



**Quality of Life in  
New Zealand's Eight  
Largest Cities 2002**

Report prepared for

**Councils of New Zealand's  
Eight Largest Cities**

30<sup>th</sup> June 2003

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Eight Largest Cities 2002**



## Quality of Life

# New Zealand's Eight Largest City Councils

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**Date:** 30 June 2003  
**Ref No:** 1002510

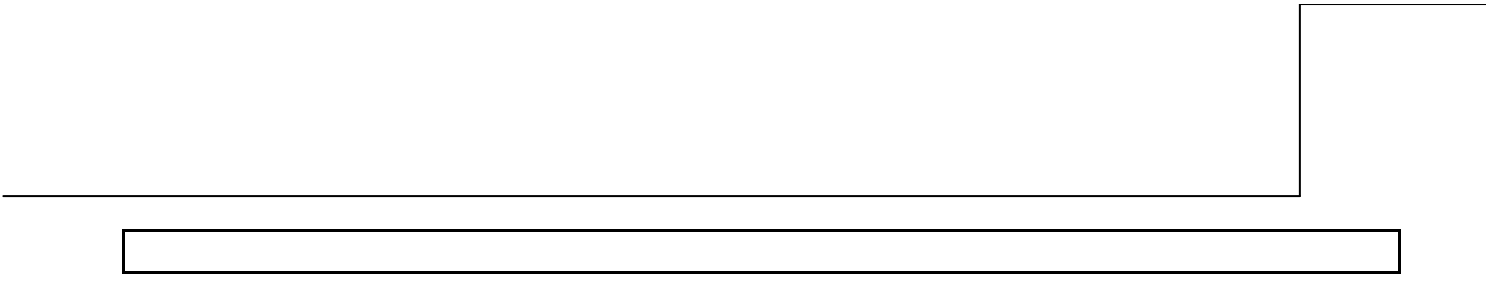
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### **Opinion Statement**

***ACNielsen certifies that the information contained in this report has been compiled in accordance with sound market research methods and principles, as well as proprietary methodologies developed by, or for, ACNielsen. ACNielsen believes that this report represents a fair, accurate and comprehensive analysis of the information collected, with all sampled information subject to normal statistical variance.***





## Background

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Ensuring quality of life amongst its residents is a critical part of any Council's role. In 2002 the Councils of New Zealand's eight largest cities collaborated to conduct the Quality of Life Project.

The aim of the project was to develop a series of key indicators (social, economic and environmental), to measure the quality of life in large urban areas. The Quality of Life Project will identify issues facing urban communities with the objective of working with central government, community organisations, businesses and citizens to improve the lives of residents.

Part of the Quality of Life project was to *survey* residents to measure their perceptions of life in large cities. This report presents the results of the New Zealand's Eight Largest Cities survey of residents.

The survey measured resident perceptions of living in large urban areas including:

- ratings of quality of life;
  - health and lifestyle;
  - community cohesion;
  - safety;
  - urban environment;
  - democracy;
  - information technology.
-

## Research Design

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### Method

Interviewing was conducted by telephone using Computer Aided Telephone Interviewing (CATI). The questionnaire was formatted on computer prior to interviewing. Interviewers keyed responses to the survey directly into PCs as they conducted the telephone interview.

### Sample

Four thousand residents of New Zealand's eight largest cities participated in the survey. All participants were aged 18 or over.

### Quotas

In order to ensure the final sample was representative of the population of New Zealand's eight largest cities, quotas were placed on ward, gender, age and ethnicity. This method ensured 'hard to find' sub-groups were represented in the survey data. The quotas used were based on the 2001 Census.

### Base Sizes

Sample sizes of demographic or geographic sub-groups less than 20 have not been reported on within this document.

Where key sub-groups have sample sizes of between 20 and 30, the results have been reported. However these results must be treated as indicative only.

### Sampling

Residents were selected from two sample sources:

- the White Pages ,
- and ACNielsen's Access Panel.

The White Pages were used to produce a sample of phone numbers within each city. Households were randomly selected from this pool of phone numbers.

In order to achieve interviews with ethnic respondents in a cost effective way, ACNielsen's Access Panel was used. ACNielsen's Access Panel is a database of 75,000 people who have previously participated in ACNielsen research and have agreed to participate in future research. This database includes details on ethnicity and so provides an ideal alternative source of sample.

The majority of the survey was conducted using the White Pages sample.

### Margins of Error

The table below shows the margin of error at the 95% confidence level, for a sample size of 500.

Percentage point	Margin of error
50%	+/- 4.4%
20% / 80%	+/- 3.5%
10% / 90%	+/- 2.6%

Only differences significant at the 95% level have been identified within the text of this report.

### Base sizes

Some base sizes were too small to report on. It should also be noted that where there are small base sizes in the report, these results can be used as an indication only.

### Interviewing

Interviews took place between 23<sup>rd</sup> September 2002 and 20<sup>th</sup> October 2002 and were carried out between 5pm and 9pm Monday to Friday and between 10am and 8pm in the weekends. The average interview length was 23 minutes.

Respondents were given the opportunity to make appointments.

All interviews were carried out by fully trained interviewers. Interviewers worked under full-time supervision and the shift supervisor was equipped with both visual and audio monitoring facilities to ensure the highest possible standard of interviewing. In accordance with standard practice, 10% of each interviewer's work was validated via the supervisor monitoring system.

### Weighting

While quotas were used to ensure that all groups were represented, the actual number of interviews achieved did not exactly match the population. Weighting is a method used on completion of interviewing to ensure that the final sample is representative of the population. Using this method, the views of groups of people who are under-represented in the data are given slightly more weight in relation to their proportion in the population, while people who are over-represented are given slightly less weight.

The Quality of Life data has been weighted in two stages.

*Household Size:* To correct the over-sampling of residents in small households (residents in large households have less chance of participating in the study as we select only one person per household) a weighting based on the number of residents aged 18+ in each household was applied.

*Ward, Age, Gender and Ethnicity:* Within city, each city's residents have been weighted on ward, age, gender and ethnicity using the 2001 Census.

### Ethnicity

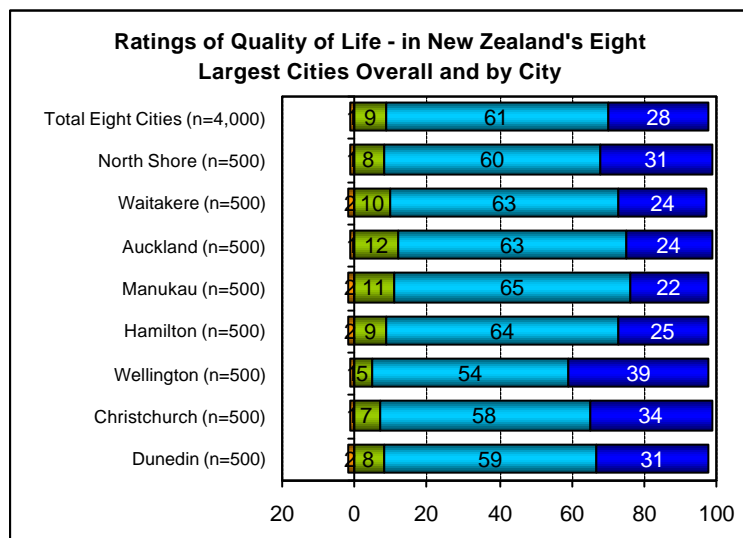
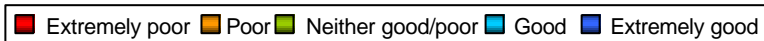
The weighting for ethnicity has been derived using a priority rating consistent with the 2001 Census. However, the ethnicity groupings in this report are based on the ethnicity with which respondents *most identify* (not prioritized ethnicities).

### Quality of Life Project

The survey was simultaneously conducted with North Shore City, Waitakere City, Auckland City, Manukau City, Hamilton City, Wellington City, Christchurch City and Dunedin City. The results for all eight cities combined are also presented in this report.

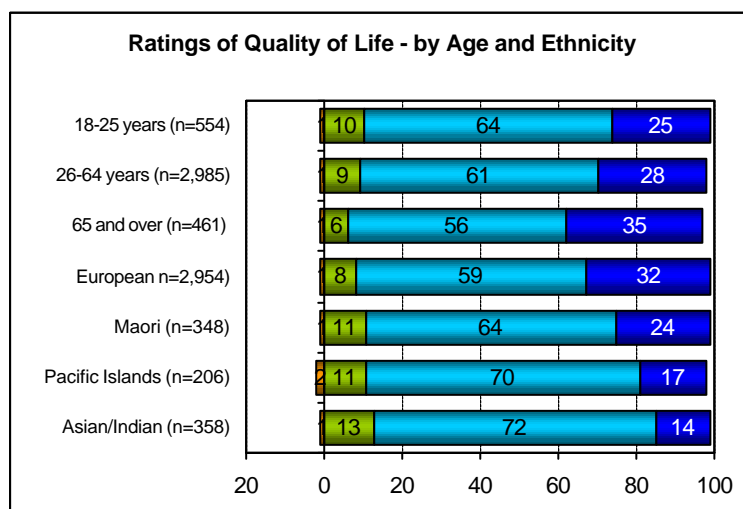
## Section 1: Quality of Life

The charts below show ratings of overall quality of life in New Zealand's eight largest cities.



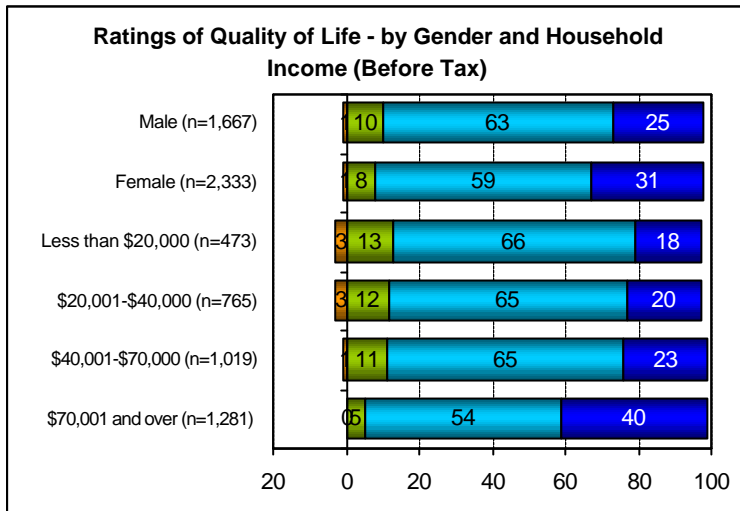
The vast majority of residents in New Zealand's eight largest cities rated their quality of life as good or extremely good (89%). Only 1% of residents rated their quality of life as poor.

Wellington City residents were more likely to report a positive quality of life than residents of other cities.



Residents aged 65 and over were more likely to rate their quality of life as extremely good (35%), in comparison to other age groups.

European residents were also more likely to be positive about their quality of life, in comparison to other ethnic groups.

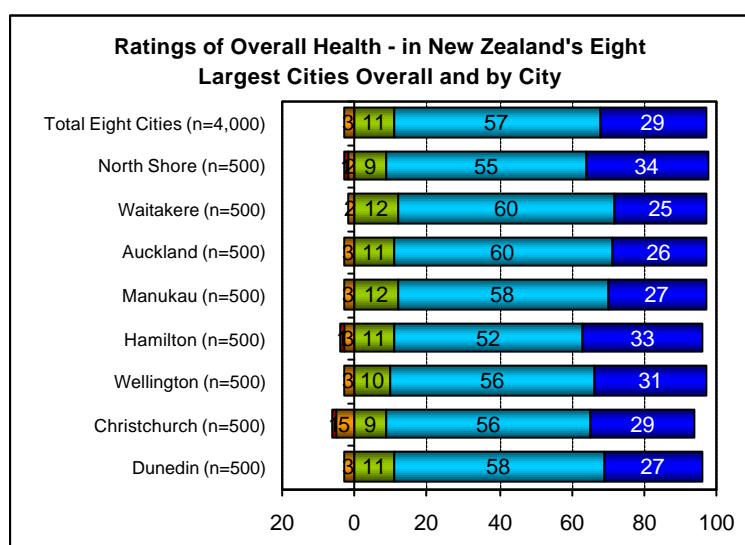
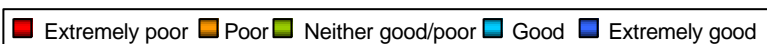


Females were more likely to report an extremely good quality of life (31%), in comparison to males (25%).

Ratings of quality of life amongst residents with different household incomes were significantly different. Lower income households were far less likely to rate their quality of life positively, while higher income households (\$70,001 and over) were significantly more likely to do so.

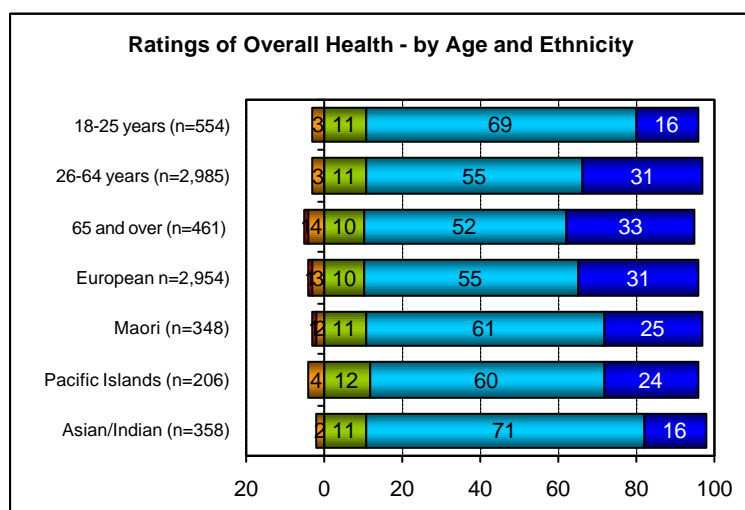
## Section 2: Health and Lifestyle

### Overall Health

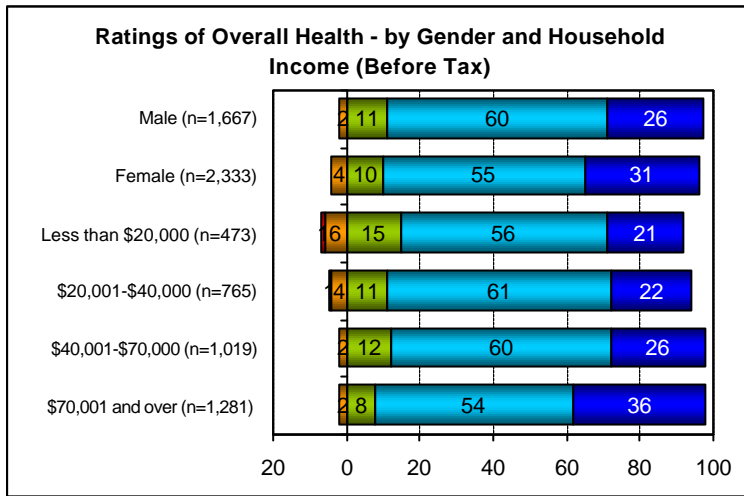


Most residents in New Zealand's eight largest cities rated their health as good or extremely good (86%).

Christchurch City residents were more likely to rate their health as poor or extremely poor (6%), in comparison to other cities.



Younger residents (18-25) were less likely to describe their health as extremely good than other age groups, as were Asian/Indian residents.

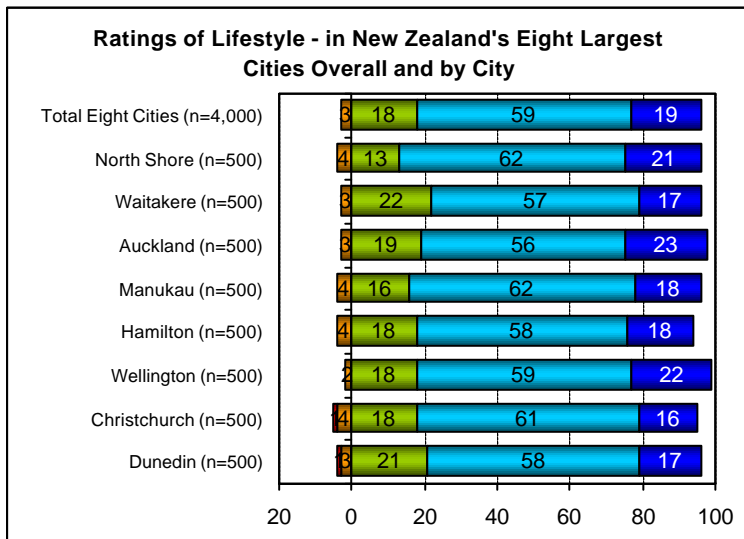


Females were more likely to rate their overall health as extremely good than males.

More than one third of residents with an annual income of over \$70,001 rated their quality of life as extremely good.

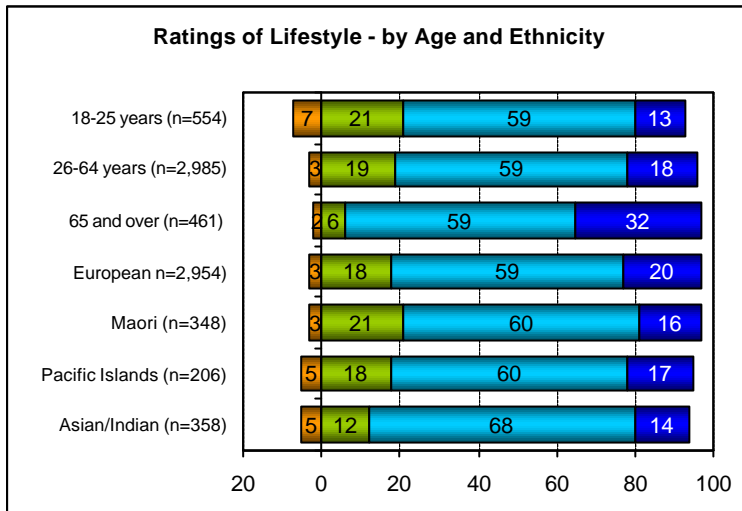
In contrast, households with an annual income of less than \$20,000 were significantly less likely to rate their quality of life positively.

## Lifestyle

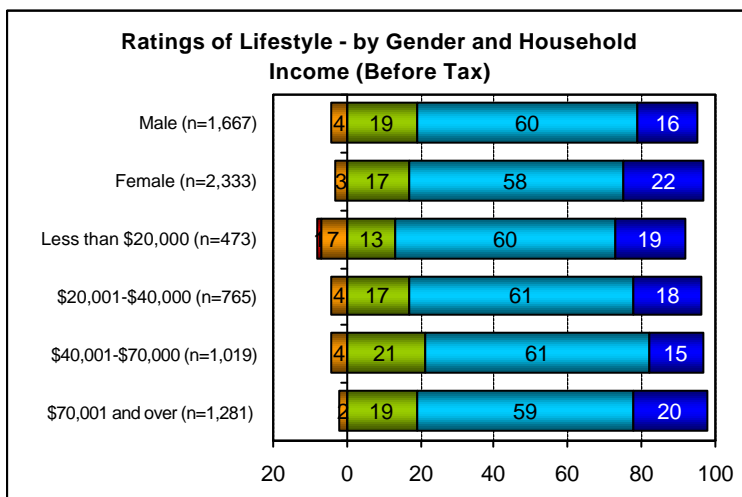


As is evident with health ratings, the majority of residents in New Zealand's eight largest cities rated their lifestyle as healthy or very healthy (78%).

These ratings were similar amongst residents of all cities.



Those residents aged 18 to 25 years were less likely to rate their lifestyle as healthy (72%), compared with other age groups. This was particularly significant in those aged 65 years and over, where 91% rated their lifestyle as healthy.



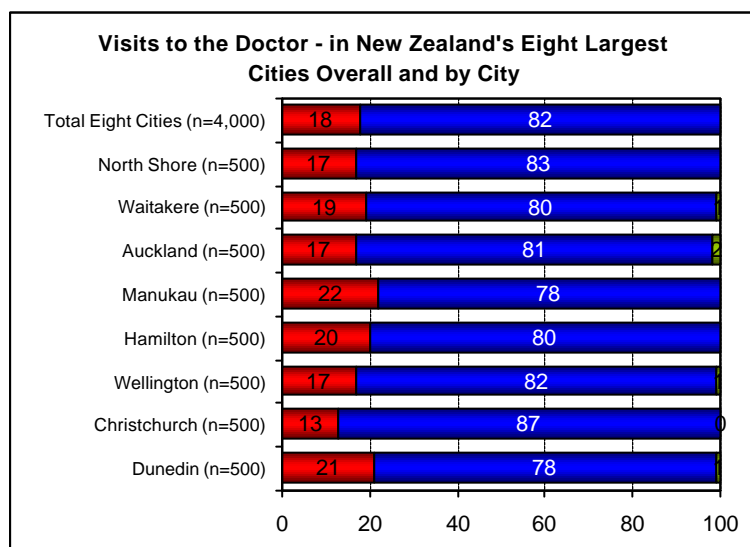
Females were significantly more likely than males to rate their lifestyle as extremely healthy (22% versus 16% respectively).

Households with an annual income of under \$20,000 were the most likely of all income groups to report an unhealthy lifestyle (8%).

## Barriers to Usage of General Practitioners

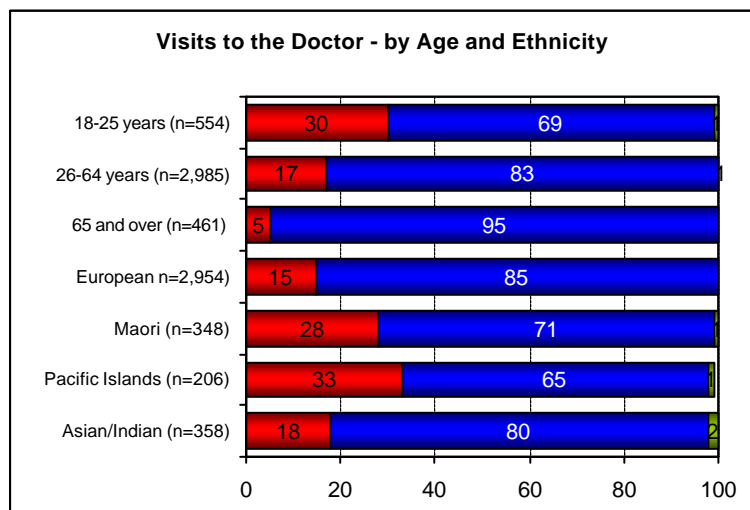
Residents of New Zealand's eight largest cities were asked: 'Has there been any time in the last 12 months when you or a member of your family wanted to go to a GP but didn't?'

