



Hamilton City Wellbeing Survey

Report no. 8: June 2023



Contents

Background & approach	3
Notes to changes in methodology July 2021	4
Summary	5
Hamilton City	9
Experience in their neighbourhood	16
How people move around in Hamilton	23
Quality of life and safety	28
Heritage	39
Health and Wellbeing	42
Home & Work situation	46
Environment and sustainability	55
Perception of Council	58
Community profile summaries	62

Background & approach



Background

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

The purpose of this study is to understand the Wellbeing of Hamilton residents in 12 community profile areas, to understand their 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 well being 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. 15,000 invitation letters were sent out to a representative sample of those living in the Hamilton City's 12 community areas.
- Respondents were invited to complete the survey online (the survey link was provided in the invitation)
- Sample size: n=1724 completed surveys
- Sample profile: Those aged 18 years and over who live in the Hamilton City area
- Average survey length: 26 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 12 community profile areas in Hamilton City
- Fieldwork period: 22nd June 2023 – 21st July 2023
- 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=15,000 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 3 in five key indicators. Two of the five indicators experience significant changes this wave:

- Significantly less people feel Hamilton has gotten better as a place to live (18% cf. 25% in December 2022).
- Significantly less people agree that Council makes decisions that are in the best interests of Hamilton (30% cf. 36% in December 2022)
- Less people have pride in the way Hamilton looks and feels, though not significant (38% cf. 41% in Dec 2022), the lowest result to date.



The main reason mentioned for Hamilton becoming a worse place to live over the last 12 months remains crime/ crime rates increasing (68% cf. 67% in Dec 2022).

In line with this, the other commonly mentioned reason are do not feel safe (25%) and more violent offending (25%).

Significantly less people mentioned Hamilton has gotten better (18% cf. 25% in December 2022). The top reasons mentioned are - less traffic, or traffic issues are being addressed (30%), Good/ improved/ new amenities (29%) and Building developments/ renovations - commercial and residential

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

- Area looks rundown (48%)
- Road/street plantings poorly maintained (28%)
- People around who make me feel uncomfortable (18%).



More Hamilton residents disagree that they feel a sense of community with their neighbours, compared to the previous wave, though not significant (20% cf. 19% in Dec 2022). Key reasons mentioned for not feeling a sense of community are:

- People keep to themselves/I have no interaction with the neighbours (56%)
- More people who make me feel uncomfortable (22%)
- Poor area/ lack of civic pride/ cheap multi-dwelling builds/ renters (15%).

Summary








Significantly less people agree that Council makes decision in the best interest of the city as compared to previous wave (30% cf. 36% in Dec 22).

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 (25%)
- Trust in them/their reputation to do what is best for the city (23%)
- They keep in touch/seek input from the community (12%)

More people have mentioned not having confidence in the Council's decision making, though not significant. The main reasons for not having confidence are - Ratepayers' money is not being spent wisely, Issues with roading developments/ strategies and They don't consider the needs/wants of the people of Hamilton

Indicators summary

Indicators	Rating	Change since W7	Most prevalent themes for ratings given
 Hamilton is a great place to live	75% Agree 7% Disagree	- -1	
 Better, worse or the same as a place to live compared with 12 months ago	18% Better ▼ 53% Worse	-7 +2	Less traffic/traffic issues being addressed Good/improved/new amenities such as shops, malls, movie theatres, libraries, doctors, hospital etc Building developments/renovations - commercial and residential Crime/crime rate has increased Do not feel safe More violent offending
 A sense of pride in the way Hamilton looks and feels	38% Agree 21% Disagree	-3 +1	It is a clean and tidy city Beautiful scenery/street and roundabout plantings/it looks good The Hamilton Gardens Area looks rundown, dirty, untidy, rubbish littering the streets Roads/street plantings are poorly maintained People around who make me feel uncomfortable
 A sense of community with others in the neighbourhood	45% Agree 20% Disagree	- +1	Friendly, helpful people I know and get on well with my neighbours 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 Poor area/lack of civic pride/cheap multi-dwelling builds/renters
 Confidence in the Council making decisions that are in the best interests of Hamilton	30% Agree ▼ 23% Disagree	-6 -1	They do a great job/I agree with their decisions Trust in them/their reputation to do what is best for the city They keep in touch/seek input from the community Ratepayers' money is not being spent wisely Issues with roading developments/strategies They don't consider the needs/wants of the people of Hamilton

Indicators summary

Indicators	Rating	Change since W7	Most prevalent themes for ratings given
 Overall quality of life	86% Good 4% Poor	+3 -2	-
 Quality of life increased, decreased or the same as compared with 12 months ago	22% Increased 26% Decreased	- -	Rewarding/good job/have work Increased income Family/family support/children Expensive cost of living e.g. food, bills Crime/violence Not earning enough/not enough money Declining health/poor health
 Affordability of housing costs	28% Agree 45% Disagree	- -	-
 How well Income meets everyday needs	47% Enough or more than Enough Money 14% Do not have enough money	+1 +3	-
 how much influence do you feel the public has on the decisions Hamilton City Council makes?	38% Some influence 17% No influence	- -	-



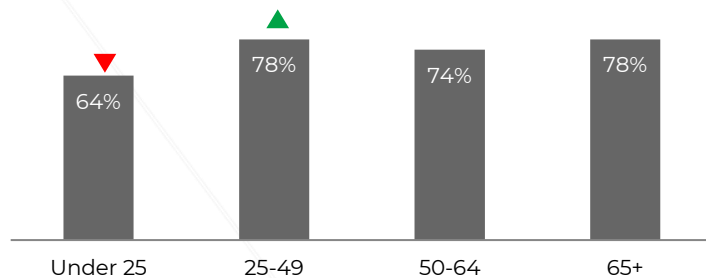
Hamilton City

Is Hamilton a great place to live?

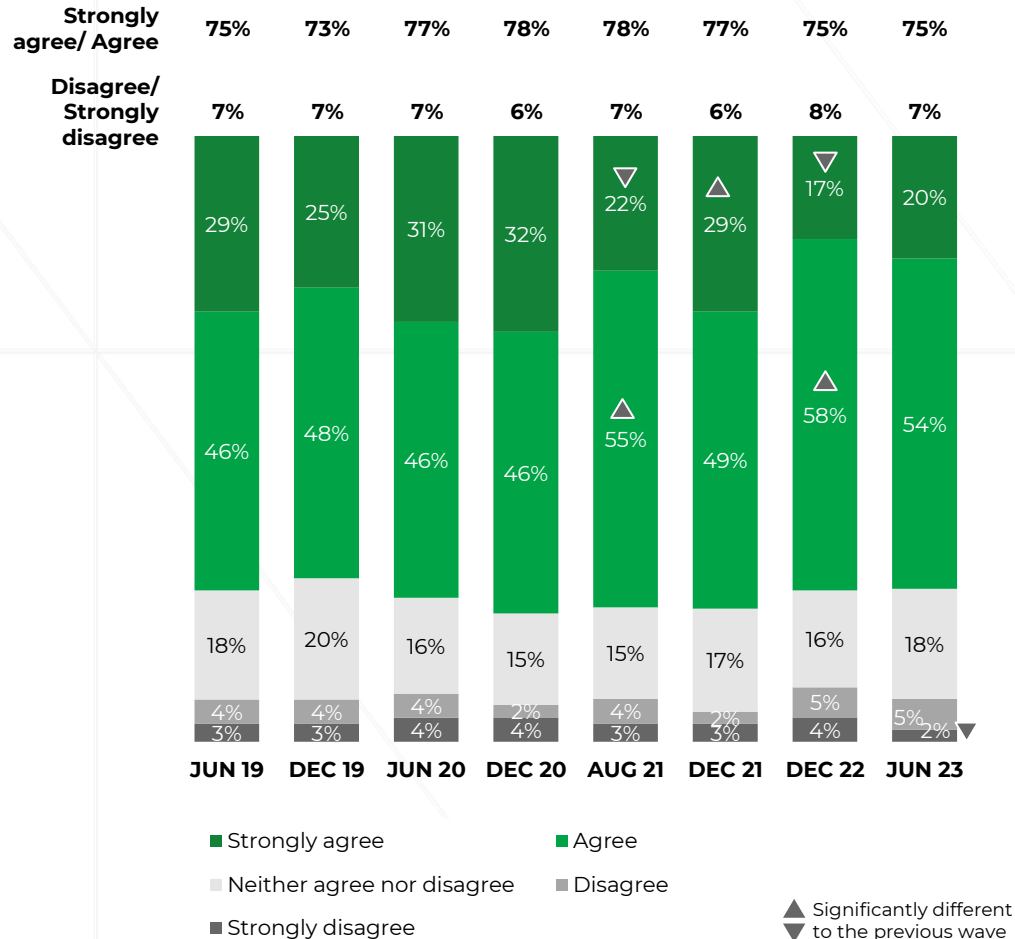
Three-quarters (75%) of Hamilton City residents agree that Hamilton is a great place to live. While only seven percent disagree that Hamilton is a great place to live.

Those of age 25 – 49 years are significantly more likely to agree Hamilton is a great place to live (78% cf. 75% total). While younger residents of age under 25 years are significantly less likely to agree Hamilton is a great place to live

People of Asian/Indian ethnicity (80%), those with a very or extremely good quality of life (84%) and have enough or more than enough money to meet everyday needs (80%) were significantly more likely to agree that Hamilton is a great place to live (cf. 75% total)



▲ Significantly different to the total
▼ Significantly different to the total



Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372), W5 (n=374), W6 (n= 361), W7 (n=336), W8 (n=1,724)

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?

Over half (53%) of residents feel Hamilton has gotten worse as a place to live in the past twelve months, a marginal increase from Dec 2022 (cf. 51%) to an all-time high. About one in five Hamilton residents saying it has become **much** worse (16%). While feelings that Hamilton has gotten better as a place to live decrease significantly compared to Dec 2022 (18% cf. 25%).

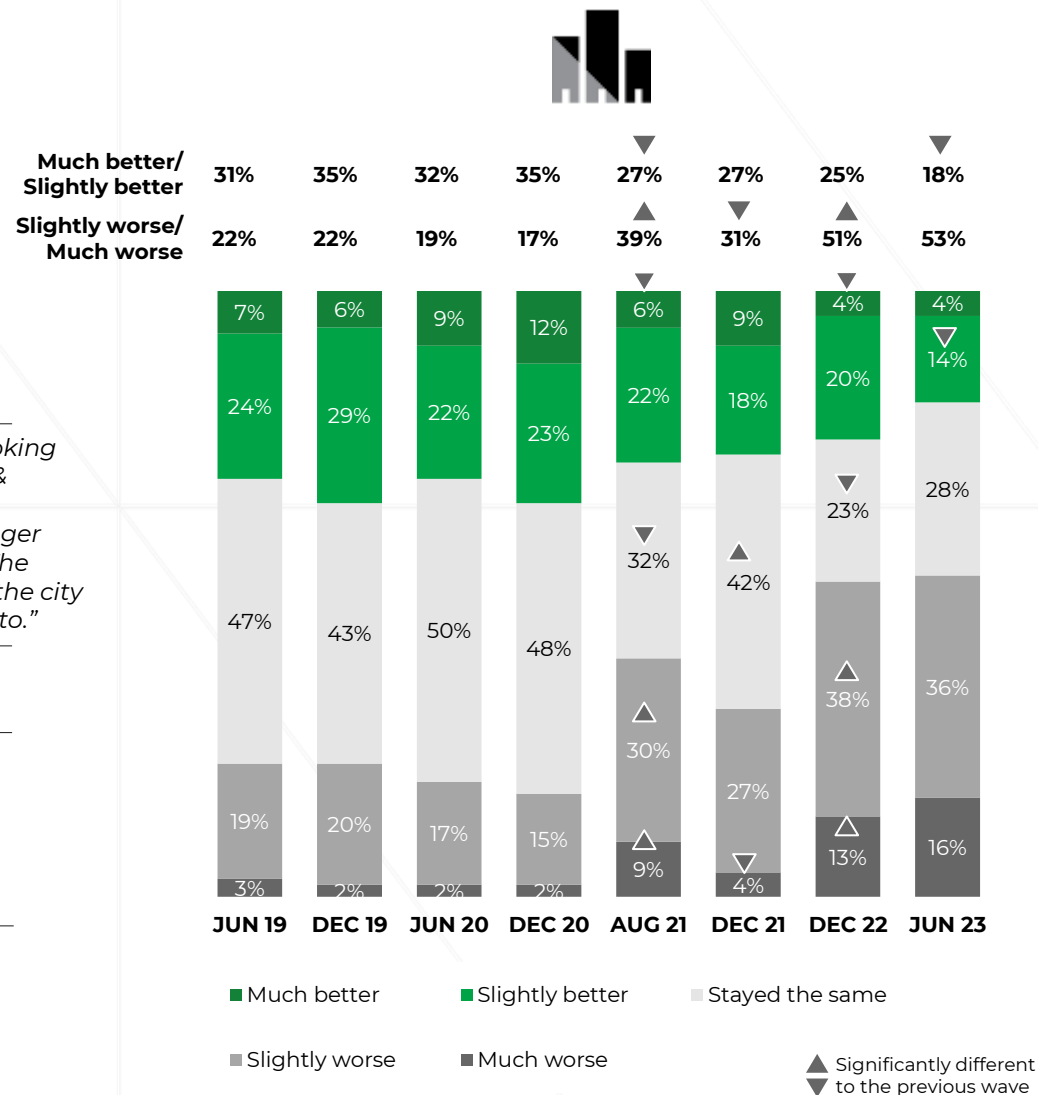
Those of age 50-64 years (61%), living in West area 2 (66%) and West area 3 (63%) were significantly more likely to say Hamilton has gotten worse as a place to live in the last 12 months (cf. 53% total).

"The crime has significantly increased, the general areas are looking run down, the ridiculous amounts of congestion due to humps & bumps not only are the more likely to hold traffic up they cause damage to the cars which require maintenance. The city no longer feels safe the removal of founders to create a park is an insult. The intentional lack on continued maintenance of the assets that the city has to meet alternative agendas is also needing to be looked into."

"River cycle way, ring road completion and the ease to get in and out of the city. Great eateries."

"In the location of Hamilton Central, there can be many disturbances around the area. Such as loud cars and garbage dumping. When my family moved here, the surrounding environment was in pristine conditions. The experience of staying in Hamilton had been overall ups and downs at certain points.."

"Lack of parking in the city combined with poor travel infrastructure, on top of this, the road calming structures especially the one sited outside the new ACC building are an accident waiting to happen, very little thought has gone into these. HCC appears to continue waste money on frivolous projects which have little or no benefit to the people, personally I believe that HCC's planners are incompetent in most of their actions.."



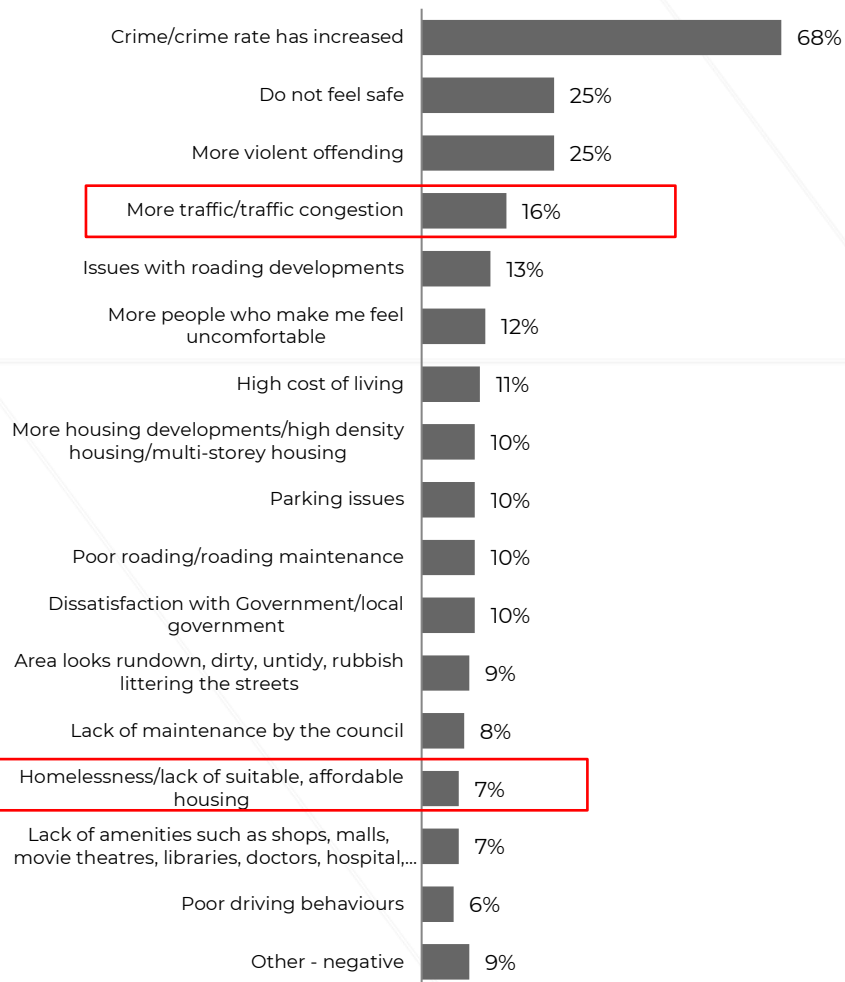
Base: Those who have lived in Hamilton for one or more years; W1 (n=348), W2 (n=343), W3 (n=338), W4 (n=354), W5 (n=374), W6 (n=361), W7 (n=336), W8 (n=1,724) Q7. And in the last 12 months, do you feel Hamilton has got better, worse or stayed the same as a place to live?



Why are things getting better or worse?

Reasons for Hamilton becoming worse among n=953 who gave this rating

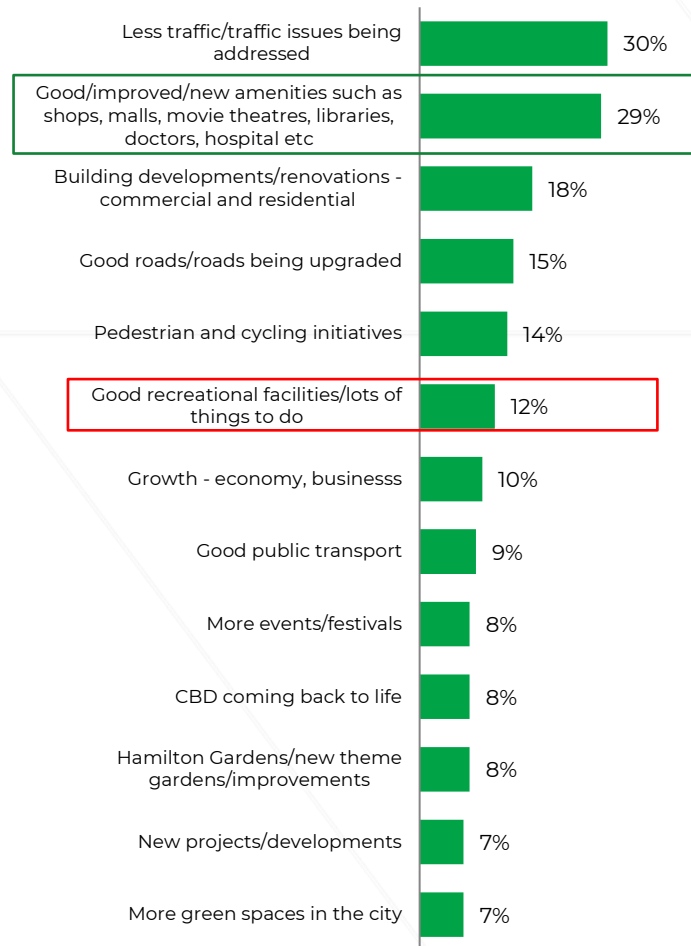
The main reason mentioned by those who feel Hamilton has become a worse place to live compared to a year ago is the increasing crime rates (68%). Safety (25%) and more violent offending (25%) are second most frequently mentioned reasons as to why residents think things are getting worse in Hamilton.



Base: Those who say Hamilton has got worse as a place to live (n=953)
Q8. And for what reasons do you say Hamilton has got worse as a place to live?
© 2021 Nielsen Consumer LLC. All Rights Reserved.

Reasons for Hamilton becoming better among n=290 who gave this rating

Less traffic/ traffic issues being addressed (30%) is the top reason for residents saying that Hamilton has become a better place to live in the last 12 months. About a third mention good and improved amenities – a significant increase as compared to December 2022 (29% cf. 12% in Dec 22).



Base: Those who say Hamilton has got better as a place to live (n=290)
Q8. And for what reasons do you say Hamilton has got better as a place to live?

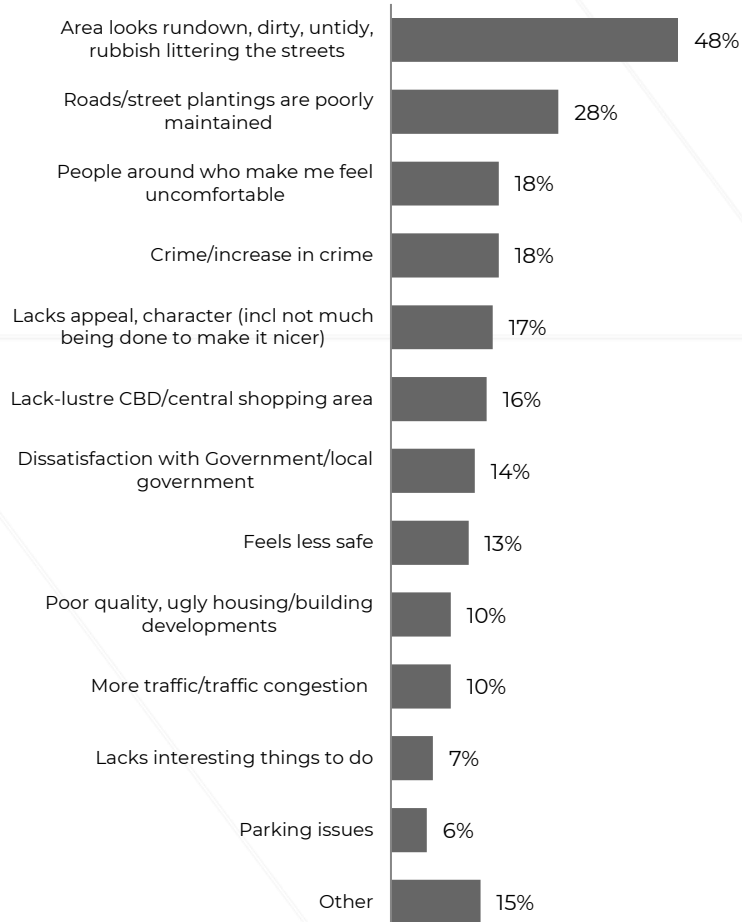
 Significantly higher/lower than the previous wave

**Note: Charts
only show
reasons above
6% mentions**

Reasons for having pride/ not having pride

Reasons for not having pride among n=384 who gave this rating

The main reason for not having pride in Hamilton remains the same, with about one in two mentioning that area looks run down or untidy (48%). Poorly maintained roads and street plantings are second most commonly mentioned reason (28%).

