



QUALITY OF LIFE



COLMAR BRUNTON  
Social Research Agency

# QUALITY OF LIFE SURVEY 2016 - DUNEDIN

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DUNEDIN REPORT

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## **Acknowledgements**

Large-scale and complex research projects such as this require a combined effort. This research project was undertaken by Colmar Brunton on behalf of the nine participating New Zealand councils. A steering group from four councils managed the project on behalf of the other councils, and worked closely with representatives from Colmar Brunton throughout this project.

The members of the Quality of Life steering group were:

- Alison Reid, Auckland Council
- Kath Jamieson, Christchurch City Council
- David Stuart, Wellington City Council
- Bill Frewen and Hamish Orbell, Dunedin City Council.

Representatives from Colmar Brunton who worked on this project were:

- Edward Langley
- Lisa Neilsen
- Jocelyn Rout
- Karen Painting
- Danielle David
- Michael Chan
- Creative and Multimedia team.

We would like to acknowledge and thank all those respondents who took the time to complete their surveys. This project would not be possible without your input.

*For further information on the Quality of Life Survey and to access reports from previous years, please go to the Quality of Life website. <http://www.qualityoflifeproject.govt.nz/survey.htm>*

This report was finalised November 2016.

# Quality of Life Survey 2016

## Dunedin report

A joint project between the following New Zealand councils



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## KEY HIGHLIGHTS

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The 2016 Quality of Life survey is a partnership between nine New Zealand Councils. The survey measures perceptions in several domains including: quality of life; health and wellbeing; crime and safety; community, culture and social networks; council decision making processes; environment; public transport; economic wellbeing; and housing. These insights are based on Dunedin city's results (n=507).

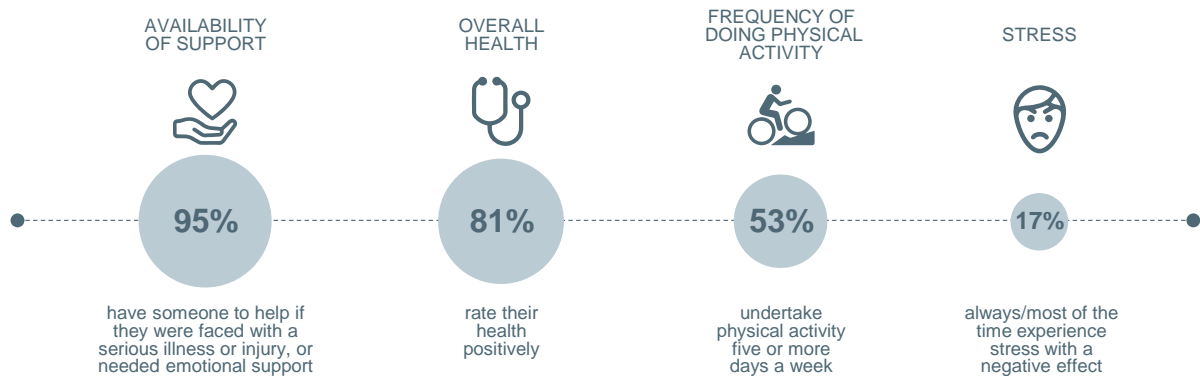
#### Method

The survey was carried out using a sequential-mixed methodology. A random selection of residents from each Council was made from the electoral roll and respondents completed the survey online or via a hardcopy questionnaire. Fieldwork took place from 14 March to 22 June, 2016. In total, 507 respondents living in Dunedin took part.

#### QUALITY OF LIFE



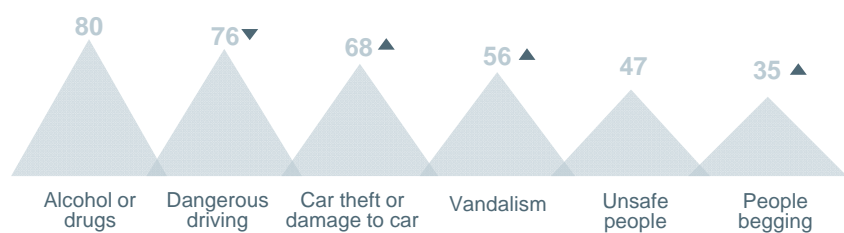
#### HEALTH AND WELLBEING



#### CRIME AND SAFETY

##### PERCEPTIONS OF CRIME AND OTHER UNDESIRABLE PROBLEMS

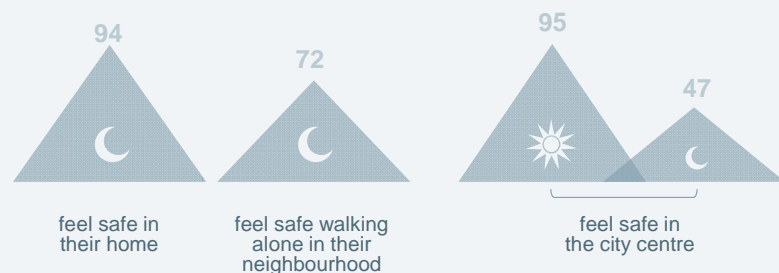
% view as a problem



##### SENSE OF SAFETY



% feel safe



▲▼ = Significant increase/decrease from 2014

## COMMUNITY, CULTURE AND SOCIAL NETWORKS



72%

BELIEVE A SENSE OF COMMUNITY IN THEIR NEIGHBOURHOOD IS IMPORTANT



57%

EXPERIENCE A SENSE OF COMMUNITY IN THEIR NEIGHBOURHOOD

MOST COMMON SOCIAL NETWORKS

NEIGHBOURLY CONTACT

SENSE OF ISOLATION

CULTURAL DIVERSITY

ARTS AND CULTURE



43%

belong to an online network or social group

97%

had positive interactions with neighbours

68%

never or rarely feel isolated

61%

say cultural diversity makes Dunedin a better place to live

76%

agree Dunedin has a culturally diverse arts scene

## COUNCIL DECISION MAKING PROCESSES

39%

understand how their local council makes decisions

50%

want to have more say in what their local council does

39%

are confident in their local council's decision-making

43%

believe the public has an influence on Council decision-making

## BUILT AND NATURAL ENVIRONMENT

85%

THINK DUNEDIN IS A GREAT PLACE TO LIVE

72%

ARE PROUD OF HOW DUNEDIN LOOKS AND FEELS

### PERCEPTIONS OF ISSUES IN THEIR CITY:

% Big or bit of a problem

59%

graffiti or tagging

56%

water pollution

38%

noise pollution

30%

air pollution

## TRANSPORT

16%

USE PUBLIC TRANSPORT WEEKLY (OR MORE OFTEN)



### PERCEPTIONS OF PUBLIC TRANSPORT IN THEIR LOCAL AREA:

% Strongly agree or agree

79%

safe

77% ▲

easy to access

51% ▲

frequent

51%

reliable

48% ▲

affordable

## ECONOMIC WELLBEING

66%

EMPLOYED (FULL OR PART-TIME)

66%

SATISFIED WITH WORK/LIFE BALANCE

47%

HAVE MORE THAN ENOUGH OR ENOUGH INCOME TO COVER COSTS OF EVERYDAY NEEDS



Additional 34% say 'just enough'

▲ ▼ = Significant increase/decrease from 2014

## HOUSING

### PERCEPTIONS OF HOUSING:

% Strongly agree or agree

90%

live in suitable area

88%

home is suitable

69%

home is affordable

84%

heating system keeps home warm

68%

can afford to heat home properly

22%

have problems with damp/mould



HOUSING IN WINTER CONDITIONS:

## 1. INTRODUCTION

### 1.1 Background

The 2016 Quality of Life survey is a collaborative local government research project. The primary objective of the survey is to measure residents' perceptions across a range of measures that impact on New Zealanders' quality of life. The Quality of Life survey was originally established in response to growing pressures on urban communities, concern about the impacts of urbanisation and the effect of this on the wellbeing of residents. The results from the survey are used by participating councils to help inform their policy and planning responses to population growth and change.

The survey measures residents' perceptions across several domains, including:

- Overall quality of life
- Health and wellbeing
- Crime and safety
- Community, culture and social networks
- Council decision-making processes
- Environment (built and natural)
- Public transport
- Economic wellbeing, and
- Housing.

### 1.2 Council involvement

The Quality of Life survey was first conducted in 2003, repeated in 2004, and has been undertaken every two years since. The number of participating councils has varied each time.

A total of nine councils<sup>1</sup> participated in the 2016 Quality of Life survey project, as follows:

- Auckland Council
- Hamilton City Council
- Hutt City Council
- Porirua City Council
- Wellington City Council
- Christchurch City Council
- Dunedin City Council
- Waikato Regional Council
- Greater Wellington Regional Council.

Throughout this report, the results for Dunedin are provided at a total level, including detailed results by area and age group.

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<sup>1</sup> Territorial authorities (e.g. city councils) in New Zealand are responsible for a wide range of local services including roads, water reticulation, sewerage and refuse collection, libraries, parks, recreation services, local regulations, community and economic development, and town planning. Regional councils are primarily concerned with environmental resource management, flood control, air and water quality, pest control, and, in specific cases, public transport, regional parks and bulk water supply. For further information on local government in New Zealand, and to access maps showing the location and boundaries of the nine participating councils refer to the Local Government New Zealand website. <http://www.lgnz.co.nz/home/nzs-local-government/>

### 1.3 Project management

The 2016 Quality of Life survey project has been managed by a steering group made up of representatives from the following four councils:

- Auckland Council
- Wellington City Council
- Christchurch City Council
- Dunedin City Council.

The steering group manages the project on behalf of all participating councils. This includes commissioning an independent research company and working closely with the company on aspects of the research design and review of the questionnaire.

Colmar Brunton was commissioned to undertake the 2016 survey on behalf of the participating councils.

After 2016 survey results across the nine council areas were published in the 2016 Quality of Life Topline report, Dunedin City Council commissioned Colmar Brunton to undertake more detailed analyses on Dunedin results.

### 1.4 Final sample

In 2016 a total of 7155 New Zealanders completed the Quality of Life survey – 507 of whom were residents of Dunedin.

The table below shows the sample size that was achieved across the Dunedin City Council area, and also shows the proportionate distribution of Dunedin respondents across key areas and age groups.

Dunedin	Number of residents surveyed Unweighted sample size	Proportion of Dunedin total (n=507) Weighted %
Cargill	82	19
Greater South Dunedin	73	15
Hills	102	24
Green Island	46	10
Mosgiel-Taieri	98	13
Coastal Communities	102	18
Under 25 years	117	22
25 – 49 years	124	36
50+ years	266	42
<b>Dunedin total*</b>	<b>507</b>	<b>100</b>

\*Note, 3 respondents (1%) are missing area information as they were recruited for the survey through the Colmar Brunton panel.



## 1.5 Previous surveys

Dunedin results for a selection of questions that were asked in previous Quality of Life surveys (2014 and 2012) are shown in Section 12.

While Dunedin results for these selected questions are largely consistent with previous years, there have been eight statistically significant changes since 2014 among these questions:

- Increase in proportion of respondents who perceive vandalism to be a problem in Dunedin (56%, compared with 49% in 2014)
- Increase in proportion of respondents who perceive car theft, damage to cars, or theft from cars to be a problem in Dunedin (68%, compared with 60% in 2014)
- Decrease in proportion of respondents who perceive dangerous driving to be a problem in Dunedin (76%, compared with 83% in 2014)
- Increase in proportion of respondents who perceive people begging on the street to be a problem in Dunedin (35%, compared with 26% in 2014)
- Decrease in the proportion of respondents who say that greater cultural diversity in Dunedin makes Dunedin a worse place to live (6%, compared with 11% in 2014)
- Increase in the proportion of respondents who *agree* that public transport in Dunedin is affordable (48%, compared with 36% in 2014)
- Increase in the proportion of respondents who *agree* that public transport in Dunedin is accessible (77%, compared with 70% in 2014)
- Increase in the proportion of respondents who *agree* that public transport in Dunedin is frequent (51%, compared with 44% in 2014).

Quality of Life survey results from 2003 onwards are available on the Quality of Life website:

<http://www.qualityoflifeproject.govt.nz/survey.htm>

## 2. RESEARCH DESIGN

This section covers details key elements of the survey methodology, sampling frames, and reporting process. More detailed information is provided in the Quality of Life Survey 2016 Technical Report.

### 2.1 Methodology and sampling overview

The target population was New Zealanders aged 18 and over, living within the areas governed by the participating councils.

#### Methodology

The 2016 survey employed a sequential mixed-method methodology, enabling respondents to complete the survey either online or on paper. Respondents were encouraged to complete the survey online in the first instance, and were later offered the option of completing a hard-copy (paper based) questionnaire.<sup>2</sup>

60% of Dunedin respondents completed the survey online and 40% completed it on paper.

In order to seek cost efficiencies, the research took place in two waves from 14 March to 22 June 2016. The average completion time for the online survey was 18.6 minutes.

#### Sampling frame and recruitment

The New Zealand Electoral Roll was used as the primary sampling frame. This enabled identification of potential respondents' local council, and a mailing address for survey invitations.

A sample frame was drawn and potential respondents were sent a personalised hard copy letter with a Quality of Life letterhead (including the Colmar Brunton logo) that outlined the purpose of the survey and explained how to complete the survey online.

A further sample was also drawn from Colmar Brunton's online panel to boost the number of Pacific and Asian peoples, in order to ensure robust analysis by ethnicity. These potential respondents were emailed a survey invitation and completed the survey online (a total of 3 respondents living in Dunedin participated using this method).

As an incentive to participation, all survey respondents were offered the chance to enter a prize draw for five chances to win Prezzy cards, with a top prize of \$1000 and a further four prizes of \$250.

### 2.2 Response rates

A total of 1,588 respondents living in Dunedin were randomly selected from the Electoral Roll, and invited to participate in the survey. A total of 504 completed questionnaires resulted from Dunedin respondents using this recruitment method. The response rate for the survey is 38% (excluding those who could not participate in the survey due to death/having moved residence/no such address).

A total of 1,333 survey invites were sent to Pacific and Asian peoples with valid email addresses, selected from Colmar Brunton's online panel (it is unknown how many of these potential respondents are living in Dunedin). Overall, 201 people completed the survey using this method, 3 of whom said they lived in Dunedin. At an overall level, 335 further people attempted to do the survey, but did not qualify because they lived outside of the areas

<sup>2</sup> This methodology was also used successfully in the 2014 and 2012 surveys, whereas in previous years the survey was carried out using a computer-assisted telephone interviewing (CATI) approach.

covered by the survey or the area quotas were already full. The response rate for the ethnicity booster sample of 201 is 20%.

Further detail on the research method and design, including response rates for other councils, is provided in the Quality of Life Survey 2016 Technical Report.

## 2.3 Questionnaire design

There were some slight differences in question wording depending on individual Council requirements. The respondent's address on the Electoral Roll was used to direct them to the appropriate survey for the Council area they live in. For Dunedin respondents, questions related specifically to Dunedin city and the Dunedin City Council. Dunedin respondents' ratings of public transport are based on the public transport options available in Dunedin, specifically buses and school buses.

A full version of the Dunedin City Council questionnaire is included in Appendix IV. For further details on the slight wording differences between questionnaires, and all changes made to the questionnaire from the 2014 version, please refer to the Quality of Life Survey 2016 Technical Report.

## 2.4 Notes about this report

This report outlines Dunedin respondents' results to all questions asked in the 2016 Quality of Life survey, by area and age group. Results are presented in tabular format with short accompanying text.

### **Dunedin City Council results**

The results for Dunedin are sampled and weighted to be representative by age within gender, ethnicity and area.

While Dunedin results are reported by six spatial areas<sup>3</sup>, results are weighted to be representative of Dunedin's population by ward as at the time of the 2013 Census (namely, Mosgiel-Taieri ward, Central ward, and Waikouaiti Coast-Chalmers ward).

### **Nett counts**

Nett results reported in this document are based on rounded figures shown in the charts.

### **Base sizes**

All base sizes shown on charts and on tables (n=) are unweighted base sizes. Please note that any base size of under n=100 is considered small and under n=30 is considered extremely small. Results should be viewed with caution.

### **Margin of error**

All sample surveys are subject to sampling error. Based on a total sample size of 507 respondents, the results shown in this survey for Dunedin are subject to a maximum sampling error of plus or minus 4.4% at the 95% confidence level. That is, there is a 95% chance that the true population value of a recorded figure of 50% actually lays between 45.6% and 54.4%. As the sample figure moves further away from 50%, so the error margin will decrease.

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<sup>3</sup> Refer to appendix II for a map detailing these geographic areas.

The maximum margin of error for each area and age group is:

Dunedin	Sample achieved	Maximum margin of error (95% level of confidence)
Cargill	82	10.8%
Greater South Dunedin	73	11.8%
Hills	102	9.7%
Green Island	46	14.4%
Mosgiel-Taieri	98	9.9%
Coastal Communities	102	9.7%
Under 25 years	117	9.1%
25 – 49 years	124	8.8%
50+ years	266	6.0%
<b>Dunedin total</b>	<b>507</b>	<b>4.4%</b>

### Reporting on significant differences

Significant differences between areas and age groups are denoted by circles (on charts) or bold figures (in tables). These notations indicate that the figure is significantly higher or lower than other areas combined, or other age groups combined (e.g. if a figure for under 25 year olds is circled, it is significantly higher or lower than the combined results of those aged 25 and over). Significant differences over time are reported in Section 12.

When comparing results to assess significant differences, differences are only reported where two criteria are met:

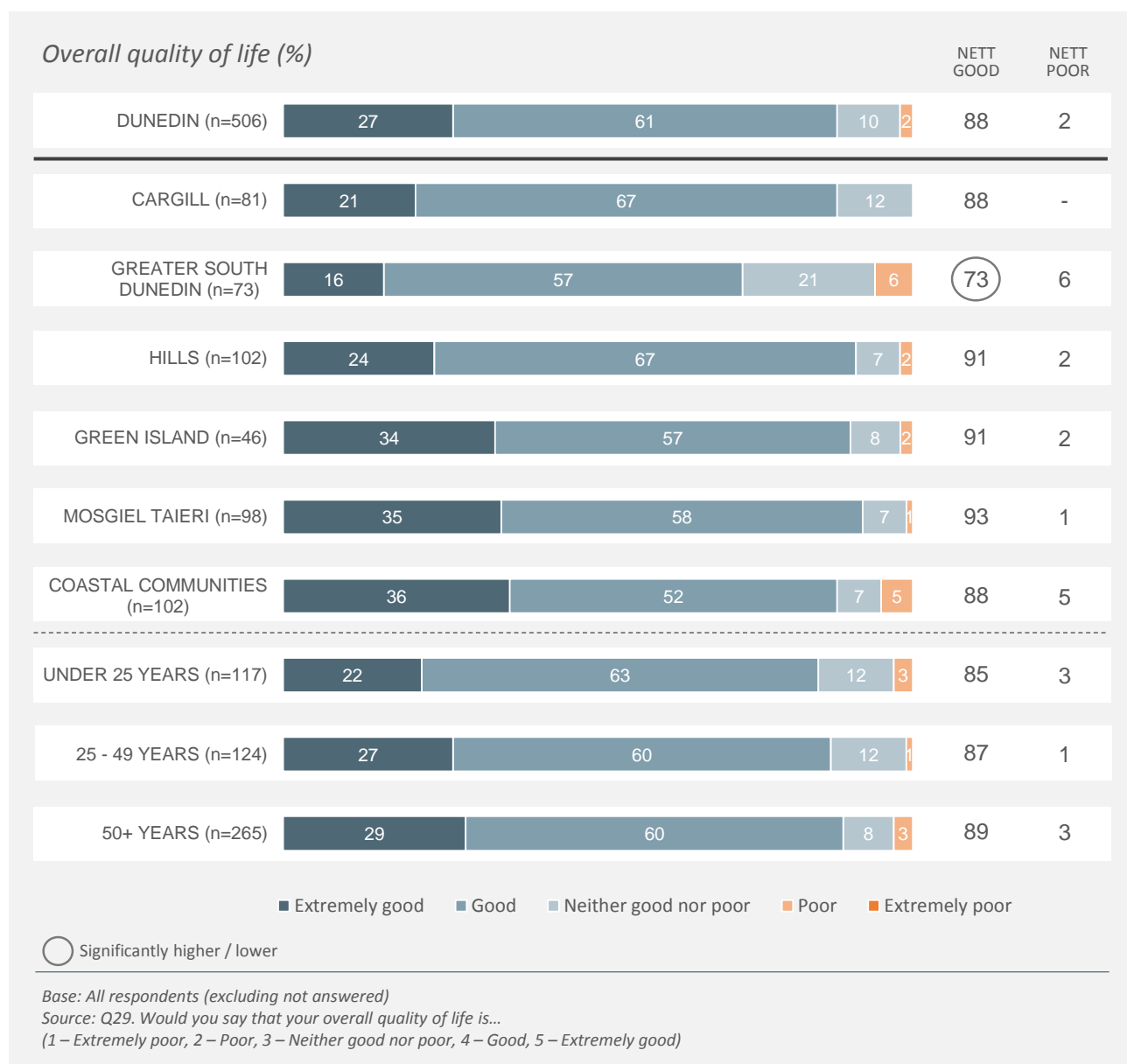
- The difference is statistically significant at the 95% confidence level, and
- The raw difference in results is 5% or greater.

### 3. QUALITY OF LIFE

This section presents results on respondents' perceptions of their overall quality of life and the extent to which this has changed in the past year.

#### 3.1 Overall quality of life

A large majority (88%) of respondents in Dunedin rate their overall quality of life positively, with 27% rating it as 'extremely good' and 61% as 'good'.



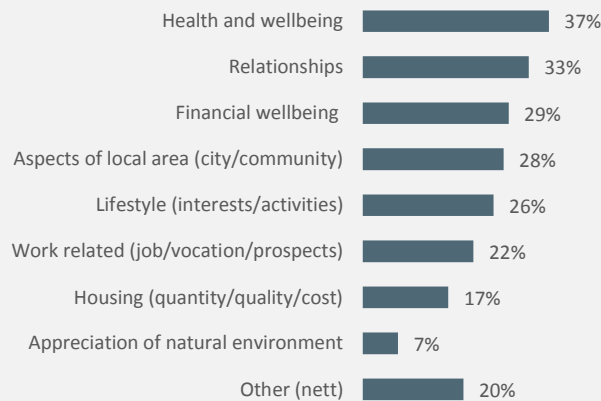
### 3.2 Most common reasons for quality of life response

Respondents were asked to tell us in their own words about their quality of life, and results were coded into main themes. Respondents' comments could be coded across more than one theme.

#### Reasons for positive quality of life rating

Respondents' most common reasons for rating their quality of life as 'good' or 'extremely good' related to physical and mental health and wellbeing (37%) and relationships (33%).

#### *Reasons for positive quality of life rating – Dunedin (%)*



*Base: All respondents who rated their quality of life as 'extremely good' or 'good' (n=448)*

*Source: Q30. And why did you describe your overall quality of life in this way?*

A selection of comments from Dunedin respondents who rated their quality of life positively are shown below.



*"I am lucky to keep good health and have many good friends, a nice home and garden, and enjoy living where I am."*

Dunedin resident, Female, 65+ years old, NZ European

*"Family support and the closeness of support services that are nearby."*

Dunedin resident, Female, 18-24 years old, Pacific Island person

*"My family is happy and healthy and we can afford to do the things we want, and help others if needed."*

Dunedin resident, Male, 25 – 49 years old, Māori

*"I enjoy my work, enjoy the work environment, work colleagues, and the lifestyle that living in Dunedin brings."*

Dunedin resident, Female, 50-64 years old, Māori

*"I am a student at university graduating next year with good job prospects. I am very physically active. I have part time work - enough to pay the bills and have some time for hobbies such as hunting. Good family and friends."*

Dunedin resident, Male, 18-24 years old, NZ European

*"I have a steady job, relatively warm housing, am able to do different activities in the weekend, and able to afford most necessities."*

Dunedin resident, Female, 18-24 years old, Asian



## Reasons for positive quality of life response - by area and age

Common themes mentioned among those who rate their quality of life positively (nett categories)	DUN-EDIN TOTAL (n=448) %	CARGILL (n=74) %	GREATER SOUTH DUNEDIN (n=53) %	HILLS (n=94) %	GREEN ISLAND (n=42) %	MOS-GIEL TAIERI (n=91) %	COAST-AL COMM-UNITIES (n=92) %	18 TO 24 YEARS (n=101) %	25 TO 49 YEARS (n=110) %	50 PLUS YEARS (n=237) %
Health and wellbeing	37	36	38	38	47	41	<b>26</b>	40	43	<b>31</b>
Relationships	33	28	32	32	36	34	36	30	33	33
Financial wellbeing	29	<b>43</b>	25	21	27	22	35	36	25	29
Aspects of local area (city/community)	28	36	28	28	7	25	34	30	30	25
Lifestyle (interests/activities)	26	29	<b>12</b>	35	21	21	28	<b>15</b>	26	<b>32</b>
Work related (job/prospects)	22	22	20	23	18	22	24	26	23	18
Housing (quantity/quality/cost)	17	17	22	22	11	9	16	18	17	16
Appreciation of environment	7	10	3	6	7	2	14	4	8	9
Other (nett)	20	18	21	20	21	17	23	15	21	19
Nothing/no comment*	9	4	9	9	7	12	13	2	8	13

Base: All respondents who rated their quality of life as 'extremely good' or 'good'. Source: Q30. And why did you describe your overall quality of life in this way? \*Missing data (i.e. those who did not answer) were categorised as 'Nothing/no comment'. Note, percentages may add to more than 100% as respondents could mention multiple reasons. **Bolded** figures represent significantly higher or lower results.

## Reasons for negative quality of life rating

Health issues, financial issues, and work-related problems were commonly cited among the 10 respondents living in Dunedin who rated their quality of life as 'poor' or 'extremely poor'. A selection of comments from these respondents are shown below.

“

*“Because my health is not that good and I have to work to pay my bills.”*

Dunedin resident, Female, 50-64 years old, NZ European

*“Because of my health and disability - also the feeling of isolation from friends due to my decreasing health.”*

Dunedin resident, Female, 50-64 years old, Māori

*“I have worked extreme hours both in sick and poor health conditions just to make enough to scrape by on minimum wage. I would like to study but at 23 with no NCEA, there is nothing available.”*

Dunedin resident, Female, 18-24 years old, NZ European

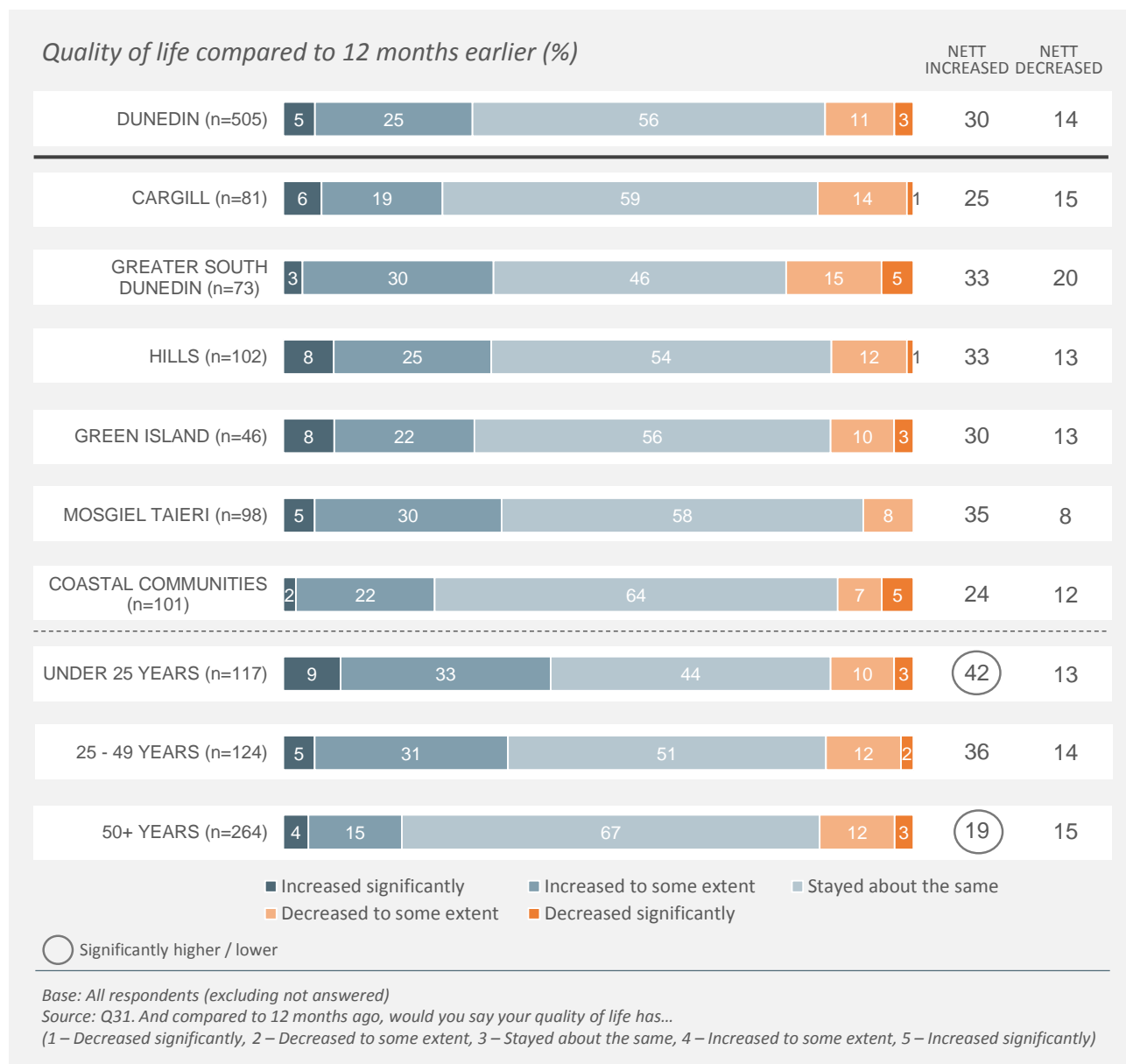
*“The student allowance is not enough and living costs for Masters students are even lower. With the massive work load of my Masters course I have to also work, which has added more stress on me.”*

Dunedin resident, Female, 18-24 years old, NZ European

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### 3.3 Quality of life compared to 12 months earlier

Three in ten (30%) respondents living in Dunedin felt their quality of life had improved over the past year.



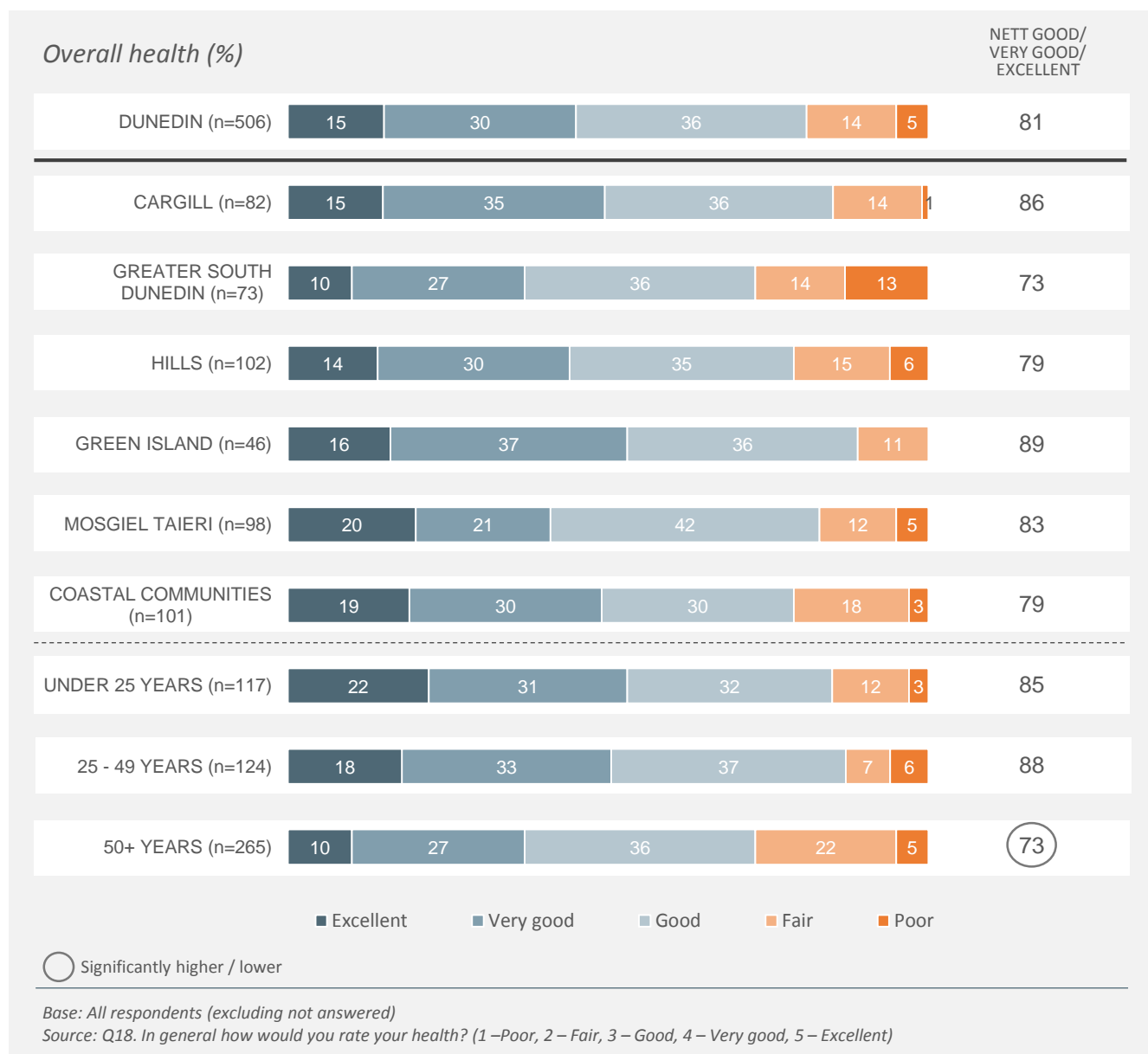


## 4. HEALTH AND WELLBEING

This section explores respondents' perceptions and behaviour regarding their general health, physical activity and emotional wellbeing.

### 4.1 Overall health

Four in five (81%) Dunedin respondents rated their health positively; 15% rated their health as 'excellent', 30% as 'very good', and 36% as 'good'.

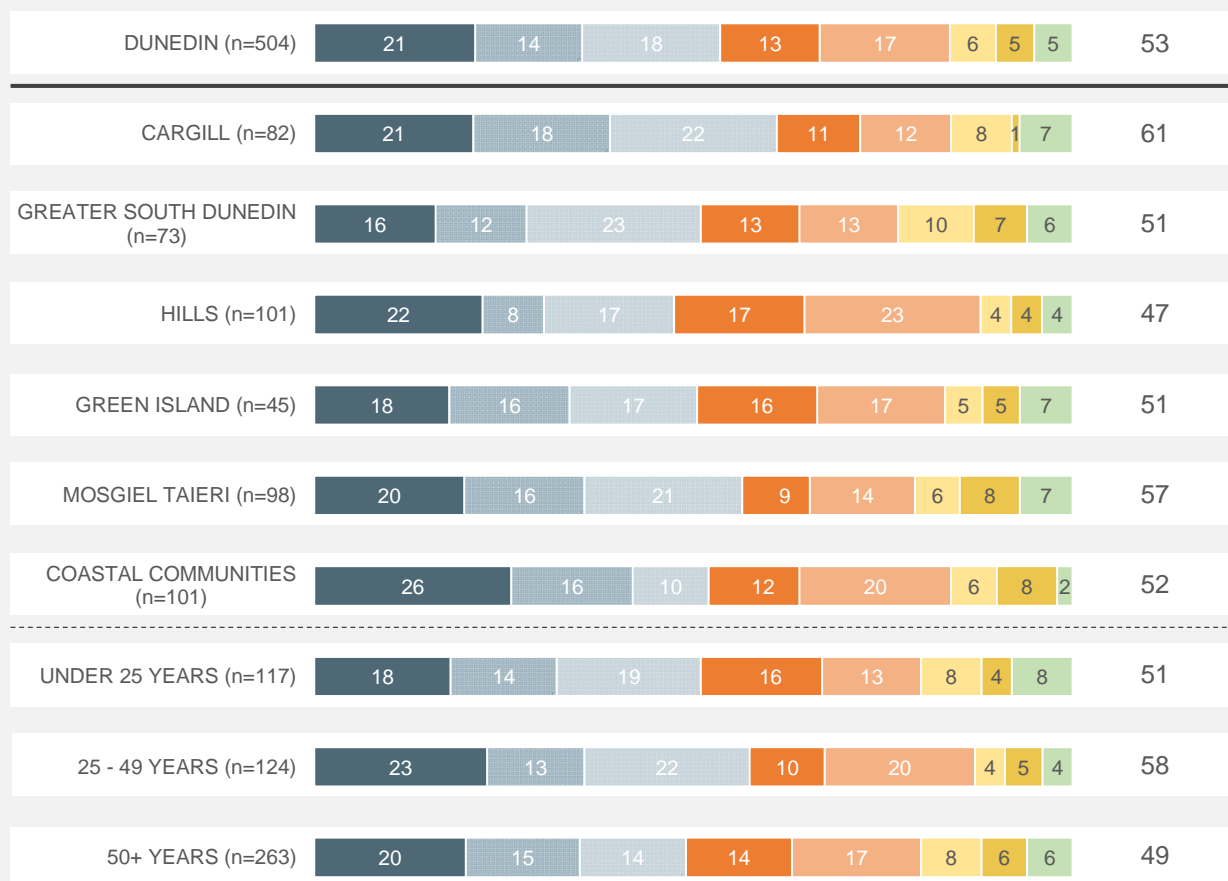


## 4.2 Frequency of doing physical activity in past week

When respondents were asked how many days in the previous seven days they had been physically active, 53% of those living in Dunedin said they had been active five or more days. For the purpose of this survey, 'active' was defined as 15 minutes or more of vigorous activity (an activity which made it a lot harder to breathe than normal), or 30+ minutes of moderate exercise (e.g. an activity that makes you breathe harder than normal, such as brisk walking).

### Frequency of doing physical activity (%)

ACTIVE 5 OR MORE DAYS



■ Seven days ■ Six days ■ Five days ■ Four days ■ Three days ■ Two days ■ One day ■ None

○ Significantly higher / lower

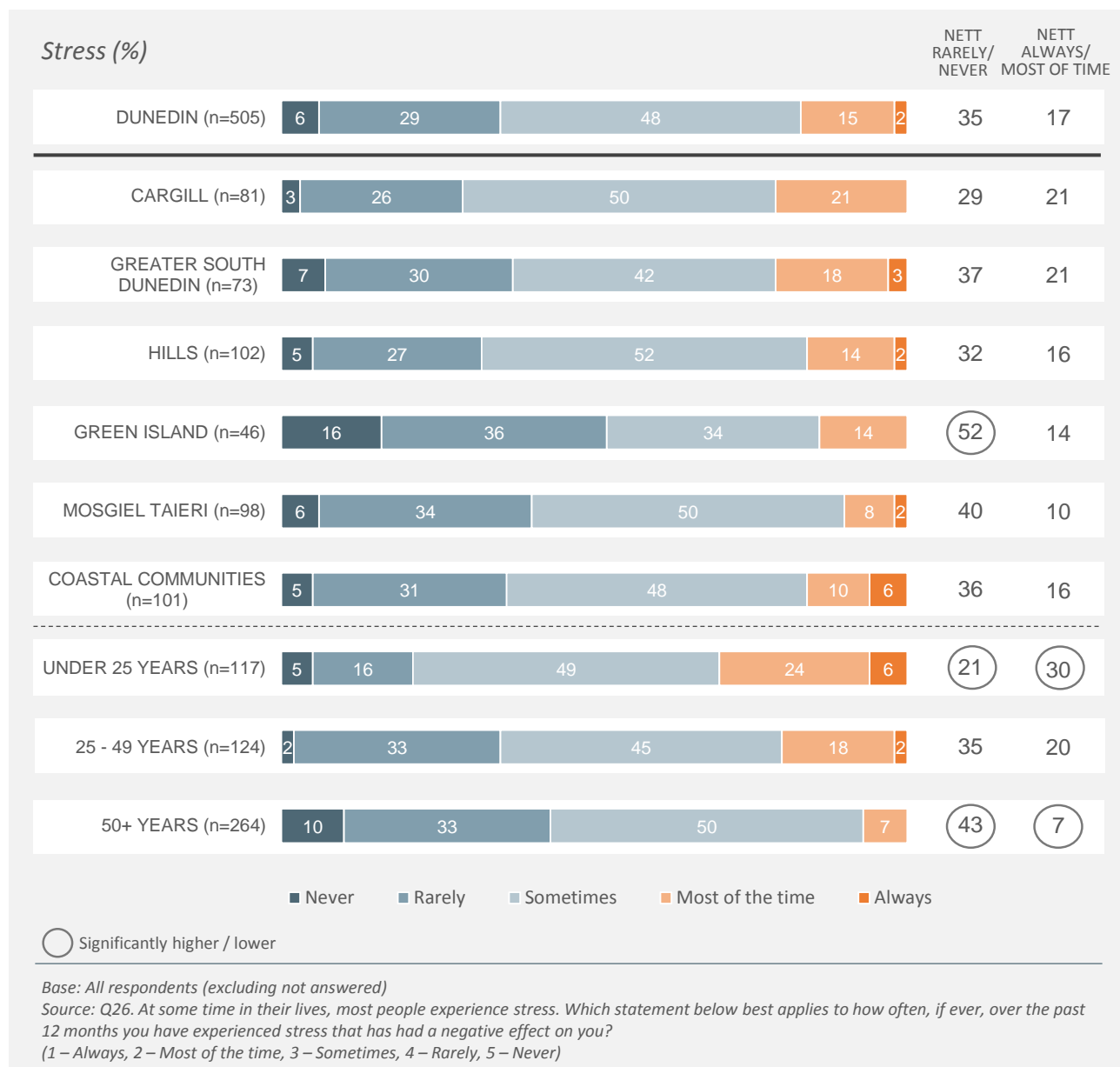
Base: All respondents (excluding not answered)

Source: Q19. Thinking about ALL your physical activities (including any physical tasks you might do at work, doing housework or gardening, travelling from place to place or playing sports), on how many of the last 7 days were you active?

