

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

January 2023

Document referencing

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Available on Knowledge Auckland website
knowledgeauckland.org.nz

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1. Introduction

1.1 Background

Auckland's city centre is a significant centre for entertainment, commerce, education and trade, and home to over 30,000 residents.

There have been significant changes in the central city, since Auckland Council last undertook a city centre resident survey in 2016. Key changes include:

- Completion of some major city centre infrastructure projects
- Opening of newly improved public spaces, such as Te Wānanga, Te Komititanga, Karangahape Road and new spaces across the Wynyard Quarter
- Partially completed projects that include the multi-year City Rail Link (CRL) project which continues to impact on residents and businesses in the inner city.

In addition, the COVID-19 pandemic has impacted the way people live, work and engage with the city centre. Lockdowns, a halt to international tourism and reduced flow of international students to the inner city, along with the closure of office buildings and university campuses have put huge pressure on local businesses and resulted in an unexpected surplus of city centre accommodation.

Hence Auckland Council undertook this survey to understand the living experience of city centre residents in 2022.

1.2 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. The findings will also help in council's development of initiatives to improve customer experience in the city centre, and in the prioritising of the council group's investment in the area.

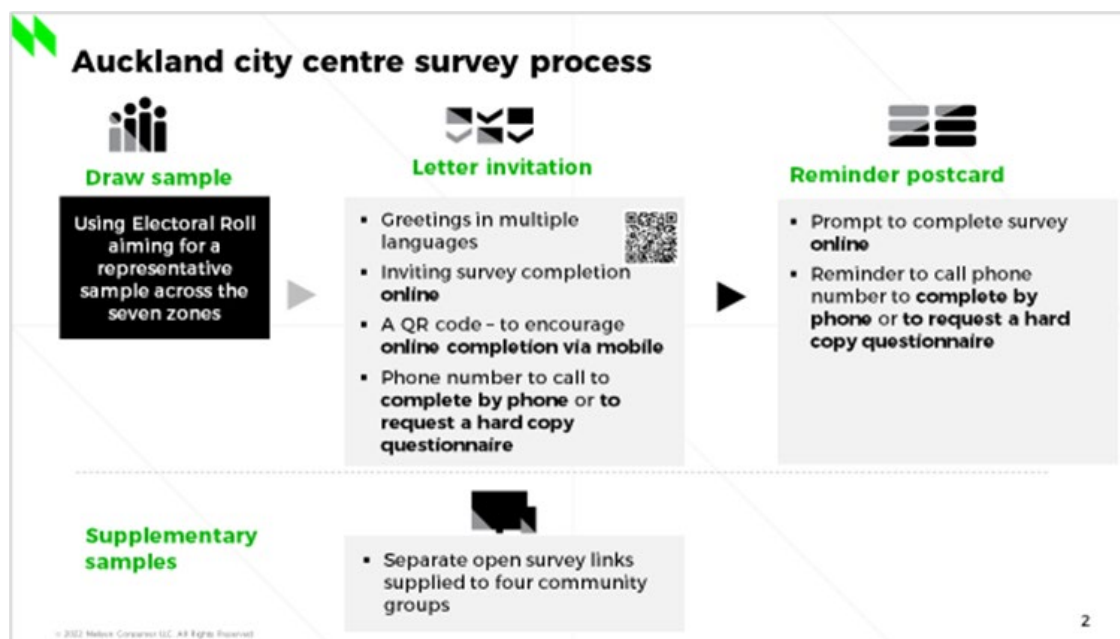
2. Research design

2.1 Methodology

Survey methodology

The survey was an online survey that used the New Zealand Electoral Roll as the main sampling frame. The figure below summarises the survey process.

Figure 1: Survey process



All respondents were offered an option to call the NielsenIQ toll-free 0800 number and complete the survey by phone. A hard copy questionnaire was also offered.

The initial invitation letter contained a link to the online survey and provided an individual login ID and password. An 0800 number and email address (manned by NielsenIQ) were also in the letter, allowing respondents to ask questions about the survey, request a hard copy or request to be removed.

A reminder postcard: We monitored response rates (online and offline) daily. We sent out one reminder postcard to help boost response rates.

