

# Whakahou Taketake Vital Update

TAURANGA

# 2023

Ngā mātāwaka | Ethnic communities



Photo credit: Nikora Smith

## He mihi

# Acknowledgement

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

### Thank you for sharing your voice

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

### Contributing sponsors and organisations

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

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

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

- Education Tauranga
- English Language Partners BOP
- Multicultural Tauranga
- Migrant settlement network agencies
- Tauranga/Western Bay Multi Ethnic Forum

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.*



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.

Tauranga is one of the fastest growing cities in New Zealand and this growth has contributed positively to the increased diversity within our communities. Approximately 22% of Tauranga's population is now born overseas (Census 2018), with people from more than 70 different ethnic backgrounds making up our city. We have continued to be an attractive city for new migrants to live, work, learn and play in and we want to ensure Tauranga continues to be welcoming to all newcomers, who make significant contributions to our city – economically, socially and culturally. As we aspire to be a truly inclusive city and responsive in supporting community wellbeing now, and into the future.

We received 1,139 responses from those who identified as belonging to Ethnic communities. 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](http://www.tauranga.govt.nz/vitalupdate2023) includes 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 our city's future.

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

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

Tauranga

# Demographic profile



Photo credit: Simon Dawson

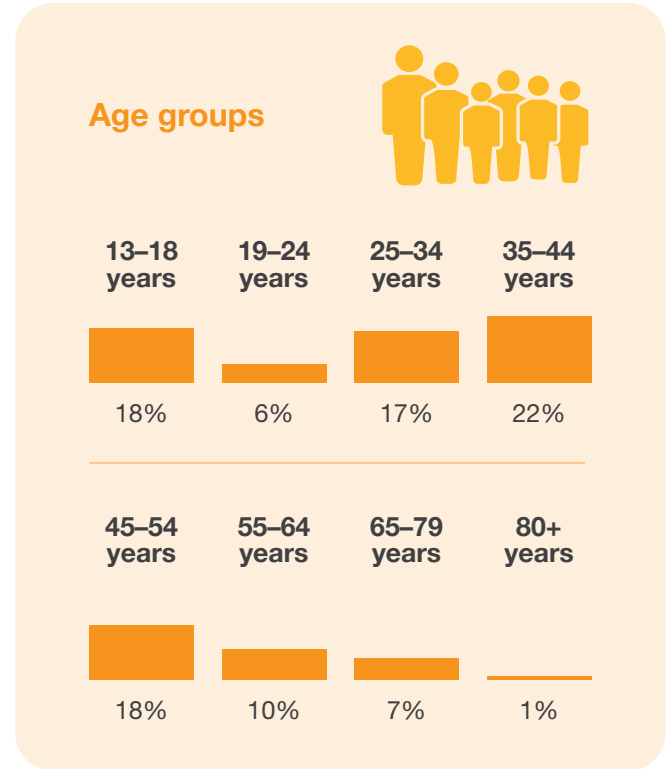
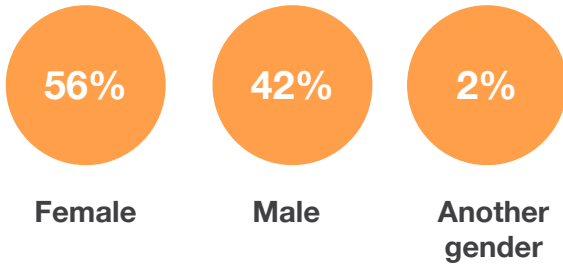
## Who responded to the survey?

### Snapshot of Ethnic communities

This page represents the demographics of the 1,139 respondents who identified as belonging to one or more Ethnic communities.



### Gender

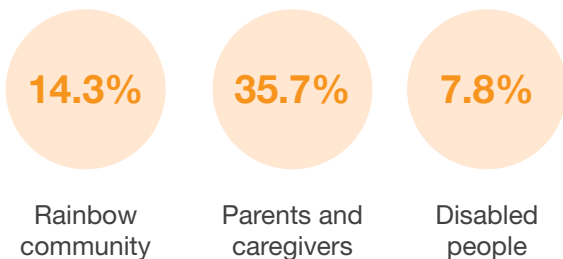


### Unemployment rate

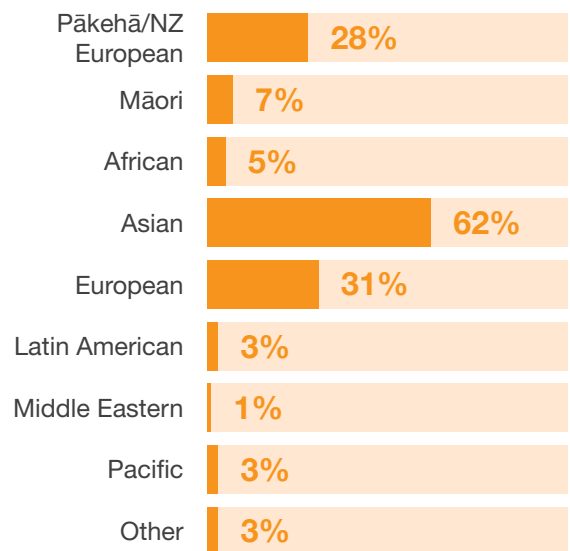


Unemployment rate for this priority group is higher than 4.5% for Tauranga overall.

### Within Ethnic communities respondents\*\*



### Ethnicity



253 out of 1,139 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=1,139.

\* 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 Ethnic communities.

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.

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



'Less traffic congestion/better roading infrastructure/less roadworks' was mentioned by **31%** of respondents from Ethnic communities and **35%** for Tauranga overall.



The second most popular change that our overall respondents want to see is 'revitalised CBD/better CBD/shops/restaurants/bars' (**14%**), this remains consistent for Ethnic communities (**15%**).



Better public transport/ more transport options' was mentioned by a further **10%** of those surveyed from Ethnic communities.

Other ideas included:

- Parking (9%)
- More activities/events/entertainment (7%)
- Inclusivity/attitudes/less racism (6%)

#### NOTES:

1. AS2. If you could change one thing about Tauranga, what would it be? And why? n=764 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.

If you go to other cities, you can find cheap, middle and expensive shops, restaurants or bars but in Tauranga, only expensive places exist, and they are not worth it. Everything here is overpriced. There are not many options for activities.

More hospitals. People should not need to wait a long time to see doctors.

Better infrastructure with long term appropriate planning. Better accessibility for all people.

Traffic, I know it's impossible. Afterschool activities are getting harder and harder as we cannot get to places in time.

Revitalise the city centre. We need a place to congregate, where we can connect.

The lack of cultural diversity in the city. The only thing people do is to go to the Mount or walk their dog at the beach.

Cultural change regarding that Tauranga is a city yet people still treat it as a small town.

”

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

“

Universities – because then parents do not need to send their children to other places for further study and they can live together.  
Big shopping centres – then people do not need to go far to buy something that Tauranga doesn't have.

Beautiful architecture, and stream and vibe from Christchurch riverside.

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

In Rotorua, the lake playground was hugely upgraded. We could use an upgrade in the memorial park playground like a skateboard/scooter park and flying fox. In Hamilton, there is a landmark like Hamilton Gardens. In Tauranga, we also need a landmark for people to visit us.

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

Love the family-friendly vibe on the waterfronts of Napier and New Plymouth. Would love to see more tree canopy in the CBD and routes into Tauranga.

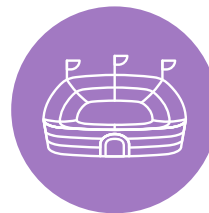
”

We asked if there was anything you had seen in another city that Tauranga should have. A total of 669 participants from Ethnic communities shared their opinions with us.

Some of the most common ideas included:



**19%** of those surveyed from Ethnic communities want to see 'better/improved public transportation', compared to **15%** from Tauranga overall.



'Stadiums/theme parks/aquarium/facility to host large events' was mentioned by **11%** of the Ethnic community and **15%** of Tauranga overall.

