

Resident Survey

Insights excerpt

2021

Background



RMS is an annual representative survey



Over 2000 online survey interviews in 2021

Includes over 200 perceptive measures across several areas, including:



Engagement & satisfaction with services/facilities



Overall behaviours and perceptions of the City and Council

Other studies included in this review:

Quality of Life 2020

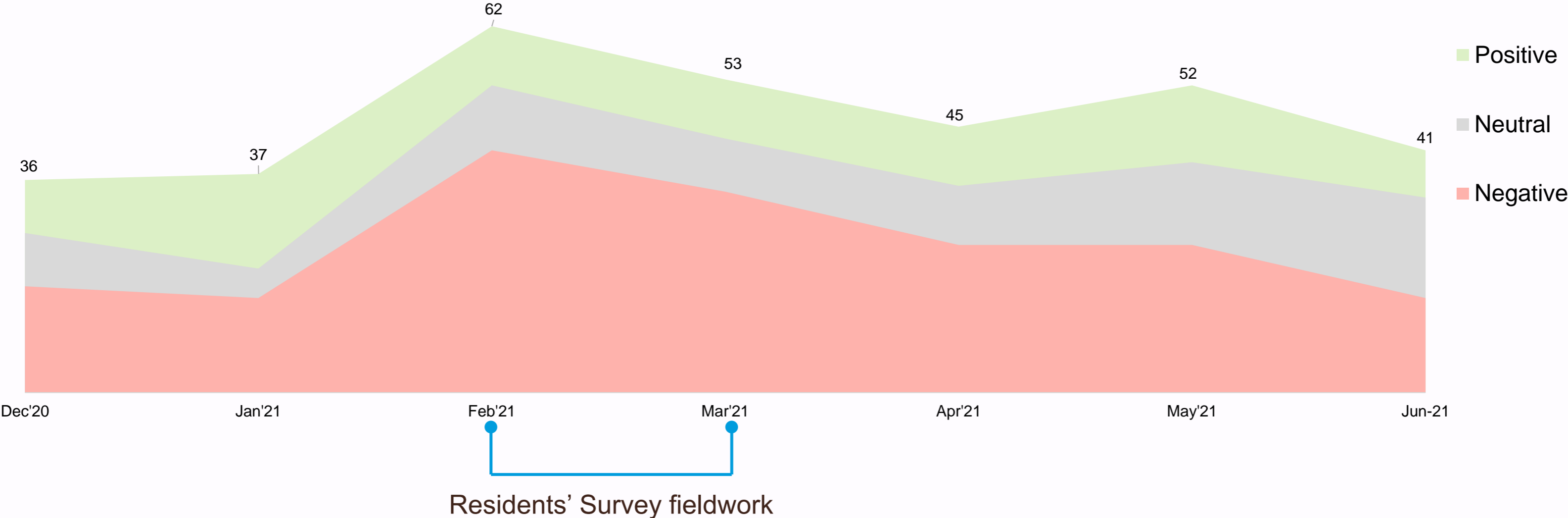
A study focused around areas of quality of life and provide comparisons across cities

National Reputation Survey

A study showcasing nationwide perceptions of the city as a destination and other areas of focus