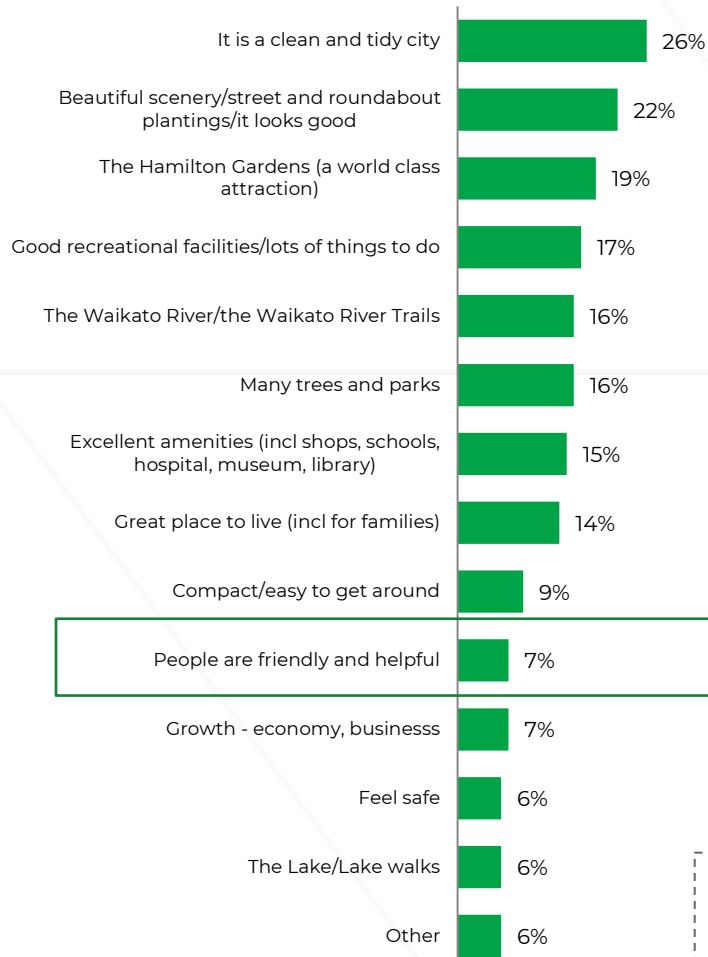


Base: Those who disagree that they have pride in the way Hamilton looks and feels (n=384)
Q10. And for what reasons do you disagree that you have pride in the way Hamilton looks and feels?

© 2021 Nielsen Consumer LLC. All Rights Reserved.

Reasons for having pride among n=601 who gave this rating

Among residents, the reasons given by those who have pride in the way Hamilton looks and feels are its cleanliness (26%), beautiful scenery (22%), and The Hamilton Gardens (19%).



Note: Charts only show reasons above 6% mentions

Base: Those who agree that they have pride in the way Hamilton looks and feels (n=601)
Q10. And for what reasons do you agree that you have pride in the way Hamilton looks and feels?

Significantly higher/lower than the previous wave

Do people have pride in Hamilton?

Just under two in five (38%) feel a sense of pride in the way Hamilton looks and feels, a slight decrease from Dec 2022 (cf. 41%) and is the lowest result to date. The proportion of those who disagree has remained same.

People of Asian/Indian ethnicity, those living in East area 3 (46%) and those aged 65+ years (49% cf. 38% total) were significantly more likely to agree that they feel a sense of pride in Hamilton (cf. 38% total)

"it is a growth place especially the new hub by the university. The Hamilton Gardens are amazing. The city generally is well looked after with all the road gardens. Transport is good. The transport and roading links are much improved."

"It can be messy, people like to leave rubbish on the road."

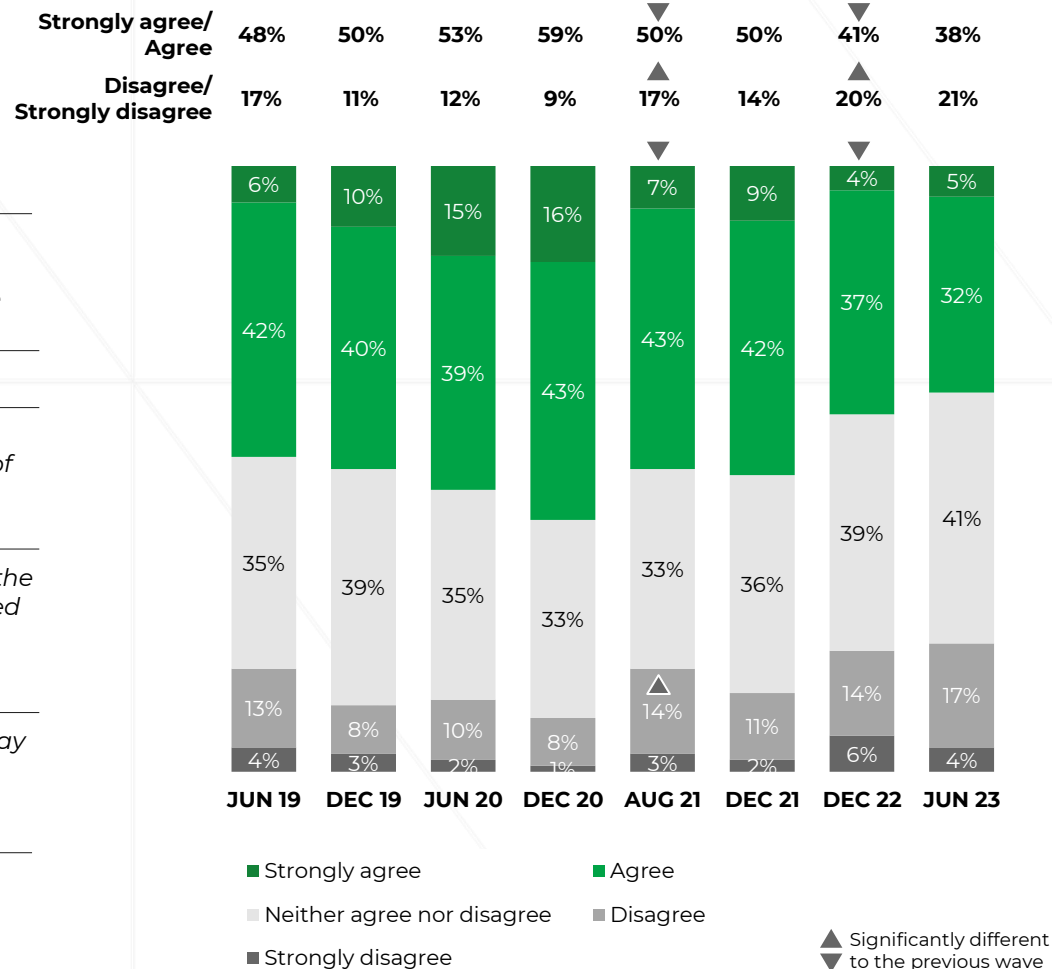
"I think a lot of our public spaces (garden place is a good example) are run down and outdated. I dislike Councils lack of policing of those who break parking rules and park on the footpath or kerb"

"The city roads are a disgrace, with potholes everywhere and the inner city is a wasteland. There are so many unnecessary speed humps in our suburbs that the daily pollution from the additional fuel used to get back up to 50km/h after the speed humps must be a significant factor in global warming."

"The environment is pleasant with parks and trees. I like the way flower beds are planted on roundabouts. The river paths are nice places to walk, and the Hamilton Gardens are superb. When out and about the people you meet are friendly,

"In the last few years there as been a big drop in care for the gardens and green areas around Hamilton. A number of playgrounds are unkept with flying foxes not being repaired. There are many areas at lights and roundabouts where weeds are growing. Also, many green areas have been changed to concrete and now we have the problem of pedestrians walking in these areas that are unsafe."

© 2021 Nielsen Consumer LLC. All Rights Reserved.



Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372), W5 (n=374), W6 (n=361), W7 (n=336), W8 (n=1,724)

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".

What do people want to protect about Hamilton

About a third Hamilton residents want to protect park/ green spaces/ reserves (29%).

About a quarter want to protect the river, river paths and surrounds (26%) followed by Hamilton Gardens (19%).

"The parks, the bird sanctuaries, the cultural taonga- Marae, new Pasifika Centre, waterways- providing more support for local business and communities, encouraging and supporting communities to work together within Kirikiriroa so we foster a sense of belonging and community that allows us all to take care of each other and respect the city."

"The river and its surrounds must be cared for but also made more available to locals."

"Security, although this seems to have declined lately in connection with drug dealing and abuse and family violence."

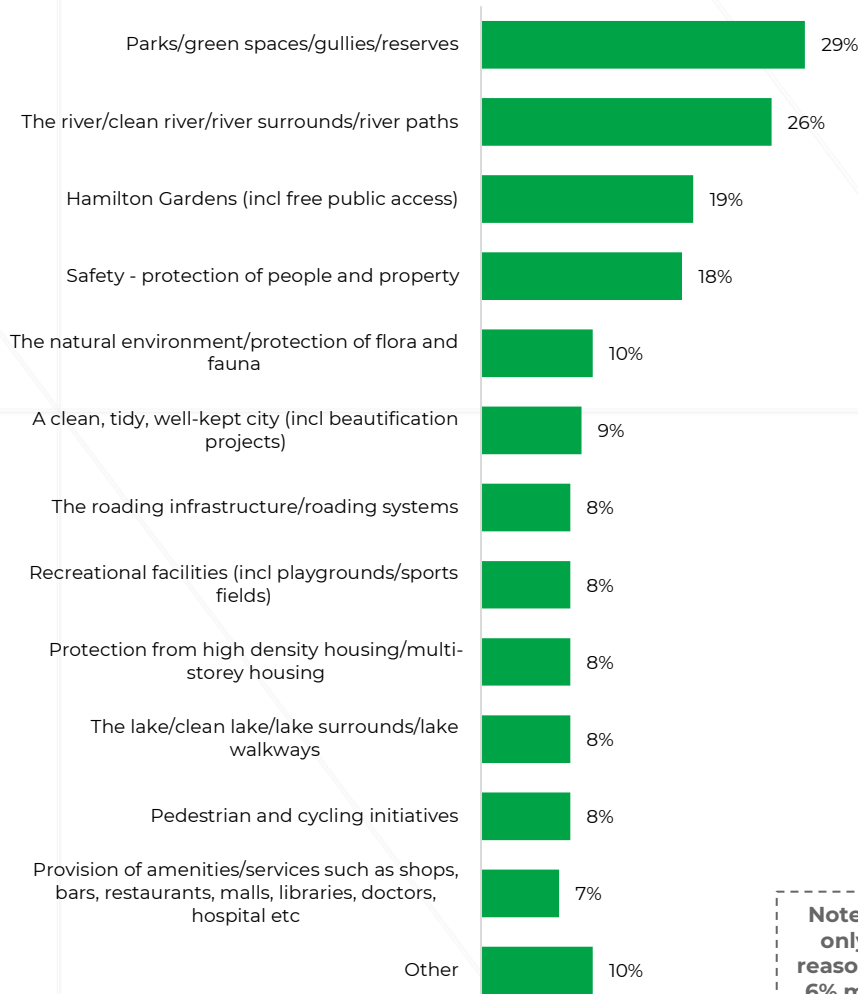
"The trees, parks and country parts of Hamilton need to be protected. Around Glenview we love going for walks, cycling etc. The more houses taking over some of the older houses & larger properties spoil Glenview."

"The access to public walkways, gardens and river walkways to be always kept well maintained and user friendly."

"Old buildings, superior landscaping & street gardens, lack of traffic creating hours of gridlock, proximity of shopping malls & future industrial/commercial growth with accompanying employment opportunities.."

"Want to preserve the natural features that make Hamilton unique- the river, Hamilton lakes, the parks / gardens, for there to be a good fit of living/functional spaces with nature."

What, if anything, do you want to protect about Hamilton



Note: Charts only show reasons above 6% mentions

*New question added in June 2023

Base: All Respondents; Those who answered W8 (n=1,555)

Q49. What, if anything, do you want to protect about Hamilton?



Experiences in their neighbourhood

My neighbourhood is a great place to live

Two in three (65%) of Hamilton City residents agree that their neighbourhood is a great place to live. While over one in ten (13%) disagree that their neighbourhood is a great place to live.

Those of Asian/Indian ethnicity (73%), those aged 65+ years (79%) and those living in East area 1 – 3 (91%, 82%, 76%) and West area 1 (73%) were significantly more likely to agree that their neighbourhood is a great place to live (cf. 65% total).

People of Māori ethnicity (17%), those residing in East area 4 (25%), West area 2 & 4 (21%, 19% resp.) and those with a poor quality of life (37%), were significantly more likely to disagree that their neighbourhood is a great place to live (cf. 13% total)

"The area is quiet; people take care of their homes and neighbours are friendly and approachable. Also, having two schools nearby, means that laughing is more often heard than swearing and sounds of arguments and fighting - things we have experienced in years gone by."

"I feel overall safe when I am home, there have been a few instances recently of car break but overall I have not had any major issues living here. I feel comfortable when coming home later in the evening and my house is modern and creates a sense of security/safety. Our neighbours are not disruptive and it is easy to get to the CBD and all other parts of Hamilton from where I live. I also believe being near the hospital and police station increases a sense of security."

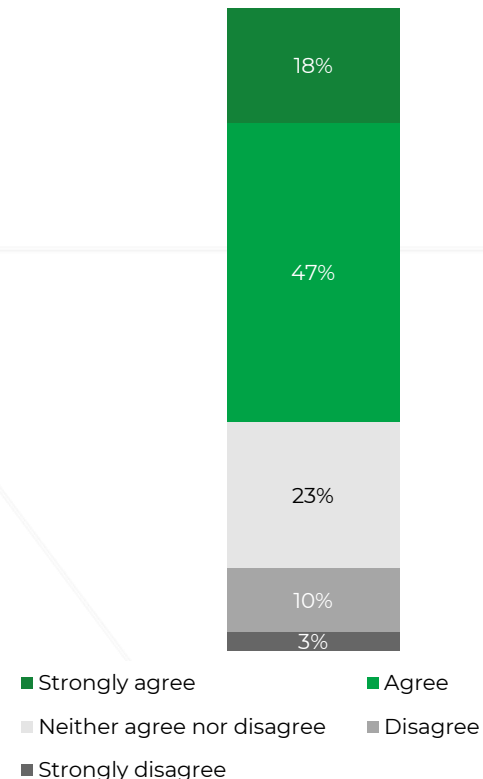
"Crime (car thieves, burglaries , gang invasion) is /has ruined what was a great neighbourhood.."

"Loud cars and domestic violence are quite common. A lot of the houses around here are old and cold - like living in a paper house. We can hear the neighbours yelling or singing through the walls. Robberies and murders are a lot more common than where I moved from (Te Awamutu). It doesn't feel particularly safe."

"My neighbours look out for each other; people are friendly, and people take pride in their homes.."

Agree/disagree that their neighbourhood is a great place to live

Strongly agree/ Agree	65%
Disagree/ Strongly disagree	13%



*New question added in June 2023

Base: All Respondents; (n=1,724)

Q50. How much do you agree or disagree with the following statement?

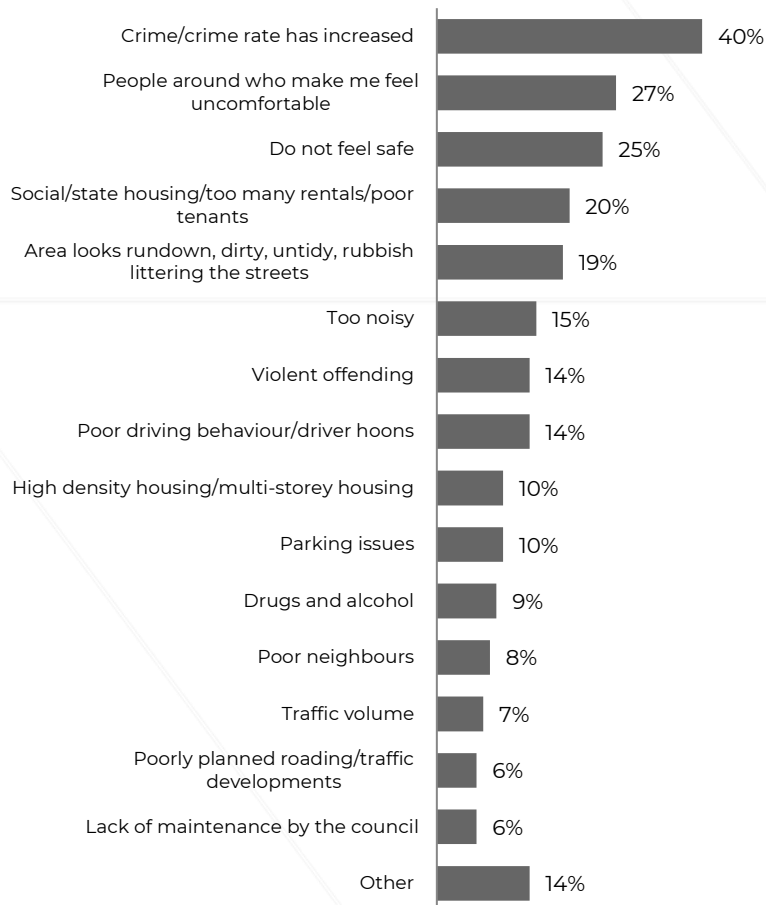
"My neighbourhood is a great place to live".



Reasons for believing/not believing their neighbourhood is a great place to live

Reasons for believing their neighbourhood is not a great place to live among n=204 who gave this rating

The main reason mentioned by those who feel their neighbourhood is not a great place to live is the increasing crime rate (40%). People around who make them uncomfortable (27%) and do not feel safe (25%) are next most commonly mentioned reasons as to why residents think their neighbourhood is not a great place to live.



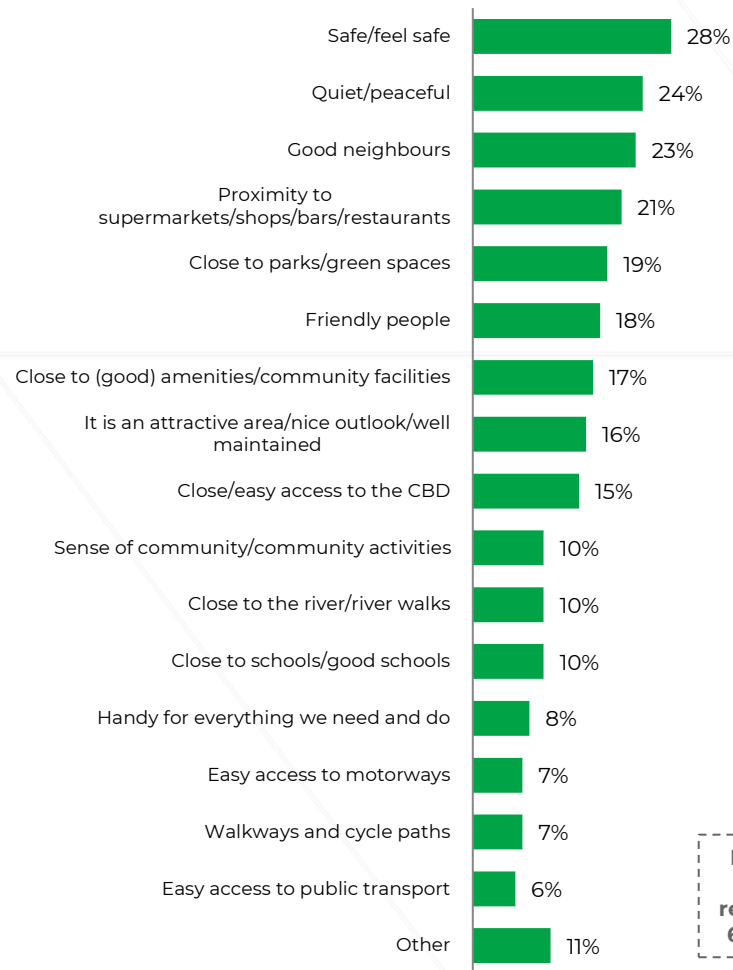
*New question added in June 2023

Base: Those who disagree that their neighbourhood is a great place to live (n=204)
Q51. Why do you feel your neighbourhood is not a great place to live?

© 2021 Nielsen Consumer LLC. All Rights Reserved.

Reasons for believing their neighbourhood is a great place to live among n=1,147 who gave this rating

Safe/feel safe (28%) and quiet/ peaceful (24%) are the top reasons given by those who feel their neighbourhood is a great place to live.



Note: Charts only show reasons above 6% mentions

*New question added in June 2023

Base: Those who agree that their neighbourhood is a great place to live (n=1,147)
Q51. Why do you feel your neighbourhood is not a great place to live?

Do people feel a sense of community?

The sense of community residents in Hamilton feel with others in their neighbourhood has remained stable, with 45% agreeing and 20% disagreeing.

People of Asian/ Indian ethnicity (54%), those aged 65+ years (59%), those residing in East area 1 (56%), East area 3 (57%) and West area 3 (57%) and those with extremely or very good quality of life (52%) are significantly more likely than the total to agree they feel a sense of community (cf. 45% total).

"Mostly to do with neighbours in our immediate vicinity. Friendly people with a sense of humour who don't dwell too much on the negative - unless of course there's a funny side to it. Case in point: Lady blocks ram raiders' vehicle in shop."

