

Social connectedness and belonging: Understanding links with socioeconomic indicators from the Quality of Life Project

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AUCKLAND PLAN 2050

Outcomes

What the plan aims to achieve



NGĀ HAPORI
MOMOHO
THRIVING
COMMUNITIES
STRATEGY
2022-2032

PUTTING *Community*
Wellbeing AT THE
HEART OF ALL WE DO.



Housing



Built & Natural
Environment



Local Issues

Council Processes



Quality of Life

Employment &
Economic



Transport

Climate Change



Health & Wellbeing

Culture & Identity

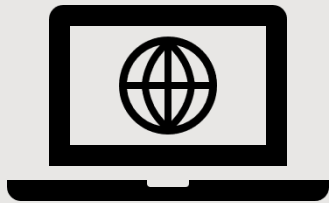


Community & Social



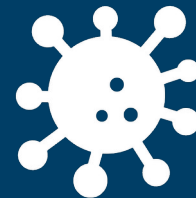


**Main sampling
frame: NZ Electoral
Roll**



**88% completed the
survey online**

**2612 Auckland
residents**
Minimum of 100
respondents per local board



**2022: A focus on
understanding
COVID-19 impacts**



Overall, Aucklanders report varying levels of social connection and inclusion with others



Three-quarters **(75%)** said they had taken part in a social network or group in the previous 12 months

71% said it was **important to them to feel** a sense of community with others in their neighbourhood...



... **but only 47%** said they did feel a sense of community with others in their neighbourhood



Over half **(56%)** felt accepted and valued by others in their local area

47% said they had never or rarely felt lonely in the previous 12 months



12% said they **always/most of the time** felt lonely

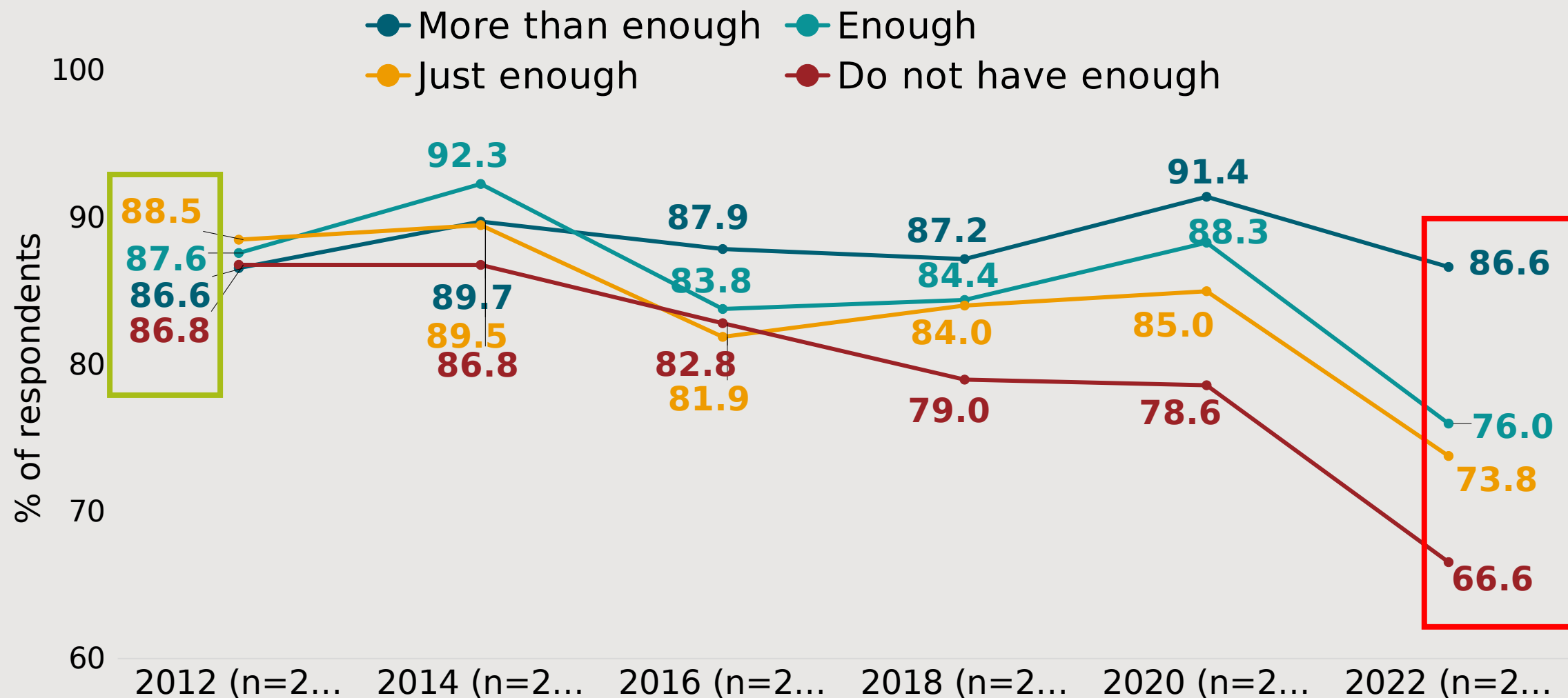


... but there are persistent and significant differences in social connection across Auckland

