

Perceptions of living in Auckland's city centre: 2022 survey of residents

Research report prepared for Auckland Council

January 2023





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Available on Knowledge Auckland website: knowledgeauckland.org.nz

THANK YOU !

We would like to acknowledge and thank all those respondents who took the time to complete their surveys. This would not be possible without your input.



Foreword

People are at the heart of any great city centre and Tāmaki Makaurau is no different.

For the more than 38,000 people living in Auckland's city centre the range of experiences and amenity that's on offer is a huge drawcard. With great restaurants, entertainment choices, intimate laneways to explore, a renewed Queen Street, world-ranking tertiary education and a vast array of jobs all on the edge of the Waitematā, it's easy to understand why people are attracted to inner city living.

We want more people to choose to live in the city centre, and as our region grows, so do the opportunities to attract new residents. With a growing and changing population comes more vibrancy, more customers, more business, more employment opportunity, and more prosperity for the entire region.

To achieve these outcomes, it's vital to understand the needs of city centre communities now and into the future, including what it's like to live in the city centre and how it needs to keep evolving. With this knowledge, the Auckland Council whānau can make informed choices about how to prioritise our efforts and resources.

A lot has happened since our last resident survey in 2016. The Auckland waterfront is transformed with new spaces and places, and new public and active transport options are connecting people and places. Several large scale commercial and residential developments are complete, and other major projects are on their way to completion. In addition, we're experiencing one of the most disruptive events for generations - a global pandemic.

Understanding how these changes have impacted on the lived experience of residents was the driver behind this research.



I'm extremely appreciative of the almost 1000 residents who participated in the survey. Their rich insights provide a platform for deeper engagement with the city centre's residential communities, so that together we can shape future plans and keep the city centre evolving as a vibrant and welcoming place.

There's no doubt that COVID-19 had a disproportionate impact on the city centre and on those that live in and do business there. Border closures, the loss of international students and extended lockdowns in Auckland had, and continue to have, significant financial and social consequences for individuals and businesses.

For residents, the impact of empty streets has been felt acutely. Some have described the impact on their sense of personal safety, others have described a change in the 'vibe' in the city.

These issues are not unique to Auckland. The pandemic has affected other city centres across the country, and around the world. Many cities are grappling with the same challenges. But council's response needs to be one that is specific to the city centre that the people of Auckland want, and these survey results show there is work to do.

We can't do this alone. As a local government organisation, some of these problems are ours to solve, but others require collaboration and partnership with government agencies, community groups and the private sector.

We want to reassure residents that they have been heard, and that we will keep advocating for the needs of city centre residential communities.

As we look to the future, let us be inspired by the potential of our city centre and its residents. With a strong commitment to collaboration and engagement, we can work together to create a city centre that is inclusive, sustainable, and vibrant.



Simon Oddie
Priority Location Director
Eke Panuku



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1. Introduction



Introduction

Background

Auckland's city centre is a significant centre for entertainment, commerce, education and trade, and is home to more than 38,000 residents.

These residents make a critical contribution to a vibrant and sustainable city centre. Having a strong residential population means the central city can be more than just a 'central business district'.

Residents help sustain a level of activity that supports positive perceptions of vibrancy and safety; they attract a different mix of businesses and services to cater to their diverse population; and residential clusters around transport hubs supports efficient land use and low-carbon living by reducing reliance on private vehicles.

There have been significant changes in the central city since Auckland Council's last city centre resident survey in 2016*. Key changes include the completion of major public and private construction projects such as Commercial Bay, the opening of newly improved public spaces, such as Te Wānanga, Te Komititanga, Karangahape Road and new spaces across the Wynyard Quarter, and the ongoing construction of the multi-year City Rail Link (CRL) project.

In addition, the Covid-19 pandemic has impacted the way people live, work and engage with the city centre. The city centre experienced a disproportionate impact during the pandemic with few tourists, students and workers in the city. The ongoing popularity of remote working means the way people use it is very different to pre-Covid times.

**Perceptions of living in the inner city: survey of Auckland inner city residents 2016. Available at <https://www.knowledgeauckland.org.nz/media/1293/tr2016-032-perceptions-of-living-in-the-inner-city.pdf>*



Introduction

Objectives

The overall objective of this survey was to provide an updated understanding of residents' experiences of living in the inner city.

Areas of investigation included:

- Reasons for living in the city centre
- Likelihood of living in the city centre in 12 months' time
- Perceptions of inner city living, including sense of community, ease of living, affordability, child friendliness
- Satisfaction with different aspects of inner city living, including safety and security, ease of moving around the area, and cleanliness
- Impacts of Covid-19 and ongoing construction on residents' lived experience
- Suggestions for improving the city centre.

Survey findings will help council further develop its Development Response approach to support residents through construction disruption, as well as initiatives to improve customer experience in the city centre, and will help prioritise the council group's investment in the city centre.

Survey insights will also be used across the council group to help ensure departments and their work programmes are responding to the needs of city centre communities.



2. Method and notes about this report



Method

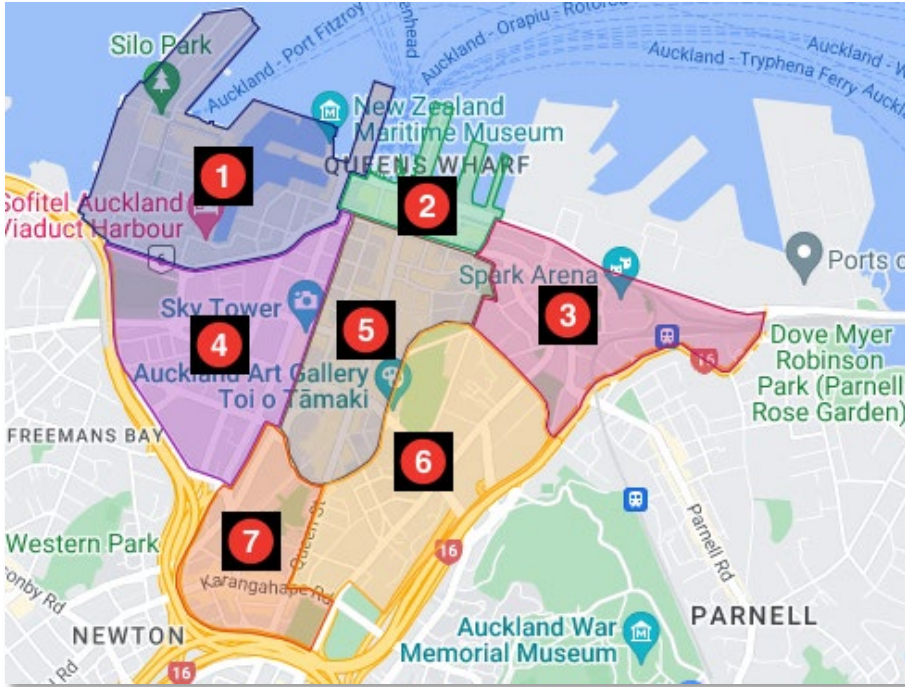
- This was an online survey.
- The New Zealand Electoral Roll was used as the sampling frame.
- The target population was people aged 18 or older who lived within the study area (refer to map on next page).
- Potential respondents were sent a personalised letter on Nielsen IQ letterhead, outlining the purpose of the survey and explaining how to complete it online, using the link provided or a QR Code. They were also offered the option to request a hard copy questionnaire (three people did so), or to have a telephone interview (two people did so).
- A reminder postcard was sent out on 13 September to potential respondents whose responses had not been received.
- In addition to the Electoral Roll sample, four open survey links were provided to Auckland Council to share with Auckland Youth Voice, Community libraries, Stats NZ and Auckland University part-way through fieldwork to boost numbers.
- Fieldwork occurred between 23 August and 4 October 2022.

For more detail on the method, sample and response rate achieved, please refer to NielsenIQ (2023). *Attitudes towards living in Auckland's city centre: 2022 survey technical report*. Available on Knowledge Auckland website.

A small project team from Auckland Council led by council's Research and Evaluation Unit (RIMU) and the City Centre Programmes Development Response Team developed the questionnaire and map, and worked closely with NielsenIQ on the survey method and sampling.

The research project was reviewed by the Auckland Council Research Ethics Advisory Group.

Sub-sample zones



1 - Viaduct / Wynyard Quarter

2 - Downtown

3 - Spark Arena / Anzac Ave

4 - Hobson St / Victoria Park

5 - Midtown / Queen St

6 - Universities / Symonds St

7 - Karangahape Road / Greys Ave

Sample achieved

- A total of 7600 potential respondents were selected from the Electoral Roll, distributed across the seven zones. The aim was to achieve 800 responses, with a robust sample within each zone.
- From these invitations, 996 respondents completed the survey.
- Two responses were received from the open links sent out, both via the Auckland University link.
- The final sample size was 998, representing an overall response rate of 14.7 per cent (when Gone No Address returns are taken into account).
- The largest number of responses were received from those living in Hobson St/ Victoria Park zone (21% of the final sample), and the smallest number were from those living in the Downtown zone (6%).

Zone	Mailout number	Response number*	Proportion of final sample (n=998) (%)
Viaduct / Wynyard Quarter	700	117	12
Downtown	84	57	6
Spark Arena / Anzac Ave	1600	189	19
Hobson St / Victoria Park	1600	213	21
Midtown / Queen St	1200	181	18
Universities / Symonds St	1450	112	11
Karangahape Road / Greys Ave	966	129	13
Total	7600	998	100

* Note: this includes the two responses via the open links

Sample distribution

Distribution of the final sample across the zones by age and time lived in the city centre was as follows (further details of the sample can be found in the Appendix).

	Total sample (n=998) %	Viaduct/ Wynard Quarter (n=117) %	Downtown (n=57) %	Spark Arena / Anzac Ave (n=189) %	Hobson St / Victoria Park (n=213) %	Midtown / Queen St (n=181) %	Universities / Symonds St (n=112) %	Karangahape Road / Greys Ave (n=129) %
Age group								
Under 25 years	9	1	2	10	5	9	29	8
25-39 years	32	15	14	35	42	30	37	35
40-54 years	27	24	24	25	29	27	20	32
55-64 years	16	25	25	18	12	20	8	18
65 plus	16	36	37	12	10	15	7	10
Time lived in city centre								
Less than 2 years	21	25	14	19	24	16	29	18
2 up to 5 years	30	32	23	28	28	35	33	26
5 up to 10 years	25	25	33	28	28	20	22	23
10 years plus	24	19	30	26	20	28	16	32



Notes about this report

- **Unweighted data:** This report is based on unweighted data, as no up-to-date population data were available to use to post-weight the sample.
- **Margin of error:** The margin of error for a sample of n=998 is +/- 3.2%. This means that if a survey result is 70%, then we can be 95% confident that the true value lies within +/- 3.2%: i.e., in the range 66.8% to 73.2%.
- **Significance testing:** Conjugate significance testing was used for significance testing, in which a sub-group is compared with the total minus that sub-group.
- **Sub-group differences:** Sub-group differences mentioned are statistically significant at a 95% confidence level. This means there is a 95% chance the difference is a true difference in the population and not due to random variation due to sampling.
- In this report an upward chevron (^) is used to indicate a net result for a sub-group that is statistically higher than the total survey, while a downward chevron (v) is used to flag a net result that is statistically lower than the total. Where a demographic sub-group result is compared with the total, the 'total' result excludes the sub-group being compared.
- **Don't know responses:** Don't know responses have been included when they are valid responses and add value to the findings. Please refer to the base descriptions on each page for more information.
- **Rounding:** Numbers have been rounded to the nearest whole number. This means that some tables may add to 99% or 101%.
- **Small base sizes:** Results marked with one star (*) are indicative due to a small base size (n=50 or less), and those marked with two stars (**) are highly indicative and should be treated with extreme caution (n=30 or less).
- **Net counts in charts:** The 'net' results (aggregated scores) have been calculated using the statistically correct method of adding together the number of respondents and creating a proportion of the total. This means results may differ slightly from the sum of the corresponding figures in the charts due to rounding.



3. Summary of findings

Key findings

Living in the city centre

- While just over half (55%) of respondents said they like living in the city centre, one in three (34%) said they dislike it.
- Perceptions of living in the city centre were more positive among those living in the Viaduct / Wynyard Quarter and the Karangahape Road / Greys Avenue zone, and least positive among those in the Hobson Street / Victoria Park zone.
- Accessibility to amenities was the main reason for living in the city centre (particularly proximity to shops and restaurants, and to work places, for those of working age). Proximity to entertainment was a factor for just under half.
- For under 25 year olds, proximity to study was important, along with the reduced need for a vehicle.

Aspects enjoyed and disliked

- Among those who liked living in the city centre, they enjoy access to amenities, along with the lifestyle that is possible in an inner city setting. These residents are optimistic about what the centre will be once construction is complete.
- Feeling unsafe is the main factor contributing to negative perceptions of city living (mentioned by 45%). One in three commented about anti-social behaviour, crime and violence in the city centre and one in three commented on the presence of people they don't feel comfortable around. There is a strong feeling that the city centre lacks adequate police levels.
- The run-down state of the city centre is a contributing factor to negative opinions, with residents noting a lot of graffiti, vandalism and general dirtiness, and depressing aspects of empty and abandoned shops.

Safety and local issues

- During the day, residents feel safest in Te Komititanga (63%) and their local area (62%), and least safe in Karangahape Road (40%). These patterns are mirrored after dark. Fewer than one in ten (8%) feel safe in Queen Street or Karangahape Road after dark, with over six in ten feeling unsafe at night in these areas.
- Over half rated people sleeping rough on the streets (57%), people begging on the streets (55%) and aggressive, unpredictable or confused behaviours toward them and others (52%) as having a large or extreme negative impact on their living experience.
- Over half (53%) said that vandalism has had a significant negative impact on their experience of living in the city centre. Noise pollution has also had a significant negative impact for just over half of the residents.



Key findings

Impacts of construction

- Construction noise had a large or extreme negative impact on the daily lives of one in three city centre residents (32%) over the previous 12 months. Respondents living in the Downtown zone (54%) were more likely to have been affected. Construction traffic and dust ranked second and third in terms of daily impact (26% and 24% giving a high negative rating respectively).
- The greatest impact has been on ease of driving with 68 per cent agreeing that it has become hard to drive around the city centre. Just over half agreed that walking around has become hard, while 26 per cent disagreed.

Newly completed public projects

- When asked for their views of newly completed public projects and spaces, the pedestrian-friendly nature of these received greatest positive comment, along with the presence of wider footpaths and reduced vehicle use.
- The open nature of the new spaces and the potential to create a greater sense of community in these was appreciated, with specific mention of the value of Te Komititanga for gatherings and events.
- Street upgrades and improved cycle lanes were noted.
- There was some negative comment however, with respondents saying that the new spaces have been impacted negatively by noise and anti-social behaviours from some people. There was also a sense that the long completion times have reduced the sense of excitement.

Impacts of Covid-19

- The greatest impact of Covid-19 for city centre residents came from business and/or shop closures or reduced operating hours, mentioned by nearly one in four.
- Around one in five talked of increasing numbers of people who they feel uncomfortable being around in the central city. A similar proportion (16%) talked of increased anti-social behaviour and crime in the city centre, and 13 per cent said the centre felt unsafe to them.
- The living environment was the third theme, with mentions of the city centre feeling dead (15%) and looking and feeling run down (increased rubbish, graffiti and vandalism evident).



Key findings

Thinking ahead

- Younger people and/or those who have lived in the city centre for less than two years felt excited about the changes in the city centre and have an eye towards a sustainable future. Those under the age of 25 are less likely than older people to agree that there are enough plants, trees and green spaces in the city centre and are less likely to agree that there are enough green spaces to spend time in, and for socialising.
- Older respondents were more inclined to agree that there are adequate green spaces and spaces for socialising. There is also a push from those living in the Midtown / Queen St zone for more community areas and green spaces.
- Older respondents were more likely to expect to continue to live in the city centre in the next 12 months. Those in the 25 to 39 age group are less likely to see themselves living in the city centre in the next 12 months.
- A third (33%) agreed that the city centre is affordable, and 42 per cent disagreed.
- Over half (51%) of those living with children under 16 years disagreed that the city centre is a good place to bring up children (27% agreed).

Improving the city centre

- A sense of community is important to city centre residents (72% agreed), but only one in five (20%) agree that there is a sense of community in the city centre.
- Putting more effort into reducing anti-social behaviour, crime and violence and increasing police presence in the city centre were the two main themes in respondent's comments about improvements to city centre, reflecting their strong concerns about these issues.
- There is a perception that more needs to be done to help homeless and disadvantaged people and to reduce the negative impacts of increased social housing in the city centre.
- Continued focus on the physical environment is also important. Residents are interested in having more pedestrian friendly spaces, more community spaces and green areas, Greater focus on cleanliness and facility maintenance was suggested, along with more noise control.
- One in ten want to see greater focus on public transport.
- One in four consider that the council and construction companies are doing enough to manage construction impacts.



4. Experience of living in city centre and future plans

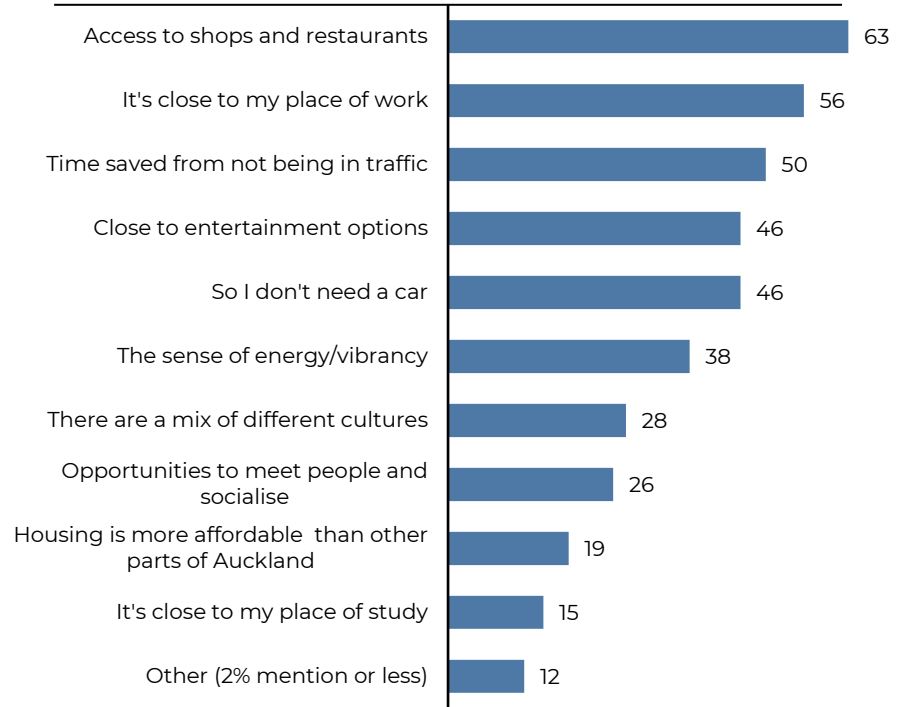
Nearly two in three residents said access to shops and restaurants is a main reason for living in the city centre

Respondents were asked to indicate the main reasons they chose to live in the city centre, from a list of 10 options. They could also indicate their reasons in an open-ended comment. Respondents chose four reasons on average.

Almost two-thirds (63%) stated that access to shops and restaurants was a main reason, as well as the city centre being close to their place of work (or their partner's place of work) (56%) and time saved not being in traffic (50%).

Of relatively less importance was the cost of housing with 19 per cent stating that a main reason they were living in the city centre was because housing is more affordable.

