

# WhakahouTake VitalUpdate

TAURANGA

# 2023

Rangatahi | Youth



Photo credit: University of Waikato



## 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.

This research would not have been completed without the following groups:

- Te Ratonga Poumanaaki
- Graham Dingle Foundation
- Tauranga Boys' College
- Tauranga Girls' College

Thanks to their help, 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 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.*



Photo credit: Nikora Smith

## 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.

Youth are 26% of the population within Tauranga and 100% of our future. It is important to hear from young people within our community, as their voices are not always captured in a significant way through traditional research processes. We want Tauranga to be an inclusive city that involves, values and acknowledges youth. This will create benefits not only for our Youth, but for the whole community.

Youth are incredibly diverse and have rapidly evolving needs & aspirations. Understanding their broader perspective on the current and future state of Tauranga is incredibly useful to guide action and investment that reflects their needs and priorities. Therefore, this set of data & insights can inform more in-depth, genuine and mana-enhancing engagements with young people, ensuring they have involvement and influence over decisions that will affect them now and into the future. We received 1,360 responses from young people aged 13-24 years.

The data and insights captured in this report only show some of the information provided by these communities. The dashboards on [www.tauranga.govt.nz/vitalupdate2023](http://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

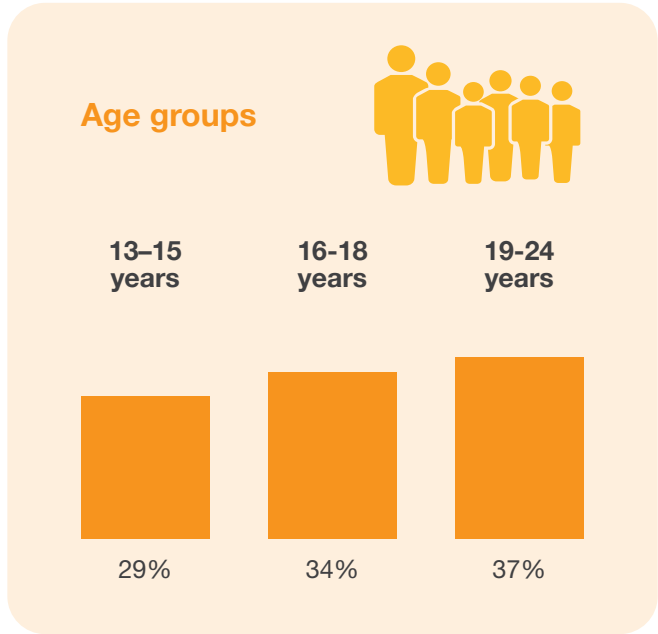
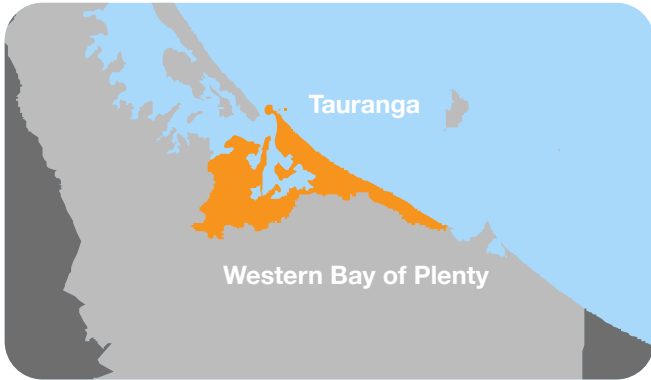


Photo credit: University of Waikato

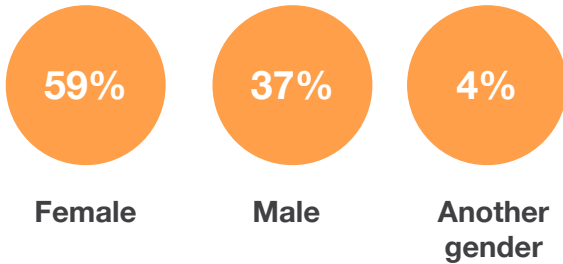
# Who responded to the survey?

## Snapshot of Youth

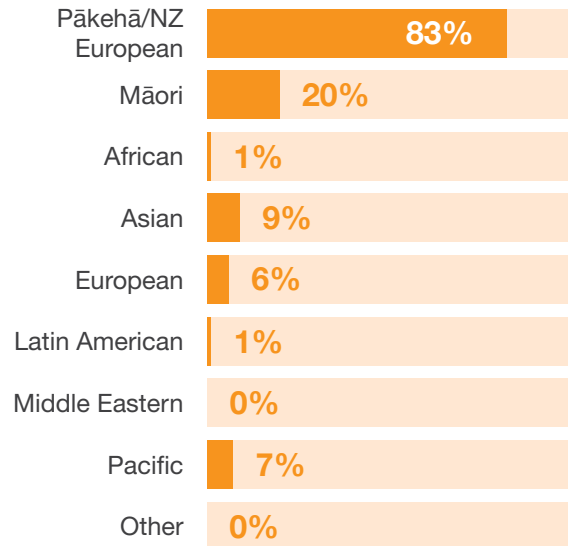
This page represents the demographics of the 1,113 respondents who are aged between 13 and 24 years.



### Gender



### Ethnicity



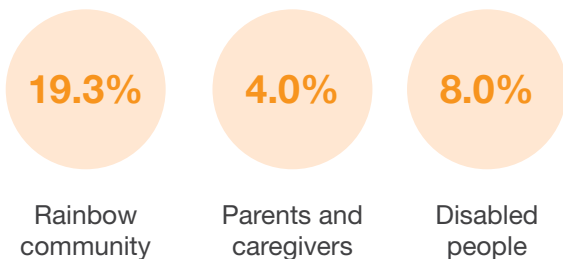
### Unemployment rate



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

13%

### Within Youth respondents\*\*



304 out of 1,113 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=1,113.

\* 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 Youth.

Wawatanga o Tauranga Whānui

# Aspirations for Tauranga



Photo credit: Jamie Troughton



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

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

Priorities for Youth remain consistent with what we saw for all Tauranga residents:



‘Less traffic congestion/better roading infrastructure/less roadworks’ (**28%** for Youth and **35%** for Tauranga overall).



‘Revitalised CBD/better CBD/shops/restaurants/bars’ (**10%** for Youth and **14%** for Tauranga overall).



‘Better public transport/more transport options’ (**9%** for Youth and **9%** for Tauranga overall).

Other ideas included:

- More activities/events/entertainment (14%)
- Reduced crime/drugs/gangs (8%)
- Inclusivity/attitudes/less racism (6%)

## What else?

15% of those aged between 13-15 years would like to see a reduction in crime/drugs/gangs, compared with 6% for those aged between 16-18 years and 5% for those aged between 18-24 years.

### NOTES:

1. AS2. If you could change one thing about Tauranga, what would it be? And why? n=659 left a comment.

“

Monitor vaping around buses and bus stops. Second-hand smoke is a thing and teens that don't want to vape are affected by it.

More entertainment, since things I can do with my friends are very limited.

Less discrimination towards minorities.

How conservative it is. It limits many communities including Māori, Rainbow and many others.

Cheaper rent. Why? So, we can actually have a life and not struggle to make ends meet.

The lack of parking. No one wants to visit the City Centre, its so run down with like three shops, no good shops and now no parking.

More awareness around mental health and the LGBTQ+ community. And having more events about it.

Better public transport, accessibility and better events and expansion on tourism.

”

## What is Tauranga missing when compared to other cities?

“

A tram or light rail down Cameron Road that is separate from other traffic to be efficient. Alternatively, routes to key locations that are reserved for cyclists/walkers/public transport that do not cross-over with vehicular traffic.

More diversity, like food and entertainment.

More support for young people who may not have support from their families and causing other issues because of it. Such as ram-raiding, stealing and break-ins.

The Christchurch rebuilds of inner-city spaces are beautiful, with heaps of green spaces, art installations and shopping areas that are designed to be explored on foot.

Get more street art! It improves the vibe and gives people a sense of accomplishment for the artists. Taupō has a lot of street art around town and it's so cool seeing all of that.

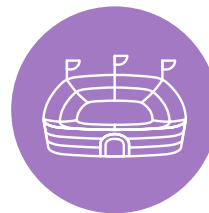
”

We asked if there was anything that you had seen in another city that Tauranga should have. A total of 590 people have shared their opinions with us.

Some of the most common ideas included:



Stadium/theme park/aquarium/large events **(20%)**



Better/improved public transportation (buses, trains, trams etc) **(17%)**



Green spaces/parks **(9%)**

Other ideas included:

- Better/improved roading infrastructure/traffic (8%)
- Thriving/busy CBD (8%)
- Shops/shopping centres/dining (6%)
- More public activities/facilities (6%)
- Museum/theatre/arts centre (4%)

### What else?

23% of those aged between 13-18 years have mentioned 'stadium/theme park/aquarium/large events', compared with 14% for those aged between 19-24 years.

