

# QUALITY OF LIFE SURVEY 2016

## INFORMATION ON NEW ZEALAND CITIES

### ***TOPLINE RESULTS FOR PORIRUA CITY***

September 2016

#### **Introduction**

The 2016 Quality of Life survey measures the perceptions of 7,155 residents living in nine participating cities. Conducted by research company Colmar Brunton, the survey is jointly funded by the participant councils. The primary objective of the survey is to measure residents' perceptions across a range of measures that impact on New Zealanders' quality of life.

The Quality of Life survey was originally established in response to growing pressures on urban communities, concern about the impacts of urbanisation and the effect of this on the wellbeing of residents. The results of the survey are used by participating councils to help inform policy and planning responses to population growth and change.

Councils make a significant contribution to the quality of life of their residents through the provision of a wide range of public services including essential infrastructure, sporting and recreational facilities, extensive parks and reserves, cultural events, regulatory services and environmental protection. The Quality of Life survey provides an opportunity for Councils to continuing to explore and measure quality of life issues in New Zealand. The participant Councils in 2016 are:

- Auckland Council
- Hamilton City Council
- Waikato Regional Council
- Wellington City Council
- Hutt City Council
- Porirua City Council
- Greater Wellington Regional Council
- Christchurch City Council
- Dunedin City Council

The survey covers the following topics:

- Overall Quality of life
- Health and wellbeing
- Crime and safety
- Community, culture and social networks
- Council decision-making processes
- Environment (built and natural)
- Public transport
- Economic wellbeing; and
- Housing<sup>1</sup>

The survey was carried out using a sequential-mixed method methodology. A random selection of residents from each Council was made from the electoral roll and respondents completed the survey online or via a hardcopy questionnaire. Fieldwork took place from 14 March to 22 June 2016.

### **This Summary**

In 2016, 535 people completed a survey in Porirua either online or on paper. The *margin of error* for Porirua is +/- 4.2% at the 95% confidence interval – this means that we can be 95% sure that the true value lies within this range. The margin of error for the seven cities' total is +/- 1.3%.

This summary provides a simple statement of the 'topline' results for Porirua City for 2016 (expressed as %), alongside an average for the seven urban councils participating in this survey<sup>2</sup>.

Porirua has participated in the Quality of Life survey since 2004, and depending on the topic, sets of survey data (at two year intervals) have been provided to help assess trends.

The methodology has remained the same for the surveys carried out in 2012, 2014 and 2016. The earlier surveys were carried out using a computer-assisted telephone (CATI) approach.

In some cases, categories and questions have changed and it is not possible to make direct comparisons between years. The notation "n/c" used in some tables means "not comparable" as the category and survey question may have changed slightly or be completely new.

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<sup>1</sup> This is a new topic for the 2016 and subsequent surveys.

<sup>2</sup> The two regional councils were excluded because they include smaller towns and rural and semi-rural areas and are therefore not comparable to the other seven substantially urban cities. The total number of surveys completed for the seven cities was 5,904.

Statistics have been rounded to the nearest percentage unless the result contains half a percentage point.

It should also be noted that the number of participating cities has varied over time affecting the participating city total. Each average is calculated as per the number of participating cities in that survey period e.g. six cities in 2014 and seven cities in 2016.

### **Further Information**

Visit the Quality of Life project website for copies of the full Quality of Life 2016 Report, the accompanying Technical Report or reports related to earlier surveys:

[www.qualityoflifeproject.govt.nz/](http://www.qualityoflifeproject.govt.nz/)

## RESULTS

### Overall Quality Of Life

This section reports on respondents' perceptions of their overall quality of life.

The majority of Porirua residents (84%) felt that they had a positive overall quality of life, 19% of Porirua residents rate their quality of life as *extremely good* and 65 % as *good*. This compares to the 2016 seven-city total of 81%.

Quality of Life	Porirua							Participating city total (%)							
	Year	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Extremely good/ good		90%	92%	91%	94%	84%	84%	84%	88%	90%	92%	92%	80%	82%	81%

The most common reasons for quality of life responses in Porirua related to health and wellbeing, relationships, financial wellbeing and aspects of local area. 3% of local respondents rated their overall quality of life as either *poor* or *extremely poor*. The most common reasons for negative wellbeing related to financial wellbeing, employment or health.

