

Whakahou Taketake Vital Update

TAURANGA

2023

Taupori pakeke haeretanga | Ageing population



Photo credit: Folklore Photography

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:

- Age Concern
- Good Neighbour
- Foodbank Tauranga

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'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.

Populations are ageing globally, in Aotearoa New Zealand and in our region. In Tauranga, 31,000 people (21%) are aged 65 years and over. This is projected to increase to 54,000 (26%) by 2048. We're also living longer, and as individuals and a society, we need to be planning for that. We are committed to creating a city where people can age positively, and where the older population is highly valued and recognised as an integral part of the community.

We received 1,360 responses from those aged over 65 years. The data and insights captured in this report only show some of the information provided by these communities. 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

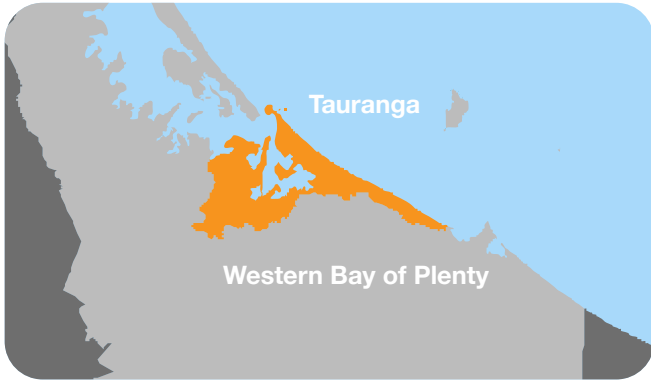


Photo credit: Hunter Studios

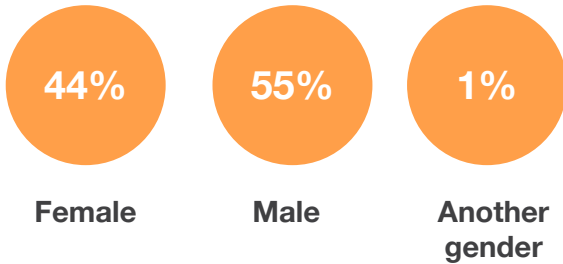
Who responded to the survey?

Snapshot of Ageing population

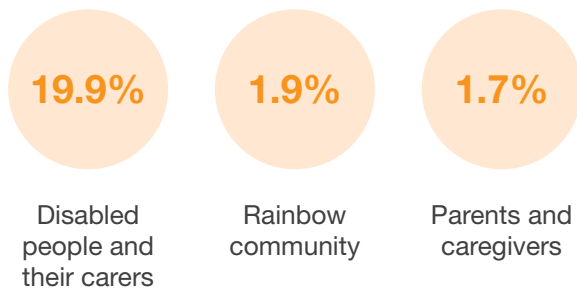
This page represents the demographics of the 1,360 respondents aged 65 years and over.



Gender



Within Ageing population respondents**



NOTES:

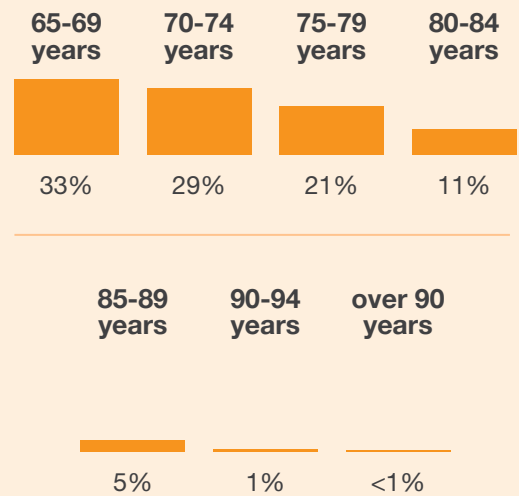
1. Sample: n=1,360.

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

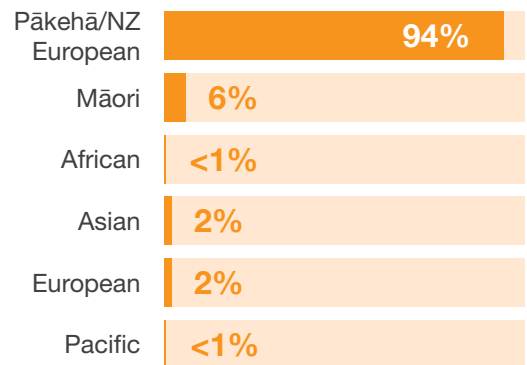
* You may notice that a set of percentages don't add up to exactly 100%. This is an expected result of rounding to the nearest whole number.

** The numbers represent the unweighted percentages of respondents among the Ageing population.

Age groups



Ethnicity



80 out of 1,360 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.

Wawatanga o Tauranga Whānui

Aspirations for Tauranga



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 our Ageing population remain consistent with what we saw for all Tauranga residents:



'Less traffic congestion/better roading infrastructure/less roadworks' (**40%** for the Ageing population vs **35%** for Tauranga overall).



'Revitalised CBD/better CBD/shops/restaurants/bars' (**14%** for both Ageing population and Tauranga overall).



'Progressive council/listen to the community' was mentioned by a further **12%** of the Ageing population.

Other ideas included:

- Parking (9%)
- Better public transport/more transport options (9%)
- Cycleways/walkways (8%)

What else?

13% of those aged 85 years and over would like to see 'better facilities/green spaces/parks', compared with 3% for those aged between 65-74 years and 1% for those aged between 75-84 years.

Those aged between 65-74 years are considerably more likely to want to see 'more affordable housing/rent control/alternative housing solutions' (3% for that age group compared with 1% for those aged 75 years and over).

NOTES:

1. AS2. If you could change one thing about Tauranga, what would it be? And why? n=1,106 left a comment.

“

Shopping centre with a supermarket and other amenities to save travelling miles to access supermarkets and chemists.

I would like to see the walkway extended from Ngai Tamarawhaho Crescent, to somewhere near Elizabeth Street. This would make it easy to walk or bike into town.

I would like to see safe cycleways from Pyes Pā to downtown.

There needs to be more attention to the appearance of the community, such as graffiti removal, mowing verges/reserves, weed control, and general cleanliness. Currently it seems that the council puts very little into the general maintenance of the streetscape, bus shelters and graffiti removal. Much more could be done to improve the environment of this community.

Better roading. I go through five sets of lights, and two roundabouts in two hundred meters, just to get to Tauranga. The quality of the roads are bad. You cannot get from the Crossing to the Mount easily. There should be a highway junction at the Crossing to Rotorua, or Hamilton, or Auckland. I should be able drive and park easily. We have painted lines called cycleways, but cyclists still bike on the road.

A reduction in drug use and domestic violence. This is particularly damaging for children.

”

What is Tauranga missing when compared to other cities?

“

Coastal walkways, museum, stadium, international grade hotels.

Museum, botanical gardens, lots of city parks and green spaces.

Napier and Gisborne. Wide roads, thoughtful planning – all missing from here.

A stadium. A closed-in stadium worked for Dunedin. Combine the stadium and proposed museum. Make it a very multi-use facility.

We have been to Palmerston North City. There is no sign of rubbish and graffiti in the CBD. The grass verges are well kept. The same with Rotorua CBD which is clean and tidy. As for Tauranga CBD, it is a huge disgrace.

Napier is a prime example of a family-friendly city. Many activities along Marine Parade, catering to all ages. Good bars and restaurants for the adults as well.

Coordinated cultural and community links including modern efficient effective public transport. Ours is archaic, clumsy, inefficient and second-hand. Time to upgrade.

”

We asked if there was anything in another city that Tauranga should have. A total of 875 participants aged over 65 years have shared their opinions with us.