Other ideas included:

- Thriving/busy CBD/city centre (11%)
- Green spaces and parks (9%)
- Museum/theatre/arts centre (7%)
- Shops/shopping centres/dining (7%)



NOTES:

1. AS3. Have you seen something in another city that you think Tauranga should have? n=669 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

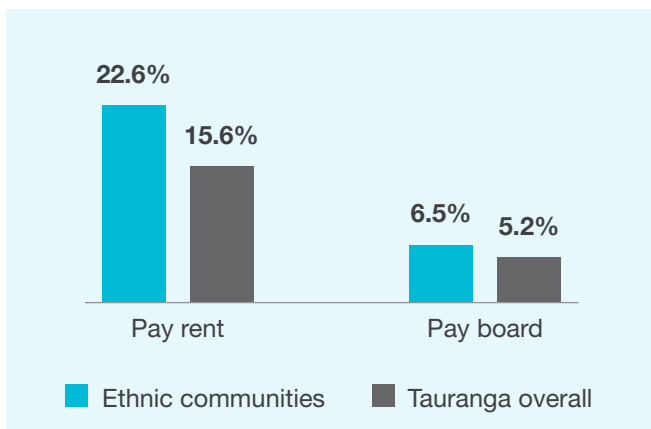
45.2%

of those who identified as belonging to Ethnic communities own a house in Tauranga.

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

### Renters and boarders

Ethnic communities have higher proportions of renters and boarders:



### Homelessness

The proportion of People experiencing homelessness who also indicated they were from an Ethnic community (3.6%) is slightly higher than for Tauranga overall (2.8%). Those who identified as African are more likely to be experiencing homelessness compared to other ethnicities (14.6%).

### Household incomes

17%

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

76%

worry about how much money their household has at least 'sometimes', those aged 25-44 years being the most concerned (83%).

6%

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

### What else?

Over 57% of respondents from Ethnic communities live with their partner/spouse and 63% of those live with their partner/spouse without kids.



Photo credit: Nikora Smith

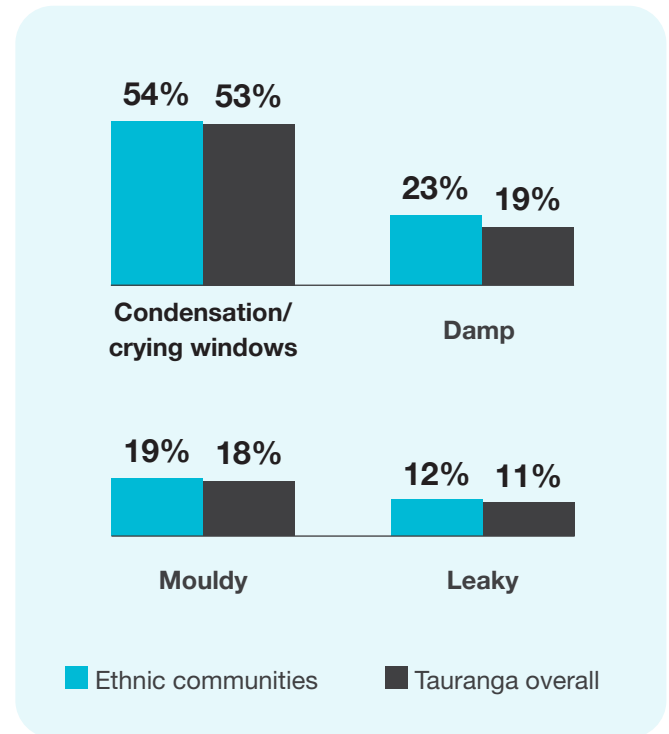
E pēhea ana te noho ā-whare?

## What is our housing situation?



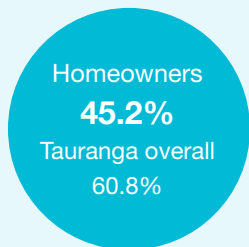
Living in a house, flat, unit or apartment that is stable and/or unassisted housing

Homeless

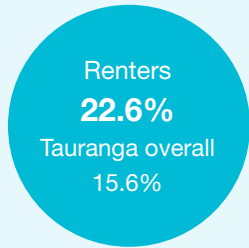


■ Ethnic communities

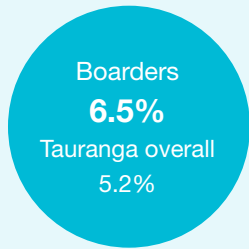
■ Tauranga overall



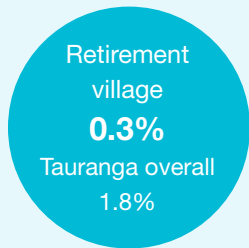
Those who own a house (including in a trust, with or without a mortgage, and co-owning models) and pay all relevant costs.



Those who rent the house and pay rent.



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



Those who live in a retirement village.

| Amenities   | % who have access - Ethnic communities | % who have access - Tauranga |
|---|--|------------------------------|
| Cooking facilities  | 93%                                    | 97%                          |
| Tap water that is safe to drink                                       | 93%                                    | 96%                          |
| Fridge  | 93%                                    | 97%                          |
| Bath or shower  | 93%                                    | 97%                          |
| Toilet  | 94%                                    | 97%                          |
| Electricity supply  | 94%                                    | 97%                          |
| Heating (including heat pump, wood burner, or built-in gas fireplace) | 87%                                    | 93%                          |
| Extractor fan in bathroom   | 83%                                    | 86%                          |
| Extractor fan in kitchen  | 83%                                    | 85%                          |
| Additional bedroom heaters  | 65%                                    | 66%                          |

NOTES:

1. HS1. What best describes your living situation? Please select all that apply. n=1,139
  2. HS2. If you LIVE in a house, flat, unit or apartment which of the following best describes your current housing situation? n=1,139
  3. Proportion of homeowners, renters, boarders is calculated based on the total number of responses n=1,139
  4. HS3. Please review the statements below regarding the place you are currently living. n=1,123.
  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=1,129
- \* 'Don't know' responses were excluded for more accurate data presentation.

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

57%

**Live with partner/  
spouse**

Tauranga overall 62%

27%

**Live with parents**

Tauranga overall 18%

26%

**Live with dependent  
children**

Tauranga overall 26%

14%

**Live with siblings**

Tauranga overall 9%

37%

**Live with partner and  
children**

Tauranga overall 20%

9%

**Live with flatmates/  
housemates/roommates**

Tauranga overall 1%

10%

**Live with adult children**

Tauranga overall 7%

4%

**Live alone**

Tauranga overall 9%

2%

**Live with grandparents**

Tauranga overall 1%

3%

**Single parents**

Tauranga overall 5%

<1%

**Live with grandchildren**

Tauranga overall 1%

### What have we learnt?

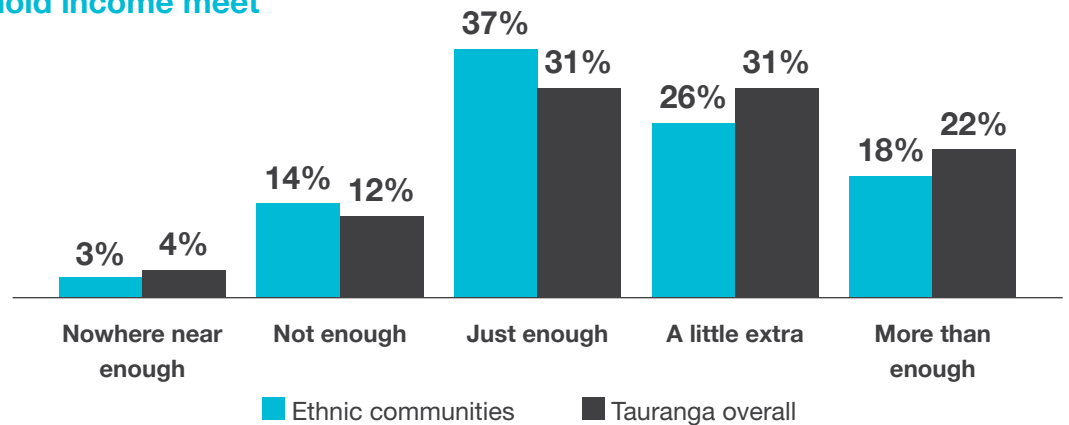
- 1 Over 57% of survey participants from Ethnic communities live with their partner/spouse and 63% of those live with their partner/spouse without kids.
- 2 12% are single parents, which is greater than Tauranga overall at 5%.
- 3 There is more communal living and larger families within our Ethnic communities. The responses show higher proportions of those living with their parents, siblings, flatmates and grandparents compared to Tauranga as a whole.

