

Whakahou Taketake Vital Update

TAURANGA

2023

Ranga Āniwaniwa | Rainbow community



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:

- BOP Pride
- Gender Dynamix
- Rainbow Youth

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 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.

Diversity is relevant to everyone as populations are now more diverse globally. Tauranga has a valued Rainbow population that greatly contributes to the rich fabric that makes up our city, and it is increasingly important to ensure that as a city and a society, we are as inclusive and welcoming as possible. Building liveable communities which respect, value and support people to actively participate and contribute to their communities is of paramount importance and enables all of our residents to thrive, today and into the future.

The Rainbow community represent almost 10% of our survey participants, and we received 593 responses from this community.

The data and insights captured in this report only show some of the information provided by these communities. The **dashboards** 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 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: Katie Cox

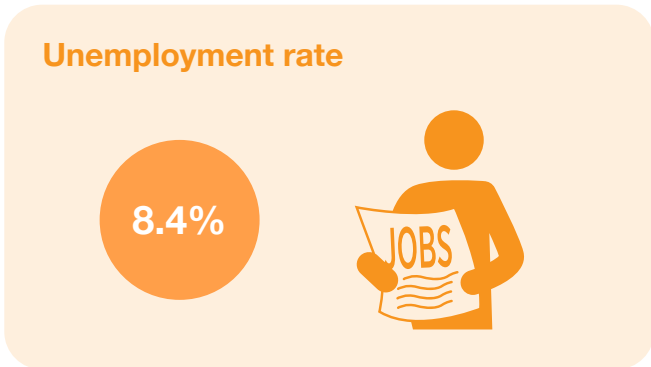
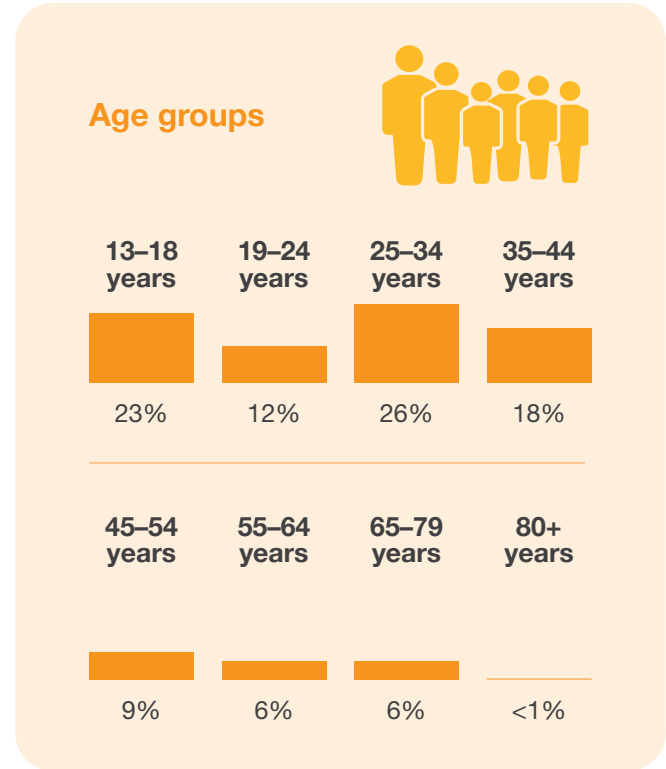
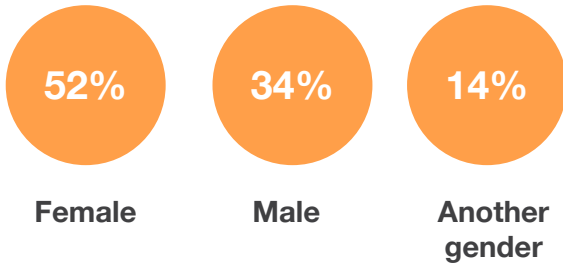
Who responded to the survey?

Snapshot of the Rainbow community

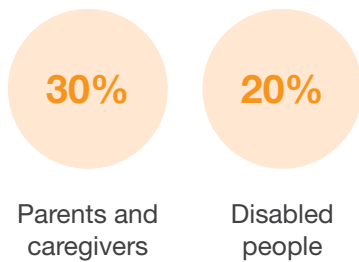
This page represents the demographics of the 593 respondents who identified as being part of the Rainbow community.



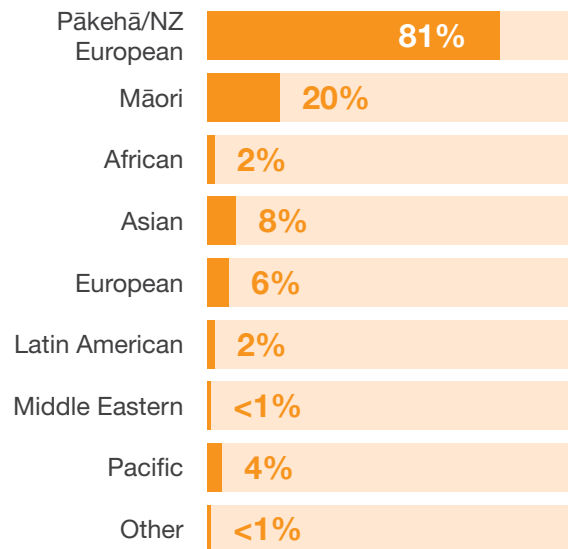
Gender



Within Rainbow community respondents**



Ethnicity



128 out of 593 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=593.

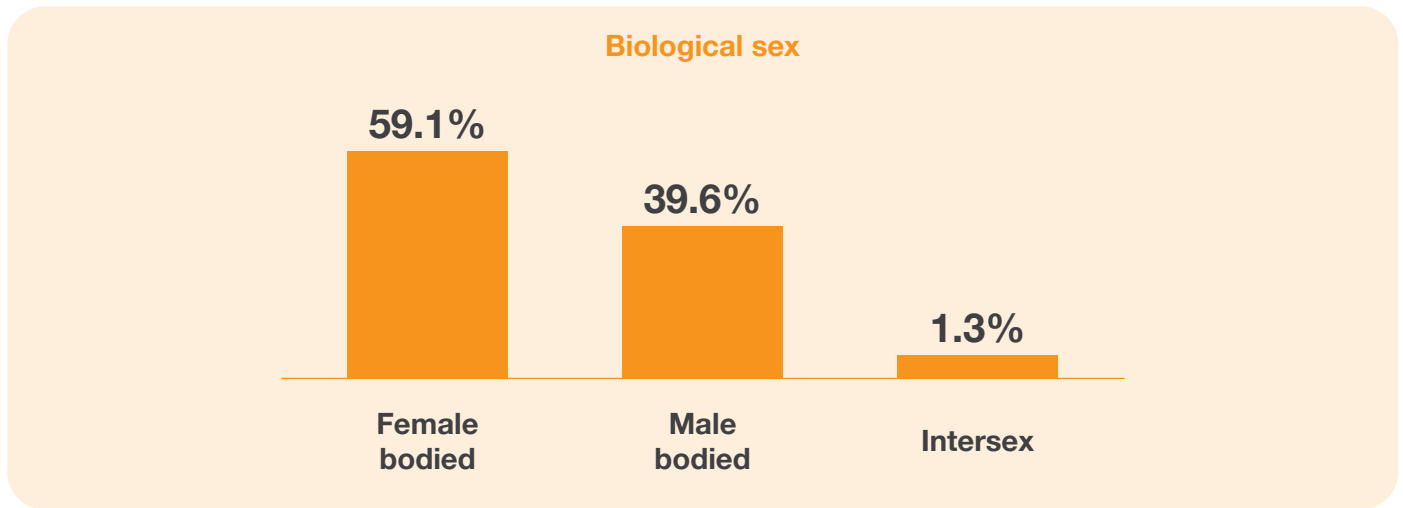
* See 'Appendix 2. About the people' for a more detailed demographic profile of the respondents.

* 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.

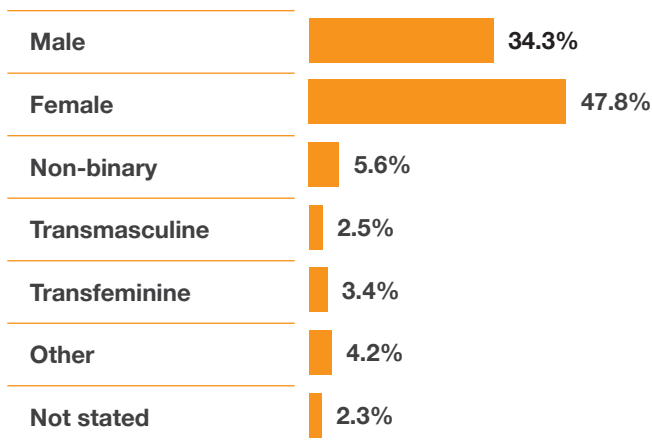
** The numbers represent the unweighted percentages of respondents among the Rainbow community.

Snapshot of the Rainbow community (continued)

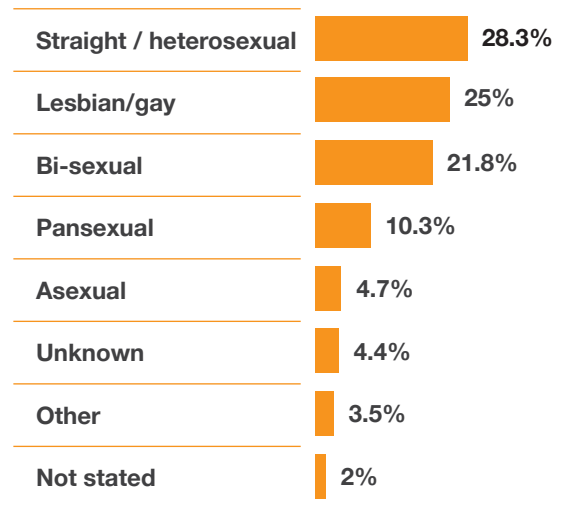
This page represents the demographics of the 593 respondents who identified as being part of the Rainbow community.



Gender identity



Sexual orientation



NOTES:

- 1. Sample: n=593.
 - 2. See 'Appendix 2. About the people' for more a 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 Rainbow community.

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.

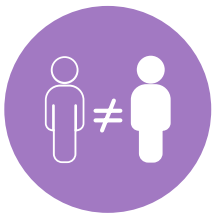
Priorities for the Rainbow community are consistent with what we saw for all Tauranga residents:



‘Less traffic congestion/better roading infrastructure/less roadworks’ (**23%** for the Rainbow community vs **35%** for Tauranga overall).



