



Napier  
City Council  
2023 Social Monitor  
| SIL Research

September 2023



Contact: Dr Virgil Troy 06 834 1996 or [virgiltroy@silresearch.co.nz](mailto:virgiltroy@silresearch.co.nz)

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# EXECUTIVE SUMMARY

The purpose of this research was to continue measuring residents' perceptions of social wellbeing in Napier, and help inform the Council's policies and initiatives to enhance local communities.

Research was undertaken between 7 August and 18 September 2023. Multiple data collection methods were utilised to ensure residents were well-represented (including telephone interviews, postal and online surveys). A total of n=455 responses were used in the final analysis.

The main findings were as follows:

## Life in Napier

- While a majority of Napier residents still held positive views about their life in the city, there were signs of declining positivity and increased uncertainty.
- Overall, 63% of respondents expressed positive sentiments about their life in Napier. While there was a noticeable decline compared to 2022 (70%), this was primarily attributed to a decrease in 'very good' responses, with neutral ratings increasing (representing greater uncertainty rather than negativity per se).
- Overall, 22% of respondents in 2023 agreed that their quality of life had improved in the past year, with more respondents (38%) disagreeing with this statement. Quality of life perceptions declined compared to 2022 (30%).
- As a result, the retention index, which measures residents' willingness to stay in Napier, experienced a decrease in 2023 (62%) compared to 2022 (72%). This shift may indicate that some residents are less committed to staying in Napier.
- It is important to consider that during the past 12 months, Napier residents (and many New Zealanders overall) faced a convergence

of socio-economic challenges (such as the rising cost of living) and extreme weather events (Cyclone Gabrielle). These external factors may have collectively contributed to a prevailing sense of unease and stress within the community, which could have influenced the overall outlook on life reported by respondents.

## Safety perceptions

- Public feedback and ratings continued to show that safety perceptions were a significant factor in the minds of respondents. These perceptions had an impact on other measured attributes (especially the overall quality of life in Napier).
- Safety perceptions in Napier exhibited mixed results in 2023. While overall safety perceptions showed improvement (52%), rebounding from a post-cyclone low (38%), they still fell short of 2022 levels (62%). Notably, the feeling of safety during the day decreased (71%, vs. 82% in 2022), with safety perceptions heavily influenced by increased concern about gangs and associated activities.
- Perceptions of safety at night in Napier (31%) and the CBD (24%) were generally lower compared to daytime – with both results below 2022 levels.

- In 2023, more respondents reported feeling less safe in the past 12 months (51%) compared to 2022; just 45% reported no perceived change (down from 56% in 2022).

### Social connections, neighbourhood, resilience and diversity

- Despite the above concerns, Napier continued to be perceived as a place with strong social connections and generally positive neighbourhoods.
- Perceptions of acceptance within the community increased in 2023 (78% vs. 69% in 2022), retaining 2020-2021 levels.
- Two-thirds of respondents (65%) believed it was easy to be themselves in Napier, with 60% agreeing that people in their community were tolerant of others (similar to 2022).
- Nevertheless, 47% of respondents reported themselves or someone else experiencing prejudice or intolerance (similar to 49% in 2022).
- While New Zealand is becoming home for an increasing number of people with different lifestyles and cultures from different countries, 47% of respondents believed this diversity makes Napier a better place to live (53% in 2022). More respondents in 2023 (37%) believed this makes no difference (31% in 2022).
- Half of respondents (52%) in 2023 believed everyone in Napier has a fair shot at a good life (50% in 2022).
- Social connections remained high in 2023 (78% average agreement score), slightly up from 74% in 2022 but remaining consistent with post-cyclone and 2020-2021 levels.
- After a decline in the post-cyclone period, the perception that neighbourhoods have everything needed (55%) continued to be lower than the historical average (66%).

- Overall, the majority of respondents (80%) believed their neighbourhood is a good place to live (similar to 78% post-cyclone).
- The community resilience index remained high in late 2023 (68.1 out of 100), having been measured for the first time after the cyclone. The highest ratings were recorded for the community's collaborative efforts in assisting one another (79%, slightly up from 74% in May 2023).

### Wellbeing

- Following a spike in mental distress during the post-cyclone period, the community mental wellbeing index decreased to 10.5, indicating reduced distress.
- Most mental wellbeing attributes returned to their historical levels, with the exception of the persistent slightly higher level of individuals feeling worried about everyday problems (48%).
- Similar to mental health wellbeing, Cyclone Gabrielle was a significant contributing factor for respondents rating their personal health in the post-cyclone period.
- Later in 2023, more respondents rated their personal health as 'good' or 'very good' (64%). However, this result remained below the levels observed from 2020 (70%) to 2022 (69%).

### Accessibility

- The average agreement score for accessibility has exhibited a downward trend over time, with a further decline in 2023 (48%) compared to 2022 (52%).
- This decline was associated with the perceived ease of getting around Napier (56%, down from 69% in 2022). The public transport

service stood out as the primary factor associated with accessibility improvements in Napier.

### Environment and climate change

- Overall, 59% of respondents were concerned about the impacts of climate change in Napier. There has been no significant change over time.
- Despite this, identified negative outcomes of climate change varied significantly in 2023: putting floods and higher rainfall on top, followed by extreme weather events.
- As with climate change concerns, there has been no change in engagement with environmental activities.
- Almost all respondents named at least one environmental activity they had engaged with in the last 12 months; 56% named five activities or more (similar to 2022).

### Emergency preparedness

- Levels of emergency preparedness remained high in 2023, especially storing food for 3 days (89%) and having some way of cooking without electricity (87%).
- Two-thirds of respondents reported having enough water for 3 days (65%) and an emergency plan (66%).
- Compared to other emergency attributes, fewer respondents indicated they have a getaway kit (52%).
- At the same time, the perceived satisfaction with Council's provision of Civil Defence delivery continued to decline (27% vs. 47% in 2022), and recorded the lowest historical score to date.



# METHODOLOGY

## RESEARCH GOAL AND PROJECT SPECIFICS

As a part of their biennial work programme, Napier City Council (NCC) has commissioned a Social Monitor survey since 1998. Since 2019, the Social Monitor survey has been conducted every year by SIL Research, an independent Market Research Company.

In 2019, SIL Research, together with NCC, developed a revised Social Monitor questionnaire based on work previously conducted for the Council. With further modifications, this survey was then repeated in subsequent years.

In 2023, the questionnaire was reviewed and continued asking more in-depth questions about safety, diversity, equity, social connections and climate change. Following NCC’s post Cyclone Gabrielle wellbeing consultation (May 2023), new topics were introduced in 2023 – community resilience and emergency preparedness.

The aim of this research was to continue measuring residents’ perceptions of social wellbeing in Napier, and help inform the Council’s policies and initiatives to enhance local communities.

The questionnaire was tested prior to full-scale data collection to ensure the survey was fit for purpose.

SIL used a multi-layered sampling technique to ensure a proportional spread of respondents from each of Napier’s four electoral wards, by age, gender, and ethnicity distribution.

## DATA COLLECTION

Fieldwork was conducted between 7 August and 18 September 2023.

Multiple data collection methods were utilised to ensure residents were well-represented. The mixed-methods approach included:

- (1) Postal survey. A total of 600 survey forms were delivered to randomly selected Napier households;
- (2) Telephone survey. Respondents were randomly selected from the publicly available telephone directories within each ward;
- (3) Social media (available via SIL Research social media platforms, such as Facebook). The invitation advertisement was randomly promoted to Napier residents;
- (4) Online/web based (available via NCC’s channels). Surveys were advertised via NCC’s Facebook page to increase survey awareness.

A total of n=455 surveys were used in the final analysis.

## DATA ANALYSIS

Post-stratification (weighting) was applied to the full dataset to reflect Napier’s ward, age, gender and ethnicity group proportions as determined by the Statistics New Zealand 2018 Census.

Table 1 Responses by ward

	Responses n= (%)	Population %
Ahuriri Ward	83 (18%)	18%
Onekawa - Tamatea Ward	80 (18%)	17%
Nelson Park Ward	112 (25%)	28%
Taradale Ward	180 (39%)	38%

SIL Research ensured quality control during the fieldwork period. Further checks included, but were not limited to, removal of incomplete responses and responses coming from outside of Napier.

The main resident demographic groups analysed in this report were: ward, suburb, age, gender, ethnicity, tenure, income and home ownership. During the analysis stage, Chi-square tests were used when comparing group results in tables. The threshold for reporting any statistically significant differences was a p-value of 0.05. Where differences were outside this threshold (less than 95%), no comments were made; where differences were within this threshold, comments have been made within the context of their practical relevance to NCC.

Using Statistics New Zealand population projections for the NCC catchment area, in general, a sample size of n=455 across approximately 47,400 residents aged 18 years and over allows for a 95% confidence level +/- 4.6% where residents are split 50/50 on any given issues, and a 95% confidence level +/- 3.7% where residents are split 80/20.

Where results are reported by sub-groups of residents, estimates of results may not be statistically reliable due to the higher margins of error (small sample sizes).

## NOTES ON REPORTING

Where relevant, the current 2023 findings are compared to the 2019-2022 Social Monitors, 2021 Community Safety Survey (March 2021), 2023 New Zealand Benchmarking survey, 2023 Post-Cyclone Community Wellbeing Survey, and 2020 Hawke's Bay Regional Council Climate Change survey.

New Zealand-wide anecdotal comparisons are indicated with the  icon, and provided (where applicable) using the following sources: Indicators Aotearoa New Zealand (Statistics New Zealand), 2022 Quality of Life Survey (a partnership between nine New Zealand Councils), the New Zealand

Crime and Victim Survey (Ministry of Justice), 2023 Kantar Better Futures, 2023 Energy Efficiency and Conservation Authority Consumer Monitoring.

The survey included several question statements about life in Napier; each question was rated using a 1-5 Likert scale (e.g. '*Strongly disagree*' to '*Strongly agree*'). Respondents were also provided with a '*Don't know*' option. '*Agree*' percentages represent aggregated positive responses (ratings of 4-5).

Due to rounding, figures with percentages may not add to 100%. Reported percentages were calculated on actual results, not rounded values.

A reported significant difference implies that, within a given tested sample group or factor (e.g. age, ward, ethnicity, etc.), one or more subsample result is substantially different from other subsample results (e.g. younger vs. older respondents, one ward vs. another ward, etc.). Where results do vary within a sample group, this difference is noted in the report text or shown in tables (as shaded cells), with additional font colour highlighting the lowest (**red**) and highest (**green**) percentages for ease of reading.

## RESPONSES USED IN THE ANALYSIS

Table 1 Responses by age

	Frequency	Percent	Population %
18-39	142	31.2	31.6
40-64	192	42.2	42.2
65+	121	26.7	26.3
Total	455	100.0	100.0



Table 2 Responses by gender

	Frequency	Percent	Population %
Female	240	52.8	52.4
Male	215	47.2	46.9
Another gender	0	0	-
Total	455	100.0	100.0

Table 3 Responses by home ownership

	Frequency	Percent
Owned	358	78.8
Other	97	21.2
Total	455	100.0

Table 4 Responses by ethnicity

	Frequency	Percent*	Population %*
New Zealand/European	397	87.2	82.7
Māori	84	18.5	17.4
Other	32	6.9	10.3
New Zealander/Kiwi/Irrelevant	20	4.4	-
Total	528	100.0	*Multichoice

Table 5 Responses by aggregated time lived in Napier

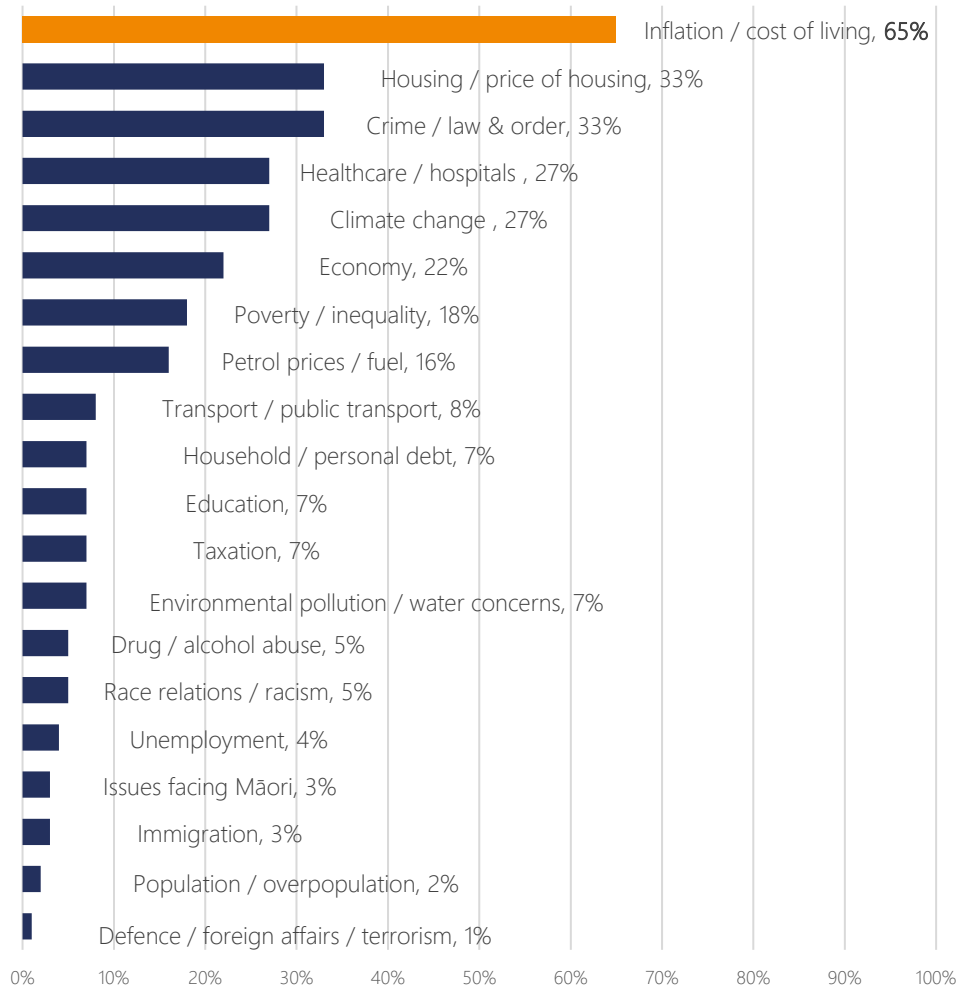
	Frequency	Percent
Less than 10 years	151	33.2
More than 10 years	304	66.8
Total	455	100.0

Note: final dataset was statistically weighted to increase accuracy of the reported results. The results are representative of key demographic groups (age, gender, ethnicity and ward) for adults aged 18+. The target was based on 2018 New Zealand Census information. \*Respondents can select more than one ethnic group; therefore, ethnicity totals add to more than 100%.



## LIFE IN NAPIER – environmental factors

What are the most important issues facing New Zealand today  
(national data)



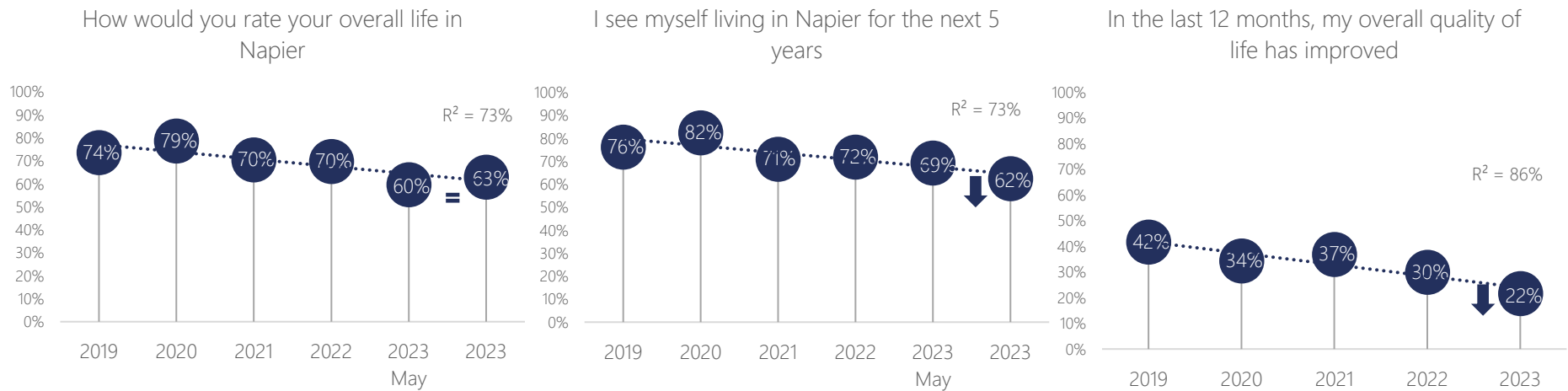
Source: IPSOS New Zealand. (February 2023). Issues monitor

- It is important to consider the impact of significant circumstances when evaluating satisfaction levels and ability of the Council to meet the needs of the community in 2023.
- The cost of living in New Zealand has been steadily rising, placing financial pressure on Napier residents. According to IPSOS, two-thirds of New Zealanders expressed concern about inflation and the cost of living in 2023 – their highest recorded level for any issues to date.
- In February 2023, a severe tropical cyclone named Cyclone Gabrielle caused extensive flooding and wind damage in Hawke's Bay. Power was cut off for multiple days to approximately 32,000 properties in and around Napier when the main Redclyffe substation was damaged by flooding after the Tutaekuri River burst its banks.
- The significant impacts of Cyclone Gabrielle included the tragic loss of life, displacement of many families and whānau, destruction and damage to critical infrastructure, significant impacts to the regional economy and private sector industries, and the isolation of many communities.
- One-third of New Zealanders were also concerned about housing / price of housing (33%) and crime (33%) in 2023.



# LIFE IN NAPIER – results over time

- The 2023 results revealed a noticeable shift in residents' perceptions of life in Napier.
- 6-in-10 respondents in 2023 rated their life from 'good' to 'very good' (63%). Positive overall life perceptions saw a significant decline during the post-cyclone data collection (60% in May 2023), and this lower level was sustained throughout the year, remaining below historical averages.
- In May 2023, reported intention to stay in Napier was generally consistent with 2021-2022. However, there was a notable decline in August-September 2023 (62%), contributing to the overall downward trend since 2019.
- The perception of an improved quality of life within the last 12 months also exhibited a strong downward trajectory, primarily driven by the current 2023 results, which showed a significant drop (22%).



↓ Significant decrease    ↑ Significant increase    = No significant difference



According to Indicators Aotearoa New Zealand, **81%** of New Zealanders aged 15 years and over rated their life satisfaction highly (April-August 2021).

In September 2021, the COVID-19 Health and Wellbeing Survey showed that **75%** of New Zealanders reported being satisfied with their life.

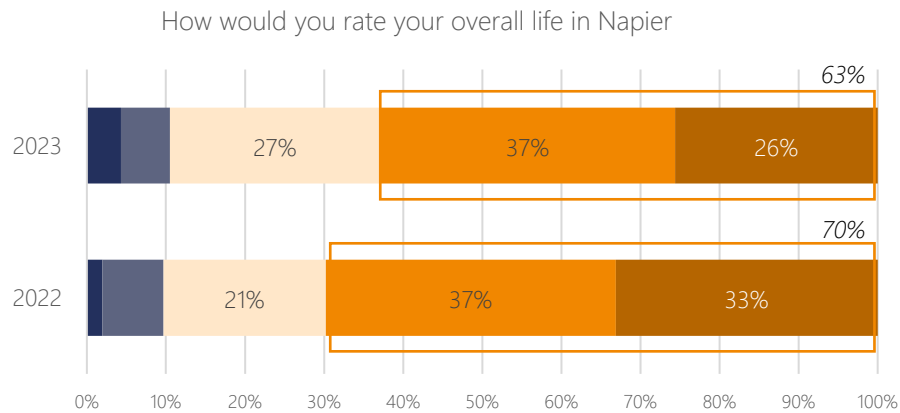


In 2022, Councils with larger populations (e.g. Auckland, Wellington) reported **18%** of residents had improved their quality of life in the last 12 months. **63%** had not considered moving out in the next 12 months.



