

Whakahou Taketake Vital Update

TAURANGA

2023

Pūrongo Matua | Main Report



Photo credit: Tourism Bay of Plenty



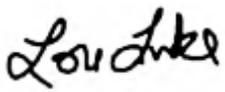
Wāhinga kōrero

Foreword

In 2020 we launched 'Whakahou Taketake Vital Update – Tauranga', to better understand the needs, wants and aspirations of the people of Tauranga. The information collected has been used to inform council projects, work programmes and plans, as well as to support and inform the work done by our many community organisations.

For us, collectively, to build a city that grows with the needs and aspirations of the people who live, work, learn and play in it, we need to check in regularly. Vital Update – Tauranga 2023 gave us the opportunity to hear from the unique and important communities that make up our city, so we can ensure that the building blocks we put in place today reflect and respect our people, our diversity and cultures, our history, and our aspirations.

Thank you to everyone who took part in this research. Your contribution will help to influence and improve the future of Tauranga.



Lori Luke
Chief Executive
Acorn Foundation



Wayne Werder
Chief Executive
TECT



Alastair Rhodes
Chief Executive
BayTrust



Marty Grenfell
Chief Executive
Tauranga City Council

He mihi

Acknowledgement

Whakahou Taketake Vital Update – Tauranga has, once again, helped give voice to our diverse communities, 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:

- AvaNiu Pasifika
- Awhina House
- BOP Pride
- Education Tauranga
- English Language Partners
- Gender Dynamix
- Merivale Community Centre
- Multicultural Tauranga
- Moana Radio
- Pacific Growth Services
- Pacific Island Community Trust
- Takitimu House
- Tauranga Boys' College
- Tauranga Girls' College
- Tauranga Community Housing Trust
- Te Manu Toroa
- Te Ratonga Poumanaaki
- Waiariki Whānau Mentoring
- Welcome Bay Community Centre

Thanks to their help, we have achieved a rich diversity of responses, reflecting the unique and varied population of Tauranga. We have endeavoured to ensure both inclusion and accessibility, and the information collected provides a balanced view of our community experiences, needs and aspirations. This wide and thorough approach has enabled us to hear from key groups, including:

- Youth (13-24 years)
- Māori
- Pacific communities
- Ethnic communities
- Ageing population (65+ years)
- Disabled people (including carers)
- People experiencing homelessness
- Rainbow community
- Parents and caregivers

This year we also identified Children (5-12 years) as a key group. A pilot study was created, with specific questions and methodology developed to enable their voices to be heard, and for us to gain an understanding of their needs and aspirations. These results are not included in this main report, as the data sets were different to the rest of the key groups. The outcomes from this Child Wellbeing Study can be found in a distinct report and on the data dashboards www.tauranga.govt.nz/vitalupdate2023

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 community engagement.

Kia mātau ki ngā hāpori – kia whai take mō ngā rā kei te heke mai

Knowing our community – to inform our future

Rārangi take

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Tēnā koutou katoa

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

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



He kupu whakataki

Introduction

The purpose of Whakahou Taketake Vital Update – Tauranga 2023 was to create an in-depth understanding of the various communities that make up Tauranga, including their needs and aspirations for the city. In addition to providing citywide data that is useful to the wider community, we had five objectives, and, with your support, we have been able to make significant progress in the following areas:

- Understand the current living status of our 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.

Why do this research?

Through listening to our diverse community, we can better understand how to plan and prioritise future work in our communities, and create a vision for Tauranga's tomorrow; inclusive, empowering and connected.

We've been here before

In developing the survey for 2023, we made some changes to the survey questions and introduced new priority groups. This means the 2020 data isn't always comparable, but where we can do so, insights from the 2020 Vital Update survey have been included in this report and are available in the dashboards.

We heard from all walks of life

Our focus was to hear from people with different backgrounds and experiences. This included a focus on those who are vulnerable and who deserve a voice. We received 6,432 responses in total, with 6,036 responses from Tauranga residents.

The data in this report reflects the responses from Tauranga residents only.

How to access the data?

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

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



Photo credit: Nikora Smith

Tauranga

Demographic profile

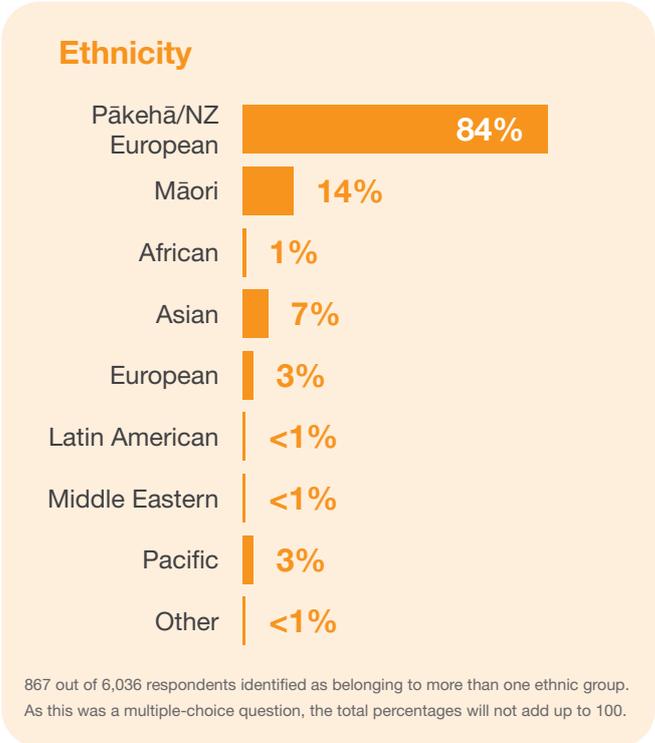
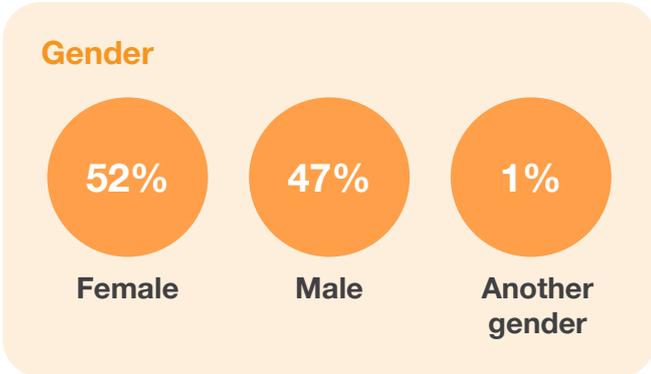
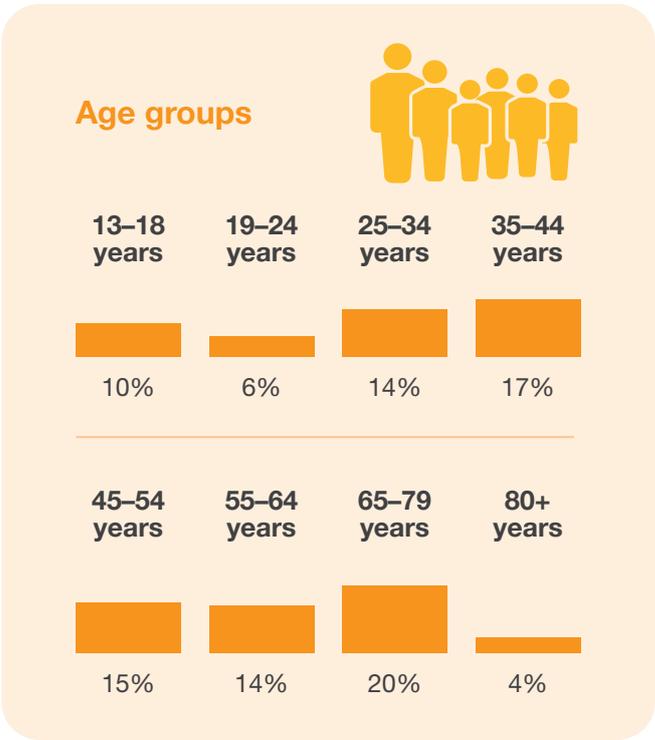
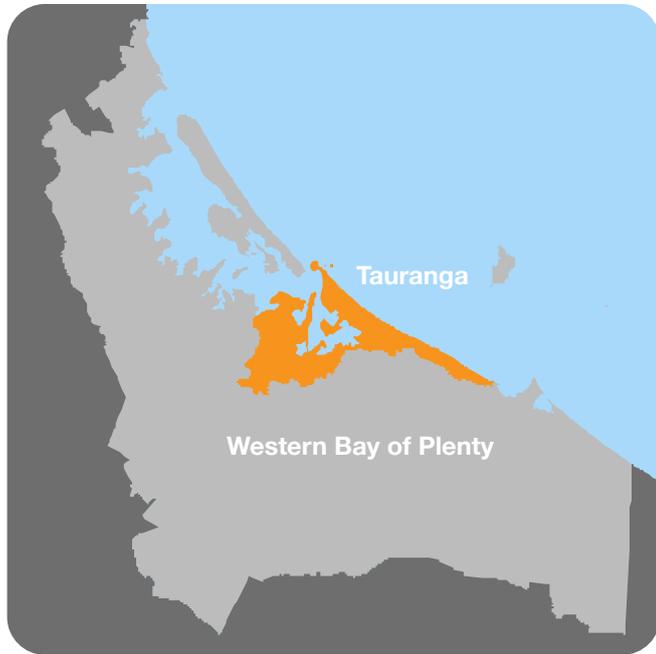


Photo credit: Nikora Smith

Who responded to the survey?

Snapshot of Tauranga

This page represents the demographics of the 6,036 Tauranga residents who responded to the survey.



NOTES:
 * Sample: n=6,036.
 * See 'Appendix 2. About the people' for a more detailed demographic profile of the respondents.
 * You may notice that a set of percentages doesn't add up to exactly 100%. This is an expected result of rounding to the nearest whole number.

Wawatanga o Tauranga Whānui

Aspirations for Tauranga



Photo credit: Nikora Smith

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.

In 2020, survey participants wanted:

41%	Less traffic congestion/improve roading infrastructure
12%	Improve public transport
11%	Vibrant City Centre

Three years after the first social wellbeing study in Tauranga, we wanted to check if priorities have shifted.

4,553 people responded to this question and provided suggestions regarding the future of Tauranga city.

Like many other cities, and countries, our region has been affected by COVID-19, severe weather events, inflation, increasing costs of living and financial pressures over the last three years. Despite these issues, we continue to see similar trends in 2023 compared to what we saw, pre-COVID, in 2020. Survey respondents want:

35%	Less traffic congestion/better roading infrastructure/less roadworks
14%	Revitalised CBD/better CBD/shops/restaurants/bars
9%	Better public transport/more transport options
8%	Parking
6%	Progressive Council that listens to the community
6%	More inclusivity/less attitude/less racism

NOTES:

- AS2. If you could change one thing about Tauranga, what would it be? And Why? n=4,553 left a comment

What some of the analysis reveals:



38% of those who have lived in Tauranga the longest (over 10 years) are most likely to mention traffic congestion and want better roading.

This is **35%** for Tauranga overall.



10% of school and college-aged participants (13-18 years) are most likely to want to see less crime, drugs and gangs.

This is **5%** for Tauranga overall.



13-18 year-olds are also most likely to want more activities, events and entertainment in Tauranga at **16%**.

This is **5%** for Tauranga overall.

“ Better traffic flow. I wish there was an easy solution, but I know there’s not.

A more inviting environment in CBD to make retail businesses more vibrant.

Diversity in arts and culture. More art that isn’t just murals. This place is as racist as they come and disadvantages Māori, queer and poor communities.

More accessible parking for disabled people and their needs taken into account in constructing new public spaces.

We need a reliable, on-time, regular bus service into the City Centre from all directions.

”

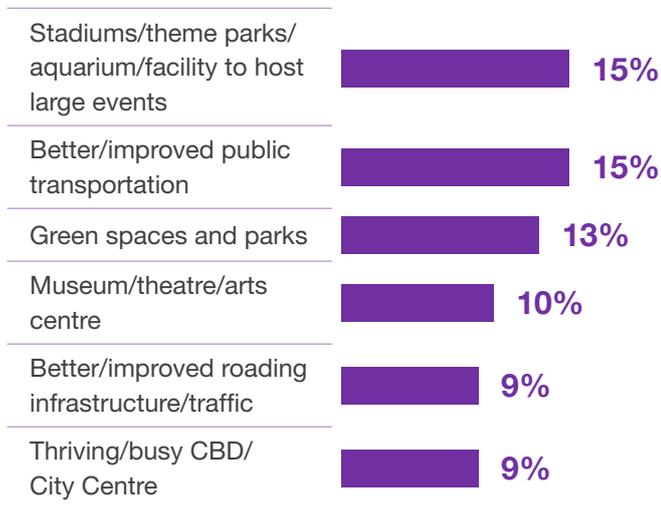
He aha ngā tāmōtanga ki Tauranga, engari kei taone kē?

What is Tauranga missing when compared to other cities?