### 4.3 Stress

Respondents were asked how often during the past 12 months they had experienced stress that had had a negative effect on them.

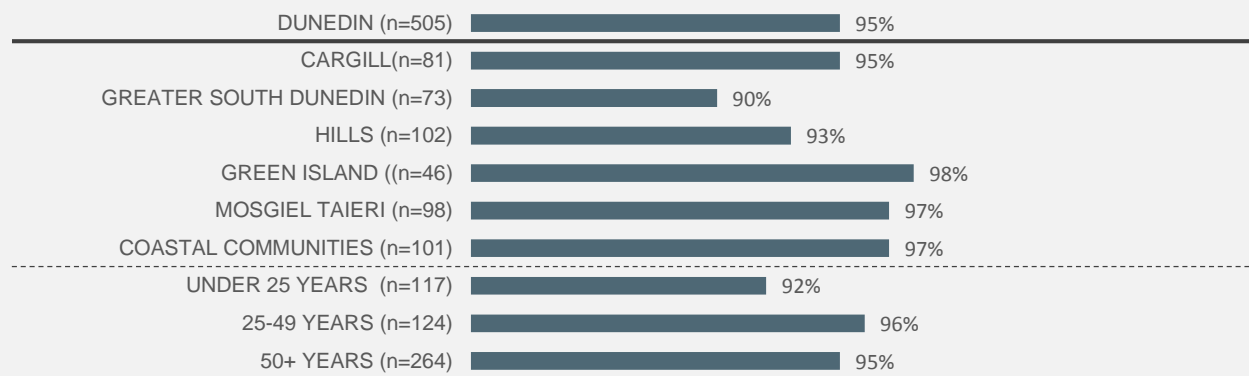
While almost two in ten (17%) respondents living in Dunedin had regularly experienced stress that had a negative impact on them, over a third (35%) rarely or never experienced this.



## 4.4 Availability of support

Over nine in ten (95%) Dunedin respondents feel they have someone to rely on for help if faced with physical injury or illness, or if in need of support during an emotionally difficult time.

### Availability of support (% Yes)



Base: All respondents (excluding not answered)

Source: Q25. If you were faced with a serious illness or injury, or needed emotional support during a difficult time, is there anyone you could turn to for help? (1 – Yes, 2 – No, 3 – Don't know)

## 5. CRIME AND SAFETY

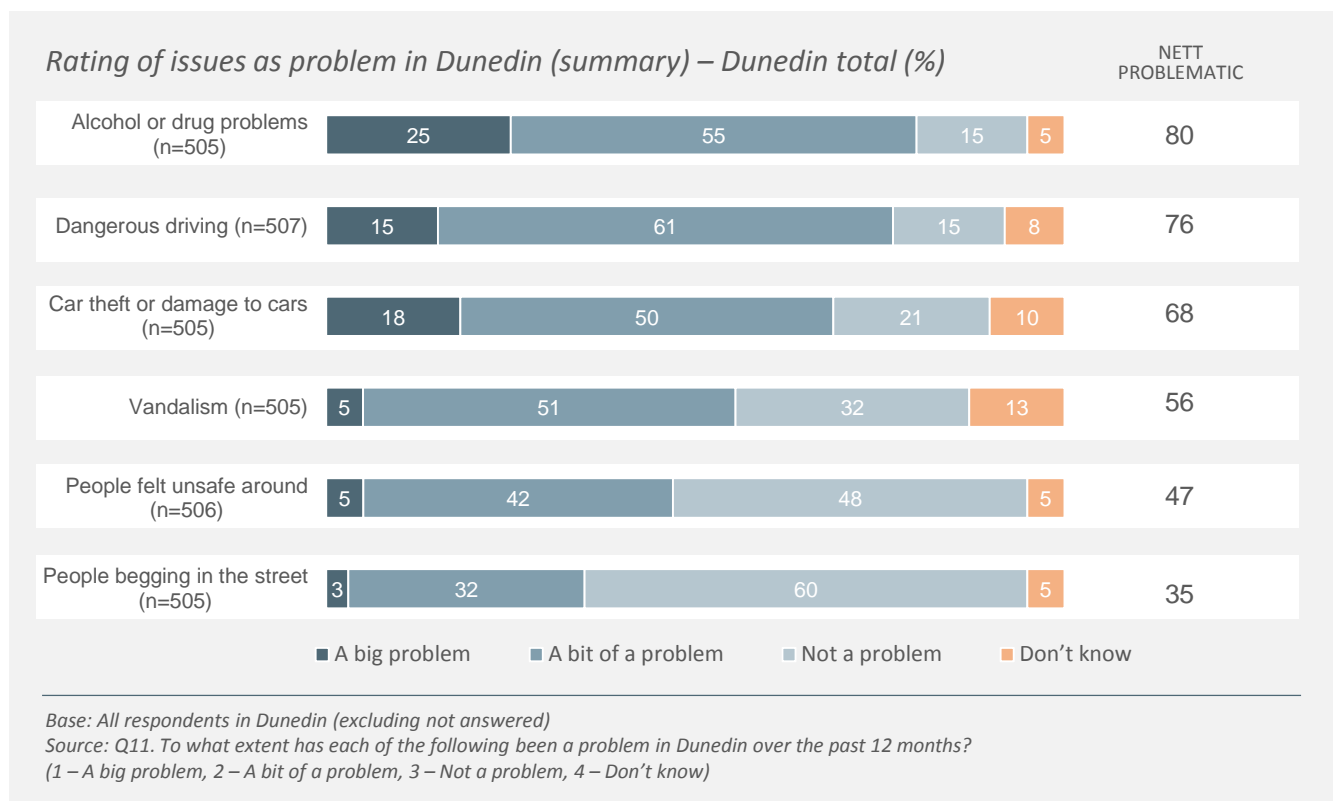
This section reports on respondents' perceptions of problems in Dunedin in the last 12 months, as well as their sense of safety in their homes, neighbourhoods and the Dunedin city centre.

Respondents were asked to indicate the extent to which they perceived 10 possible issues had been a problem in Dunedin in the last year. Results for six issues relating to crime and safety are reported in this section (vandalism, dangerous driving, car theft and damage, alcohol and drug issues, people perceived to be unsafe, and people begging on the street), and results for the other four issues are reported in Section 8.

### 5.1 Rating of issues as problem in Dunedin (summary)

The table below shows the overall results for Dunedin. Results by area and age group are outlined on the following pages.

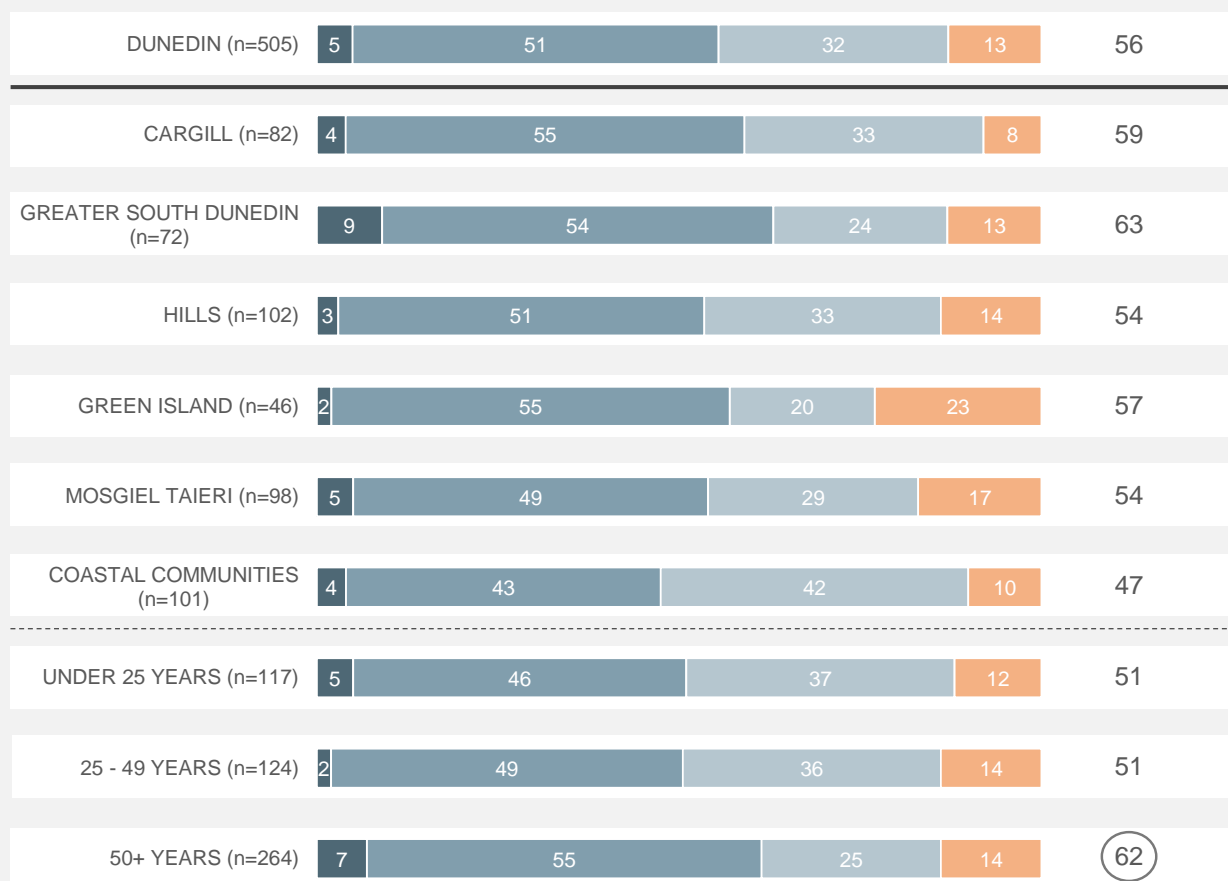
Eight in ten (80%) respondents in Dunedin perceived alcohol or drug problems or anti-social behaviour associated with the consumption of alcohol as a 'big problem' or a 'bit of a problem' in their city in the previous 12 months, followed by dangerous driving (76%), and car theft or damage to cars (68%).



## Vandalism

Nearly six in ten (56%) Dunedin respondents perceive vandalism to have been a problem in Dunedin over the past 12 months. Five-percent (5%) say it has been 'a big problem' and 51% say it has been 'a bit of a problem'.

### Perception of vandalism as problem in Dunedin - Vandalism (%)

 NETT  
PROBLEMATIC


■ A big problem
 ■ A bit of a problem
 ■ Not a problem
 ■ Don't know

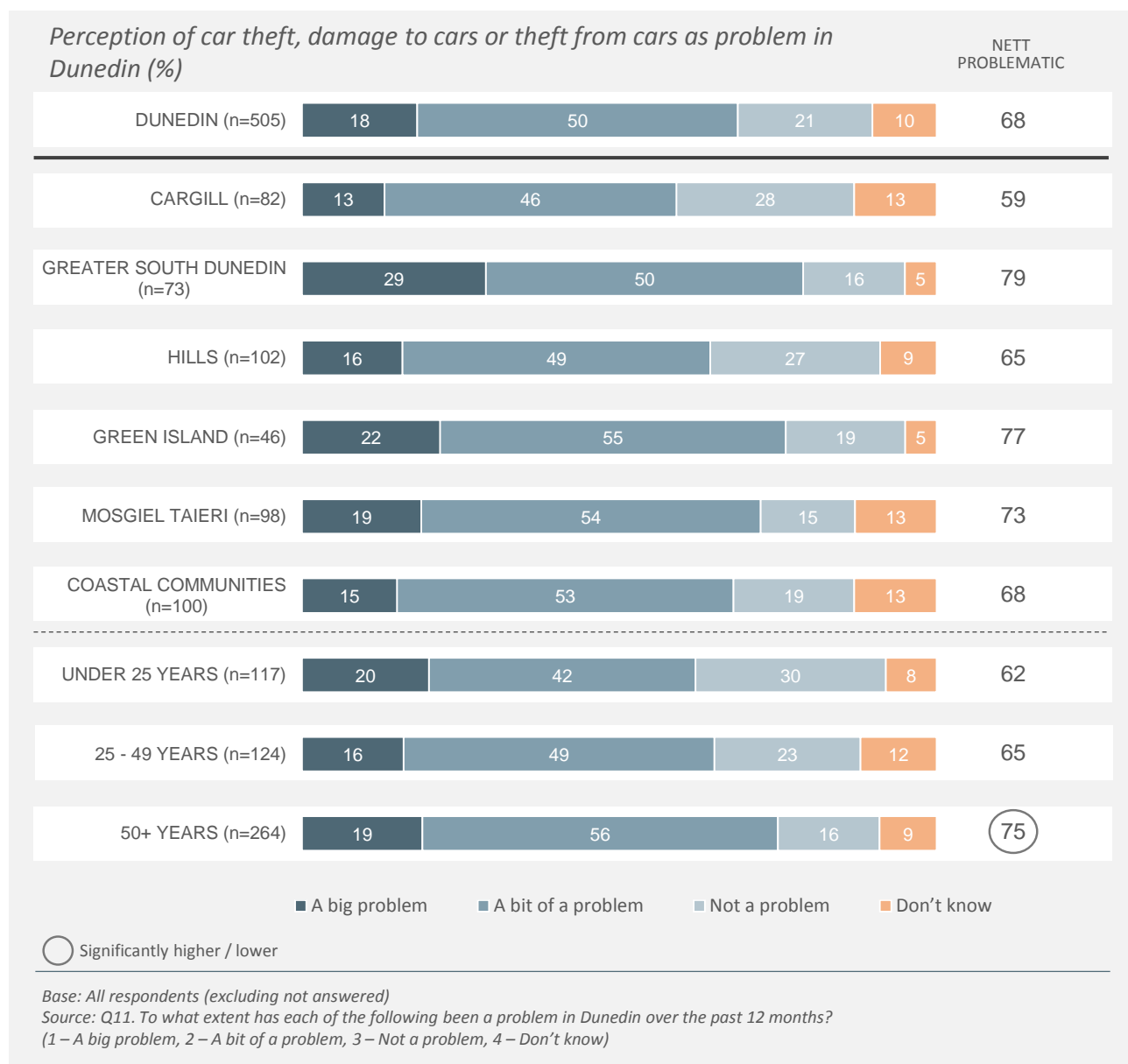
○ Significantly higher / lower

Base: All respondents (excluding not answered)

Source: Q11. To what extent has each of the following been a problem in Dunedin over the past 12 months?  
(1 – A big problem, 2 – A bit of a problem, 3 – Not a problem, 4 – Don't know)

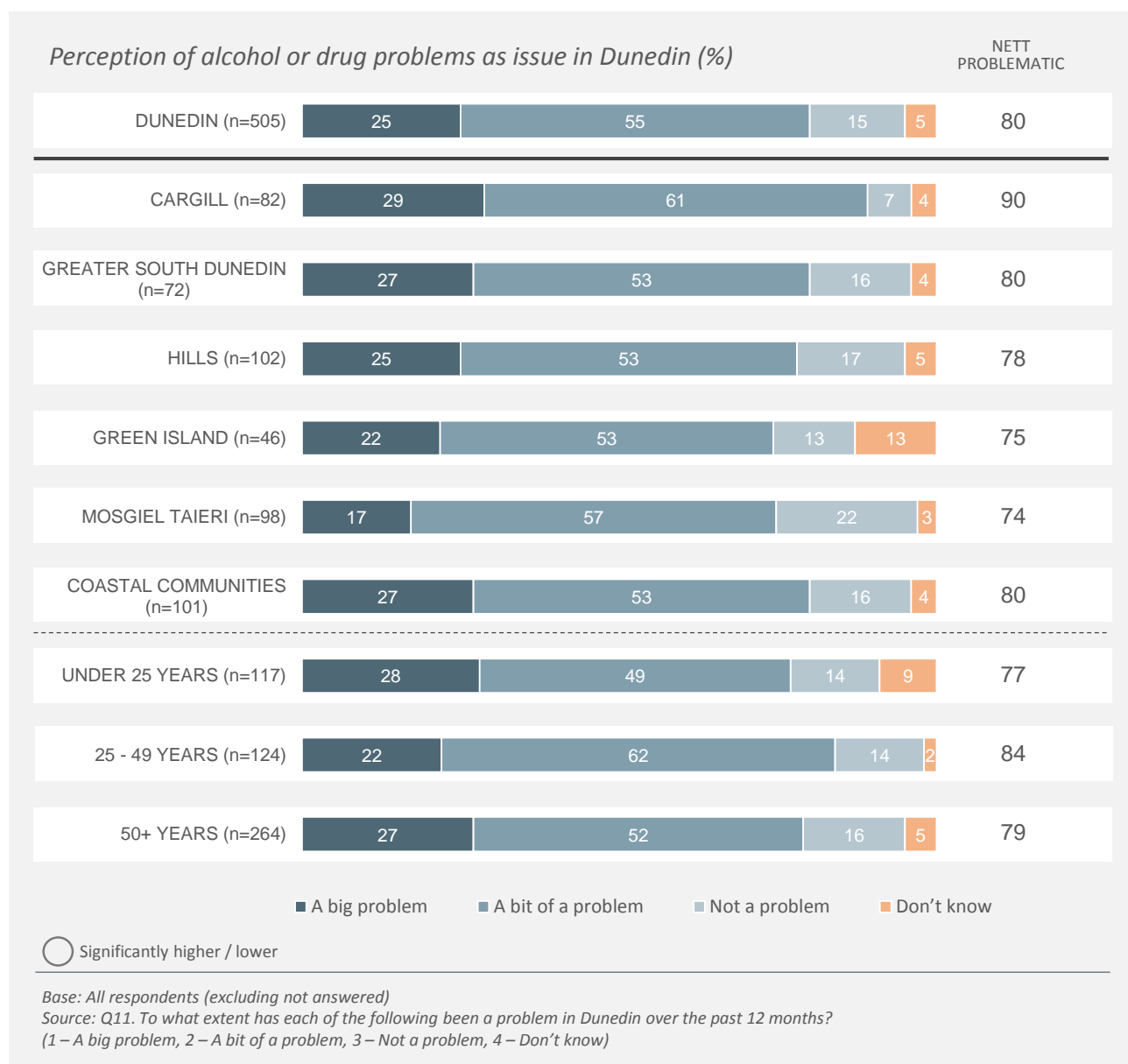
## Car theft, damage to cars or theft from cars

Almost seven in ten (68%) Dunedin respondents perceive car theft and damage to have been a problem in Dunedin over the past 12 months, with 18% rating it 'a big problem' and 50% 'a bit of a problem'.



## Alcohol or drug problems

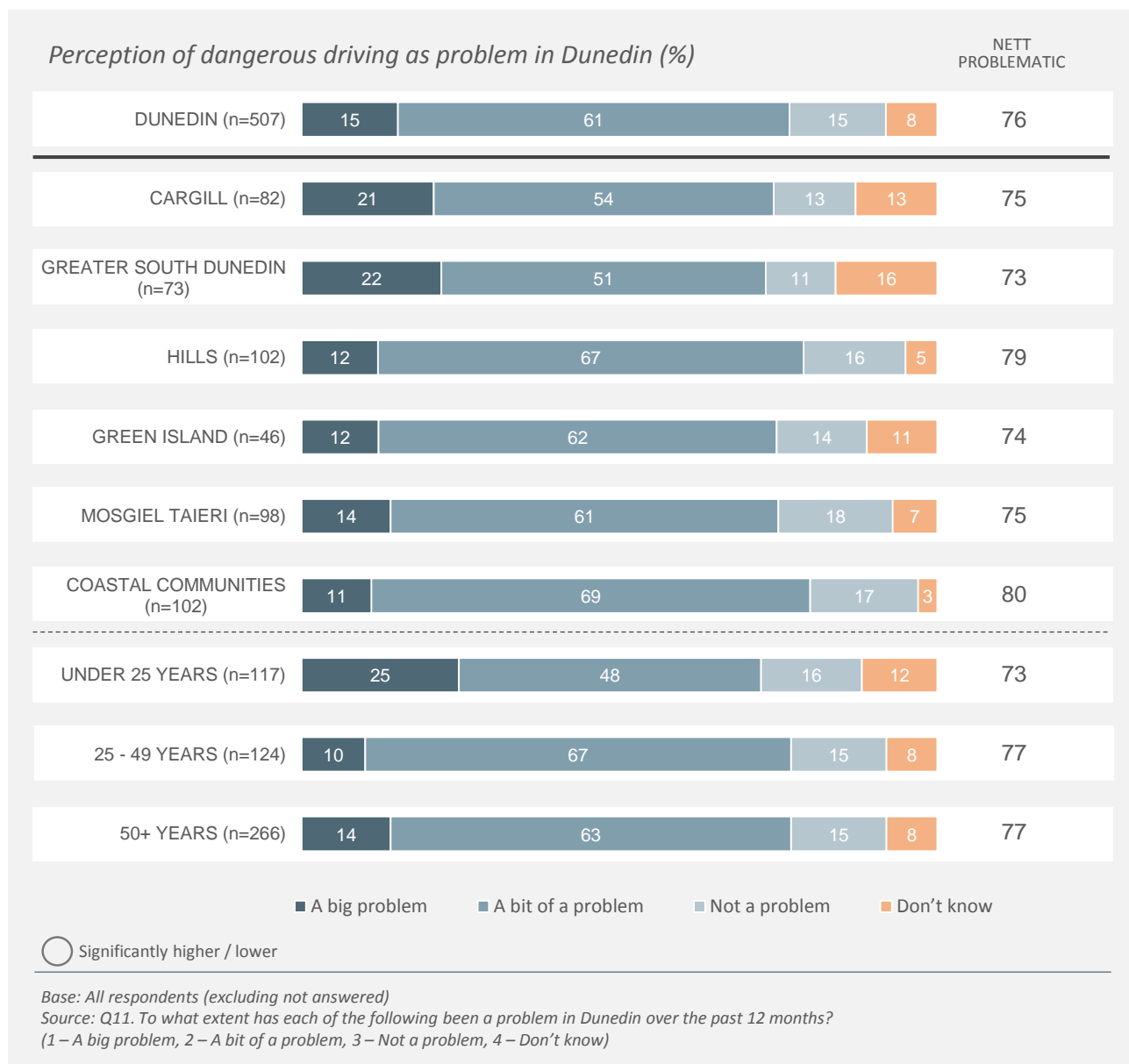
Eight in ten (80%) Dunedin respondents perceive alcohol or drugs problems, or anti-social behaviour associated with the consumption of alcohol, to have been a problem in Dunedin over the past 12 months, with nearly three in ten (25%) rating it 'a big problem' and close to six in ten (55%) 'a bit of a problem'.





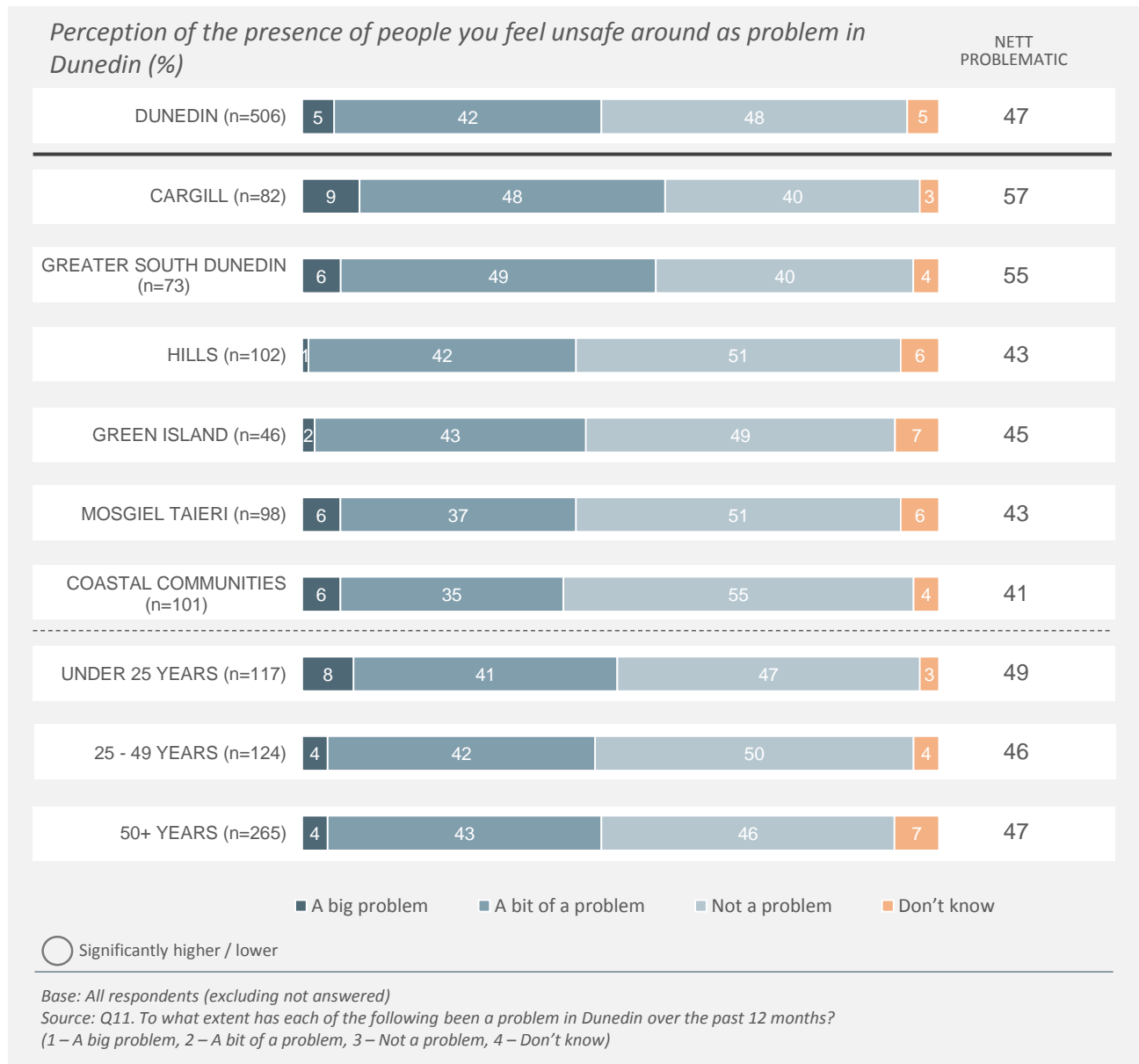
## Dangerous driving, including drink driving and speeding

Over three quarters (76%) of Dunedin respondents perceive dangerous driving (including drink driving and speeding) to have been a problem in Dunedin over the past 12 months, with 15% rating it 'a big problem' and 61% 'a bit of a problem'.



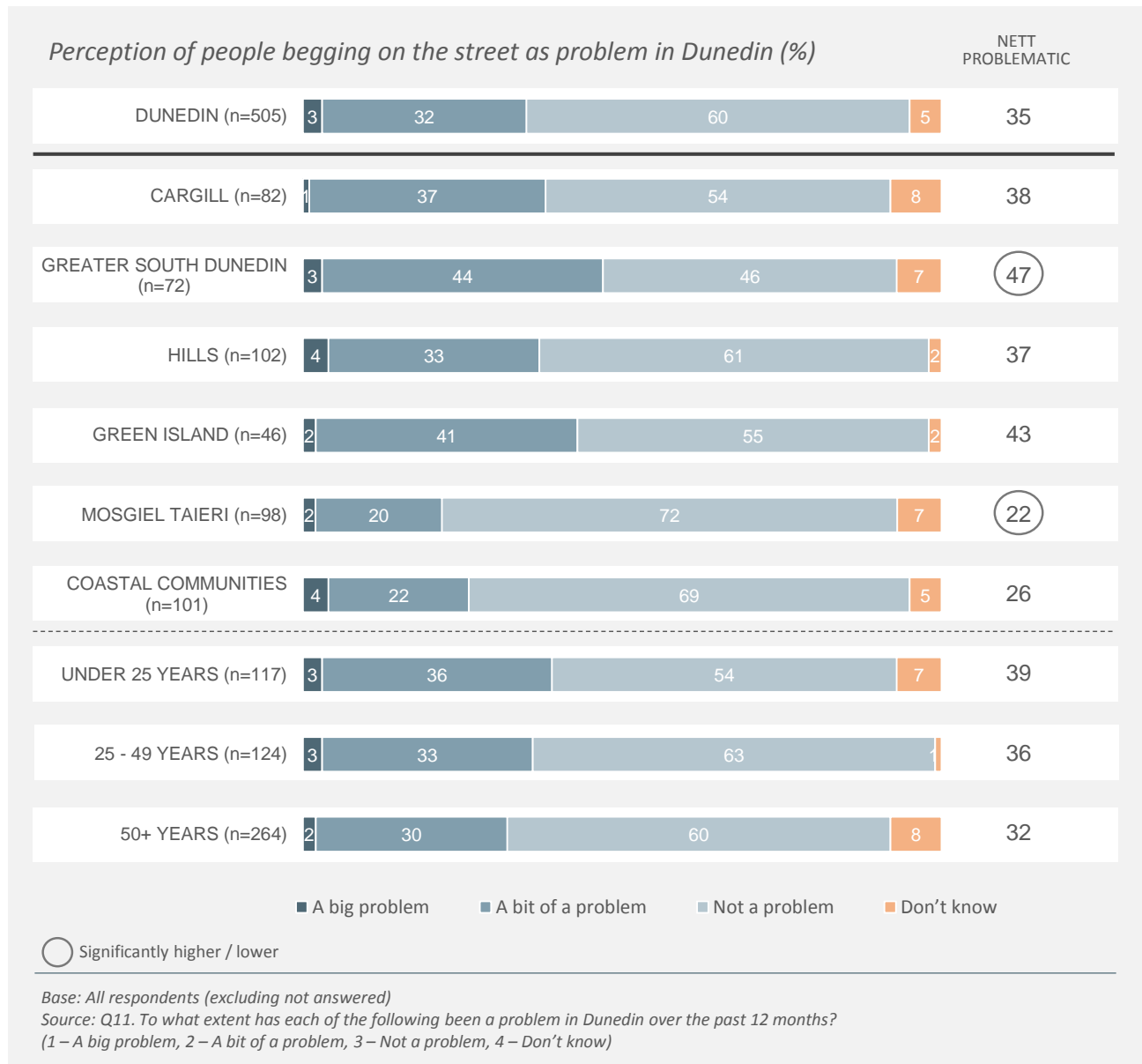
## Presence of people you feel unsafe around

Close to half (47%) of Dunedin respondents had felt unsafe around people in their area in the last 12 months due to their behaviour, attitude or appearance, and considered it to be a problem. Five-percent (5%) considered it 'a big problem' and 42% 'a bit of a problem'.



## People begging in the street

Just over a third (35%) of Dunedin respondents considered people begging on the street to have been a problem in Dunedin during the last 12 months. Three-percent (3%) considered it 'a big problem' and 32% 'a bit of a problem'.



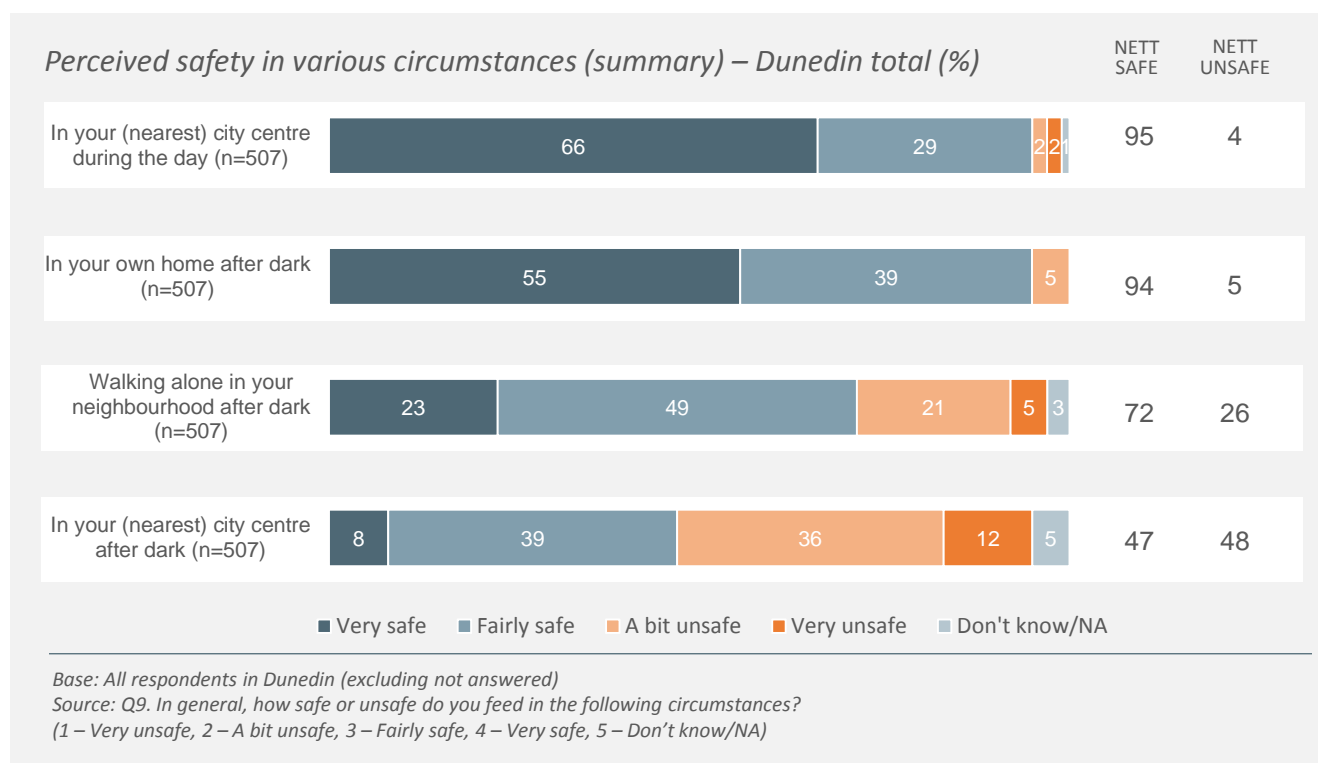
## 5.2 Sense of safety in Dunedin

Respondents were asked to rate their general feelings of safety when considering four different circumstances: in their own home after dark; walking alone in their neighbourhood after dark; in their city centre during the day; and in their city centre after dark. Respondents were also asked to note in their own words which area they regarded as their city centre – as the majority of Dunedin respondents identified their city centre in the same way, as ‘Dunedin/CBD/City Centre/the Octagon’, comparisons by location can only be made among areas.

### Perceived safety in various circumstances (summary chart)

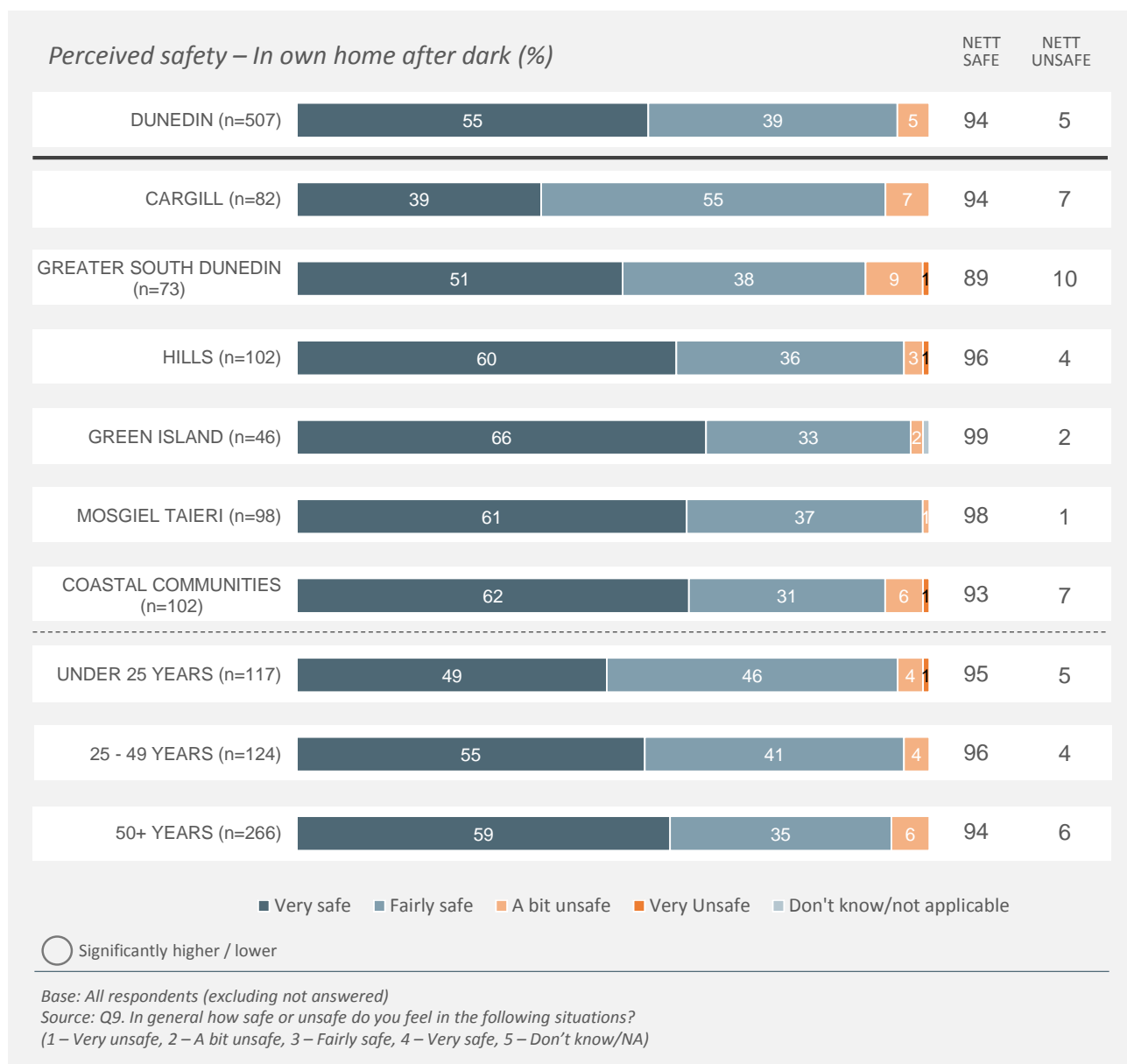
The table below shows the overall results for Dunedin. Results by area and age group for each circumstance are outlined on the following pages.

While the majority of respondents in Dunedin felt safe in their city centre during the day and in their homes after dark (95% and 94% respectively), about seven in ten (72%) felt safe walking alone in their neighbourhood after dark, and less than half (47%) felt safe in their city centre after dark.