29% of Porirua respondents felt their quality of life has improved over the past year, compared to 27% for the 2016 seven-city total.

### Health and Wellbeing

This section explores respondents' perceptions and behaviour regarding their general health, physical activity and emotional wellbeing.

#### Overall health

In 2016, most Porirua respondents (81%) rated their overall health positively, 14% of Porirua respondents rate their health as *excellent*, 31% as *very good* and 36% as *good*. This compares to 2016 seven-city total of 82%.

Overall health	Porirua							Participating city total (%)							
	Year	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Excellent/ very good/ good		87%	93%	87%	86%	84%	82%	81%	88%	90%	87%	89%	82%	81%	82%

### Frequency of doing physical activity in the past week

Five out of ten respondents (50%) report exercising at least five days per week. This compares to the 2016 seven-city total of 46%. The frequency of exercise by Porirua respondents in 2016 is similar to the results for 2014 with the exception of respondents who exercise 1-2 days per week, which has declined 7%.

Frequency of Doing Physical Activity	Porirua							Participating city total (%)						
	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Year														
5+ days/week	n/c	57%	50%	52%	48%	47%	50%	n/c	56%	49%	52%	48%	46%	45%
3-4 days/week	n/c	24%	23%	27%	29%	29%	32%	n/c	23%	26%	27%	27%	29%	29%
1-2 day per week	n/c	13%	16%	15%	17%	18%	11%	n/c	13%	15%	13%	19%	19%	18%
No form of exercise	n/c	6%	10%	6%	6%	6%	6%	n/c	7%	9%	8%	7%	7%	8%

### Stress

Respondents were asked how often during the past 12 months they had experienced stress that had had a negative effect on them. 15% of Porirua respondents report feeling some stress *always* or *most of the time* (17% for the 2016 seven-city total). Conversely, 31% of Porirua respondents report *never* or *rarely* feeling stress (equal to the 2016 seven-city total).

Felt some stress with a negative effect	Porirua							Participating city total (%)						
	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Year														
Always/most of the time	12%	9%	8%	8%	15%	16%	15%	15%	10%	8%	9%	18%	17%	17%

### Availability of support

Nine in ten (93%) of respondents from Porirua feel they have someone to rely on for help if faced with physical injury or illness, or if in need of support during an emotionally difficult time (90% for the 2016 seven-city total).

Availability of support	Porirua							Participating city total (%)						
	Year	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014
Have someone to turn to	95%	n/c	98%	96%	92%	93%	93%	%	n/c	98%	97%	91%	92%	90%

## Crime and Safety

This section details respondents' perceptions of problems in their city or local area in the last twelve months, as well as their sense of safety in their homes, neighbourhoods and city centres.

### Perceptions of Issues in local area in the last 12 months

The most commonly perceived crime issues by Porirua respondents over the last twelve months are vandalism (73%), theft or damage to cars (70%), followed by alcohol or drugs (69%). Perceptions in the last twelve months of crime and safety issues are higher in Porirua compared to the 2016 seven-city totals with the exception of dangerous driving. The greatest difference is between the Porirua perception of vandalism (73%) and the 2016 seven-city total of 51% for the same issue.

Perception about Crime and Safety Issue as a problem	Porirua							Participating city total (%)						
	Year	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014
Dangerous driving <sup>3</sup>	65%	65%	69%	62%	67%	64%	66%	62%	74%	73%	75%	67%	65%	67%
Theft or damage to cars	39%	63%	64%	59%	72%	69%	70%	39%	63%	62%	60%	59%	55%	61%
Alcohol or drugs	n/c	n/c	n/c	58%	73%	71%	69%	n/c	n/c	n/c	65%	59%	55%	60%

<sup>3</sup> Includes drink-driving and speeding.

Feel unsafe around some people <sup>4</sup>	33%	49%	52%	50%	60%	65%	58%	28%	49%	50%	48%	45%	45%	51%
Vandalism	41%	52%	54%	49%	61%	63%	73%	33%	54%	53%	49%	47%	49%	51%
People begging in the street (new question from 2014)	na	na	na	na	na	56% <sup>5</sup>	54%	na	na	na	na	na	33%	45%

### Sense of safety

Respondents were asked to rate their general feelings of safety when considering four different circumstances: in their own home after dark; walking alone in their neighbourhood after dark; in their city centre during the day; and in their city centre after dark.