Fieldwork period and media tracking

Number and sentiment of articles related to WCC in Dominion Post

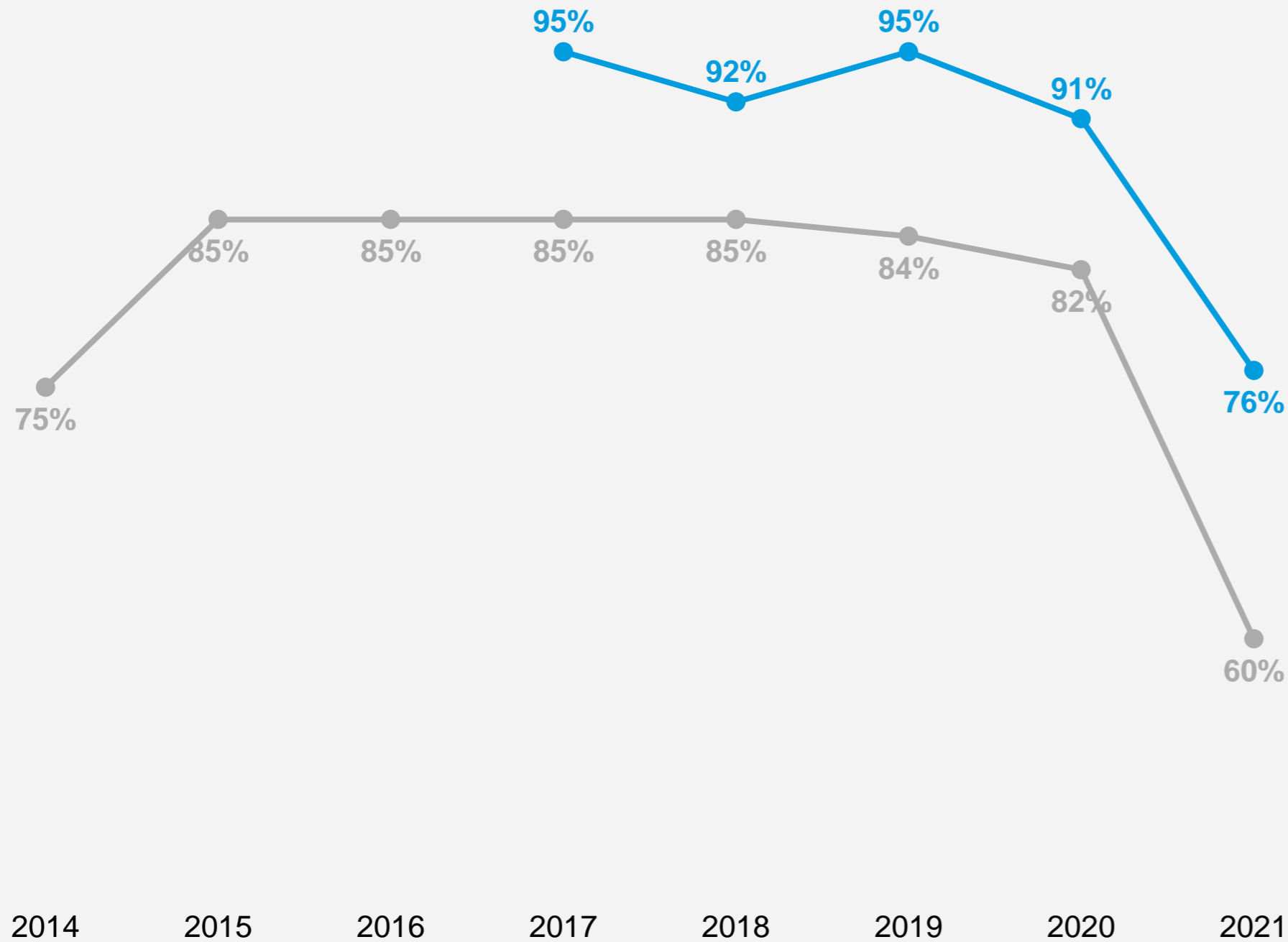


Insight 1

Shifting city perceptions

Thinking about the look and feel of Wellington in general... **Total agree**

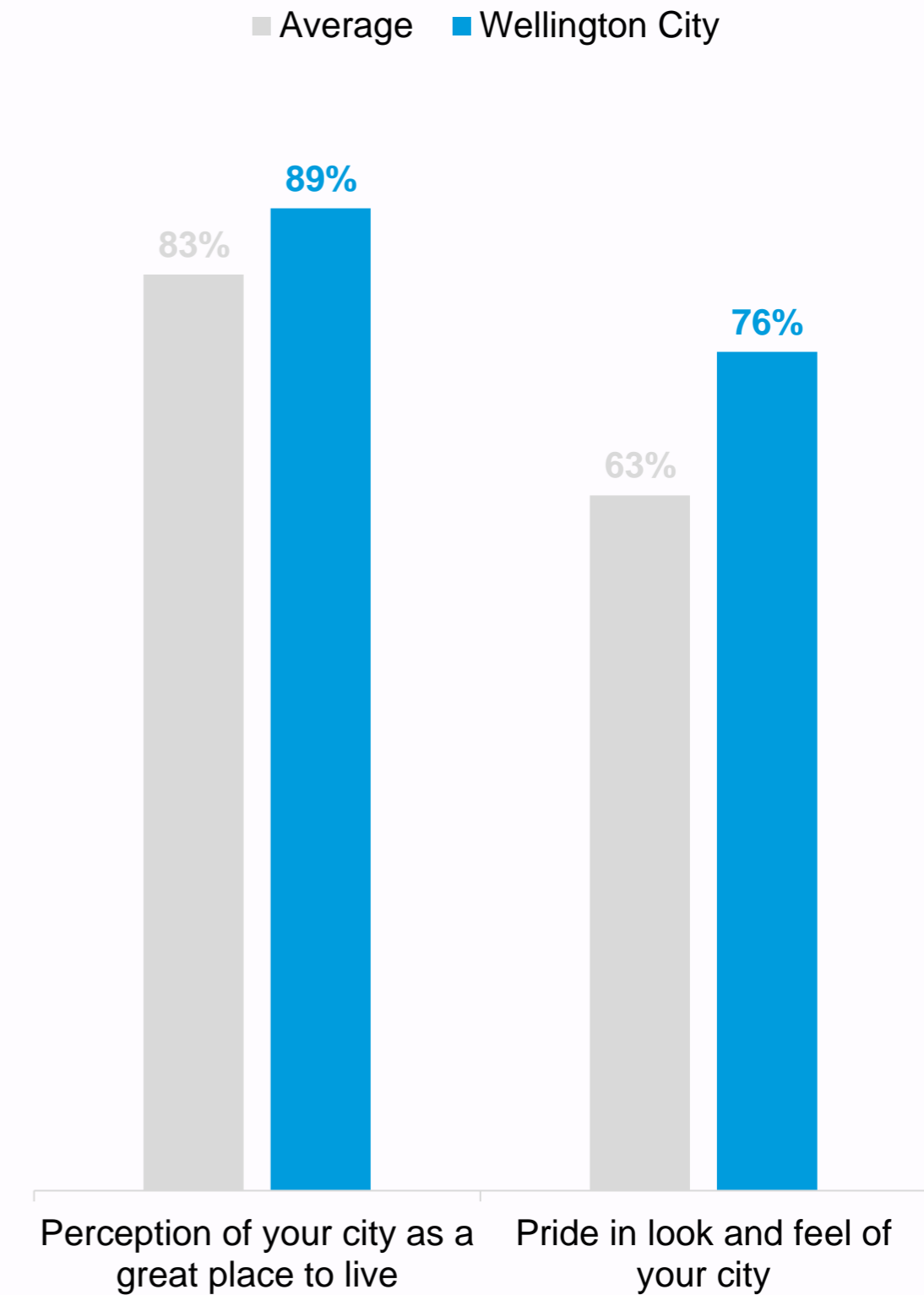
- Wellington is a great place to live, work and play
- I feel a sense of pride in the way Wellington looks and feels



Perceptions of the city as being a great place and pride in the look of the city have dropped this year

However, the city continues to be rated higher by its residents compared to how other city dwellers think of their own cities

City perceptions... **total agree**



This is similar to other perceptions of the city

Less Wellingtonians see the city as the events capital of the country and consider the CBD to be enjoyable, lively and easy to access

However, as seen before it ranks high compared to other urban cities, and at a nationwide level perceptions of the city haven't declined

