

Whakahou Taketake **Vital Update** TAURANGA

2020

Main report



Wāhinga kōrero

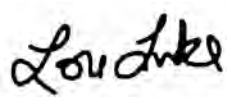
Foreword

Recently, we set out to better understand the needs, wants and aspirations of the people of Tauranga through the 'Vital Update – Tauranga' research project. We looked at our geographic communities: who makes them up, what they like about their neighbourhoods and where they would like to see improvements.

We undertook this research, so we can all create a better future for our residents. By identifying which areas and communities need the most help and for what reasons, we can provide the support and resources required to make a difference.

As our city grows and changes, we want to ensure that it provides the living environments our people want and need, while ensuring that no communities are left behind. We are also focused on building a city that reflects the aspirations of the people that live, learn, work and play here. The information we have gathered will help us plan our future investment in Tauranga and create a vision for our city's tomorrow.

Thank you to everyone who took part in this vital piece of research – you have helped shape the future of Tauranga.



Lori Luke
General Manager
Acorn Foundation



Wayne Werder
General Manager
TECT



Alastair Rhodes
Chief Executive
BayTrust



Marty Grenfell
Chief Executive
Tauranga City Council

This research was undertaken prior to the outbreak of COVID-19. The information gathered remains relevant and accurate, and can continue to be used to inform decision-making.

He mihi Acknowledgement

Our Vital Update research project for Tauranga has helped give a voice to a diverse group of community members. For this, we are deeply grateful.

Thank you for sharing your voice

First of all, we thank the Tauranga community for taking the time to give us your feedback, for your honesty about your experiences, as well as your aspirations for the future of our city.

Contributing sponsors and organisations

Help from sponsors has been critical. Including the Acorn Foundation, TECT, Bay Trust and Tauranga City Council.

We would also like to acknowledge the support of Huikakahu Kawe in ensuring that our research material and reporting was reflective of a bilingual approach and acknowledged the importance of mana whenua in Tauranga Moana.

We couldn't have done this research without the following groups:

- Accessible Properties NZ Ltd
- Age Concern
- Awhina House
- Education Tauranga
- English Language Partners
- Moana Radio
- Mount Maunganui College
- Next Steps
- Ngāti Ranginui Iwi Society Inc
- Otūmoetai College
- Pacific Island Community Trust
- The Salvation Army
- SILC
- Takitimu House
- Tauranga Boys' College
- Tauranga Community Housing Trust
- Tauranga Youth Development Trust
- Te Rūnanga o Ngāi te Rangi Iwi Trust

Thanks to their help, our research project has reached diverse members of the Tauranga community. With our focus being on inclusion we are now in a position to better understand the needs and aspirations of priority populations.

Due to a wide and thorough approach we've also been able to receive responses from key groups, whose voice is not usually heard or represented, including:

- Youth
- Māori
- Ageing population
- Disabled people (including carers)
- Ethnic communities
- People experiencing homelessness

A special mention also goes to the Tauranga City Council Community Development Team. They put a huge effort into project management and ensured the research was focused on community engagement.

Kia mātau ki ngā hāpori – kia whai take mō ngā rā kei te heke mai

Knowing our community – to inform our future



Photo credit: Tauranga City Council

Rārangi take

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Tēnā koutou katoa

Kia hiwa rā! Kia hiwa rā! Kia hiwa rā i tēnei tuku!
Kia hiwa rā i tērā tuku! Kia hiwa rā! Kia hiwa rā!
E wehi ana ki te Atua
Te timatanga me te otinga o ngā mea katoa
Tēnei tonu te tangi apakura ki ngā mate
Haere i te ara takimano
Haere i te ara ka rere kore ki muri
E moe e! Haere atu ra!
Nau mai piki mai kia koutou te hunga ora
Nau mai hara mai ki Te Pou taketake e karanga nei
Tēnā koutou, tēnā koutou, tēnā koutou katoa!



He kupu whakataki

Introduction

At the start of the Vital Update – Tauranga, we had five objectives and, with your support, we have been able to make significant progress in the following areas:

- Understand the change in priorities for our community at suburban and city-wide levels.
- Ensure that a community voice is reflected in Tauranga City Council's 'Long Term Plan'.
- Ensure that a community voice is evident in Tauranga City Council's work programmes.
- Understand areas that may require further development/consultation.
- Provide city-wide data that is useful to the wider community.

What have we learnt?

Through listening to our diverse community, we can now better understand how to plan future work in our communities, and create a vision for Tauranga's tomorrow; inclusive, empowering and connected.

We heard from all walks of life

Our focus was to hear from people with different backgrounds and experiences. This included a focus on those who are vulnerable, who deserve a voice. We received 5222 responses in total, with 4835 responses from Tauranga residents.

Ma te mōhio ki a tātou o āiane ka whakatata mai te pae tawhiti
Knowing who we are today makes the distant horizon within our reach

Tuhinga whakarāpopoto

Executive summary



Photo credit: Tauranga City Council

Your vision matters

You help to create our beautiful city, so we asked you three questions about your life in Tauranga.

1

What you love about living in Tauranga

There are many reasons why Tauranga residents love their city.

- **The outdoors:** **43%** love Tauranga because it's a beautiful place to live; close to the beach and access to mountains and hills.
- **The weather:** A further **34%** say the weather and climate is the main reason you love Tauranga.
- **Home is where the heart is:** **25%** of you say you love it because it's your home, where you grew up and where your whānau live.

2

One thing you would like to change

Changes are critical – we are counting on your opinions to show us which direction we should be heading.

- **Less traffic, please:** **41%** of you think that we need less traffic congestion and better roading infrastructure to accommodate a growing population.
- **More public transport:** **12%** mentioned the need for better public transport.
- **Improve planning:** **11%** of you would like to see better city planning and revitalisation of our city centre.

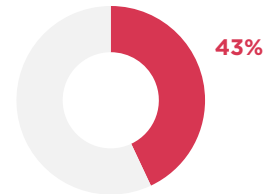
3

What needs to be preserved and protected

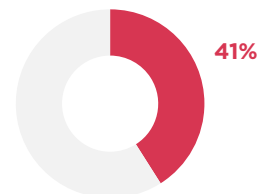
Every single one of us needs to make sure we take care of our city and our communities.

- **Keep it green:** **41%** think it's most important to preserve and protect our green spaces and trees, which includes parks, reserves and walkways.
- **Water is vital:** **29%** of you said that our waterways should be protected.
- **Māori culture:** **17%** of you asked us to make sure we preserve Māori culture in the city and our communities.

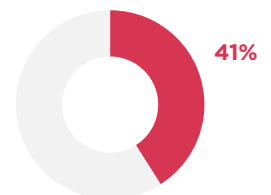
It is a beautiful place to live



Less traffic congestion/better roading infrastructure



Protection of green spaces and environment



Ngā whare me ngā paerewa ora – Housing and standards of living

How you live matters. Housing and standards of living are key issues that impact your quality of life and your city.

1

Homeownership

68%¹ of residents in Tauranga own or partially own a house. According to Census 2018, there are 66.7%² dwellings that are owned, partially owned or held in a family trust.

- **Across suburbs:** When we look across suburbs, Pāpāmoa Beach has the largest proportion of all homeowners in Tauranga (**18%**).
- **Age:** **36%** of homeowners (the largest group) are people aged 45–64, **31%** of homeowners are over 65 years old, another **27%** are aged between 35 and 44. And **6%** (the smallest proportion of homeowners) are people aged 16–24.

2

Homelessness

Roughly **3%** of all respondents are experiencing homelessness. This includes those living on the street, in tents, at campgrounds, in temporary accommodation, or those who are staying in different places every day.

- **Over 4000 people homeless:** Census 2018 estimated the population of Tauranga at 136,713, which means that **3%** represents over 4000 people in the city experiencing homelessness.
- **Hidden homelessness:** With the nature of homelessness being quite private and hidden, **3%** is only based on the number of people we were able to reach. In reality this number is likely to be much higher.

3

Savings

Limited access to savings was identified as an issue in Tauranga.

- **20%** of residents do not have savings.
- **14%** say they do not have enough financial means to meet their everyday needs.
- **44%** do not have savings to last beyond one month.

This is particularly important during heightened times of financial risk and stress.

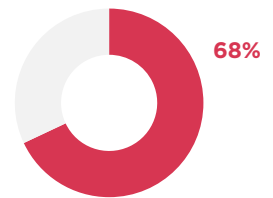
4

Reducing expenses

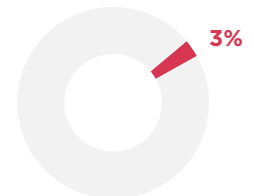
People are trying to cut costs and keep their expenses down.

- **New clothes:** One third of respondents (**33%**) put off buying clothes.
- **Hobbies:** Three out of ten (**30%**) spend less on leisure activities.
- **Local shops:** **27%** cut down on trips to local shops to save.

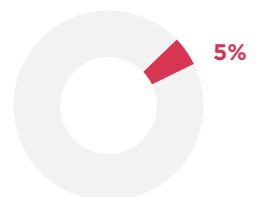
Own a house



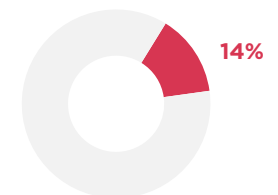
Experiencing homelessness



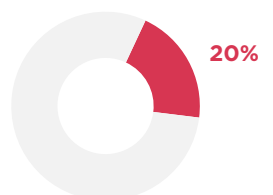
Single parents



Do not have enough to make ends meet



Do not have savings



NOTES:

¹ Census 2018 estimated the population of Tauranga at 136,713, which means that 3% represents over 4000 people in the city experiencing homelessness.

This result may reflect a wide range of scenarios, including but not limited to: People who own the house they are living in, People who are living with their parents, and their parents own/partially own the house, People who are living with their parents, who may own/partially own the house with their family members, People who own/partially own the house they are living in, with other dependant adults in their care, People who co-own the house they are living in with other parties, People who have inherited the house they are living in, People who have ownership through family trust.

² <https://www.stats.govt.nz/tools/2018-census-place-summaries/tauranga-city>

The questions we asked in Vital Update – Tauranga in regard to homeownership differ slightly from Census 2018. Be cautious comparing Vital Update – Tauranga findings with the Census 2018 data.

Community connection and loneliness was a key focus, including how people feel welcomed to our city. Access to technology was critical to this, as it contributes to the feeling of connection. Access to services and facilities was also considered – as well as transport, as it impacts on connection.

1 Feeling alone

- **Frequency:** One out of ten residents in Tauranga (**11%**) feel alone often or all the time.
- **Social ties:** **7%** never or rarely have contact with friends and family.
- **Youth and ethnic communities:** The most affected are young people (people aged 16–24), and people from communities whose friends and family members live further away.

Feel alone

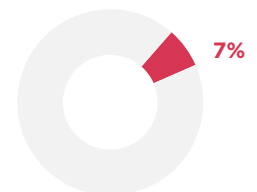


2 Events

A variety of events that are happening almost every day are designed to bring people together.

- **Rarely go:** Four out of ten (**41%**) never or rarely attend local and/or city-wide events.
- **Music and family:** People want to see an increase in large scale music events (**19%**) and activities for family and children (**18%**).
- **Awareness:** Ethnic communities are least likely to attend community events currently on offer. One of the main reasons for non-attendance at events is a lack of awareness of what is happening around the city.

Never or rarely have contact with friends and family

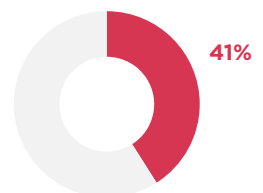


3 Technology

This is a way of staying in touch with people, keeping up with recent events and having at-home entertainment.

- **Phone:** **97%** have access.
- **Computer:** **93%** have access.
- **Internet:** **96%** have access.

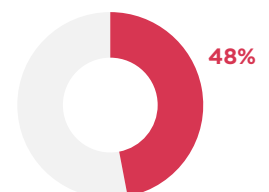
Never or rarely attend events



4 Transport

Having access to transport is essential as people need to travel for work, school and shopping. Even though car, truck or van remain the most popular means of transportation (**73%** traveling to school or work and **85%** getting around the city), many people are choosing walking or jogging (**19%** to get around the city), riding a bike (**12%** to get around the city) or taking a bus (**16%** to get around the city) and alternative options.

Travel outside their suburb to access services and facilities unavailable locally



5 Travel

48% of people travel outside their suburb to have access to services and facilities unavailable locally.

- **Supermarkets and shops:** Trips for shopping is one of the most common reasons selected.

We think it's critical that you feel safe in your city – to live without fear. Here's what we discovered.

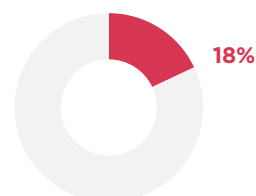
1

Crime

18% of respondents reported being a victim of crime (compared to **29%** nationwide).

- **Lower crime rate:** Tauranga shows a lower crime rate than the national average.
- **Age:** People aged 65+ (**10%**) are least affected and least likely to have a crime committed against them. 25–44 year-olds (**23%**) are most likely to have crimes committed against them.
- **Gender:** Overall, males (**19%**) are more likely than females (**16%**) to become victims of a crime.

Became victims of crime



2

Perception of safety

- **Where you feel unsafe:** People residing in Tauranga South, city centre, Sulphur Point, Gate Pā and Merivale are more likely to experience crime, and feel the most unsafe based on personal perceptions of safety (day and night).

Consume alcohol



3

Alcohol

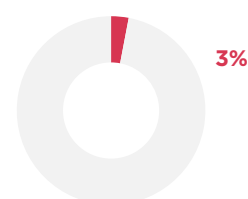
- **Numbers:** More than six out of ten residents (**63%**) drink alcohol.
- **Frequency:** Only **8%** of Tauranga residents consume more than 10 standard drinks weekly.

4

Drugs

- **3 out of 100 residents (3%) disclosed using drugs in the last week.** Based on a population of 136,713, **3%** represents over 4000 people using drugs in the week before completing the survey.
- **Cannabis is used by 83% of these respondents.** Of the **3%** who reported drug use, **83%** reported cannabis use.
- **Highest users:** Based on those respondents who disclosed drug use, members of youth, Pacific, Middle Eastern, Latin American and African communities are more likely to take drugs.
- **Lowest users:** The Asian community were the least exposed to drug use and alcohol consumption.

Taken drugs in the last week

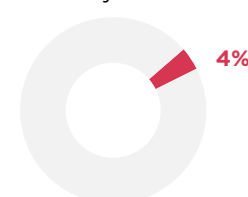


5

Family harm

- **Overall 4%, which is close to 5500 people, are affected by family harm in Tauranga.**
- **63%** stated domestic violence as the most common form of family harm. **32%** stated child abuse. **26%** stated sexual assault.
- **Who?**
 - > Women are more likely than men to experience family harm.
 - > The Pacific community and Māori are the two ethnic groups most affected.
 - > **57%** have reported an incident to the police.
 - > **61%** have sought help from health and social services.

Experienced family harm



Tataraunga

Demographic profile

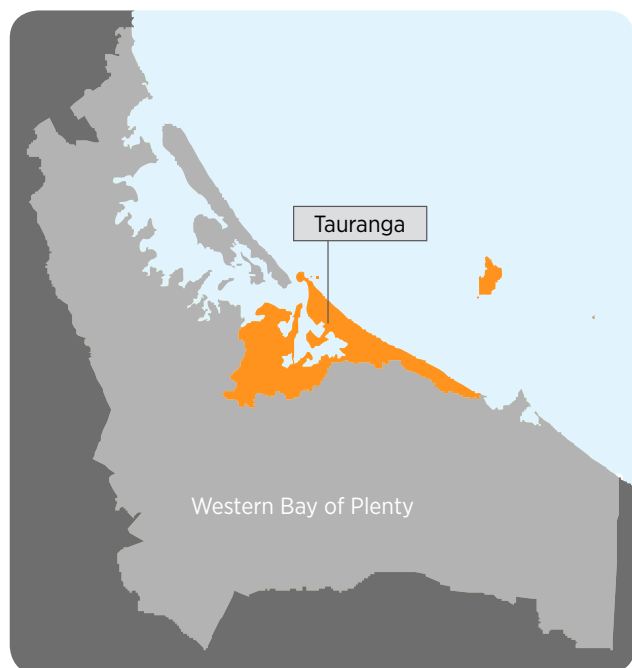


Photo credit: Tauranga City Council

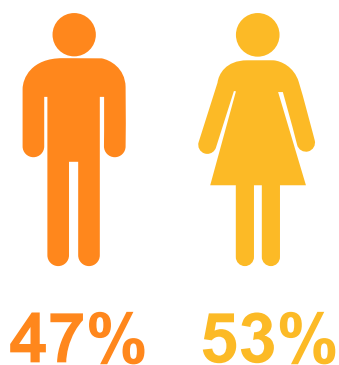
About the people who responded to the survey

Snapshot of Tauranga

This page represents the demographics of the 4835 respondents.



Gender



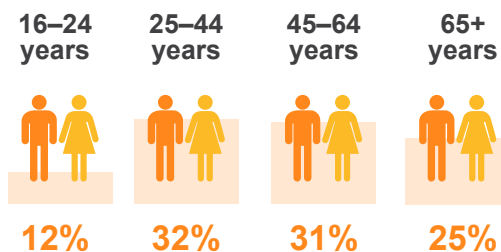
Unemployment rate



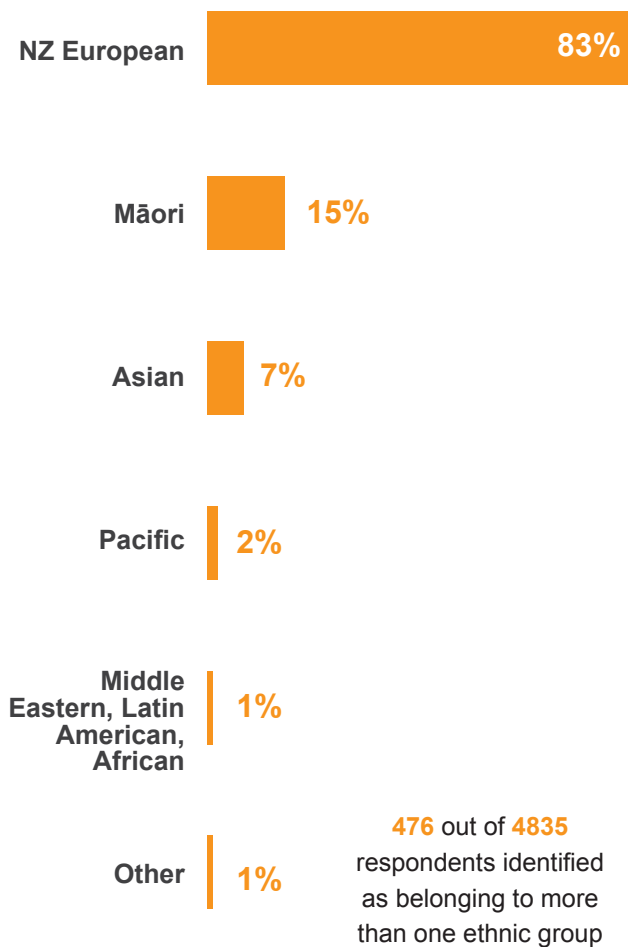
5.1%

Based on Census 2018 data, the average national unemployment rate is 4%¹. The 2018 Vital Signs Report showed an unemployment rate of 4.7%. Tauranga is above average on unemployment which has increased in the past two years.

Age groups



Ethnic groups



NOTES:

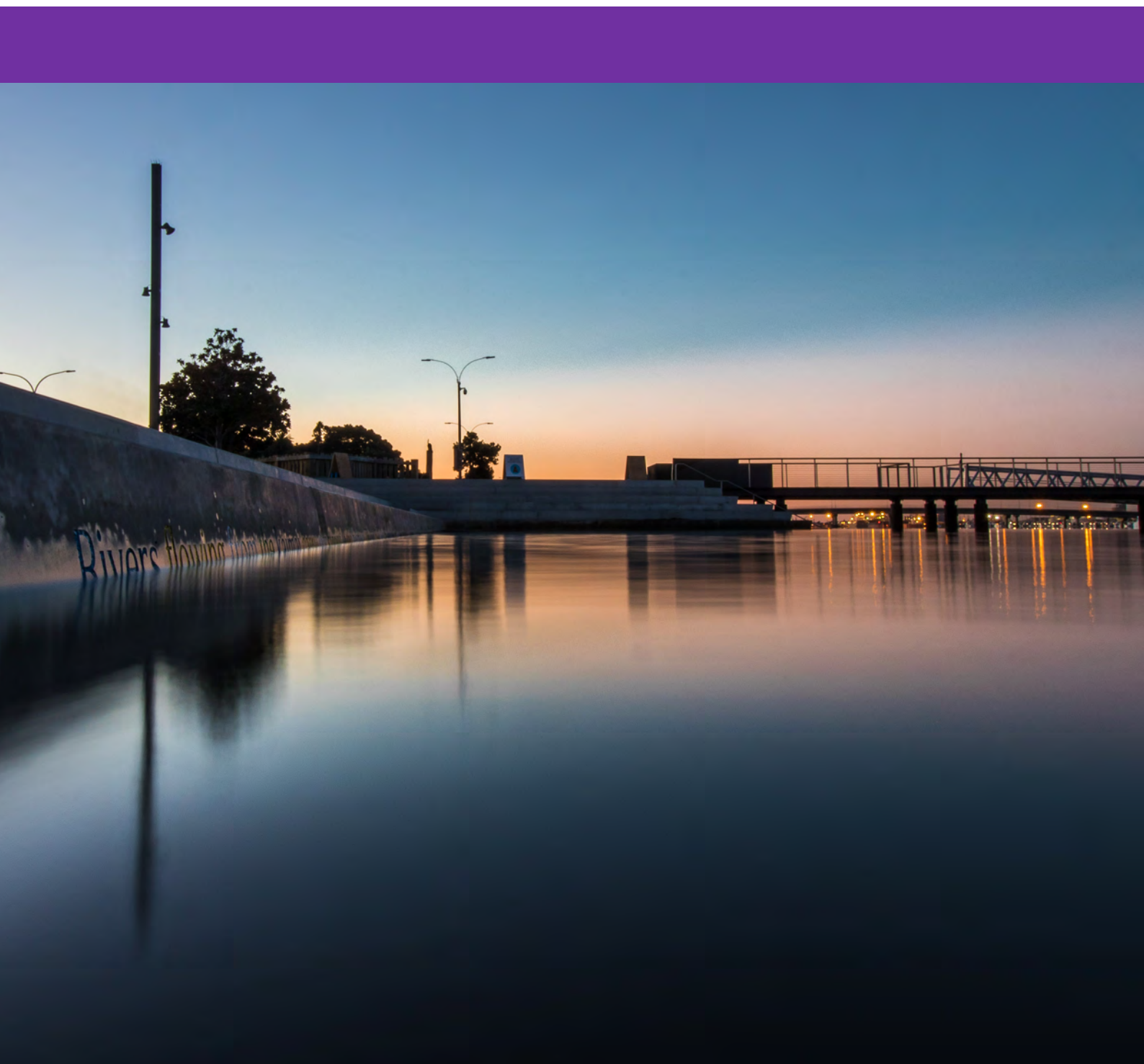
¹ <https://www.stats.govt.nz/indicators/unemployment-rate>

² Sample: n=4835.

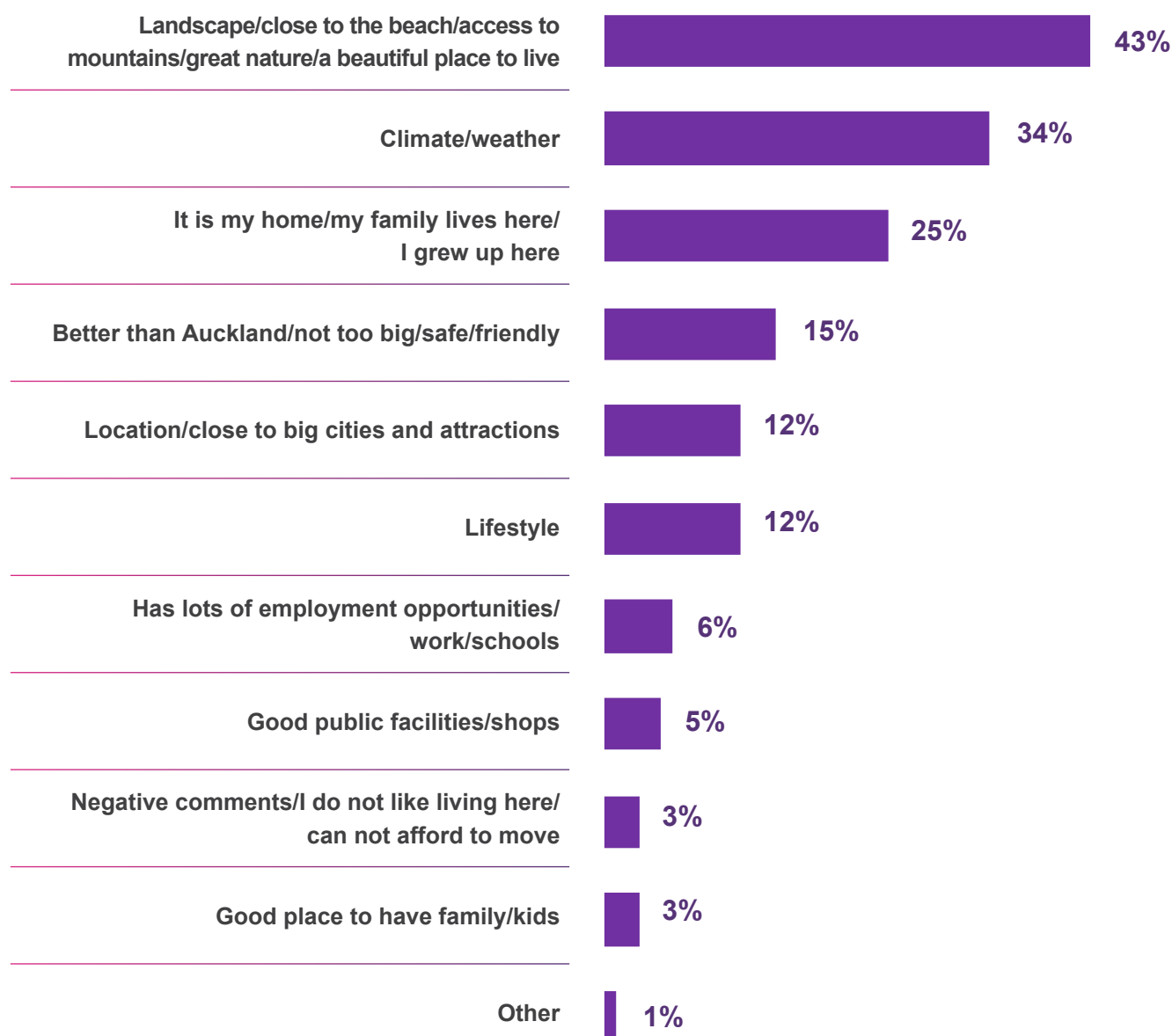
See 'Appendix 2. About the people' for more detailed demographic profile of the respondents.

Wawatanga o Tauranga Whānui

Aspirations for Tauranga



Why people love living in Tauranga



Key differences – for the groups below, the overall results significantly differ.



| | | | | |
|--|---|---|--|--|
| 16–24 Better than Auckland/ not too big/safe/friendly 20% | 35–44 Lifestyle 17% | 65+ Climate/weather 51% | Ethnicity – Asian Has lots of employment opportunities/work/ schools 19% | Ethnicity – Māori It is my home/my family lives here/I grew up here 44% |
|--|---|---|--|--|

NOTES:

1 Sample: n=4835; Left a comment n=4679.

2 Q52. What is the main reason you love living in Tauranga?



It's basically a paradise. By global standards it has a low crime rate, high standard of living.

For the most part, people are genuinely positive and optimistic. Close to a range of outdoor activities from the mountains to the sea.

Climate, beaches, scenery (harbour etc), proximity to other centres such as Auckland, Hamilton, Rotorua, Taupo, easy to get around outside peak hours, wider family also reside here.

Tauranga is somehow a place that has a good balance of urban and rural features.

Outdoor lifestyle and bringing up children in an area with beautiful natural resources.

It has been my home for my whole life, and it has a good mix of a big city environment with a touch of a small-town feel to it.

I just like it. Lived in plenty of other places but Tauranga has a unique appeal to me.

Close to my whānau both on Matakana Island and in town.

The people are mostly very nice and friendly and the culture is very laid back.

Easy driving distance to other ideal North Island locations.

I know my way around here, most people are kind and caring. I love the ocean and harbour.

The size of the city and the population. Access to any beaches that are fit to swim in, usually under half an hour. The people are more welcoming than other cities I have lived in.

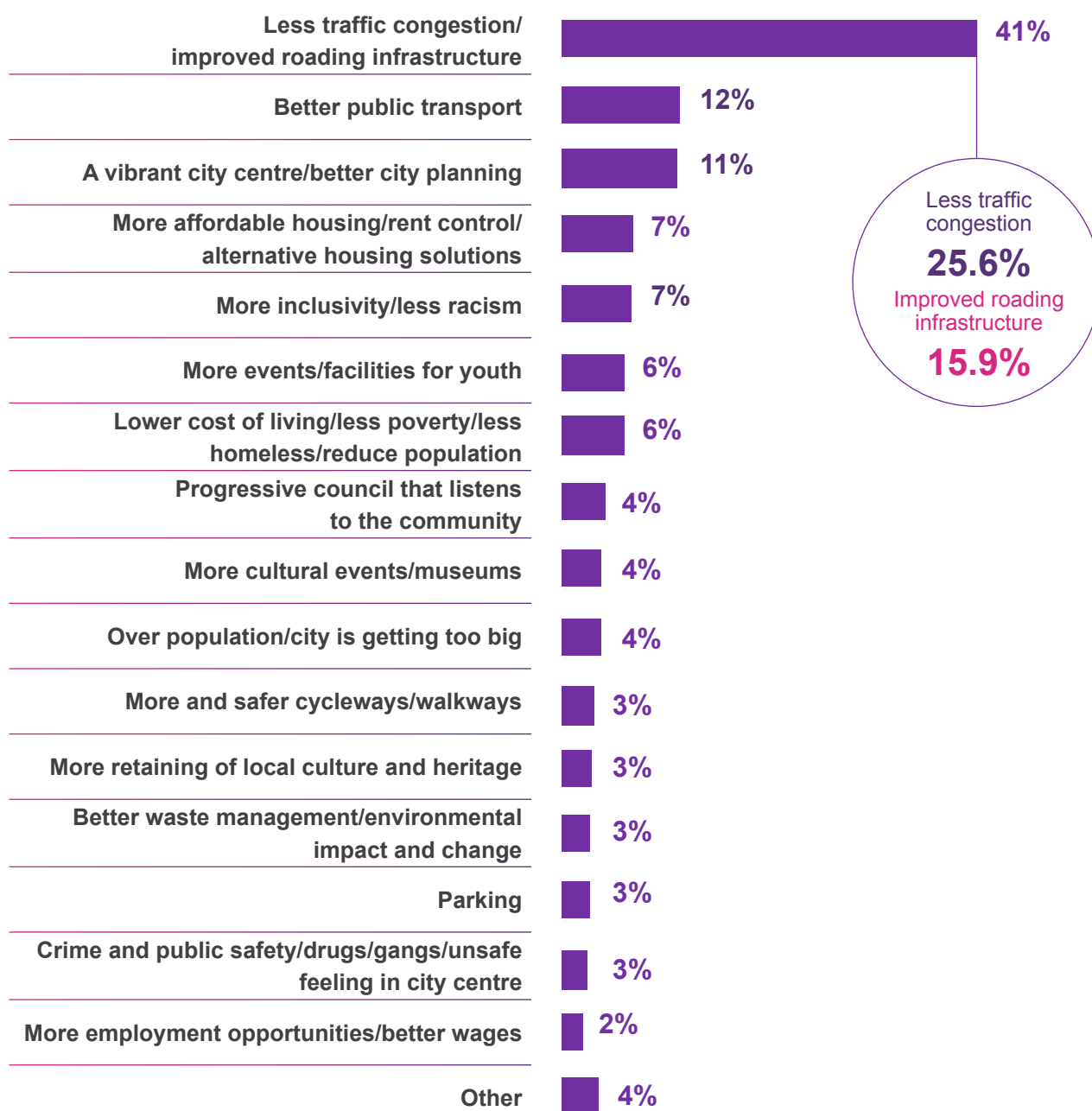
Tauranga is a beautiful place that we love to stay in. It brings us beautiful people and beaches that remind us of our lovely island.