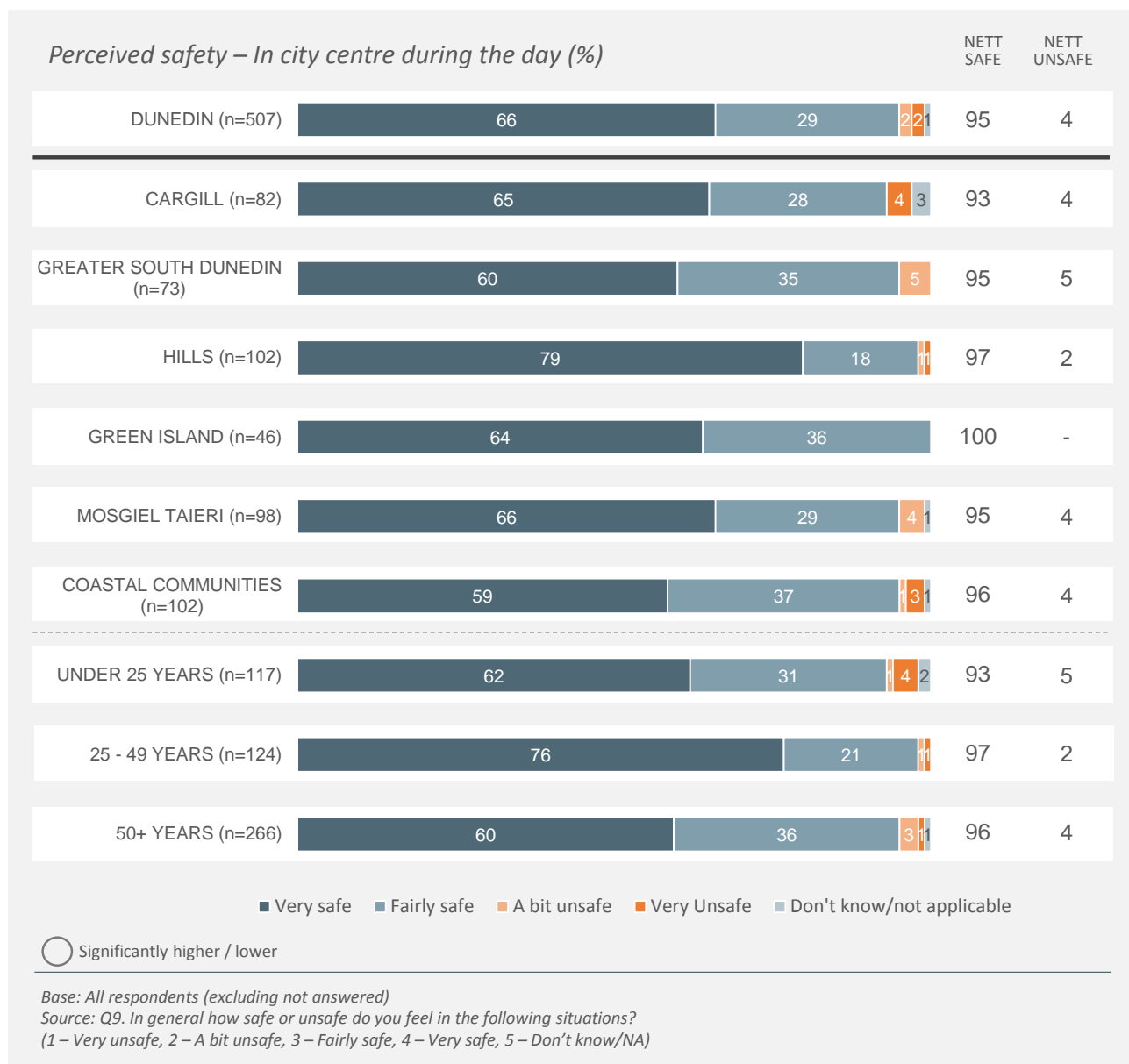
## Perceived safety in own home after dark

More than nine in ten (94%) Dunedin respondents reported that, in general, they feel safe in their home after dark.



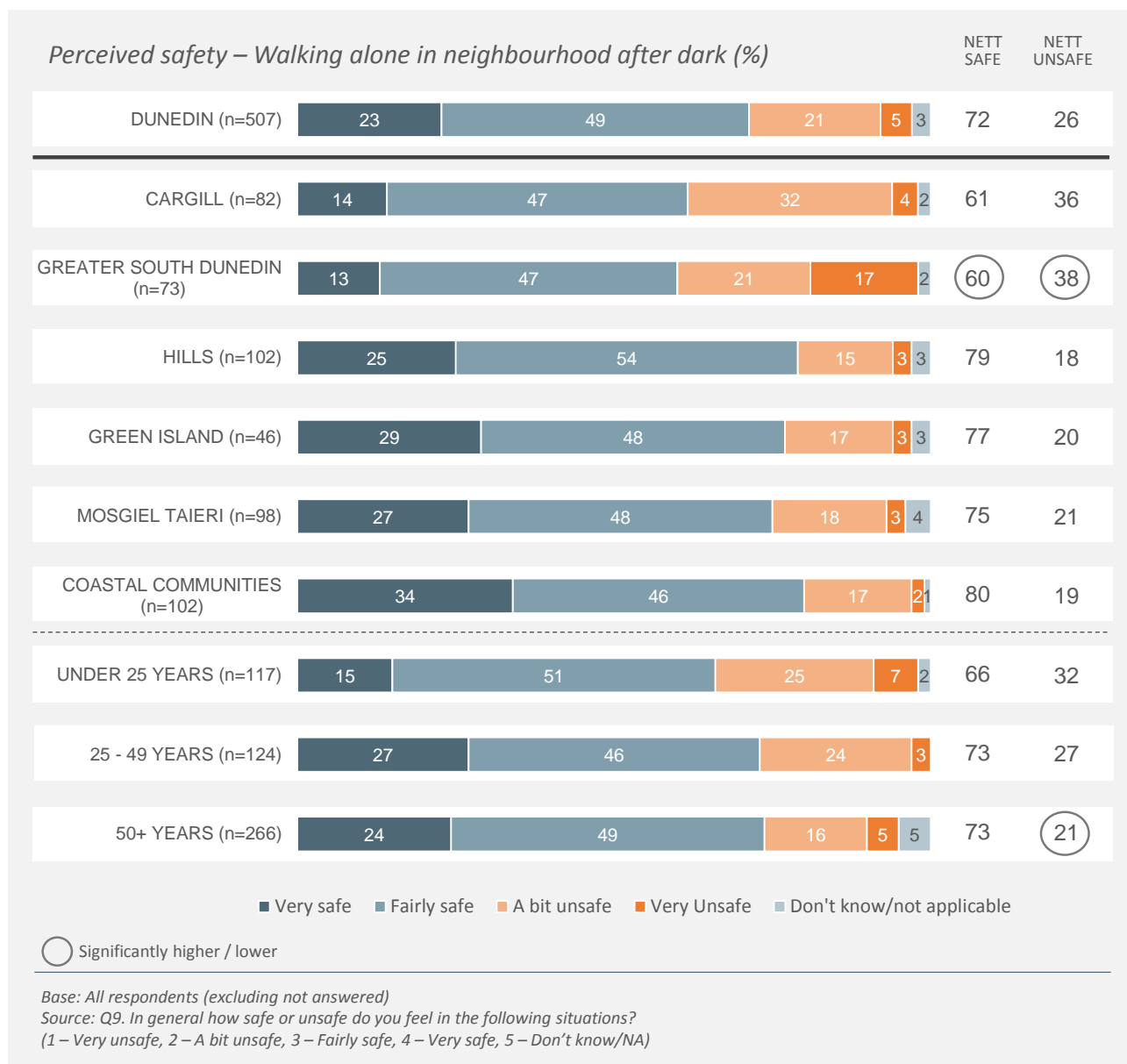
## Perceived safety in Dunedin city centre during the day

Over nine in ten (95%) Dunedin respondents feel safe in the city centre during the day.



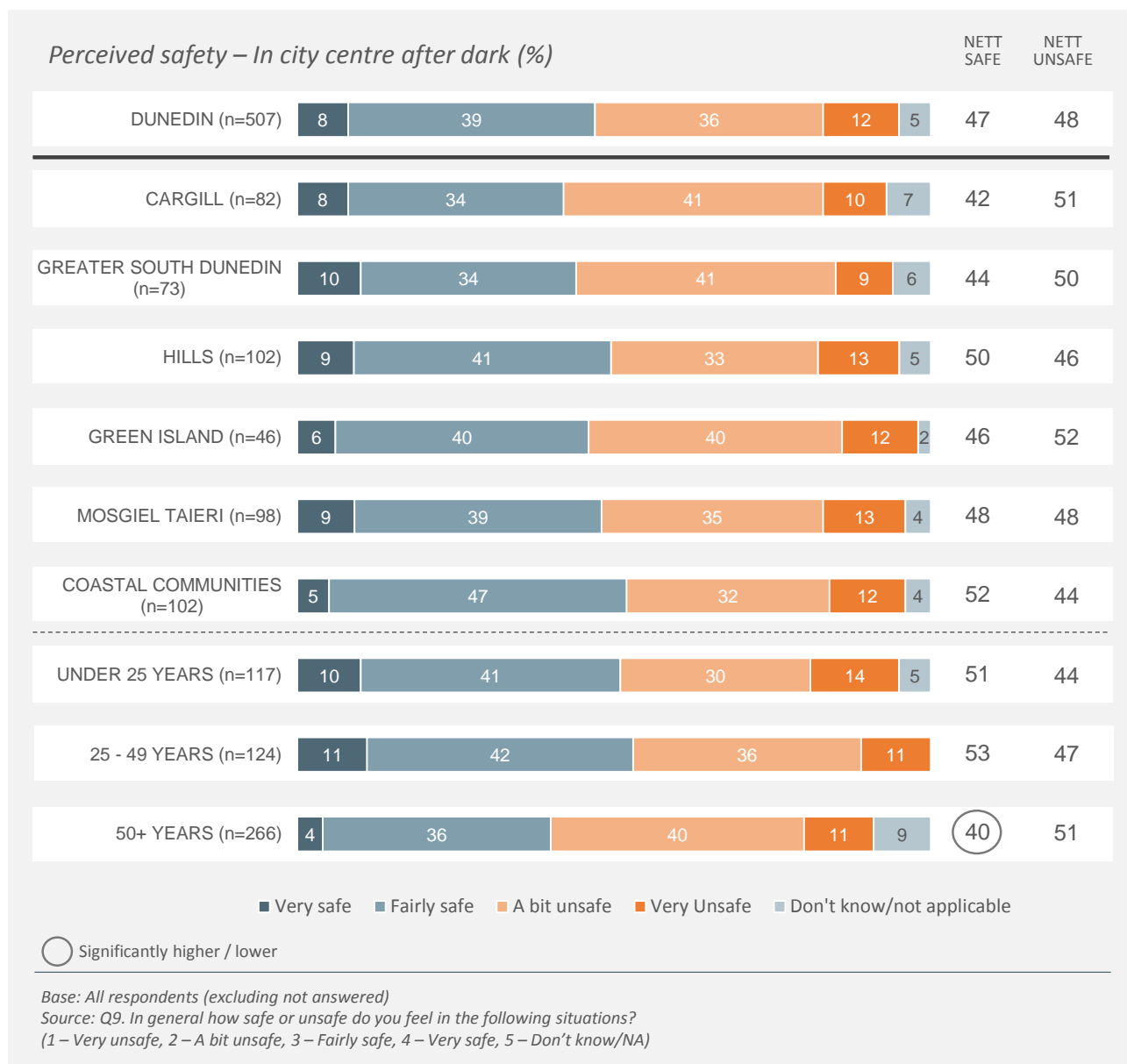
## Perceived safety walking alone in neighbourhood after dark

Over seven in ten (72%) Dunedin respondents feel safe walking alone in their neighbourhood after dark.



## Perceived safety in Dunedin city centre after dark

Close to half (47%) of Dunedin respondents feel safe in the city centre after dark.



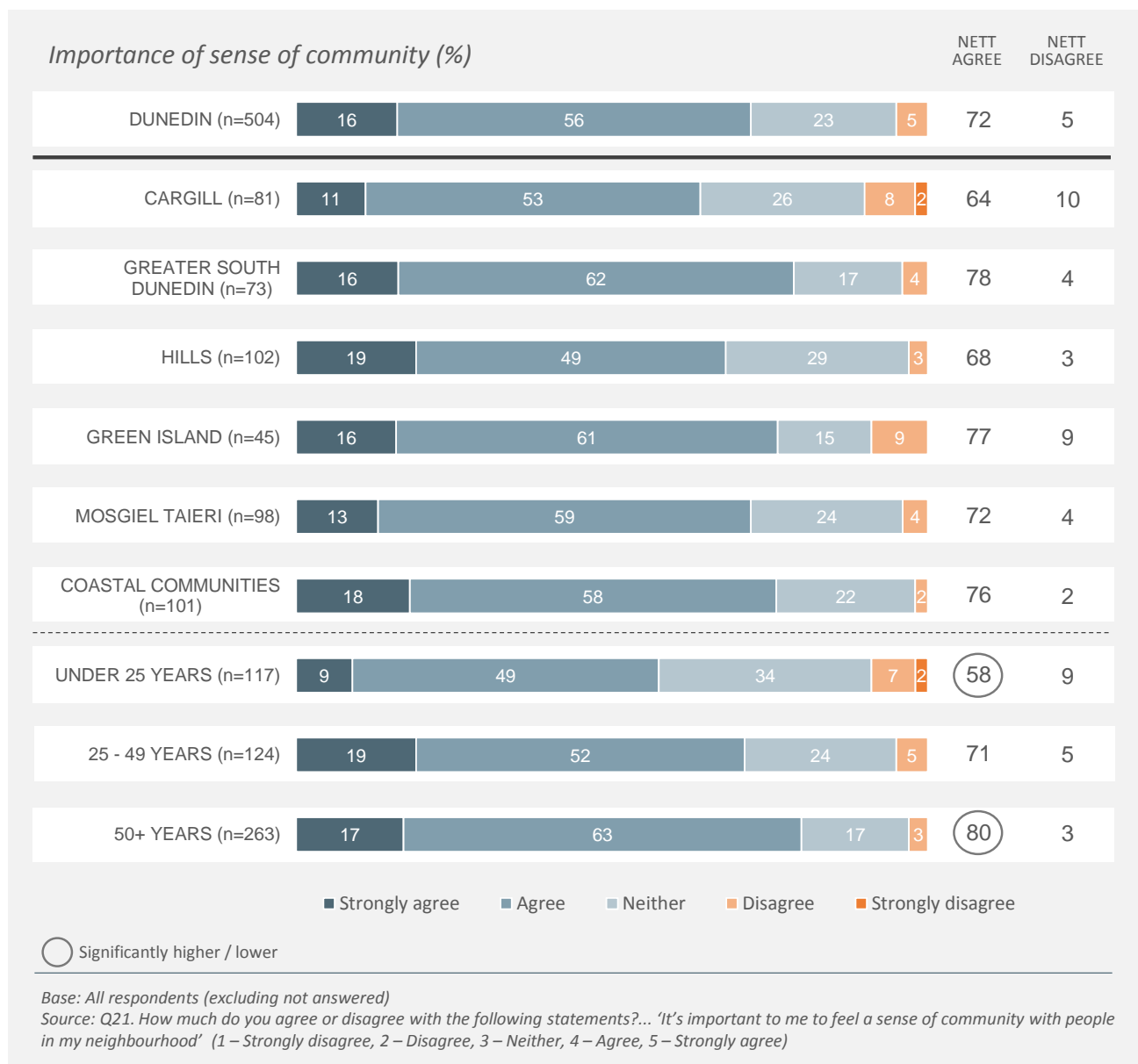


## 6. COMMUNITY, CULTURE AND SOCIAL NETWORKS

This section reports on a wide range of questions relating to social participation and engagement with others. Areas covered include Dunedin respondents' perceptions of a sense of community within their local area, their participation in social networks and groups, their contact with others in their neighbourhood, and whether they have experienced feelings of isolation in the last 12 months. The section also provides results on respondents' perceptions of the impact of increased ethnic and cultural diversity on Dunedin, and perceptions of the Dunedin arts scene.

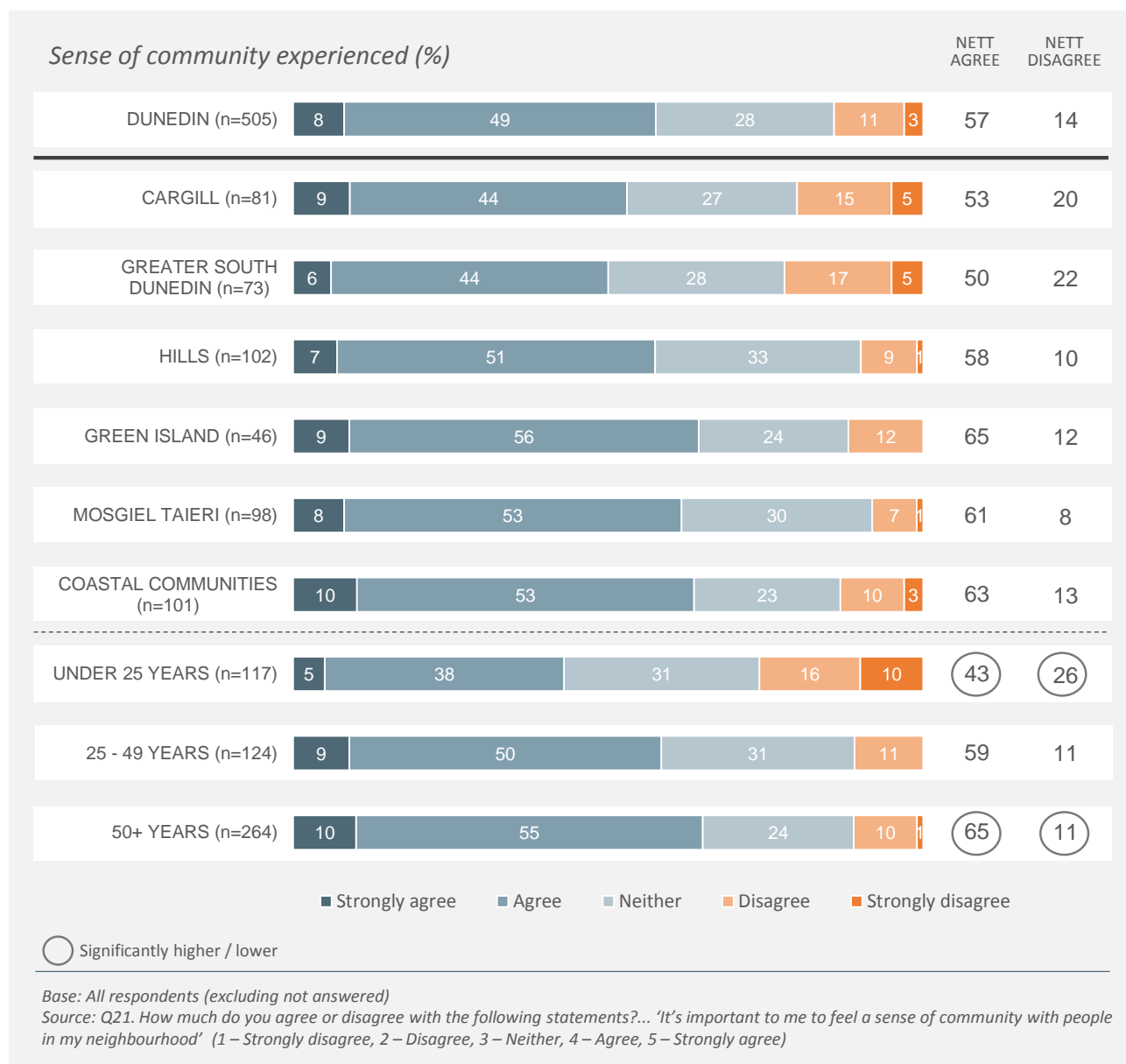
### 6.1 Importance of sense of community

More than seven in ten (72%) respondents in Dunedin consider it important to feel a sense of community with people in their neighbourhood.



## 6.2 Sense of community experienced

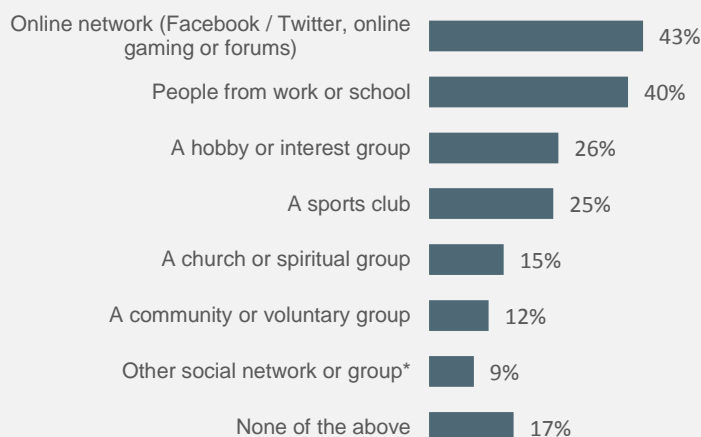
Almost six in ten (57%) respondents in Dunedin agree that they experience a sense of community with others in their neighbourhood.



## 6.3 Participation in social networks and groups

As the chart below shows, online networks (e.g. websites such as Facebook/Twitter, online gaming communities and forums) were the most common social networks (43%) that respondents in Dunedin felt they were part of, followed by work or school related social networks (40%).

*Participation in social networks and groups (%) – Dunedin total*



\*Includes 'Age specific group (e.g. senior citizens' or children's)', 'Family', 'Friends', and 'Gym/walking group

Base: All respondents in Dunedin (n=499) (excluding not answered)

Source: Q23. Thinking now about the social networks and groups you may be part of. Do you belong to any of the following?

Multiple response question. Percentages will sum to more than 100%.

Results by area and age group are shown in the table below.

Participation in social networks and groups – by area and age

Common themes mentioned (nett categories)	DUN-EDIN TOTAL (n=499) %	CARGILL (n=81) %	GREATER SOUTH DUNEDIN (n=72) %	HILLS (n=102) %	GREEN ISLAND (n=45) %	MOS-GIEL TAIERI (n=97) %	COAST-AL COMM-UNITIES (n=98) %	18 TO 24 YEARS (n=116) %	25 TO 49 YEARS (n=122) %	50 PLUS YEARS (n=261) %
Online network (Facebook/Twitter/online gaming or forums)	43	53	46	40	45	35	39	57	49	31
People from work or school	40	45	39	37	36	33	48	58	45	27
A hobby or interest group	26	32	23	23	27	21	30	29	20	30
A sports club	25	15	22	30	20	34	26	29	26	21
A church or spiritual group	15	15	16	17	13	14	13	13	11	19
A community or voluntary group	12	8	5	13	7	15	22	6	10	18
Other social network or group	9	8	8	8	10	8	9	2	7	12
None of the above	17	14	22	23	20	11	13	11	20	18

Base: All respondents (excluding not answered)

Q23. Thinking now about the social networks and groups you may be part of. Do you belong to any of the following?

Multi-response question - percentages may add to more than 100%.

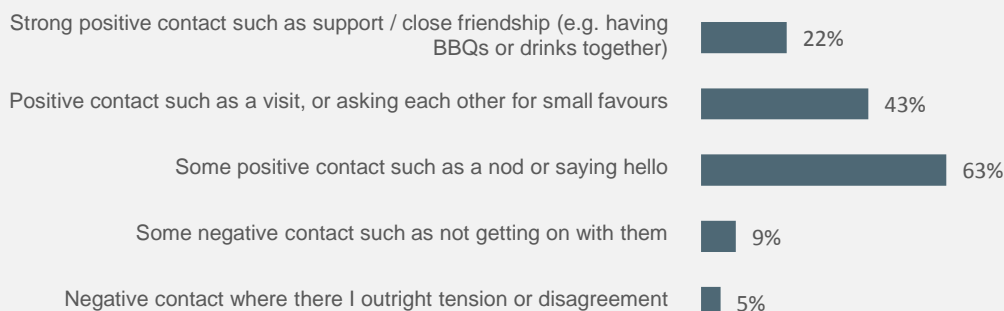
**Bolded** figures represent significantly higher or lower results.

## 6.4 Contact with people in the neighbourhood

The majority (97%) of respondents in Dunedin reported they had some kind of positive contact with people in their neighbourhood in the previous 12 months, with the largest group stating they had *some positive contact such as a nod or a hello* (63%).

Please note that as respondents could choose more than one option, percentages in the chart below will not add to 100.

### Positivity of contact with people in the neighbourhood (%) – Dunedin total



Base: All respondents in Dunedin (n=502) (excluding not answered)

Source: Q22. In the last 12 months, which, if any, of the following types of contact have you had with people in your neighbourhood?  
Multiple response question. Percentages will sum to more than 100%.

Results by area and age group are shown in the table below.

### Contact with people in the neighbourhood – by area and age

	DUN- EDIN TOTAL (n=499) %	CARGILL (n=81) %	GREATER SOUTH DUNEDIN (n=72) %	HILLS (n=102) %	GREEN ISLAND (n=45) %	MOS- GIEL TAIERI (n=97) %	COAST- AL COMM- UNITIES (n=98) %	18 TO 24 YEARS (n=116) %	25 TO 49 YEARS (n=122) %	50 PLUS YEARS (n=261) %
Strong positive contact (e.g. close friendship)	22	21	14	18	19	25	<b>33</b>	<b>13</b>	25	24
Positive contact (e.g. visiting)	43	33	38	45	49	<b>54</b>	46	<b>33</b>	43	<b>49</b>
Some positive contact (e.g. saying hello)	63	72	74	64	65	<b>51</b>	<b>49</b>	70	65	<b>57</b>
Some negative contact, such as not getting on with them	9	16	8	9	5	8	7	<b>19</b>	9	<b>4</b>
Negative contact (outright tension or disagreement)	5	10	7	2	2	3	5	8	4	4

Base: All respondents (excluding not answered)

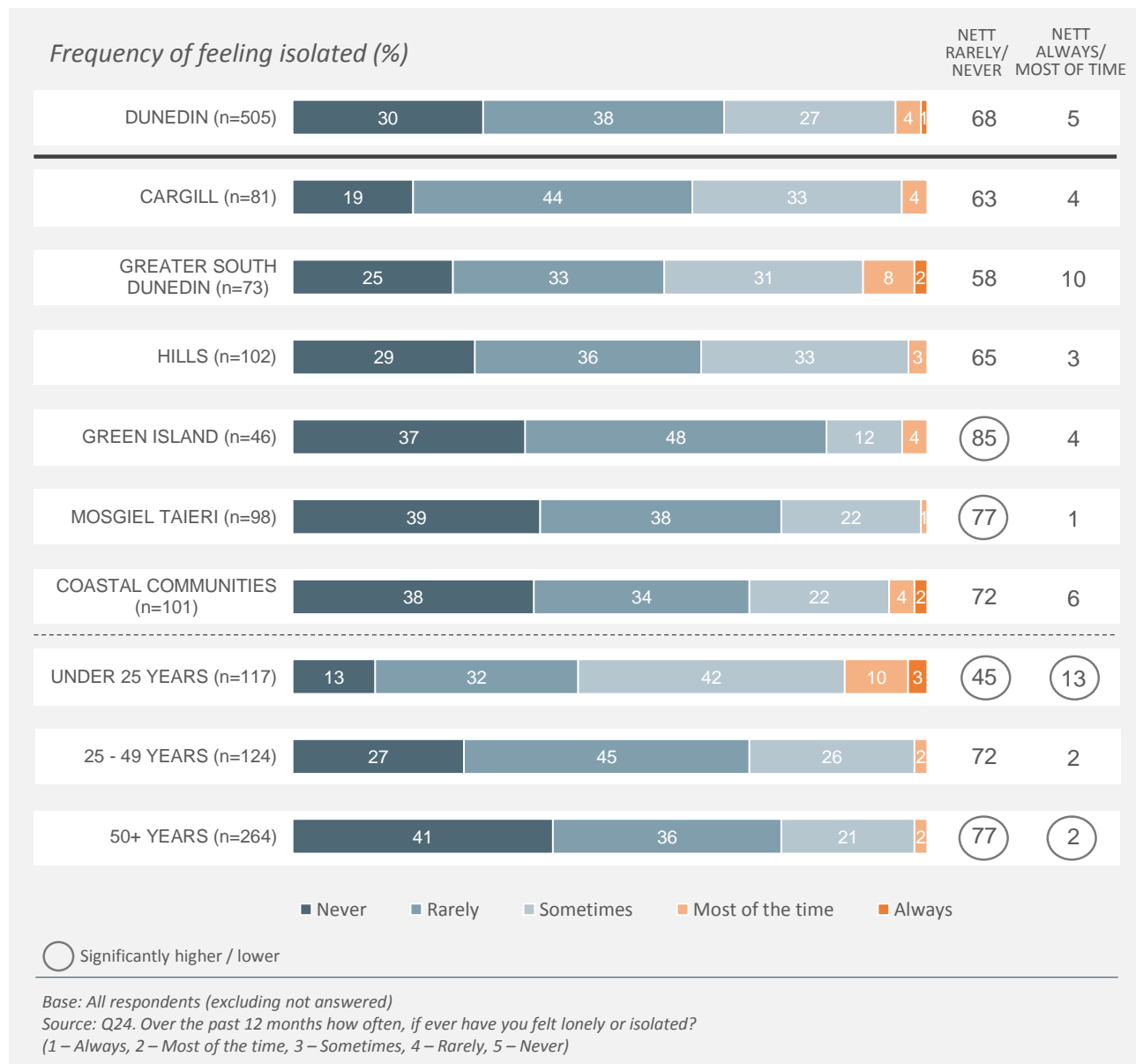
Q22. In the last 12 months, which, if any, of the following types of contact have you had with people in your neighbourhood?

Multiple response question. Percentages will sum to more than 100%.

**Bolded** figures represent significantly higher or lower results.

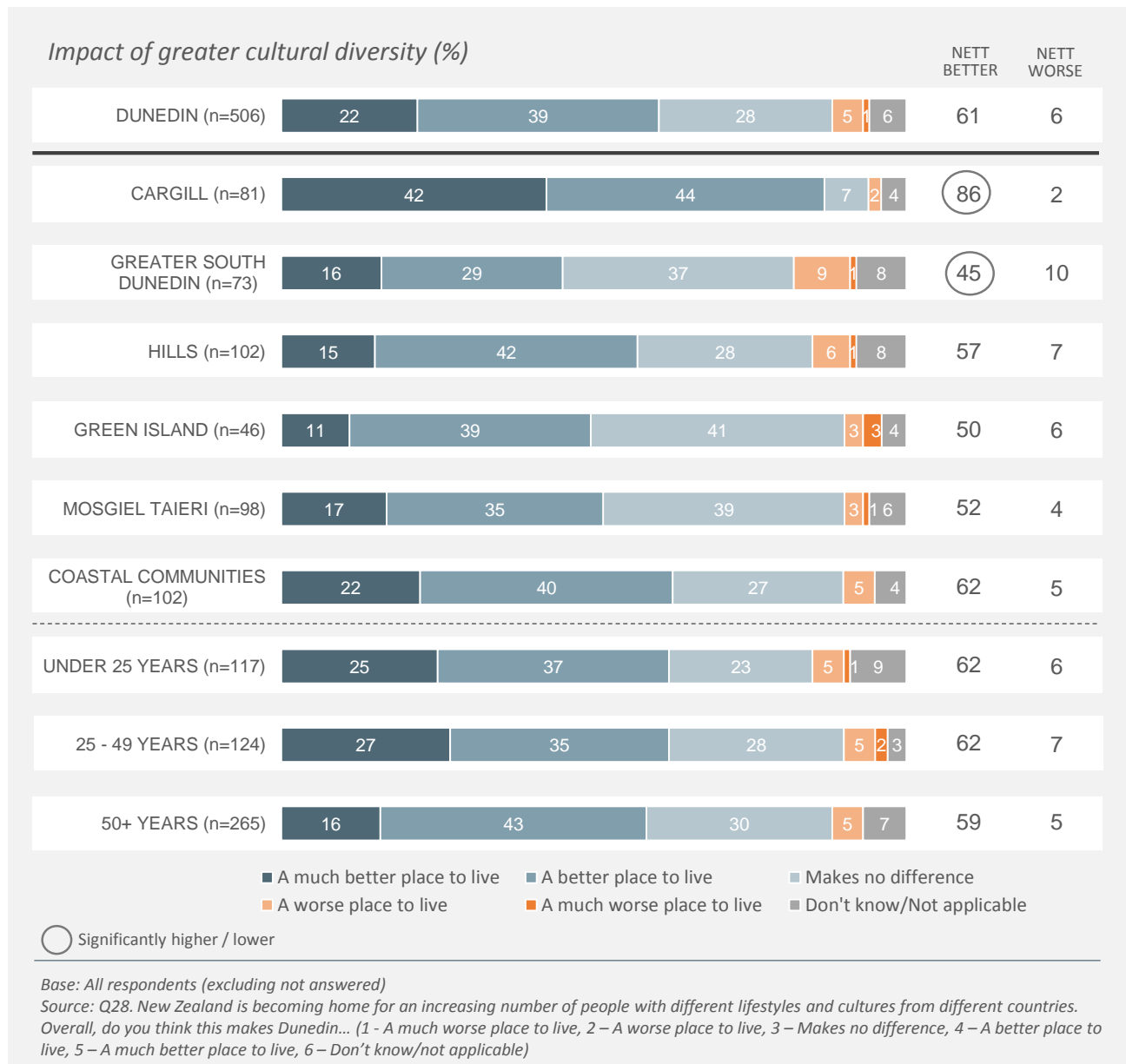
## 6.5 Frequency of feeling isolated

Around seven in ten (68%) respondents in Dunedin had never or rarely felt isolated in the last year.



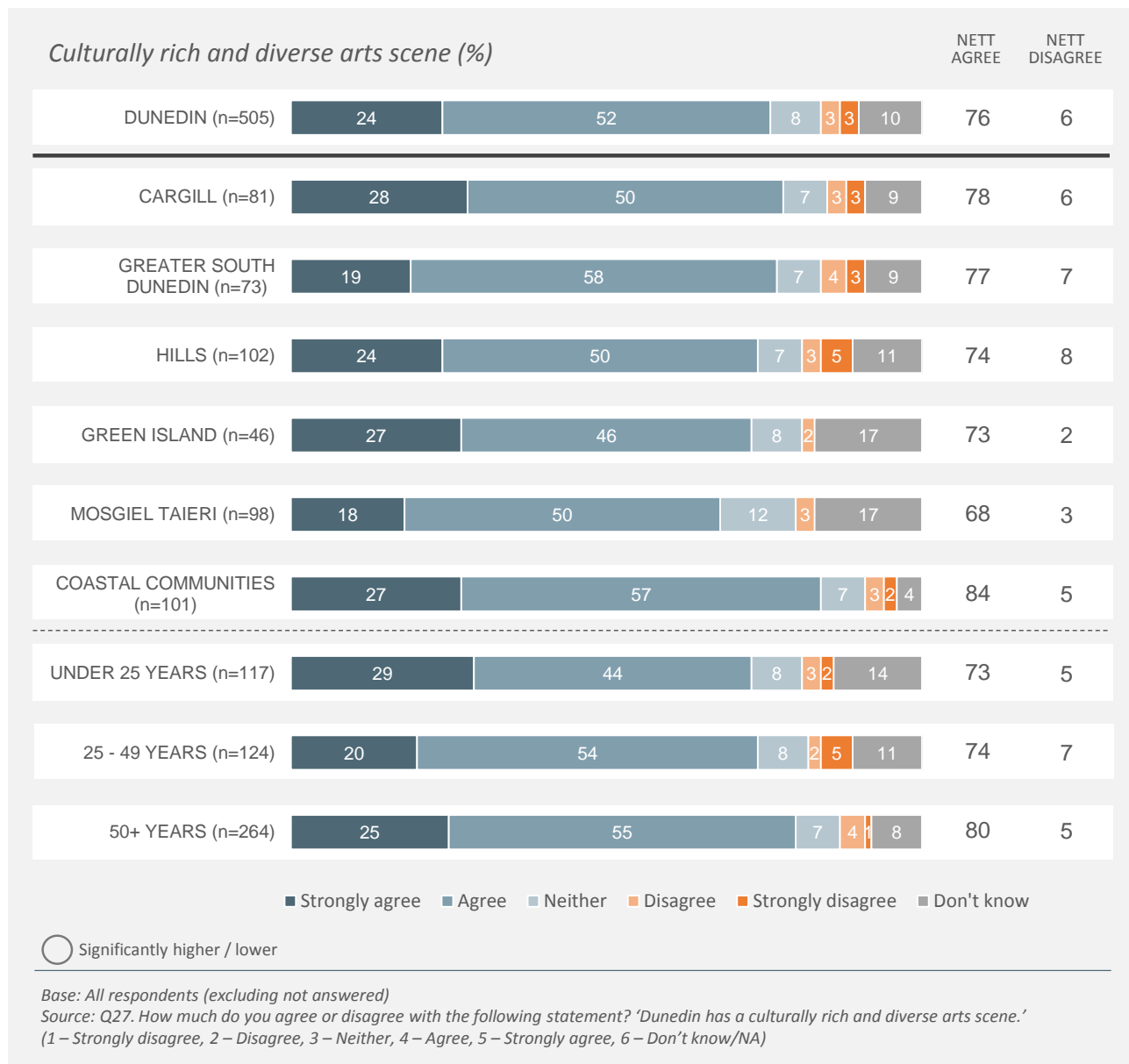
## 6.6 Impact of greater cultural diversity

About six in ten (61%) respondents in Dunedin considered that New Zealand becoming home for an increasing number of people with different lifestyles and cultures from different countries makes Dunedin a better place to live.



## 6.7 Culturally rich and diverse arts scene

Over three quarters (76%) of respondents consider Dunedin to have a diverse and culturally rich arts scene.

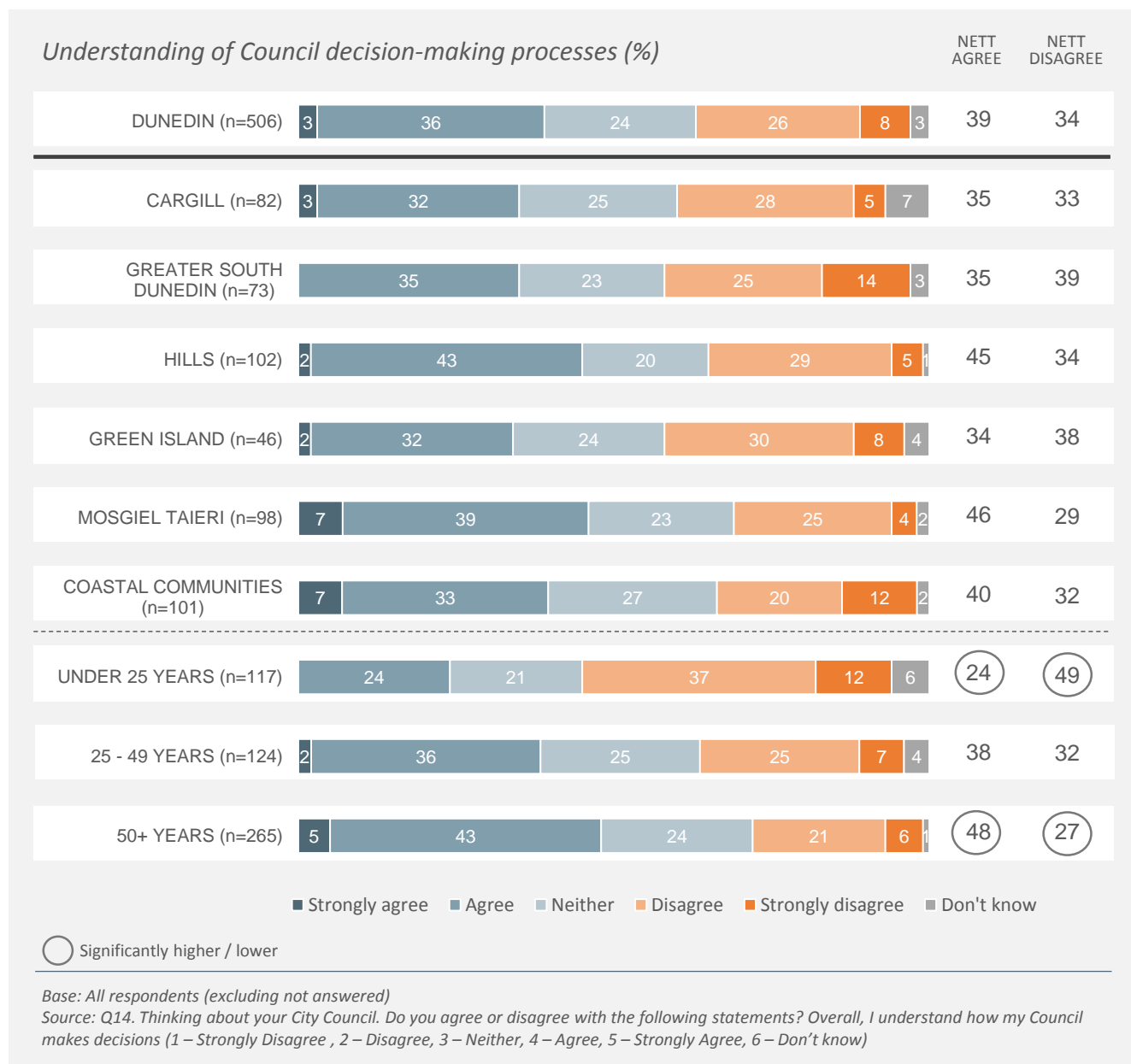


## 7. COUNCIL PROCESSES

This section reports on Dunedin respondents' perceptions of their local Council, including their understanding of, and confidence in Council decision-making, and their desire to have more say in what their local Council does.