‘Revitalised CBD/better CBD/shops/restaurants/bars’ (**12%** for the Rainbow community vs **14%** for Tauranga overall).



‘Inclusivity/attitudes/less racism’ was mentioned by a further **13%** of the Rainbow community.

Other ideas included:

- Better public transport/more transport options (11%)
- Parking (8%)
- More activities/events/entertainment (8%)

What else?

15% of those aged 13-24 years would like to see less traffic congestion/better roading infrastructure/less roadworks. This is significantly lower than those aged over 65 years at 51.7%*.

NOTES:

1. AS2. If you could change one thing about Tauranga, what would it be? And why? n=379 left a comment.

* Small sample size. Results are indicative only.

“

More frequent and reliable bus services on dedicated bus lanes.

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

The roads are quite bad, more traffic lights at intersections removing the roundabouts may help, encourage more bus use for workers.

I would want places that are specifically for the LGBTTIQA+ community. Like cafes or bars.

Joined-up cycleways, not just occasional strips, then I could more often cycle to work.

Parking, we need to make it free on weekends and cheaper during the day.

The violence and bullying in the schools.

”

What is Tauranga missing when compared to other cities?

“

Yes, Rotorua is amazing! The parks are amazing, the city is full of activities and swimming spots and great food and Māori art and you can enjoy a whole day out there. Why can't Tauranga bring this energy here?

Auckland has K-Road which is a queer space and Wellington is just queer in general.

Cycleways like Christchurch, Vancouver or Melbourne. There is free public transport in Perth.

Food wastage/food shortages. Other cities have trialed seconds food being moved through to families in need. There is a huge need for it in low-income families in the Tauranga area. Please look into this!

Museum - We have such an amazingly rich heritage in the area, it's such a shame it doesn't get seen or displayed.

Coastal walkways. Effective alternative transport options. A greater understanding of cultures other than Māori or European. More acceptance of multicultural communities.

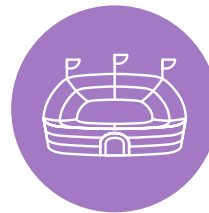
”

We asked if there was anything in another city that Tauranga should have. A total of 314 participants who identified as being part of the Rainbow community have shared their opinions with us.

Some of the most common ideas included:



Better/improved public transportation (buses, trains, trams etc) **(22%)**



Stadium/theme park/aquarium/ large events **(14%)**



Green spaces/parks **(11%)**

Other ideas included:

- Thriving/busy CBD/city centre (10%)
- Museum/theatre/arts centre (10%)
- Better/improved roading infrastructure/traffic (8%)
- More public activities/facilities (6%)

What else?

The desire for 'better/improved public transportation (buses, trains, trams etc)' is consistent across ages between 13-64 years (average 24%), however this decreases to 0% for those aged 65 years and over*.

NOTES:

1. AS3. Have you seen something in another city that you think Tauranga should have? n=314 left a comment.

* Small sample size. Results are indicative only.

Ngā whare me ngā paerewa oranga

Housing and standards of living



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

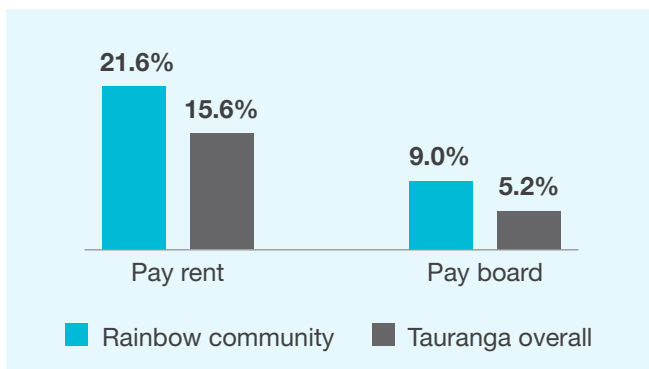
33.2%

of the Rainbow community own a house in Tauranga.

This is lower than the 60.8% of homeowners in Tauranga overall, based on the survey responses. The proportion of homeowners is the highest among those aged over 65 years (78.3%) and declines amongst younger age groups: 68.2% for those aged 45-64 years, 37% for 25-44 years and just 4.9% for 13- to 24-year-olds.

Renters and boarders

The Rainbow community has higher proportions of renters and boarders:



Homelessness

The proportion of people from within the Rainbow community experiencing homelessness (10.8%) is significantly higher than for Tauranga overall (2.8%).

Household incomes

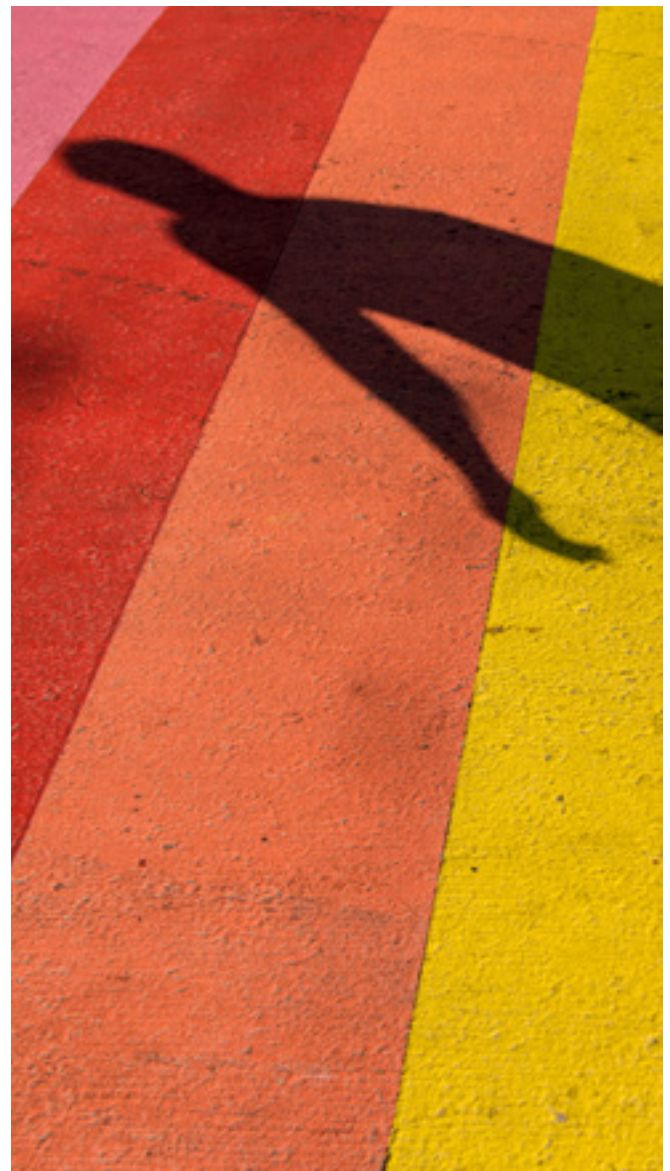
21%

of the Rainbow community aged 19 years and over do not have any savings to fall back on in case of an emergency, which is higher than 15% for Tauranga overall.

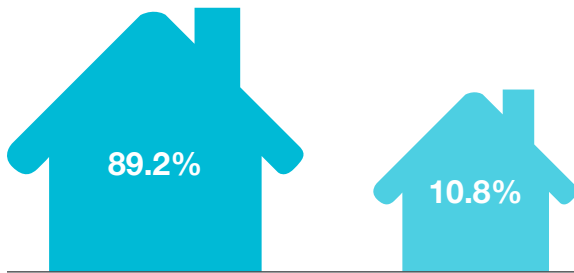
80%

worry about how much money their household has overall at least 'sometimes'.

When trying to keep household expenses down, 41% of those in the Rainbow community, spend less on hobbies 'often' or 'all of the time' compared to 34% for Tauranga as a whole.

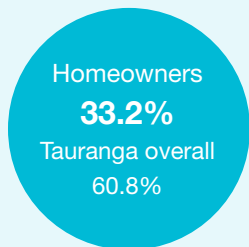
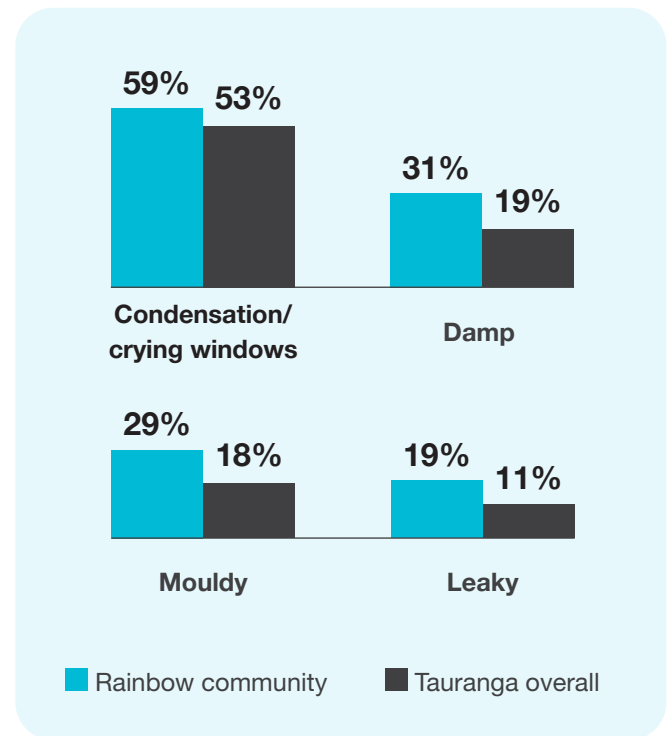


What is our housing situation?

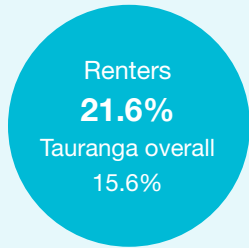


Living in a house, flat, unit or apartment that is stable and/or unassisted housing

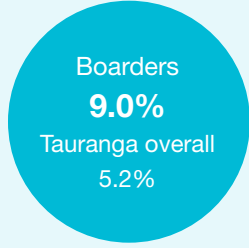
Homeless



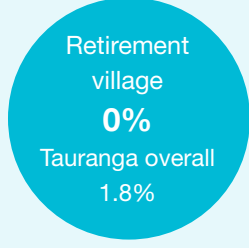
Those who own a house (including in a trust, with or without a mortgage, and co-owning models) and pay all relevant costs.



Those who rent the house and pay rent.



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



Those who live in a retirement village.

