



# Hamilton City Council

Pulse Survey 2025

versus

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### Background

Hamilton City Council (the Council) has previously undertaken a number of studies to better understand the views and perceptions of residents in Hamilton City.

This year the Council commissioned its Hamilton Kirikiriroa Annual Pulse Survey (the Pulse survey). The aim of the survey is to collect and track key quality of life metrics alongside residents' views of their communities, environment, and local government. This report contains the survey results for 2025, and where possible compares these results to previous community Pulse surveys that covered similar topics. A copy of the questionnaire is included in the appendix.

### Method

Data collection for the Pulse survey used a combination of in-person and online methods to gather responses from Hamilton City residents. The table below shows the number of responses achieved via each method.

Method	Number of responses
In-person at WINTEC and University of Waikato	136
Online survey	734
Total	870

### Sample

The primary sample for the Pulse survey was sourced via the electoral roll. A total of 7,000 residents were randomly selected and invited to participate in an online survey.

In addition to the online survey, students at the University of Waikato and WINTEC open days were invited to participate in the survey in order to ensure sufficient coverage of younger residents.

The final sample size for this survey is n=870 which delivers a maximum margin of error of +/- 3.3% at the 95% confidence interval. This is the sample for all the charted questions unless otherwise specified.

### Data Collection Dates

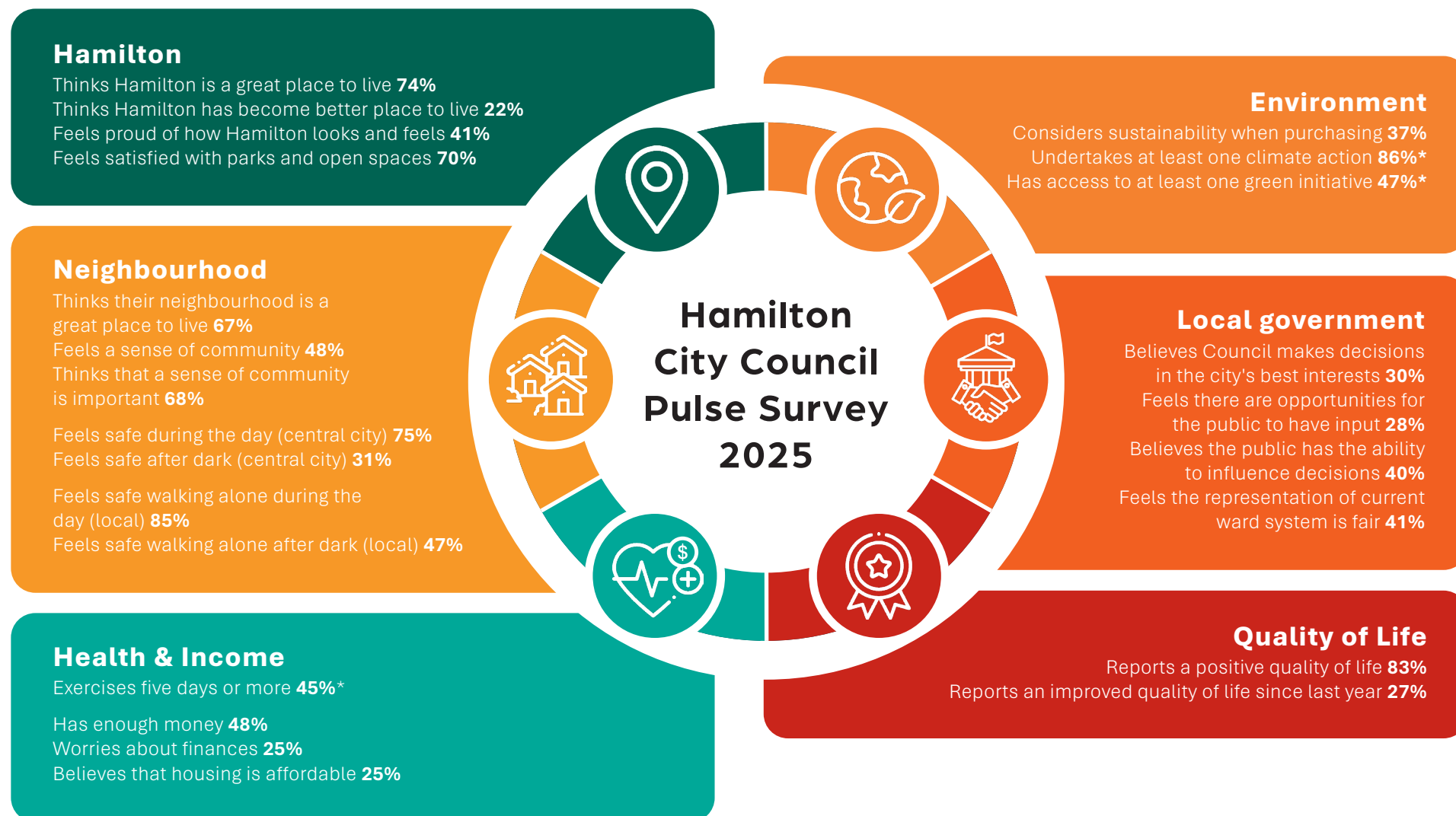
Data collection was completed on the following dates:

- In-person at University of Waikato 24th and 25th of February
- In-person at WINTEC 5th and 6th of March
- Online survey open from 24th of March to the 11th of April

# Key Results

## PROJECT BACKGROUND

The image below shows the key statistics for each group of questions in the survey. The responses show the net positive results unless indicated by an asterisk.










Our  
People

# Our People

## OUR PEOPLE

The data below profiles the sample for the 2025 Pulse survey. Where possible this is compared to the most recent census data. A list of the suburbs that comprise each community is shown in the map to the right.

### Demographic Sample

	Sample	Hamilton Population Census
	Under 34 <b>35%</b>	37%
	35-64 <b>46%</b>	46%
	65+ <b>18%</b>	17%
	Male <b>46%</b>	48%
	Female <b>51%</b>	51%
	Another gender <b>1%</b>	1%
	Paakeha <b>66%</b>	60%
	Maaori <b>17%</b>	22%
	Asian <b>15%</b>	22%
	Pacific Peoples <b>3%</b>	6%
	MELAA* <b>2%</b>	2%
	Other** <b>6%</b>	-
	Lived in Hamilton for less than 2 years <b>9%</b>	
	Lived in Hamilton between 2-10 years <b>28%</b>	
	Lived in Hamilton for more than 10 years <b>64%</b>	
	In paid employment (30 hours + per week) <b>61%</b>	
	Student <b>17%</b>	
	Caring for dependents <b>8%</b>	
	Volunteer <b>5%</b>	
	Retired <b>16%</b>	
	Not in paid employment <b>10%</b>	

\*Middle Eastern, Latin American, African

\*\*Includes European, Australian, North American

### Geographic Sample

#### North West 12%

Beerescourt  
Pukete  
St Andrews  
Te Rapa  
Forest Lake  
Rotokauri-Waiwhakareke

#### Central West 3%

Hamilton Central  
Hamilton Lake

#### West 15%

Dinsdale  
Frankton  
Crawshaw  
Grandiview Heights  
Newton  
Western Heights  
Aberdeen  
Templeview

#### North East 30%

Flagstaff  
Callum Brae  
Huntington  
Rototuna  
Rototuna North

St James  
Chartwell  
Chedworth  
Queenwood  
Harrowfield

#### Central East 11%

Claudlands  
Hamilton East

#### East 8%

Enderley  
Fairfield  
Fairview Downs  
Porritt  
Peachgrove

#### South East 11%

Hillcrest  
Riverlea  
Ruakura  
Silverdale

#### South West 9%

Kahikatea  
Bader  
Deanwell  
Fitzroy

Glenview  
Mellville  
Peacocke  
Resthill

# Our People

## OUR PEOPLE

This data shows the demographic breakdown for the different communities across the city.

Figures in bold indicate that the proportion for that area is either significantly higher (indicated by a +) or lower (indicated by a -) than the proportions in other areas.



### North East

Male 48%	Paakeha 68%
Female 50%	Maaori 11%
Another gender 1%	Asian 10%
	Indian 6%
Under 25 <b>10%-</b>	Pacific Peoples 2%
25-44 32%	MELAA 3%
45-59 28%	
60-74 19%	
75+ 10%	



### Central East

Male 41%	Paakeha 70%
Female 55%	Maaori 20%
Another gender 1%	Asian 5%
	Indian 7%
Under 25 <b>34%+</b>	Pacific Peoples 3%
25-44 30%	MELAA 4%
45-59 22%	
60-74 11%	
75+ 3%	



### South East

Male 54%	Paakeha 59%
Female 43%	Maaori 9%
Another gender 1%	Asian 15%
	Indian 8%
Under 25 <b>34%+</b>	Pacific Peoples 3%
25-44 29%	MELAA 2%
45-59 14%	
60-74 15%	
75+ 6%	



### East

Male 45%	Paakeha 65%
Female 51%	Maaori 30%
Another gender 1%	Asian 7%
	Indian 0%
Under 25 20%	Pacific Peoples 4%
25-44 31%	MELAA 4%
45-59 24%	
60-74 17%	
75+ 8%	

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.

# Our People

## OUR PEOPLE

This data shows the demographic breakdown for the different communities across the city.

Figures in bold indicate that the proportion for that area is either significantly higher (indicated by a +) or lower (indicated by a -) than the proportions in other areas.



### North West

Male 51%	Paakeha 73%
Female 48%	Maaori 22%
Another gender 0%	Asian 9%
	Indian 2%
Under 25 15%	Pacific Peoples 1%
25-44 40%	MELAA 6%
45-59 20%	
60-74 15%	
75+ 7%	



### Central West

Male 43%	Paakeha 57%
Female 50%	Maaori 14%
Another gender 0%	Asian 4%
	Indian 11%
Under 25 14%	Pacific Peoples 14%
25-44 43%	MELAA 7%
45-59 21%	
60-74 14%	
75+ 7%	



### South West

Male 50%	Paakeha 59%
Female 50%	Maaori 22%
Another gender 0%	Asian 9%
	Indian 11%
Under 25 17%	Pacific Peoples 6%
25-44 40%	MELAA 2%
45-59 24%	
60-74 12%	
75+ 6%	



### West

Male 37%	Paakeha 66%
Female 61%	Maaori 21%
Another gender 1%	Asian 9%
	Indian 5%
Under 25 14%	Pacific Peoples 2%
25-44 37%	MELAA 5%
45-59 21%	
60-74 20%	
75+ 7%	

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.





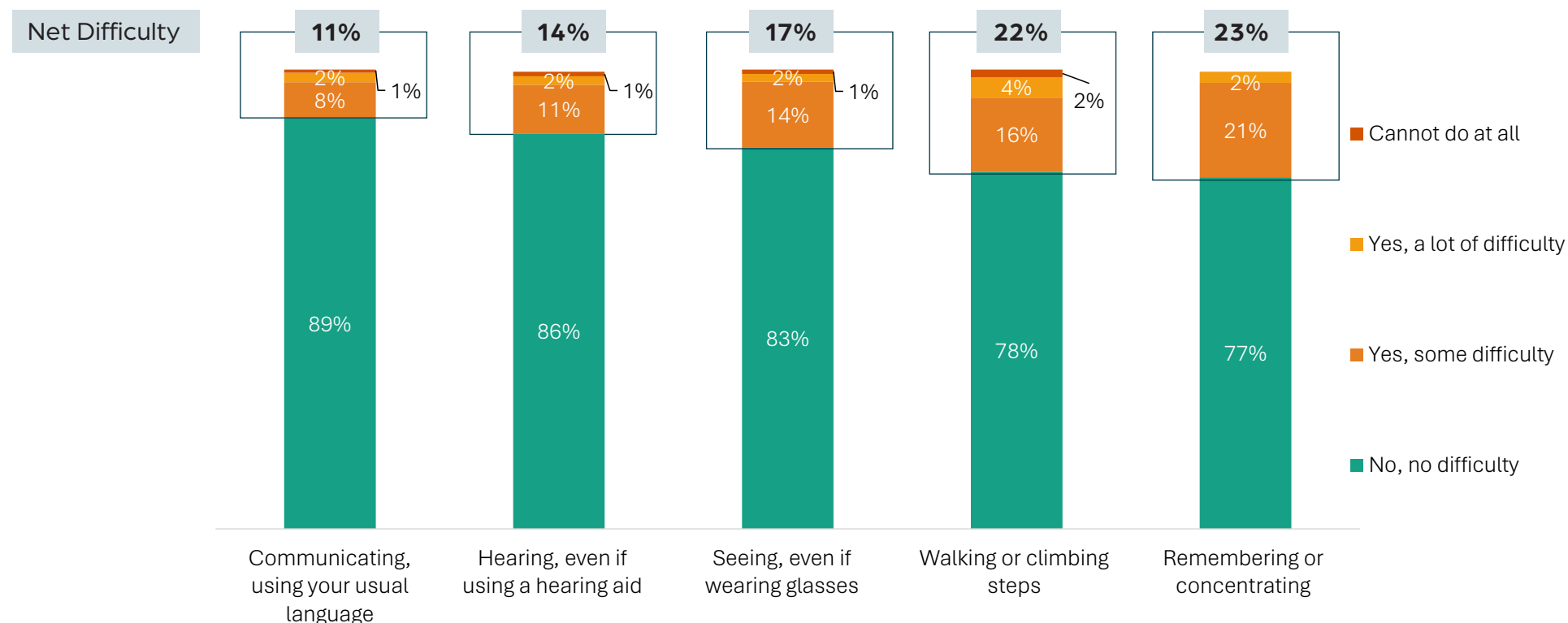
Health &  
Income

# Health Conditions

Respondents were asked if they had a health condition that impaired them from seeing, hearing, walking, remembering, or communicating. Across the responses, the most common health condition relates to remembering or concentrating, with 23% indicating they have at least some difficulty undertaking this. The next most common health condition is difficulty walking, with 22% indicating they have at least some difficulty. Less common health conditions are seeing (17% have some difficulty with this), hearing (14% have difficulty with this), and communicating (11% have difficulty with this).

Respondents under the age of 25 are more likely to have trouble remembering, concentrating, or communicating (36% have at least some difficulty concentrating, and 19% have at least some difficulty communicating in their usual language). In comparison, older respondents (75+) have greater difficulty with hearing (25% have some difficulty with this) or walking (51% have some difficulty with this).

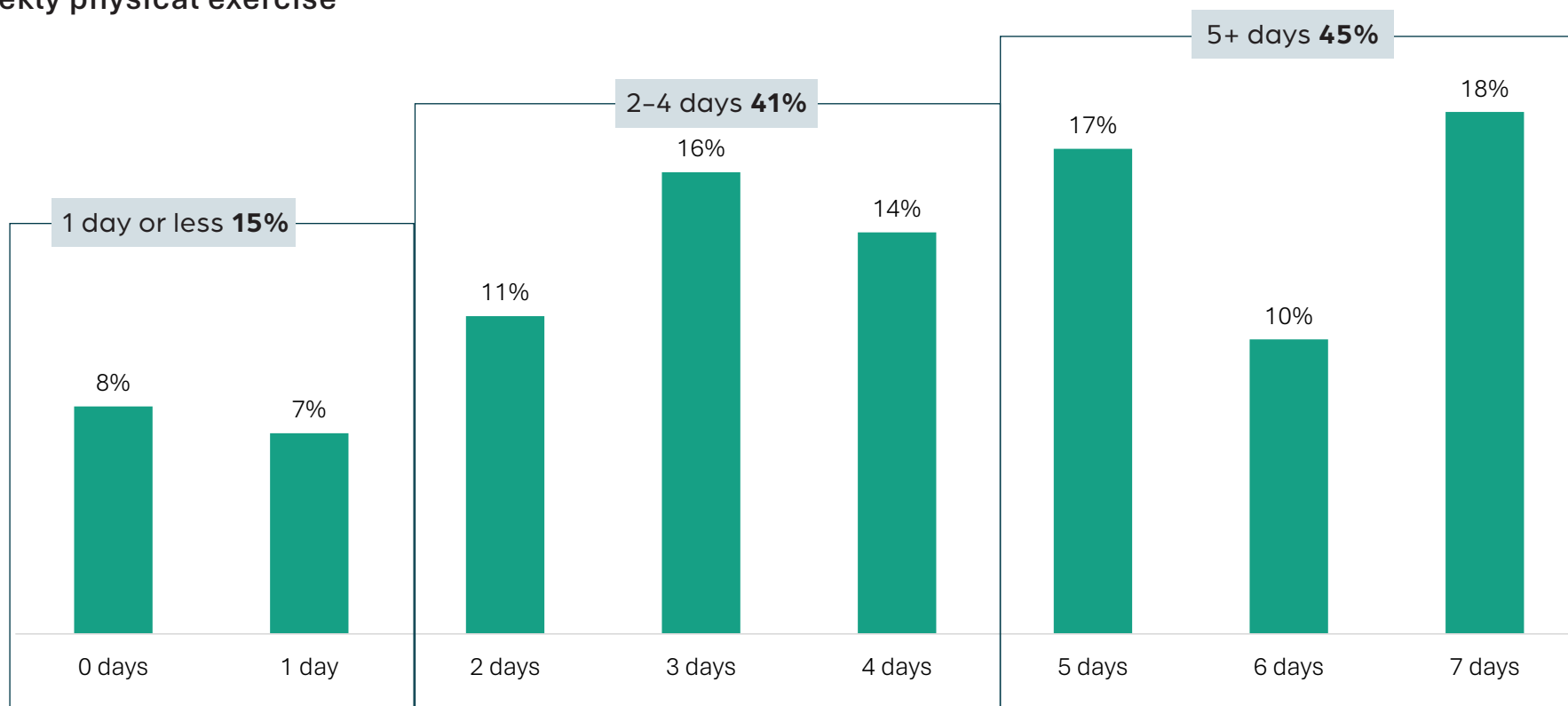
## Health problem/condition difficulty



Q. 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? Please select one answer per row.

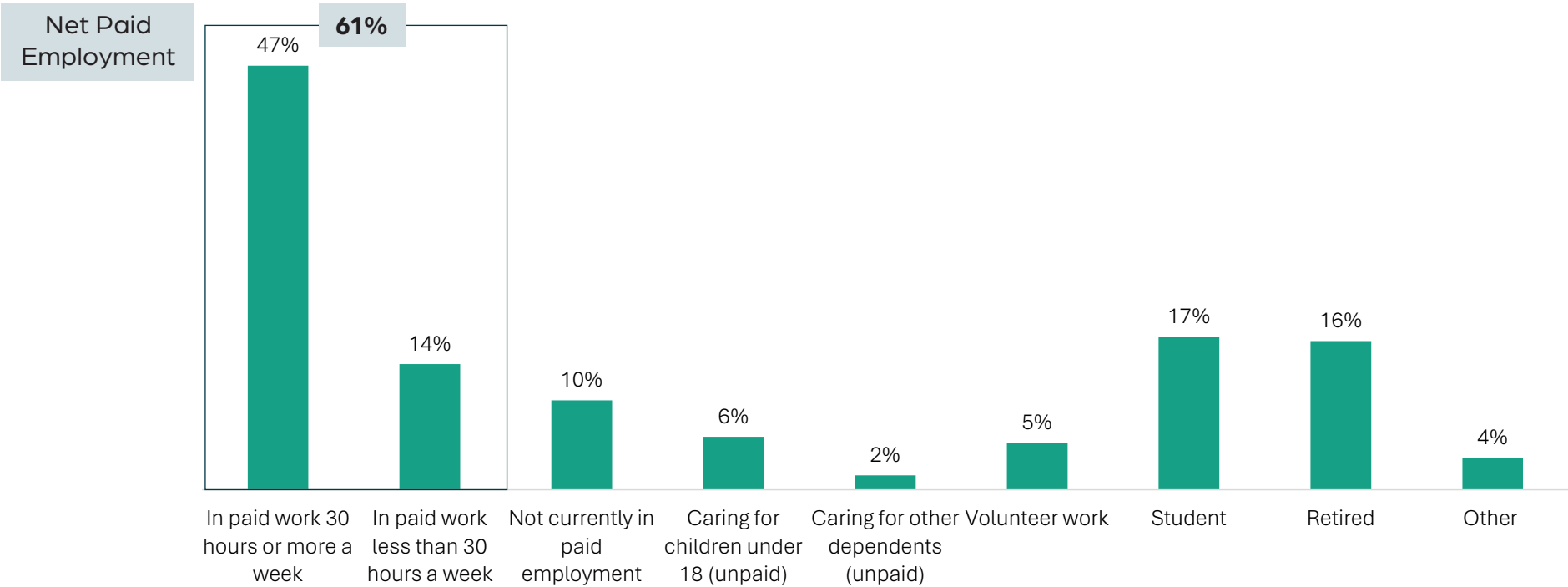
Respondents were asked how many days they had undertaken physical exercise for 30 minutes or more in the past week. Forty-five per cent of respondents exercise for 5 days or more per week, 41% exercise between 2 and 4 days per week, and 15% exercise for 1 day or less. Interestingly, there were no statistically significant demographic differences. However, those with some form of health condition (as per the conditions identified on page 10) are less likely to participate in exercise than those without a health condition. In particular, those who have difficulty walking or climbing steps participate fewer days per week (30% exercise 1 day or less per week, 36% exercise between 2 and 4 days, and 34% exercise 5 days or more).

### Weekly physical exercise



Respondents were asked about their current work situation. Forty-seven per cent of respondents are in paid work for more than 30 hours, with a further 14% for less than 30 hours. Seventeen per cent of respondents are students, and 16% are retired. Ten per cent of respondents are not in paid employment, and 8% are caring for children (6%) or dependents (2%).

## Current work situation



# Income and Everyday Needs

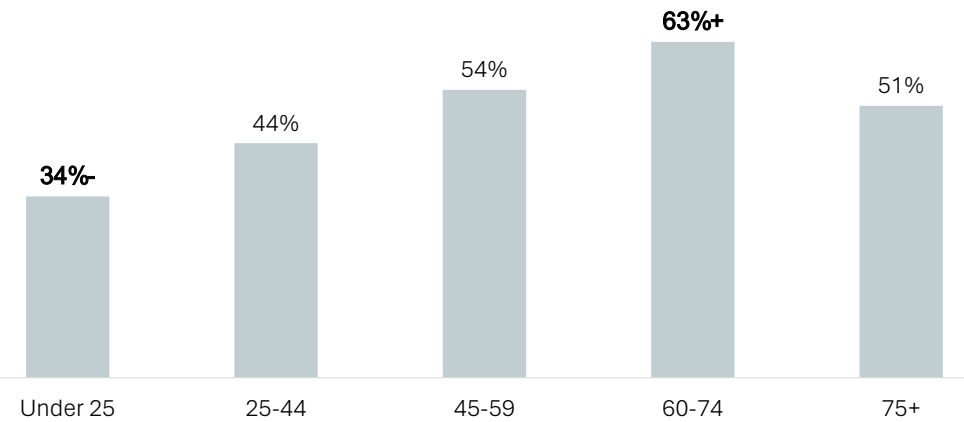
Respondents were asked how well their total income meets their everyday needs.

