

Whakahou Taketake Vital Update

TAURANGA

2023

Ngā mātua me ngā kaitiaki | Parents and caregivers



Photo credit: Nikora Smith



He mihi

Acknowledgement

Whakahou Taketake Vital Update – Tauranga has, once again, helped give a voice to our diverse community, some of whom we don't hear from often enough. For this, we are grateful.

Thank you for sharing your voice

First of all, we would like to thank the communities in Tauranga for taking the time to share your experiences and aspirations, and for doing it with honesty and a willingness to promote positive change.

Contributing sponsors and organisations

The support of our sponsors is fundamental to the success of this project. Thank you to the Acorn Foundation, BayTrust, TECT and Tauranga City Council.

We would also like to acknowledge the support of Ngairo Eruera in ensuring that our research material and reporting reflects a bilingual approach and acknowledges the importance of mana whenua in Tauranga Moana.

Thank you to all the parents and caregivers who completed the survey. We have achieved a rich diversity of responses, reflecting the unique and varied population of Tauranga. We have endeavoured to ensure both inclusion and accessibility, and the information collected provides a balanced view of our community's experiences, needs and aspirations.

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

Kia mātau ki ngā hāpori – 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

*Tērā koia te tautara ki Maunganui,
te rūpeketanga a nunui, a roroa ki te pō.
Okioki atu rā koutou ki te pō nui,
Takoto atu rā koutou ki te pō roa,
Tēnei te pō, nau mai e te ao.
E ngā rauru o Tauranga moana,
E ngā kārure o Tauranga tangata,
Whītiki, maranga!*

*Tēnei te pou, te pou nō Rongo,
Te Pou Taketake e rāhiri nei,
haere mai, nau mai, tautī mai rā.*



He kupu whakataki

Introduction

Whakahou Taketake 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, BayTrust, TECT and Tauranga City Council partnered to complete this research in 2020, and again in 2023, because we recognise that our communities and the city are evolving. We believe that by listening to our diverse communities, we can better understand how to plan and prioritise future work, and create a vision for Tauranga's tomorrow; inclusive, empowering and connected.

Through Vital Update – Tauranga, in addition to providing citywide data that is useful to the wider community, we have also been able to make significant progress in achieving the following areas:

- Understand the current living status of the community.
- Understand the change in priorities for our community at suburban and citywide levels.
- Ensure that a community voice is reflected in Tauranga City Council's Long-term Plan.
- Ensure that a community voice is evident in Tauranga City Council's work programmes.
- Understand areas that may require further consideration, consultation and/or partnership with external agencies.

It was important to hear from Parents and caregivers in our community, as their voices may not always be captured in a significant way through traditional research processes. Parents and caregivers of children under 18 years represent 30% of Tauranga's population and are as unique and diverse as the communities they also represent. We want to ensure we are a city that is attractive to families, and one that values and acknowledges the fundamental role our Parents and caregivers play today in keeping our city moving, as well as their role as kaitiaki for our future leaders and decision makers. This will provide benefits for the whole community.

We received 1,834 responses from this priority group. The data and insights captured in this report only show some of the information provided by our communities this priority group. The dashboards www.tauranga.govt.nz/vitalupdate2023 include all the data collected, which can be extracted in meaningful ways to suit the needs of those who require it.

We are truly grateful to everyone who participated in this project. Your input will be used to inform and influence future projects and plans – it will help shape your city's future.

Ma te mōhio ki a tātou o āianeī ka whakatata mai te pae tawhiti

Knowing who we are today makes the distant horizon within our reach

Tauranga

Demographic profile



Photo credit: Simon Dawson

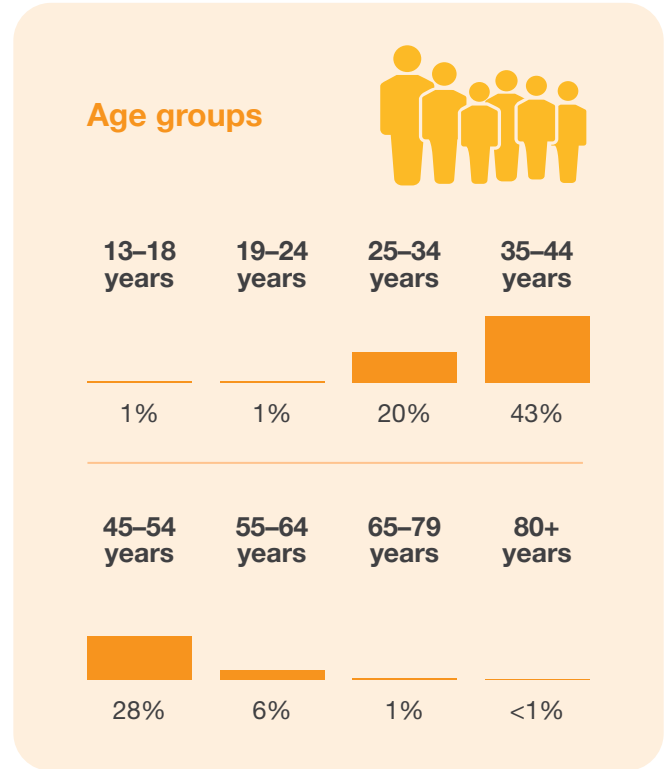
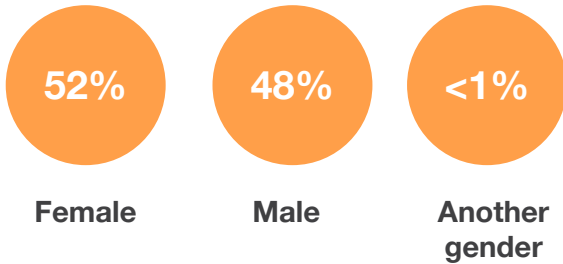
Who responded to the survey?

Snapshot of Parents and caregivers

This page represents the demographics of the 1,834 respondents who are Parents and caregivers.



Gender



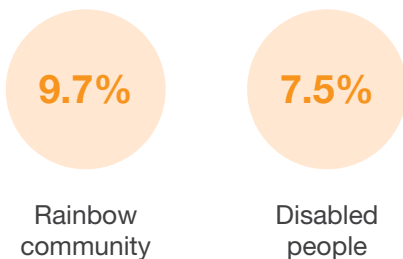
Unemployment rate



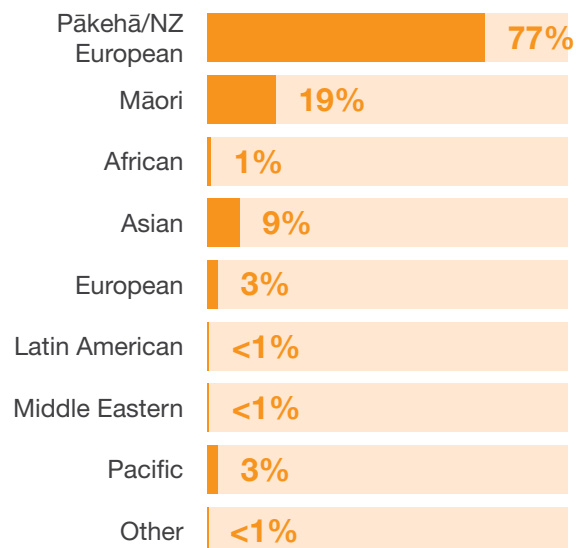
Unemployment rate for this priority group is higher than 4.5% for Tauranga overall.

4.8%

Within Parents and caregiver respondents**



Ethnicity



285 out of 1,834 respondents identified as belonging to more than one ethnic group. As this was a multiple-choice question, the total percentages will not add up to 100.

NOTES:

1. Sample: n=1,834.

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

* You may notice that a set of percentages don't add up to exactly 100%. This is an expected result of rounding to the nearest whole number.

** The numbers represent the unweighted percentages of respondents among Parents and caregivers communities.

Wawatanga o Tauranga Whānui

Aspirations for Tauranga



Photo credit: Jamie Troughton Dscribe Media

He aha ō tātou whakarerekētanga ki Tauranga?
What would we change in Tauranga?

“

I'd really like for there to be fewer people doing burnouts and drifting around residential streets at night.

Improve traffic congestion, our growth has exceeded the capacity of the roading network and it seems to take too long to complete existing projects.

Make sure there are more walkways, there's not enough places to go out from the house, so we need better footpaths.

Smoother footpaths for scooters and skateboards.

Safer cycle lanes and better public transport, this would have an impact on traffic jams and better air quality.

Better playgrounds for kids, the ones here aren't very good.

People don't really know each other, ways to bring community together. I.e., we have a neighbourhood watch group but there is very little if any communication, not really proactive.

More green spaces around the city and sports facilities.

”

Change is important. It can improve quality of life and help our city to move in the right direction.

While some priorities remain consistent with what we saw for all Tauranga residents, Parents and caregivers have a slightly different outlook on what they would like to change:



'Less traffic congestion/better roading infrastructure/less roadworks' (**31%** for Parents and caregivers vs **35%** for Tauranga overall).



The second most popular change that our overall respondents want to see is 'revitalised City Centre/better shops/restaurants/bars' (**17%**).



'Inclusivity/attitude/less racism' was mentioned by a further **9%** of respondents from Parents and caregivers.

Other ideas included:

- Better public transport/more transport options (8%)
- Parking (8%)
- Better facilities/green spaces/parks (6%)

NOTES:

1. AS2. If you could change one thing about Tauranga, what would it be? And why? n=1,412 left a comment.

What is Tauranga missing when compared to other cities?

We asked if there was anything you had seen in another city that Tauranga should have. A total of 1,189 Parents and caregivers shared their opinions with us.

Some of the most common ideas included:



Stadiums/theme parks/aquarium/facility to host large events (**17%** compared with **15%** for Tauranga overall).



Better/improved public transportation (**17%** compared with **15%** for Tauranga overall).

Other ideas included:

- Green spaces/parks (15%)
- Museum/theatre/arts centre (11%)
- Thriving/busy CBD/city centre (8%)
- More public activities/facilities (8%)



NOTES:

1. AS3. Have you seen something in another city that you think Tauranga should have? n=1,189 left a comment

“

Multipurpose convention centre for sports, festivals, you name it.