Amenities	% who have access - Rainbow community	% who have access - Tauranga
Fridge	92%	97%
Toilet	92%	97%
Bath or shower	91%	97%
Electricity supply	91%	97%
Tap water that is safe to drink	91%	96%
Cooking facilities	90%	97%
Heating (including heat pump, wood burner, or built-in gas fireplace)	83%	93%
Extractor fan in bathroom	77%	86%
Extractor fan in kitchen	76%	85%
Additional bedroom heaters	51%	66%

NOTES:

1. HS1. What best describes your living situation? Please select all that apply. n=593
 2. HS2. If you LIVE in a house, flat, unit or apartment which of the following best describes your current housing situation?
 3. Proportion of homeowners, renters, boarders is calculated based on the total number of responses n=593
 4. HS3. Please review the statements below regarding the place you are currently living. n=582
 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=585
- * 'Don't know' responses were excluded for more accurate data presentation.

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

38%

**Live with partner/
spouse**

Tauranga overall 62%

37%

Live with parents

Tauranga overall 18%

16%

**Live with dependent
children**

Tauranga overall 26%

17%

Live with siblings

Tauranga overall 9%

12%

**Live with flatmates/
housemates/roommates**

Tauranga overall 7%

1%

**Live with a caregiver not
related**

Tauranga overall <1%

5%

Live with adult children

Tauranga overall 7%

10%

Live alone

Tauranga overall 9%

6%

Live with grandparents

Tauranga overall 1%

6%

Single parents

Tauranga overall 5%

2%

Live with grandchildren

Tauranga overall 1%

What have we learnt?

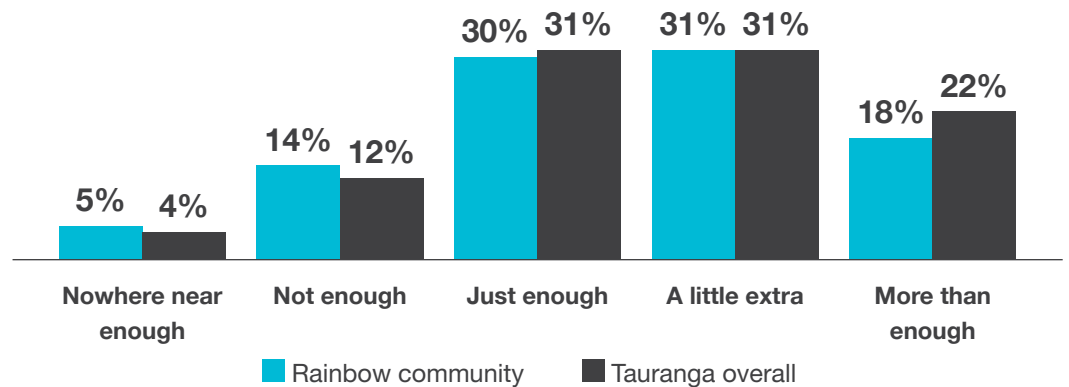
- 1 Over one third of the Rainbow community live with their partner/spouse.
- 2 6% are single parents, which is consistent with Tauranga overall at 5%.
- 3 Those who identified as being part of the Rainbow community are more likely to live with flatmates/housemates/roommates compared to Tauranga overall (12% vs 7%).

NOTES:

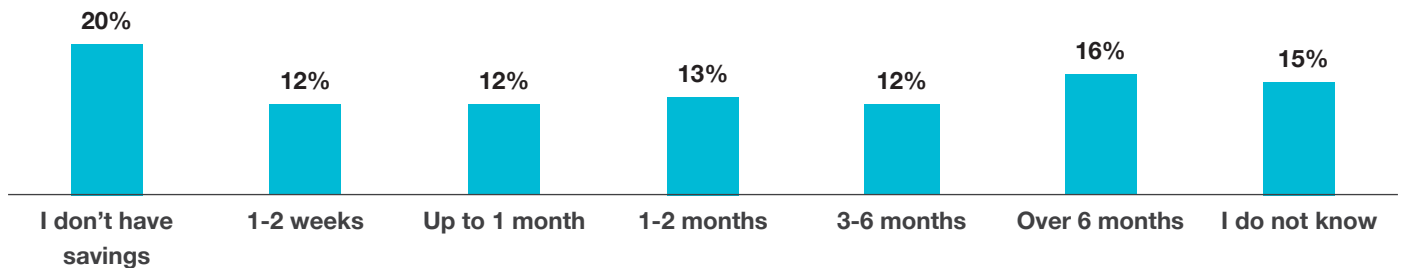
1. HS5. Which of the following best describes who you live with? If you don't live alone please select all that apply. n=590

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 slightly higher for the Rainbow community than it is for Tauranga overall (19% compared with 16% overall).
- 2 21% of those aged over 19 years in the Rainbow community do not have any savings to fall back on in a change of circumstances or an emergency, which is higher than 15% for Tauranga overall.
- 3 80% worry about how much money their household has at least 'sometimes'.
- 4 Survey participants aged between 25-44 years worry the most about their household's financial wellbeing (86%).

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=575
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=590
3. HS12. Do you worry about how much money your household has? n=588

* '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 (41% do this 'often' or 'all the time')
- Put off buying clothing/footwear for as long as possible (38% do this 'often' or 'all the time')
- Go without/cut back on trips to the shops/ other local places (37% 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) (10% do this 'often' or 'all the time')
- **Buying food**
Gone without groceries to help keep expenses down (12% do this 'often' or 'all the time')
- **Children participating in school activities**
Not go on school trips/sent your children on school trips (15% do this 'often' or 'all the time')



NOTES:

1. HS11. In the last 12 months have you done any of the following? n=582
* 'Don't know' responses were excluded for more accurate data presentation.

Oranga hāpori

Social wellbeing



Social wellbeing – what is most important?

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

This study has shown that in 2023, 61% of the Rainbow community feel lonely at least some of the time. This is significantly higher than Tauranga overall (36%).

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

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

- Distance (32%)
- Being too busy (28%)
- Cost of travel (27%)

Those aged 13-24 years are at the greatest risk of feeling lonely within all age groups, 82% feel lonely at least ‘sometimes’.

Local event attendance

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

40%

of those who identified as part of the Rainbow community attend events at least once a month.

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

- Types of events (45%)
- Too tired/can’t be bothered (43%)
- Do not see advertising/not aware of the events (39%)



There is a strong desire in the wider Tauranga community for more events such as music, festivals and concerts. 40% of the Rainbow community would like to see more music/festivals/concerts, and a further 14% would like to see more sport.

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 46% reporting this as their preferred transportation method.

To get to school or work, over a third (36%) will take a public or school bus and 30% will walk or jog to get there.

Key household issues

Mental health is the greatest issue affecting households within the Rainbow community, with almost half of respondents reporting this as the most pressing issue (43%). Those aged 13-24 years are the most at risk (53%).

Financial pressure is the second largest issue, with 36% of households affected.

Health is the third most important issue within the Rainbow community.

An accepting and welcoming city

56%

of those within the Rainbow community believe that Tauranga is fairly to very welcoming.

Being open, out, and inclusivity

For those who identify as part of the Rainbow community, they are most likely to be open and out with and to their friends (71%).

Over half of the community are out to their family (55%).

The most inclusive spaces within Tauranga are with family and friends, and in their own homes. Specific spaces have also been mentioned, such as Gender Dynamix, Historic Village and Incubator, and the Voodoo Lounge.

Education was reported to be the main way that Tauranga can become more inclusive (39%), followed by more visibility and events (29%).

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

61% of those surveyed feel lonely 'all', 'most' or 'some' of the time.

This is higher when compared with 36% for Tauranga overall.

Who is most at risk?

Those aged 13-24 years are at the greatest risk of feeling lonely within all age groups, 82% feel lonely at least 'sometimes'.

Having contact with family & friends

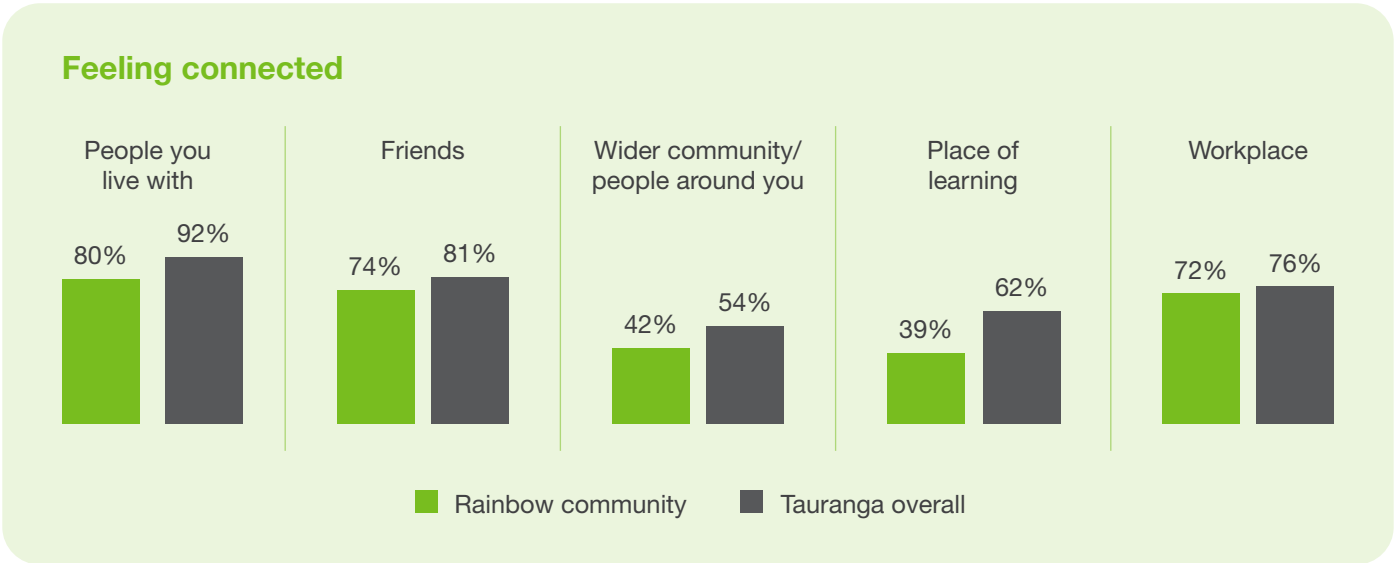
In the last four weeks, 15% of those surveyed 'never' or 'rarely' had contact with relatives or friends who they don't live with.

Most common reasons for having less contact with family and friends

Distance	32%
Too busy	28%
Cost	27%

Some of the other reasons for not having contact with family and friends include them not being available (18%), no suitable transport options (14%) and poor health (10%).

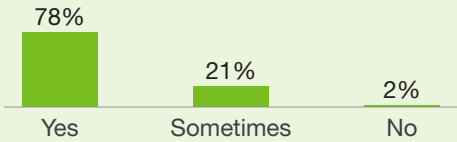
40% of the Rainbow community reportedly have nothing that prevents them from seeing family and friends.