■ Yes wanted to go to a Doctor but didn't
 ■ No
 ■ Don't Know



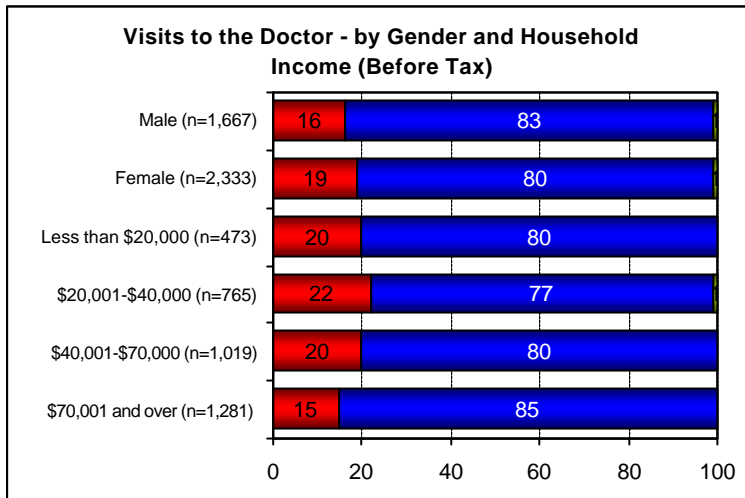
Overall, approximately one in five (18%) residents experienced a time when they or their family wanted to visit the doctor but did not go in the preceding 12 months.

This was significantly higher than the non-usage of healthcare amongst residents of Christchurch City (13%), but lower than that evidenced in Manukau City (22%).



Those aged 65 and over were significantly less likely to have failed to seek medical attention in the previous 12 months than younger residents, particularly the 18-25 year old age group.

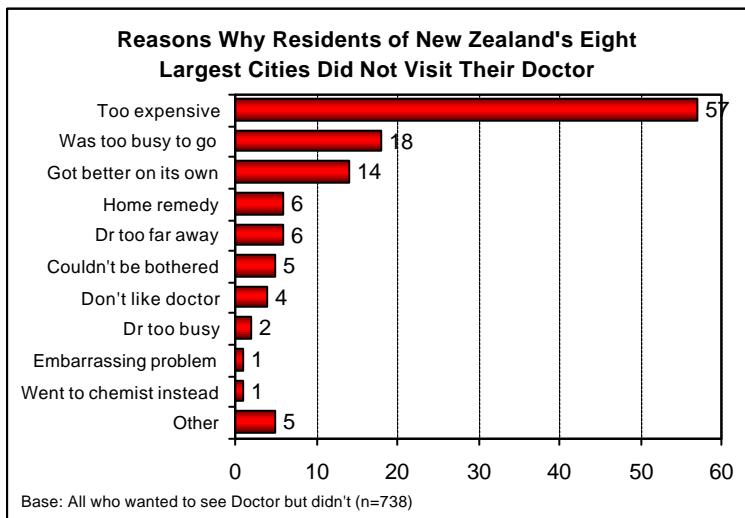
Residents of Maori and Pacific Island ethnicity were far more likely to fail to seek medical attention, compared with other ethnic groups.



Males were somewhat less likely to have failed to seek medical attention in the previous 12 months than females.

Further, higher income households (\$70,001 and over) were more likely to seek medical attention when required, compared to other income groups.

Residents who did not seek desired medical attention were asked: *'For what reasons did you or your family not go to the Doctor when you wanted to?'*

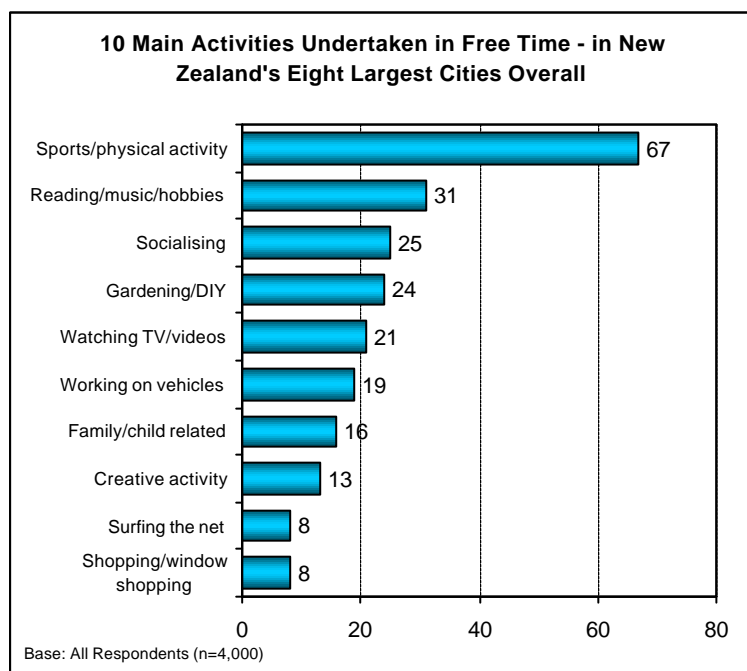


The cost of healthcare was the main reason why residents did not seek medical attention. Residents reporting that they were too busy to go to the doctor followed this.

Interestingly, Asian/Indian residents did not rate cost as the primary reason for not seeking medical attention. They rated the illness getting better on its own or using a home remedy as more important reasons than other residents.

## Activities

Residents were asked: 'Thinking of all the different things you do in your free time including physical activity and other pastimes, what are the three main things you do in your free time?'



Sports and physical activity was the favourite pastime of residents in New Zealand's eight largest cities.

This was followed by reading/music/other hobbies, socialising with friends and undertaking gardening or DIY projects.

Of those residents who took part in physical activity, 34% did so through a team, club or organised group, and 78% belonged to an informal group or undertook physical activity on their own.

The tables below detail the ten most popular leisure activities that residents undertake in their free time - by city, gender and ethnicity.

Main Things Residents of New Zealand's Eight Largest Cities do in their Free Time – by City									
Activities	Eight Cities (n=4,000)	North Shore (n=500)	Waitakere (n=500)	Auckland (n=500)	Manukau (n=500)	Hamilton (n=500)	Wellington (n=500)	Christchurch (n=500)	Dunedin (n=500)
Sports/physical activity	67	72	63	71	61	65	65	67	71
Reading/music/hobbies	31	32	27	31	30	30	33	32	34
Socialising	25	26	22	25	28	25	23	25	22
Gardening/DIY	24	22	23	20	25	27	22	28	32
Watching TV/videos	21	20	19	21	20	19	21	22	19
Working on vehicles	19	18	24	17	23	23	17	19	16
Family/child related	16	16	19	14	19	19	14	14	13
Creative activity	13	12	14	13	11	15	15	10	17
Surfing the net	8	10	7	8	9	10	7	8	6
Shopping	8	8	10	11	9	6	6	6	4

Auckland City residents were significantly more likely to take part in sports and physical activity in their free time and less likely to participate in gardening/DIY projects. Residents of Manukau City were less likely to take part in sports/physical activity but more likely to take part in family or child focused activities. Residents of both Christchurch City and Dunedin City were more likely to take part in gardening/DIY projects.

Main Things Residents of New Zealand's Eight Largest Cities do in their Free Time – by Gender and Ethnicity							
Activities	Eight Cities (n=4,000)	Male (n=1,667)	Female (n=2,333)	European (n=2,954)	Maori (n=348)	Pacific Islands (n=206)	Asian/ Indian (n=358)
Sports/physical activity	67	70	65	69	69	57	59
Reading/music/hobbies	31	24	38	32	28	33	34
Socialising	25	22	28	23	33	30	27
Gardening/DIY	24	23	18	27	15	9	18
Watching TV/videos	21	24	18	19	18	26	29
Working on vehicles	19	20	19	18	29	30	15
Family/child related	16	16	16	15	23	24	12
Creative activity	13	10	16	14	8	10	11
Surfing the net	8	13	4	7	9	7	16
Shopping	8	5	11	7	9	14	15

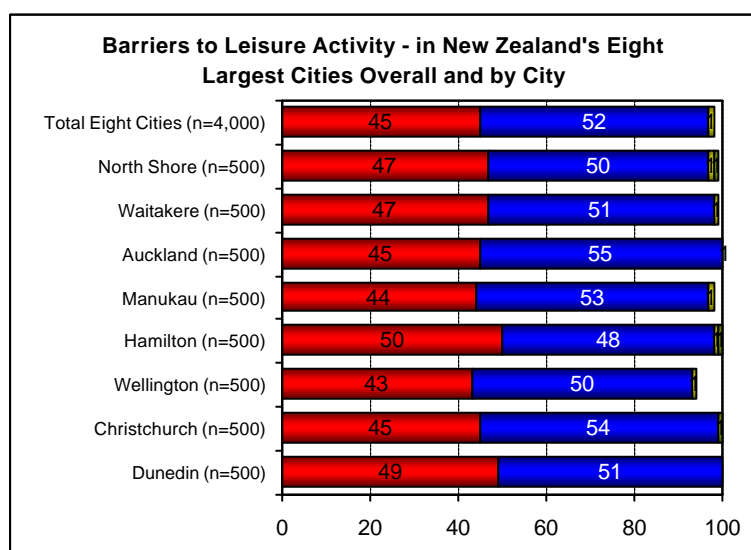
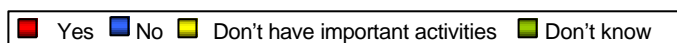
Females were more likely to spend their free time shopping/window-shopping, reading, socialising and taking part in creative activity. Males on the other hand were more likely to take part in sport, watch TV and surf the net in their free time.

Residents of European ethnicity were more likely to take part in sports, gardening or DIY projects and creative activity. Whereas, Maori residents were more likely to spend time socialising, working on vehicles and taking part in creative activity. The latter two were also

preferences for those of Pacific Island ethnicity, along with shopping/window shopping. Asian/Indian residents were more likely to spend their free time watching TV/videos, surfing the net or shopping compared with residents overall.

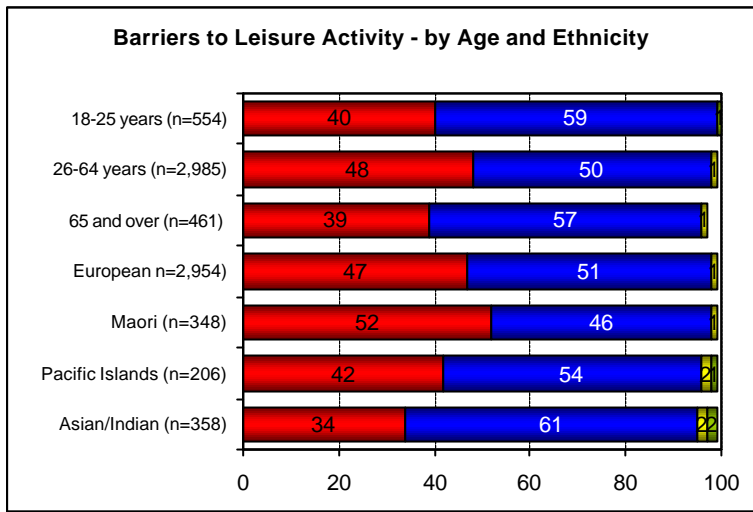
## Barriers to Leisure Activity

Residents were also asked about whether there were barriers to leisure time activities that they considered important.



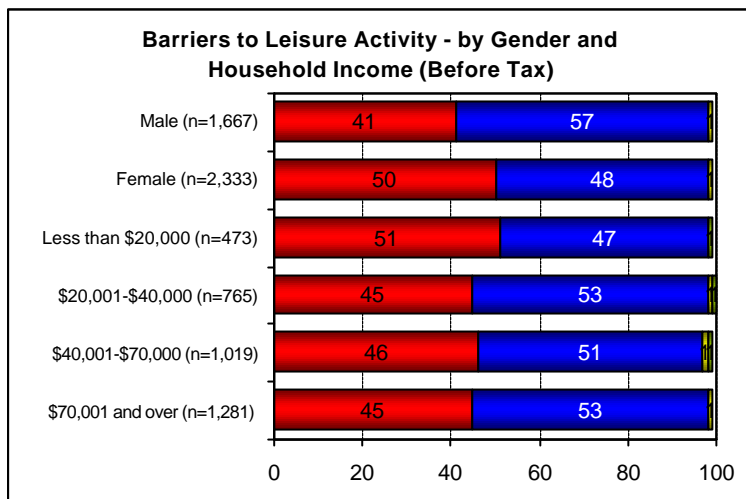
Forty five percent of residents in New Zealand's eight largest cities reported barriers that made it difficult for them to participate in leisure time activities they considered important.

While not significant, this was slightly higher in residents of Hamilton City.



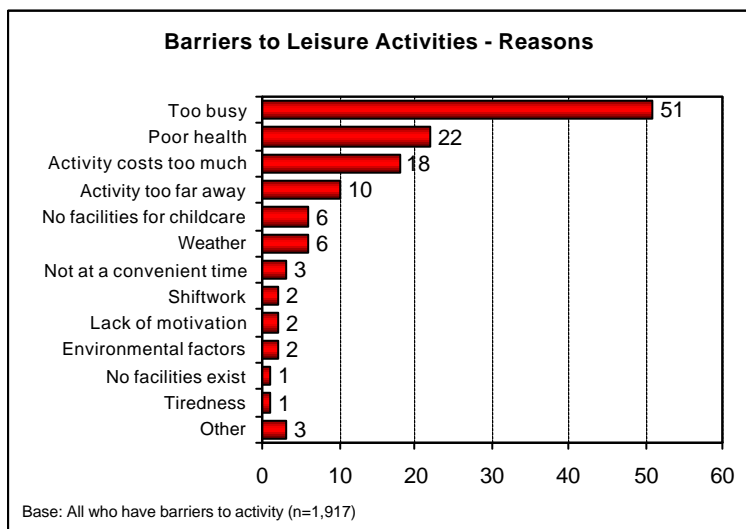
Those aged 26 to 64 years perceived more barriers to leisure activity than other age groups.

Residents of European and Maori ethnicity were more likely to report barriers to physical activity than other ethnic groups, particularly Asian/Indian residents.



Females and those with a household income of under \$20,000 per year were more likely to experience barriers to leisure activity they considered important.

Residents who reported experiencing barriers to important leisure activities were asked what these barriers were.

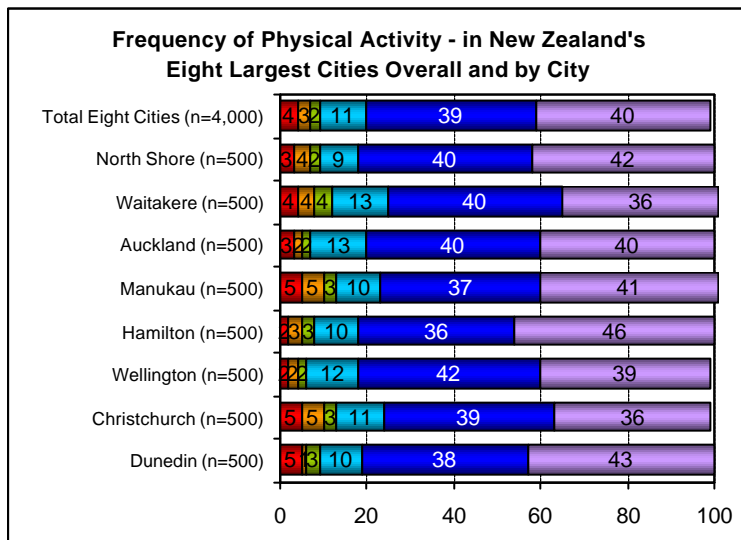
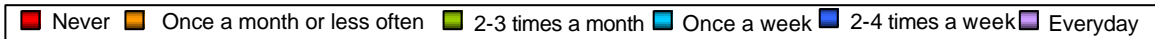


The most frequently mentioned barrier to taking part in leisure activities was being 'too busy' (51%). Poor health (22%) and not being able to afford the activities (18%) were the two other key barriers.

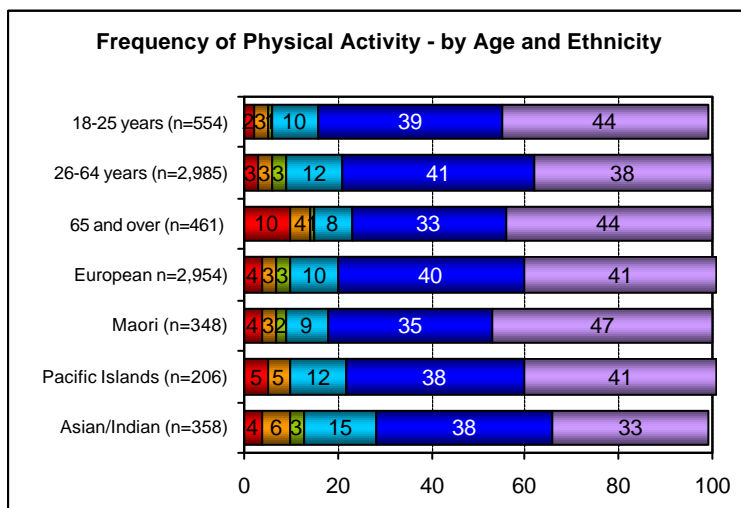
Compared to other cities, residents of Christchurch City were more likely to state poor health as the reason they felt there were barriers to leisure activities. Whereas, residents of Auckland City were particularly more likely to feel that the activity was too far away.

## Physical Activity

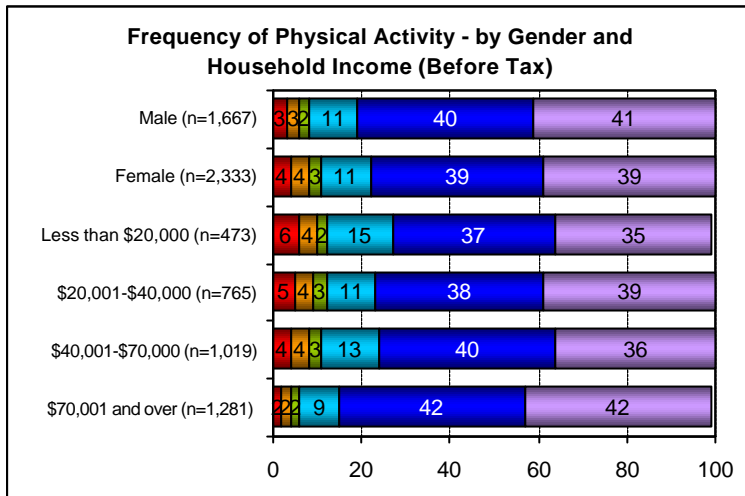
The charts below detail how often residents of New Zealand's eight largest cities undertake exercise and other physical activities.



The vast majority of residents in New Zealand's eight largest cities report taking part in exercise and other physical activity weekly or more often (90%).



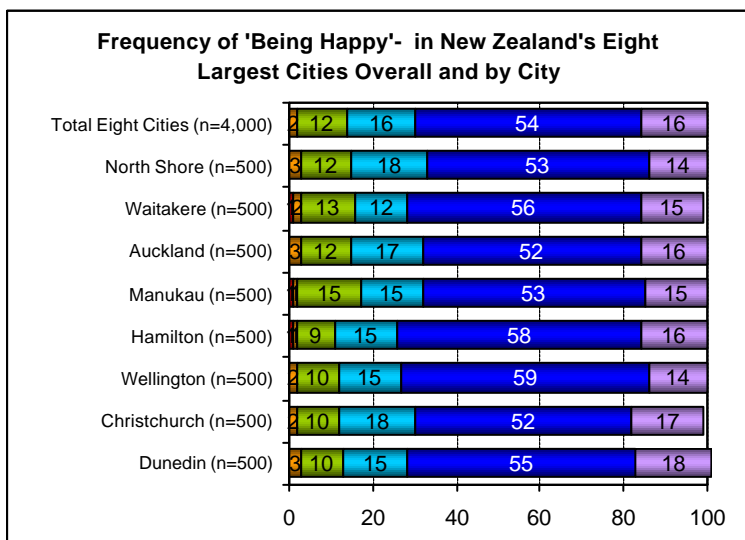
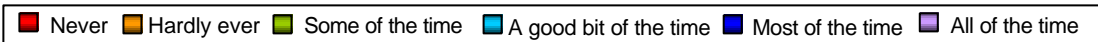
Residents of Asian/Indian ethnicity were less likely to exercise everyday (33%).



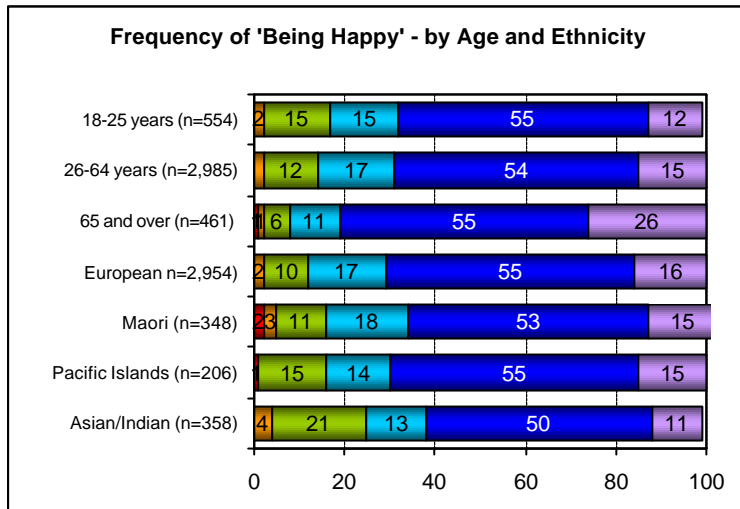
Residents with a household income of over \$70,001 per year were significantly more likely to take part in physical activity frequently (more than once a week).

## Emotional Well-being

Residents of New Zealand's eight largest cities were asked: 'How much of the time would you say you have been 'happy' over the last 4 weeks?'

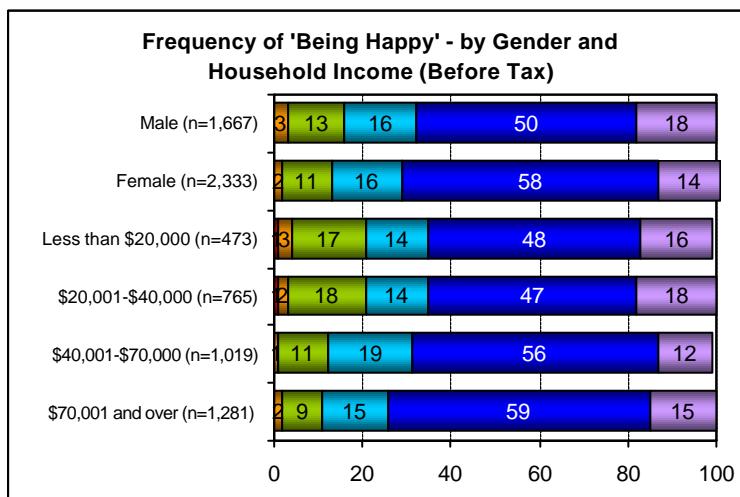


Most residents felt happy 'a good bit of the time', 'most of the time' or 'all of the time' (86%). This rating was similar amongst all cities' residents.