This is the long-term kainga of my people, I am Tauranga and Tauranga is me.

Easier to immerse yourself in culture as opposed to living in the South Island where I was previously.



The one thing people would change



Key differences – for the groups below, the overall results significantly differ.



Ethnicity – Asian

Less traffic congestion/roading infrastructure/parking

32%



Ethnicity – Māori

Inclusivity/attitudes/less racism

19%



Ethnicity – Pacific

Inclusivity/attitudes/less racism

15%

NOTES:

1 Sample: n=4835; Left a comment n=4381.

2 Q53. If you could change one thing about Tauranga, what would it be?

Changes – what people say



That everyone who lives in Tauranga takes responsibility to look after the taiao to leave it in better condition than when we received it, for the future generations.

I would halt the growth (unrealistic but if I could I would) at its current level until our infrastructure catches up.

Be stricter on owners whose dogs are not on a lead around areas on the beach where birds are nesting.

Roading infrastructure everywhere here. Double lanes on all our roads and bridges especially in/out of city for all directions.

More local takeaways, everyone just goes to McDonald's. Get a local cool food place, it would be a lot better.

Improvement of the public transportation systems to encourage more use, as roads are being blocked with cars.

The big gap between rich and poor.

People are judgemental and not very accepting. And there isn't much culture.

For the locals to smile more and not judge immigrants by their appearance, cause we are here as we love your city and we are working hard to make it a better place and together we can. Cultural diversity is beautiful.

Over here at The Mount rather than Tauranga itself, there is a great work/life balance plus fresh sea air beaches and parks.

Litter. It drives me mad that we live in such a beautiful place and yet there is always litter on the side of our highways. And the litter that is floating out of the refuse centres is my biggest pet peeve.

There should be toilets at all communal places.

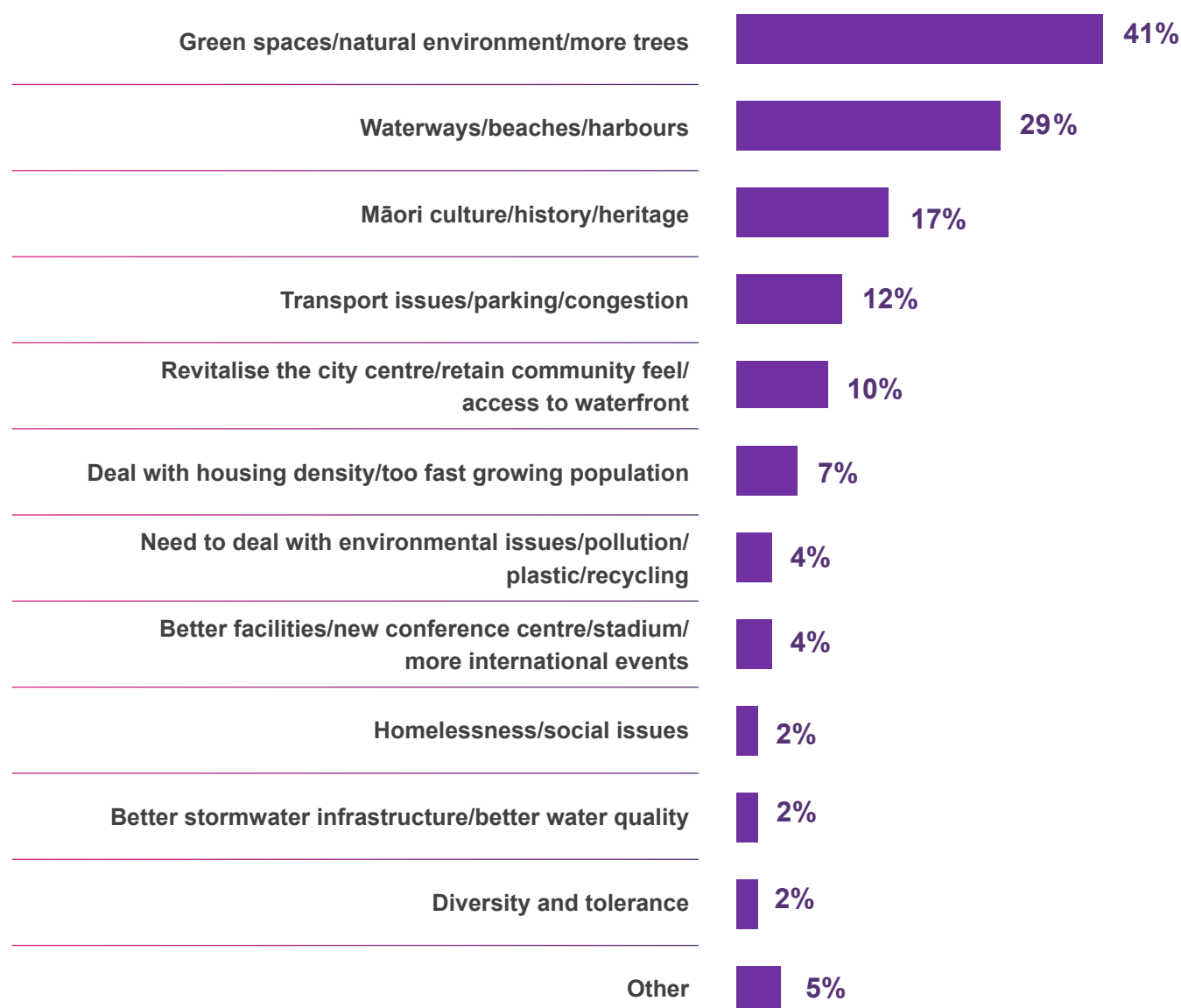
Create a more vibrant city centre with more heart, better shopping for starters, more quality cafes in town, buskers, music/art festivals celebrating diversity (a small Wellington but better weather).

More tolerance and empathy for those who are 'different' – those living in poverty, from diverse communities, young people.

Racist and prejudice. Lower rents. More Māori history of Tauranga.



Preservation and protection – how the city can thrive in the next ten years



Key differences – for the groups below, the overall results significantly differ.



Ethnicity – Middle Eastern, Latin American, African

Protect waterways/beaches/harbours

50%



Ethnicity – Māori

Māori culture/history heritage

36%

NOTES:

1 Sample: n=4835; Left a comment n=3761.

2 Q54. In your opinion, is there anything in Tauranga that needs to be preserved/protected for the city to continue to thrive in the next 10 years?

* Comments that were not related to the question were not considered.

Preservation and protection – what people say



The arts community needs to be supported and valued. It's unique to Tauranga, can't be imported from anywhere else and provides a unique draw for people outside the region.

Tauranga as a whole needs to be protected. When referring to the city continuing to thrive, sadly, our centre is shambolic. There are so many empty shops, roadworks, and no parking.

The port is paramount to ongoing success for the city's economy. Continue to encourage industrial growth for employment opportunities. Protect the horticulture industry and make sure there is easy access for labour to harvest crops.

Green spaces. Thoughtful and mindful planning of residential areas and town areas.

Keep the Mount a family-friendly area for all to use – not become a place with ultra-rich high rises, and so on.

Land. We do not need heaps of crowded houses. We need places we can enjoy for free (and without homeless/intimidation/drug people hanging about).

Improvement of the public transportation systems to encourage more use, as roads are being blocked with cars.

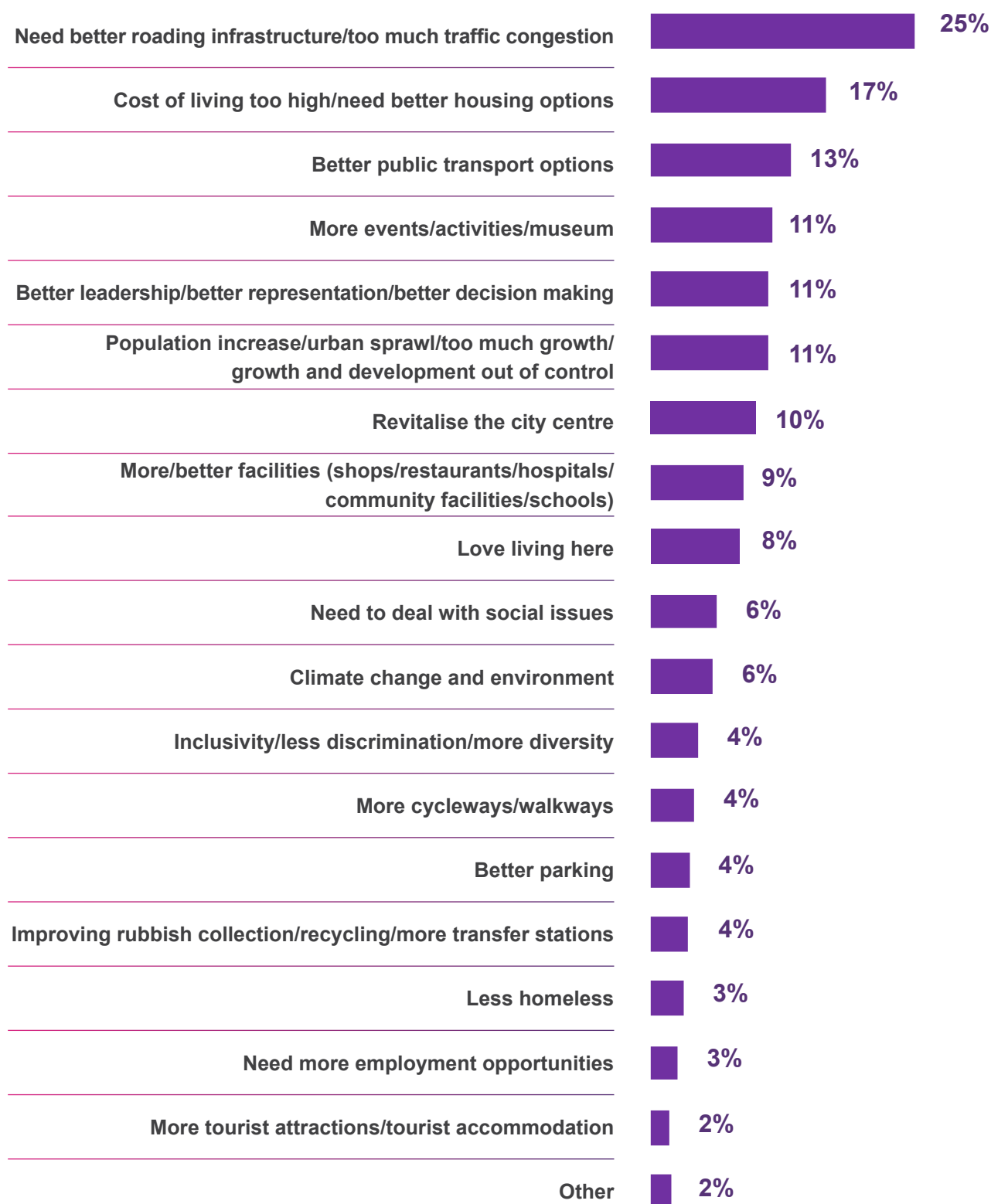
To retain the relatively laid back culture of Tauranga, while at the same time minimising "Not In My Backyard" issues as pressure on space grows.

An open mind and a positive attitude.

Anything to do with history of Tauranga, but no charge. Let people enjoy it.



Tauranga's future – other things people say about its future



NOTES:

1 Sample: n=4835; Left a comment n=3761.

2 Q54. In your opinion, is there anything in Tauranga that needs to be preserved/protected for the city to continue to thrive in the next 10 years?

* Comments that were not related to the question were not considered.

Tauranga's future – what people say



Tauranga needs to be thinking like a big city, not a small provincial town. We need to be thinking what is best holistically for everyone, and provide the best amenities possible in the right places.

Please control/eliminate the freedom campers. They aren't contributing to our local economy and are taking business from our campgrounds and accommodation providers.

Basement parking should be provided for staff working in all new high rise businesses as well as for residents living in new flats being built. This will assist in keeping street parking available for workers which should be free all day. It is unfair to charge students and low paid workers for parking as they cannot afford it. Some business owners and managers will be able to claim back from Inland Revenue, low paid workers cannot claim back. This is unfair.

More free family events please they are awesome and make the city feel like we belong.

I think we need to focus more on supporting our young families by giving them the first choice in purchasing houses near schools and less of outside investors buying up properties and raising rents to unrealistic levels out of greed.

Hope that everyone would want to keep Tauranga beautiful and safe for all residents to enjoy it at its full potential.

Have a decent firm police force to get gangs under control.

Love a focus on developing Tauranga into a city prepared for and embracing of the future.

Tauranga has heaps of natural advantages but it needs to be acting like a city rather than an overgrown seaside town.



Wawatanga takiwā

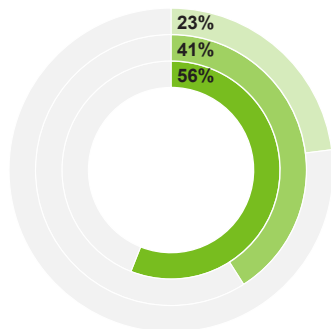
Neighbourhood aspirations



Photo credit: Tauranga City Council

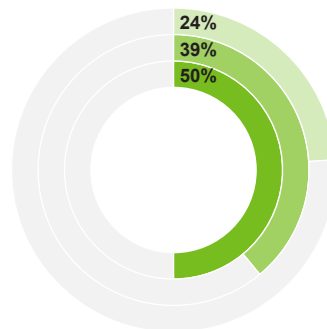
What people love the most – by suburb

Mount Maunganui, Omanu



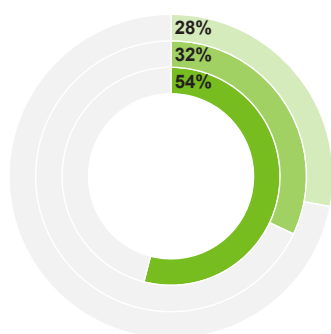
- 56%** It is close to the beach
- 41%** Handy to malls, cafés, shops, amenities, schools, work
- 23%** Friendly neighbourhood, community feel

Arataki [Bayfair], Matapihi



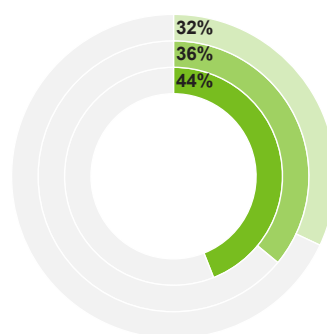
- 50%** Handy to malls, cafés, shops, amenities, schools, work
- 39%** It is close to the beach
- 24%** Safe/peaceful

Pāpāmoa Beach, Wairākei [Pāpāmoa East], Te Tumu



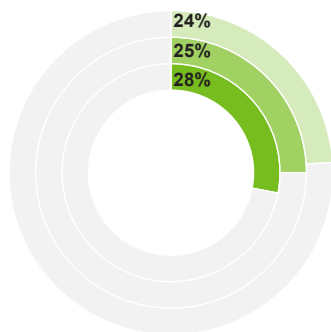
- 54%** It is close to the beach
- 32%** Handy to malls, cafés, shops, amenities, schools, work
- 28%** Friendly neighbourhood, community feel

Kairua, Pāpāmoa Hills [Waitao]



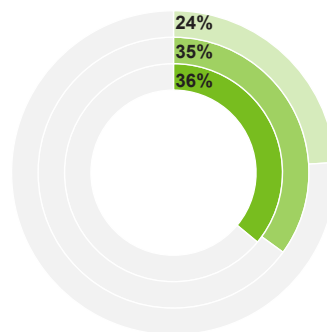
- 44%** Handy to malls, cafés, shops, amenities, schools, work
- 36%** It is close to the beach
- 32%** Safe/peaceful

Welcome Bay, Hairini, Maungatapu



- 28%** Handy to malls, cafés, shops, amenities, schools, work
- 25%** Friendly neighbourhood, community feel
- 24%** Safe/peaceful

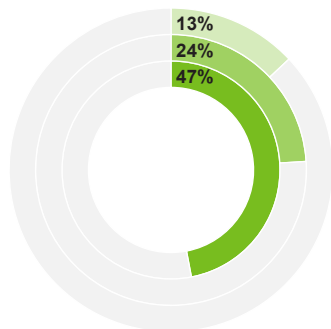
Poike, Oropi, Greerton, Ohauiti



- 36%** Handy to malls, cafés, shops, amenities, schools, work
- 35%** Safe/peaceful
- 24%** Friendly neighbourhood, community feel

What people love the most – by suburb (continued)

Gate Pā [Pukehinahina], Merivale [Parkvale]

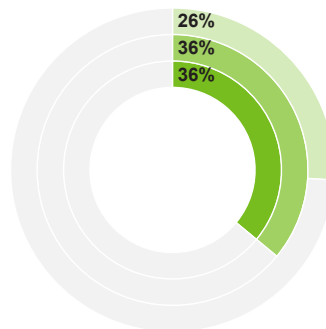


47% Handy to malls, cafés, shops, amenities, schools, work

24% Friendly neighbourhood, community feel

13% Safe/peaceful

Pyes Pā, Omanawa, Tauriko, The Lakes

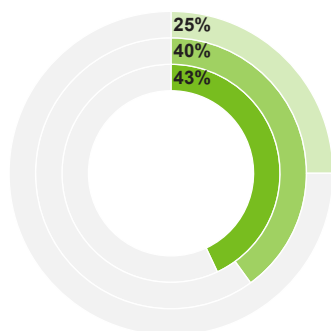


36% Safe/peaceful

36% Handy to malls, cafés, shops, amenities, schools, work

26% Friendly neighbourhood, community feel

Bethlehem

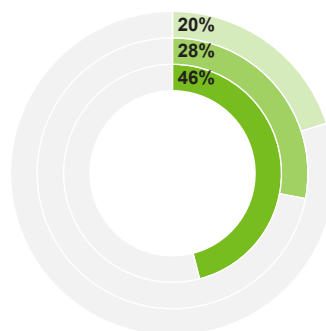


43% Safe/peaceful

40% Handy to malls, cafés, shops, amenities, schools, work

25% Friendly neighbourhood, community feel

Brookfield, Judea

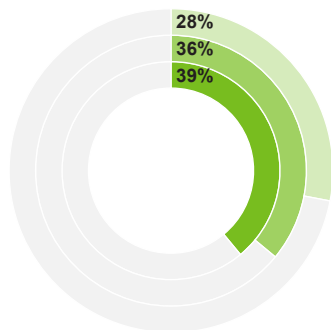


46% Handy to malls, cafés, shops, amenities, schools, work

28% Safe/peaceful

20% Close to parks, cycleways, walkways, reserves

Bellevue, Otūmoetai, Matua

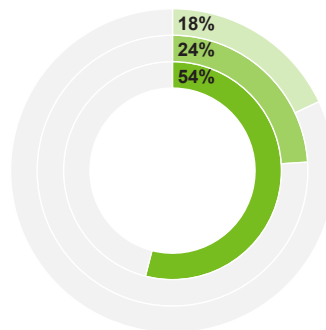


39% Handy to malls, cafés, shops, amenities, schools, work

36% Safe/peaceful

28% Friendly neighbourhood, community feel

Tauranga South, city centre, Avenues, Sulphur Point



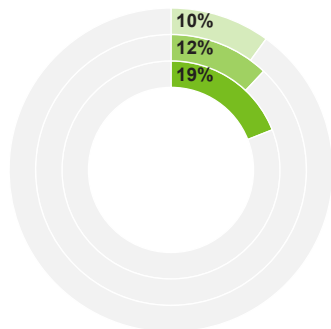
54% Handy to malls, cafés, shops, amenities, schools, work

24% It is close to city centre

18% Close to parks, cycleways, walkways and reserves

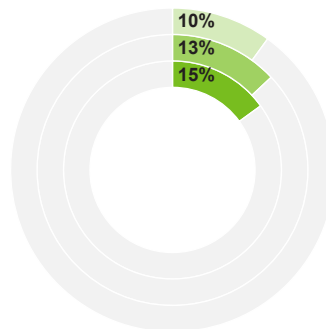
What one thing people would change – by suburb

Mount Maunganui, Omanu



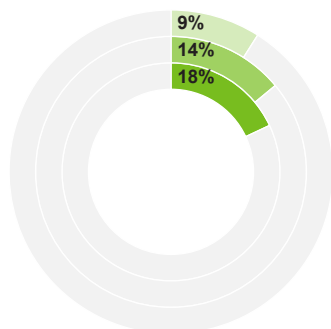
| | |
|-----|------------------------------------|
| 19% | Less traffic congestion |
| 12% | Better roading infrastructure |
| 10% | Safer, improved cycleways/walkways |

Arataki [Bayfair], Matapihi



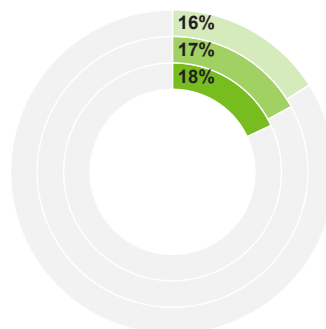
| | |
|-----|---|
| 15% | Better roading solutions/fix the roads/streets too narrow/speeding |
| 13% | Less traffic congestion |
| 10% | Reduce antisocial behaviour/social issues/crimes/gangs/drugs/racism |

Pāpāmoa Beach, Wairākei [Pāpāmoa East], Te Tumu



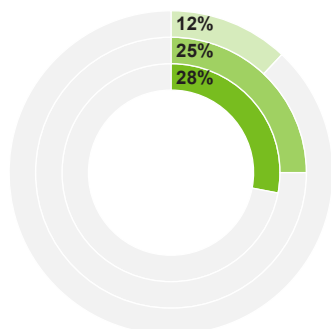
| | |
|-----|---|
| 18% | Better roading solutions/fix the roads/streets too narrow/speeding |
| 14% | More cafés, supermarkets, community hubs/facilities/services |
| 9% | CCTV cameras/improved security/better lighting/more police/safety/crime |

Kairua, Pāpāmoa Hills [Waitao]



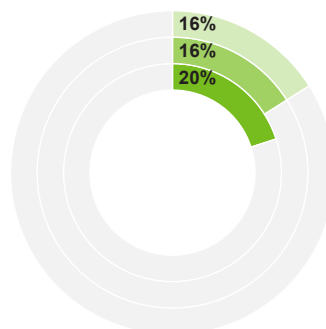
| | |
|-----|--|
| 18% | Better roading solutions/fix the roads/streets too narrow |
| 17% | More cafés, supermarkets, community hubs/facilities/services |
| 16% | Better public transport/bus shelters/bus routes/bus timetables/disability access |

Welcome Bay, Hairini, Maungatapu



| | |
|-----|--|
| 28% | Less traffic congestion/better roading solutions/fix the roads/streets too narrow/speeding |
| 25% | More cafés, supermarkets, community hubs/facilities/services |
| 12% | Reduce antisocial behaviour/social issues/crimes/gangs/drugs/racism |

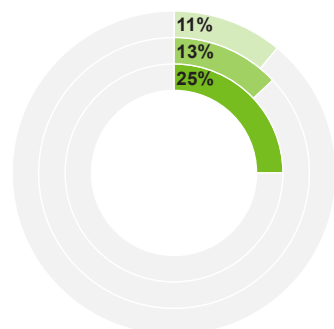
Poike, Oropi, Greerton, Ohauti



| | |
|-----|--|
| 20% | Less traffic congestion |
| 16% | Better roading solutions/fix the roads/streets too narrow/speeding |
| 16% | More cafés, supermarkets, community hubs/facilities/services |

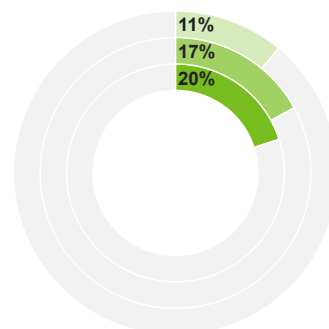
What one thing people would change – by suburb (continued)

Gate Pā [Pukehinahina], Merivale [Parkvale]



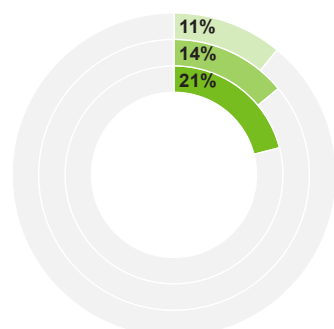
- 25%** Reduce antisocial behaviour/social issues/crimes/gangs/drugs/racism
- 13%** CCTV cameras/improved security/better lighting/more police/safety/crime
- 11%** Better roading solutions/fix the roads/streets too narrow/speeding

Pyes Pā, Omanawa, Tauriko, The Lakes



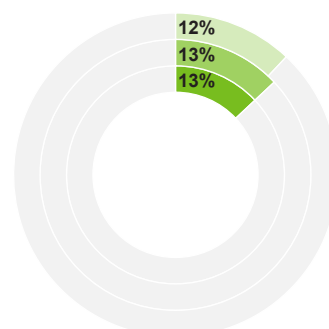
- 20%** Better roading solutions/fix the roads/streets too narrow/speeding
- 17%** Less traffic congestion
- 11%** More cafés, supermarkets, community hubs/facilities/services

Bethlehem



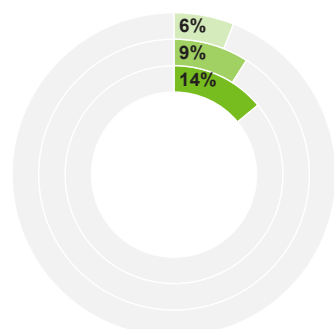
- 21%** Less traffic congestion
- 14%** Better roading solutions/fix the roads/streets too narrow/speeding
- 11%** More cafés, supermarkets, community hubs/facilities/services

Brookfield, Judea



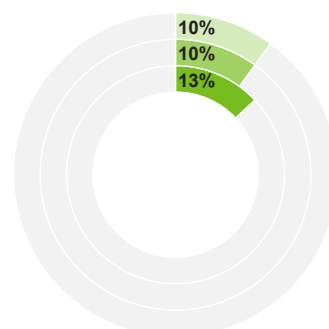
- 13%** Better roading solutions/fix the roads/streets too narrow/speeding
- 13%** Reduce antisocial behaviour/social issues/crimes/gangs/drugs/racism
- 12%** More cafes, supermarkets, community hubs/facilities/services

Bellevue, Otūmoetai, Matua



- 14%** More cafes, supermarkets, community hubs/facilities/services
- 9%** Better roading infrastructure
- 6%** Less traffic congestion

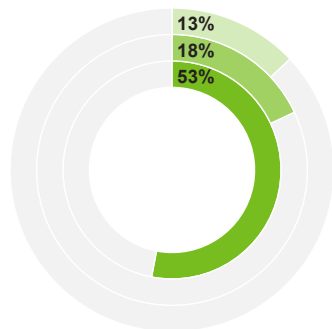
Tauranga South, city centre, Avenues, Sulphur Point



- 13%** Less traffic congestion
- 10%** More parking/better parking solutions/free parking
- 10%** More cafes, supermarkets, community hubs/facilities/services

Tauranga – looking ahead at the possibilities

Mount Maunganui, Omanu

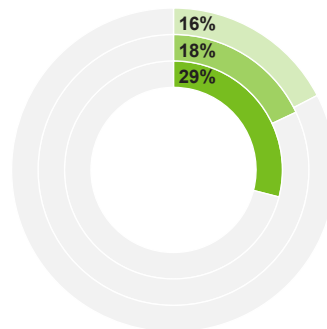


53% Better roading infrastructure/less congestion

18% Better public transport/light rail

13% Better rubbish solutions/better awareness of environmental impact and sustainability

Arataki [Bayfair], Matapihi

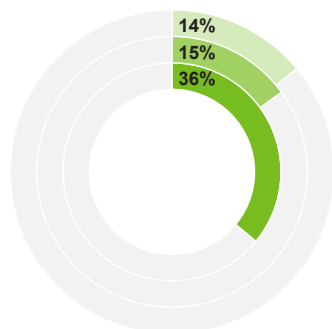


29% Better roading infrastructure/less congestion

18% Segregated cycle lanes/improved cycleways

16% Better public transport options/light rail

Pāpāmoa Beach, Wairākei [Pāpāmoa East], Te Tumu

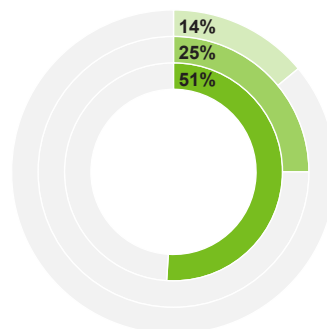


36% Better roading infrastructure/less congestion

15% More community facilities/recreational opportunities for families/community events

14% Better public transport options/light rail

Kairua, Pāpāmoa Hills [Waitao]

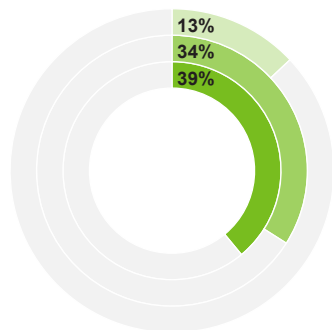


51% Better roading infrastructure/less congestion

25% Better public transport/light rail

14% Segregated cycle lanes/improved cycleways

Welcome Bay, Hairini, Maungatapu

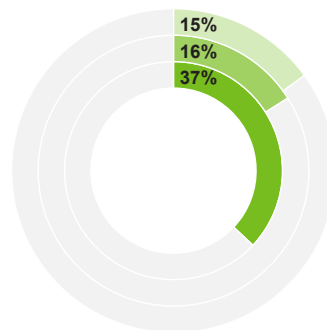


39% Better roading infrastructure/less congestion

34% More shops/café/restaurants/supermarkets/malls

13% Better public transport options/light rail

Poike, Oropi, Greerton, Ohauiti



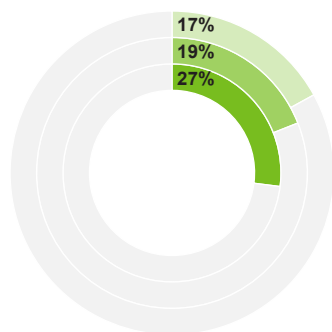
37% Better roading infrastructure/less congestion

16% Better public transport/light rail

15% More shops/café/restaurants/supermarkets/malls

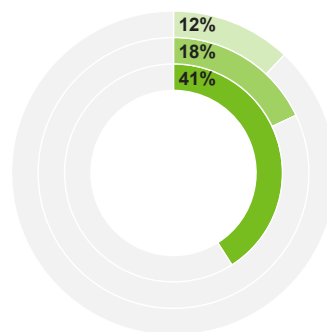
Tauranga – looking ahead at the possibilities (continued)

Gate Pā [Pukehinahina], Merivale [Parkvale]



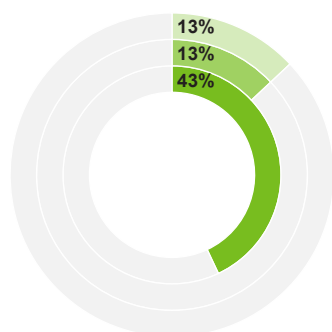
- 27%** Better roading infrastructure/less congestion
- 19%** Improved social issues/less crime/fewer homeless
- 17%** Affordable housing/housing availability/better housing developments

Pyes Pā, Omanawa, Tauriko, The Lakes



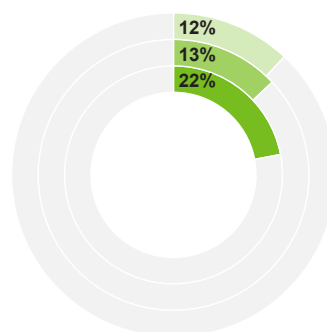
- 41%** Better roading infrastructure/less congestion
- 18%** Better public transport/light rail
- 12%** More community facilities/recreational opportunities for families/community events

Bethlehem



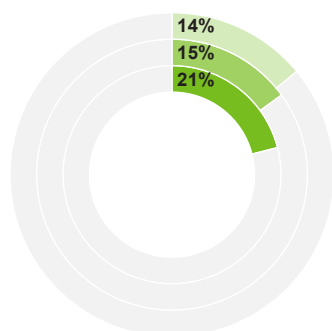
- 43%** Better roading infrastructure/less congestion
- 13%** More community facilities/recreational opportunities for families/community events
- 13%** Segregated cycle lanes/improved cycleways

Brookfield, Judea



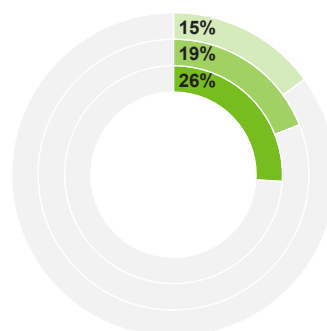
- 22%** Better roading infrastructure/less congestion
- 13%** Segregated cycle lanes/improved cycleways
- 12%** More community facilities/recreational opportunities for families/community events

Bellevue, Otūmoetai, Matua



- 21%** Better roading infrastructure/less congestion
- 15%** Segregated cycle lanes
- 14%** Better public transport options/light rail

Tauranga South, city centre, Avenues, Sulphur Point



- 26%** Better roading infrastructure/less congestion
- 19%** Segregated cycle lanes
- 15%** Better public transport options/light rail

Ngā whare me ngā paerewa oranga

Housing and standards of living



Housing and living standards – what is most important?