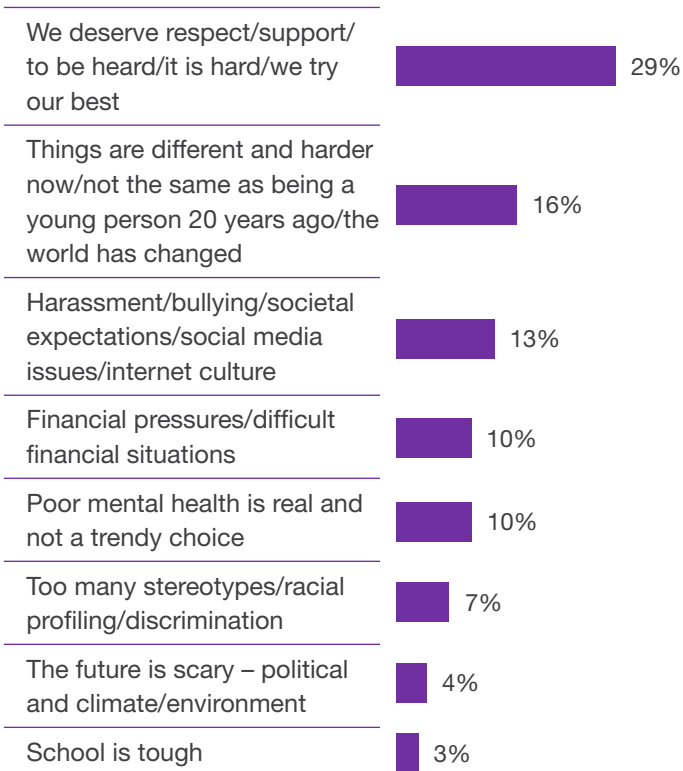
#### NOTES:

1. AS3. Have you seen something in another city that you think Tauranga should have? n=590 left a comment.

## What is it like being a young person in 2023?

We asked our Youth, what was the one thing that they wanted those over 24 years to understand about being a young person in 2023. A total of 684 participants aged 24 years and under have shared their opinions.

Most common answers included:



### What else?

22% of those aged between 19-24 years have mentioned financial pressures, compared with 2% for those aged between 13-15 years and 4% for those aged between 16-18 years.

NOTES:

1. Y9. What is one thing you wish people over 24 understood about being a young person in 2023? n=684 left a comment.



He aha te oranga pai?  
**What is a good life?**

It means nothing, a good life doesn't always mean great things are going to happen.

Feeling like you belong somewhere, a place where you know you will be safe no matter what, and having a sense of who you are, and an open-minded outlook on things in this life.

Being able to enjoy my life by trying new experiences and travelling without any financial issues dragging me down.

Being in touch with my culture and having adequate opportunities to expand and explore in my Māoritanga.

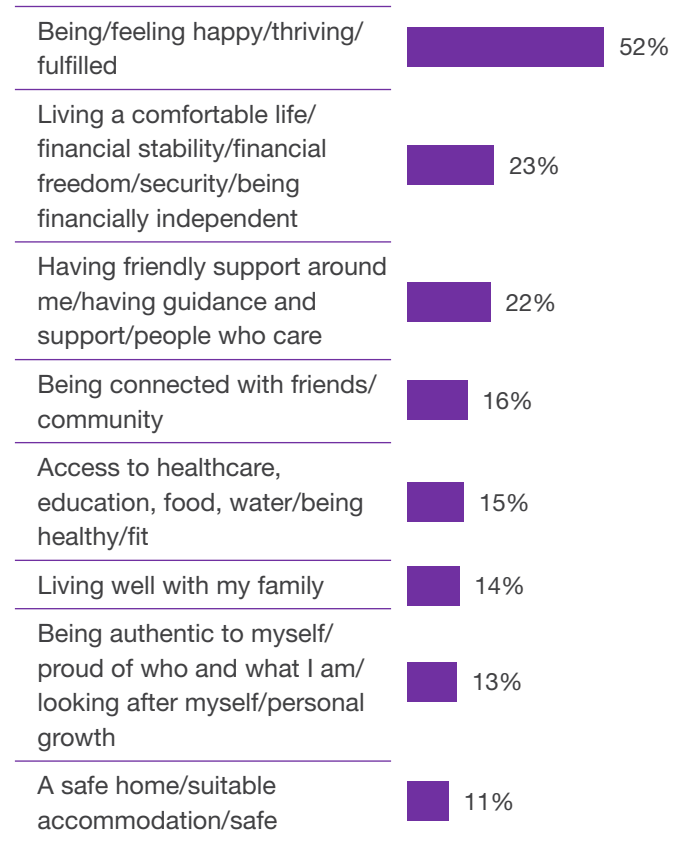
People who support me, feeling safe at school and having good friends.

It means to have more than just needs met. To be comfortable and happy in the way you are living. A good life means you are able to be yourself and be respected and celebrated whilst doing it.

Achieving my goals, which include leaving New Zealand, travelling often and having a good job.

We asked our Youth what did they consider a good life to be. A total of 817 participants aged 24 years and under have shared their opinions.

Most common answers included:



**What else?**

20% of those aged between 19-24 years have mentioned 'access to healthcare, education, food, water/being healthy/fit', compared with 13% for those aged between 13-15 years and 12% for those aged between 16-18 years.

NOTES:

1. Y1. What does having a good life mean to you? n=817 left a comment.

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.

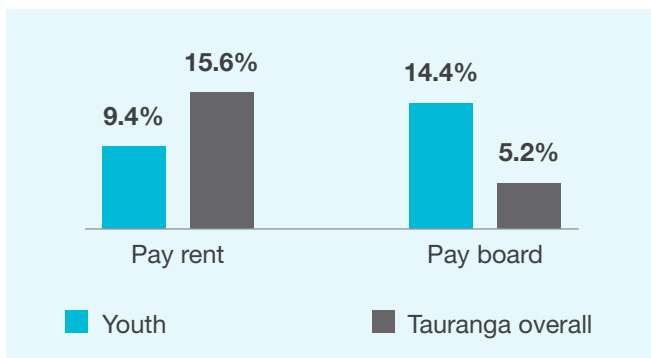
### Homeownership

4.2%

of Youth own a house in Tauranga.

This is compared with 60.8% homeownership in Tauranga overall based on the survey responses. The proportion of homeowners is the highest among those aged between 19-24 years (5.1%) and slightly declines with age reaching 3.8% for those aged 13-18 years.

### Renters and boarders



### Homelessness

The proportion of Youth experiencing homelessness (4.0%) is considerably higher than for Tauranga overall (2.8%).

The likelihood of experiencing homelessness increases with age for youth, with the highest percentage for 19-24 years (7.4%).

### Household incomes

10%

of survey respondents reported having 'nowhere near enough' or 'not enough' household income to meet their everyday needs, compared with 16% for Tauranga overall.

60%

of those surveyed worry about how much their household has at least 'sometimes', those aged 19-24 years being the most concerned (71%).

Youth are considerably less likely to have to keep their expenses down compared to Tauranga overall, so a smaller proportion have go without 'often' or 'all the time'.

For example, while 28% of Youth spend less on hobbies 'often' or 'all the time' for Tauranga as a whole this number reaches 34%.

### What else?

97% of those aged between 13-15 years live with their parents and 68% live with siblings.

We encountered only 11 respondents who are single parents within this priority group (1%).



## What is our housing situation?



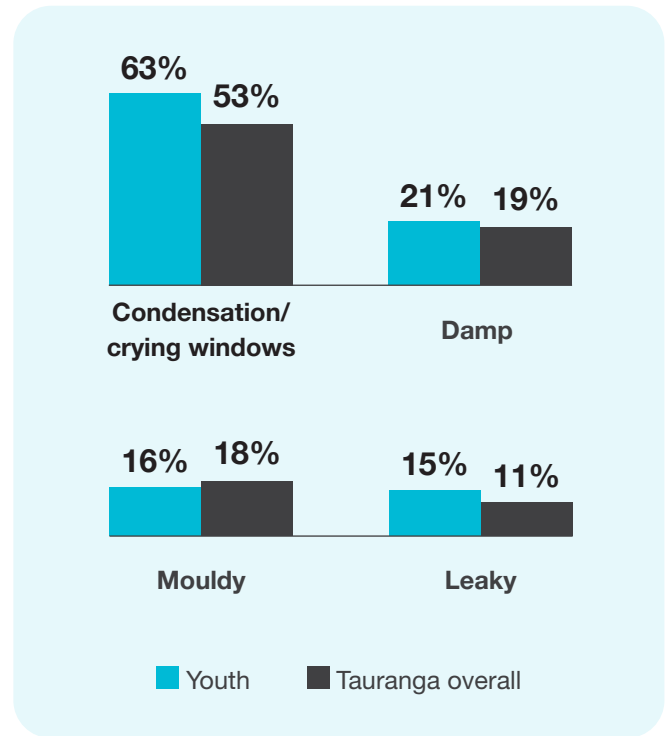
Living in a house, flat, unit or apartment that is stable and/or unassisted housing

