



Napier City Council

SIL Research | Social Monitor 2019

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EXECUTIVE SUMMARY

The purpose of this research was to inform the Council process of formulating policies and initiatives to enhance the social wellbeing of Napier's community.

Research was conducted between 13 August 2019 and 23 September 2019. A total of n=450 surveys were used in the final analysis. In 2019, the survey methodology was revised and updated.

The main findings were as follows:

- The 2019 survey provided a good insight into important aspects of overall community life in Napier; most results were positive.
- A *Social Index* was derived by summing scores from all questions designed to evaluate residents' quality of life; in 2019, the overall *Social Index* was 68.8 (a good level). This result is associated with age, property type, income and time spent in Napier.

Overall life in Napier:

- 74% of residents rated their life in Napier from 'good' to 'very good', and 76% of residents saw themselves living in Napier in the next five years.
- Positive changes to improve housing (e.g. residents living in suitable houses) and quality of life have the potential to increase odds of residents staying in Napier.
- 42% of residents agreed their quality of life had improved in the last three years. The most cited reasons for this improvement were 'Work-related changes', 'Generally better/Satisfied with current life' and 'Changed social status'.
- Climate and natural resources were what residents liked the most about their lives in Napier. The Council can adopt these identified strengths as part of their promotion campaigns.
- More than half of residents (55%) agreed they had enough or more money for a comfortable living.

Safety:

- 86% of residents rated their feelings of safety as moderate or better; safety perception was higher during the day compared to night-time.
- There was a slight increase in residents who felt unsafe in Napier. This increase most likely resulted from a decrease in neutral ratings; the percentage of only positive ratings ('Somewhat' to 'Strongly agree') was higher in 2019 (75%).
- 9% of residents mentioned 'Safety concern/Crime level' as a reason for reduced quality of life. More residents from Nelson Park ward identified security as a potential area for improvement.

Health and community mental wellbeing:

- 58% of residents believed they were in good health. It was noted that younger residents were more likely to describe their health as poor.
- Napier residents showed a good level of moderate-intensity activity (7.7 hours on average per week); this result was higher compared to minimum recommendations outlined by World Health Organisation.
- The total level of indicative psychological distress was moderate (10.7, maximum score = 20). The most vulnerable groups were residents aged 18-39, Pacific and Māori, with lower income and living in a rented property.
- Loneliness was moderately associated with low overall life satisfaction.

Employment, volunteering and education:

- 60% of residents were employed at the time of the survey.

- 44% of residents stated they had sometimes or regularly participated in volunteering activities in the last 12 months.
- Participation in volunteering activities and active employment associated with better Social Index.
- Two-thirds of Napier residents agreed they had access to education opportunities (67%) and had the level of education they wanted (66%).

Other findings:

- Napier residents provided, on average, positive ratings in relation to *social connections and diversity* (69%), *housing and neighbourhood* (77%) and *accessibility* (63%).
- Less than 20% of residents mentioned they worried about losing their house.
- 45% of residents were satisfied with the Council's provision of Civil Defence delivery.

Areas of potential development:

- Six areas were found to be most influencing factors on the overall life in Napier, quality of life and the retention index: *suitable house, personal health, interest or pleasure in doing things, easy to get around, feeling safe at night* and for the neighbourhood to have *everything needed*.
- The top three areas associated with a decline in quality of life were *'health problems'*, *'increased cost of living'* and *'water issues'*; water was also mentioned as a potential general improvement for Napier.



METHODOLOGY

BACKGROUND AND OBJECTIVES

As a part of their biennial consultation, Napier City Council (NCC) has commissioned a Social Monitor survey since 1998.

In 2019, the Social Monitor survey was conducted by SIL Research, an independent Market Research Company. This survey used a revised, up-to-date data collection approach and questionnaire.

The purpose of this research was to inform the Council process of formulating policies and initiatives to enhance the social wellbeing of Napier's community.

QUESTIONNAIRE AND PROJECT SPECIFICS

SIL Research, together with NCC, developed a revised Social Monitor questionnaire.

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 four electoral wards, by age and gender distribution.

DATA COLLECTION

Research was conducted between 13 August 2019 and 23 September 2019. Multiple data collection methods were utilised to ensure residents were

represented. A mixed-methods approach included: (1) Telephone survey (CATI), (2) Social media (available via SIL Research social media platforms, such as Facebook for Napier residents), and (3) Postal flyers with survey links (over 1,500 flyers were delivered).

A total of n=450 surveys were used in the final analysis.

DATA ANALYSIS

Responses were statistically weighted to reflect the gender, age and ethnicity group proportions as determined by the Statistics New Zealand 2013 Census. The main analysis was conducted on age groups 18 years or older.

Before analysis, data underwent a quality control check, which included, but was not limited to, removal of incomplete responses and responses coming from outside of Napier.

The main resident groups analysed in this report were: ward, age, gender, ethnicity, home ownership and tenure. During the analysis stage of this report, 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 (corresponding to a confidence level of 95%). 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, a sample size of n=450 across 44,376 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 sample size is reduced due to 'No answers' (actual base number is reported on each page), the results are still reported with a 95% confidence level +/- 4-5%.

NOTES ON REPORTING

In 2019, the survey methodology was revised and updated.

2019 changes in questions, data collection methods and analysis should be taken into account when reading the results.

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 provided with a 'Don't know' option as well. The wording of questions varied in 2019 compared to the 2017 survey.

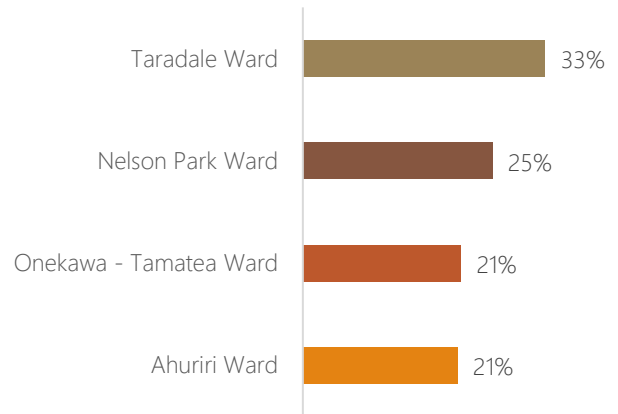
'Agree' percentages represent positive responses (ratings of 4-5). Reported percentages for the 'Safety' measure are calculated differently (ratings of 3-5) to enable historical comparison.

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

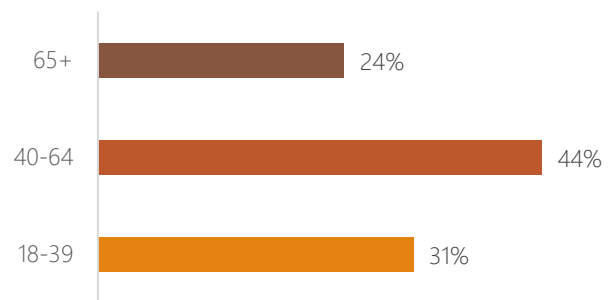
The term 'Resident' has been used to represent respondents who participated in the survey.

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

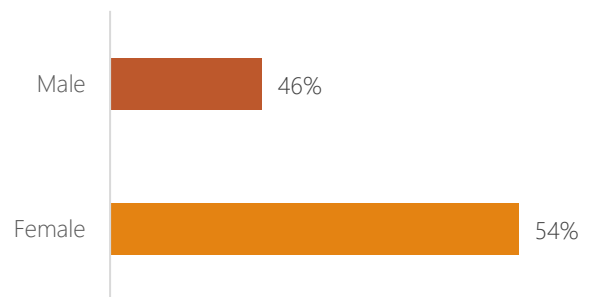
Responses by ward (n=450)



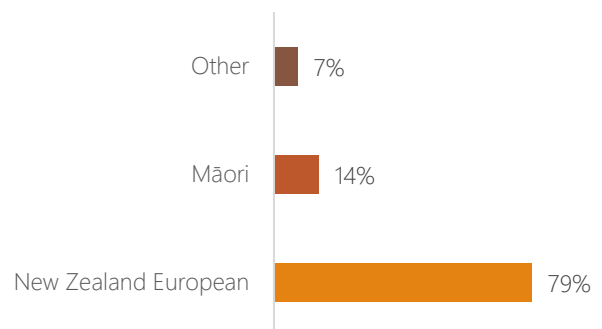
Responses by age (n=450)



Responses by gender (n=450)



Responses by ethnicity (n=450)



Note: results are representative of key demographic group (age, gender, ethnicity and ward). The target was based on 2013 New Zealand Census information.

KEY FINDINGS

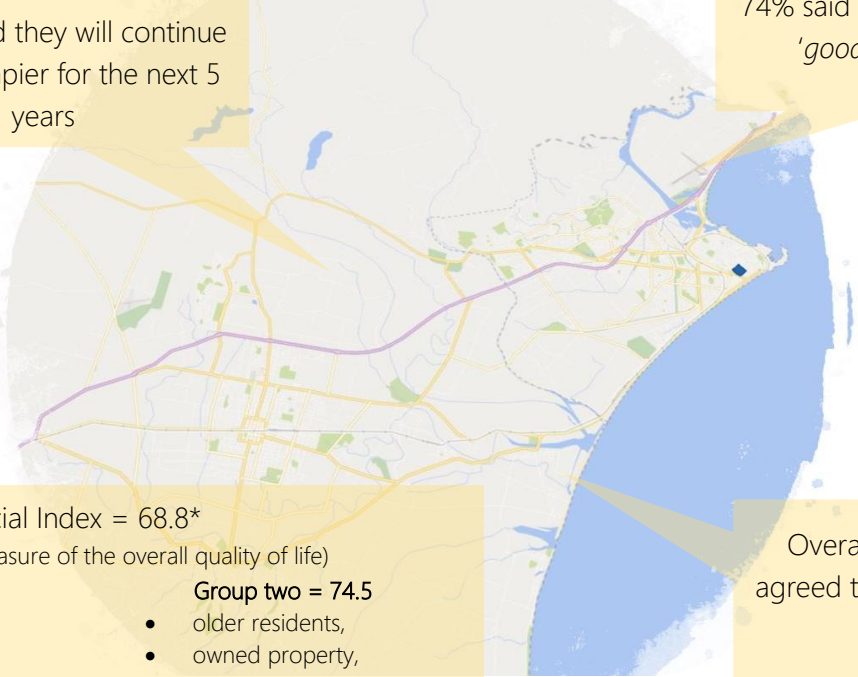
Top reasons to like life in Napier:

Weather (climate, sun)
Outdoors (beach, nature, Marine Parade)



76% agreed they will continue living in Napier for the next 5 years

74% said their life in Napier is 'good' or 'very good'



Social Index = 68.8*
(a multifaced measure of the overall quality of life)

| | |
|---|---|
| <p>Group one = 62.9</p> <ul style="list-style-type: none"> • younger residents, • rented property, • lived in Napier for less than 10 years • diverse income (\$20,000 or less to \$100,000 or more) | <p>Group two = 74.5</p> <ul style="list-style-type: none"> • older residents, • owned property, • lived in Napier for more than 10 years • more average income (\$20,000 - \$50,000) |
|---|---|

Overall, 42% of residents agreed their quality of life had improved

**Indicative scale: 0-27 – low level, 54-80 – good level, 28-53 – moderate level, 81-106 – high level*



86% agreed they feel safe in Napier



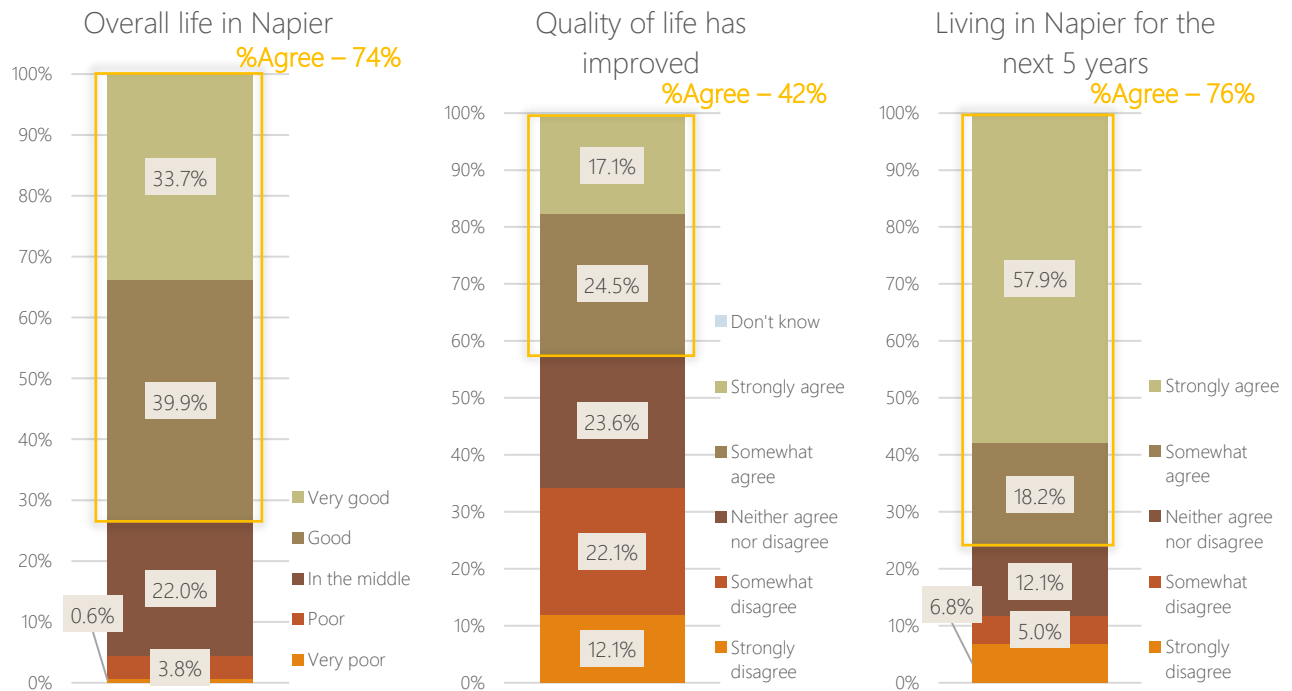
58% believed they were in good health



Mental wellbeing index = 10.7*
(*moderate level of psychological distress, maximum score is 20)

| | |
|--|--|
| | House and neighbourhood average agreement score 77% |
| | Social connections and diversity average agreement score 69% |
| | Accessibility average agreement score 63% |