Supplementary sample

Part-way through fieldwork, Auckland Council enlisted the support of four community groups and NielsenIQ provided an open survey link specific to each one: Auckland Youth Voice, Community Librarian (Annie Chong), Stats NZ (Eva Chen), and Auckland University Marketing.

2.2 Questionnaire

Development

Auckland Council updated the 2016 questionnaire with new questions about construction and its impacts and perceptions of safety, etc.

The decision was made not to provide the survey in other languages, but invitation letter greetings were included in other languages.

The online survey was programmed in Decipher (NielsenIQ's online survey software). This is device agnostic, so respondents saw the best layout for their computer/tablet/phone regardless of their device.

Soft launch

Once the questionnaire was programmed, we conducted 20 interviews with people from our online panel partners who live in the Auckland city centre, to check questionnaire routing logic, completion time and any completion issues. These 20 online survey responses were not included in the survey sample.

Incentive

As encouragement to participate, potential respondents were offered the chance to enter a prize draw to win one of five \$100 Prezzy Cards.

Survey completion time

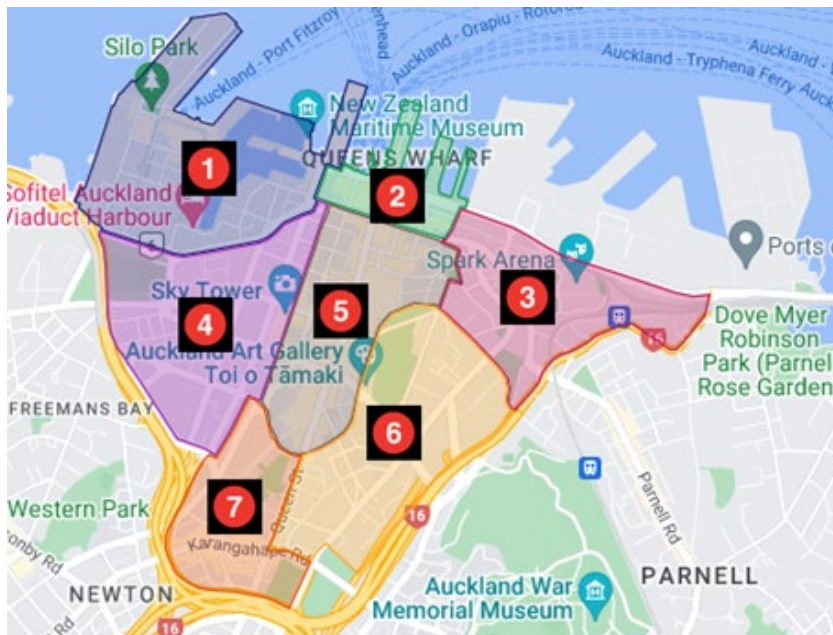
The median completion time for the online survey version was 18 minutes.

3. Sample design and process

3.1 Target population

The target population for this research was Aucklanders who live in one of the seven city centre zones, aged 65 years and over. The target sample was n= 800 responses.

Figure 2: Study zones



3.2 Sampling frame

Potential respondents were selected from the New Zealand Electoral Roll, the most comprehensive sampling frame, as it includes the majority of residents aged 18 years and over. Therefore, the survey excluded those who are not on the Electoral Roll (an unknown number):

- Those who are not eligible to vote and/or who have not enrolled to vote
- Those who may have moved to Auckland recently and not updated their details on the Electoral Roll.

The Electoral Roll is updated every three months and the latest available version was used to select the sample.

3.3 Sampling process

The total target number of responses was n=800. The mailout size was n=7,600.

The steps were as follows:

- NielsenIQ estimated the numbers in each of the seven zones, based on Stats NZ 2020 projections. (Note: these were only a 'best approximations' based on Auckland ward data.)
- NielsenIQ mapped the Electoral Roll database into the seven zones, using mesh block mapping details supplied by Auckland Council.
- Electoral Roll data were cleaned to remove offshore addresses.
- Target response numbers were set by zone, to achieve a minimum number per zone for analysis.

