



QUALITY OF LIFE SURVEY 2014







TECHNICAL REPORT



quality of life

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BACKGROUND



BACKGROUND

INTRODUCTION

The Quality of Life 2014 survey was a partnership between six New Zealand Councils. The survey aims to measure residents' perceptions in several domains, including:

- Quality of life
- Health and wellbeing
- Crime and safety
- Community, culture and social networks
- Council decision making processes
- Environment
- Public and private transport
- Lifestyle – work and study.

This report outlines the technical details of the Quality of Life Survey 2014, including methodology, sampling, weighting and data analysis.

Survey results can be found in separate reports including the Quality of Life 2014 –Six Councils Report, which presents results for all six participating council areas.

BACKGROUND

The Quality of Life survey focuses on collecting a range of social, economic and environmental indicators that are not available from official sources. It was originally part of a wider Quality of Life Project, initiated by the Local Government Chief Executives Forum in 1999. The purpose of the wider project was to measure the impacts of urbanisation on the wellbeing of residents within the six largest urban territorial authority areas of New Zealand (at that time they were Auckland, Manukau, North Shore, Waitakere, Wellington, and Christchurch City Councils).

While the Quality of Life project is no longer running, the Councils still have a requirement for the survey data.

Quality of Life Survey

The Quality of Life Survey is carried out every two years.

Between 2004 and 2008, the Ministry of Social Development (MSD) partnered with the Quality of Life project on the Quality of Life survey in recognition of the close alignment with the Social Report indicators (first released in 2001).

In November 2010, the eight councils in the wider Auckland region (Rodney, Papakura and Franklin District Councils, North Shore, Waitakere, Auckland and Manukau City Councils and the Auckland Regional Council) were amalgamated into a unitary Auckland Council, supported by 21 local board areas. Therefore, from 2010 onwards, the survey sampled residents across the whole Auckland region.

From 2002 to 2010, the survey was conducted using Computer Assisted Telephone Interviewing (CATI). This method changed in 2012 to a self-completed online and hard copy survey.

OBJECTIVES

The objective of the survey is to measure residents' perceptions of aspects of living in large urban areas, including contact with neighbours, transport and safety.

The survey provides data for:

- Councils to use as part of their monitoring programmes
- Public knowledge and research on quality of life issues in New Zealand cities.

PARTICIPATING COUNCILS

In 2014, the councils participating in the Quality of Life survey were:

- Auckland
- Hutt City
- Porirua
- Wellington
- Christchurch
- Dunedin.

RESEARCH DESIGN



RESEARCH DESIGN

METHODOLOGY

The same sequential mixed methodology that was employed in 2012 was used for this survey. Previously, a CATI methodology was used, but the approach was changed in 2012 to reduce costs, and to adopt a higher quality sampling frame.

In a sequential mixed methodology, potential respondents are selected from the Electoral Roll, which allows for the inclusion of the majority of residents. Using the Electoral Roll has the advantage of including people who are excluded from CATI methodologies due to not having phone numbers available through telematching (approximately 60% of the population). It is also superior to online panels, which tend to have limited number of panelists and only include residents who access the internet.

In this methodology, respondents are sent a letter in the mail inviting them to complete the survey online. After a period of time, and a reminder postcard, all respondents who have still not completed their survey are sent a hard copy questionnaire to complete. This ensures that those who do not have internet access are still able to participate, while also encouraging those who can to complete online (the most cost effective method). A final postcard is sent approximately a week later, encouraging those who have not yet returned their questionnaire to do so.

The sequential mixed methodology allows respondents to complete the survey in their own time, at their own pace and either online or hard copy according to their preference.

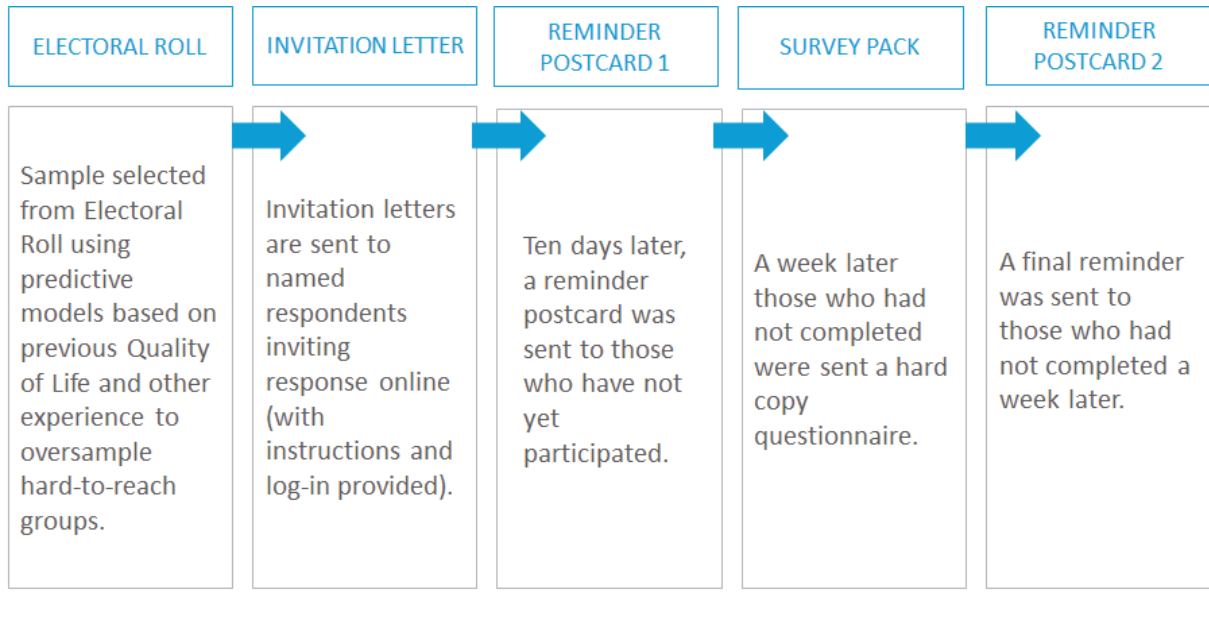
Up until 2012, respondents were aged 15 years or older. From 2012 onwards, only those on the Electoral Roll were included, so all respondents were aged 18 and over.

In this method, all individuals on the Electoral Roll are eligible for selection (as opposed to just those who are successfully matched with a phone number – approximately 40% in the previous CATI surveys).

Changing from a CATI methodology to an online methodology means the time series of the Quality of Life Survey was broken in 2012. Therefore the results from this measure can only be directly compared to the results from 2012, as changes in the results may be due to the methodology changing rather than being a change in result overtime.

THE 2014 METHODOLOGY

An overview of the research process for the Quality of Life Survey 2014 is shown below:



The research took place between 09 June 2014, when the first invitation letters were sent out, and 28 July 2014 when the survey closed.

SAMPLE DESIGN

Sampling Frame

The Electoral Roll records the addresses of the majority of New Zealanders aged 18 and over. Potential respondents were selected from the Roll.

Statistics New Zealand meshblocks were used to identify areas where there were high incidences of people belonging to Pacific and Asian ethnic groups. These meshblocks were then included in the random sample selection. Māori descent from the Electoral Roll was used to identify those with a high possibility of having Māori ethnicity, with title being used for identifying gender.

The age of the respondent was gained from the Electoral Roll data and used to identify the respondents' age group for classification and quota purposes.

Sample

The sample was a probabilistic sample of the population of the six council areas.

To boost responses from Pacific Islanders, who tend to be hard to reach, Pacific respondents from the last wave of the survey were re-contacted to participate in this wave of the survey.

The sample was targeted to include 2,000 residents from Auckland, and 500 residents from the remaining five participating cities.

A summary of the target sample, achieved sample and maximum margins of error follows:

Location	Sample Target	Sample Achieved	Maximum margin of error (95% level of confidence)
Auckland	2,000	2,441	± 1.9 %
Hutt City	500	569	± 4.1 %
Porirua	500	611	± 3.9 %
Wellington	500	647	± 3.9 %
Christchurch	500	488	± 4.4 %
Dunedin	500	539	± 4.2 %
Total Six Councils	4,500	5,295	± 1.4 %

To ensure the final sample was as representative of the wider population as possible, the mail out of initial letters was stratified across the following population sub-groups:

- Age
 - 18-24 years
 - 25-49 years
 - 50-64 years
 - 65 years or more
- Gender
 - Male
 - Female
- Location
 - By city at total level
 - By ward at city level (or local board for Auckland).

As in 2012, targets for gender, age and ethnicity within Auckland were split across four broad geographic areas, rather than across the whole region. The areas are:

- Auckland North (including Rodney, Hibiscus and Bays, Upper Harbour, Kaipatiki and Devonport-Takapuna local boards)
- Auckland West (including Waitakere Ranges, Henderson-Massey and Whau local boards)
- Auckland Central (including Waitemata, Waiheke and Great Barrier Islands, Albert-Eden, Puketapapa, Maungakiekie-Tamaki and Orakei local boards)
- Auckland South East (including Howick, Otara-Papatoetoe, Mangere-Otahuhu, Manurewa, Papakura and Franklin local boards).

