

Insights Report

Perceptions of alcohol (sale and supply) in Hamilton

3 February – 24 February

Hamilton City Council
Te kaunihera o Kirikiriroa

Background

- Council resolved, at the Long-Term Plan meeting on 11 February 2025, for staff to undertake research and pre-consultation to inform the development of a Draft Local Alcohol Policy.
- The purpose of this research is to assess community perceptions of alcohol-related problems and current licensing practices in Hamilton, and to understand whether residents believe additional rules are needed around the sale of alcohol. The findings, alongside industry data and research, will support Elected Members with the decision to either end the process here or to proceed with drafting a Local Alcohol Policy (LAP).
- The survey was about community experiences and preferences. It did not ask whether respondents supported or opposed the development of an LAP.
- This consultation was opt-in and was live from 3 February – 24 February.
- We received a total of **450 submissions** – from 422 individuals and 14 representatives of organisations. A further 14 respondents did not indicate whether their submission was made on behalf of an individual or organisation.
- Te Koohao Health coordinated 44 unique individual submissions.

Processing feedback

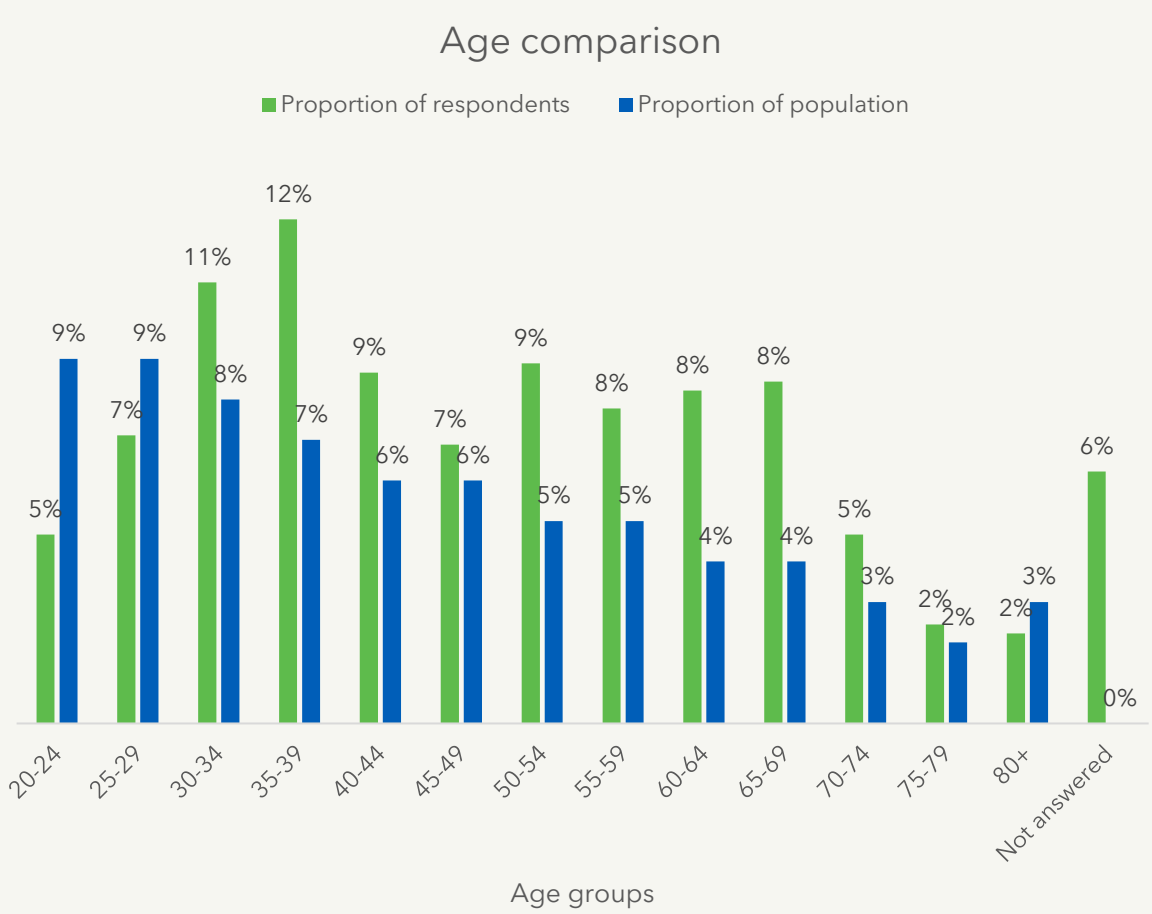
- Any emails or hardcopies were entered into our online survey tool.
- The majority of our submissions were made through our online survey tool, hosted on Council's Have Your Say page.
- Any attachments were manually checked.
- Copilot was used to analyse comments with all findings reviewed and quality-assured by a Research & Insights Advisor.
- Counts and percentages were calculated using Microsoft Excel. Text comments were grouped into themes.