OVERALL LIFE IN NAPIER



- Overall, **74%** of residents rated their **life in Napier** from **'good' to 'very good'**. Older residents (aged 65+) and residents from Taradale were more likely to find their life in Napier was good.
- **42%** of residents agreed **the quality of their life** had **improved** in the last three years; a positive difference (of 7%) compared to residents who believed their quality of life had declined (34%). This positive difference potentially indicates a good living environment in the community.
- The **retention index** was high; **76%** of residents saw themselves still living in Napier in the next five years.
- Top three stated **reasons** for an **improved quality** of life were *'Work-related changes'*, *'Generally better/Satisfied with current life'* and *'Changed social status'*.
- Top three stated **reasons** for a perceived **decline** in life quality were *'Health issue'*, *'Cost of living'* and *'Water issue'*.

Table 1 % Agree results by ward

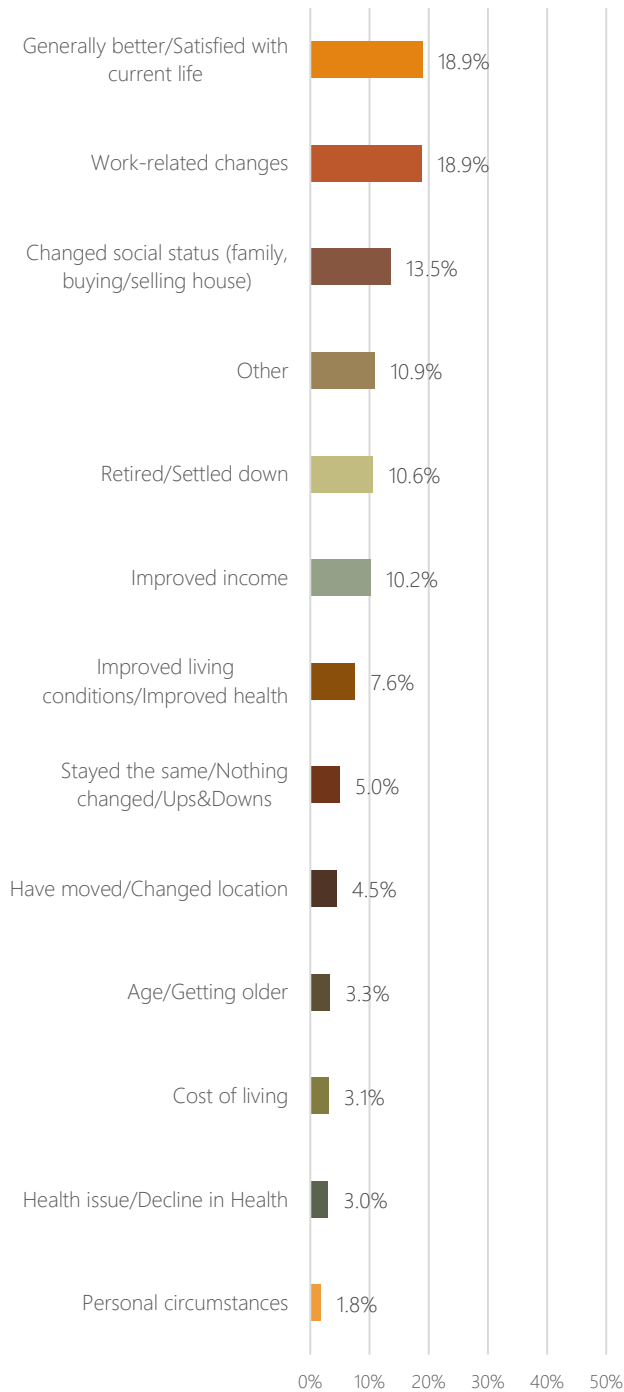
| | Overall life in Napier* | Quality of life has improved | Living in Napier for the next 5 years |
|------------------------|-------------------------|------------------------------|---------------------------------------|
| Ahuriri Ward | 78% | 49% | 77% |
| Onekawa - Tamatea Ward | 65% | 34% | 69% |
| Nelson Park Ward | 68% | 41% | 78% |
| Taradale Ward | 81% | 42% | 78% |



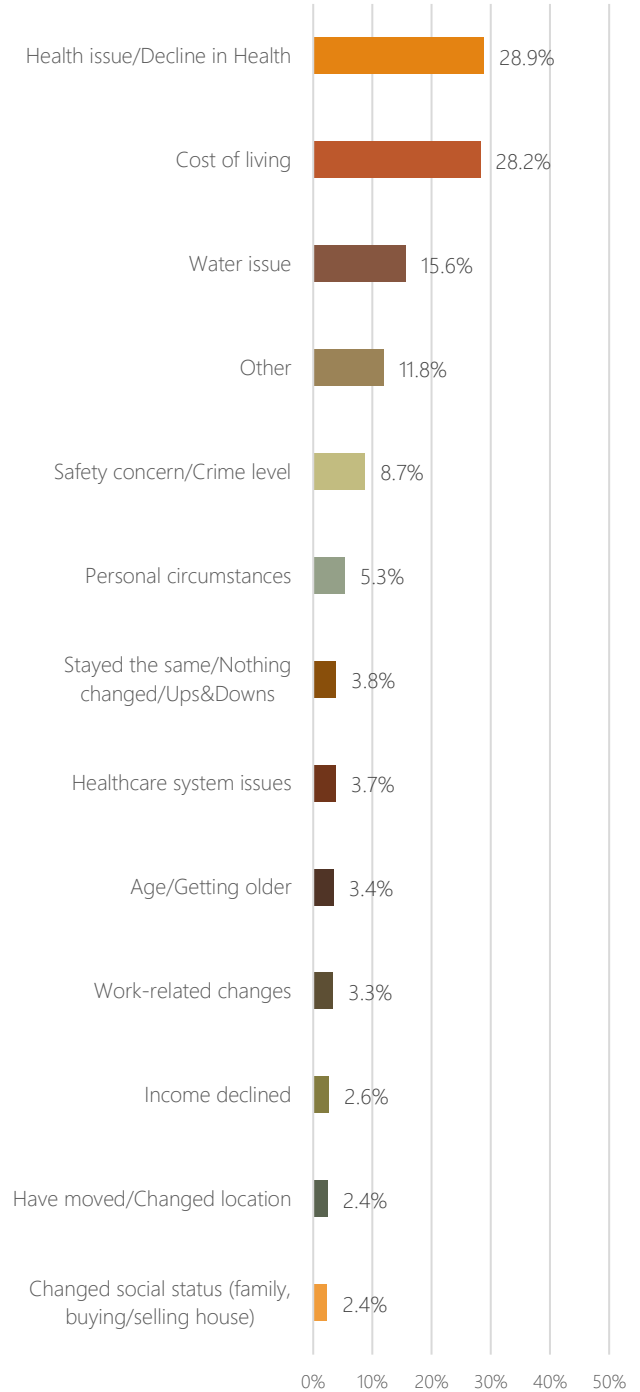
Older residents are more likely to continue living in Napier. House suitability in terms of quality, size and comfort, and improved quality of life increase odds of residents staying in Napier for the next 5 years. **

REASONS BEHIND THE CHANGE IN QUALITY OF LIFE

Quality of life improved

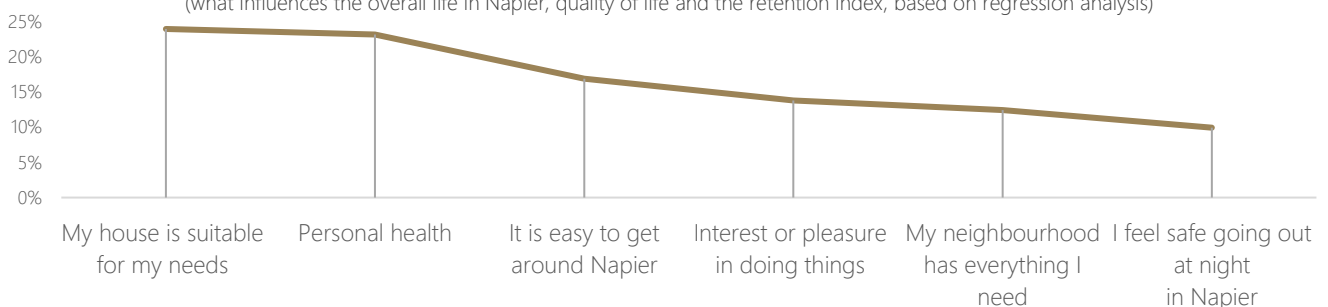


Quality of life declined



Relative weight

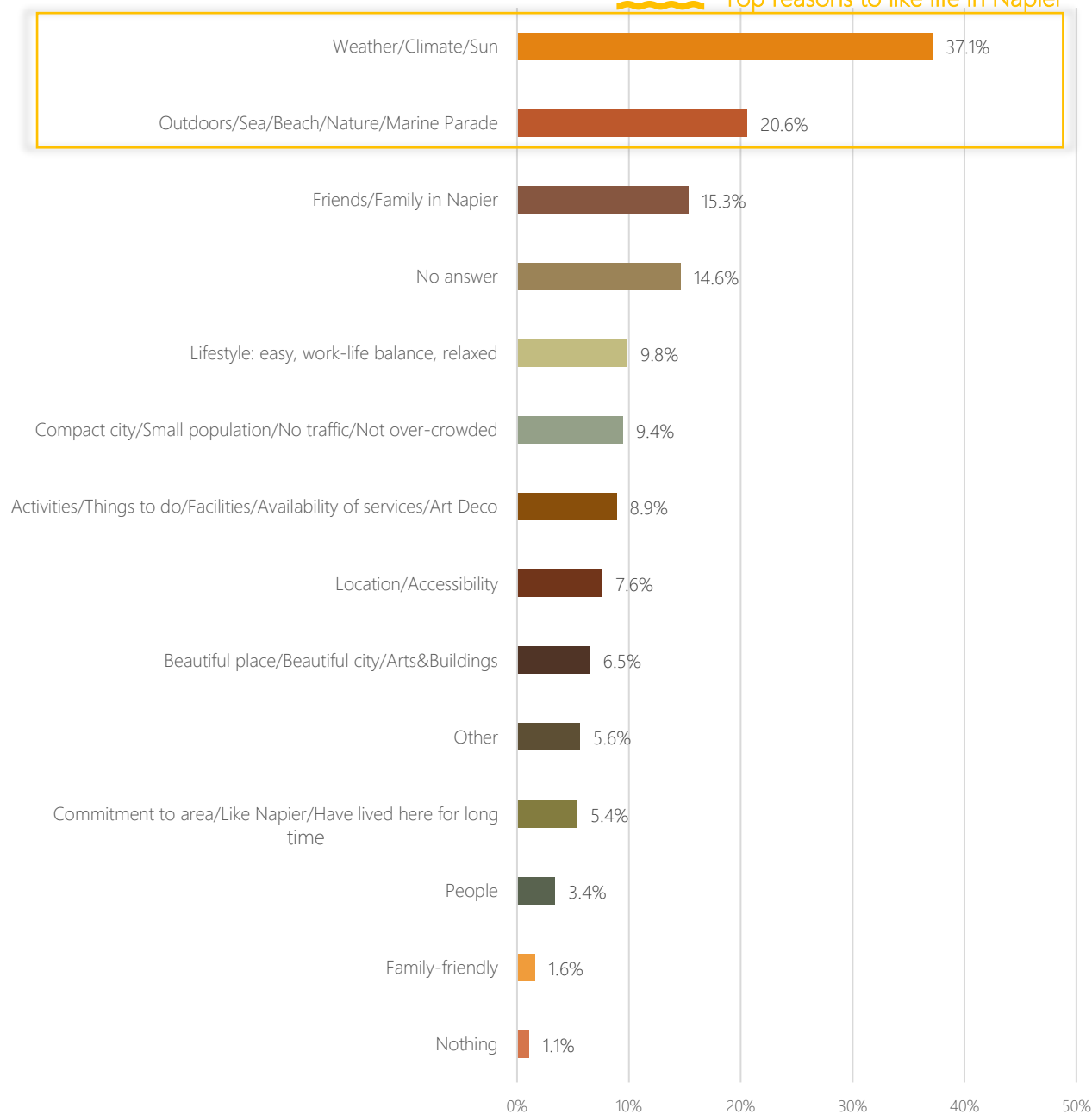
(what influences the overall life in Napier, quality of life and the retention index, based on regression analysis)



