

REGIONAL RESIDENTS SURVEY on REGIONAL AMENITIES

Report prepared for: Wellington Region Mayoral Forum

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Executive Summary

Objectives

Colmar Brunton was commissioned by Wellington City Council who were acting on behalf of territorial local authorities across the Wellington Region (Wellington City, Hutt City, Upper Hutt City, Kapiti Coast District, Porirua City, South Wairarapa District, Carterton District and Masterton District Councils) and the Greater Wellington Regional Council.

The research was undertaken to gain an understanding of:

- the types of amenities that residents in the region view as being important to the Wellington region's identity, quality of life, economy and attractiveness to residents and visitors; and
- the level of public support across the Wellington region for regionally funded amenities (measured by whether they support the concept of collaboration between councils and to what extent residents are prepared to pay for regional amenities).

The aim of the research was to get a sense of the type of entities that residents in the region view as being regionally important. Lists of amenities generated through this research are not meant to provide a definitive list of regional amenities that should be supported by the region. This research is the first step of a wider project being conducted by the territorial authorities in the region to review the funding of regionally significant and beneficial amenities for the Wellington region.

Methodology

This research report is based upon the results of a telephone survey of 2,000 residents across the Wellington region. A telephone survey was chosen as the main data collection methodology because it is more representative than an online survey. Compared with online surveys, telephone surveys tend to include a broader range of income groups and people from different ethnic backgrounds. The sample design for the telephone survey ensured a broad spread of views from across the region. The less populous areas within the region were deliberately over-sampled so that their views could be analysed with more robustness than is possible with a completely random survey of the region (see below for details).

Online panel questions to identify amenities of regional importance

An online pre-survey of 630 respondents living throughout the Wellington region was conducted to develop a list of regionally important amenities that was 'resident driven' (respondents were not prompted with a list but told us what they considered to be 'regional amenities' in their own words). Respondents were recruited at random from Colmar Brunton's in-house research panel, although the sample was stratified so that it contained a minimum number within each council area. 132 respondents lived in Wellington City, 99 lived in Lower Hutt, 96 lived in Porirua, 93 lived in Kapiti, 70 lived in Upper Hutt, 53 lived in Masterton, 47 lived in South Wairarapa, and 40 lived in Carterton.

The online pre-survey is referred to in this report as the 'pre-survey'. Respondents were asked what attractions, events, facilities, venues, organisations or services in the arts/cultural, environment, recreation, economic or social areas were important for the whole Wellington region.

Main telephone survey

The results from the online panel survey were used to inform the list of regionally important amenities for the main telephone survey. As stated above, this list was not intended to be definitive, rather it was intended to collect views on a selection of different types of amenities (including cultural, environmental and social amenities, and venues, attractions, organisations and events. The list included amenities that were identified from across the region (including those based inside and outside of Wellington City). Because there was a limit on the number of amenities that could be included in the telephone survey, the main questionnaire focused upon the objective of assessing support for a range of different *types* of amenities across these parameters. For more detail, please see the methodology section in the main body of the report.

The telephone survey was then refined through a live-trial conducted immediately prior to fieldwork for the main survey (this live-trial identified a need to cut the number of questions – we did this by removing some lower priority demographic questions).

Two versions of the telephone survey questionnaire were used, one asked a series of questions about 11 regional amenities, the other version asked the same questions, but about a different set of 11 regional amenities. The two versions of the questionnaire were created because the alternative, which would involve asking about all 22 amenities, would present a heavy burden for the respondent. This would reduce response rates which, in turn, would reduce the quality of the data.

The telephone survey generated survey data about 22 regional amenities, each with an approximate sample size of about 1,000. Other questions, not about individual amenities, have a sample size of 2,000. A sample size of 1,000 is subject to maximum margins of error of +/- 3.1% and a sample size of 2,000 is subject to maximum margins of error of +/- 2.2%.

It should also be noted that the sample can be broken down by District Council area. In total the sample was spread as follows:

- 400 interviews in Wellington City
- 329 interviews in Lower Hutt
- 210 interviews in Upper Hutt
- 241 interviews in Porirua
- 240 interviews in Kapiti Coast
- 196 interviews in Masterton
- 192 interviews in South Wairarapa
- 192 interviews in Carterton.

When data for the region, as a whole, is presented it is re-weighted so that it is regionally representative (based upon the adult population spread across the whole Wellington region), and does not over, or under, represent any one particular area.

Subgroup analysis by District Council area is included in this report, and there is a set of tables with District level results that accompany this report.

In terms of interviews achieved per ethnic grouping – we interviewed 1,776 New Zealand European respondents, 185 Māori respondents, 66 Pacific respondents, 70 Asian respondents, and 38 with an 'other' ethnicity. (Please note that people can belong to more than one ethnic group).

Key results

Later in the Executive Summary we provide results by thematic grouping of amenities, and highlight the key findings for individual amenities. In this section below we describe some of the overall findings from the research.

Overall findings from the research

Most amenities had more non-users than users

For those amenities that are available for most of the year, including venues and attractions such as Te Papa or Kapiti Island, the time-scale asked about was 'use in the past year'. For amenities that are more occasional, including events such as World of Wearable Art or the Ambulance Service, the time-scale was 'use in the past five years'. Within this report, a 'user' was someone who had used or visited that amenity within these time-scales.

Apart from Te Papa and the Westpac Stadium all other amenities had more non-users than users. Levels of use varied, from as high as 77% for Te Papa and as low as 6% for Kapiti Island. The average use level across all amenities included in the survey was 32%. (More details on levels of use can be found below).

People were more likely to use local amenities

Amenities were more likely to be used by residents living in the immediate council area where the amenity is based. Examples of this include:

- Respondents in Lower Hutt were more likely than average to have used the New Dowse.
- Respondents in Porirua were more likely to have used Pataka Museum and Gallery and Te Rauparaha Arena.
- Respondents in Kapiti were more likely to have used Kapiti Island.
- Respondents from the Wairarapa were more likely to have used Martinborough Fair, Wings Over Wairarapa, and Pukaha Mount Bruce wildlife centre.
- Respondents in Wellington City were more likely to have used all of the Wellington City based amenities (with the exceptions of the Rugby Sevens and the NZ Symphony Orchestra, where use was higher, but the difference was not statistically significant).

(Please refer to the main body of the report for more details on significant differences in use by location).

Backing for region-wide support is not always related to level of use

Both users *and* non-users often agreed that particular amenities should receive support from all of the councils in the region. For all but six of the twenty two amenities the proportion backing the idea of region-wide support was higher than the proportion of users. There are two clear examples where support for amenities was not related to levels of use. Only 6% of respondents had been to Kapiti Island in the past year and 13% had seen the NZ Symphony Orchestra – however, 54% thought that Kapiti Island should receive support from all the councils in the region and 57% thought that the NZ Symphony Orchestra should receive support from all the councils in the region.

The average amenity in the survey had a score of 42% when it came to the proportion agreeing that there should be region-wide support. This is higher than the average level of use – which was 32% (discussed above).

Perceived benefit for the region is not always related to level of use

Respondents were asked to describe who they thought received the most benefit from each amenity. Those who said 'it benefits everyone' or 'it benefits most people in the region' were classified as answering that the amenity provided regional benefit. Levels of perceived benefit varied, from as high as 92% for Ambulance Services and as low as 23% for Te Rauparaha Arena. The average score for perceived benefit across all amenities included in the survey was 50%. Again it is worth noting that this is much higher than the average usage level of 32%, suggesting that non-users often perceive a wider benefit for the region, even though they may not use a particular amenity.

Amenities viewed as beneficial are not automatically viewed as requiring regional support

For some amenities there are high proportions saying there is 'regional benefit', but much lower proportions saying there should be 'region-wide support'. Two examples are Wellington Botanic Gardens and Martinborough Fair. Around two-thirds said most people in the region benefited from them, but only 30% backed region-wide support for the Botanic Gardens and 16% backed region-wide support for Martinborough Fair. For these amenities most people said support should come from the local council only.

However, amenities which have strong support for region-wide collaboration are normally perceived as providing regional benefit

Although some amenities which are viewed as regionally beneficial are also viewed as only requiring local council support (see above), amenities which have strong support for region-wide collaboration tend to always have high proportions agreeing there is regional benefit, suggesting that region-wide benefit is normally viewed as a prerequisite for region-wide support. The only exception to this is the NZ Symphony Orchestra. 57% backed the concept of region-wide support for the orchestra, whereas only 29% said that most people in the region benefited from the orchestra (most people thought it only benefited 'those with special interests').

Views from respondents living outside the amenity's immediate council area did not differ very much from the regional results

Respondents outside the amenity's immediate council area often held similar views to respondents across the region. For example, Te Papa, Westpac Stadium, and Wellington Zoo were viewed as the top three most beneficial amenities across the region. This was still the case when removing Wellington City respondents from the analysis. (Please note Ambulance services were not included in analysis of respondents living outside the amenity's immediate council area because they are not based in one particular council area).

Views on region-wide support for amenities outside respondents' immediate council areas were also broadly similar to views across the whole region. Excluding Ambulance Services, the top three amenities (ranked by the proportion saying there should be support from all of the councils in the region) were Westpac Stadium, Te Papa and Wellington Zoo. This remained the case when excluding Wellington City respondents from the analysis.

The majority were willing to pay to support regional amenities

Respondents were asked how much they would be willing to pay each year to financially support attractions and services that are important to the Wellington region.

One in five respondents said they were not willing to pay, with a further 4% unsure. This means that 76% of respondents were willing to pay something, with over half of them (57%) willing to pay \$25 or more per year.

Willingness to pay varied by income

Willingness to pay varied by income, with respondents from higher income households being willing to pay more, for example, 52% of respondents with a household income of \$100,000 per year or more were willing to pay \$50 or more per year (compared with 22% of those with a household income of \$30,000 per year). However, it is worth noting that even within the lowest income bracket (up to \$30,000 per year), the majority (67%) were willing to pay something to support regionally important amenities (27% were not and a further 6% were unsure).

Willingness to pay varied by Council area

Across the region 76% said they were willing to pay to support amenities, this proportion varied by Council area as follows:

- Wellington City – 80%.
- Lower Hutt – 76%.
- South Wairarapa – 72%.
- Kapiti Coast – 70%.
- Upper Hutt – 69%.
- Porirua – 68%.
- Masterton – 67%.
- Carterton – 62%.

Rate-payers were generally supportive of regional amenities

Rate-payers were more likely than those who do not pay rates directly to a council to say that amenities benefited most people in the region.

Most rate-payers (73%) were also willing to pay for regional amenities through an increase in their rates (although this is slightly lower than the equivalent proportion among those who do not pay rates directly to the council, 80%).

Thematic analysis of responses

A high-level thematic analysis was conducted in order to highlight respondent's overall views about venues, attractions, organisations and events, and to look at whether there was any difference in views across cultural, environmental and social amenities.

The results for all 22 individual amenities included in the survey were split into two themes for further analysis – the first involved grouping amenities by function (venues, attractions, organisations and events). The second theme involved grouping amenities around purpose (cultural, environmental or social). Please refer to the methodology section in the main body of the report for further details of which amenities fell into each category (see page 17).

It was not possible to provide survey data on the full range of venues, attractions, organisations, and events in the Wellington region. Nor was it possible to provide survey data on the full range of cultural, environmental and social amenities in the region (we were limited to only asking about 22 specific amenities). Therefore results from the 'groupings' are indicative only because they only reflect views about a limited number of amenities within each category.

Use – by groupings

The 'average amenity' in this survey was used by 32% of the population. Use was higher for venue amenities (the average venue was used by 42%) and lower for organisations (the average organisation was used by 21% of the population). The scores for events (31%) and attractions (34%) were broadly in line with average use.

A similar analysis was conducted for use by 'purpose' – this analysis groups amenities into cultural, environmental or social. Use was higher for social amenities (35%) and lower for the environmental amenities included in the survey (27%). Use of cultural amenities was 33% (broadly in line with the average amenity).

It should be noted that the 'average amenity' or the 'average venue', 'average organisation' etc. is an artificial construction and is only used for thematic analysis of the survey results. Results for 'use' of specific amenities (and other questions about specific amenities) are described later in the Executive Summary.

Perceived share of benefits – by groupings

'50%' was the average score from all amenities when it came to perceived benefit for the region. This score was higher for venues (54% for the average venue) and slightly lower for events (49%). Attractions and organisations were both in line with the average (50% each).

A similar analysis was conducted for use by 'purpose' – this analysis groups amenities into cultural, environmental or social. Social and environmental amenities scored higher when it came to perceived benefit for the region (58% and 56% respectively) but this score was lower for cultural amenities (41%). It is interesting to note that environmental amenities receive a higher 'benefit' score, despite having a low 'use' score (see above).

Views on region-wide support – by groupings

For each amenity, respondents were asked whether all the councils in the region should support it or not. '42%' was the average score from all amenities when it came to backing region-wide support. This score was higher for organisations (55% for the average organisation) and venues (45%), but lower for events (38%) and attractions (40%).

A similar analysis was conducted for use by 'purpose' – this analysis groups amenities into cultural, environmental or social. Support was higher for social and environmental amenities (45% each) and lower for cultural amenities (38%).

Again, it is interesting to note that environmental amenities receive a higher level of backing for region-wide support, despite having a low 'use' score (see above).

The next section examines the use, perceived benefits, and backing for region-wide support for the 22 specific amenities included in the telephone survey.