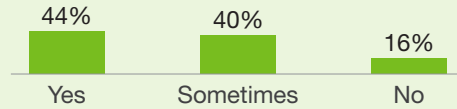
NOTES:
 1. SW1. In the last four weeks, how often have you felt lonely? n=577
 2. SW2. In the last four weeks, how often have you had contact with relatives or friends who don't live with you? n=588
 3. SW3. What makes it hard to have contact with family or friends who don't live with you? Please select all that apply. n=567
 4. SW4. How well-connected do you feel with... n=588
 * 'Don't know' responses were excluded for more accurate data presentation.

In my life...

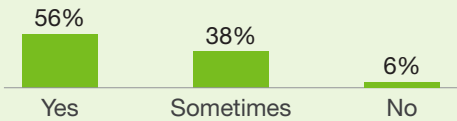
I can make decisions for myself



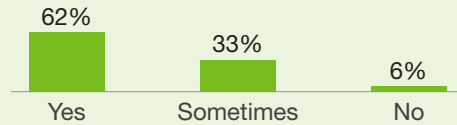
I feel fit and healthy



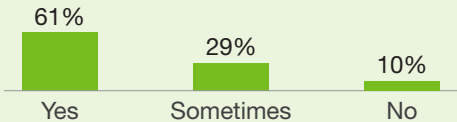
I feel respected and loved



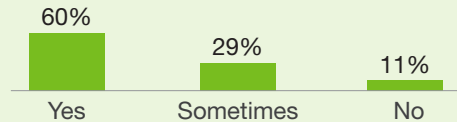
I have a good life



I am proud of who I am

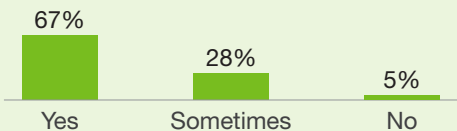


I am proud of my culture

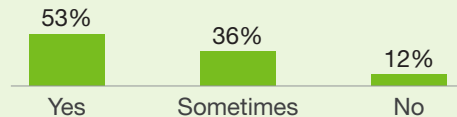


Where I live...

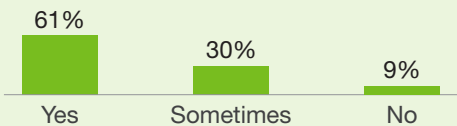
People will help me



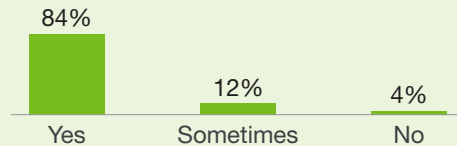
We live in a fun environment



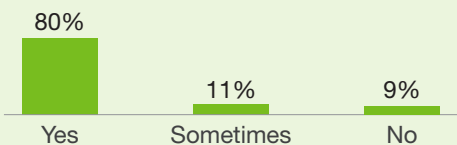
We spend time together



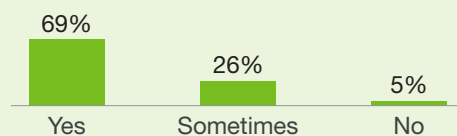
Everyone has their own bed



People would notice if I didn't come home



People are accepted and included



NOTES:

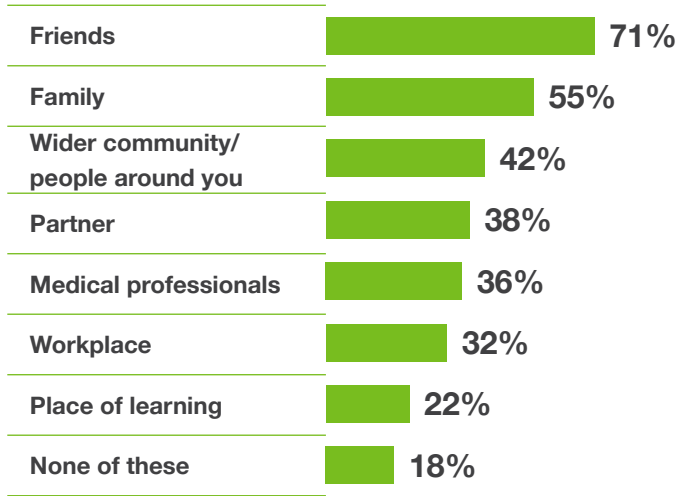
1. SW5. In my life... n=593
2. SW6. Where I live...n=544

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

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

E 'ngākau tūwhera' ana tātou ki ō tātou hapori?
Are we 'open' and 'out' to the people around us?

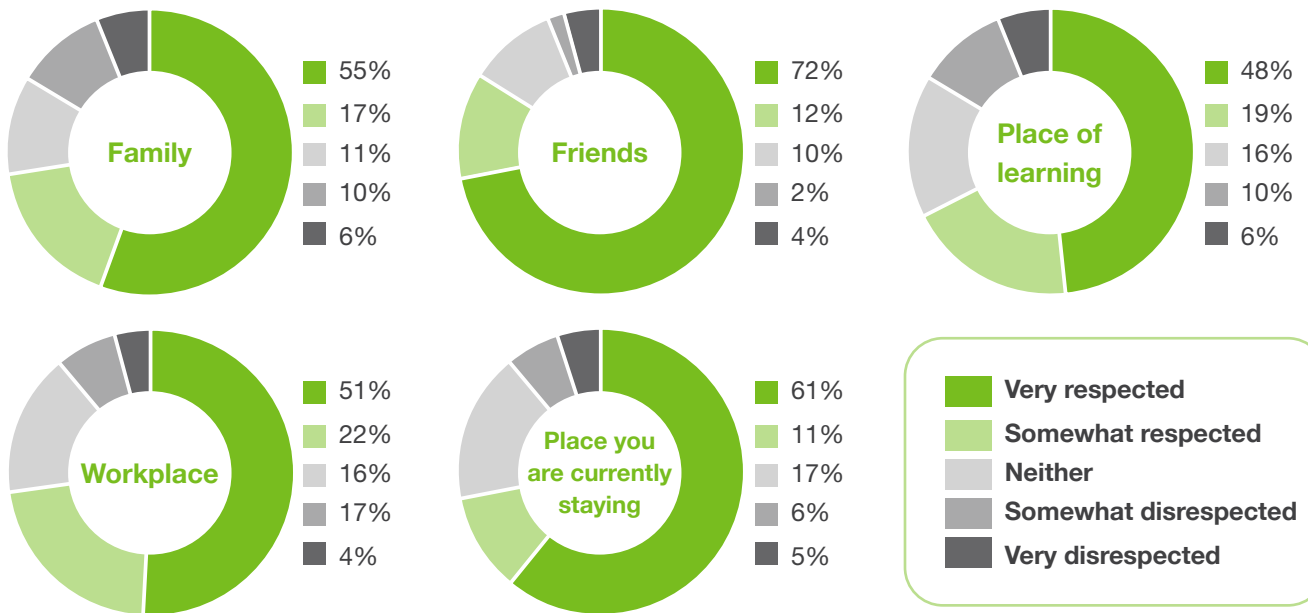
Who are we open and/or out to?



What have we learnt?

- 1 For those who identified as part of the Rainbow community, they are most likely to be open and out with and to their friends (71%).
 The 13-24 year age group has the greatest reported number, with 85% of the community being out to their friends. This number is lower than those aged 45-64 years (59%).
- 2 Over half of the community are open and out to their family (55%).
 Those aged 13-24 years are most likely to be open or out to their family (57%), and 25-44 follow close behind (56%).

Is our gender identity respected?



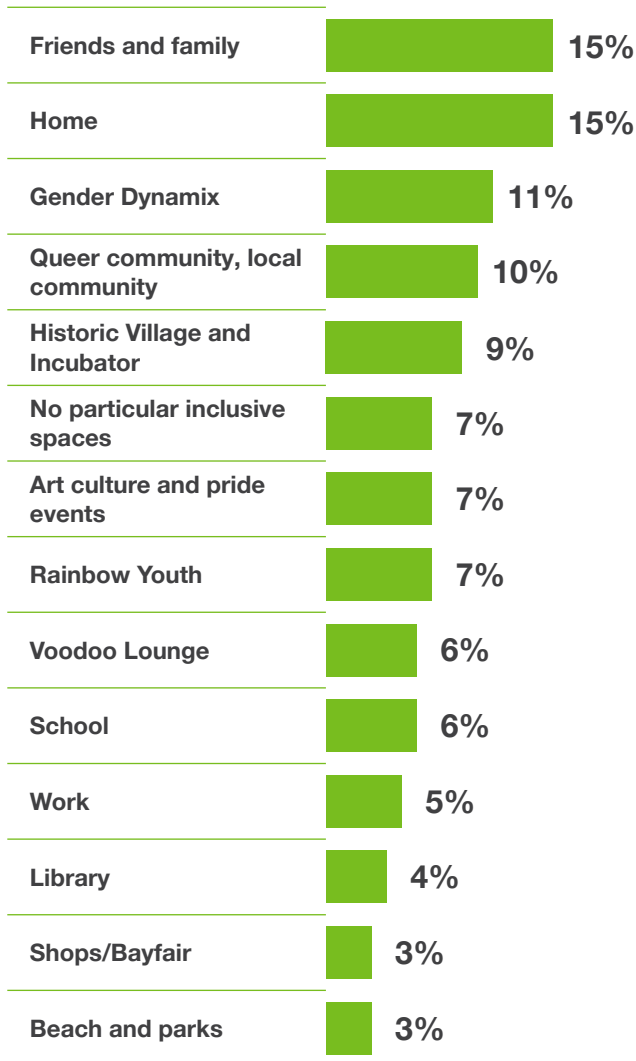
What have we learnt?

- 1 Those within the Rainbow community feel their gender identity is the most respected amongst their friends, 84% feel 'somewhat' or 'very' respected.
- 2 Their place of learning is the space where those in the Rainbow community feel their gender identity is the least respected. While two-thirds (67%) feel it is 'somewhat' or 'very' respected, 16% feel it is 'very' or 'somewhat' disrespected.

NOTES:
 1. RC4. Are you open and/or 'out' to any of the following? Please select all that apply. n= 530
 2. RC5. Do you feel that your gender identity is respected by. n=519
 * 'Don't know' responses were excluded for more accurate data presentation.

Where are the most inclusive places in Tauranga?

The most inclusive places



Can we access support services?

- I don't know any (44%)
- I can access some services (30%)
- I can access any services when I need them (20%)
- I know about them but cannot access them (6%)

Half of the community (50%) has access to at least some services.

