

# Whakahou Taketake Vital Update TAURANGA

# 2020

Māori



## 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 our Māori community in Tauranga for taking the time to provide us with your feedback and honesty on your lived experiences, as well as your aspirations for the future of our beautiful city. Without your participation, we could not have achieved this work.

### Contributing sponsors and organisations

Help from sponsors has been critical. Including the Acorn Foundation, Bay Trust, TECT and Tauranga City Council. Additionally, our sponsors would like to thank contributing organisations.

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 the mana whenua of Tauranga Moana.

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

- Moana Radio
- Te Rūnanga o Ngāi te Rangī Iwi Trust
- Ngāti Ranginui Iwi Society Inc

Thanks to their help, we received responses from Māori (both mana whenua and tangata whenua), whose voice is not usually heard or represented. With our focus being on inclusion we are now in a position to better understand the needs and aspirations of Māori living in Tauranga Moana.

A special mention 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 hapori – kia whai take mō ngā rā kei te heke mai***

***Knowing our community – to inform our future***

## 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!



Photo credit: Moana Radio

# He kupu whakataki

## Introduction

'Vital Update – Tauranga' is a research project that looks at the geographic communities in Tauranga: who makes them up, and what their needs, wants and aspirations are for their neighbourhoods and the wider city.

Acorn Foundation, TECT, BayTrust and Tauranga City Council have teamed up to carry out this research, so we can create a better future for residents. The information we have gained helps us to plan future work in our communities and create a vision for Tauranga's tomorrow.

At the start of 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 the Tauranga City Council's 'Long Term Plan'.
- Ensure that a community voice is evident in the 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.

It was important to us to hear from members of our community who identify as Māori, both those who whakapapa to Tauranga Moana iwi, and those who have chosen to live in Tauranga but whakapapa to other rōhe across Aotearoa. Māori voice is not always captured in a significant way through traditional research processes, and it was vital that this research did not replicate this history. The needs of Māori are important to us if we are to continue growing this city into a place where the integrity of history, relationships and partnerships are nurtured respectfully, and where the rights of mana whenua is in the forefront of future planning.

We received 725 responses in total from Tauranga residents who identify as Māori. We are truly grateful to everyone who participated in this project and we look forward to working on the issues you have identified through your feedback. All the responses were collected before 14 February 2020 which was pre COVID-19 lockdown, and therefore our findings do not reflect the changes that may have occurred in our community since then.

*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 – Maori**



## Ngā Kaiurupare – Respondents: Māori

725 people who identified as Māori took part in our survey. 386 identified themselves as belonging to more than one ethnicity.

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

**34%** of the respondents whakapapa (affiliate) to one of three local Tauranga iwi – Ngāti Ranginui, Ngāi Te Rangī and Ngāti Pūkenga. Around half of these respondents listed themselves as belonging to more than one local iwi.

Below are the rōhe that we heard from in the Māori community in Tauranga:

- Te Tai Tokerau
- Tāmaki
- Hauraki
- Tainui
- Tauranga Moana
- Te Arawa Waka
- Mātaatua
- Te Tai Rāwhiti
- Tākitimu
- Hauāuru
- Te Moana O Raukawa
- Te Tau Ihu
- Waipounamu and Rekohu/Wharekauri

The rōhe above are aligned to Te Kāhui Mangai. To view the geographical boundaries of these rōhe [click here](#).

### NOTE FOR THE READER:

This report is based on the respondents 725 who identified as Māori. This means that the actual percentages may differ slightly from the full report, as the Māori report not only reflects percentages from the 725 responses received, but also represents broader estimations of Māori population across Tauranga. We recommend that if you are looking for the data on Māori in Tauranga, refer to the data within this report.

## Your vision matters

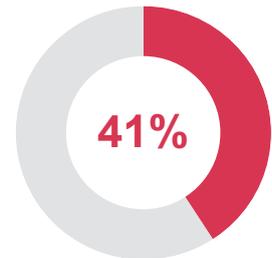
You help to create our beautiful city, so we asked you three questions about your life in Tauranga.

### 1 What you love about living in Tauranga:

There are many reasons why Māori love living in Tauranga.

- **41%** of responders said that it is their home, where their family lives and where they grew up.
- **40%** mentioned that it is a beautiful place to live, that it is close to the beach and has access to the mountains at the same time.
- **20%** said that they especially love the weather.

It is my home/my family lives here/I grew up here

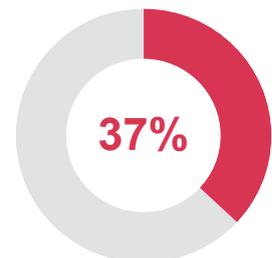


### 2 One thing you would like to change:

Changes are very important and we are counting on your opinions to show us the direction we should be working towards.

- **37%** think that we need to make sure there is less traffic congestion and that we need to keep improving roading infrastructure to accommodate the needs of our growing population.
- **18%** would like to see more inclusivity and less racism in the city.
- **10%** mentioned a need for more affordable housing, rent controls and alternative housing solutions.

Less traffic congestion/better roading infrastructure

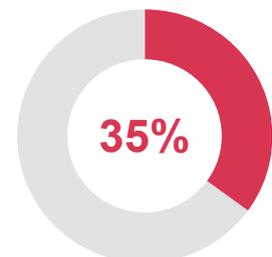


### 3 What needs to be preserved and protected:

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

- **35%** said that it is most important to preserve and protect our green spaces and trees, which includes parks, reserves and walkways.
- **32%** want to see history and heritage thrive in Tauranga and want to see Māori culture protected and preserved both in the city and the wider community.
- **29%** said that our waterways need to be protected.

Protection of green spaces and environment



# Ngā whare me ngā paerewa oranga – Housing and standards of living

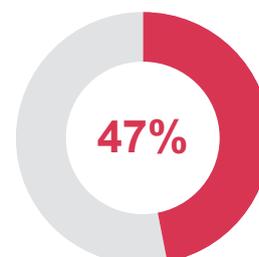
## How you live matters.

Housing and standards of living are key issues that impact your quality of life, and your city.

### 1 Housing

- Although **47%\*** of Māori in Tauranga own a house and a further **31%** are living in a rental.
- There are **8%** of Māori respondents who are experiencing homelessness, which is considerably higher than **3%** in Tauranga overall.
- Māori who whakapapa to the following rōhe are affected by homelessness the most: Te Tai Tokerau (**12%**), Tainui (**11%**), Tauranga Moana (**11%**).

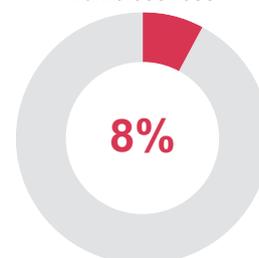
Own a house



### 2 Single parents

- The proportion of single parents (**9%**) is high compared with **5%** for Tauranga overall.
- **73%** of our respondents who are single parents are female. People from Tainui (**10%**), Tauranga Moana (**10%**) and Te Moana O Raukawa (**11%**) featured higher than other rōhe as single parents.

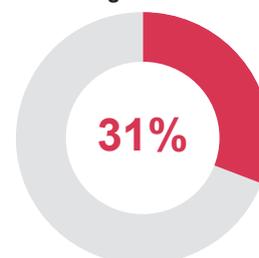
Experiencing homelessness



### 3 Financial situation and savings

- We were able to determine that Māori are experiencing greater financial stress in comparison to Tauranga overall.
- **21%** do not have enough money to meet every day needs, compared with **14%** in Tauranga overall.
- **37%** do not have savings compared with **20%** in Tauranga overall. Over two thirds (**67%**) only have enough savings to last them up to one month or less compared to **44%** for Tauranga overall.
- This means that Māori as a group would be at increased risk financially, if they had to use their savings for longer than a one month period. People who whakapapa to Tainui (**41%**), Mātaatua (**41%**), Tākitimu (**43%**) and Te Moana O Raukawa (**47%**) have the highest proportion of people who do not have savings.

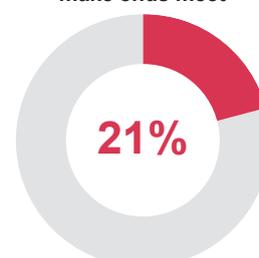
Living in a rental



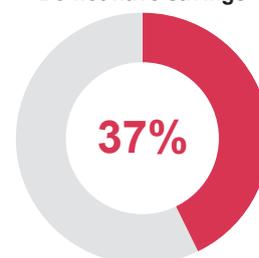
### 4 Reducing expenses

- When it comes to cutting down expenses, the most common things that people would sacrifice are new clothes (**47%**), hobbies (**41%**), and going out (**39%**).

Do not have enough to make ends meet



Do not have savings



#### NOTES:

This result may reflect a wide range of scenarios, including but not limited to:

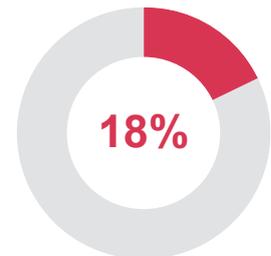
- People who own the house they are living in
- People who are living with their parents, who may own/ partially own the house with their family members
- People who are own/partially own the house they are living in, with other dependant adults in their care
- People who co-own the house they are living in with other parties
- People who have inherited the house they are living in
- People who have ownership through family trust

Community connection and loneliness was a key focus in our research, including how people feel welcomed to our city. Technology access 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.

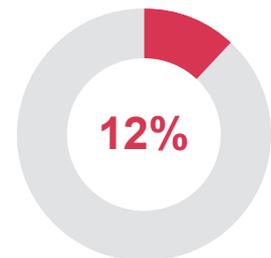
## 1 Feeling alone

- More Māori (**18%**) feel alone often or all the time compared with Tauranga residents overall.
- Feeling alone is especially strong for people who whakapapa to Te Arawa Waka (**34%**). Māori affiliated with Tākitimu feel alone the least with just **9%** feeling alone often or all the time.
- A higher proportion of Māori (**12%**) compared with Tauranga residents overall (**7%**) never or rarely have contact with friends and family.
- People affiliated with Te Tai Rāwhiti (**4%**) are the least likely to not have contact with friends and family.
- However, people who whakapapa to Te Tai Tokerau (**15%**) and Te Arawa Waka (**18%**) are the most likely not to keep in touch with family and friends.
- The most common reason to not be able to see friends and family include distance (**44%**) and being busy (**34%**).

Feel alone (often/all the time)



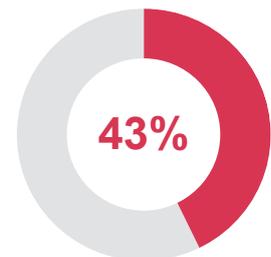
Never or rarely have contact with friends and family



## 2 Events

- **43%** indicated they never or rarely take part in community events.
- People who identify as Māori would like to see more activities for families with children (**23%**), more cultural events that celebrate heritage (**17%**) and events that are free or cheaper (**17%**).

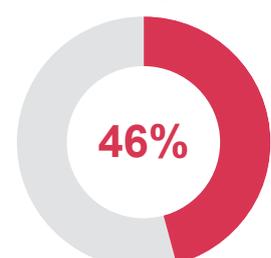
Never or rarely attend events



## 3 Sense of culture and heritage

- There are significantly more Māori (**20%**) compared to Tauranga overall (**15%**) who think that Tauranga does not reflect a strong sense of culture and heritage.
- People affiliated with Tākitimu (**38%**) and Hauāuru (**33%**) are especially confident that there is no sense of culture in Tauranga.

Consider Tauranga welcoming to newcomers

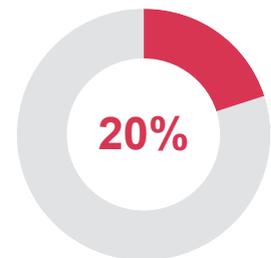


We think it is critical that you feel safe in your city – to live without fear. Here is what we discovered.

## 1 Crime

- 20% of Māori respondents reported being a victim of crime compared to 18% in Tauranga overall.
- People aged 25–44 (23%), 45–64 (24%) or affiliated to Hauāuru (23%) are considerably more likely to become victims of a crime.

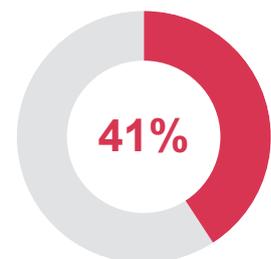
Became victims of crime



## 2 Perception of safety

- People residing in Gate Pā and Merivale are more likely to experience crime and feel the most unsafe based on personal perceptions of safety (day and night).
- 16% of residents from these suburbs feel unsafe at home during the day and 31% at night.
- 22% feel unsafe in a local park during the day with 54% feeling unsafe at night.

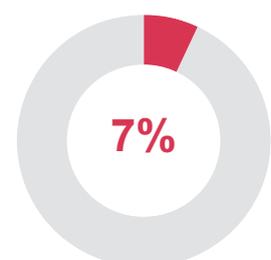
Consume alcohol



## 3 Alcohol

- Four out of 10 respondents (41%) drink alcohol, which is significantly less than 63% in Tauranga overall.
- Only 7% consume more than 10 standard drinks weekly.

Taken drugs in the last week



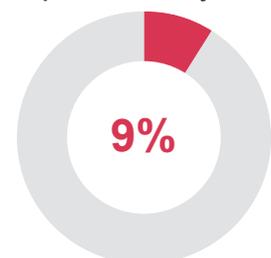
## 4 Drugs

- 7% disclosed using drugs in the week before they completed the survey.
- This is considerably higher than 3% in Tauranga overall.
- Groups that are particularly exposed to drugs are youth, and people affiliated with Mātaatua and Hauāuru rōhe.

## 5 Domestic violence, sexual assault and family harm

- Māori (9%) are considerably more likely to experience family harm compared with Tauranga overall (4%).
- There are three rōhe where the proportion of respondents who experienced family harm is especially high.
- These rōhe include: Tākitimu (16%), Hauāuru (13%) and Te Tai Tokerau (11%).
- Based on responses in this study, intimate partner harm (62%), domestic violence (32%) and sexual assault (25%) are the most common forms of family harm in Tauranga.

Experienced family harm



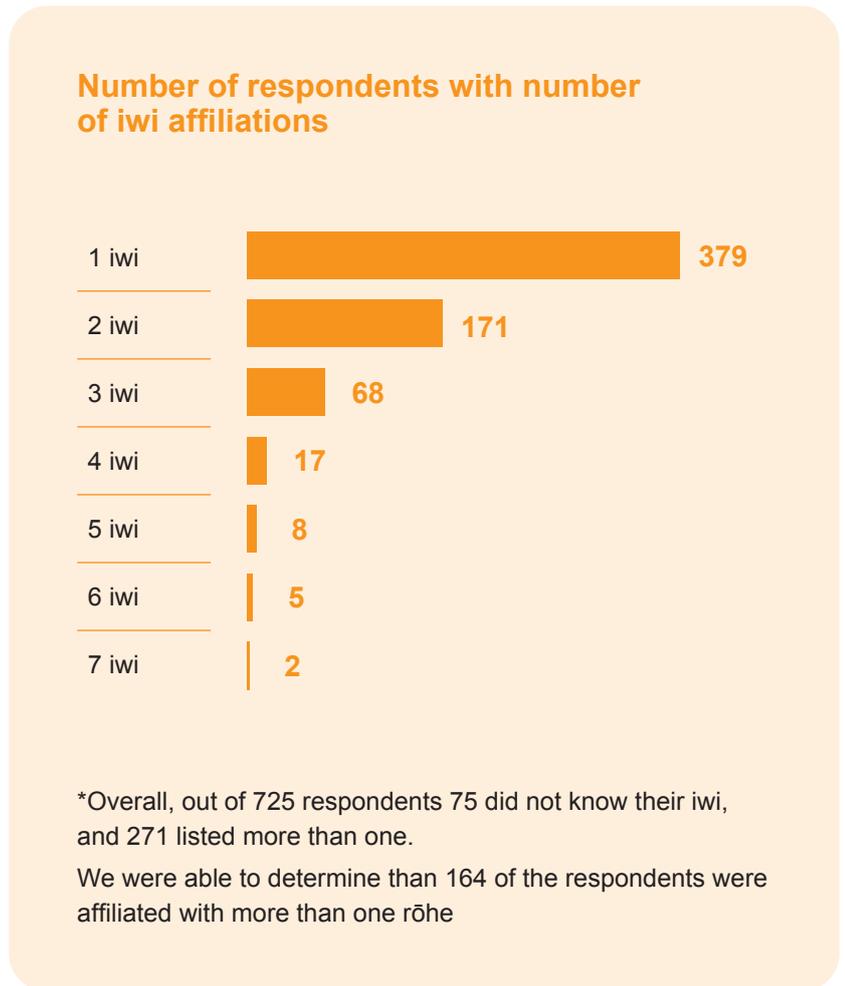
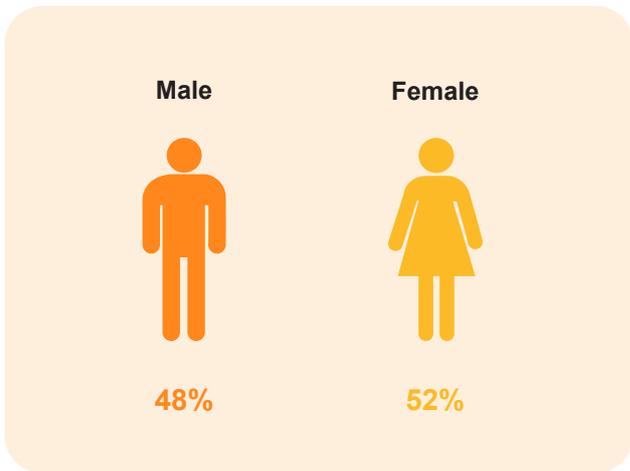
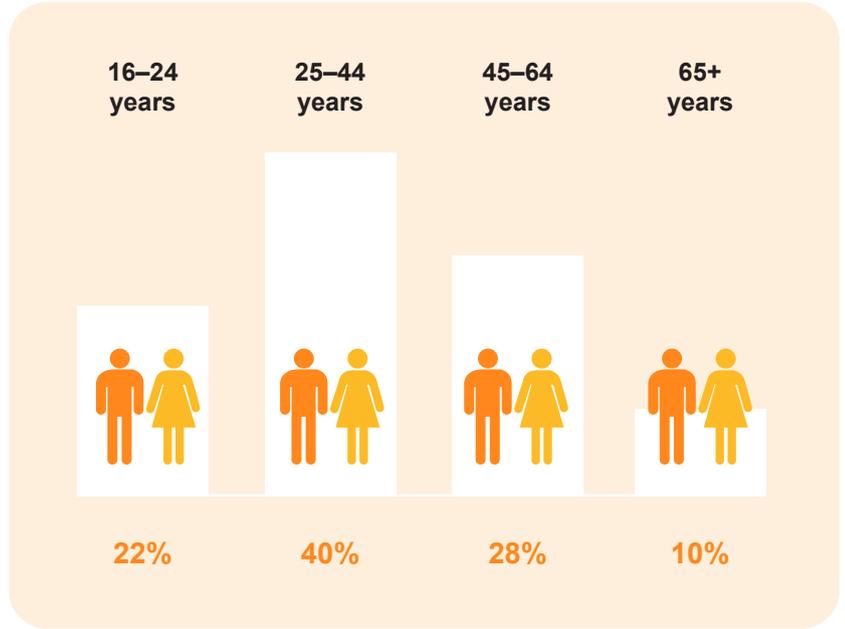
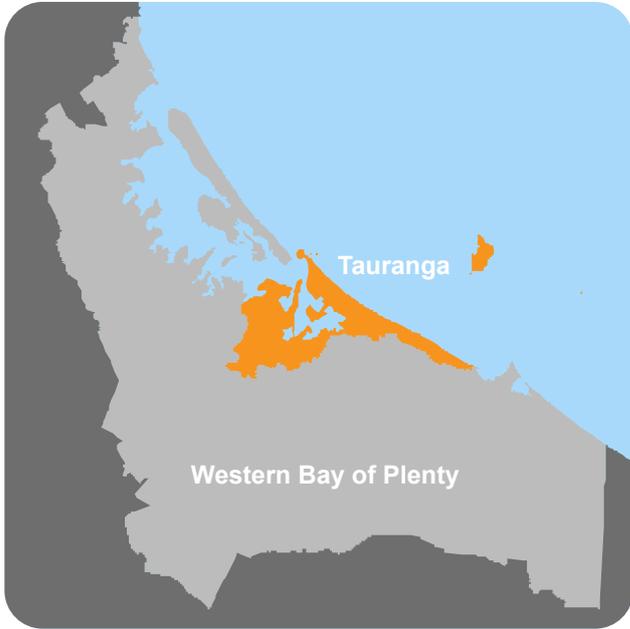
**Tatarauunga**

# Demographic profile



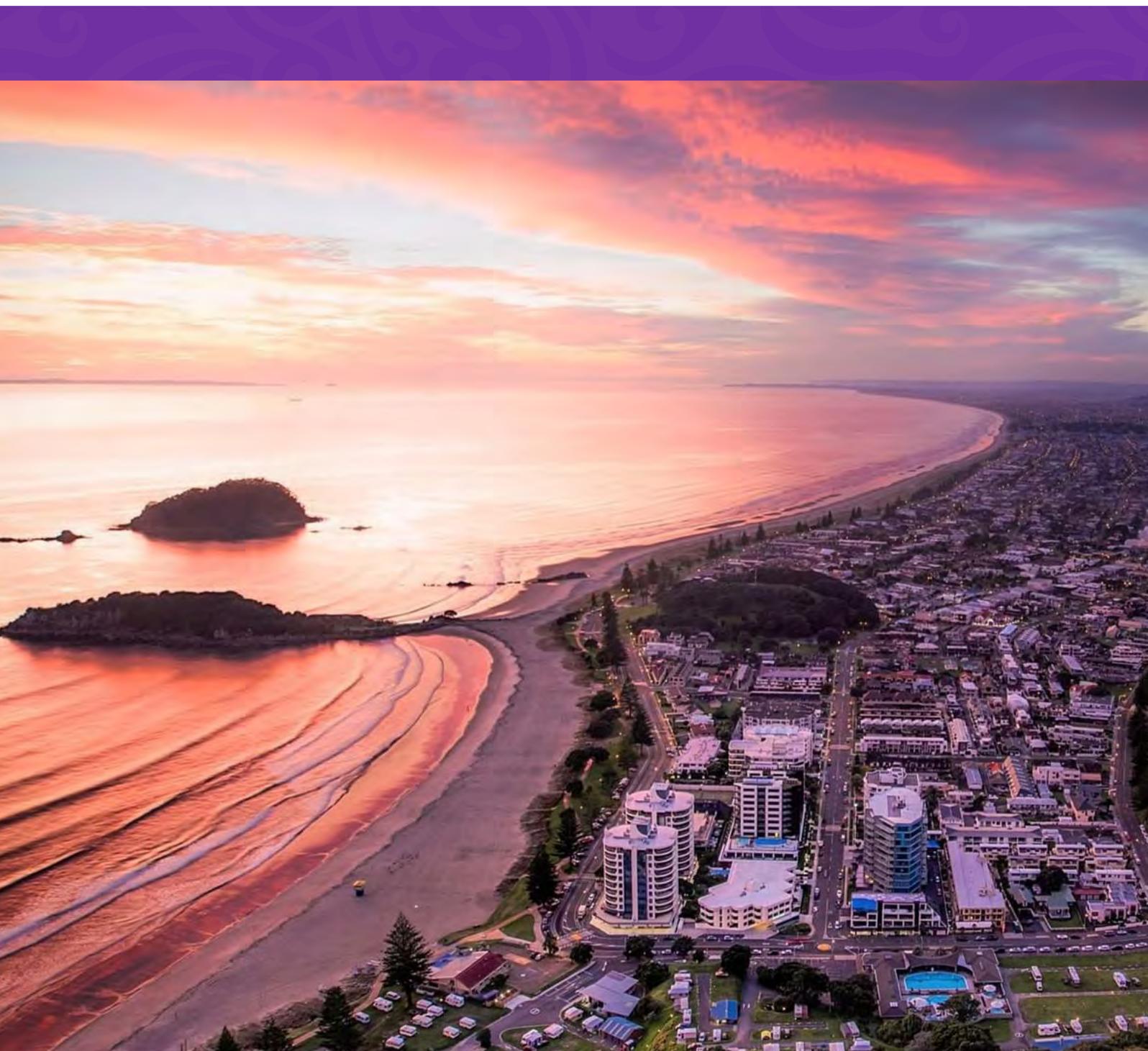
# Ngā Kaiurupare – Respondents: Māori

This page represents the demographics of the 725 survey respondents who were identified as Māori.