LIKE LIVING IN NAPIER



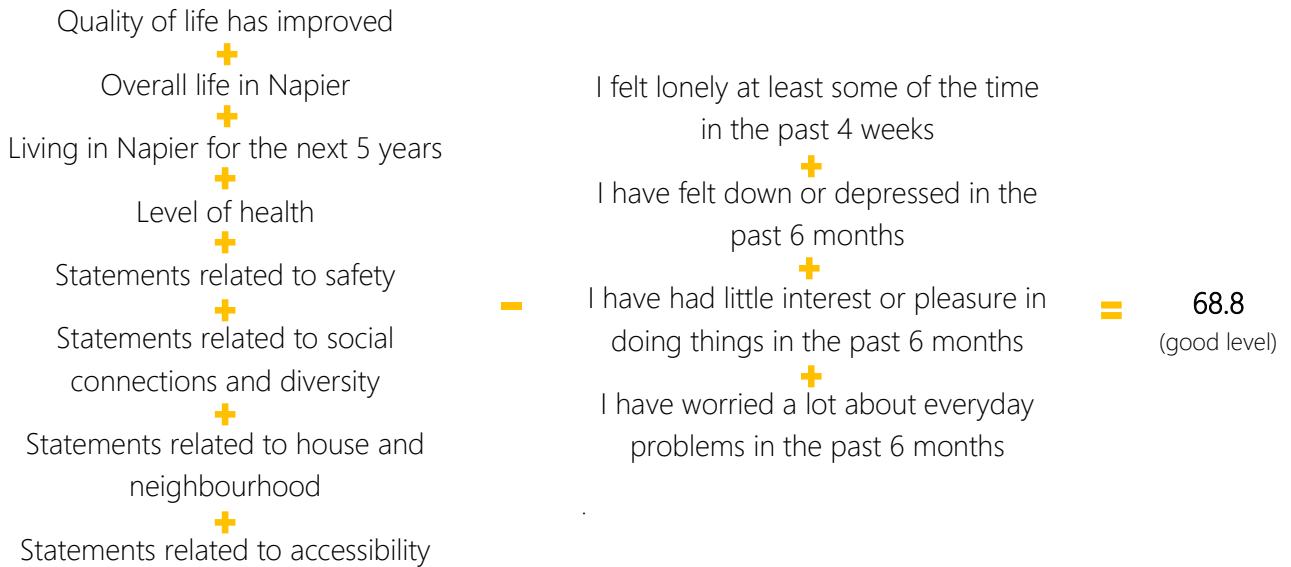
Top reasons to like life in Napier



- Climate and natural resources (*'Outdoors/Sea/Beach/Nature/Marine Parade'*) were what residents liked the most about their lives in Napier.

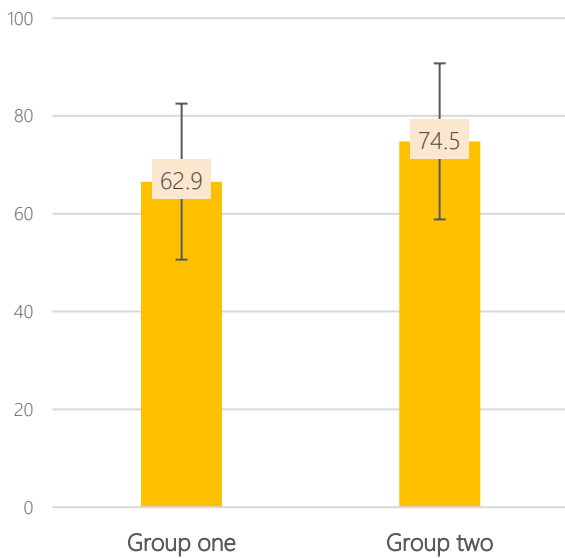
SOCIAL INDEX

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.



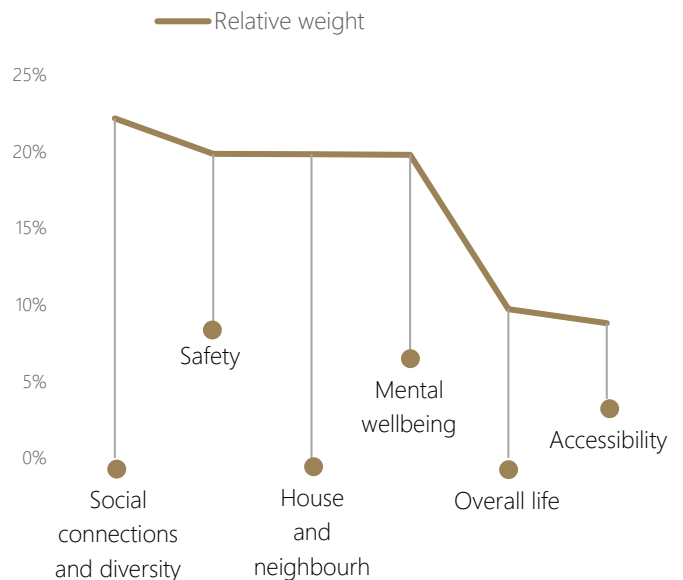
Indicative scale: 0-27 – low level, 54-80 – good level, 28-53 – moderate level, 81-106 – high level

The Social Index varied from the minimum of 26 to the maximum of 101 and depended on social demographics (age, home ownership, income and time spent in Napier). As a result, two main groups were identified.



- Larger proportion of:
- younger residents,
 - rented property,
 - lived in Napier for less than 10 years
 - diverse income (\$20,000 or less to \$100,000 or more)

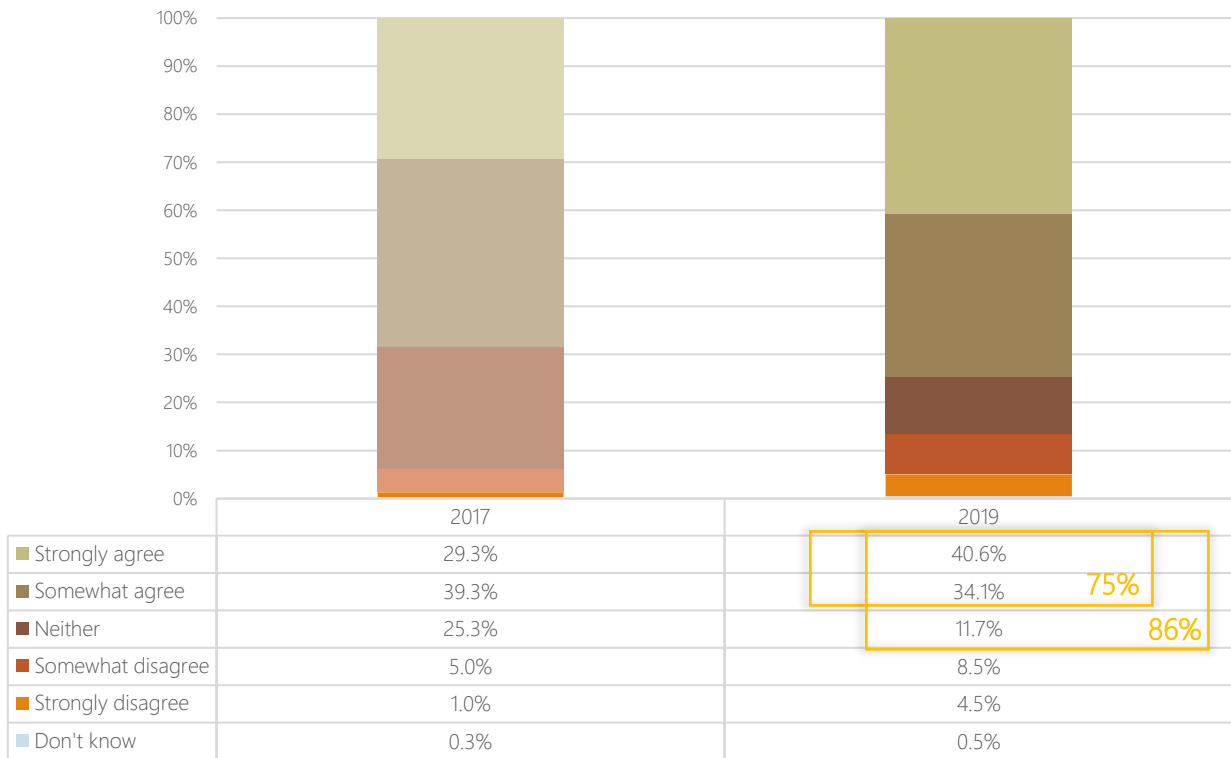
- Larger proportion of:
- older residents,
 - owned property,
 - lived in Napier for more than 10 years
 - more average income (\$20,000 - \$50,000)



Social connections and diversity contributed the most towards Social Index, followed by safety, house and neighbourhood, and mental wellbeing. The least contributing factors were overall life and accessibility.

SAFETY

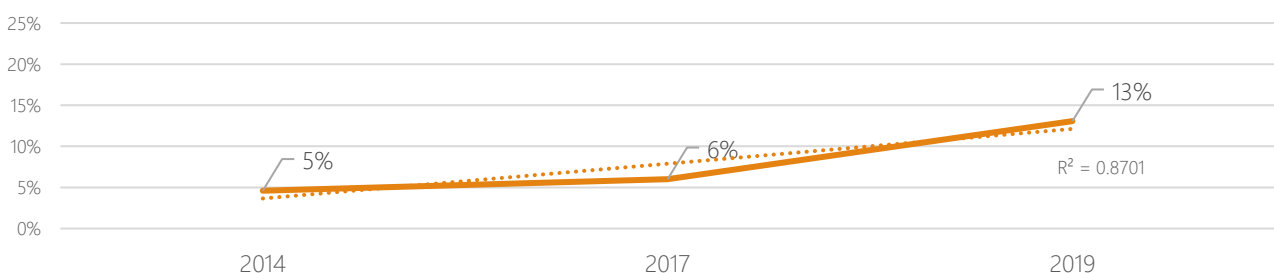
Overall feel safe in Napier



This question was re-worded in 2019; differences in questions between years should be taken into account when reading results.

- Overall, **86%** of residents rated their **feelings of safety** as moderate ('Neither agree nor disagree') or better ('Somewhat' to 'Strongly agree').
- There has been an apparent increase in residents who felt unsafe in Napier since 2014. This increase most likely resulted from a decrease in neutral ratings ('Neither agree nor disagree', a 14% decline).
- At the same time, the percentage of only positive ratings ('Somewhat' to 'Strongly agree') was higher in 2019.
- In 2019, the proportion of residents who felt safe was larger in Taradale and Ahuriri wards.
- Perception of safety when going out was much higher during the **day (89%)** compared to **night-time (52%)**.
- **77%** of residents felt safe **at home during the night**.
- Just under half of residents (**46%**) felt themselves **safe walking alone** in their neighbourhood **after dark**. Onekawa-Tamatea and Nelson Park wards were considered less safe to walk after dark.
- Female residents felt less secure after dark and in night hours.
- Half of the residents (**48%**) felt **safe using public transport** in Napier; however, almost one-third (30%) could not provide a rating.
- **69%** of residents felt **safe making online transactions**. Fewer residents aged 65 years and above felt safe about this.