With the exception of Waiheke and Great Barrier Islands, each of the local board areas had a minimum target of n=100 completed surveys.

Population data

The targets were set using the 2013 Census data available from Statistics New Zealand.

Quota	2013 Census % of population	Target sample	Achieved sample	Maximum margin of error (95% confidence level)
Male	48%	2144	2432	±2.0
Female	52%	2356	2863	±1.8
18-24 years	13%	678	804	±2.5
25-49 years	43%	2060	2493	±2.0
50-64 years	25%	1046	1216	±2.4
65 years or more	19%	716	782	±2.7
Māori	11%	401	486	±2.4
Pacific	5%	401	374	±2.8
Asian / Indian	12%	667	730	±2.7
European	79%	3333	4149	±1.4

QUESTIONNAIRE DESIGN

The questionnaire used in 2012 was reviewed by members of the project team for ongoing relevance and usefulness. As part of that review, some questions were not asked this time, and some were added. The additional questions included a mix of brand new questions and several that had been asked prior to 2012. As the Quality of Life survey has been running for several years now, some questions are rotated in and out on a four year cycle.

New questions:

- Suitability and affordability of housing
- Frequency of private transport use
- Rating aspects of public and private transport
- Types of contact with people in neighbourhood
- Reason for describing quality of life in a certain way (note this is not reported on)
- Reason for change in quality of life within the last 12 months (note this is not reported on).

Modified questions:

- Scale of problems in your city / local area – ‘people begging on the street’ was added.

Questions removed for rotation:

- Safety of neighbourhood for children under 14 to play unsupervised
- Ability to see a GP or doctor when needed
- Reason for not being able to see a GP or doctor when needed
- Description of main social networks.

Programming and design

The survey was programmed in Conformat (Nielsen’s online survey software) and set up for hard copy completion. Great care was taken to assure consistency between the two versions.

Unlike in previous waves, each council area had its own version of the hard copy questionnaire this time. In some cases references and answer options were altered according to individual council area requirements (e.g. As Dunedin does not have a ferry or train service, these options were not included in Q15, which asked respondents to rate different aspects of transport).

Respondents were sent the version of the hard copy survey that corresponded to the address that was recorded for them on the Electoral Roll.

The online survey was programmed to present questions with specific references to the respondent’s selected area (e.g. how many years have you lived in Auckland? vs. how many years have you lived in the city where you currently reside?).

Use of 'don't know' responses

Prior to 2012, the Quality of Life survey was administered over the phone. Interviewers would not read out the option of a 'don't know' response for each question, however, if the respondent answered that they 'don't know', this was coded *and reported on*.

In 2012, with the move to online and hard copy methodologies, it was felt that the number of 'don't know' responses may have dramatically increased if it had been provided as an option. To avoid this, those questions that asked for an opinion did not include the option of a 'don't know' response. Respondents, however, had an option not to answer these questions if they preferred.

The option of a 'don't know' response was included for questions where respondents may not have been able to answer, such as perceptions of: safety (e.g. if respondent had not been in city after dark); problems in local area / city; public transport; and Council processes.

A copy of the final questionnaire for Auckland can be found in Appendix 1. Although questionnaires differed slightly by city, the majority of it is the same as the other five versions.


The average length of the online survey was 23.8 minutes.

SURVEY MATERIALS

Initial contact - Invitation letter

An invitation letter, which contained a link to the online survey and provided an individual login ID and password, was sent to all those selected from the Electoral Roll to take part in the survey on 9 June 2014.

Respondents were directed to a 0800 number and email address if they had any questions about the survey. Those without internet access who called the 0800 number were advised that a hard copy questionnaire would be sent to them.



quality of life

19 June 2014

Dear

I would like to invite you to participate in a survey about your quality of life. This survey will ask you about issues in your local community and cover topics such as safety, transport, health and leisure. Your feedback will help us respond to local needs and improve on the quality of programmes and services for New Zealanders.

Why should I take the time to complete this survey?

The Quality of Life Project was initiated in response to growing pressures on urban communities and the effects of this on the well-being of residents. You have been randomly selected to represent the opinions of others like you on this topic. In order for the survey results to accurately reflect the variety of experiences and attitudes that exist within your community on this topic, it is important that your feedback be recorded, even if you feel that you do not have a strong opinion.

How do I benefit from taking part?

You have the opportunity to have your views heard and to influence the decisions that are made about programmes and services in your local area.

All those who complete the survey and provide contact details will also be entered into a prize draw for one of three iPad minis.


The survey will take approximately 15 – 20 minutes to complete depending on your answers.

How you were chosen?

You have been randomly chosen from the Electoral Roll. Your answers will be confidential, and results will not be reported in a way that will allow you to be identified.

I would very much appreciate it if you would take the time to complete the survey.

Yours sincerely,




Kath Jamieson
Project Sponsor, Quality of Life Survey


How to complete the survey and enter the draw to win an iPad mini*:

Completing the survey online is secure, quick and easy.

1. Go to www.acnonline.com/qualityoflife



2. Enter the user name and survey code shown here:
User name:
Survey code:




3. Click >>

Nielsen, an independent research company, is carrying out this confidential survey on behalf of the Quality of Life Survey and results will not be reported in a way that will allow you to be identified.

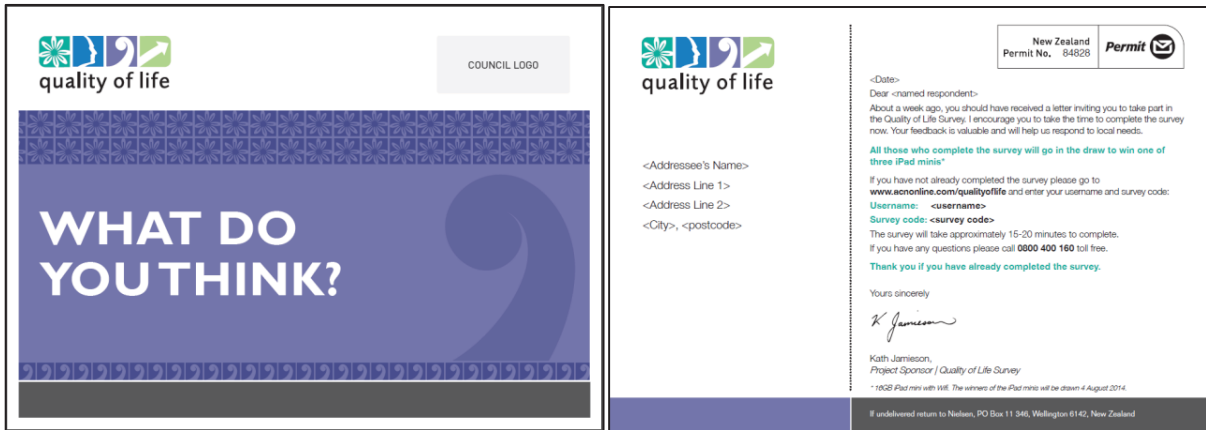
If you have any questions please contact Nielsen on 0800 400 160 or golsurvey@nielsen.com.

* The winners of the 16GB iPad minis (WiFi model) will be drawn 4th of August 2014. Terms and conditions can be found at www.acnonline.com/gol.



Second contact – Reminder postcard

Ten days after the initial letter was sent, reminder postcards were sent to those who had not completed the survey, had not been returned GNA (gone no address) or had not called to decline to take part,



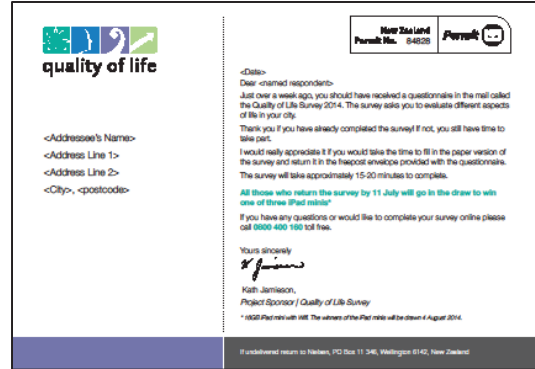
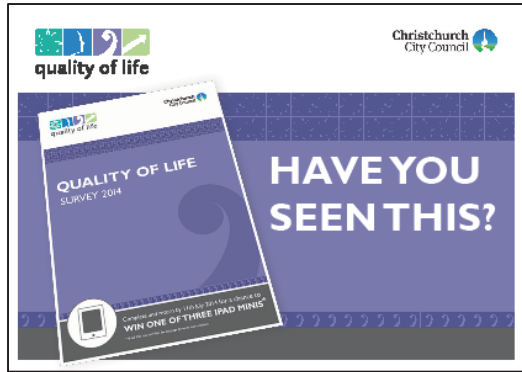
Third contact – Survey Pack

A week later those who had not yet completed the survey online were sent a survey pack with a cover letter, hard copy questionnaire and a reply paid envelope. The survey link and individual login details were repeated in the letter should the respondent prefer to complete online.