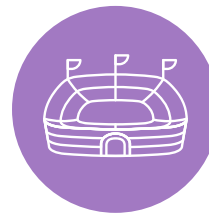
Some of the most common ideas included:



Museum/theatre/arts centre **(15%)**.



Green spaces/parks **(13%)**.



Stadiums/theme parks/aquarium/facility to host large events **(10%)**.

Other ideas included:

- Better/improved public transportation (9%)
- Better/improved roading infrastructure/traffic (9%)
- Footpaths/walkways (8%)
- Improved public facilities/city maintenance (8%)

What else?

29% of those aged 85 years and over have mentioned 'green spaces/parks', compared with 12% for those aged between 65-84 years.

NOTES:

1. AS3. Have you seen something in another city that you think Tauranga should have? n=875 left a comment

Ngā whare me ngā paerewa oranga

Housing and standards of living



Photo credit: Nikora Smith

Pae ā-whare, ā-noho hoki – he aha te mea nui? 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.

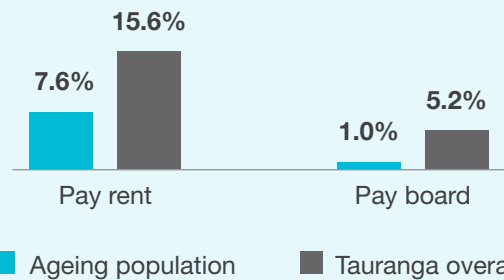
Homeownership

79.2%

of the Ageing population own a house in Tauranga.

This is higher than the 60.8% of homeowners in Tauranga overall, based on the survey responses. The proportion of homeowners is the highest among those aged between 65-74 years (83.8%) and declines with age reaching 60.4% for those aged 85 years and over.

Renters and boarders



Retirement village

7.6%

of the Ageing population live in a retirement village.

The proportion of those residing in a retirement village increases with age. While 2.8% of those aged between 65-74 years do, for those aged between 75-84 years this percentage is significantly higher (15%) and reaches 18% for those aged 85 years and over.

Homelessness

The proportion of the Ageing population who are experiencing homelessness (0.9%) is considerably lower than for Tauranga overall (2.8%).

Household incomes

14%

of survey participants aged over 65 years reported having 'nowhere near enough' or 'not enough' household income to meet their everyday needs, compared with 16% for Tauranga overall.

56%

of those surveyed worry about how much their household has, those aged 65-74 years being the most concerned (88%).

17%

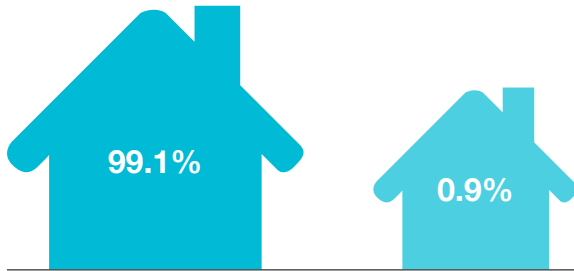
of those aged 65 years and over, spend less on hobbies 'often' or 'all of the time' compared to 34% for Tauranga as a whole.

What else?

While 85% of the Ageing population indicated they do not have any barriers accessing housing, others have mentioned 'price' (11%), 'housing availability' (3%), 'location' (2%) and 'disabled access' (1%) as things that limit their access to housing.

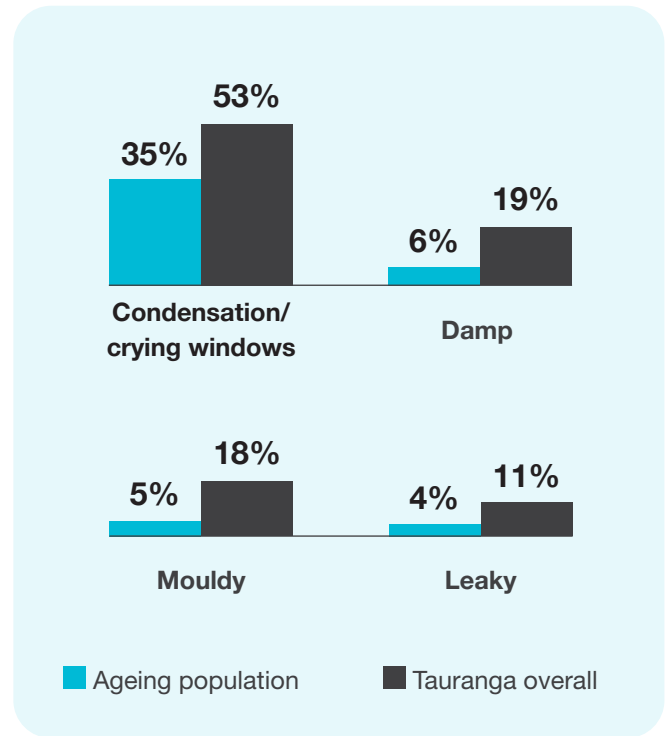


What is our housing situation?



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

Homeless



Amenities

Amenities	% who have access - Ageing population	% who have access - Tauranga
Electricity supply	99%	97%
Bath or shower	99%	97%
Tap water that is safe to drink	99%	96%
Fridge	99%	97%
Cooking facilities	98%	97%
Toilet	98%	97%
Heating (including heat pump, wood burner, or built-in gas fireplace)	96%	93%
Extractor fan in bathroom	88%	86%
Extractor fan in kitchen	88%	85%
Additional bedroom heaters	69%	66%

Homeowners
79.2%
Tauranga overall 60.8%

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

Retirement village
7.6%
Tauranga overall 1.8%

Those who live in a retirement village.

Renters
7.6%
Tauranga overall 15.6%

Those who rent the house and pay rent.

Boarders
1.0%
Tauranga overall 5.2%

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

NOTES:

- HS1. What best describes your living situation? Please select all that apply. n=1,360
 - HS2. If you LIVE in a house, flat, unit or apartment which of the following best describes your current housing situation?
 - A1. What are the barriers for you in accessing housing that meets your needs? Please select all that apply. n=1,258
 - Proportion of homeowners, renters, boarders is calculated based on the total number of responses n=1,360
 - HS3. Please review the statements below regarding the place you are currently living. n=1,342
 - HS4. Which of the following are available at the place you are currently living. Don't include anything that is disconnected or broken. n=1,342
- * 'Don't know' responses were excluded for more accurate data presentation.

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

72%

**Live with partner/
spouse**

Tauranga overall 62%

21%

Live alone

Tauranga overall 9%

6%

Live with adult children

Tauranga overall 7%

3%

**Live with flatmates/
housemates/
roommates**

Tauranga overall 7%

2%

Live with grandchildren

Tauranga overall 1%

1%

**Live with dependent
children**

Tauranga overall 26%



Photo credit: Folklore Photography

What have we learnt?

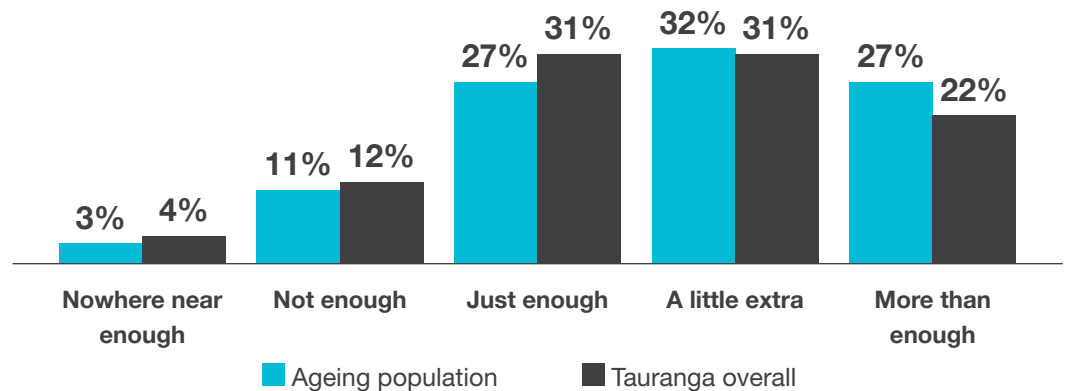
- 1 Over seven in ten (72%) live with their partner/spouse.
- 2 Of the 1,360 survey respondents aged 65 years and over, less than 1% indicated they were single parents.
- 3 Those aged 65 years and over are significantly more likely to live alone when compared to Tauranga as a whole (21% and 9% respectively).