Homeless

### What have we learnt?

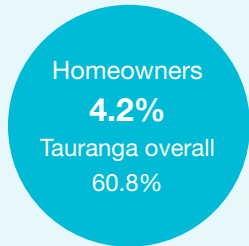
The likelihood of experiencing homelessness increases with age for youth:

- 1.7% for 13-15 years
- 2.2% for 16-18 years
- 7.4% for 19-24 years

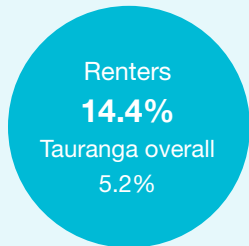


### Amenities

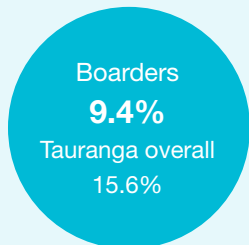
Amenities	% who have access - Youth	% who have access - Tauranga
Toilet	95%	97%
Bath or shower	95%	97%
Fridge	95%	97%
Electricity supply	95%	97%
Cooking facilities	94%	97%
Tap water that is safe to drink	94%	96%
Heating (including heat pump, wood burner, or built-in gas fireplace)	90%	93%
Extractor fan in kitchen	84%	85%
Extractor fan in bathroom	82%	86%
Additional bedroom heaters	60%	66%



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.

NOTES:

1. HS1. What best describes your living situation? Please select all that apply. n=1,113.
2. HS2. If you LIVE in a house, flat, unit or apartment which of the following best describes your current housing situation? n=1,113.
3. Proportion of homeowners, renters, boarders is calculated based on the total number of responses n=1,113.
4. HS3. Please review the statements below regarding the place you are currently living. n=1,095.
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=1,109.

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

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

8%

**Live with partner/  
spouse**

Tauranga overall 62%

84%

**Live with parents**

Tauranga overall 18%

1%

**Live with dependent  
children**

Tauranga overall 26%

50%

**Live with siblings**

Tauranga overall 9%

<1%

**Live with partner and  
children**

Tauranga overall 20%

9%

**Live with flatmates/  
housemates/roommates**

Tauranga overall 1%

1%

**Live with a caregiver  
who is not related to me**

Tauranga overall 1%

1%

**Live alone**

Tauranga overall 9%

6%

**Live with grandparents**

Tauranga overall 1%

1%

**Single parents**

Tauranga overall 5%

### What have we learnt?

1 97% of those aged between 13-15 years live with their parents and 68% live with siblings.

2 21% of those aged between 19-24 years live with their partner/spouse, compared with 1% for those aged between 13-18 years.

3 We encountered only 11 respondents who are single parents within this priority group.

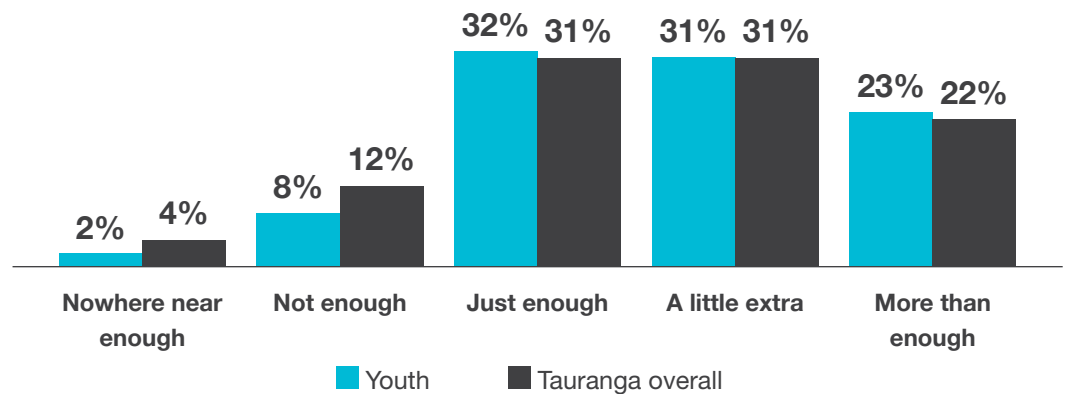
NOTES:

1. HS5. Which of the following best describes who you live with? If you don't live alone please select all that apply. n=1,112.

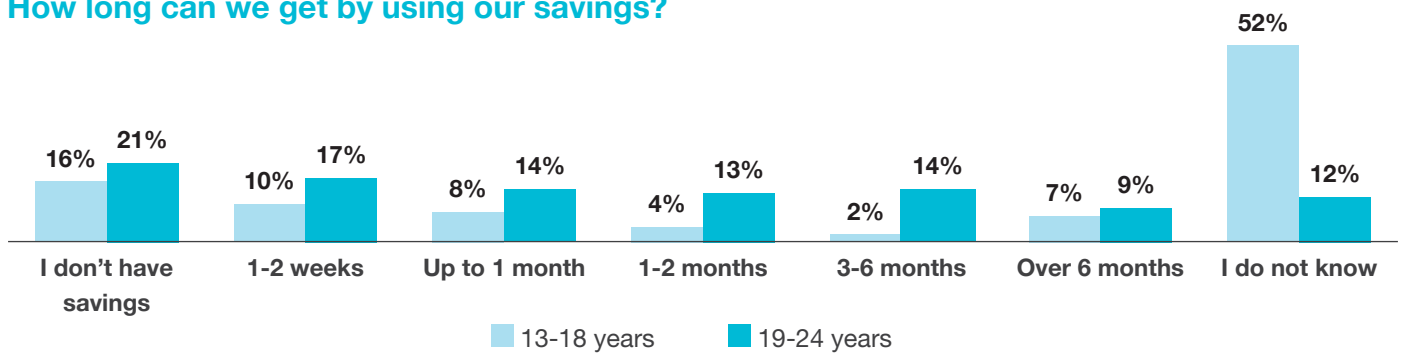


He aha ā tātou whiwhinga pūtea ā-whare, ā, e hāngai ana ki ngā matea?  
**What are our household incomes, and do they meet our needs?**

**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?\***

- 1 The proportion of those who do not have enough income to meet everyday needs is lower for Youth than Tauranga overall (10% compared with 16% overall).
- 2 Older age groups are more likely to struggle financially. While just 5% of those aged 13-15 years do not have enough to meet their everyday needs, this proportion is significantly higher for those aged between 16-18 years (8%) and for those aged between 19-24 years (18%).
- 3 Overall, 18% of Youth do not have savings to fall back on in a change of circumstances or in an emergency.
- 4 60% worry about how much money their household has at least 'sometimes'.
- 5 Survey participants aged between 19-24 years worry the most about their household's financial wellbeing (71%).

NOTES:

1. HS9. Thinking about how well your household income meets your everyday needs (including accommodation, food, clothing) – money wise would you say you have... n=1,109.
2. 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=1,100.
3. HS12. Do you worry about how much money your household has? n=1,108.

\* '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 (28% do this 'often' or 'all the time')
- Put off buying clothing/footwear for as long as possible (26% do this 'often' or 'all the time')
- Go without/cut back on trips to the shops/ other local places (24% do this 'often' or 'all the time')

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

- **Paying the bills**  
Not paid or put off paying bills (including rent, mortgage, power, school expenses, car related cost) (5% do this 'often' or 'all the time')
- **Children participating in activities**  
Not go on school trips/sent your children on school trips (6% do this 'often' or 'all the time')

In addition, a small proportion of Youth using community support:

- **Have accessed community meals and/or food parcels**  
(3% do this 'often' or 'all the time')



**What have we learnt?**

- 1 Youth are considerably less likely to have to keep expenses down, so a smaller proportion compromises 'often' or 'all the time' when compared with Tauranga overall. For example, while 28% of Youth spend less on hobbies 'often' or 'all the time', for Tauranga as a whole this number reaches 34%.

NOTES:

1. HS11. In the last 12 months have you done any of the following? n=1,074.  
\* 'Don't know' responses were excluded for more accurate data presentation.

Oranga hāpori

# Social wellbeing



Photo credit: Jamie Troughton

## Social wellbeing – what is most important?

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

This study has shown that 59% of Youth feel lonely at least some of the time. This is significantly higher when compared with 36% for Tauranga overall.

In the last four weeks, 15% of those surveyed ‘never’ or ‘rarely’ have had 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 (41%)
- Being too busy (36%)
- Cost of travelling being too high (25%)

Those aged between 13-15 years (71%) and those aged between 19-24 years (71%) are most likely to feel lonely.

### Local event attendance

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

**36%**

of Youth attend events once a month or more.

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

- Too tired/too busy
- Types of events
- Too expensive to attend



There is a strong desire in the wider Tauranga community for more events such as music, sports and markets. 41% of Youth would like to see more music/festivals/concerts and a further 22% are interested in sports.

### Moving around the city

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

Walking or jogging is the second most common way for the Youth who responded to the survey to get around the city, with 55% reporting this as their preferred transportation method.