Final contact – Reminder postcard 2

A week after the survey pack was sent, those who had still not replied were sent a final reminder postcard.



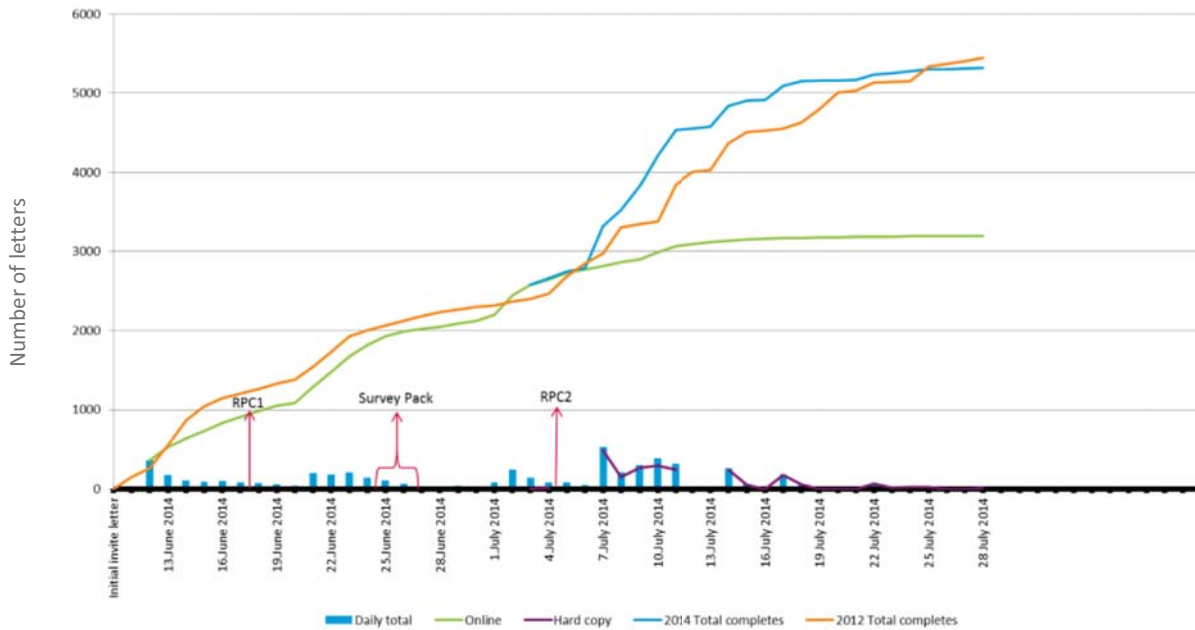
SURVEY RESPONSE

Online vs Hard copy

Overall, 60% of respondents completed the survey online. This is a slight increase from 2012, when 57% of respondents completed their surveys online. Of those who completed online, 16% did so via a mobile device. That equates to 9% of overall respondents completing via a mobile device (e.g. including hard copy and online respondents in the base). The following table shows the proportion who completed online by area.

	% online
Auckland	60
Porirua	60
Hutt City	60
Wellington	68
Christchurch	59
Dunedin	54
Total Six Councils	60

The following chart shows the responses over the survey period, compared with the total response for the 2012 survey.



Quality of Life 2014 – Response Tracking

0800 NUMBER

A 0800 number and email address (manned by Nielsen) were available for respondents throughout the survey period. Over 395 emails and calls were received during this time. The nature of the calls and emails are listed in the table below.

Refusals	Number
Health/age reasons	28
Don't want to participate	43
Currently unavailable (e.g. on holiday, out of the country)	61
Language barrier	10
Person no longer lives at address	60
Deceased	8
Queries	
General question / query	43
Trouble using link	42
Material received after completion	20
Request replacement / hard copy sent	65
New address	6
Link not working	9
Total	395

A set of Survey Frequently Asked Questions (FAQs) was created for the 0800 number operator to assist in the response to callers' questions. A copy of the FAQs can be found in Appendix 2.

DATA ENTRY

Process

As completed questionnaires were returned to Nielsen's Wellington office, the data were entered directly into Conformat, the same software programme used for the online component of the survey. Using the same software reduced the chance of error in combining data sources.

The data entry team had different access to the survey tool from a survey respondent. For example, the data entry team had the ability to select 'no response' for any question where a hard copy respondent had not selected a response.

Protocols

Data entry protocols were set up to ensure consistency. These protocols included:

- Other specify – type in exactly as written.
- Q10 City Centre - If no answer given type NA
- Q43 Ethnic Group - Multiple answers are valid.
- Q48 Number of people in household – for any number over 13; check the address on last page. If a retirement village, rest home, hostel etc. code Q45 as 1 person. If no address included please give to supervisor to check address.
- Q49 Residence owner - If options 1 & 5 are circled, enter as 5 –family trust.
- Q50 Highest Qualification - Single answer only. If multiple responses, with a few exceptions, the higher the number, the higher the qualification. If unsure, ask.
- Q51 & 52 Personal and household income - Watch as order is different on screen.
- In the case of multiple answers for single answer questions, please rotate choice and initial option used.
- Record any comments which are not part of 'other (specify)' in the comments box at the end of the questionnaire, remembering to include the relevant question number. The comments box is only for comments; there is no need to record respondent's name and contact details.
- If a questionnaire comes up as already entered (online) please write online on front cover and put aside.

Quality Control

As part of Nielsen's quality control processes, 10% of data entered surveys were checked.

DATA CLEANING

Once the hard copy questionnaires had been data entered, a series of checks were carried out as part of the quality control procedure. During this process, the following edits were carried out:

- 18 surveys were removed where respondents had completed both online and in hard copy (online version kept).
- Gender was added for 13 respondents who had left this question blank. For gender we have a title field, age, forename and occupation from the Electoral Roll. While we cannot be certain of being correct in every case these details provide sufficient information for a gender assignment which has a very high probability of being correct.
- Age from the Electoral Roll was added for the 17 respondents who left this question blank.
- For 45 respondents the answer to Q1 (where they currently live) did not match their sample area (address in the Electoral Roll to which their invitation was mailed). In 19 cases, the response to Q1 was updated to match the Electoral Roll address data because the response to Q10 (area regarded as City Centre) was within the same region as the Electoral Roll address data (e.g. a respondent with a Porirua address on the Electoral Roll who selected Wellington City at Q1, but said Porirua at Q10 would have their Q1 response changed to Porirua). For 26 cases, the sample area was changed to match their response to Q1 given that the Q10 response (City Centre) was consistent with the Q1 response (where they currently live).

RESPONSE RATE

To calculate the response rate, every individual who was sent an invitation to complete the survey was tracked and the outcome of the invitation carefully recorded.

By entry into Conformat, Nielsen traced which of the letters, postcards or questionnaire packs were returned as 'gone no address.' Any telephone or email notification of refusal to participate was logged into the 0800 number call log. This log also recorded notification from third parties that the nominated respondent was not available or capable to complete the survey due to age, language issues, health reasons, death or other disabilities. Every effort was made to remove any respondent from subsequent communications.

The response rate is calculated as follows:

Completed surveys / total number of invitations mailed out (excluding GNAs and ineligible) x 100

Ineligibles are defined as those who are unable to participate due to age, language issues, health or other disabilities.

The table below outlines response for the total sample.

Category	n
Deceased	16
Out Of Region	5
GNA	841
Language	10
Unavailable	121
Health/Age	33
Total ineligible	1026
Refused	76
Incomplete	221
Unknown - Mailed Out, No Info	14541
Total "refusals"	14838
On Line Completes	3192
Off Line Completes	2103
Completes	5295
Mail Outs	21136
Response rate Method I	26.33
Response rate Method II	29.65

A second response rate is also calculated (Method II). This response rate assumes that the proportion of those who are ineligible to participate will be the same amongst those we have not heard back from as it is amongst those that we have heard back from. This is a conservative assumption given that completing the survey is optional and no respondents are required to notify the survey company that they are not participating.

Response Rate II is calculated as follows:

$$100 * \text{Total Completes} / (\text{Mail Outs} - \text{Total Ineligibles} - \text{Estimated Ineligibles for Unknown Respondents})$$

The following table shows response rate for each of the council areas.