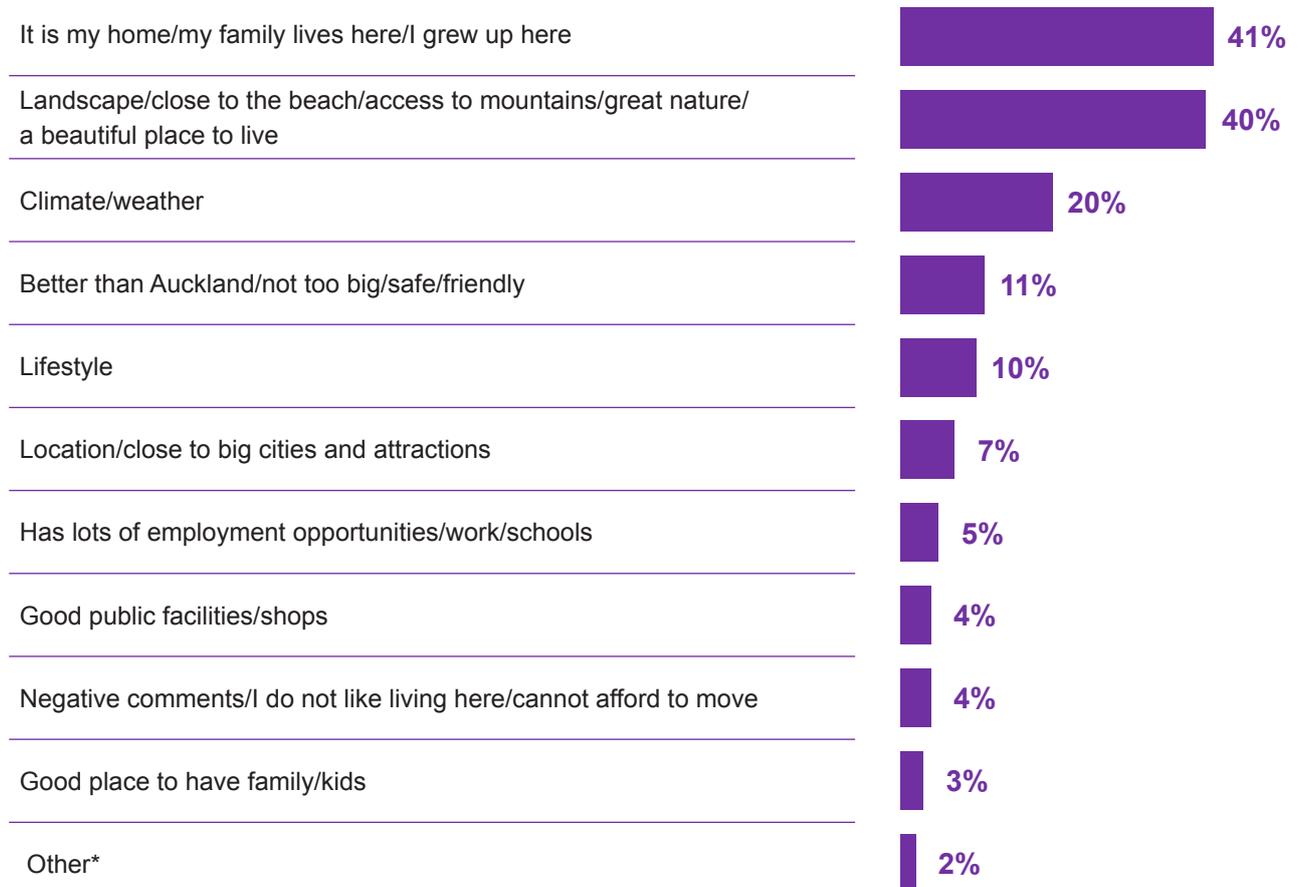


**Wawatanga o Tauranga Whānui**

# **Aspirations for Tauranga**



# Why people love living in Tauranga



## For the groups below the overall result differs significantly:

Group	Reason	Percentage
Rōhe – Tauranga Moana	It is my home/my family lives here/ I grew up here	73%
Age – 65+	Good public facilities/shops	11%
Age – 16–24	Landscape/ close to the beach/access to mountains/great nature/a beautiful place to live	51%
Age – 16–24	It is my home/ my family lives here/I grew up here	22%

### 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=725; Left a comment n=701
2. Q52. What is the main reason you love living in Tauranga?

## Living – what people say



Sun and sand, and the view from my deck, and family and friends.

Close to family, and good temperatures in winter and summer.

I was born here, schooled here, we own a business here. Such a diverse area with so many adventures to be had.

No one knowing me, a new start, not being judged. Stability for myself and my children.

Just feels right. I feel like this is home. I am not from Tauranga, yet have lived here most of my life.

I am able to live in a town that is smaller and quieter, where I have a good job that provides me with challenging work.

Centralisation. The beach is ten to fifteen minutes away. The Kaimais are twenty minutes away. Blessed.

My family, who are supporting me through my addiction recovery, live here.

The beach and climbing up Mauao. Having great friends here.

The climate, natural beauty. Free access to the outdoors. City big enough to have libraries and university, as well as a hospital.

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

I grew up here and wanted to raise my children in 'my home'. Tauranga has beautiful outlying nature features to explore during the weekends – the beach, the harbour, the bush.

The weather, climate, free access to the beach, great public facilities, and so on.

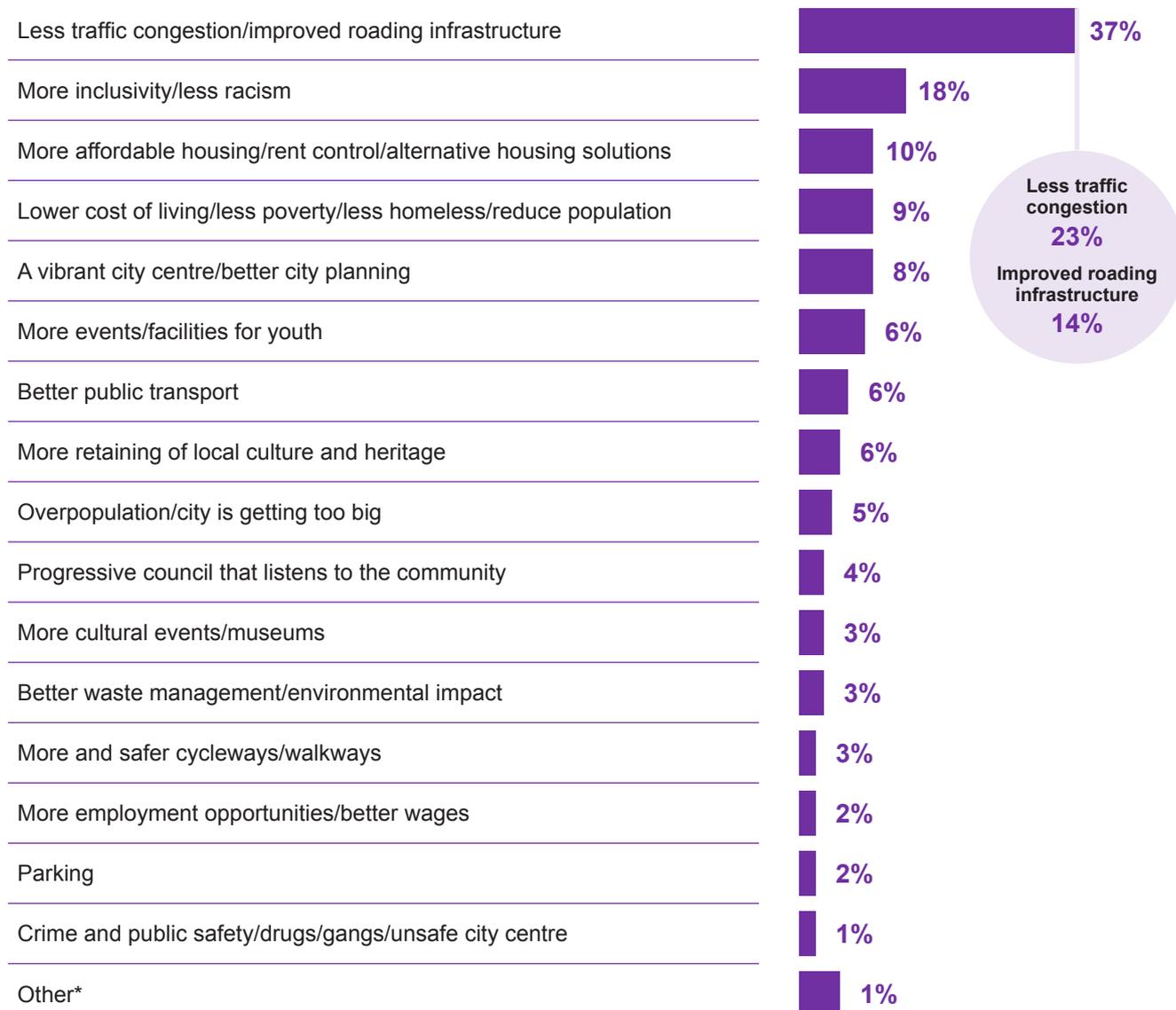
Natural beauty – both land and sea, and proximity to family in Hamilton and Rotorua.

Close to my mokos initially but they've moved to Hamilton, so more culturally diverse public learning centre for spiritual, physical and activities.

Access to facilities and some of my husband's family are here. I love the climate, access to the beach, which is a priority for me.



# The one thing people would change



## For the groups below the overall result differs significantly:

**Age – 65+**  
 Progressive council that listens to the community  
**11%**

### 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=725; Left a comment n=643
2. Q53. If you could change one thing about Tauranga, what would it be?

## Changes – what people say



Attitudes to Māori, and our attitude to Pākehā. Violence within the homes of our whānau and a more streamlined system which is people friendly, in helping people feel safe.

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

More Māori on Councils.

I'd love to see something happen with Mauao and leisure island. There is an absurd lack of cultural experiences or tourist centres.

Drug and Alcohol Prevention awareness.

More help for families that are struggling.

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

The attitude of employers thinking they can still trade off the "lifestyle" for salary AND public transport modes and routes.

More culture and heritage and acceptance of diverse cultures.

Affordable so regular families can continue living here and it does not turn into a place only for overseas buyers and the rich.

A focus or focal point for all the people of Tauranga to be a part of, I believe a Museum would have provided that.

I would change the Port of Tauranga. Dredging and allowing more ships to come into our harbour has destroyed our kaimoana beds and fishing availability.

Start again with the CBD. Its a cold, creepy horrible place.

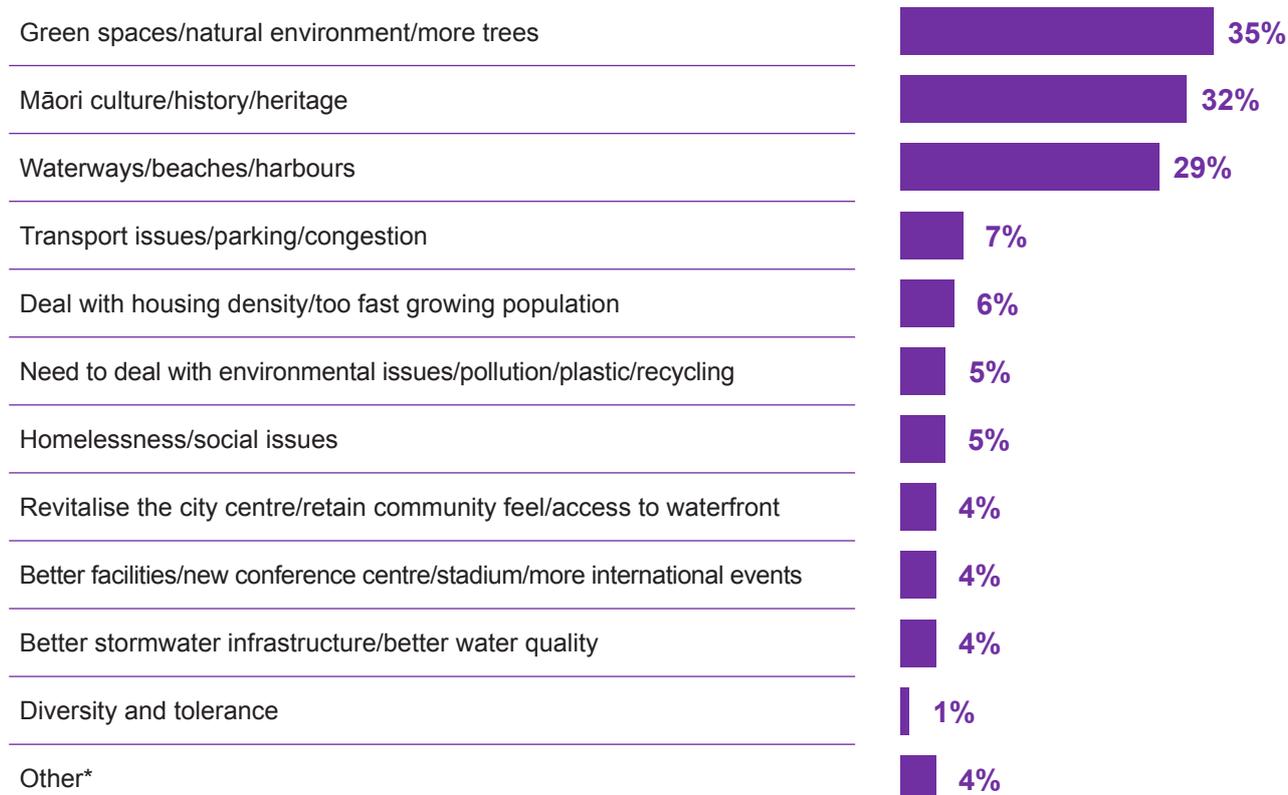
Free (or super cheap) buses for as long as it takes to change the culture and make it the 'norm.' Good work making buses free for schools – thank you.

Greater recognition and visibility of Māori people, language & culture.

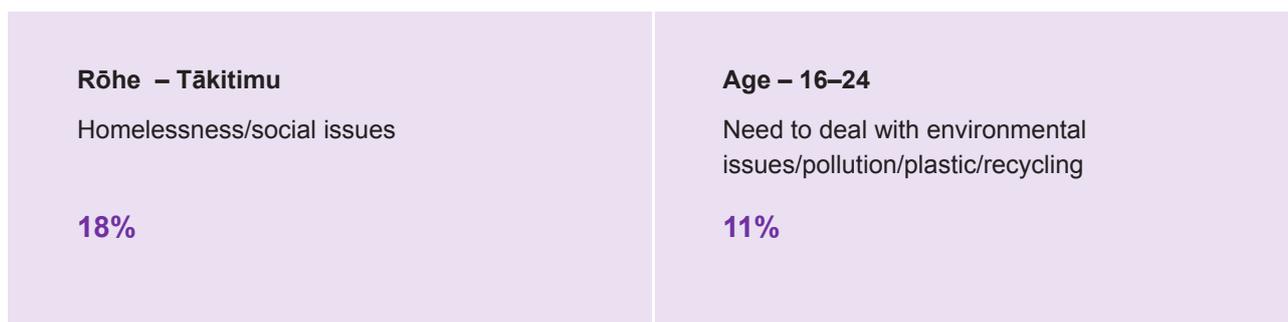
More affordable housing but have it well managed, so it does not turn into a slum and standards can be enforced.



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



## For the groups below the overall result differs significantly:



### 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=725; Left a comment n=558

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



Local iwi history and knowledge, strong connections between iwi and council.

The natural harbour, a sea environment. We can't pollute this beautiful space.

Any heritage and open spaces. Really disappointed that there are new subdivisions going into Ohauti but the reserve is not being added to.

Our waterways. Also, I'd appreciate it if you stopped sooner than ten years with the cutting our trees down for 5g.

We have very little natural native birds and fauna reserves, what we have we must preserve including Omanawa Falls, Wharetangata, Pukehinahina – Gate Pā history. We have small patches of amazing whenua with amazing stories from 1864 to 1940's – not so long ago, that needs preserving.

Local Māori knowledge and historical sites.

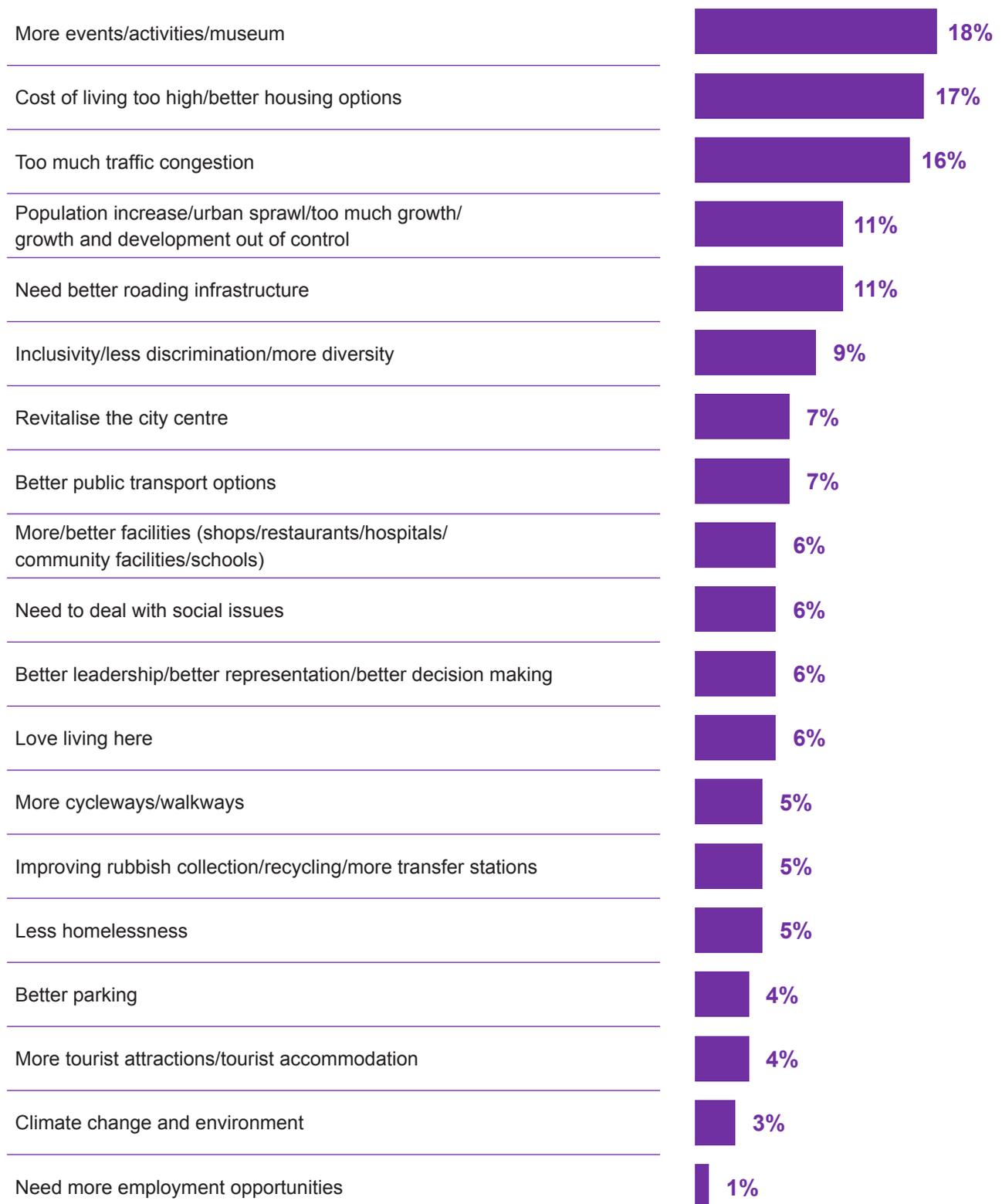
Need to cap the building of new houses until the infrastructure can handle the traffic.

Trees (and not pine trees). More concern needs to be expressed in terms of rising sea levels.

Walking around the Mauao track is something we all love to do and needs to be protected and better maintained. Also, our beaches need to be kept clean and free from tourists and visitors littering.



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



**NOTES:**

1. Sample: n=725; Left a comment n=99
2. Q55. Do you have any other comments about the future of Tauranga?

## Tauranga's future – what people say



Would love to see a bigger performing arts centre so bigger shows can perform here. I would love to be able to access the city independently knowing the curbs are safe for me to get down, and so on.

I believe Tauranga is the perfect place to live in. Plentiful in resources and talent. With the right leadership, we all will thrive.

Better living solutions. Too much homelessness at the moment.

It is the roads that are so congested, why can't we use the rail line for passengers especially for Omokoroa working people. The line runs right through there.

More free community events or community centres for kids so they keep busy and not roam the streets.

More affordable housing, whether it be rentals or home ownership.

Just more common sense when it comes to town planning. We need more parking spaces and better public transport systems that suit everyone. Do not be too conservative with events and have better restrictions on land size for houses – the current section sizes available are ridiculously small.

I would like to see a more diverse city, encouraging Māori culture and young people.

Better roading to ease congestion at peak times.

Tauranga is a beautiful place and so are the people. I would like to bridge the gap between rich and poor, racism and prejudice by creating awareness in people by being better informed rather than choosing to be ignorant. Help Māori by being able to buy their own homes.



Ngā whare me ngā paerewa oranga

# Housing and standards of living



# Housing and standards of living – what is most important?

When it comes to housing, close to half (47%) of Māori in Tauranga own a house. Home ownership for this priority group is considerably lower than Tauranga overall at 68%. The majority of home owners are located in Pāpāmoa Beach, Wairākei [Pāpāmoa East], Welcome Bay, Hairini and Maungatapu.

## Homelessness

- The proportion of homelessness experienced by Māori (8%) is considerably higher than Tauranga overall (3%).
- Female Māori are half as likely to experience homelessness (6%) compared to males (11%).
- Of those who are experiencing homelessness, responses indicate highest representation across the following rōhe: Te Tai Tokerau (12%), Tainui (11%), and Tauranga Moana (11%).

## Living with family members

- In comparison to Tauranga residents overall, Māori are more likely to be living with family members. Over half of Māori (51%) live with their partner/spouse.
- Nearly a fifth of Māori (18%) board with friends and family, which is considerably higher than 10% for Tauranga overall.
- Māori living with their parents (17%) is almost twice as high as Tauranga overall (10%).
- However, the proportion of single parents among Māori (9%) is also higher than Tauranga overall (5%).

## Not enough money

- Every fifth respondent (21%) who identified as Māori reported not having enough money to meet every day needs.
- Gate Pā [Pukehinahina], Merivale [Parkvale] (31%), Tauranga South, city centre, Avenues, Sulphur Point (31%), as well as Brookfield, Judea (28%) are the suburbs with the highest proportion of people that do not have enough money to meet every day needs.
- Almost a quarter (24%) of people aged 25–44 years do not have enough money to make ends meet.
- Respondents aged 16–24 (14%) and 65+ (21%) are the least likely to not have enough.

## Housing expenses

- While half of respondents (50%) spend \$300–\$600 per week on rent/board/mortgage, close to two out of ten (19%) spend \$0–\$100 per week on rent/board/mortgage.
- 66% of people aged 65+ have \$0–\$200 rent/board/mortgage expenses.
- This is a significantly higher number than 53% of youth aged 16–24, 19% of respondents aged 35–44, and 29% aged 45–64.
- The average weekly expenses on rent/board/mortgage for Māori is \$348.45 compared with \$329.32 for Tauranga overall.

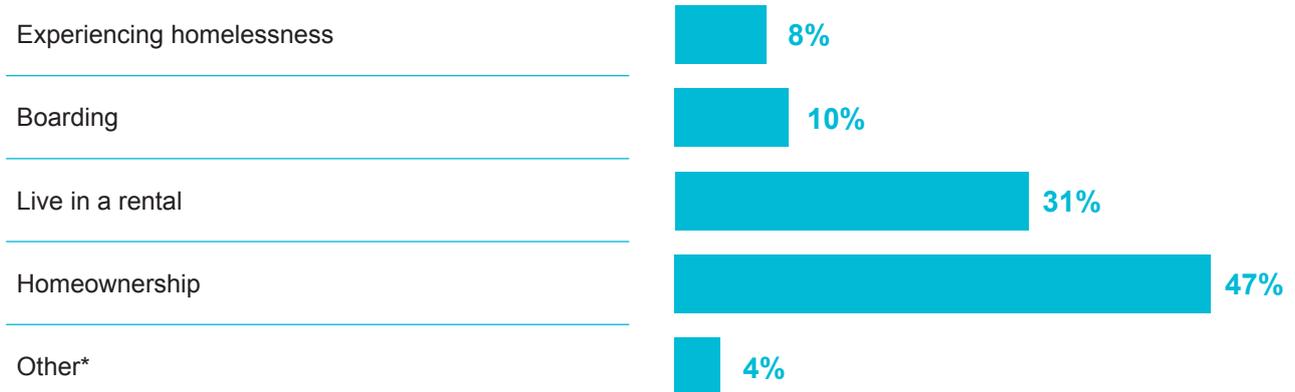
## Savings

- Māori are over-represented (37%) among people who do not have any savings, especially when compared to Tauranga overall (20%).
- Over two thirds (67%) only have enough savings to last them up to one month or less compared to 44% for Tauranga overall.
- Responses indicate that people who affiliate to the following rōhe are more likely to have no savings: Tainui (41%), Mātaatua (41%), Tākitimu (43%) and Te Moana O Raukawa (47%).

## Priorities

- Health, prescription medicine and eating healthily are high priorities. 75% of the respondents would never or rarely miss their prescription to keep expenses down.
- In order to keep expenses down people are more likely to sacrifice: buying new clothes (47%), spending on hobbies (41%) and going out (39%).

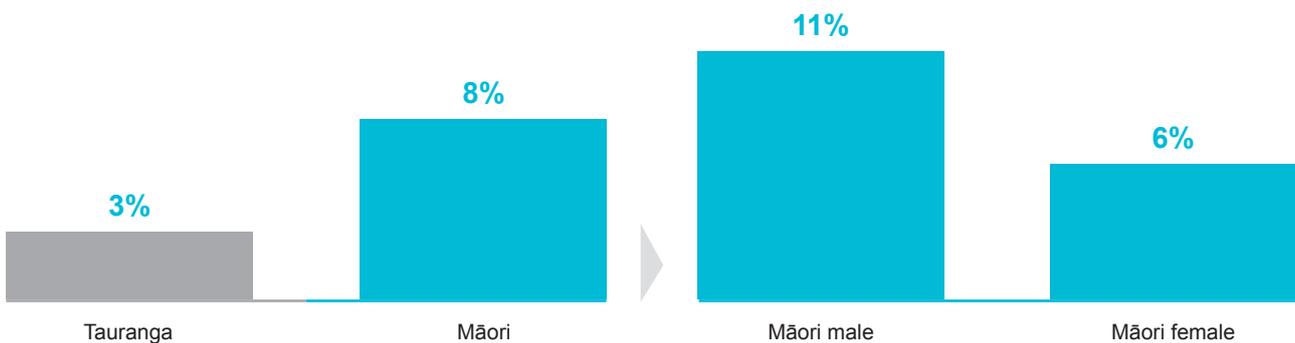
# People's housing situation



## What have we learnt?

- 1 The proportion of Māori who experience homelessness (8%) is considerably higher than Tauranga overall (3%). Māori males (11%) are almost twice as likely to experience homelessness compared to females.
- 2 There are considerably less homeowners (47%) who identify as Māori compared with Tauranga overall (68%). The largest proportion of Māori homeowners are aged 65+ (79%).
- 3 Females (37%) are considerably more likely than males (24%) to be living in a rental.