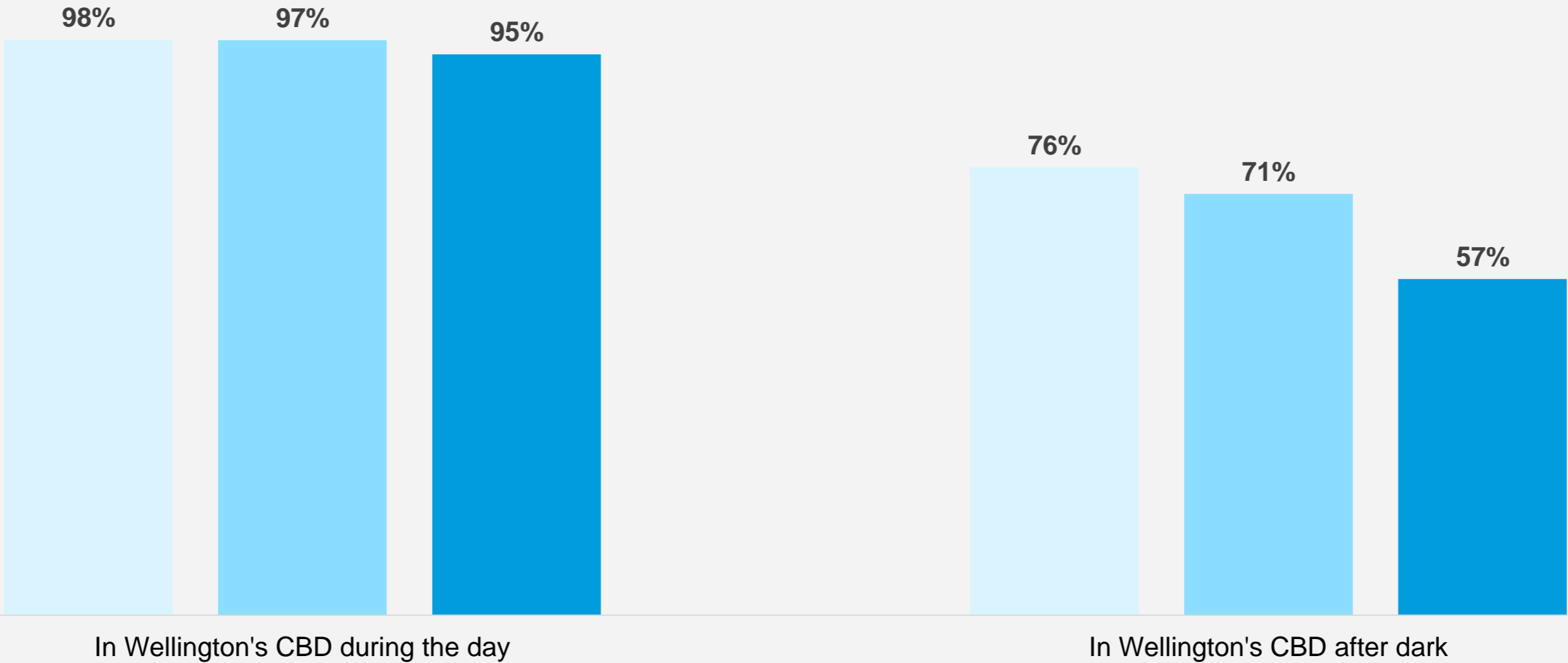
Insight 2

Sense of safety in the CBD

While sense of safety in the CBD during the day has remained steady, perceptions of safety after dark have dropped since last year

Please rate how safe you feel in the following situations: **total 'safe'**

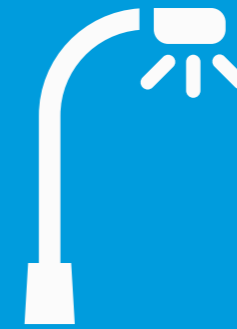
2019 2020 2021



Source: Residents Monitoring Survey 2021



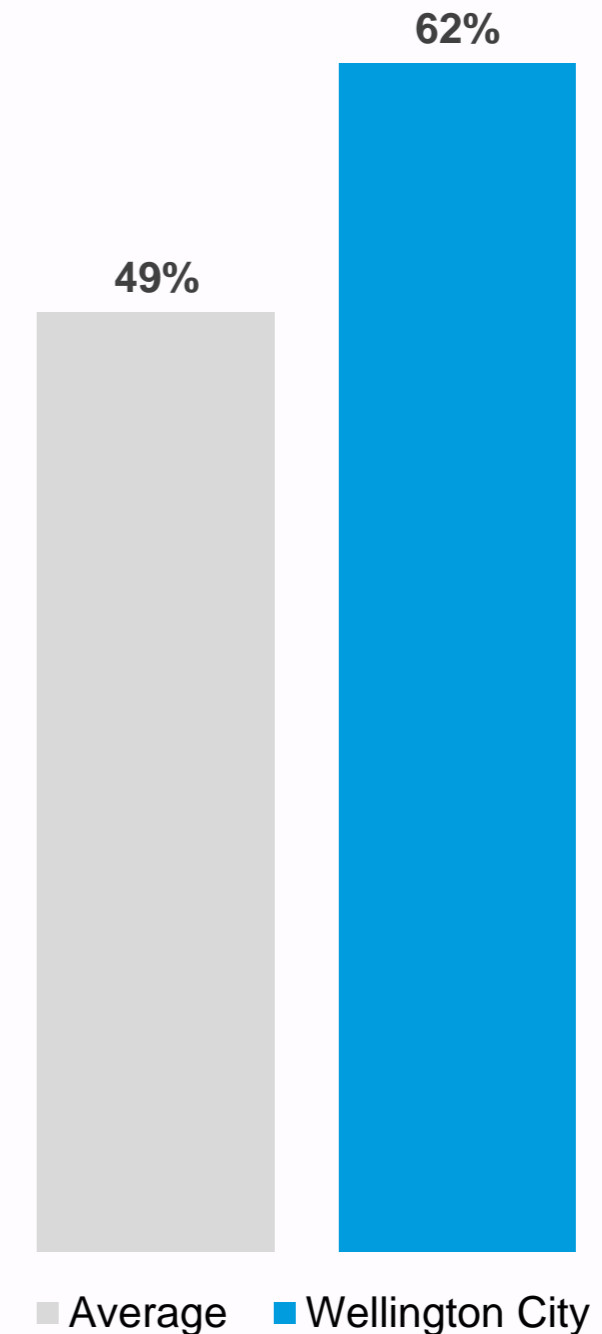
Females generally feel less safe outside their homes after dark with those under 30 feeling the least safe.