I'd love for us to have a city square, but I guess that's on the way. What if we had a gay bar? That'd be cool.

Zoos, museums, proper theatres, botanical gardens, places that are suitable for both adults and kids, both inside and outside.

Auckland has far more people and it's still easier to find a park than here most of the time. There's also a reason to go into the CBD whereas here all you find are homeless and gang members.

Napier waterfront has an awesome bike/cycle track for young kids learning to ride bikes/scooters.

Riverside market in Christchurch is a fantastic, well-thought-out and vibrant space which combines atmosphere, culture, food and drink within a beautiful building and appears completely different to any spaces available in Tauranga. I always want to go there when I visit Christchurch and am never disappointed.

Puki Ariki museum in New Plymouth.

”

Ngā whare me ngā paerewa oranga

Housing and standards of living



Photo credit: Nikora Smith

Housing and living standards – what is most important?

While there are perceived affluent communities in Tauranga, the results of Vital Update 2023 tell us many people are struggling to meet their everyday needs and worry about their financial situation.

Homeownership

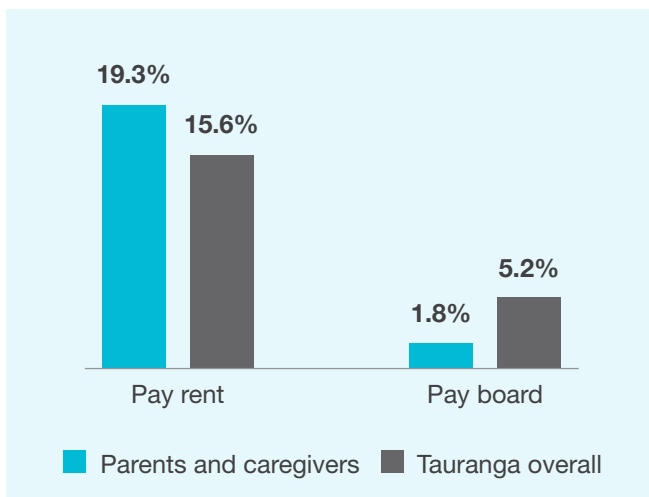
72.5%

of Parents and caregivers who responded own a house in Tauranga.

This is compared with 60.8% homeownership in Tauranga overall based on the survey responses.

Parents and caregivers are significantly more likely to be homeowners compared to Tauranga overall.

Renters and boarders



Homelessness

The proportion of Parents and caregivers experiencing homelessness (3.9%) is higher than for Tauranga overall (2.8%).

Household incomes

54%

54% of Parents and caregivers have 'nowhere near enough' to 'just enough' household income to meet their everyday needs compared to 47% for Tauranga.

83%

of those surveyed worry about how much their household has, those aged between 25-44 years being the most concerned (85%).

6%

of Parents and caregivers indicated that they 'often' or 'all the time' go without groceries to help keep expenses down, compared with 5% for Tauranga overall.

What else?

Over eight in ten (81%) Parents and caregivers who participated live with their partner/spouse, this is greater than the 62% of Tauranga responses overall. 14% of Parents and caregiver respondents are single parents.

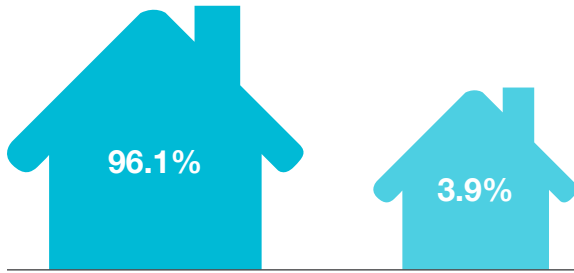
Parents and caregivers have reported worse house conditions (dampness, mould, being leaky, crying windows and access to amenities). For example, 26% consider their house damp, compared with 19% for Tauranga overall.



Photo credit: Hunter Studios

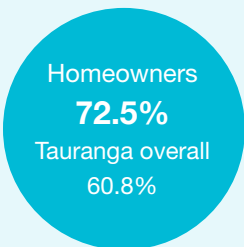
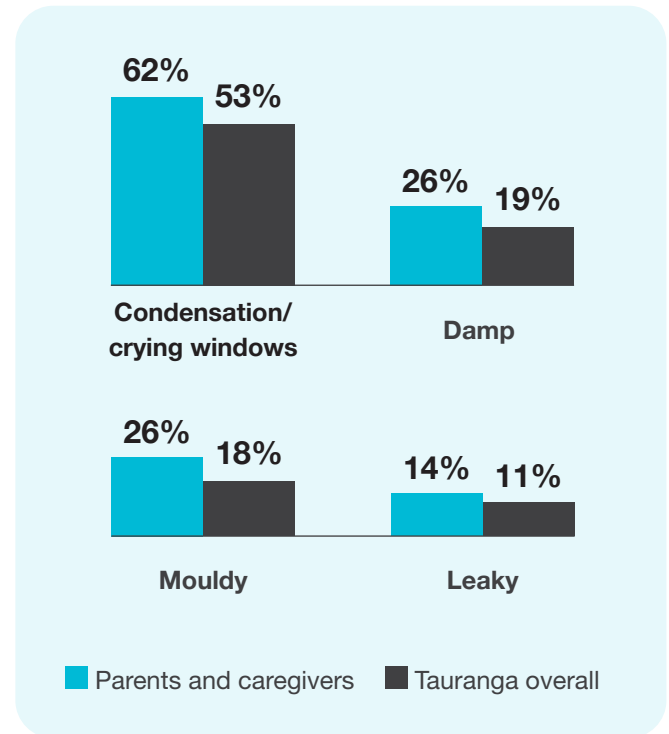
E pēhea ana te noho ā-whare?

What is our housing situation?

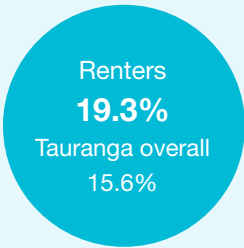


Living in a house, flat, unit or apartment that is stable and/or unassisted housing

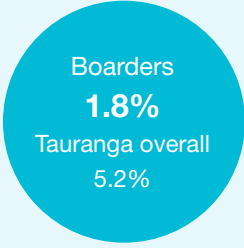
Homeless



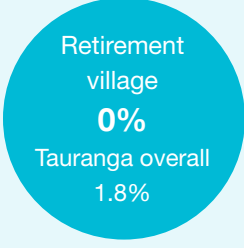
Those who own a house (including in a trust, with or without a mortgage, and co-owning models) and pay all relevant costs.



Those who rent the house and pay rent.



Those who board/stay with family, friends or other adults and pay for the stay.



Those who live in a retirement village.

Amenities	% who have access - Parents and caregivers	% who have access - Tauranga
Cooking facilities	96%	97%
Tap water that is safe to drink	96%	96%
Fridge	96%	97%
Bath or shower	97%	97%
Toilet	97%	97%
Electricity supply	96%	97%
Heating (including heat pump, wood burner, or built-in gas fireplace)	93%	93%
Extractor fan in bathroom	87%	86%
Extractor fan in kitchen	85%	85%
Additional bedroom heaters	69%	66%

NOTES:

1. HS1. What best describes your living situation? Please select all that apply. n=1,834
2. HS2. If you LIVE in a house, flat, unit or apartment which of the following best describes your current housing situation?
3. Proportion of homeowners, renters, boarders is calculated based on the total number of responses n=1,834
4. HS3. Please review the statements below regarding the place you are currently living. n=1,819
5. HS4. Which of the following are available at the place you are currently living. Don't include anything that is disconnected or broken. n=1,821

* 'Don't know' responses were excluded for more accurate data presentation.

Ko wai ō tātou hoa noho?
Who do we live with?

81%

**Live with partner/
spouse**

Tauranga overall 62%

6%

Live with parents

Tauranga overall 18%

82%

**Live with dependent
children**

Tauranga overall 26%

2%

Live with siblings

Tauranga overall 9%

67%

**Live with partner and
children**

Tauranga overall 21%

3%

**Live with flatmates/
housemates/roommates**

Tauranga overall 1%

8%

Live with adult children

Tauranga overall 7%

1%

Live with grandparents

Tauranga overall 1%

14%

Single parents

Tauranga overall 5%

2%

Live with grandchildren

Tauranga overall 1%

What have we learnt?

1 Over eight in ten (81%) Parents and caregivers who participated, live with their partner/spouse, and 13% live with their partner/spouse without kids.

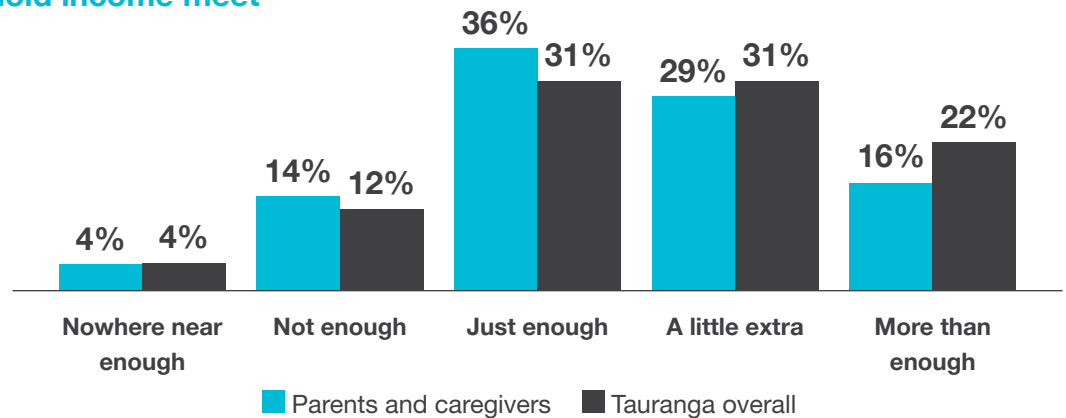
2 18% of respondents who indicated they were Parents and caregivers do not live with their dependent children full time.