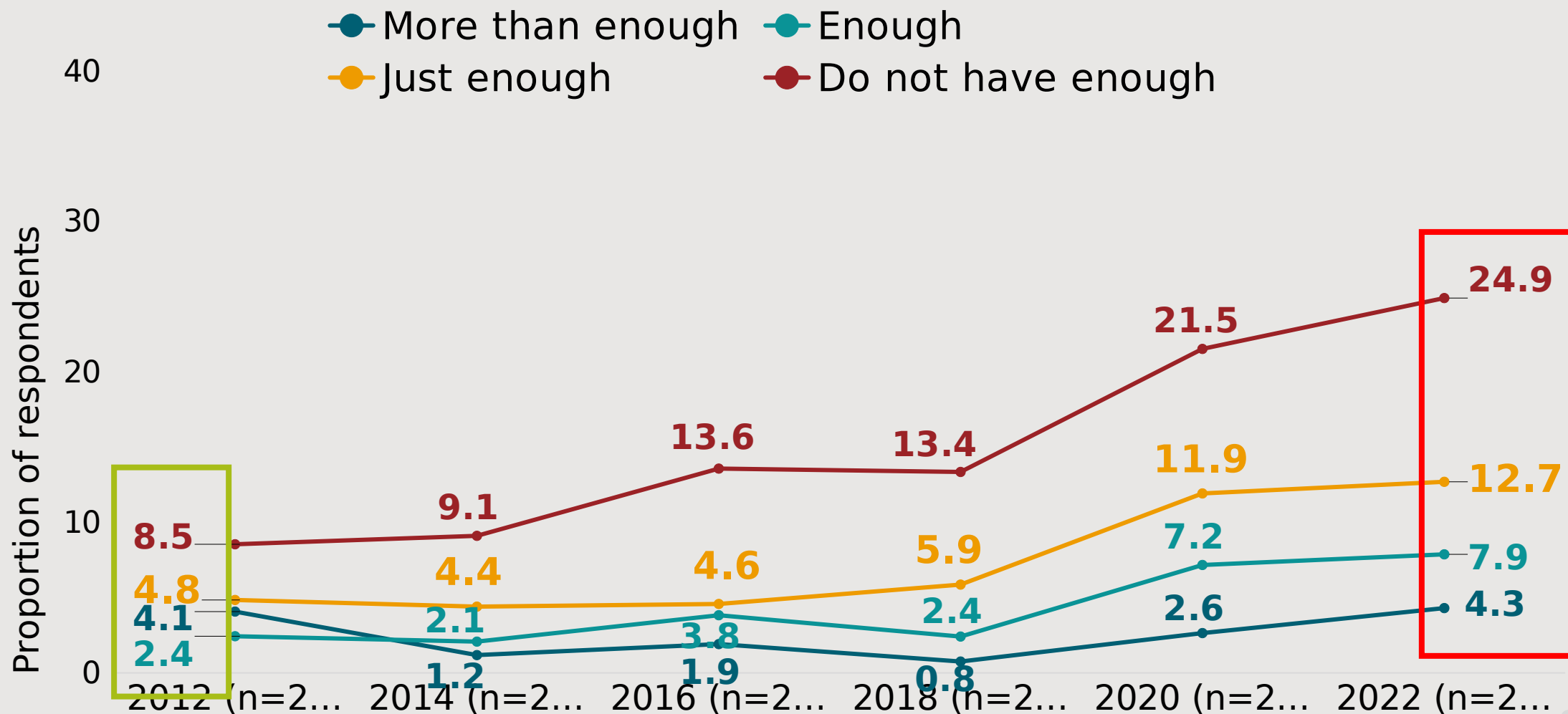
More than enough money (n=316)	Enough money (n=829)	Just enough money (n=882)	Not enough money (n=459)	
50 %	49 %	48 %	39 %	... felt a sense of community with others
4%	8%	13 %	25 %	... always/most of the time felt lonely
87 %	76 %	74 %	67 %	... participated in a social network/group
66 %	62 %	55 %	43 %	... felt accepted/valued by others in their local area



% who participated in at least one type of social network or group (2012-2022)



% who always or most of the time had felt lonely (2012-2022)



Strong relationships between income adequacy and age and ethnic identity

Those with enough or more than enough money were more likely to be:

- Aged 65 years and over
- European
- Living in a 2-person household
- Owner-occupiers
- Living in a Quintile 1 area
- Household income of more than \$100,000
- A current business owner
- Not living with a disability

Those who did not have enough money were more likely to be:

- Aged 18 to 24 years old
- Māori or Pacific
- Living in a household of at least 4 people
- Private or social renters
- Living in a Quintile 5 area
- Household income of \$60,000 or less
- Living with a disability



Implications

- Overall Auckland results mask variation in social connectedness, belonging, and inclusion
- Perceptions of low income adequacy – useful marker to identify who is struggling with connectedness
 - Impacts on specific age and ethnic groups – clustering of demographic attributes

For Auckland Council: changing the way we work with communities, targeting investment to foster belonging for specific groups (equity lens).



Thank you Questions

QoL research is available on:

Knowledge Auckland

<https://www.qualityoflifeproject.govt.nz/>