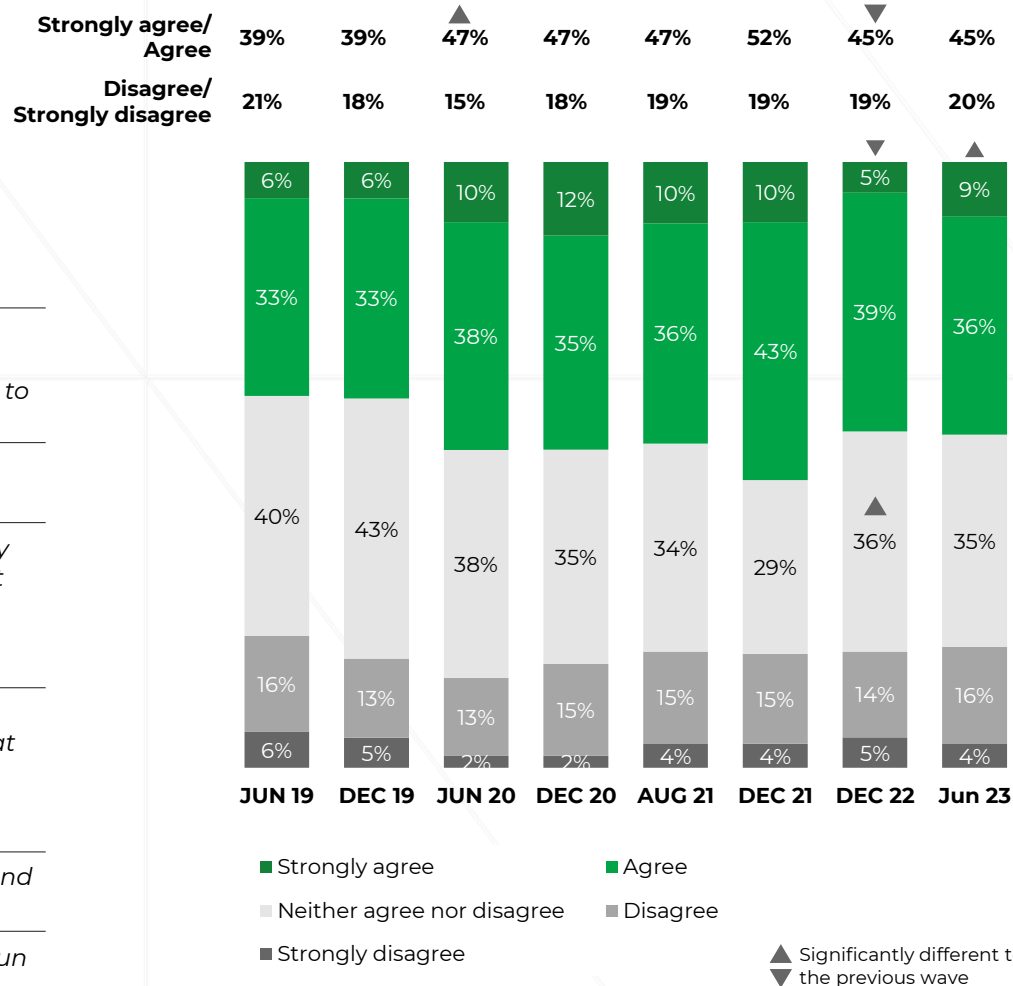
"I only talk to my immediate neighbours now. The neighbourhood is just become too sad and angry."

"I feel that people in Hamilton has good sense of community togetherness. Even though am from another country, I don't feel any discrimination in living here. Neighbours are well supportive and always willing to extend their hands when there is any need."

"Neighbourhood is very disconnected since COVID. We also have a number of people on the street in Council houses that are threatening and intimidating to home owners and it's caused us to rather stay inside than allow our kids to play outside which is really sad."

"It seems to me that everyone now is plugged into phones and do not have to make an effort to communicate."

"People are friendly. I like the local library both the Council run one and the little one at the local park"



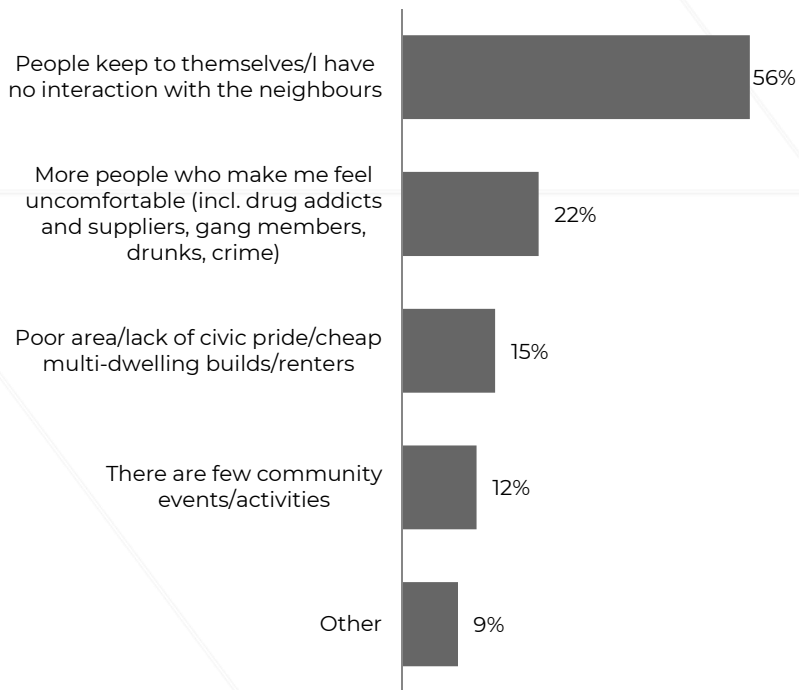
Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372), W5 (n=374), W6 (n=361), W7 (n=336), W8 (n=1,724)

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=324 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 56%.



Base: Those who disagree that they feel a sense of community with others in their neighbourhood (n=324)
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=741 who gave this rating

The main reason given by those who feel a sense of community is that people are helpful and friendly mentioned by significantly more people as compared to previous wave (49% cf. 40% in Dec 22). Significantly less people mentioned they know and get on well with neighbours (39% cf. 51% in Dec 22).



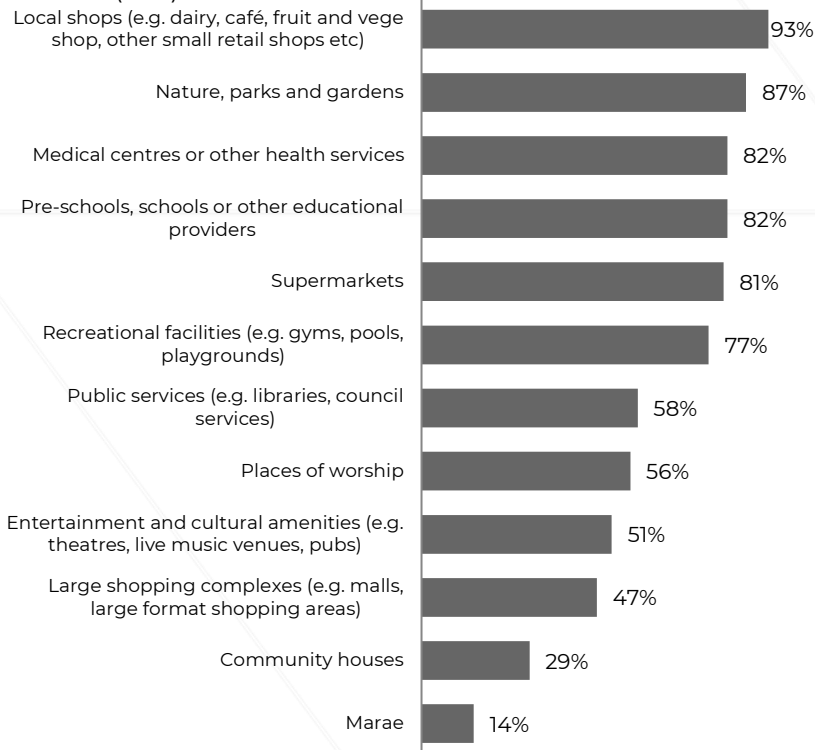
Base: Those who agree that they feel a sense of community with others in their neighbourhood (n=741)
Q12. And for what reasons do you feel a sense of community with others in your neighbourhood?

**Note: Charts
only show
reasons above
6% mentions**

Local services and facilities

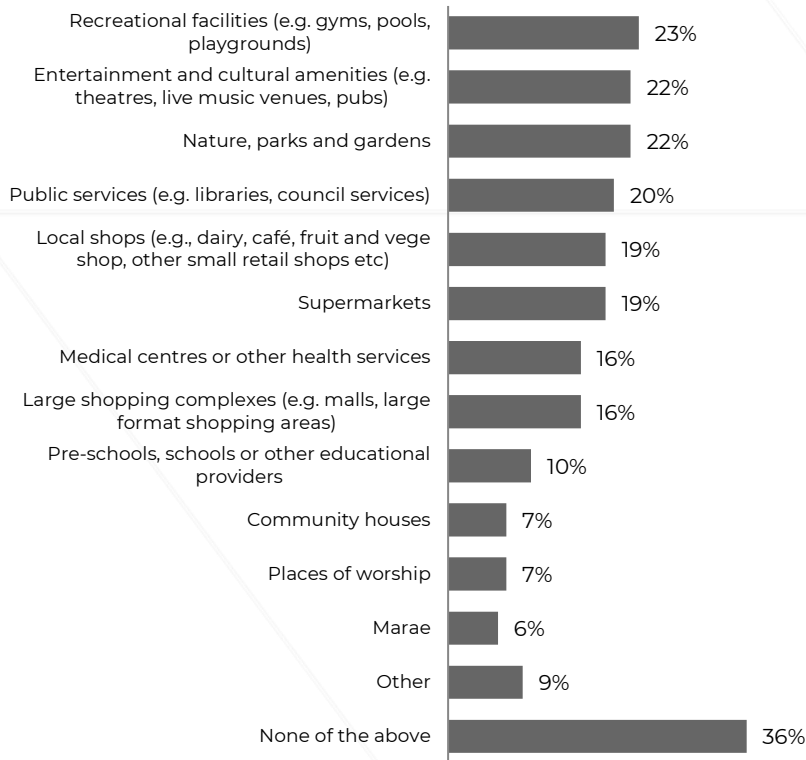
Local services and facilities residents already have access to

Nine in ten Hamilton residents have access to local shops (93%) and parks/ gardens (87%) within 20-minute walk, bike or scooter ride of their home. Almost eight in ten have access to medical centers/ health services (82%), pre-schools, schools or other educational providers (82%), supermarkets (81%) and recreational facilities (77%).



Local services and facilities residents would like to be nearer to your home

Over two in ten Hamilton residents would like recreational facilities (e. gym, pools, playgrounds) (23%), Entertainment and cultural amenities (22%) and nature, parks/ gardens (22%) nearer to their home.



*New question added in June 2023

Base: All respondents (n=1,724)

Q52. Which local services and facilities do you already have access to within a 20-minute walk, bike or scooter ride of your home?

© 2021 Nielsen Consumer LLC. All Rights Reserved.

*New question added in June 2023

Base: All respondents (n=1,724)

Q53. Which local services and facilities would you like to be nearer to your home?

Note: Charts only show reasons above 6% mentions

What do people want to change about their neighbourhood

One in ten residents wanted to change or improve maintenance of public spaces in their neighbourhood (11%). 9% residents wanted to change parking issues in their neighbourhood.

18% residents do not want to change anything in their neighbourhood as all is good as it is.

"less crime. People speeding down Lloyd drive - after the crash of 8 kids in a car, we continue to see multiple people not caring for the rules. No speed bumps put in place. People doing doughnuts at intersection of Lloyd and Crawshaw. No crossing median put in place for safety of kids at primary school crossing."

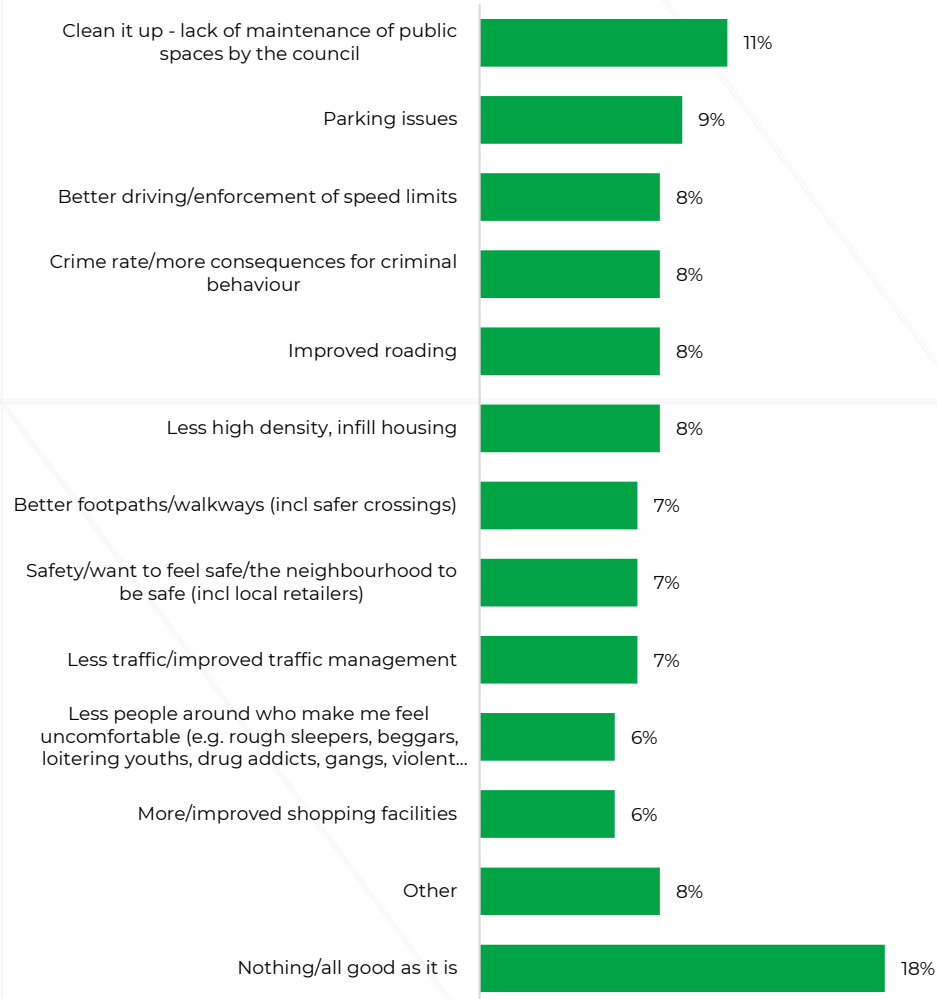
"Shut down the Vape Shop on the corner of Forest Lake Road/Ulster Street and Te Rapa Road" This is a major problem regarding parking/ rubbish etc, The so-called customer park where they like and drop rubbish every where."

"Separated bike paths (like on Ruakura Rd) along major routes like Grey St, Naylor, Galloway, etc. Many of these are wide enough to support better than painted lines between 50kmh traffic and parked cars. That would bring a lot more services within safe reach of active transport modes. Level of parking at the Gardens seems to be sufficient most of the year. Rather than building more it would perhaps be better run much more frequent bus services and emphasis public transport."

"The amount of townhouses being built in my area, as there is not enough places for cars to park especially on the street and somewhere for the youth to go and do activities so they are not wandering around stealing stuff or breaking into cars/houses"

"Cars parking over footpaths, constant construction noise in an established area, constant digging up to put new pipes in the street, the quality of the footpath which has potholes in it everywhere, so dangerous."

What do you want to change about their neighbourhood?



*New question added in June 2023

Base: All Respondents; W8 (n=1,421)

Q54. What, if anything, do you want to change about your neighbourhood?



How people move around Hamilton



What ways of transport do the residents of Hamilton use

Nine in ten (87%) Hamilton residents currently have access to a car (petrol or diesel), one in three (31%) to a bicycle or electric bike and 7% to a scooter.

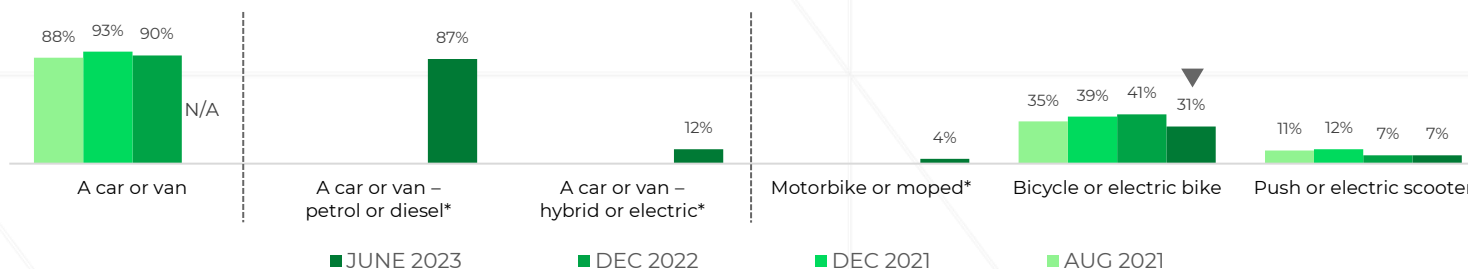
Amongst those who have access to each mode of transport, cars/ vans are the most commonly used to get to places, with almost all those with a car using it as a mode of transport – petrol/ diesel (98%) and hybrid/ electric (95%). Significantly more people are using bicycle or electric bike (30% cf. 21% Dec 22) and using push or electric scooter (36% cf. 11% Dec 22) as a means of transport compared to previous wave.

Looking at significant differences in access to different modes of transport, those aged 50 – 64 years (35%), those living in East area 6 (41%) and West area 1 (42%) were significantly more likely to have access to a bicycle/e-bike, while younger residents under 25 years (24%) were less likely than total to have access to a bicycle (cf. 31% total).

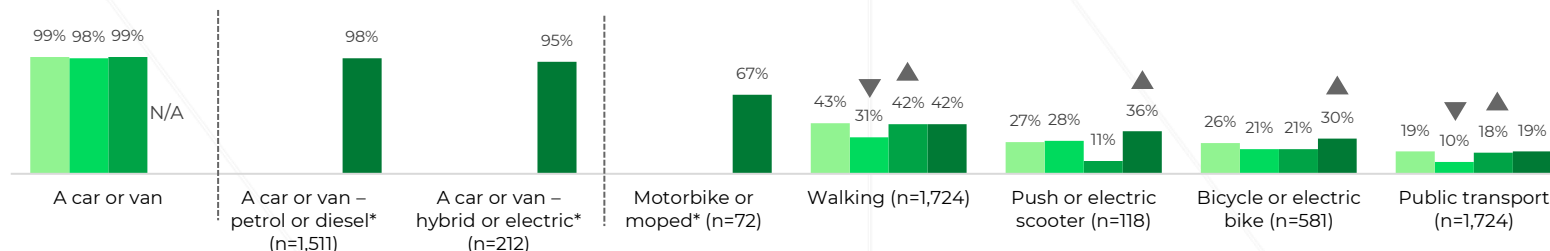
Younger residents (26%) were significantly more likely than the total to use public transport as a means of getting from place to place (cf. 19% total).

Currently have access to...

Please note: Prior to June 2023, car or van was asked as one encompassing code, whereas in June 2023 they were split out to differentiate petrol/diesel and hybrid/electric, both are shown below.



Modes of transport used to get to places...



Base (Q35): All Respondents; W5 (n=374), W6 (n= 361) , W7 (n=336), W8 (n=1,724)

Base (Q36): Those who have access to each mode of transport

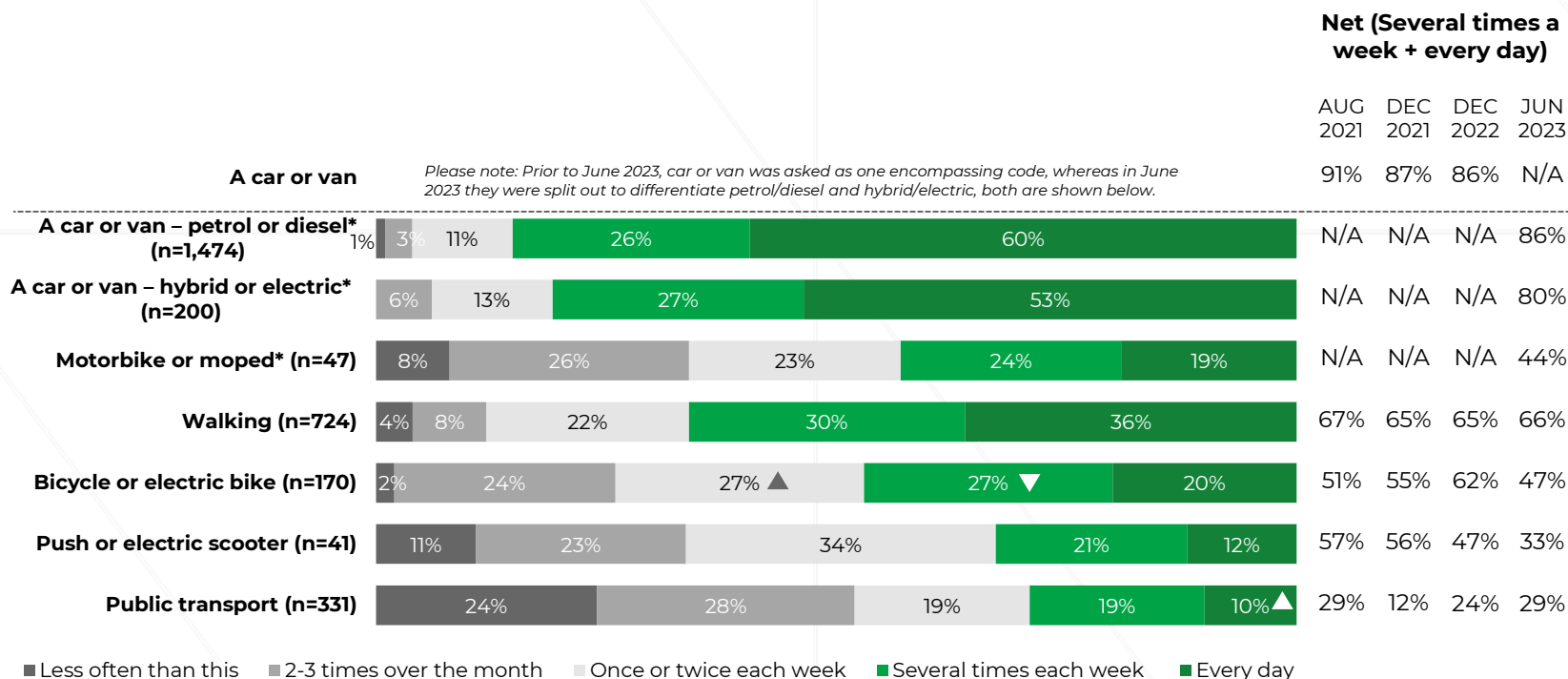
Q35. Which of the following, if any, do you currently have access to (that is, you could use it whenever you choose to)

Q36. Over the last month, how have you used each of the following?