Often parts of Tauranga can appear to have wealth, but under the surface, many residents are living in financially high risk situations. Therefore, they report sacrificing other areas of expense to cover for accommodation costs.

Significant deprivation

Notable deprivation is apparent in Tauranga. For these residents, homeownership is not only unachievable, but current rental prices are also unaffordable. Overall, respondents have indicated:

- Only 16% of people reported having savings to last beyond six months
- 44% of respondents have savings to last up to one month if income was lost
- 20% of respondents have no current savings to fall back on.

Homelessness

- There are 3%, or over 4000 people, experiencing homelessness in Tauranga. This includes various living situations across the housing continuum:
 - Living on the streets
 - Living in campgrounds, caravans, garages
 - Living in temporary accommodation
 - Living in houses that are inhabitable
 - Boarding across a number of different households.

Homelessness can be a difficult issue to quantify as there is no ability to track the number of people living in temporary private arrangements (such as cars and garages).

Therefore, the issue of homelessness is likely to be much larger than the 3% identified in this research.

Vulnerable groups

Within the housing and living situation data collected, the most vulnerable groups in our community include:

- **Single parents**
 - 35% of single parents do not have enough money to make ends meet compared with just 14% for Tauranga overall.
 - On average, three quarters of single parents are paying more weekly for their accommodation than the Tauranga average.
- **Māori**
 - Māori are less likely to own a house, more likely than other ethnicities to experience homelessness and more likely to be single parents.



Photo credit: Tauranga City Council

– 85+

- Over half of the people who are aged 85+ years live alone, independently.

Homeownership

Even though a high percentage (68%) of people own their house, this research shows that often these people struggle to meet their accommodation costs – and are generally struggling to make ends meet.

Only 27% of homeowners reported having more than enough finances to meet their needs.

Renters in Tauranga

21% of residents in Tauranga rent, which is lower than the national average of 31.7%

Popular suburbs

- Most popular suburbs for renters are Pāpāmoa Beach (16%) and Mount Maunganui (10%).

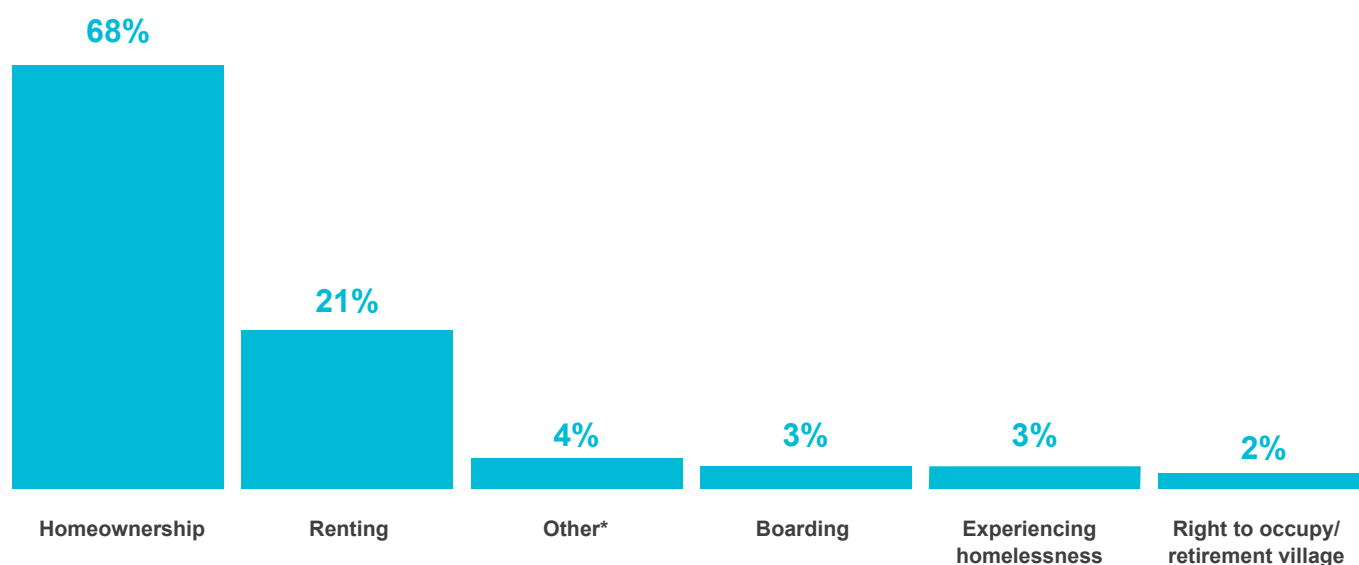
Work situation

- Almost three out of four renters work part-time (21%) or full-time (51%).

Financial concerns

- Renters are in an even more dangerous financial situation compared to homeowners – 73% do not have enough or have just enough to make ends meet.

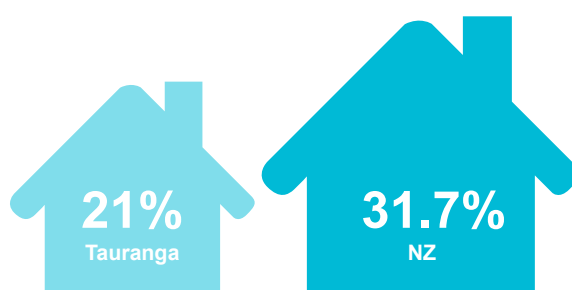
People's housing situation



What have we learnt?

- 1 There are **two times more females than males** who are living in a property with the **'Right to occupy'**.
- 2 **Close to half** (49%) of people aged **35–44** rent.
- 3 Responses indicated that of the people who **rent** a house in **Tauranga**, the highest proportion of renters reside in **Papamoa Beach** (16%) and **Mount Maunganui** (10%).
- 4 Almost **three out of four renters work part-time (21%)** or **full-time (51%)**.

One fifth (**21%**) of Tauranga residents rent the house they are living in.
National average is 31.7%, which is considerably higher.¹



NOTES:

* Other include some people stating their living arrangements instead, such as Living with parents/adult children/supported by other family members.

1. Based on total number of occupied dwellings and rented properties from Census 2018.

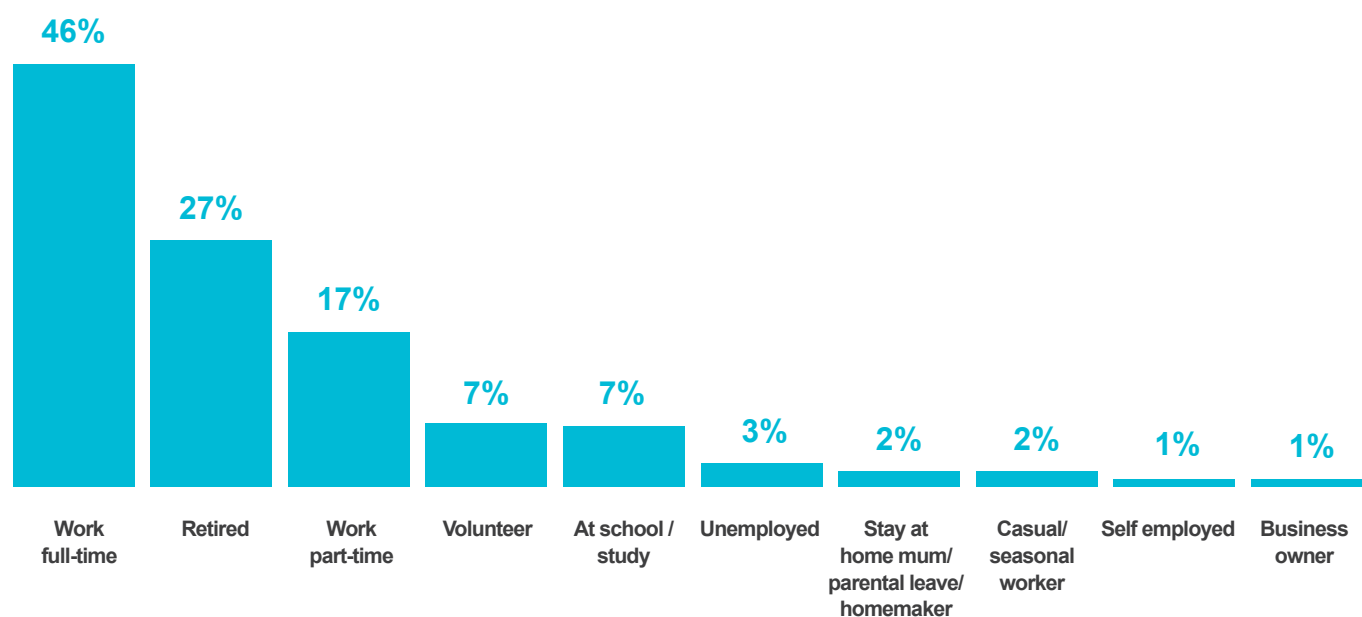
2. Sample: n=4826.

3. Q15. Which of the following describes your current housing?

See 'Appendix 3. Housing situation' for more detailed demographic profile of the respondents.

<https://www.stats.govt.nz/infographics/renting-vs-owning-in-nz>

The situation for homeowners



What have we learnt?

1

Age:

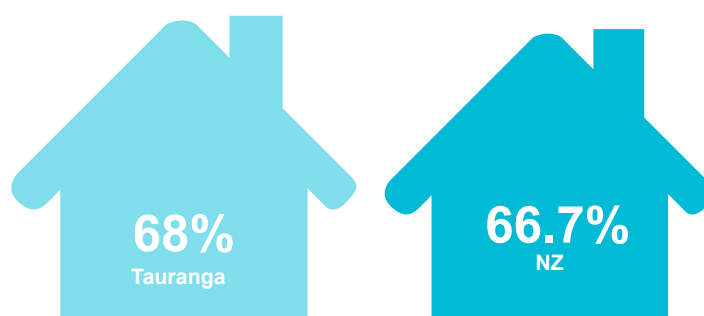
- 36% are aged 45–64 (the largest group of homeowners).
- 31% of homeowners are over 65 years old.
- 27% are aged between 35 and 44.
- 6% are aged 16–24.

Although 65+ year-olds account for 31% of overall homeownership in Tauranga, within the 65+ year age group four out of five own a house.

2

Ethnicity: 74% who identified as NZ European own a home, compared to 52% who identified as Māori.

Over two thirds of Tauranga residents (68%) own their own home or are living with a partner/ spouse who owns a home. **National average** of dwellings that are owned, partially owned or held in family trust is 66.7%¹



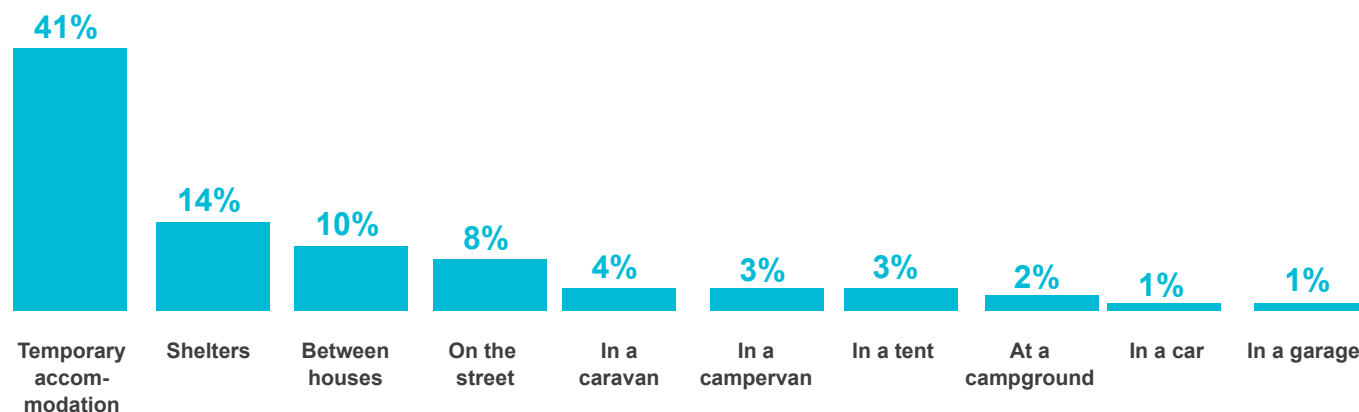
NOTES:

1. Based on number of dwellings and their ownership from Census 2018: <https://www.stats.govt.nz/tools/2018-census-place-summaries/tauranga-city>

2. Sample: n=4826.

3. Q15. Which of the following describes your current housing?

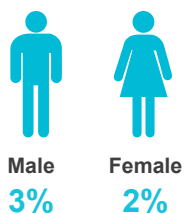
What homelessness looks like in Tauranga



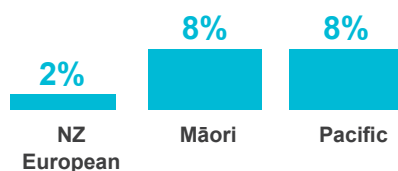
What have we learnt?

- 1 We were able to identify **111** respondents who were **experiencing homelessness** (3%).
- 2 Just over four out of ten are in temporary accommodation.
- 3 **Nine** respondents lived **on the street**.
- 4 **15** people are staying **in shelters** around Tauranga.
- 5 15% identified as 'Other' and did not give any details about their living situation.

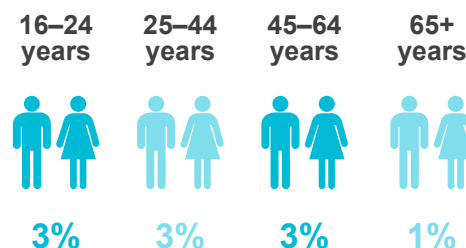
Who is affected*



Men experience homelessness at greater rates than women



Māori and the Pacific community are four times more likely to experience homelessness than NZ Europeans



People aged 65+ years are the least likely to experience homelessness, with only 1% of homeless being 65+

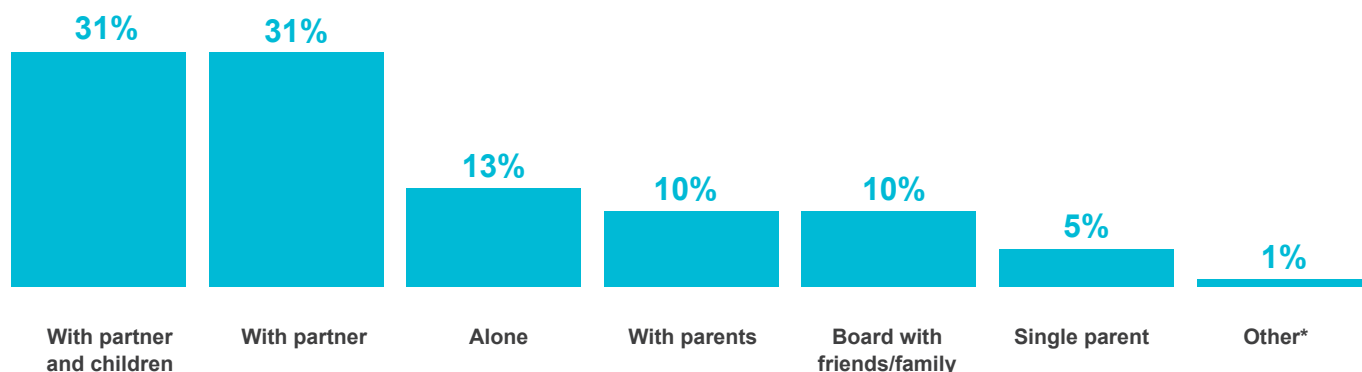
NOTES:

*If you are interested in more detailed information about people experiencing homelessness, you can read the full report for this priority group. Links are provided at the end of this report.

* Experiencing homelessness n=111.

1. Q16. If you are not living in a house, which best describes your living situation?

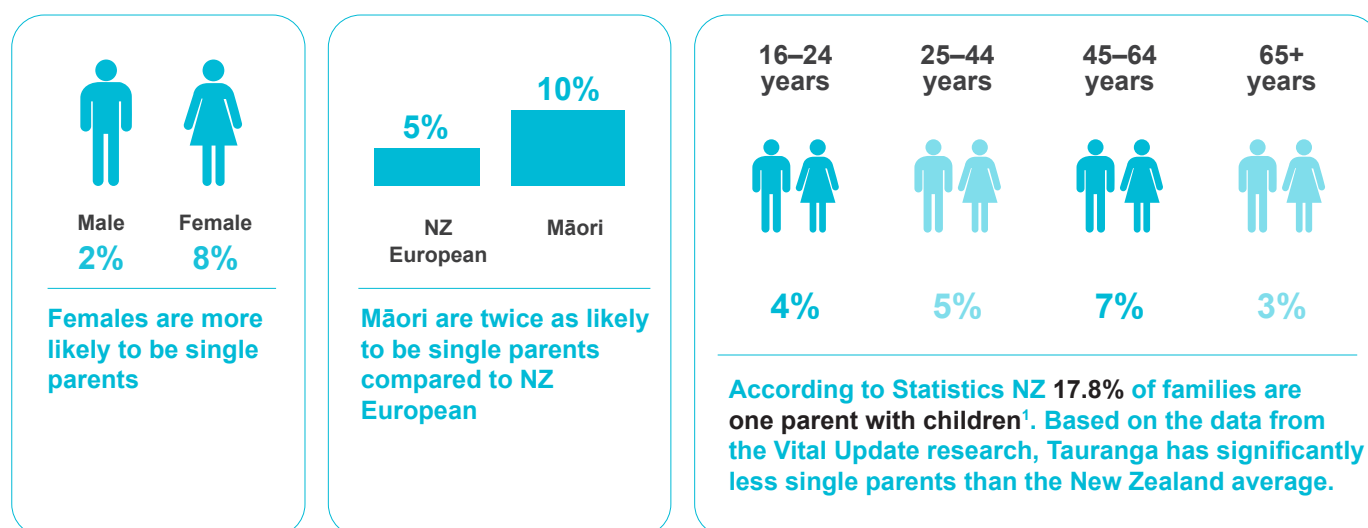
Living situations – who people live with and single parenting



What have we learnt?

- 1 Over three out of five Tauranga residents (62%) live with their partner/spouse.
- 2 5% are single parents.
- 3 Around nine out of ten youth either live with their parents or board with friends or family members.
- 4 Over half of people aged over 85 years live alone.

Who is more likely to be a single parent*?



NOTES:

* 'Other' includes answers: living in retirement village, living alone with a disabled child, having 24/7 support, Korean homestay and living at his workplace in the motel.

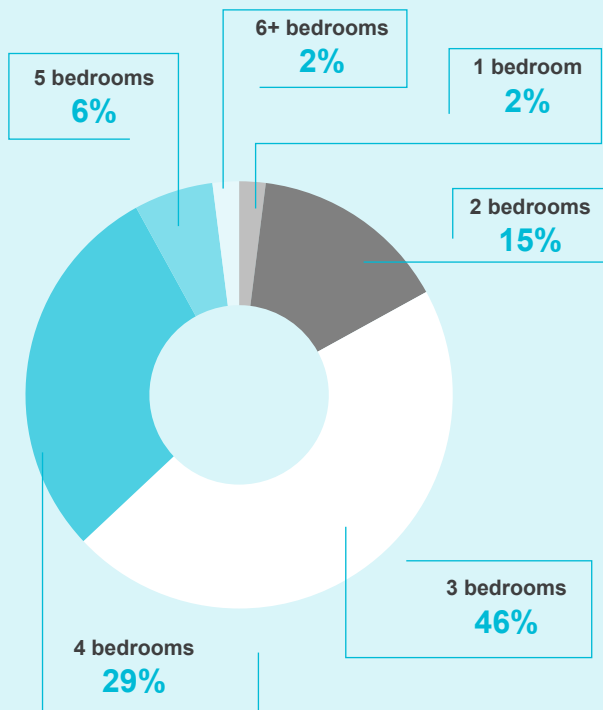
1. <http://archive.stats.govt.nz/Census/2013-census/profile-and-summary-reports/qstats-families-households/overview-families.aspx>


2. Sample: n=3462; Single parents n= 186.

3. Q17. Which of the following describes who you live with?

Household living – size and bedrooms

Total population – number of bedrooms in household



|  | Renters | Homeowners |
|---|---------|------------|
| 1 bedroom | 9% | <1% |
| 2 bedrooms | 21% | 12% |
| 3 bedrooms | 47% | 48% |
| 4 bedrooms | 20% | 32% |
| 5 bedrooms | 3% | 7% |
| 6+ bedrooms | 1% | 1% |

What have we learnt?

- 1** Average household size in Tauranga is **three people** per household.
- 2** Renters tend to live in smaller places than homeowners. Three out of ten renters (30%) live in one- and two-bedroom houses. At the same time less than 13% of homeowners occupy smaller houses with less than 1% living in a one-bedroom house.
- 3** Similar proportion of renters (47%) and homeowners (48%) live in a three-bedroom house.
- 4** While every fifth renter (20%) will live in a four-bedroom house, almost one third of homeowners (32%) will do the same.



How many bedrooms are there in the house?

Based on Census 2018 data:

1 bedroom – 6.1%
 2 bedrooms – 19.1%
 3 bedrooms – 43.5%
 4 bedrooms – 23.9%
 5+ bedrooms – 7.3%



Photo credit: Tauranga City Council

NOTES:

We were able to identify seven people who live in an overcrowded house. Two of them own their own homes.

According to the national standards the house is not considered overcrowded as long as number of people living in that house does not exceed ('Number of bedrooms' x 2) +1.

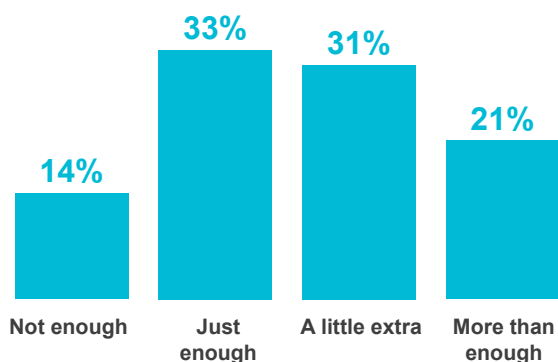
1. http://nzdotstat.stats.govt.nz/wbos/Index.aspx?_ga=2.267957646.1653649446.1554343125-730754321.1554089749#

2. Sample: n=4787, n=3 were identified as living in the overcrowded house, 2 are renting, 1 is a homeowner.

3. Q19. How many bedrooms are there in the house you are currently living in?

4. Q18. How many people including yourself currently live in your household?

Household incomes and meeting needs



Results have been rounded to the nearest whole number. The sum of these groups may result in a difference of plus or minus one percentage point.

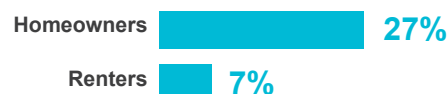
Not enough



Just enough



More than enough



What have we learnt?

- 1 35% of single parents, 48% of unemployed and 53% of people on a disability benefit or ACC indicate that they **do not have enough money** to meet their needs.
- 2 The proportion of **Māori** is the highest of all ethnicities for those who do not have enough income to meet everyday needs.
- 3 25% of people aged **45–64** and **25%** of **65+** say they have more than enough money to meet their needs.



Photo credit: Tauranga City Council

NOTES:

1. Sample: n=4788, excluding do not know.

2. Q21. Thinking about how well your household income meets your everyday needs (e.g. accommodation, food, clothing) – money wise would you say you have...

See 'Appendix 4. 'Household incomes and meeting needs' for more detailed demographic profile of the respondents.

Household incomes and meeting needs – what people say

“

None, although we budget for two weeks, we can only afford \$40 groceries for four people, five cats. Work and Income cut us off because I earn \$30 too much.

Just enough most weeks only because I live 'off the grid' and have grown my own veggies and herbs, and have occasionally been supplied with fresh fish caught in Waipu (Bay).

I keep using what little savings I have for medical bills and house maintenance. I can't afford to buy organic food for instance.

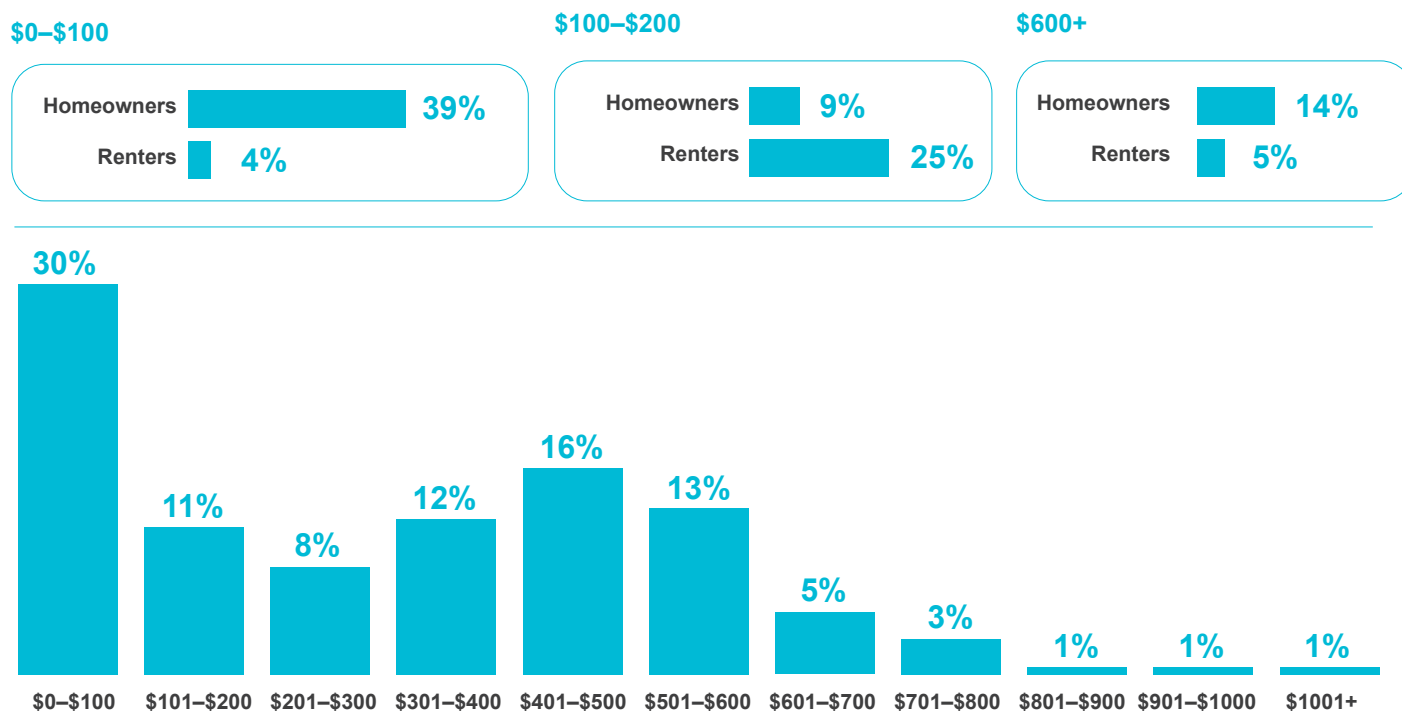
Fine with a boarder and two jobs.

Make do.
Grateful to get anything.

”



Housing expenses – weekly rent, board and mortgages



What have we learnt?

