

Napier City Council and Safer Napier SIL Research | Community safety survey

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MARCH 2021



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EXECUTIVE SUMMARY

The purpose of this research was to help inform re-accreditation of the Safer Napier programme in 2022/23 and parts of the Napier City Council Long Term Plan 2021-2031 consultation.

Research was conducted between 03 February and 02 March 2021. A total of n=597 surveys were used in the final analysis.

The main findings were as follows:

- In 2021, fewer residents (45%) felt Napier is a generally safe place to live (73% in 2020). In the last three years, there has been a substantial increase in residents who felt unsafe.
- Feelings of safety differed greatly by time of day and location/activity. Most notably, going out at night (29%) recorded the greatest decline in safety perceptions in 2021 compared to 2020 (48%).
- Residents considered themselves somewhat safe during the day (75%) and home at night (60%). However, these results declined compared to 2020 findings.
- 39% of residents reported a *'somewhat to strong'* impact of fear of crime on their everyday lives. This was strongly related to feelings of safety overall.
- Gang activity and presence was the main safety concern in Napier. Subsequently, *'Get rid of gangs / Ban gang patches'* was the most cited suggestion to enhance community safety.
- The neighbourhood overall (e.g. good neighbours, quiet street) was the main contributing factor to feeling safe at home in Napier; presence of other people improved safety perceptions both at workplace and in public spaces. *'Secure workplace / security measures in place'* was also a leading contributing factor for feeling safe at work.
- Around 4-in-10 residents have heard about Safer Napier and/or related initiatives, although depth of knowledge was generally poor. One-third reported membership of an existing Napier Neighbourhood Support group.
- Younger residents (aged 18-39 years) felt least safe in Napier, and fear of crime exhibited a stronger impact on their lives. At the same time, fewer residents aged 18-39 stated they had heard about Safer Napier or were part of a Neighbourhood Support group.

Safety is a primary consideration and matter of concern for Napier residents – and has a direct impact on how they live their lives. However, residents were split on how safe they actually feel in the city; with less than half currently feeling safe. Over the last three years, there has been a clear and substantial increase in the proportion of residents who feel unsafe – with safety at night the greatest source of concern. While safety concerns cut across all demographics, younger (more socially active) residents felt most at risk. Together, these findings are of particular importance because feelings of safety and fear of crime directly impacted residents' feelings about, and engagement with, their everyday lives.

A wide range of issues contributed to safety concerns, but residents were clear about their greatest concern: the presence of gangs (with related issues such as crime, violence, drugs). Unsurprisingly, dealing with gangs was the most favoured improvement for the city as a whole, with greater security measures (more CCTV, more community patrols, dealing with beggars) considered necessary (beyond greater police presence). Crucially, strong neighbourhoods and positive social connections provided a high degree of resilience and sense of security in the minds of residents. In this context, Safer Napier and its related initiatives have an important part to play in promoting a safe community. Increasing residents' awareness and depth of knowledge about Safer Napier can play a critical role in improving perceptions of safety across the city.



METHODOLOGY

BACKGROUND AND OBJECTIVES

Safer Napier is an accredited International Safe Community. Safe Communities is an integrated way of improving community safety involving a diverse group of agencies, organisations and community groups working together with a common vision, and Napier City Council is responsible for coordinating the programme.

The purpose of this research was to help inform re-accreditation of the Safer Napier programme in 2022/23 and parts of the Long Term Plan 2021-2031 consultation.

QUESTIONNAIRE AND PROJECT SPECIFICS

SIL Research, together with NCC, developed a Napier Community Safety Survey. The focus of this survey was to:

- Identify current community safety concerns,
- Identify current community perceptions about current safety issues and initiatives,
- Measure community awareness about the Safer Napier programme,
- Investigate potential future safety initiatives.

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

DATA COLLECTION

Research was conducted between 03 February and 02 March 2021. Multiple data collection methods were utilised to ensure residents were

well-represented. A mixed-methods approach included:

- (1) Telephone survey. Respondents were randomly selected from the publicly available telephone directories;
- (2) Social media (available via SIL Research social media platforms, such as Facebook). The invitation advertisement was randomly promoted to Napier residents;
- (3) Postal survey. 1,500 survey forms were distributed to randomly selected areas in Napier.

In addition, the survey was available on the Napier City Council Facebook page.

A total of n=597 surveys were used in the final analysis.

DATA ANALYSIS AND QUALITY CONTROL

Surveys were conducted proportional to the population in each of Napier's wards. Post-stratification (weighting) was then applied to reflect the gender and age proportions within each ward as determined by the Statistics New Zealand 2018 Census.

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 groups analysed in this report were: ward, age, gender, ethnicity, home ownership and tenure in Napier. 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, in general, a sample size of n=597 across around 47,400 residents aged 18 years and over allows for a 95% confidence level +/- 4.0% where residents are split 50/50 on any given issues, and a 95% confidence level +/- 3.2% where residents are split 80/20.

NOTES ON REPORTING

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

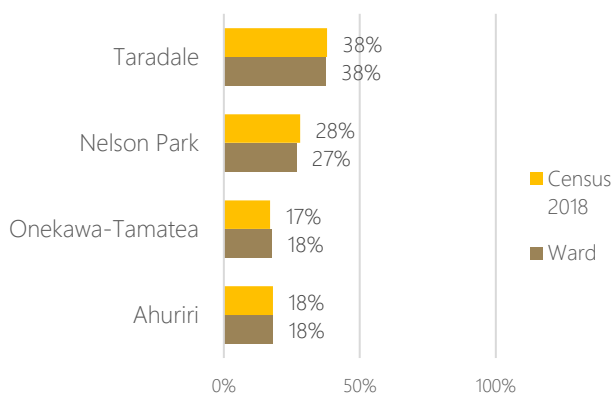
Where applicable, results are compared to a previous NCC Social Monitor survey conducted by SIL Research in August-September 2020 and the 2018 New Zealand Wellbeing survey (Statistics NZ).

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

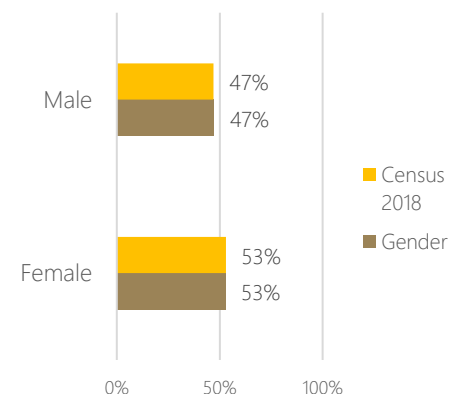
The data was mainly collected before the Ahuriri/West Quay shooting incident in the early hours on 28 February; only 1 response was received after this incident.

Where results are reported for smaller sub-groups, estimates of results may not be statistically reliable due to the high margins of error.

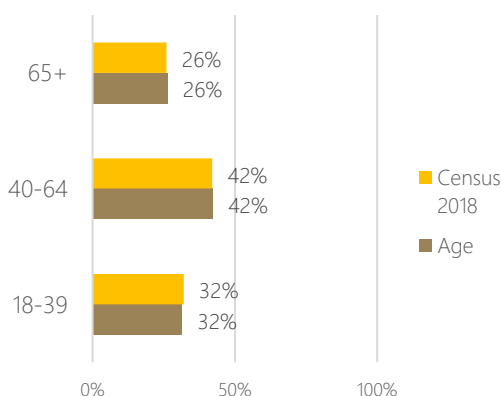
Respondents by ward



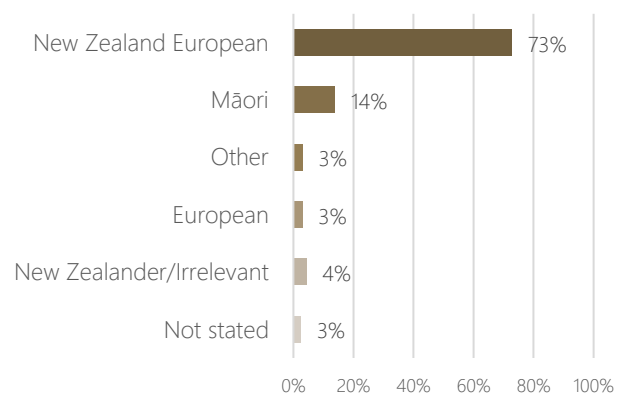
Respondents by gender



Respondents by age



Respondents by ethnicity



Note: results were statistically weighted, as used in the analysis. 'Ethnicity' was an optional question; 7% preferred not to answer this question or stated 'New Zealander/Irrelevant'. Therefore, a direct comparison with Statistics New Zealand Census data is not applicable.