NOTES:

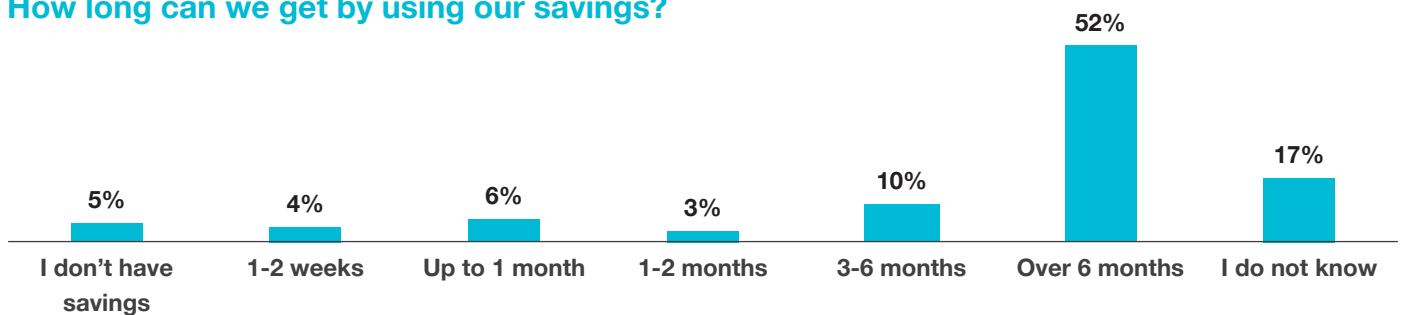
1. HS5. Which of the following best describes who you live with? If you don't live alone please select all that apply. n=1,335

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?



What have we learnt?*

- 1 The proportion of those who do not have enough income to meet everyday needs is similar for the Ageing population (14%) and Tauranga overall (16%).
- 2 The survey responses reveal that those aged 85 years and over struggle financially the greatest, with 26% reporting not having enough income to meet their everyday needs.
- 3 56% worry about how much money their household has overall at least 'sometimes'.
- 4 Overall, 5% of the Ageing population do not have savings to fall back on in a change of circumstance or in case of emergency. This is compared with 15% for everyone aged over 18 years and 16% for everyone aged under 18 years.
4% of Pākehā/NZ European who are over 65 years do not have enough income to meet everyday needs, while this is 11% for Māori in this priority group
- 5 Survey participants aged between 65-74 years worry the most about their household's financial wellbeing (58%).

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=1,349
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=1,335
3. HS12. Do you worry about how much money your household has? n=1,350

* '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.

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

- Spend less on hobbies and entertainment than you would like (17% do this 'often' or 'all the time')
- Go without/cut back on trips to the shops/ other local places (12% do this 'often' or 'all the time')
- Put off buying clothing/footwear for as long as possible (12% do this 'often' or 'all the time')

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

- **Using community support**
Have accessed community meals and/or food parcels (less than 1% do this 'often' or 'all the time')
- **Paying the bills**
Not paid or put off paying bills (including rent, mortgage, power, car related cost) (1% do this 'often' or 'all the time')
- **Health**
Not gone/put off going to the doctors/ not picked up a prescription to help keep expenses down (2% do this 'often' or 'all the time')



Photo credit: Folklore Photography

What have we learnt?

- 1 2% of the Ageing population indicated that they 'often' or 'all the time' go without groceries to help keep expenses down, compared with 3% for Tauranga overall.

NOTES:

1. HS11. In the last 12 months have you done any of the following? n=1,122
* 'Don't know' responses were excluded for more accurate data presentation.

Oranga hapori

Social wellbeing



Photo credit: Folklore Photography

Social wellbeing – what is most important?

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

This study has shown that 21% of the Ageing population feel lonely at least some of the time.

In the last four weeks, 4% 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 (23%)
- The cost of travelling being too high (17%)
- Them (relatives or friends) not being available (5%).

Māori respondents who are over 65 years reported feeling the loneliest. Three in ten feel lonely 'all', 'most' or 'some' of the time (31%).

Local event attendance

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

39%

of those aged 65 years and over attend events at least once a month.

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

- Types of events
- Parking/traffic congestion
- Too expensive to attend



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 and cultural events, while others mentioned a need for more family-friendly activities.

Moving around the city

Driving a car, truck or van is the most common way the Ageing population moves around the city, whether it to be to school, work (85%) or generally getting around (94%).

Walking or jogging is the second most common way for those who responded to the survey to get around the city, with 54% reporting this as their preferred transportation method.

To get to work, one in ten respondents will take a public or school bus and one in five will walk or jog to get there.

Key household issues

Health is the greatest issue affecting households for those aged 65 years and over, with over a quarter of respondents reporting this as a most pressing issue (27%).

Financial pressure is the second largest issue, with 17% of households affected.

Mental wellbeing was reported to be an issue for 8% of the Ageing population.

An accepting and welcoming city

71%

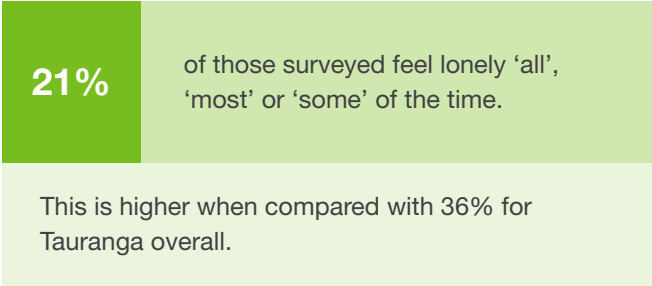
of those aged 65 years and over believe that Tauranga is fairly to very welcoming.

Retirement and ageing

35% of those aged 65 years and over are concerned about retirement or ageing. Out of those who are concerned about retirement or ageing, 75% are worried about 'rising costs' with a further 66% concerned about 'declining health' and 56% about the 'affordability of healthcare'.

74% have no barriers accessing any health checks required. Out of those who have experienced barriers accessing health checks, 15% have mentioned that it takes a long time to make an appointment, with a further 15% mentioning that the costs of an appointment are too high.

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



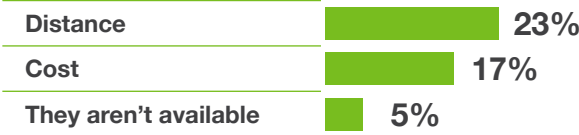
Who is most at risk?

Those who identify as Māori are most likely to feel lonely (31%) when compared to other ethnicities in the Ageing population.