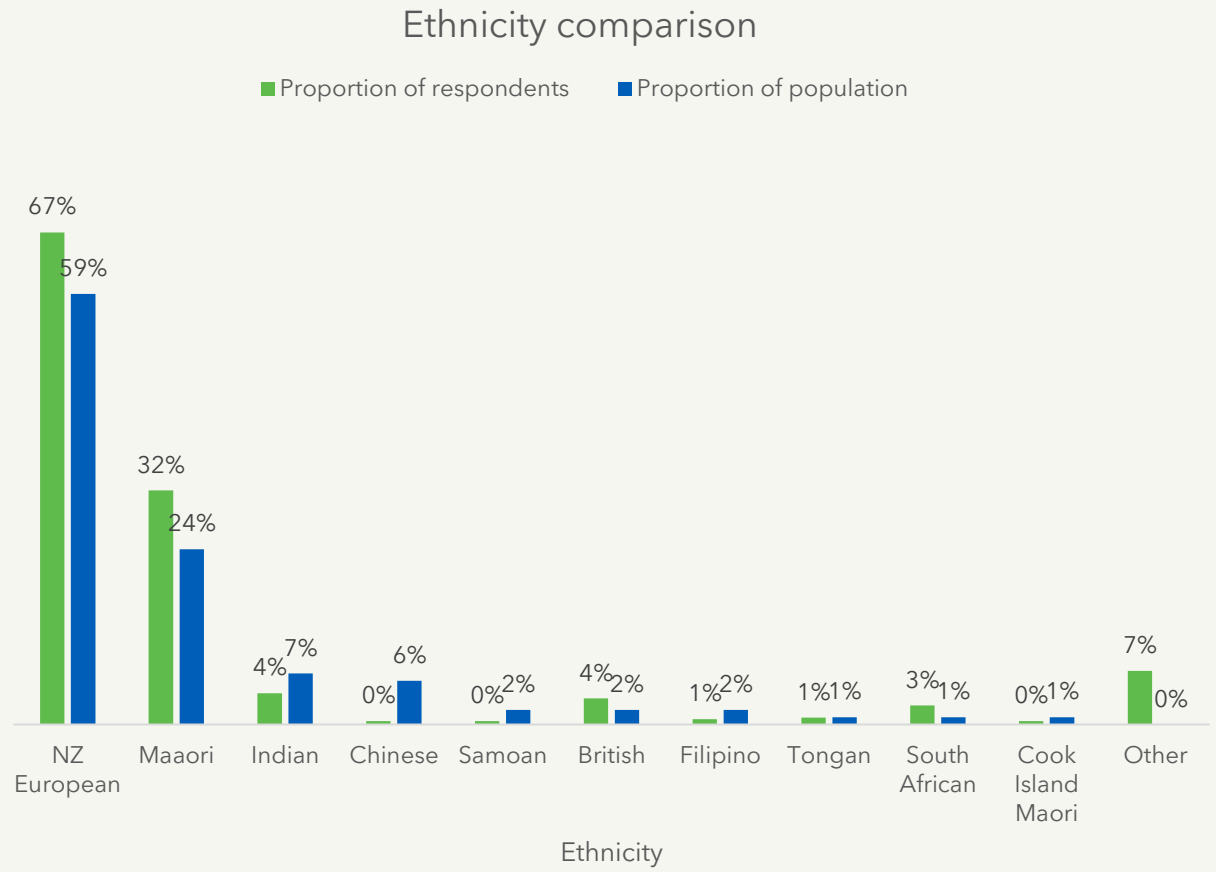


Submission insights

Individual responses

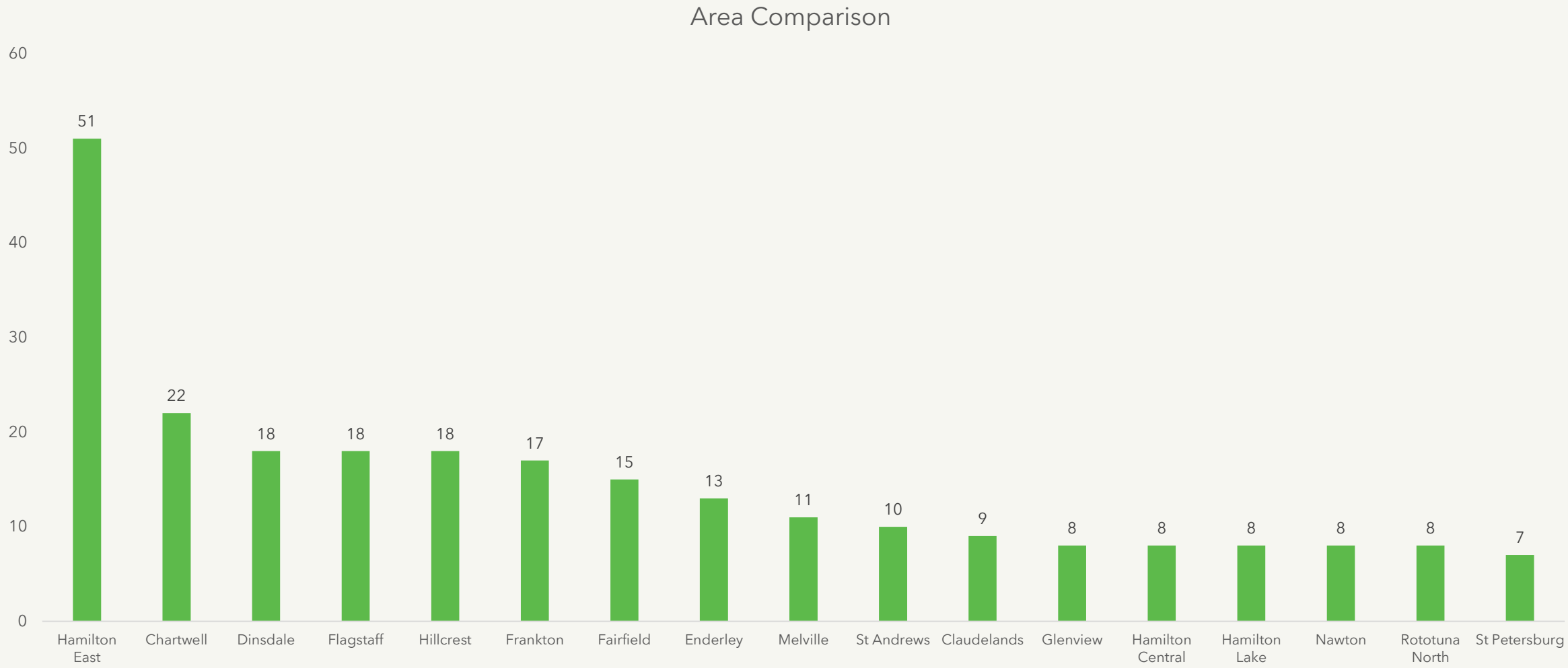
About our respondents





421 of the 450 respondents disclosed their age.
1 respondent was under 16 and 1 respondent was 16-19.
Respondents could select more than one ethnicity.

About our respondents



350 of the 450 individual respondents mentioned their location through have your say page.
52 respondents submitted via email and did not provide their location

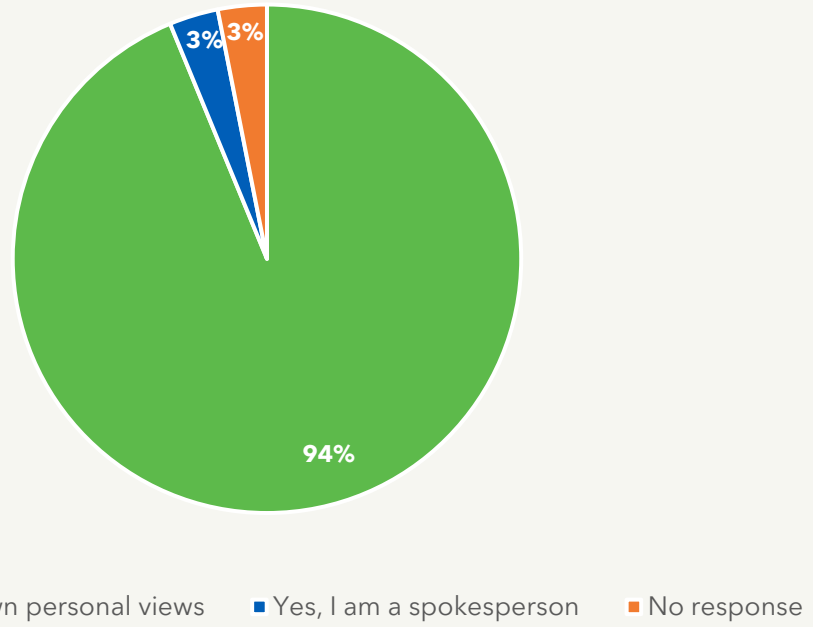
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Who we heard from

Where respondents live

- 89% of respondents (n = 402) live in Hamilton
- 11%, (n = 48) of respondents indicated they live outside Hamilton (including 10 from Waipaa district, 31 from Waikato district)

Are you giving feedback on behalf of an organisation?



About our respondents

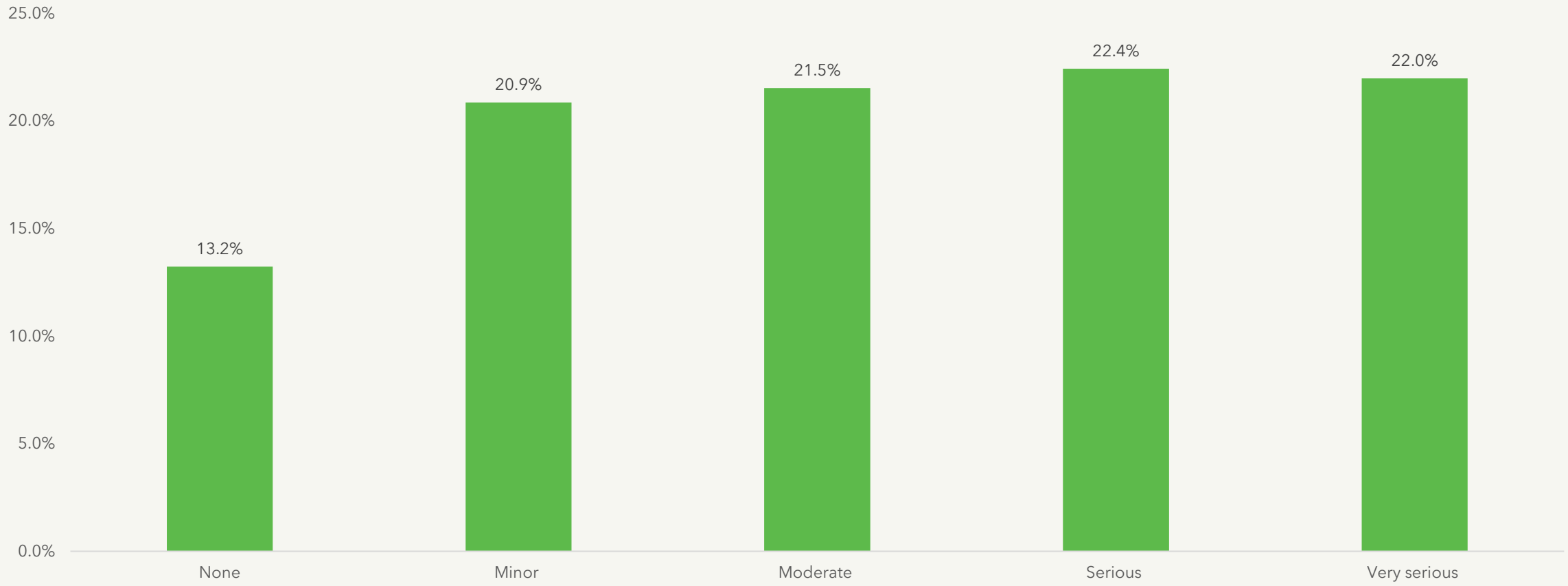
What type of alcohol licence do you hold?

