

## PART 2: STATE OF THE COMMUNITY

### What sort of place is Marlborough?

The Community Outcomes set out in the first volume of the Community Plan describe the sort of place we want Marlborough to be in the future. What sort of place is it *now*? In this section of the Plan, we present information on a number of indicators to provide a picture of the state of Marlborough's community as it is in 2009.

Information in this section is gathered from many different places. Unless otherwise stated, statistical information has been sourced from Statistics New Zealand. Some of this information is necessarily dated – the last census was in 2006, and although population estimates have been made in the intervening years, some information is now almost 3 years old. Other statistical information has been provided by community partners – for example, the Ministry for Social Development, the District Health Board, the Police, and others have provided the latest information they have available on their areas of knowledge.

Overall the Marlborough community compares well nationally for the majority of indicators examined in this section. The region features relatively low household deprivation and the regions performance in indicators such as housing, employment, safety and security, tourism, social connectedness and health are either similar to, or of a higher standard than the national performance. Education indicators show that Marlborough performs slightly below the national standard in terms of the level of qualification of the population. However student to teaching staff ratios and preschool education figures compare well with national figures. The income of Marlborough residents is lower than the national average. However this gap appears to be slowly closing. Marlborough has low levels of unemployment and has experienced growth in the number of new business. Marlborough's population is growing; the age distribution of the population is expected to change with a dramatic increase in the number of older people (over 65). Marlborough ethnicity is predominantly "European or Pakeha" and the region has lower proportions of other ethnic groups than the national average. Ethnic diversity in Marlborough is expected to increase in accordance with national trends.

This section is followed by the Quality of Life section which presents information which has been gathered from a survey of Marlborough residents conducted by Council and provides insight on the community's perception of a number of indicators which reflect the Marlborough community..

### Population Groups

(Data in this section is sourced from Statistics New Zealand)

Information on the demographic makeup of Marlborough is important in understanding the nature of our community, and how it is changing. Three outcomes are directly linked to changes in population groups:

- *A community where people can age positively, where older people are highly valued for their experience, wisdom and character, and where they are recognised as an integral part of families and communities.*
- *A community where young people are vibrant and optimistic, encouraged to take up challenges, and supported in their lifestyle choices.*
- *A community that values and supports all its members, and that welcomes visitors and new arrivals.*

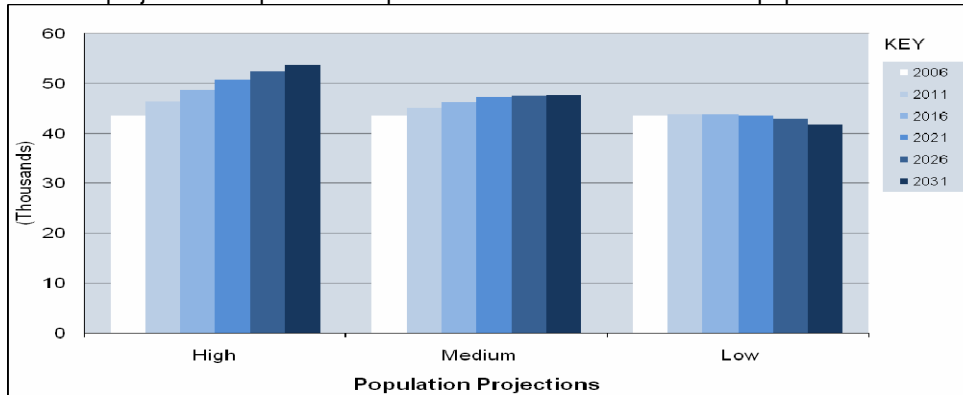
The qualitative aspects of these outcomes (whether or not people feel valued and welcomed, whether young people are optimistic about their future) are still to be uncovered. The statistics in this section provide a background context to these outcomes. Factors such as age, ethnicity, and migration are also key determinants in a range of other issues. Demographic information helps to understand how our population is similar to other parts of New Zealand, and how it may differ.

When comparing Marlborough to the national profile, it is important to take into account the very significant influence that Auckland has on the national figures. Around a third of all New Zealanders live in the Auckland region, and Auckland's profile has a significant affect on national figures. Auckland has a much larger range of ethnicities, and is on the whole a very young population, for example. Where appropriate, the figures for Marlborough are accompanied by comparative figures at both national level, and from other parts of New Zealand.

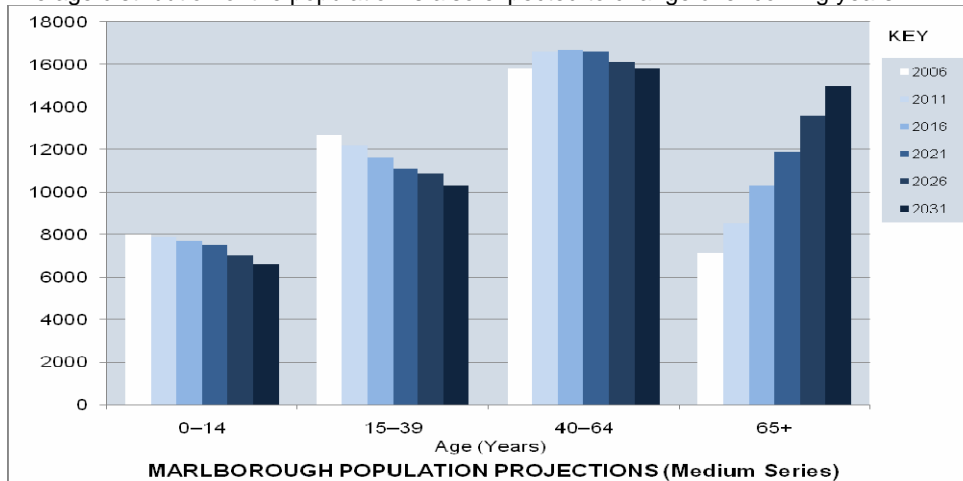
Statistics New Zealand estimates that the population of Marlborough District was 44,000 at 30 June 2007, an increase of 410 people since 30 June 2006. This represents an increase of 1.0 percent, which is same as that which occurred nationally over the same period.

**Projected population change**

Statistics New Zealand projections for population change through to 2031 offer three different scenarios, based on varying rates of fertility, mortality, and migration. Under the medium scenario, Marlborough's population increases to 47,700 by 2031. This is an average annual percentage increase of 0.4 and compares with a projected national annual percentage increase of 0.8 percent during the same period. In 2006 Marlborough District represented 1.0 percent of New Zealand's resident population. In 2031 the district is projected to represent 0.9 percent of New Zealand's resident population.



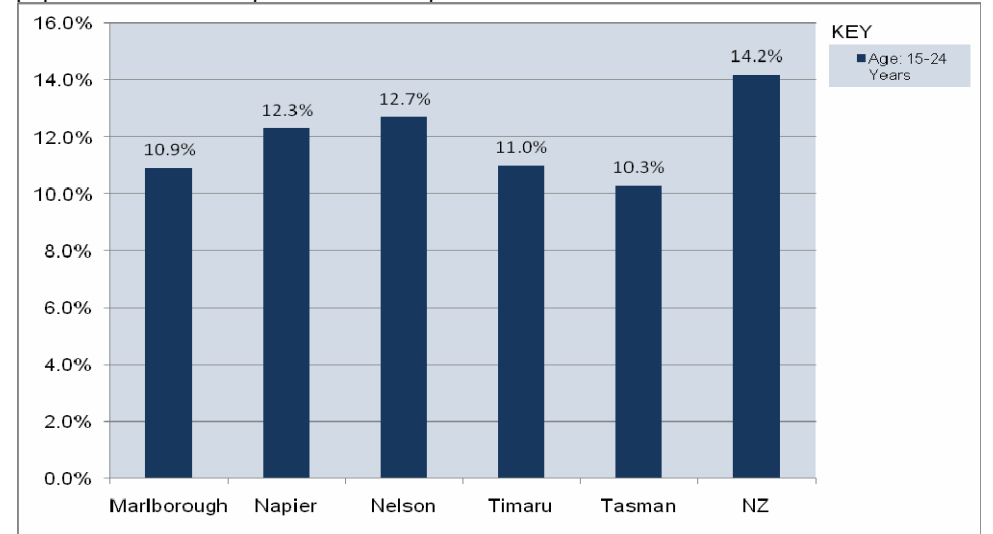
The age distribution of the population is also expected to change over coming years:



This chart shows the dramatic increase that is projected in the number of older (over 65) people in Marlborough – from 7,100 in 2006, to 15,000 in 2031. Over the same period, Statistics New Zealand projects decreases in the number of young people under 14 years old, and in the 15 – 39 year old age group.

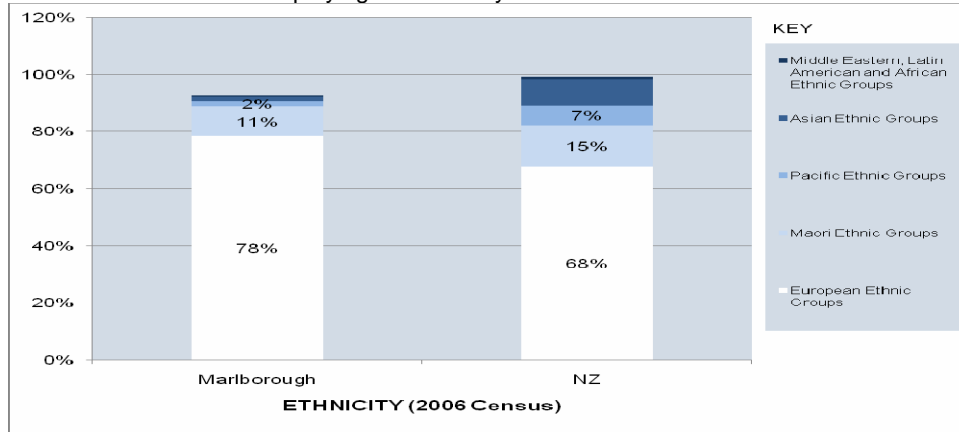
**Youth as a proportion of total population (2006 census)**

Marlborough's youth population is below the national average – keeping in mind the effect of Auckland's younger population. As stated above the youth population is projected to decrease. In this chart other areas of New Zealand with a similar sized population have been provided as comparisons.



## Ethnicity

Marlborough's ethnicity is predominantly pakeha, and has lower proportions of non-European ethnic groups than the national average. This profile is typical of the South Island. Other ethnic groups are beginning to establish themselves in Marlborough, including Pasifika peoples, and communities from different Asian backgrounds. These changes reflect national trends. Pacific Island and Maori populations are projected to increase in all areas of New Zealand, this increase is driven by high rates of natural increase. Asian populations are also projected to increase as a result of high migration rates with natural increase playing a secondary role.



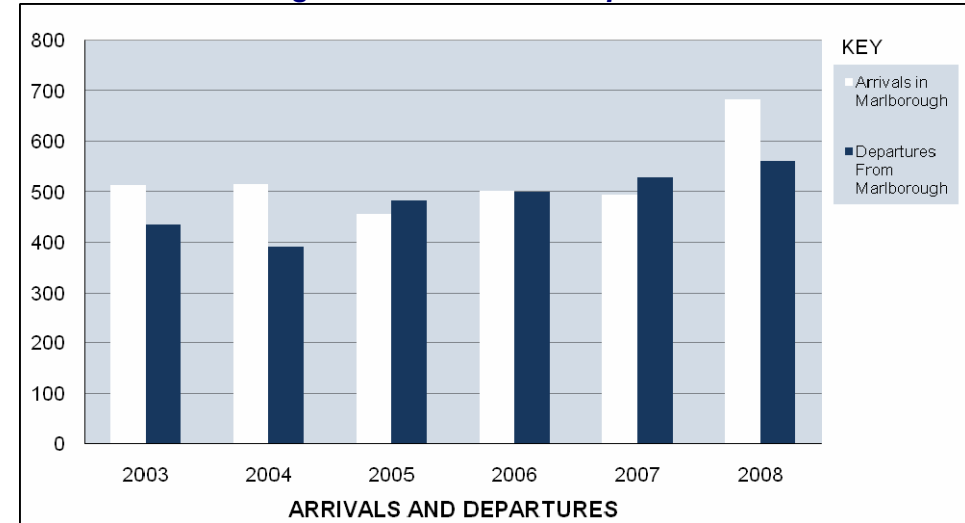
## Migration

Migration is one of the three main factors affecting population change (the other being fertility and mortality rates). Migration may be internal (from other parts of New Zealand), or from offshore. Statistics New Zealand provides information on the latter, but only counts international migrants who identify Marlborough as their intended place of settlement.

There were 499 permanent and long-term arrivals in Marlborough District during the year ended December 2007, representing 0.6 percent of all immigrants who arrived in New Zealand during that time. This was a 34.1 percent increase in arrivals to the district from the year ended December 2006. There was a national decrease of 0.2 percent during the same period. In the same period there were 532 permanent and long-term departures from the District. This was a 1.6 percent increase on the departures from the district from the year ended December 2006. There was an increase in departures nationally of 13.1 percent over the same period. The arrival and departure of migrants during the year ended December 2007 resulted in a net increase of 128 people to the district which is 65% of the total net increase between December 2003- December 2007. Immigration NZ figures show that the number of work visas granted for employment in Marlborough (to non NZ or Australian Nationals) has roughly doubled every year from 2004 – 2005 to 2007 – 2008. Over half of the 2,400 visa holders in 2007 – 2008 worked in the viticulture industry.

International migrants who may move to Marlborough after first spending a period in Auckland, or some other part of the country, are not captured in this data. Internal migration is difficult to capture, and plays an important part in inter-census population changes – New Zealanders are known to be a highly mobile population.

## Permanent and Long-term Arrivals and Departures



## Household Deprivation

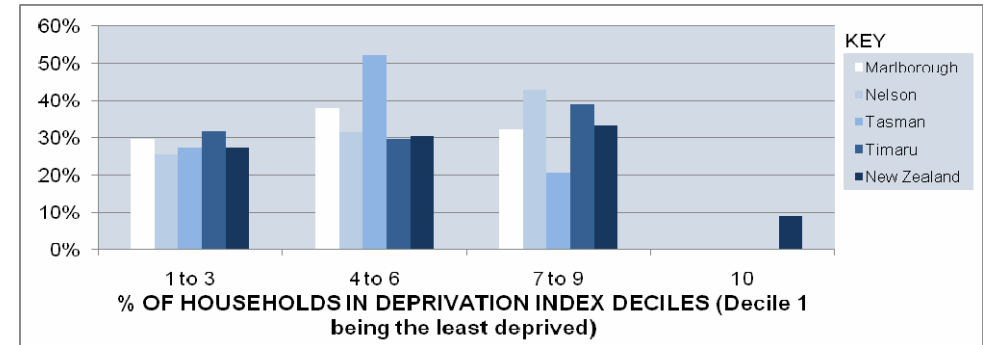
The Deprivation Index developed by the Wellington School of Medicine and Health Sciences takes a bundle of indicators that have been shown to be associated with poor health outcomes, and calculates a deprivation score for thousands of small geographic areas (corresponding approximately to blocks of 30 – 50 households). The Index then divides the country into deciles – bands of 10% - according to the deprivation score.

Areas where there are concentrations of blocks with high deprivation scores are likely to be associated with poor health outcomes. For example, a strong association has been shown between life expectancy and the level of deprivation in the area where people live. Deprivation is a relative term. Using this system, there will always be 10% of the country who are living in the least deprived areas, and 10% in the most deprived areas. Care must be taken not to individualise these scores – the index describes areas, not people.

The table below, and the graph that follows, shows that compared to households across New Zealand, most Marlborough households are in areas of low or medium deprivation.

*Distribution of Households in Deprivation Index Deciles, 2006*

Decile	1 least deprived	2	3	4	5	6	7	8	9	10 most deprived
<b>Marlborough</b>	3	10	17	16	9	13	19	13	0	0
<b>Napier</b>	1	0	12	27	10	3	13	14	9	12
<b>Nelson</b>	0	6	19	7	13	12	2	27	14	0
<b>Timaru</b>	14	0	18	1	15	14	21	17	0	0
<b>Tasman</b>	1	14	12	14	16	22	12	8	1	0
<b>New Zealand</b>	8	10	9	9	11	10	11	12	11	9



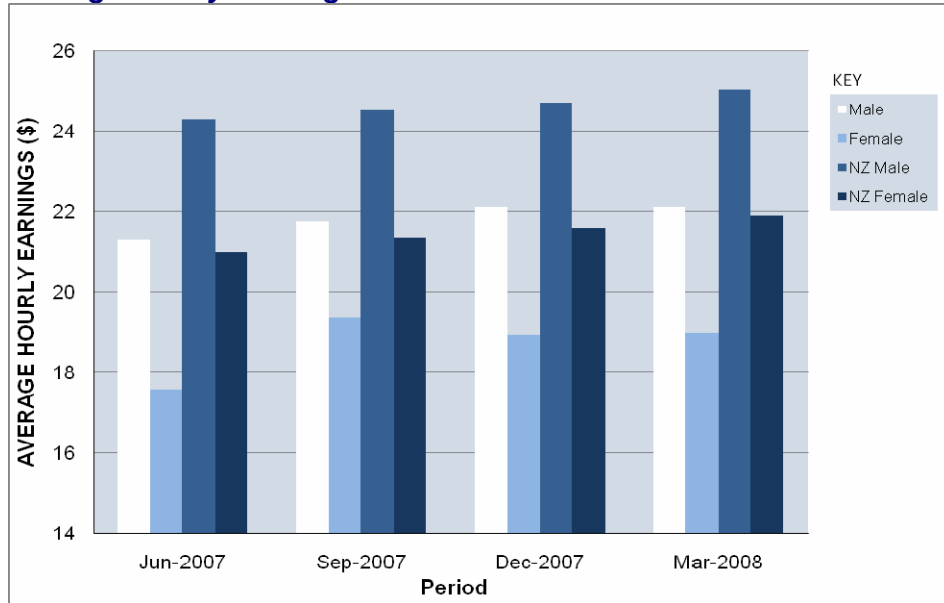
## Income, Employment and Economy

A number of factors conspire to make information on the Marlborough economy difficult to extract. In some cases, the geographic boundaries of the collection area do not correspond to local authority boundaries. Although it is possible to think of the Marlborough economy in terms of imports and exports of goods and services, tracking these flows on a regional basis encounters a number of problems, making it difficult to measure our “balance of payments”. For example, it is difficult to separate business activity for companies that have multiple offices in different regions. One indication of these flows is provided by the BNZ MarketView Report, produced for the Marlborough Regional Development Trust. The MarketView report has recently been discontinued, the last report was prepared in July 2007, analysing consumer retail patterns from the 1<sup>st</sup> of July 2006 to the 30<sup>th</sup> of June 2007. The report analyses records of electronic transactions to trace patterns of spending, both on types of goods and services, and on the usual place of residence of the spender. In the June 2007 report, MarketView data showed that Marlborough residents spend more outside the region than visitors bring in. This “retail trade balance” is highly seasonal but the trend over the period 1<sup>st</sup> of July 2006 to the 30<sup>th</sup> of June 2007 is one of trade deficit - Marlburians are increasing their out-of-region spending, while the inflow is growing at a slower rate.

The report also showed that, of the consumer spend in Marlborough in the year 1<sup>st</sup> of July 2006 to the 30<sup>th</sup> of June 2007, 77% came from residents and 23% came from visitors, and that visitors from Christchurch, Wellington and Auckland spent the most in Marlborough.

The report cautions that international visitor spend is not captured in the data. Clearly, international visitors do make a very significant contribution to the local economy.

## Average Hourly Earnings



Marlborough District employees earned an average of \$20.65 per hour in March 2008, the same as in December 2007. This result compares with a 1.5 percent movement for the whole of New Zealand. Males earned an hourly rate of \$22.10 and females \$18.98, representing no change for males and an increase of 0.2 percent for females from December 2007. (Average hourly earnings equals the gross total payout to all employees divided by the number of paid hours).