Sense of Safety (very safe/fairly safe)	Porirua							Participating city total (%)						
	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
In home after dark	88%	95%	93%	95%	91%	89%	93%	88%	91%	93%	94%	90%	89%	89%
Walking alone in local neighbourhood after dark	n/c	66%	63%	72%	63%	61%	68%	n/c	61%	59%	69%	58%	59%	63%
In City Centre after dark	66%	49%	50%	53%	42%	31%	38%	76%	50%	49%	54%	42%	43%	40%
In City Centre during day	n/c	94%	93.5%	93%	89%	87%	87%	n/c	92%	93%	95%	91%	91%	88%

Nearly nine out of ten respondents (93%) in Porirua feel safe in the homes at night, and safe in the city centre during the day (87%). Approximately seven out of ten (68%) Porirua respondents feel safe walking alone in their neighbourhoods at night (an increase of 7% since 2014). While a modest 38% feel safe in the city centre at night in Porirua, this is an improvement of 7% on 2014 results, and is close to the 2016 seven-city total of 40%.

<sup>4</sup> Due to their attitude or appearance.

<sup>5</sup> Big problem (22%) or bit of a problem 34%.

## Community, Culture and Social Networks

This section reports on a wide range of questions relating to social participation and engagement with others. Areas covered include respondents' perceptions of a sense of community within their local area, their participation in social networks and groups, their contact with others in their neighbourhood, and whether they have experienced feelings of isolation in the last 12 months. The section also provides results on respondents' perceptions of the impact of increased ethnic and cultural diversity on their city, and perceptions of their local arts scene.

### Sense of community experienced

64% of Porirua respondents *agree* or *strongly agree* that they experience a sense of community with others in their neighbourhood (58% for the 2016 seven-city total).

Felt sense of community in local neighbourhood	Porirua							Participating city total (%)							
	Year	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Agree/ strongly agree		66%	67%	60%	65%	63%	56%	64%	61%	56%	53.5%	60%	53%	53%	58%

### Participation in social networks and groups

As the chart below shows, online networks (e.g. websites such as Facebook/Twitter, online gaming communities and forums) were the most common social networks (44%) that respondents in Porirua felt they were part of, followed by work or school related social networks (33%), followed by sports clubs (25%). These results are similar to the 2016 seven-city totals.

Most common social networks	Porirua							Participating city total (%)							
	Year	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Network of people from work/school		n/c	56%	63%	56%	45%	49%	33%	n/c	54%	60%	57%	47%	50%	34%
Online community/interest group (e.g. Facebook, Bebo)		n/c	n/c	36%	48%	44%	47%	44%	n/c	n/c	31%	50%	46%	49%	43%
Church or spiritual group		n/c	36%	36%	36%	22%	26%	26%	n/c	32%	29%	31%	21%	23%	22%
Sports club		n/c	34%	34%	32%	30%	29%	25%	n/c	32%	32%	30%	27%	26%	24%
Hobby or interest group		n/c	29%	33%	34%	24%	27%	19%	n/c	34%	38%	34%	27%	28%	22%



### Contact with people in the neighbourhood

Most people in Porirua have some kind of positive contact with people in their neighbourhoods in the last 12 months such as saying hello (60%), visiting or asking small favours (43%) or strong positive contacts such as close friendships (21%). The Porirua results were similar to the 2016 seven-city totals for different types of engagement. Only 5% of Porirua respondents reported having negative contact, equal to the result for the 2016 seven-city total.

### Frequency of feeling isolated

Almost three quarters (71%) Porirua respondents *rarely* or *never* felt isolated over the past twelve months, with 35% saying *never* and 36% saying *rarely*. This compares to the 2016 seven-city total of 68%.

Feeling of isolation or loneliness	Porirua							Participating city total (%)							
	Year	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Rarely (if at all)		81%	84%	84%	81%	73%	72%	71%	82%	82%	83%	82%	65%	68%	68%

### Impact of greater cultural diversity

Over six out of ten (63%) Porirua respondents consider their city to be a better place to live due to the increasing cultural diversity in their local area. This compares to the 2016 seven-city total of 56%.