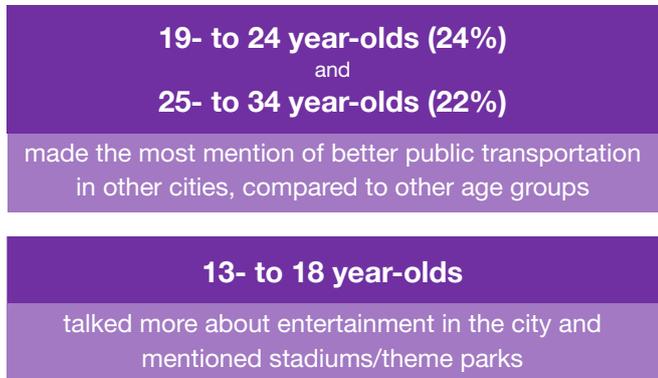
We asked survey participants if there was anything that they had seen in another city that Tauranga should have?

3,739 participants shared their opinions with us.

Some of the most common ideas included:



What some of the analysis reveals:



Different ethnic groups have different views on what Tauranga can learn from other cities.

35% of those who belong to the Latin American community are more likely than others to want to see a Thriving/busy CBD/City Centre.

This is **9%** for Tauranga overall.

NOTES:

- AS3. Have you seen something in another city that you think Tauranga should have? n=3,739 left a comment

“

An amusement park for entertaining all year round, like Rainbows End.

The Auckland public transport system. When I was living there. I was able to get a bus or train, which was reliable and a short walk from my starting point and destination. This meant I rarely had to use my car.

The lakefront playground in Rotorua has been upgraded. We could upgrade the playground in Memorial Park. We could add a skateboard/scooter park and a flying fox. We could add a landmark similar to Hamilton Gardens.

The support for the arts like in Wellington and Hastings. Having midsize venues for events.

Brilliant roads like New Plymouth. Great to get in and out of without narrowing the streets. They put traffic first.

Greytown has a fabulous sense of community, and style in the main street. It is beautiful. We have no focus area.

”

Wawatanga takiwā

Neighbourhood aspirations



Photo credit: Nikora Smith

He aha ō tātou whakarerekētanga ki ō tātou wāhi noho?
What would we change in our suburb?

Mount Maunganui, Omanu



26%

Roading/traffic



8%

Safer/improved/
more cycleways



8%

Housing

Arataki (Bayfair), Matapihi



25%

Roading/traffic



12%

CCTV cameras/
improve security/
better lighting/
more police



11%

More parks/
green spaces/
playgrounds

**Pāpāmoa Beach,
Wairākei (Pāpāmoa East), Te Tumu**



21%

Roading/traffic



14%

More cafés/
supermarkets/
community hubs/
facilities/services



10%

More parks/
green spaces/
playgrounds

**Kairua, Pāpāmoa Hills (Waitao),
Mangatawa**



28%

Roading/traffic



14%

Friendlier
neighbours/sense
of community/
inclusivity/
diversity



12%

Reduce antisocial
behaviour/social
issues/crimes/
gangs/drugs

Welcome Bay, Hairini, Maungatapu



23%

More cafés/
supermarkets/
community hubs/
facilities/services



22%

Roading/traffic



12%

Reduce antisocial
behaviour/social
issues/crimes/
gangs/drug

Poike, Oropi, Greerton, Ohauti



27%

Roading/traffic



17%

More cafés/
supermarkets/
community hubs/
facilities/services



8%

CCTV cameras/
improve security/
better lighting/
more police

NOTES:

1. AS1. If you could change one thing about your suburb, what would it be? And Why? n=4,220

What would we change in our suburb?

**Gate Pā (Pukehinahina),
Merivale (Parkvale)**



16%

Reduce antisocial behaviour/social issues/crimes/gangs/drugs



13%

Roading/traffic



10%

Friendlier neighbours/sense of community/inclusivity/diversity

Pyes Pā, Omanawa, Tauriko, The Lakes



26%

Roading/traffic



11%

More parks/green spaces/playgrounds



10%

More cafés/supermarkets/community hubs/facilities/services

Bethlehem



18%

Roading/traffic



11%

Nothing/I love my suburb/it is perfect



9%

Maintenance of public spaces, facilities, buildings, roadsides

Brookfield, Judea*



14%

Roading/traffic



13%

Nothing/I love my suburb/it is perfect



11%

More parks/green spaces/playgrounds

Bellevue, Otūmoetai, Matua



16%

Roading/traffic



11%

CCTV cameras/improve security/better lighting/more police



10%

Nothing/I love my suburb/it is perfect

**Tauranga South, City Centre,
Avenues, Sulphur Point**



27%

Roading/traffic



11%

Reduce antisocial behaviour/social issues/crimes/gangs/drugs



9%

More parking/better parking solutions/free parking

NOTES:

1. AS1. If you could change one thing about your suburb, what would it be? And Why? n=4,220
* 11% also said "Friendlier neighbours/sense of community/inclusivity/diversity/community events."

Ngā whare me ngā paerewa oranga

Housing and standards of living



Photo credit: Nikora Smith

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

60.8%

of the survey respondents are homeowners.

- Homeowners are significantly less likely to experience living in dampness, mould or a leaky house.
- 42% of homeowners surveyed do not make mortgage payments. However, 16% are spending over \$700 a week on mortgage payments, which is significantly higher than the proportion of renters with a similar weekly expense (9%).
- The average weekly mortgage payment for those survey participants who indicated they were homeowners is \$324.99.
- 64.5% of Pākehā/NZ European own their home compared with 42.3% Māori and 25.6% Pacific communities.

Renters in Tauranga

15.6%

of the survey respondents rent.

The average weekly rent payment for those respondents who indicated they were renting is \$462.87.

Popular suburbs

Areas with the highest proportion of renters include 'Gate Pā, Merivale (Parkvale)' (25.4%), 'Tauranga South, CBD, Avenues, Sulphur Point' (21.4%) and 'Brookfield, Judea' (19.5%).

Who is a renter?

Those who identified as Latin American have the highest proportion of renters at 36.7%, Pākehā/NZ European have 13.3%.

Survey participants aged between 25–34 years are the most likely to rent (30.3%), and this percentage decreases with age.

NOTES:

* Numbers in Housing and standards of living are rounded to 1 decimal place for comparison purposes with data presented in Vital Update – Tauranga 2020.

Homelessness

2.8%

of the survey participants are currently experiencing homelessness.

That is those who are not living in a house, flat unit or apartment that is stable and/or those who are not living in assisted housing.

- There are several ethnic groups that recorded significantly more homelessness. These ethnic groups include those who identify as African (14.4%), Māori (7.6%) and Pacific people (6.5%).
- Those aged 19-24 years have the highest proportion of participants currently experiencing homelessness, with 7.4% reporting that do not have a stable house, flat or apartment.

Household incomes

The financial situation of many survey participants in Tauranga highlights the communities' concerns. Survey responses reveal more than three in five people renting homes are paying upwards of \$400 per week, and 36% of those surveyed do not have the savings or income to get by for more than a month should an unexpected expense arise.

16% of survey participants reported having 'nowhere near enough' or 'not enough' household income to meet their everyday needs. This is significantly higher for Pacific communities and Disabled people (both of which are 30%).

70% of those surveyed worry about how much their household has, those aged 35-44 years being the most concerned (82%).

At risk communities

Within the housing and living situation data collected, the most at risk communities include:

Pacific communities

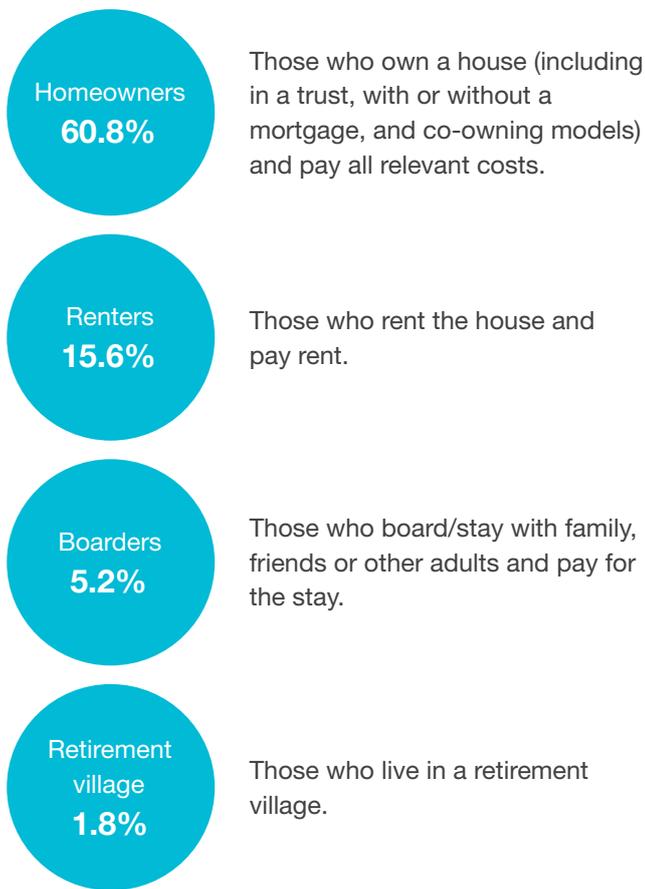
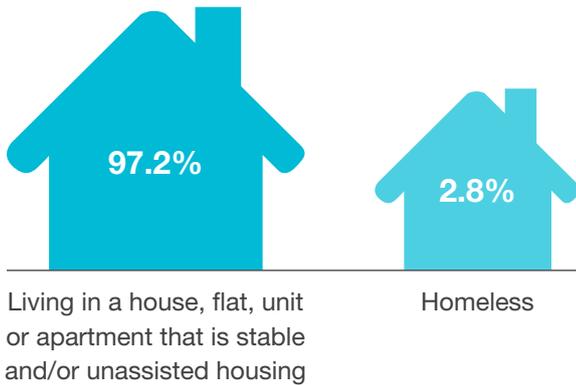
11% of the Pacific community indicated that they 'often' or 'all the time' go without groceries to help keep expenses down, compared with 5% for Tauranga overall.

The Pacific community has the highest proportion of all ethnicities for those who do not have enough income to meet everyday needs (30% compared with 16% overall).

Māori

19% of the Māori community indicated that they 'often' or 'all the time' go without or cut back on transport/petrol, compared with 11% for Tauranga overall.

E pēhea ana ngā take kāinga ki Tauranga?
What is Tauranga's housing situation?



Significantly more homeless people are:

African (14.4%), Māori (7.6%) and Pacific (6.5%)

Who is most likely to be a homeowner?

- 1** Pākehā/NZ European (64.5%) compared with 42.3% Māori and 25.6% Pacific communities.
 Those aged 55-64 years and 65-79 years (80.4% and 82.8% respectively) compared with 69.3% of those aged 35-44 years and 46% of those aged 25-34 years.
- 2** Areas with the highest proportion of homeowners include Pāpāmoa Beach, Wairākei (Pāpāmoa East), Te Tumu (65.5%), Pyes Pā, Omanawa, Tauriko, The Lakes (65%) and Arataki (Bayfair), Matapihi (64.9%).

Who is most likely to be a renter?

- 1** Latin American (36.7%) compared with 13.3% Pākehā/NZ European.
 Those aged 25-34 years (30.3%) compared with 22.4% of those aged 35-44 years and 16% of those aged 45-54 years.
- 2** Areas with the highest proportion of renters include 'Gate Pā, Merivale (Parkvale)' (25.4%), 'Tauranga South, CBD, Avenues, Sulphur Point' (21.4%) and 'Brookfield, Judea' (19.5%).

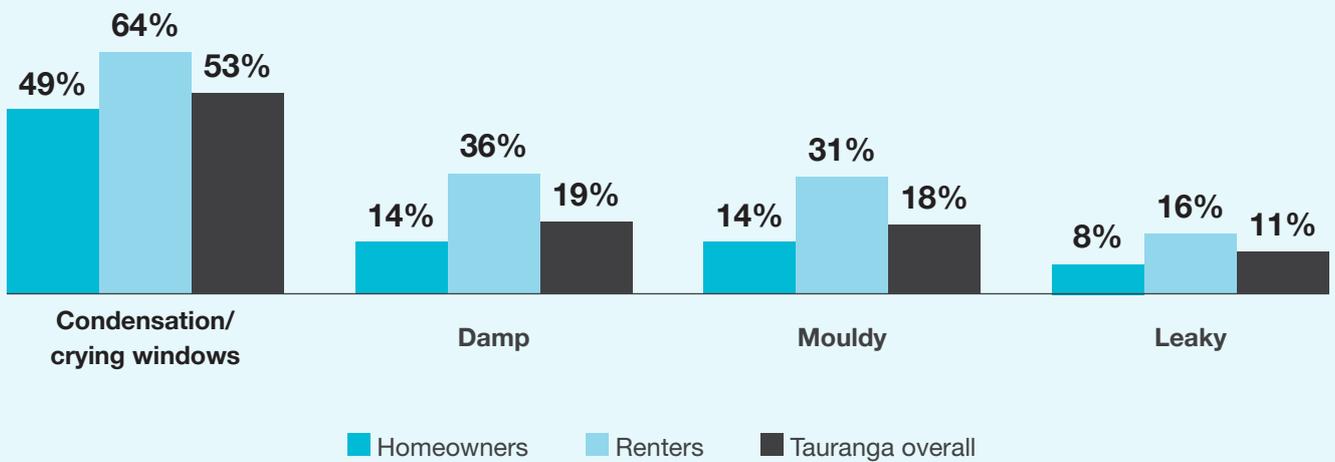
97.2% of the overall population live in a stable house, flat or apartment.