# LIFE IN NAPIER – rating of life in Napier

- Overall, 63% of respondents expressed positive sentiments about their life in Napier. Despite an overall decline compared to 2022, the primary change was observed in decreased 'very good' responses, accompanied by a corresponding increase in neutral ratings. Notably, the aggregated percentage of 'poor' and 'very poor' responses remained consistent with 2022.
- Perceptions of life in Napier were influenced by various surveyed attributes; however, factors such as respondents' neighbourhood being a good place to live, safety perceptions, and ease of being oneself in Napier exhibited the strongest correlations with general life satisfaction.
- Older respondents (65+) were more likely to consider their life in Napier as 'good' or 'very good', compared to the youngest group of respondents (18-39).
- Property owners were also more likely to rate their life positively (66%), compared to those renting their homes (39%).
- The largest year-on-year declines were observed in Ahuriri (-16 points) and Onekawa-Tamatea (-17 points) wards, and among those aged 40-64 (-15 points).



	2022	2023
Very poor	2%	4%
Poor	8%	6%
In the middle	21%	27%
Good	37%	37%
Very good	33%	26%

Table 6 Aggregated % 'good' and 'very good' responses

		2023	2022
Ward	Ahuriri Ward	62%	78%
	Onekawa - Tamatea Ward	55%	72%
	Nelson Park Ward	59%	54%
	Taradale Ward	69%	77%
Age	18-39	50%	48%
	40-64	61%	76%
	65+	81%	87%
Ethnicity	New Zealand European	69%	72%
	Māori	53%	66%
	Other	34%	61%

n=454





# LIFE IN NAPIER – retention index

- The retention index remained positive in 2023 (62%), although experiencing a decline compared to 2022 results.
- A slightly higher proportion of respondents disagreed with the idea of staying in Napier over the next 5 years (22% vs. 16% in 2022).
- Feelings of safety, neighbourhood being a good place to live and general life satisfaction were associated with greater willingness to remain in Napier.
- In 2023, retention perceptions varied by age, ethnicity and duration of residence in Napier. Younger respondents were less likely to stay in Napier over the next 5 years, with more than a third (34%) of the youngest adults (18-39) considering leaving. These respondents exhibited a lower overall social index (42.0 compared to a total of 55.7 in 2023). They were particularly less likely to agree that their community takes care of one another, their neighbourhood has everything they need, and reported experiencing greater distress as indicated by the mental wellbeing index.
- Respondents living in Napier for less than 10 years (53%), and those of 'Other' ethnicities (43%), were less likely to consider staying in Napier.

I see myself living in Napier for the next 5 years

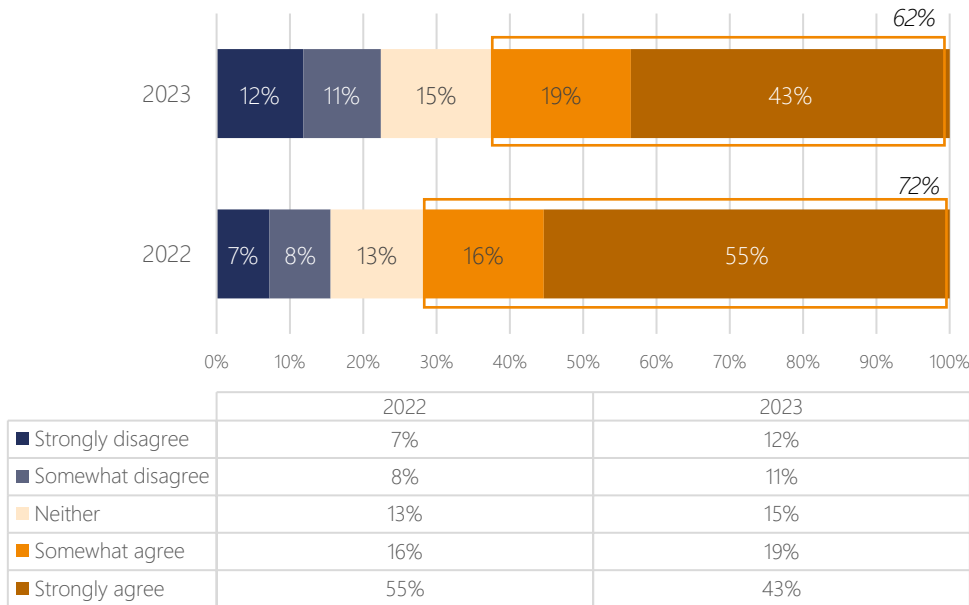


Table 7 Aggregated % 'agree' responses

		2023	2022
Ward	Ahuriri Ward	60%	78%
	Onekawa - Tamatea Ward	68%	67%
	Nelson Park Ward	54%	69%
	Taradale Ward	66%	72%
Age	18-39	50%	46%
	40-64	56%	78%
	65+	87%	94%
Ethnicity	New Zealand European	68%	75%
	Māori	50%	72%
	Other	43%	52%

n=454



# LIFE IN NAPIER – quality of life

- Overall, just 22% of respondents in 2023 agreed their quality of life had improved in the past year, with more respondents (38%) disagreeing with this statement. Quality of life perceptions declined compared to 2022, marking the first time in the past 5 years of a negative skewing between 'agree' and 'disagree' ratings.
- In 2023, there were no significant differences in 'agree' responses by demographic groups. However, there were notably more respondents from Ahuriri (41%) and Taradale (42%) wards, aged under 64 (44%), or living in a rental property (47%) who disagreed that their life had improved.

In the last year, my overall quality of life has improved

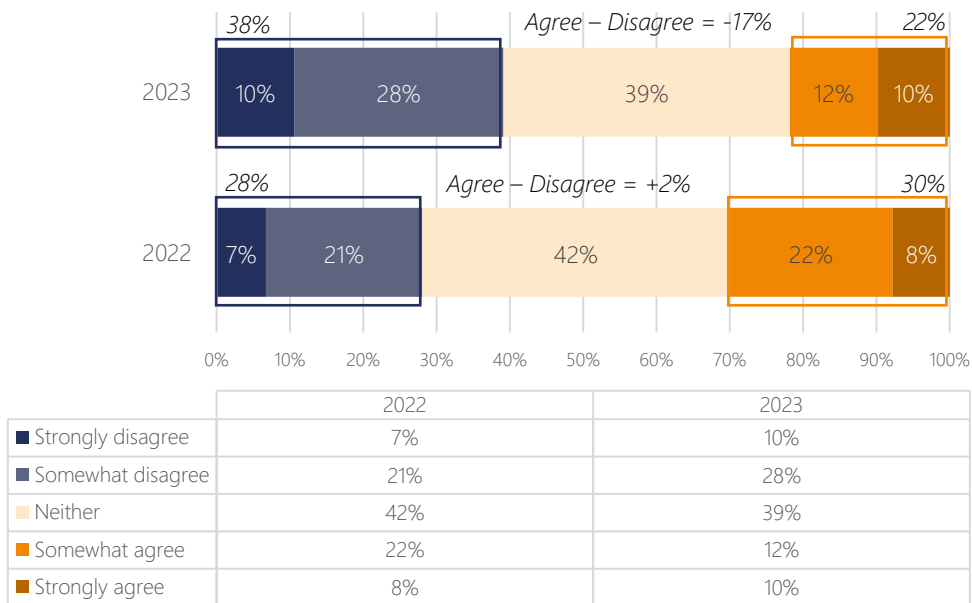


Table 8 Aggregated % 'agree' responses

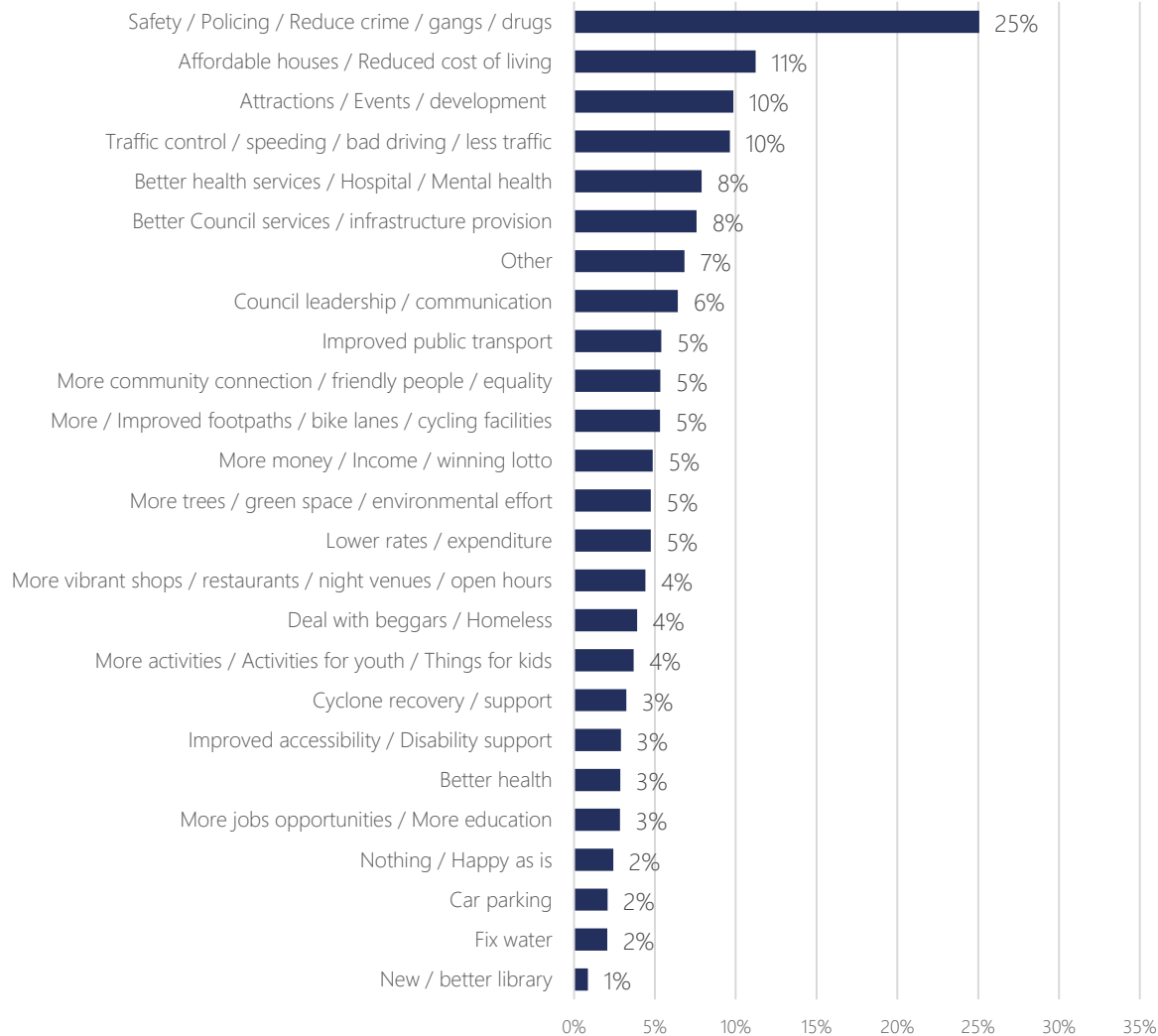
		2023	2022
Ward	Ahuriri	21%	33%
	Onekawa - Tamatea Ward	24%	37%
	Nelson Park Ward	23%	24%
	Taradale	20%	30%
Age	18-39	21%	28%
	40-64	23%	34%
	65+	20%	26%
Ethnicity	New Zealand European	19%	26%
	Māori	24%	40%
	Other	35%	40%

n=454



# LIFE IN NAPIER – suggested quality of life improvements

n=362 provided a comment (unprompted)



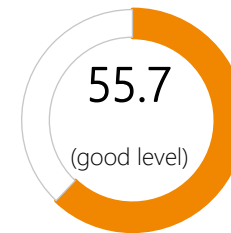
- 80% of respondents suggested changes that could potentially improve their quality of life.
- The most commonly cited suggestion (1-in-4 comments) was to enhance safety in Napier, including increased policing, reducing crime levels, addressing gang-related activities and sightings, and addressing concerns about drugs.
- Other prominent comments reflected the diverse concerns and priorities of the community, including the high cost of living, which encompasses food costs and rates.
- Residents also expressed concerns about the lack of affordable housing and rental options.
- Some expressed a desire for more local attractions, such as events and things to do.
- Additionally, some respondents highlighted the need for improved road infrastructure and better traffic management.

Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent.

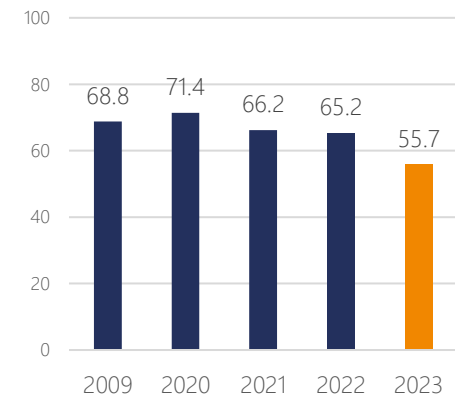


# LIFE IN NAPIER – social index

The Social Index was derived by summing scores from all questions designed to evaluate residents' quality of life. Note: mental wellbeing questions were deducted from the total score (negative scale type of questions), and 'Don't know' scored zero. In 2021, the questionnaire was reviewed resulting in a slight modification in attributes included in the Index. The total number of included attributes in 2023 remained similar to 2021 and 2022 for scale consistency.

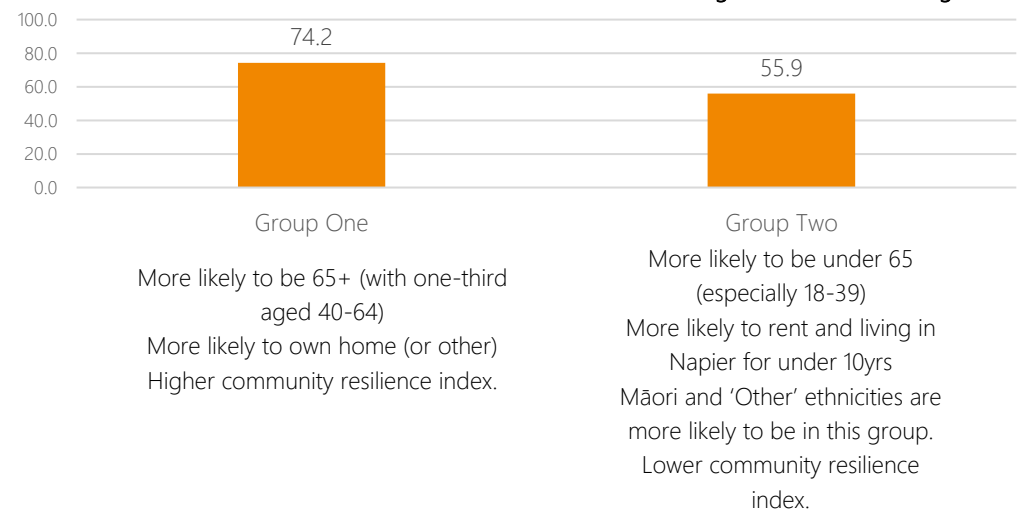


Social Index over time



In 2023, the Social Index score declined (55.7), but remained at a 'good' level (albeit close to the lower end of that category), ranging from a minimum of 6 to a maximum of 88, and dependent on social demographics. As a result, two main groups were identified, representing segments of residents with typically higher or lower average index scores.

Indicative scale: 0-27 – low level, 28-53 – moderate level, 54-80 – good level, 81-105 – high level

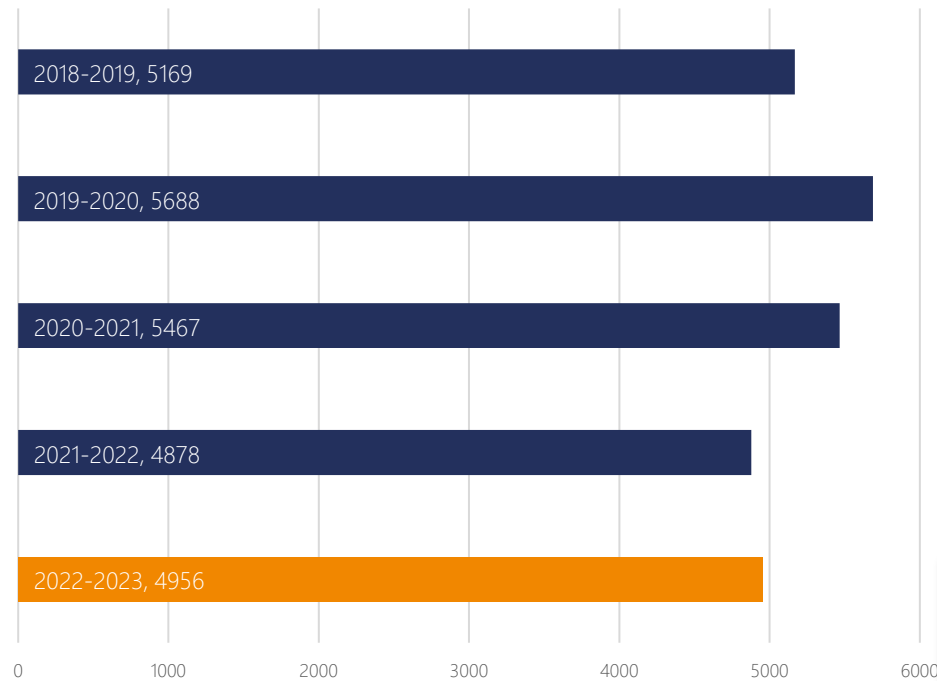






# SAFETY IN NAPIER – environmental factors

A snapshot of crime victimisations in Napier reported to Police between August of each year



Source: The New Zealand Police. (September 2023). Crime snapshot

In the past year, there has been a slight increase in reported crime events in Napier.

However, particular events remained the subject of public attention and media coverage (e.g. vehicle thefts, ram raids, etc.), especially after Cyclone Gabrielle.

What was making the news in 2023:

8 Jul 2023 6:41am News: Eastern

### Three people arrested following aggravated burglary, Napier

Attributable to Detective Sergeant Dan Scott: Three people have been arrested in relation to an aggravated burglary at a jewellery store in Napier this week. Police were notified of ... More

5 Jul 2023 7:06am News: Eastern

### Five youths arrested for Napier burglary

Overnight Police in Hawke's Bay arrested five young people after a stolen vehicle that had been used in a burglary the previous night was spotted by a patrol in central Napier. Police say ... More



HAWKES BAY TODAY

### Crashed cars in Napier spark crime and safety concerns

Two crashed cars on a Napier South street that have been sitting on the side of the road for more than a ...

18 Aug 2023



HAWKES BAY TODAY

### Crime on camera: Phones, laptops stolen in brazen Napier raid

Phones and laptops worth tens of thousands of dollars have been stolen in a brazen late-Friday Napier raid captured on CCTV. The ...

01 Aug 2023



HAWKES BAY TODAY

### Pascoes Napier Jeweller targeted in daytime robbery

Police are investigating after a daytime robbery occurred at Pascoes The Jewellers in Napier on Wednesday. A police statement said police were ...

06 Jul 2023



# SAFETY IN NAPIER – results over time

- In 2023, safety perceptions were mixed when compared to previous years. Overall safety perceptions showed an improvement (52%), rebounding from a post-cyclone low (38%), but still falling short of the 2022 levels (though on par with the 2021 average).
- Safety perceptions at home alone at night (68%) returned to its 2022 level after a post-cyclone decline (60%). However, the feeling of safety when going out at night remained low (31%), and even lower reported for the Napier CBD (24%).
- Notably, the feeling of safety during the day decreased in 2023 (71%), mirroring a decrease in feeling safe within the Napier CBD (69%).



↓ Significant decrease    ↑ Significant increase    = No significant difference



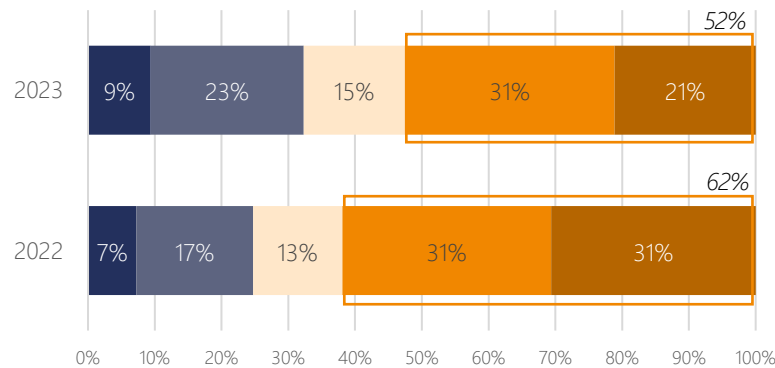
In 2023, **58%** of New Zealanders felt safe (SIL NZ Benchmark, excluding Auckland, Wellington and Christchurch).