However, 44% do not know of any services available and 6% can't access any.

NOTES:

1. RC11. Where have you found the most inclusive and safe spaces in Tauranga? n=259
 2. RC12. What improvements can we do to make Tauranga more inclusive? n=268
 3. RC13. How well can you access support services in Tauranga? (community services, LGBTQIA+ services, housing, advocacy) n=513
 4. RC7. As someone who is part of the Rainbow community, do you have any thoughts on what could be done to help you feel more supported by the wider community? n=258
- * 'Don't know' responses were excluded for more accurate data presentation.

How can we make Tauranga more inclusive?

268 members of the Rainbow community left a comment suggesting ways that Tauranga can be more inclusive. The main ways are:

- Educate people more (39%)
- More visibility and events (29%)
- Create safe spaces (15%)
- Support (13%)
- Leadership representation (5%)
- Provide more funding to relevant organisations (2%)

How can we feel more supported?

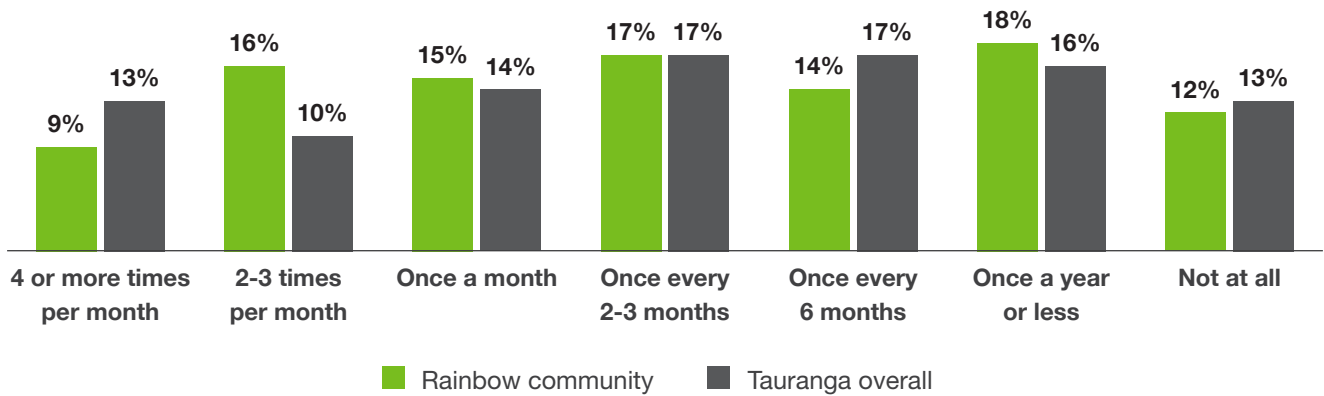
- Educate the older generation/the wider Tauranga community (18%)
- Create more acceptance, support, inclusion and respect (15%)
- More safe spaces/cafes/bars/protect the current safe spaces (10%)

The need for education and safe spaces is echoed here also. 18% reported that they would feel more supported if the wider Tauranga community was more educated and 10% asked for more safe spaces.

What have we learnt?

- 1 The most inclusive spaces that people within the Rainbow community have found are with their friends, family and at home (15%)
- 2 Specific spaces have been mentioned, such as Gender Dynamix, Historic Village and Incubator and the Voodoo Lounge.
15% would like to see more safe spaces made available for the Rainbow community.

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?



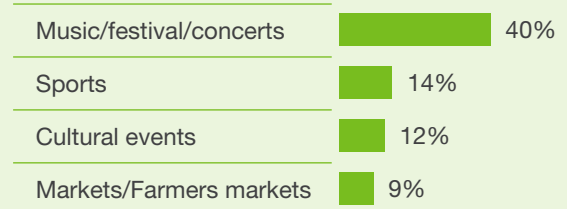
What are the barriers?

- 1 For the Rainbow community, the most common reason for not attending is the types of events on offer (45%). It is consistent for Tauranga wide respondents with 48%.
- 2 The second most common barrier is that they are too tired/can't be bothered (43%).
- 3 A further 39% of Rainbow community respondents have indicated that they do not see any advertising for events and are not aware of any events.

What are the events that respondents would like to attend?

A total of 317 respondents left a comment with suggestions as to the events they would like to see in Tauranga. Their suggestions are important, as the most common reason 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=541, n=235 mentioned barriers.

2. SW9. What kinds of events would you like to see more of in your community? n=317 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?

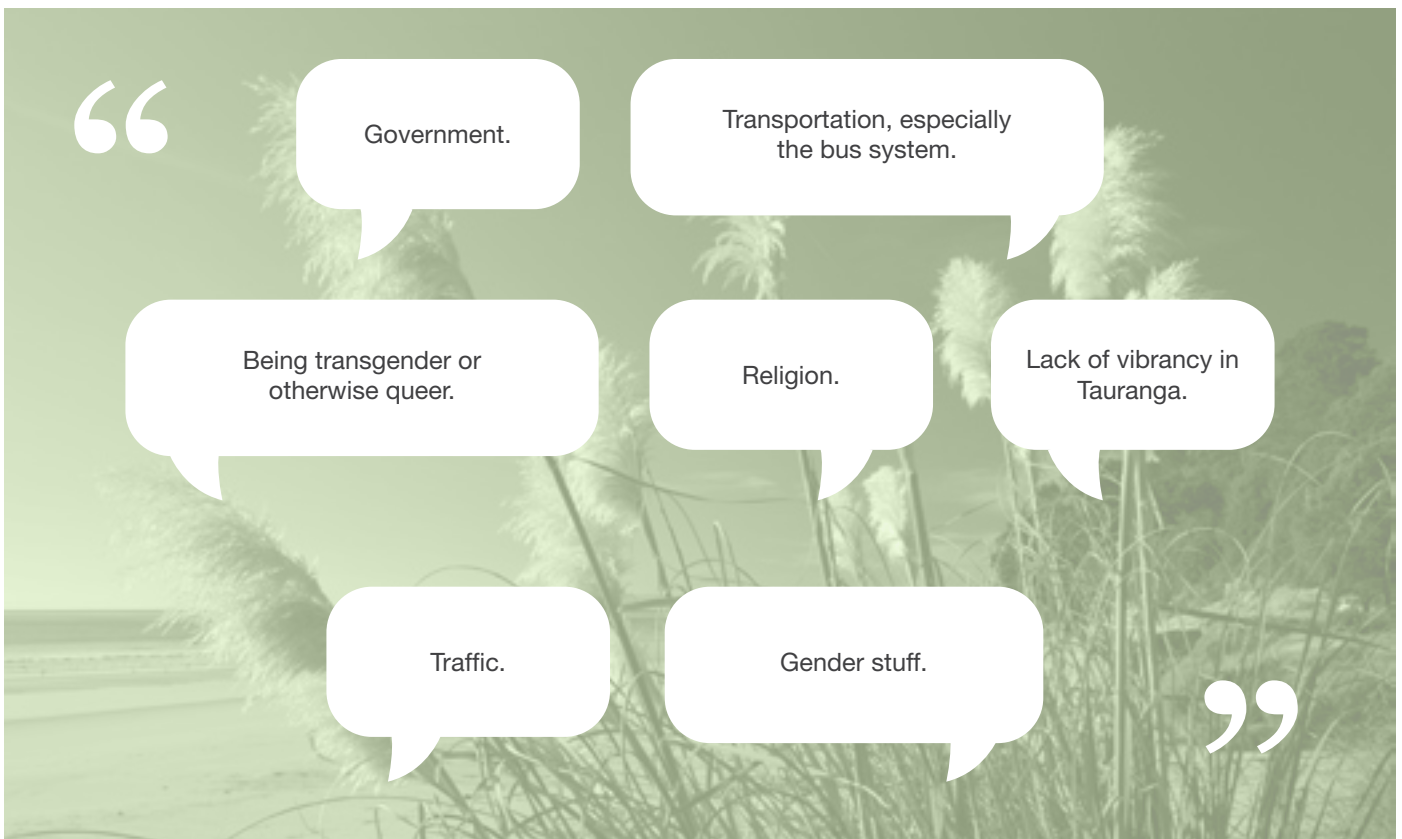
- 1 76% of those surveyed indicated that there are one or more issues affecting their household.

Almost half (43%) of the respondents who identified as being part of the Rainbow community reported that mental wellbeing is the biggest issue affecting their household.

Those aged 13-24 years are the most affected by mental wellbeing (53%), whereas this number is significantly lower for those aged over 65 years (21%).

- 2 Financial pressure is the second largest issue that is mentioned by survey participants, with over one-third of households affected (36%).

The 45-64 age range is most likely to be impacted by financial pressure (41%). 25- to 44-year-olds are close behind at 37%.
- 3 Health is the third most important issue within the Rainbow community in Tauranga, with 25% of households affected.
- 4 Other issues mentioned isolation/lack of understanding (16%), employment (14%), food (14%), access to support services (11%), housing (11%) and education (10%).