NOTES:

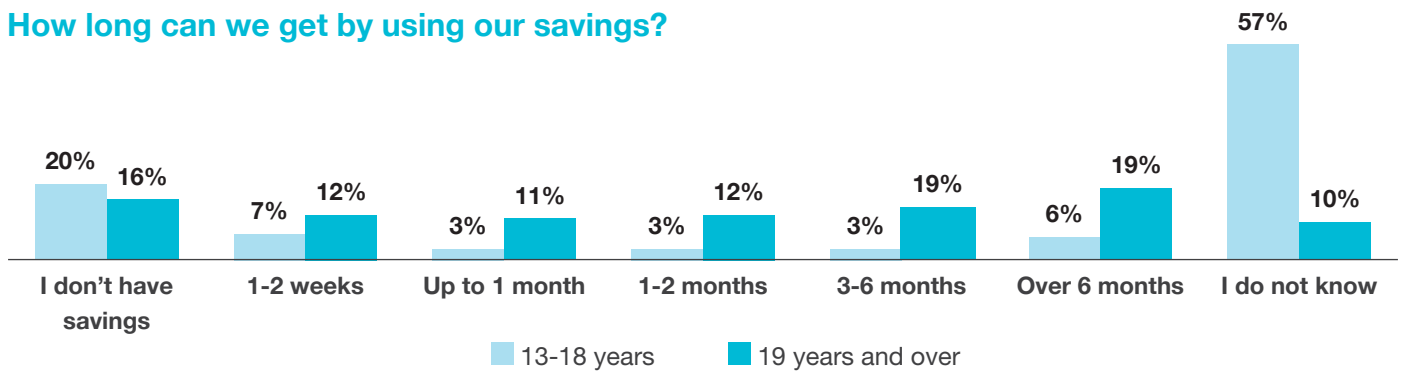
1. HS5. Which of the following best describes who you live with? If you don't live alone please select all that apply. n=1,133

## 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?\*

- 17% of those surveyed who identify as part of an Ethnic community indicated they do not have income to meet their everyday needs, this is on par with Tauranga overall (16%).
- Those who indicated they were Māori have the highest proportion of respondents who stated that they don't have enough to meet their everyday needs (26%). Middle Eastern respondents are close behind at 24% and Pacific at 23%.
- Overall, 17% of the Ethnic communities do not have savings for a change of circumstance or an emergency, with 50% of those 19 years and over having savings to last them more than one month.
- 76% worry about how much money their household has at least 'sometimes'.
- Survey participants aged between 25-44 years worry the most about their household's financial wellbeing (83%).

#### NOTES:

- HS9. Thinking about how well your household income meets your everyday needs (including accommodation, food, clothing) – money wise would you say you have... n=1,124
- 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=1,127
- HS12. Do you worry about how much money your household has? n=1,131

\* '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 (35% do this 'often' or 'all the time')
- Go without/cut back on trips to the shops/ other local places (29% do this 'often' or 'all the time')
- Put off buying clothing/footwear for as long as possible (25% 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) (4% do this 'often' or 'all the time')
- **Buying food**  
Gone without groceries to help keep expenses down (6% do this 'often' or 'all the time')
- **Children participating in school activities**  
Not go on school trips/sent your children on school trips (6% do this 'often' or 'all the time')



**What have we learnt?**

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

NOTES:

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



Oranga hapori

# Social wellbeing



Photo credit: Hunter Studios

## Social wellbeing – what is most important?

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

This study has shown that 46% of those surveyed from Ethnic communities feel lonely at least some of the time.

In the last four weeks, 14% of those surveyed ‘never’ or ‘rarely’ have contact with relatives or friends who they don’t live with.

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

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

The ethnicity who indicated they were most lonely, with 66%, was Latin American respondents who feel lonely all, most or some of the time.

### Local event attendance

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

**36%**

of our Ethnic communities survey participants indicated they attend events at least once a month.

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

- Not interested in the types of events
- Too tired or can’t be bothered to attend
- Events are 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 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 those who responded to the survey to get around the city, with 47% reporting this as their preferred transportation method.

To get to work or school, nearly three in ten respondents will take a public or school bus and a similar proportion will be a passenger in a car or walk or jog to get there.

### Key household issues

Financial pressure is the greatest issue affecting households within the Ethnic communities, with 37% of respondents reporting financial pressures. The Middle Eastern community is the most affected by financial issues (62%).

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

Health is also high on the list of household issues, with nearly one in five households (16%) reporting that their household is affected.

### An accepting and welcoming city

**72%**

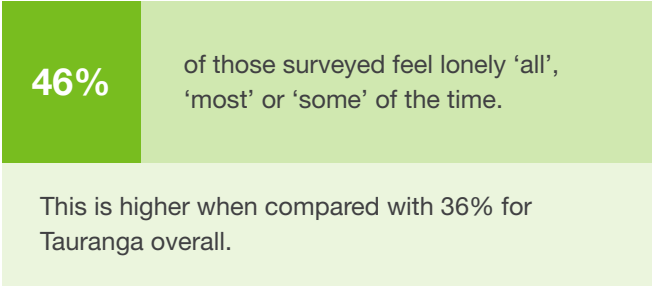
of the Ethnic communities survey participants believe that Tauranga is fairly to very welcoming, with 61% feeling included and respected.

However, it is important to acknowledge that 44% of the Ethnic communities have reported experiencing racial discrimination at least ‘sometimes’.

### Knowledge of services available to migrants

Whilst nearly half (44%) of the Ethnic communities are ‘fairly’ or ‘well’ informed, or have all the information they need, 56% of the community are lacking information regarding services available to help new migrants settle into the city.

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



**Who is most at risk?**

Latin American respondents are most at risk; 66% feel lonely 'all', 'most' or 'some' of the time. The proportion for other ethnicities is slightly lower, Pacific 61%, African 58% and Māori 51%.

**Having contact with family & friends**

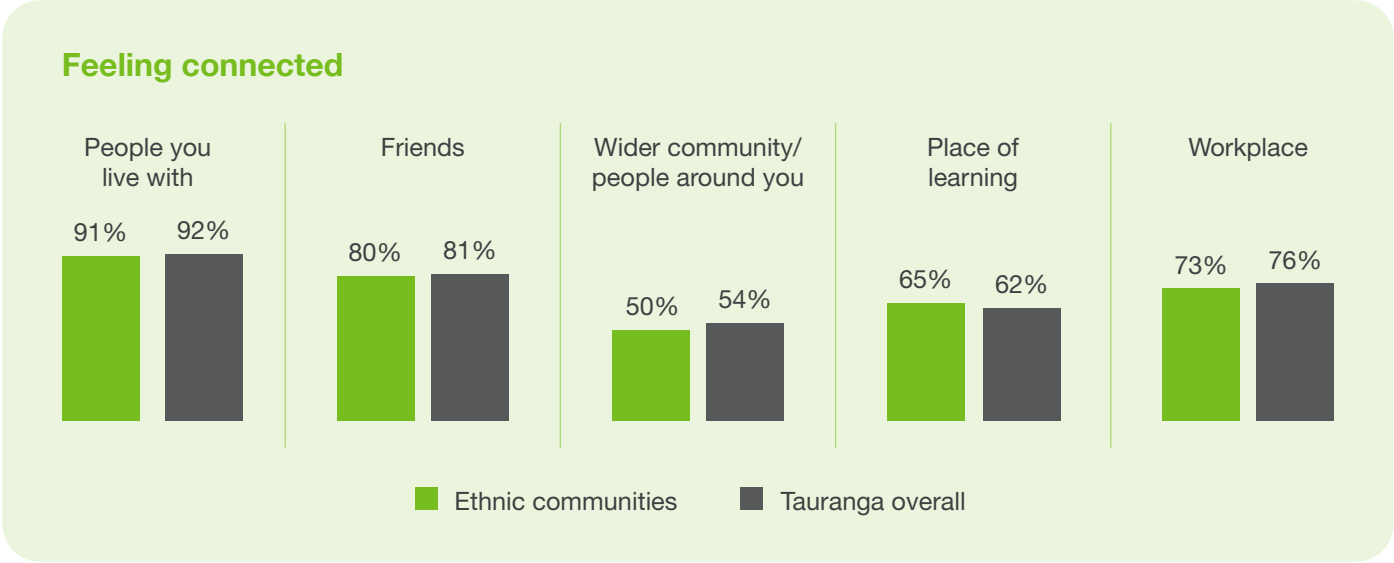
In the last four weeks, 14% of those surveyed 'never' or 'rarely' had contact with relatives or friends who they don't live with.