Frequency of using modes of transport

Cars/vans are the most frequently used mode of transport. 86% of those who have access to a petrol or diesel car, use it at least on a weekly basis. Walking is the next most frequently used mode of transport, with 66% walking at least several times in a week.

There is gradual increase in the proportion of those who use public transport on a weekly basis – only 12% use it on weekly basis in Dec 2021 while 29% using public transport weekly now. There has been a slight decrease in the proportion of those who use bicycle or e-bike several times a week (47% cf. 62% in Dec 22), however this change is not significant.



*New options added in June 2023

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?

Reasons for not using other modes of transport more often

Public transport schedules are Incompatible with my needs and are not regular enough (20%) is the main reason for not using other modes of transport by those who use car at least several times per week.

Slow public transport is second most commonly mentioned reason.

Those of Māori ethnicity (18%), females (17%) and those aged 25 – 49 yrs were significantly more likely to mention 'car is easier for family use' as barrier for using other modes of transport (cf. 11% total)

"Easier to buy groceries in a car also do school run for my grand daughter several times a week. Can go when I want rather than schedule although there is a good bus service in my area. 3 buses within two blocks."

"I used to take the bus but the restricted schedule and the longtime spent on these made me reconsider it as my mode of transport."

"Time saving and easy to reach the destination. Hurry burry life . If I get bus to reach destination after getting down the bus stop, I need to walk again . So always relay on car."

"It's not safe on the roads and public transport is too inconsistent."

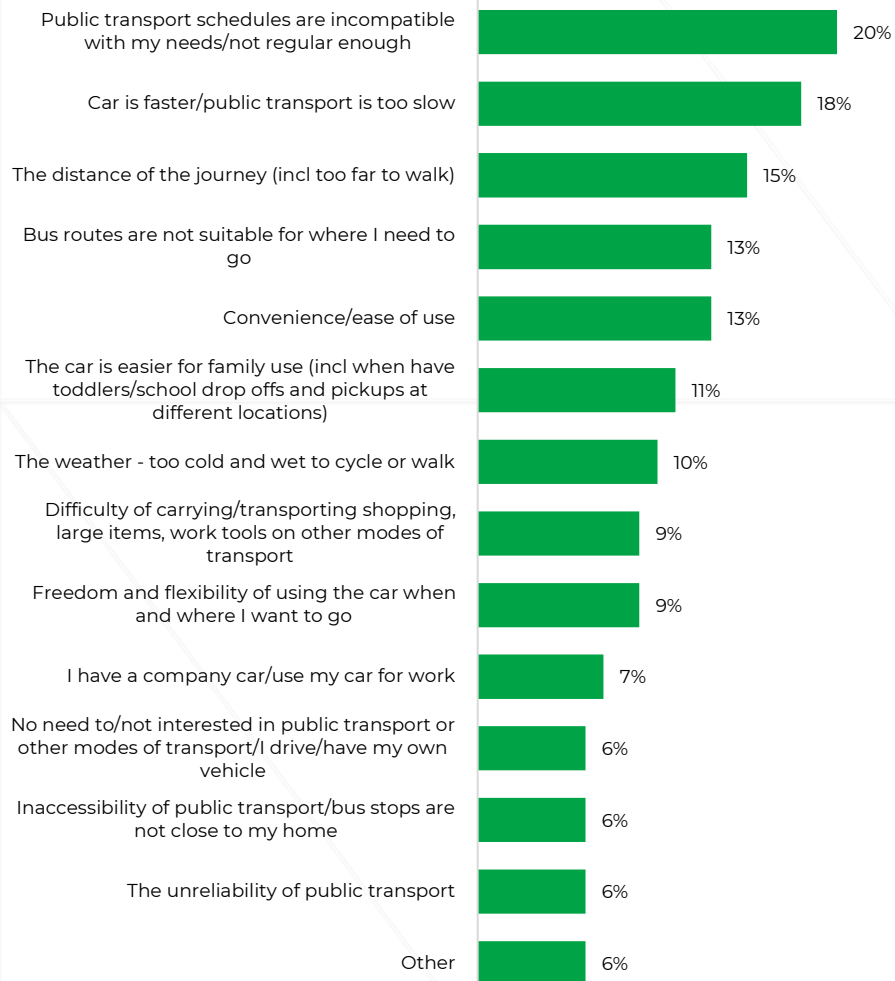
"Easiest way to get the weekly groceries home, easiest way to get to places/activities across town that are further than we want to walk or bike, or at times we don't want to walk or bike (e.g. night time)"

"I live to far from my work and supermarkets are not uncomfortable walking distance - and also if I used a bike, it may get stolen if I left it outside as there isn't safe places to leave them at supermarkets"

"Public transport is very bad in Hamilton, busses are very limited in a way and trains are nonexistent"

What is preventing you from using other modes of transport more often?

Among those who use their car at least several times each week



Base: Those who use their car at least several times each week; W8 (n=1,345)
Q55. You mentioned you use your car at least several times each week, what prevents you from using other modes of transport more often?

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

The majority (87%) of Hamilton residents currently have access to a petrol or diesel car while 12% have access to Hybrid/electric car. Of those with access to a car, over one in three (33%) also have access to a bicycle and 7% have access to a scooter.

Looking at those with access to both a car and a bicycle, the majority (52%) used their bike for recreational purposes or exercise rather than a form of transport (28%). While 41% did not use their bicycle at all in last month. Amongst those with access to a car and an e-scooter or push scooter, about one in two (47%) did not use their scooter at all over the past month. A quarter (29%) used their scooter for exercise or recreation, while over a third (35%) used it as a means of transport.

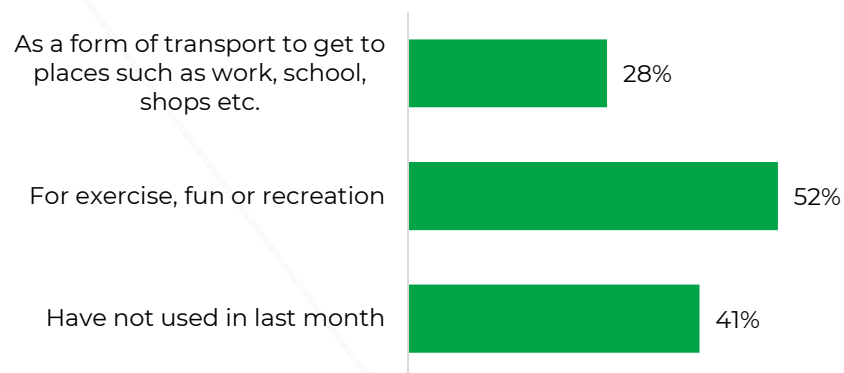
Please note: these percentages given do not state that active methods were used exclusively instead of using a vehicle (a vehicle may have also been used as a form of transport over the same time period), rather they indicate that there were instances during that past month where a vehicle was available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



99% of residents have access to a car, of those (n=1,511):

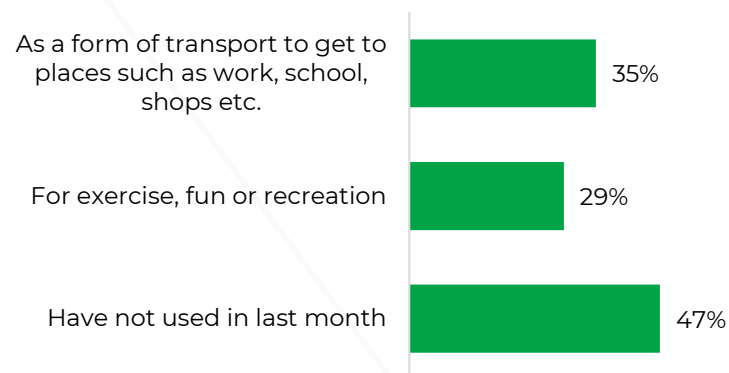
- 33% also have access to a bicycle or electric bike
- 7% also have access to a push scooter or electric scooter

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



Base: Respondents with access to a car and a bicycle/e-bike; W8 (n=517)
Q36. Over the last month, how have you used each of the following?

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



Base: Respondents with access to a car and a scooter/e-scooter; W8 (n=104)
Q36. Over the last month, how have you used each of the following?



Quality of Life & Safety

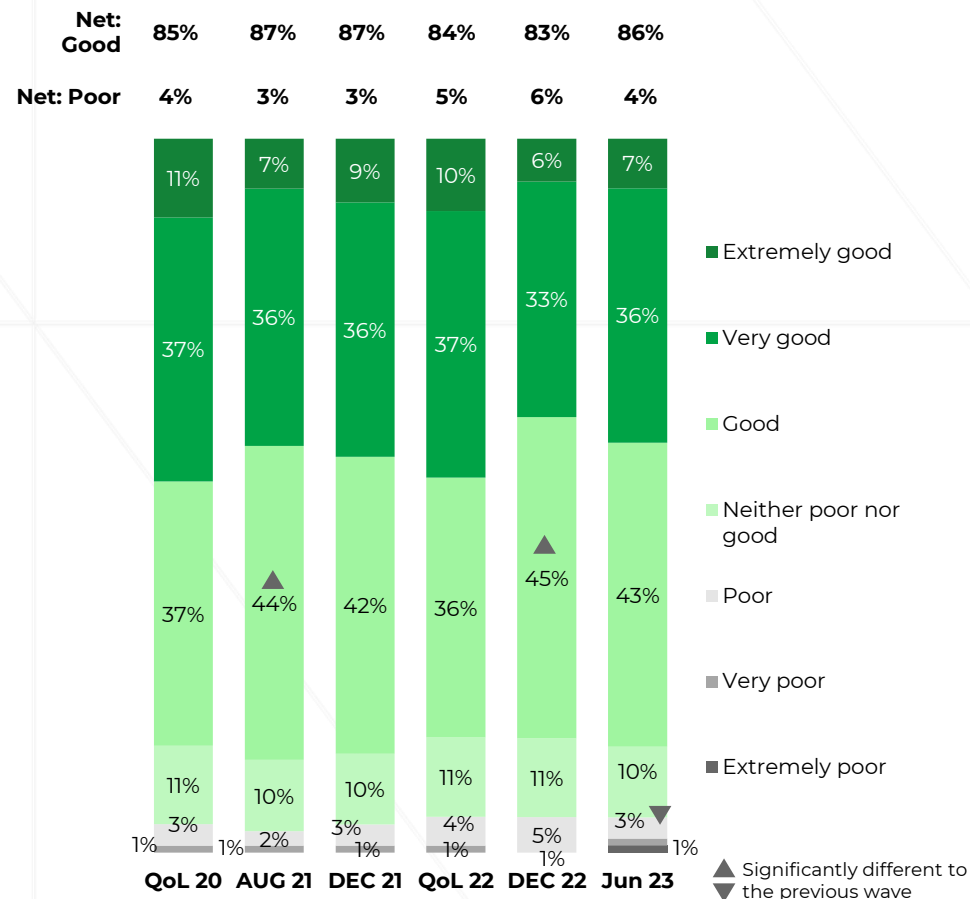
Overall Quality of Life

The majority of Hamilton residents have, at least, a good quality of life (86%), while only 4% consider their quality of life to be poor.

Slightly more resident claim to have a 'good' quality of life compared to last wave (86% cf. 83% in Dec 22), though not significant.

Those of age 65+ years (91%), those who have enough or more than enough money to meet everyday needs (97%) are significantly more likely than total to rate their quality of life at least good (cf. 86% total).

Conversely, those who do not have enough money to meet everyday needs (13%) were significantly more likely to rate quality of life poor (cf. 4% total).



Base: All Respondents; QoL 20 Hamilton (n=499), W5 (n=374), W6 (n=361), W7 (n=336), W8 (n=1,724)
Q70. Would you say that your overall quality of life is...

Quality of Life compared to 12 months ago

Feelings of Hamilton residents are polarised, with 22% feel their quality of life has increased while 26% feel their quality of life has decreased compared to a year ago. Over half (52%) of residents feel quality of life has remained same compared to 12 months ago.

People of Māori ethnicity (30%) and young residents aged under 25 years (40%) were significantly more likely to feel their quality of life has increased compared to 12 months ago (cf. 22% total).

"Because I have had a job position change which allowed me to earn a lot more than what I was on. and by doing this, it has allowed me to purchase my own home."

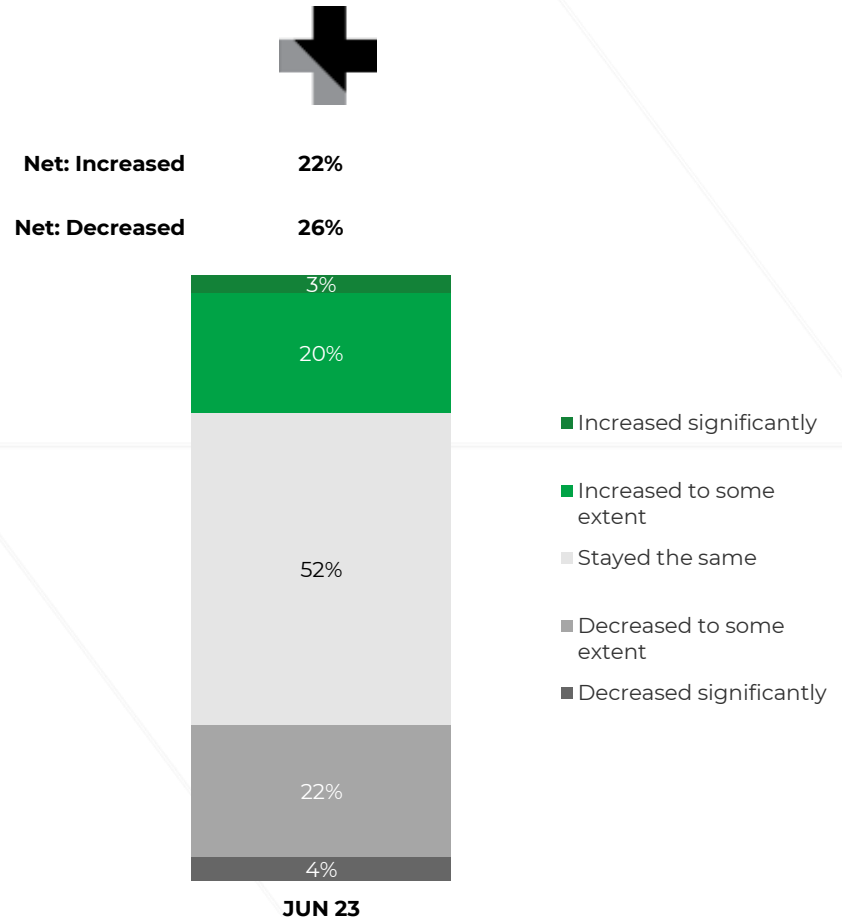
"I have starting earning a little more which in today's financial climate helps. I do more exercise than a year ago, we now have a dog. The days park is amazing. We love it and using it with our dog has improved our quality of life for the better. I cycle to work now which is so enjoyable."

"The price of goods is getting more expensive, and I'm spending more money on everything, yet my income has not increased a lot. The mortgage rate is too high."

"I have taken on additional debt, and the increases in cost of living, including rent, have made it more difficult to pay for my day-to-day costs, and luxuries like holidays are long gone."

"Less disposable income with more extreme weather events and increased cost of living. My partner was made redundant and took another job at a lower salary. More worry about money and crime given how things are and are trending to."

"Working on mental health, which is due to the services I have access to in Hamilton including ACC stress massages and counseling."

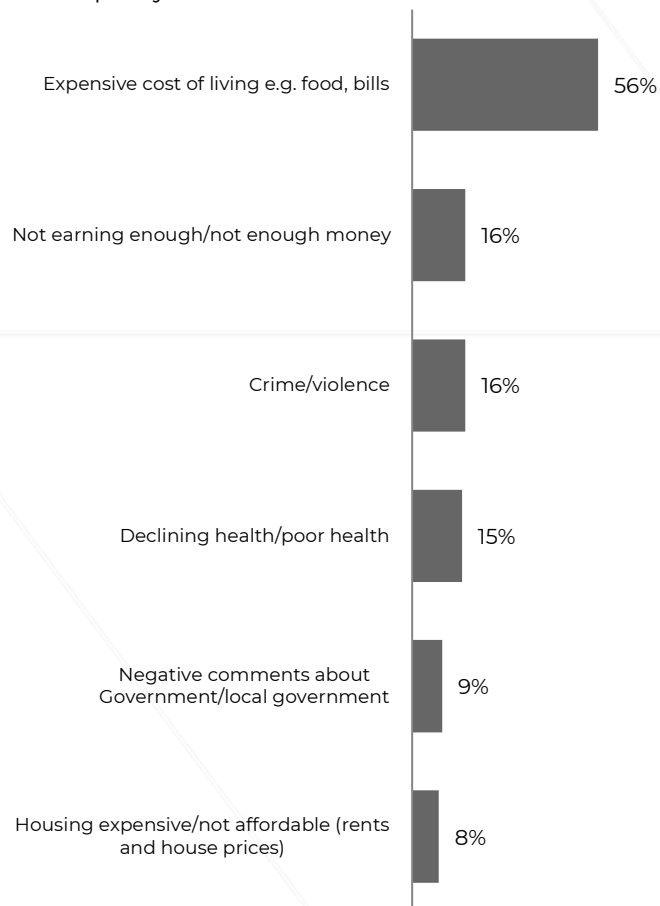


Base: All respondents W8 (n=1,724)
Q4QoL. Compared to 12 months ago, would you say that your quality of life has...

Reasons why Quality of Life has changed

Reasons for decreased quality of life among n=449 who said their quality of life has decreased

One in two residents mention expensive cost of living (56%) as the main reason for decreased quality of life. Not enough money/ earnings (16%) and crime rate (16%) are second most commonly mentioned reasons for decreased quality of life.

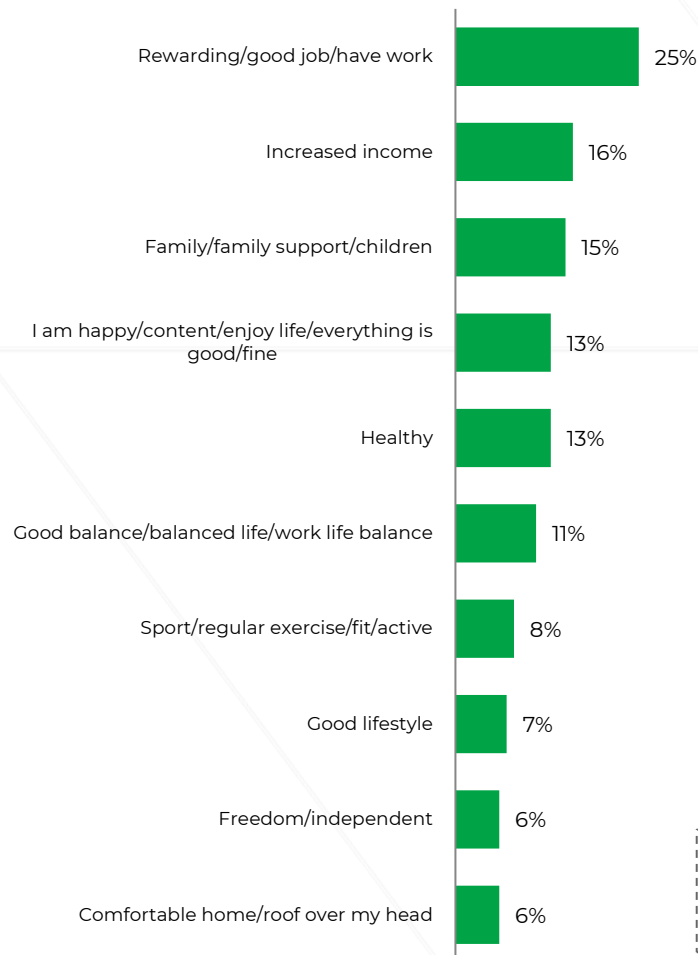


Base: Those who feel their quality of life has decreased over the past 12 months (n=449)
Q5QoL. Why do you say your quality of life has changed?

© 2021 Nielsen Consumer LLC. All Rights Reserved.

Reasons for increased quality of life among n=328 who said their quality of life has decreased

Among residents, the reasons given by those who has increased quality of life are good/ rewarding job/ work (25%) and increased income (16%)



Note: Charts
only show
reasons above
6% mentions

Base: Those who feel their quality of life has increased over the past 12 months (n=328)
Q5QoL. Why do you say your quality of life has changed?

How safe do you feel in the central city...

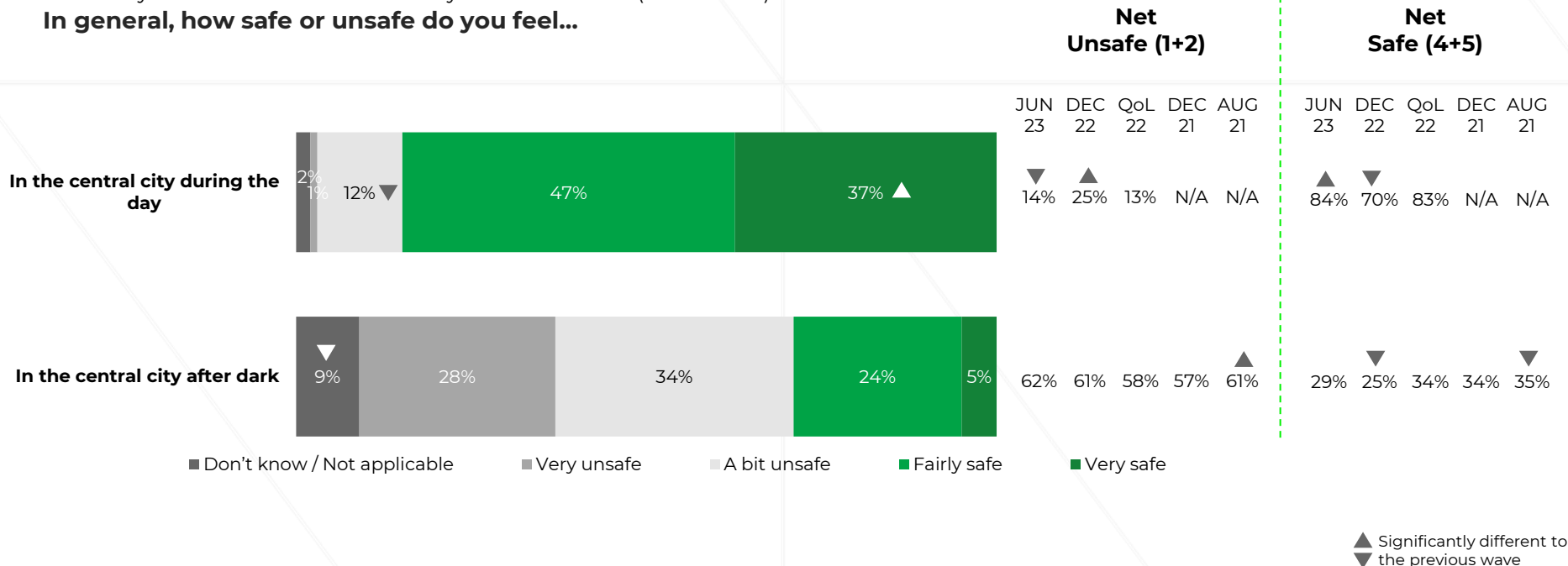
Eight in ten (84%) Hamilton residents claim they feel safe in the city centre during the day, significantly higher as compared to previous wave (84% cf. 70% in Dec 22). 14% feel unsafe in the city centre during the day, significantly lower than Dec 22 (cf. 25%)

Residents claim to feel much less safe in the city centre at night time, with just 29% claiming they feel safe. Just over three in five (62%) claim to feel unsafe in their city centre after dark.