Main reasons for living in the city centre (%)



Base: All respondents (n=998)
Q3. Please tell us the main reasons you live in the Auckland city centre (prompted list).

Reasons for living in city centre – by zone

Differences were apparent by where respondents lived. For example, access to shops and restaurants was a significant reason for those living in Karangahape Road / Greys Avenue zone, along with the sense of vibrancy and mix of different cultures, while housing affordability was a reason for many living in Hobson St / Victoria Park, compared to others.

Reasons for living in city centre (prompted list)	Total sample	Viaduct/ Wynard Quarter	Downtown	Spark Arena / Anzac Ave	Hobson St / Victoria Park	Midtown / Queen St	Universities / Symonds St	Karanga- hape Road / Greys Ave
	(n=998) %	(n=117) %	(n=57) %	(n=189) %	(n=213) %	(n=181) %	(n=112) %	(n=129) %
Access to shops and restaurants	63	70	72	57	60	65	54 ^v	71 [^]
It's close to my place of work/ my partner's place of work	56	46 ^v	54	59	62	55	54	58
Time saved from not being in traffic	50	45	47	50	56	49	51	47
Close to entertainment options	46	47	47	41	44	50	39	58
I don't need a car	46	36 ^v	46	44	42	55 [^]	50	46
The sense of energy/vibrancy	38	56 [^]	42	31 ^v	30 ^v	39	34	47 [^]
There are a mix of different cultures	28	20 ^v	35	23	27	28	25	42 [^]
There are opportunities to meet people and to socialise	26	29	28	21	24	25	26	37 [^]
Housing is more affordable here than other parts of Auckland	19	8 ^v	16	16	24 [^]	20	21	20
It's close to my place of study	15	2 ^v	2 ^v	17	15	12	38	16
Other	14	21	18	15	13	15	9	8

Base: All respondents (n=998)

Q3. Please tell us the main reasons you live in the Auckland city centre.

[^] Significantly higher than total (excluding the sub-group compared)

^v Significantly lower than total (excluding the sub-group compared)

Reasons for living in city centre – by age group and length of time lived in city centre

Younger respondents were more likely than others to live in the city centre because it is close to their place of study, and minimises the need for a car.

Reasons for living in city centre (prompted list)	Total sample (n=998)	25 or under (n=88)	25 to 39 (n=323)	40 to 54 (n=265)	55 to 64 (n=168)	65 and older (n=154)	Less than 2 years (n=209)	2 to 5 years (n=296)	5 to 10 years (n=252)	10 years or longer (n=241)
	%	%	%	%	%	%	%	%	%	%
Access to shops and restaurants	63	52 ^v	63	65	63	66	63	64	63	61
It's close to my place of work/my partner's place of work	56	44 ^v	70 [^]	65 [^]	53	23 ^v	50	58	57	58
Time saved from not being in traffic	50	48	54	56 [^]	46	36 ^v	50	46	51	54
Close to entertainment options	46	39	48	45	49	47	45	46	44	50
I don't need a car	46	66 [^]	46	42	40	44	48	41 ^v	47	48
The sense of energy/vibrancy	38	25 ^v	37	39	42	42	38	40	39	36
There are a mix of different cultures	28	20	28	26	28	34	25	26	27	32
There are opportunities to meet people and to socialise	26	23	29	25	25	25	29	23	24	31
Housing is more affordable here than other parts of Auckland	19	13	21	25 [^]	15	10 ^v	25 [^]	18	19	13 ^v
It's close to my place of study	15	75 [^]	16	5	8	4	22 [^]	16	12	12
Other	14	5	7	15	16	29	12	11	16	15

Base: All respondents (n=998)

Q3. Please tell us the main reasons you live in the Auckland city centre.

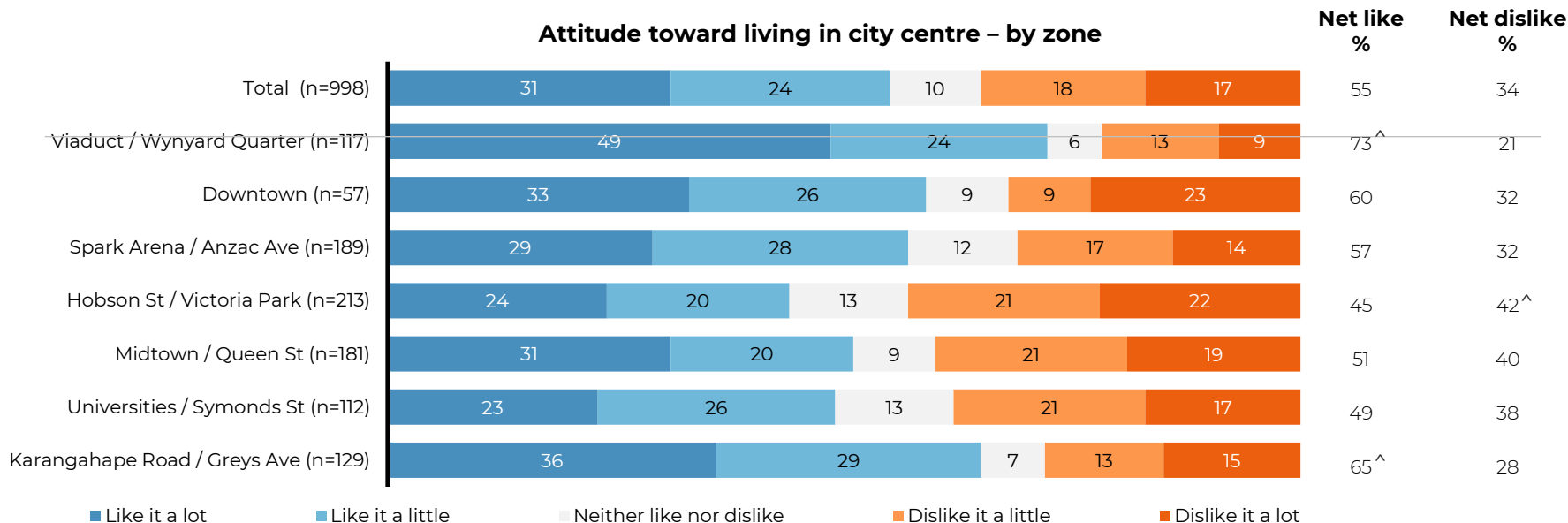
[^] Significantly higher than total (excluding the sub-group compared)

^v Significantly lower than total (excluding the sub-group compared)

Just over half (55%) said they like living in the city centre these days, while one in three (31%) said they dislike it

Residents in the Viaduct / Wynyard Quarter zone (73%) and the Karangahape Road / Greys Avenue zone were most likely to like living in the city centre (73% and 65% respectively). Those living in the Hobson St / Victoria Park zone were least happy, with 42 per cent saying they dislike living in the city centre these days (compared with 34% overall).

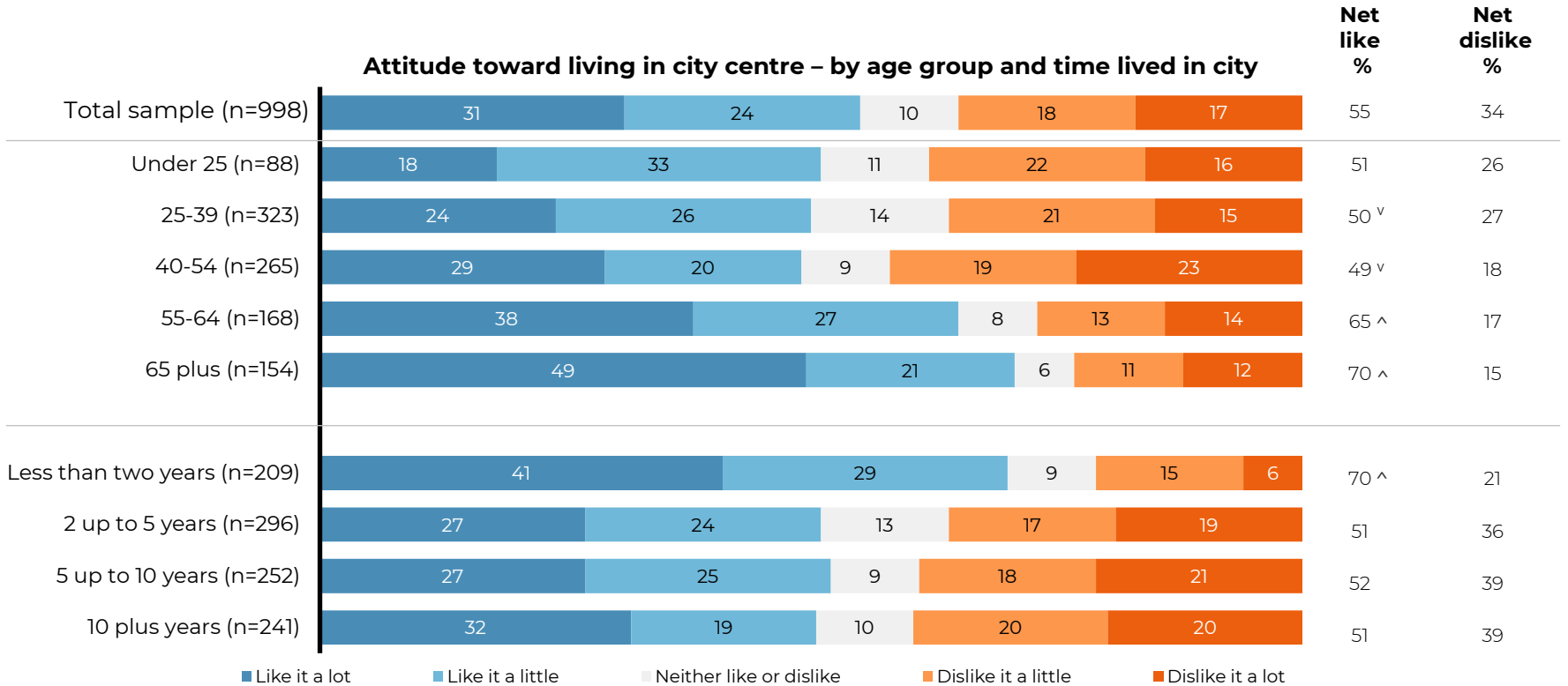
Attitude toward living in city centre – by zone



Base: All respondents (n=998)
 Q14. Overall, how much do you like or dislike living in the Auckland city centre these days?

[^] Significantly higher than total (excluding the sub-group compared)
^v Significantly lower than total (excluding the sub-group compared)

Older respondents were more likely to enjoy living in the city centre



Base: All respondents (n=998)
 Q14. Overall, how much do you like or dislike living in the Auckland city centre these days?

[^] Significantly higher than total (excluding the sub-group compared)
^v Significantly lower than total (excluding the sub-group compared)
 Figures less than 2% are not labelled

Accessibility to amenities is a key reason why people like living in the city centre

Respondents were invited to make a comment about why they like or dislike living in the city centre. Of those who liked living in the city centre a little or a lot, 505 left a comment. There were a range of reasons they enjoyed living in the area.

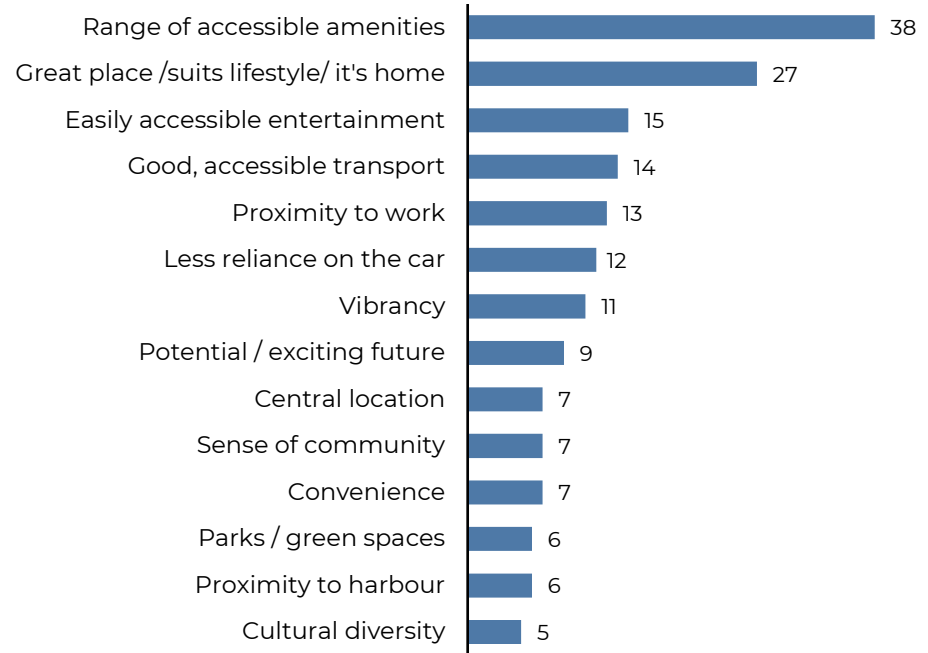
Over a third of this group (38%) mentioned accessibility to a range of amenities such as shops and restaurants. Over a quarter (27%) commented that it was a great place to live, and fits well with their lifestyle.

'Accessibility' was also mentioned in connection with entertainment (15%).

Proximity to work (13%) and less reliance on their car (12%) were significant positives for city centre living. Fourteen per cent mentioned that there is good, accessible transport.

A sense of vibrancy (11%) and optimism about the future (9%) also make city living appealing.

Main reasons for liking living in city centre (%)



Base: All respondents (Those who like living in city centre and who answered (n=505))
Mentions of 5% or more.
Q15. And why do you say that?

What residents said about why they like living in the city centre

I love the culture of Karangahape Rd. Something I hope will remain. Something I hope we can protect for the residents, rather than rubber-stamping every development project that gets offered up.

Like it a little

Male, 40-44, Karangahape Rd / Greys Ave, 5-10 years

I really enjoy the immediate community, and support within the community.

Like it a lot

Female, 30-34, Karangahape Rd / Greys Ave, 2-5 years

For the closeness of Ponsonby and other inner-city areas, the feel of living in the city, everything available and the diverse community.

Like it a lot

Female, 50-54, Hobson St / Victoria Park, 2-5 years

Yes, there is the noise and air pollution issues and increased crime and traffic volumes/ current disruption, but the Auckland City centre still has a lot to offer in terms of the facilities in close proximity. Key will be how the city is managed over the next 5 years as the rail system/ bus lane/ pedestrian only zones and bus electrification upgrades are completed.

Like it a lot

Female, 20-24, Hobson St / Victoria Park, 2-5 years

It's a great place to live, work and play. Yes, there is some anti-social behaviour... but need to bear in mind available resourcing over COVID period. However, moving forward policing needs to step up, along with social services and address crime/ anti-social behaviour.

Like it a lot

Male, 65-69, Viaduct / Wynyard Quarter, 2-5 years



Not feeling safe and crime and anti-social behaviour are key issues for those who do not like living in the city centre

Nearly half of the 316 respondents who said they do not like living in the city centre (disliked 'a little' or 'a lot') and who provided a comment mentioned not feeling safe (45%).

One in three (36%) commented about anti-social behaviour, crime and violence in the city centre and one in three (33%) commented on the presence of people they do not feel comfortable around (including rough sleepers, beggars, gang members, etc.). Associated with this, 13 per cent commented on the lack of adequate policing in the centre.

The run-down state of the area received negative comment: in particular, noting a lot of graffiti, vandalism and general dirtiness (19%), along with the depressing aspects of empty and abandoned shops.

Refer to chart on next page.

Not feeling safe and crime and anti-social behaviour are key issues for those who do not like living in the city centre

Main reasons for disliking living in city centre (%)



Base: All respondents (Those who dislike living in city centre and who left a comment (n=316)
Mentions of 5% or more
Q15. And why do you say that?

What residents said about why they like dislike living in the city centre

It has potential to be great when projects are completed but there is a lot of work to do to keep people safe in the streets.

Dislike it a little

Female, 40-44, Spark Arena / Anzac Ave, 10+ years

Living in the city centre used to be a pleasurable experience but this is no longer the case as it is a dangerous and uncertain part of Auckland.

Dislike it a lot

Male, 60-64, Downtown, 10+ years

Area has no sense of pride and place. Severely lacking infrastructure upgrades to make the area feel whole. Poor footpaths, roads, lighting, rubbish tipping makes city feel run down. Some rapid changes such as planter boxes seem like short term measures to a band-aid solution.

Dislike it a little

Male, 30-34, Hobson St / Victoria Park, 2-5 years

It has nothing going for it, I feel people trade the extra space you would have in a suburban home/flatting situation for apartment living in the city to be close to fun and nightlife. But with all of that gone plus feeling afraid in the city, it's just not worth it.

Dislike it a lot

Female, 25-29, Midtown / Queen St, 2-5 years

Crime, no police anywhere, cars speeding and blaring out noise past midnight, rubbish and graffiti everywhere..

Dislike it a little

Male, 40-44, Spark Arena / Anzac Ave, <1 year

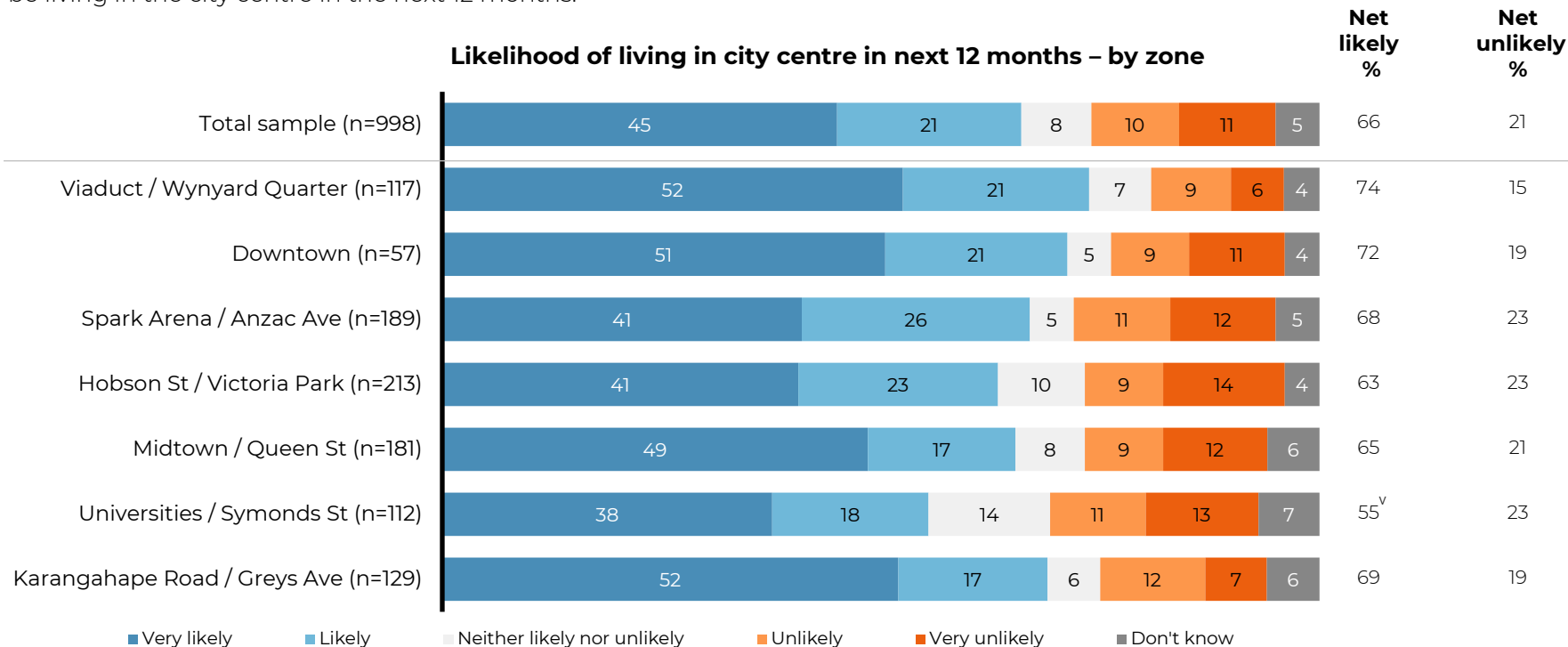
Crime is up, violence is up, I have people urinating on my front door and throwing bottles at the house and the police are never around but when you call the police it's a 50-50 chance they'll even show up and even when they do, they don't do anything. Walking into the city is a nightmare because of all the construction so I just don't bother anymore.