2% of 13-18 year olds, 7.4% of 19-24 year olds and 3.2% of 25-64 year olds

do not live in a stable house, flat or apartment

NOTES:
 1. HS1. What best describes your living situation? Please select all that apply. n=6,031
 2. HS2. If you LIVE in a house, flat, unit or apartment which of the following best describes your current housing situation? n=6,036
 * Proportion of homeowners, renters, boarders is calculated based on the total number of responses n=6,036

What is Tauranga’s housing situation - about the house?



Amenities

% who have access

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

56%

of survey participants have all the amenities listed on this page.

2% of survey participants have none of the amenities listed on this page.

This is largely consistent with the proportion of those who identified as homeless.

NOTES:

1. HS3. Please review the statements below regarding the place you are currently living. n=5,972.
 2. HS4. Which of the following are available at the place you are currently living. Don't include anything that is disconnected or broken. n=5,998
- * 'Don't know' responses were excluded for more accurate data presentation.

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



Live with partner/
 spouse



Live with dependent
 children



Live with parents



Live with siblings



Live alone



Live with adult
 children



Live with
 grandparents



Live with
 grandchildren



Live with flatmates/
 housemates/
 roommates

62% live with their partner/spouse

40% live with their partner/spouse without kids

5% are single parents

96% of those aged 13-18 years live with their parents



Photo credit: Nikora Smith

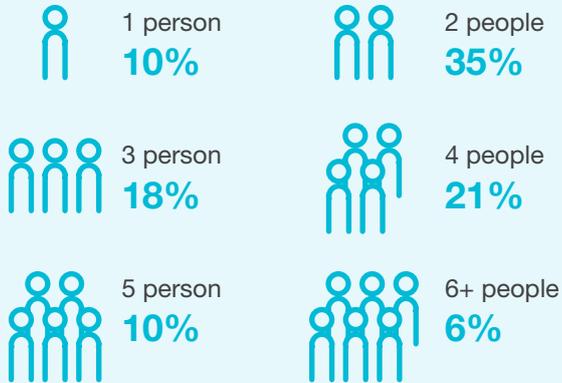
NOTES:

1. HS5. Which of the following best describes who you live with? If you don't live alone please select all that apply. n=5,990

E hia ngā rūma moe i ō tātou whare? Tokohia ō tātou hoa noho?

How many bedrooms in our houses? How many people do we live with?

Number of people in household

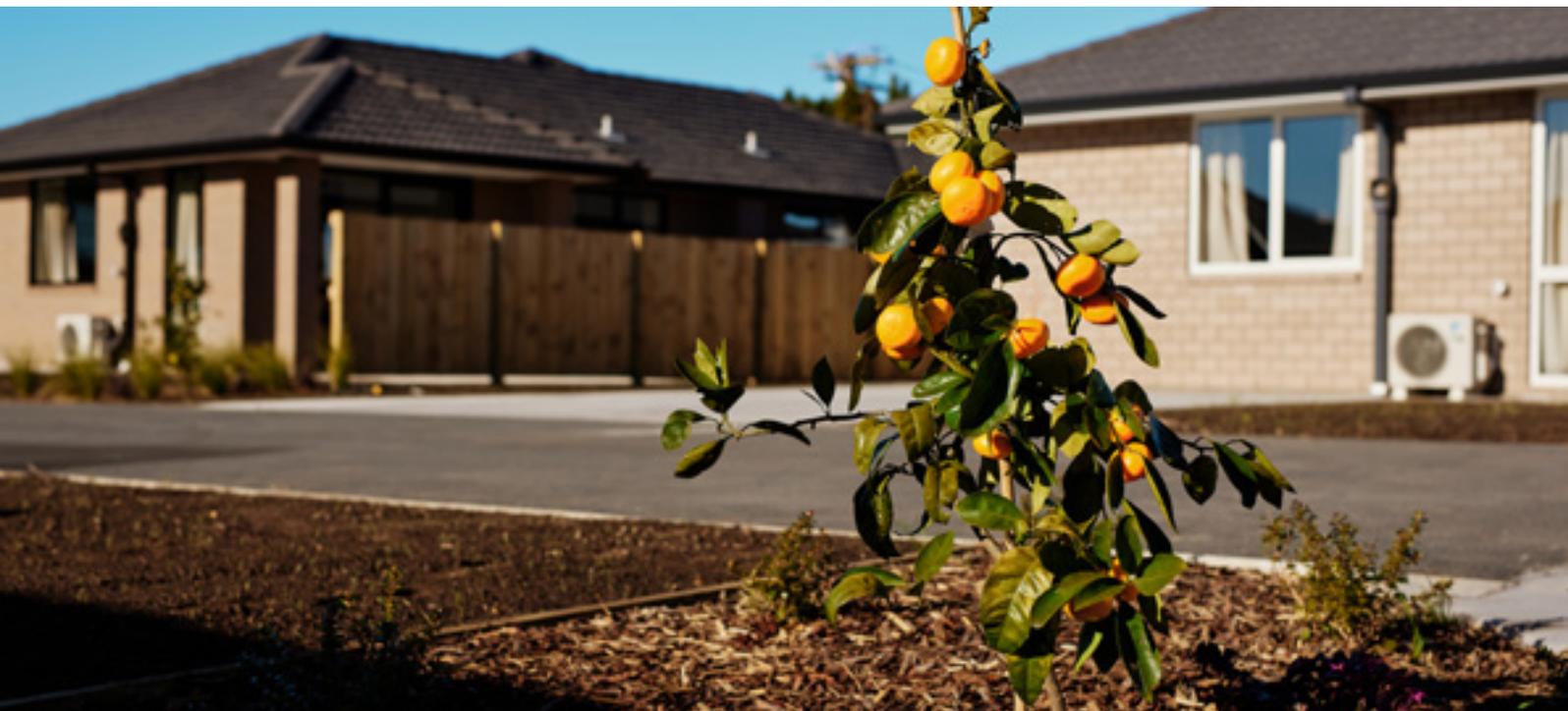


Number of bedrooms in house



What have we learnt?

- 1 The survey reveals that average household size in Tauranga remains three people per household. This is the same as in 2020.
- 2 Almost half of those surveyed (46%) live in a three-bedroom house and the responses indicate that the average house size in Tauranga is three bedrooms.



NOTES:

1. HS6. How many people (adults and children) including yourself currently live in your household? n=5,887
2. HS7. How many bedrooms are there in the house you are currently living in? n=5,899

What are our rent/board/mortgage/lease costs?

Homeowners (per week)



Renters (per week)



Boarders (per week)



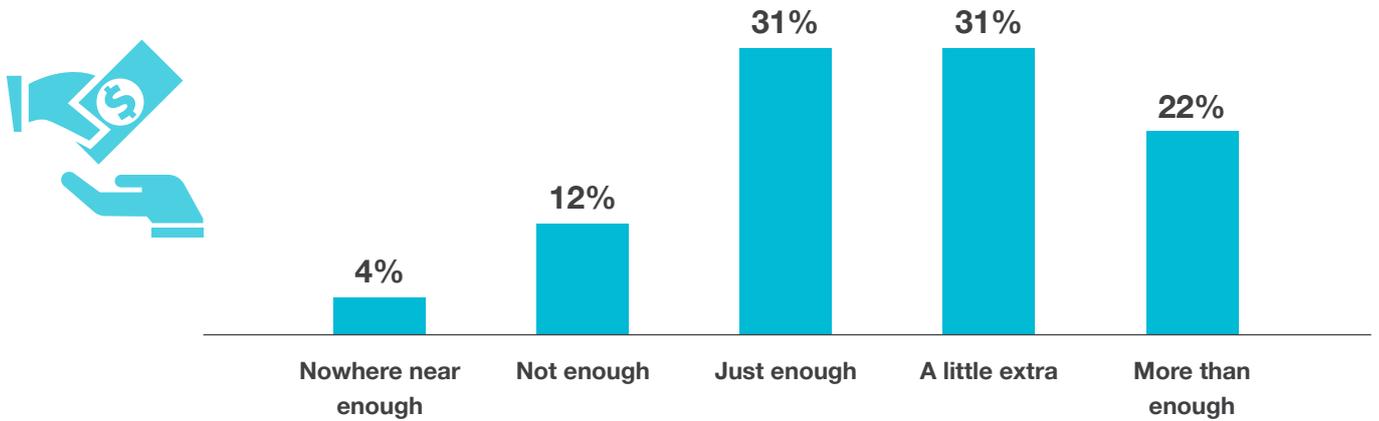
What have we learnt?

- 1 Almost four out of ten survey participants (38%) don't pay rent/board/mortgage, and 22% spend up to \$400 per week on rent/board/mortgage.
- 2 62% of renters surveyed pay \$400 or more weekly for their accommodation and 9% pay more than \$700 a week. The average weekly rent payment for survey respondents who indicated they were renting is \$462.87.
- 3 42% of homeowners surveyed do not make mortgage payments compared to 16% of homeowners, who spend over \$700 a week. The average weekly mortgage payment for survey participants who indicated they were homeowners is \$324.99.

NOTES:

1. HS8. What are your rent/board/mortgage/lease costs? n=5,825
 * All responses relate to weekly payments of rent/board/mortgage/lease costs
 * Don't know' responses were excluded for more accurate data presentation. 'Prefer not to say' is only shown for Tauranga overall.

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



What have we learnt?*

- 1 Disabled people who were surveyed make up a high proportion of those who do not have enough to meet everyday needs (30%).
- 2 Those surveyed who identify as part of the Pacific community make up the highest proportion of all ethnicities who do not have enough income to meet everyday needs (30% compared with 16% for Tauranga overall).

“

Income is more than enough due to not paying housing costs but if I were to pay weekly rent, it would be not enough.

Between not enough and just enough - we sometimes have a good amount of food and sometimes not enough food.

Trying to adjust in new situation with my savings and without any earnings.

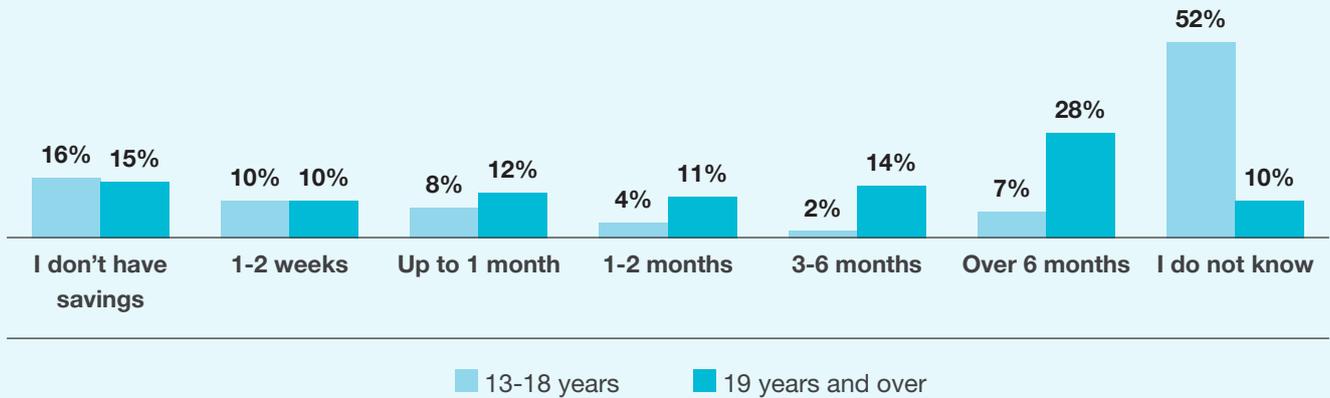
I don't know, but somehow my amazing mum always makes it work.

”

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=5,979
 * 'Don't know' responses were excluded 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.

Ka pēhea te kaha o ā tātou pūtea penapena?
How long could we rely on 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?



have enough savings to last them over six months.



do not have savings.



worry about how much money their household has overall. This is a large number when taking into consideration the high percentage (38%) of those who do not pay accommodation expenses.



aged 35-44 years worry the most about their household's financial wellbeing.



of Parents and caregivers are concerned about their household finances.

This group has one of the highest results that was exceeded only by People experiencing homelessness (87%).

NOTES:

- 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=5,980
 - HS12. Do you worry about how much money your household has? n=6,005
- * 'Don't know' responses were excluded from HS12 for more accurate data presentation.

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 (34% do this 'often' or 'all the time')
- Go without/cut back on trips to the shops/ other local places (27% 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?

- **Children participating in the school activities**
Not go on school trips/sent your children on school trips (5% do this 'often' or 'all the time')
- **Paying the bills**
Not paid or put off paying bills (including rent, mortgage, power, school expenses, car related cost) (4% do this 'often' or 'all the time')
- **Buying food**
Gone without groceries to help keep expenses down (5% do this 'often' or 'all the time')



What have we learnt?

- 1 11% of the Pacific community indicated that they 'often' or 'all the time' go without groceries to help keep expenses down, compared with 5% for Tauranga overall.
- 2 19% of the Māori community indicated that they 'often' or 'all the time' go without or cut back on transport/petrol, compared with 11% for Tauranga overall.
- 3 The two most 'secure' priority groups are Youth and those over 65 years. They have the highest proportion of 'never' when it comes to giving up things from food and health to hobbies to keep expenses down.

NOTES:

1. HS11. In the last 12 months have you done any of the following? n=5,957
- * 'Don't know' responses were excluded for more accurate data presentation.

Oranga hapori

Social wellbeing



Photo credit: Nikora Smith

Social wellbeing – what is most important?