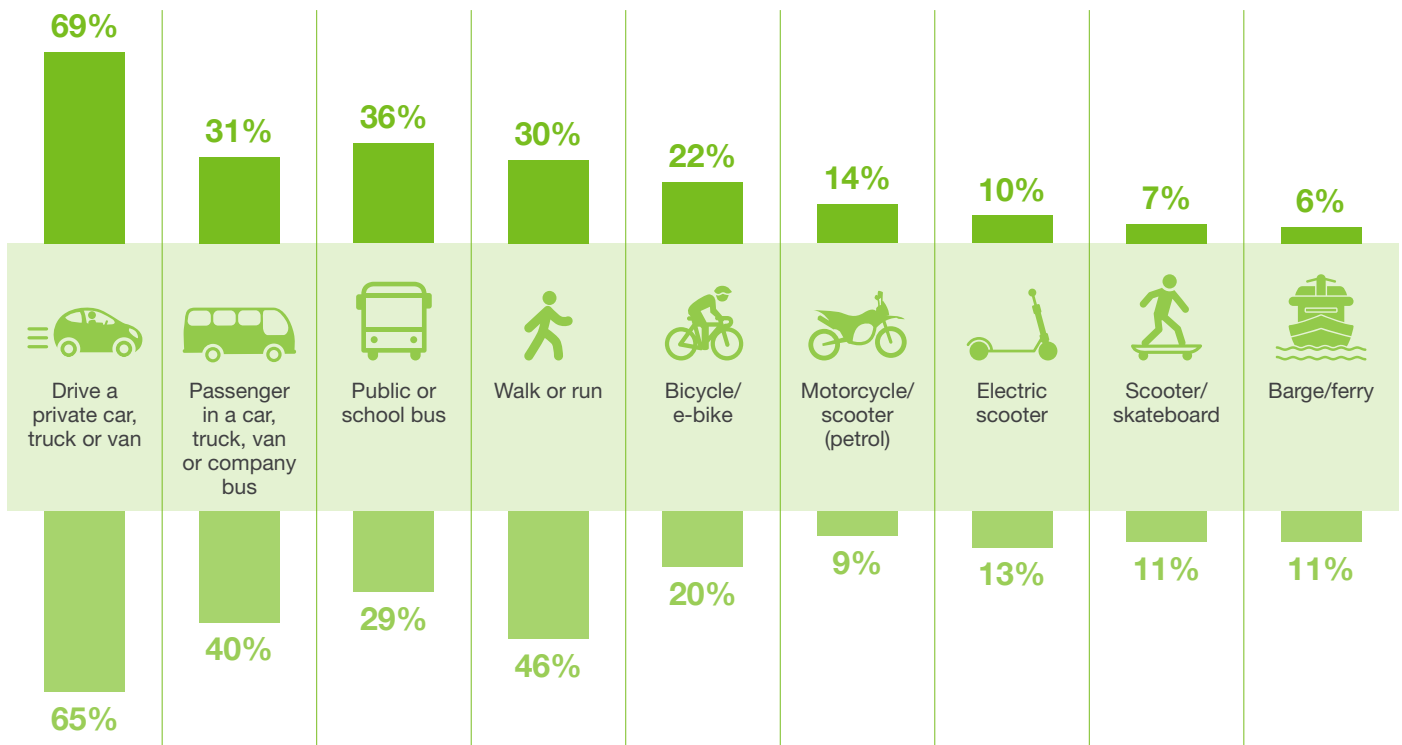


NOTES:

1. SW10. What are the key issues affecting your household? Please select all that apply. n=583
* '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 (69%).
- 2 Over one-third use public transport to commute to school or work (36%), and three in ten people use it to get around the city (29%). However, people are also walking or running to work (30%) and to get around the city (46%).
- 3 Significantly more respondents among the Rainbow community choose to use public transport to get to school or work (36%) compared to Tauranga overall (19%).
- 4 3% of respondents selected 'other,' which includes wheelchairs and mobility scooters.

NOTES:

1. SW13. What mode(s) of transport do you usually use to get? Please select all that apply. City n=520. Work n=536
 * 'Don't know' responses were excluded for more accurate data presentation.

Does Tauranga reflect a strong sense of culture and heritage?

In events



28%

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

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

In buildings

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



31%

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

16% 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=561
2. SW15. What types of arts and culture do you want to see more of in Tauranga? n=293 left a comment.
3. SW16. Is Tauranga an accepting and welcoming place to live? n=577

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

As a city overall

25%

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

18% **do not** believe that Tauranga reflects a strong sense of culture and heritage.

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

- 1 Māori art and culture (19%)
- 2 Multicultural/Pasifika/European (13%)
- 3 Museums (9%)

Over half of the survey participants who identified as part of the Rainbow community (56%) believe that the city is 'fairly welcoming', 'welcoming' or 'very welcoming'.

“

We need more Kaupapa Māori spaces in the city. Prime example is Kuwao in the CBD.

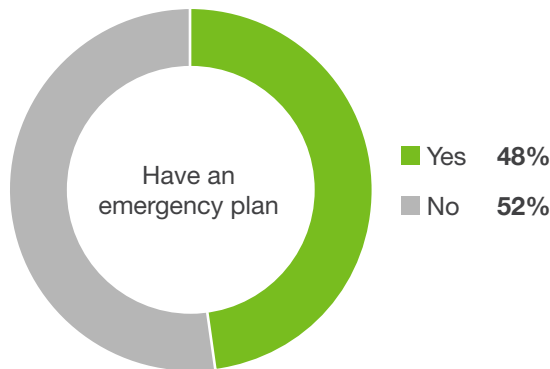
I'd love to see more of a music scene and more civil life in general I think? It'd be great if we had a Pride parade; it'd be great if our public spaces were used regularly for events that aren't driven by the hospitality industry.

I think a museum to show history and pride, using amazing buildings like the Cargo Shed for something fun. We are based around the water, but I see no interaction done around it.

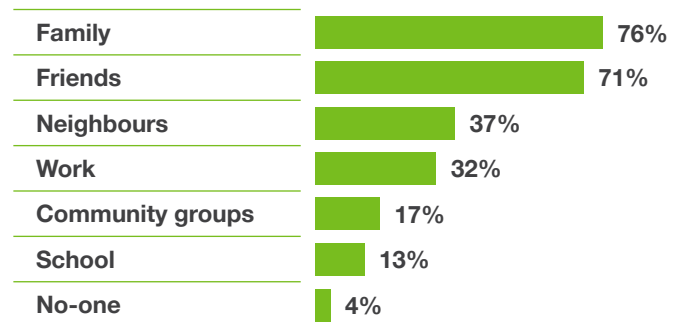
”

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 48% of respondents who identify as part of the Rainbow community have an emergency plan, which is slightly lower than the 50% for Tauranga overall.

2 When we asked about availability of various support networks, most survey participants will turn to family (76%), friends (71%) and neighbours (37%).

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



NOTES:

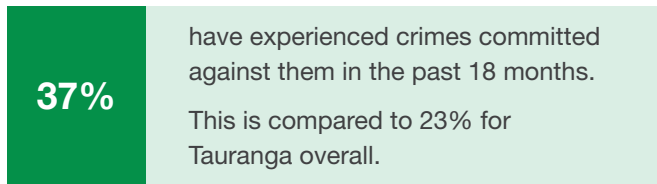
- EM1. Do you/your family have an emergency plan? n=587
- EM2. If there was an emergency, what support networks do you have available to you? Please select all that apply. n=582

Haumarutanga

Safety



Crime in Tauranga



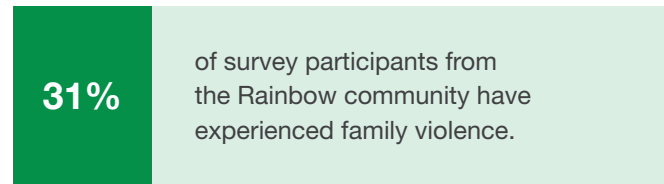
Survey participants indicated that the CBD/downtown Tauranga area is the most unsafe place, with 55% feeling unsafe there during the night and 31% feeling unsafe there during the day.

Discrimination (53%), Racism (45%) and Mental health (45%) are issues that the Rainbow community are extremely concerned about.

Alcohol, nicotine and drug consumption

- 74% of those surveyed consume alcohol, and 25% of survey participants indicated that they drink alcohol more than once a week. This is lower than the 34% of respondents Tauranga wide.
- Two in ten participants smoke cigarettes/tobacco (20%), and three in ten vape (29%) or smoke cannabis (28%).

Family violence

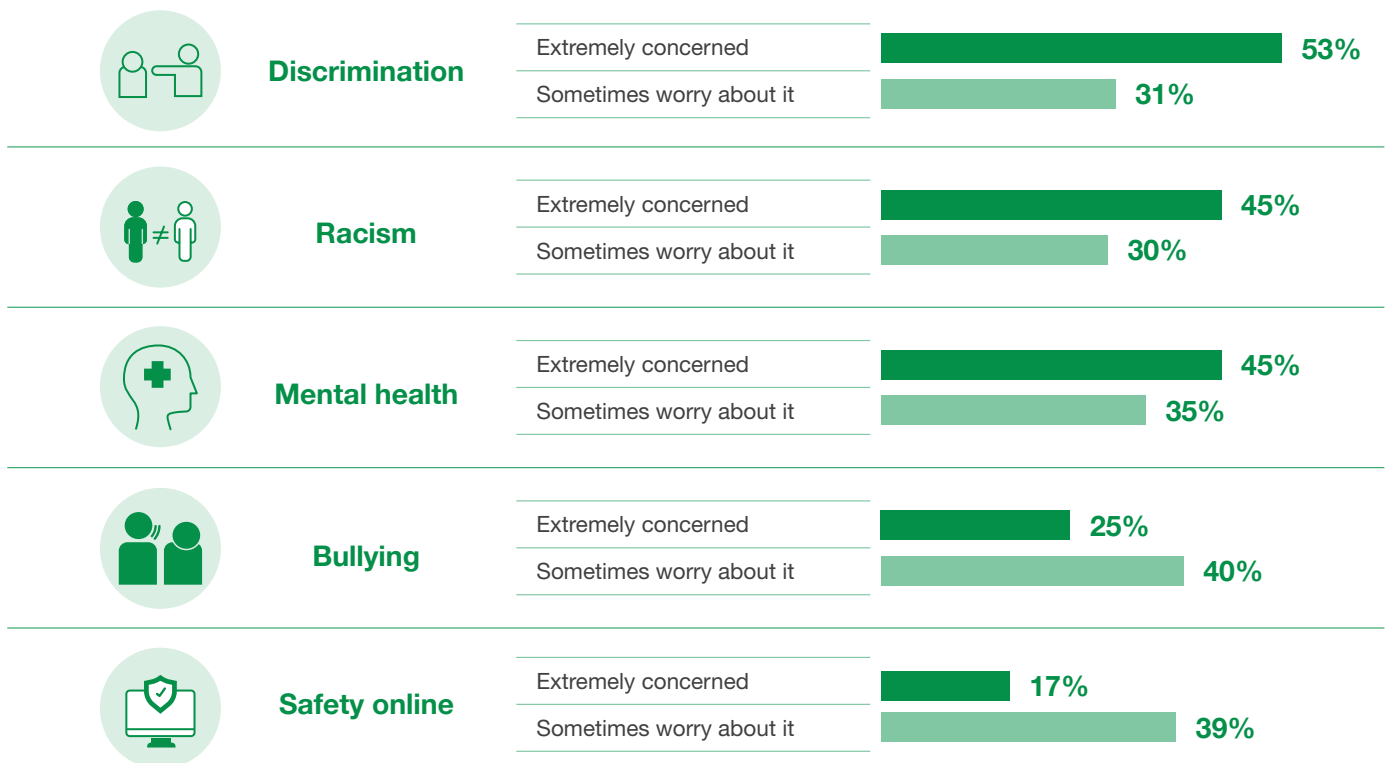


The most reported instances of family violence, occurring to the respondent or someone close to them, in this study are:

- Verbal abuse/arguments (89%)
- Domestic violence (86%)
- Intimate partner harm (77%)
- Child abuse/neglect (75%)
- Sexual assault (74%)
- Harm from carer/support worker (45%)