Feeling unsafe in Napier (historical trend)



SAFETY BY TYPE OF ACTIVITY

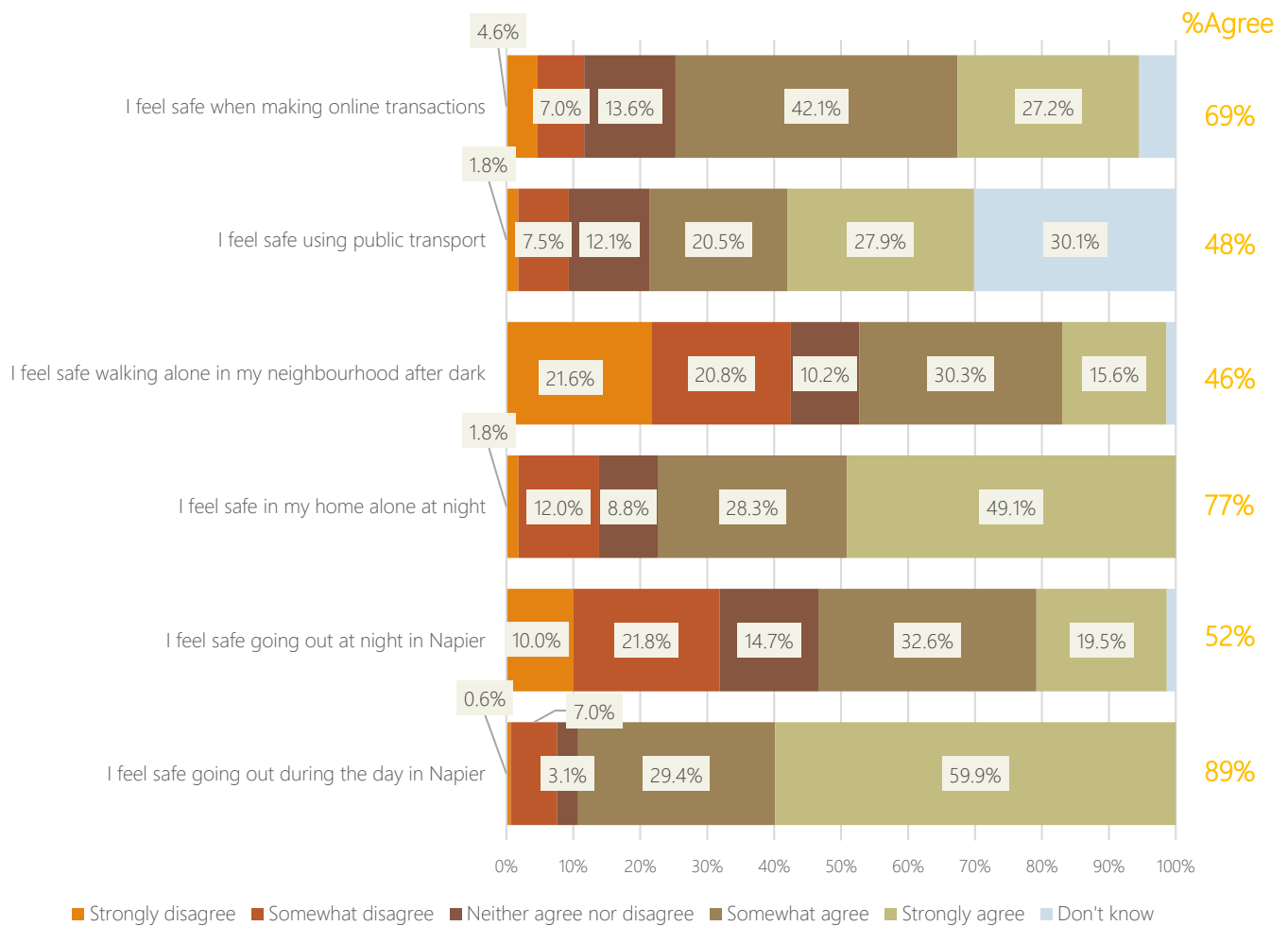
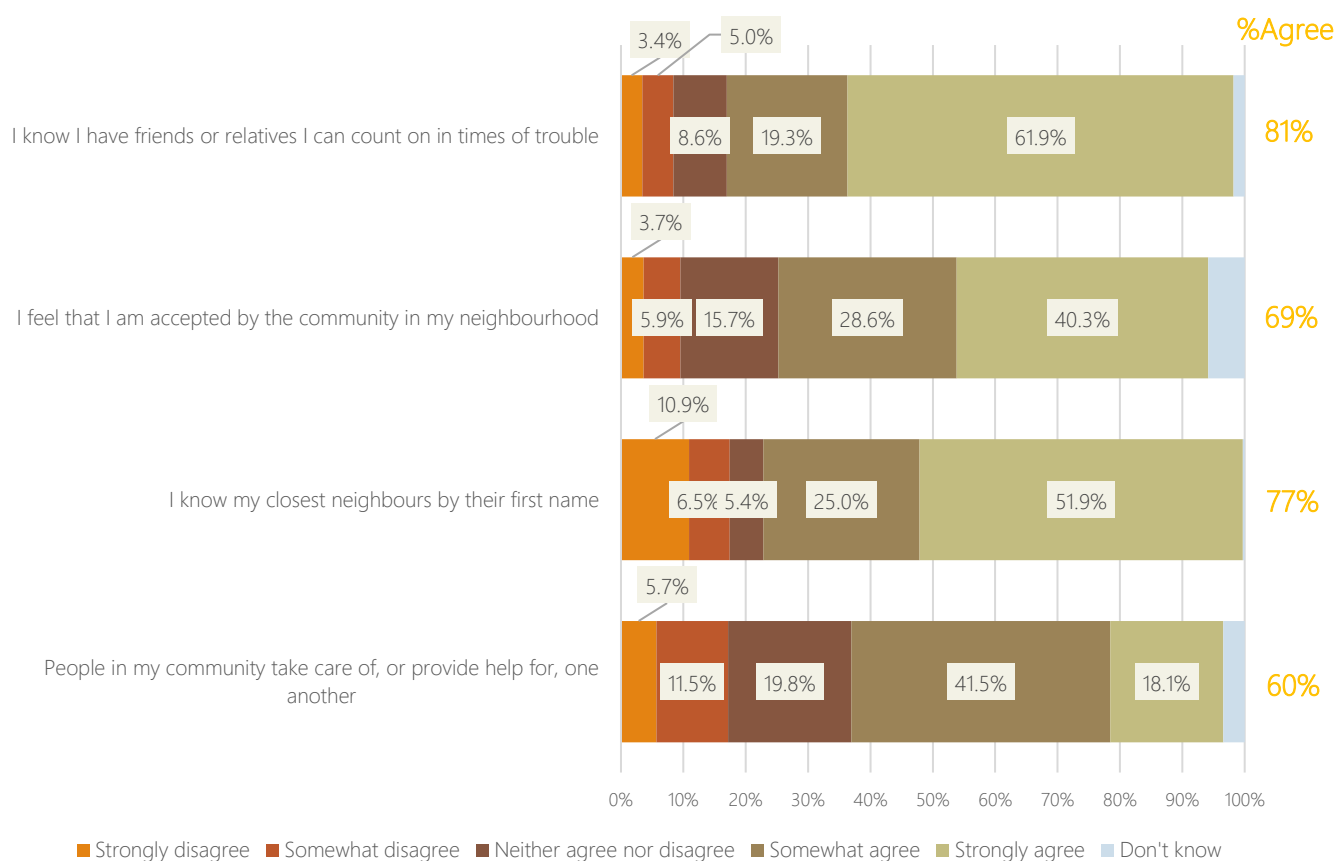


Table 2 % Agree results by ward

| | I feel safe going out during the day in Napier | I feel safe going out at night in Napier | I feel safe in my home alone at night* | I feel safe walking alone in my neighbourhood after dark* | I feel safe using public transport | I feel safe when making online transactions |
|------------------------|--|--|--|---|------------------------------------|---|
| Ahuriri Ward | 88% | 56% | 85% | 61% | 47% | 75% |
| Onekawa - Tamatea Ward | 90% | 50% | 75% | 36% | 49% | 68% |
| Nelson Park Ward | 85% | 48% | 64% | 39% | 52% | 66% |
| Taradale Ward | 93% | 54% | 85% | 48% | 46% | 69% |

SOCIAL CONNECTIONS



- Overall, Napier residents provided positive ratings in relation to **social connections and diversity** (on average, **69%**).
- **81%** of residents knew they **have friends or relatives** they **can count on** in times of trouble.
- Two-thirds of residents (**69%**) **felt accepted** by their community, and (**69%**) believed their **community is diverse** and **multi-cultural**.
- Slightly fewer residents believed people in their community **take care**, or **provide help** for one another (**60%**), and that they are **tolerant** of others (**56%**).
- Fewer residents from Onekawa-Tamatea ward believed people in their community take care/help one another.
- **77%** of residents stated they **know their closest neighbour** by their first name.
- The level of this social knowledge was in linear relationship with age; the older respondents were, the more likely they knew their neighbours. Likewise, residents who had spent more time in Napier (more than 10 years) were more likely to know their neighbours.
- Residents who attributed themselves to Asian and Pacific ethnicity, and also residents with rented property, were less likely to state they know their neighbours.



Social connections and diversity
average agreement score
69%

DIVERSITY

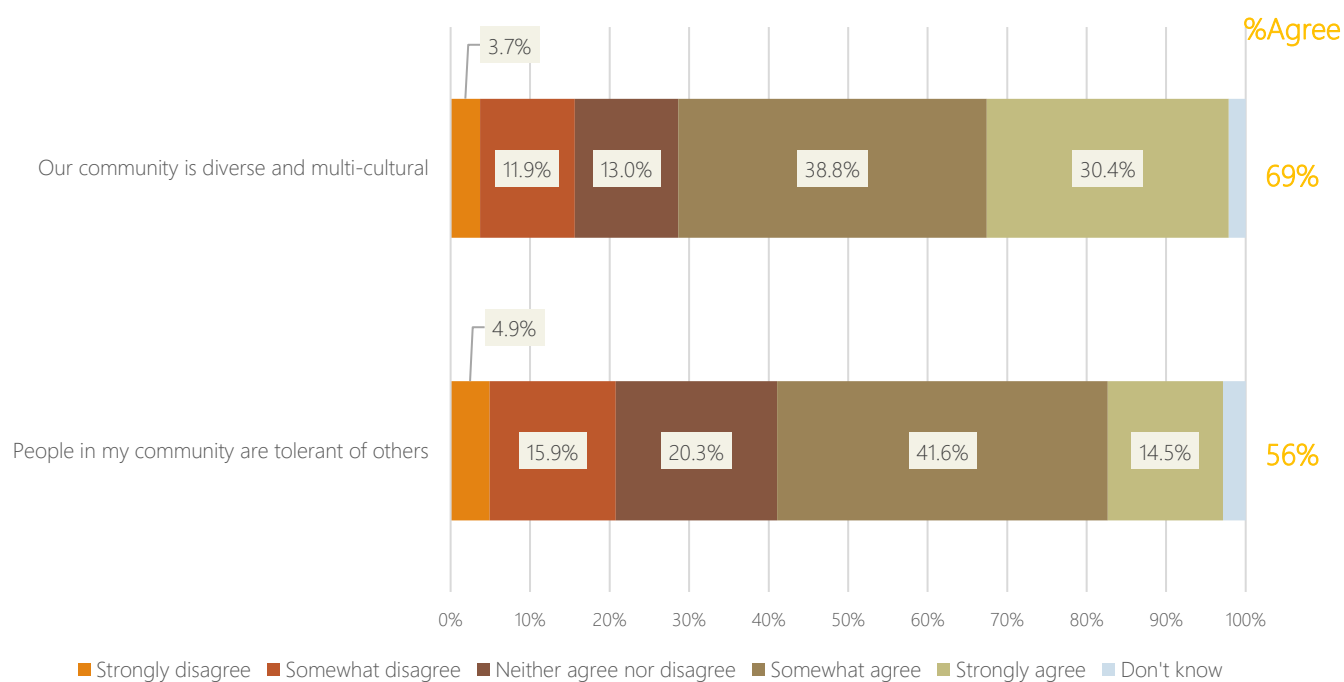
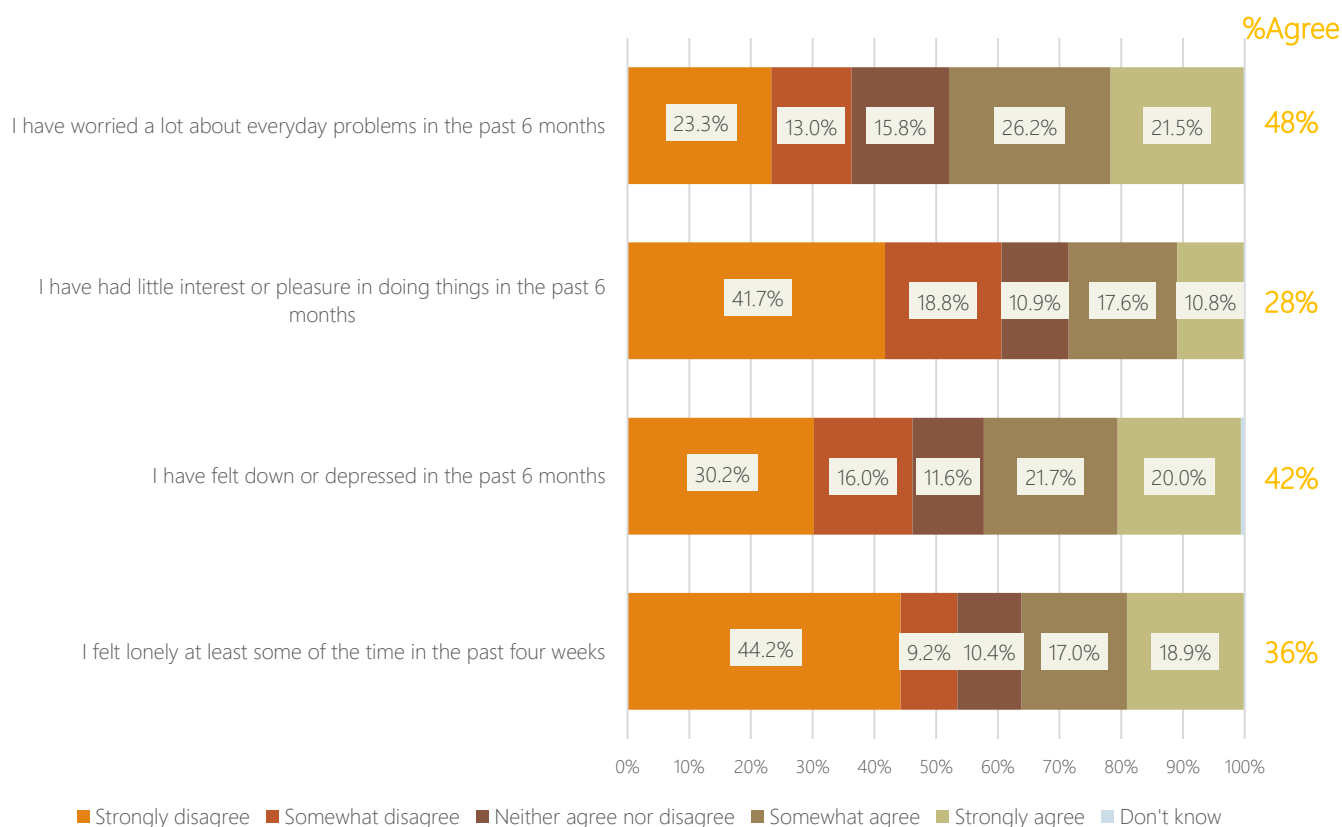


Table 3 % Agree results by ward

| | People in my community are tolerant of others | People in my community take care of, or provide help for, one another* | I know my closest neighbours by their first name | I feel that I am accepted by the community | I know I have friends or relatives I can count on in times of trouble | Our community is diverse and multi-cultural |
|------------------------|---|--|--|--|---|---|
| Ahuriri Ward | 60% | 60% | 76% | 69% | 76% | 63% |
| Onekawa - Tamatea Ward | 55% | 48% | 75% | 59% | 85% | 79% |
| Nelson Park Ward | 52% | 58% | 74% | 70% | 80% | 70% |
| Taradale Ward | 58% | 69% | 81% | 74% | 83% | 67% |

COMMUNITY MENTAL WELLBEING



- Around half of residents indicated they had **worried** a lot about everyday problems in the past 6 months (48%).
- Fewer residents stated they have **felt down or depressed** (42%).
- About one-third of residents indicated they **felt lonely** (36%), and 28% had **little interest** or pleasure in doing things.