I have an off-licence	9
I have an on-licence	11
I have a club-licence	1
I have a Manager's Certificate	12

Note : 16 respondents hold an alcohol licence, some hold multiple licences.

Alcohol-related problems in the community

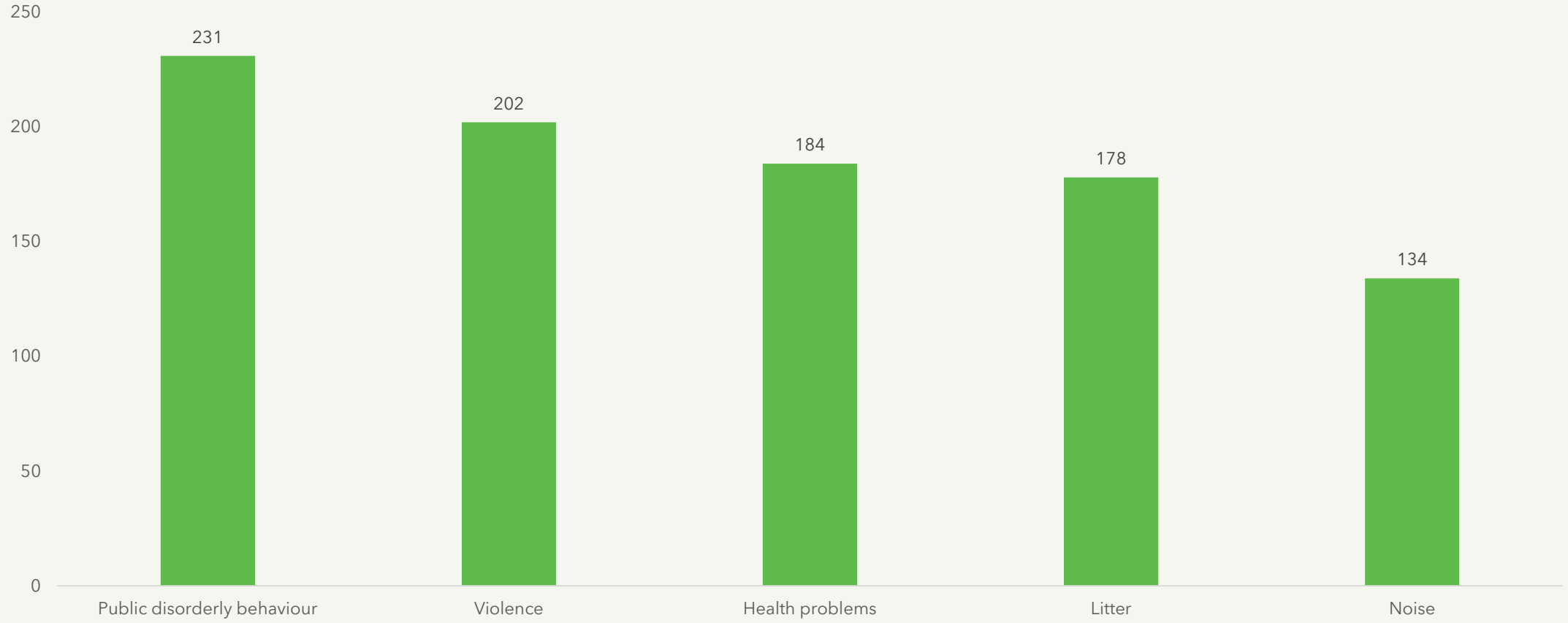
Do you think there are any alcohol-related problems in your community?



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Alcohol-related problems in the community

What are the alcohol-related problems in your community?



Note: respondents could choose multiple options.

Themes from individual responses for alcohol-related problems

"Tell us the reason for your response"



Public disorder & safety in public places

n = 97

"Living in Hamilton Central… people are visibly drunk and drinking in the streets… loud, littering, approaching random people."



Family harm & domestic violence

n = 45

"Alcohol misuse… contributes to whaanau violence and unsafe home environments, impacting tamariki."



Safety risks from alcohol-related litter and broken glass

n = 28

"Broken glass is often found on footpaths… a danger to children and pets."



Health and wellbeing impacts associated with alcohol use

n = 42

"I am an AOD clinician… people presenting with significant alcohol-related problems at an increasingly early age."



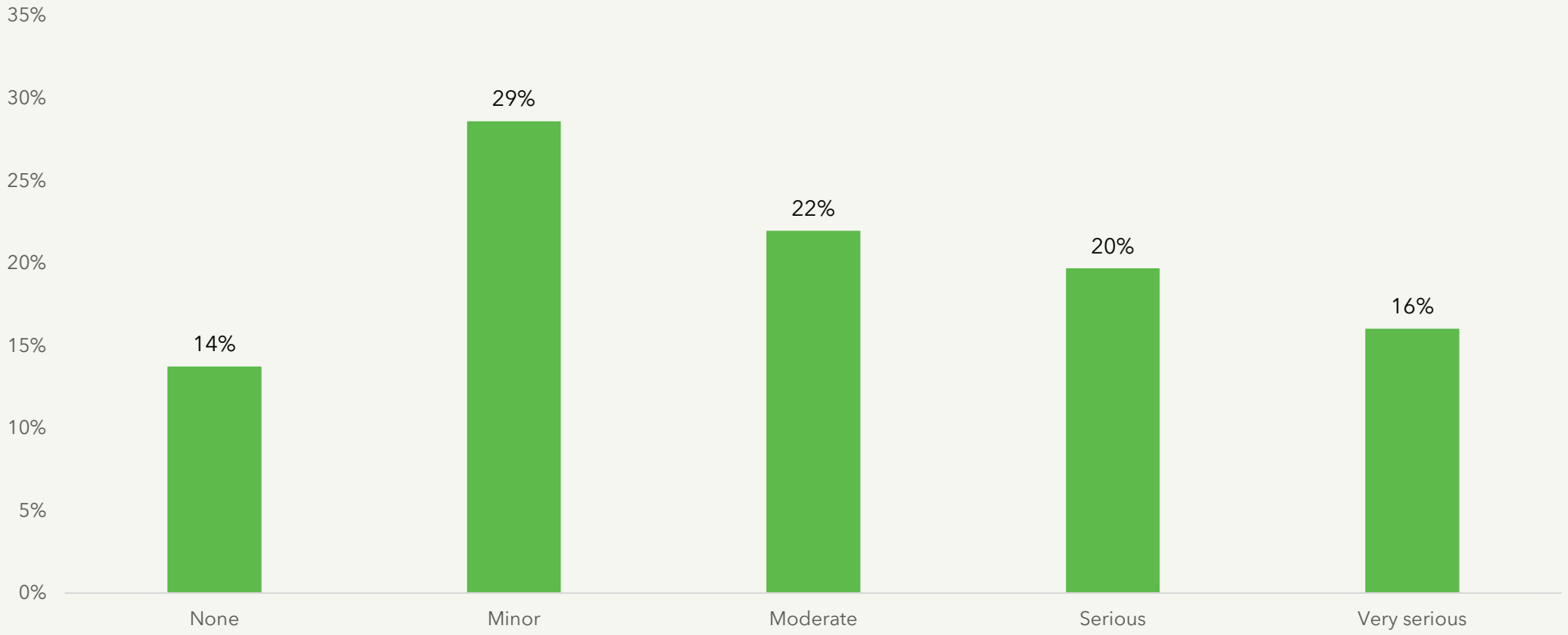
Little to no alcohol-related concern expressed

n = 43

I have not noticed any concerning alcohol related behavior.