NOTES:

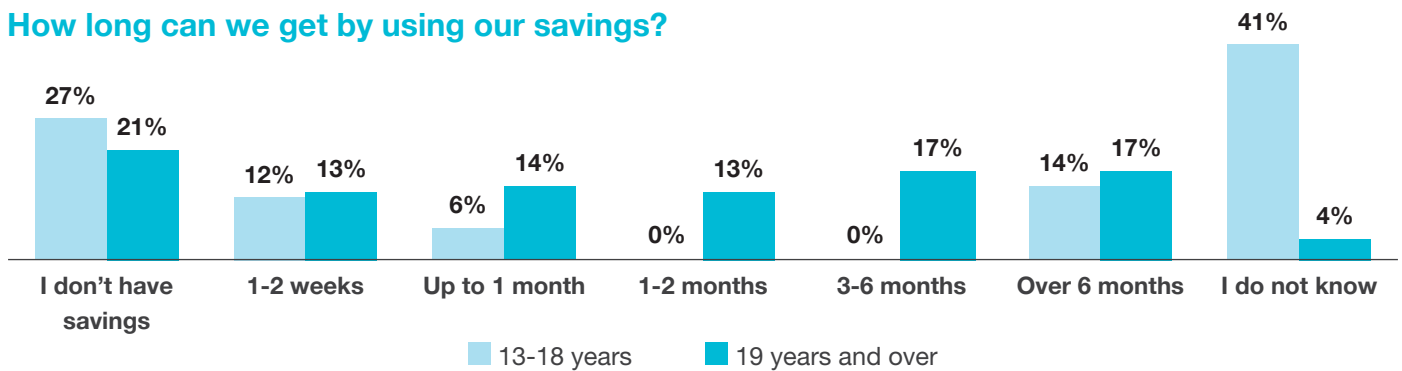
1. HS5. Which of the following best describes who you live with? If you don't live alone please select all that apply. n=1,828.

He aha ā tātou whiwhinga pūtea ā-whare, ā, e hāngai ana ki ngā matea?
What are our household incomes, and do they meet our needs?

How does our household income meet everyday needs?



How long can we get by using our savings?



Note: The responses have been separated in these age groups for display purposes only. Further information can be found in the dashboards.

What have we learnt?*

- Parents and caregivers surveyed appear to be struggling financially more so than Tauranga overall. 54% of Parents and caregivers have 'nowhere near enough', 'not enough' or 'just enough' household income to meet their everyday needs, compared to 47% for Tauranga.
- Those aged between 13-24 years struggle financially the greatest, with 58% reporting they have 'just enough' income to meet their everyday needs.
- Overall, 21% of Parents and caregivers do not have savings for a change of circumstance or in case of emergency, with 48% of those over 19 years having savings to last them more than one month.
- 83% of Parents and caregivers worry about how much money their household has at least 'sometimes'.
- Survey participants aged between 25-44 years worry the most about their household's financial wellbeing (85%).

NOTES:

- HS9. Thinking about how well your household income meets your everyday needs (including accommodation, food, clothing) – money wise would you say you have... n=1,822
- HS10. If you were to have a change in circumstances that affected your income (car breakdown, school camps, loss of job) how long would you be able to get by using your savings or passive income? n=1,827
- HS12. Do you worry about how much money your household has? n=1,826

* 'Don't know' responses were excluded from HS12 for more accurate data presentation.

** We combined responses for 'nowhere near enough' and 'not enough' to identify at risk communities that might struggle more than others.

Me pēhea e whakaheke ai i ngā nama?
How do we keep our expenses down?*

What are the most common ways people keep their expenses down?

- Spend less on hobbies and entertainment than you would like (46% do this 'often' or 'all the time')
- Go without/cut back on trips to the shops/ other local places (36% do this 'often' or 'all the time')
- Put off buying clothing/footwear for as long as possible (32% do this 'often' or 'all the time')

What are people not wanting to compromise to keep expenses down?

- **Children participating in school activities**
Not go on school trips/sent your children on school trips (5% do this 'often' or 'all the time')
- **Buying food**
Gone without groceries to help keep expenses down (6% do this 'often' or 'all the time')
- **Paying the bills**
Not paid or put off paying bills (including rent, mortgage, power, school expenses, car related cost) (7% do this 'often' or 'all the time')



What have we learnt?

- 1 6% of Parents and caregivers indicated that they 'often' or 'all the time' go without groceries to help keep expenses down, compared with 5% for Tauranga overall.

NOTES:

1. HS11. In the last 12 months have you done any of the following? n=1,824
* 'Don't know' responses were excluded for more accurate data presentation.

Oranga hapori

Social wellbeing



Photo credit: Hunter Studios

Social wellbeing – what is most important?

Feeling connected to friends, family and wider community is integral to social wellbeing.

This study has shown that 35% of Parents and caregivers surveyed feel lonely at least some of the time.

In the last four weeks, 9% of those surveyed 'never' or 'rarely' have contact with relatives or friends who they don't live with.

The most common reasons for having less contact with family and friends are:

- Distance from family and friends
- Cost of travel is too high
- Too busy
- Friends and family not being available

37% of Parents and caregiver respondents aged between 25-44 years feel lonely all, most or some of the time.

Local event attendance

Local events are a way in which the community can come together.

The main reasons for lack of attendance among those surveyed include:

- Not interested in the types of events
- Events are too expensive to attend
- Too tired or can't be bothered to attend
- Not aware of the events



There is a strong desire in the wider Tauranga community for more events such as music, festivals and concerts. One in five are also eager for more sporting events, while others mentioned a need for more family-friendly activities and cultural events.

Moving around the city

Driving a car, truck or van is the most common way people move around the city, whether it be to school, work or generally getting around.

Walking or jogging is the second most common way for those who responded to the survey to get around the city, with 50% reporting this as their preferred transportation method.

To get to work or school, nearly one in five Parents and caregivers will use a bicycle/e-bike to get there and a similar proportion will walk or run, or use a public or school bus.

Key household issues

Financial pressure is the greatest issue affecting households for Parents and caregivers, with almost half of the respondents reporting financial pressures.

Mental wellbeing is the second largest issue, with one in four households affected.

Health is also high on the list of household issues. One in five households reported that their household is affected.

Financial issues affect 53% of Parents and caregivers aged between 25-44 years.

87%

of children are attending school regularly.

Schooling

The main reasons others are not attending are due to education elsewhere, or not being eligible to attend:

- Child is too young to attend
- Home schooled/correspondence
- Have left/finished school

LGBTQIA+

A small proportion (5%) of Parents and caregivers reported that they have children who identify as part of the Rainbow takatāpui/LGBTQIA+ community, with one in ten being unsure.

Less than one in five (17%) of those surveyed know about the relevant resources, information or support for them or their children.

Kei te pēhea koe? Te mokemoke me te whanaungatanga
How are we feeling? Loneliness and connection

35% of Parents and caregivers surveyed feel lonely 'all', 'most' or 'some' of the time.

This is slightly lower when compared with 36% for Tauranga overall.

Who is most at risk?

Parents and caregivers aged between 25-44 years are most at risk of loneliness. 37% feel lonely 'all', 'most' or 'some' of the time. The proportion of those aged between 45-64 years feeling lonely is only slightly lower at 31%.

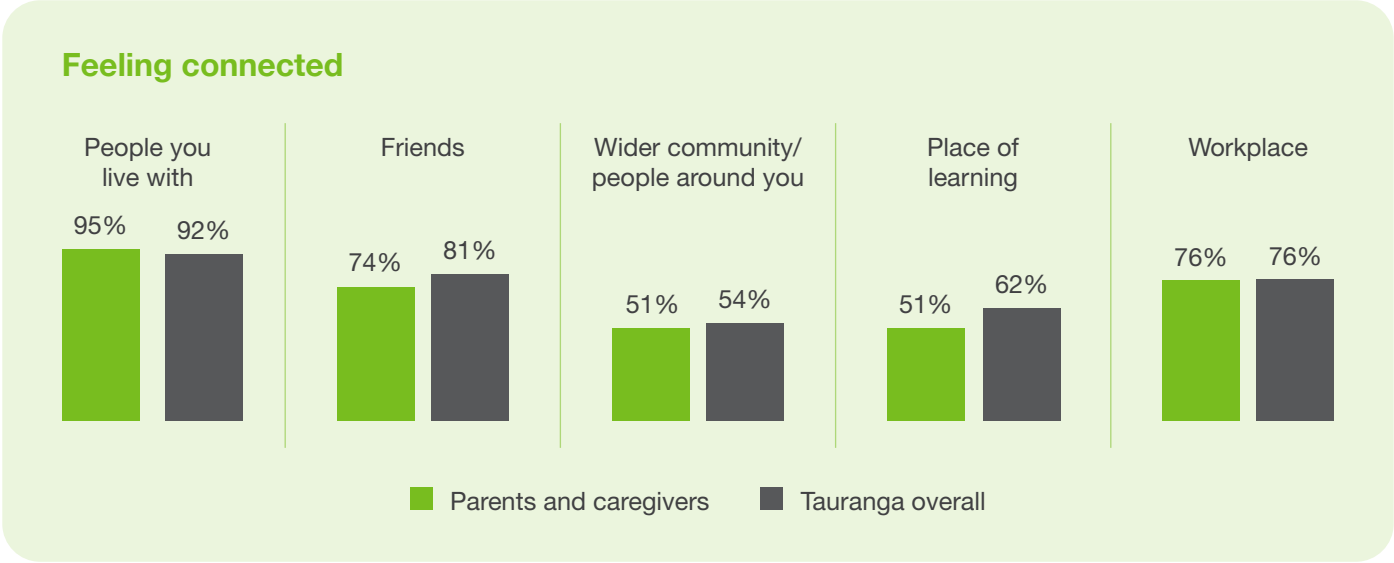
Having contact with family & friends

In the last four weeks, 9% of those surveyed 'never' or 'rarely' had contact with relatives or friends who they don't live with.

Most common reasons for having less contact with family and friends

Distance	34%
Too busy	30%
Cost	28%
They aren't available	13%

Some of the other reasons for not having contact with family and friends include them not being available, not having a transport options, not having access to internet or phone, poor health, losing contact and limitations/restrictions due to COVID-19.