## Average Hourly Earnings (\$)

Area	September 2005 Average Hourly Earnings (\$)		March 2008 Average Hourly Earnings (\$)	
	Male	Female	Male	Female
Marlborough District	19.35	16.96	22.10	18.96
Tasman District	21.34	17.73	25.56	20.89
Nelson City	21.94	18.06	24.03	21.00
New Zealand	22.57	19.45	25.04	21.91

Source: Statistics New Zealand, Quarterly Employment Survey

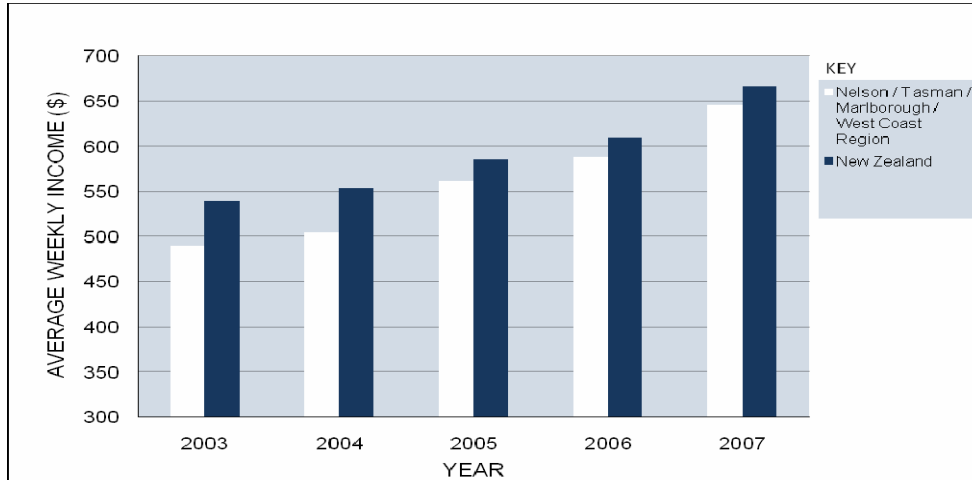
## Average Weekly Income

During the June 2007 quarter, people in the Nelson / Tasman / Marlborough / West Coast Region had an average weekly income of \$646 per week, 3.2 percent lower than the national average of \$667 per week. The average weekly income for people in the Nelson / Tasman / Marlborough / West Coast Region increased by 9.9 percent between the June 2006 quarter and the June 2007 quarter, Nationally a similar increase was experienced. The chart below shows that the difference between the average weekly income for Nelson / Tasman / Marlborough / West Coast Region and the national average weekly income is slowing decreasing.

Region	2006	2007	Percentage Change
Northland	530	592	11.7
Auckland	625	687	9.9
Waikato	590	641	8.6
Bay of Plenty	560	615	9.8
Gisborne/Hawke's Bay	568	588	3.5
Taranaki	602	637	5.8
Manawatu-Wanganui	521	562	7.9
Wellington	672	812	20.8
Nelson/Tasman/Marlborough/West Coast	588	646	9.9
Canterbury	642	658	2.5
Otago	565	589	4.2
Southland	585	659	12.6
New Zealand	610	667	9.3

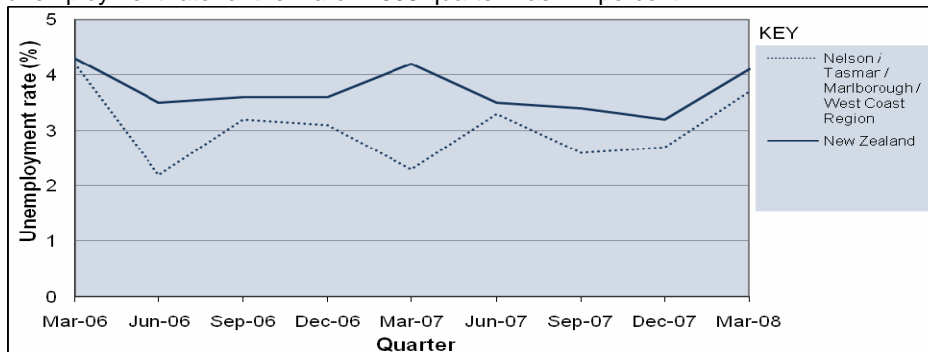
Source: Statistics New Zealand, New Zealand Income Survey

**Note:** Average weekly income is related to cash only, pre-tax (gross) income (wherever possible) and does not include any non-cash benefits. Income from interest and investments is included.



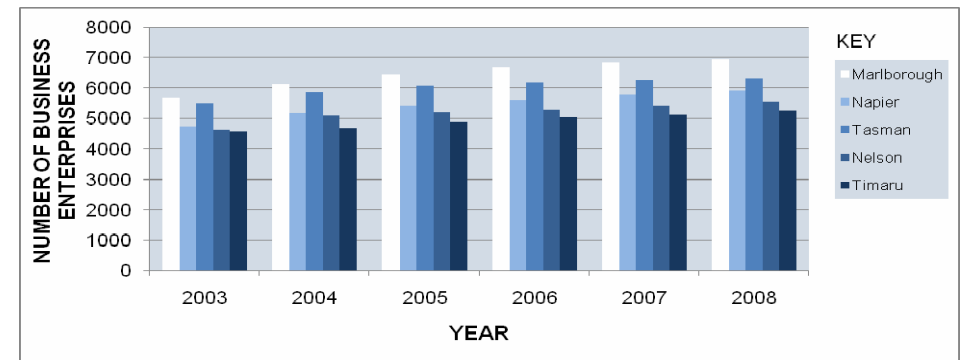
**Unemployment Rate (%)**

The size of the Nelson / Tasman / Marlborough / West Coast regional labour force totalled 91,900 during the March 2008 quarter. The number of people employed increased by 100 or 0.1 percent from the March 2007 quarter, which was not statistically significant. Unemployment in the Nelson / Tasman / Marlborough / West Coast Region totalled 3,400 during the March 2008 quarter. The unemployment rate for the region was 3.7 percent compared with 2.3 percent for the March 2007 quarter. The New Zealand unemployment rate for the March 2008 quarter was 4.1 percent.



**New Businesses**

The number of businesses in Marlborough has grown by 7.6% since 2005. Most Marlborough businesses, as for New Zealand as a whole, are small enterprises. Marlborough has a high number of business enterprises when compared to regions of a similar population size. For this indicator, a business enterprise is defined as a business or service entity with GST turnover greater than \$30,000 per year, operating as a company, partnership, trust, estate, incorporated society, producer board, local or central government organisation, voluntary organisation or self-employed individual.



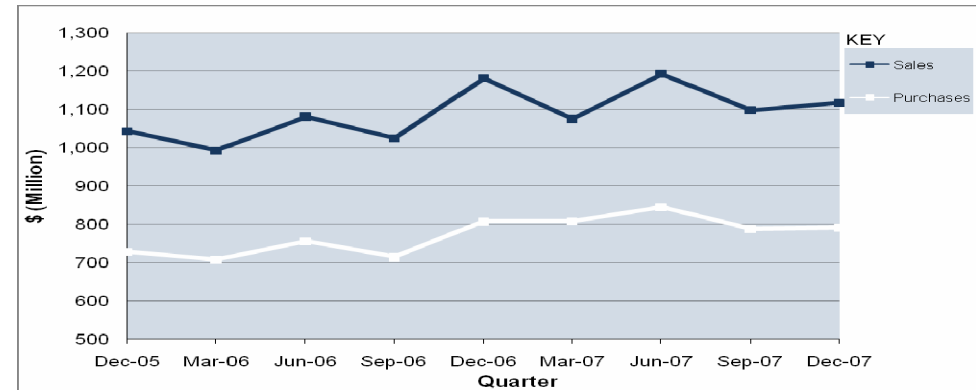
**Employees by Industry**

A total of 22,220 employees worked in Marlborough District in 6862 businesses as at February 2007. This represented 1.2 percent of total employees in New Zealand. The largest industry in terms of employees was the agriculture, forestry and fishing industry, which employed 19.8 percent of all employees in the district. The manufacturing industry employed a further 17.1 percent of total employees in the district.

## Employees by Industry (February 2007)

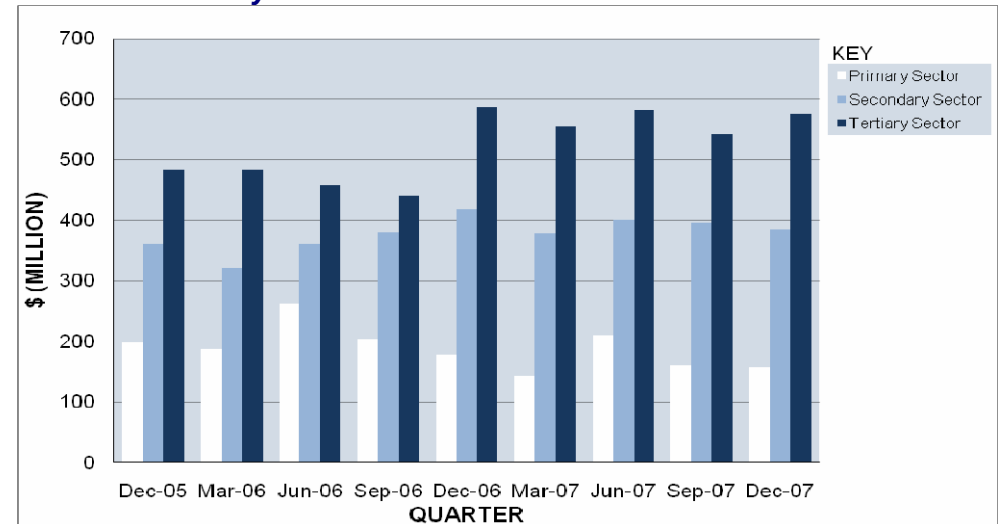
Industry (ANZSIC 1-digit)	Employees	Percentage of Total
A Agriculture, Forestry and Fishing (Excluding agriculture production)	4,390	19.8
B Mining	45	0.2
C Manufacturing	3,810	17.1
D Electricity, Gas and Water Supply	140	0.6
E Construction	1,710	7.7
F Wholesale Trade	620	2.8
G Retail Trade	2,570	11.6
H Accommodation, Cafes and Restaurants	1,760	7.9
I Transport and Storage	820	3.7
J Communication Services	110	0.5
K Finance and Insurance	270	1.2
L Property and Business Services	1,340	6.0
M Government Administration and Defence	970	4.4
N Education	1,030	4.6
O Health and Community Services	1,810	8.1
P Cultural and Recreational Services	360	1.6
Q Personal and Other Services	480	2.2
<b>TOTAL</b>	<b>22,220</b>	<b>100.0</b>

## Sales and Purchases Indicators



The total Goods and Services Tax (GST) sales in the Marlborough Region for the December 2007 quarter was \$1,117.5 million, representing a decrease of \$64.5 million or 5.5 percent from the same quarter of the previous year. This compares with a national increase of 9.7 percent. During the same period the total GST purchases decreased by \$15.6 million or 1.9 percent to \$792.3 million, compared with a 9.8 percent increase for New Zealand.

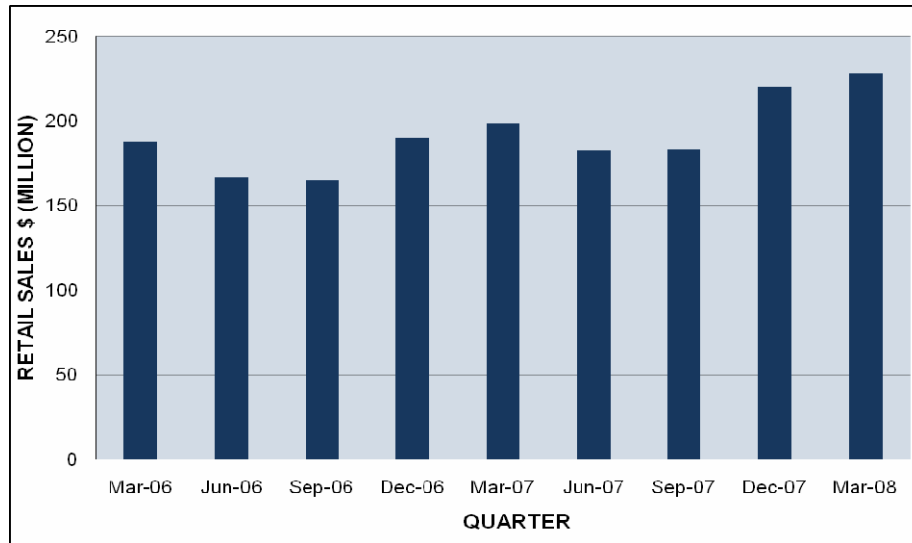
## Sales Indicator by Sector



Primary sector includes 'Agriculture, Forestry and Fishing'. Secondary sector includes 'Manufacturing', 'Electricity, Gas and Water Supply' and 'Construction' industries. Tertiary sector includes 'Wholesale Trade', 'Retail Trade', 'Accommodation, Cafes and

Restaurants', 'Transport and Storage', 'Communication Services', 'Finance and Insurance', 'Education', 'Property and Business Services', 'Government Administration and Defence', 'Health and Community Services', 'Cultural and Recreational Services', 'Personal and Other Services'.

## Value of Retail Sales



Retail sales in the Marlborough Region during the March 2008 quarter totalled \$228.2 million, up \$30.2 million, or 15.2 percent from the March 2007 quarter. Nationally, actual retail sales totalled \$16,567.0 million, up 4.1 percent from the March 2007 quarter.

## Creative Industries

Research undertaken in 2003 across the Kaitiaki Region (Buller, Nelson/Tasman, and Marlborough) indicated that the creative industries were an active sector. The state and vitality of a region's creative industries is associated with economic, social and cultural benefits to both residents and visitors. It has also been shown to be co-related to innovation in other sectors, and to regional competitiveness in attracting and retaining skilled labour.

Artist earnings are one indicator of how creativity is valued and celebrated in a region. Other information that may be sought in future includes participation rates in different activities, and the breadth of activities being undertaken.

The research undertaken in 2003 has not been repeated; however it is intended to be conducted again in the future subject to funding.

## Education

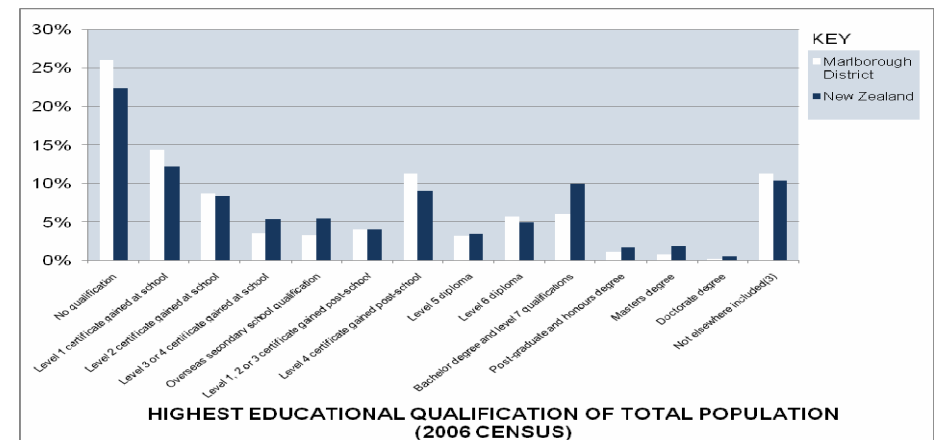
Data in this section is sourced from the Ministry of Education.

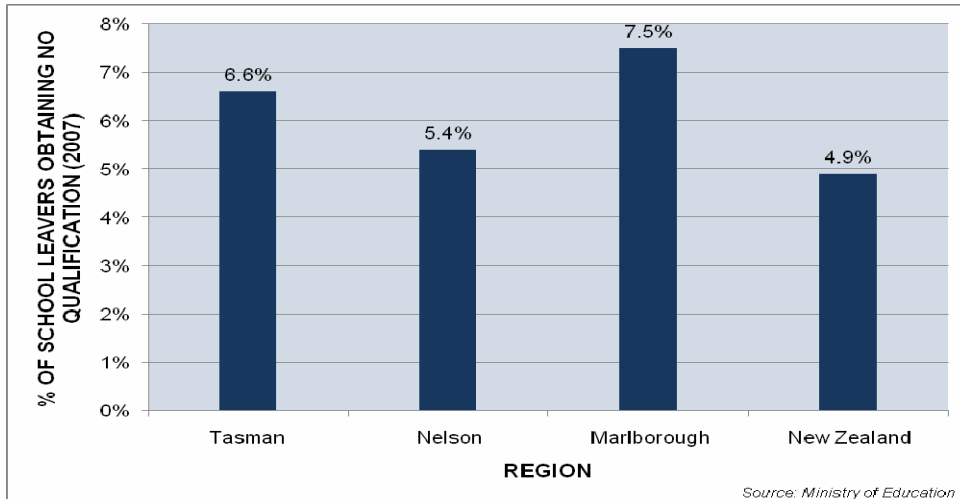
A high standard of education and educational achievement is essential for effective participation in society. National economies are increasingly knowledge-based, where the physical resources a country or a region possesses are becoming less important than the knowledge, skills, and innovative capacity of its people. For Marlborough, this means rethinking the overall shape and capacity of our local economy, and confirms the need to make sure that people are not marginalized through low levels of education.

Two key indicators are the levels of qualification within the population, and the proportion of school leavers obtaining no qualification.

### Levels of Qualification

The proportion of Marlborough's total population who hold no educational qualification is slightly higher than that found nationally. A higher proportion of Marlborough's school leavers obtain no qualification compared to New Zealand school leavers as a whole and other regions with a similar population size.





The success of an education system is manifested in, among other things, the success of individuals in finding sustainable employment. A formal school qualification is a measure of the extent to which young adults have completed a basic prerequisite for higher education and training, or many entry-level jobs.

People with no qualifications have unemployment rates far exceeding those with qualifications. In New Zealand on average between 2002 and 2007, people having no qualifications had an unemployment rate over 40% higher than those whose highest qualification was a school qualification.

Educational qualifications are also linked to labour force status and incomes. For example, in New Zealand, wage and salary earners with a Bachelor degree or higher, on average, possess 2.4 times and 2.6 times the relative earning power of those with a school qualification and no qualification respectively (OECD 2007).

### Ratio of Students to Teaching Staff

Another indicator of future education achievement is the ratio of students to teachers. A high number of students per teacher may be associated with poorer learning outcomes. The table below provides student to teacher ratios for Marlborough and New Zealand State Schools for 2006-2008 and includes management, special education teachers and other additional teachers.

Overall Ratio (students to Teaching staff)	Marlborough Region			New Zealand		
	2006	2007	2008	2006	2007	2008
Primary/intermediate	17.9	18.0	17.6	18.4	18.1	17.3
Composite	9.0	8.5	6.3	12.3	12.2	12.1
Secondary	15.0	14.8	14.7	14.5	14.4	14.3

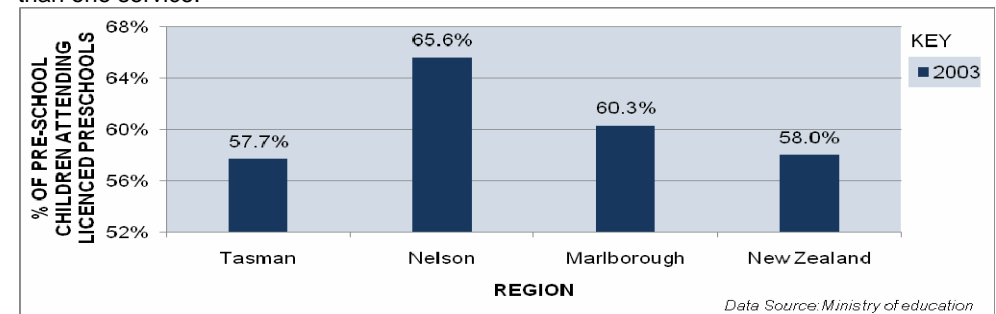
Data Source: Ministry of Education

In 2008 Marlborough's schools had student to teaching staff ratios similar to the Nation as a whole, however Marlborough's composite schools had a lower student to teacher ratio than that found nationally. Since 2006 the student to teaching staff ratios have improved slightly for all Marlborough school sectors, with the greatest improvement in the Composite School sector which has fallen from 9.0 in 2006 to 6.3 in 2008. Nationally student to teaching staff ratios have also shown improvements.

### Preschool Education

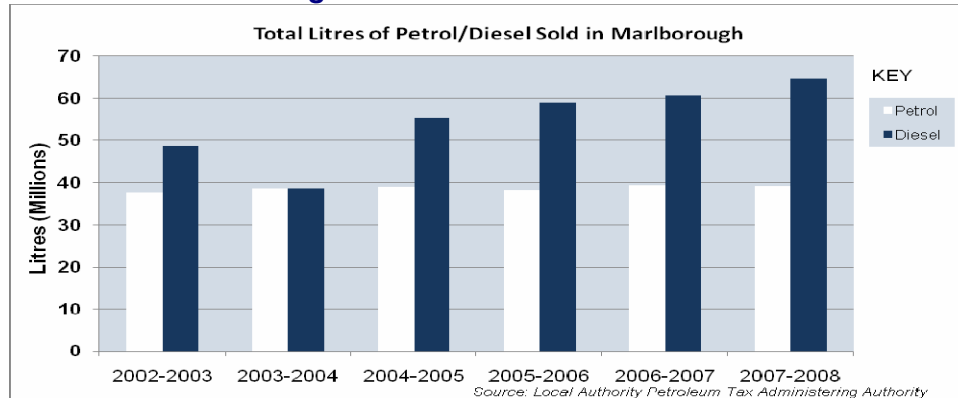
Marlborough has a higher proportion of preschool children in early education than National figures. Preschool attendance is positively linked to how well a child will do in subsequent education.