NAPIER COMMUNITY

39% stated fear of crime has somewhat to strong impact on their lives

Police patrols/presence and CCTV cameras in public places were the two most important initiatives to enhance safety in Napier

What prompted people to feel safe:

- Good neighbourhood – where people live
- Secure workplace/security measures and presence of colleagues/managers – where people work
- Presence of other people – in public spaces

COMMUNITY SAFETY



75% felt safe going out during the day in Napier

60% felt safe home alone at night



45% felt Napier is generally a safe place to live and 44% felt it was unsafe



29% felt safe going out at night



25% felt safe walking alone in their neighbourhood after dark

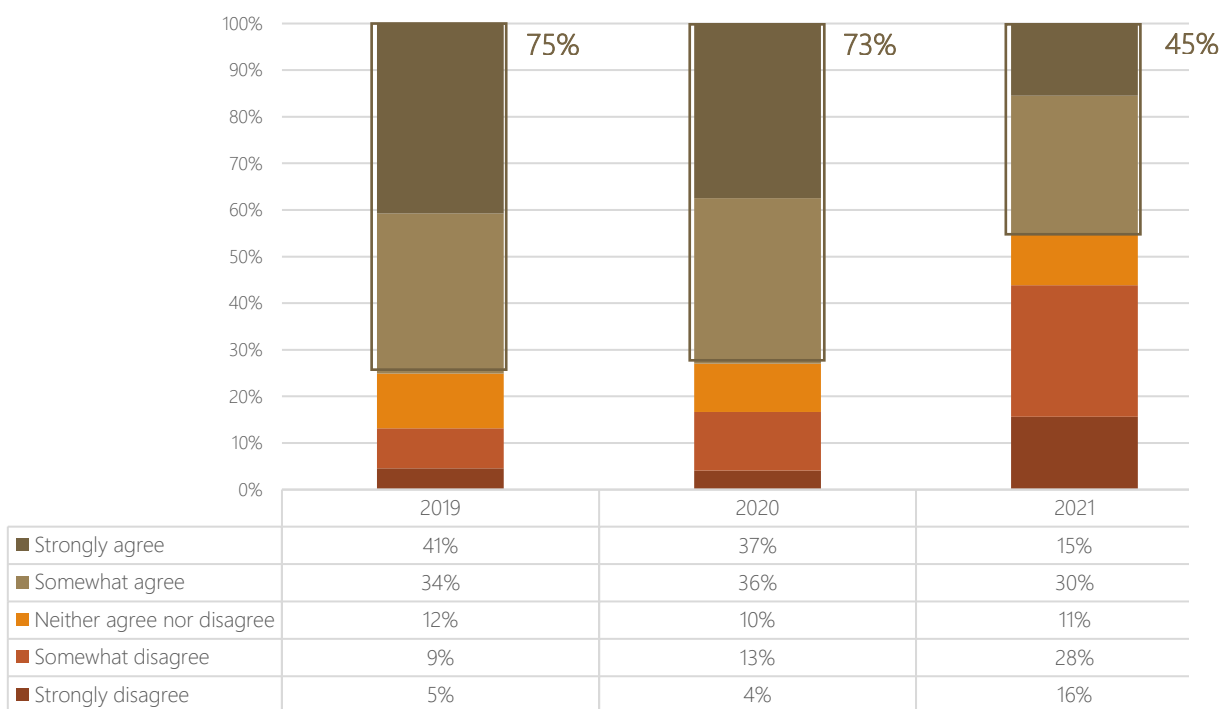


Gang presence and tension was named as the main safety concern in Napier



OVERALL FEELING OF SAFETY

Overall, I feel safe in Napier

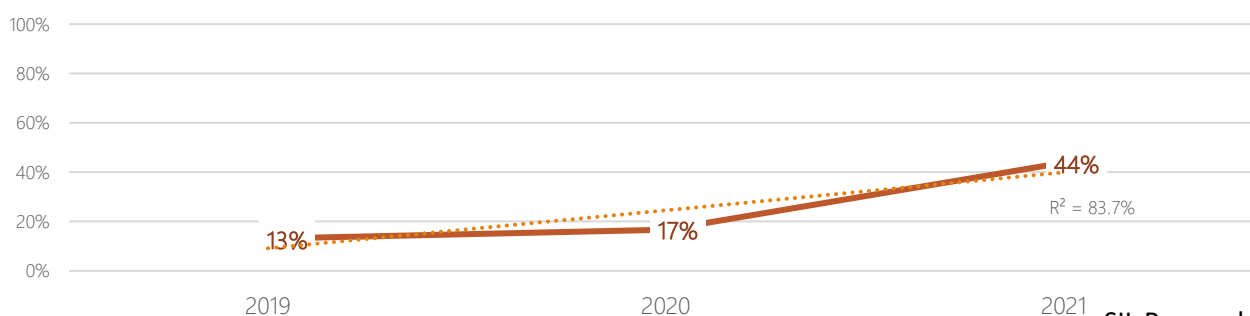


- Overall, 45% of residents stated they feel safe in Napier ('somewhat' or 'strongly agree').
- There has been a significant increase in residents who felt unsafe; 4-in-10 residents (44%) felt Napier is generally not a safe place to live in 2021 (17% in 2020).
- Age was a significant contributing factor towards safety perceptions.
- Older residents (aged 65 and over) were more likely to feel safe (65%) and young people (aged between 18 and 39) were half as likely to feel safe (32%). However, no significant differences were found by ward.

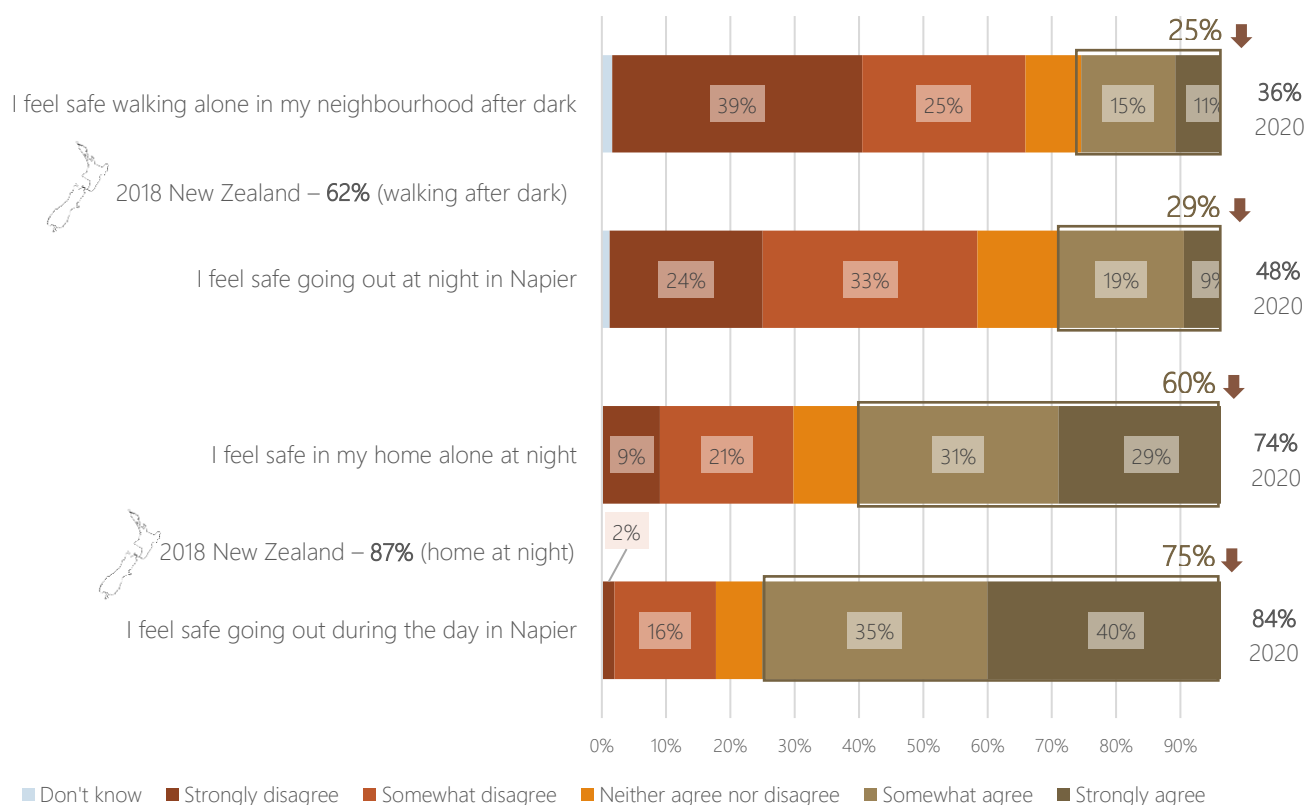
Ward	Disagree	Neutral	Agree
Ahuriri	48%	6%	46%
Onekawa-Tamatea	53%	11%	36%
Nelson Park	40%	15%	46%
Taradale	41%	11%	48%