# SAFETY IN NAPIER – feelings of safety overall

- Overall, half of respondents (52%) reported feeling safe in Napier, which was down from 62% in 2022.
- The largest year-on-year decreases were observed in Onekawa-Tamatea ward (-18 points), and among those aged 40-64 (-18 points).
- Statistically significant differences were observed by age and ethnicity.
- Older respondents tended to express higher feelings of safety (73%), compared to those aged under 64.
- Māori respondents tended to provide lower safety ratings (39%).

Overall, I feel safe in Napier



	2022	2023
Strongly disagree	7%	9%
Somewhat disagree	17%	23%
Neither agree nor disagree	13%	15%
Somewhat agree	31%	31%
Strongly agree	31%	21%

Table 9 Aggregated % 'agree' responses

		2023	2022
Ward	Ahuriri	51%	59%
	Onekawa - Tamatea	51%	69%
	Nelson Park	51%	49%
	Taradale	55%	69%
Age	18-39	44%	47%
	40-64	45%	63%
	65+	73%	78%
Ethnicity	New Zealand European	56%	63%
	Māori	39%	55%
	Other	51%	60%

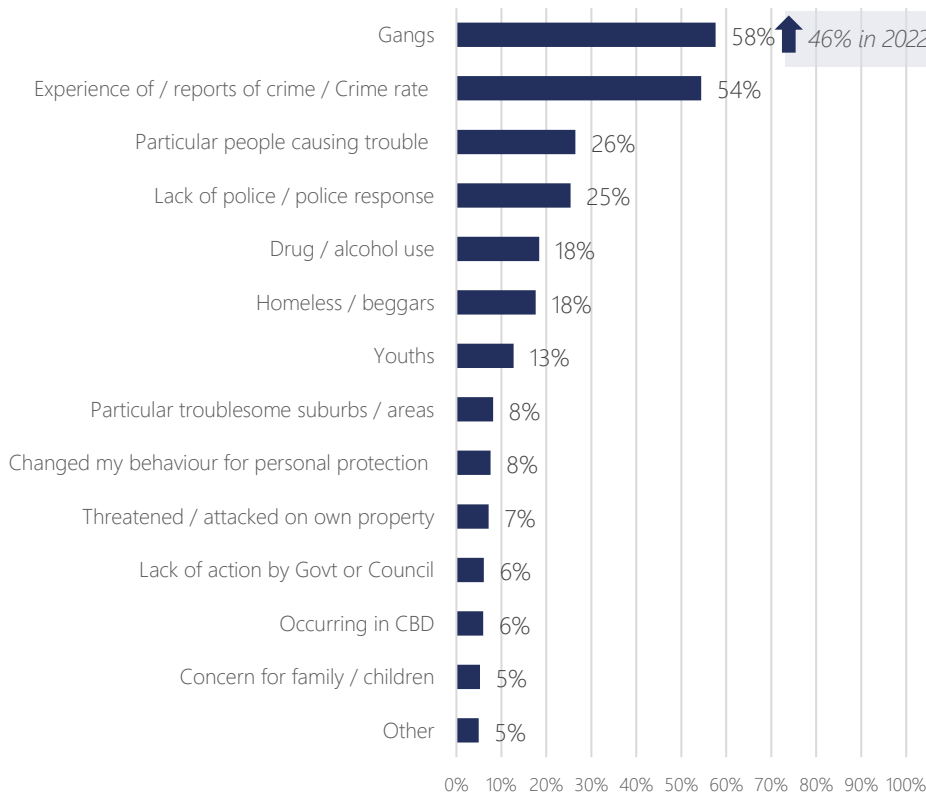
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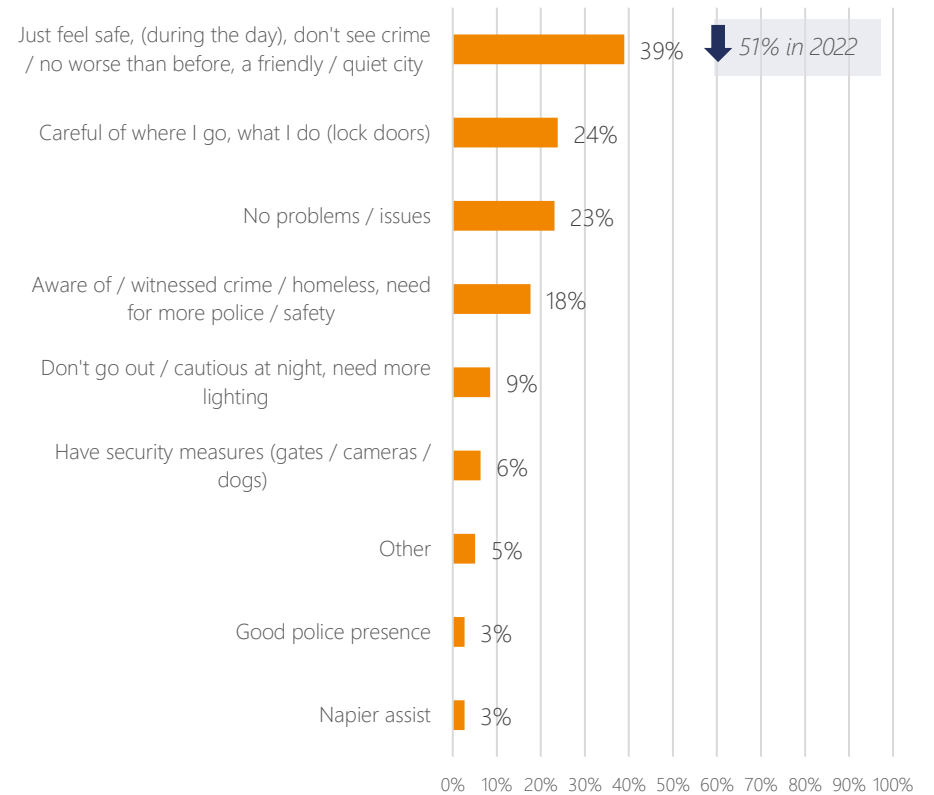
# SAFETY IN NAPIER – reasons for feeling safe or unsafe

- Safety perceptions in Napier were notably influenced by increased concerns related to gangs and associated activities (58%), including gang colours, insignia and gang-related crimes.
- Just over half of respondents (54%) who reported feeling unsafe (and provided a comment) believed lack of safety was due to their personal experience or perceived increase in the crime rate.
- 2-in-5 respondents (39%) who felt safe in Napier generally indicated they had no reason to feel unsafe (*'Just feel safe, don't see crime/no worse than before, a friendly/quiet city'*) – although this perception was down from 51% in 2022.

Reasons for feeling unsafe\* - 32% of respondents



Reasons for feeling safe\* - 52% of respondents



\*Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent





# SAFETY IN NAPIER – safety during the day

- Despite a decline in 2023, perceptions of safety were higher during the day (70% on average) compared to outside at night (27% on average).
- Overall perceptions of safety while out in Napier correlated highly with feeling safe in the CBD.
- General feelings of safety out in Napier and the CBD were lower among respondents aged 40-64.
- A few comments highlighted the positive impact and commendable work done by the Napier Assist team.
- The reasons cited for feeling unsafe in the CBD included intimidating behaviour by gangs (*'gang members in CBD daily'*), shoplifters, and other disruptive activities (*'upsurge in unsavoury characters in downtown', 'presumably mentally ill men begging on the street'*).

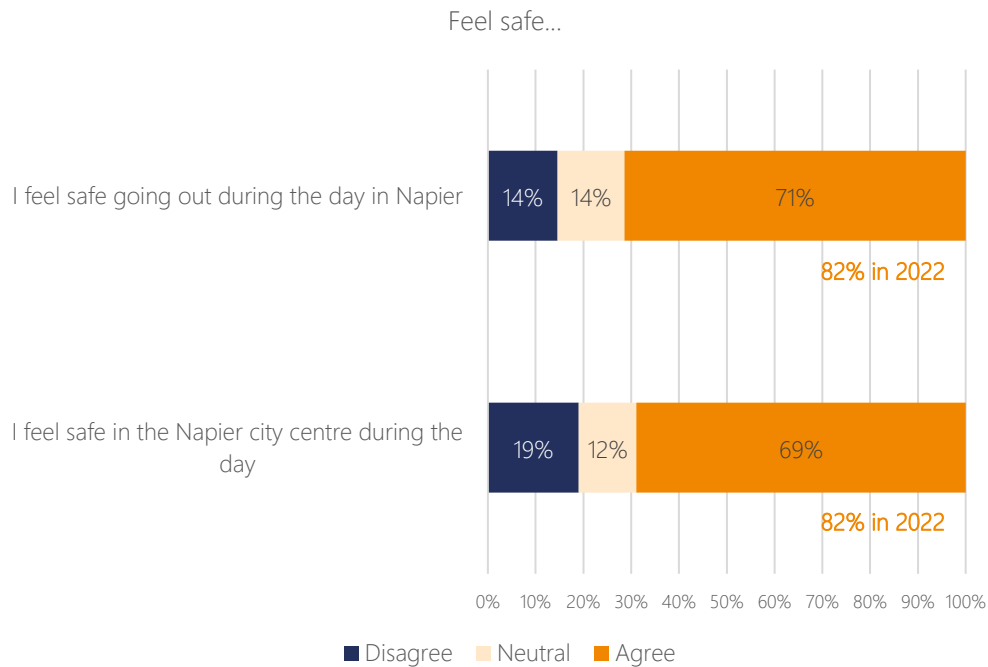


Table 10 Aggregated % 'agree' responses

		During the day in Napier	CBD during the day
Ward	Ahuriri	80%	70%
	Onekawa - Tamatea	60%	64%
	Nelson Park	76%	76%
	Taradale	68%	66%
Age	18-39	68%	73%
	40-64	65%	60%
	65+	82%	78%
Ethnicity	New Zealand European	71%	71%
	Māori	68%	66%
	Other	74%	55%

n=420-454



In 2022, Councils with larger populations (e.g. Auckland, Wellington) reported **84%** of residents felt safe in their city centre during the day.



# SAFETY IN NAPIER – going out after dark

- In 2023, fewer respondents reported frequently going out at night into the CBD (13%) compared to 2022 (21%). 72% of respondents reported going out at night occasionally (from a couple times a year to 2-3 times a month), which was up from 63% in 2022.
- 15% of respondents reported not going out at night into the CBD (similar to 2022).
- There was a noteworthy strong correlation between perceptions of safety at night in Napier/CBD and the frequency of reported nighttime outings.
- Going out at night frequency varied by area and age. Older respondents (65+) were less likely to report going out at night into the CBD (25%).
- In terms of geographical differences, respondents from the Nelson Park ward generally reported fewer nighttime outings (particularly those from Pirimai East and Onekawa East). Conversely, respondents residing in Napier South tended to visit the CBD more frequently at night (most likely due to its close proximity to the area).

Go out at night into the Napier CBD

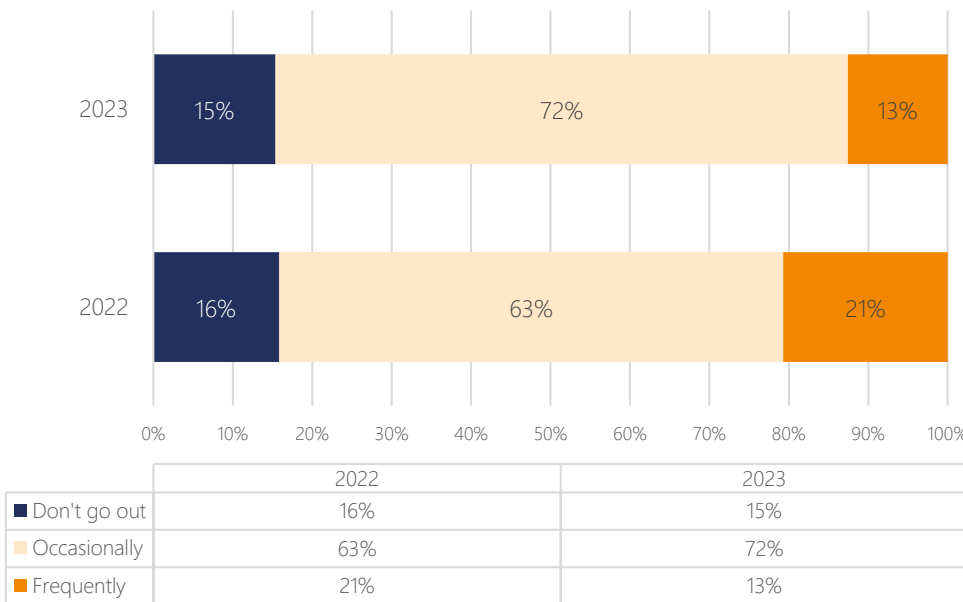


Table 11 Aggregated responses

		Don't go out	Occasionally	Frequently
Ward	Ahuriri	14%	73%	13%
	Onekawa - Tamatea	14%	79%	7%
	Nelson Park	21%	57%	21%
	Taradale	13%	77%	9%
Age	18-39	20%	66%	14%
	40-64	6%	81%	13%
	65+	25%	66%	9%
Ethnicity	NZ European	14%	75%	12%
	Māori	19%	61%	19%
	Other	21%	69%	9%

n=455



# SAFETY IN NAPIER – safety after dark

- Perceptions of safety after dark out in Napier and the CBD were generally lower compared to daytime – with both results below 2022.
- 6-in-10 respondents (59%) stated feeling unsafe in the Napier city centre at night (43% in 2022).
- Perceptions of safety at home at night (68%) improved compared to post-cyclone and were on par with 2022.
- As with daytime, safety perceptions varied by age, with older respondents (65+) more likely feeling safe (also less likely to go out at night, particularly alone).
- Female respondents were less likely to feel safe alone at home at night (63%) compared to male respondents (73%).

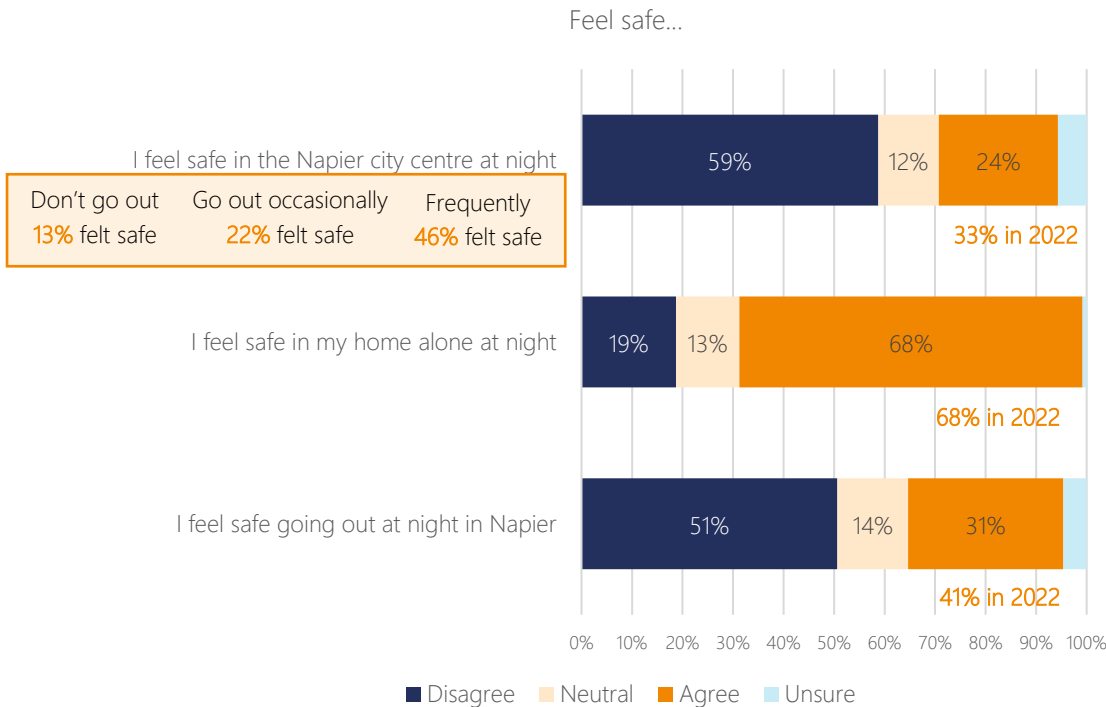


Table 12 Aggregated % 'agree' responses

		In my home alone at night	Out at night in Napier	CBD at night
Ward	Ahuriri	67%	33%	24%
	Onekawa - Tamatea	71%	33%	23%
	Nelson Park	66%	33%	29%
	Taradale	69%	27%	21%
Age	18-39	66%	26%	20%
	40-64	65%	30%	25%
	65+	76%	37%	27%
Ethnicity	New Zealand European	69%	32%	26%
	Māori	58%	24%	16%
	Other	75%	34%	20%

n=424-454



In 2022, Councils with larger populations (e.g. Auckland, Wellington) reported **38%** of residents felt safe in their city centre after dark.



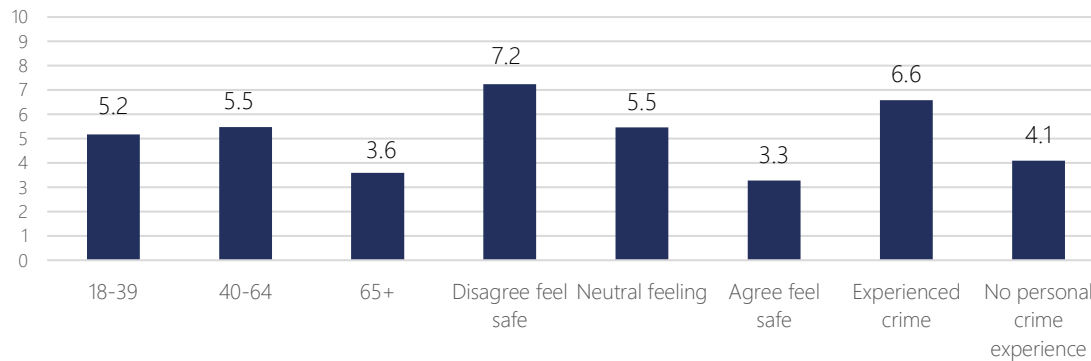
According to Statistics New Zealand, **87%** of New Zealanders felt safe **at home at night** in 2018, and **60%** felt safe **walking after dark** in 2021.



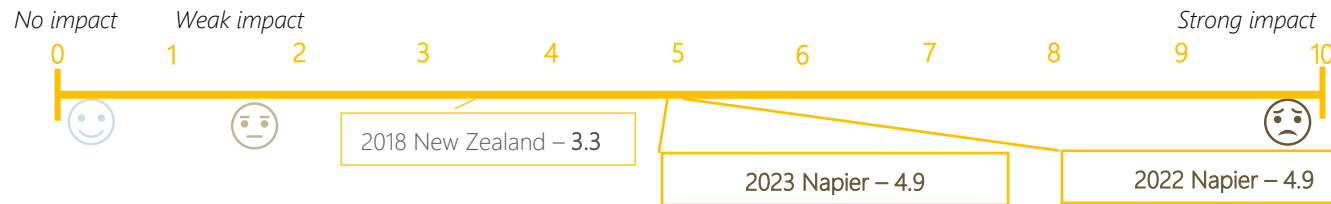
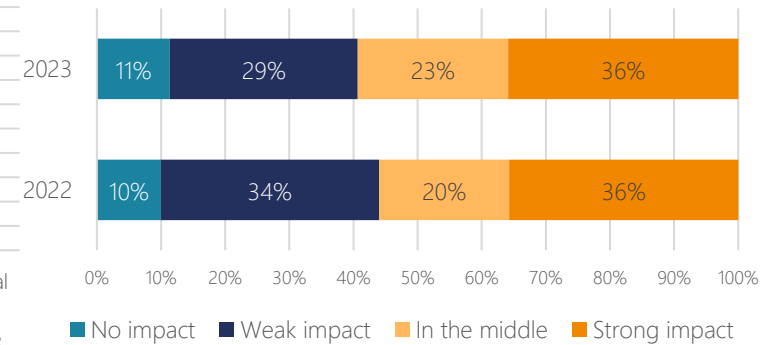
# SAFETY IN NAPIER – fear of crime

- Overall, reported fear of crime in 2023 remained consistent with the 2022 results.
- 11% of respondents believed fear of crime had no impact on their everyday life (10% in 2022); 29% reported a weak impact, and 59% reported middle to strong impact.
- On average, the reported level of impact was 4.9 out of 10.
- This score was higher amongst residents who felt unsafe in Napier (average score of 7.2) – indicating that those who feel less safe also feel crime has a larger impact on their life.
- Respondents aged under 65 were more likely to report a stronger impact of fear of crime (5.3 on average) on their everyday life.
- Reported personal (or family) experience of crime exhibited stronger connections with fear of crime; residents who reported being victims of crime in the past 12 months typically reported a greater impact.