Dislike it a lot

Male, 40-44, Karangahape Rd / Greys Ave, 5-10 years

Two in three thought it likely that they will be living in the city centre in the next 12 months

Respondents living in the Universities / Symonds St zone (55%) were less likely than others to think they would be living in the city centre in the next 12 months.



Base: All respondents (n=998)
 Q16. How likely is it that you will still be living in the Auckland city centre in the next 12 months?

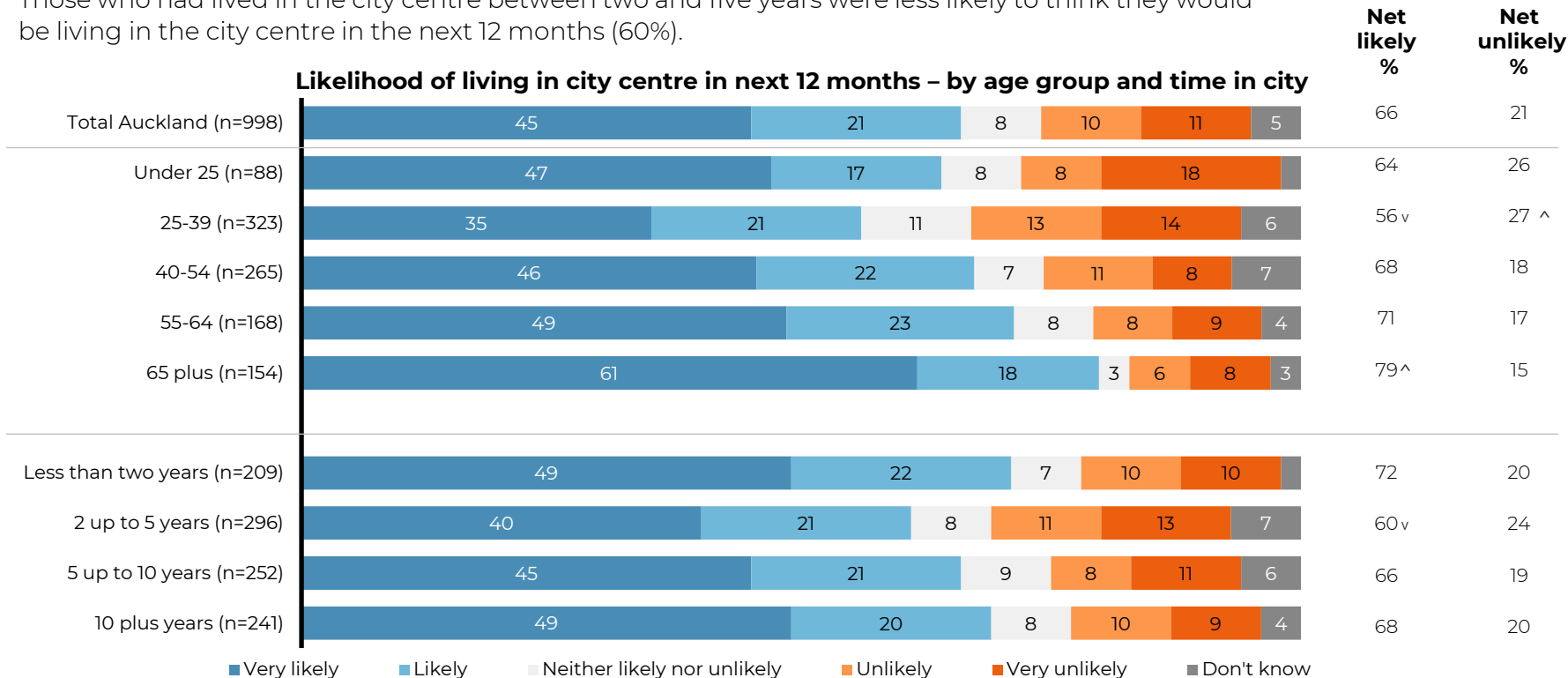
[^] Significantly higher than Total (excluding the sub-group compared)

^v Significantly lower than Total (excluding the sub-group compared)

Figures less than 2% are not labelled

People aged over 55 were more likely to think they will continue living in the city centre in next 12 months.

Those who had lived in the city centre between two and five years were less likely to think they would be living in the city centre in the next 12 months (60%).



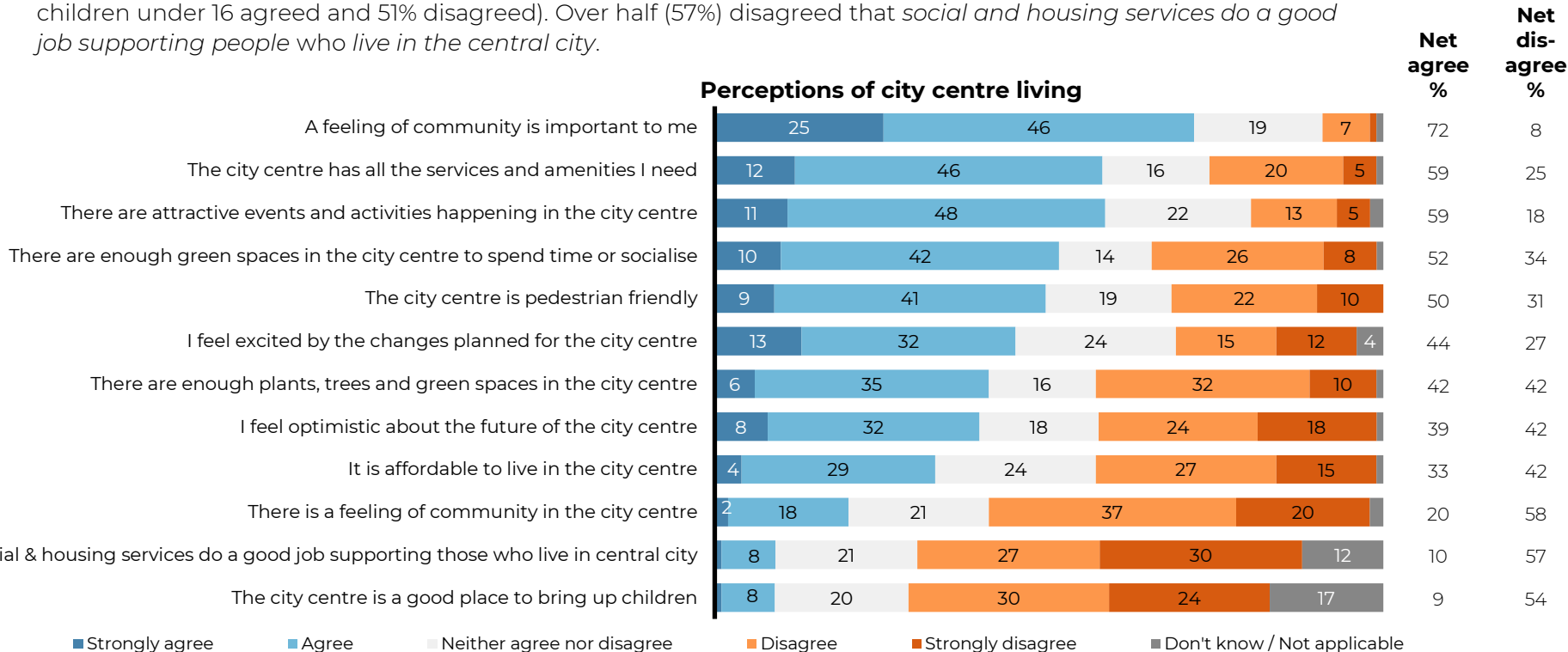
Base: All respondents (n=998)
 Q16. How likely is it that you will still be living in the Auckland city centre in the next 12 months?

[^] Significantly higher than total (excluding the sub-group compared)
^v Significantly lower than total (excluding the sub-group compared)
 Figures less than 2% are not labelled

While seven in ten (72%) agreed that the feeling of community is important, only two in ten (20%) considered there is in fact a feeling of community in the city centre

Views were mixed about the *changes planned for the centre, affordability and adequacy of green spaces in the city centre*. Few (8%) agreed that *the city centre is a good place to bring up children* (although 27% of those with children under 16 agreed and 51% disagreed). Over half (57%) disagreed that *social and housing services do a good job supporting people who live in the central city*.

Perceptions of city centre living



Base: All respondents (n=998)

Q4. To what extent do you agree or disagree with the following statements?

Figures less than 2% are not labelled



5. Perceptions of the city centre

Key findings

By zone

- Seven in 10 respondents (72%) agreed that *a feeling of community is important to them*. Those in the Karangahape Road / Greys Ave zone were more likely to agree that there is *a feeling of community in the city centre* (29%). However, there was general disagreement with this overall (20%).
- Those living in the Hobson St / Victoria Park zone were less likely to agree that the *city centre is pedestrian friendly* (43%), while those in Downtown were more likely to agree (65%).
- Those in the Hobson St / Victoria Park zone were less likely to agree that *there are enough plants, trees and green spaces* (34%) and that *there are enough green spaces in the city centre to spend time or socialise in* (42%). Those in the Spark Arena / Anzac Ave zone were more likely to agree on both aspects (49% and 60% respectively).
- Those living in the Universities / Symonds St zone were more likely than others to disagree that *it is affordable to live in the city centre* (54%).
- Those living in the Karangahape Road / Greys Ave zone were more likely to agree that *they feel excited by the changes planned for the city centre* (54%).

By age group

- Respondents aged 65 or older were more likely than others to agree that *there is a feeling of community in the city centre* (27%).
- Those aged 55 and older were more likely to agree that *there are attractive events and activities happening in the city centre* (66% and 70% respectively). Those aged 25 to 39 were less likely to agree (50%) and more likely to disagree (25%) about there being attractive events and activities.
- Those aged under 25 were less likely to agree (28%) that *there are enough plants, trees and green spaces in the city centre and enough green spaces to spend time or socialise in* (40%). In contrast, those aged 65 plus were more likely to agree that *there are enough plants, trees and green spaces* (52%) and *enough green spaces to spend time or socialise in* (60%).
- Respondents aged under 25, and 25 to 39, were less likely to agree that *it is affordable to live in the city centre* (14% and 26% respectively) whilst those aged 55 to 64 were more likely to agree (43%).

Key findings

By length of time in city

- Those who have lived in the city between two and five years were more likely to agree that *a feeling of community is important to them* (77%). There were no significant differences by time in city about actually *feeling a sense of community in the city centre*.
- Those who have lived in the city centre between five and ten years were more likely to agree that *the city centre has all the services and amenities they need* (65%).
- Those who have lived in the city less than two years are more likely to agree that *they feel excited by the changes planned for the city centre* (55%) and that *they feel optimistic about the future of the city centre* (52%). In contrast, those who have lived in the city for 10 years or longer were less likely to feel optimistic (33%).
- Those who have lived in the city less than two years were less likely to agree that *there are enough plants, trees and green spaces* (31%) and that *there are enough green spaces in the city centre to spend time or socialize in* (43%) but those who have lived in the city between five and ten years were more likely that *there are enough plants, trees and green spaces* (48%) and that *there are enough green spaces in the city centre to spend time or socialise in* (58%).

Respondents were asked to rate the extent to which they agreed or disagreed with 12 statements related to the city centre. Results are shown in detail in the next two pages.

Results are only shown for the proportions who agreed or strongly agreed ('agree') and those who disagreed or strongly disagreed ('disagree').

Results for those who stated they did not know or neither agreed nor disagreed are not shown.

Results are shown in order of agreement (from highest to lowest).

Perceptions of city centre – 1

Perceptions of city centre	Net %	Total sample	Viaduct/ Wynard Quarter	Downtown	Spark Arena / Anzac Ave	Hobson St / Victoria Park	Midtown / Queen St	Universiti Karangahapes / Symonds St	ape Road / Greys Ave	25 or under	25 to 39	40 to 54	55 to 64	65 and older	Less than 2 years	2 to 5 years	5 to 10 years	10 years or longer
		(n=998)	(n=117)	(n=57)	(n=189)	(n=213)	(n=181)	(n=112)	(n=129)	(n=88)	(n=323)	(n=265)	(n=168)	(n=154)	(n=209)	(n=296)	(n=252)	(n=241)
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A feeling of community is important to me	Agree	72	78	74	70	70	76	63 ^V	71	74	68	68	76	78	73	77 [^]	69	66
	Disagree	8	9	2	9	11	5	11	7	9	9	10	6	6	8	8	8	8
The city centre has all the services and amenities I need	Agree	59	56	65	64	54	54	58	64	66	55	57	59	64	58	54	65 [^]	58
	Disagree	25	25	16	19 ^V	28	29	29	26	19	28	29	25	18 ^V	24	32	19 ^V	25
There are attractive events and activities happening in the city centre	Agree	59	70	61	59	53	57	56	60	56	50 ^V	59	66 [^]	70 [^]	63	57	60	56
	Disagree	18	10	16	12	24	22	19	17	19	25 [^]	16	13	10 ^V	14	21	19	16
There are enough green spaces in the city centre to spend time and socialise in	Agree	52	60	60	60 [^]	42 ^V	44 ^V	52	54	40 ^V	46 ^V	55	57	60 [^]	43 ^V	49	58 [^]	56
	Disagree	34	32	30	28	37	40 [^]	32	33	44 [^]	37	33	27 ^V	29	42 [^]	35	26 ^V	32
The city centre is pedestrian friendly	Agree	50	49	65 [^]	50	43 ^V	52	54	47	59	50	42 ^V	52	53	50	53	45	51
	Disagree	31	40 [^]	25	25 ^V	35	32	24	36	26	30	36	31	30	34	30	34	29
I feel excited by the changes planned for the city centre	Agree	44	46	47	42	41	45	39	54	47	48	41	42	44	55 [^]	44	40	40
	Disagree	27	31	32	27	31	28	24	21	14 ^V	27	28	30	32	15 ^V	28	34 [^]	31

Base: All respondents (n=998)

Q4. To what extent do you agree or disagree with the following statements?

[^] Significantly higher than total (excluding the sub-group compared)

^V Significantly lower than total (excluding the sub-group compared)

Perceptions of city centre – 2

Perceptions of city centre	Net %	Total sample	Viaduct/Wynard Quarter	Downtown	Spark Arena / Anzac Ave	Hobson St / Victoria Park	Midtown / Queen St	Universities / Symonds St	Karanga hape Road / Greys Ave	25 or under	25 to 39	40 to 54	55 to 64	65 and older	Less than 2 years	2 to 5 years	5 to 10 years	10 years or longer
		(n=998)	(n=117)	(n=57)	(n=189)	(n=213)	(n=181)	(n=112)	(n=129)	(n=88)	(n=323)	(n=265)	(n=168)	(n=154)	(n=209)	(n=296)	(n=252)	(n=241)
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
There are enough plants, trees and green spaces in the city centre	Agree	42	52	51	49 [^]	34 ^v	36	37	43	28 ^v	38	43	46	52 [^]	31 ^v	42	48 [^]	46
	Disagree	42	36	37	30 ^v	51 [^]	50 [^]	46	37	58 [^]	45	41	41	29 ^v	53 [^]	44	34 ^v	38
I feel optimistic about the future of the city centre	Agree	39	44	42	39	33	39	41	43	40	42	36	36	41	52 [^]	40	34	33 ^v
	Disagree	42	39	44	39	47	45	38	37	32	41	45	46	40	29 ^v	43	46	47
It is affordable to live in the city centre	Agree	33	35	42	29	34	34	29	33	14 ^v	26 ^v	37	43 [^]	39	31	33 ^v	35	32
	Disagree	42	42	32	41	44	41	54 [^]	40	69 [^]	51 [^]	38	33	27 ^v	44	45	42	39
There is a feeling of community in the city centre	Agree	20	26	23	18	14 ^v	18	18	29 [^]	14	17	19	24	27 [^]	17	20	19	22
	Disagree	58	49	44 ^v	60	70 [^]	60	55	46 ^v	70 [^]	63 [^]	58	51	45 ^v	57	55	62	56
Social and housing services do a good job supporting people who live in the central city	Agree	10	5	9	7	11	9	10	17 [^]	3	10	9	13	10	7	10	9	13
	Disagree	57	54	54	57	62	55	63	49	60	58	59	51	54	54	54	62	57
The city centre is a good place to bring up children	Agree	9	12	7	10	9	8	6	13	7	11	8	8	11	8	8	9	13
	Disagree	54	47	49	55	58	59	59	40 ^v	66 ^v	58	53	40	44 ^v	55	53	57	50

Base: All respondents (n=998)

Q4. To what extent do you agree or disagree with the following statements?

[^] Significantly higher than total (excluding the sub-group compared)

^v Significantly lower than total (excluding the sub-group compared)



6. Perceptions of safety and local issues

Key findings

By zone

During the day

- Viaduct / Wynard Quarter residents were more likely to say they felt safe in their local area during the day (87% compared with 62% overall).
- Those living in Hobson St / Victoria Park were less likely than residents in other zones to feel safe in their area during the day (54% compared with 62% overall).
- They were also more likely than others to feel unsafe in Queen Street (30% cf. 23% overall).
- Those who lived in Karangahape Road felt safer in the Karangahape Road area than other respondents did (50% compared with 40% overall).

After dark

- Those who lived in Karangahape Road zone were less likely than others to feel unsafe in Te Komititanga (42% unsafe cf. 51% overall), Freyberg Square (33% cf. 43% unsafe overall and in Queen Street (67% feeling unsafe compared with 76% overall).

By age group

During the day

- Those aged 40 to 54 were less likely to feel safe and more likely to feel unsafe in most of the nominated areas, except for Karangahape Road.

After dark

- Age group differences are less apparent in the areas after dark. However, 63% of those aged 40 to 54 years said they feel unsafe in Aotea Square after dark, compared with 58% of all residents saying this.
- Those under 25 years feel less safe than older age groups in Freyberg Square (85% unsafe cf. 76% overall) and Karangahape Road (83% unsafe cf. 68% overall).
- In contrast, only 55% of those aged 65 or older said they feel unsafe in Karangahape Road after dark.

Section 3: Key findings

By length of time lived in city centre

During the day

- There were few significant differences by how long residents had lived in the city centre.
- However, those who had lived in the city centre for less than two years tended to feel safer than longer-term residents, particularly in Te Komititanga (74% feeling safe and only 6% feeling unsafe, compared with 63% and 11% respectively across all residents).

After dark

- Those who have lived in the city centre for less than two years are less likely than others to feel unsafe in Te Komititanga (43% cf. 51% overall), in their local area (51% cf. 58% overall) or in Freyberg Square (32% cf. 43% overall).
- Females are likely to feel more unsafe than males in most zones (excepting Freyberg Square and Karangahape Road). They feel least safe in Queen Street (80% feeling unsafe cf. 71% of males).

Respondents were asked to rate the extent to which they felt safe or unsafe on a 5 point scale in 12 different situations. Results are shown in detail after the overall summary.