Having contact with family & friends

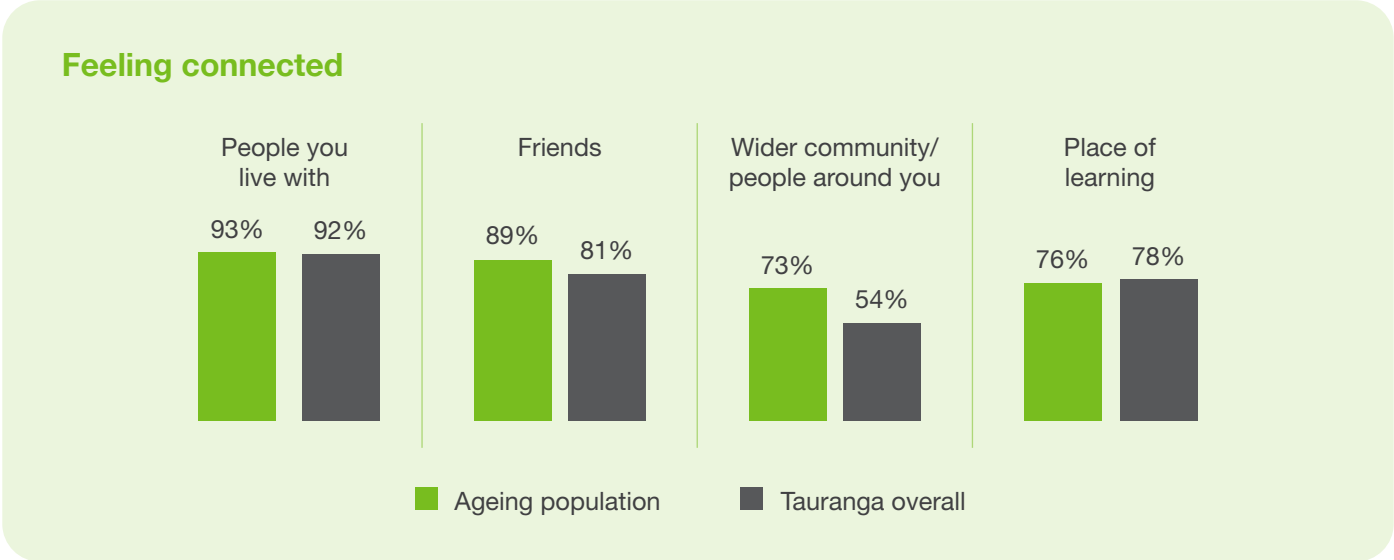
In the last four weeks, 4% of those surveyed 'never' or 'rarely' had contact with relatives or friends who they don't live with.

Most common reasons for having less contact with family and friends



75% 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 poor health, losing contact with them, and restrictions posed by COVID-19.

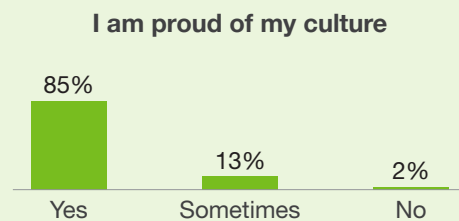
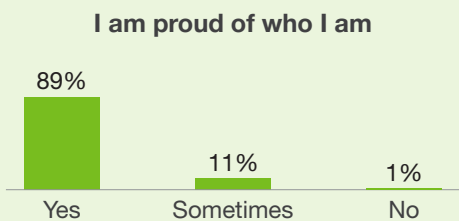
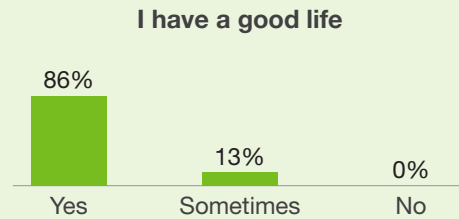
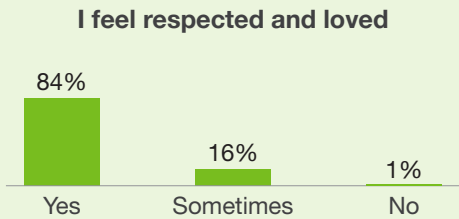
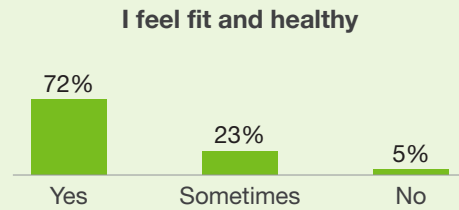
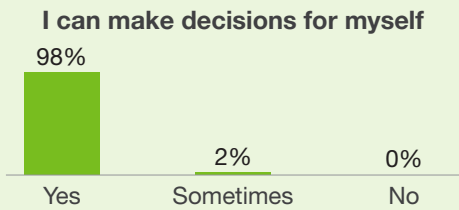


NOTES:
 1. SW1. In the last four weeks, how often have you felt lonely? n=1,343
 2. SW2. In the last four weeks, how often have you had contact with relatives or friends who don't live with you? n=1,351
 3. SW3. What makes it hard to have contact with family or friends who don't live with you? Please select all that apply. n=1,321
 4. SW4. How well-connected do you feel with... n=1,344
 * 'Don't know' responses were excluded for more accurate data presentation.

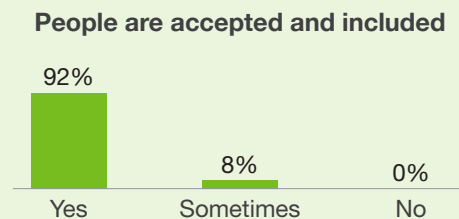
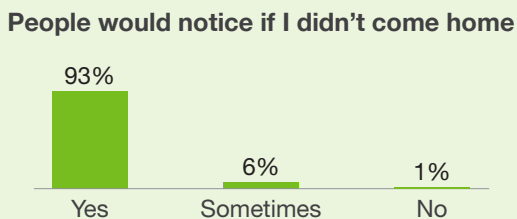
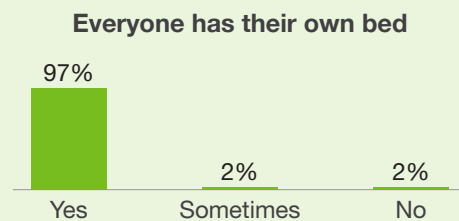
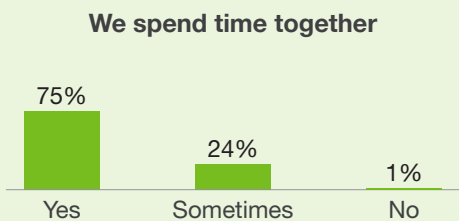
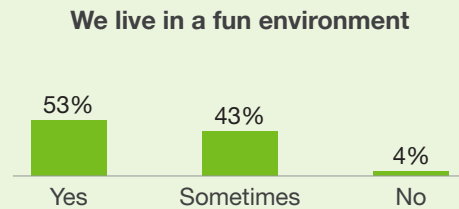
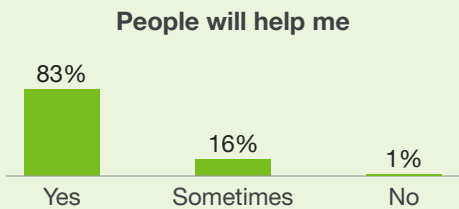
Kei te pēhea ō tātou whakaaro ki ō tātou ao, ki ō tātou kāinga hoki?

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

In my life...



Where I live...



NOTES:

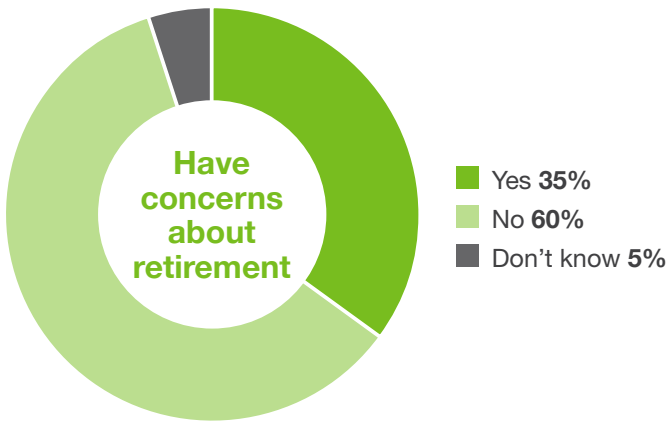
SW5. In my life... n=1,357

SW6. Where I live...n=1,042

* '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.