Just under half of respondents believe they have enough (37%) or more than enough (11%) money for their everyday needs. Around one-third believe they have just enough money, and 14% indicate they do not have enough.

Respondents aged between 60 and 74 years are more likely to feel they have enough or more than enough money (63%), as do Paakeha respondents (55%). Respondents under 25 are less likely to feel they have enough or more than enough money (34%).

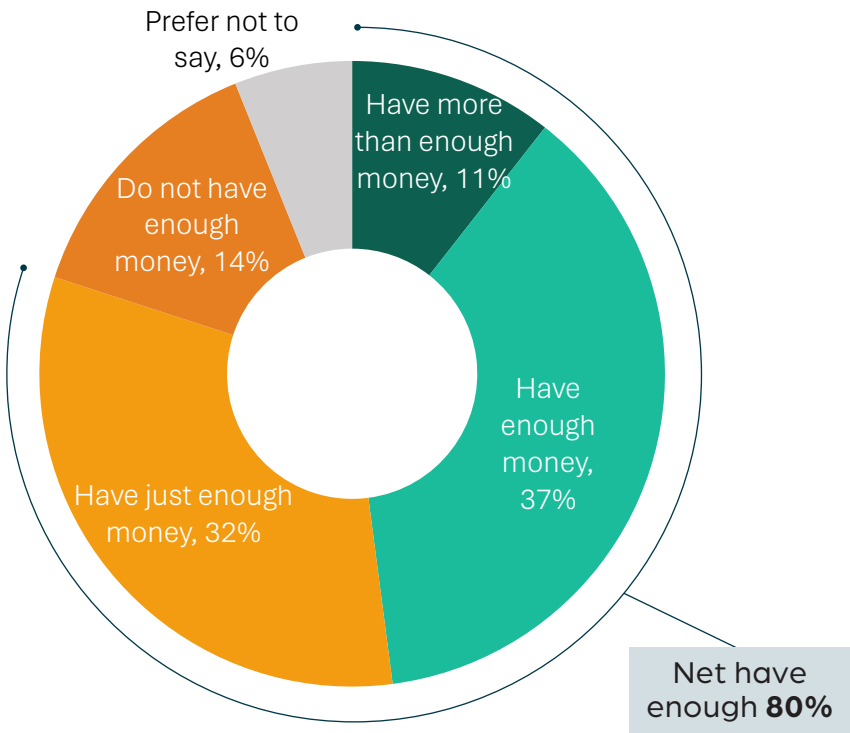
This year's net result is slightly lower than the result from 2023 and continues a decline from 2022.

## Net More than enough/Have enough by age



Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.  
Q. 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?

## Total income meets needs



## Comparison to previous Pulse survey results

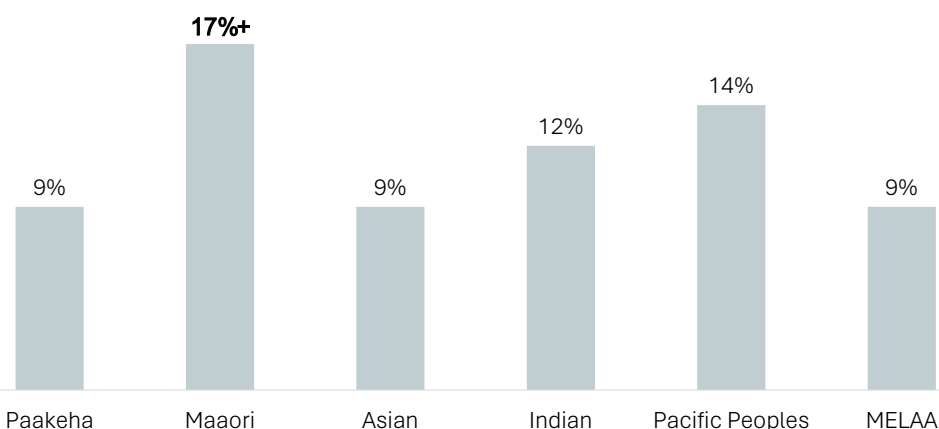
	Dec 22	Jun 23	May 25
Net More than enough/ Have enough/Just enough	84%	82%	80%
Do not have enough	11%	14%	14%

Respondents were asked how often they worry about the financial situation of either themselves or their family/whaanau.

One-quarter of respondents indicate that they worry about the financial situation of themselves or their family/whaanau always (10%) or most (15%) of the time. Thirty-nine per cent sometimes worry, and 36% rarely (22%) or never (14%) worry.

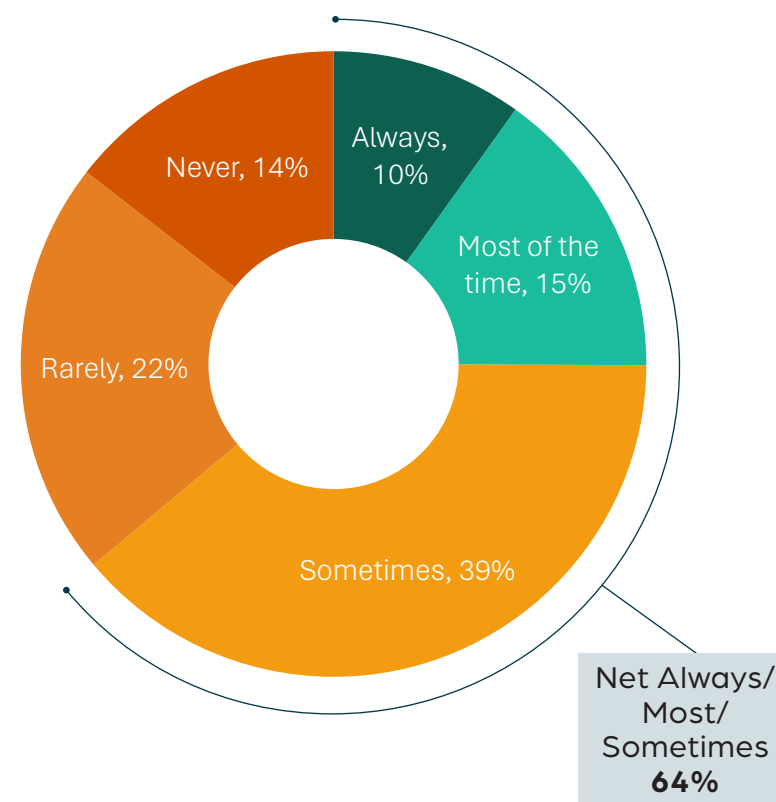
Maaori respondents are more likely to say they always worry about the financial circumstances of themselves or their family/whaanau (17%).

## Net Always worry about financial situation by ethnicity



Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.  
Q. In the last 3 months, how often were you worried about the financial circumstances of you and your family/whaanau?

## Total income worry



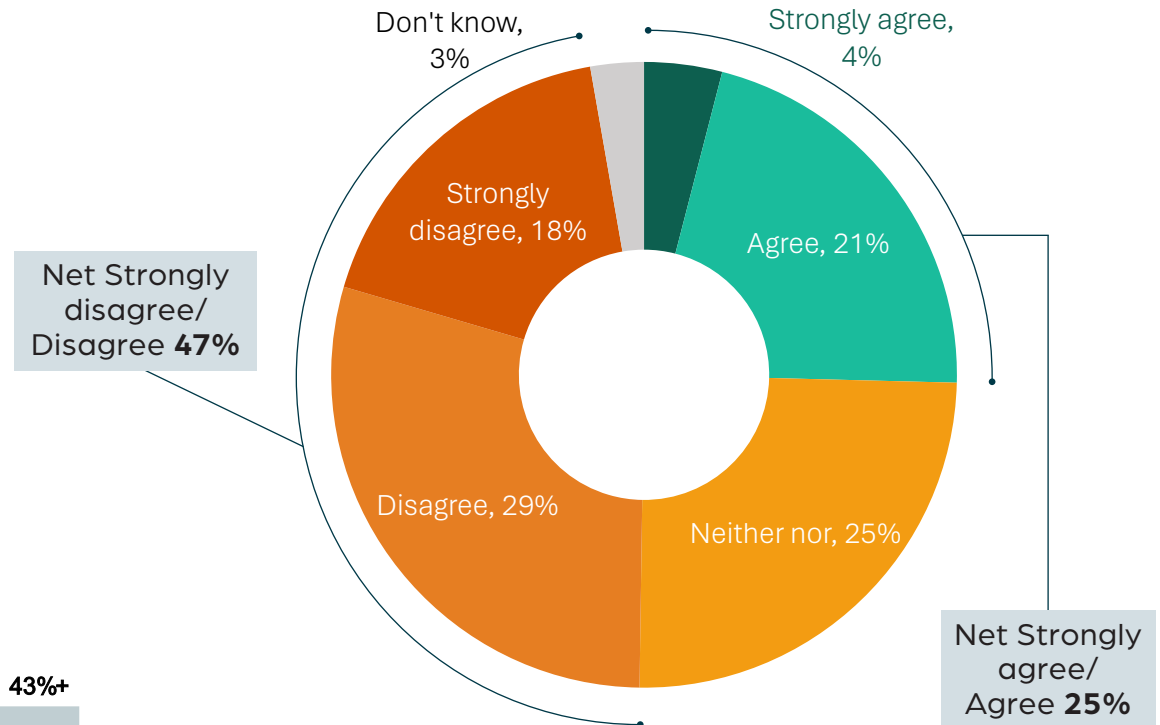
# Housing Costs

One-quarter of respondents agree (21%) or strongly agree (4%) that housing costs are affordable, while just under half disagree (29%) or strongly disagree (18%). One-quarter of respondents neither agree nor disagree, and 3% are unsure how to respond.

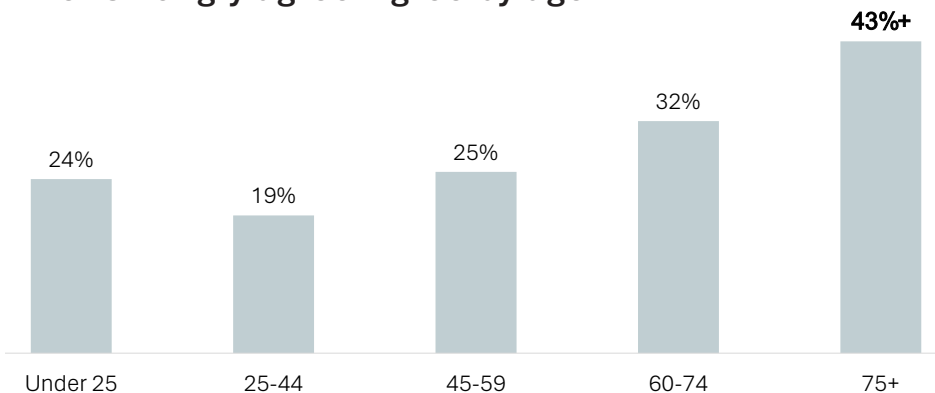
Those over 75 are more likely to agree that housing costs are affordable (43% net agree), while respondents under 25 are less likely to know how to respond.

Comparisons to previous Pulse survey results show a continued decline in agreement that housing costs are affordable.

## Housing costs are affordable



## Net Strongly agree/Agree by age



## Comparison to previous Pulse results

	Aug 21	Dec 21	Dec 22	Jun 23	May 25
Net Agree/Strongly agree	30%	29%	25%	28%	25%

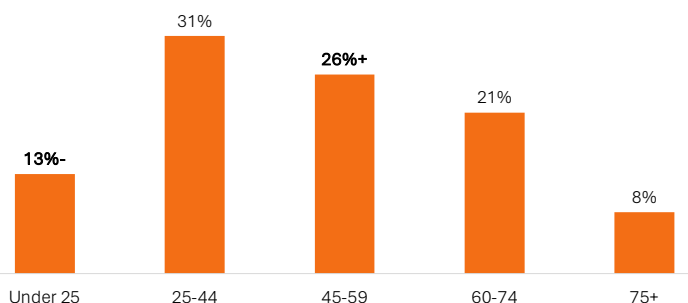
Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.  
Q. How much do you agree or disagree that your housing costs are affordable (by housing costs we mean things like rent or mortgage, rates, house insurance, and house maintenance)?

# Income Profiles

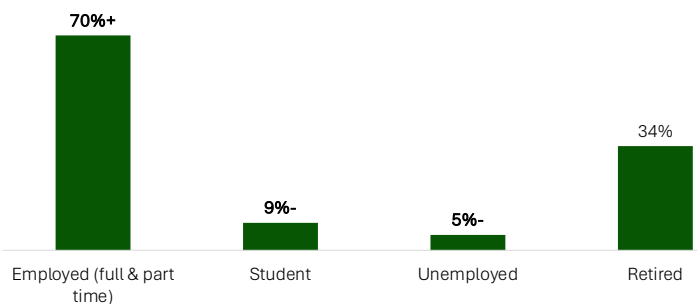
These charts show the demographic profile of respondents who have **enough or more than enough money** to cover their expenses. Figures in bold indicate that the result is either significantly higher (indicated by a +) or lower (indicated by a -) than the result for other groups. This group has a larger proportion of respondents from the northeastern parts of the city. There are fewer respondents under the age of 25 and a greater number of respondents over the age of 45. There is also a higher proportion of Paakeha respondents in this group, with the majority being in full or part-time employment. Only 6% of the respondents in this group report frequently worrying about their financial situation.

## Have enough money or more than enough money (48% of respondents)

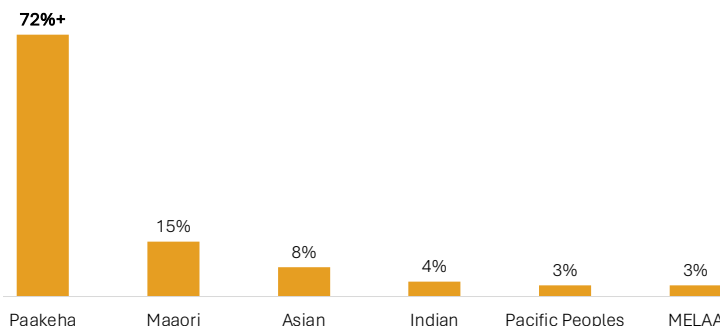
Age



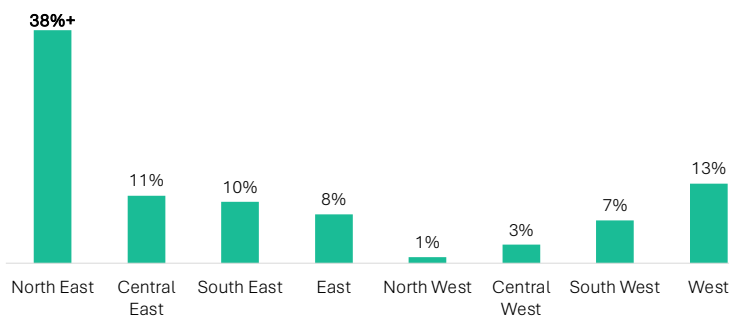
Employment



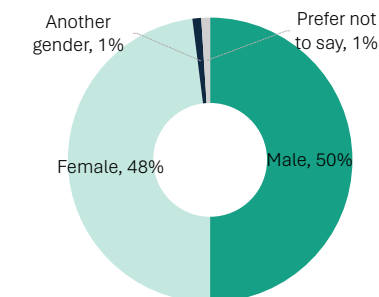
Ethnicity



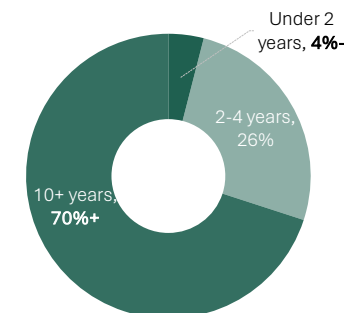
Location



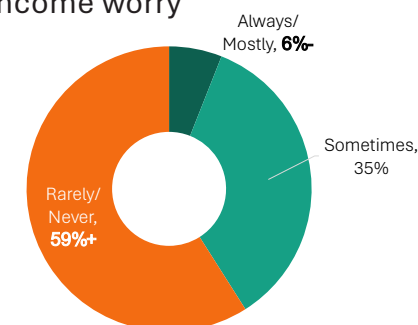
Gender



Duration in Hamilton



Income worry



Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.

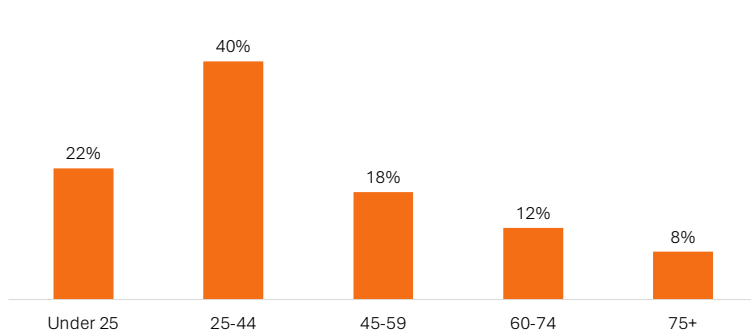


# Income Profiles

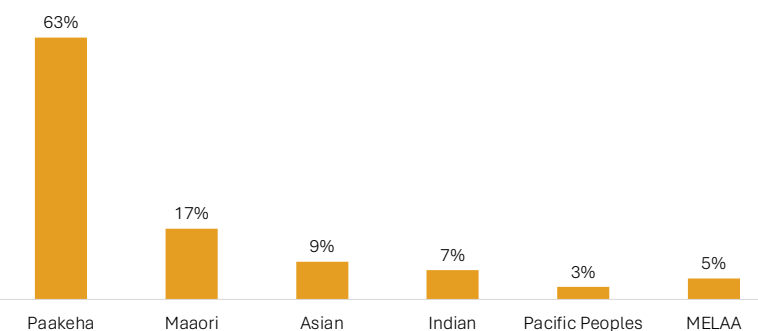
These charts show the demographic profile of respondents who have **just enough money** to cover their expenses. Figures in bold indicate that the result is either significantly higher (indicated by a +) or lower (indicated by a -) than the result for other groups. These respondents are spread fairly evenly across this city and broadly represent the age and gender proportions of the city. Respondents in this group are more likely to be new to Hamilton and are also more likely to be students. Thirty-eight per cent of the respondents in this group report frequently worrying about their finances.

## Have just enough money (32% of respondents)

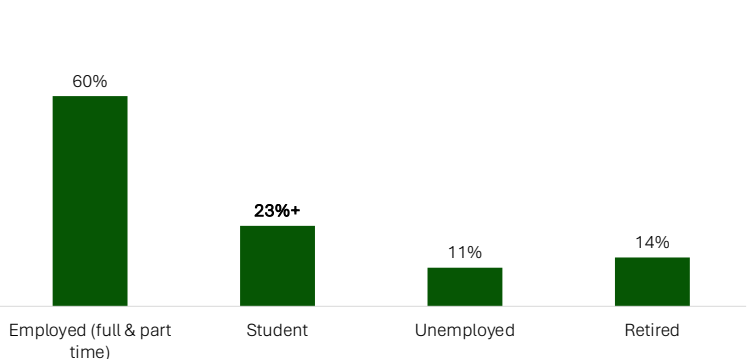
Age



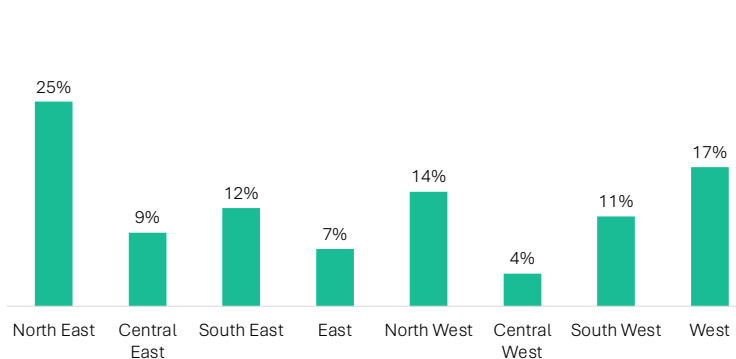
Ethnicity



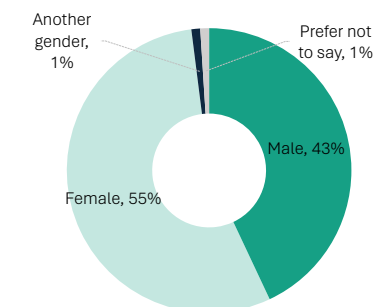
Employment



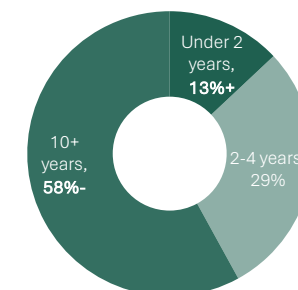
Location



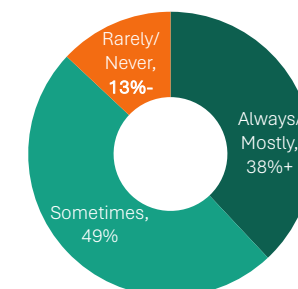
Gender



Duration in Hamilton



Work worry



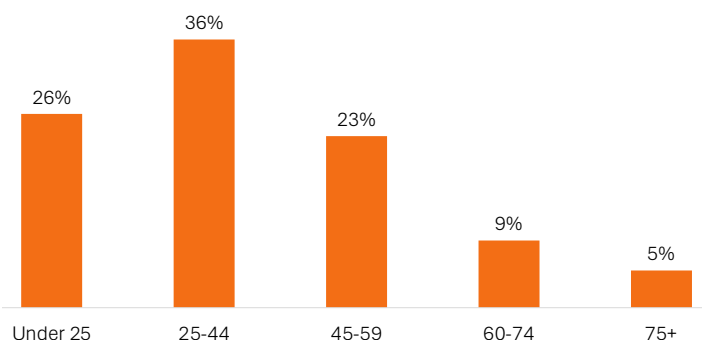
Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.