These figures may include some double counting, due to children being enrolled in more than one service.



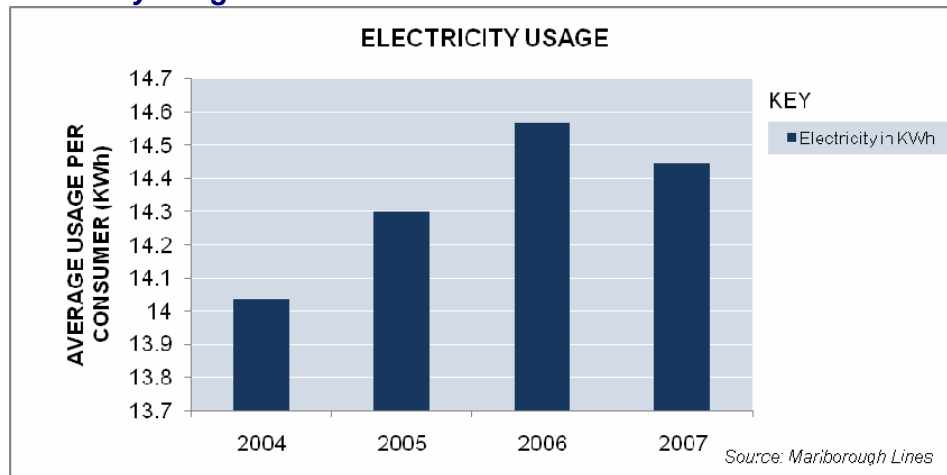
Energy Usage

Diesel and Petrol Usage



Significant increases in diesel sales occurred in Marlborough during 2004, with diesel sales steadily increasing through to 2007. Petrol sales have remained reasonably constant since 2002. Overall sales of petroleum have increased in Marlborough which indicates increased usage and diesel sales have dominated the overall increase since 2002.

Electricity Usage



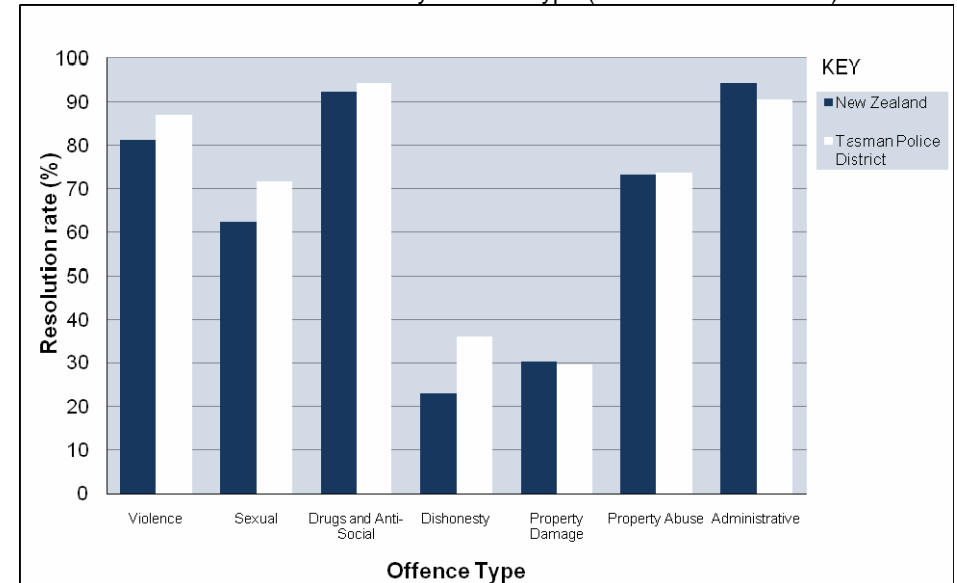
The average electricity usage per consumer has steadily increased between 2004 and 2006. However 2007 saw a decrease in average usage per consumer. It should be noted that **commercial** and industrial consumers **are** included **and the results include**

some rural areas of the Kaikoura coastline which are not part of the Marlborough region.

Safety and Security

During the year ended 31 December 2007 there were 16,380 crimes recorded in the Tasman Police District, an increase of 364 or 2.3 percent from the previous year. Of the recorded crimes in 2007, 40.5 percent were for dishonesty offences, 18.3 percent were for drugs and anti-social behaviour and 18.1 percent were for property damage. This compares with 52.7, 13.8 and 12.4 percent respectively for New Zealand. A total of 9,237 crimes were resolved in the district in 2007, representing 56.4 percent of reported crimes. This represents an increase of 3.3 percentage points from the resolution rate in 2006.

Resolution Rate of Recorded Crime by Offence Type (Year Ended Dec 2007)



## Recorded and Resolved Crime

Police District	Recorded Crime		Resolved Crime	
	2006	2007	2006	2007
Northland	15,145	15,886	7,275	8,368
North Shore / Waitakere	40,206	38,784	19,180	20,246
Auckland	54,294	57,187	19,908	21,304
Counties / Manukau	53,049	51,440	20,534	21,519
Waikato	34,415	33,290	14,786	14,351
Bay of Plenty	34,139	35,890	17,096	17,806
Eastern	24,562	24,324	11,698	11,822
Central	33,018	32,760	14,822	15,638
Wellington	43,348	43,826	18,568	20,018
Tasman	16,016	16,380	8,499	9,237
Canterbury	47,047	47,853	18,175	19,816
Southern	28,859	28,760	14,683	14,638
New Zealand	424,134	426,380	185,224	194,763

Source:  
New Zealand Police

## Traffic safety

Marlborough Roads collects detailed information on road safety in Marlborough. There were 4 deaths from traffic accidents in 2007, 37 serious casualties and 150 minor casualties. There were 87 crashes without injury. The estimated social cost of traffic accidents in Marlborough during 2008 was \$47.75 million this was higher than the estimated \$44.20 million for 2007.

## Housing

Housing is one of our fundamental needs. The extent to which this need is being met can be considered on several fronts – for example the affordability of housing, its suitability for different household needs, and the level of crowding. The housing market for both owned and rented accommodation is very sensitive to outside factors shaping both demand and supply, such as changing demographics, labour market changes, and interest rate movements.

## Home affordability

Home affordability is a function of a variety of factors, including house prices, income, and the cost of borrowing. Massey University produce an affordability index based on median house prices, average household income and a weighted basket of interest rates. The lower the index number, the more affordable it is to purchase a home. It is important to note that the region for this index is a large one, encompassing Buller and Kaikoura as well as Nelson, Tasman, and Marlborough. Within this area there is considerable variation in the range of house prices, and some differences in average household incomes. There is a continuing trend of housing being less affordable in Nelson and Marlborough than for New Zealand as a whole.

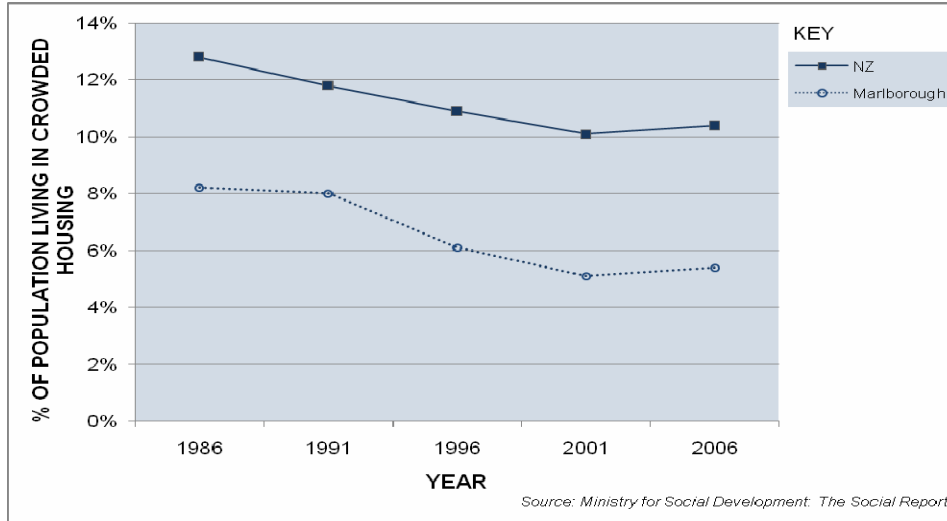


## Median weekly rent

Strong demand for housing is reflected in rental costs. In the six months to September 2008, the median weekly rent for a three bedroom house in Blenheim was \$330. (Source: Department of Building and Housing Tenancy Services)

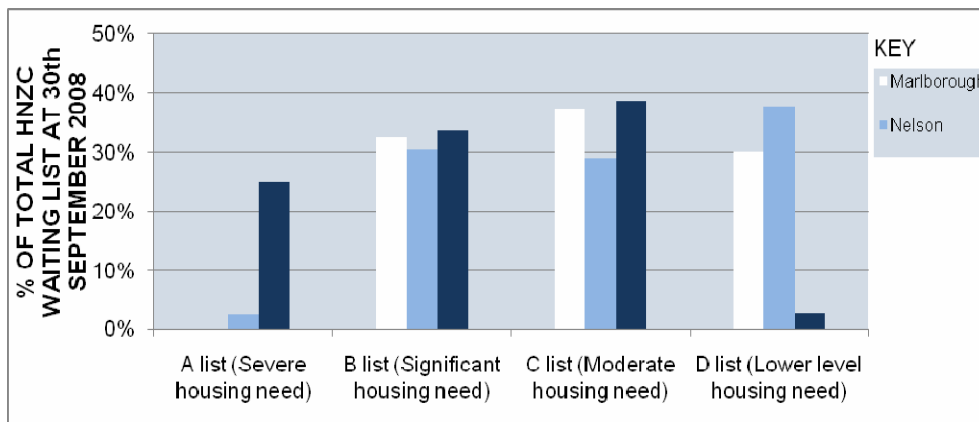
## Household crowding

Household crowding typically increases as housing supply tightens. Based on information from the 2006 census, Marlborough does not experience high levels of crowding. However the proportion of the population living in crowded conditions in census 2006 data for both Marlborough and New Zealand has increase slightly from the census 2001 results.



## Council and Housing Corporation New Zealand Housing

Housing New Zealand Corporation (HNZC) is a Crown agent that provides housing services for people in need. HNZC provides access to homes, helping New Zealanders to manage their own circumstances and contribute to community life. HNZC manages (lease or owned) 448 properties from Picton through to Kaikoura. At 30<sup>th</sup> of September 2008 there were 83 people on waiting lists for HNZC houses in Marlborough. HNZC waiting lists are prioritised from A (server housing need) to D (lower level housing need). The majority of the HNZC waiting list for Marlborough has a lower level housing need compared to the National figures. At 30<sup>th</sup> of September 2008 there was no waiting list for server housing needs in Marlborough, this compares well to national figures where 25% of the total waiting list was prioritised as having a server housing need.



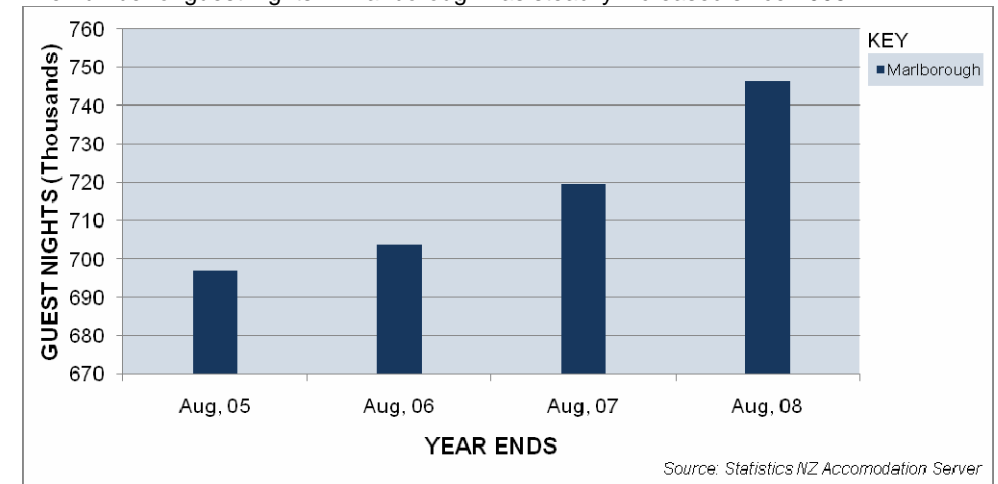
Councils make a significant contribution to social housing in New Zealand. At November 2008 Marlborough District Council owned 181 rental properties for elderly. The waiting list for housing for the elderly at this time 2008 consisted of 24 persons over 50 and 62 persons over 60.

## Tourism

Tourism is New Zealand's largest export earner and underpins New Zealand's Economic growth. Destination Marlborough's Strategic Plan 2008-2013 reports that Marlborough is evolving quickly as a visitor destination. Statistics New Zealand conducts monthly research for the Ministry of Tourism and provides information on the number and source of visitors staying in commercial accommodation (hotels, motels, holiday parks etc). Note that it only includes accommodation properties with an annual turnover of at least NZ\$30 000. The number of guest arrivals, guest arrivals and average length of stay provide an indication of the performance of the tourism industry in Marlborough.

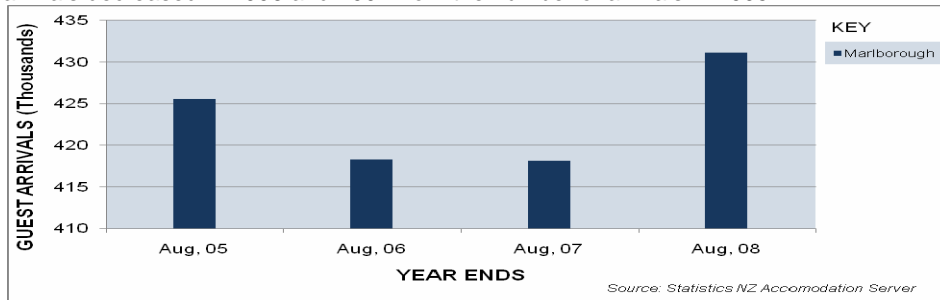
## Guest nights

The number of guest nights in Marlborough has steadily increased since 2005.



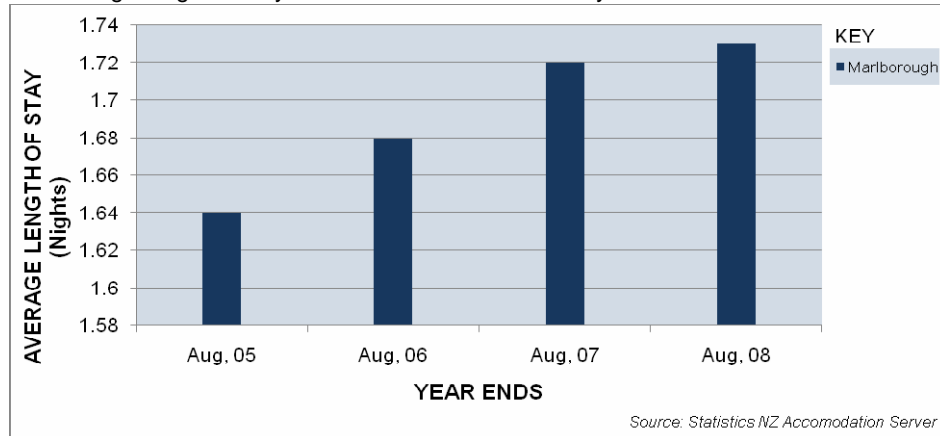
## Guest arrivals

Guest arrivals in 2008 have also increased since 2005, however the number of guest arrivals decreased in 2006 and 2007 from the number of arrivals in 2005.



## Average length of stay

The average length of stay has shown a small but steady increase since 2005.



## Social connectedness

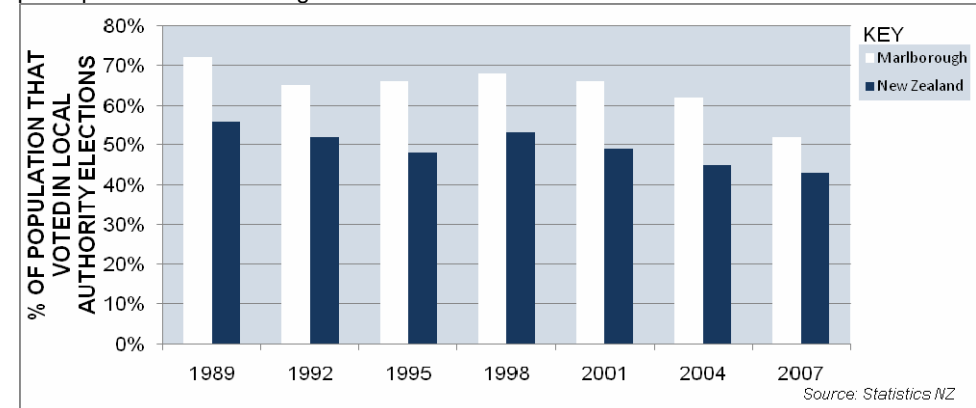
Social connectedness related to the relationship people have with others. Several studies have demonstrated a link between social connectedness and the performance of the economy and positive outcomes for individual health and wellbeing

### Rates of volunteering

Social connectedness also refers to people joining together to achieve shared goals that benefit each other and society as a whole, one example of this is participation in voluntary work. Marlborough features similar participation rates in voluntary work as New Zealand as a whole.

## Voter participation

Voter turnout rates are an indication of the extent to which Marlborough's residents participate in the political process, the confidence they have in, and the importance attached to political institution. This is important to wellbeing in a fundamental manner as wellbeing depends on people having a sense of choice. Peoples ability to take part in society and their sense of belonging and identity, also depend on the exercising of these rights. Marlborough has historically had a high level of voter participation in local authority elections than New Zealand as a whole. However a trend of declining participation is becoming apparent both nationally and in Marlborough, with a 10% fall in participation for Marlborough between 2004 and 2007.



## Health

The Nelson Marlborough District Health Board collects a range of information on the health of the regional population. The following information is a small sample of the extensive information that the Health Board collects. For some important indicators of health, regional information that can be compared to national figures is lacking. This includes information on gambling addiction, substance abuse, and mental illness, for example.

### Life expectancy

The Nelson Marlborough District Health Board Health 2008 Needs Assessment reported the life expectancy at birth as 76.1 years for males, and 81.1 years for females. National equivalents from this period are not available, however in 2001 the life expectancy at birth for all New Zealand males was 76 years, and for females 80.9 years. This was based on the 2001 Census, updated figures for Marlborough are not yet available from the Census 2006 data.

## Infant mortality rates

Infant mortality is defined as the death of a live born child prior to their first birthday. From 1988 – 2004, infant mortality rates were similar to or slightly lower than NZ average. Overall there has been a significant improvement in infant mortality rates.

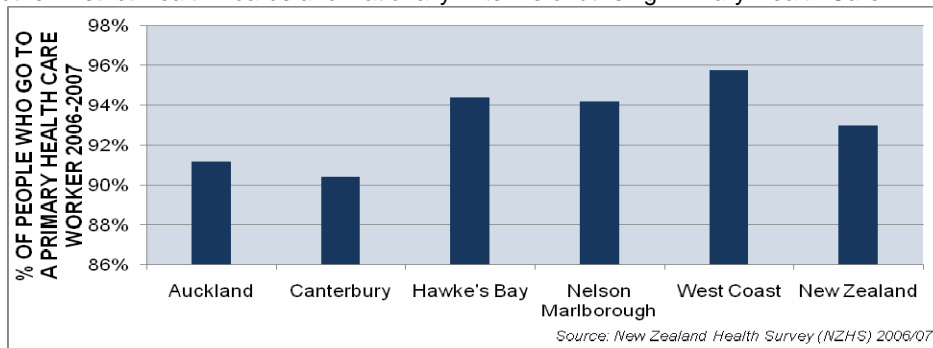
Period	New Zealand	Nelson Marlborough
1988/89	10.3/1000	10.8/1000
2000/01	6.0/1000	4.0/1000
2004	5.9/1000	3.5/1000

## % of children who are overweight or obese.

The National Children's Nutrition Survey of 2002 looked at the numbers of children aged 5 – 14 who were overweight or obese. Estimated figures for Nelson Marlborough indicated lower rates of obesity amongst children here. This may be co-related to higher rates of participation in physical activity. Anecdotal information suggests that the regional trend is towards higher rates of obesity, and lower rates of physical activity. This survey has not been repeated; however indication has been given that it will be conducted in the future.

## Primary Health Care

A Primary Health Care providers have responsibility for the care of a given population over time, as the usual point of first contact with the health system, except in serious emergencies. A primary health care provider is a GP clinic, student health service, 24 hour Accident and Medical centre or nurse clinic (without a GP), that the respondent goes to first when feeling sick or injured. The Nelson Marlborough District compares well with other District Health Boards and Nationally in terms of utilising Primary Health Care.