Age*	Disagree	Neutral	Agree
18-39	53%	14%	32%
40-64	47%	11%	43%
65+	27%	8%	65%

% Feel unsafe over time



SAFETY PERCEPTIONS BY TIME OF DAY

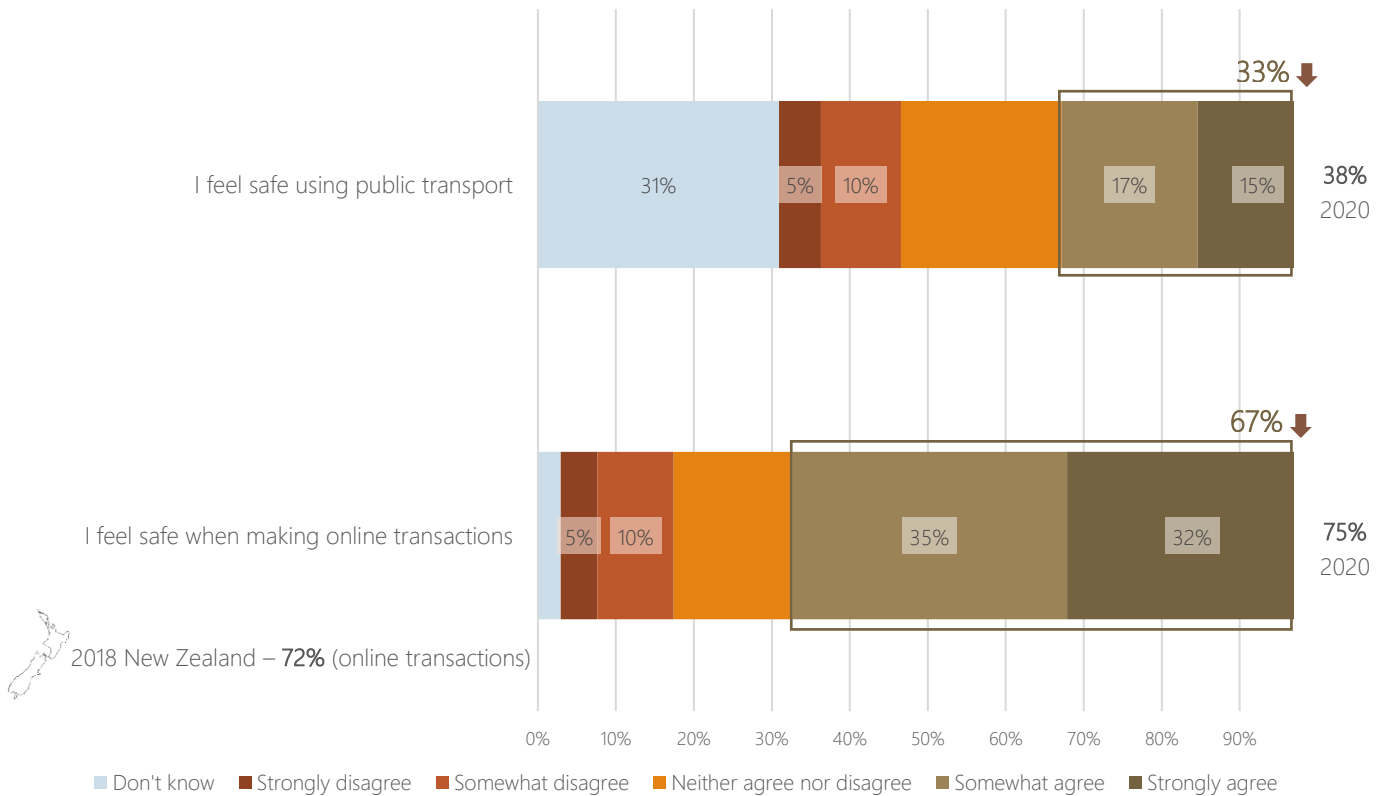


- Perceptions of safety when going out were much higher during the day (75%) compared to night-time; going out at night (29%) recorded the greatest decline in safety perceptions compared to 2020 (48%).
- Feeling safe home at night (60%) and walking alone in the neighbourhood (25%) also showed significant declines in 2021.
- Again, younger residents felt less secure in Napier, at home and in their neighbourhood.
- Residents from Nelson Park and Onekawa-Tamatea were less likely to feel safe walking alone in their neighbourhood after dark compared to other areas.

Ward	% Feeling safe out during the day in Napier	% Feeling safe out at night in Napier	% Feeling safe in my home alone at night	% Feeling safe walking alone in my neighbourhood after dark*
Ahuriri	73%	34%	59%	35%
Onekawa-Tamatea	75%	27%	58%	17%
Nelson Park	76%	28%	53%	20%
Taradale	76%	28%	67%	28%

Age*	% Feeling safe out during the day in Napier	% Feeling safe out at night in Napier	% Feeling safe in my home alone at night	% Feeling safe walking alone in my neighbourhood after dark
18-39	67%	20%	48%	15%
40-64	75%	28%	62%	28%
65+	84%	40%	72%	34%

SAFETY PERCEPTIONS BY ACTIVITY



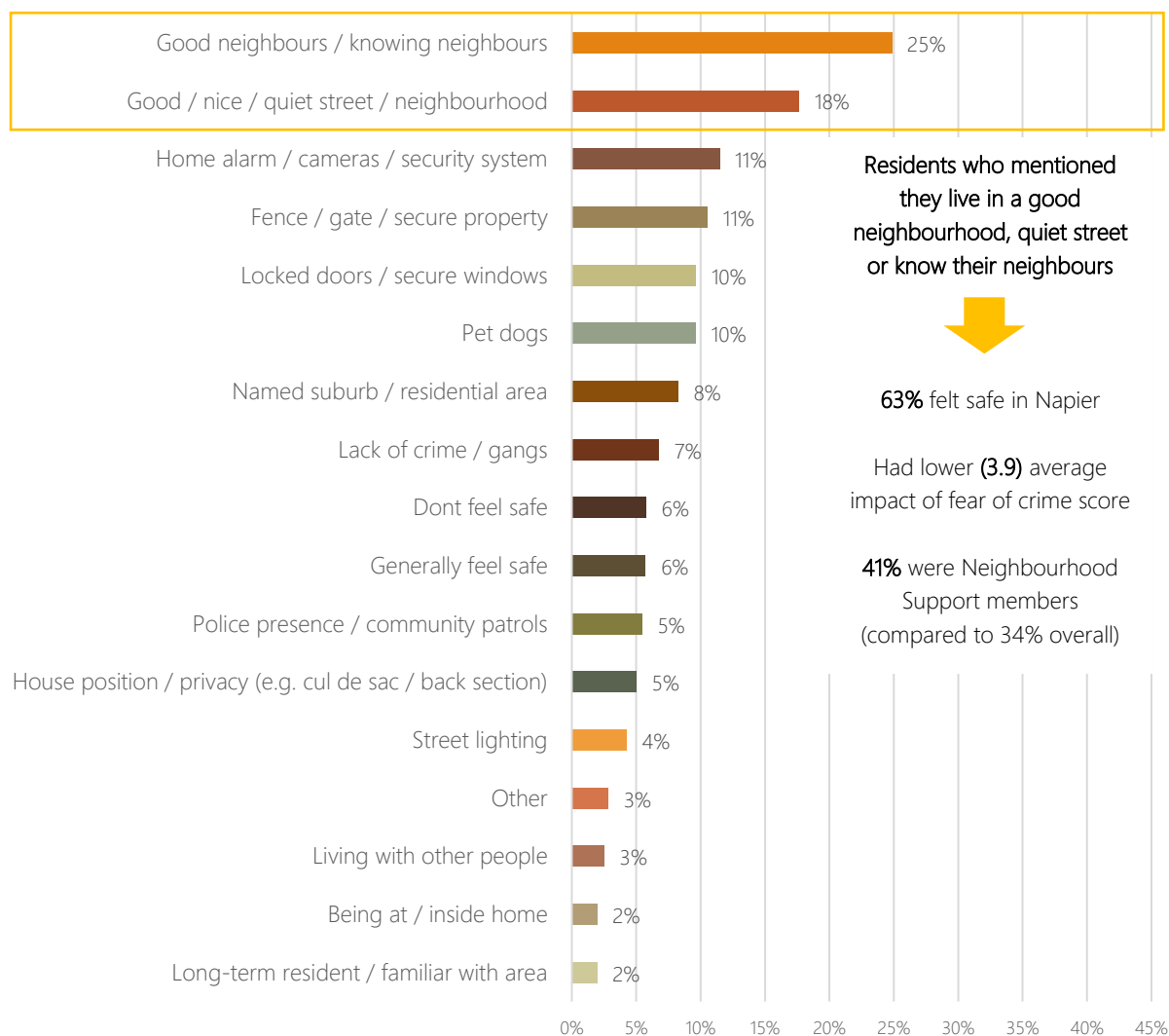
- One-third of residents felt safe using public transport in Napier; however, 31% were unable to provide a rating.
- 67% of residents felt safe making online transactions.
- Both results exhibited small decreases in 2021 compared to 2020.
- Older residents (aged 65 and over) were less likely to feel safe making online transactions (56%) compared to younger residents (75%).
- Perceptions of public transport and online transaction safety had weak influence on overall feelings of safety.