## Experiencing homelessness



### NOTES:

\*Other include some people stating their living arrangements instead – Living with parents/adult children

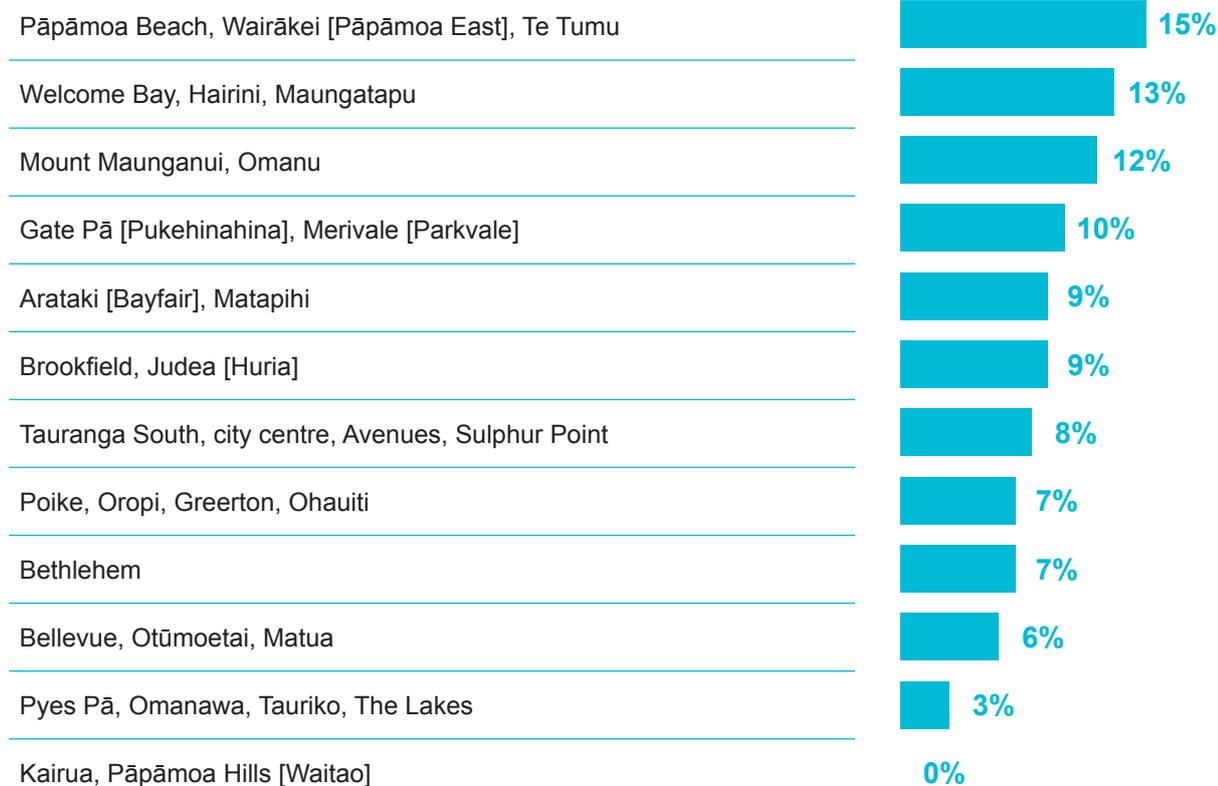
1. Sample: n=724.

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

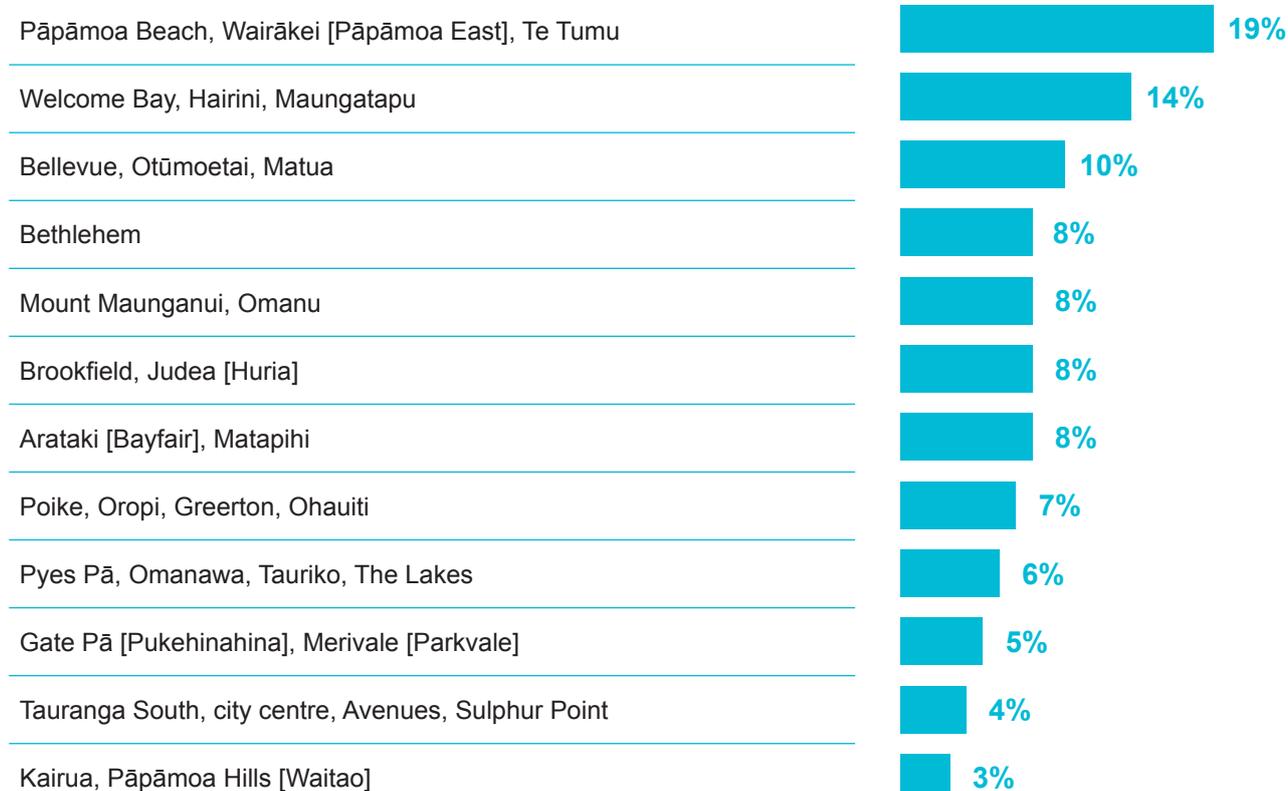
See 'Appendix 3. Housing situation' for more detailed demographic profile of the respondents

# Renting and homeownership

## Renting



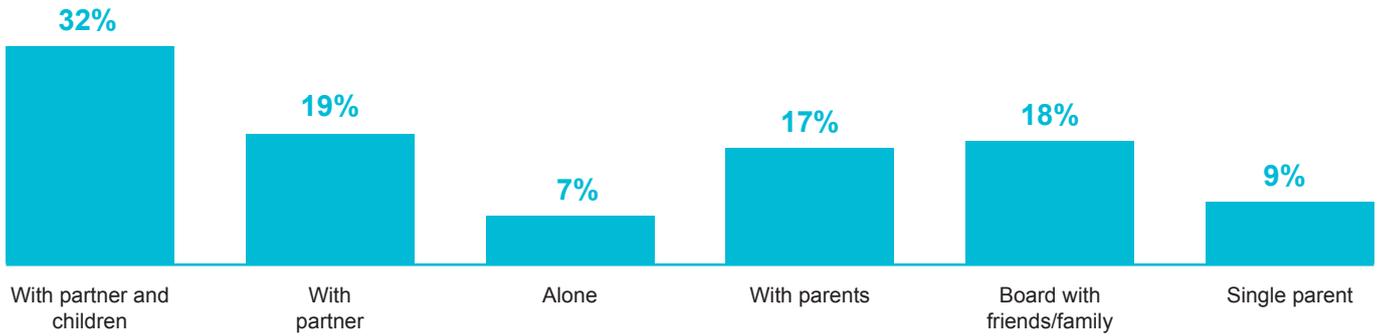
## Homeownership



### NOTES:

1. Q15. Which of the following describes your current housing? n=724

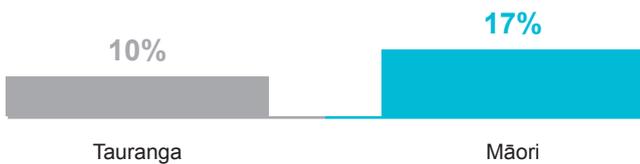
# Living arrangements



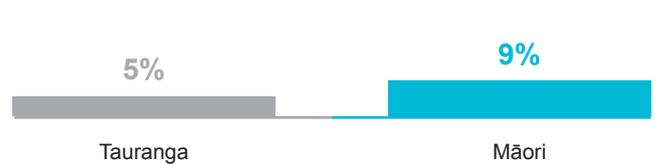
## What have we learnt?

- 1 Over half of Māori (51%) live with their partner/spouse.
- 2 The proportion of single parents (9%) is high compared with 5% for Tauranga overall.
- 3 Close to two out of ten (18%) board with friends and family, which is significantly higher than 10% for Tauranga overall.
- 4 17% of Māori live with their parents which is almost twice as many people as Tauranga overall.

### Live with parents



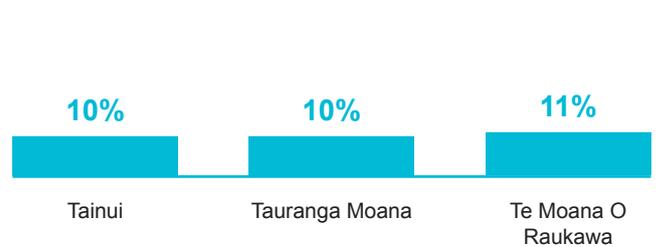
### Single parents



### Board with friends and family



### Single parents

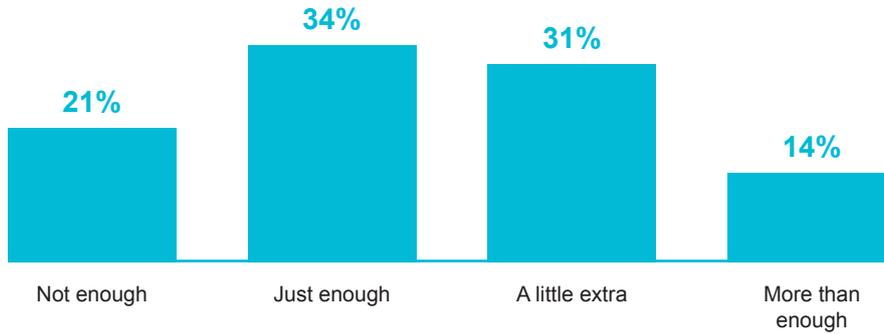


NOTES:

Sample: Disabled people n=428 ; Carers n=310

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

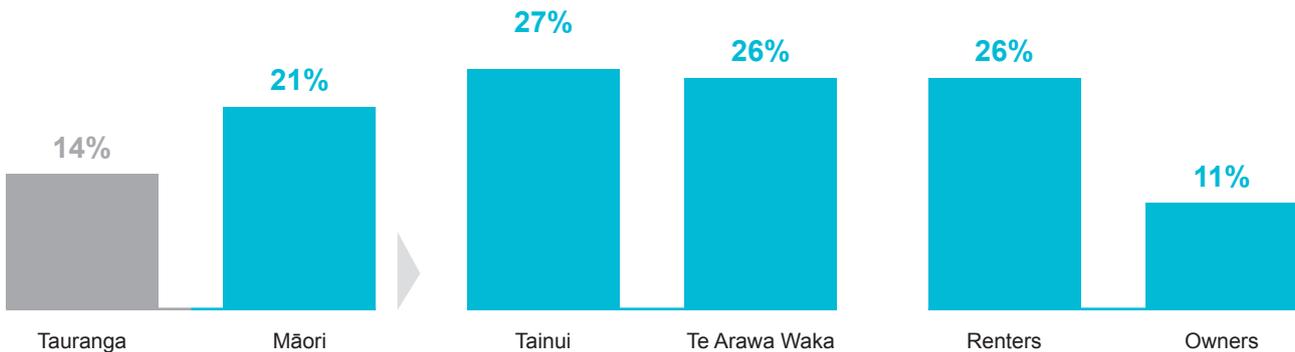
# Household incomes and meeting needs



## What have we learnt?

- 1 Māori living in Gate Pā [Pukehinahina], Merivale [Parkvale] (31%), Tauranga South, city centre, Avenues, Sulphur Point (31%), as well as Brookfield, Judea [Huria] (28%) have the highest proportion of people saying they do not have enough money to meet every day needs.
- 2 A quarter (24%) of people aged 25–44 years do not have enough money to make ends meet. Respondents aged 16–24 (14%) and 65+ (21%) are the least likely not to have enough money to make ends meet.
- 3 People who rent (26%) are considerably more likely than homeowners (11%) to not have enough money for every day needs.

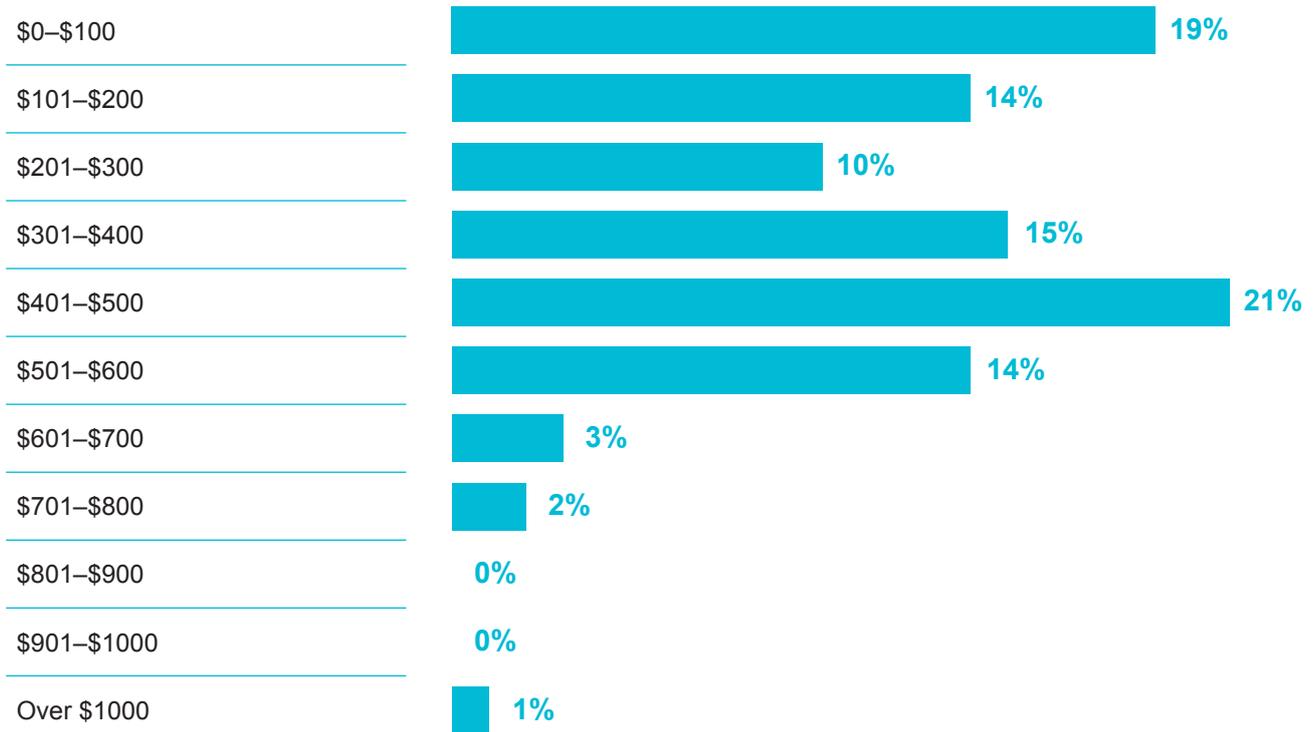
## Not enough



### NOTES:

1. Sample: Disabled people n=434 ; Carers n=312, 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 income meeting the needs' for more detailed demographic profile of the respondents.

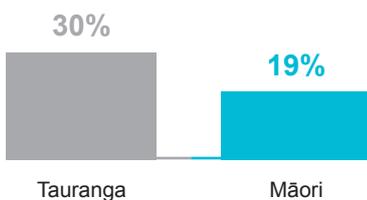
# Housing expenses – weekly rent, board and mortgages



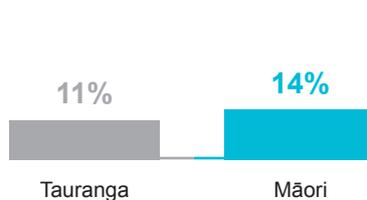
## What have we learnt?

- 1 Close to two out of ten (**19%**) respondents spend \$0–\$100 per week on rent/board/mortgage payments, half (**50%**) spend \$300–\$600 per week on rent/board/mortgage payments.
- 2 **66%** of people aged 65+ have \$0–\$200 rent/board/mortgage expenses. This is a significantly higher number than **53%** of youth aged 16–24, 19% aged 35–44, and **29%** aged 45–64 years.
- 3 The average weekly expense on rent/board/mortgage for Māori is \$348.45 compared with \$329.32 for Tauranga overall.

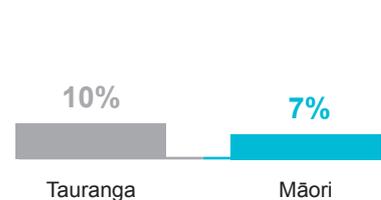
### \$0–\$100



### \$100–\$200



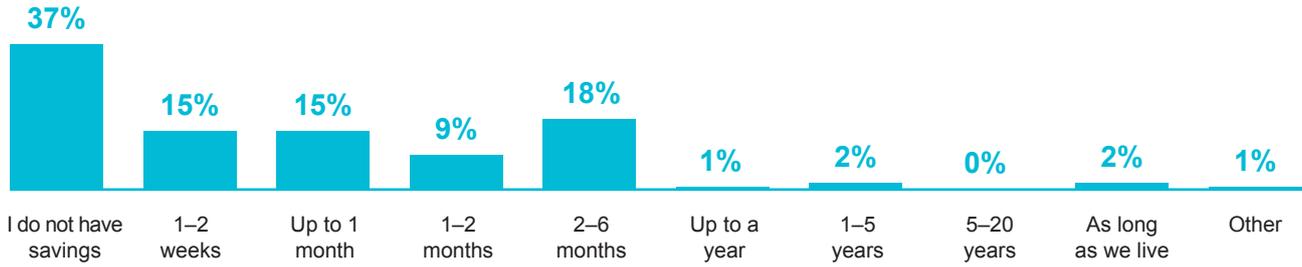
### \$600+



#### NOTES:

1. Sample: n=615, excluding 'Prefer not to say'.
  2. Q20. What are your rent/board/mortgage costs?
- See 'Appendix 5. Weekly rent/board/mortgage expenses' for more detailed demographic profile of the respondents

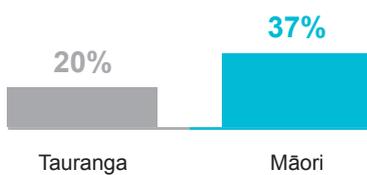
# Savings – how much, how little



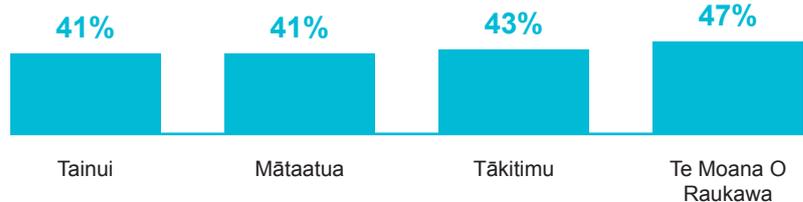
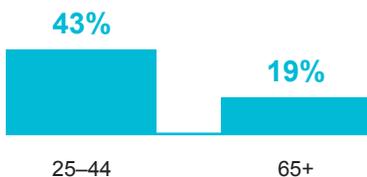
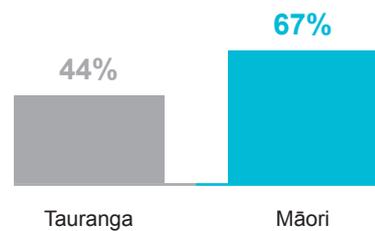
## What have we learnt?

- 1 The proportion of Māori (37%) who do not have any savings is significantly higher compared to Tauranga overall (20%).
- 2 Over two thirds (67%) only have enough savings to last them up to one month or less compared to 44% for Tauranga overall. This means that Māori would be at greater financial risk if they had to use their savings beyond one month.
- 3 People aged 25–44 (43%) are more likely to not have any savings, where Kaumātua (65+) are the least likely (19%) to not have savings.

## Do not have savings



## Do not have enough to last over 1 month



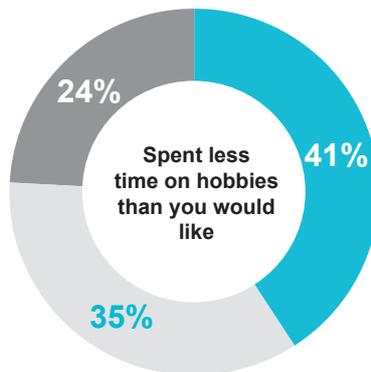
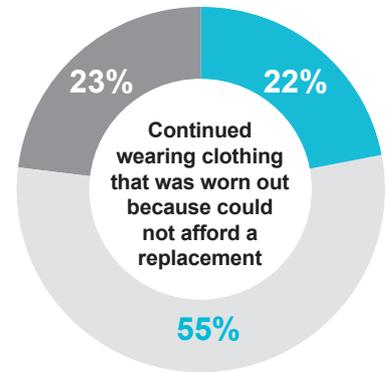
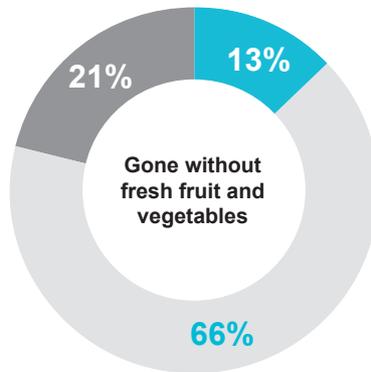
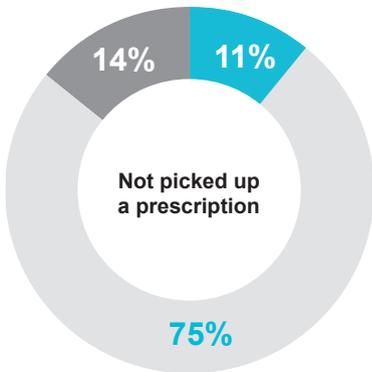
### NOTES:

1. Sample: n=705.
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.

# How people keep expenses down

■ Often/all the time   
 ■ Never/rarely   
 ■ Neither



## What have we learnt?

- 1 Health is on the list of high priorities, including both prescription medicine and eating healthily. **75%** of the respondents would never or rarely miss their prescription to keep expenses down.
- 2 The most common things that people sacrifice are: buying new clothes (**47%**), spending on hobbies (**41%**) and going out (**39%**).

### NOTES:

1. Sample: n=725, 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



## Social wellbeing – what is most important?

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

### Feeling alone

- Our research shows that around one third of all respondents whakapapa to Tauranga Moana, others whakapapa with iwi from outside this region. This is a contributing factor to **18%** reporting experiencing loneliness.
- Youth has the highest proportion of people feeling alone with **27%** feeling alone often or all the time. Feeling alone is especially strong for people who whakapapa to Te Arawa Waka (**34%**).
- Māori who whakapapa to Takitimu feel alone the least with just **9%** feeling alone often or all the time.

### Contact with friends and family

- Being far away from extended family also means that a higher proportion of Māori (**12%**) compared with Tauranga overall (**7%**) never or rarely have contact with friends and family.
- Men (**15%**) are more likely than women (**8%**) not to have contact with friends and family (choosing 'Never' or 'Rarely' as the frequency of contact). People who whakapapa to Te Tai Rāwhiti (**4%**) are the least likely to not have contact with friends and family.
- However, people who whakapapa to Te Tai Tokerau (**15%**) and Te Arawa Waka (**18%**) are the most likely not to keep in touch with family and friends.
- The most common reasons to have less contact with family and friends are: distance (**44%**), being busy (**34%**) and family and friends being unavailable when the respondents are (**22%**). These remain the most common responses for all age groups and rōhe.

### Technology

- Respondents who identify as Māori have less access to technology. This is particularly noticeable when it comes to accessing a computer.
- **87%** of Māori have access to a computer compared with **93%** of residents for Tauranga overall.
- The proportion of Māori (**93%**) who have access to email or social media is slightly lower than for Tauranga overall (**96%**).

### Local events

- **86%** of Māori attend community events at least once a month.
- The main reasons for not taking part in local events include: not being interested in the events currently on offer (**62%**), lack of personal funds (**33%**) and lack of transport (**11%**).
- Māori reported a need for local events to be cheaper or free (**17%**), having more activities for families and children (**23%**), and more cultural events to celebrate heritage as the key areas for supporting greater Māori attendance at events.

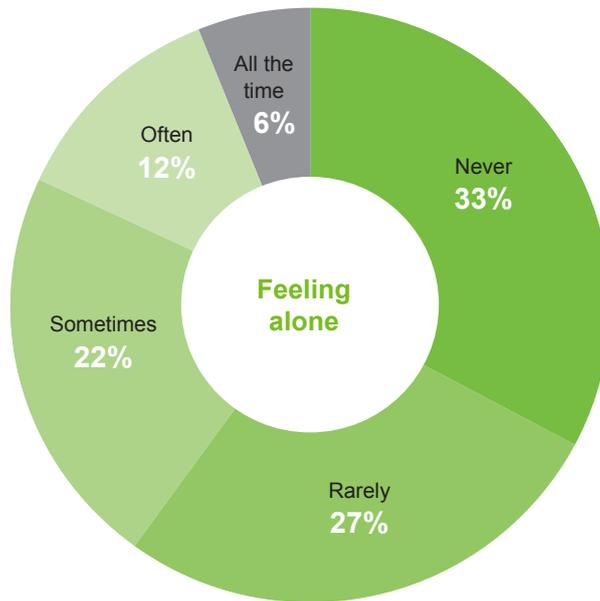
### Culture and heritage

- There are significantly more Māori (**20%**) compared to Tauranga overall (**15%**) who think that Tauranga does not reflect a strong sense of culture and heritage.
- People aged 25–44 years (**26%**) are considerably more likely compared with rangatahi (**13%**) and Kaumātua (**16%**) to think that Tauranga does not reflect a strong sense of culture and heritage.