Those with a poor quality of life (34%) and those who do not have enough money to meet everyday needs (23%) claim to feel more unsafe during the day than the total (cf. 14% total). While those with enough or more than enough money (88%), and those with a very or extremely good quality of life (88%) are more likely than the total to feel safe during the day (cf. 84% total).

People of Māori ethnicity (36%), those aged 25 – 49 years (32%) and those with extremely or very good quality of life (32%) are more likely to feel safe in city centre after dark (cf. 29% total), while those of NZ European/ other ethnicities (66%), females (69%) and those with poor quality of life (82%) are more likely than total to feel unsafe in city centre after dark (cf. 62% total).

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



How safe do you feel in your neighbourhood...

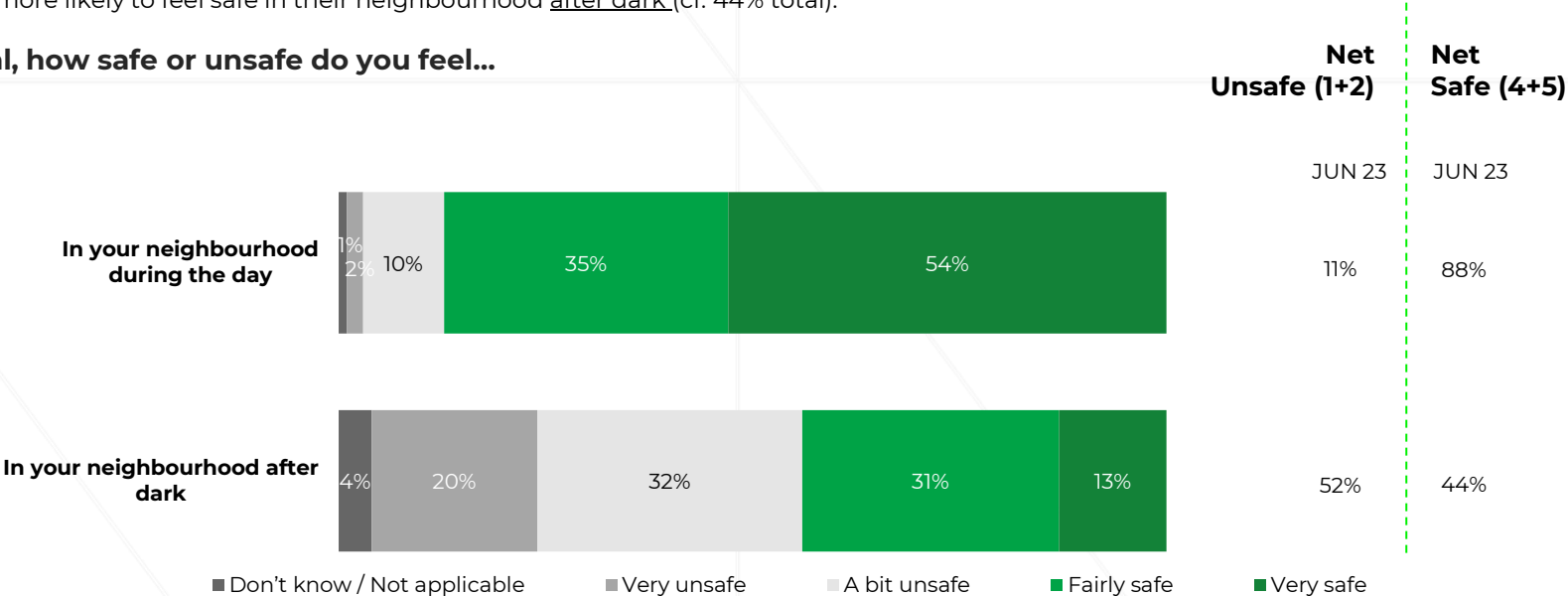
Nine in ten (88%) Hamilton residents claim they feel safe in their neighbourhood during the day, while 11% feel unsafe in their neighbourhood during the day.

One in two residents claim to feel unsafe in their neighbourhood at night time (52%). Just over four in ten (44%) claim to feel safe in their neighbourhood after dark.

Those of age 65+ years (92%), those with a extremely or very good quality of life (93%), those living in East area 1 – 2 (97%, 94% resp.) and West area 1 (93%) and those who have enough or more than money to meet their everyday needs (93%) claim to feel more safe in their neighbourhood during the day than the total (cf. 88%). While those of age 50 – 64 years (16%), those living in West area 2 (24%) and West area 4 (20%) and those with poor good quality of life (28%) were more likely than the total to feel unsafe during the day (cf. 11% total).

People of NZ European/ other ethnicities (56%), females (60%) and those living in East area 4 (65%), West area 2 (62%) and West area 4 (66%) were more likely than total to feel unsafe in their neighbourhood after dark (cf. 52% total). While people of Pacific ethnicity (65%), those with extremely or very good quality of life (50%), those living in East area 1 – 2 (58%, 60% resp.) and who have enough or more than money to meet everyday needs (50%) were more likely to feel safe in their neighbourhood after dark (cf. 44% total).

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



*New question added in June 2023
Base: All Respondents; W8 (n=1,724)
Q56. In general how safe or unsafe do you feel walking alone in your neighbourhood during the daytime?
Q9r3q. In general how safe or unsafe do you feel walking alone in your neighbourhood after dark?
© 2021 Nielsen Consumer LLC. All Rights Reserved.

Experienced prejudice/ intolerance in the past 3 months

Overall, a third (29%) of residents have experienced some kind of prejudice or intolerance over the last 3 months.

Compared to Dec 2022, there has been a significant decrease in experiences of prejudice related to age (9% cf. 13%) and physical health condition or impairment (6% cf. 9%). Experiences of prejudice related to gender (9% cf. 12% Dec 22) and ethnicity (18% cf. 21% Dec 22) have also decreased, though not significantly. Ethnicity (18%) remains the area where the most prejudice or intolerance is experienced.

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

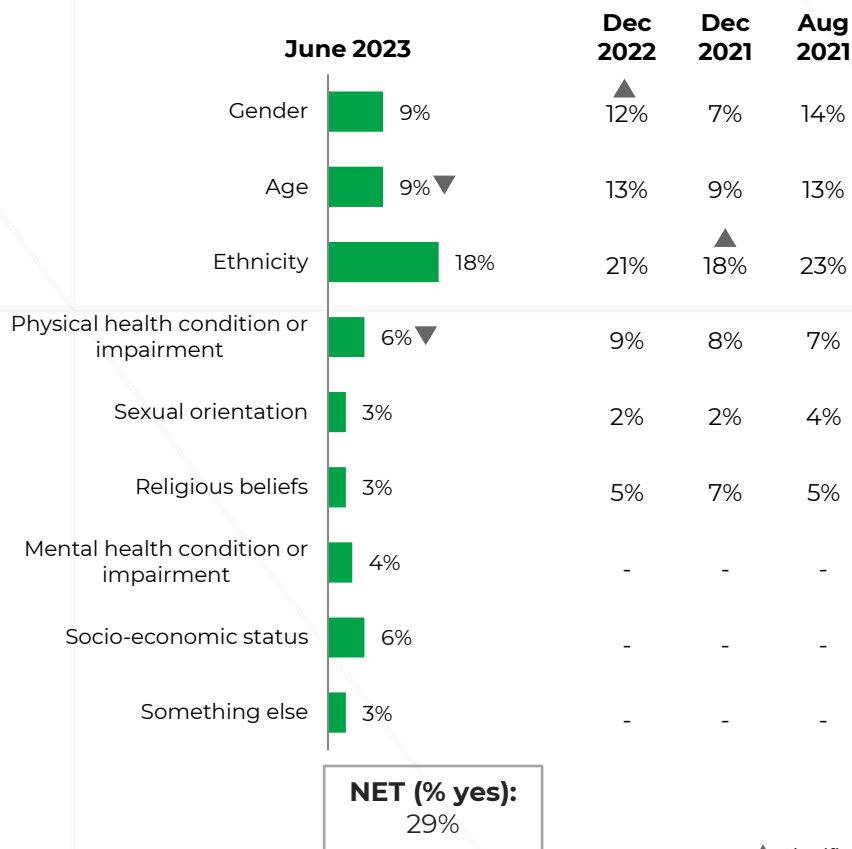
Age: Those aged under 25 years (14%), those living in East area 4 (15%), West area 2 (15%) and those of Māori ethnicity (15%) were significantly more likely to say they had experienced prejudice or intolerance on the basis of their age (cf. 9% total).

Ethnicity: Those of Māori (34%), Pacific (36%) and Asian/ Indian (28%) ethnicities and those living in West area 4 (32%) were significantly more likely to experience discrimination based on their ethnicity (cf. 18% total), while NZ Europeans/ others ethnicities were significantly less likely to experience racial discrimination (9% cf. 18% total).

Physical health condition or impairment: Those of Māori ethnicity (12%) and those living in West area 4 (11%) were significantly more likely to experience discrimination based on their physical health condition or impairment (cf. 6% total).



% experienced prejudice/intolerance related to...



▲ Significantly different to the previous wave

Base: All Respondents; W5 (n=374), W6 (n= 361), QoL Hamilton 22 (n=540-542), W7 (n=336), W8 (n=1,724)

Q90a. In the last three months, have you personally experienced prejudice or intolerance, or been treated unfairly or excluded because of your...

Places experienced prejudice/ intolerance

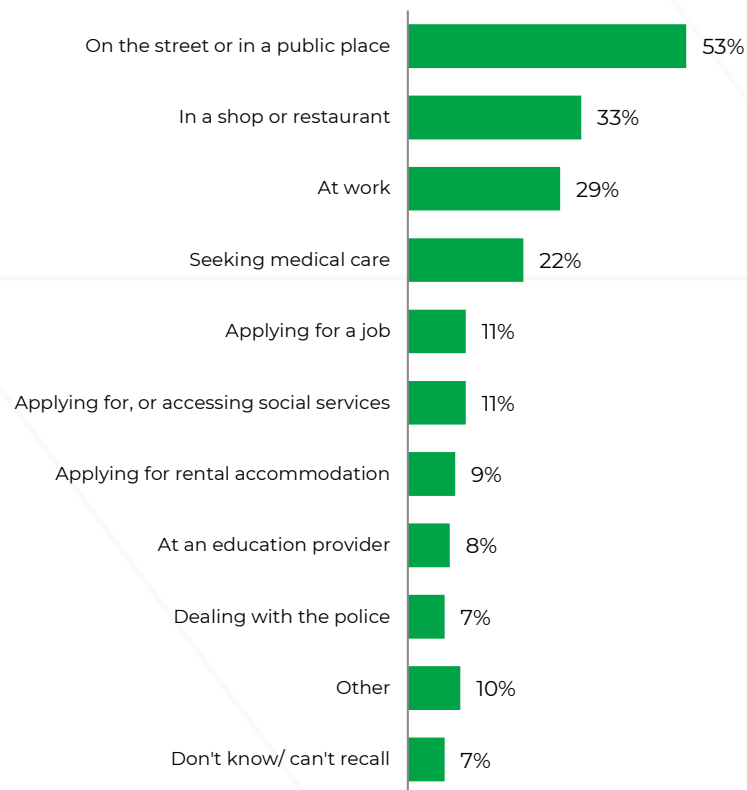
Among those who experienced prejudice in last 3 months, one in two experience prejudice on the street or in a public place (53%) followed by in a shop or restaurant (33%).

People of Māori ethnicity were more likely to experience prejudice in a shop or restaurant (61% cf. 33% total) or while seeking medical care (30% cf. 22% total) or while dealing with police (17% cf. 7% total).

Younger residents with age under 25 years were more like to experience prejudice while dealing with police (14% cf. 7% total) or while applying for a job (22% cf. 11% total).



% experienced prejudice/ intolerance in...



*New question added in June 2023

Base: Those who said they've experienced prejudice in the last 3 months (n=459)
Q57. In what situation(s) did you personally experience prejudice or intolerance, or being treated unfairly or excluded?

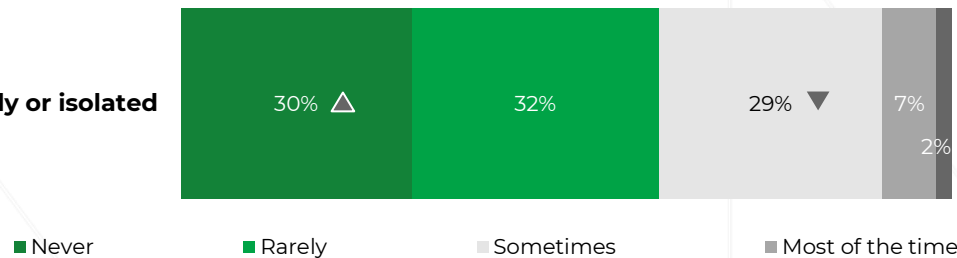
Experiences of loneliness or isolation

There has been a significant increase in the proportion who claim to never or rarely experience loneliness or isolation (63% cf. 52% Dec 22), as well as an decrease, not significant, in those who often feel isolated or lonely (9% cf. 12% in Dec 22).

Those significantly more likely than the total (cf. 9% total) to say they experience loneliness or isolation often are those of Māori ethnicity (13%), those aged under 25 years (21%), those who do not have enough money to meet everyday needs (20%) and those with a poor quality of life (47%). While those aged 65+ (84%), residing in East area 1 (73%) and East area 2 (70%), those with enough or more than enough money (73%) and those with a very or extremely good quality of life (78%) are more likely to say they rarely experience loneliness and isolation (cf. 63% total).

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

Felt lonely or isolated



Net Rarely (1+2)

JUN 23 DEC 22 QoL 22 DEC 21 AUG 21

63% 52% 47% 48% 57%

Net Often (4+5)

JUN 23 DEC 22 QoL 22 DEC 21 AUG 21

9% 12% 13% 16% 11%

▲ Significantly different to the previous wave

Base: All Respondents; QoL Hamilton (n=500), W5 (n=374), W6 (n=361), QoL Hamilton 22 (n=546), W7 (n=336), W8 (n=1,724)

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

© 2021 Nielsen Consumer LLC. All Rights Reserved.

Social networks

Four in ten residents are part of professional/ work networks in the last 12 months (39%). One in four are part of interest/ hobby groups (25%) while one in five are part of clubs/ societies (22%) and fitness related groups (21%).

Looking at social groups people have been a part of in the last 12 month, the following subgroup differences appear.

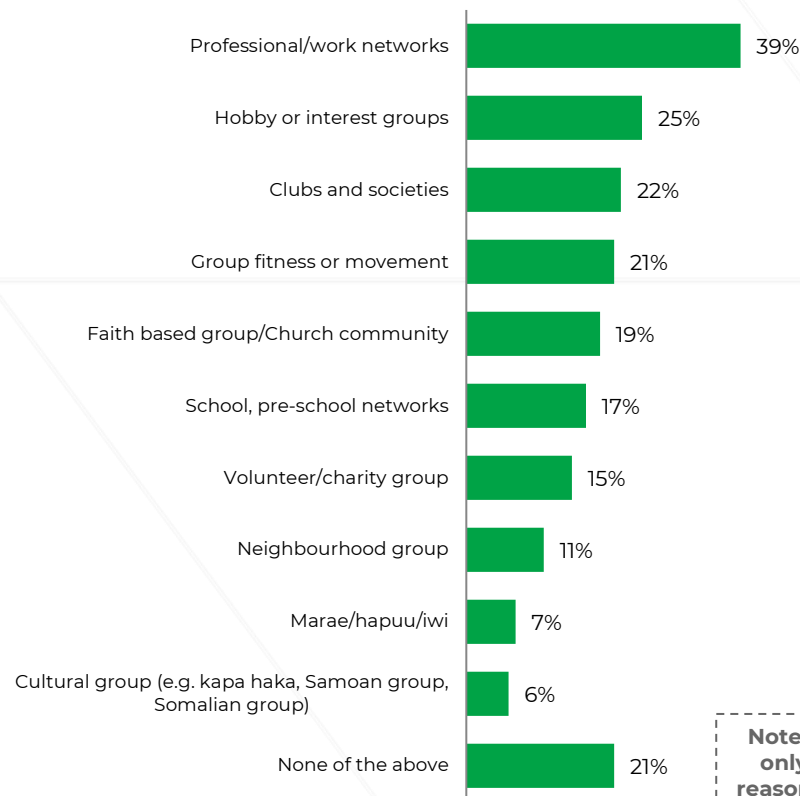
Professional/work networks: Those of Asian/Indian ethnicity (46%), those of age 25 – 49 years (47%) and 50 – 64 years (43%) were significantly more likely to be part of professional/ work networks than total (cf. 39% total).

Hobby/ Interest groups: Those of Māori ethnicity (32%) and those aged 65+ years (31%) were significantly more likely to be part of Interest groups (cf. 25% total).

Group fitness or movement: Those of NZ European/ other ethnicities (24%) and females (27%) were significantly more likely to be part of fitness related groups (cf. 21% total).



Social groups residents have been a part of in the last 12 months



Note: Charts only show reasons above 5% mentions

*New question added in June 2023

Base: All Respondents; QoL Hamilton (n= 1,724)

Q58. Thinking about the social networks and groups you are a part of, or have been a part of in the last 12 months (whether online or in person), do you belong to any of the following?

Connection

More than eight in ten residents feel connected with family (90%), friends (81%) and people they live with (86%). 40% residents feel connected with wider community or people around them while 21% feel disconnected.

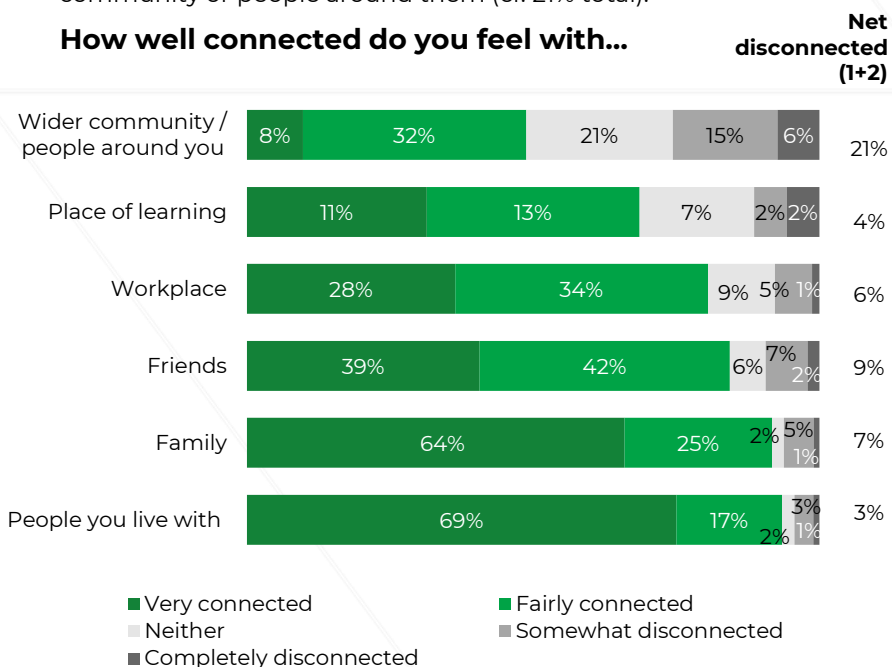
About half of the residents mention there is nothing preventing them from having contact with family and friends who don't live with them (52%). A third mention they live too far away (32%) as a reason for not contacting friends and family.

Those of age 65+ years were more likely to feel connected with family (95% cf. 90%) and friends (90% cf. 81% total) than total while younger residents age under 25 years feels more disconnected with family (10% cf. 7%) and friends (16% cf. 9%) than total.

Those of Asian/ Indian ethnicity (71%) and those of age 25 – 64yrs (71%; 72% resp.) were more likely to feel connected to workplace than total (cf. 62%).

Older residents of age 50 - 65 years (45%) and 65+ years (60%) were more likely to feel connected to wider community or people around them (cf. 40% total); while those of NZ European/ other ethnicities (24%) and those of age 25 – 49 years (25%) were more likely to feel disconnected to wider community or people around them (cf. 21% total).

How well connected do you feel with...



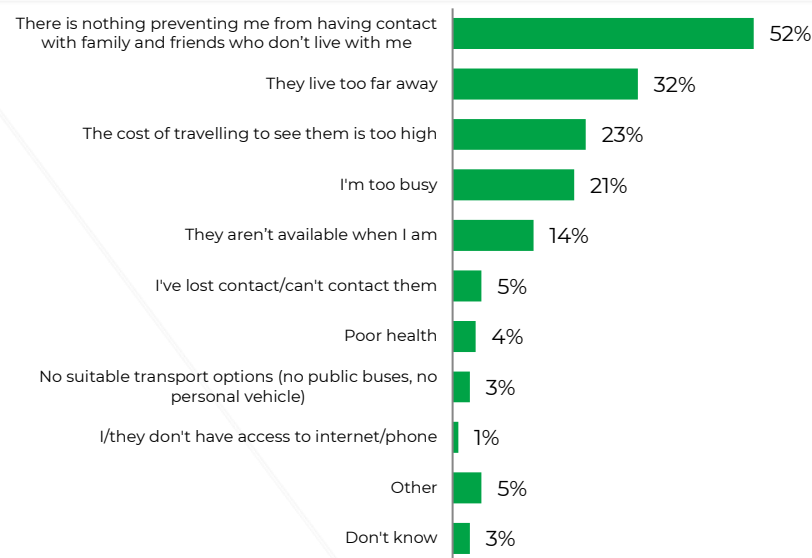
*New question added in June 2023

Base: All Respondents; W8 (n=1,724), Don't know and Not connected, but I am ok with-it options are not mentioned in the chart

Q59. How well-connected do you feel with...

