

QUALITY OF LIFE SURVEY 2014

DUNEDIN CITY



quality of life

nielsen
.....

CONTENTS

	1. EXECUTIVE INSIGHTS	4
	2. RESEARCH DESIGN	12
	3. QUALITY OF LIFE	18
	4. HEALTH AND WELLBEING	22
	5. CRIME AND SAFETY	29
	6. COMMUNITY, CULTURE AND SOCIAL NETWORKS	42
	7. COUNCIL PROCESSES	64
	8. BUILT AND NATURAL ENVIRONMENT	72
	9. TRANSPORT	85
	10. ECONOMIC WELLBEING	111
	APPENDIX I – RESULTS OVER TIME	121
	APPENDIX II – SAMPLE PROFILE	149
	APPENDIX III – RESPONSE TO OPEN ENDED QUESTIONS	156



APPENDIX IV –MAP OF DUNEDIN

159



APPENDIX V - QUESTIONNAIRE

161

1. EXECUTIVE INSIGHTS



INTRODUCTION

The Quality of Life Survey is a multi-agency research project, exploring quality of life issues in New Zealand. It is a partnership between six New Zealand Councils.

The aim of the survey is to measure residents' perceptions of overall quality of life. The Quality of Life Survey measures New Zealand residents' perceptions of:

- Quality of life
- Health and wellbeing
- Crime and safety
- Community, culture and social networks
- Council decision-making processes
- Environment
- Public Transport
- Economic wellbeing.

This report presents the results for Dunedin City. A combined Six Councils report is also available.

METHODOLOGY

This survey was carried out using a sequential-mixed methodology. A random selection of Dunedin residents was made from the Electoral Roll and respondents were encouraged to complete the survey online or via a hard copy questionnaire posted to them.

Fieldwork took place between 9 June and 28 July 2014 with 539 surveys completed by Dunedin residents.

Full details of the survey methodology can be found in the Quality of Life Survey 2014 Technical Report.

OVERVIEW OF RESULTS

QUALITY OF LIFE

The majority (84%) of Dunedin respondents rate their overall quality of life positively, with 26% rating it as *extremely good* and 58% as *good*.

When asked to evaluate whether their quality of life has changed compared to 12 months earlier, just under a third (30%) of Dunedin respondents say their quality of life has increased, 58% indicate it has remained about the same, while 12% indicate it has decreased.

HEALTH AND WELLBEING

Overall health

Eight in ten (81%) Dunedin respondents rate their health positively, responding with a rating of either *excellent* (14%), *very good* (35%), or *good* (32%).

Frequency of doing physical activity

Just under three in ten (27%) Dunedin residents undertook physical activity every day in the seven days leading up to the survey, with 57% undertaking physical activity five or more days. Fewer than one in ten (5%) did no physical activity on the seven days leading up to the survey.

Emotional wellbeing

The majority (77%) of Dunedin respondents stated that they are in general *very happy* (20%) or *happy* (57%) these days.

Satisfaction with life in general

Three quarters (76%) of Dunedin respondents are satisfied with their life in general, responding with a rating of either *very satisfied* (21%) or *satisfied* (55%).

Stress

Fewer than two in ten (17%) Dunedin respondents have regularly experienced stress that has had a negative effect on them in the previous 12 months, with 1% always experiencing stress and 16% experiencing stress most of the time.

Availability of support

Almost all (93%) Dunedin respondents say they have someone to turn to for help if they are faced with a serious illness or injury, or need emotional support during a difficult time.

CRIME AND SAFETY

Perceptions of crime and other undesirable problems

The most commonly perceived problem over the last 12 months is dangerous driving (83% of Dunedin respondents regard this as a problem in their local area). This is followed by alcohol or drugs (81%), car theft or damage to cars (60%), vandalism (49%), the presence of people who make them feel unsafe (44%) and people begging on the street (26%).

Sense of safety

Almost all Dunedin respondents feel safe in their own home (98% during the day and 92% after dark) and in the city centre during the day (95%). However, only seven in ten (70%) feel safe walking alone in their neighbourhood after dark, and just under half (47%) feel safe in the city centre after dark.

COMMUNITY, CULTURE AND SOCIAL NETWORKS

Sense of Community

Three quarters (75%) of Dunedin respondents agree it is important to feel a sense of community with the people in their local neighbourhood, responding with a rating of *strongly agree* (21%) or *agree* (54%).

Six in ten (61%) of Dunedin respondents agree they actually feel a sense of community with others in their local neighbourhood, with 10% who *strongly agree* and 51% who *agree*.

The most frequently mentioned reason for feeling a lack of sense of community is *having a busy life* (42%). This is followed by *people in the neighbourhood don't talk with each other* (41%) and a *preference for socialising with family and friends instead of neighbours* (34%).

Social Networks

The most commonly mentioned social networks that Dunedin respondents belong to are a network of *people from work or school* (50%) and an *online network through websites such as Facebook/Twitter, online gaming communities and forums* (44%).

Contact with People in the Neighbourhood

The majority (95%) of Dunedin respondents have had some positive contact with people in their neighbourhood such as a nod or saying hello in the past 12 months. Three quarters (76%) have had positive contact such as a visit, or asking each other for small favours while four in ten (44%) have had strong positive contact such as support or close friendship with people in their neighbourhood.

One in ten (12%) Dunedin respondents have had some negative contact with people in their neighbourhood such as not getting on with them in the last 12 months while almost one in ten (9%)

have had negative contact with people in their neighbourhood where there is outright tension or disagreement.

Feeling of isolation

Seven in ten (72%) Dunedin respondents have not felt isolated or lonely over the previous 12 months, with 38% saying *never* and 34% saying *rarely*.

Trust

Seven in ten (72%) Dunedin respondents feel that in general, people can be trusted with 12% saying *people can almost always be trusted* and 60% saying *people can usually be trusted*.

Impact of Greater Cultural Diversity

Six in ten (62%) Dunedin respondents feel that New Zealand becoming a home for an increasing number of people with different lifestyles and cultures from different countries makes their area a better place to live, with 20% saying it is *a much better place to live* and 42% saying it is *a better place to live*.

The most frequently mentioned reason for greater cultural diversity having a positive impact is *people from other countries and cultures make the city more vibrant and interesting, including bringing more interesting food and restaurants* (68%). This is followed by *people from other countries and cultures add to the multi-cultural and diverse feel of the city* (46%) and *it's good to mix with people from other countries and cultures* (43%).

The most frequently mentioned reason for greater cultural diversity having a negative impact is *people from other countries and cultures compete for jobs with other New Zealanders* (55%). This is followed by *people from other countries and cultures don't integrate into New Zealand society* (50%) and *too many different cultures cause tensions between groups of people* (47%).

Culturally rich and diverse arts scene

Over two thirds (69%) of Dunedin respondents agree that Dunedin has a culturally rich and diverse arts scene, with 21% who *strongly agree* and 48% who *agree*.

COUNCIL DECISION-MAKING PROCESSES

One in four (39%) Dunedin respondents agree that they understand their Council's decision-making process, responding with a rating of either *strongly agree* (2%) or *agree* (37%) and nearly half (46%) agree that they would like to have more say in what the Council does.

Confidence in Council decision-making

Four in ten (43%) Dunedin respondents have confidence that their Council makes decisions in the best interests of their city, responding with a rating of either *strongly agree* (2%) or *agree* (41%).

Among those who do not have confidence in their Council's decision-making, seven in ten (70%) said they do not like specific decisions, or outcomes of the decisions, the Council has made.

Nearly half (47%) of Dunedin respondents consider that the public has an influence on the decisions the Council makes, with 6% saying the public has a *large influence* and 41% *some influence*.

BUILT AND NATURAL ENVIRONMENT

City is a great place to live

Nearly nine in ten (86%) Dunedin respondents *strongly agree* or *agree* that Dunedin is a great place to live.

Pride in the look and feel of the city

Two thirds (67%) of Dunedin respondents agree that they have a sense of pride in the look and feel of their city, with 17% who *strongly agree* and 50% who *agree*.

The most frequently mentioned reasons given by those who have a sense of pride in Dunedin are that the city *provides a good overall lifestyle* (62%) and *the natural environment is beautiful* (58%). These are followed by the *presence of heritage and other important buildings* (56%).

The two most frequently mentioned reasons for not having a sense of pride in the look and feel of Dunedin are that it is *rundown or needs better maintenance* (53%) and that it is *untidy and dirty* (37%).

Ease of access to local park or other green space

Almost all (91%) of Dunedin respondents find it *very easy* (59%) or *easy* (32%) to get to a local park or other green space in their local area.

Perception of issues in the local area

Over half (55%) of Dunedin respondents consider graffiti or tagging to be the most common environmental problem in their area in the previous 12 months. This was followed by water pollution (including pollution in streams, rivers, lakes and in the sea) (42%), noise pollution (27%) and air pollution

(24%).

TRANSPORT

The majority (80%) of Dunedin respondents reported that their main form of transport is a car or van with nine in ten (89%) being regular users of private transport (twice a week or more often).

Public transport

Just one in ten (12%) Dunedin respondents are regular users (twice a week or more often) of public transport, with 5% using it five or more times a week.

Three quarters (78%) of all Dunedin respondents agree that public transport is *safe* and 72 percent agree that it is *easy to get to*. Half (50%) consider public transport is *reliable* and four in ten (44%) agree that it is *frequent* yet just one third (36%) of Dunedin respondents consider it *affordable*.

ECONOMIC WELLBEING

Just under half (46%) of Dunedin respondents are employed full time (for 30 hours or more per week). In addition to this, another fifth are in part time work (21%). Twenty two percent of respondents are not in paid employment and not looking for work and 6% are not in paid employment and are looking for work.

Balance between work and other aspects of life

Nearly two thirds (64%) of Dunedin respondents who are in paid employment are satisfied with the balance they have between work and other aspects of life, with 20% stating they are *very satisfied* and 44% stating they are *satisfied*.

Affordability and suitability of housing

Two thirds (66%) of Dunedin respondents agree that their housing costs are affordable (housing costs include expenses like rent or mortgage, rates, house insurance and house maintenance), with 13% who *strongly agree* and 51% who *agree*.

Over eight in ten (85%) agree that the type of house or apartment they live in suits their needs and the needs of others in the household and nearly nine in ten (88%) agree that the general area or neighbourhood their house or apartment is in suits their and their household's needs.

Ability to cover costs of everyday needs

One in ten (14%) Dunedin respondents consider that they have *more than enough money* to cover the costs of their everyday needs such as accommodation, food, clothing and other necessities. An additional three in ten (32%) say they have *enough money*.

One third (34%) say they have *just enough money*, while nearly two in ten (17%) Dunedin respondents say they do *not have enough money* to meet their everyday needs.

2. RESEARCH DESIGN



RESEARCH DESIGN

2.1 BACKGROUND

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

Territorial authorities are responsible for meeting the current and future needs of their communities for good-quality local infrastructure, local public services, and performance of regulatory functions. Given these responsibilities, they are committed to continuing to explore and measure quality of life issues in New Zealand through this survey.

2.2 OVERVIEW OF METHOD AND SAMPLE

The target population for the Quality of Life Survey 2014 was people aged 18 years and over who reside in the participating local government areas:

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

This report outlines results for **Dunedin**. The total Dunedin sample size is 539.

The Electoral Roll is used as the sampling frame as it is the most comprehensive database of individuals in New Zealand.

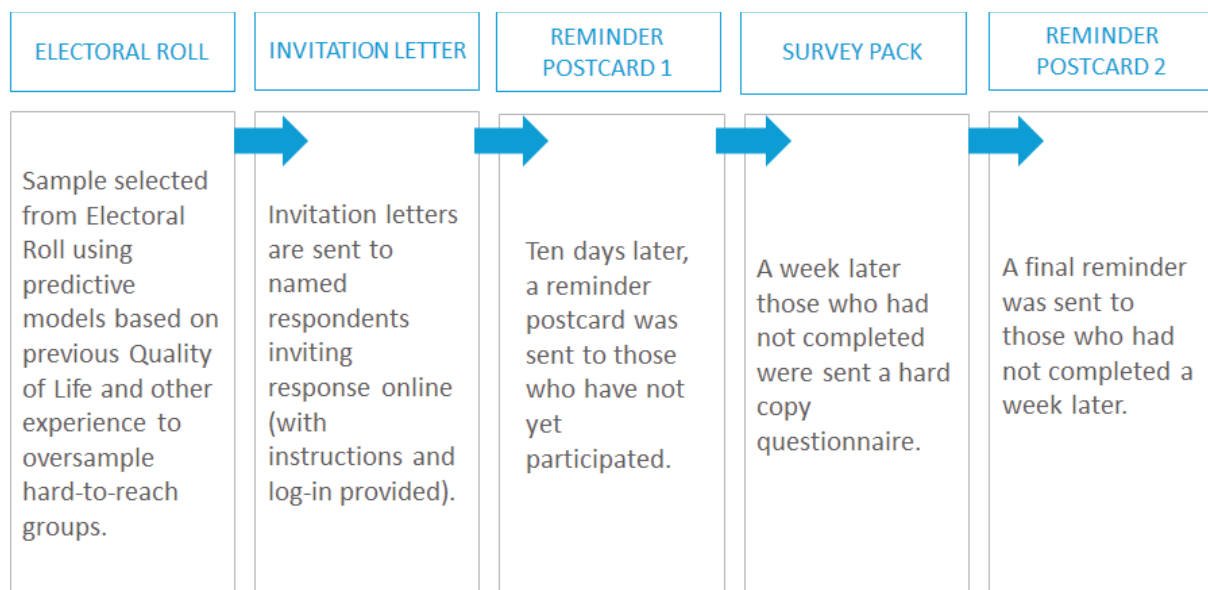
In previous measures, the survey was carried out using CATI interviewing. Due to the relatively expensive nature of CATI interviewing, the Survey Team was keen to explore other potential methodologies for the 2012 survey.

The methodology was the same as selected for 2012, a sequential mixed methodology. This survey used a self-completion methodology, with respondents being encouraged to complete the survey online initially before being provided with a paper questionnaire. Under 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 – approx. 40% in the previous CATI surveys).

The research took place between 9 June when the first invitation letters were received, and 28 July 2014 when the survey closed.

Full details of the survey methodology can be found in the Quality of Life Survey 2014 Technical Report.

An overview of the research process is shown below:



2.3 RESPONSE TO SURVEY

The response rate for the Dunedin survey was 30%. This is calculated as the number of completed interviews as a proportion of total number of selections minus exclusions based on known outcomes (e.g. death, moved out of region, gone no address).

For further details on response rate and a breakdown by city, please see Section 2.13 of the Quality of Life Technical Report.

In the Dunedin survey, 54% of the surveys were completed online and 46% were completed by hard copy.

The average length of the online survey was 23.8 minutes.

2.4 MARGIN OF ERROR

All sample surveys are subject to sampling error. Based on a total sample size of 539 respondents, the results shown in this survey are subject to a maximum sampling error of plus or minus 4.2% at the 95% confidence level. That is, there is a 95% chance that the true population value of a recorded figure of 50% actually lies between 45.8% and 54.2%. As the sample figure moves further away from 50%, so the error margin will decrease.

The maximum error margins for each of the subgroups of interest is:

Subgroup	Sample Target	Sample Achieved	Maximum margin of error (95% level of confidence)
Males	235	235	± 6.4%
Females	265	303	± 5.7%
18 to 24 years	109	116	± 9.2%
25 to 49 years	182	204	± 6.9%
50 to 64 years	116	127	± 8.8%
65 plus years	93	92	± 10.4%
European (nett)	458	494	± 4.4%
Māori (nett)	29	25	± 21.1%
Pacific (nett)	9	10	± 37.7%
Asian / Indian (nett)	29	32	± 18.3%
Green Island-Saddle Hill	38	44	± 15.4%
Mosgiel-Taieri	68	55	± 13.6%
Hills	97	122	± 9%
South Dunedin	143	177	± 7.4%
Cargill	118	101	± 9.9%
Waikouaiti	35	40	± 16.2%
Total Dunedin City	500	539	± 4.2%

2.5 REPORTING

The following are notes regarding the analysis in this report.

Significant differences

The differences reported between the total and sub-groups in this report are significant at the 95% confidence level and 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.

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 not greater than 5%.

Netts

For those results charted in the report, netts are based on the rounded number shown in the charts, not the unrounded figures in the data tables.

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 (as was used in 2006 reports). This means a person who chose multiple ethnicities will be counted in more than one ethnic group and percentages may add to more than 100.

“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).

3. QUALITY OF LIFE



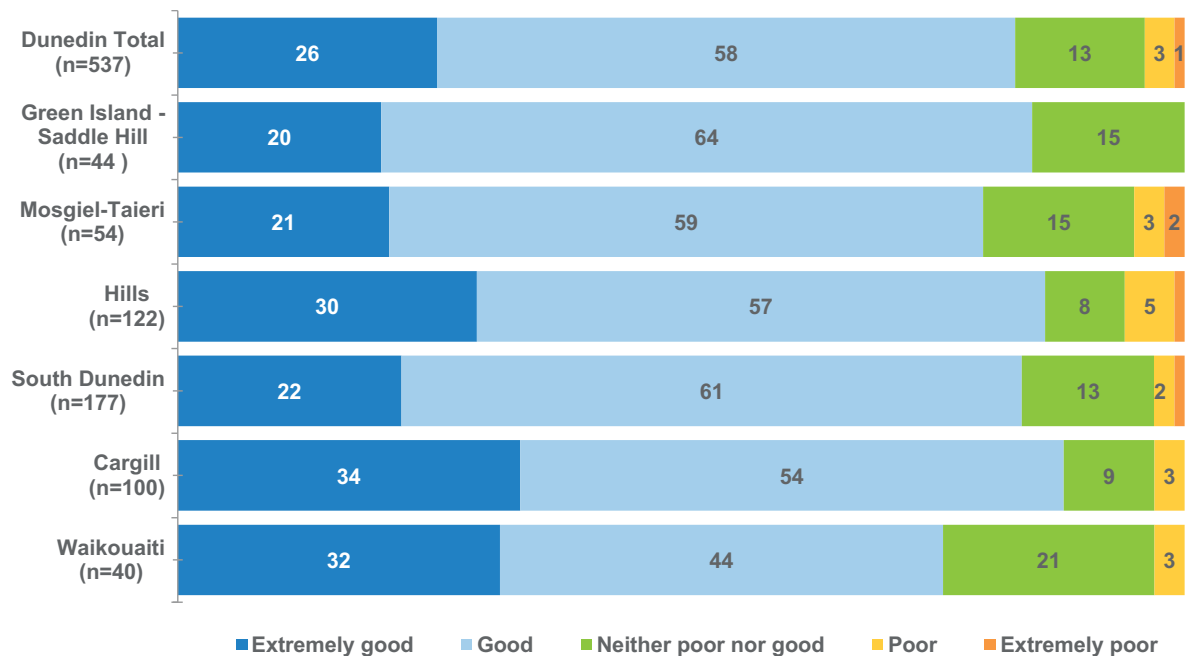
QUALITY OF LIFE

This section reports on respondents' perceptions of their quality of life and how it compares to 12 months earlier.

3.1 OVERALL QUALITY OF LIFE

The majority (84%) of Dunedin respondents rate their overall quality of life positively, with 26% rating it as *extremely good* and 58% as *good*.

Figure 3.1: Perception of quality of life (%)



Base: All Respondents (excluding not answered)

Those more likely to rate their quality of life positively (*extremely good* or *good*) are:

- Household income earners of \$100,001 or more (97%)
- Aged 65 years or more (95%).

Those *less* likely to rate their quality of life positively are:

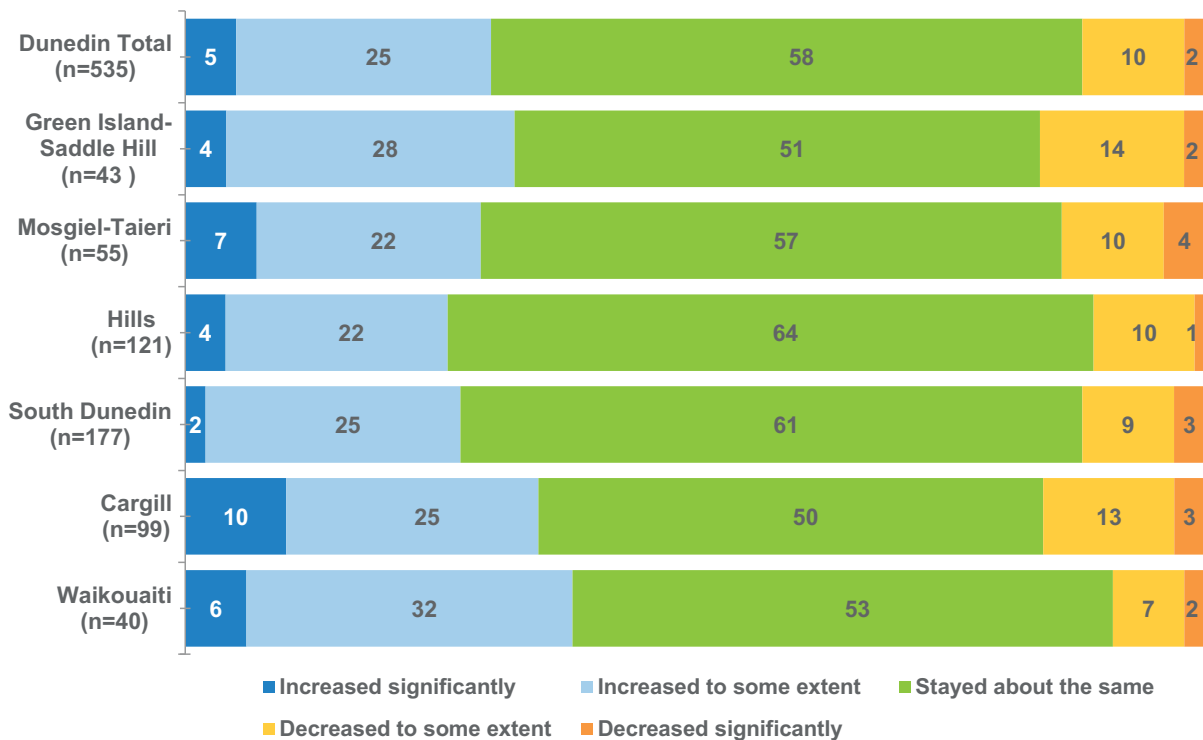
- Household income earners of \$20,000 or less (66%).

3.2 QUALITY OF LIFE COMPARED TO 12 MONTHS EARLIER

Three in ten respondents (30%) living in Dunedin feel their quality of life has increased compared to 12 months earlier, with 5% saying it has *increased significantly* and 25% saying it has *increased to some extent*.

Twelve percent of respondents say that their quality of life has decreased (*decreased significantly* or *decreased to some extent*) compared to 12 months earlier.

Figure 3.2. Quality of life compared to 12 months earlier (%)



Base: All Respondents (excluding not answered)

Those more likely to feel their quality of life has increased (*increased significantly* or *increased to some extent*) compared to 12 months earlier are:

- Aged under 25 years (42%).

Those *less* likely to feel their quality of life has increased (*increased significantly* or *increased to some extent*) compared to 12 months earlier are:

- Aged 65 years or more (12%).

Those more likely to feel their quality of life has decreased (*decreased to some extent* or *decreased significantly*) are:

- Household income earners of \$20,000 or less (23% compared to the Dunedin total of 12%)

Those *less* likely to feel their quality of life has decreased (*decreased to some extent* or *decreased significantly*) are:

- Household income earners of \$100,001 or more (6%).

4. HEALTH AND WELLBEING



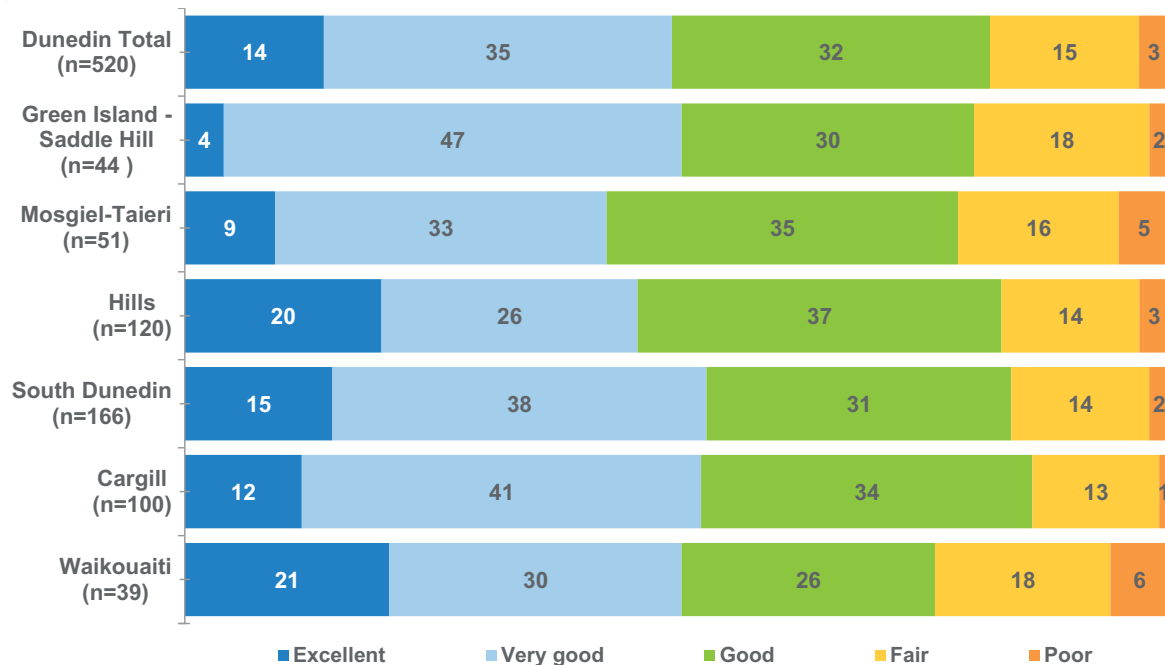
HEALTH AND WELLBEING

This section reports on respondents' perceptions of their general health and wellbeing, their frequency of exercise and physical activity and respondents' perceptions of their emotional wellbeing.

4.1 OVERALL HEALTH

Eight in ten (81%) Dunedin respondents rate their health positively, responding with a rating of either *excellent* (14%), *very good* (35%), or *good* (32%).

Figure 4.1. Overall health (%)



Base: All Respondents (excluding not answered)

Those more likely to rate their health positively (*excellent* or *very good*) are:

- Household income earners of \$100,001 or more (63% compared to a Dunedin total of 49%) and \$70,001 to \$100,000 (63%)
- Aged 25 to 49 years (57%).

Those *less* likely to rate their health positively (*excellent* or *very good*) are:

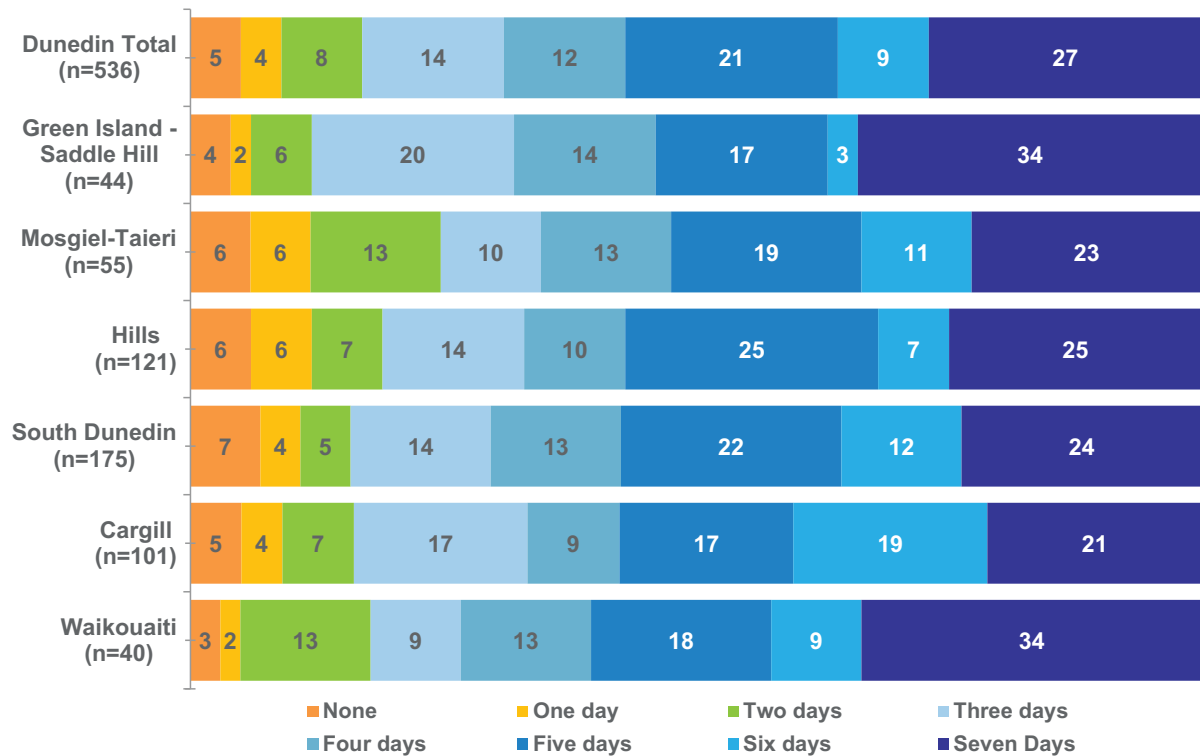
- Aged 65 years or more (38%)
- Household income earners of \$20,001 to \$40,000 (32%).

4.2 FREQUENCY OF DOING PHYSICAL ACTIVITY

Respondents were asked to indicate how many days in the previous week they had been ‘active’. Being active was defined as doing 15 minutes or more of vigorous activity (activity which makes you breathe a lot harder than normal), or 30 minutes or more of moderate exercise (e.g. brisk walking).

Nearly three in ten (27%) Dunedin respondents report that they have been active every day in the seven days leading up to interviewing, with over half (57%) reporting that they have been active on five or more days in the week prior to the survey. Five percent of respondents have not been active in the week prior to the survey.

Figure 4.2: Frequency of doing physical activity (%)



Base: All Respondents (excluding not answered)

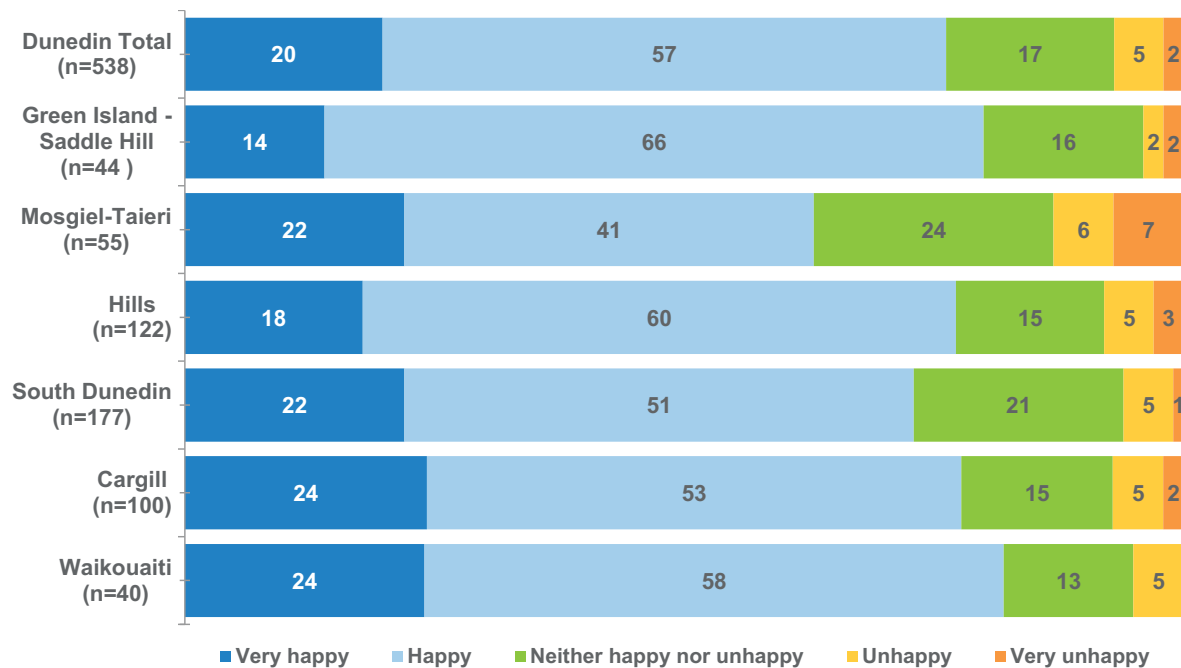
Those more likely to say they have been active for five or more days a week in the previous week are:

- Aged 50 to 64 years (68% compared to the Dunedin total of 56%)
- Household income earners of \$40,001 to \$70,000 (67%).

4.3 EMOTIONAL WELLBEING

The majority (77%) of Dunedin respondents state that they are in general *very happy* (20%) or *happy* (57%) these days.

Figure 4.3: Rating of happiness these days (%)



Base: All Respondents (excluding not answered)

Those more likely to say that in general they are *happy* or *very happy* are:

- Household income earners of \$100,001 or more (85%).

Those *less* likely to say that in general they are *happy* or *very happy* are:

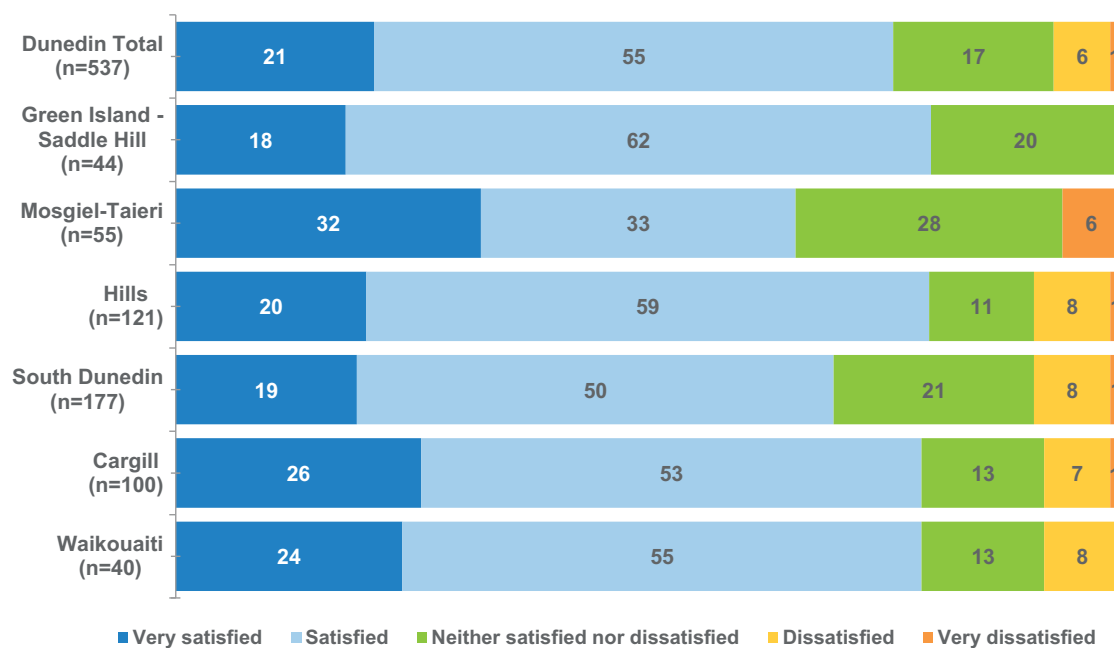
- Living in Mosgiel-Taieri (63%)
- Household income earners of \$20,000 or less (59%).

4.4 SATISFACTION WITH LIFE IN GENERAL

Respondents were asked taking everything into account, how satisfied or dissatisfied are you with your life in general these days?

Three quarters (76%) of Dunedin respondents are satisfied with their life in general, responding with a rating of either *very satisfied* (21%) or *satisfied* (55%).

Figure 4.4: Satisfaction with life in general (%)



Base: All Respondents (excluding not answered)

Those more likely to be satisfied (*satisfied* or *very satisfied*) with their life in general are:

- Household income earners of \$100,001 or more (85%).

Those *less* likely to be satisfied (*satisfied* or *very satisfied*) with their life in general are:

- Household income earners of \$20,000 or less (56%)
- Aged under 25 years (67%)
- Living in South Dunedin (69%).

Those *less* likely to be dissatisfied (*dissatisfied* or *very dissatisfied*) with their life in general are:

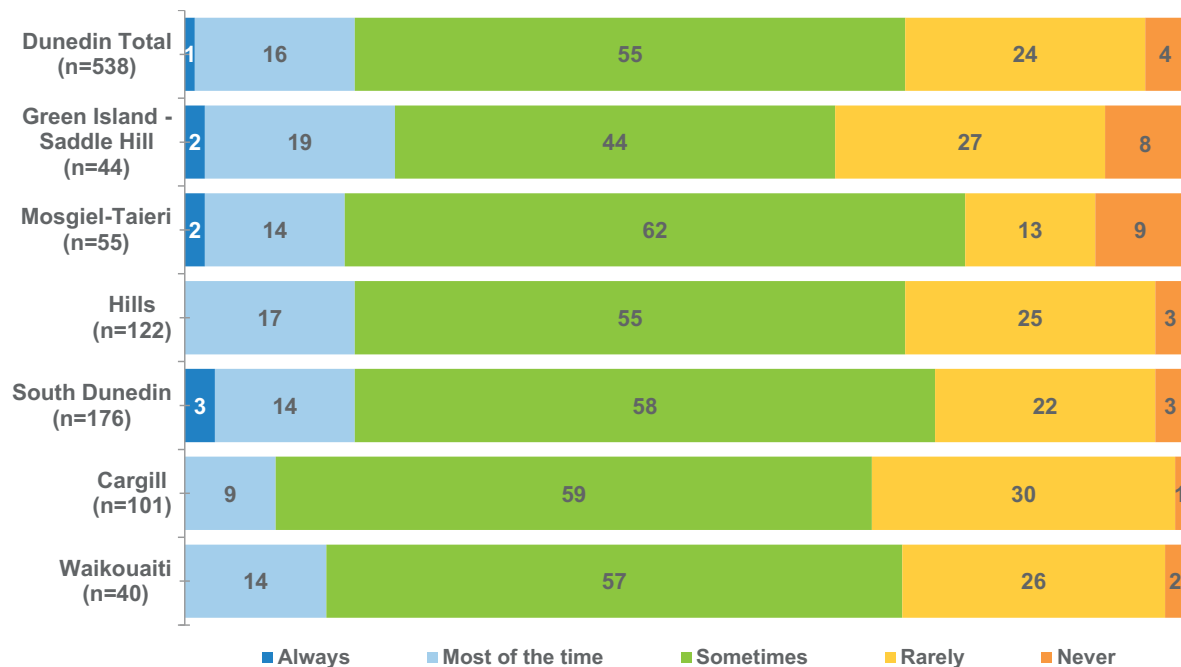
- Aged 65 years or more (1% compared to the Dunedin total of 7%).

4.5 STRESS

Respondents were asked how often over the previous 12 months they have experienced stress that has had a negative effect on them.

Fewer than two in ten (17%) Dunedin respondents state that they have regularly experienced stress that has had a negative effect on them, with 1% *always* experiencing stress and 16% experiencing stress *most of the time*.

Figure 4.5: Frequency of experiencing stress (%)



Base: All Respondents (excluding not answered)

Those more likely to have regularly experienced stress (*always* or *most of the time*) are:

- Household income earners of \$20,000 or less (36%)
- Aged 25 years or under (24%).

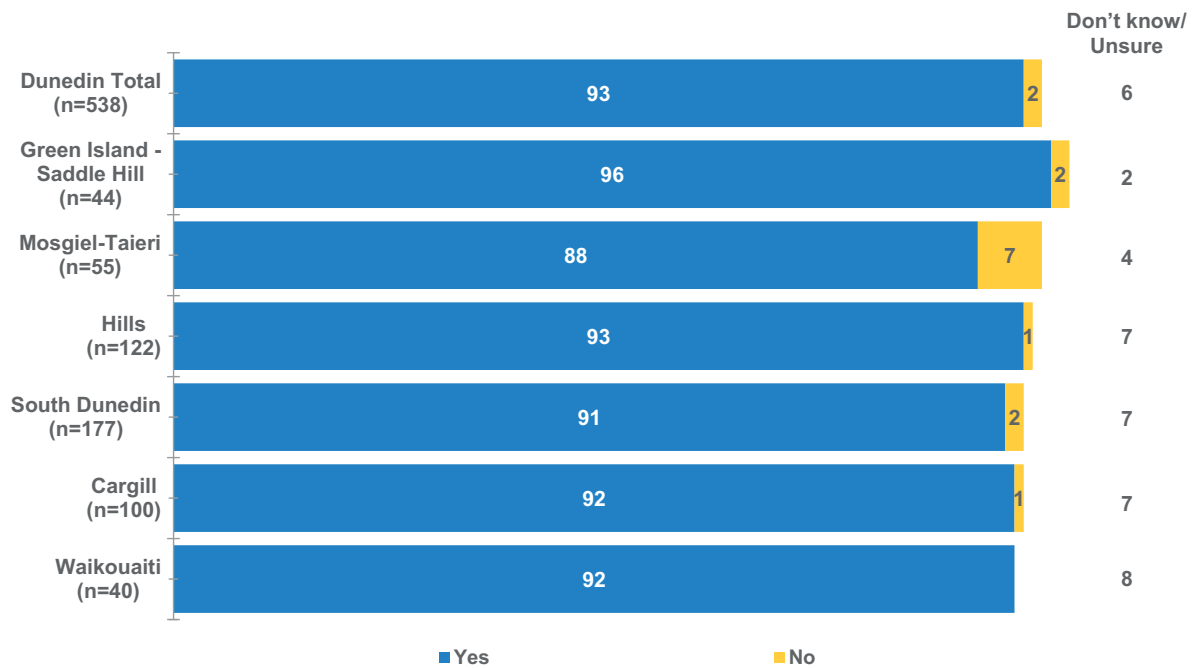
Those *less* likely to have regularly experienced stress (*always* or *most of the time*) are:

- Living in Cargill (9%)
- Aged 65 years or more (5%).