To get to work, 45% respondents will take a public or school bus, and 29% will walk or jog to get there.

### Key household issues

Mental health is the greatest issue affecting Youth, with three in ten of respondents reporting this as the most pressing issue (31%).

Financial pressure is the second largest issue, with 30% of Youth affected.

Health was reported to be an issue for 13% of Youth.

### An accepting and welcoming city

**69%**

of Youth believe that Tauranga is “fairly welcoming” to “very welcoming.”

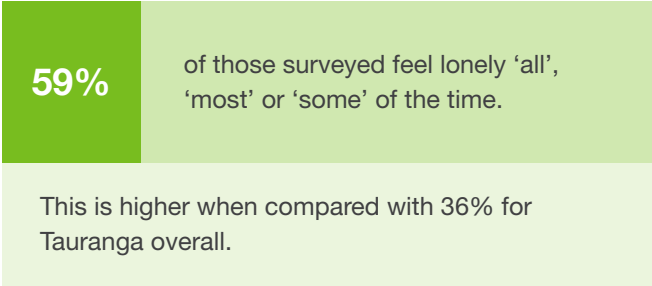
### What else?

98% of our Youth aged 18 or under attend school.

Those aged between 19-24 years believe that they are most ready to be independent, with six in ten mostly and completely having relevant knowledge to be independent.

While 59% of Youth intend to further their studies after secondary school, 12% are planning to do so in Tauranga, with a further 30% who have already decided that they were going to go somewhere else.

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



**Who is most at risk?**

Those aged between 13-15 years (71%) and those aged between 19-24 years (71%) are most likely to feel lonely.

**Having contact with family & friends**

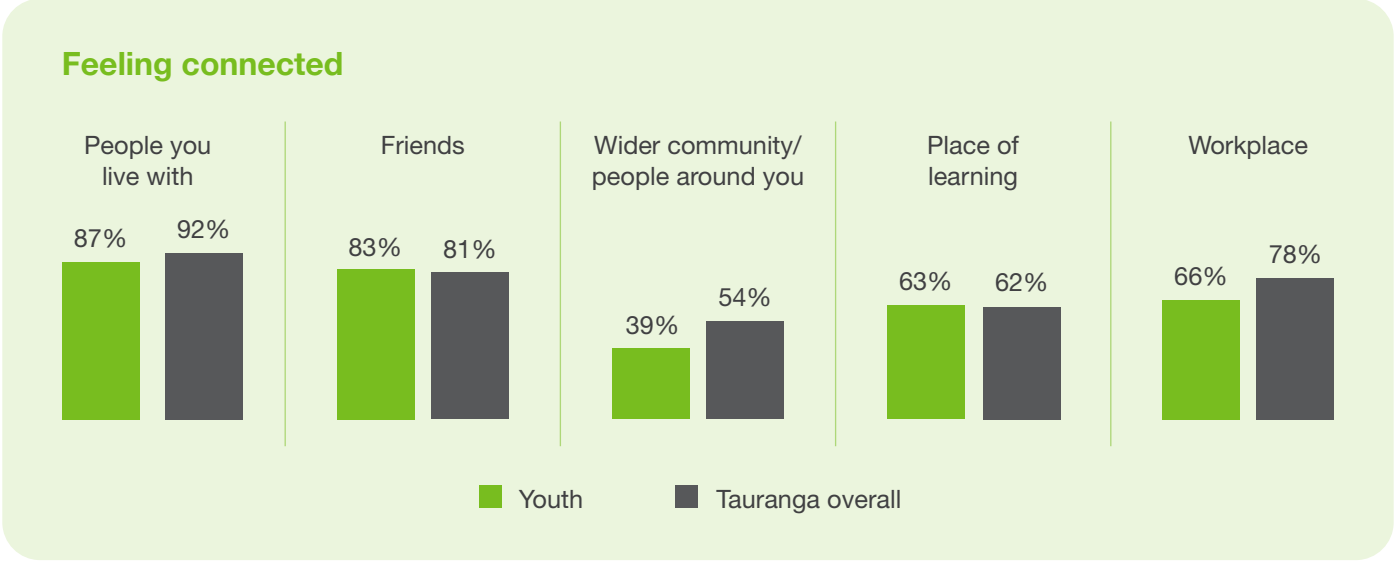
In the last four weeks, 15% of those surveyed 'never' or 'rarely' had contact with relatives or friends who they don't live with.

**Most common reasons for having less contact with family and friends**

Distance	41%
Too busy	36%
Cost	25%

38% said that there is nothing preventing them from having contact with family and friends who don't live with them.

Some of the other reasons for not having contact with family and friends include them not being available, no suitable transport options, losing contact with them, poor health and them not having internet/phone.

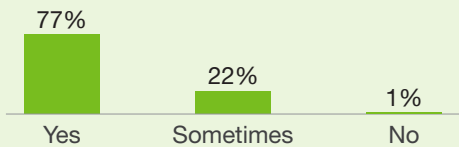


NOTES:  
 1. SW1. In the last four weeks, how often have you felt lonely? n=1,083.  
 2. SW2. In the last four weeks, how often have you had contact with relatives or friends who don't live with you? n=1,095.  
 3. SW3. What makes it hard to have contact with family or friends who don't live with you? Please select all that apply. n=1,030.  
 4. SW4. How well-connected do you feel with... n=1,110.  
 \* 'Don't know' responses were excluded for more accurate data presentation.

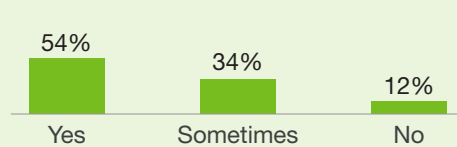
## How do we feel about our life and where we live?

### In my life...

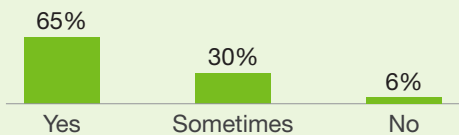
**I can make decisions for myself**



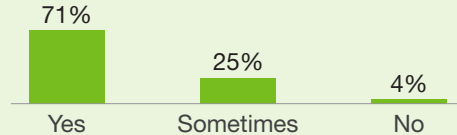
**I feel fit and healthy**



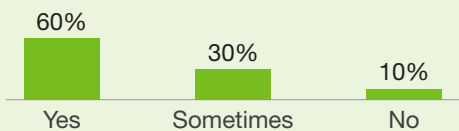
**I feel respected and loved**



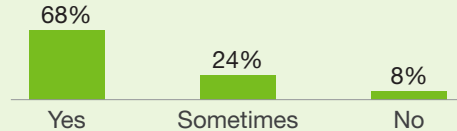
**I have a good life**



**I am proud of who I am**

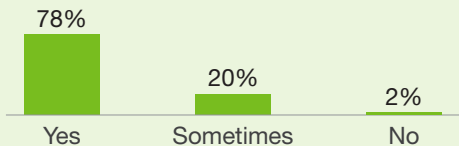


**I am proud of my culture**

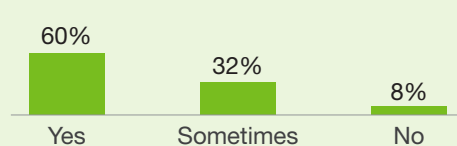


### Where I live...

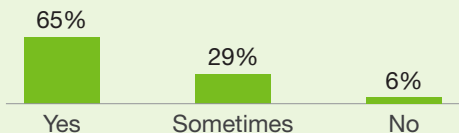
**People will help me**



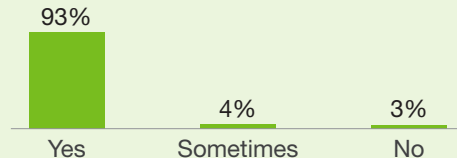
**We live in a fun environment**



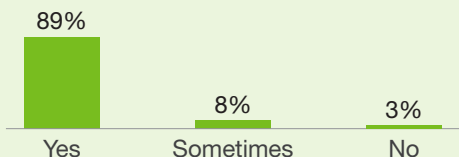
**We spend time together**



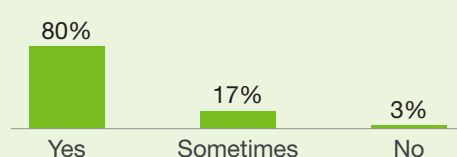
**Everyone has their own bed**



**People would notice if I didn't come home**



**People are accepted and included**



NOTES:

1. SW5. In my life... n=1,110.

2. SW6. Where I live... n=1,098.

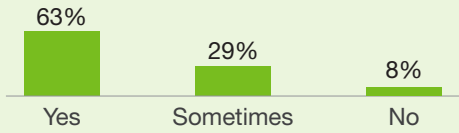
\* 'Don't know' responses were excluded for more accurate data presentation.

\* 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.