Alcohol-related problems in public spaces

Do you think there are any alcohol-related problems in public spaces (including parks)?



51% of respondents felt the issues were minor to moderate.

Themes from individual responses for alcohol-related problems in public spaces

"Tell us the reason for your response"



Safety, intimidation & public disorder (incl. crime & vandalism)

n = 130

"You hear drunk people shouting in the neighbourhood – it's disgusting."



Litter, broken glass & alcohol-related waste

n = 64

"Empty cans, bottles and broken glass are everywhere in parks."



Homelessness & social vulnerability

n = 33

"I'd say homelessness is more of an issue (alcohol being a factor of that)"



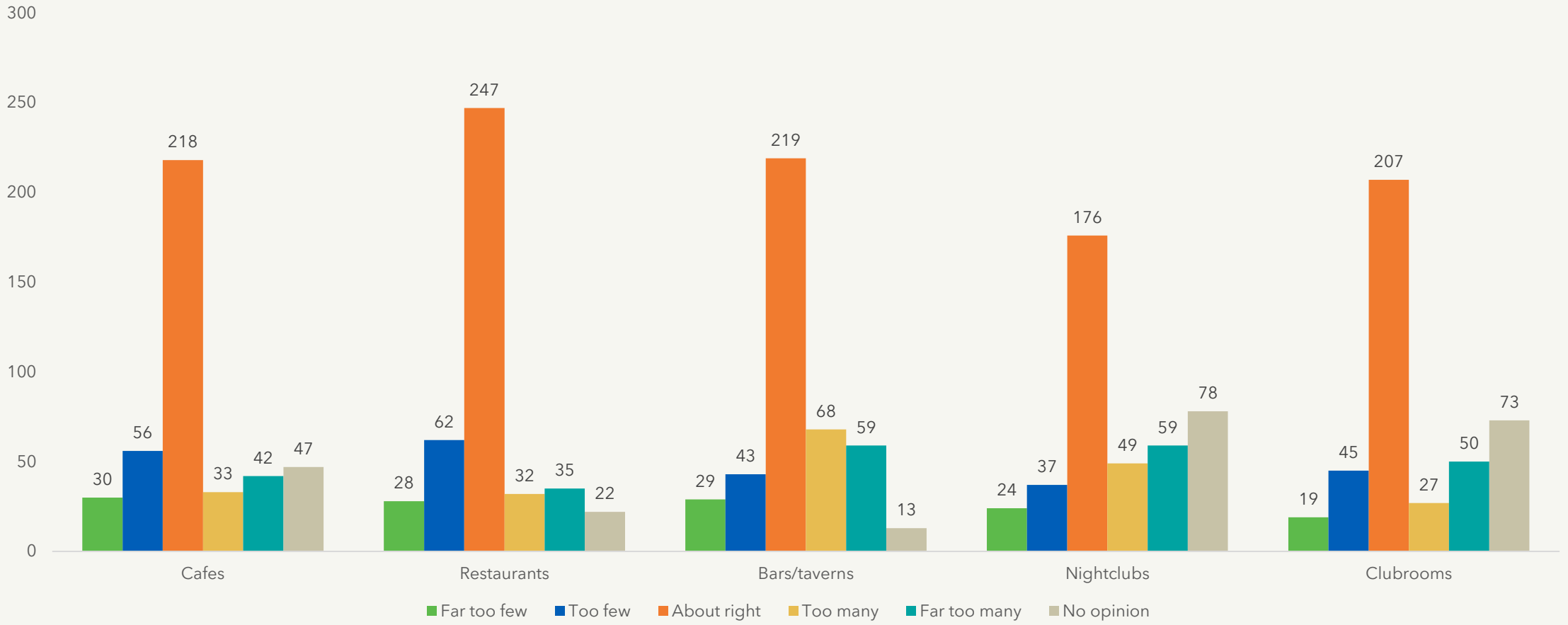
Drinking in public spaces

n = 23

"Teens meet in parks to drink RTDs and leave broken bottles behind."

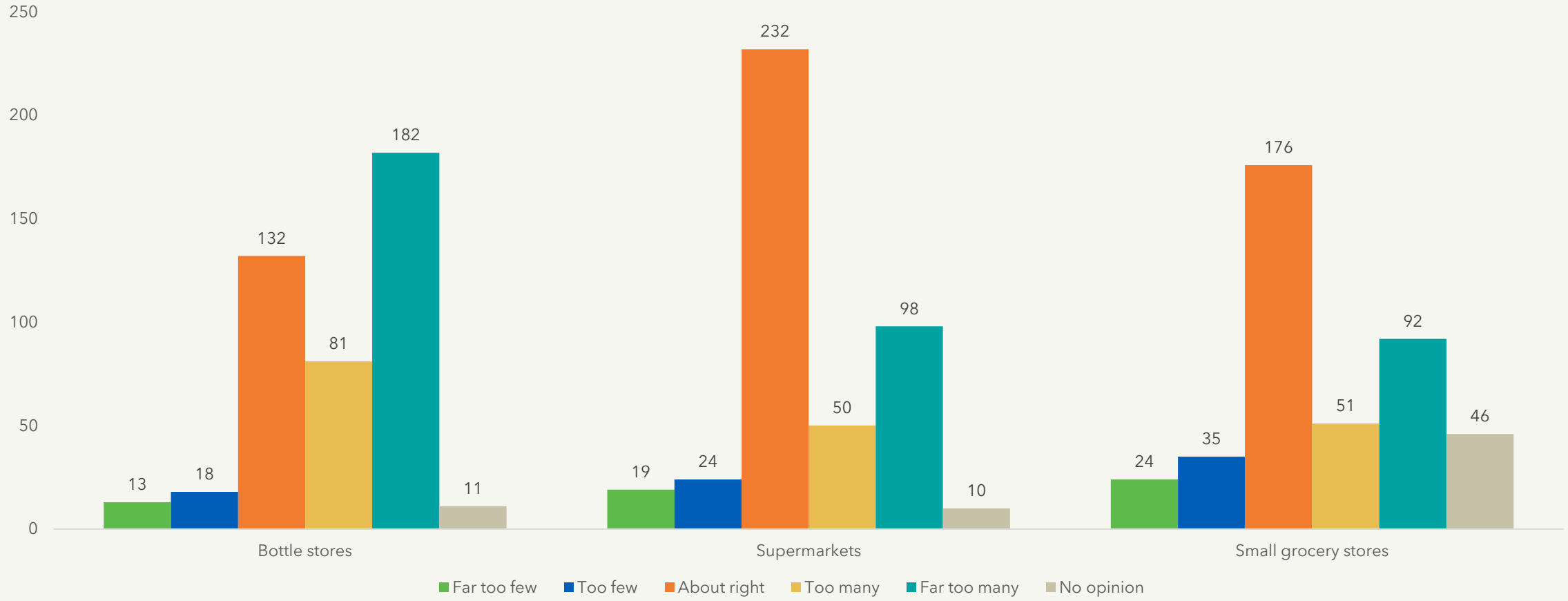
On-licence places that sell alcohol

What do you think about the number of places that sell alcohol in your area?