	Akld	Porirua	Hutt	Wgtn	Chch	Dunedin
Deceased	11	2	0	0	2	1
Out Of Region	0	0	5	0	0	0
GNA	386	118	79	117	75	66
Language	6	1	0	0	2	1
Unavailable	52	15	18	11	18	7
Health/Age	11	4	5	4	5	4
Total ineligible	466	140	107	132	102	79
Refused	32	13	7	3	9	12
Incomplete	105	30	22	23	21	20
Unknown - Mailed Out, No Info	7464	2036	1436	1202	968	1429
Total "refusals"	7601	2079	1465	1228	998	1461
On Line Completes	1465	365	342	439	288	293
Off Line Completes	976	246	227	208	200	246
Total Completes	2441	611	569	647	488	539
Mail Outs	10508	2830	2124	2007	1588	2079
Response rate Method I	24.31	22.71	28.21	34.51	32.84	26.95
Response rate Method II	27.43	26.21	31.58	38.56	36.78	29.51

Please note that the response rate per council area is calculated according to the Electoral Roll, not answers selected in Question 1 (Where do you live).

WEIGHTING

The Quality of Life survey, like almost all general population surveys, will have biases caused by:

- Disproportionate sample selection – e.g. certain sub-populations were over represented to ensure an adequate base for analyses of these subgroups. Examples are the Waiheke and Great Barrier Islands local board areas in Auckland, and the three cities of Lower Hutt, Porirua and Wellington which all had n=500 quota, despite substantial differences in the city populations
- Differential response rates – e.g. in general older people and females have higher rates of response than younger people and males
- The sample frame used – while the Electoral Roll is the best available source from which to draw a sample it does not include all members of the population being surveyed (for example people who are living in New Zealand but are not permanent residents).

If the bias in the completed sample is not corrected it will be reflected in survey results, which should be representative of the population from which it was obtained.

Those variables which are most subject to bias because of the sample selection methods are age, sex, area and ethnicity. These are also the variables which usually have a strong influence on survey findings. At the same time data on these characteristics of the surveyed population are mostly readily available, from Statistics New Zealand.

Various methods of weighting survey data are available. The methods employed on this survey took into account the following factors:

- a) The need to be consistent with past survey weighting methodology
- b) The requirement that the effect of weighting should not be so drastic as to substantially reduce the effective survey sample size.

Accordingly, we implemented the following weighting procedure:

1. Weight each region separately, using post weights when amalgamating regions. Regions comprise of the four Auckland areas separately and the other five cities.
2. For each region, an Iterative Proportional Fitting Procedure (IPFP) was used against dimensions formed by the weighting variables. The dimensions were Age Group x Sex (8 cells); sub-area populations – depending on the region these could be ward, local board or territorial authority (TA) and four ethnic dimensions comprising Māori vs. non-Māori, Pacific Peoples vs. non-Pacific Peoples, Asian vs. non-Asians, other Ethnicity vs. non-Other Ethnicity.
3. The IPFP was run until convergence was reached.

Four weighting variables were produced. The first is to be used when carrying out analysis at a regional level e.g. Auckland North or Porirua analyses. The second is for analyses of the Auckland Council area, the third for overall analyses and the fourth for four city analyses.

Some statistics of interest are presented below for the 4 weighting variables.

Name	Min	Max	Std
WeightLocalArea	0.128	4.760	0.365
WeightAKCity	0.132	3.206	0.384
Weight6City	0.079	4.375	0.638
Weight4City	0.137	3.637	0.481

REPORTING

The following are notes regarding the analysis in the Six Councils Report.

Significant differences

Differences between council areas are only reported in those cases where the following two criteria are met:

- The difference between the result for the council area and the result for all other sub-groups is significant at the 95% confidence level. (That is, the total excludes the sub-group being compared to it).
- The raw difference in results for the council area and the result for all other sub-groups is greater than 5%.

For rating scale questions, significant differences are reported at top-two or bottom-two box level (e.g. for a scale of extremely good, good, neither poor nor good, poor and extremely poor, differences have been tested between sub-groups for *extremely good + good*).

For open ended questions, significant differences are shown for the top two or three responses (as outlined in the first chart commentary for that question).

For open ended questions only responses with 2% or more of respondents are shown in the charts, for full results to these questions see Appendix II in the Six Councils Report.

Any differences at top-two box level (or within the top-two of these most frequently mentioned responses for open ended questions) that are not mentioned in the commentary are not significant and greater than 5%.

Base sizes

All base sizes shown on charts and on tables (n=) are unweighted base sizes.

Please note that any base size of under n=100 is considered small and under n=30 is considered extremely small and therefore results should be viewed with caution.

Ethnicity

In this report total ethnicity is reported rather than prioritised ethnicity. This means a person who identified with more than one ethnicity will be counted in more than one ethnic group. Therefore, ethnicity percentages add to more than 100 percent.

“Other specify” questions

Responses to “other specify” questions are split out based on codes that were included in the questionnaire and those that have been created based on the themes that emerged from respondents’ answers (when specifying an ‘other’ response).

REPRESENTATIVENESS OF DATA



REPRESENTATIVENESS OF SAMPLE

Ideally the number of achieved interviews should represent the population of the participating areas on a range of demographic, socio-economic and geographic characteristics.

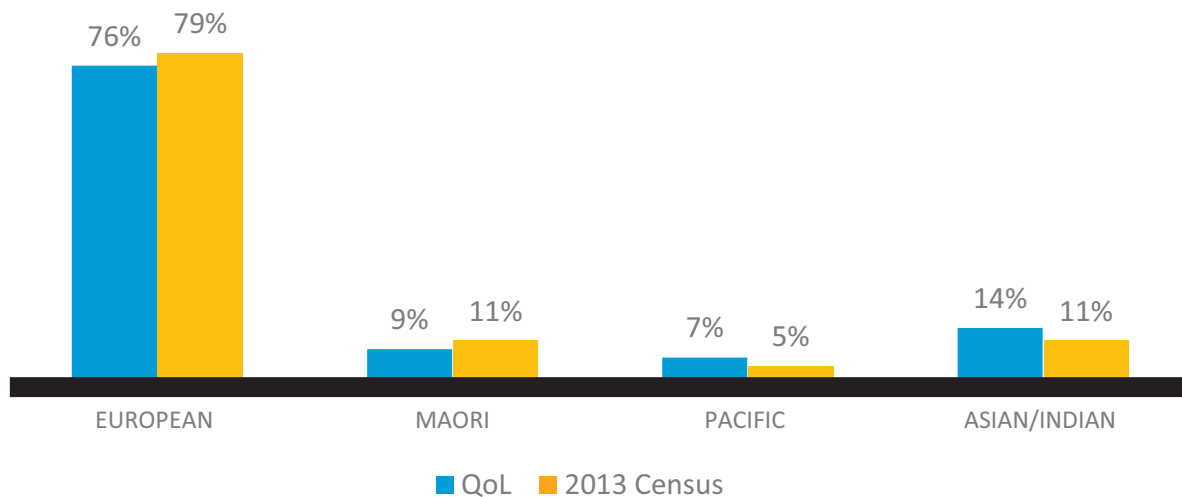
A number of measures were put in place to increase the response rate (see section 2.9) and to ensure the sample is as representative as possible. A final response rate of 27% was achieved.

The quantity of letters sent was calculated in a way to help to ensure the sample was representative by age, gender and ethnicity.

The population data was drawn from the 2013 Census of Population and Dwellings.

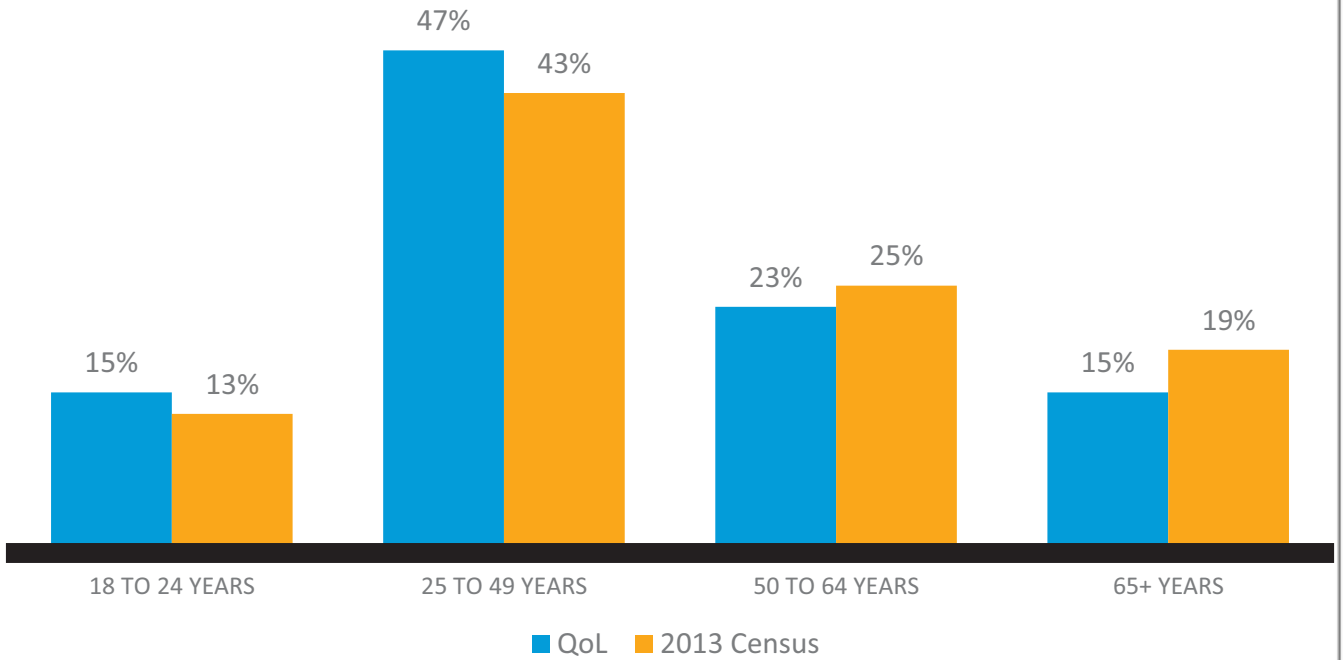
The charts below compare the final total sample with the overall ethnic, age, gender, and regional distribution of New Zealand usual residents aged 18 years and over.