Ward	% Feeling safe using public transport*	% Feeling safe making online transactions
Ahuriri	26%	63%
Onekawa-Tamatea	29%	74%
Nelson Park	46%	69%
Taradale	28%	65%

Age	% Feeling safe using public transport	% Feeling safe making online transactions*
18-39	37%	75%
40-64	29%	68%
65+	34%	56%

MAIN REASONS FOR FEELING SAFE

Feeling safe where you live



- Reasons for feeling safe varied between places (home, workplace, public spaces). However, the presence of (trusted) others, and strong social connections, were crucial in all cases.
- The neighbourhood overall (e.g. good neighbours, quiet street) was the main contributing factor to feeling safe at home in Napier ('Good neighbours / knowing neighbours' and 'Good / nice / quiet street / neighbourhood').
- For working age residents (18-65) the two main reasons for feeling safe at work were 'Secure workplace / security measures in place' and 'Presence of colleagues / managers'.
- Having people around (e.g. companions, friends, general public, etc.) was the most cited reason to feel safe in public spaces.
- 1-in-5 residents who stated Napier is generally an unsafe place to live also mentioned they did not feel safe in public spaces.

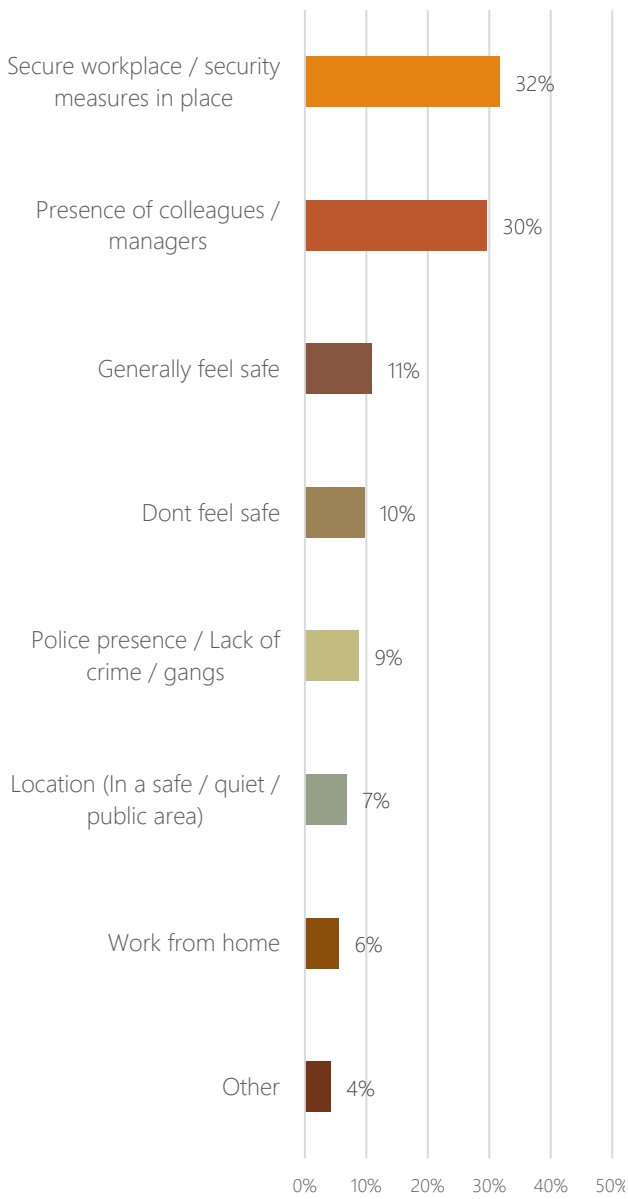
"Have a reasonably quiet street with good neighbours that keep an eye out on each other"

"We have a strong neighbourhood community, and this makes it safe at home and walking/biking in our area."

"I know people in my neighbourhood that would look out for people's safety."

MAIN REASONS FOR FEELING SAFE

What makes a workplace safe

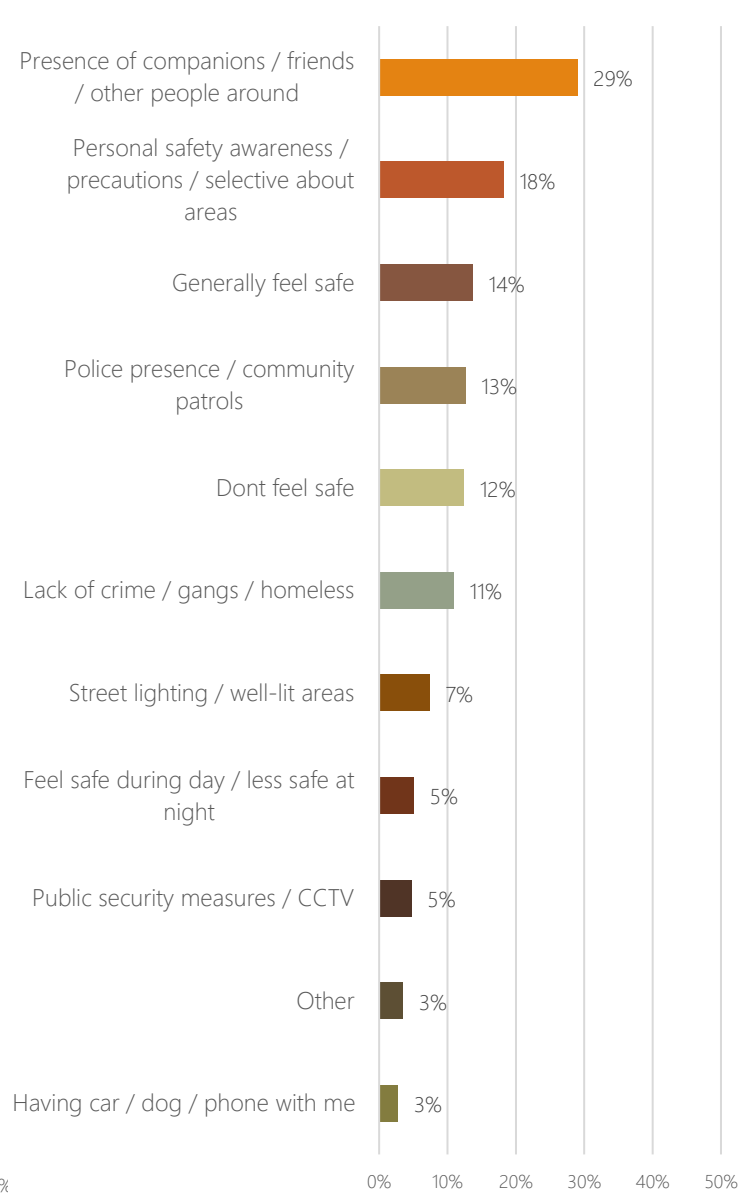


n=207 (responses are shown for residents aged between 18 and 65)

"Having lots of people around me while working, whether its staff or public. Also having security present."

"Work in busy building with multiple businesses. Security cameras. Nice street."

What makes public spaces safe



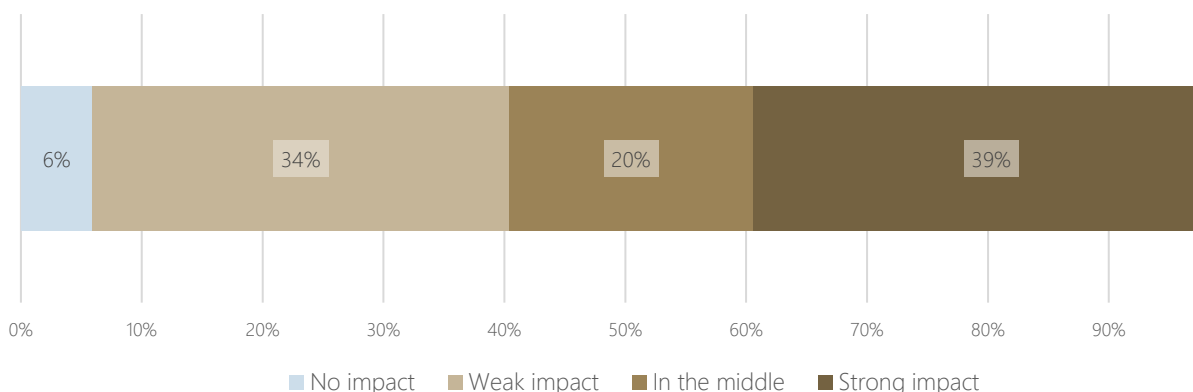
n=466

"Being easily visible (light), having other people from the community present. I'm not afraid of people I can see, just the ones lurking."