Results are only shown in the tables for the proportions who felt 'very' or 'a bit' unsafe (Net unsafe) and those who felt 'very safe' or 'safe' (Net safe).

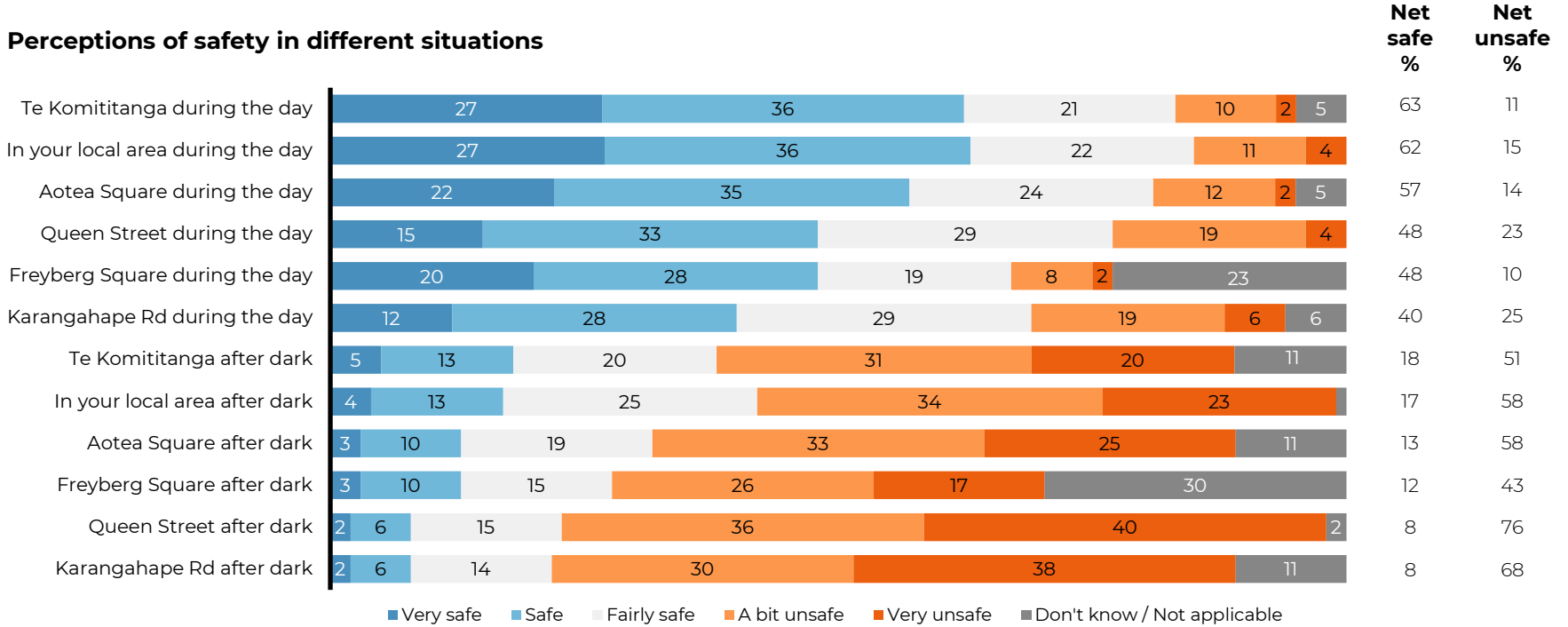
Results for those who stated they did not know or felt 'fairly safe' are not shown.

Results are shown in rank order from most safe to least safe.

Perceptions of safety vary by area

During the day, respondents felt safest in Te Komititanga (63%) and their local area (62%), and least safe in Karangahape Road (40%). These patterns are mirrored after dark. Fewer than one in ten felt safe in Queen Street and Karangahape Road after dark (both 8%), with over six in ten feeling unsafe at night in these areas.

Perceptions of safety in different situations



Base: All respondents (n=998)
 Q5 Please rate how safe or unsafe you generally feel in the following situations?

Figures less than 2% are not labelled

Perceptions of safety in different situations – during the day

During the day	Net %	Total sample	Viaduct / Wynard Quarter	Down-town	Spark Arena / Anzac Ave	Hobson St / Victoria Park	Mid-town / Queen St	Universities / Symonds St	Karangahape Road / Greys Ave	25 or under	25 to 39	40 to 54	55 to 64	65 and older	Less than 2 years	2 to 5 years	5 to 10 years	10 years or longer
		(n=998) %	(n=117) %	(n=57) %	(n=189) %	(n=213) %	(n=181) %	(n=112) %	(n=129) %	(n=88) %	(n=323) %	(n=265) %	(n=168) %	(n=154) %	(n=209) %	(n=296) %	(n=252) %	(n=241) %
Te Komititanga	Safe	63	72	58	70 [^]	62	62	60	56	67	63	58 ^v	67	68	74 [^]	65	57 ^v	59
	Unsafe	11	7	11	8	13	17 [^]	15	7	11	11	15	9	8	6 ^v	12	13	13
In your local area	Safe	62	87 [^]	56	63	54 ^v	59	63	59	65	59	55 ^v	67	76 [^]	68	62	62	58
	Unsafe	15	4 ^v	14	12	22 [^]	16	19	14	14	15	20 [^]	14	9 ^v	11	16	15	17
Aotea Square	Safe	57	55	40 ^v	54	55	55	63	68 [^]	64	60	51 ^v	57	56	66 [^]	56	54	54
	Unsafe	14	10	23	14	17	17	9	9	10	12	22 [^]	11	10	10	14	17	15
Queen Street	Safe	48	43	39	51	47	46	47	55	44	47	42 ^v	55 [^]	53	52	49	44	46
	Unsafe	23	23	21	20	30 [^]	26	23	16	22	24	31 [^]	17	16 ^v	17 ^v	25	29 [^]	20
Freyberg Square	Safe	48	40	47	49	48	51	47	48	47	50	46	44	51	47	48	48	48
	Unsafe	10	9	14	6	14	14	8	7	7	8	15 [^]	9	9	8	9	12	11
Karangahape Road	Safe	40	44	30	37	40	38	41	50 [^]	31	41	38	41	47	48 [^]	37	37	41
	Unsafe	25	13 ^v	21	22	30	28	34 [^]	22	38 [^]	26	26	23	15 ^v	21	30 [^]	24	23

Base: All respondents (n=998)

Q5 Please rate how safe or unsafe you generally feel in the following situations?

[^] Significantly higher than total (excluding the sub-group compared)

^v Significantly lower than total (excluding the sub-group compared)

Perceptions of safety in different situations – after dark

After dark	Net %	Total sample	Viaduct/Wynard Quarter	Down-town	Spark Arena / Anzac Ave	Hobson St / Victoria Park	Mid-town / Queen St	Universities / Symonds St	Karangahape Road / Greys Ave	25 or under	25 to 39	40 to 54	55 to 64	65 and older	Less than 2 years	2 to 5 years	5 to 10 years	10 years or longer
		(n=998)	(n=117)	(n=57)	(n=189)	(n=213)	(n=181)	(n=112)	(n=129)	(n=88)	(n=323)	(n=265)	(n=168)	(n=154)	(n=209)	(n=296)	(n=252)	(n=241)
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Te Komititanga	Safe	18	18	14	19	18	20	17	15	16	21	17	18	13	25 [^]	17	16	15
	Unsafe	51	52	65 [^]	48	49	54	56	42 ^v	55	46 ^v	56	53	49	43 ^v	49	56	55
In your local area	Safe	17	33 [^]	14	16	13	17	13	14	13	15	15	21	23	20	15	17	16
	Unsafe	58	34	63	53	66 [^]	62	63	59	60	59	62	54	51	51 ^v	56	60	62
Aotea Square	Safe	13	9	12	9	13	12	20	21 [^]	15	14	14	10	12	14	13	12	13
	Unsafe	58	56	63	55	61	62	52	53	61	55	63 [^]	57	53	52	57	62	59
Freyberg Square	Safe	12	8	7	14	12	14	16	10	10	15	12	11	7	15	14	8	12
	Unsafe	43	41	60 [^]	39	44	50	41	33 ^v	42	39	48	46	40	32 ^v	42	50	46
Queen Street	Safe	8	6	7	6	8	9	7	9	5	7	8	8	9	10	6	7	7
	Unsafe	76	81	82	77	74	77	75	67 ^v	85 [^]	73	78	74	72	74	75	77	76
Karangahape Road	Safe	8	5	4	7	9	7	10	12	7	9	7	10	8	10	7	7	8
	Unsafe	68	65	68	63	70	71	76	60	83 [^]	73 [^]	65	64	55 ^v	64	70	71	65

Base: All respondents (n=998)

Q5 Please rate how safe or unsafe you generally feel in the following situations?

[^] Significantly higher than total (excluding the sub-group compared)

^v Significantly lower than total (excluding the sub-group compared)

Perceptions of safety in different situations – during the day and night, by gender

During the day	Net %	Total sample	Male	Female
		(n=998)	(n=514)	(n=433)
		%	%	%
Te Komititanga	Safe	63	63	65
	Unsafe	11	11	11
In your local area	Safe	62	64	62
	Unsafe	15	15	15
Aotea Square	Safe	57	58	56
	Unsafe	14	15	13
Queen Street	Safe	48	51	46
	Unsafe	23	24	21
Freyberg Square	Safe	48	50	45
	Unsafe	10	12	8
Karangahape Road	Safe	40	42	39
	Unsafe	25	24	24

After dark	Net %	Total sample	Male	Female
		(n=998)	(n=514)	(n=433)
		%	%	%
Te Komititanga	Safe	18	23 [^]	12
	Unsafe	51	46	55 [^]
In your local area	Safe	17	21 [^]	12
	Unsafe	58	51	64 [^]
Aotea Square	Safe	13	17 [^]	9
	Unsafe	58	53	63 [^]
Freyberg Square	Safe	12	16 [^]	9
	Unsafe	43	40	45
Queen Street	Safe	8	11 [^]	4
	Unsafe	76	71	80 [^]
Karangahape Road	Safe	8	9	6
	Unsafe	68	66	68

Base: All respondents (n=998)

Note: those of Another gender are not shown above

Q5 Please rate how safe or unsafe you generally feel in the following situations?

[^] Significantly higher than total (excluding the sub-group compared)

^v Significantly lower than total (excluding the sub-group compared)



Section 3: Negative impacts of issues in previous 12 months

Respondents were also asked to rate the extent to which they felt a range of issues had negatively impacted their experience of living in the city centre in the previous 12 months.

A summary of results is shown on the following page, with more detailed results on the following two pages.

Results in the tables are only shown for the proportions who stated the issue had had a 'large' or 'extreme' negative impact on their experience.

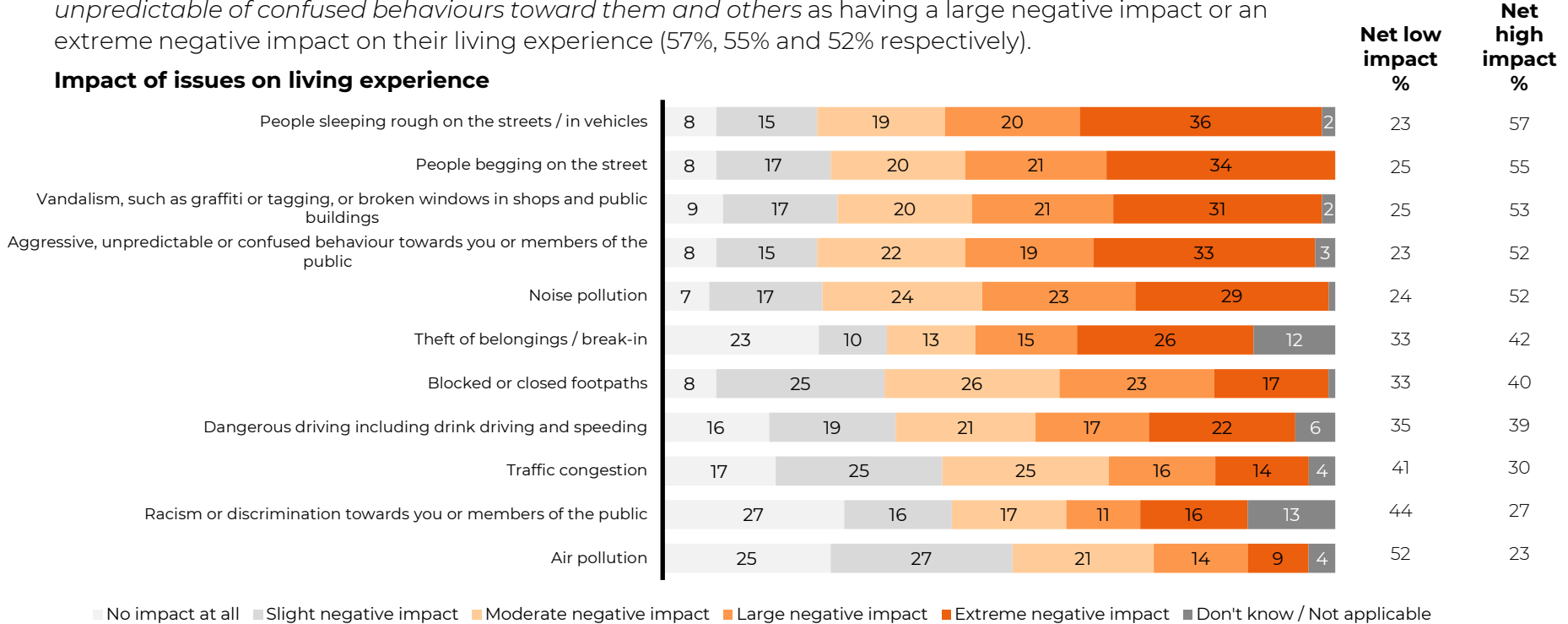
Results for those who stated they did not know or felt it had 'no', a 'slight' or 'moderate' impact are not shown.

Results are shown in rank order of negativity (from greatest negative impact to least negative impact).

The presence of people that respondents feel uncomfortable around had the greatest negative impact on their experience over the previous 12 months

Over half rated *people sleeping rough on the streets, people begging on the streets* and *aggressive, unpredictable or confused behaviours toward them and others* as having a large negative impact or an extreme negative impact on their living experience (57%, 55% and 52% respectively).

Impact of issues on living experience



Base: All respondents (n=998)

Q6 To what extent if at all has each of the following negatively impacted your experience of living in the city centre over the past 12 months?

Figures less than 2% are not labelled

Negative impacts on city centre living experience – by zone

Some differences by where people lived were apparent. For example, *people sleeping rough* had a greater negative impact for those living in Midtown / Queen Street (65%), while *aggressive, unpredictable or confused behaviours* had more of an impact for those living in Hobson Street / Victoria Park (59%) or Universities / Symonds Street zone (62%).

Net % High impact	Total sample (n=998)	Viaduct/ Wynard Quarter (n=117)	Downtown (n=57)	Spark Arena / Anzac Ave (n=189)	Hobson St / Victoria Park (n=213)	Midtown / Queen St (n=181)	Universities / Symonds St (n=112)	Karangahape Road / Greys Ave (n=129)
	%	%	%	%	%	%	%	%
People sleeping rough on streets/ in vehicles	57	50	65	53	60	65 [^]	54	49
People begging on the streets	55	44 ^v	60	52	60	59	54	51
Vandalism, such as graffiti, tagging, broken windows in shops or buildings	53	41	61	52	58	55	56	43 ^v
Aggressive, unpredictable or confused behaviour towards you or member of the public	52	33 ^v	53	48	59 [^]	55	62 [^]	48
Noise pollution	52	51	54	46	56	52	51	46
Theft of belongings / break-in	42	32 ^v	46	44	47	40	48	33 ^v
Blocked or closed footpaths	40	41	51	37	46	45	37	28 ^v
Dangerous driving, incl. drink driving and speeding	39	45	45	37	38	43	39	26 ^v
Traffic congestion	30	32	35	29	31	33	27	26
Racism or discrimination towards you or member of the public	27	12	23	28	39	23	31	21
Air pollution	23	12 ^v	25	17	30 [^]	25	32 [^]	19

Base: All respondents (n=998) % Net high impact

Q6 To what extent if at all has each of the following negatively impacted your experience of living in the city centre over the past 12 months?

[^] Significantly higher than total (excluding the sub-group compared)

^v Significantly lower than total (excluding the sub-group compared)

Negative impacts on city centre living experience – by age group and length of time lived in city centre

People who had lived in the city centre for 10 years or longer were more likely than others to state that vandalism, such as graffiti, tagging, broken windows, blocked or closed footpaths, and traffic congestion had a large negative impact on them in the previous year.

Net % High impact	Total sample	25 or under	25 to 39	40 to 54	55 to 64	65 and older	Less than 2 years	2 to 5 years	5 to 10 years	10 years or longer
	(n=998)	(n=88)	(n=323)	(n=265)	(n=168)	(n=154)	(n=209)	(n=296)	(n=252)	(n=241)
	%	%	%	%	%	%	%	%	%	%
People sleeping rough on streets/ in vehicles	57	34 ^v	57	62	59	56	43 ^v	56	65 [^]	60
People begging on the streets	55	34 ^v	54	62 [^]	60	51	44 ^v	54	62 [^]	58
Vandalism, such as graffiti, tagging, broken windows in shops or public buildings	53	35 ^v	51	62 [^]	55	48	40	50	59 [^]	59 [^]
Aggressive, unpredictable or confused behaviour towards you or member of the public	52	52	55	58 [^]	50	35 [^]	40 ^v	54	55	54
Noise pollution	52	43	53	57 [^]	51	45	46	56	52	51
Theft of belongings / break-in	42	34	47 [^]	45	40	32 ^v	30	42	48 [^]	46
Blocked or closed footpaths	40	27 ^v	41	42	39	46	33 ^v	40	39	49 [^]
Dangerous driving, incl. drink driving and speeding	39	34	39	37	41	42	33	44	39	36
Traffic congestion	30	25	31	30	29	32	23 ^v	31	29	36 [^]
Racism or discrimination towards you or member of the public	27	25	34 [^]	31	18 ^v	16 ^v	21 ^v	25	31	29
Air pollution	23	24	24	25	26	14 ^v	20	25	20	25

Base: All respondents (n=998) % Net high impact
Q6 To what extent if at all has each of the following negatively impacted your experience of living in the city centre over the past 12 months?