### 7.1 Understanding of Council decision-making processes

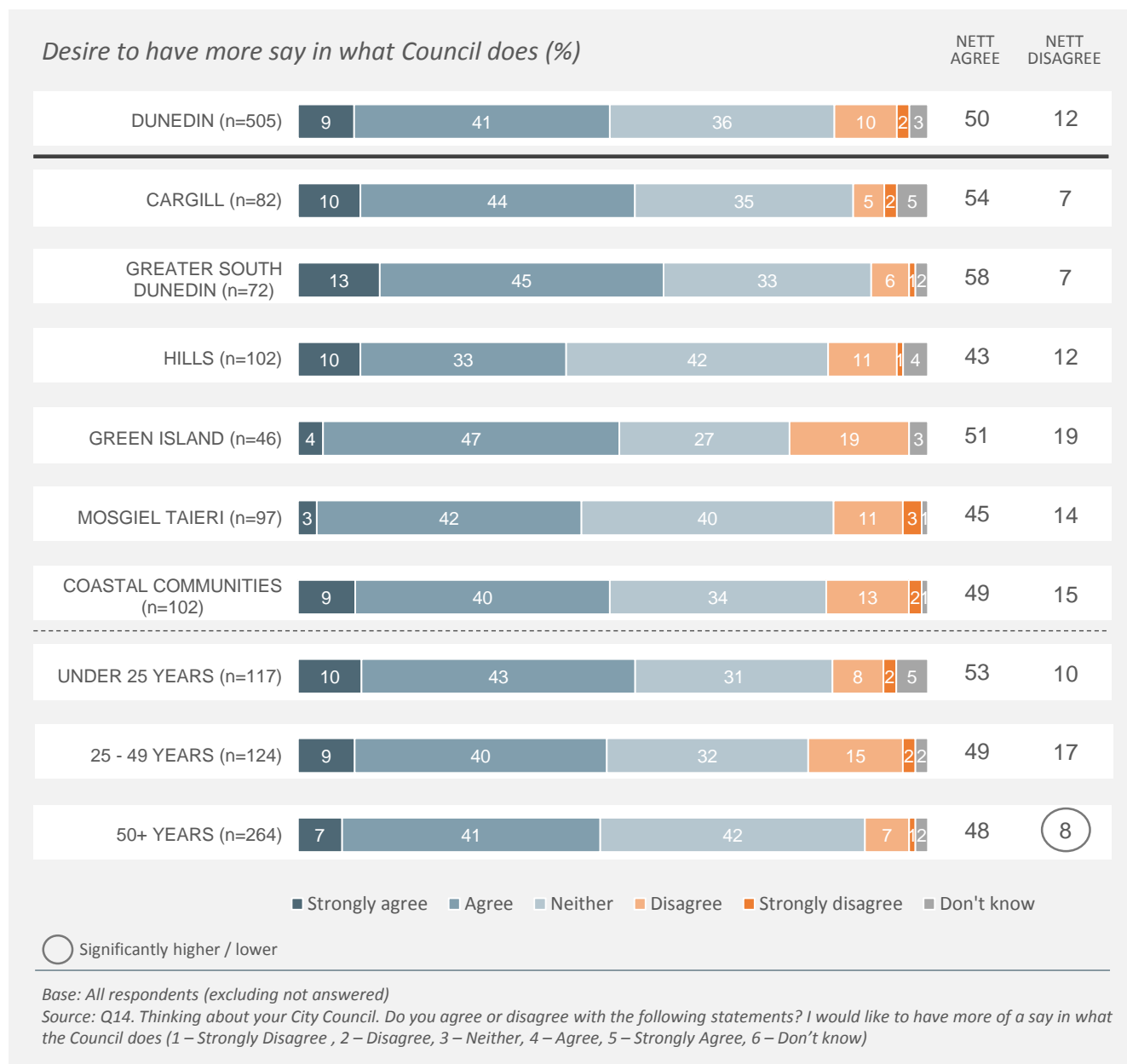
Almost two in five (39%) respondents in Dunedin agreed that they understand how their Council makes decisions.





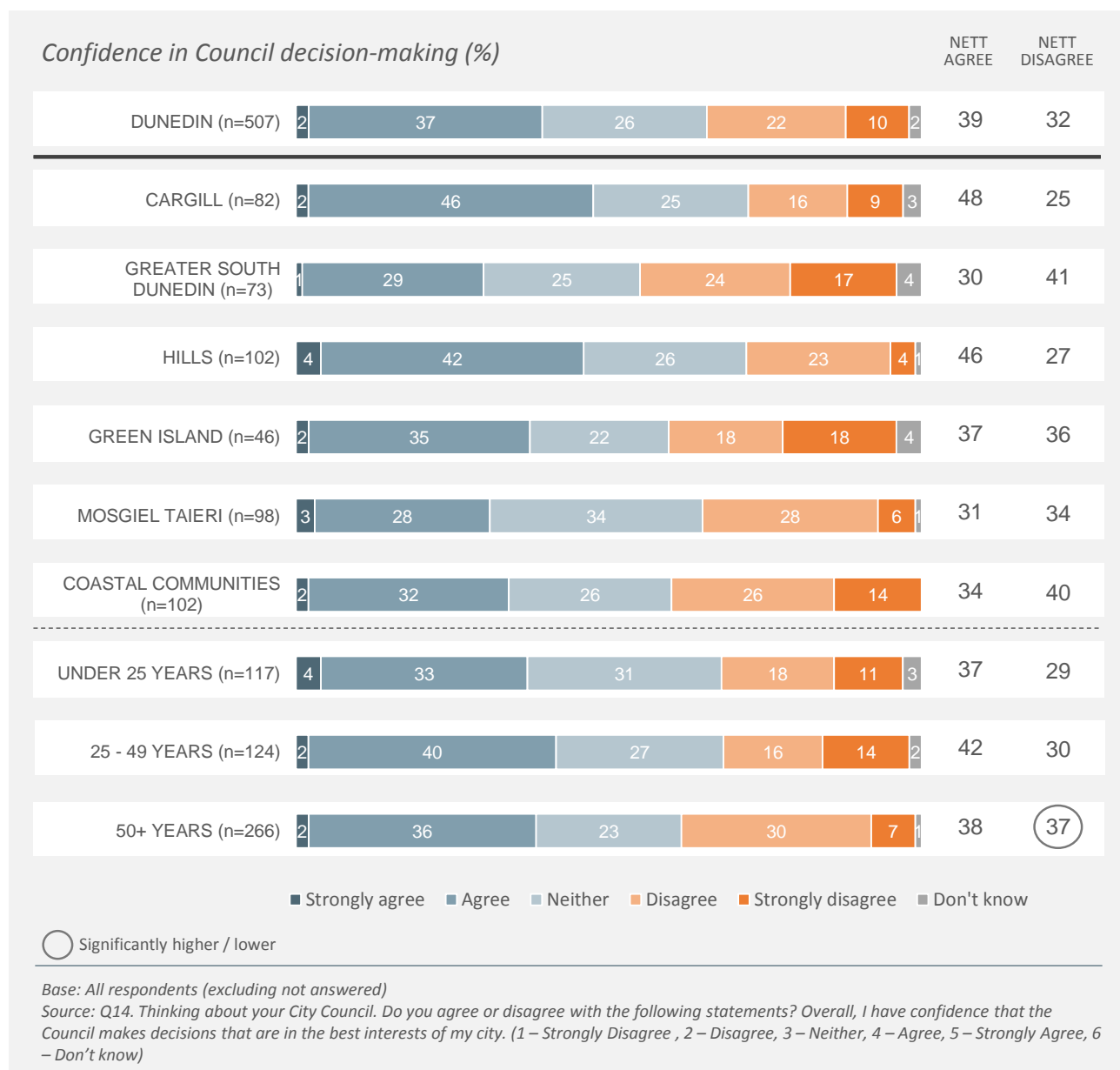
## 7.2 Desire to have more say in what Council does

Half (50%) of Dunedin respondents would like to have more of a say in what their local Council does.



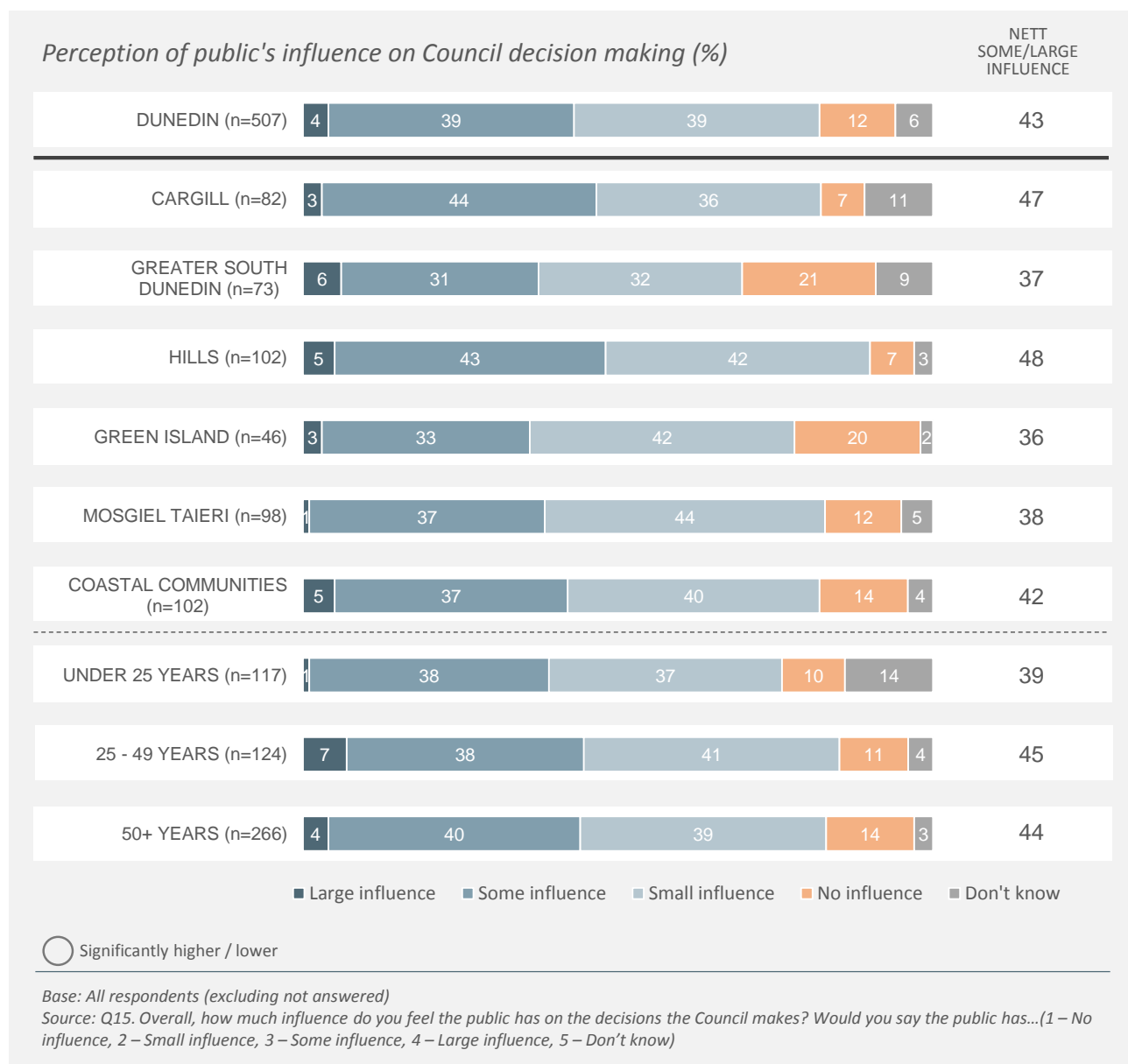
### 7.3 Confidence in Council decision-making

Nearly four in ten (39%) Dunedin respondents have confidence that their local Council makes decisions in the best interests of their city.



## 7.4 Perception of public's influence on Council decision making

Four in ten (43%) respondents in Dunedin perceive the public have 'large' or 'some' influence over the decisions that their local Council makes.

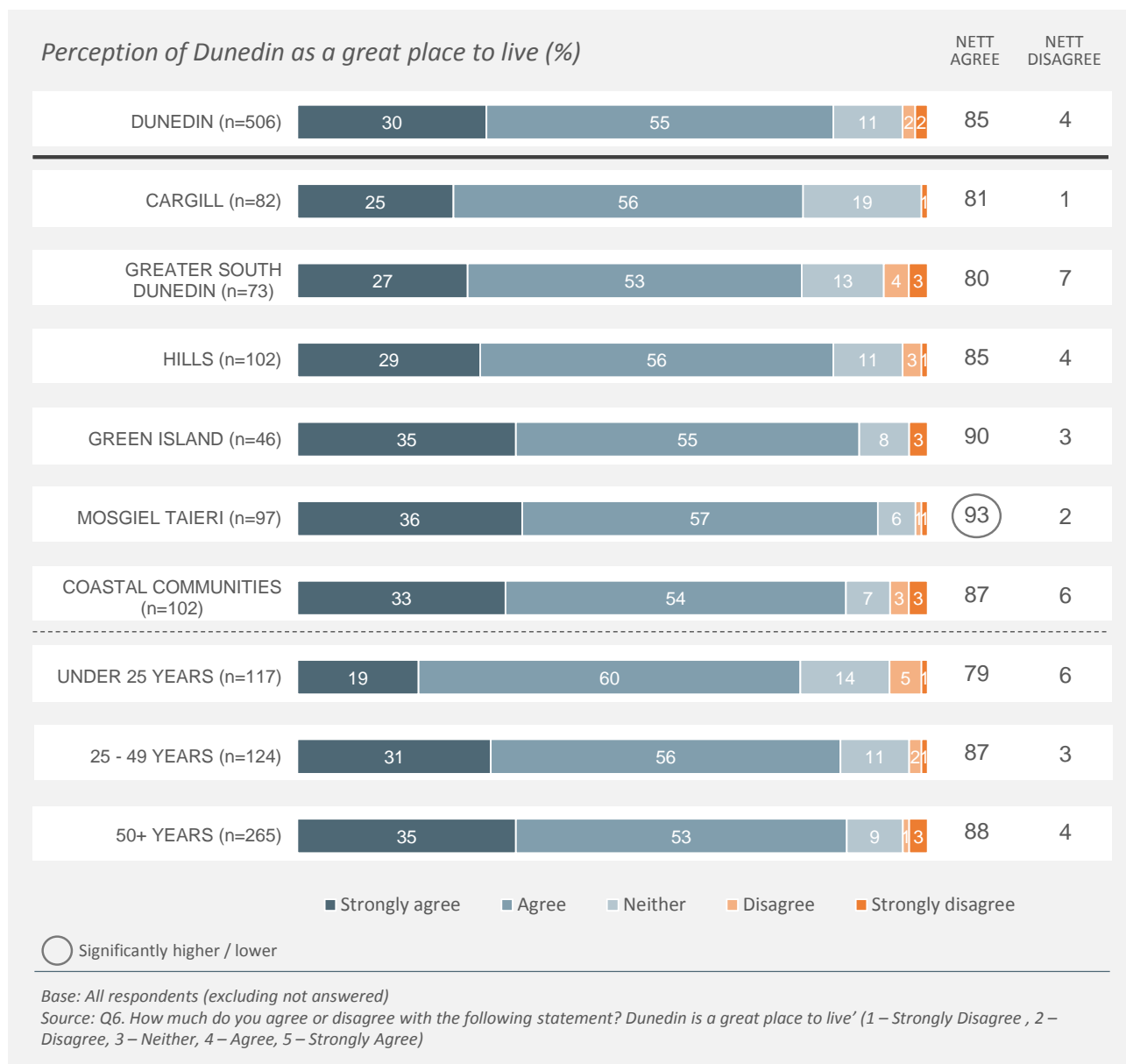


## 8. BUILT AND NATURAL ENVIRONMENT

This section reports on respondents' perceptions of Dunedin as a place to live, including their sense of pride in their city, and rating of issues in the previous 12 months.

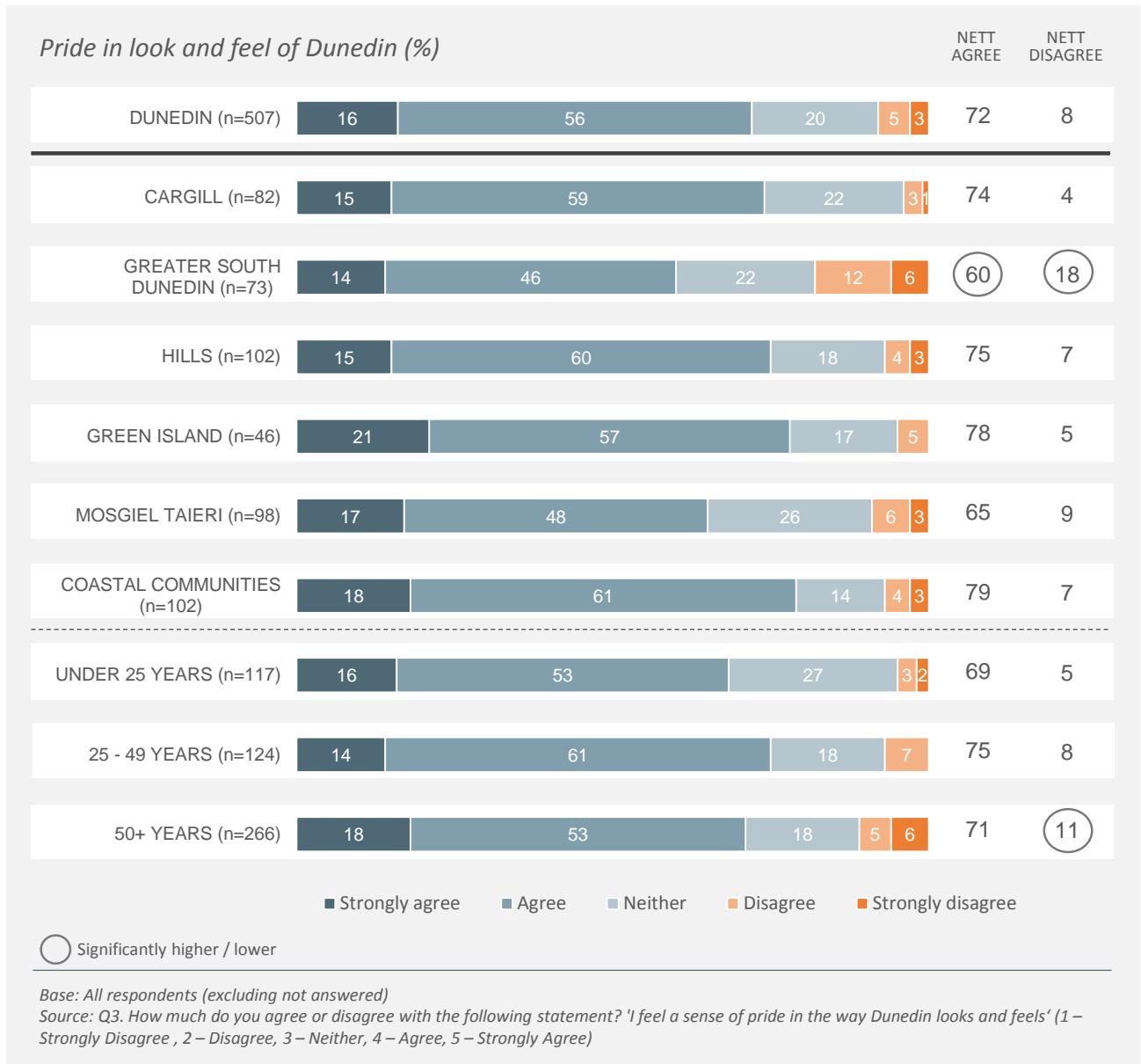
### 8.1 Perception of Dunedin as a great place to live

Close to nine in ten (85%) respondents in Dunedin agreed their city is a great place to live, with three in ten (30%) who 'strongly agree' and more than five in ten (55%) who 'agree'.



## 8.2 Pride in look and feel of Dunedin

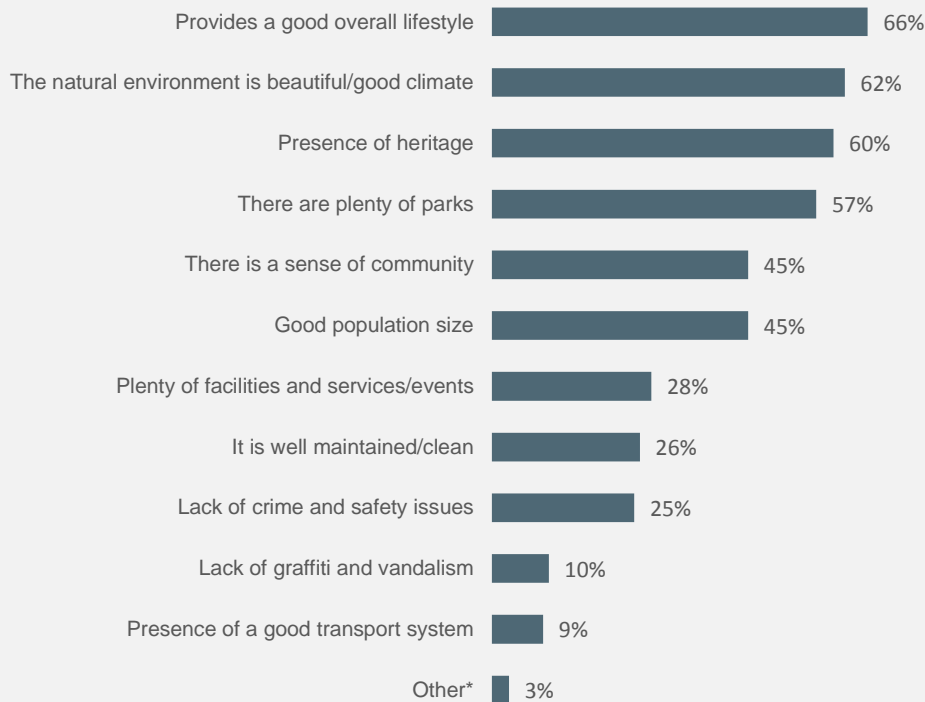
Over seven in ten (72%) respondents agreed they feel a sense of pride in the way Dunedin looks and feels.



### 8.3 Most common reasons for pride in look and feel of Dunedin

Respondents who agreed or strongly agreed that they felt a sense of pride in the way Dunedin looks and feels were asked to indicate why they felt that way, from a pre-coded list of possible reasons. The most common reasons for having a sense of pride were their city provides a good overall lifestyle (66%), the beautiful natural environment or good climate (62%), and the presence of heritage (60%).

#### *Most common reasons for pride in look and feel of Dunedin (%)*



*\*Other includes presence of art/culture/music (1%), friendly people (<1%), multicultural/diversity (<1%)*

*Base: Dunedin respondents who reported pride in look/feel of Dunedin (n=366) (excluding not answered)*

*Source: Q5. Please read through the whole list below before ticking the main reason, or reasons, for feeling a sense of pride in the way Dunedin looks and feels. Note, percentages may add to more than 100% as respondents could provide more than one reason.*

The table on the following page shows results by area and age group.

## Most common reasons for pride in look and feel of Dunedin – by area and age

	DUNEDIN TOTAL  (n=366) %	CARGILL  (n=60) %	GREATER SOUTH DUNEDIN  (n=47) %	HILLS  (n=75) %	GREEN ISLAND  (n=36) %	MOSGIEL TAIERI  (n=65) %	COASTAL COMM- UNITIES  (n=80) %	18 TO 24 YEARS  (n=80) %	25 TO 49 YEARS  (n=275) %	50 PLUS YEARS  (n=171) %
Provides a good overall lifestyle	66	63	54	70	72	60	73	59	61	<b>74</b>
The natural environment is beautiful/good climate	62	68	51	65	67	<b>44</b>	68	61	60	63
Presence of heritage	60	65	59	57	71	55	56	56	56	<b>65</b>
There are plenty of parks	57	59	58	67	59	57	<b>40</b>	59	54	58
There is a sense of community	45	46	39	48	50	43	44	47	48	42
Good population size	45	41	52	47	53	<b>32</b>	45	46	42	49
Presence of good urban design/good planning and zoning	29	38	18	30	42	22	25	<b>45</b>	25	25
Plenty of facilities and services/events	28	36	20	31	34	22	22	28	21	<b>35</b>
It is well maintained/clean	26	24	26	23	29	22	31	32	22	26
Lack of crime and safety issues	25	33	15	24	31	18	27	32	31	<b>17</b>
Lack of graffiti and vandalism	10	6	7	10	17	12	12	5	8	<b>14</b>
Presence of a good transport system	9	11	8	11	14	6	4	4	7	<b>13</b>
Other*	2	6	3	3	4	-	4	5	1	6

\*Other includes 'presence of art/sculpture/music' (1% of total), 'friendly people' (<1%), 'multicultural diversity' (<1%), and 'quiet/peaceful' (<1%)

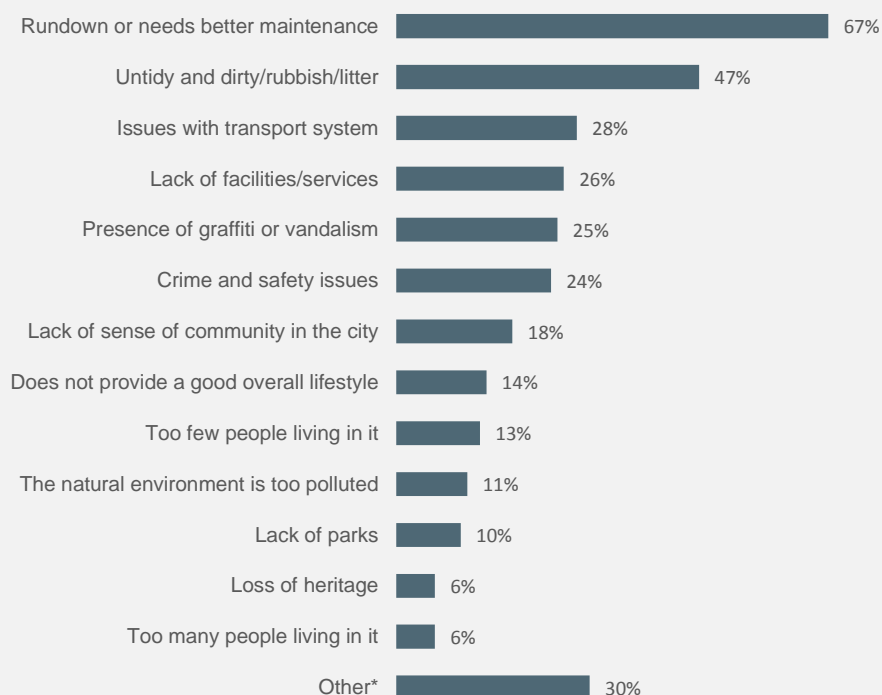
Note, percentages may add to more than 100% as respondents could provide more than one reason. Base: All respondents who reported pride in look/feel of their city (excluding not answered). Source: Q5. Please read through the whole list below before ticking the main reason, or reasons, for not feeling a sense of pride in the way the city looks and feels.

**Bolded** figures represent significantly higher or lower results.

## 8.4 Most common reasons for lack of pride in look and feel of Dunedin

Respondents who disagreed or strongly disagreed that they felt a sense of pride in the way Dunedin looks and feels were asked to indicate why they felt that way, from a pre-coded list of possible reasons. Respondents' most common reasons for lacking a sense of pride in the look and feel of their city were the feeling that their city was run down and/or needed better maintenance (67%), it was untidy or dirty/rubbish-littered (47%), and issues with the transport system (28%).

*Most common reasons for lack of pride in look and feel of Dunedin (%)*



*\*Other includes 'CBD/city centre/local centre - rundown/empty shops/' (2%), and 'too much traffic/congestion' (1%).*

*Base: Dunedin respondents who reported a lack of pride in look/feel of Dunedin (n=37) (excluding not answered)*

*Source: Q4. Please read through the whole list below before ticking the main reason, or reasons, for not feeling a sense of pride in the way Dunedin looks and feels. Note, percentages may add to more than 100% as respondents could provide more than one reason.*

These results are unable to be meaningfully examined by area and age group due to small sample sizes.

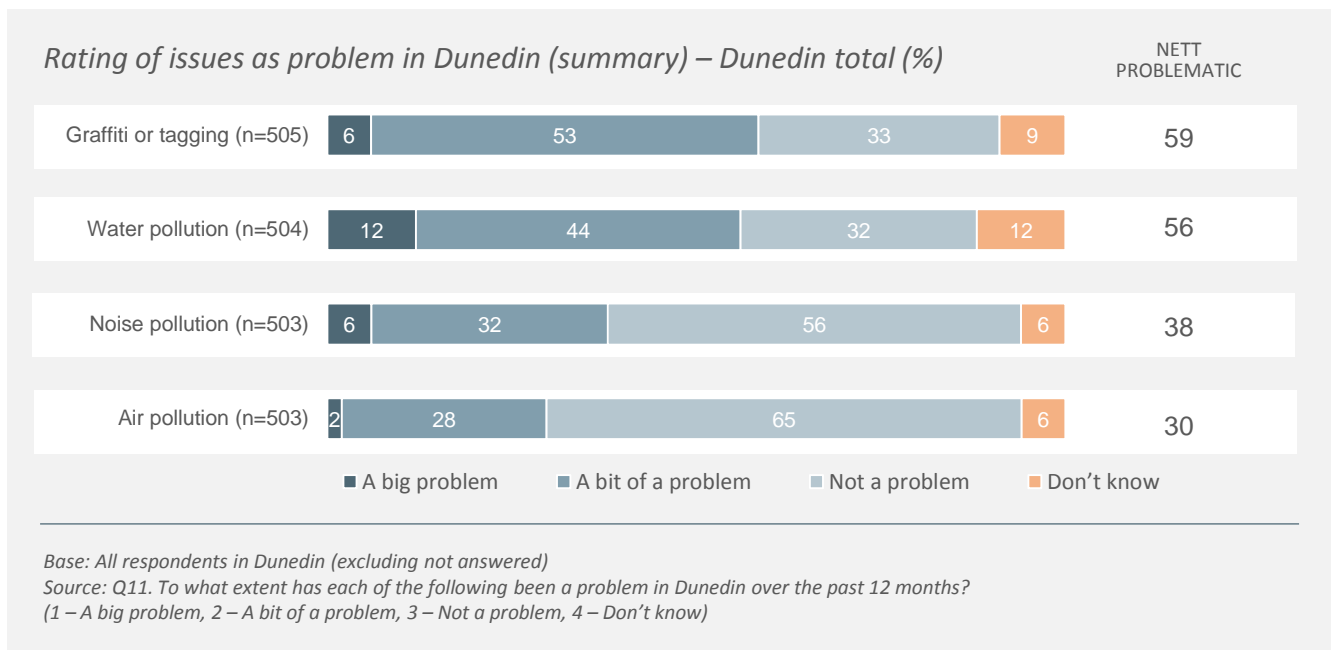


## 8.5 Perceived environmental problems in Dunedin

Respondents were asked to indicate the extent to which they perceived 10 possible issues had been a problem in their city in the previous 12 months. Results for four issues relating to the general environment are reported here (graffiti or tagging, and air, water, and noise pollution), and results for the other six issues are reported in Section 5.

The table below shows overall results for Dunedin.

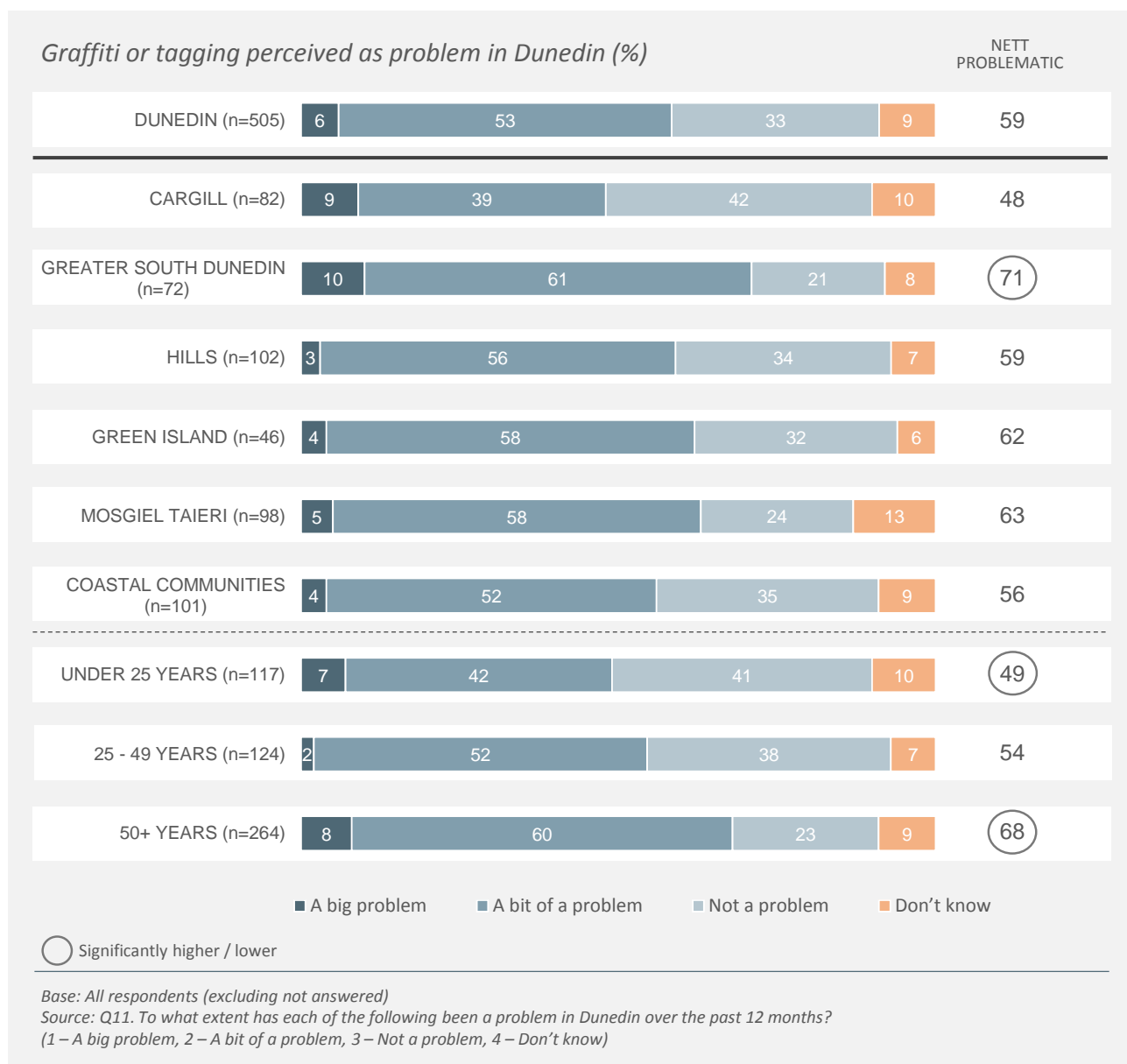
Graffiti or tagging and water pollution are identified as ‘a big problem’ or ‘a bit of a problem’ in Dunedin by around six in ten residents (59% and 56% respectively). Noise pollution is considered to be a city problem by approximately four in ten respondents (38%), while only three in ten respondents in Dunedin consider air pollution to be an issue (30%).



Results by area and age group are outlined on the following pages.

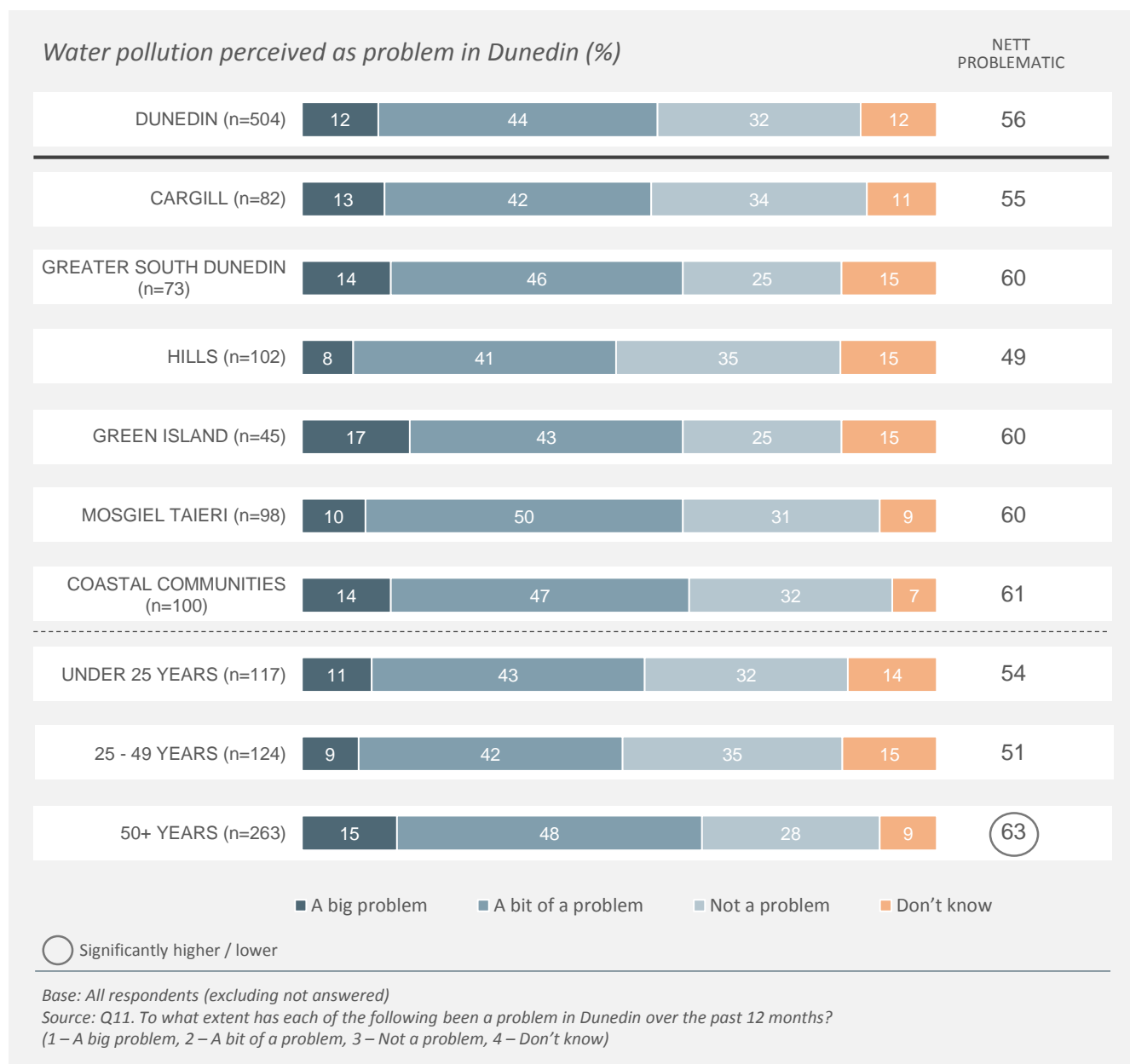
## Graffiti or tagging (perceived problem in Dunedin)

Close to six in ten (59%) respondents living in Dunedin agreed that graffiti or tagging had been a problem in Dunedin in the previous 12 months.



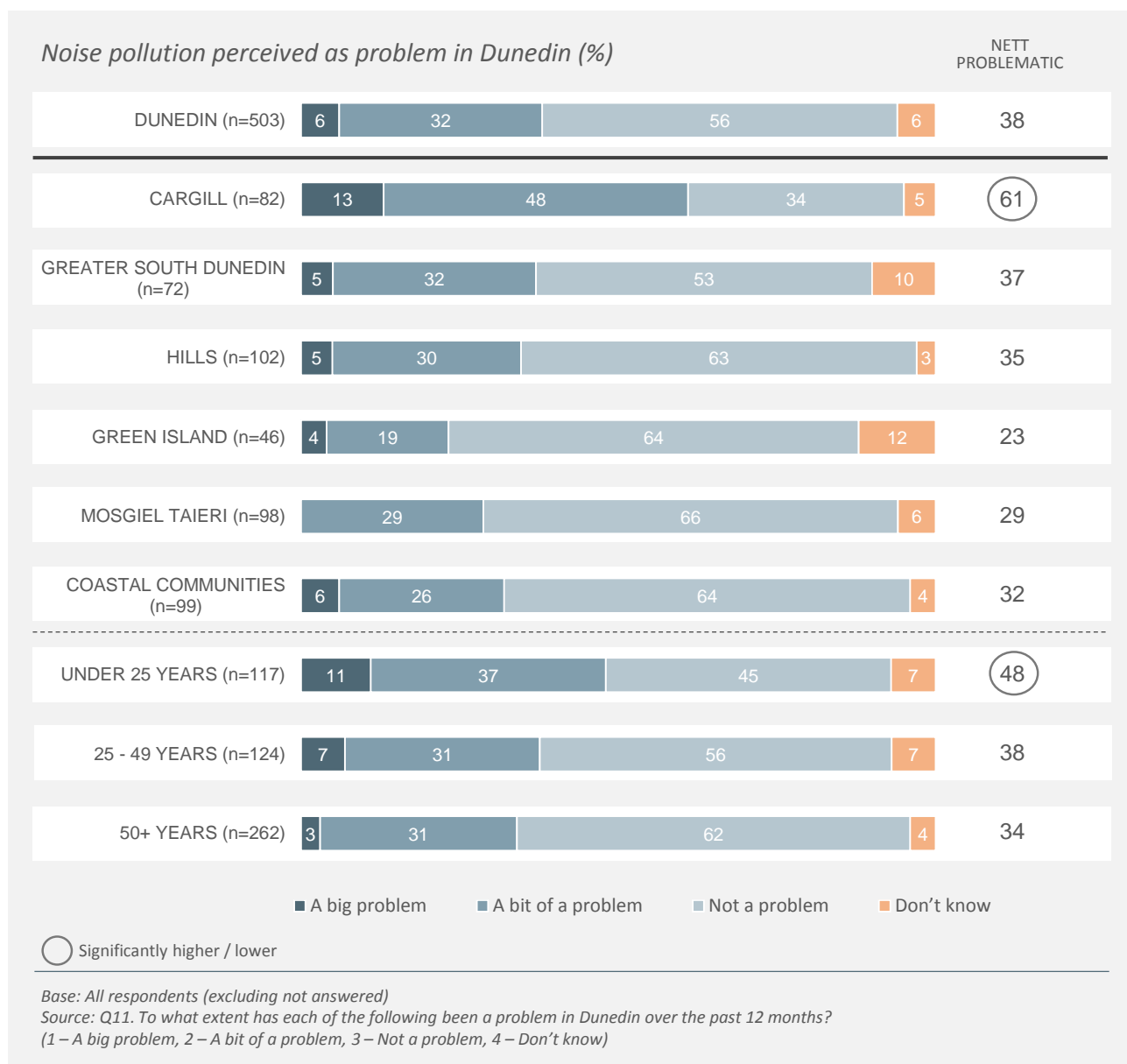
## Water pollution (perceived problem in Dunedin)

Close to six in ten (56%) of respondents living in Dunedin consider water pollution to have been a problem in Dunedin in the previous 12 months.