© 2021 Nielsen Consumer LLC. All Rights Reserved.

Barriers to contact with friends or family who don't live with you



*New question added in June 2023

Base: All Respondents; W8 (n= 1,724)

Q60. What makes it hard to have contact with family or friends who don't live with you?



Heritage

Connection to cultural heritage

The feeling of connection to cultural heritage has decreased slightly among Hamilton residents compared to December 2022 (34% cf. 36%), though not significant. One in five (16%) feel very strongly connected to their cultural heritage.

Those of Māori (55%), Pacific (59%) and Asian/ Indian (44%) ethnicities and those living in West area 6 (40%) were significantly more likely to say they feel connected to their heritage (cf. 34% total), while NZ European/other ethnicities (50%), those living in East area 2 (49%) and those aged under 25 years (48%) were more likely to say they do not feel connected (cf. 41% total).

"In Hamilton, there is a South American dance group, Swing Latino, that I am part of and watch the performances of, which represents the Latin American community."

Feels strongly connected (4)

"Family are part of the original European settlers to Hamilton, so it is great to read about them in places such as the Hamilton museum and see examples of there legacy still in parts of Hamilton today."

Feels very strongly connected (5)

"We just celebrated our traditional festival few days ago. We enjoyed the special food on that festival which made me feel connected to our heritage.."

Feels slightly connected (3)

"Local markets, events at local park. Matariki celebrations all around from arts & crafts, stargazing, stories mid city. Te reo Māori incorporated into everyday living"

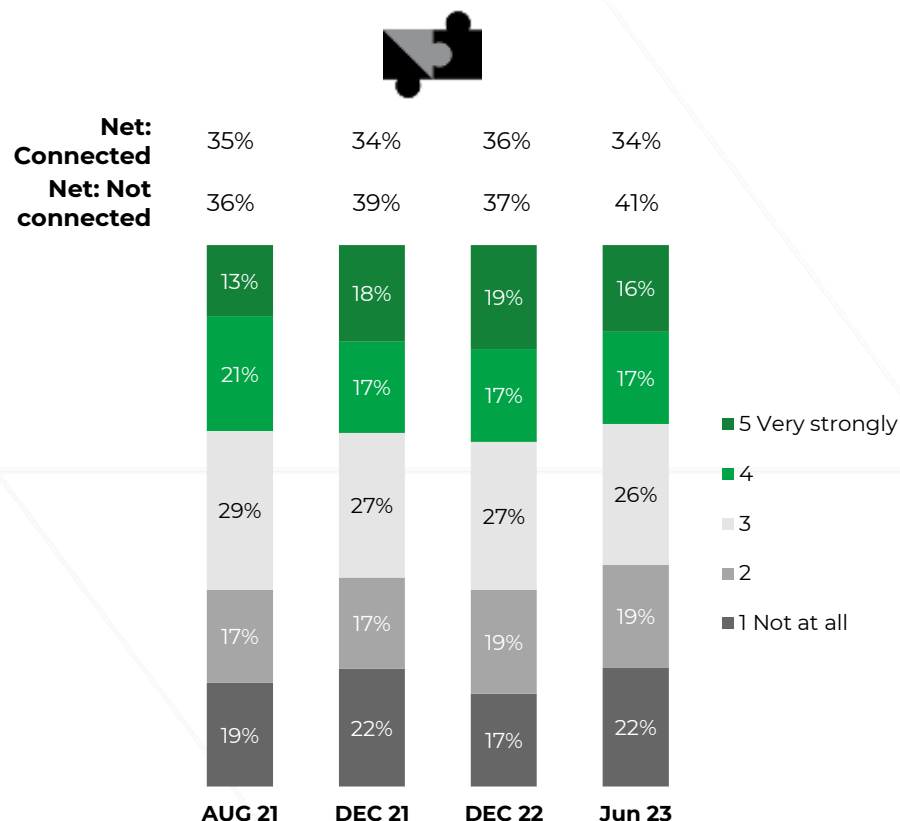
Feels strongly connected (4)

"I am originated from an Asian country, and I feel still very connected to the culture of my birth country and have been associated with the people from the country of my birth here in NZ or in my home country as well. Despite I have been living in NZ for almost 40 years. "

Feels very strongly connected (5)

"Having facilities available like museum and art. Being university educated I have had exposure to Māori culture and practices, and this has helped."

Feels slightly connected (3)



▲ Significantly different to the previous wave

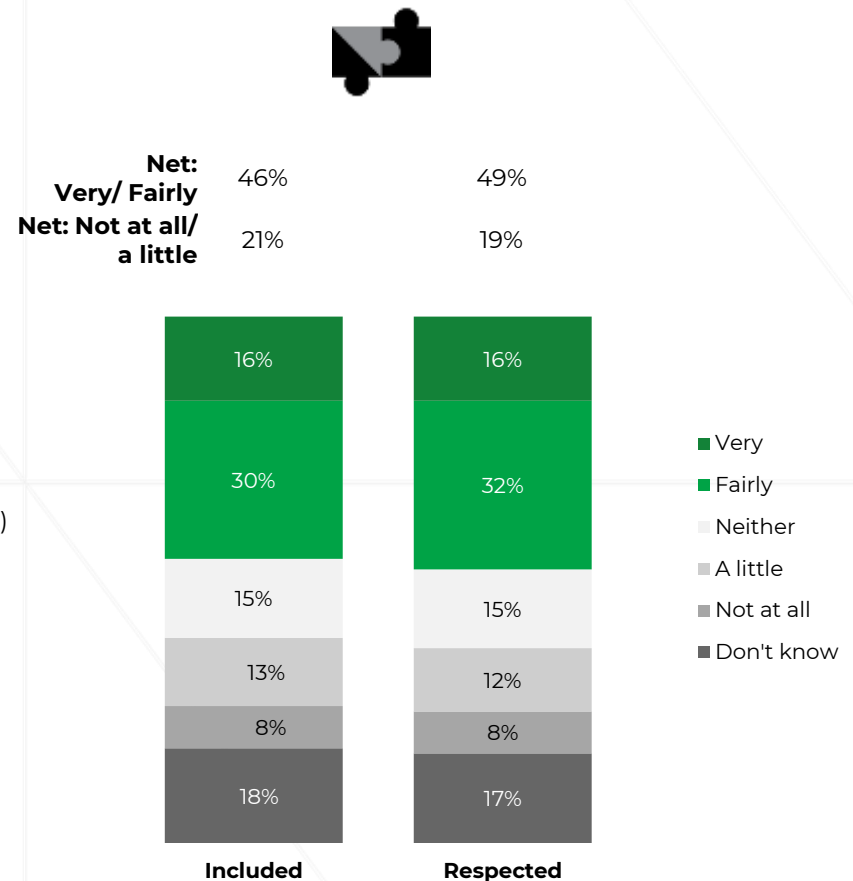
Base: All Respondents; W5 (n=374), W6 (n=361), W7 (n=336), W8 (n=1,724)
Q41. How strongly do you personally feel connected to your cultural heritage?

Cultural values/ perspectives in Hamilton..

About one in two residents feel their cultural values and perspectives are included (46%) and respected (49%) in Hamilton.

Those of Māori (55%) and Asian/ Indian (59%) ethnicities, those living in East are 4 (55%) and females (48%) were significantly more likely to feel their cultural values and perspectives are included in Hamilton (cf. 46% total), while those of NZ European/other ethnicities (22%) and those aged 50 - 64 years (26%) were more likely to feel their cultural values and perspectives are not included in Hamilton (cf. 21% total).

Those of Māori (56%), Pacific (65%) and Asian/ Indian (67%) ethnicities, those living in East are 4 (59%) and females (51%) were significantly more likely to feel their cultural values and perspectives are respected in Hamilton (cf. 49% total), while those of NZ European/other ethnicities (21%) and those aged 50 - 64 years (26%) were more likely to feel their cultural values and perspectives are not respected in Hamilton (cf. 19% total).



*New question added in June 2023

Base: All Respondents;; W8 (n=1,724)

Q61. How included and respected do you feel your cultural values and perspectives are in Hamilton?



Health and Wellbeing

Frequency of doing physical activity

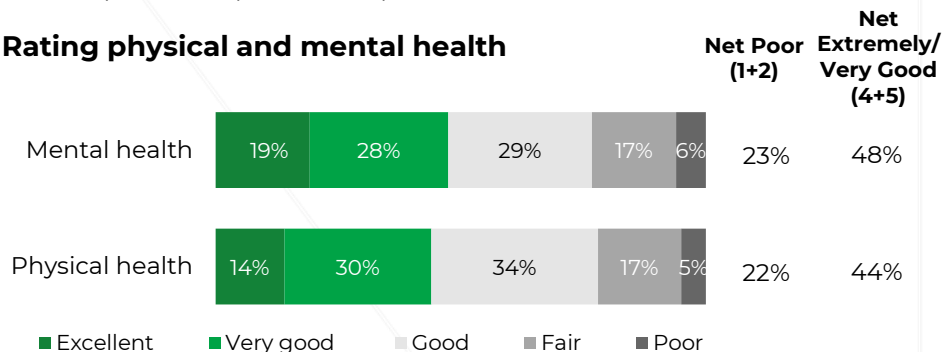
One in two residents rate their mental health extremely or very good (48%) and two in five residents rate their physical health extremely or very good (44%). Similar proportion of residents have poor mental (23%) and physical health (22%).

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. About one in three (35%) are meeting these guidelines, slightly decreased from December 22 (cf. 40%).

Those of Māori ethnicity are more likely to have poor physical health (33% cf. 22% total) and mental health (28% cf. 23% total). Younger residents with age under 25 years (42%) and those living in West area 4 (41%) were more likely to have poor mental health (cf. 23% total).

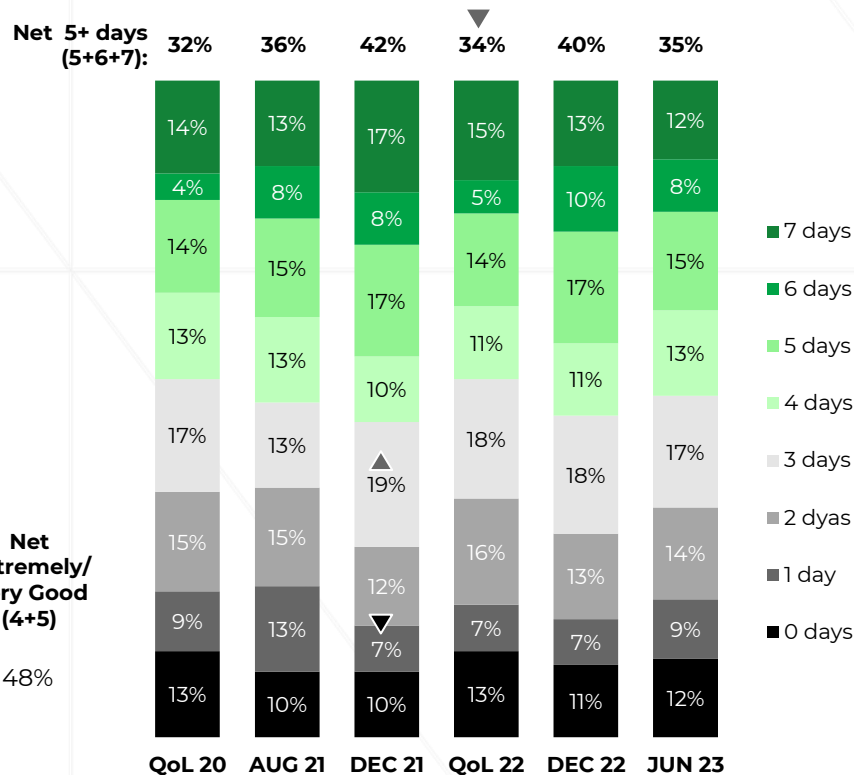
Those aged 50-64 years (39%) and 65+ years (40%) and those living in East area 4 (45%) were significantly more likely to have been active for 30 minutes a day on at least 5 days of the past week (cf. 35% total). While females (31%) and those living in East area 1 (25%) were significantly less likely to have been active on at least 5 days of the past week (cf. 35% total)

Rating physical and mental health



Base: All Respondents; W8 (n=1,724)
Q23QoL. In general, how would you rate your...

Frequency of doing physical activity



▲ Significantly different to the previous wave
▼

Base: All Respondents; QoL 20 Hamilton (n=500), W5 (n=374), W6 (n=361), QoL Hamilton 22 (n=544), W7 (n=336), W8 (n=1,724)

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?

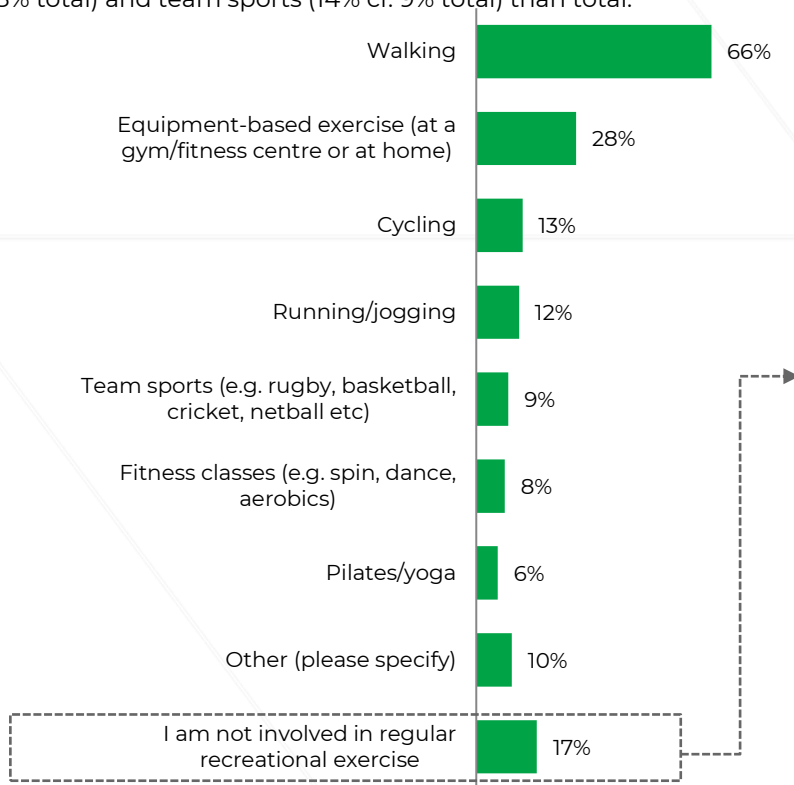
Recreational sport/physical exercise

Sport/physical activity people are regularly involved in

Walking (66%) and equipment based exercise (28%) are top sports/ physical activities Hamilton residents are regularly involved in.

Those with age 50 - 64 years were more likely to be regularly involved in walking (71% cf. 66% total) and cycling (18% cf. 13% total).

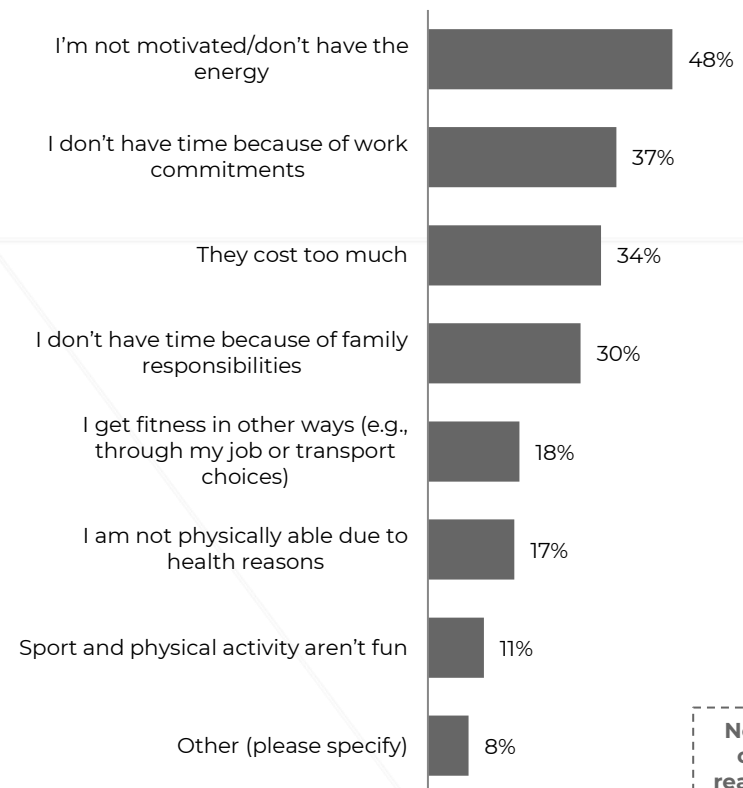
Younger residents aged under 25 years were more likely to be regularly involved in running (19% cf. 12% total), equipment based exercise (45% cf. 28% total) and team sports (14% cf. 9% total) than total.



Barriers to participation in recreational activity among the 17% who are not involved in regular exercise (n=290)

No motivation/ energy (48%) and no time due to work commitments (37%) were most commonly mention barriers to participation in recreational activity.

A third mention these activities cost too much (34%) and don't have time due to family responsibilities (30%) as reason for not involved in regular physical activity.



Note: Charts only show reasons above 6% mentions

*New question added in June 2023

Base: All respondents (n=1,724)

Q62. What recreational sport/ physical activities are you regularly involved in?

© 2021 Nielsen Consumer LLC. All Rights Reserved.

*New question added in June 2023

Base: Those who are not involved in regular exercise (n=290)

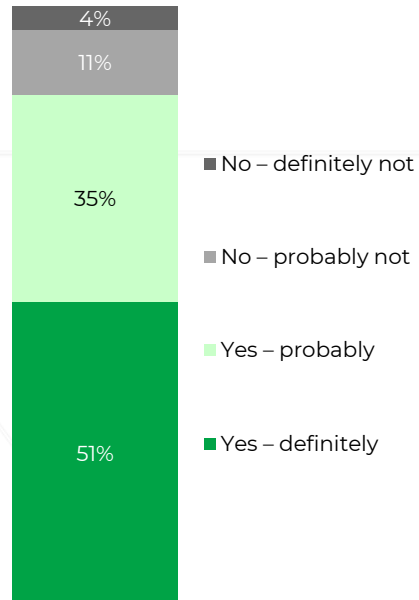
Q63. You mentioned you are not involved in any regular, recreational physical activity. What is stopping you from participating in this type of activity?

Experience of health problems/ conditions

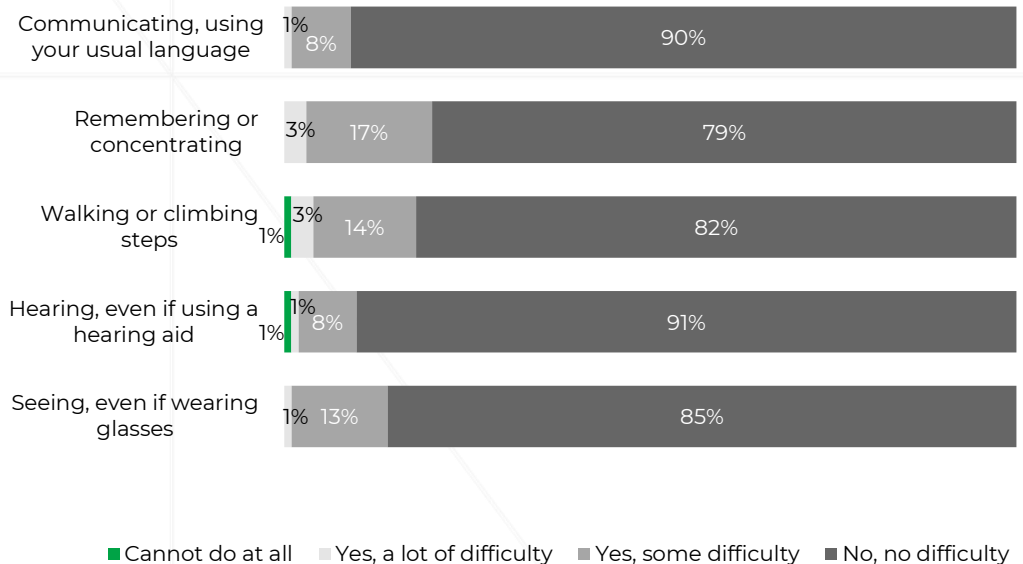
Majority of Hamilton residents have someone who can help with day-to-day tasks (86%) while 15% do not have anyone who can help with day-to-day tasks.

Eight in ten residents do not have problem or condition that causes difficulty with various tasks. One in five have some difficulty in remembering or concentrating (21%).

Access to someone who can help with day-to-day tasks



Problem or condition that causes difficulty with tasks



Base: All respondents (n=1,724)
Q64. Do you have anyone who could help you with day-to-day tasks if you were away from home, sick or injured?

© 2021 Nielsen Consumer LLC. All Rights Reserved.

Base: All respondents (n=1,724)
Q65. Does a health problem or a condition you have (lasting six months or more) cause you difficulty with, or stop you from any of the following?



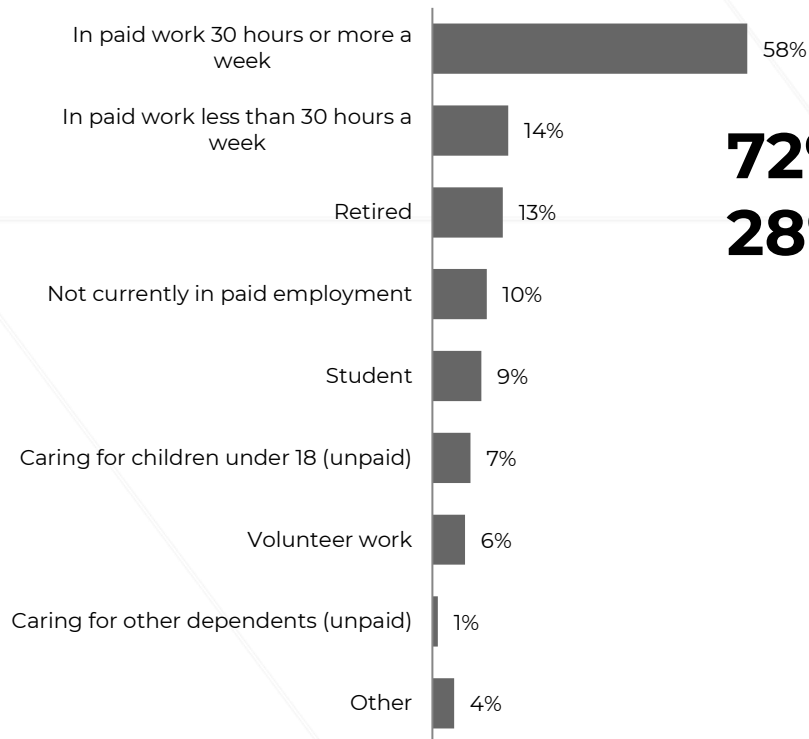
Home and Work situation

Work situation

Seven in ten residents were employed (72%), with 58% work for 30 hours or more in a week. Of the 28% unemployed, 13% are retired and 10% are not currently in paid employment.