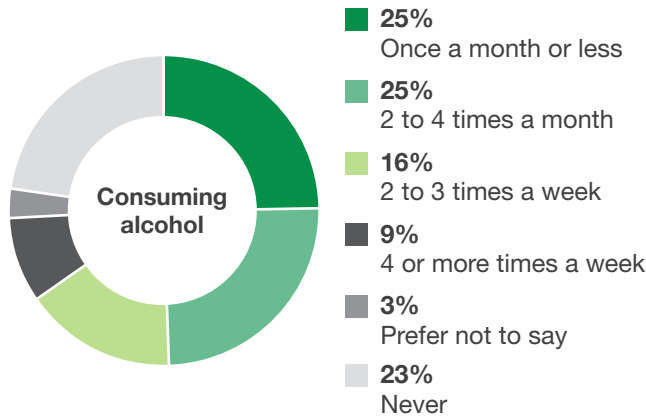
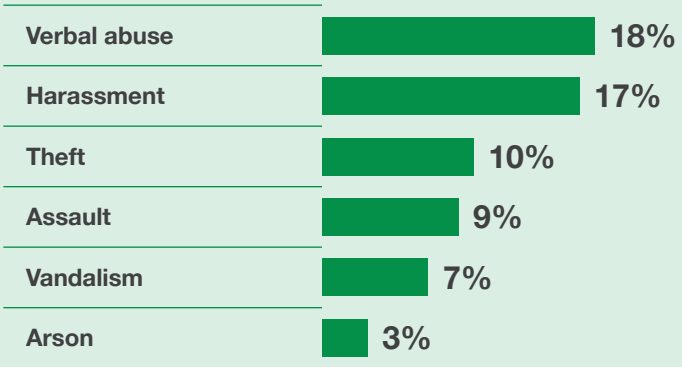
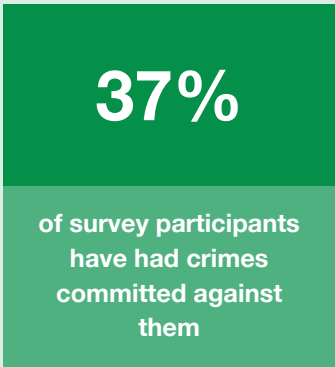
Support to enable victims to come forward and seek help is required. While 49% of survey participants reported family violence, 43% of those affected have sought help.

What are we concerned about?

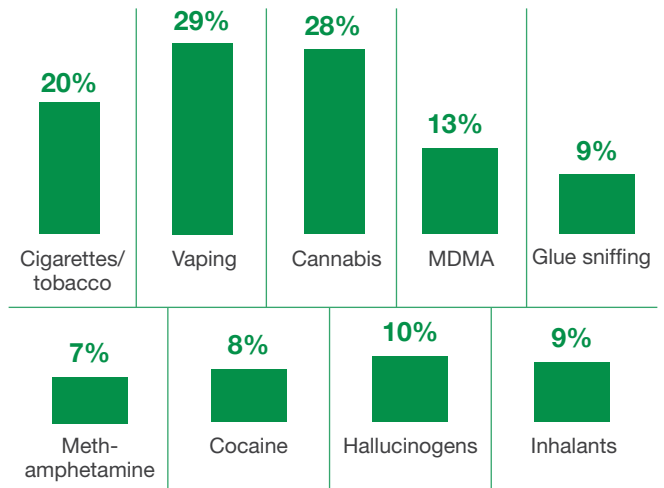


NOTES:
 1. SAF10. Please let us know if any of the following are a concern for you...n=571

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



Nicotine and drug consumption**



What have we learnt?

- 1 While 23% of respondents Tauranga wide experienced crime, 37% of the Rainbow community reported that they have been the victim of a crime in the last 18 months.
- 2 74% of those surveyed consume alcohol. 25% of the Rainbow community who participated indicated that they drink alcohol more than once a week, which is lower than the 34% of respondents Tauranga wide.
- 3 Two in ten participants smoke cigarettes/tobacco (20%) and three in ten vape (29%) or smoke cannabis (28%).
- 4 One quarter of those who responded (24%) do not feel that there are any barriers in accessing support services for alcohol or drug addiction. A further 16% never needed those services, so they are unsure if there are any barriers. However, 23% have mentioned a shortage of support services and long wait lists, and 10% mentioned cost and financial barriers.

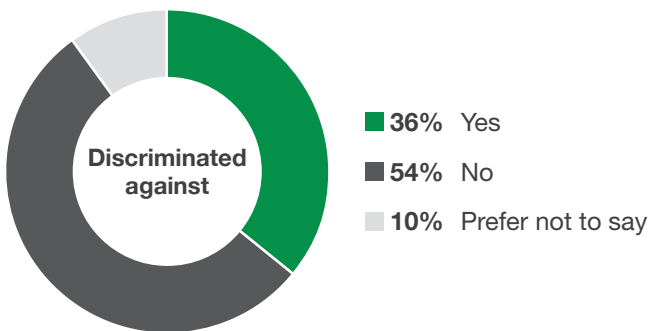
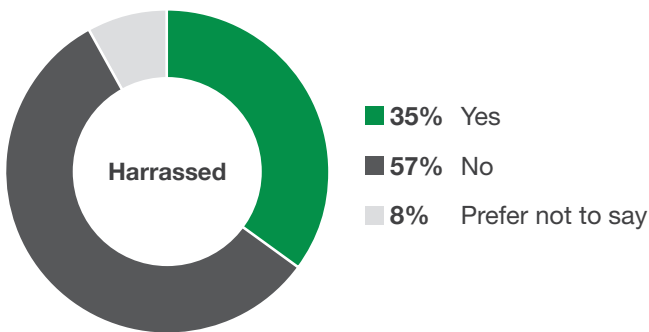
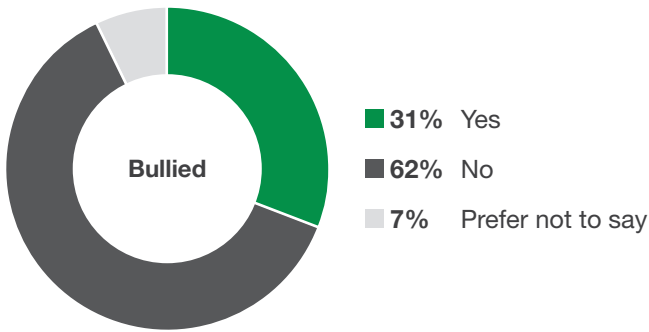
NOTES:

1. SAF1. In the last 18 months, have you been the victim of a crime? n= 581
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=563
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=577.
4. SAF6A. Do you feel that there are any barriers to accessing support services for drugs/alcohol/smoking? If yes, what are they? n=97

* 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 aha ōu wheakoranga ki te hāwene, ki te whakahōhā ki te toihara rānei?
 What are our experiences with bullying, harassment and discrimination?



What have we learnt?

- 1 Respondents from the Rainbow community who indicated they have been bullied, harassed, and or discriminated against, reported the main perpetrators were:
- 2
 - Community members in public – 60%
 - Online – 37%
 - Family – 35%
 - Someone at their place of learning – 32%
 - Someone at their workplace – 24%
 - Friends – 21%
 - Medical professionals – 16%

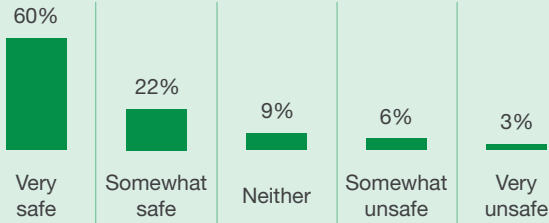


NOTES:
 1. RC9. Have you been bullied, harassed or discriminated against for being LGBTQIA+? n=525
 2. RC10. If you answered 'Yes' to any of the above, by who? n=539
 * 'Don't know' responses were excluded for more accurate data presentation.

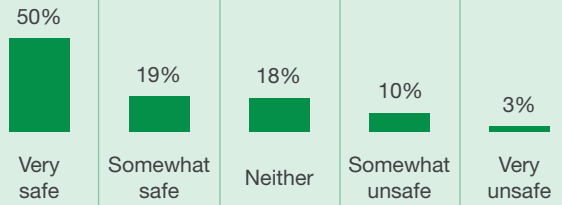
E haumarū ana tātou ki te whakaputa i ō tātou tuakiri ā-ia?
Do we feel safe expressing our gender identity?



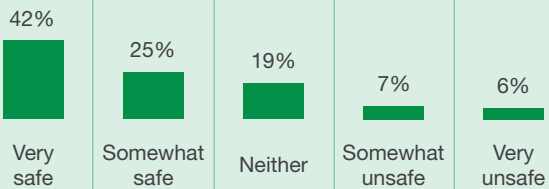
Place where you are currently staying



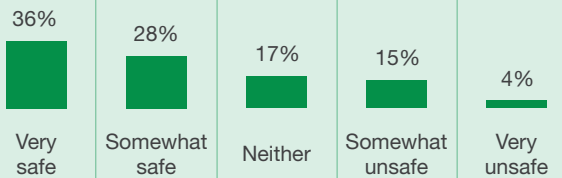
Your workplace



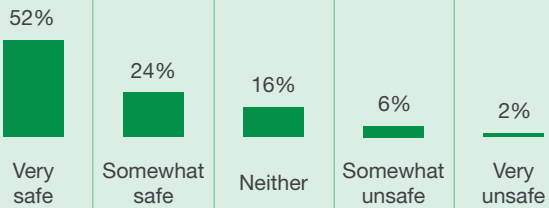
Your place of learning



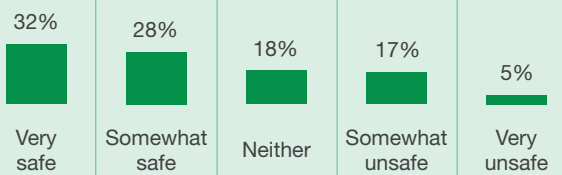
Your local community



Medical professionals



Tauranga as a city



What have we learnt?

1 Respondents in the Rainbow community feel the safest expressing their gender identity in the place they are currently staying, 81% feel 'somewhat' or 'very' safe.

2 The area which people feel the least safe expressing their gender identity is in Tauranga as a city, 22% feel 'very' or 'somewhat' unsafe.