Use of specific amenities

In terms of amenities that were available for most of the year, Te Papa, Westpac Stadium and Wellington Botanic Gardens had the highest proportion of users (with 77%, 59% and 58% respectively using them in the past year), and NZ Symphony Orchestra, Pukaha Mount Bruce wildlife centre and Kapiti Island had the lowest proportions of users (with 13%, 11% and 6% respectively using them in the past year).

In terms of events (and Ambulance Services), the NZ International Arts Festival had the highest proportion of users (42% of respondents had been to see something at the NZ International Arts Festival within the past five years), and Wings Over Wairarapa had the smallest proportion of users (with 18% going at least once over the past five years).

Looking at 'use' across all amenities (either in the past year, or past five years for events) the top five most commonly used amenities were:

1. Te Papa (77% of respondents had used it recently).
2. Westpac Stadium (59%).
3. Wellington Botanic Gardens (58%).
4. TSB Arena (47%).
5. Michael Fowler Centre and the NZ International Arts Festival both had 42% of respondents classified as 'recent users'.

Perceived share of benefits from specific amenities

Respondents were asked to describe who they thought received the most benefit from each amenity. The top five amenities (in terms of the proportion saying that they benefit 'everyone' or 'most people') were:

1. The Ambulance Service (including Wellington Free Ambulance and St John) (92% of respondents said that everyone or most people benefited from the Ambulance Service).
2. Te Papa (86%).
3. Westpac Stadium (78%).
4. Wellington Zoo (77%).
5. Wellington Botanic Gardens (66%).

Pukaha Mount Bruce wildlife centre and Kapiti Island have a relatively small proportion of users (11% had visited Pukaha Mount Bruce wildlife centre in the past year, and 6% had visited Kapiti Island), however they have relatively high proportions saying they benefit everyone, or most people - 40% and 46% respectively. There are amenities that have much lower proportions than this, such as Downstage Theatre, New Dowse and Te Rauparaha Arena, which had the lowest proportions saying they benefited everyone or most people (28%, 27% and 23% respectively).

Region-wide support for specific amenities

Over half of respondents agreed that the following amenities should receive support from all the councils in the region:

- Ambulance Services (87% said this should receive region-wide support).
- Westpac Stadium (75%).
- Te Papa (69%).
- Wellington Zoo (65%).
- NZ Symphony Orchestra (57%).
- Rugby Sevens (54%).
- Kapiti Island (54%).
- The NZ International Arts Festival (52%).

It should be noted that Westpac Stadium already receives regional funding. The NZ International Arts Festival receives core funding from Wellington City Council and received project funding from Porirua City, Hutt City, Upper Hutt, Kapiti Coast District and councils in the Wairarapa.

For other amenities in the survey, less than half of respondents backed the idea of region-wide support. Some amenities received low levels of backing for region-wide support, these include: Downstage Theatre (20%), New Dowse (17%) and the Martinborough Fair (16%).

Levels of backing for region-wide support is not always related to levels of use. For example, only 6% had been to Kapiti Island in the past year and 13% had seen the NZ Symphony Orchestra in the past year (although over half supported the idea of region-wide support for these two amenities).

Views from respondents living outside the amenity's immediate council area did not differ very much from the results listed above. Over half of respondents living outside the amenity's immediate council area thought the following amenities should receive support from all the councils in the area:

- Westpac Stadium (71% of respondents living outside Wellington City thought this should receive support from all the councils in the region).
- Te Papa (69% of respondents living outside Wellington City thought this should receive region-wide support).
- Wellington Zoo (60% of respondents living outside Wellington City thought this should receive region-wide support).
- Kapiti Island (54% of respondents living outside Kapiti thought this should receive region-wide support).
- NZ Symphony Orchestra (54% of respondents living outside Wellington City thought this should receive region-wide support).
- Rugby Sevens (51% of respondents living outside Wellington City thought this should receive region-wide support).

47% of respondents living outside Wellington City thought the NZ International Arts Festival should receive region-wide support. The equivalent figure was lower for all other amenities.

(Ambulance Services was not included in this analysis because they do not operate in one council area).

Summary table – showing key scores for each individual amenity

The table overleaf summarises the key scores for each amenity. Rather than present three separate tables, the three key pieces of data for each amenity are presented side-by-side to assist quick reference.

The first column is the proportion of all respondents across the region who thought that amenity should receive region-wide support. The table is ranked by this important variable.

The second column is the proportion who thought everyone, or most, people benefited from that amenity (as noted above, some amenities, such as Martinborough Fair are viewed as beneficial, but this does not necessarily mean people back region-wide support for that amenity).

The third column is the proportion who had used that amenity recently, in the case of amenities that were open for most of the year this was 'used in the past year' and for amenities that were events (and the Ambulance Services) this was 'used in the past five years'. As noted above, level of use is not always related to perceived benefit nor backing for region-wide support.

Here are examples of how to read the first two rows of the table are below:

- 87% backed the idea of region-wide support for Ambulance Services, 92% thought that Ambulance Services benefited most people in the region, and 31% of respondents had used Ambulance Services recently (as discussed above, recent use of Ambulance Services was classified as 'used in the past five years' but for other amenities, apart from events, this was classified as 'used in the past year').
- For Westpac Stadium, 75% backed the idea of region-wide support for the amenity, 78% thought that most people in the region benefited from it, and 59% had used the Westpac Stadium in the past year.

Amenity	% backing region-wide support	% thinking everyone or most people in the region benefit	% used recently
Ambulance Services	87	92	31
Westpac Stadium	75	78	59
Te Papa	69	86	77
Wellington Zoo	65	77	36
NZ Symphony Orchestra	57	29	13
Rugby Sevens	54	61	29
Kapiti Island	54	46	6
The NZ International Arts Festival	52	46	42
TSB Arena	47	64	47
World of Wearable Art	44	46	28
Zealandia	40	51	26
Pukaha Mount Bruce Wildlife Centre	38	40	11
Michael Fowler Centre	37	52	42
Wellington Museum of City and Sea	33	49	28
Wellington Botanic Gardens	30	66	58
Pataka Museum and Gallery	25	29	27
Wellington City Gallery	25	30	35
Wings Over Wairarapa	23	34	18
Te Rauparaha Arena	20	23	18
Downstage	20	28	20
New Dowse	17	27	31
Martinborough Fair	16	56	39

Objectives and Methodology

Objectives

Colmar Brunton was commissioned by Wellington City Council who were acting on behalf of territorial local authorities across the Wellington Region (Wellington City, Hutt City, Upper Hutt City, Kapiti Coast District, Porirua City, South Wairarapa District, Carterton District and Masterton District Councils) and the Greater Wellington Regional Council.

The research was undertaken to gain an understanding of:

- the types of amenities that residents in the region view as being important to the Wellington region's identity, quality of life, economy and attractiveness to residents and visitors; and
- the level of public support across the Wellington region for regionally funded amenities (measured by whether they support the concept of collaboration between councils and to what extent residents are prepared to pay for regional amenities).

The aim of the research was to get a sense of the type of entities that residents in the region view as being regionally important. Lists of amenities generated through this research are not meant to provide a definitive list of regional amenities that should be supported by the region. This research is the first step of a wider project being conducted by the territorial authorities in the region to review the funding of regionally significant and beneficial amenities for the Wellington region.

Methodology

This research report is based upon the results of a telephone survey of 2,000 residents across the Wellington region. A telephone survey was chosen as the main data collection methodology because it is more representative than an online survey. Compared with online surveys, telephone surveys tend to include a broader range of income groups and people from different ethnic backgrounds.

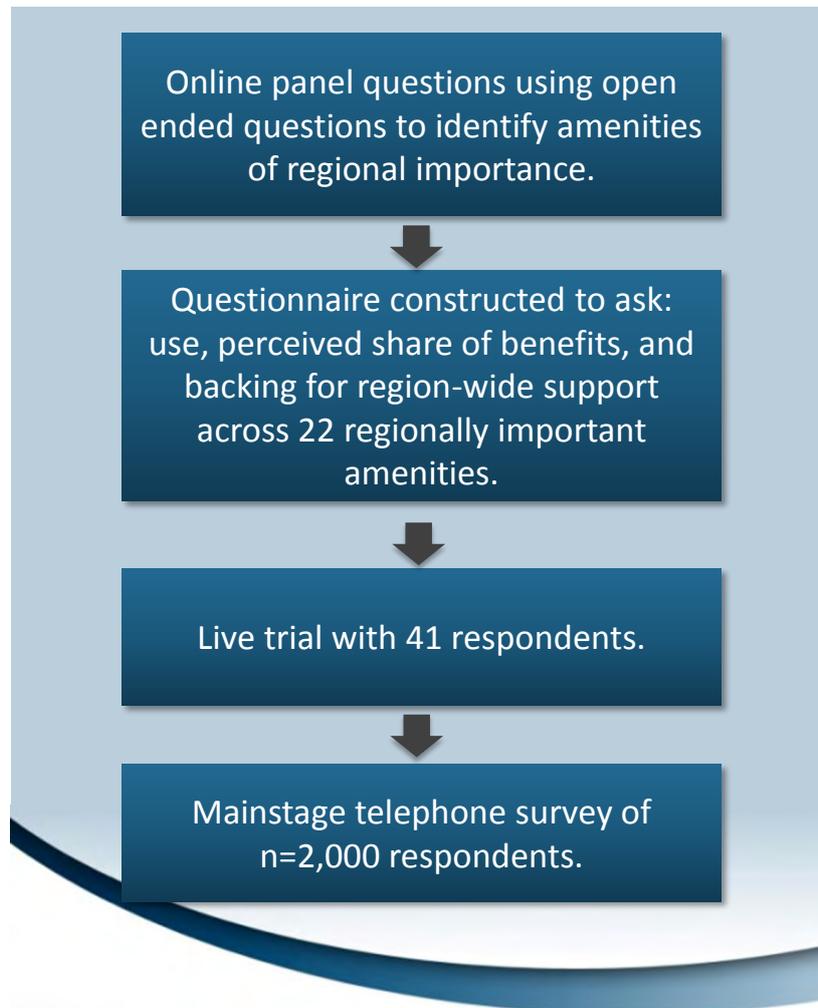
Two versions of the questionnaire were used, one asked a series of questions about 11 regional amenities, the other version asked the same questions, but about a different set of 11 regional amenities. The two versions of the questionnaire were created because the alternative, asking about all 22 amenities, would present a heavy burden for the respondent, and this would reduce response rates which, in turn, would reduce the quality of the data.

The telephone survey generated survey data about 22 regional amenities (each with an approximate sample size of about 1,000). Other questions, not about individual amenities, have a sample size of 2,000.

A sample size of 1,000 is subject to maximum margins of error of +/- 3.1% and a sample size of 2,000 is subject to maximum margins of error of +/- 2.2%.

Prior to the main telephone survey, an online survey of 630 respondents living throughout the Wellington region was conducted (respondents were recruited at random from Colmar Brunton's in-house research panel). This short survey used some open ended questions to identify regionally important amenities. A phase of questionnaire development followed, and the questionnaire was refined through a live-trial conducted immediately prior to the main survey.

More details of each stage of the research can be found below.



Online panel questions

An online pre-survey of 630 respondents living throughout the Wellington region was conducted to develop a list of regionally important amenities that was 'resident driven' (respondents were not prompted with a list but told us what they considered to be 'regional amenities' in their own words). Respondents were recruited at random from Colmar Brunton's in-house research panel, although the sample was stratified so that it contained a minimum number within each council area. 132 respondents lived in Wellington City, 99 lived in Lower Hutt, 96 lived in Porirua, 93 lived in Kapiti, 70 lived in Upper Hutt, 53 lived in Masterton, 47 lived in South Wairarapa, and 40 lived in Carterton.

The questionnaire (which took around 7 minutes to complete) focused on the following question topics including:

- visitor attractions that are regionally important
- events that are regionally important
- facilities, venues or attractions that are regionally important
- organisations or services in the arts/cultural, environment, recreation, economic or social areas that are regionally important.

This stage of the research is referred to in this report as the 'pre-survey'. The pre-survey was not intended to be a robust regionally representative survey – rather it was an initial step used to inform the design of the main telephone survey and identify the type of amenities viewed as regionally important by residents.

A list of regionally important amenities was developed using data from the open ended questions used in the pre-survey. Because the questions were open ended, respondents were not prompted with a list, rather they told us their answers using their own words. Please note that we did not use the word 'amenity' in any the research because it could confuse respondents. In the pre-survey respondents were asked what attractions, events, facilities, venues, organisations or services in the arts/cultural, environment, recreation, economic or social areas were important for the whole Wellington region.

A large variety of amenities and services were mentioned in the pre-survey, and answers varied by location. Some answers from the pre-survey focused on core council or central government services such as infrastructure and roading. Many answers were not about specifically named entities, for example, 'beaches' or 'parks'.

The results from the pre-survey were used to inform the list of specific amenities included in the main telephone survey (see below for more details). This list was not intended to be definitive, rather it was intended to collect views on a selection of different types of amenities (including cultural, environmental and social amenities, and venues, attractions, organisations and events, and including amenities that were identified from different parts of the region – both inside *and* outside of Wellington City).

Questionnaire development for the main telephone survey

A fourteen minute questionnaire was used for the main telephone survey. The survey focused on four key questions (plus demographic information):

- recent levels of use for each of the regionally important amenities.
- perception of who benefited most from each of the regionally important amenities.
- support for region-wide funding for each of the regionally important amenities.
- willingness to pay to support regionally important amenities.