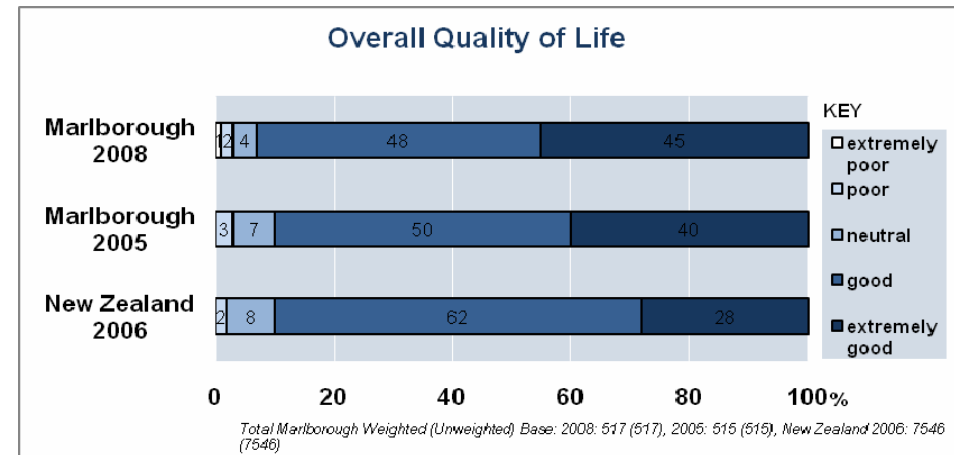
## Social Indicators

The Ministry of Social Development has published the Social Report 2008 Regional indicators. The report uses social indicators to provide a picture of well being and quality of life in New Zealand. Regional information is provided in the report for 16 regions (or combined regions) to show how the outcomes vary across the country. The table below summarises Marlborough's ranking relative to other regions in terms of best performance for each of the social indicators, it is important to note that the actual differences may be small.

Indicators	Marlborough's Relative Position (with 1st being the best performance)	
<b>Health</b>	Life Expectancy - Male	5th =I (out of 16)
	Life Expectancy - Female	10th = (out of 16)
	Cigarette Smoking – proportion of population in area aged 15 years & over who smoke.	8th (out of 12)
	Suicide rate per 100,000 population	1st (out of 12)
<b>Knowledge &amp; Skills</b>	Participation in early childhood education	4th
	School leavers with higher qualifications	8th
	Educational attainment of the adult population	3rd (out of 12)
<b>Paid Work</b>	Unemployment - % of total labour force who are unemployed	2nd (out of 12)
	Employment – population 15-64 years in paid employment %	4th (out of 12)
	Median hourly earnings \$	6th (out of 12)
	Workplace injury claims (rate per 1,000 FTES)	7th (out of 11)
<b>Economic Standard of Living</b>	Population with low incomes - income less than 60% of the national Median (2001) %	3rd(out of 16)
	Household crowding - Population in households with fewer bedrooms than needed %	5th(out of 16)
<b>Civil and Political</b>	Voter turnout – local authority elections	3rd = (out of 16)
	Enrolled Electors who voted %	

<b>Rights</b>	Representation of women in local government %	10th =(out of 16)
<b>Cultural Identity</b>	Maori language speakers - % of Maori Population	13th(out of 16)
	Language retention	9th (out of 16)
<b>Leisure &amp; Recreation</b>	Participation in physical activity – young people aged 5-17	1st (out of 10)
	Participation in physical activity – Adults aged 18 and over (%)	1st (out of 10)
<b>Physical Environment</b>	Drinking water quality – E. coli	10th (out of 16)
	Drinking water quality – Cryptosporidium	15th = (out of 16)
<b>Safety</b>	Recorded criminal offences (per 10,000 population)	12th (out of 15)

## Overall Quality of Life



## Quality of Life in Marlborough

In the following section, information is presented from the 2008 survey of Marlborough Residents Quality of Life. Where appropriate the findings of the National Indicators (2004) survey, National Indicators (2006) survey and the Marlborough 2005 survey are included.

The 2008 survey was based on telephone interviews with 517 Marlborough residents aged 15 years and older. Sample quotas were set on age, gender, and geographical location. Additional interviews were completed in smaller populated areas to produce robust samples for sub group analysis and the results have been weighted to reflect the demographic proportions of the district as a whole. The total sample has a margin of error of +/- 4.4% at a confidence interval of 95%.

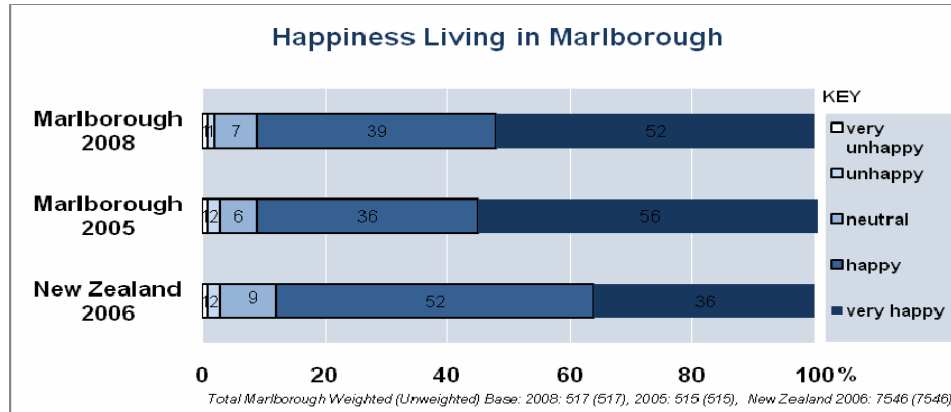
Questions in the 2008 survey closely matched those used in the Marlborough 2005 survey and the National Indicators survey's to enable comparisons to be made. The National Quality of Life project was established in 1999 to provide social, economic and environmental indicators of quality of life in New Zealand's six largest cities. The project was subsequently expanded to include New Zealand's 12 largest urban areas, and the most recent National Indicators (2006) survey also included comparative data from outside of the 12 urban areas.

The majority of Marlborough residents in the 2008 survey believe they have a high quality of life, with 93% rating it as either extremely good (45%), or good (48%). Just 3% felt they had a poor quality of life.

94% of residents living in Blenheim and Renwick and other Marlborough areas rated their quality of life positively (Extremely good/ good). A slightly smaller proportion of residents in Picton (88%) rated their quality of life positively.

The number of residents rating their quality of life as extremely good has increased from 40% in the Marlborough 2005 survey to 45% in the Marlborough 2008 survey. Marlborough residents who rated their quality of life as extremely good (45%, 2008) constituted a significantly greater proportion than national residents who rated their quality of life as extremely good (28%, 2006).

## Happiness Living in Marlborough



The vast majority (91%) of Marlborough residents in the 2008 survey were happy living in Marlborough, with 52% stating they were very happy living in Marlborough, and only 2% stating that they were unhappy. Overall the results were similar across Blenheim and Renwick, Picton and other Marlborough areas.

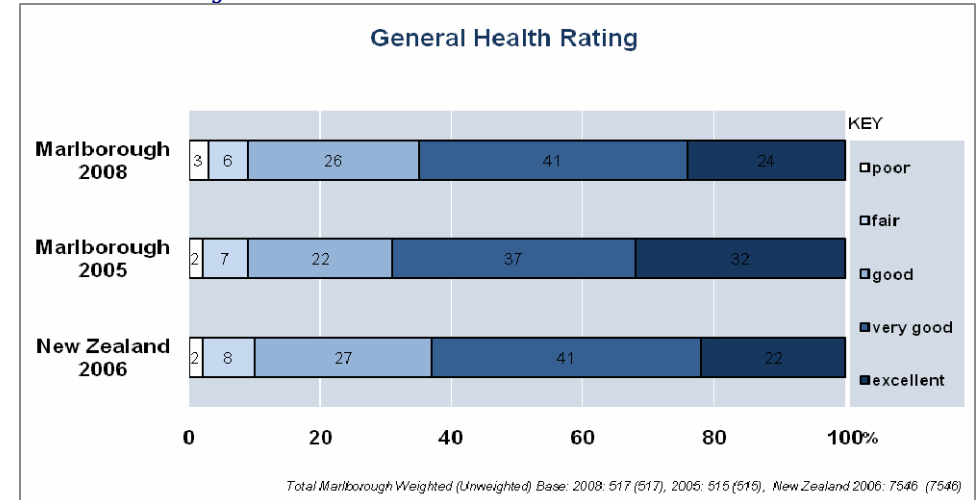
The 2008 results were similar to the 2005 survey findings where 92% of residents were happy to be living in Marlborough. Overall the 2008 results were similar to the National Indicators (2006) data where 88% of residents were happy where they were living. A higher proportion of residents rated themselves as very happy in Marlborough (52%) compared to the National Indicators (2006) survey (36%).

Those residents less likely to state they were happy or very happy living in Marlborough were:

- Non-ratepayers (80%)
- Those who felt lonely or isolated sometimes or often (78%)
- Those who rated their quality of life as neutral or below (63%)

## Health

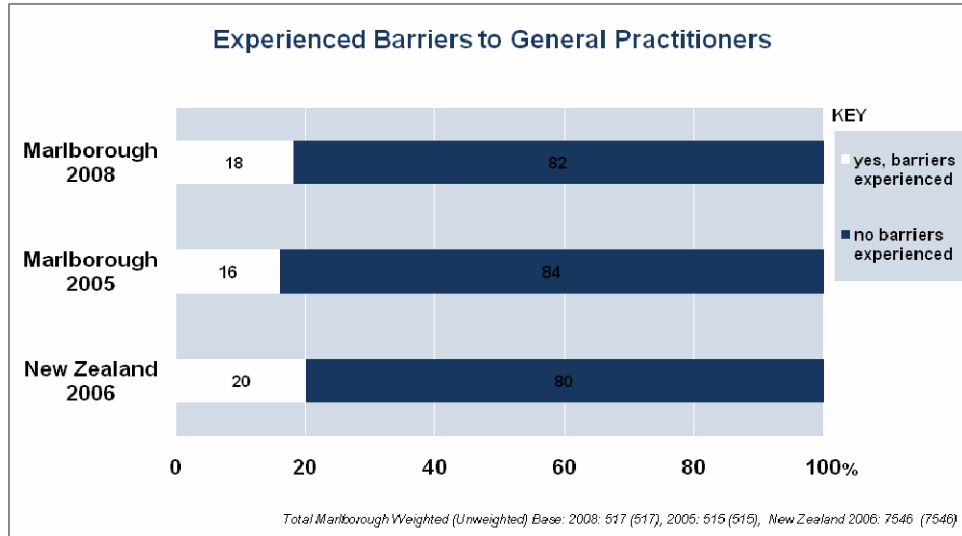
### General Health Rating



65% of Marlborough residents in the 2008 survey rated their health as very good or excellent, with a further 26% rating their health as good. Only 3% rated their health as poor.

There was a decrease in the proportion of Marlborough residents rating their health as excellent from 32% in the Marlborough 2005 survey to 24% in the 2008 survey. The National Indicators (2006) results were similar to the Marlborough 2008 findings.

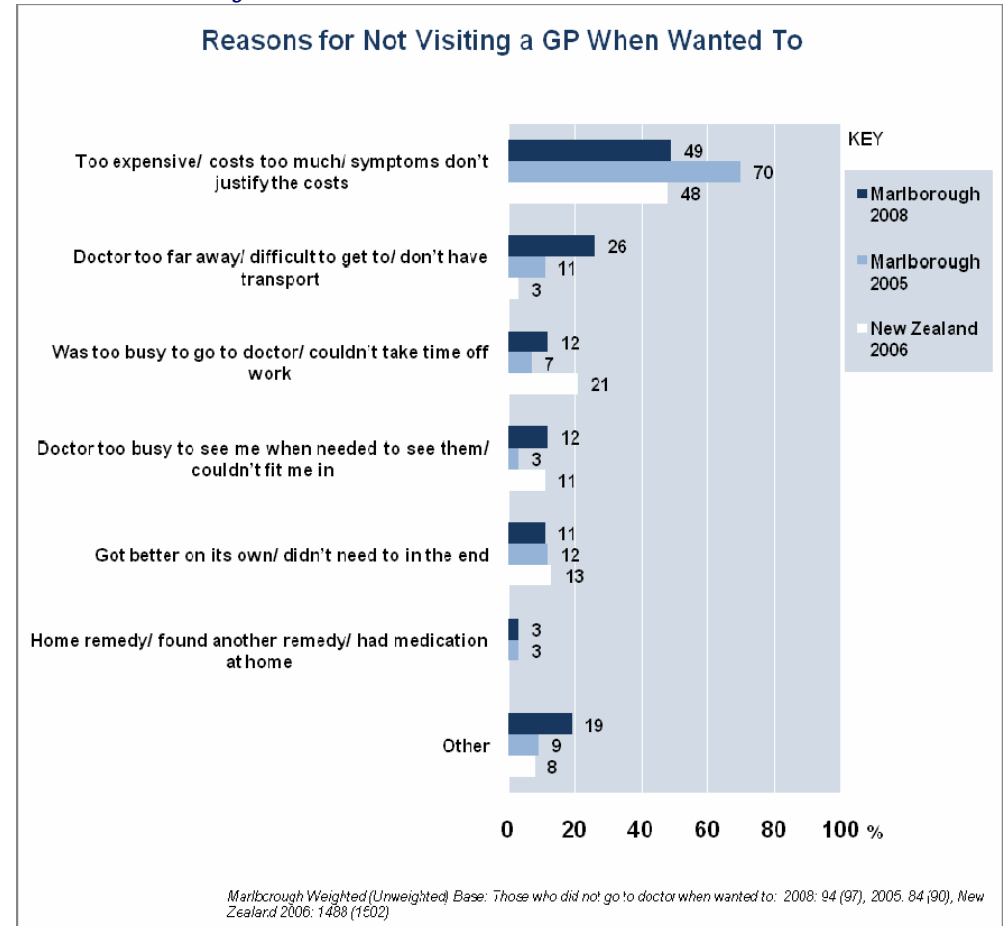
## Wanted To Visit General Practitioner But Did Not



18% of Marlborough residents in the 2008 survey felt that, in the preceding 12 months there had been a time where a member of their household had wanted to visit a doctor but had not. Residents living in Marlborough areas other than Blenheim and Renwick or Picton were slightly more likely to have wanted to visit a doctor, but hadn't, in the last 12 months.

The 2008 results are similar to both the Marlborough 2005 survey and National Indicators (2006) survey results.

## Reasons for Not Visiting a GP When Wanted To



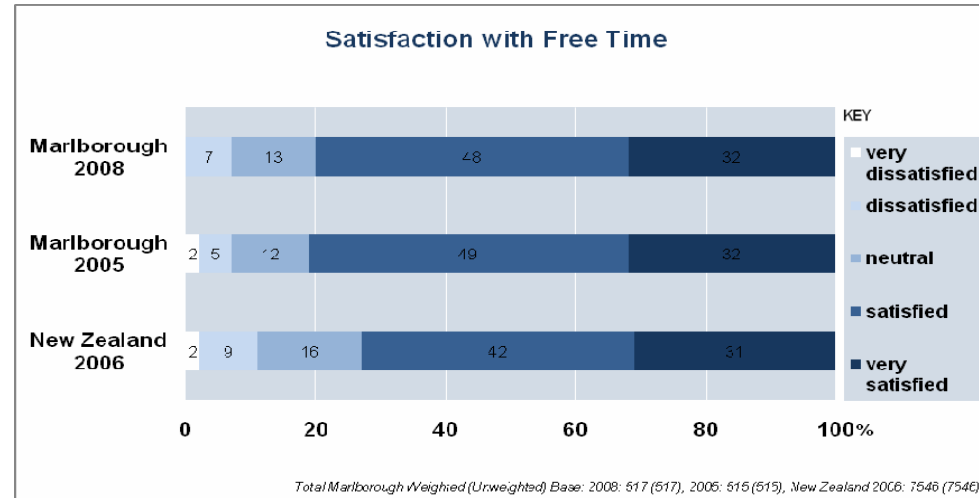
40% of those who had not visited a doctor when they had wanted to specified cost as the reason. This was a substantial decrease from the Marlborough 2005 survey results and was more in line with the National Indicators (2006) Survey results. 26% stated that the doctor was too far away, difficult to get to or they didn't have transport, these reasons were cited more frequently than in the Marlborough 2005 survey. 12% of residents who had not visited a doctor when they wanted to gave the reason that the doctor was too busy or couldn't fit them in, this is a similar result to the National Indicators (2006) survey, but is a 9% increase on the Marlborough 2005 Survey results.

48% of residents from other Marlborough areas identified their reason for not visiting a GP when wanted as the doctor being too far away, difficult to get to or not having transport available. These residents were also more likely to have been too busy to get

to a doctor or could not take time off work and a lower proportion of residents from other Marlborough areas identified cost as a factor in their decision compared to residents of Blenheim and Renwick and Picton.

## Free Time

### Satisfaction with Free Time

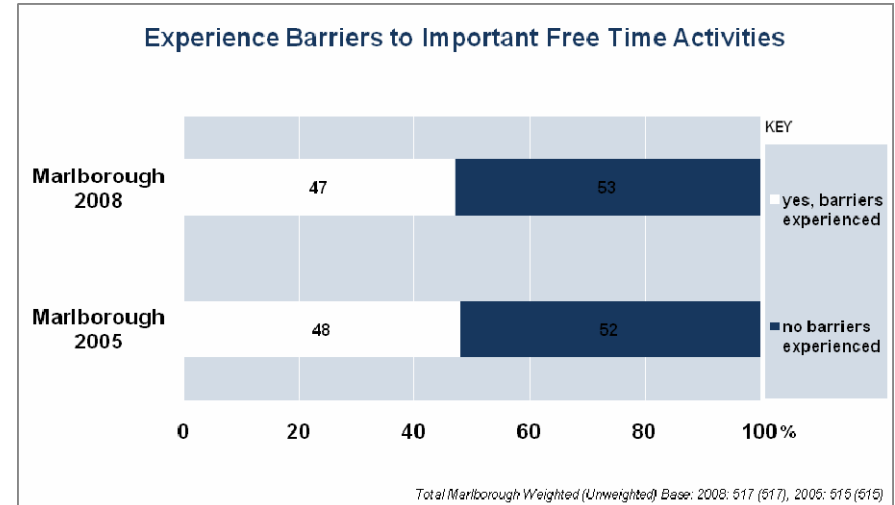


80% of Marlborough residents in the 2008 survey were satisfied or very satisfied with their free time. Only 7% were dissatisfied. Results across Blenheim and Renwick and Picton were similar. By comparison, residents living in other Marlborough areas were more dissatisfied with their free time. The 2008 result was similar to the Marlborough 2005 survey result. The National Indicators (2006) survey measured a slightly lower proportion of people satisfied with their free time.

Females aged between 15-24 were more likely to be satisfied with their free time (82%) than males ages between 15-24 (70%). In the other age groups there was little difference between males and females. Overall, female and male residents are equally satisfied with their free time although females tend to state that they are 'very satisfied' more often than males.

Generally, there is an association between age and residents' satisfaction with their free time. Residents aged between 50-64 are more satisfied with their free time than those between the ages of 15 and 49. Those in the 65+ age category are the most likely to be very satisfied with their free time.

## Barriers to Free Time



47% of Marlborough residents in the 2008 survey felt they had some difficulties in undertaking important activities in their free time. 62% of those living in other Marlborough areas experienced difficulties in undertaking important free time activities. This was a higher proportion than among those living in Blenheim and Renwick and Picton.

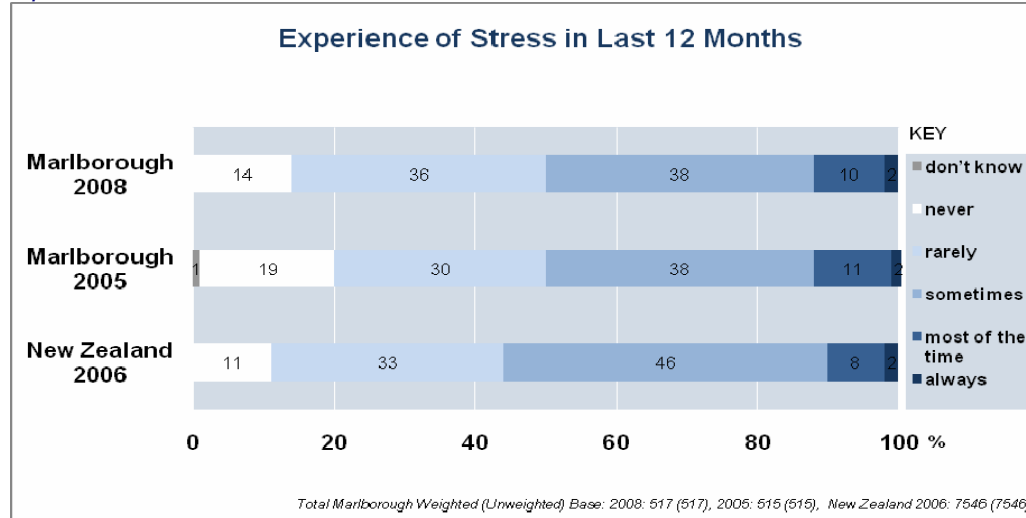
The 2008 findings were similar to the Marlborough 2005 survey results. 55% of those who experience barriers to free time were from families with dependant children.