4.6 AVAILABILITY OF SUPPORT

Almost all (93%) Dunedin respondents say they have someone to turn to for help if they are faced with a serious illness or injury, or need emotional support during a difficult time.

Figure 4.6: Availability of support (%)



Base: All Respondents (excluding not answered)

Those more likely to have someone to turn to for help if faced with serious illness or injury are:

- Household income earners of \$100,001 or more (99%).

5. CRIME AND SAFETY



CRIME AND SAFETY

This section reports on respondents' perceptions of problems in their city or local area in the previous 12 months, as well as their perceptions of safety in their homes, neighbourhoods and city centre.

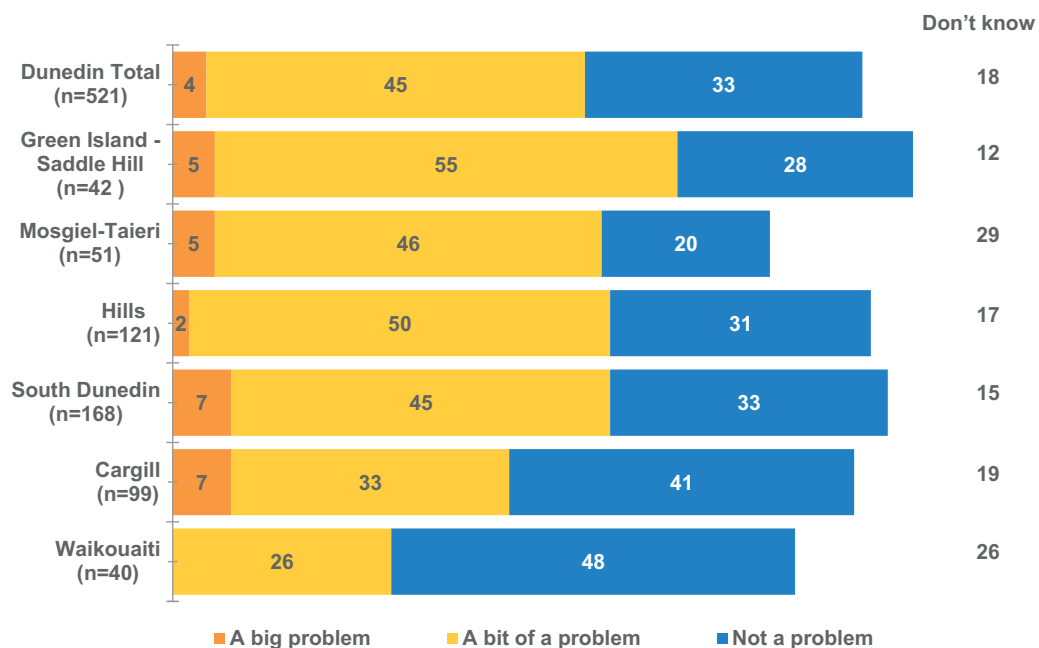
5.1 PERCEPTION OF ISSUES IN LOCAL AREA IN PREVIOUS 12 MONTHS

Respondents were asked to indicate the extent to which a list of 10 possible issues had been a problem in their local area in the previous 12 months. Results for six issues are reported here (i.e. vandalism, dangerous driving, car theft and damage to cars, people you feel unsafe to be around, alcohol and drug problems and people begging in the street). The rest are reported in Section 8: Built and Natural Environment.

Vandalism

Half (49%) of Dunedin respondents consider that vandalism has been a problem in their local area in the previous 12 months with 4% considering it *a big problem* and 45% considering it *a bit of a problem*.

Figure 5.1.1: Vandalism as a problem (%)



Base: All Respondents (excluding not answered)

Those less likely to consider vandalism has been a problem (*a big problem* or *a bit of a problem*) in the previous 12 months are:

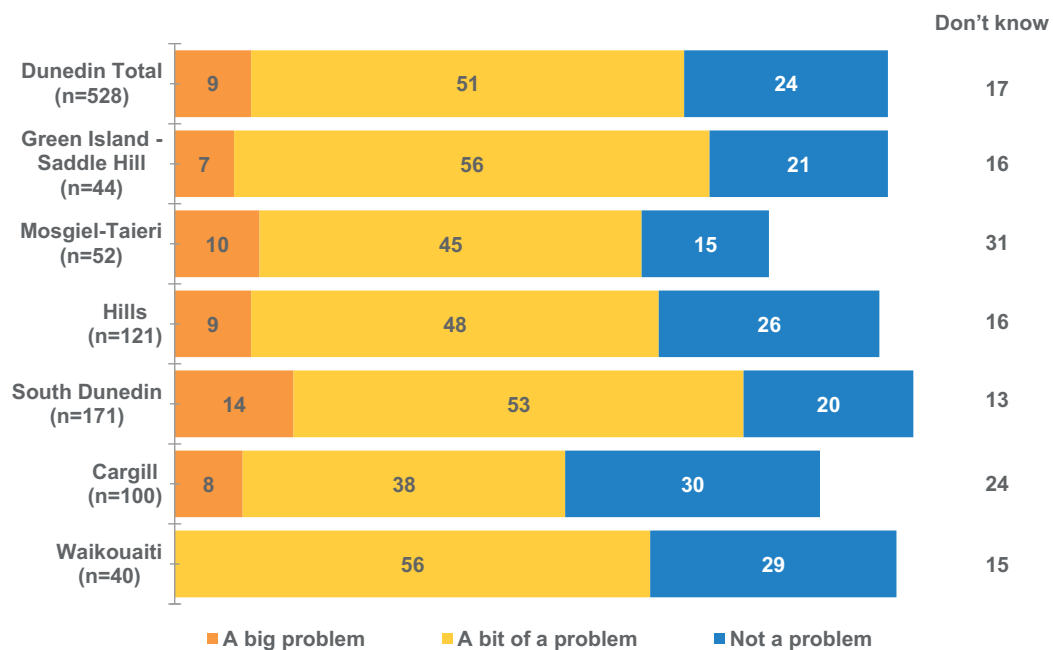
- Living in Waikouaiti Coast-Chalmers (26%)

- Living in Cargill (40%).

Car theft, damage to cars or theft from cars

Six in ten (60%) respondents living in Dunedin view car theft or damage to cars as a problem in their local area over the last 12 months, with 9% indicating it is *a big problem* and a further 51% indicating it is *a bit of a problem* in their area.

Figure 5.1.2: Car theft or damage to cars as a problem (%)



Base: All Respondents (excluding not answered)

Those more likely to view car theft or damage to cars as a problem (*a big problem* or *a bit of a problem*) in their local area over the previous 12 months are:

- Aged 65 years or more (74%) and 50 to 64 years (70%)
- Household income earners of \$20,001 to \$40,000 (73%)
- Living in South Dunedin (67%).

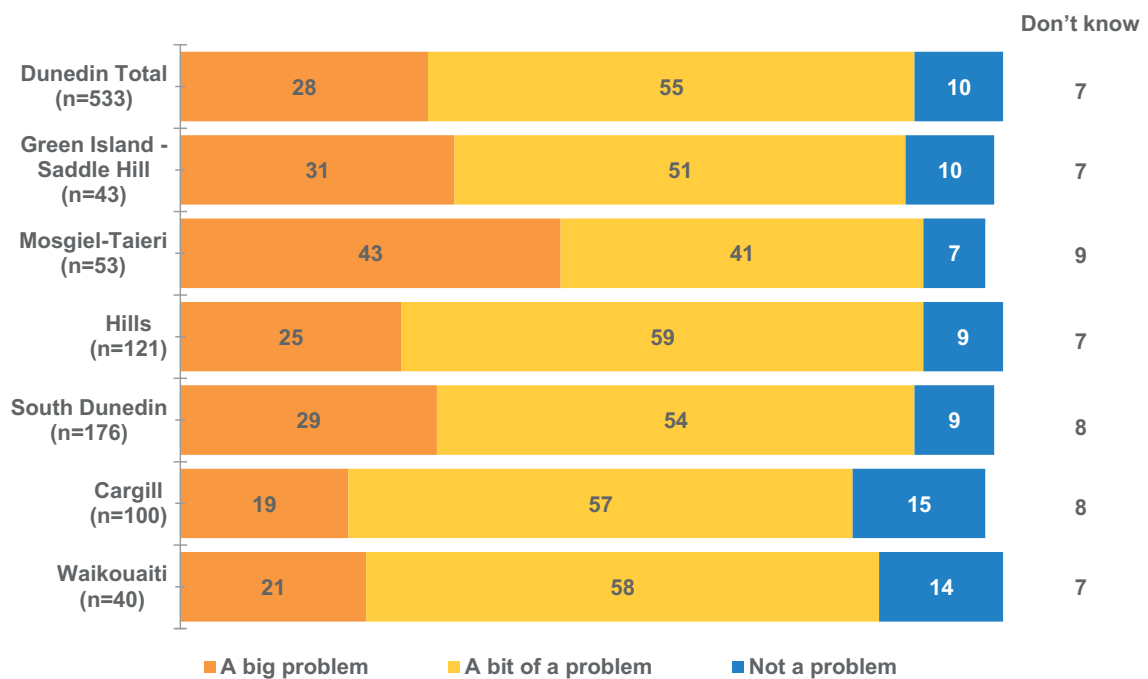
Those *less* likely to view car theft or damage to cars as a problem (*a big problem* or *a bit of a problem*) in their local area over the previous 12 months are:

- Household income earners of \$100,001 or more (40%)
- Living in Cargill (46%)
- Aged 25 to 49 years (50%)
- Male (53%).

Dangerous driving

The majority (83%) of Dunedin respondents view dangerous driving, including drink driving and speeding, as a problem in their local area over the previous 12 months, with 28% indicating it is *a big problem* and a further 55% indicating it is *a bit of a problem* in their area.

Figure 5.1.3: Dangerous driving as a problem (%)



Base: All Respondents (excluding not answered)

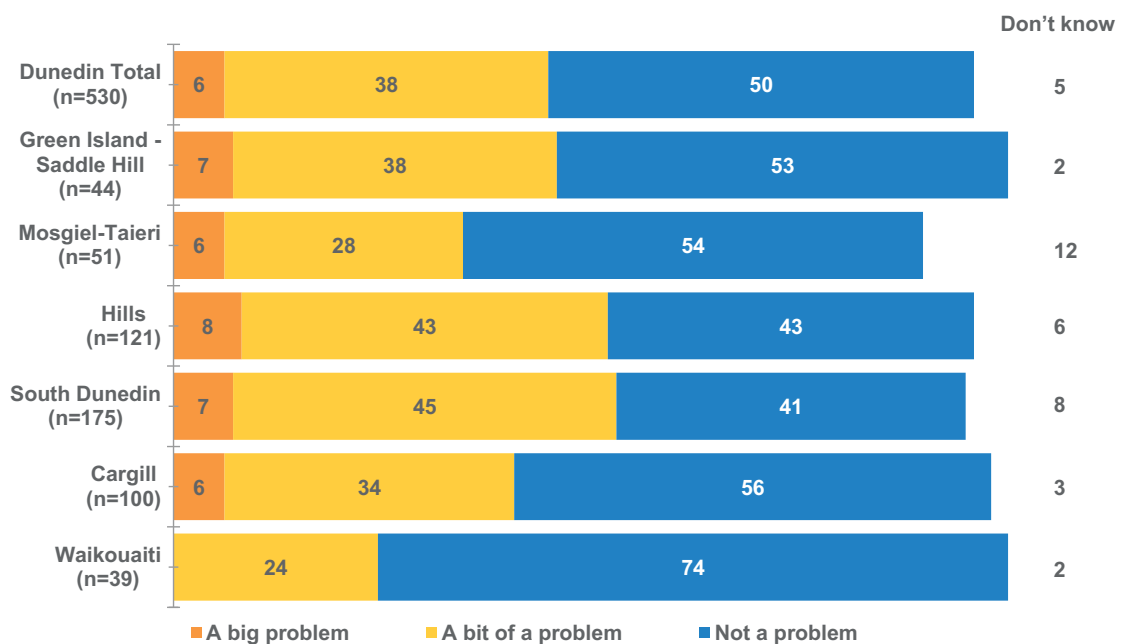
Those *less* likely to view dangerous driving as a problem (*a big problem* or *a bit of a problem*) are:

- Household income earners of \$100,001 or more (74%).

Presence of people you feel unsafe around

Four in ten (44%) of Dunedin respondents feel that the presence of people they feel unsafe around (because of attitude or appearance) has been a problem in their local area in the last 12 months, with 6% indicating it is *a big problem* and a further 38% indicating it is *a bit of a problem*.

Figure 5.1.4: Perception of presence of people (%)



Base: All Respondents (excluding not answered)

Those more likely to perceive the presence of people they feel unsafe around in their area as a problem (*a big problem* or *a bit of a problem*) are:

- Living in South Dunedin (52%).

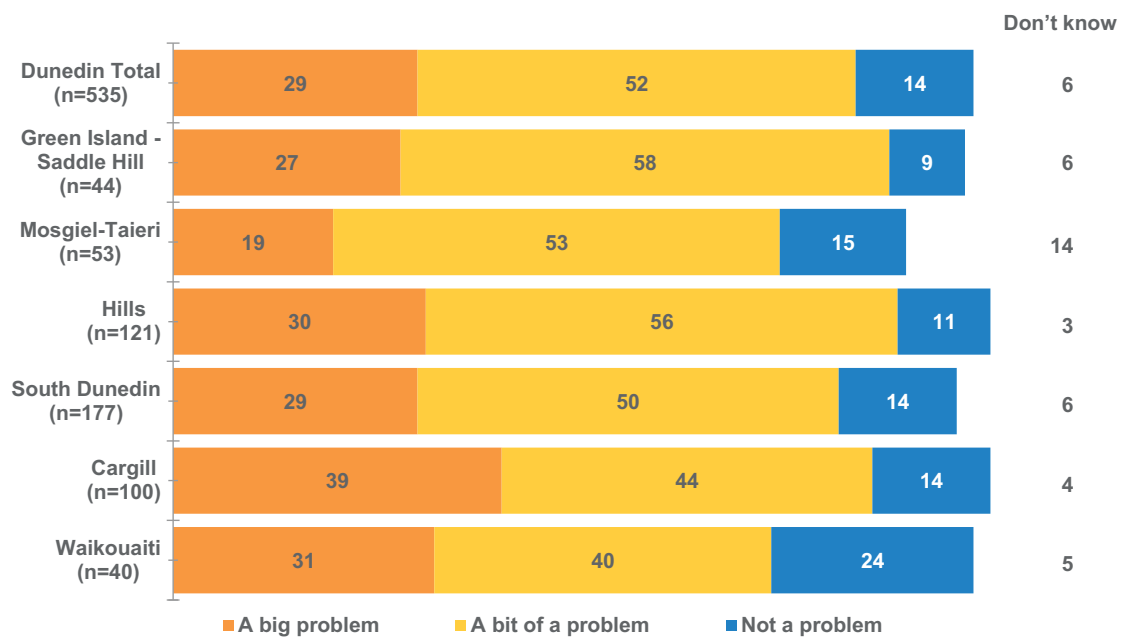
Those *less* likely to perceive that there are people in their area that they feel unsafe around are:

- Living in Waikouaiti Coast-Chalmers (24%).

Alcohol or drug problems

Eight in ten (81%) of Dunedin respondents consider that alcohol or drugs (or anti-social behaviour associated with the consumption of alcohol) were a problem in their area over the last 12 months, with 29% indicating it had been *a big problem* and a further 52% indicating it had been *a bit of a problem*.

Figure 5.1.5: Alcohol or drug problems (%)



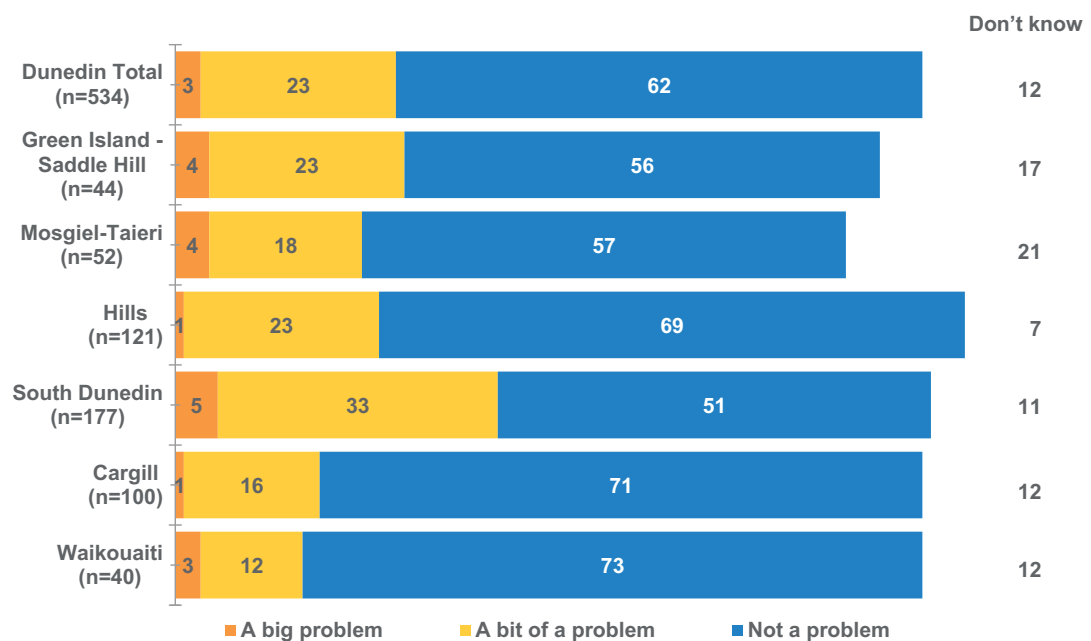
Base: All Respondents (excluding not answered)

There are no significant differences over 5% by local area, age, gender, ethnicity or household income relating to the perception that drugs and alcohol are a problem in the local area.

People begging on the street

A quarter (26%) of Dunedin respondents perceive people begging on the street to be a problem over the last 12 months, with 3% indicating it is *a big problem* and a further 23% indicating it is *a bit of a problem*.

Figure 5.1.6: People begging on the street (%)



Base: All Respondents (excluding not answered)

Those more likely to view people begging on the street as a problem (*a big problem* or *a bit of a problem*) are:

- Living in South Dunedin (38%).

Those *less* likely to view people begging on the street as a problem (*a big problem* or *a bit of a problem*) are:

- Living in Cargill (17%).

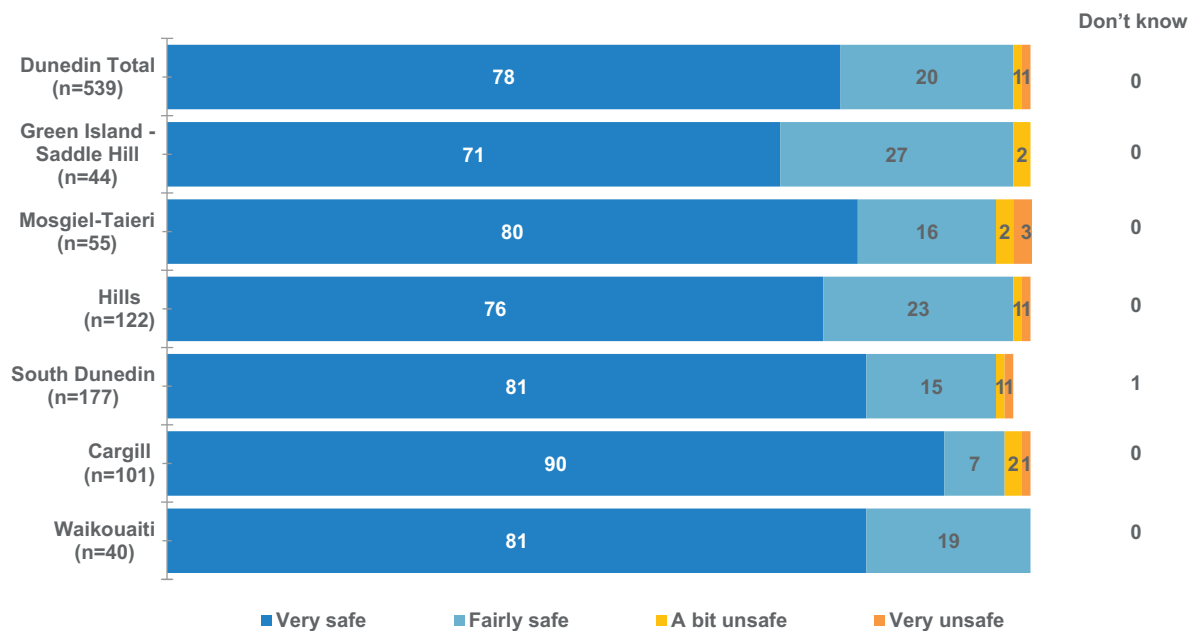
5.2 SENSE OF SAFETY

Respondents were asked to rate their perceptions of safety in five settings. Overall, relatively high proportions of all respondents reported feeling 'safe' or 'very safe', although proportions did vary across the situations.

In own home during the day

Almost all (98%) respondents living in Dunedin feel safe in their home during the day, responding with a rating of *very safe* (78%) or *fairly safe* (20%).

Figure 5.2.1: Sense of safety in your home during the day (%)



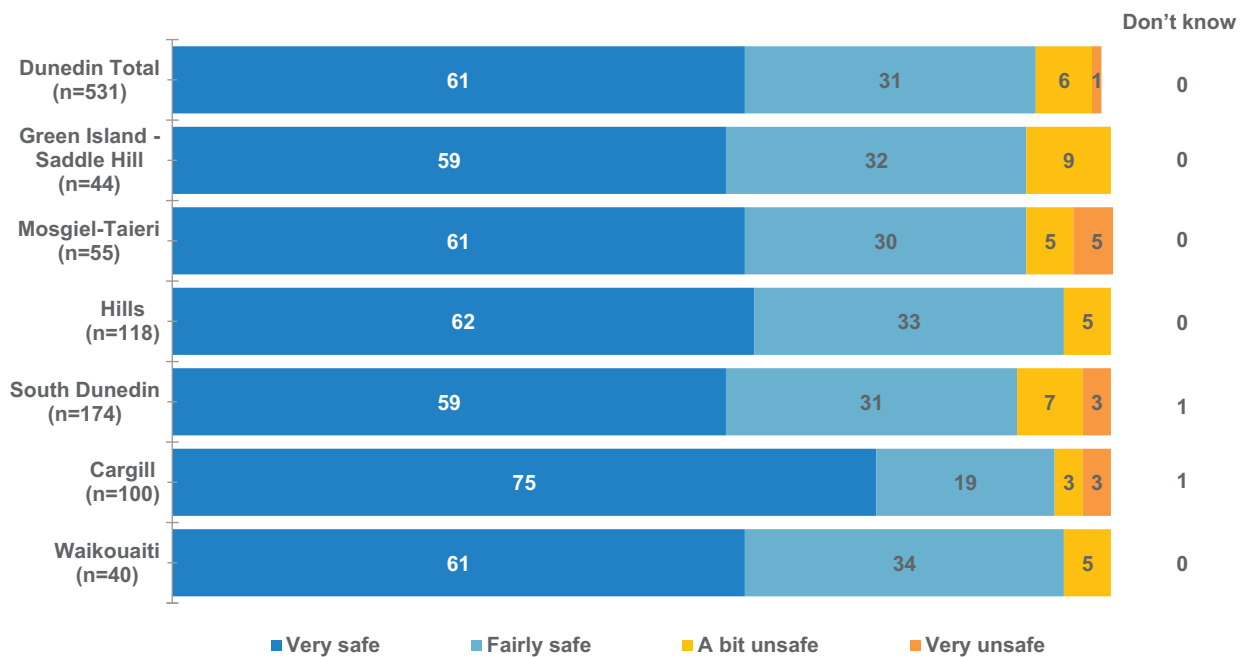
Base: All Respondents (excluding not answered)

There are no significant differences over 5% by local area, age, gender, ethnicity or household income for respondents' feeling a sense of safety in their own home during the day.

In own home after dark

Nine in ten (92%) respondents living in Dunedin feel safe in their own home after dark, responding with a rating of *very safe* (61%) or *fairly safe* (31%).

Figure 5.2.2: Sense of safety in your home after dark (%)



Base: All Respondents (excluding not answered)

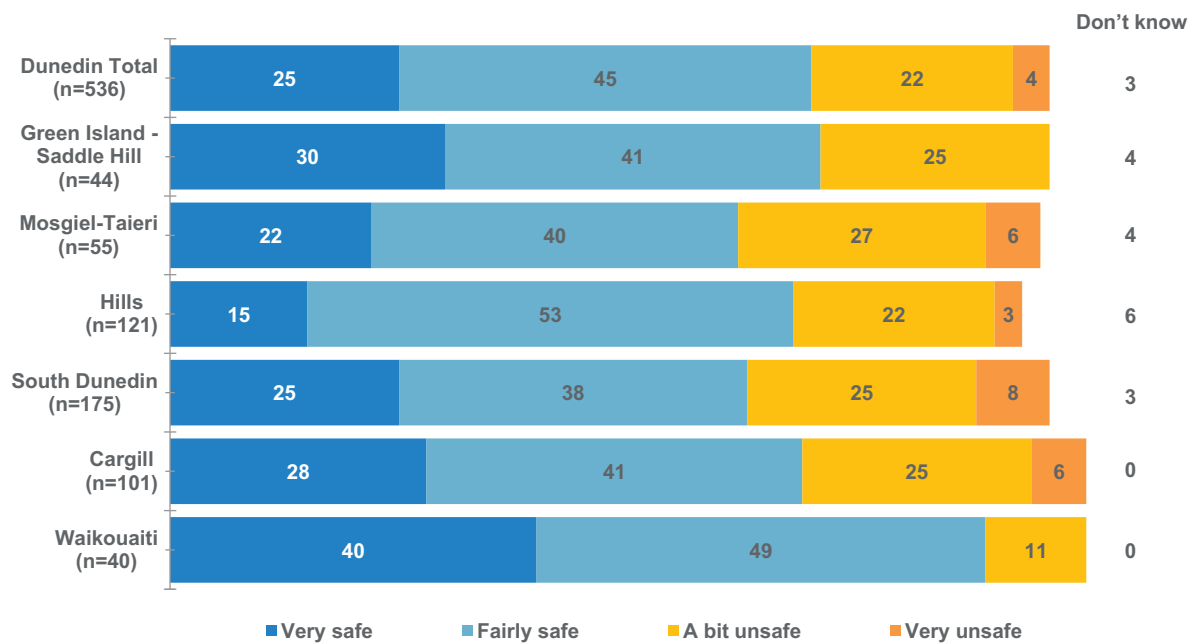
Those who are more likely to feel safe in their own home after dark are:

- Household income earners of \$100,001 or more (99%).

Walking alone in neighbourhood after dark

Seven in ten (70%) Dunedin respondents feel safe walking alone in their neighbourhood after dark, responding with a rating of *very safe* (25%) or *fairly safe* (45%).

Figure 5.2.3: Sense of safety walking alone in your neighbourhood after dark (%)



Base: All Respondents (excluding not answered)

Those who are more likely to feel safe (*very safe* or *fairly safe*) walking alone in their neighbourhood are:

- Living in Waikouaiti Coast-Chalmers (89%)
- Household income earners of \$100,001 or more (87%)
- Male (77%)
- Aged 25 to 49 years (77%).

Those who are *less* likely to feel safe (*very safe* or *fairly safe*) walking alone in their neighbourhood are:

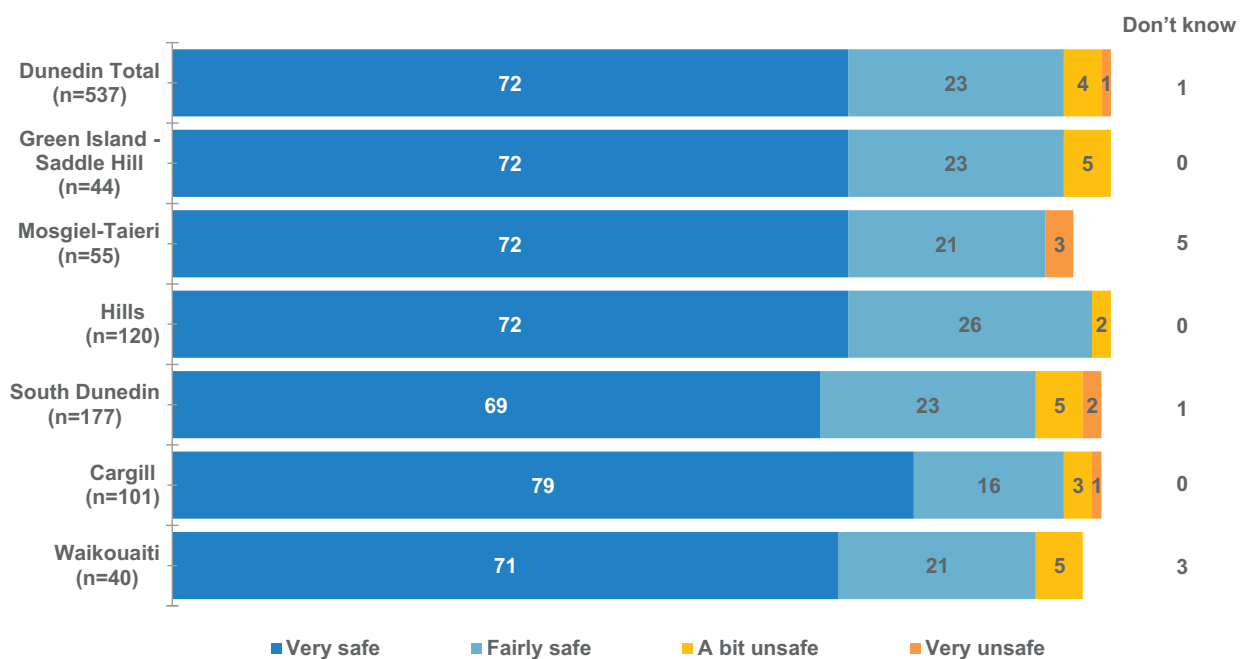
- Aged under 25 (57%)
- Living in South Dunedin (63%)
- Female (64%).

In city centre during the day

Respondents were asked which area they regard as their 'city centre'. A wide range of responses were collected with many indicating their local shopping centre.

Almost all (95%) of respondents living in Dunedin feel safe in their city centre during the day, responding with a rating of *very safe* (72%) or *fairly safe* (23%).

Figure 5.2.4: Sense of safety in your city centre during the day (%)



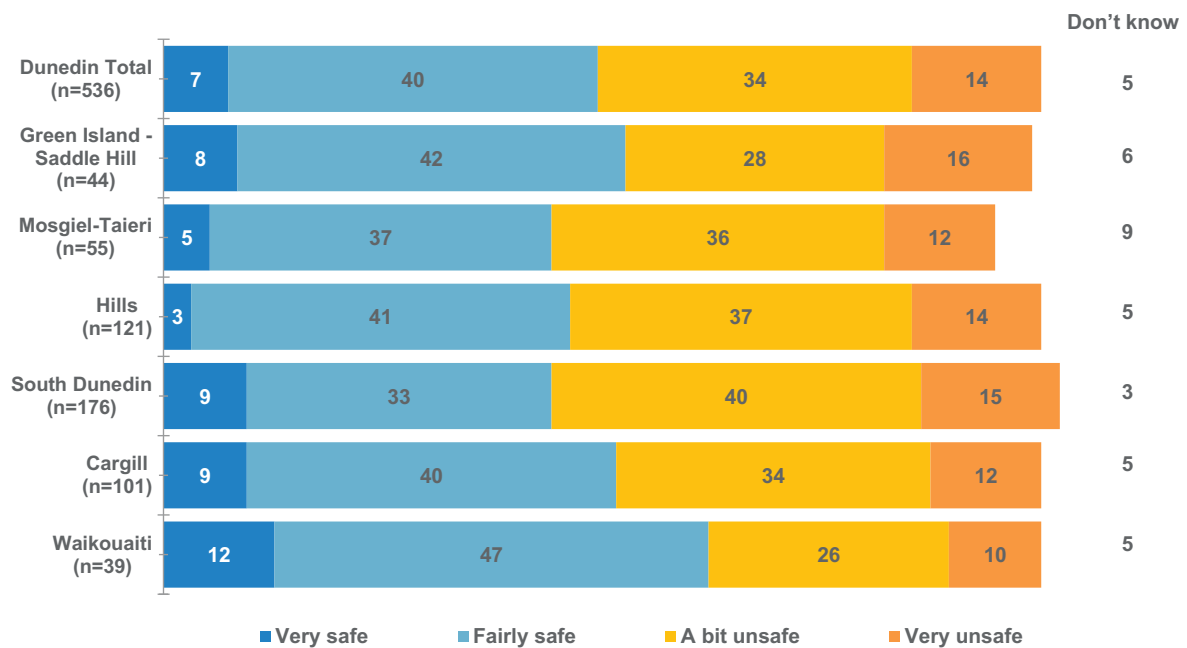
Base: All Respondents (excluding not answered)

There are no significant differences over 5% by local area, age, gender, ethnicity or household income for respondents' sense of safety in their city centre during the day.

In city centre after dark

Just under half (47%) of Dunedin respondents feel safe in their city centre after dark, responding with a rating of *very safe* (7%) or *fairly safe* (40%).

Figure 5.2.5: Sense of safety in your city centre after dark (%)



Base: All Respondents (excluding not answered)

Those more likely to feel a sense of safety in their city centre after dark are:

- Household income earners of \$100,001 or more (65%).

Those *less* likely to feel a sense of safety in their city centre after dark are:

- Aged 65 years or more (24%).

Those more likely to feel unsafe in their city centre after dark are:

- Living in South Dunedin (55% compared to the Dunedin total of 48%)
- Female (54%).

Those *less* likely to feel unsafe in their city centre after dark are:

- Male (41%).

6. COMMUNITY, CULTURE AND SOCIAL NETWORKS



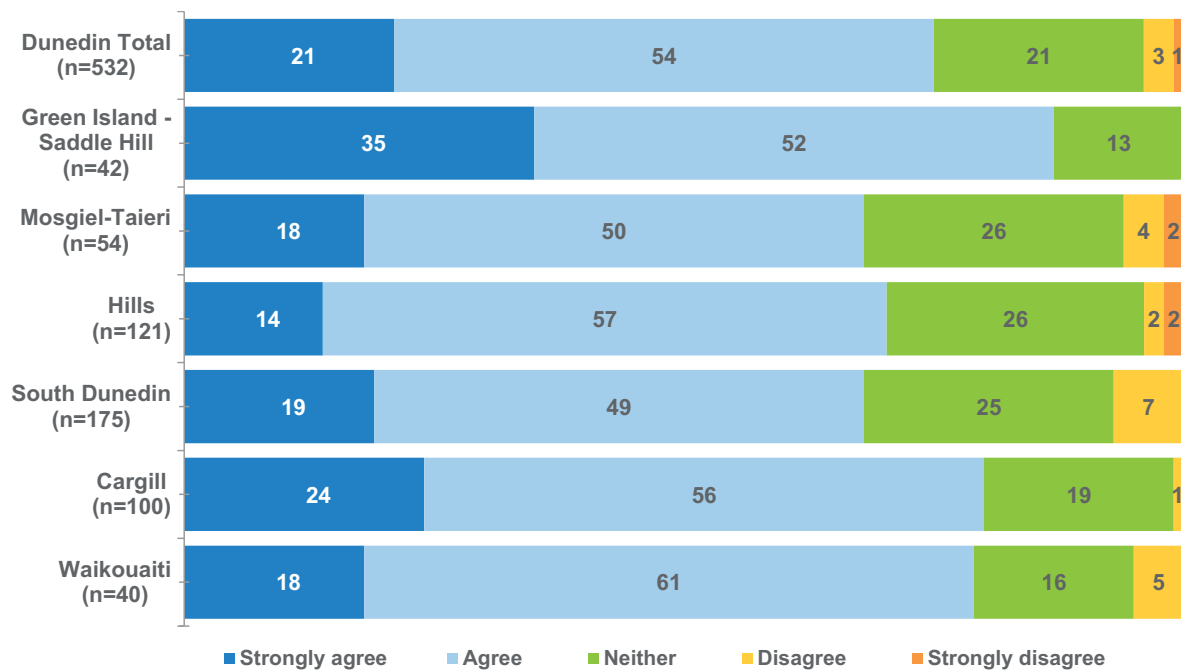
COMMUNITY, CULTURE AND SOCIAL NETWORKS

This section reports on respondents' feeling of connectedness within their community, their perceptions of the impacts of increased ethnic and cultural diversity in their local area, their social networks, and how they rate their local arts scene.

6.1 SENSE OF COMMUNITY

Three quarters (75%) of Dunedin respondents agree it is important to feel a sense of community with the people in their local neighbourhood, responding with a rating of *strongly agree* (21%) or *agree* (54%).

Figure 6.1.1: Importance of sense of community (%)



Base: All Respondents (excluding not answered)

Those more likely to agree (*strongly agree* or *agree*) that it is important to feel a sense of community with the people in their local neighbourhood are:

- Aged 50 to 64 years (86%).

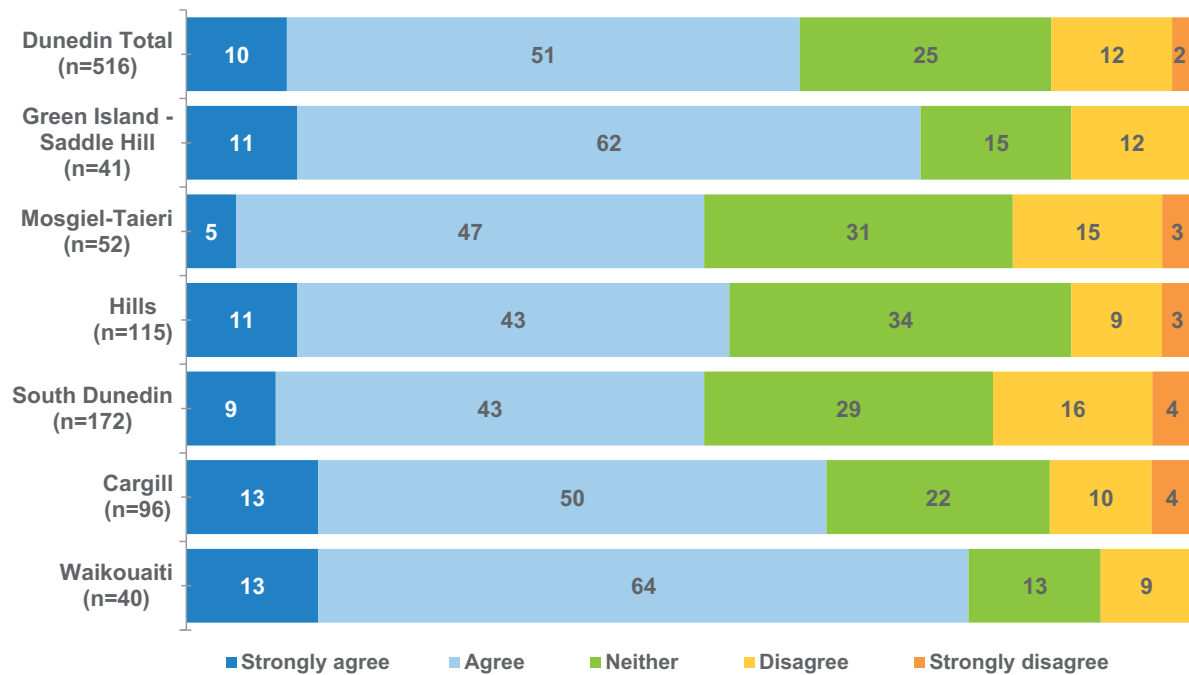
Those less likely to agree (*strongly agree* or *agree*) that it is important to feel a sense of community with the people in their local neighbourhood are:

- Aged under 25 years (58%)

- Living in South Dunedin (68%).

Six in ten (61%) of Dunedin respondents agree they actually feel a sense of community with others in their local neighbourhood, with 10% who *strongly agree* and 51% who *agree*.

Figure 6.1.2: Feel a sense of community (%)



Base: All Respondents (excluding not answered)

Those more likely to feel a sense of community with others in their local neighbourhood are:

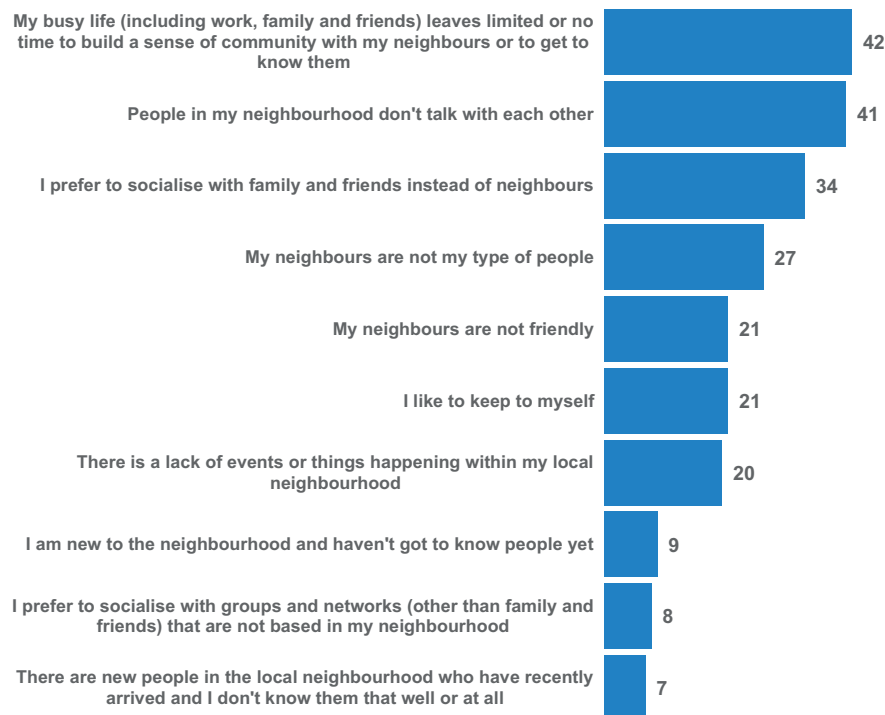
- Living in Waikouaiti Coast-Chalmers (77%)
- Aged 65 years or more (76%) and 50 to 64 years (71%).