The results from the online panel survey (the 'pre-survey') were used to inform the list of regionally important amenities for the main telephone survey. Because there was a limit on the number of amenities that could be included in the telephone survey, the main questionnaire focused upon the objective of assessing support for a range of different *types* of amenities identified in the pre-survey from across the social, environmental and cultural sectors. A mixture of venues, attractions, organisations and events were also included.

Te Papa, Westpac Stadium, Rugby Sevens and World of Wearable Arts featured strongly in the pre-survey with other amenities being mentioned much less often – sometimes by less than 10% of pre-survey respondents (see below for details).

General infrastructure suggestions from the pre-survey (such as rail or airports) were not included in the telephone survey, nor were amenities which were about non-specific environmental features (some answers in the pre-survey included beaches, coast-lines and rivers).

The list also included some amenities from the pre-survey which were mentioned in the areas outside of Wellington City (some of these amenities were not mentioned by high proportions at the 'regional' level but were mentioned quite often within a particular district, an example of this is Wings Over the Wairarapa).

In the end the following 22 regional amenities were included in the main telephone survey:

- **Te Papa** (which was mentioned by 70% of respondents across the region in the pre-survey, and 74% of pre-survey respondents based in Wellington City).
- **Wellington City Gallery** (which was mentioned by 3% of respondents across the region in the pre-survey, and 5% of pre-survey respondents based in Wellington City).
- **New Dowse** (which was mentioned by 4% of respondents across the region in the pre-survey, and 9% of pre-survey respondents based in Lower Hutt).

- **Te Rauparaha Arena** (which was mentioned by 3% of respondents across the region in the pre-survey, and 13% of pre-survey respondents based in Porirua).
- **Michael Fowler Centre** (which was mentioned by 9% of respondents across the region in the pre-survey, and 6% of pre-survey respondents based in Wellington City).
- **Zealandia**, also known as the Karori Sanctuary (which was mentioned by 20% of respondents across the region in the pre-survey, and 29% of pre-survey respondents based in Wellington City).
- **Pukaha Mount Bruce wildlife centre** (which was mentioned by 3% of respondents across the region in the pre-survey, and 12% of pre-survey respondents based in the Wairarapa).
- **Ambulance Services** including Free Wellington Ambulance and St John (ambulances were mentioned by 13% of respondents across the region in the pre-survey).
- **The NZ International Arts Festival** (which was mentioned by 18% of respondents across the region in the pre-survey, and 26% of pre-survey respondents based in Wellington City).
- **The Rugby Sevens** (which was mentioned by 59% of respondents across the region in the pre-survey, and 64% of pre-survey respondents based in Wellington City).
- **The Martinborough Fair** (which was mentioned by 4% of respondents across the region in the pre-survey, and 21% of pre-survey respondents based in the Wairarapa).
- **NZ Symphony Orchestra** (which was mentioned by 3% of respondents across the region in the pre-survey, and 2% of pre-survey respondents based in Wellington City).
- **Wellington Museum of City and Sea** (which was mentioned by 5% of respondents across the region in the pre-survey, and 7% of pre-survey respondents based in Wellington City).
- **Pataka Museum and Gallery** (which was mentioned by 2% of respondents across the region in the pre-survey, and 8% of pre-survey respondents based in Porirua).
- **Downstage Theatre** (which was mentioned by 4% of respondents across the region in the pre-survey, and 5% of pre-survey respondents based in Wellington City).
- **Westpac Stadium** (which was mentioned by 60% of respondents across the region in the pre-survey, and 59% of pre-survey respondents based in Wellington City).
- **TSB Arena** (which was mentioned by 13% of respondents across the region in the pre-survey, and 16% of pre-survey respondents based in Wellington City).
- **Wellington Zoo** (which was mentioned by 14% of respondents across the region in the pre-survey, and also 14% of pre-survey respondents based in Wellington City).
- **Kapiti Island** (which was mentioned by 4% of respondents across the region in the pre-survey, and 25% of pre-survey respondents based in Kapiti).
- **Wellington Botanic Gardens** (which was mentioned by 15% of respondents across the region in the pre-survey, and 18% of pre-survey respondents based in Wellington City).
- **World of Wearable Art** (which was mentioned by 50% of respondents across the region in the pre-survey, and 60% of pre-survey respondents based in Wellington City).
- **Wings over Wairarapa** (which was mentioned by 3% of respondents across the region in the pre-survey, and 19% of pre-survey respondents based in the Wairarapa).

Due to the large number of amenities, the list was split in two. This created two lists of 11 different amenities. Respondents were randomly allocated so that they were asked about only one of the two lists of amenities. This minimised the burden on respondents. The alternative, asking about all 22 amenities in one questionnaire, would reduce the response rate to the survey which, in turn, would reduce the quality of the data. However, it does mean that the sample size for each question about individual amenities is smaller (about half, i.e. 1,000 interviews) compared with other questions in the survey (which have a sample size of 2,000).

Respondents given the chance to identify regionally important amenities not on the list

Following questions about each amenity, a randomised selection of respondents¹ were given the chance to mention other regionally important amenities that were not on the list. Data was recorded in an open ended question and thematic analysis was conducted on the results (please see Chapter 5 for details).

One in four respondents were asked this open ended question. However, this was increased to 8 in 10 Māori and Pacific respondents (this was done to compensate for the under-representation of Māori and Pacific respondents that often occurs in online and telephone surveys).

In total 634 respondents were asked this open ended question (including 513 New Zealand European respondents, 166 Māori respondents, 47 Pacific respondents, 16 Asian respondents and 13 respondents with other ethnicities – please note that some people have more than one ethnicity). It should be noted that around half of respondents said either ‘do not know’ or ‘I have nothing to add’ as their answer to this open ended question.

This information, combined with the information generated by the online questions asked before the main survey, means that, in total, 1,048 New Zealand Europeans, 193 Māori, 57 Pacific and 32 Asian respondents were given the chance to comment, in an open ended response, on regionally important amenities.

Live-trial

A ‘live-trial’ of the survey was conducted with 41 respondents immediately prior to the main stage of survey fieldwork. This live-trial identified a need to shorten the questionnaire somewhat (which we did by removing some demographic questions). Some minor amendments were also made to the questionnaire to improve the flow of the survey and improve question comprehension among respondents.

Main stage of survey fieldwork

Following the live-trial, Colmar Brunton surveyed 2,000 residents across the region.

Sampling

Respondents were identified through random-digit dialling. This process includes all possible telephone numbers in the region. Within each household a random respondent was selected by asking for the person aged 15 and over with the ‘next birthday’.

The sample design ensured a broad spread of views from across the region. The less populous areas within the region were deliberately over-sampled so that their views could be analysed with more robustness than is possible with a completely random survey of the region (which would not generate many interviews outside the most urbanised areas). In total the sample was spread as follows:

- 400 interviews in Wellington City
- 329 interviews in Lower Hutt
- 210 interviews in Upper Hutt
- 241 interviews in Porirua
- 240 interviews in Kapiti Coast
- 196 interviews in Masterton
- 192 interviews in South Wairarapa
- 192 interviews in Carterton.

¹ This question was asked to a limited number of respondents to stay within the total research budget. It was sufficient to ask this question to a random sub-set of respondents because the type of analysis conducted on this question was qualitative rather than quantitative (see chapter 5 for analysis of this question).

When data for the region, as a whole, is presented it is re-weighted so that it is regionally representative (based upon the adult population spread across the whole Wellington region), and does not over, or under, represent any one particular area.

A table showing the results from respondents in each territorial authority accompanies this report.

Fieldwork

Data was gathered using Computer Assisted Telephone Interviewing (CATI). The questionnaire took, on average, 14 minutes to complete. The final response rate was 25%. This is a normal response rate for a general public survey which is conducted through random-digital dialling. The main reasons for non-response were non-contact and refusals – for more details see Appendix A.

Weighting, analysis and reporting

Weighting

The results of the survey were weighted so that they were representative by area, gender and broad age-group (2006 Census data was used to conduct this weighting).

Subgroup analysis

Analysis was then conducted by Colmar Brunton using in-house survey software. The results were analysed by key groups of interest, including:

- Territorial authority (referred to in this report as 'area') where respondent lives. Due to small base sizes some of the subgroup analysis involving South Wairarapa, Carterton and Masterton has been merged together and presented as 'the Wairarapa' – this grouping has been made clear when this occurs in the text).
- Gender.
- Age group (in order to conduct robust sub-analysis it was necessary to group age into 15-29, 30-49, and 50+).
- Ethnicity (in order to conduct robust sub-analysis it was necessary to group ethnicity into New Zealand European, Māori, Pacific, Asian and Other ethnicities).
- Household income (in order to conduct robust sub-analysis it was necessary to group household income into up-to \$30,000, \$30,001-\$50,000, \$50,001-\$80,000, \$80,001-\$100,000 and \$100,000+).
- Ratepayer status (whether pay rates to the council directly or not).

The questionnaire also asked people where they worked or studied. However, this was found to be a very weak analytical variable compared with where someone lived. For this reason analysis by work-location is not included in this report.

Differences between subgroups described in the text within this report are statistically significant at the 95% confidence level unless stated otherwise. Differences tend to be reported by subgroup compared against the 'average' score – the 'average score' is the total response including all respondents in the survey. For subgroup analysis involving only two categories – where one group forms a large part (close to half) of the total population (for example, females) - then that group is compared with the opposite group in its category (for example, males).

Thematic analysis by groupings of amenities

Additional thematic analysis was undertaken looking at groupings of amenities. After each chapter there is a brief summary that describes 'average scores' received for 'groupings' of amenities. The first set of groupings relates to **function**. Amenities were split into venues, attractions, organisations or events. The groupings for this split are described below.

Venues:

- Te Rauparaha Arena
- Michael Fowler Centre
- Westpac Stadium
- TSB Arena

Attractions:

- Te Papa
- Wellington City Gallery
- Wellington Museum of City and Sea
- Pataka Museum and Gallery
- New Dowse
- Zealandia
- Pukaha Mount Bruce wildlife centre
- Wellington Zoo
- Kapiti Island
- Wellington Botanic Gardens

Organisations:

- NZ Symphony Orchestra
- Downstage Theatre
- Ambulance Services (including St John and Wellington Free Ambulance)

Events:

- The NZ International Arts Festival
- World of Wearable Art
- Rugby Sevens
- Martinborough Fair
- Wings over Wairarapa

The next set of groupings centred around **purpose**. Amenities were split into cultural, environmental or social. The groupings for this split are described below.

Cultural amenities:

- Te Papa
- Wellington City Gallery
- Wellington Museum of City and Sea
- Pataka Museum and Gallery
- New Dowse
- NZ Symphony Orchestra
- Downstage Theatre
- The NZ International Arts Festival
- World of Wearable Art

Environmental amenities:

- Zealandia
- Pukaha Mount Bruce wildlife centre
- Wellington Zoo
- Kapiti Island
- Wellington Botanic Gardens

Social amenities:

- Te Rauparaha Arena
- Michael Fowler Centre
- Westpac Stadium
- TSB Arena
- Ambulance Services (including St John and Wellington Free Ambulance)
- Rugby Sevens
- Martinborough Fair
- Wings over Wairarapa

It should be noted that each of these groupings only contain a small number of regional amenities. It was not possible to provide survey data on the full range of venues, attractions, organisations, and events in the Wellington region. Nor was it possible to provide survey data on the full range of cultural, environmental and social amenities in the region (we were limited to only asking about 22 specific amenities). Therefore results from the 'groupings' defined above are indicative only and should be treated with caution because they only reflect views about a limited number of amenities within each category.

Analysis of open ended question on additional amenities

Additional thematic analysis of an open ended question about amenities not included on the pre-coded response list was conducted by Wellington City Council (this question is described above). The results of this analysis can be found in Chapter 5.

Notes on reading this report

We have not included findings where the base size was less than 30 respondents.

Subgroup analyses have been conducted for most key variables within the report. All differences in the report are statistically significant at the 95% confidence level unless otherwise stated.

It should also be noted that sometimes percentages for single coded questions do not add up to 100%. This is due to rounding. Similarly percentages which sum one or more categories together are sometimes one percentage point different from the number achieved through a straightforward addition of each single category, again this is because of rounding.