Those aged 65 and over were significantly more likely to feel happy all of the time (26%), compared with other age groups.

European residents were more likely to feel happy overall, especially compared to those of Asian/Indian ethnicity who were significantly more likely to feel unhappy.

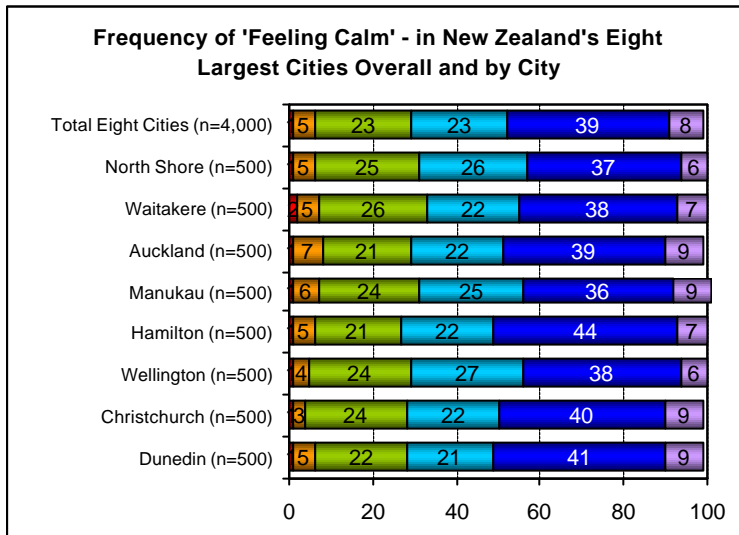


Females were significantly more likely to report feeling happy than males.

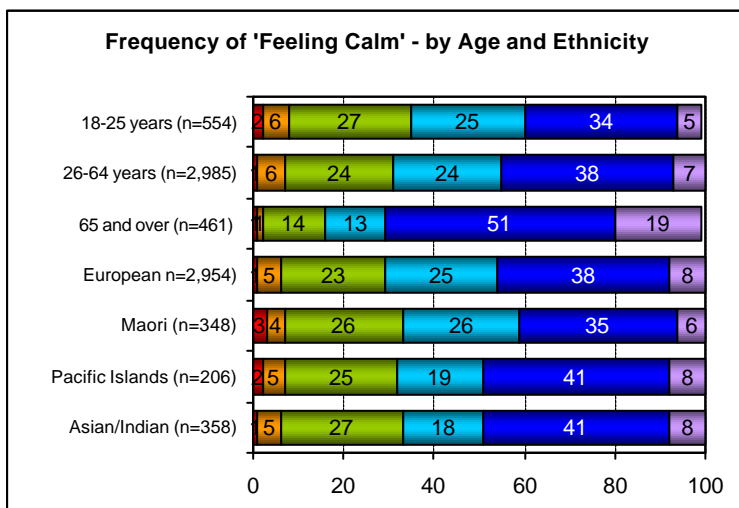
Higher income households (\$70,001 and over) were also more likely to feel happy, compared to lower income households.

Residents of New Zealand's eight largest cities were asked: 'How much of the time would you say you have felt calm and peaceful, over the last 4 weeks?'

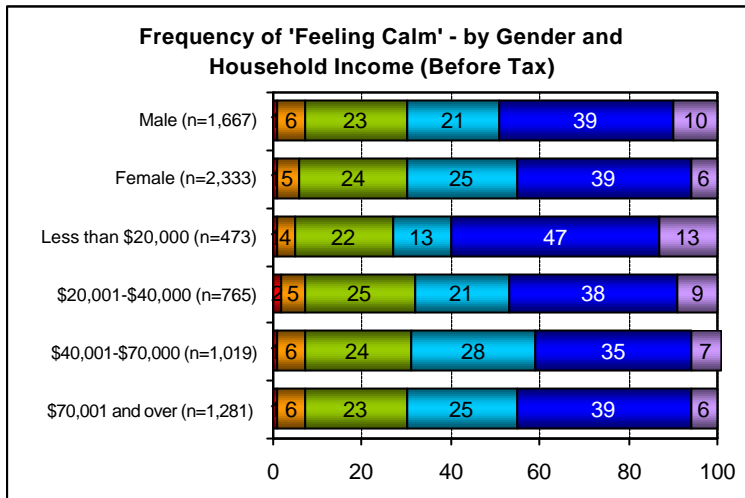
■ Never 
 ■ Hardly ever 
 ■ Some of the time 
 ■ A good bit of the time 
 ■ Most of the time 
 ■ All of the time



More than two thirds of residents in New Zealand's eight largest cities felt calm and peaceful 'a good bit of the time', 'most of the time' or 'all of the time' (70%).



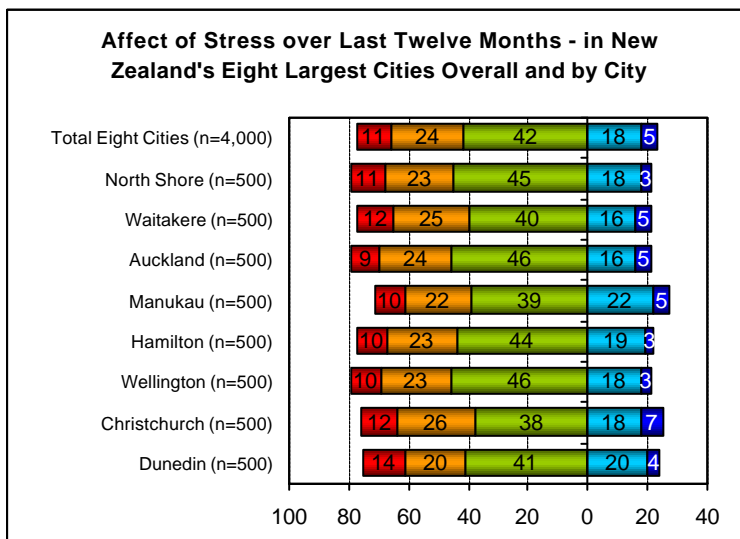
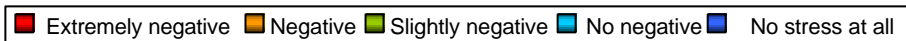
The 65 and over age group, who were more likely to feel happy all of the time, were also more likely to feel calm and peaceful 'all of the time' (19%).



There were no significant differences in frequency of feeling calm amongst genders or households with different incomes.

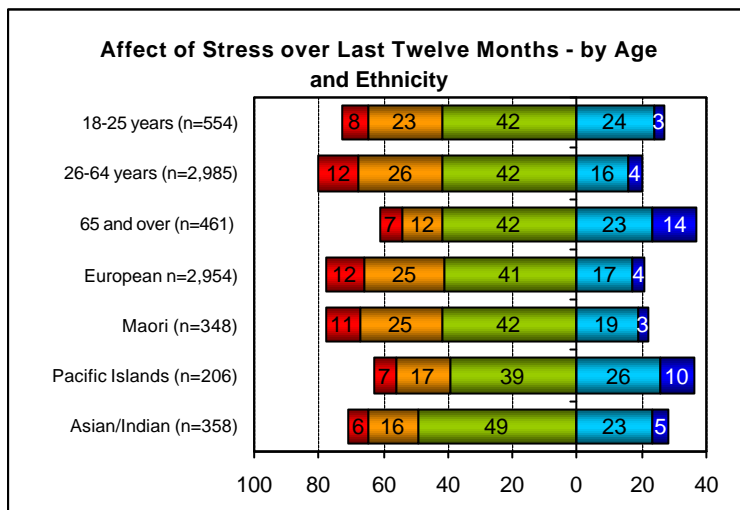
## Stress

The charts below detail the levels of stress that residents of New Zealand's eight largest cities have experienced over the last twelve months.



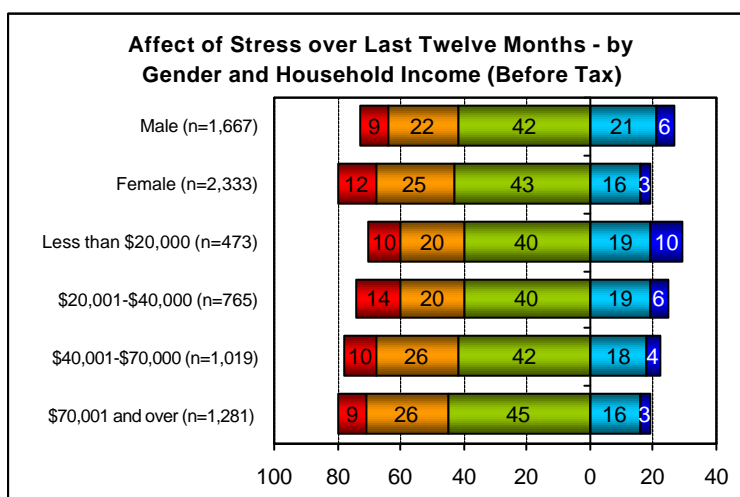
Seventy seven percent of residents experienced stress in the last twelve months that had some form of negative affect on them.

Residents of Manukau City were significantly less likely to have experienced negative stress in the last twelve months (71%), compared with residents of New Zealand's eight largest cities overall (77%).



Compared with other ethnic groups, Pacific Island residents experienced significantly less negative stress (63%).

Those aged 26 to 64 were more likely to experience negative affect from stress, compared with other age groups. In particular, 14% of residents aged 65 and over experienced no stress at all in the last twelve months.

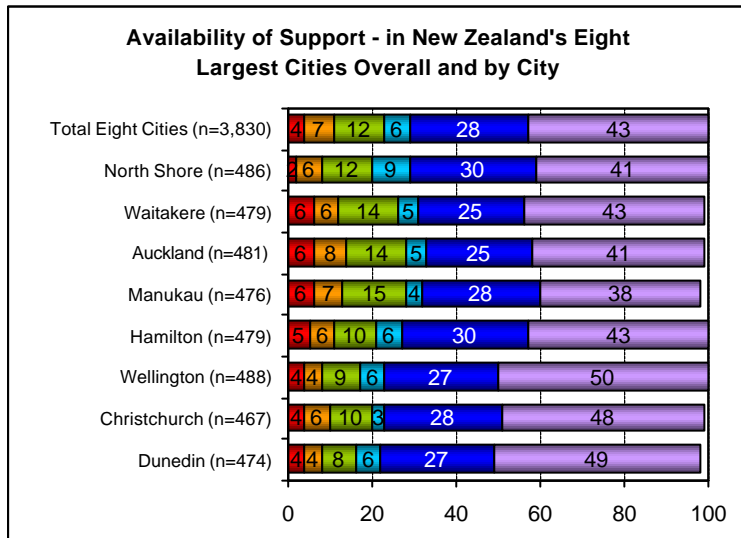
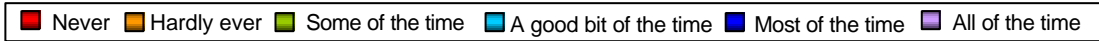


Females were more likely to be affected by negative stress (80%) than males (73%).

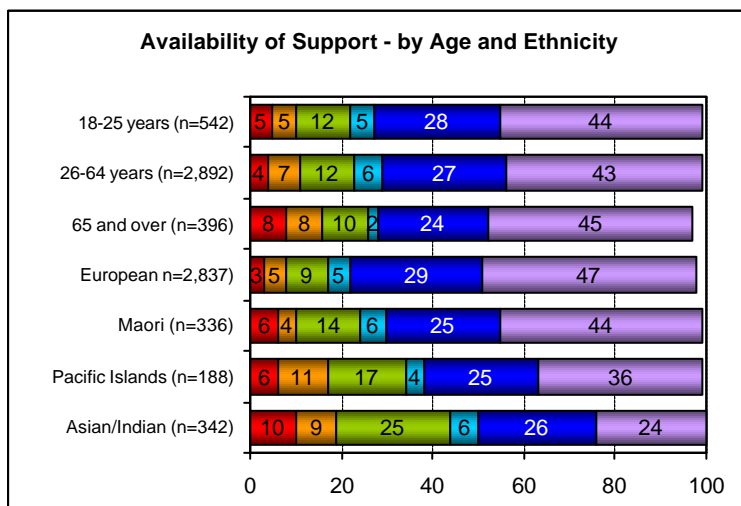
Residents with a household income of \$70,001 and over were also more likely to suffer from negative stress (80%), compared to residents in other income groups.

## Availability of Support

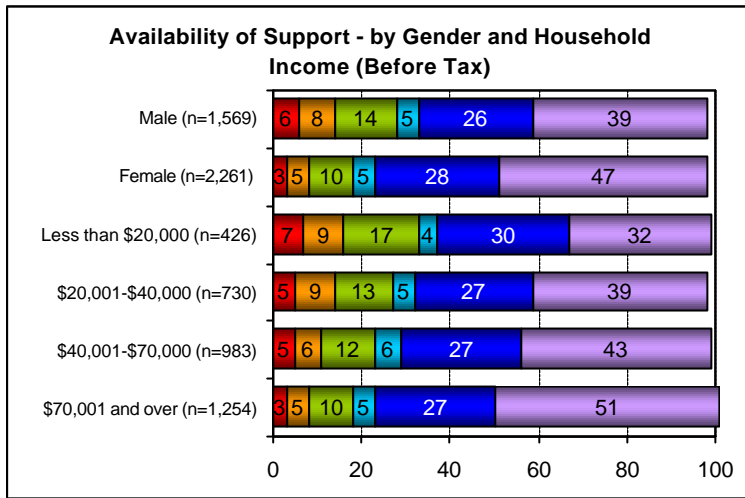
The charts below detail the availability of support to residents when feeling stressed.



Of those residents who experienced some form of stress, most said there was someone they could turn to or rely on for support. Eleven percent 'hardly ever' or 'never' had support.



Compared with other ethnic groups, residents of European ethnicity were significantly more likely to say there was someone they could rely on for support (90%), while those of Pacific Island and Asian/Indian ethnicity were significantly less likely to feel they had support (82% and 81% respectively).



Males were less likely to feel that there was someone they could rely on for support than females, who were more likely to feel they had support.

Residents of higher income households (\$70,000 and over) were significantly more likely to 'always' have support available (51%). On the other hand, residents of lower income households (less than \$40,001) were less likely to feel they had support.

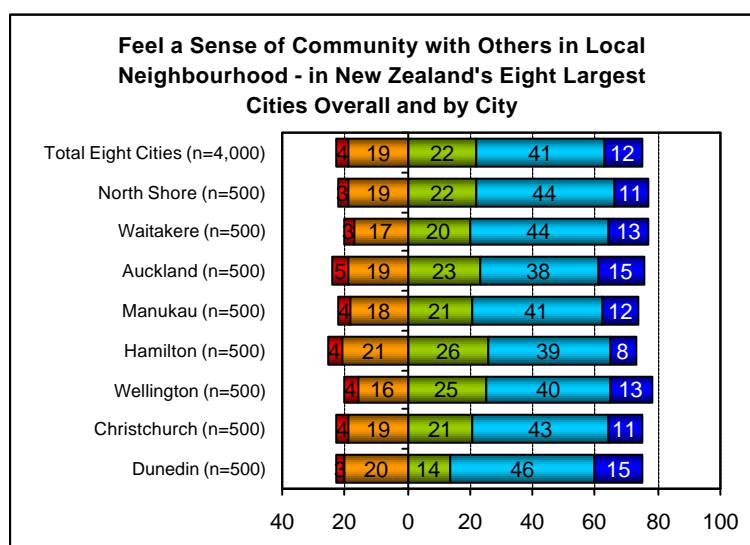
## Section 3: Community Cohesion

### Sense of Community

Residents of New Zealand's eight largest cities were asked their level of agreement with the following statements:

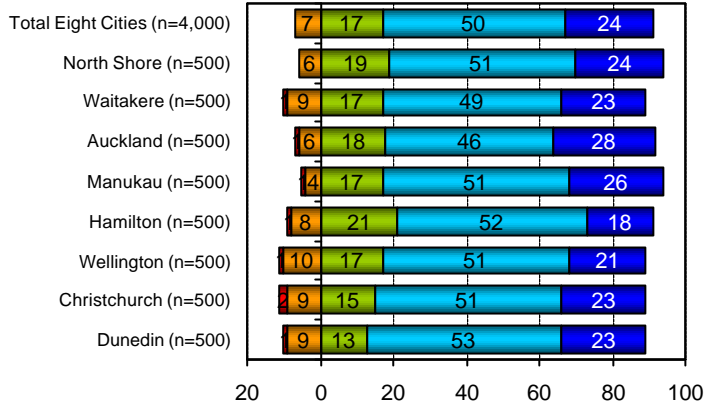
- 'You feel a sense of community with others in your local neighbourhood'
- 'It's important to you to feel a sense of community with people in your local neighbourhood'
- 'People across your local neighbourhood work together and support each other'

■ Strongly disagree 
 ■ Disagree 
 ■ Neither 
 ■ Agree 
 ■ Strongly agree



Over half of all residents agreed that they feel a sense of community with others in their local neighbourhood (53%).

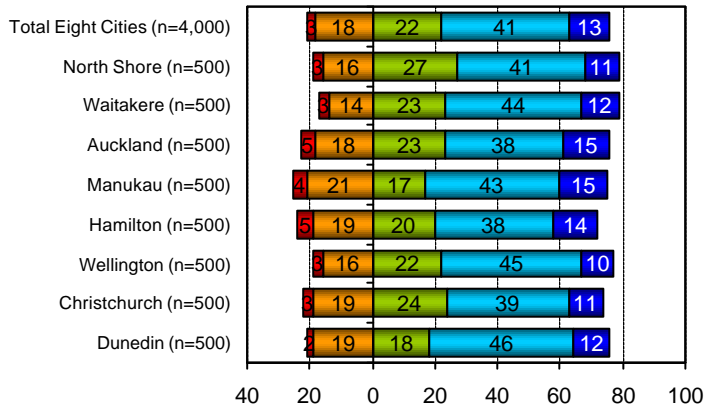
**It is Important to Feel a Sense of Community with Others in Local Neighbourhood - in New Zealand's Eight Largest Cities Overall and by City**



Nearly three-quarters of residents felt it was important to feel a sense of community with others in their local neighbourhood (74%).

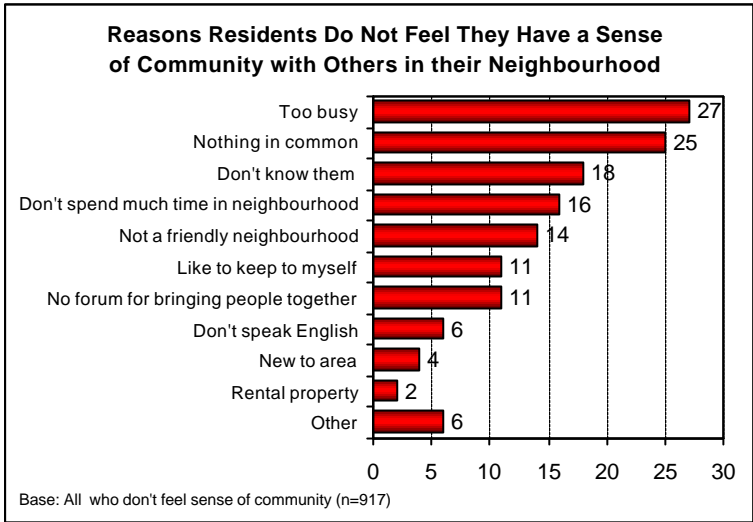
Only 7% of residents in New Zealand's eight largest cities disagreed with this statement.

**People in the Local Neighbourhood Work Together/Support Each Other - in New Zealand's Eight Largest Cities Overall and by City**



Fifty four percent of residents felt that people in their local neighbourhood work together and support each other.

Those residents of New Zealand's eight largest cities who did not feel a sense of community with others in their local neighbourhood, were asked their reasons why.

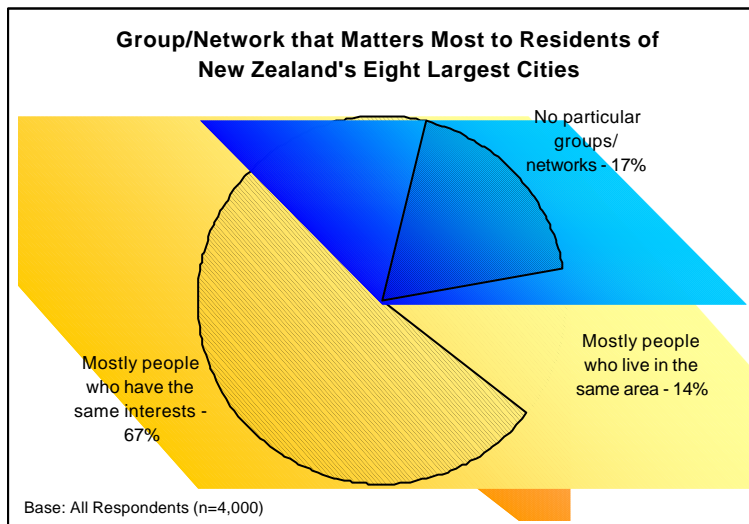


Being too busy was the key reason residents did not feel a sense of community with others in their neighbourhood (27%), followed by having nothing in common (25%).

Of all the reasons given, residents of Auckland City were far more likely to feel that not speaking English was a key reason that they did not feel a sense of community with others (11% compared with 6% overall).

## Social Networks and Contact

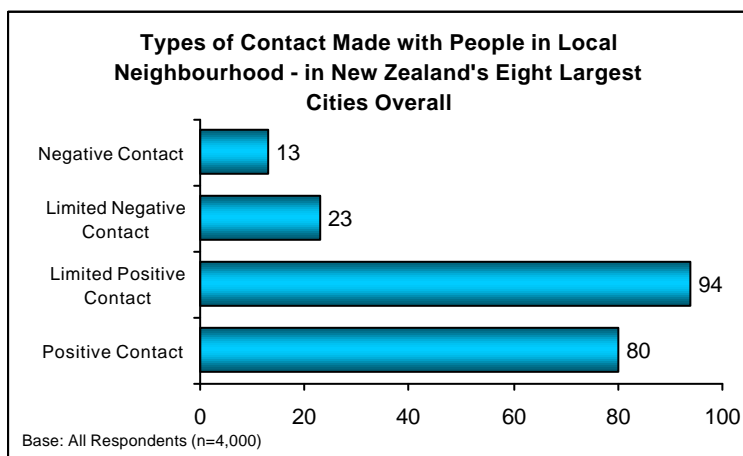
The chart below details the types of groups or networks that mattered most to residents of New Zealand's eight largest cities.



The social networks and groups that matter most to residents of New Zealand's eight largest cities were based on interests, culture or beliefs (67%), rather than geography (14%).

This was consistent amongst residents of all cities in the survey.