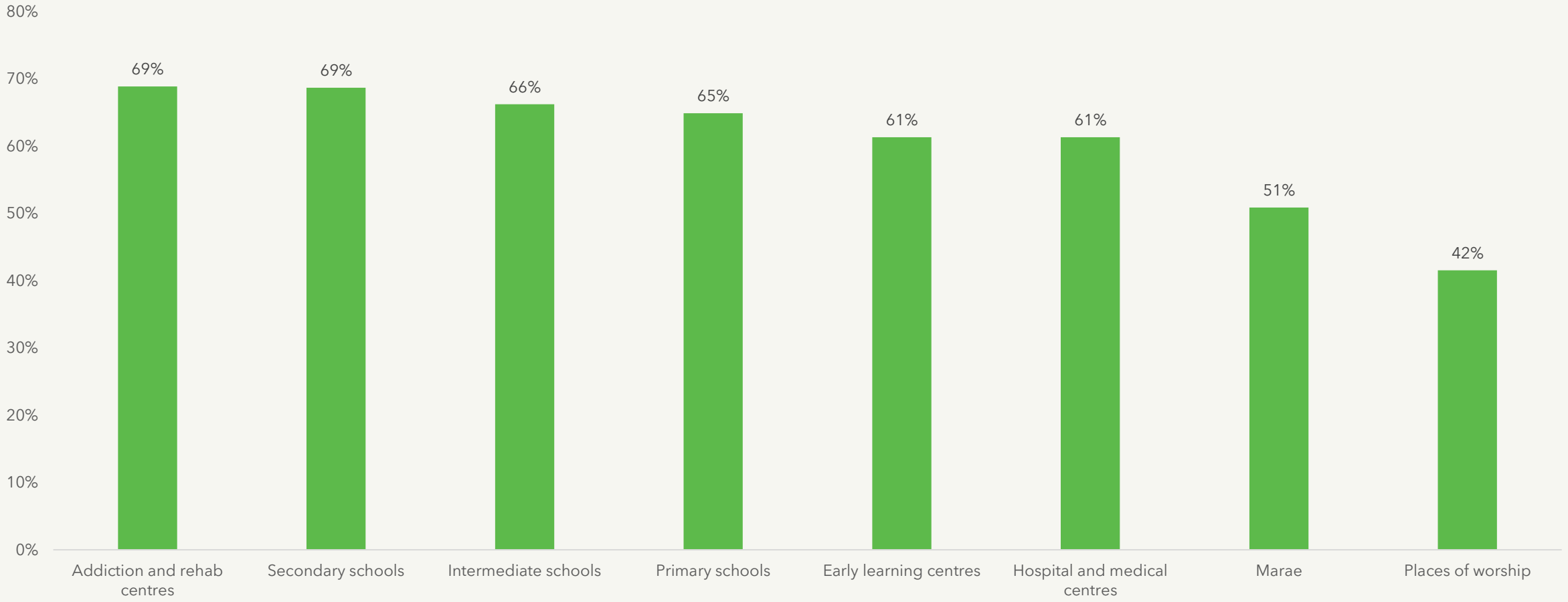
Off-licence places that sell alcohol

What do you think about the number of places that sell alcohol in your area?



Sensitive sites

"Which of the following do you consider to be sensitive to alcohol-related harm (sensitive site)?"



Themes from individual responses

"Why do you think these are sensitive sites?"



Vulnerability & community safety

n = 99

"These sites have vulnerable people who deserve protection from alcohol harm."



Protection of children

n =73

"Kids shouldn't walk past drunk people or alcohol advertising on their way to school."



Addiction & rehab triggers

n = 30

"Recovering people shouldn't have to walk past a liquor store on their way to rehab."



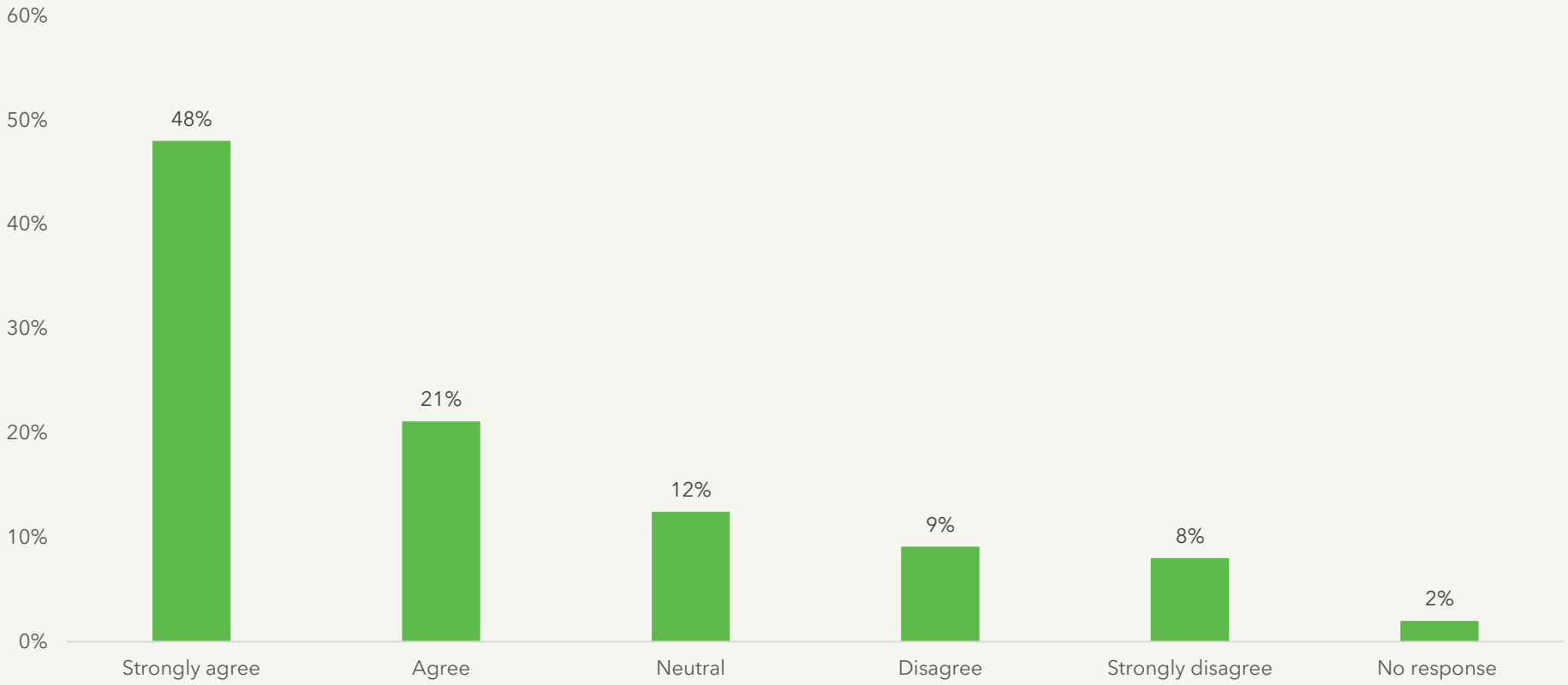
Opposing views / survey bias

n = 32

"Sensitivity is exaggerated"
"Regulation punishes responsible drinkers"

Restrictions near sensitive sites

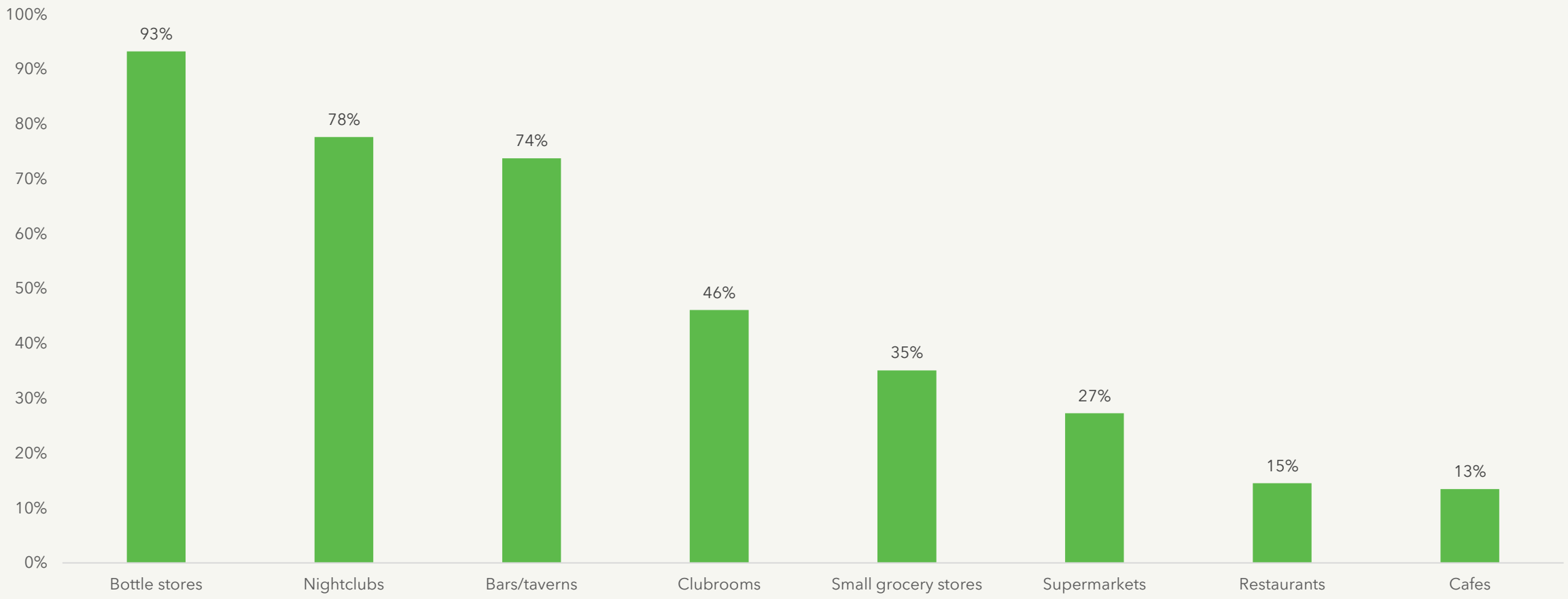
"Do you agree or disagree that places that sell alcohol should be restricted from being close to a sensitive site?"