1: Use of amenities

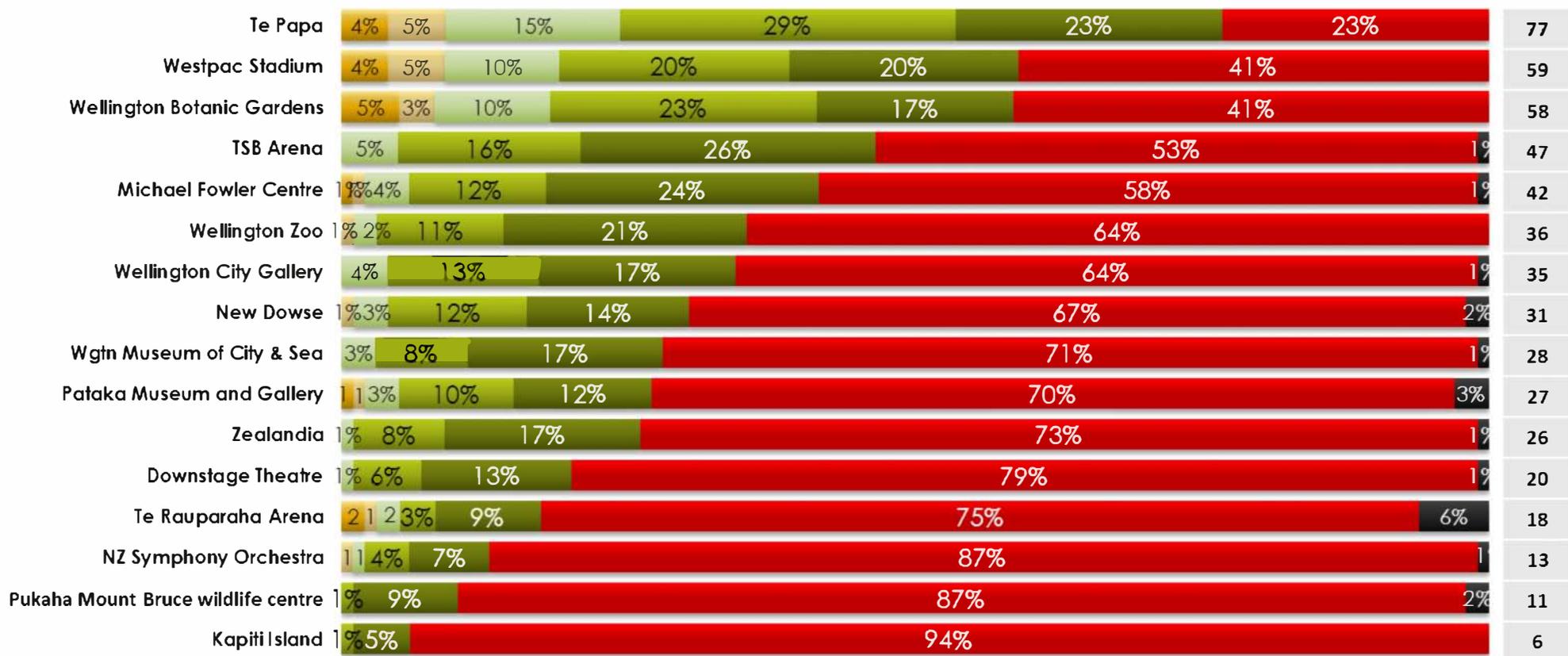
This chapter examines recent use of amenities. For those amenities that are available for most of the year (including venues and attractions such as Te Papa or Kapiti Island) the time-scale asked about was 'use in the past year'. For amenities that are more occasional (including events such as World of Wearable Art or the Ambulance Service) the time-scale was 'use in the past five years'. Within this report, a 'user' was someone who had used or visited that amenity within these time-scales.

Use of amenities by all residents in the region

Results for amenities that are available most of the year are described in the chart overleaf.

Amenities used in past 12 months

% that HAVE used in past year



- More than twelve times
- Seven to twelve times
- Four to six times
- Two to three times
- Once
- Have not used in past 12 months
- Have not heard of this

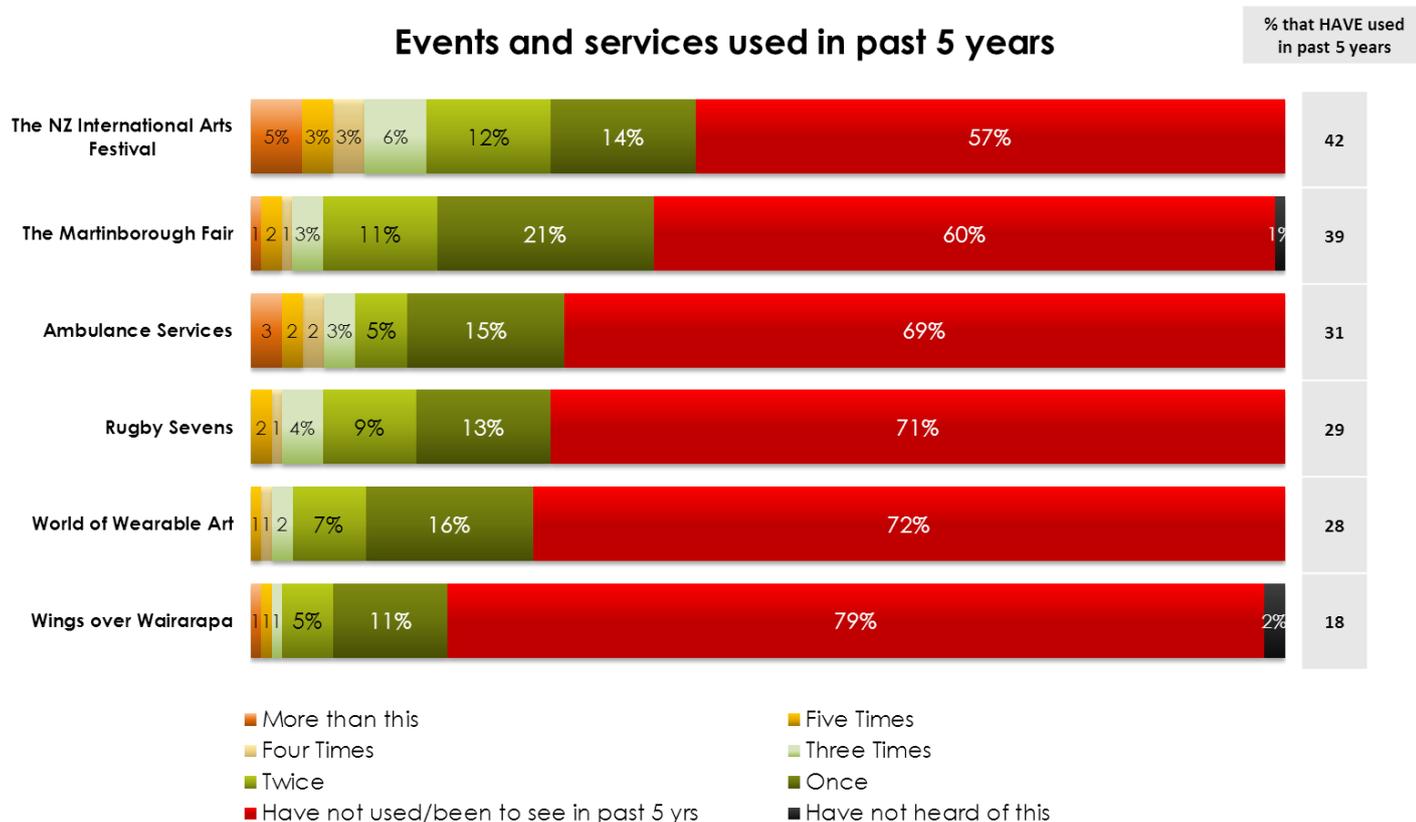
QA1a) How often have you personally used/visited [Amenity]... in the past 12 months?

Base: All respondents (n=998 to 1002)

Note: the '%' symbol has sometimes been removed from the smaller results towards the left-hand side of each bar to make space. In these cases, the number still represents a percentage.

In terms of amenities that were available for most of the year, Te Papa, Westpac Stadium and Wellington Botanic Gardens had the highest proportion of users (with 77%, 59% and 58% respectively using them in the past year), and NZ Symphony Orchestra, Pukaha Mount Bruce wildlife centre and Kapiti Island had the lowest proportions of users (with 13%, 11% and 6% respectively using them in the past year).

Levels of use for events (and Ambulance Services) are described in the chart below.



QA1b) And thinking about the past five years, how often do you think you have used/been to see...[Amenity]?

Base: All respondents (n=998 to 1002)

Note: the '%' symbol has sometimes been removed from the smaller results towards the left-hand side of each bar to make space. In these cases, the number still represents a percentage.

In terms of events (and Ambulance Services), the NZ International Arts Festival had the highest proportion of users (42% of respondents had been to see something at the NZ International Arts Festival within the past five years), and Wings Over Wairarapa had the smallest proportion of users (with 18% going at least once over the past five years).

Looking at use (either in the past year, or past five years for events) the top five highest amenities used were:

1. Te Papa (77% of respondents had used it recently).
2. Westpac Stadium (59%).
3. Wellington Botanic Gardens (58%).
4. TSB Arena (47%).
5. Michael Fowler Centre and the NZ International Arts Festival both had 42% of respondents classified as 'users'.

Use of amenity - subgroup analysis

Use of amenities varied within different groups of the population. The section below looks at different groups of the population in the region and highlights where use of an amenity by a particular subgroup stood out from the rest. For more detailed examination by area, the reader should refer to the set of tables which accompany this report.

Gender

Females were *more* likely than males to have used the following amenities:

- Te Papa (80% compared to 73% of males).
- The Martinborough Fair (43% compared to 36%).
- World of Wearable Art (34% compared to 21%).
- Pataka Museum and Gallery (35% compared to 20%).

And were *less* likely to have used:

- The Rugby Sevens (25% compared to 33% of males)
- Westpac Stadium (55% compared to 64%).

Age

Older respondents (those aged 50 or older) were generally *less* likely to use amenities including:

- Te Papa (67% of those aged 50 or older had visited Te Papa in the past year compared to the average of 77%).
- Westpac Stadium (45% compared to 59%).
- Wellington Botanic Gardens (51% compared to 58%).
- TSB Arena (35% compared to 47%).
- Wellington Zoo (20% compared to 36%).
- Rugby Sevens (18% compared to 29%).
- Zealandia (20% compared to 26%).

(Those who were younger were more likely than those who were older to visit the above attractions).

However, those aged 50 or older were more likely to have used New Dowse (36% compared to the average of 31%) and Pukaha Mount Bruce wildlife centre (15% compared to 11%).

Ethnicity

Māori were more likely to have used Te Rauparaha Arena (39% compared to the average of 18%) and Rugby Sevens (43% compared to 29%). Māori were less likely to have used Wellington Botanic Gardens (46% compared to 58%), New Dowse (14% compared to 31%), and the NZ International Arts Festival (23% compared to 42%).

Pacific respondents were more likely to have used Te Rauparaha Arena (42% compared to the average of 18%) and Rugby Sevens (50% compared to 29%), but were less likely to have used Wellington City Gallery (14% compared to 35%), Zealandia (10% compared to 26%), and Downstage Theatre (3% compared to 20%).

Asian respondents were more likely to have used TSB Arena (67% compared to the average of 47%), but less likely to have used the Westpac Stadium (37% compared to 59%) and Pataka Museum and Gallery (10% compared to 27%).

Income

Those with a household income of \$100,000 or more were more likely than average to have used most amenities. They were significantly *more* likely to have used:

- Te Papa (85% compared to the average of 77%).
- Wellington Botanic Gardens (69% compared to 58%).
- Westpac Stadium (74% compared to 59%).
- Michael Fowler Centre (53% compared to 42%).
- The NZ International Arts Festival (54% compared to 42%).
- Wellington Zoo (44% compared to 36%).
- The Rugby Sevens (39% compared to 29%).
- Zealandia (37% compared to 26%).
- Wellington City Gallery (43% compared to 35%).
- Downstage Theatre (27% compared to 20%).

(There were no amenities that this income group were less likely to have used).

Those in the lowest income bracket (household income up to, and including, \$30,000) were *less* likely to have used:

- Te Papa (64% compared to the average of 77%).
- Westpac Stadium (38% compared to 59%).
- Wellington Botanic Gardens (35% compared to 58%).
- TSB Arena (35% compared to 47%).
- Wellington Zoo (27% compared to 36%).
- Michael Fowler Centre (31% compared to 42%).
- Zealandia (15% compared to 26%).
- The NZ International Arts Festival (34% compared to 42%).
- The Rugby Sevens (18% compared to 29%).
- Te Rauparaha Arena (12% compared to 18%).

(There were no amenities that this income group were more likely to have used).

Rate-payers

Rate-payers were more likely than those who do not pay rates directly to a council to have visited Martinborough Fair (42% compared to 33%), World of Wearable Art (31% compared to 20%), Pataka Museum and Gallery (30% compared to 21%), and NZ Symphony Orchestra (14% compared to 8%), but were less likely to have used TSB Arena (44% compared to 55%).

Location

Amenities were more likely to be used by residents living in the immediate council area where the amenity is based. Examples of this are illustrated below.

Respondents in Lower Hutt were more likely to have used the New Dowse (55% of them did, compared with the average of 31%). However they were *less* likely to have used:

- Te Papa (68% compared to the average of 77%).
- Wellington City Gallery (22% compared to 35%).
- Pataka Museum and Gallery (18% compared to 27%).
- Pukaha Mount Bruce wildlife centre (5% compared to 11%).
- The NZ International Arts Festival (33% compared to 42%).

Respondents in Upper Hutt were *less* likely to have used:

- Wellington Museum of City and Sea (17% compared to the average of 28%).
- Pataka Museum and Gallery (15% compared to 27%).

(There were no amenities that Upper Hutt respondents were more likely to have used).

Respondents in Porirua were *more* likely to have used:

- Pataka Museum and Gallery (61% compared to the average of 27%).
- Te Rauparaha Arena (56% compared to 18%).

Respondents in Porirua were *less* likely to have used:

- Wellington Botanic Gardens (46% compared to 58%).
- Wellington City Gallery (24% compared to 35%).
- New Dowse (18% compared to 31%).
- The NZ International Arts Festival (32% compared to 42%).
- World of Wearable Art (18% compared to 28%).

