wave

Do people have pride in Hamilton?

Hamilton residents' sense of pride in their city has fallen from the previous wave. Just over two in five (41%) feel a sense of pride in the way Hamilton looks and feels, a significant decrease from December 2021 (50%) and the lowest result to date. The proportion of those who disagree has increased significantly (20% cf. 14%).

Females (46%) are significantly more likely to agree that they feel a sense of pride in Hamilton (cf. 41% total)

"It can often be messy (over-flowing rubbish bins, etc.) and central city is filled with empty shops and messy shop fronts."

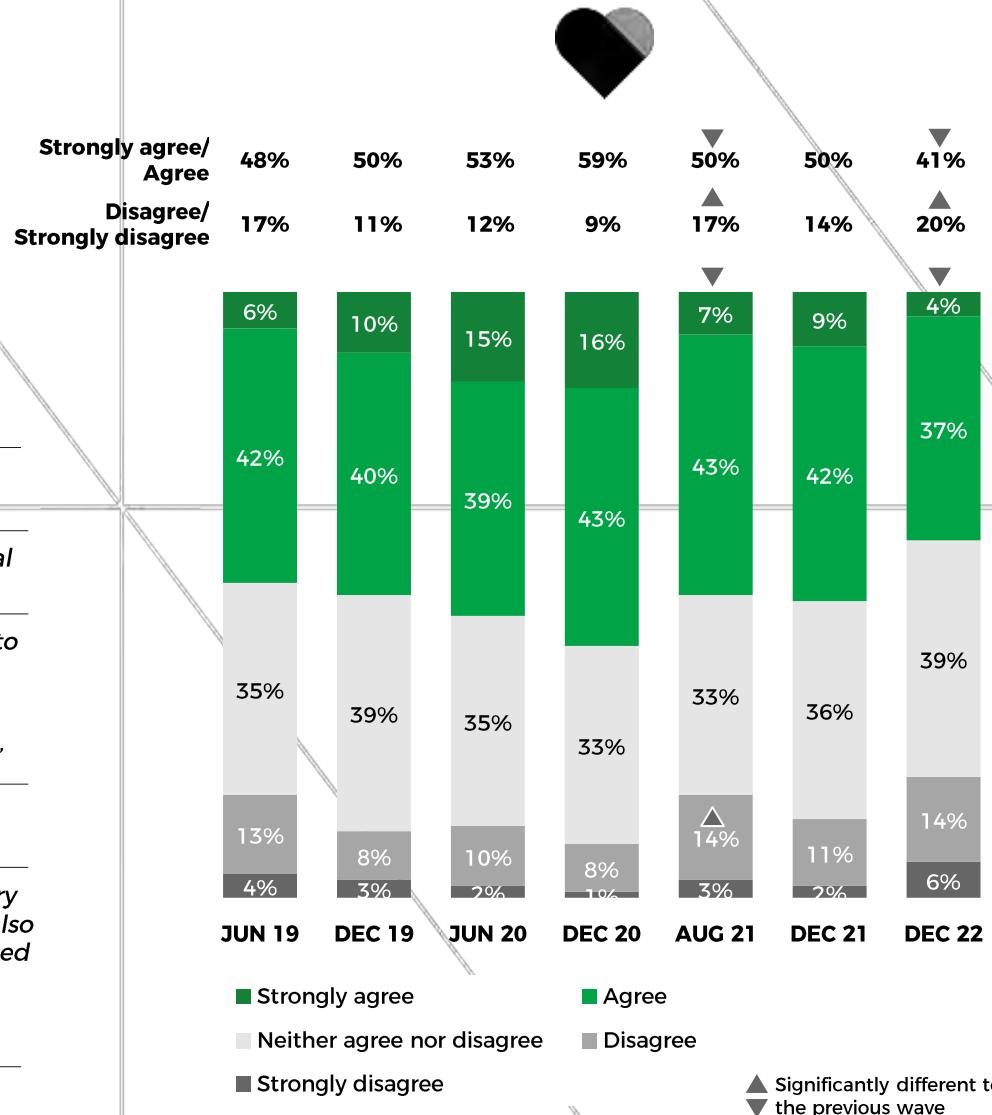
"Hamilton is a growing city and happy to see how multicultural we are being."

"I think the city center has a long way to go, to attract people to live and start businesses in. However, some of the new developments occurring in and around the center look promising. Hamilton still appears like a commercial hub, saturated with commercial car yards and shipping containers."

"Each suburb has its own character at the moment. Facilities generally good. Zoo and Hamilton Gardens are features."

"Hamilton caters for all ages and growing up in Hamilton is very good with quality schooling and advanced academic studies also very well provided for. I believe also that Hamilton has diversified more to allow young people to pursue career opportunities locally rather than having moving away to other cities within NZ."

"It's a super diverse city with good events, it's on its way to become a top NZ city."

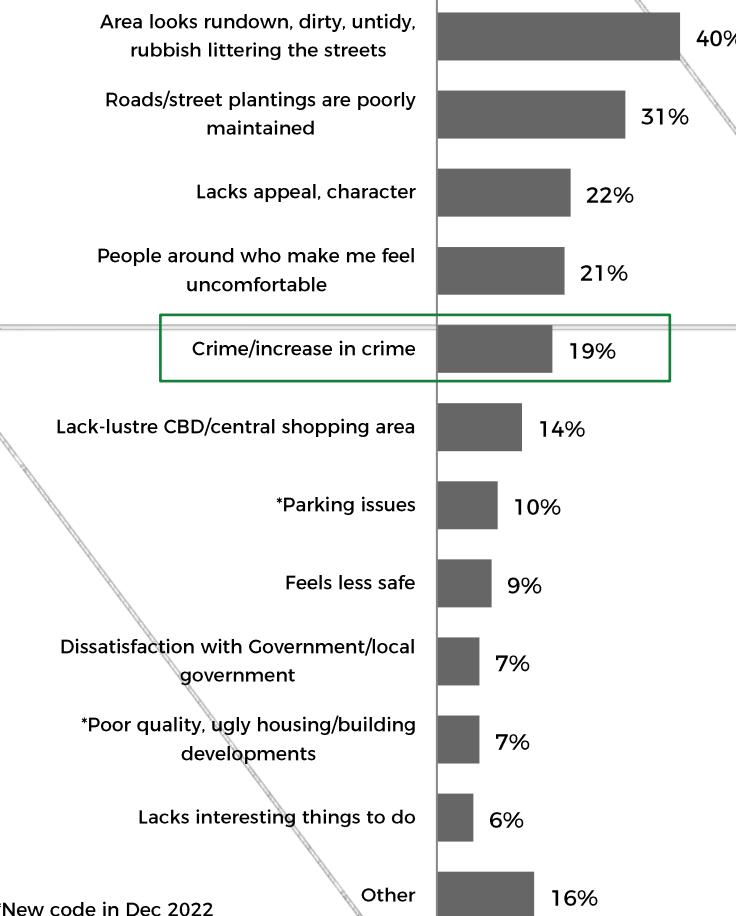


Base: All Respondents: W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372), W5 (n=374), W6 (n=361), W7 (n=336) Q9. How much do you agree or disagree with the following statement? "I feel a sense of pride in the way Hamilton looks and feels".

Reasons for having pride/ not having pride

Reasons for not having pride among n=70 who gave this rating

The main reason for not having pride in Hamilton remains the same, with two in five mentioning that areas look run down or untidy (40%). Poorly maintained roads and street plantings are mentioned next most (31%). Significantly more residents mentioned crime (19% cf. 2%) this wave.

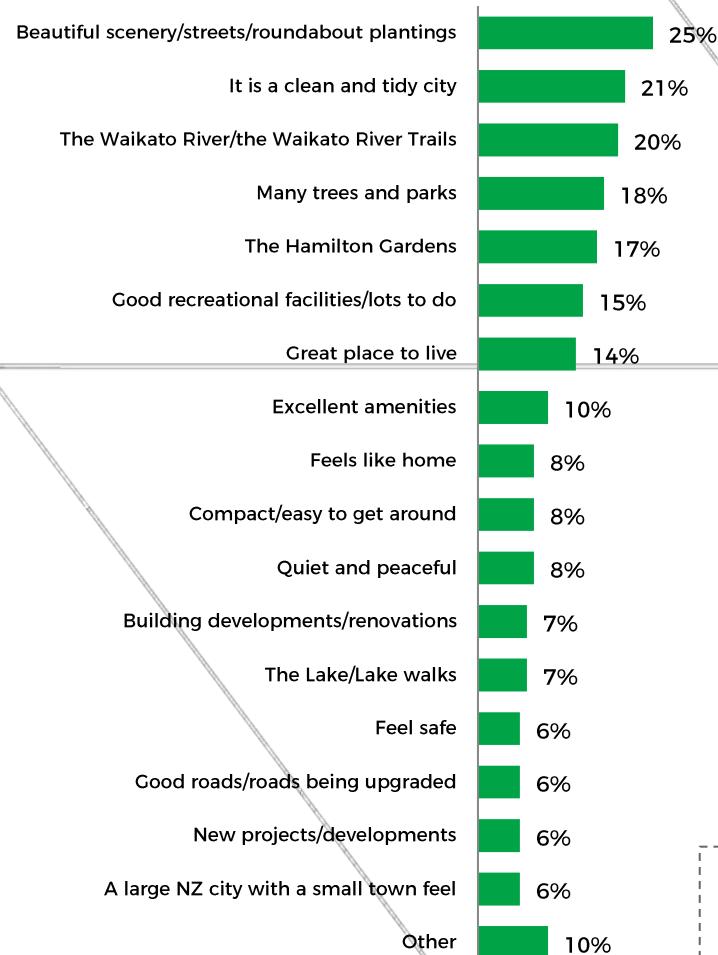


Base: Those who disagree that they have pride in the way Hamilton looks and feels (n=70) Q10. And for what reasons do you disagree that you have pride in the way Hamilton looks and feels?

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Reasons for having pride among n=138 who gave this rating

Among residents, the reasons given by those who have pride in the way Hamilton looks and feels are its beautiful scenery (25%), cleanliness (21%) and The Waikato River and river trails (20%).



Note: Charts only show reasons above 5% mentions

Base: Those who agree that they have pride in the way Hamilton looks and feels (n=138) Q10. And for what reasons do you disagree that you have pride in the way Hamilton looks and feels?

□ Significantly higher/lower than the previous wave

Do people feel a sense of community?

The sense of community residents in Hamilton feel with others in their neighbourhood has decreased significantly, with 45% agreeing, down from 52% in December 2021. The proportion of those who disagree remains stable (19%).

Those living in households with more occupants are more likely than the total to agree they feel a sense of community, with 55% of households with 4 or more occupants saying they feel a sense of community in their neighbourhood.

"Becoming increasingly scared of everyone due to the crime being out of control."

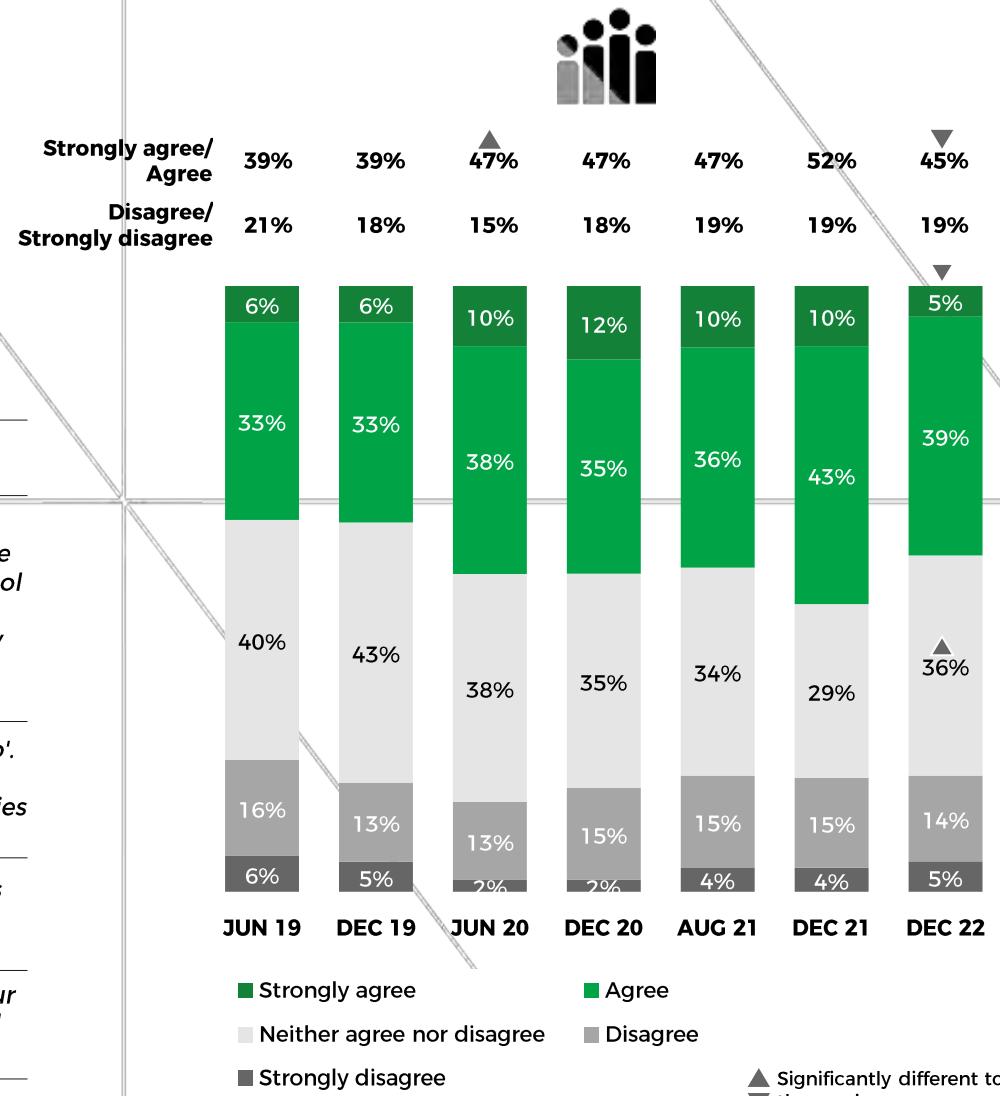
"I live close to the church/ community center on Breckons Avenue in Nawton. Even with everything that's going on in the community, the church/community center has free after school groups for kids during the week they also have adult classes and older aged meet groups. Along with Western Community they help our less fortunate community with food parcels COVID and flu shots, the community truly appreciate them"

"Nothing in common, no contact beyond the occasional 'hello'. We are living in a time of Working from Home, and the neighborhood does not offer much in terms of outside activities of places to go to."

"We have a street Facebook group where our neighborhood is all connected and are also involved in a community watch group."

"Whilst we have some great neighbours - there are a few in our street who are disrespectful and are seen to be in trouble and always fighting."