### Making newcomers feel welcome

- Overall **15%** of Māori consider Tauranga to be 'not at all' welcoming to newcomers in comparison to **9%** overall in Tauranga.
- Three rōhe, including Tākitimu (**23%**), Tauranga Moana (**20%**) and Tainui (**20%**) feel strongly that Tauranga is 'not at all' welcoming to newcomers.

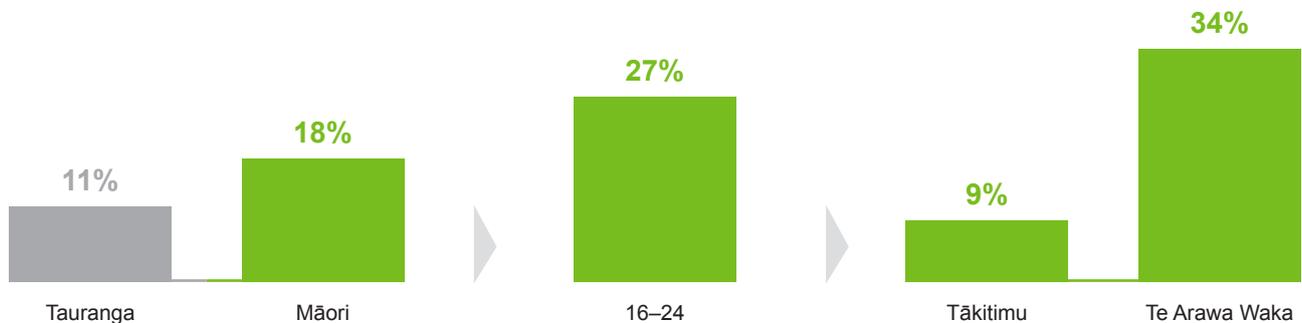
# Who feels alone and how often



## What have we learnt?

- 1 More Māori (18%) feel alone often or all the time compared with Tauranga overall.
- 2 Rangatahi has the highest proportion of people feeling alone. 27% of Māori residents aged 16–24 feel alone often or all the time.
- 3 Feeling alone was reported the highest for people who whakapapa to Te Arawa Waka (34%). Māori who whakapapa to Tākitimu feel alone the least with just 9% feeling alone often or all the time.

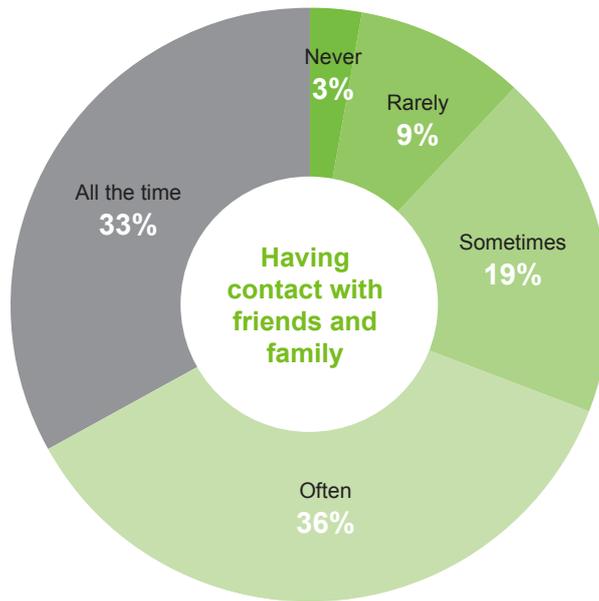
## Feeling alone all the time/often



### NOTES:

1. Q24. In the last four weeks, how often have you felt alone? Sample: n=722, excluding 'do not know'.  
See 'Appendix 8. Feeling alone and contact with friends and family' for more detailed demographic profile of the respondents

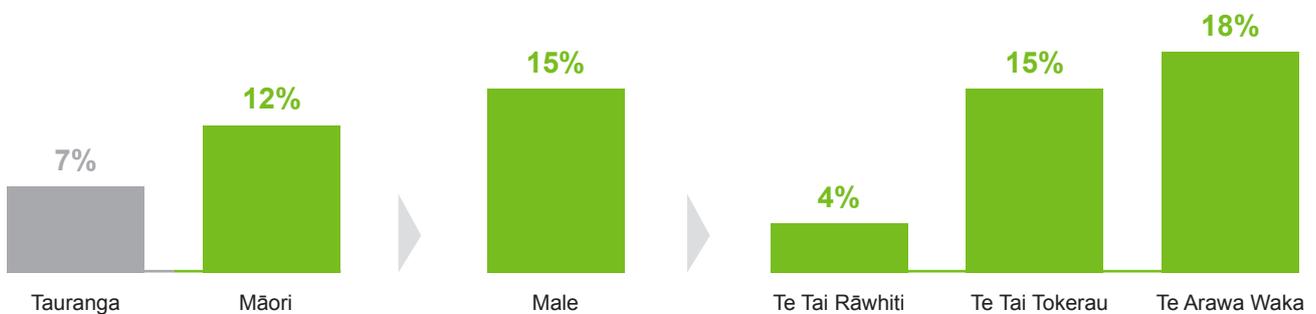
## Social connection – contact with family and friends



### What have we learnt?

- 1 A higher proportion of Māori (12%) compared with Tauranga overall (7%) never or rarely have contact with friends and family.
- 2 Males (15%) are more likely than females (8%) not to have contact with friends and family (choosing 'Never' or 'Rarely' as the frequency of contact).
- 3 People who whakapapa to Te Tai Rāwhiti (4%) have the most contact with friends and family. However people who whakapapa to Te Tai Tokerau (15%) and Te Arawa Waka (18%) are the most likely not to keep in touch with family and friends.

### Have contact with friends or family never/rarely

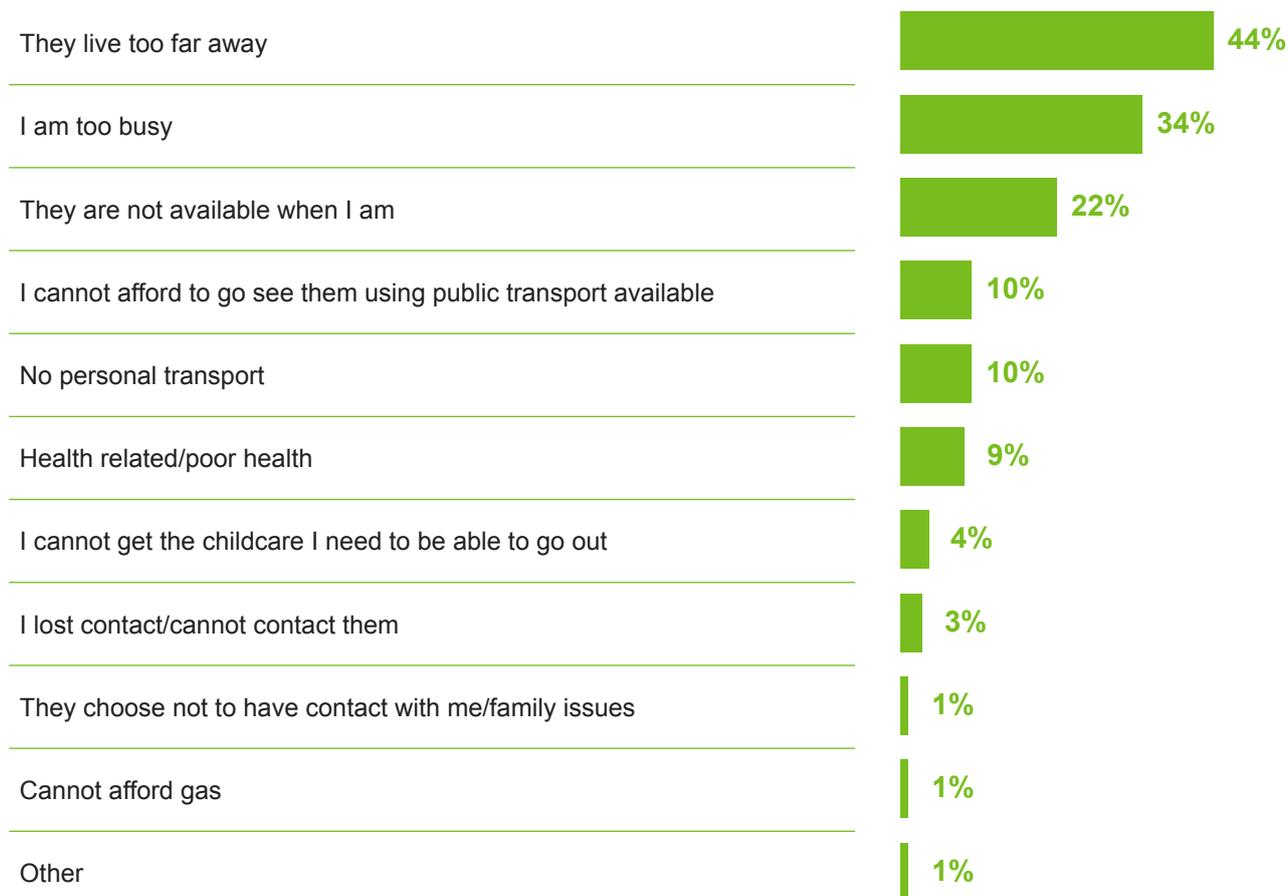


#### NOTES:

1. Q25. In the last four weeks, how often have you had contact with relatives or friends? (who do not live with you) Sample: n=724, excluding 'do not know'.

See 'Appendix 9. Having contact with friends and family' for more detailed demographic profile of the respondents

## Reasons for less contact with family and friends



### What have we learnt?

1

The most common reasons for having less contact with family and friends are: distance (44%), being busy (34%) and family and friends being unavailable when the respondents are (22%). These remain the most common responses for all age groups and rohe.

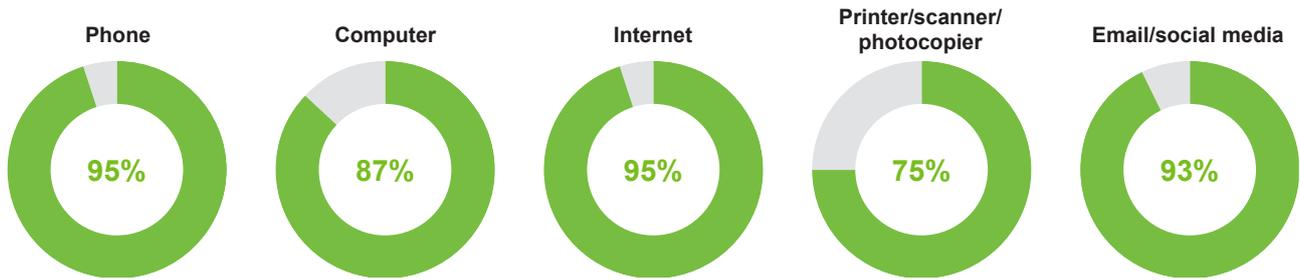
#### NOTES:

1. Sample: n=720; answered 'Not applicable' or 'do not know' n=189. Percentages are kept of the total sample. Valid responses n=720.

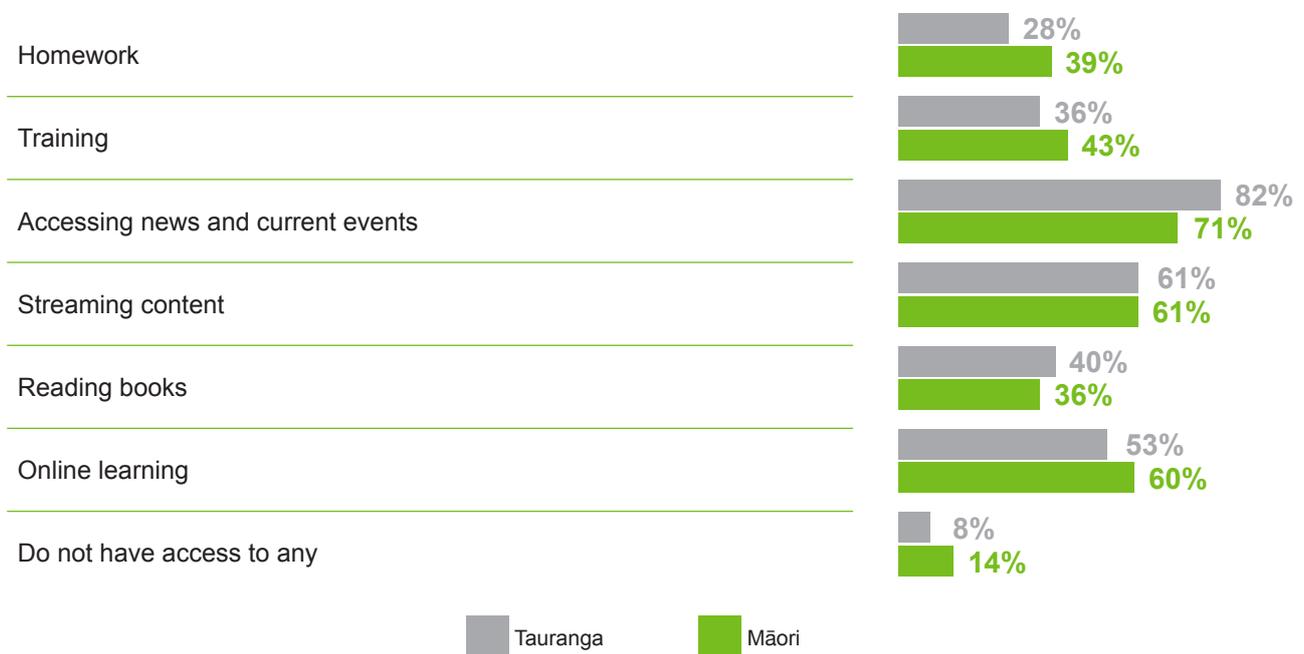
2. Q26. What makes it hard to have contact with family or friends who do not live with you?

See 'Appendix 10. Reasons to have less contact with relatives and friends' for more detailed demographic profile of the respondents.

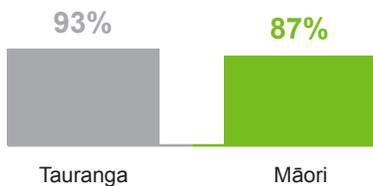
# Access to technology



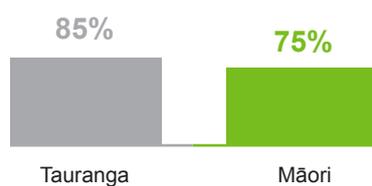
## Reasons for using a computer, laptop or tablet



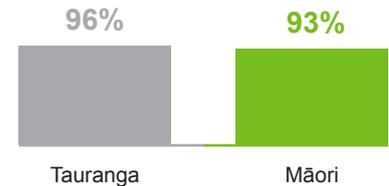
### Access to computer



### Access to printer/ scanner/ photocopier



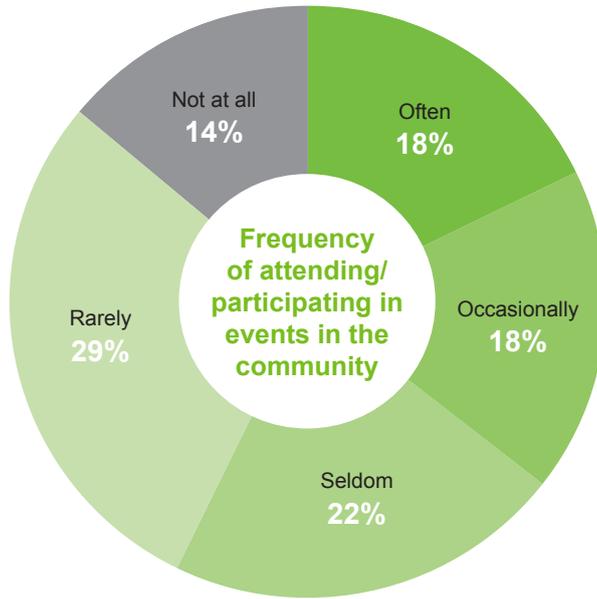
### Access to email/ social media



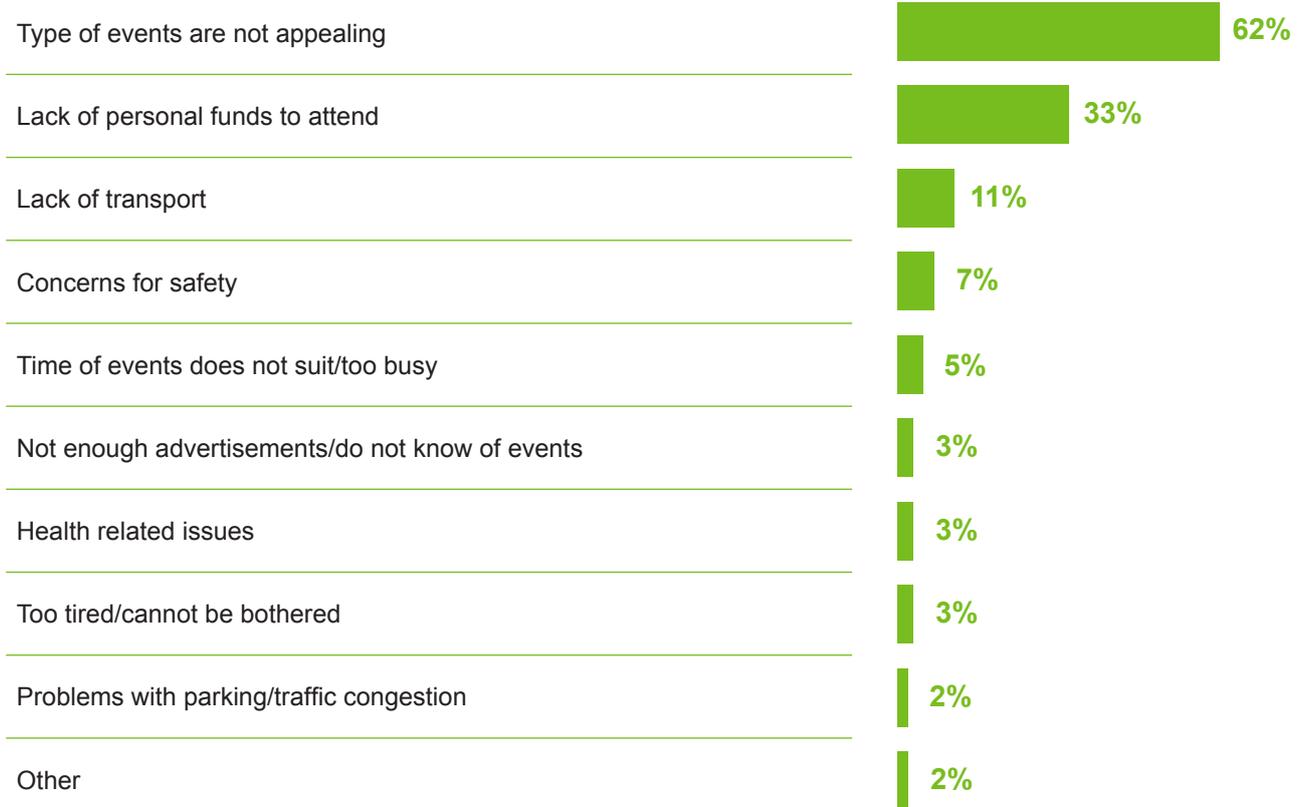
**NOTES:**

1. Q27. Do you have access to the following? n=725
2. Q28. Do you have access to a computer, laptop or tablet for the following purposes? Please select all that apply. n=725
3. See 'Appendix 11. Access to technology' for more detailed profile of the respondents.

# Event attendance in the community



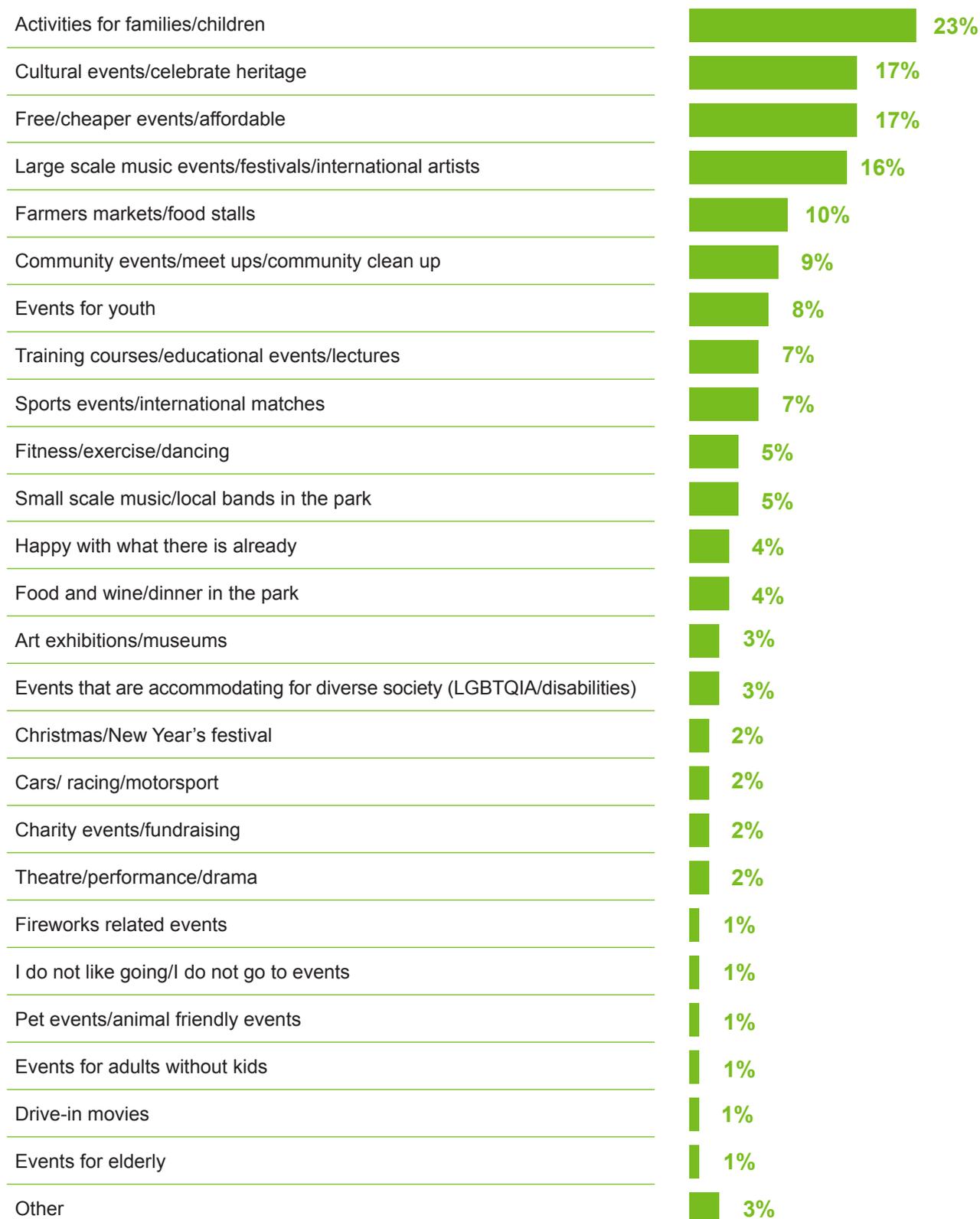
## Reasons for not attending events



### NOTES:

1. Q29. On average, how often do you attend and/or participate in events in your community? n=725, Excluding 'do not know'
2. Q30. If 'rarely' or 'not at all', what is preventing you from attending events in your community? Please select all that apply n=301  
See 'Appendix 12. Events in the community' for more detailed demographic profile of the respondents.

## 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 12. Events in the community' for more detailed demographic profile of the respondents

## Events – what people say



A lot more of the same, school galas and hot rod events and markets.

More family orientated concerts that do not cost over \$50 per ticket.

Inclusion of other Iwi and Hapū days i.e. Tangata Whenua ki Aotearoa maybe. More Kaupapa Māori Youth programs.

Family events where there is no alcohol and lots of music.

I think Tauranga Moana is pretty well catered for in regards to events.

Motorsport events.

Promoting teenage life skills. Community trade certificate jobs, e.g. carpentry, electrician, hospitality.

Events with Māori focus. Events with an environmental focus.

Interactive. Celebrating Tauranga history. Māori kaupapa. Events to bring people to the city centre.

Cultural inclusive events catering for the whole community. Also, more events that bring awareness and support to caring for the elderly. Mental health awareness too.

Garden shows, free entry expos.

Women empowering events, anti-alcohol/drug/violence events, cultural diversity events.

More for the younger generations, Ages between 5 to 25 years old.

Quality theatre productions, small scale concerts and gigs, museum exhibitions, seminars & talks, festivals, especially more in winter.

More youth events.

Environmental sustainability educational events. Tamariki and whānau days.

Free family-focused events including free food and entertainment.

Wheelchair friendly events not on grass or hills.

Free events. Some local events are too expensive.