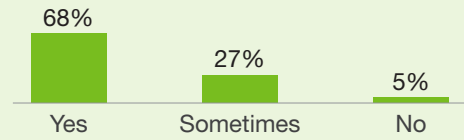
E whai take ana ō tātou reo?  
**Does our voice matter?**

**My voice matters...**

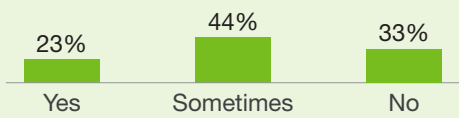
**With my family**



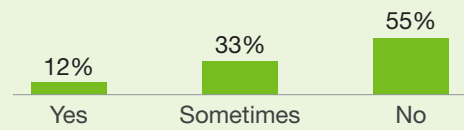
**With friends**



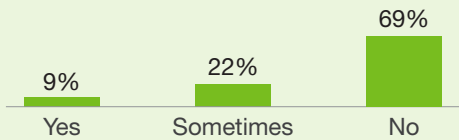
**At school**



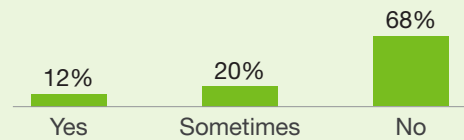
**In the community**



**In Tauranga**



**In the world**



**What have we learnt?**

- 1 Youth feel that their voice matters most with friends (68% believe that they are able to change something) and family (63% believe that they can change something).
- 2 It is interesting to note that more Youth believe that they can change something in the world (12%) than they could change something in Tauranga (9%).
- 3 Across all six areas, those aged between 19-24 years believe that they have significantly more influence to change something than those aged 18 years and under. For example, 18% of those aged between 19-24 years believe that their voice matters and they can change something in the community. This is compared with 8% of those aged between 13-18 years.

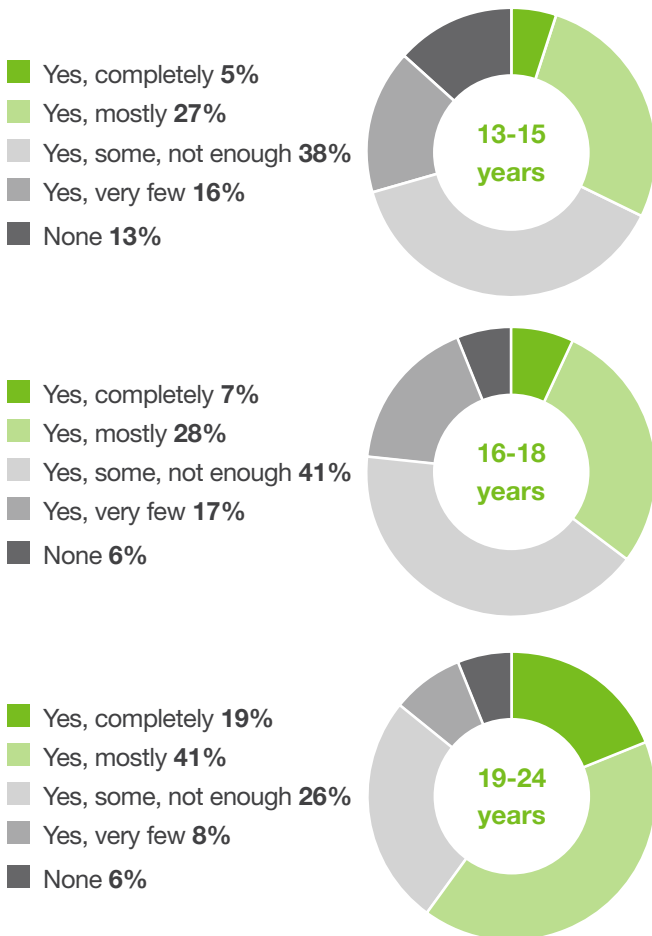
NOTES:

1. Y7. Do you feel that your voice matters? n= 1,031.

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

## What are our future plans?

### Have the relevant knowledge to be independent



### Activities and interests



98%

of survey participants are attending school

2% of survey respondents have mentioned that they were working, had financial reasons, were bullied at school, were too far behind to catch up, had health issues or issues with transportation.

### What have we learnt?

- 1 Those aged between 19-24 years believe that they are most ready to be independent, with six in ten 'mostly' and 'completely' having the relevant knowledge to be independent.
- 2 While 59% of Youth still in education intend to further their studies after secondary school, 12% are planning to do it in Tauranga, with a further 30% who have already decided that they were going to go somewhere else.

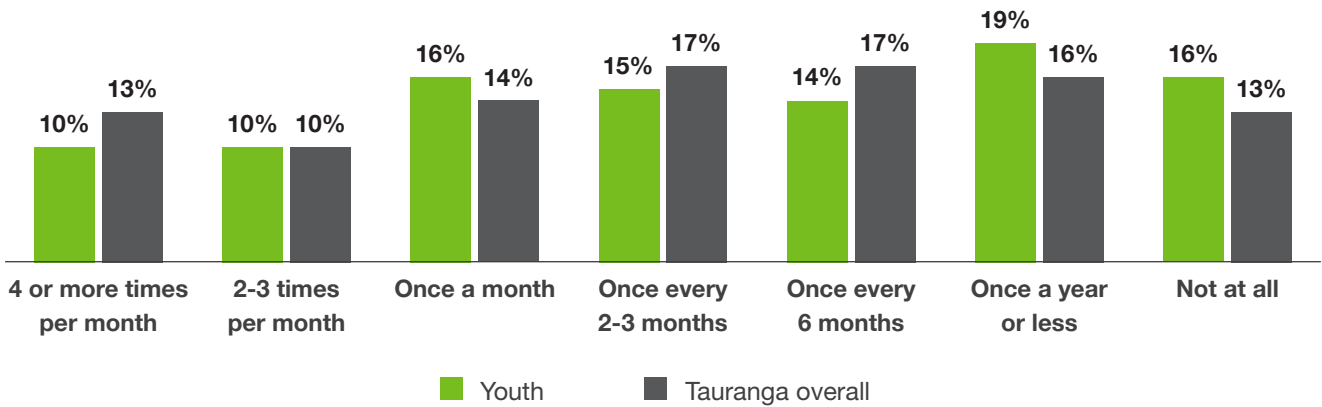
NOTES:

1. Y2. Are you currently attending school or alternate education? n=748 – this question was only asked of those aged 18 years or under.
2. Y3. What activities do you regularly participate in? (including hobbies, sports, music, gaming, culture, clubs and other interests) n=841.
3. Y4. If you are still in secondary school or alternative education, do you intend to further your studies after you have left school? n=991.
4. Y5. Do you intend to further your studies in Tauranga? n=600.
5. Y8. Do you feel you have the relevant knowledge to be independent? (including budgeting, taxes, banking, driver's license, ID, household management, cooking, savings, health, laundry, life skills)? n=1,051.

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

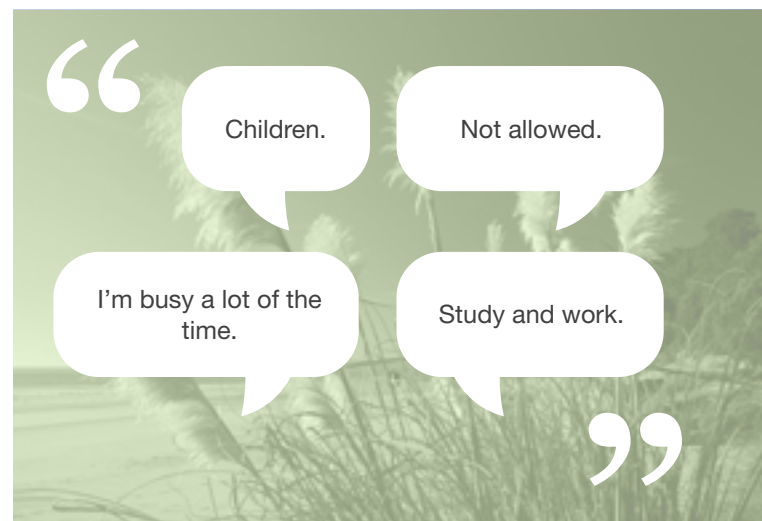


Kei te haere ki ngā tākUNETANGA tūmatanui? He aha ngā tākUNETANGA e hiahiatia ana ki Tauranga?  
**Are we attending community events? What events would we like in Tauranga?**



**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, for Youth, 51% say that they are ‘too tired/too busy’ to attend the events.
- 2 The second most common barrier for Youth is the ‘types of events’ (48%).
- 3 A further 37% have indicated that it’s ‘too expensive’ to attend the events.



**What are the events that respondents would like to attend?**

A total of 554 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 because they are not appealing to some people.

**Desired events**

Music/festival/concerts	41%
Sports	22%
Markets/farmers markets	13%
Cultural events	6%
Food and wine	6%



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=932, n=462 mentioned barriers.

2. SW9. What kinds of events would you like to see more of in your community? n=554 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 44% of Youth surveyed indicated that there are no issues affecting their household. This is consistent when compared with 42% Tauranga wide.
- 2 56% of those surveyed indicated that there are one or more issues affecting their household.  
  