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

|                       |     |
|-----------------------|-----|
| Distance              | 52% |
| Cost                  | 35% |
| Too busy              | 24% |
| They aren't available | 17% |

37% 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 not having transport options, them not having access to internet or phone, poor health, losing contact and limitations/restrictions due to COVID-19.

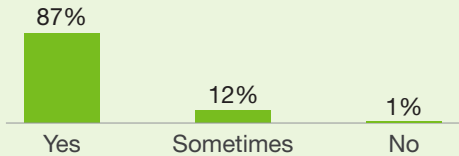


NOTES:  
 1. SW1. In the last four weeks, how often have you felt lonely? n=1,120  
 2. SW2. In the last four weeks, how often have you had contact with relatives or friends who don't live with you? n=1,125  
 3. SW3. What makes it hard to have contact with family or friends who don't live with you? Please select all that apply. n=1,095  
 4. SW4. How well-connected do you feel with... n=1,129  
 \* 'Don't know' responses were excluded for more accurate data presentation.

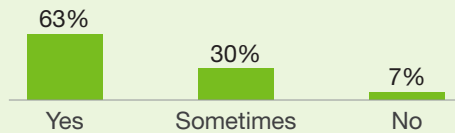
## How do we feel about our life and where we live?

### In my life...

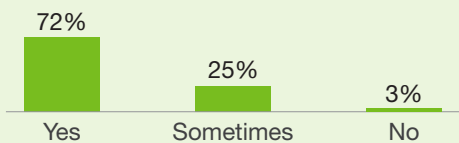
**I can make decisions for myself**



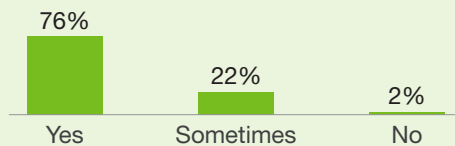
**I feel fit and healthy**



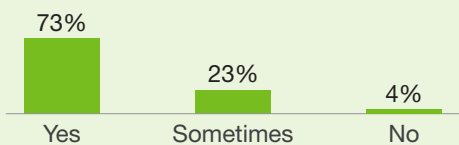
**I feel respected and loved**



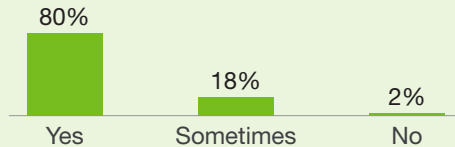
**I have a good life**



**I am proud of who I am**

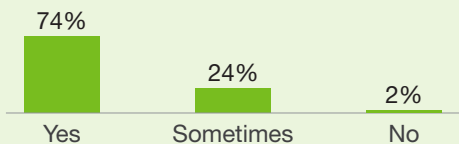


**I am proud of my culture**

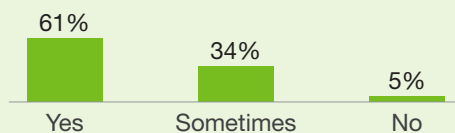


### Where I live...

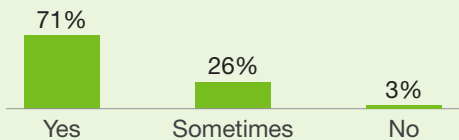
**People will help me**



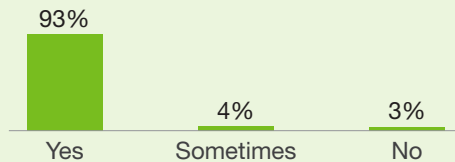
**We live in a fun environment**



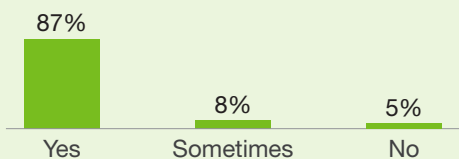
**We spend time together**



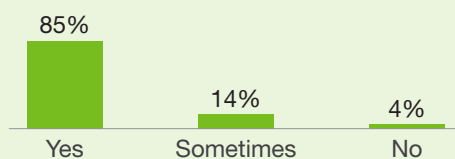
**Everyone has their own bed**



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



**People are accepted and included**



NOTES:

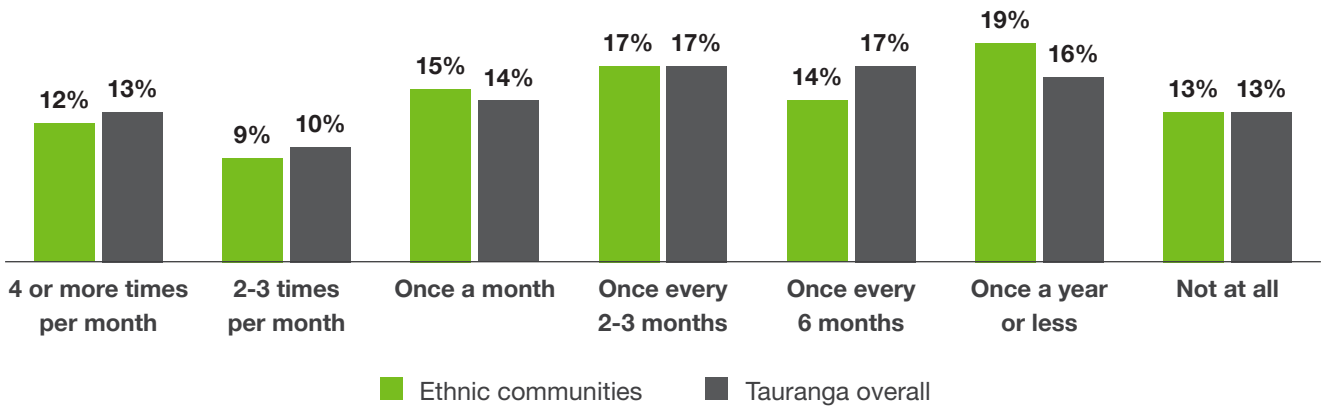
1. SW5. In my life... n=1,139

2. SW6. Where I live...n=1,075

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

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

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



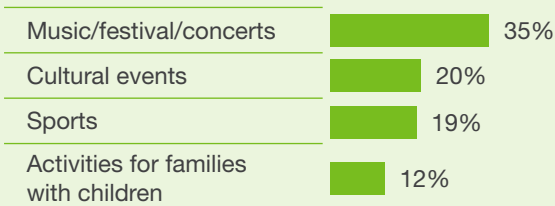
**What are the barriers?**

- 1 For Tauranga wide respondents, the most common reason for not attending is the 'types of events on offer' (48%), this is consistent for Ethnic communities (49%).
- 2 The second most common barrier is that they are 'too tired/can't be bothered' to attend events (34%).
- 3 A further 33% of Ethnic community respondents have indicated that the events are 'too expensive' to attend.

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

A total of 642 respondents left a comment with suggestions regarding the events they would like to see in Tauranga. Their suggestions are important, as one of the the most common reasons for not attending the current types of events is due to their lack of appeal.

**Desired events**



NOTES:

1. SW7. On average, how often do you attend and/or participate in events in your community, such as festivals, concerts, sports events? n=1,064, n=490 mentioned barriers.

2. SW9. What kinds of events would you like to see more of in your community? n=642 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 38% of the Ethnic communities respondents indicated that there are no issues affecting their household. This is lower when compared with 42% Tauranga wide.
- 2 62% of those surveyed indicated that there are one or more issues affecting their household.  
  