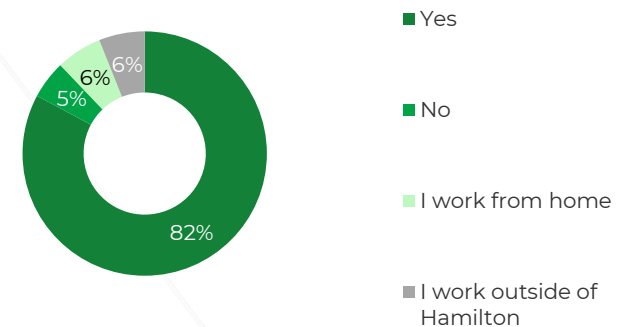
Majority of the residents have their place of work within Hamilton (82%), only 6% work place is outside of Hamilton.

Work situation



72% Employed
28% Unemployed

Place of work within Hamilton



Income meeting everyday needs

Over half of Hamilton residents (47%) have enough or more than enough money to meet their everyday needs, a further 34% claim to have just enough money. One in ten (14%) claim 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 lower than previous wave (82% cf. 84% in Dec 22) while proportion of those who claim to not have enough money to meet their everyday needs are slightly higher than previous wave (14% cf. 11% in Dec 22)

Those of NZ European/ other ethnicities (55%), those with age 65+ years (65%), owner-occupiers (54%) and those with an extremely or very good quality of life (70%) are more likely than average to claim they have *enough* or *more than enough* money to meet their everyday needs (cf. 47% total).

While those who claim to have a poor quality of life (42%) and those living in West area 2 (22%) and West area 4 (24%) are significantly more likely to claim they do not have enough money (cf. 14% total).



Ability of income to meet everyday needs

Not enough money

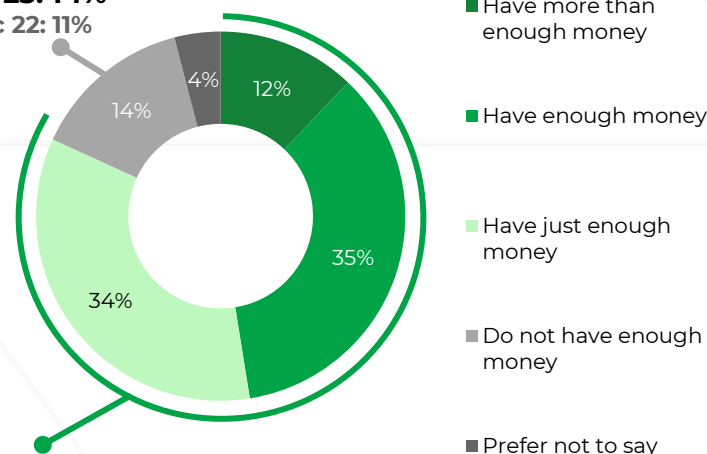
Jun 23: 14%

Dec 22: 11%

Enough money (NET)

Jun 23: 82%

Dec 22: 84%



▲ Significantly different to the previous wave

Base: All Respondents; W7 (n=336), W8 (n=1,724)

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?

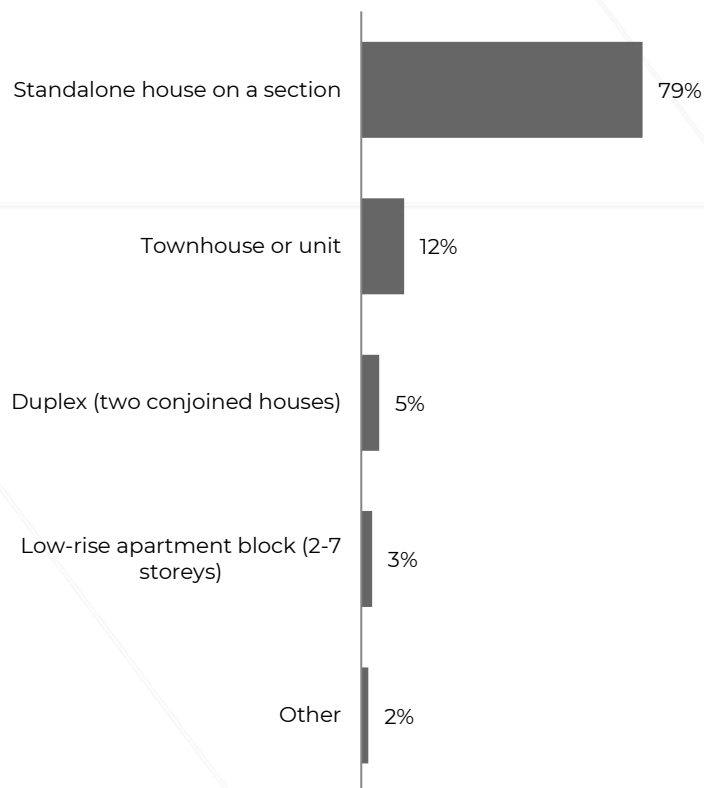
Household situation

Eight in ten Hamilton residents are currently living in a standalone house on a section (79%) while 12% are currently living in a townhouse or unit.

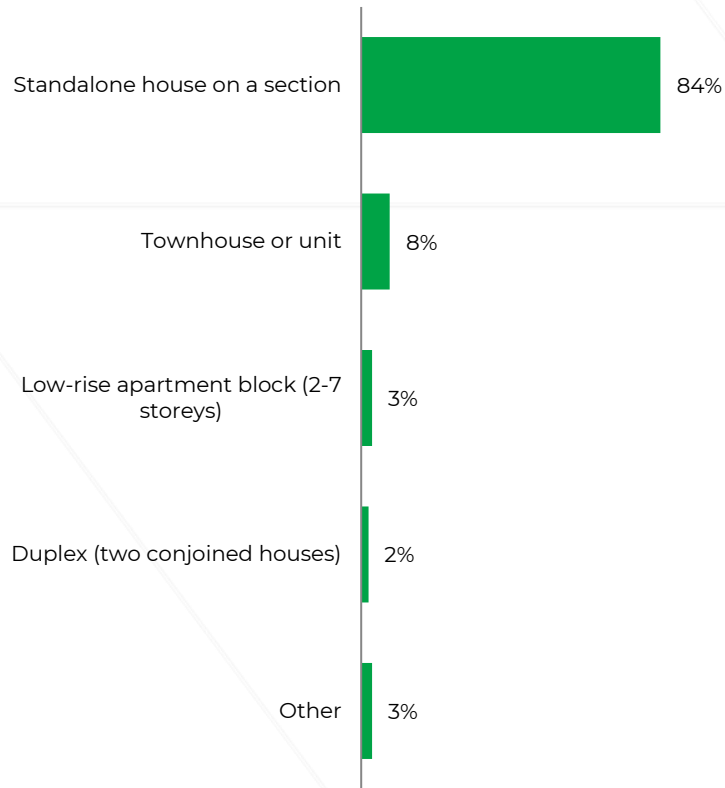
Standalone house on a section is the most ideal housing situation preferred by residents (84%) while only 8% considered townhouse or unit as ideal housing situation.

Those of NZ European/ other ethnicities (80%), those living in East area 1 – 4 (88%; 85%; 86%; 87% resp.) and West area 1 – 2 (89%; 95% resp.) are more likely to currently live in a standalone house on a section (cf. 79% total) while private renters (21%) and those living in East areas 5 (23%) and West area 4 – 5 (24%; 37% resp.) are more likely to currently live in townhouse or unit (cf. 12% total).

Type of home you currently live in



Ideal housing situation



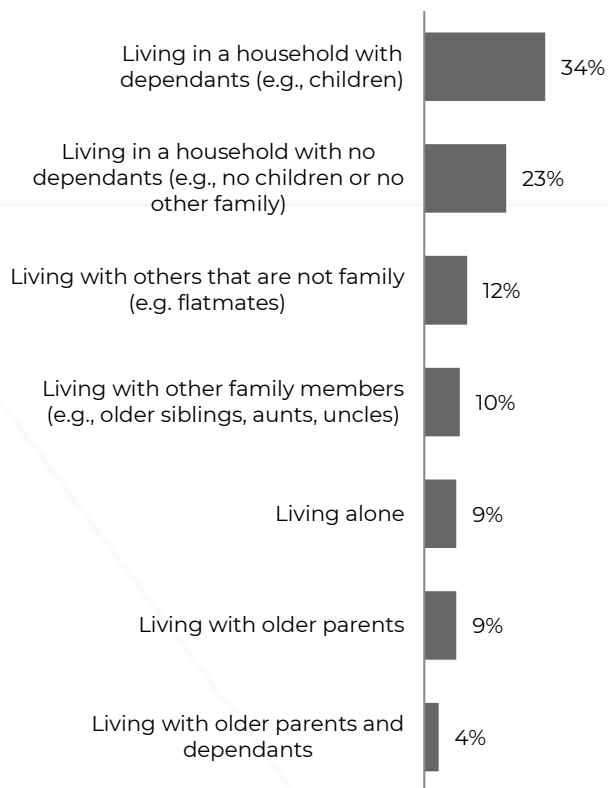
Household situation

A third of residents are living in a household with dependants (34%) while a fourth are living in a household with no dependants (23%).

Younger residents under age of 25 years are more likely to live with older parents (30% cf. 9% total) or are living with others that are not family (27% cf. 12% total) or living with other family members (17% cf. 10% total).

Those of NZ European/ other ethnicities (11%) and older residents of age 65+ years (22%) are more likely to live alone (cf. 9% total) while those of Asian/Indian ethnicities (48%), females (37%) and those of age 25 – 49 years (52%) are more likely to live in a household with dependants (cf. 34% total)

Living situation



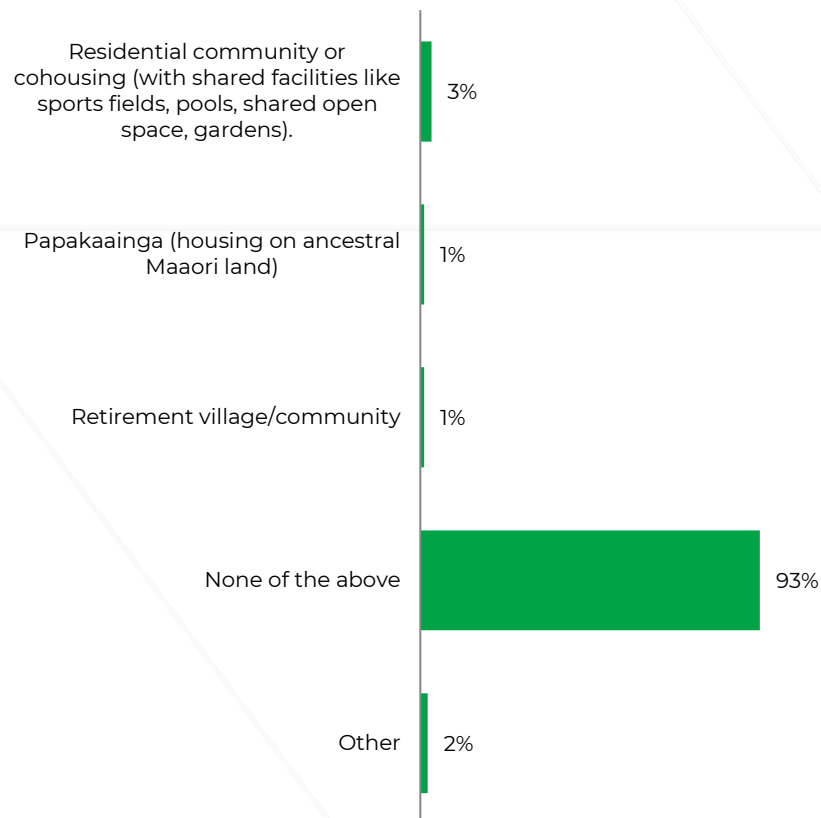
*New question added in June 2023

Base: All respondents (n= 1,724)

Q67. Which of the following best describes your household situation?

© 2021 Nielsen Consumer LLC. All Rights Reserved.

Housing environment



*New question added in June 2023

Base: All respondents (n= 1,724)

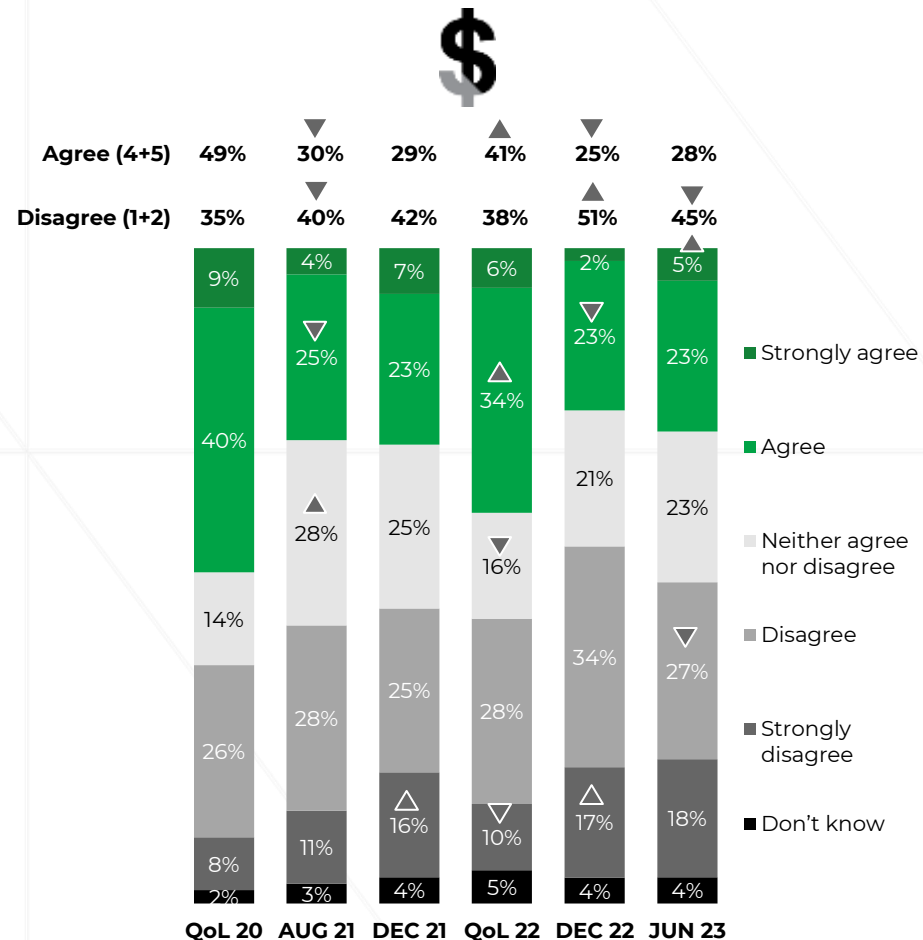
Q68. Do any of the following housing environments apply to you? \

Affordability of housing costs

A quarter (28%) of Hamilton residents agree their housing costs are affordable, while about half (45%) disagree this is the case. There has been a significant decrease in the proportion who feel their housing costs are *unaffordable*, from 51% in Dec 2022 to 45% in June 2023. The proportion who strongly agree housing costs are affordable has increased significantly (5% cf. 2% in Dec 22).

Those of NZ European/other ethnicities (31%), those aged 65+ years (45%), those who have enough or more than enough money (41%) to meet everyday needs and those who have good quality of life (31%) are significantly more likely to agree that housing costs are affordable (cf. 28% total).

Those of age 25 – 49 years (54%), those who do not have enough money to meet everyday needs (63%) and those with poor quality of life (58%) are significantly more likely to disagree that housing costs are affordable (cf. 45% total).



▲ Significantly different to the previous wave

Base: All Respondents

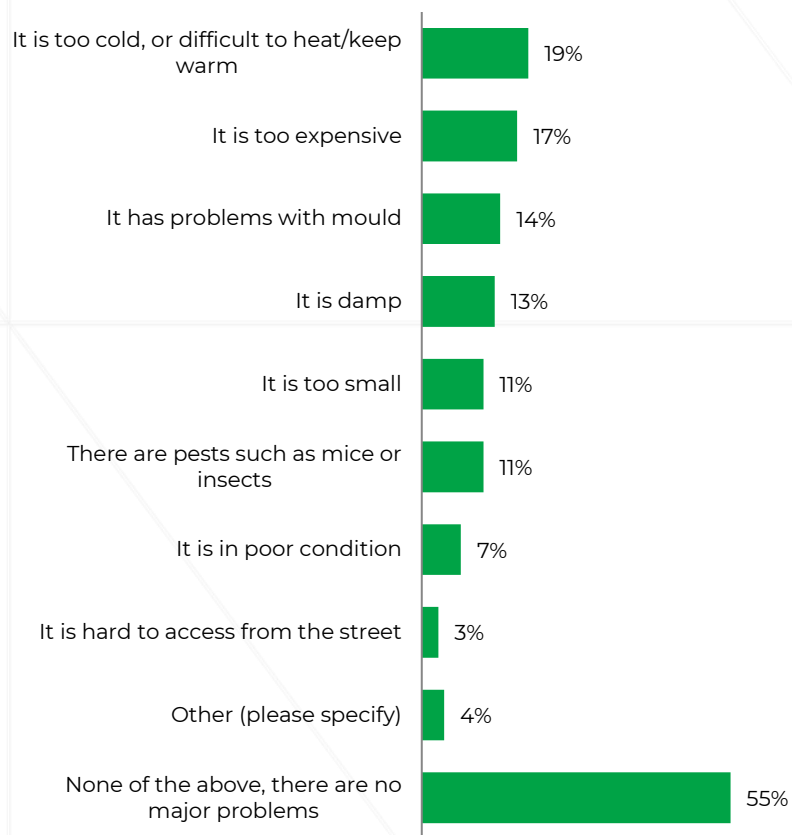
Q8QOL: AFFORDABILITY OF HOUSING (n=1,724)

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

Issues with current home

One in two residents do not have major problems with the home they are currently living in (55%). About one in five mention their house is too cold or is difficult to heat/ keep warm (19%) and their house is too expensive (17%)..

Housing issues



*New question added in June 2023

Base: All Respondents; (n=1,724)

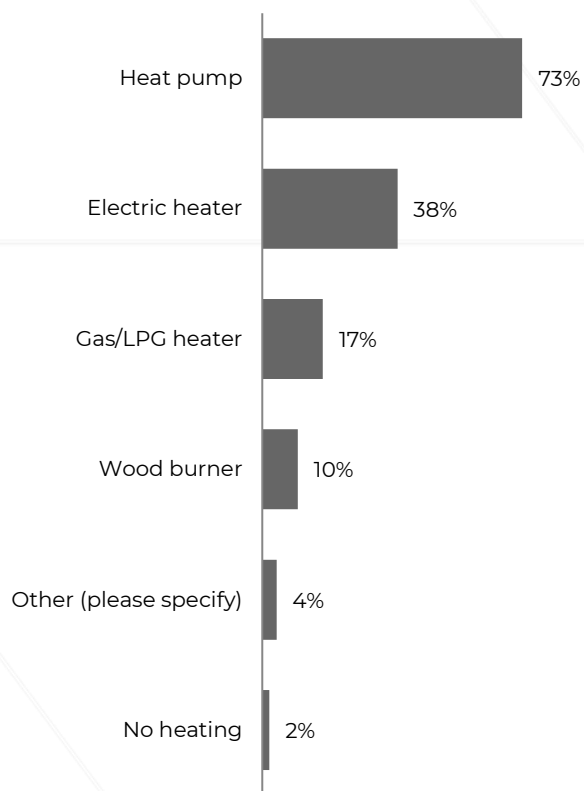
Q71. This question is about the home you currently live in. Do any of the following apply to you?

Heating

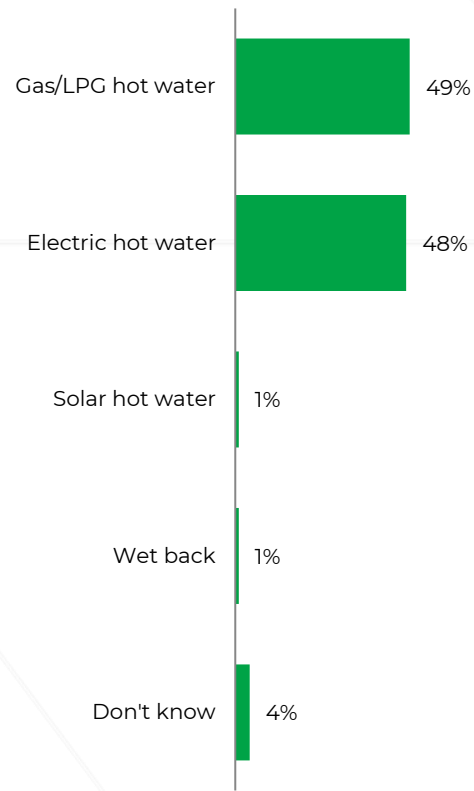
As expected, majority of residents use heat pump (73%) and electric heater (38%) to heat the home that they currently live in. Gas/ LPG hot water (49%) and Electric hot water (48%) are two commonly used methods to heat water in the home they currently live in.

Those of NZ European/other ethnicities (19%) and those of age 65+ years (27%) are more likely to use Gas/ LPG heater to heat their home (cf. 17% total).

Methods of heating home



Methods of heating water



*New question added in June 2023

Base: All respondents (n=1,724)

Q72. What do you use to heat the home that you currently live in?

© 2021 Nielsen Consumer LLC. All Rights Reserved.