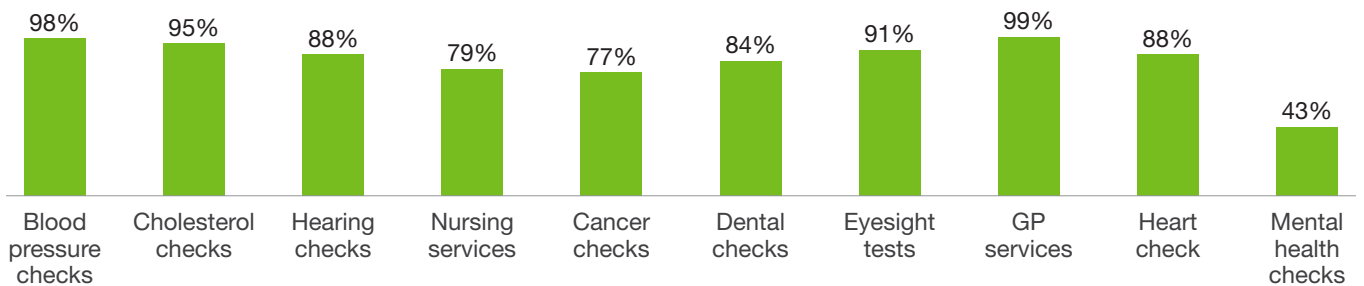
Are we concerned about retirement? Can we access health checks?



What have we learnt?*

- 35% of those aged 65 years or over are concerned about retirement or ageing.
- Out of those who are concerned about retirement or ageing, 75% are worried about the 'rising costs' with a further 66% concerned about 'declining health' and 56% about 'affordability of healthcare'.
- Some of the other concerns mentioned about retirement or ageing include losing independence (55%), losing driver's license (51%), declining health of spouse (39%) and losing spouse/family members (38%).

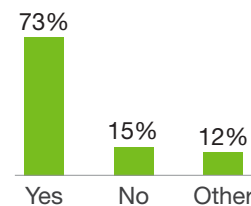
Ability to access health checks in the past year



What have we learnt?*

- 74% indicated they have no barriers accessing required health checks.
- Out of those who have experienced barriers accessing health checks, 15% mentioned that it takes a long time to make an appointment, with a further 15% mentioning that the cost of appointments are too high.

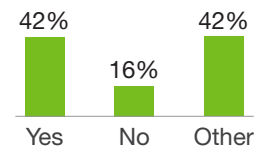
Able to retire comfortably



Other includes:

- Already retired (20%)
- Cost of living too high/have to budget (18%)
- Maybe (9%)
- I'm surviving (8%)
- Still have to work (8%)

Want to retire



Other includes:

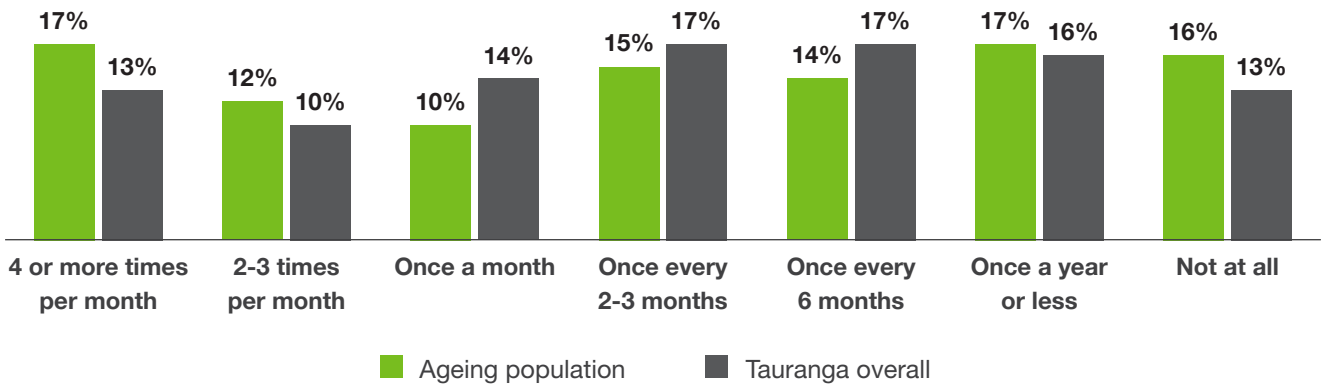
- Already retired (85%)
- Want to work less hours/semi-retired (3%)
- Would like to retire one day/not yet (3%)

NOTES:

- A2. Do you have any concerns regarding retirement or ageing? n=1,316
- A3. If yes, what are your concerns? Please select all that apply. n=501
- A4. In the past year have you been able to access: n=1,315
- A5. Have you experienced barriers to accessing these health checks? n=1,294
- A6. Are you able to retire comfortably? n=1,311, Other n=162
- A7. Do you want to retire? n=1,177, Other n=496

* '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?



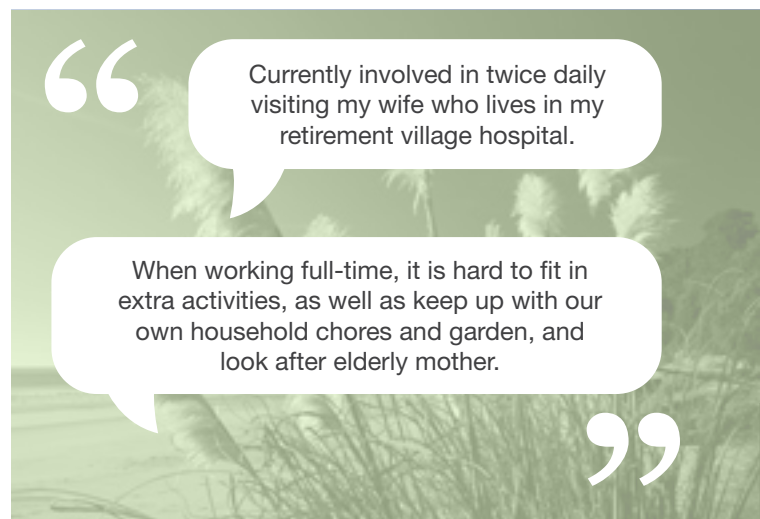
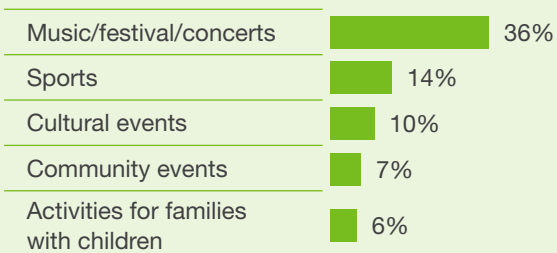
What are the barriers?

- 1 For the Ageing population, the most common reason for not attending is the types of events on offer (52%). It is consistent for Tauranga wide respondents with 48%.
- 2 The second most common barrier is problems with parking/traffic congestion (37%).
- 3 A further 26% have indicated that it's too expensive to attend events.

What are the events that respondents would like to attend?

A total of 691 respondents left a comment with suggestions as to the events they would like to see in Tauranga. Their suggestions are important, as one of the the most common reasons for not attending events currently is because they are not appealing to some people.

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=1,318, n=603 mentioned barriers.

2. SW9. What kinds of events would you like to see more of in your community? n=691 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** 41% of those surveyed indicated that there are one or more issues affecting their household.