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

This study has shown that over one third of those surveyed feel lonely at least ‘sometimes’. Some reasons reported for the lack of 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.

Groups that have reported the highest levels of loneliness and have the least amount of contact with friends and family are:

- Youth
- Rainbow community
- People experiencing homelessness.

Youth aged 24 years and younger, make up a particularly high proportion of those who feel lonely with 65% of those aged 19-24 years and 55% of those aged 13-18 years feel lonely ‘sometimes’, ‘often’ or ‘all of the time’. They feel the least connected to the people they live with and feel the most connected to their friends compared to other age groups.

Local event attendance

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

35- to 54-year-olds are most likely to attend local events.

Whereas those aged 19-24 years and over 80 years are the least likely to attend. The European community and Parents and caregivers are also highly likely to attend events, with over 90% from each group attending.

The African community (84%), Disabled people (77%) and People experiencing homelessness (75%) are the least likely to attend local events.

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

- Not interested in the types of events
- Events are too expensive to attend
- Too tired or can’t be bothered to attend
- Problems with parking/traffic congestion.

There is a strong desire in the wider Tauranga community for more events such as music, festivals and concerts (40%). One in five are also eager for more sporting events (20%), while others mentioned a need for more family friendly activities (14%) and cultural events (12%).

Key household issues

35%

of those surveyed reported having financial pressures.

Financial pressure is the largest issue affecting households in Tauranga, 35% of those surveyed reported having financial pressures. Of particular note, nearly half of Parents and caregivers surveyed have reported having financial issues, which is higher than the overall Tauranga average.

Mental health is the second largest issue affecting households, with a high proportion of Youth and the Rainbow community indicating they are experiencing problems when it comes to their mental health.

Services and facilities

Some participants reported that services and facilities are lacking. This included wanting better access to performing arts venues, swimming pools, indoor sports facilities and libraries.

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 running is the second most common way for those who responded to the survey to get around the city.

50%

reported walking or running is their preferred transportation method.

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

A welcoming city

More than six in ten believe that Tauranga city is a welcoming place and, at 79%, the Asian community is the ethnic group who believes this the greatest.

Are we feeling lonely? How much contact do we have with family?

36%

of those surveyed feel lonely 'sometimes', 'often' or 'all of the time'.

This is a 2% increase from the 2020 results overall, but the greatest change occurred among those who feel lonely all the time (2% in 2020 up to 4% in 2023).

Who is most at risk?

- 1 Tauranga's youngest participants are most at risk. 55% of those aged between 13-18 years feel lonely 'sometimes', 'often' or 'all of the time'. The proportion of those feeling lonely is even higher among those aged between 19-24 years (65%).
- 2 Looking at the priority groups, two groups that reported high levels of loneliness are the Rainbow community and People experiencing homelessness. 61% of those belonging to the Rainbow community feel lonely 'sometimes', 'often' or 'all of the time'. This proportion is even higher amongst People experiencing homelessness at 69%.

In the last four weeks, 9% of those surveyed 'never' or 'rarely' have contact with relatives or friends who they don't live with. That's a 2% increase from the 2020 results.

Most common reasons for having less contact with family and friends

Distance	32%
Cost	24%
Too busy	21%
They aren't available	13%

Some of the other reasons for not having contact with family and friends include: poor health, not having transport options, family or friends having no access to phone and internet, losing contact and limitations/restrictions due to COVID-19.

Who is most affected?

Those aged between 13-18 years (13%) and those aged between 19-24 years (17%) have significantly less contact with friends and family who don't live with them (choosing 'never' or 'rarely' as the frequency of contact).

The reasons indicated by those aged 13-24 are that they live too far away (41%) and they are too busy (36%).

“

Weekends are not enough time to get to people I want to see.

My mental health makes it difficult to reach out when I am struggling.

I have social anxiety and am trying to give up drinking alcohol, which is what most of my family does to socialise.

I'm too tired after work to visit people and the weekend gets full quickly, including with chores.

”

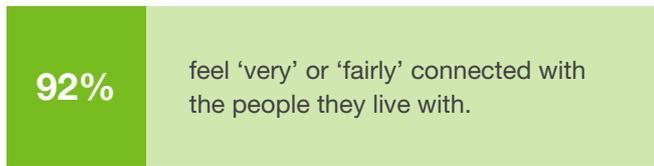
NOTES:

1. SW1. In the last four weeks, how often have you felt lonely? n=5,950
2. SW2. In the last four weeks, how often have you had contact with relatives or friends who don't live with you? n=5,991
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=5,799

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

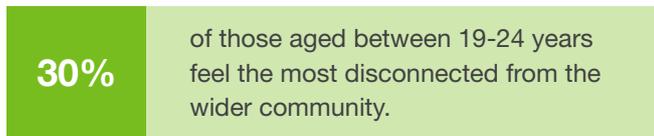
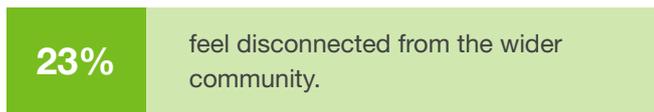
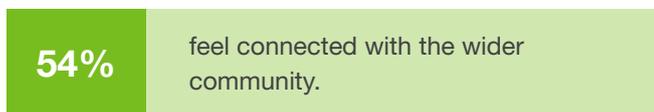
Kei te manaakitia tātou? E wai?
Are we feeling connected? Who with?

People you live with

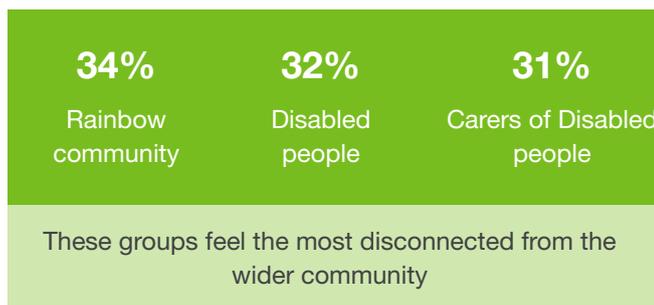


This is reflected across all age groups. While it is slightly lower for those aged between 13-18 years (87%), it is higher for those aged between 35-44 and 65-79 years (94% for each of the age groups).

Wider community



The proportion remains high for everyone aged under 65 years.

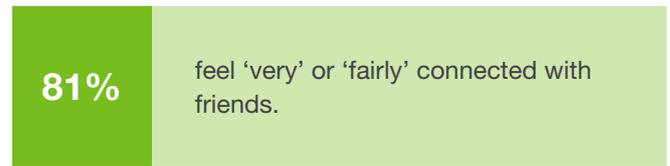


Workplace



NOTES:
 1. SW4. How well-connected do you feel with... n=5,984
 * 'Don't know' responses were excluded for more accurate data presentation.

Friends



12% admit feeling 'completely' or 'somewhat' disconnected.

Those aged between 13-18 years feel the least connected with their family, they feel most connected with friends when compared to other age groups (88%).

Place of learning

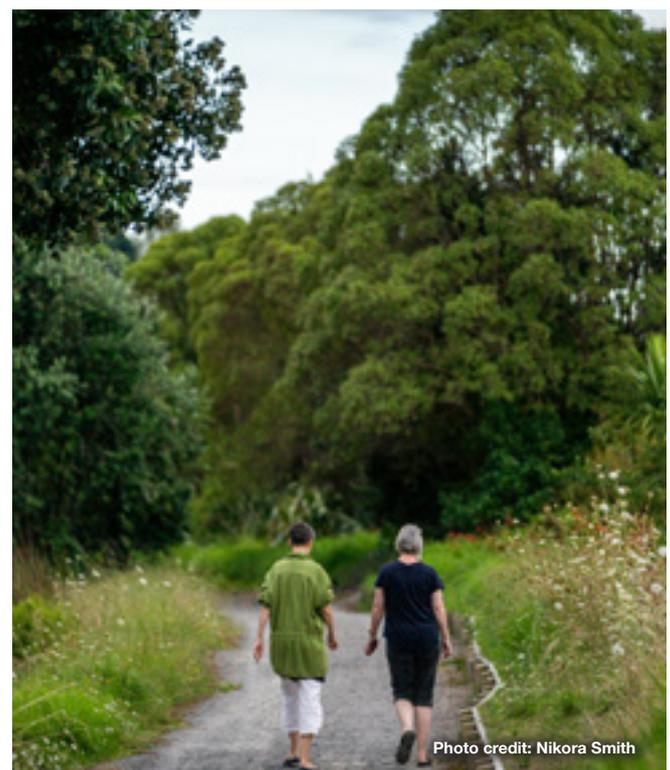
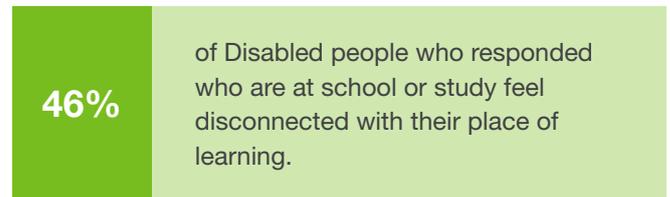
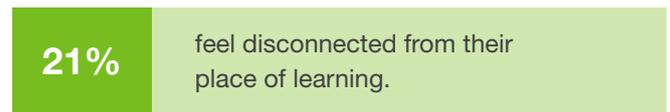
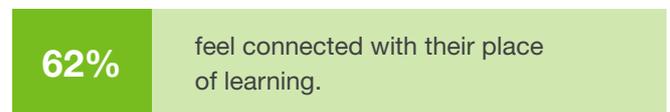
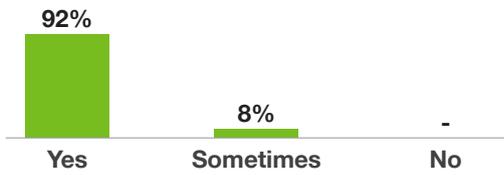


Photo credit: Nikora Smith

He aha ō tātou whakaaro ki ō tatou ao?
How do we feel about our life?

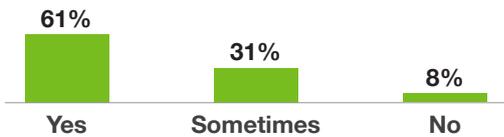
I can make decisions for myself



75% of those aged 13-18 years stated they can make decisions for themselves.

98% of those aged over 65 years indicated they can make decisions for themselves.

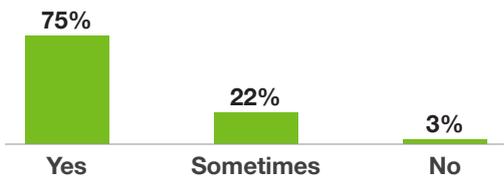
I feel fit and healthy



Health can be a serious concern for certain demographics. We have identified that Māori and the Pacific community are most likely to not feel fit and healthy (14%).

Members of the Asian community feel most fit and healthy (65% answered 'yes' and 6% answered 'no').

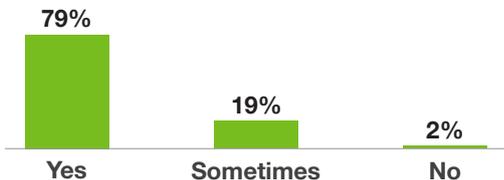
I feel respected and loved



When compared to other ethnicities, the African community (9%) is the most likely to not feel respected and loved. 15% of People experiencing homelessness do not feel respected and loved.

All those who identified as Middle Eastern feel respected and loved at least 'sometimes'*.

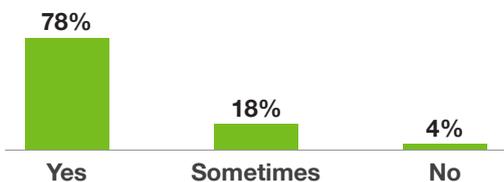
I have a good life



70% of those aged between 19-24 years say they have a good life.

88% of those aged over 80 years say they have a good life.

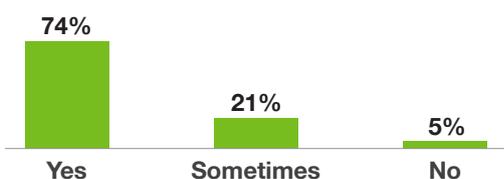
I am proud of who I am



When compared to other ethnicities, the African community have a relatively high proportion of those who are not proud of who they are (14%). Looking at the priority groups, members of the Rainbow community and Youth are the least likely to be proud of who they are (10% answered 'no').

91% of those aged over 80 years are proud of who they are.

I am proud of my culture



While people from many different ethnicities participated, one group stood out. None of the respondents from the Pacific community answered 'no'.

10% of Middle Eastern Community are not proud of their culture*.

NOTES:

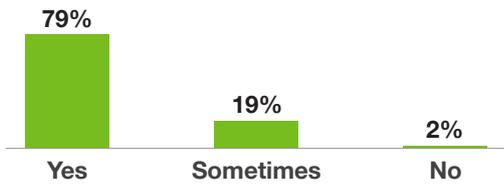
1. SW5. In my life... n=6,025

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

* Due to the small sample size of Middle Eastern responses results should be treated as indicative only.

He aha ō tātou whakaaro ki ō tatou wāhi noho?
How do we feel about the place where we live?

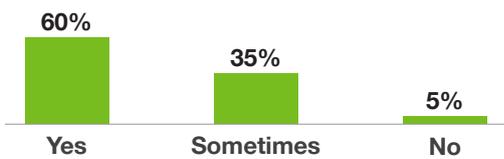
People will help me



55% of People experiencing homelessness indicated that people will help them where they live.