Respondents in Kapiti were *more* likely to have used:

- Ambulance Services (41% compared to the average of 31%).
- Kapiti Island (11% compared to 6%).

Respondents in Kapiti were *less* likely to have used:

- Westpac Stadium (48% compared to 59%).
- Wellington Botanic Gardens (39% compared to 58%).
- TSB Arena (25% compared to 47%).
- Wellington Zoo (23% compared to 36%).
- Wellington City Gallery (19% compared to 35%).
- New Dowse (10% compared to 31%).
- Zealandia (10% compared to 26%).
- Downstage Theatre (12% compared to 20%).

Respondents in Wellington City were less likely to have used Martinborough Fair (32% compared to the average of 39%), but were *more* likely to have used the following amenities:

- Te Papa (89% compared to the average of 77%).
- Westpac Stadium (69% compared to 59%).
- Wellington Botanic Gardens (78% compared to 58%).
- TSB Arena (61% compared to 47%).
- Michael Fowler Centre (52% compared to 42%).
- Wellington Zoo (45% compared to 36%).
- Wellington City Gallery (55% compared to 35%).
- Wellington Museum of City and Sea (36% compared to 28%).
- Zealandia (40% compared to 26%).
- Downstage Theatre (31% compared to 20%).
- The NZ International Arts Festival (59% compared to 42%).
- World of Wearable Art (38% compared to 28%).

Respondents from the Wairarapa (which includes residents from South Wairarapa, Carterton and Masterton) were *more* likely to have used:

- The Martinborough Fair (71% compared to the average of 39%).
- Wings Over Wairarapa (52% compared to 18%).
- Pukaha Mount Bruce wildlife centre (44% compared to 11%).

Respondents from the Wairarapa were *less* likely to have used:

- Te Papa (54% compared to 77%).
- Westpac Stadium (37% compared to 59%).
- Wellington Botanic Gardens (21% compared to 58%).
- TSB Arena (22% compared to 47%).
- The NZ International Arts Festival (21% compared to 42%).
- Michael Fowler Centre (17% compared to 42%).
- Wellington Zoo (20% compared to 36%).
- Wellington City Gallery (11% compared to 35%).
- New Dowse (7% compared to 31%).
- Rugby Sevens (17% compared to 29%).
- World of Wearable Art (17% compared to 28%).
- Wellington Museum of City and Sea (13% compared to 28%).
- Pataka Museum and Gallery (7% compared to 27%).
- Zealandia (8% compared to 26%).
- Downstage Theatre (4% compared to 20%).
- Te Rauparaha Arena (8% compared to 18%).
- NZ Symphony Orchestra (4% compared to 13%).
- Kapiti Island (2% compared to 6%).

Use of amenities by residents based outside the immediate council area

Each amenity had users who were based outside the immediate council area where the amenity was based. The table below shows the proportions of respondents across the region that had used each amenity (this repeats the information already discussed above), the second column shows the proportion of respondents living outside that amenity's council area that had used that amenity, and the third column shows the proportion of each individual amenity's users that come from outside its immediate council area.

Amenity	% of respondents across the region who have used the amenity	% of respondents across the region who have used the amenity, excluding those living in the council where the amenity is based	Share of that amenity's regional visitors that live outside the immediate council area where the amenity is based
Te Papa	77	68	53
Westpac Stadium	59	52	51
Wellington Botanic Gardens	58	44	43
Martinborough Fair (past five years)	39	38	96
TSB Arena	47	37	46
Michael Fowler Centre	42	34	49
The NZ International Arts Festival (past five years)	42	31	44
Wellington Zoo	36	29	48
Rugby Sevens (past five years)	29	27	56
World of Wearable Art (past five years)	28	24	64
New Dowse	31	24	63
Pataka Museum and Gallery	27	24	78
Wellington Museum of City and Sea	28	22	46
Wellington City Gallery	35	21	36
Zealandia	26	16	36
Wings Over Wairarapa (past five years)	18	16	98
Te Rauparaha Arena	18	14	69
Downstage	20	12	34
NZ Symphony Orchestra	13	10	45
Pukaha Mount Bruce Wildlife Centre	11	9	78
Kapiti Island	6	5	81

The table shows that, even when removing respondents based outside the amenity's council area, Te Papa, Westpac Stadium and Wellington Botanic Gardens are still the top three most used amenities (68% of respondents based outside Wellington City

had been to Te Papa in the past year, 52% had used Westpac Stadium and 44% had been to Wellington Botanic Gardens). It is worth noting that 38% of respondents based outside of South Wairarapa had been to Martinborough Fair within the past five years, making this the fourth most commonly used amenity by residents outside its council area, closely followed by TSB Arena (37%).

Regardless of overall levels of use, some amenities receive a high proportion of their Wellington region users from outside their immediate council area. Examples include Wings Over Wairarapa (which is based in Masterton), Martinborough Fair (based in South Wairarapa), Kapiti Island (based in Kapiti), Pataka Museum and Gallery and Te Rauparaha Arena (both based in Porirua), and Pukaha Mount Bruce wildlife centre (based in Masterton). These amenities have a high proportion of their visitors from across other parts of the Wellington region – refer to the third column in the table above for details.

Average use by theme

A high-level thematic analysis was conducted in order to highlight respondent's overall views about venues, attractions, organisations and events, and to look at whether there was any difference in views across cultural, environmental and social amenities.

All 22 individual amenities were split into two themes for further analysis – the first involved grouping amenities by function (venues, attractions, organisations and events). The second theme involved grouping amenities around purpose (cultural, environmental or social). Please refer to page 17 for further details of which amenities fell into each category.

The following table shows the average scores for amenities within each grouping. This simply takes the 'use' figure for each amenity (described earlier in this section) within each grouping and sums them; the total is then divided by the number of amenities in that grouping.

The results should be treated with caution because 'use' vs. 'non-use' was defined differently for amenities that were available for most of the year vs. amenities that were only available at certain times. So, in this analysis, the score of 28% for those who have been to the World of Wearable Art in the **past five years** is not treated any differently from the score of 28% for those who have visited Wellington Museum of City and Sea **in the past year**. Furthermore, each of these groupings only contain a small number of regional amenities. It was not possible to provide survey data on the full range of venues, attractions, organisations, and events in the Wellington region. Nor was it possible to provide survey data on the full range of cultural, environmental and social amenities in the region (we were limited to only asking about 22 specific amenities). Therefore results from the 'groupings' are indicative only because they only reflect views about a limited number of amenities within each category.

Grouping of amenities by function	Average 'use' score
Venues	42
Attractions	34
Organisations	21
Events	31
TOTAL (average of <u>all</u> amenities in survey)	32

The 'average amenity' in this survey was used by 32% of the population. Use was higher for venue amenities (the average venue was used by 42%) and lower for organisations (the average organisation was used by 21% of the population).

It should be noted that the 'average amenity' or the 'average venue', 'average organisation' etc. is an artificial construction and is only used for thematic analysis of the survey results.

A similar analysis was conducted for use by 'purpose' – this analysis groups amenities into cultural, environmental or social. The results are described in the table below.

Grouping of amenities by purpose	Average 'use' score
Cultural	33
Environmental	27
Social	35
TOTAL (average of <u>all</u> amenities in survey)	32

The 'average amenity' in this survey was used by 32% of the population. Use was higher for social amenities (35%) and lower for environmental amenities (27%).

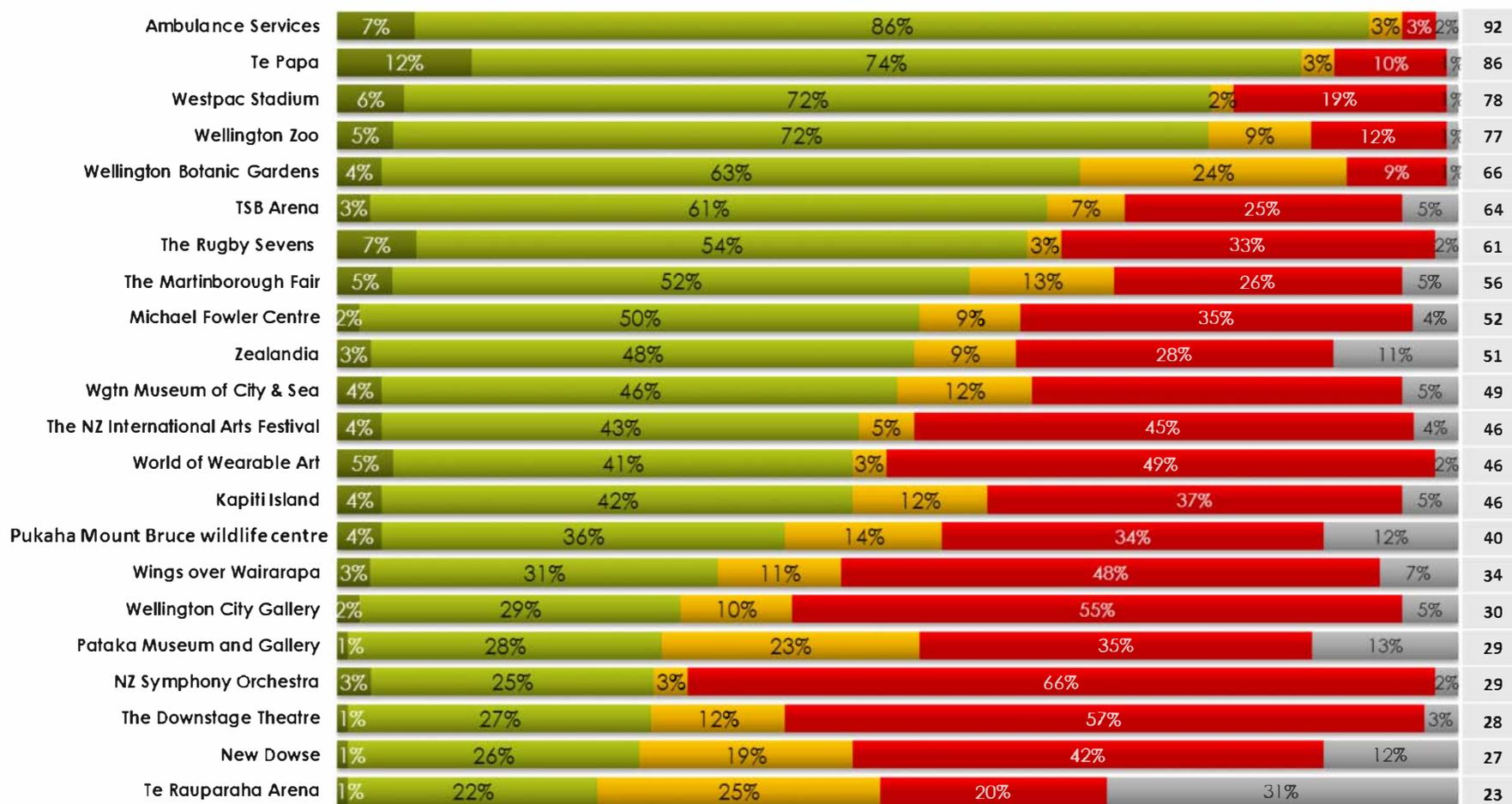
2: Perceived Share of benefits from each amenity

Respondents were asked to describe who they thought received the most benefit from each amenity. They were offered the options of 'it benefits most people in the region', 'it only benefits people living near it', or 'it only benefits people with special interests'. Some people volunteered a further response which was 'it benefits everyone' or 'it benefits everyone in New Zealand, including those living outside the region' – however this type of answer was unprompted and was not part of the response list read out to respondents. For the purposes of further analysis later in this chapter we have combined 'it benefits everyone, including those outside the region' and 'it benefits most people'.

Results for the perceived benefit of all amenities are illustrated in the chart overleaf.

Share of benefits from each amenity

% everyone/
most people



- Everyone, including those outside region
- Most people living in region
- Only people living near it
- Only people with special interests
- Don't know / not heard of it

QB1) I am now going to read out the list again, and I'd like you to think about who receives the most benefit from each one.
So thinking about ...[Amenity]... would you say that...
Base: All respondents (n=998 to 1002)

The top five amenities (in terms of the proportion saying that they benefit everyone or most people) were:

1. The Ambulance Service (including Wellington Free Ambulance and St John) (92% of respondents said that everyone or most people benefited from the Ambulance Service).
2. Te Papa (86%).
3. Westpac Stadium (78%).
4. Wellington Zoo (77%).
5. Wellington Botanic Gardens (66%).

Downstage Theatre, New Dowse and Te Rauparaha Arena had the lowest proportions saying they benefited everyone or most people (28%, 27% and 23% respectively).

It is interesting to note that although Pukaha Mount Bruce wildlife centre and Kapiti Island have a relatively small proportion of users (11% had visited Pukaha Mount Bruce wildlife centre in the past year, and 6% had visited Kapiti Island - see Chapter 1 for details), they have relatively high proportions saying they benefit everyone, or most people (40% and 46% respectively).

Views on the benefits of amenity - subgroup analysis

Perceptions about who benefits from each amenity varied within different groups of the population. The section below looks at different groups of the population in the region and highlights where views by a particular subgroup stood out from the rest. For more detailed examination by area, the reader should refer to the set of tables which accompany this report.

Gender

Females were *more* likely than males to say the following amenities benefited everyone or most people:

- World of Wearable Art (50% compared to 41% of males).
- Wellington Botanic Gardens (71% compared to 61%).