[^] Significantly higher than total (excluding the sub-group compared)
^v Significantly lower than total (excluding the sub-group compared)

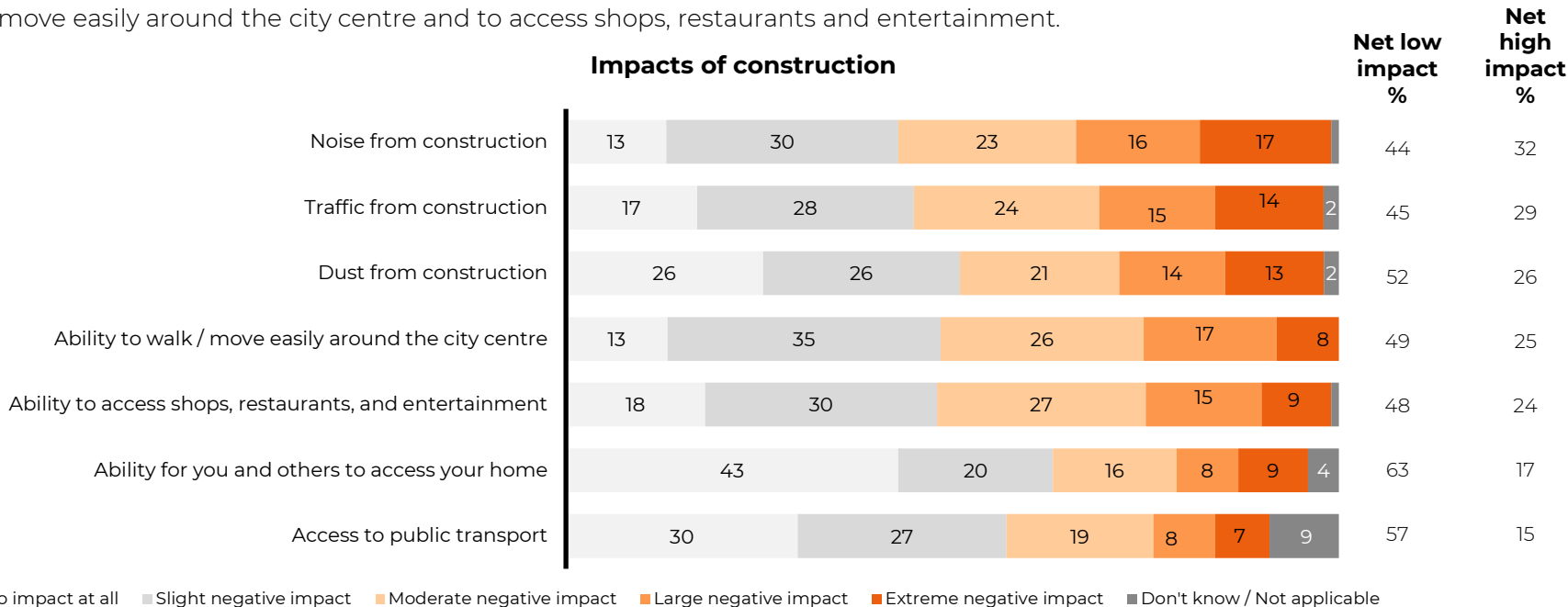


7: Impacts of construction

Construction noise has been the most problematic aspect for daily living

One in three (32%) said that *noise from construction* had a large or extreme negative impact on their daily life in the previous 12 months. *Construction traffic* and *construction dust* ranked second and third in terms of their daily impact. One in four said that ongoing construction had a significant negative impact on their ability to walk and move easily around the city centre and to access shops, restaurants and entertainment.

Impacts of construction



■ No impact at all
 ■ Slight negative impact
 ■ Moderate negative impact
 ■ Large negative impact
 ■ Extreme negative impact
 ■ Don't know / Not applicable

Figures less than 2% are not labelled

Base: All respondents (n=998)

Q7. There is a lot of major road and building construction happening in the city centre at the moment. The city centre will be better for everyone when construction is completed. However, we know it can be disruptive for residents and we want to know how much it is affecting you so that we can identify possible ways to mitigate the impacts. To what extent have the following issues in the city centre negatively impacted your daily life in the past 12 months?



Construction impacts – by zone

Respondents in the Downtown zone (54%) were more likely than others to say they had been affected by *construction noise* in the previous 12 months. Those living in the Hobson Street / Victoria Park zone were more likely to state that there had been a high impact on their *ability to walk and/or move easily around the city centre* or to *access shops, restaurants and entertainment* (35% and 31% large or extreme negative impact respectively).

Net % High impact	Total sample (n=998)	Viaduct/ Wynard Quarter (n=117)	Downtown (n=57)	Spark Arena / Anzac Ave (n=189)	Hobson St / Victoria Park (n=213)	Midtown / Queen St (n=181)	Universities / Symonds St (n=112)	Karangahape Road / Greys Ave (n=129)
	%	%	%	%	%	%	%	%
Noise from construction	32	33	54 [^]	23 ^v	30	38	29	33
Traffic from construction	29	33	40	23	28	31	28	26
Dust from construction	26	26	19	27	31	23	25	25
Ability to walk / move easily around the city centre	25	22	30	19 ^v	35 [^]	22	26	22
Ability to access shops, restaurants, and entertainment	24	28	28	19	31 [^]	22	26	19
Ability for you and guests / service providers (e.g., tradespeople) to access your home	17	16	37 [^]	12	19	15	16	16
Access to public transport	15	12	9	12	19	15	17	13

Base: All respondents (n=998)

Q7. To what extent have the following (construction related) issues in the city centre negatively impacted your daily life in the past 12 months?

[^] Significantly higher than total (excluding the sub-group compared)

^v Significantly lower than total (excluding the sub-group compared)

Construction impacts – by age group and length of time lived in city centre

Respondents who have lived in the city centre for 10 years or longer were more likely than others to state they have been highly negatively impacted by *traffic from construction*, the *ability to walk and/or move easily around the city centre* and for all access-related options.

Net % High impact	Total sample (n=998)	25 or under (n=88)	25 to 39 (n=323)	40 to 54 (n=265)	55 to 64 (n=168)	65 and older (n=154)	Less than 2 years (n=209)	2 to 5 years (n=296)	5 to 10 years (n=252)	10 years or longer (n=241)
	%	%	%	%	%	%	%	%	%	%
Noise from construction	32	26	33	34	33	29	22 ^v	34	35	36
Traffic from construction	29	19	29	30	32	28	19 ^v	31	27	36 [^]
Dust from construction	26	14 ^v	27	29	32	21	19 ^v	27	31	23
Ability to walk / move easily around the city centre	25	15 ^v	23	33 [^]	24	22	14 ^v	24	26	34 [^]
Ability to access shops, restaurants, and entertainment	24	18	24	29	31 [^]	15	17 ^v	23	26	31 [^]
Ability for you and guests / service providers (e.g., tradespeople) to access your home	17	10	17	21 [^]	14	18	7 ^v	17	18	25 [^]
Access to public transport	15	15	16	16	13	11	9	15	15	20 [^]

Base: All respondents (n=998)

Q7. To what extent have the following (construction related) issues in the city centre negatively impacted your daily life in the past 12 months?

[^] Significantly higher than total (excluding the sub-group compared)

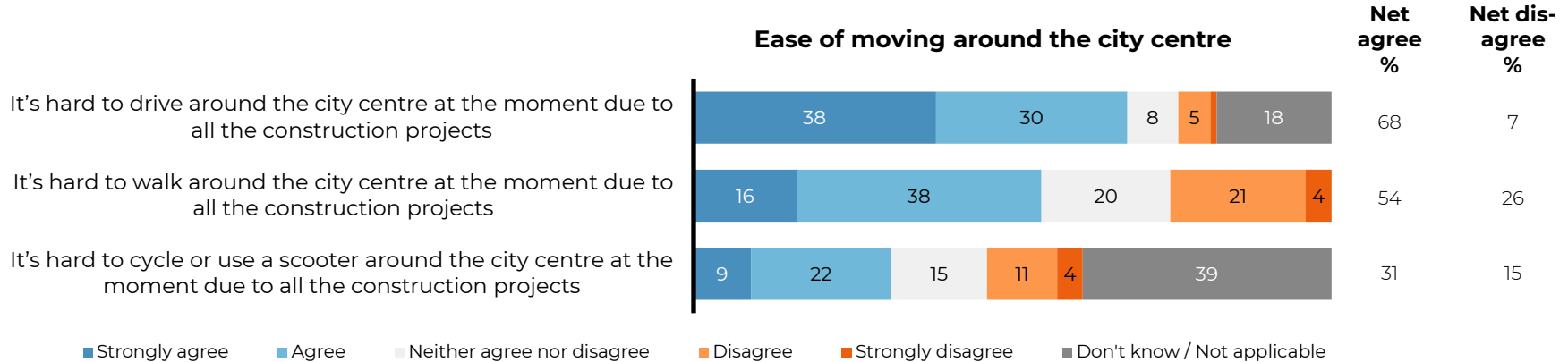
^v Significantly lower than total (excluding the sub-group compared)

Construction projects have had greater impact on ease of driving around the city centre than on walking or cycling

Two in three respondents (68%) agreed that it was hard to *drive around the city centre due to construction projects*. Only 7 per cent disagreed.

Views about the ease of *walking around the city centre* were mixed. Just over half (54%) agreed, while 26% disagreed.

A relatively large proportion (39%) responded 'don't know' when asked about the impacts of construction projects for *cycling and using a scooter*. However, almost a third (31%) agreed that it was hard, while 15% disagreed.



Base: All respondents (n=998)

Q8. To what extent do you agree or disagree with the following statements? It's hard to <...> around the city centre at the moment due to all the construction projects

Impact of construction on the ease of moving around the city centre – by zone, age group and length of time in city centre

Those living in Viaduct / Wynyard Quarter and Hobson Street / Victoria Park were more likely to agree it had been hard to drive around the city centre in the previous 12 months due to construction (78% and 75% respectively). Respondents in Hobson Street / Victoria Park were more likely than others to agree that it had been hard to walk around the city centre (63%).

Those aged 65 and older were more likely than others to agree that walking around the city centre is hard, while those under 25 (who tend to live in the University / Symonds Street zone) were less likely to agree (64% and 41% respectively). Residents in the 55 to 64 age group were most likely to agree that it is hard to drive in the city centre (73%).

Net % Agree	Total sample	Viaduct/ Wynyard Quarter	Down- town	Spark Arena / Anzac Ave	Hobson St / Victoria Park	Midto wn / Queen St	Univers ities / Symon ds St	Karanga hape Road / Greys Ave	25 or under	25 to 39	40 to 54	55 to 64	65 and older	Less than 2 years	2 to 5 years	5 to 10 years	10 years or longer
	(n=998)	(n=117)	(n=57)	(n=189)	(n=213)	(n=181)	(n=112)	(n=129)	(n=88)	(n=323)	(n=265)	(n=168)	(n=154)	(n=209)	(n=296)	(n=252)	(n=241)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Hard to drive around city centre	68	78 [^]	58	63	75 [^]	70	54 ^v	66	68	51 ^v	68	73 [^]	62	62	67	69	72
Hard to walk around city centre	54	59	61	48	63 [^]	51	45 ^v	51	41 ^v	50	58	54	64 [^]	44 ^v	51	60	61 [^]
Hard to cycle or use a scooter around city centre	31	34	30	29	36	28	29	28	32	31	35	31	21 ^v	31	31	29	32

Base: All respondents (n=998)

Q8. To what extent do you agree or disagree with the following statements? It's hard to <...> around the city centre at the moment due to all the construction projects.

[^] Significantly higher than total (excluding the sub-group compared)

^v Significantly lower than total (excluding the sub-group compared)



The pedestrian-friendly zones are the stand-out feature of newly constructed spaces

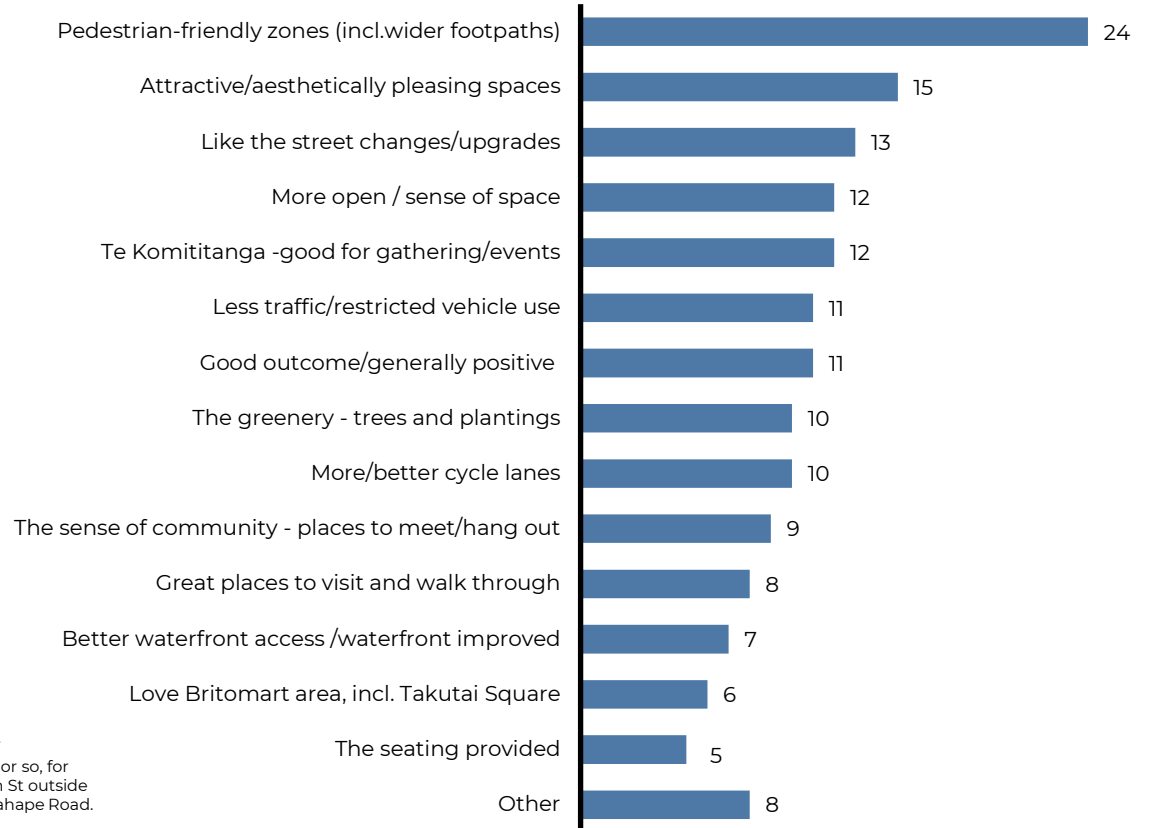
The majority of respondents (841, or 84%) provided a comment about the new spaces and completed projects, for example, the creation of Te Komititanga (the square at the bottom of Queen St outside Britomart), upgrades and changes to Quay St, Federal St South and Karangahape Road.

One in four (24%) of those who made a comment said they like the pedestrian friendly zones (including wider footpaths).

The open nature of the new spaces was appreciated, with 12 per cent specifically mentioning the value of Te Komititanga for gathering and events. Comments also suggested that these spaces will help generate a feeling of community (with new places to meet and ‘hang out’).

Base: All respondents (Those who answered) (n=841) 5% mentions or greater
 Q9. Several large-scale public projects have been completed in the last year or so, for example, the creation of Te Komititanga (the square at the bottom of Queen St outside Britomart), upgrades and changes to Quay St, Federal St South and Karangahape Road. What do you like about these new spaces and completed projects?

Aspects liked about new spaces and completed projects (%)





For some, long completion times have reduced the sense of excitement

There were some negative comments however, with some respondents commenting that the new spaces have been impacted negatively by noise and anti-social behaviours from people.

There was also a sense among some that the long completion times have reduced the sense of excitement.

Negative comments about new spaces and completed projects (%)



Base: All respondents (Those who have answered) (n=841) 5% mentions or greater Q9. Several large-scale public projects have been completed in the last year or so, for example, the creation of Te Kornititanga (the square at the bottom of Queen St outside Britomart), upgrades and changes to Quay St, Federal St South and Karangahape Road. What do you like about these new spaces and completed projects?

What people liked about new spaces and completed projects – by zone

Aspects liked about new spaces and completed projects	Total sample	Viaduct/ Wynard Quarter	Downtown	Spark Arena / Anzac Ave	Hobson St / Victoria Park	Midtown / Queen St	Universities / Symonds St	Karangahape Road / Greys Ave
	(n=841) %	(n=96) %	(n=48) %	(n=153) %	(n=185) %	(n=160) %	(n=93) %	(n=106) %
Pedestrian-friendly zones (including wider footpaths)	24	17	4	24	28	28	28	25
Attractive/aesthetically pleasing spaces	15	18	15	14	14	18	11	16
Like the street changes/upgrades	13	9	17	10	14	17	11	15
The sense of space/more open	12	13	10	12	12	14	16	9
Te Komititanga - good open space for gatherings/events	12	9	8	16	9	14	6	16
Less traffic/restricted vehicle use	11	10	0	10	12	13	16	7
Good outcome/generally positive about the changes	11	14	13	11	13	9	11	9
The greenery - trees and plantings	10	11	17	8	8	14	6	8
More/better cycle lanes	10	6	4	10	6	7	15	21
The sense of community - places to meet/hang out	9	14	4	13	7	9	10	7
Great places to visit and walk through	8	8	4	8	6	8	13	10
Improvements to the waterfront/ better waterfront access	7	7	17	8	3	8	8	3
Love the area around Britomart, including Takutai Square	6	2	10	7	7	4	3	6
The seating provided	5	5	4	7	5	9	1	0
Other	8	5	6	7	8	11	8	7

Base: All respondents (Those who answered) (n=841)

Q9. What do you like about these new spaces and completed projects?

What people like about new spaces and completed projects – by age group and time lived in city centre

Aspects liked about new spaces and completed projects	Total sample (n=841)	25 or under (n=72)	25 to 39 (n=259)	40 to 54 (n=233)	55 to 64 (n=144)	65 and older (n=133)	Less than 2 years (n=174)	2 to 5 years (n=243)	5 to 10 years (n=209)	10 years or longer (n=215)
	%	%	%	%	%	%	%	%	%	%
Pedestrian-friendly zones (including wider footpaths)	24	36 [^]	30	23	20	13	32 [^]	24	19	23
Attractive/aesthetically pleasing spaces	15	11	16	13	18	14	14	14	18	14
Like the street changes/upgrades	13	6	12	16	13	16	13	12	12	15
The sense of space/more open	12	13	10	14	15	12	15	12	8	15
Te Komititanga - good open space for gatherings/events	12	14	13	11	13	11	16	14	8	11
Less traffic/restricted vehicle use	11	26	13	10	6	5	20	12	4	9
Good outcome/generally positive about the changes	11	11	11	10	10	14	6	16	12	9
The greenery - trees and plantings	10	13	10	10	10	9	11	12	9	8
More/better cycle lanes	10	10	12	10	10	5	13	8	8	11
The sense of community - places to meet/hang out	9	17	11	7	9	7	14	9	6	9
Great places to visit and walk through	8	15	10	6	4	11	10	7	9	7
Improvements to the waterfront/ better waterfront access	7	0	7	6	8	10	5	7	8	7
Love the area around Britomart, including Takutai Square	6	7	4	5	6	8	2	6	6	8
The seating provided	5	6	5	3	4	8	5	5	5	4
Other	8	6	7	4	15	9	7	8	7	8

Base: All respondents (Those who answered) (n=841)

Q9. What do you like about these new spaces and completed projects?

Less positive comments about the new spaces and completed projects

There were some less positive themes in respondents' comments. Over one in ten respondents who left a comment remarked that the excitement has been diminished by the length of time it has taken to complete.

There were no significant differences by age or length of time lived in the city centre, with one exception – a higher proportion (11%) of those who had lived in the city centre for five to ten years commented that the excitement has been diminished by the length of time it has taken to complete, compared to other respondents.

Less positive comments about new spaces and completed projects	Total sample	Viaduct/ Wynard Quarter	Downtown	Spark Arena / Anzac Ave	Hobson St / Victoria Park	Midtown / Queen St	Universities / Symonds St	Karangahape Road / Greys Ave
	(n=841)	(n=117)	(n=57)	(n=189)	(n=213)	(n=181)	(n=112)	(n=129)
	%	%	%	%	%	%	%	%
Let down by prevalence of crime/people who make me feel uncomfortable/noise/anti-social behaviour	13	5	29	12	14	14	12	12
Still looks/feels unfinished/too much ongoing construction	10	17	17	9	11	11	6	5
Further improvements are necessary	9	3	13	10	8	8	9	14
The excitement has been diminished by the length of time it has taken to complete	7	18	4	5	7	7	3	5
The spaces are bland/uninteresting/just like any other city	5	6	8	5	4	6	2	6
No car access/parking will make it difficult for residents and visitors alike	5	2	6	4	8	4	3	5

Base: All respondents (Those who have answered) (n=841)

Q9. What do you like about these new spaces and completed projects?

