

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

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30 August 2023

Research and
Evaluation Unit

RIMU



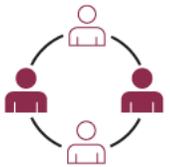
QUALITY OF LIFE



AUCKLAND PLAN 2050

Outcomes

What the plan aims to achieve



Belonging and Participation



Māori Identity and Wellbeing



Homes and Places



Transport and Access



Environment and Cultural Heritage



Opportunity and Prosperity



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 

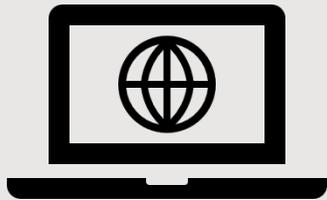


Community & Social





**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

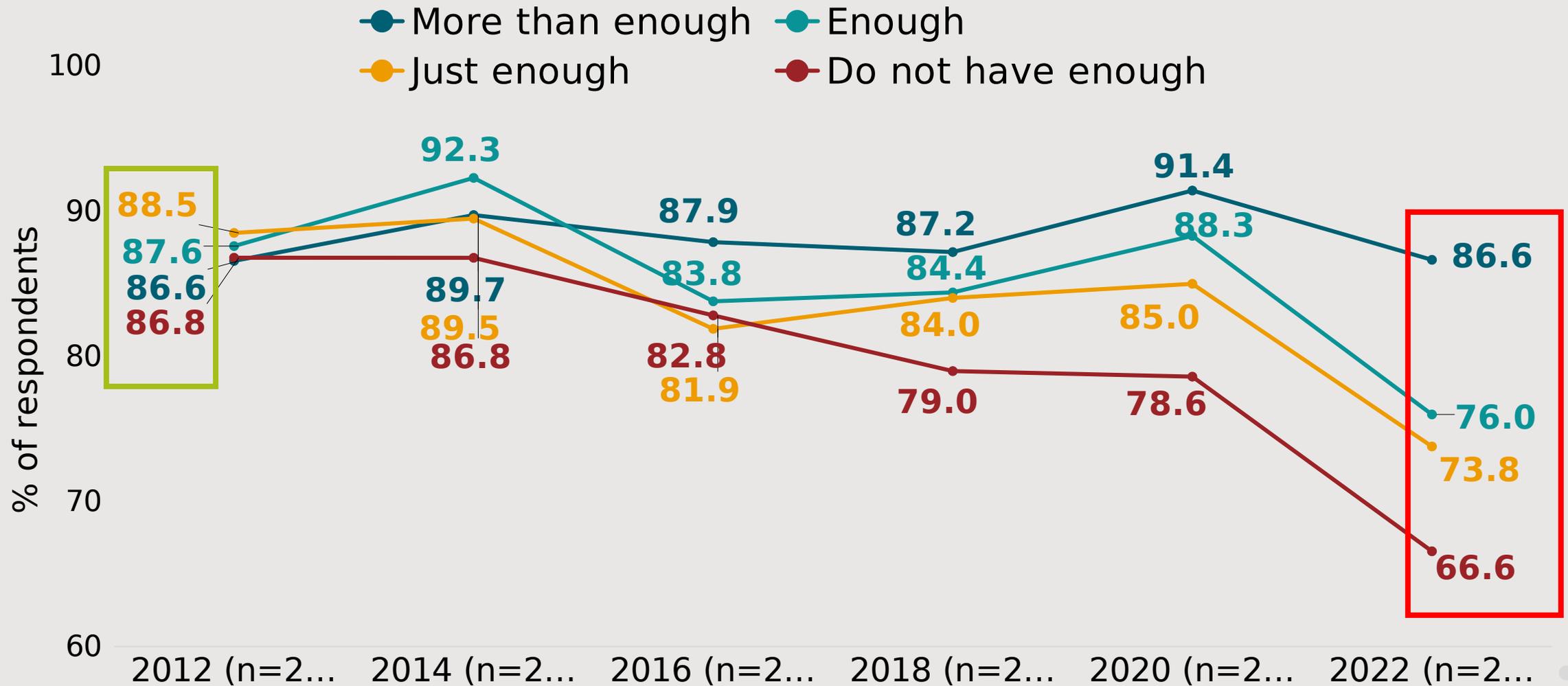


... but there are persistent and significant differences in social connection across Auckland