Although satisfaction with central city street lighting remains relatively high, it has dropped this year.

**Despite this drop,
Wellingtonians still rate
their sense of safety at
night in the CBD higher
than other city residents
rate their own**

Safety after dark in the city centre... **total feel safe**

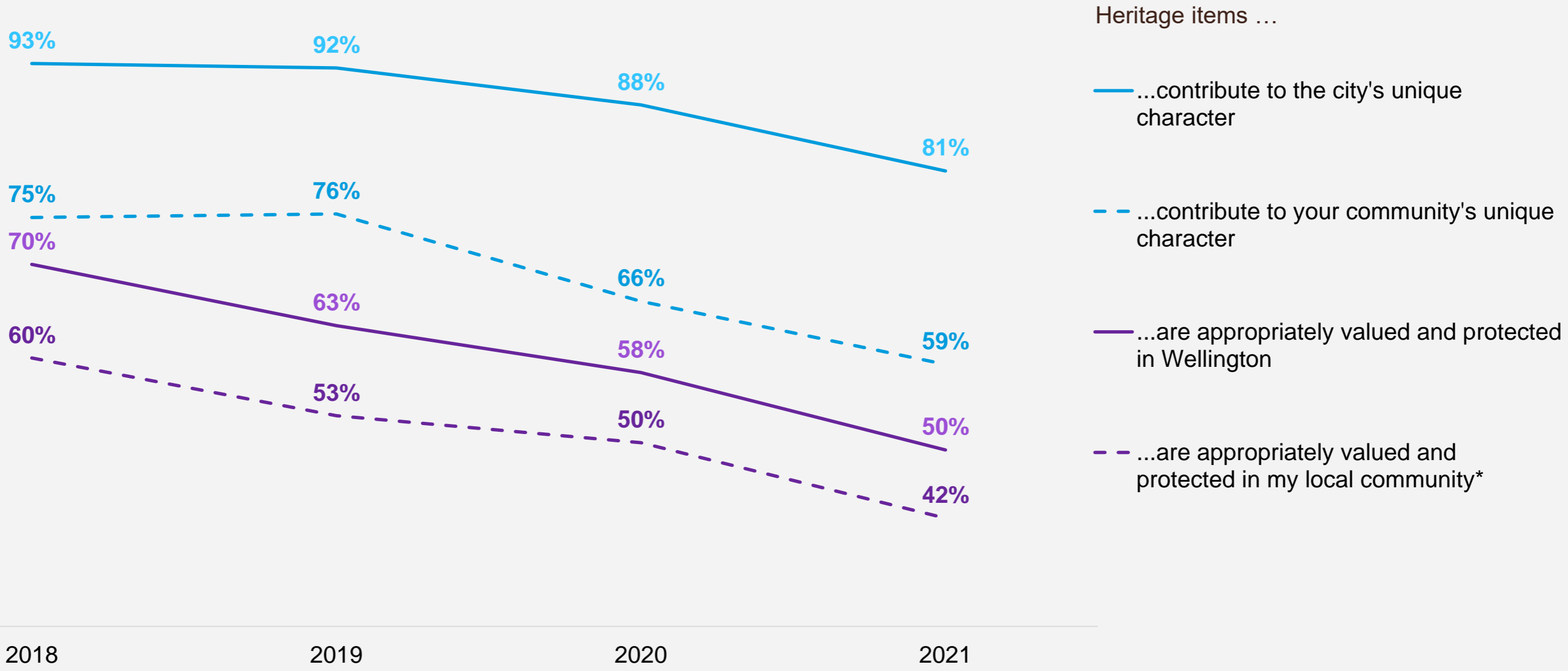


Insight 3

Development and heritage tensions

While still high, the public have lower perceptions around the contribution heritage items bring to the city/community