37% of respondents within Ethnic communities reported having financial pressures. With the current economic situation and increasing cost of living, it is not surprising to see financial issues ranking highly.  
  
62% of the Middle Eastern community indicated that financial issues were affecting their household.
- 3 Mental wellbeing is the second largest issue that was mentioned by survey participants, with one in five households affected (20%).  
  
Those within the African community reported having the highest proportion of respondents with mental wellbeing affecting their households (36%).
- 4 Health is the third most important issue with 16% of households affected.
- 5 Other issues mentioned include employment (12%), education (12%), housing (10%), isolation/lack of understanding (9%), access to support services (8%) and food (8%).

“

War and dictatorship in my country.

Unreliable/unavailable public transport.

Environment pollution.

Neighbours who harass us.

Traffic congestion and terrible decisions by councils regarding public transport.

Traffic and spending hours in my car.

As a single mum, I am always struggling with time.

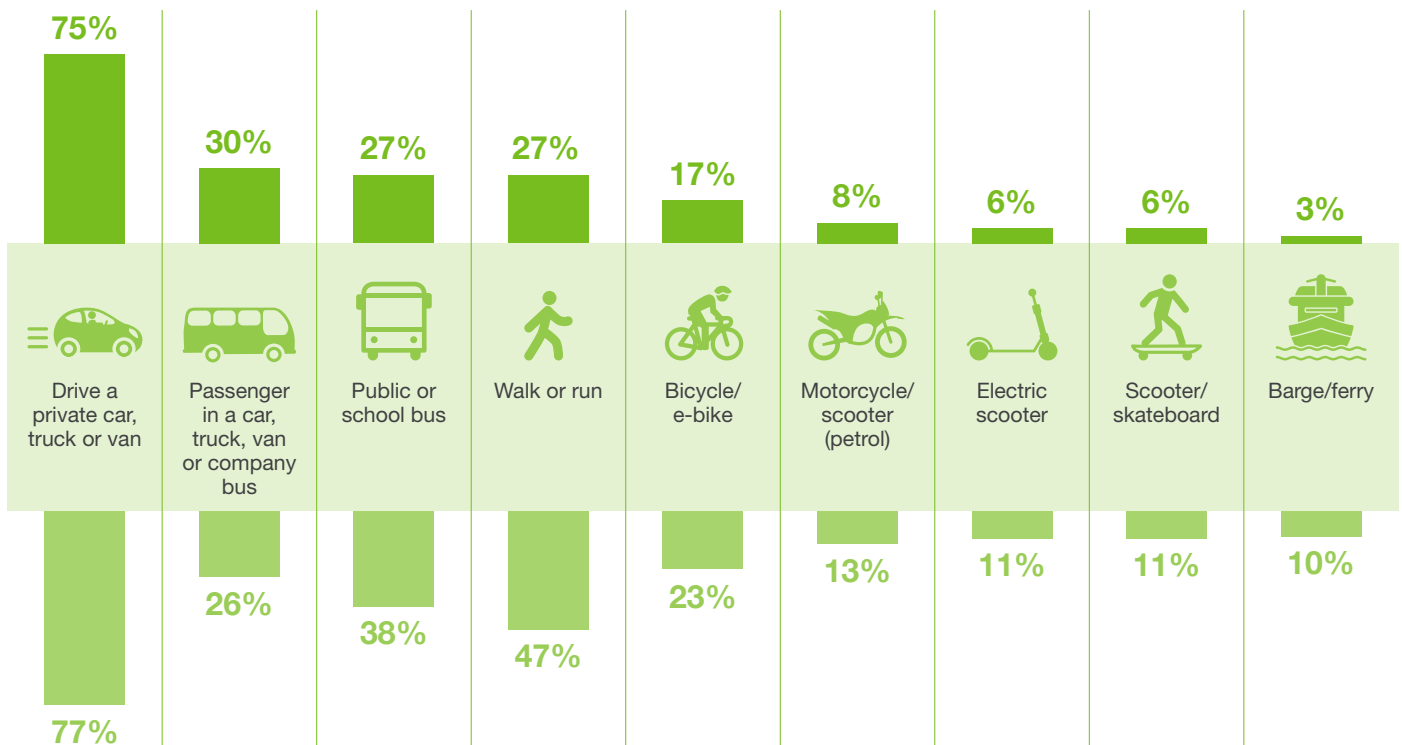
”

#### NOTES:

1. SW10. What are the key issues affecting your household? Please select all that apply. n=1,109  
\* '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 (75%).
- 2 3 in 10 (30%) use public transport to commute to school or work and one in four (26%) to get around the city.
- 3 Considerably more members of Ethnic communities are choosing to walk or jog around the city (47%) and to get to work or their place of learning (27%).
- 4 1% of respondents selected 'other' for getting to school or work 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=985; Transport to school/work n=940.  
 \* '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'.

12% of respondents **do not** think that the events in the city reflect a strong sense of culture and heritage.

### In buildings

22%

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

22% of survey participants **do not** think that the buildings in the city reflect a strong sense of culture and heritage.

### In public spaces



29%

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

12% 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=1,071
  2. SW15. What types of arts and culture do you want to see more of in Tauranga? n=532 left a comment
- \* 'Don't know' responses were excluded for more accurate data presentation.

### As a city overall

30%

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

15% **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 Multicultural/Pasifika/European (25%)
- 2 Māori art and culture (14%)
- 3 Music (11%)

“

More sculptures, murals, art installations. Modern buildings, parks.

Sometimes there are small events at the Historic Village, but I do not see many regular events other than markets. There are lots of markets on the weekends.

I would like to see the stories of our place told more clearly and consistently throughout the fabric of our city. Currently a lifeless shopping mall does a better job than our public spaces.

”



# He kāinga ngākau tūwhera a Tauranga? Is Tauranga an accepting and welcoming place to live?

72%

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

## Experienced racial discrimination

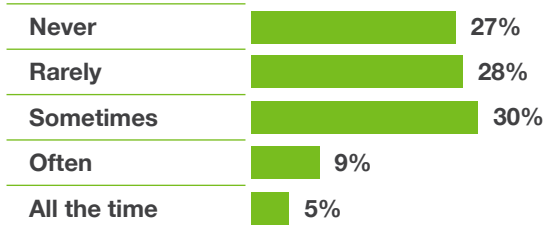


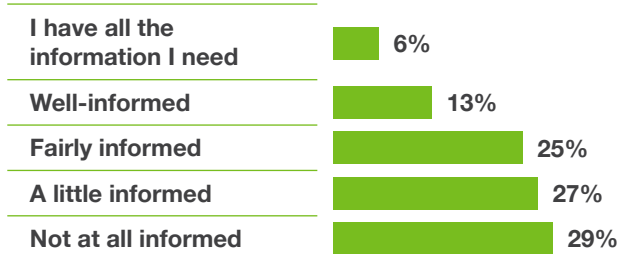
Photo credit: Loni Thompson

## What can be done?

Respondents were asked what could be done to better include and respect cultural perspectives in Tauranga, 105 people shared their thoughts:

- Accept all cultures/include everyone (23%)
- Multicultural festivals need to be more participated in/advertised (21%)
- Educate teachers students/everyone/more awareness (12%)
- Less ignorance/more open mindedness/less discrimination/less racism (12%)
- Provide opportunities to express culture (3%)

## Knowledge of services available to migrants



## What have we learnt?

Whilst nearly half (44%) of the Ethnic communities are 'fairly' or 'well' informed or have all the information they need. This means that 56% of the community are lacking information regarding services available to help new migrants settle into the city.

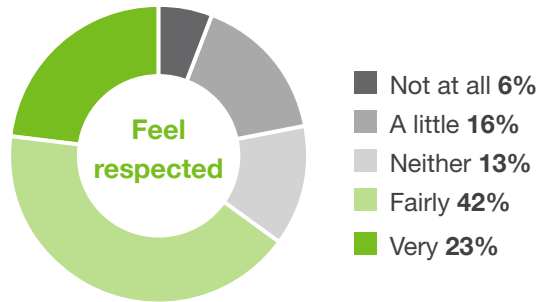
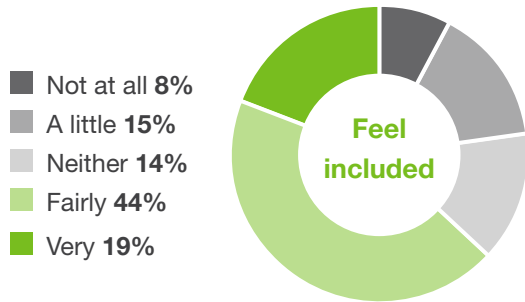
Those who identified as part of the African or European community are the most likely to be 'not at all informed' (41%).