- A total level of indicative psychological distress (**Mental wellbeing index**) was moderate (10.7, maximum score = 20) - this level varied by age, ethnicity, income, and whether respondent's home was owned or rented.
- According to survey results, the most vulnerable groups were residents aged 18-39, Pacific and Māori, with lower income and living in a rented property.
- Loneliness was moderately associated with low overall life satisfaction.

Mental wellbeing index:

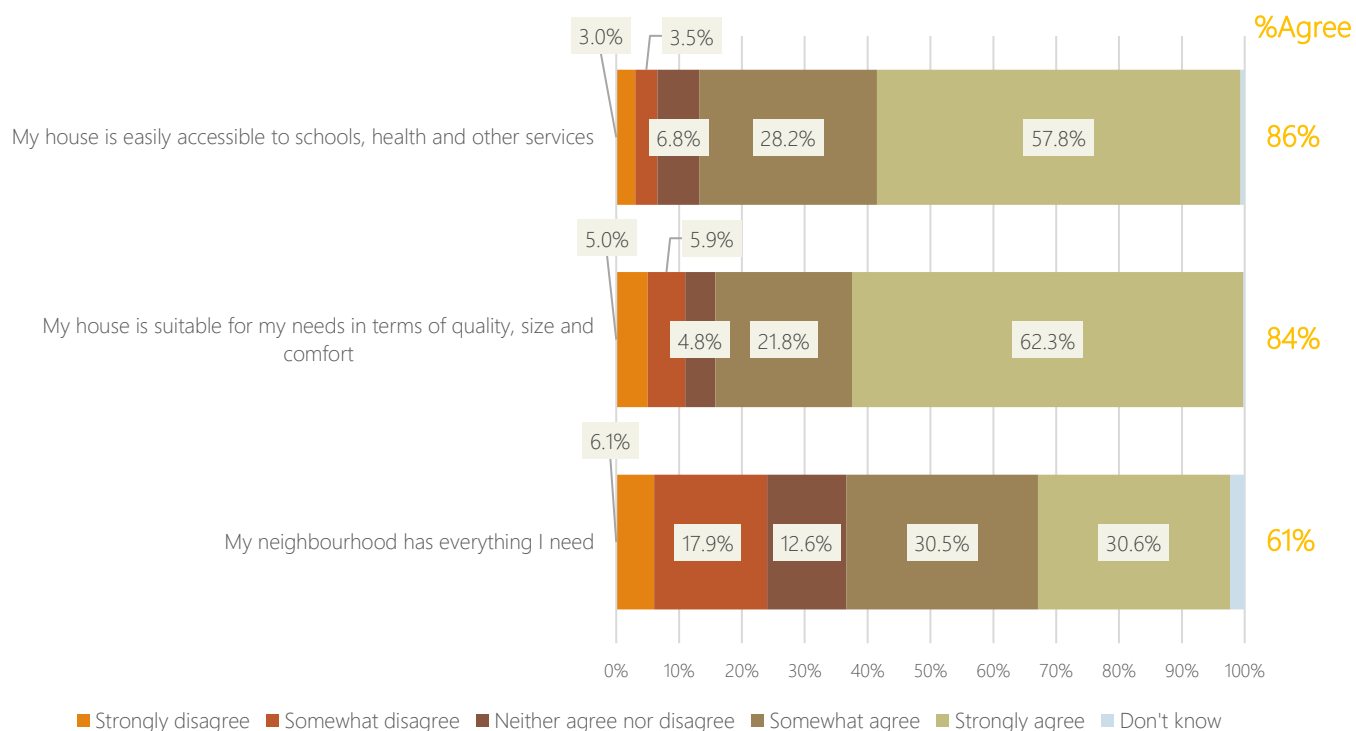
The survey asked four questions related to community level of psychological distress. Each question was scored from 1 = 'Strongly disagree' to 5 = 'Strongly agree'. Scores of the four questions were then summed, yielding a maximum score of 20 ('Don't know' scored zero).

Overall, low scores (0-8) indicated low levels of psychological distress and high scores indicated higher levels of psychological distress (16-20). Note: these results are indicative only and do not replace a Mental Health assessment.

**Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error*

| | TOTAL AVERAGE SCORE* | 10.7 |
|-------------------|----------------------|------|
| AGE | 18-39 | 13.4 |
| | 40-64 | 10.2 |
| | 65+ | 8.1 |
| ETHNICITY | New Zealand European | 10.3 |
| | Māori | 13.1 |
| | Pacific | 15.7 |
| | Asian | 9.8 |
| | Other | 10.3 |
| HOME OWNERSHIP | Owned | 9.9 |
| | Rented | 13.8 |
| INCOME | \$20,000 or less | 15.0 |
| | \$20,001-\$30,000 | 10.6 |
| | \$30,001-\$50,000 | 11.0 |
| | \$50,001-\$70,000 | 11.9 |
| | \$70,001-\$100,000 | 10.2 |
| \$100,001 or more | 9.1 | |

HOUSE AND NEIGHBOURHOOD

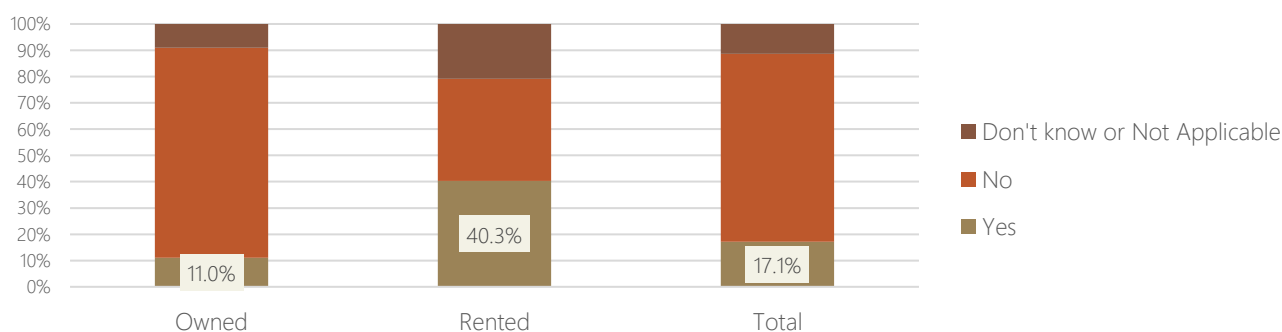


- 84% of residents agreed their house was suitable for their needs in terms of quality, size and comfort, and 86% of residents agreed it was easily accessible to schools, health and other services.
- Fewer residents agreed their neighbourhood had everything they need (61%). More younger residents disagreed with this statement.
- Only under 20% of residents mentioned they worried about losing their house. This proportion was larger (40%) amongst residents with a rented property.

Table 4 %Agree results by ward

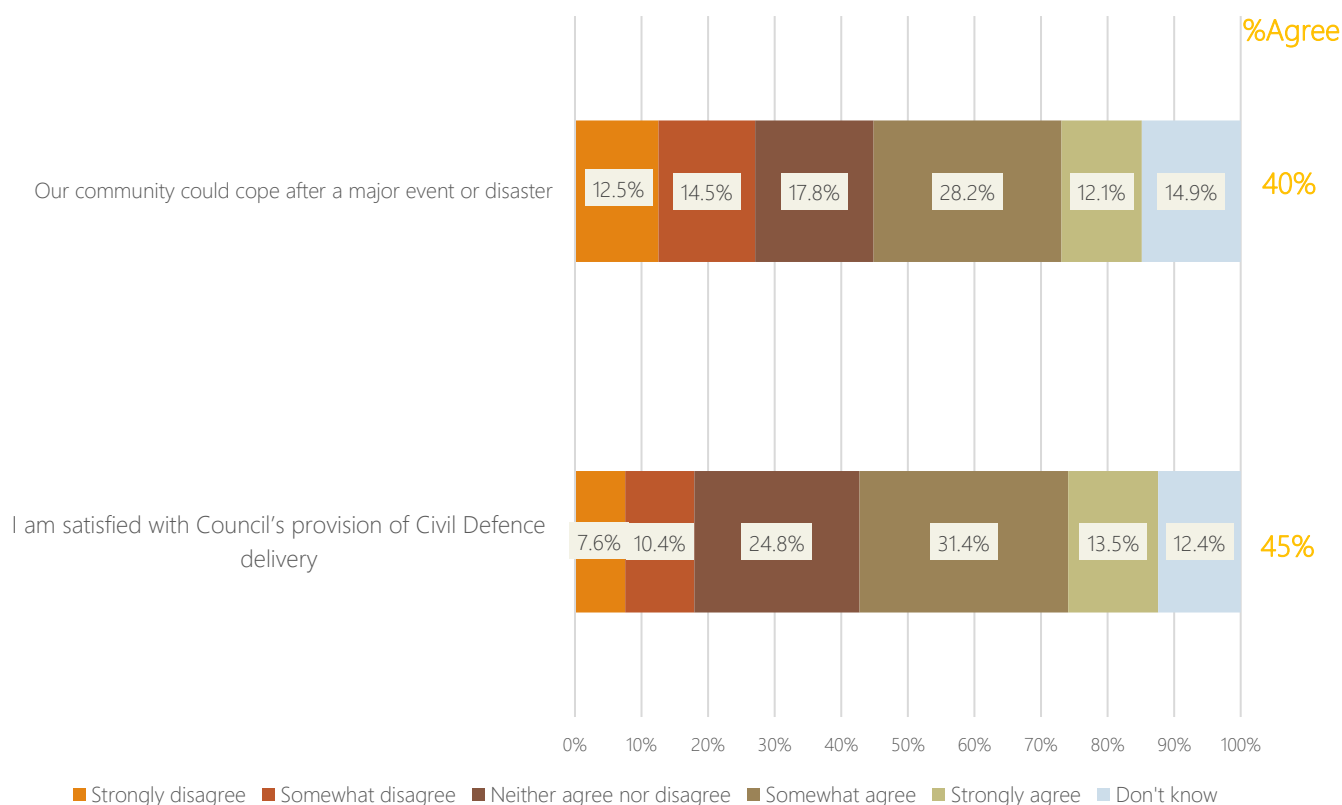
| | My neighbourhood has everything I need | My house is suitable for my needs in terms of quality, size and comfort | My house is easily accessible to schools, health and other services |
|------------------------|--|---|---|
| Ahuriri Ward | 61% | 86% | 80% |
| Onekawa - Tamatea Ward | 62% | 80% | 86% |
| Nelson Park Ward | 53% | 80% | 87% |
| Taradale Ward | 66% | 88% | 89% |

Worried about losing the house



House and neighbourhood average agreement score
77%

EMERGENCY MANAGEMENT



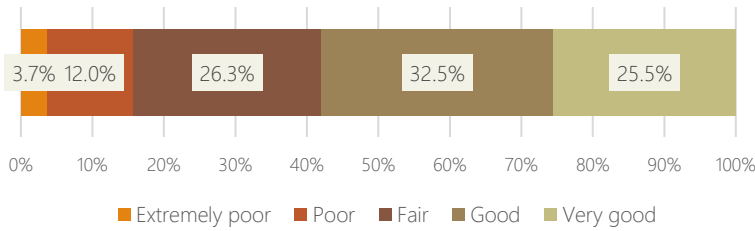
- Overall, **45%** of residents were satisfied with the Council's provision of **Civil Defence** delivery.
- **40%** of residents believed their community could cope after a major event or disaster.
- Fewer residents from Onekawa-Tamatea and Nelson Park wards agreed with this statement.