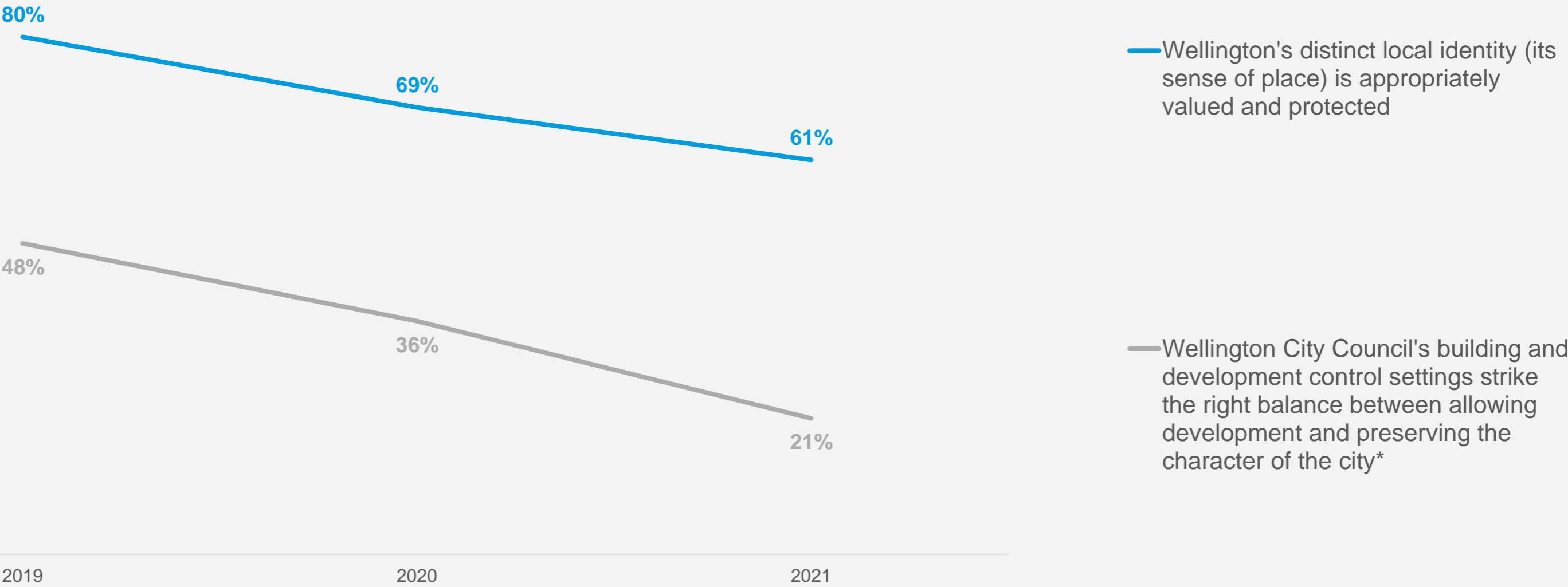
Please rate your level of agreement with the following statements... **Total agree**



Source: Residents Monitoring Survey 2021

Similarly, we are seeing less agreement around whether Wellington's local identity is appropriately valued/protected and around the balance between development and preservation

Please rate your level of agreement with the following statements ... **Total agree**