"Generally good when plenty of people are out and about."

IMPACT ON EVERYDAY LIFE

Impact of fear of crime on everyday life

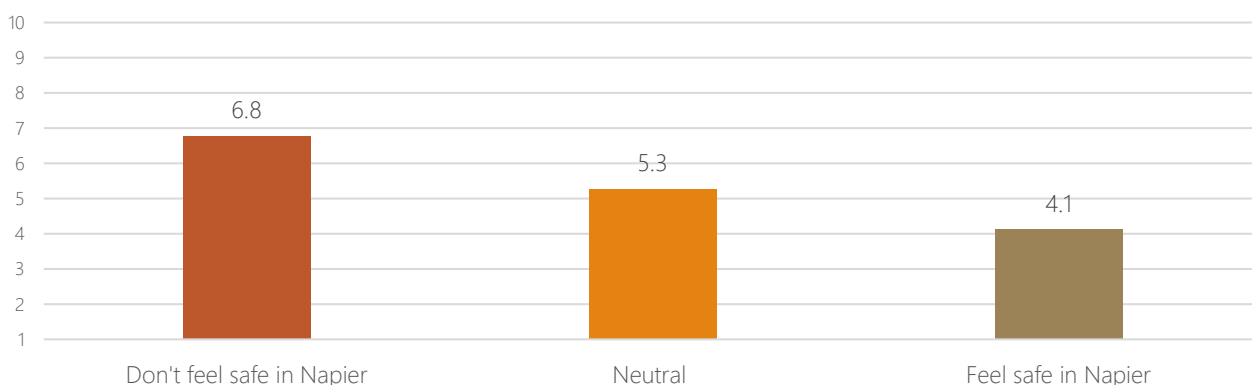


- Under 10% of residents believed fear of crime had no impact on their everyday life.
- 34% of residents reported a weak impact (ratings 1 to 4 out of 10), and 39% reported a somewhat to strong impact (ratings 7 to 10 out of 10).
- On average, the reported level of impact was 5.2 out of 10.
- This score was higher amongst residents who felt unsafe in Napier (average score of 6.8) – indicating that those who feel less safe also feel crime has a larger impact on their life.
- Younger residents, and residents with lower income (\$20,000 or less), were more likely to report fear of crime having a stronger impact on their everyday life.

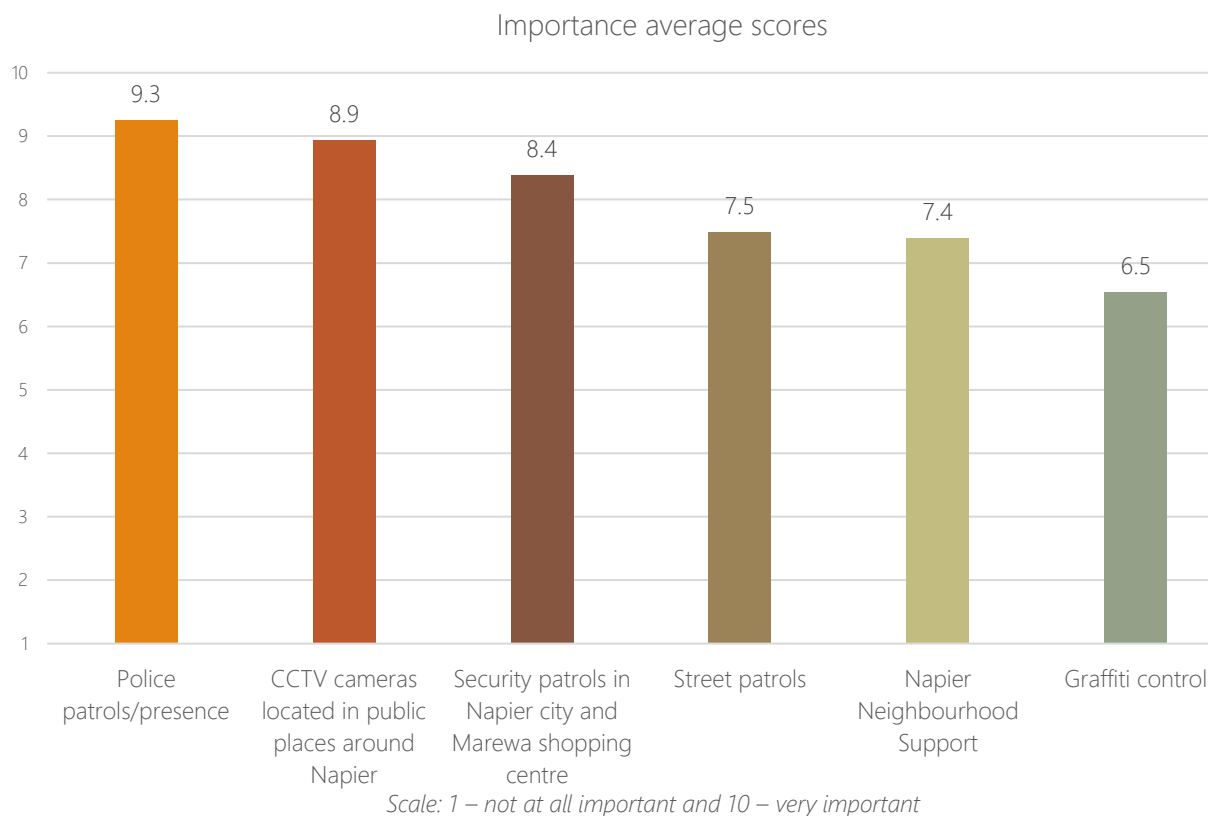
Ward	No impact	Weak impact	In the middle	Strong impact
Ahuriri	10%	27%	18%	45%
Onekawa-Tamatea	3%	34%	22%	41%
Nelson Park	5%	35%	21%	39%
Taradale	6%	38%	20%	36%

Age*	No impact	Weak impact	In the middle	Strong impact
18-39	1%	26%	18%	54%
40-64	4%	35%	22%	40%
65+	15%	44%	20%	21%