NOTES:

1. RC83 How safe do you feel to express your gender identity? n=499

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

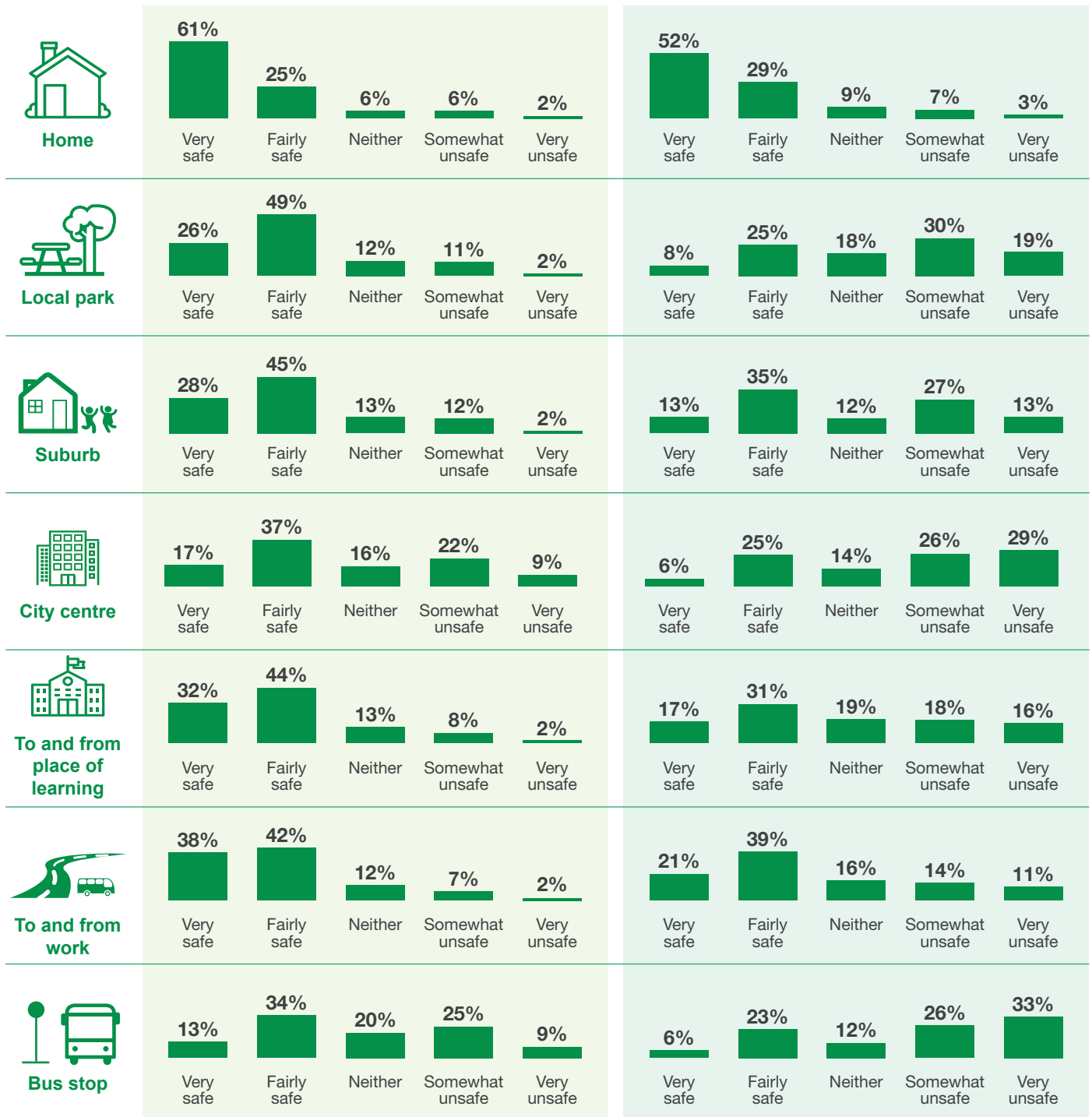
* You may notice that a set of percentages don't add up to exactly 100%. This is an expected result of rounding to the nearest whole number.

He 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 (61%) and going to and from work (38%).

At night, survey participants feel the safest in their homes (52%) and when going to and from work (21%). The city centre and the bus stop are reported as being less safe at night, with 6% and 6% 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=589
- SAF3. Overall, how safe do you feel being alone in the following spaces during the night? n=589

* '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.

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



■ Yes **31%**
■ No **61%**
■ Prefer not to say **8%**

	Myself	Someone close to me	Prefer not to say
Sexual assault	38%	36%	26%
Intimate partner harm	34%	43%	23%
Child abuse and/or neglect	43%	32%	25%
Domestic violence	37%	49%	15%
Verbal abuse/arguments	59%	30%	11%
Harm from a carer/ support worker	19%	26%	55%

What have we learnt?

- 31% reported that someone in their family had experienced family violence. This is higher than the 15% who have experienced family violence in Tauranga overall. 8% of the Rainbow community indicated they preferred not to answer the question.
- Support to enable victims to come forward and seek help is required. While 49% 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
 www.heretohelpu.nz
 0800 568 273

NOTES:

- SAF7A. Has anyone in your family experienced family violence? n=588
- SAF7. Which of the following have your family experienced? n=194
- SAF8. Have you or your immediate family member ever reported to Police any incidents of family violence? n=192
- SAF9. Have you or your immediate family member ever sought help from health and social services in relation to family violence? n=192

Oranga hinengaro

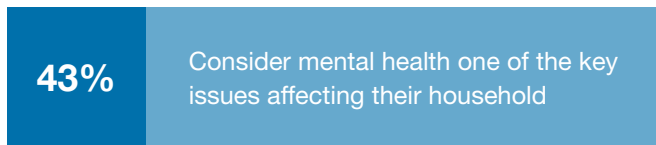
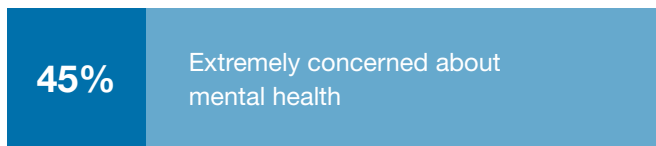
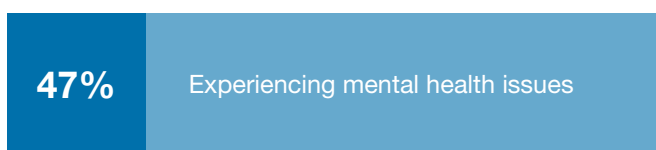
Mental Health



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 Rainbow community, results are significantly higher at 47%.

45% of the Rainbow community are extremely concerned about this issue, and 43% consider it to be an issue affecting their household.



Almost seven in ten respondents (69%) within the Rainbow community have someone they can talk to.

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 Rainbow community this proportion is higher (36%). However, there is also 23% of this priority group whose mental health has declined.

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

- My mental health/mental health help/family mental health (17%)
- Health/healthcare/family health (16%)
- Work (14%)
- Self help/change of mindset/better lifestyle/religion (12%)
- Relationships (9%)

Barriers

While 17% of survey participants in the Rainbow community believe there are no barriers to accessing support services for mental health, others have mentioned:

- Don’t have enough money for therapist/not enough affordable services/cost/funding issues (33%)
- Lack of referrals/support to access services/lack of resources or services/difficult to access (28%)
- Wait lists/waiting time/timing (17%)



NOTES:

1. MH1. Are you currently experiencing mental health issues? n=588
2. MH2. When you need to talk to someone, have you got a support person? n=586
3. MH3. Thinking about now and 12 months ago, how would you describe your mental health? n=570
4. MH4. What has triggered the change? n=251
5. MH5. Do you feel that there are any barriers to accessing support services for mental health? If yes, what are they? n=258

Āpitihanga

Appendices



Method

- Quantitative research to ensure that the communities' voice is heard regarding their needs and aspirations.
- Data collection took place from 27 April 2023 to 30 June 2023.
- In total 6,432 responses were collected of which 6,036 were respondents from suburbs within Tauranga. The sample of n=6036 is statistically robust and yields a small margin of error of $\pm 1.24\%$ at the 95% confidence interval.
- Mail-out: An invitation letter, containing an embedded link to the online survey was sent in three waves over the data collection period with a total of 30,000 randomly selected residents from the Electoral Roll. Quotas were applied according to age, ethnicity and suburb to ensure that a representative sample of Tauranga's population was achieved.
- Invitation to participate from partners: On the day of initial mail-out, partners started promoting the research through their websites, social media, media releases and radio advertisements.
- Organisations: Many organisations participated in the data collection. They were critical to reaching the priority groups: People experiencing homelessness, Disabled people, Ethnic communities, Youth, Ageing population, Māori, Pacific and 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 were identified as belonging to Rainbow community. Our margin of error for this priority group is $\pm 3.93\%$ 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
593	9.79%

LENGTH OF TIME LIVED IN TAURANGA	
Less than 1 year	3.6%
1-2 years	5.3%
3-5 years	14.7%
6-10 years	18.3%
More than 10 years	37.3%
I have lived here on and off throughout my life	20.6%

SUBURB	
Mt Maunganui, Omanu	8.2%
Arataki (Bayfair), Matapihi	10.4%
Pāpāmoa Beach, Wairākei (Pāpāmoa East), Te Tumu	12.3%
Kairua, Pāpāmoa Hills (Waitao), Mangatawa	1.4%
Welcome Bay, Hairini, Maungatapu	11.1%
Poike, Oropi, Greerton, Ohauiti	6.9%
Gate Pā, Merivale (Parkvale)	7.2%
Pyes Pā, Omanawa, Tauriko, The Lakes	5.4%
Bethlehem	5.9%
Brookfield, Judea	8.8%
Bellevue, Otūmoetai, Matua	14.4%
Tauranga South, City Centre, Avenues, Sulphur Point	7.9%

GENDER	
Female	52.2%
Male	33.9%
Another gender	13.9%

AGE	
13-18	22.9%
19-24	11.6%
25-34	25.7%
35-44	18.5%
45-54	9.2%
55-64	6.0%
65-79	5.8%
80+	0.3%

ETHNICITY (MULTIPLE CHOICE)	
Pākehā/NZ European	80.9%
Māori	19.8%
African	2.0%
Asian	8.1%
European	6.3%
Latin American	1.9%
Middle Eastern	0.5%
Pacific	3.6%
Other	0.3%

EMPLOYMENT STATUS (MULTIPLE CHOICE)	
At school/study	24.4%
Government benefit or income support	8.1%
Parental leave	1.7%
Internship	1.0%
Apprenticeship	1.2%
Unemployed	8.4%
Work full-time	43.6%
Work part-time	25.5%
Casual/seasonal worker	5.1%
Self-employed/business owner	10.4%
Collecting interest/dividends/rent/other investments	3.4%
Collecting ACC payments	0.7%
Retired	3.2%
Superannuation/pension	5.9%

* The numbers represent the unweighted percentages of respondents among the Rainbow community.

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