Fear of crime impact (mean)



Impact of fear of crime on everyday life (aggregated)



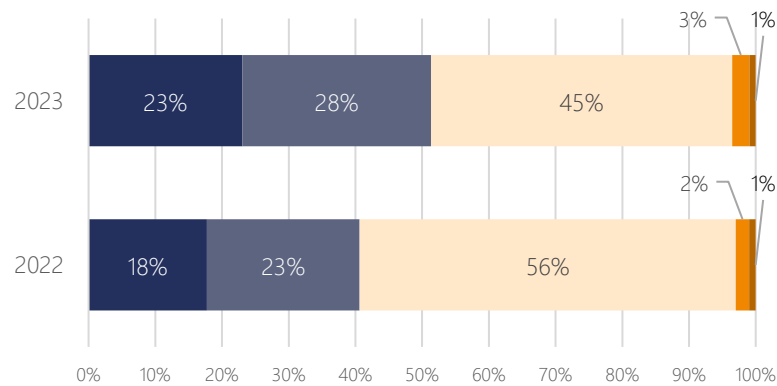
n=455



# SAFETY IN NAPIER – change in safety perceptions

- In 2023, more respondents (51%) reported feeling less safe in the past 12 months compared to 2022; 45% reported no perceived change (down from 56% in 2022).
- The largest year-on-year increase in lower safety perceptions was observed in Ahuriri ward (+16 points), and among those aged 40-64 (+15 points). Both these groups, with addition of Taradale ward and 'Other' ethnicities, were more likely to report feeling less safe compared to 12 months ago.
- 28% of respondents reported that they, or a member of their household, had been the victim of crime in the last 12 months (similar to 2021-22) – consistent with national findings (29%).
- Ahuriri residents (particularly Westshore and Hospital Hill) were more likely to report themselves (or family members) being victims of a crime in 2023. However, respondents from Onekawa and Meanee-Awatoto also reported such experiences.
- Reported victimisation significantly reduced with age, with only 11% of residents aged 65+ reporting being a victim.
- Māori respondents were more likely to report any personal crime experience.

Compared to 12 months ago, how do you now feel?



	2022	2023
Definitely less safe	18%	23%
Somewhat less safe	23%	28%
About the same	56%	45%
Somewhat more safe	2%	3%
Definitely more safe	1%	1%

Table 13 Aggregated % responses

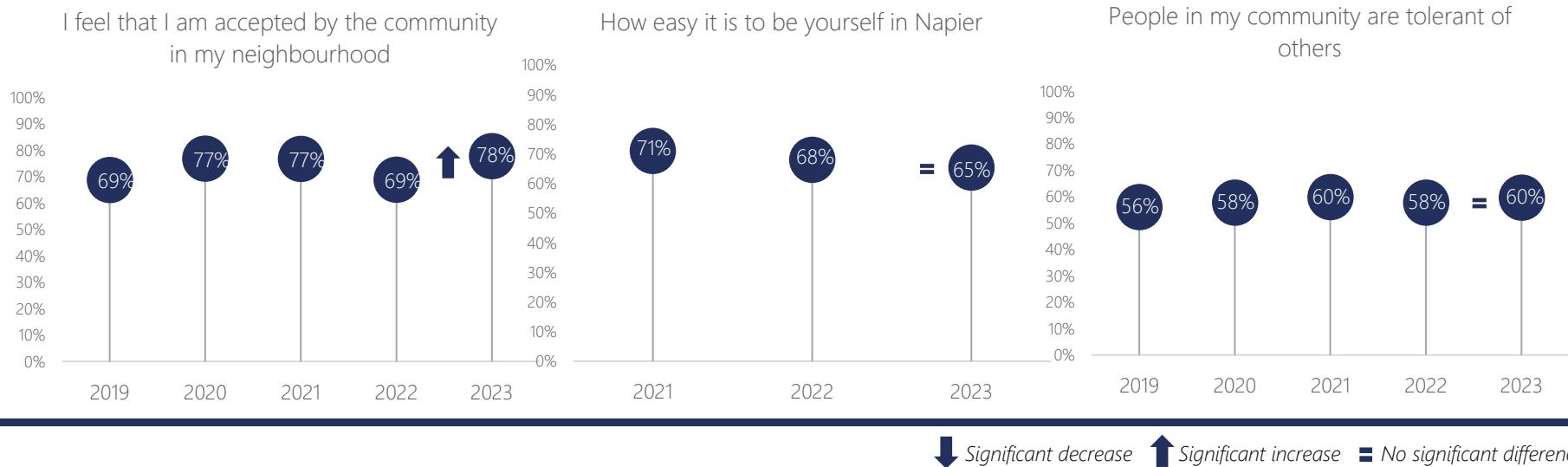
		Feel less safe	Being victim of a crime
Ward	Ahuriri	56%	38%
	Onekawa - Tamatea	42%	23%
	Nelson Park	47%	30%
	Taradale	56%	24%
Age	18-39	53%	34%
	40-64	60%	34%
	65+	35%	11%
Ethnicity	New Zealand European	51%	23%
	Māori	47%	45%
	Other	63%	35%

n=455



## DIVERSITY – results over time

- Following a decline in 2022, perceived feelings of acceptance by the community increased in 2023 (78%), returning to 2020-2021 levels.
- Two-thirds of respondents (65%) believed it was easy to be themselves in Napier (similar to 2022).
- 6-in-10 respondents (60%) agreed people in their community were tolerant of others (no changes over time).





# DIVERSITY – community diversity

- Residents' sense of their own acceptance (78%) was greater than perceived tolerance (60%) within the community as a whole.
- Sense of acceptance improved in 2023, and increased with age (88% for aged 65+).
- However, the most notable year-on-year improvement was observed among those aged 18-39 (75% in 2023 vs. 52% in 2022).
- Fewer respondents aged 40-64, and those of 'Other' ethnicities, believed people in their communities are tolerant of others.
- Perceived community tolerance improved among Māori respondents (64% in 2023 vs. 45% in 2022).

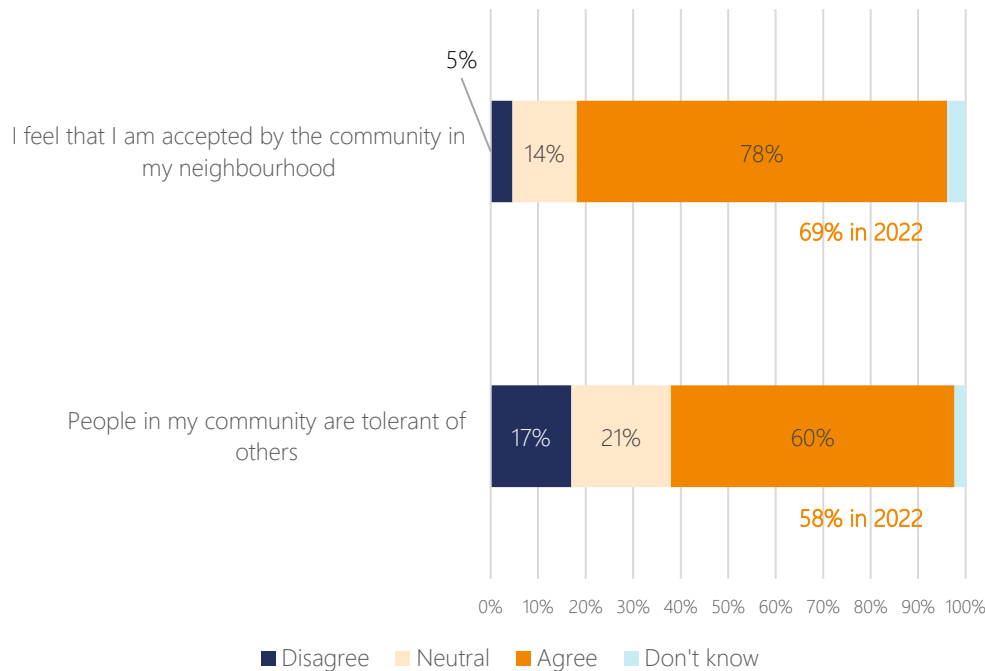


Table 14 Aggregated % 'agree' responses

		Feel accepted	Tolerance
Ward	Ahuriri	83%	57%
	Onekawa - Tamatea	74%	62%
	Nelson Park	69%	55%
	Taradale	83%	63%
Age	18-39	75%	59%
	40-64	74%	54%
	65+	88%	69%
Ethnicity	New Zealand European	81%	61%
	Māori	70%	64%
	Other	67%	41%

n=455





# DIVERSITY – being yourself in Napier

- As people in New Zealand have different lifestyles, cultures and beliefs that express who they are, Napier residents were asked how easy or hard it is for them to be themselves.
- Consistent with the personal acceptance results, 65% of respondents believed it was 'somewhat' or 'very easy' to be themselves in Napier in 2023 – also similar to the 2022 result.
- Older respondents (65+), and New Zealand European/ Pākehā respondents, were more likely to feel comfortable being themselves.
- In 2023, a higher number of respondents chose not to self-identify with any demographic or social attributes (42% vs. 26% in 2022).
- Those who found it hard to be themselves were more likely to self-identify on the basis of skin colour (47%) with their self-identity.

How easy or hard is it for you to be yourself in Napier?

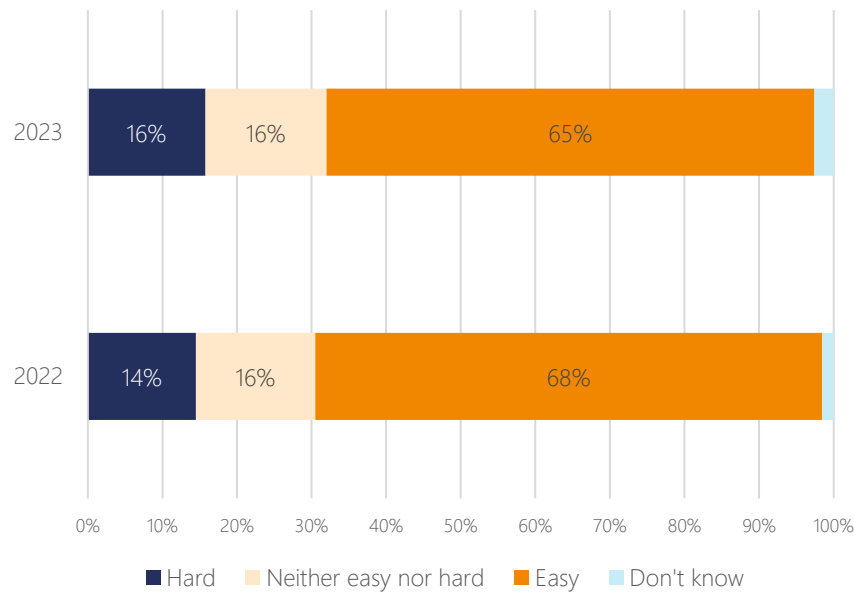
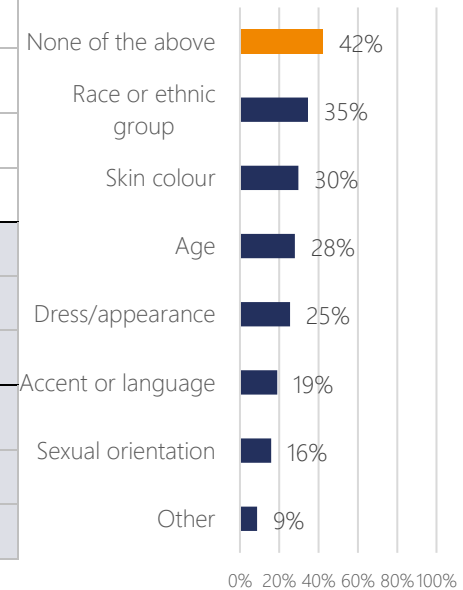


Table 15 Aggregated % 'easy' responses

		Be yourself
Ward	Ahuriri	63%
	Onekawa - Tamatea	61%
	Nelson Park	66%
	Taradale	68%
Age	18-39	56%
	40-64	63%
	65+	80%
Ethnicity	New Zealand European	70%
	Māori	57%
	Other	49%

Being yourself associated attributes\*



According to Statistics New Zealand, **80%** of New Zealanders aged 15 years and older reported that it was **easy or very easy to be themselves** in New Zealand in 2021.

n=455

\*Totals may exceed 100% owing to multiple responses for each respondent



# DIVERSITY – intolerance perceptions

- 47% of respondents reported themselves or someone else experiencing prejudice or intolerance – similar to 2022. 17% had personally experienced this themselves in the last 3 months (similar to 19% in 2022 and 21% across New Zealand).
- Respondents aged under 65, those from Nelson Park ward, and Māori and 'Other' ethnicity respondents, were more likely to report these experiences.
- The most cited reason for perceived intolerance remained ethnicity (59%).
- Respondents who reported experiencing prejudice or being treated unfairly were less likely to agree people in their community are tolerant of others, or that it is easy to be yourself in Napier.

In the last three months, have you personally experienced, or seen someone else experience, prejudice or intolerance or been treated unfairly or excluded?

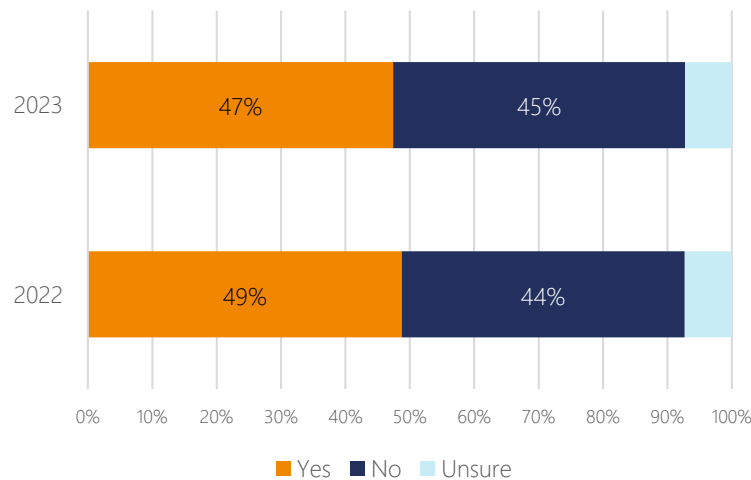
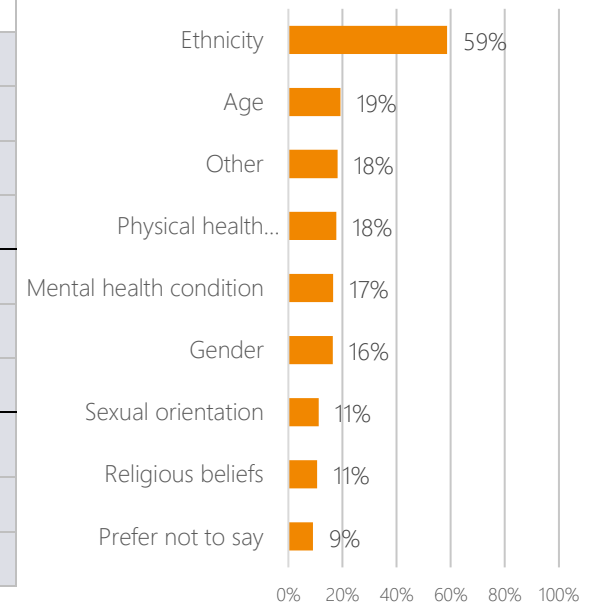


Table 16 Aggregated % 'yes' responses

		Intolerance experienced
Ward	Ahuriri	44%
	Onekawa - Tamatea	38%
	Nelson Park	59%
	Taradale	46%
Age	18-39	59%
	40-64	54%
	65+	23%
Ethnicity	New Zealand European	41%
	Māori	63%
	Other	69%

Reason for perceived prejudice\*



n=455

\*Totals may exceed 100% owing to multiple responses for each respondent



According to Statistics New Zealand, 21% of New Zealanders aged 15 years and older reported being personally subjected to some form of discrimination in 2021.



## DIVERSITY – different lifestyles and culture

- While New Zealand is becoming home for an increasing number of people with different lifestyles and cultures from different countries, 47% of respondents believed this diversity makes Napier a better place to live – slightly down compared to 53% in 2022. More respondents in 2023 believed this makes no difference (37%).
- Respondents from the Onekawa-Tamatea ward were less inclined to agree that diversity makes Napier a better place and more likely to state that it makes no difference.

New Zealand is becoming home for an increasing number of people with different lifestyles and cultures from different countries. Overall, do you think this makes Napier...

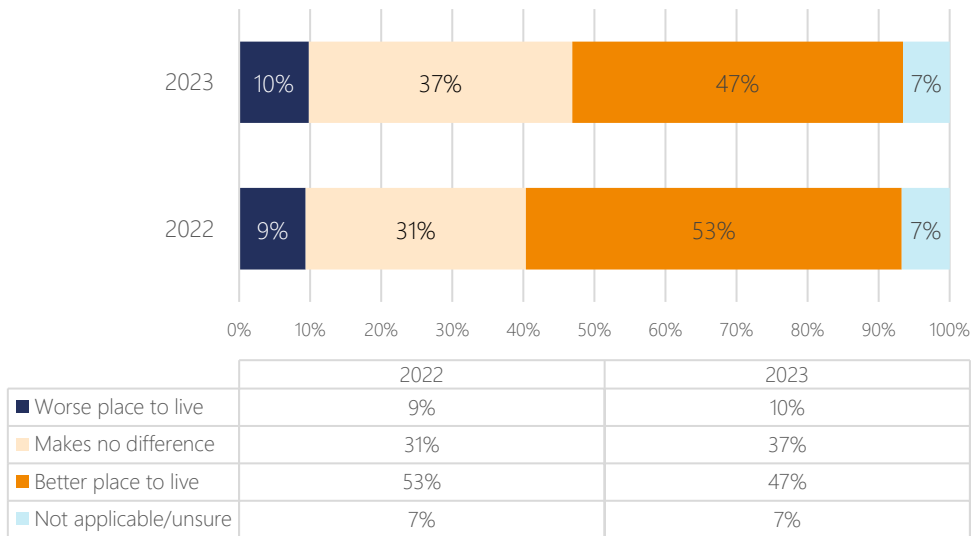


Table 17 Aggregated responses

		Makes Napier better place
Ward	Ahuriri	58%
	Onekawa - Tamatea	30%
	Nelson Park	48%
	Taradale	48%
Age	18-39	40%
	40-64	50%
	65+	49%
Ethnicity	New Zealand European	49%
	Māori	42%
	Other	34%

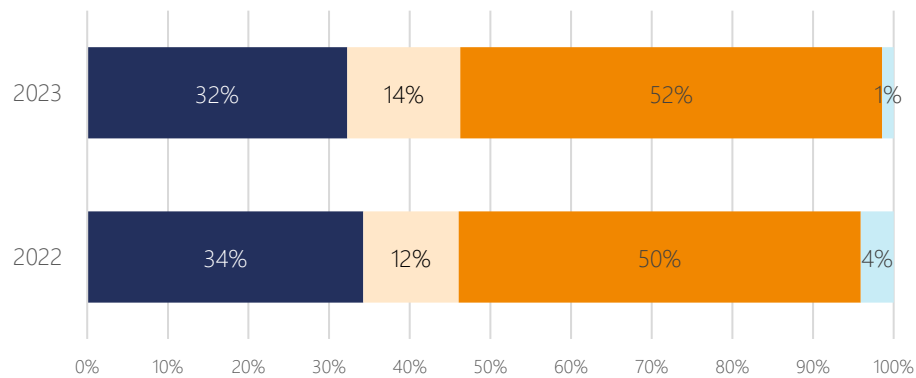
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# DIVERSITY – a fair shot at a good life

- Half of respondents (52%) in 2023 believed everyone in Napier has a fair shot at a good life (similar to 50% in 2022).
- Younger respondents (particularly 18-39), from Nelson Park ward, and those of 'Other' ethnicities, were less likely to agree everyone has a fair shot at a good life in Napier.