Those *less* likely to feel a sense of community with others in their local neighbourhood are:

- Under 25 years (41%).
- Living in South Dunedin (52%).

The most frequently mentioned reason for feeling a lack of sense of community is having a *busy life* (42%). This is followed by *people in the neighbourhood don't talk with each other* (41%) and a preference for socialising *with family and friends instead of neighbours* (34%).

Figure 6.1.3: Most common reasons for a lack of sense of community – city level (%)



Base: Those who do not feel a sense of community (excluding not answered) n= 82
Multiple response question. Percentages will sum to more than 100%.

Table 6.1: Most common reasons for feeling a lack of sense of community (%)

	Dunedin Total (n=82)	Green Island-Saddle Hill (n=5*)	Mosgiel-Taieri (n=9*)	Hills (n=15*)	South Dunedin (n=35)	Cargill (n=14*)	Waikouaiti (n=4*)
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	42	64	53	53	34	36	0
People in my neighbourhood don't talk with each other	41	24	30	35	50	48	56
I prefer to socialise with family and friends instead of neighbours	34	24	42	29	52	36	0
My neighbours are not my type of people	27	24	19	28	34	15	27
My neighbours are not friendly	21	64	16	0	25	7	0
I like to keep to myself	21	20	22	15	32	14	0
There is a lack of events or things happening within my local neighbourhood	20	0	19	0	26	42	71
I am new to the neighbourhood and haven't got to know people yet	9	0	18	11	10	14	0
I prefer to socialise with groups and networks (other than family and friends) that are not based in my neighbourhood	8	0	27	0	11	24	0
There are new people in the local neighbourhood who have recently arrived and I don't know them that well or at all	7	0	0	13	9	8	0

Base: Those who do not feel a sense of community (excluding not answered)
Multiple response question. Percentages will sum to more than 100%.

*Caution small base sizes

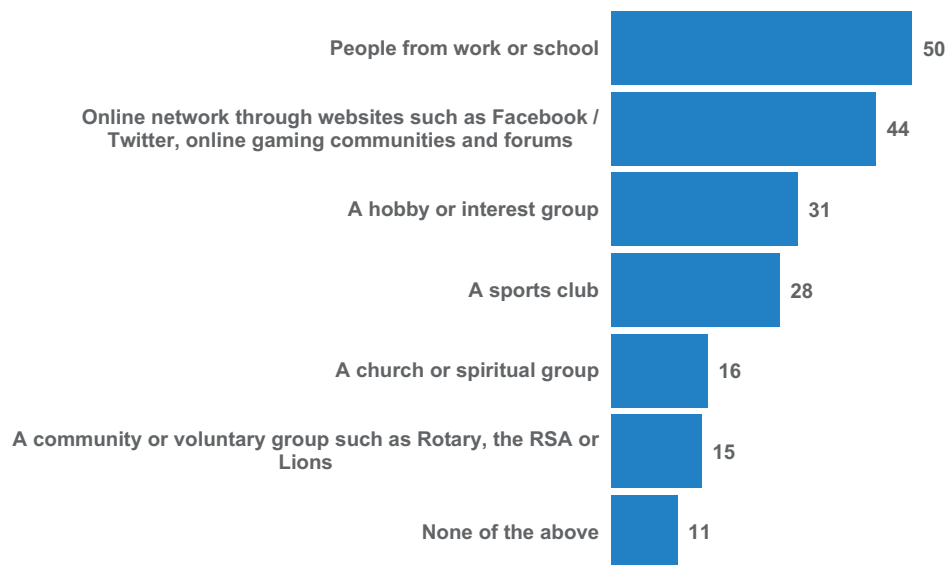
Those more likely to mention *I prefer to socialise with family and friends instead of neighbours* are:

- Living in South Dunedin (52% compared with the Dunedin total of 34%).

6.2 SOCIAL NETWORKS

The most commonly mentioned social networks that Dunedin respondents belong to are *people from work or school* (50%) and *online network through websites such as Facebook/Twitter, online gaming communities and forums* (44%).

Figure 6.2: Social networks and groups belonging to – city level (%)



Base: All Respondents (excluding not answered) n=535
Multiple response question. Percentages will sum to more than 100%.

Table 6.2: Social networks and groups belonging to (%)

	Dunedin Total (n=535)	Green Island-Saddle Hill (n=43)	Mosgiel-Taieri (n=55)	Hills (n=122)	South Dunedin (n=174)	Cargill (n=101)	Waikouaiti (n=40)
People from work or school	50	37	41	55	50	53	62
Online network through websites such as Facebook / Twitter, online gaming communities and forums	44	35	53	42	49	49	48
A hobby or interest group	31	25	27	31	27	40	43
A sports club	28	37	25	26	30	24	20
A church or spiritual group	16	15	8	25	14	19	7
A community or voluntary group such as Rotary, the RSA or Lions	15	21	13	12	13	22	14
None of the above	11	11	14	8	14	8	11

Base: All Respondents (excluding not answered)
Multiple response question. Percentages will sum to more than 100%.

Those more likely to mention they belong to a network of *people from work or school* are:

- Household income earners of \$100,001 or more (70% compared with the Dunedin total of 50% and \$70,001 to \$100,000 (62%)
- Under 25 years (69%) and 25 to 49 years (64%).

Those *less* likely to mention they belong to a network of *people from work or school* are:

- Household income earners of \$20,001 to \$40,000 (26%) and \$20,001 or less (32%)
- Aged 65 years or more (32%) and 50 to 64 years (41%).

Those more likely to mention they belong to an *online network* are:

- Under 25 years (75%) and aged 25 to 49 years (53%).

Those *less* likely to mention they belong to an *online network* are:

- Aged 65 years or more (7%) and 50 to 64 years (31%)
- Household income earners of \$20,001 to \$40,000 (28%).

Other Points of Interest:

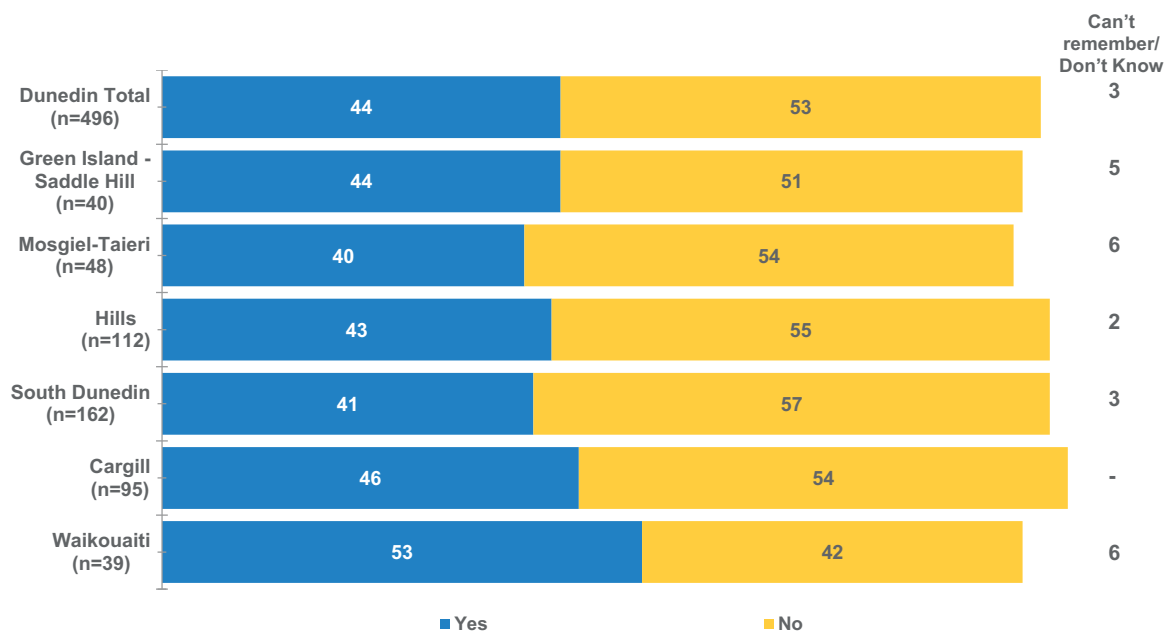
- Respondents living in Cargill are more likely to belong to a *hobby or interest group* (40% compared to the Dunedin total of 31%)
- Household income earners of \$100,001 or more (42%) and males (34%) are more likely to belong to a *sports club* (compared to the Dunedin total of 28%)

- Respondents aged 65 years or more are more likely to belong to a *church or spiritual group* (31% compared to the Dunedin total of 16%) as are those living in Hills (25%)
- Those more likely to belong to a *community or voluntary group* are aged 65 years or more (30% compared to the Dunedin total of 15%), household income earners of \$100,001 or more (22%) and living in Cargill (22%)
- Respondents under 25 years are *less* likely to belong to a *church or spiritual group* (7%) and *less* likely to belong to a *community or voluntary group* (6%)
- Those who do not belong to any social network or group are more likely to be household income earners of \$20,000 or less (31% compared to the Dunedin total of 11%) and those aged 65 years or more (19%).

6.3 CONTACT WITH PEOPLE IN THE NEIGHBOURHOOD

Just over four in ten (44%) Dunedin respondents state they have had strong positive contact such as support or close friendship with people in their neighbourhood (e.g. having BBQs or drinks together) within the last 12 months.

Figure 6.3.1 Strong positive contact with people in the neighbourhood (%)



Base: All Respondents (excluding not answered)

Those more likely to have had strong positive contact with people in their neighbourhood are:

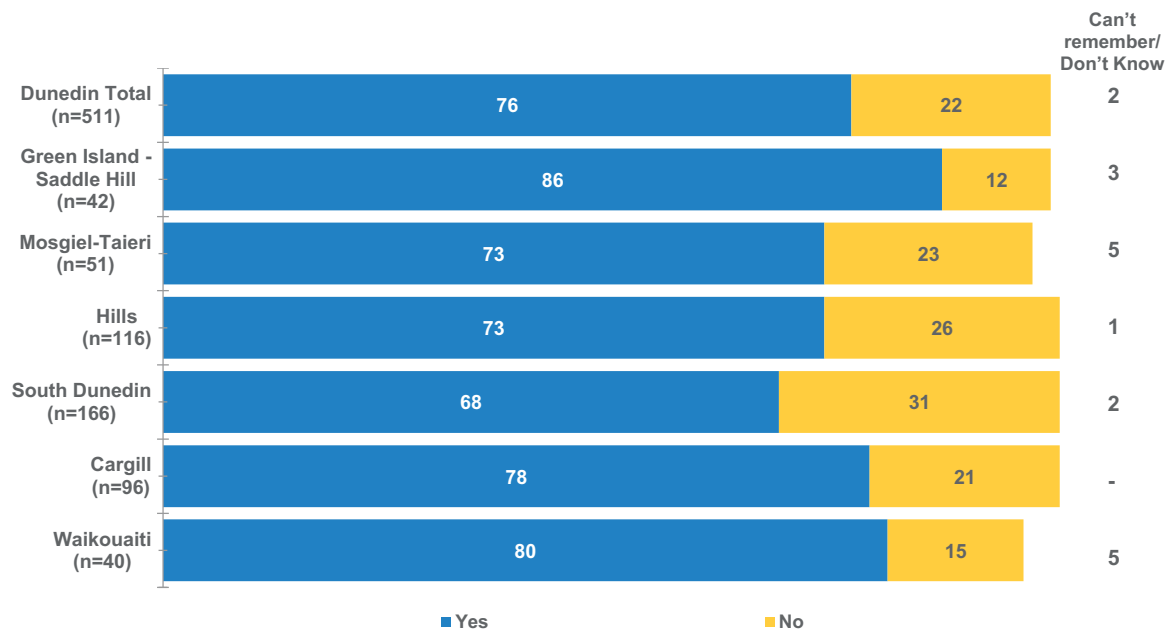
- Aged 65 years or more (61%).

Those *less* likely to have had strong positive contact with people in their neighbourhood are:

- Aged 25 to 49 years (37%).

Three quarters (76%) of Dunedin respondents have had positive contact with people in their neighbourhood such as a visit, or asking each other for small favours.

Figure 6.3.2 Positive contact with people in the neighbourhood(%)



Base: All Respondents (excluding not answered)

Those more likely to have had positive contact with people in their neighbourhood are:

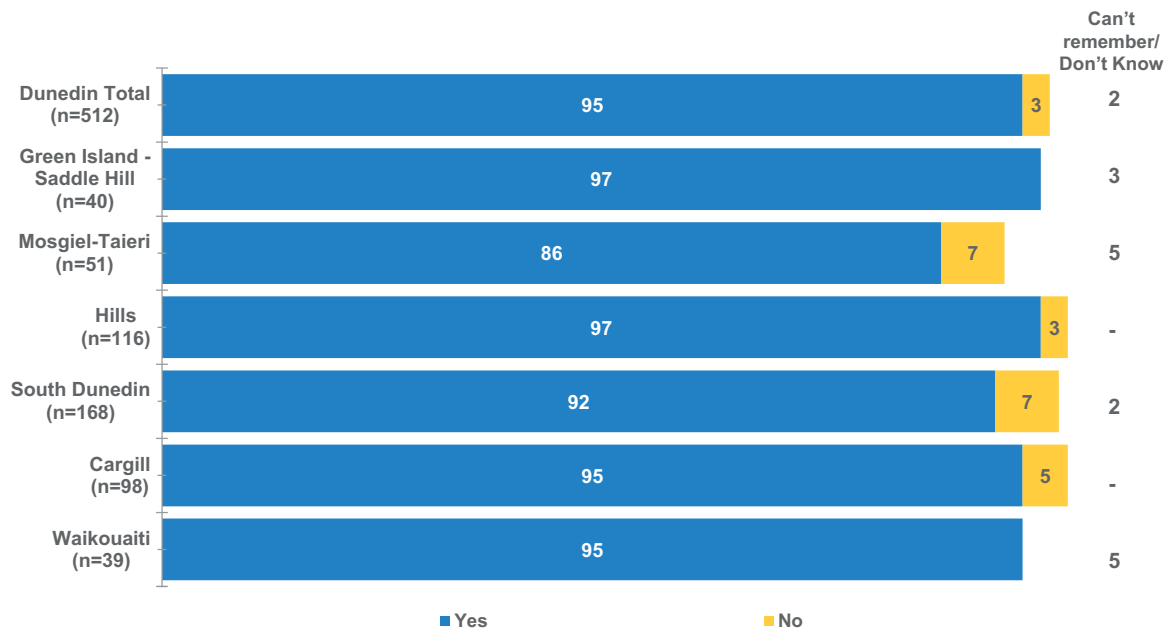
- Aged 50 to 64 years (88%).

Those less likely to have had positive contact with people in their neighbourhood are:

- Under 25 years (58%)
- Living in South Dunedin (68%).

The majority (95%) of Dunedin respondents have had some positive contact with people in their neighbourhood such as a nod or saying hello.

Figure 6.3.3 Some positive contact with people in the neighbourhood (%)



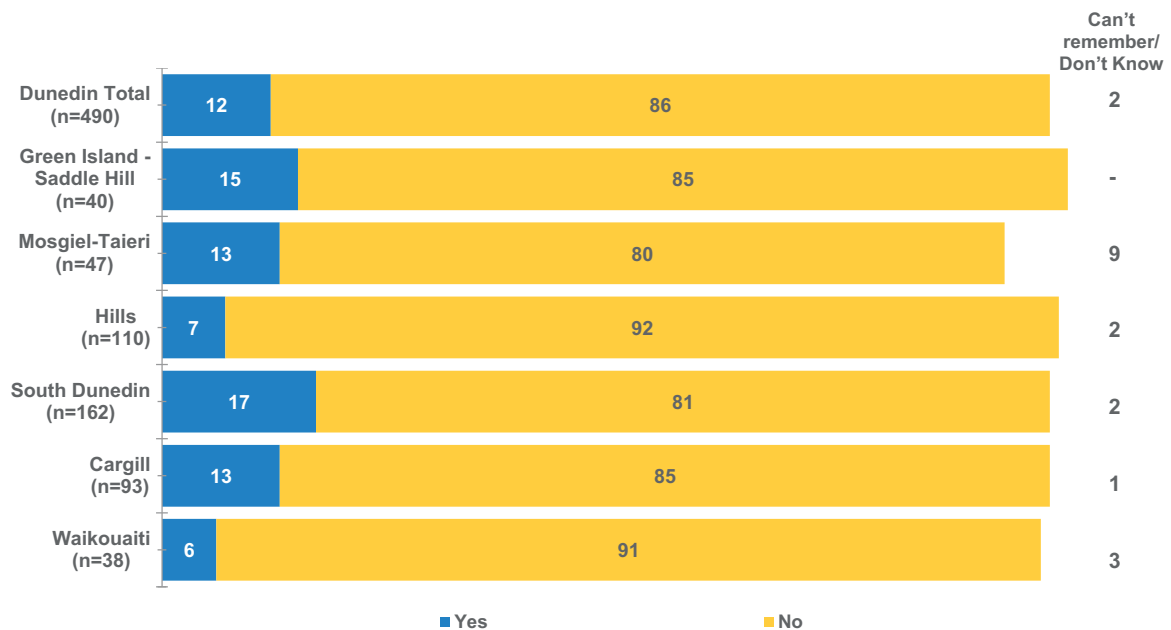
Base: All Respondents (excluding not answered)

Those less likely to have had some positive contact with people in their neighbourhood are:

- Under 25 years (85%)
- Living in Mosgiel-Taieri (86%).

One in ten (12%) Dunedin respondents have had some negative contact with people in their neighbourhood such as not getting on with them in the last 12 months.

Figure 6.3.4 Some negative contact with people in the neighbourhood (%)



Base: All Respondents (excluding not answered)

Those more likely to have had some negative contact with people in their neighbourhood are:

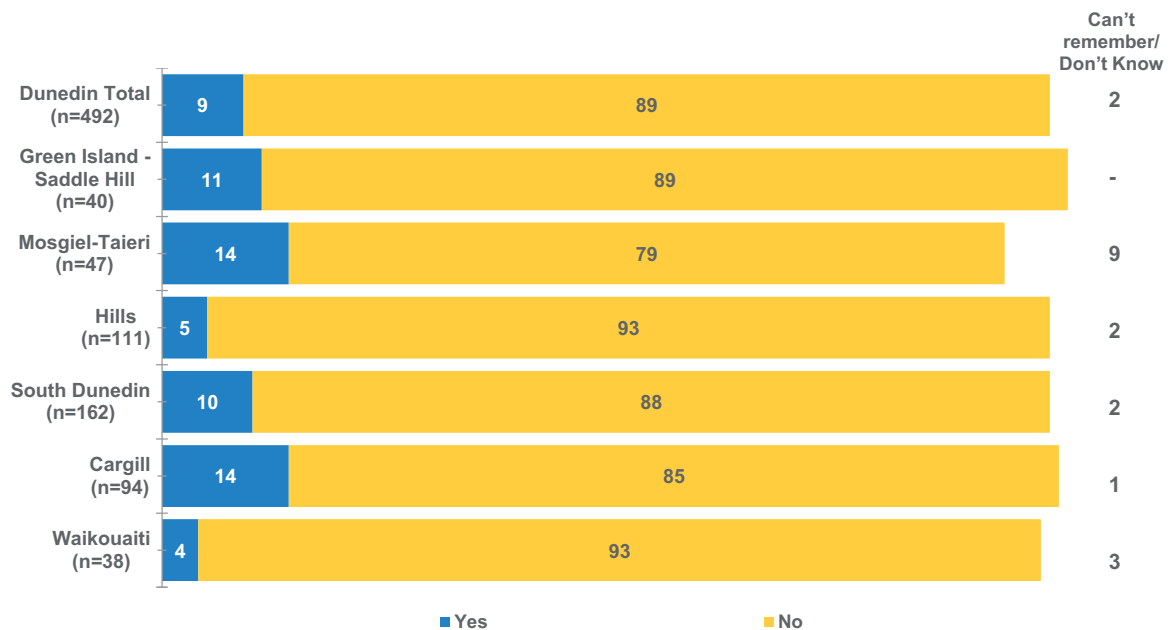
- Household income earners of \$40,001 to \$70,000 (20%)
- Under 25 years (18%).

Those *less* likely to have had some negative contact with people in their neighbourhood are:

- Aged 50 to 64 years (5%).

Almost one in ten (9%) Dunedin respondents have had negative contact with people in their neighbourhood where there is outright tension or disagreement in the last 12 months.

Figure 6.3.5 Negative contact with people in the neighbourhood (%)



Base: All Respondents (excluding not answered)

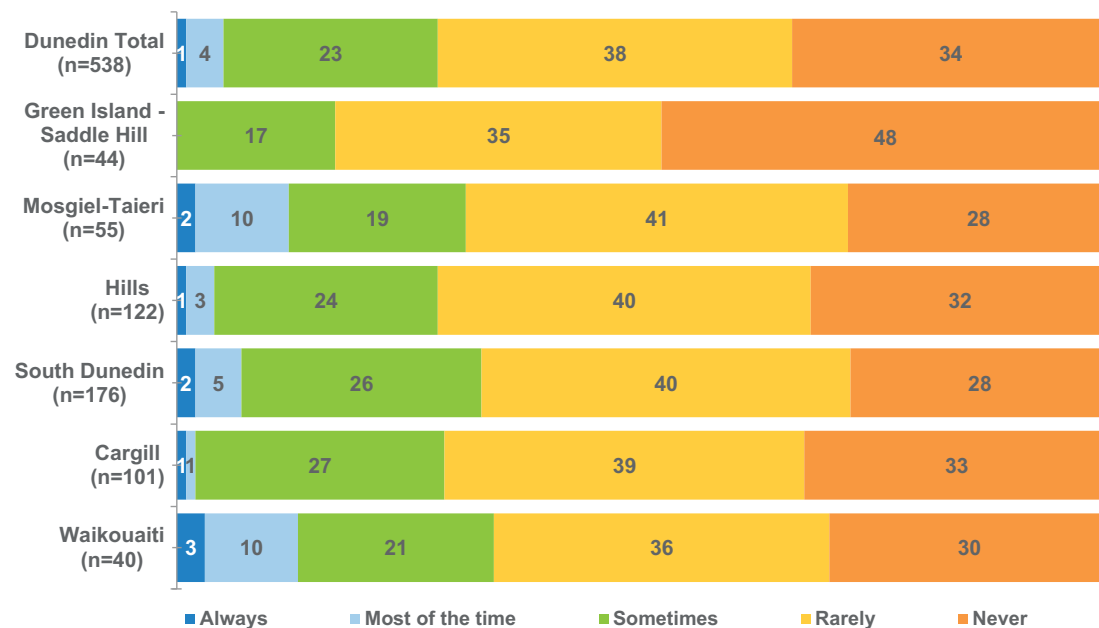
Those *less* likely not to have had negative contact with people in their neighbourhood are:

- Living in Mosgiel-Taieri (79% compared with the Dunedin total of 89%).

6.4 FEELING OF ISOLATION

Seven in ten (72%) Dunedin respondents have not felt isolated or lonely over the previous 12 months, with 38% saying *never* and 34% saying *rarely*.

Figure 6.4: Feeling of isolation (%)



Base: All Respondents (excluding not answered)

Those more likely to say they *never* or *rarely* felt isolated over the previous 12 months are:

- Aged 65 years or more (88%)
- Household income earners of \$100,001 or more (82%).

Those *less* likely to say they *never* or *rarely* felt isolated over the previous 12 months are:

- Household income earners of \$20,000 or less (51%).

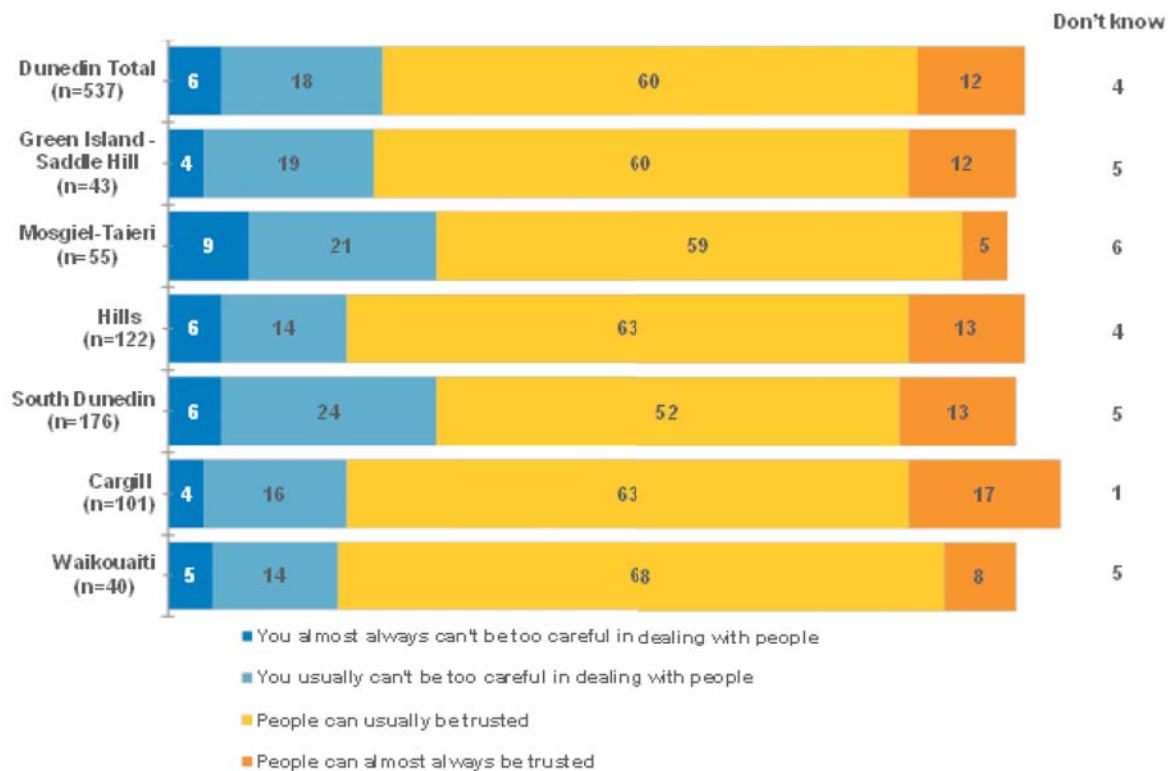
Those more likely to say they often (*always* or *most of the time*) felt isolated are:

- Under 25 years (14% compared to the Dunedin total of 5%)
- Living in Waikouaiti Coast-Chalmers (13%)
- Living in Mosgiel-Taieri (12%).

6.5 TRUST

Seven in ten (72%) Dunedin respondents feel that in general, people can be trusted with 12% saying *people can almost always be trusted* and 60% saying *people can usually be trusted*.

Figure 6.5: Sense of trust (%)



Base: All Respondents (excluding not answered)

Those more likely to feel you can trust people (*people can almost always be trusted* and *people can usually be trusted*) are:

- Household income earners of \$100,001 or more (81%).

Those less likely to feel you can trust people (*people can almost always be trusted* and *people can usually be trusted*) are:

- Under 25 years (61%)
- Living in South Dunedin (65%).

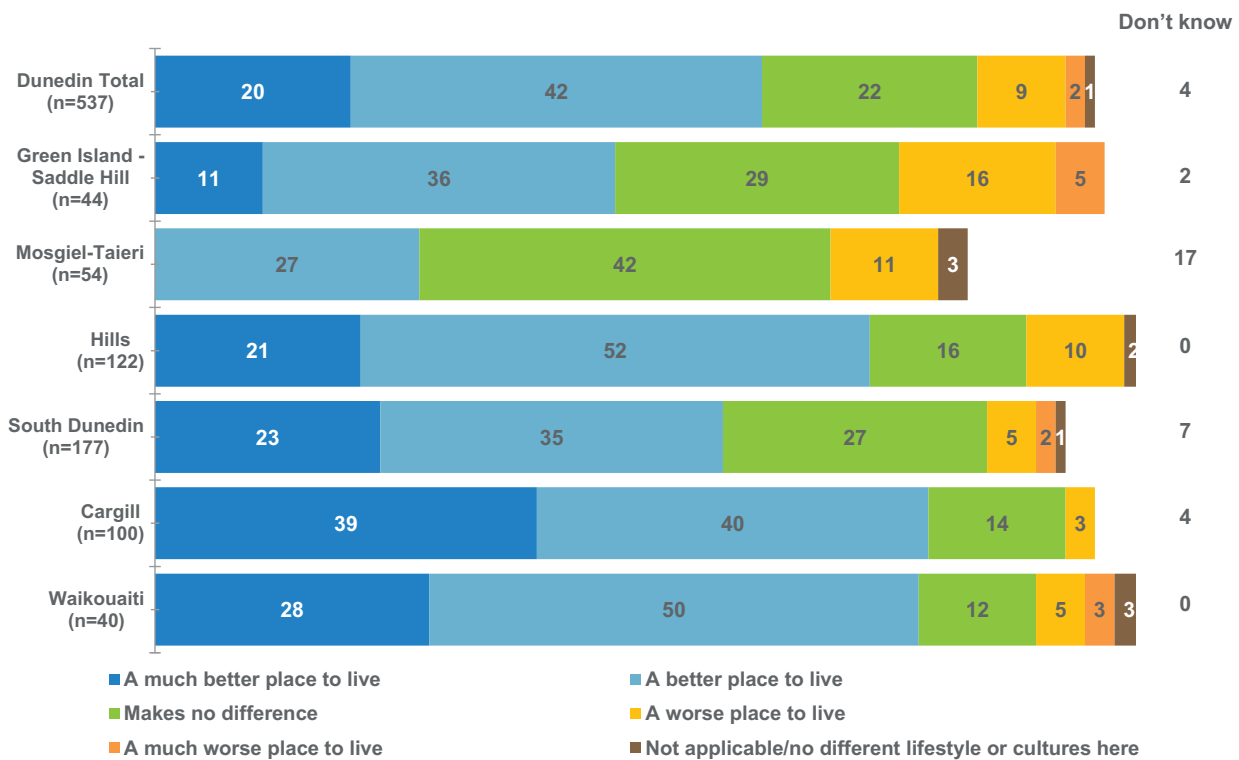
Those more likely to feel you can't trust people (*you almost always can't be too careful in dealing with people* and *you usually can't be too careful in dealing with people*) are:

- Household income earners of \$20,000 or less (38% compared to the Dunedin total of 24%).

6.6 IMPACT OF GREATER CULTURAL DIVERSITY

Six in ten (62%) Dunedin respondents feel that New Zealand becoming a home for an increasing number of people with different lifestyles and cultures from different countries makes their area a better place to live, with 20% saying it is *a much better place to live* and 42% saying it is *a better place to live*.

Figure 6.6.1: Perception of impact of greater cultural diversity (%)



Base: All Respondents (excluding not answered)

Those more likely to think cultural diversity makes their area a better place to live (*much better place to live or better place to live*) are:

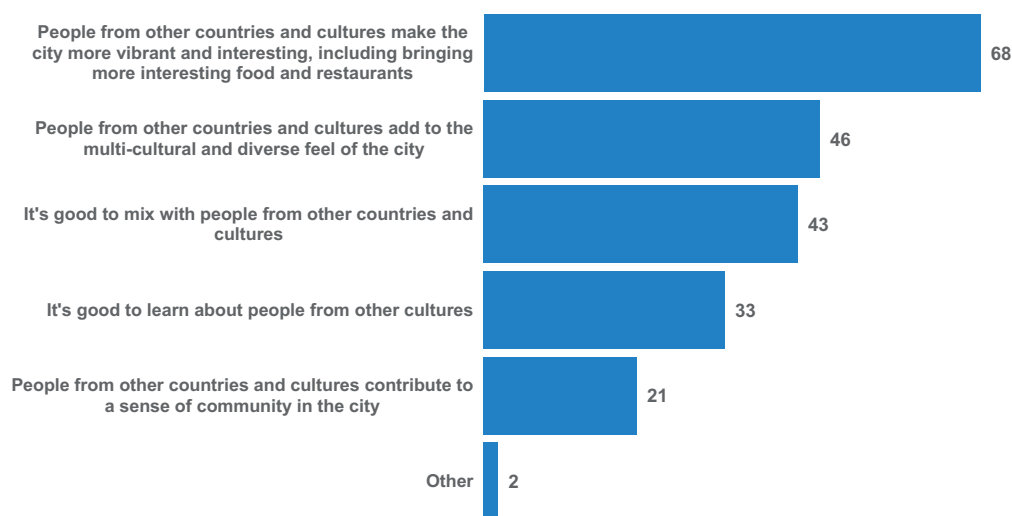
- Household income earners of \$100,001 or more (80%)
- Living in Cargill (79%), Waikouaiti Coast-Chalmers (78%) and Hills (73%)
- Aged 25 to 49 years (69%).

Those less likely to think cultural diversity makes their area a better place to live (*much better place to live or better place to live*) are:

- Living in Mosgiel-Taieri (27%) and Green Island-Saddle Hill (47%)
- Household income earners of \$20,001 to \$40,000 (48%)
- Aged 65 years or more (51%).

The most frequently mentioned reason for greater cultural diversity having a positive impact is *people from other countries and cultures make the city more vibrant and interesting, including bringing more interesting food and restaurants* (68%). This is followed by *people from other countries and cultures add to the multi-cultural and diverse feel of the city* (46%) and *it's good to mix with people from other countries and cultures* (43%).

Figure 6.6.2: Most frequently mentioned reasons for positive impact of greater cultural diversity – city level (%)



Base: Those who say different lifestyles/cultures positive (excluding not answered) n= 338
Multiple response question. Percentages will sum to more than 100%.

Table 6.6.1: Most frequently mentioned reasons for positive impact of greater cultural diversity (%)

	Dunedin Total (n=338)	Green Island - Saddle Hill (n=20*)	Mosgiel-Taieri (n=15*)	Hills (n=89)	South Dunedin (n=104)	Cargill (n=79)	Waikouaiti (n=31)
People from other countries and cultures make the city more vibrant and interesting, including bringing more interesting food and restaurants	68	67	94	68	64	72	65
People from other countries and cultures add to the multi-cultural and diverse feel of the city	46	53	47	37	47	59	49
It's good to mix with people from other countries and cultures	43	41	43	41	48	50	36
It's good to learn about people from other cultures	33	48	49	26	38	38	24
People from other countries and cultures contribute to a sense of community in the city	21	20	9	19	26	30	17
Other	2	0	0	3	1	1	3

Base: Those who say different lifestyles/cultures positive (excluding not answered)
Multiple response question. Percentages will sum to more than 100%.

*Caution small base sizes

Those more likely to mention *people from other countries and cultures add to the multi-cultural and diverse feel of the city* are:

- Living in Cargill (59%, compared with the Dunedin total of 46%).

Those *less* likely to mention *people from other countries and cultures add to the multi-cultural and diverse feel of the city* are:

- Living in Hills (37%).

Those more likely to mention that *it's good to mix with people from other countries and cultures* are:

- Under 25 years (64% compared with the Dunedin total of 43%).

Those more likely to mention that *it's good to learn about people from other cultures* are:

- Under 25 years (50% compared to the Dunedin total of 33%)
- Household income earners of \$70,001 to \$100,000 (46%).

Those *less* likely to mention that *it's good to learn about people from other cultures* are:

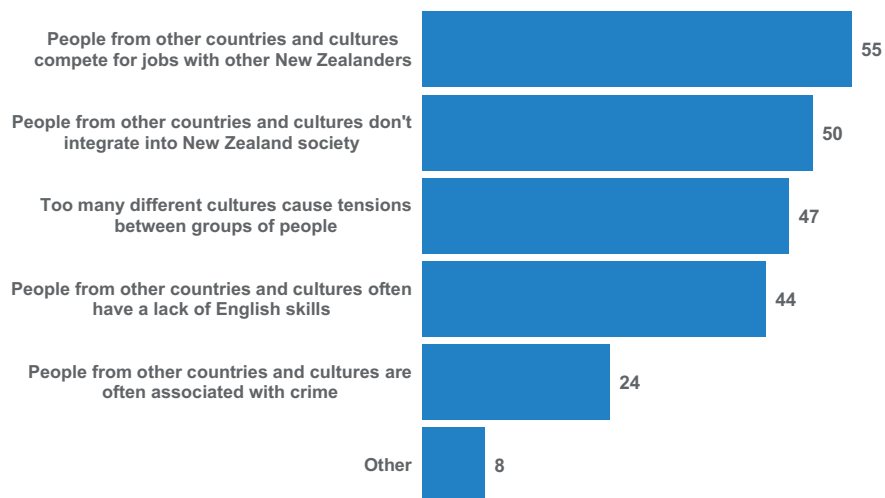
- Household income earners of \$40,001 to \$70,000 (18%).

Those more likely to mention that *people from other countries and cultures contribute to a sense of community in the city* are:

- Living in Cargill (30% compared to the Dunedin total of 21%).

The most frequently mentioned reason for greater cultural diversity having a negative impact is *people from other countries and cultures compete for jobs with other New Zealanders* (55%). This is followed by *people from other countries and cultures don't integrate into New Zealand society* (50%) and *too many different cultures cause tensions between groups of people* (47%).

Figure 6.6.3: Most frequently mentioned reasons for negative impact of greater cultural diversity –city level (%)



Base: Those who say different lifestyles/cultures negative (excluding not answered) n=42
Multiple response question. Percentages will sum to more than 100%.

Table 6.6.2: Most frequently mentioned reasons for negative impact of greater cultural diversity (%)

	Dunedin Total (n=42)	Green Island - Saddle Hill (n=9*)	Mosgiel-Taieri (n=6*)	Hills (n=11*)	South Dunedin (n=10*)	Cargill (n=3*)	Waikouaiti (n=3*)
People from other countries and cultures compete for jobs with other New Zealanders	55	57	31	52	50	100	66
People from other countries and cultures don't integrate into New Zealand society	50	58	17	65	35	34	34
Too many different cultures cause tensions between groups of people	47	65	51	41	50	0	0
People from other countries and cultures often have a lack of English skills	44	71	17	17	40	59	34
People from other countries and cultures are often associated with crime	24	32	0	21	18	0	32
Other	8	0	21	8	29	0	0

Base: Those who say different lifestyles/cultures negative (excluding not answered)

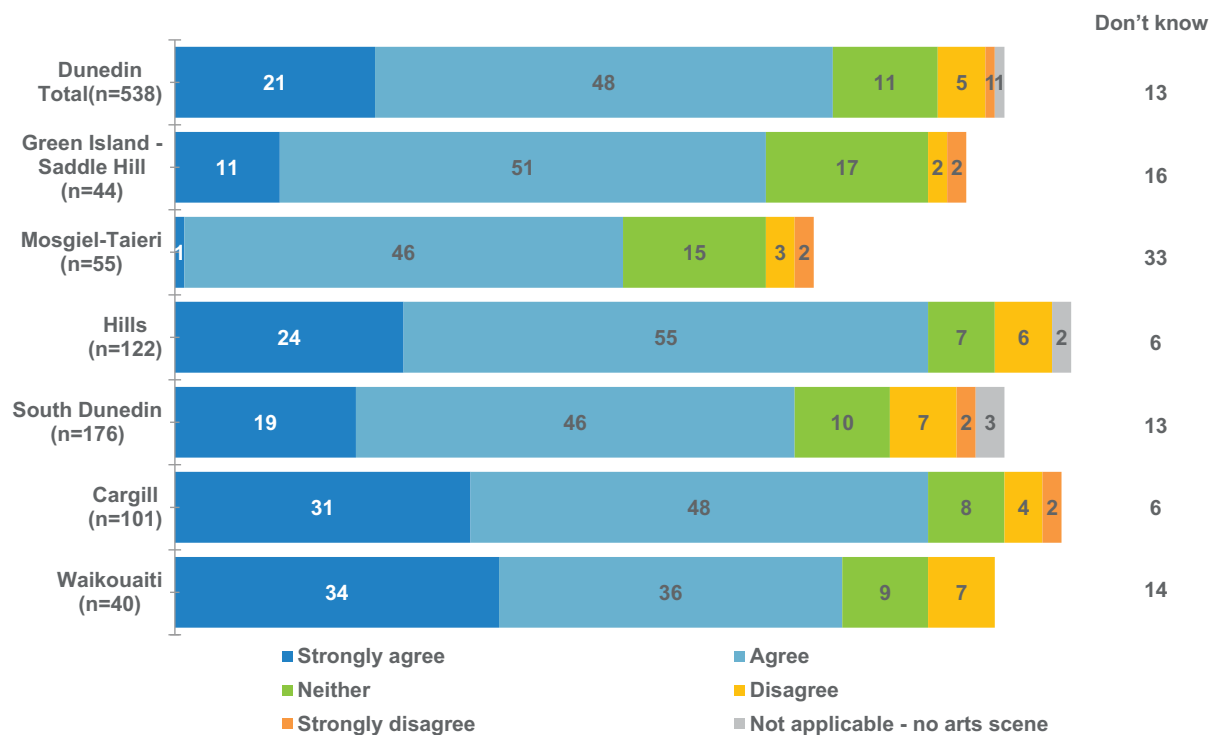
*Caution small base sizes

There are no significant differences over 5% by local area, age, gender, ethnicity or household income for respondents' reasons for feeling greater cultural diversity has a negative impact.

6.7 CULTURALLY RICH AND DIVERSE ARTS SCENE

Over two thirds (69%) of Dunedin respondents agree that Dunedin has a culturally rich and diverse arts scene, with 21% who *strongly agree* and 48% who *agree*.

Figure 6.7: Culturally rich and diverse arts scene (%)



Base: All Respondents (excluding not answered)

Those more likely to agree (*strongly agree* or *agree*) that Dunedin has a rich and diverse arts scene are:

- Living in Cargill (79%) and Hills (79%)
- Aged 50 to 64 years (78%).