NOTES:

1. SW16. Is Tauranga an accepting and welcoming place to live? n=1,097
2. EC6. How well informed do you feel about services available to help new migrants settle in our city? n=875
3. EC5. What could be done to better include and/or respect diverse cultural perspectives in Tauranga? n=383
4. EC7. Have you experienced racial discrimination in Tauranga? n=1,044

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

## Cultural identity – do we feel included and respected?



**75%**

of survey participants **do** feel comfortable to express their cultural identity where they currently stay.

15% of survey participants **do not** feel comfortable to express their cultural identity where they currently stay.



**73%**

of survey participants **do** feel comfortable to express their cultural identity with medical professionals.

16% of survey participants **do not** feel comfortable to express their cultural identity with medical professionals.



**71%**

of survey participants **do** feel comfortable to express their cultural identity at their workplace.

17% of survey participants **do not** feel comfortable to express their cultural identity at their workplace.



**69%**

of survey participants **do** feel comfortable to express their cultural identity in the local community.

17% of survey participants **do not** feel comfortable to express their cultural identity in the local community.



**69%**

of survey participants **do** feel comfortable to express their cultural identity at their place of learning.

18% of survey participants **do not** feel comfortable to express their cultural identity at their place of learning.



**66%**

of survey participants **do** feel comfortable to express their cultural identity in Tauranga as a city.

21% of survey participants **do not** feel comfortable to express their cultural identity in Tauranga as a city.

NOTES:

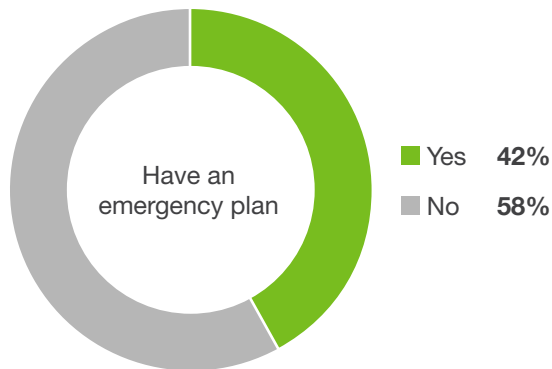
1. EC4. How included and respected are your cultural values and perspectives in Tauranga? n=939

2. EC3. How comfortable do you feel to express your cultural identity? n=1,080

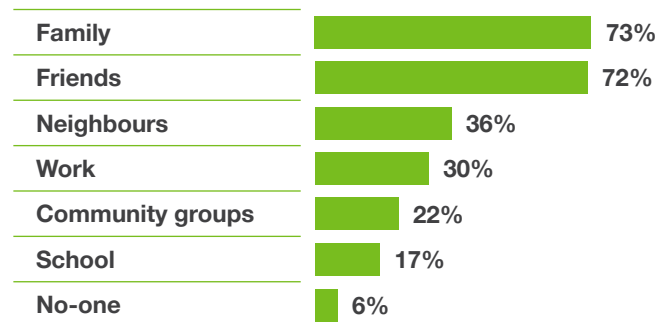
\* 'Don't know' responses were excluded for more accurate data presentation.

# 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** 42% of respondents who identified as part of the Ethnic communities have an emergency plan, which is slightly lower than 50% for Tauranga overall.

**2** When we asked about support networks, most survey participants will turn to family (73%), friends (72%) and neighbours (36%) for help in case of emergency.

However, 6% have selected that they have no-one.



NOTES:

- EM1. Do you/your family have an emergency plan? n=1,127
- EM2. If there was an emergency, what support networks do you have available to you? Please select all that apply. n=1,118

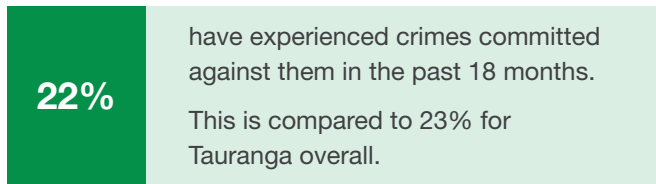
Haumarutanga

# Safety



Photo credit: Nikora Smith

### Crime in Tauranga



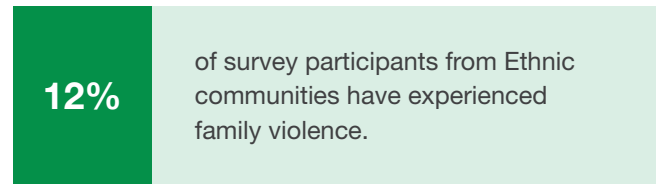
Survey participants indicated that the CBD/downtown Tauranga area is the most unsafe place, with 49% feeling unsafe here during the night and 25% feeling unsafe during the day.

Discrimination (30%), Racism (28%), Mental health (28%) are the issues that most members of Ethnic communities are extremely concerned about.

### Alcohol, nicotine and drug consumption

- 57% of the Ethnic communities consume alcohol, which is lower than 77% for Tauranga overall.
- Around one in ten survey participants smoke tobacco (9%) or vape (10%) and 5% use 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 (93%)
- Domestic violence (86%)
- Intimate partner harm (79%)
- Child abuse/neglect (77%)
- Sexual assault (72%)
- Harm from a carer/support worker (57%)

Support to enable victims to come forward and seek help is required. While 41% of survey participants reported family violence, 43% of those affected had sought help.

### What are we concerned about?

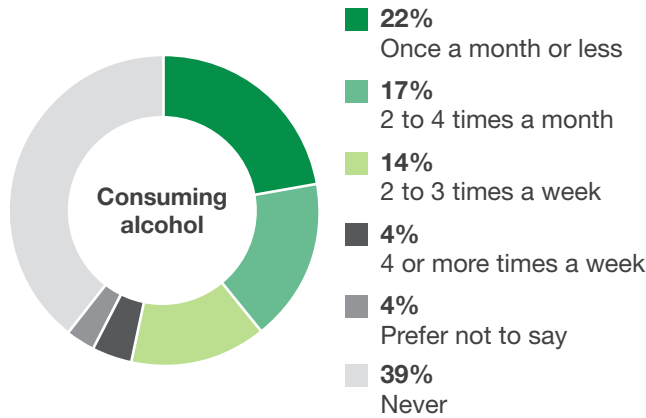


NOTES:  
 1. SAF10. Please let us know if any of the following are a concern for you...n=1,074

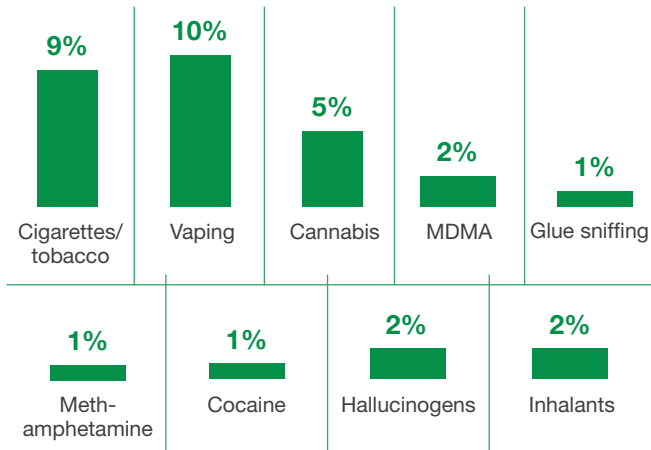
Me aha i te taihara, i te waipiro, i te kai pūroi hoki?  
**What about crime, alcohol and drug consumption?**



|              |     |
|--------------|-----|
| Verbal abuse | 11% |
| Theft        | 8%  |
| Harassment   | 6%  |
| Vandalism    | 4%  |
| Assault      | 3%  |



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



**What have we learnt?**

- 22% of the Ethnic communities reported that they have been the victim of a crime in the last 18 months, compared to 23% of respondents Tauranga wide.
- 57% of those surveyed consume alcohol. 18% indicated that they drink alcohol more than once a week, which is lower than the 34% of Tauranga respondents who drink more than once a week.
- Around one in ten survey participants smoke tobacco (9%) or vape (10%) and 6% use cannabis.
- More than three in ten (32%) of those who responded do not feel that there are any barriers in accessing support services for alcohol or drug addiction. 11% of survey participants have indicated that 'stigma and embarrassment' is a barrier to accessing support services, with a further 9% mentioning 'knowledge of services available/where to access the services'.