And were *less* likely to say the following amenities benefited everyone or most people:

- Westpac Stadium (73% compared to 84% of males).
- The Rugby Sevens (58% compared to 65%).
- TSB Arena (59% compared to 68%).
- Wings Over Wairarapa (30% compared to 39%).

Age

Older respondents (those aged 50 or older) were *more* likely than average to say the following amenities benefited everyone or most people:

- New Dowse (33% compared to the average of 12%).
- Michael Fowler Centre (60% compared to 52%).
- Pukaha Mount Bruce wildlife centre (47% compared to 40%).
- NZ Symphony Orchestra (36% compared to 29%).
- Downstage Theatre (35% compared to 28%).

Older respondents (those aged 50 or older) were *less* likely than average to say the following amenities benefited everyone or most people:

- Westpac Stadium (73% compared to the average of 78%).
- TSB Arena (53% compared to 64%).

Ethnicity

Māori were *more* likely than average to say Te Rauparaha Arena benefited everyone or most people (39% compared to the average of 23%). However, they were *less* likely than average to say the following amenities benefited everyone or most people:

- Wellington Museum of City and Sea (37% compared to the average of 49%).
- Kapiti Island (32% compared to 46%).
- Wellington City Gallery (18% compared to the average of 30%).
- NZ Symphony Orchestra (13% compared to 29%).

Pacific respondents were *less* likely than average to say the following amenities benefited everyone or most people:

- Te Papa (70% compared to the average of 86%).
- Wellington Zoo (61% compared to 77%).
- World of Wearable Art (24% compared to 46%).
- New Dowse (12% compared to 27%).
- NZ Symphony Orchestra (13% compared to 29%).

(There were no amenities that Pacific respondents were more likely to say 'benefited everyone or most people').

Asian respondents were *less* likely than average to say the following amenities benefited everyone or most people:

- Ambulance Services (81% compared to 92%).
- Westpac Stadium (62% compared to 78%).
- Michael Fowler Centre (35% compared to the average of 52%).
- Zealandia (15% compared to 51%).
- The NZ International Arts Festival (29% compared to 46%).
- NZ Symphony Orchestra (12% compared to 29%).
- Downstage Theatre (10% compared to 28%).

(There were no amenities that Asian respondents were more likely to say 'benefited everyone or most people').

Income

Those with a household income of \$100,000 or more were *more* likely than average to say the following amenities benefited everyone or most people:

- Westpac Stadium (90% compared to the average of 78%).
- TSB Arena (71% compared to 64%).
- The NZ International Arts Festival (55% compared to 46%).
- Zealandia (61% compared to 51%).

(There were no amenities that they were less likely to say 'benefited everyone or most people').

Those in the lowest income bracket (household income up to, and including, \$30,000) were *less* likely than average to say the following amenities benefited everyone or most people:

- Ambulance Services (86% compared to the average of 92%).
- Te Papa (75% compared to 86%).
- Westpac Stadium (65% compared to the average of 78%).
- TSB Arena (55% compared to 64%).
- The Rugby Sevens (50% compared to 61%).
- World of Wearable Art (37% compared to 46%).
- Zealandia (40% compared to 51%).

(There were no amenities that they were more likely to say 'benefited everyone or most people').

Rate-payers

Rate-payers were generally more likely to feel that everyone or most people benefited from amenities. They were *more* likely than those who do not pay rates directly to a council to say the following amenities benefited everyone or most people:

- Wellington Zoo (79% compared to 72% of those who do not pay rates directly).
- Martinborough Fair (60% compared to 56%).
- Zealandia (53% compared to 45%).
- The NZ International Arts Festival (49% compared to 41%).
- Kapiti Island (49% compared to 38%).
- Wings over Wairarapa (37% compared with 27% of those who do not pay rates directly).
- NZ Symphony Orchestra (32% compared to 22%).
- Pataka Museum and Gallery (32% compared to 23%).
- Downstage Theatre (33% compared to 18%).
- New Dowse (30% compared to 22%).

(There were no amenities that they were less likely to say 'benefited everyone or most people').

Location

Respondents in Lower Hutt were *less* likely than average to say the following amenities benefited everyone or most people:

- Te Papa (79% compared to the average of 86%).
- World of Wearable Art (35% compared to 46%).

(There were no amenities that they were more likely to say 'benefited everyone or most people').

Respondents in Upper Hutt were *more* likely than average to say the following amenities benefited everyone or most people:

- Zealandia (62% compared to 51%).
- Wings Over Wairarapa (45% compared to 34%).
- Martinborough Fair (68% compared to 56%).

(There were no amenities that they were less likely to say 'benefited everyone or most people').

Respondents in Porirua were *more* likely than average to say that Te Rauparaha Arena benefited everyone or most people (40% compared to 23%). But were *less* likely than average to say the New Dowse benefited everyone or most people (19% compared with the average of 27%).

Respondents in Kapiti were *less* likely than average to say the following amenities benefited everyone or most people:

- Zealandia (27% compared with the average of 51%).
- Pukaha Mount Bruce wildlife centre (28% compared to 40%).
- Wellington City Gallery (19% compared to 30%).
- New Dowse (18% compared to 27%).

(There were no amenities that they were more likely to say 'benefited everyone or most people').

Respondents in Wellington City were *more* likely than average to say the following amenities benefited everyone or most people:

- Westpac Stadium (84% compared with the average of 78%).
- TSB Arena (72% compared to 64%).
- Zealandia (62% compared to 51%).
- World of Wearable Art (57% compared to 46%).
- New Dowse (35% compared to 27%).
- Wellington City Gallery (39% compared to 30%).

(There were no amenities that they were less likely to say 'benefited everyone or most people').

Respondents from the Wairarapa (which includes residents from South Wairarapa, Carterton and Masterton) were *more* likely than average to say the following amenities benefited everyone or most people:

- The Martinborough Fair (71% compared with the average of 56%).
- Pukaha Mount Bruce wildlife centre (65% compared to 40%).
- Wings over Wairarapa (57% compared to 34%).

However, they were *less* likely than average to say the following amenities benefited everyone or most people:

- Ambulance Services (87% compared to 92%).
- Te Papa (73% compared to 86%).
- Westpac Stadium (70% compared to 78%).
- TSB Arena (48% compared to 64%).
- Wellington Botanic Gardens (45% compared to 66%).
- Michael Fowler Centre (41% compared to 52%).
- The NZ International Arts Festival (38% compared to 46%).
- World of Wearable Art (37% compared to 46%).
- Wellington Museum of City and Sea (36% compared to 49%).
- Kapiti Island (34% compared to 46%).
- Zealandia (27% compared to 51%).
- Pataka Museum and Gallery (23% compared to 29%).
- Wellington City Gallery (23% compared to 30%).
- Downstage Theatre (22% compared to 28%).
- Te Rauparaha Arena (13% compared to 23%).
- New Dowse (10% compared to 27%).

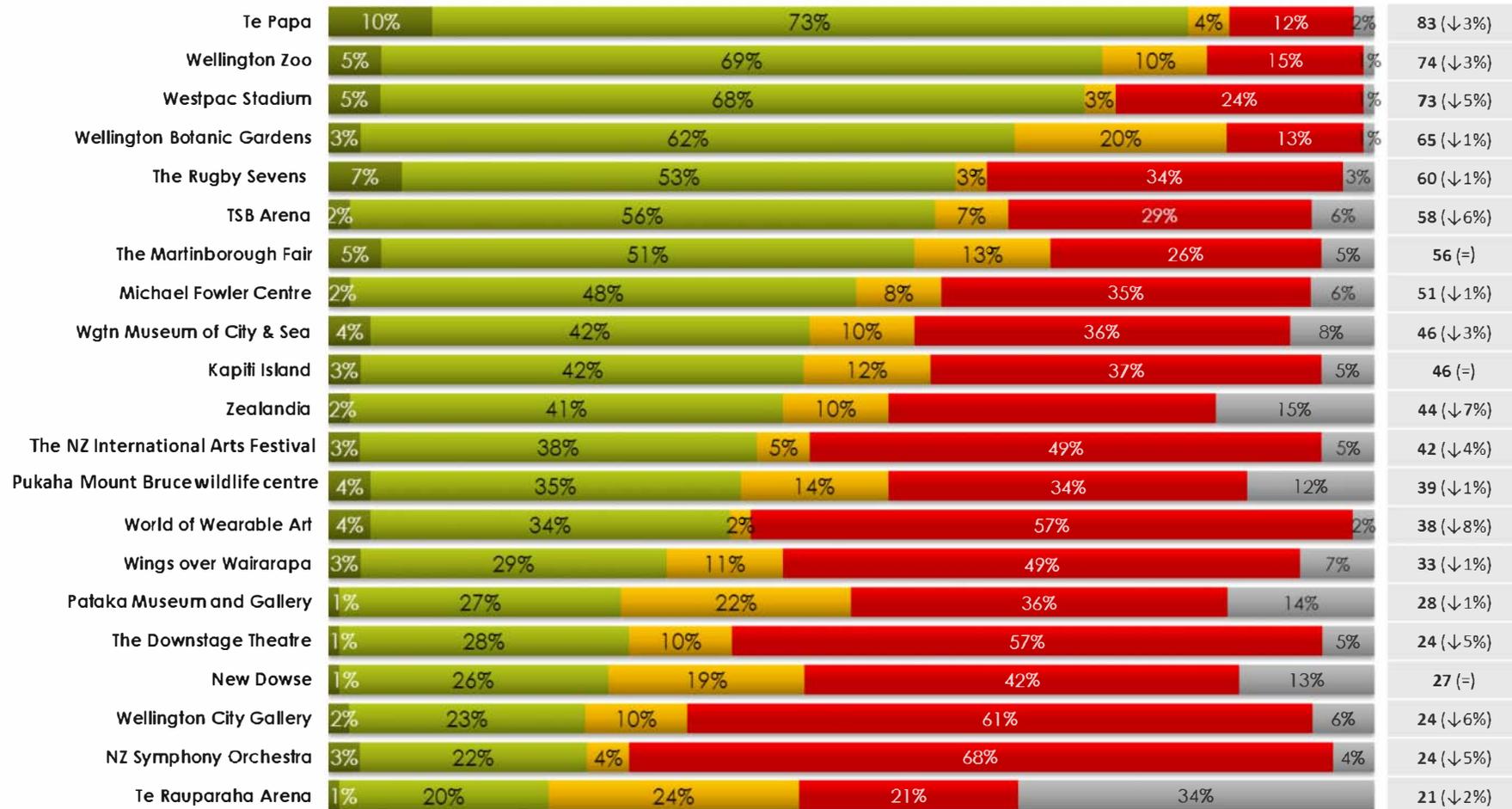
Perceived share of benefits – views from outside each amenity’s immediate council area

To help determine amenities that are regarded as beneficial - even by residents who do not live close to the amenity - we filtered the data to include only those who lived outside the immediate council area of each amenity. The results are illustrated in the chart overleaf. The summary statistic for each amenity on the right hand side (in grey boxes) represents the proportion of respondents outside the amenity’s council area that said that the amenity benefited everyone or most people. The indicator in brackets is how much higher, or lower, views are compared with views from across the whole region (presented in the previous chart).

Please note that Ambulance Services have been excluded from this analysis because they operate across all council areas.

Share of benefits from each amenity [only views from outside that council area]

% everyone/
most people



- Everyone, including those outside region
- Most people living in region
- Only people living near it
- Only people with special interests
- Don't know / not heard of it

QB1) I am now going to read out the list again, and I'd like you to think about who receives the most benefit from each one.
So thinking about ...[Amenity]... would you say that...
Base: All respondents who do not live in same location as amenity (799 to 902)

Even when filtering out respondents living in the council area where the amenity is based, Te Papa, Wellington Zoo and Westpac Stadium continue to be the top three amenities with the highest proportion saying that ‘everyone’ or ‘most’ people benefited from them². For example, 83% of respondents living outside of Wellington City said that everyone or most people benefited from Te Papa – this is slightly lower than the result when looking at answers across the region (86% for all regions including Wellington City). The proportions of respondents based outside Wellington City who said Wellington Zoo and Westpac Stadium benefited everyone or most people were: 74% and 73% respectively (this is closely followed by 65% for Wellington Botanic Gardens and 60% for the Rugby Sevens).

Te Rauparaha Arena is the amenity that receives the lowest proportion of respondents saying that everyone or most people benefit – this is the case when looking at results from across the region as a whole *and* also when looking at everywhere in the region excluding Porirua (23% and 21% respectively).

Wellington City Gallery and NZ Symphony Orchestra receive relatively low scores for ‘benefit’ when views from outside Wellington City are examined. 24% of those outside Wellington City said Wellington City Gallery benefited everyone or most people, and the same proportion said this for NZ Symphony Orchestra). This is significantly lower than the view when *including* Wellington City in the analysis (30% and 29% respectively).