69% of respondents agree that alcohol sales should be restricted near sensitive sites

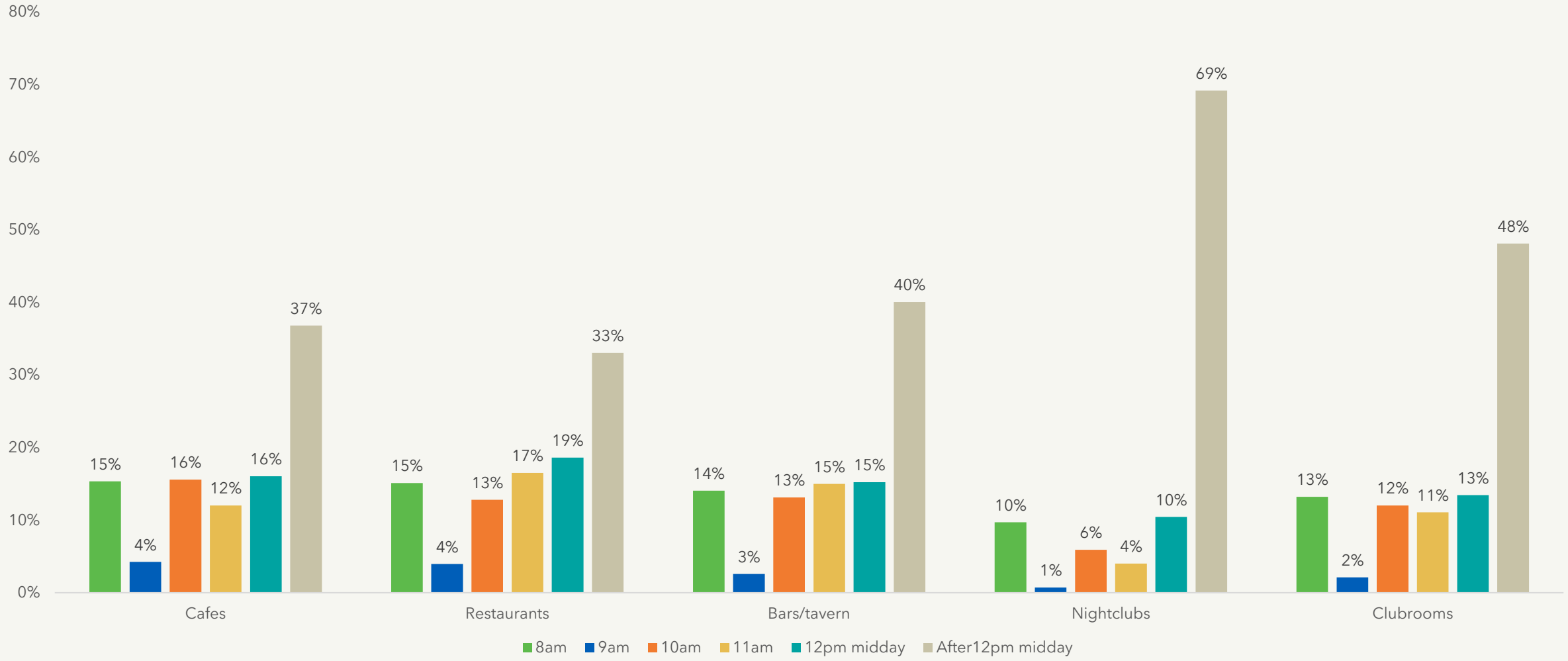
Licensed premises near sensitive sites

"Which of the following licensed premises do you think should be restricted from being close to sensitive sites?"



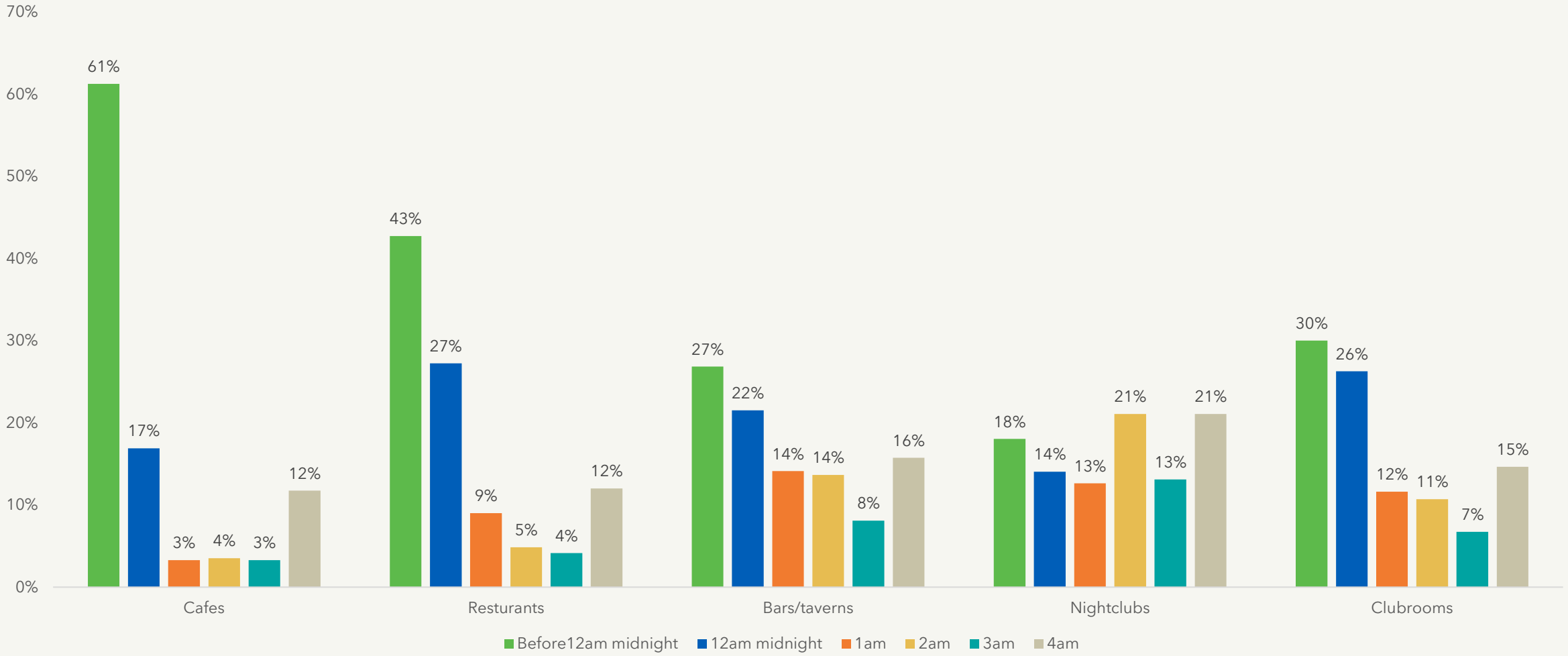
Trading hours: On-licences and clubs

What time do you think premises listed below should start selling alcohol?