*New question added in June 2023

Base: All respondents (n=1,724)

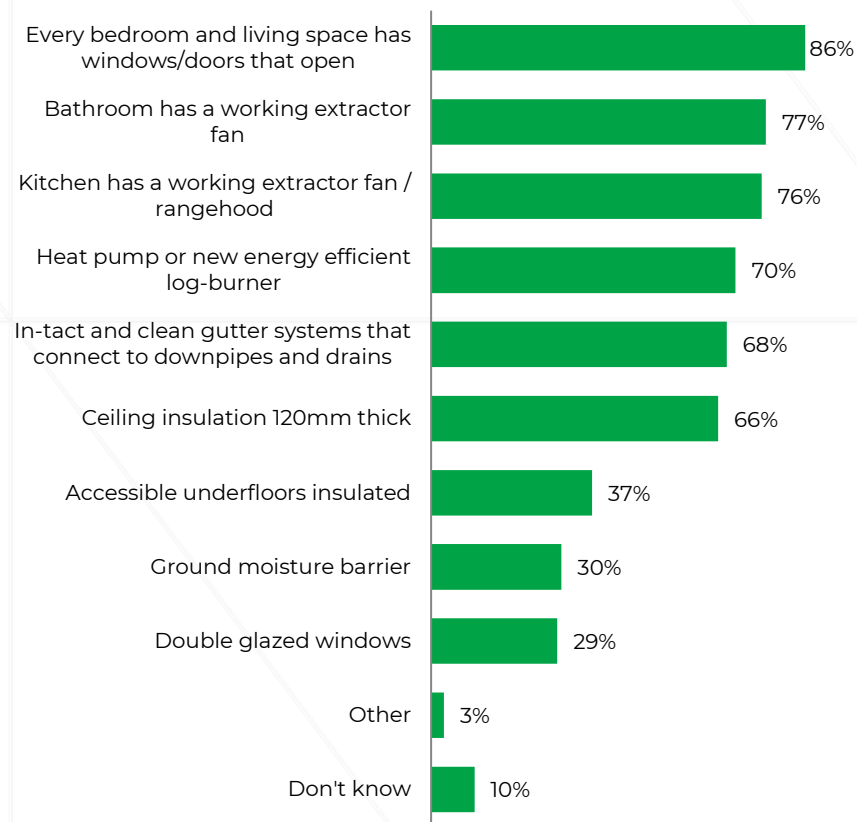
Q73. Which of the following do you use for water heating in the home you currently live in?
We use...

Healthy homes

Majority of the residents have windows/doors to every bedroom and living space in the house they currently live in (86%). Eight in ten residents have extractor fan for bathroom (77%) and kitchen (76%) in the house they currently live in.

Those of age 50 – 64 years are more likely to have ceiling insulation 120mm thick (74% cf. 66% total) and accessible underfloor insulation (42% cf. 37% total).

Healthy home features in current home



*New question added in June 2023

Base: All Respondents; (n=1,724)

Q74. Thinking again about the home you currently live in, does your house have the following features which allow it to meet the healthy homes standards?

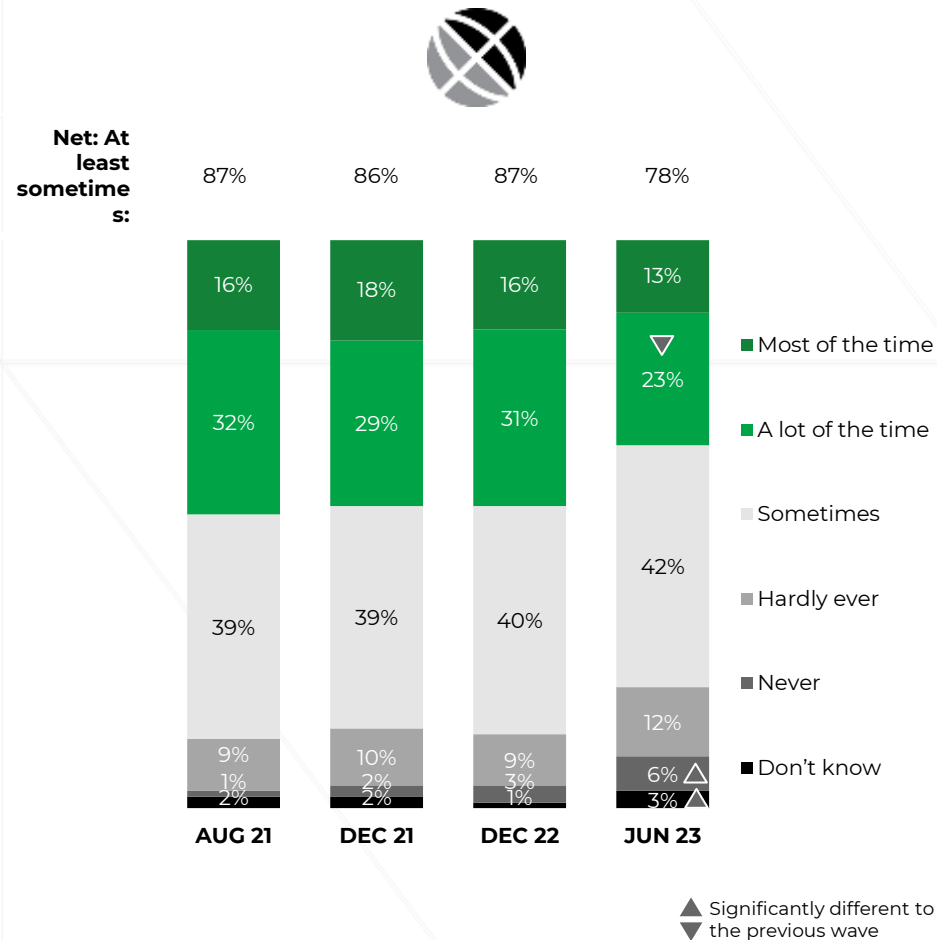


Environment & Sustainability

Consideration of sustainability and climate change

Eight in ten residents claim to at least sometimes consider the environment when making decisions about what they do, buy and use (78% cf. 87% in Dec 22), with 37% consider the environment often when making decisions about what they do, buy and use.

Those of age 50 – 64 years (43%) and 65+ years (42%), those who have enough or more than enough money to meet everyday needs (40%) and those who have a very or extremely good quality of life (42%) are more likely to often consider environment when making decisions about what they do, buy and use (cf. 37% total)



Base: All Respondents; W5 (n=374), W6 (n= 361), W7 (n=336), W8 (n=1,724)
Q38. In your daily life, to what extent do you consider sustainability and climate change when you make choices about what you do, buy or use?

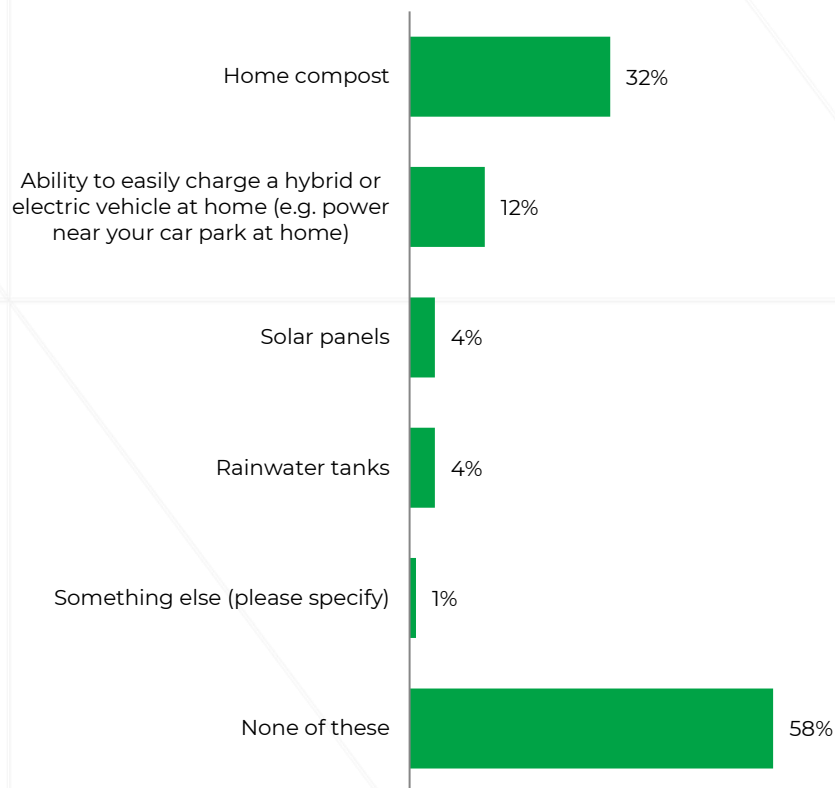
Sustainable resources

A third have access to home compost (32%) while one in ten residents have ability to easily charge a hybrid or electric vehicle at home (12%).

Those of NZ European/other ethnicities (37%) and those aged 50-64 years (39%) and 65+ years (37%) are more likely to have access to home compost (cf. 32% total).

Those of NZ European/other ethnicities (15%) and those aged 65+ years (18%) are more likely to have the ability to easily charge a hybrid or electric vehicle at home (cf. 12% total)

Current access to sustainable resources



*New question added in June 2023

Base: All Respondents; (n=1,724)

Q75. Do you have access to any of the following?



Perceptions of Council

Confidence in Council decision-making

Confidence in Council decision making has decreased significantly, with the proportion of residents who agree that the Council's decisions are made in the best interests of the city decreasing from 36% in December 2022 to 30% in June 2023. At the same time, disagreement has remained stable (23% cf. 24% in Dec 22).

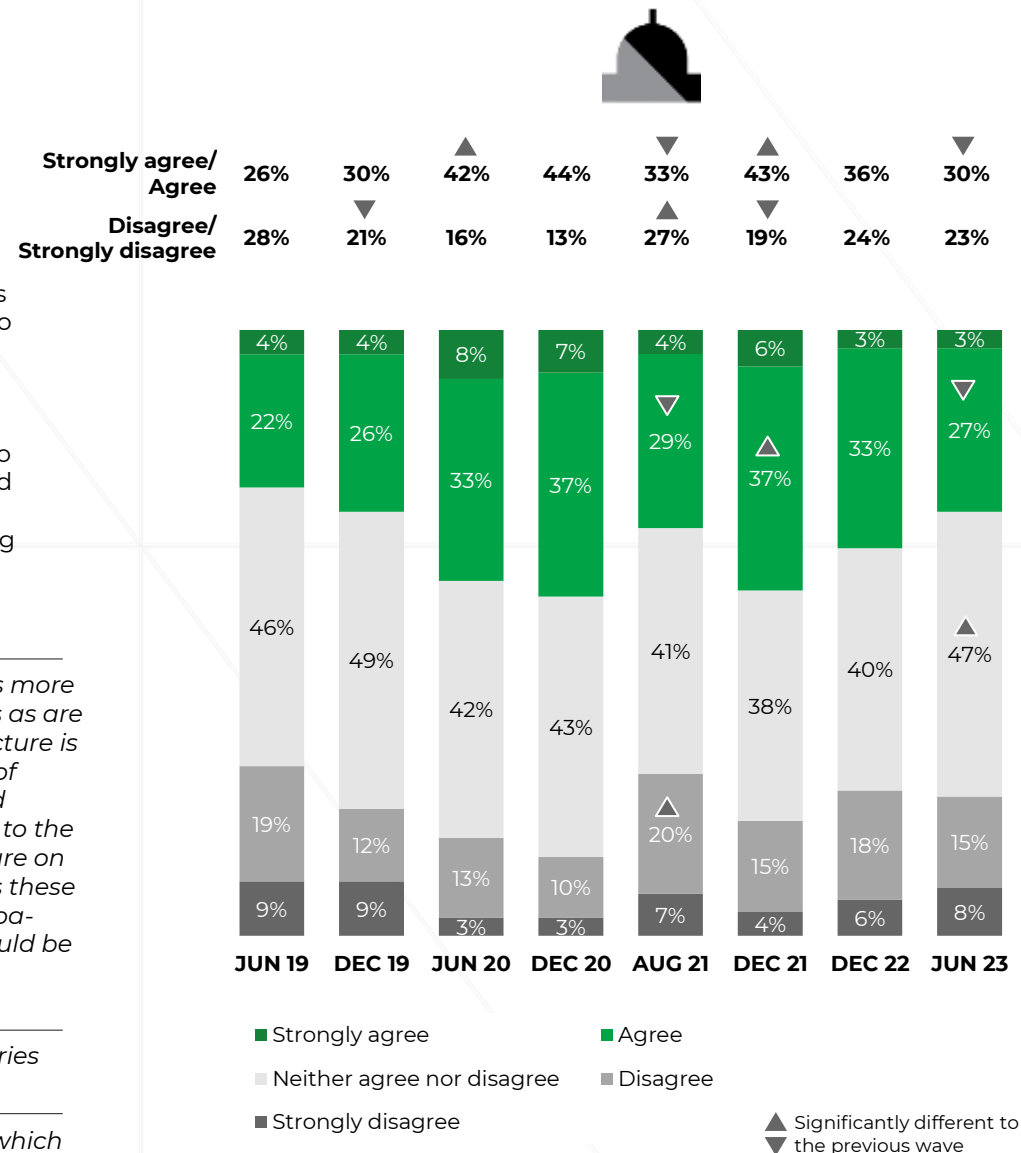
Those of Asian/Indian ethnicity (38%), those with age 65+ years (36%), those who have enough or more than enough money to meet everyday needs (36%) and those who have a very or extremely good quality of life (38%) are more likely to have confidence in Council decision making (cf. 30% total).

While those of NZ European/other ethnicities (24%), those who do not have enough money to meet everyday needs (28%) and those with a poor quality of life (46%) are more likely to disagree that they have confidence in Council decision making (cf. 23% total).

"The city is not as clean as it was kept a few years ago, there is more litter, more tagging, the roundabout gardens are full of weeds as are other gardens throughout the city on the roadsides. Infrastructure is not able to keep up with housing growth. The inner city is full of homeless people (which are not the issue- lack of housing and support is). The inner city is no longer safe to visit at night due to the drinking culture. Ram raids, violent crime, theft, and truancy are on the rise. We require more support within Kirikiriroa to address these issues. Money has been spent on 'beautifying' parts of Kirikiriroa- Rostrevor St and Hood St are examples, when that money would be better spent addressing the real issues facing this city- safety, homelessness, infrastructure, cleanliness."

"Council has prompt response team who will answer our queries gently and well. They are doing their best."

"The media reports Council discussions and decisions made which gives me confidence they are taking their responsibilities seriously with the best interests of the city in mind."



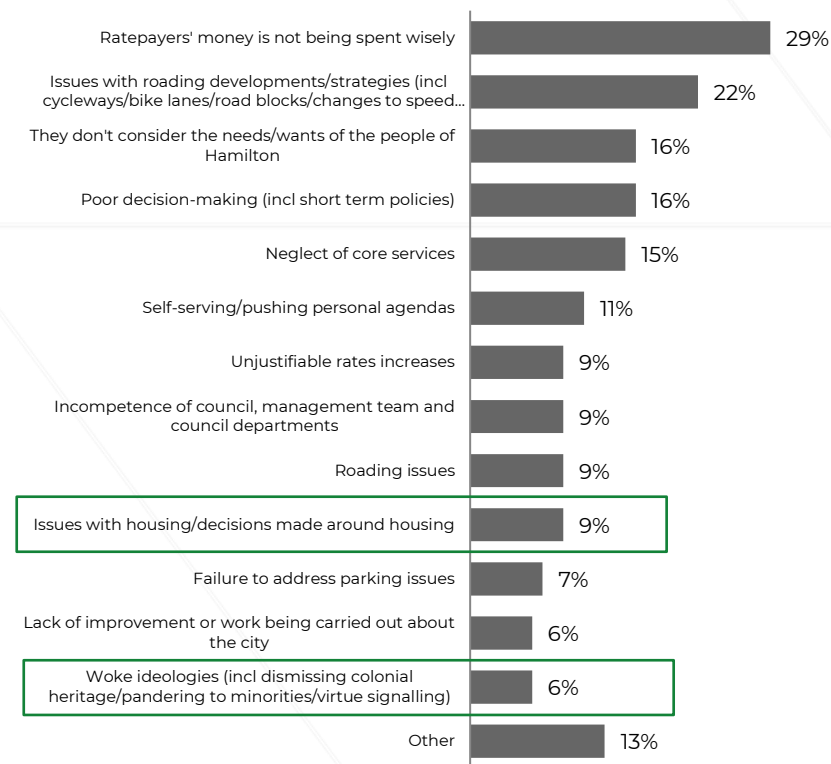
Base: All Respondents; W1 (n=370), W2 (n=370), W3 (n=370), W4 (n=372), W5 (n=374), W6 (n=361), W7 (n=336) W8 (n=1,724) Q13. How much do you agree or disagree with the following statement? "Overall, I have confidence that the Council makes decisions that are in the best interests of my city".

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

Reasons for not having confidence in Council decision-making

among n=393 who gave this rating

Those that claim to not have confidence in Council's decision making again cite ratepayers' money not being spent wisely (29%) as the main reason for their rating. Significantly more mentioned the issues with housing decision (9% cf. 1% in Dec 22).



Base: Those who disagree that the Council makes decisions that are in the best interests of their city (n=393)

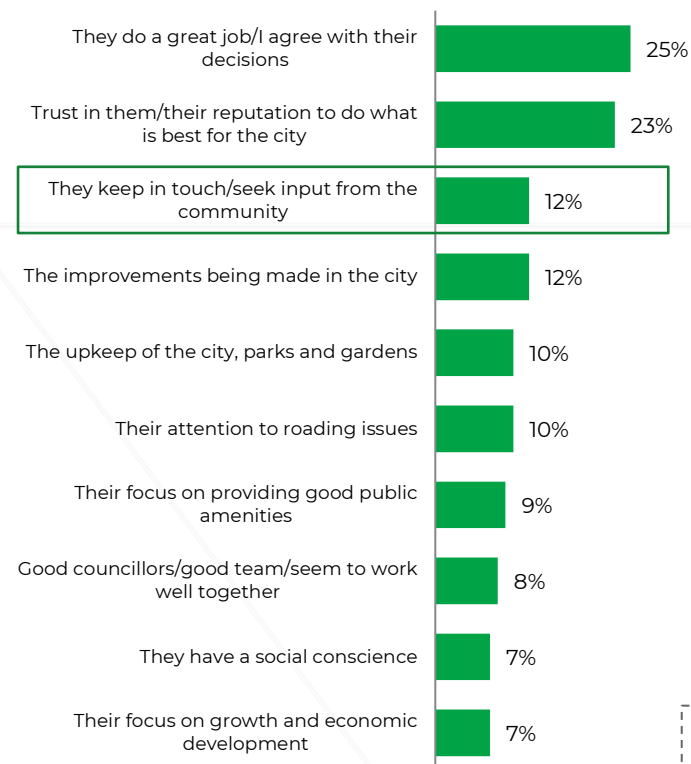
Q14. And for what reasons do you not have confidence that the Council makes decisions that are in the best interests of your city?

© 2021 Nielsen Consumer LLC. All Rights Reserved.

Reasons for having confidence in Council decision-making

among n=430 who gave this rating

Again those who do have confidence in the Council's decision-making, a quarter (25%) 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.



Base: Those who agree that the Council makes decisions that are in the best interests of their city (n=430)

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

Note: Charts only show reasons above 6% mentions



Perceived influence of public on Council decision making

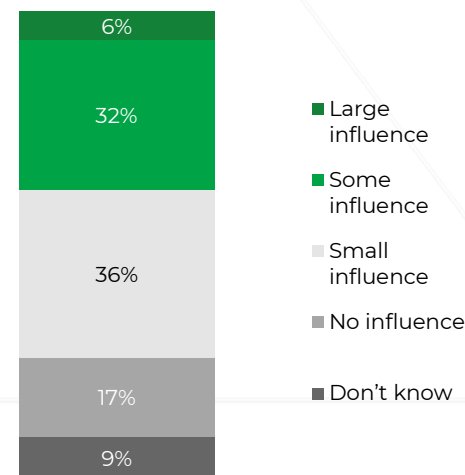
Almost two in five residents feel that the public has some influence on the decisions made by Hamilton City Council (38%) while one in five feel the public has no influence on the decisions made by Hamilton City Council (17%).

Over a third feel that the current ward system provides fair and effective representation for them (36%) while 18% feel that the current ward system does not provide fair and effective representation for them.

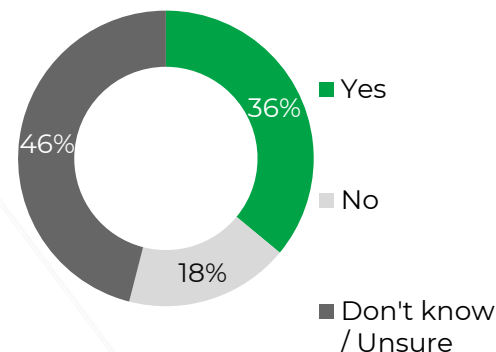
Those of Asian/Indian ethnicity (51%) are more likely to feel that the public has some influence on the decisions made by Hamilton City Council (cf. 38% total).

Those of NZ European/other ethnicities (40%), those of age 50 – 64 years (40%) and 65+ years (48%), those who have enough or more than enough money to meet everyday needs (42%) and those who have a very or extremely good quality of life (43%) are more likely to feel that the current ward system provides fair and effective representation for them (cf. 36% total) while those with poor quality of life (27%) are more likely to feel that the current ward system does not provide fair and effective representation for them (cf. 18% total).

Level of influence public has on Council decisions



Fair and effective representation between the three wards



Base: All respondents; W8 (n=1,724)

Q16QoL. Overall, how much influence do you feel the public has on the decisions Hamilton City Council makes? Would you say the public has...

Q76. Hamilton City Council currently has three wards for electing Councilors: East Ward and West Ward, and Kirikiriroa Māori Ward for those on the Māori roll. Do you feel that the current ward system (East, West and Kirikiriroa Māori Ward) provides fair and effective representation for you?













Would you say the public has...



Community profile summaries

Community Profile Summaries

Population and survey sample distribution

East Area 1	 6%	Flagstaff
East Area 2	 11%	Callum Brae, Huntington, Rototuna, Rototuna North, St James, Te Manatu
East Area 3	 6%	Chartwell, Chedworth, Harrowfield, Miropiko, Queenwood
East Area 4	 9%	Enderley, Fairfield, Fairview Downs, Porritt
East Area 5	 10%	Claudeland, Hamilton East, Peachgrove
East Area 6	 8%	Greensboro, Hillcrest, Riverlea, Ruakura, Silverdale
West Area 1	 9%	Avalon, Beerescourt, Forest Lake, Pukete, St Andrews, Te Rapa
West Area 2	 9%	Baverstock, Burbush, Crawshaw, Grandview Heights, Nawton, Rotokauri-Waiwhakareke, Western Heights
West Area 3	 6%	Aberdeen, Dinsdale, Temple View
West Area 4	 6%	Frankton, Kahikatea, Maeroa, Swarbrick
West Area 5	 8%	Hamilton Central, Hamilton Lake, Hamilton West, Whitiara
West Area 6	 11%	Bader, Deanwell, Fitzroy, Glenview, Melville, Peacockes, Resthill



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**