- 1 **Three out of ten** Tauranga residents spend **\$0–\$100** per week on rent/board/mortgage, **over four out of ten** Tauranga residents (41%) spend **\$300–\$600** per week on rent/board/mortgage.
- 2 **84%** of people aged **65+** have **\$0–\$200** rent/board/mortgage expenses, **55%** of people aged **25–64** spend between **\$300 and \$600** per week on rent/board/mortgage.
- 3 **Almost half (49%)** of those who said they do not have enough money to meet their needs spend **\$300–\$600** per week on rent/board/mortgage.
- 4 Even though there are significantly more homeowners spending \$0–\$100 on accommodation, **14%** spend over \$600 a week on mortgage payments compared to only **5%** of renters with similar weekly expenses.
- 5 **Average weekly expense on rent/board/mortgage in Tauranga is \$329.32.**

According to Statistics NZ, for the year ended June 2019¹:

- **Average weekly mortgage** interest payments decreased from \$88.50 to **\$80.00** (down 9.6 %). Average weekly property rate payments decreased from \$40.10 to \$37.90 (down 5.5 %).
- Households spent about **one-fifth of their disposable income on housing costs** on average (\$21 of \$100). **31%** of households spent **30% or more** of their income on housing costs.

NOTES:

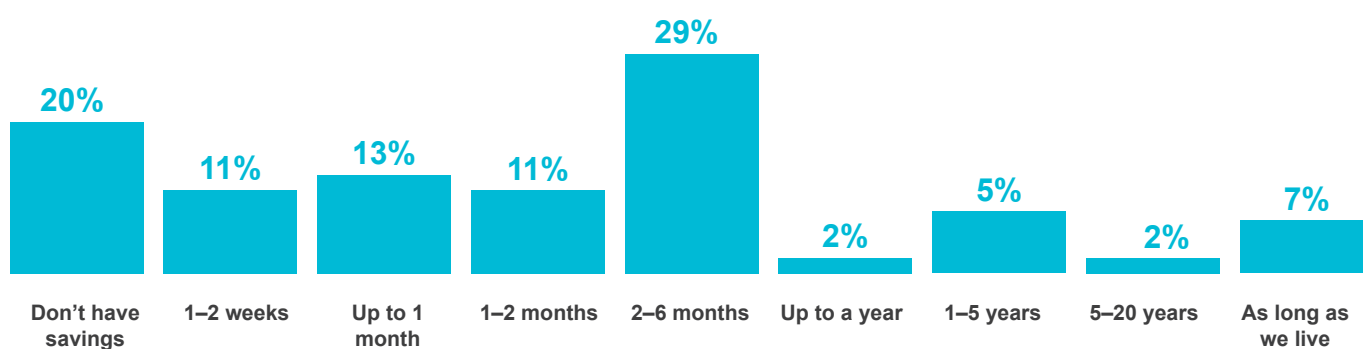
1. <https://www.stats.govt.nz/information-releases/household-income-and-housing-cost-statistics-year-ended-june-2019>

2. Sample: n=3905, excluding 'Prefer not to say'.

3. Q20. What are your rent/board/mortgage costs?

See 'Appendix 5. Weekly rent/board/mortgage expenses' for more detailed demographic profile of the respondents.

Savings – how much, how little



What have we learnt?

- 1 One out of four people aged 65+ say they have enough savings for as long as they live.
- 2 18% of NZ Europeans do not have enough savings compared to 37% of Māori and 34% of the Pacific community.
- 3 2% of people who rent have enough savings to survive beyond six months compared with 31% of homeowners. There are 17% of renters that can survive on savings for 1–2 weeks, 16% up to 1 month, 10% 1–2 months, and 18% 2–6 months.
- 4 People mentioned a few different options to help them to get through without having savings in the bank such as investments with different financial institutions, additional rental income, insurance and family support.
- 5 According to research conducted by Key Research for the past four years, median savings for 18–29 years old for the 12 month period ending in April 2020 were \$10k, 30–49 year-old \$18k, and \$41k for 50+ year olds.

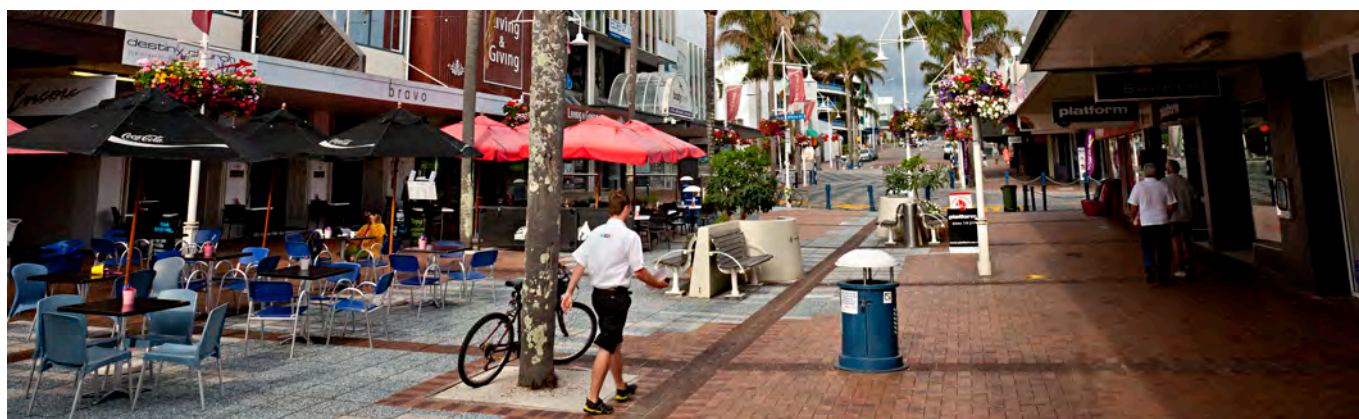


Photo credit: Tauranga City Council

NOTES:

1. Sample: n=3432.

2. Q22. If you were to have a change in circumstances that affected your income (e.g. loss of job) how long would you be able to get by using your savings?

See 'Appendix 6. Savings' for more detailed demographic profile of the respondents.

Savings – what people say

“

Can get by on one income.

Have more than enough unearned income.

We have insurance to cover.

My income would cover my living costs.

Currently using savings.

Not sure how long but quite awhile with support from WINZ.

Both of us have lost jobs and are living on savings.

Can't afford to retire but have some savings.

Depends how careful I am.

I am able to draw on family trust funds.

Have to rearrange investments.

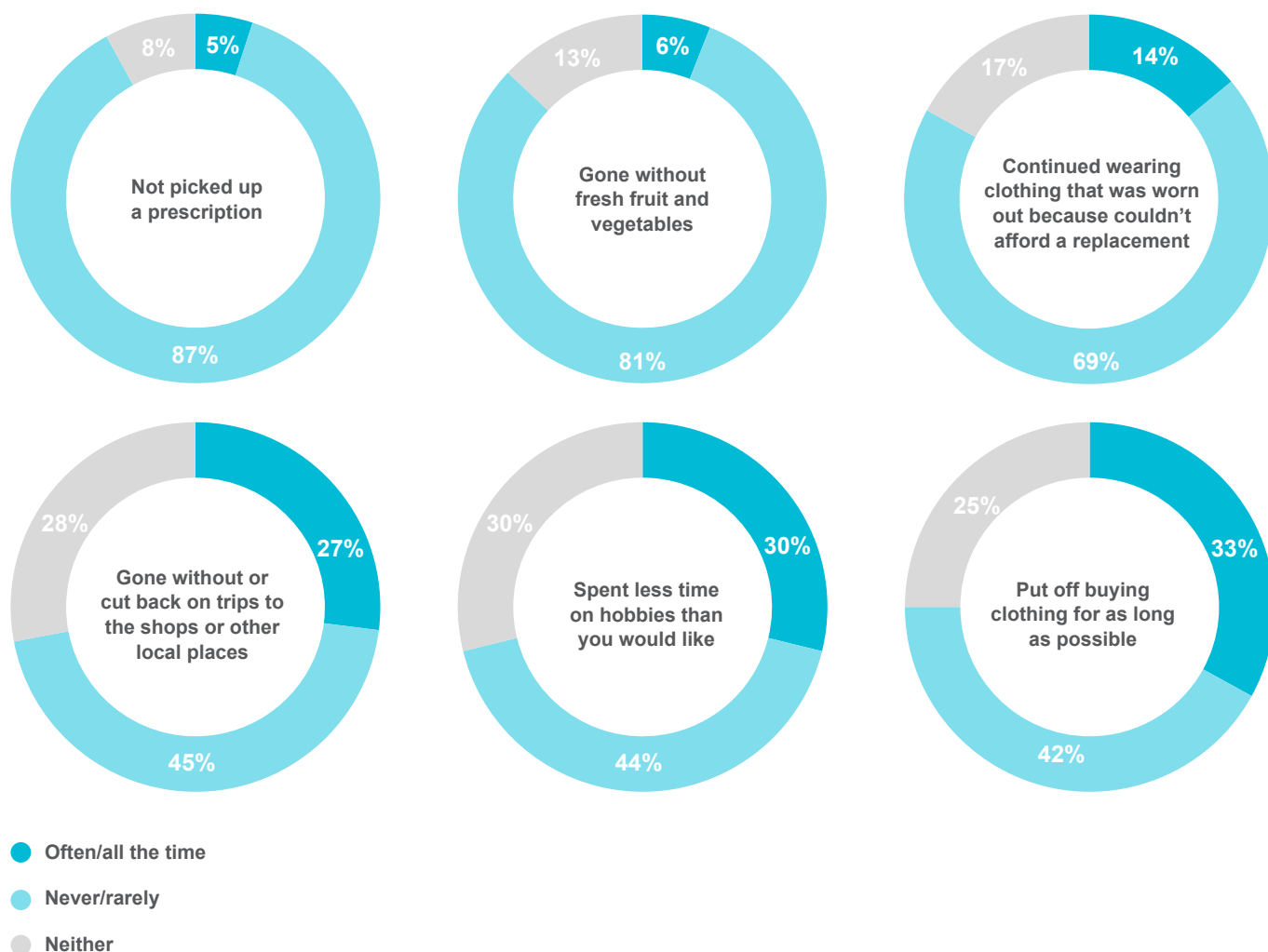
Depends on how much travel I do.

”



Photo credit: Tauranga City Council

How people keep expenses down



What have we learnt?

- 1 **Health is on the list of high priorities**, including both prescription medicine and eating healthily. **Close to nine out of ten (87%)** Tauranga residents **never jeopardise their health to keep expenses down**.
- 2 Most common things that people sacrifice are: buying new clothes (33%), spending on hobbies (30%) and going out (27%).
- 3 Tauranga residents who identify as **Māori** are more likely to try and **cut down costs to make ends meet**. Māori, Asians and people aged 25–44 are more likely to not pick up their prescription.

NOTES:

1. Sample: n=4785, excluding 'do not know'.

2. Q23. In the last 12 months have you experienced any of the following? (excluding 'do not know'), scores are calculated for people who indicated they didn't have enough income to meet everyday needs.

See 'Appendix 7. Gone without' for more detailed demographic profile of the respondents.

Oranga hāpori

Social wellbeing



Photo credit: Tauranga City Council

Social wellbeing – what is most important?

Connecting with the community and spending time with friends and family is very important for our social wellbeing.

Our research shows that one out of three people living in Tauranga reported feeling alone (higher than reports in other parts of New Zealand). The reasons reported by some are:

- Living too far away from family and friends
- Being too busy
- Unable to find the time to stay connected.

Reported barriers to remaining connected to family and friends included:

- Health
- Not having access to personal transport
- Not being able to afford the travel.

Groups that are most affected by feeling alone and lack of contact with friends and relatives are:

- Youth
- Disabled people
- Ethnic communities – especially Asian, Middle Eastern, Latin American and African.

Technology

This is a very important tool that helps a lot of people to stay in touch, learn new things, keep up-to-date with the latest events and to stay entertained at home.

- Over nine out of ten people living in Tauranga have access to phones, computers, internet, social media and email.

Local events

Events are another way for the community to connect and be involved.

Even though a lot of people do take part in events from time to time, there are some groups that are less likely to participate, including ethnic communities and newcomers to the city.

Key reasons for non-attendance, include:

- Lack of awareness of local events
- Lack of personal funds to attend
- Time of events not being suitable
- Lack of access to personal transport.

Music and entertainment

People indicated that musical performances from international artists, large scale festivals, activities for families and children and local community events are among the most desired events in Tauranga.

Feedback also indicated a need for free or cheaper events as well as more cultural events that celebrate heritage.

Local outdoor spaces

Overall, Tauranga residents enjoy spending time in local parks and reserves. Beaches, harbours and walkways are the most popular places to spend a day being active outside.

Services and facilities

Some residents reported some services and facilities as lacking. This included having closer access to supermarkets, post offices, banks, swimming pools, medical centres and libraries.

Getting around

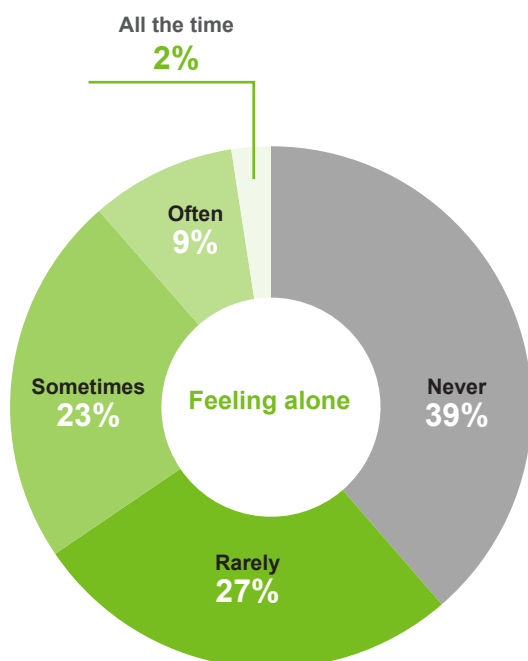
To move around the city – running errands, or just being out with family – almost half of respondents choose either public transport, cycling or walking as the desired mode of transport.

However, 73% of respondents reported using a private car, truck or van as the desired mode of transport to travel to work and school.



Photo credit: Tauranga City Council

Who feels alone and how often?



What have we learnt?

- 1 People in Tauranga feel more alone than the national average with 34% feeling alone all, most or some of the time.
- 2 The degree of feeling alone decreases with age. 5% of people aged 65+ feel alone often or all the time, for people aged 16–24 this number is considerably higher (26%).
- 3 Women are more likely to feel alone than men. 70% of men compared with 62% of women rarely or never feel alone.
- 4 Residents who identify as Māori and Asian are the most likely to feel alone with 18% and 17% respectively answering 'often' or 'all the time'.

Based on information provided by the Ministry of Social Development:¹

- 13.9% of the population aged 15 years and over reported **feeling lonely all, most or some of the time** during the last four weeks, while 63.9% said they were **not lonely** at all in the last four weeks.
- **Loneliness decreases as age increases.** Those aged 15–24 years had the highest levels of loneliness (16.8%), while those aged 65–74 had the lowest levels (9.6%).
- In 2014, **females** (15.6%) **were more likely than males** (12.1%) **to report feeling lonely sometimes, most of the time, or always**, during the last four weeks.

NOTES:

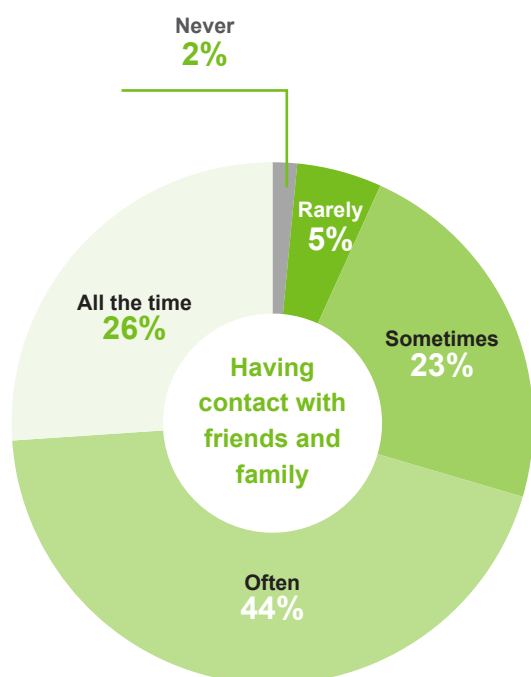
* MSD refers to 'feeling lonely' where Vital Update – Tauranga focuses on 'feeling alone'. Although semantically speaking these are slightly different things, we can see similar trends and our research findings align with the MSD data across these areas.

1. <http://socialreport.msd.govt.nz/social-connectedness/loneliness.html>

2. Q24. In the last four weeks, how often have you felt alone? Sample: n=4801, excluding 'do not know'.

See 'Appendix 8. Feeling alone and contact with friends and family' for more detailed demographic profile of the respondents.

Connection – contact with friends and family



What have we learnt?

- 1 Men (8%) are more likely than women (6%) not to have contact with friends and family (choosing 'never' or 'rarely' as the frequency of contact).
- 2 People aged 16–24 (11%) have less contact with friends and family than people aged 65+ (5%).
- 3 The Asian community as well as Middle Eastern, Latin American and African communities have the least contact with their family and friends.

New Zealand General Social Survey (NZGSS)¹:

- 74.6% of the population aged 15 years and over said the amount of contact they had with family who didn't live with them was about right.
- People aged 65+ were most likely to say the amount of contact they had with non-resident family was about right.
- People aged 15–24 years were least likely to say the amount of contact they had with non-resident family was about right.

NOTES:

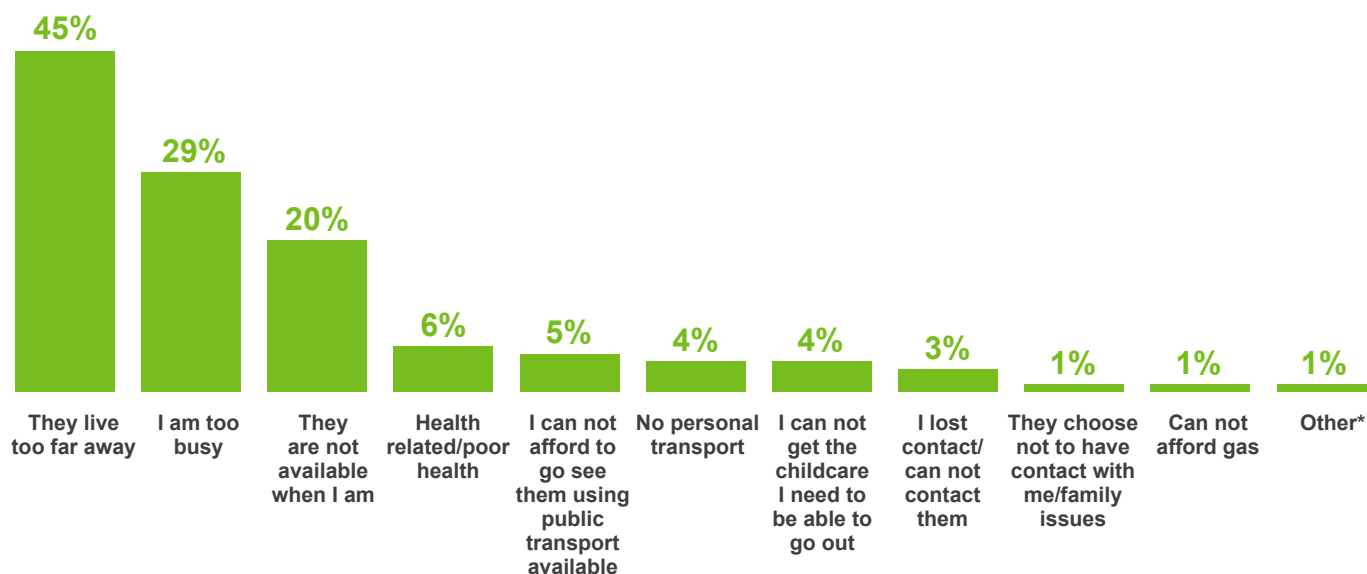
1. <http://socialreport.msd.govt.nz/social-connectedness/contact-with-family-and-friends.html>

2. Q25. In the last four weeks, how often have you had contact with relatives or friends? (who do not live with you) Sample: n=4801, excluding 'do not know'.

See 'Appendix 8. Feeling alone and contact with friends and family' for more detailed demographic profile of the respondents.

Social connection with friends and family

Reasons why there's no or little face to face connection



What have we learnt?

- 1 The most common reasons to have less contact with family and friends are: **distance, being busy and family and friends being unavailable when the respondents are**. These remain the most common responses for all age groups and ethnicities.
- 2 For **ethnic communities**, **distance** is a much bigger issue than for NZ European and Māori with **60% Asian and 67% Middle Eastern, Latin American, African** pointing to it as the most important reason for having less contact with their relatives and friends.



Photo credit: Tauranga City Council

NOTES:

* Comments on the next page contain both marked as 'Other' as well as interesting comments that were put in one of the main categories.

1. Sample: n=4818; answered 'Not applicable' or 'do not know' n= 1357 (30%). Percentages are kept of the total sample. Valid responses n=3461.

2. Q26. What makes it hard to have contact with family or friends who do not live with you?

See 'Appendix 9. Reasons to have less contact with relatives and friends' for more detailed demographic profile of the respondents.

Connection and feeling alone – what people say



The feeling that they do not care about me.

I feel ashamed for them to see me.

My disability. I do not have transport for my mobility scooter.

I do not know them well enough to keep in contact.

Most of my friends live out of town.

Being available to assist family nearby makes it difficult to visit those who live further away.

All too busy with work and children's activities.

Technology seems to have destroyed personal communication. People do not phone to chat anymore.

I like our own company, no need to be with family all the time.

Price of petrol is too expensive.

Not interested.

A lack of time and their school/work commitments.

Just have other priorities.

I need a support person for social outings.

Just feel too lazy to contact someone sometimes.

Family court restrictions.

I'm relatively new to town.

Their mental health.

They live overseas, too expensive to visit often.

I'm pregnant and often have fatigue.

I have to work a lot of hours. Fifty to sixty per week.

Work – busy, do not get home until late, school work at weekends.

Lack of suitable bus services. Old route thirty six suited my needs very well.

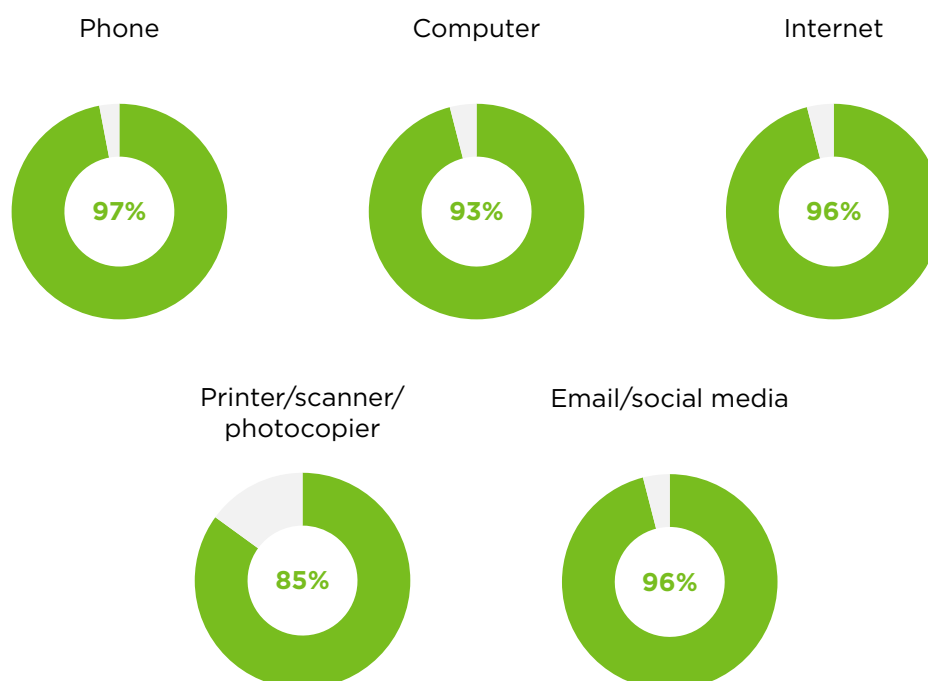
Anxiety.

I'm so tired I just want to lie down, and recover first.

Cost of petrol makes it impossible to see family as much as I would like to.



Access to technology



What have we learnt?

- 1 Almost everyone has **access to a phone (97%), internet (96%) and email/social media (96%)**. This is consistent across different age groups.
- 2 People are **more likely** to have access to all types of technology **at home** than anywhere else.
- 3 The proportion of **households in Tauranga with internet access is higher than the national average**.

- Based on data from Statistics NZ **98.1%** of people live in households with **telephone access, either landline or cellphone**¹.
- In 2018 **internet** penetration rate in New Zealand was **89%**².
- According to 2018 research (Hootsuite/We Are Social), **3.5 million Kiwis are active social media users** and they spend an average of one hour and 53 minutes on social media networks each day³.

NOTES:

1. <http://socialreport.msd.govt.nz/social-connectedness/telephone-and-internet-access-in-thehousehold.html>

2. <https://www.statista.com/statistics/680688/new-zealand-internet-penetration/>

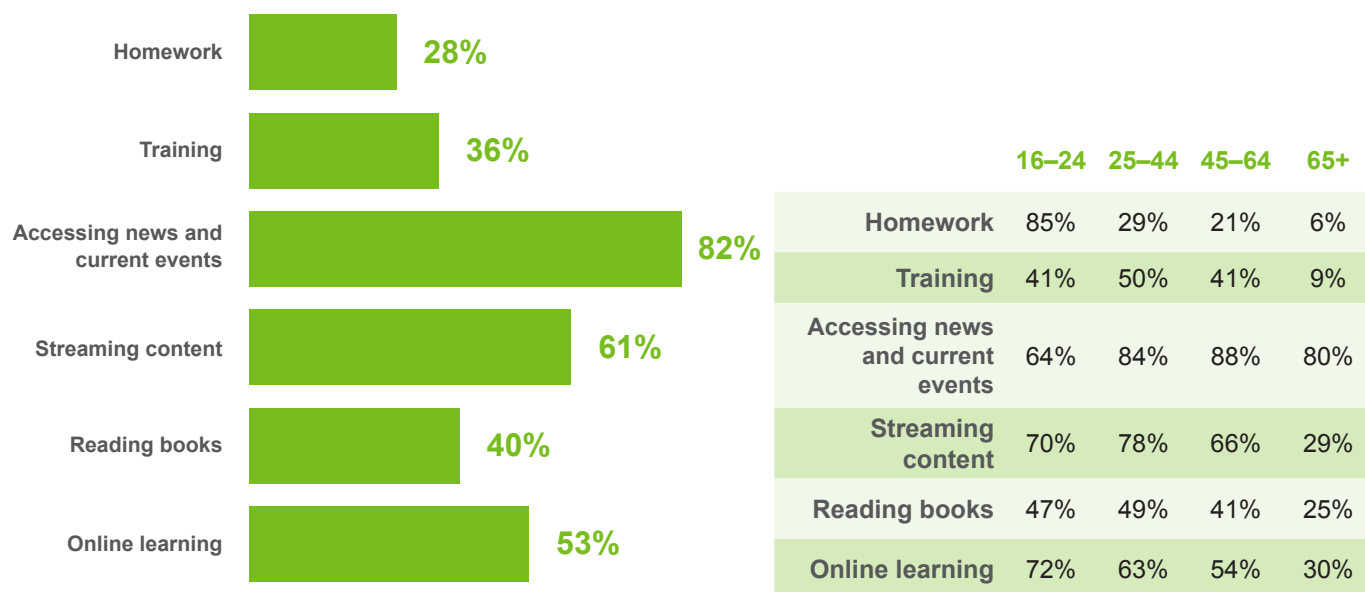
3. <https://socialmedia.org.nz/nz-social-media-statistics-2018/>

4. Sample: n=4835.

5. Q27. Do you have access to the following?

See 'Appendix 10. Access to technology' for more detailed profile of the respondents.

Why people use their technology – computer, laptop and tablet



What have we learnt?

- 1 Different age groups have different priorities as to what they use a laptop or smart devices for.
- 2 For 16–24 year-olds **homework (85%)**, **online learning (72%)** and **streaming content (70%)** are the highest priorities.
- 3 At the same time **accessing news and current events** is more important for our ageing population (25–44 – 84%; 45–64 – 88%; 65+ – 80%).
- 4 People (65+) are the least likely to read books on a computer, laptop or tablet.

Based on the snapshot from Statistics NZ¹:

- **94%** of New Zealanders access internet from home at least once a day. With **1%** never accessing internet from home.
- **Facebook** is the most frequently accessed channel. **Six out of 10 people** use Facebook but they use it on average **4.8 times a week**, compared to **4.7 times a week for SMS**.
- The **top three benefits** of the internet people see are: **access to information (83%)**, **communication with friends and family (80%)** and **online shopping (72%)**.

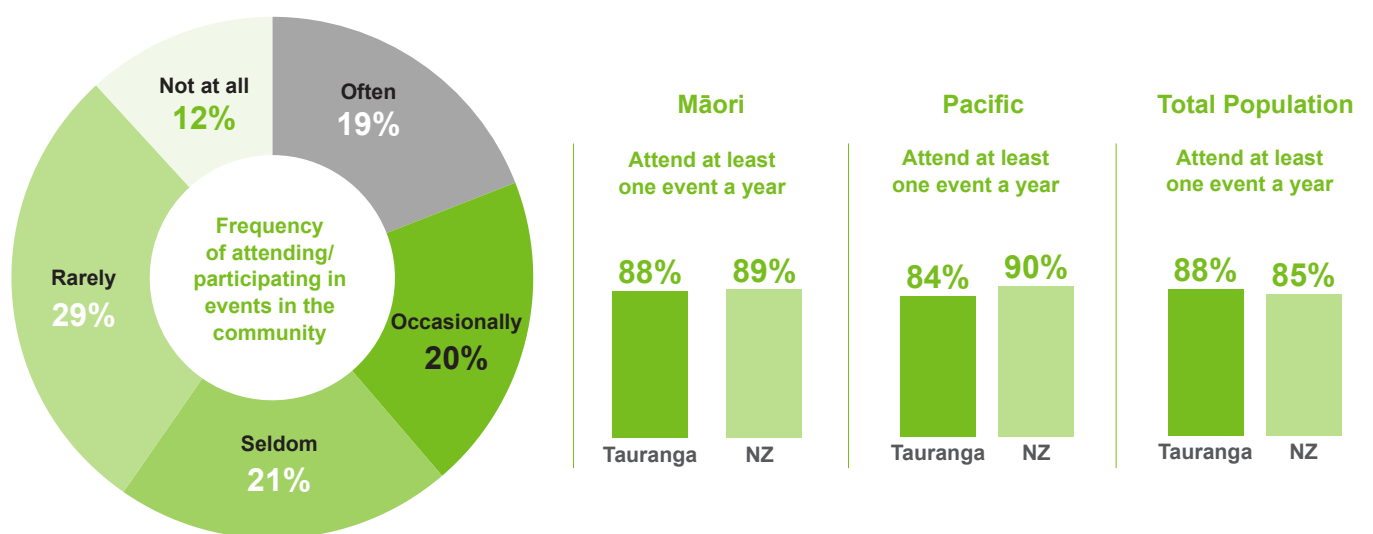
NOTES:

1. https://internetnz.nz/sites/default/files/New_Zealand_Internet_insights.pdf

2. Sample: n=4835.

3. Q28. Do you have access to a computer, laptop or tablet for the following purposes? Please select.

Event attendance in the community



What have we learnt?