"Due to my kids being at school and all the friends in the same area we get to frequently participate in community events."

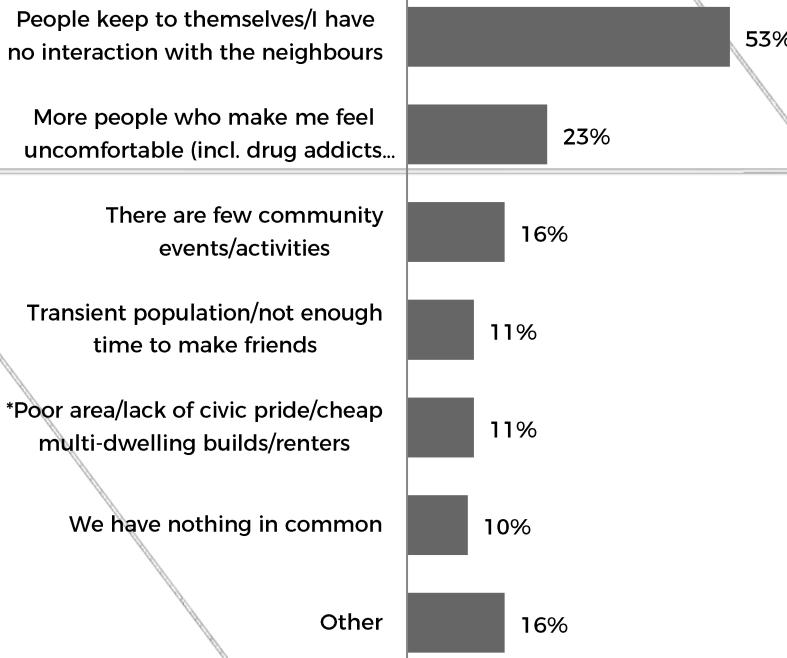


Base: All Respondents: W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372), W5 (n=374), W6 (n=361), W7 (n=336) Q11. How much do you agree or disagree with the following statement? "I feel a sense of community with others in my neighbourhood".

Reasons for feeling/not feeling a sense of community

Reasons for not feeling a sense of community among n=64 who gave this rating

The leading reason given by those who do not feel a sense of community in their neighbourhood remains to be that people keep to themselves/they have no interaction with their neighbours, mentioned by 53%. A new theme appeared this wave, with 11% mentioning poor areas and cheap multi-dwelling builds.



*New code in Dec 2022

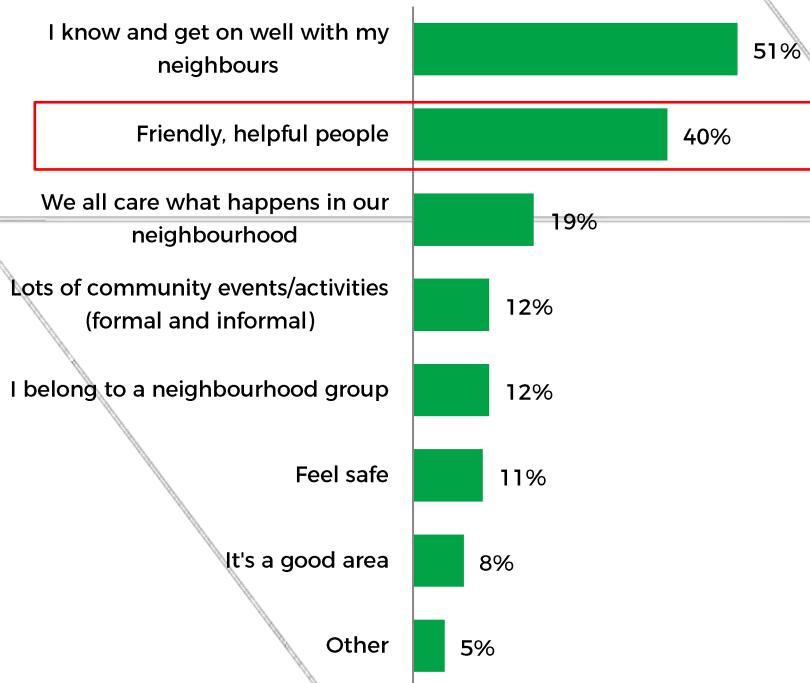
Base: Those who disagree that they feel a sense of community with others in their neighbourhood (n=64)

Q12. And for what reasons do you not feel a sense of community with others in your neighbourhood?

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Reasons for feeling a sense of community among n=145 who gave this rating

The main reason given by those who feel a sense of community is that they know, and get on well, with their neighbours (51%). Significantly less people mentioned the presence of friendly, helpful people in their neighbourhood this wave (40% cf. 52% Dec 21).



Note: Charts only show reasons above 5% mentions

Base: Those who agree that they feel a sense of community with others in their neighbourhood (n=145)

Q12. And for what reasons do you feel a sense of community with others in your neighbourhood?

Significantly higher/lower than the previous wave

Confidence in Council decision-making

Confidence in Council decision making has decreased slightly, with the proportion of residents who agree that the Council's decisions are made in the best interests of the city decreasing from 43% in December 2021 to 36% in December 2022. At the same time, disagreement has increased slightly (24% cf. 19%), however, neither change is significant.

Females (42%) and those who have a very or extremely good quality of life (48%) are more likely to have confidence in council decision making (cf. 36% total).

While those with a good quality of life (30%) are more likely to disagree that they have confidence in council decision making (cf. 24% total).

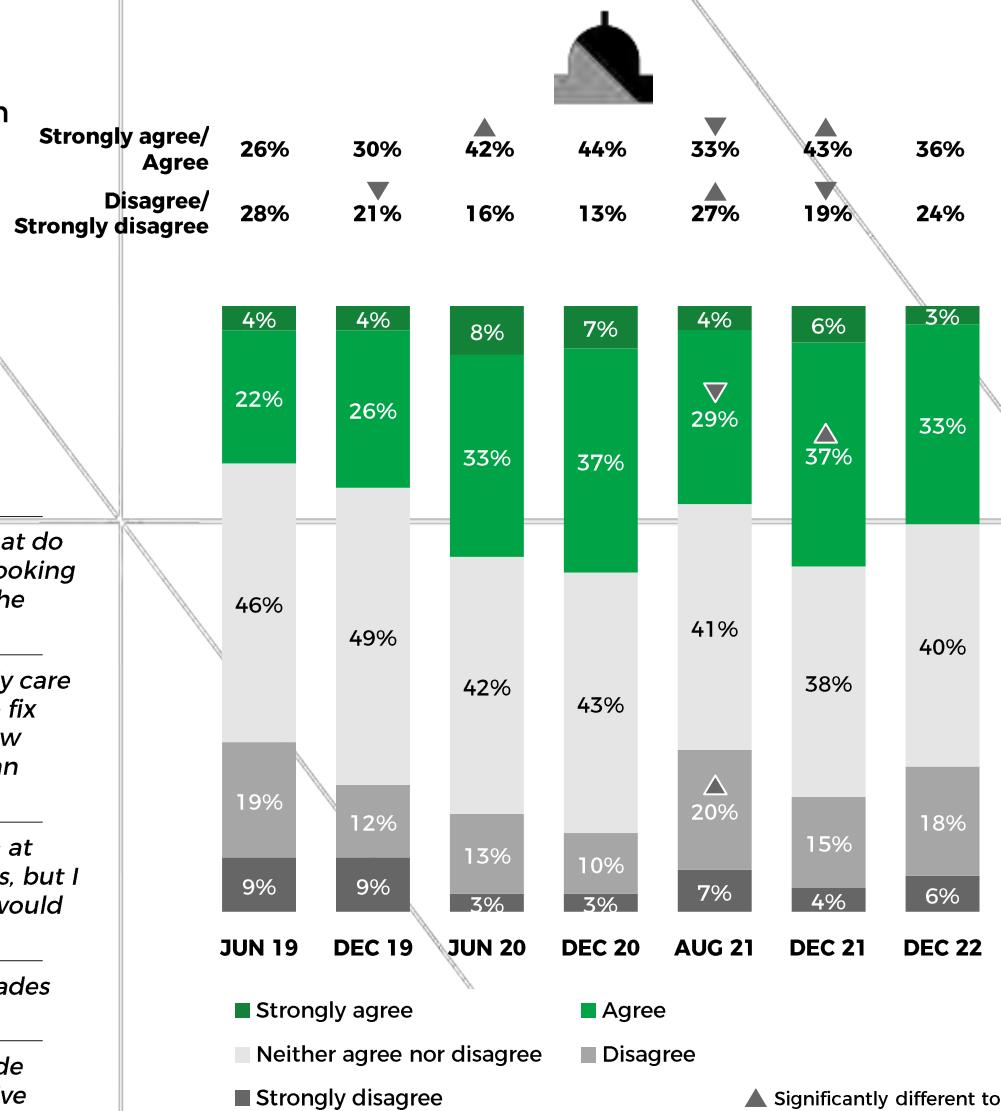
"I think the council has some amazing people working there that do want the best for the city and its citizens. They are constantly looking at improving and thinking outside the square...we want to be the best city in New Zealand."

"I think the council have their own agenda, and they don't really care about what we think. The fact that they have spent so much to fix the Claudelands bridge, so it is safer for cyclists, yet they are now wanting to spend millions more on a dedicated cycle/pedestrian bridge."

"I believe that all councilors have the best interests of Hamilton at heart, and I think that as a whole they will make good decisions, but I am concerned that some of them are less in touch with what would best benefit us."

"There appears to be a lot of wasted money on silly street upgrades that look terrible and a few months later are all abandoned."

"I have so much confidence that the right decisions will be made with this team of councilors, we have some awesome progressive young wahine with Anna, Louise and Sarah. Paula and Angela will lead a great team."



Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372), W5 (n=374), W6 (n=361), W7 (n=336) 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=83 who gave this rating

Those that claim to not have confidence in Council's decision making again cite ratepayers' money not being spent wisely (31%) as the main reason for their rating. Significantly more mentioned the new theatre being poorly thought out and a waste of money (10% cf. 1% Dec 21).



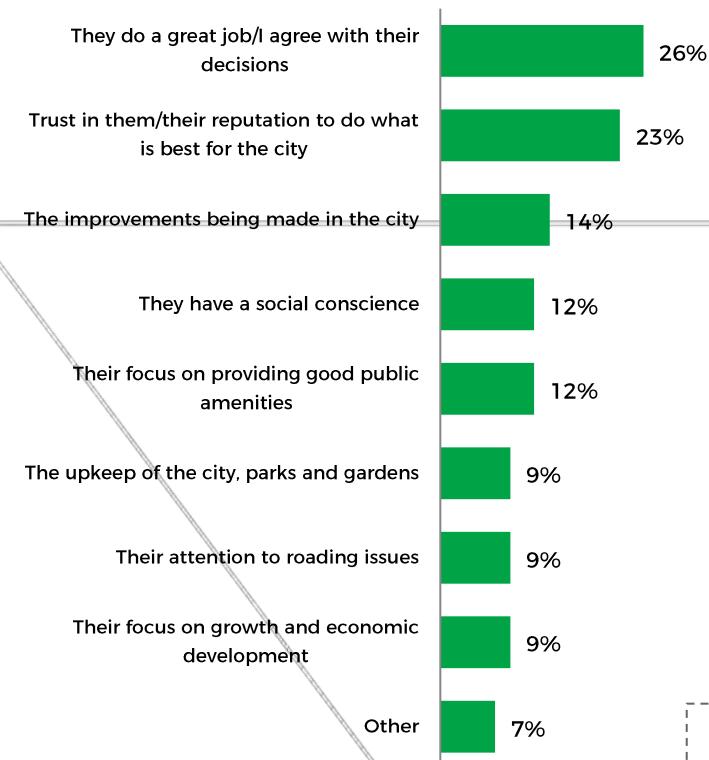
Base: Those who disagree that the Council makes decisions that are in the best interests of their city (n=83)

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=108 who gave this rating

Again those who do have confidence in the Council's decision-making, over a quarter (26%) say the Council do a great job or that they agree with their decisions, while 23% have trust in them and their reputation to do what is best.



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=108)

Q14. And for what reasons do you have confidence that the Council makes decisions that are in the best interests of your city?

□ Significantly higher/lower than the previous wave

Local Body Elections

Aware of local elections

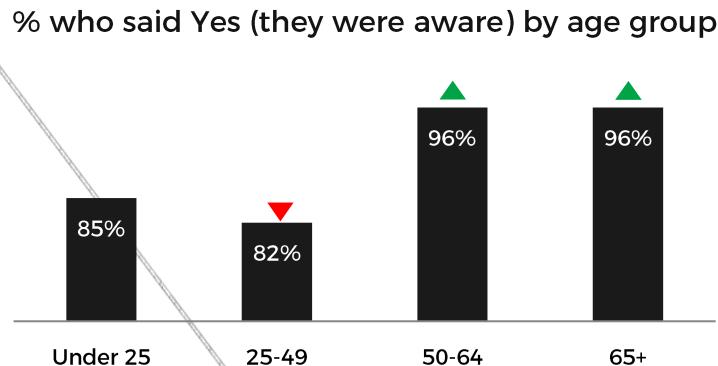
Overall, close to 9 in 10 Hamilton residents knew the local Council elections were taking place before the election closing date (88%), a significant increase from the 2019 elections (81%).

Those who were more likely to say yes they were aware were (cf. 88% total):

- Those aged 65+ (96%)
- Those aged 50-64 (96%)

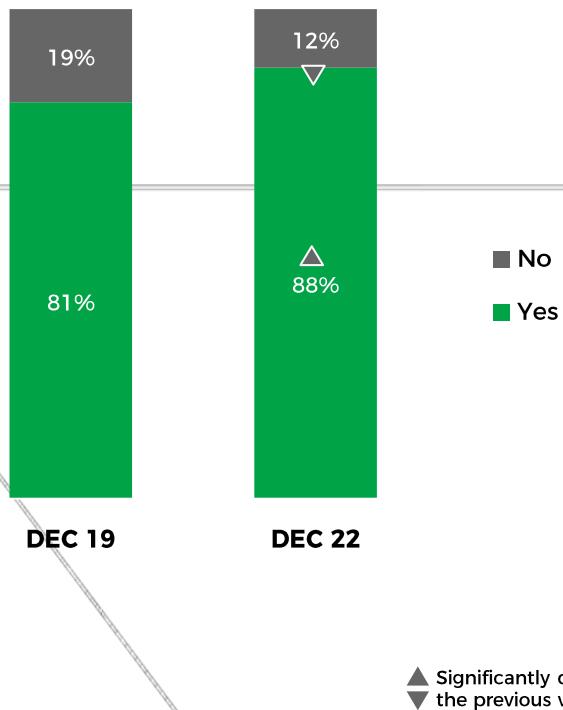
Those who were more likely to say no they were not aware were (cf. 12% total):

- Those aged 25-49 years (18%)
- Those of Pacific ethnicity* (52%) (*Note: very small sample size n=4).