## Barriers to Important Free Time Activity

39% of residents who experienced barriers to undertaking important free time activities identified a lack of time as a barrier. This was followed by cost and activity being too far away with both of these reasons being mentioned by 23%. There was a noticeable increase in these factors being identified as barrier in the 2008 survey when compared to the Marlborough 2005 Survey results.

44% of those from the Blenheim and Renwick area cited time as a barrier, this was a higher proportion than in other areas. Residents living in Picton cited poor health more often as a reason not to participate than residents in other areas of Marlborough and this is linked to the higher proportion of residents 65 and over living in Picton compared with other Marlborough areas.

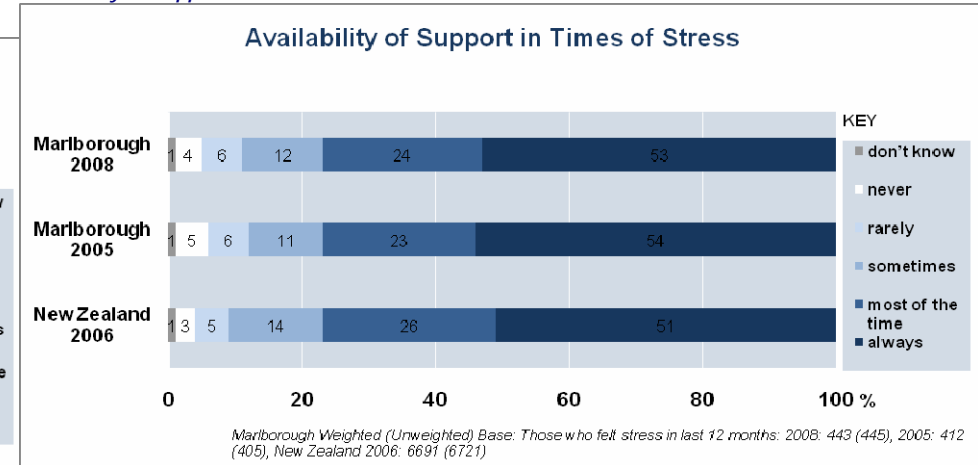
## Wellbeing Experience of Stress



50% of all Marlborough residents in the 2008 survey had not or had rarely experienced stress in the last 12 months. Experience of stress in the last 12 months was relatively similar across Blenheim and Renwick, Picton and other areas of Marlborough.

The 2008 survey findings were similar to the Marlborough 2005 survey results and were slightly higher than the National Indicators (2006) survey results where only 44% of residents had not or had rarely experienced stress in the last 12 months. 12% of Marlborough Residents were stressed all or most of the time; this is higher than the results of the National Indicators (2006) survey (10%) and lower than the Marlborough 2005 survey results (13%).

## Availability of Support



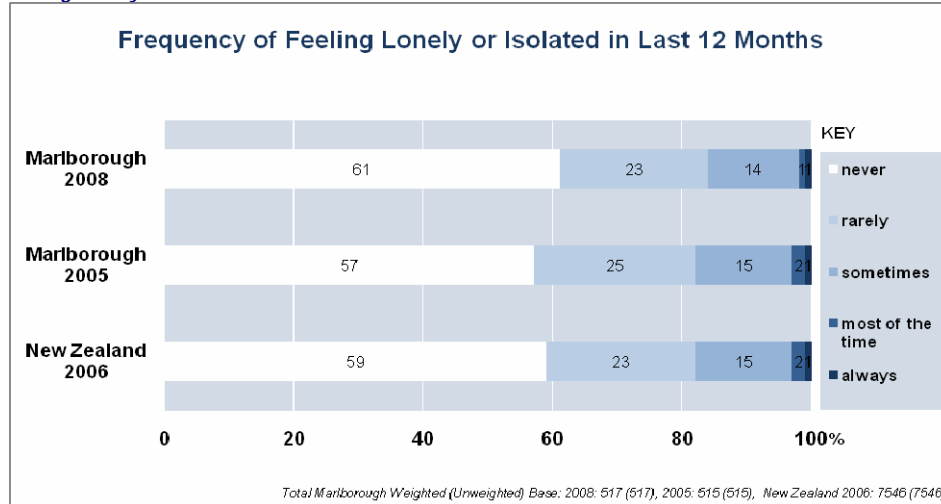
Of those residents that had experienced stress, 89% had someone to turn to for help or to rely on for support at least sometimes when they were feeling stressed. Just 10% felt they rarely or never had someone to turn to.

Results were similar in Blenheim and Renwick and Picton. In other Marlborough areas support in times of stress appeared to be lower. This is a similar result to those obtained in the Marlborough 2005 survey and in the National Indicators (2006) survey.

Residents who were less likely to always have someone to turn to in times of stress were:

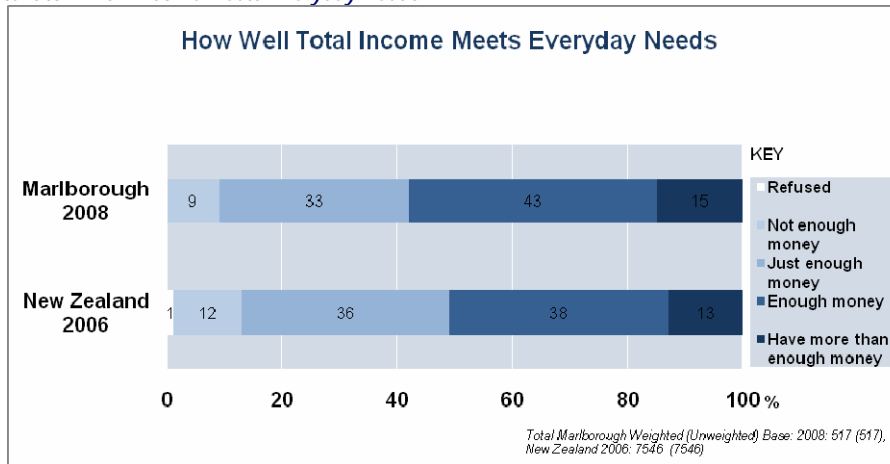
- Those who felt stressed most of the time or always (41%)
- Those who had lived in Marlborough for less than two years (38%)
- Those who felt lonely or isolated sometimes or often (35%)

## Feeling Lonely and Isolated



Most Marlborough Residents (84%) in the 2008 survey claimed to have never or rarely felt lonely or isolated in the last 12 months. 2% always or most of the time felt lonely or isolated and 14% claimed they had sometimes felt this way. Results were similar in Blenheim and Renwick, Picton and other Marlborough areas. The 2008 results are similar to both the Marlborough 2005 survey and the National Indicators (2006) survey.

## Extent to Which Income Meets Everyday Needs



58% of Marlborough residents in the 2008 survey had enough money or more than enough money to meet their everyday needs. Only 9% did not have enough money. Results were similar across all areas of Marlborough, except in Blenheim and Renwick

where having more than enough money to meet everyday needs was a slightly more prevalent. These results were in line with the National Indicators (2006) survey. This question was not asked in the Marlborough 2005 survey.

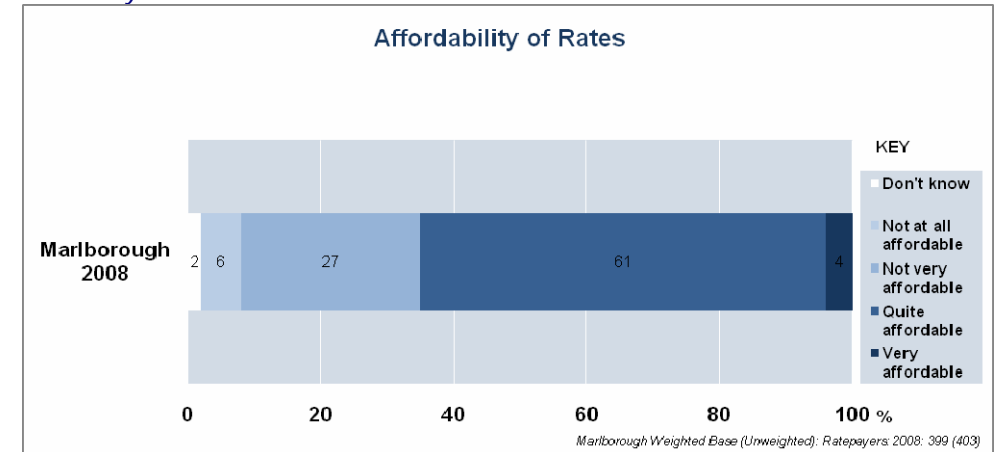
Residents who had enough or more than enough money to meet their needs:

- Rated their quality of life as extremely good (71%)

Residents who were less likely to have enough or more than enough income to meet their needs were:

- Those who felt people can not be trusted (47%)
- Those who had lived in Marlborough less than two years (45%)
- Aged 15 - 24 (42%)
- Non-ratepayers (42%)

## Affordability of Rates

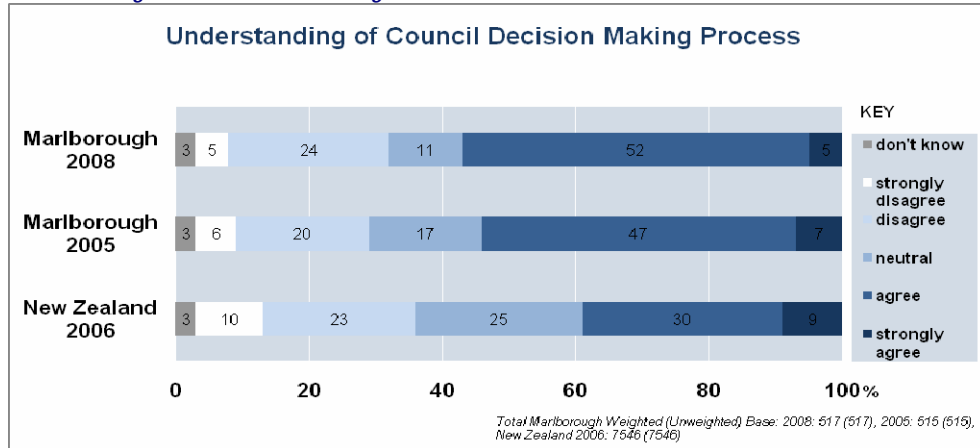


65% of Marlborough residents in the 2008 survey thought the rates they pay were affordable, with only 6% saying that they are not at all affordable. A lower proportion of Picton residents thought their rates were affordable compared with ratepayers in other Marlborough areas and Blenheim and Renwick.

This question was not asked in the Marlborough 2005 survey or the National Indicators (2006) survey.

## Democracy

### Understanding Council Decision Making Process



57% of Marlborough residents surveyed in 2008 agreed that they understood how the Council made decisions (5% agreed strongly, 52% agreed). Results were similar in Blenheim and Renwick, Picton and other Marlborough areas.

The 2008 survey results show a slight increase in the proportion agreeing with this statement from 2005 (7% agreed strongly, 47% agreed). 39% agreed in the National Indicators (2006) survey, which is markedly lower than the result in the Marlborough 2008 survey where 57% agreed.

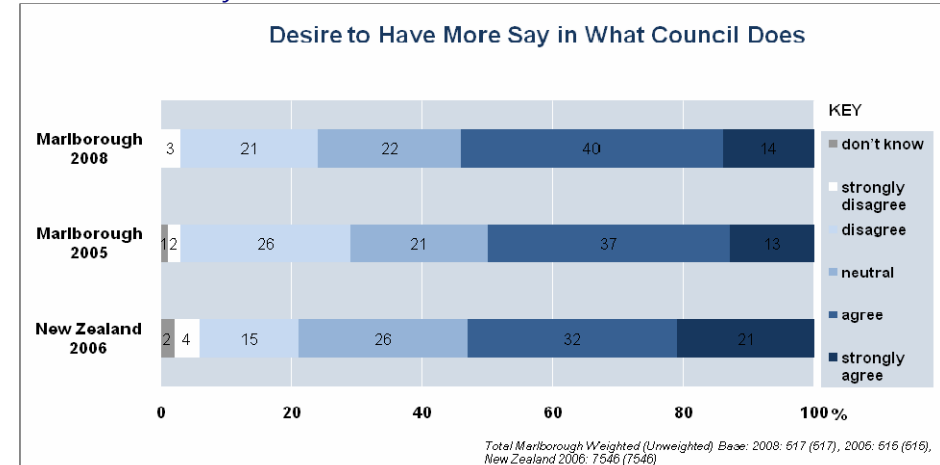
Residents more likely to agree or strongly agree that they understand how the Council makes decisions were:

- Aged 50 - 64 (69%)

Residents less likely to agree or strongly agree that they understand how the Council makes decisions were:

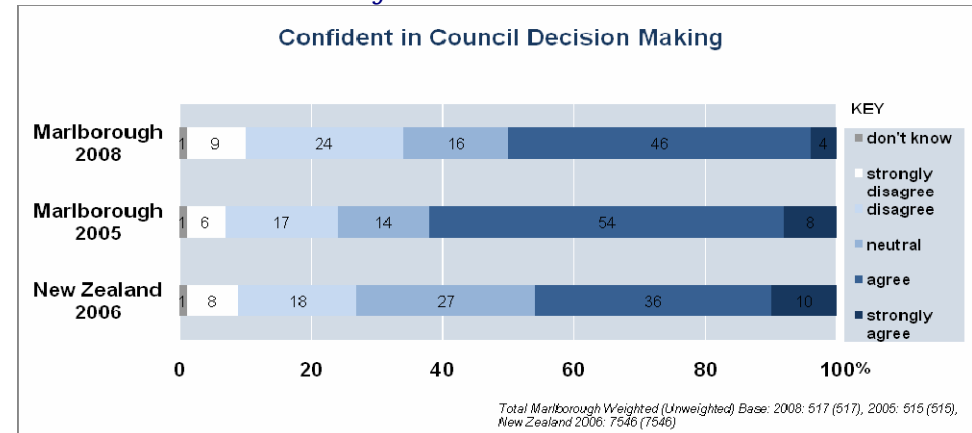
- Aged 15 - 24 (32%)
- Non-ratepayers (36%)

### Desire to Have More Say in What Council Does



54% of Marlborough residents in the 2008 survey agreed (14% agreed strongly, 40% agreed) that they would like more say in what the Council does. Results were similar in Blenheim and Renwick, Picton and other Marlborough areas. The 2008 results show a slight increase on the Marlborough 2005 survey results where a total of 50% agreed they would like more say in what the Council does. The results from the National Indicators (2006) survey were similar to the Marlborough 2008 survey result, except that in the National Indicator views were more strongly held, with 21% compared to 14% in the strongly agree group.

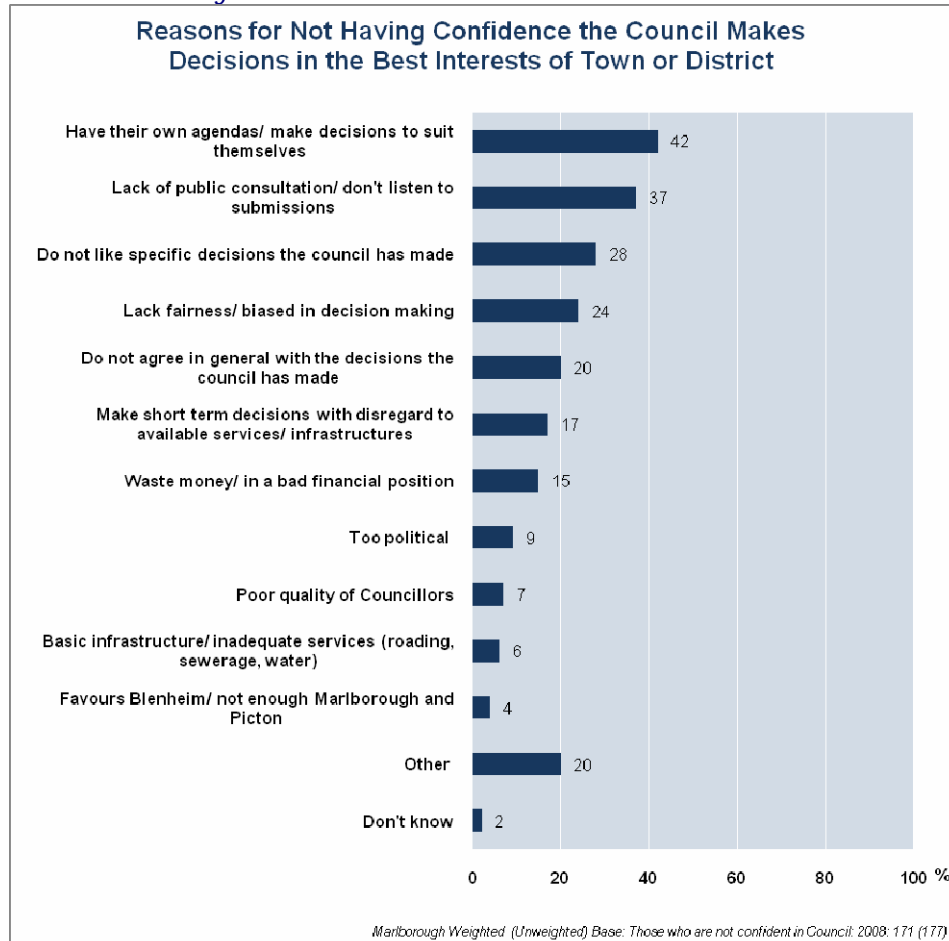
### Confidence in Council Decision Making



50% of Marlborough residents in the 2008 survey agreed (4% agreed strongly, 46% agreed) that they had confidence in Council decision making. Results were similar in Blenheim and Renwick, Picton and other Marlborough areas. Confidence in Council

decision making has fallen in Marlborough from 62% in 2005 to 50% in 2008. Despite the fall from 2005, in 2008 there was still a higher level of agreement among Marlborough residents having confidence in Council decision making than the National Indicator (2006) survey results. However, Marlborough residents also expressed a higher level of disagreement in 2008; 33% did not have confidence in the Council compared to 26% in the National Indicators (2006) survey and the Marlborough 2005 survey.

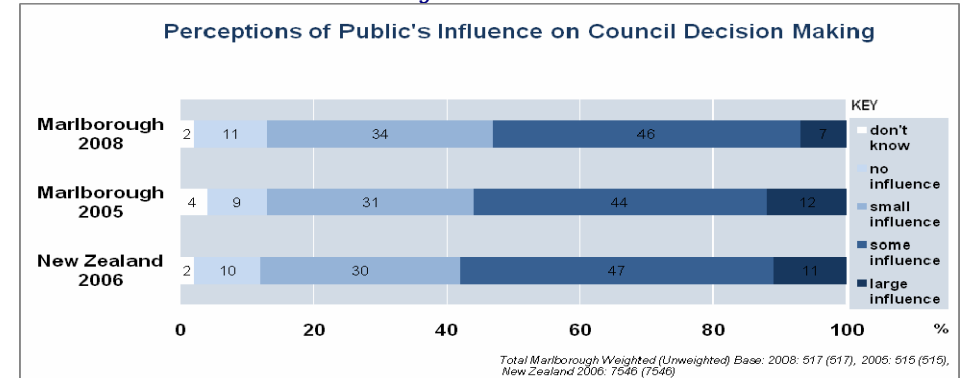
### Reasons for not having Confidence in Council Decisions



The most common reason for Marlborough Residents not having confidence in Council decisions was that the Council have their own agendas and make decisions to suit themselves (42%). The second most common reason was the lack of public consultation and not listening to public submissions (37%). Results were similar in Blenheim and Renwick, Picton and other Marlborough areas with some minor variations.

This question was not asked in the Marlborough 2005 survey or the National Indicators (2006) survey.

### Public Influence on Council Decision Making

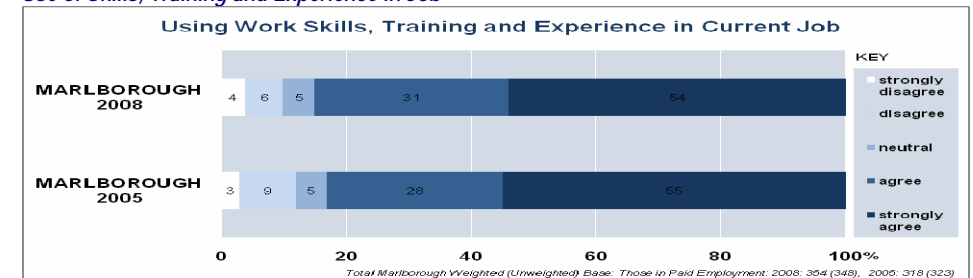


53% of Marlborough's residents in the 2008 survey felt they had some or a large influence on Council decision making. 34% felt they had a small influence and 11% felt they had no influence on Council decision making. Results were similar between Blenheim and Renwick, Picton and other Marlborough areas.