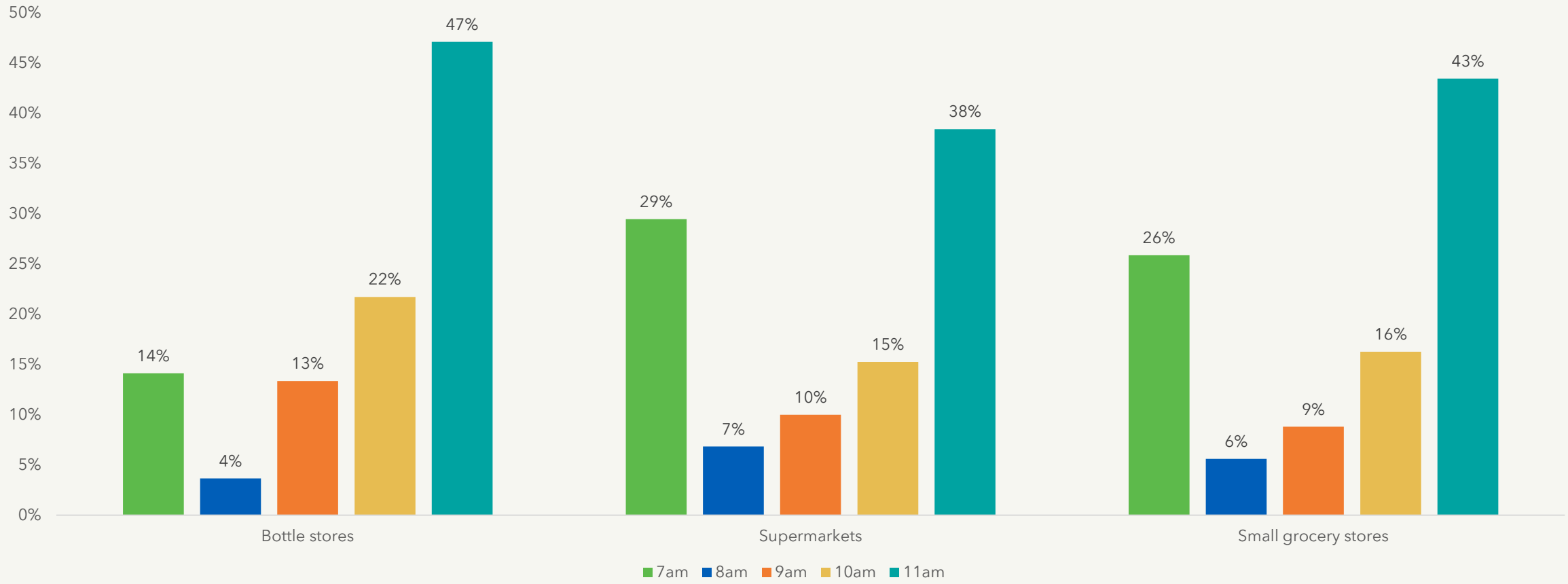
Trading hours: On-licences and clubs

What time do you think premises listed below should stop selling alcohol?



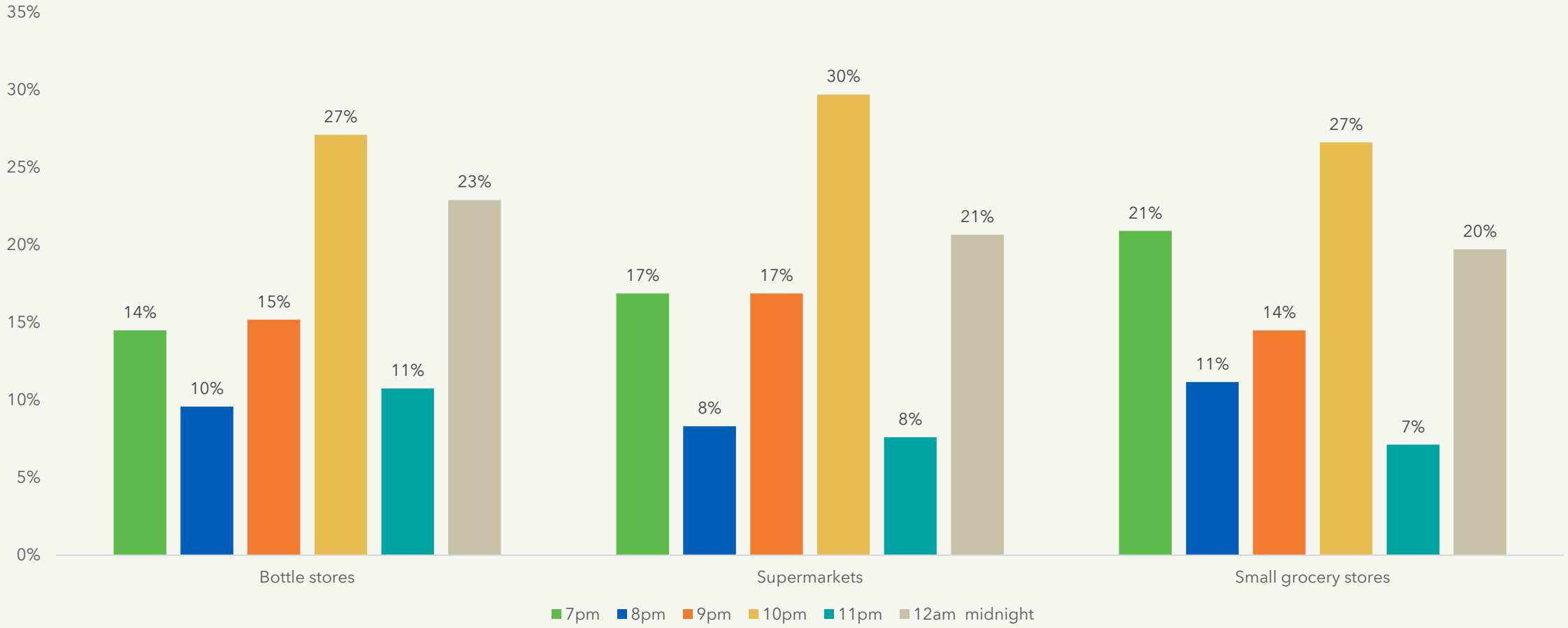
Trading hours: Off-licences

What time do you think the premises listed below should start selling alcohol?



Trading hours: Off-licences

What time do you think the premises listed below should stop selling alcohol?



Key findings

- 44% of respondents believe there are serious or very serious alcohol-related problems in the community. 42% of respondents believe problems are minor or moderate, and 13% think there are no problems.
- Public disorderly behaviour and violence were the most mentioned problems.
- 41% of respondents said that in public spaces (including parks) there are either no alcohol-related problems, or they are minor.
- More respondents said the number of cafes, restaurants, bars/taverns and supermarkets in their area that sell alcohol are about right.
- 61% of respondents said there are too many, or far too many bottle stores in their area.

Key findings

- Most respondents (69%) agreed places that sell alcohol should be restricted from being close to sensitive sites, with 93% specifying bottle stores.
- For all on-licence premises, the most popular suggested time to start selling alcohol was after 12pm midday.
- The most popular suggested time for cafes, restaurants, bars/taverns and clubrooms to stop selling alcohol was before 12am midnight.
- For off-licence premises (bottle stores, supermarkets and small grocery stores), the most popular start and finish time for alcohol sales were 11am to 10pm.
- Key themes from all comments included concerns about public disorder, crime, vulnerability and community safety.