- 1 People aged **25–44 years** are **the most likely age group to attend events** in the community.
- 2 **17% of 16–24 year-olds do not participate** in community events with a further **38%** only participating **less than once a month**.
- 3 Asian and Pacific communities are the least likely to attend current community events.

Based on the information from the Ministry of Social Development¹:

- 85% of the population aged **15 years and over** attended **at least one arts event**, with **37%** attending **more than 10 events in the previous 12 months**.
- **Females were more likely than males** to attend and actively participate in arts events.
- 90% of the **Pacific** community and **89%** of **Māori** attended **at least one arts event in the previous 12 months**, compared with **85%** of people in the **Asian** ethnic group and **New Zealand Europeans**.

NOTES:

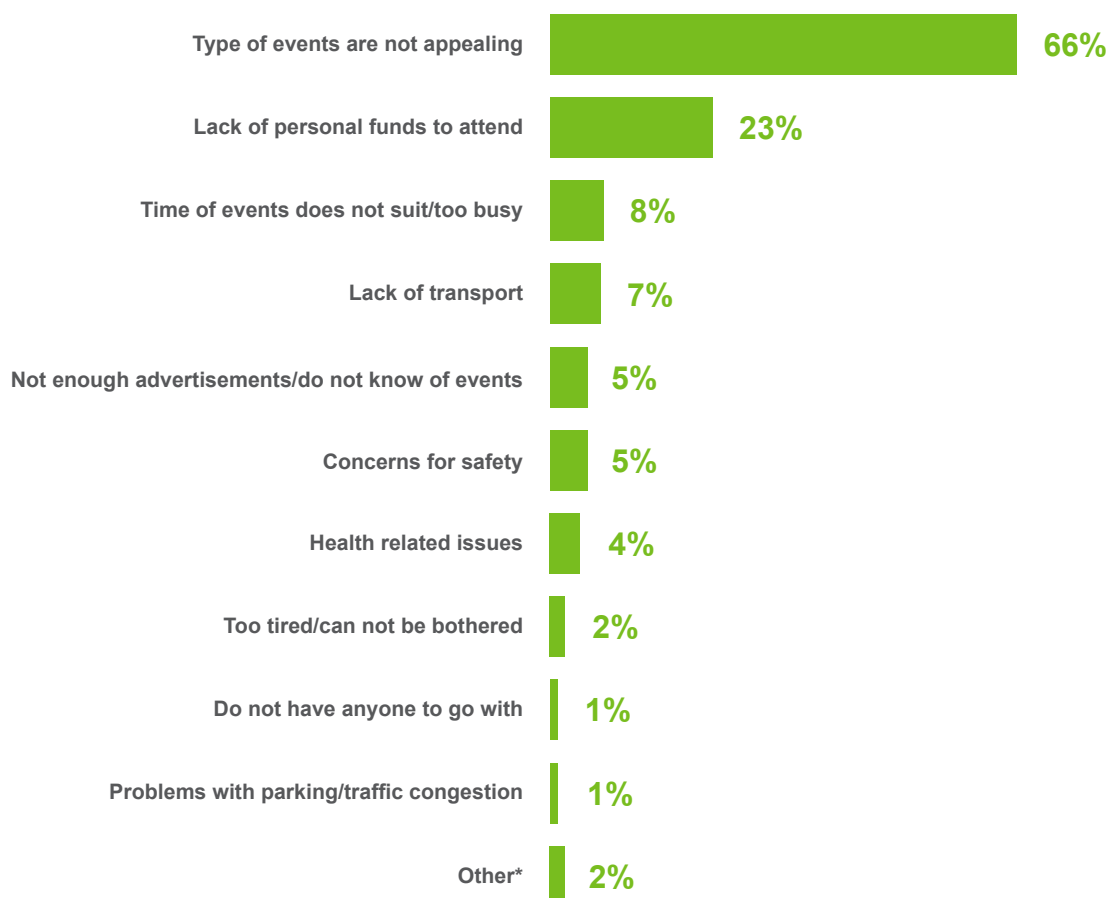
1. <http://socialreport.msd.govt.nz/leisure-and-recreation/participation-in-arts-and-cultural-activities.html>

2. Sample: n=4835.

3. Q29. On average, how often do you attend and/or participate in events in your community?

See 'Appendix 11. Events in the community' for more detailed demographic profile of the respondents.

Why people don't attend events



What have we learnt?

- 1 Most common reasons for not attending events are: **type of events are not appealing** and **lack of personal funds to attend**.
- 2 For people aged **65+ years** another **important issue is health** with **13%** mentioning it as the second reason for not attending events in the community.
- 3 **Ethnic communities**, especially Asian, Middle Eastern, Latin American and African are **more likely to miss events** in the community because they do not know about them.

NOTES:

* Comments on the next page contain both marked as 'Other' as well as interesting comments that were put in one of the main categories.

1. 'Rarely' or 'Not at all' participate in the community events n=1937. Gave a reason for not attending n=1885.

2. Q30. If 'rarely' or 'not at all', what is preventing you from attending events in your community? Please select all that apply.

See 'Appendix 11. Events in the community' for more detailed demographic profile of the respondents.

Not attending events – what people say

There are rarely events in our park.

I am not very sociable these days.

Busy with family, church, jobs around the house and being outside at the beach.

New baby and under-2-year-old – too busy.

Just get caught up and forget.

Too busy settling into new location and lifestyle.

Over my lifetime I attended a lot of community activities, so taking time out now before I pick it up again in my retirement.

Barely any exist near me, and when they do happen it's mostly my parents who go.

Most of my friends live out of town.

Busy week happy to stay home in evening or weekends. Grandchildren come to our place each weekend.

Anxiety.

Work commute to Auckland, shift work.

Mostly at work or resting at home because work is taking too much time and energy.

Some events do not interest me, other times I am busy.

Dogs not being restrained properly.

Do not have time due to work commitments.

Family court restrictions.

Not much child friendly stuff on during weekends, mostly during week when I work. Or it's too far to travel to by bus and too expensive.

I have a job that sucks me dry socially, and mostly just want to be home to recharge and to face work again.

There's not enough advertising about community events or gatherings. There definitely is advertising but mainly through social media & unfortunately I do not always have data to see them. Welcome Bay needs a BIG ADVERTISING BOARD.

Making sure it will suit both my sons – one of which has ASD.

I do not know a lot about the events in my community.

There aren't a lot of events for teenagers.

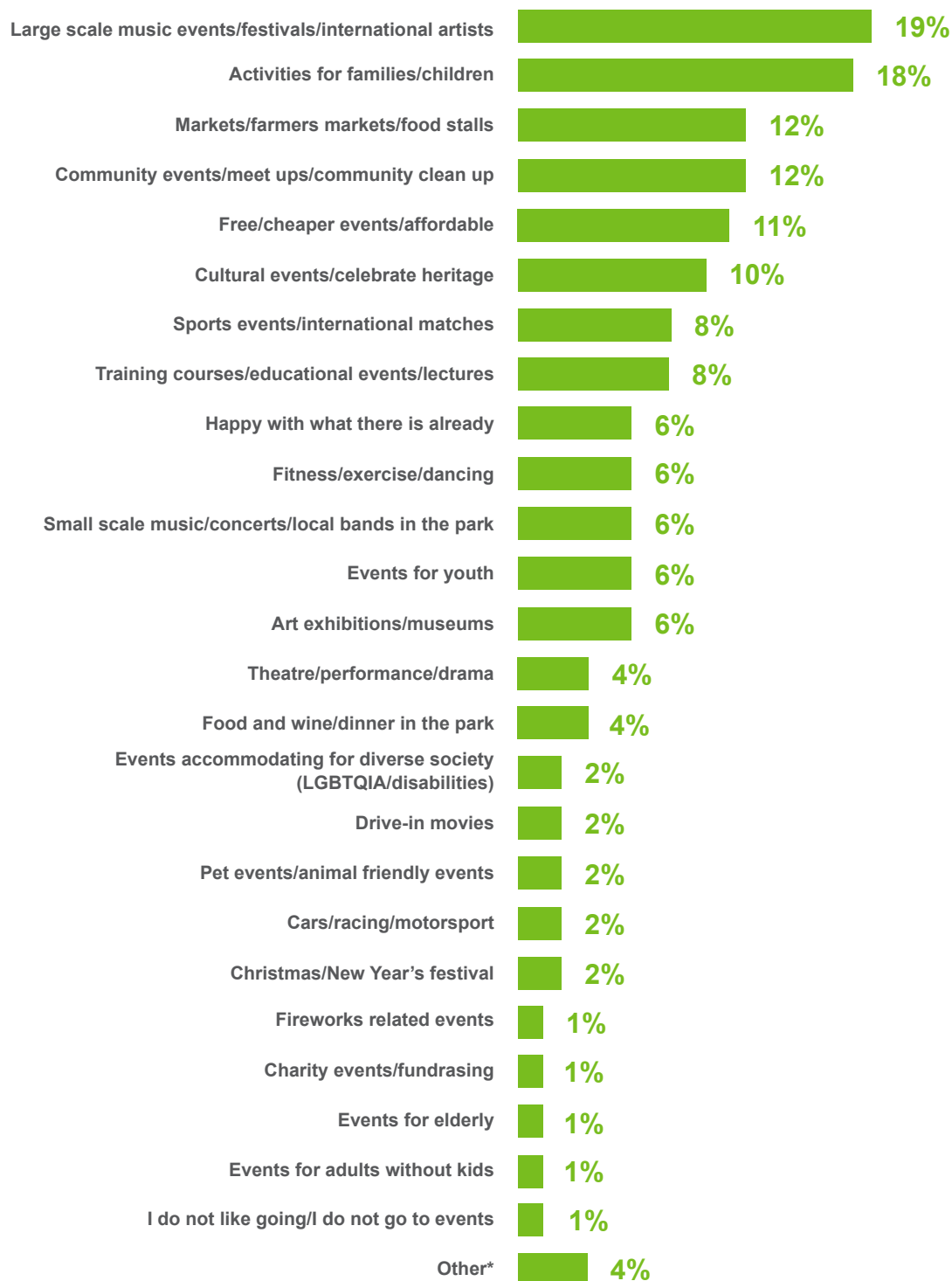
Can't be bothered.

Enjoy my alone time after years of nursing!

No offered public transport, taking your car with so much traffic is terrible with our roads.

No one to go with – friends live out of town.

Events people would like to attend



NOTES:

* Comments on the next page contain both marked as 'Other' as well as interesting comments that were put in one of the main categories.

1. Sample: n=2343

2. Q31. What kinds of events would you like to see more of in your community?

See 'Appendix 11. Events in the community' for more detailed demographic profile of the respondents.

Events people would like to attend – what people say



Autism friendly
with sensory shelters.

Not re-hash events from other
cities made out to look like they
are the first of their kind.

More of what is available
currently and more cultural events
and large concerts and shows.

Organised outdoor activities
for teenagers.

Community fitness,
food and clothing swaps.

Dinner in the domain
is really nice but it is really
expensive for a meal.
Something like this but more
affordable would be nice.

More adult oriented events
– concerts/gigs/jams in the
nightlife areas.

Children events early afternoon
on the weekend.

Events that are run in an
environmentally responsible way,
i.e. minimum waste produced.

History evenings
about Tauranga, both Pakeha
and Māori.

Something for teenagers.
Fireworks display. Concerts,
music in the park.

Local shows that you
do not need to book six months
in advance.
Mix and mingle events.

Book fairs and environmental
care groups/events.

Dog friendly ones :) Music events.

Fitness, running, yoga
meditation, stress counselling,
dysfunctional family counselling.

I think more movie nights in
a park, or fairs, or possibly
more concerts that support
new artists. Also, there is not a
lot of nightlife in Tauranga for
students so an event that can
promote that would be cool :)

More for young teenagers and
also those between 40 to 50 age
group. Seems to be plenty for
those who have young family
or are retired and do not work.

So far, I feel that events are
well represented, sometimes
we are spoiled for choice.
My only criticism is that many
are notified at the last minute,
making planning difficult.

Night school classes,
woodwork or other hobbies.

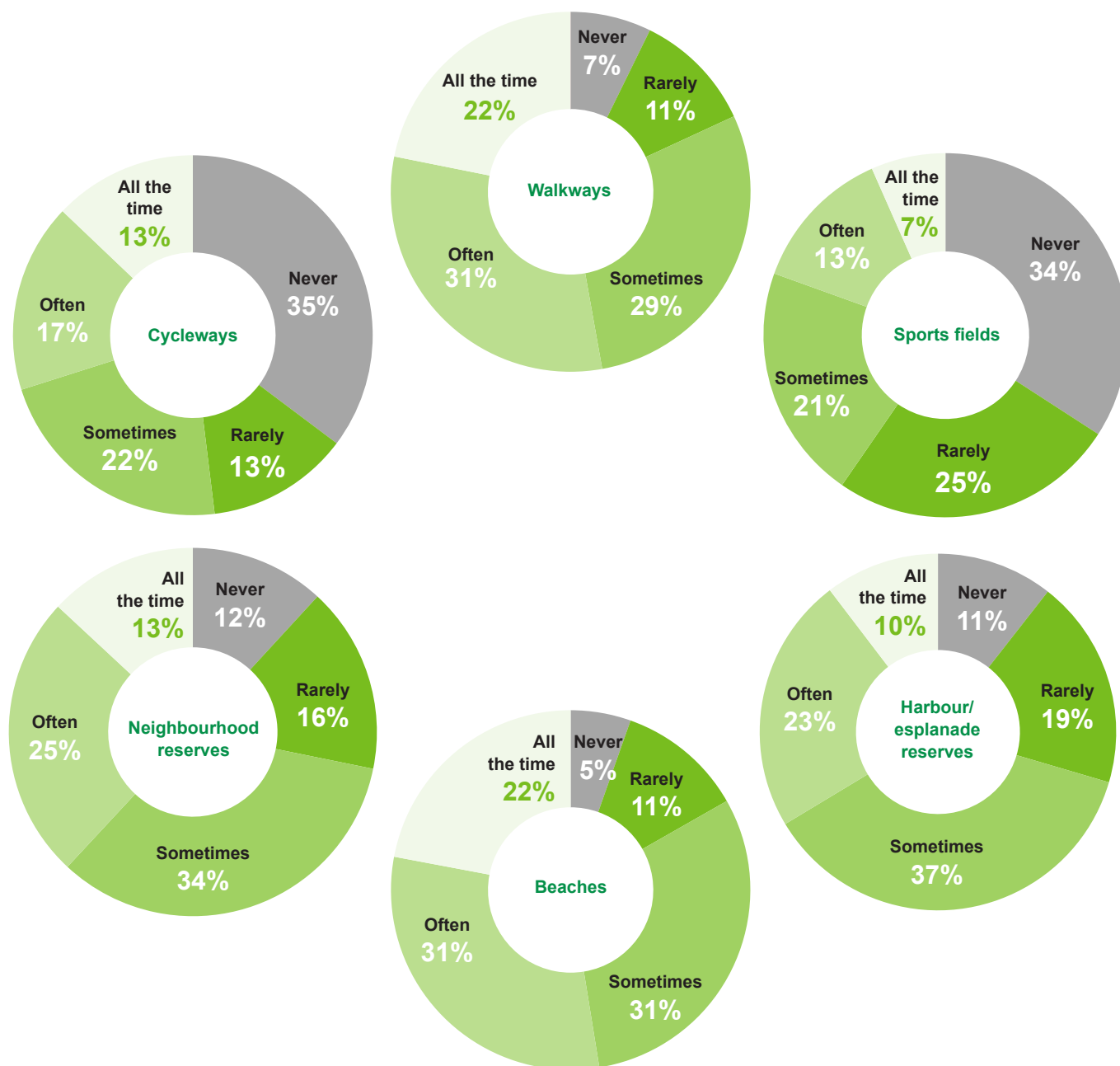
Networking events for young
professionals (late 20s–early 30s).

Free family events.

Motorsport events.



The use of green spaces and reserves



What have we learnt?

- 1 **Walkways and beaches are most commonly visited** by Tauranga residents with only 7% and 5% of the respondents respectively never using outdoor facilities. Close to eight out of ten people from Mount Maunganui, Omanu, Bayfair and Arataki visit beaches often or all the time.
- 2 Across all the suburbs of Tauranga the **least visited facilities** are **sports fields** and **cycleways**. Residents of Gate Pā and Merivale are the least likely to use sports fields with almost three quarters saying that they never or rarely use the facilities.

NOTES:

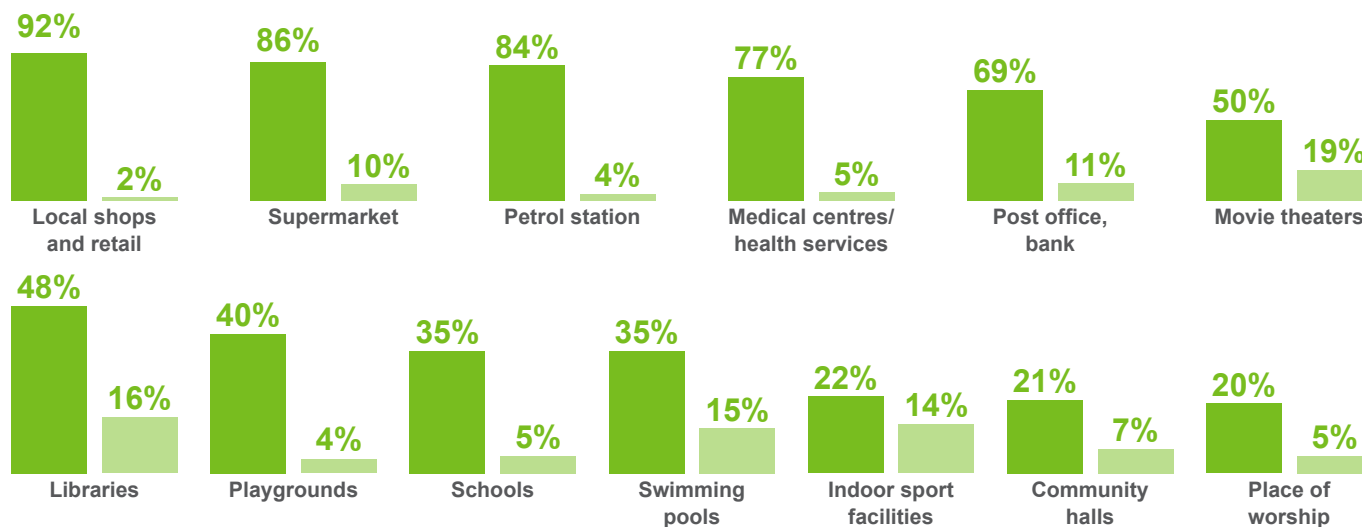
1. Sample: n=3577, excluding 'do not know'.

2. Q32. Thinking about your neighbourhood, do you use the local parks/reserves in your area?

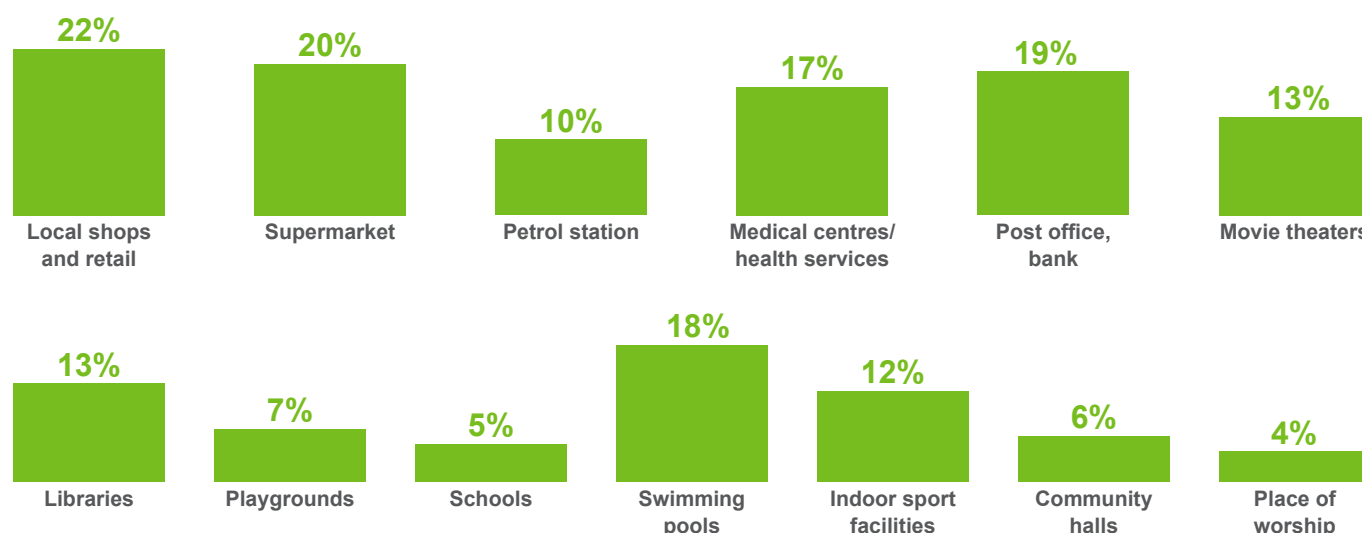
Services and facilities people use

Below shows what services and facilities people use in their neighbourhood.

Light green shows the proportion of people who say the facility is not available locally.



Below shows what services and facilities people want to have better access to in terms of distance.



What have we learnt?

- 1 48% travel outside their suburb for certain services and facilities.
- 2 42% of Tauranga residents **do not need any services and facilities to be closer to them**. Mount Maunganui and Omanu residents are the most happy with the facilities available in their neighbourhood.
- 3 Local shops, dairies, cafés, small retail (22%), supermarkets (20%), post office and banks (19%), swimming pools (18%) and medical centres (17%) are the facilities and services that people across Tauranga would like to have better access to in terms of distance.

NOTES:

1. Sample: n=4835.

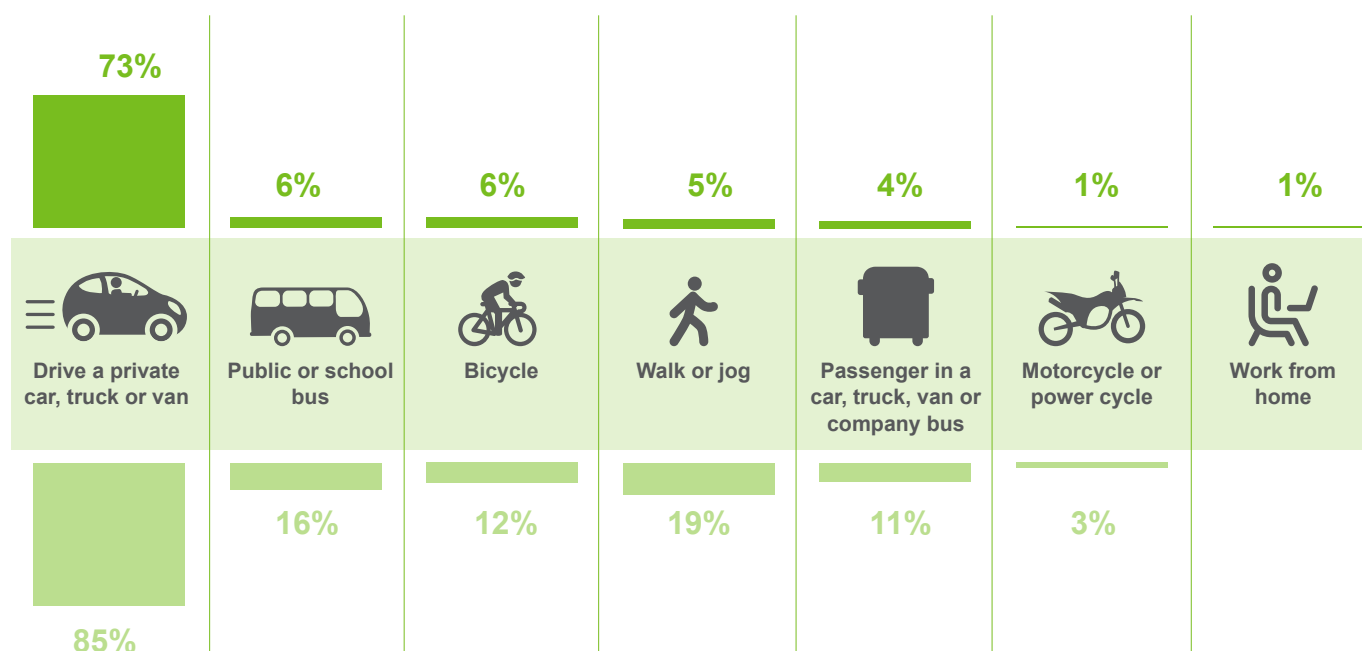
2. Q33. Thinking about your neighbourhood, which local services and facilities do you use?

3. Q34. Which local services and facilities would you like to have better access to (in terms of distance), or would you like to be nearer?

Please, refer to the suburban reports to know more about each suburb.

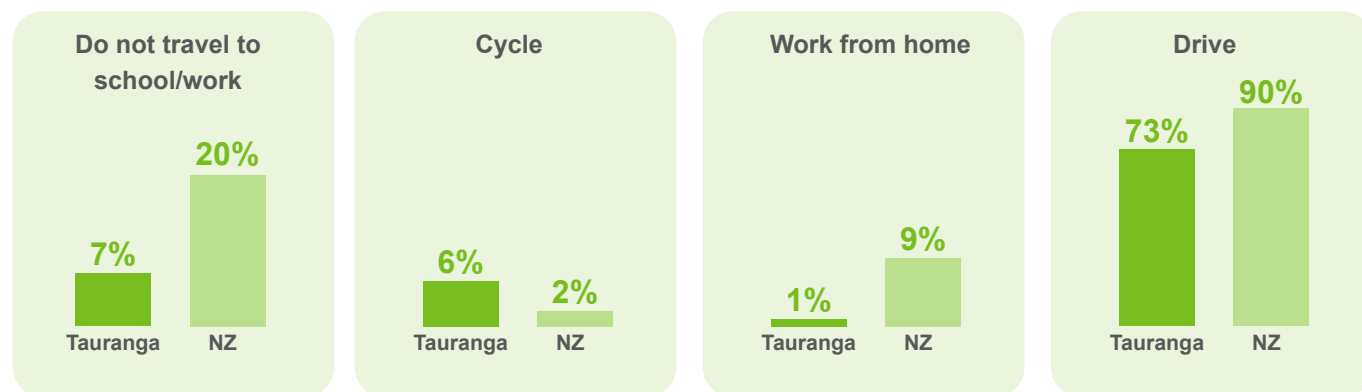
How people move around in their community

Transport to school or work ▼



Getting around the city ^

How does Tauranga compare with NZ?



What have we learnt?

- 1 7% do not work or go to school.
- 2 Most popular way to commute is **driving a private car, a truck or a van (73%)**. Less than 1% of respondents selected 'other' which includes electric scooter, skateboard, wheelchair and mobility scooter.
- 3 **Walking or jogging is the second most popular way to get around the city** when people do not need to rush for work or school. Using a bicycle and public transport are more popular when people are not on a tight schedule and just need to get around the city.

How people move around in their community (continued)

Based on data provided by Statistics NZ^{1,2}:

Quick stats about travel to work for Tauranga (2018 Census):

- 1 **62.3%** drive a private vehicle, **13.8%** drive a company vehicle.
- 2 **12.6%** work at home.
- 3 **2.9%** walk or jog.

Quick stats about travel to education for Tauranga (2018 Census):

- 1 **6.0%** study at home.
- 2 **15.8%** walk or jog.
- 3 **41.2%** passenger in a vehicle.

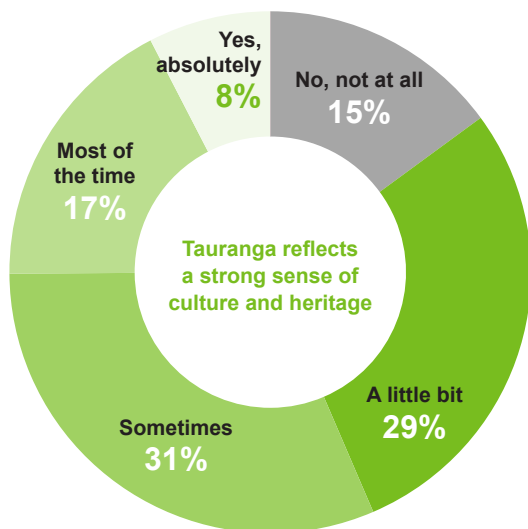


Photo credit: Tauranga City Council

NOTES:

1. <https://www.stats.govt.nz/tools/2018-census-place-summaries/tauranga-city#transport>
2. http://nzdotstat.stats.govt.nz/wbos/Index.aspx?_ga=2.267957646.1653649446.1554343125-730754321.1554089749
3. Sample: n=4656.
4. Q35. What is your main mode of transport to school or work?
5. Q36. What mode of transport do you usually use to get around the city?

Reflecting a strong sense of culture and heritage



22% of Māori living in Tauranga **do not think** that the city has any sense of culture and heritage.



A quarter of residents (25%) say that Tauranga **absolutely, or most of the time reflects a strong sense of culture and heritage**. People aged 65+ express this perception more than the younger age groups.

Ethnic communities, including Asian, Pacific, Middle Eastern, Latin American and African **feel more strongly than other ethnicities** that Tauranga reflects a strong sense of culture and heritage.



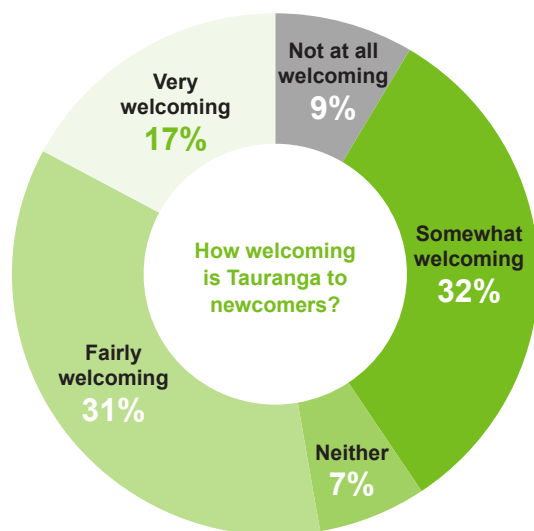
NOTES:

1. Sample: n=4575, excluding 'do not know'.

2. Q37. Do you think Tauranga reflects a strong sense of culture and heritage?

See 'Appendix 12. Strong sense of culture and heritage' for more detailed demographic profile of the respondents.