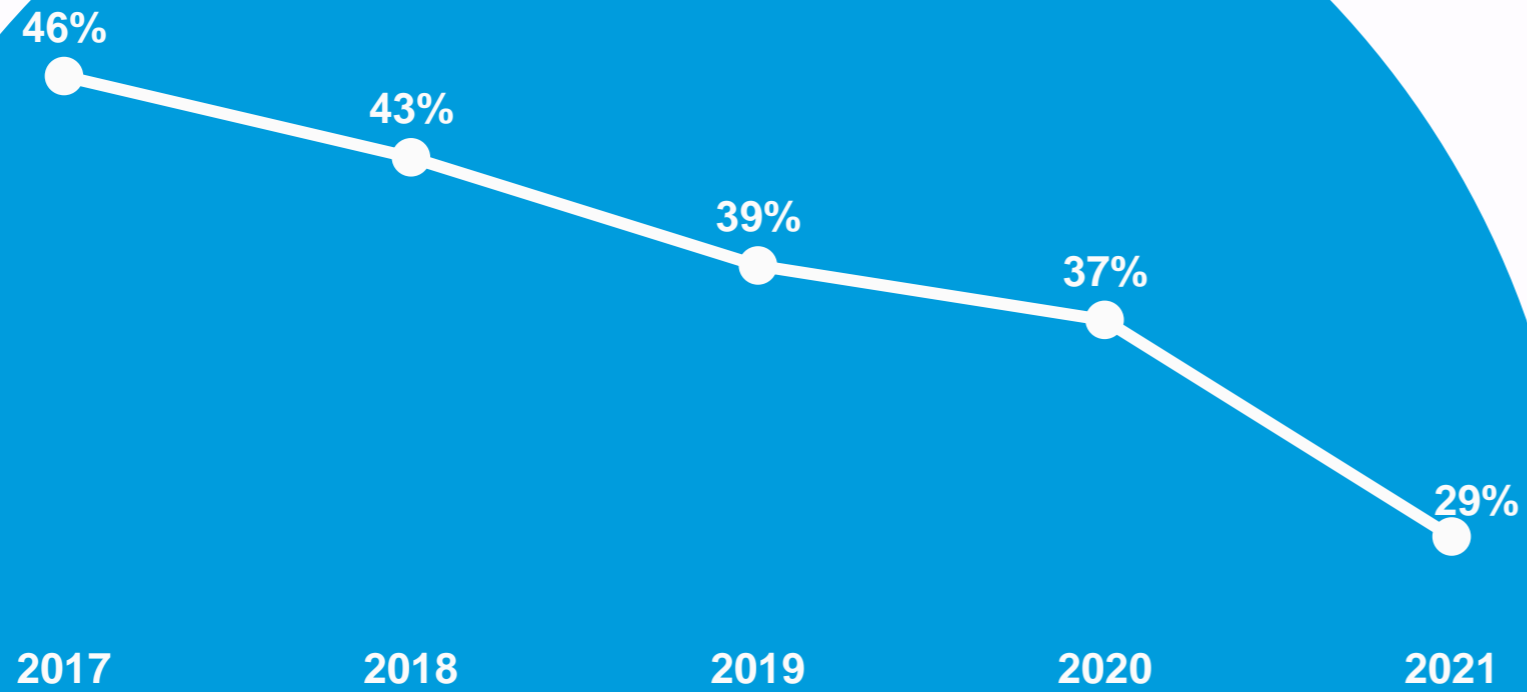


Source: Residents Monitoring Survey 2021

Insight 4

Ease of getting around

How easy is it to drive around the city...? **Total easy**

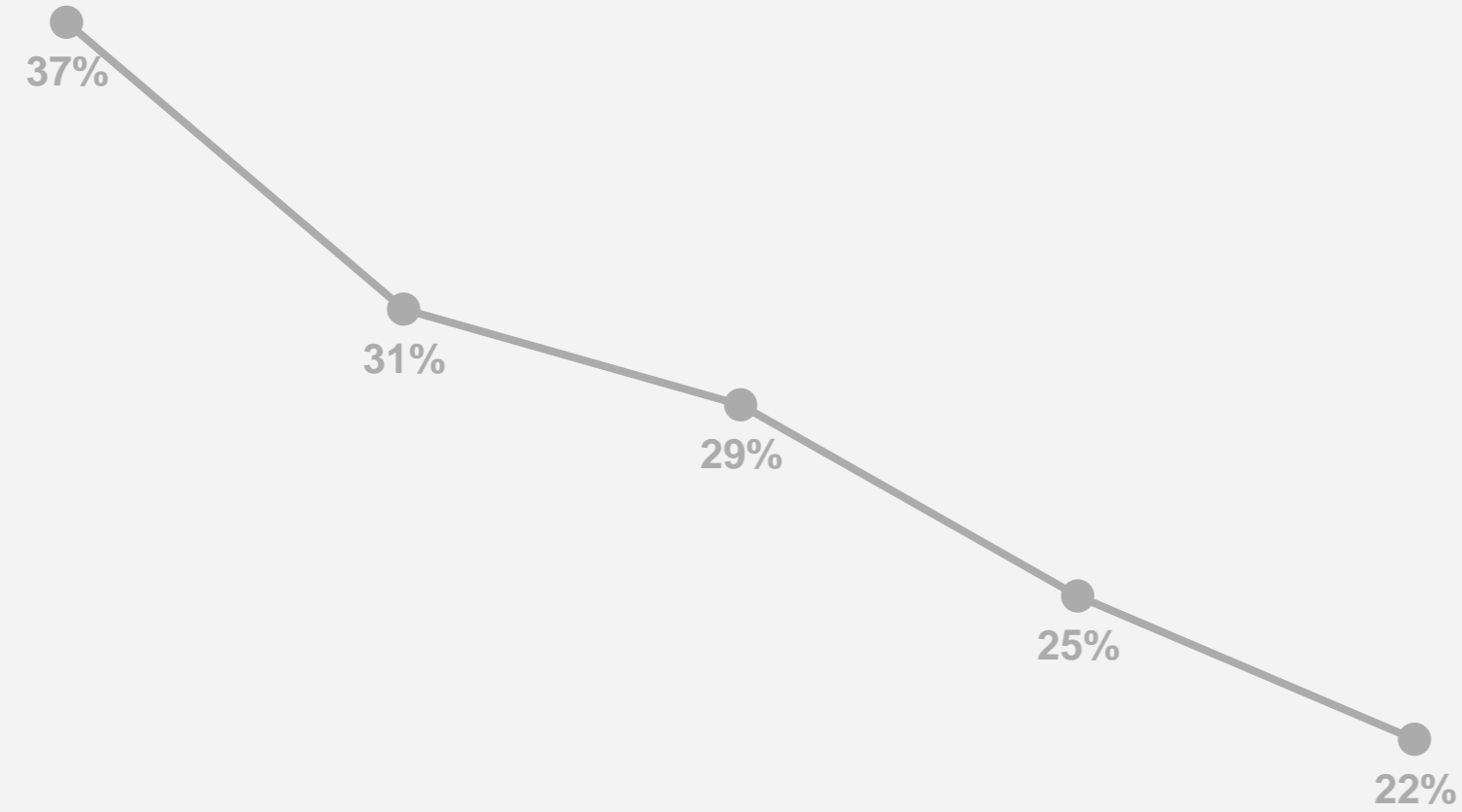


A large drop in the ease of driving around the city following a declining trend

And only 1 in 3 Wellingtonians believe peak traffic volumes are acceptable



How easy is it to cycle around the city...? **Total easy**



2017

2018

2019

2020

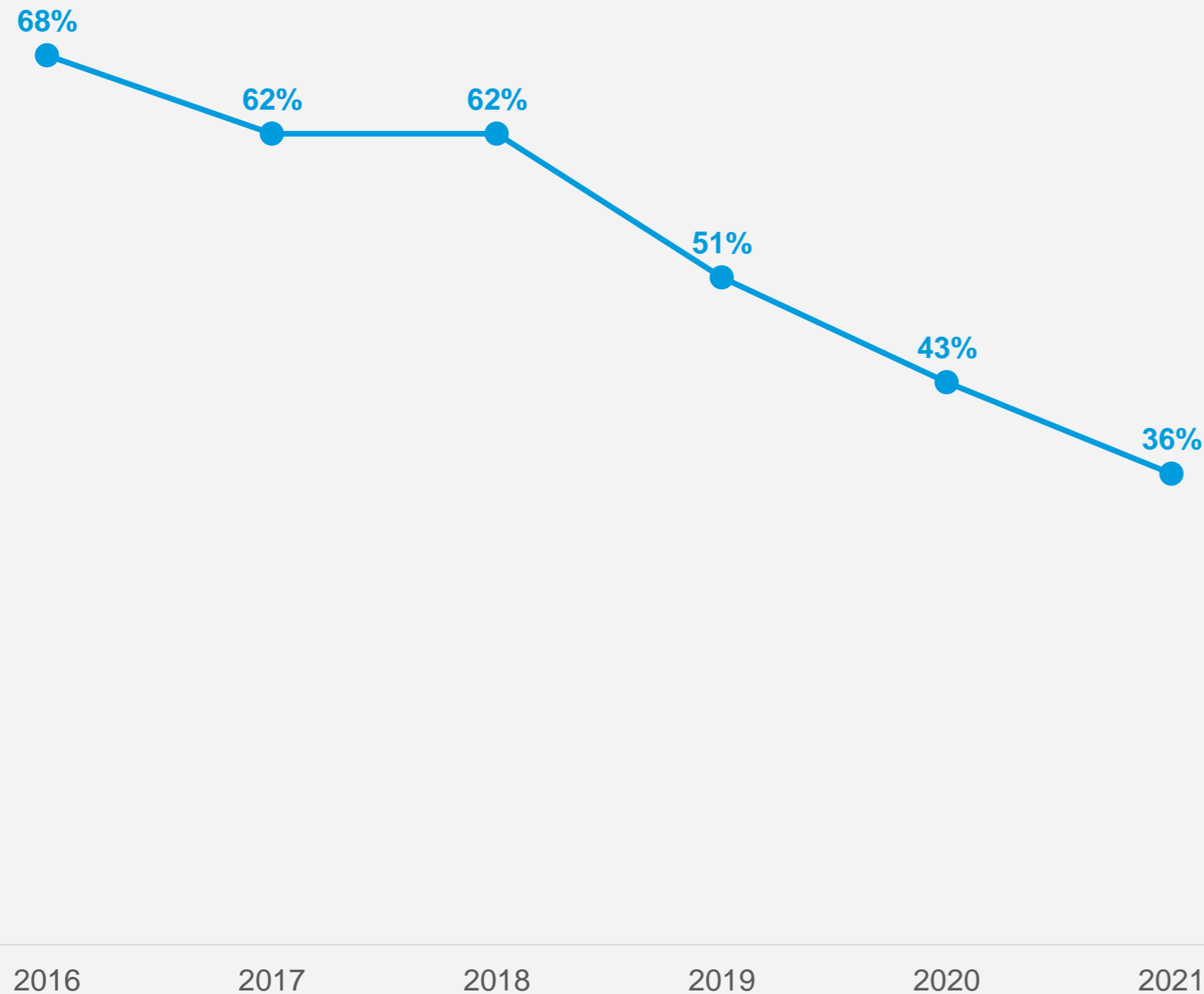
2021

**Ease of
cycling around
the city has also