Almost three in ten respondents who identified as belonging to the Ageing population (27%) reported having health issues.

Financial issues affect 17% of those aged 65 years and over.

- 2** Mental wellbeing is the next largest issue that was mentioned by survey participants, with almost one in ten households affected (8%).

- 3** Access to support services is the fourth most important issue in Tauranga, with 6% of households affected.

Those aged between 65-74 years are most likely to be affected by this issue, 9% have mentioned it.

- 4** Other issues mentioned include food (5%), isolation/lack of understanding (3%), and housing (3%).

“

There are some areas within the city that are difficult to access.

Traffic noise from expressway, especially trucks' engines braking in the early hours of the morning.

A bit hard when being a carer for my husband.

Next-door neighbours who are noisy and unfriendly.

Restricted attending functions, events, etc through lack of progress sorting State Highway 29's traffic issues.

”

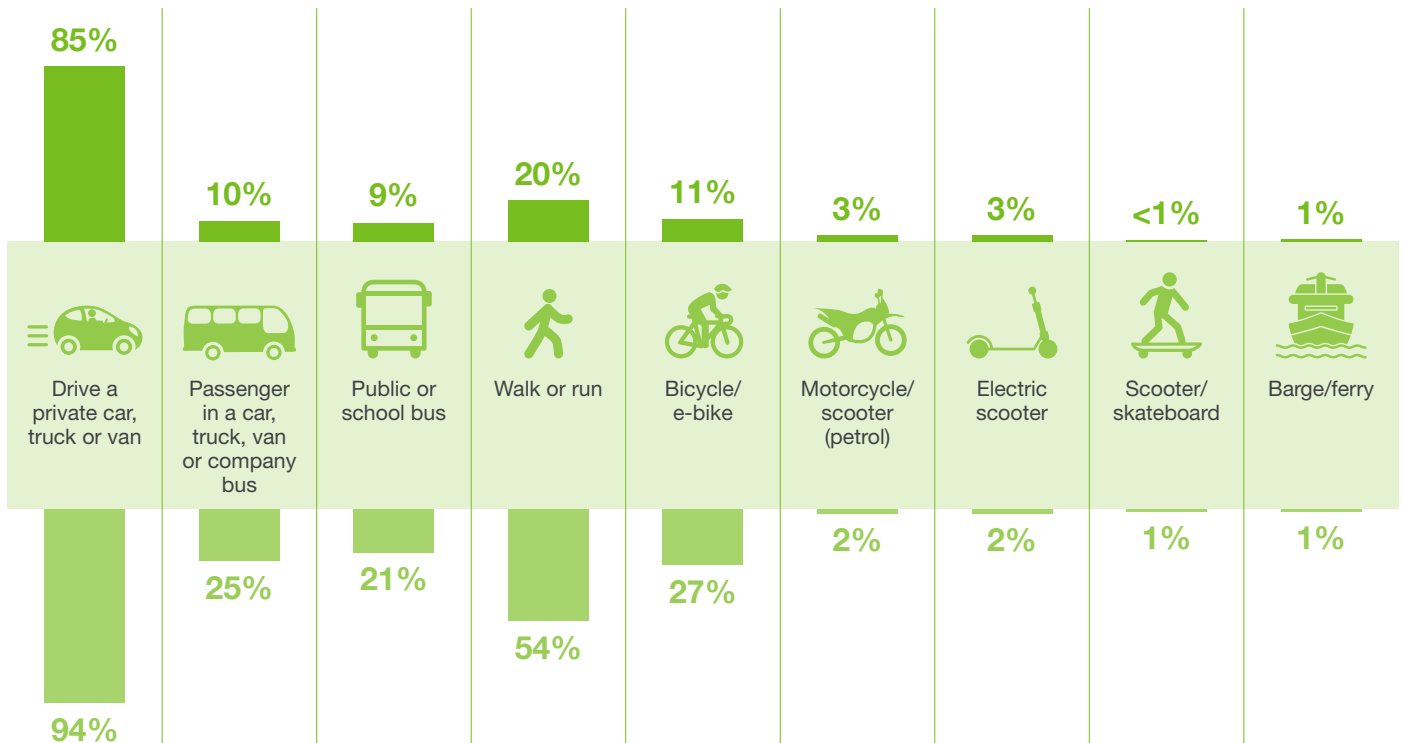
NOTES:

1. SW10. What are the key issues affecting your household? Please select all that apply. n=742

* '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 For our Ageing population, the most popular way to commute to a place of work or education, is driving a car, a truck or a van (85%).
- 2 One in ten use public transport to commute to school or work, or to get around the city. However, more people (20%) are walking or jogging to get to work or school, and particularly to get around the city (54%).
- 3 Fewer respondents among the Ageing population choose to use public transport to get to work or their place of education (9%) compared to Tauranga overall (19%).
- 4 Less than 1% of respondents who belong to the Ageing population 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=402; Transport to school/work n=1,284.
 * 'Don't know' responses were excluded for more accurate data presentation.

Does Tauranga reflect a strong sense of culture and heritage?

In events



32%

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

10% of respondents **do not** think that the events in the city reflect a strong sense of culture and heritage.

In buildings

19%

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

20% of survey participants **do not** think that the buildings in the city reflect a strong sense of culture and heritage.

In public spaces



27%

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

10% 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=1,243
2. SW15. What types of arts and culture do you want to see more of in Tauranga? n=713 left a comment.

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

As a city overall

27%

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

13% **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 Museums (19%)
- 2 Multicultural/Pasifika/European (12%)
- 3 Music (10%)

“

Variety of cultural festivals. Also more international art and culture.

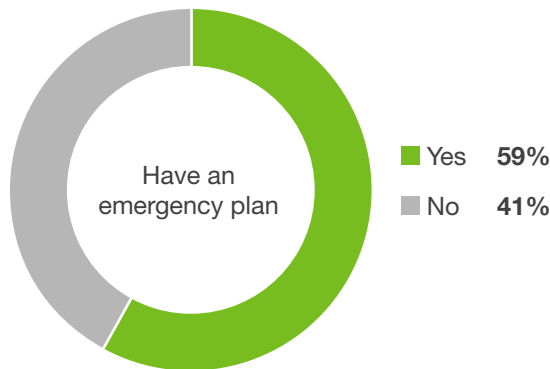
We need more relaxed meeting places in the city centre with arts and music fostered. A place where families can meet safely with interest for the whole family.

As I am of Irish heritage born in New Zealand there isn't any of that culture portrayed at all. More interactive arts would be good. A street theatre and interesting statues such as fountains for example.

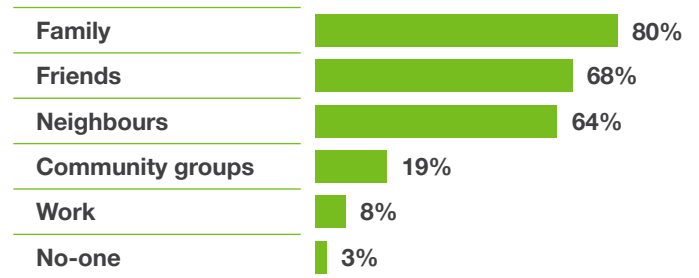
”

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 59% of respondents over 65 years of age have an emergency plan, which is slightly higher than the 50% for Tauranga overall.

2 When we asked about availability of various support networks, most survey participants will turn to family (80%), friends (68%) and neighbours (64%).

However, 3% have selected that they have no-one available for support.



NOTES:

- EM1. Do you/your family have an emergency plan? n=1,336
- EM2. If there was an emergency, what support networks do you have available to you? Please select all that apply. n=1,335

Haumarutanga

Safety



Crime in Tauranga

15% of the Ageing population have experienced crimes committed against them in the past 18 months. This is compared to 23% for Tauranga overall.