# Income Profiles

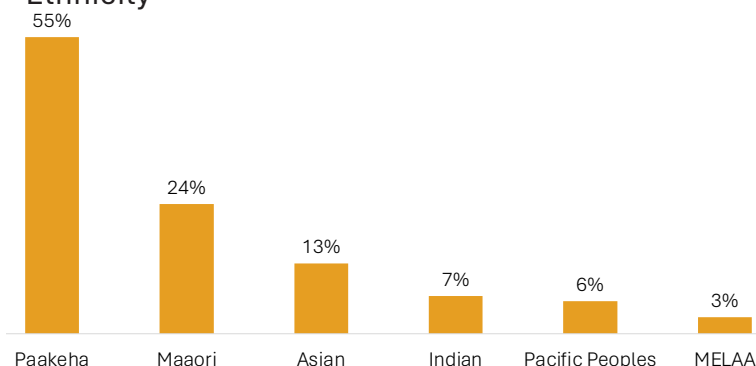
These charts show the demographic profile of respondents who **do not have enough money** to cover their expenses. Figures in bold indicate that the result is either significantly higher (indicated by a +) or lower (indicated by a -) than the result for other groups. These respondents do not have any significant differences in terms of location, gender, age, or ethnicity. However, respondents in this group are more likely to have lived in Hamilton for shorter periods and are less likely to be employed, with higher proportions of students or unemployed respondents. Nearly two-thirds of these respondents report frequently worrying about their financial situation.

## Do not have enough money (14% of respondents)

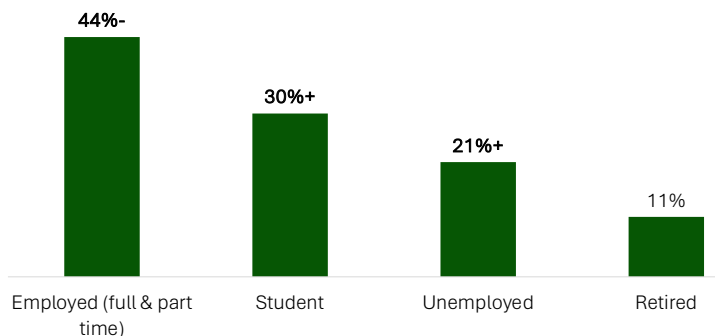
### Age



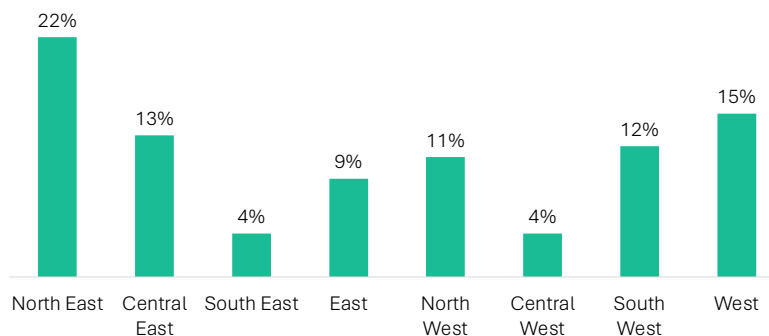
### Ethnicity



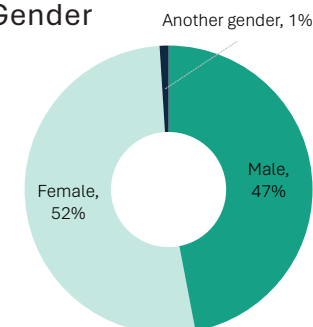
### Employment



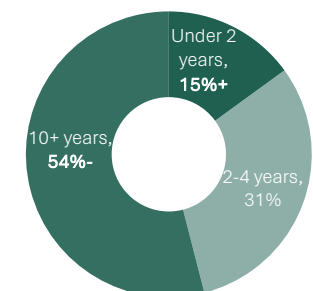
### Location



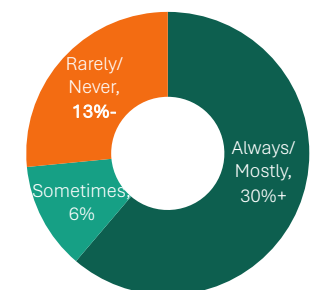
### Gender



### Duration in Hamilton



### Income worry



Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.



# Hamilton

# Hamilton as a Place to Live

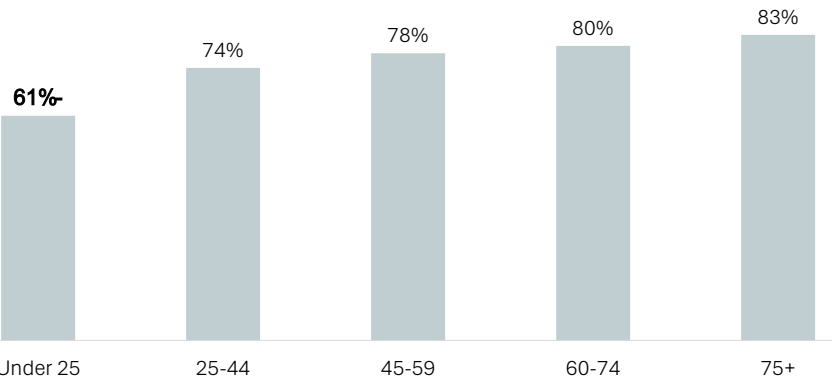
Respondents were asked about their perceptions of Hamilton as a place to live.

Seventy-four per cent of respondents agree (54%) or strongly agree (20%) that Hamilton is a great place to live, while only 8% disagree (5%) or strongly disagree (3%). Eighteen per cent of respondents gave a neither nor response.

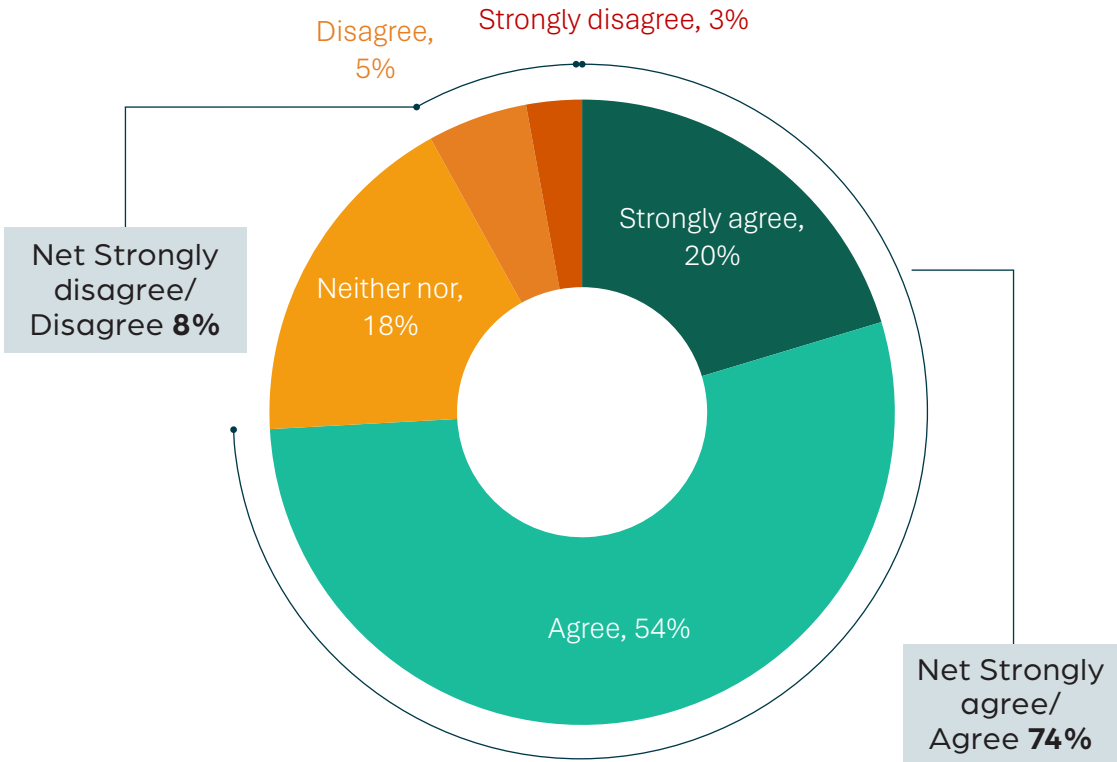
Those under 25 are less likely to agree or strongly agree (61%) that Hamilton is a great place to live.

This year's results are similar to the results of previous Pulse surveys.

Net Strongly agree/Agree by age



Hamilton is a great place to live



Comparison to previous Pulse results

	Jun 19	Dec 19	Jun 20	Dec 20	Aug 21	Dec 21	Dec 22	Jun 23	May 25
Net Agree/Strongly agree	75%	73%	77%	78%	77%	77%	75%	75%	74%
Net Disagree/Strongly disagree	7%	7%	7%	6%	7%	6%	6%	8%	8%

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.  
Q. How much do you agree or disagree with the following statement? Hamilton is a great place to live.

# Perceptions in Changes in the City

HAMILTON

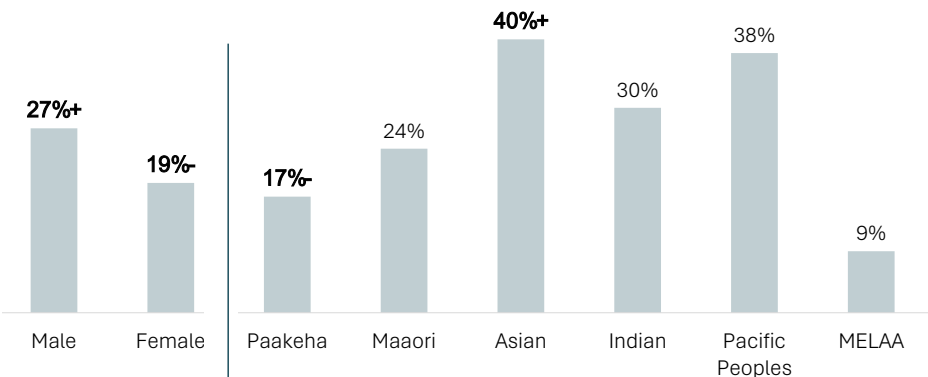
Respondents were asked how they perceived Hamilton to have changed compared to 12 months ago.

Twenty-two per cent of respondents feel that the city is much better (4%) or slightly better (18%) than 12 months ago, while 40% think it had stayed the same. Thirty-six per cent of respondents think the city has become slightly (30%) or much (6%) worse.

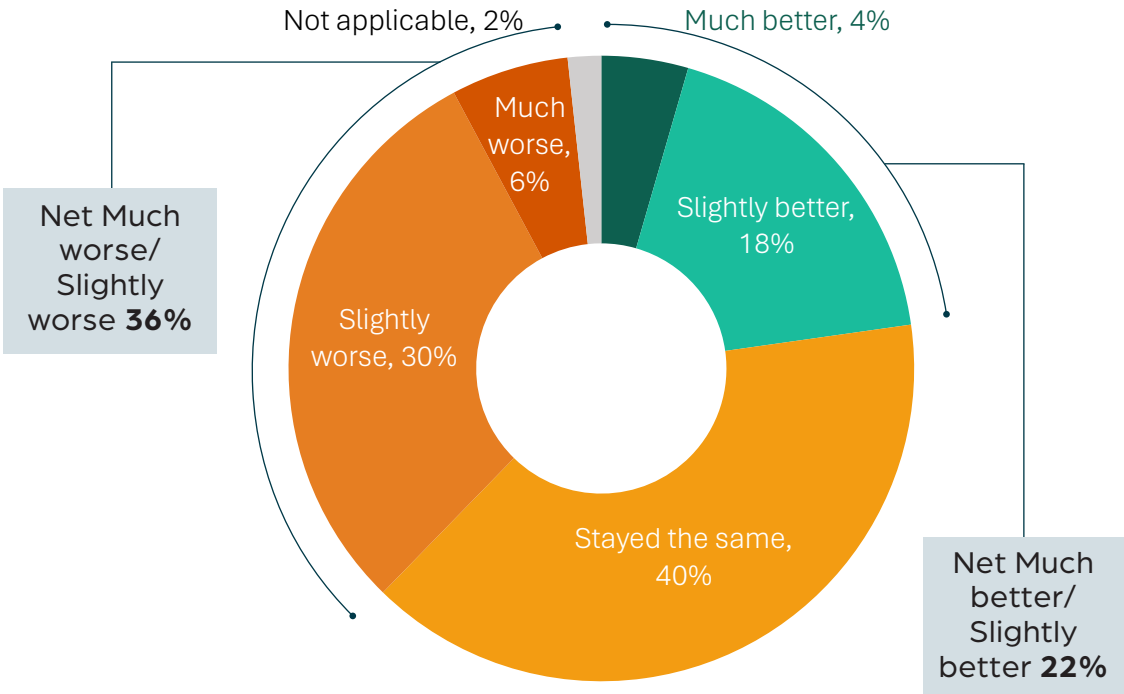
Male (27%) and Asian (40%) respondents are more likely to say that Hamilton has become better (net). Paakeha (17%) and female (19%) respondents are less likely to feel the city has become better (net).

This year's results are a slight increase from the previous Pulse survey results with a greater number of people stating that the city is better and fewer respondents stating that it has declined.

## Net Much better/Slightly better by gender and ethnicity



## Perception compared to 12 months ago



## Comparison to previous Pulse results

	Jun 19	Dec 19	Jun 20	Dec 20	Aug 21	Dec 21	Dec 22	Jun 23	May 25
Net Much better/Slightly better	31%	35%	32%	35%	27%	27%	25%	18%	22%
Net Much worse/Slightly worse	22%	22%	19%	17%	39%	31%	51%	53%	36%

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.  
Q. And in the last 12 months, do you feel Hamilton has become better, worse or stayed the same as a place to live?

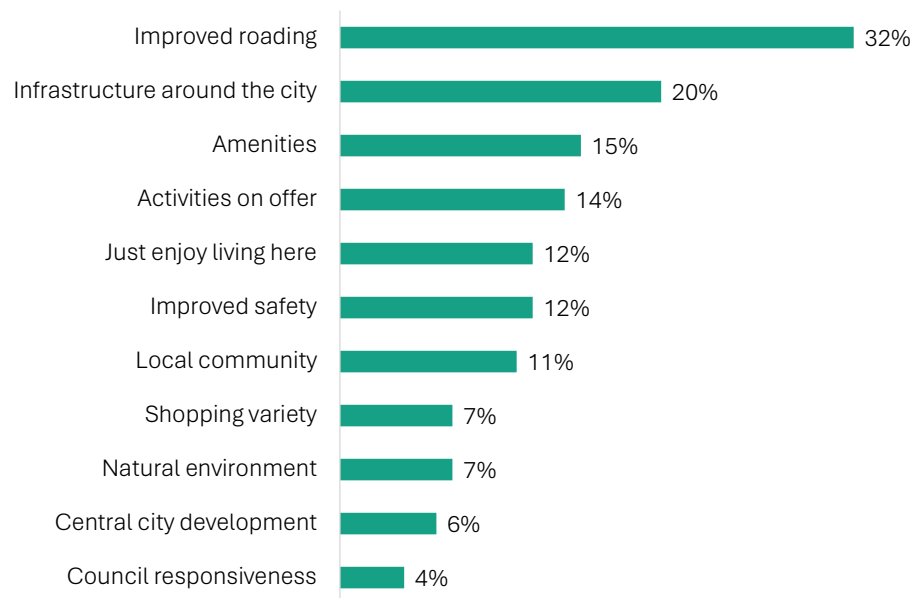
# Reasons for Perception Changes

HAMILTON

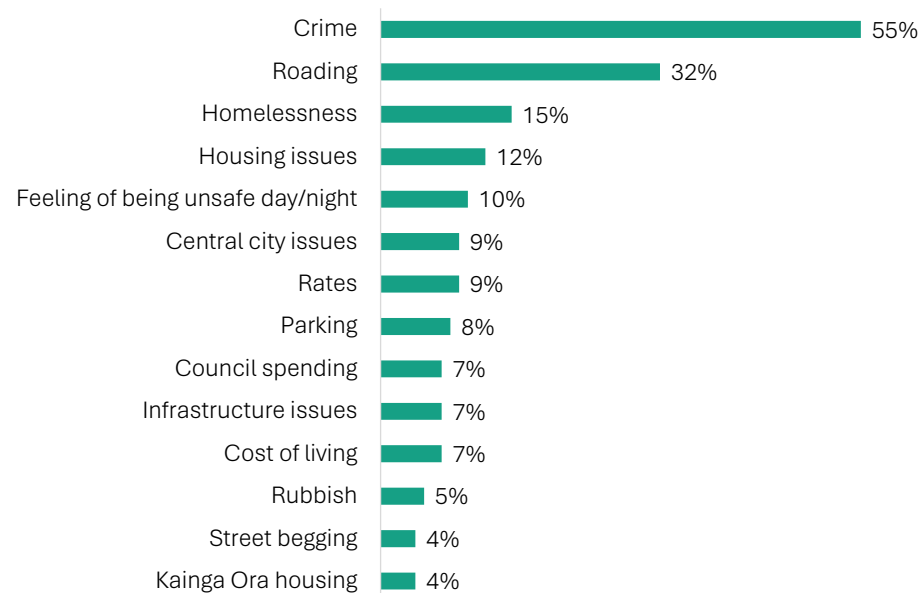
Respondents were asked why they felt the city had changed. Those who think the city has improved believe that roading (32%) and infrastructure (20%) have improved. There are also positive mentions about the amenities around the city (15%), the activities on offer (14%), and perceptions of improved safety (12%).

In comparison, respondents who feel that the city has declined believe that increases in crime (55%), roading issues (32%), homelessness (15%), and housing issues (12%, specifically increases in high-density housing) are the main drivers of declining perceptions.

## Hamilton has become a better place to live



## Hamilton has become a worse place to live



# Pride in Hamilton

HAMILTON

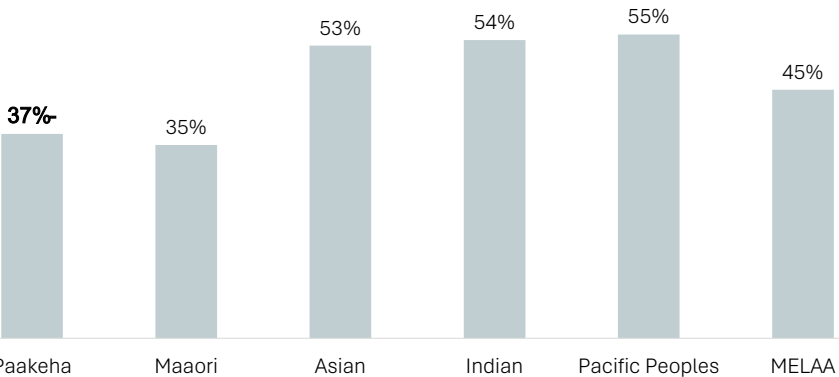
Respondents were asked how much they agreed they had pride in how Hamilton looks and feels.

Forty-one per cent of respondents agree (34%) or strongly agree (7%) that they are proud of the way the city looks and feels, while 20% disagree (17%) or strongly disagree (3%). Thirty-nine per cent of respondents neither agree nor disagree.

Paakeha respondents are less likely to agree that they feel a sense of pride in how the city looks and feels (37% net). Interestingly, there are no differences between the different areas in the city regarding their perceptions of Hamilton’s look and feel.

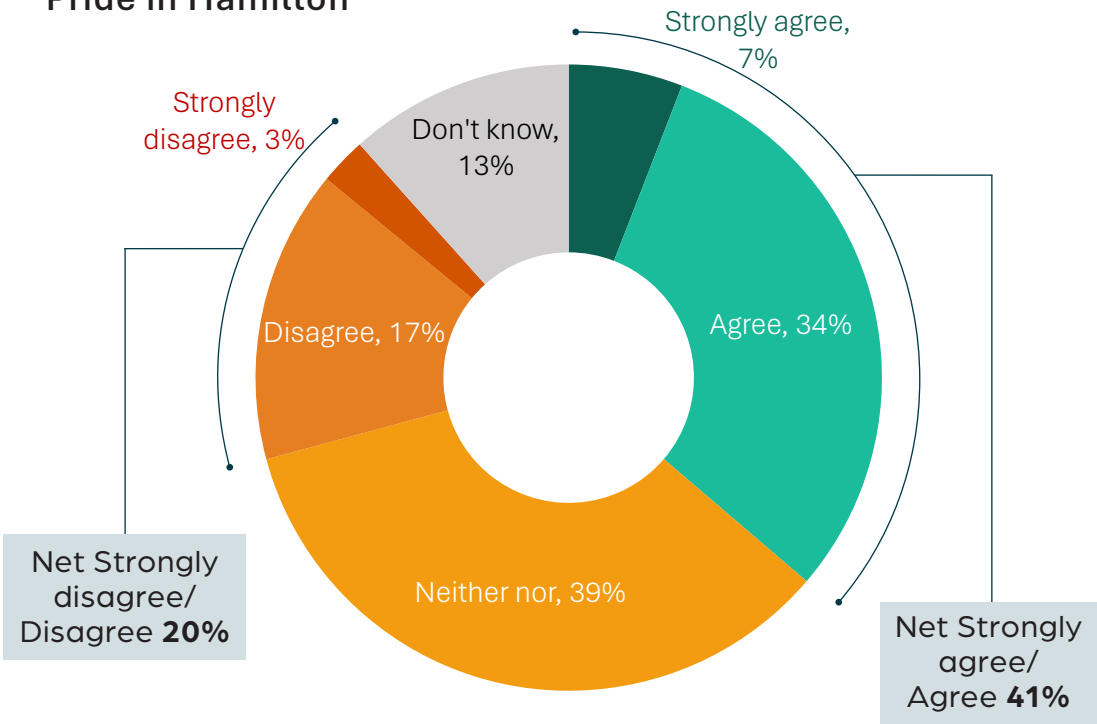
Comparisons to results from previous Pulse surveys show a similar pattern of responding to the past monitoring periods.