The Marlborough 2008 survey results showed a slightly lower proportion of residents that felt they have some or a large influence on Council decision making than both the Marlborough 2005 survey (56%) and National Indicators (2006) survey (58%).

### Work Related Issues

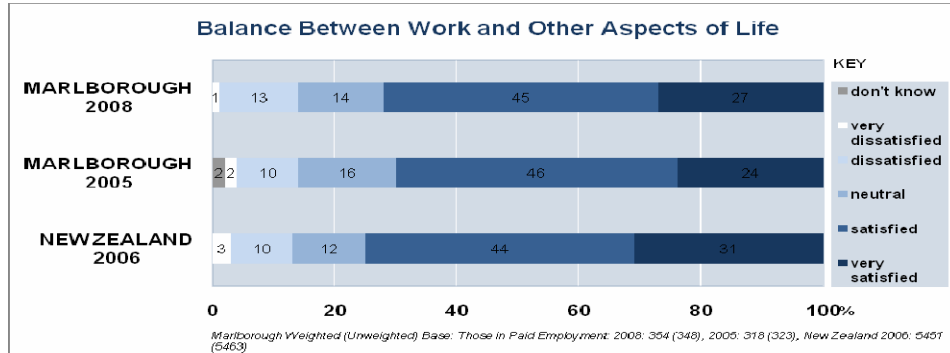
#### Use of Skills, Training and Experience in Job



The majority (85%) of Marlborough residents in the 2008 survey who are in paid employment agreed that they are using work skills, training and experience in their current job. Nearly all (90%) Blenheim and Renwick residents agreed they were using work skills, training and experience in their current jobs; this was comparatively higher than in Picton (68%) and other Marlborough areas (81%).

This question was not asked in the National Indicators (2006) survey. The 2008 survey result is very similar to the Marlborough 2005 survey results where 83% of residents felt they were using work skills, training and experience in their current job.

## Work and Life Balance



72% of residents in the Marlborough 2008 survey were satisfied with their work life balance and 14% were dissatisfied. Results were similar between Blenheim and Renwick, Picton and other Marlborough areas.

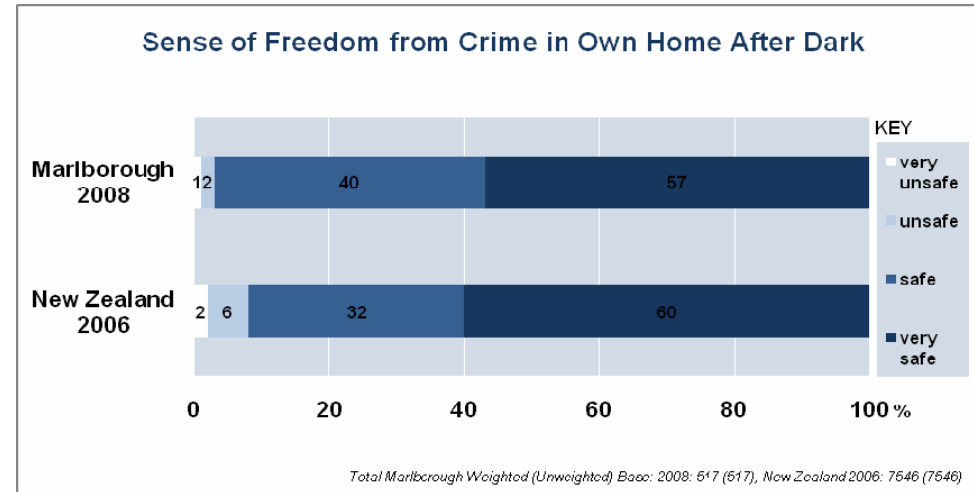
The Marlborough 2008 survey results were similar to the results of both the Marlborough 2005 survey and the National Indicators (2006) survey.

Residents who were less likely to be satisfied or very satisfied with their work life balance were:

- Those who rated their quality of life as neutral or below (57%).
- Those who felt stressed most of the time or always (56%),
- Those who rated their satisfaction with free time as neutral or below (44%)

## Crime and Safety

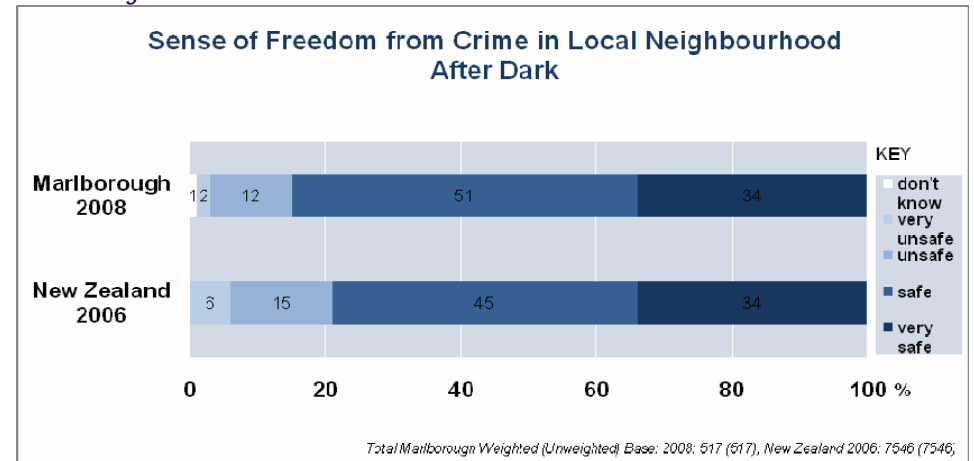
### In Own Home After Dark



The 2008 Marlborough survey showed nearly all (97%) residents felt safe (40% safe and 57% very safe) in their own home after dark. This is a slightly higher proportion than the National Indicators (2006) data where 92% felt safe in their own home after dark. This is similar to the indicative Marlborough 2005 result.

A higher portion of residents from other Marlborough areas (64%) indicated that they felt very safe in their own home after dark compared to residents in Picton (57%) and Blenheim and Renwick (54%).

### In Local Neighbourhood After Dark



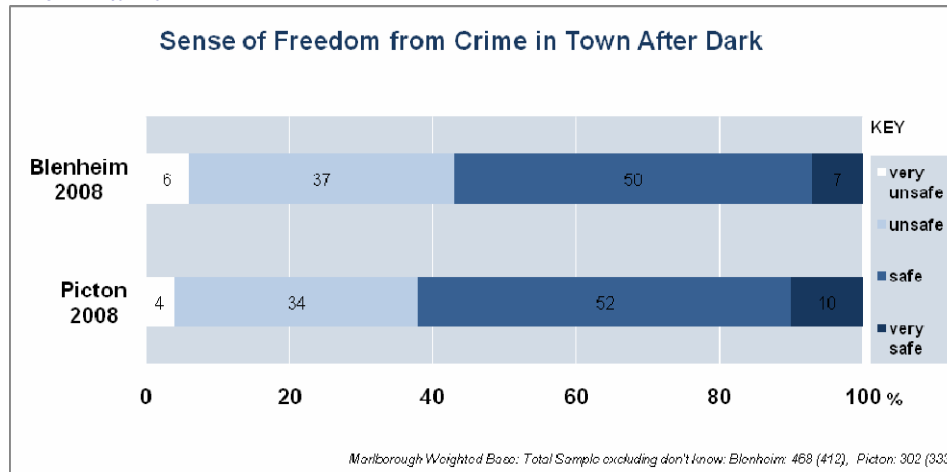
The 2008 Marlborough survey showed that 85% of residents felt safe (safe 51% and very safe 34%) in their local neighbourhood after dark, with 14% feeling unsafe in their local

neighbourhood. Significantly less people feel very safe from crime after dark in their local neighbourhood compared to their own home.

Fewer Blenheim and Renwick residents felt safe in their local neighbourhood after dark (80%) than those in Picton (94%) and other Marlborough areas (92%).

The 2008 Marlborough Survey found a slightly higher proportion of residents felt safe in their local neighbourhood after dark compared to the National Indicators (2006) survey. The Marlborough 2005 survey used an additional rating, i.e. neutral. While the results for 2005 and 2008 are not directly comparable, there is a slight increase in the percentage of people feeling safe in their neighbourhood.

### In Town After Dark



57% of residents in the Marlborough 2008 survey felt safe in Blenheim after dark and 6% felt very unsafe. In Picton, 62% felt safe after dark, slightly higher than Blenheim and 4% felt very unsafe. The Marlborough 2005 survey used an additional rating, i.e. neutral. While the results for 2005 and 2008 are not directly comparable, there is an increase in the percentage of people feeling unsafe in town.

Residents who were more likely to state they felt safe or very safe in Blenheim were:

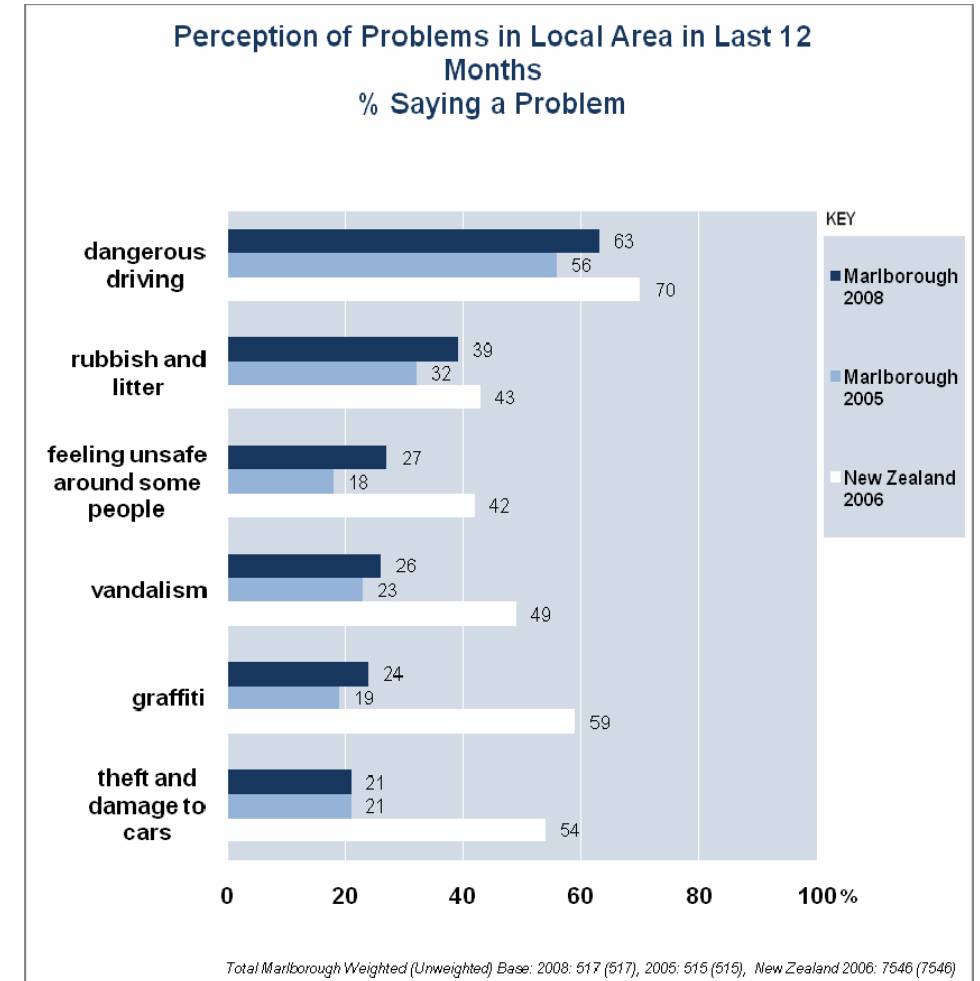
- Those who felt people can be trusted (56%)
- Males (62%)
- Those who were in full or part time employment (55%)

Residents who were more likely to state they felt safe or very safe in Picton were:

- Those who felt that people can be trusted (40%)
- Those who never felt lonely or isolated (43%)
- Those who were in full or part time employment (41%)
- Males (43%)
- Those who paid rates (39%)

### Local and Environmental Issues

#### Local Issues



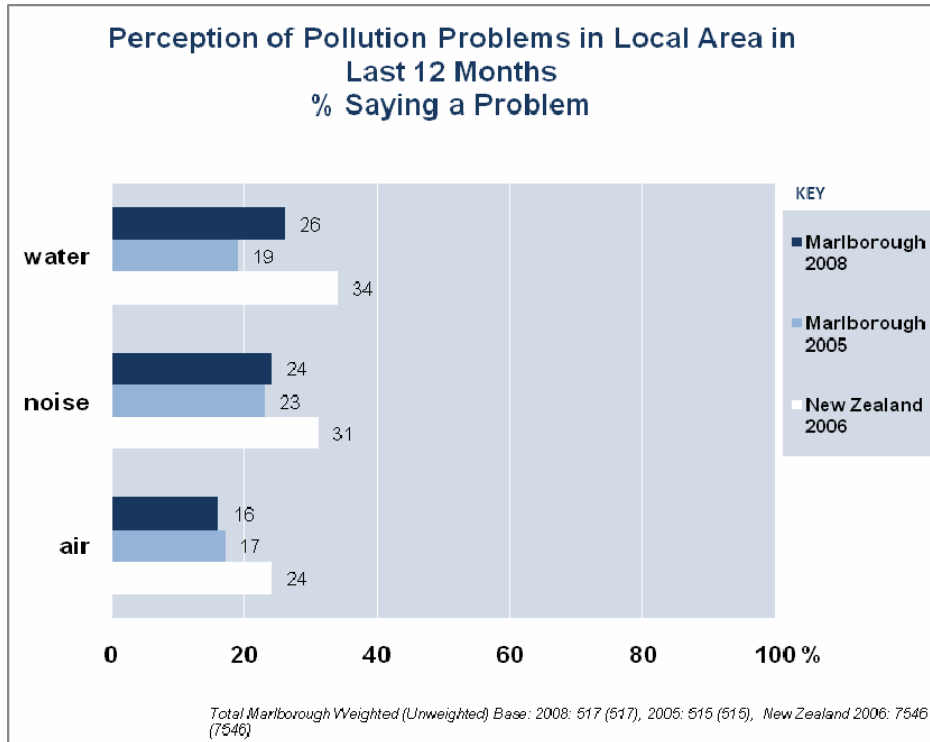
Most of the perceived issues had increased slightly in the 2008 survey from the Marlborough 2005 results with the exception of theft and damage to cars which had remained the same. All of the local issues were lower in the Marlborough 2008 survey than in the National Indicators (2006) survey.

The major issue perceived by Marlborough residents in the 2008 survey was that of dangerous driving (including drink driving, speeding or hoons), with 63% stating that this was a problem in their local area. 39% felt rubbish and litter was a problem, and 26% felt

vandalism, theft and damage to cars, graffiti and feeling unsafe around some people were problems.

Rubbish and litter lying about, graffiti and people you feel unsafe around was a bigger issue for residents of Blenheim and Renwick than Picton and other Marlborough areas. Residents of other Marlborough areas saw dangerous driving, car theft/ damage and vandalism as less of an issue when compared to Blenheim and Renwick and Picton.

### Pollution Issues in Last 12 Months



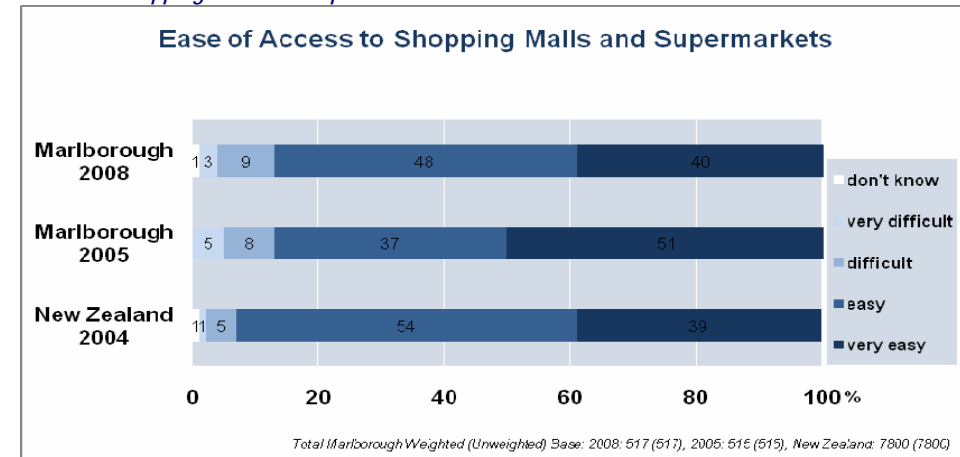
Both water pollution and noise pollution were seen as an issue in the 2008 survey by 26% of Marlborough residents signalling water pollution and 24% noise pollution. 16% identified air pollution as an issue.

Residents in Blenheim and Renwick generally thought there were more pollution issues than those in Picton and other Marlborough areas.

These results were similar to the Marlborough 2005 survey, except for residents identifying water pollution as an issue increasing from 19% in 2005 to 26% in 2008. All pollution problems were seen as less of an issue in the Marlborough 2008 survey than in the National Indicators (2006) survey.

### Ease of Access

#### Access to Shopping Malls and Supermarkets

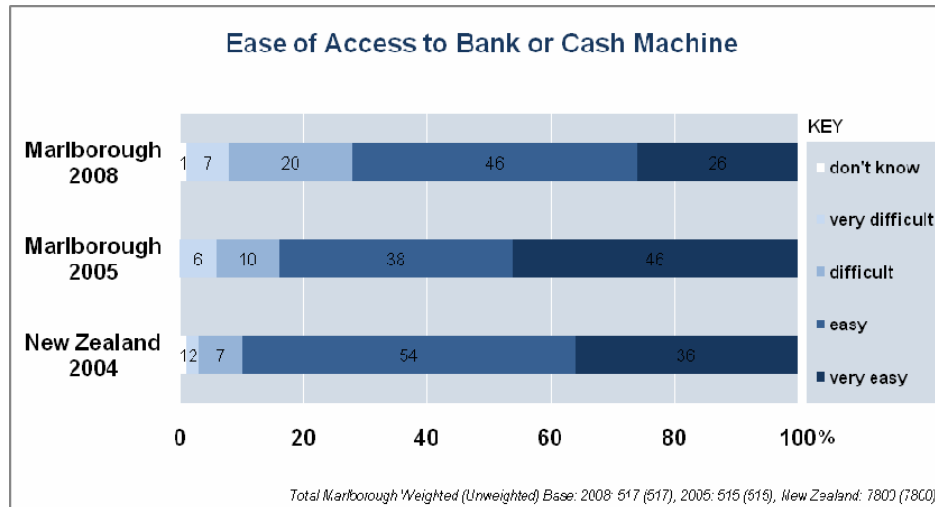


The majority (88%) of Marlborough residents in 2008 survey found it easy (48% easy and 40% very easy) to access shopping malls and supermarkets. Residents living in Blenheim and Renwick found it easiest to access shopping malls and supermarkets compared with those living in Picton and especially compared with residents in other Marlborough areas.

The 2008 results were similar to the results seen in the 2005 Marlborough survey. However, the proportion of residents that found it very easy to access shopping malls and supermarkets has lowered from 51% in 2005 to 40% in 2008. This question was not asked in the National Indicators (2006) survey; however results are available from the National Indicators (2004) survey. 93% of residents in the National Indicators (2004) survey found it easy to access shopping malls and supermarkets which is slightly higher than for Marlborough residents in 2008 (88%).

The most common reason for having difficulty accessing a shopping mall or supermarket was that residents had to travel a long distance (59%). 22% found the facilities were not easily accessed by public transport. All other reasons were mentioned by 12% of residents or less.

## Access to Bank or Cash Machine

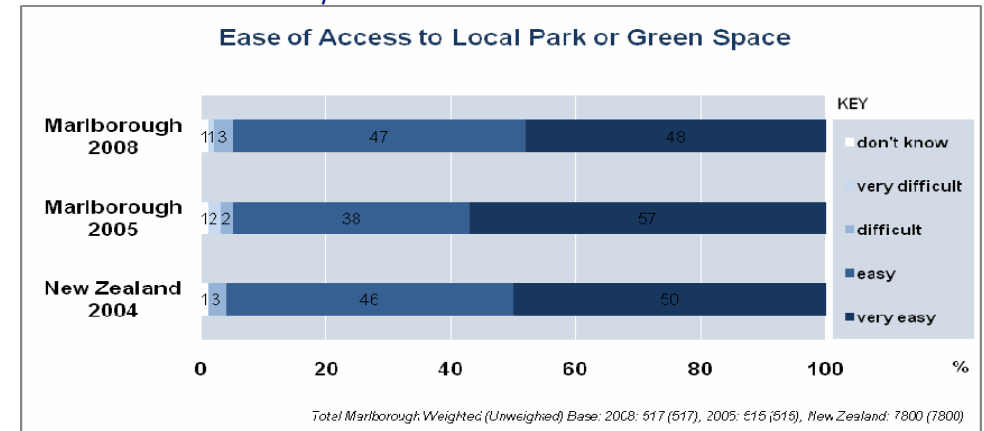


72% of Marlborough residents in the 2008 survey found it easy to access a bank or cash machine. 7% found it very difficult. Residents from Picton found it easiest to access a bank or cash machine. Residents from the other Marlborough areas found it most difficult.