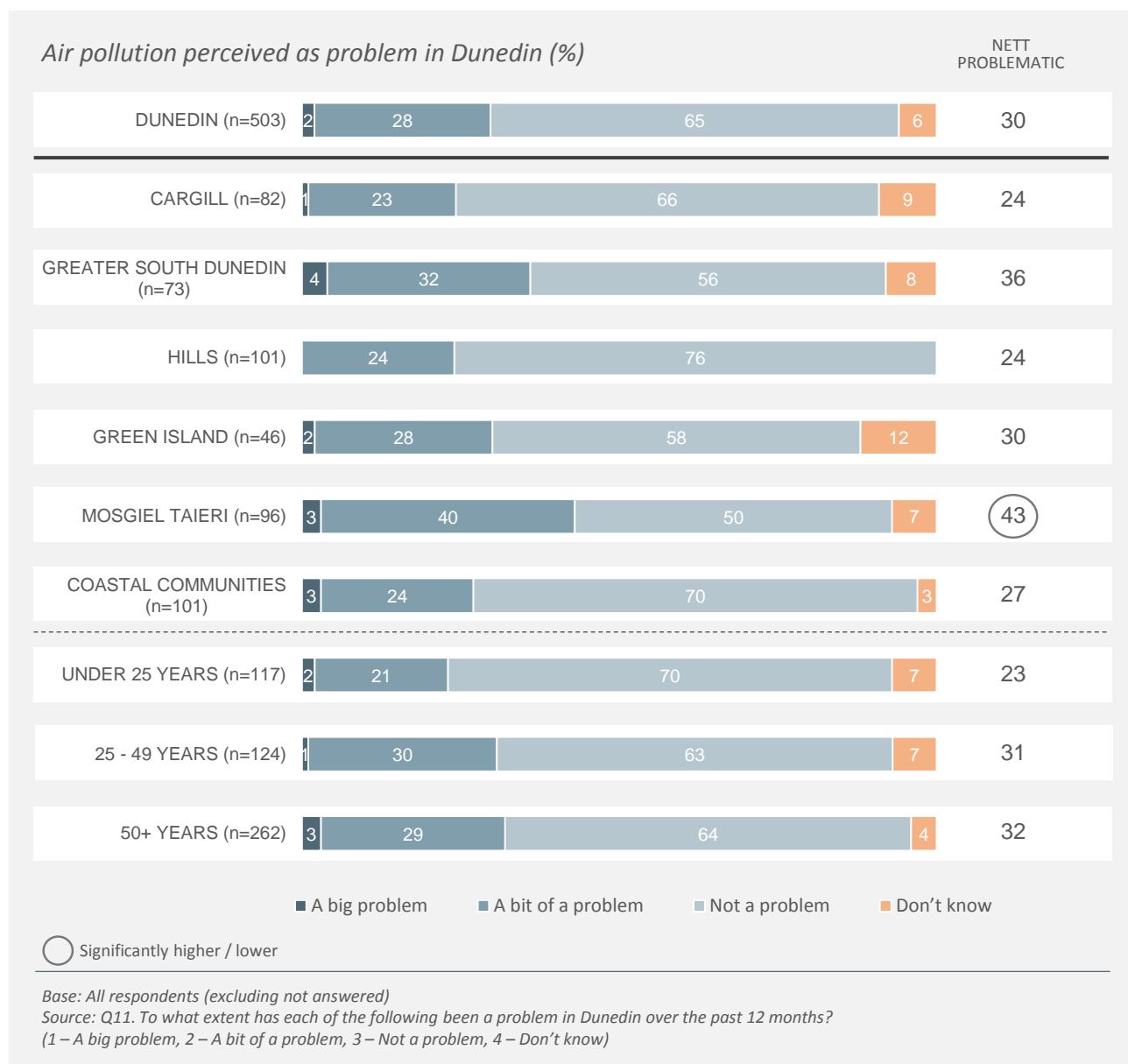
## Noise pollution (perceived problem in Dunedin)

Close to four in ten (38%) respondents living in Dunedin consider noise pollution to have been a problem in Dunedin in the previous 12 months.



## Air pollution (perceived problem in Dunedin)

Three in ten (30%) respondents living in Dunedin consider air pollution to have been a problem in Dunedin in the previous 12 months.

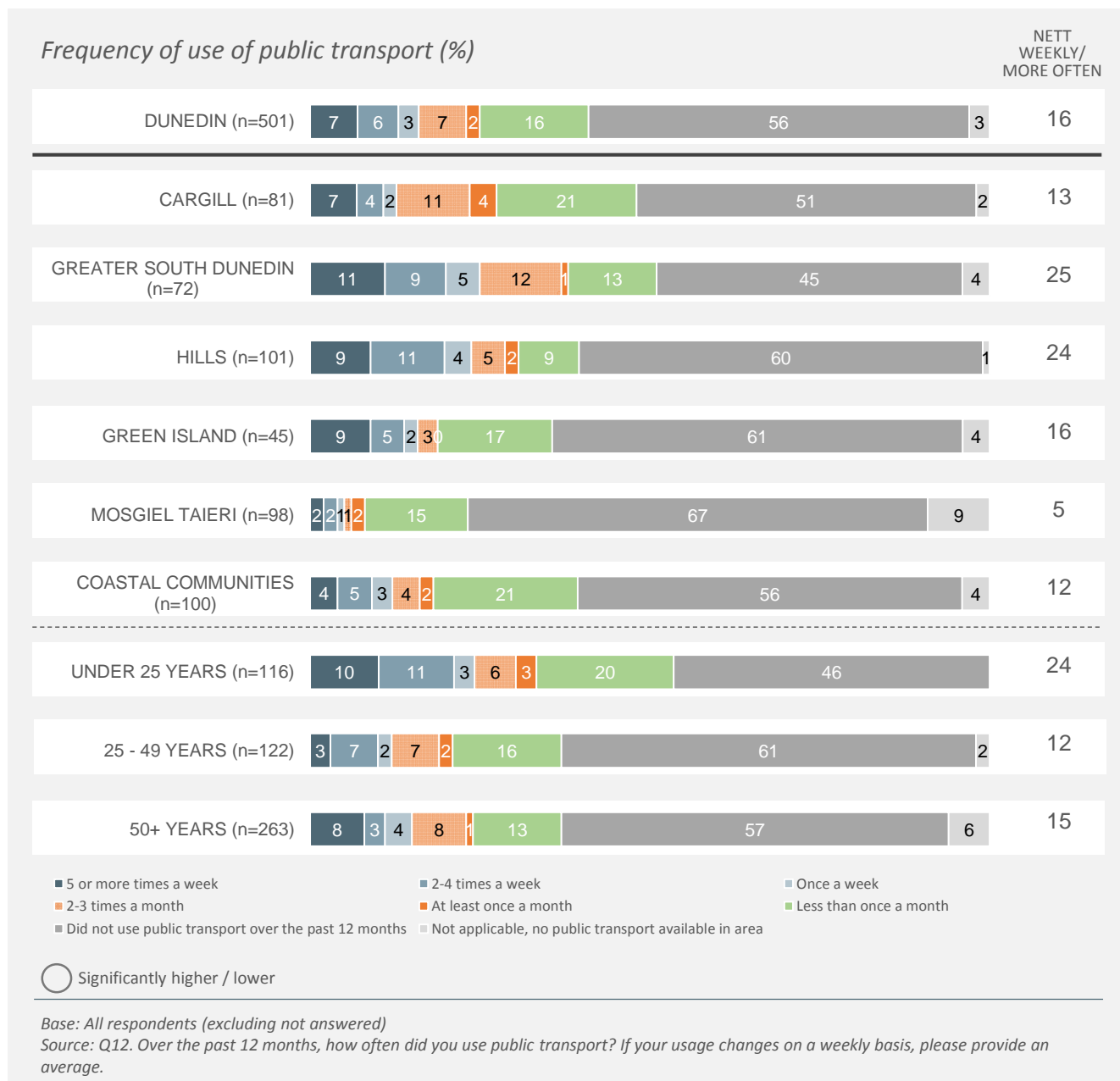


## 9. TRANSPORT

This section reports on respondents' use and perceptions of public transport. For the purposes of this survey, public transport in Dunedin referred to buses, including school buses. It did not include taxis.

### 9.1 Frequency of use of public transport

Close to one in five (16%) respondents in Dunedin had used public transport weekly or more often over the previous 12 months. A small majority (56%) of respondents had not used public transport in the last 12 months.

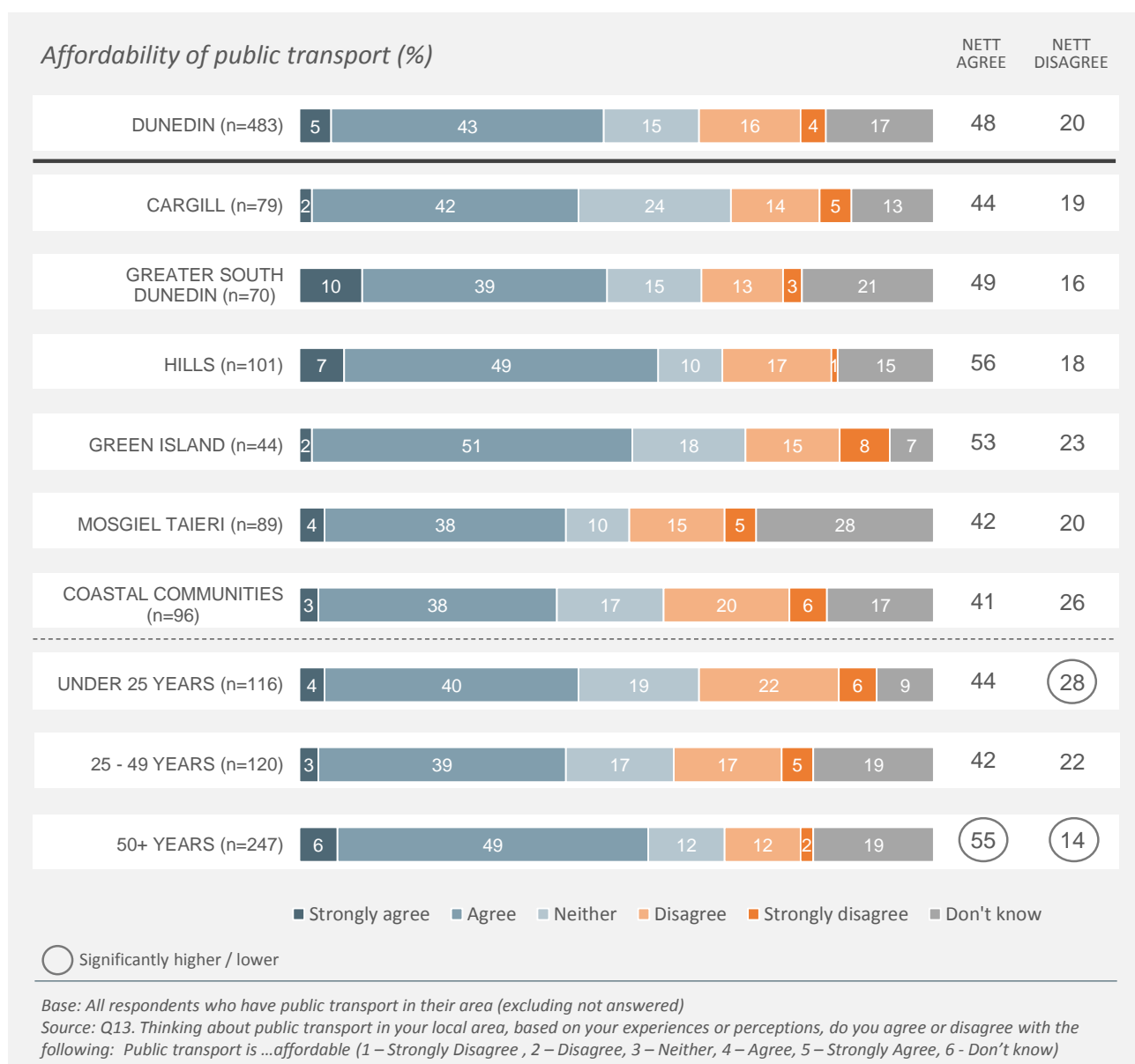


## 9.2 Perceptions of public transport

All respondents, with the exception of those who stated that the question about public transport was not applicable to them because they have no public transport in their area, were asked about their perceptions of public transport with respect to affordability, safety, ease of access, frequency and reliability. There were 21 respondents in Dunedin who said they have no public transport in their area – 9 living in Mosgiel Taieri, 6 living in Coastal Communities, 2 living in Greater South Dunedin, 2 living in Cargill, 1 living in Green Island, and 1 living in Hills.

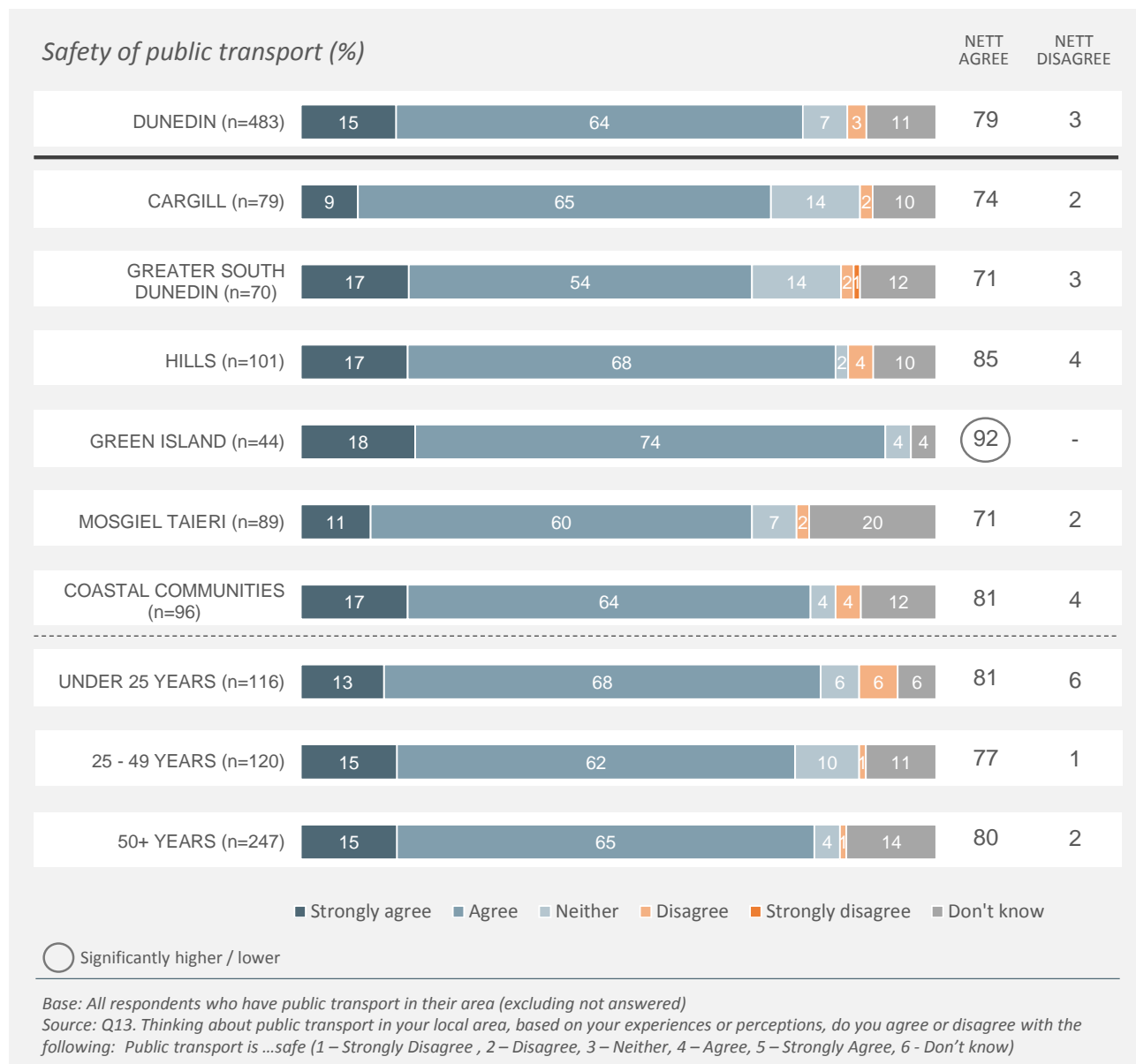
### Affordability

Around half (48%) of respondents living in Dunedin agreed that public transport was affordable.



## Safety

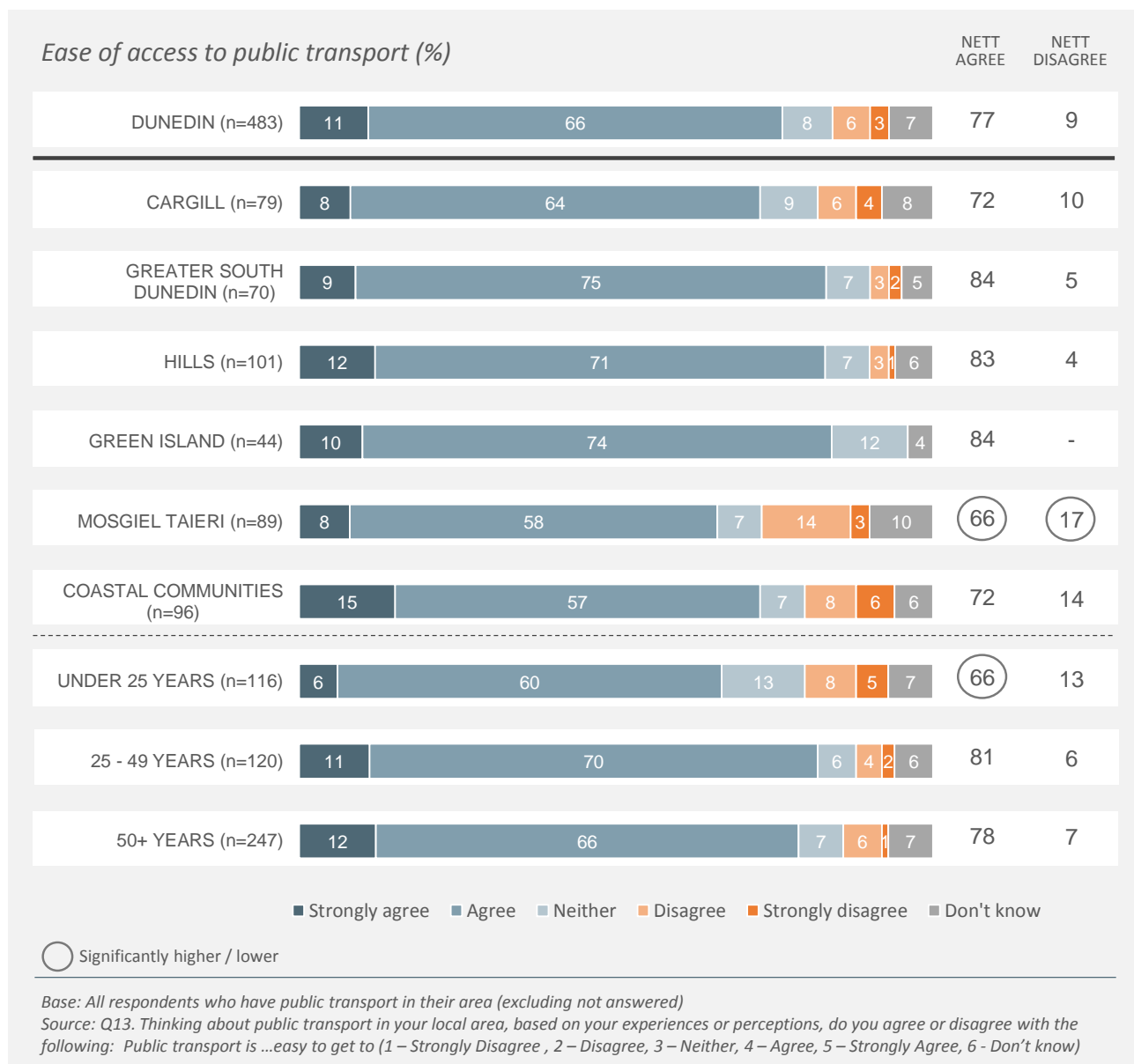
Four in five (79%) Dunedin respondents agreed that public transport was safe.





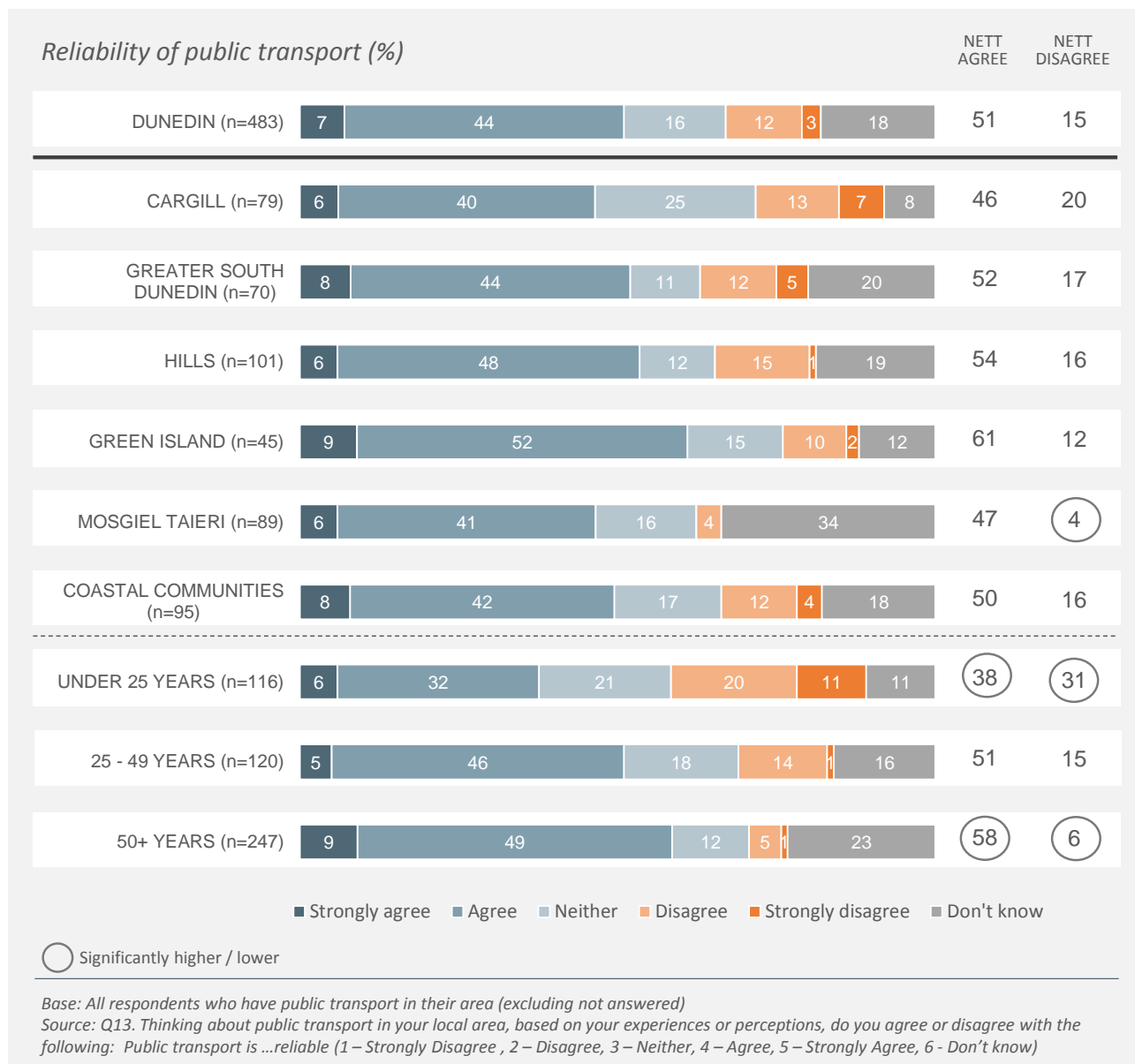
## Ease of access

Just over three quarters (77%) of Dunedin respondents agreed that public transport was easy to get to.



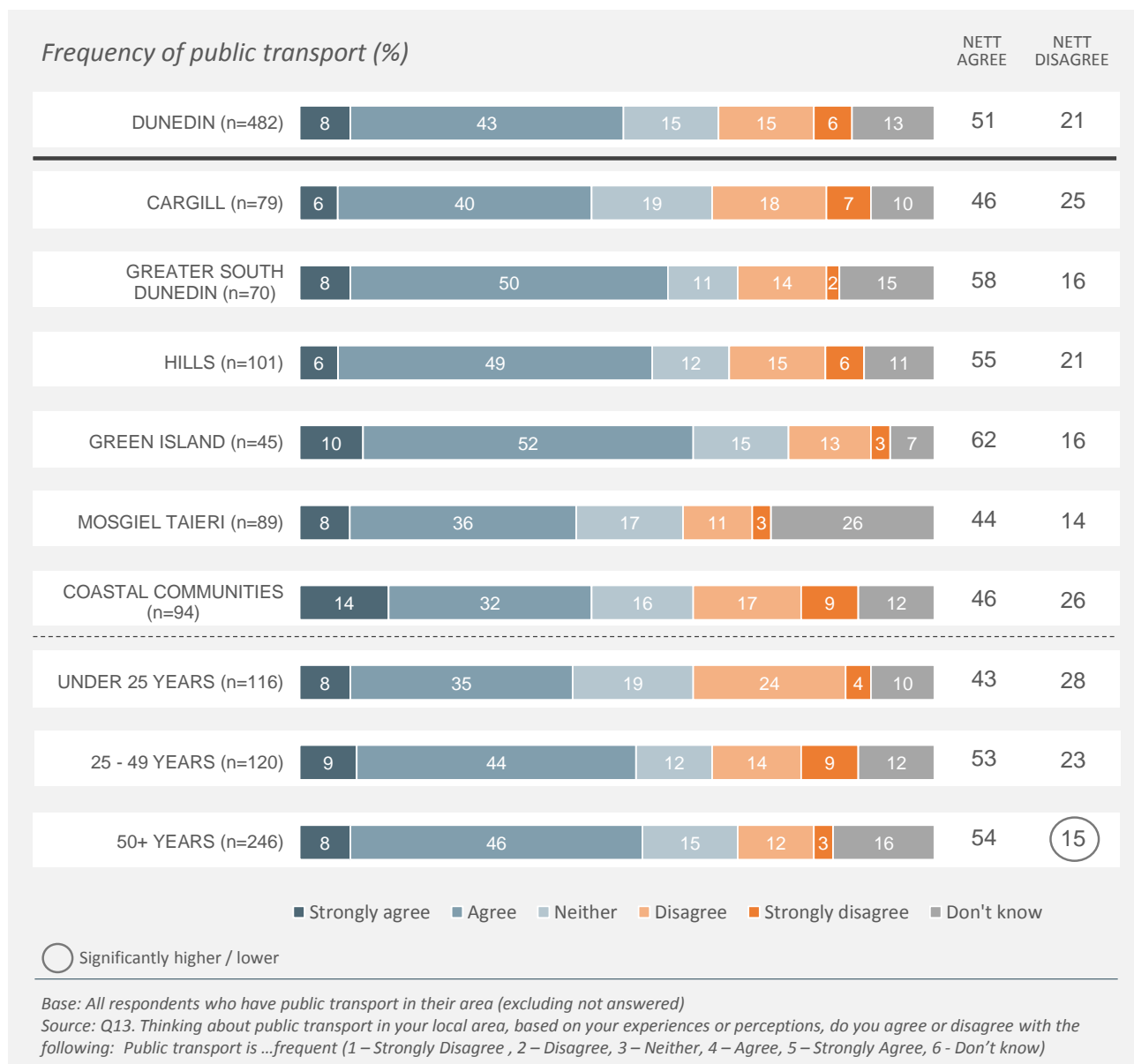
## Reliability

Half (51%) of respondents in Dunedin agreed that public transport was reliable (i.e. comes when it says it will).



## Frequency

Just over half (51%) of Dunedin respondents agreed that public transport is frequent.

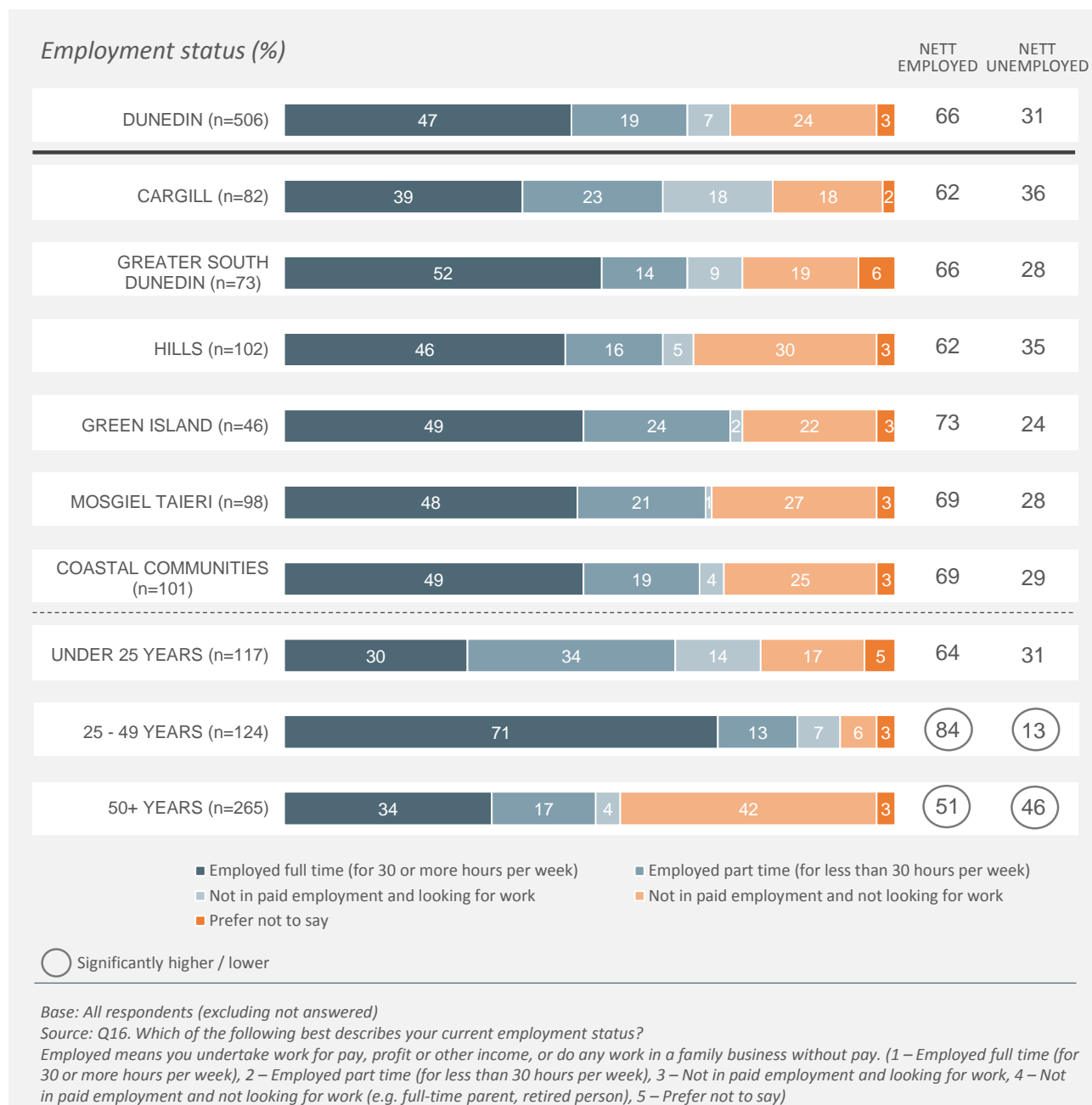


## 10. ECONOMIC WELLBEING

This section reports on Dunedin respondents' employment status, perceptions of their work/life balance, and their ability to cover costs of everyday needs.

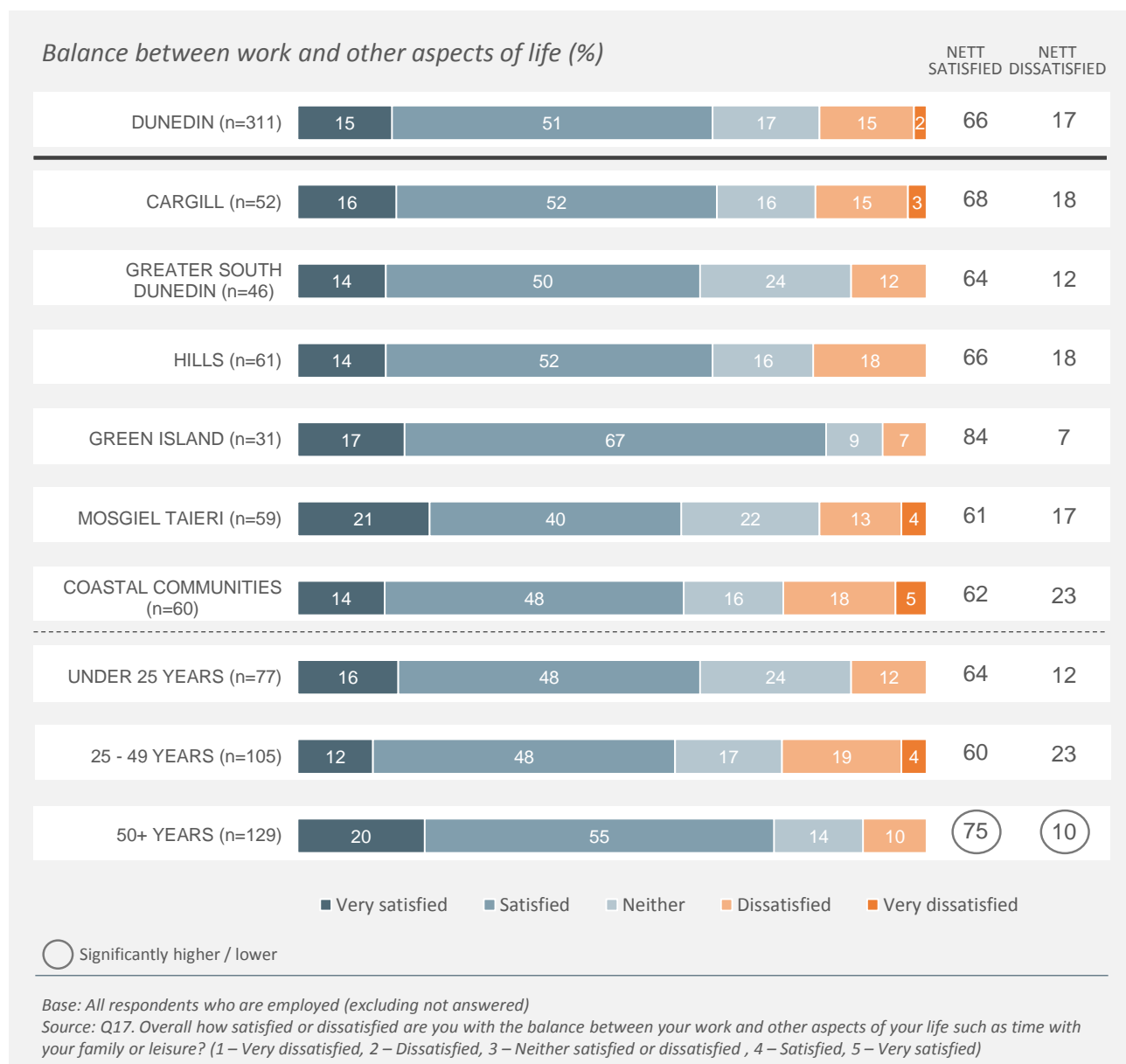
### 10.1 Employment status

Two thirds (66%) of Dunedin respondents were employed in either full-time (47%) or part-time (19%) work, and a further 7% were currently seeking work.



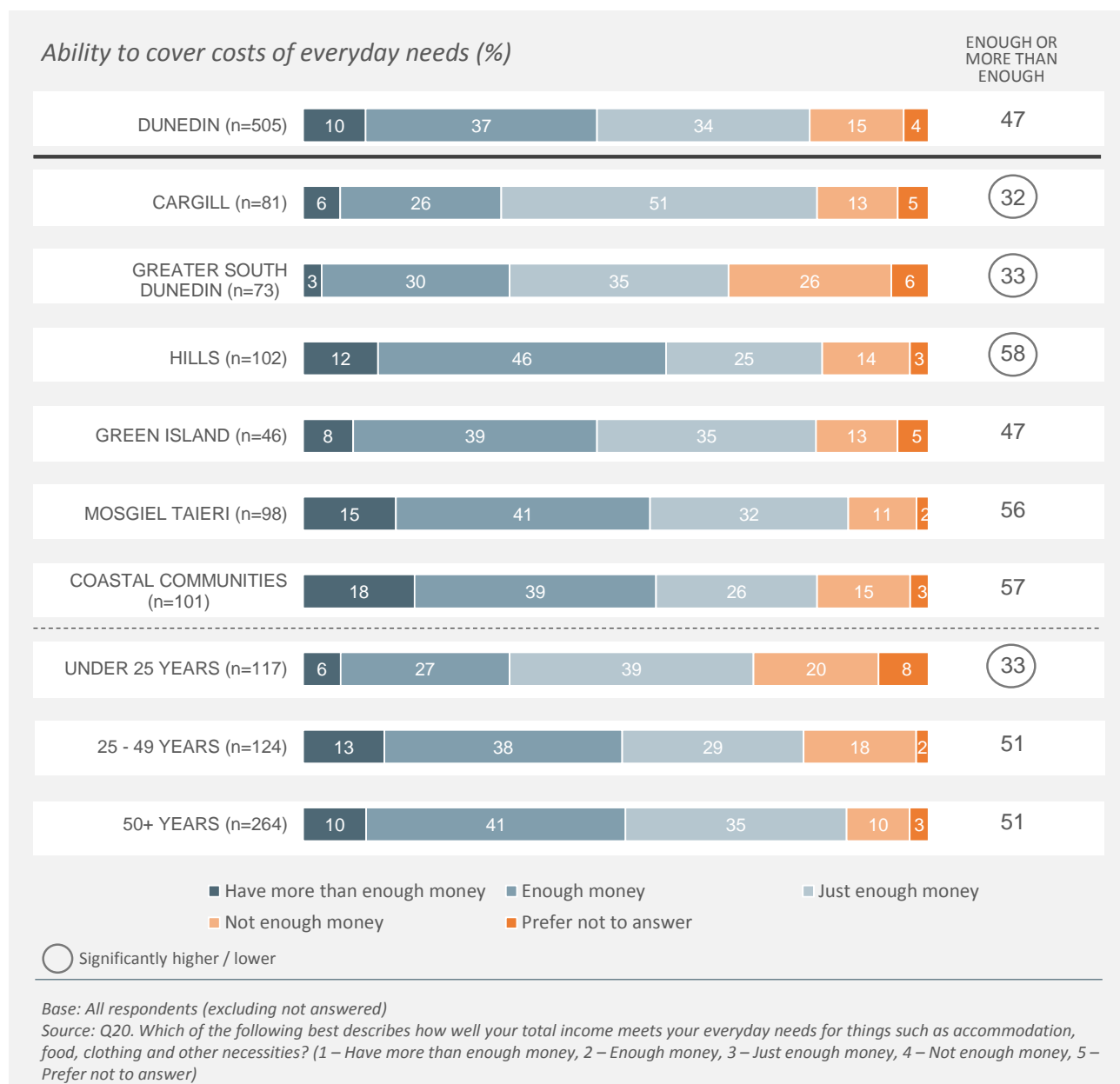
## 10.2 Balance between work and other aspects of life

Two thirds (66%) of employed respondents in Dunedin were satisfied with the balance of work and other aspects of their life.