What people say about large-scale public projects completed recently

Love the cycle lanes on Karangahape - also fixing century old piping at the same time and installing plants and art. Great improvement to my neighbourhood.

Female, 35-39, Karangahape Rd / Greys Ave, 10+ years

All of these spaces make me excited about the future of Auckland Central, the council needs to continue to prioritise and invest in making the city centre for people - not for cars. The more we have a green, pedestrian friendly city centre the better!

Male, 20-24, Hobson St / Victoria Park, 2-5 years

I like that they're pedestrian friendly, they're fresh and modern but also respect the past and Māori culture. I hope they'll encourage more people to come into the city and lead to further investment in the city and public spaces.

They're a nice place to show visitors and make Auckland feel like an international, world class city. I hope they're maintained by Council / AT effectively,

Male, 25-29, Hobson St / Victoria Park, 1-2 years

They create a sense of community and provide public spaces to socialise that give the city soul and vibrancy. If apartment living is the future for Auckland, let's look to international cities (while creating something uniquely kiwi). All the best international cities have public spaces like squares, parks, pedestrian streets where public life can happen. It's a fantastic move away from sterile office buildings and car designed streets.

Male, 25-29, Spark Arena / Anzac Ave, 1-2 years

Projects like these put a fresh new face on Auckland city which is hopefully of a vibrant, modern, current city that will go on to encourage tourism to our city.

Male, 50-54, Spark Arena / Anzac Ave, 10+ years

Te Komititanga feels like a proper gathering place and it always has a nice vibe. Changes to quay street by the ferry terminal are fantastic, love the bike path and how well it used (though not all the glass) Karangahape road bike path very great - feel very safe from cars as a cyclist - pedestrians and glass the only problems!

Female, 25-29, Spark Arena / Anzac Ave, <1 year

What people say about large-scale public projects completed recently

I have been a long-time resident of the city centre, it used to be safe and vibrant. However, in the last five years, there are more and more homeless people around, and some dodgy people around. Queen street now looks deserted and sad.

Female, 40-44, Spark Arena / Anzac Ave, 10+ years

A waste of rates payers' money. Spend the money on security and make people feel safe rather than opportunities for crime to happen. Te Komititanga after dark is unsafe, without security. The crime rate, delinquent, ram raids, rough sleepers in Queen St and the CBD further decreases any interests in coming into the CBD.

Female, 65-69, Midtown / Queen St, 5-10 years

Although my own children are now a bit too old to appreciate a proper children's playground downtown, this is something that is missing from the city centre and would make the city more family friendly. Given many new parents are priced out of traditional family homes, they are resorting to purchasing an apartment as a first home. Providing safe, clean and modern public infrastructure where kids can play will help young families considering the CBD to raise a child.

Male, 45-49, Spark Arena / Anzac Ave, 10+ years

There's not really enough green space. They're pretty and they have some nice art installations that are very important for the community, but they're still just concrete squares. They get very hot and exposed in summer. The gentrification of a lot of spaces has also driven local homeless people from these areas and forced them all into one or two streets (mainly on Victoria St and Elliot St), which is not safe for them or for other people as there are A LOT of fights now.

Female, 20-24, Midtown / Queen St, 1-2 years

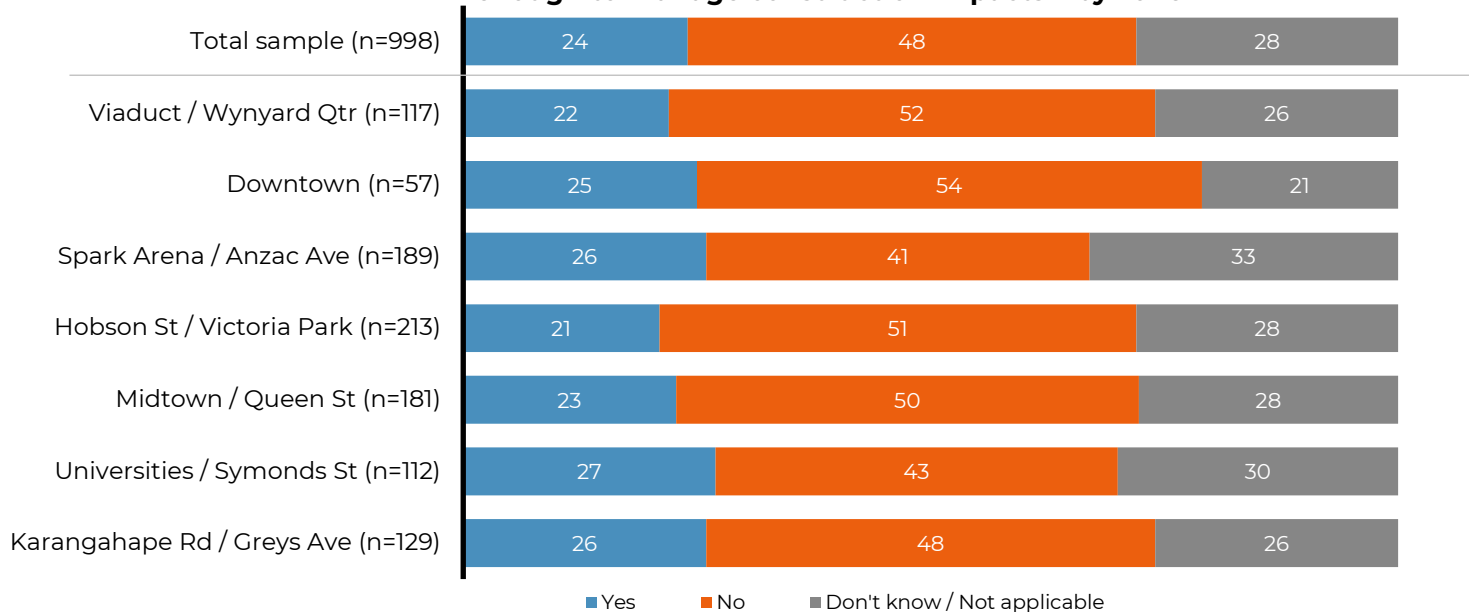
I appreciate the investment in spaces for human beings, as well as limiting access for cars. The quality of the projects is impressive and is to be commended. HOWEVER, many of us are disappointed that more greenery was not included in the Te Komititanga, and Karangahape Road redevelopments. Further, the lack of maintenance of greenery on K Road has been disappointing. Kiwis loves trees, they are the simplest way to make these new spaces more people friendly.

Gender not specified, 35-39, Universities / Symonds St, 2-5 years

Almost half (48%) think that Auckland Council and the construction companies are not doing enough to manage the impacts of construction. One in four (24%) consider enough is being done.

It is worth noting that relatively a large proportion of respondents (28%) stated they did not know, or found the question not applicable. There were no significant differences in opinion across the city centre zones.

Whether Auckland Council and construction companies are doing enough to manage construction impacts – by zone

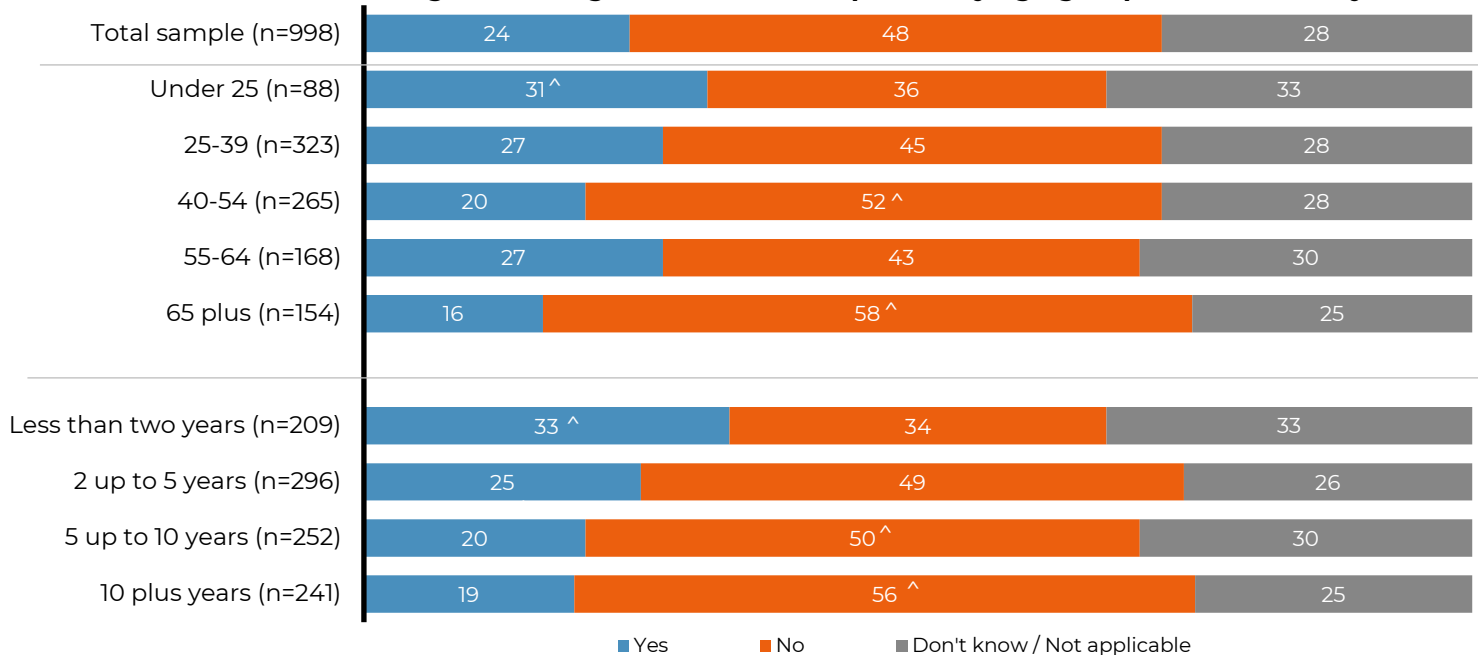


Base: All respondents (n=998)

Q10. Overall, do you think enough is being done by Auckland Council and construction companies to manage the impacts of construction for local residents?

Younger people and those who have lived in the city centre less than two years were more likely to think that enough is being done to manage the impacts of construction for local residents

Whether Auckland Council and construction companies are doing enough to manage construction impacts – by age group and time in city



Base: All respondents (n=998)

Q10. Overall, do you think enough is being done by Auckland Council and construction companies to manage the impacts of construction for local residents?

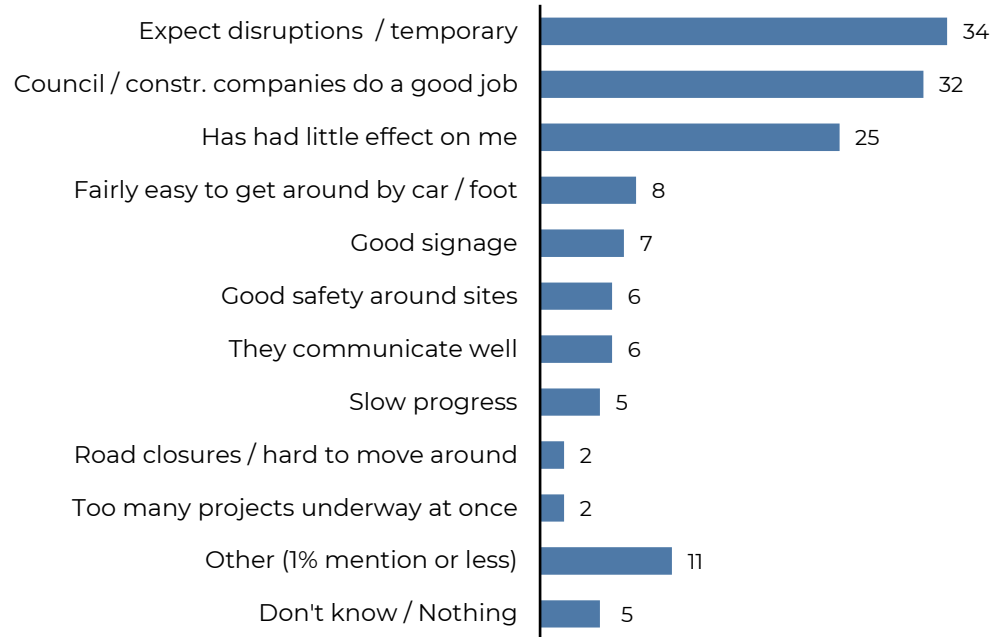
Those who consider Auckland Council and construction companies are doing enough accept that temporary disruption is to be expected with construction works

Those who considered that the council and construction companies are doing enough said they expect there to be disruptions and that these are likely to only be temporary (34%). They commented about starting to see the benefits of the construction work.

One in three (32%) also reiterated that both groups are doing a good job. Positive comment was made about the quality of signage (7%) and site safety (6%), and that communication is helpful (6%).

One in four (25%) commented that the construction has had little impact on them.

Main reasons for thinking council and construction companies are doing enough (%)



Base: All respondents (Those who think Auckland Council and construction companies are doing enough (n=204)
Mentions of 2% or more
Q11. And why do you say that?

Multiple reasons for considering Auckland Council and construction companies are not doing enough to manage the impacts of construction on local residents

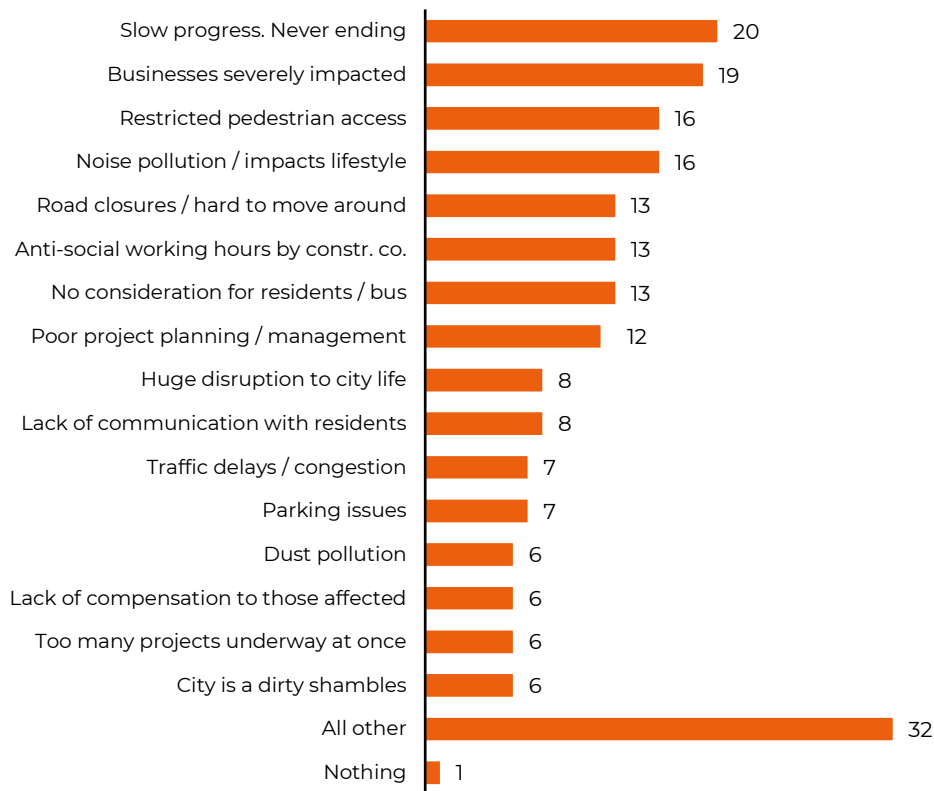
Several reasons were given in respondents' open-ended comments related to why they felt Auckland Council and construction companies are not doing enough to manage the impacts of construction for local residents.

A lack of progress (20%) and severe impacts on businesses (19%) were the top two reasons given. There is a feeling among some that there has been little, or no, consideration given to the needs of residents and/or businesses (13%).

Sixteen per cent commented on issues relating to restricted pedestrian access, while 7 per cent mentioned traffic congestion and delays and/or parking issues.

Sixteen per cent commented on the impacts of noise pollution on them. Some commented specifically on what they felt were anti-social working hours by construction companies (13%).

Main reasons for thinking council and construction companies are not doing enough (%)



Base: All respondents (Those who think they are not doing enough (n=433)
Mentions of 6% or more
Q11. And why do you say that?

Examples of positive comments about efforts by Auckland Council and construction companies to manage the impacts of construction for local residents

Moving in to the Wynyard 4.5 years ago... you have to accept that here will be building around you. Frankly I think our construction companies are doing a good job of minimising impacts and keeping community informed.

Male, 65-69, Viaduct / Wynyard Quarter, 2-5 years

Some degree of temporary inconvenience is unavoidable. I feel like it hasn't been disruptive to me to a problematic extent, and the areas that have been completed (e.g., Quay St) show that it is worthwhile.

Male, 40-44, Spark Arena / Anzac Ave, 5-10 years

While there was noise and construction immediately outside my apartment for a few months it seemed to be worked on quickly, I don't think there is anything that could have been done to minimise the noise, it was just unfortunately a noisy project

Female, 30-34, Karangahape Rd / Greys Ave, 2-5 years

My life has not been severely impacted by the construction, so the problems that construction comes with are being adequately managed.

Gender not specified, 20-24, Karangahape Rd / Greys Ave, 2-5 years

I have not personally been affected. Noise pollution and road closures etc are a small price to pay for living downtown and is to be expected. However, I have read about small businesses being adversely affected by projects such as the CRL and wonder if enough is being done to support them.

Male, 55-59, Midtown / Queen St, <1 year

Currently, there are a few managed projects going on in the city right now. Sure, it is an inconvenience at times but, it's only temporary, and as long as there is an open line of communication between Auckland Council, the business owners / operators, and the general public that use daily, or reside in Auckland CBD, there would be absolute chaos (which there isn't) and that is thanks to the Council and Construction companies managing the changes to our city well.

Male, 50-54, Spark Arena / Anzac Ave, 10+ years

Examples of negative comments by respondents about efforts by Auckland Council and construction companies to manage the impacts of construction for local residents

No communication with residents. Constant project delays. Dirt and dust is very bad for residents. Constant traffic disruption for those of us that need to drive to schools for pickups etc.

Female, 40-44, Midtown / Queen St, 10+ years

Construction delays, poor planning, no insight into how people live in the city, are all pretty clear limitations of the council's ability to change the city and manage construction and large projects.

Male, 25-29, Universities / Symonds St, 10+ years

There seems to be what feels like endless disruption, mess, dust, unpredictable access - change or one way to and from - cones, cones and more cones - work seems to be done and redone - it's incredibly difficult to understand the intention and full picture and it seems endless money spent and sometimes wasted.

Female, 50-54, Viaduct / Wynyard Quarter, 1-2 years

Some of the road/parking closures are excessive in size and also in their duration. The construction companies should be forced to justify keeping restrictions in place rather than given blanket approval until the project is finished and open for business.

Male, 50-54, Viaduct / Wynyard Quarter, 10+ years

It has been extremely inconvenient, the noise is unbearable, parking impossible, we haven't been able to take our car on several occasions due to the blockage of the street. Changes all the time.

Female, 40-44, Karangahape Rd / Greys Ave, 2-5 years

Lack of consultation with residents. Consents that allow anti-social work hours i.e. 6:00am till 11pm.

Male, 50-59, Viaduct / Wynyard Quarter, 2-5 years

There could be greater consideration for alternative pathways or routes in the city centre.