The Marlborough 2005 survey showed 84% found it easy to access a bank or cash machine, compared to 72% in the 2008 survey. This question was not asked in the National Indicators (2006) survey; however results are available from the National Indicators (2004) survey. A lower proportion of Marlborough residents in the 2008 survey found it easy to access a bank or cash machine than those in the National Indicators (2004) survey.

The main reason for difficulty in accessing a bank or cash machine was there were none available in the area (44%), the next most common reason was having to travel a long distance to reach the service (39%), and 14% cited it was difficult because it was not easily accessible by public transport. Other reasons were mentioned by 8% of residents or less.

## Access to Local Park or Green Space



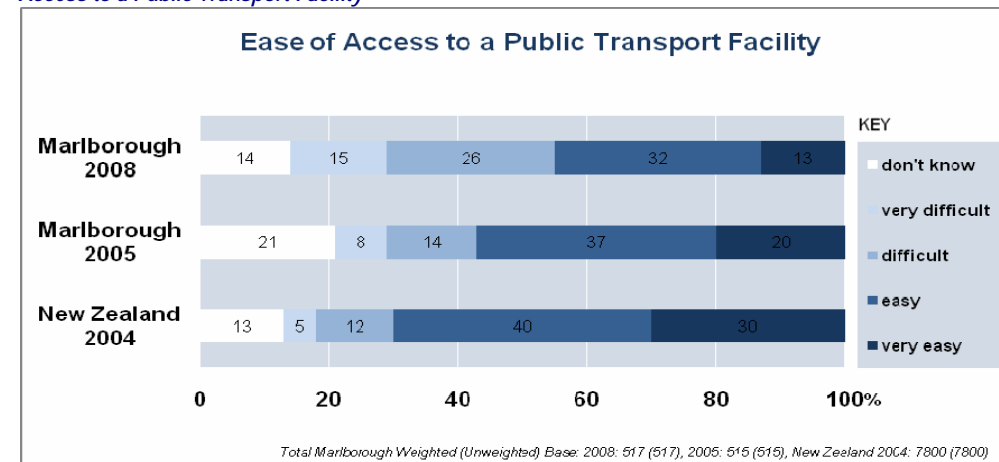
Most (95%) of Marlborough residents in the 2008 survey found it easy to access a local park or green space.

Results were similar across Blenheim and Renwick, Picton and other Marlborough areas.

The Marlborough 2008 survey results were very similar to the result found in the 2005 survey. This question was not asked in the National Indicators (2006) survey; however results are available from the National Indicators (2004) survey. The Marlborough 2008 survey data was very similar to the Marlborough 2005 survey and the National Indicators (2004) survey results.

The two main reasons for having difficulty accessing a local park or green space were having to travel a long distance (41%) and none being available in the area (39%).

## Access to a Public Transport Facility



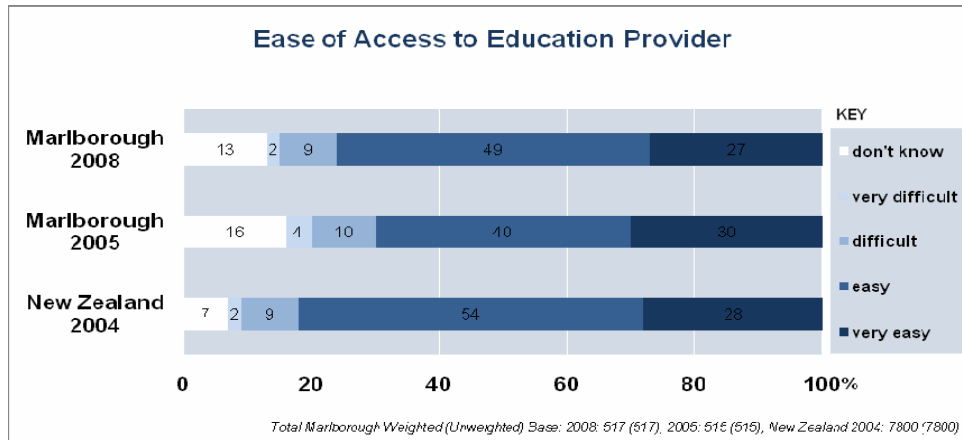
45% of Marlborough residents in the 2008 survey found it easy to access a public transport facility. 15% found it very difficult. Residents located in Marlborough outside of Blenheim, Renwick and Picton found it most difficult to access a public transport facility.

57% could easily access a public transport facility in the Marlborough 2005 survey. This question was not asked in the National Indicators (2006) survey, however results are available from the National Indicators (2004) survey. Fewer residents in Marlborough 2008 found it easy to access a public transport facility than in the National Indicators (2004) data. 45% found it easy in 2008 compared with 70% being able to easily access a facility in the National Indicators (2004) data.

Residents aged 15 - 24 were more likely to find it easy to access public transport (69% easy or very easy).

The main reason for having difficulty accessing public transport was having no public transport available (54%). A further 18% cited the long distance to travel to reach the service and 17% felt the public transport times are not always convenient. All other reasons were mentioned by 11% or fewer residents.

### Access to Education Provider



76% of residents in Marlborough 2008 survey found it easy to access an education provider, with only 2% finding it very difficult. Results were similar across all three areas, although those living in other Marlborough areas had more difficulty accessing an education provider.

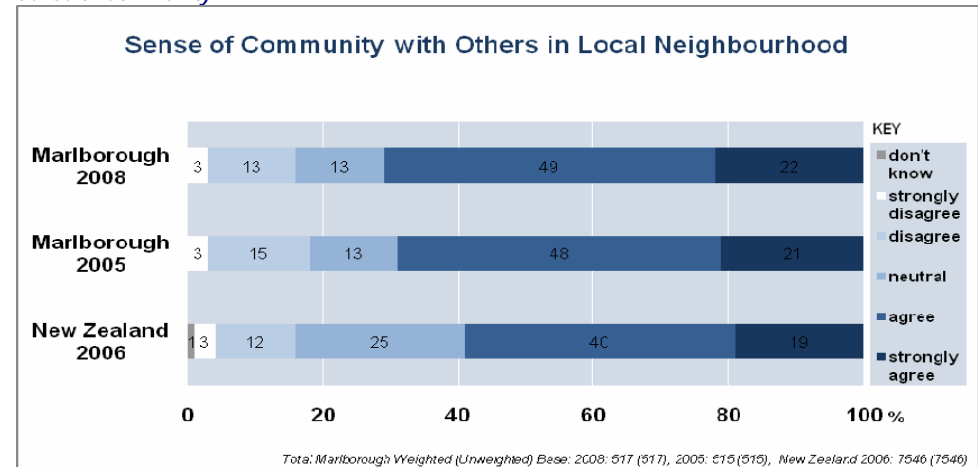
Results indicate that Marlborough residents find it slightly easier to access an education provider in 2008 as only 70% found it easy in the Marlborough 2005 survey. This question was not asked in the National Indicators (2006) survey; however results are available from the National Indicators (2004) survey. Compared to the National Indicators (2004) data fewer Marlborough residents in the 2008 survey found it easy to access an education provider (76% compared to 82%).

Those residents who were less likely to find it easy or very easy to access an education provider were:

- Those who rated their quality of life as neutral or below (63%), those who rated quality of life highly also found it easier to access an education provider
- Aged over 65 (63%), younger people found it easier to access an education provider
- Those who rated their health good or below (68%). This could be linked to age
- Those who rated their satisfaction with their free time as neutral or below (67%)

The main reason for having difficulty accessing an education provider was having a long distance to travel (42%); this was followed by not easily accessible by public transport (23%) and none or few education providers being available in the area (17%). All other reasons were mentioned by 7% or less.

### Community Sense of Community



71% of Marlborough residents in the 2008 survey agree to having a sense of community with others in their local neighbourhood. There were similar levels of agreement across Marlborough, although it was a little lower in Blenheim and Renwick.

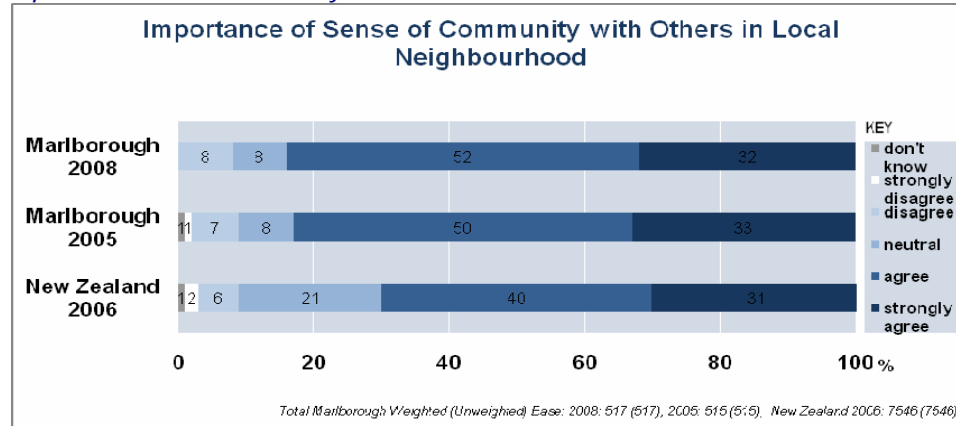
The 2008 survey results are similar to the Marlborough 2005 survey results. A higher proportion of Marlborough residents agreed there was a sense of community with others in the local neighbourhood than was the case with the National Indicators (2006) survey results where only 59% of residents agreed with this statement.

Those who were less likely to agree or agree strongly that there was a sense of community with others in the local neighbourhood were:

- Those who felt people can not be trusted (61%)
- Aged 15 - 24 (61%), those aged over 65 were more likely to agree there was a sense of community with others in the local neighbourhood (83%)
- Those who felt stressed most of the time or always (59%)

- Those who felt lonely or isolated sometimes or often (55%), in particular, only 35% agreed with this statement compared to 50% for those who felt lonely or isolated rarely or never (52%)
- Those who rated their quality of life as neutral or below (52%), those who had an extremely good quality of life were more likely to agree there was a sense of community with others in the local neighbourhood (80%)

### Importance of Sense of Community

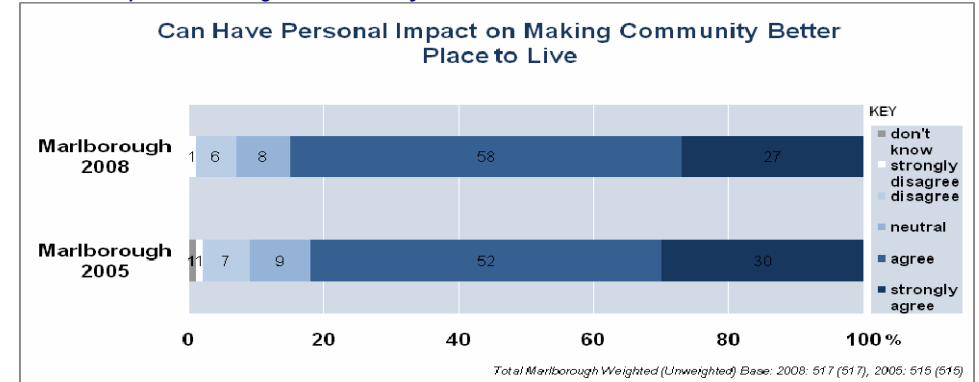


The majority (84%) of Marlborough residents in the 2008 survey agreed it is important to have a sense of community with others in their local neighbourhood. There were similar levels of agreement across Marlborough although those living in Picton were less likely to agree strongly with this statement (20%).

The 2008 survey results were similar to the Marlborough 2005 survey findings but were higher than the National Indicators (2006) survey results where 71% agreed with this statement.

Those aged 15-24 were less likely to agree it is important to feel a sense of community in the local neighbourhood (73%).

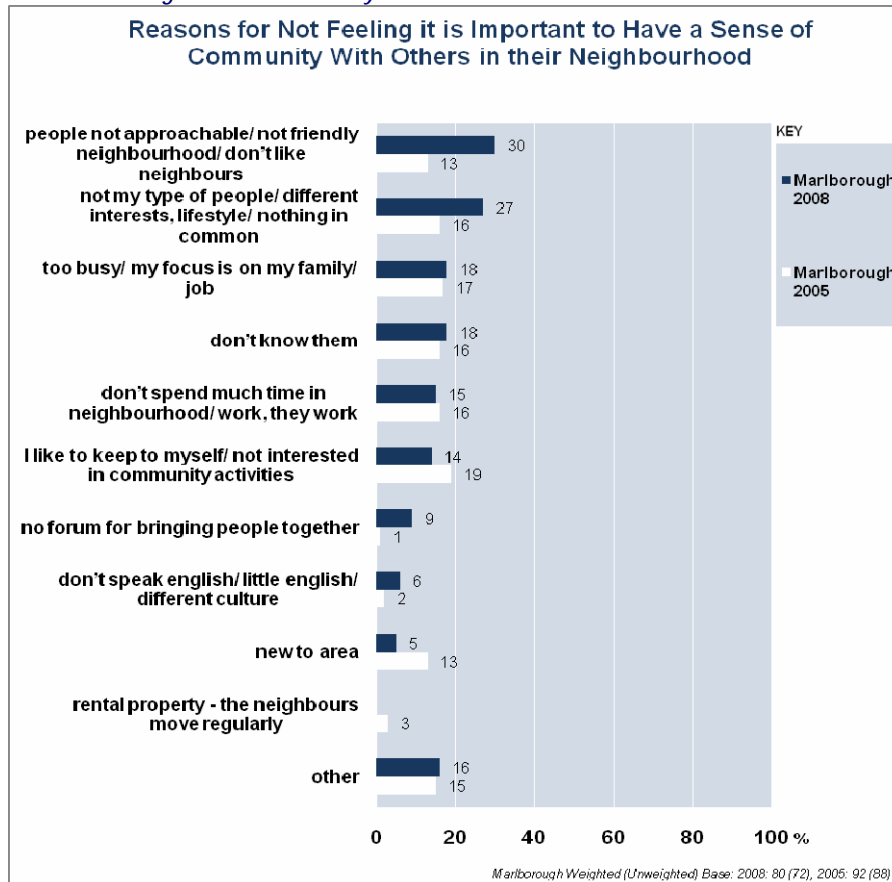
### Personal Impact on Making the Community A Better Place to Live



85% of Marlborough residents in the 2008 survey agreed that individuals can have a personal impact on making the community a better place to live. Results were similar across Blenheim and Renwick, Picton and other Marlborough areas.

The 2008 survey results were similar to those in the Marlborough 2005 survey where 82% agreed that individuals can have a personal impact on making the community a better place to live. This question was not asked in the National Indicators (2006) survey.

## Reasons Not Feeling Sense of Community

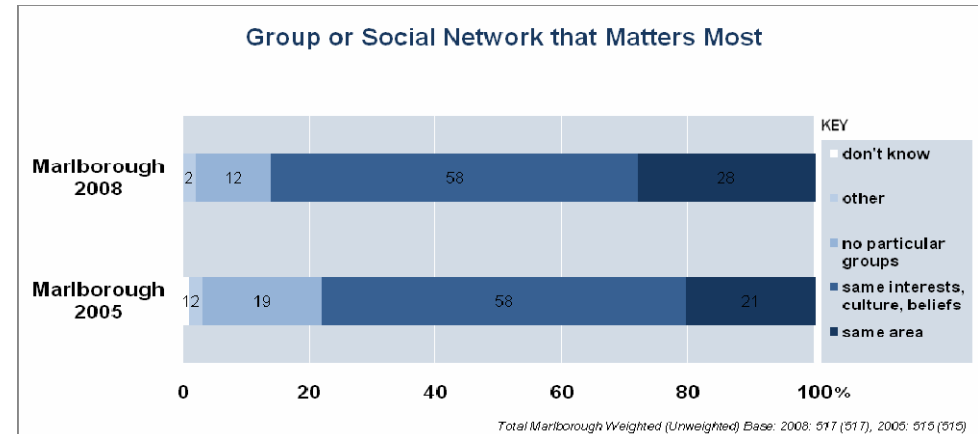


The main reason given by Marlborough residents in the 2008 survey for not feeling like there was a sense of community in their local area was that people are not approachable (30%). This was followed by not my type of people (27%). The percentage of people giving these reasons had significantly increased when compared to the Marlborough 2005 Survey data. Residents in Blenheim and Renwick were more likely to give these reasons compared to residents of Picton and other Marlborough areas. 18% of residents identified the reason as being too busy or not knowing people.

Most reasons given in the 2008 survey were similar to those stated in the Marlborough 2005 survey with the exception of the top two reasons, people not being approachable and not my type of people. Both reasons had increased significantly between surveys. This question was asked in a different format in the National Indicators (2006) survey and therefore results are not comparable.

## Social Networks and Neighbourhood Groups

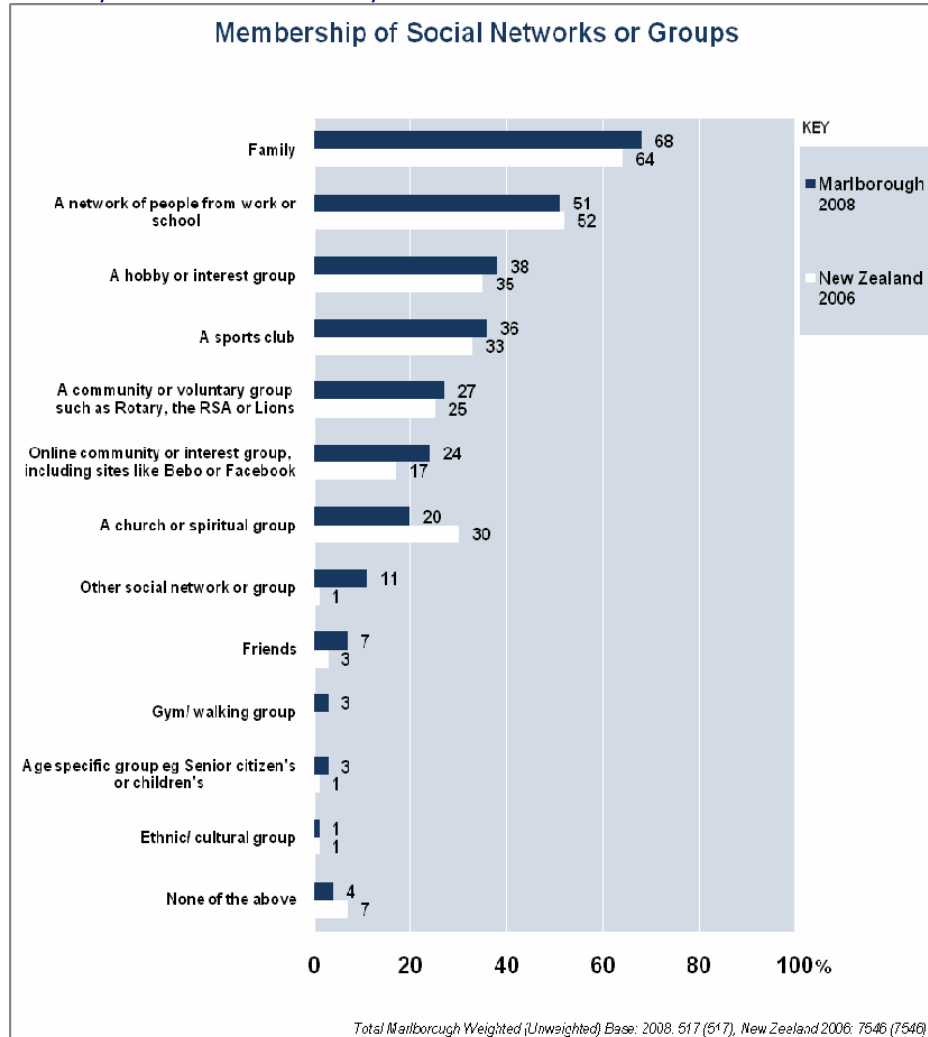
### Social Networks



28% of Marlborough residents in the 2008 survey had their social network made up of people that live in the same area. 58% were people who share the same interests, culture or beliefs. Only 12% had no particular groups. Results were similar across Marlborough, although area dependant networks appear to be more common in rural areas, while interest/ cultural networks more common in the townships.