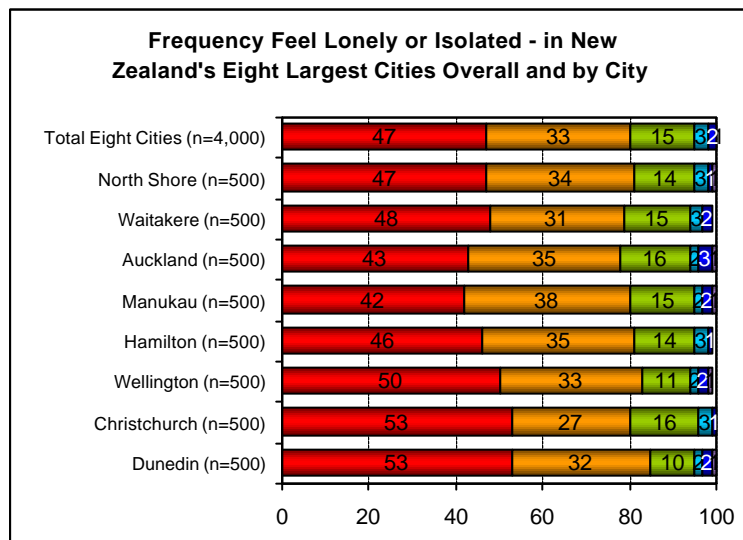
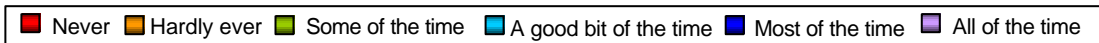
The chart below details the types of contact residents of New Zealand's eight largest cities have made with others in their local neighbourhood in the last twelve months.



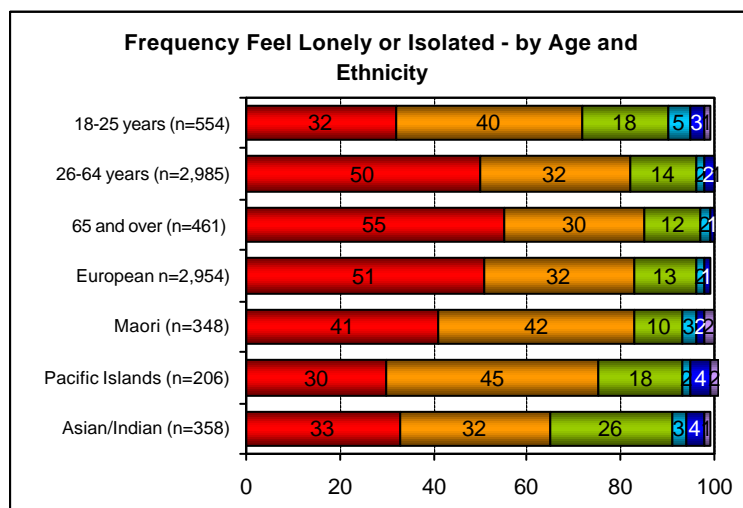
The majority of residents report positive contact with people in their local neighbourhood such as a visit, a chat, asking for favours etc.

## Isolation

Residents of New Zealand's eight largest cities were asked: *'In the last 12 months how often have you felt lonely or isolated?'*

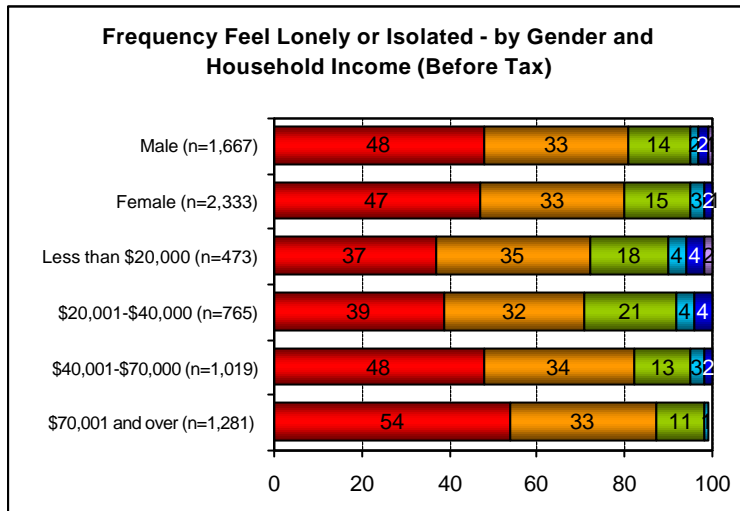


Nearly one half of residents reported never having felt lonely or isolated in the previous twelve months (47%).



Those aged 18 to 25 were more likely to feel lonely and isolated, compared with other age groups.

European residents were less likely to feel lonely or isolated, whereas Asian/Indian residents were significantly more likely to feel this way.

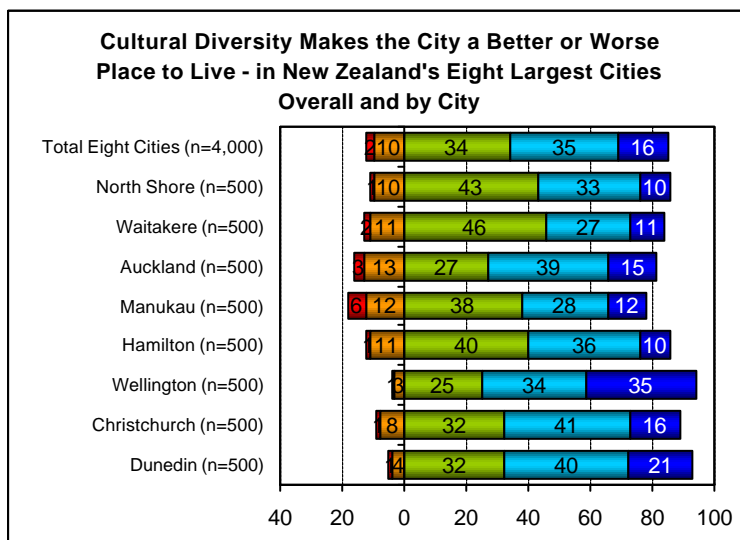


Residents with a household income of \$70,001 and over were significantly less likely to feel lonely or isolated, compared to residents with a household income of less than \$20,000 or \$20,001 to \$40,000.

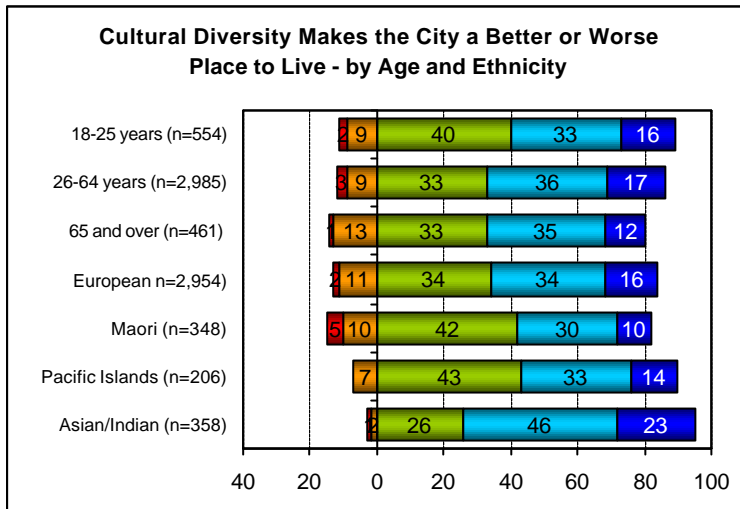
## Cultural Diversity

Residents of New Zealand's eight largest cities were asked about cultural diversity and whether this diversity has made their city a better or worse place to live.

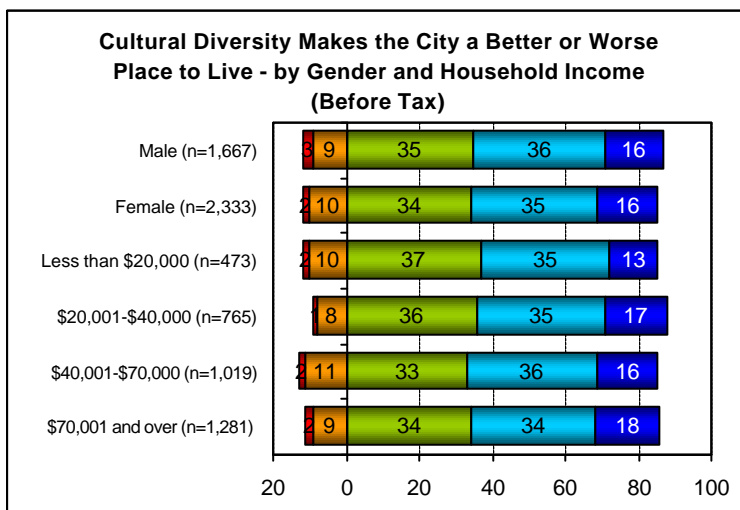
■ A much worse place
 ■ A worse place
 ■ No difference
 ■ A better place
 ■ A much better place



Wellington, Christchurch and Dunedin City residents were significantly more likely to feel that cultural diversity made their cities a better place to live. Whereas, those residents living in Auckland City and Manukau City were significantly more likely to disagree with this statement.

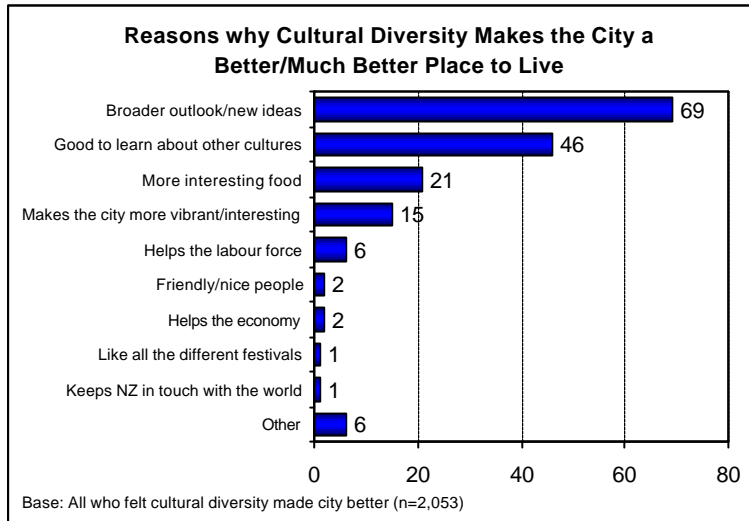


Residents of Asian/Indian ethnicity were more likely to feel that cultural diversity made their city a better place to live than other ethnic groups.



There were no significant differences in the impact of diversity between genders or households with different incomes.

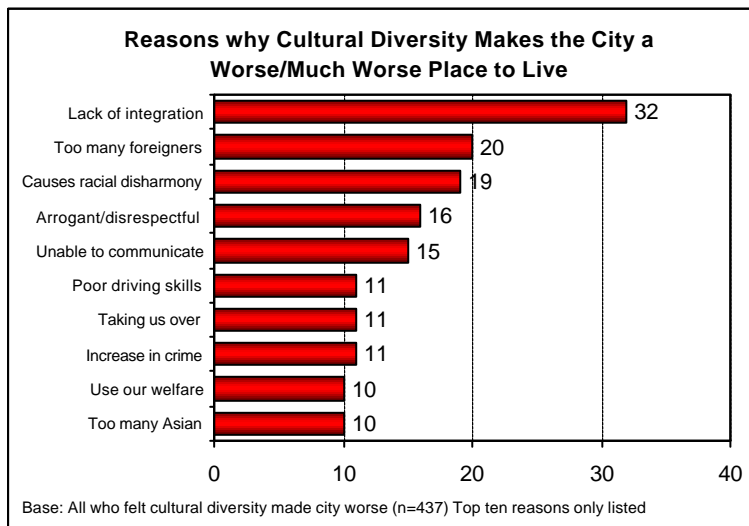
Residents of New Zealand's eight largest cities who felt cultural diversity made their City a better place to live were asked their reasons why.



Sixty nine percent of residents who felt cultural diversity made the city a better place to live, cited a broader outlook and new ideas as the main reason for this. This was particularly evident amongst residents of Christchurch City.

Just under half of residents appreciated the opportunity afforded by diversity to learn about other cultures.

Residents who felt cultural diversity was having a negative impact were also asked why.



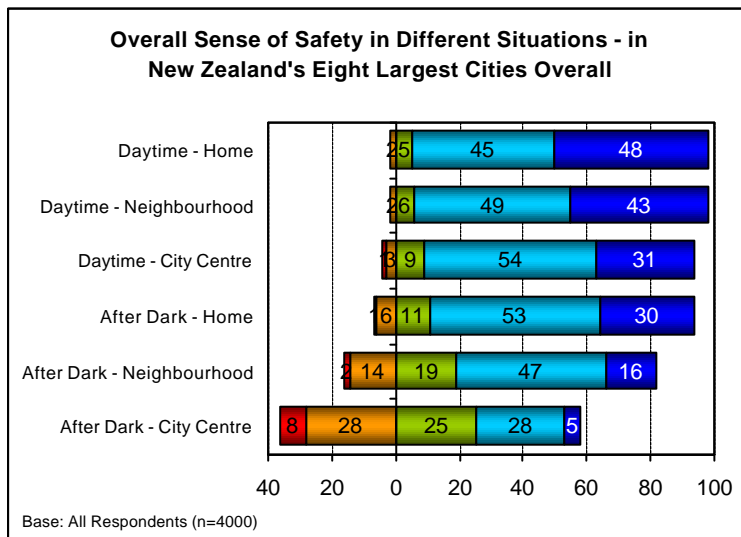
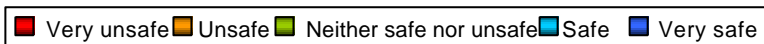
The main reasons why residents felt that cultural diversity made their city a worse place to live included a lack of integration into society, the perception of too many foreigners in the community and the feeling that diversity causes racial disharmony.

Residents of Christchurch City in particular were significantly more likely to cite an inability to communicate, poor driving skills and too many Asian Immigrants as key reasons diversity made their city a worse place to live.

## Section 4: Safety

### Freedom from Crime

The chart below shows how residents of New Zealand’s eight largest cities rate safety in different locations.



The vast majority of residents felt safe during the daytime in all locations.

After dark however, residents’ sense of safety declined in all situations, with over one third (36%) feeling unsafe in their city centre after dark.

The tables below show the percentage of residents who felt unsafe/very unsafe in different locations and situations - by city, gender and ethnicity.

Percentage of Residents of New Zealand's Eight Largest Cities Who Felt Unsafe/Very Unsafe in Various Situations – by City									
Situation	Eight Cities (n=4,000)	North Shore (n=500)	Waitakere (n=500)	Auckland (n=500)	Manukau (n=500)	Hamilton (n=500)	Wellington (n=500)	Christchurch (n=500)	Dunedin (n=500)
<b>DURING DAY</b>									
At home	2	2	4	4	3	-	1	-	1
Local Neighbourhood	2	1	3	3	3	1	1	-	1
City Centre	4	2	4	6	6	2	2	4	1
<b>AFTER DARK</b>									
At home	6	4	8	10	10	7	3	4	3
Local Neighbourhood	16	8	20	20	24	20	9	14	10
City Centre	36	23	36	39	48	37	23	42	26

All residents felt relatively safe in every daytime situation. After dark however, residents of Auckland City and Manukau City were more likely to feel unsafe in their home and local neighbourhood. In the city centre, residents of both Manukau City and Christchurch City were significantly more likely to feel unsafe.

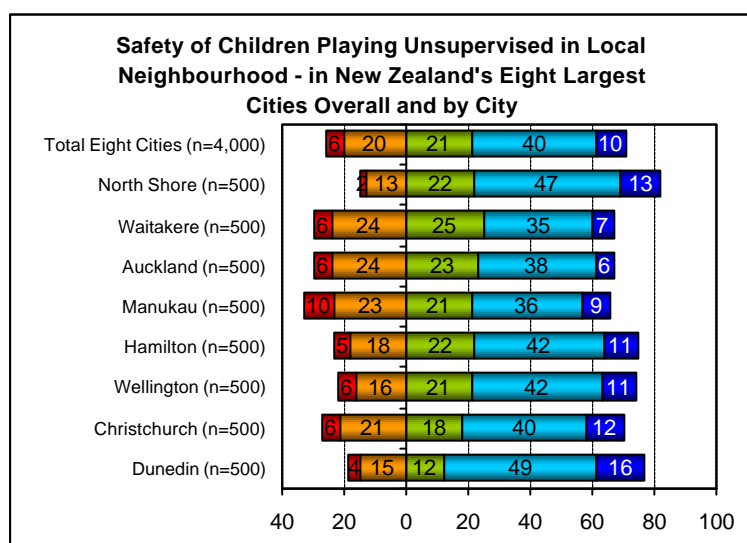
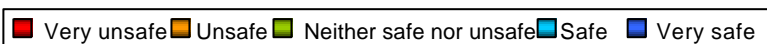
Percentage of Residents of New Zealand's Eight Largest Cities Who Felt Unsafe/Very Unsafe in Various Situations – by Gender and Ethnicity							
Situation	Eight Cities (n=4,000)	Male (n=1,667)	Female (n=2,333)	European (n=2,954)	Maori (n=348)	Pacific Islands (n=206)	Asian/ Indian (n=358)
<b>DURING DAY</b>							
At home	2	2	2	2	1	4	5
Local Neighbourhood	2	2	2	1	1	7	3
City Centre	4	3	5	3	5	8	5
<b>AFTER DARK</b>							
At home	6	6	7	5	9	16	9
Local Neighbourhood	16	9	23	16	18	22	13
City Centre	36	27	44	37	34	30	33

Again, all groups felt relatively safe in all daytime situations. However, Asian/Indian residents were more likely to feel unsafe during the day at home, while Pacific Island residents were more likely to feel unsafe during the day in their local neighbourhood and city centre.

After dark, females were far less likely to feel safe outside of their home than males.

## Safety for Children

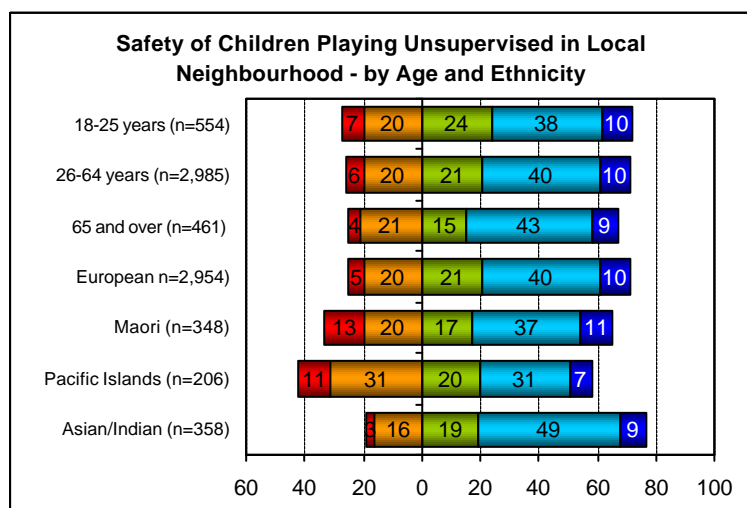
Residents were asked to consider the safety of the local neighbourhood for the unsupervised play of children.



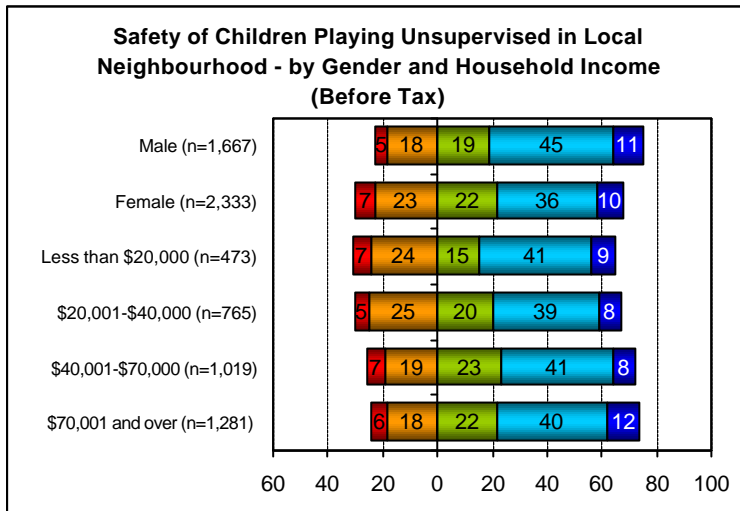
Just over one quarter (26%) of all residents felt it was unsafe for children to play unsupervised in their local neighbourhood.

This was significantly higher in Waitakere/Auckland and Manukau cities, where 30% and 33% respectively felt the neighbourhood was unsafe for children to play in unsupervised.

In contrast, residents of Dunedin and North Shore cities were less likely to feel the neighbourhood was unsafe.

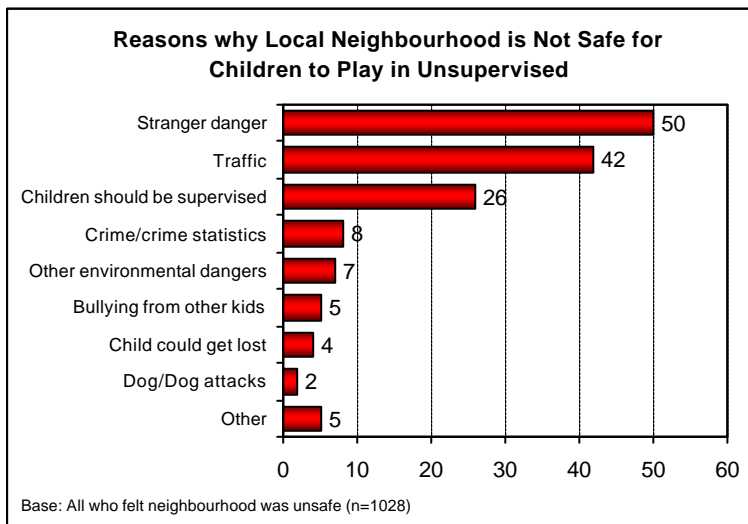


Compared with other ethnic groups, residents of Maori and Pacific Island ethnicity were far more likely to feel that their local neighbourhood was unsafe for children to play in unsupervised.



Females were more likely to feel the neighbourhood was unsafe for children to play in unsupervised than males (30% versus 23% respectively).

Residents who felt that their local neighbourhood was unsafe or very unsafe for unsupervised play of children were asked their reasons why.