3.4 Sample targets

The table below shows the target sample for the seven zones. Note:

- The limited population sizes for two zones meant that all eligible addresses were drawn for Downtown zone and around 80% of available addresses were selected for Viaduct/Wynyard Quarter.
- There were high numbers of duplicates for the same residential address, due in part to the composition of city centre dwellings and large numbers of apartment complexes. Hence sample invites typically represented about 50% or more of sample available for each zone in most cases.
- Multiple invitations were sent to some addresses due to the above (albeit to different named respondents).

Table 1: Sample targets

Zone	Population estimates (Stats NZ projections - 2020*)	Electoral Roll (cleaned to remove offshore addresses)		Mailout
	%	Number	%	Number
Viaduct / Wynyard Quarter	3	861	6	700
Downtown	6	84	1	84
Spark Arena / Anzac Ave	12	3006	21	1600
Hobson St / Victoria Park	9	3384	24	1600
Midtown / Queen St	29	2422	17	1200
Universities / Symonds St	15	2836	20	1450
Karangahape Road / Greys Ave	27	1763	12	966
	101	14,356	100	7600

Note: * Stats NZ population estimates are approximate, due to zone boundaries and ward boundaries not being an exact match.

4. Data collection and response rates

4.1 Fieldwork timeline

Fieldwork took place from 23 August to 4 October 2022, with the following key dates:

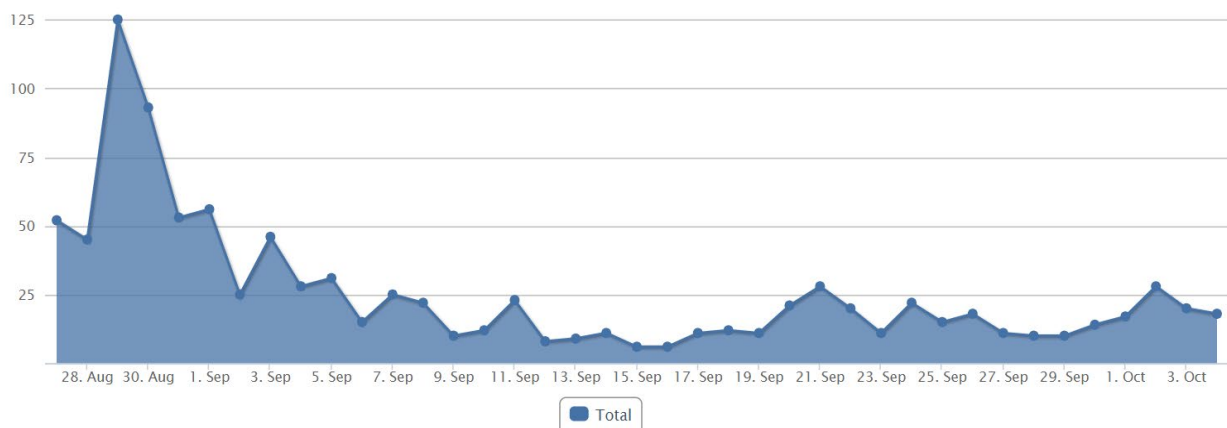
Initial invite letter sent out	23 August 2022
Reminder postcard	13 September 2022
Open links provided to council	14 September 2022
Survey closed	4 October 2022

4.2 Survey response

Responses

A total of 998 responses were received - 996 from the Electoral Roll sample and two from the Auckland University Marketing open link (none from the other three open link sources).

The following chart shows responses over the survey period.



Completion method

Three people requested a hard copy, but only two completed the survey via hard copy (one was aged 30 to 34 years and the other 50 to 54 years.)

Three people requested a telephone interview, and two of these completed the survey by telephone.

In terms of online survey completion mode, 50 per cent completed the survey on a mobile phone, 48 per cent on a desktop computer and 3 per cent on a tablet.

Assistance with survey link

Six respondents called the 0800 number for help with the online link.

4.3 Achieved sample

The total sample was split by zone as follows:

Table 2: Sample targets

Zone	Mailout	Completed responses	Proportion of final sample
	Number	Number	%
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
	7600	998	100

4.4 Response rates

Response rate: Electoral Roll sample

To calculate the response rate, every individual who was sent an invitation to complete the survey was tracked and the outcome of the invitation recorded.