▲ Significantly different to
▼ the total

Aware that elections were taking place



▲ Significantly different to
▼ the previous wave

Base: All Respondents, Dec 19 (n=370), Dec 22 (n=336)
Q25. Local Body Elections, where people could vote for Mayor and councillors, were held in October this year. The closing date for voting was 12th October. Before this closing date, were you aware these elections were taking place?

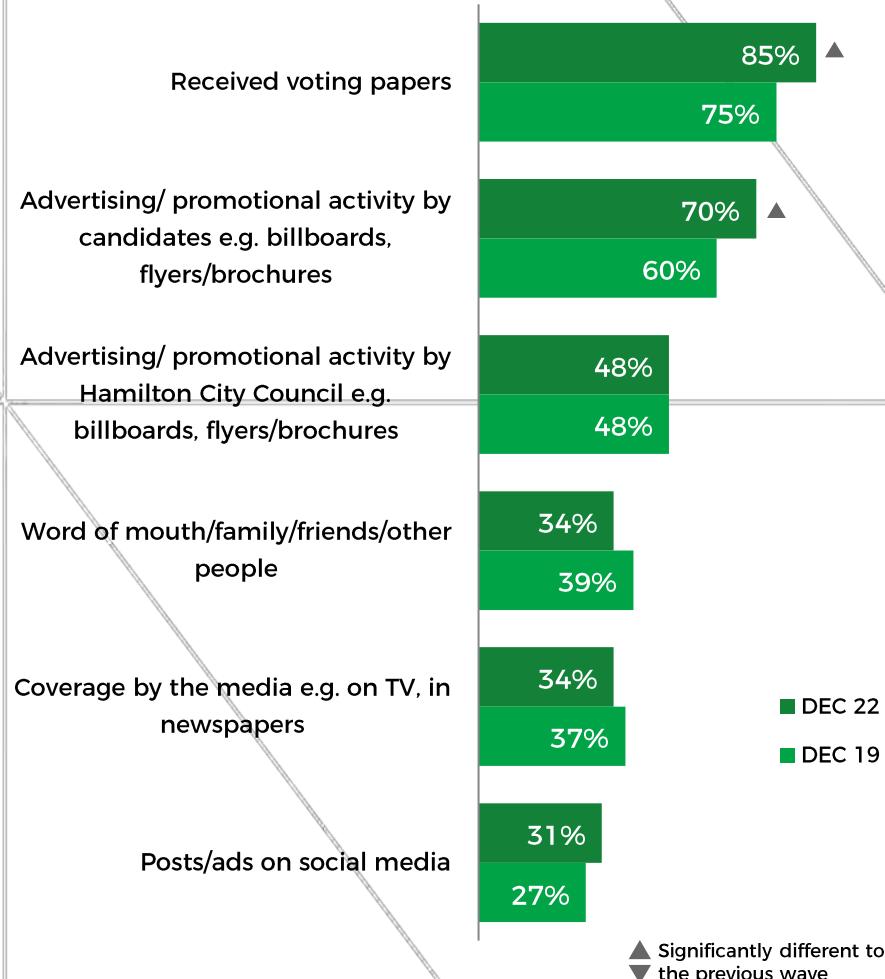
How did people know the local body elections were taking place?

85% of those aware said they knew the elections were taking place because they received their voting papers in the post. Seven in ten (70%) said they saw advertising by candidates and just under half (48%) said they saw advertising by Hamilton City Council itself.

Compared with results seen following the 2019 election, this year significantly more people became aware of the election by receiving their voting papers (85% cf. 75% Dec 19) and through advertising/ promotional activity by candidates (70% cf. 60% Dec 19).

Those aged 65+ were more attuned to promotional activity around the local elections, being significantly more likely than the total to have seen advertising/ promotional activity by candidates (86% cf. 70%), advertising by Hamilton City Council (63% cf. 48%) and media coverage (55% cf. 34%).

Those aged under 25 were significantly less likely to have seen advertising/promotional activity by candidates (56% cf. 70% total) or media coverage on the local elections (21% cf. 34% total).



Base: Those who were aware the elections were taking place Dec 19 (n=297), Dec 22 (n=302) Q26. How did you know that the Hamilton City Council elections were taking place?

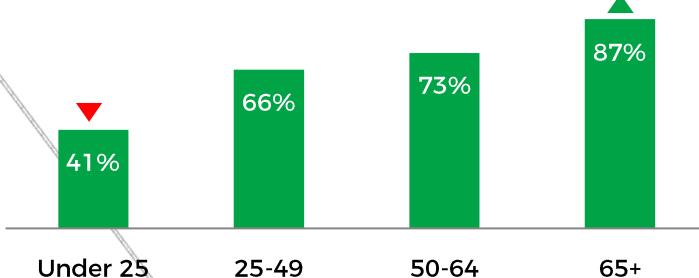


Voted in local elections

Amongst Hamilton residents who were aware of the local Hamilton City Council elections, two-thirds (67%) of Hamilton residents claimed they personally voted. Voter turn-out was similar to the 2019 Local Body Elections, where 68% voted.

Residents aged 65+ years (87%) were significantly more likely to have voted, while those aged under 25 were less likely (41%).

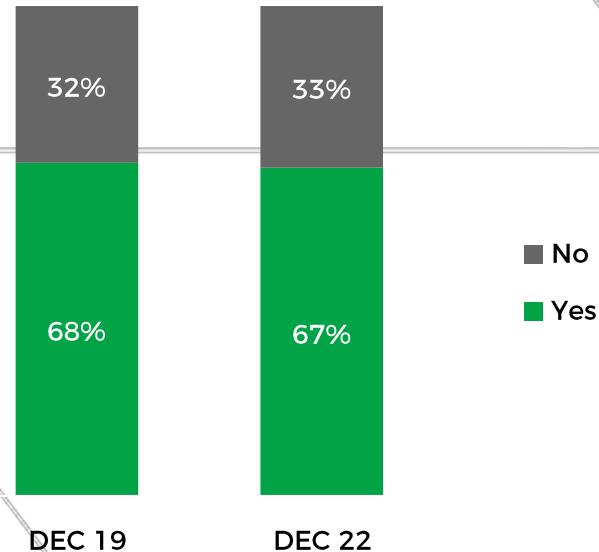
% aware of elections who said Yes (they did vote) by age group



▲ Significantly different to
▼ the total



Voted in local elections?



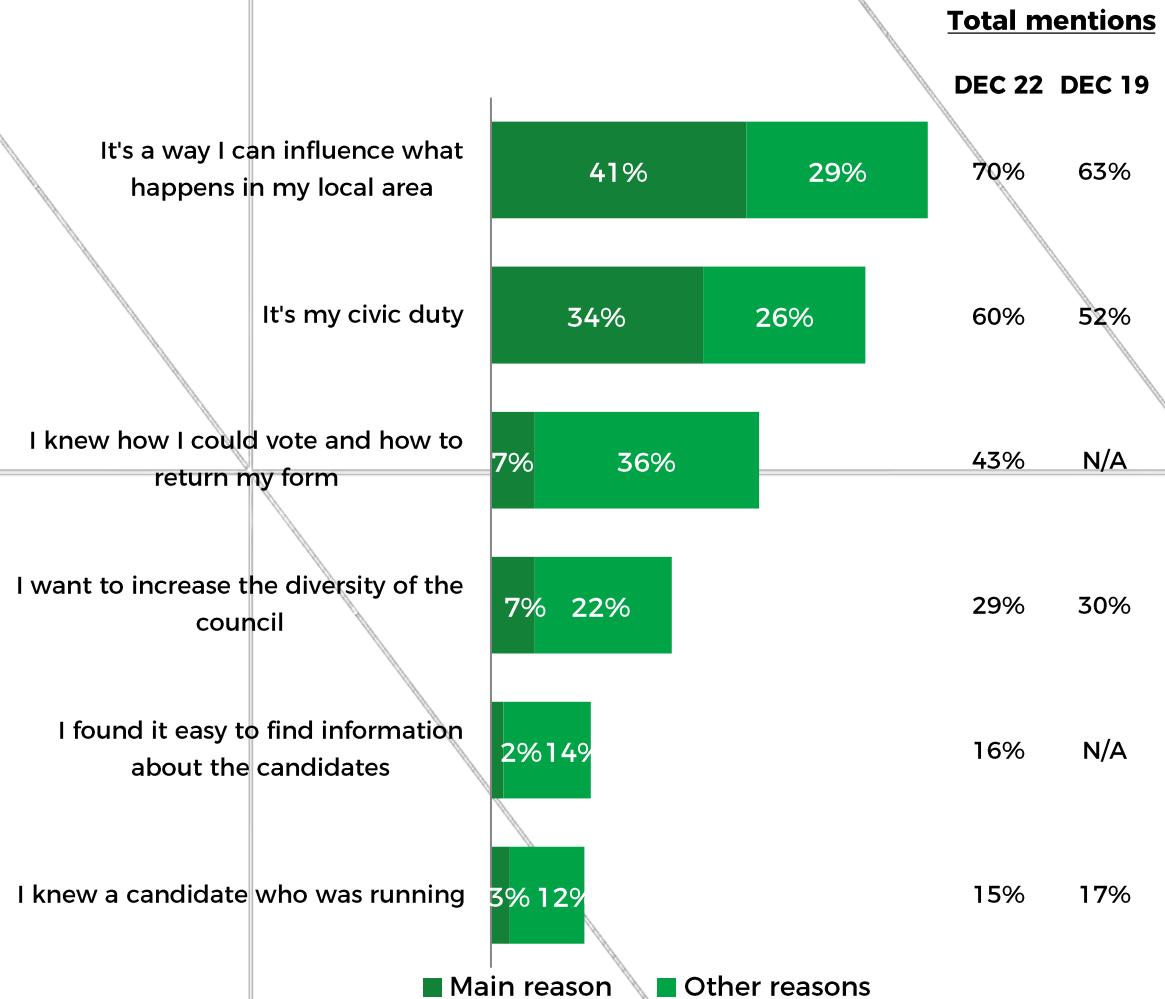
Base: Those aware the elections are taking place Dec 19 (n=297), Dec 22 (n=302) Q27. Did you personally vote in the Hamilton City Council elections?

Reasons for voting in local elections

Reasons for voting are similar to 2019, with the majority saying they vote as it is a way to influence what happens in their area. Amongst those who voted, seven in ten mention they did so as it is a way to help influence what happens in their local area (70% cf. 63% Dec 19). This was given as the main reason by 41% of voters in 2022.

Following this, two in five (60% cf. 52% Dec 19) mention it is their civic duty to vote in local elections, with 34% citing it as their main motivation to vote.

Those aged 65+ were significantly less likely to say the main reason they voted was to influence what happens in their area (24% cf. 41% total), and significantly more likely to say it is their civic duty (47% cf. 34%).



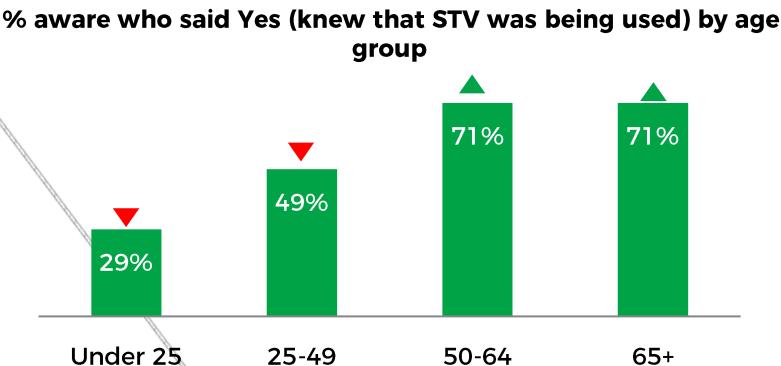
Base: Those who voted in the elections Dec 19 (n=200), Dec 22 (n=204)
Q28. What reasons motivated you to vote in the Hamilton City Council elections?
Q29. And what would you say was your main reason for voting?

Awareness of new voting process - Single Transferrable Vote (STV)

Amongst those who voted in the local elections, over half (57%) were aware that the local body elections used a new voting process this year.

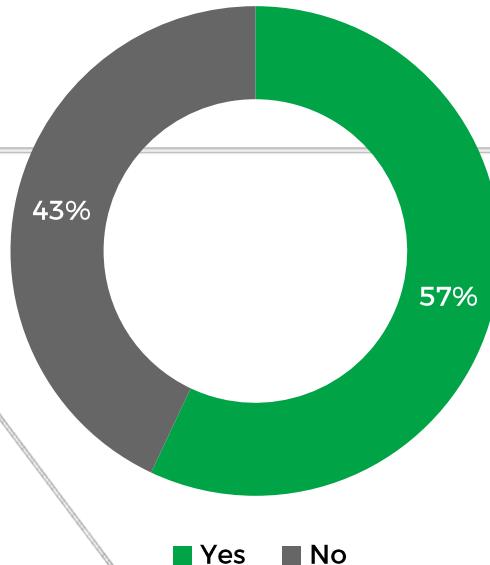
Older age groups, 50-64 (71%) and 65+ (71%) and those of NZ European/Other ethnicities (68%) were more likely to be aware the new STV voting process (cf. 57% total).

While those aged under 25 (29%) and 25-49 (49%) were less likely to be aware that the new STV process was being used, before voting. Māori (35%), Indian/Asian (30%) and females (51%) were also less likely to be aware.



▲ Significantly different to
▼ the total

Aware that local body elections were using a new system - Single Transferrable Vote (STV)



Base: Those who voted in the elections (n=204)
Q46. Before the closing date for voting on 8 October 2022, were you aware local body elections were using a new process called Single Transferable Vote or STV?



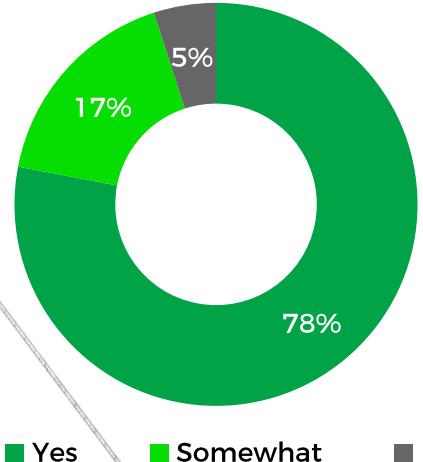
Understanding around new voting process (STV)

Amongst those who voted in the recent Local Body Elections, almost all (95%) claimed to have *at least somewhat* understood what they needed to do to vote using the new Single Transferable Vote system, with over three quarters (78%) saying yes, they understood.

Amongst those who did know how to vote, over four in five (85%) said they knew how to vote after receiving their voting papers.

Those of Asian/Indian ethnicity (18%) were significantly more likely to not understand the new STV system (cf. 5% total).