83% of the Ageing population think that people will help them where they live.

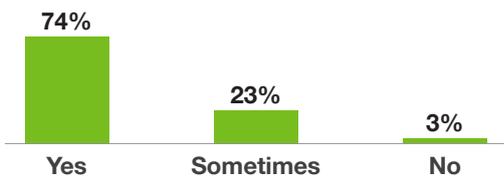
We live in a fun environment



9% of those aged between 13-18 years stated that they do not live in a fun environment.

3% of those aged between 35-44 years think that they do not live in a fun environment.

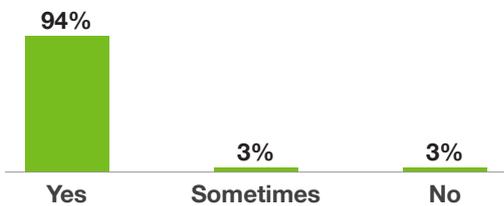
We spend time together



Respondents from the Rainbow community and People experiencing homelessness are the least likely to feel that way, with 9% and 15% respectively answering 'no'.

In comparison just 1% of persons 65 years and older and 2% of Parents and caregivers have answered 'no'.

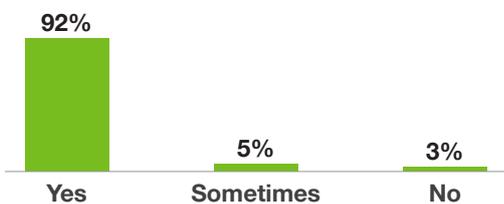
Everyone has their own bed



The Pacific community stands out with 13% answering 'no', which is higher than People experiencing homelessness at 12%.

93% of Youth, 97% of the Ageing population and 94% of Parents and caregivers answered 'yes'.

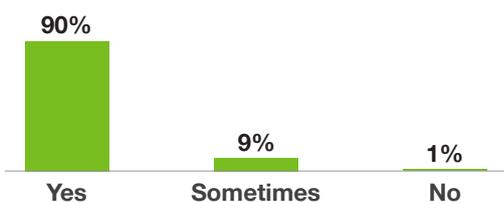
People would notice if I didn't come home



9% of the Rainbow community and 14% of People experiencing homelessness think that people would not notice if they didn't come home.

Youth and the Ageing population have the highest proportion of respondents who think that people would notice if they didn't come home with 89% and 93% respectively answering 'yes'.

People are accepted and included

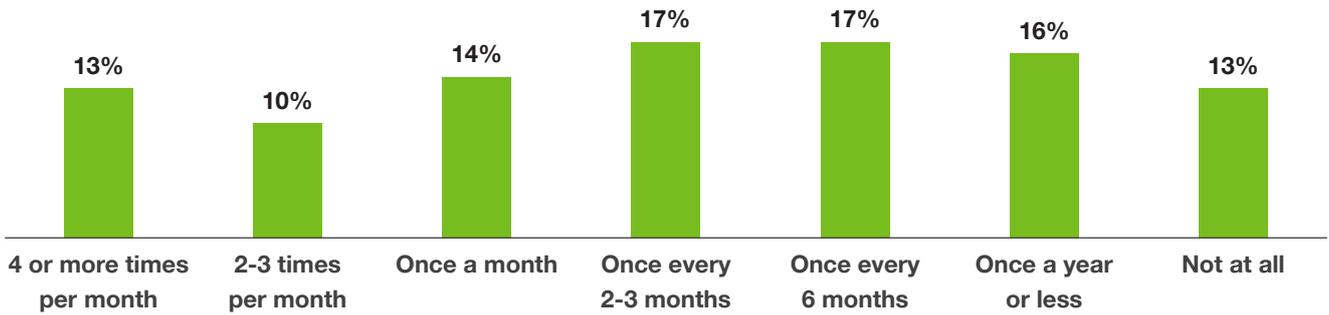


92% of the Ageing population and 93% of Parents and caregivers think that people are accepted and included at the place where they live.

69% of Rainbow community and 62% of People experiencing homelessness think that people are accepted and included at the place where they live.

NOTES:
 1. SW6. Where I live...n=5,457
 * 'Don't know' responses were excluded for more accurate data presentation.

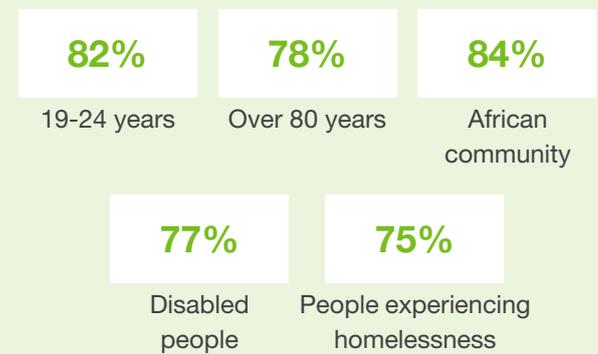
Kei te haere ki ngā tākUNETANGA tūmatanui?
Are we attending community events?



Who is attending events*:



Who isn't attending events*:



What are the barriers?

- 1 Consistent with the results from Vital Update 2020, in 2023 the most common reason for not attending was the types of events on offer – 66% in 2020 compared with 48% in 2023.
- 2 The second most common barrier is also consistent with the previous research. 39% of those surveyed in 2023 indicated that events are too expensive.
- 3 A further 32% have indicated that they are too tired/can't be bothered to attend the events.
- 4 Those aged under 34 years are more likely to not know about the events.
- 5 Disabled people, their carers and People experiencing homelessness are more likely than other groups to have concerns about safety, as well as not being able to attend events due to health-related issues.
- 6 Parents and caregivers are more likely to not attend the events due to the cost.
- 7 The Rainbow community and Youth are less likely than others to attend due to being busy or not having anyone to go with.



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=5,689
 2. SW8 What is preventing you from attending events in your community? n=2,626
- * Percentages represent the survey respondents who indicated they attended events, and excluded the response, "Don't know".

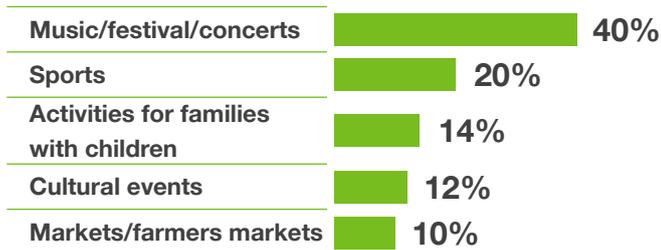
He aha ngā tākUNETANGA e hIAHIATIA ANA KI TAURANGA?
What events would we like in Tauranga?

Events are an integral part of a vibrant city and can bring communities together.

In 2020, survey participants wanted to see more large-scale music events/festivals/international artists (19%), activities for families and children (18%), markets/food stalls (12%) and community events (12%).

We can see similar trends in 2023.

Desired events



What some of the analysis reveals:

The Asian community and the Pacific community, more than other ethnicities, would like to see more cultural events, and the Latin American community would like to see more charity events.

While there are some unsurprising results, such as Parents and caregivers wanting to see more activities for families with children and Ethnic communities wanting to see more cultural events, interestingly, People experiencing homelessness, more than other priority groups, would like to see more environmental or educational courses.



**Music/
festivals/
concerts**



Sports

are the top 2 priorities for events across all age groups and ethnicities.

“

Music because for bigger attractions you have to go to Auckland or Christchurch.

International singers and bands from sixties and seventies, the ones that go to Auckland, Wellington, Christchurch, like Elton John, Rod Stewart and The Eagles.

Motor events like speedway. Surf carnivals and kids in sport.

Something that helps young kids get off devices and learn to connect face to face, not just sports.

Family events. However, I find that I never know about events until they have happened, the advertising is very poor.

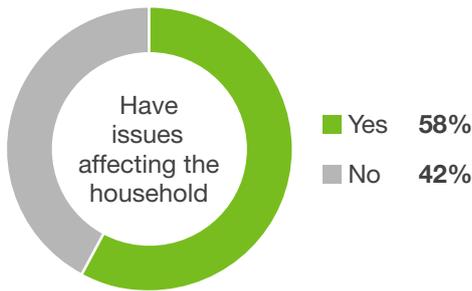
Cultural events at places with easy access - so hard to go to Historic Village as nowhere to park same as City Centre. Need better traffic management if you have events there.

Events such as Plant Fest where there is a specific theme to a market. Free or donation events and educational events.

”

NOTES:
 1. SW9. What kinds of events would you like to see more of in your community? n=3,261 left a comment.

What are the key issues affecting our community?



The biggest issues:

35%

of people reported having financial pressures.

With the current economic situation and increasing cost of living it is natural to see financial issues on the top of the list.

Financial issues affect between 35% and 60% of everyone between the ages of 19-64 years.

49% of Parents and caregivers indicated experiencing financial issues.

21%

of households are affected by mental health issues.

Mental health is affecting those aged between 19-24 years the most (36%).

The Rainbow community is the most affected by issues relating to mental health, with 43%, which is significantly higher than other priority groups.

1 in 5

households are affected by health issues.

Of survey participants, Disabled people and their carers are the most concerned with health, with 45% and 42% respectively marking this as one of the top issues affecting their households.

Other issues include:

Food (9%), employment (8%), access to support services (7%), housing (6%), education (6%) and isolation/lack of understanding (6%).

NOTES:

1. SW10. What are the key issues affecting your household? Please select all that apply. n=5,873
* 'Don't know' responses were excluded for more accurate data presentation.

59%

of survey participants aged over 65 years have indicated that they experience no issues.

For those who indicated there were issues, health (27%) and financial pressures (17%) were the issues that most affected their household.

“

As we have a second baby coming, we are more focused on finances than we usually would be, especially with the current cost of living.

Employment not paying enough to cover expenses. Cannot take my autistic son to the park as most aren't fenced.

Stress, exhaustion.

My son is out of work and struggling to get work. Longer he is out of work harder it is for him to get started. He has ADHD and can get anxious.

Emergency health care in Pāpāmoa is terrible. we need one like 2nd Ave but on this side. People need to go to Bethlehem once 2nd Ave moves, the hospital or Whakatane.

Husband recently became paraplegic, so adjusting.

”

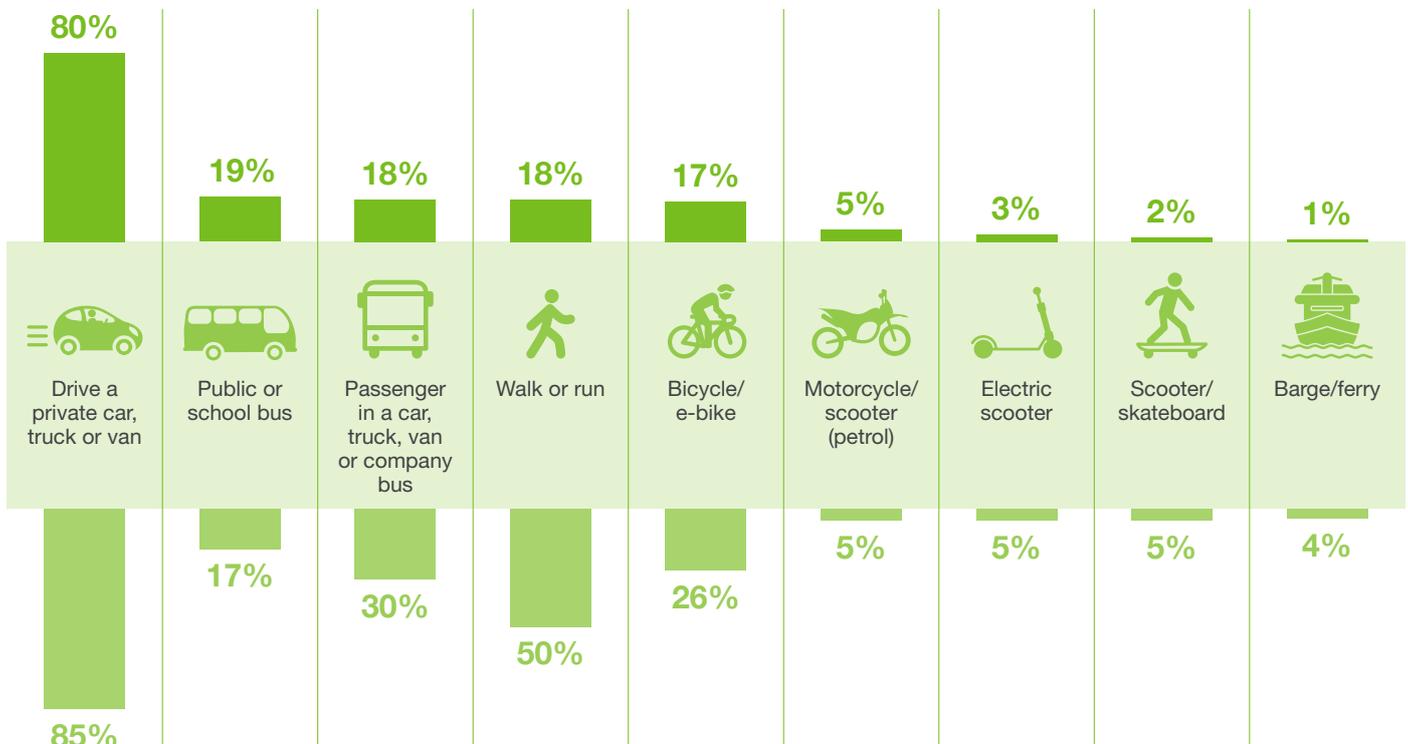
 <p>Playgrounds</p> <p>Use neighbourhood facility 44% Not available locally 4% Prefer a different neighbourhood 3%</p>	 <p>Libraries</p> <p>Use neighbourhood facility 46% Not available locally 13% Prefer a different neighbourhood 2%</p>	 <p>Cycleways</p> <p>Use neighbourhood facility 47% Not available locally 6% Prefer a different neighbourhood 1%</p>
 <p>Walkways</p> <p>Use neighbourhood facility 85% Not available locally 3% Prefer a different neighbourhood 1%</p>	 <p>Sports fields</p> <p>Use neighbourhood facility 44% Not available locally 6% Prefer a different neighbourhood 2%</p>	 <p>Neighbourhood reserves</p> <p>Use neighbourhood facility 72% Not available locally 4% Prefer a different neighbourhood 2%</p>
 <p>Beaches</p> <p>Use neighbourhood facility 70% Not available locally 15% Prefer a different neighbourhood 4%</p>	 <p>Harbour/ reserves by the water</p> <p>Use neighbourhood facility 64% Not available locally 13% Prefer a different neighbourhood 3%</p>	 <p>Swimming pools</p> <p>Use neighbourhood facility 41% Not available locally 13% Prefer a different neighbourhood 3%</p>
 <p>Community halls/centres</p> <p>Use neighbourhood facility 30% Not available locally 8% Prefer a different neighbourhood 2%</p>	 <p>Indoor sports facilities</p> <p>Use neighbourhood facility 27% Not available locally 15% Prefer a different neighbourhood 2%</p>	 <p>Marae</p> <p>Use neighbourhood facility 13% Not available locally 10% Prefer a different neighbourhood 2%</p>
	 <p>Performing arts venues</p> <p>Use neighbourhood facility 24% Not available locally 19% Prefer a different neighbourhood 2%</p>	