## Net Strongly agree/Agree by ethnicity



Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.  
Q. How much do you agree or disagree with the following statement? I feel a sense of pride in the way Hamilton looks and feels

## Pride in Hamilton



## Comparison to previous Pulse results

	Jun 19	Dec 19	Jun 20	Dec 20	Aug 21	Dec 21	Dec 22	Jun 23	May 25
Net Agree/Strongly agree	48%	50%	53%	59%	50%	50%	41%	38%	41%
Net Disagree/Strongly disagree	17%	11%	12%	9%	17%	14%	20%	21%	20%

# Reasons for Pride in Hamilton

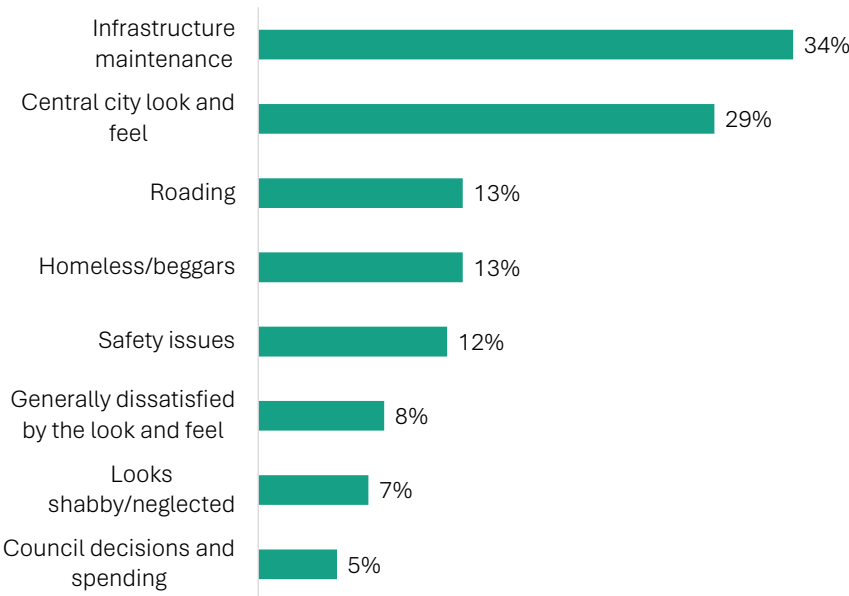
Respondents were asked why they did or did not have pride in how Hamilton looks and feels.

Those who are proud of the city’s appearance think that the facilities (38%) and environmental features (38%) are key drivers of their positive views. Paakeha respondents are more likely to comment that the city's facilities (47%) are the reason for their positive views. In comparison, those who report not having pride in how Hamilton looks and feels think that poor infrastructure maintenance (34%) and the look and feel of the central city (29%) are the main reasons for poorer views. Respondents under 25 are more likely to think that safety (25%) is a reason for not having pride in how Hamilton looks and feels.

## Pride in the way Hamilton looks and feels - agree



## Pride in the way Hamilton looks and feels - disagree



Q. And for what reasons do you say you have pride in the way Hamilton looks and feels? Please be as detailed as possible. n=316  
Q. And for what reasons do you disagree that you have pride in the way Hamilton looks and feels? Please be as detailed as possible. n=167



# Parks and Open Spaces

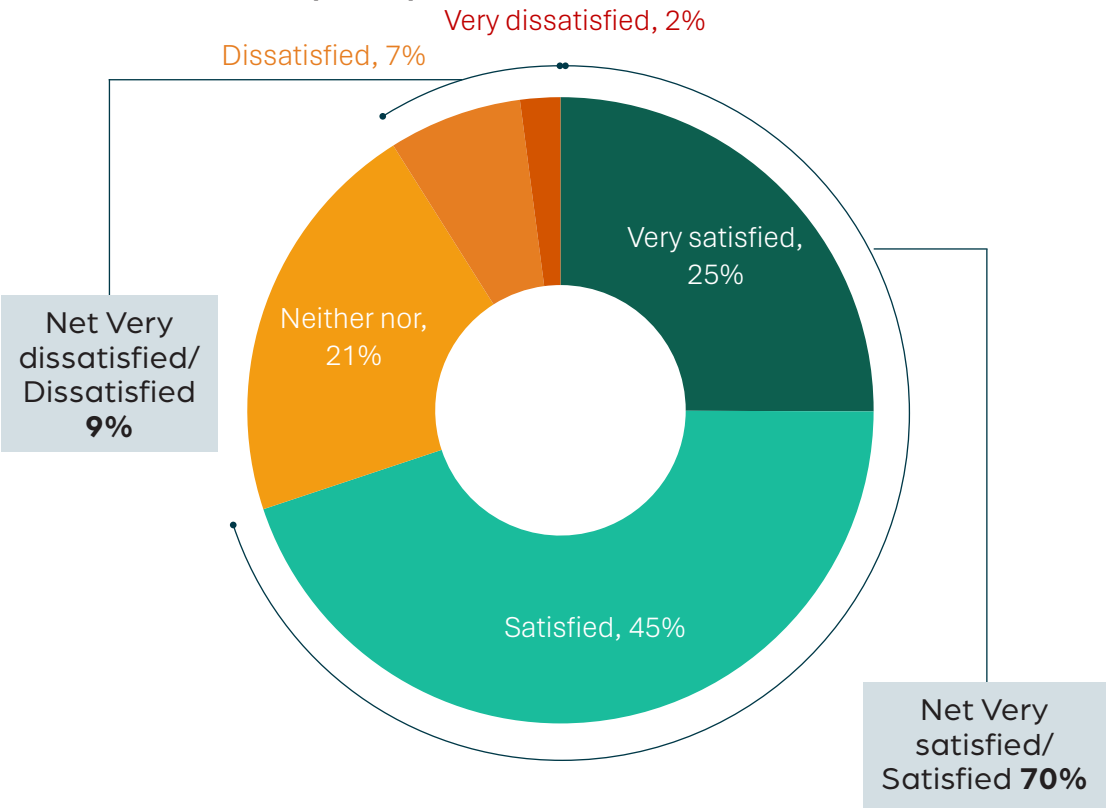
HAMILTON

Respondents were asked how satisfied they were with the parks and open spaces in the city.

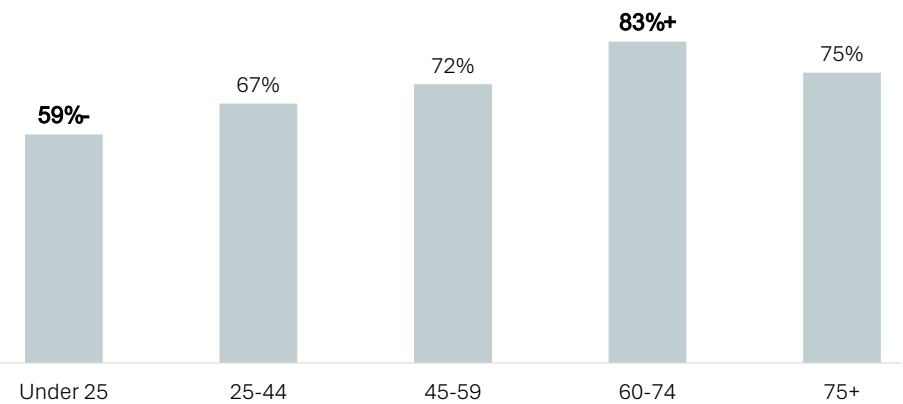
Seventy per cent of respondents are either satisfied (45%) or very satisfied (25%) with the parks and open spaces, while only 9% are dissatisfied (7%) or very dissatisfied (2%).

Respondents under 25 are less likely to be satisfied (59% net), while those aged 60 and 74 are more likely to be satisfied (83% net).

Parks and open spaces



Net Very satisfied/ Satisfied by age



Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups. Q. How satisfied are you with Hamilton's parks and open spaces?

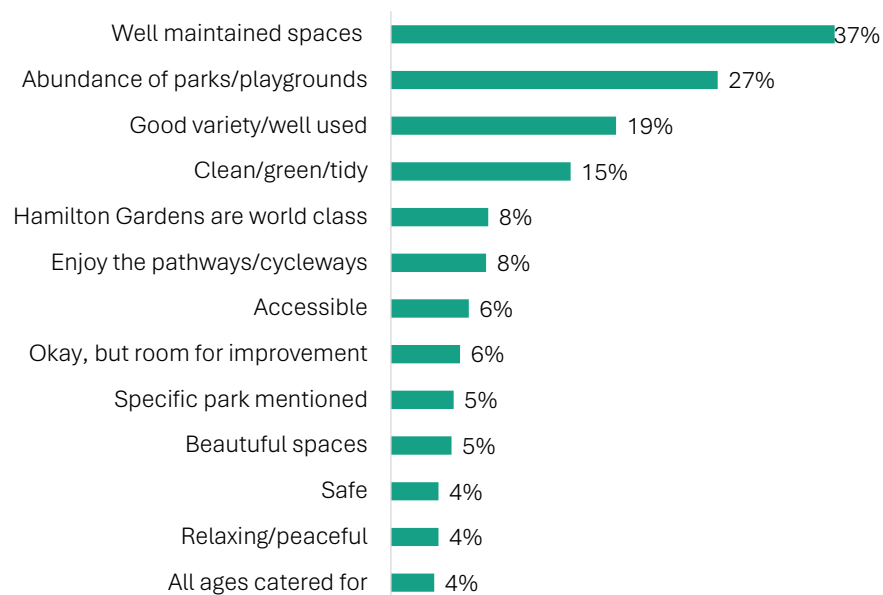
# Reasons for Perceptions of Parks and Open Spaces

HAMILTON

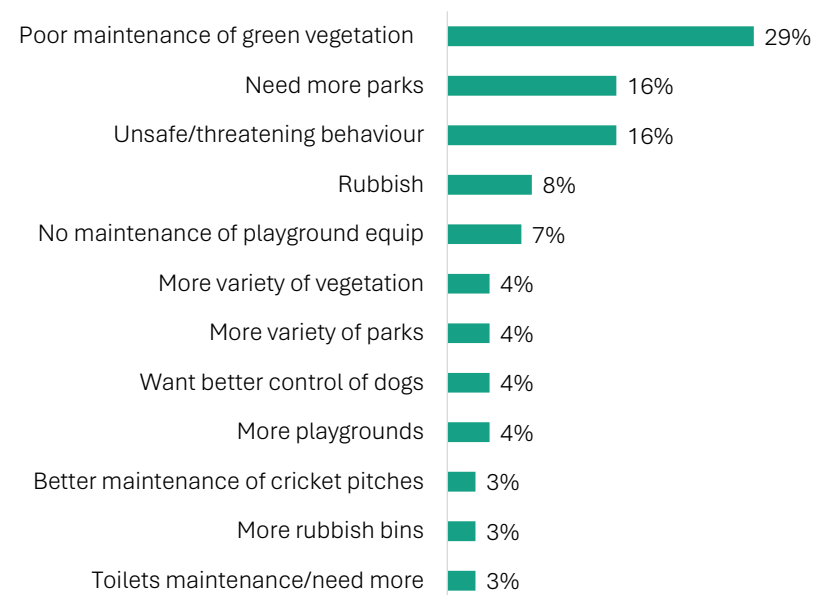
Respondents were asked why they were dissatisfied or satisfied with the city's parks and open spaces.

Satisfied respondents feel that the spaces are well maintained (37%), abundant (27%), and there are a variety of parks and spaces (19%). In comparison, dissatisfied respondents perceive the green vegetation to be poorly maintained (29%), that there is a need for more parks or open spaces (16%), and that there is threatening and unsafe behaviour (16%) at these spaces.

## Satisfied with Hamilton's parks and open spaces



## Dissatisfied with Hamilton's parks and open spaces



Q. And for what reasons are you satisfied with Hamilton's parks and open spaces? Please be as detailed as possible. n=558

Q. And for what reasons are you dissatisfied with Hamilton's parks and open spaces? Please be as detailed as possible. n=175

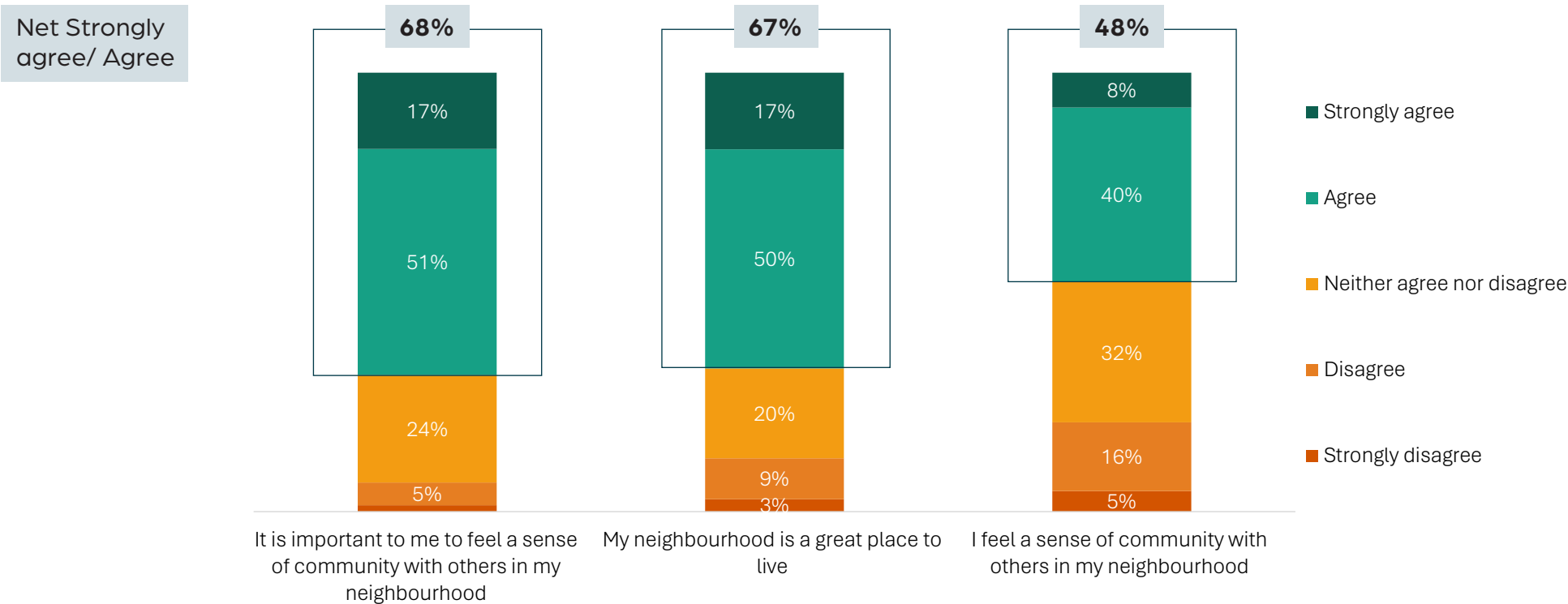
The image features a dark teal background. On the left side, there is a vertical orange stripe that is slightly tilted to the right. The stripe is bordered by thin white lines on both sides. The word "Neighbourhood" is written in white, sans-serif font in the upper right quadrant of the image.

Neighbourhood

Respondents were asked a series of questions about their neighbourhood. Sixty-seven per cent of respondents agree (50%) or strongly agree (17%) that their neighbourhood is a great place to live. Sixty-eight per cent of respondents agree (51%) or strongly agree (17%) that feeling a sense of community is important to them. In contrast, only 48% agree (40%) or strongly agree (8%) that they feel a sense of community in their neighbourhood.

Respondents over 75 are more likely to agree they feel a sense of community (70% net) and that it is important to them (86% net). Respondents under 25 are less likely to agree that feeling a sense of community is important (59% net), and only 57% agree (net) that their neighbourhood is a great place to live. Respondents in Bader (13% net) and Enderley (25% net) are less likely to agree that their neighbourhood is a great place to live, while residents in Flagstaff (91% net) are more likely to agree.

## Neighborhood satisfaction



When the 2025 results are compared to previous Pulse surveys’ results, there is a slight increase in the feeling of a sense of community, with the 2025 results 3% higher than those June 2023. Similarly, the 2025 results indicate a slight lift in perceptions that a neighbourhood is a great place to live, with net agreement 2% higher than in June 2023.

There is no comparison measure for the importance of feeling a sense of community in a neighbourhood.

## Comparison to previous Pulse results

### My neighbourhood is a great place to live

	Jun 23	May 25
Net Agree/Strongly agree	65%	67%
Net Disagree/Strongly disagree	13%	12%

### I feel a sense of community with others

	Jun 19	Dec 19	Jun 20	Dec 20	Aug 21	Dec 21	Dec 22	Jun 23	May 25
Net Agree/Strongly agree	39%	39%	47%	47%	47%	52%	45%	45%	48%
Net Disagree/Strongly disagree	21%	18%	15%	18%	19%	19%	19%	20%	21%

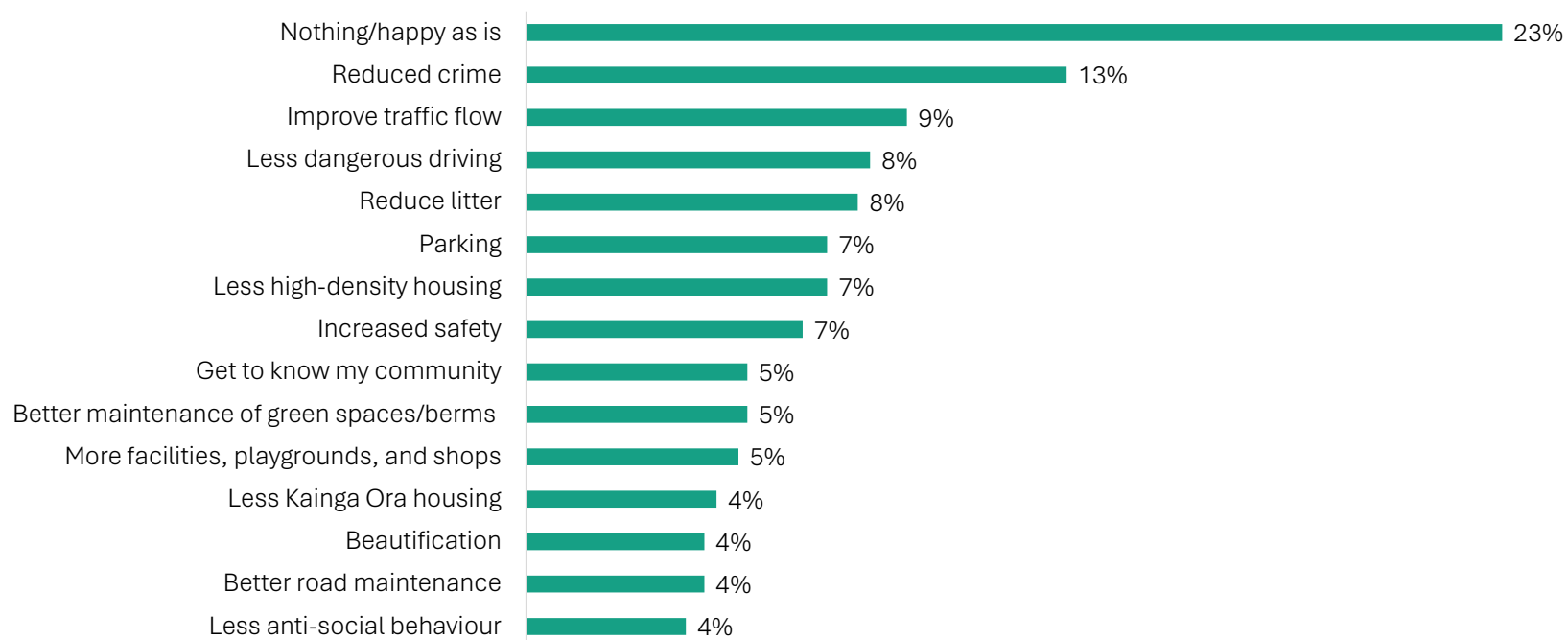
# Neighbourhood Changes

## NEIGHBOURHOOD

Respondents were asked what, if anything, they would like to change in their neighbourhood. Twenty-three per cent of respondents indicate they would not change anything about their neighbourhood. However, 13% of respondents indicate they would like to reduce crime, and perceive there to be issues with traffic flow (9%) and dangerous driving (8%) in their communities.

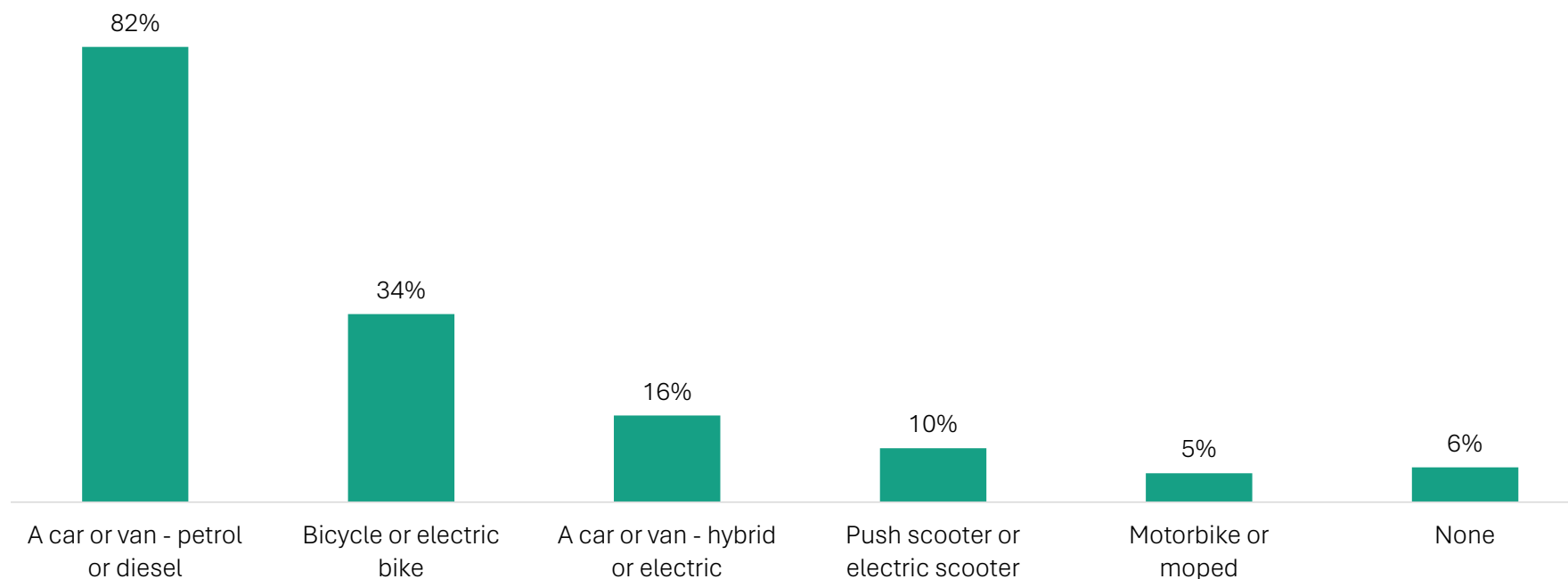
At a suburb level, respondents from Baverstock would like to see more facilities, playgrounds, or shops (50%), those from Enderley would like to see less anti-social behaviour (24%), those in Fitzroy would like to see fewer high-density developments (43%), those in Forest Lake would like greater safety (43%), and Whitiara respondents would like to see a decrease in homelessness (30% compared to 1% for the total responses).