Those *less* likely to agree (*strongly agree* or *agree*) that Dunedin has a rich and diverse arts scene are:

- Living in Mosgiel-Taieri (47%)
- Under 25 years (47%).

7. COUNCIL PROCESSES

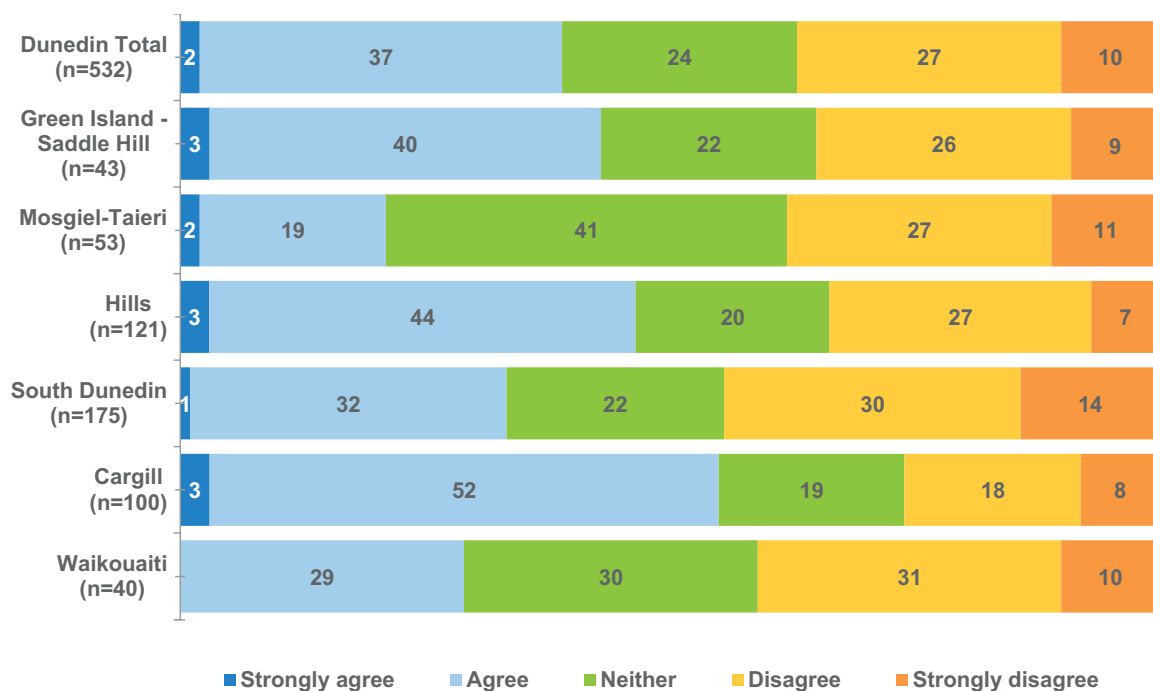


COUNCIL PROCESSES

This section reports on respondents' perceptions of their local Council, including their understanding of, and confidence in, their Council's decision-making process.

One in four (39%) Dunedin respondents agree they understand their Council's decision-making process, responding with a rating of either *strongly agree* (2%) or *agree* (37%).

Figure 7.1: Understanding of Council decision making processes (%)



Base: All Respondents (excluding not answered)

Those more likely to agree (*strongly agree* or *agree*) they understand how their Council makes decisions are:

- Living in Cargill (55%)
- Aged 50 to 64 years (51%) and 65 years or more (50%)
- Male (48%).

Those less likely to agree (*strongly agree* or *agree*) they understand how Council makes decisions are:

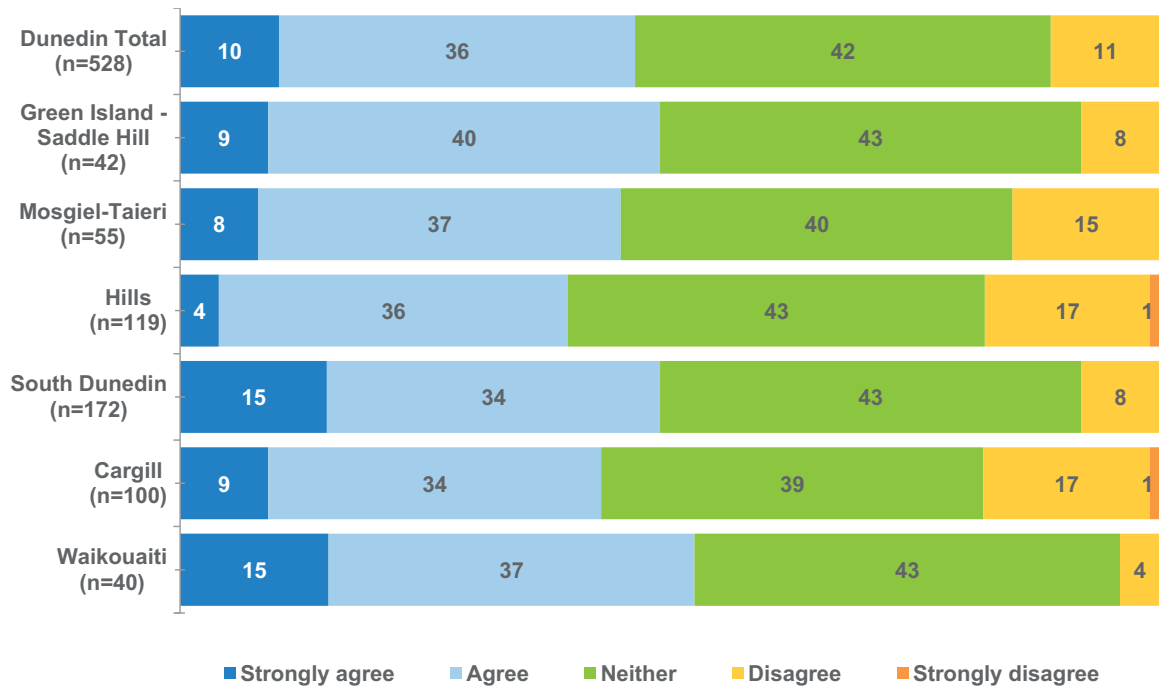
- Under 25 years (19%)
- Living in Mosgiel-Taieri (21%).

Those more likely to disagree (*disagree* or *strongly disagree*) that they understand how their Council makes decisions are:

- Living in South Dunedin (44% compared to the Dunedin total of 37%).

Nearly half (46%) of Dunedin respondents agree that they would like to have more say in what their council does, with 10% saying they *strongly agree* and 36% saying they *agree*.

Figure 7.2: Desire to have more say in what Council does (%)



Base: All Respondents (excluding not answered)

Those more likely to agree (*strongly agree* or *agree*) that they would like more say in what their Council does are:

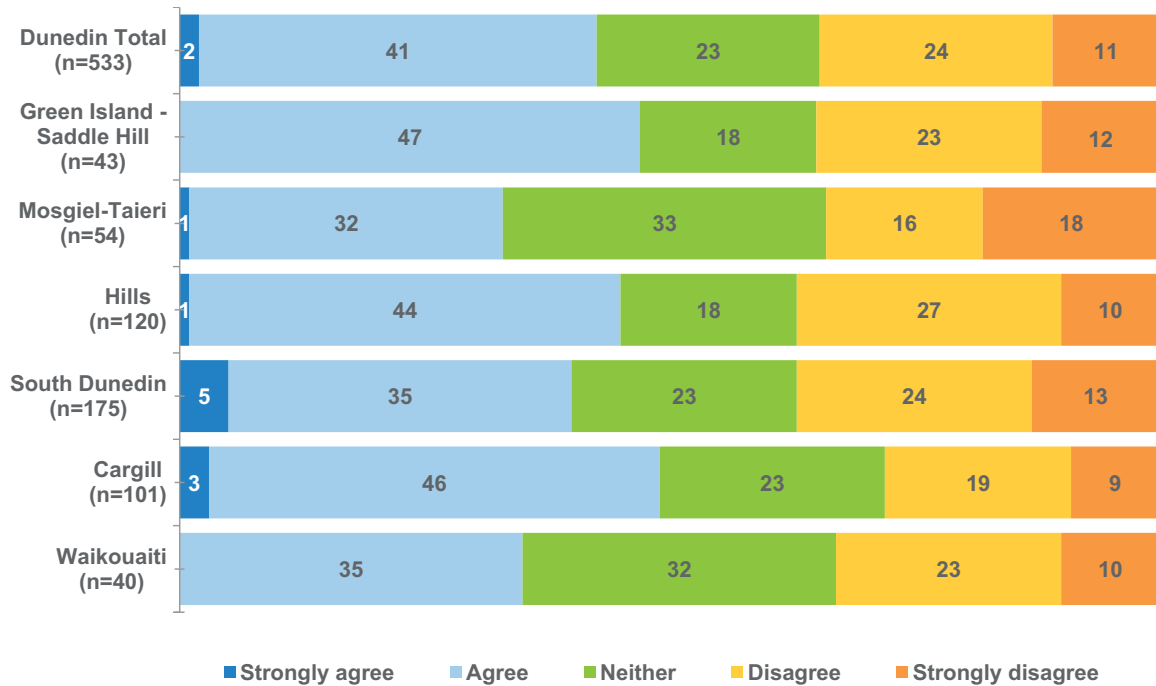
- Household income earners of \$20,000 or less (65%)

Those more likely to disagree (*disagree* or *strongly disagree*) that they would like more say in what their Council does are:

- Living in Hills (18% compared to the Dunedin total of 12%) and Cargill (18%).

Four in ten (43%) Dunedin respondents have confidence that their Council makes decisions in the best interests of their city, responding with a rating of either *strongly agree* (2%) or *agree* (41%).

Figure 7.3: Confidence in Council decision making (%)



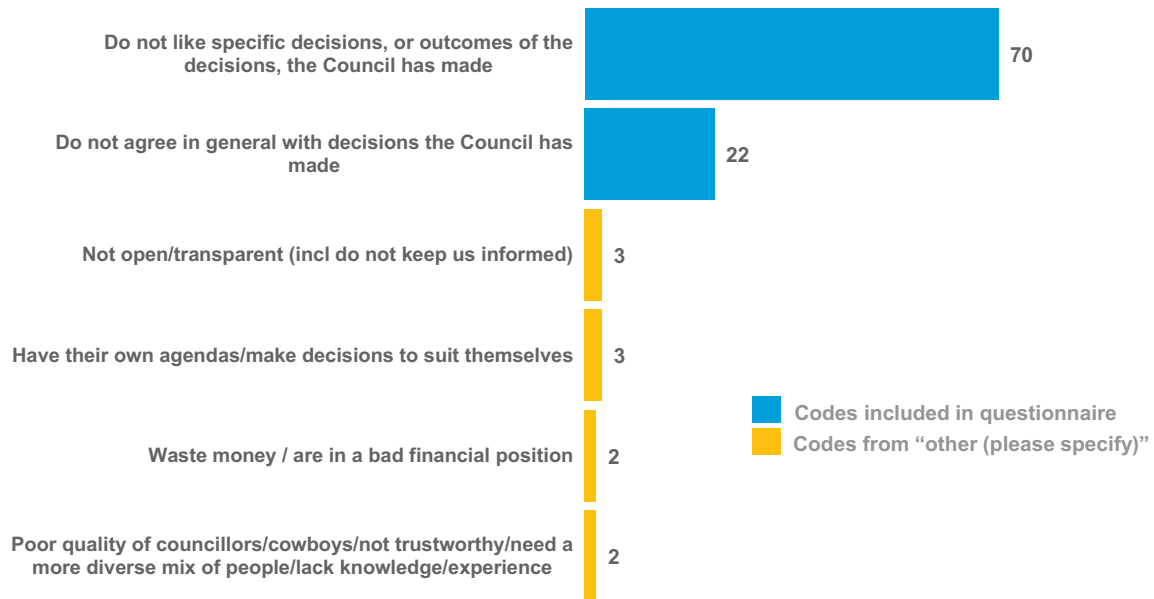
Base: All Respondents (excluding not answered)

Those more likely to agree (*strongly agree* or *agree*) they have confidence that their Council makes decisions in the best interests of their city are:

- Household income earners of \$100,001 or more (54%).

Among those who do not have confidence in their Council's decision-making, seven in ten (70%) said they *do not like specific decisions, or outcomes of the decisions, the Council has made*.

Figure 7.4: Reasons for lack of confidence in Council decision making - city level (%)



Base: Those who do not have confidence in Council decisions (excluding not answered) n=181
Multiple response question. Percentages will sum to more than 100%.

Table 7.1: Reasons for lack of confidence in Council decision making (%)

	Dunedin Total (n=181)	Green Island - Saddle Hill (n=15*)	Mosgiel-Taieri (n=19*)	Hills (n=42)	South Dunedin (n=62)	Cargill (n=29*)	Waikouaiti (n=14*)
Do not like specific decisions, or outcomes of the decisions, the Council has made	70	63	64	82	62	73	66
Do not agree in general with decisions the Council has made	22	24	36	13	28	19	20
Not open/transparent (incl do not keep us informed)	3	13	0	2	0	0	0
Have their own agendas/make decisions to suit themselves	3	0	7	4	3	0	0
Waste money / are in a bad financial position	2	0	0	4	2	0	6
Poor quality of councillors/cowboys/not trustworthy/need a more diverse mix of people/lack knowledge/experience	2	0	0	0	0	9	8

Base: Those who do not have confidence in Council decisions (excluding not answered)
Multiple response question. Percentages will sum to more than 100%.

Those who are more likely to mention that they *do not like specific decisions the Council has made* are:

- Living in Hills (82% compared to the Dunedin total of 70%).

Those who are more likely to mention that they *do not agree in general with decisions the Council has made* are:

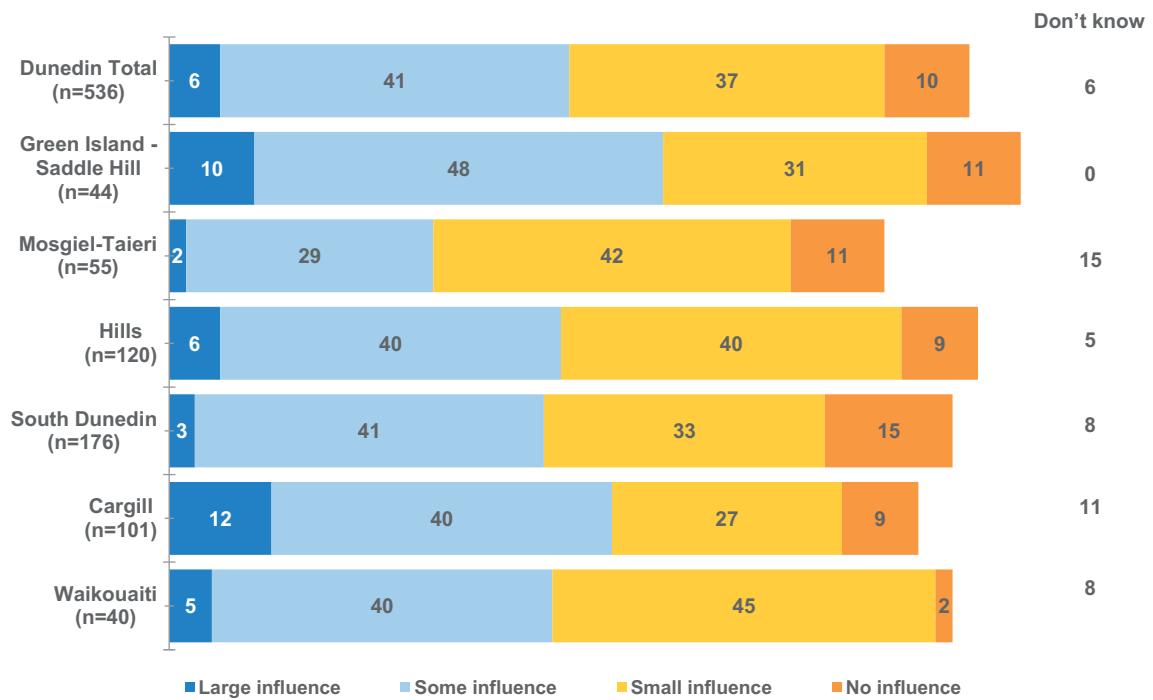
- Aged 25 to 49 years (32% compared to the Dunedin total of 22%).

Those *less* likely to mention that they *do not agree in general with decisions the Council has made* are:

- Aged 50 to 64 years (8%).

Nearly half (47%) of Dunedin respondents consider that the public has an influence on the decisions the Council makes, with 6% saying the public has a *large influence* and 41% *some influence*.

Figure 7.5: Perception of public’s influence on Council decision making (%)



Base: All Respondents (excluding not answered)

Those more likely to consider that the public has an influence (*large influence* or *some influence*) on the decisions the Council makes are:

- Household income earners of \$100,001 or more (60%).

Those *less* likely to consider that the public has an influence on the decisions the Council makes are:

- Living in Mosgiel-Taieri (31%).

Those *less* likely to consider that the public has little influence (*small influence* or *no influence*) on the decisions the Council makes are:

- Under 25 years (37% compared to the Dunedin total of 47%)
- Living in Cargill (36%).

8. BUILT AND NATURAL ENVIRONMENT



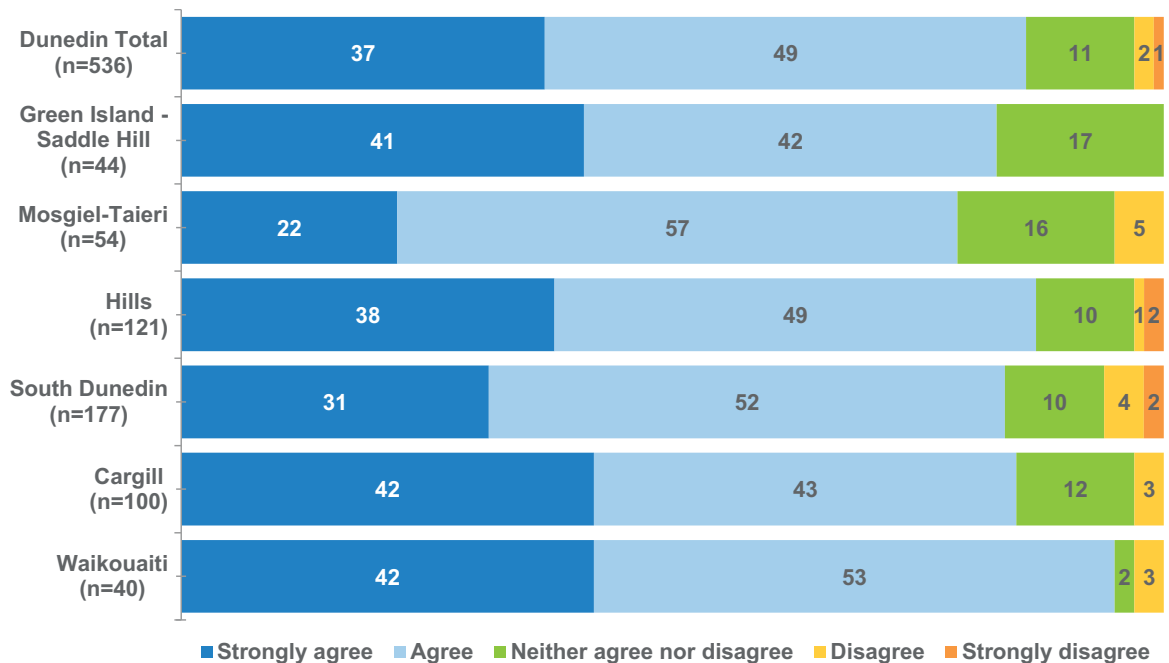
BUILT AND NATURAL ENVIRONMENT

This section reports on respondents' perceptions of their city, ease of access to local parks and rating of issues in their local area in the previous 12 months.

8.1 PERCEPTION OF CITY/LOCAL AREA AS A GREAT PLACE TO LIVE

Nearly nine in ten (86%) Dunedin respondents agree that their city/local area is a great place to live, responding with a rating of either *strongly agree* (37%) or *agree* (49%).

Figure 8.1: Perception of city/local area as a great place to live (%)



Base: All Respondents (excluding not answered)

Those more likely to agree (*strongly agree* or *agree*) their city/local area is a great place to live are:

- Household income earners of \$100,001 or more (94%).

Those *less* likely to agree (*strongly agree* or *agree*) their city/local area is a great place to live are:

- Household income earners of \$20,000 or less (74%).

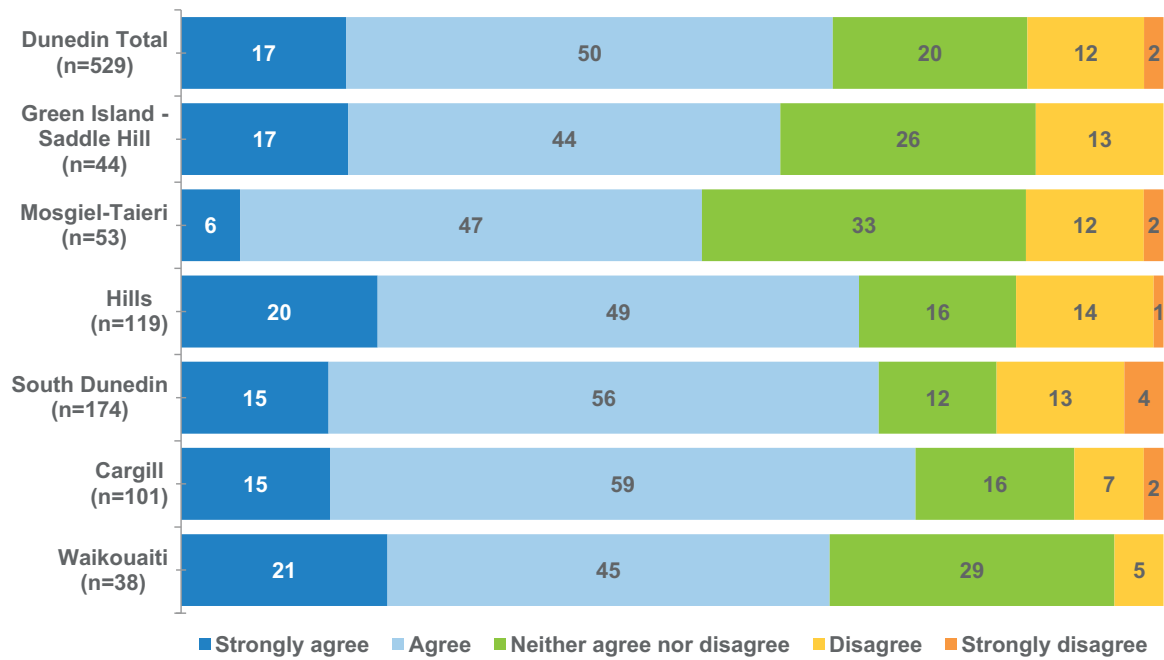
Those more likely to disagree (*disagree* or *strongly disagree*) their city is a great place to live are:

- Household income earners of \$20,001 to \$40,000 (9% compared to the Dunedin total of 3%).

8.2 PRIDE IN LOOK AND FEEL OF CITY

Two thirds (67%) of Dunedin respondents agree that they have a sense of pride in the look and feel of their city with 17% who *strongly agree* and 50% who *agree*.

Figure 8.2.1: Pride in the look and feel of Dunedin (%)



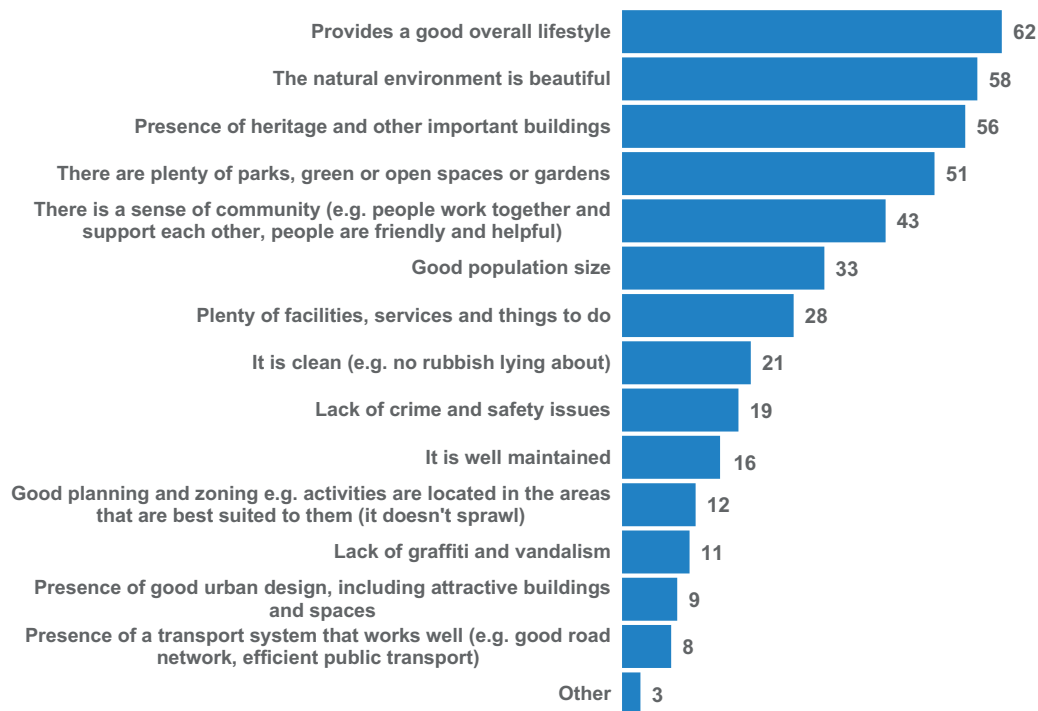
Base: All Respondents (excluding not answered)

Those *less likely to agree (strongly agree or agree)* that they have a sense of pride in their city are:

- Household income earners of \$20,000 or less (51%)
- Living in Mosgiel-Taieri (53%).

The most frequently mentioned reasons given by those who have a sense of pride in Dunedin are that the city *provides a good overall lifestyle* (62%) and *the natural environment is beautiful* (58%). These are followed by the *presence of heritage and other important buildings* (56%).

Figure 8.2.2: Most frequently mentioned reasons for having a sense of pride in the look and feel of Dunedin – city level (%)



*Base: Those who do have a sense of pride in city (excluding not answered) n=357
Multiple response question. Percentages will sum to more than 100%.*

Table 8.2.1: Most frequently mentioned reasons for having a sense of pride in the look and feel of Dunedin (%)

	Dunedin Total (n= 357)	Green Island-Saddle Hill (n= 26*)	Mosgiel-Taieri (n= 28*)	Hills (n= 81)	South Dunedin (n= 123)	Cargill (n= 74)	Waikouaiti (n= 25*)
Provides a good overall lifestyle	62	57	57	63	59	67	71
The natural environment is beautiful	58	58	52	58	57	61	63
Presence of heritage and other important buildings	56	54	50	51	60	58	66
There are plenty of parks, green or open spaces or gardens	51	52	50	58	43	57	47
There is a sense of community (e.g. people work together and support each other, people are friendly and helpful)	43	49	32	39	36	47	61
Good population size	33	31	23	36	33	40	31
Plenty of facilities, services and things to do	28	17	38	37	21	32	31
It is clean (e.g. no rubbish lying about)	21	29	18	22	20	13	12
Lack of crime and safety issues	19	19	9	27	14	21	11
It is well maintained	16	14	33	20	9	11	17
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)	12	9	14	9	14	11	16
Lack of graffiti and vandalism	11	12	27	11	10	7	7
Presence of good urban design, including attractive buildings and spaces	9	8	12	7	16	12	0
Presence of a transport system that works well (e.g. good road network, efficient public transport)	8	9	7	9	8	8	4
Other	3	8	0	2	2	6	4

Base: Those who do have a sense of pride in city (excluding not answered)
Multiple response question. Percentages will sum to more than 100%.

*Caution small base sizes

Those more likely to agree that Dunedin *provides a good overall lifestyle* are:

- Household income earners of \$100,001 or more (75% compared to the Dunedin total of 62%).

Those *less* likely to agree that Dunedin *provides a good overall lifestyle* are:

- Under 25 years (50%).

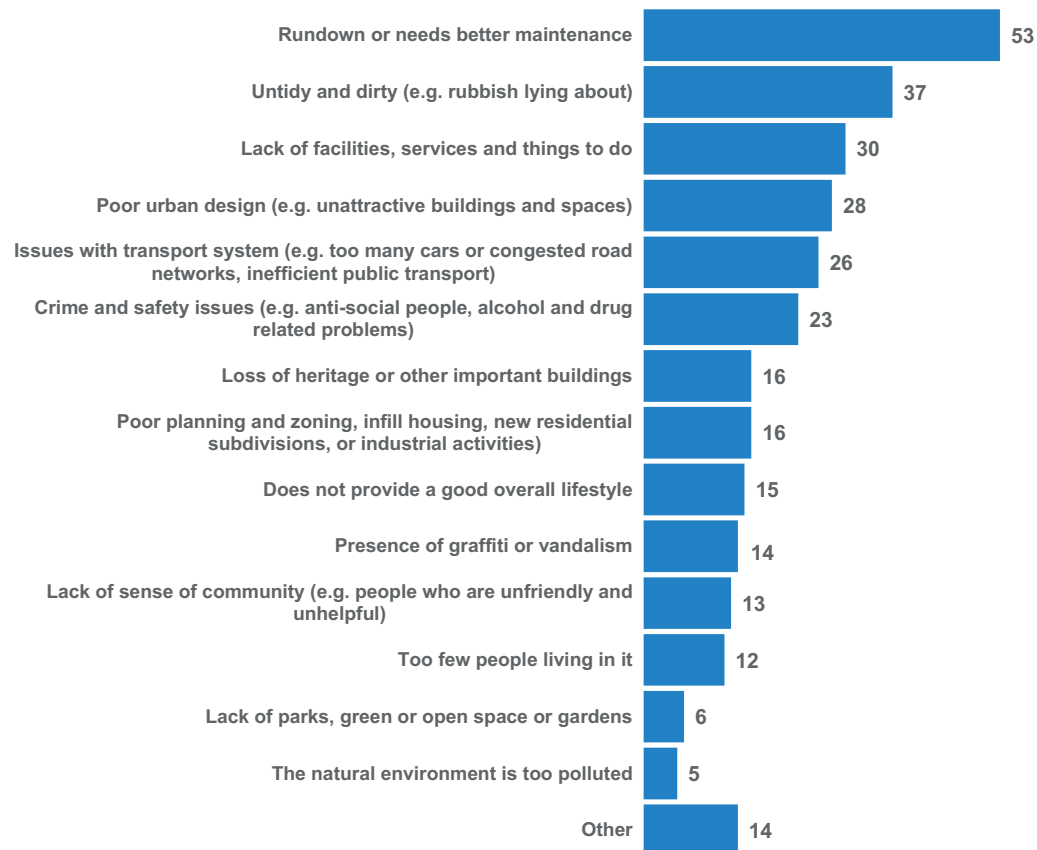
Other Points of Interest:

- Those more likely to have pride in Dunedin because there is a *lack of crime and safety issues* are those living in Hills (27% compared to the Dunedin total of 19%) and those aged 25 to 49 years (25%)
- Respondents aged 65 years or over are more likely to agree that Dunedin has a *good population size* (48% compared to the Dunedin total of 33%), that it has *plenty of services, facilities and things to do* (42% cf. 28%), and that *it is well maintained* (28% cf. 16%)

- Respondents living in South Dunedin are more likely to agree that the *presence of good urban design* is a reason for pride in the city (16% compared to the Dunedin total of 9%)
- Respondents living in South Dunedin are *less* likely to agree that there are *plenty of parks, green or open spaces or gardens* (43% compared to the Dunedin total of 51%), there is a *sense of community* (36% cf. 43%), there are *plenty of facilities, services and things to do* (21% cf. 28%) and that the city *is well maintained* (9% cf. 16%).

The two most frequently mentioned reasons for not having a sense of pride in the look and feel of Dunedin are that it is *rundown or needs better maintenance* (53%) and that it is *untidy and dirty* (37%).

Figure 8.2.3: Most frequently mentioned reasons for lacking a sense of pride in the look and feel of Dunedin – city level (%)



Base: Those who do not have a sense of pride in city (excluding not answered) n=72
Multiple response question. Percentages will sum to more than 100%.

Table 8.2.2: Most frequently mentioned reasons for lacking a sense of pride in the look and feel of Dunedin (%)

	Dunedin Total (n= 72)	Green Island-Saddle Hill (n= 6*)	Mosgiel-Taiāri (n= 7*)	Hills (n= 18*)	South Dunedin (n= 29*)	Cargill (n= 10*)	Waikouaiti (n= 2*)
Rundown or needs better maintenance	53	65	42	61	49	44	0
Untidy and dirty (e.g. rubbish lying about)	37	68	25	18	43	49	0
Lack of facilities, services and things to do	30	20	41	20	49	20	0
Poor urban design (e.g. unattractive buildings and spaces)	28	18	25	16	47	50	0
Issues with transport system (e.g. too many cars or congested road networks, inefficient public transport)	26	17	44	17	26	22	100
Crime and safety issues (e.g. anti-social people, alcohol and drug related problems)	23	51	0	15	21	34	0
Loss of heritage or other important buildings	16	17	0	9	14	10	100
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)	16	20	25	11	10	21	48
Does not provide a good overall lifestyle	15	20	16	10	22	0	0
Presence of graffiti or vandalism	14	17	13	5	22	30	0
Lack of sense of community (e.g. people who are unfriendly and unhelpful)	13	31	0	5	14	18	0
Too few people living in it	12	31	16	6	7	0	0
Lack of parks, green or open space or gardens	6	0	30	0	10	10	0
The natural environment is too polluted	5	0	13	5	7	10	0
Other	14	14	44	6	11	20	48

Base: Those who do not have a sense of pride in city (excluding not answered)
Multiple response question. Percentages will sum to more than 100%.

*Caution small base sizes

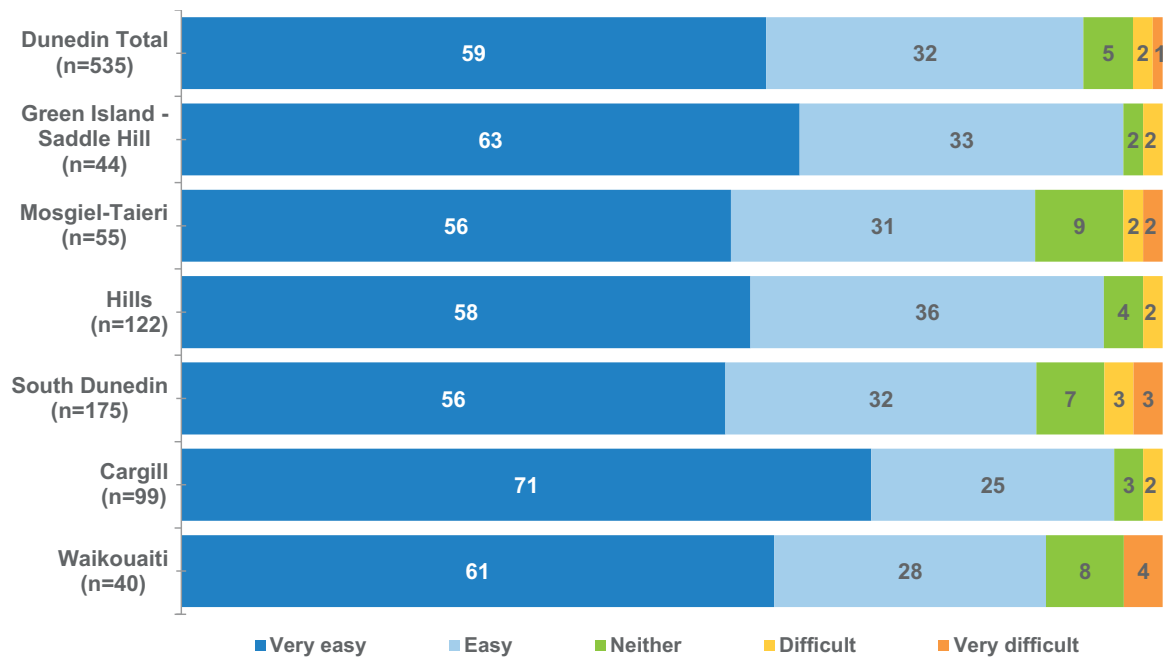
Those *less* likely to mention the *loss of heritage or other important buildings* as a reason for lacking a sense of pride in the look and feel of Dunedin are:

- Of European ethnicity (10% compared to the Dunedin total of 16%).

8.3 EASE OF ACCESS TO LOCAL PARK OR OTHER GREEN SPACE

Almost all (91%) of Dunedin respondents find it *very easy* (59%) or *easy* (32%) to get to a local park or other green space in their city or local area.

Figure 8.3: Ease of access to local park or other green space (%)



Base: All Respondents (excluding not answered)

Those more likely to say that it is *very easy* or *easy* to access their local park or other green space are:

- Household income earners of \$100,001 or more (98%).

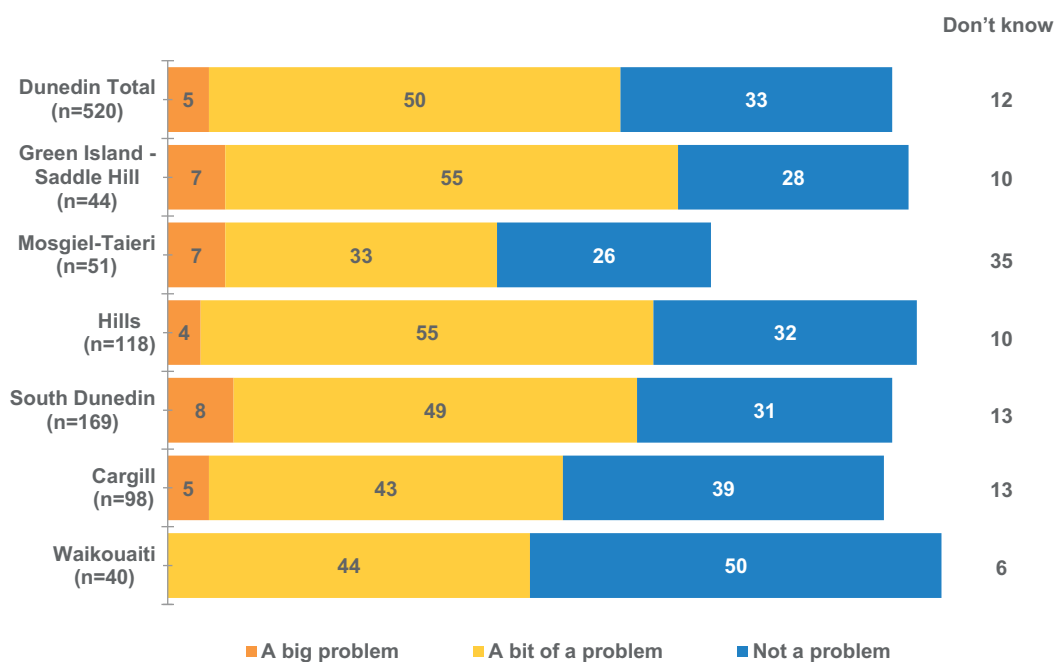
8.4 PERCEPTION OF PRESENCE OF GRAFFITI AND POLLUTION

Respondents were asked to indicate the extent to which a list of 10 possible issues had been a problem in their local area in the previous 12 months. Results for four issues are reported on here (i.e. graffiti, air, water and noise pollution). The rest were reported in Section 6: Crime and Safety.

Graffiti and tagging

Over half (55%) of Dunedin respondents perceive graffiti or tagging to have been a problem in their area in the previous 12 months, with 5% indicating it was *a big problem* and a further 50% indicating it was *a bit of a problem*.

Figure 8.4.1: Graffiti as a problem (%)



Base: All Respondents (excluding not answered)

Those more likely to perceive graffiti or tagging as a problem (*a big problem* or *a bit of a problem*) are:

- Aged 50 to 64 years (71%).

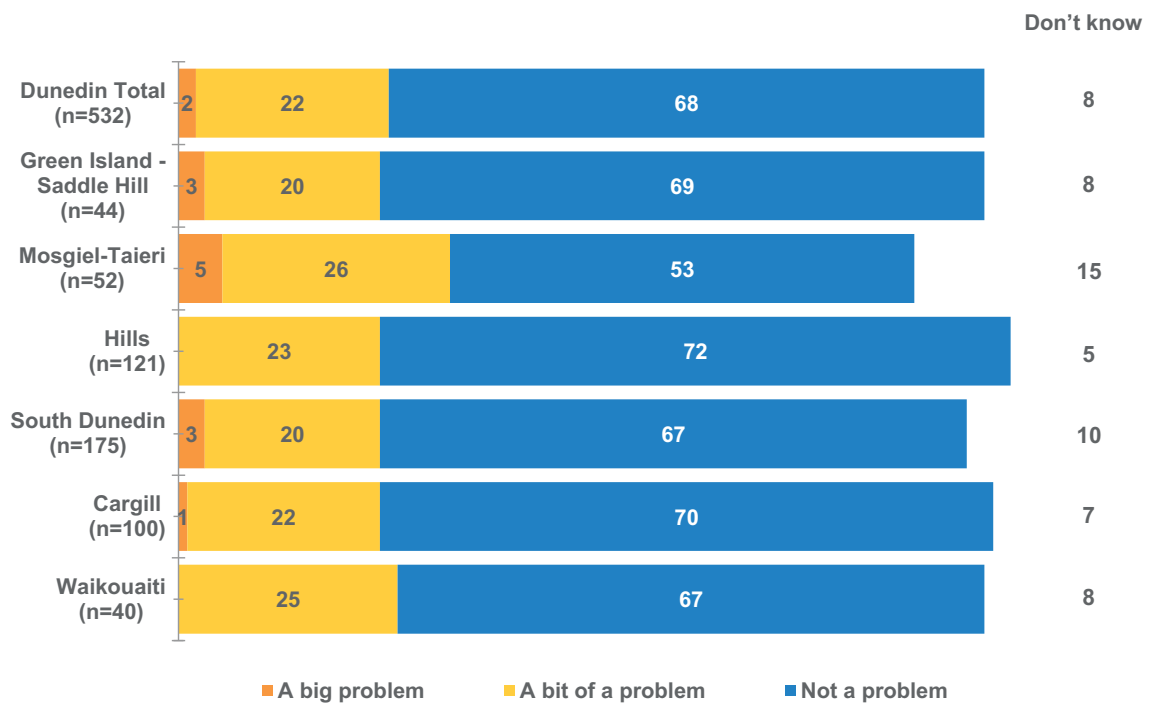
Those *less* likely to perceive graffiti or tagging as a problem (*a big problem* or *a bit of a problem*) are:

- Living in Mosgiel-Taieri (40%)
- Aged under 25 years (40%).