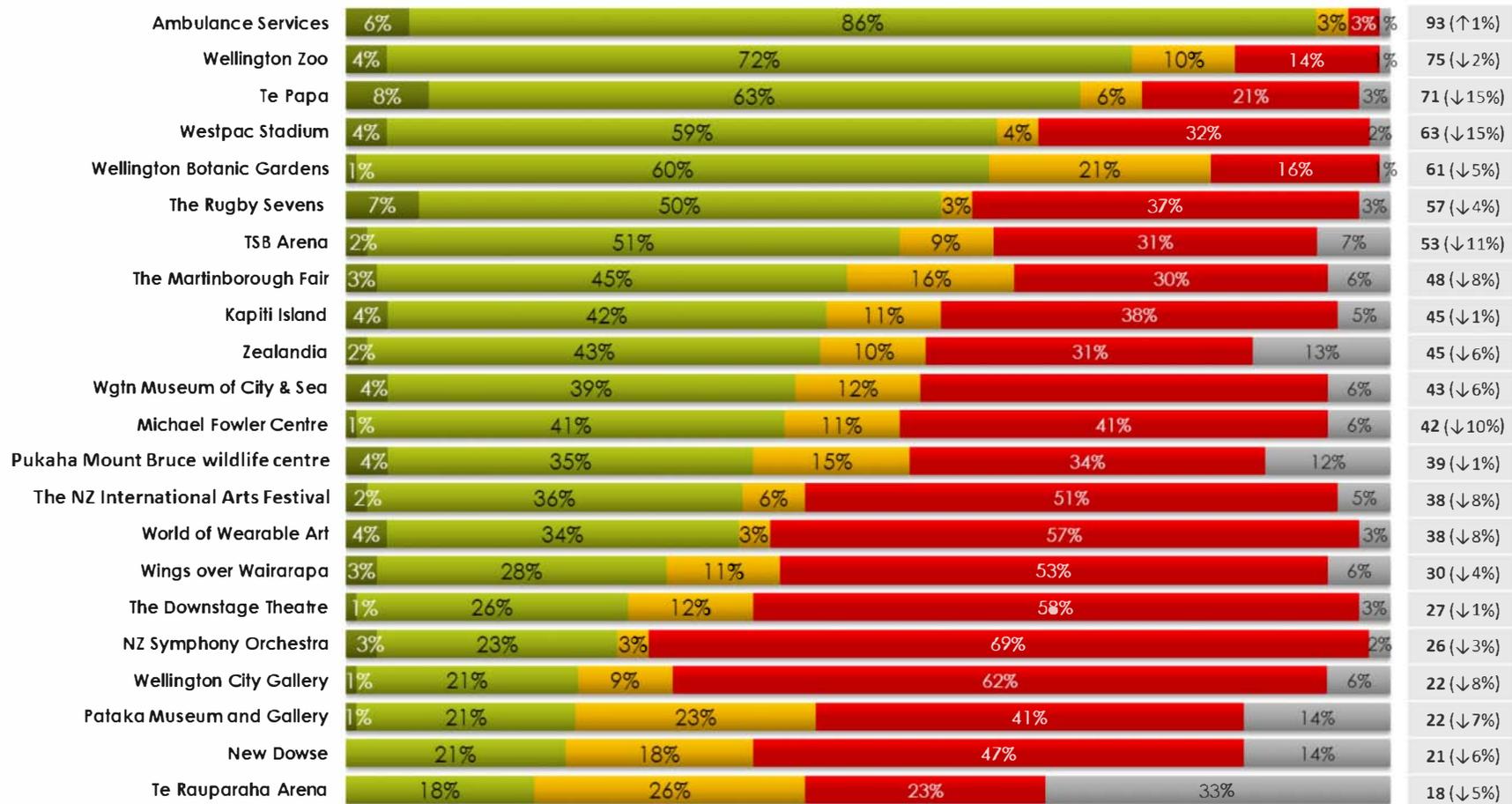
Perceived share of benefits – views from non-users

People can understand the benefit of an amenity, even if they have not used it. In order to examine this further, we filtered out ‘users’ to determine the perceived share of benefits from non-users (defined as not having used that amenity in the past year – or past five years for events/Ambulance). The results are illustrated in the chart overleaf. The format is similar to the previous chart. The grey box on the right-hand side of the chart represents the proportion of non-users that said that the amenity benefited everyone or most people. The number in brackets shows whether views from non-users are lower or higher (and by what percentage) than views from *all* respondents (including users and non-users – which was the data presented at the beginning of this chapter).

² Notwithstanding Ambulance Services which was excluded from this analysis because they were not based in any one particular council area.

Share of benefits from each amenity [only views from non-users]

% everyone/
most people



- Everyone, including those outside region
- Most people living in region
- Only people living near it
- Only people with special interests
- Don't know / not heard of it

QB1) I am now going to read out the list again, and I'd like you to think about who receives the most benefit from each one. So thinking about ...[Amenity]... would you say that...
Base: All respondents who have not used amenity in past year / past five years (for events/ambulance) (n=313 to n=948)

The top five most beneficial amenities among non-users are: Ambulance Services (93% of non-users said this benefited everyone or most people), Wellington Zoo (75%), Te Papa (71%), Westpac Stadium (63%), and Wellington Botanic Gardens (61%). This is similar to the top five most beneficial amenities described in the first chart in this chapter.

Additional subgroup analysis we conducted between users and non-users of each amenity reveals that users of amenities are always more likely than non-users to say that the amenity benefits everyone or most people. However, the relationship was less strong (not statistically significant at the 95% confidence level) for three amenities: Kapiti Island, Downstage Theatre and Wellington Zoo.³

Perceived benefits by theme

A high-level thematic analysis was conducted in order to highlight respondent’s overall views about venues, attractions, organisations and events, and to look at whether there was any difference in views across cultural, environmental and social amenities.

All 22 individual amenities were split into two themes for further analysis – the first involved grouping amenities by function (venues, attractions, organisations and events). The second theme involved grouping amenities around purpose (cultural, environmental or social). Please refer to page 17 for further details of which amenities fell into each category.

The following table shows the average scores for amenities within each grouping. This simply takes the ‘benefits everyone’ and ‘benefits most people’ figure for each amenity (described earlier in this section) within each grouping and sums them; the total is then divided by the number of amenities in that grouping.

The results should be treated with caution because each of these groupings only contain a small number of regional amenities. It was not possible to provide survey data on the full range of venues, attractions, organisations, and events in the Wellington region. Nor was it possible to provide survey data on the full range of cultural, environmental and social amenities in the region (we were limited to only asking about 22 specific amenities). Therefore results from the ‘groupings’ are indicative only because they only reflect views about a limited number of amenities within each category.

Grouping of amenities by function	Average ‘benefit’ score
Venues	54
Attractions	50
Organisations	50
Events	49
TOTAL (average of <u>all</u> amenities in survey)	50

‘50%’ was the average score from all amenities when it came to benefiting ‘everyone’ or ‘most’ people. This score was higher for venues (54% for the average venue) and slightly lower for events (49%).

It should be noted that the ‘average amenity’ or the ‘average venue’ etc. is an artificial construction and is only used for thematic analysis of the survey results.

A similar analysis was conducted for use by ‘purpose’ – this analysis groups amenities into cultural, environmental or social. The results are described in the table below.

³ 81% of Wellington Zoo users said it benefited everyone or most people – the figure for non-users was lower, although not significantly lower, at 75%. Comparable percentages for Kapiti Island were 54% for users and 45% for non-users, and 35% and 27% respectively for Downstage.

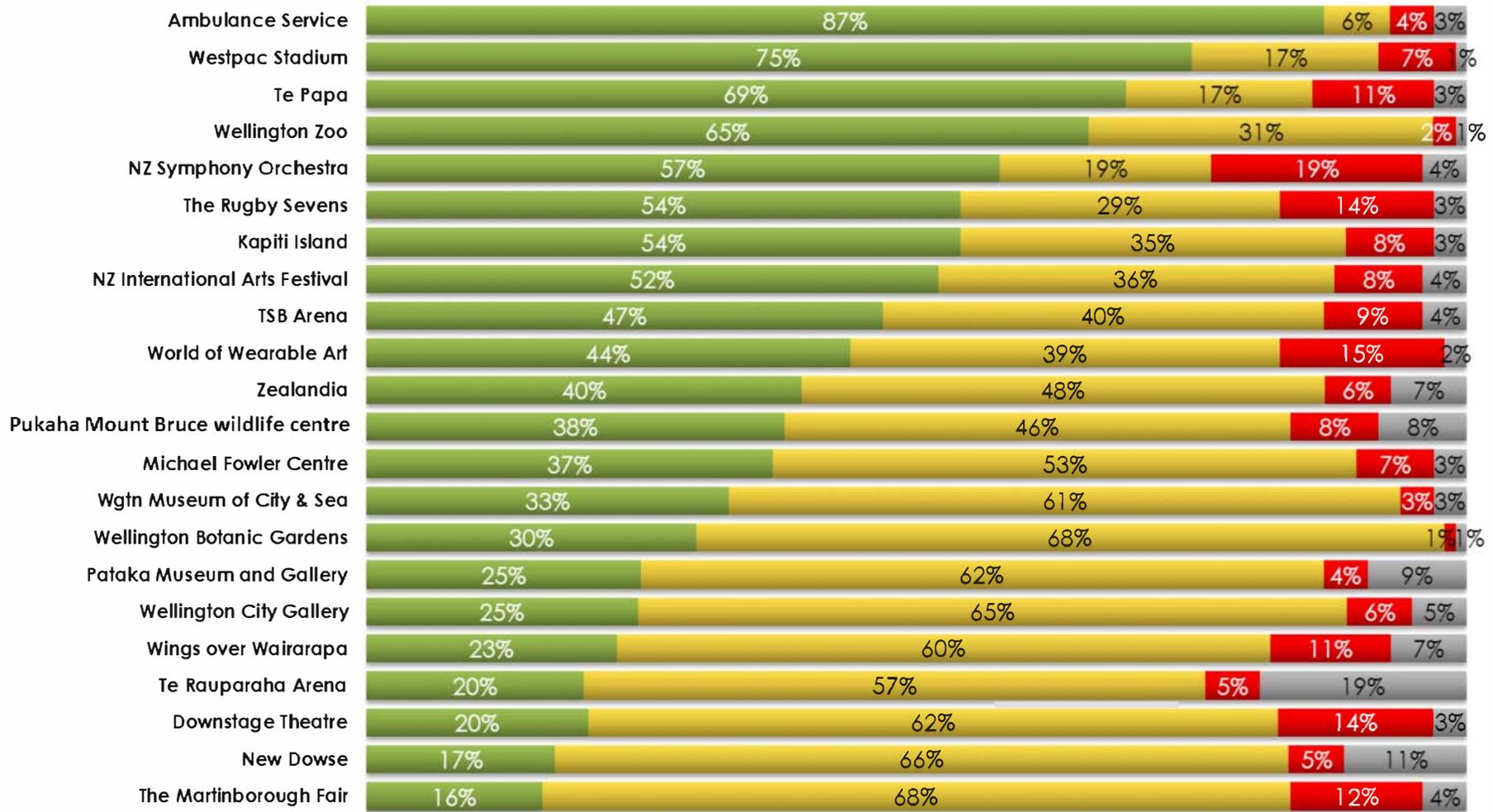
Grouping of amenities by purpose	Average 'benefit' score
Cultural	41
Environmental	56
Social	58
TOTAL (average of <u>all</u> amenities in survey)	50

50% was the average score from all amenities when it came to benefiting 'everyone' or 'most' people. This score was higher for social and environmental amenities (58% and 56% respectively) and lower for cultural amenities (41%).

3: Views on region-wide support

Respondents were asked to think about council support for each amenity. They were asked to think whether the amenity should be from 'all of the councils in the region together', 'just the council where it is based', or 'neither – in other words it should not receive any council support'. Results for all amenities are illustrated in the chart overleaf.

Views on region-wide support per amenity



■ All the councils in the region together
 ■ Just the council where it is based
■ Neither (no council support)
 ■ Don't know / not heard of it

QC1) Do you think council support for ..[Amenity] should be from ...?
 Base: All respondents (n=974 to 1001)

The Ambulance Service (including Wellington Free Ambulance and St John) received the highest proportion of respondents saying that all of the councils should support it (87%). This was closely followed by:

- Westpac Stadium (75%).
- Te Papa (69%).
- Wellington Zoo (65%).
- NZ Symphony Orchestra (57%).

Views on region-wide support – subgroup analysis

Within the population there were varying levels of backing for region-wide support by subgroup. Significant differences are described below.

Gender

Females were *more* likely than males to back region-wide support for:

- World of Wearable Art (47% compared to 41% of males).
- Michael Fowler Centre (42% compared to 32%).
- Te Rauparaha Arena (22% compared to 17%).

Females were *less* likely than males to back region-wide support for:

- Wings Over Wairarapa (20% compared to 26% of males).

Age

Those aged 50+ were *more* likely to back region-wide support for:

- NZ Symphony Orchestra (64% compared to 57%).
- Pukaha Mount Bruce wildlife centre (47% compared to 38%).
- Zealandia (46% compared to the average of 40%).
- Downstage Theatre (27% compared to 20%).

Those aged 50+ were *less* likely to back region-wide support for:

- The Rugby Sevens (48% compared to the average of 54%).
- TSB Arena (38% compared to 47%).

Ethnicity

Māori were *less* likely to back region-wide support for a number of amenities including:

- Te Papa (55% compared to the average of 69%).
- NZ Symphony Orchestra (43% compared to 57%).
- The NZ International Arts Festival (40% compared to 52%).
- Zealandia (26% compared to 40%).
- Downstage Theatre (12% compared to 20%).

(They were not more likely to back region-wide support for any amenity).

Pacific respondents were *more* likely to back region-wide support for Wellington Museum of City and Sea (52% compared to the average of 33%), but *less* likely to back region-wide support for NZ Symphony Orchestra (34% compared to 57%).