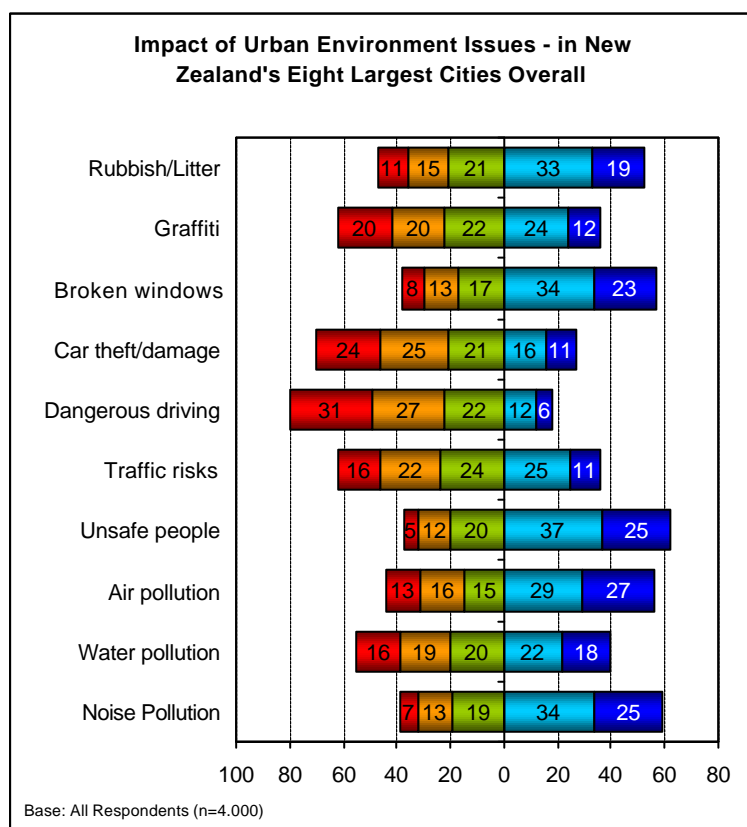
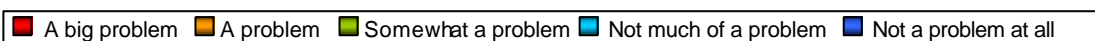


The two main reasons residents felt their local neighbourhood was unsafe for children to play in unsupervised were because of stranger danger (50%) and traffic risks (42%).

## Section 5: Urban Environment

### Urban Environment Issues

The charts below indicate the degree to which residents of New Zealand's eight largest cities felt different issues were a problem in their local neighbourhood.



Graffiti, car theft and damage, dangerous driving and traffic risks were perceived as problems by 60% or more of residents in New Zealand's eight largest cities.

Broken windows, unsafe people and air/noise pollution were seen as less of a problem than the other issues listed.

The tables below show the percentage of residents who felt that various urban environment issues were a problem or big problem - by city, gender and ethnicity.

Percentage of Residents who Have a Problem with Urban Environment Issues – by City									
	Eight Cities (n=4,000)	North Shore (n=500)	Waitakere (n=500)	Auckland (n=500)	Manukau (n=500)	Hamilton (n=500)	Wellington (n=500)	Christchurch (n=500)	Dunedin (n=500)
Rubbish/litter	26	14	19	35	38	23	20	23	21
Graffiti	41	21	42	54	62	36	17	45	11
Broken windows	22	11	17	28	34	18	10	25	12
Car theft/damage	49	26	36	66	62	52	34	48	40
Dangerous driving	58	39	49	69	75	55	38	63	46
Traffic risks	38	27	31	48	41	33	32	40	34
Unsafe people	17	8	16	19	27	17	11	18	8
Air pollution	28	12	21	40	29	11	7	52	8
Water pollution	34	51	24	45	41	32	18	26	20
Noise pollution	20	14	16	31	34	18	12	13	8

Residents of Auckland City and Manukau City were significantly more concerned with most of these issues. On the other hand, residents of Dunedin, Wellington and North Shore cities were more likely to feel that the majority of these issues were not a problem in their community.

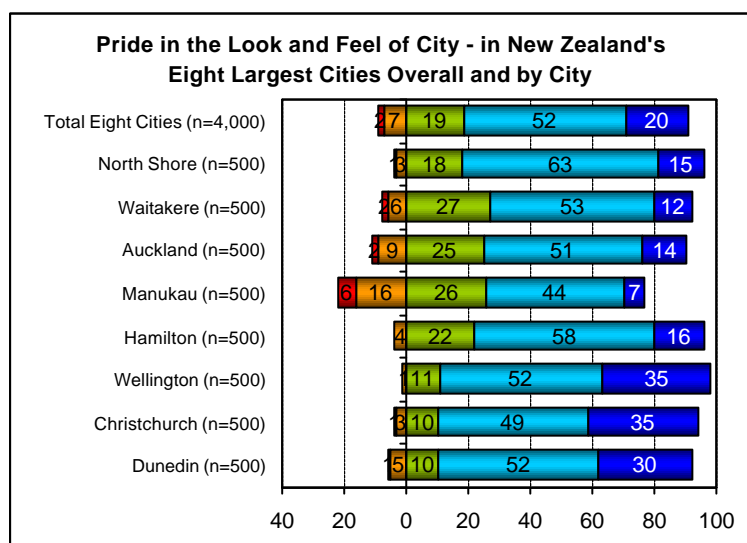
Percentage of Residents who Have a Problem with Urban Environment Issues – by Gender and Ethnicity							
	Eight Cities (n=4,000)	Male (n=1,667)	Female (n=2,333)	European (n=2,954)	Maori (n=348)	Pacific Islands (n=206)	Asian/ Indian (n=358)
Rubbish/litter	26	22	30	24	34	47	21
Graffiti	41	40	41	39	52	57	29
Broken windows	22	22	22	18	25	47	24
Car theft/damage	49	48	50	48	53	65	42
Dangerous driving	58	56	60	57	64	75	55
Traffic risks	38	35	40	39	36	46	31
Unsafe people	17	15	18	15	22	30	20
Air pollution	28	26	31	27	35	42	24
Water pollution	34	30	37	33	47	48	18
Noise pollution	20	19	22	18	29	34	19

Residents of Pacific Island ethnicity were significantly more concerned with all of the above issues. This is in contrast to residents of Asian/Indian ethnicity in particular, where the majority of these issues were seen as less of a problem.

Females were more likely to perceive rubbish/litter, dangerous driving, traffic risks and air and water pollution as problems than males.

## City Pride

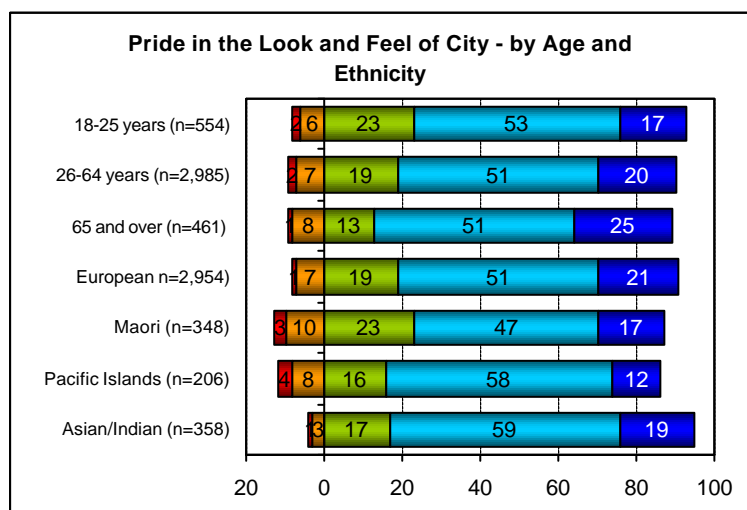
The charts below show the degree to which residents of New Zealand's eight largest cities agree with the statement 'I feel a sense of pride in the way my city looks and feels'



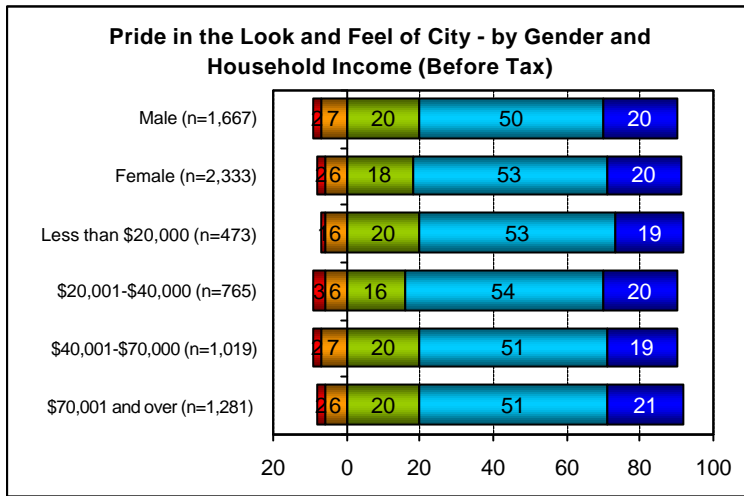
Seventy two percent of all residents felt a sense of pride in their city's look and feel, while 9% did not.

City pride was stronger in Wellington, Christchurch and Dunedin cities.

On the other hand, the largest proportion of residents who disagreed with having a sense of pride in their city lived in Manukau City, where 22% disagreed with this statement.

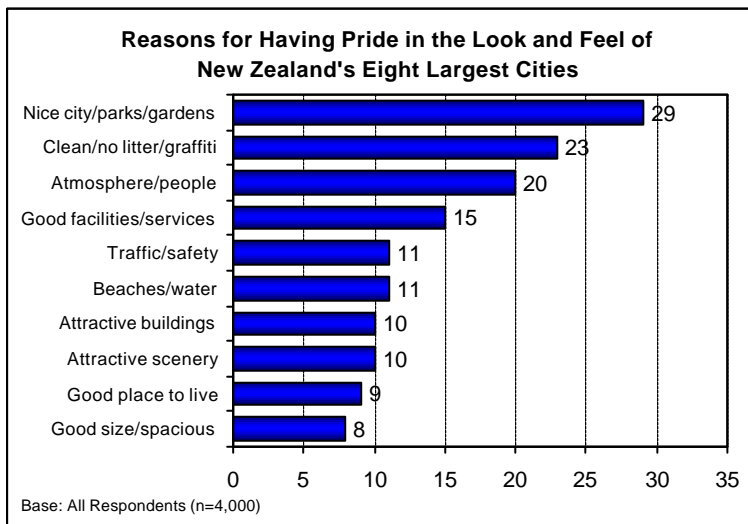


While residents of Maori ethnicity were less likely to have a sense of pride in the look and feel of their city, those of Asian/Indian ethnicity were significantly more likely to feel a sense of pride.

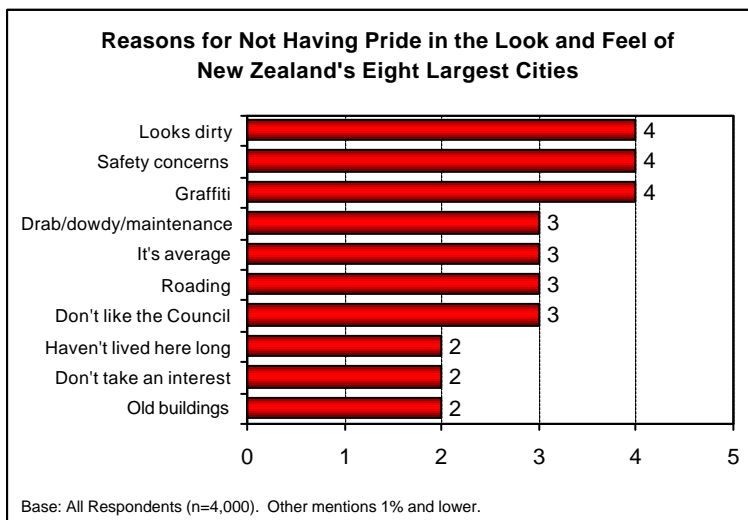


There were no significant differences in ratings of city pride between genders or households with different incomes.

All residents were also asked for the reasons that they felt/did not feel a sense of pride in the look and feel of their city.



Being a nice green city with beautiful parks and gardens was the top reason why residents felt a sense of pride in the look and feel of their city. Being clean/ not having litter and the atmosphere/people were also important reasons for having a sense of pride.

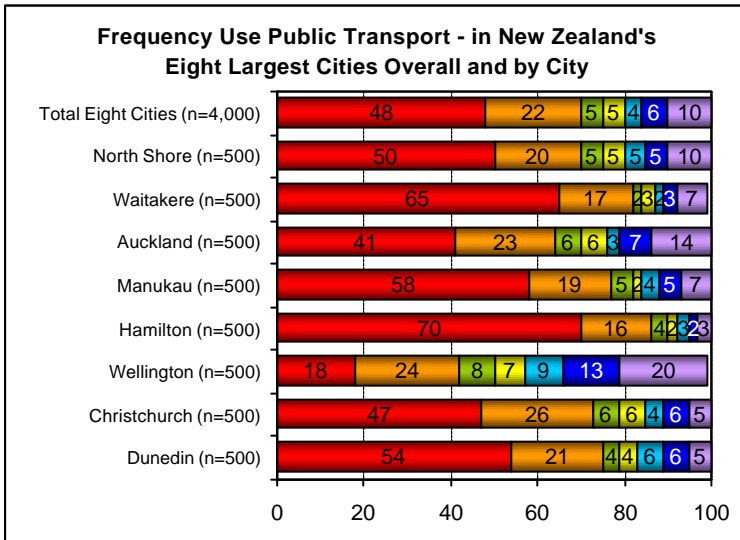
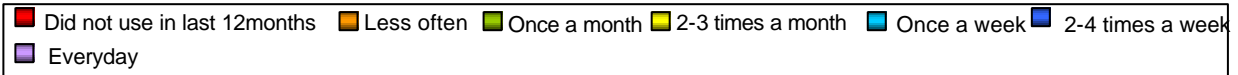


The main reasons why residents did not feel a sense of pride in the look and feel of their city were due to it looking dirty, having safety concerns and being concerned with graffiti.

It is important to note that only 9% of residents did not feel a sense of pride in the look and feel of their city. The vast majority of residents were positive about this statement.

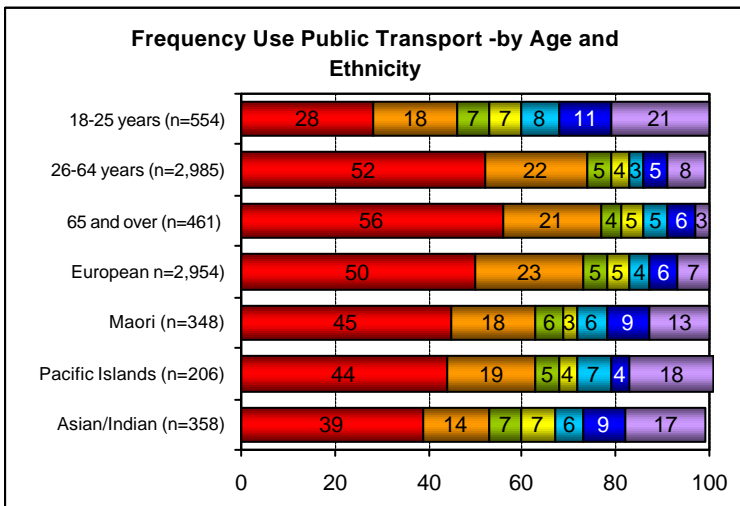
# Public Transport

The following charts show the frequency of use of public transport (buses/cable cars/ferries/ trains) in New Zealand’s eight largest cities in the past twelve months.



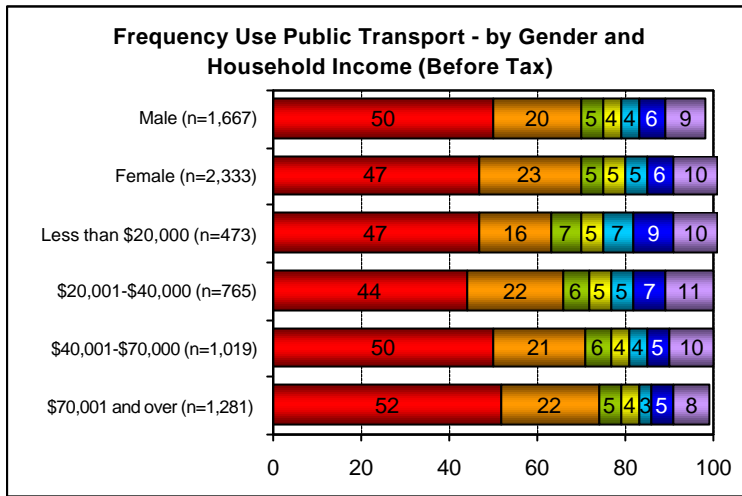
Nearly half of all residents (48%) had not used public transport in the last twelve months.

Compared with residents of other cities, residents of Waitakere, Manukau and Hamilton cities were significantly less likely to have used public transport in the last twelve months. Residents of Wellington City were the most frequent users of public transport, with one in five residents using it everyday.



Compared to other age groups, those aged 18 to 25 were significantly more likely to use public transport everyday (21%).

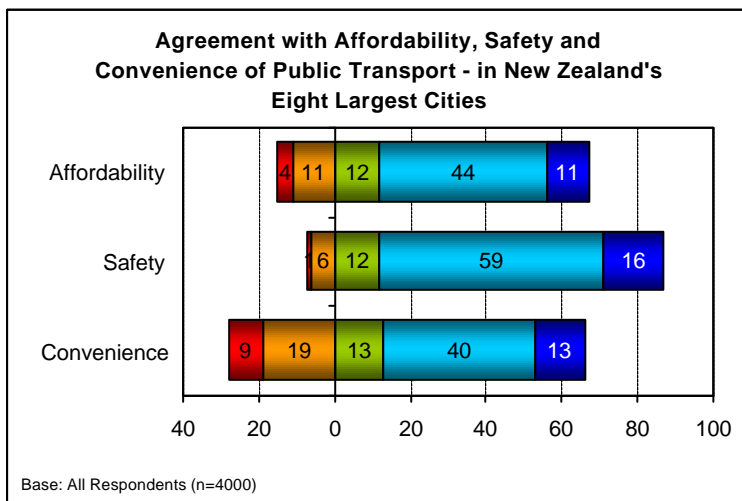
Residents of Pacific Island and Asian/Indian ethnicity were also significantly more likely to use public transport everyday, compared with other ethnic groups.



Residents with a household income of over \$70,000 per year were less likely to have used public transport, with 52% not using it at all in the last twelve months.

Residents were asked their level of agreement with the following statements:

- *'Fares are affordable'*
- *'Public transport is safe'*
- *'Public transport is convenient'*

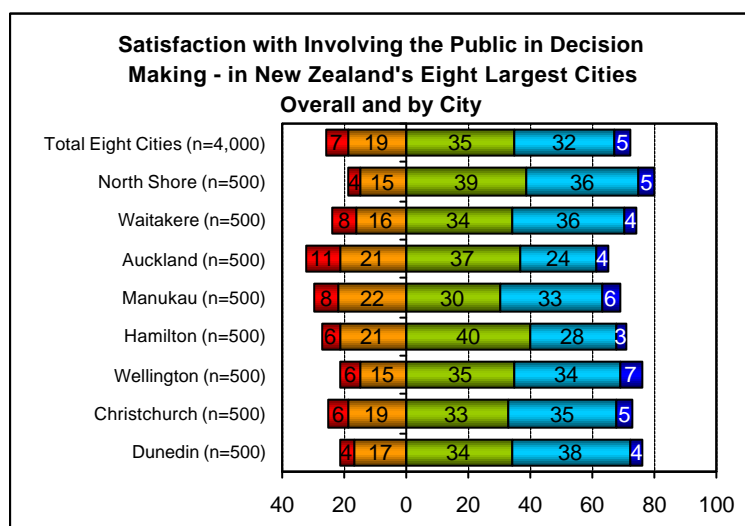


Of all these statements, residents of New Zealand's eight largest cities were most likely to disagree that public transport was convenient. Over half of all residents agreed it was affordable and three quarters agreed that public transport was safe.

## Section 6: Democracy

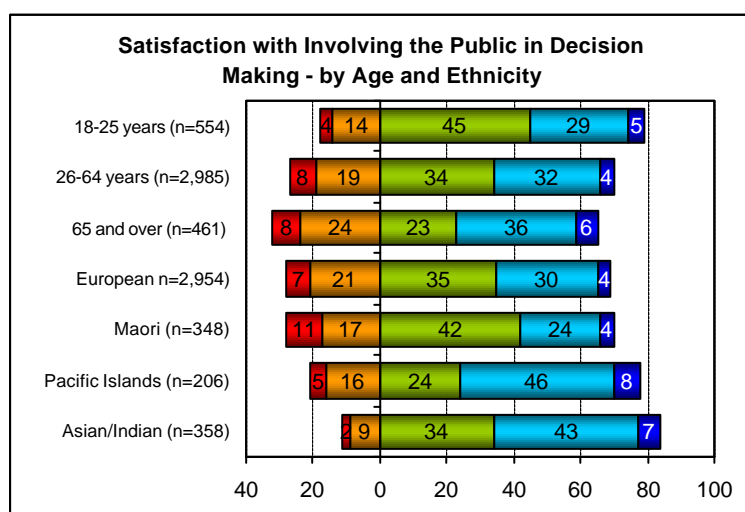
### Satisfaction with Decision-Making

The charts below look at resident satisfaction with the way the local Council involves the public in decision-making.



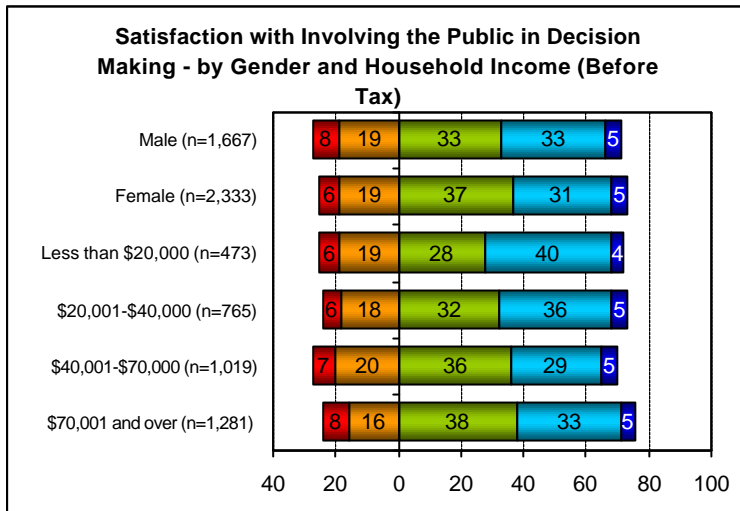
Over a third of residents were satisfied with the way their Council involves the public in the decisions it makes.

Residents of Auckland City were significantly less satisfied than residents of other cities.