Air pollution

Almost a quarter (24%) of Dunedin respondents perceive air pollution to have been a problem in their area over the previous 12 months, with 2% indicating it was *a big problem* and a further 22% indicating it was *a bit of a problem*.

Figure 8.4.2: Air pollution (%)



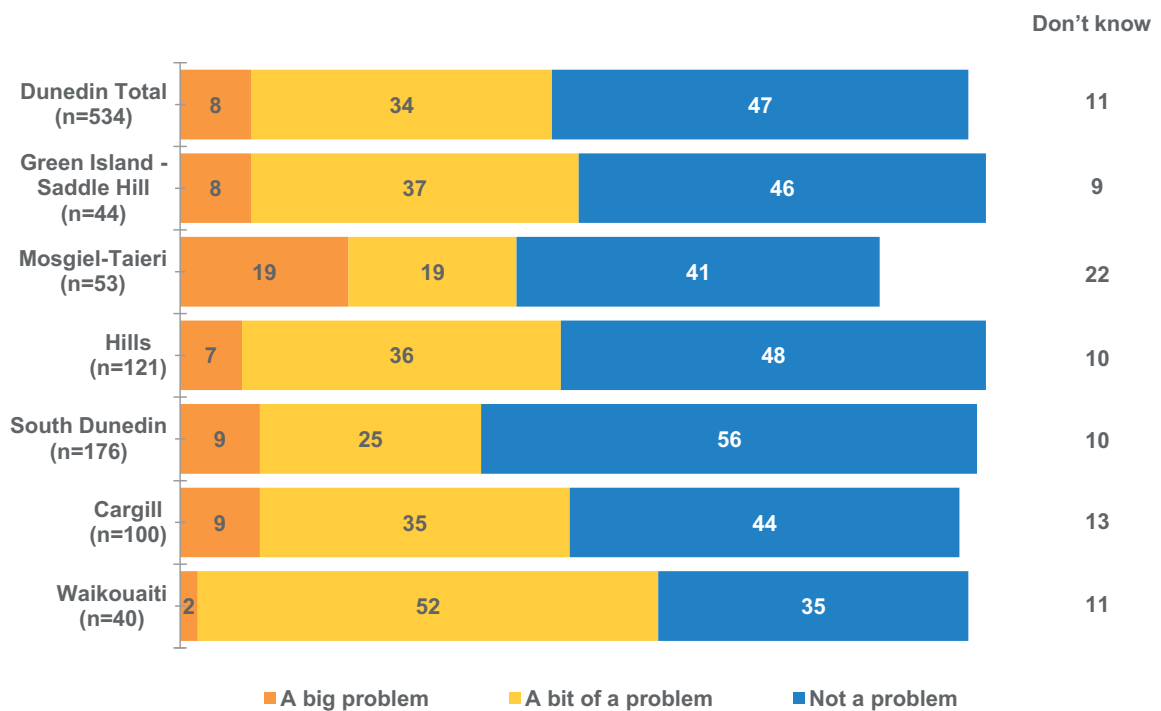
Base: All Respondents (excluding not answered)

There are no significant differences over 5% by local area, age, gender, ethnicity or household income for respondents' perception of air pollution as a problem in the previous 12 months.

Water pollution

Just over four in ten (42%) Dunedin respondents perceive water pollution (including pollution in streams, rivers, lakes and in the sea) to have been a problem in their local area over the previous 12 months, with 8% indicating it was *a big problem* and a further 34% indicating it was *a bit of a problem*.

Figure 8.4.3: Water pollution (%)



Base: All Respondents (excluding not answered)

Those more likely to perceive water pollution as a problem (*a big problem* or *a bit of a problem*) in their local area in the previous 12 months are:

- Household income earners of \$20,000 or less (60%).

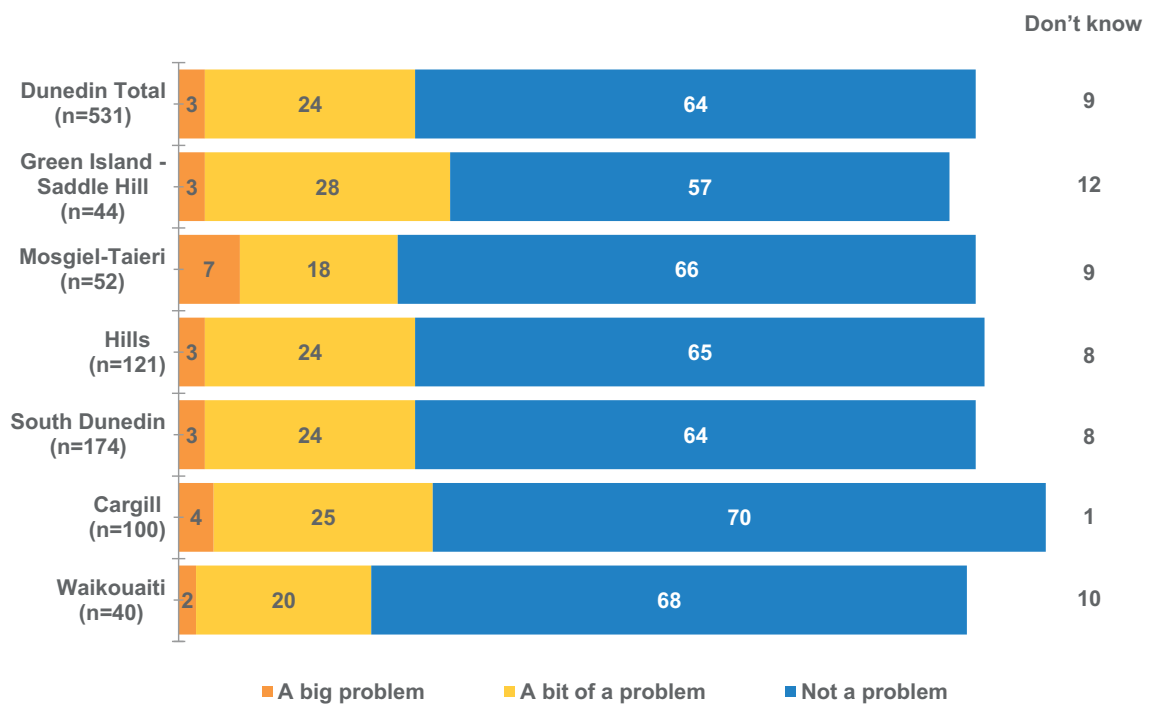
Those *less* likely to perceive water pollution as a problem (*a big problem* or *a bit of a problem*) in their local area in the previous 12 months are:

- Living in South Dunedin (34%).

Noise pollution

Over a quarter (27%) of Dunedin respondents perceive noise pollution to have been a problem in their area in the previous 12 months, with 3% indicating it was *a big problem* and a further 24% indicating it was *a bit of a problem*.

Figure 8.4.4: Noise pollution (%)

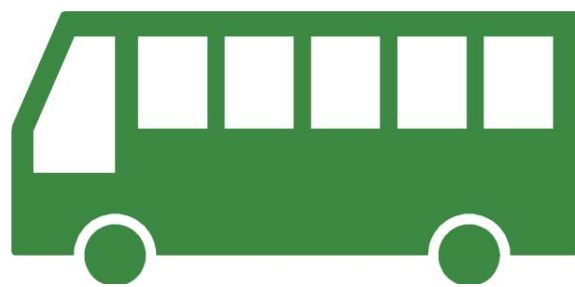


Base: All Respondents (excluding not answered)

Those more likely to perceive noise pollution as a problem (*a big problem* or *a bit of a problem*) in their local area in the previous 12 months are:

- Household income earners of \$20,000 or less (41%).

9. TRANSPORT



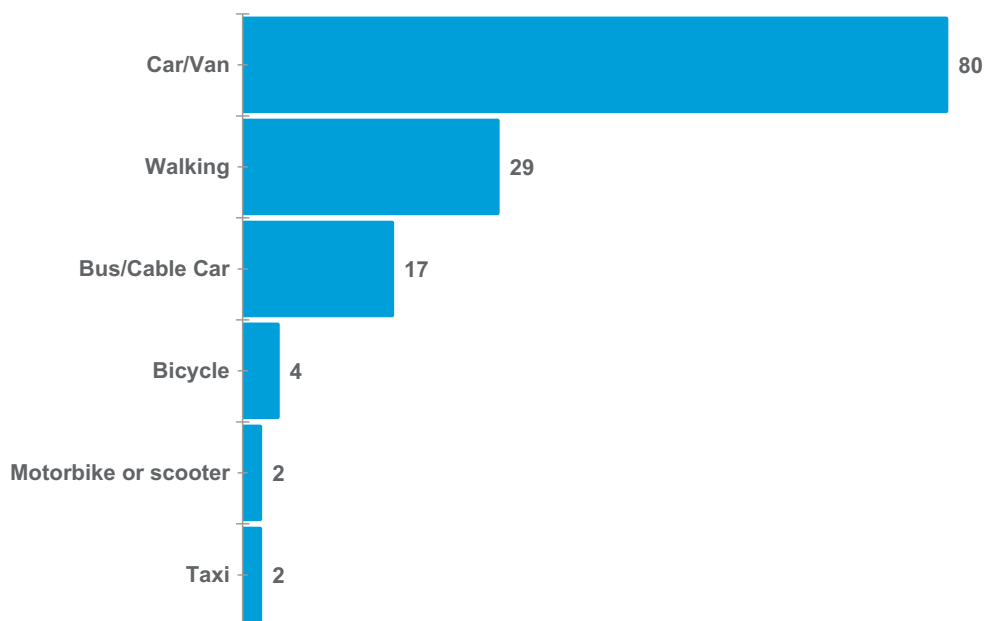
TRANSPORT

This section reports on respondents' use of public and private transport, and their perceptions of transport types. Public transport refers to buses (including school buses). It does not include taxis.

9.1 MAIN FORM OF TRANSPORT

Respondents were asked to nominate the main form of transport that they use for daily activities such as work, study and shopping. The majority (80%) of respondents reported that their main form of transport is a car or van. Respondents could choose more than one option.

Figure 9.1: Main form of transport – city level (%)



*Base: All Respondents (excluding not answered) n=538
Multiple response question. Percentages will sum to more than 100%.*

Table 9.1 Main form of transport (%)

	Dunedin Total (n=538)	Green Island-Saddle Hill (n=44)	Mosgiel-Taieri (n=55)	Hills (n=121)	South Dunedin (n=177)	Cargill (n=101)	Waikouaiti (n=40)
Car/Van	80	91	85	82	73	69	79
Walking	29	19	24	36	29	48	19
Bus/Cable Car	17	10	10	19	20	17	19
Bicycle	4	2	0	2	6	6	9
Motorbike or scooter	2	5	2	0	4	0	2
Taxi	2	2	2	2	3	4	0

Base: All Respondents (excluding not answered)
Multiple response question. Percentages will sum to more than 100%.

Those more likely to say their main form of transport is a car or van are:

- Household income earners of \$100,001 or more (93% compared to the Dunedin total of 80%)
- Aged 25 to 49 years (87%).

Those *less* likely to say their main form of transport is a car or van are:

- Household income earners of \$20,000 or less (54%).
- Under 25 years (66%)
- Living in Cargill (69%) and South Dunedin (73%).

Those more likely to say that walking is their main form of transport are:

- Household income earners of \$20,000 or less (60% compared to the Dunedin total of 29%)
- Living in Cargill (48%) and Hills (36%)
- Aged under 25 years (43%).

Those *less* likely to say that walking is their main form of transport are:

- Household income earners of \$100,001 or more (18%)
- Aged 25 to 49 years (19%).

Those more likely to say that buses are their main form of transport are:

- Household income earners of \$20,001 to \$40,000 (32% compared to the Dunedin total of 17%).

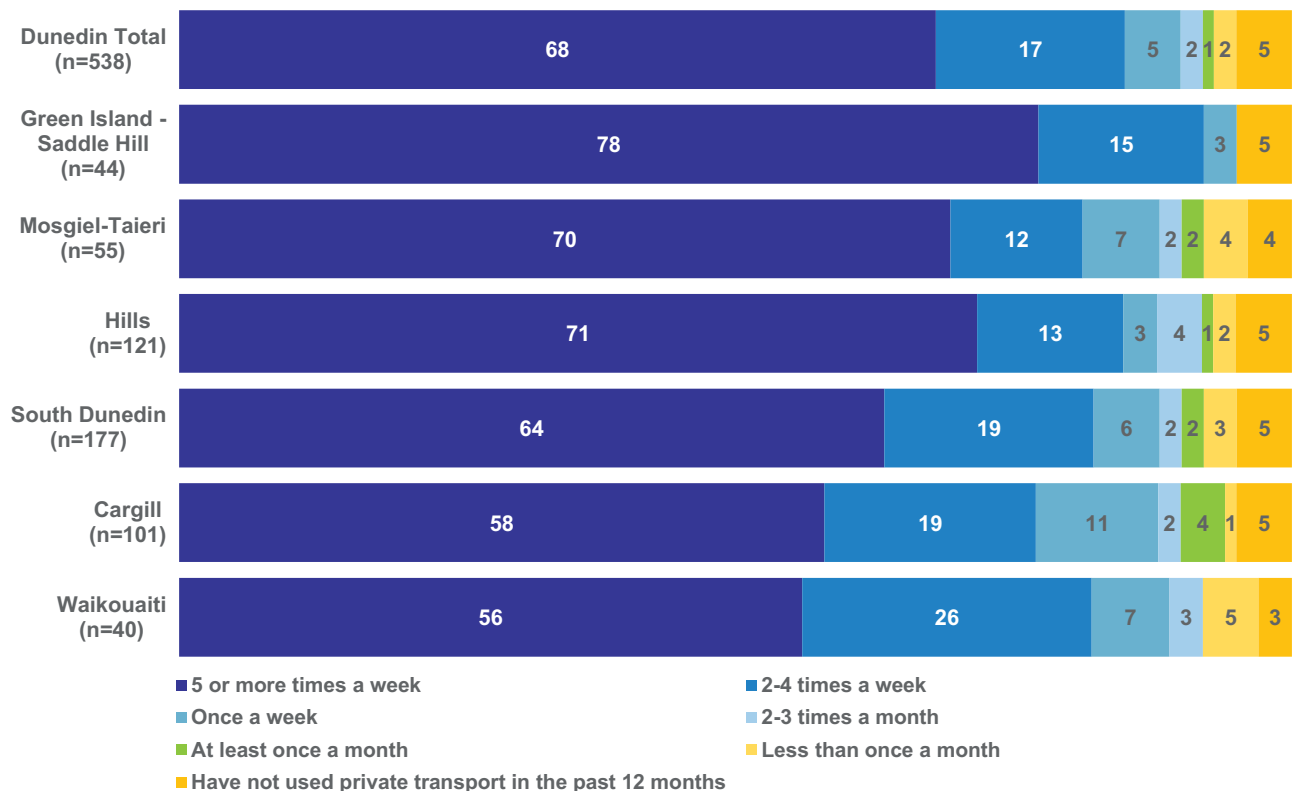
Those *less* likely to say that buses are their main form of transport are:

- Household income earners of \$100,001 or more (6%)
- Aged 25 to 49 years (9%).

9.2 FREQUENCY OF USE OF PRIVATE TRANSPORT

The majority (89%) of Dunedin respondents are regular users of private transport (twice a week or more often), with 68% using it five or more times a week.

Figure 9.2: Frequency of use of private transport (%)



Base: All Respondents (excluding not answered)

Those more likely to be regular users (twice a week or more often) of private transport are:

- Household income earners of \$100,001 or more (98%).

Those less likely to be regular users (twice a week or more often) of private transport are:

- Household income earners of \$20,000 or less (61%)
- Aged 65 years or more (74%).

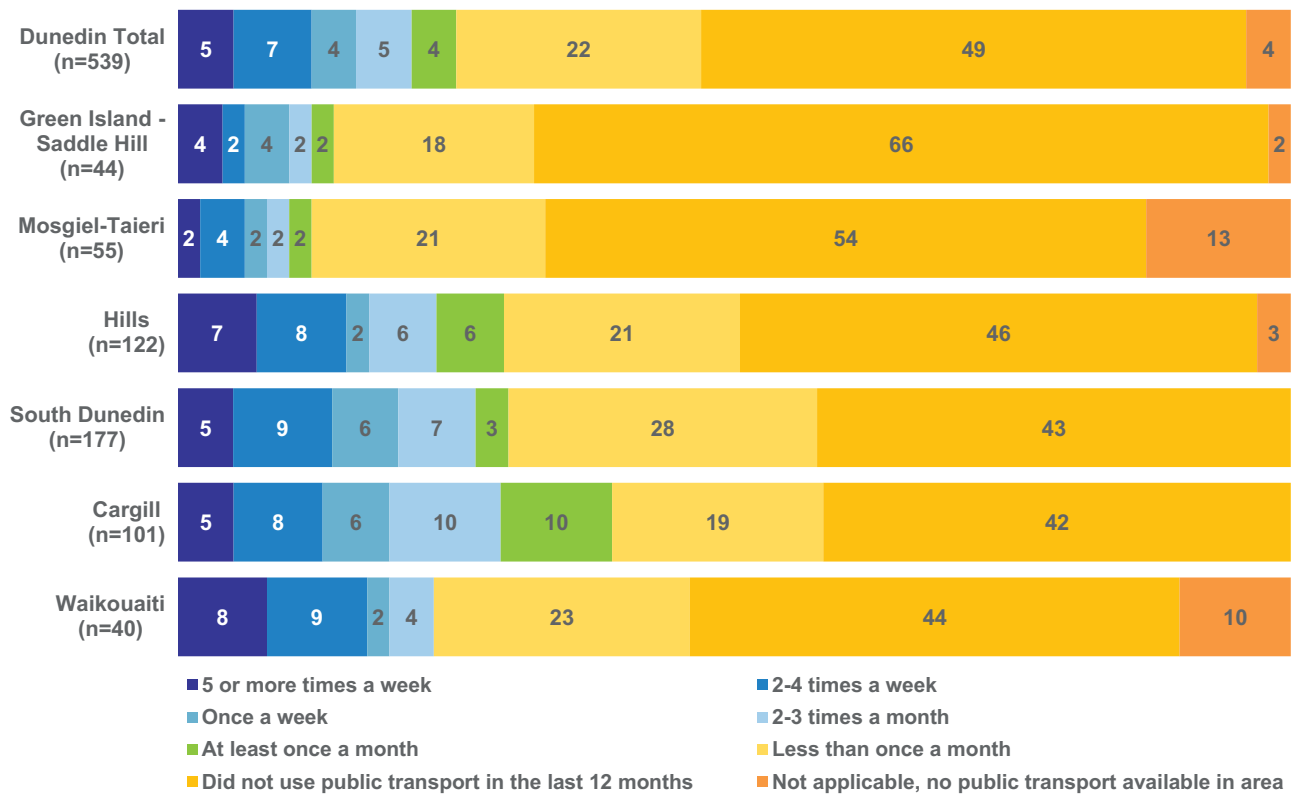
Those more likely to say that they have not used private transport in the last 12 months are:

- Household income earners of \$20,000 or less (12% compared to the Dunedin total of 5%).

9.3 FREQUENCY OF USE OF PUBLIC TRANSPORT

One in ten (12%) respondents living in Dunedin are regular users (twice a week or more often) of public transport, with 5% using it five or more times a week.

Figure 9.3: Frequency of use of public transport (%)



Base: All Respondents (excluding not answered)

Those more likely to be regular users of public transport are:

- Aged under 25 years (20%).

Those less likely to be regular users of public transport are:

- Household income earners of \$100,001 or more (6%).

Those more likely not to have used public transport in the last 12 months are:

- Living in Green Island-Saddle Hill (68%) and Mosgiel-Taieri (67%)
- Male (59%).

Those *less* likely to say they have never used public transport in the last 12 months are:

- Household income earners of \$20,001 to \$40,000 (36%)
- Living in Cargill (42%) and South Dunedin (43%).

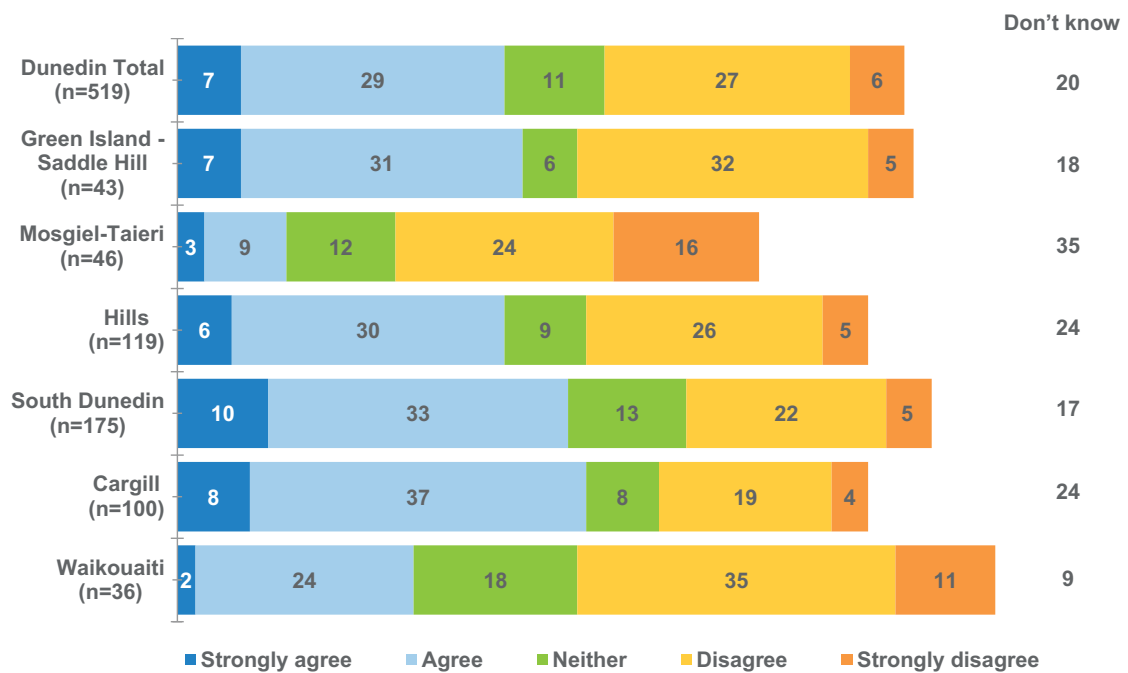
9.4 PERCEPTIONS OF PUBLIC TRANSPORT

All respondents, with the exception of those who stated that the question about public transport was not applicable to them because they have no public transport available in their local area, were asked about their perceptions of public transport with respect to affordability, safety, ease of access, frequency and reliability.

AFFORDABILITY

Just over a third (36%) of Dunedin respondents agree that public transport is affordable, with 7% who *strongly agree* and 29% who *agree*.

Figure 9.4.1: Perception of affordability of public transport (%)



Base: All Respondents (excluding not answered and not applicable, no public transport available in area)

Those more likely to agree (*strongly agree* or *agree*) that public transport is affordable are:

- Aged 65 years or more (48%)
- Household income earners of \$100,001 or more (47%)
- Living in Cargill (45%) and South Dunedin (43%).

Those *less* likely to agree (*strongly agree* or *agree*) that public transport is affordable are:

- Living in Mosgiel-Taieri (12%)
- Household income earners of \$20,000 or less (21%) and \$40,001 to \$70,000 (25%).

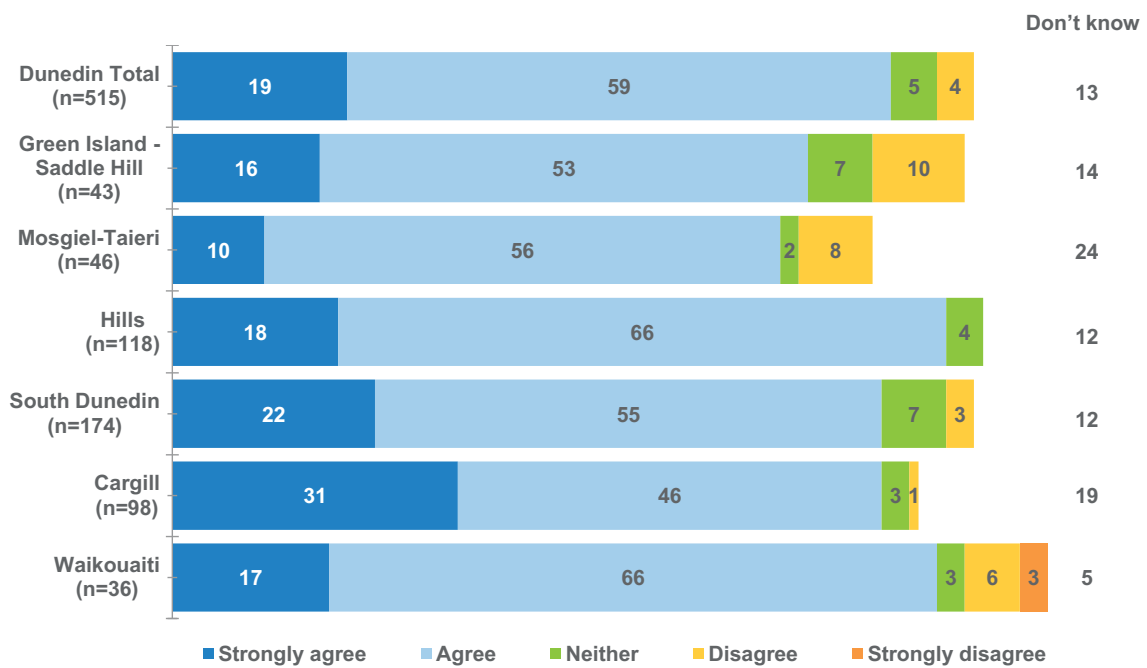
Those more likely to disagree (*disagree* or *strongly disagree*) that public transport is affordable are:

- Aged under 25 years (47% compared to the Dunedin total of 33%).

SAFETY

Three quarters (78%) of Dunedin respondents agree that public transport is safe, with 19% who *strongly agree* and 59% who *agree*.

Figure 9.4.2: Perception of safety of public transport (%)



Base: All Respondents (excluding not answered and not applicable, no public transport available in area)

Those more likely to agree that public transport is safe are:

- Living in Hills (84%).

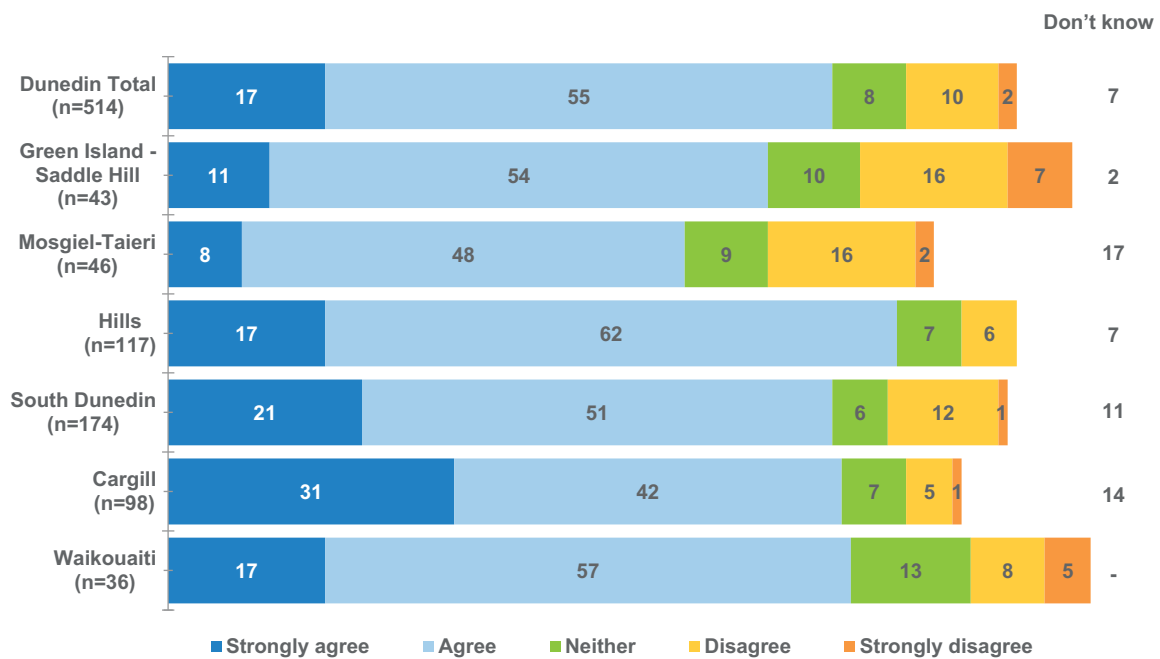
Those *less* likely to agree that public transport is safe are:

- Living in Mosgiel-Taieri (66%).

ACCESSIBILITY

Seven out of ten (72%) Dunedin respondents agree that public transport is easy to get to, with 17% who *strongly agree* and 55% who *agree*.

Figure 9.4.3 Perception of ease of access to public transport (%)



Base: All Respondents (excluding not answered and not applicable, no public transport available in area)

Those more likely to agree (*strongly agree* or *agree*) that public transport is easy to get to are:

- Household income earners of \$20,001 to \$40,000 (85%)
- Aged 65 years or more (83%)
- Living in Hills (79%).

Those *less* likely to agree (*strongly agree* or *agree*) that public transport is easy to get to are:

- Living in Mosgiel-Taieri (56%)
- Aged under 25 years (61%).

Those more likely to disagree (*disagree* or *strongly disagree*) that public transport is easy to get to are:

- Living in Green Island-Saddle Hill (23% compared to Dunedin total of 12%).

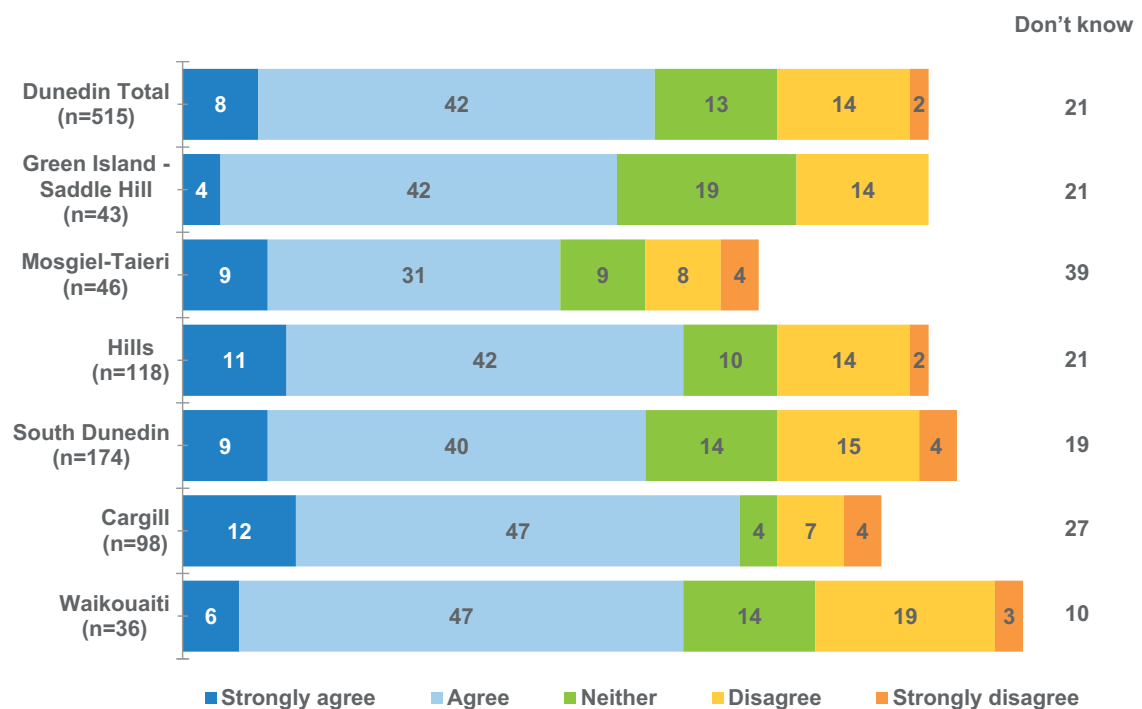
Those less likely to disagree (disagree or strongly disagree) that public transport is easy to get to are:

- Living in Cargill (6%).

RELIABILITY

Half (50%) of Dunedin respondents agree that public transport is reliable (comes when it says it will) with 8% who *strongly agree* and 42% who *agree*.

Figure 9.4.4 Perception of reliability of public transport (%)



Base: All Respondents (excluding not answered and not applicable, no public transport available in area)

Those more likely to agree (*strongly agree* or *agree*) that public transport is reliable are:

- Aged 65 years or more (70%)
- Household income earners of \$20,001 to \$40,000 (66%)
- Living in Cargill (59%).

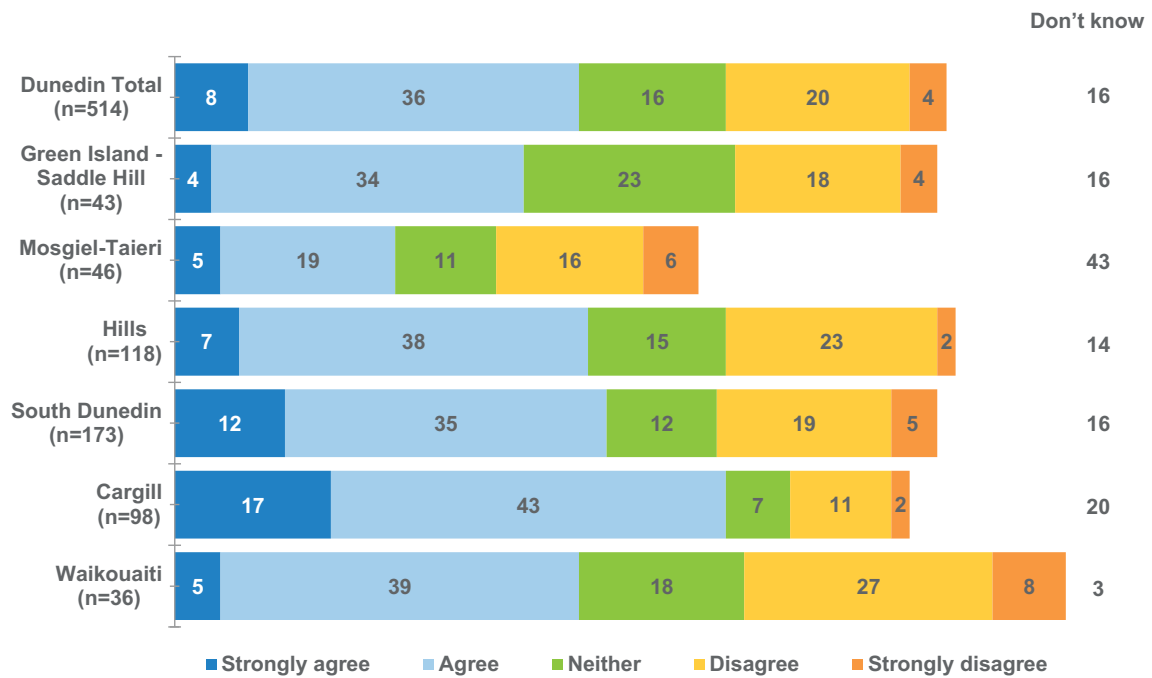
Those less likely to agree (*strongly agree* or *agree*) that public transport is reliable are:

- Aged under 25 years (37%).

FREQUENCY

Four in ten (44%) of Dunedin respondents agree that public transport is frequent, with 8% who *strongly agree* and 36% who *agree*.

Figure 9.4.5 Perception of frequency of public transport (%)



Base: All Respondents (excluding not answered and not applicable, no public transport available in area)

Those more likely to agree (*strongly agree* or *agree*) that public transport is frequent are:

- Living in Cargill (60%)
- Household income earners of \$20,001 to \$40,000 (59%).

Those less likely to agree (*strongly agree* or *agree*) that public transport is frequent are:

- Living in Mosgiel-Taieri (24%)

Those less likely to disagree (*disagree* or *strongly disagree*) that public transport is frequent are:

- Aged 65 years or more (5% compared to the Dunedin total of 25%).

9.5 PERCEPTION OF SPECIFIC MODES OF TRANSPORT

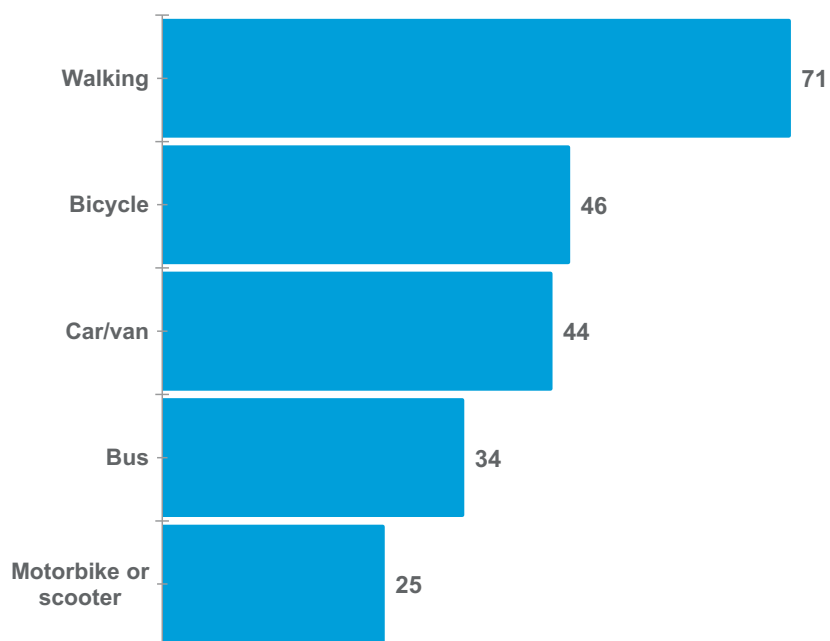
Respondents were asked to indicate which forms of public and private transport they associated with several key words and phrases. This was asked of all respondents, regardless of whether or not they have used each mode of transport.

AFFORDABILITY

The only mode of public transport available in Dunedin is the bus. One third (34%) of respondents perceive buses as being affordable.

The private transport mode that is most commonly considered to be affordable by Dunedin respondents is walking (71%).

Figure 9.5.1 Perception of affordability of different transport types (%)



Base: All Respondents (excluding not answered) n=513
Multiple response question. Percentages will sum to more than 100%.

Table 9.5.1 Perception of affordability of different transport types(%)

	Dunedin Total (n=513)	Green Island-Saddle Hill (n=42)	Mosgiel-Taieri (n=51)	Hills (n=116)	South Dunedin (n=168)	Cargill (n=97)	Waikouaiti (n=39)
Walking	71	50	75	80	72	84	70
Bicycle	46	32	52	48	46	49	57
Car/van	44	53	50	44	35	45	43
Bus	34	30	17	38	38	45	31
Motorbike or scooter	25	20	27	27	23	19	30

*Base: All Respondents (excluding not answered)
Multiple response question. Percentages will sum to more than 100%.*

Public Transport

Those more likely to associate affordability with buses are:

- Household income earners of \$100,001 or more (49% compared to the Dunedin total of 34%)
- Living in Cargill (45%).

Those *less* likely to associate affordability with buses are:

- Living in Mosgiel-Taieri (17%)
- Household income earners of \$20,000 or less (19%)
- Under 25 years (25%).

Private Transport

Those more likely to associate affordability with walking are:

- Aged under 25 years (84% compared to the Dunedin total of 71%)
- Living in Cargill (84%) or the Hills (80%)
- Female (76%).

Those *less* likely to associate affordability with walking are:

- Living in Green Island-Saddle Hill (50%)
- Aged 65 years or more (58%).

Those more likely to associate affordability with cycling are:

- Aged 25 to 49 years (61% compared to the Dunedin total of 46%).

Those *less* likely to associate affordability with cycling are:

- Aged 65 years or more (23%).

Those more likely to associate cars and vans with affordability are:

- Household income earners of \$100,001 or more (58% compared to the Dunedin total of 44%)
- Aged 65 years or more (57%).

Those *less* likely to associate cars and vans with affordability are:

- Aged under 25 years (32%)
- Living in South Dunedin (35%).

Those more likely to associate motorbikes and scooters with affordability are:

- Aged 25 to 49 years (32% compared to the Dunedin total of 25%).

Those *less* likely to associate motorbikes and scooters with affordability are:

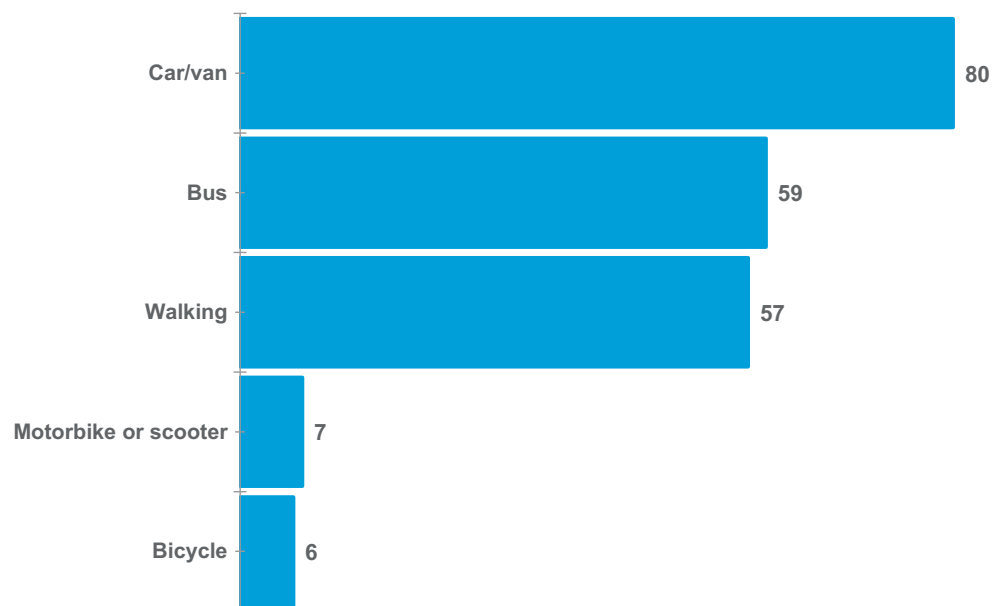
- Aged 65 years or more (12%).