Welcoming newcomers to Tauranga



More than half of Tauranga residents (53%) believe that the city is fairly or very welcoming to newcomers.

Photo credit: Tauranga City Council



Residents belonging to the Pacific community (65%) are more likely to perceive Tauranga as fairly or very welcoming to newcomers than any other ethnic group.

Photo credit: Tauranga City Council

Those who have lived in Tauranga for more than 10 years are more likely to perceive the city as very welcoming to newcomers.



Photo credit: Tauranga City Council

NOTES:

1. Sample: n=2977.

2. Q38. As a local resident, how accepting and welcoming is Tauranga to newcomers? (recent migrants, international students, former refugees)

See 'Appendix 13. 'Tauranga for newcomers' for more detailed demographic profile of the respondents.

Whakaruruhau **Safety**



Safety – what is most important?

Crime in Tauranga

Two out of five residents reported experiencing a crime committed against them in the past 18 months, with our most vulnerable people aged 25–44.

City centre & local parks

Residents said that they feel most unsafe in the city centre and local parks, both during the day and at night.

Suburbs most affected

People living in Tauranga South, city centre, Sulphur Point, Gate Pā and Merivale were more likely to report being victims of crime and feel the most unsafe. People from these suburbs also mentioned that they would like to see more CCTV cameras to increase security.

Alcohol consumption and drug use

- 63% of respondents consume alcohol.
- 3% said they used drugs in the week prior to completing the survey.
- Youth and members of the Pacific, Middle Eastern, Latin American and African community are more likely than other groups to have reported using drugs in the week leading up to the survey.

Family harm

4% of respondents indicated having exposure to family harm. This is representative of approximately 5500 people across Tauranga. The following types of family harm are being experienced:

- Domestic violence 63%
- Child abuse 32%
- Sexual assault 26%
- Intimate partner harm 23%

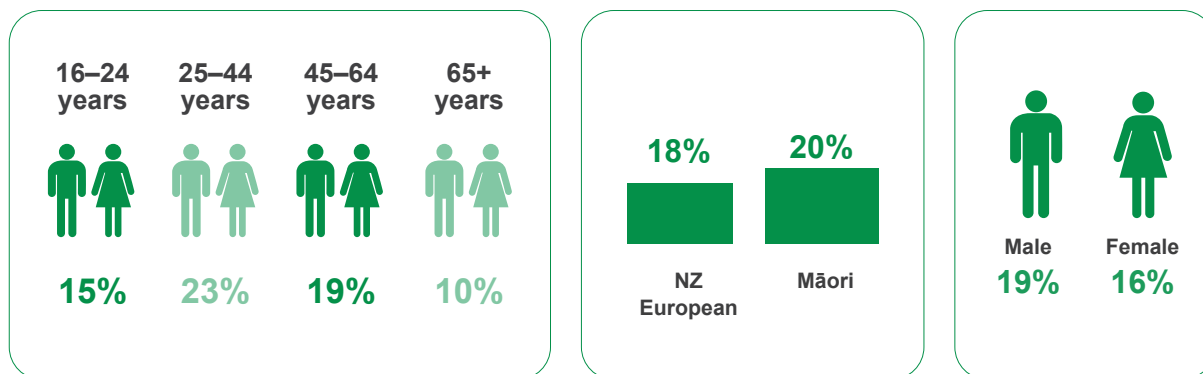
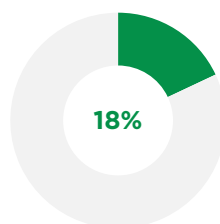
Most likely to experience family harm

Results indicate that Māori, the Pacific community, women (over three times more likely than men) and youth are more likely to experience family harm.



Crime – our most affected

Experienced crimes
committed against them



What have we learnt?

- 1 Tauranga has a **lower crime rate** than the national average.
- 2 People aged **65+ (10%)** are **least affected** and least likely to have a crime committed against them.
- 3 People aged **25–44 years (23%)** are **most likely to have crimes committed against them**.
- 4 **Males (19%)** are **more likely** than females (16%) to **become victims of a crime**.

Based on the annual crime and victim report¹:

- **29%** of New Zealanders **had crime committed against them** in the past 12 months.
- **Māori (37%)** were **more likely to be victims of crime** compared to the **national average (29%)**.
- **Less than a quarter (23%)** of all crime was **reported** to the Police over the last 12 months.

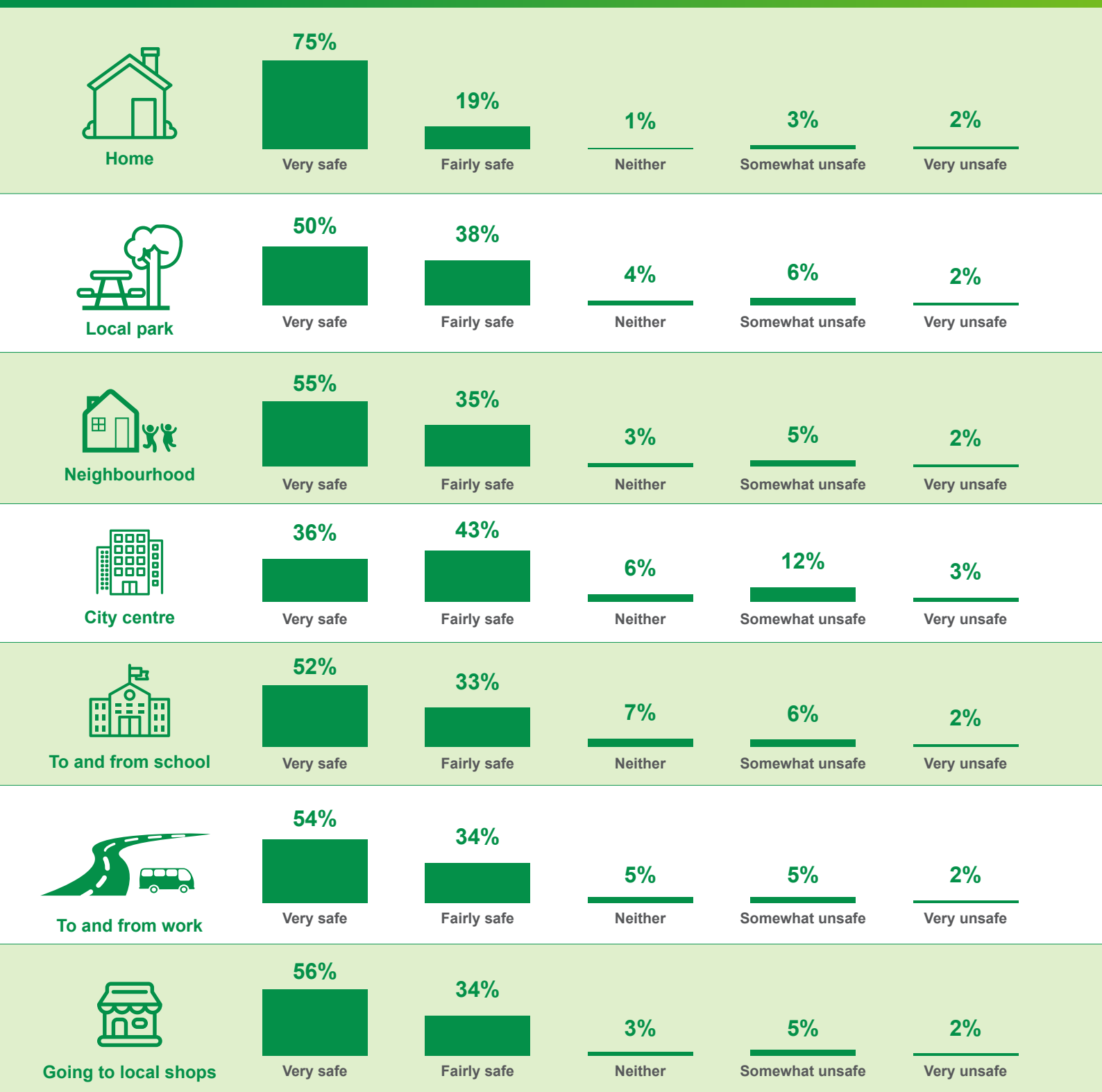
NOTES:

1. <https://nzfvc.org.nz/news/first-results-available-new-annual-crime-survey>

2. Sample: n=4835; Had crimes committed against them n=843.

3. Q39. In the last 18 months, did you have any crimes committed against you (harassment, assault, verbal abuse, theft, vandalism, arson)?

How safe people feel during the day



What have we learnt?

- 1 During the day residents **feel the safest in their homes (94%)** and when going to local shops (90%), over eight out of ten people feel safe during the day everywhere in the city.

NOTES:

1. Sample: n=4835, excluding 'do not know'.
2. Q40. Overall, how safe do you feel walking alone in the following spaces during the day?
Please, refer to the suburban reports to know more about each suburb.

How safe people feel during the night



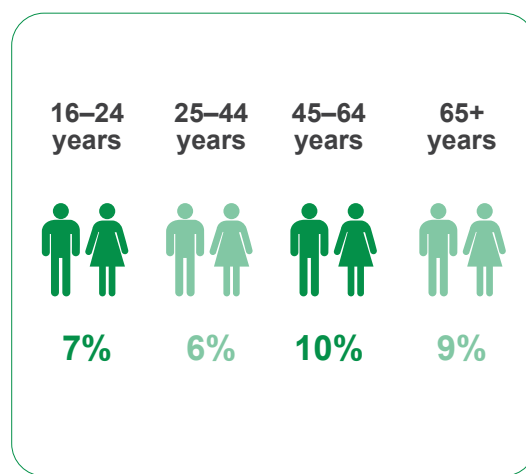
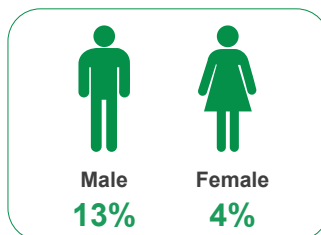
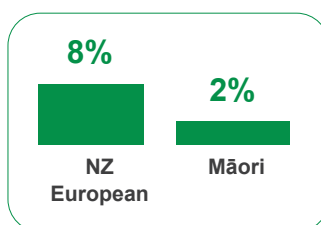
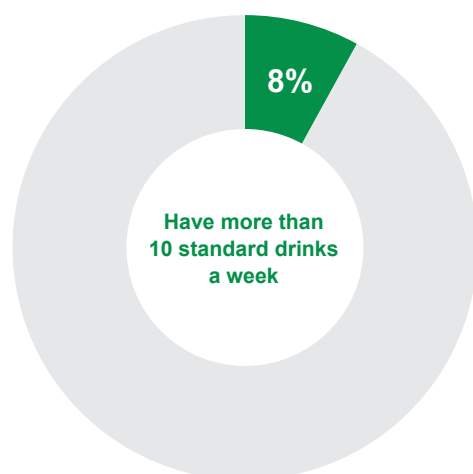
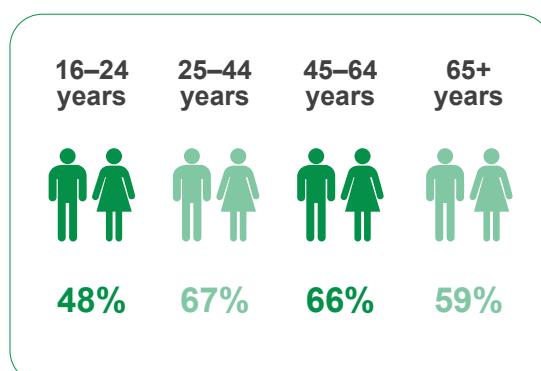
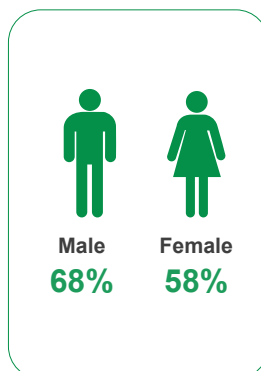
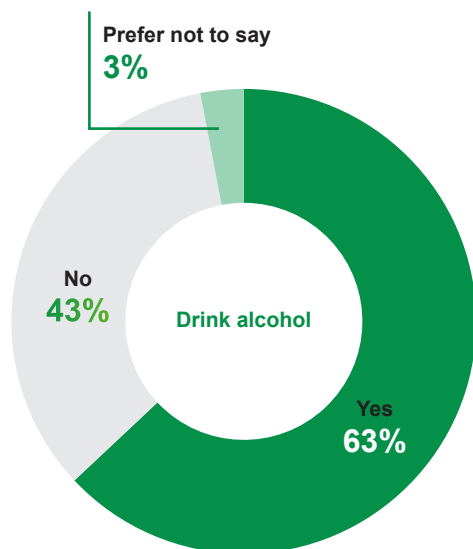
What have we learnt?

- 1 Around **two in five** residents are more likely to feel **unsafe walking alone at night in local parks (22%)** and the city centre (20%).

NOTES:

1. Sample: n=4835, excluding 'do not know'.
2. Q40. Overall, how safe do you feel walking alone in the following spaces during the day? Please, refer to the suburban reports to know more about each suburb.

Alcohol consumption



What have we learnt?

- 1 More than six out of ten residents (63%) drink alcohol.
- 2 Only 8% of Tauranga residents consume more than 10 standard drinks weekly.
- 3 People aged 45+ are more likely to have more than 10 standard drinks a week.
- 4 More NZ Europeans drink than any other ethnic group, people identifying as Asian drink the least compared to other ethnicities.
- 5 Men drink more than women.

Key facts about drinking in New Zealand¹:

- Four in five adults (79%) consume alcohol.
- One in four (25%) drinkers has drunk dangerously in a way that can harm themselves or others.

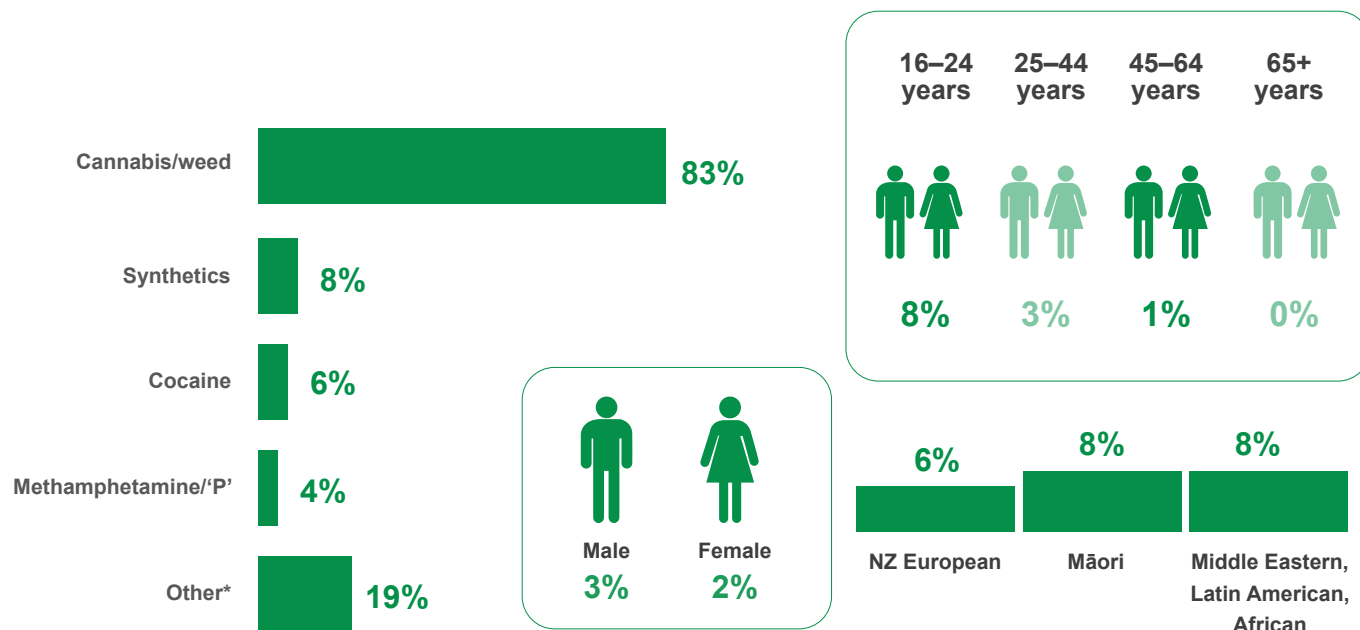
NOTES:

1. <https://nzfvc.org.nz/news/first-results-available-new-annual-crime-survey>

2. Sample: n=4835; <https://www.alcohol.org.nz/research-resources/nz-statistics>

3. Q42. How many alcoholic standard drinks do you have a week? Standard drink is the equivalent to 100ml glass of wine or 330ml light beer (2.5%), 330ml beer can (4%). Drink n= 3014, drink 10+ n=351.

Drug use



What have we learnt?

- 1 Three out of 100 residents (3%) used drugs in the last week. Cannabis/weed is used by more than eight of them (83%).
- 2 Youth in Tauranga are the **most likely** to take drugs.
- 3 **Māori, the Pacific community** and those identifying as **Middle Eastern, Latin American** and **African** are **more likely** than other ethnicities to be involved with drugs.
- 4 The **Asian community** showed the **lowest drug use and alcohol consumption**.

New Zealand drug and meth statistics¹:

- 42.7% had used drugs in the **past 12 months** and 13.6% of those surveyed have used drugs in the **last month**.
- 38.6% used **cannabis** in the past year.
- 7.8% used **MDMA** in the past year.
- 6.3% used **LSD** in the past year.
- 3.1% used **methamphetamine** in the past year.
- 4.3% used **cocaine** in the past year.

NOTES:

* 'Other' include medication for pain relief, coffee, heroin, MDMA and some other types medication taken without prescription.

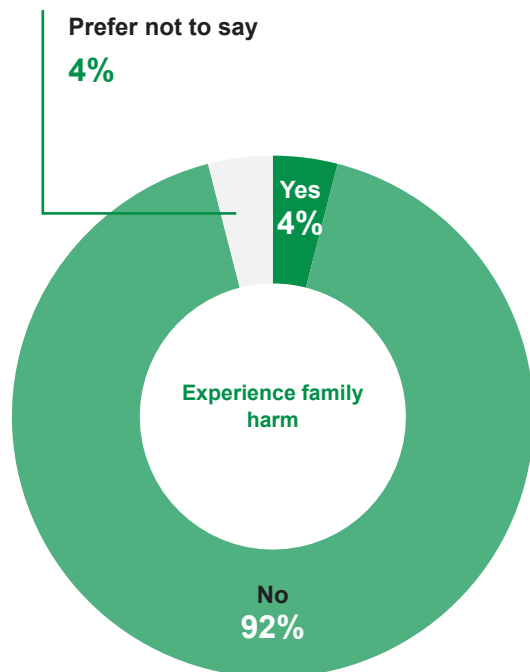
1. <https://www.methxpert.co.nz/new-zealand-drug-and-meth-statistics.html>

2. Answered Q43 n=4828, Used drugs in the last week n= 131.

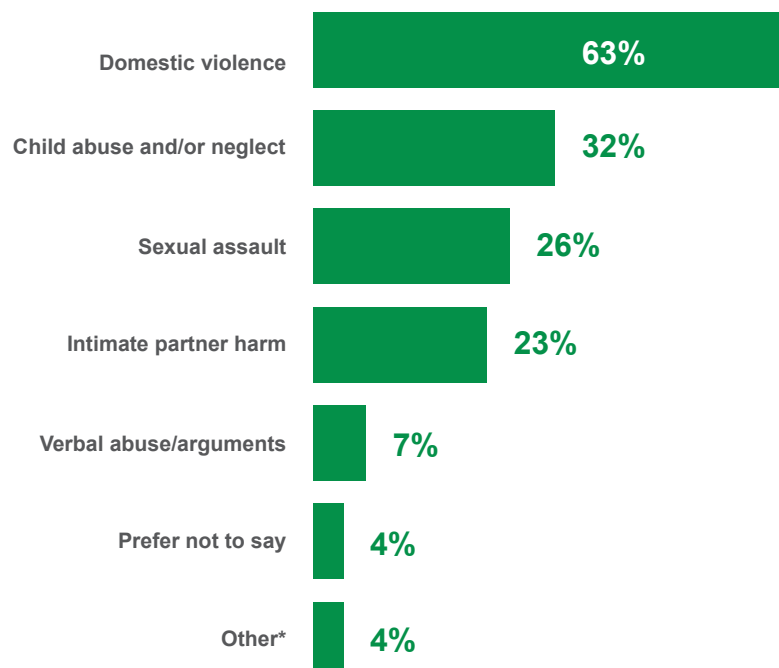
3. Q43. Have you used illicit drugs in the last week?

4. Q44. If yes, what type of drugs have you taken? Please select all that apply.

Family harm – who is likely to be impacted?



Type of family harm experienced



What have we learnt?

- Domestic violence (63%) is the most common form of violence in the city**, followed by child abuse (32%) sexual assault (26%) and intimate partner harm (23%).
- Women are more likely** than men to experience family harm. Our research showed there were **149 women** and **60 men** who experienced family harm.
- The Pacific community and Māori** are the two ethnic groups **most affected**.
- Out of all age groups, **youth (16–24 years) has the highest portion** of people having experienced family harm.
- Out of those who are affected by family harm, **more than half (57%) have reported an incident to the police** or **sought help from health and social services (61%)**.

NOTES:

* 'Other' options include: domestic violence of neighbours, permanent damage from historic domestic abuse, suicide, arguments with family, mental bullying, financial abuse, theft and work harassment.

1. Answered Q45 n=4821, Affected by family harm n=209.

2. Q45. Are you, or a member of your immediate family affected by family harm?

3. Q46. If yes, what type of family harm? Please select all that apply.

Where people can get help in Tauranga

Women and children impacted by domestic violence:

Tauranga Women's Refuge:

- Works with women and children affected by domestic violence, with safe housing, counselling, social services and advocacy. They also have a 24/7 crisis line and Kaupapa Māori programmes and services.

24/7 helpline is available on 0800 86 733 843

Shakti

- Shakti Ethnic Women's Support work with women, children and young people at risk of, or facing domestic/family violence within ethnic communities. They provide long-term support, resettlement services, advocacy and counselling, as well as a refuge.

Crisis line 0800 742 583

Free drug and alcohol counselling and support:

Get Smart Tauranga

- Get Smart Tauranga provides free drug and alcohol counselling, primarily for ages up to 25 years old. They are dedicated to assisting people find answers for problems associated with substance abuse and addictions. They also provide school-based drug awareness and empowerment programmes.

Crisis line 0800 571 3712 or text 0274 487 678

Social work and non-violence support:

Te Rūnanga o Ngāti Ranginui Iwi

- The Social and Community Development Group provide contracted services for whānau support, social work, non-violence programme for tane, intensive programmes for youth offenders and link with many community partners in this mahi.

Phone 07 777 0410

Sexual and family harm:

Tautoko Mai Sexual Harm Support (previously BOPSASS)

- Bay of Plenty Sexual Assault Support Services is a charitable trust based in Tauranga providing a free 24/7 crisis support and counselling service in the Bay of Plenty District Health Board area for children, adolescents and adults recently affected by sexual assault or abuse.

24/7 crisis and support line 0800 227 233

Violence management and education:

Tauranga Living without Violence

- Specialist domestic violence agency offering a men's programme aimed at stopping violence and supporting change and women's WISE (Women in Safe Environment) programme. Support and education for women who have been trapped in abusive relationships, along with a women in anger programme for women who want to explore their anger issues.
- Self referrals welcome.

Phone 0800 577 003

Family support/social work services:

Family Works

- Provide counselling and social work services, group programmes for children young people, parents/caregivers and families, and family violence prevention advocate.

Phone 07 575 9709

Family Start Plunket

- A free and voluntary home-visiting service that offers early support for families who are expecting a new baby or who are already caring for a new baby. This service is for families experiencing personal or whānau situations like domestic violence that make parenting more challenging.

Phone 0800 933 922

Tiro whānui ngā rōpū whakaaarotau

Overview of priority groups



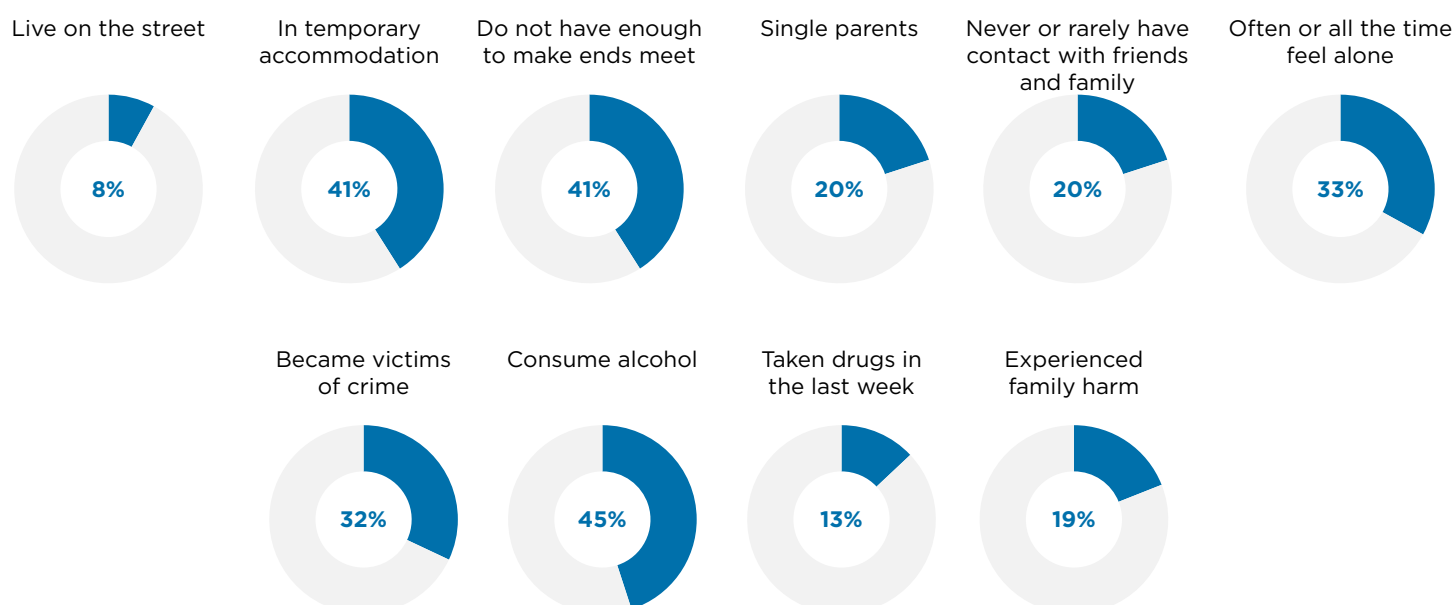
Ngā tāngata noho kāinga kore – People experiencing homelessness

Homelessness is defined as having no other options to acquire safe and secure housing. There are four categories of homelessness:

- **Without shelter:** No shelter or makeshift shelter. Examples include living on the street and living in improvised dwellings, such as shacks or cars.
- **Temporary accommodation:** Overnight shelter or 24-hour accommodation in a non-private dwelling not intended for long-term living. These include hostels for the homeless, transitional supported accommodation for the homeless and women's refuges.
- **Sharing accommodation:** temporary accommodation for people through sharing someone else's private dwelling (the usual residents of the dwelling are not considered homeless).
- **Uninhabitable housing:** people living in dilapidated buildings.

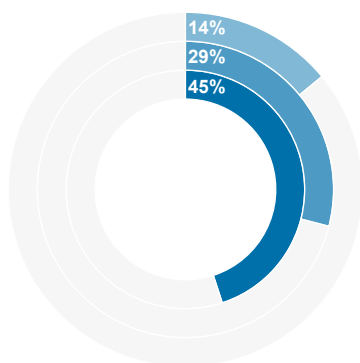
3% of residents in Tauranga belong to one of the four categories above, this is over 4000 people across the city. However with the nature of homelessness being quite private and hidden, 3% is only based on the number of people we were able to reach. In reality this number will be even higher.

Below shows an overview of this priority group. If you would like more information on this priority group, please refer to the full report.



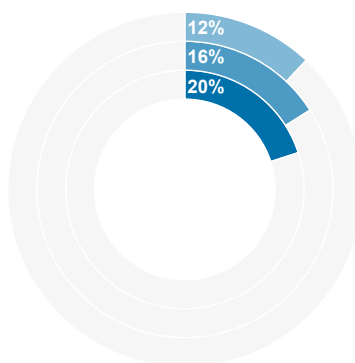
Ngā tāngata noho kāinga kōrero – People experiencing homelessness (continued)

What they love about Tauranga



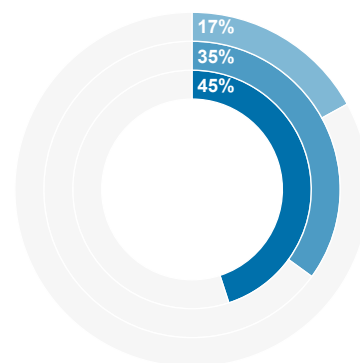
- 45%** It is a beautiful place to live, close to the beach and access to the mountains
- 29%** It's a home, family is here, grew up here
- 14%** Better than Auckland/not too big, safe and friendly

One thing they would like to change



- 20%** More affordable housing, rent control and alternative housing solutions
- 16%** Less traffic congestion
- 12%** More inclusivity, better attitudes and less racism

What needs to be preserved and protected



- 45%** Green spaces/environment
- 35%** Waterways
- 17%** Māori culture



Kaumātua – Ageing population

Over eight out of ten residents over the age of 65 own their own house. Even though having more secure housing puts our ageing population into a better financial position, many are unable to make ends meet.

Everyday needs

- One out of ten people do not have enough money to meet their everyday needs.

High costs for health

- The majority of 65+ respondents reported no barriers in accessing the health services they needed, but one quarter commented on the high costs associated with this health care.

Worried about ageing

- Half of the people aged 65+ (51%) have some concerns about getting older and their retirement.

Other critical concerns

- Declining health, rising costs of living, affordability of health care, losing independence and losing their driver's license are the most common concerns mentioned.

Social connection

- With good infrastructure in place and community support, only 5% of the ageing population often feel alone with 4% never or rarely having a contact with friends and family.

Feeling safe

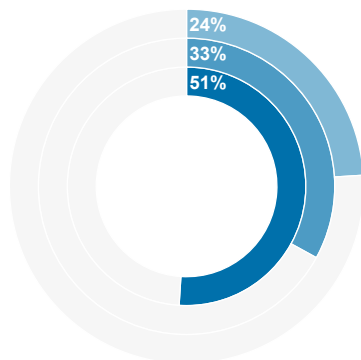
- The vast majority of people aged 65+ feel very safe at home both during the day and during the night. Unfortunately, there are still 3% who have become victims of family harm with the majority of these respondents being exposed to domestic violence.

Below shows an overview of this priority group. If you would like more information on this priority group, please refer to the full report.