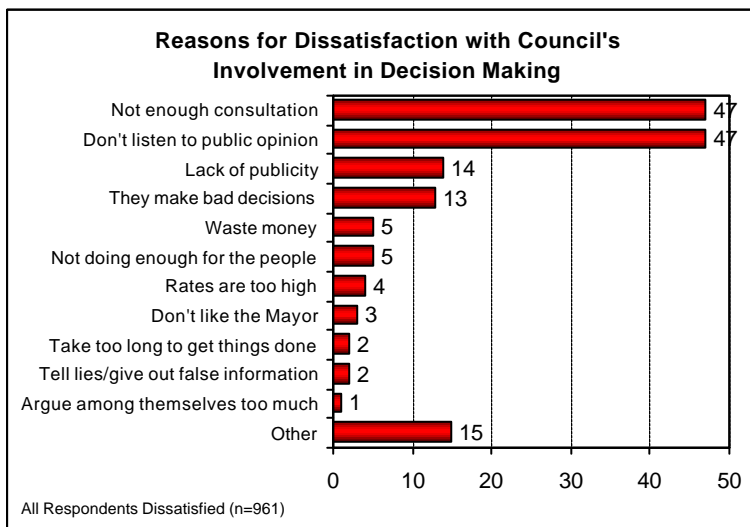
Residents over the age of 25 were more likely to be dissatisfied with the way the Council involves the public in decision-making.

Residents of Pacific Island and Asian/Indian ethnicity were significantly more likely to be satisfied with the way the Council involves the public in decision making, while those of European and Maori ethnicity were significantly less satisfied.



Of all income groups, residents with a household income of less than \$20,000 per year were the most likely to be satisfied with the way the Council involves the public in decision-making.

Those residents who were dissatisfied were asked their reasons why.

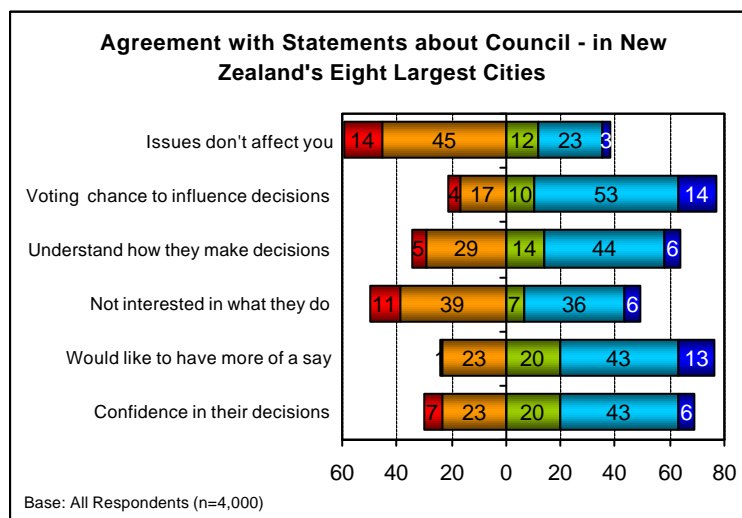


A lack of sufficient consultation and failure to listen to public opinion were equally the main reasons for residents' dissatisfaction with the way the Council involves the public in decision-making.

## Attitudes to Council and Decision-Making

Residents of New Zealand’s eight largest cities were asked their level of agreement with the following statements:

- ‘The issues that the Council deals with don’t really affect you’
- ‘Voting in Council elections gives people like you a chance to influence decisions made about your community’
- ‘You understand how your Council makes decisions’
- ‘You’re not very interested in what the Council does, as long as they do their job’
- ‘You would like to have more of a say in what the Council does’
- ‘You have confidence that the Council makes decisions that are in the best interests of the city’



The majority of residents in New Zealand’s eight largest cities felt that the issues the Council deals with affect them personally and that voting was a chance to influence decisions. Exactly half felt they understood how their Council makes decisions.

The majority of residents would like to have more of a say in what their Council does and just under half had confidence in their decisions.

These tables show the proportion of residents who agree or strongly agree with each statement about their Council and decision-making - by city, gender and ethnicity.

Percentage of Residents who Agree/Strongly Agree with Statements about Their Council – by City									
	Eight Cities (n=4,000)	North Shore (n=500)	Waitakere (n=500)	Auckland (n=500)	Manukau (n=500)	Hamilton (n=500)	Wellington (n=500)	Christchurch (n=500)	Dunedin (n=500)
Issues don't affect you	27	23	31	28	31	29	21	24	26
Voting gives chance to influence decisions	67	65	68	67	64	67	65	68	70
Understand how Council makes decisions	50	50	53	45	46	53	54	53	58
Not very interested in what Council does	42	46	46	38	48	47	37	40	41
Would like to have more of a say in what Council does	55	50	59	62	61	56	47	52	43
Have confidence that Council makes decisions in interest of City	49	45	52	39	52	48	51	55	58

Compared with all residents of New Zealand's eight largest cities, residents of Manukau City were more likely to feel that issues don't affect them personally, that they are not very interested in what their council does, but that they would like to have more of a say in what they do. Residents of Auckland City would also like to have more of a say in what their Council does. Residents of Christchurch and Dunedin cities on the other hand were more likely to agree that they have confidence in their Councils' decisions. Dunedin City residents were also more likely to feel that they understand how their Council makes decisions.

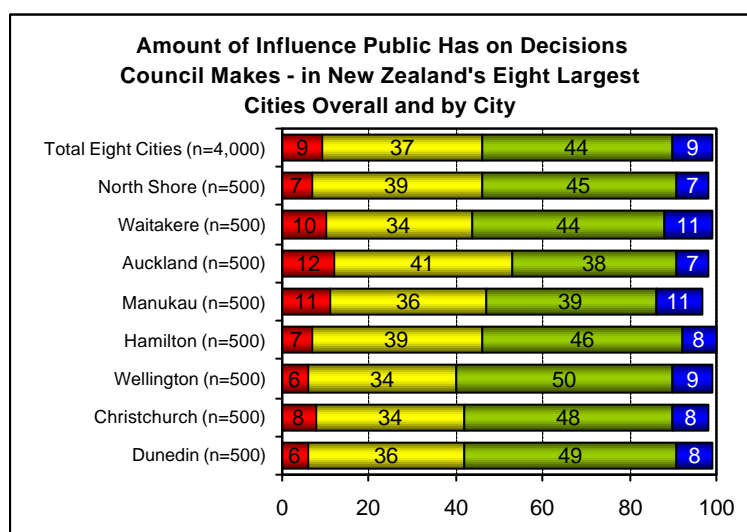
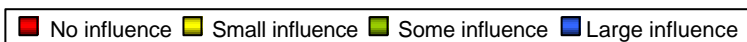
Percentage of Residents who Agree/Strongly Agree with Statements about Their Council – by Gender and Ethnicity							
	Eight Cities (n=4,000)	Male (n=1,667)	Female (n=2,333)	European (n=2,954)	Maori (n=348)	Pacific Islands (n=206)	Asian/ Indian (n=358)
Issues don't affect you	27	28	25	23	27	45	41
Voting gives chance to influence decisions	67	64	69	65	66	79	72
Understand how Council makes decisions	50	55	46	52	47	46	47
Not very interested in what Council does	42	44	41	39	46	56	55
Would like to have more of a say in what Council does	55	58	53	52	64	69	63
Have confidence that Council makes decisions in interest of City	49	50	49	46	51	69	65

Residents of Pacific Island and Asian/Indian ethnicity were more likely to agree with all of the statements above, with the exception of understanding how their Council makes decisions.

Males and European residents were more likely to understand how their Council makes decisions. Males, along with Maori residents, would also like to have more of a say in what their Council does.

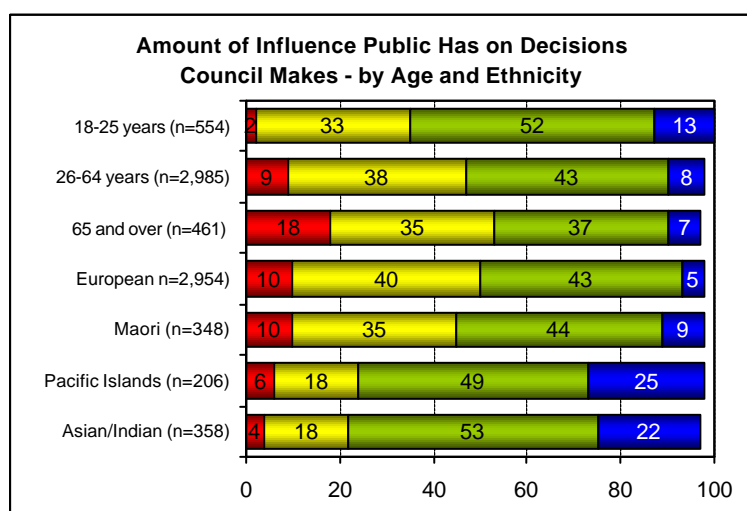
## Influence on Decision-Making

The charts below look at how much influence residents of New Zealand's eight largest cities feel they have on the decisions that their Council makes.



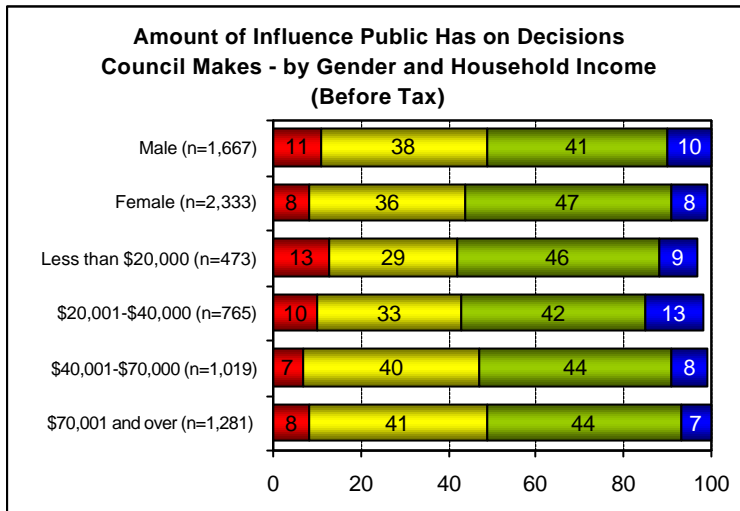
Overall, 53% of residents felt they had some degree of influence over the decisions their Council makes.

Compared to other cities, Auckland City residents were less likely to feel they had influence over their Councils' decisions.



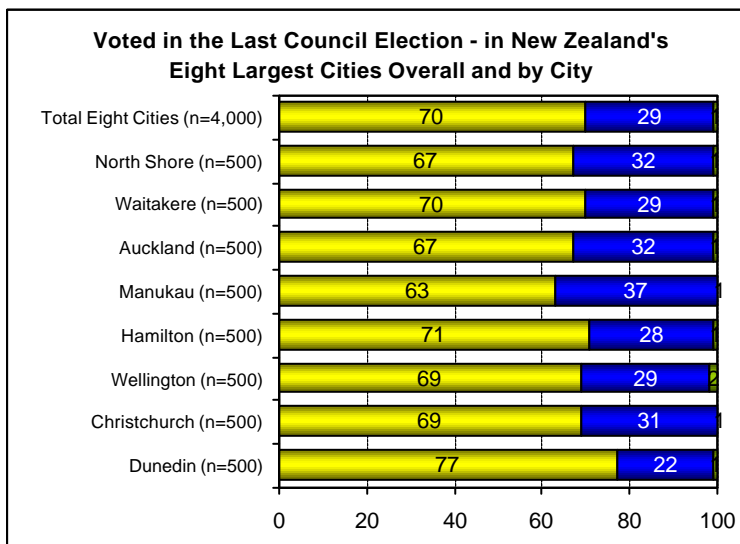
Residents aged 18 to 25 were significantly more likely to feel they had influence over the decisions their Council makes than other age groups.

Residents of European ethnicity were less likely to feel they had influence over the decisions made by their Council. On the other hand, Pacific Island and Asian/Indian residents were significantly more likely to feel they had influence over the decisions.



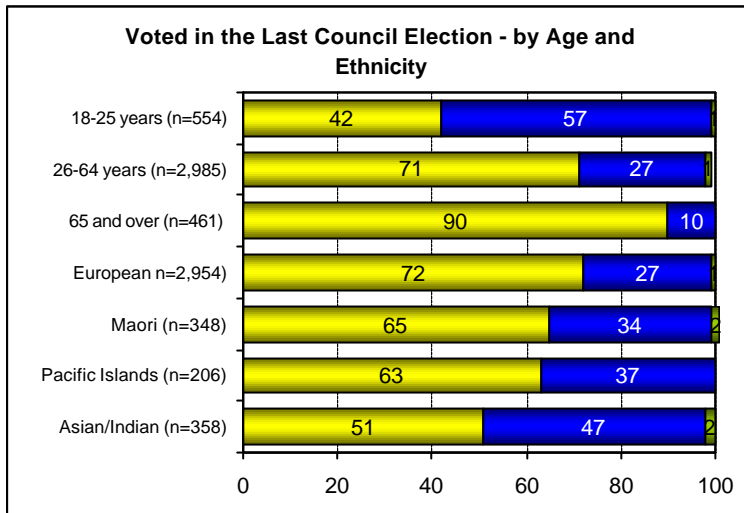
There were no significant differences in influence between genders or households with different incomes.

## Participation in Last Election



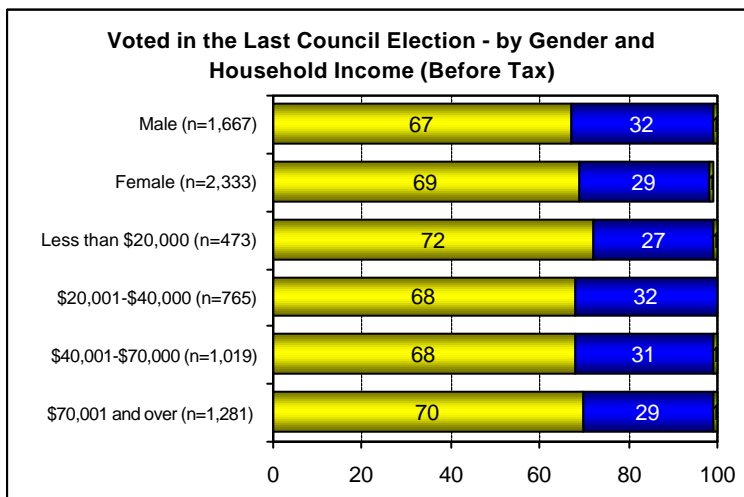
Seventy percent of residents overall claim to have voted in their last Council election.

In particular, residents of Dunedin City were significantly more likely to have voted (77%).



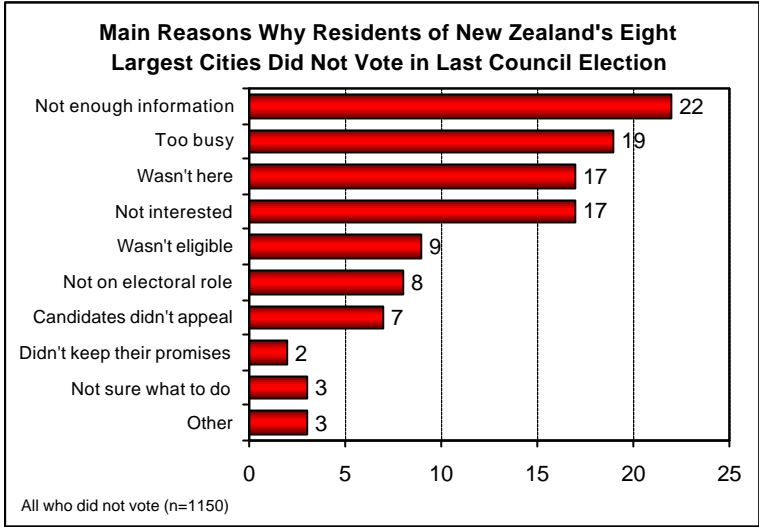
Older residents (65 and over) were far more likely to claim that they voted in their last Council election than other age groups.

Similarly, residents of European ethnicity were more likely to claim that they voted, compared with other ethnic groups.



There were no significant differences in frequency of voting amongst genders or household income groups.

Residents who did not vote in their last Council election were asked their reasons why.

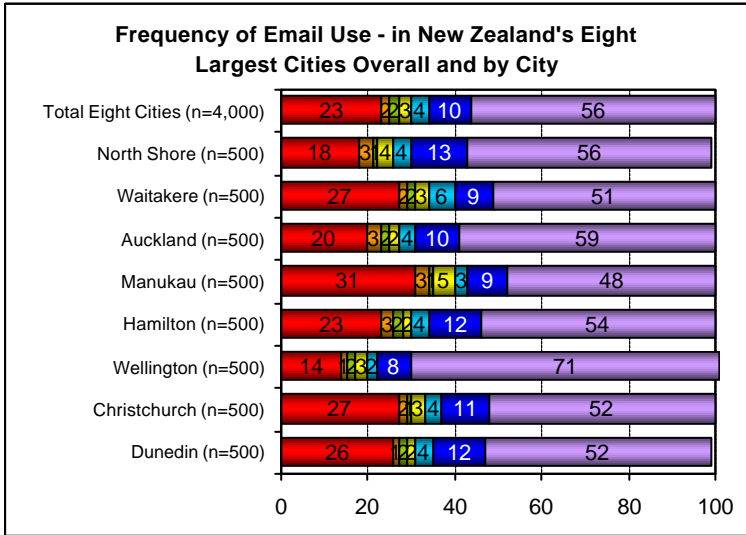
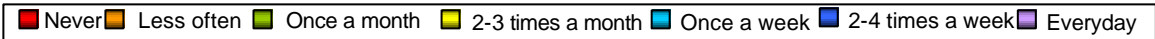


The main reasons for not voting included not having enough information in order to vote, being 'too busy' to vote, being out of the city at the time of the election and not being interested in voting.

## Section 7: Information Technology

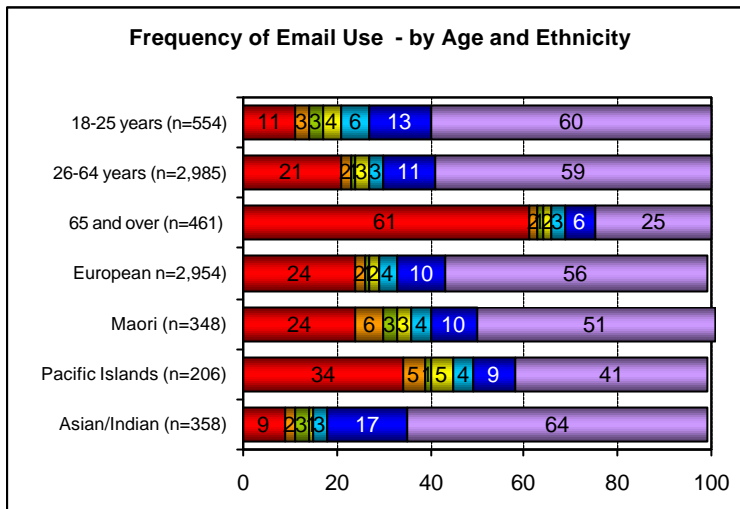
### Email Usage

The charts below show the frequency of email usage in an average month.

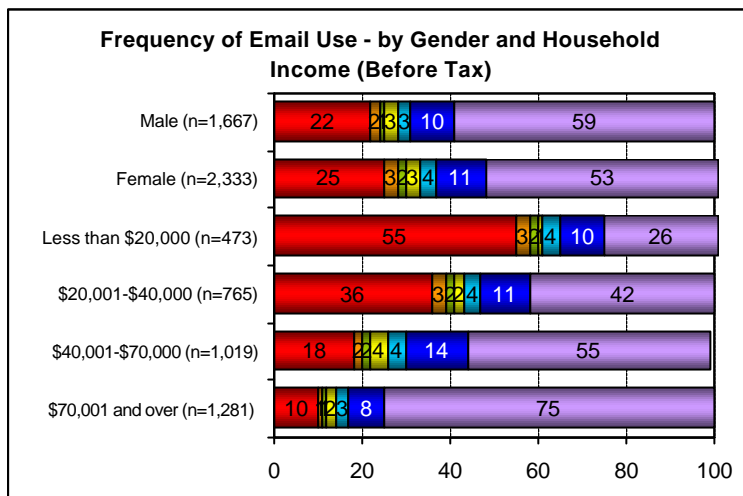


Over half (56%) of residents in New Zealand's eight largest cities claim to use email everyday.

Compared to other cities, residents of Wellington City are particularly more likely to use email everyday, whereas residents of Manukau City are less frequent users of email.



Residents of Asian/Indian ethnicity are significantly more likely to use email everyday (64%), as are residents under the age of 65. Residents aged 65 and over are far less likely to use email, with 61% stating that they never use it.

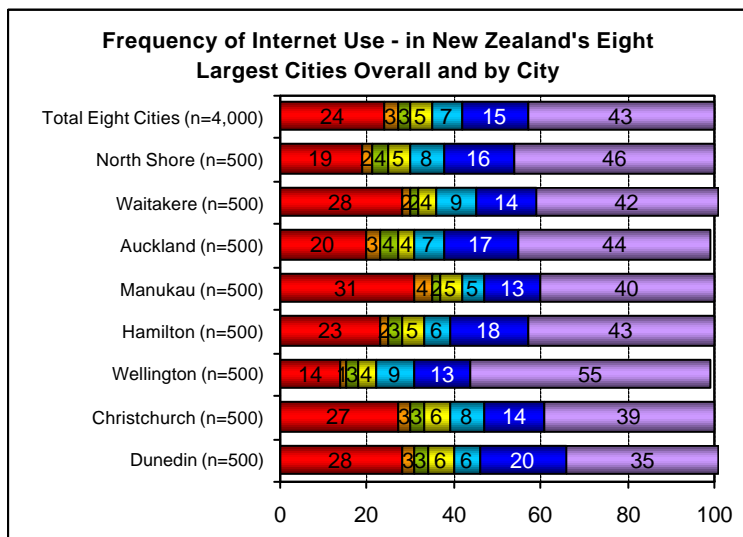
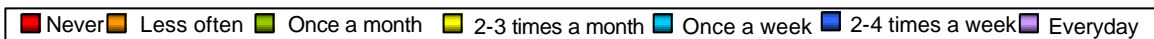


Lower income households (less than \$20,000) are significantly less likely to use email everyday (26%), while higher income households (\$70,000 and over) are significantly more likely to use email everyday (75%).

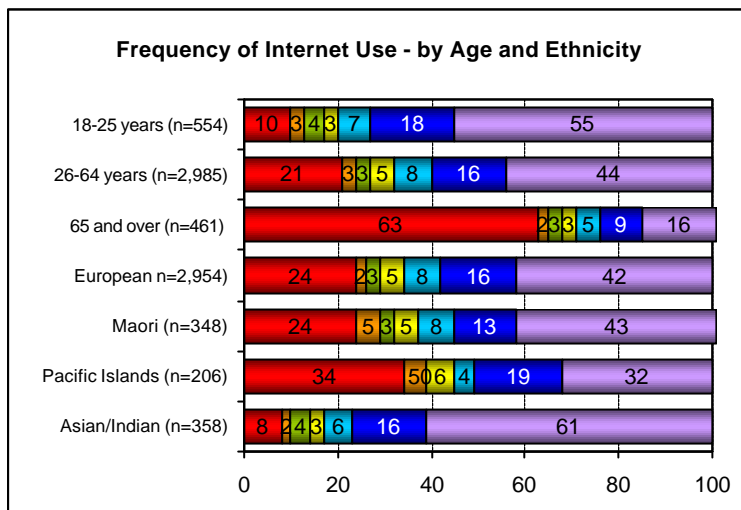
Lower income households are less frequent users of email overall, when compared to higher income groups.