Level of impact on everyday life in relation to safety perceptions overall



SAFETY INITIATIVES

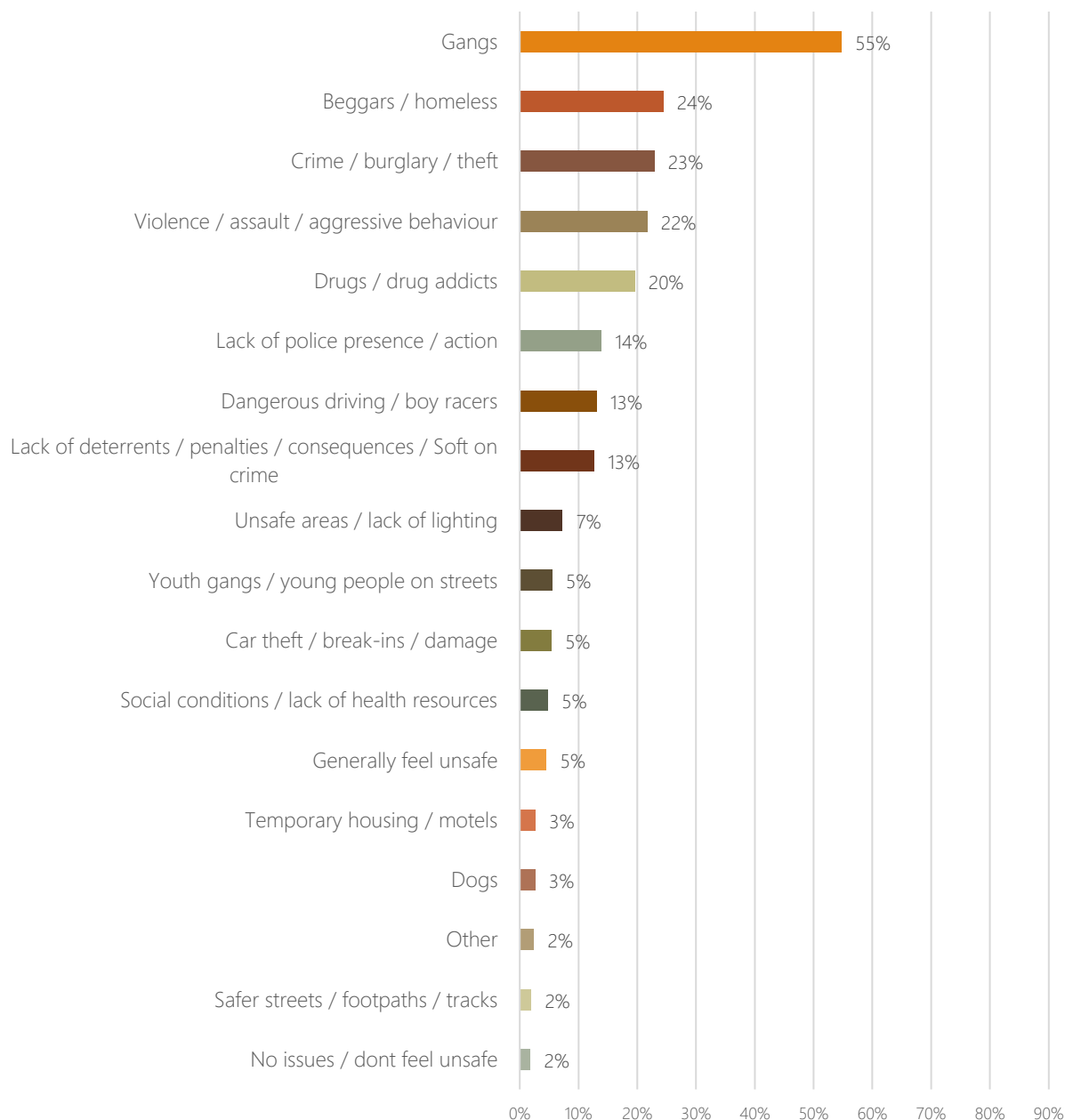


- Six safety initiatives were presented to residents.
- Of these initiatives, Police patrols/presence was considered the most important (average score 9.3 out of 10); 93% of residents rating 7 or above. This was closely followed by CCTV cameras located in public places (8.9 out of 10) and Security patrols in Napier city and Marewa shopping centre (8.4 out of 10).
- Graffiti control was least important of all safety initiatives, although still considered important overall (6.5 out of 10), surveyed. This initiative was more important for older residents, and for residents in Ahuriri ward.
- Statistically significant differences by age and wards were also recorded for Neighbourhood support, and by age for Street patrols.
- On average, importance of safety initiatives was similar between residents who felt safe and less safe in Napier. At the same time, this perceived importance was higher amongst residents who reported stronger impact of fear of crime on their lives.

Ward	Police	CCTV	Security patrols	Street patrols	Neighbourhood support*	Graffiti control*
Ahuriri	9.4	9.0	8.3	7.2	7.4	7.1
Onekawa-Tamatea	9.3	9.1	8.7	7.6	6.5	6.3
Nelson Park	9.0	8.7	8.4	7.3	7.5	6.0
Taradale	9.4	9.0	8.3	7.7	7.7	6.8

Age	Police	CCTV	Security patrols	Street patrols*	Neighbourhood support*	Graffiti control*
18 - 39	8.9	8.7	8.4	6.9	6.9	5.7
40 - 64	9.4	8.9	8.3	7.6	7.4	6.7
65+	9.4	9.3	8.6	8.1	8.0	7.2

SAFETY CONCERNS

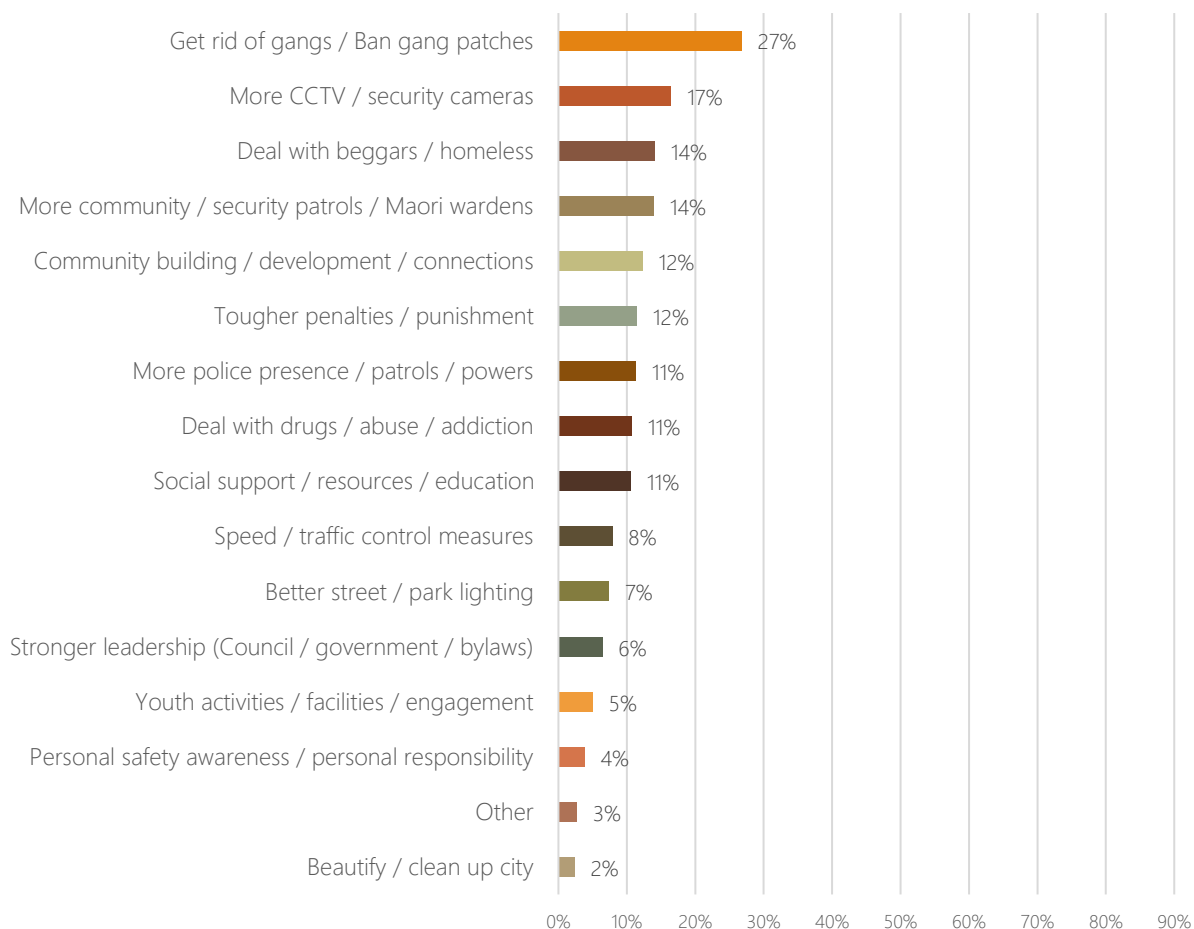


- Gang activity was by far the most cited safety concern in Napier; 55% of residents referred to 'Gangs'.
- Around one-quarter of residents also mentioned 'Beggars / homeless', 'Crime / burglary / theft', 'Violence / assault / aggressive behaviour' and 'Drugs / drug addicts' being a concern.
- 'Gangs' was the leading concern across different wards and age demographic groups.
- However, at the same time, 'Crime / burglary / theft' was of greater concern in Ahuriri ward compared to other areas (52%).

"Gang presence is the main issue for me, being a parent to three boys, and their safety as boys is very important to me. Drugs seem to be too easily accessed in Napier now, and this is fact not opinion. Too many kids live in unsafe homes in this city and are exposed to things that they shouldn't be. There isn't enough police presence in public places. I've seen organised beggars intimidate people in town and that's not right."

"Gang's are out of control and are running circles around the police. They do what they want, intimidation and violence is a daily norm in Napier"

POTENTIAL IMPROVEMENTS



All respondents were asked: "With the exception of MORE POLICE, what else do you think could be done to enhance community safety?".

- 84% of residents provided suggestions to enhance community safety.
- Consistent with residents' primary concern, the most cited improvement (27%) to 'Get rid of gangs / Ban gang patches'.
- The top four suggestions amongst residents who felt unsafe were: 'Get rid of gangs / Ban gang patches', 'Tougher penalties / punishment', 'Deal with drugs / abuse / addiction' and 'More community / security patrols / Maori wardens'.
- Suggested improvements also varied by age and ward (see pages 17 and 18).
- More younger residents (who felt least secure in Napier) suggested dealing with gangs and installing more CCTV.