Perceived impact of cultural diversity on City	Porirua							Participating city total (%)							
	Year	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Made City a better place/ much better place		n/c	64%	56%	64%	57%	58%	63%	n/c	58%	59%	62%	52%	57%	56%

### Culturally rich and diverse arts scene

Nearly seven out of ten (67%) Porirua respondents consider that Porirua has a culturally rich and diverse arts scene, with 17% who *strongly agree* and 50% who *agree*. This is similar to the 2016 seven-city total of 66%.

Perception that Porirua has a culturally rich and diverse arts scene	Porirua							Participating city total (%)							
	Year	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Agree/ strongly agree		79%	80%	76%	81%	72%	66%	67%	70%	72%	69%	75%	47%	45%	66%

## Council Processes

This section details respondents' perceptions of Council decision-making, including their desire to have more say in what their local Council does.

### Understanding of Council decision-making process

Nearly four out of ten (38%) of Porirua residents agree that they understand how Council makes decisions, with 2% who *strongly agree* and 36% who *agree*. This response is the same as the 2014 survey but is 6% more than the 2016 seven-city total of 32%.

Understanding of Council Decision-Making Process	Porirua							Participating city total (%)						
	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Agree/ strongly agree	53%	44%	46%	49%	31%	38%	38%	47%	35%	34%	40%	29%	30%	32%

### Desire to have more say in what Council does

57% of Porirua respondents would like to have more say in what the council does; this is an increase of 10% from the 2014 survey. 61% of respondents in the 2016 seven-city total would like to have more say.

### Confidence in Council decision-making

Nearly half (47%) of Porirua respondents have confidence that the Council makes decisions in the best interests of their city, with 4% *strongly agree* and 43% *agree*. This compares to the 2016 seven-city total of 39%.

Confidence in Council Decision-Making	Porirua							Participating city total (%)						
	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Agree/ strongly agree	52%	48%	51.5%	56%	47%	53%	47%	49%	42%	44%	53%	36%	40%	39%

### Perception of public's influence on Council decision-making

Just over one in four (42%) of Porirua respondents say the public has influence on the decisions the Council makes, with 5% saying the public has a *large influence* and 37% saying *some influence*. This is similar to the 2016 seven-city total of 40%.

Perception of Public's Influence on Council Decision-Making	Porirua							Participating city total (%)							
	Year	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Some influence/ large influence		55%	63%	68%	66%	50%	47%	42%	53%	55%	59%	62%	37%	40%	40%

## **Built and Natural Environment**

This sections reports on respondents' perceptions of their city as a place to live and the state of the natural environment.

### Perception of city/local area as a great place to live

Just over eight out of ten (82%) of Porirua residents agree that their city/local area is a great place to live, with 18% who *strongly agree* and 64% who *agree*. This compares to the 2016 seven-city total of 79%.

### Pride in the look and feel of city/local area

Nearly six out of ten (58%) of Porirua residents agree that they are proud of the look and feel of the city, with 11% who *strongly agree* and 47% who *agree*. This compares to the 2016 seven-city total of 62%.

Pride in the look and feel of the City	Porirua							Participating city total (%)							
	Year	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Agree/ strongly agree		67%	55%	53%	55%	52%	49%	58%	67%	58%	62%	66%	58%	61%	62%

### Reasons for sense of pride

The most common reasons for pride in the look and feel of Porirua are:

- The natural environment is beautiful/good climate (68%)
- Provides a good overall lifestyle (58%)
- There is a sense of community (56%)
- There are plenty of parks, green or open spaces or gardens (52%)
- It is well maintained/clean (40%)

Respondents in Porirua are more likely to identify ‘a sense of community’, ‘a beautiful natural environment’ and ‘presence of a good transport system’ as reasons for pride compared to the 2016 seven-city totals. Respondents from Porirua are less likely than their counterparts in the seven cities to identify a lack of crime or vandalism/graffiti as reasons for pride.

Reasons for lack of sense of pride

The most common reasons for lack of pride in the look and feel of Porirua are:

- Rundown or needs better maintenance (60%)
- Crime and safety issues (50%)
- Poor urban design (48%)
- Presence of graffiti or vandalism (46%)
- Untidy and dirty/rubbish/litter (39%)

Perceived environmental problems in the local area

The most common perceived environmental problems in Porirua are graffiti (78%) and water pollution (74%) compared to the 2016 seven-city total of 55% and 51% respectively. Perceptions of noise and air pollution have also increased in Porirua between 2014 and 2016 but both remain below the 2016 seven-city totals for these perceived problems.