Everyone in Napier has a fair shot at a good life, regardless of ethnicity or race



	2022	2023
Disagree	34%	32%
Neutral	12%	14%
Agree	50%	52%
Don't know	4%	1%

Table 18 Aggregated 'agree' responses

		Having a fair shot at a good life
Ward	Ahuriri	40%
	Onekawa - Tamatea	54%
	Nelson Park	45%
	Taradale	62%
Age	18-39	43%
	40-64	48%
	65+	69%
Ethnicity	New Zealand European	57%
	Māori	45%
	Other	32%

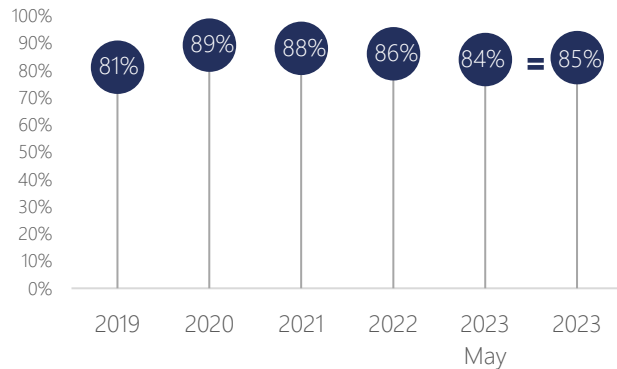
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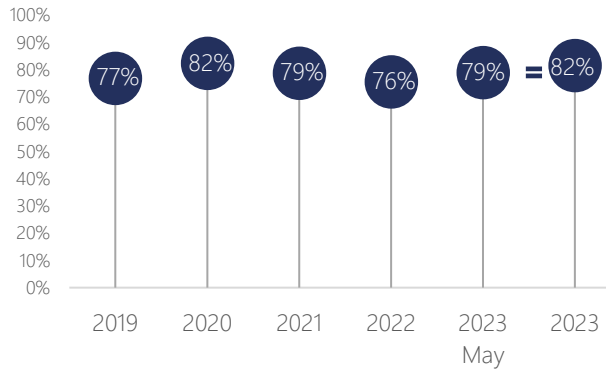
# SOCIAL CONNECTIONS – results over time

- The average agreement score for social connections remained high in 2023 (78%), slightly up from 74% in 2022 but remaining consistent with post-cyclone and 2020-2021 levels.
- Acquaintance with neighbours (82%) saw a slight gradual increase from 2022, returning to the 2020 (post-covid lockdown) level.
- More respondents in 2023 (68%) believed people in their community take care of, or provide help for, one another (68%) – this was another attribute that experienced a notable increase following the cyclone.

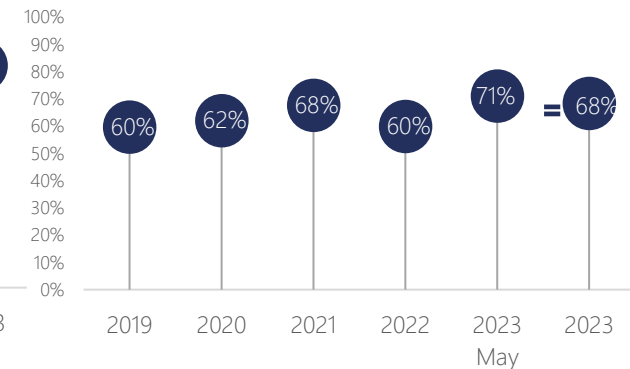
I know I have friends or relatives I can count on in times of trouble



I know my closest neighbours by their first name

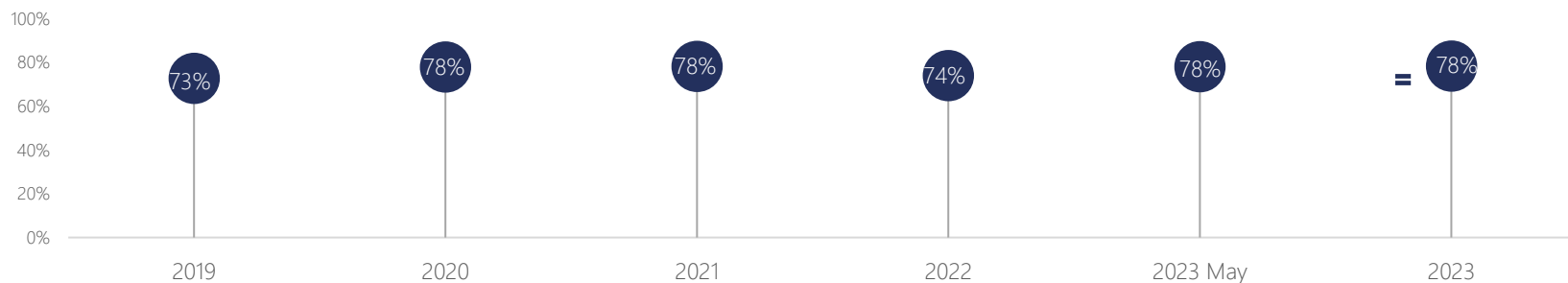


People in my community take care of, or provide help for, one another



↓ Significant decrease    ↑ Significant increase    = No significant difference

Social connections average agreement score\*



\*Note: Social connections average agreement score is an average measure of aggregated positive responses across three social connection attributes



# SOCIAL CONNECTIONS – attributes

- The presence of a supportive network of family and friends remained high (85%). This perception was lower among Māori respondents (68%).
- 82% of respondents stated they know their closest neighbours by their first name. This knowledge increased linearly with age; 90% of residents aged 65+ reported knowing their neighbours. However, this knowledge increased among the youngest respondents in 2023 (70% vs. 61% in 2022).
- More respondents in 2023 (68%) believed that people in their community take care of one another. Although perceptions of community help were higher among older respondents (81%) compared to those aged under 65, the youngest respondents exhibited a positive year-on-year improvement (64% in 2023 vs. 41% in 2022).
- Affiliation with neighbours and perceptions of community support were lower in Nelson Park and Onekawa-Tamatea.

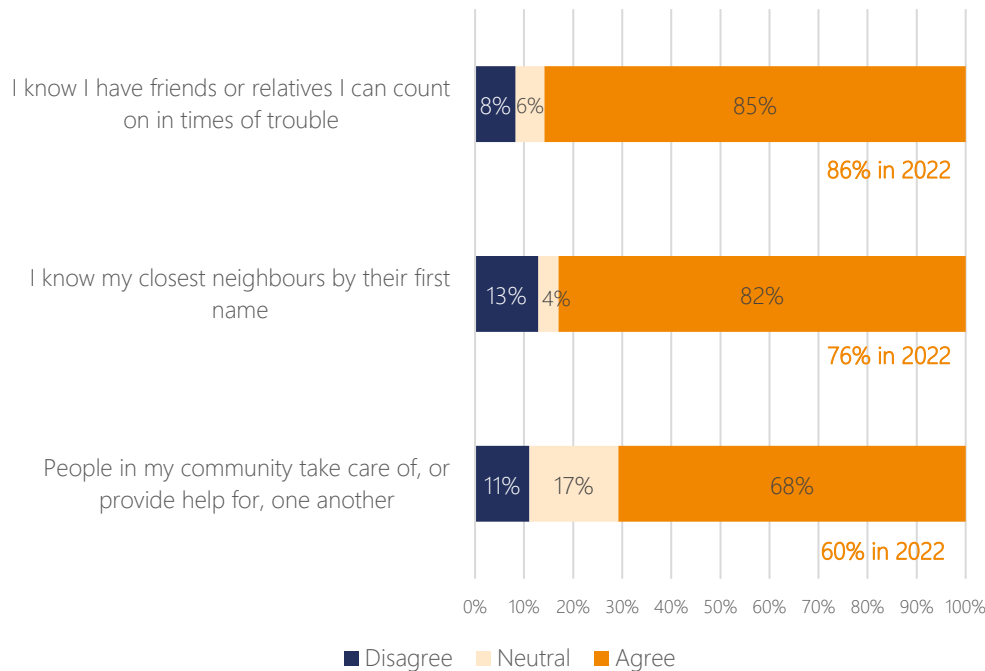


Table 19 Aggregated % 'agree' responses

		Friends or relatives	Knowing neighbours	Community help
Ward	Ahuriri	83%	86%	71%
	Onekawa - Tamatea	84%	77%	62%
	Nelson Park	81%	76%	59%
	Taradale	89%	85%	75%
Age	18-39	85%	70%	64%
	40-64	82%	85%	64%
	65+	88%	90%	81%
Ethnicity	New Zealand European	90%	87%	72%
	Māori	68%	62%	53%
	Other	76%	76%	65%

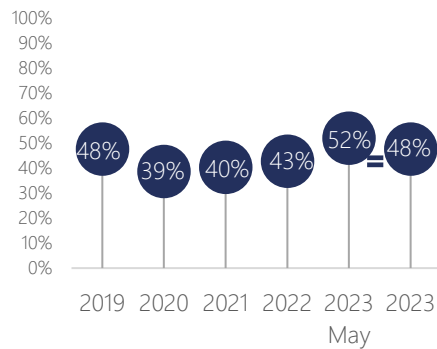
n=455



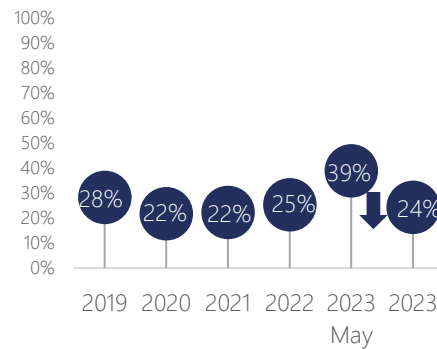
# COMMUNITY MENTAL WELLBEING – results over time

- Following a spike in the post-cyclone period, the community mental wellbeing index decreased to 10.5, indicating reduced distress.
- Most mental wellbeing attributes returned to their historical levels, with the exception of the persistently slightly higher level of individuals feeling worried about everyday problems (48%).
- It is important to note the significant correlation between the impacts of Cyclone Gabrielle and mental wellbeing in May 2023. Note: the post-cyclone survey involved oversampling in areas within Napier that experienced more significant impacts, and included a shorter recall period immediately following the cyclone.

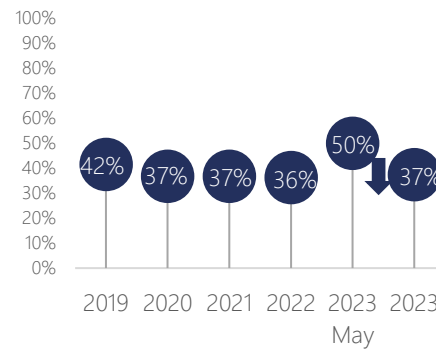
I have worried a lot about everyday problems



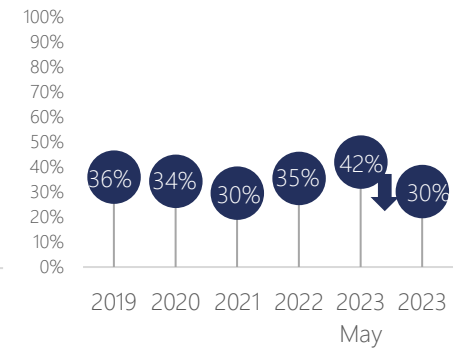
I have had little interest or pleasure in doing things



I have felt down or depressed



I felt lonely at least some of the time

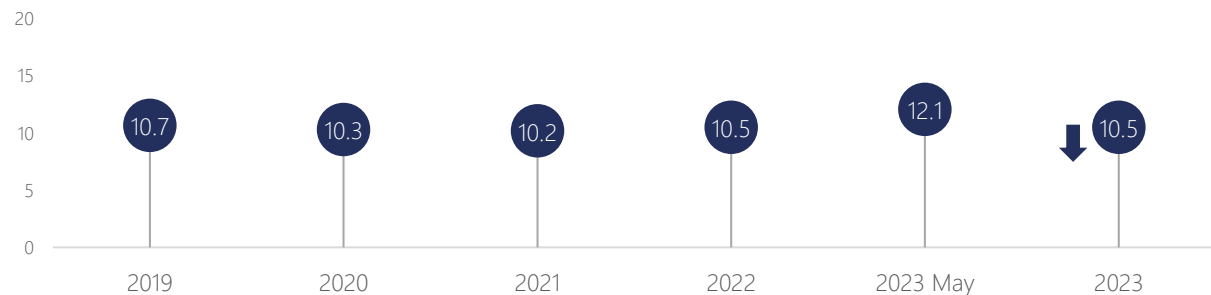


↓ Significant decrease    ↑ Significant increase    = No significant difference



According to Statistics New Zealand, **26%** of New Zealanders **felt lonely** at least some of the time in 2021.

Mental Wellbeing Index

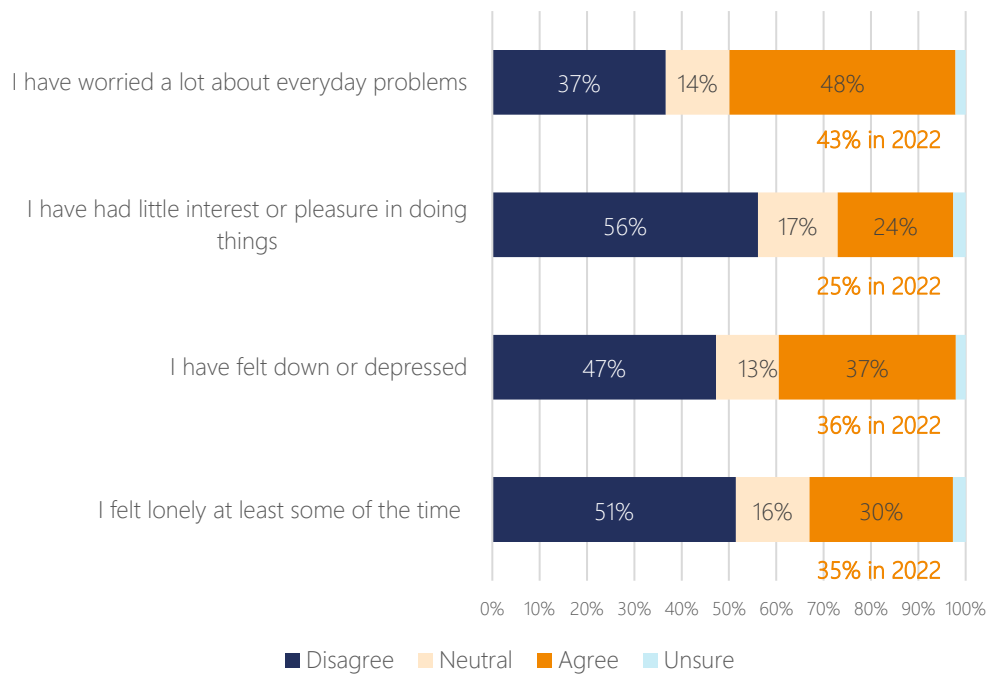






# COMMUNITY MENTAL WELLBEING – attributes

- Nearly half of respondents (48%) reported worrying a lot about everyday problems in 2023 (up from 43% in 2022). This concern was particularly pronounced among younger respondents under the age of 40 (67%), and those living in rental properties (66%).
- The community mental wellbeing index reverted to its pre-cyclone levels. The most vulnerable groups included younger respondents, Māori respondents, those living in rental properties, and residing in Nelson Park and Onekawa-Tamatea wards.



n=455

10.5 in 2023 (10.5 in 2022)

Table 20 Community mental wellbeing index

		Index
Ward	Ahuriri	9.5
	Nelson Park	11.3
	Onekawa - Tamatea	11.4
	Taradale	10.2
Age	18-39	12.3
	40-64	10.7
	65+	8.3
Ethnicity	New Zealand European	10.1
	Māori	12.7
	Other	10.4
Home ownership	Owned	10.1
	Rented	13.5
Income	\$20,000 or less	13.9
	\$20,001-\$30,000	10.8
	\$30,001-\$50,000	9.8
	\$50,001-\$70,000	10.8
	\$70,001-\$100,000	10.6
	\$100,001 or more	10.1

Note: mental wellbeing index is a computed score that is calculated by summing all the agreement ratings given by respondents in relation to four mental wellbeing attributes. Higher mental wellbeing scores = greater distress (maximum value is 20)

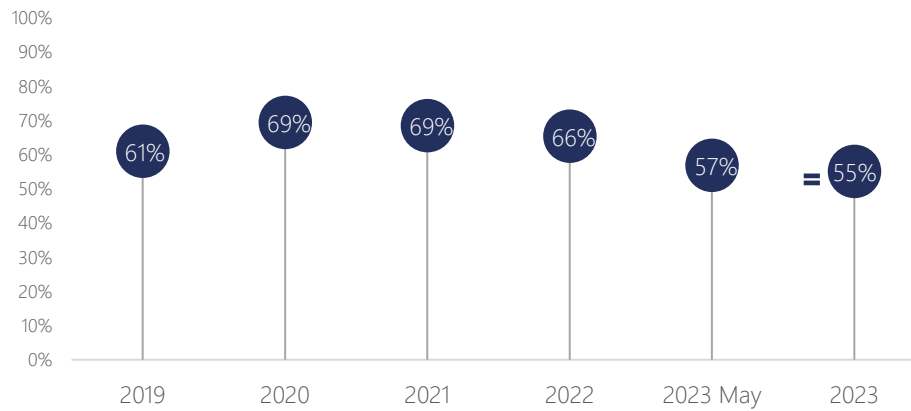


# NEIGHBOURHOOD – results over time

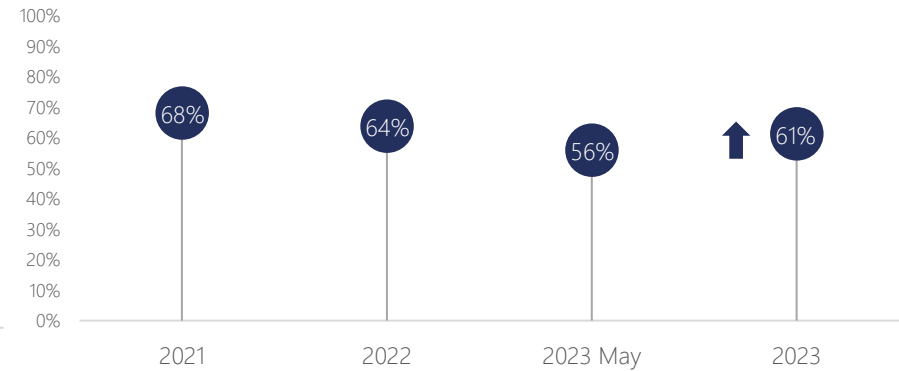
- Following a decline in the post-cyclone period, respondents' perceptions of their neighbourhoods having everything needed (55%) remained below the historical average.

- However, the sense of neighbourhood pride improved slightly (61%) and was on par with 2022.

My neighbourhood has everything I need



I feel sense of pride with how my neighbourhood looks and feels



↓ Significant decrease    ↑ Significant increase    = No significant difference



In 2022, Councils with larger populations (e.g. Auckland, Wellington) reported **55%** of residents were proud of how their local area looks and feels.



# NEIGHBOURHOOD – attributes

- Over half of respondents (55%) agreed their neighbourhood has everything they need (down from 66% in 2022). This perception was lower in Nelson Park, among those aged 18-39, and respondents of 'Other' ethnicities.
- Sense of pride in 2023 (61%) remained on par with 2022 (64%). As in previous years, sense of pride was lower in Nelson Park and among younger respondents.