### Neighborhood - what would you change



Respondents were asked which vehicles they had access to. Eighty-two per cent of respondents have access to a car or van, while 34% have access to a bike or an e-bike. At a lower level, 16% have access to an electric or hybrid car or van, 10% have access to a scooter (push or electric), and 5% have access to a motorbike or moped. Only 6% do not have access to any of these transport modes. Respondents with a health condition affecting their walking (11%) or their ability to concentrate (11%) are more likely to have access to none of these transport options.

### Vehicle access



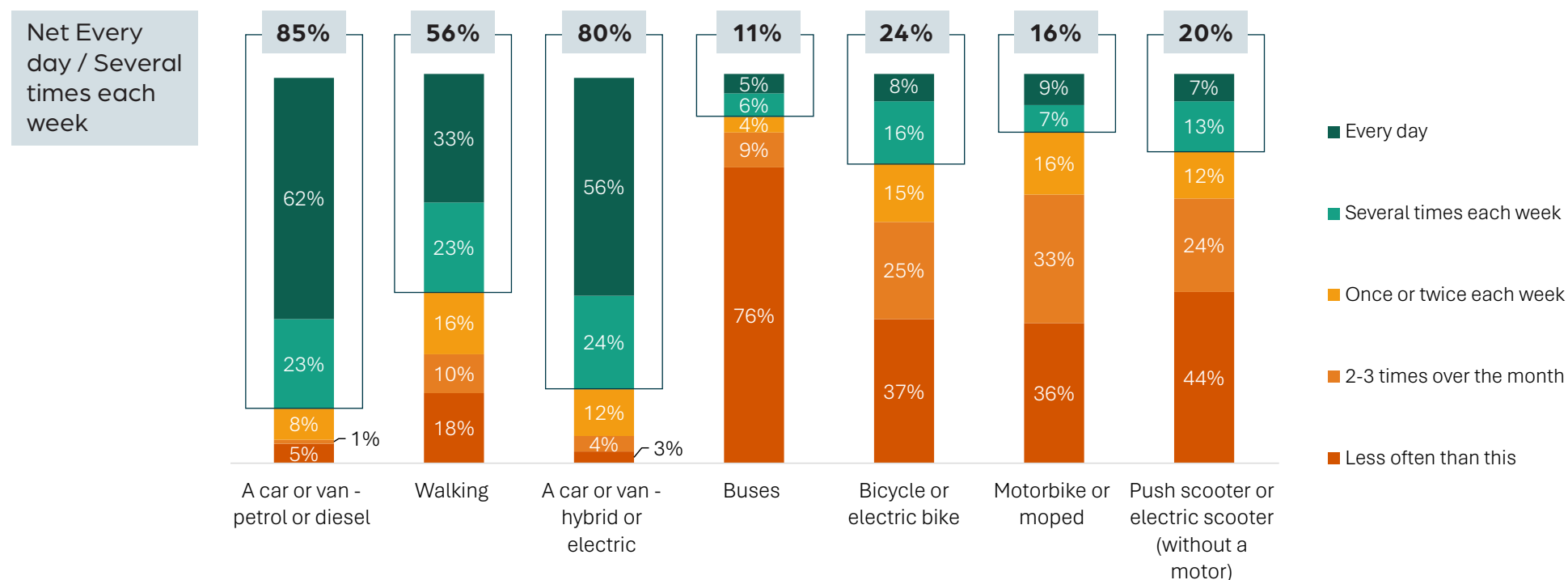
Q. Which of the following, if any, do you currently have access to (that is, you could use it whenever you choose to).

# Frequency of Transport Mode Use

NEIGHBOURHOOD

Respondents were asked how often they have used each vehicle type in the past month. The most commonly used vehicle is a car or van, with 85% of users indicating they use it daily (62%) or several times a week (23%). The next most common transport mode is a hybrid vehicle, with 80% using this mode every day (56%) or several times each week (24%). Bike use is the fourth most commonly used transport mode, with 24% using this mode at least weekly.

## Transport mode use in the past month



Q. How often in the past month have you used each as a form of transport? Please select one answer per row.



# Frequency of Vehicle Use

## NEIGHBOURHOOD

The transport modes that respondents access show largely similar results to those from previous Pulse surveys. However, there seems to be a decline in use of bikes and scooters among those who have access. Use of buses and walking as a mode of transport has also declined since the most recent monitoring period.

### Comparison to previous Pulse results

#### Transport modes accessed

	Aug 21	Dec 21	Dec 22	Jun 23	May 25
A car or van - petrol or diesel	-	-	-	87%	82%
Bicycle or electric bike	35%	39%	41%	31%	34%
A car or van - hybrid or electric	-	-	-	12%	16%
Push scooter or electric scooter	11%	12%	7%	7%	10%
Motorbike or moped			4%	4%	5%
None of the above	-	-	-	-	6%

#### Frequency of mode use (Every day / several times a week)

	Aug 21	Dec 21	Dec 22	Jun 23	May 25
A car or van - petrol or diesel	-	-	-	86%	85%
Bicycle or electric bike	51%	55%	62%	47%	24%
A car or van - hybrid or electric	-	-	-	80%	80%
Push scooter or electric scooter	57%	56%	47%	33%	20%
Motorbike or moped	-	-	-	44%	16%
Walking	67%	65%	65%	66%	56%
Buses	29%	12%	24%	29%	11%

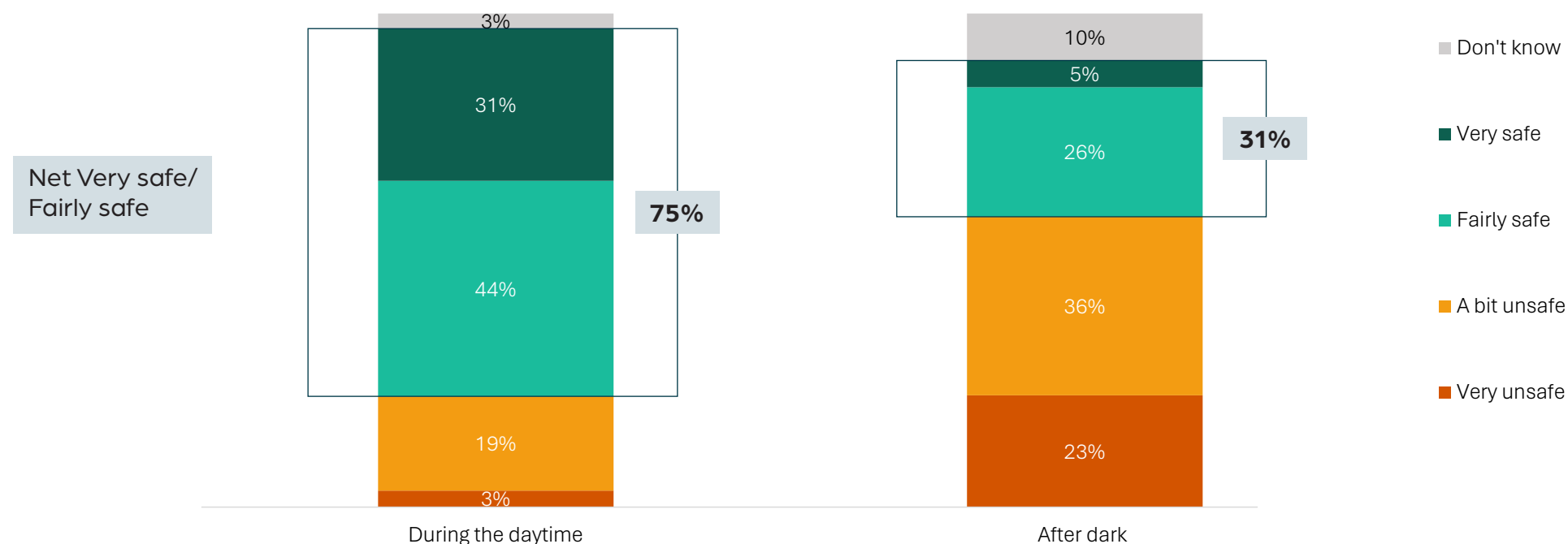
# Central City Safety

## NEIGHBOURHOOD

Respondents were asked about their feelings of safety in the central city. Three-quarters of respondents indicate they feel very (31%) or fairly (44%) safe in the central city during the day, while this drops to 31% feeling very (5%) or fairly (26%) safe after dark.

Males are more likely to say they feel very or fairly safe during the day (80% net) and in the evening (36% net), while females are less likely to say they feel safe both during the day (69% net) and after dark (28% net). Younger people are more likely to say they feel safe after dark (41% net), while older respondents are less likely to know how to respond to both of these questions, suggesting they frequent the central city less often.

### Feeling safe in the central city



Q. In general how safe or unsafe do you feel in the central city?  
Please select one answer per row.

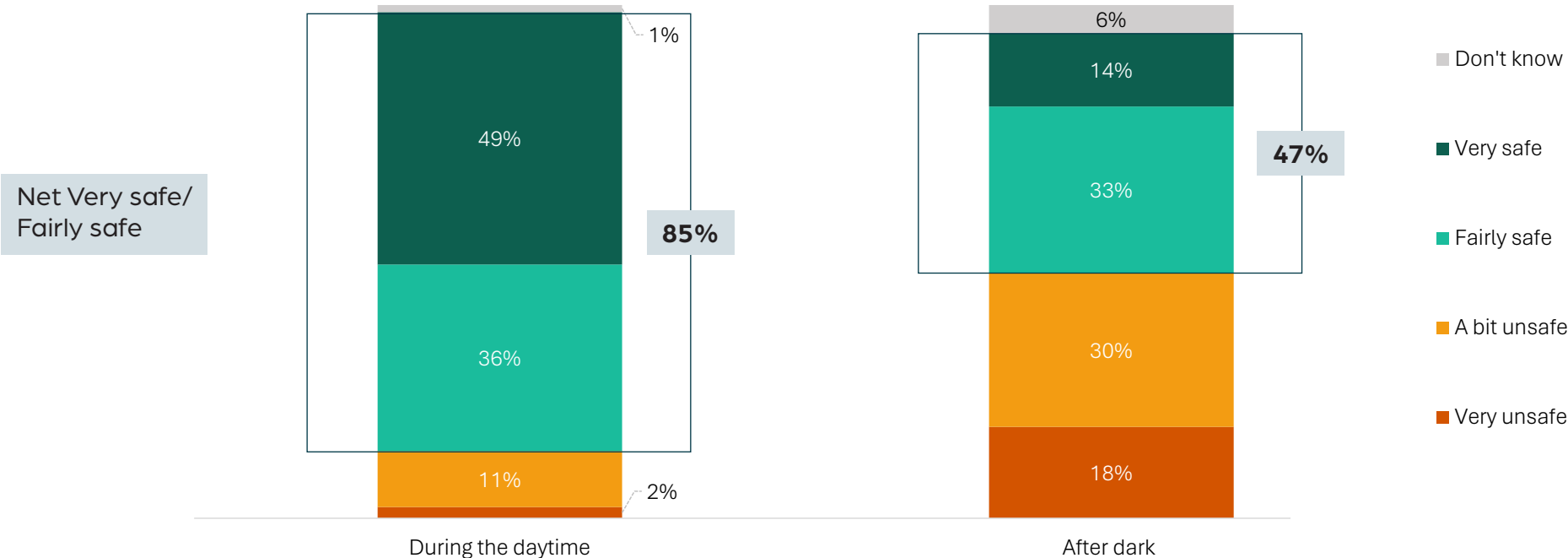
# Neighbourhood Safety

## NEIGHBOURHOOD

Respondents were asked about their feelings of safety in their local neighbourhood when walking alone. Eighty-five per cent of respondents indicate they feel very (49%) or fairly (36%) safe walking alone in their neighbourhood during the day. Feelings of safety drop during the evening, with 47% indicating they feel very (14%) or fairly (33%) safe walking alone after dark.

At a suburb level, Bader (38% net safety) and Fairfield (65% net safety) respondents are less likely to say they feel safe during the day. Rototuna respondents are more likely to say they feel safe after dark (77% net safety).

### Feeling safe walking alone in your neighborhood



Q. In general how safe or unsafe do you feel walking alone in your neighbourhood? Please select one answer per row.

The results about perceived safety can be compared to those from previous Pulse surveys. This year, perceptions of safety in the central city during the day decreased. The results for perceptions of safety after dark appear similar to those from previous years, with 59% (net) of respondents indicating they feel unsafe after dark in the central city. Similar results to the June 2023 period are seen for the perceptions of neighbourhood safety this year.

### Comparison to previous Pulse results: Central city day

	Aug 21	Dec 21	Dec 22	Jun 23	May 25
Net Very safe/Fairly safe: Central city day	-	-	70%	84%	75%
Net Very unsafe/A bit unsafe: Central city day	-	-	25%	14%	22%

### Comparison to previous Pulse results: Central city after dark

	Aug 21	Dec 21	Dec 22	Jun 23	May 25
Net Very safe/Fairly safe: Central city after dark	35%	34%	25%	29%	31%
Net Very unsafe/A bit unsafe: Central city after dark	61%	57%	61%	62%	59%

### Comparison to previous Pulse results: Neighbourhood day

	Jun 23	May 25
Net Very safe/Fairly safe: Neighbourhood day	88%	85%
Net Very unsafe/A bit unsafe: Neighbourhood day	11%	13%

### Comparison to previous Pulse results: Neighbourhood after dark

	Jun 23	May 25
Net Very safe/Fairly safe: Neighbourhood after dark	44%	47%
Net Very unsafe/A bit unsafe: Neighbourhood after dark	52%	48%

# Area Comparisons

## NEIGHBOURHOOD

The figures to the right show the results for different communities across the city.

The figures show the net agreement/safety figures and the main items that respondents would change about their communities.

Figures in bold indicate that the proportion for that area is significantly higher (as indicated by a +) or lower (as indicated by a -) than in other areas.



### North East

My neighborhood is a great place to live **85%+**  
 Feel a sense of community 54%  
 Sense of community is important to me 73%  
 Feel safe during the day **92%+**  
 Feel safe after dark **61%+**

**Top five changes**  
 Nothing 27%  
 Improved traffic 10%  
 Less crime 9%  
 Better maintenance 9%  
 Parking 8%



### Central East

My neighborhood is a great place to live 57%  
 Feel a sense of community 39%  
 Sense of community is important to me 66%  
 Feel safe during the day 85%  
 Feel safe after dark 38%

**Top five changes**  
 Less crime 16%  
 Nothing 15%  
 Litter/rubbish 14%  
 Safety 14%  
 Improved traffic 10%



### South East

My neighborhood is a great place to live 61%  
 Feel a sense of community 54%  
 Sense of community is important to me **82%+**  
 Feel safe during the day 91%  
 Feel safe after dark 48%

**Top five changes**  
 Nothing 16%  
 Litter/rubbish 16%  
 Less crime 11%  
 Less town houses/high-density 10%  
 Improve Council facilities 9%



### East

My neighborhood is a great place to live **51%-**  
 Feel a sense of community 42%  
 Sense of community is important to me **55%-**  
 Feel safe during the day 75%  
 Feel safe after dark 32%

**Top five changes**  
 Nothing 25%  
 Less crime 11%  
 Improve Council facilities 11%  
 Less dangerous driving 11%  
 Litter/rubbish 6%

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.

# Area Comparisons

## NEIGHBOURHOOD

The figures to the right show the results for different communities across the city.

The figures show the net agreement/safety figures and the main items that respondents would change about their communities.



### North West

My neighborhood is a great place to live 71%  
Feel a sense of community 46%  
Sense of community is important to me 68%  
  
Feel safe during the day 85%  
Feel safe after dark 41%

#### Top five changes

Nothing 26%  
Less crime 18%  
Less dangerous driving 11%  
Safety 8%  
Less town housing/high-density 8%



### Central West

My neighborhood is a great place to live 64%  
Feel a sense of community 61%  
Sense of community is important to me 64%  
  
Feel safe during the day 82%  
Feel safe after dark 39%

#### Top five changes

Nothing 26%  
Less crime 17%  
Parking 17%  
Improve traffic 9%  
Safety 9%



### South West

My neighborhood is a great place to live 56%  
Feel a sense of community 37%  
Sense of community is important to me 72%  
  
Feel safe during the day 83%  
Feel safe after dark 46%

#### Top five changes

Nothing 15%  
Less town housing/high-density 14%  
Less dangerous driving 14%  
Improve Council facilities 12%  
Less crime 11%



### West

My neighborhood is a great place to live 59%  
Feel a sense of community 46%  
Sense of community is important to me 60%  
  
Feel safe during the day 79%  
Feel safe after dark 37%

#### Top five changes

Nothing 29%  
Less crime 16%  
Less dangerous driving 13%  
Improve traffic 10%  
Less town housing/high-density 8%

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.



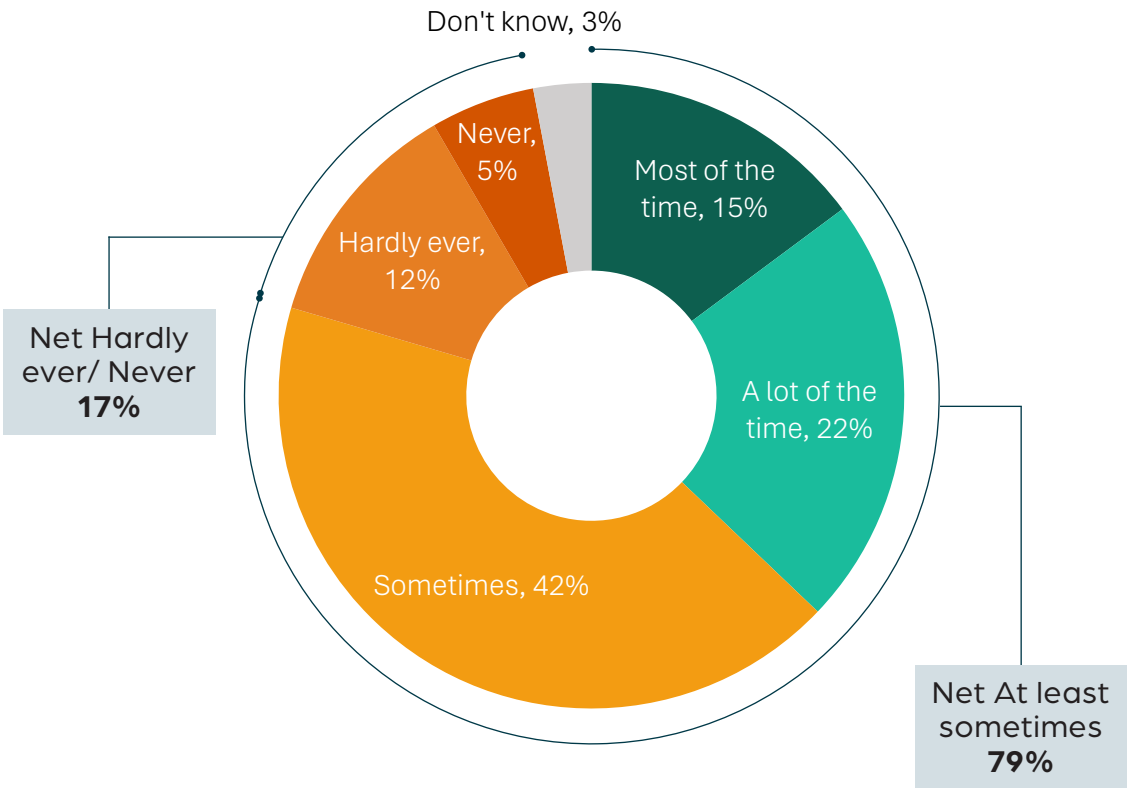
Environment

Respondents were asked how frequently they consider sustainability and climate change when making decisions.

Overall, 37% of respondents consider these issues most (15%) or a lot (22%) of the time. Forty-two per cent sometimes consider sustainability and climate change, while 17% hardly ever (12%) or never (5%) consider these issues when making purchasing choices.

The results for this year are similar to those from the previous Pulse period.

### Sustainability and climate change consideration



### Comparison to previous Pulse results

	Aug 21	Dec 21	Dec 22	Jun 23	May 25
Net At least sometimes	87%	86%	87%	78%	79%

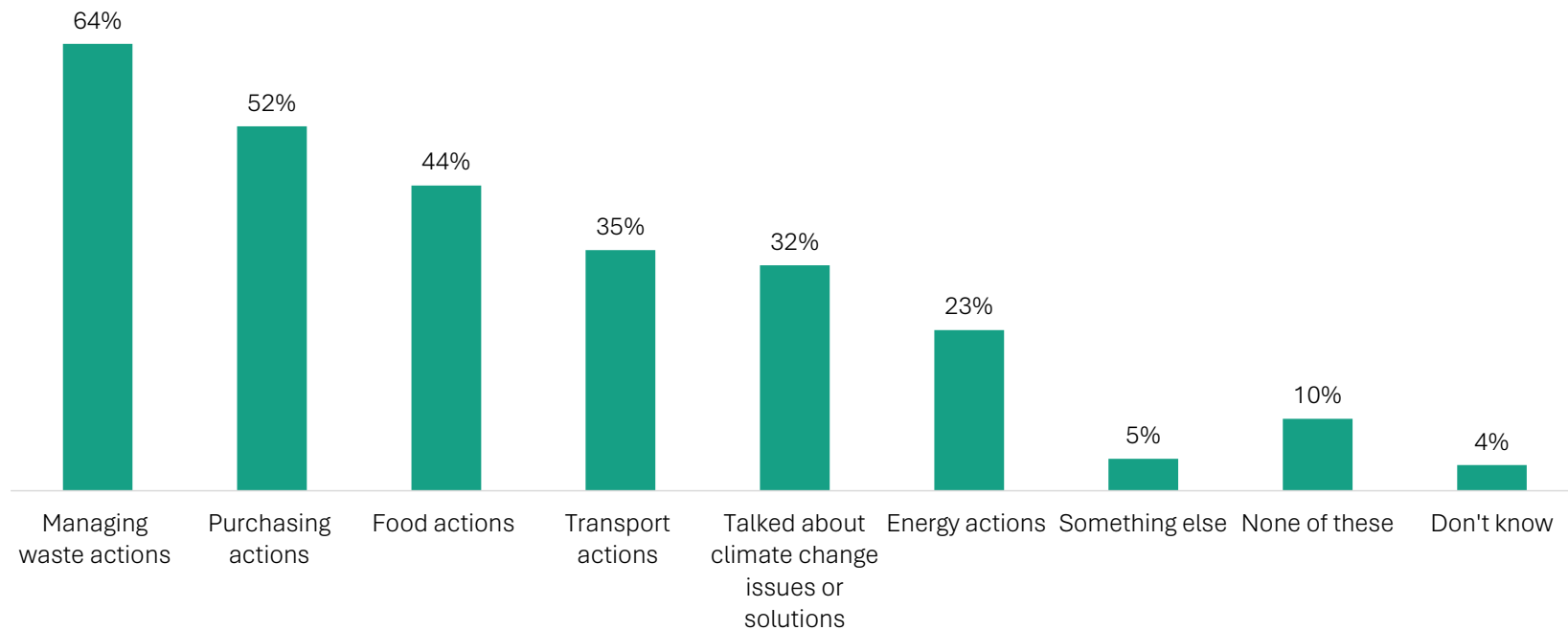
Q. In your daily life, to what extent do you consider sustainability and climate change when you make choices about what you do, buy or use?