Table 5 % Agree results by ward

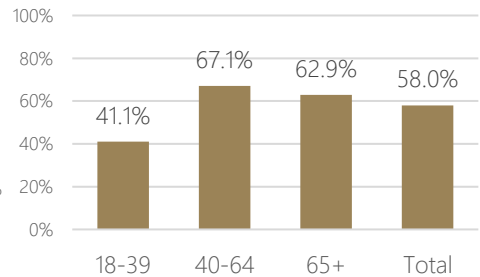
| | I am satisfied with Councils' provision of Civil Defence delivery | Our community could cope after a major event or disaster* |
|------------------------|---|---|
| Ahuriri Ward | 44% | 49% |
| Onekawa - Tamatea Ward | 41% | 34% |
| Nelson Park Ward | 39% | 31% |
| Taradale Ward | 53% | 45% |

COMMUNITY HEALTH

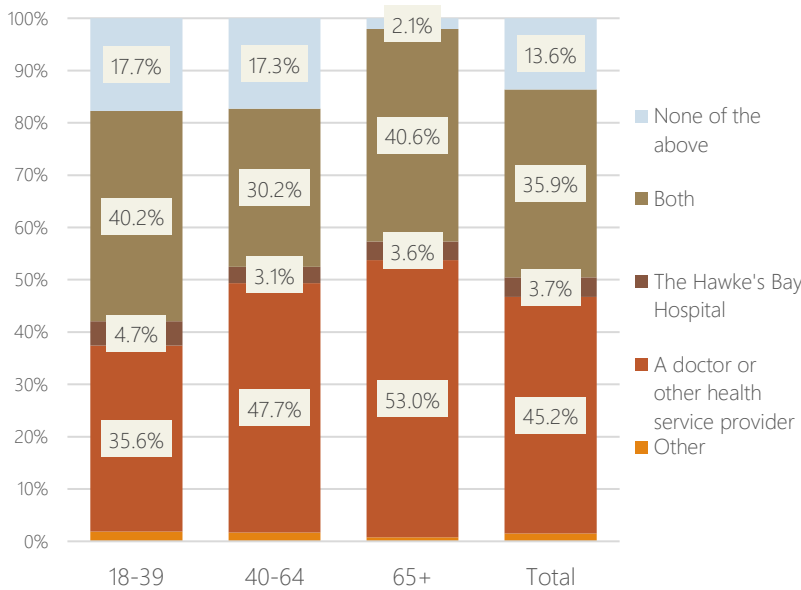
Personal health at the moment



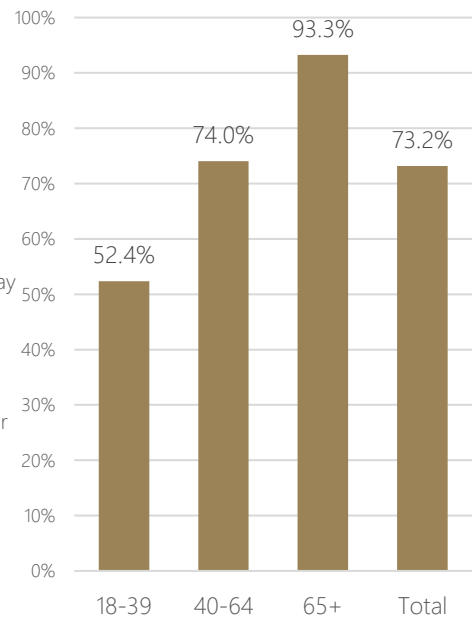
%Good + %Very good health by age



In the last 6 months have visited

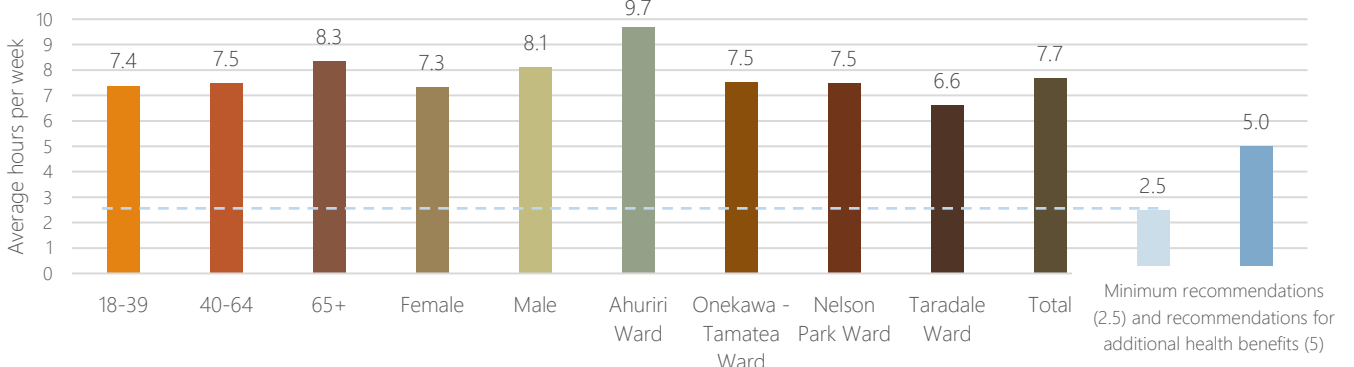


Found the service good



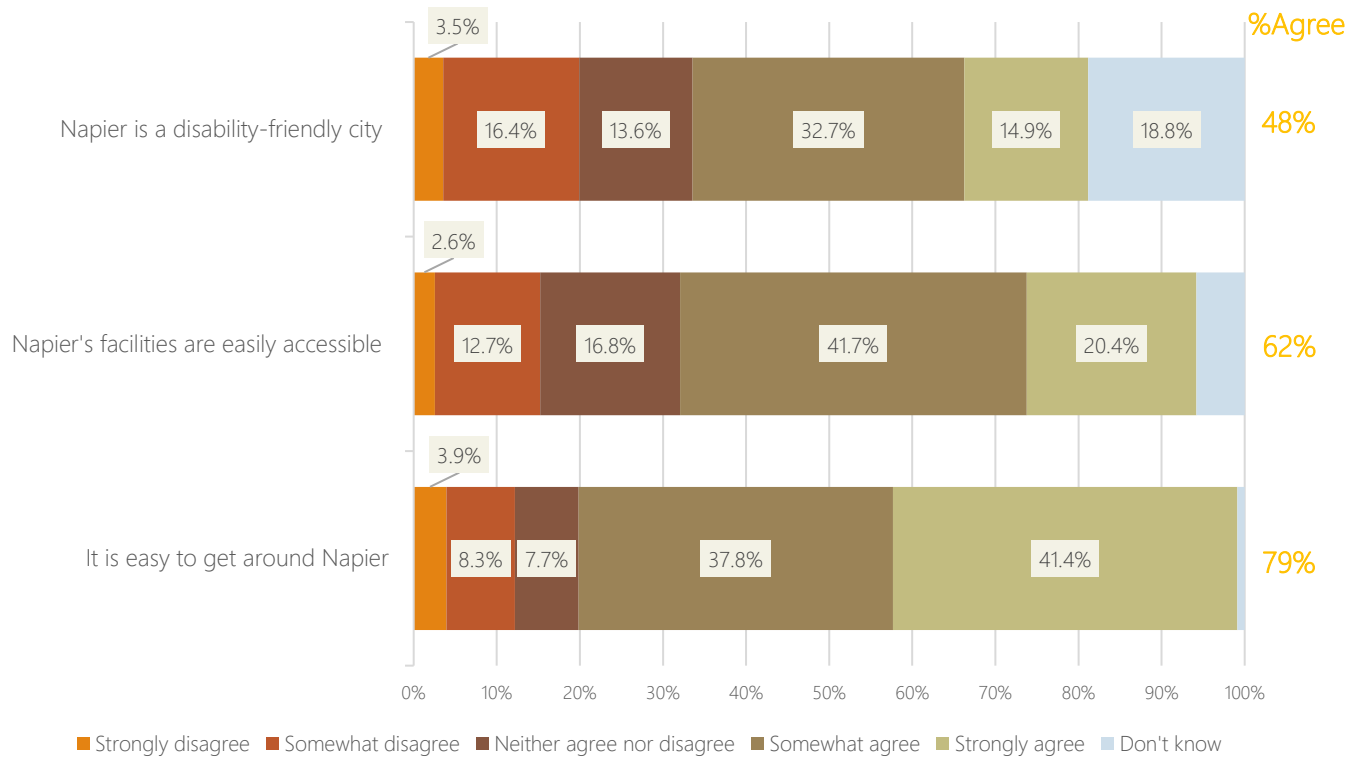
- More than half of residents (58%) believed they were in **good health**. More younger residents described their health as poor.
- At the same time, older residents were more likely to visit a health service provider, and the majority of them (93%) rated the services they had received well.
- The survey showed a **good level of moderate-intensity activity (7.7 hours on average per week)** in the community; 29% of residents stated they were active for 4-6 hours a week, 21% for 7 to 10 hours and 16% for more than 10 hours. This result exceeds the global recommendations on physical activity published by WHO.

Average levels of moderate-intensity activity (hours per week)*



N=441. *REPORTED RESULTS ARE BASED ON OPEN-ENDED COMMENTS (N=410 PROVIDED A CLEAR RESPONSE). IF A RANGE OF HOURS WAS PROVIDED, THE MINIMUM NUMBER WAS USED IN THE ANALYSIS. GLOBAL RECOMMENDATIONS SOURCE: WORLD HEALTH ORGANIZATION. 2010. *GLOBAL RECOMMENDATIONS ON PHYSICAL ACTIVITY FOR HEALTH*. WARD WAS NOT A SIGNIFICANT FACTOR. LARGE VARIATION IN AVERAGE ACTIVITY.

ACCESSIBILITY



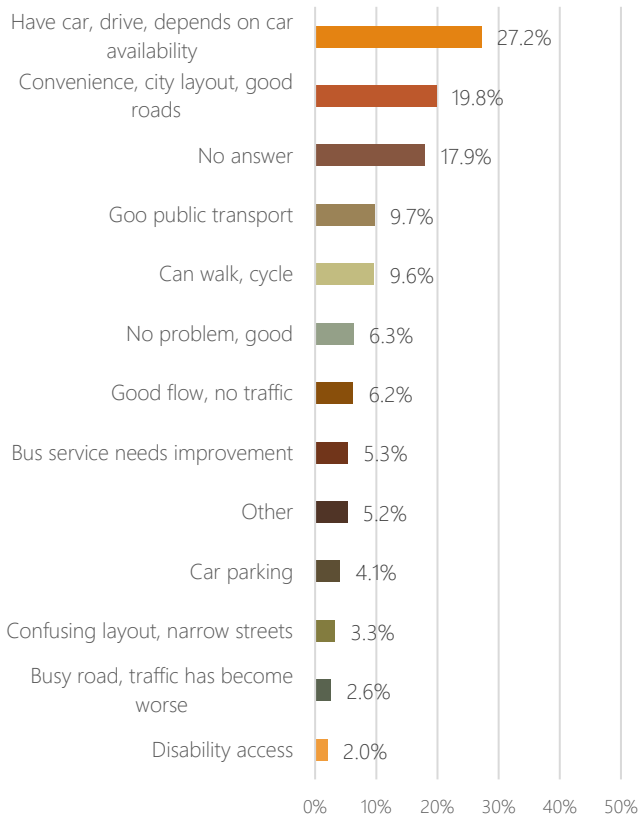
- **79%** of residents found it **easy to get around** Napier.
- Car availability and city features (size, layout, good roads, convenience) were the main reasons for positive ratings.
- Residents who provided negative ratings ('*Strongly*' and '*Somewhat disagree*') stated bus service needs improvement.
- **62%** of residents stated that Napier's **facilities are easily accessible**.
- Fewer residents found Napier a disability-friendly city, although the proportion of '*Don't know*' responses was high (18.8%).