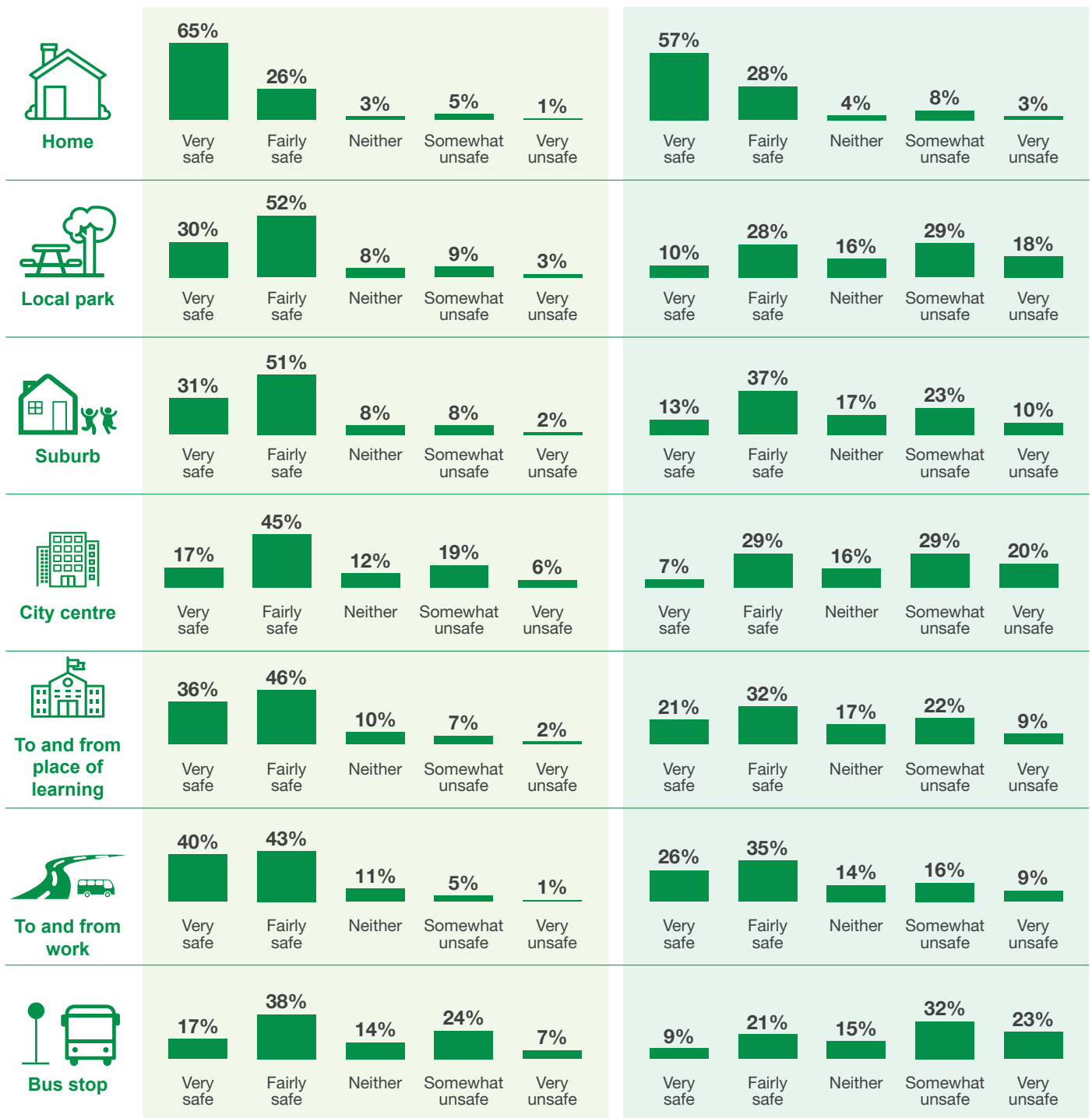
NOTES:  
 1. SAF1. In the last 18 months, have you been the victim of a crime? n= 1,124  
 2. SAF5. How often do you have a drink containing alcohol? By a 'drink' we mean more than a sip. We respect your privacy, and your responses will not be connected with you personally. n=1,097  
 3. SAF6. When was 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=1,132  
 4. SAF6A. Do you feel that there are any barriers to accessing support services for drugs/alcohol/smoking? If yes, what are they? n=80  
 \* 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



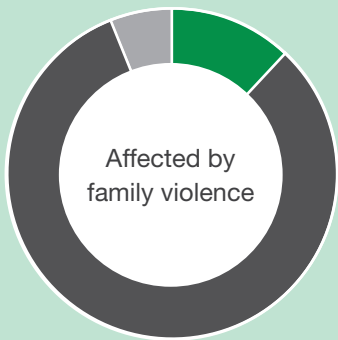
During the day, those surveyed feel the safest in their homes (91%) and when going to and from work (83%).

At night, survey participants feel the safest in their homes (85%) and when going to and from work (61%). The city centre and the bus stop are reported as being less safe at night, with 49% and 55% 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=1,132
  - SAF3. Overall, how safe do you feel being alone in the following spaces during the night? n=1,128
- \* '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 12%
- No 82%
- Prefer not to say 6%

|  | Myself | Someone close to me | Prefer not to say |
|--|--------|---------------------|-------------------|
| <b>Sexual assault</b>                    | 27%    | 45%                 | 27%               |
| <b>Intimate partner harm</b>             | 34%    | 45%                 | 21%               |
| <b>Child abuse and/or neglect</b>        | 37%    | 40%                 | 23%               |
| <b>Domestic violence</b>                 | 30%    | 56%                 | 4%                |
| <b>Verbal abuse/arguments</b>            | 54%    | 39%                 | 6%                |
| <b>Harm from a carer/ support worker</b> | 22%    | 35%                 | 44%               |

**What have we learnt?**

- 1** 12% responded that someone in their family has experienced family violence. This is slightly lower than 15% for Tauranga. 6% of those belonging to Ethnic communities indicated they preferred not to answer the question.
- 2** Support to enable victims to come forward and seek help is required. While 41% of survey participants reported family violence, 43% 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=1,134
2. SAF7. Which of the following have your family experienced? n=161
3. SAF8. Have you or your immediate family member ever reported to Police any incidents of family violence? n=163
4. SAF9. Have you or your immediate family member ever sought help from health and social services in relation to family violence? n=161



Oranga hinengaro

# Mental Health

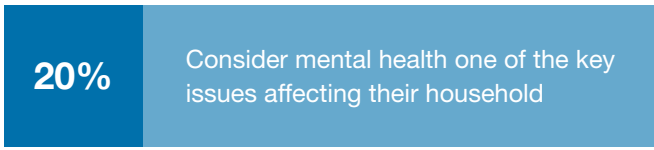
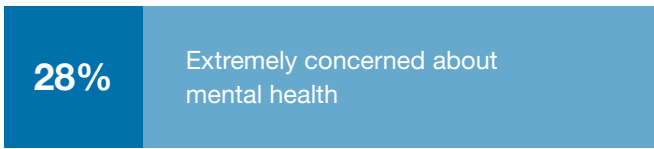
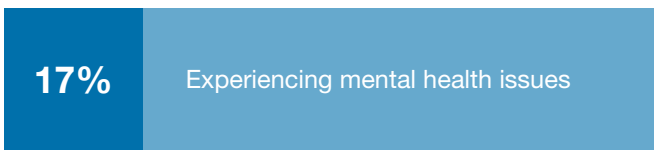


Photo credit: Nikora Smith

**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. Ethnic communities results are consistent with the citywide population.