A call log tracked which of the letters, postcard or questionnaire packs were returned as 'Gone no address', as well as any telephone notification of refusal to participate. This log also recorded notifications from third parties that the nominated respondent was not available or capable of completing the survey due to age, language issues, health reasons, death or other disabilities.

The table below outlines the response rate calculation. There was a high rate of Gone No Address returns, likely to reflect the transient nature of portions of the city centre population and changes resulting from the COVID-19 epidemic.

Table 3: Response rate for Electoral Roll sample

Category	Total (n)
Deceased	1
Gone no address (GNA)	817
Total Ineligibles	818
Refused	1
Completes	996
Total Known Outcomes	1815
Unknown - Mailed Out, No Information	5785
<i>Ratio of Excluded to Known Outcomes</i>	<i>0.451</i>
Total In scope No Response	5786
Total Completes	996
Electoral Roll Invitation Mail Outs	7,600
Response rate Method I	14.7%
Estimated Unknowns who would be excluded if Outcome Known	2607
Response rate Method II	23.86%

The **Response rate** (Method 1) for the Electoral Roll sample was 14.7%. This was calculated as follows:

$$\text{Completed surveys} / (\text{total number of invitations mailed out} - \text{'ineligibles'}) \times 100$$

The **response rate** was also calculated taking into account estimation of unknown outcomes. In calculating the response rate it is assumed that from the unknown outcomes (those not given an outcome code from Table 2) the same proportion of ineligibles applies. The response rate was calculated as follows:

M = number of ineligibles

N = number of known outcomes

E = the ratio of excluded to known outcomes (M/N)

B = the number of unknown outcomes who would be excluded if E applies to them (B = E*(number of unknown))

$$\text{Completed surveys} / (\text{total number of invitations mailed out} - \text{'ineligibles'} - B) \times 100$$

The response rate (Method II) for the Electoral Roll sample was 23.86%.

¹ 'Ineligible' included the 'ineligible' codes listed in Table 3.

5. Data analysis and weighting

5.1 Data entry of hard copy questionnaires

Two hard copy completed paper questionnaires were returned to NielsenIQ's Auckland office. The data were entered manually.

The data entry team recorded any question for which a respondent had not selected a response as 'No response'.

5.2 Data cleaning

Some data cleaning and back coding (e.g., for 'Other ethnicity') was required for accurate and consistent results.

5.3 Coding of open-ended question responses

The verbatim answers given to open-ended questions were analysed, with recurring themes forming the code frames. The code frames were shared with Auckland Council, and some adjustments made. These questions (hard copy numbering) included:

- Q9: What respondents like about newly constructed spaces
- Q11: Whether enough being done to manage construction
- Q13: Impacts of Covid-19
- 30: further comments about the impact of Covid-19 on respondent, family and friends
- Q14: Why they like or dislike living in the Auckland city centre
- Q17: Suggestions for improving the city centre.

Each verbatim comment was coded into the applicable theme. Responses could have multiple codes as they typically covered more than one theme.

Some questions with a response list had an 'other specify' response for any additional categories. These comments were either coded back into an existing code (if appropriate) or a new code was created. Questions for which 'Other specify' responses were post coded include:

- Q3: Other reasons for living in the city centre
- Q21: Sexual identity.

5.4 Analysis and reporting

Analysis

Final data set: The number of responses in the final data set was n=998. The two responses received via Council channels were included in the final data set.

Weighting: The data were not post-weighted as there were no reliable up-to-date population statistics to use for this purpose.

Notes to the report

The following summary provides notes on the data presented in the report.

Significant differences: A conjugate t-test was used for significance testing, where a subgroup is compared against the total that excludes this subgroup. Significant differences were reported at the 95 per cent confidence level, where the difference was greater than 5 per cent.

Base sizes: All base sizes shown on charts and on tables (n=) are unweighted base sizes. Please note that any base size of under n=100 is considered small and under n=50 is considered extremely small. Results should be viewed with caution.

Sampling error: All sample surveys are subject to sampling error. Based on a total sample size of 998 respondents, the results shown are subject to a maximum sampling error of plus or minus 3.1% at the 95% confidence level. That is, there is a 95% chance that the true population value of a recorded figure of 50% actually lies between 46.9% and 53.1%. As the sample figure moves further away from 50%, the error margin decreases.