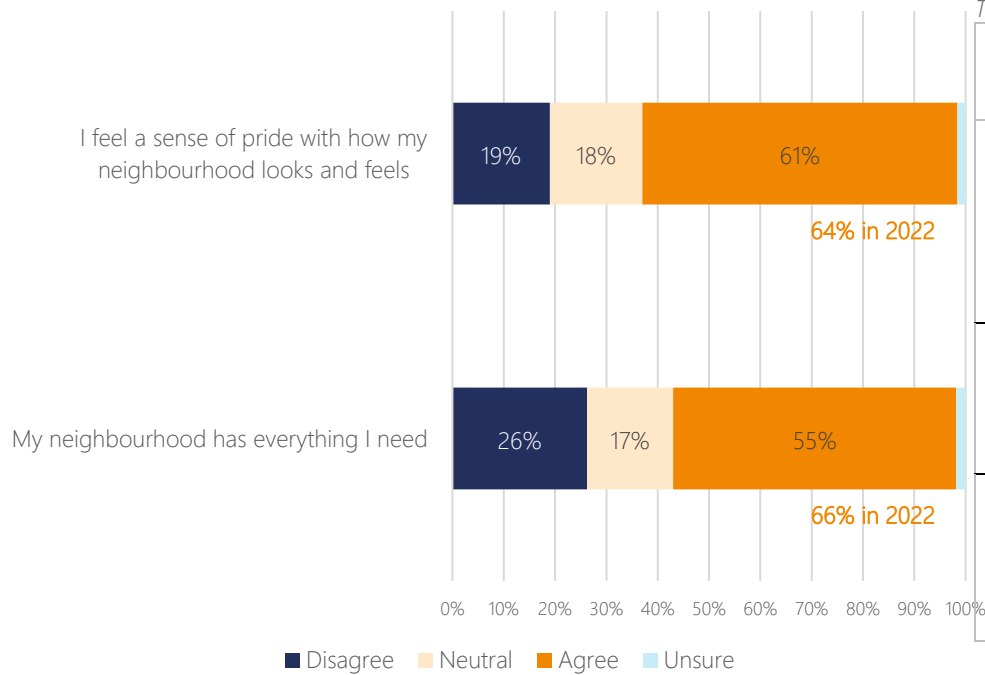


Table 21 Aggregated % 'agree' responses

		Sense of pride	Neighbourhood has everything needed
Ward	Ahuriri	68%	52%
	Onekawa - Tamatea	52%	56%
	Nelson Park	48%	43%
	Taradale	70%	64%
Age	18-39	53%	41%
	40-64	55%	49%
	65+	81%	80%
Ethnicity	New Zealand European	63%	62%
	Māori	63%	44%
	Other	45%	27%

n=455



# NEIGHBOURHOOD – good place to live

- Overall, the majority of respondents (80%) believed their neighbourhood is a good place to live (similar to post-cyclone results).
- 1-in-10 respondents (10%) who disagreed with their neighbourhood being a good place to live expressed concerns about rising crime rates and a desire for increased police presence to address speeding and gang-related problems. Their unprompted comments also suggested improved emergency preparedness from Civil Defence and the Council, state of roads and public infrastructure, housing and general affordability.
- Positive neighbourhood perceptions were mostly consistent among respondents from different demographic groups but remained lower in the Nelson Park ward (67%), which was associated with lower overall neighbourhood perceptions in that area.

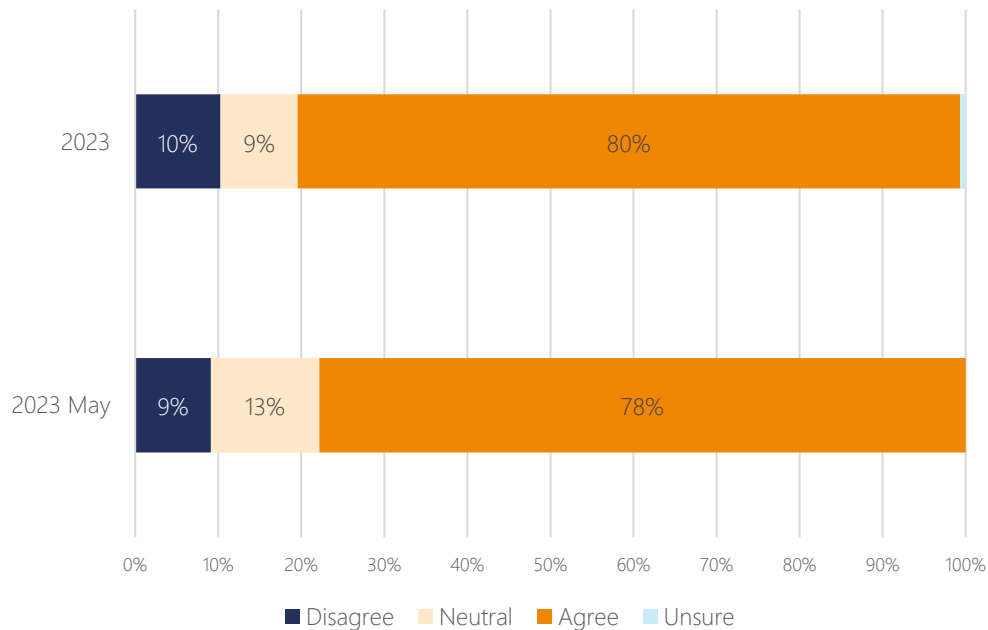


Table 22 Aggregated % 'agree' responses

		Neighbourhood is a good place to live
Ward	Ahuriri	82%
	Onekawa - Tamatea	72%
	Nelson Park	67%
	Taradale	90%
Age	18-39	80%
	40-64	75%
	65+	87%
Ethnicity	New Zealand European	81%
	Māori	82%
	Other	69%

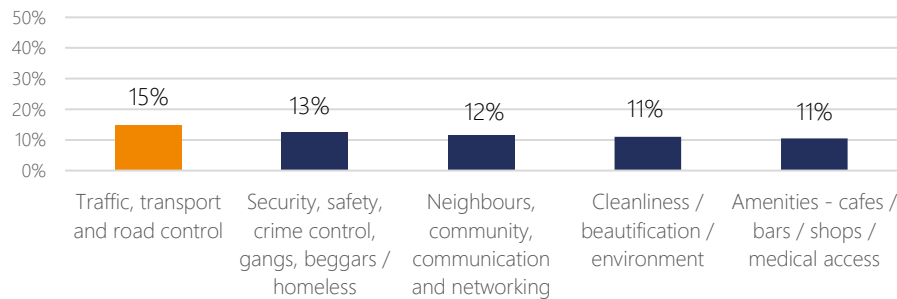
n=454



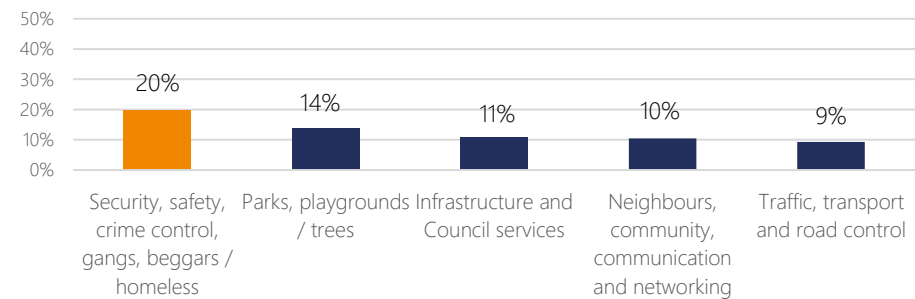
# NEIGHBOURHOOD – suggested improvements

- 77% of respondents suggested at least one improvement idea for their neighbourhood.
- Improved safety emerged as a top concern citywide; however, respondents from Taradale were more likely to rank security, safety and crime control as a priority.
- In Nelson Park, speed control was the primary suggestion, followed by safety improvements.
- Respondents from Ahuriri prioritised better traffic management and roads (with some respondents mentioning fewer speed bumps). Safety was another prominent concern in this area.
- In Onekawa-Tamatea, residents emphasised the need for more gardens, parks, and additional amenities for children (such as playgrounds and sports facilities).
- Younger respondents were more likely to highlight the importance of parks and playgrounds, as well as improvements in infrastructure and Council services.

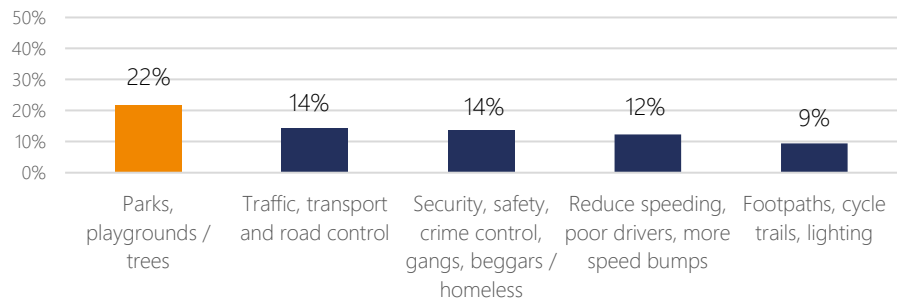
Ahuriri Ward improvements



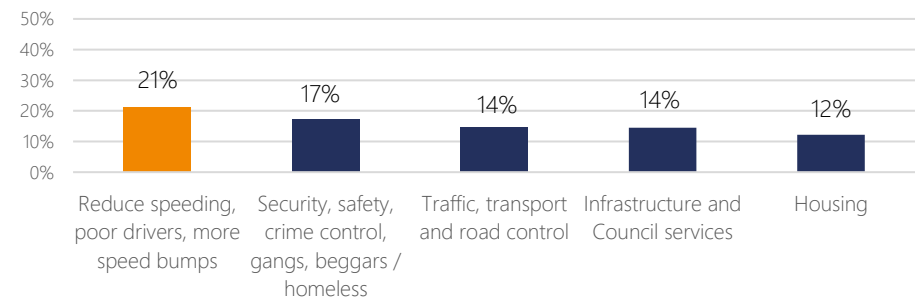
Taradale Ward improvements



Onekawa-Tamatea Ward improvements



Nelson Park Ward improvements



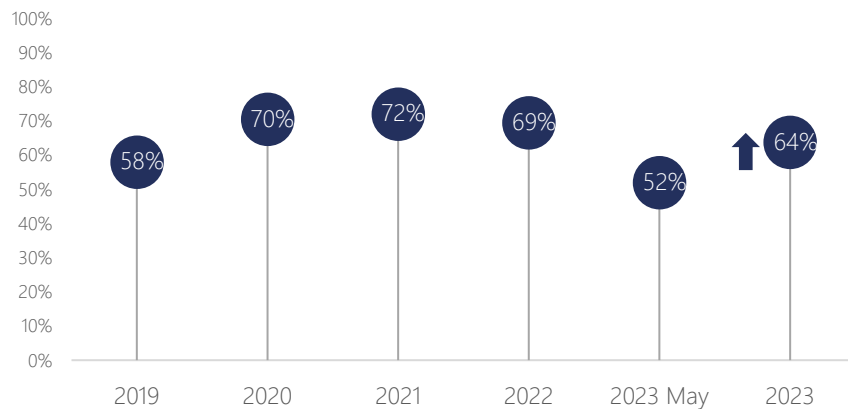
Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent



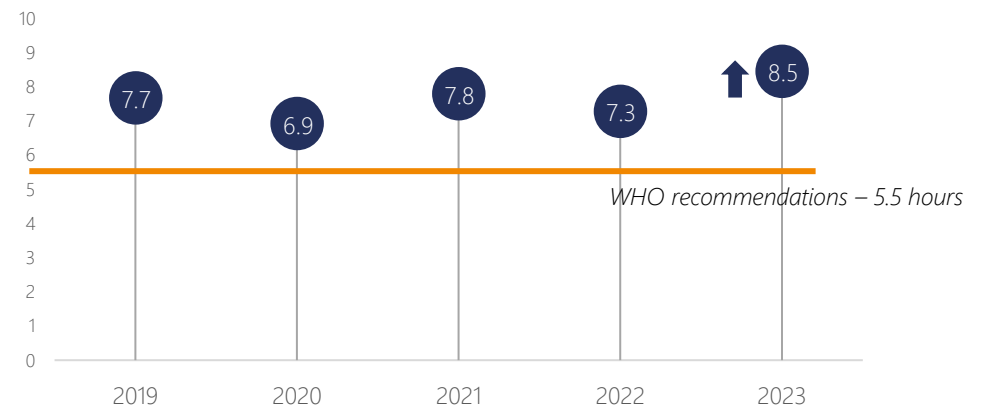
# COMMUNITY HEALTH – results over time

- Similar to mental health wellbeing, Cyclone Gabrielle was a significant contributing factor for respondents rating their personal health in the post-cyclone period.
- Later in 2023, more respondents rated their personal health as 'good' or 'very good' (64%). However, this result remained below the levels previously observed from 2020 to 2022.
- In 2023, there was a reported increase in the average level of moderate-intensity activity in Napier (8.5 hours per week).

Aggregated 'good' perceptions of personal health



Average levels of moderate-intensity activity\*



↓ Significant decrease    ↑ Significant increase    ■ No significant difference

\*Hours per week. Reported results are based on open-ended comments. If a range of hours was provided, an average of this range was used in the analysis.



# COMMUNITY HEALTH – attributes

- 64% of respondents believed they were personally in 'good' or 'very good' health, which was slightly down compared to 2022.
- In 2023, residents continued to report a good level of moderate intensity activity (8.5 hours on average per week) in the community (up from 7.3 in 2022); two-thirds of respondents (67%) reported moderate-intensity activity of 4 hours or more per week.
- Younger respondents, those living in rental properties, Māori, and respondents of 'Other' ethnicities, were less likely to rate their health as good.
- Overall perceptions of health were closely linked to the mental wellbeing index, particularly among younger respondents, and were influenced by general physical activity levels to some extent.
- Those who perceived themselves as being in good health tended to report higher levels of physical activity (9.2 hours), compared to those who rated their health as poor (averaging 5.9 hours).

How would you rate your personal health at the moment?

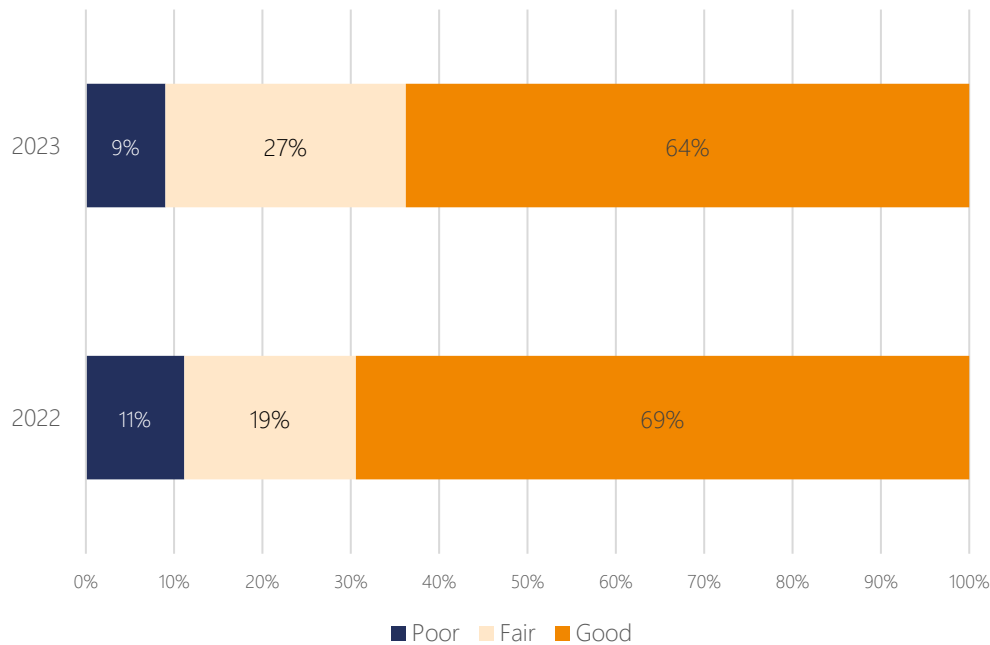


Table 23 Aggregated % 'good' responses

		Good health	Average activity
Ward	Ahuriri	68%	8.2
	Onekawa - Tamatea	51%	8.2
	Nelson Park	66%	9.5
	Taradale	66%	8.1
Age	18-39	53%	9.9
	40-64	66%	7.7
	65+	73%	8.1
Ethnicity	New Zealand European	70%	8.2
	Māori	47%	11.4
	Other	46%	5.5

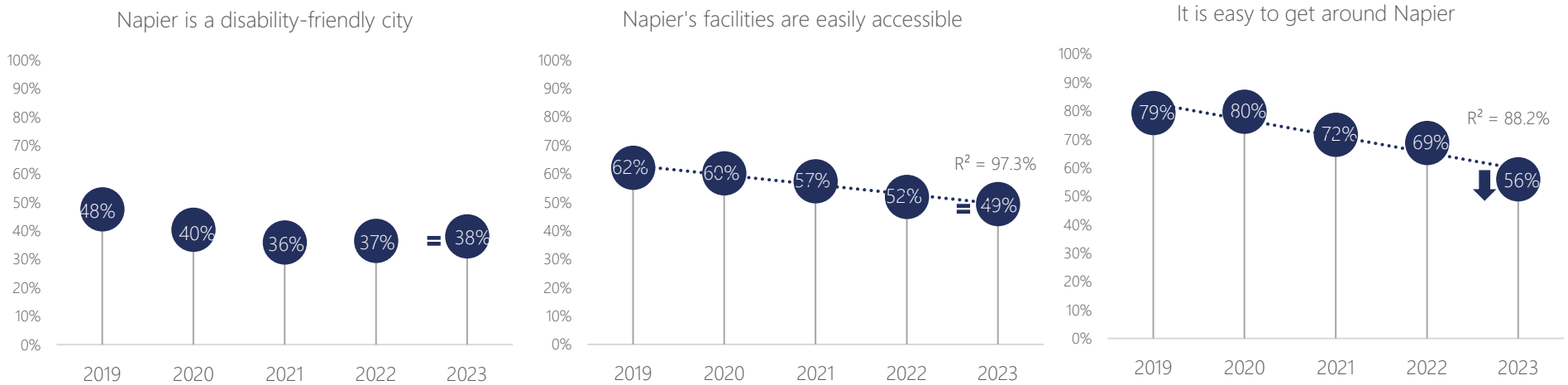
n=455





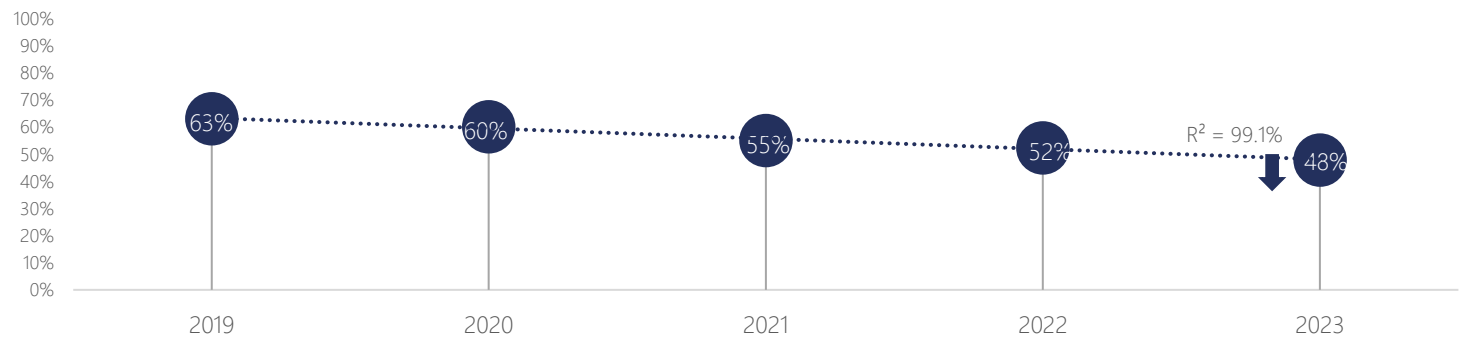
# ACCESSIBILITY – results over time

- The average agreement score for accessibility has exhibited a downward trend over time, with a further decline in 2023 (48%) compared to 2022 (52%).
- This decline was associated with the perceived ease of getting around Napier (56%, down from 69% in 2022).
- Half of respondents agreed Napier’s facilities are easily accessible (49%). Although this result was similar to 52% in 2022, there was an overall downward trend over time.



↓ Significant decrease    ↑ Significant increase    = No significant difference

Accessibility average agreement score





# ACCESSIBILITY – attributes

- In 2023, fewer respondents agreed it is easy to get around Napier (56%, down from 69% in 2022).
- It should be noted that in 2022-23 there was a significant disruption to public bus services in Hawke’s Bay. This was primarily due to a shortage of bus drivers and the damage to bridges caused by Cyclone Gabrielle. Additionally, increased traffic congestion was also observed for vehicle users in the aftermath of the cyclone.
- The greatest declines in perceived ease of getting around perceptions were observed in Ahuriri (32 points) and Onekawa-Tamatea (28 points), and those aged under 65 (15 points on average).
- Although 38% of residents found Napier to be a disability-friendly city, 17% could not provide a rating.