Ethnicity

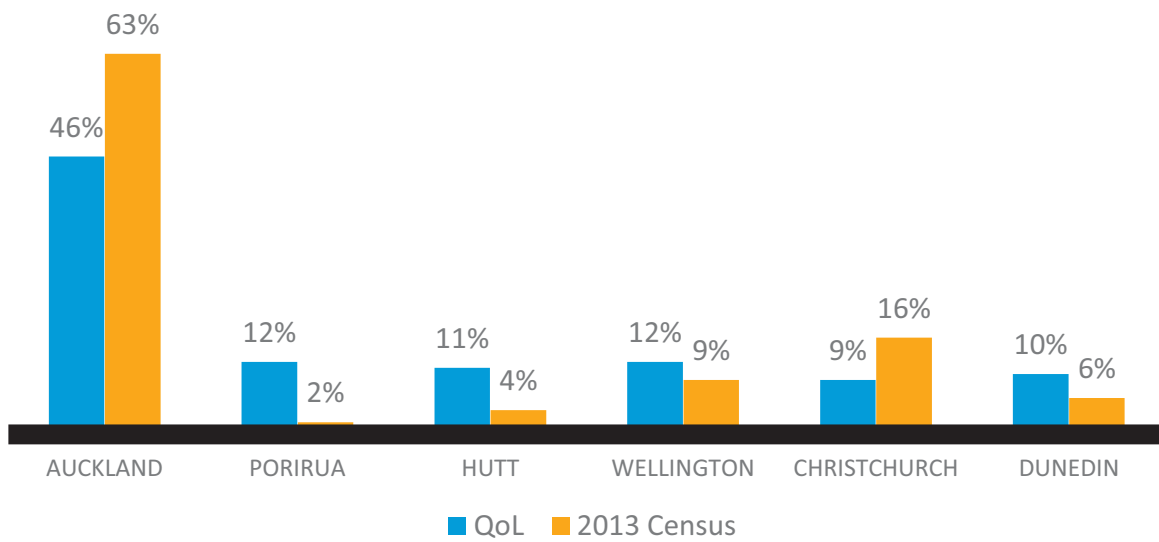


Note: Percentages may add to more than 100 as people could choose more than one ethnic identity.

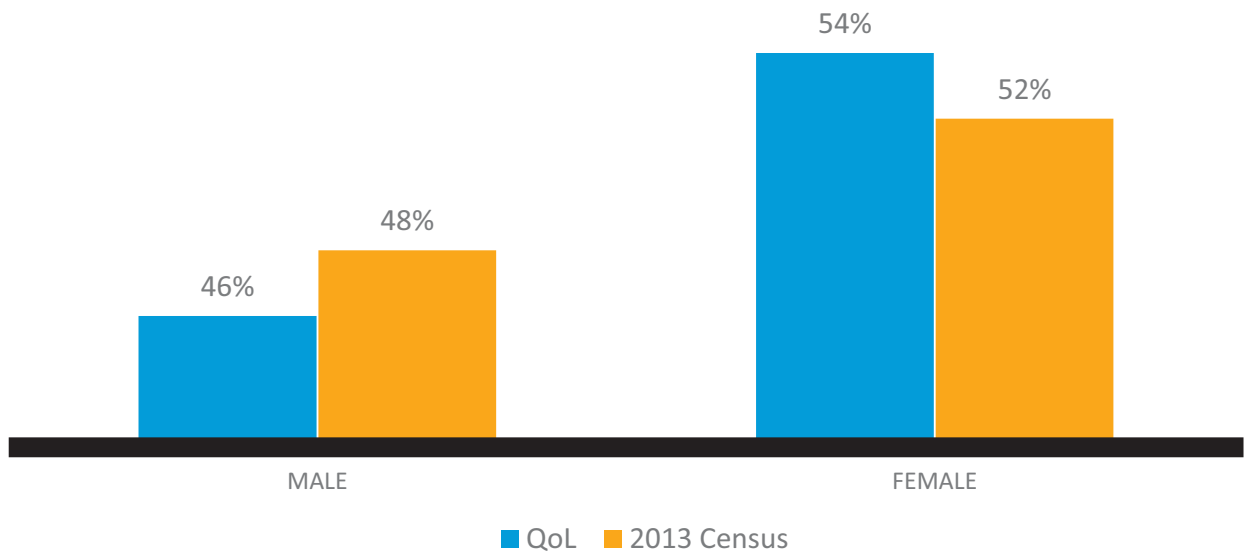
Age groups



Location



Gender



APPENDIX I

QUESTIONNAIRE



This version of the questionnaire is indicative of the other five versions of the questionnaire. As the questionnaires were tailored to the individual council area, there may be slight differences in references and response options. However, the data is comparable between council areas.

VERSION 1 – AUCKLAND

Thank you for agreeing to take part in this important survey.

This survey measures what life is like for you, your family and your community. It is a confidential survey and will take approximately 10-15 minutes to complete. We realise that the last few years have been particularly difficult for a number of New Zealanders, due to events such as earthquakes, storms and the ongoing impact of the economic recession, which makes your responses to this survey even more important to us. To make sure we obtain a reliable picture of New Zealanders' opinions we need as many people as possible to complete this survey. Thank you very much for your help.

Examples of how to circle an answer							
Yes	①	Question...	1	2	③	4	5
No	2	Question...	1	②	3	4	5

The city/area you live in

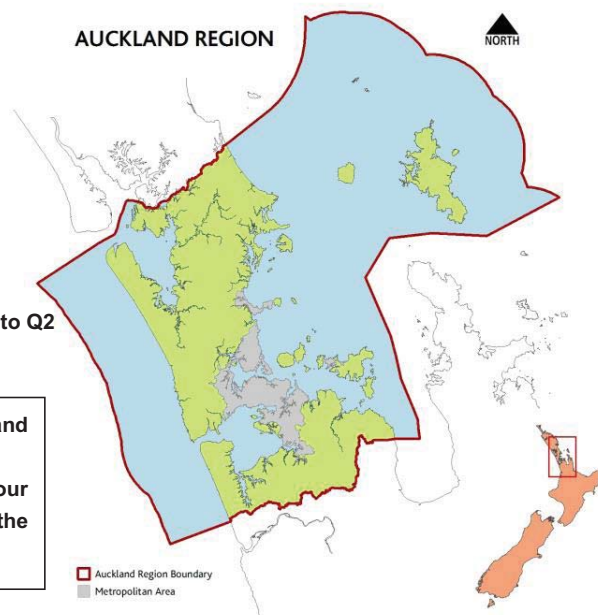
Q1 Do you currently live in Auckland?

That is the whole city and surrounding areas from the Bombay Hills up to Wellsford, including the islands in the Hauraki Gulf – as shown in the map.

Please circle **one** answer

Yes 1 → **Go to Q2**
 No 2 ↓

This particular questionnaire is for Auckland residents.
You can still enter the prize draw by filling in your details at [Q53](#) and returning your survey in the pre-paid envelope.



Q2 And how many years have you lived in Auckland?

Please circle **one** answer

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

Q3

How much do you agree or disagree with the following statement:
"I feel a sense of pride in the way my local area looks and feels"?

Please circle **one** answer

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

If you disagree that you feel a sense of pride in the way your *local area* looks and feels please answer Q4

Q4

Please read through the whole list below before selecting the main reason, or reasons, for not feeling a sense of pride in the way your local area looks and feels.

Please circle your **main** reason(s)

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

Now please go to Q6

If you agree that you feel a sense of pride in the way your local area looks and feels please answer Q5

Q5 Please read through the whole list below before selecting your main reason, or reasons, for feeling a sense of pride in the way your local area looks and feels.