Rounding: Due to the effects of rounding, percentages shown in charts may not always add to 100.

Net counts: 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.

6. Appendix 1: Invitation letter

Survey communications: Invitation letter and reminder postcards



<Addressee's Name>
<DATE>

<Address Line 1>
<Address Line 2>
<City>, <postcode>

Hello, Talofa lava, Mālō e lelei, Nǐ hǎo, Namaste,

Kia ora <named respondent>,

You are invited to take part in an important survey among those who live in the Auckland city centre.

Have your say about living in the city centre these days - what you like and what you don't like about it. There is room to suggest improvements and to tell Auckland Council in your own words what your experience of the city centre has been through ongoing large-scale construction and Covid.

Your feedback will help Auckland Council to make decisions that aim to improve services and spaces for people living in the city centre, as it continues to undergo change.

Why should I take part?

You are under no obligation to complete this survey, but we would love to hear your unique perspective as a resident.

The survey will take about 10 minutes to complete. It closes on 4 October.

How was I chosen?

Your name was randomly drawn from the Electoral Roll. What you say is completely confidential and your answers will be combined with all the other responses so you can't be identified.

Who do I contact?

NielsenIQ, an independent research company, is running this survey for Auckland Council.

If you have any questions, or if you would like to complete the survey by telephone or on paper, please contact NielsenIQ on 0800 400 402.

We really value your feedback - thanks so much for your help.

Ngā mihi,

Wendy Stockwell
Director, NielsenIQ

How to take part

Completing the survey online is easy, quick and secure.

1

Go to:

WWW.NLSN.ONLINE/AUCKLAND

or

Scan the
QR code

2

Enter the following details to login:

Username: <user name>

Survey Code: <survey code>

Your chance to win a prize

Everyone who completes the survey and provides contact details will be entered into a prize draw for one of five \$100 Prezzy® Cards*.

*The prizes will be drawn **27 September 2022**
Terms and conditions apply.



FREQUENTLY ASKED QUESTIONS

Why was I invited to take part in the survey?

You have been randomly selected from the Electoral Roll which contains names and addresses of all New Zealanders registered to vote. Auckland Council has been given permission to use the Electoral Roll for the purpose of this research.

To make sure we hear the views of a cross-section of the population, it is important that you **personally** (rather than anyone else) fill in the survey.

Do I have to complete the survey?

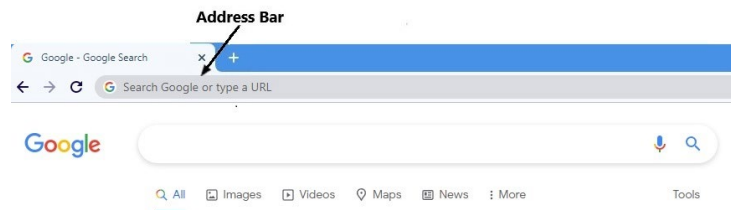
The survey is **voluntary**. You do not have to complete this survey. However, to make sure that results accurately reflect the views of Auckland city centre residents, we ask that you please take the opportunity to give their views.

If you have any questions, please call NielsenIQ on 0800 400 402.

The website address provided on the first page of this letter does not take me to the correct web page

Try this address: **WWW.NLSN.ONLINE/AUCKLAND**

Or, you may have inserted the link into the search box rather than the address bar on the website browser. Using the **address bar** works better.



If you continue to have difficulties, then please call NielsenIQ on 0800 400 402.

How will my answers be kept confidential?

All results will be combined so that no individual may be identified.

Personal information (such as name and address) will be kept in strict confidence by NielsenIQ. NielsenIQ will strip all personal information from the data before supplying it to the Auckland Council. Auckland Council will only share the data with approved researchers.

What do I do if survey stops or the site crashes before I have completed the survey?

You can pause and save any time and return later by using your unique survey link. Until you submit the survey, you can re-open it and it will take you to the last question you completed. All of your answers save as you progress.

Can I change my answers?

If you would like to change any of your answers, please call 0800 400 402.