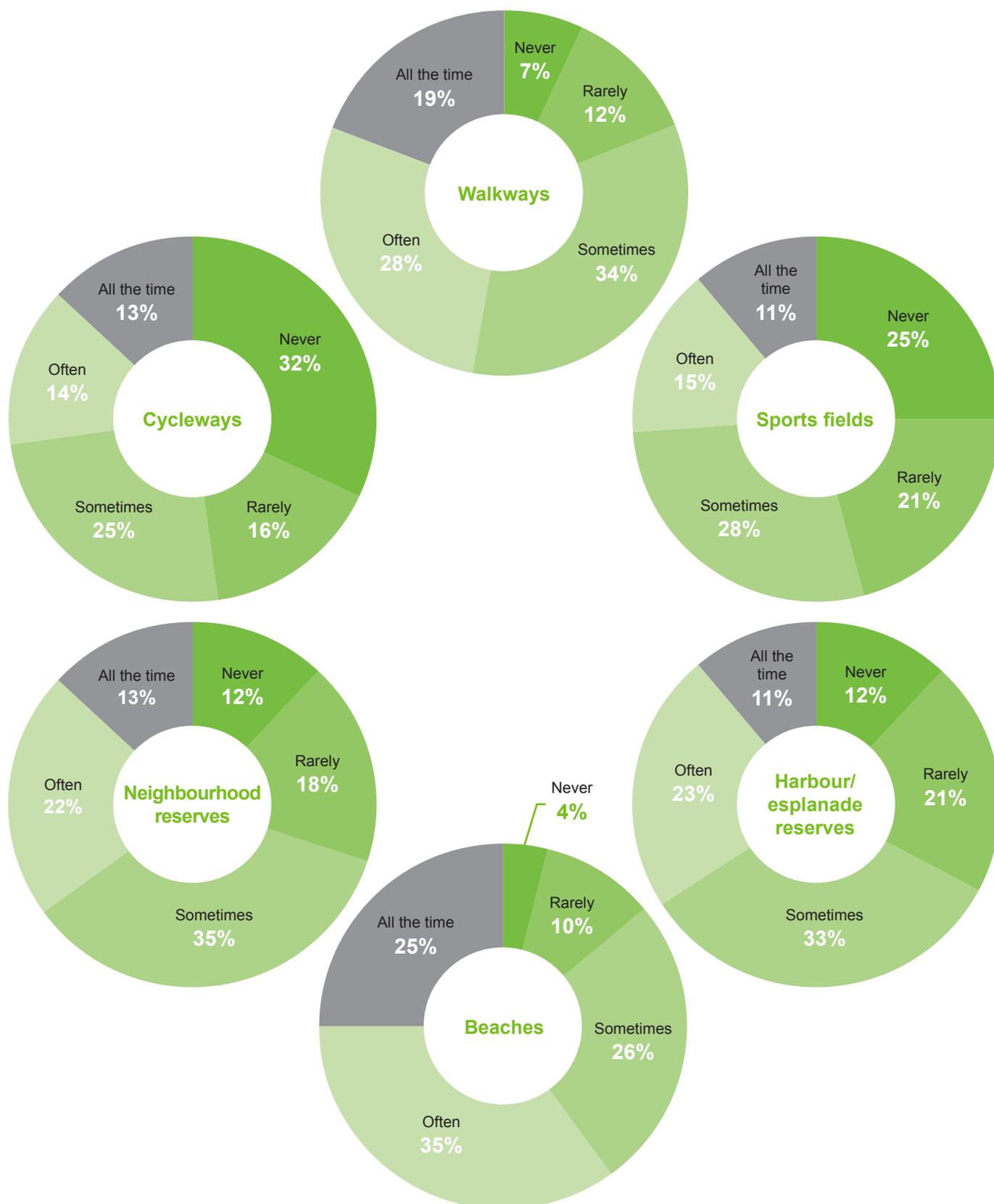
More for our youth, like events that capture their minds and potential. More music studios for people to express their love of music.

Music, fitness.

More outdoor activity areas for children of all ages. More support for connecting elderly people together.



# The use of green spaces and reserves

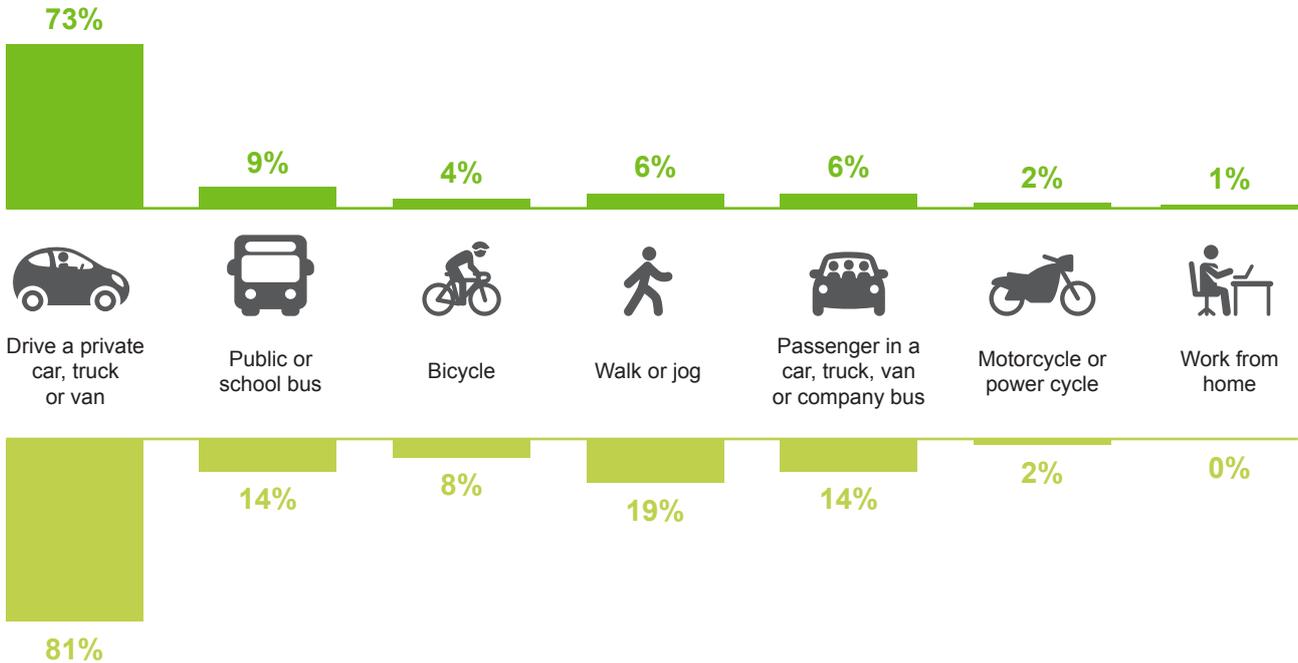


**NOTES:**

1. Sample: n=3577, excluding 'do not know'.
2. Q32. Thinking about your neighbourhood, do you use the local parks/reserves in your area?

# How people move around in their community

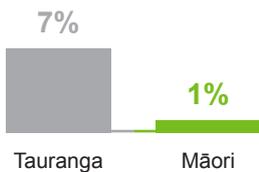
## Transport to school or work



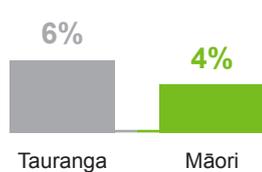
### What have we learnt?

- 1 The 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.
- 2 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 much more popular when people are not on a tight schedule and just need to get around the city.

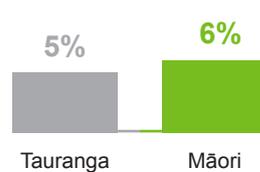
### Do not travel to work or school



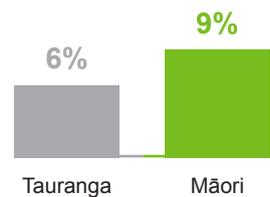
### Cycle to work/school



### Walk or jog to work/school



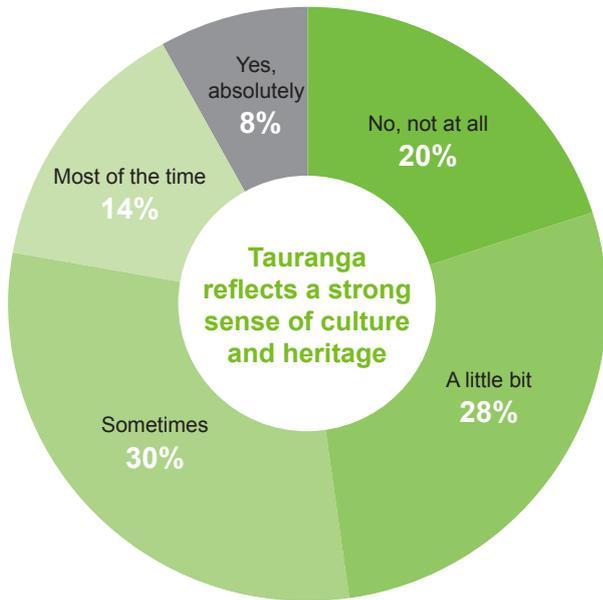
### Use public transport to get to work/school



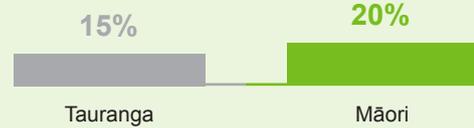
#### NOTES:

1. Sample: n=723.
2. Q35. What is your main mode of transport to school or work?
3. Q36. What mode of transport do you usually use to get around the city?

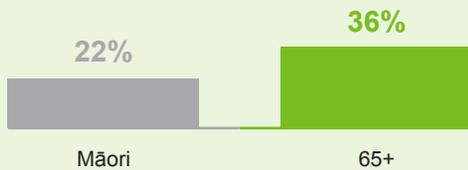
# Reflecting a strong sense of culture and heritage



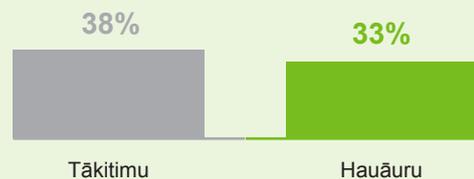
## No, not at all



## Yes, absolutely/ most of the time



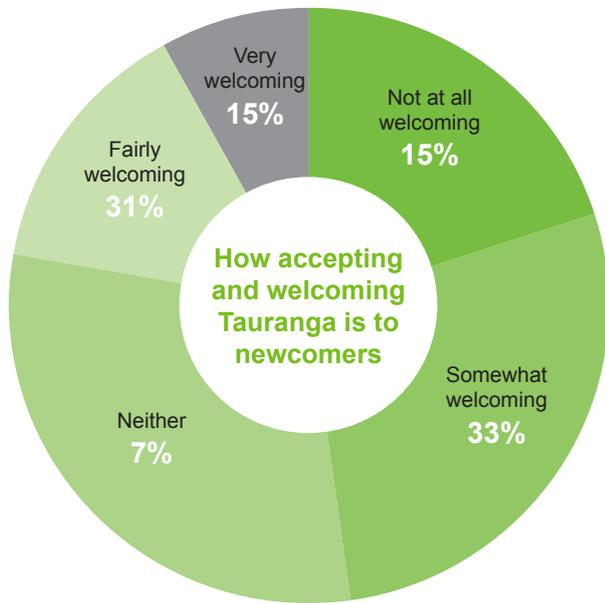
## No, not at all



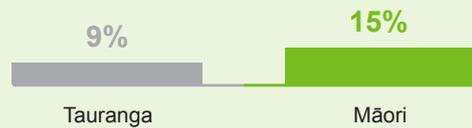
### NOTES:

1. Sample: n=699, excluding 'do not know'.
2. Q37. Do you think Tauranga reflects a strong sense of culture and heritage?
3. See 'Appendix 13. Strong sense of culture and heritage' for more detailed demographic profile of the respondents.

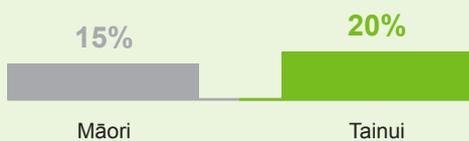
# Welcoming newcomers to Tauranga



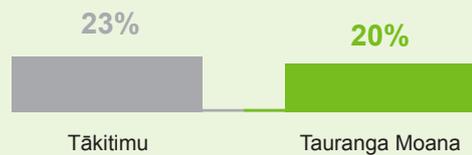
## No, not at all



## Very welcoming



## No, not at all



### NOTES:

1. Sample: n=613.
2. Q38. As a local resident, how accepting and welcoming is Tauranga to newcomers? (recent migrants, international students, former refugees)

See 'Appendix 14. 'Tauranga for newcomers' for more detailed demographic profile of the respondents.

Whakaruruhau  
**Safety**



# Safety – what is most important?

## Crime and perception of safety

- Based on the Annual Crime and Victim report 2018, the overall crime rate in Tauranga is lower than the national average.
- Māori are slightly more affected by crime. Our research indicates that **20%** of Māori reported being a victim of crime compared to **18%** of residents in Tauranga overall.
- A higher proportion of people aged 35–44 (**23%**), 45–64 years (**24%**) or people who whakapapa to Hauāuru (**23%**) reported being victims of a crime in the last 18 months.
- **Suburbs and areas most affected:** People residing in Gate Pā [Pukehinahina] and Merivale [Parkvale] are more likely to experience crime and feel the most unsafe based on personal perceptions of safety (day and night). **16%** of residents from Gate Pā [Pukehinahina] and Merivale [Parkvale] feel unsafe at home during the day and **32%** at night, compared to **5%** and **14%** in Tauranga overall respectively.
- Overall, **22%** of Māori feel unsafe in a local park during the day with **54%** feeling unsafe at night.

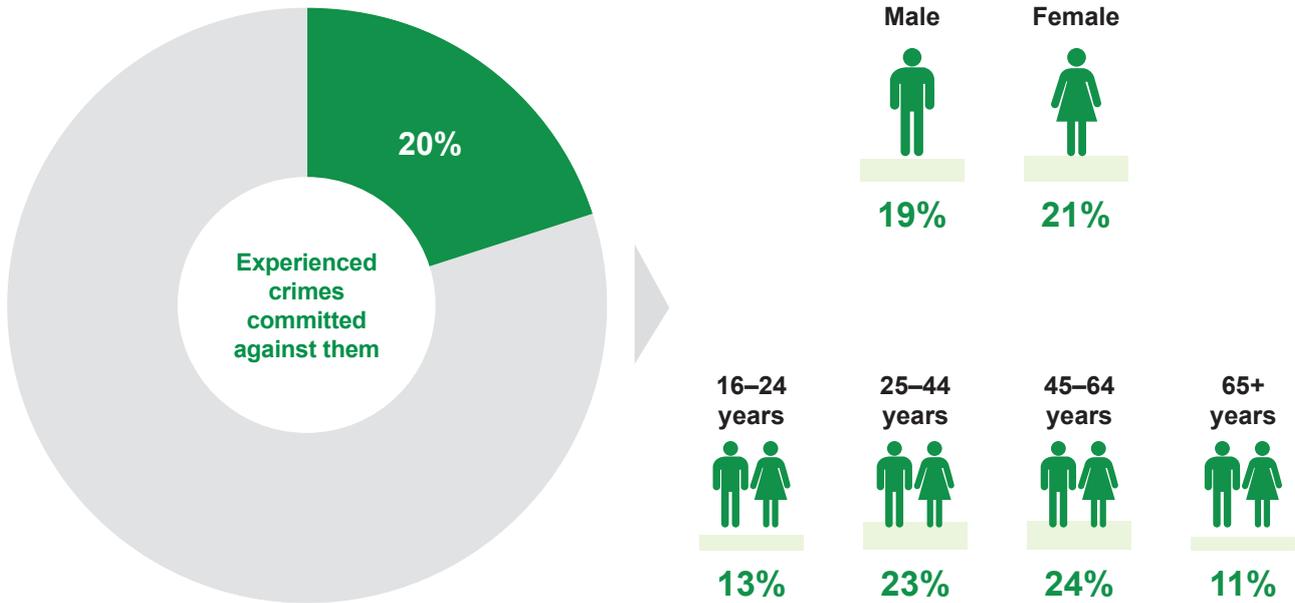
## Alcohol and drugs

- There are considerably less people identifying as Māori who drink (**41%**) compared with Tauranga overall (**63%**).
- Kaumātua (65+) are considerably more likely (**50%**) than other age groups to consume alcohol.
- However, **7%** of Māori respondents reported using drugs in the week prior to the survey, which is more than twice as many as Tauranga overall (**3%**).
- Groups that are particularly exposed to drug use include: youth, and people who whakapapa to Mātaatua and Hauāuru.

## Family harm

- Māori (**9%**) are considerably more likely to experience family harm compared with Tauranga residents overall (**4%**).
- There are three rōhe where the proportion of respondents who experienced family harm is especially high.
- These rōhe include: Tākitimu (**16%**), Hauāuru (**13%**) and Te Tai Tokerau (**11%**).
- Based on responses in this study, intimate partner harm (**62%**), domestic violence (**32%**) and sexual assault (**25%**) are the most common forms of family harm in Tauranga.

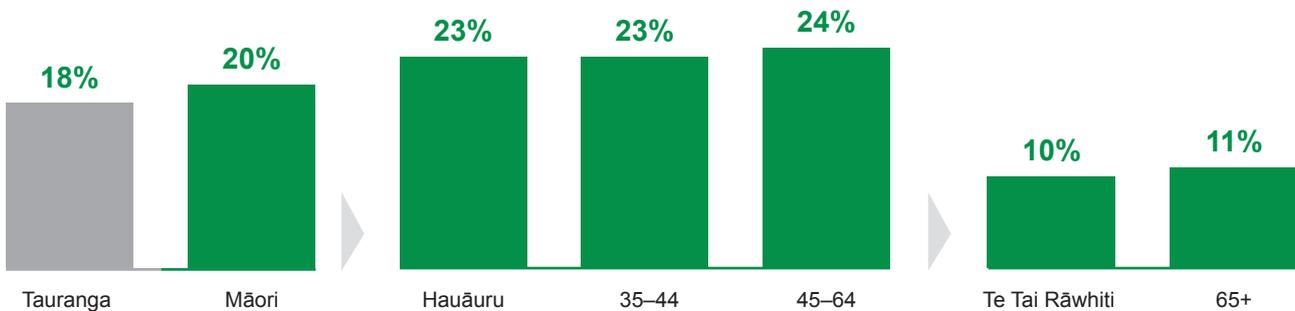
# Crime – our most affected



## What have we learnt?

- 1 Every fifth respondent (**20%**) has experienced crimes committed against them in the last 18 months. This is slightly higher than **18%** for Tauranga overall.
- 2 People aged 35–44 (**23%**), 45–64 years (**24%**) or who whakapapa to Hauāuru (**23%**) are considerably more likely to become victims of a crime.
- 3 People aged 65+ years or who whakapapa to Te Tai Rāwhiti (**10%**) are least likely to be affected by crime.

## Victims of crime



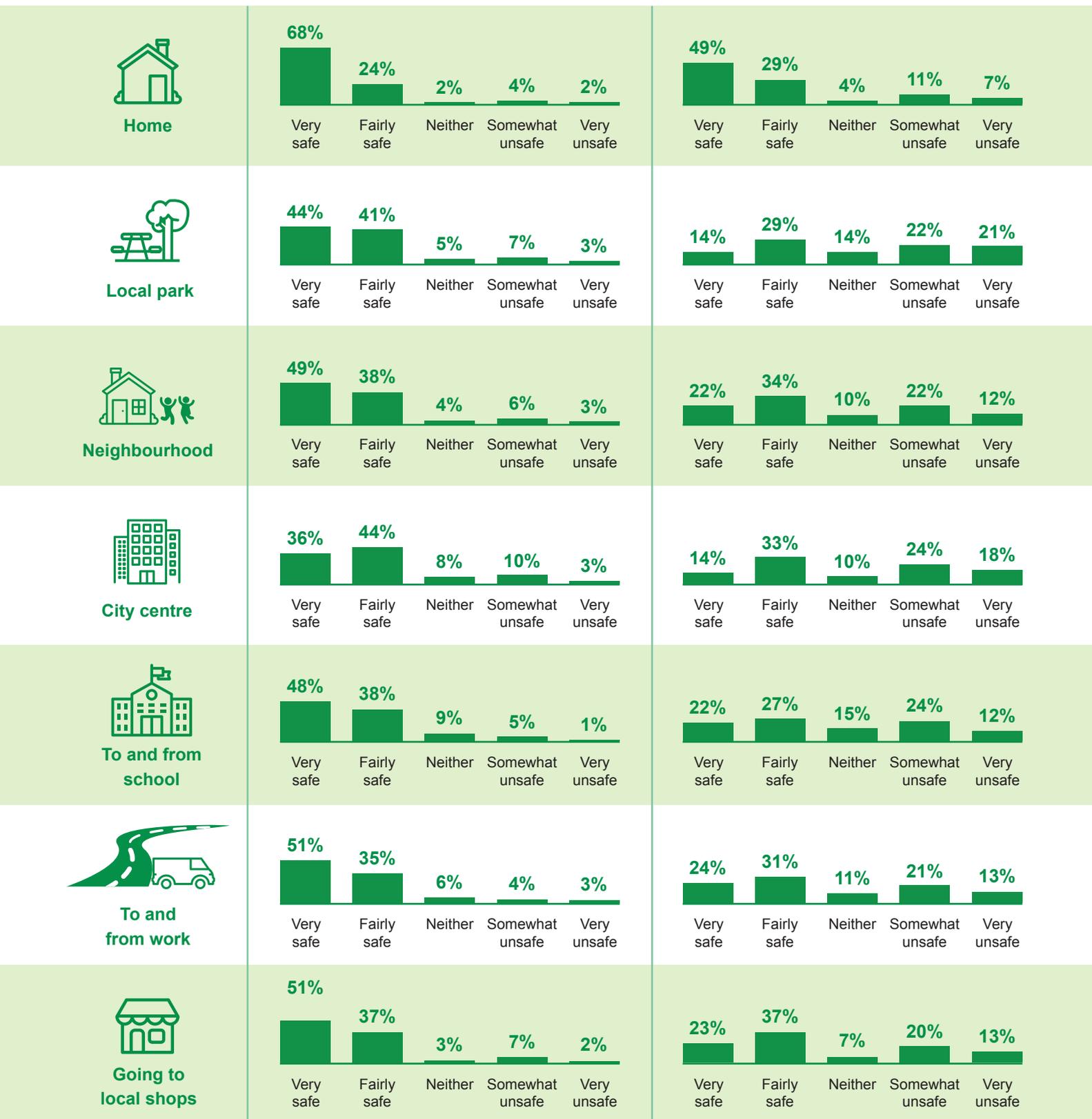
### NOTES:

1. Sample: n=725;
2. 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 and night

## Feel safe during the day

## Feel safe during the night

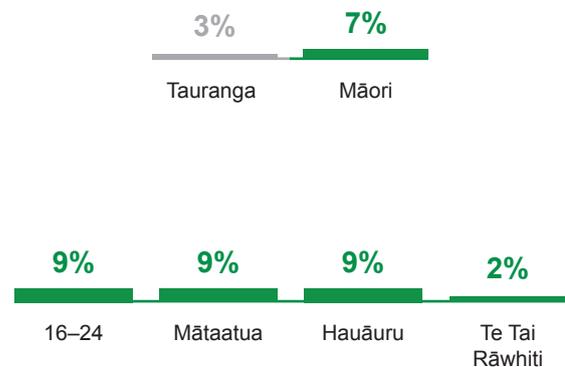
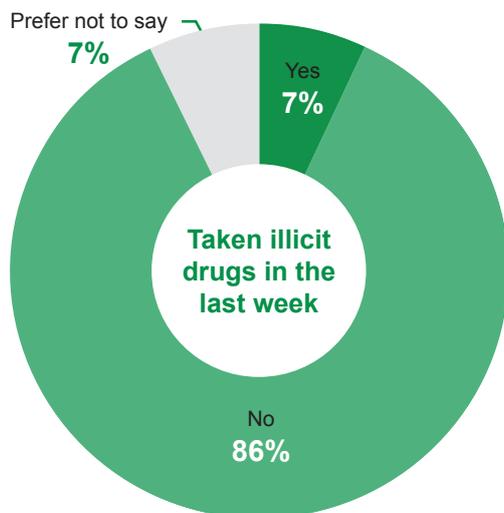
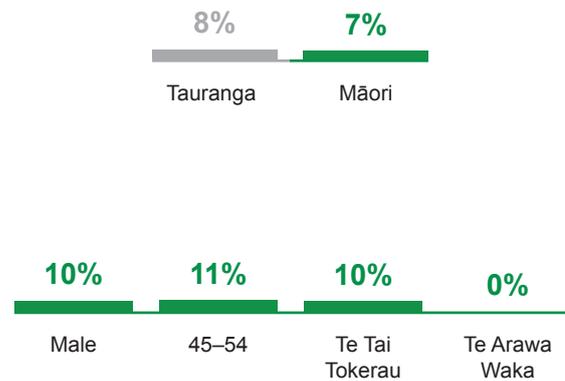
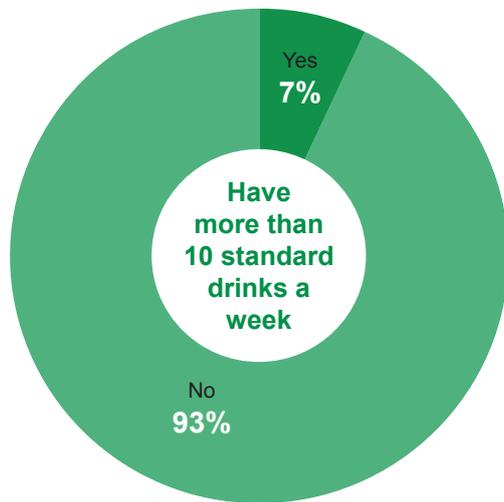
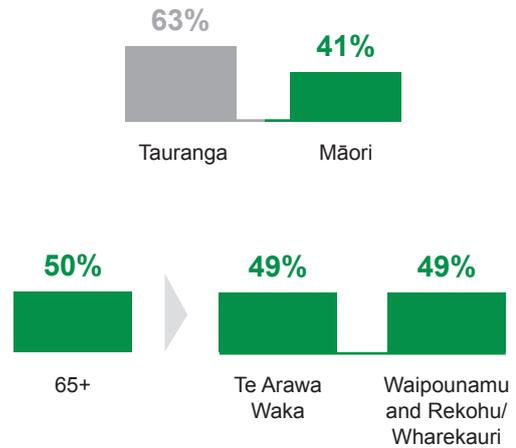
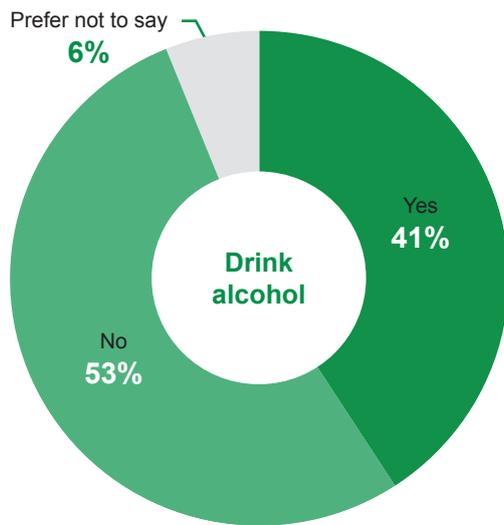