Perception of graffiti and pollution	Porirua							Participating city total (%)						
	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Year														
Graffiti	65%	77%	81%	74%	84%	79%	78%	54%	70%	76%	68%	61%	57%	55%
Water pollution	32%	44%	43%	50%	65%	65%	74%	26%	40%	37%	46%	43%	44%	51%
Noise pollution	28%	30%	27%	24%	32%	30%	39%	31%	36%	34%	35%	41%	40%	46%
Air pollution	10%	9%	9%	10%	16%	16%	22%	23%	30%	25%	23%	25%	26%	30%

## Transport

This section details respondents' use and perceptions of public transport. For the purposes of this survey, public transport refers to ferries, trains and buses including school buses. It excludes taxis.

### Frequency of use of public transport

Just under three in ten (29%) Porirua residents are regular users of public transport (twice a week or more often). This compares to the 2016 seven-city total of 21%. 22% of Porirua residents use public transport *five or more times a week* compared with the 2016 seven-city total of 13%.

Frequency Public Transport Used	Porirua							Participating city total (%)						
	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Regularly (2 or more times/ week)	n/c	31%	26%	19%	28%	32%	29%	n/c	21%	19%	19%	20%	21%	21%
Often (once/ wk or 2-3 times/ month)	n/c	9%	11.5 %	8%	9%	8%	11%	n/c	9%	8%	8%	10%	10%	10%
Irregularly (once a month or less than once a month)	n/c	32%	36%	34%	34%	33%	32%	n/c	26%	31%	34%	33%	33%	29%
Did not use	n/c	24%	25%	39%	29%	27%	27%	n/c	34%	40%	39%	36%	34%	37%

### Perceptions of public transport

In 2016 Porirua respondents have more positive perceptions of public transport across all five domains compared with the seven-city totals, particularly regarding frequency, reliability and ease of access to.

Perceptions of public transport Agree./ Strongly agree	Porirua							Participating city total (%)						
	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Ease of access to	n/c	n/c	82%	84%	83%	81%	83%	n/c	n/c	64%	69%	73%	71%	70%
Safe	81%	82%	78%	78%	75%	79%	82%	71.5%	73%	72%	75%	75%	73%	74%
Frequent	n/c	n/c	71%	70%	64%	64%	69%	n/c	n/c	49%	57%	56%	53%	55%
Reliable	n/c	n/c	65%	59%	55%	61%	64%	n/c	n/c	51%	53%	48%	47%	50%
Affordable	69%	66%	55%	47%	45%	43%	53%	69%	57%	53%	47%	46%	43%	47%

## Economic Wellbeing

This section reports on respondents' employment status, their perceptions of work/life balance, and their ability to cover costs of everyday needs.

### Employment Status

Nearly six in ten (58%) of Porirua respondents are employed full time (for 30 hours or more per week) and 17% are in part-time work. 17% of Porirua respondents are not in paid employment and not looking for work. 5% of residents not in paid employment are looking for work.

Work Status	Porirua							Participating city total (%)						
	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
30 or more hours/week	n/c	60%	56%	53%	57%	55%	58%	n/c	52%	54%	52%	52%	53%	54%
Part-time (less than 30 hrs/wk)	n/c	18%	18%	20%	13%	17%	17%	n/c	21%	21%	20%	16%	17%	15%
Not in paid employment and not looking for work	n/c	17%	21%	17%	17%	16%	17%	n/c	22%	21%	20%	20%	19%	20%
Not in paid employment but looking	n/c	4%	5%	9%	8%	7%	5%	n/c	4%	4%	8%	6%	6%	6%

### Balance between work and other aspects of life

Over six in ten (65%) of Porirua respondents are satisfied with the balance of work and other aspects of their life, with 13% rating *very satisfied* and 52% rating *satisfied*. This compares to the 2016 seven-city total of 61%. There has been little change between 2014 and 2016 surveys.