Please circle your main reason(s)

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

Everyone to answer

Q6 How easy or difficult is it for you to get to a local park or other green space?

Please circle one answer

Very difficult	1
Difficult	2
Neither	3
Easy	4
Very easy	5

Q7 How much do you agree or disagree with the following statement?

"The local area that you live in is a great place to live".

Please circle one answer

Strongly disagree	1
Disagree	2
Neither agree nor disagree	3
Agree	4
Strongly agree	5

Q8

This question is about the house, townhouse or apartment in which you currently live.
How much do you agree or disagree that:

Please circle **one** answer for each statement

	Strongly disagree	Disagree	Neither	Agree	Strongly agree	Don't know
Your housing costs are affordable. <i>By housing costs we mean things like your rent or mortgage, rates, house insurance and house maintenance</i>	1	2	3	4	5	6
The type of house or apartment that you live in suits your needs and the needs of others in your household	1	2	3	4	5	6
The general area or neighbourhood your house or apartment is in suits your needs and the needs of others in your household	1	2	3	4	5	6

Crime and safety

Q9

Now thinking about issues of crime and safety, in general how safe or unsafe do you feel in the following situations...

Please circle **one** answer for each situation

	Very unsafe	A bit unsafe	Fairly safe	Very safe	Don't know/ not applicable
In your home during the day	1	2	3	4	5
In your home after dark	1	2	3	4	5
Walking alone in your neighbourhood after dark	1	2	3	4	5
In your city centre during the day	1	2	3	4	5
In your city centre after dark	1	2	3	4	5

Q10

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

Q11

To what extent has each of the following been a problem in your local area over the past 12 months?

Please circle **one** answer for each problem

	A big problem	A bit of a problem	Not a problem	Don't know
Graffiti or tagging	1	2	3	4
Vandalism, other than graffiti or tagging including broken windows in shops and public buildings	1	2	3	4
Car theft, damage to cars or theft from cars	1	2	3	4
Dangerous driving including drink driving and speeding	1	2	3	4
People you feel unsafe around because of their behaviour, attitude or appearance	1	2	3	4
Air pollution	1	2	3	4
Water pollution including pollution in streams, rivers, lakes and in the sea	1	2	3	4
Noise pollution	1	2	3	4
Alcohol or drug problems or anti-social behaviour associated with the consumption of alcohol	1	2	3	4
People begging on the street	1	2	3	4

Transport

Q12

What is the main form of transport you use for your daily activities such as work, study and shopping?

Please circle the **main** form(s) of transport that you use

Bus / cable car	1
Train	2
Ferry	3
Taxi	4
Car / van	5
Motorbike or scooter	6
Walking	7
Bicycle	8
Other (please specify) _____	9

Q13

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

For public transport, please include cable cars, ferries, trains and buses including school buses.

*Taxis are **not** included as public transport.*

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

Please circle

one answer

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

Q14

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

For private transport, please include cars/vans, motorbike/scooter, taxis, cycles.

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

Please circle

one answer

5 or more times a week	1
2-4 times a week	2
Once a week	3
2-3 times a month	4
At least once a month	5
Less than once a month	6
Have not used private transport in the past 12 months	7

Q15

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

Public transport is...

Please circle **one** answer for each aspect

	Strongly disagree	Disagree	Neither	Agree	Strongly agree	Don't know
Affordable	1	2	3	4	5	6
Safe	1	2	3	4	5	6
Easy to get to	1	2	3	4	5	6
Frequent (comes often)	1	2	3	4	5	6
Reliable (comes when it says it will)	1	2	3	4	5	6

Q16

Please indicate the forms of transport you associate with each of the following statements.
There are no right or wrong answers - we are interested only in your opinion.
For each aspect, you can select as many forms of transport as you like.

	Bus	Train	Ferry	Car / van	Motorbike / scooter	Walking	Bicycle
Affordable	1	2	3	4	5	6	7
Safe	1	2	3	4	5	6	7
Easy to get to	1	2	3	4	5	6	7
Reliable	1	2	3	4	5	6	7
Takes an acceptable amount of time	1	2	3	4	5	6	7

Council decision making

Q17

Thinking about your Council. How would you rate each of the following:

Please circle **one** answer for each statement

	Strongly disagree	Disagree	Neither	Agree	Strongly agree
Overall, I understand how my Council makes decisions	1	2	3	4	5
I would like to have more of a say in what the Council does	1	2	3	4	5
Overall, I have confidence that the Council makes decisions that are in the best interests of my city	1	2	3	4	5



If you 'disagree' or 'strongly disagree' that you have confidence in your Council's decision making, please answer Q18

Q18

For what reason do you **not** have confidence the Council makes decisions in the best interests of your city or district?

Please circle **one** answer

Do not agree in general with decisions the Council has made	1
Do not like specific decisions or outcomes of the decisions the Council has made	2
Other (please specify) _____	3

Everyone to answer

- Q19** Overall, how much influence do you feel the public has on the decisions the Council makes?
Would you say the public has...

Please circle **one** answer

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

Aspects of your life and your lifestyle

- Q20** Which of the following best describes your current employment status?
Employed means you undertake work for pay, profit or other income, or do any work in a family business without pay.

Please circle
one answer

Employed full time (for 30 or more hours per week)	1	→	Go to Q21
Employed part time (for less than 30 hours per week)	2		
Not in paid employment and looking for work	3		
Not in paid employment and not looking for work (e.g. full-time parent, retired person)	4	→	Go to Q22
Prefer not to say	5		

If you are in part time or full time employment, please answer Q21

- Q21** Overall how satisfied or dissatisfied are you with the balance between your work and other aspects of your life such as time with your family or leisure?

Please circle
one answer

Very dissatisfied	1
Dissatisfied	2
Neither satisfied nor dissatisfied	3
Satisfied	4
Very satisfied	5

- Q22** In general how would you rate your health?

Please circle
one answer

Poor	1
Fair	2
Good	3
Very good	4
Excellent	5

Q23

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

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

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

	Please circle one answer
None	0
One day	1
Two days	2
Three days	3
Four days	4
Five days	5
Six days	6
Seven days	7

Q24

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

	Please circle one answer
Have more than enough money	1
Enough money	2
Just enough money	3
Not enough money	4
Prefer not to answer	5

Q25

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

	Please circle one answer for each statement				
	Strongly disagree	Disagree	Neither	Agree	Strongly agree
It's important to me to feel a sense of community with people in my neighbourhood	1	2	3	4	5
I feel a sense of community with others in my neighbourhood	1	2	3	4	5
	Go to Q26		Go to Q27		

If you disagree that you feel a sense of community please answer Q26

Q26

Please read through the whole list below before selecting the main reason, or reasons, you do not feel a sense of community with others in your neighbourhood.

Please circle your main reason(s)

My busy life (including work, family and friends) leaves limited or no time to build a sense of community with my neighbours or to get to know them	1
I prefer to socialise with family and friends instead of neighbours	2
I prefer to socialise with groups and networks (other than family and friends) that are not based in my neighbourhood	3
I like to keep to myself	4
My neighbours are not my type of people	5
My neighbours are not friendly	6
People in my neighbourhood don't talk with each other	7
There is a lack of events or things happening within my neighbourhood	8
There are new people in the neighbourhood who have recently arrived and I don't know them that well or at all	9
I am new to the neighbourhood and haven't got to know people yet	10
Other (please specify) _____	11

Q27

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

Please circle one answer for each statement

	Yes	No	Can't remember
Negative contact where there's outright tension or disagreement	1	2	3
Some negative contact such as not getting on with them	1	2	3
Some positive contact such as a nod or saying hello	1	2	3
Positive contact such as a visit, or asking each other for small favours	1	2	3
Strong positive contact such as support / close friendship (e.g. having BBQs or drinks together)	1	2	3

Q28

Which of the following statements about trust do you agree with the most?

Please circle one answer

You almost always can't be too careful in dealing with people	1
You usually can't be too careful in dealing with people	2
People can usually be trusted	3
People can almost always be trusted	4
Don't know	5

Q29 Thinking now about the social networks and groups you may be part of, to which of the following, if any, do you belong?

Please circle **all** that apply

A sports club	1
A church or spiritual group	2
A hobby or interest group	3
A community or voluntary group such as Rotary, the RSA or Lions	4
Online network through websites such as Facebook / Twitter, online gaming communities and forums	5
A network of people from work or school	6
Other social network or group (please specify) _____	7
None of the above	8

Q30 Over the past 12 months how often, if ever, have you felt lonely or isolated?

Please circle **one** answer

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

Q31 If you were faced with a serious illness or injury, or needed emotional support during a difficult time, is there anyone you could turn to for help?

Please circle **one** answer

Yes	1
No	2
Don't know / unsure	3

Q32 In general how happy or unhappy would you say you are these days?