Three in ten respondents who identified as Youth (31%) reported that mental health was one of the issues affecting their household.  
  
Mental health especially affects those aged between 19-24 years (36% compared with 27% for those aged between 13-18 years).
- 3 A similar proportion of our Youth identified financial pressures as one of the issues affecting their household (30%).
- 4 Health is the third most important issue for Tauranga Youth, with 13% of their households affected.
- 5 Other issues mentioned include isolation/ lack of understanding (11%), employment (10%), food (8%) and housing (6%).

“

Drinking problems.

Relationship between parents occasionally.

Violent sibling.

Use of public halls – stress because this might be going away, and my sister and I need it for our club.

Neighbours and road noise/sleep deprivation.

”

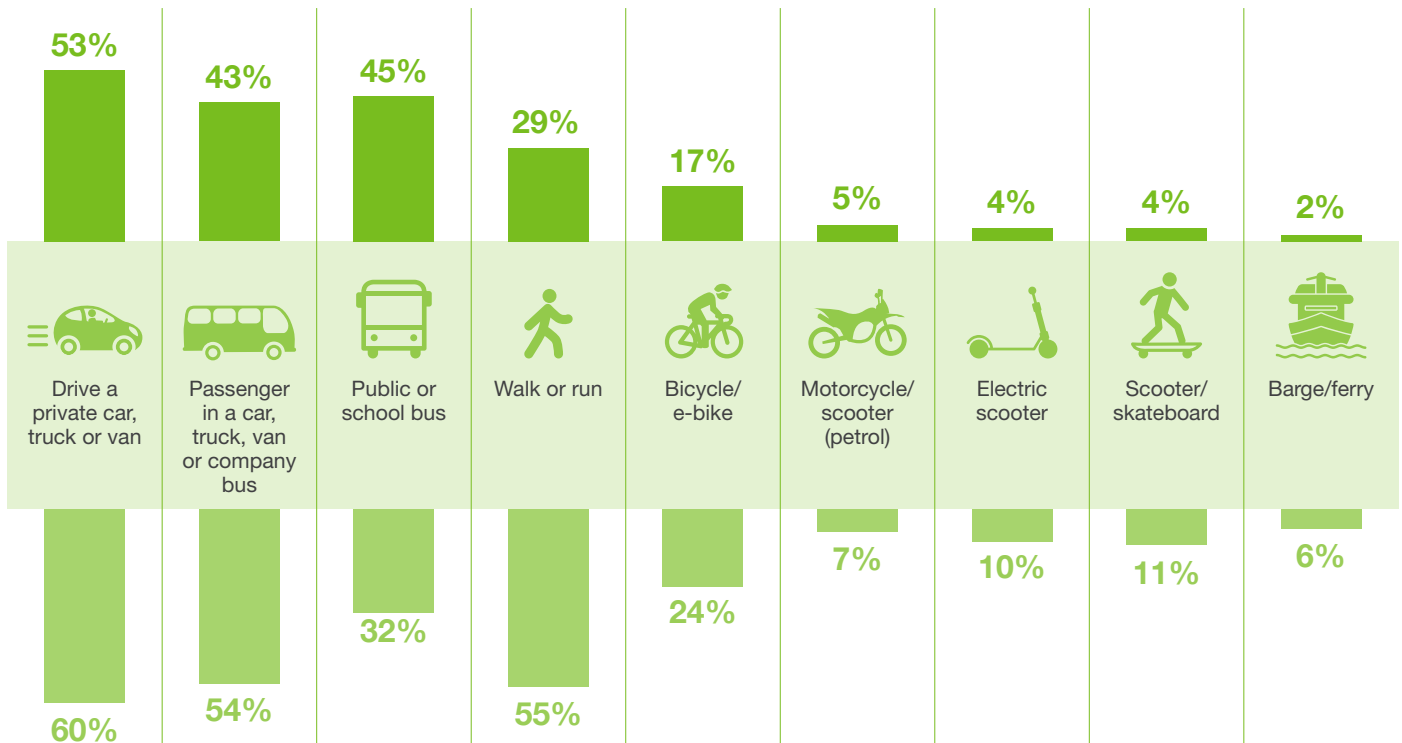
#### NOTES:

1. SW10. What are the key issues affecting your household? Please select all that apply. n=1,059.

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

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 to commute to school or work is driving a car, a truck or a van (53%).
- 2 Almost half of respondents use public transport to commute to school or work (45%) with three in ten (32%) using public transport to get around the city. However, many people (29%) are walking or running to get to work, and particularly to get around the city (55%).
- 3 Considerably more respondents among Youth choose to use public transport to get to school or work (45%) compared to Tauranga overall (19%).
- 4 Less than 1% 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=970; Transport to school/work n=1,044.  
 \* '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



36%

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

7% of youth respondents aged between 13 and 24 years **do not** think that the events in the city reflect a strong sense of culture and heritage.

### In buildings

28%

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

13% of survey participants **do not** think that the buildings in the city reflect a strong sense of culture and heritage.

### In public spaces



35%

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

9% 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=1,005.
  2. SW15. What types of arts and culture do you want to see more of in Tauranga? n=450 left a comment
- \* 'Don't know' responses were excluded for more accurate data presentation.

### As a city overall

31%

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

11% **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 (18%)
- 2 Multicultural/Pasifika/European (14%)
- 3 Music (6%)

“

More bicultural representation. And correct macron placement on signage for example, Otūmoetai.

I think more murals or upkeep the ones we already have. Having artwork fading around the city makes it look sad.

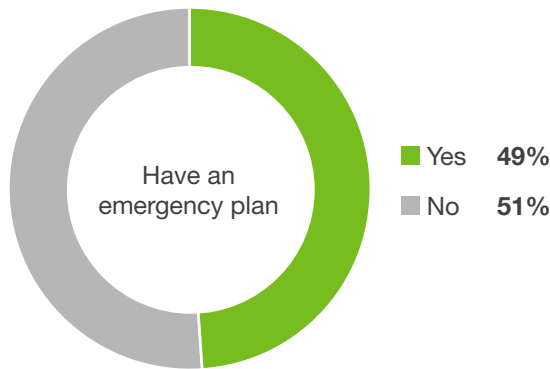
A museum, event centre, multisport recreational indoor sports stadium near city.

Concerts, art displays, better parks and reserves. Somewhere that events can be held.

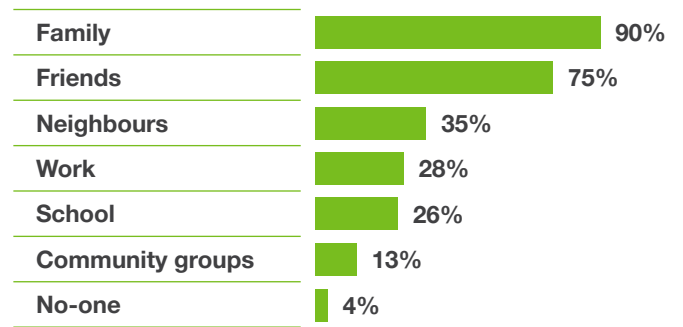
”

# 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** 49% of Youth respondents have an emergency plan, which is on par with 50% for Tauranga overall.

**2** When we asked about availability of various support networks, most survey participants will turn to family (90%), friends (75%) and neighbours (35%).

However, 4% have selected that they have no-one.



NOTES:

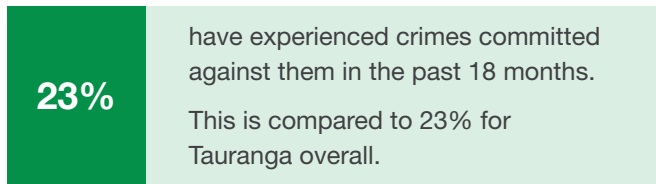
- EM1. Do you/your family have an emergency plan? n=1,089.
- EM2. If there was an emergency, what support networks do you have available to you? Please select all that apply. n=1,071.

Haumarutanga

# Safety



### Crime in Tauranga



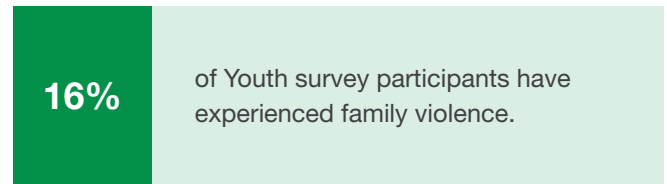
Youth who participated indicated that the CBD/downtown Tauranga area is the most unsafe place, with 61% feeling unsafe there during the night and 33% feeling unsafe there during the day.

Mental health (37%), Discrimination (29%) and Racism (26%) are the issues that Youth are extremely concerned about.

### Alcohol, nicotine and drug consumption

- 55% of those surveyed consume alcohol and 9% of the survey participants indicated that they drink alcohol more than once a week. This is considerably lower than 34% respondents Tauranga wide.
- Around 11% of survey participants smoke tobacco, 28% vape and 17% smoke cannabis. 10% used drugs as recently as in the last week, with 6% attributed to cannabis.