"All gang patches and bandanas to be banned from public view within the city limits and shops. Seeing a patched member or bandana gives the feeling of insecurity. When this is not visual you do not throw any thought to being as fearful."

"Harder penalties on gangs, move them out of housing if they commit crime. No gang coloured clothing or patches in any public places."

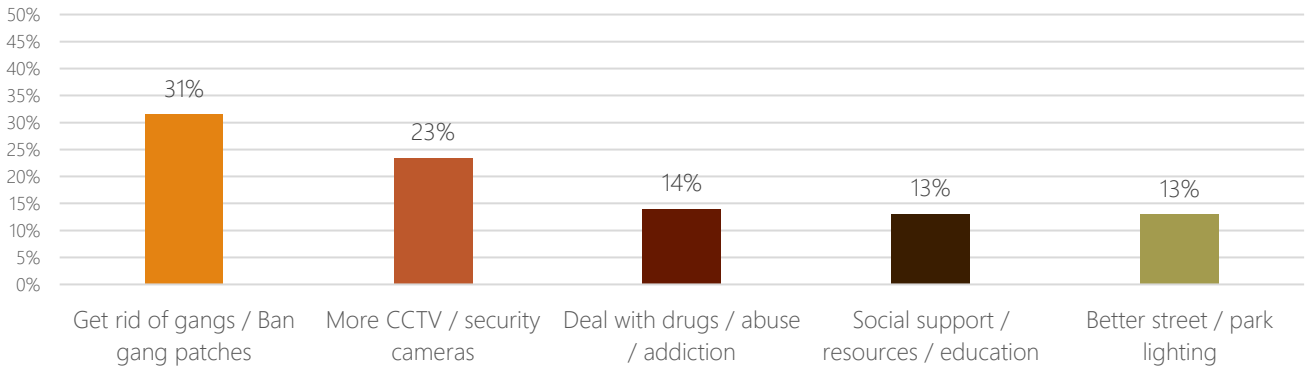
"Crack down on gang violence and gang affiliations. Make all areas equal (beautifying some of the 'lesser nice' areas to make them feel safer and look nicer)."

"Getting the gangs out. Finding real tangible support for people with addiction and/or mental health issues. Address the aggressive beggar issues. Stronger deterrents for crime offenders. Street cameras, stronger security presence and more night patrols."

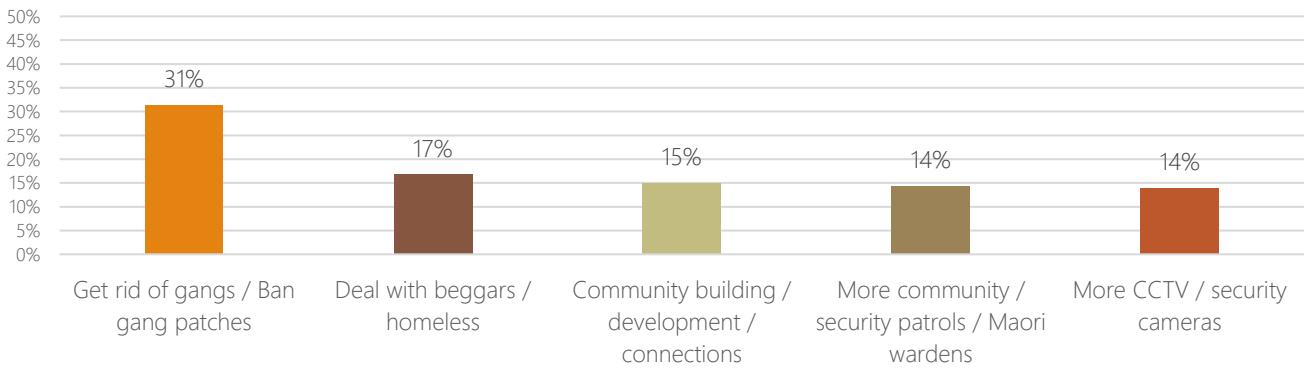
POTENTIAL IMPROVEMENTS

Top 5 by age

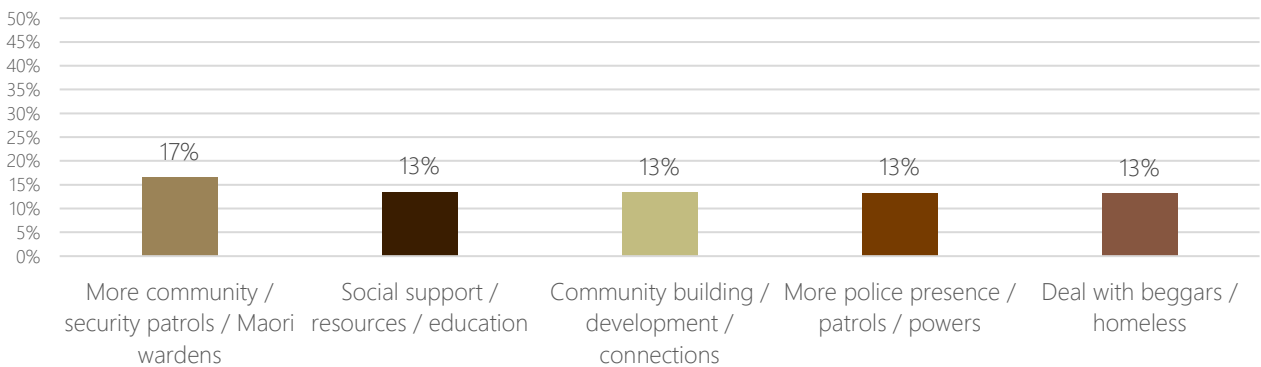
Aged 18-39 years



Aged 40-64 years

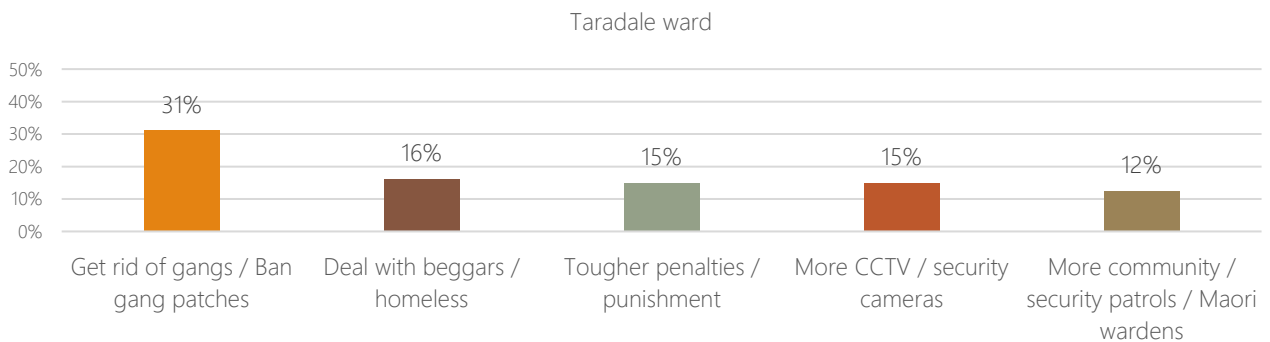
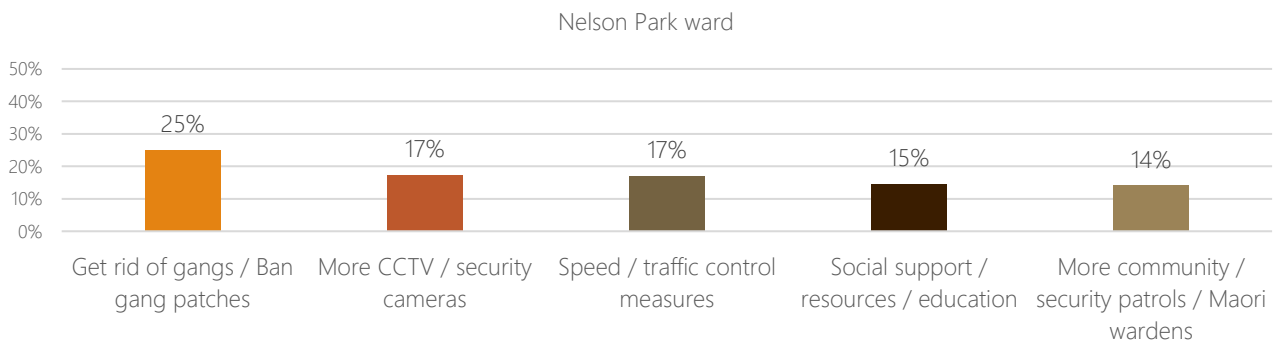
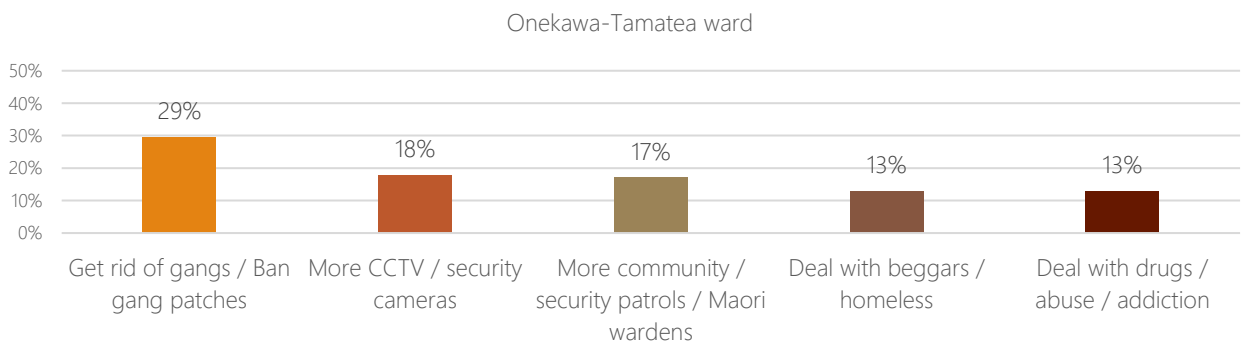
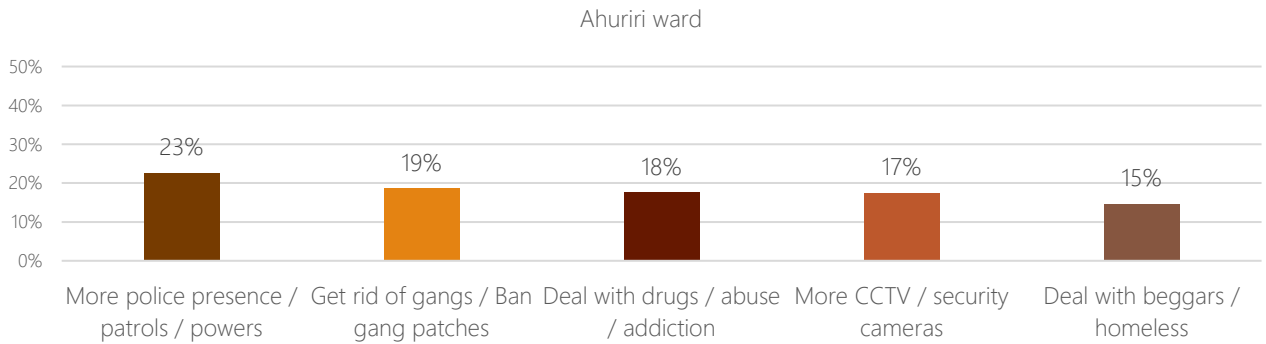