**NOTES:**

\*There are members of our community that attend classes/courses and work during the night hours

1. Q40. Overall, how safe do you feel walking alone in the following spaces during the day? n=725
2. Q41. Overall, how safe do you feel walking alone in the following spaces during the night? n=725

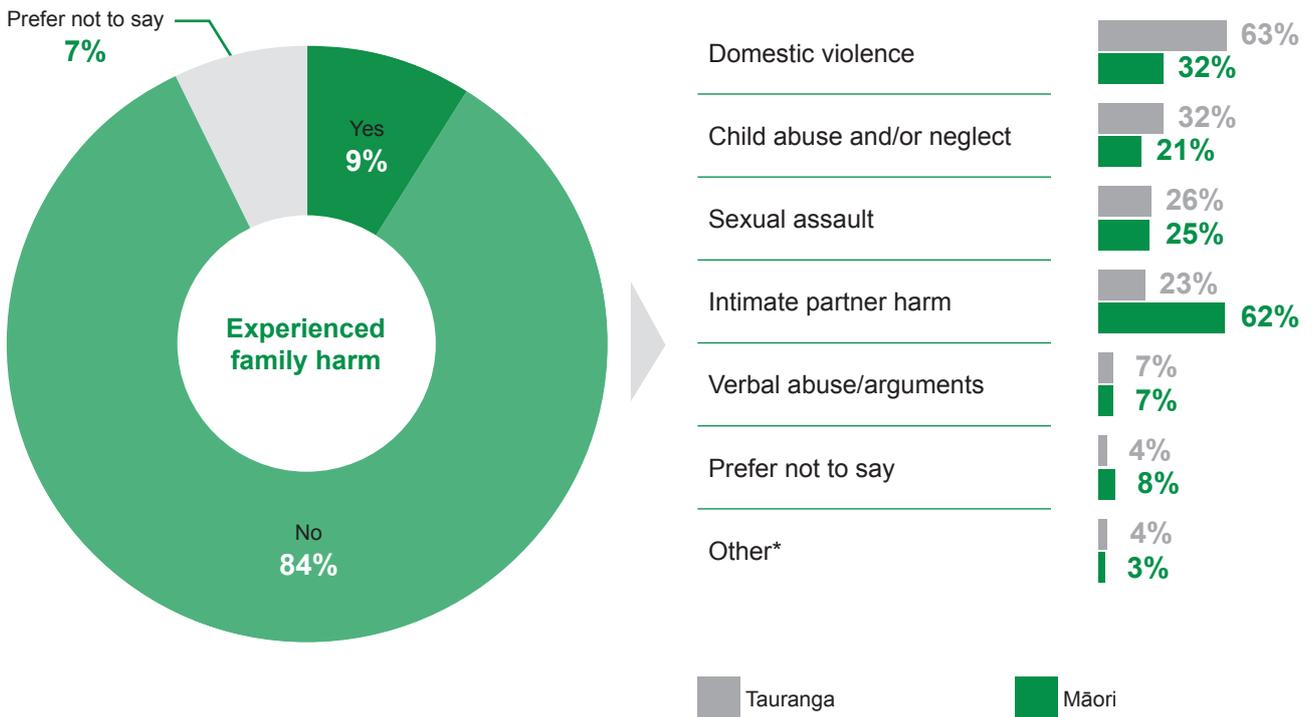
# Alcohol consumption and drug use



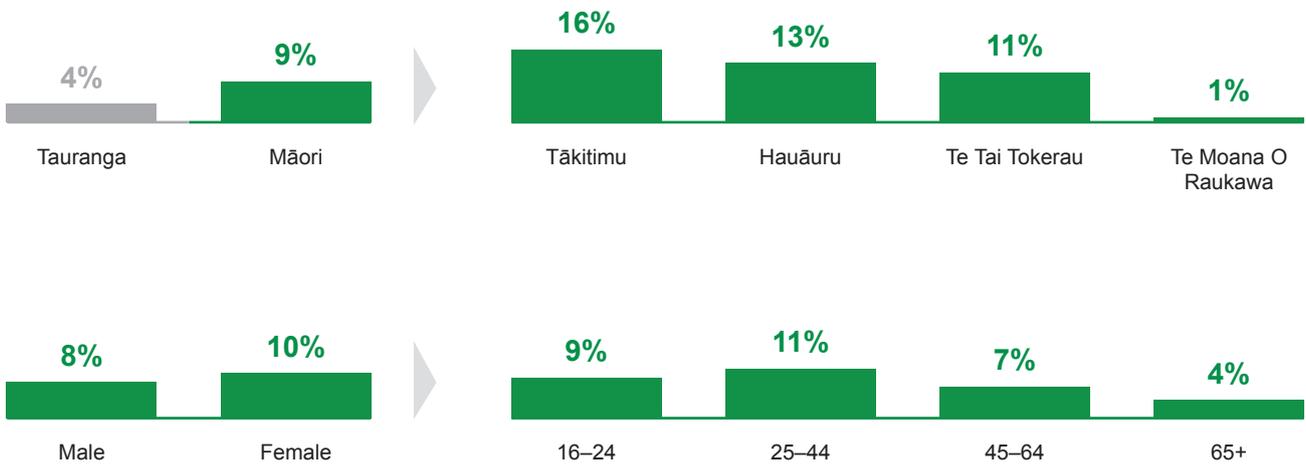
**NOTES:**

- 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%). n=722)
- Q43. Have you used illicit drugs in the last week? n=723

# Family harm – who is likely to be impacted?



## Experienced family harm – Yes



**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=724, Affected by family harm n=65.
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.

**Ko au, ko Māori**

# **Being Māori**



# Being Māori – what is most important?

## Involvement with iwi and hapū

- **30%** of Māori choose not to engage with their iwi and hapū.
- Having no connection or not knowing their whakapapa (**29%**), not being brought up in the culture (**26%**) and living too far away from their iwi or hapū (**22%**) are the most common reasons for not being involved with iwi and hapū activities.

## Te Reo Māori

Language is a very important part of the culture.

- **3%** are native speakers with a further **8%** indicating high levels of fluency.
- In addition **64%** identified varying levels of fluency.
- Almost one quarter (**24%**) of respondents who identified as Māori have no level of Te Reo Māori proficiency.
- **32%** of respondents indicated having one or more people who speak fluent Te Reo Māori in the household.
- **69%** reported not having any members in the household who are fluent speakers.
- External to fluent speakers, **54%** of households reported that Te Reo Māori is rarely or never spoken at all.

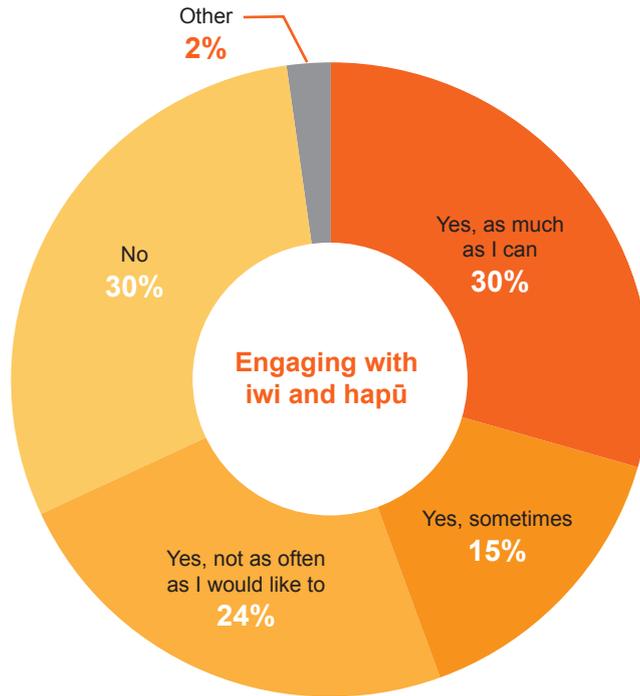
## Common issues

- When asked about issues directly affecting respondents' whānau, **40%** said that there were no issues.
- Most common issues that were mentioned by others include health (**33%**), housing (**31%**) and employment (**30%**).
- At an iwi and hapū level, **4%** said that there were no issues affecting their iwi and hapū.
- Reports on the issues impacting iwi and hapū included: housing and land ownership (**31%**), lack of resources within iwi (**14%**), employment (**13%**), lack of central government support (**13%**) and financial stress/risk (**13%**).

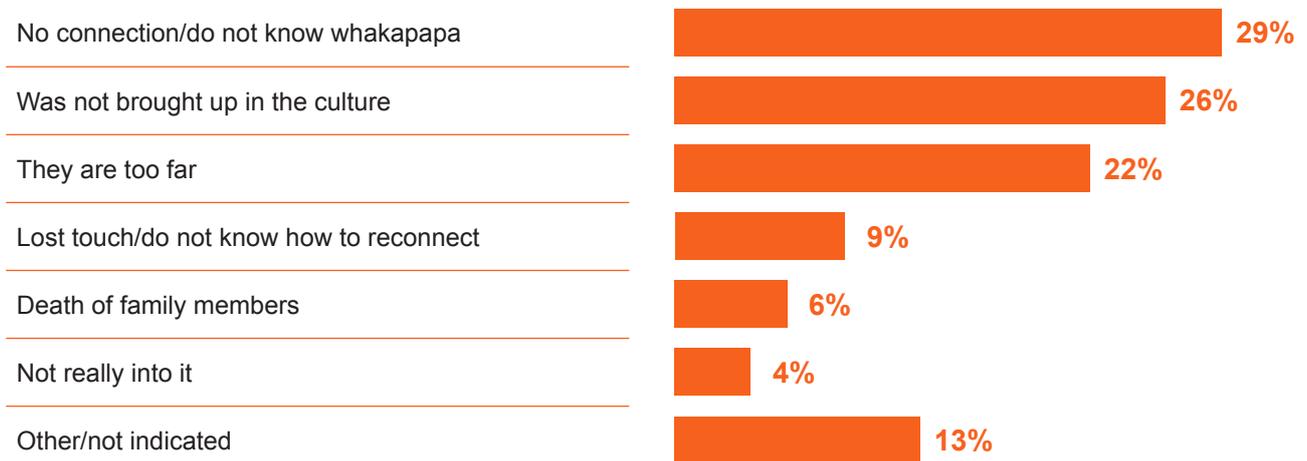
## Racism

- **47%** reported experiences of racism in Tauranga.
- Respondents mentioned that there is a lot of misunderstanding of Māori culture.
- To help eliminate prejudice and stereotyping of the Māori community **11%** mentioned that there needs to be more visibility of 'things Māori' in the community.

# Engaging with iwi and hapū



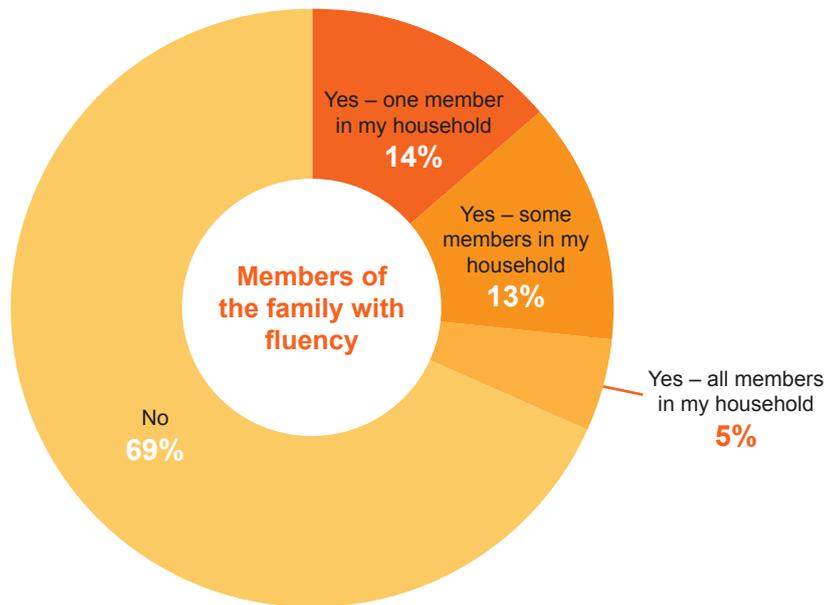
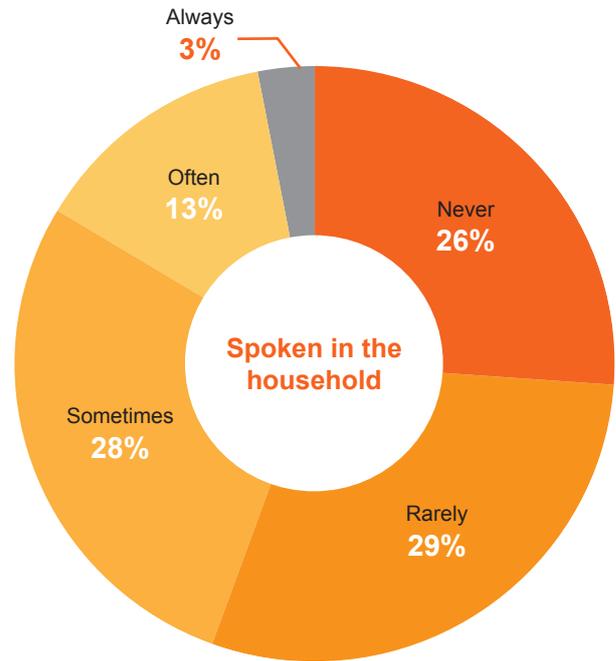
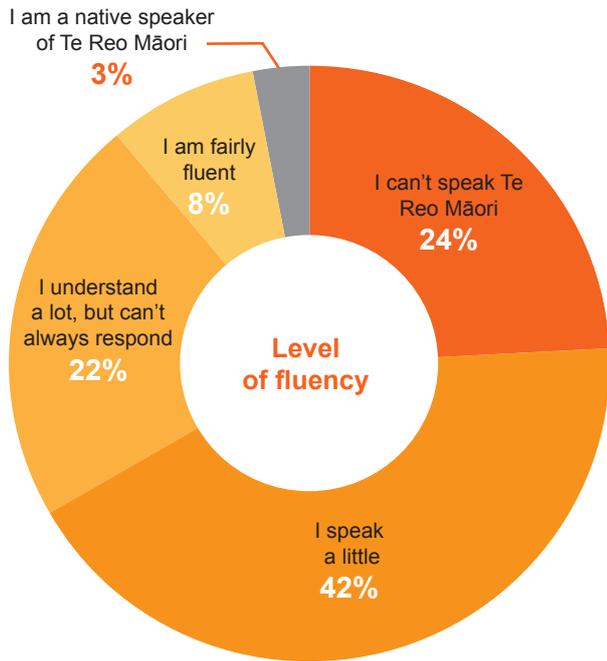
## Reasons for not engaging with iwi and hapū



**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.

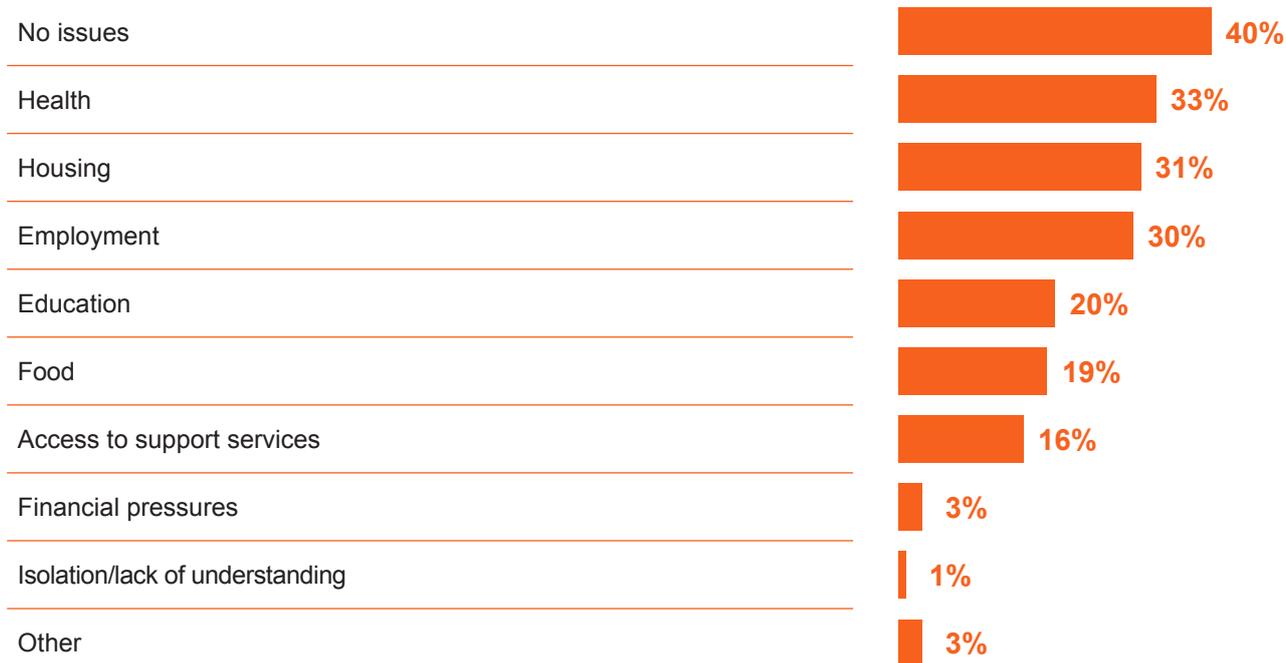
1. Answered Q45 n=724, Affected by family harm n=65.
2. Q45. Are you, or a member of your immediate family affected by family harm?
3. Q46. If yes, what type of family harm? Please select all that apply.



**NOTES:**

1. M3. What level of fluency do you have in Te Reo Māori? n=702
2. M4 To what degree is Te Reo Māori spoken in your household? n=700
3. M5 Do any of the members in your household have fluency in Te Reo Māori? n=695
4. See 'Appendix 16. Te Reo Māori' for more detailed demographic profile of the respondents.

# Issues impacting on whānau



## What people say:

Financial pressures of everyday living.

All of these issues affect my whānau both positively & negatively.

New graduate daughter finding it hard to find employment.

Not enough money working as a single parent on minimum wage. The rent is too much.

Support services for mother-in law that has Alzheimer.

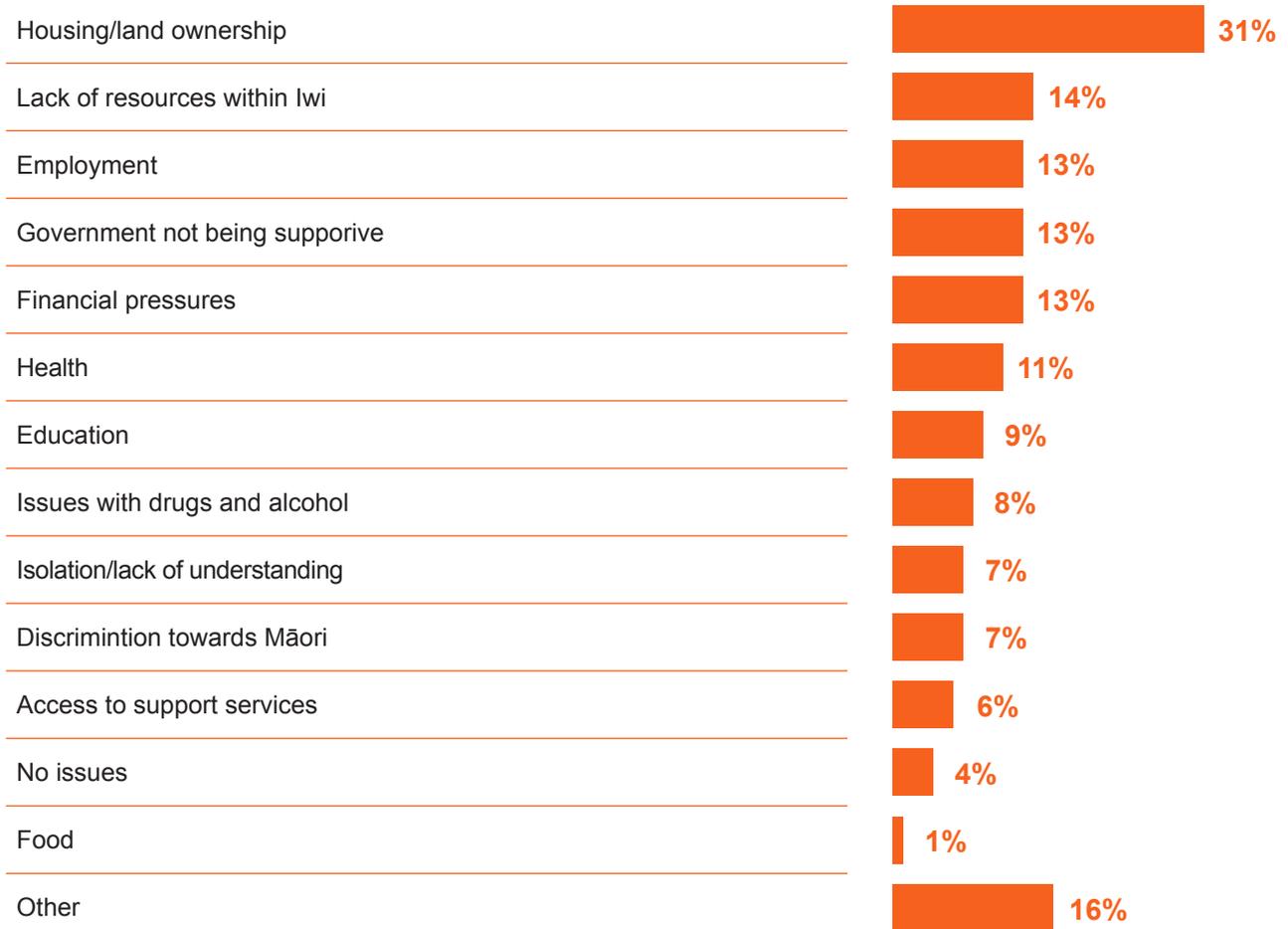
Disability affects some in the whānau. This impacts on employment opportunities, income and in term wellbeing. Issue is a disability related not cultural.

Mental health.

### NOTES:

1. M6. What are the key issues affecting your whānau? Please select all that apply. n=679

# Issues impacting Iwi or Hapū



## What people say:

Poverty, lack of adequate housing, poor health, but all these and other issues are symptoms of the generational grief that has not yet been addressed by the Crown.

Too easy to live off benefits and be lazy. Jobs are out there in the main centres if people actually want them.

Opportunities for employment education and housing.

Our people are engaged in this process now, as the destruction experienced by the raupatu is ongoing bringing a heart sickness to our people.

Not having access to land. Treaty of Waitangi. Lack of funds to be productive.

Not enough appreciation for education. Raising children.

Main one is environment and pollution.

### NOTES:

1. M6. What are the key issues affecting your whānau? Please select all that apply. n=679

# Being Māori in Tauranga



## What people say:

Not having access to land. Treaty of Waitangi. Lack of funds to be productive.

I have experienced an underlying racism in Tauranga which is unconsciously bias. My children have also experienced this even though they are well dressed, achieve academic honours and are always well mannered. Whilst it is deeply upsetting we have had to learn that this is just they way it is here and we have to deal with it. I would like to see Tauranga more accepting as a multicultural society.

I look pākehā and so does my son. And he has Māori kids at his school telling him he can't be Māori. I have also had racism thrown my way. We are proud of both sides of our bloodline. So my experience of being Māori in Tauranga is that racism goes both ways and it needs to stop.

Public perceptions of Māori are low in Tauranga – stereotypes and statistics help form these opinions.

Make me feel accepted because I do not always.

I would love to see more Māori succeeding in education, employment, housing, economic development, self-development.

The age group (my generation) that I belong to know next to nothing about things Māori, which is maddening.

Proud that our kōhanga, early childhood, primary and secondary schools are embracing Te Reo Māori.

I'm proud to be Māori. I attend a Kura Kaupapa Māori.

### NOTES:

1. M10. Is there anything else you would like to tell us about your experience of being Māori in Tauranga? n=272

**Tiro whānui ngā rōpū whakaarotau**

# **Overview of priority groups**



# Kaumātua – Ageing population

We heard from 63 kaumātua within the Māori community. Out of those, **66%** are aged 65–74, **27%** aged 75–84 and **7%** are over 85 years old. 55 out of 63 knew the iwi they whakapapa to and 12 belong to more than one rōhe.

## Concerns

Over half (**52%**) have concerns regarding getting older and retirement. Kaumātua are concerned the most about rising costs of living (**80%**), declining health (**70%**), affordability of healthcare (**56%**), losing memory (**54%**) and losing their independence (**52%**).