Work/ Life Balance	Porirua							Participating city total (%)						
	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014	2016
Very Satisfied/ Satisfied	68%	78%	76%	82%	61%	64%	65%	65%	75%	76%	79%	61%	60%	61%

### Ability to cover costs of everyday needs

46% of Porirua respondents feel they have *more than enough* or *enough* money to cover the costs of their everyday needs (8% and 38% respectively). 32% of Porirua residents say they have *just enough money* and 17% say they *have not enough money*. There are only small differences between Porirua and the 2016 seven-city totals.

Ability to Cover Costs of Everyday Needs	Porirua							Participating city total (%)						
	Year	2004	2006	2008	2010	2012	2014	2016	2004	2006	2008	2010	2012	2014
More than enough	n/c	20%	15.5%	14%	11%	11%	8%	n/c	11%	13%	14%	12%	10%	9%
Enough	n/c	35%	38%	38%	32%	31%	38%	n/c	40%	37%	36%	29%	30%	31%
Just enough	n/c	33%	33%	33%	30%	35%	32%	n/c	36%	36%	36%	33%	36%	35%
Not enough	n/c	12%	12.5%	14%	23%	20%	17%	n/c	12%	13%	13%	22%	20%	19%

## Housing

This section reports on respondents' perceptions of housing affordability, access to a suitable dwelling type and location, and warmth of housing in winter. Respondents were asked how much they agree or disagree with six statements related to their current housing situation. The first three questions related to affordability and general suitability of their homes, and the subsequent three questions asked them to consider aspects of heating their homes, during the winter months in particular.

These questions are new so there is no data from previous survey to compare against.

### Affordability of housing costs

Just under half respondents in Porirua (47%) consider their current housing costs to be affordable. This is the same result as the seven-city total, with 6% who *strongly agree* and 41% *agree*. The *strongly agree/agree* breakdown for the seven-city totals are the same.

### Suitability of dwelling type

Eight out of ten respondents in Porirua (86%) *strongly agreed* or *agreed* that the type of home they live in suited their needs and the needs of others in their household. This was similar to the seven-city total of 83%.

### Suitability of location of home

Close to nine out of ten Porirua respondents (89%) *strongly agree*, or *agree* that the general area they live in suits their needs and the needs of others in their household. This was similar to the seven-city total of 86%.

### Home has a problem with damp or mould

Just over one quarter of Porirua respondents (27%) *strongly agree* or *agree*<sup>6</sup> that their home has a problem with damp or mould during the winter months. This is similar to the seven-city total (26%).

### Heating system keeps home warm when used

Three quarters (76%) of Porirua respondents *strongly agree* or *agree* that they are able to heat their home during the winter months using a heating system. This is similar to the seven-city total of 73%. 17% of Porirua respondents *disagreed* or *strongly disagreed* that their heating system keeps their home warm when used (15% seven-city total).

### Can afford to heat home properly

Two-thirds (67%) of Porirua respondents *strongly agree* or *agree* that they can afford to properly heat their home during winter, similar to the seven-city total of 64%. Just over one-fifth (22%) of Porirua respondents *strongly disagreed* or *disagreed* that they could afford to heat their home properly during winter, similar to the seven-city total 23%.

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<sup>6</sup> 19% agree and 8% strongly agree.