Engagement results

Social media feedback

Themes from social media

- We received 63 relevant comments across our social media posts.
- Social media commentary was de-identified, then analysed using CoPilot.
- The most common themes from these comments were:



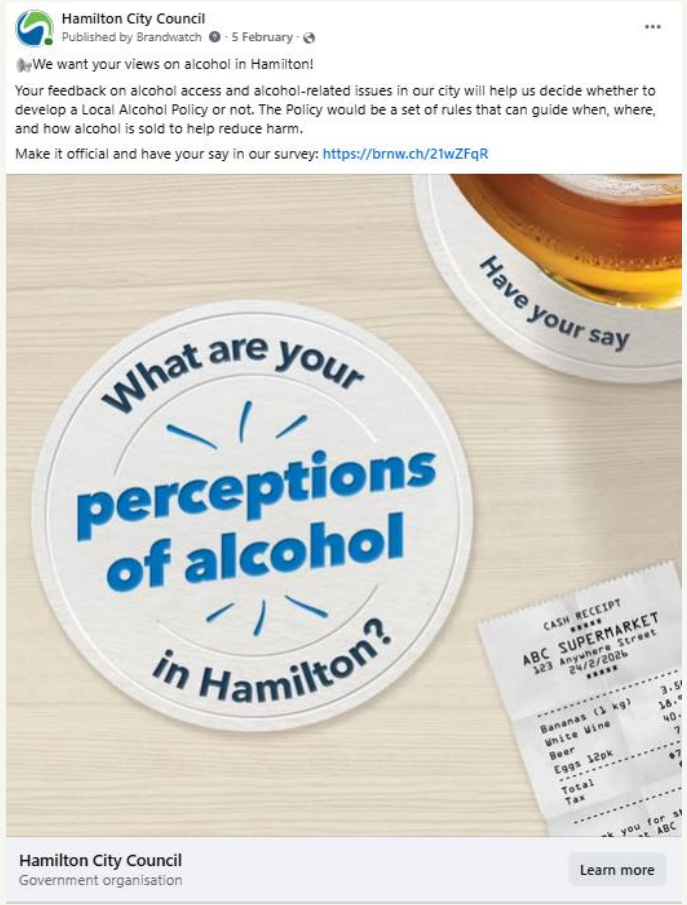
** Some respondents provided more than one comment.*

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Engagement

Tactics + results

Engagement tactics



Social media post.



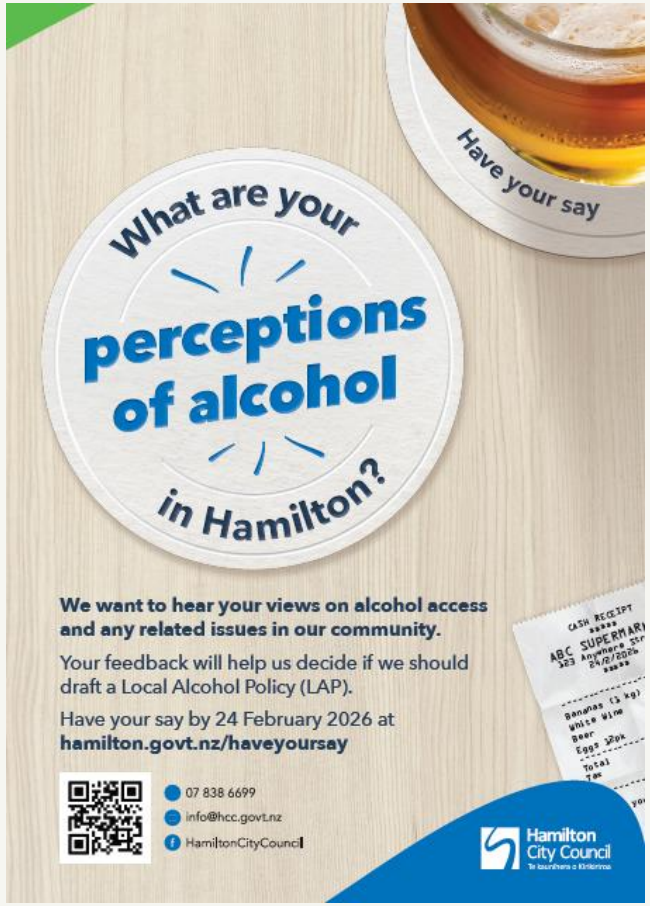
Social media story.



Campaign handout.

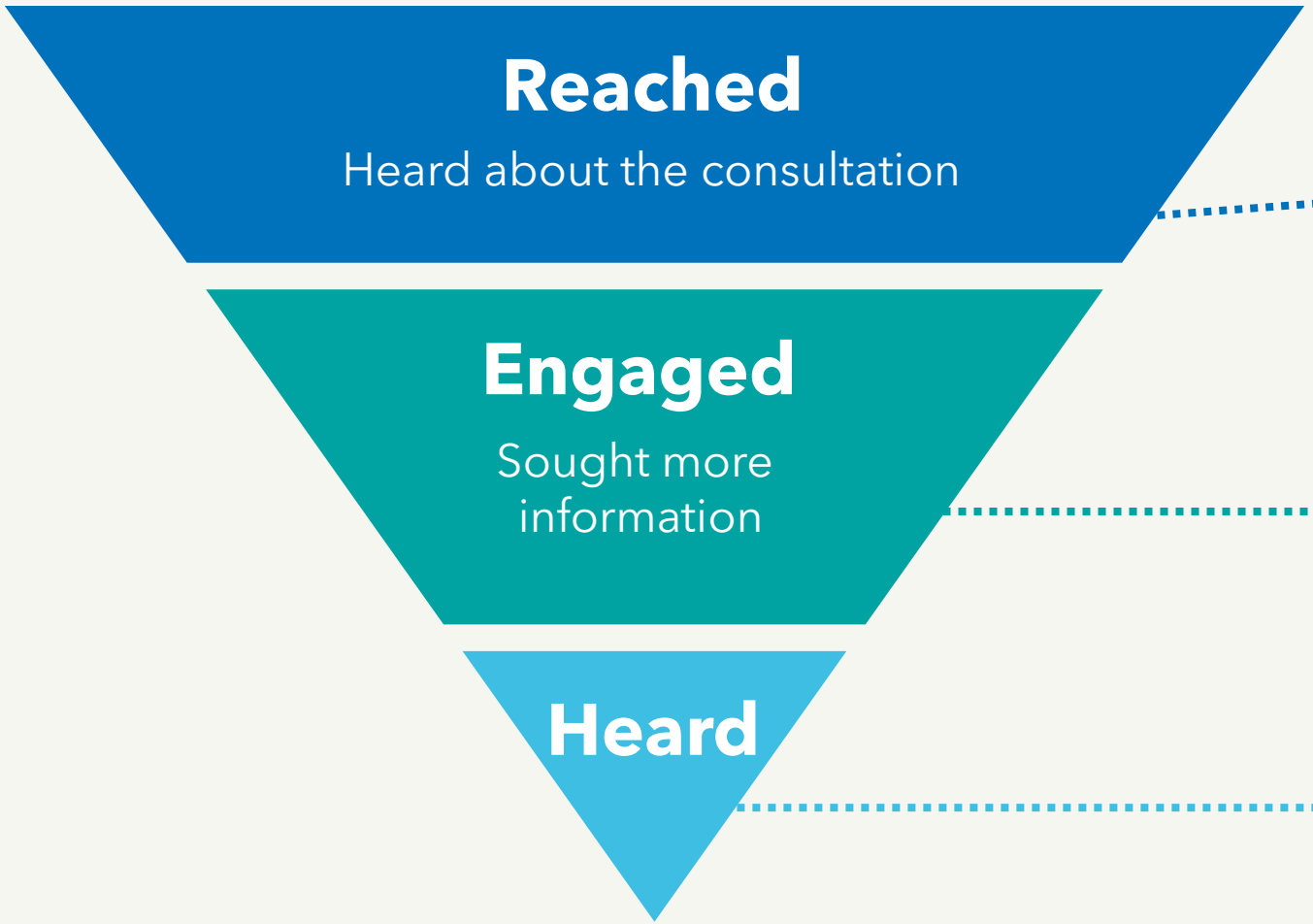


Email footer.



Poster and newspaper advertisement.

Engagement results



- 102,223 reached on social media
- 2 newspaper advertisements
- 1 media release
- Posters, digital collateral, email banners, stakeholder emails and messages distributed through libraries and external partners

- Social media links were clicked 820 times
- 141 total social media post comments
- 2074 visits on our consultation page

450 feedback responses were received

What's next?

Council will consider these community insights when deciding if they want to progress with drafting a Local Alcohol Policy or not.

A date for Elected Members to debate and decide on the next steps is still to be confirmed. The original date of 2 April 2026 is no longer available due to the need to prioritise Annual Plan decision-making.

Submitters will be informed of the meeting date once confirmed.

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