## Housing and savings

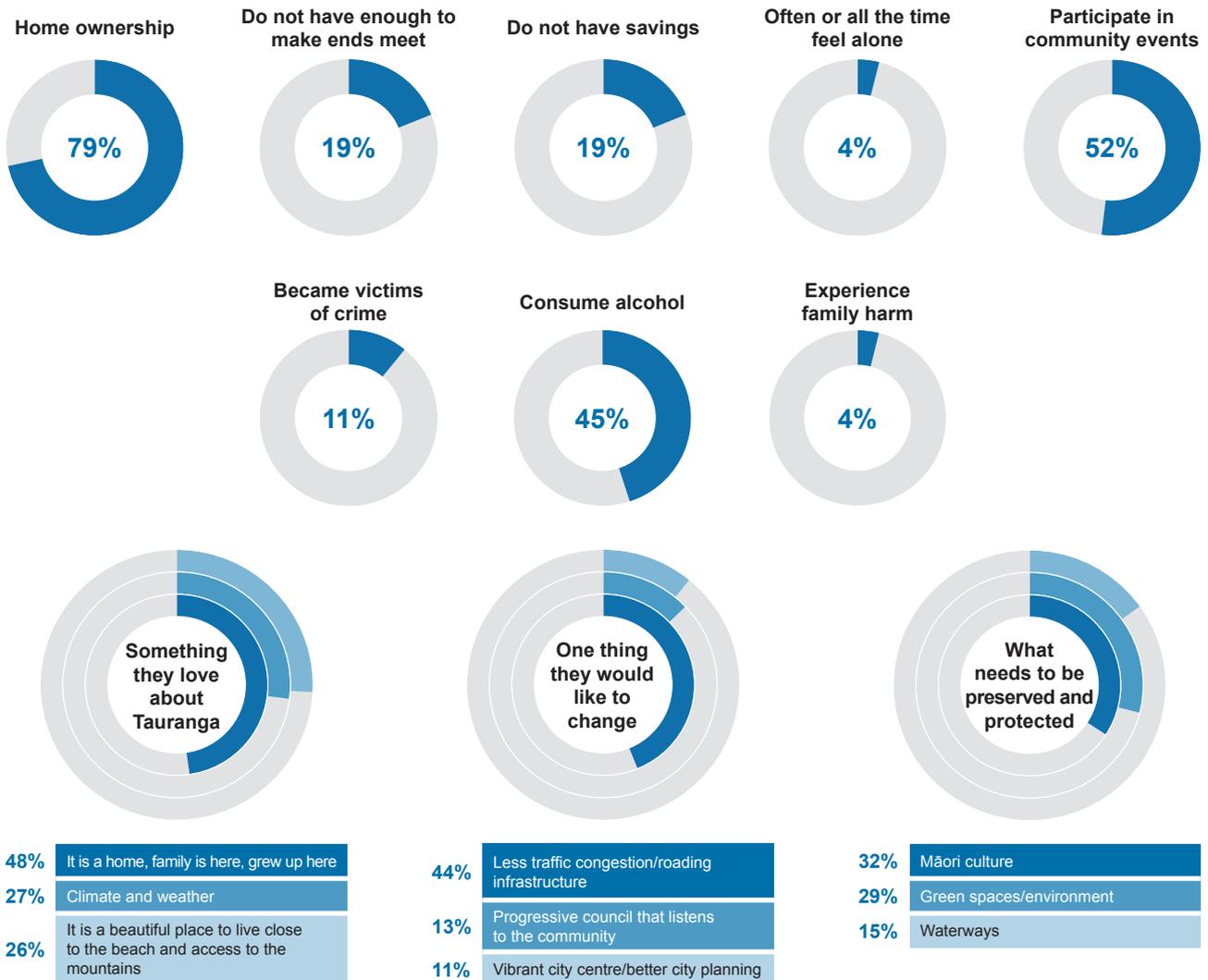
Although almost eight out of ten (**79%**) own their own house, kaumātua Māori are more likely to not have enough money to make ends meet (**19%**) in comparison to the overall ageing population in Tauranga (**11%**).

**19%** of kaumātua Māori do not have any savings in comparison to **7%** of the ageing population in Tauranga overall.

## Crime

Māori aged 65+ are significantly less likely (**11%**) to become victims of a crime, compared with 20% of the Māori overall and **18%** of the ageing population overall.

Below we show a short overview of this priority group. If you would like more information on this priority group, please refer to the Ageing Population report [here].



# Ngā hunga hauā – Disabled people

We heard from 84 Māori who identify as ngā hunga hauā. Most common types of disabilities reported included: physical disability (54%), visual disability (19%) and hearing (14%). The majority of disabled Māori who participated in the survey were aged 45–64 years (41%) and 65+ years (21%).

71 respondents knew their iwi and 15 whakapapa to more than one rōhe. 34% whakapapa to Tauranga Moana.

## Savings

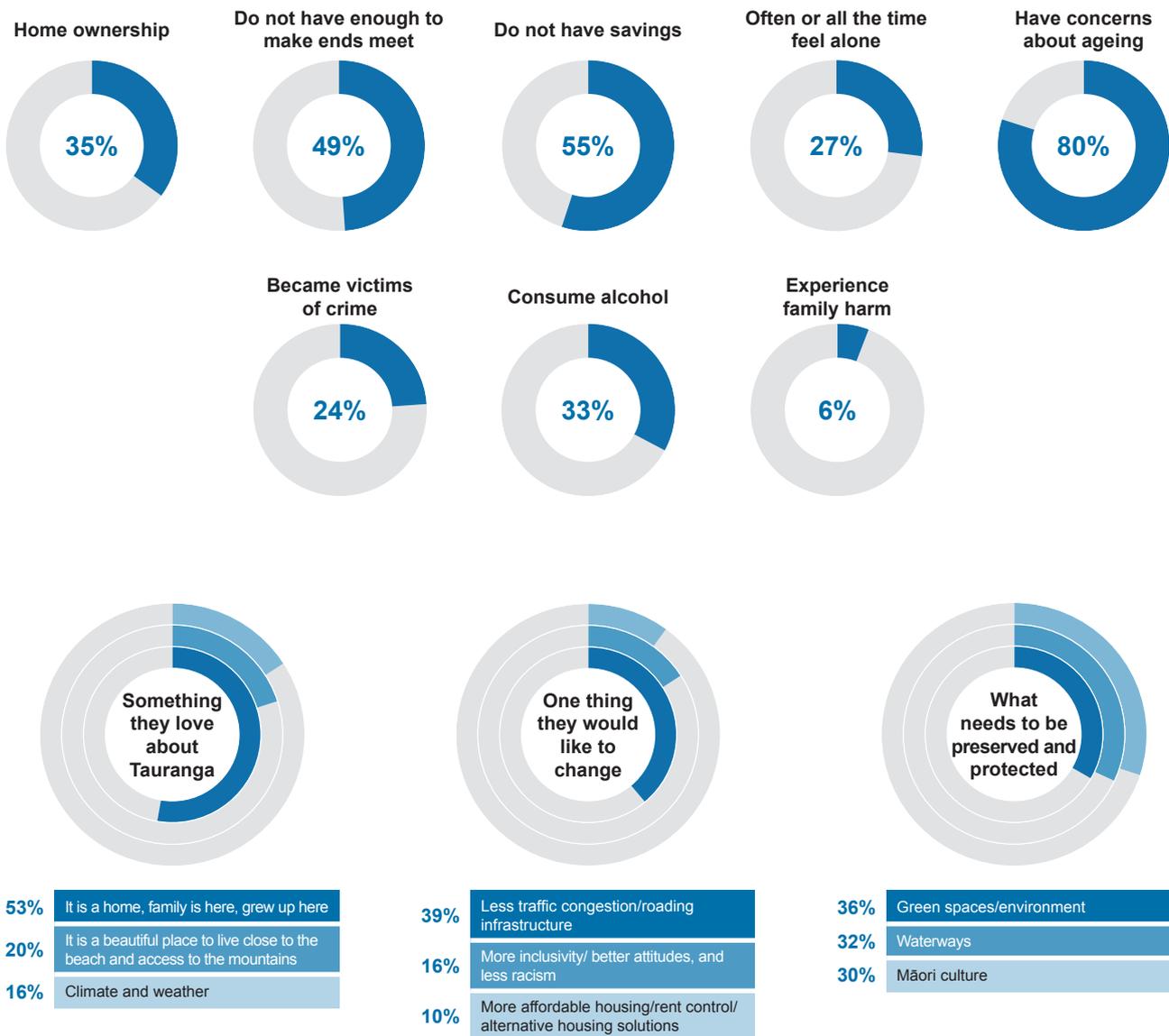
Considerably more disabled Māori (49%) do not have enough to make ends meet financially compared with 39% of disabled people in Tauranga overall.

There is a higher proportion of this group as well (55%), compared with disabled people in all Tauranga (43%), who do not have any savings.

## Crime

We were able to identify that disabled Māori are considerably more likely to be affected by crime (30%) compared with disabled people in all Tauranga (24%) and Māori overall (20%).

Below we show a short overview of this priority group. If you would like more information on this priority group, please refer to the full Disable People report [here].



# Rangatahi – Youth

We heard from 123 Māori who are aged 16–24 years. Out of the young people, 103 knew their iwi and 35 reported whakapapa to more than one rōhe. **22%** whakapapa to Tauranga Moana iwi.

## Study/work

**69%** of Māori youth are students. However, **52%** mentioned that they work either part-time, full-time or do some casual work. Over two thirds (**67%**) live with parents.

## Savings

**14%** do not have enough money to meet their everyday needs, **36%** do not have any savings.

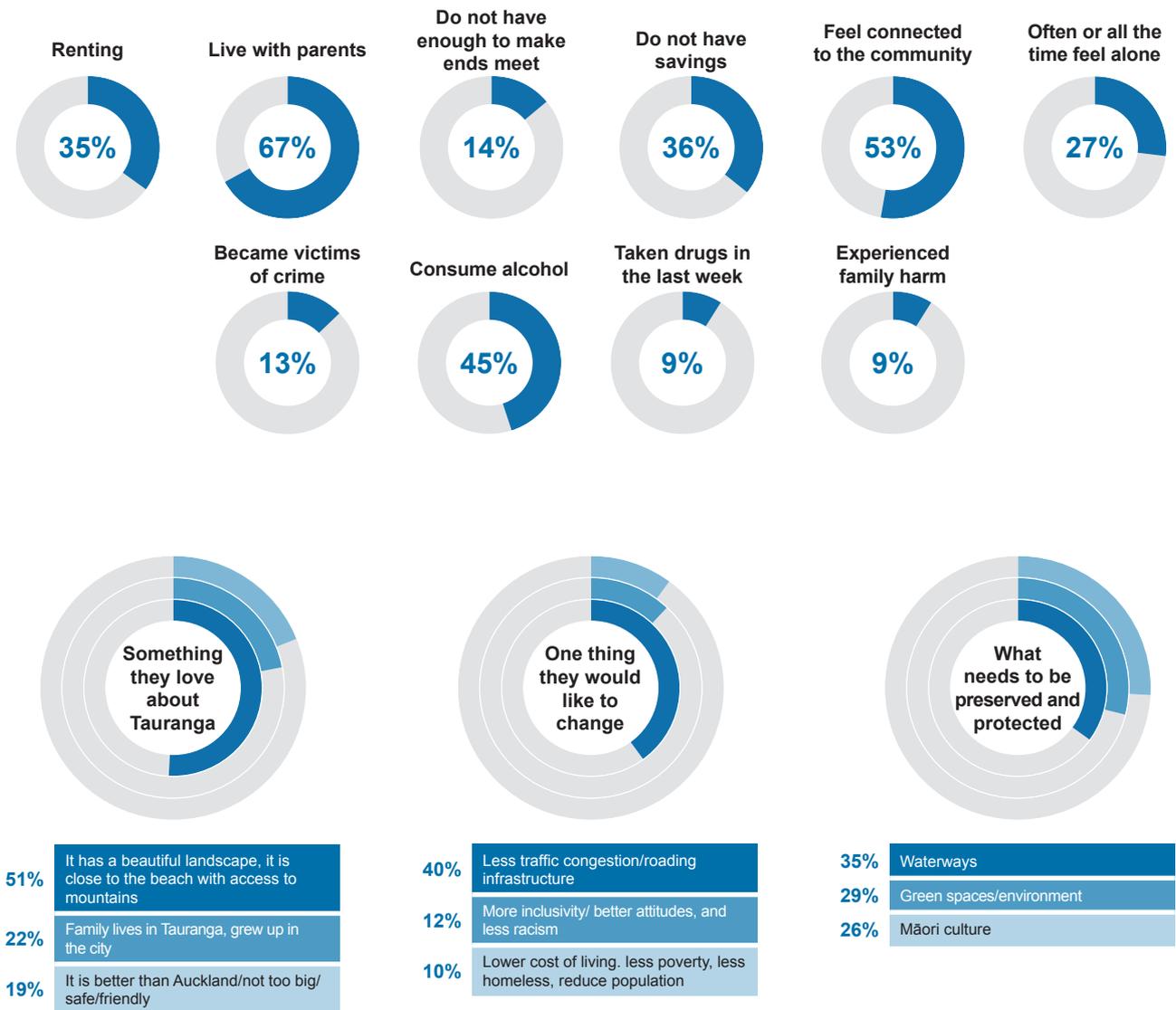
## Connection with community

Rangatahi Māori feel more connected with the wider community (**53%**) than youth in Tauranga overall (**46%**).

## Safety

When it comes to safety, young people who identify as Māori are less likely to become victims of a crime (**13%**) compared with all people aged 16–24 in Tauranga (**18%**). This group is also significantly less likely to consume alcohol, **45%** compared with **49%** for youth in Tauranga.

Below we show a short overview of this priority group. If you would like more information on this priority group, please refer to the full Youth report [here].



Ngā Tāpiritanga

# Appendices



## Appendix 1. Analysis and research notes

- 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.
- It is very important to understand, that 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 priority groups reports. If you are looking for general information, the main report provides you with an accurate overview. Our margin of error is just **±1.386%** at the 95% confidence interval. Priority reports are based on different sample sizes, and in case of reporting data on a particular ethnic group the numbers would be different because a lot of you have identified as more than one ethnicity. We recommend that if you are looking for the data on one of the priority groups or a particular suburb, you would refer to that report’s data.
- We thought that people might not be able to choose an answer from the suggested options for some of the questions. That is why we have added ‘Other’ throughout the survey for everyone to tell us exactly what their situation was. Sometimes ‘Other’ would make a large proportion of the responses and sometimes very small. If you see ‘Other’ on the charts, we will let you know what people have written in there. Sometimes ‘Other’ is a higher proportion than some of the answers and a lot of people had written similar answers. We always discuss these in the main body of the report. Sometimes the ‘Other’ proportion is really small, but we know that you all are curious about what that option might be. You will be able to find some details in our footnotes in that case.
- There was a sufficient number of young people (16–24), aged population and disabled people within respondents for us to be able to look at these groups as a part of the Māori community separately.

## Appendix 2. About the people

WIDER GROUP	
Te Tai Tokerau	18.0%
Tāmaki	1.7%
Hauraki	2.2%
Tainui	16.9%
Tauranga Moana	33.8%
Te Arawa Waka	11.2%
Mātaatua	13.8%
Te Tai Rāwhiti	9.7%
Tākitimu	6.8%
Hauāuru	5.5%
Te Moana O Raukawa	5.8%
Te Tau Ihu	0.6%
Waipounamu and Rekohu/Wharekauri	6.2%

### NOTES:

1. Q9. What is your iwi? Please, list all

## Appendix 2. About the people

IWI	
Ngāi Tahu/Kāi Tahu	5.5%
Ngāpuhi (Ngāti Hine)	13.8%
Tainui	8.8%
Ngāti Ranginui	19.0%
Ngāi Te Rangi	23.2%
Ngāti Maniapoto	6.3%
Ngāti Awa	4.1%
Ngāti Kahungunu	5.1%
Muaūpoko	0.3%
Te Āti Awa	2.5%
Taranaki (Tūturu)	1.0%
Ngāruahine	1.2%
Ngāti Pūkenga	5.2%
Ngāti Whakaue	2.1%
Te Rarawa	1.1%
Ngāti Porou	7.9%
Ngā Pōtiki	0.1%
Tūhoe	3.4%
Waitaha	0.4%
Tapuika	1.1%
Ngāti Rangitahi	0.4%
Ngāti Tūwharetoa	3.4%
Rongomaiwahine	1.2%
Te Whakatōhea	2.2%
Ngāti Maru	1.1%
Āti Haunui-a-Pāpārangī	0.8%
Ngāti Raukawa	2.5%
Te Whānau-a-Apanui	2.9%
Te Aitanga-a-Māhaki	0.7%
Ngāti Whātua	1.5%
Ngāti Mahanga	0.0%
Ngāti Rangiteaorere	0.1%
Waikato	1.9%

IWI	
Ngāti Pūkeko	0.3%
Ngāti Mutunga	0.7%
Ngāti Pikiao	1.5%
Ngāti Mākinō	0.1%
Ngāti Kahu	0.7%
Ngātiwai	0.4%
Ngāti Kurī	1.1%
Te Aupōuri	0.7%
Rangitāne	0.1%
Rongowhakaata	0.1%
Ngāti Whare	0.1%
Ngāti Hauā	0.3%
Uenuku-Kōpako	0.1%
Ngāti Koroki Kahukura	0.7%
Ngāti Rakaipaaka	0.3%
Ngāti Tama	0.1%
Ngāitai	0.1%
Ngāti Manawa	0.3%
Te Roroa	0.3%
Ngāti Apa	0.1%
Ngāti Hako	0.3%
Ngāti Ruanui	0.8%
Uenuku (Raetihi)	0.1%
Ngāti Tahu – Ngāti Whaoa	0.1%
Ngāti Tumutumu	0.1%
Ngāti Tamaterā	0.3%
Ngāti Tara Tokanui	0.1%
Ngai Takoto	0.3%
Ngāti Toa Rangatira	0.3%
Ngāti Rangiwewehi	0.4%
Ngā Rauru (Ngā Rauru Kītahi)	0.3%

IWI	
Ngāti Rārua	0.4%
Ngāti Whanaunga	0.1%
Ngāti Ira	0.1%
Ngāti Koata	0.1%
Ngāi Tāmanuhiri	0.1%
Ūpokorehe	0.4%
Ngāti Toa	0.4%
Ngāti Awa-ki-Tamaki	0.0%
Tūhourangi	1.4%
Waitaha-a-Hei	0.1%
Te Aitanga-a-Hauiti	0.4%
Ngāti Kahungunu	0.1%
Rangitāne o Wairarapa	0.1%
Ngāti Rangiteaorere	0.1%
Te Taoū	0.1%
Taranaki	0.1%
Ngāti Rangi	0.1%
Ngāti Wāhiao	0.4%
Ngāti Rongomai	0.4%
Waitaha	0.3%
Ngāti Hinerangi	0.1%
do not Know	10.3%

### NOTES:

1. Q9. What is your iwi? Please, list all.

## Appendix 2. About the people

### RESPONDENTS

725

### LENGTH OF TIME LIVED IN TAURANGA

Less than 1 year	4.8%
1–2 years	6.0%
3–5 years	10.5%
6–10 years	11.0%
More than 10 years	41.2%
I have lived here on and off throughout my life	26.5%

### SUBURB

Arataki [Bayfair], Matapihi	9.00%
Bellevue, Otūmoetai, Matua	7.90%
Bethlehem	6.80%
Brookfield, Judea [Huria]	7.80%
Gate Pā [Pukehinahina], Merivale [Parkvale]	8.10%
Kairua, Pāpāmoa Hills [Waitao]	1.60%
Mount Maunganui, Omanu	9.20%
Pāpāmoa Beach, Wairākei [Pāpāmoa East], Te Tumu	16.90%
Poike, Oropi, Greerton, Ohauiti	6.40%
Pyes Pā, Omanawa, Tauriko, The Lakes	5.80%
Tauranga South, city centre, Avenues, Sulphur Point	6.30%
Welcome Bay, Hairini, Maungatapu	14.00%

#### NOTES:

1. Q9. What is your iwi? Please, list all

## Appendix 2. About the people

GENDER	
Male	48.8%
Female	51.2%

ETHNICITY (MULTIPLE CHOICE)	
NZ European	45.6%
Māori	100.0%
Asian	0.9%
Pacific	5.6%
Middle Eastern, Latin American, African	0.0%
Other	1.4%

AGE	
16–24	22.4%
25–34	21.4%
35–44	18.8%
45–54	16.1%
55–64	11.8%
65–74	6.2%
75–84	2.6%
85+	0.7%

DISABLED PEOPLE	
Disabled people	11.9%
Caring for disabled people	7.4%

EMPLOYMENT STATUS (MULTIPLE CHOICE)	
At school/study	19.7%
Self employed	0.8%
Disability benefit/ACC/sickness	1.1%
Stay at home mum/parental leave/homemaker	1.7%
Business owner	0.6%
Unemployed	11.7%
Unpaid worker/internship/apprenticeship	0.7%
Casual/seasonal worker	3.0%
Work part-time	18.6%
Work full-time	47.0%
Retired	7.9%
Volunteer	5.2%
Other	0.3%

### NOTES:

1. Q6. What is your gender?
2. Q7. What age group are you?
3. Q8. What ethnicity do you identify with? Please select all that apply.
4. Q13. Do you have a disability?
5. Q14. Do you have a disabled child or other disabled dependant in your care?
6. 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	8%	10%	8%	-	11%	6%
Boarding	19%	11%	4%	-	13%	7%
Renting	35%	34%	29%	15%	24%	37%
Home ownership	23%	43%	59%	79%	47%	46%
Right to occupy/license to occupy/retirement village	-	-	-	3%	<1%	<1%
Living with parents/adult children/supported by other family members	15%	2%	-	3%	4%	5%

HOUSING SITUATION (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
Homeless/under housing stress	12%	12%	11%	2%	7%	7%
Boarding	11%	8%	7%	17%	15%	12%
Renting	23%	36%	36%	33%	38%	33%
Home ownership	48%	38%	43%	44%	36%	43%
Right to occupy/license to occupy/retirement village	1%	-	-	-	-	-
Living with parents/adult children/supported by other family members	6%	5%	4%	4%	3%	5%

HOUSING SITUATION (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
Homeless/under housing stress	7%	7%	6%	-	-
Boarding	9%	17%	13%	8%	5%
Renting	43%	27%	22%	25%	25%
Home ownership	42%	44%	58%	58%	65%
Right to occupy/license to occupy/retirement village	-	-	-	-	-
Living with parents/adult children/supported by other family members	-	5%	-	10%	4%

## Appendix 4. Household incomes and meeting needs

HOUSEHOLD INCOME MEETING NEEDS (BY AGE AND GENDER)	16–24	25–44	45–64	65+	MALE	FEMALE
Not enough	14%	24%	24%	19%	24%	19%
Just enough	31%	38%	32%	28%	31%	37%
A little extra	40%	28%	26%	36%	31%	31%
More than enough	15%	10%	17%	17%	15%	13%

HOUSEHOLD INCOME MEETING THE NEEDS (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
Not enough	25%	27%	21%	26%	25%	10%
Just enough	35%	36%	36%	34%	31%	36%
A little extra	31%	30%	31%	29%	27%	36%
More than enough	10%	8%	12%	11%	17%	19%

HOUSEHOLD INCOME MEETING THE NEEDS (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
Not enough	21%	24%	26%	10%	12%
Just enough	32%	37%	37%	28%	42%
A little extra	40%	25%	25%	37%	33%
More than enough	7%	14%	11%	24%	14%

## 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	33%	5%	20%	48%	21%	16%
\$101–\$200	20%	14%	9%	19%	14%	14%
\$201–\$300	8%	11%	12%	6%	9%	11%
\$301–\$400	11%	14%	21%	9%	16%	14%
\$401–\$500	10%	28%	19%	13%	19%	22%
\$501–\$600	12%	19%	10%	5%	11%	17%
\$601–\$700	4%	4%	3%	-	4%	3%
\$701–\$800	1%	2%	4%	-	3%	2%
\$801–\$900	-	1%	-	-	<1%	1%
\$901–\$1000	-	<1%	1%	-	<1%	<1%
Over \$1000	-	1%	1%	-	1%	<1%

## Appendix 5. Weekly rent/board/mortgage expenses

WEEKLY RENT/BOARD/MORTGAGE EXPENSES (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
\$0–\$100	15%	9%	19%	15%	12%	27%
\$101–\$200	21%	15%	13%	13%	12%	14%
\$201–\$300	5%	5%	13%	11%	19%	14%
\$301–\$400	16%	16%	18%	12%	14%	7%
\$401–\$500	18%	27%	23%	28%	26%	18%
\$501–\$600	14%	20%	8%	13%	9%	13%
\$601–\$700	4%	4%	2%	1%	5%	4%
\$701–\$800	4%	2%	1%	4%	3%	2%
\$801–\$900	1%	1%	1%	-	-	-
\$901–\$1000	1%	-	1%	-	-	-
Over \$1000	1%	2%	1%	3%	0%	1%

WEEKLY RENT/BOARD/MORTGAGE EXPENSES (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
\$0–\$100	11%	27%	15%	12%	15%
\$101–\$200	15%	11%	16%	3%	6%
\$201–\$300	10%	6%	16%	17%	12%
\$301–\$400	21%	17%	4%	10%	9%
\$401–\$500	25%	24%	26%	17%	30%
\$501–\$600	10%	10%	13%	27%	16%
\$601–\$700	6%	-	-	10%	9%
\$701–\$800	-	-	4%	2%	-
\$801–\$900	-	-	-	3%	2%
\$901–\$1000	-	-	-	-	-
Over \$1000	2%	6%	5%	-	-

## Appendix 6. Savings

SAVINGS (BY AGE AND GENDER)	16–24	25–44	45–64	65+	MALE	FEMALE
I do not have savings	36%	43%	35%	19%	36%	39%
1–2 weeks	23%	15%	10%	7%	15%	14%
Up to 1 month	14%	16%	17%	5%	15%	15%
1–2 months	12%	11%	6%	7%	8%	10%
2–6 months	14%	12%	25%	27%	18%	17%
Up to a year	-	<1%	1%	2%	<1%	1%
1–5 years	-	1%	2%	2%	<1%	1%
5–20 years	-	<1%	2%	18%	3%	1%
As long as we live (superannuation/investment etc)	-	-	-	2%	-	<1%
Other	-	1%	2%	11%	3%	1%

## Appendix 6. Savings

SAVINGS (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
I do not have savings	36%	41%	38%	35%	41%	29%
1–2 weeks	20%	25%	14%	12%	12%	9%
Up to 1 month	11%	11%	19%	13%	16%	19%
1–2 months	9%	10%	7%	18%	15%	9%
2–6 months	17%	7%	17%	16%	13%	33%
Up to a year	1%	0%	<1%	1%	1%	-
1–5 years	1%	1%		2%	-	2%
5–20 years	2%	3%	2%	2%	1%	-
As long as we live (superannuation/ investment etc)	-	-	-	-	-	-
Other	3%	2%	2%	1%	2%	-