## **DRIVERS OF QUALITY OF LIFE<sup>7</sup>**

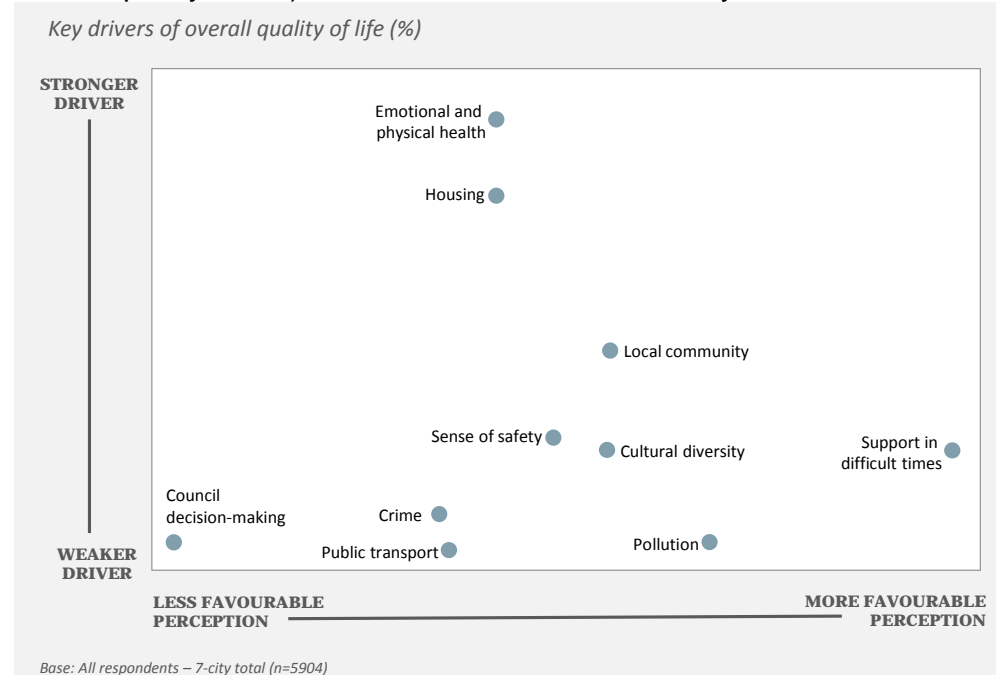
The previous sections of this report have looked at perceptions of a wide range of aspects that contribute to a person's overall quality of life. This section reports on the results of multi-variate analysis using these same aspects to determine the key areas of people's lives that impact upon their overall quality of life.

### **Key drivers of residents' quality of life**

A two stage process was followed:

- Factor analysis was undertaken to explore the relationships between the attributes in the survey, and to group together similar aspects into a smaller group of 'factors'<sup>8</sup>
- A drivers analysis was then undertaken to explore the relative impact of these factors on overall perception of quality of life<sup>9</sup>.

Ten factors (or drivers of residents' overall quality of life) were identified from 39 survey attributes. These are shown in the chart below.



<sup>7</sup> Source: Quality of Life Survey 2016 Topline Report, Colmar Brunton

<sup>8</sup> The factor analysis identified the common dimensions in respondents' ratings of 39 attributes included in the questionnaire. This stage was important as there was a high degree of correlation between attributes.

<sup>9</sup> This used a combination of regression and correlation techniques.

The 10 drivers have been mapped against two dimensions:

1. Their relative level of importance (impact on quality of life rating) (shown on the vertical axis) – drivers towards the top of the chart have the greatest impact on overall quality of life and the drivers towards the bottom of the chart have the least impact.
2. Favourability scores (how favourably respondents rated the underlying measures in each factor)<sup>10</sup> (shown on the horizontal axis)

By examining these results together, we can establish the indicators that, if enhanced, will have the greatest impact on improving people's overall quality of life.

Key patterns from this analysis are as follows:

- Residents' sense of personal emotional and physical health is the strongest driver of overall quality of life, with not experiencing stress that has a negative effect and a lack of loneliness being the strongest determinants of this.
- Housing is also a strong driver of overall quality of life, with heating being especially important. Residents' ratings of their health and housing situation are moderately favourable (relative to other drivers). However, because they are such strong drivers of overall quality of life, any improvements in perceptions of these aspects will result in marked gains in perceptions of overall quality of life.
- Cultural diversity and people's satisfaction with their local community are rated fairly similarly in terms of favourability scores, with positive perceptions of the local community being quite a strong driver of overall quality of life.
- Council's decision-making is rated most poorly, but along with public transport and pollution it is one of the weakest drivers of the overall quality of life.

The 'drivers of quality of life' analysis is only available for the combined cities rather than individual city level.

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<sup>10</sup> The rating scales used in the questionnaire varied in terms of the number of rating points (3, 4 and 5-point scales were used). To enable favourability ratings to be compared, all scales were standardised to 5-point scales as part of the statistical analysis. Most attributes in the survey used a balanced scale. However, a small number of scales were positively or negatively skewed which results in a degree of overstating or understating favourability ratings when comparisons are made. In particular, the health favourability ratings (which contributes to the emotional and physical health factor) may be somewhat inflated as the scale is positively skewed. Conversely, the crime and pollution favourability ratings may be somewhat understated as the rating scale was negatively skewed.