Respondents were asked about the actions they have taken to stem climate change. The most common action respondents report undertaking is managing waste (64%), followed by purchasing actions (52%), and food actions (44%). Only 10% of respondents report not undertaking any actions.

Females are more likely to undertake purchasing actions (57%) and food actions (50%), while respondents aged between 60 and 74 are more likely to undertake waste actions (81%), purchasing actions (65%), and food actions (61%).

### Climate change actions

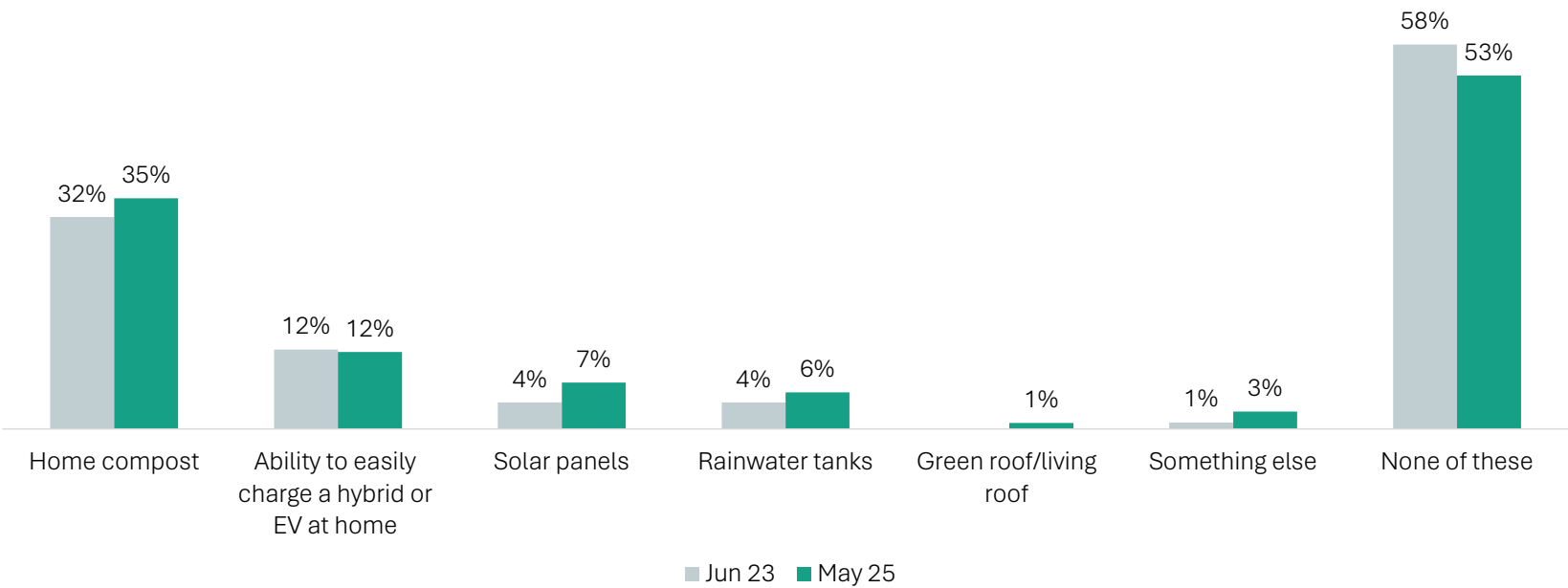


Respondents were asked about the environmental initiatives that they have access to. The most common initiative respondents have access to is home compost (35%), followed by the ability to charge an EV at home (12%). All other initiatives have less than 10% uptake, and 53% of respondents do not have access to any of these environmental initiatives.

Older respondents between 60 and 74 or Paakeha respondents are more likely to have access to home compost (46% and 38%, respectively). Respondents aged between 25 and 44 are less likely to have access to any of these initiatives (63% access none). There are no differences in area or suburb for these initiatives.

Responses from the previous Pulse survey are also shown in the chart. This period there has been an increase in the proportion of respondents who state they access home compost, solar panels, and rain water tanks, and a subsequent decline in the proportion who access no environmental initiatives.

## Access to environmental initiatives





Local  
Government

# Confidence in the Council's Decisions

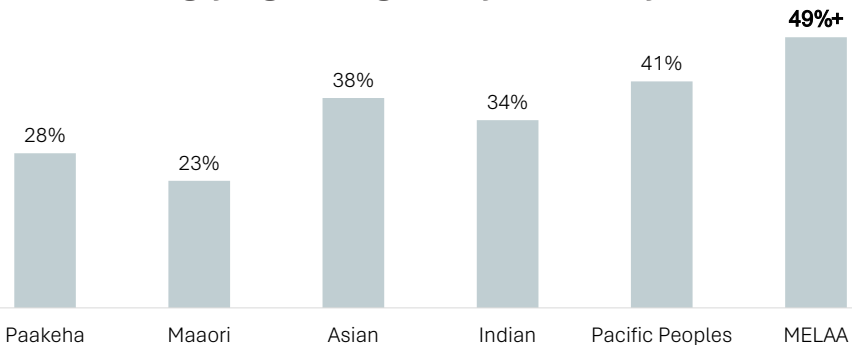
Respondents were asked their views on whether they think the Council makes decisions in the city's best interests.

Overall, 30% of respondents agree (25%) or strongly agree (5%) that the Council makes decisions in the best interests of the city, while 26% disagree (19%) or strongly disagree (7%). Forty-five per cent provided a neither nor rating.

Respondents under 25 are more likely to provide a neither nor rating (58%), while Paakeha respondents are more likely to disagree (29% net), and MELAA respondents are more likely to agree (49% net).

When the 2025 results are compared to the previous Pulse survey findings, this year's net agreement is similar to that of the June 2023 period, with a slight increase in the net disagree results.

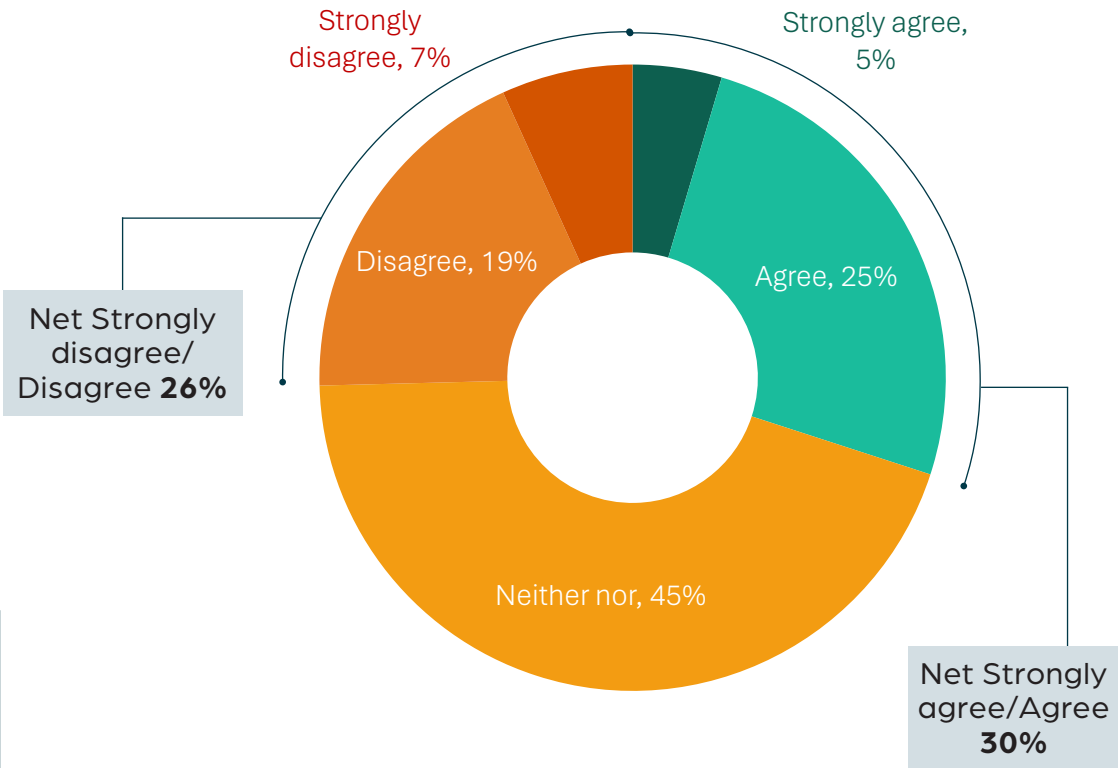
## Net Strongly agree/Agree by ethnicity



Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.

Q. All councils are required to consider the needs of current and future communities. This means councils are obliged, for example, to deal with climate change, manage growth, consider the diverse needs of its residents. Often Council has to take bold actions, or undertake work with a long-term view, that individuals may not agree with, but are based on meeting these obligations. With this in mind, 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".

## Confidence in the Council's decisions



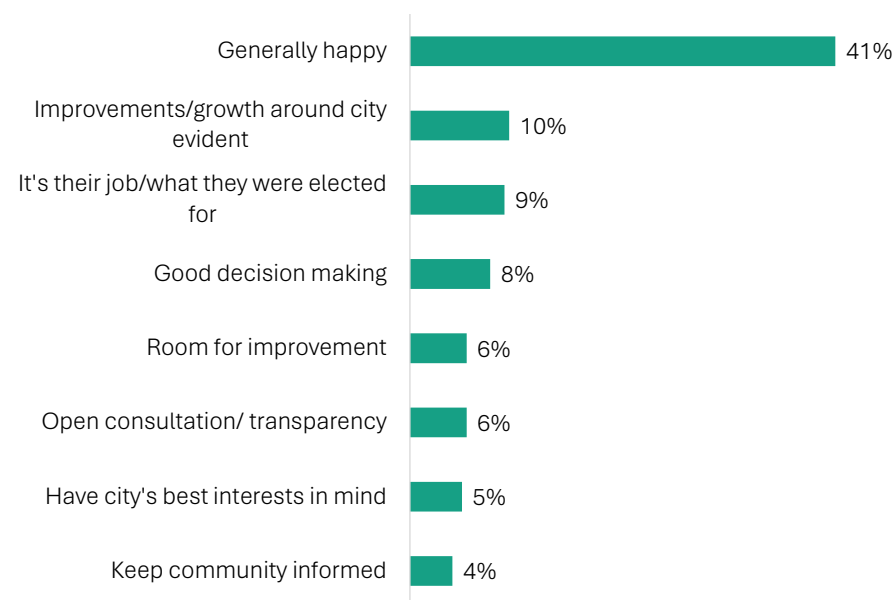
## Comparison to previous Pulse results

	Jun 19	Dec 19	Jun 20	Dec 20	Aug 21	Dec 21	Dec 22	Jun 23	May 25
Net Agree/ Strongly agree	26%	30%	42%	44%	33%	43%	36%	30%	30%
Net Disagree/ Strongly disagree	28%	21%	16%	13%	27%	19%	24%	23%	26%

# Reasons for Confidence in the Council

Respondents were asked why they did or did not have confidence that the Council's decisions were in the city's best interests. Those respondents who report they have confidence in the Council's decision-making cite that they are generally happy with the Council (41%), that they believe they have seen improvements in the city (10%), and that it's the Council's job and what they are elected to do (9%). In contrast, those who report not having confidence in the Council's decisions perceive the Council to have wasteful spending (29%) and poor decision-making (24%). They also perceive there to be issues with roads and transport (14%) in the city.

## Confidence in the Council's decisions



## No confidence in the Council's decisions



# Climate Change Actions and Initiatives

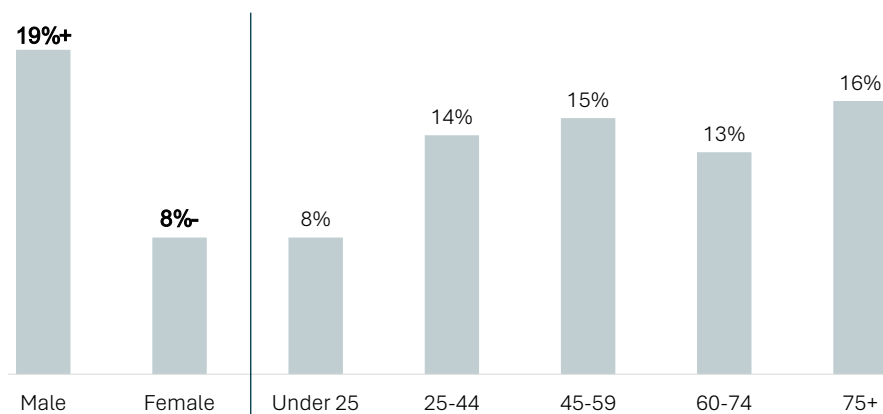
LOCAL  
GOVERNMENT

Respondents were asked about their views on the effort the Council puts into climate change actions and initiatives.

Overall, 34% feel the effort is about right, while 24% state they feel there is not enough (20%) or not nearly enough (4%) effort put into these initiatives. Thirteen per cent of respondents state they feel the Council puts in far too much (5%) or too much (8%) effort into these initiatives, and 28% are unsure how to respond.

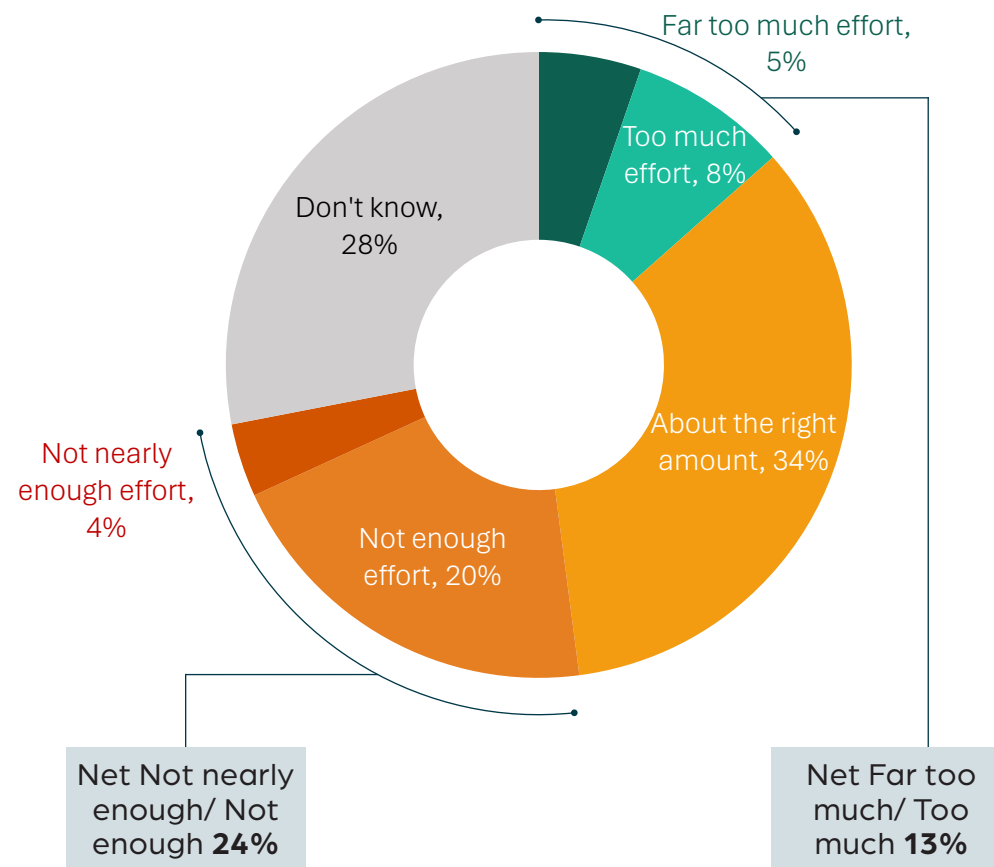
Male respondents are more likely to believe that the Council puts in far too much or too much effort (19% net). In contrast, Maaori respondents and those aged between 25 and 44 are more likely to believe the Council does not make nearly enough effort (9% and 6%, respectively).

## Net Far too much/ Too much by age and gender



Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.  
Q. 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?

## Council effort - climate change actions and initiatives



# Residents' Opportunities for Input

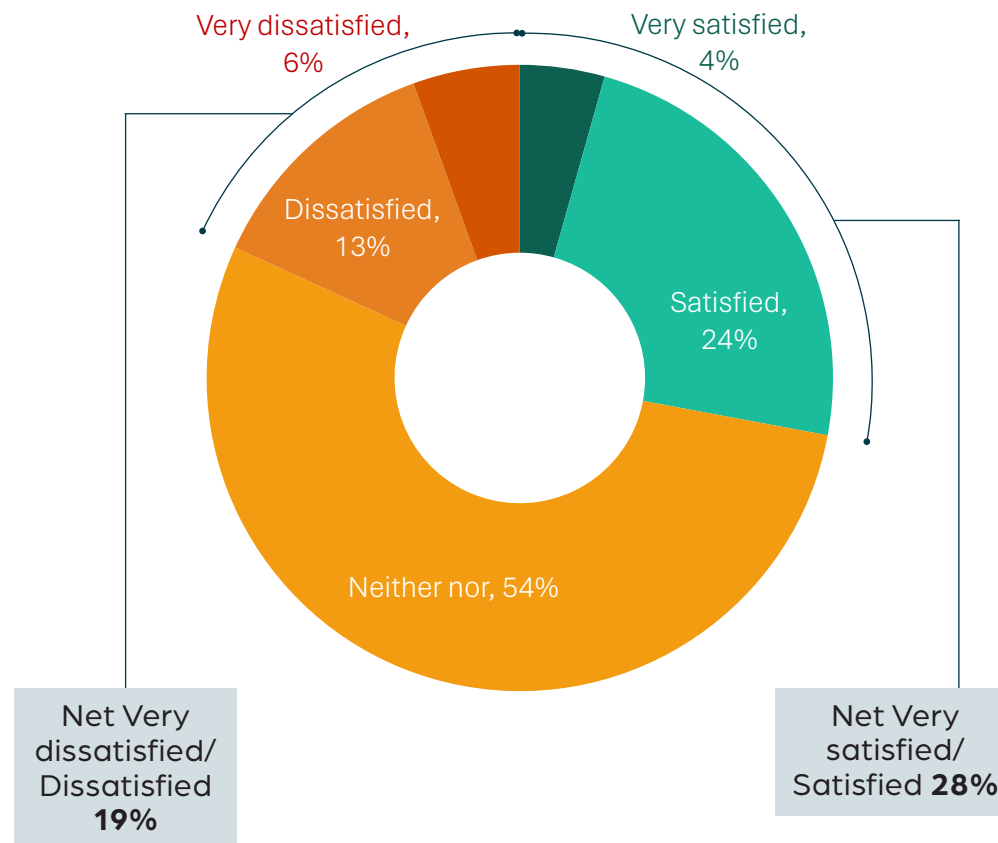
LOCAL  
GOVERNMENT

Respondents were asked how satisfied they were with residents' opportunities to have input into shaping Hamilton City.

Twenty-eight per cent of respondents indicate they are satisfied (24%) or very satisfied (4%) with the opportunities for input, while 19% are either dissatisfied (13%) or very dissatisfied (6%). Over half of respondents are neither satisfied nor dissatisfied (54%).

There were no demographic or area differences across the results.

Residents' opportunities for input



Q. Council provides a number of opportunities every year for people to have input into the decisions it makes. The aim of this work is to seek residents' views when there is a legitimate prospect for feedback to influence the final outcome. How satisfied are you that Council provides genuine opportunities for you to have your say in shaping Hamilton?

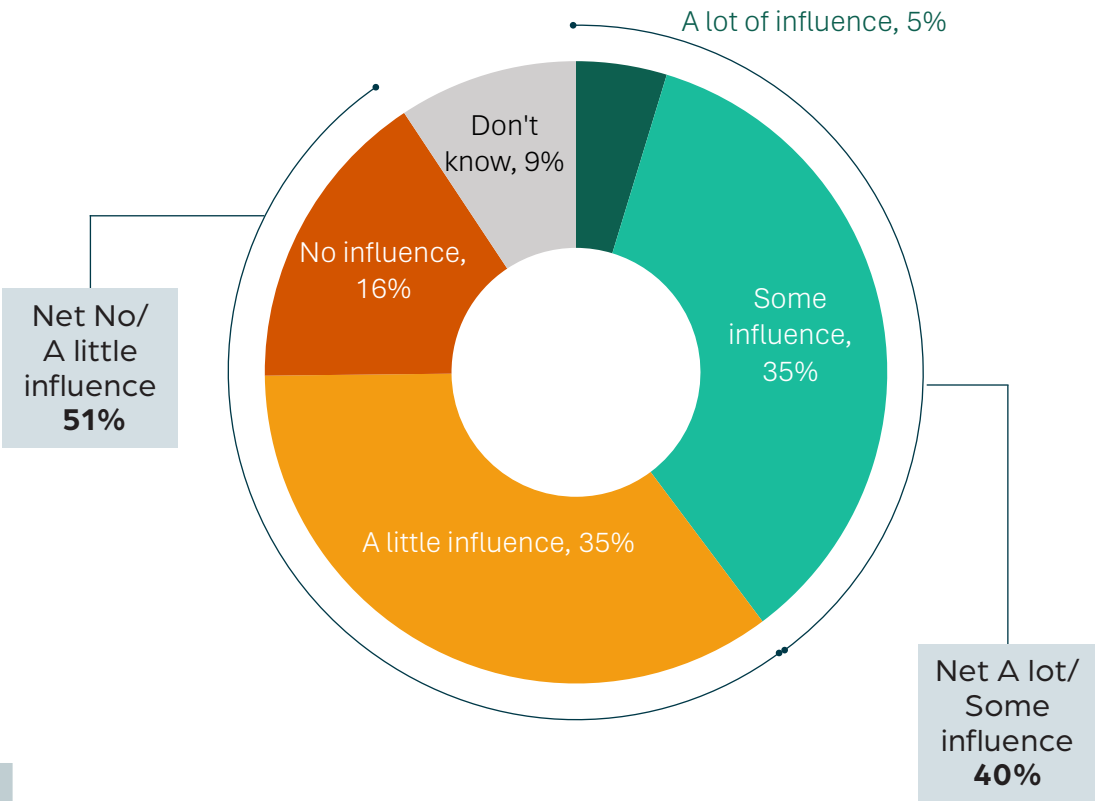
Respondents were asked about how much influence they felt the public had on the Council’s decisions.