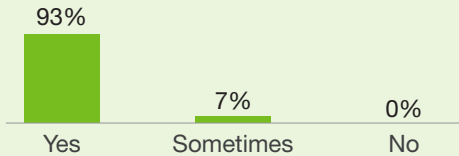


NOTES:
 1. SW1. In the last four weeks, how often have you felt lonely? n=1,811
 2. SW2. In the last four weeks, how often have you had contact with relatives or friends who don't live with you? n=1,825
 3. SW3. What makes it hard to have contact with family or friends who don't live with you? Please select all that apply. n=1,772
 4. SW4. How well-connected do you feel with... n=1,821
 * 'Don't know' responses were excluded for more accurate data presentation.

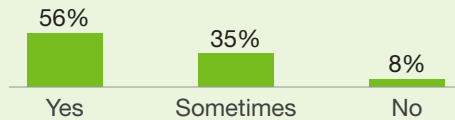
How do we feel about our life and where we live?

In my life...

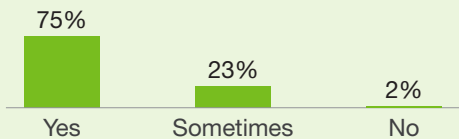
I can make decisions for myself



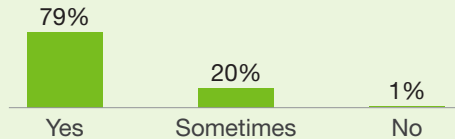
I feel fit and healthy



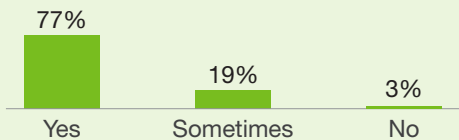
I feel respected and loved



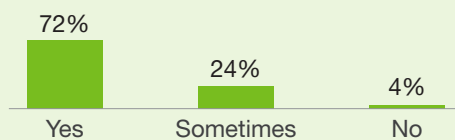
I have a good life



I am proud of who I am

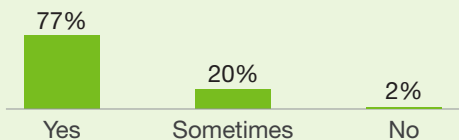


I am proud of my culture

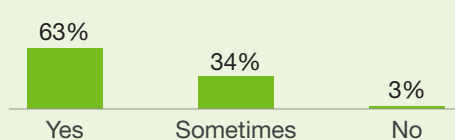


Where I live...

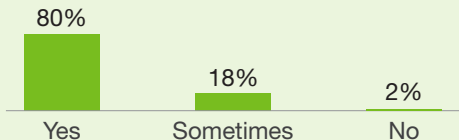
People will help me



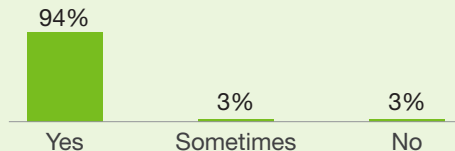
We live in a fun environment



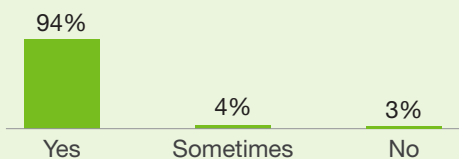
We spend time together



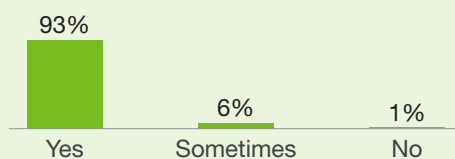
Everyone has their own bed



People would notice if I didn't come home



People are accepted and included



NOTES:

1. SW5. In my life... n=1,832

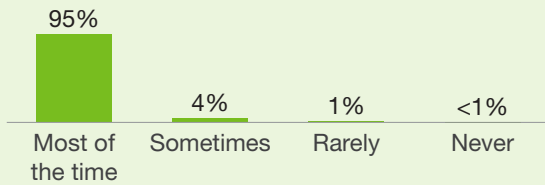
2. SW6. Where I live...n=1,821

* 'Don't know' responses were excluded for more accurate data presentation.

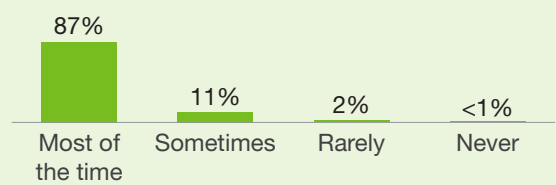
* You may notice that a set of percentages don't add up to exactly 100%. This is an expected result of rounding to the nearest whole number.

He aha ō tātou wheakoranga?
What are our experiences?

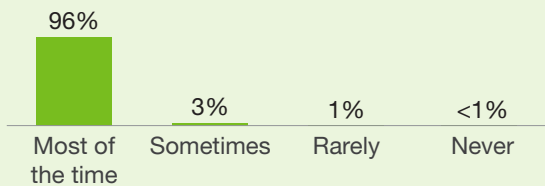
I can support my child(ren)'s wellbeing



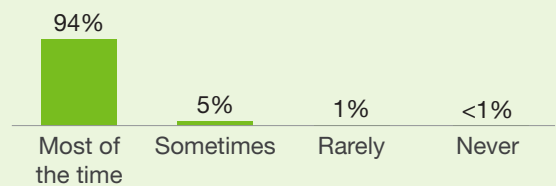
I have quality time with my child(ren)



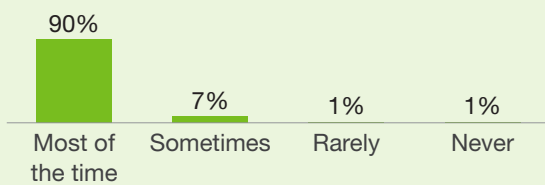
I know where my child(ren) are at all times



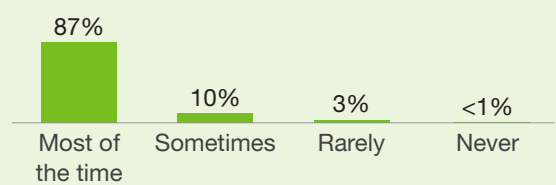
I have a good time with my child(ren) and we enjoy each other's company



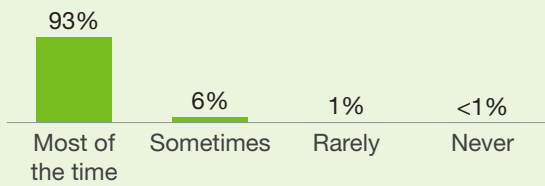
My child(ren) are safe and happy at school



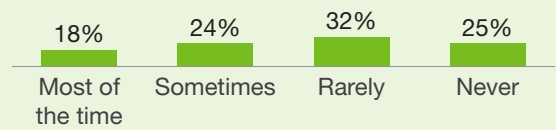
I can support my child(ren)'s learning at home



I feel like I have good communication with my child(ren)



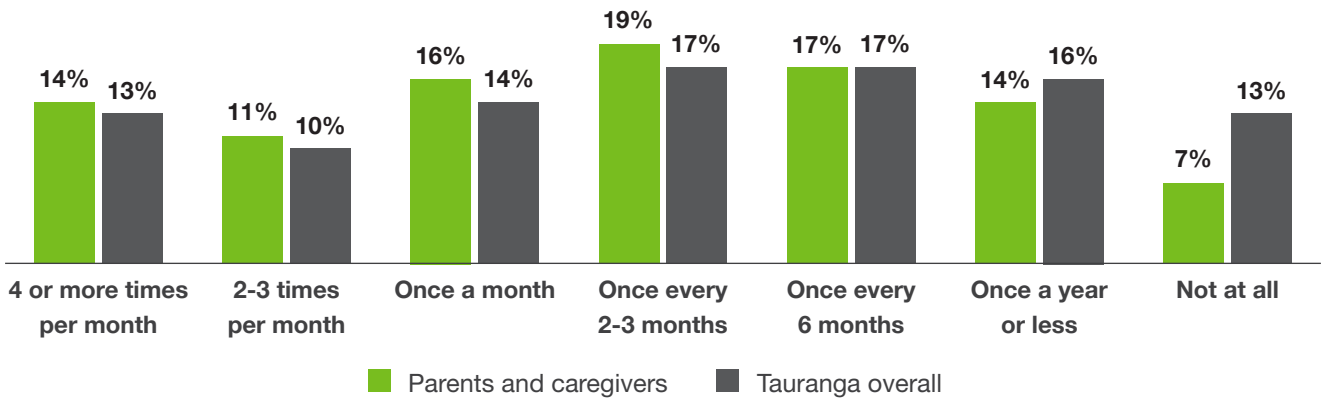
I have concerns about my child(ren) integrating into society



NOTES:

- 1. PS3. Based on your experience as a parent how would you rate the following statements? n=1,763
- * 'Don't know' responses were excluded for more accurate data presentation.
- * You may notice that a set of percentages don't add up to exactly 100%. This is an expected result of rounding to the nearest whole number.

Kei te haere ki ngā tākUNETANGA tūmatanui? He aha ngā tākUNETANGA e hiahiatia ana ki Tauranga?
Are we attending community events? What events would we like in Tauranga?



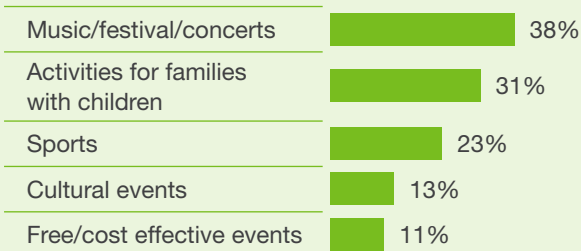
What are the barriers?

- 1 For Tauranga wide respondents, the most common reason for not attending is the types of events on offer (48%), however, Parents and caregivers surveyed say that it's too expensive to attend (50%).
- 2 The second most common barrier is that the events are not of interest to them (43%).
- 3 A further 34% of Parents and caregivers stated that they are too tired/can't be bothered to attend events, whereas 32% cited the lack of advertising as a barrier.

What are the events that respondents would like to attend?

A total of 1,073 respondents left a comment with suggestions regarding the events they would like to see in Tauranga. Their suggestions are important, as one of the the most common reasons for not attending the current types of events is due to their lack of appeal.