SAVINGS (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
I do not have savings	43%	29%	47%	36%	31%
1–2 weeks	19%	12%	3%	9%	14%
Up to 1 month	19%	11%	7%	17%	9%
1–2 months	3%	14%	10%	10%	15%
2–6 months	14%	20%	21%	18%	29%
Up to a year	-	-	-	-	3%
1–5 years	1%	0%	2%	-	-
5–20 years	-	10%	9%	3%	-
As long as we live (superannuation/ investment etc)	-	-	-	2%	-
Other	-	3%	-	4%	-

## 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	7%	16%	14%	7%	14%	11%
Continued wearing clothing that was worn out because could not afford a replacement	13%	30%	22%	10%	23%	21%
Put off buying clothing for as long as possible to help keep expenses down	35%	60%	44%	27%	43%	49%
Not picked up a prescription to help keep expenses down	8%	16%	8%	1%	11%	11%
Spent less time on hobbies than you would like to help keep expenses down	21%	57%	43%	24%	38%	45%
Gone without or cut back on trips to the shops or other local places to help keep expenses down	29%	49%	40%	19%	38%	40%

## Appendix 7. Gone without

GONE WITHOUT (OFTEN/ALWAYS – BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
Gone without fresh fruit and vegetables to help keep expenses down	14%	16%	11%	19%	14%	7%
Continued wearing clothing that was worn out because could not afford a replacement	20%	19%	22%	27%	34%	20%
Put off buying clothing for as long as possible to help keep expenses down	48%	48%	47%	48%	61%	47%
Not picked up a prescription to help keep expenses down	11%	7%	13%	17%	13%	9%
Spent less time on hobbies than you would like to help keep expenses down	47%	44%	44%	43%	47%	36%
Gone without or cut back on trips to the shops or other local places to help keep expenses down	36%	42%	37%	45%	52%	29%
GONE WITHOUT (OFTEN/ALWAYS – BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER	
Gone without fresh fruit and vegetables to help keep expenses down	10%	12%	17%	5%	12%	
Continued wearing clothing that was worn out because could not afford a replacement	18%	19%	20%	20%	19%	
Put off buying clothing for as long as possible to help keep expenses down	64%	35%	42%	45%	44%	
Not picked up a prescription to help keep expenses down	13%	7%	16%	0%	6%	
Spent less time on hobbies than you would like to help keep expenses down	41%	44%	47%	34%	37%	
Gone without or cut back on trips to the shops or other local places to help keep expenses down	40%	42%	46%	32%	36%	

## Appendix 8. Feeling alone

FEELING ALONE (BY AGE AND GENDER)	16–24	25–44	45–64	65+	MALE	FEMALE
Never	27%	33%	38%	31%	38%	27%
Rarely	25%	23%	30%	40%	23%	31%
Sometimes	21%	24%	19%	25%	20%	24%
Often	17%	13%	11%	4%	13%	11%
All the time	10%	8%	3%	0%	6%	6%

FEELING ALONE (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
Never	30%	36%	32%	33%	28%	23%
Rarely	28%	23%	30%	21%	32%	36%
Sometimes	22%	24%	21%	13%	24%	26%
Often	13%	8%	11%	29%	12%	13%
All the time	7%	9%	6%	5%	5%	2%

FEELING ALONE (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
Never	36%	29%	42%	32%	45%
Rarely	29%	29%	21%	41%	26%
Sometimes	25%	21%	15%	18%	18%
Often	5%	20%	10%	6%	6%
All the time	4%	2%	12%	3%	5%

## Appendix 9. Having contact with friends and family

HAVING CONTACT WITH FRIENDS AND FAMILY (BY AGE AND GENDER)	16–24	25–44	45–64	65+	MALE	FEMALE
Never	5%	1%	3%	4%	4%	1%
Rarely	7%	11%	8%	5%	11%	7%
Sometimes	19%	19%	19%	17%	20%	18%
Often	30%	35%	41%	47%	35%	38%
All the time	40%	34%	29%	28%	31%	36%

HAVING CONTACT WITH FRIENDS AND FAMILY (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
Never	1%	3%	3%	4%	2%	-
Rarely	14%	8%	9%	14%	5%	4%
Sometimes	15%	17%	15%	17%	21%	29%
Often	31%	32%	36%	34%	37%	36%
All the time	38%	40%	38%	32%	35%	31%

HAVING CONTACT WITH FRIENDS AND FAMILY (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
Never	-	5%	-	-	6%
Rarely	5%	7%	11%	8%	-
Sometimes	18%	21%	20%	14%	18%
Often	45%	42%	43%	38%	42%
All the time	33%	25%	26%	39%	34%

## Appendix 10. 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	54%	46%	37%	31%	46%	42%
I can't afford to go see them using public transport available	15%	10%	10%	1%	11%	10%
I can't get the childcare I need to be able to go out	0%	10%	1%	0%	5%	4%
I'm too busy	35%	45%	27%	10%	33%	36%
I lost contact/can't contact them	4%	8%	5%	2%	7%	5%
Health related /poor health	5%	8%	10%	21%	9%	9%
They aren't available when I am	24%	25%	17%	24%	20%	25%
No personal transport	16%	10%	7%	1%	12%	8%
Not applicable	19%	19%	34%	42%	26%	25%
They choose not to have contact with me/family issues	-	2%	1%	1%	1%	1%
They are deceased	-	-	-	2%	-	-
Can't afford gas	1%	1%	1%	-	1%	1%
Other	<1%	1%	2%	<1%	2%	<1%

## Appendix 10. Reasons to have less contact with relatives/friends

REASONS TO HAVE LESS CONTACT WITH RELATIVES/FRIENDS (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
They live too far away	48%	43%	32%	47%	45%	41%
I can't afford to go see them using public transport available	8%	12%	10%	14%	10%	15%
I can't get the childcare I need to be able to go out	7%	5%	4%	7%	2%	2%
I'm too busy	38%	33%	38%	40%	43%	36%
I lost contact/can't contact them	5%	2%	6%	7%	4%	3%
Health related/poor health	8%	7%	9%	10%	13%	8%
They aren't available when I am	22%	17%	28%	23%	30%	22%
No personal transport	10%	10%	10%	9%	7%	9%
Not applicable	23%	28%	31%	24%	21%	28%
They choose not to have contact with me/family issues	2%	2%	1%	0%	3%	2%
They are deceased	-	-	-	-	-	-
Can't afford gas	1%	-	-	1%	1%	-
Other	3%	-	1%	2%	-	2%

REASONS TO HAVE LESS CONTACT WITH RELATIVES/FRIENDS (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
They live too far away	49%	62%	47%	40%	54%
I can't afford to go see them using public transport available	5%	12%	3%	8%	5%
I can't get the childcare I need to be able to go out	10%	6%	1%	<1%	11%
I'm too busy	53%	21%	34%	37%	44%
I lost contact/can't contact them	<1%	13%	6%	<1%	3%
Health related /poor health	17%	5%	15%	4%	6%
They aren't available when I am	23%	35%	12%	24%	24%
No personal transport	11%	17%	9%	10%	5%
Not applicable	21%	17%	28%	34%	20%
They choose not to have contact with me/family issues	-	-	-	-	2%
They are deceased	-	-	4%	-	-
Can't afford gas	3%	3%	1%	-	-
Other	-	-	3%	-	-

## Appendix 11 . 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%	93%	94%	99%	91%	47%	12%

ACCESS TO COMPUTER	16-24	25-44	45-64	65+	AT HOME	AT WORK	AT SCHOOL
Access to computer	93%	84%	88%	79%	79%	42%	14%

ACCESS TO INTERNET	16-24	25-44	45-64	65+	AT HOME	AT WORK	AT SCHOOL
Access to internet	99%	95%	95%	88%	93%	48%	15%

ACCESS TO EMAIL/SOCIAL MEDIA	16-24	25-44	45-64	65+	AT HOME	AT WORK	AT SCHOOL
Access to email/social media	99%	94%	93%	79%	91%	46%	14%

ACCESS TO PRINTER/SCANNER/ PHOTOCOPIER	16-24	25-44	45-64	65+	AT HOME	AT WORK	AT SCHOOL
Access to printer/scanner/photocopier	87%	76%	71%	65%	39%	44%	15%

## Appendix 12. Events in the community

ATTENDING EVENTS IN THE COMMUNITY (BY AGE AND GENDER)	16–24	25–44	45–64	65+	MALE	FEMALE
Often	15%	13%	20%	39%	20%	16%
Occasionally	14%	22%	18%	13%	17%	20%
Seldom	18%	28%	20%	11%	22%	21%
Rarely	34%	25%	29%	27%	25%	32%
Not at all	18%	13%	12%	10%	16%	11%

ATTENDING EVENTS IN THE COMMUNITY (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
Often	22%	19%	19%	17%	21%	15%
Occasionally	15%	15%	22%	18%	19%	23%
Seldom	25%	20%	24%	24%	21%	35%
Rarely	29%	28%	23%	25%	33%	16%
Not at all	9%	18%	11%	16%	6%	10%

ATTENDING EVENTS IN THE COMMUNITY (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
Often	10%	13%	8%	24%	8%
Occasionally	26%	15%	20%	10%	23%
Seldom	31%	20%	22%	17%	23%
Rarely	21%	40%	46%	37%	23%
Not at all	13%	13%	4%	11%	23%

## Appendix 12. Events in the community

REASONS FOR NOT ATTENDING EVENTS (BY AGE AND GENDER)	16–24	25–44	45–64	65+	MALE	FEMALE
Lack of transport	12%	11%	9%	14%	12%	10%
Lack of personal funds to attend	21%	40%	39%	24%	31%	35%
Concerns of safety	3%	9%	9%	4%	10%	4%
Type of events are not appealing	82%	52%	54%	68%	67%	58%
Health related issues	-	3%	5%	12%	3%	3%
Time of events does not suit/too busy	1%	5%	10%	-	3%	7%
Problems with parking/traffic congestion	-	3%	4%	-	3%	1%
Not enough advertisements/do not know of events	2%	4%	4%	-	2%	4%
Too tired/can't be bothered	-	4%	6%	-	3%	3%
Do not have anyone to go with	-	-	1%	-	-	-
Other	-	3%	2%	-	1%	2%

## Appendix 12. Events in the community

REASONS FOR NOT ATTENDING THE EVENTS (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
Lack of transport	7%	8%	15%	16%	4%	15%
Lack of personal funds to attend	25%	21%	44%	31%	47%	38%
Concerns of safety	7%	6%	6%	11%	3%	26%
Type of events are not appealing	63%	58%	54%	79%	55%	62%
Health related issues	-	7%	3%	-	-	-
Time of events does not suit/too busy	9%	4%	6%	2%	10%	-
Problems with parking/traffic congestion	1%	1%	-	-	-	4%
Not enough advertisements/do not know of events	5%	4%	4%	4%	-	-
Too tired/ Can't be bothered	-	3%	2%	5%	3%	9%
Do not have anyone to go with	-	-	-	-	2%	-
Other	2%	3%	1%	-	8%	-

REASONS FOR NOT ATTENDING THE EVENTS (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
Lack of transport	8%	10%	11%	-	5%
Lack of personal funds to attend	28%	33%	32%	21%	43%
Concerns of safety	-	-	7%	7%	-
Type of events are not appealing	77%	60%	64%	94%	47%
Health related issues	5%	5%	-	-	11%
Time of events does not suit/too busy	11%	10%	6%	8%	4%
Problems with parking/traffic congestion	-	-	10%	7%	4%
Not enough advertisements/do not know of events	-	-	-	-	-
Too tired/ Can't be bothered	-	7%	4%	-	-
Do not have anyone to go with	-	-	-	-	-
Other	-	5%	-	-	-

## Appendix 12. Events in the community

PREFERENCE FOR TYPES OF THE EVENTS (BY AGE AND GENDER)	16–24	25–44	45–64	65+	MALE	FEMALE
Activities for families/children	14%	29%	24%	13%	20%	26%
Markets/farmers markets/food stalls	11%	9%	12%	3%	8%	12%
Food and wine/dinner in the park	1%	7%	2%	3%	3%	5%
Charity events/fundraising	3%	2%	1%	-	1%	2%
Small scale music/concerts/local bands in the park	2%	7%	4%	-	5%	4%
Sports events/international matches	9%	7%	4%	10%	10%	4%
Pet events/animal friendly events	1%	1%	1%	-	-	2%
Happy with what there is already	-	2%	8%	12%	6%	3%
Cultural events/celebrate heritage	13%	18%	20%	16%	13%	20%
Free/cheaper events/affordable	12%	20%	19%	8%	17%	17%
Community events/meet ups/community clean up	10%	8%	10%	13%	7%	11%
Training courses/educational events/lectures	2%	7%	11%	3%	5%	8%
I do not like going/I do not go to events	-	-	2%	3%	-	2%
Art exhibitions/museums	3%	3%	4%	3%	3%	4%
Large scale music events/concerts/festival/ international bands/artists	22%	14%	14%	17%	18%	14%
Fitness/exercise/dancing	2%	4%	9%	3%	3%	7%
Drive-in movies	1%	1%	1%	-	-	2%
Theatre/performance/drama	-	1%	3%	5%	2%	1%
Events for youth	13%	7%	5%	13%	7%	9%
Events for adults without kids	-	-	3%	-	1%	1%
Events that are accommodating for diverse society (LGBTQIA/disabilities)	3%	2%	2%	8%	1%	4%
Events for elderly	-	1%	1%	6%	-	2%
Christmas/New Years festival	1%	3%	3%	-	2%	2%
Fireworks related events	2%	1%	1%	-	2%	1%
Cars/racing/motorsport	4%	1%	2%	-	3%	1%
Other	4%	4%	1%	6%	4%	2%

## Appendix 12. Events in the community

PREFERENCE FOR TYPES OF THE EVENTS (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
Activities for families/children	28%	24%	30%	12%	19%	21%
Markets/farmers markets/food stalls	7%	8%	12%	7%	6%	6%
Food and wine/dinner in the park	7%	4%	2%	2%	9%	5%
Charity events/fundraising	3%	8%	2%	-	-	-
Small scale music/concerts/local bands in the park	6%	7%	3%	1%	3%	9%
Sports events/international matches	3%	14%	5%	19%	4%	-
Pet events/animal friendly events	1%	-	1%	-	1%	-
Happy with what there is already	6%	2%	3%	4%	2%	5%
Cultural events/celebrate heritage	18%	12%	30%	25%	32%	18%
Free/cheaper events/affordable	18%	30%	17%	16%	17%	7%
Community events/meet ups/community clean up	7%	3%	10%	3%	6%	18%
Training courses/educational events/lectures	7%	6%	11%	9%	12%	10%
I do not like going/I do not go to events	-	1%	1%	1%	-	2%
Art exhibitions/museums	2%	-	3%	1%	7%	5%
Large scale music events/concerts/festival/international bands/artists	18%	17%	9%	23%	14%	14%
Fitness/exercise/dancing	3%	3%	5%	3%	9%	4%
Drive-in movies	1%	1%	1%	1%	1%	3%
Theatre/performance/drama	-	1%	1%	-	-	1%
Events for youth	11%	9%	9%	13%	7%	7%
Events for adults without kids	2%	1%	1%	-	1%	-
Events that are accommodating for diverse society (LGBTQIA/disabilities)	-	-	2%	4%	3%	-
Events for elderly	-	-	1%	-	2%	2%
Christmas/New Years festival	5%	3%	2%	2%	2%	-
Fireworks related events	2%	-	1%	-	-	5%
Cars/racing/motorsport	-	-	1%	7%	-	3%
Other	3%	5%	3%	3%	-	-

## Appendix 12. Events in the community

PREFERENCE FOR TYPES OF THE EVENTS (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
Activities for families/children	12%	19%	18%	14%	34%
Markets/farmers markets/food stalls	3%		-	30%	11%
Food and wine/dinner in the park	6%	5%	-	4%	-
Charity events/fundraising	-	-	-	-	-
Small scale Music/concerts/local bands in the park	4%	3%	3%	-	12%
Sports events/international matches	5%	-	4%	-	-
Pet events/animal friendly events	-	-	-	10%	-
Happy with what there is already	4%	-	13%	3%	
Cultural events/celebrate heritage	30%	21%	18%	8%	37%
Free/cheaper events/affordable	20%	19%	18%	8%	-
Community events/meet ups/community clean up	17%	3%	3%	5%	-
Training courses/educational events/ lectures	10%	7%	6%	-	-
I do not like going/I do not go to events	2%	-	5%	5%	-
Art exhibitions/museums	5%	8%	20%	3%	-
Large scale music events/concerts/ festival/international bands/artists	15%	34%	18%	16%	5%
Fitness/exercise/dancing	-	4%	-	3%	11%
Drive-in movies	2%	-	-	5%	-
Theatre/performance/drama	-	11%	17%	-	-
Events for youth	-	12%	-	8%	22%
Events for adults without kids	-	-	7%	-	-
Events that are accommodating for diverse society (LGBTQIA/disabilities)	7%	-	4%	12%	6%
Events for elderly	3%	-	-	5%	-
Christmas/New Years festival	-	-	-	-	6%
Fireworks related events	-	-	-	-	-
Cars/racing/motorsport	3%	-	-	3%	-
Other	5%	-	-	-	-

## Appendix 13. 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	13%	26%	20%	16%	20%	21%
A little bit	26%	29%	31%	23%	27%	30%
Sometimes	35%	30%	28%	26%	30%	30%
Most of the time	19%	10%	12%	22%	16%	12%
Yes, absolutely	6%	6%	10%	14%	8%	8%

TAURANGA REFLECTS A STRONG SENSE OF CULTURE AND HERITAGE (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
No, not at all	15%	20%	28%	18%	15%	28%
A little bit	38%	20%	31%	41%	35%	23%
Sometimes	29%	37%	24%	19%	30%	26%
Most of the time	14%	15%	10%	16%	16%	10%
Yes, absolutely	4%	9%	8%	8%	4%	13%

TAURANGA REFLECTS A STRONG SENSE OF CULTURE AND HERITAGE (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
No, not at all	38%	33%	19%	23%	6%
A little bit	22%	19%	28%	26%	26%
Sometimes	28%	33%	28%	31%	40%
Most of the time	6%	13%	13%	11%	20%
Yes, absolutely	5%	2%	12%	9%	8%

## Appendix 14. Tauranga for newcomers

TAURANGA IS ACCEPTING AND WELCOMING TO NEWCOMERS (BY AGE AND GENDER)	16–24	25–44	45–64	65+	MALE	FEMALE
Not at all welcoming	9%	17%	16%	14%	13%	16%
Somewhat welcoming	21%	38%	37%	32%	30%	36%
Neither	6%	6%	10%	9%	9%	6%
Fairly welcoming	51%	23%	24%	29%	32%	29%
Very welcoming	13%	16%	14%	17%	16%	14%

TAURANGA IS ACCEPTING AND WELCOMING TO NEWCOMERS (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
No, not at all	8%	9%	20%	12%	11%	8%
A little bit	41%	37%	35%	37%	35%	42%
Sometimes	5%	7%	7%	13%	8%	7%
Most of the time	32%	27%	25%	26%	30%	28%
Yes, absolutely	15%	20%	13%	12%	16%	14%

TAURANGA IS ACCEPTING AND WELCOMING TO NEWCOMERS (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
No, not at all	23%	16%	18%	14%	13%
A little bit	40%	17%	31%	37%	27%
Sometimes	3%	24%	11%	6%	7%
Most of the time	22%	28%	28%	41%	35%
Yes, absolutely	11%	16%	12%	2%	18%

## Appendix 15. Engaging with iwi and hapū

ENGAGING WITH IWI AND HAPŪ (BY AGE AND GENDER)	16–24	25–44	45–64	65+	MALE	FEMALE
Yes, as much as I can	19%	28%	39%	36%	30%	29%
Yes, sometimes	17%	15%	12%	11%	17%	12%
Yes, not as often as I would like to	28%	24%	17%	36%	20%	28%
No	35%	32%	29%	12%	32%	28%
Other	1%	1%	3%	5%	1%	2%

ENGAGING WITH IWI AND HAPŪ (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
Yes, as much as I can	22%	24%	56%	29%	34%	35%
Yes, sometimes	17%	14%	16%	24%	14%	7%
Yes, not as often as I would like to	23%	24%	19%	24%	23%	36%
No	36%	36%	9%	21%	24%	23%
Other	2%	2%	1%	2%	5%	0%

ENGAGING WITH IWI AND HAPŪ (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
Yes, as much as I can	39%	25%	26%	25%	27%
Yes, sometimes	13%	27%	13%	9%	7%
Yes, not as often as I would like to	20%	26%	32%	35%	23%
No	27%	22%	28%	31%	41%
Other	2%	0%	1%	0%	2%

## Appendix 15. Engaging with iwi and hapū

REASONS FOR NOT ENGAGING (BY AGE AND GENDER)	16–24	25–44	45–64	65+	MALE	FEMALE
No connection/do not know who they are	36%	21%	29%	65%	26%	31%
Not really into it	-	6%	4%	0%	6%	2%
Was not brought up in the culture	15%	38%	21%	18%	26%	26%
Death of family members	9%	2%	9%	18%	6%	7%
Lost touch/do not know how to reconnect	11%	13%	1%	-	11%	7%
They are too far	20%	18%	27%	47%	16%	28%
Other	15%	9%	17%	-	13%	12%

REASONS FOR NOT ENGAGING (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
No connection/do not know who they are	22%	24%	42%	28%	24%	28%
Not really into it	5%	6%	-	-	8%	4%
Was not brought up in the culture	21%	41%	6%	15%	29%	9%
Death of family members	7%	5%	10%	20%	-	5%
Lost touch/do not know how to reconnect	12%	5%	-	15%	14%	-
They are too far	22%	27%	-	12%	30%	35%
Other	16%	-	42%	25%	12%	19%

REASONS FOR NOT ENGAGING (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
No connection/do not know who they are	17%	13%	27%	50%	48%
Not really into it	-	-	-	8%	-
Was not brought up in the culture	-	38%	12%	23%	16%
Death of family members	16%	-	-	-	10%
Lost touch/do not know how to reconnect	10%	-	18%	-	9%
They are too far	50%	-	57%	24%	9%
Other	18%	49%	5%	18%	17%

## Appendix 16. Te Reo Māori

LEVEL OF FLUENCY (BY AGE AND GENDER)	16–24	25–44	45–64	65+	MALE	FEMALE
I can't speak Te Reo Māori	25%	23%	22%	32%	26%	22%
I speak a little	56%	39%	37%	37%	44%	41%
I understand a lot, but can't always respond	10%	25%	30%	16%	19%	25%
I am fairly fluent	5%	9%	9%	14%	8%	9%
I am a native speaker of Te Reo Māori	5%	4%	1%	1%	3%	3%

LEVEL OF FLUENCY (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
I can't speak Te Reo Māori	28%	24%	10%	26%	13%	19%
I speak a little	44%	46%	32%	33%	39%	46%
I understand a lot, but can't always respond	18%	19%	32%	29%	36%	16%
I am fairly fluent	7%	8%	20%	10%	8%	16%
I am a native speaker of Te Reo Māori	3%	2%	6%	3%	4%	4%

LEVEL OF FLUENCY (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
I can't speak Te Reo Māori	18%	13%	28%	20%	33%
I speak a little	36%	52%	43%	58%	42%
I understand a lot, but can't always respond	32%	29%	21%	19%	16%
I am fairly fluent	10%	1%	9%	2%	6%
I am a native speaker of Te Reo Māori	3%	6%	-	-	3%

## Appendix 16. Te Reo Māori

SPOKEN IN THE HOUSEHOLD (BY AGE AND GENDER)	16–24	25–44	45–64	65+	MALE	FEMALE
Never	30%	22%	25%	35%	29%	23%
Rarely	34%	26%	30%	34%	27%	32%
Sometimes	28%	29%	30%	25%	27%	30%
Often	8%	18%	12%	6%	13%	13%
Always	-	5%	3%	-	4%	2%

SPOKEN IN THE HOUSEHOLD (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
Never	30%	25%	11%	19%	26%	20%
Rarely	36%	28%	24%	37%	23%	29%
Sometimes	21%	24%	34%	35%	29%	30%
Often	11%	19%	26%	7%	20%	16%
Always	2%	4%	5%	2%	3%	6%

SPOKEN IN THE HOUSEHOLD (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
Never	23%	31%	23%	37%	20%
Rarely	22%	39%	38%	22%	49%
Sometimes	37%	24%	31%	35%	16%
Often	13%	6%	8%	6%	14%
Always	5%	-	-	-	-

## Appendix 16. Te Reo Māori

OTHER FAMILY MEMBERS (BY AGE AND GENDER)	16–24	25–44	45–64	65+	MALE	FEMALE
Yes – one member in my household	18%	11%	14%	20%	13%	15%
Yes – some members in my household	13%	14%	12%	4%	13%	12%
Yes – all members in my household	3%	7%	3%	3%	5%	5%
No	66%	68%	71%	73%	69%	68%

SPOKEN IN THE HOUSEHOLD (BY REGION)	TE TAI TOKERAU	TAINUI	TAURANGA MOANA	TE ARAWA WAKA	MĀTAATUA	TE TAI RĀWHITI
Yes – one member in my household	12%	13%	18%	19%	21%	17%
Yes – some members in my household	10%	16%	23%	13%	10%	7%
Yes – all members in my household	3%	3%	8%	0%	6%	11%
No	74%	68%	51%	68%	64%	65%

SPOKEN IN THE HOUSEHOLD (BY REGION)	TĀKITIMU	HAUĀURU	TE MOANA O RAUKAWA	WAIPOUNAMU AND REKOHU/WHAREKAURI	OTHER
Yes – one member in my household	13%	12%	16%	16%	6%
Yes – some members in my household	15%	13%	10%	10%	0%
Yes – all members in my household	7%	7%	4%	2%	9%
No	65%	67%	70%	72%	85%

## More information

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

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

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**Key Research:** [info@keyresearch.co.nz](mailto:info@keyresearch.co.nz)

**Acorn Foundation:** [info@acornfoundation.org.nz](mailto:info@acornfoundation.org.nz)

**Tauranga City Council**  
(Community Development Team):  
[com.dev@tauranga.govt.nz](mailto:com.dev@tauranga.govt.nz)

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