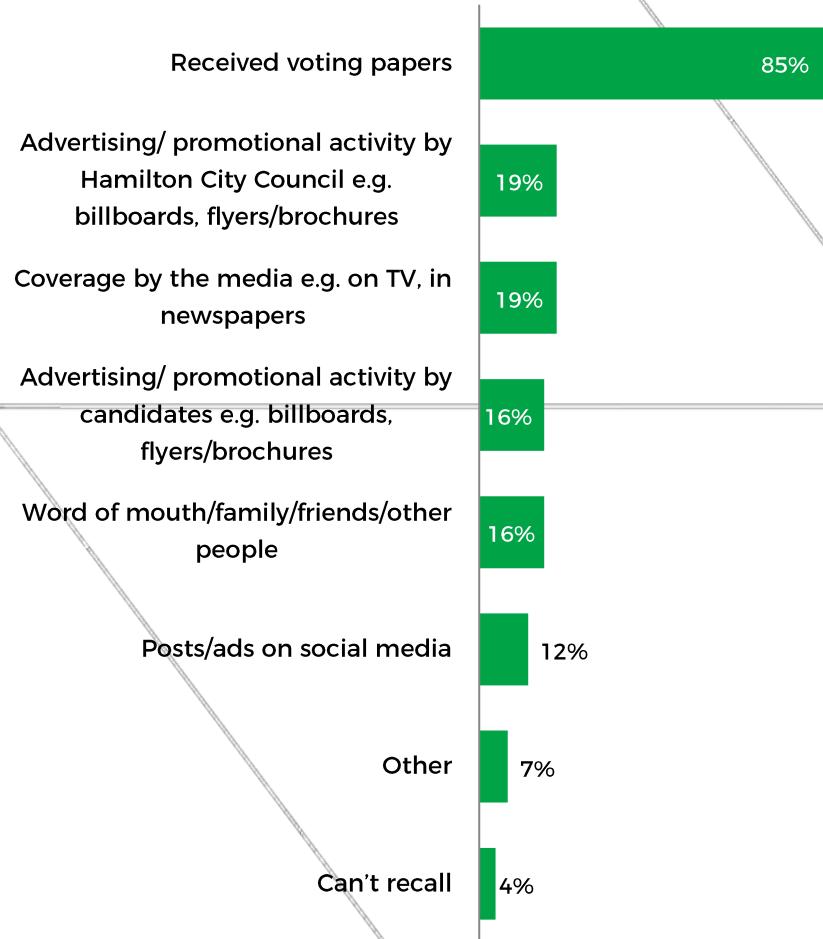
Understood what to do to vote using STV System



Base: Those who voted in the elections (n=204)

Q47. Did you understand what you needed to do to vote for Hamilton City Council candidates using the new STV system (e.g., ranking the candidates in order of preference instead of ticking/selecting preferred candidates)?

How they knew how to vote using STV System



Base: Those who did not vote in the elections (n=196)

Q48. How did you know what you needed to do to vote in this year's Local Body Elections using the STV system?

Ease of voting process

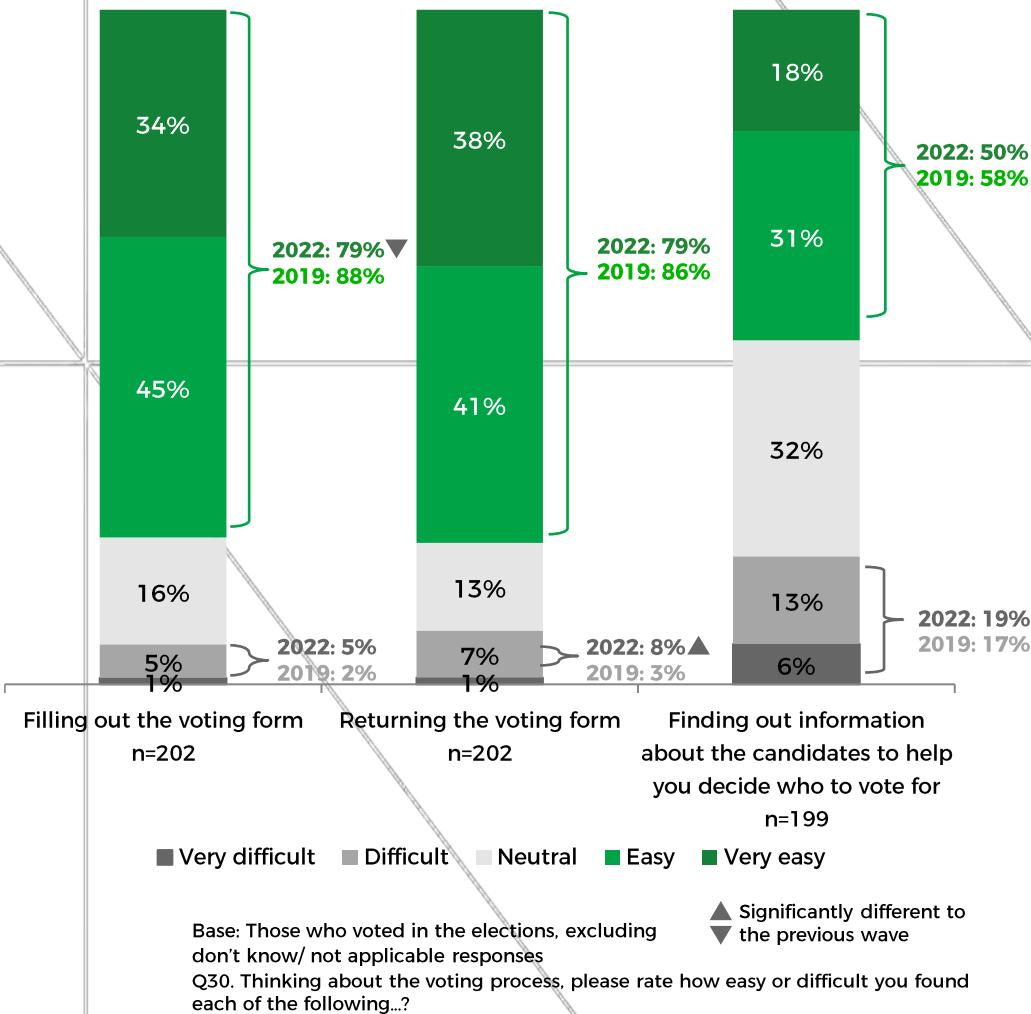
Filling out and returning the voting form are generally regarded as being easy to do by those who voted, with four in five (79%) rating both aspects as easy or very easy.

In comparison, finding information to help decide which candidate to vote for is considered less easy, with just half (50%) saying that it is easy, while 19% say it is difficult.

Compared with results seen following the 2019 election, significantly less people feel that filling out the voting form was easy to do this year (79% cf. 88% Dec 19), while significantly more feel that returning the voting form was difficult this year (8% cf. 3% Dec 19).

Those of NZ European/Other ethnicities (84%) were significantly more likely to say filling out the form was easy (cf. 79% total).

Those of Māori ethnicity (67%) and females (59%) were significantly more likely say it was easy to find information on candidates to help in their voting decisions (cf. 50% total), while those aged 65+ were more likely to say that it was difficult (30% cf. 19% total).



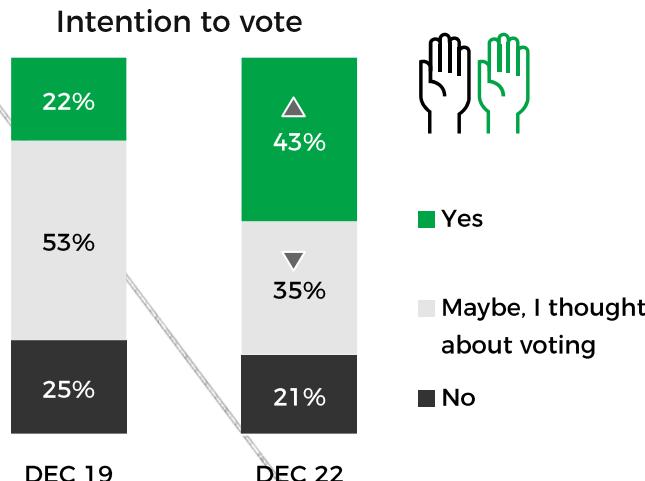
Intention to vote and reasons for not voting

Amongst those who said they did not vote in the local elections, more than two in five (43%) had intended on doing so, up significantly from 2019 (22%). A further third (35%) claimed to have thought about voting but did not follow through. One in five Hamilton residents (21%) had no intention of voting, down slightly (not significantly) from 2019 (25%).

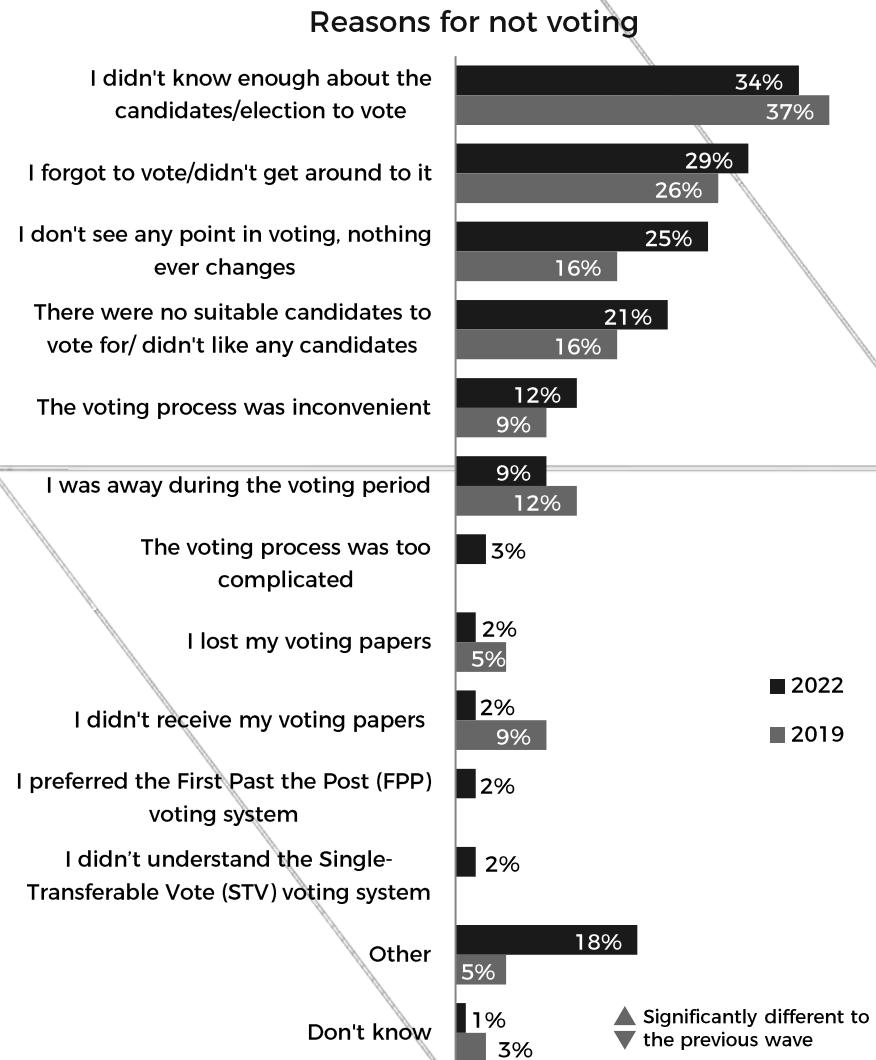
Those of NZ European/Other ethnicities (30%) were significantly more likely to say they had no intention of voting.

The reasons given for not voting are similar to 2019, with the leading reasons being not knowing enough about candidates, and not getting around to it/forgetting, mentioned by 34% and 29%, respectively, this year.

NZ European/Other ethnicities were more likely to say they didn't know enough about candidates (44% cf. 34% total), while those aged 65+ were more likely to prefer the First Past the Post system (23% cf. 2% total).



Base: Those who did not vote in the elections Dec 19 (n=97), Dec 22 (n=98)
Q31. Did you intend to vote in the Hamilton City Council elections?



Base: Those who did not vote in the elections Dec 19 (n=97), Dec 22 (n=98)
Q32. For what reasons did you not vote in the Hamilton City Council elections?

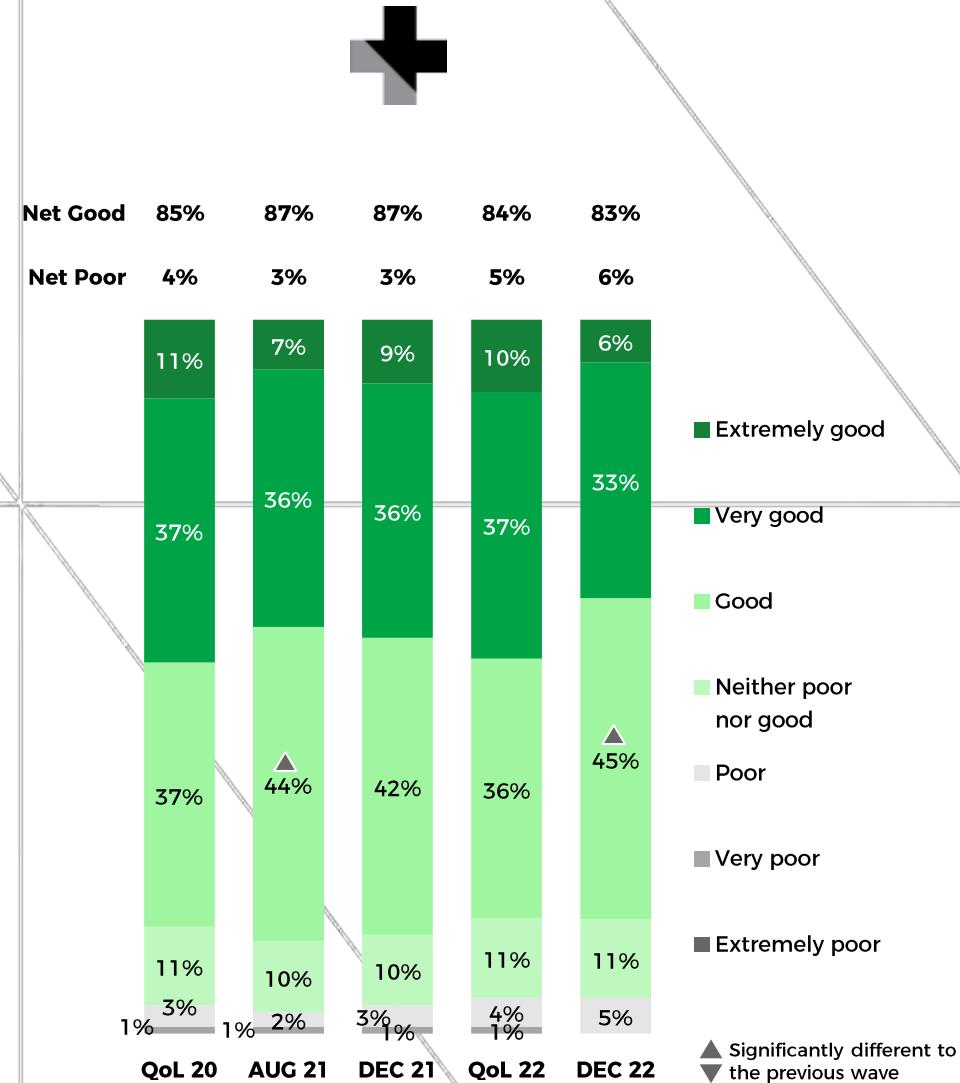
Overall Quality of Life

The majority of Hamilton residents have, at least, a good quality of life (83%), while 6% consider their quality of life to be poor. Results are consistent with the 2022 Quality of Life survey, where 84% of Hamilton residents claim to have a good quality of life, however, are down slightly compared to the Dec 21 Pulse survey (87%).