Desired events



NOTES:

1. SW7. On average, how often do you attend and/or participate in events in your community, such as festivals, concerts, sports events? n=1,777, n=719 mentioned barriers.

2. SW9. What kinds of events would you like to see more of in your community? n=1,073 left a comment.

* Percentages represent the survey respondents who indicated they attended events and excluded the response "Don't know".

What are the key issues affecting our community?

What have we learnt?

- 1** 29% of Parents and caregivers surveyed indicated that there are no issues affecting their household. This is significantly lower when compared with 42% Tauranga wide.
- 2** 71% of those surveyed indicated that there are one or more issues affecting their household.

Close to half of the Parents and caregivers surveyed (49%) reported having financial pressures. With the current economic situation and increasing cost of living, it is not surprising to see financial issues ranking highly.

Financial issues affect 53% of Parents and caregivers aged between 25-44 years.
- 3** Mental wellbeing is the second largest issue that was mentioned by survey participants, with one in four households affected (25%).

Those aged between 45-64 years had the highest proportion indicating mental health was an issue for them (29%).
- 4** Health is the third most important issue, with close to one in five (18%) households affected.
- 5** Other issues mentioned include education (15%), food (13%), employment (11%), housing (10%), access to support services (8%) and isolation/lack of understanding (6%).

“

Traffic congestion digging into personal life before and after work. Young family logistics, unable to bike my children to daycare, therefore stuck in the car for a long period of time.

Relationship breakup.

Feeling unsafe in community and increased crime.

The level of crime and unacceptable social behavior in the wider community.

Roaming dogs in the neighbourhood along with intimidating members of our community left to do as they please.

War and dictatorship in my country.

”

NOTES:

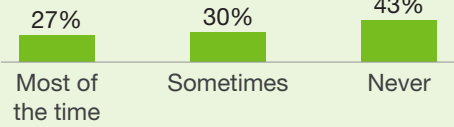
1. SW10. What are the key issues affecting your household? Please select all that apply. n=1,804

* 'Don't know' responses were excluded for more accurate data presentation.

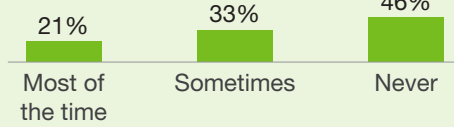
What are we concerned about?

Concerns we have for our children

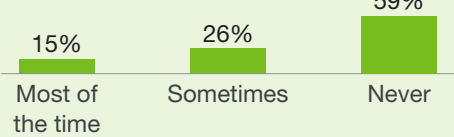
Their education



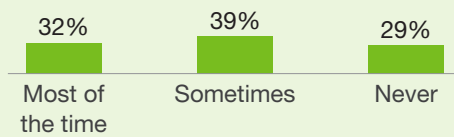
Their mental health



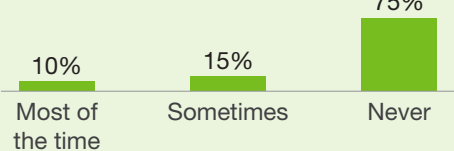
Their physical health



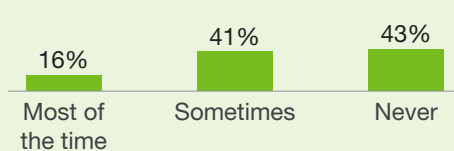
Their safety online



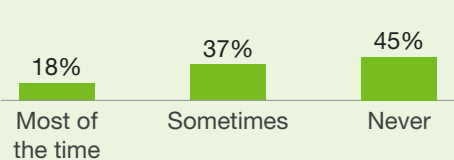
Their cultural identity



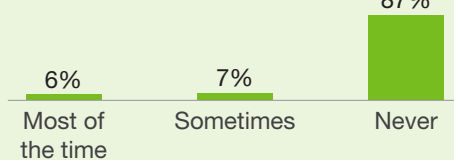
Their safety in the community



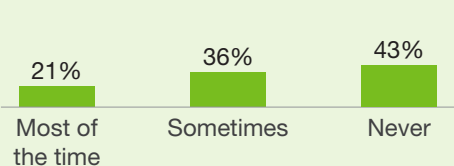
Their emotional health



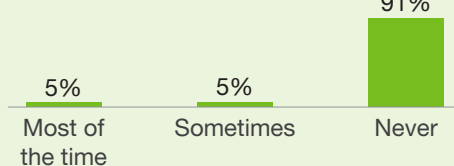
Their safety in their home



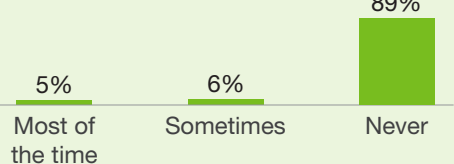
Them being bullied



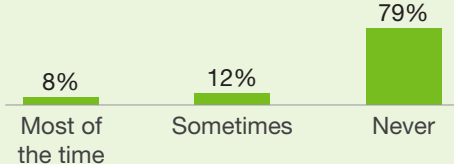
Their gender identity



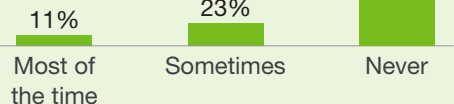
Their sexual orientation



Their drug/alcohol/vaping/smoking



Their relationships



NOTES:

1. PS5. Do you have any concerns about any of the following for any of your dependent children? n=1,732

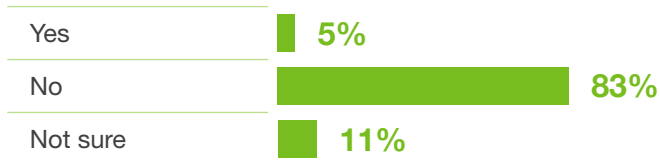
* 'Don't know' responses were excluded for more accurate data presentation.

* You may notice that a set of percentages don't add up to exactly 100%. This is an expected result of rounding to the nearest whole number.

Ka pēhea ngā tamariki i te ranga āniwaniwa?
What about our children in the Rainbow community?

We asked parents and caregivers...

Do they have children who identify as part of the Rainbow takatāpui/LGBTQIA+ community?



Do you know about local takatāpui/LGBTQIA+ resources, information or support for you and/or your children?



What have we learnt?

1 Parents and caregivers surveyed aged between 45-64 years were the most likely to say 'yes' when asked if they have children who identify as part of the Rainbow takatāpui/LGBTQIA+ community (8%).

2 When asked about about 'local takatāpui/LGBTQIA+ resources, information or support for you and/or your children', Parents and caregivers aged 25-44 years were the least knowledgeable when it comes to these resources (37% stating 'no').



Photo credit: Loni Thompson

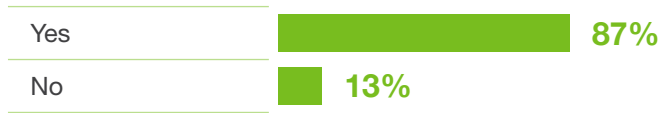
NOTES:

1. PS6. Do you have children who identify as part of the Rainbow takatāpui/LGBTQIA+ community? n=1,745
2. PS7. Do you know about local takatāpui/LGBTQIA+ resources, information or support for you and/or your children? n=1,743

Ka haere ā tātou tamariki ki te kura?
Are our children attending school?

We asked parents and caregivers...

Are your children regularly attending school?



For those who are not regularly attending school, the reasons provided were:

- Child is too young to attend (70%)
- Homeschooled/correspondence (6%)
- Have left/finished school (5%)
- Health/disability issues (3%)
- Anxiety/mental health challenges (3%)
- Teacher strikes (3%)
- Bullying (3%)
- They are working (2%)
- Cost/cost of living (1%)

What have we learnt?

1 Close to nine in ten (87%) Parents and caregivers have children who are regularly attending school.

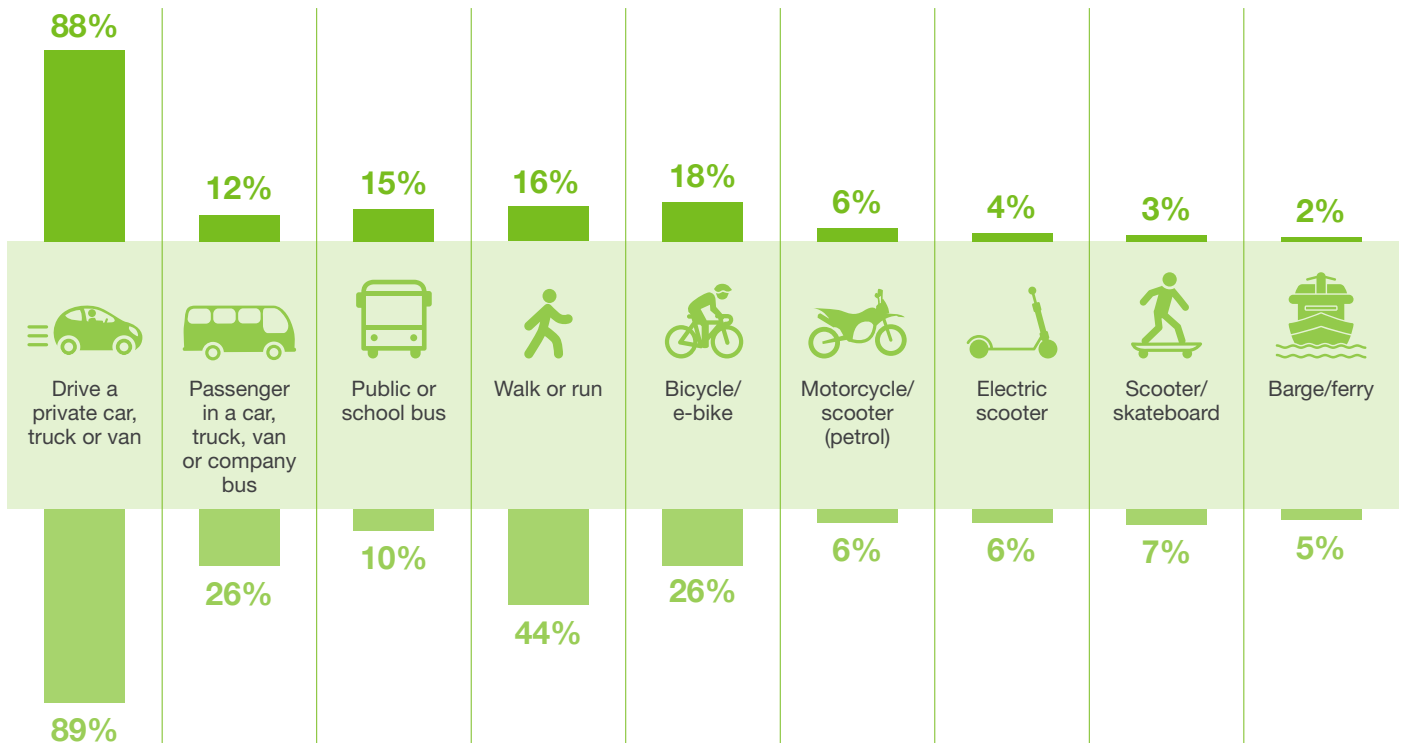
2 The main reason that children are not attending school is because they are too young to attend (70%). Other notable reasons are that they are 'homeschooled/correspondence' (6%) or 'have left/finished school' (5%).