SAFETY

Six in ten (59%) Dunedin respondents consider that buses are a safe mode of transport.

The private transport modes most commonly associated with safety are cars and vans (80%) and walking (57%).

Figure 9.5.2 Perception of safety of different transport types (%)



Base: All respondents (excluding not answered) n=509
Multiple response question. Percentages will sum to more than 100%.

Table 9.5.2 Perception of safety of different transport types (%)

	Dunedin Total (n=509)	Green Island-Saddle Hill (n=40)	Mosgiel-Taieri (n=48)	Hills (n=118)	South Dunedin (n=166)	Cargill (n=98)	Waikouaiti (n=39)
Car/van	80	88	83	76	79	80	74
Bus	59	46	41	65	63	66	58
Walking	57	43	54	61	55	74	62
Motorbike or scooter	7	5	9	6	9	6	8
Bicycle	6	3	17	5	8	6	5

Base: All Respondents (excluding not answered)
Multiple response question. Percentages will sum to more than 100%.

Public Transport

Those *less* likely to associate safety with buses are:

- Living in Mosgiel-Taieri (41% compared with the Dunedin total of 59%).

Private Transport

Those *less* likely to associate safety with cars and vans are:

- Household income earners of \$20,000 or less (63% compared with the Dunedin total of 80%).

Those more likely to associate safety with walking are:

- Living in Cargill (74% compared to the Dunedin total of 57%).

Those *less* likely to associate safety with motorbikes and scooters are:

- Aged 65 years or more (1% compared with the Dunedin total of 7%).

Those more likely to associate safety with cycling are:

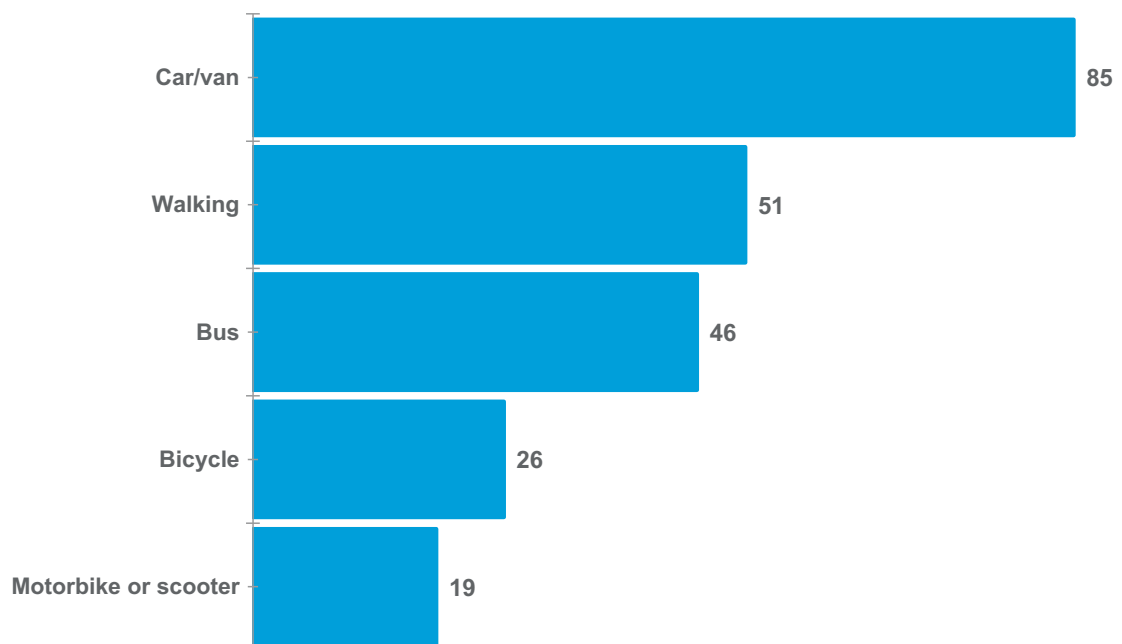
- Living in Mosgiel-Taieri (17% compared to the Dunedin total of 6%).

ACCESSIBILITY

Nearly half (46%) of Dunedin respondents consider that buses are easy to get to.

Cars and vans (85%) and walking (51%) are the modes of private transport most commonly associated with accessibility by Dunedin respondents.

Figure 9.5.3 Perception of ease of access to different transport types (%)



Base: All Respondents (excluding not answered) n=507
Multiple response question. Percentages will sum to more than 100%.

Table 9.5.3 Perception of ease of access to different transport types (%)

	Dunedin Total (n=507)	Green Island-Saddle Hill (n=41)	Mosgiel-Taieri (n=49)	Hills (n=117)	South Dunedin (n=166)	Cargill (n=97)	Waikouaiti (n=37)
Car/van	85	90	89	83	77	81	94
Walking	51	30	52	59	50	74	54
Bus	46	38	22	57	50	58	35
Bicycle	26	8	38	29	29	35	28
Motorbike or scooter	19	16	21	22	18	15	20

Base: All Respondents (excluding not answered)
Multiple response question. Percentages will sum to more than 100%.

Public Transport

Those more likely to consider buses easy to access are:

- Household income earners of \$20,001 to \$40,000 (64%)
- Household income earners of \$40,001 to \$70,000 (59%)
- Living in Cargill (58%) and Hills (57%).

Those *less* likely to consider buses easy to access are:

- Living in Mosgiel-Taieri (22%).

Private Transport

Those *less* likely to consider cars and vans are easy to access are:

- Living in South Dunedin (77%)
- Household income earners of \$20,000 or less (69%).

Those more likely to associate accessibility with walking are:

- Living in Cargill (74%) and the Hills (59%)
- Household income earners of \$40,001 to \$70,000 (64%).

Those *less* likely to associate accessibility with walking are:

- Living in Green Island-Saddle Hill (30%).

Those more likely to associate accessibility with cycling are:

- Living in Mosgiel-Taieri (38%) and Cargill (35%)
- Household income earners of \$40,001 to \$70,000 (36%)
- Aged 25 to 49 years (34%).

Those *less* likely to associate accessibility with cycling are:

- Living in Green Island-Saddle Hill (8%)
- Aged 65 years or more (9%).

Those more likely to associate accessibility with motorbikes and scooters are:

- Aged 25 to 49 years (25%).

Those *less* likely to associate accessibility with motorbikes and scooters are:

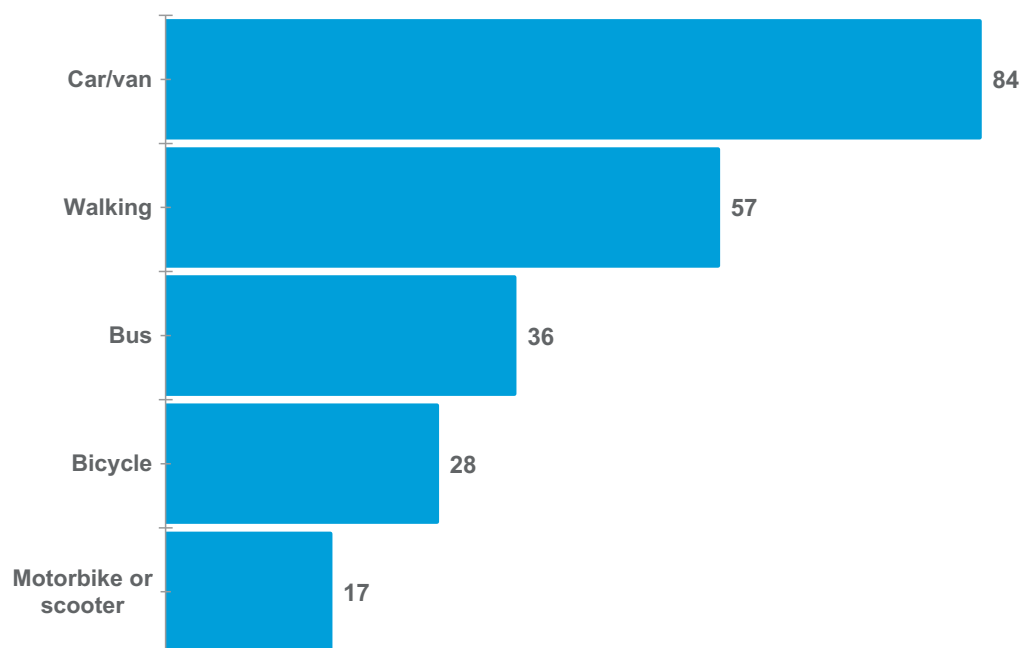
- Aged 65 years or more (6%).

RELIABILITY

Buses are considered to be reliable by just over a third (36%) of Dunedin respondents.

Cars and vans (84%) and walking (57%) are the modes of private transport most commonly considered to be reliable by Dunedin respondents.

Figure 9.5.4 Perception of reliability of different transport types (%)



Base: All Respondents (excluding not answered) n=510
Multiple response question. Percentages will sum to more than 100%.

Table 9.5.4 Perception of reliability of different transport types (%)

	Dunedin Total (n=510)	Green Island-Saddle Hill (n=42)	Mosgiel-Taieri (n=52)	Hills (n=117)	South Dunedin (n=165)	Cargill (n=95)	Waikouaiti (n=39)
Car/van	84	90	84	82	82	83	84
Walking	57	38	51	63	59	76	63
Bus	36	29	27	40	39	47	29
Bicycle	28	18	27	33	28	32	31
Motorbike or scooter	17	14	18	21	18	11	19

Base: All Respondents (excluding not answered)
Multiple response question. Percentages will sum to more than 100%.

Public Transport

Those more likely to consider buses are reliable are:

- Household income earners of \$20,001 to \$40,000 (50%)
- Living in Cargill (47%).

Private Transport

Those more likely to associate reliability with cars and vans are:

- Household income earners of \$100,001 or more (93%).

Those *less* likely to associate reliability with cars and vans are:

- Household income earners of \$20,000 or less (67%).

Those more likely to associate reliability with walking are:

- Living in Cargill (76%)
- Aged under 25 years (68%).

Those *less* likely to associate reliability with walking are:

- Living in Green Island-Saddle Hill (38%)
- Aged 65 years or more (43%).

Those more likely to associate reliability with cycling are:

- Aged 25 to 49 years (37%).

Those *less* likely to associate reliability with cycling are:

- Aged 65 years or more (8%).

Those more likely to associate reliability with motorbikes and scooters are:

- Aged 25 to 49 years (24%).

Those *less* likely to associate reliability with motorbikes and scooters are:

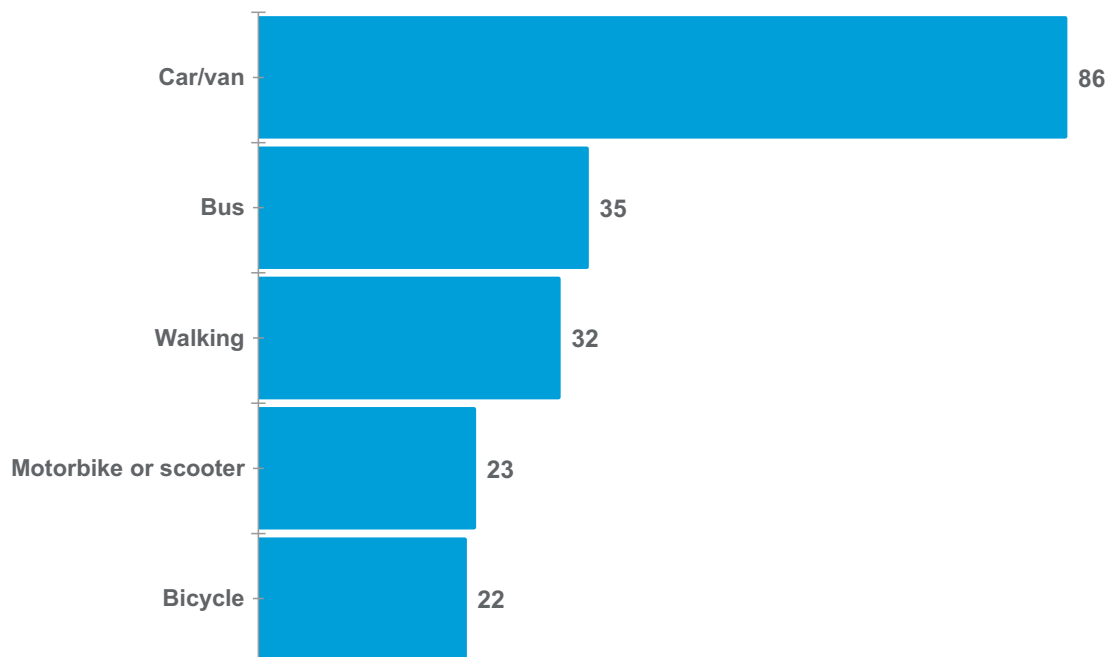
- Aged 65 years or more (5%).

ACCEPTABILITY OF TRAVEL TIME

Three in ten (35%) Dunedin respondents consider that buses take an acceptable amount of travel time.

The private transport mode most commonly associated with taking an acceptable amount of travel time is cars and vans (86%).

Figure 9.5.5 Perception of acceptability of travel time of different transport types (%)



Base: All Respondents (excluding not answered) n=494
Multiple response question. Percentages will sum to more than 100%.

Table 9.5.5 Perception of acceptability of travel time of different transport types by city (%)

	Dunedin Total (n=494)	Green Island-Saddle Hill (n=40)	Mosgiel-Taieri (n=48)	Hills (n=114)	South Dunedin (n=157)	Cargill (n=96)	Waikouaiti (n=39)
Car/van	86	90	83	83	84	78	95
Bus	35	29	17	39	38	51	33
Walking	32	22	34	40	30	52	23
Motorbike or scooter	23	19	25	24	22	22	23
Bicycle	22	15	24	25	21	30	23

Base: All Respondents (excluding not answered)
Multiple response question. Percentages will sum to more than 100%.

Public Transport

Those more likely to consider that buses take an acceptable amount of travel time are:

- Household income earners of \$20,001 to \$40,000 (53%)
- Living in Cargill (51%).

Those *less* likely to consider that buses take an acceptable amount of travel time are:

- Living in Mosgiel-Taieri (17%).

Private Transport

Those more likely to consider that cars and vans take an acceptable amount of travel time are:

- Household income earners of \$100,001 or more (96%).

Those *less* likely to consider that cars and vans take an acceptable amount of travel time are:

- Household income earners of \$20,000 or less (75%)
- Living in Cargill (78%).

Those more likely to consider that walking takes an acceptable amount of travel time are:

- Living in Cargill (52%) and Hills (40%).

Those *less* likely to consider that motorbikes and scooters take an acceptable amount of travel time are:

- Aged 65 years or more (9%).

Those more likely to consider that cycling takes an acceptable amount of travel time are:

- Living in Cargill (30%)
- Male (28%).

Those *less* likely to consider that cycling takes an acceptable amount of travel time are:

- Aged 65 years or more (10%).

10. ECONOMIC WELLBEING



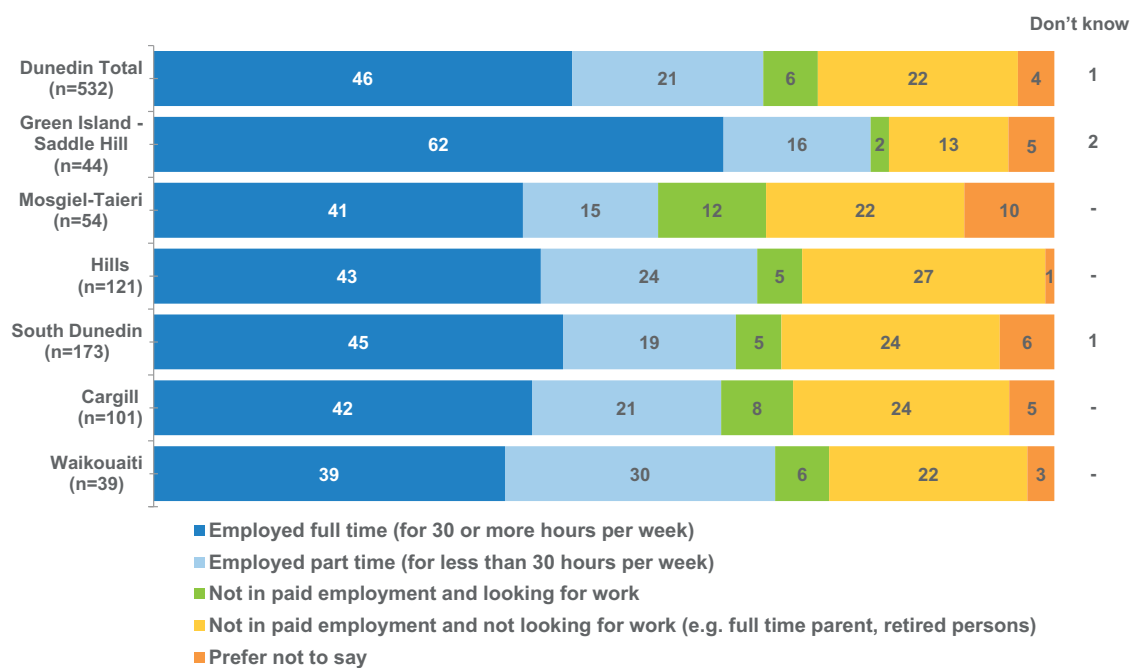
ECONOMIC WELLBEING

This section reports on respondents' employment status, their perceptions of their work/life balance as well as perceptions of costs of living and housing.

10.1 EMPLOYMENT STATUS

Just under half (46%) of Dunedin respondents are employed full time (for 30 hours or more per week). In addition to this, another fifth are in part time work (21%). Twenty two percent of respondents are not in paid employment and not looking for work and 6% are not in paid employment and are looking for work.

Figure 10.1: Employment status (%)



Base: All Respondents (excluding not answered)

Those more likely to be in full time employment are:

- Household income earners of \$100,001 or more (76%) and \$70,001 to \$100,000 (71%)
- Aged 25 to 49 years (66%) and 50 to 64 years (64%)
- Living in Green Island-Saddle Hill (62%)
- Male (61%).

Those *less* likely to be in full time employment are:

- Household income earners of \$20,000 or less (6%) and \$20,001 to \$40,000 (21%)
- Aged 65 years or more (9%) and under 25 years (25%).

Those more likely to be in part time employment are:

- Aged under 25 years (36%)
- Household income earners of \$20,000 or less (35%)
- Female (32%).

Those more likely to be not in paid employment yet looking for work are:

- Household income earners of \$20,000 or less (17%)
- Under 25 years (14%)
- Living in Mosgiel-Taieri (12%).

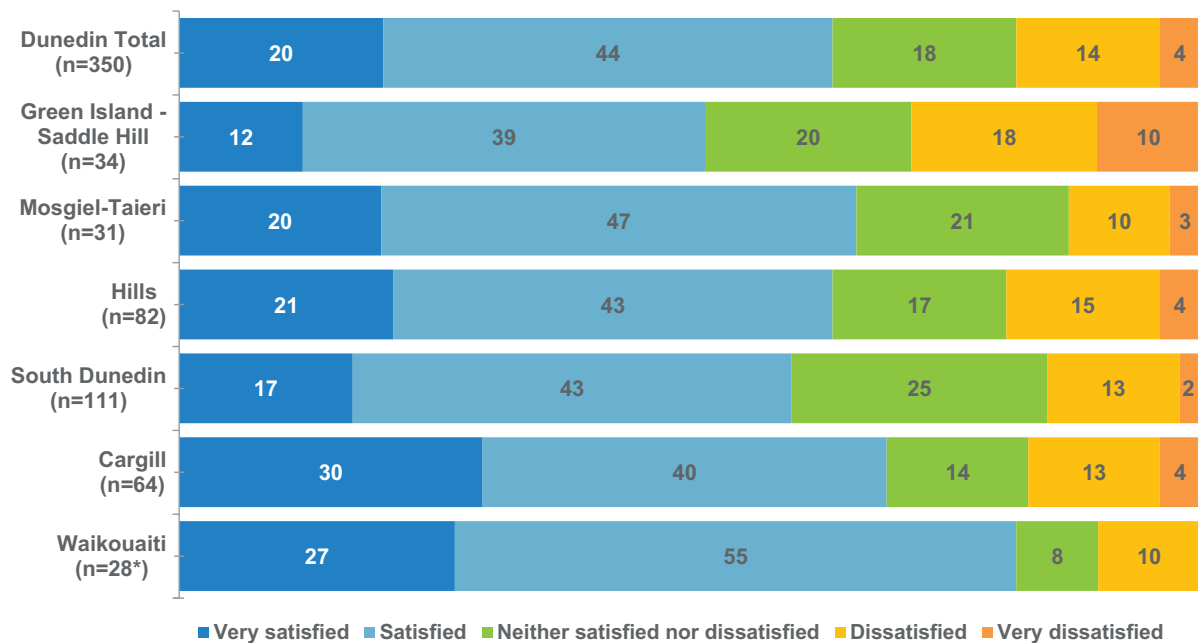
Those more likely to be not in paid employment and not looking for work are:

- Aged 65 years or more (72%)
- Household income earners of \$20,000 or less (39%) and \$20,001 to \$40,000 (46%).

10.2 BALANCE BETWEEN WORK AND OTHER ASPECTS OF LIFE

Nearly two thirds (64%) of Dunedin respondents who are in paid employment are satisfied with the balance they have between work and other aspects of life, with 20% stating they are *very satisfied* and 44% stating they are *satisfied*.

Figure 10.2: Balance between work and other aspects of life (%)



Base: Those in paid employment (excluding not answered)

*Caution small base sizes

Those more likely to be satisfied (*very satisfied* or *satisfied*) with their work/life balance are:

- Female (73%).

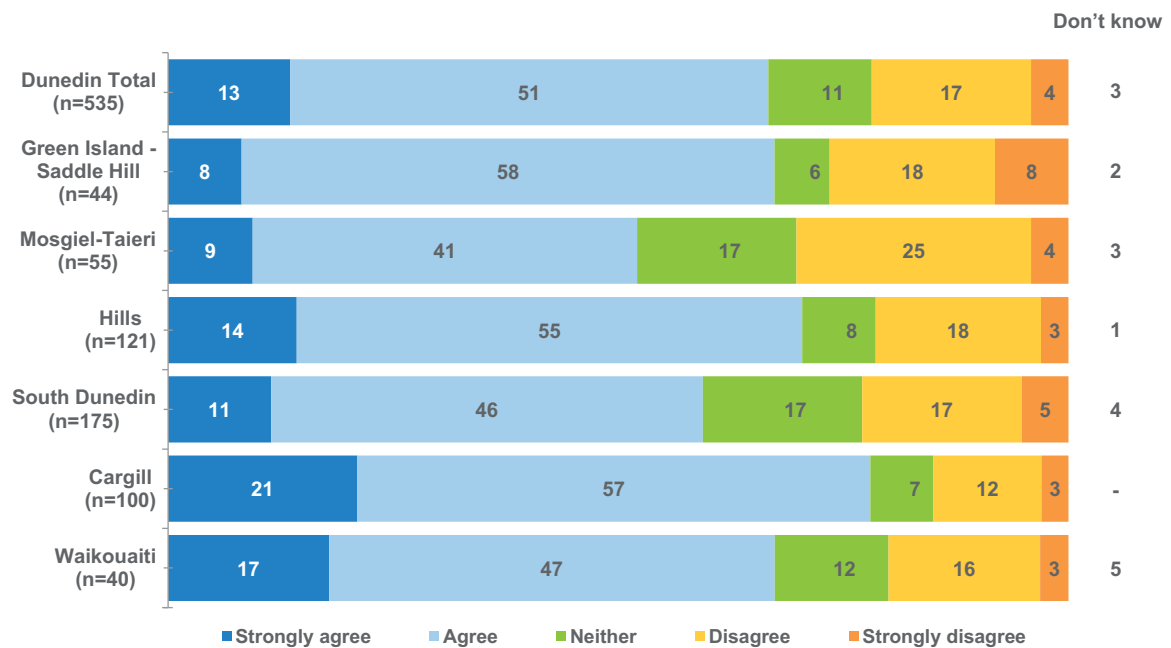
10.3 HOUSING COSTS

Respondents were asked how much they agree or disagree with three statements related to the house, townhouse or apartment they currently live in.

Affordability of housing

Two thirds (66%) of Dunedin respondents agree that their housing costs are affordable (housing costs include expenses like rent or mortgage, rates, house insurance and house maintenance), with 13% who *strongly agree* and 51% who *agree*.

Figure 10.3.1: Affordability of housing costs (%)



Base: All Respondents (excluding not answered)

Those who are more likely to agree (*strongly agree* or *agree*) that their housing costs are affordable are:

- Aged 65 years or more (82%)
- Household income earners of \$100,001 or more (82%)
- Living in Cargill (78%).

Those *less* likely to agree (*strongly agree* or *agree*) that their housing costs are affordable are:

- Living in Mosgiel-Taieri (50%) and South Dunedin (57%)
- Aged under 25 years (53%).

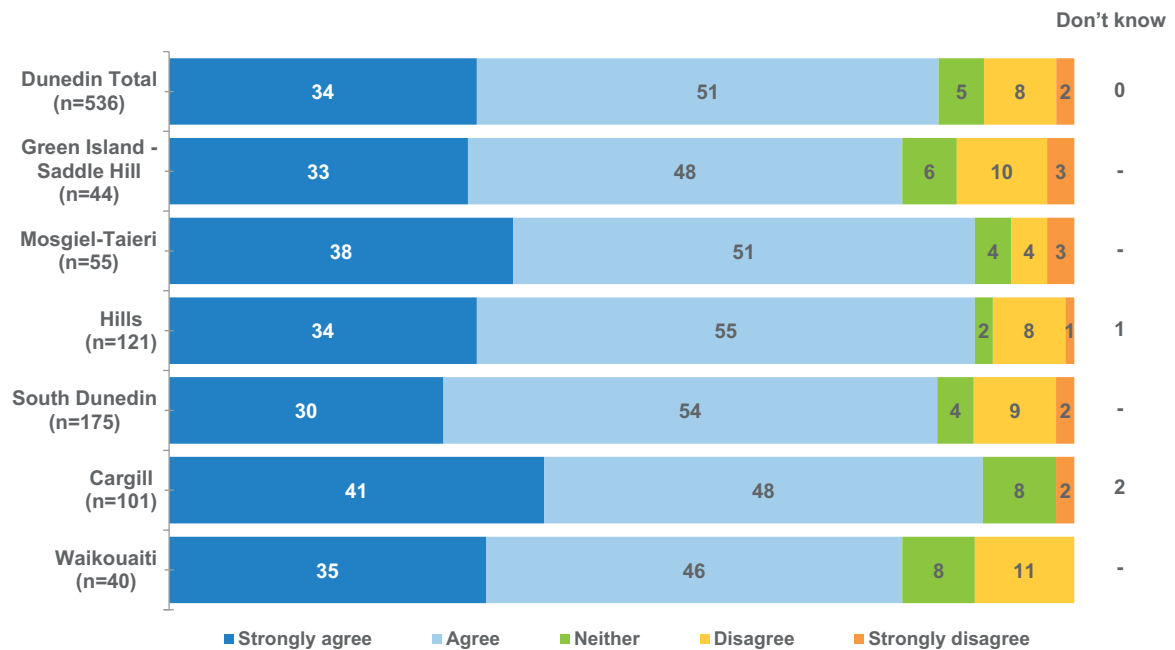
Those who are more likely to disagree (*disagree* or *strongly disagree*) that their housing costs are affordable are:

- Household income earners of \$70,001 to \$100,000 (32%).

Suitability of type of dwelling

Over eight in ten Dunedin respondents (85%) agree that the type of house or apartment they live in suits their needs and the needs of others in the household, with 34% who strongly agree and 51% who agree.

Figure 10.3.2: Suitability of housing type (%)



Base: All Respondents (excluding not answered)

Those more likely to agree (*strongly agree* or *agree*) that their housing type suits their needs are:

- Aged 65 years or more (98%).

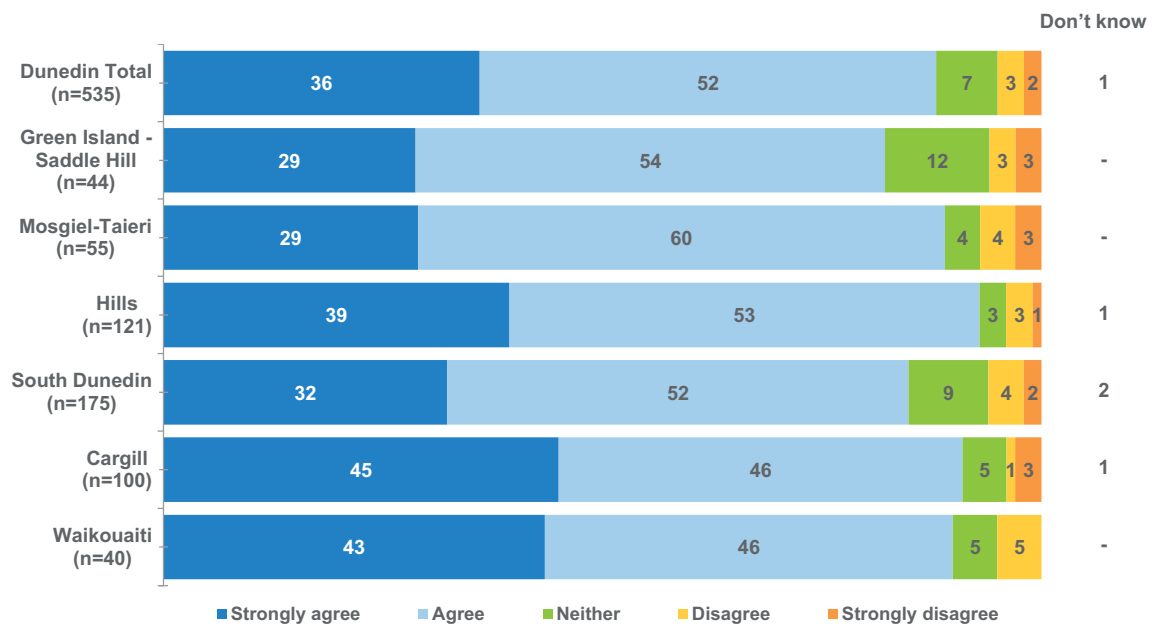
Those *less* likely to disagree that their housing type suits their needs are:

- Living in Cargill (2% compared to the Dunedin total of 10%).

Suitability of area lived in

Nearly nine in ten (88%) Dunedin respondents agree that the general area or neighbourhood their house or apartment is in suits their needs and the needs of others in the household with 36% who *strongly agree* and 52% who *agree*.

Figure 10.3.3: Location suits household needs (%)



Base: All Respondents (excluding not answered)

Those more likely to agree (*strongly agree* or *agree*) that the location their house or aptment is in suits their needs are:

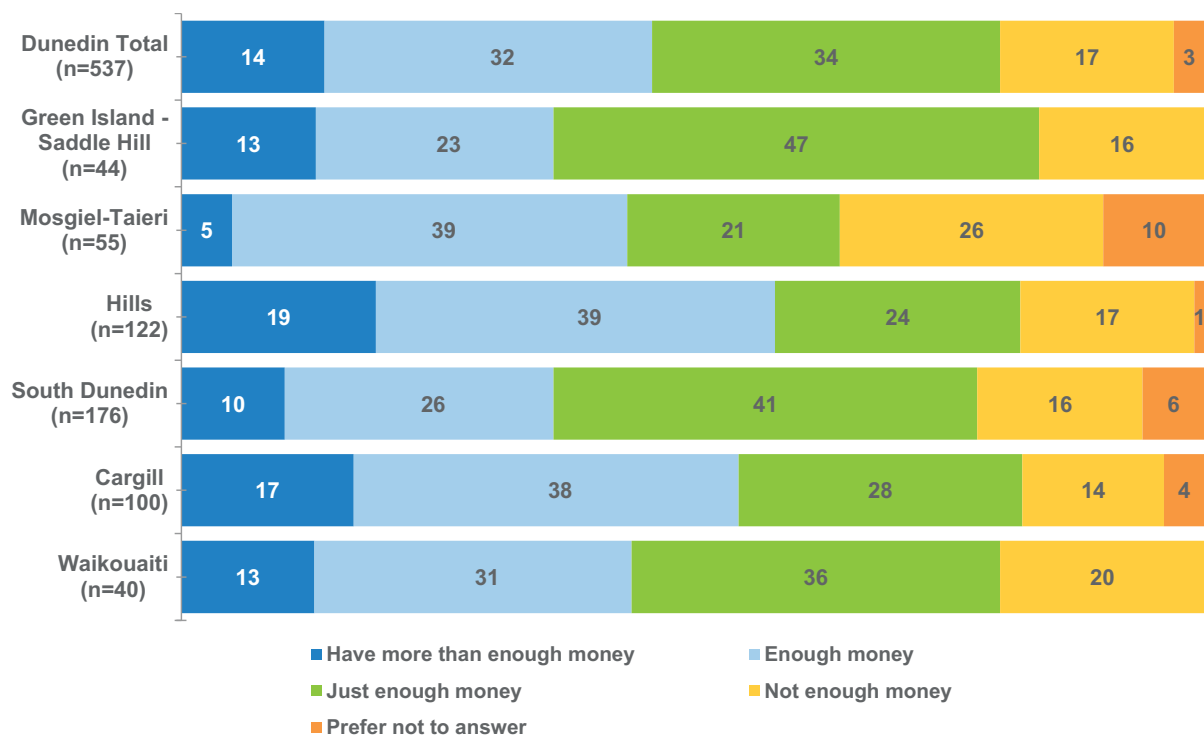
- Aged 65 years or more (97%).

10.4 ABILITY TO COVER COSTS OF EVERYDAY NEEDS

One in ten (14%) Dunedin respondents consider that they have *more than enough money* to cover the costs of their everyday needs such as accommodation, food, clothing and other necessities. An additional three in ten (32%) say they have *enough money*.

A further third (34%) say they have *just enough money*, while nearly two in ten (17%) Dunedin respondents say they do *not have enough money* to meet their everyday needs.

Figure 10.4: Ability to cover costs of everyday needs (%)



Base: All Respondents (excluding not answered)

Those more likely to say they have *more than enough money* to meet their everyday needs are:

- Household income earners of \$100,001 or more (37%)
- Aged 50 to 64 years (22%).

Those more likely to say they have *enough money* to meet their everyday needs are:

- Household income earners of \$70,001 to \$100,000 (46%)
- Aged 65 years or more (44%)
- Living in the Hills (39%).

Those more likely to say they have *just enough money* to meet their everyday needs are:

- Household income earners of \$20,000 or less (49%)
- Aged under 25 years (45%)
- Living in South Dunedin (41%).

Those *less* likely to say they have just enough money to meet their everyday needs are:

- Living in Mosgiel-Taieri (21%).

Those more likely to say they do *not have enough money* to meet their everyday needs are:

- Household income earners of \$20,000 or less (30%) and \$20,001 to \$40,000 (29%).

APPENDIX I

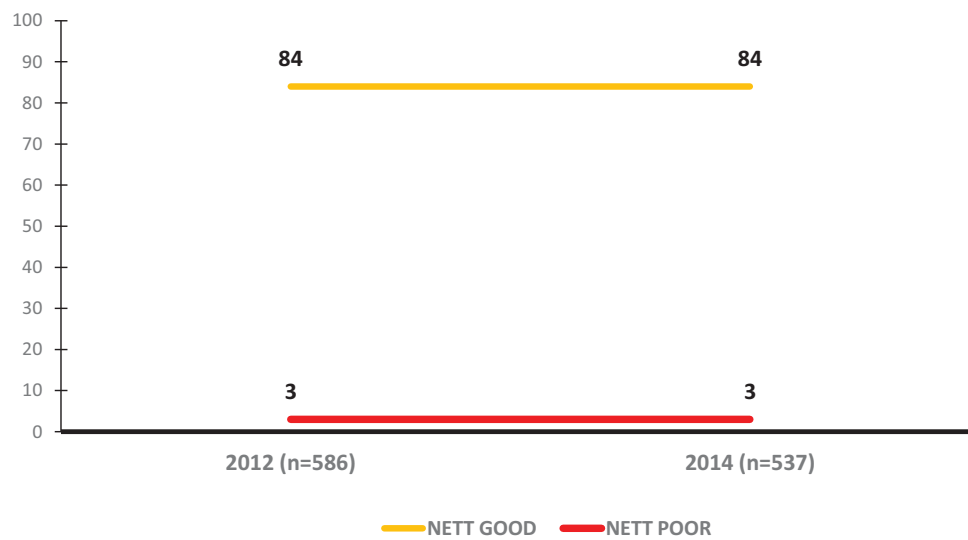
RESULTS OVER TIME



TIME SERIES

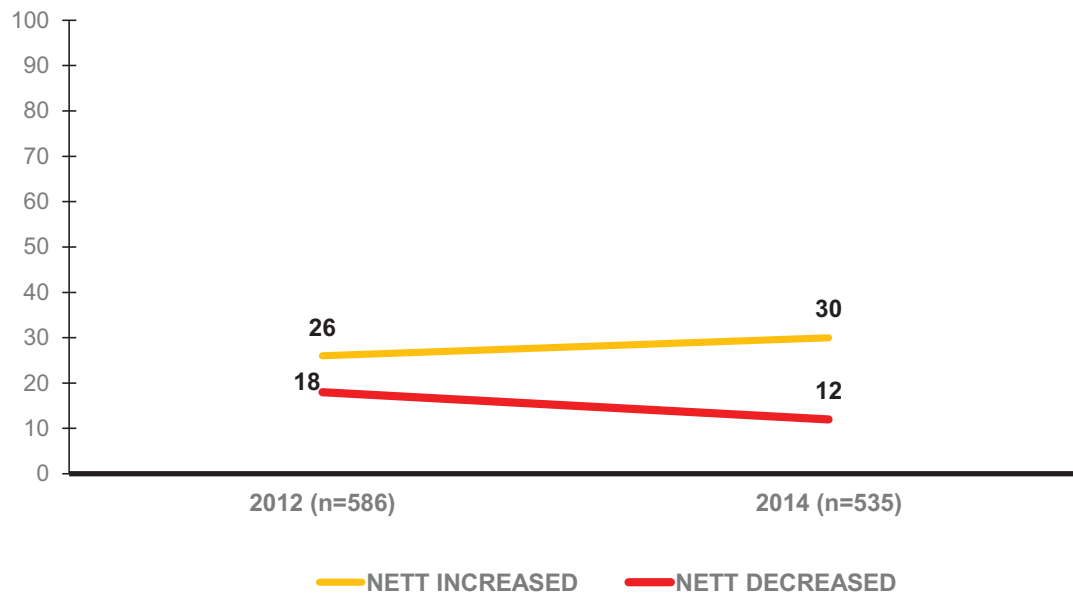
The following charts compare the results of all questions asked in 2014 with results from the 2012 Quality of Life survey. Significant differences over 5% are commented on. For all scale questions, significance testing has been done at the nett level (top two and bottom two boxes).

Chart 1: Overall quality of life – 2012/2014 (%)



Base: All Respondents (excluding not answered)

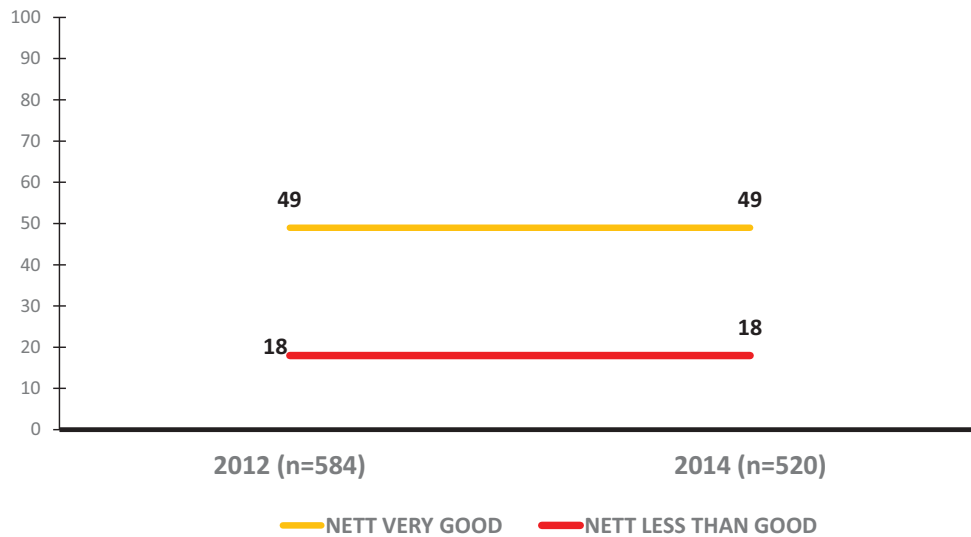
Chart 2: Quality of life compared to 12 months ago – 2012/2014 (%)



Base: All Respondents (excluding not answered)

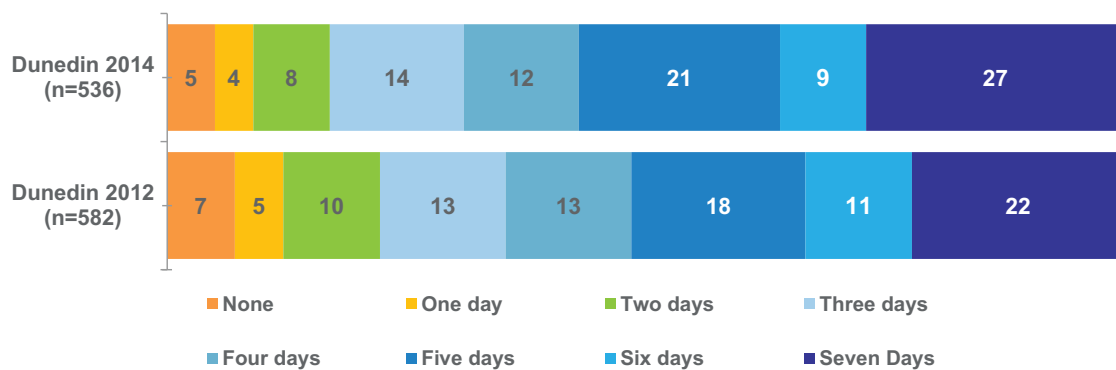
There has been a significant decrease in the percentage of respondents who consider that their quality of life has decreased compared to the previous 12 months (18% in 2012 cf. 12% in 2014).