Male, 25-29, Hobson St / Victoria Park, 5-10 years



8. Impacts of Covid-19



The impacts of Covid-19 for city centre living have been largely negative

Respondents were asked to comment on how Covid-19 and associated restrictions had impacted their experience of living in the city centre in the previous 12 months.

The majority of respondents (892, or 89%) provided a comment.

The greatest impact for city centre residents came from business and/or shop closures or reduced operating hours, mentioned by nearly one in four (23%).

Around one in five (18%) talked of increasing numbers of people in the city centre around whom they felt uncomfortable (including mentions of rough sleepers, beggars, gang members, drug dealers and/or addicts). A similar proportion (16%) talked of increased violence, anti-social behaviour and crime in the city centre.

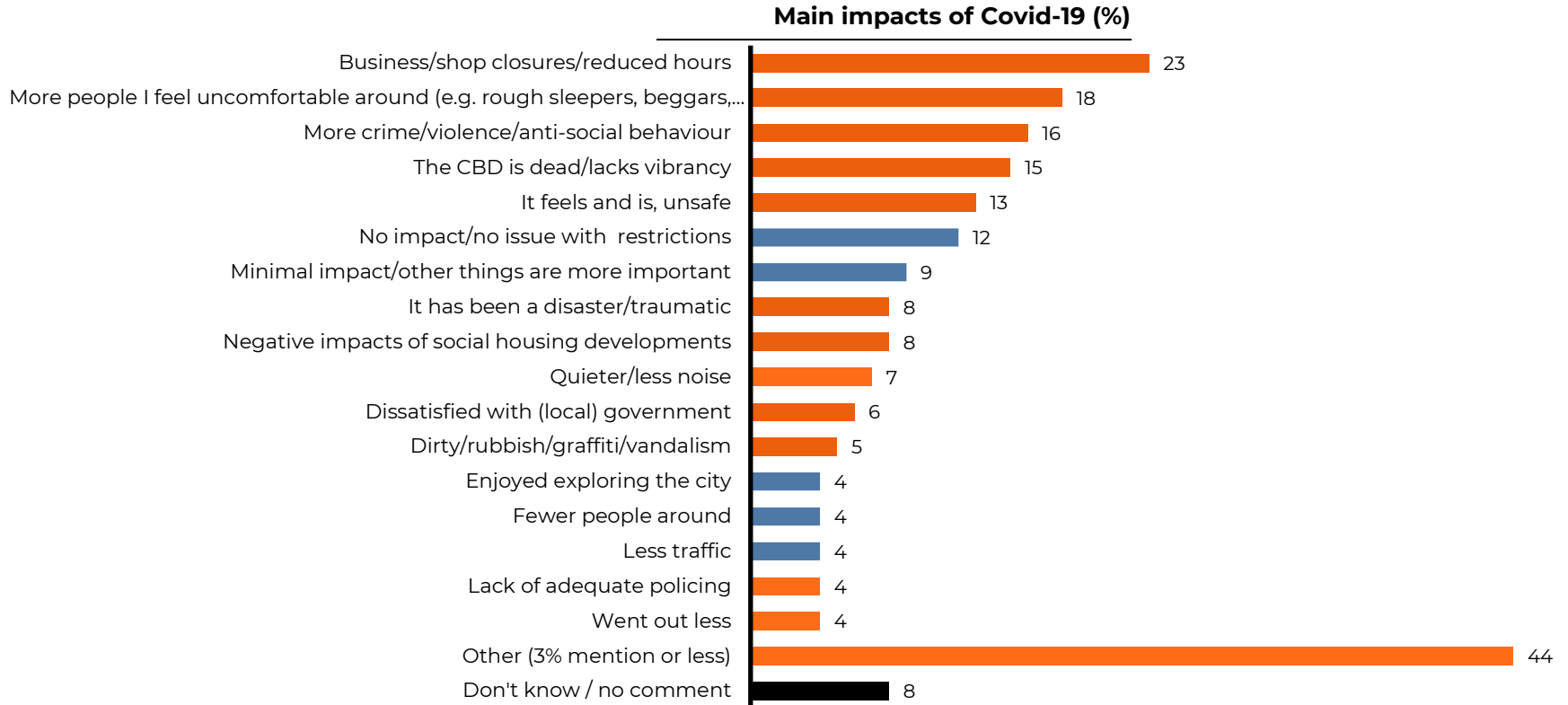
A third theme was the living environment, with mentions of the city centre feeling dead (15%) and looking and feeling run down (increased rubbish, graffiti and vandalism evident).

A smaller proportion (7%) commented that the city centre has been quieter (a positive for some, but a sign of a less vibrant centre for others). Some also noted reduced anti-social behaviours during lockdown.

Refer to chart on next page. The blue bars imply a positive theme, and the orange bars a negative theme.

People may have expressed both positive and negative themes in their comments.

The impacts of COVID-19 for city centre living were largely negative



Base: All respondents (those who have answered) (n=892)

Q13. In the last 12 months (since August 2021) how has COVID-19 and associated restrictions impacted your experience of living in the city centre?

Examples of positive comments about the impact of COVID-19 in previous year

I went to Victoria Park much more often in the August-November lockdown 2021 because it's an open space to be able to exercise which was important during those times. It made me realise how important spaces like that are in the city.

Female, 20-24, Hobson St / Victoria Park, 2-5 years

The lifting of restrictions has been good for the CBD. The last year with Covid and restrictions hasn't impacted my experience of living in the CBD too much as retail and hospitality have been open unlike with lockdowns. I hope the CBD can start to rebuild with getting the public back into the city by tidying up Queen Street. It is sad to see what Queen Street has become with the homeless on the streets etc.

Female, 40-44, Spark Arena / Anzac Ave, 5-10 years

It has been a positive experience for me. Less traffic, noise and people were about, although I'm sure that's not really great for the city centre economically. Generally enjoyed having the feeling of having the city all to myself..

Female, 45-49, Hobson St / Victoria Park, 10+ years

It has been pleasant and much safer without cars! It was a positive experience given a lot of amenities were close by and the area I live in give me the advantage to walk to downtown, Grafton or Ponsonby.

Female, 25-29, Karangahape Rd / Greys Ave, 2-5 years

It was much quieter during the lockdowns, especially with nightclubs closed. Disorderly night-time behaviour also decreased during this time, less mess in the weekend mornings to clean up too.

Female, 30-34, Karangahape Rd / Greys Ave, 5-10 years

Base: All respondents (Those who have answered): n=892

Q13: In the last 12 months (since August 2021) how has Covid-19 and associated restrictions impacted your experience of living in the city centre?

Examples of negative comments about the impact of Covid-19 in previous year

That was a challenging 12 months and the city itself was just a weird 'haunted' place. I enjoyed less traffic and being able to walk the Pink Path without car noise and pollution, but a city needs people and cafes and restaurants and bars.

Male, 55-59, Karangahape Rd / Greys Ave, 2-5 years

The demographic of the central city seems like it's changed, and there seem to be many more rough sleepers/emergency housing tenants in my neighbourhood (this is ok, they need to live somewhere!) but it has made things a little unpredictable on the street and I can imagine some people feel uncomfortable. I feel lucky that most places I go for entertainment or dining survived the pandemic.

Male, 45-49, Karangahape Rd / Greys Ave, 2-5 years

Our local businesses have shut down and the ones who've remained open have had to hike their prices astronomically, our buses have been cancelled at alarming rates, vagrancy has skyrocketed everywhere you look, violence further downtown and mid-city has escalated, as well as extreme anti-social behaviour on the streets and on buses (nearly every red citylink bus had an incident).

Male, 35-39, Karangahape Rd / Greys Ave, 2-5 years

It was harder to get out in nature as there are fewer parks and less policing of the central city parks meant I felt unsafe to walk around even in the early afternoon sometimes.

Female, 30-34, Hobson St / Victoria Park, 2-5 years

Reduced business hours. Increased in crime. Further reduction in businesses operation (insolvency). Feeling unsafe of going out during the daytime. Mental wellbeing & health impact due to reduced exercise - fear of crime rates..

Male, 65-69, Midtown / Queen St, 5-10 years

Loved the peace and quiet without all the traffic. Less pollution, you could smell a difference. Wish we had electric buses as they cause so many fumes! The city was lovely without them. Unfortunately, homelessness skyrocketed due to the pandemic. My building became home to a lot of social housing. These apartments are cramped, depressing and lack several basic amenities. It's basically become a slum full of gang members. Robberies, rubbish and domestic violence have become major issues right in front of my eyes.

Female, 25-29, Hobson St / Victoria Park, 5-10 years

Significantly, the increase in people working from home means that we've lost the critical mass in the city to ensure business viability and safety. There's been no focus on the residents of the city centre and attracting more to the city, more needs to be done to attract and grow the resident base to provide a sustainable number of people moving around the city for it to thrive.

Male, 20-24, Hobson St / Victoria Park, 2-5 years



9. Improving the city centre

Suggestions on ways to improve the city centre

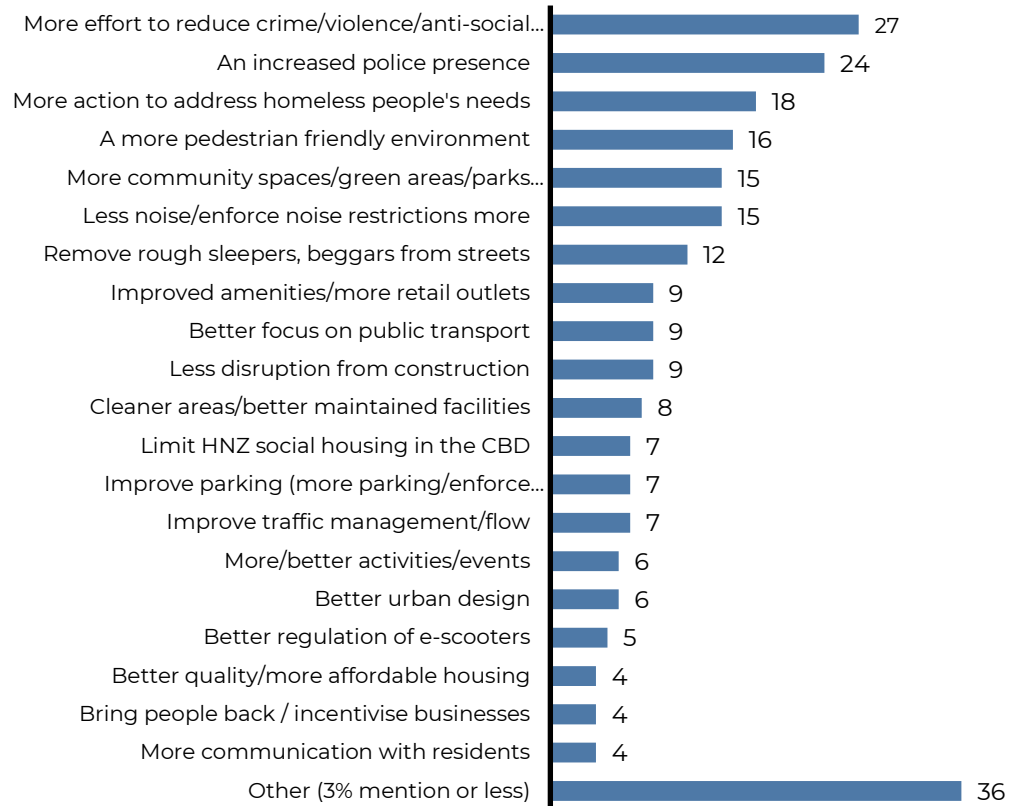
A large proportion (86%) made a suggestion regarding how to improve the city centre. Reflecting concerns expressed about increased anti-social behaviour, around a quarter of those who commented would like to see greater effort put into reducing crime and violence (27%) and an increased police presence (24%).

Management of noise is important, with 15 per cent calling for more noise control.

The physical living environment is an area of focus - 16% suggested more pedestrian friendly spaces while 15% suggested more community spaces and green areas, etc. Greater focus on cleanliness and facility maintenance (8%) was also suggested.

Comment was also made by some about finding alternative housing options for rough sleepers and people begging (12%). Increased social housing in the city centre is believed to have contributed to this issue.

Main suggestions for improving the city centre for residents (%)



Base: All respondents (Those who commented) (n=866)

Q17. Do you have any comments or suggestions about ways in which the city centre can be improved for residents?

Suggestions for improving city centre – by zone

Suggestions to improve the city centre	Total sample	Viaduct/ Wynard Quarter	Downtown	Spark Arena / Anzac Ave	Hobson St / Victoria Park	Midtown / Queen St	Universities / Symonds St	Karangahape Road / Greys Ave
	(n=866) %	(n=104) %	(n=52) %	(n=160) %	(n=183) %	(n=158) %	(n=95) %	(n=114) %
More effort put into the reduction of crime/violence/anti-social behaviour	27	26	37	26	30	26	23	23
An increased police presence	24	25	35	23	32	26	16	12
More action to address the needs of the homeless	18	16	21	16	19	15	23	17
A more pedestrian friendly environment	16	13	8	14	16	16	20	22
More community spaces/green areas/parks/playgrounds	15	11	8	13	14	21	19	17
Less noise/better enforcement of noise restrictions	15	19	23	14	13	18	13	11
Remove rough sleepers, beggars from streets	12	8	8	12	13	14	12	11
Improved amenities/more retail outlets	9	6	8	9	10	14	6	11
A better focus on public transport	9	6	4	14	11	8	13	4
Less disruption from construction	9	13	10	6	13	8	5	10
Cleaner areas/better maintained facilities	8	8	8	6	9	12	11	5
Limit HNZ social housing in the CBD	7	3	8	12	8	4	6	6
Improve parking (more parking/enforce regulations)	7	8	6	6	6	12	4	4
Improve traffic management/flow	7	7	6	6	10	8	1	10
More/better activities/events	6	6	0	8	3	9	11	4
Better urban design	6	7	4	3	5	9	4	5
Better regulation of e-scooters	5	11	8	3	4	3	4	6

Base: All respondents (Those who answered) (n=866)

5% mention or more

Q17. Do you have any comments or suggestions about ways in which the city centre can be improved for residents?

Suggestions for improving city centre – by age group and length of time lived in city centre

Suggestions to improve the city centre	Total sample (n=866) %	25 or under (n=70) %	25 to 39 (n=276) %	40 to 54 (n=234) %	55 to 64 (n=151) %	65 and older (n=135) %	Less than 2 years (n=176) %	2 to 5 years (n=256) %	5 to 10 years (n=214) %	10 years or longer (n=220) %
More effort put into the reduction of crime/violence/anti-social behaviour	27	30	27	28	26	23	26	28	29	25
An increased police presence	24	14	22	29	27	20	22	24	24	26
More action to address the needs of the homeless	18	20	21	20	15	9	22	14	20	16
A more pedestrian friendly environment	16	24	19	14	13	13	21	19	12	13
More community spaces/green areas/parks/playgrounds	15	33	14	17	13	9	22	15	10 ^v	15
Less noise/better enforcement of noise restrictions	15	16	13	15	14	21	13	17	15	15
Remove rough sleepers, beggars from streets	12	7	10	12	16	13	13	13	11	10
Improved amenities/more retail outlets	9	10	12	8	9	7	9	10	6	14
A better focus on public transport	9	16	12	6	9	7	13	8	9	8
Less disruption from construction	9	3	8	11	9	14	5	10	11	11
Cleaner areas/better maintained facilities	8	11	4	11	13	6	10	9	7	8
Limit HNZ social housing in the CBD	7	1	8	10	5	4	2	6	14	5
Improve parking (more parking/enforce regulations)	7	3	7	9	7	4	6	7	8	6
Improve traffic management/flow	7	4	6	9	11	5	7	9	5	8
More/better activities/events	6	7	7	5	9	3	7	7	5	5
Better urban design	6	6	4	5	5	10	5	4	7	6
Better regulation of e-scooters	5	1	1	3	6	15	2	4	7	6

Base: All respondents (Those who answered) (n=866)

5% mention or more

© Q17. Do you have any comments or suggestions about ways in which the city centre can be improved for residents?

Examples of comments regarding ways to improve the city centre

Better police presence in the city centre to discourage unsociable behaviour. Ensure there is safe pedestrian access around the city. Continue the transformation in a manageable fashion.

Female, 65-69, Spark Arena / Anzac Ave, 5-10 years

Cracking down on graffiti would be a good place to start, to just improve the overall appearance of the city and make it an appealing place for people to start visiting again.

Female, 20-24 Universities / Symonds St, 2-5 years

Please make some effort to clean the streets. Please find shelters for the homeless. Please make Auckland safe. Stop making those cosmetic changes around the city, please save the money for meaningful projects..

Male, 45-49, Universities / Symonds St, 2-5 years

Yes!!! Make it safe and, cleaner. Add a playground to Mahuhu Crescent Park - there are so many children in the area, with nowhere to play! Deal with the homelessness and poverty, to keep people off the streets. Pedestrianise even more! And in the far future, move the port as it brings in a lot of pollution and noise.

Female, 40-44, Spark Arena / Anzac Ave, 10+ years

Make it pedestrian friendly and don't let cars etc. park in places like Fort St to spoil that and ensure cars travel very slowly and that pedestrians have right of way. Make Queen St into a pedestrian environment. Keep cars etc. out. More public spaces, greenery, parks, trees, sunlight drenched places. Ban noisy cars from city. Improve air and noise pollution for residents..

Female, 70-74, Midtown / Queen St, 10+ years

Stop putting thousands of social housing tenants in the CBD. My apartment building and many others who've I've spoken to have issue that they cause 90% of the problems in apartment buildings. Vandalism of common property, intimidation in your own building in common areas, drug use and break-ins

Male, 50-54, Hobson St / Victoria Park, 10+ years

More police and crime prevention is needed. The city is really unsafe. My partner hates it when she has to come home late because she feels unsafe. Stop creating more pedestrian zones. There is already too much construction happening and there is already more than enough space for pedestrians. The new spaces are quickly occupied by beggars and gang members making them undesirable to be in anyway..

Male, 30-34, Midtown / Queen St, 2-5 years

Take a stand on the behaviour of the increasingly unsavoury people just hanging around everywhere. They are menacing. Put more effort into the basics like keeping the streets clean and tidy. Stop trying to get us out of cars. It's not viable given the weather conditions that dominate our city-essentially pouring with rain so much. Get the traffic flowing better not making it so slow that it jams everything up. Make parking cheaper and more accessible so people can easily come into the centre from all over Auckland in their cars if they prefer. Public transport is not an option for many. Have more police walking the street , possibly Māori Wardens. .

Gender not specified, 60-64, Hobson St / Victoria Park, 2-5 years

More police patrols. We noticed less police presence on the ground, and the unsavoury elements got worse and worse, getting more and more aggressive. Housing first initiatives to get people who need assistance off the streets and into secure housing. Investing money into big events, both day and night time events, to lure people back into the CBD, including providing security. Doing days with free parking and public transport to and from the CBD, to encourage visitors..

Female, 30-34, Midtown / Queen St, 2-5 years

More support for the homeless and more noise control solutions.

Male, 20-24, Universities / Symonds St, 1-2 years

More family friendly pockets safely positioned away from the likes of K' Rd and Viaduct.

Male, 45-49 Spark Arena / Anzac Ave, 10+ years

Base: All respondents (Those who have answered): n=866
Q17: Do you have any comments or suggestions about ways in which the city centre can be improved for residents?