Accessibility
average agreement score

63%

Easy to get around - main reasons



Not easy to get around - main reasons

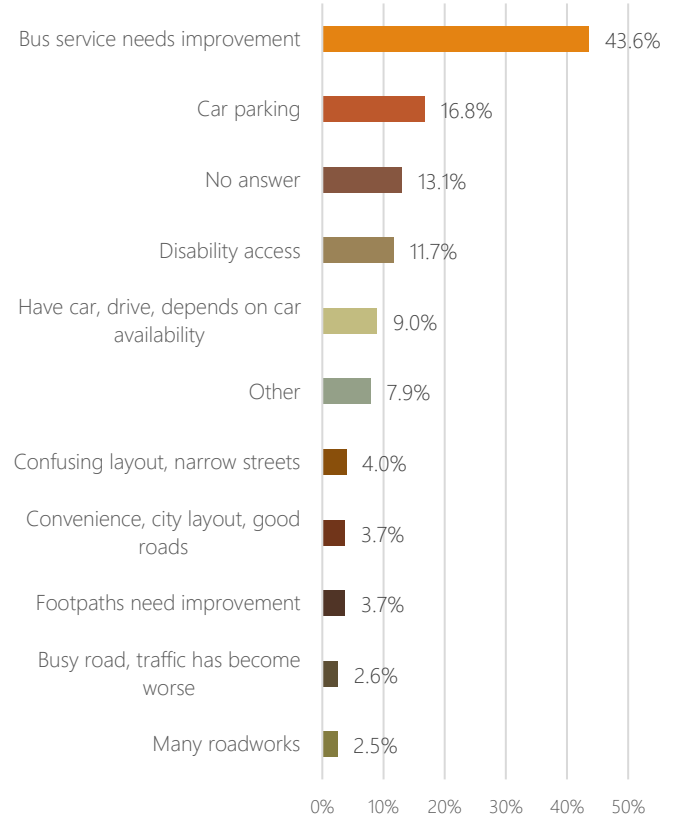
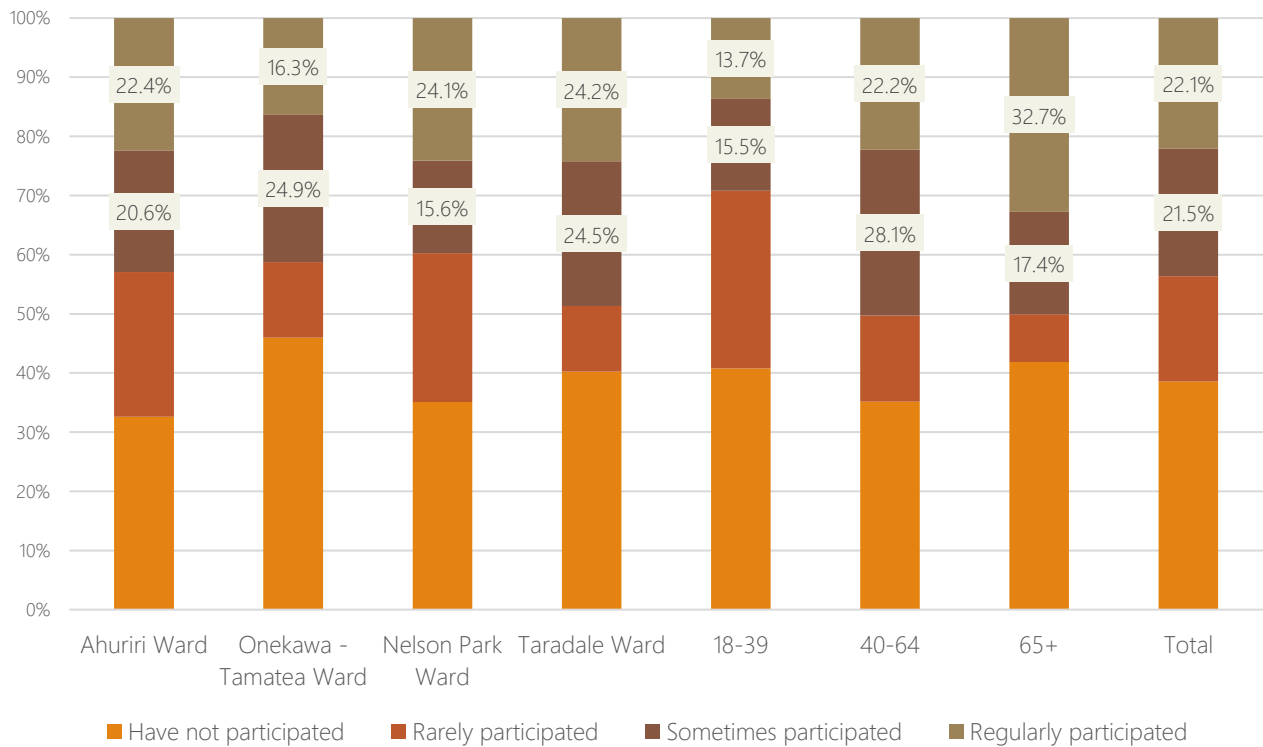


Table 6 % Agree results by ward

| | It is easy to get around Napier | Napier's facilities are easily accessible (e.g. have an accessible route into the building from the car parking area and footpath, facilities are well-signed, etc.) | Napier is a disability-friendly city (e.g. accessible buildings, public transport, even footpaths, etc.) |
|------------------------|---------------------------------|--|--|
| Ahuriri Ward | 84% | 63% | 52% |
| Onekawa - Tamatea Ward | 78% | 64% | 49% |
| Nelson Park Ward | 77% | 57% | 46% |
| Taradale Ward | 78% | 64% | 46% |

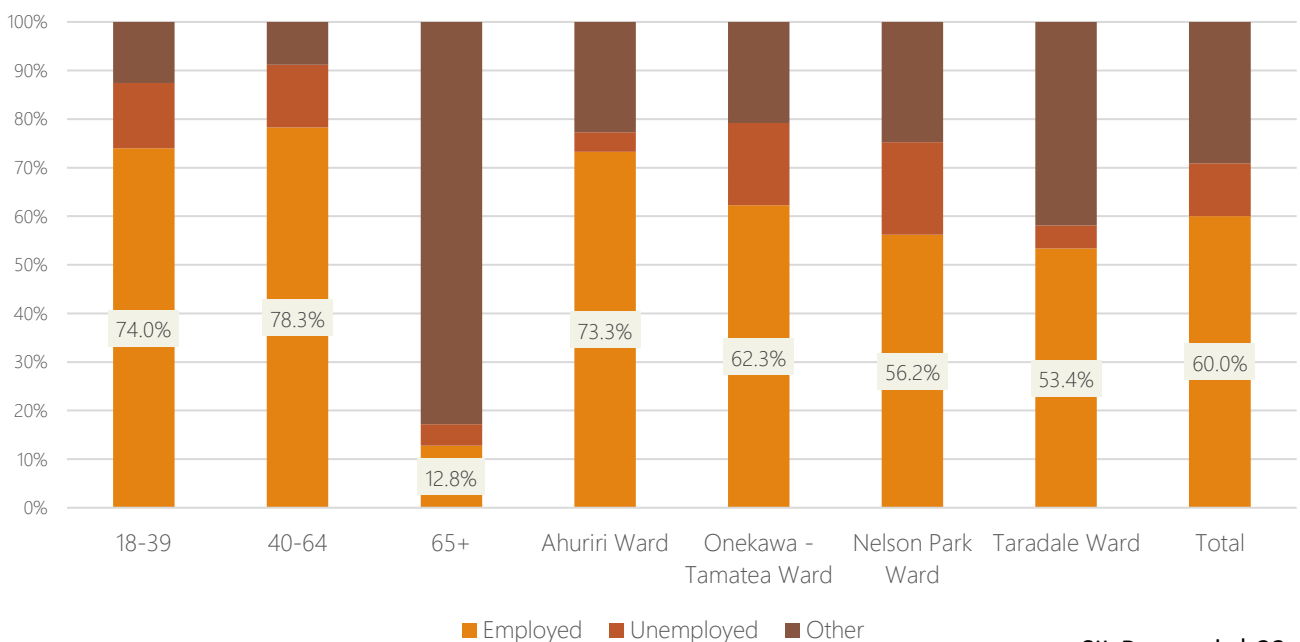
VOLUNTEERING ACTIVITY AND EMPLOYMENT STATUS

Have participated in unpaid (volunteer) activities in the last 12 months*



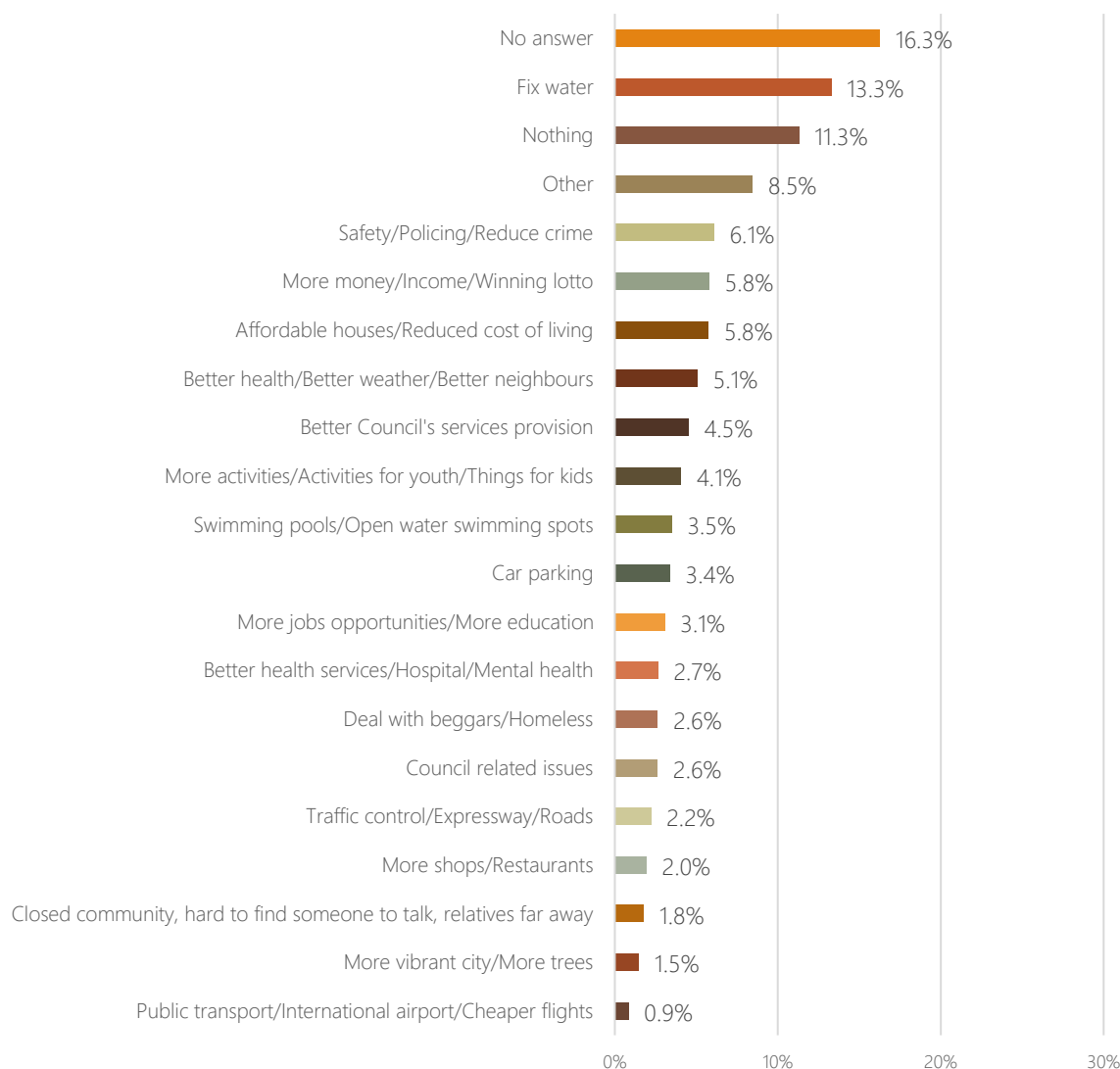
- Overall, **44%** of residents stated they had sometimes or regularly participated in volunteering activities in the last 12 months.
- Younger residents aged between 18-39 years were less likely to participate in these activities.
- Just under two thirds of residents (**60%**) were employed at the time of the survey (n=248 out of 413 who provided a response).
- Participation in volunteering activities and active employment associated with better quality of life (measured by Social Index score).

Employment status*



SUGGESTED IMPROVEMENTS

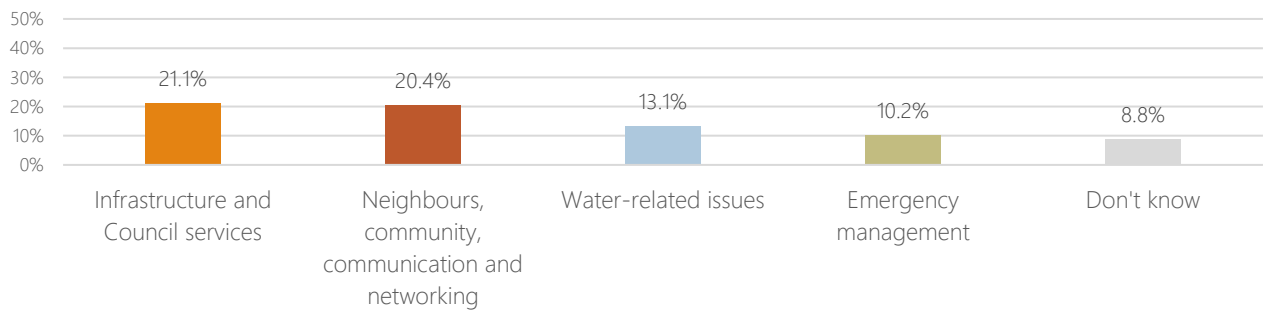
Things to improve in Napier



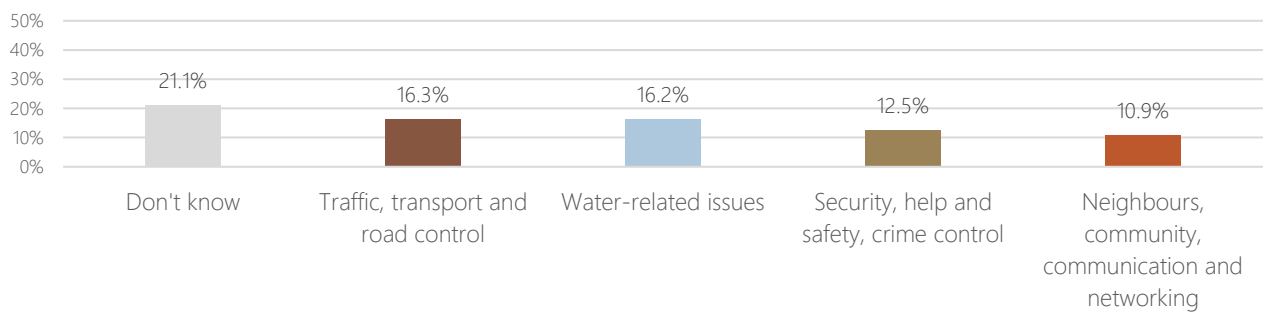
- Although this survey did not ask about Council's services, water quality was still mentioned on an unprompted basis.
- The most cited improvement was 'Fix water'.
- 16% of residents did not provide an answer to this question, and 11% stated that nothing needs improvement.
- When residents were asked what could be improved in their neighbourhood, their answers varied by ward:
 - Top cited improvements in Ahuriri: 'Infrastructure and Council services',
 - Top cited improvements in Onekawa-Tamatea: 'Traffic, transport and road control' and 'Water-related issues' (after 21% of 'Don't know'),
 - Top cited improvements in Nelson Park: 'Security, help and safety and crime control',
 - Top cited improvements in Taradale: 'Traffic, transport and road control' (after 17% of 'Don't know').