Please circle **one** answer

Very unhappy	1
Unhappy	2
Neither happy nor unhappy	3
Happy	4
Very happy	5

Q33

Taking everything into account, how satisfied or dissatisfied are you with your life in general these days?

Please circle **one** answer

Very dissatisfied	1
Dissatisfied	2
Neither satisfied nor dissatisfied	3
Satisfied	4
Very satisfied	5

Q34

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

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

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

Please circle **one** answer

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

Culture and identity

Q35

How much do you agree or disagree with the following statement?
"The area where I live has a culturally rich and diverse arts scene".

Please circle **one** answer

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

Q36

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

Overall, do you think the city you live in is ...

Please circle **one** answer

A much worse place to live	1	→	Go to Q37
A worse place to live	2	→	Go to Q37
Makes no difference	3	→	Go to Q39
A better place to live	4	→	Go to Q38
A much better place to live	5	→	Go to Q38
Not applicable, there are no different lifestyles or cultures here	6	→	Go to Q39
Don't know	7	→	Go to Q39

If you answered a 'worse' or 'much worse place to live' in Q36, please answer Q37

Q37

Why is it a worse place to live?

Please read through the whole list below before circling the main reason, or reasons

Please circle your main reason(s)

People from other countries and cultures don't integrate into New Zealand society	1
Too many different cultures cause tensions between groups of people	2
People from other countries and cultures compete for jobs with other New Zealanders	3
People from other countries and cultures often have a lack of English skills	4
People from other countries and cultures are often associated with crime	5
Other (please specify) _____	6

If you answered a 'better' or 'much better place to live' in Q36, please answer Q38

Q38

Why is it a better place to live?

Please read through the whole list below before circling your main reason, or reasons

Please circle your main reason(s)

It's good to learn about people from other cultures	1
It's good to mix with people from other countries and cultures	2
People from other countries and cultures make the city more vibrant and interesting, including bringing more interesting food and restaurants	3
People from other countries and cultures add to the multi-cultural and diverse feel of the city	4
People from other countries and cultures contribute to a sense of community in the city	5
Other (please specify) _____	6

Overall quality of life

Q39 Would you say that your overall quality of life is...

Please circle **one** answer

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

Q40 And why did you describe your overall quality of life in this way?

Q41 And compared to 12 months ago, would you say your quality of life has...

Please circle **one** answer

Decreased significantly	1	
Decreased to some extent	2	
Stayed about the same	3	→ Go to Q43
Increased to some extent	4	
Increased significantly	5	

Q42 What, if anything, has happened in the last 12 months to affect your quality of life?

Demographics

Lastly, a few questions about you. This is so we can compare the opinions of different types of people who live in New Zealand.

Q43

Which ethnic group, or groups, do you belong to?

Please circle **all** that apply

New Zealand European	1
Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Chinese	7
Indian	8
Prefer not to say	9
Other (please specify)	10

Don't know	11

Q44

In which of the following age groups do you belong?

Please circle **one** answer

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

Q45

Are you?

Please circle **one** answer

Male	1
Female	2

Q46

Were you born in New Zealand?

Please circle **one** answer

Yes	1	→ Go to Q48
No	2	

Q47

How many years have you lived in New Zealand?

Please circle **one** answer

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

Q48

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

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

Please write the number in the box below.

Q49

Who owns the residence you live in?*Residence means a house, flat or apartment.*Please circle **one** answer

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

Q50

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

Please circle **one** answer

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

Q51

Which best describes your annual personal income before tax?

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

Q52

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

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

Q53

Please fill in your contact details below so that we are able to contact you if you are the winner of one of the three iPad Minis or if we have any questions about your questionnaire (e.g. if we can't read your response).

Name:

Phone number:

Email:

Thank you very much for your time and effort.

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

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

FREEPOST AUTHORITY NUMBER 196397

Customised Coding Department

Nielsen

PO Box 11 346

Wellington 6142

New Zealand

If you have any questions please contact Nielsen during office hours on 0800 400 160 toll free.

Quality of Life 2014 – Prize Draw Terms and Conditions of Entry

1. Information on how to enter the promotion forms part of these Terms and Conditions of Entry. Entry into the promotion is deemed acceptance of the following terms and conditions.
2. The promotion commences on 11 June 2014 and closes on 16 July 2014 ("Promotional Period").
3. To enter Eligible Respondents must complete and submit the Survey of New Zealanders within the Promotional Period by:
 - a. filling out the online survey at www.acnonline.com/qualityoflife (using your personalised username and password, provided in the letter sent to you informing you of the survey) including your contact details, or
 - b. returning a completed hard copy of the survey (if this has been provided) with your contact details to the Promoter.
4. Entry is only open to "Eligible Respondents", being individuals who: (i) are residents of New Zealand aged 18 years or older; and (ii) are not employees of the Promoter or the Department of Conservation; and (iii) are not a spouse, de facto partner, parent, child, sibling (whether natural or by adoption) or household member of such an employee; and (iv) are not professionally connected with the promotion.
5. Each completed survey with accompanying contact details, submitted in accordance with paragraph 3, above, will automatically receive one entry into the prize draw. There is a limit of one entry per Eligible Respondent.
6. The Promoter reserves the right, at any time, to verify the validity of the entry and Eligible Respondent (including a respondent's identity, age and place of residence) and to disqualify any respondent who submits a response that is not in accordance with these Terms and Conditions of Entry. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
7. The prize draw will take place on 4 August 2014. The winners will be notified within 10 working days of the draw by telephone or email.
8. The first three (3) valid entries drawn at random will each win a 16GB mini iPad (WiFi model). The winners are responsible for any tax associated with the prize.
9. The prize is not transferable or exchangeable. No responsibility is accepted for late, lost, misdirected or illegible entries.
10. The Promoter's decision is final and no correspondence will be entered into.
11. If after 10 working days following the Promoter attempting to contact a winner at the contact details provided the Promoter has been unable to make contact with the winner, that winner will automatically forfeit the prize, and the Promoter will randomly select one further entry who will be contacted by the Promoter by telephone or email and will be the winner of the prize.
12. The winner permits the Quality of Life Survey Team, the Promoter and their affiliates to use the winner's name and biographical information for advertising and promotional purposes, without any compensation.
13. All personal details of the respondents will be stored securely at the office of the Promoter and used to operate and administer the prize draw or to contact the respondent, if necessary, to clarify responses to questions in any hard copy of the survey. A request to access, update or correct any personal information should be directed to the Promoter.
14. The Promoter is ACNielsen (NZ) ULC, L8 150 Willis Street, Te Aro, Wellington, 6011, New Zealand. Phone +64 9 970 6700.
15. The Promoter reserves the right to amend or modify these Terms and Conditions of Entry at any time.
16. The Promoter will not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or sustained as a consequence of participation in the promotion or as a consequence of the use and enjoyment of the prize.
17. The promotion is governed by New Zealand law and all respondents agree to submit to the exclusive jurisdiction of the Courts of New Zealand with respect to any claim or matter arising out of or in connection with this promotion.

APPENDIX II

0800 NUMBER FAQs



0800 NUMBER FAQs

The following FAQ document was created for the 0800 number operator to assist in the response to caller's questions

Timeframes:

The Quality of Life Survey is conducted every two years.
It will be run using the Sequential Mixed Methodology

Initial invite letter sent: 9 June
Reminder postcard 1 sent: 17 June
Survey Pack sent: 25-27 June
Reminder postcard 2 sent: 3 July
Final day to post back completed hardcopy: 11 July
Final day to complete online: 16 July

Some postcards inviting people to participate will also be handed out at markets in Hutt City and Auckland (tbc).
Each letter and postcard have a unique identifier that will allow access to the survey for one person.

Online survey landing page: www.acnonline.com/qol

SURVEY ISSUES (GENERAL)

Q. What is the purpose of this survey/What is this survey about?

It is to provide information to local councils to improve the quality of life for New Zealanders.

Q. Is this survey genuine?

Yes it is. It is being done for 6 local councils. We are an independent market research company commissioned to do the survey. You can check on this if you like by looking at the Quality of Life website
<http://www.qualityoflifeproject.govt.nz>

Q. Don't want to participate

Thank & ask for details (including username from letter, postcard, or survey) so they can be flagged in the database – check timeframes and ask to ignore the next reminder/survey if one is scheduled

Q. Respondent no longer living at address / outside of NZ

Thank & ask for details (including username from letter, postcard, or survey) so they can be flagged in the database – check timeframes and ask to ignore the next reminder/survey if one is scheduled

Q. Respondent unable to complete the survey due to age, disability, or language difficulties

Action: Thank & ask for details (including username from letter, postcard, or survey) so they can be flagged in the database – check timeframes and ask to ignore the next reminder/survey if one is scheduled

Q. What do I get for completing it in?

If you complete the survey online by 16 July or send back a hardcopy by 11 July 2014, you will go in the draw to win one of three mini iPads (16GB WiFi model)

Q. Do I have to do it?

No, the survey is completely voluntary but we would really appreciate it if you could take part.