28% of those belonging to Ethnic communities are extremely concerned about this issue and two in ten (20%) consider it to be one of the largest issues affecting their household.



62% of the community have someone to talk to, a support person. However, 38% of the community does not have someone they can turn to in a time of need.

**Changes and triggers**

Overall, in Tauranga, one quarter of the participants have reported that their mental health has improved in the last 12 months. For the Ethnic communities, this proportion is even higher at 32%. However, there is also 17% of this priority group whose mental health has declined.

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

- Work (18%)
- Self help/change of mindset/better lifestyle/religion (13%)
- Health/healthcare/family health (11%)
- Financial stress/cost of living (9%)

**Barriers**

While one third of survey participants (36%) believe there are no barriers to accessing support services for mental health, others have mentioned:

- Financial issues (18%)
- Lack of referrals/support to access services/lack of resources or services/difficult to access (12%)
- Ongoing support availability/lack of qualified staff/lack of follow up (8%)
- Society/stigma (7%)



NOTES:

1. MH1. Are you currently experiencing mental health issues? n=1,131
2. MH2. When you need to talk to someone, have you got a support person? n=1,126
3. MH3. Thinking about now and 12 months ago, how would you describe your mental health? n=1,050
4. MH4. What has triggered the change? n=344
5. MH5. Do you feel that there are any barriers to accessing support services for mental health? If yes, what are they? n=419

Āpitihanga

# Appendices



Photo credit: Simon Dawson

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

## Appendix 2. About the people

| TOTAL RESPONDENTS | TAURANGA RESIDENTS |
|-------------------|--------------------|
| 1,139             | 19%                |

| LENGTH OF TIME LIVED IN TAURANGA                |       |
|---|-------|
| Less than 1 year                                | 7.1%  |
| 1-2 years                                       | 8.8%  |
| 3-5 years                                       | 15.5% |
| 6-10 years                                      | 21.7% |
| More than 10 years                              | 38.6% |
| I have lived here on and off throughout my life | 8.3%  |

| SUBURB  |       |
|---|-------|
| Mt Maunganui, Omanu                                 | 5.5%  |
| Arataki (Bayfair), Matapihi                         | 6.7%  |
| Pāpāmoa Beach, Wairākei (Pāpāmoa East), Te Tumu     | 15.9% |
| Kairua, Pāpāmoa Hills (Waitao), Mangatawa           | 0.2%  |
| Welcome Bay, Hairini, Maungatapu                    | 11.3% |
| Poike, Oropi, Greerton, Ohauiti                     | 6.4%  |
| Gate Pā, Merivale (Parkvale)                        | 6.3%  |
| Pyes Pā, Omanawa, Tauriko, The Lakes                | 11.4% |
| Bethlehem   | 7.2%  |
| Brookfield, Judea                                   | 7.7%  |
| Bellevue, Otūmoetai, Matua                          | 9.9%  |
| Tauranga South, City Centre, Avenues, Sulphur Point | 11.3% |

| GENDER         |       |
|----------------|-------|
| Female         | 41.7% |
| Male           | 56.0% |
| Another gender | 2.3%  |

| AGE   |       |
|-------|-------|
| 13-18 | 17.5% |
| 19-24 | 5.9%  |
| 25-34 | 17.4% |
| 35-44 | 22.3% |
| 45-54 | 18.2% |
| 55-64 | 10.3% |
| 65-79 | 7.2%  |
| 80+   | 1.2%  |

| PRIORITY GROUPS                  |       |
|----------------------------------|-------|
| Rainbow community                | 14.3% |
| Youth                            | 20.7% |
| Ageing population                | 12.2% |
| Parents and caregivers           | 35.7% |
| Māori                            | 5.5%  |
| Pacific communities              | 2.6%  |
| Disabled people                  | 7.8%  |
| Carers (for Disabled people)     | 5.8%  |
| People experiencing homelessness | 4.0%  |

| ETHNICITY (MULTIPLE CHOICE) |       |
|-----------------------------|-------|
| Pākehā/NZ European          | 27.6% |
| Māori                       | 6.7%  |
| African                     | 4.7%  |
| Asian                       | 62.3% |
| European                    | 30.7% |
| Latin American              | 3.5%  |
| Middle Eastern              | 0.9%  |
| Pacific                     | 2.7%  |
| Other                       | 3.0%  |

NOTES:

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

## Appendix 2. About the people

| EMPLOYMENT STATUS<br>(MULTIPLE CHOICE)                      |       |
|---|-------|
| At school/study   | 20.9% |
| Government benefit or income support                        | 2.9%  |
| Parental leave  | 0.6%  |
| Internship  | 0.2%  |
| Apprenticeship  | 0.3%  |
| Unemployed  | 8.6%  |
| Work full-time  | 44.6% |
| Work part-time  | 18.6% |
| Casual/seasonal worker                                      | 5.5%  |
| Self-employed/<br>business owner                            | 15.5% |
| Collecting interest/<br>dividends/rent/other<br>investments | 2.8%  |
| Collecting ACC<br>payments                                  | 0.8%  |
| Retired   | 5.5%  |
| Superannuation/<br>pension                                  | 5.9%  |

| EUROPEAN               |       |
|------------------------|-------|
| British                | 51.4% |
| Czech                  | 0.4%  |
| Dutch                  | 13.0% |
| French                 | 2.7%  |
| German                 | 3.9%  |
| Italian                | 2.7%  |
| Polish                 | 2.4%  |
| Russian                | 1.5%  |
| South African European | 3.5%  |
| Spanish                | 1.5%  |
| Other European         | 17.1% |

| LATIN AMERICAN       |       |
|----------------------|-------|
| Argentinian          | 15.9% |
| Brazilian            | 20.2% |
| Chilean              | 5.3%  |
| Colombian            | 19.2% |
| Mexican              | 23.5% |
| Peruvian             | 0.7%  |
| Other Latin American | 15.2% |

| AFRICAN       |       |
|---------------|-------|
| Cairibbean    | 13.2% |
| Ethiopian     | 0.7%  |
| Kenyan        | 4.1%  |
| Nigerian      | 10.7% |
| South African | 56.0% |
| Zambian       | 0.0%  |
| Other African | 15.3% |

| ASIAN       |       |
|-------------|-------|
| Bangladeshi | 0.4%  |
| Chinese     | 18.5% |
| Filipino    | 51.1% |
| Indian      | 35.0% |
| Indonesian  | 1.1%  |
| Japanese    | 4.2%  |
| Korean      | 16.6% |
| Malay       | 0.2%  |
| Nepalese    | 3.5%  |
| Pakistani   | 0.9%  |
| Sri Lankan  | 1.0%  |
| Thai        | 0.9%  |
| Vietnamese  | 0.2%  |
| Other Asian | 2.4%  |

| MIDDLE EASTERN       |       |
|----------------------|-------|
| Egyptian             | 17.8% |
| Moroccan             | 0.6%  |
| Turkish              | 21.9% |
| Other Middle Eastern | 59.7% |

| WHAT BEST DESCRIBES YOU?  |       |
|---|-------|
| I am a permanent resident or NZ citizen                                 | 87.7% |
| I am a recent migrant   | 2.9%  |
| I am a former refugee   | 0.5%  |
| I am on a partnership visa  | 0.3%  |
| I am on the work visa   | 3.3%  |
| I am international student  | 3.1%  |
| I am a seasonal worker  | 0.1%  |
| I am visiting my family in Tauranga and do not reside here all the time | 0.3%  |
| Other (please specify)  | 1.7%  |

| HOW LONG HAVE YOU BEEN LIVING IN NEW ZEALAND? |       |
|---|-------|
| Under 1 year                                  | 5.2%  |
| 1-4 years                                     | 7.5%  |
| 5-9 years                                     | 19.1% |
| 10-19 years                                   | 24.8% |
| 20 years or more                              | 20.7% |
| All my life                                   | 7.6%  |
| I was born here                               | 16.0% |

NOTES:

\* Sample: n=1,139.

\* 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 Ethnic communities.

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

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