Survey participants indicated that the CBD/downtown Tauranga area is the most unsafe place, with 54% feeling unsafe there during the night and 25% feeling unsafe there during the day.

Racism (27%), discrimination (24%) and safety online (21%) are issues that the Ageing population are extremely concerned about.

Alcohol, nicotine and drug consumption

- 81% of those surveyed consume alcohol, compared to 77% for Tauranga overall. And 47% of survey participants indicated that they drink alcohol more than once a week, which is also higher than 34% for Tauranga overall.
- Around 2% of survey participants smoke tobacco and 2% smoke cannabis. The Ageing population didn't report using any other drugs or substances.

Family violence
















11% of survey participants ages over 65 years have experienced 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 (89%)
- Domestic violence (85%)
- Sexual assault (70%)
- Intimate partner harm (69%)
- Child abuse/neglect (63%)
- Harm from carer/support worker (36%)

Support to enable victims to come forward and seek help is required. While 43% of survey participants reported family violence, 36% of those affected have sought help.

What are we concerned about?

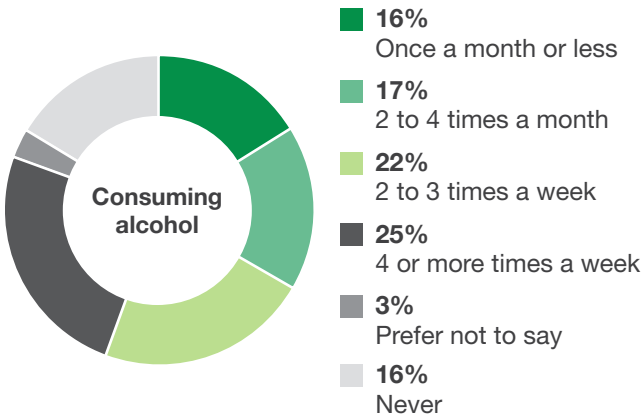
	Discrimination	Extremely concerned		24%
		Sometimes worry about it		37%
	Racism	Extremely concerned		27%
		Sometimes worry about it		35%
	Mental health	Extremely concerned		18%
		Sometimes worry about it		28%
	Bullying	Extremely concerned		18%
		Sometimes worry about it		26%
	Safety online	Extremely concerned		21%
		Sometimes worry about it		38%

NOTES:
 1. SAF10. Please let us know if any of the following are a concern for you...n=1,284

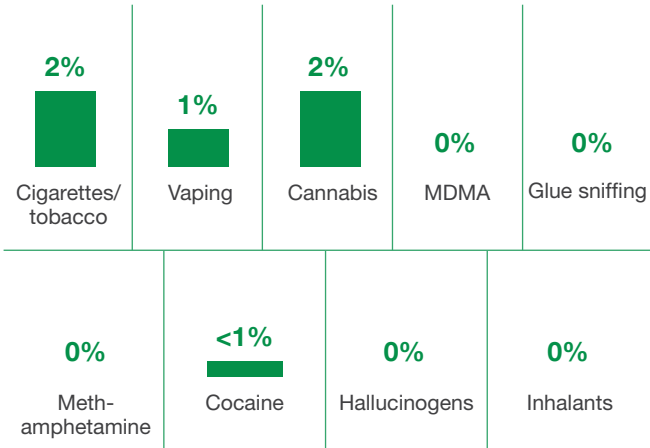
Me aha i te taihara, i te waipiro, i te kai pūroi hoki?
What about crime, alcohol and drug consumption?

15%
of survey participants
have had crimes
committed against
them

Verbal abuse	7%
Theft	5%
Harassment	4%
Vandalism	3%
Assault	1%



Nicotine and drug consumption**



What have we learnt?

- 1 While 23% of respondents Tauranga wide experienced crime, 15% of the Ageing population reported that they have been the victim of a crime in the last 18 months.
- 2 81% of those surveyed consume alcohol. 47% of survey participants indicated that they drink alcohol more than once a week, which is higher than the 34% of Tauranga respondents who drink more than once a week.
- 3 Around 3% of survey participants smoke cigarettes, tobacco or vape and 2% smoke cannabis.
- 4 Three in ten of those who responded (30%) do not feel that there are any barriers in accessing support services for alcohol or drug addiction. A further 50% never needed those services, so they are unsure if there are any barriers. However, 10% have mentioned a shortage of support services and long wait lists.

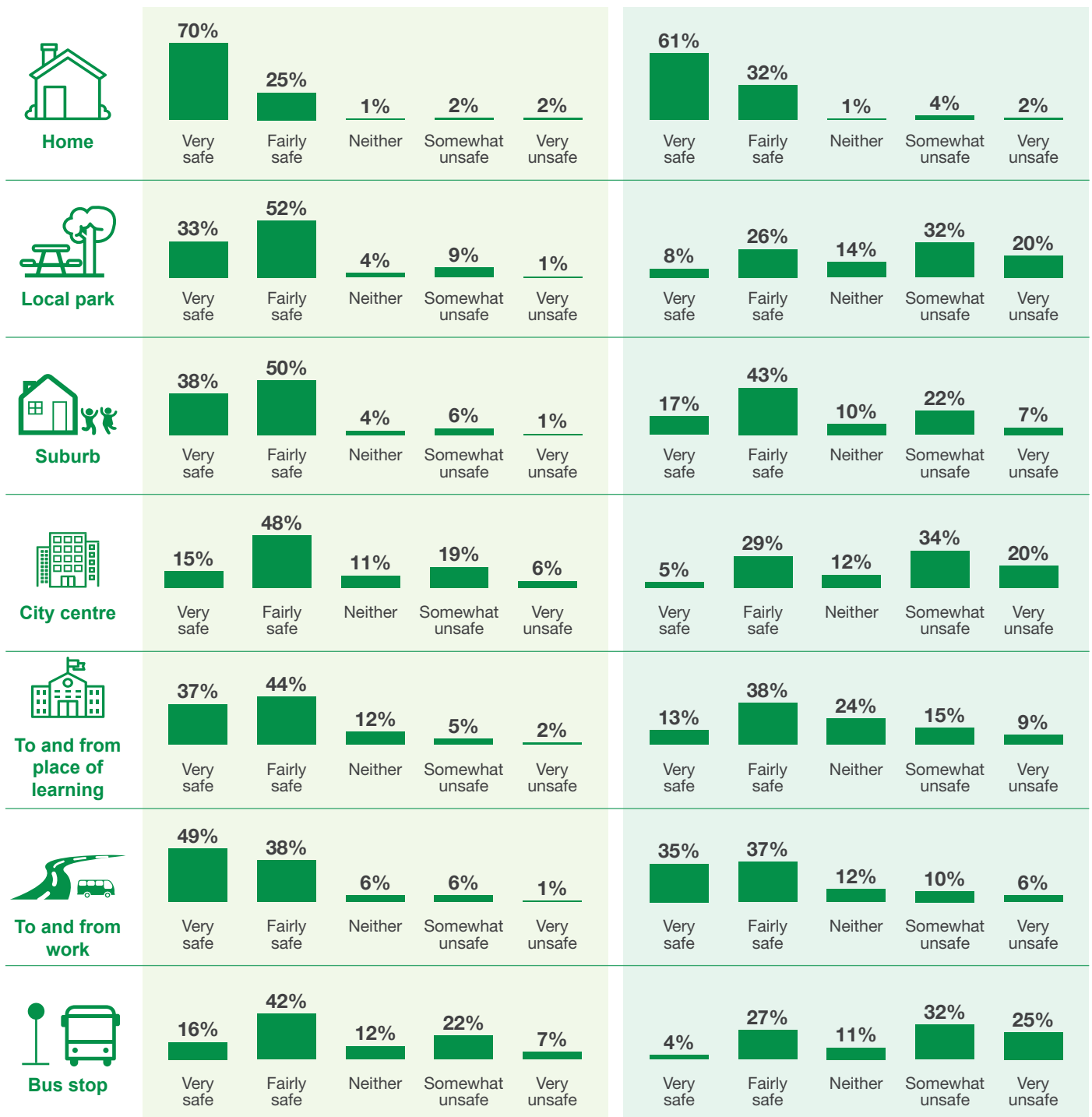
NOTES:
1. SAF1. In the last 18 months, have you been the victim of a crime? n= 1,316
2. SAF5. How often do you have a drink containing alcohol? By a 'drink' we mean more than a sip. We respect your privacy, and your responses will not be connected with you personally. n=1,319
3. SAF6. When was the last time you have used/tried any of the following? We respect your privacy, and your responses will not be connected with you personally. n=1,349
4. SAF6A. Do you feel that there are any barriers to accessing support services for drugs/alcohol/smoking? If yes, what are they? n=118
* 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