NOTES:

1. SW11. Thinking about your neighbourhood, which local areas/services/facilities do you use? n=5,999

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 (80%).
- 2 Less than 1 in 5 use public transport to commute to school or work, or to get around the city. However, a lot of people (50%) are walking or running, particularly to get around the city.
- 3 Several new options were introduced to the survey in 2023. These include electric scooter, skateboard/scooter and ferry/barge. All three have seen an uptake from survey participants, although are still relatively low compared to vehicle and bicycle/e-bike use.
- 4 1% of respondents selected 'other' which includes, wheelchairs and mobility scooters.

NOTES:

1. SW13. What mode(s) of transport do you usually use to get? Please select all that apply: getting around the city n=5,428; getting to school/place of learning n= 4,479
 * '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



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

18%

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

24% of survey participants **do not** think that the buildings in the city reflect a strong sense of culture and heritage.

In public spaces



26%

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

13% 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=5,654
 2. SW15. What types of arts and culture do you want to see more of in Tauranga? n=2,874 left a comment.
- * 'Don't know' responses were excluded for more accurate data presentation.

As a city overall

24%

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

16% **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 (17%)
- 2 Museums (14%)
- 3 Multicultural/Pasifika/European (14%)

“

More Māori culture, better architecture and thoughtful city planning. A vast network of off-road cycle paths.

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.

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

Too much emphasis on Māori culture, very little about early settlers and later immigrants. Needs to be balanced.

”

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

64% More than six in ten survey participants believe that the city is 'fairly welcoming', 'welcoming' or 'very welcoming'.

72% of younger survey participants, especially those aged 13-18 years, consider Tauranga more accepting and welcoming than other age groups.

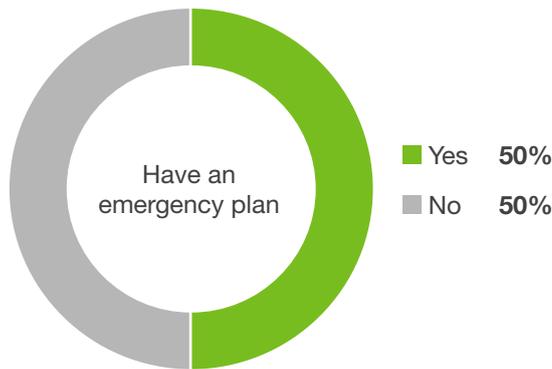
79% of the Asian community, more than other ethnicities, feel that Tauranga is accepting and welcoming.



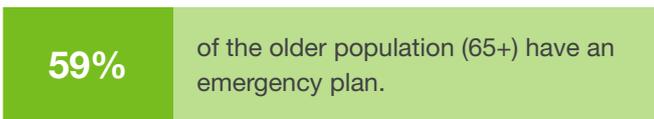
NOTES:
1. SW16. Is Tauranga an accepting and welcoming place to live? n=5,808
* 'Don't know' responses were excluded for more accurate data presentation.

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

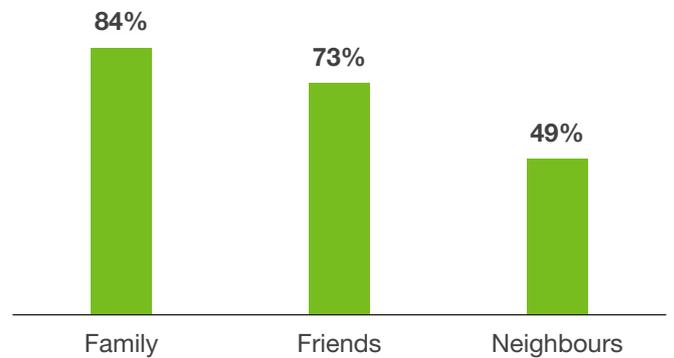
After several severe weather events affecting the region and the country over the past year, many people now have a better understanding of emergency services, their importance, their role and their availability. However, it is also important to be ready and prepared in case civil defence emergencies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



Those aged over 65 years have significantly more awareness than younger survey participants.



Most survey participants will turn to the following support networks for help in case of emergency.



The groups who will most require outside help in case of an emergency, due to a lack of a support network, are:



NOTES:

- EM1. Do you/your family have an emergency plan? n=5,952
- EM2. If there was an emergency, what support networks do you have available to you? Please select all that apply. n=5,913

Haumarutanga

Safety



Crime in Tauranga

23% have experienced crimes committed against them in the past 18 months.

The most at risk group are People experiencing homelessness, with 44% indicating having experienced a crime. Disabled people have reported an increase in crime since 2020 (24% in 2020 compared with 32% in 2023), and the Rainbow community have also indicated this is an area that affects them.

Survey participants indicated that the CBD/downtown Tauranga area is the most unsafe place, with three in ten respondents noting their feelings of unease. Throughout the city there is a general sense of vulnerability wherever there appears to be antisocial behaviour, a gang presence, or crime, with one in five survey participants mentioning this in their comments.

Alcohol, nicotine and drug consumption

- 77% of respondents consume alcohol.
- Around three in ten of those surveyed smoke tobacco, vape and/or cannabis.
- Two in ten Youth aged 13-18 years have reported using a vape (23%) in the past six months, and 12% in the past week. This is higher for those aged 19-24 years with one quarter reporting their vape use in the past week, and 34% in the past six months.

Family violence

15% of survey participants have experienced family violence.

This has increased from 4% in 2020.

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

- Sexual assault (73%)
- Intimate partner harm (73%)
- Child abuse/neglect (69%)
- Domestic violence (84%)
- Verbal abuse/arguments (89%)

The most affected age group is those aged between 25-34 years, with 18% reporting family violence.

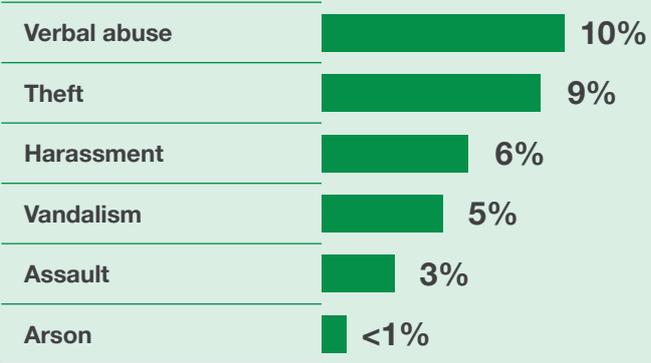
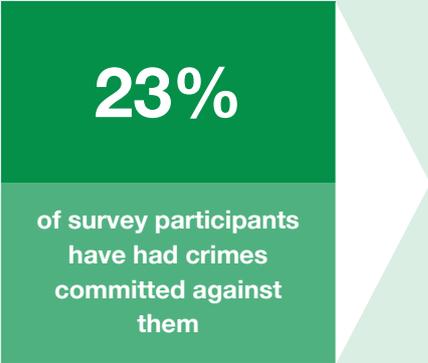
Māori (31%), the Pacific community (24%) and the African community (23%) are the ethnicities most likely to experience family violence.

Results have indicated that there are priority groups particularly in need of help:

- Rainbow community
- Disabled people & their carers
- People experiencing homelessness



Ko wai ka pāngia e te taihara?
Who is being affected by crime?



18% of those surveyed in 2020 indicated that they have experienced crime committed against them. This proportion has increased to 23% in 2023.

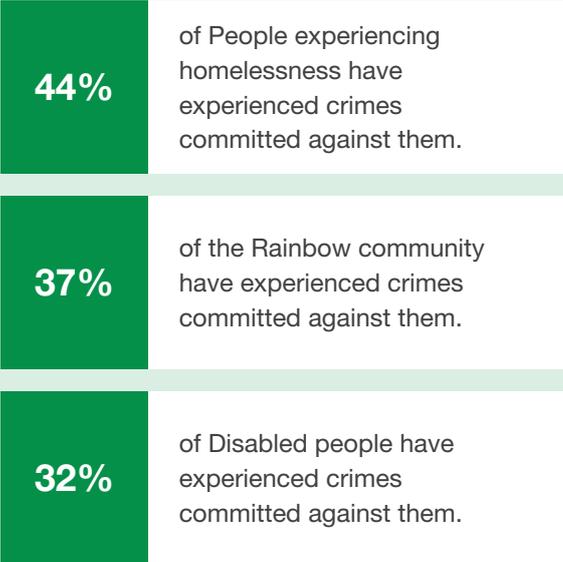
Several ethnic groups are more likely than others to be affected by crime in Tauranga.



have experienced crimes committed against them.



The responses indicate that some of the priority groups are less safe than others.



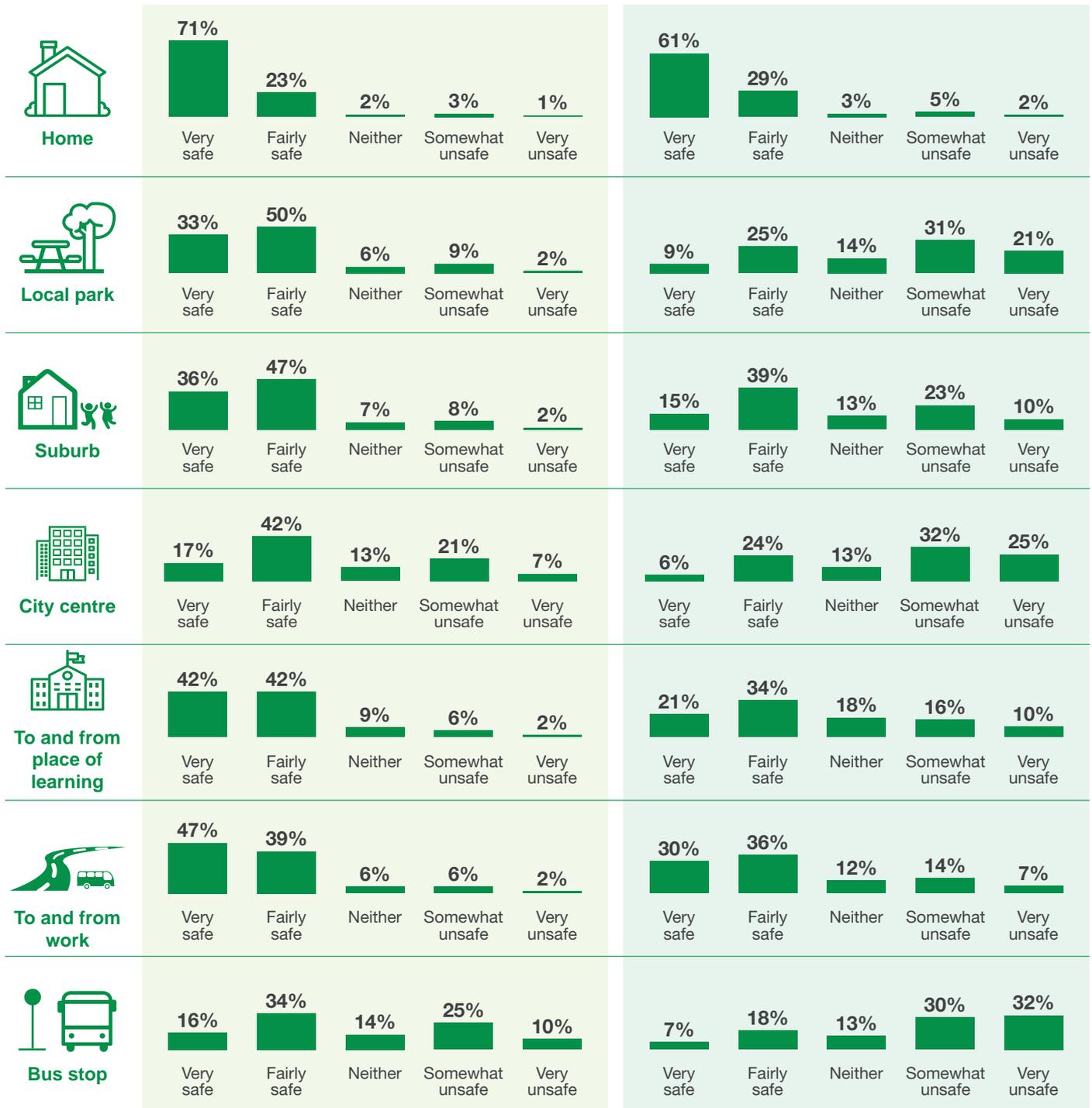
NOTES:
1. SAF1. In the last 18 months, have you been the victim of a crime? n= 5,919

He kāinga haumarū a Tauranga? Awatea vs. Pō

How safe is Tauranga? Day vs. night

Feeling safe during the day

Feeling safe during the night



During the day, those surveyed feel the safest in their homes (93%) and when going to and from work (86%). More than eight out of ten people feel safe during the day everywhere in the city except for the bus stop (50%).