Forty per cent of respondents think the public has a lot (5%) or some (35%) influence in the Council’s decisions, while 35% believe the public has little influence. Only 16% feel the public has no influence, and 9% do not know.

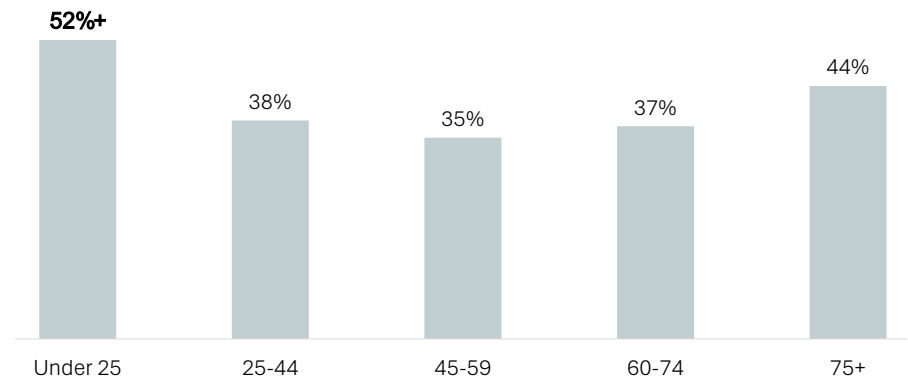
Respondents who are under the age of 25 (52%) or Indian (68%) are more likely to say they feel the public has a lot or some influence (net). Paaheka respondents are more likely to say the public has little (39%) or no (19%) influence.

This year’s results are similar to those from the previous June 2023 period.

## Public influence



## Net A lot/Some/ A little influence by age



## Comparison to previous Pulse results

	Jun 23	May 25
Net A lot/ Some influence	38%	40%
Net A little/No influence	53%	51%

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.  
Q. Overall, how much influence do you feel the public has on the decisions Hamilton City Council makes?



Respondents were asked if they feel the current ward system provides fair and effective representation.

Overall, 41% of respondents feel that the current ward system provides fair and effective representation, 18% do not think it does, and 41% do not know.

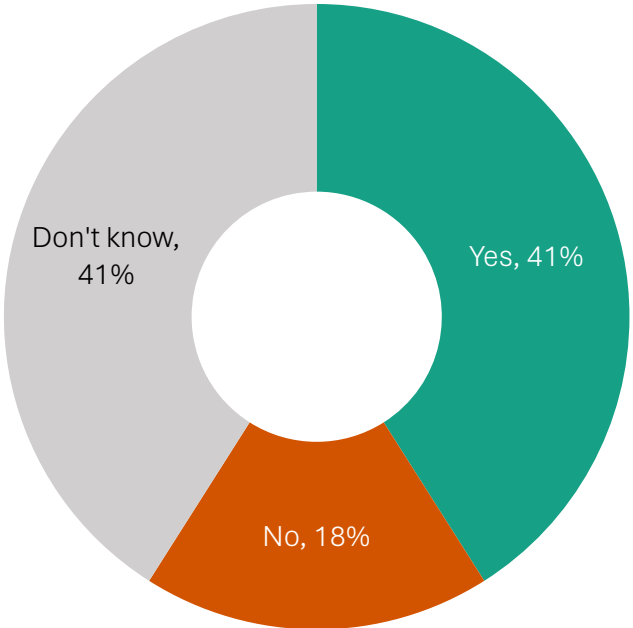
Respondents who are between 60 and 74 (54%), 75 or older (59%), or Paakeha (45%) are more likely to feel that the representation is fair and effective.

Respondents who feel that the representation is not fair and effective are more likely to be male (21%), aged between 45 and 60 (23%), or Maaori (20%).

Respondents who do not know if the representation is fair and effective are more likely to be female (46%), under 25 (58%), or Asian (69%).

This year's results are similar to those from the June 2023 period.

## Ward system representation is fair and effective



## Comparison to previous Pulse results

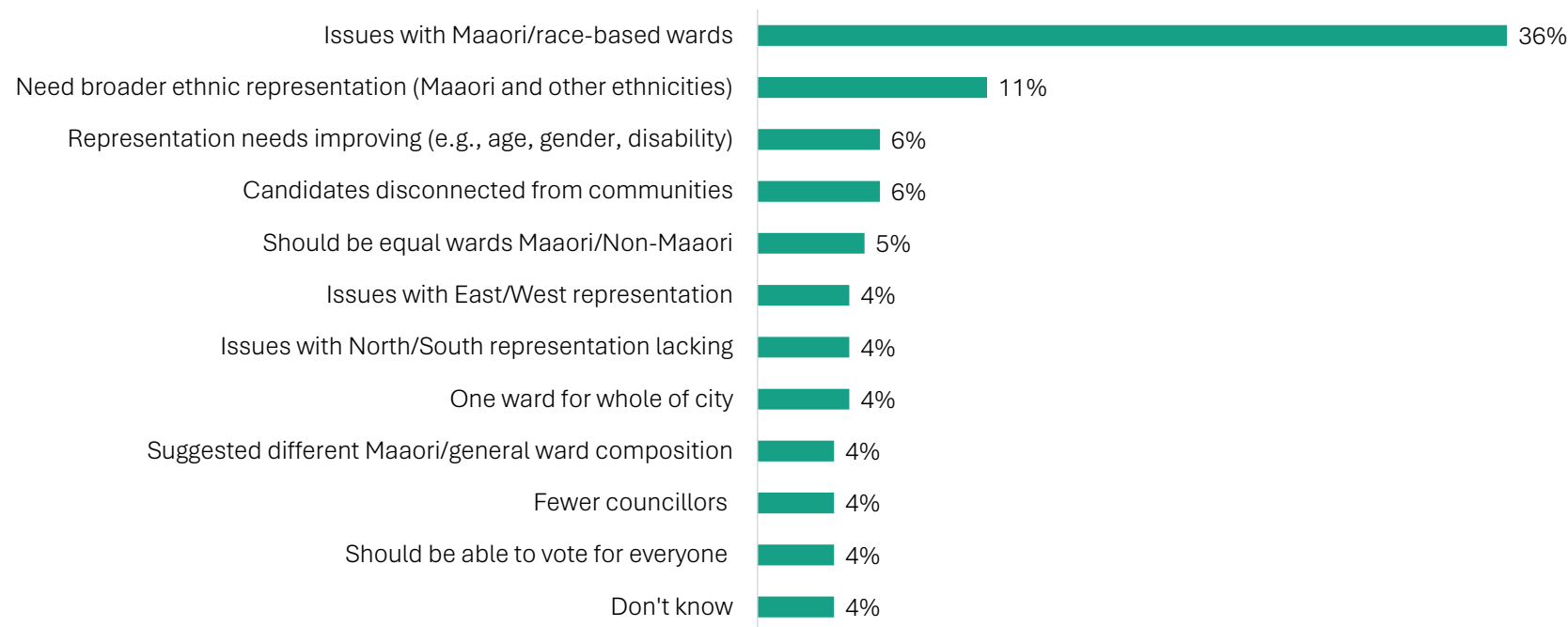
	Jun 23	May 25
Yes	36%	41%
No	18%	18%

Q. Do you feel that the current ward system (East, West, and Kirikiriroa Maaori Ward) provides fair and effective representation for you?

# Reasons for Unfair Representation

Respondents who did not feel the ward system was fair and effective were asked why they felt this way. The main points respondents raise are perceptions about Maaori or race-based wards (36%), perceiving there is a need for broader ethnic representation (11%) or better diversity (6%), and perceptions that candidates being disconnected from their communities (6%).

## Current ward system is not fair and effective

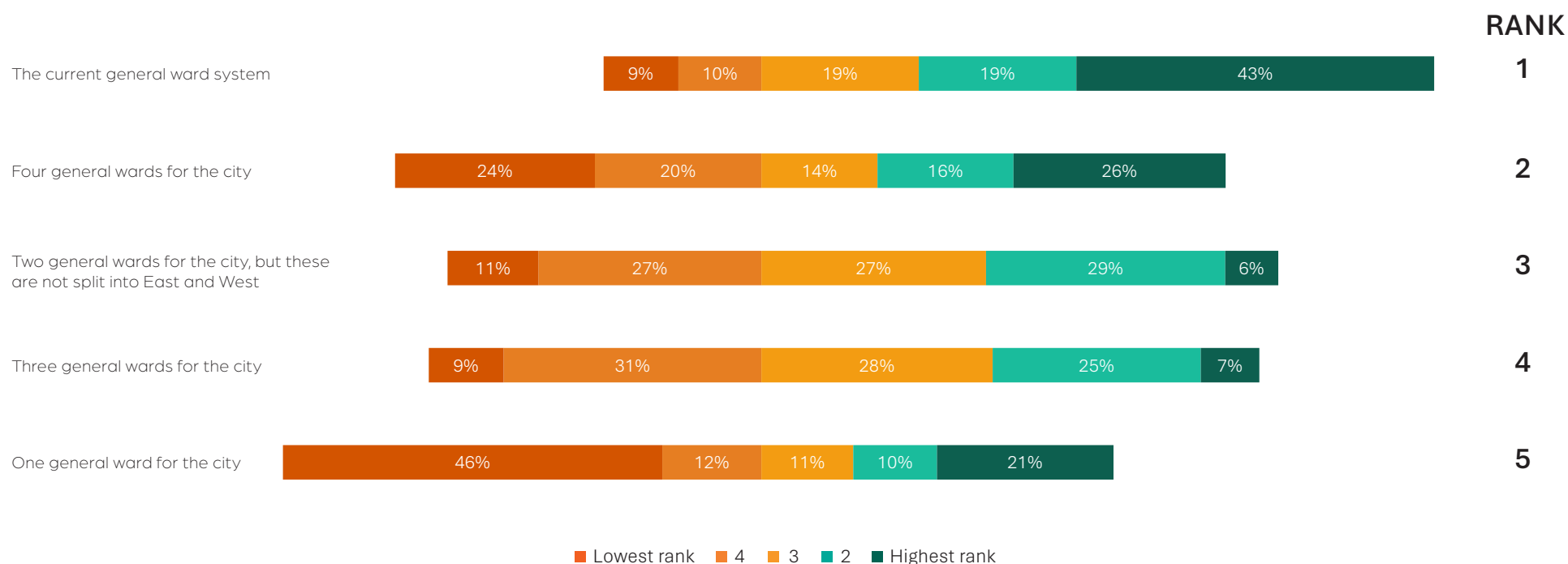


# Preferred Ward Structure

Respondents were asked to rank different ward compositions in order of preference. The current system is the most preferred option, with 43% of its rankings as first. The next most preferred option is the four general wards. The options relating to three wards or two wards (but not split by east and west) are ranked similarly. One general ward is the lowest-ranked option.

Respondents were asked if they had any other options for ward composition. A total of 249 respondents responded; however, 71% of these respondents stated that they did not know an option and that the system was fine as it was. Four per cent of respondents stated that they did not want Maaori wards or seats, and 4% indicated that there should be one general ward.

## Preferred options for ward structure



Q. Thinking about the general wards, please place the options in order from your MOST preferred option to your LEAST preferred option.

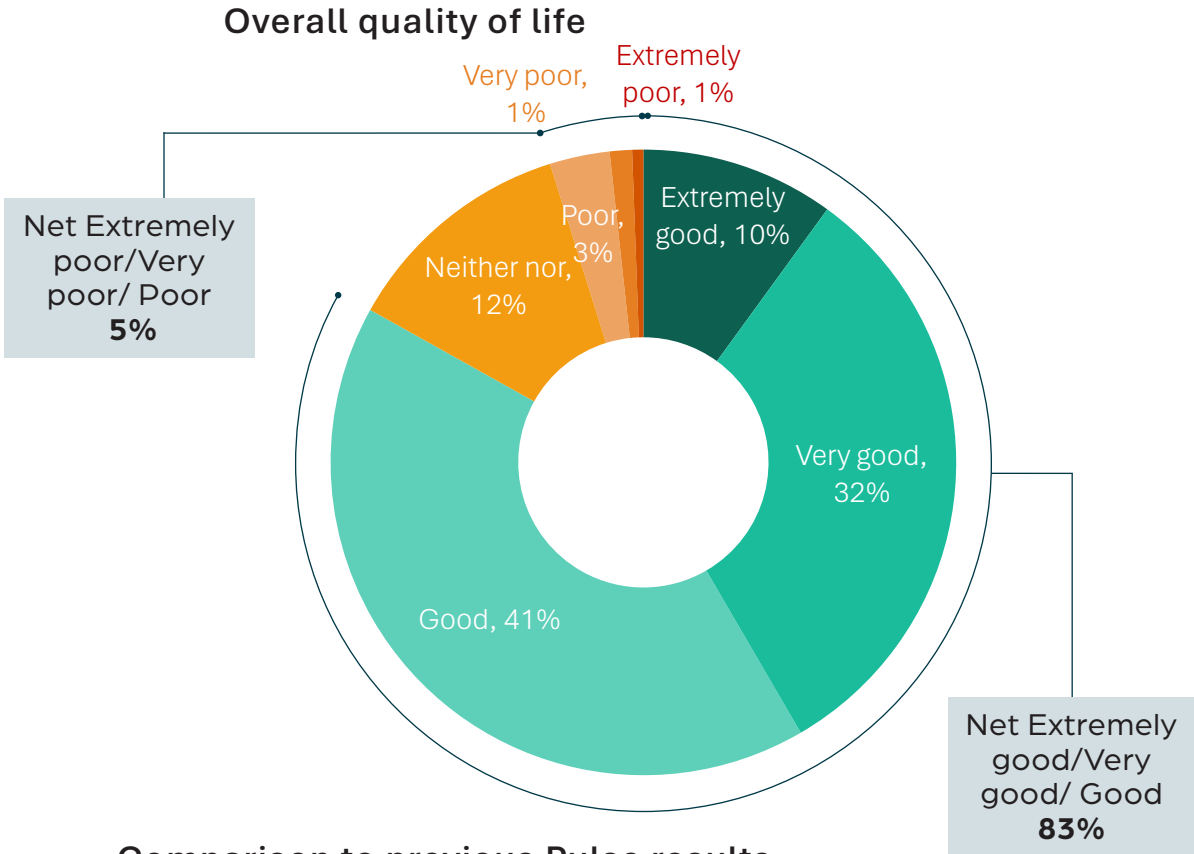


Quality  
of Life

Respondents were asked to rate their overall quality of life. This year the majority (83%) of respondents feel their quality of life is extremely good (10%), very good (32%), or good (41%), while 5% feel it is poor (3%), very poor (1%), or extremely poor (1%). Twelve per cent of respondents feel their quality of life is neither poor nor good.

Male respondents are more likely to give a net negative response (7%), while females are less likely to do so (2%).

These results can be compared to those from previous Pulse surveys. This year's results are slightly down on the June 2023 results, with 83% net positive and 5% net negative results.



### Comparison to previous Pulse results

	Aug 21	Dec 21	Dec 22	Jun 23	May 25
Net Extremely Good/ Very good/ Good	87%	87%	83%	86%	83%
Net Extremely poor/ Very poor/ Poor	3%	3%	6%	4%	5%

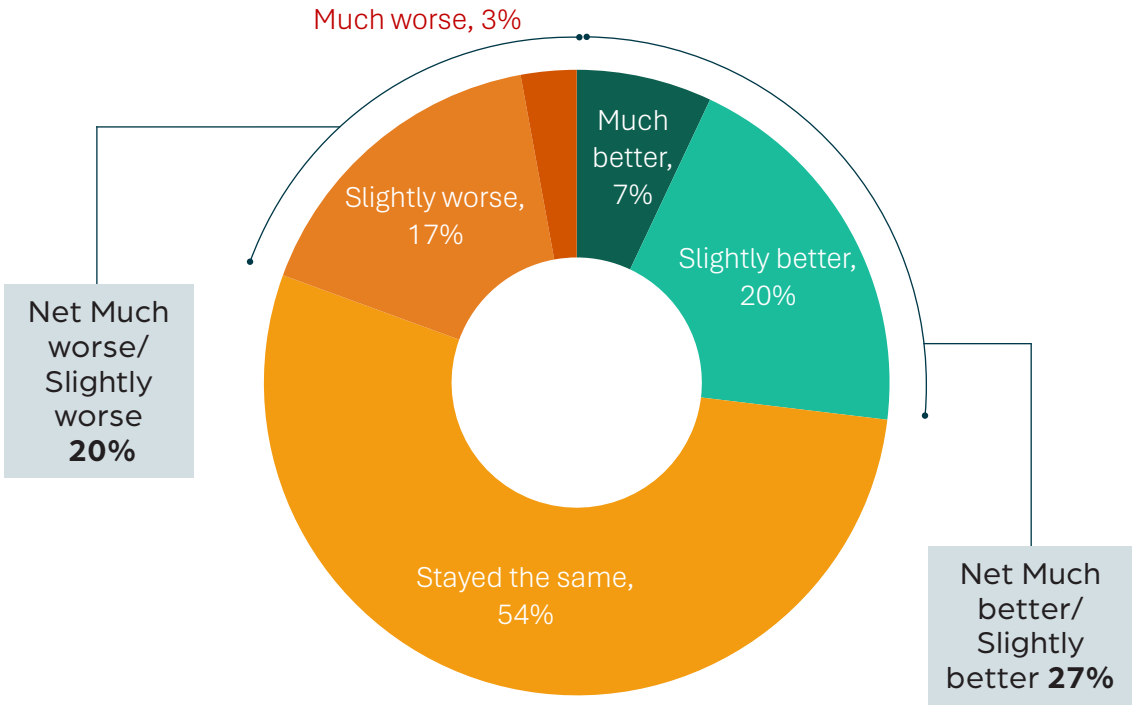
# Change in Quality of Life

Respondents were asked how their quality of life had changed in the past 12 months. Twenty-seven per cent of respondents feel that their quality of life has become much better (7%) or slightly better (20%), while 20% feel that it has become much worse (3%) or slightly worse (17%). Over half of respondents (54%) feel that it has remained the same.

Respondents under 25 are more likely to perceive that their life has improved (38% net slightly or much better), while respondents aged between 45 and 60 are more likely to perceive that their quality of life has declined (27% net slightly worse or much worse).

This year's results show a slight improvement from the June 2023 results, with fewer respondents indicating a declining quality of life and slightly more indicating an improved quality of life.

Change in quality of life over past 12 months



Comparison to previous Pulse results

	Jun 23	May 25
Net Much better/ Slightly better	23%	27%
Net Much worse/ Slightly worse	26%	20%

Q. Compared to 12 months ago, would you say that your quality of life has become better, worse, or stayed the same?

# Reasons for a Change in Quality of Life

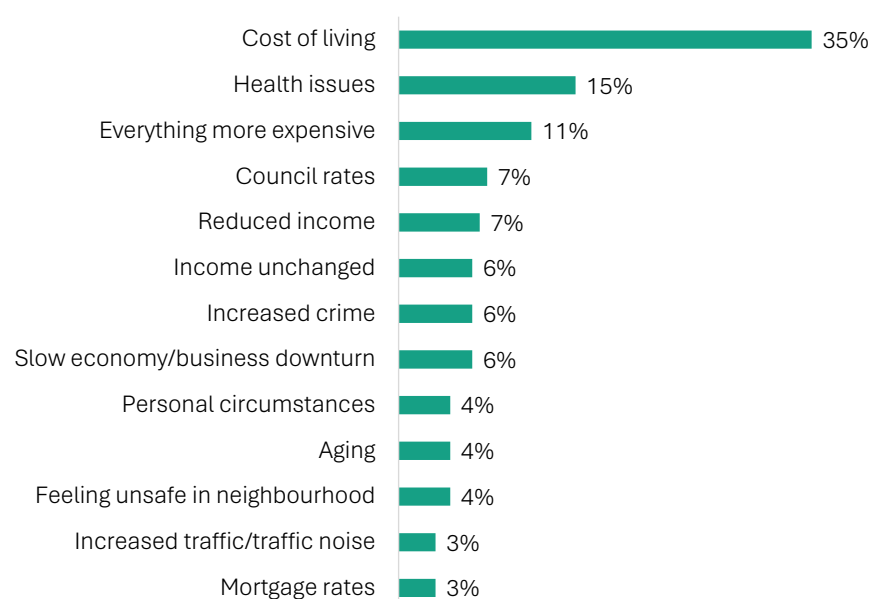
QUALITY  
OF LIFE

Respondents were asked why their quality of life had changed in the past 12 months. Respondents who report a positive change in their quality of life feel that their life is generally good (18%), they perceive themselves to have better health (15%), have increased wages (11%), or note that they started a new job (8%). In comparison, respondents who report they have had a decline in their quality of life broadly believe this is due to the increased cost of living (35%). Other reasons for a perceived decrease in quality of life include health issues (15%), increased prices (11%), increased rates (7%), or reduced income (7%).

## Positive change in quality of life



## Negative change in quality of life



# Quality of Life Profiles

QUALITY  
OF LIFE

The images below show the demographic profile of respondents who think they have a **good quality of life**. Figures in bold indicate that the result for this group is higher (as indicated by a +) or lower (as indicated by a -) than other groups. Respondents who perceive themselves to have a high quality of life have very positive impressions of Hamilton and generally have higher health and income markers. This group also views their neighbourhood positively and seem more satisfied with the local government system. This group also shows greater engagement with environmental initiatives.