Q. Some of my friends/family members have received a letter to take part but I never got one, can I take part?

Thank you for your enthusiasm and helpfulness but sorry, it is very important for the accuracy of our results that only the people randomly sampled complete the survey. We simply are not allowed to use answers from other people.

CONFIDENTIAL ISSUES:

Q. Is this survey really private/confidential/anonymous?

Yes it is. All the responses you provide will not be passed on to the client or sold. We are researchers, not direct marketers. To deliver results, your answers will be put together with those of others.

Nielsen is bound by the Market Research Society Professional Code of Practice which prohibits us from identifying any person who takes part in a survey unless we have explicit consent from them to do so.

Q. Where did you get my name and address from?

We got your address by random selection from the electoral roll.

Q. How did you select me to participate <OR I want to know how you did the random selection>?

It was a random sample of all addresses from the Electoral Roll.

Q. How did you get access to the Electoral Roll?

Government agencies have access to the electoral roll for this purpose.

Q. Is this < XXX Council>?

Sorry, you have reached The Nielsen Company, the independent market research company. Unfortunately as we are not part of < XXX Council>. If you have a query that relates to < XXX Council>, I cannot help you with your query. But here is the number you can call:

- Auckland Council: (09) 301 0101
- Christchurch City Council: (03) 941 8999
- Dunedin City Council: (03) 477 4000
- Hutt City Council: (04) 570 6666
- Porirua City Council: (04) 237 5089
- Wellington City Council: (04) 499 4444

Q. Can I get a copy of the results when you are finished? <OR Can you send me the results?>

You can see the results from the previous years' on the Quality of Life website: www.qualityoflifeproject.govt.nz

Q. I don't have internet access / Can I get a hardcopy of the questionnaire?

If you have not completed the online survey, a hardcopy will be posted to you on the 25-27 July 2014. If replacement copy required, please take down name, user ID and passcode details.

Q. Already completed the survey

Thank & ask for details (including username from letter, postcard, or survey) so that we can review whether their survey has been received.

Q. Want to know how long the survey takes

The survey has been designed to take around 15 – 20 minutes to complete, on average. Some people may take longer and some people may complete it faster

Q. Technical issues (with online survey)

Take down details of the issue so that we can try to resolve it – check timeframes as survey pack may be able to be sent

Q. Survey takes a long time to download

This can sometimes be due to a high amount of traffic on the Internet. Please try again at a later time and if you are still having trouble then please call again.

Q. The survey crashed / stopped before I completed it

If you re-open the survey you should find that it will take you back to the last question that you completed. All of the answers you had provided will have been saved.

Q. Is the website secure?

The Nielsen website has advanced security measures in place to protect the loss, misuse and alteration of the information under our control. The data itself is encrypted into a proprietary binary format and cannot be read without the correct software even if it could be accessed.

All respondents are screened and allocated unique usernames and passwords so that they can only enter the questionnaire once.

Only the data programmers and researchers working on this project can view your individual response,

Anything really technical, please note down respondent name and phone number and tell them that you will get one of the researchers to call them back.

Close:

Thank you very much for calling.

APPENDIX III

WEIGHTING MATRIX



Population Figures – Census 2013 Stats New Zealand									
		Females				Males			
	Total	18-24	25-49	50-64	65+	18-24	25-49	50-64	65+
Auckland North	256,641	15,006	60,063	32,913	26,133	15,888	54,027	30,489	22,110
Auckland West	168,501	11,541	43,464	19,695	13,755	11,355	39,186	18,246	11,259
Auckland Central	301,686	24,291	77,574	32,979	22,359	23,595	71,931	30,756	18,195
Auckland South	331,566	24,333	83,049	39,903	26,664	24,324	73,299	37,302	22,671
Porirua	36,681	2,466	9,258	4,860	2,832	2,310	8,088	4,371	2,493
Lower Hutt	73,170	4,473	17,643	9,315	6,876	4,437	15,810	8,889	5,724
Wellington City	151,416	14,466	38,703	15,948	9,888	12,843	36,249	14,985	8,328
Christchurch	267,420	17,382	58,470	32,979	28,515	19,560	56,544	31,422	22,548
Dunedin	96,123	11,226	18,390	11,433	9,942	9,744	16,632	10,800	7,950

Population Figures – Census 2013 Stats New Zealand					
	Total	Other NZ/European	Maori	Pacific	Asian/Indian
Auckland North	256,638	208,302	13,470	5,613	41,148
Auckland West	168,498	107,007	16,125	22,047	37,362
Auckland Central	301,689	200,277	17,856	23,694	77,124
Auckland South	331,563	177,015	38,736	63,342	76,950
Porirua	36,681	25,290	5,835	7,569	2,109
Lower Hutt	73,170	55,311	9,606	6,060	7,983
Wellington	151,413	122,913	9,900	5,871	21,753
Christchurch	267,420	234,063	17,103	6,048	23,037
Dunedin	96,120	88,110	5,526	1,737	5,640

Population Percentages (within each city)									
	8 Cities Post Weight	Females				Males			
		18-24	25-49	50-64	65+	18-24	25-49	50-64	65+
Auckland North	15.2	5.8	23.4	12.8	10.2	6.2	21.1	11.9	8.6
Auckland West	10.0	6.8	25.8	11.7	8.2	6.7	23.3	10.8	6.7
Auckland Central	17.9	8.1	25.7	10.9	7.4	7.8	23.8	10.2	6.0
Auckland South	19.7	7.3	25.0	12.0	8.0	7.3	22.1	11.3	6.8
Porirua	2.2	6.7	25.2	13.2	7.7	6.3	22.0	11.9	6.8
Lower Hutt	4.3	6.1	24.1	12.7	9.4	6.1	21.6	12.1	7.8
Wellington City	9.0	9.6	25.6	10.5	6.5	8.5	23.9	9.9	5.5
Christchurch	15.9	6.5	21.9	12.3	10.7	7.3	21.1	11.8	8.4
Dunedin	5.7	11.7	19.1	11.9	10.3	10.1	17.3	11.2	8.3

Population Percentages (within each city)					
	Total	Other NZ/European	Maori	Pacific	Asian/Indian
Auckland North	15.2	81.2	5.2	2.2	16.0
Auckland West	10.0	63.5	9.6	13.1	22.2
Auckland Central	17.9	66.4	5.9	7.9	25.6
Auckland South	19.7	53.4	11.7	19.1	23.2
Porirua	2.2	68.9	15.9	20.6	5.7
Lower Hutt	4.3	75.6	13.1	8.3	10.9
Wellington	9.0	81.2	6.5	3.9	14.4
Christchurch	15.9	87.5	6.4	2.3	8.6
Dunedin	5.7	91.7	5.7	1.8	5.9

Auckland – Area Weighting		
Local Board	Population	%
Albert-Eden Local Board Area	72,708	6.9
Devonport-Takapuna Local Board Area	42,729	4.0
Franklin Local Board Area	47,760	4.5
Great Barrier Local Board Area	777	0.1
Henderson-Massey Local Board Area	77,964	7.4
Hibiscus and Bays Local Board Area	68,694	6.5
Howick Local Board Area	95,904	9.1
Kaipatiki Local Board Area	63,495	6.0
Mangere-Otahuhu Local Board Area	47,175	4.5
Manurewa Local Board Area	56,007	5.3
Maungakiekie-Tamaki Local Board Area	52,389	4.9
Orakei Local Board Area	61,146	5.8
Otara-Papatoetoe Local Board Area	52,245	4.9
Papakura Local Board Area	32,475	3.1
Puketapapa Local Board Area	40,596	3.8
Rodney Local Board Area	41,142	3.9
Upper Harbour Local Board Area	40,581	3.8
Waiheke Local Board Area	6,603	0.6
Waitakere Ranges Local Board Area	35,358	3.3
Waitemata Local Board Area	67,467	6.4
Whau Local Board Area	55,179	5.2
TOTAL	1,058,394	

APPENDIX IV GLOSSARY



The purpose of this glossary is to provide a meaning to some of the more technical terms used in this report

Codeframe

This is a summary list of the main themes or topics from the open ended questions.

Confidence interval

This is the interval that is likely to contain the true population result.

Confidence level

This represents how reliable the result is. The 95% confidence level means that you are 95% certain that the true value lies between the confidence interval.

Margin of error

This term expresses the likely amount of random sampling error in the result.

Quota

This is a target number of interviews that is set to ensure a certain sub-group of the population is represented.

Significant

Where results are said to be significant, this means that they are statistically different at the 95% confidence level.

Weighting

Weighting is a method of calculation in which some observations have their influence reduced and other observations have their influence increased. It is used to account for the sample profile being imbalanced relative to the population being measured. For example, proportionally, we have more Māori in our sample than in the New Zealand population; therefore Māori is weighted down to adjust for this sample imbalance.