Chart 3: Overall health – 2012/2014 (%)



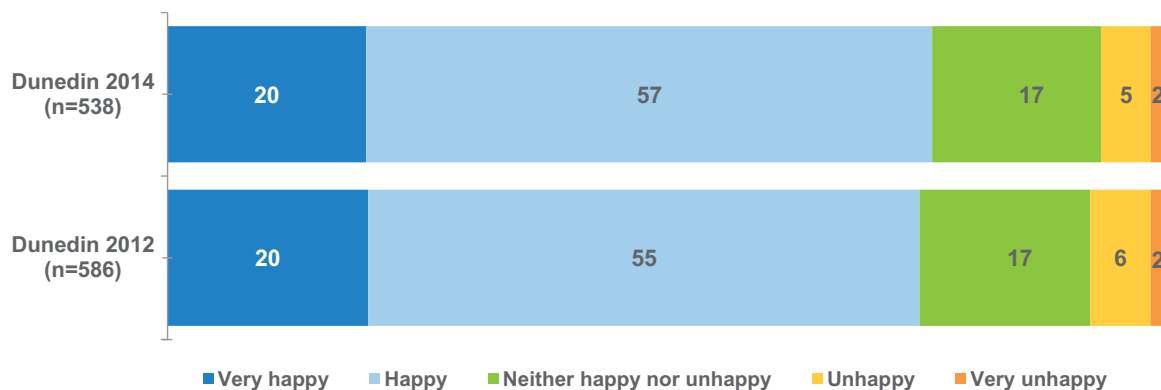
Base: All Respondents (excluding not answered)

Chart 4: Frequency of doing physical activity – 2012/2014 (%)



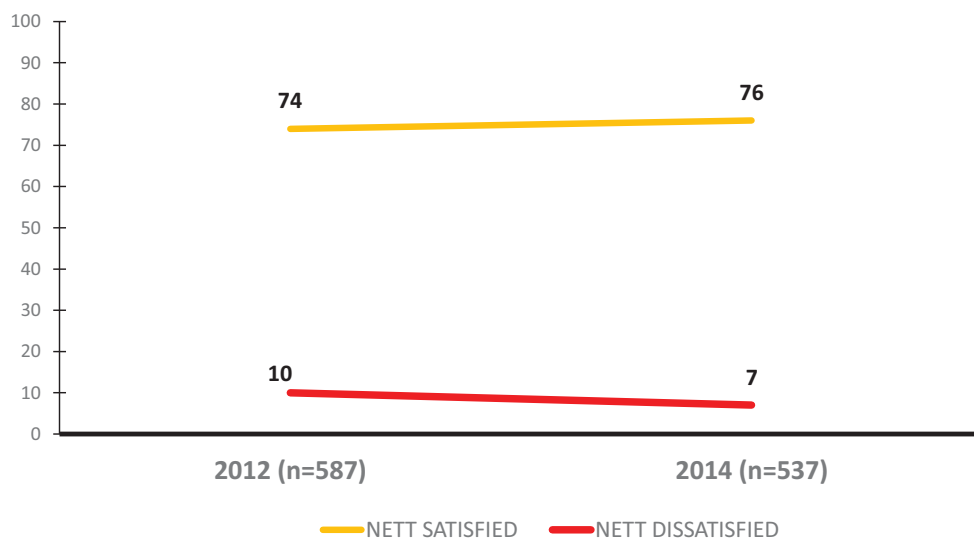
Base: All Respondents (excluding not answered)

Chart 5: Emotional wellbeing – 2012/2014 (%)



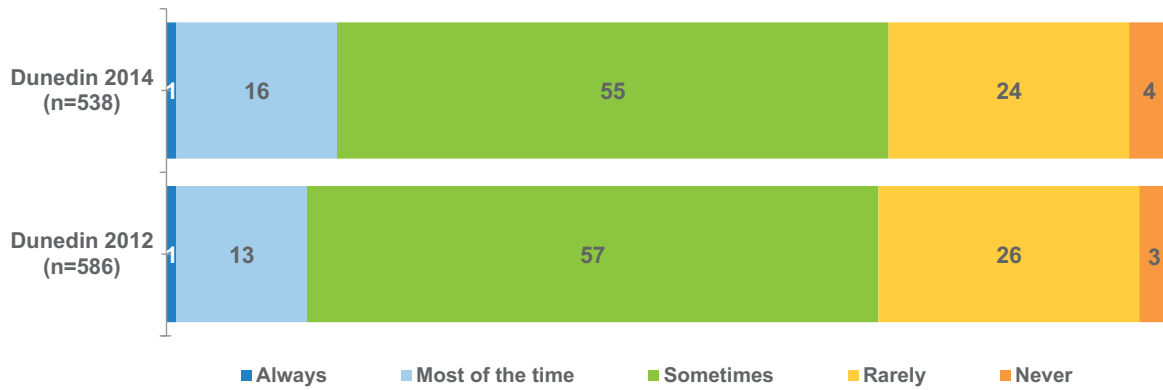
Base: All Respondents (excluding not answered)

Chart 6: Satisfaction with life in general – 2012/2014 (%)



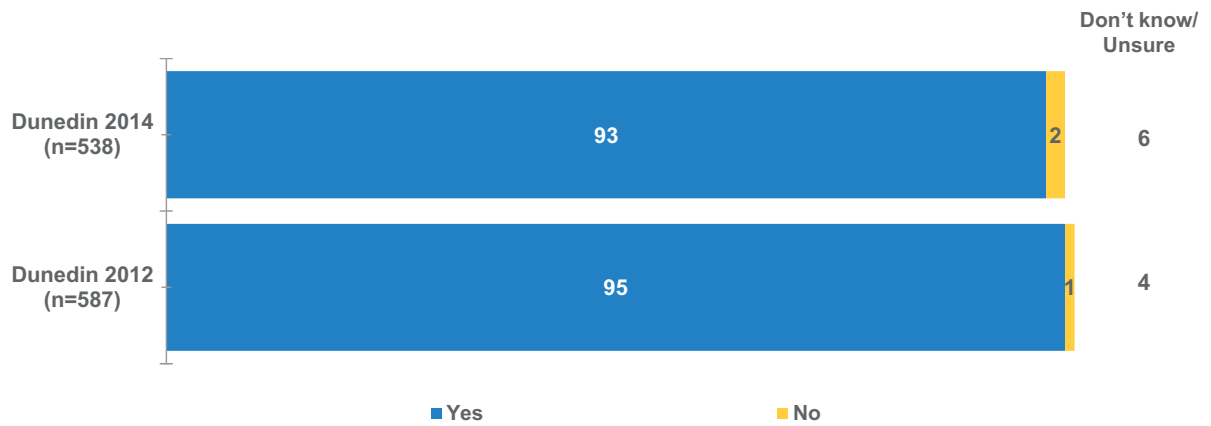
Base: All Respondents (excluding not answered)

Chart 7: Frequency of experiencing stress – 2012/2014 (%)



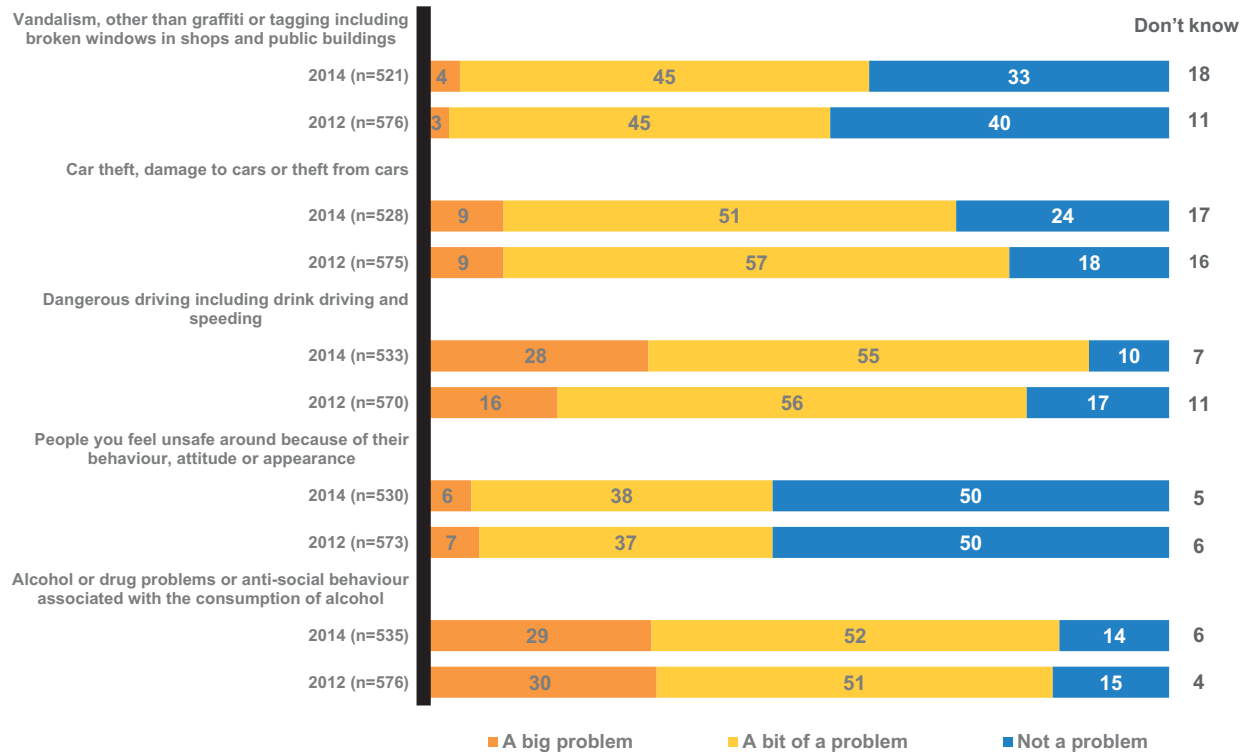
Base: All Respondents (excluding not answered)

Chart 8: Availability of support – 2012/2014 (%)



Base: All Respondents (excluding not answered)

Chart 9: Issues in local area in previous 12 months – 2012/2014 (%)

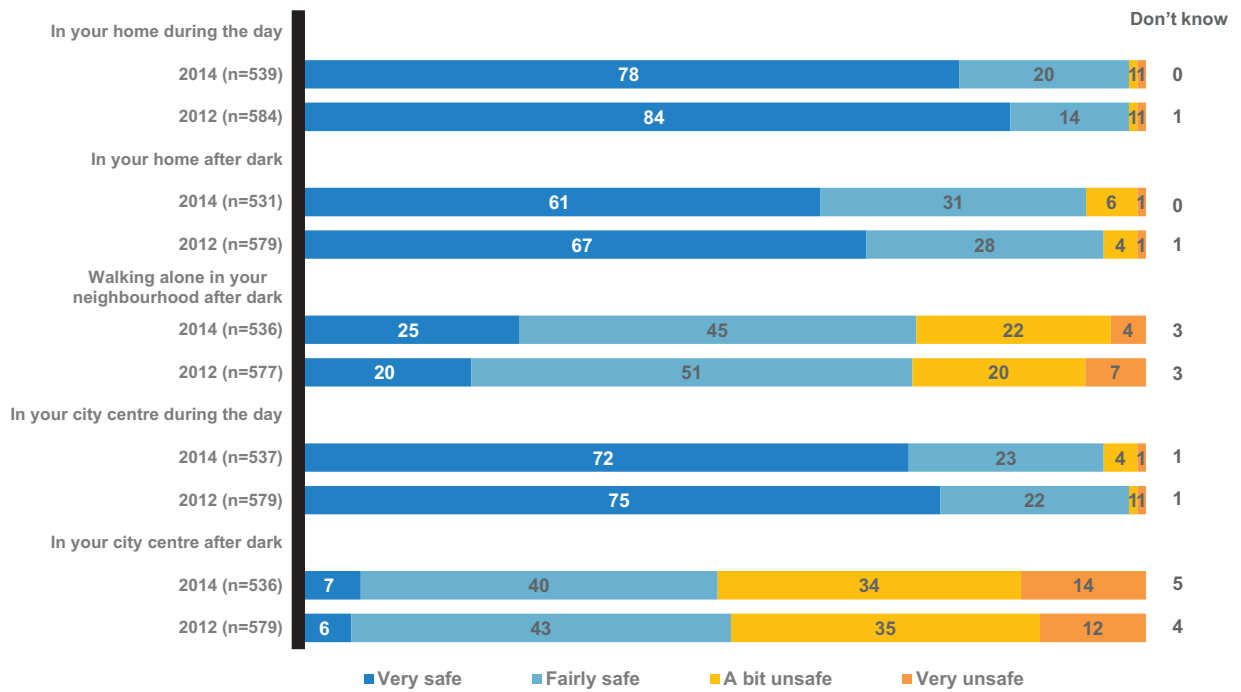


Base: All Respondents (excluding not answered)

There has been a significant decrease in the percentage of Dunedin respondents who perceive that car theft, damage to cars or theft from cars has been a problem (*a big problem or a bit of a problem*) in their local area in the previous 12 months (66% in 2012 cf. 60% 2014).

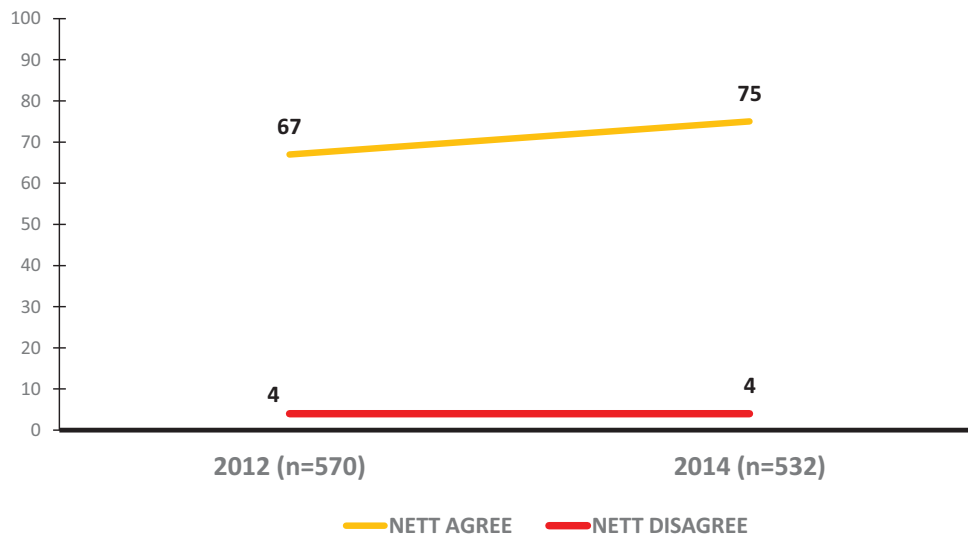
There has been a significant increase in the percentage of Dunedin respondents who perceive that dangerous driving including drink driving and speeding has been a problem (*a big problem or a bit of a problem*) in their local area in the previous 12 months (72% in 2012 cf. 83% in 2014).

Chart 10 : Sense of safety - 2012/2014 (%)



Base: All Respondents (excluding not answered)

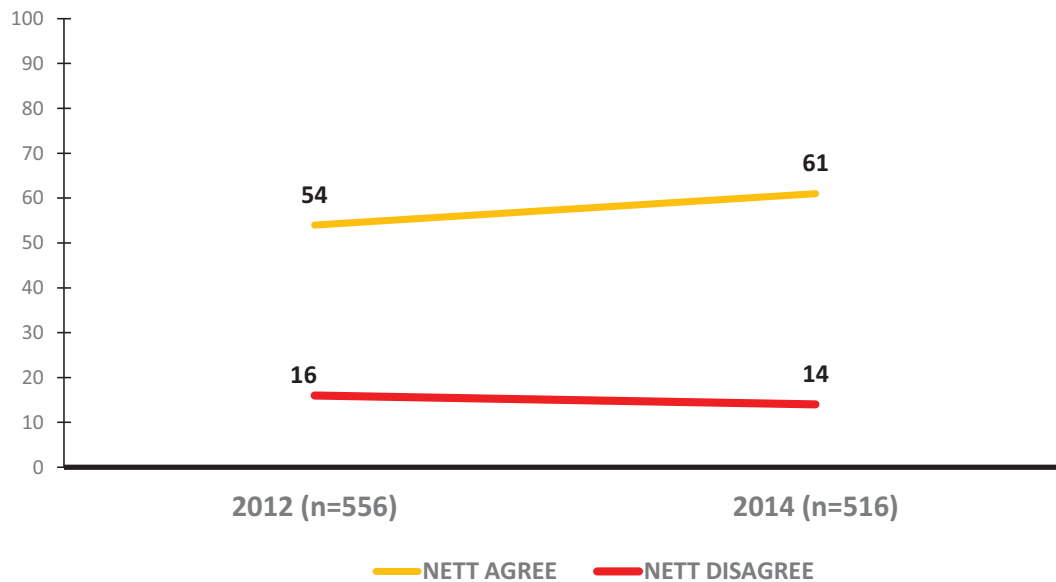
Chart 11: Importance of sense of community – 2012/2014 (%)



Base: All Respondents (excluding not answered)

There has been a significant increase in the percentage of Dunedin respondents who agree (*strongly agree* or *agree*) that it is important to feel a sense of community with people in the local neighbourhood (67% in 2012 cf. 75% in 2014).

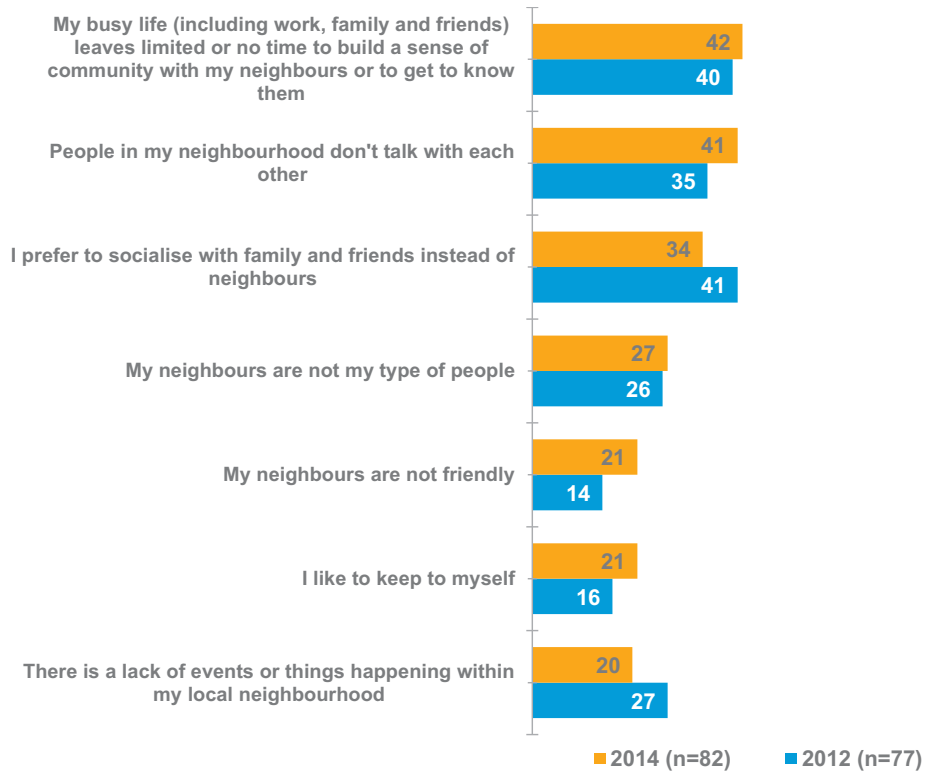
Chart 12: Feel a sense of community – 2012/2014 (%)



Base: All Respondents (excluding not answered)

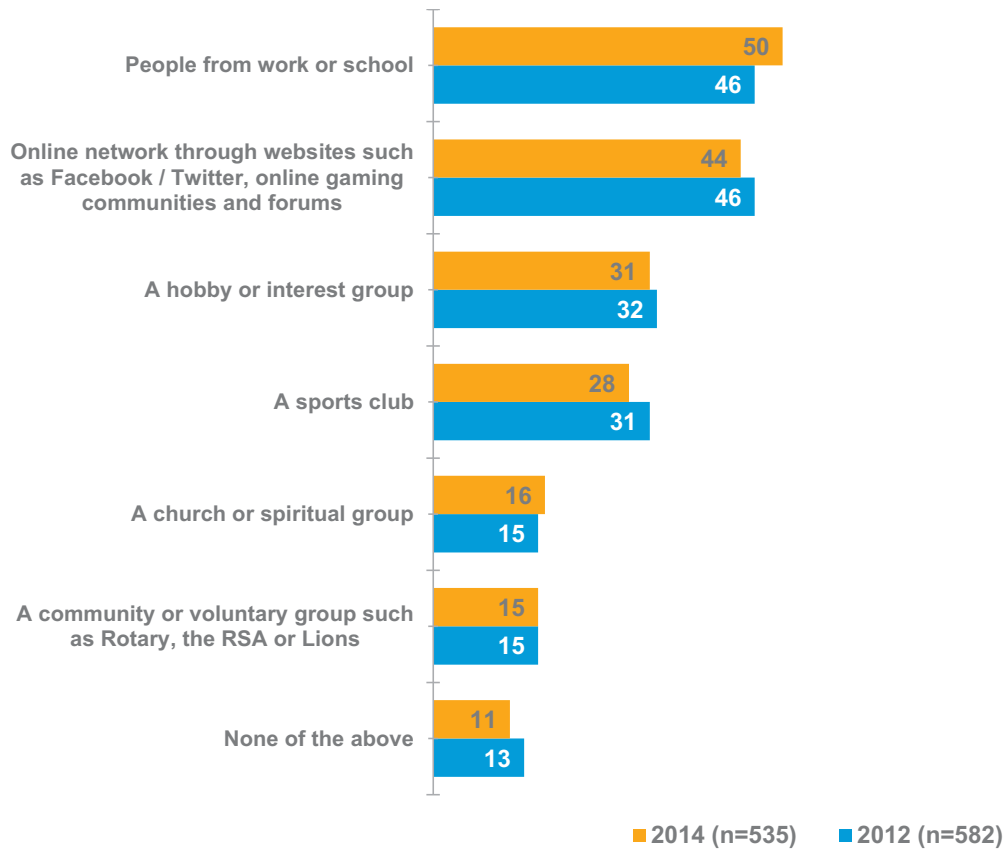
There has been a significant increase in the percentage of Dunedin respondents who agree (*strongly agree* or *agree*) that they actually feel a sense of community with others in their local neighbourhood (54% in 2012 cf. 61% in 2014).

Chart 13: Most common reasons for a lack of sense of community – 2012/2014 (%)



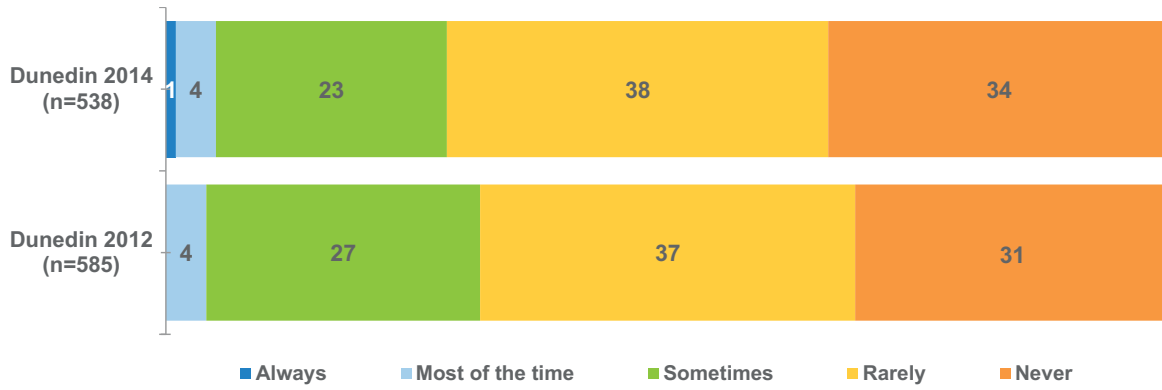
Base: Respondents who lack a sense of community (excluding not answered)

Chart 14: Social networks and groups belonging to – 2012/2014 (%)



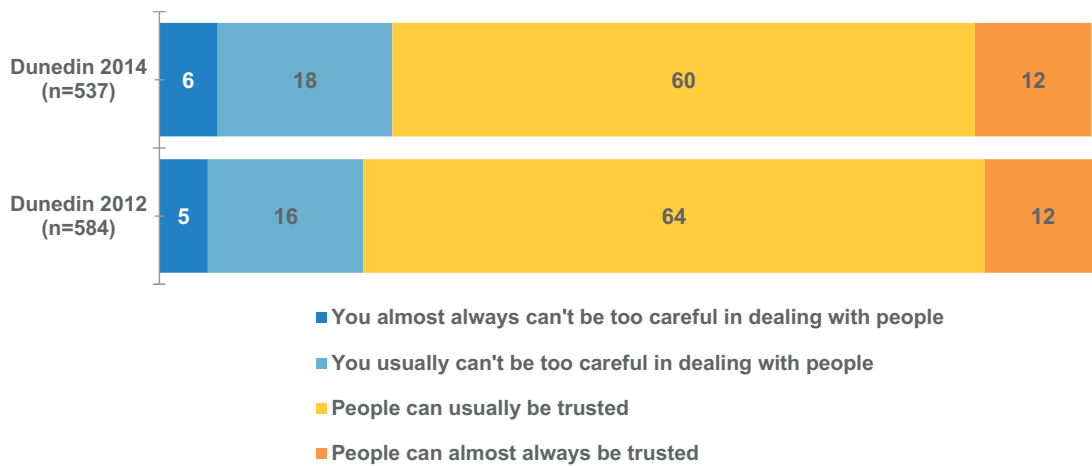
Base: All Respondents (excluding not answered)

Chart 15: Feeling of isolation – 2012/2014 (%)



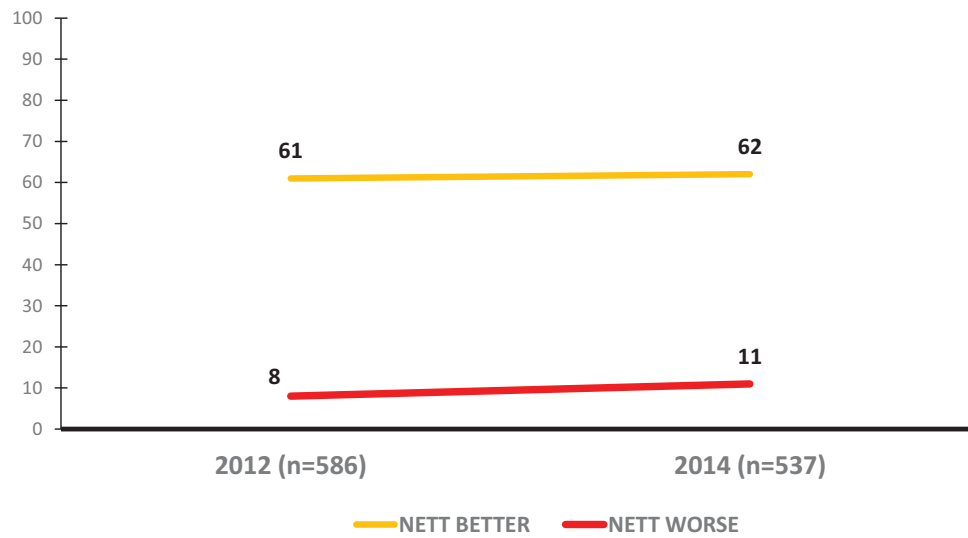
Base: All Respondents (excluding not answered)

Chart 16: Sense of trust – 2012/2014 (%)



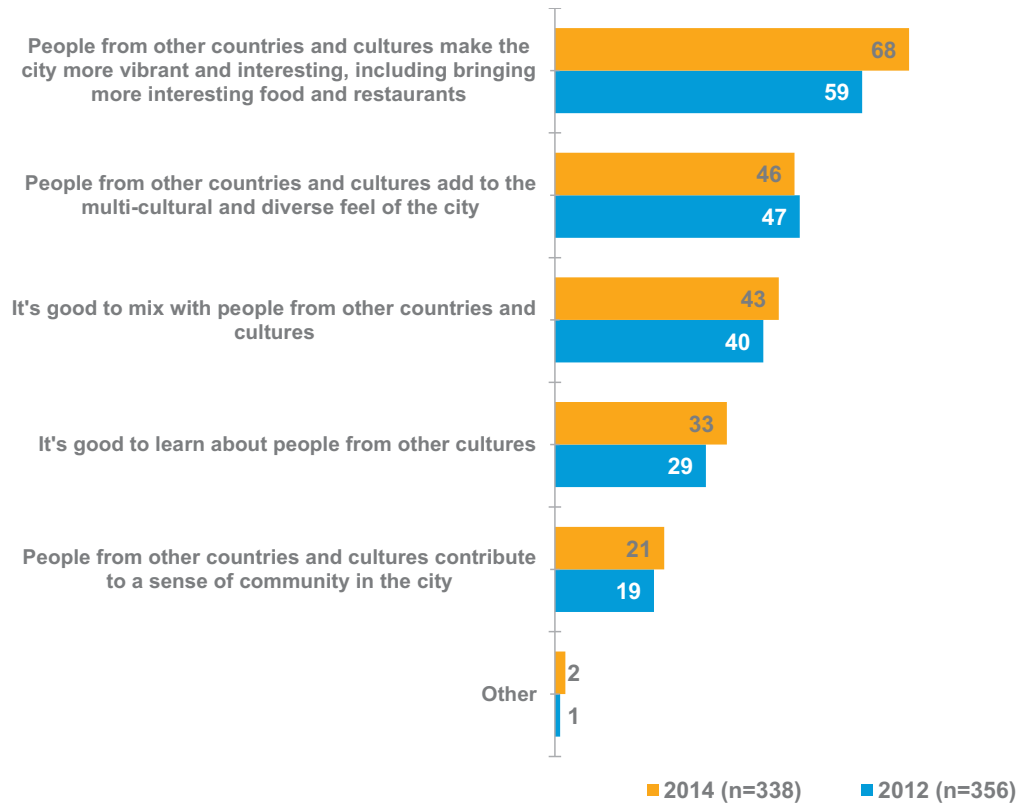
Base: All Respondents (excluding not answered)

Chart 17: Impact of cultural diversity – 2012/2014 (%)



Base: All Respondents (excluding not answered)

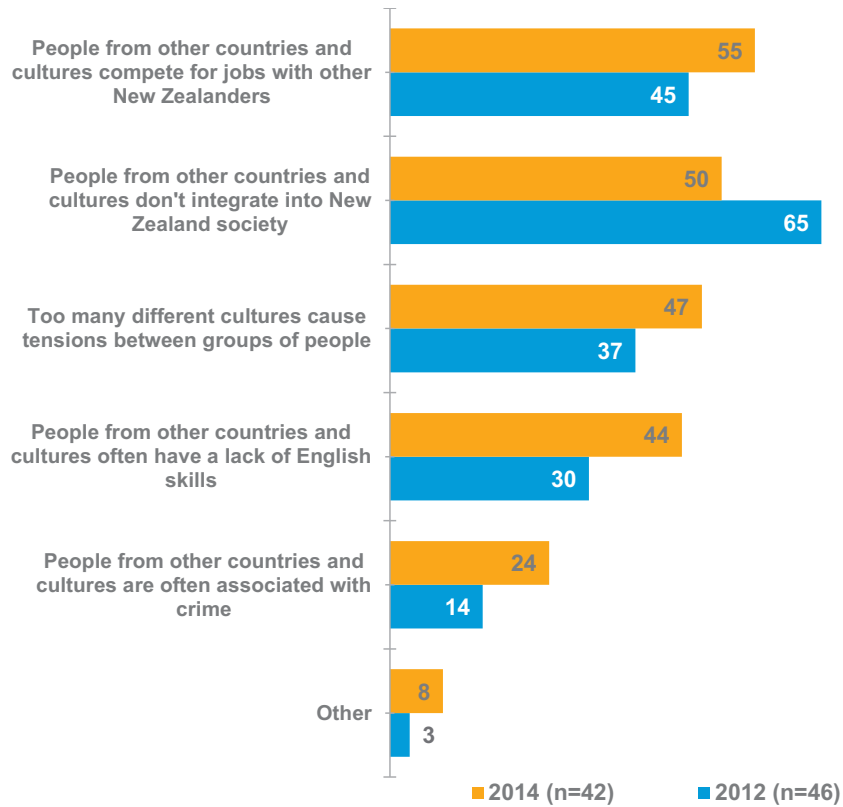
Chart 18: Most frequently mentioned reasons for positive impact of greater cultural diversity – 2012/2014 (%)



Base: Those who say different lifestyles/cultures positive (excluding not answered)

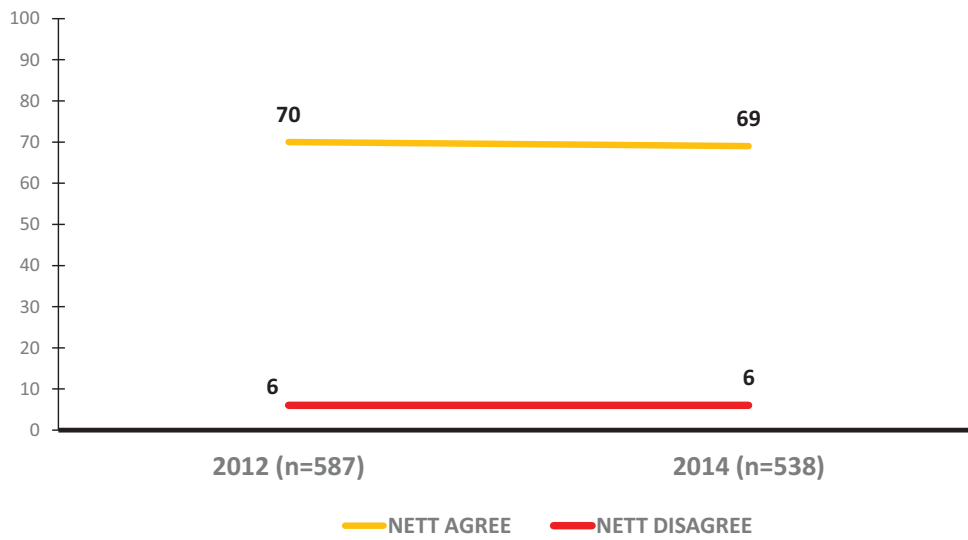
There has been a significant increase in the percentage of Dunedin respondents who think that people from other countries and cultures make the city more vibrant and interesting (59% in 2012 cf. 68% in 2014).

Chart 19: Most frequently mentioned reasons for negative impact of greater cultural diversity – 2012/2014 (%)



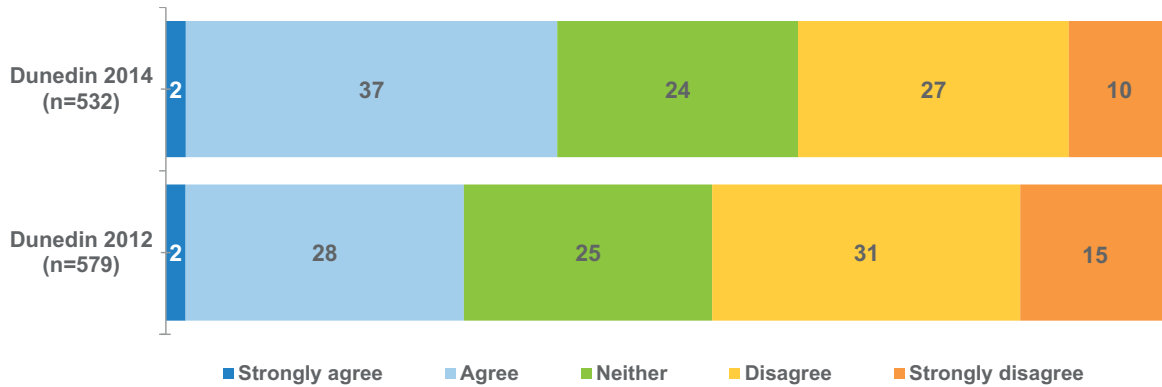
Base: Those who say different lifestyles/cultures negative (excluding not answered)

Chart 20: Culturally rich and diverse arts scene – 2012/2014 (%)



Base: All Respondents (excluding not answered)

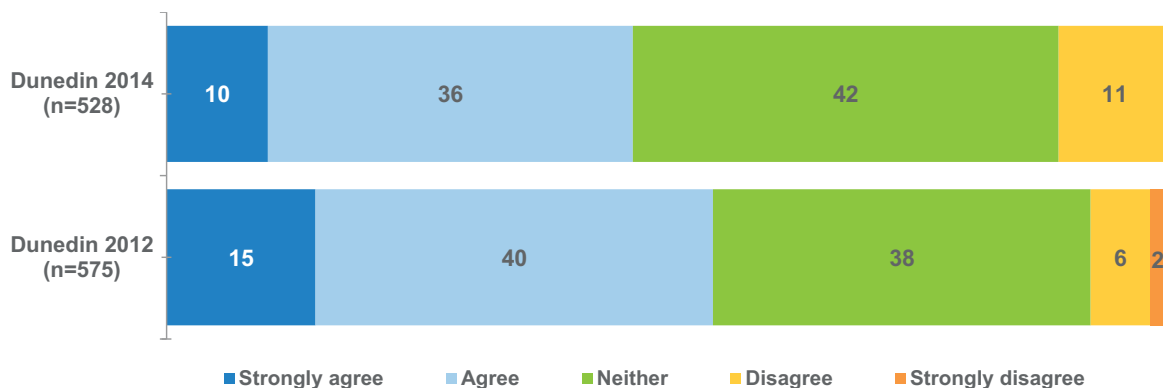
Chart 21: Understanding of Council decision making process – 2012/2014 (%)



Base: All Respondents (excluding not answered)

There has been a significant increase in the percentage of Dunedin respondents who agree (*strongly agree* or *agree*) that they understand how the Council makes decisions (30% in 2012 cf. 39% in 2014) with a corresponding decrease in the percentage who disagree (*disagree* or *strongly disagree*) that they understand how the Council makes decisions (46% in 2012 to 37% in 2014).

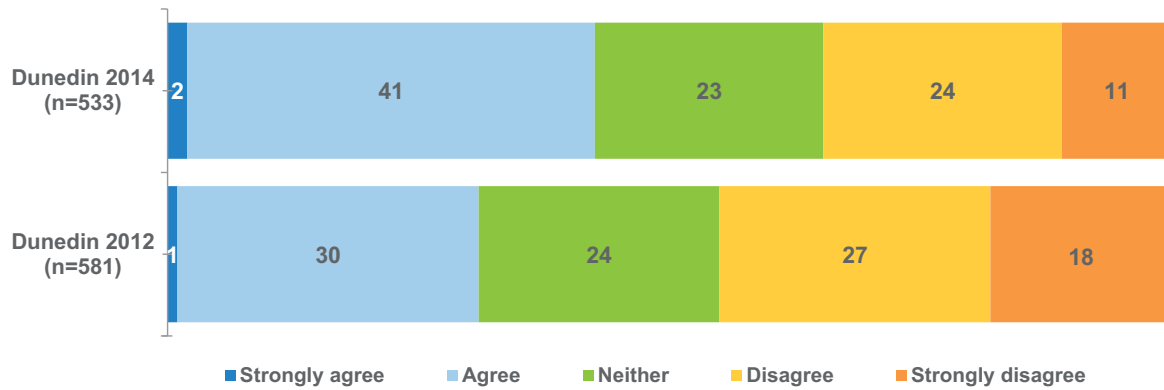
Chart 22: Want to have more say in Council decision making – 2012/2014 (%)



Base: All Respondents (excluding not answered)

There has been a significant decrease in the percentage of Dunedin respondents who agree (*strongly agree* or *agree*) they want to have more of a say in Council decision-making (55% in 2012 cf. 46% in 2014).