## Good quality of life (83% of respondents)

### People

North East	32%
Central East	11%
South East	11%
East	8%
North West	11%
Central West	3%
South West	9%
West	15%
Male	45%
Female	53%
Another gender	1%
Under 25	17%
25-44	34%
45-59	24%
60-74	17%
75+	7%
Paakeha	68%
Maaori	16%
Asian	8%
Indian	5%
Pacific Peoples	3%
MELAA	4%

### Hamilton

Thinks Hamilton is a great place to live	<b>78%+</b>
Thinks Hamilton has become better place to live	24%
Feels proud of how Hamilton looks and feels	<b>43%+</b>
Feels satisfied with parks and open spaces	<b>74%+</b>

### Health and Income

Exercises 1 day or less	13%
Employed (full and part time)	62%
Unemployed	<b>9%-</b>
Student	15%
Retired	17%
Has enough money	<b>55%+</b>
Worries about finances	<b>18%-</b>
Believes that housing is affordable	<b>28%+</b>

### Neighbourhood

Thinks their neighbourhood is a great place to live	<b>72%+</b>
Feels a sense of community	<b>50%+</b>
Thinks that a sense of community is important	70%
Feels safe walking alone during the day (local)	<b>88%+</b>
Feels safe walking alone after dark (local)	<b>49%+</b>

### Environment

Considers sustainability when purchasing	38%
Undertakes at least one climate action	<b>88%+</b>
Has access to at least one green initiative	<b>49%+</b>

### Local government

Believes the Council makes decisions in the city's best interests	<b>33%+</b>
Feels there are opportunities for the public to have input	<b>31%+</b>
Believes the public has the ability to influence decisions	41%
Feels the representation of current ward system is fair	<b>44%+</b>

Figures in bold indicate that the proportion is significantly higher (+) or lower (-) than in other groups.



# Quality of Life Profiles

## QUALITY OF LIFE

The images below show the demographic profile of respondents who think they have **an average quality of life**. Figures in bold indicate that the result for this group is higher (as indicated by a +) or lower (as indicated by a -) than other groups. Respondents who perceive themselves to have an average quality of life are more likely to be students. This group has lower impressions of Hamilton and is often worried about their finances. This group is less engaged in green initiatives and climate change actions and is less positive about their local community.

### Average quality of life (12% of respondents)

#### People

North East	19%
Central East	10%
South East	11%
East	11%
North West	14%
Central West	5%
South West	15%
West	13%

Male	49%
Female	50%
Another gender	1%

Under 25	22%
25-44	39%
45-59	22%
60-74	12%
75+	5%

Paakeha	55%
Maaori	20%
Asian	13%
Indian	12%
Pacific Peoples	4%
MELAA	6%

#### Hamilton

Thinks Hamilton is a great place to live	<b>56%<sup>-</sup></b>
Thinks Hamilton has become better place to live	16%
Feels proud of how Hamilton looks and feels	<b>29%<sup>-</sup></b>
Feels satisfied with parks and open spaces	<b>50%<sup>-</sup></b>

#### Health and Income

Exercises 1 day or less	15%
Employed (full and part time)	56%
Unemployed	11%
Student	<b>27%<sup>+</sup></b>
Retired	11%
Has enough money	<b>15%<sup>-</sup></b>
Worries about finances	<b>52%<sup>+</sup></b>
Believes that housing is affordable	<b>11%<sup>-</sup></b>

#### Neighbourhood

Thinks their neighbourhood is a great place to live	<b>41%<sup>-</sup></b>
Feels a sense of community	<b>32%<sup>-</sup></b>
Thinks that a sense of community is important	64%
Feels safe walking alone during the day (local)	<b>77%<sup>-</sup></b>
Feels safe walking alone after dark (local)	<b>35%<sup>-</sup></b>

#### Environment

Considers sustainability when purchasing	32%
Undertakes at least one climate action	<b>77%<sup>-</sup></b>
Has access to at least one green initiative	<b>33%<sup>-</sup></b>

#### Local government

Believes the Council makes decisions in the city's best interests	<b>13%<sup>-</sup></b>
Feels there are opportunities for the public to have input	<b>10%<sup>-</sup></b>
Believes the public has the ability to influence decisions	35%
Feels the representation of current ward system is fair	<b>24%<sup>+</sup></b>

# Quality of Life Profiles

## QUALITY OF LIFE

The images below show the demographic profile of respondents who think they have a **poor quality of life**. Figures in bold indicate that the result for this group is higher (as indicated by a +) or lower (as indicated by a -) than other groups. Respondents who perceive themselves to have a poor quality of life includes a higher proportion of male respondents and is marked by lower impressions of Hamilton and poorer health and income perceptions, particularly those related to finance and housing. This group is less likely to feel safe during the day in their local area and appear to be less engaged in climate change decisions or actions.

### Poor quality of life (5% of respondents)

#### People

North East	24%
Central East	10%
South East	10%
East	10%
North West	21%
Central West	0%
South West	7%
West	19%
Male	<b>71%+</b>
Female	26%
Another gender	2%
Under 25	24%
25-44	33%
45-59	21%
60-74	12%
75+	10%
Paakeha	62%
Maaori	29%
Asian	12%
Indian	2%
Pacific Peoples	5%
MELAA	0%

#### Hamilton

Thinks Hamilton is a great place to live	<b>52%+</b>
Thinks Hamilton has become better place to live	19%
Feels proud of how Hamilton looks and feels	31%
Feels satisfied with parks and open spaces	<b>55%+</b>

#### Neighbourhood

Thinks their neighbourhood is a great place to live	60%
Feels a sense of community	43%
Thinks that a sense of community is important	60%
Feels safe walking alone during the day (local)	<b>60%+</b>
Feels safe walking alone after dark (local)	31%

#### Environment

Considers sustainability when purchasing	36%
Undertakes at least one climate action	<b>74%+</b>
Has access to at least one green initiative	40%

#### Health and Income

Exercises 1 day or less	<b>36%+</b>
Employed (full and part time)	48%
Unemployed	<b>29%+</b>
Student	17%
Retired	14%
Has enough money	<b>14%+</b>
Worries about finances	<b>76%+</b>
Believes that housing is affordable	<b>10%+</b>

#### Local government

Believes the Council makes decisions in the city's best interests	19%
Feels there are opportunities for the public to have input	19%
Believes the public has the ability to influence decisions	26%
Feels the representation of current ward system is fair	31%



# Appendix

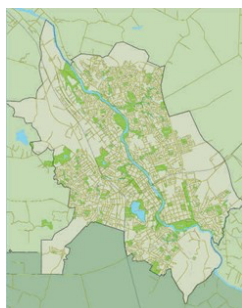
### Hamilton City Council Annual Pulse Survey 2025

#### 1) Please enter your survey ID below:

- ☐ My survey ID: \_\_\_\_\_
- ☐ I do not have a survey ID

#### 2) Please confirm that you currently live in Hamilton Kirikiriroa?

*That is the area inside the boundary shown on the map. Please select one answer only*



- ☐ Yes
- ☐ No
- ☐ Don't know

#### 3) And how long have you lived in Hamilton? *Please select one answer only.*

- ☐ Less than 1 year
- ☐ 1 year to just under 2 years
- ☐ 2 years to just under 5 years
- ☐ 5 years to just under 10 years
- ☐ 10 years or more

### Hamilton City Council Annual Pulse Survey 2025

#### 4) Which suburb or local area do you live in? *Please select one answer only.*

- |  |   |
|--|---|
| <input type="checkbox"/> Aberdeen          | <input type="checkbox"/> Huntington                         |
| <input type="checkbox"/> Bader             | <input type="checkbox"/> Kahikatea                          |
| <input type="checkbox"/> Baverstock        | <input type="checkbox"/> Maeroa                             |
| <input type="checkbox"/> Beerescourt       | <input type="checkbox"/> Melville                           |
| <input type="checkbox"/> Burbush           | <input type="checkbox"/> Nawton                             |
| <input type="checkbox"/> Callum Brae       | <input type="checkbox"/> Peachgrove                         |
| <input type="checkbox"/> Chartwell         | <input type="checkbox"/> Peacocke                           |
| <input type="checkbox"/> Chedworth         | <input type="checkbox"/> Porritt                            |
| <input type="checkbox"/> Claudelands       | <input type="checkbox"/> Pukete                             |
| <input type="checkbox"/> Crawshaw          | <input type="checkbox"/> Queenwood                          |
| <input type="checkbox"/> Deanwell          | <input type="checkbox"/> Resthill                           |
| <input type="checkbox"/> Dinsdale          | <input type="checkbox"/> Riverlea                           |
| <input type="checkbox"/> Enderley          | <input type="checkbox"/> Rotokauri-Waiwhakareke             |
| <input type="checkbox"/> Fairfield         | <input type="checkbox"/> Rototuna                           |
| <input type="checkbox"/> Fairview Downs    | <input type="checkbox"/> Rototuna North                     |
| <input type="checkbox"/> Fitzroy           | <input type="checkbox"/> Ruakura                            |
| <input type="checkbox"/> Flagstaff         | <input type="checkbox"/> Silverdale                         |
| <input type="checkbox"/> Forest Lake       | <input type="checkbox"/> St Andrews                         |
| <input type="checkbox"/> Frankton          | <input type="checkbox"/> St James                           |
| <input type="checkbox"/> Glenview          | <input type="checkbox"/> Te Rapa                            |
| <input type="checkbox"/> Grandview Heights | <input type="checkbox"/> Temple View                        |
| <input type="checkbox"/> Hamilton Central  | <input type="checkbox"/> Western Heights                    |
| <input type="checkbox"/> Hamilton East     | <input type="checkbox"/> Whitiara                           |
| <input type="checkbox"/> Hamilton Lake     | <input type="checkbox"/> Other - Write In (Required): _____ |
| <input type="checkbox"/> Harrowfield       |   |
| <input type="checkbox"/> Hillcrest         |   |

### Hamilton City Council Annual Pulse Survey 2025

5) Firstly, we have a few questions about what Hamilton Kirikiriroa is like as a place to live. How much do you agree or disagree that Hamilton is a great place to live? *Please select one answer only.*

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree

6) And in the last 12 months, do you feel Hamilton has become better, worse or stayed the same as a place to live? *Please select one answer only.*

- ☐ Much worse – PLEASE ANSWER Q7
- ☐ Slightly worse – PLEASE ANSWER Q7
- ☐ Stayed the same – GO TO Q9
- ☐ Slightly better – PLEASE ANSWER Q8
- ☐ Much better – PLEASE ANSWER Q8
- ☐ Not applicable - haven't lived in Hamilton for more than 12 months – GO TO Q9

7) And for what reasons do you say Hamilton has become worse as a place to live? *Please be as detailed as possible.*

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8) And for what reasons do you say Hamilton has become better as a place to live? *Please be as detailed as possible.*

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### Hamilton City Council Annual Pulse Survey 2025

9) How much do you agree or disagree that you feel a sense of pride in the way Hamilton looks and feels? *Please select one answer only*

- ☐ Strongly disagree – PLEASE ANSWER Q10
- ☐ Disagree – PLEASE ANSWER Q10
- ☐ Neither agree nor disagree – GO TO Q12
- ☐ Agree – PLEASE ANSWER Q11
- ☐ Strongly agree – PLEASE ANSWER Q11

10) And for what reasons do you disagree that you have pride in the way Hamilton looks and feels? *Please be as detailed as possible.*

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11) And for what reasons do you say you have pride in the way Hamilton looks and feels? *Please be as detailed as possible.*

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12) How satisfied are you with Hamilton's parks and open spaces? *Please select one answer only*

- ☐ Very dissatisfied – PLEASE ANSWER Q13
- ☐ Dissatisfied – PLEASE ANSWER Q13
- ☐ Neutral – GO TO Q15
- ☐ Satisfied – PLEASE ANSWER Q14
- ☐ Very satisfied – PLEASE ANSWER Q14

13) And for what reasons are you dissatisfied with Hamilton's parks and open spaces? *Please be as detailed as possible.*

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### Hamilton City Council Annual Pulse Survey 2025

14) And for what reasons are you satisfied with Hamilton's parks and open spaces? *Please be as detailed as possible.*

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15) How much do you agree or disagree with the following statements? *Please select one answer per row.*

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
My neighbourhood is a great place to live	( )	( )	( )	( )	( )
I feel a sense of community with others in my neighbourhood	( )	( )	( )	( )	( )
It is important to me to feel a sense of community with others in my neighbourhood	( )	( )	( )	( )	( )

16) What, if anything, do you want to change about your neighbourhood? *Please be as detailed as possible.*

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### Hamilton City Council Annual Pulse Survey 2025

17) Which of the following, if any, do you currently have access to (that is, you could use it whenever you choose to). *Please select as many as required.*

- ☐ A car or van - petrol or diesel
- ☐ A car or van - hybrid or electric
- ☐ Bicycle or electric bike
- ☐ Push scooter or electric scooter
- ☐ Motorbike or moped
- ☐ None of the above

18) How often in the last month have you used each as a form of transport? *Please select one answer per row.*

	Every day	Several times each week	Once or twice each week	2-3 times over the month	Less often than this
A car or van - petrol or diesel	( )	( )	( )	( )	( )
A car or van - hybrid or electric	( )	( )	( )	( )	( )
Bicycle or electric bike	( )	( )	( )	( )	( )
Push scooter or electric scooter (without a motor)	( )	( )	( )	( )	( )
Motorbike or moped	( )	( )	( )	( )	( )
Walking	( )	( )	( )	( )	( )
Buses	( )	( )	( )	( )	( )

### Hamilton City Council Annual Pulse Survey 2025

19) Would you say that your overall quality of life is... *Please select one answer only.*

- ☐ Extremely poor
- ☐ Very poor
- ☐ Poor
- ☐ Neither poor nor good
- ☐ Good
- ☐ Very good
- ☐ Extremely good

20) Compared to 12 months ago, would you say that your quality of life has become better, worse, or stayed the same? *Please select one answer only.*

- ☐ Much worse – PLEASE ANSWER Q21
- ☐ Slightly worse – PLEASE ANSWER Q21
- ☐ Stayed the same – GO TO Q23
- ☐ Slightly better – PLEASE ANSWER Q22
- ☐ Much better – PLEASE ANSWER Q22

21) Why do you say your quality of life has declined? *Please be as detailed as possible.*

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22) Why do you say your quality of life has improved? *Please be as detailed as possible.*

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### Hamilton City Council Annual Pulse Survey 2025

23) In general, how safe or unsafe do you feel in the central city? *Please select one answer per row.*

	Very unsafe	A bit unsafe	Fairly safe	Very safe	Don't know/Not applicable
During the daytime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After dark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24) In general, how safe or unsafe do you feel walking alone in your neighbourhood? *Please select one answer per row.*

	Very unsafe	A bit unsafe	Fairly safe	Very safe	Don't know/Not applicable
During the daytime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After dark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25) 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?

This may include sport, traditional games, kapa haka, exercise, brisk walking or cycling for recreation or to get to and from places, and housework or physical activity that may be part of your job. *Please select one answer only.*

- ☐ 0 days
- ☐ 1 day
- ☐ 2 days
- ☐ 3 days
- ☐ 4 days
- ☐ 5 days
- ☐ 6 days
- ☐ 7 days

### Hamilton City Council Annual Pulse Survey 2025

26) 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? *Please select one answer per row.*

	Cannot do at all	Yes, a lot of difficulty	Yes, some difficulty	No, no difficulty
Seeing, even if wearing glasses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hearing, even if using a hearing aid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking or climbing steps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remembering or concentrating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicating, using your usual language, for example understanding or being understood by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27) Which statements describe your current work situation? *Please select all that apply.*

- ☐ In paid work 30 hours or more a week
- ☐ In paid work less than 30 hours a week
- ☐ Not currently in paid employment
- ☐ Caring for children under 18 (unpaid)
- ☐ Caring for other dependents (unpaid)
- ☐ Volunteer work
- ☐ Student
- ☐ Retired
- ☐ Other - Write In (Required): \_\_\_\_\_

### Hamilton City Council Annual Pulse Survey 2025

28) 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? *Please select one answer only.*

- ☐ Do not have enough money
- ☐ Have just enough money
- ☐ Have enough money
- ☐ Have more than enough money
- ☐ Prefer not to say

29) In the last 3 months, how often were you worried about the financial circumstances of you and your family/whaanau? *Please select one answer only.*

- ☐ Always
- ☐ Most of the time
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

30) 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)? *Please select one answer only.*

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree
- ☐ Don't know

31) 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? *Please select one answer only.*

- ☐ Never
- ☐ Hardly ever
- ☐ Sometimes
- ☐ A lot of the time
- ☐ Most of the time
- ☐ Don't know



### Hamilton City Council Annual Pulse Survey 2025

**32) What climate actions, if any, have you taken within the last 12 months?** *Please select all that apply.*

- ☐ Managing waste actions (e.g. reducing food/organic waste going to landfill)
- ☐ Purchasing actions (e.g. buying fewer products, buying less plastics or single-use items)
- ☐ Food actions (e.g. eating more plant-based foods, growing your own food, shopping locally and seasonally, composting)
- ☐ Talked about climate change issues or solutions (e.g. talk to friends, family or colleagues)
- ☐ Transport actions (e.g. choosing to walk, bike or bus, flying less, driving an electric vehicle, car sharing)
- ☐ Energy actions (e.g. upgrading your home to reduce electricity use)
- ☐ Something else
- ☐ None of these
- ☐ Don't know

**33) Do you have access to any of the following?** *Please select all that apply.*

- ☐ Solar panels
- ☐ Green roof/living roof (e.g. plants on roof)
- ☐ Rainwater tanks
- ☐ Home compost
- ☐ Ability to easily charge a hybrid or electric vehicle at home (e.g. power near your car park at home)
- ☐ Something else - Write In (Required): \_\_\_\_\_
- ☐ None of these

### Hamilton City Council Annual Pulse Survey 2025

**34) All councils are required to consider the needs of current and future communities. This means councils are obliged, for example, to deal with climate change, manage growth, consider the diverse needs of its residents. Often Council has to take bold actions, or undertake work with a long-term view, that individuals may not agree with, but are based on meeting these obligations. With this in mind, 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".** *Please select one answer only.*

- ☐ Strongly disagree – PLEASE ANSWER Q35
- ☐ Disagree – PLEASE ANSWER Q35
- ☐ Neither agree nor disagree – GO TO Q37
- ☐ Agree – PLEASE ANSWER Q36
- ☐ Strongly agree – PLEASE ANSWER Q36

**35) 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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**36) And for what reasons do you have confidence that the Council makes decisions that are in the best interests of your city?**

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**37) 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?** *Please select one answer only.*

- ☐ Not nearly enough effort
- ☐ Not enough effort
- ☐ About the right amount
- ☐ Too much effort
- ☐ Far too much effort
- ☐ Don't know

### Hamilton City Council Annual Pulse Survey 2025

38) Council provides a number of opportunities every year for people to have input into the decisions it makes. The aim of this work is to seek residents' views when there is a legitimate prospect for feedback to influence the final outcome. How satisfied are you that Council provides genuine opportunities for you to have your say in shaping Hamilton?

*Please select one answer only.*

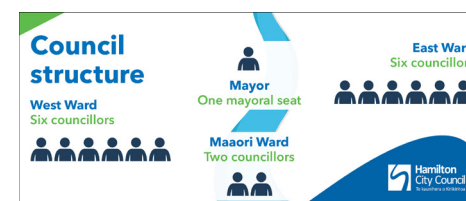
- ☐ Very dissatisfied
- ☐ Dissatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very satisfied

39) Overall, how much influence do you feel the public has on the decisions Hamilton City Council makes? Would you say the public has ... *Please select one answer only.*

- ☐ No influence
- ☐ A little influence
- ☐ Some influence
- ☐ A lot of influence
- ☐ Don't know

### Hamilton City Council Annual Pulse Survey 2025

Hamilton City Council has 15 seats currently across three wards. There is one mayoral seat which is elected at large (anyone in Hamilton Kirikiriroa can vote for the mayor). Six seats on the two general wards (East and West) and two seats for the Maaori ward, elected by those on the relevant roll (i.e. those on the East Ward roll vote for the Mayor and the East Ward seats not the West Ward or Maaori Ward seats). This is shown in the image below:



40) Do you feel that the current ward system (East, West and Kirikiriroa Maaori Ward) provides fair and effective representation for you? *Please select one answer only.*

- ☐ Yes – GO TO Q42
- ☐ No – PLEASE ANSWER Q41
- ☐ Don't know/Unsure – GO TO Q42

41) Why do you not feel that the current ward system provides fair and effective representation for you?

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42) Thinking about the general wards, please rank the options below in order from your MOST (1) preferred option to your LEAST (5) preferred option.

- \_\_\_\_\_ The current general ward system, e.g. there are two wards divided by the river into East and West
- \_\_\_\_\_ There are two general wards for the city, but these are not split into East and West
- \_\_\_\_\_ There is one general ward for the city
- \_\_\_\_\_ There are three general wards for the city
- \_\_\_\_\_ There are four general wards for the city

### Hamilton City Council Annual Pulse Survey 2025

43) If there is another way of structuring the wards that you prefer more than the suggestions above, please outline this below.

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44) How do you describe your gender? *Please select one answer only.*

- ☐ Male  
☐ Female  
☐ Another gender - Write In (Required): \_\_\_\_\_  
☐ Prefer not to say

45) Which of the following age groups do you belong to? *Please select one answer only.*

- ☐ Less than 18 years  
☐ 18-19 years  
☐ 20-24 years  
☐ 25-29 years  
☐ 30-34 years  
☐ 35-39 years  
☐ 40-44 years  
☐ 45-49 years  
☐ 50-54 years  
☐ 55-59 years  
☐ 60-64 years  
☐ 65-69 years  
☐ 70-74 years  
☐ 75+ years  
☐ Prefer not to say

### Hamilton City Council Annual Pulse Survey 2025

46) Which ethnic group, or groups, do you belong to? *Please select all that apply.*

- ☐ New Zealand European  
☐ Maaori (please include your iwi \_\_\_\_\_)  
☐ Samoan  
☐ Cook Island Maaori  
☐ Tongan  
☐ Niuean  
☐ Chinese  
☐ Indian  
☐ Other - Write In (Required): \_\_\_\_\_  
☐ Prefer not to say  
☐ Don't know

47) If you would like to enter the prize draw please include your contact details below.

For prize draw terms and conditions visit <https://www.versus.co.nz/survey-terms-conditions>

Name: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email address: \_\_\_\_\_

Thank you for participating in the survey. Your response is very important to us.

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