Appendix 1: Sample profile

Sample profile

Gender %

Male	52
Female	43
Another gender	1
Prefer not to say	4

Whether transgender %

Yes	1
No	94
Unsure	1
Prefer not to say	3

Sexuality %

Heterosexual / Straight	71
Gay or lesbian	10
Bisexual	5
Other	4
Prefer not to say	10
Not answered	1

Age group %

Under 20 years	2
20-24	7
25-29	9
30-34	12
35-39	11
40-44	10
45-49	9
50-54	8
55-59	8
60-64	8
65-69	7
70-74	5
75 years and over	4

Zone %

Viaduct / Wynyard Quarter	12
Downtown	6
Spark Arena / Anzac Ave	19
Hobson St / Victoria Park	21
Midtown / Queen St	18
Universities / Symonds St	11
Karangahape Road / Greys Ave	13

Length of time lived in city centre

Less than one year	8
1 up to 2 years	13
2 up to 5 years	30
5 up to 10 years	25
10 years or more	24

Base: All respondents n=998

Profile: Ethnicity, household ownership, household composition and difficulty in doing certain activities

Ethnicity *	%
New Zealand European	59
Chinese	11
Other European	11
Māori	5
Indian	4
Other Asian	4
Filipino	3
Korean	2
Samoan	1
Cook Islands Māori	1
Other	4

* Respondents could select more than one option.

Difficulty in doing certain activities (%)	
NET No difficulty with any activity	64
NET Any difficulty with activities	34
NET Any disability (a lot of difficulty/ cannot do at all)	5

Household composition *	(%)
Live alone	26
Live with friends/flatting	11
Live with parents	2
Live with partner	48
Live with a partner and child/ren aged 16 years or under	7
Live with a partner and child/ren live with you some of the time (e.g. shared custody)	1
Single parent with shared parental responsibilities	1
Single parent with full parental responsibilities	1
Live with an adult person/s you help to care for	1
Live with a partner, child/ren, and adult person/s you help to care for	1
Live with extended family	1
Other	4

* Respondents could select more than one option, except if they lived alone.

Home ownership	(%)
I personally or jointly own it with a mortgage	24
I personally or jointly own it without a mortgage	21
A family trust owns it	7
Parents / other family members or partner own it	6
A private landlord who is NOT related to me owns it	36
Kainga Ora (Housing New Zealand) owns it	1
Don't know	1
Prefer not to say	5

Number living in household	(%)
1	27
2	53
3	13
4	4
5+	2

Sample distribution – household type by zone

Distribution of the final sample across the zones by household type was as follows.

Household type	Total sample	Viaduct/ Wynard Quarter	Downtown	Spark Arena / Anzac Ave	Hobson St / Victoria Park	Midtown / Queen St	Universities / Symonds St	Karangahape Road / Greys Ave
	(n=998) %	(n=117) %	(n=57) %	(n=189) %	(n=213) %	(n=181) %	(n=112) %	(n=129) %
Live with partner	48	71	47	51	43	47	39	39
Live alone	26	15	32	20	25	34	26	33
Live with friends / flatting	11	2	7	17	10	7	16	19
Live with a partner and child/ren aged 16 years or under	7	3	7	7	11	5	5	9
Live with parents	2	1	4	2	2	2	4	1
Other	10	9	5	6	16	8	15	4
Total mentions	104	101	102	103	107	103	105	105

Sample distribution – Time lived in city centre by age group

Distribution by time lived in the city centre for each age group was as follows.

	Total sample (n=998) %	25 or under (n=88) %	25 to 39 (n=323) %	40 to 54 (n=265) %	55 to 64 (n=168) %	65 and older (n=154) %
Time lived in city centre						
Less than 2 years	21	49	26	17	13	11
2 up to 5 years	30	42	35	22	32	21
5 up to 10 years	25	6	27	27	26	30
10 years plus	24	3	12	34	29	38



Appendix 2: Questionnaire

Auckland City Centre Residents Survey

Thank you for taking part in this important survey. It measures what life is like for you as an Auckland city centre resident. Your answers are confidential. The survey will take about 10 minutes to complete. Please answer all the questions and be as honest as you can in your responses.

INSTRUCTIONS FOR COMPLETING THE SURVEY				
You will need to circle an answer like this		Or like this.		
Please circle one answer		Please circle one answer for each statement		
Yes	1	Question...	1 2 3 4 5	
No	2	Question...	1 2 3 4 5	
When there is an instruction to go to a certain question, please circle the correct answer before going to the question as instructed		If you change your mind after circling a number, just cross it out and circle the correct number for your answer.		
Please circle one answer				
Yes	1 → Go to Q1			
No	2	1 2 3		

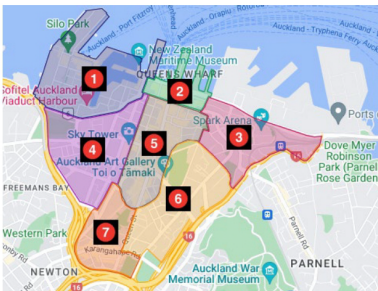
First a few questions about the area you live in.

Q1 What part of the Auckland city centre do you live in?

That is one of the 7 areas inside the boundaries shown on the map.

Please circle **one** answer

- | | |
|------------------------------------|---|
| Viaduct / Wynyard Quarter | 1 |
| Downtown | 2 |
| Spark Arena / Anzac Ave | 3 |
| Hobson St / Victoria Park | 4 |
| Midtown / Queen St | 5 |
| Universities / Symonds St | 6 |
| Karangahape Rd / Greys Ave | 7 |
| I don't live in any of these areas | 8 |



If you selected '8' unfortunately you are not eligible for this survey and you do not need to answer any more questions. Thank you for participating.

You can still enter the prize draw by filling in your details at Q26 and provide your name and details at Q27 if you are interested in participating in future research by Auckland Council.

After doing so, please return your survey in the pre-paid envelope.

Q2 How long have you lived in the city centre (either in your own home or elsewhere in the city centre)?

Please circle **one** answer

- | | |
|--------------------------------|---|
| Less than 1 year | 1 |
| 1 year to just under 2 years | 2 |
| 2 years to just under 5 years | 3 |
| 5 years to just under 10 years | 4 |
| 10 years or more | 5 |

Next, some questions about your experiences of living in the city centre.

Q3 Please tell us the main reasons you live in the Auckland city centre area (Please select all that apply).

Please select **all** that apply

- | | |
|--|----|
| It's close to my place of work | 1 |
| It's close to my place of study | 2 |
| I save time by not being in traffic | 3 |
| Housing is more affordable here than other parts of Auckland | 4 |
| Access to shops and restaurants | 5 |
| Close to entertainment options | 6 |
| There are a mix of different cultures | 8 |
| There are opportunities to meet people and to socialise | 9 |
| The sense of energy / vibrancy | 10 |
| I don't need a car | 11 |
| Other (please specify) | 12 |

Q4 To what extent do you agree or disagree with the following statements...

Please circle one answer for each statement

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know / Not applicable
The city centre is pedestrian friendly	1	2	3	4	5	6
The city centre is a good place to bring up children	1	2	3	4	5	6
There is a feeling of community in the city centre	1	2	3	4	5	6
A feeling of community is important to me	1	2	3	4	5	6
There are enough plants, trees and green spaces in the city centre	1	2	3	4	5	6
It is affordable to live in the city centre	1	2	3	4	5	6
I feel optimistic about the future of the city centre	1	2	3	4	5	6
I feel excited by the changes planned for the city centre	1	2	3	4	5	6
The city centre has all the services and amenities I need	1	2	3	4	5	6
There are enough green spaces (e.g. parks, gardens, playgrounds) in the city centre to spend time or socialise in	1	2	3	4	5	6
There are attractive events and activities happening in the city centre	1	2	3	4	5	6
Social and housing services do a good job supporting people who live in the central city	1	2	3	4	5	6

Q5 Please rate how safe or unsafe you generally feel in the following situations.

Please circle one answer for each statement

	Very unsafe	A bit unsafe	Fairly safe	Safe	Very safe	Don't know / Not applicable
Queen Street during the day	1	2	3	4	5	6
Queen Street after dark	1	2	3	4	5	6
Karangahape Rd during the day	1	2	3	4	5	6
Karangahape Rd after dark	1	2	3	4	5	6
Aotea Square during the day	1	2	3	4	5	6
Aotea Square after dark	1	2	3	4	5	6
Freyberg Square during the day	1	2	3	4	5	6
Freyberg Square after dark	1	2	3	4	5	6
Te Komititanga (outside Britomart) during the day	1	2	3	4	5	6
Te Komititanga (outside Britomart) after dark	1	2	3	4	5	6
In your local area during the day	1	2	3	4	5	6
In your local area after dark	1	2	3	4	5	6

Q6 To what extent, if at all, has each of the following negatively impacted your experience of living in the city centre over the past 12 months?

Please circle one answer for each statement

	No impact at all	Slight negative impact	Moderate negative impact	Large negative impact	Extreme negative impact	Don't know / Not applicable
Vandalism, such as graffiti or tagging, or broken windows in shops and public buildings	1	2	3	4	5	6
Dangerous driving, including drink driving and speeding	1	2	3	4	5	6
Traffic congestion	1	2	3	4	5	6
Blocked or closed footpaths	1	2	3	4	5	6
Air pollution	1	2	3	4	5	6
Noise pollution	1	2	3	4	5	6
People begging on the street	1	2	3	4	5	6
People sleeping rough on the streets / in vehicles	1	2	3	4	5	6

	No impact at all	Slight negative impact	Moderate negative impact	Large negative impact	Extreme negative impact	Don't know / Not applicable
Racism or discrimination towards you or members of the public	1	2	3	4	5	6
Theft of belongings / break-in	1	2	3	4	5	6
Aggressive, unpredictable or confused behaviour towards you or a member of the public	1	2	3	4	5	6

Q7 There is a lot of major road and building construction happening in the city centre at the moment. The city centre will be better for everyone when construction is completed. However, we know it can be disruptive for residents and we want to know how much it is affecting you so that we can identify possible ways to mitigate the impacts.

To what extent have the following issues in the city centre negatively impacted your daily life in the past 12 months?

Please circle one answer for each statement

	No impact at all	Slight negative impact	Moderate negative impact	Large negative impact	Extreme negative impact	Don't know / Not applicable
Noise from construction	1	2	3	4	5	6
Traffic from construction	1	2	3	4	5	6
Dust from construction	1	2	3	4	5	6
Ability to access shops, restaurants, and entertainment	1	2	3	4	5	6
Ability for you and guests / service providers (e.g., tradespeople) to access your home	1	2	3	4	5	6
Ability to walk / move easily around the city centre	1	2	3	4	5	6
Access to public transport	1	2	3	4	5	6

Q8 To what extent do you agree or disagree with the following statements?

Please circle one answer for each statement

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know / Not applicable
It's hard to walk around the city centre at the moment due to all the construction projects	1	2	3	4	5	6
It's hard to drive around the city centre at the moment due to all the construction projects	1	2	3	4	5	6
It's hard to cycle or use a scooter around the city centre at the moment due to all the construction projects	1	2	3	4	5	6

Q9 Several large-scale public projects have been completed in the last year or so, for example, the creation of Te Komititanga (the square at the bottom of Queen St outside Britomart), upgrades and changes to Quay St, Federal St South and Karangahape Road. What do you like about these new spaces, or any other recently completed projects in the city centre?

Please tell us in your own words below.

Q10 Overall, do you think enough is being done by Auckland Council and construction companies to manage the impacts of construction for local residents?

Please circle one answer

Yes	1
No	2
Not sure	3

Q11 Why do you say that?

Q12 In the last 12 months (since August 2021) how has COVID-19 and associated restrictions impacted your experience of living in the city centre?

Q13 Overall, how much do you like or dislike living in the Auckland city centre these days?

Please circle **one** answer

I dislike it a lot	1
I dislike it a little	2
I neither like nor dislike it	3
I like it a little	4
I like it a lot	5

Q14 Why do you say that?

Please tell us in your own words below.

Q15 How likely is it that you will still be living in the Auckland city centre in the next 12 months?

Please circle **one** answer

Very unlikely	1
Unlikely	2
Neither likely nor unlikely	3
Likely	4
Very likely	5
Don't know	6

Q16 Do you have any comments or suggestions about ways in which the city centre can be improved for residents?

Finally we have some questions about you. We ask these questions to make sure that we are hearing from a wide range of people representative of different groups in society. Please answer as honestly as you can.

Q17 Which of the following age groups do you belong to?

Please circle **one** answer

Less than 18 years	1	45-49 years	8
18-19 years	2	50-54 years	9
20-24 years	3	55-59 years	10
25-29 years	4	60-64 years	11
30-34 years	5	65-69 years	12
35-39 years	6	70-74 years	13
40-44 years	7	75 years and over	14

Q18 Which ethnic groups do you belong to?

Please select **all** that apply

New Zealand European	1	Other Asian (please specify)	11
Māori	2		
Samoa	3		
Tongan	4	Other European (please specify)	12
Cook Islands Māori	5		
Niuean	6		
Chinese	7	Other (please specify)	13
Indian	8		
Korean	9		
Filipino	10	Prefer not to say	14

Q19 What is your gender?

Please circle **one** answer

Male	1
Female	2
Another gender	3
Prefer not to say	4

Q20 Do you consider yourself to be transgender?

Transgender is an umbrella term that refers to people whose gender is different to the sex they were assigned at birth. Other identities considered to fall under this umbrella can include non-binary, transsexual, takatapui, fa'afafine, genderqueer - and many more.

Please circle **one** answer

Yes	1
No	2
I don't know	3
Prefer not to say	4

Q21 Which of the following options best describes how you think about yourself?

Please circle **one** answer

Heterosexual or straight	1
Gay or lesbian	2
Bisexual	3
Other, please specify _____	4
I don't know	5
Prefer not to say	6

Q22 Do you have any long-term and persistent difficulty with any of the following activities?

Please circle **one** answer for each statement

	No difficulty	Some difficulty	A lot of difficulty	Cannot do at all	Prefer not to say
Seeing, even if wearing glasses	1	2	3	4	5
Hearing, even if using a hearing aid	1	2	3	4	5
Walking or climbing steps	1	2	3	4	5
Remembering or concentrating	1	2	3	4	5
Self-care, like washing all over or dressing	1	2	3	4	5
Communicating in your everyday language, understanding or being understood by others	1	2	3	4	5

Q23 Currently, how many people (including you) live in your household?

Please circle **one** answer

1	2	3	4	5	6	7	8	9	10	11+
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Q24 How would you best describe your household?

Please select **all** that apply

Live alone	1	Single parent with full parental responsibilities	8
Live with friends / flatting	2	Live with an adult person/s you help to care for	9
Live with parents	3	Live with a partner and adult person/s you help to care for	10
Live with partner	4	Live with a partner, child/ren, and adult person/s you help to care for	11
Live with a partner and child/ren aged 16 years or under	5	Live with extended family	12
Live with a partner and child/ren live with you some of the time (e.g. shared custody)	6	Other (please specify)	13
Single parent with shared parental responsibilities	7		

Q25 Who owns the home that you live in?Please circle one answer

I personally or jointly own it with a mortgage	1	Kāinga Ora (Housing New Zealand) owns it	6
I personally or jointly own it without a mortgage	2	Other State landlord (such as Department of Conservation, Ministry of Education) owns it	7
A family trust owns it	3	A social service agency or community housing provider (e.g. the Salvation Army, New Zealand Housing Foundation) owns it	8
Parents / other family members or partner own it	4	Don't know	9
A private landlord who is NOT related to me owns it	5	Prefer not to say	10

Q26 If you would like to enter the prize draw, please enter your contact details below, so that we can contact you if you are one of the prize draw winners.

Name:

Phone number:

Email address:

Q27 It is likely that Auckland Council will undertake further research with city centre residents about living in the city centre. Are you willing to provide your contact details so that Auckland Council (or a research company on their behalf) could contact you and invite you to take part in an in-depth focus group at a later date?**Please note that providing your contact details does not put you under any obligation to participate.**

If Yes, and you haven't provided your contact details at the previous question, please include below.

Name:

Phone number:

Email address:

Thank you for taking the time to complete this survey.**Please check that you have completed all pages of the questionnaire and then put the completed questionnaire in the Freepost envelope provided or any envelope (no stamp required) and post it to:**

FreePost Authority Number 196397
 Survey Returns Team, NielsenIQ
 Private Bag 93500, Takapuna, Auckland 0740, New Zealand

If you have any questions please call 0800 400 402**Auckland City Centre Residents Survey – Prize Draw Terms and Conditions of Entry**

- Information on how to enter the promotion forms part of these Terms and Conditions of Entry. Entry into the promotion is deemed acceptance of the following terms and conditions.
 - The promotion commences on 30 August 2022 and closes on 4 October 2022 ("Promotional Period").
 - To enter Eligible Respondents must complete and submit the Survey of New Zealanders within the Promotional Period by:
 - filling out the online survey at WWW.NLSN.ONLINE/AUCKLAND (using your personalised username and password, provided in the letter sent to you informing you of the survey) including your contact details, or
 - returning a completed hard copy of the survey (if this has been provided) with your contact details to the Promoter.
 - Entry is only open to "Eligible Respondents", being individuals who: (i) are residents of Auckland city centre areas; and (ii) are not employees of the Promoter or Auckland City Council; and (iii) are not a spouse, de facto partner, parent, child, sibling (whether natural or by adoption) or household member of such an employee; and (iv) are not professionally connected with the promotion.
 - Each completed survey with accompanying contact details, submitted in accordance with paragraph 3, above, will automatically receive one entry into the prize draw. There is a limit of one entry per Eligible Respondent.
 - The Promoter reserves the right, at any time, to verify the validity of the entry and Eligible Respondent (including a respondent's identity, age and place of residence) and to disqualify any respondent who submits a response that is not in accordance with these Terms and Conditions of Entry. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
 - The prize draw will take place on 18 October 2022. The winners will be notified within 10 working days of the draw by telephone or email.
 - The first five (5) valid entries drawn at random will be deemed the winners. There are five prizes of \$100, which can be redeemed as a Prezzy card.
- The winners are responsible for any tax associated with the prize.
- The prize is not transferable or exchangeable. No responsibility is accepted for late, lost, misdirected or illegible entries.
 - The Promoter's decision is final and no correspondence will be entered into.
 - If after 10 working days following the Promoter attempting to contact a winner at the contact details provided the Promoter has been unable to make contact with the winner, that winner will automatically forfeit the prize, and the Promoter will randomly select one further entry who will be contacted by the Promoter by telephone or email and will be the winner of the prize.
 - The winner permits the City Centre Survey Team, the Promoter and their affiliates to use the winner's name and biographical information for advertising and promotional purposes, without any compensation.
 - All personal details of the respondents will be stored securely at the office of the Promoter and used to operate and administer the prize draw or to contact the respondent, if necessary, to clarify responses to questions in any hard copy of the survey. A request to access, update or correct any personal information should be directed to the Promoter.
 - The Promoter is ACNielsen (NZ) ULC, L5 150 Willis Street, Te Aro, Wellington, 6011, New Zealand. Phone 0800 400 402.
 - The Promoter reserves the right to amend or modify these Terms and Conditions of Entry at any time.
 - The Promoter will not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or sustained as a consequence of participation in the promotion or as a consequence of the use and enjoyment of the prize.
 - The promotion is governed by New Zealand law and all respondents agree to submit to the exclusive jurisdiction of the Courts of New Zealand with respect to any claim or matter arising out of or in connection with this promotion.



About NielsenIQ

Arthur C. Nielsen, who founded Nielsen in 1923, is the original name in consumer intelligence. After decades of helping companies look to the future, we are setting the foundation for our future by becoming NielsenIQ. We continue to be the undisputed industry leaders as evidenced by our experience and unmatched integrity. As we move forward, we are focused on providing the best retail and consumer data platform, enabling better innovation, faster delivery, and bolder decision-making. We are unwavering in our commitment to these ideals and passionate about helping clients achieve success. For more information, visit: niq.com