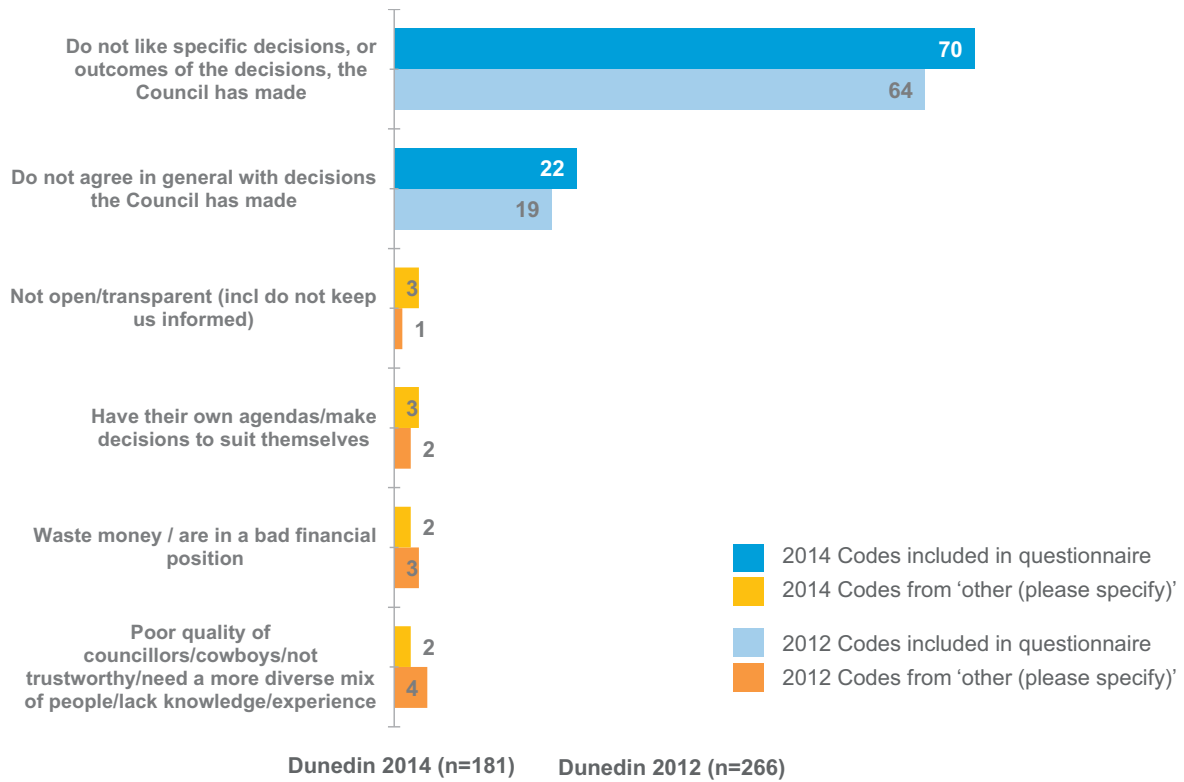
Chart 23: Confidence in Council decision making process– 2012/2014 (%)



Base: All Respondents (excluding not answered)

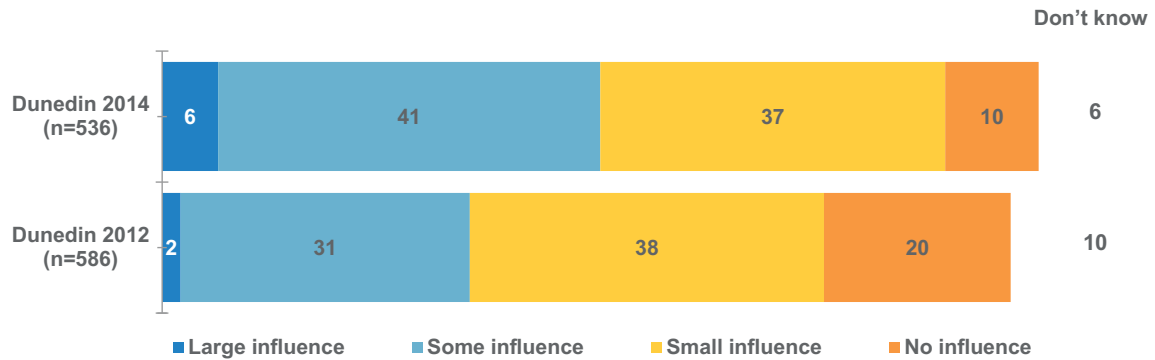
There has been a significant increase in the percentage of Dunedin respondents who agree (*strongly agree* or *agree*) they have confidence in the Council decision-making process (31% in 2012 cf. 43% in 2014) and a corresponding decrease in the percentage who disagree (45% in 2012 cf. 35% in 2014).

Chart 24: Reasons for lack of confidence in Council decision making – 2012/2014 (%)



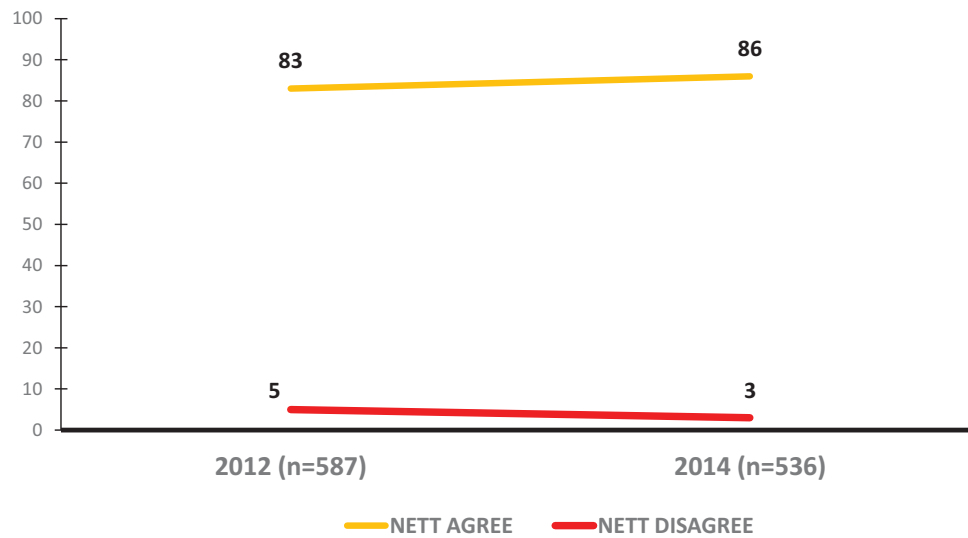
Base: Those who do not have confidence in Council decision making process (excluding not answered)

Chart 25: Perception of public's influence on Council decision-making – 2012/2014 (%)

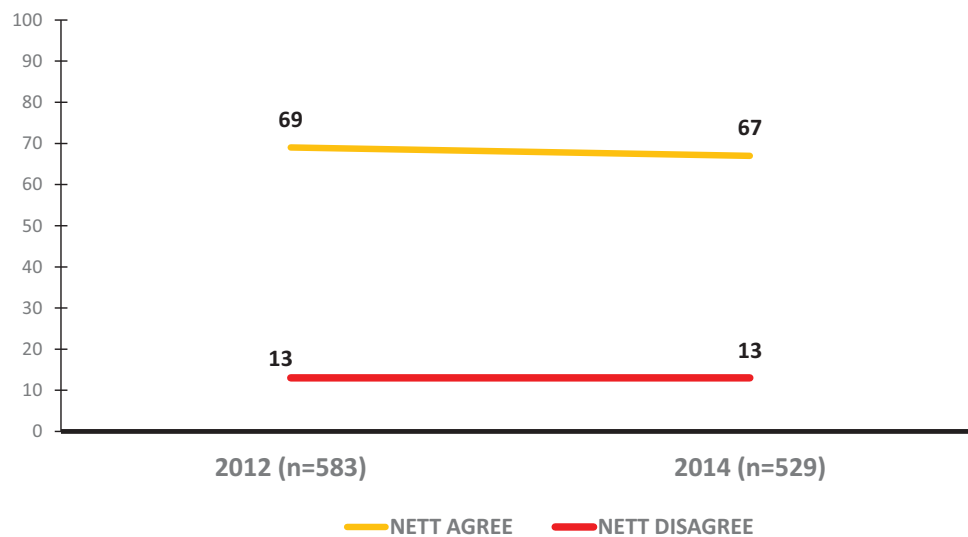


Base: All Respondents (excluding not answered)

There has been a significant increase in the percentage of Dunedin respondents who consider that the public has an influence (*large influence* or *some influence*) on Council decision-making (33% in 2012 cf. 47% in 2014). There has also been a corresponding significant decrease in the percentage of Dunedin respondents who consider that the public has little influence (*small influence* or *no influence*) on Council decision-making (58% in 2012 cf. 47% in 2014).

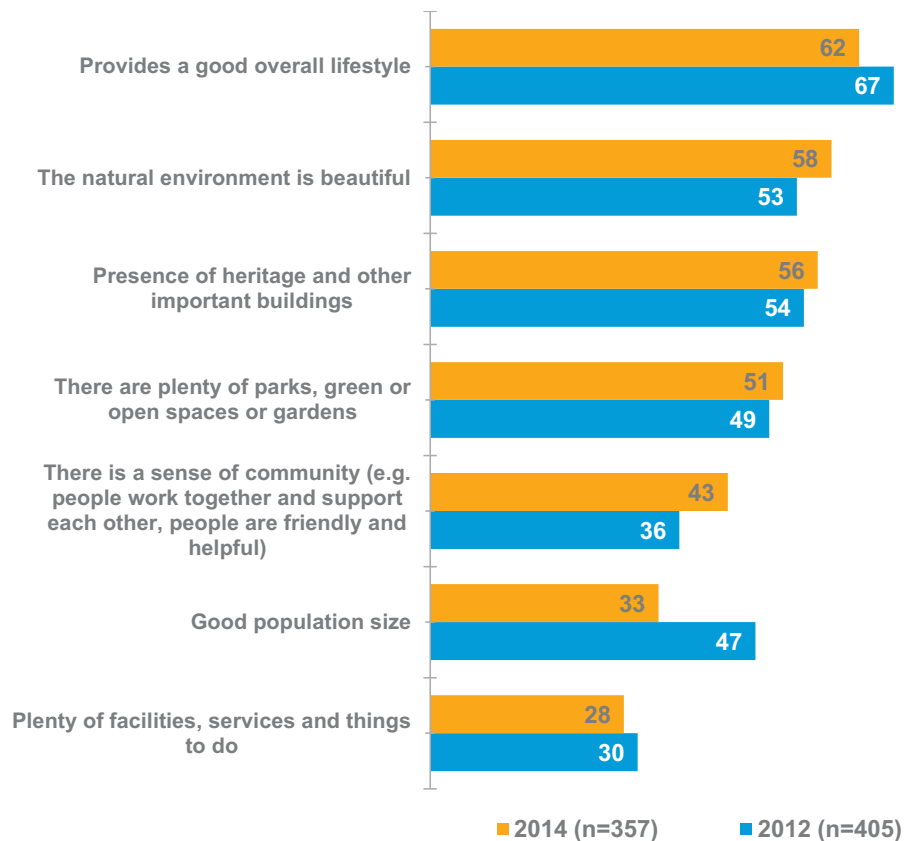
Chart 26: City is a great place to live – 2012/2014 (%)

Base: All Respondents (excluding not answered)

Chart 27: Pride in the look and feel of the city – 2012/2014 (%)

Base: All Respondents (excluding not answered)

Chart 28: Most frequently mentioned reasons for pride in the look and feel of the city – 2012/2014 (%)

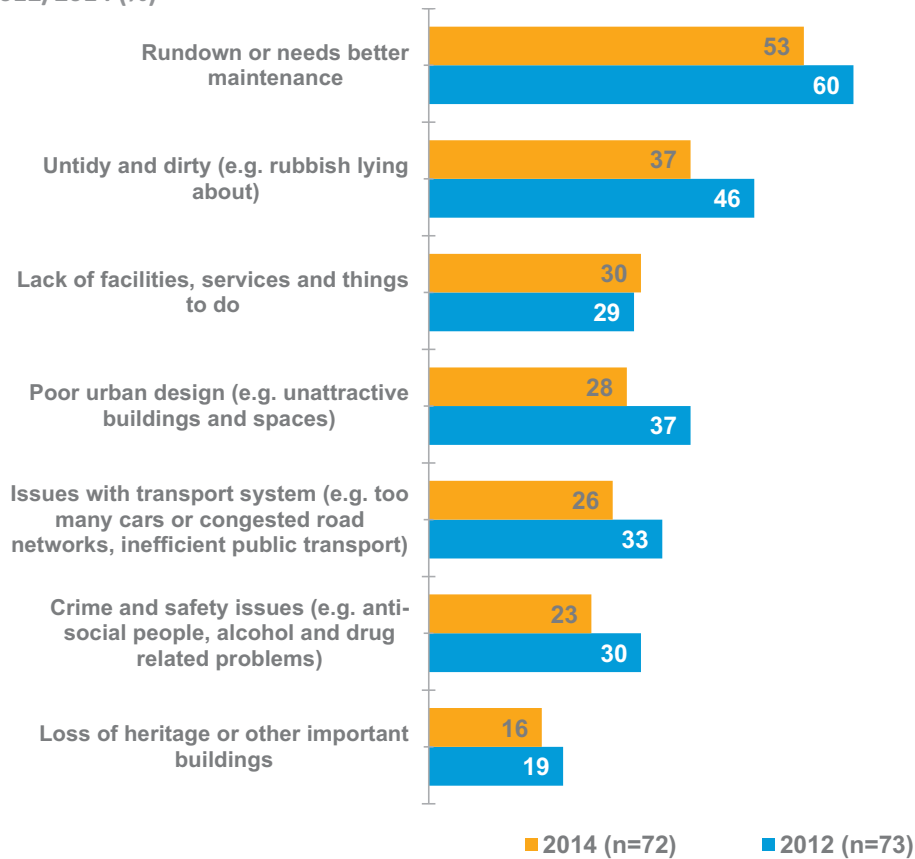


Base: Those who do have a sense of pride in the city's look and feel (excluding not answered)

There has been a significant increase in the percentage of Dunedin respondents who mentioned there is a sense of community as a reason for having pride in the look and feel of the city (36% in 2012 cf. 43% in 2014).

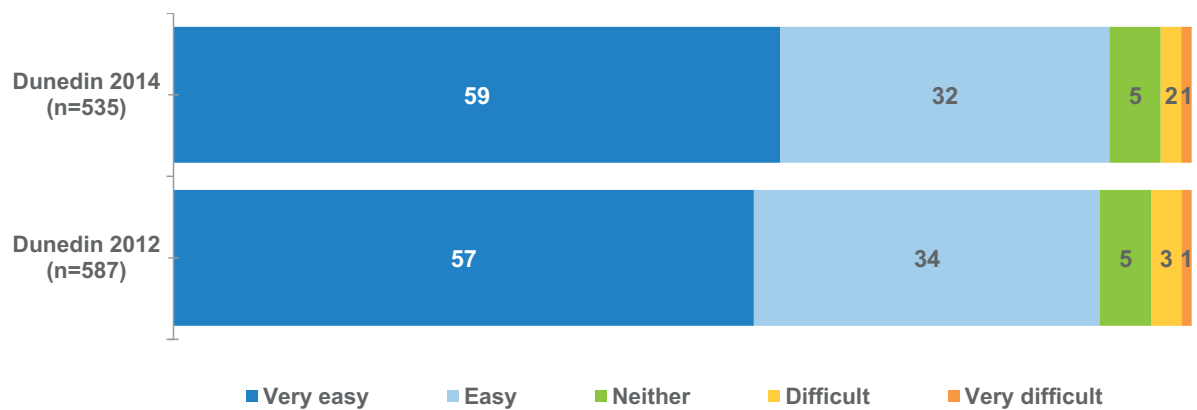
There has been a significant decrease in the percentage of Dunedin respondents who mentioned that the city has a good population size as a reason for having a sense of pride in the city (47% in 2012 cf. 33% in 2014).

Chart 29: Most frequently mentioned reasons for lack of pride in the look and feel of the city – 2012/2014 (%)



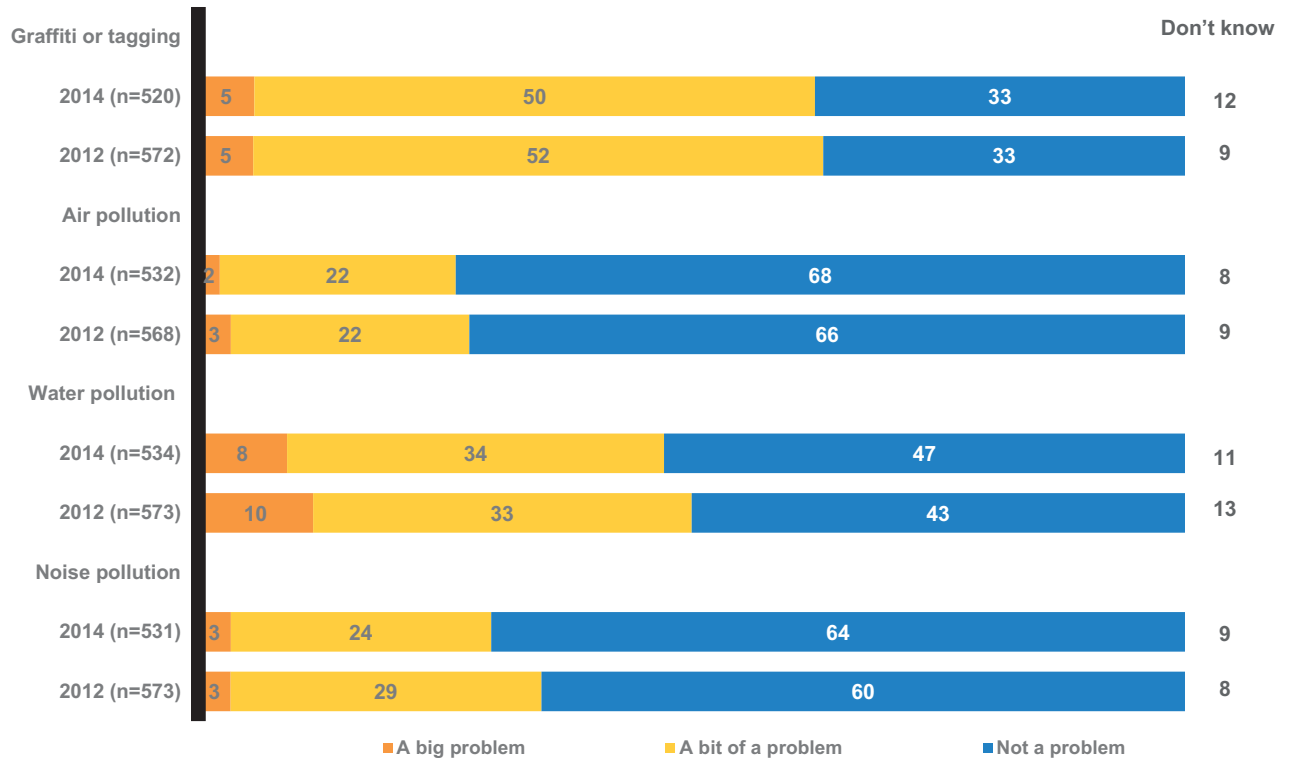
Base: Those who have a lack of pride in the city's look and feel (excluding not answered)

Chart 30: Ease of access to local park or other green space – 2012/2014 (%)



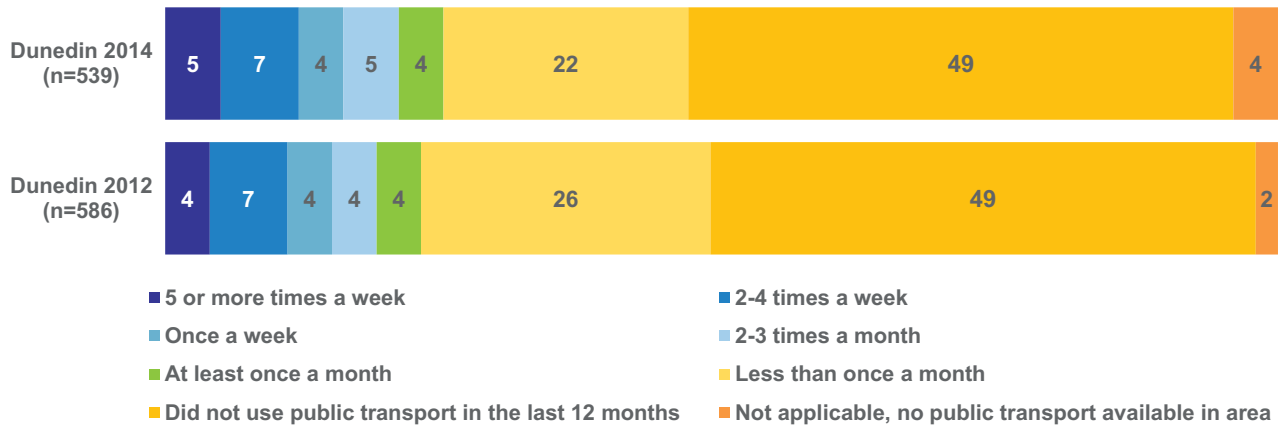
Base: All Respondents (excluding not answered)

Chart 31: Environmental problems – 2012/2014 (%)



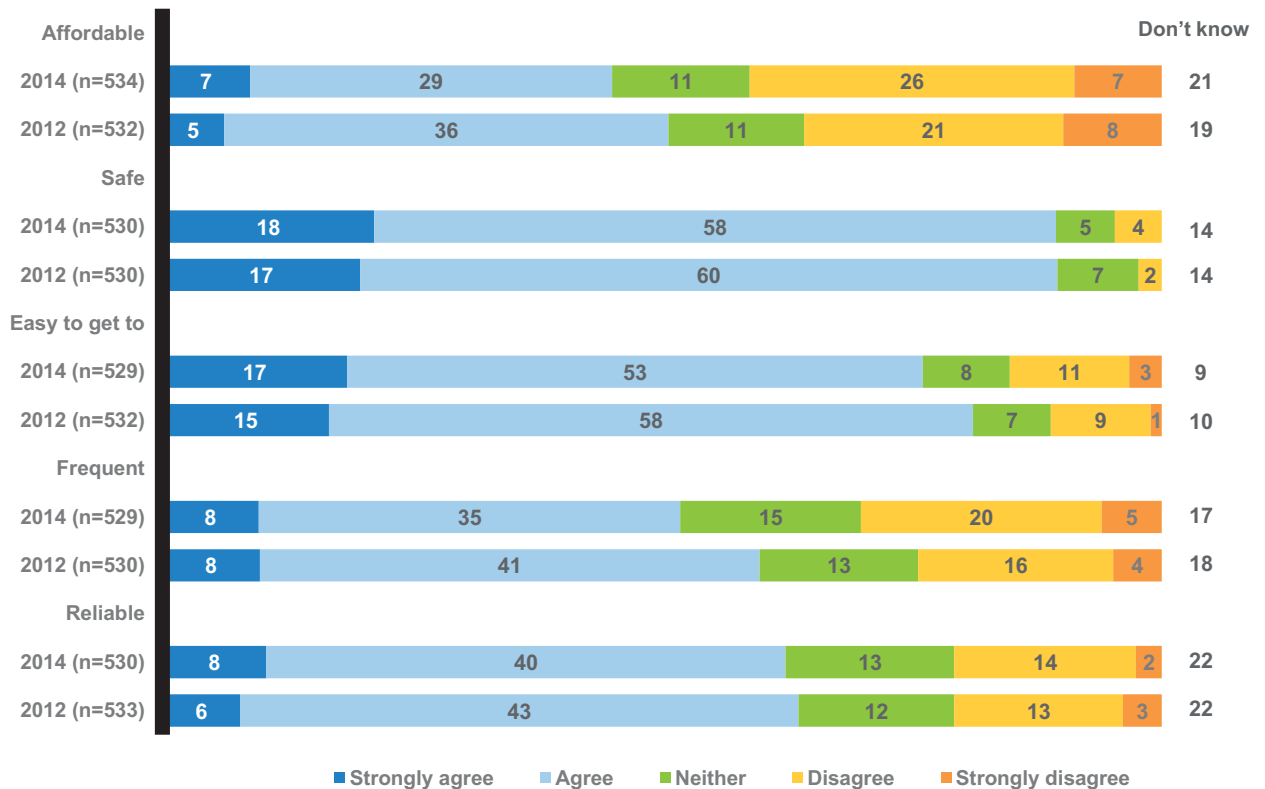
Base: All Respondents (excluding not answered)

Chart 32: Frequency of use of public transport– 2012/2014 (%)



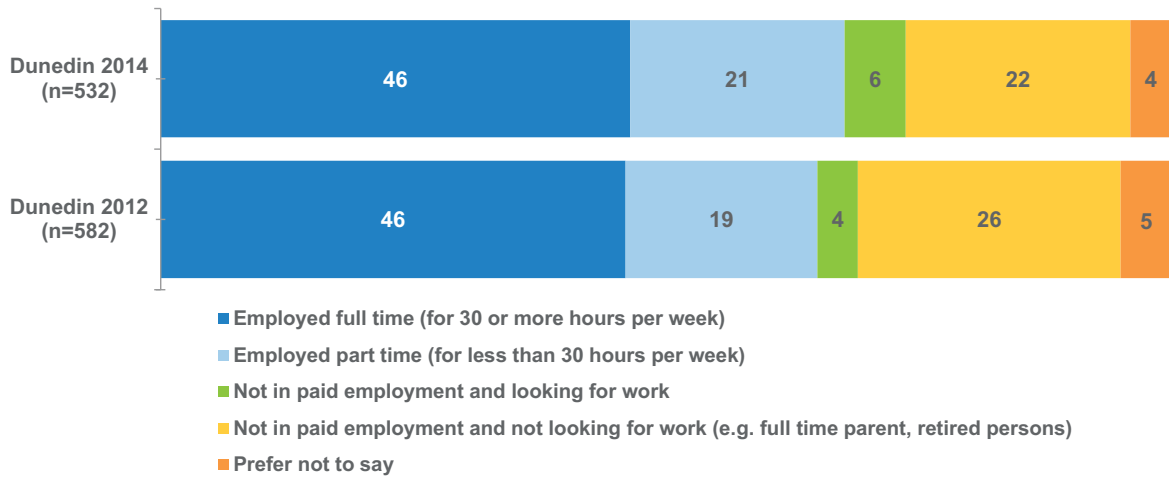
Base: All Respondents (excluding not answered)

Chart 33: Perception of public transport – 2012/2014 (%)



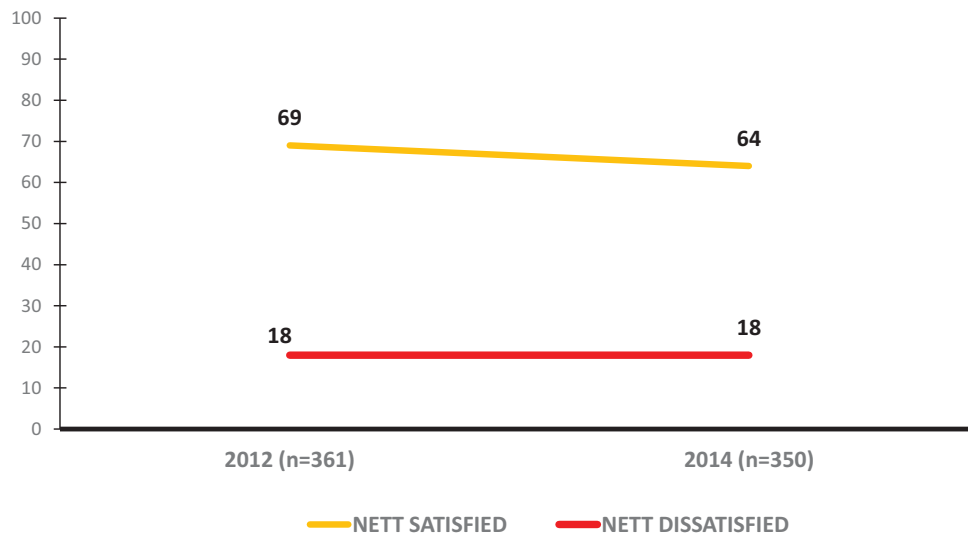
Base: All Respondents (excluding not answered)

Chart 34: Employment status – 2012/2014 (%)



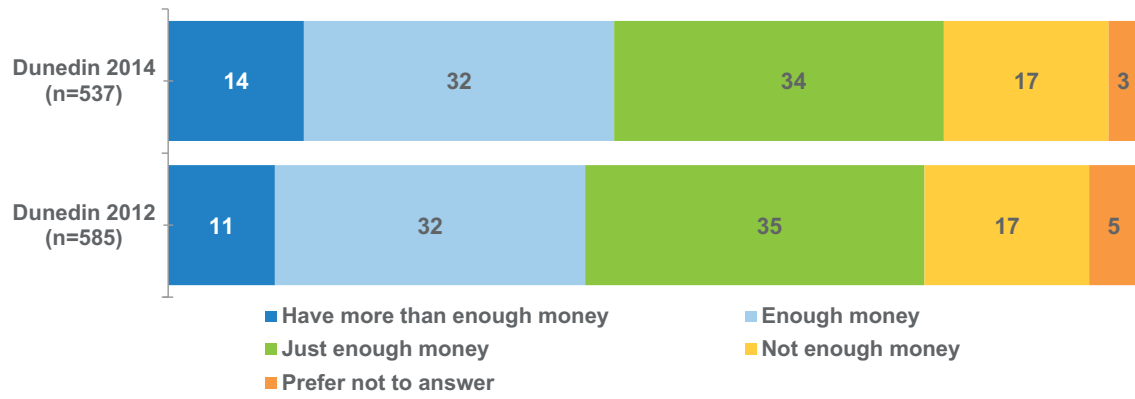
Base: All Respondents (excluding not answered)

Chart 35: Work/life balance – 2012/2014 (%)



Base: Those in paid employment (excluding not answered)

Chart 36: Ability to cover costs of everyday needs – 2012/2014 (%)



Base: All Respondents (excluding not answered)

APPENDIX II

SAMPLE PROFILE



Sample Profile

Appendix Table 1: Gender distribution (%)

	Dunedin City (n=538)	
	Unweighted	Weighted
Male	44	47
Female	56	53

Base: All respondents

Appendix Table 2: Age distribution (%)

	Dunedin City (n=539)	
	Unweighted	Weighted
18-24 years	22	22
25-49 years	38	36
50-64 years	24	23
65 years +	17	19

Base: All respondents

Appendix Table 3: Ethnicity distribution (%)

	Dunedin City (n=538)	
	Unweighted	Weighted
European	92	91
Māori	5	6
Pacific	2	2
Asian/Indian	6	6
Other	1	1
Unknown	0	0

Base: All respondents (excluding not answered)

Note: Multiple response question, columns may add to more than 100%

Appendix Table 4: Local area distribution (%)

Dunedin City (n=539)		
	Unweighted	Weighted
Mosgiel-Taieri	10	8
Waikouaiti Coast-Chalmers	7	14
Green Island-Saddle Hill	8	19
Hills	23	29
South Dunedin	33	24
Cargill	19	7

Base: All respondents

Appendix Table 5: Pacific ethnic distribution (%)

Dunedin City (n=10)		
	Unweighted	Weighted
Samoan	60	70
Cook Islands	30	30
Tongan	10	-
Niuean	-	-
Other Pacific	-	-

Base: Those who identified themselves as Pacific

Appendix Table 6: Asian / Indian ethnic distribution (%)

Dunedin City (n=32)		
	Unweighted	Weighted
Chinese	47	56
Indian	13	6
Other Asian	41	34

Base: Those who identified themselves as Asian / Indian

Appendix Table 7: Distribution by number of people per household (%)

Dunedin City (n=531)		
	Unweighted	Weighted
One	12	12
Two	34	35
Three	21	21
Four	18	19
Five	8	7
Six or more	6	5

Base: All respondents (excluding not answered)

Appendix Table 8: House ownership distribution (%)

Dunedin City (n=536)		
	Unweighted	Weighted
You own this house/flat/apartment with a mortgage	18	18
You own this house/flat/apartment without a mortgage	15	16
You jointly own this house/flat/apartment with a mortgage	12	12
You jointly own this house/flat/apartment without a mortgage	8	8
A family trust owns this house/flat/apartment	9	11
Parents or other family members own this house/flat/apartment	13	14
A private landlord who is NOT related to you owns this house/flat/apartment	21	18
A local authority or city Council owns this house/flat/apartment	1	1
Housing New Zealand own this house/flat/apartment	2	2
Other State landlord (such as Department of Conservation, Ministry of Education)	1	0
Don't know	1	1

Base: All respondents (excluding not answered)

Appendix Table 9: Personal annual pre-tax income distribution (%)

Dunedin City (n=533)		
	Unweighted	Weighted
Loss	-	-
No income	6	5
Less than \$10,000	10	11
\$10,001 - \$20,000	16	15
\$20,001 - \$30,000	9	8
\$30,001 - \$40,000	9	10
\$40,001 - \$60,000	14	15
\$60,001 – or more	22	23
Unknown	13	13

Base: All respondents (excluding not answered)

Appendix Table 10: Household annual pre-tax income distribution (%)

Dunedin City (n=528)		
	Unweighted	Weighted
Loss	-	-
No income	1	1
Less than \$10,000	2	2
\$10,001 - \$20,000	6	6
\$20,001 - \$30,000	7	6
\$30,001 - \$40,000	6	7
\$40,001 - \$60,000	11	10
\$60,001 - \$80,000	12	13
\$80,001 - \$100,000	10	10
\$100,001 - \$150,000	13	15
More than \$150,001	9	9
Unknown	21	21

Base: All respondents (excluding not answered)

Appendix Table 11: Employment status distribution (%)

	Dunedin City (n=532)	
	Unweighted	Weighted
Employed full time (for 30 or more hours per week)	44	46
Employed part time (for less than 30 hours per week)	22	21
Not in paid employment and looking for work	7	6
Not in paid employment and not looking for work (e.g. full time parent, retired persons)	22	22
Prefer not to say	5	4
Don't know	1	1

Base: All respondents (excluding not answered)

Appendix Table 12: Highest education qualification distribution (%)

	Dunedin City (n=532)	
	Unweighted	Weighted
Less than school certificate or less than 80 credits for NCEA Level 1 (no formal qualifications)	9	10
School certificate or NCEA Level 1	5	6
Sixth form certificate or NCEA Level 2	6	8
Higher School certificate/higher leaving certificate	3	3
National certificate/NZQA	6	6
University entrance from bursary exam	2	2
NZ A or B Bursary or NCEA Level 3	9	8
University Scholarship or NCEA Level 4	2	1
Overseas School Qualifications	1	1
Trade Certificate	11	11
National Diploma	6	6
Teaching or nursing certificate/diploma	3	3
Bachelors degree	18	16
Postgraduate degree (Honours, Masters, PhD)	13	12
Postgraduate Diploma	5	5
Other (please specify)	1	1
Don't know	0	1

Base: All respondents (excluding not answered)

Appendix Table 13: Distribution by time spent living in current area (%)

	Dunedin City (n=523)	
	Unweighted	Weighted
Less than 1 year	2	1
1 year to just under 2 years	3	2
2 years to just under 5 years	8	8
5 years to just under 10 years	12	11
10 years or more	74	77

Base: All respondents (excluding not answered)

Appendix Table 14: Distribution by time spent living in New Zealand (%)

	Dunedin City (n=98)	
	Unweighted	Weighted
Less than 1 year	-	-
1 year to just under 2 years	-	-
2 years to just under 5 years	4	5
5 years to just under 10 years	19	20
10 years or more	77	76

Base: Those who were not born in New Zealand (excluding not answered)

Appendix Table 15: City Centres (%)

	Dunedin City (n=539)	
	Unweighted	Weighted
Dunedin/CBD/City Centre/The Octagon	83	84
CBD/Central City N/S	3	2
Other	13	12
None/no specific area	1	1
Don't know	1	2

Base: All respondents (excluding not answered)

APPENDIX III

RESPONSE TO OPEN ENDED QUESTIONS



Throughout the report, responses to open ended questions have shown codes with 2% or 5% or more respondents only. This section of the Appendix shows all responses for each of the open ended questions.

Chart 1: Social Networks and groups belonging to (%)

	Dunedin Total (n=535)	Green Island-Saddle Hill (n=43)	Mosgiel-Taieri (n=55)	Hills (n=122)	South Dunedin (n=174)	Cargill (n=101)	Waikouaiti (n=40)
People from work or school	50	37	41	55	50	53	62
Online network through websites such as Facebook / Twitter, online gaming communities and forums	44	35	53	42	49	49	48
A hobby or interest group	31	25	27	31	27	40	43
A sports club	28	37	25	26	30	24	20
A church or spiritual group	16	15	8	25	14	19	7
A community or voluntary group such as Rotary, the RSA or Lions	15	21	13	12	13	22	14
Friends	2	2	0	3	3	3	0
Gym/walking group	2	8	0	0	0	0	0
Age specific group eg senior citizens or children's	1	0	2	3	2	2	0
Family	0	0	0	2	0	0	0
Ethnic/cultural group	0	0	0	0	1	1	0
Other social network or group	1	0	0	2	0	1	0
Don't know	0	0	0	0	0	0	0
None of the above	11	11	14	8	14	8	11

Base: All Respondents (excluding not answered)

Chart 2: Reasons for lack of confidence in Council decision making.

	Dunedin Total (n=181)	Green Island - Saddle Hill (n=15*)	Mosgiel-Taieri (n=19*)	Hills (n=42)	South Dunedin (n=62)	Cargill (n=29*)	Waikouaiti (n=14*)
Do not like specific decisions, or outcomes of the decisions, the council has made	70	63	64	82	62	73	66
Do not agree in general with decisions the council has made	22	24	36	13	28	19	20
Not open/transparent (incl do not keep us informed)	3	13	0	2	0	0	0
Have their own agendas/make decisions to suit themselves	3	0	7	4	3	0	0
Waste money / are in a bad financial position	2	0	0	4	2	0	6
Poor quality of councillors/cowboys/not trustworthy/need a more diverse mix of people/lack knowledge/experience	2	0	0	0	0	9	8
Too political/in fighting	1	0	0	2	2	3	0
Lack of public consultation/don't listen to public submissions	1	0	0	0	2	5	0
Too concerned with money/money driven	0	0	0	0	2	0	0
Other	1	0	0	0	3	5	0

Base: Those who do not have confidence in council decisions (excluding not answered)

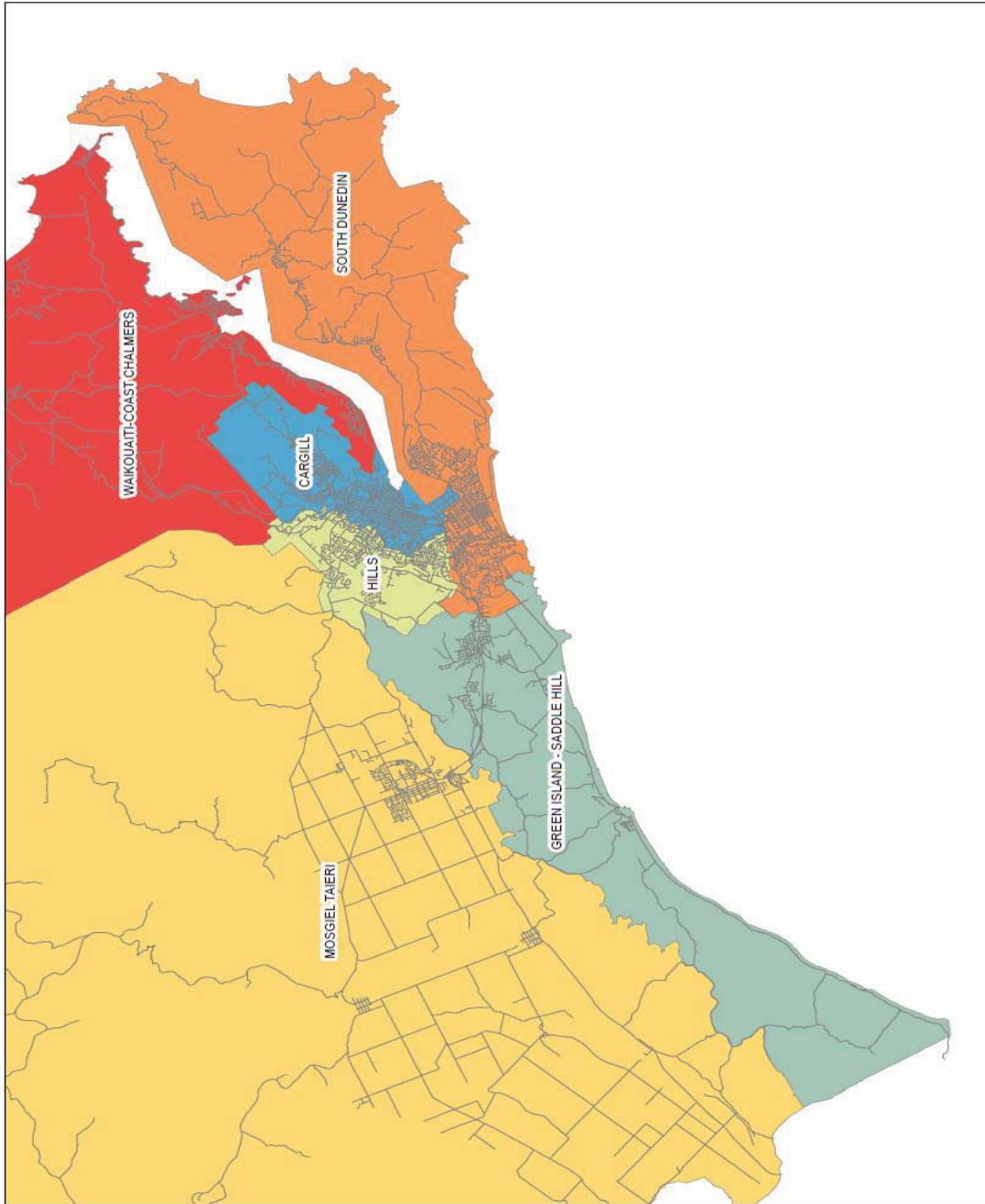
*Caution small base sizes

APPENDIX IV

MAP OF DUNEDIN



MAP OF DUNEDIN



APPENDIX V

QUESTIONNAIRE



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.

<i>Examples of how to circle an answer</i>							
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 Dunedin?

Please circle **one** answer

Yes 1 → **Go to Q2**

No 2 ↓

This particular questionnaire is for Dunedin 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 Dunedin?

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 Dunedin 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 city 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 Dunedin 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 in the city (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 city 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 Dunedin looks and feels.

	Please circle your <u>main</u> 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 <u>one</u> 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?
"Dunedin is a great place to live".

	Please circle <u>one</u> 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 Dunedin 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
Taxi	2
Car / van	3
Motorbike or scooter	4
Walking	5
Bicycle	6
Other (please specify) _____	7

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

Council decision making

Q17 Thinking about your City 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 City 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	→ Go to Q22
Not in paid employment and not looking for work (e.g. full-time parent, retired person)	4	
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?
 "Dunedin 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 this makes Dunedin...

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
Increased to some extent	4
Increased significantly	5

→ Go to Q43

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 Quality of Life Survey 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 Quality of Life Survey Team; 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.