### Family violence

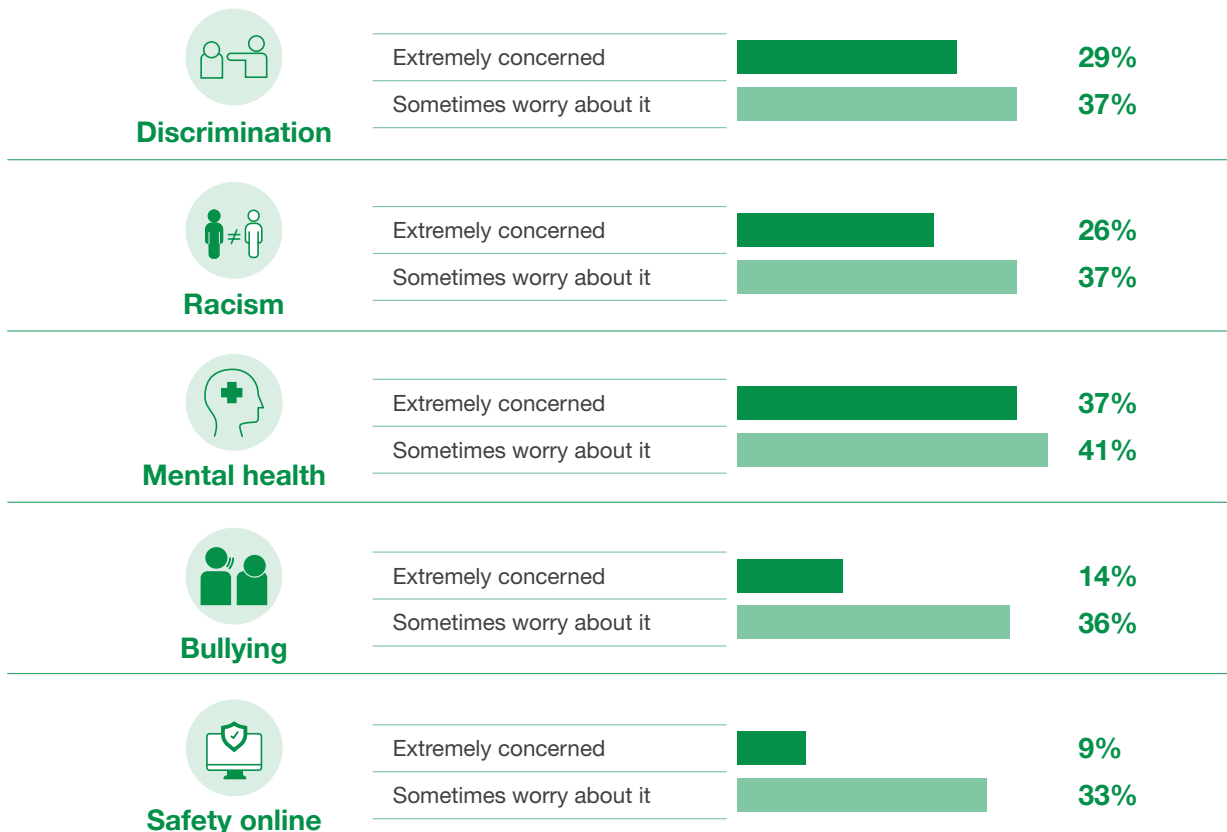


The most reported instances of family violence, occurring to the respondent or someone close to them, in this study are:

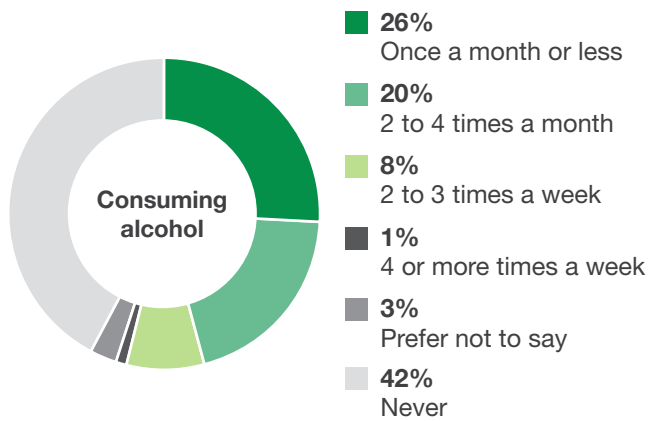
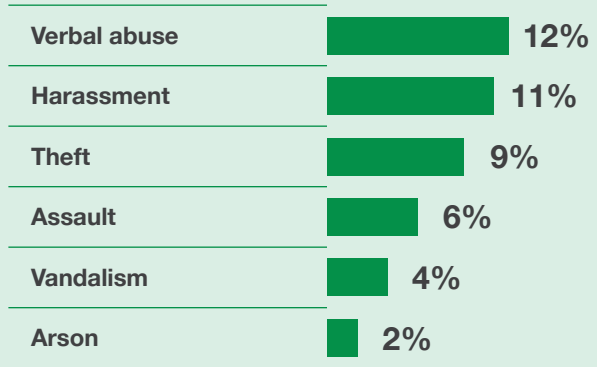
- Verbal abuse/arguments (81%)
- Domestic violence (71%)
- Sexual assault (71%)
- Child abuse/neglect (64%)
- Intimate partner harm (57%)
- Harm from carer/support worker (39%)

Support to enable victims to come forward and seek help is required. While 42% of Youth reported family violence, 30% of those affected had sought help.

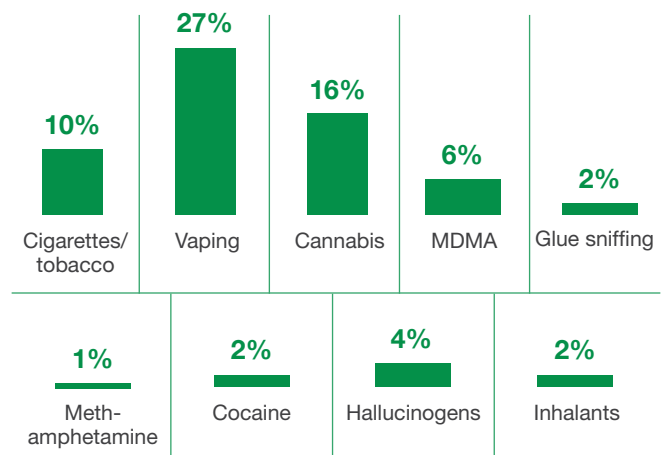
### What are we concerned about?



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



**Nicotine and drug consumption\*\***



**What have we learnt?**

- 23% of respondents Tauranga wide experienced crime and the same proportion of Youth (23%) reported that they have been the victim of a crime in the last 18 months.
- 55% of those surveyed consume alcohol. 9% of survey participants indicated that they drink alcohol more than once a week, which is considerably lower than the 34% of respondents Tauranga wide. 75% of those aged between 13-15 years have never tried alcohol.
- Around 11% of Youth smoke tobacco, 28% vape and 17% smoke cannabis. Youth who participated also confirmed that as recently as the last week, 10% had used drugs, with 6% attributed to cannabis and 17% also used vapes in the past week.
- Four in ten of those who responded (41%) do not feel that there are any barriers in accessing support services for alcohol or drug addiction. A further 12% never needed those services, so they are unsure if there are any barriers. However, 13% have mentioned 'stigma/embarrassment/fear of judgement' as the biggest barrier.

NOTES:

- SAF1. In the last 18 months, have you been the victim of a crime? n= 1,088.
- 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=1,017.
- 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=1,090.
- SAF6A. Do you feel that there are any barriers to accessing support services for drugs/alcohol/smoking? If yes, what are they? n=91.

\* 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.