Significantly more claim to have a 'good' quality of life compared to the recent 2022 Quality of Life survey (45% cf. 36%).

Those who consider themselves as having enough or more than enough (95%) money to meet their everyday needs are significantly more likely than total to rate their quality of life at least good (cf. 83% total).

Conversely, those who do not have enough money to meet their everyday needs (17%) are significantly more likely to say their quality of life is poor (cf. 6% total).



Base: All Respondents; QoL 20 Hamilton (n=499), W5 (n=374), W6 (n=361), QoL 22 Hamilton (n=545), W7 (n=336)

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

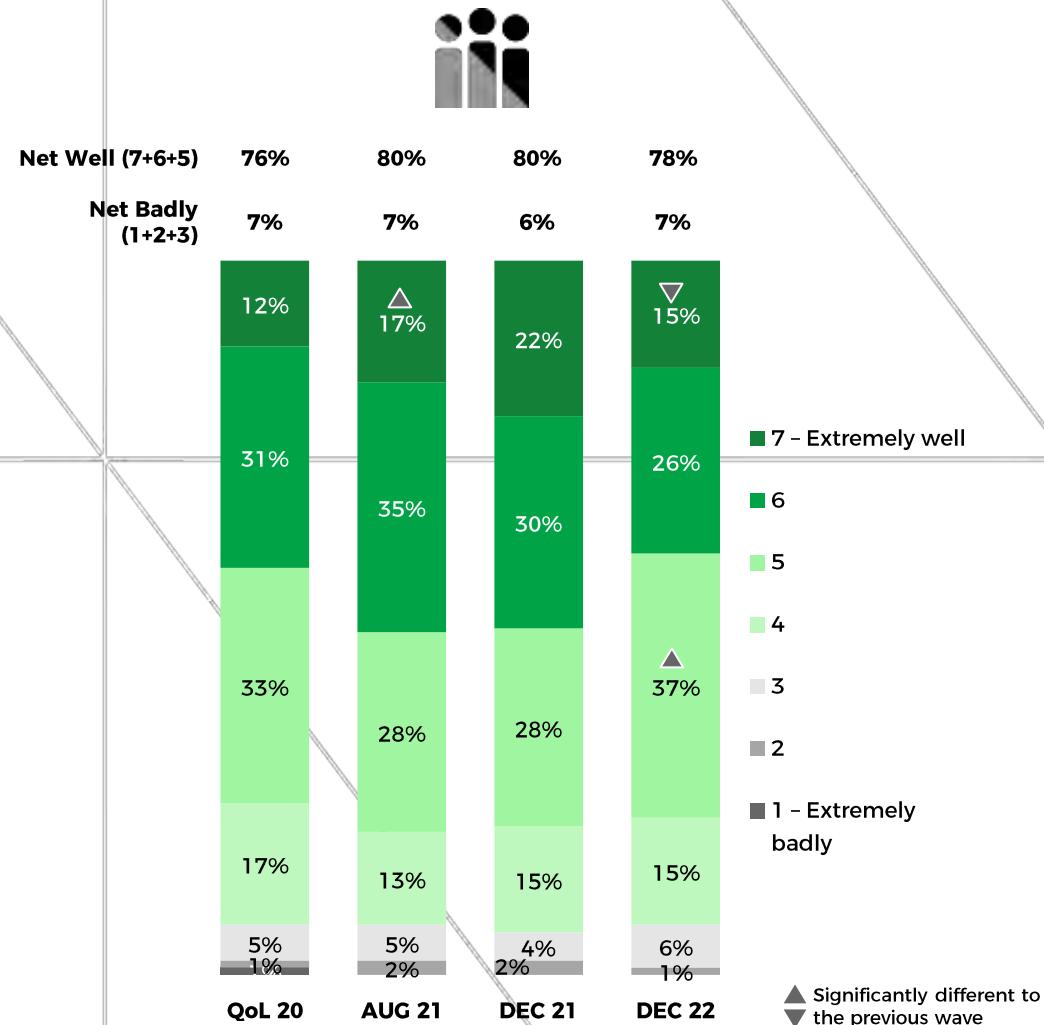
Consideration of the wellbeing of Hamilton residents' family/whānau is relatively stable, with just under four in five (78%) saying to their family/whānau is doing well. This is a slight, but not significant decrease from the previous wave (80%).

There has been a significant decrease in those who rated the wellbeing of their whānau '7 – extremely well' (15% cf. 22% Dec 21), and a corresponding significant increase in the proportion who gave a rating of '5' (37% cf. 28% Dec 21).

Those aged 65+ (89%) and those who claim to have at least enough or more than enough money to meet their everyday needs (87%) are significantly more likely to say their whānau are doing at least 'well' (cf. 78% total).

Conversely, those who don't have enough money are significantly more likely to say their family is doing badly (24% cf. 7%). Those who claim to have a poor quality of life* (45%) are also more likely to say their family is doing badly.

(*Note: small sample size n=16).



Base: All Respondents excluding "Don't have any family", "Can't define my family", and "Don't know/prefer not to say"; QoL 20 Hamilton (n=472), W5 (n=356), W6 (n=341), W7 (n=306). 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: This question was not asked in the 2022 QoL Survey.



Income meeting everyday needs

Over half of Hamilton residents (46%) have enough or more than enough money to meet their everyday needs, a further 38% claim to have just enough money. One in ten (11%) say they do not have enough money to meet their everyday needs.

The proportion who claim to have enough money to meet their everyday needs is slightly higher than that of the QoL 2022 survey (84% cf. 79% QoL 22). Compared to the QoL 2022 survey, significantly less respondents claim to not have enough money to meet their needs (11% cf. 17% QoL 22).

Those of NZ European/ Other ethnicities (51%), owner-occupiers (51%) and those with an extremely good or very good quality of life (69%) are more likely than average to say they have enough or more than enough money to meet their everyday needs (cf. 46% total).

While those who claim to have a poor quality of life* (32%) are significantly more likely to say they do not have enough money (cf. 11% total).

(*Note: small sample size n=19).



Ability of income to meet everyday needs

Not enough money

Dec 22: 11% ▼
QoL 22: 17%



▼

Enough money (NET)

Dec 22: 84%
QoL 22: 79%

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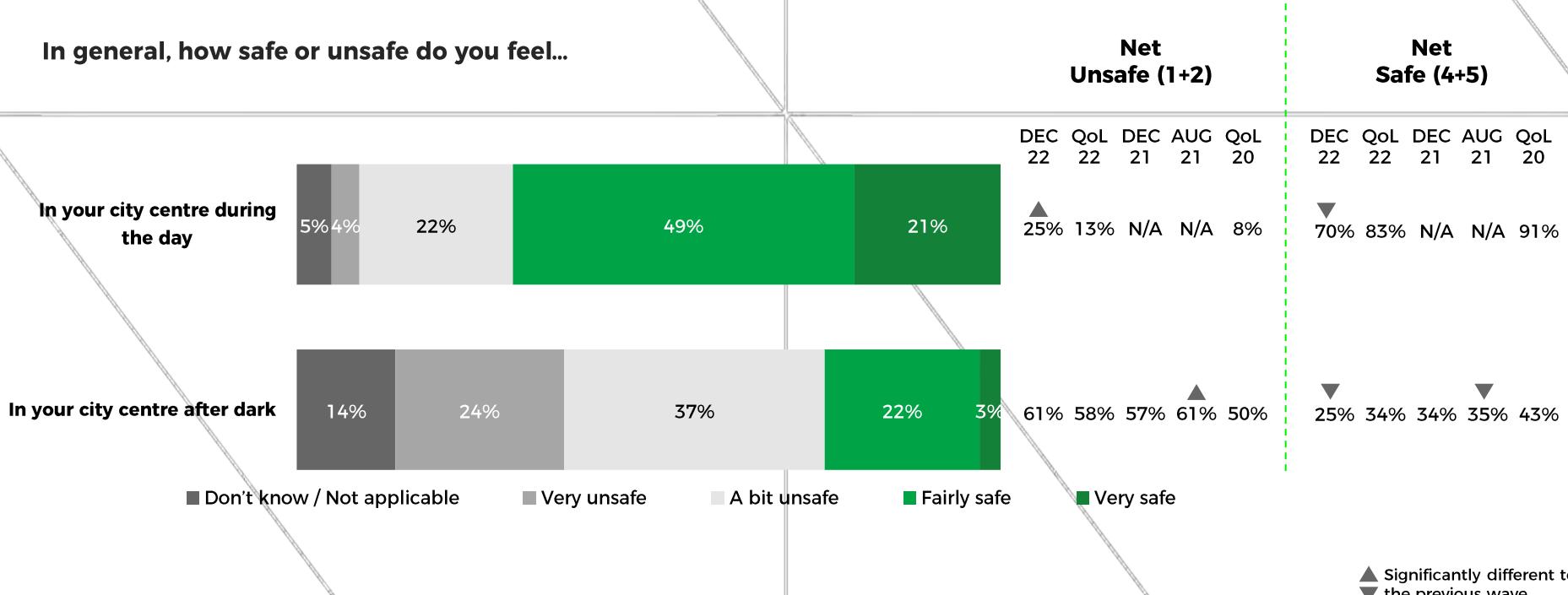
How safe do you feel...

Seven in ten (70%) Hamilton residents claim they feel safe in the city centre during the day, while a quarter (25%) feel unsafe. However, residents claim to feel much less safe in the city centre at night time, with just 25% claiming they feel safe. Just over three in five (61%) claim to feel unsafe in their city centre after dark. Compared with the QoL 2022 survey, significantly less Hamilton residents feel safe in their city centre, both **during the day** (70% cf. 83% QoL 22) and **after dark** (25% cf. 34% QoL 22).

Those with a poor quality of life* (46%) and those who do not have enough money to meet their everyday needs (43%) claim to feel more unsafe during the day than the total (25%). While those with enough or more than enough money (76%), and those with a very good or extremely good quality of life (79%) are more likely than the total to feel safe during the day (cf. 70% total). (*Note: small sample size n=19)

Those of NZ European/Other ethnicities (67%) and those with a poor quality of life* (91%) are more likely to feel unsafe in city centre after dark (cf. 61% total). While those with enough or more than enough money are more likely to feel safe (31% cf. 25% total).

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



Base: All Respondents; QoL 20 Hamilton (n=499), W5 (n=374), W6 (n=361), QoL Hamilton 22 (n=545) W7 (n=336)

Q9r4. In general how safe or unsafe do you feel in the city centre during the day time?

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

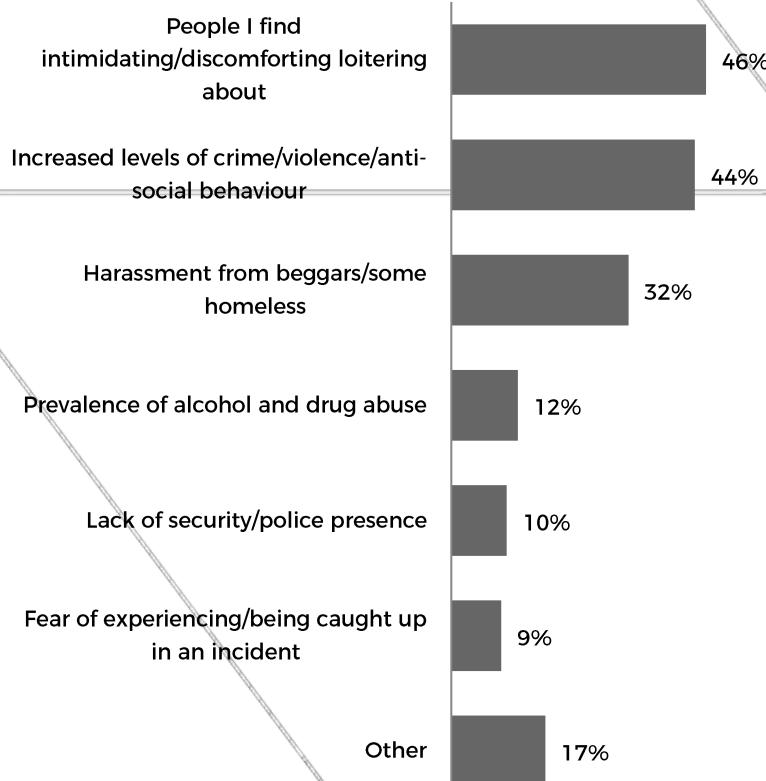
Note: comparisons with the Quality of Life results are indicative only

Reasons for feeling unsafe/safe in your city centre during the day

Reasons for feeling unsafe in the city centre during the day

among n=88 who gave this rating

Amongst those who mentioned feeling unsafe in their city centre during the day, the main reasons given for this were the presence of intimidating/discomforting people loitering about (46%) and increased levels or crime or anti-social behaviour in the city centre (44%).

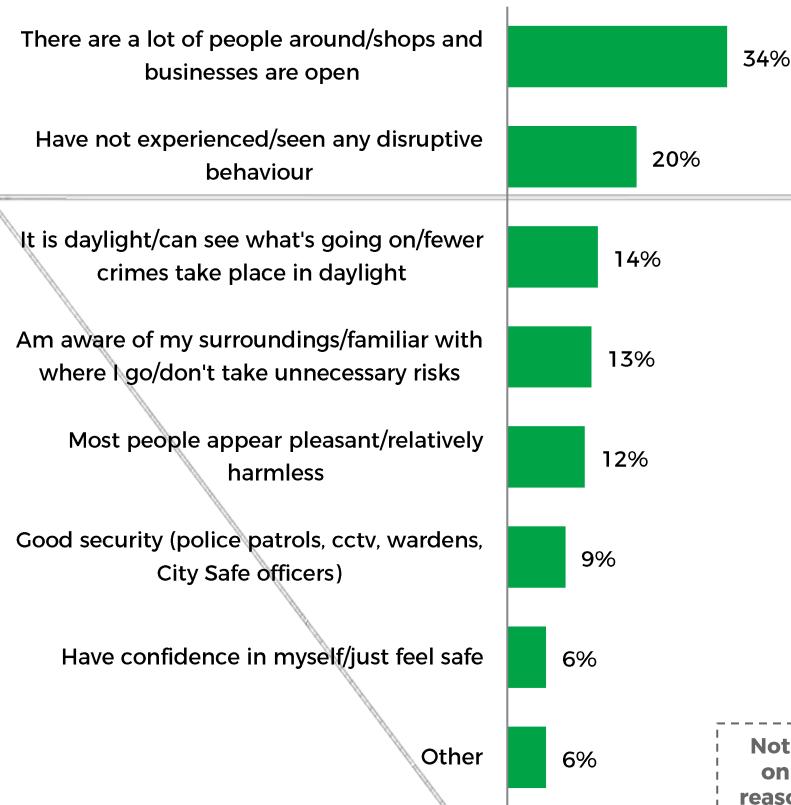


Base: Those who feel unsafe in the city centre during the daytime (n=88)
Q45. And for what reasons do you feel unsafe in the city centre during the daytime?
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Reasons for feeling safe in the city centre during the day

among n=233 who gave this rating

The main reasons given for feeling safe in their city centre during that day, were that there are a lot of people around/ businesses are open (34%) or having not seen or experienced any adverse behaviour (20%).