### 10.3 Ability to cover costs of everyday needs

Just under half (47%) of respondents in Dunedin felt that they have more than enough, or enough money to meet their everyday needs for things such as accommodation, food, clothing and other necessities. Almost one in five (15%) felt they did not have enough money.



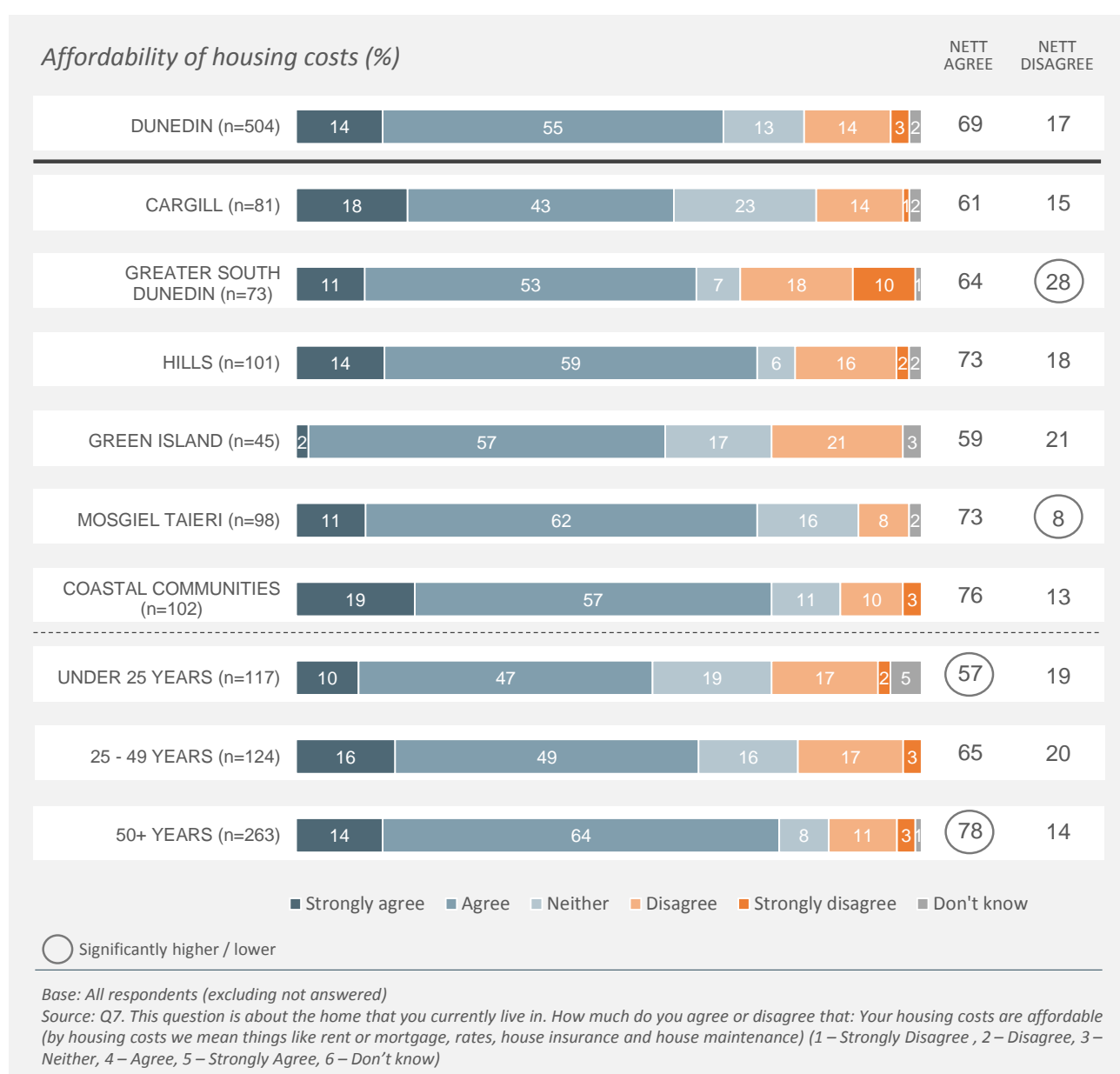
## 11. HOUSING

This section reports on Dunedin respondents' perceptions of housing affordability, access to a suitable dwelling type and location, and warmth of housing in winter.

Respondents were asked how much they agreed or disagreed with six statements related to their current housing situation. The first three questions related to affordability and general suitability of their home, and the subsequent three questions asked them to consider aspects of heating their home, during the winter months in particular.

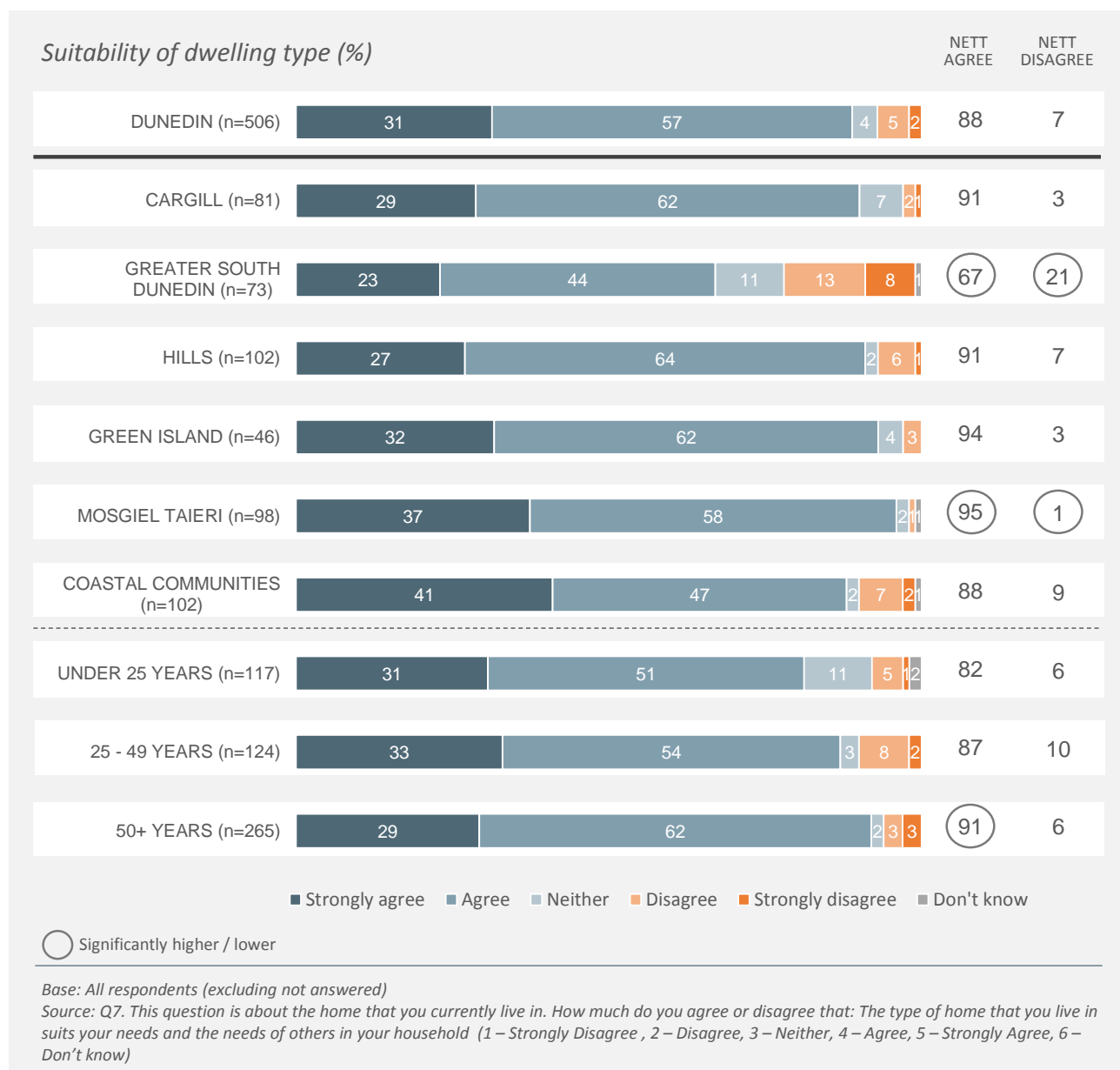
### 11.1 Affordability of housing costs

Nearly seven in ten (69%) respondents living in Dunedin agreed that their current housing costs were affordable (housing costs included things like rent or mortgage, rates, house insurance and house maintenance).



## 11.2 Suitability of dwelling type

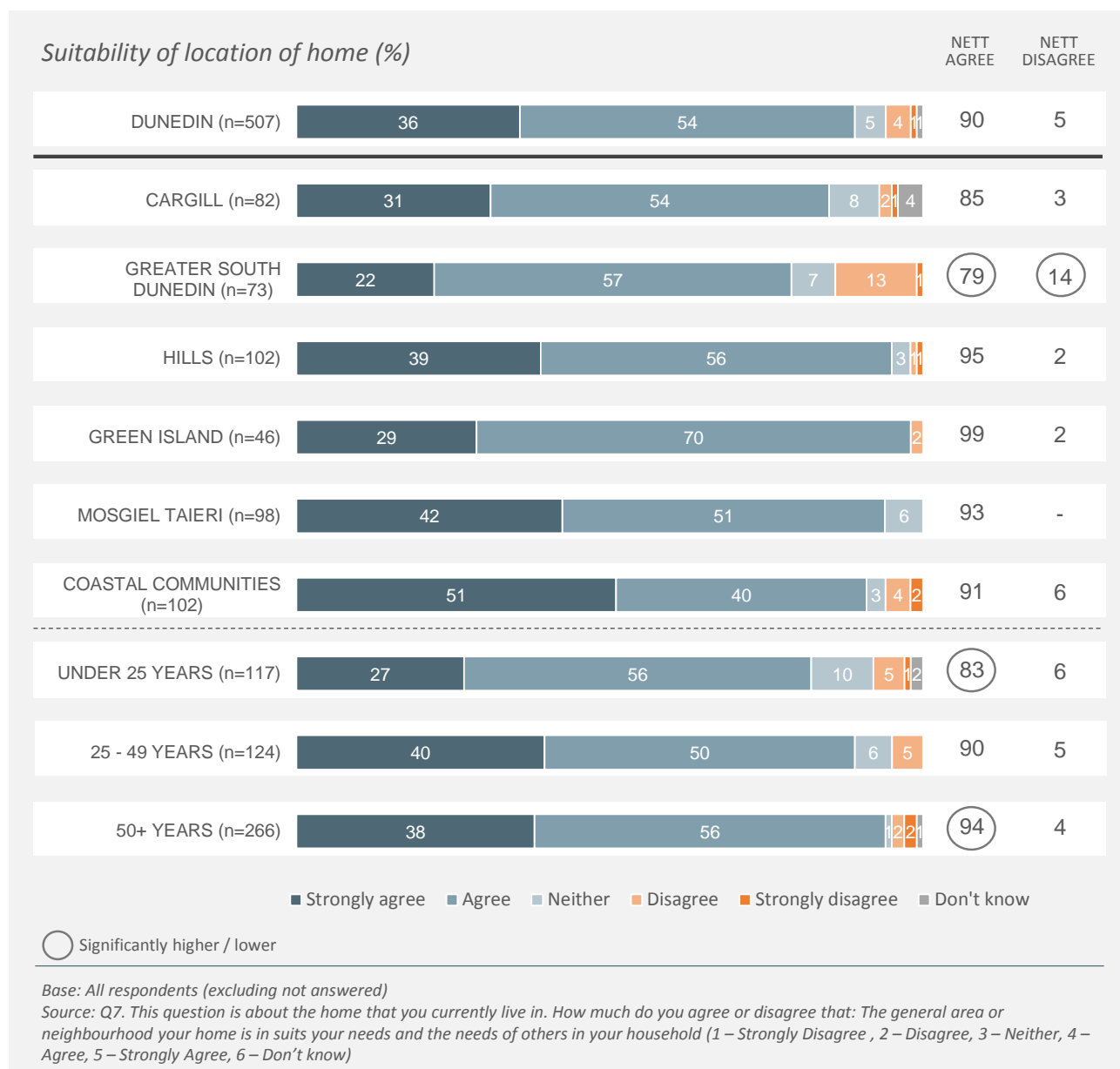
A large proportion (88%) of Dunedin respondents agreed that the type of home they lived in suited their needs and the needs of others in their household.





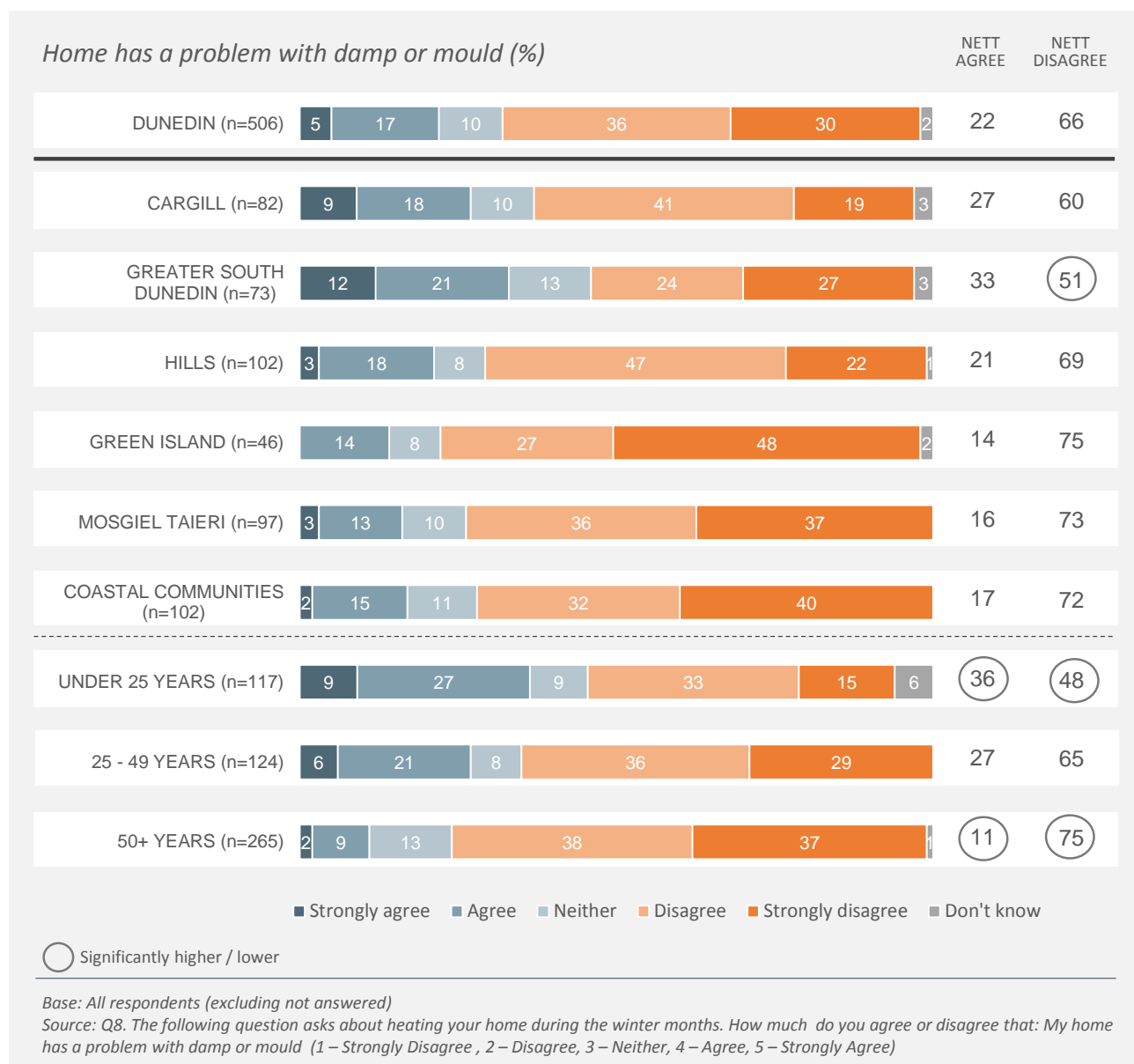
### 11.3 Suitability of location of home

Nine in ten (90%) Dunedin respondents agreed that the general area, or neighbourhood, they lived in suited their needs and the needs of others in their household.



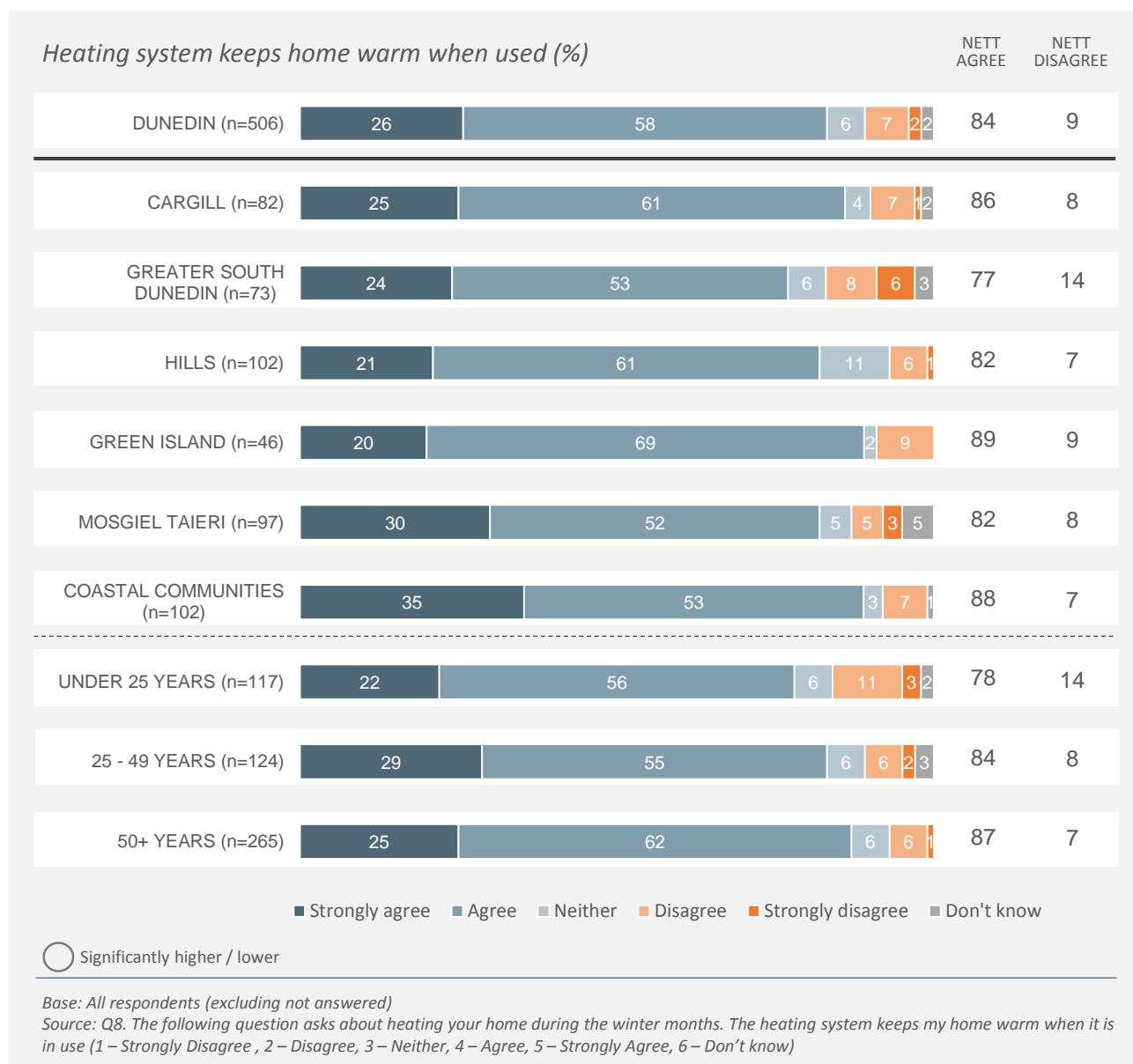
## 11.4 Home has a problem with damp or mould

About one in five (22%) of Dunedin respondents agreed that they had experienced problems with damp or mould in their home during winter.



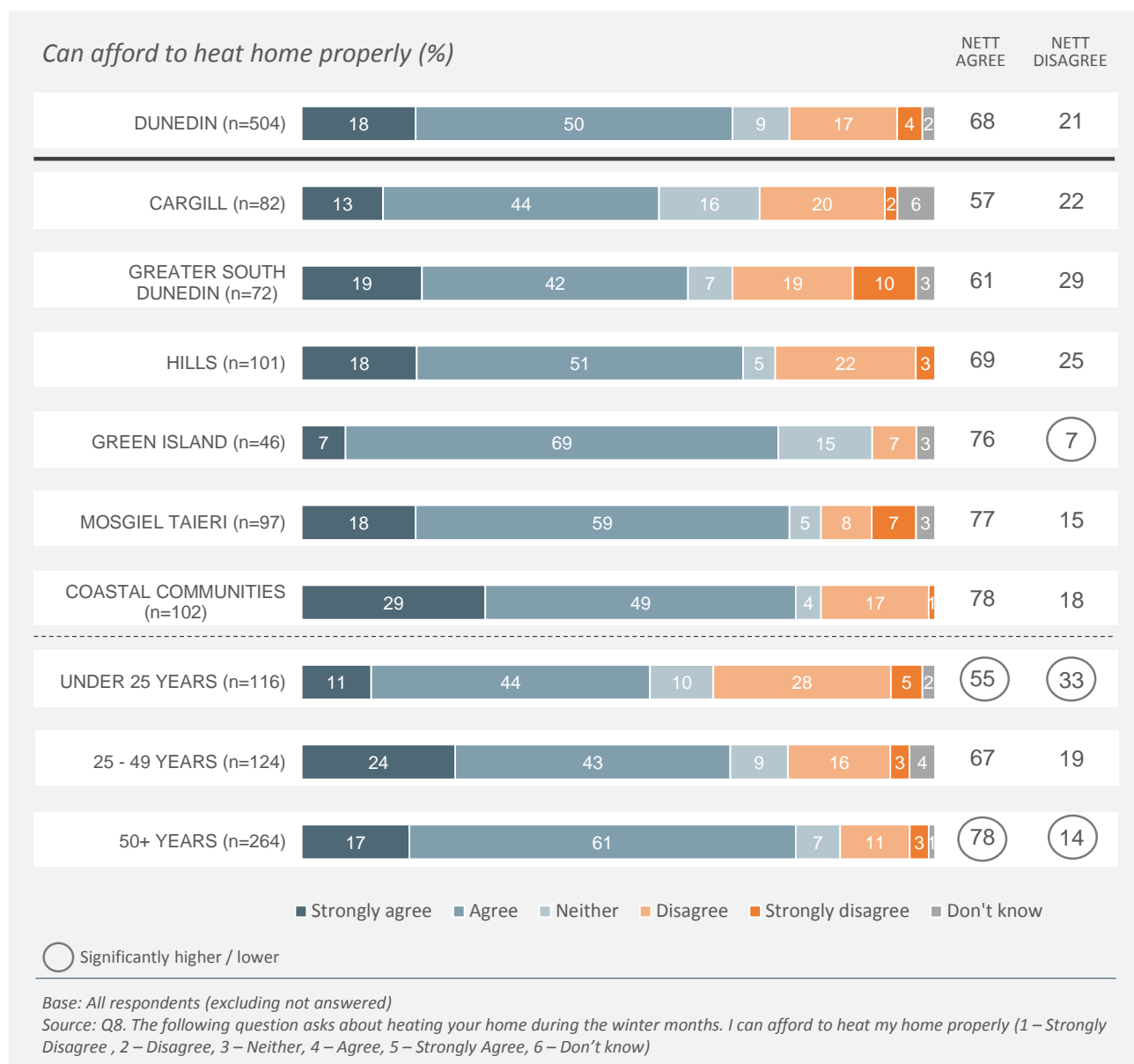
## 11.5 Heating system keeps home warm when used

More than four in five (84%) respondents in Dunedin agreed that their heating system keeps their home warm when it is in use during winter.



## 11.6 Can afford to heat home properly

Around two thirds (68%) of Dunedin respondents agreed that they can afford to heat their home properly during winter.



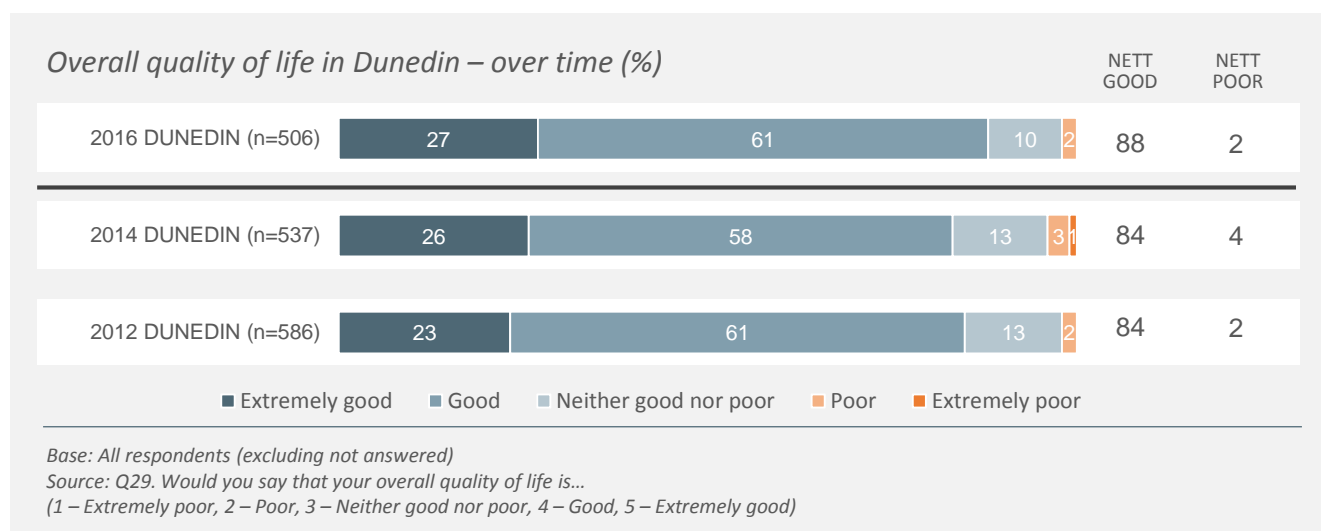
## 12. COMPARISONS WITH PREVIOUS YEARS

The following charts show the results for Dunedin of selected questions compared to the 2014 and 2012 results.

Across the questions shown here, there have been eight significant shifts in results since 2014<sup>4</sup>:

- Increase in proportion of respondents who perceive vandalism to be a problem in Dunedin (56%, compared with 49% in 2014) (see 12.4)
- Increase in proportion of respondents who perceive car theft, damage to cars, or theft from cars to be a problem in Dunedin (68%, compared with 60% in 2014) (see 12.5)
- Decrease in proportion of respondents who perceive dangerous driving to be a problem in Dunedin (76%, compared with 83% in 2014) (see 12.6)
- Increase in proportion of respondents who perceive people begging on the street to be a problem in Dunedin (35%, compared with 26% in 2014) (see 12.9)
- Decrease in the proportion of respondents who say that greater cultural diversity in Dunedin makes Dunedin a worse place to live (6%, compared with 11% in 2014) (see 12.13)
- Increase in the proportion of respondents who agree that public transport in Dunedin is affordable (48%, compared with 36% in 2014) and a corresponding decrease in the percentage of respondents who disagree that public transport in Dunedin is affordable (20%, compared with 33% in 2014) (see 12.20)
- Increase in the proportion of respondents who agree that public transport in Dunedin is accessible (77%, compared with 70% in 2014) and a corresponding decrease in the percentage of respondents who disagree that public transport in Dunedin is accessible (9%, compared with 14% in 2014) (see 12.22)
- Increase in the proportion of respondents who agree that public transport in Dunedin is frequent (51%, compared with 44% in 2014) (see 12.24).

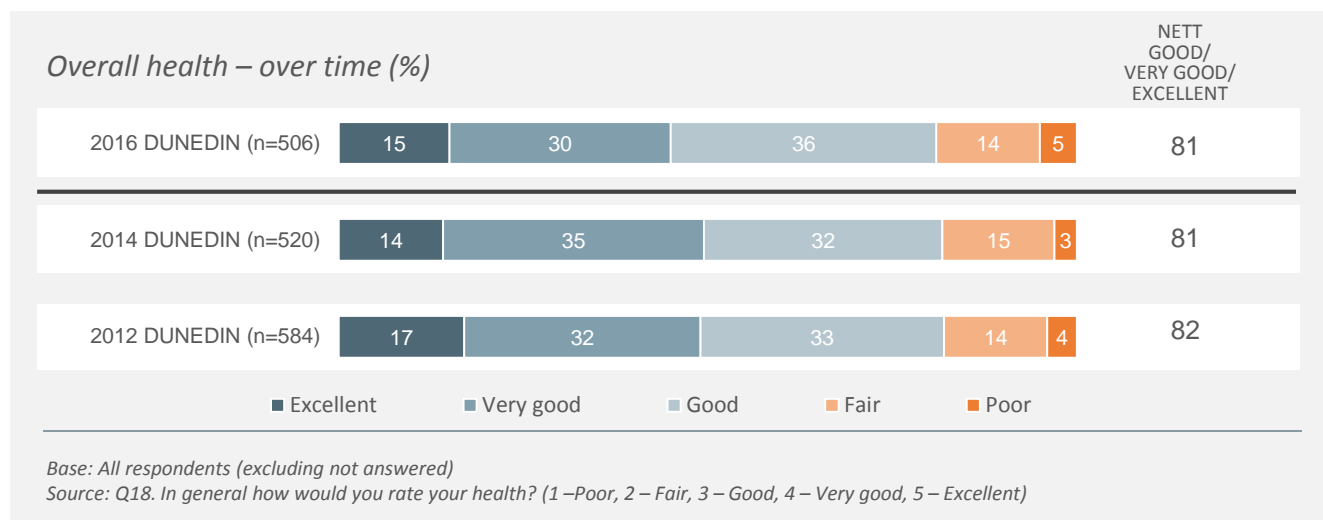
### 12.1 Overall quality of life



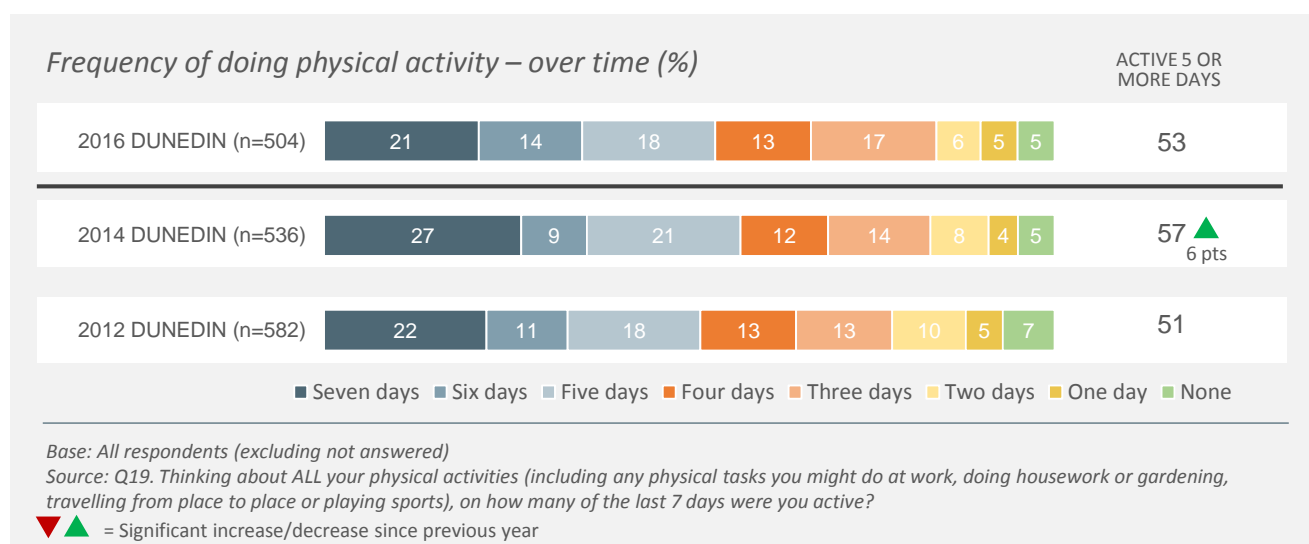
<sup>4</sup> Comparisons with 2014 are only reported where two criteria are met:

- The difference is statistically significant at the 95% confidence level, and
- The raw difference in results is 5% or greater.

## 12.2 Overall health

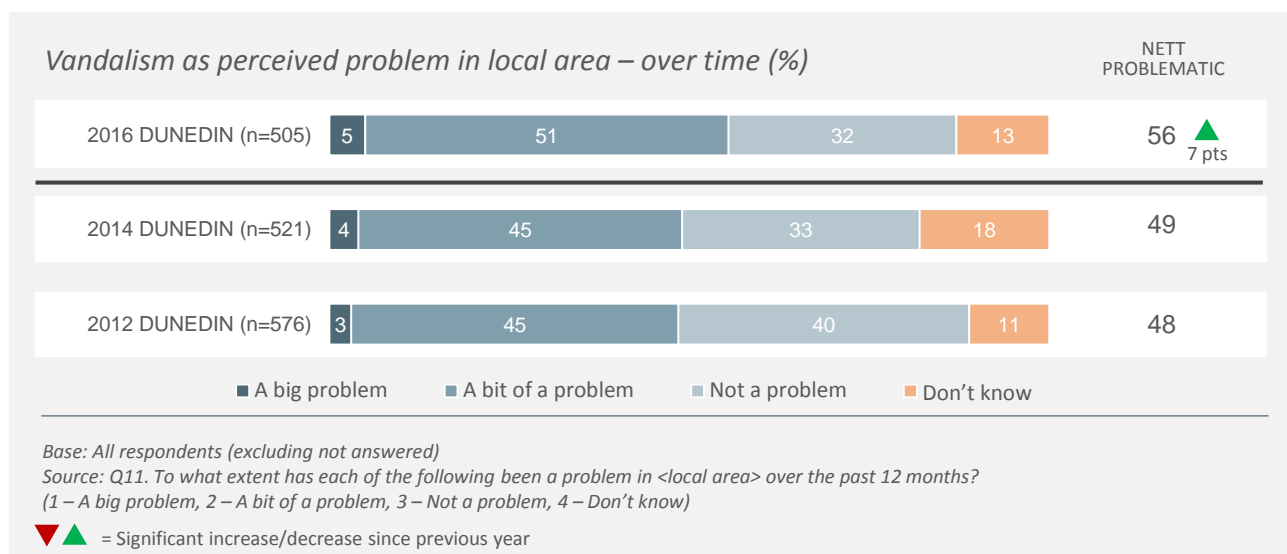


## 12.3 Frequency of doing physical activity



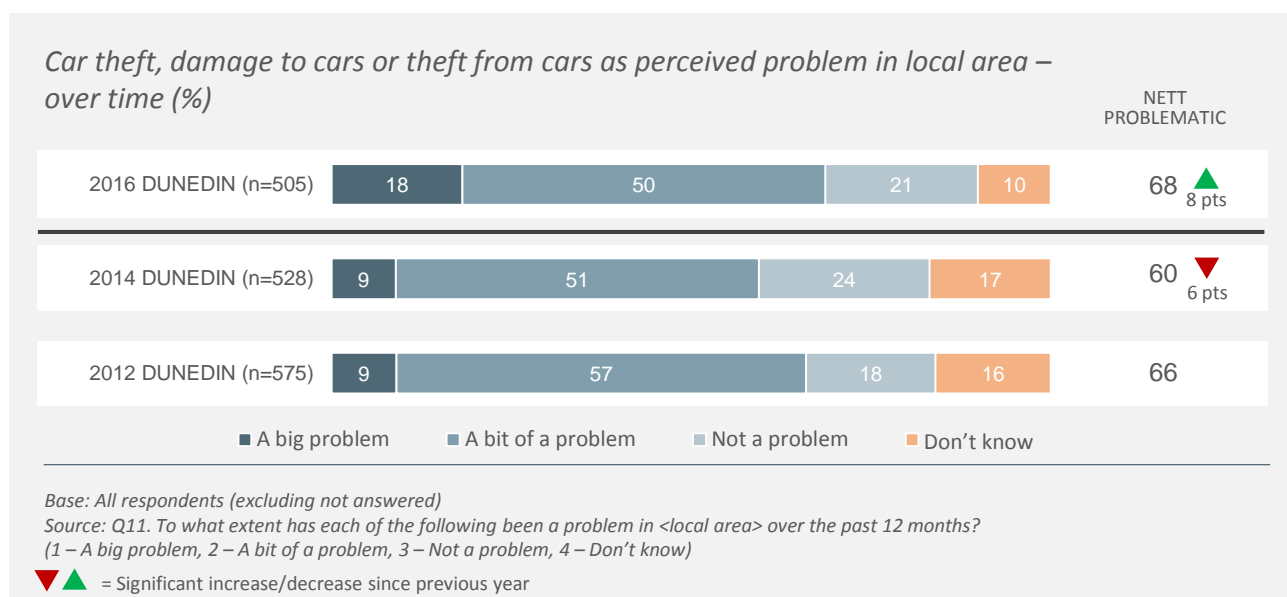
## 12.4 Vandalism as perceived problem in Dunedin

There has been a significant *increase* since 2014 in the percentage of respondents who perceive vandalism to be a problem in Dunedin.



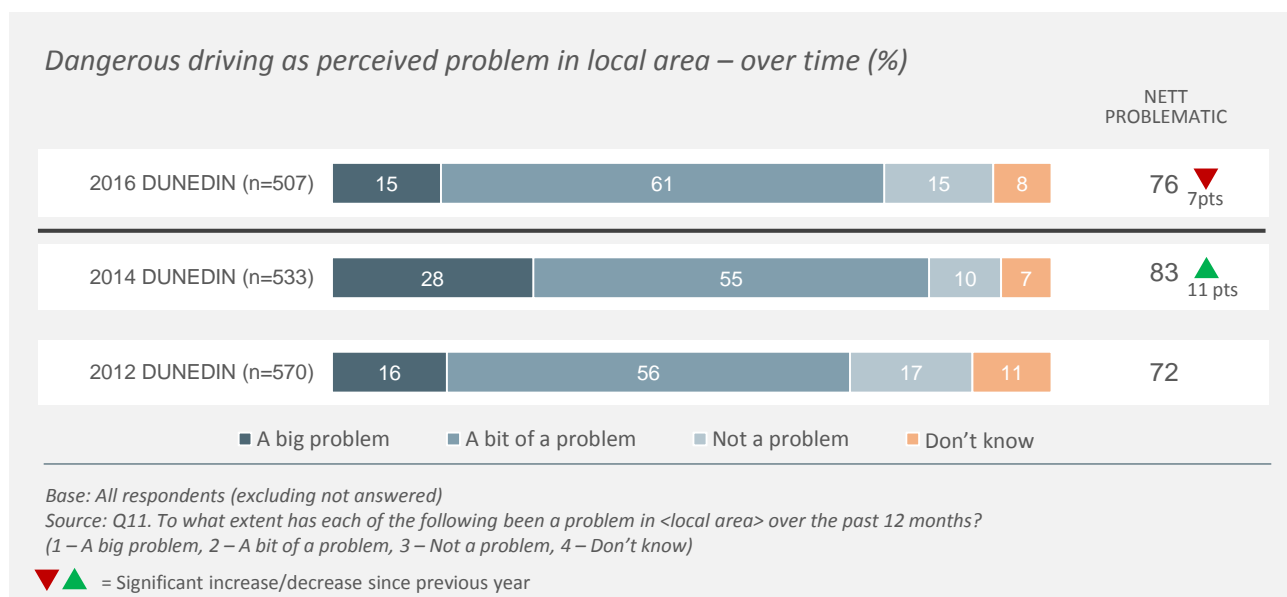
## 12.5 Car theft, damage to cars or theft from cars as perceived problem in Dunedin

There has been a significant *increase* since 2014 in the percentage of respondents who perceive car theft, damage to cars, or theft from cars to be a problem in Dunedin. This follows a significant decline from 2012 to 2014.