Top 5 suggested improvements for neighbourhood by ward*

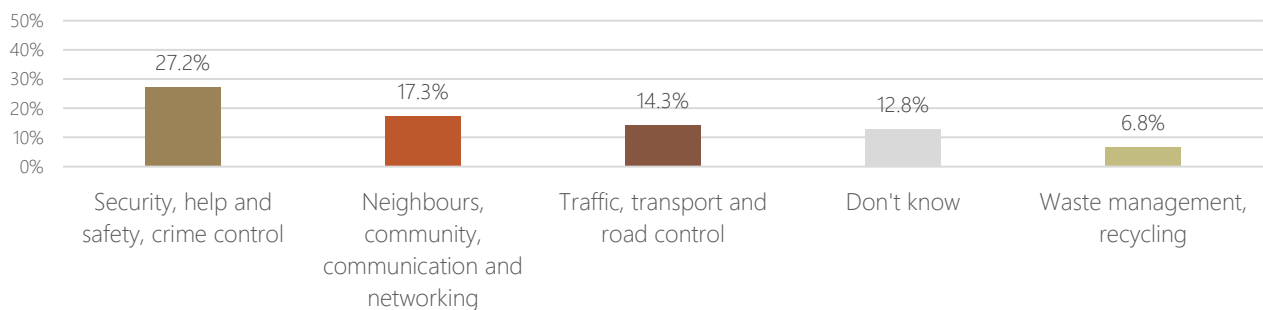
Ahuriri Ward



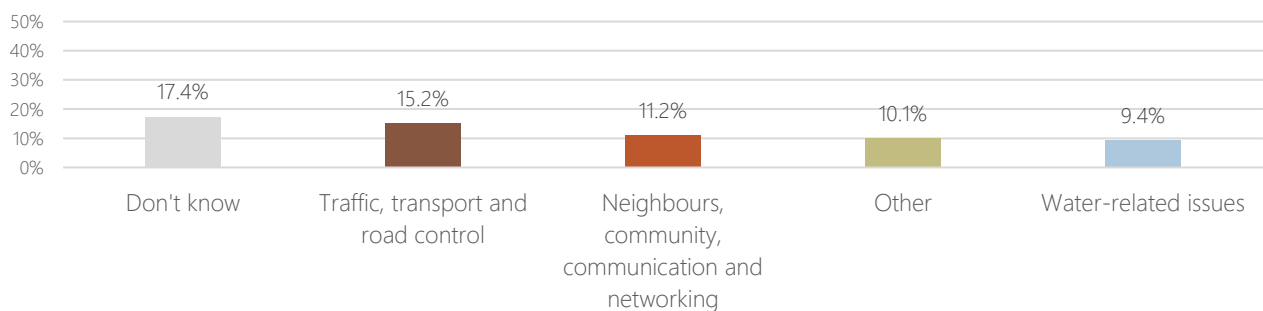
Onekawa - Tamatea Ward



Nelson Park Ward



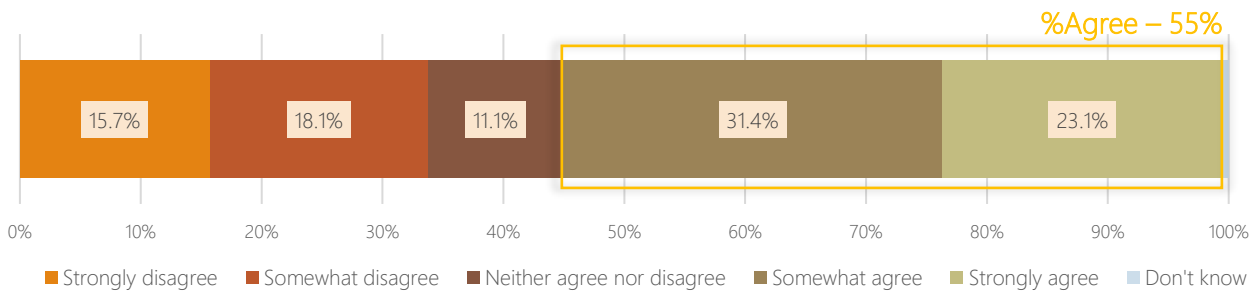
Taradale Ward



*Note: open-ended comments sorted into categories (top 5 categories are presented by ward). Totals may exceed 100% owing to multiple responses for each respondent.

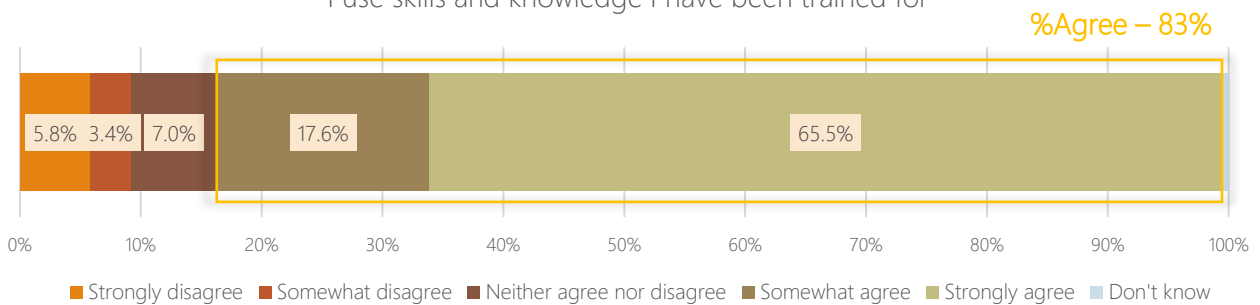
EMPLOYMENT

I have enough or more than enough money for a comfortable living



n=402

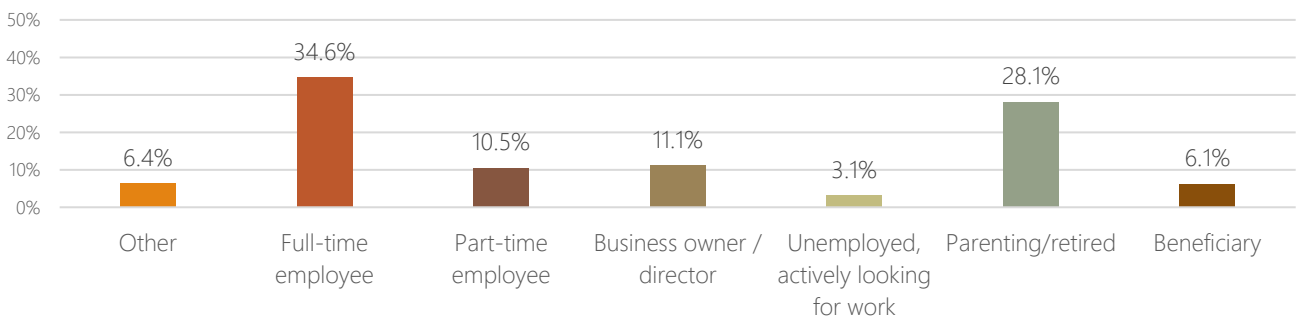
I use skills and knowledge I have been trained for



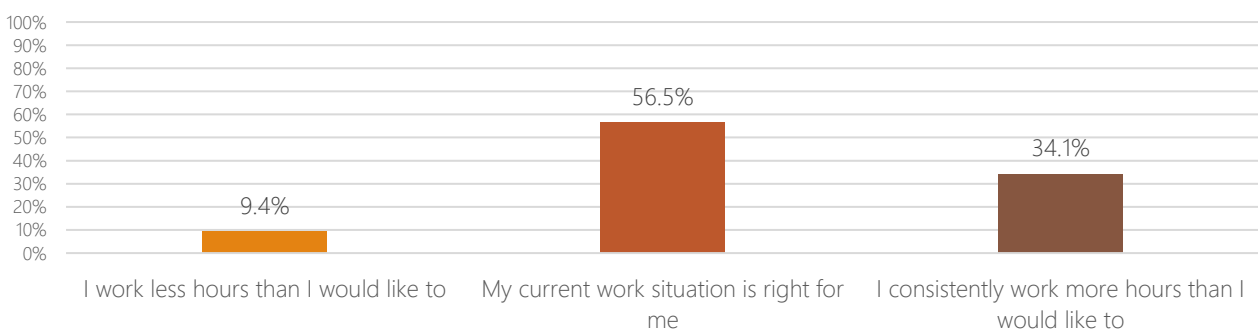
n=248 (currently employed only)

- Overall, **55%** of residents agreed they had **enough or more money** for a **comfortable living**. This result increased with income and age.
- 16% of residents strongly disagreed they had enough money.
- **83%** of employed residents **used their skills and knowledge** they had been trained for.
- One-third of the residents were employed full-time (35%). More than half of employed residents (57%) agreed their current work situation is right for them.

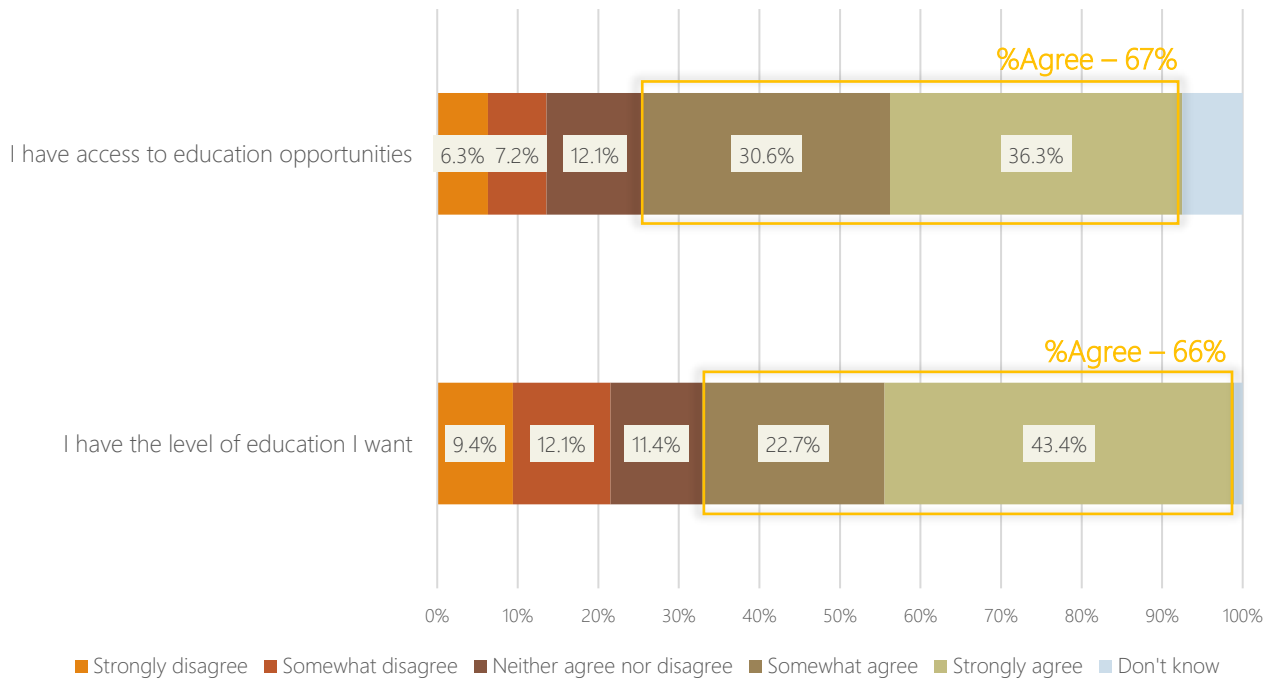
Employment status (aggregated, n=413)



Currently employed (n=248)



EDUCATION



- Two-thirds of Napier residents agreed they **had access to education** opportunities (67%) and had the **level of education they wanted** (66%).
- More residents with higher level of education agreed they had achieved the level they wanted.
- The match between education expectations and actual level of education was greater with age.
- Certificate or diploma was the most mentioned highest achieved qualification (39%).

The highest achieved education