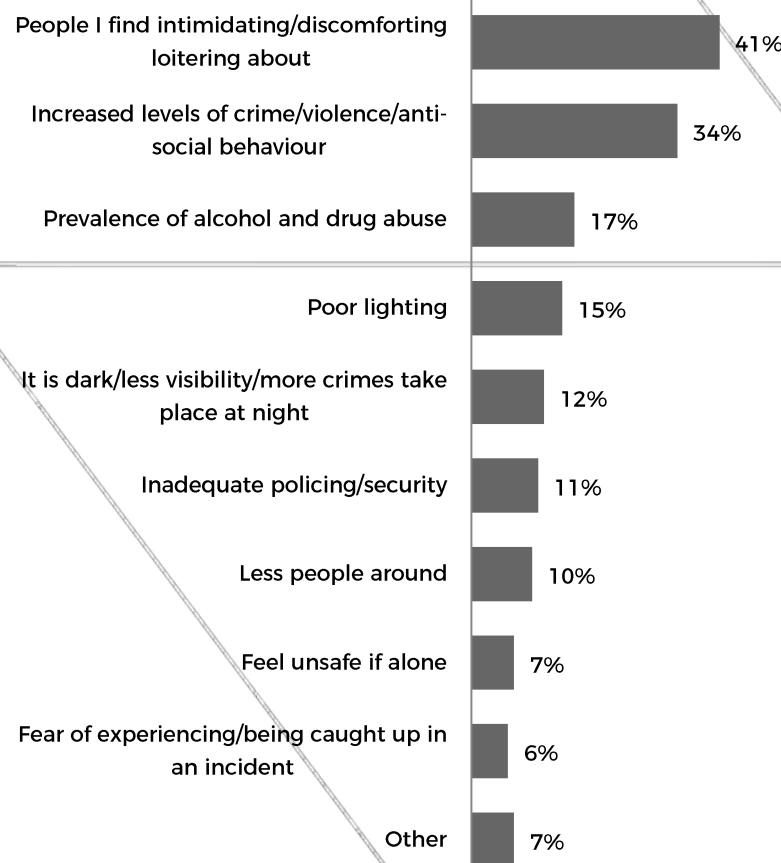
Note: Charts only show reasons above 5% mentions

Base: Those who feel safe in the city centre during the daytime (n=233)
Q45. And for what reasons do you feel safe in the city centre during the daytime?

Reasons for feeling unsafe/safe in your city centre after dark

Reasons for feeling unsafe in the city centre after dark among n=213 who gave this rating

Similarly, the main reasons people feel unsafe in their city centre after dark is people loitering who they sense to be intimidating or discomforting (41%), and the increased levels of crime and antisocial behaviour (34%).



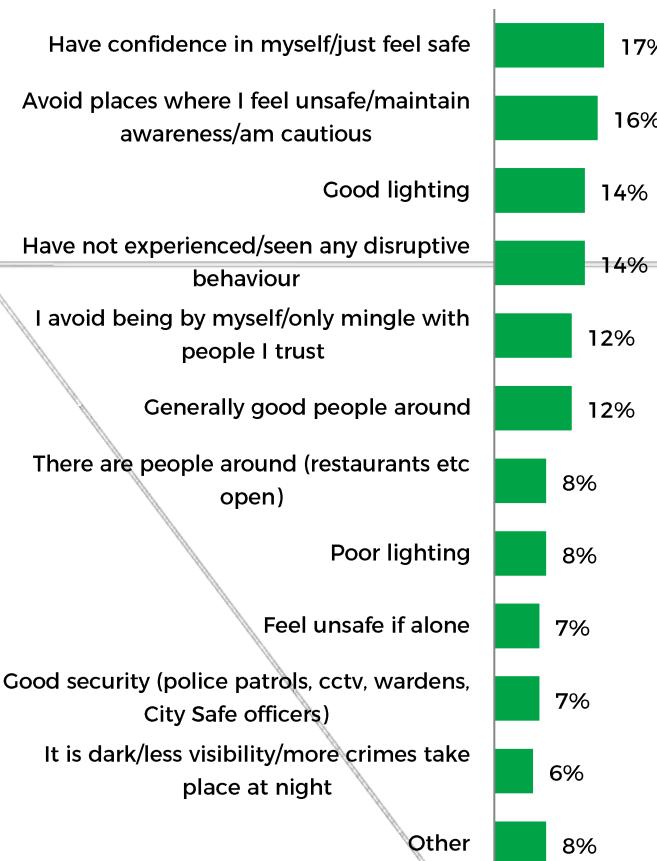
Base: Those who feel unsafe in the city centre after dark (n=213)

Q46NEW. And for what reasons do you feel unsafe in the city centre during the daytime?

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Reasons for feeling safe in the city centre after dark among n=75 who gave this rating

There are no clear standout reasons to feelings of safety in the city at night. Amongst those who claim to feel safe in their city centre after dark, the leading reasons for this were that they have confidence in themselves/just feel safe (17%), or are cautious and avoid places that are unsafe (16%).



Base: Those who feel safe in the city centre after dark (n=75)

Q46NEW. And for what reasons do you feel safe in the city centre during the daytime?

Note: Charts only show reasons above 5% mentions

Experienced prejudice/intolerance in the past 3 months

Overall, a third (32%) of respondents have experienced some kind of prejudice or intolerance over the last 3 months.

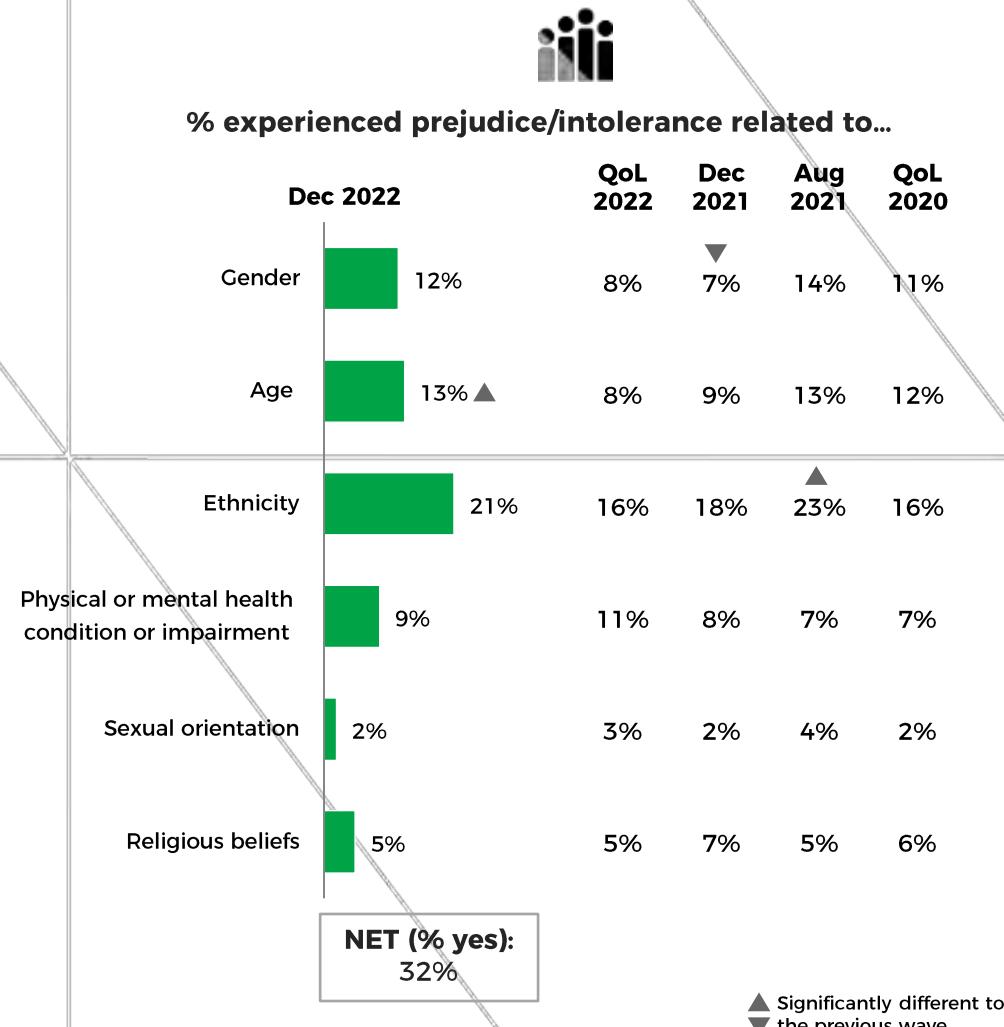
Compared to the recent QoL survey, there has been a significant increase in experiences of prejudice related to age (13% cf. 8% QoL 22). Experiences of prejudice related to gender (12% cf. 8% QoL 22) and ethnicity (21% cf. 16% QoL 22) have also increased, though not significantly. Ethnicity (21%) remains the area where the most prejudice or intolerance is experienced, followed by age (13%).

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

Age: Those aged under 25 (25%) were significantly more likely to say they had experienced prejudice or intolerance on the basis of their age (cf. 13% total).

Ethnicity: Those of Māori (40%) ethnicity were significantly more likely to experience discrimination based on their ethnicity (cf. 21% total), while Europeans were significantly less likely to experience racial discrimination (11%).

Physical or mental health condition or impairment: Those of Māori ethnicity (17%), females (14%), and those under 25 (19%) were significantly more likely to experience discrimination based on their physical or mental health condition (cf. 9% total).



Base: All Respondents: QoL 20 Hamilton (n=495-498), W5 (n=374), W6 (n= 361), QoL Hamilton 22 (n=540-542), W7 (n=336) 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...

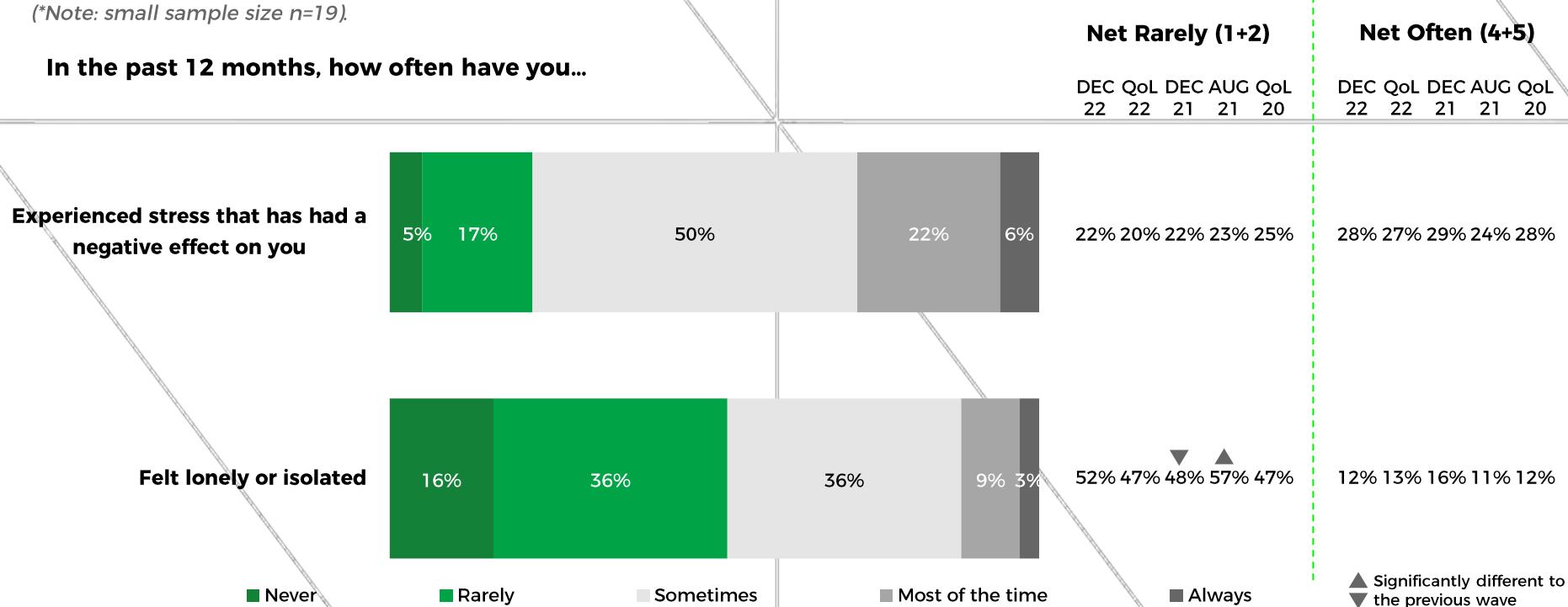
There has been a slight (though not significant) increase in the proportion who claim to rarely experience stress that effects them negatively (22% cf. 20% QoL 22), as well as an increase, again not significant, in those who rarely feel isolated or lonely (52% cf. 47% QoL 22). This decrease in feelings of loneliness/isolation is likely attributable to the removal of Covid-19 restrictions and lockdowns, as New Zealand returns to seemingly normal day to day life.

Those significantly more likely than the total (29%) to say they experience stress often are aged 25-49 (33%), those who do not have enough money to meet their everyday needs (66%) and those with a poor quality of life* (74%). While those aged 65+ (52%), those with enough or more than enough money (31%) and those with a very good or extremely good quality of life (35%) are more likely to say they rarely experience negative stress (cf. 22% total).

Those aged under 25 (22%), those with not enough money (49%), and those with a poor quality of life* (34%) are more likely than the total to say they feel lonely or isolated often (cf. 16% total). Conversely, those aged 65+ (77%), those with enough or more than enough money (63%) and those with a very good or extremely good quality of life (68%) are more likely to say they rarely feel isolated or lonely (cf. 52% total).

(*Note: small sample size $n=19$).