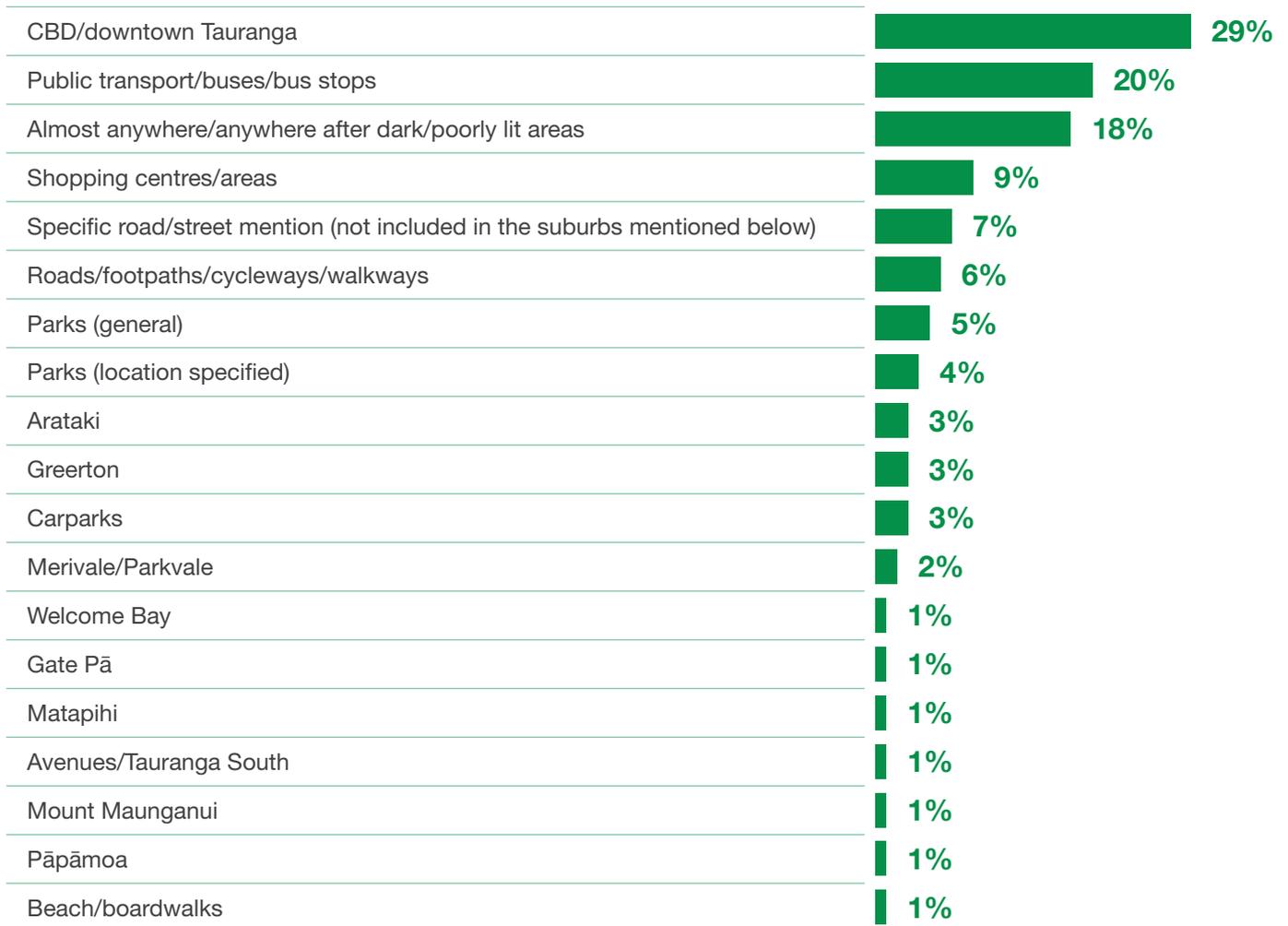
At night, survey participants feel the safest in their homes (90%) and when going to and from work (66%). The City Centre is reported as being less safe at night, with just 32% feeling somewhat unsafe and further 25% feeling very unsafe.

NOTES:

- SAF2. Overall, how safe do you feel being alone in the following spaces during the day? n=5,982
 - SAF3. Overall, how safe do you feel being alone in the following spaces during the night? n=5,966
- * 'Don't know' responses were excluded for more accurate data presentation.

Kei hea ngā wāhi tino mōrearea ki Tauranga?
Where do we feel most unsafe in Tauranga?

Survey participants have told us that the following specific areas are particularly unsafe



“

Bayfair Mall is a haven for gang members, and rogue troublemaking children.

Tauranga bus stops are very unsafe for families with children, due to the homelessness, and drunk adults hanging around.

Almost everywhere in Tauranga is unsafe at night. Idiots in cars speeding around, committing crimes, burglaries, car theft, and murders.

When turning around the corner to our street, there isn't enough lighting. I feel a bit more unsafe than I should at night.

Speeding traffic along Ohauti Road, especially at night. The speed limit is fifty kilometers per hour, but not adhered too. Boy racers are to blame and also do burnouts.

”

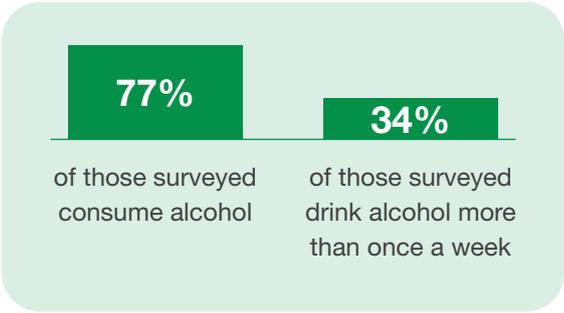
NOTES:

1. SAF4. Are there any specific areas you would like to tell us are particularly unsafe? n=2,115 left comment

He aha te nui o tātou inu waipiro?
What is our alcohol consumption?



Once a month or less	21%
2 to 4 times a month	22%
2 to 3 times a week	20%
4 or more times a week	14%
Prefer not to say	3%
Never	20%



38% of Pākehā/NZ European drink twice or more a week.

Those aged between 25 and 54 years are the most likely to drink regularly.

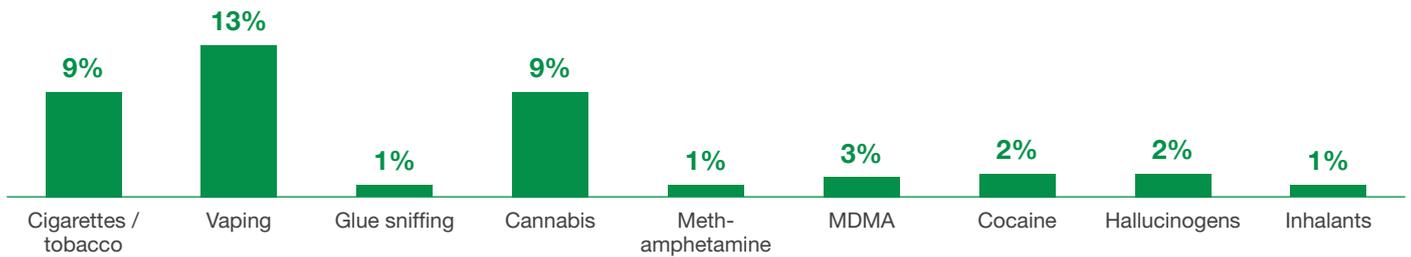
The average across other ethnicities who drink twice or more a week is 20%.
 People identifying as Asian drink the least compared to other ethnicities (13% drink twice a week or more often).

84% of Parents and caregivers drink, which is the highest proportion of all priority groups.



NOTES:
 1. 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=5,788

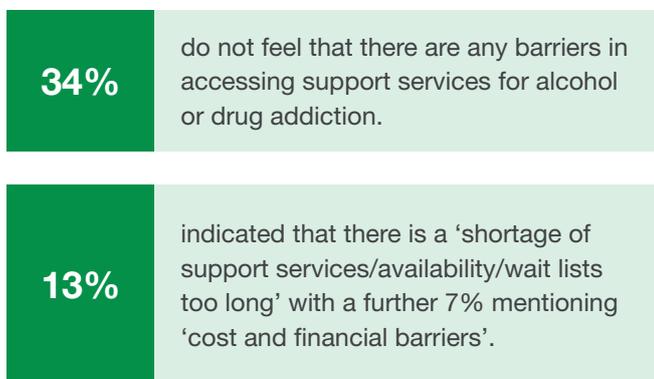
He aha te nui o tā tātou kai nikotīni me te pūroi?
What is our nicotine and drug consumption?*



What have we learnt?

- 1 Around one in ten survey participants smoke tobacco (9%) or cannabis (9%).
- 2 6% of respondents have indicated that they have used drugs as recently as a week ago. This includes 4% attributed to cannabis.
- 3 Vaping is popular with the younger age groups. Overall, 23% of those aged 13-19 years and 34% aged 19-24 years have vaped in the past 6 months, and 12% of those aged 13-18 years have vaped within the last week. This proportion is even higher for those of legal age of purchasing vapes at 25% for those aged 19-24 years.
- 4 Those aged between 25-34 years have the highest proportion of those who have used cocaine in the last six months, at 5%.

What are the barriers to accessing support services



Some of the other barriers mentioned included stigma, embarrassment, fear of judgement, pride, awareness of the services, fear of legal repercussions, lack of education and a lack of motivation/willingness to access the services.

“

There is not enough affordable available services. There is not enough Kaupapa Māori based services who have the capacity.

14-year-olds are vaping. Australia’s done an awesome job at making nicotine vapes prescription only - NZ must do the same, we’re in a vaping epidemic with our youth.

I think giving up smoking/vaping is difficult in New Zealand and the stop smoking service is poorly supported by the government. I know this from personal experience.

The cost of gas to get to appointments. I was involved with the hospital but could not make it to appointments as it was the choice of buying food or gas to get there, and food was more important.

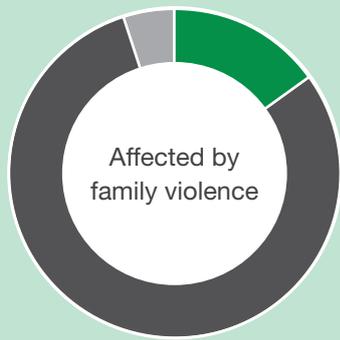
”

NOTES:

1. 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=5,971
2. SAF6A. Do you feel that there are any barriers to accessing support services for drugs/alcohol/smoking? If yes, what are they? n=671

* Chart represents combined data for those who have used a certain substance within past 6 months.

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



- Yes 15%
- No 80%
- Prefer not to say 5%

	Myself	Someone close to me	Prefer not to say
Sexual assault	30%	43%	27%
Intimate partner harm	32%	41%	28%
Child abuse and/or neglect	29%	40%	31%
Domestic violence	35%	49%	16%
Verbal abuse/arguments	52%	37%	11%
Harm from a carer/ support worker	12%	26%	63%

What have we learnt?

- 1** In 2020, 4% of respondents identified that someone in their family had experienced family violence (4% preferred not to answer). In 2023 the proportion of those affected has significantly increased – 15% answered that someone in their family has experienced family violence and 5% indicated they preferred not to answer the question.
- 2** Those aged between 25-34 years (18%) are most affected by family violence. Another age group who make up a high proportion of either themselves, or a family member, experiencing family violence are those aged between 13-18 years (16%).
- 3** Those who identify as Māori (31%), the Pacific community (24%) and the African community (23%) are the most likely to have experienced family violence than other ethnicities. The Asian community have the lowest proportion with just 9% who answered 'yes'.
- 4** Some priority groups are more likely than others to be affected by family violence. The results indicate that the following groups are in need of support – Rainbow community (31%), Disabled people (26%), their Carers (33%) and People experiencing homelessness (50%).
- 5** Several suburbs in Tauranga with a lower economic decile are more likely to be affected. For example, 24% of those residing in 'Gate Pā, Merivale (Parkvale)', compared with 12% in 'Mt Maunganui, Omanu and Pāpāmoa Beach, Wairākei (Pāpāmoa East), Te Tumu'.
- 6** Support to enable victims to come forward and seek help is required. While 47% of survey participants reported family violence and 42% of those affected had sought help.