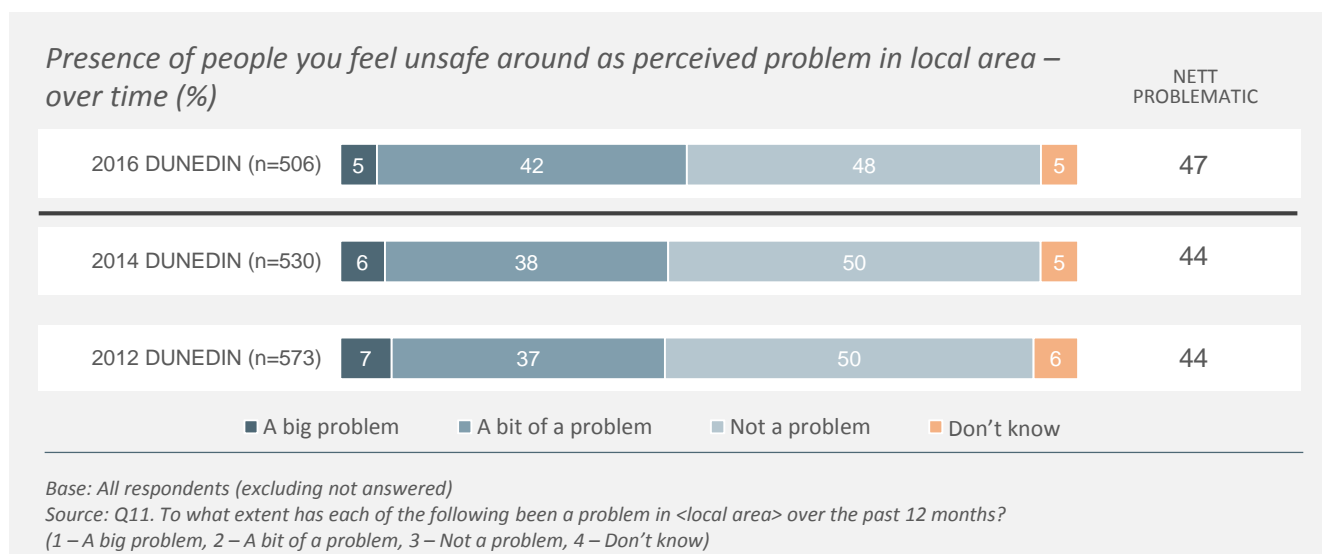


## 12.6 Dangerous driving as perceived problem in Dunedin

There has been a significant *decrease* since 2014 in the percentage of respondents who perceive dangerous driving to be a problem in Dunedin. This follows a significant increase from 2012 to 2014.



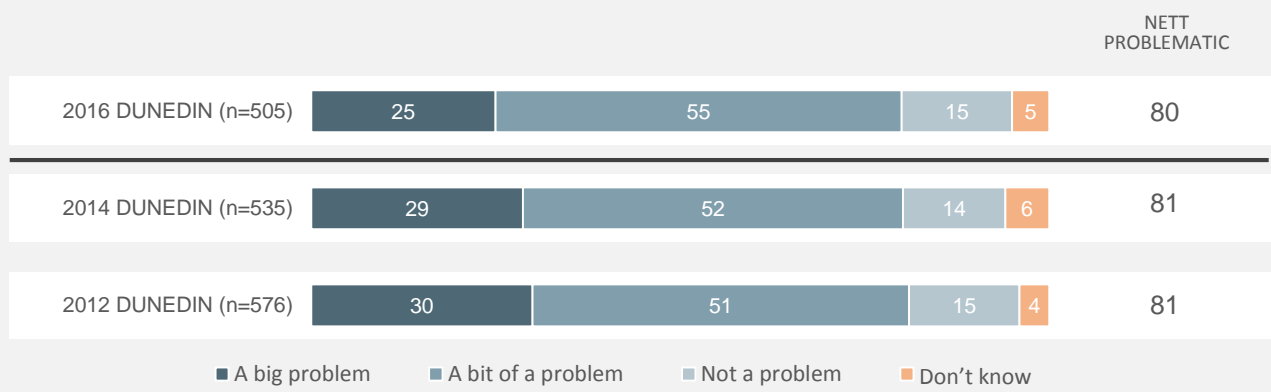
## 12.7 Presence of people you feel unsafe around as perceived problem in Dunedin





## 12.8 Alcohol or drug problems as perceived problem in Dunedin

### *Alcohol or drug problems as perceived problem in local area – over time (%)*



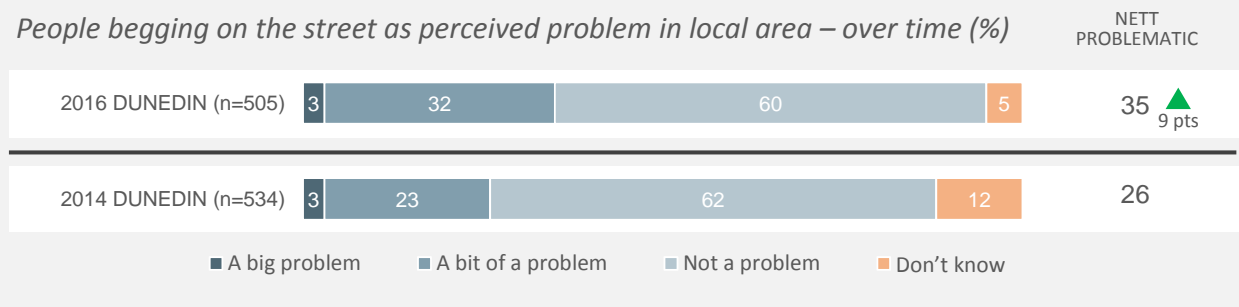
Base: All respondents (excluding not answered)

Source: Q11. To what extent has each of the following been a problem in <local area> over the past 12 months?  
(1 – A big problem, 2 – A bit of a problem, 3 – Not a problem, 4 – Don't know)

## 12.9 People begging on the street as perceived problem in Dunedin

There has been a significant increase since 2014 in the percentage of respondents who perceive people begging on the street to be a problem in Dunedin.

### *People begging on the street as perceived problem in local area – over time (%)*

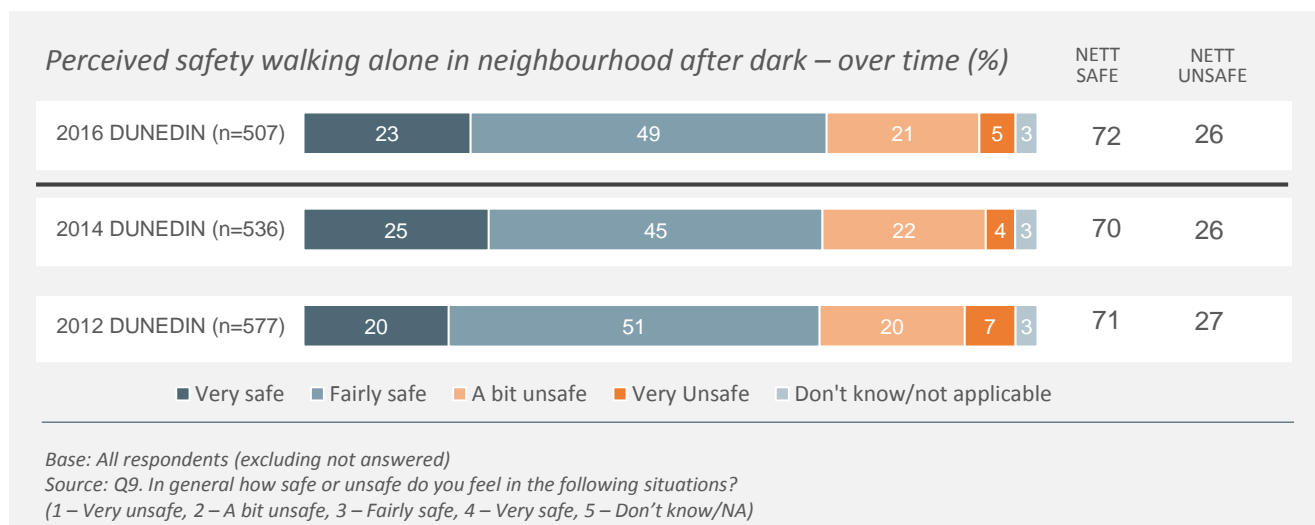


Base: All respondents (excluding not answered)

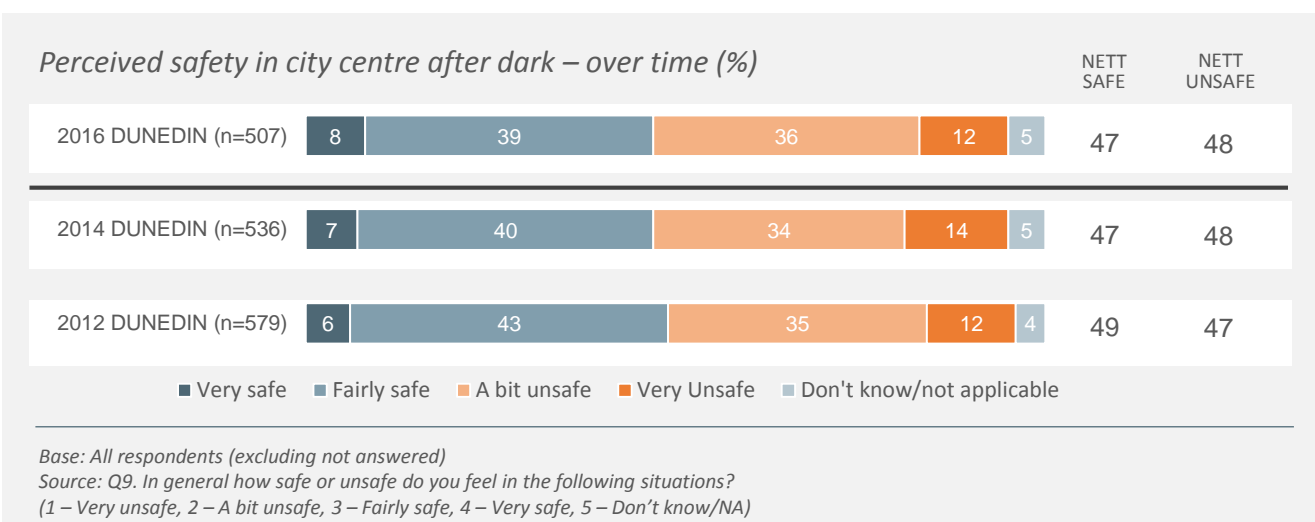
Source: Q11. To what extent has each of the following been a problem in <local area> over the past 12 months?  
(1 – A big problem, 2 – A bit of a problem, 3 – Not a problem, 4 – Don't know)

▼ ▲ = Significant increase/decrease since previous year

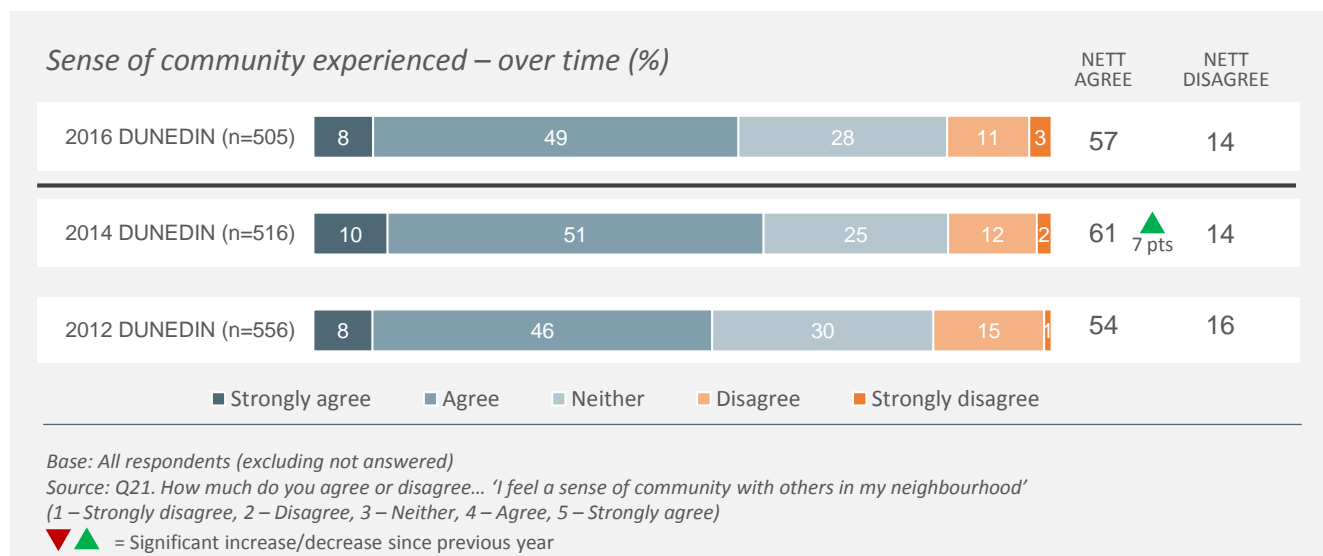
## 12.10 Perceived safety walking alone in neighbourhood after dark



## 12.11 Perceived safety in city centre after dark

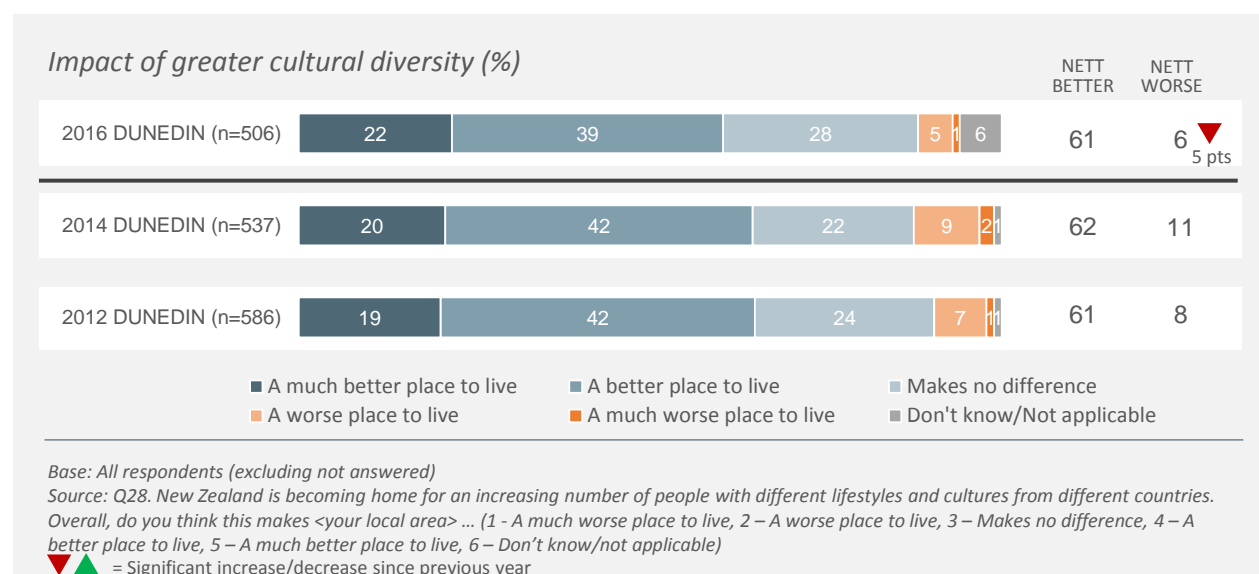


## 12.12 Sense of community experienced

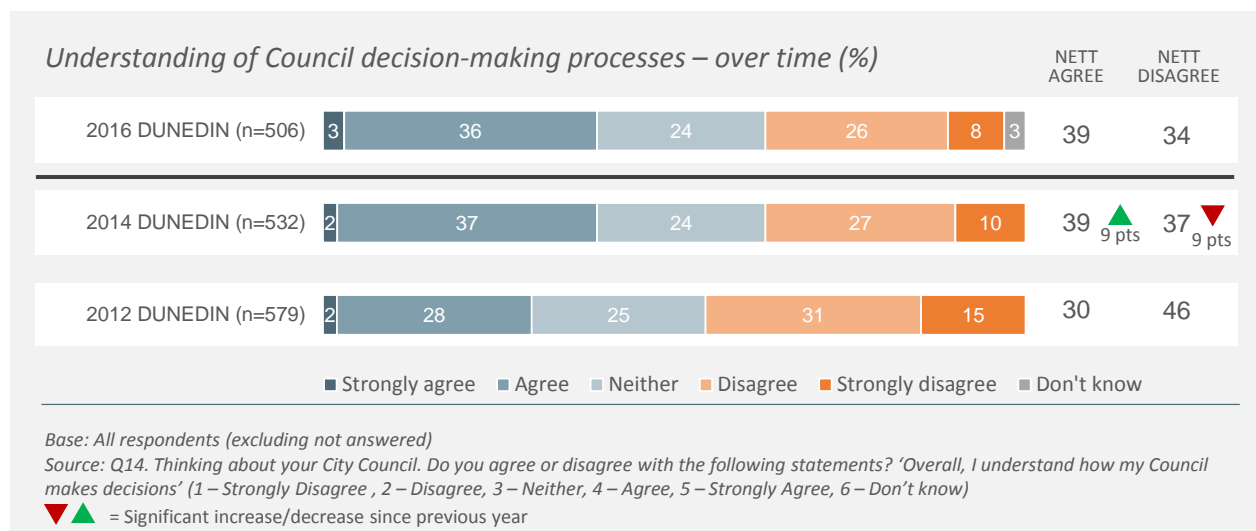


## 12.13 Impact of greater cultural diversity

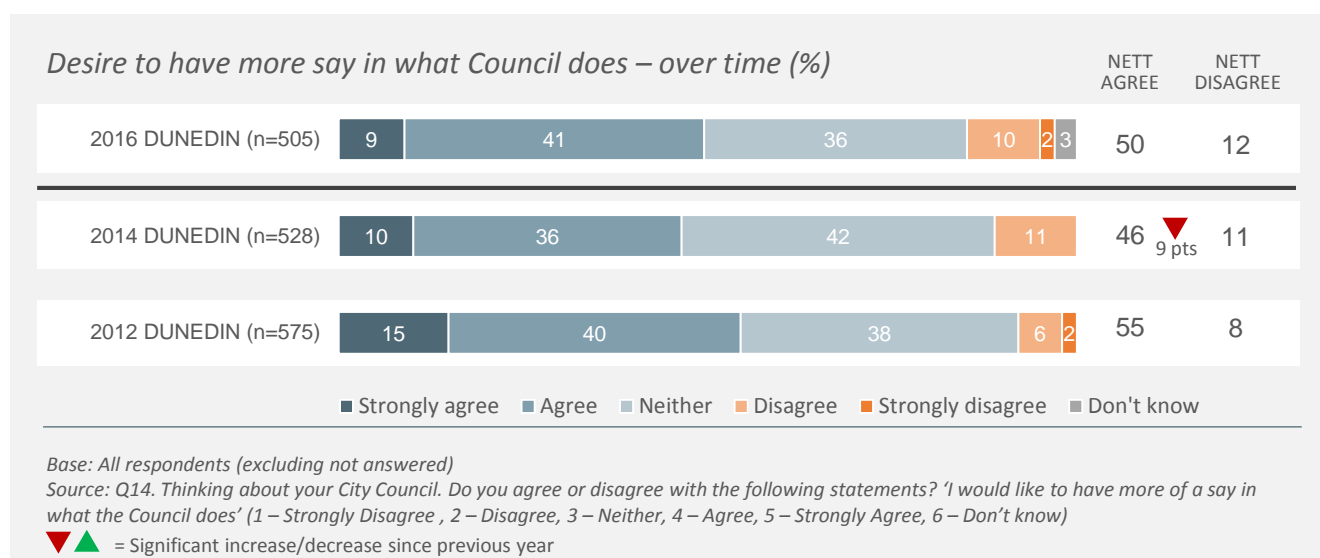
There has been a significant *decrease* since 2014 in the percentage of respondents who say that greater cultural diversity in Dunedin makes Dunedin a worse place to live.



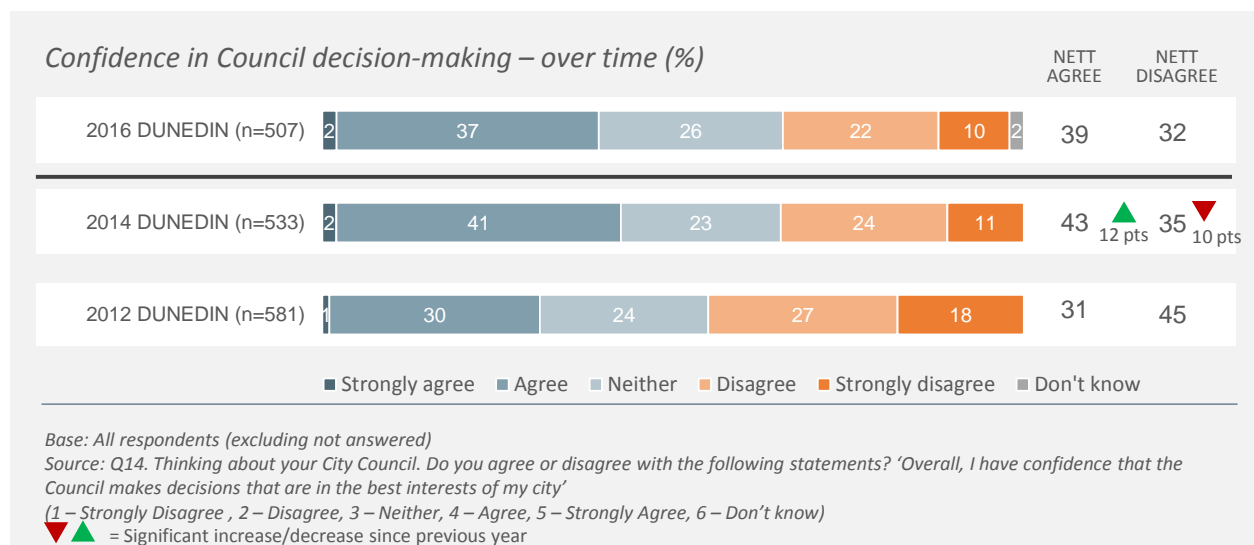
## 12.14 Understanding of Council decision-making processes



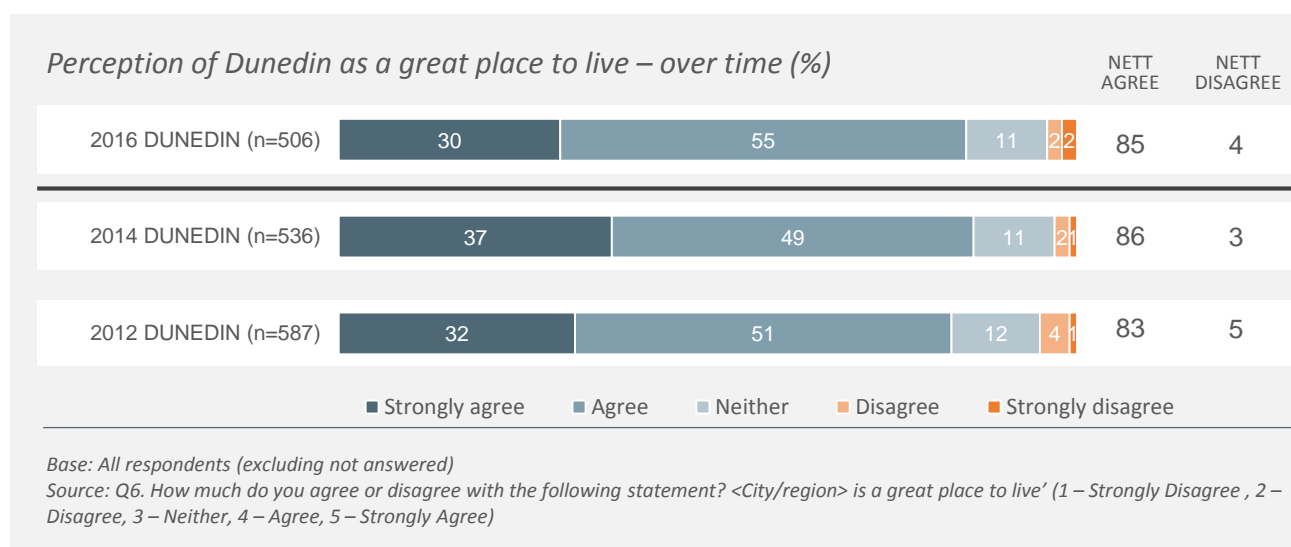
## 12.15 Desire to have more say in what Council does



## 12.16 Confidence in Council decision-making



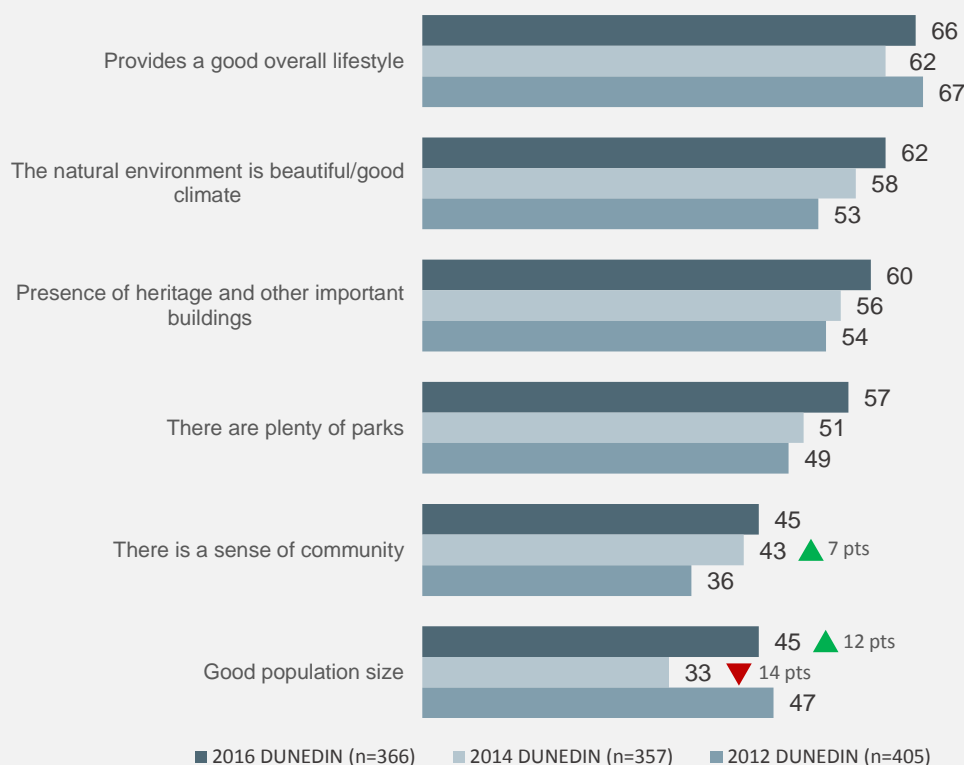
## 12.17 Perception of Dunedin as a great place to live



## 12.18 Most common reasons for pride in look and feel of Dunedin

There has been a significant *increase* since 2014 in the percentage of respondents who mention 'good population size' as a reason for feeling a sense of pride in the way Dunedin looks and feels. This follows a significant decline observed between 2012 and 2014.

*Top 6 reasons for pride in look and feel of Dunedin – over time (%)*



Base: Respondents who have a sense of pride in the look/feel of their city/local area (excluding not answered)

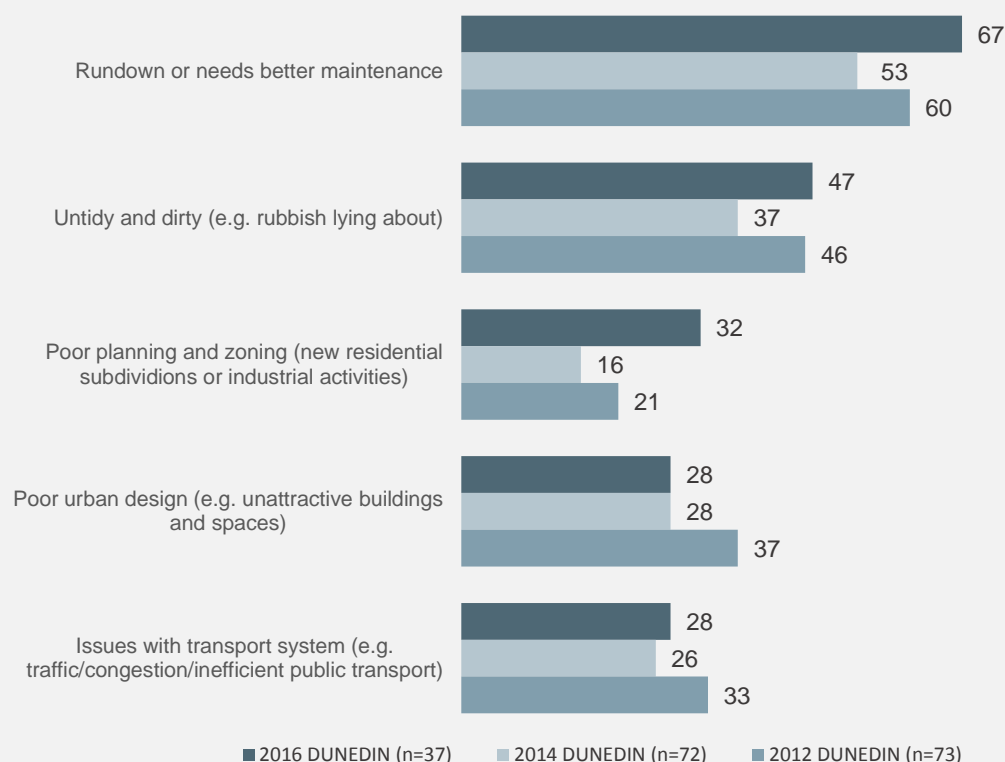
Source: Q5. Please read through the whole list below before ticking the main reason, or reasons, for feeling a sense of pride in the way Dunedin looks and feels.

Note, percentages may add to more than 100% as respondents could provide more than one reason.

▼ ▲ = Significant increase/decrease since previous year

## 12.19 Most common reasons for lack of pride in look and feel of Dunedin

*Top 5 reasons for lack of pride in look and feel of Dunedin – over time (%)*



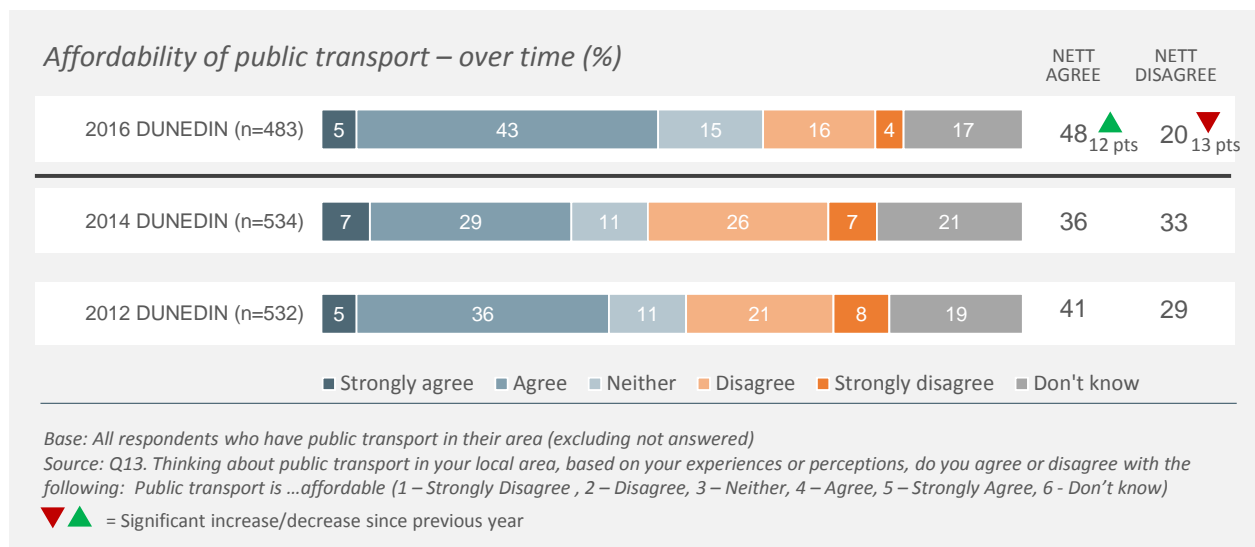
*Base: Respondents who do not have a sense of pride in the look/feel of their city/local area (excluding not answered)*

*Source: Q4. Please read through the whole list below before ticking the main reason, or reasons, for not feeling a sense of pride in the way Dunedin looks and feels.*

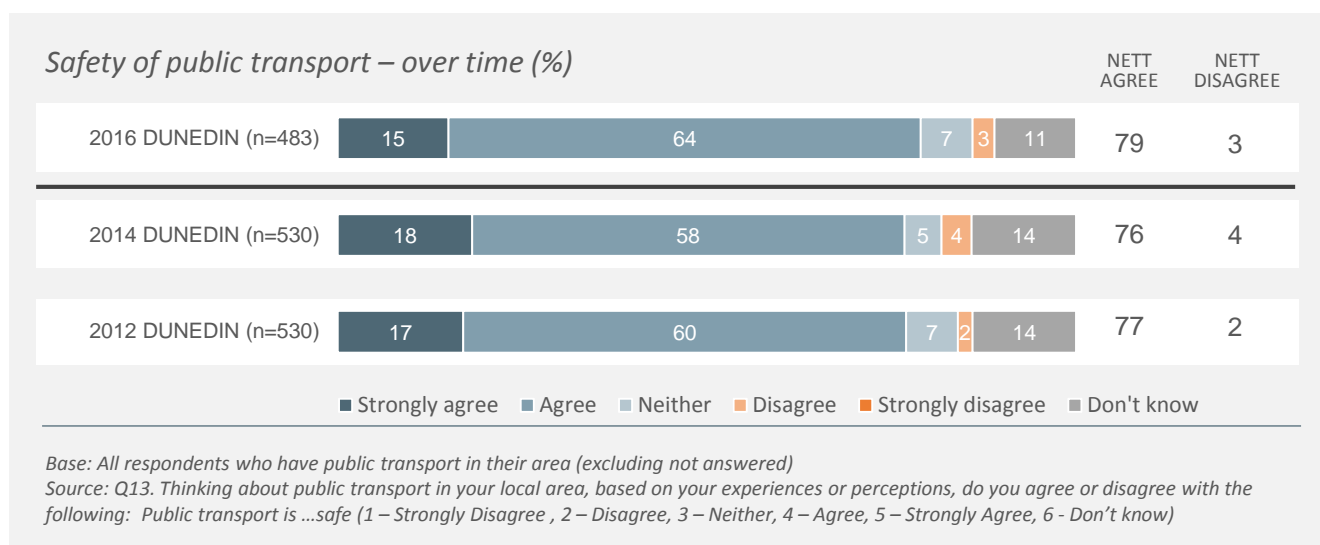
*Note, percentages may add to more than 100% as respondents could provide more than one reason.*

## 12.20 Affordability of public transport

There has been a significant *increase* since 2014 in the percentage of respondents who *agree* that public transport in Dunedin is affordable, and a corresponding *decrease* in the percentage of respondents who *disagree*.



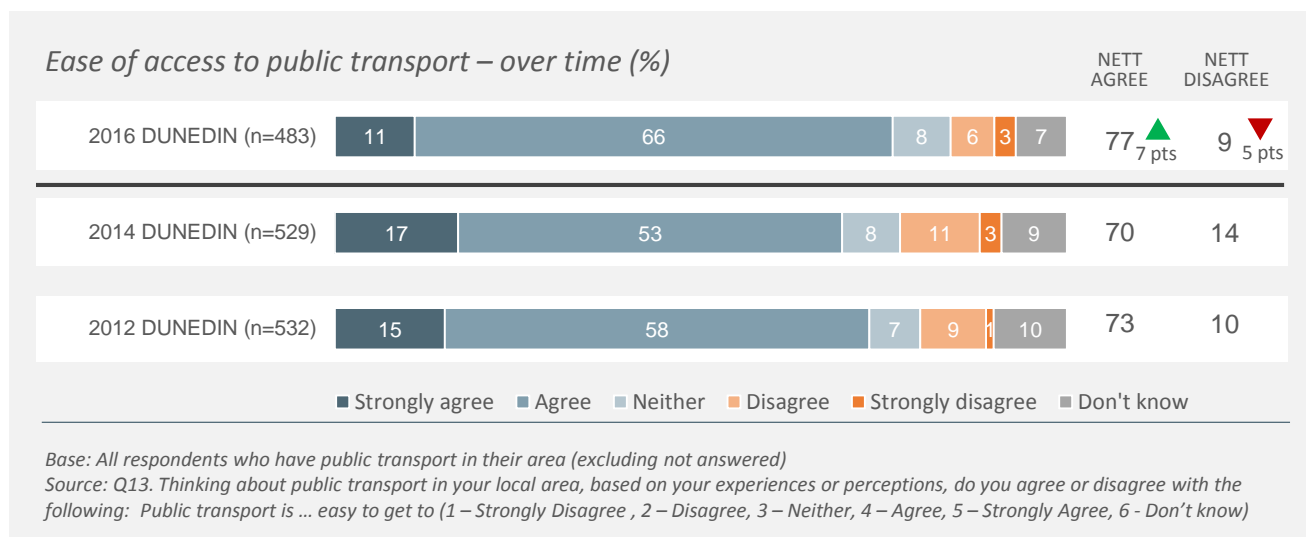
## 12.21 Safety of public transport



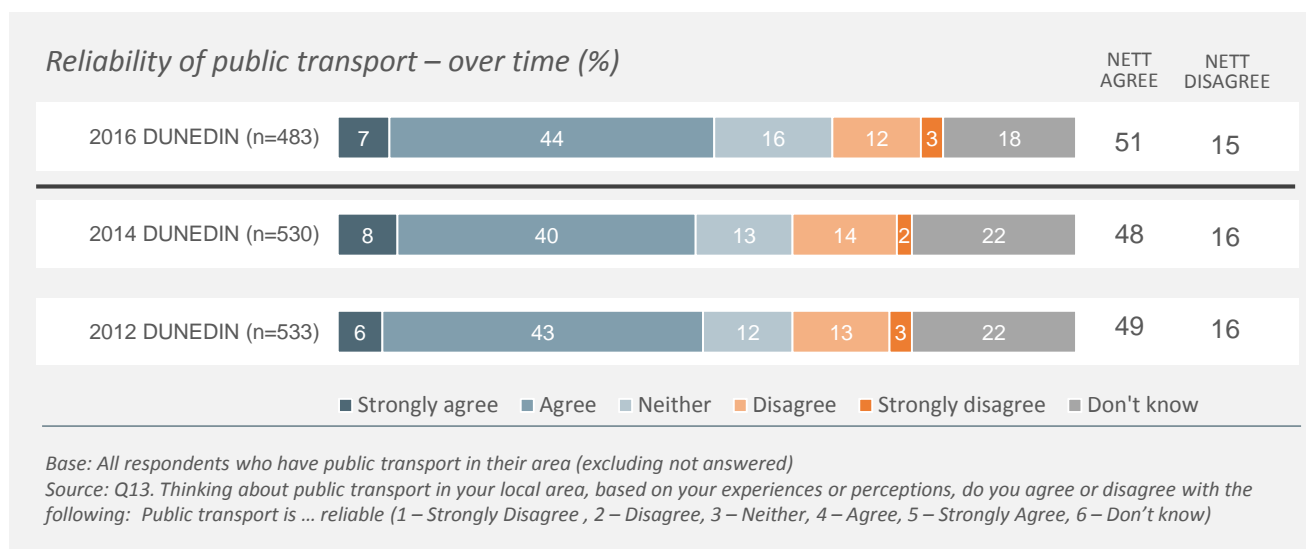


## 12.22 Ease of access to public transport

There has been a significant *increase* since 2014 in the percentage of respondents who *agree* that public transport in Dunedin is accessible, and a corresponding *decrease* in the percentage of respondents who *disagree*.