NOTES:

1. PS8. Are your children regularly attending school? n=1742
2. PS8. No (please tell us why): n=216

Mā hea tātou nekeneke haere ai?
How do we move around?

✓ **Transport to place of learning/work**



^ **Getting around the city**

What have we learnt?

- 1 The most popular way for Parents and caregivers to commute to school or work is driving a car, a truck or a van (88%).
- 2 Less than 2 in 10 use public transport to commute to school or work, or to get around the city. However, 44% are walking or jogging to get around the city.
- 3 Less than 2% of respondents selected 'other' which includes wheelchairs and mobility scooters.

NOTES:

1. SW13. What mode(s) of transport do you usually use to get? Please select all that apply. Getting around the city n=1,623; Transport to school/work n=1,599.
 * 'Don't know' responses were excluded for more accurate data presentation.

E whakaataata ana a Tauranga i te ahurea me te tuku ihotanga?

Does Tauranga reflect a strong sense of culture and heritage?

In events



25%

believe that events **do** reflect a strong sense of culture and heritage 'most of the time' and 'absolutely'.

13% of respondents **do not** think that the events in the city reflect a strong sense of culture and heritage.

In buildings

13%

of survey participants believe that buildings **do** reflect a strong sense of culture and heritage 'most of the time' and 'absolutely'.

26% of survey participants **do not** think that the buildings in the city reflect a strong sense of culture and heritage.

In public spaces



22%

believe that public spaces **do** reflect a strong sense of culture and heritage 'most of the time' and 'absolutely'.

14% of those surveyed **do not** think that the public spaces in the city reflect a strong sense of culture and heritage.

NOTES:

1. SW14. Do you think Tauranga reflects a strong sense of culture and heritage? n=1,786.
 2. SW15. What types of arts and culture do you want to see more of in Tauranga? n=890 left a comment
- * 'Don't know' responses were excluded for more accurate data presentation.

As a city overall

19%

believe that the city overall **does** reflect a strong sense of culture and heritage 'most of the time' and 'absolutely'.

17% **do not** believe that Tauranga reflects a strong sense of culture and heritage.

Arts and culture that people want to see more of in Tauranga

- 1 Māori art and culture (21%)
- 2 Museums (15%)
- 3 Multicultural/Pasifika/European (13%)

61%

believe that the city is 'fairly welcoming', 'welcoming' or 'very welcoming'.

“

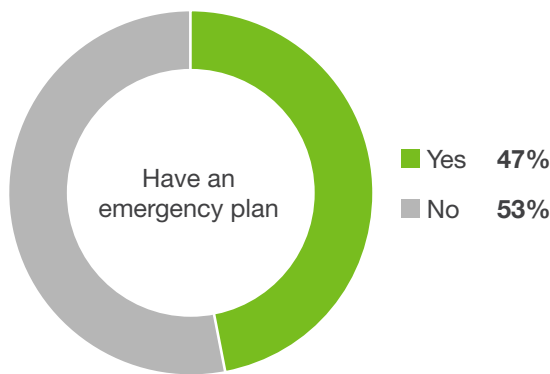
Ethnic art, food shows, drama, comedy shows, talk shows, STEM project type of events and more sports at an international level.

The history of the location, name or people. Current and old information or statues and plaques for example. The Ferguson infographics are so old and hard to read, would be good to have them updated and more engaging for children to get them involved.

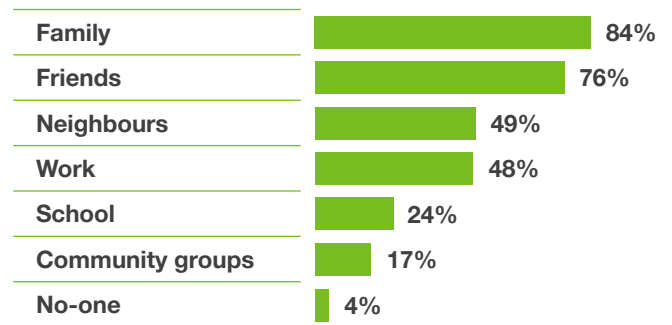
”

Kua rite tātou ki tētahi aituā Whakamaru Ohotata? Are we ready for a Civil Defence emergency?

After several severe weather events affecting the region and the country over the past year, many people now have a better understanding of emergency services, their importance, their role and their availability. However, it is also important to be ready and prepared in case civil defence emergencies occur.



Support networks in an emergency



What have we learnt?

1 47% of Parents and caregivers surveyed have an emergency plan, which is slightly lower than 50% for Tauranga overall.

2 When we asked about support networks, most survey participants will turn to family (84%), friends (76%) and neighbours (49%) for help in case of emergency.

However, 4% of parents and caregivers have selected that they have no-one.



NOTES:

- EM1. Do you/your family have an emergency plan? n=1,815
- EM2. If there was an emergency, what support networks do you have available to you? Please select all that apply. n=1,799

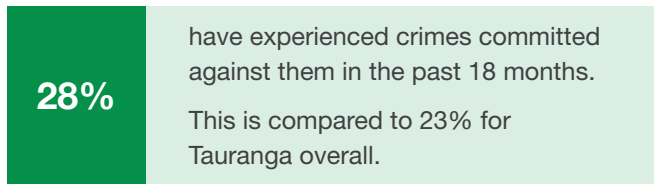
Haumarutanga

Safety



Photo credit: Jamie Troughton

Crime in Tauranga



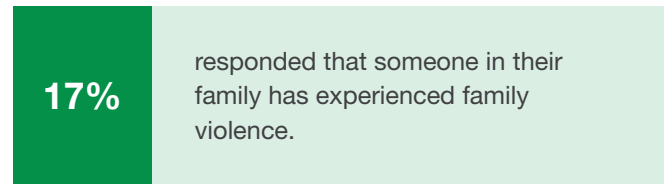
Survey participants indicated that the City Centre/ downtown Tauranga area is the most unsafe place, with 58% feeling unsafe here during the night and 28% feeling unsafe during the day.

Mental health (31%), racism (26%) and discrimination (24%) are the issues that most Parents and caregivers are extremely concerned about.

Alcohol, nicotine and drug consumption

- 84% of Parents and caregivers surveyed consume alcohol, which is greater than 77% for Tauranga overall.
- One in ten survey participants smoke tobacco (10%) and cannabis (11%).

Family violence

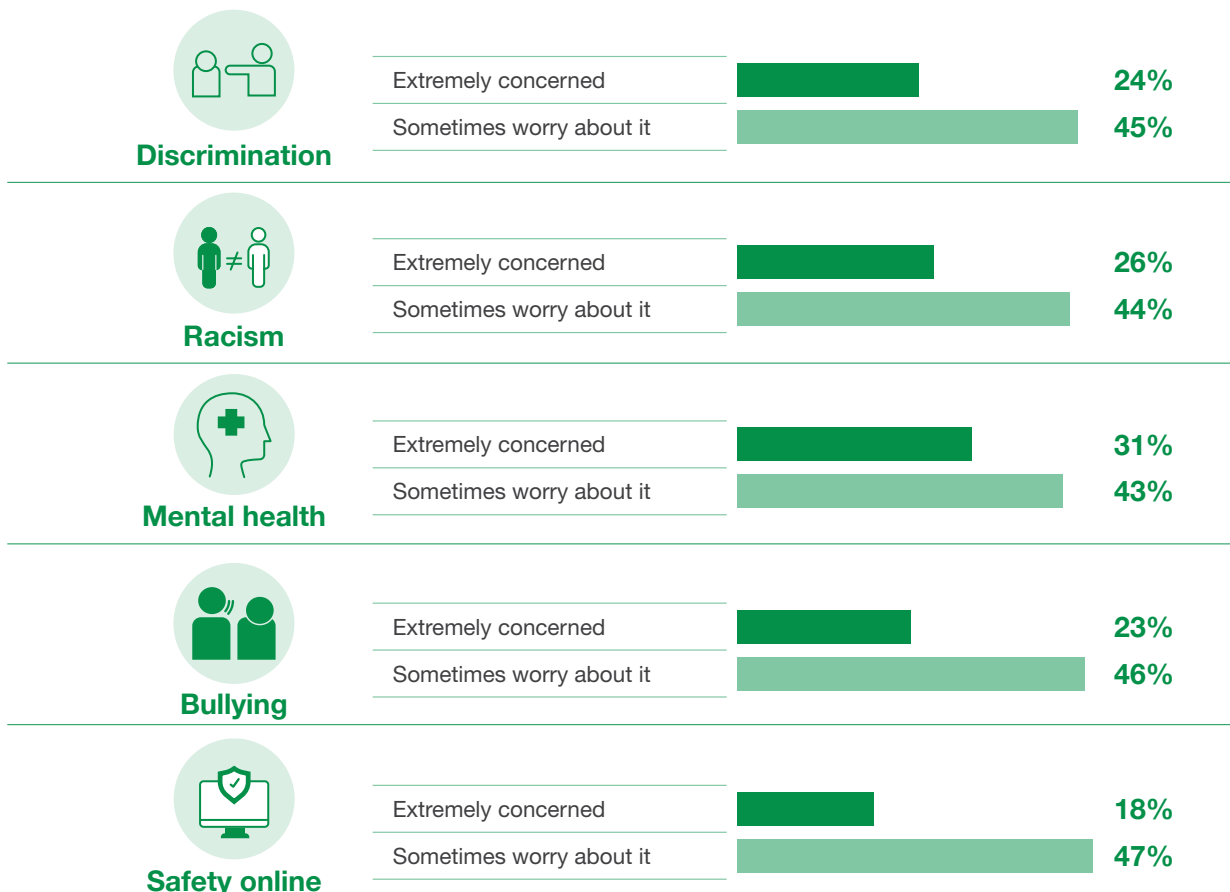


The most reported instances of family violence, occurring to the respondent or someone close to them, in this study are:

- Verbal abuse/arguments (92%)
- Domestic violence (88%)
- Intimate partner harm (78%)
- Sexual assault (77%)
- Child abuse/neglect (75%)
- Harm from a carer/support worker (48%)

Support to enable victims to come forward and seek help is required. While 56% of survey participants reported family violence, 53% of those affected had sought help.