NOTES:

1. SAF7A. Has anyone in your family experienced family violence? n=5,957
2. SAF7. Which of the following have your family experienced? n=995
3. SAF8. Have you or your immediate family member ever reported to Police any incidents of family violence? n=991
4. SAF9. Have you or your immediate family member ever sought help from health and social services in relation to family violence? n=991

It's easy to ask for help



youth
services



mental
health



finances



employment



health



education



food



general
support

and more ...



Here to help 
Kōwhiri mātau hei pūnaha whakawhānui

www.heretohelpu.nz

0800 568 273



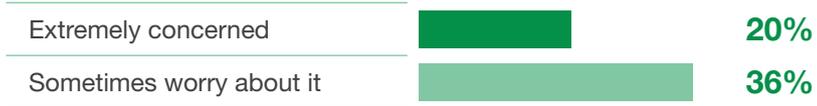
He aha ā tātou māharaharatanga kia haumarū ai te noho?
What are we concerned about when it comes to safety?



Safety online



Bullying



Mental health



Racism



Discrimination



What have we learnt?

- 1** Mental health (29%), racism (27%) and discrimination (26%) are the issues that most people are extremely concerned about.

Those aged 19-24 years and 25-34 years are extremely concerned about mental health (43% and 38% respectively).
- 2** Racism and discrimination affect some ethnicities more than others. Those who identify as being from Māori, African, Latin American and Pacific communities have the highest proportion of people who are extremely concerned about these issues.
- 3** The Rainbow community, Disabled people and People experiencing homelessness are considerably more concerned about mental health, racism and discrimination than other priority groups.

NOTES:
 1. SAF10. Please let us know if any of the following are a concern for you...n=5,667

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.

Three in ten survey participants are extremely concerned about this issue, and two in ten consider it to be one of the key issues affecting their household.

Three quarters of the community have someone to talk to, a support person. However, this means that one quarter of the community does not have someone they can turn to in a time of need.

Who is experiencing mental health issues?

32%

of those aged 34 years and younger indicate they are currently experiencing mental health issues.

This is particularly high in the 19-24 years age group at 37%.

Within the African and Latin American communities, there is a high proportion of those surveyed experiencing a mental health issue, 35% and 41% respectively. Ethnic communities in general are reported at 17%.

Priority groups with the highest proportion of respondents who indicated they are currently experiencing mental health issues:

- Rainbow community
- Disabled people
- People experiencing homelessness.

Changes and triggers

Of the Youth who participated (13-24 years), almost one third indicated that in the past 12 months their mental health has got ‘considerably worse’ or ‘somewhat worse’.

1/4

of the participants for Tauranga overall have reported that their mental health has improved in the last 12 months.

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

- Work
- Health/healthcare/family health
- Self help/change of mindset/better lifestyle/religion
- Financial stress/cost of living
- Mental health/mental health help.

Barriers

While one quarter of survey participants believe there are no barriers to accessing support services for mental health, others have mentioned:

- Financial issues
- Lack of availability of services
- Wait lists/wait times
- Lack of ongoing support availability/lack of qualified staff/lack of follow-up.



Photo credit: Folklore Photography

Ko wai kei te raru ā-hinengaro? Kei hea te āwhina?

Who is experiencing mental health issues? And is there support?

17%

Experiencing mental health issues

29%

Extremely concerned about mental health

21%

Consider mental health one of the key issues affecting their household

What have we learnt?

- 1 The proportion of younger respondents affected by mental health issues is especially high – 34% of those aged 13-18 years, 37% of those aged 19-24 years and 29% of those aged 25-34 years.
- 2 The ethnicities most affected by mental health issues are the African community (35%) and Latin Americans (41%).
- 3 Some of the priority groups, such as the Ageing population (4%), Ethnic communities (17%) and Pacific communities (17%) have recorded lower proportions of their community being affected by mental health issues.

Some of the other priority groups have a completely different experience – 47% of those who belong to the Rainbow community, 35% of Youth, 34% of Disabled people and 44% of People experiencing homelessness are affected by mental health issues.
- 4 74% of the community have someone to talk to, a support person in case they need help.



Photo credit: Nikora Smith

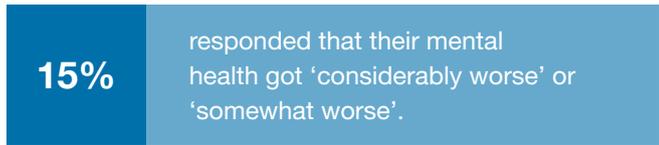
NOTES:

1. MH1. Are you currently experiencing mental health issues? n=5,982
2. MH2. When you need to talk to someone, have you got a support person? n=5,925

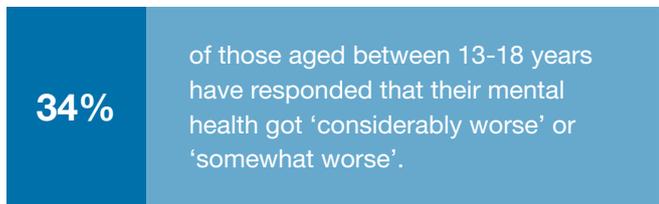
He aha ngā hihikotanga e huri ai ō tātou oranga hinengaro? What are the triggers for changes in our mental health?

The world is constantly changing and for some people adapting can be harder than it is for others. Over the past three years, Tauranga has experienced COVID-19 lockdowns, inflation and the increasing cost of living, and the mental health of many people has been affected.

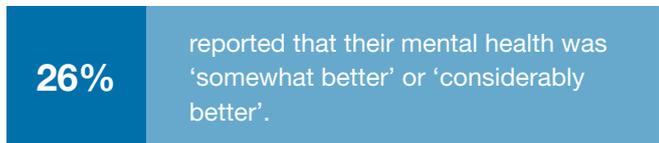
We asked in the survey if participants have noticed a change in their mental health in the last 12 months.



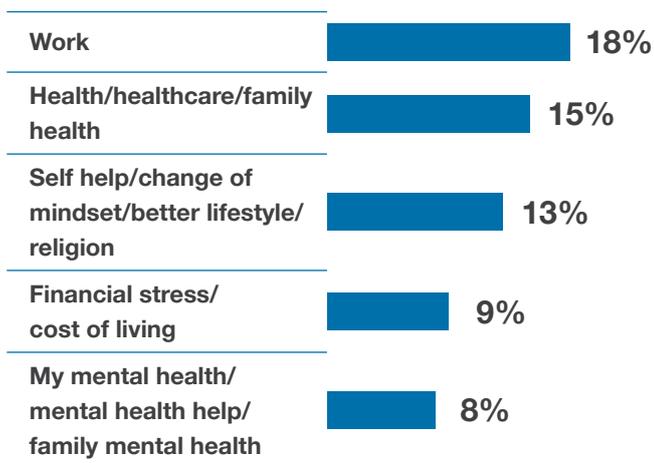
Younger respondents are not only most affected by mental health issues but have also indicated that their mental health has declined in the past 12 months.



There are some encouraging results across all respondents:



We also asked what triggered the change in their mental health. Some of the most common triggers include:



NOTES:

- MH3. Thinking about now and 12 months ago, how would you describe your mental health? n=5,609
- MH4. What has triggered the change? n=2,482

“ I left a toxic job, have stability in my rental and my teenager is back on track.

My sister has developed an incurable cancer, and it has affected my whānau.

The economic recession. Food, fuel and daily living costs have gone up so much. We were barely making ends meet six months ago, in another six months we will have to rely on food packages every week to get through.

Working on myself, seeing a coach, and incorporating healthy, mindful habits.

Financial pressure, limited access to counselling and burn-out from the pressure of the last few years.

My daughter has started to seek help in regard to her sexual assaults and the mental suffering because of it such as complex post-traumatic stress disorder, paranoia, and lack of trust.

”

He aha ngā aukatinga kia kore ai e whiwhi i ngā ratonga tautoko?

What are the barriers in accessing support services?

What have we learnt?

- 1 26% of respondents think that there are no barriers in accessing support services.
- 2 23% have indicated that they 'don't have enough money for therapist/not enough affordable services/cost or funding issues'.
- 3 A further 21% feel that there is not enough done to make the services available to those who need them – 'lack of referrals/support to access services/lack of resources/services/ difficult to access'.
- 4 13% have issues with 'waiting lists/waiting time/timing'.
- 5 10% have mentioned 'lack of ongoing support availability/lack of qualified staff/lack of follow-up'.

“

Expensive, when I had mental health issues last year to go to counselling, I had to pay forty dollars per consultation. I believe this a public health issue and should be free. I ended up not doing any counselling sessions and hopefully I get better with time.

Yes. Unless you have got one hundred and fifty dollars to spend for a one-hour appointment per week. There is no chance in hell you get into any mental health services. Therefore, your mental health gets worse and worse.

Yes definitely, it's extremely expensive and hard to find a good therapist.

Yes, massive waiting times for public services. Also, no access to preventative or basic mental health services. It's all ambulance at the bottom of the cliff.

There's so many options out there, but when you actually need something quickly, like in an unexpected crisis situation, it seems very hard to access any cost-effective counselling quickly that is face to face to properly address the issue. I'm currently going through this while I am trying to support my elderly Dad, who doesn't live in this region. I believe services that reduce social isolation for elderly people should be prioritised.

Many social services have very long wait times and families and schools struggle to access help. Anyone needing to see a psychologist, which I am, cannot afford one and this is a barrier.

Yes. Training of specialised staff not followed up. Persons with mental health aptitude not recruited properly and the number of persons with mental health problems not fully understood and largely ignored.

”

NOTES:

1. MH5. Do you feel that there are any barriers to accessing support services for mental health? If yes, what are they? n=2,372

Āpitihanga

Appendices



Photo credit: Nikora Smith

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.

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 based on the full sample.
- 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 a snapshot or priority report, please contact the Community Development team at Tauranga City Council.

Limitations of the research

During the analysis we have discovered several limitations with the 'Vital Update – Tauranga' research:

- **Weighting the data:** The responses have been weighted based on Census 2018 to ensure that the results were reflective of Tauranga's population. Although we acknowledge that the population of Tauranga has changed over the past five years, the latest Census data (Census 2023) is not currently available. Using weighting is necessary to ensure a more even distribution of responses for overall values.
- **Excluding respondents:** Because the data was collected through different sources and was focused on boosting the responses from priority groups, the data for the overall report has to be weighted against age, gender, suburbs and ethnicity. The respondents from outside Tauranga or with the missing values against any of the key demographic questions had to be excluded from data analysis.
- **Gender:** The weighting was based on 'Gender at birth'.
- **Living conditions (living in an overcrowded house):** According to the national standards, a house is not considered overcrowded as long as the number of people living in that house does not exceed ('Number of rooms' x 2) +1. After the analysis has been concluded, 45 respondents have been living in an overcrowded house, including 21 respondents living in an overcrowded house by 1 person. The sample is too small to conduct a separate analysis by this group.

Appendix 2. About the people

TOTAL RESPONDENTS	TAURANGA RESIDENTS	SURVEY COUNT
6432	94%	6,036

LENGTH OF TIME LIVED IN TAURANGA	
Less than 1 year	2%
1–2 years	5%
3–5 years	10%
6–10 years	16%
More than 10 years	49%
I have lived here on and off throughout my life	18%

SUBURB	
Mt Maunganui, Omanu	7%
Arataki (Bayfair), Matapihi	11%
Pāpāmoa Beach, Wairākei (Pāpāmoa East), Te Tumu	18%
Kairua, Pāpāmoa Hills (Waitao), Mangatawa	<1%
Welcome Bay, Hairini, Maungatapu	12%
Poike, Oropi, Greerton, Ohauti	6%
Gate Pā, Merivale (Parkvale)	5%
Pyes Pā, Omanawa, Tauriko, The Lakes	8%
Bethlehem	7%
Brookfield, Judea	7%
Bellevue, Otūmoetai, Matua	13%
Tauranga South, CBD, Avenues, Sulphur Point	7%

GENDER	
Female	52%
Male	47%
Another gender	1%

AGE	
13-18	10%
19-24	6%
25-34	14%
35-44	17%
45-54	15%
55-64	14%
65-79	20%
80+	4%

ETHNICITY (MULTIPLE CHOICE)	
Pākehā/NZ European	84%
Māori	14%
African	1%
Asian	7%
European	3%
Latin American	<1%
Middle Eastern	<1%
Pacific	3%
Other	<1%

Appendix 2. About the people

EMPLOYMENT STATUS (MULTIPLE CHOICE)

At school/study	13%
Government benefit or income support	4%
Parental leave	1%
Internship	<1%
Apprenticeship	<1%
Unemployed	5%
Work full-time	41%
Work part-time	18%
Casual/seasonal worker	3%
Self-employed/business owner	12%
Collecting interest/dividends/rent/other investments	7%
Collecting ACC payments	1%
Retired	16%
Superannuation/pension	16%

PRIORITY GROUPS

Rainbow community	10%
Youth	18%
Ageing population	23%
Parents and caregivers	30%
Pacific communities	5%
Ethnic communities	19%
Disabled people	10%
Carers (for Disabled people)	5%
People experiencing homelessness	3%

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](#)

[Hapori 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](#)

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