Who can I contact for support or COVID-19 advice?

Need to talk? For support with anxiety, distress or mental wellbeing, call or text 1737 to talk with a trained counsellor for free, 24 hours a day, 7 days a week. For more information visit <https://1737.org.nz/>

For COVID-19 health advice and information: Contact the Healthline team (for free) on 0800 358 5453, or visit <https://covid19.govt.nz/>

Reminder postcard



Live in Auckland
city centre?

**HAVE YOUR SAY ABOUT
WHAT IT'S LIKE LIVING
IN THE CITY CENTRE.**

GO INTO THE
DRAW TO WIN
ONE OF FIVE
PREZZY® CARDS
WHEN YOU FILL
IN THIS SURVEY



<Date>

Dear <Name>
About two weeks ago we invited you to take part in a survey about what life is like living in Auckland city centre.

You can complete online by going to
WWW.NLSN.ONLINE/AUCKLAND and entering:
USERNAME <Username> SURVEY CODE <Survey code>

OR

**SCAN THE
QR CODE**

We are contacting you one last time before the survey closes on 4 October 2022, as we want to hear from as many people as possible. Your experiences and concerns may be different to other residents'. As this feedback will help the council to develop programmes that will impact you and improve the city centre, we encourage you to **have your voice heard**.

Wendy Stockwell,
Director, NielsenIQ

*The winners will be drawn on 18 October 2022.
Terms and conditions apply.

New Zealand
Permit No. 84828

<DRC> X

<Addressee's Name>
<Address Line 1>
<Address Line 2>
<City>, <postcode>

Please Recycle

If undelivered return to Nielsen, Private Bag 93500,
Takapuna, Auckland 0740, New Zealand

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 <u>before</u> 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		1	2	3		
No	2							

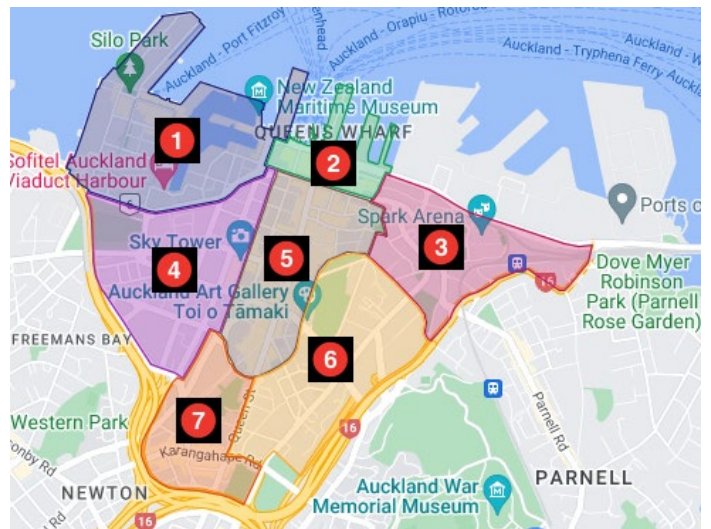
First a few questions about the area you live in.

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.

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

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

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?

Please tell us in your own words below.

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?

Please tell us in your own words below.

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?***Please tell us in your own words below.*

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		
Samoan	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, takatāpui, 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.

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

Auckland City Centre Residents Survey – Prize Draw Terms and Conditions of Entry

1. 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.
2. The promotion commences on 26 August 2022 and closes on 4 October 2022 (“Promotional Period”).
3. To enter Eligible Respondents must complete and submit the Survey of New Zealanders within the Promotional Period by:
 - a. 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
 - b. returning a completed hard copy of the survey (if this has been provided) with your contact details to the Promoter.
4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. The prize is not transferable or exchangeable. No responsibility is accepted for late, lost, misdirected or illegible entries.
10. The Promoter's decision is final and no correspondence will be entered into.
11. 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.
12. 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.
13. 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.
14. The Promoter is ACNielsen (NZ) ULC, L5 150 Willis Street, Te Aro, Wellington, 6011, New Zealand. Phone 0800 400 402.
15. The Promoter reserves the right to amend or modify these Terms and Conditions of Entry at any time.
16. 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.
17. 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