## Internet Usage

The charts below show the frequency of internet usage for work, education or personal use in an average month.

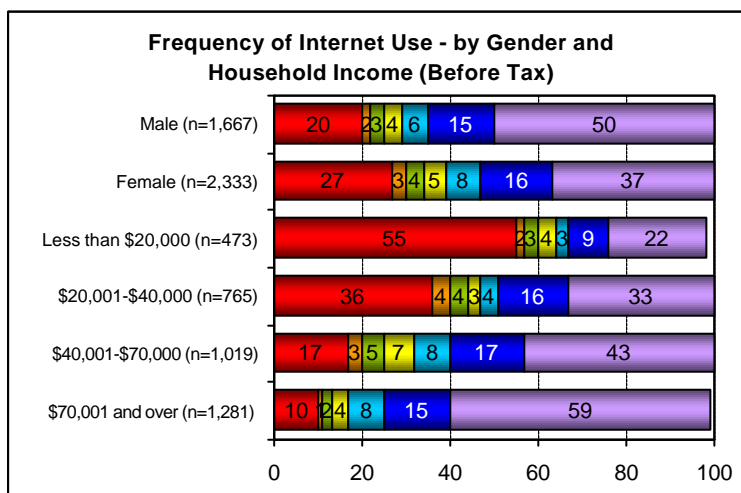


As is reported with email use, residents of Wellington City are also significantly more likely to use the internet everyday than residents of other cities.



The 65 and over age group are far less likely to use the internet, with 63% never using it. Younger residents (18-25 years) on the other hand are significantly more likely to use the internet everyday (55%).

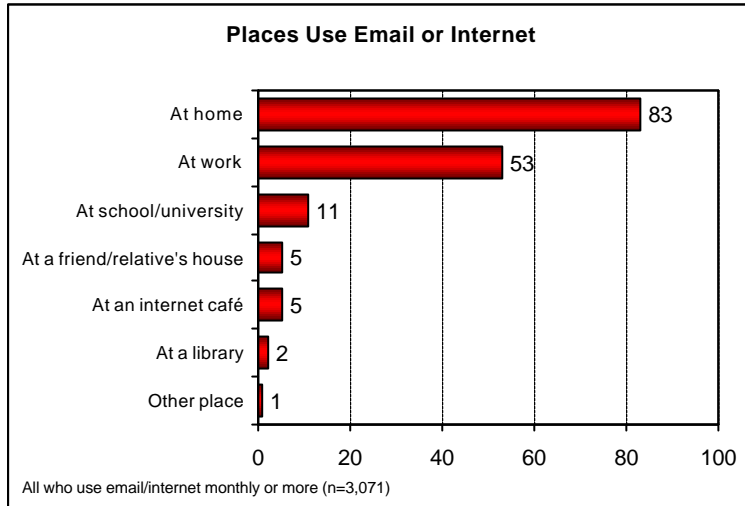
Residents of Asian/Indian ethnicity are also significantly more likely to use the internet everyday (61%), compared with other ethnic groups.



Males are more frequent users of the internet than females, with exactly half of all males using the internet daily compared to 37% of females.

Again, higher income households are more frequent users of the internet than lower income households, particularly those with an income of under \$20,000 where 55% never use the internet.

## Location of Usage

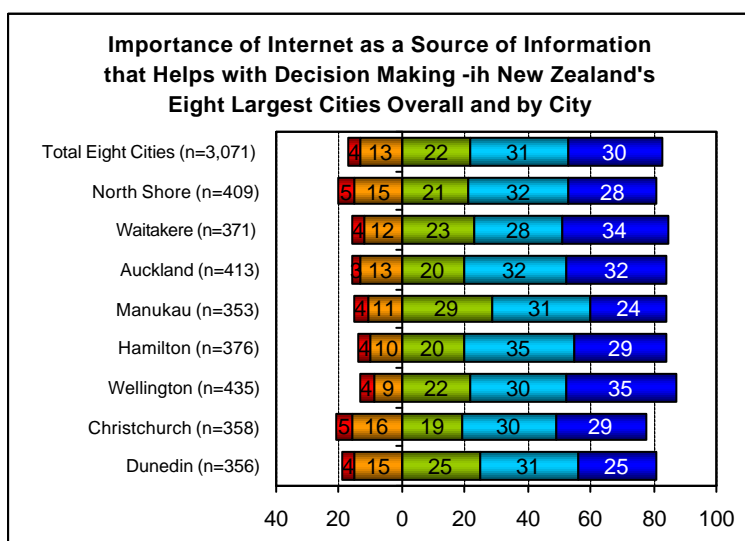


Of those residents who use email or the internet monthly or more often, the most common place to use it is at home. The next most common place of use is at work.

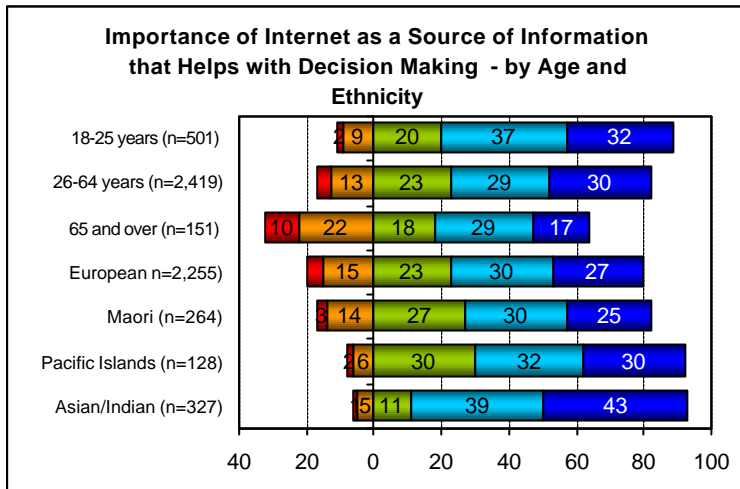
## Importance of Internet as an Information Source

Residents of New Zealand's eight largest cities who use the internet or email monthly or more were asked: 'How important is the internet as a source of information that helps you make decisions?'

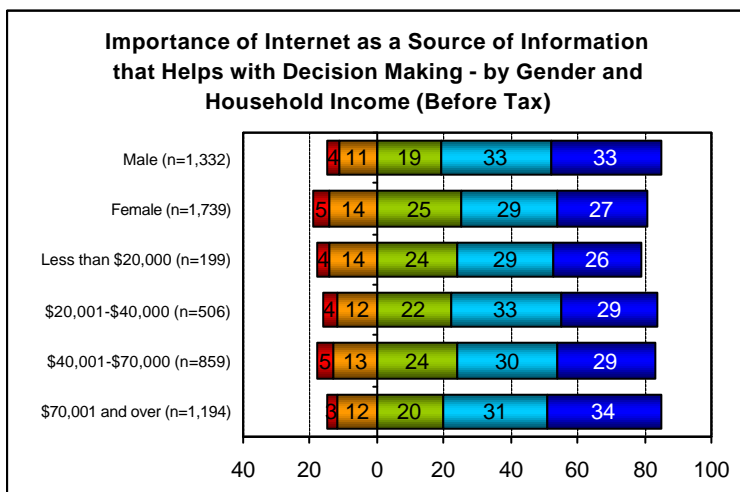
■ Very unimportant 
 ■ Unimportant 
 ■ Neither 
 ■ Important 
 ■ Very important



The majority of residents in New Zealand's eight largest cities feel that the internet is an important/very important source of information that helps with decision-making.



Those aged 65 and over, who are the least frequent users of the internet, are also the least likely to feel the internet is an important source of information that helps with making decisions.



Males and residents with a household income of \$70,001 and over are the most likely to rate the internet as an important source of information

## Appendix 1 – Sample Sizes

The table below shows the number of people spoken to in the Quality of Life Survey.

Sample	New Zealand's Eight Largest Cities (n=4000)
<b>Total Sample</b>	4000
<b>Cities</b>	
North Shore	500
Waitakere	500
Auckland	500
Manukau	500
Hamilton	500
Wellington	500
Christchurch	500
Dunedin	500
<b>Age</b>	
18-25 yr olds	554
26-64 yr olds	2985
65 and over	461
<b>Gender</b>	
Male	1667
Female	2333
<b>Ethnicity</b>	
European	2954
Maori	348
Pacific Islands	206
Asian/Indian	358
Other/Refused	134
<b>Household Income</b>	
Less than \$20,000	473
\$20,001-\$40,000	765
\$40,001-\$70,000	1019
\$70,001 and over	1281

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## Appendix 2 – Contact Analysis

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The contact analysis shown below refers to the Quality of Life Survey for all Eight Cities.

	<b>No</b>
Total phone numbers issued	35722
Non working numbers	3224
Company no longer deals with SCCN	21
Alternative contact given	7
Contact no longer works for company	7
Language barrier/deaf	975
Total ineligible	14347
Total eligible numbers	18347
Completed interviews	4000
Unavailable during survey period	16471
Refused telephone survey	10
Call back routine completed	4
Non-response to e-mail survey	11
No Answer	1
Net response rate (of all eligibles)	72%

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## Appendix 3 – Questionnaire



Study ID	<u>02475-B</u>	Resp. No.	_____
Interviewer No.	_____	Interview Length	_____
No. Of Queries	_____	Reference No.	_____

Good morning/afternoon/evening. My name is ... from ACNielsen the market research company. We are conducting a survey looking at the quality of life in New Zealand's big cities. We would like to include the opinions of someone in your household. For this survey I would like to speak to the person living in the household aged 18 and over who has the next birthday.

\*\*\*\*\* IF NOT AVAILABLE, ARRANGE A CALL BACK \*\*\*\*\*

This survey is a joint initiative between the City Councils of New Zealand's eight biggest cities. It is about the **quality of life** of people living in big cities. We would like to include your opinions on your city. The survey has been in the news lately so you may even have heard about it.

The survey will take about 20 minutes. Everything you say will be confidential.

\*\*\*\*\* IF NECESSARY ARRANGE A CALL BACK \*\*\*\*\*

Q25	Firstly, can I check which suburb you live in?	Code	Route
	<b>CHECK WARD QUOTAS</b>		
	List of suburbs for each city .....	1	
Q31	CODE GENDER	Code	Route
	<b>CHECK QUOTAS</b>		
	Male.....	1	
	Female.....	2	
Q32	To make sure we speak to a cross-section of people, can I ask which age group you come in? <b>READ OUT</b>	Code	Route
	<b>CHECK QUOTAS</b>		
	18-25.....	1	
	26-34.....	2	
	35-44.....	3	
	45-54.....	4	
	55-64.....	5	
	65-74.....	6	
	75+.....	7	

Refused - DO NOT READ.....

8

Q33	To which of these ethnic groups do you belong? <b>READ OUT. CODE ALL THAT APPLY</b>	Code	Route
	NZ European.....	1	
	Maori.....	2	
	Pacific Islander.....	3	
	Chinese/Taiwanese.....	4	
	Indian.....	5	
	Other Asian (specify).....	6	
	Other (specify).....	7	
	New Zealander - DO NOT READ.....	8	
	Refused - DO NOT READ.....	9	
Q34	<b>IF MORE THAN ONE ETHNIC GROUP CODED ASK</b> And, which one of these do you most identify with? <b>READ OUT.</b>  <b>CHECK QUOTAS</b>  <b>ASK ONLY ABOUT THOSE GROUPS IDENTIFIED IN PREVIOUS QUESTION.</b>	Code	Route
	NZ European.....	1	
	Maori.....	2	
	Pacific Islander.....	3	
	Chinese/Taiwanese.....	4	
	Indian.....	5	
	Other Asian (specify).....	6	
	Other (specify).....	7	
	New Zealander - DO NOT READ.....	8	
	Refused - DO NOT READ.....	9	
Q40	The next questions are about your health and lifestyle.  Compared to other people your age, would you say your overall health is ...? <b>READ OUT</b>	Code	Route
	Extremely good.....	1	
	Good.....	2	
	Neither good nor poor.....	3	
	Poor.....	4	
	Extremely poor.....	5	
	Don't know - DO NOT READ OUT.....	6	

Q41	And, compared to other people your age, how would you rate your lifestyle in terms of how healthy you think it is? Would you say that your lifestyle is ...? <b>READ OUT</b>	Code	Route
	Very healthy .....	1	
	Healthy .....	2	
	Neither healthy nor unhealthy .....	3	
	Unhealthy .....	4	
	Very unhealthy .....	5	
	Don't know - DO NOT READ.....	6	
Q45	Now some questions about visits to the doctor.	Code	Route
	Has there been any time in the last 12 months when you or a member of your family wanted to go to a GP, but didn't?		
	Yes - there has been a time when wanted to go to dr but didn't.....	1	Q9
	No.....	2	Q14
	Don't know .....	3	
Q46	<b><u>IF YES - DIDN'T GO TO DR ASK</u></b> For what reasons did you or your family <u>not</u> go to the Doctor when you wanted to? PROMPT: Any other reasons?	Code	Route
	Dr too far away/difficult to get to/don't have transport .....	01	
	Too expensive/costs too much/symptoms didn't justify costs .....	02	
	Dr too busy to see me when needed to see them/couldn't fit me in.....	03	
	Was too busy to go to dr/couldn't take time off work.....	04	
	Home remedy/found another remedy/had medication at home.....	05	
	Other household member told not to go/refused to take.....	06	
	Embarrassing problem.....	07	
	Got better on its own/didn't need to in the end.....	08	
	Went to chemist instead.....	09	
	Other (specify) .....	10	

Q49	<p>Now some questions about your free time. Thinking about all the different things you do in your free time including physical activity <b>and other</b> pass times, what are the <b>three main things</b> you do in your free time? Please exclude time spent on household chores. <b>DO NOT READ. CODE ALL MENTIONS</b></p> <p><b>IF MENTION A SPORT SAY:</b> Is this with an organised club or is it with friends?</p> <p>Watching TV/videos..... 01</p> <p>Reading ..... 02</p> <p>Surfing the net/computer activities ..... 03</p> <p>Gardening ..... 04</p> <p>Shopping or window shopping..... 05</p> <p>Socialising with friends in cafes, bars etc/visiting friends ..... 06</p> <p>Home entertaining/talking to friends on the phone..... 07</p> <p>Attending theatre, concerts or going to see films ..... 08</p> <p>Creative activity such as arts, crafts, music ..... 09</p> <p>Taking part in sports or other physical activity (including walking, swimming, golf, fishing etc) ..... 10</p> <p>Club/group membership ..... 11</p> <p>Voluntary or unpaid community work..... 12</p> <p>Attending community education/evening classes..... 13</p> <p>Church or religious activities ..... 14</p> <p>Family or child-focused activities..... 15</p> <p>Don't have free time/sleep, eat ..... 16</p> <p>School/university work..... 17</p> <p>Listen to music ..... 18</p> <p>DIY/home renovation/building a house..... 19</p> <p>Attending a sporting fixture ..... 20</p> <p>Working on vehicles/fix up old cars..... 21</p> <p>Jigaws/crosswords ..... 22</p> <p>Other (specify) ..... 23</p> <p>Don't know ..... 24</p>	Code	Route
Q48	<p><b><u>IF MENTIONED PHYSICAL ACTIVITY</u></b> Is the physical activity you take part in with ... <b>READ OUT. CODE ALL MENTIONS.</b></p> <p>a club, team or organised group..... 1</p> <p>an informal group or own your own..... 2</p> <p>Don't know - DO NOT READ..... 3</p>	Code	Route

Q50	I'd like you to think about leisure activities that are <b>important</b> to you. <b>PAUSE</b> Is there anything that makes it difficult for you to take part in these important activities in your free time?	Code	Route
	Yes .....	1	Q13
	No.....	2	Q15
	Don't have important activities .....	3	Q15
	Don't know .....	4	Q15
Q51	<b>ASK IF YES</b> What makes it difficult for you to take part in the leisure activities that are important to you? PROMPT: Anything else?	Code	Route
	Activity costs too much/can't afford it.....	01	
	Activity too far away/don't have transport/can't get to it easily .....	02	
	Too busy/family, work commitments/don't have time.....	03	
	Not at a convenient time.....	04	
	No facilities exist/too crowded .....	05	
	Poor health/physically cannot participate/sports injury/old age.....	06	
	No facilities for childcare/have to look after child.....	07	
	Weather .....	08	
	Environmental factors - pollution, condition of roads.....	09	
	Shift work.....	10	
	Other (specify) .....	11	
Q47	Now some questions about exercise and other physical activity.  How often do you take part in physical activity? By physical activity I mean any activity, such as sport, brisk walking, running, or gardening etc, that increases your heart rate or breathing for 30 minutes or more. IF NECESSARY: Please give me your best estimate. <b>READ OUT</b>	Code	Route
	Everyday or nearly everyday .....	1	
	2-4 times a week .....	2	
	Once a week .....	3	
	2-3 times a month.....	4	
	Once a month.....	5	
	Less often.....	6	
	Never .....	7	
	Don't know - DO NOT READ.....	8	

Q52	Now I have some questions about your well-being. How much of the time would you say you have been 'happy', over the last 4 weeks? <b>READ OUT</b>	Code	Route
	All of the time .....	1	
	Most of the time.....	2	
	A good bit of the time .....	3	
	Some of the time .....	4	
	Hardly ever .....	5	
	Never .....	6	
	Don't know - DO NOT READ.....	7	
Q53	And, how much of the time would you say you have felt calm and peaceful, over the last 4 weeks ? <b>READ OUT</b>	Code	Route
	All of the time .....	1	
	Most of the time.....	2	
	A good bit of the time .....	3	
	Some of the time .....	4	
	Hardly ever .....	5	
	Never .....	6	
	Don't know - DO NOT READ.....	7	
Q54	At some time in their lives, most people experience stress. By stress I mean things that negatively affect people's working life, their family life, their activities, their routine for taking care of household chores, their leisure time etc. Which of the following best describes the level of stress you have experienced on occasions in the last 12 months? <b>READ OUT</b>	Code	Route
	Stress that had an <b>extremely negative</b> affect on you .....	1	
	Stress that had a <b>negative</b> affect on you .....	2	
	Stress that had a <b>slightly negative</b> affect on you.....	3	
	Stress that had <b>no</b> negative affect on you .....	4	
	No stress at all.....	5	
	Don't know - DO NOT READ.....	6	

Q56	<b>RESPONDENTS WHO SAID 'NO STRESS AT ALL' AT Q54 SKIP TO Q58</b>	Code	Route				
	When you are feeling stressed, would you say there someone you feel you can turn to for help or rely on for support ...? <b>READ OUT</b>						
	<b>IF NECESSARY:</b> Please think about those occasions when you want to talk about it.						
	Always.....	1					
	Most of the time .....	2					
	A good bit of the time .....	3					
	Some of the time.....	4					
	Hardly ever.....	5					
	Never.....	6					
	Don't know - DO NOT READ.....	7					
Q58	Now some questions about what's happening in local communities. How much do you agree or disagree with these statements. Would you say that you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree that ... <b>READ OUT. ROTATE STATEMENTS</b>						
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
	(R1) You feel a sense of community with others in your local neighbourhood. For example, you share interests and concerns	1	2	3	4	5	6
	(R2) It's important to you to feel a sense of community with people in your local neighbourhood.....	1	2	3	4	5	6
	(R3) People across your local neighbourhood work together and support each other.....	1	2	3	4	5	6
Q59	<b><u>IF DISAGREE OR STRONGLY DISAGREE THAT HAVE A SENSE OF COMMUNITY WITH THOSE IN LOCAL NEIGHBOURHOOD (R2) ASK:</u></b> For what reasons do you say that? PROMPT: Any other reasons?			Code	Route		
	Too busy/my focus is on my family, job.....	01					
	Not my type of people/different interests, lifestyle, stage of life/nothing in common.....	02					
	Like to keep myself to myself/not interested in community activities .....	03					
	Rental property - the neighbours move regularly.....	04					
	No forum for bringing people together .....	05					
	People not approachable/not a friendly neighbourhood.....	06					
	Don't know them.....	07					
	Don't speak English/little English/different culture .....	08					
	New to area .....	09					
	Don't spend much time in neighbourhood/work/they work.....	10					
	Other (specify).....	11					

Q60	<p>We are interested in finding out about the social networks and groups that you are part of. Which of the options below best describes the group or social network that matters to you most? <b>READ OUT</b></p> <p>It is mostly made up of people who live in the same area as you - that is, your local neighbourhood.....</p> <p>It is mostly made up of people who have the same interests, culture or beliefs as you, but who don't necessarily live in your area.....</p> <p>There are no particular groups or networks that you feel part of .....</p> <p>Other (specify) - DO NOT READ.....</p> <p>Don't know - DO NOT READ.....</p>	Code	Route																																									
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Q75	<p>In the last 12 months, which of the following types of contact have you had with people in your neighbourhood? <b>READ OUT. CODE ALL THAT APPLY</b></p> <p>(R1) Negative contact where there's outright tension or disagreements .....</p> <p>(R2) Limited negative contact; for example not getting on with them .....</p> <p>(R4) Limited positive contact such as a nod or saying hello.....</p> <p>(R5) Positive contact such as a visit, a chat when you see them, ask each other for small favours, tell them if going away etc.....</p>	<table border="1"> <thead> <tr> <th>Yes</th> <th>No</th> <th>Don't know</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>1</td> <td>2</td> <td>3</td> </tr> </tbody> </table>	Yes	No	Don't know	1	2	3	1	2	3	1	2	3	1	2	3																											
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Q62	<p>Some people tell us that they feel lonely or isolated in the city while others say that they don't. In the last 12 months how often have you felt lonely or isolated? <b>READ OUT</b></p> <p>All of the time.....</p> <p>Most of the time .....</p> <p>A good bit of the time .....</p> <p>Some of the time.....</p> <p>Hardly ever.....</p> <p>Never.....</p> <p>Don't know - DO NOT READ.....</p>	Code	Route																																									
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		6																																										
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Q64	<p>The next few questions are about your perceptions of ... INSERT CITY and your local neighbourhood.</p> <p>Thinking now about your overall sense of freedom from crime, how safe or unsafe you you feel in the following situations? Would you say that you feel very safe, safe, neither safe nor unsafe, unsafe, or very unsafe ... ? <b>READ OUT STATEMENT. ROTATE STATEMENTS</b></p> <p>(R1) In your home during the daytime.....</p> <p>(R2) In your local neighbourhood during the daytime .....</p> <p>(R3) In your city centre during the daytime .....</p> <p>(R4) In your home after dark.....</p> <p>(R5) In your local neighbourhood after dark.....</p>	<table border="1"> <thead> <tr> <th></th> <th>Very safe</th> <th>Safe</th> <th>Neither safe nor unsafe</th> <th>Unsafe</th> <th>Very unsafe</th> <th>Don't know</th> </tr> </thead> <tbody> <tr> <td>(R1)</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>(R2)</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>(R3)</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>(R4)</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>(R5)</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> </tbody> </table>		Very safe	Safe	Neither safe nor unsafe	Unsafe	Very unsafe	Don't know	(R1)	1	2	3	4	5	6	(R2)	1	2	3	4	5	6	(R3)	1	2	3	4	5	6	(R4)	1	2	3	4	5	6	(R5)	1	2	3	4	5	6
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(R5)	1	2	3	4	5	6																																						

(R6)

In your city centre after dark.....