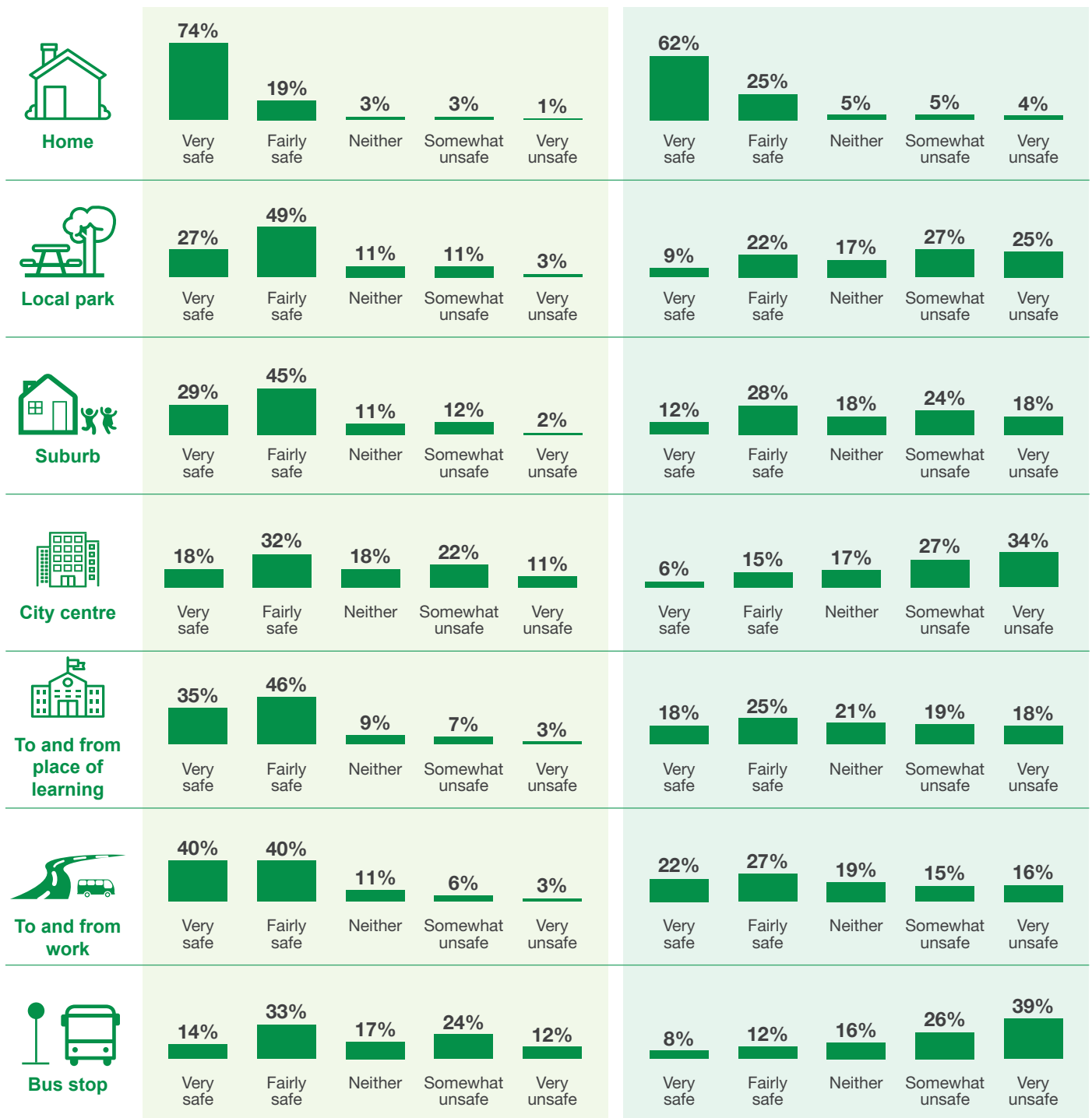


# He kāinga haumarū a Tauranga? Awatea vs. Pō

## 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 (93%) and going to and from school (80%).

At night, survey participants feel the safest in their homes (87%) and when going to and from work (49%). The city centre and the bus stop are reported as being less safe at night, with 61% and 65% respectively feeling somewhat unsafe and very unsafe.

NOTES:  
 1. SAF2. Overall, how safe do you feel being alone in the following spaces during the day? n=1,096.  
 2. SAF3. Overall, how safe do you feel being alone in the following spaces during the night? n=1,089.  
 \* '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 16%
- No 71%
- Prefer not to say 13%

	Myself	Someone close to me	Prefer not to say
<b>Sexual assault</b>	33%	38%	29%
<b>Intimate partner harm</b>	10%	47%	43%
<b>Child abuse and/or neglect</b>	31%	33%	36%
<b>Domestic violence</b>	15%	56%	29%
<b>Verbal abuse/arguments</b>	42%	39%	19%
<b>Harm from a carer/ support worker</b>	16%	23%	61%

**What have we learnt?**

- 1** 16% responded that someone in their family has experienced family violence. This is on par with 15% for Tauranga overall. 13% of Youth indicated they preferred not to answer the question.
- 2** Support to enable victims to come forward and seek help is required. While 42% of survey participants reported family violence, 30% 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**  
 The New Zealand Family Violence Clearinghouse

**www.heretohelpu.nz**  
 0800 568 273

NOTES:

1. SAF7A. Has anyone in your family experienced family violence? n=1,064.
2. SAF7. Which of the following have your family experienced? n=188.
3. SAF8. Have you or your immediate family member ever reported to Police any incidents of family violence? n=188.
4. SAF9. Have you or your immediate family member ever sought help from health and social services in relation to family violence? n=190.

Oranga hinengaro

# Mental Health

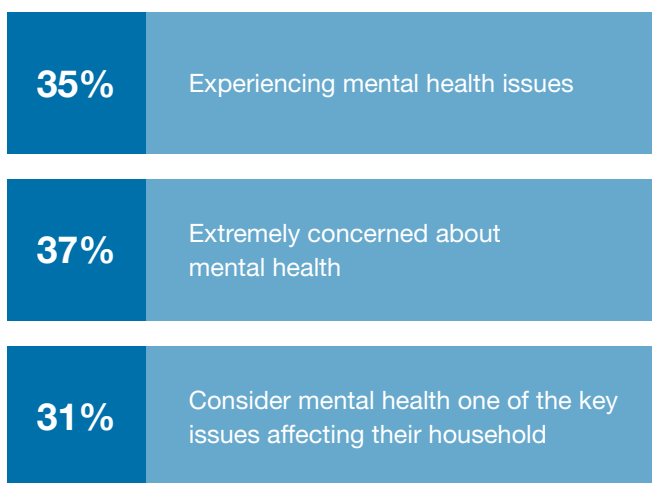


Photo credit: Jamie Troughton

**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. Youth results (35%) are significantly higher than for the citywide population.

37% of Youth are extremely concerned about this issue and 31% consider it to be the largest issue affecting their household.



67% have someone to talk to, a support person.

### Changes and triggers

Overall, in Tauranga, one quarter of participants have reported that their mental health has improved in the last 12 months. For Youth, this proportion is higher (34%). However, there are also 30% of this priority group whose mental health has declined.

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

- School/education (14%)
- Self help/change of mindset/better lifestyle/religion (13%)
- Friends/being social/loneliness/isolation (11%)
- Health/healthcare/family health (10%)
- Relationships (9%)

### Barriers

While close to a third of survey participants (30%) believe there are no barriers to accessing support services for mental health, others have mentioned:

- Lack of referrals/support to access services/lack of resources or services/difficult to access (13%)
- Wait lists/waiting time/timing (12%)
- Ongoing support availability/lack of qualified staff/lack of follow-up (8%)
- Mental health system uncaring/no faith in them/lack of professionalism (6%)
- Personal barriers (i.e., do not want to/uncomfortable talking to people/pride/privacy/reluctance) (5%)



Photo credit: Loni Thompson

NOTES:

1. MH1. Are you currently experiencing mental health issues? n=1,101.
2. MH2. When you need to talk to someone, have you got a support person? n=1,099.
3. MH3. Thinking about now and 12 months ago, how would you describe your mental health? n=1,010.
4. MH4. What has triggered the change? n=442.
5. MH5. Do you feel that there are any barriers to accessing support services for mental health? If yes, what are they? n=394.

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 Youth. 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.

TOTAL RESPONDENTS	TAURANGA RESIDENTS
1,113	17%

LENGTH OF TIME LIVED IN TAURANGA	
Less than 1 year	3.4%
1-2 years	4.7%
3-5 years	7.2%
6-10 years	16.3%
More than 10 years	52.8%
I have lived here on and off throughout my life	15.6%

SUBURB	
Mt Maunganui, Omanu	6.5%
Arataki (Bayfair), Matapihi	8.9%
Pāpāmoa Beach, Wairākei (Pāpāmoa East), Te Tumu	18.0%
Kairua, Pāpāmoa Hills (Waitao), Mangatawa	0.6%
Welcome Bay, Hairini, Maungatapu	12.8%
Poike, Oropi, Greerton, Ohauti	6.5%
Gate Pā, Merivale (Parkvale)	6.4%
Pyes Pā, Omanawa, Tauriko, The Lakes	7.5%
Bethlehem	5.8%
Brookfield, Judea	8.3%
Bellevue, Otūmoetai, Matua	12.0%
Tauranga South, City Centre, Avenues, Sulphur Point	6.8%

GENDER	
Female	59.2%
Male	37.3%
Another gender	3.6%

AGE	
13-15	29.2%
16-18	34.2%
19-24	36.6%

ETHNICITY (MULTIPLE CHOICE)	
Pākehā/NZ European	83.3%
Māori	19.8%
African	0.7%
Asian	8.5%
European	6.1%
Latin American	0.7%
Middle Eastern	0.1%
Pacific	6.9%
Other	0.4%

\* The numbers represent the unweighted percentages of respondents among Youth.

You can find more information about individual suburbs by reading the full reports at [www.tauranga.govt.nz/vitalupdate2023](http://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](http://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:

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

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

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WhakahouTaketake  
**VitalUpdate**  
TAURANGA  
**2023**