Aged 65+ years



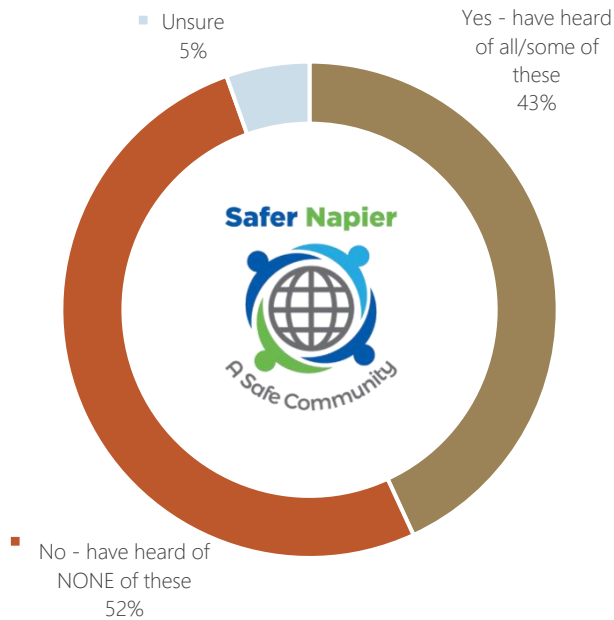
POTENTIAL IMPROVEMENTS

Top 5 by ward

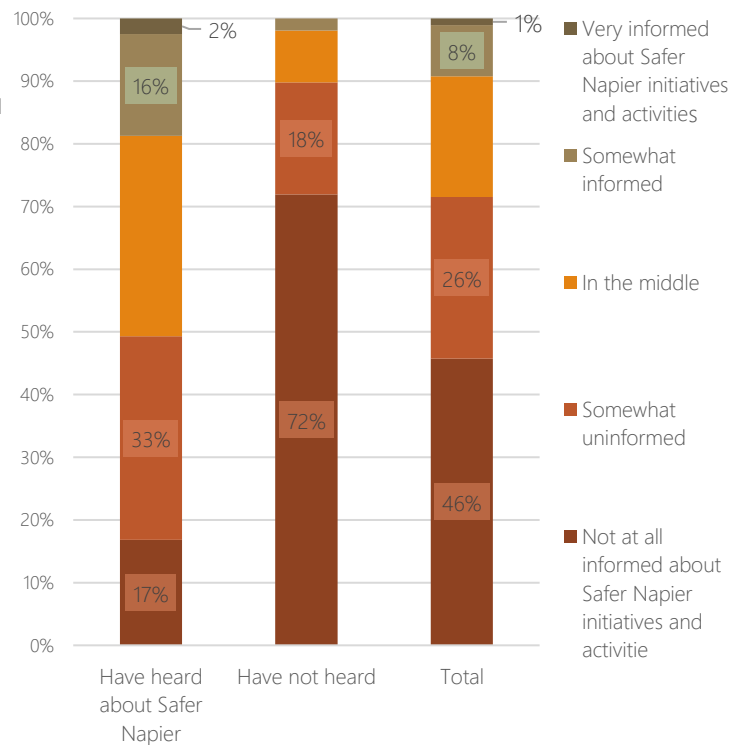


SAFER NAPIER

Have you heard about Safer Napier or any Safer Napier initiatives?

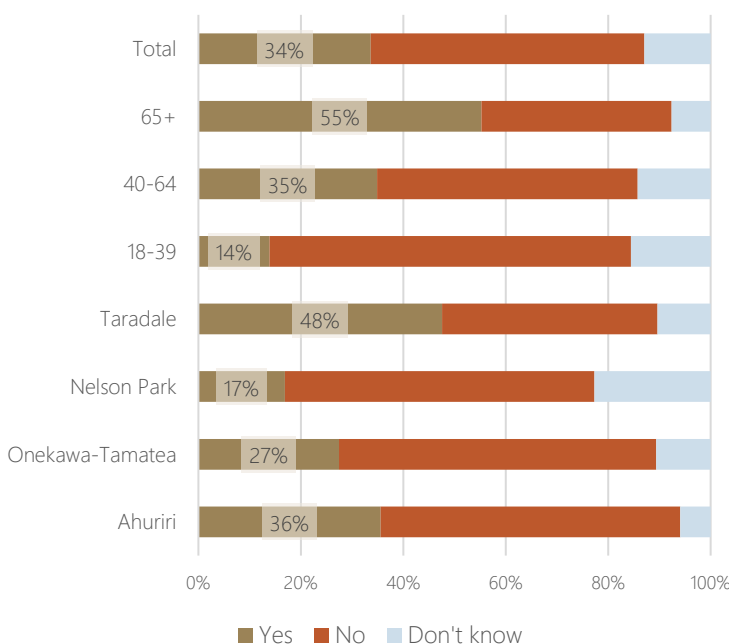


Perceived depth of knowledge



- Overall, 43% of residents said they had heard about Safer Napier or Safer Napier initiatives.
- Older residents (aged 65 and over) were more likely to say they were aware of Safer Napier; the level of awareness decreased linearly with age.
- Depth of knowledge about Safer Napier was low. Of those who had heard of Safer Napier, just 19% felt 'somewhat' or 'very informed' about this programme. Only 2% were 'very informed'.
- One-third (34%) of residents reported belonging to an existing Napier Neighbourhood Support group. Membership was higher in Taradale (48%), whereas just 17% of Nelson Park residents stated being part of a support group.
- Younger residents (aged 18-39) who felt least safe in Napier were significantly less likely to be part of an existing Neighbourhood Support group.

Is your household part of an existing Napier Neighbourhood Support group?



Have heard about Safer Napier	
Age*	
18-39	34%
40-64	45%
65+	51%
Ward	
Ahuriri	36%
Onekawa-Tamatea	45%
Nelson Park	41%
Taradale	48%