declined since
2017**



Insight 5
Stormwater &
environmental
perceptions

Please rate your level of satisfaction with the management of storm-water in Wellington City... **Total satisfied**



**Unsurprisingly,
we are seeing
satisfaction with
stormwater
management
(pipes) steadily
dropping**

Local perceptions of Wellington's environment have dropped this year

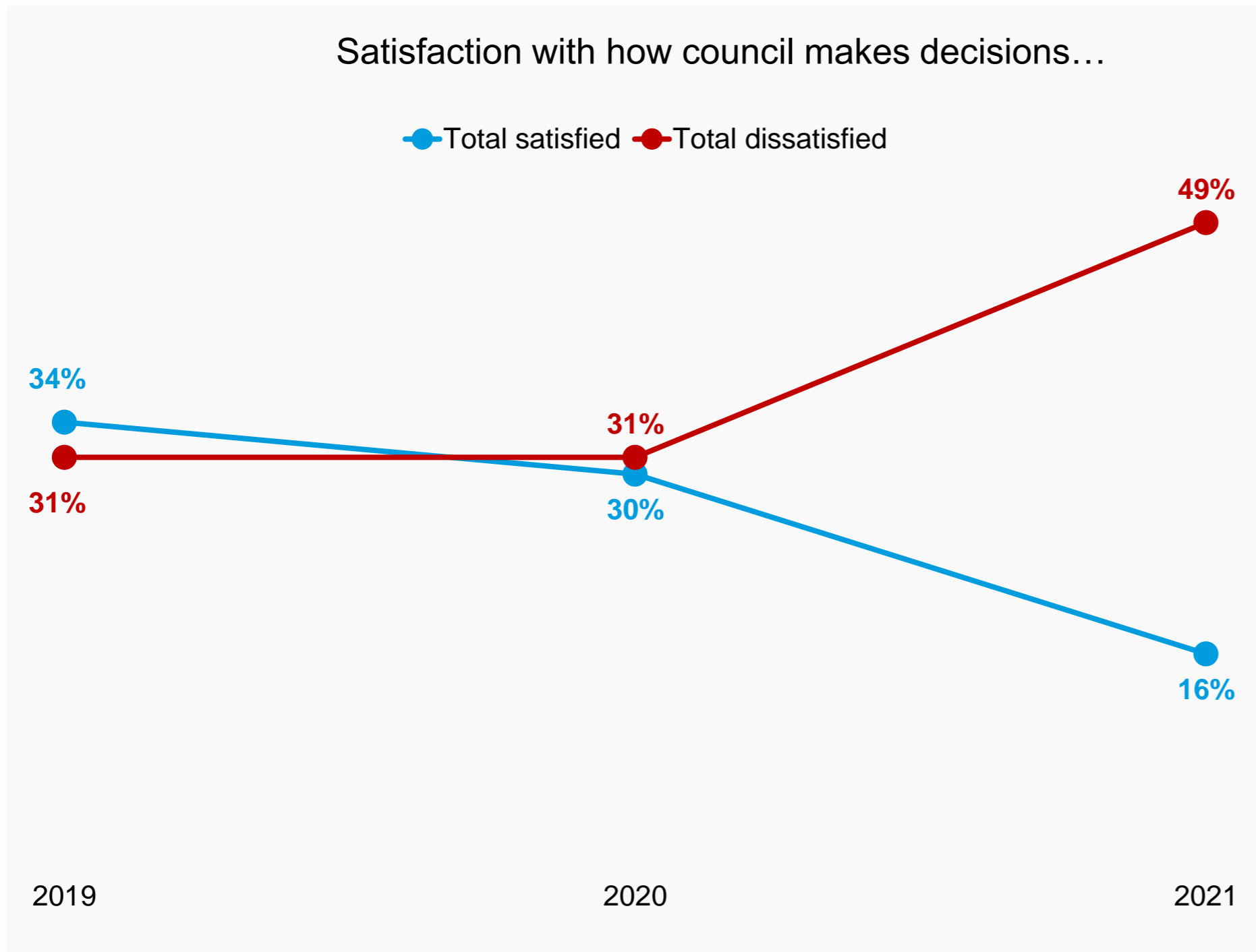
Perceptions of Wellington's natural environment being appropriately managed and protected has sharply dropped this year, as has the perception of it as an eco-city.