What are we concerned about?

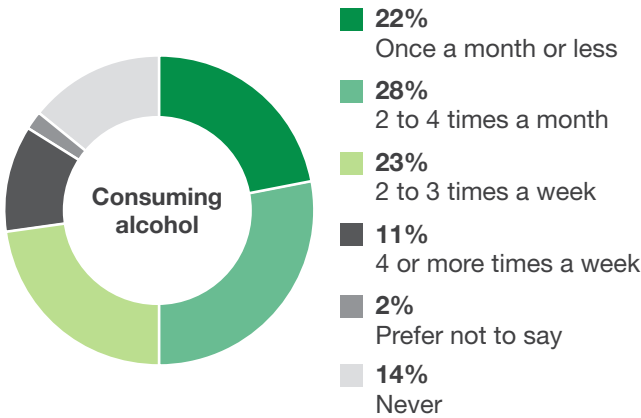


NOTES:
 1. SAF10. Please let us know if any of the following are a concern for you...n 1,743

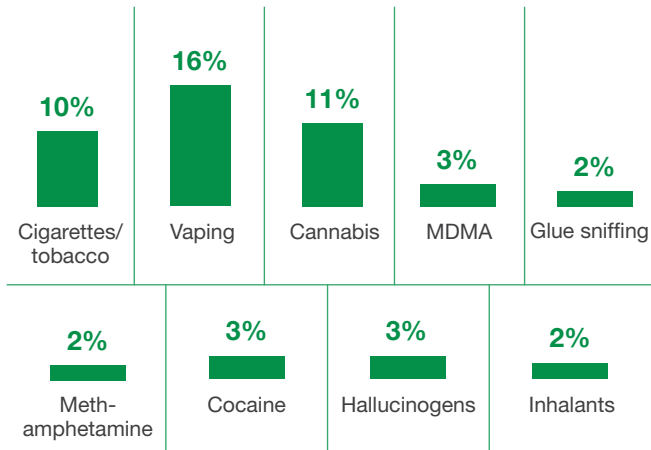
Me aha i te taihara, i te waipiro, i te kai pūroi hoki?
What about crime, alcohol and drug consumption?

28%
 of survey participants
 have had crimes
 committed against
 them

Theft	12%
Verbal abuse	10%
Vandalism	7%
Harassment	6%
Assault	3%



Nicotine and drug consumption**



What have we learnt?

- 1 23% of respondents Tauranga wide experienced crime compared to 28% of the Parents and caregivers surveyed, who indicated that they have been the victim of a crime in the last 18 months.
- 2 84% of those surveyed consume alcohol. 34% of Parents and caregivers indicated that they drink alcohol more than once a week, which is the same proportion reported for Tauranga respondents overall.
- 3 One in ten survey participants smoke tobacco (10%) and cannabis (11%).
- 4 Over three in ten of those who responded (32%) do not feel that there are any barriers in accessing support services for alcohol or drug addiction. 15% of survey participants have indicated that the 'shortage of support services/availability/wait lists too long' is the greatest barrier to accessing support services.

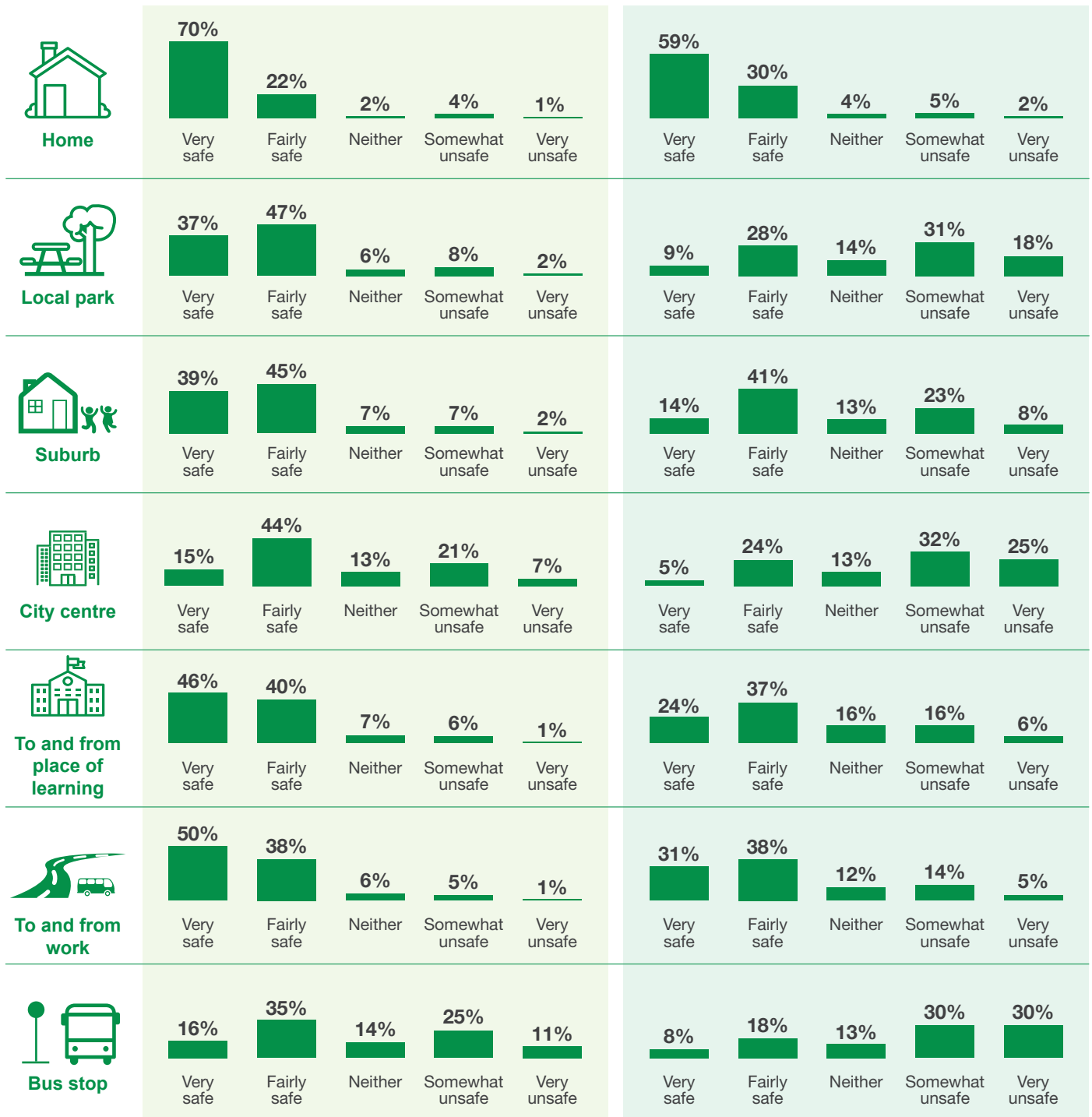
NOTES:
 1. SAF1. In the last 18 months, have you been the victim of a crime? n= 1,804.
 2. SAF5. How often do you have a drink containing alcohol? By a 'drink' we mean more than a sip. We respect your privacy, and your responses will not be connected with you personally. n=1,775.
 3. SAF6. When was the last time you have used/tried any of the following? We respect your privacy, and your responses will not be connected with you personally. n=1,809.
 4. SAF6A. Do you feel that there are any barriers to accessing support services for drugs/alcohol/smoking? If yes, what are they? n=223
 * You may notice that a set of percentages don't add up to exactly 100%. This is an expected result of rounding to the nearest whole number.
 ** Chart represents combined data for those who have used a certain substance within past 6 months.

He kāinga haumarū a Tauranga? Awatea vs. Pō

How safe is Tauranga? Day vs. night

Feeling safe during the day

Feeling safe during the night



During the day, those surveyed feel the safest in their homes (92%) and when going to and from work (90%).

At night, Parents and caregivers report feel the safest in their homes (88%) and when going to and from work (69%). The city centre and the bus stop are reported as being less safe at night, with 58% and 61% respectively feeling somewhat unsafe and very unsafe.

NOTES:

- SAF2. Overall, how safe do you feel being alone in the following spaces during the day? n=1,817.
 - SAF3. Overall, how safe do you feel being alone in the following spaces during the night? n=1,813.
- * 'Don't know' responses were excluded for more accurate data presentation.

Whakarekerekere whānau – ko wai ka mamaetia?
Family violence – who is likely to be impacted?



■ Yes 17%
■ No 79%
■ Prefer not to say 3%

	Myself	Someone close to me	Prefer not to say
Sexual assault	33%	44%	23%
Intimate partner harm	44%	34%	23%
Child abuse and/or neglect	30%	45%	24%
Domestic violence	46%	42%	11%
Verbal abuse/arguments	58%	34%	8%
Harm from a carer/ support worker	14%	34%	52%

What have we learnt?