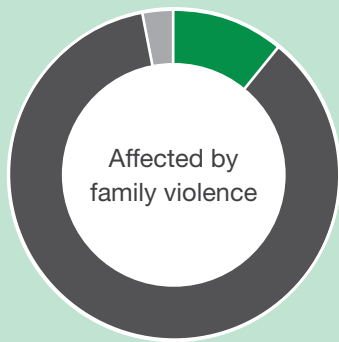
During the day, those surveyed feel the safest in their homes (95%) and in their neighbourhood/suburb (88%).

At night, survey participants feel the safest in their homes (93%) and when going to and from work (72%). The city centre and the bus stop are reported as being less safe at night, with 54% and 57% 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=1,349
 - SAF3. Overall, how safe do you feel being alone in the following spaces during the night? n=1,343
- * '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 11%
- No 86%
- Prefer not to say 3%

	Myself	Someone close to me	Prefer not to say
Sexual assault	17%	53%	30%
Intimate partner harm	28%	41%	31%
Child abuse and/or neglect	16%	47%	37%
Domestic violence	29%	56%	16%
Verbal abuse/arguments	43%	46%	11%
Harm from a carer/ support worker	12%	24%	64%

What have we learnt?

- 1** 11% answered that someone in their family has experienced family violence. This is lower than the 15% for Tauranga overall. 3% indicated they preferred not to answer the question.
- 2** Support to enable victims to come forward and seek help is required. While 43% of survey participants reported family violence, 36% 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 Centre

www.heretohelpu.nz
 0800 568 273

NOTES:

1. SAF7A. Has anyone in your family experienced family violence? n=1,343
2. SAF7. Which of the following have your family experienced? n=164
3. SAF8. Have you or your immediate family member ever reported to Police any incidents of family violence? n=166
4. SAF9. Have you or your immediate family member ever sought help from health and social services in relation to family violence? n=166

Oranga hinengaro

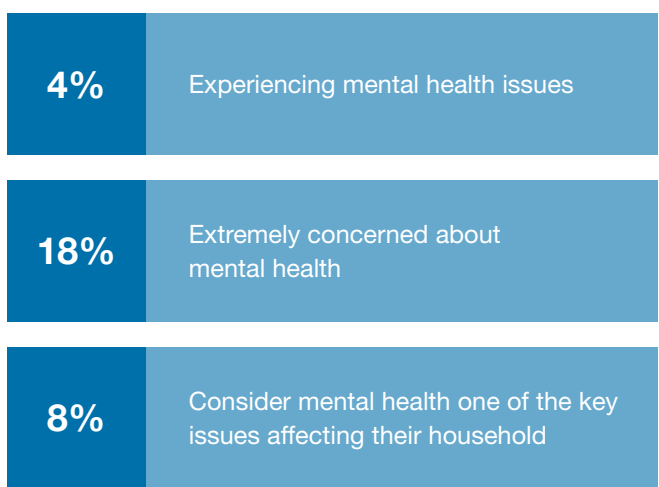
Mental Health



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. For the Ageing population results are significantly lower than for the city wide population.

18% of those aged 65 years and over are extremely concerned about this issue, and 8% consider it to be an issue affecting their household.



Three in four respondents (75%) 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 the Ageing population this proportion is lower at 12%. There is also 4% of this priority group whose mental health has declined.

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

- Health/healthcare/family health (24%)
- Self help/change of mindset/better lifestyle/religion (14%)
- COVID-19 (11%)
- Death/grief (11%)
- Family (9%)

Barriers

While close to a third of survey participants (34%) 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 (18%)
- Ongoing support availability/lack of qualified staff/ lack of follow-up (10%)
- Wait lists/waiting time/timing (8%)
- Don’t have enough money for therapist/not enough affordable services/cost/funding issues (8%)
- Don’t know where to access these services/how to approach/what is available (3%)



Photo credit: Folklore Photography

NOTES:

1. MH1. Are you currently experiencing mental health issues? n=1,348
2. MH2. When you need to talk to someone, have you got a support person? n=1,317
3. MH3. Thinking about now and 12 months ago, how would you describe your mental health? n=1,239
4. MH4. What has triggered the change? n=181
5. MH5. Do you feel that there are any barriers to accessing support services for mental health? If yes, what are they? n=500

Āpiti hanga

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, Ethnic communities, Youth, Ageing population, Māori, Pacific communities, the Rainbow community, Parents and 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 aged over 65 years. Our margin of error for this priority group is $\pm 2.56\%$ 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 dashboard (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
1,360	23%

LENGTH OF TIME LIVED IN TAURANGA	
Less than 1 year	0.2%
1-2 years	2.7%
3-5 years	4.9%
6-10 years	12.6%
More than 10 years	62.3%
I have lived here on and off throughout my life	17.4%

SUBURB	
Mt Maunganui, Omanu	6.0%
Arataki (Bayfair), Matapihi	13.3%
Pāpāmoa Beach, Wairākei (Pāpāmoa East), Te Tumu	15.8%
Kairua, Pāpāmoa Hills (Waitao), Mangatawa	0.3%
Welcome Bay, Hairini, Maungatapu	9.7%
Poike, Oropi, Greerton, Ohauiti	6.5%
Gate Pā, Merivale (Parkvale)	2.7%
Pyes Pā, Omanawa, Tauriko, The Lakes	8.0%
Bethlehem	10.1%
Brookfield, Judea	5.9%
Bellevue, Otūmoetai, Matua	13.3%
Tauranga South, City Centre, Avenues, Sulphur Point	8.5%

GENDER	
Female	44.1%
Male	55.1%
Another gender	0.8%

AGE	
65-69	33.0%
70-74	29.0%
75-79	20.9%
80-84	10.7%
85-89	4.8%
90-94	1.4%
95+	<1%

ETHNICITY (MULTIPLE CHOICE)	
Pākehā/NZ European	94.4%
Māori	5.6%
African	0.1%
Asian	1.5%
European	2.2%
Pacific	0.4%
Other	0.1%

EMPLOYMENT STATUS (MULTIPLE CHOICE)	
At school/study	-
Government benefit or income support	1.1%
Parental leave	-
Internship	-
Apprenticeship	-
Unemployed	0.5%
Work full-time	7.1%
Work part-time	12.8%
Casual/seasonal worker	1.6%
Self-employed/business owner	7.4%
Collecting interest/dividends/rent/other investments	16.9%
Collecting ACC payments	0.2%
Retired	62.6%
Superannuation/pension	67.0%

NOTES:

* The numbers represent the unweighted percentages of respondents among the Ageing population.

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