However, nationwide perceptions of the city's environmental reputation continue to trend positively.



Insight 6

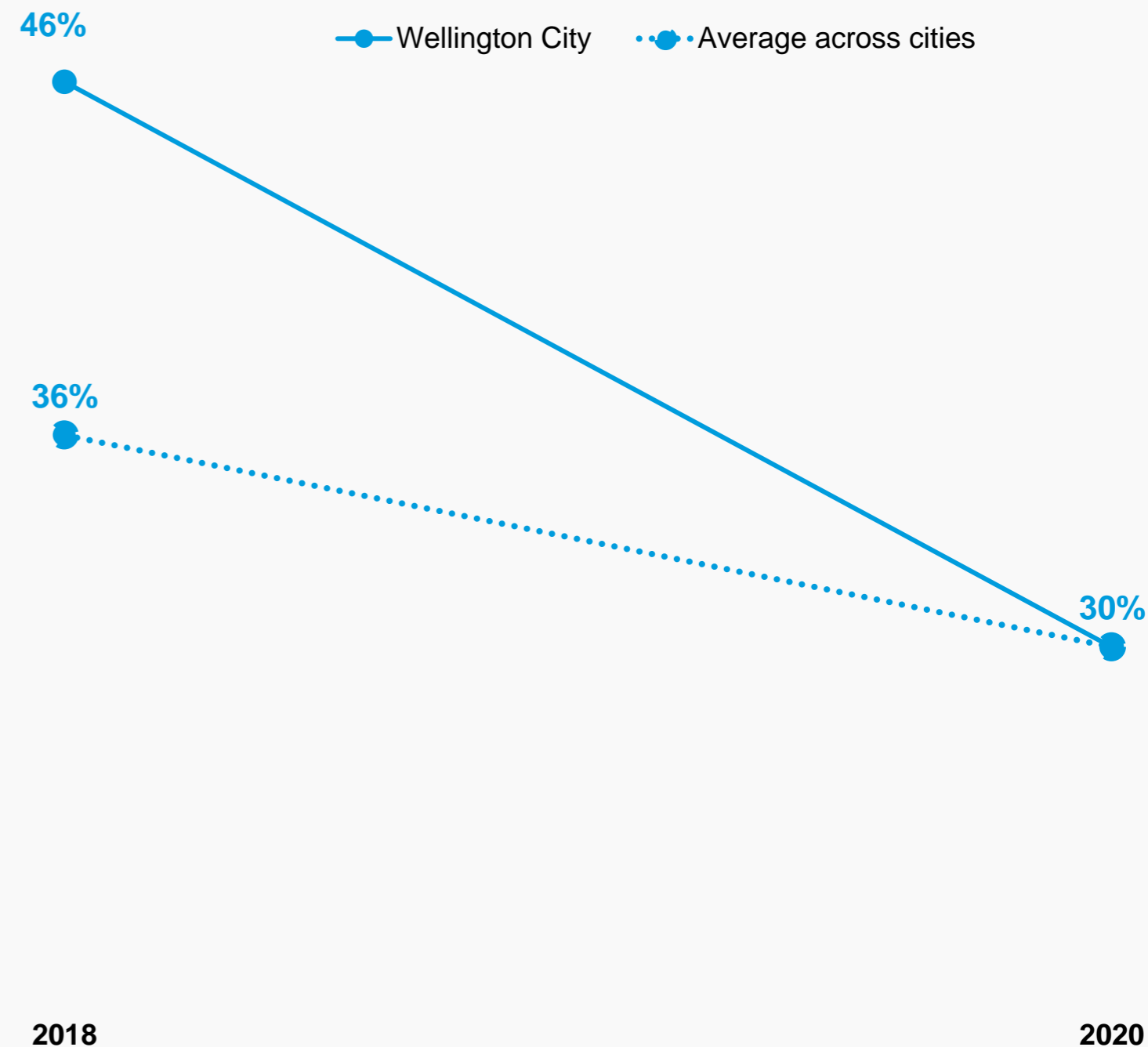
Governance



Satisfaction with how Council makes decisions has declined this year

Wellington City Council is no longer a leader in governance

Confidence in council decision-making (% agree)

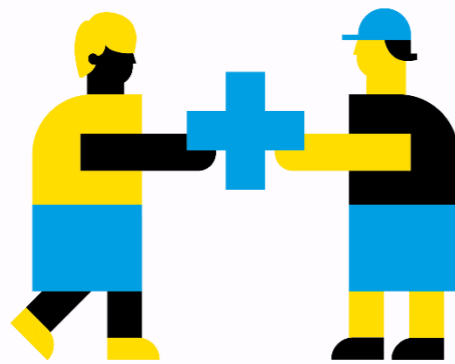


Source: Quality of Life 2020 (excluding Auckland)

Why are our residents dissatisfied?



Infrastructural progress



Not listening to the public



Elected member
conduct/review

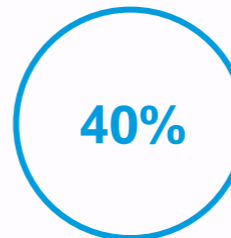
What else do we know?

The drop in satisfaction is across demographics – making this a citywide issue

Perceptions around participation and the opportunity to engage have not dropped

We have also seen a drop in residents believing we are making decisions in the best interests of the city, and their understanding of how we make decisions

2019



2021



agree

...Council makes decisions in the best interests of the city

42%

24%

...they understand how Council makes decisions