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



Base: All Respondents; QoL Hamilton (n=500), W5 (n=374), W6 (n=361), QoL Hamilton 22 (n=546), W7 (n=336)

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?

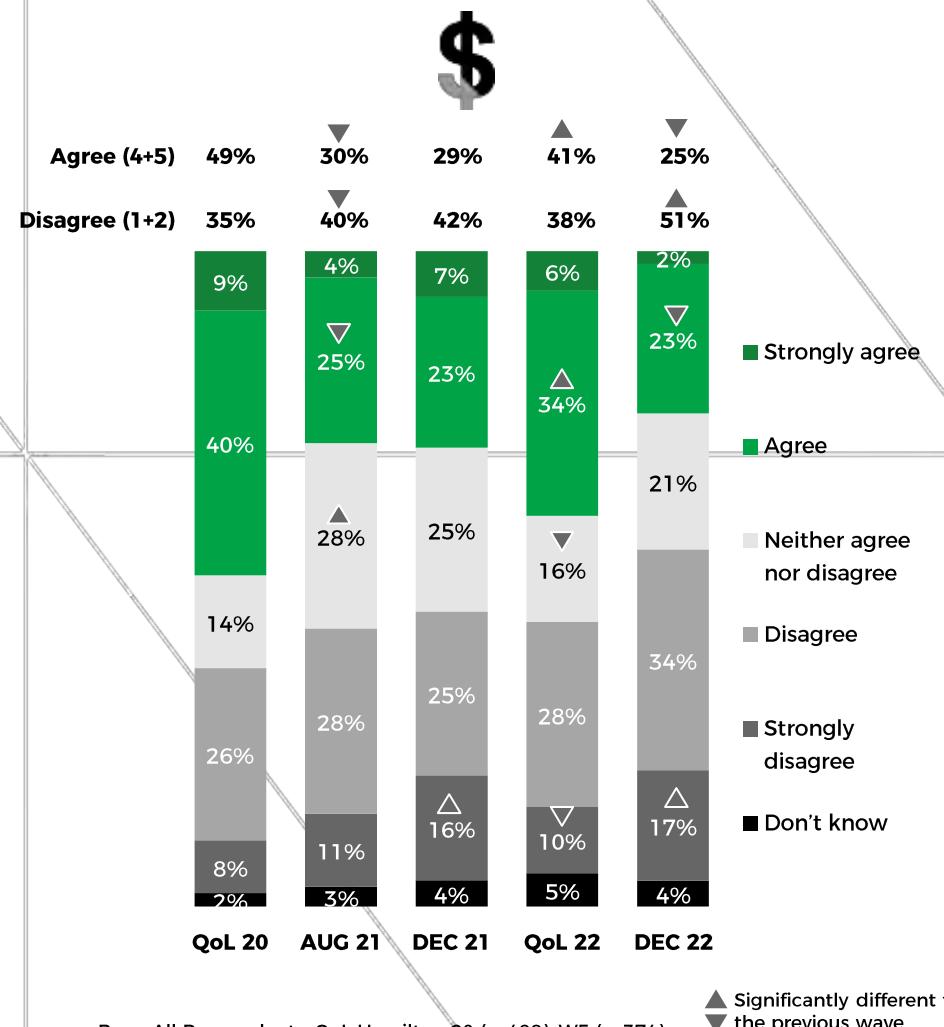
Note: comparisons with the Quality of Life results are indicative only.

Affordability of housing costs

A quarter (25%) of Hamilton residents agree their housing costs are affordable, while over half (51%) disagree this is the case. There has been a significant increase in the proportion who feel their housing costs are *unaffordable*, from 38% in the 2022 Quality of Life Survey December 2021 to 51% in December 2022. The proportion who agree housing costs are affordable has decreased significantly (25% cf. 41% QoL 22).

Those of Asian/Indian ethnicity (72%), those aged 25-49 (59%), those with four or more people in their household (60%) and those who claim to have just enough money (64%) or not enough money (76%) to meet their everyday needs are significantly more likely to disagree that housing costs are affordable (cf. 51% total).

As expected, those who claim to have enough or more than enough money to meet their everyday needs are significantly more likely to agree that housing costs are affordable (36% cf. 25% total).



Base: All Respondents; QoL Hamilton 20 (n=498), W5 (n=374), W6 (n=361), QoL 22 Hamilton (n=545), W7 (n=336) 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

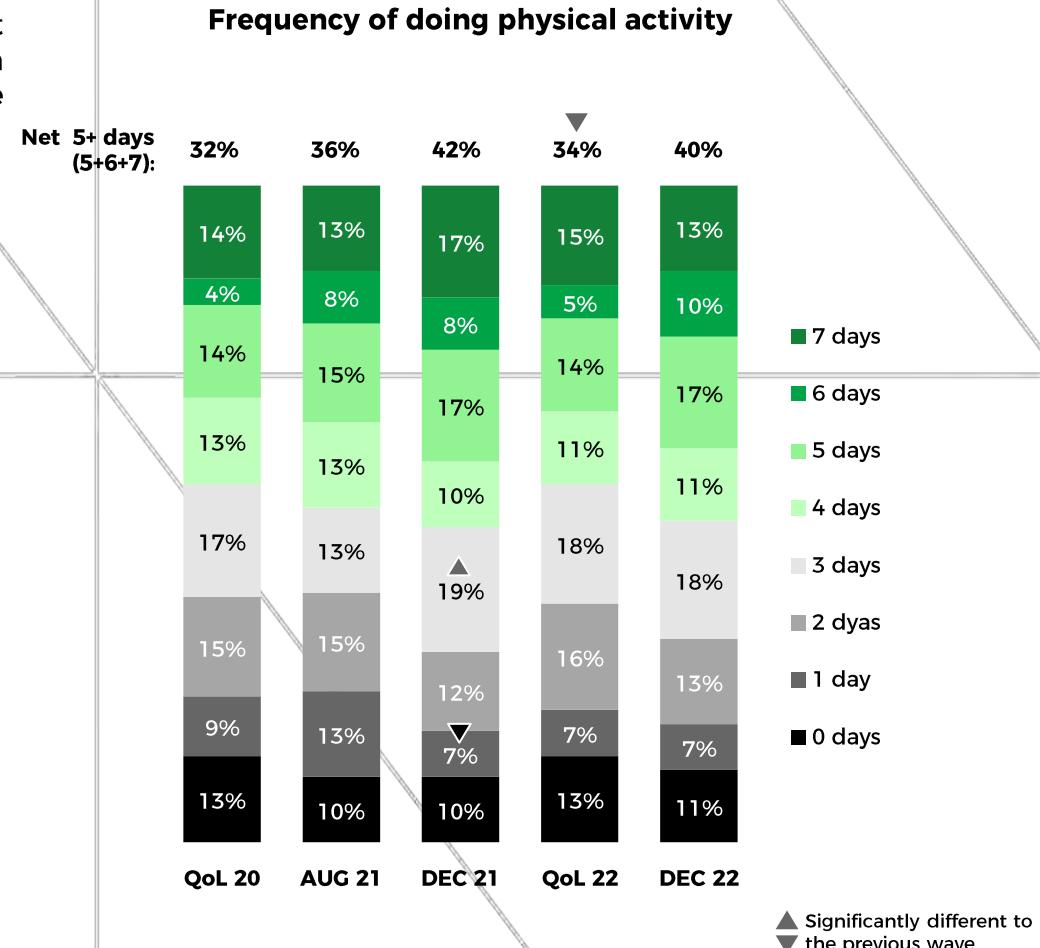
Physical activity and transportation

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 (40%) are meeting these guidelines, up slightly from the recent 2022 Quality of Life survey (34%).

Those aged 50-64 (55%) were significantly more likely to have been active for 30 minutes a day on at least 5 days of the past week (cf. 40% overall).

While females (35%), those aged 25-39 (34%) and those who claim to have a poor quality of life* (19%) were significantly less likely to have been active on at least 5 days of the past week.
(*Note: small sample size n=19).



Base: All Respondents: QoL 20 Hamilton (n=500), W5 (n=374), W6 (n=361), QoL Hamilton 22 (n=544), W7 (n=336)
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

Nine in ten (90%) Hamilton residents currently have access to a car, two in five (41%) to a bicycle and 7% to a scooter.

Amongst those who have access to each mode of transport, vehicles are the most commonly used to get to places, with almost all those with a car using their it as a mode of transport in the past month (99%).

Significantly more people are walking (42% cf. 31% Dec 21) and using public transport (18% cf. 10% Dec 21) as a means of transport compared to December 2021. The increase in public transport being used as a means of getting from one place to another may be as a result of half-price fares on public transport, imposed in April 2022 through to March 2023.

Looking at significant differences in access to different modes of transport, those of Māori ethnicity (54%) and those who claim to have enough or more than enough money (50%) are significantly more likely to have access to a bicycle/e-bike, while younger residents, under 25 years (27%) are less likely than average to have access to a bicycle (cf. 41% total).

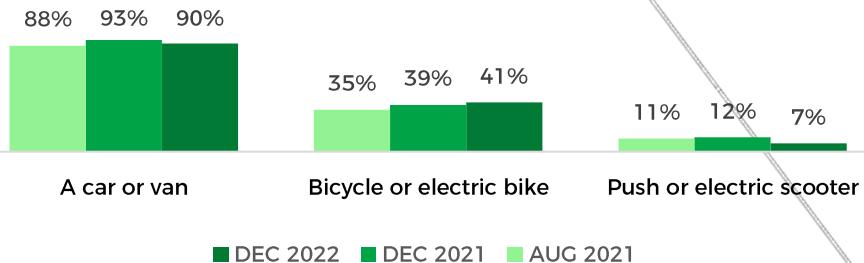
Of those with access to a bike, those of NZ European/Other ethnicities (27%) are more likely than the total to use it as a means of getting from place to place (cf. 21% total). NZ European/Other ethnicities are also more likely to have walked as a means of transport, compared to the total (47% cf. 42%).

Indicatively, of the n=14 residents aged under 25 for have access to a bike, 75% have not used it in the last month.

*Small Base

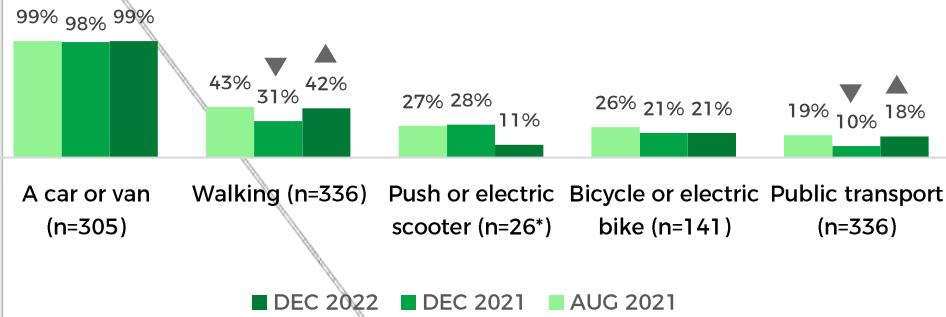
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Currently have access to...



Base: All Respondents; W5 (n=374), W6 (n= 361), W7 (n=336)
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...



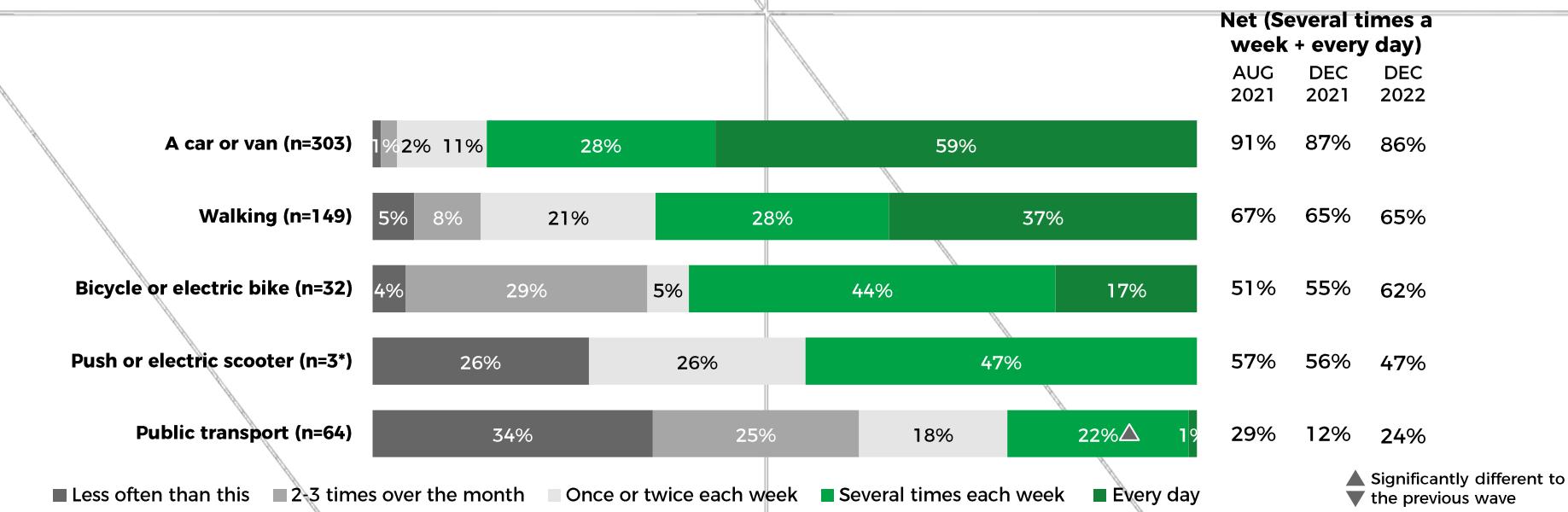
▲ Significantly different to the previous wave
▼ Significantly different to the previous wave

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. 97% of those who have access to a car, use it at least on a weekly basis. However, frequency of use of motor vehicles has decreased gradually – 91% were using their car as a form of transport at least several times per week, while 86% are now doing so. Current financial pressures and cost of living increases may be responsible for this shift. Walking is the next most frequently used mode of transport, with 86% walking on a weekly basis (cf. 84% Dec 21).

In line with this decreased frequency of vehicle use, we see a slight increase in use of bicycles, amongst those who have access, (62% using several times a week or more cf. 55% Dec 21), and of public transport (24% cf. 12%). There has been a significant increase in the proportion of those who use public transport several times a week (22% cf. 3% Dec 21).



*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 (90%) of Hamilton residents currently have access to a car. Of those with access to a car, two in five (41%) also have access to a bicycle and 8% to a scooter.

Looking at those with access to both a car and a bicycle, the majority (58%) used their bike for recreational purposes or exercise rather than a form of transport (18%). While 37% did not use their bicycle at all. Amongst those with access to a car and an e-scooter or push scooter, seven in ten did not use their scooter at all over the past month. A quarter (25%) used their scooter for exercise or recreation, while just 11% used it as a means of transport.