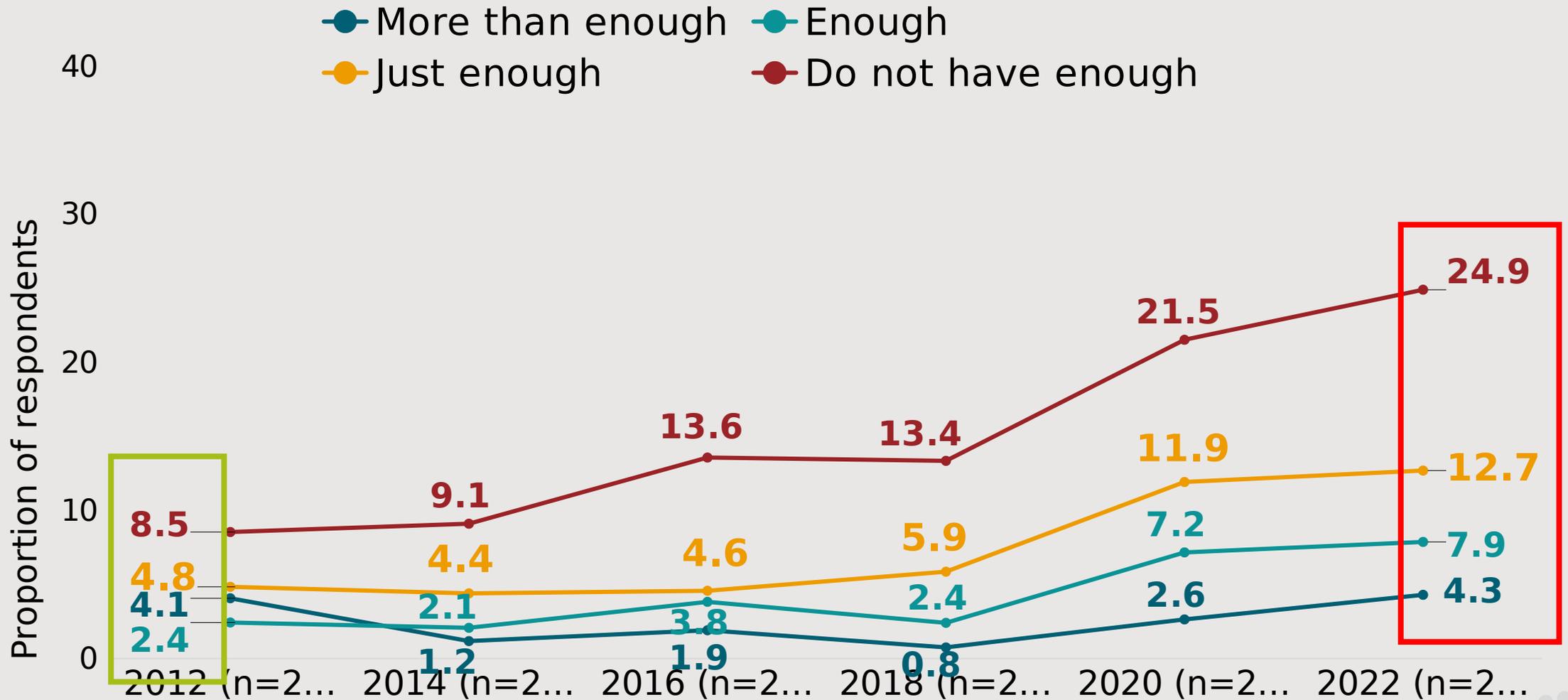
More than enough money (n=316)	Enough money (n=829)	Just enough money (n=882)	Not enough money (n=459)	
50%	49%	48%	39%	... felt a sense of community with others
4%	8%	13%	25%	... always/most of the time felt lonely
87%	76%	74%	67%	... participated in a social network/group
66%	62%	55%	43%	... felt accepted/valued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