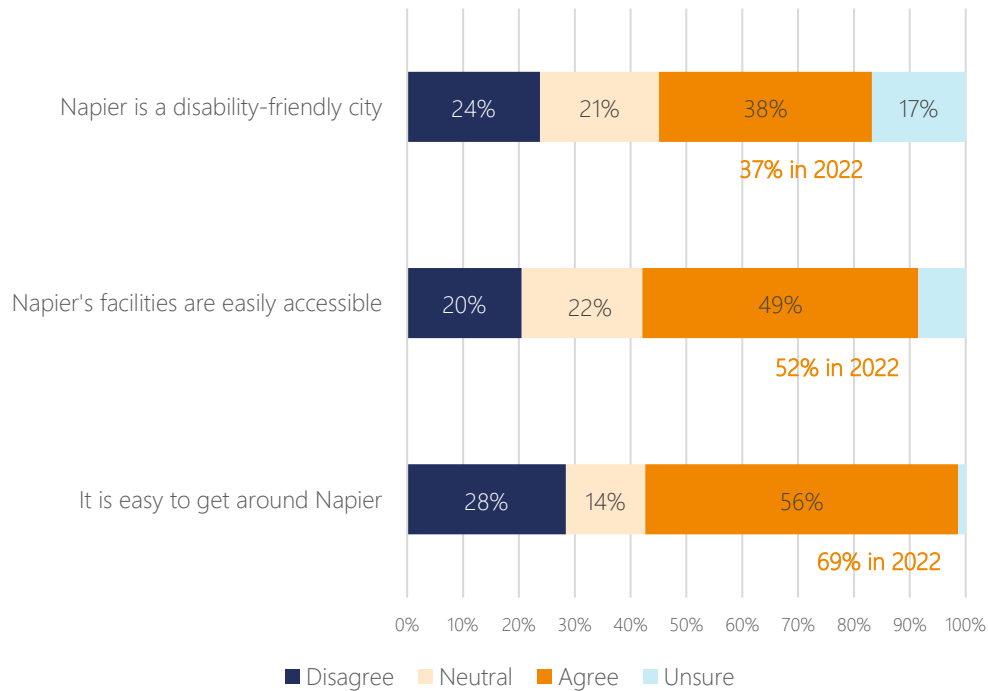


Table 24 Aggregated % 'agree' responses

		Disability friendly	Accessible	Easy to get around
Ward	Ahuriri	35%	40%	40%
	Onekawa - Tamatea	41%	47%	48%
	Nelson Park	34%	50%	62%
	Taradale	41%	55%	63%
Age	18-39	44%	42%	46%
	40-64	32%	48%	55%
	65+	41%	61%	70%
Ethnicity	New Zealand European	39%	53%	56%
	Māori	35%	44%	61%
	Other	41%	33%	46%

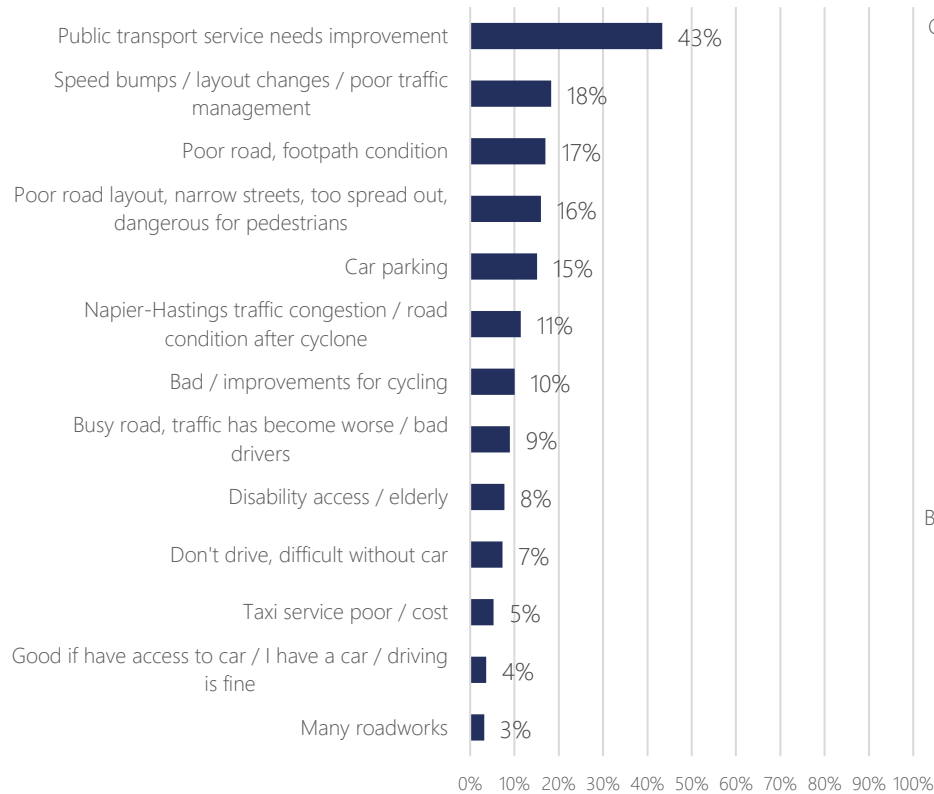
n=454



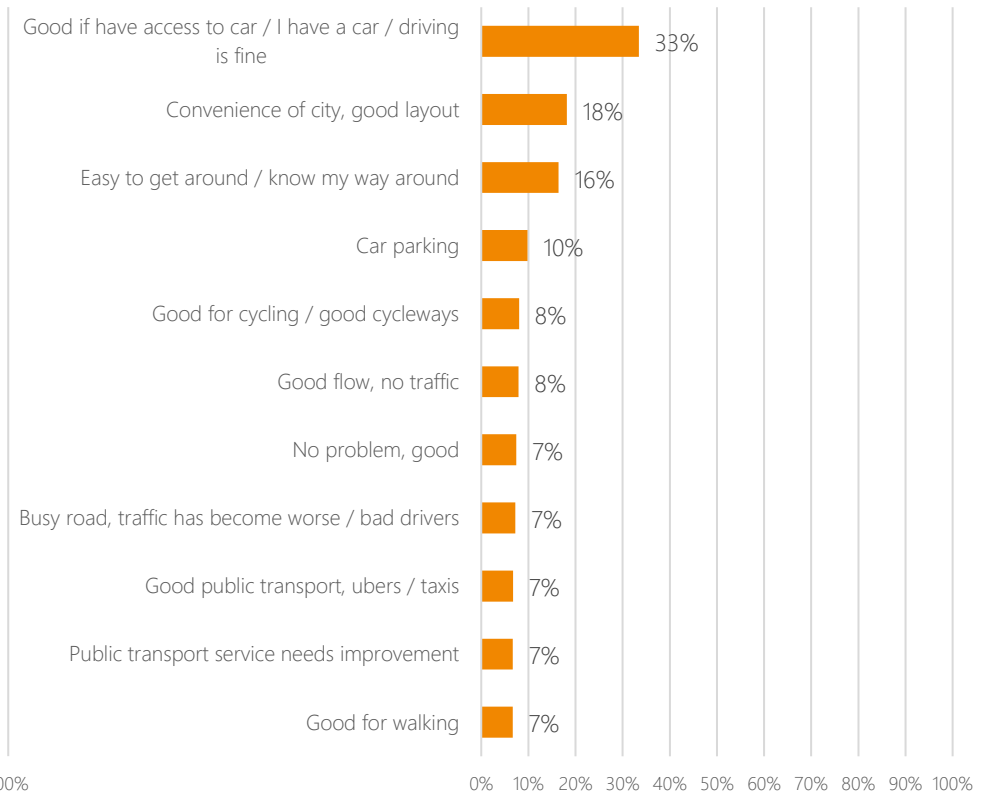
# ACCESSIBILITY – feedback

- In 2023, the public transport service stood out as the primary factor associated with suggested accessibility improvements in Napier.
- Furthermore, some comments also emphasised concerns about the condition and layout of roads and footpaths, traffic congestion, pedestrian safety, and the abundance of speed bumps.
- Ease of getting around was mainly attributed to personal car access.

Not easy to get around\* - 28% of respondents



Easy to get around\* - 56% of respondents

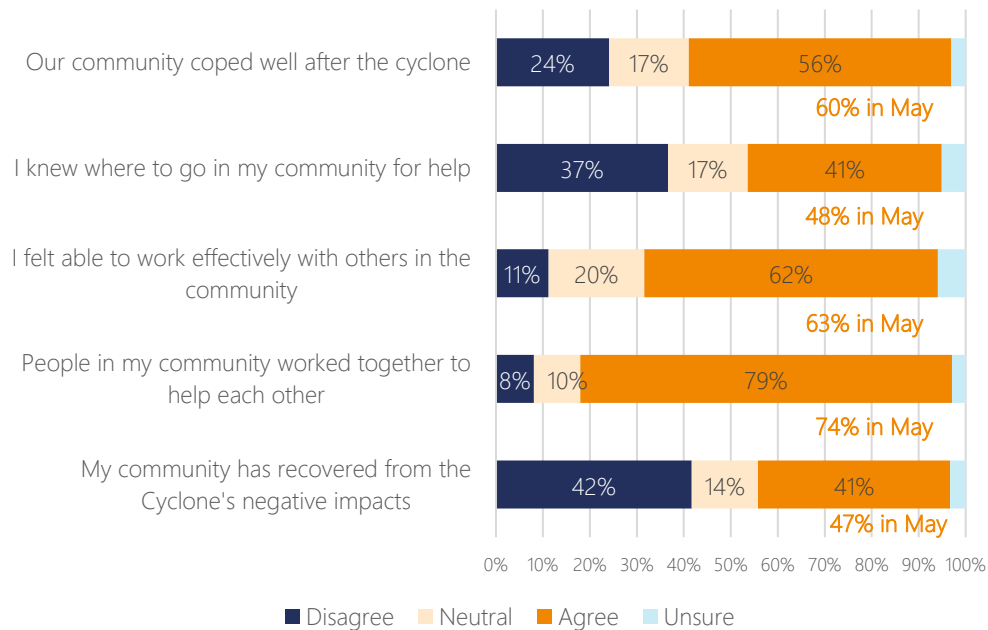


\*Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent



# COMMUNITY RESILIENCE – attributes

- Overall, the community resilience index remained high in late 2023 (68.1), having been measured for the first time after the cyclone. The highest ratings were recorded for the community's collaborative efforts in assisting one another (79%, slightly up from 74% in 2023 May).
- However, there was an increase in the number of respondents who believed their community had not fully recovered from the negative impacts of the cyclone (42%, up from 32% in 2023 May).
- 56% of respondents believed their community coped well after the cyclone. This result exceeded the perceived expectations of coping after a major disaster event in 2022 (43%), prior to Cyclone Gabrielle.



n=454

68.1 (68.6 in 2023 May)

Table 25 Community resilience index

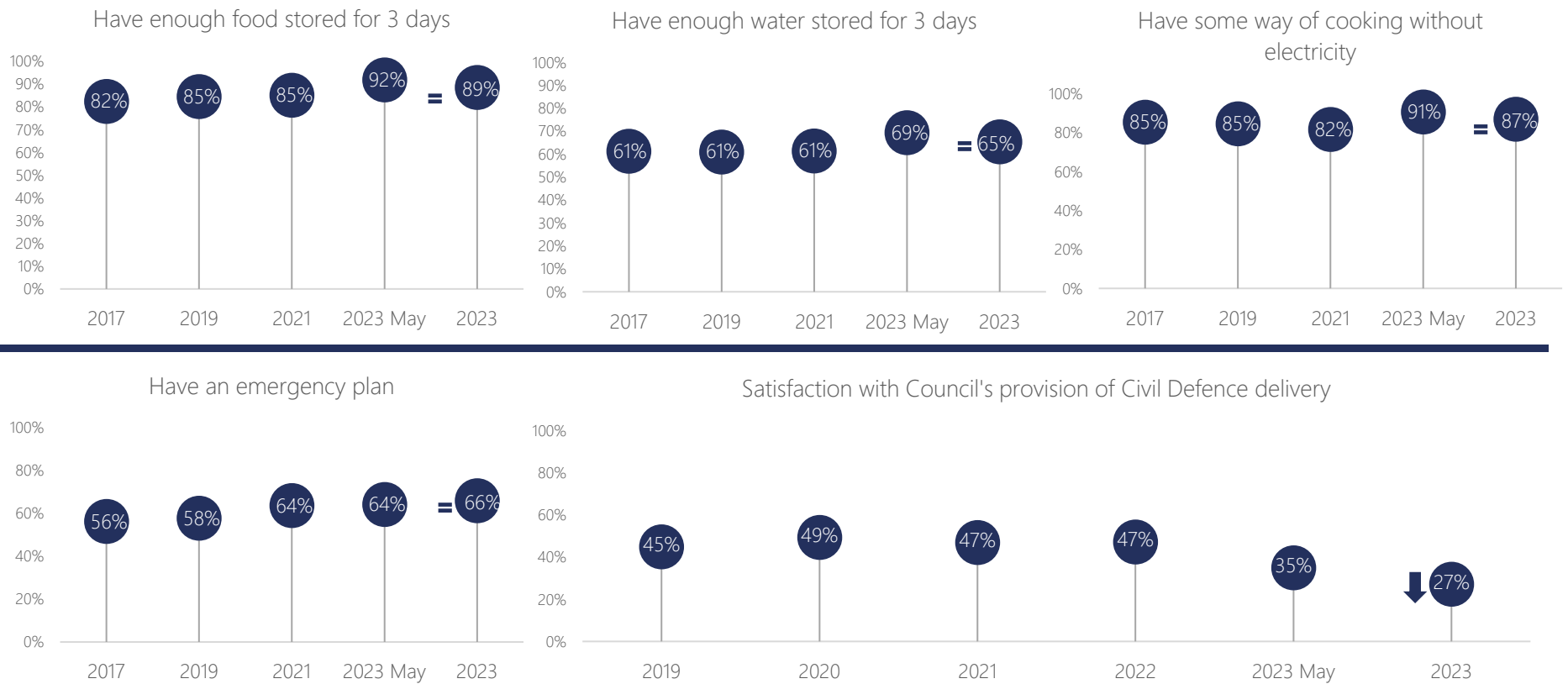
		Index
Ward	Ahuriri	68.8
	Onekawa - Tamatea	69.6
	Nelson Park	64.2
	Taradale	69.6
Age	18-39	66.5
	40-64	67.5
	65+	71.0
Ethnicity	New Zealand European	69.5
	Māori	65.0
	Other	63.1
Home ownership	Owned	67.9
	Rented	66.7
Income	\$20,000 or less	76.1
	\$20,001-\$30,000	68.9
	\$30,001-\$50,000	68.6
	\$50,001-\$70,000	67.1
	\$70,001-\$100,000	66.4
	\$100,001 or more	69.5

Note: community resilience is a computed score that is calculated by summing all the agreement ratings given by respondents in relation to five community resilience attributes. The recalibrated computed score is presented out of 100.



# EMERGENCY PREPAREDNESS – results over time

- Levels of emergency preparedness remained high, especially storing food for 3 days (89%) and having some way of cooking without electricity (87%).
- Both attributes saw an increase post-cyclone, and generally maintained these levels later in the year.
- At the same time, the perceived satisfaction with Council's provision of Civil Defence delivery continued to decline (27%), and recorded the lowest historical score to date.



↓ Significant decrease    ↑ Significant increase    = No significant difference



# EMERGENCY PREPAREDNESS – attributes

- The majority of respondents agreed they have enough food stored for 3 days (89%) and some way of cooking without electricity (87%). Younger respondents were less likely to agree they have stored food and a way of cooking without electricity; although the majority (77%) still reported being prepared.
- New Zealand European / Pākehā respondents were more likely to report having enough food stored and some way of cooking without electricity.
- Two-thirds of respondents reported having enough water for 3 days (65%) and an emergency plan (66%).
- Compared to other emergency attributes, fewer respondents agreed they have a getaway kit (52%).
- Respondents living in rental properties tended to be less prepared.

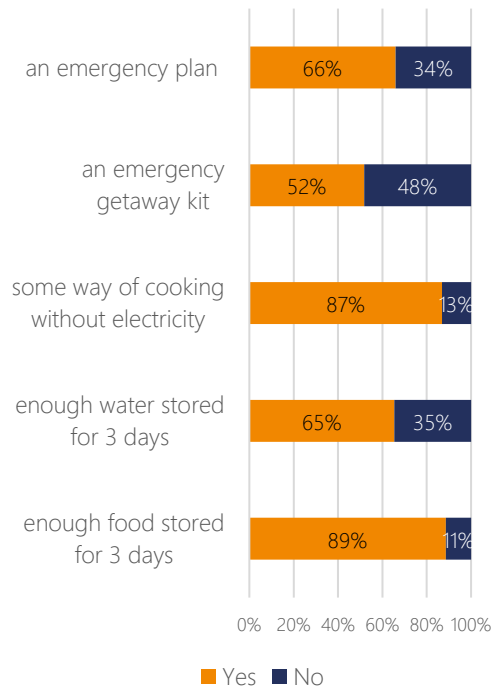


Table 26 Aggregated % 'agree' responses

		enough food stored	enough water stored	cooking without electricity	an emergency getaway kit	an emergency plan
Ward	Ahuriri	82%	57%	81%	41%	59%
	Onekawa - Tamatea	87%	63%	88%	57%	58%
	Nelson Park	89%	62%	84%	46%	72%
	Taradale	92%	72%	91%	58%	68%
Age	18-39	77%	59%	77%	42%	63%
	40-64	92%	61%	94%	56%	65%
	65+	97%	80%	88%	56%	70%
Ethnicity	New Zealand European	93%	68%	91%	52%	65%
	Māori	77%	52%	66%	44%	65%
	Other	78%	66%	88%	62%	71%

n=452-454



# EMERGENCY PREPAREDNESS – civil defence

- In 2023, just 27% of respondents agreed they were satisfied with Council’s provision of Civil Defence delivery.
- Significantly more respondents disagreed with this statement in 2023 (45%), and fewer respondents remained unsure compared to 2022.
- Older respondents (65+) were more satisfied with Council’s provision of Civil Defence delivery compared to younger respondents; however, even their satisfaction score remained low.

I am satisfied with councils' provision of Civil Defence delivery

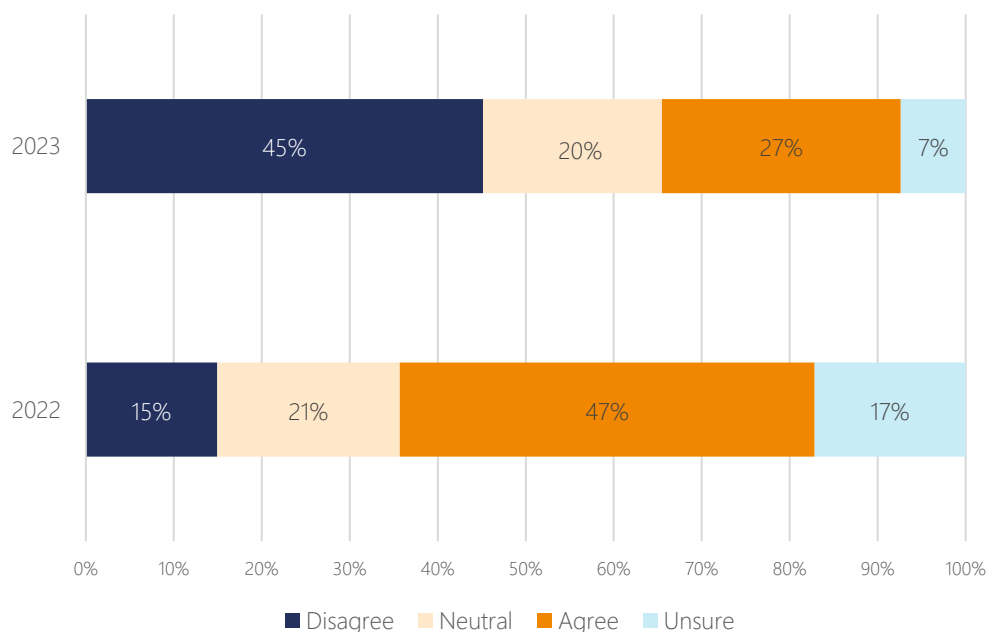


Table 27 Aggregated % 'agree' responses

		Civil Defence
Ward	Ahuriri	26%
	Onekawa - Tamatea	35%
	Nelson Park	23%
	Taradale	27%
Age	18-39	21%
	40-64	26%
	65+	37%
Ethnicity	New Zealand European	30%
	Māori	15%
	Other	25%



In 2023, **49%\*** of New Zealanders were satisfied with Councils’ Civil Defence and emergency management (SIL NZ Benchmark, excluding Auckland, Wellington and Christchurch).