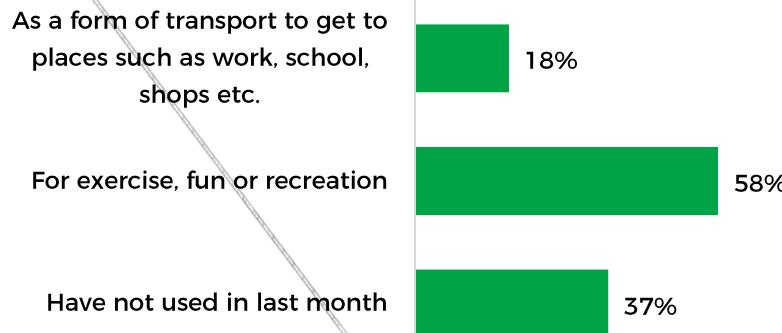
Please note: these percentages given do not state that active methods were used exclusively instead of using a vehicle (a vehicle may have also been used as a form of transport over the same time period), rather they indicate that there were instances during that past month where a vehicle was available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



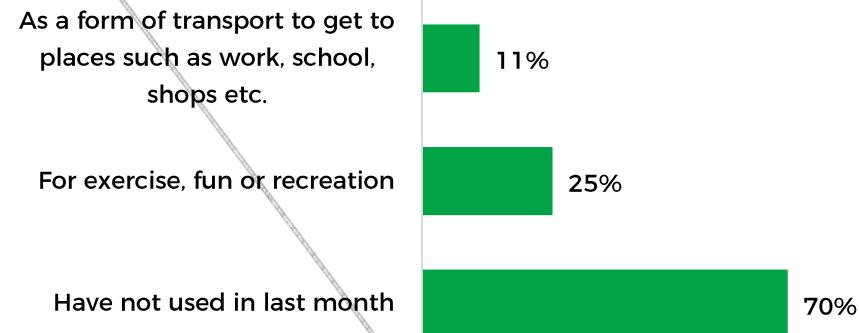
90% of residents have access to a car, of those (n=305):

- 41% also have access to a bicycle or electric bike
- 8% 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:



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



*Small Base

Base: Respondents with access to a car and a bicycle/e-bike: W7 (n= 130)
Q36. Over the last month, how have you used each of the following?

Environment and sustainability

Consideration of sustainability and the environment

87% 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...

"Use reusable bags for shopping and biodegradable rubbish bags. Always use the food bin, recycling. Low general rubbish each fortnight. Always separate soft plastics and dispose them off at selected locations. Always take e-waste to be recycled. Reduce spending on junk/consumerism - sorry business..."

Considers sustainability most of the time (1)

"I purchase Dreamview milk, Volare bread, I have a veg garden and compost bin. I have a chicken. I ride an ebike. I aim to purchase goods with minimal packaging."

Considers sustainability most of the time (1)

"Planted vegetables in containers due to limited useable land. Purchasing locally made Christmas gifts or making my own. Shop at the local greengrocer rather than purchasing from the supermarket."

Considers sustainability most of the time (1)

"I always read labels for Palm oil & consider product packaging, also only by free range. I have an electric car for my use but use my petrol vehicle because it is more convenient especially on longer trips."

Considers sustainability a lot of the time (2)

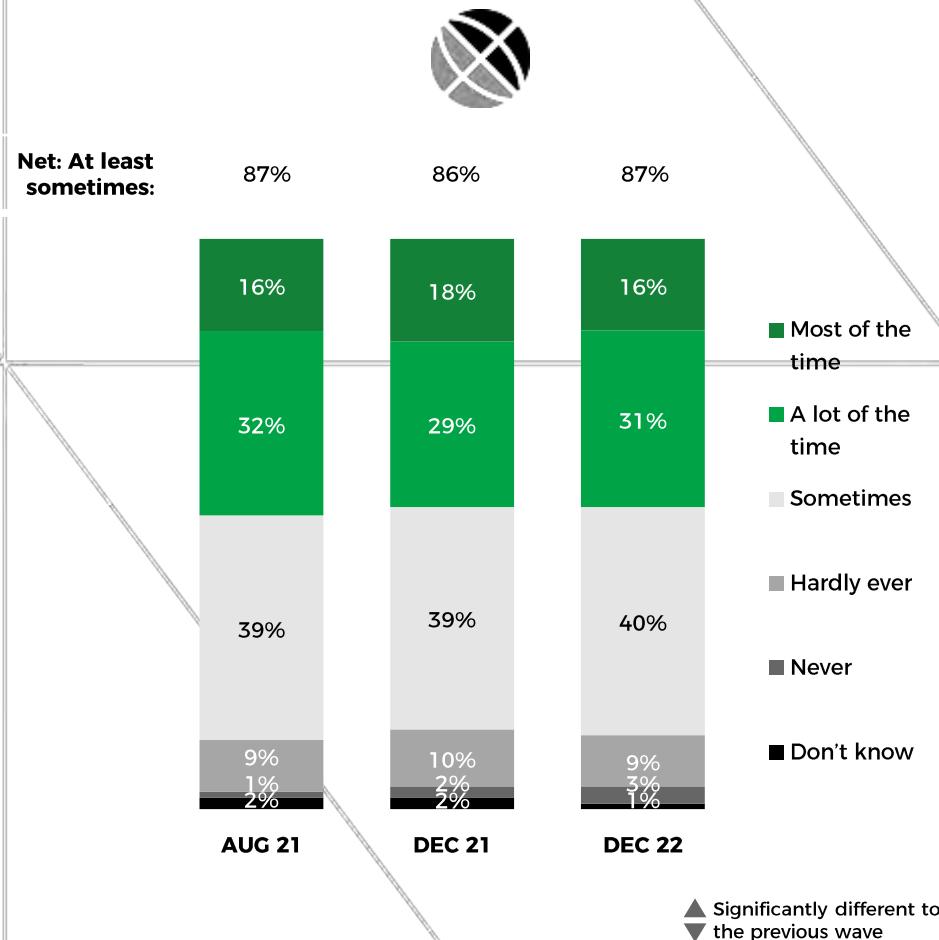
"I try and do my clothes shopping in op-shops and 2nd hand clothing stores. I know how many plastic bags are used for each piece of fast fashion clothing and it gets me depressed. Also knowing that most of that (plastic) clothing goes into landfill. I am very fussy about, everyone at home, recycling properly."

Considers sustainability a lot of the time (2)

"We have lowered our food waste. Chose walking to town often. Recycle everything we can and re use waste at my work."

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?



Base: All Respondents: W5 (n=374), W6 (n= 361), W7 (n=336)
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?

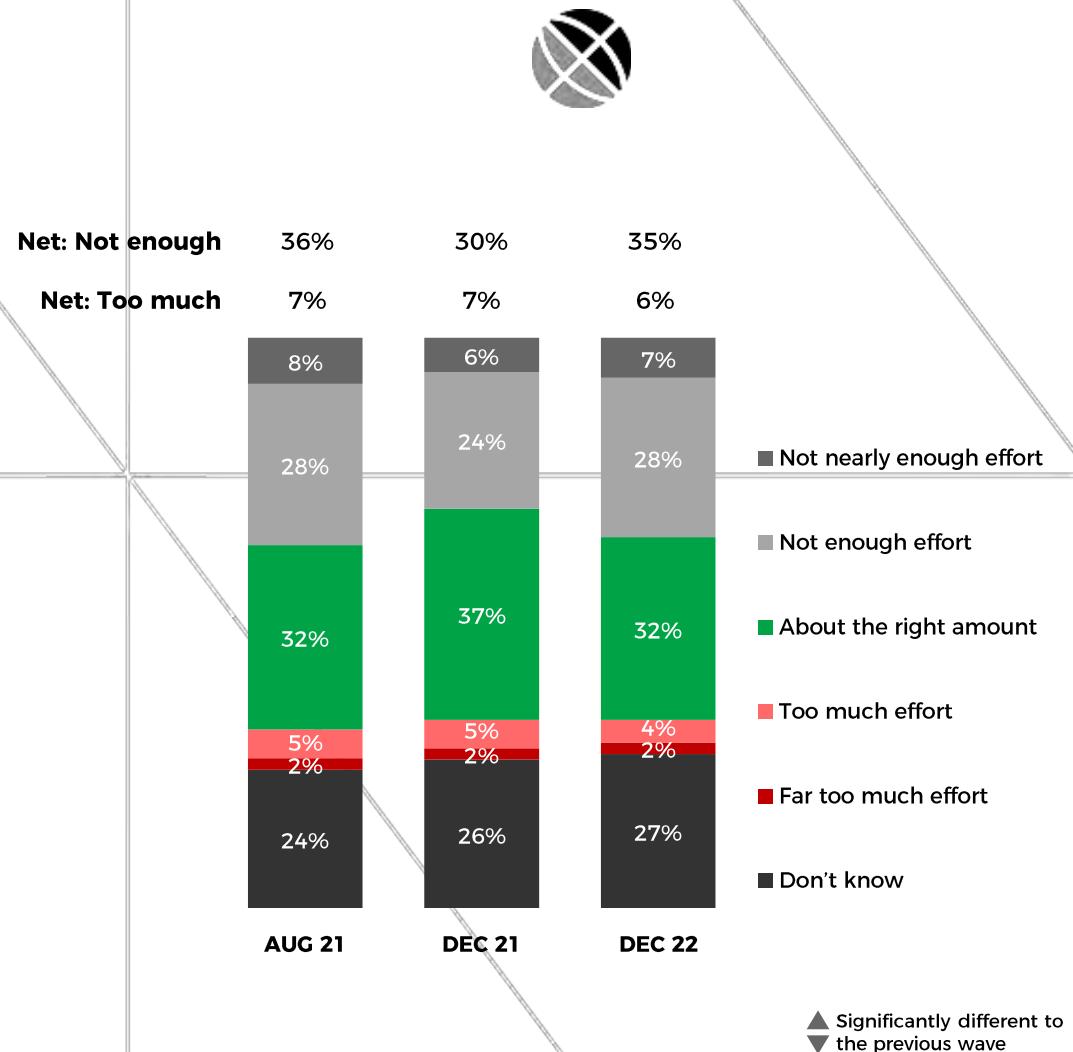


Addressing environmental or climate change issues in Hamilton

A slightly higher (not significant) proportion of residents feel that the Council is not putting enough effort into addressing environmental or climate change issues (35% cf. 30% in December 2021).

Over a quarter of Hamilton residents 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, suggesting a lack of awareness among some residents around what the Council currently does to address issues. The Council could benefit from spotlighting current environmental/climate change focused initiatives.

Females (40%) are significantly more likely to say the Council is not doing enough (cf. 35% total).



Base: All Respondents; W5 (n=374), W6 (n= 361), W7 (n=336)

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 has increased slightly among Hamilton residents compared to December 2021 (36% cf. 34%). One in five (19%) feel very strongly connected to their cultural heritage.

Those of Māori (70%) and Pacific* (100%) ethnicity are significantly more likely to say they feel connected to their heritage (cf. 36% total), while NZ European/Other ethnicities are more likely to say they do not feel connected (45% cf. 37% total). (*Note: small sample size n=4).

"Listening to our NZ sports teams performing haka. Hearing te reo spoken on national TV not just MāoriTV more frequently. Hearing both the good and bad parts of our history as a country. These are somethings that make me feel connected to my heritage."

Feels very strongly connected (5)

"Love seeing te reo signs more around Hamilton. AWESOME to see Māori Street signs used more often.."

Feels very strongly connected (5)

"Just visiting where I grew up and just take time to relax there, find myself, or just breathe."

Feels strongly connected (4)

"I live in a heritage house and feel it connects me to early European settlers."

Feels strongly connected (4)

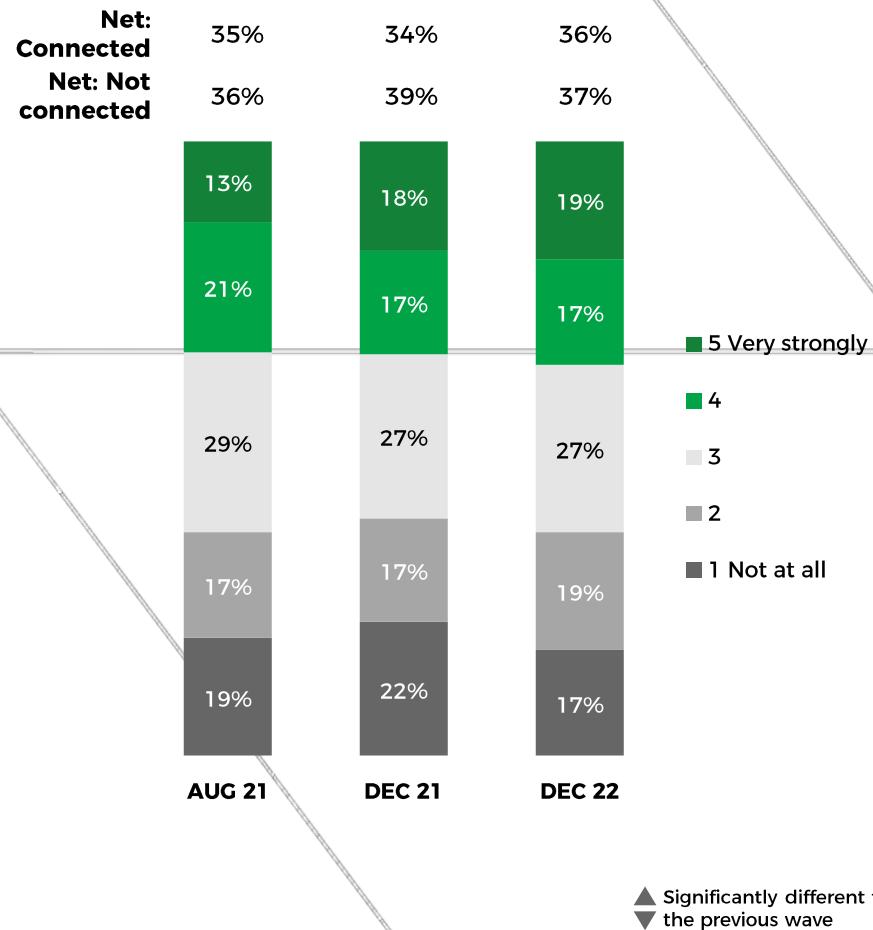
"My heritage is mostly from Europe, being the settlers that came for Aotearoa, My partner is Māori, and my 3 children are Māori. I feel better connected to Māori than I do my Pakeha heritage."

Feels slightly connected (3)

"We had a training at work about Te Tiriti o Waitangi, which was very detailed about the motivations and drives of the settlers. It helped me to understand the history of colonisation in Aotearoa."

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?



Base: All Respondents; W5 (n=374), W6 (n= 361), W7 (n=336) Q41. How strongly do you personally feel connected to your cultural heritage?



About NielsenIQ

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