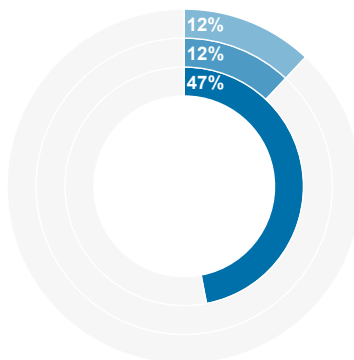
Kaumātua – Ageing population (continued)

What they love about Tauranga



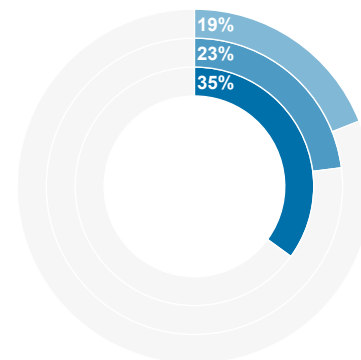
| | |
|-----|---|
| 51% | Climate and weather |
| 33% | It is a beautiful place to live, close to the beach and access to the mountains |
| 24% | It's a home, family is here, grew up here |

One thing they would like to change



| | |
|-----|--|
| 47% | Less traffic congestion/roading infrastructure |
| 12% | Better public transport |
| 12% | Vibrant city centre/better city planning |

What needs to be preserved and protected



| | |
|-----|--------------------------|
| 35% | Green spaces/environment |
| 23% | Waterways |
| 19% | Māori culture |



Photo credit: Tauranga City Council

Ngā hunga hauā – Disabled people

Statistics New Zealand defines disability as:

“Any self-perceived limitation in activity resulting from a long term condition or health problem; lasting longer or expected to last longer than six months or more and not completely eliminated by an assistive device.”

We were able to determine:

- 10.2% of residents in Tauranga are disabled.
- 6% care for a disabled person.

These numbers indicate that there are over 20,000 people in Tauranga who are living with, or caring for someone with a disability on a daily basis.

Independent living

Close to two thirds of disabled people enjoy independent living with over two out of 10 living alone. A large proportion are living in rental housing.

Savings

Over two out of five disabled people do not have any savings and do not have enough money for every day needs.

Employment options

Over half are able to work.

One out of three experiences difficulty in accessing employment opportunities, because it is hard to find an employer that accepts their disability.

Feeling alone

People belonging to this priority group tend to feel more alone.

Affordable events

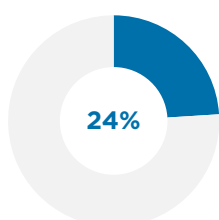
Disabled people would like to see cheaper and more affordable events organised.

Impacted by crime

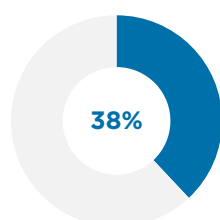
Disabled people are more vulnerable when it comes to being affected by crime and family harm. Almost a quarter said they had crimes committed against them in the last 18 months and one in every ten has experienced family harm.

Below shows an overview of this priority group. If you would like more information on this priority group, please refer to the full report.

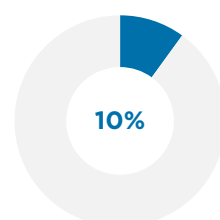
Became victims of crime



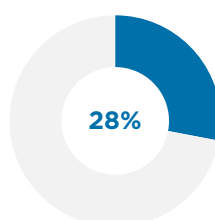
Consume alcohol



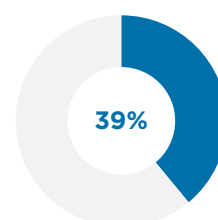
Experience family harm



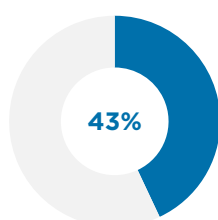
Renting



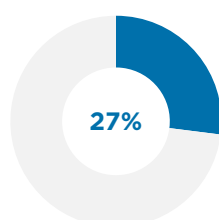
Do not have enough to make ends meet



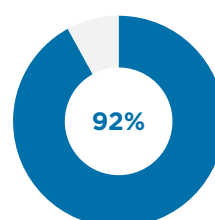
Do not have savings



Often or all the time feel alone

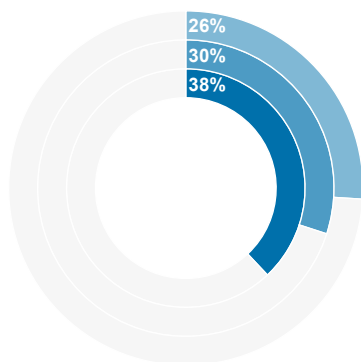


Have access to transportation



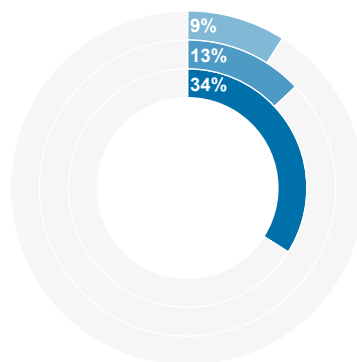
Ngā hunga hauā – Disabled people (continued)

What they love about Tauranga



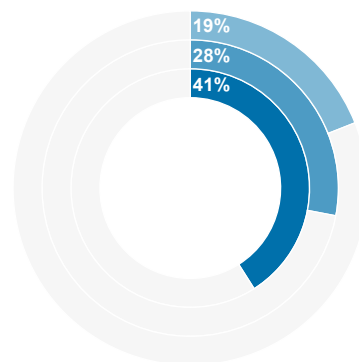
| | |
|-----|---|
| 38% | It is a beautiful place to live, close to the beach and access to the mountains |
| 30% | It's a home, family is here, grew up here |
| 26% | Climate and weather |

One thing they would like to change



| | |
|-----|--|
| 34% | Less traffic congestion/roading infrastructure |
| 13% | Better public transport |
| 9% | Vibrant city centre/better city planning |

What needs to be preserved and protected



| | |
|-----|--------------------------|
| 41% | Green spaces/environment |
| 28% | Waterways |
| 19% | Māori culture |



Rangatahi – Youth

The housing situation and living arrangements are quite different for youth in comparison to other groups.

- 69% of youth live with their parents
- 30% are renting
- 6% are homeowners
- 1% do not have enough money to meet every day needs, which is considerably lower than Tauranga overall.
- A large proportion are reliant on their parents for financial support.

Feeling alone

One out of four people aged 16–24 feel alone all the time or often. This is a high proportion, considering that 88% of youth have contact with friends and family all the time, often or sometimes.

Community connection

Close to half of youth feel connected to the community, however, 7% indicated that they do not want to connect and would rather continue life as they do now.

Events

Organising more events for youth and promoting them better is one of the ways to help youth create more connections.

Education and futures

Thinking about the future, three out of five are planning to continue their education. The most popular future career choices include healthcare and social assistance, education and training, and professional, scientific and technical services.

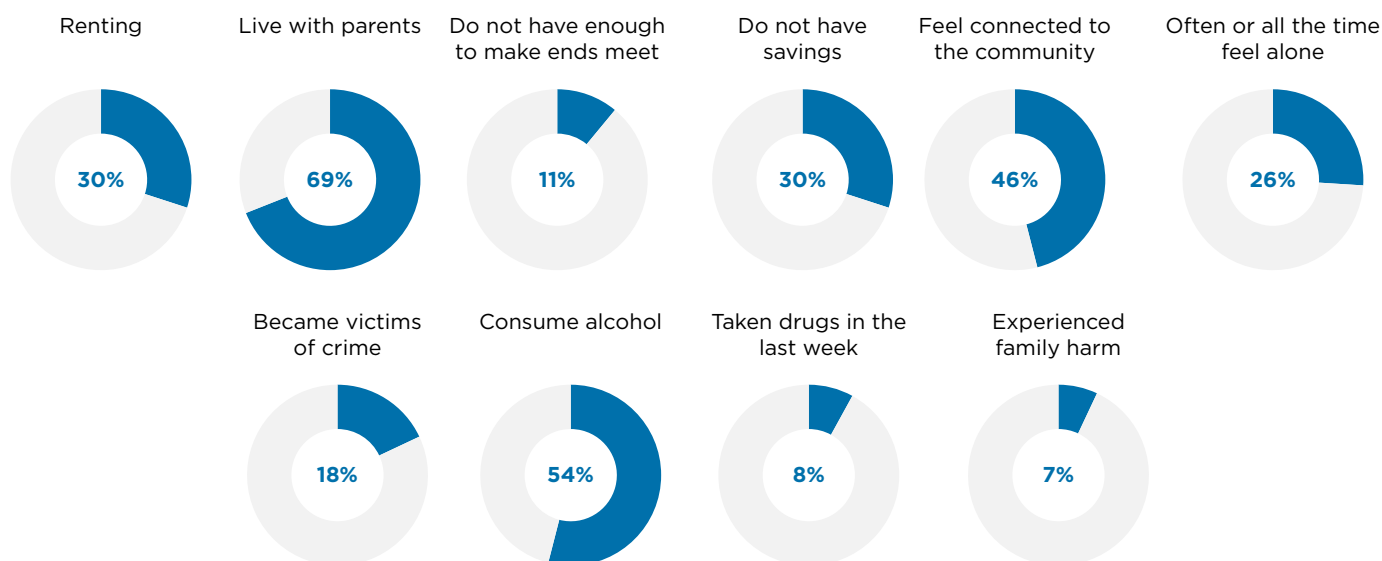
Alcohol and drugs

More than five out of ten youth (54%) drink alcohol. They are using drugs more often than other age groups with 8% having taken drugs in the week prior to completing the survey.

Vulnerable to family harm

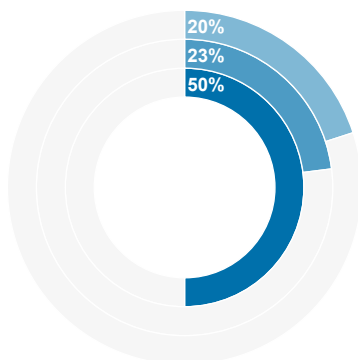
Results also show that youth are more likely to experience family harm than other age groups.

Below shows an overview of this priority group. If you would like more information on this priority group, please refer to the full report.



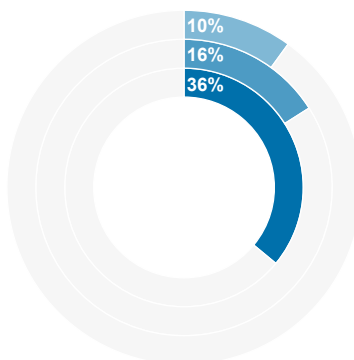
Rangatahi – Youth (continued)

What they love about Tauranga



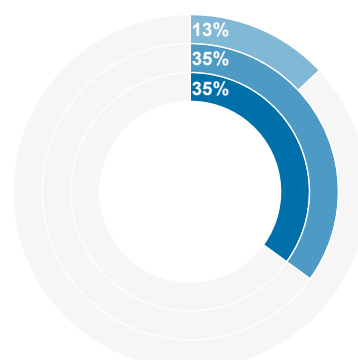
| | |
|-----|---|
| 50% | It is a beautiful place to live, close to the beach and access to the mountains |
| 23% | It's my home/my family lives here/ I grew up here |
| 20% | It is better than Auckland/not too big/safe/friendly |

One thing they would like to change



| | |
|-----|--|
| 36% | Less traffic congestion/roading infrastructure |
| 16% | More events/facilities for the youth |
| 10% | Better public transport |

What needs to be preserved and protected



| | |
|-----|--------------------------|
| 35% | Green spaces/environment |
| 35% | Waterways |
| 13% | Māori culture |



Ngā hapori mātāwaka waetapu – Ethnic communities and newcomers

Defining ethnic

The term ethnic (mātāwaka) in the context of the mandate for the Office of Ethnic Communities refers to people who are migrants, refugees, long-term settlers, and those born in New Zealand who identify their ethnicity as Asian, Pacific, Middle Eastern, Latin American and African.

Who are newcomers?

They include people from any ethnicity who are in the process of gaining residency, currently staying in New Zealand on work visas, are recent migrants, international students or former refugees.

In Tauranga

- 10.7% of residents belong to one of the ethnic communities
- 5% are newcomers.

Living situations

With a smaller proportion of homeownership, the majority of this priority group are renting and boarding with friends and family.

Everyday needs

20% of this priority group do not have enough money to meet every day needs, with newcomers being the most impacted financially.

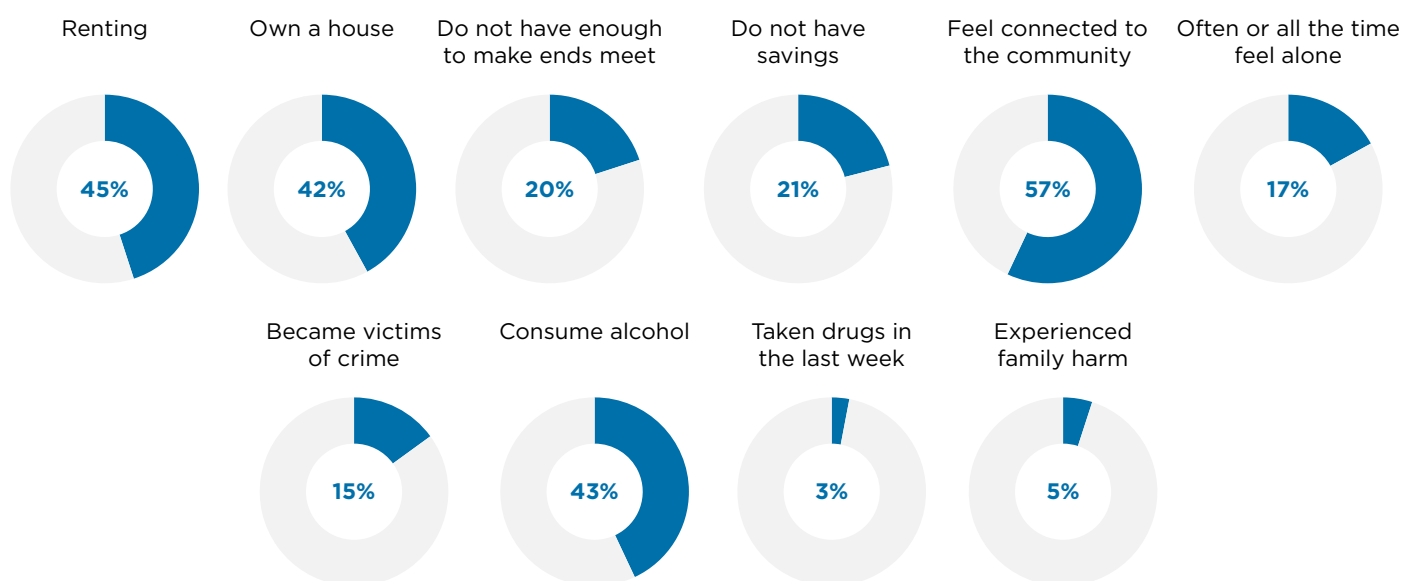
Connection

Members of ethnic communities feel connected to their workplace the most, followed by school and the place where they live. One out of five do not feel connected to people in their local community.

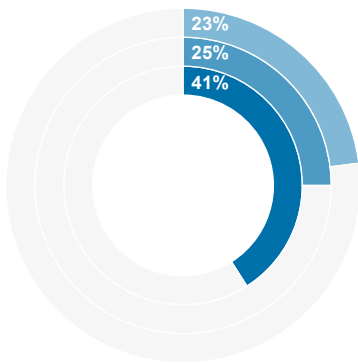
Cultural awareness and events

More cultural awareness, community events, information sharing and neighbourhood meet up events are the best ways to support ethnic communities and especially newcomers to feel more connected. Most of the respondents mentioned that if the wider community had greater awareness and were more accepting and inclusive of different cultures, it would increase the opportunity for greater expression of cultural identity.

Below shows an overview of this priority group. If you would like more information on this priority group, please refer to the full report.

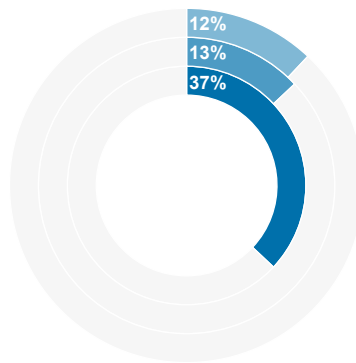


What they love about Tauranga



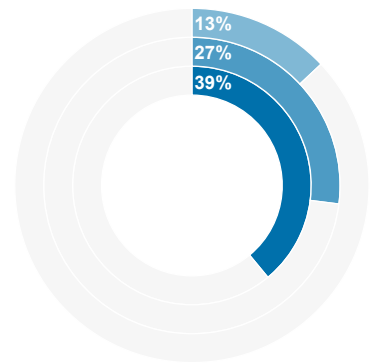
| | |
|-----|---|
| 41% | It is a beautiful place to live, close to the beach and access to the mountains |
| 25% | Better than Auckland, because it's not so big and very safe |
| 23% | Climate and weather |

One thing they would like to change



| | |
|-----|--|
| 37% | Less traffic congestion/roading infrastructure |
| 13% | Better public transport |
| 12% | More events/facilities for the youth |

What needs to be preserved and protected



| | |
|-----|--------------------------|
| 39% | Green spaces/environment |
| 27% | Waterways |
| 13% | Māori culture |



Out of those who took part in our research, 725 people identified as Māori. Over half of these identified as belonging to more than one ethnicity.

There are people from 86 different iwi and 204 different hapū that live in Tauranga. 23% who completed the survey were not able to identify their iwi or hapū.

- Over one third (34%) whakapapa (affiliate) to local Tauranga iwi: Ngāti Ranginui, Ngāi Te Rangi and Ngāti Pūkenga.
- Around half of these respondents listed themselves as belonging to more than one local iwi.
- Over two thirds (67%) engage with their iwi and hapū.

Engagement

Reasons for not being able to engage in their iwi and hapū, included:

- Not knowing their iwi or hapū.
- Not being raised in Māori culture.
- Their iwi or hapū not being located locally in Tauranga.

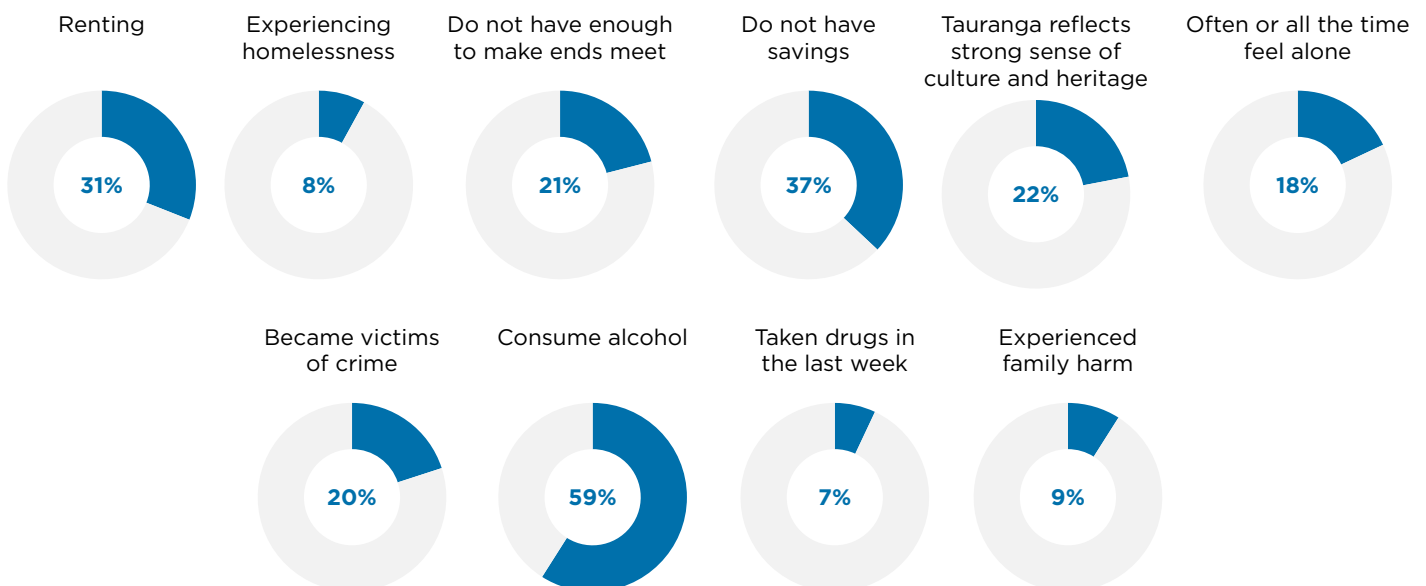
Te Reo Māori

- 3% of respondents are native, fluent speakers of Te Reo Māori.
- 72% reported various levels of fluency.
- 20% reported not being able to speak or understand Te Reo Māori.

Issues impacting Māori

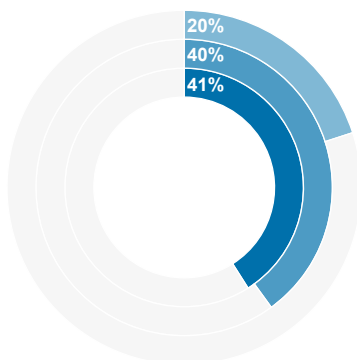
- The issues that affect whānau in Tauranga include health, housing, employment and access to support services.
- At an iwi and hapū level, identified issues include housing, lack of resources within iwi, financial difficulties, employment and a lack of support from central and local government.
- Over half of the respondents reported a high rate of racism against ‘things Māori’ in Tauranga, primarily due to a lack of understanding of the culture.

Below shows an overview of this priority group. If you would like more information on this priority group, please refer to the full report.



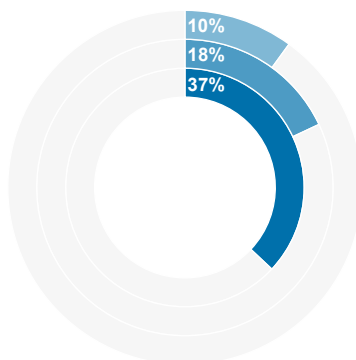
Māori (continued)

What they love about Tauranga



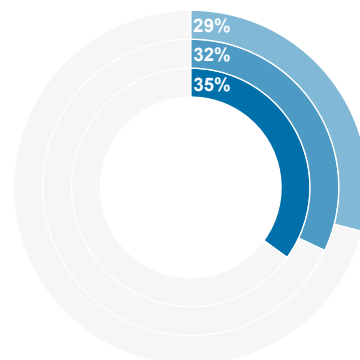
| | |
|-----|--|
| 41% | It's my home/my family lives here/I grew up here |
| 40% | It is a beautiful place to live, close to the beach and with access to the mountains |
| 20% | Climate and weather |

One thing they would like to change



| | |
|-----|--|
| 37% | Less traffic congestion/roading infrastructure |
| 18% | More inclusivity, less negative attitudes and less racism |
| 10% | More affordable housing/rent control/alternative housing solutions |

What needs to be preserved and protected



| | |
|-----|--------------------------|
| 35% | Green spaces/environment |
| 32% | Waterways |
| 29% | Māori culture |



Ngā tāpiritanga

Appendices



Method

- 1** **Survey.** Quantitative research to ensure that the communities' voice is heard regarding their needs and aspirations.
 - Data collection took place from 11 November 2019 to 14 February 2020.
 - In total 5222 responses were collected of which 4835 were respondents from suburbs within Tauranga. The sample of n=4835 is statistically robust and yields a small margin of error of $\pm 1.386\%$ at the 95% confidence interval.
 - Initial mail out. An invitation letter, containing an embedded link to the online survey as well as a hard copy was sent to 6,000 residents randomly selected from the Electoral Roll. Quotas were applied according to gender, ethnicity and suburb, to ensure that a representative sample of Tauranga's population was achieved. This was followed up with a reminder postcard sent out three weeks after the initial mail out.
 - Invitation to participate from partners. On the day of initial mail out partners started promoting the research through their websites, social media, media releases and radio advertisements.
 - Organisations. Many private organisations participated in the data collection. They were crucial in order to reach the priority groups: people experiencing homelessness, disabled people, ethnic communities, youth, ageing population and Māori.
- 2** **Literature review.** The research also used existing statistical information from a range of sources, including but not limited to: Census (2013), Census (2018), Vital Signs – Acorn Foundation (2018), Mapping the Social Sector – SocialLink Tauranga Moana (2018), State of the Nation – Salvation Army (2020).

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NOTES:

The questions we asked in Vital Update – Tauranga in regard to homeownership differ slightly from Census 2018. Be cautious comparing Vital Update – Tauranga findings with the Census 2018 data.

Analysis

- Post collection, the data was weighted based on Census 2018 to ensure that the results were reflective of Tauranga's population.
- The cross weighting based on age/gender, suburbs and ethnicity was applied. Weighting allows us to look at the people who took part in our research and be able to extrapolate it to all Tauranga.
- Sometimes you might notice a small difference between the data in the main report 'appendices' section and data in the priority group's reports.
- If you are looking for general information, the main report provides you with an accurate overview.
- Our margin of error is just $\pm 1.386\%$ at the 95% confidence interval.
- Priority group reports are based on different sample sizes and have not been weighted against Tauranga population data.
- We recommend that if you are looking for the data on one of the priority groups or a particular suburb, you should refer to the relevant priority report. This report focuses on Tauranga at a city-wide level, with a glimpse at the issues that some suburbs or priority groups face.
- Where the report presents data on ethnicity, please note that respondents were able to respond with affiliation to more than one ethnicity. Therefore, the data does not always add up to 100%.
- Responses from people who indicated they do not live in Tauranga were excluded.
- More detailed information on the geographic communities as well as priority groups is available from separate reports (links are provided after 'appendices' section).
- We thought that people might not be able to choose an answer from the suggested options for some of the questions. We added 'Other' throughout the survey so people could tell us exactly what their situation was. Sometimes 'Other' would make a large proportion of the responses and sometimes it was very small. If you see 'Other' on the charts, we have explained what people have mentioned in there. Sometimes 'Other' is a higher proportion than some of the responses, and a lot of people wrote similar answers. When this occurred, we wrote it in the main body of the report. If the proportion of responses under "other" is very small, you will be able to find some details in our footnotes.

Limitations of the research

During the analysis we have discovered several limitations with the 'Vital Update – Tauranga' research:

- **Excluding respondents:** Because the data was collected through different sources and was focused on boosting the responses from priority groups, the data for the overall report has to be weighted against age/gender, suburbs and ethnicity. The respondents from outside Tauranga or with the missing values against any of the key demographic questions had to be excluded from data analysis.
- **Gender:** Even though respondents were provided with the options 'Male', 'Female', 'Gender diverse' and 'other', very few respondents chose the latter two options, with a few respondents leaving a comment similar to 'It doesn't matter/none of your business'. With a very small sample for people identifying themselves with neither male or female, they have been put into one of the gender groups based on their name/Electoral Roll information.
- **Living conditions:** Not enough room in the house. According to the national standards a house is not considered overcrowded as long as the number of people living in that house does not exceed ('Number of rooms' x 2) +1. Based on the survey design we were only able to determine with certainty when one or two bedroom houses were overcrowded. It is recommended for future research to leave this question as open-ended.
- **Alcohol consumption:** Based on Ministry of Health NZ information: 'To reduce the risk to your health, as well as harm to others, you should limit how much alcohol you drink. For women this is no more than two standard drinks per day (and no more than 10 per week, and have at least two alcohol-free days). For men this is no more than three standard drinks per day (and no more than 15 per week and at least two alcohol-free days)'. For the research we would consider women who would have more than two standard drinks a day and over ten a week as 'excessive drinkers' as well as men who would have more than three standard drinks per day and over 15 a week as excessive drinkers. The question in the survey only allows a weekly limit of 10+ standard drinks as the highest response, so we could not determine with certainty how many of the respondents are excessive drinkers.
- **Feeling alone:** Vital Update – Tauranga asked respondents to provide feedback on 'feeling alone'. Care needs to be taken when making comparisons with national data as the Census NZ data reports on 'loneliness'.
- **Homeownership:** Vital Update – Tauranga collected information from respondents on how many people own their home. Care needs to be taken when making comparison with national data. Census NZ collects information on the number of owned dwellings*.

NOTES:

This result may reflect a wide range of scenarios, including but not limited to: People who own the house they are living in, People who are living with their parents, and their parents own/partially own the house, People who are living with their parents, who may own/partially own the house with their family members, People who are own/partially own the house they are living in, with other dependant adults in their care, People who co-own the house they are living in with other parties, People who have inherited the house they are living in, People who have ownership through family trust.

Appendix 2. About the people

| TOTAL RESPONDENTS | TAURANGA RESIDENTS | COUNT |
|-------------------|--------------------|-------|
| 5222 | 93% | 4835 |

| LENGTH OF TIME LIVED IN TAURANGA | COUNT |
|---|-------|
| Less than 1 year | 5.2% |
| 1–2 years | 6.7% |
| 3–5 years | 14.0% |
| 6–10 years | 12.0% |
| More than 10 years | 46.3% |
| I have lived here on and off throughout my life | 15.9% |

| SUBURB | COUNT |
|---|-------|
| Mount Maunganui, Omanu | 7.3% |
| Arataki [Bayfair], Matapihi | 4.9% |
| Pāpāmoa Beach, Wairākei [Pāpāmoa East], Te Tumu | 17.8% |
| Kairua, Pāpāmoa Hills [Waitao] | 6.2% |
| Welcome Bay, Hairini, Maungatapu | 11.7% |
| Poike, Oropi, Greerton, Ohauiti | 6.1% |
| Gate Pā [Pukehinahina], Merivale [Parkvale] | 4.6% |
| Pyes Pā, Omanawa, Tauriko, The Lakes | 7.5% |
| Bethlehem | 6.5% |
| Brookfield, Judea | 7.3% |
| Bellevue, Otūmoetai, Matua | 12.7% |
| Tauranga South, city centre, Avenues, Sulphur Point | 7.4% |

| GENDER | COUNT |
|--------|-------|
| Male | 47.4% |
| Female | 52.6% |

| AGE | COUNT |
|-------|-------|
| 16–24 | 12.1% |
| 25–34 | 16.0% |
| 35–44 | 15.6% |
| 45–54 | 16.4% |
| 55–64 | 14.8% |
| 65–74 | 13.2% |
| 75–84 | 8.4% |
| 85+ | 3.5% |

| ETHNICITY (MULTIPLE CHOICE) | COUNT |
|---|-------|
| NZ European | 83.0% |
| Māori | 14.7% |
| Asian | 6.7% |
| Pacific | 1.9% |
| Middle Eastern, Latin American, African | 1.0% |
| Other | 1.0% |

| DISABILITIES | COUNT |
|----------------------------|-------|
| Disabled person | 10.2% |
| Care for a disabled person | 6.0% |

| EMPLOYMENT STATUS (MULTIPLE CHOICE) | COUNT |
|---|-------|
| At school/study | 7.8% |
| Self employed | 1.4% |
| Disability benefit/ACC/sickness | 0.6% |
| Stay at home mum/parental leave/homemaker | 1.8% |
| Business owner | 0.5% |
| Unemployed | 5.1% |
| Unpaid worker/internship/apprenticeship | 0.6% |
| Casual/seasonal worker | 1.8% |
| Work part-time | 17.5% |
| Work full-time | 46.9% |
| Retired | 22.2% |
| Volunteer | 6.3% |
| Other | 0.3% |

NOTES:

Q6. What is your gender?