*\*Re-calculated from a 1-10 scale.*





# CLIMATE CHANGE – concerns

- Overall, 59% of respondents were concerned about the impacts of climate change in Napier. There has been no significant change in concern over time.
- This observation was consistent with the Energy Efficiency and Conservation Authority New Zealand Consumer Monitor findings in 2023, which indicated that recent extreme events had not significantly impacted consumers' sentiment regarding climate change.
- The level of concern was generally consistent between respondents of different demographic groups; however, those aged 65+ were generally more likely to express concern (70%). This was the only age group that showed a year-on-year increase.

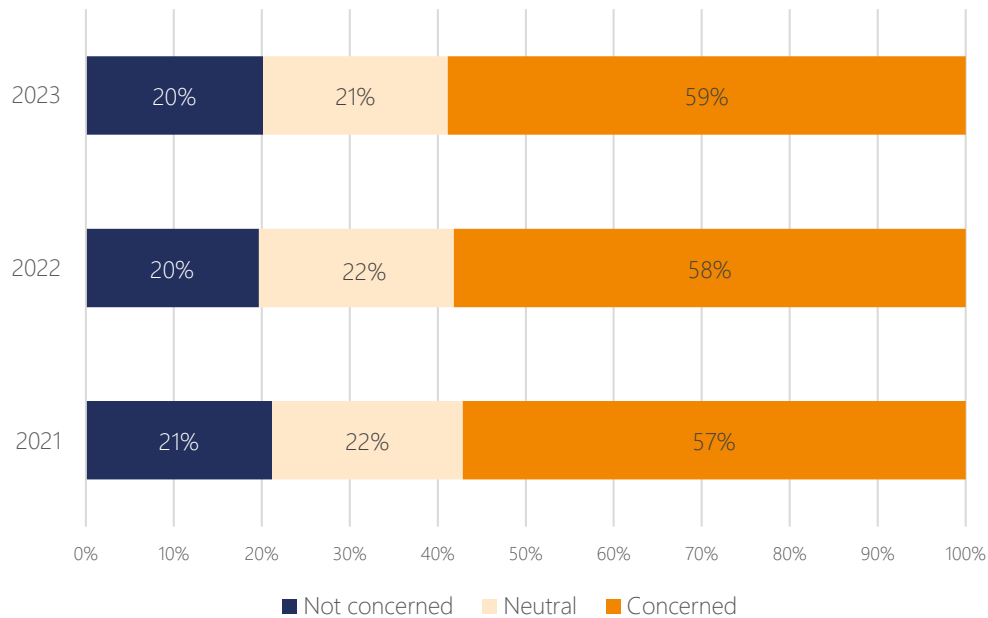


Table 28 Aggregated responses

		Concerned
Ward	Ahuriri	63%
	Onekawa - Tamatea	49%
	Nelson Park	61%
	Taradale	60%
Age	18-39	52%
	40-64	57%
	65+	70%
Ethnicity	New Zealand European	63%
	Māori	44%
	Other	55%

n=454



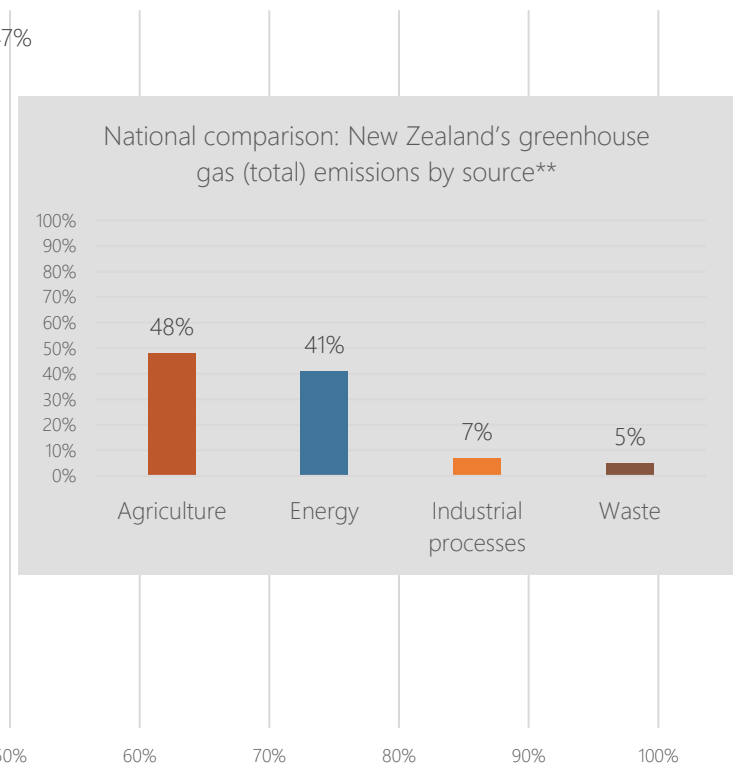
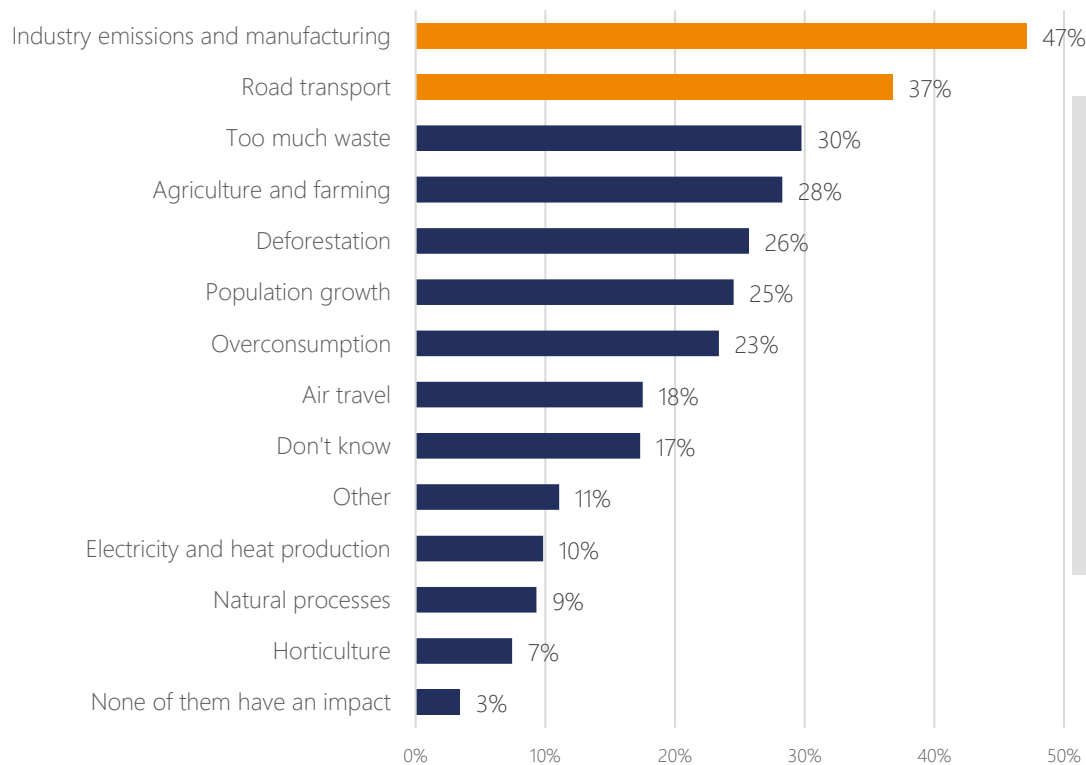
In 2022-23, the reported nationwide level of concern about 'the impact of climate change on New Zealand' was **53%** and extreme weather events - **59%** (Kantar, Better Futures 2023).



# CLIMATE CHANGE – perceived causes

- The most frequently cited perceived causes of climate change were industry emissions and manufacturing (47%, similar to 46% in 2022) and road transport (37%, down from 47% in 2022).
- 28% of respondents named agriculture and farming as the main cause of climate change (similar to 32% in 2022).
- Younger respondents (18-39) were more likely to state 'Don't know' (30%).

Perceived climate change causes (prompted)\*



\*Totals may exceed 100% owing to multiple responses for each respondent n=451

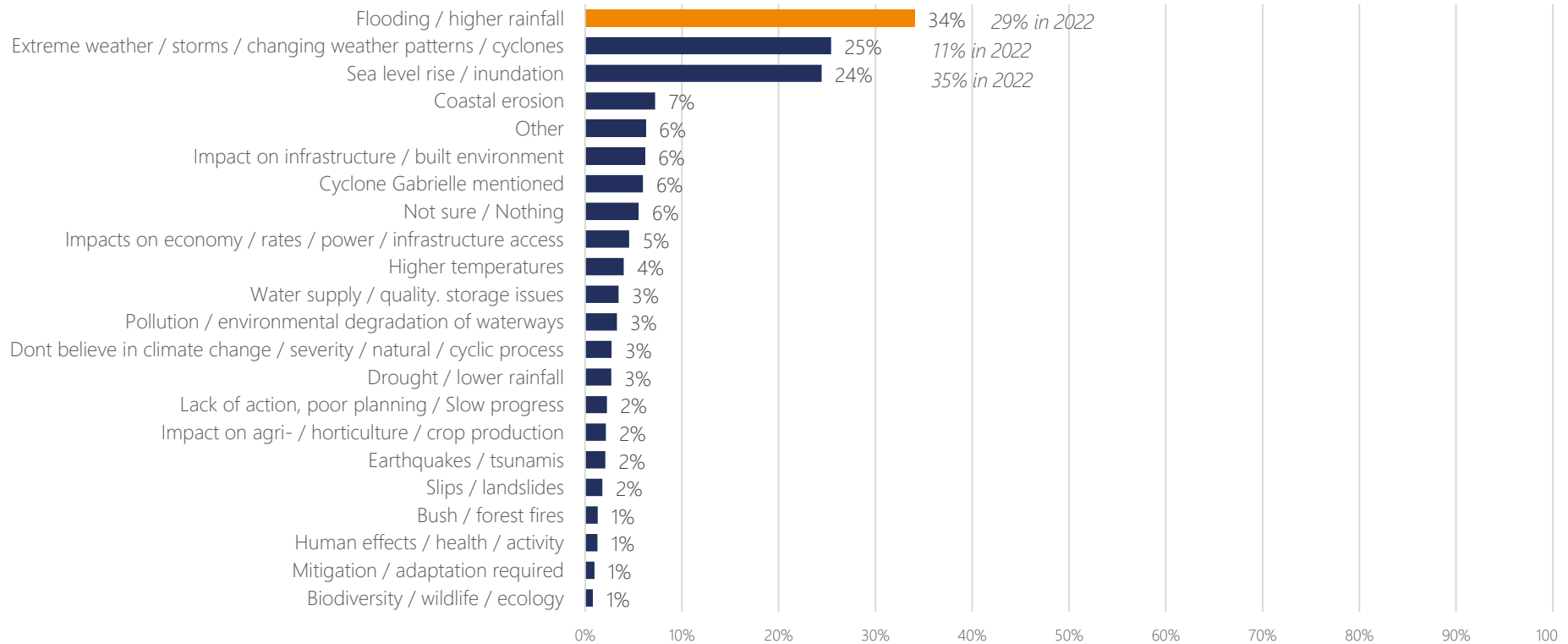
\*\*Ministry for the Environment. (2020). New Zealand's greenhouse gas inventory 1990-2018.



# CLIMATE CHANGE – perceived harmful impacts

- In 2023, flooding and higher rainfall was the most identified negative outcome of climate change in Napier (34%). This marked a significant increase compared to 29% in 2022 and 21% in 2021 – likely reflecting the negative impacts of the cyclone on Napier.
- Flooding was generally a greater concern among respondents aged 40+.
- 1-in-4 respondents (25%) suggested extreme weather events / storms / cyclones – also a significant increase compared to 11% in 2022.
- At the same time, sea level rise was mentioned by 24% of respondents (down from 35% in 2022).

Perceived climate change effects\* n=375 provided a comment (unprompted)



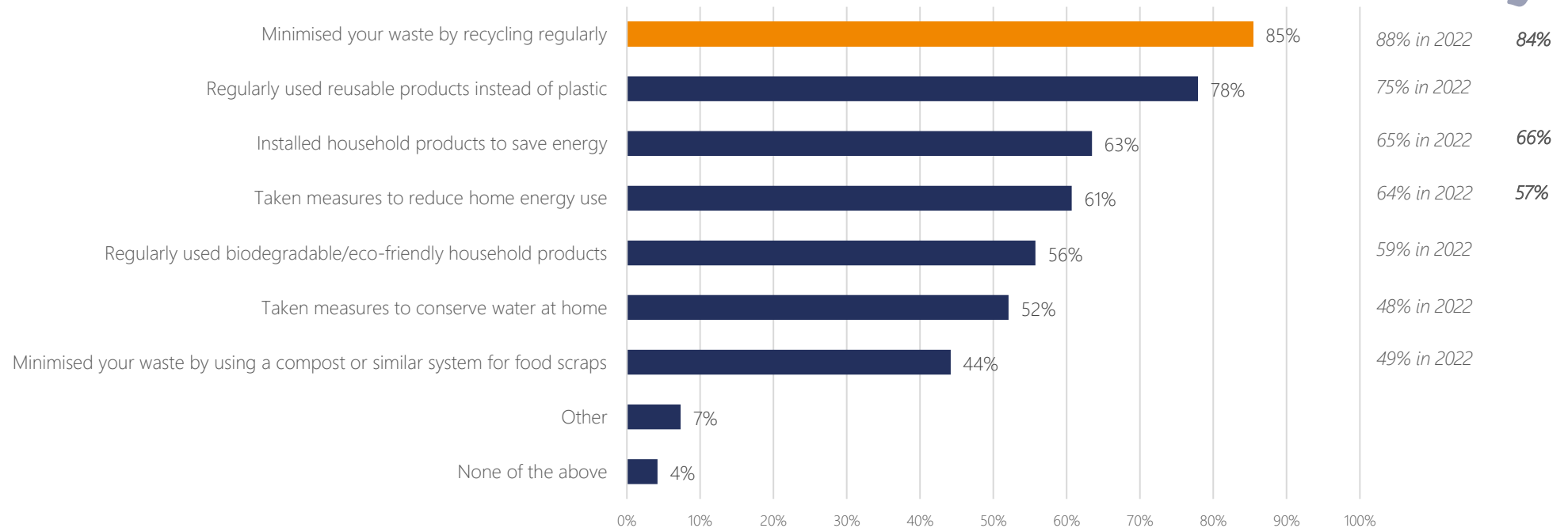
\*Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent



# CLIMATE CHANGE – environmental activities

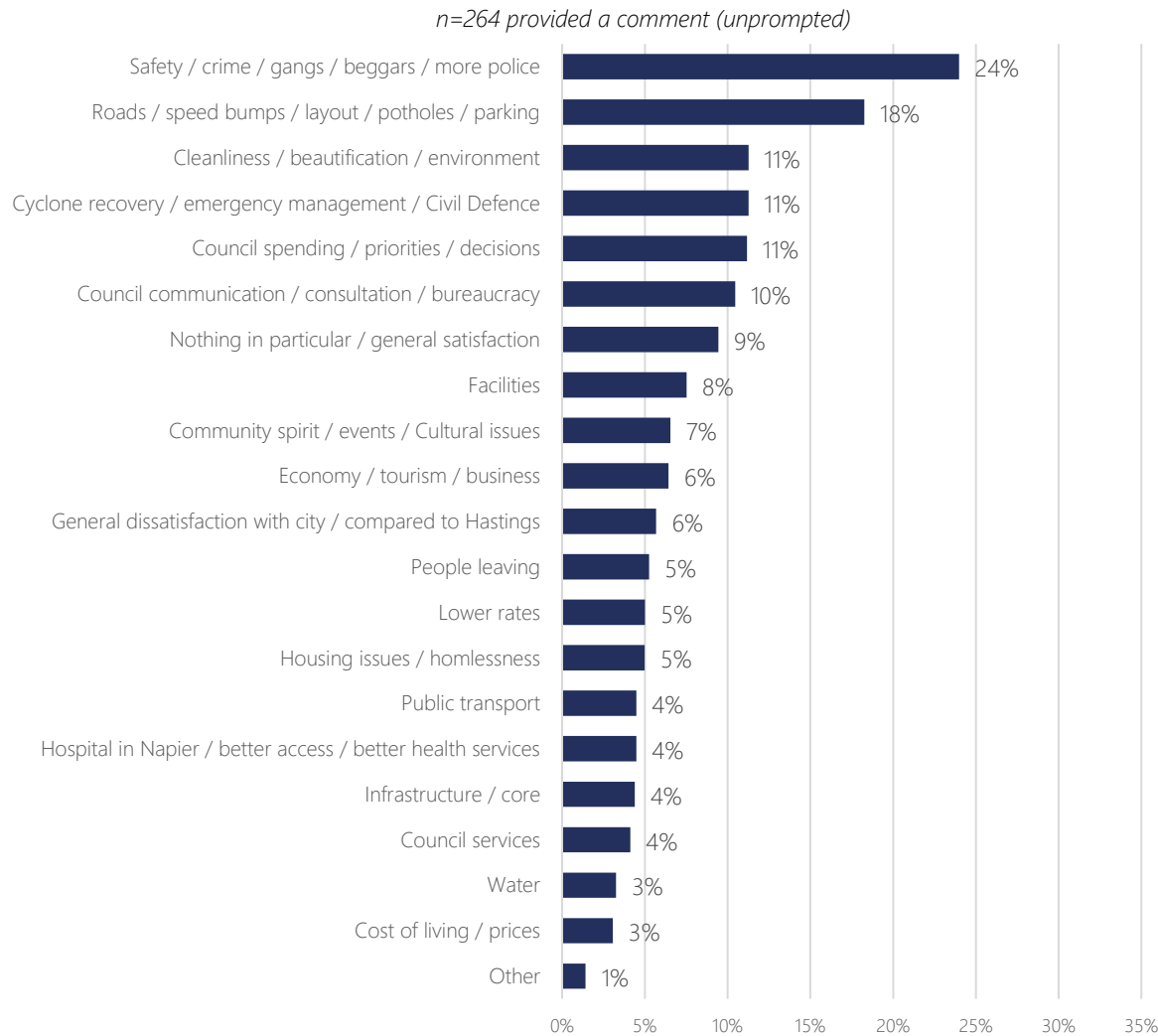
- Almost all respondents named at least one environmental activity they had engaged with over the last 12 months; 56% of respondents named five activities or more (similar to 2022).
- Activity engagement by type in 2023 remained fairly consistent compared to 2022, with minimising waste by recycling being most mentioned (85%, on par with the New Zealand average).
- Younger respondents (18-39), and respondents from Nelson Park, typically engaged in fewer environmental activities.
- Nelson Park respondents were less likely to report recycling (78%); however, taking measures to reduce home energy use (68%) was higher in this area.
- Younger respondents were less likely to report recycling (73%), installing energy saving products (50%), and composting (29%).

Activities engaged in (past 12 months) n=454 provided a comment (prompted)





## OTHER COMMENTS



- 58% of respondents provided further unprompted comments in relation to their life in Napier.
- 1-in-4 respondents who provided comments (24%) expressed concerns about public safety and perceived crime rates in Napier. Some respondents felt that crime, including incidents like ram raids, violence and antisocial behaviour, was out of control and that the situation needed urgent attention.
- 18% of respondents mentioned issues in relation to infrastructure, particularly concerns about the condition of roads.
- About 1-in-10 comments highlighted increased litter (especially after the cyclone), the need for ongoing maintenance of public spaces, improvements in emergency planning and response, prioritisation of essential services, reductions in Council spending, and improved communication.
- Respondents urged for solutions to these issues and improvements that will make Napier a safer and more attractive place to live and visit.

*Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent.*