1

2

3

4

5

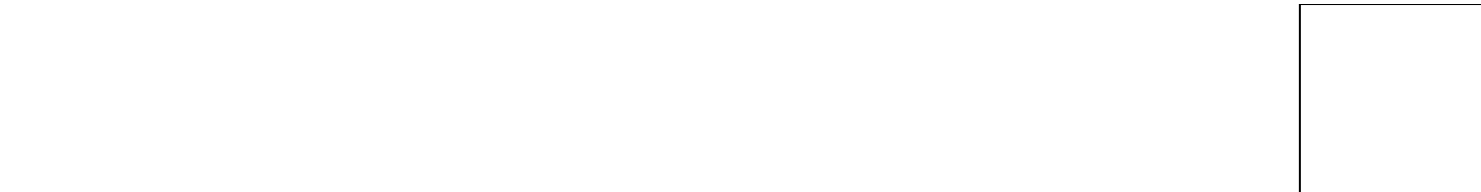
6

Q65	<b>ASK ONLY IF LIVE IN MANUKAU, WAITAKERE OR NORTH SHORE</b>	Code	Route
	Thinking about your city centre, which area do you regard as your 'city centre'?		
	Queen Street/Downtown Auckland.....	01	
	Bottony Downs .....	02	
	Browns Bay .....	03	
	Takapuna .....	04	
	Mangere .....	05	
	Newmarket.....	06	
	Devonport .....	07	
	Manukau City Centre.....	08	
	Hunter's Corner.....	09	
	Pakuranga.....	10	
	Henderson .....	11	
	Glenfield.....	12	
	Howick.....	13	
	West City.....	14	
	Kelston.....	15	
	Albany.....	16	
	Te Atatu .....	17	
	Other (specify) .....	18	
Q66	And, can you tell me how safe or unsafe you think your local neighbourhood is for children to play in while unsupervised? Would you say it is very safe, safe, neither safe nor unsafe, unsafe or very unsafe?	Code	Route
	Very safe.....	1	
	Safe .....	2	
	Neither safe nor unsafe.....	3	
	Unsafe.....	4	Q27
	Very unsafe.....	5	Q27
	Don't know .....	6	

Q67	<p><b>ASK IF UNSAFE OR VERY UNSAFE</b>  For what reasons do you say this? PROMPT: Any other reasons? <b>DO NOT READ</b>  <b>PROBE FULLY</b></p> <p>Traffic eg busy roads/heavy traffic/fast cars/lack of pedestrian crossings .....</p> <p>Other environmental dangers eg unsafe playgrounds/rivers/beach/open drains/marshland .....</p> <p>Stranger danger eg undesirable residents/strange people/unsavoury people/transients .....</p> <p>Children should always be supervised.....</p> <p>Bullying from other kids/teenagers .....</p> <p>Child could get lost/wander off.....</p> <p>Other (specify).....</p>	Code	Route																																																																													
		1																																																																														
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		6																																																																														
		7																																																																														
Q72	<p>Now some questions about ... INSERT CITY as a place to live. Can you tell me how much of a problem the following issues have been over the last 12 months? Would you say ... has been 'a big problem', 'a problem', 'somewhat of a problem', 'not much of a problem' or 'not a problem at all' in your local neighbourhood. <b>ROTATE STATEMENTS.</b></p> <p><b>FOR AUCKLAND CITY SAY:</b> By Auckland City I mean <b>central</b> Auckland not North Shore, Waitakere or Manukau.</p> <table border="1" data-bbox="928 954 1477 1608"> <thead> <tr> <th></th> <th>A big problem</th> <th>A problem</th> <th>Somewhat of a problem</th> <th>Not much of a problem</th> <th>Not a problem at all</th> <th>Don't know</th> </tr> </thead> <tbody> <tr> <td>(R1) Rubbish or litter lying about on the streets .....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>(R2) Graffiti on walls, schools, shops etc.....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>(R3) Broken windows in shops, public buildings or other vandalism.....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>(R4) Car theft, damage to cars or theft from cars.....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>(R5) Dangerous driving including drink driving, speeding or hoons .....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>(R6) Risk from traffic for pedestrians or cyclists .....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>(R7) People who you feel unsafe around because of their behaviour, attitude or appearance.....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>(R10) Air pollution .....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>(R11) Water pollution including pollution in streams, rivers, lakes and in the sea.....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>(R12) Noise pollution.....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> </tbody> </table>		A big problem	A problem	Somewhat of a problem	Not much of a problem	Not a problem at all	Don't know	(R1) Rubbish or litter lying about on the streets .....	1	2	3	4	5	6	(R2) Graffiti on walls, schools, shops etc.....	1	2	3	4	5	6	(R3) Broken windows in shops, public buildings or other vandalism.....	1	2	3	4	5	6	(R4) Car theft, damage to cars or theft from cars.....	1	2	3	4	5	6	(R5) Dangerous driving including drink driving, speeding or hoons .....	1	2	3	4	5	6	(R6) Risk from traffic for pedestrians or cyclists .....	1	2	3	4	5	6	(R7) People who you feel unsafe around because of their behaviour, attitude or appearance.....	1	2	3	4	5	6	(R10) Air pollution .....	1	2	3	4	5	6	(R11) Water pollution including pollution in streams, rivers, lakes and in the sea.....	1	2	3	4	5	6	(R12) Noise pollution.....	1	2	3	4	5	6		
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Q80	<p>Next are some questions about... INSERT CITY NAME as a place to live.</p> <p>How much do you agree or disagree with the statement, 'I feel a sense of pride in the way ... INSERT CITY looks and feels'? Do you ... <b>READ OUT</b></p> <p><b>FOR AUCKLAND SAY:</b> By Auckland City I mean <b>central</b> Auckland not North Shore, Waitakere or Manukau.</p> <p>Strongly agree.....</p> <p>Agree .....</p> <p>Neither agree nor disagree .....</p> <p>Disagree.....</p>	Code	Route																																																																													
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		4																																																																														

Strongly disagree.....	5	
Don't know - DO NOT READ.....	6	

Q81	For what reasons do you say that? PROMPT: Any other reasons? <b>DO NOT READ. CODE ALL MENTIONS</b>	Code	Route
	<p><i>PROBE IF SAY BEAUTIFUL/ATTRACTIVE/PRETTY CITY ASK: What makes it beautiful/attractive/pretty?</i>  <i>IF SAY LOVE/LIKE CITY ASK: What makes you love/like it?</i>  <i>IF SAY ITS A GREAT PLACE ASK: What makes it a great place?</i>  <i>IF SAY COMPARES WELL WITH OTHER CITIES ASK: What makes it compare well?</i>  <b>PROBE FULLY.</b></p>		
	Clean/no litter/clean and tidy .....	01	
	Nice green city/beautiful parks and gardens/lots of gardens .....	02	
	Beaches/harbour - beautiful/good access .....	03	
	The river .....	04	
	Attractive buildings/good building design .....	05	
	Well laid out and spacious .....	06	
	Many attractions/activities/events/things to do .....	07	
	Good facilities and services eg public transport, sporting facilities, cultural amenities .....	08	
	Great place to shop/nice shopping malls .....	09	
	Good roading/roads well maintained.....	10	
	Not too much traffic/easy to get around .....	11	
	Safety eg city reasonably trouble free .....	12	
	Helpful/friendly/welcoming people .....	13	
	Go ahead/progressive/positive place .....	14	
	Good size/right population size.....	15	
	Slow pace/no rush/relaxed/quiet.....	16	
	Other positive comment (specify).....	17	
	Looks dirty/rubbish everywhere.....	19	
	Drab/dowdy/needs sprucing up/better maintenance needed.....	20	
	Graffiti/vandalism.....	21	
	Empty buildings/closed shops .....	22	
	Old buildings pulled down/in-fill/unattractive new buildings.....	23	
	Safety concerns/crime/violence .....	24	
	Roading issues/roadworks/traffic problems/congestion .....	25	
	Loss of green areas/trees/need more trees/parks .....	26	
	Other negative comment (specify).....	27	
	.....	28	
	Don't know .....	29	



Q82	<p>This city is becoming home for an increasing number of people with different lifestyles and cultures from different countries. Overall, do you think this makes ... INSERT CITY ... <b>READ OUT</b></p> <p><b>FOR AUCKLAND SAY:</b> By Auckland City I mean <b>central</b> Auckland not North Shore, Waitakere or Manukau.</p> <p>A much better place to live.....</p> <p>A better place to live.....</p> <p>Makes no difference.....</p> <p>A worse place to live.....</p> <p>A much worse place to live.....</p> <p>Don't know - DO NOT READ.....</p>	Code	Route
		1	Q33
		2	Q33
		3	Q34
		4	Q32
		5	Q32
		6	
Q83	<p><b>IF MAKES A WORSE/MUCH WORSE PLACE TO LIVE</b></p> <p>For what reasons do you say that? PROMPT: Any other reasons? <b>DO NOT READ. CODE ALL MENTIONS</b></p> <p>Lack of integration into NZ society / don't mix .....</p> <p>Causes racial disharmony / racial tension.....</p> <p>Taking us over / taking our shops etc.....</p> <p>Arrogant / disrespectful / ill mannered people.....</p> <p>Increase in crime/gangs.....</p> <p>Poor driving skills .....</p> <p>Too many Asian immigrants.....</p> <p>Too many foreigners / too many different cultures .....</p> <p>Don't contribute to our economy .....</p> <p>Use our welfare / education system etc .....</p> <p>Inability to communicate / speak English.....</p> <p>Immigrants not helped enough / no follow -up.....</p> <p>We are losing our NZ identity.....</p> <p>Other (specify) .....</p>	Code	Route
		01	
		02	
		03	
		04	
		05	
		06	
		07	
		08	
		09	
		10	
		11	
		12	
		13	
		14	

Q84	<p><b>IF CULTURAL DIVERSITY MAKES BETTER/MUCH BETTER</b> For what reasons do you say that? PROMPT: Any other reasons? <b>DO NOT READ. CODE ALL MENTIONS</b></p> <p>Diversity good/broader perspective, outlook/brings new ideas ..... 1</p> <p>Helps the labour force/more jobs/more workers ..... 2</p> <p>More interesting food/more choice/better restaurants ..... 3</p> <p>Good to learn about other cultures/stops racism/good for children ..... 4</p> <p>Makes the city more vibrant and interesting ..... 5</p> <p>Other (specify) ..... 6</p>	Code	Route																															
Q90	<p>Now some questions about public transport.</p> <p>In the last 12 months, how often did you use public transport? <b>READ OUT</b> <b>IF NECESSARY SAY:</b> By public transport I mean buses, cable cars, ferries and trains. I do not mean taxis.</p> <p>Everyday or nearly everyday ..... 1</p> <p>2-4 times a week ..... 2</p> <p>Once a week ..... 3</p> <p>2-3 times a month ..... 4</p> <p>Once a month ..... 5</p> <p>Less often ..... 6</p> <p>Did not use public transport in the last 12 months ..... 7</p> <p>Don't know - DO NOT READ ..... 8</p>	Code	Route																															
Q92	<p>Thinking about public transport in ... INSERT CITY in terms of cost, convenience and safety overall would you say you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements. <b>READ OUT STATEMENT</b></p> <table border="1" data-bbox="928 1435 1468 1709"> <thead> <tr> <th></th> <th>Strongly agree</th> <th>Agree</th> <th>Neither agree nor disagree</th> <th>Disagree</th> <th>Strongly disagree</th> <th>Don't know</th> </tr> </thead> <tbody> <tr> <td>(R1) Fares are affordable.....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>(R2) Public transport is safe.....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>(R3) Public transport is convenient.....</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> </tbody> </table>							Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know	(R1) Fares are affordable.....	1	2	3	4	5	6	(R2) Public transport is safe.....	1	2	3	4	5	6	(R3) Public transport is convenient.....	1	2	3	4	5	6
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(R3) Public transport is convenient.....	1	2	3	4	5	6																												
Q93	<p>The next question concerns your overall quality of life.</p> <p>Would you say that overall your quality of life is ... <b>READ OUT</b></p> <p>Extremely good ..... 1</p> <p>Good ..... 2</p> <p>Neither good nor poor ..... 3</p> <p>Poor ..... 4</p>	Code	Route																															

Extremely poor .....	5	
Don't know - DO NOT READ OUT.....	6	

Q94	Now some questions about ... INSERT COUNCIL NAME. How satisfied or dissatisfied are you with the way the Council involves the public in the decisions it makes? Would you say you are ... ? <b>READ OUT</b>	Code	Route
	Very satisfied.....	1	Q39
	Satisfied .....	2	Q39
	Neither satisfied nor dissatisfied.....	3	Q39
	Dissatisfied.....	4	Q38
	Very dissatisfied.....	5	Q38
	Don't know - DO NOT READ .....	6	Q39

Q95	<b>ASK IF DISSATISFIED/VERY DISSATISFIED</b> For what reasons do you say that? PROMPT: Any other reasons? <b>DO NOT READ. CODE ALL MENTIONS</b> <i>PROBE FULLY</i>	Code	Route
	Lack of publicity/information.....	1	
	No consultation/not enough consultation/involvement/don't involve public early enough.....	2	
	Do what they want/have own agendas/don't listen to public opinion .....	3	
	They make bad decisions/stupid.....	4	
	Other (specify).....	5	
	Don't know .....	6	

Q97	I am going to read some statements about ... INSERT COUNCIL NAME. Please tell me if you agree or disagree with each statements. Would you say you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree that ... <b>READ OUT</b>						
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
	(R1) The issues that the Council deals with don't really affect you.....	1	2	3	4	5	6
	(R2) Voting in Council elections gives people like you a chance to influence decisions made about your community .....	1	2	3	4	5	6
	(R3) You understand how your Council makes decisions .....	1	2	3	4	5	6
	(R4) You're not very interested in what the Council does, as long as they do their job .....	1	2	3	4	5	6
	(R5) You would like to have more of a say in what the Council does .....	1	2	3	4	5	6
	(R6) You have confidence that the Council makes decisions that are in the best interests of the city .....	1	2	3	4	5	6

Q98	How much influence do you feel the public has on the decisions that Council makes? Would you say the public has a ... <b>READ OUT</b>	Code	Route
	Large influence.....	1	
	Some influence.....	2	
	Small influence.....	3	

No influence.....	4	
Don't know - DO NOT READ.....	5	

Q99	Did you vote in the last Council election? That is, did you vote for a mayor, local city councillor and community board representative?	Code	Route
	Yes .....	1	Q44
	No.....	2	Q42
	Don't know .....	3	Q44
Q100	<b>IF DIDN'T VOTE</b> For what reasons did you not vote? DO NOT READ	Code	Route
	Too busy / didn't get round to it / forgot.....	01	
	Not interested / didn't seem important.....	02	
	Too much information given / too much to read.....	03	
	Not enough information / didn't know enough about it.....	04	
	Too many candidates.....	05	
	Candidates didn't appeal / noone stood out.....	06	
	Didn't keep their promises / poor performance of Council in the past.....	07	
	Not on electoral role / didn't recieve voting papers.....	08	
	Wasn't here/in city .....	09	
	Wasn't old enough/not a citizen, resident.....	10	
	Didn't understand/not sure what to do .....	11	
	Other (specify) .....	12	
	Don't know .....	13	
Q101	<b>ASK IF MORE THAN ONE REASON FOR NOT VOTING</b> And what was the <b>main</b> reason you didn't vote? DO NOT READ	Code	Route
	Too busy / didn't get round to it / forgot.....	01	
	Not interested / didn't seem important.....	02	
	Too much information given / too much to read.....	03	
	Not enough information / didn't know enough about it.....	04	
	Too many candidates.....	05	
	Candidates didn't appeal / noone stood out.....	06	
	Didn't keep their promises / poor performance of Council in the past.....	07	
	Not on electoral role / didn't recieve voting papers.....	08	
	Wasn't here/in city .....	09	
	Wasn't old enough/not a citizen, resident.....	10	
	Didn't understand/not sure what to do .....	11	
	Other (specify) .....	12	
	Don't know .....	13	



Q106	Now some questions about e-mail and the internet.	Code	Route
	In an average month, how often do you use <b>e-mail</b> for work, education or personal use? <b>READ OUT</b>		
	Everyday or nearly everyday .....	1	
	2-4 times a week .....	2	
	Once a week .....	3	
	2-3 times a month.....	4	
	Once a month.....	5	
	Less often.....	6	
	Never .....	7	
	Don't know - DO NOT READ.....	8	
Q107	In an average month, how often do you use the internet or worldwideweb for work, education or personal use? <b>READ OUT</b>	Code	Route
	Everyday or nearly everyday .....	1	
	2-4 times a week .....	2	
	Once a week .....	3	
	2-3 times a month.....	4	
	Once a month.....	5	
	Less often.....	6	
	Never .....	7	
	Don't know - DO NOT READ.....	8	
Q108	<b>ASK IF USE E-MAIL OR WEB ONCE A MONTH OR MORE OFTEN</b>	Code	Route
	Where do you use e-mail or the internet? Any other places? <b>DO NOT READ OUT. CODE ALL MENTIONS</b>		
	At home.....	1	
	At work.....	2	
	At school, university or other educational institution.....	3	
	At a library .....	4	
	At a friend or relative's house.....	5	
	At an internet cafe or similar place.....	6	
	Other place (specify).....	7	

Q109	<b>ASK IF USE E-MAIL OR WEB ONCE A MONTH OR MORE OFTEN</b>	Code	Route
	How important is the internet as a source of information that helps you make decisions? <b>READ OUT. IF NECESSARY:</b> For example, how important is the internet in providing consumer reviews, information for work, education, events and activities, or services etc?		
	Very important .....	1	
	Important .....	2	
	Neither important nor unimportant .....	3	
	Unimportant .....	4	
	Very unimportant .....	5	
	Don't know - DO NOT READ .....	6	
Q150	Now some questions about your household to make sure that we have called a cross-spread of people.	Code	Route
	How many people are there altogether in this household, including yourself, any borders and any children?		
	1 .....	01	Q51
	2 .....	02	
	3 .....	03	
	4 .....	04	
	5 .....	05	
	6 .....	06	
	7 .....	07	
	8 .....	08	
	9+ .....	09	
	Refused - DO NOT READ .....	10	
Q151	And how many people in your household are under the age of 18 and not in full time employment?	Code	Route
	No one under 18 and unemployed .....	01	
	1 .....	02	
	2 .....	03	
	3 .....	04	
	4 .....	05	
	5 .....	06	
	6 .....	07	
	7 .....	08	
	8 .....	09	
	9+ .....	10	
	Refused - DO NOT READ .....	11	



Q152	Which of the following best describes your household? Are you ... <b>READ OUT</b>	Code	Route
	Living in a non family household, for example, living with flatmates .....	1	
	Living with your partner only .....	2	
	Living with immediate family members, for example, living with your partner and/or children or your parents.....	3	
	Living with your immediate family plus other people, for example, borders or flatmates .....	4	
	Two families living together .....	5	
	Three or more families living together.....	6	
	Other (specify) .....	7	
	Refused - DO NOT READ.....	8	
Q153	And which best describes your personal income before tax? <b>READ OUT</b>	Code	Route
	Less than \$10,000 per year .....	01	
	Between \$10,001 and \$20,000 per year.....	02	
	Between \$20,001 and \$30,000 per year.....	03	
	Between \$30,001 and \$40,000 per year.....	04	
	Between \$40,001 and \$50,000 per year.....	05	
	Between \$50,001 and \$70,000 per year.....	06	
	Between \$70,001 and \$100,000 per year.....	07	
	Between \$100,001 or more per year .....	08	
	Refused - DO NOT READ.....	09	
	Don't know - DO NOT READ.....	10	
Q154	Which best describes your households income before tax? <b>READ OUT</b>	Code	Route
	Less than \$10,000 per year .....	01	
	Between \$10,001 and \$20,000 per year.....	02	
	Between \$20,001 and \$30,000 per year.....	03	
	Between \$30,001 and \$40,000 per year.....	04	
	Between \$40,001 and \$50,000 per year.....	05	
	Between \$50,001 and \$70,000 per year.....	06	
	Between \$70,001 and \$100,000 per year.....	07	
	Between \$100,001 or more per year .....	08	
	Refused - DO NOT READ.....	09	
	Don't know - DO NOT READ.....	10	

Q155	And do you work in paid employment ...? <b>READ OUT</b>	Code	Route
	Full time (more than 30 hours a week) .....	1	Q55
	Part time (30 hours or less a week) .....	2	Q55
	Or not at all.....	3	Q54
	Refused - DO NOT READ.....	4	
Q156	<b><u>IF NOT IN PAID EMPLOYMENT</u></b> Which of these best describes your occupation? <b>READ OUT</b>	Code	Route
	Home duties .....	1	
	Retired.....	2	
	Social Welfare beneficiary/unemployed .....	3	
	Student.....	4	
	Refused - DO NOT READ.....	5	
Q157	And, finally, how long have you lived in ...CITY? If you have moved away and returned, please include past occasions when you lived here.	Code	Route
	Less than 1 year.....	1	
	1 year to just under 2 years .....	2	
	2 years to just under 4 years .....	3	
	Four years to just under 10 years.....	4	
	10 years or more .....	5	
	Don't know - DO NOT READ.....	6	
<p>That's all the questions we have for you today. Thank you for participating in this survey.</p> <p>Should you have any queries, my name is ... from ACNielsen</p> <p>Thank you for your time.</p> <p>GIVE ACNIELSEN'S PHONE NUMBER IF REQUESTED WELLINGTON 04 385 8774 AUCKLAND</p>			

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## Appendix 4 – ACNielsen Quality Assurance

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**Quality Assurance**

ACNielsen is committed to the principles of Total Quality Management, and in 1995 achieved certification under the International Standards Organisation ISO 9001 code.

The company maintains rigorous standards of quality control in all areas of operation. We believe no other commercial research organisation in New Zealand can provide clients with the level of confidence in survey data that we are able to. Furthermore, ACNielsen is routinely and regularly subjected to **independent external auditing** of all aspects of its survey operations.

**ISO 9001**

In terms of this project, all processes involved are covered by our ISO 9001 procedures. As part of these procedures, all stages of this research project (including all inputs/ outputs) are to be approved by the Project Leader.

**Code of Ethics**

All research conducted by ACNielsen conforms with the Code of Professional Behaviour of the Market Research Society of New Zealand

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