Q7. What age group are you?

Q8. What ethnicity do you identify with? Please select all that apply.

Q13. Do you have a disability?

Q14. Do you have a child or other dependant in your care with a disability?

Q11. Do you fall into any of the following categories?

Appendix 3. Housing situation

| HOUSING SITUATION (BY AGE AND GENDER) | 16–24 | 25–44 | 45–64 | 65+ | MALE | FEMALE |
|--|-------|-------|-------|-----|------|--------|
| Homeless/under housing stress | 3% | 3% | 3% | 1% | 3% | 2% |
| Boarding | 10% | 5% | 2% | <1% | 4% | 3% |
| Renting | 30% | 33% | 16% | 8% | 20% | 22% |
| Homeownership | 34% | 58% | 78% | 82% | 68% | 67% |
| Right to occupy/license to occupy/retirement village | – | <1% | – | 8% | 1% | 2% |
| Other | 23% | 1% | 1% | 1% | 3% | 4% |

| HOUSING SITUATION (BY ETHNICITY) | NZ EUROPEAN | MĀORI | ASIAN | PACIFIC | MIDDLE EASTERN, LATIN AMERICAN, AFRICAN | OTHER |
|--|----------------|-------|-------|---------|---|-------|
| Homeless/under housing stress | 2% | 8% | 2% | 8% | 3% | <1% |
| Boarding | 2% | 8% | 4% | 7% | 5% | 3% |
| Renting | 16% | 28% | 50% | 45% | 60% | 23% |
| Homeownership | 74% | 52% | 40% | 30% | 26% | 70% |
| Right to occupy/license to occupy/retirement village | 2% | <1% | – | – | – | <1% |
| Other | 3% | 4% | 4% | 11% | 6% | 2% |

Appendix 4. Household incomes and meeting needs

| HOUSEHOLD INCOMES AND MEETING NEEDS (BY AGE AND GENDER) | 16–24 | 25–44 | 45–64 | 65+ | MALE | FEMALE |
|--|-------|-------|-------|-----|------|--------|
| Not enough | 10% | 17% | 16% | 11% | 15% | 14% |
| Just enough | 36% | 36% | 30% | 33% | 31% | 35% |
| A little extra | 32% | 32% | 29% | 30% | 31% | 30% |
| More than enough | 23% | 15% | 25% | 25% | 23% | 20% |

| HOUSEHOLD INCOMES AND MEETING NEEDS (BY ETHNICITY) | NZ EUROPEAN | MĀORI | ASIAN | PACIFIC | MIDDLE EASTERN, LATIN AMERICAN, AFRICAN | OTHER |
|---|----------------|-------|-------|---------|---|-------|
| Not enough | 12% | 23% | 20% | 19% | 18% | 11% |
| Just enough | 32% | 33% | 46% | 34% | 41% | 36% |
| A little extra | 32% | 31% | 23% | 25% | 32% | 36% |
| More than enough | 24% | 13% | 10% | 22% | 9% | 18% |

| HOUSEHOLD INCOMES AND MEETING NEEDS (BY WARD) | NOT ENOUGH | JUST ENOUGH | A LITTLE EXTRA | MORE THAN ENOUGH |
|---|---------------|----------------|-------------------|---------------------|
| Mount Maunganui, Omanu | 10% | 32% | 30% | 28% |
| Arataki [Bayfair], Matapihi | 14% | 39% | 31% | 16% |
| Pāpāmoa Beach, Wairākei [Pāpāmoa East], Te Tumu | 13% | 36% | 33% | 18% |
| Kairua, Pāpāmoa Hills [Waitao] | 16% | 21% | 35% | 28% |
| Welcome Bay, Hairini, Maungatapu | 17% | 36% | 29% | 18% |
| Poike, Oropi, Greerton, Ohauiti | 14% | 34% | 27% | 25% |
| Gate Pā [Pukehinahina], Merivale [Parkvale] | 22% | 45% | 24% | 9% |
| Pyes Pā, Omanawa, Tauriko, The Lakes | 11% | 37% | 31% | 21% |
| Bethlehem | 10% | 32% | 34% | 24% |
| Brookfield, Judea | 20% | 33% | 32% | 15% |
| Bellevue, Otūmoetai, Matua | 9% | 28% | 33% | 30% |
| Tauranga South, city centre, Avenues, Sulphur Point | 22% | 32% | 25% | 21% |

Appendix 5. Weekly rent/board/mortgage expenses

| WEEKLY RENT/BOARD/MORTGAGE EXPENSES (BY AGE AND GENDER) | 16–24 | 25–44 | 45–64 | 65+ | MALE | FEMALE |
|--|-------|-------|-------|-----|------|--------|
| \$0–\$100 | 38% | 5% | 31% | 66% | 32% | 28% |
| \$101–\$200 | 21% | 9% | 7% | 18% | 11% | 12% |
| \$201–\$300 | 5% | 8% | 12% | 4% | 7% | 9% |
| \$301–\$400 | 8% | 17% | 13% | 4% | 10% | 13% |
| \$401–\$500 | 10% | 27% | 14% | 4% | 16% | 16% |
| \$501–\$600 | 11% | 20% | 12% | 2% | 12% | 13% |
| \$601–\$700 | 5% | 7% | 5% | 1% | 5% | 4% |
| \$701–\$800 | 1% | 4% | 3% | <1% | 3% | 2% |
| \$801–\$900 | <1% | 1% | 2% | <1% | 1% | 1% |
| \$901–\$1000 | – | 1% | 1% | – | 1% | 1% |
| Over \$1000 | 2% | 1% | 1% | <1% | 2% | 1% |

| WEEKLY RENT/BOARD/MORTGAGE EXPENSES (BY ETHNICITY) | NZ EUROPEAN | MĀORI | ASIAN | PACIFIC | MIDDLE EASTERN, LATIN AMERICAN, AFRICAN | OTHER |
|---|----------------|-------|-------|---------|---|-------|
| \$0–\$100 | 33% | 19% | 11% | 16% | 6% | 16% |
| \$101–\$200 | 10% | 13% | 22% | 25% | 11% | 6% |
| \$201–\$300 | 8% | 10% | 7% | 10% | 8% | 10% |
| \$301–\$400 | 11% | 16% | 13% | 12% | 13% | 8% |
| \$401–\$500 | 15% | 22% | 22% | 13% | 24% | 19% |
| \$501–\$600 | 13% | 13% | 13% | 16% | 28% | 21% |
| \$601–\$700 | 5% | 3% | 7% | 4% | 4% | 12% |
| \$701–\$800 | 3% | 2% | 2% | 1% | 1% | 4% |
| \$801–\$900 | 1% | <1% | 1% | – | 2% | 4% |
| \$901–\$1000 | 1% | <1% | 1% | – | 1% | <1% |
| Over \$1000 | 1% | 2% | 2% | 3% | 1% | <1% |

Appendix 6. Savings

| SAVINGS (BY AGE AND GENDER) | 16–24 | 25–44 | 45–64 | 65+ | MALE | FEMALE |
|--|-------|-------|-------|-----|------|--------|
| I do not have savings | 29% | 25% | 20% | 8% | 18% | 22% |
| 1–2 weeks | 18% | 14% | 9% | 3% | 10% | 12% |
| Up to 1 month | 15% | 17% | 13% | 5% | 12% | 13% |
| 1–2 months | 14% | 16% | 11% | 5% | 12% | 11% |
| 2–6 months | 22% | 25% | 34% | 31% | 31% | 27% |
| Up to a year | 1% | 1% | 2% | 2% | 1% | 2% |
| 1–5 years | 1% | 1% | 4% | 13% | 5% | 4% |
| 5–20 years | – | 1% | 1% | 5% | 2% | 1% |
| As long as we live (superannuation/investment etc) | <1% | 1% | 4% | 25% | 8% | 6% |
| Other | 1% | <1% | 1% | 4% | 1% | 1% |

| SAVINGS (BY ETHNICITY) | NZ EUROPEAN | MĀORI | ASIAN | PACIFIC | MIDDLE EASTERN, LATIN AMERICAN, AFRICAN | OTHER |
|--|----------------|-------|-------|---------|---|-------|
| I do not have savings | 18% | 37% | 18% | 34% | 26% | 21% |
| 1–2 weeks | 10% | 13% | 18% | 16% | 10% | 9% |
| Up to 1 month | 12% | 15% | 15% | 19% | 19% | 16% |
| 1–2 months | 12% | 8% | 17% | 6% | 6% | 17% |
| 2–6 months | 30% | 20% | 30% | 19% | 29% | 26% |
| Up to a year | 2% | 2% | 1% | 1% | <1% | 3% |
| 1–5 years | 5% | 2% | 1% | 1% | 6% | 2% |
| 5–20 years | 2% | <1% | – | 1% | 2% | 2% |
| As long as we live (superannuation/investment etc) | 8% | 2% | 1% | 1% | 2% | 3% |
| Other | 2% | 1% | <1% | 2% | 1% | 1% |

Appendix 7. Gone without

| GONE WITHOUT (OFTEN/ALWAYS – BY AGE AND GENDER) | 16–24 | 25–44 | 45–64 | 65+ | MALE | FEMALE |
|---|-------|-------|-------|-----|------|--------|
| Gone without fresh fruit and vegetables to help keep expenses down | 5% | 9% | 7% | 3% | 6% | 6% |
| Continued wearing clothing that was worn out because couldn't afford a replacement | 10% | 21% | 14% | 5% | 13% | 14% |
| Put off buying clothing for as long as possible to help keep expenses down | 29% | 47% | 35% | 15% | 30% | 36% |
| Not picked up a prescription to help keep expenses down | 7% | 8% | 4% | 1% | 5% | 5% |
| Spent less time on hobbies than you would like to help keep expenses down | 19% | 45% | 31% | 14% | 27% | 32% |
| Gone without or cut back on trips to the shops or other local places to help keep expenses down | 19% | 38% | 29% | 13% | 24% | 29% |

| GONE WITHOUT (OFTEN/ALWAYS – BY ETHNICITY) | NZ EUROPEAN | MĀORI | ASIAN | PACIFIC | MIDDLE EASTERN, LATIN AMERICAN, AFRICAN | OTHER |
|---|----------------|-------|-------|---------|---|-------|
| Gone without fresh fruit and vegetables to help keep expenses down | 5% | 14% | 10% | 9% | 2% | 4% |
| Continued wearing clothing that was worn out because couldn't afford a replacement | 12% | 24% | 11% | 19% | 18% | 10% |
| Put off buying clothing for as long as possible to help keep expenses down | 31% | 50% | 35% | 42% | 39% | 38% |
| Not picked up a prescription to help keep expenses down | 3% | 11% | 11% | 6% | 5% | 3% |
| Spent less time on hobbies than you would like to help keep expenses down | 28% | 44% | 38% | 32% | 39% | 29% |
| Gone without or cut back on trips to the shops or other local places to help keep expenses down | 24% | 40% | 34% | 32% | 25% | 28% |

Appendix 8. Feeling alone and contact with friends and family

| FEELING ALONE (BY AGE AND GENDER) | 16–24 | 25–44 | 45–64 | 65+ | MALE | FEMALE |
|-----------------------------------|-------|-------|-------|-----|------|--------|
| Never | 24% | 35% | 43% | 46% | 44% | 34% |
| Rarely | 25% | 29% | 26% | 26% | 26% | 28% |
| Sometimes | 29% | 23% | 21% | 22% | 19% | 26% |
| Often | 15% | 10% | 8% | 6% | 9% | 9% |
| All the time | 7% | 3% | 1% | <1% | 2% | 3% |

| FEELING ALONE (BY ETHNICITY) | NZ EUROPEAN | MĀORI | ASIAN | PACIFIC | MIDDLE EASTERN, LATIN AMERICAN, AFRICAN | OTHER |
|------------------------------|----------------|-------|-------|---------|---|-------|
| Never | 40% | 33% | 31% | 37% | 37% | 36% |
| Rarely | 28% | 28% | 22% | 26% | 27% | 25% |
| Sometimes | 22% | 21% | 29% | 22% | 26% | 26% |
| Often | 8% | 12% | 13% | 8% | 7% | 9% |
| All the time | 2% | 6% | 5% | 6% | 3% | 4% |

| HAVING CONTACT WITH FRIENDS AND FAMILY (BY AGE AND GENDER) | 16–24 | 25–44 | 45–64 | 65+ | MALE | FEMALE |
|---|-------|-------|-------|-----|------|--------|
| Never | 2% | 1% | 2% | 2% | 2% | 1% |
| Rarely | 9% | 6% | 5% | 3% | 6% | 5% |
| Sometimes | 18% | 23% | 26% | 20% | 24% | 22% |
| Often | 37% | 43% | 42% | 52% | 44% | 44% |
| All the time | 34% | 27% | 24% | 23% | 24% | 28% |

| HAVING CONTACT WITH FRIENDS AND FAMILY (BY ETHNICITY) | NZ EUROPEAN | MĀORI | ASIAN | PACIFIC | MIDDLE EASTERN, LATIN AMERICAN, AFRICAN | OTHER |
|--|----------------|-------|-------|---------|---|-------|
| Never | 1% | 2% | 3% | 4% | 6% | 1% |
| Rarely | 5% | 9% | 10% | 4% | 8% | 11% |
| Sometimes | 22% | 19% | 30% | 16% | 25% | 25% |
| Often | 47% | 36% | 36% | 44% | 29% | 41% |
| All the time | 25% | 35% | 22% | 32% | 32% | 22% |

Appendix 9. Reasons to have less contact with relatives/friends

| REASONS TO HAVE LESS CONTACT WITH RELATIVES/ FRIENDS (BY AGE AND GENDER) | 16–24 | 25–44 | 45–64 | 65+ | MALE | FEMALE |
|---|-------|-------|-------|-----|------|--------|
| They live too far away | 51% | 48% | 43% | 41% | 45% | 46% |
| I can not afford to go see them using public transport available | 7% | 5% | 5% | 3% | 5% | 5% |
| I can not get the childcare I need to be able to go out | 1% | 9% | 2% | <1% | 2% | 5% |
| I am too busy | 36% | 45% | 28% | 6% | 30% | 28% |
| I lost contact/can not contact them | 5% | 4% | 4% | 3% | 4% | 3% |
| Health related/poor health | 2% | 4% | 6% | 10% | 5% | 7% |
| They are not available when I am | 27% | 23% | 19% | 14% | 17% | 22% |
| No personal transport | 9% | 5% | 3% | 2% | 4% | 4% |
| Not applicable | 17% | 20% | 31% | 46% | 30% | 29% |
| They choose not to have contact with me/family issues | 1% | 1% | 1% | <1% | 1% | 1% |
| They are deceased | – | – | <1% | <1% | <1% | – |
| Can't afford gas | <1% | 1% | 1% | <1% | <1% | 1% |
| Other | <1% | 1% | 1% | 1% | 1% | 1% |

| REASONS TO HAVE LESS CONTACT WITH RELATIVES/ FRIENDS (BY ETHNICITY) | NZ EUROPEAN | MĀORI | ASIAN | PACIFIC | MIDDLE EASTERN, LATIN AMERICAN, AFRICAN | OTHER |
|--|----------------|-------|-------|---------|---|-------|
| They live too far away | 44% | 43% | 60% | 59% | 67% | 66% |
| I can not afford to go see them using public transport available | 4% | 10% | 6% | 16% | 7% | 4% |
| I can not get the childcare I need to be able to go out | 4% | 4% | 3% | 3% | 2% | 5% |
| I am too busy | 29% | 35% | 34% | 41% | 14% | 22% |
| I lost contact/can not contact them | 3% | 6% | 3% | 3% | 3% | 3% |
| Health related/poor health | 6% | 10% | <1% | 3% | 1% | 4% |
| They are not available when I am | 19% | 22% | 28% | 26% | 23% | 22% |
| No personal transport | 3% | 9% | 5% | 14% | 5% | 4% |
| Not applicable | 31% | 27% | 14% | 22% | 19% | 21% |
| They choose not to have contact with me/family issues | 1% | 1% | <1% | 1% | – | <1% |
| They are deceased | <1% | <1% | – | – | – | – |
| Can not afford gas | 1% | 1% | 1% | – | 1% | <1% |
| Other | 1% | 1% | 1% | – | 1% | 2% |

Appendix 10. Access to technology

| ACCESS TO PHONE (CELL/LANDLINE) | 16–24 | 25–44 | 45–64 | 65+ | AT HOME | AT WORK | AT SCHOOL |
|---------------------------------|-------|-------|-------|-----|---------|---------|-----------|
| Access to phone | 98% | 96% | 97% | 99% | 95% | 44% | 8% |

| ACCESS TO COMPUTER | 16–24 | 25–44 | 45–64 | 65+ | AT HOME | AT WORK | AT SCHOOL |
|--------------------|-------|-------|-------|-----|---------|---------|-----------|
| Access to computer | 96% | 94% | 95% | 89% | 89% | 42% | 8% |

| ACCESS TO INTERNET | 16–24 | 25–44 | 45–64 | 65+ | AT HOME | AT WORK | AT SCHOOL |
|--------------------|-------|-------|-------|-----|---------|---------|-----------|
| Access to internet | 100% | 99% | 98% | 90% | 95% | 45% | 9% |

| ACCESS TO EMAIL/SOCIAL MEDIA | 16–24 | 25–44 | 45–64 | 65+ | AT HOME | AT WORK | AT SCHOOL |
|------------------------------|-------|-------|-------|-----|---------|---------|-----------|
| Access to email/social media | 100% | 98% | 97% | 89% | 95% | 42% | 9% |

| ACCESS TO PRINTER/SCANNER/PHOTOCOPIER | 16–24 | 25–44 | 45–64 | 65+ | AT HOME | AT WORK | AT SCHOOL |
|---------------------------------------|-------|-------|-------|-----|---------|---------|-----------|
| Access to printer/scanner/photocopier | 91% | 85% | 86% | 79% | 59% | 44% | 9% |

Appendix 11. Events in the community

| ATTENDING EVENTS IN THE COMMUNITY (BY AGE AND GENDER) | 16–24 | 25–44 | 45–64 | 65+ | MALE | FEMALE |
|--|-------|-------|-------|-----|------|--------|
| Often | 11% | 11% | 16% | 38% | 18% | 20% |
| Occasionally | 14% | 23% | 21% | 16% | 19% | 20% |
| Seldom | 20% | 28% | 21% | 13% | 20% | 22% |
| Rarely | 38% | 30% | 31% | 19% | 30% | 27% |
| Not at all | 17% | 9% | 11% | 14% | 13% | 11% |

| ATTENDING EVENTS IN THE COMMUNITY (BY ETHNICITY) | NZ EUROPEAN | MĀORI | ASIAN | PACIFIC | MIDDLE EASTERN, LATIN AMERICAN, AFRICAN | OTHER |
|---|----------------|-------|-------|---------|---|-------|
| Often | 20% | 19% | 10% | 23% | 11% | 10% |
| Occasionally | 20% | 19% | 19% | 23% | 20% | 18% |
| Seldom | 21% | 22% | 21% | 10% | 27% | 26% |
| Rarely | 28% | 29% | 34% | 28% | 31% | 37% |
| Not at all | 11% | 12% | 16% | 16% | 11% | 9% |

| REASONS FOR NOT ATTENDING EVENTS (BY AGE AND GENDER) | 16–24 | 25–44 | 45–64 | 65+ | MALE | FEMALE |
|---|-------|-------|-------|-----|------|--------|
| Lack of transport | 12% | 7% | 5% | 6% | 7% | 7% |
| Lack of personal funds to attend | 15% | 31% | 27% | 12% | 20% | 27% |
| Concerns of safety | 3% | 6% | 5% | 4% | 5% | 5% |
| Type of events are not appealing | 75% | 60% | 66% | 66% | 73% | 59% |
| Health related issues | 1% | 2% | 3% | 13% | 2% | 6% |
| Time of events does not suit/too busy | 3% | 10% | 9% | 6% | 5% | 10% |
| Problems with parking/traffic congestion | – | 2% | 1% | 1% | 1% | 1% |
| Not enough advertisements/do not know of events | 8% | 7% | 3% | 2% | 5% | 5% |
| Too tired/cannot be bothered | 2% | 2% | 3% | 2% | 2% | 2% |
| Do not have anyone to go with | – | 1% | 2% | 2% | 1% | 2% |
| Other | <1% | 2% | 2% | 2% | 1% | 2% |

| REASONS FOR NOT ATTENDING EVENTS (BY ETHNICITY) | NZ EUROPEAN | MĀORI | ASIAN | PACIFIC | MIDDLE EASTERN, LATIN AMERICAN, AFRICAN | OTHER |
|--|----------------|-------|-------|---------|---|-------|
| Lack of transport | 6% | 10% | 8% | 9% | 4% | 4% |
| Lack of personal funds to attend | 21% | 34% | 34% | 26% | 21% | 17% |
| Concerns of safety | 4% | 7% | 7% | 18% | – | 4% |
| Type of events are not appealing | 68% | 61% | 50% | 61% | 53% | 71% |
| Health related issues | 4% | 4% | 1% | 7% | 3% | 1% |
| Time of events does not suit/too busy | 8% | 6% | 5% | 10% | 4% | 8% |
| Problems with parking/traffic congestion | 2% | 2% | – | 2% | – | 2% |
| Not enough advertisements/do not know of events | 4% | 3% | 13% | 2% | 17% | 6% |
| Too tired/can not be bothered | 2% | 3% | 1% | – | 3% | 5% |
| Do not have anyone to go with | 1% | <1% | 2% | – | 9% | 1% |
| Other | 2% | 2% | 2% | – | – | 1% |

Appendix 11. Events in the community

| PREFERENCE FOR TYPES OF EVENTS (BY AGE AND GENDER) | 16–24 | 25–44 | 45–64 | 65+ | MALE | FEMALE |
|--|-------|-------|-------|-----|------|--------|
| Activities for families/children | 6% | 31% | 15% | 5% | 14% | 21% |
| Markets/farmers markets/food stalls | 12% | 15% | 14% | 4% | 12% | 13% |
| Food and wine/dinner in the park | 2% | 6% | 3% | 2% | 3% | 4% |
| Charity events/fundraising | 2% | 1% | 1% | 1% | 1% | 2% |
| Small scale music/concerts/local bands in the park | 3% | 6% | 6% | 7% | 5% | 7% |
| Sports events/international matches | 7% | 9% | 9% | 6% | 13% | 5% |
| Pet events/animal friendly events | 2% | 2% | 2% | 1% | 1% | 3% |
| Happy with what there is already | 1% | 2% | 6% | 20% | 6% | 6% |
| Cultural events/celebrate heritage | 7% | 13% | 11% | 5% | 8% | 12% |
| Free/cheaper events/affordable | 4% | 14% | 14% | 8% | 8% | 14% |
| Community events/meet ups/community clean up | 9% | 13% | 12% | 11% | 11% | 13% |
| Training courses/educational events/lectures | 6% | 9% | 9% | 6% | 7% | 9% |
| I do not like going/I do not go to events | 1% | 1% | 2% | 2% | 1% | 2% |
| Art exhibitions/museums | 3% | 5% | 6% | 8% | 5% | 6% |
| Large scale music events/concerts/festival/international bands/artists | 28% | 17% | 21% | 12% | 22% | 17% |
| Fitness/exercise/dancing | 5% | 6% | 6% | 7% | 5% | 7% |
| Drive-in movies | 2% | 2% | 3% | 2% | 1% | 3% |
| Theatre/performance/drama | 1% | 2% | 6% | 7% | 4% | 3% |
| Events for youth | 16% | 5% | 3% | 3% | 5% | 7% |
| Events for adults without kids | 1% | 2% | 1% | – | 1% | 2% |
| Events that are accommodating for diverse society (LGBTQIA/disabilities) | 3% | 2% | 2% | 2% | 2% | 2% |
| Events for elderly | – | <1% | 1% | 5% | <1% | 2% |
| Christmas/New Year's festival | 2% | 2% | 1% | 1% | 2% | 2% |
| Fireworks related events | 1% | 2% | 2% | 1% | 1% | 1% |
| Cars/racing/motorsports | 3% | 1% | 2% | 2% | 4% | <1% |
| Other | 7% | 3% | 3% | 5% | 5% | 3% |

Appendix 11. Events in the community

| PREFERENCE FOR TYPES OF THE EVENTS (BY ETHNICITY) | NZ EUROPEAN | MĀORI | ASIAN | PACIFIC | MIDDLE EASTERN, LATIN AMERICAN, AFRICAN | OTHER |
|---|----------------|-------|-------|---------|---|-------|
| Activities for families/children | 17% | 27% | 12% | 17% | 13% | 15% |
| Markets/farmers markets/food stalls | 12% | 10% | 13% | 12% | 16% | 18% |
| Food and wine/dinner in the park | 3% | 5% | 5% | 2% | 9% | 4% |
| Charity events/fundraising | 1% | 2% | 1% | – | 2% | <1% |
| Small scale music/concerts/local bands in the park | 7% | 5% | 1% | 3% | 8% | 6% |
| Sports events/international matches | 8% | 5% | 11% | 15% | 5% | 9% |
| Pet events/animal friendly events | 2% | 1% | 1% | – | 7% | 4% |
| Happy with what there is already | 7% | 4% | – | 2% | 4% | 5% |
| Cultural events/celebrate heritage | 7% | 17% | 26% | 22% | 13% | 7% |
| Free/cheaper events/affordable | 11% | 16% | 8% | 4% | 9% | 11% |
| Community events/meet ups/community clean up | 12% | 9% | 15% | 8% | 8% | 11% |
| Training courses/educational events/lectures | 7% | 9% | 13% | <1% | 3% | 11% |
| I do not like going/I do not go to events | 2% | 2% | 1% | – | – | 1% |
| Art exhibitions/museums | 6% | 3% | 5% | 9% | 4% | 3% |
| Large scale music events/concerts/festival/international bands/artists | 20% | 15% | 15% | 37% | 21% | 20% |
| Fitness/exercise/dancing | 6% | 6% | 4% | 3% | 17% | 6% |
| Drive-in movies | 3% | 1% | 1% | – | – | 1% |
| Theatre/performance/drama | 4% | 1% | 4% | – | 7% | 4% |
| Events for youth | 5% | 8% | 5% | 21% | 3% | 6% |
| Events for adults without kids | 1% | 1% | <1% | – | 2% | 1% |
| Events that are accommodating for diverse society (LGBTQIA/disabilities) | 3% | 2% | 1% | 3% | – | 1% |
| Events for elderly | 1% | 1% | – | – | 2% | 2% |
| Christmas/New Year's festival | 2% | 2% | 3% | 1% | – | 1% |
| Fireworks related events | 1% | 1% | 2% | – | – | <1% |
| Cars/racing/motorsports | 2% | 1% | 1% | – | – | 1% |
| Other | 4% | 2% | 3% | <1% | 7% | 5% |

Appendix 12. Strong sense of culture and heritage

| TAURANGA REFLECTS A STRONG SENSE OF CULTURE AND HERITAGE (BY AGE AND GENDER) | 16–24 | 25–44 | 45–64 | 65+ | MALE | FEMALE |
|--|-------|-------|-------|-----|------|--------|
| No, not at all | 11% | 19% | 17% | 8% | 16% | 14% |
| A little bit | 29% | 32% | 29% | 23% | 30% | 28% |
| Sometimes | 31% | 30% | 31% | 34% | 31% | 32% |
| Most of the time | 22% | 13% | 15% | 24% | 17% | 18% |
| Yes, absolutely | 8% | 6% | 7% | 11% | 7% | 8% |

| TAURANGA REFLECTS A STRONG SENSE OF CULTURE AND HERITAGE (BY ETHNICITY) | NZ EUROPEAN | MĀORI | ASIAN | PACIFIC | MIDDLE EASTERN, LATIN AMERICAN, AFRICAN | OTHER |
|---|-------------|-------|-------|---------|---|-------|
| No, not at all | 14% | 22% | 9% | 12% | 16% | 18% |
| A little bit | 29% | 29% | 22% | 28% | 22% | 31% |
| Sometimes | 32% | 30% | 33% | 29% | 24% | 28% |
| Most of the time | 18% | 12% | 17% | 17% | 34% | 18% |
| Yes, absolutely | 6% | 7% | 19% | 14% | 3% | 5% |

Appendix 13. Tauranga for newcomers

| TAURANGA IS ACCEPTING AND WELCOMING TO NEWCOMERS (BY LENGTH OF STAY) | LESS THAN 3 YEARS | 3–10 YEARS | 10+ YEARS | LIVED HERE ON AND OFF THROUGHOUT MY LIFE |
|--|-------------------|------------|-----------|--|
| Not at all welcoming | 6% | 8% | 8% | 13% |
| Somewhat welcoming | 33% | 33% | 31% | 36% |
| Neither | 8% | 7% | 6% | 7% |
| Fairly welcoming | 30% | 35% | 38% | 31% |
| Very welcoming | 24% | 17% | 17% | 14% |

| TAURANGA IS ACCEPTING AND WELCOMING TO NEWCOMERS (BY ETHNICITY) | NZ EUROPEAN | MĀORI | ASIAN | PACIFIC | MIDDLE EASTERN, LATIN AMERICAN, AFRICAN | OTHER |
|---|-------------|-------|-------|---------|---|-------|
| Not at all welcoming | 8% | 15% | 4% | 6% | 2% | 9% |
| Somewhat welcoming | 33% | 34% | 27% | 22% | 28% | 32% |
| Neither | 6% | 8% | 9% | 7% | 11% | 7% |
| Fairly welcoming | 37% | 28% | 29% | 35% | 30% | 32% |
| Very welcoming | 15% | 14% | 31% | 29% | 29% | 19% |

More information

You can find more information about individual suburbs by reading the full reports at www.vitalupdate.org.nz or click on the links below:

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[Arataki \(Bayfair\), Matapihi](#)

[Pāpāmoa Beach, Wairākei \(Pāpāmoa East\), Te Tumu](#)

[Kairua, Pāpāmoa Hills \(Waitao\)](#)

[Welcome Bay, Hairini, Maungatapu](#)

[Poike, Oropi, Greerton, Ohauiti](#)

[Gate Pā \(Pukehinahina\), Merivale \(Parkvale\)](#)

[Pyes Pā, Omanawa, Tauriko, The Lakes](#)

[Bethlehem](#)

[Brookfield, Judea](#)

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[Tauranga South, city centre, Avenues, Sulphur Point](#)

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[Ngā hāpori mātāwaka waetapu – Ethnic communities](#)

[Ngā tāngata noho kāinga kore – People experiencing homelessness](#)

If you have any questions or concerns, please reach out. We are happy to help:

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Key Research NZ Ltd: info@keyresearch.co.nz

Tauranga City Council (Community Development): com.dev@tauranga.govt.nz

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