- 1 17% of Parents and caregivers responded that someone in their family has experienced family violence. This is slightly higher than 15% for Tauranga overall. 3% of Parents and caregivers indicated they preferred not to answer the question.
- 2 Support to enable victims to come forward and seek help is required. While 56% of Parents and caregivers reported family violence, 53% of those affected had sought help.

It's easy to ask for help

youth services mental health finances employment
 health education food general support
 and more ...

Here to help
 www.heretohelpu.nz
 0800 568 273

NOTES:

1. SAF7A. Has anyone in your family experienced family violence? n=1,817.
2. SAF7. Which of the following have your family experienced? n=355.
3. SAF8. Have you or your immediate family member ever reported to Police any incidents of family violence? n=351.
4. SAF9. Have you or your immediate family member ever sought help from health and social services in relation to family violence? n=352.

Oranga hinengaro

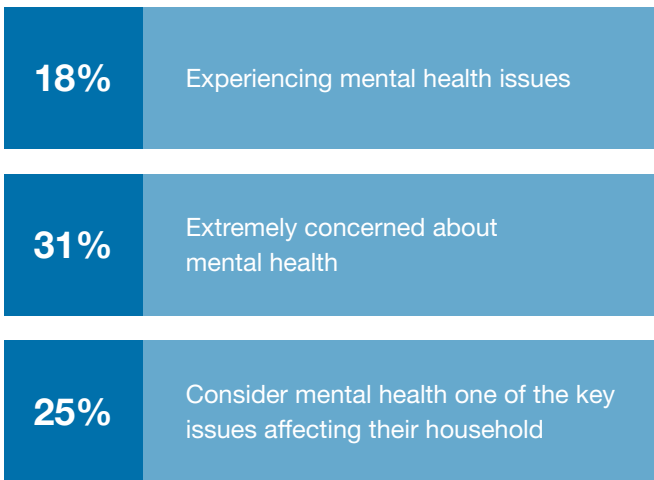
Mental Health



Mental health is a crucial part of wellbeing; however, this is an area in which many people can struggle and may be unable to get the right support.

This study has shown that 17% of survey participants in Tauranga are currently experiencing mental health issues. Parents and caregivers' results are consistent with the citywide population – 18%.

31% of Parents and caregivers surveyed are extremely concerned about this issue, and one quarter (25%) consider it to be an issue affecting their household.



77% of the community have someone to talk to, a support person. However, 19% of the community does not have someone they can turn to in a time of need.

Changes and triggers

Overall, in Tauranga, one quarter of participants have reported that their mental health has improved in the last 12 months. For Parents and caregivers, this proportion is even higher – 30%. However, there is also 17% of this priority group whose mental health has declined

The main triggers for changes in people's mental health (up or down) are:

- Work (24%)
- Financial stress/cost of living (13%)
- Self help/change of mindset/better lifestyle/religion (13%)
- Children (8%)

Barriers

While two in ten survey participants (21%) believe there are no barriers to accessing support services for mental health, others have mentioned:

- Don't have enough money for therapist/not enough affordable services/cost/funding issues (31%)
- Lack of referrals/support to access services/lack of resources or services/difficult to access (26%)
- Wait lists/waiting time/timing (17%)
- Ongoing support availability/lack of qualified staff/lack of follow-up (11%)



NOTES:

1. MH1. Are you currently experiencing mental health issues? n=1,817.
2. MH2. When you need to talk to someone, have you got a support person? n=1,810.
3. MH3. Thinking about now and 12 months ago, how would you describe your mental health? n=1,731.
4. MH4. What has triggered the change? n=644.
5. MH5. Do you feel that there are any barriers to accessing support services for mental health? If yes, what are they? n=774.

Āpitihanga

Appendices



Method

- Quantitative research to ensure that the communities' voice is heard regarding their needs and aspirations.
- Data collection took place from 27 April 2023 to 30 June 2023.
- In total 6,432 responses were collected of which 6,036 were respondents from suburbs within Tauranga. The sample of n=6036 is statistically robust and yields a small margin of error of $\pm 1.24\%$ at the 95% confidence interval.
- Mail-out: An invitation letter, containing an embedded link to the online survey was sent in three waves over the data collection period with a total of 30,000 randomly selected residents from the Electoral Roll. Quotas were applied according to age, ethnicity and suburb to ensure that a representative sample of Tauranga's population was achieved.
- Invitation to participate from partners: On the day of initial mail-out, partners started promoting the research through their websites, social media, media releases and radio advertisements.
- Organisations: Many organisations participated in the data collection. They were critical to reaching the priority groups: People experiencing homelessness, Disabled people (and Carers), Ethnic communities, Youth, Ageing population, Māori, Pacific communities, the Rainbow community, Parents & caregivers and Children.

Analysis

- Post collection, the data was weighted based on Census 2018 to ensure that the results were reflective of Tauranga's population.
- The cross weighting based on age, gender, suburbs and ethnicity was applied. Weighting allows us to look at the people who took part in our research and be able to extrapolate it to all of Tauranga.
- Our margin of error is just $\pm 1.24\%$ at the 95% confidence interval. This report is based on the respondents who identified as Parents and caregivers. Our margin of error for this priority group is $\pm 2.84\%$ at 95% confidence interval.
- Where the report presents data on ethnicity, please note that respondents were able to respond with affiliation to more than one ethnicity. Therefore, the data does not always add up to 100%.
- Responses from people who indicated they do not live in Tauranga were excluded.
- More detailed information on overall data, the geographic communities as well as priority groups is available from separate reports and dashboards (links are provided after 'appendices' section).
- We thought that people might not be able to choose an answer from the suggested options for some of the questions. We added 'Other' throughout the survey so people could tell us exactly what their situation was. Sometimes 'Other' would make up a large proportion of the responses and sometimes it was very small. If you see 'Other' on the charts, we have explained what people have mentioned in there.
- Sometimes 'Other' is a higher proportion than some of the responses and a lot of people wrote similar answers. When this occurred, we included this in the report. If the proportion of responses under "Other" is very small, you will be able to find some details in our footnotes.
- Some additional analysis, including average rent/mortgage/board payment, has been calculated for report insights only and may not be available in the dashboard. If data is required for any particular demographic, and it cannot be found in the main report or a priority report, please contact the Community Development team at Tauranga City Council.

Appendix 2. About the people

TOTAL RESPONDENTS	TAURANGA RESIDENTS
1,834	30%

LENGTH OF TIME LIVED IN TAURANGA	
Less than 1 year	1.8%
1-2 years	5.3%
3-5 years	15.1%
6-10 years	21.3%
More than 10 years	39.0%
I have lived here on and off throughout my life	17.5%

SUBURB	
Mt Maunganui, Omanu	7.1%
Arataki (Bayfair), Matapihi	11.3%
Pāpāmoa Beach, Wairākei (Pāpāmoa East), Te Tumu	20.4%
Kairua, Pāpāmoa Hills (Waitao), Mangatawa	0.6%
Welcome Bay, Hairini, Maungatapu	12.7%
Poike, Oropi, Greerton, Ohauiti	5.6%
Gate Pā, Merivale (Parkvale)	4.7%
Pyes Pā, Omanawa, Tauriko, The Lakes	7.7%
Bethlehem	4.6%
Brookfield, Judea	7.8%
Bellevue, Otūmoetai, Matua	12.3%
Tauranga South, City Centre, Avenues, Sulphur Point	5.2%

GENDER	
Female	51.9%
Male	47.7%
Another gender	0.5%

AGE	
13-18	0.6%
19-24	1.3%
25-34	19.9%
35-44	43.0%
45-54	28.4%
55-64	5.8%
65-79	1.1%
80+	0.1%

AGE OF CHILDREN	
0-4 years	39.1%
5-9 years	42.8%
10-14 years	40.1%
15-18 years	27.5%

ETHNICITY (MULTIPLE CHOICE)	
Pākehā/NZ European	77.5%
Māori	19.4%
African	0.7%
Asian	9.3%
European	3.2%
Latin American	0.4%
Middle Eastern	0.2%
Pacific	3.3%
Other	0.5%

NOTES:

* The numbers represent the unweighted percentages of respondents among Parents and caregivers.

Appendix 2. About the people

EMPLOYMENT STATUS (MULTIPLE CHOICE)

At school/study	4.3%
Government benefit or income support	5.0%
Parental leave	3.3%
Internship	0.2%
Apprenticeship	0.1%
Unemployed	4.8%
Work full-time	58.4%
Work part-time	18.9%
Casual/seasonal worker	2.0%
Self-employed/business owner	18.2%
Collecting interest/dividends/rent/other investments	4.7%
Collecting ACC payments	1.3%
Retired	0.9%
Superannuation/pension	1.0%

NOTES:

* Sample: n=1,834.

* The numbers represent the unweighted percentages of respondents among Parents and caregivers.

You can find more information about individual suburbs by reading the full reports at www.tauranga.govt.nz/vitalupdate2023 or click on the links below:

[Mount Maunganui, Omanu](#)

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

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

[Kairua, Pāpāmoa Hills \(Waitao\)](#)

[Welcome Bay, Hairini, Maungatapu](#)

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

[Gate Pā, Merivale \(Parkvale\)](#)

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

[Bethlehem](#)

[Brookfield, Judea](#)

[Bellevue, Otūmoetai, Matua](#)

[Tauranga South, City Centre, Avenues, Sulphur Point](#)

You can find more information about our priority groups by reading the full reports at www.tauranga.govt.nz/vitalupdate2023 or click on the links below:

[Rangatahi – Youth \(13-24 years\)](#)

[Taupori pakeke haeretanga – Ageing population \(65+ years\)](#)

[Tangata whai kaha – Disabled people \(including carers\)](#)

[Māori](#)

[Ngā mātāwaka – Ethnic communities](#)

[Hāpori nui ā-Kiwa – Pacific communities](#)

[Ranga Āniwaniwa – Rainbow community](#)

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

[Ngā mātua me ngā kaitiaki – Parents & caregivers](#)

[Rangahau Oranga Tamariki – Child Wellbeing Survey](#)

The full Vital Update - Tauranga report is available here:

[Pūrongo Matua - Main report](#)

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

Acorn Foundation: info@acornfoundation.org.nz

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

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

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WhakahouTaketake
VitalUpdate
TAURANGA
2023