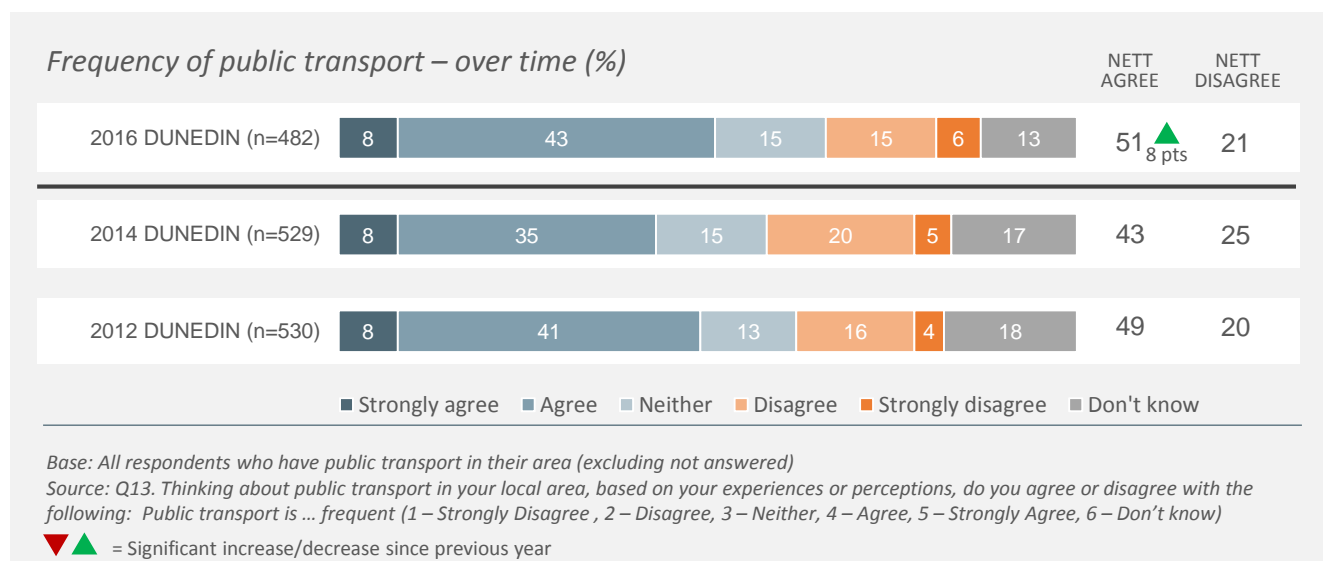


## 12.23 Reliability of public transport

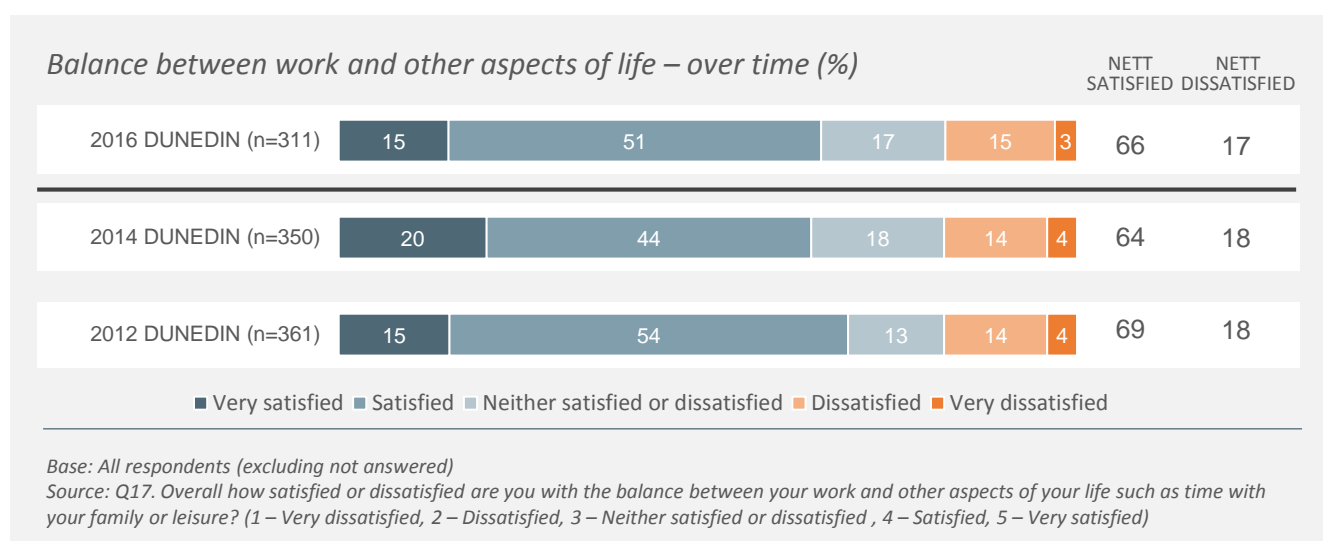


## 12.24 Frequency of public transport

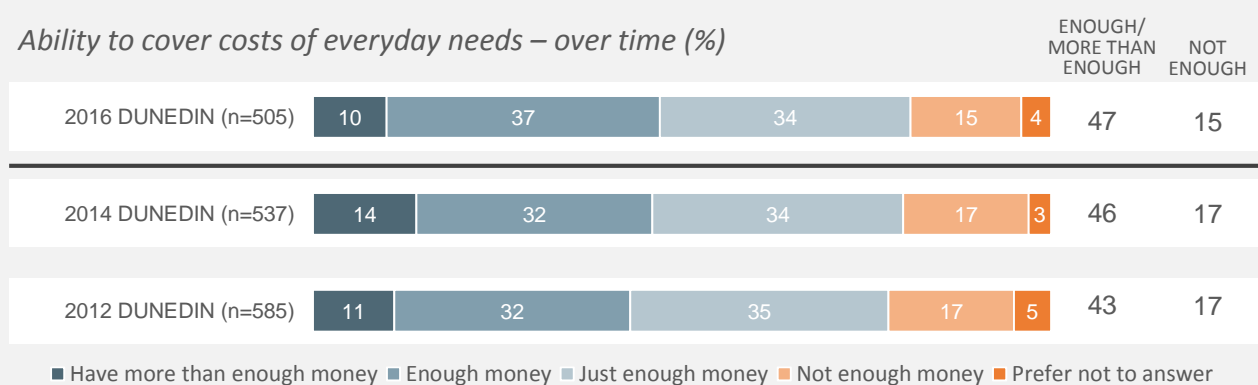
There has been a significant *increase* since 2014 in the proportion of respondents who *agree* that public transport in Dunedin is frequent.



## 12.25 Balance between work and other aspects of life



## 12.26 Ability to cover costs of everyday needs

*Ability to cover costs of everyday needs – over time (%)*

Base: All respondents (excluding not answered)

Source: Q20. Which of the following best describes how well your total income meets your everyday needs for things such as accommodation, food, clothing and other necessities? (1 – Have more than enough money, 2 – Enough money, 3 – Just enough money, 4 – Not enough money, 5 – Prefer not to answer)

## APPENDIX I – SAMPLE PROFILE

The demographic profile shown below relates to residents of Dunedin.

### Gender

	DUNEDIN TOTAL (n=507) Unweighted %	DUNEDIN TOTAL (Weighted n=507) Weighted %
Female	58	53
Male	42	47
Gender diverse	-	-

Base: All respondents

### Age

	DUNEDIN TOTAL (n=507) Unweighted %	DUNEDIN TOTAL (Weighted n=507) Weighted %
18 – 24 years	23	22
25 – 49 years	24	36
50 – 64 years	26	23
65+ years	27	19

Base: All respondents

### Ethnicity

	DUNEDIN TOTAL (n=507) Unweighted %	DUNEDIN TOTAL (Weighted n=507) Weighted %
Māori	5	6
Pacific	2	2
Asian	2	7
NZ European/Other	88	83
Don't know/Refused	1	1

Base: All respondents. Respondents could select more than one ethnic identity so percentages may not add to 100.

## Birthplace

	DUNEDIN TOTAL (n=503) Unweighted %	DUNEDIN TOTAL (Weighted n=503) Weighted %
Born in New Zealand	82	80
Born outside of New Zealand	18	20

Base: All respondents (excluding not answered)

Source: Q35

## Length of time lived in NZ

	DUNEDIN TOTAL (n=92) Unweighted %	DUNEDIN TOTAL (Weighted n=103) Weighted %
10 years or more	84	76
5 years to just under 10 years	11	15
2 years to just under 5 years	5	8
1 year to just under 2 years	-	-
Less than 1 year	-	-

Base: All respondents who indicated they were born outside of NZ (excluding not answered)

Source: Q36

## Number of people in household

	DUNEDIN TOTAL (n=505) Unweighted %	DUNEDIN TOTAL (Weighted n=506) Weighted %
1	13	12
2	41	37
3	16	18
4	14	16
5+	15	18

Base: All respondents (excluding not answered)

Source: Q37

## Home ownership

	DUNEDIN TOTAL (n=505) Unweighted %	DUNEDIN TOTAL (Weighted n=505) Weighted %
You own it with a mortgage	15	17
A private landlord who is NOT related to you owns it	19	23
Parents/other family members or partner own it	15	14
You own it without a mortgage	16	14
You jointly own it with other people with a mortgage	10	12
A family trust owns it	11	10
You jointly own it with other people without a mortgage	9	7
Housing New Zealand owns it	3	2
A local authority or city council owns it	1	1
Other State landlord (such as Department of Conservation, Ministry of Education)	*	*
A social service agency (e.g. the Salvation Army) owns it	*	*
Don't know	*	*

Base: All respondents (excluding not answered)

Source: Q38

\* denotes a percentage between 0.0% and 0.5%

## Type of dwelling

	DUNEDIN TOTAL (n=502) Unweighted %	DUNEDIN TOTAL (Weighted n=503) Weighted %
Standalone house on a section	73	75
Town house or unit	10	9
Lifestyle block or farm homestead	8	6
Terraced house (houses side by side)	4	6
Low rise apartment block (2-7 storeys)	1	1
High rise apartment block (over 7 storeys)	-	-
Other	3	2

Base: All respondents (excluding not answered)

Source: Q39

## Time spent in local area

	DUNEDIN TOTAL (n=507) Unweighted %	DUNEDIN TOTAL (Weighted n=507) Weighted %
Less than 1 year	1	1
1 year to just under 2 years	2	3
2 years to just under 5 years	7	7
5 years to just under 10 years	9	11
10 years or more	81	77

Base: All respondents (excluding not answered)

Source: Q2

## Highest education qualification

	DUNEDIN TOTAL (n=494) Unweighted %	DUNEDIN TOTAL (Weighted n=497) Weighted %
Bachelors degree	19	19
Postgraduate degree (Honours, Masters, PhD)	11	13
Less than school certificate or less than 80 credits for NCEA Level 1 (no formal qualifications)	13	11
National diploma	6	6
Trade certificate	10	9
NZ A or B Bursary or NCEA Level 3	7	8
Postgraduate diploma	3	5
Sixth form certificate or NCEA Level 2	5	5
School certificate or NCEA Level 1	4	4
National certificate/NZQA	4	4
Overseas School Qualifications	2	3
Teaching or nursing certificate/diploma	4	4
Higher School certificate/higher leaving certificate	3	2
University entrance from bursary exam	2	2
University Scholarship or NCEA Level 4	1	1
Other	5	4

Base: All respondents (excluding not answered)

Source: Q40



## Personal annual income distribution

	DUNEDIN TOTAL (n=502) Unweighted %	DUNEDIN TOTAL (Weighted n=503) Weighted %
No income	4	5
Less than \$20,000	21	18
\$20,001 - \$30,000	11	10
\$30,001 - \$40,000	9	9
\$40,001 - \$50,000	9	10
\$50,001 - \$60,000	5	6
\$60,001 - \$70,000	6	7
\$70,001 - \$100,000	8	8
More than \$100,000	6	7
Prefer not to say	13	11
Don't know	9	9

Base: All respondents (excluding not answered). Source: Q41

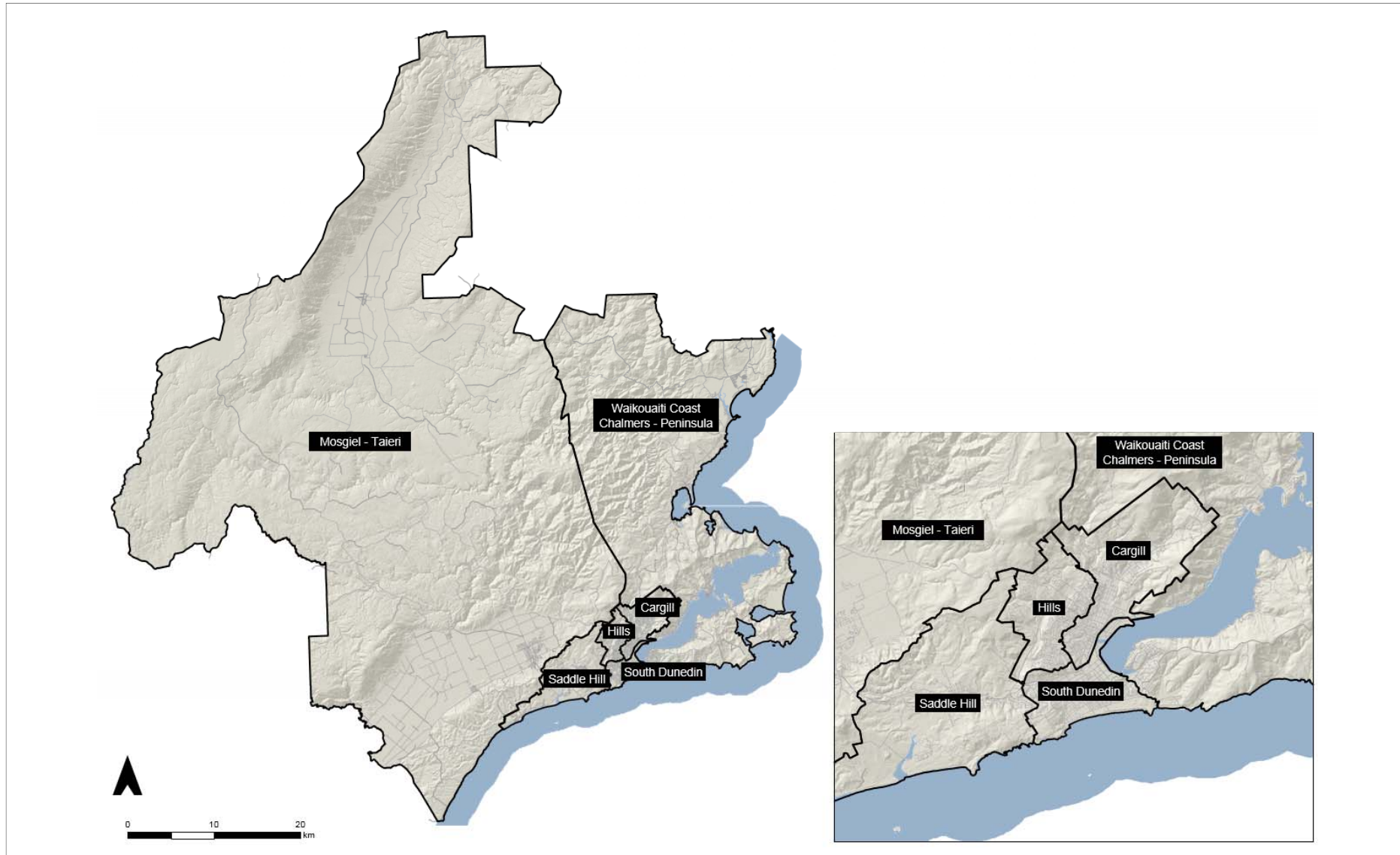
## Household annual income distribution

	DUNEDIN TOTAL (n=471) Unweighted %	DUNEDIN TOTAL (Weighted n=470) Weighted %
Less than \$30,000	11	11
\$30,001 - \$40,000	5	4
\$40,001 - \$50,000	5	4
\$50,001 - \$60,000	6	6
\$60,001 - \$70,000	4	5
\$70,001 - \$80,000	7	6
\$80,001 - \$90,000	5	7
\$90,001 - \$100,000	4	4
\$100,001 - \$150,000	12	13
\$150,001 - \$200,000	6	7
More than \$200,000	3	3
Prefer not to say	14	12
Don't know	18	17

Base: All respondents (excluding not answered). Source: Q42. \* Note, 1% of respondents said they had 'no income' (both weighted and unweighted).

## APPENDIX II – GEOGRAPHIC MAP OF DUNEDIN COMMUNITIES

This appendix contains a geographic map of the six spatial areas used in the analysis of Dunedin results in 2016.



## APPENDIX III – QUESTIONNAIRE

This appendix contains a copy of the paper questionnaire that was mailed out to residents of Dunedin. For details on all changes made to the questionnaire from the 2014 version, please refer to the Quality of Life Survey 2016 Technical Report.



# QUALITY OF LIFE SURVEY

Thank you for agreeing to take part in this important survey. This survey measures what life is like for you, your family and your community. It is a confidential survey and will take approximately 15-20 minutes to complete. It is important to us that you complete the survey to ensure it accurately reflects the views of people in your area.

*Thank you very much for your help.*

**SURVEY CODE:**

**CITY COUNCIL:**



## EXAMPLE

Please select your answer by placing a tick (or ticks) in the appropriate circles

Please tick one answer.

- 1 ☒ Yes  
2 ☐ No

Once you have completed the survey please return it to Colmar Brunton in the freepost envelope provided.  
**NO POSTAGE IS REQUIRED.**

### START HERE

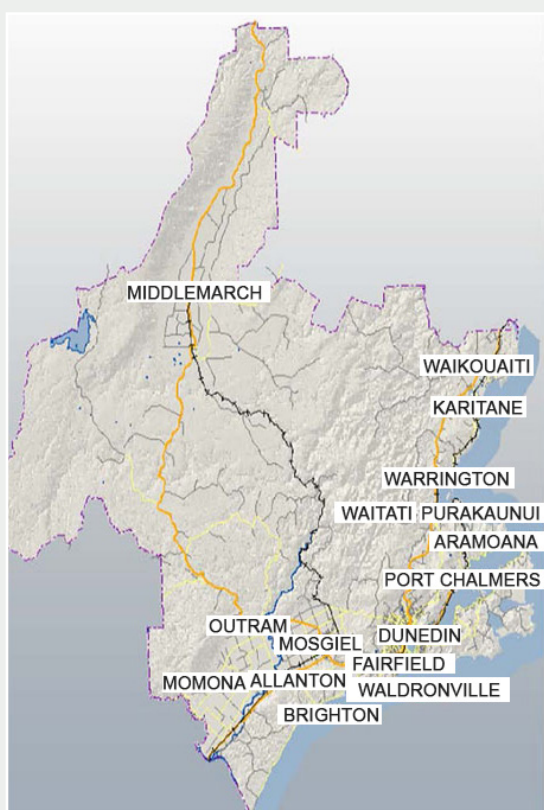
#### THE CITY / AREA YOU LIVE IN

**Q1**

Do you currently live in Dunedin?  
That is the area inside the boundary shown on the map.

Please tick one answer.

- 1 ☐ Yes → Go to Q2  
2 ☐ No → This particular survey is for Dunedin residents. You can still enter the prize draw by filling in your details at Q43 and returning your survey in the freepost envelope.



**Q2**

And how many years have you lived in Dunedin?  
Please tick one answer.

- 1 ☐ Less than 1 year  
2 ☐ 1 year to just under 2 years  
3 ☐ 2 years to just under 5 years  
4 ☐ 5 years to just under 10 years  
5 ☐ 10 years or more

**Q3**

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

*'I feel a sense of pride in the way Dunedin looks and feels'*

Please tick one answer.

- 1 ☐ Strongly disagree → Go to Q4  
2 ☐ Disagree → Go to Q4  
3 ☐ Neither agree nor disagree → Go to Q6  
4 ☐ Agree → Go to Q5  
5 ☐ Strongly agree → Go to Q5



If you **DISAGREE** that you feel a sense of pride in the way Dunedin looks and feels please answer Q4

**Q4**

**Please read through the whole list** below before ticking the main reason, or reasons, for **not** feeling a sense of pride in the way Dunedin looks and feels.

Please tick your main reason(s)

- 1 ☐ Loss of heritage or other important buildings
- 2 ☐ Poor urban design  
(e.g. unattractive buildings and spaces)
- 3 ☐ Poor planning and zoning (e.g. issues of urban sprawl, or activities occurring in areas that are not best suited to them e.g. retail (or 'big box' retail), infill housing, new residential subdivisions, or industrial activities)
- 4 ☐ Issues with transport system (e.g. too many cars or congested road networks, inefficient public transport)
- 5 ☐ Untidy and dirty (e.g. rubbish lying about)
- 6 ☐ Rundown or needs better maintenance
- 7 ☐ Presence of graffiti or vandalism
- 8 ☐ The natural environment is too polluted
- 9 ☐ Lack of parks, green or open space or gardens
- 10 ☐ Crime and safety issues (e.g. anti-social people, alcohol and drug related problems)
- 11 ☐ Lack of sense of community in the city (e.g. people who are unfriendly and unhelpful)
- 12 ☐ Too many people living in it
- 13 ☐ Too few people living in it
- 14 ☐ Lack of facilities, services and things to do
- 15 ☐ Does not provide a good overall lifestyle
- 16 ☐ Other (**please write your reason below**)

Now please go to Q6

If you **AGREE** that you feel a sense of pride in the way Dunedin looks and feels please answer Q5

**Q5**

**Please read through the whole list** below before ticking the main reason, or reasons, for feeling a sense of pride in the way Dunedin looks and feels.

Please tick your main reason(s)

- 1 ☐ Presence of heritage and other important buildings
- 2 ☐ Presence of good urban design, including attractive buildings and spaces
- 3 ☐ Good planning and zoning (e.g. activities are located in the areas that are best suited to them e.g. malls, infill housing, new subdivisions, industrial areas; the city is well contained (it doesn't sprawl))
- 4 ☐ Presence of a transport system that works well  
(e.g. good road network, efficient public transport)
- 5 ☐ It is clean (e.g. no rubbish lying about)
- 6 ☐ It is well maintained
- 7 ☐ Lack of graffiti and vandalism
- 8 ☐ The natural environment is beautiful
- 9 ☐ There are plenty of parks, green or open spaces or gardens
- 10 ☐ Lack of crime and safety issues
- 11 ☐ There is a sense of community (e.g. people work together and support each other; people are friendly and helpful)
- 12 ☐ Good population size
- 13 ☐ Plenty of facilities, services and things to do
- 14 ☐ Provides a good overall lifestyle
- 15 ☐ Other (**please write your reason below**)



## Everyone to answer

**Q6** How much do you agree or disagree with the following statement?

*'Dunedin is a great place to live'*

Please tick one answer.

1 ☐ Strongly disagree

2 ☐ Disagree

3 ☐ Neither agree nor disagree

4 ☐ Agree

5 ☐ Strongly agree

## YOUR HOME

**Q7** This question is about the home that you currently live in. How much do you agree or disagree that:

Please tick one answer for each statement.

- 1) Your housing costs are affordable (by housing costs we mean things like rent or mortgage, rates, house insurance and house maintenance)

Strongly disagree   Disagree   Neither   Agree   Strongly agree   Don't know  
1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐

- 2) The type of home that you live in suits your needs and the needs of others in your household

Strongly disagree   Disagree   Neither   Agree   Strongly agree   Don't know  
1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐

- 3) The general area or neighbourhood your home is in suits your needs and the needs of others in your household

Strongly disagree   Disagree   Neither   Agree   Strongly agree   Don't know  
1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐

**Q8**

The following question asks about heating your home during the **winter months**. How much do you agree or disagree that:

Please tick one answer for each statement.

- 1) My home has a problem with damp or mould

Strongly disagree   Disagree   Neither   Agree   Strongly agree   Don't know  
1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐

- 2) The heating system keeps my home warm when it is in use

Strongly disagree   Disagree   Neither   Agree   Strongly agree   Don't know  
1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐

- 3) I can afford to heat my home properly

Strongly disagree   Disagree   Neither   Agree   Strongly agree   Don't know  
1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐

## CRIME AND SAFETY

**Q9**

In general how safe or unsafe do you feel in the following situations:

Please tick one answer for each situation.

- 1) In your home after dark

Very Unsafe   A bit unsafe   Fairly safe   Very safe   Don't know/not applicable  
1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

- 2) Walking alone in your neighbourhood after dark

Very Unsafe   A bit unsafe   Fairly safe   Very safe   Don't know/not applicable  
1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

- 3) In your city centre during the day

Very Unsafe   A bit unsafe   Fairly safe   Very safe   Don't know/not applicable  
1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

- 4) In your city centre after dark

Very Unsafe   A bit unsafe   Fairly safe   Very safe   Don't know/not applicable  
1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐



**Q10** Which area do you regard as your city centre'?

Please write in below.

**Q11** To what extent has each of the following been a problem in Dunedin over the past 12 months?

Please tick one answer for each problem.

1) Graffiti or tagging

A big problem	A bit of a problem	Not a problem	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>

2) Vandalism, other than graffiti or tagging, including broken windows in shops and public buildings

A big problem	A bit of a problem	Not a problem	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>

3) Car theft, damage to cars or theft from cars

A big problem	A bit of a problem	Not a problem	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>

4) Dangerous driving including drink driving and speeding

A big problem	A bit of a problem	Not a problem	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>

5) People you feel unsafe around because of their behaviour, attitude or appearance

A big problem	A bit of a problem	Not a problem	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>

6) Air pollution

A big problem	A bit of a problem	Not a problem	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>

7) Water pollution including pollution in streams, rivers, lakes and in the sea

A big problem	A bit of a problem	Not a problem	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>

Continued in the next column

8) Noise pollution

A big problem	A bit of a problem	Not a problem	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>

9) Alcohol or drug problems or anti-social behaviour associated with the consumption of alcohol

A big problem	A bit of a problem	Not a problem	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>

10) People begging on the street

A big problem	A bit of a problem	Not a problem	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>

## TRANSPORT

**Q12** Over the past 12 months, how often did you use public transport?

For public transport, please include buses including school buses. Taxis are not included as public transport.

If your usage changes on a weekly basis, please provide an average.

Please tick one answer.

- 1 ☐ 5 or more times a week → Go to Q13
- 2 ☐ 2-4 times a week → Go to Q13
- 3 ☐ Once a week → Go to Q13
- 4 ☐ 2-3 times a month → Go to Q13
- 5 ☐ At least once a month → Go to Q13
- 6 ☐ Less than once a month → Go to Q13
- 7 ☐ Did not use public transport over the past 12 months → Go to Q13
- 8 ☐ Not applicable, no public transport available in area → Go to Q14





**Q13** Thinking about public transport in your local area, based on your experiences or perceptions, do you agree or disagree with the following:

*Public transport is ...*

Please tick **one** answer for **each** aspect.

1) Affordable

Strongly disagree	Disagree	Neither	Agree	Strongly agree	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

2) Safe

Strongly disagree	Disagree	Neither	Agree	Strongly agree	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

3) Easy to get to

Strongly disagree	Disagree	Neither	Agree	Strongly agree	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

4) Frequent (comes often)

Strongly disagree	Disagree	Neither	Agree	Strongly agree	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

5) Reliable (comes when it says it will)

Strongly disagree	Disagree	Neither	Agree	Strongly agree	Don't know
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

## COUNCIL DECISION MAKING

**Everyone to answer**

**Q14** Thinking about your City Council. Do you agree or disagree with the following statements?

Please tick **one** answer for **each** aspect.

1) Overall, I understand how my Council makes decisions

Strongly disagree	Disagree	Neither	Agree	Strongly agree
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

*Continued in the next column*

2) I would like to have more of a say in what the Council does

Strongly disagree	Disagree	Neither	Agree	Strongly agree
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

3) Overall, I have confidence that the Council makes decisions that are in the best interests of my city

Strongly disagree	Disagree	Neither	Agree	Strongly agree
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

**Q15** Overall, how much influence do you feel the public has on the decisions the Council makes? Would you say the public has...

Please tick **one** answer.

- 1 ☐ No influence
- 2 ☐ Small influence
- 3 ☐ Some influence
- 4 ☐ Large influence
- 5 ☐ Don't know

## ASPECTS OF YOUR LIFE AND YOUR LIFESTYLE

**Q16** Which of the following best describes your current employment status?

*Employed means you undertake work for pay, profit or other income, or do any work in a family business without pay.*

Please tick **one** answer.

- 1 ☐ Employed full time (for 30 or more hours per week) → Go to Q17
- 2 ☐ Employed part time (for less than 30 hours per week) → Go to Q17
- 3 ☐ Not in paid employment and looking for work → Go to Q18
- 4 ☐ Not in paid employment and not looking for work (e.g. full-time parent, retired person) → Go to Q18
- 5 ☐ Prefer not to say → Go to Q18





**Please answer Q17 if you are in full time or part time work**

**Q17** Overall how satisfied or dissatisfied are you with the balance between your work and other aspects of your life such as time with your family or leisure?

**Please tick one answer.**

- 1 ☐ Very dissatisfied
- 2 ☐ Dissatisfied
- 3 ☐ Neither satisfied or dissatisfied
- 4 ☐ Satisfied
- 5 ☐ Very satisfied

**Everyone to answer**

**Q18** In general how would you rate your health?

**Please tick one answer.**

- 1 ☐ Poor
- 2 ☐ Fair
- 3 ☐ Good
- 4 ☐ Very good
- 5 ☐ Excellent

**Q19** Thinking about ALL your physical activities (including any physical tasks you might do at work, doing housework or gardening, travelling from place to place or playing sports), on how many of the last 7 days were you active?

By "active" we mean doing 15 minutes or more of vigorous activity, which makes you breathe a lot harder than normal, "huff and puff" like running, OR 30 minutes or more of moderate physical activity which makes you breathe harder than normal, but only a little, like brisk walking.

Other examples of moderate physical activity include carrying light loads, cycling at a regular pace, recreational swimming and gardening.

**Please tick one answer.**

- |                                    |                                    |
|------------------------------------|------------------------------------|
| 1 <input type="radio"/> None       | 5 <input type="radio"/> Four days  |
| 2 <input type="radio"/> One day    | 6 <input type="radio"/> Five days  |
| 3 <input type="radio"/> Two days   | 7 <input type="radio"/> Six days   |
| 4 <input type="radio"/> Three days | 8 <input type="radio"/> Seven days |

**Q20**

Which of the following best describes how well your total income meets your everyday needs for things such as accommodation, food, clothing and other necessities?

**Please tick one answer.**

- 1 ☐ Have more than enough money
- 2 ☐ Enough money
- 3 ☐ Just enough money
- 4 ☐ Not enough money
- 5 ☐ Prefer not to answer

**Q21**

How much do you agree or disagree with the following statements?

**Please tick one answer for each statement.**

1) It's important to me to feel a sense of community with people in my neighborhood

- | Strongly disagree       | Disagree                | Neither                 | Agree                   | Strongly agree          |
|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 1 <input type="radio"/> | 2 <input type="radio"/> | 3 <input type="radio"/> | 4 <input type="radio"/> | 5 <input type="radio"/> |

2) I feel a sense of community with others in my neighborhood

- | Strongly disagree       | Disagree                | Neither                 | Agree                   | Strongly agree          |
|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 1 <input type="radio"/> | 2 <input type="radio"/> | 3 <input type="radio"/> | 4 <input type="radio"/> | 5 <input type="radio"/> |

**Q22**

In the last 12 months, which, if any, of the following types of contact have you had with people in your neighbourhood?

**Please tick all that apply.**

- 1 ☐ Negative contact where there's outright tension or disagreement
- 2 ☐ Some negative contact such as not getting on with them
- 3 ☐ Some positive contact such as a nod or saying hello
- 4 ☐ Positive contact such as a visit, or asking each other for small favours
- 5 ☐ Strong positive contact such as support/close friendship (e.g. having BBQs or drinks together)



**Q23** Thinking now about the social networks and groups you may be part of. Do you belong to any of the following?

Please tick all that apply.

- 1 ☐ A sports club
- 2 ☐ A church or spiritual group
- 3 ☐ A hobby or interest group
- 4 ☐ A community or voluntary group such as Rotary, the RSA or Lions
- 5 ☐ An online network through websites such as Facebook / Twitter, online gaming communities and forums
- 6 ☐ A network of people from work or school
- 7 ☐ Other social network or group.  
(please write your answer in the space below)
- 
- 8 ☐ None of the above

**Q24** Over the past 12 months how often, if ever have you felt lonely or isolated?

Please tick one answer.

- 1 ☐ Always
- 2 ☐ Most of the time
- 3 ☐ Sometimes
- 4 ☐ Rarely
- 5 ☐ Never

**Q25** If you were faced with a serious illness or injury, or needed emotional support during a difficult time, is there anyone you could turn to for help?

Please tick one answer.

- 1 ☐ Yes
- 2 ☐ No
- 3 ☐ Don't know

**Q26** At some time in their lives, most people experience stress.

Which statement below best applies to how often, if ever, over the past 12 months you have experienced stress that has had a negative effect on you?

Stress refers to things that negatively affect different aspects of people's lives, including work and home life, making important life decisions, their routines for taking care of household chores, leisure time and other activities.

Please tick one answer.

- 1 ☐ Always
- 2 ☐ Most of the time
- 3 ☐ Sometimes
- 4 ☐ Rarely
- 5 ☐ Never

## CULTURE AND IDENTITY

**Q27** How much do you agree or disagree with the following statement?

*'Dunedin has a culturally rich and diverse arts scene.'*

Please tick one answer.

- 1 ☐ Strongly disagree
- 2 ☐ Disagree
- 3 ☐ Neither
- 4 ☐ Agree
- 5 ☐ Strongly agree
- 6 ☐ Not applicable – no arts scene
- 7 ☐ Don't know

**Q28**

New Zealand is becoming home for an increasing number of people with different lifestyles and cultures from different countries.

Overall, do you think this makes Dunedin...

Please tick one answer.

- 1 ☐ A much worse place to live
- 2 ☐ A worse place to live
- 3 ☐ Makes no difference
- 4 ☐ A better place to live
- 5 ☐ A much better place to live
- 6 ☐ Not applicable, there are no different lifestyles or cultures here
- 7 ☐ Don't know

## OVERALL QUALITY OF LIFE

**Q29**

Would you say that your overall quality of life is...  
Please tick one answer.

- 1 ☐ Extremely poor
- 2 ☐ Poor
- 3 ☐ Neither good nor poor
- 4 ☐ Good
- 5 ☐ Extremely good

**Q30**

And why did you describe your overall quality of life in this way?

Please write in answer below.

**Q31**

And compared to 12 months ago, would you say your quality of life has...

Please tick one answer.

- 1 ☐ Decreased significantly
- 2 ☐ Decreased to some extent
- 3 ☐ Stayed about the same
- 4 ☐ Increased to some extent
- 5 ☐ Increased significantly

## DEMOGRAPHICS

**Q32**

Which ethnic group, or groups, do you belong to?  
Please tick all that apply.

- 1 ☐ New Zealand European
- 2 ☐ Māori
- 3 ☐ Samoan
- 4 ☐ Cook Island Māori
- 5 ☐ Tongan
- 6 ☐ Niuean
- 7 ☐ Chinese
- 8 ☐ Indian
- 9 ☐ Prefer not to say
- 10 ☐ Other (Please write in:)
- 11 ☐ Don't know



**Q33** In which of the following age groups do you belong?  
Please tick one answer.

- 1 ☐ Less than 18 years
- 2 ☐ 18-19 years
- 3 ☐ 20-24
- 4 ☐ 25-29
- 5 ☐ 30-34
- 6 ☐ 35-39
- 7 ☐ 40-44
- 8 ☐ 45-49
- 9 ☐ 50-54
- 10 ☐ 55-59
- 11 ☐ 60-64
- 12 ☐ 65-69
- 13 ☐ 70-74
- 14 ☐ 75+ years

**Q34** Are you  
Please tick one answer.

- 1 ☐ Male
- 2 ☐ Female
- 3 ☐ Gender diverse

**Q35** Were you born in New Zealand?  
Please tick one answer.

- 1 ☐ Yes → Go to Q37
- 2 ☐ No → Go to Q36

**Please answer Q36 if you were born outside of New Zealand.**

**Q36** How many years have you lived in New Zealand?  
Please tick one answer.

- 1 ☐ Less than 1 year
- 2 ☐ 1 year to just under 2 years
- 3 ☐ 2 years to just under 5 years
- 4 ☐ 5 years to just under 10 years
- 5 ☐ 10 years or more

**Everyone to answer.**

**Q37** Currently, how many people live in your household, including yourself?

By household we mean anyone who lives in your house, or in sleep-outs, Granny flats etc. on the same property. If you live in a retirement village, apartment building or hostel, please answer for how many people live in your unit.

Please write the number in the box:

**Q38** Who owns the home you live in?  
Please tick one answer.

- 1 ☐ You own it with a mortgage
- 2 ☐ You own it without a mortgage
- 3 ☐ You jointly own it with other people with a mortgage
- 4 ☐ You jointly own it with other people without a mortgage
- 5 ☐ A family trust owns it
- 6 ☐ Parents/other family members or partner own it
- 7 ☐ A private landlord who is NOT related to you owns it
- 8 ☐ A local authority or city council owns it
- 9 ☐ Housing New Zealand owns it
- 10 ☐ Other State landlord (such as Department of Conservation, Ministry of Education)
- 11 ☐ Don't know



Q39

What type of dwelling do you currently live in?  
Please tick one answer.

- 1 ☐ Stand alone house on a section
- 2 ☐ Town house or unit
- 3 ☐ Terraced house (houses side by side)
- 4 ☐ Low rise apartment block (2-7 storeys)
- 5 ☐ High rise apartment block (over 7 storeys)
- 6 ☐ Lifestyle block or farm homestead
- 7 ☐ Other (please write your answer in the box below)

Q40

What is the highest qualification that you have completed that took longer than three months to finish?

Please tick one answer.

- 1 ☐ Less than school certificate or less than 80 credits for NCEA Level 1 (no formal qualifications)
- 2 ☐ School certificate or NCEA Level 1
- 3 ☐ Sixth form certificate or NCEA Level 2
- 4 ☐ Higher School certificate/higher leaving certificate
- 5 ☐ National certificate/NZQA
- 6 ☐ University entrance from bursary exam
- 7 ☐ NZ A or B Bursary or NCEA Level 3
- 8 ☐ University Scholarship or NCEA Level 4
- 9 ☐ Overseas School Qualifications
- 10 ☐ Trade certificate
- 11 ☐ National diploma
- 12 ☐ Teaching or nursing certificate/diploma
- 13 ☐ Bachelors degree
- 14 ☐ Postgraduate degree (Honours, Masters, PhD)
- 15 ☐ Post graduate diploma
- 16 ☐ Other (please tell us)

Q41

Which best describes your **annual personal income** before tax?

Please tick one answer.

- 1 ☐ Loss
- 2 ☐ No income
- 3 ☐ Less than \$10,000
- 4 ☐ \$10,001 - \$20,000
- 5 ☐ \$20,001 - \$30,000
- 6 ☐ \$30,001 - \$40,000
- 7 ☐ \$40,001 - \$50,000
- 8 ☐ \$50,001 - \$60,000
- 9 ☐ \$60,001 - \$70,000
- 10 ☐ \$70,001 - \$100,000
- 11 ☐ More than \$100,000
- 12 ☐ Prefer not to say
- 13 ☐ Don't know

Q42

Which best describes your **household's annual income** before tax?

Please tick one answer.

- 1 ☐ Loss
- 2 ☐ No income
- 3 ☐ Less than \$10,000
- 4 ☐ \$10,001 - \$20,000
- 5 ☐ \$20,001 - \$30,000
- 6 ☐ \$30,001 - \$40,000
- 7 ☐ \$40,001 - \$50,000
- 8 ☐ \$50,001 - \$60,000
- 9 ☐ \$60,001 - \$70,000
- 10 ☐ \$70,001 - \$80,000
- 11 ☐ \$80,001 - \$90,000
- 12 ☐ \$90,001 - \$100,000
- 13 ☐ \$100,001 - \$150,000
- 14 ☐ \$150,001 - \$200,000
- 15 ☐ More than \$200,000
- 16 ☐ Prefer not to say
- 17 ☐ Don't know



Q43

Please fill in your contact details below so that we are able to contact you if you are one of the prize draw winners.

The terms and conditions for the prize draw are shown opposite.

Name:

Telephone number:

Email:

*Thank you for taking the time to  
complete the survey.  
Your input is very much appreciated.*

## PLEASE CHECK THAT YOU HAVE COMPLETED ALL PAGES OF THE QUESTIONNAIRE.

Please put the completed questionnaire in the freepost envelope provided or any envelope (no stamp required) and post it to:

**FREEPOST AUTHORITY NUMBER 6172**

**Colmar Brunton  
PO Box 36690  
Takapuna  
Auckland  
0740**

If you have any questions please contact Colmar Brunton on 0508 446 688 or [surveys@colmarbrunton.co.nz](mailto:surveys@colmarbrunton.co.nz)

## QUALITY OF LIFE SURVEY 2016

### PRIZE DRAW TERMS AND CONDITIONS OF ENTRY

1. The prize draw is run by Colmar Brunton Ltd
2. The promotional period runs from 1:01am Tuesday 15th March until 11:59pm Wednesday 15th June 2016 (Promotional Period).
3. To enter eligible respondents must complete and submit the survey by:
  - a) Filling out the online survey at <http://survey.colmarbrunton.co.nz/life> (using your survey code printed on the letter); OR
  - b) Returning a completed paper copy of the questionnaire to Colmar Brunton in the freepost envelope provided
4. Employees or immediate family members of employees of Colmar Brunton will not be eligible for the prize draw.
5. The survey must be completed by the person to whom the letter is addressed.
6. Each person may complete this survey only once during the Promotional Period.
7. Winners will be randomly selected at the close of the Promotional Period in a draw held by Colmar Brunton on Monday 20 June 2016. The selection of the prize winners is final.
8. The prize draw includes 1 Prezzy Card worth \$1,000 and 4 Prezzy Cards worth \$250. They are not redeemable for cash.
9. The Promoter will post the first name and city of residence of the winner/s of the prize draw on the Colmar Brunton website [www.colmarbrunton.co.nz](http://www.colmarbrunton.co.nz).
10. The Promoter will make reasonable efforts to notify the winners that they have won. If for any reason the Promoter, having made reasonable efforts to make contact with an eligible winner, has failed to make contact with the winner within 3 months of the Promotional period closing, the Promoter may, at its discretion:
  - a) deem that winner to have forfeited their right to the prize; and
  - b) select another eligible winner in accordance with these Terms and Conditions.
11. Any win that the Promoter reasonably suspects (in the Promoter's sole discretion) has involved or may involve fraud, bugs, tampering, hacking or any other unauthorised intervention will be null and void.
12. By participating in the prize draw, you agree to have your name published on the Colmar Brunton website in the case that you are a winner. Only first names and town/city of residence would be published.



# THE QUALITY OF LIFE SURVEY