Fewer residents in the 2008 survey had no particular group (19% in 2005 to 12% in 2008) and more residents had social networks among people that lived in the same area as them (21% in 2005 to 28% in 2008).

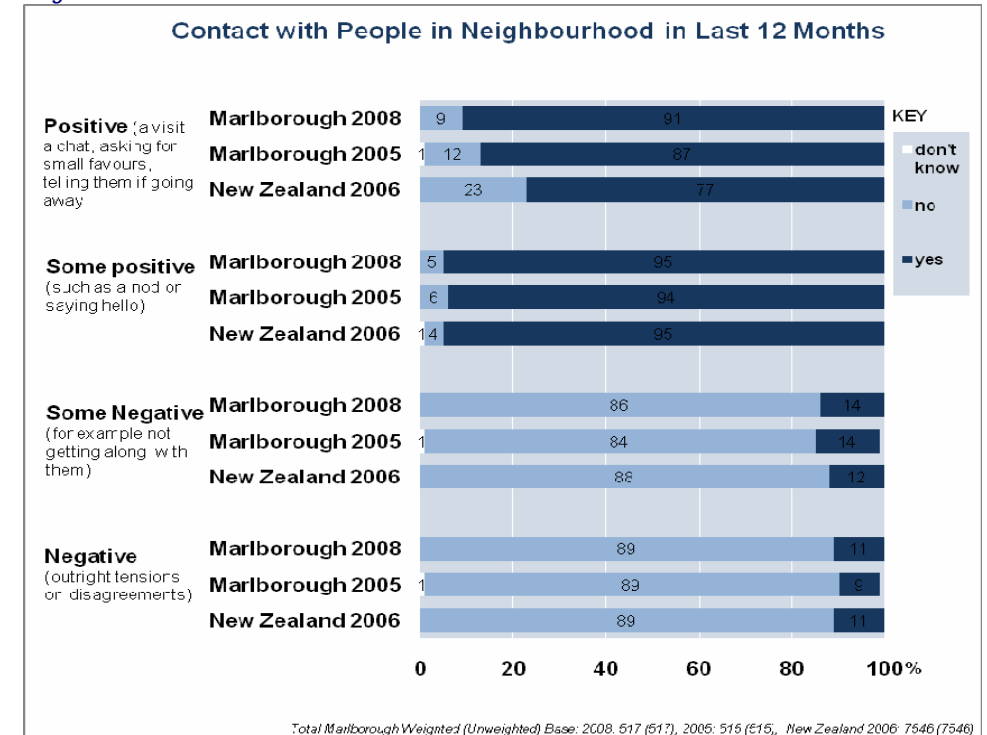
## Membership of Social Networks or Groups



Residents in the Marlborough 2008 survey identified family as the most common network with 68% identifying it, just over 51% have a network of people from work or school. Over a 35% belong to a hobby or interest group (38%) or a sports club (36%). Community or voluntary groups are belonged to by 27% of residents, 24% belong to an online community or interest group and a further 20% belong to a church or spiritual group. More residents from Blenheim and Renwick belong to sports clubs and have networks of people from work or school. Fewer Picton residents belong to community or voluntary groups.

The results are similar to the National Indicators (2006) survey results with the exception of membership to church or spiritual groups where fewer Marlborough residents belong (20% Marlborough compared with 30% New Zealand), although this is compensated for by belonging to other social networks or groups in Marlborough (11% Marlborough, 1% National). This question was not asked in the Marlborough 2005 survey.

## Neighbourhood Contact



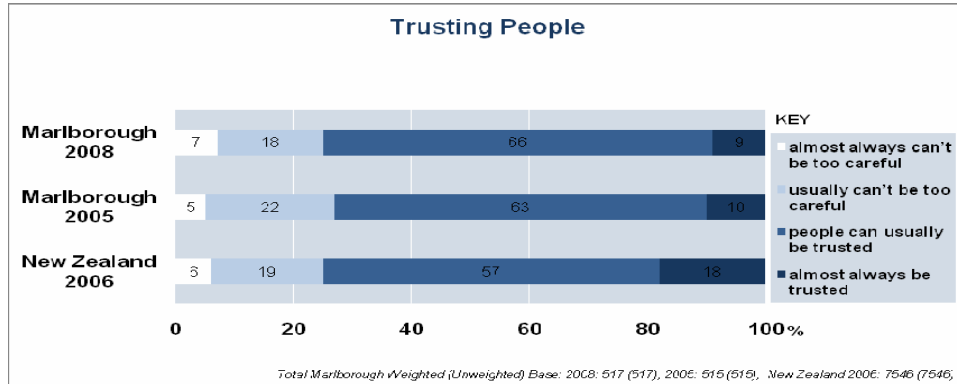
Most (91%) Marlborough residents in the 2008 survey had experienced positive contact (such as a visit, a chat when they saw them, asking each other for small favours, telling them if they were going away) with the people in their neighbourhood in the last 12 months. Nearly all Marlborough residents (95%) had experienced some positive contact (such as a nod or saying hello) in the last 12 months.

Most Marlborough residents (86%) stated they had not experienced some negative contact (for example not getting on with them) in the last 12 months. Most Marlborough residents (89%) stated they had not experienced negative contact (where there is outright tension or disagreements) in the last 12 months.

Results were similar across Marlborough, although there was a higher proportion of negative contact in other Marlborough areas than in Blenheim and Renwick and Picton.

The 2008 survey results were similar to those found in the Marlborough 2005 survey and the National Indicators (2006) survey. Although, Marlborough residents had experienced more positive contact than the National Indicator (2006) survey (77%).

## Trust

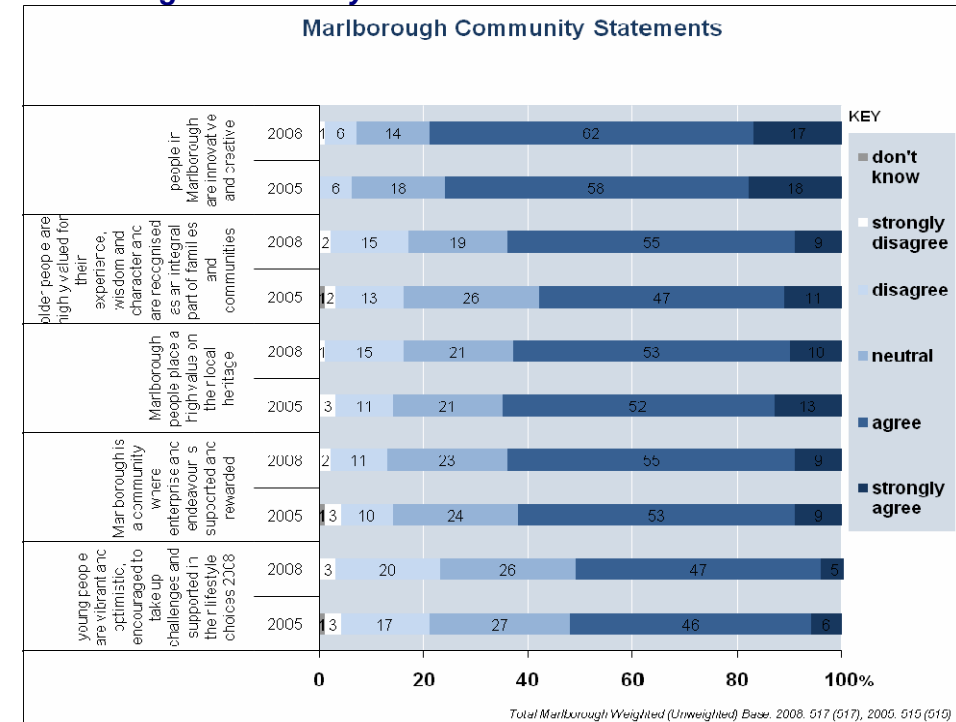


75% of residents in the Marlborough 2008 survey felt people could be trusted (66% usually and 9% always).

Residents from Picton were slightly less trusting than those from other areas (66% in Picton, 76% in Blenheim and Renwick and 77% in other Marlborough areas).

The 2008 survey results were similar to both the Marlborough 2005 survey and the National Indicators (2006) survey.

## Marlborough Community Statements



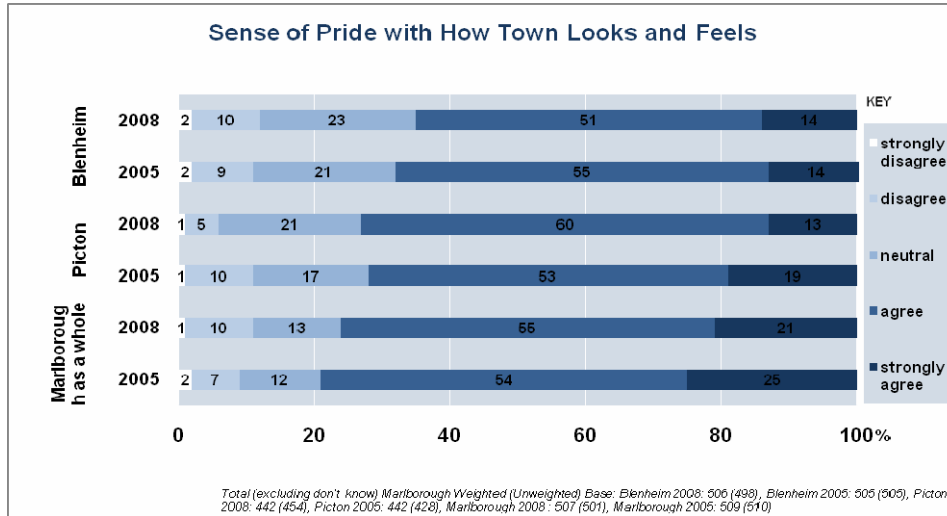
The statement that received the highest level of agreement from Marlborough residents in the 2008 survey was 'people in Marlborough are innovative and creative' at 79%. This was followed by 'Marlborough is a community where enterprise and endeavour is supported and rewarded' and 'older people are highly valued' both at 64%. Over three fifths (63%) agreed that 'Marlborough people place high value on their local heritage'. Just over 52% agreed 'young people are vibrant and optimistic, encouraged to take up challenges and supported in their lifestyle choices'.

Residents from other Marlborough areas had lower levels of agreement across most statements.

The 2008 survey results were similar to the Marlborough 2005 survey with no significant shifts in the level of agreement noted. This question was not included in the National Indicators (2006) survey.

**Pride in Town**

*Pride in the Town's Look and Feel*

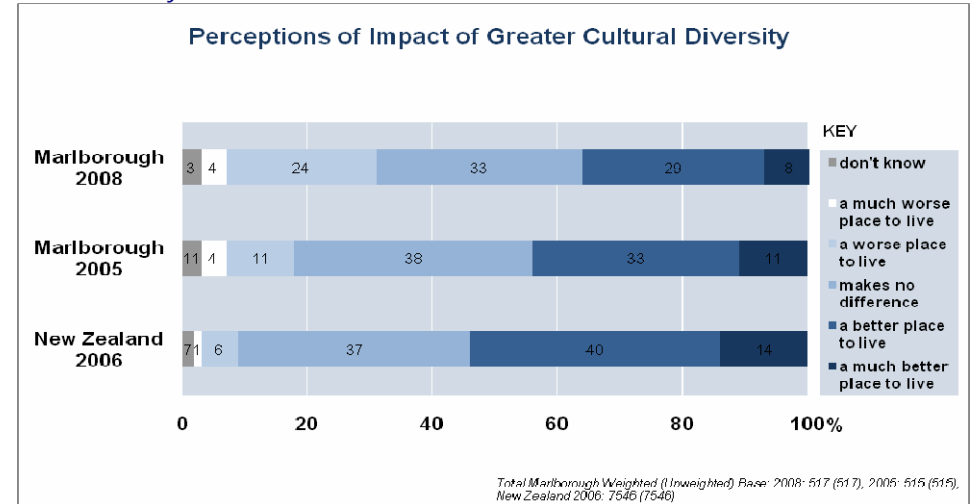


Agreement among residents in the 2008 survey was highest for Marlborough in general with 76% agreeing they had a sense of pride in the way Marlborough looked and felt. This was closely followed by Picton, where 73% agreed they felt a sense of pride. Blenheim had 65% agree they felt a sense of pride in how the town looks and feels.

The 2008 survey results are similar to the Marlborough 2005 survey results. The National Indicators (2006) survey included a question similar to but not directly comparable to this question.

Residents of Marlborough as a whole were most proud of Marlborough due to the nice scenery (35%) and 14% identified that it is clean and free of litter. 66% of those residents with a lack of pride about Marlborough stated negative feelings about the vineyards and a need for better maintenance of the town as their reason.

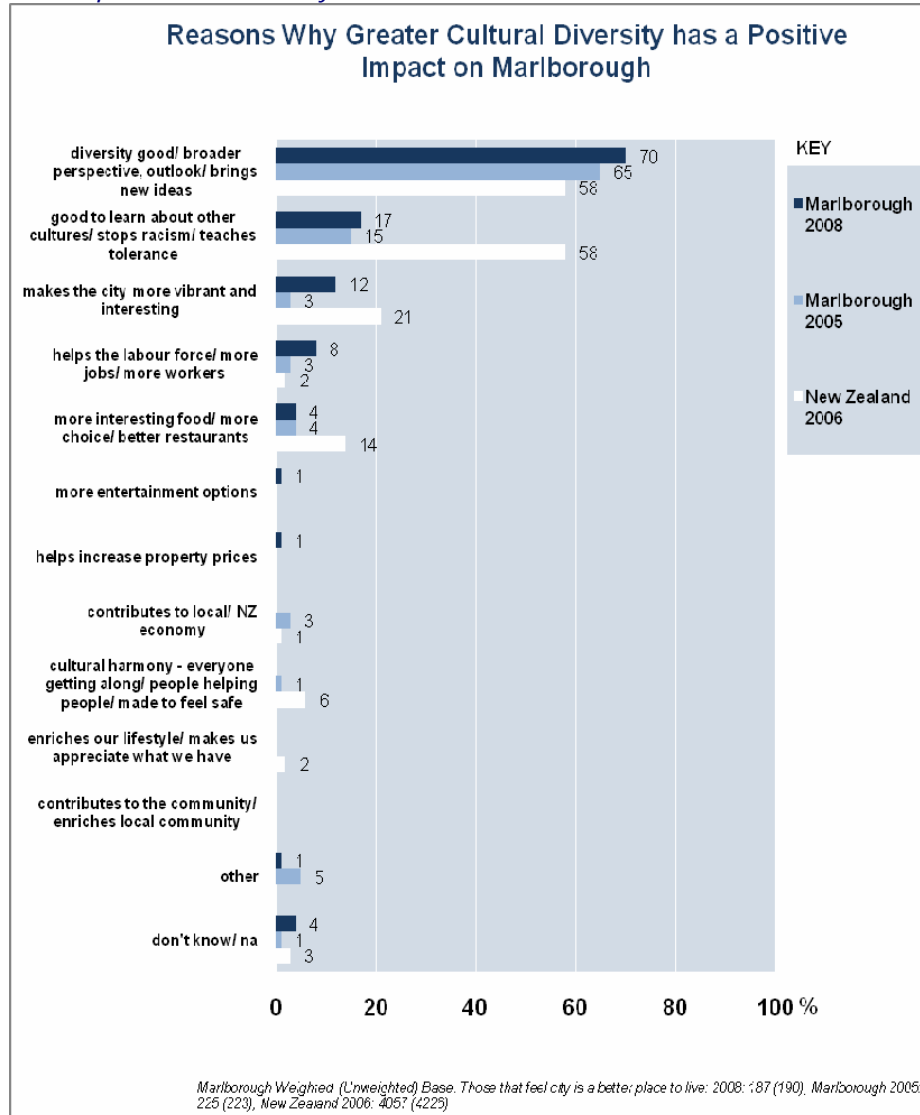
**Cultural Diversity**



37% of Marlborough residents in the 2008 survey identified greater cultural diversity as having a positive impact. However, 28% believed cultural diversity has had a negative impact in Marlborough. Results were similar across Blenheim and Renwick, Picton and other Marlborough areas.

The 2008 survey results showed a significantly lower level of support for cultural diversity than both the Marlborough 2005 survey and the National Indicators (2006) results.

## Positive Impact of Cultural Diversity

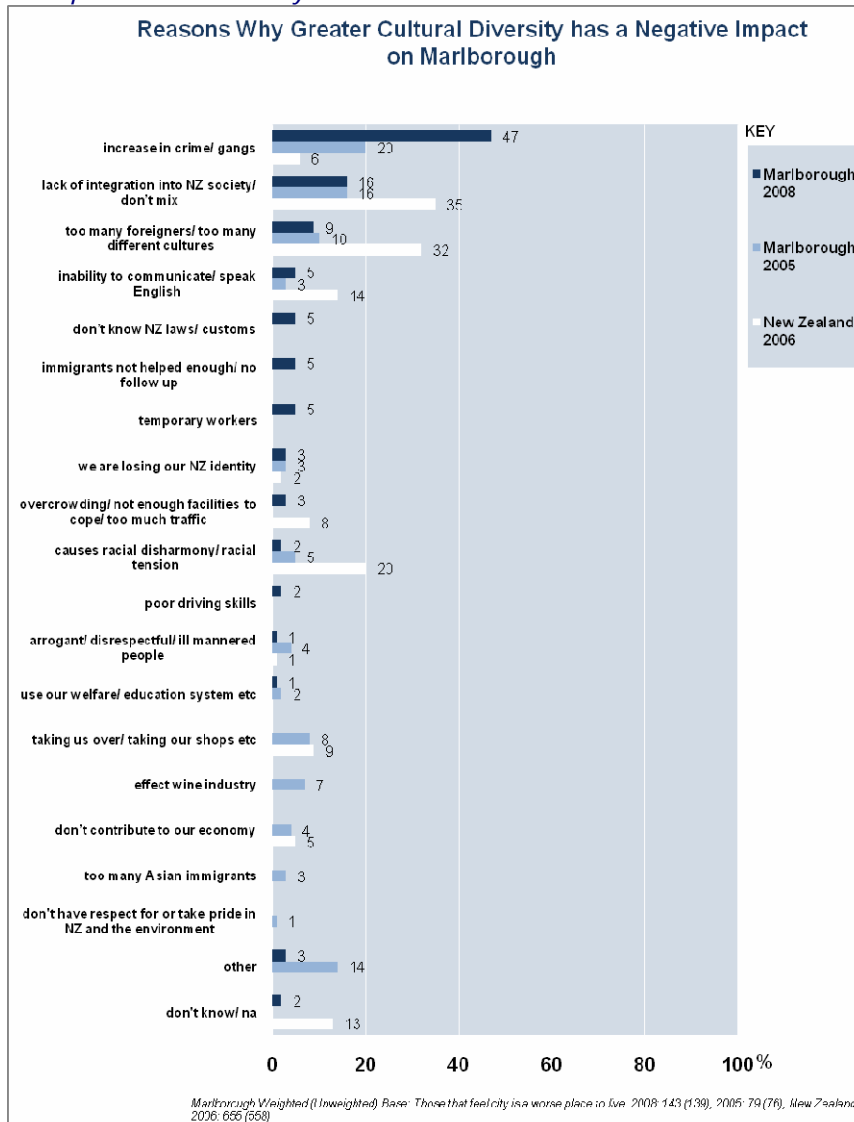


The 2008 survey results were similar to the Marlborough 2005 survey, although more residents in 2008 survey appreciated that cultural diversity makes the city more vibrant and interesting.

In the National Indicators (2006) a substantially higher proportion of residents identified positive impacts as being good to learn about other cultures and teaches tolerance (58% compared to 17% in Marlborough).

The most common reason Marlborough residents in the 2008 survey consider cultural diversity as positive was that it provides greater diversity, a new outlook and fresh ideas (70%). A further 17% believed it stops racist behaviours, teaches tolerance and encourages learning about other culture this is well below the National Indicators (2006) survey result where this reason was given by 58% of residents. Results were similar across Blenheim and Renwick, Picton and other Marlborough areas.

## Negative Impact of Cultural Diversity



Results were quite similar to the Marlborough 2005 survey, except there was a large increase in the proportion of residents citing an increase in crime and gangs as their reason for negative feelings (20% in 2005 to 47% in 2008). The Marlborough 2008 survey results show a significant increase in crime and gangs as being a bigger issue than the National Indicators (2006) survey. However, a high proportion of New Zealand Indicator survey respondents, (as compared to Marlborough) saw the negative impacts as a lack of integration into New Zealand (35%), too many foreigners (32%), causes racial disharmony (20%) and inability to speak English (14%).

47% of Marlborough residents in the 2008 survey cited their reason for negative feeling towards greater cultural diversity as the increase in crime and gangs. 16% also identified a lack of integration into New Zealand society.

Results were similar across Blenheim and Renwick, Picton and other Marlborough areas.