Asian respondents were *more* likely to back region-wide support for Wellington City Gallery (48% compared to the average of 25%), but *less* likely to back region-wide support for Zealandia (17% compared to 40%).

Income

There was no significant variation in most income bands when it came to backing for region-wide support of amenities. However, the lowest income band (household income up to \$30,000) were slightly *less* likely to back region-wide support for:

- Westpac Stadium (68% compared to 75%).
- Kapiti Island (44% compared to 54%).

But this income group were *more* likely to back region-wide support for:

- Downstage Theatre (27% compared to 20%).
- Martinborough Fair (22% compared to 16%).

Rate-payers

Those who pay rates directly to the council were *more* likely to back region-wide support for Wellington Museum of City and Sea (35% compared to 27% of those who do not pay rates directly to a council). However, they were *less* likely to back region-wide support for a number of amenities, including:

- The Rugby Sevens (51% compared to 63% of those who do not pay rates directly to a council).
- Wellington City Gallery (21% compared to 33%).
- New Dowse (15% compared to 22%).
- Martinborough Fair (13% compared to 24%).

Location

Lower Hutt residents were *more* likely than average to say that Ambulance Services should receive region-wide support (94% compared to the average of 87%). (They were not less likely to back region-wide support for any particular amenity).

Upper Hutt residents were *more* likely than average to say that Zealandia should receive region-wide support (59% compared to 40%). (They were not less likely to back region-wide support for any particular amenity).

Porirua residents were *more* likely than average to say that Ambulance Services should receive region-wide support (94% compared to the average of 87%). However, they were *less* likely than average to say that NZ Symphony Orchestra should receive region-wide support (47% compared to 57%).

Kapiti Coast residents were *less* likely than average to say that the following amenities should receive region-wide support:

- Westpac Stadium (66% compared to the average of 75%).
- Wellington Zoo (50% compared to 65%).
- Zealandia (28% compared to 40%).
- Wellington City Gallery (16% compared to 25%).
- Wings Over Wairarapa (13% compared to 23%).

(They were not more likely to back region-wide support for any particular amenity).

Wellington City residents were *more* likely than average to think that Wellington Zoo should receive region-wide support (72% compared to the average of 65%). However, they were *less* likely to think that Ambulance Services should receive region-wide support (82% compared to 87%).

Wairarapa residents were less likely to back region-wide funding for most amenities including:

- Ambulance Services (77% compared to 87%).
- Westpac Stadium (66% compared to 75%).
- Te Papa (52% compared to 69%).
- Wellington Zoo (55% compared to 65%).
- NZ Symphony Orchestra (50% compared to 57%).
- Kapiti Island (47% compared to 54%).
- The NZ International Arts Festival (43% compared to 52%).
- The Rugby Sevens (40% compared to 54%).
- TSB Arena (39% compared to 47%).
- World of Wearable Art (32% compared to 44%).
- Michael Fowler Centre (28% compared to 37%).
- Wellington Museum of City and Sea (24% compared to 33%).
- Wellington Botanic Gardens (21% compared to 30%).
- Zealandia (20% compared to 40%).
- Pataka Museum and Gallery (19% compared to 25%).
- Downstage Theatre (14% compared to 20%).
- Te Rauparaha Arena (13% compared to 20%).
- New Dowse (12% compared to 17%).

However, they were *more* likely to back region-wide funding for:

- Pukaha Mount Bruce wildlife centre (49% compared to 38%).
- Wings Over Wairarapa (37% compared to 23%).

(There was no statistically significant difference between Wairarapa and the region for Wellington City Gallery and Martinborough Fair).

With the obvious exception of Wairarapa residents, there are less demographic and sub-regional differences for this question compared with other questions in the survey, which means there is a degree of consensus in the population around what amenities should be supported by all of the councils in the region.

Views on region-wide support – from outside each amenity’s immediate council area

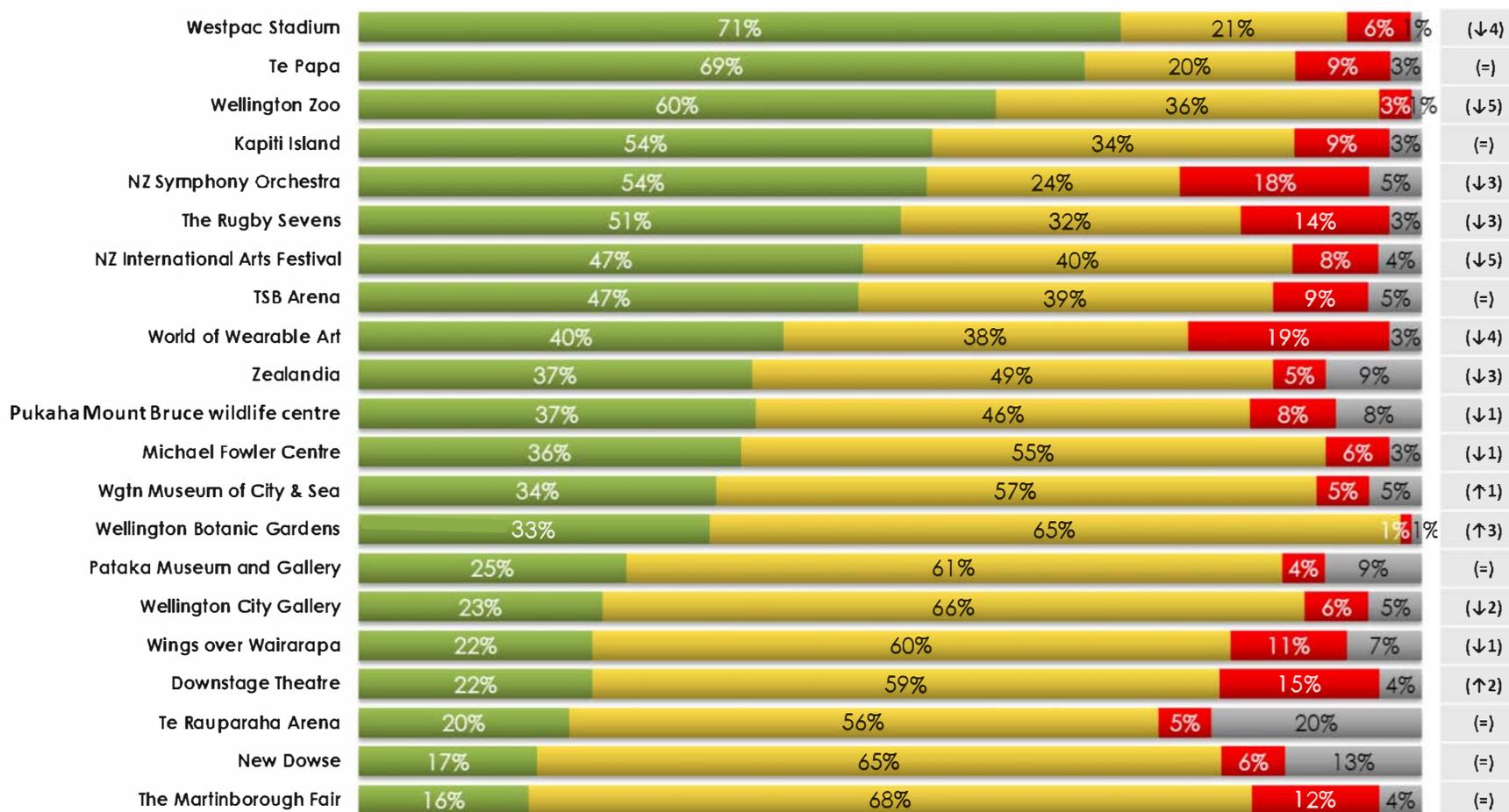
To help determine views on region-wide support for each amenity among residents who do not live close to each amenity, we filtered the data to include only those who lived outside the immediate council area where each amenity was based. The results are illustrated in the chart overleaf. The indicator in brackets on the right-hand side of each bar (in a grey box) is how much lower (or higher) views are compared with views from across the whole region (i.e. the data presented in the previous chart).

Please note that Ambulance Services have been excluded from this analysis because they operate across all council areas.

Views on region-wide support per amenity

[only views from outside that council area]

% diff. compared with region-wide figure



■ All the councils in the region together

■ Neither (no council support)

■ Just the council where it is based

■ Don't know / not heard of it

QC1) Do you think council support for [Amenity] should be from ...?

Base: All respondents who do not live in same location as amenity (n=799 to 902)

Views on region-wide support for amenities outside respondents' immediate council areas were broadly similar to views across the whole region. Excluding Ambulance Services, the top five amenities (ranked by the proportion saying there should be support from all of the councils in the region) are:

1. Westpac Stadium (71% of respondents outside of Wellington City said there should be support from all of the councils in the region for Westpac Stadium),
2. Te Papa (69% of those based outside of Wellington City said there should be region-wide support),
3. Wellington Zoo (60% of those based outside of Wellington City said there should be region-wide support),
4. Kapiti Island (54% of those based outside of Kapiti supported the idea of region-wide support), and
5. NZ Symphony Orchestra (54% of those based outside of Wellington City said there should be region-wide support).

Each of these five amenities received positive answers about region-wide support from over half of respondents living outside the immediate council area where the amenity was based.

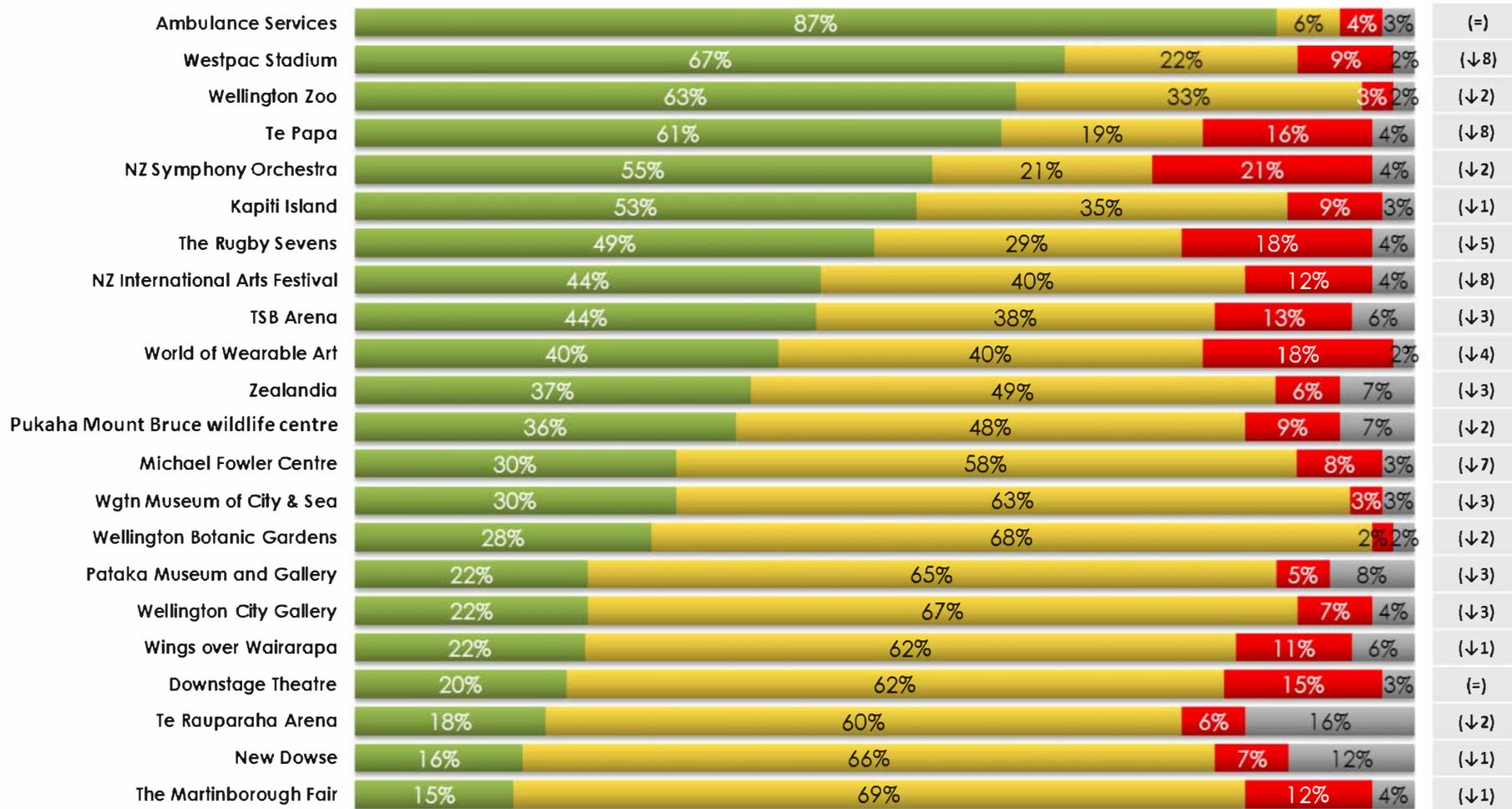
With the exception of Ambulance Services (which did not form part of this part of the analysis), this top five is very similar to the overall top five when all respondents across the region are included, with the exception of Kapiti Island, which was ranked just outside the top five when the whole region was examined. (Kapiti Island was one of several amenities that received an identical level of backing for region-wide support inside and outside of its council area).

Region-wide support – views from non-users

People may agree with the idea of region-wide support for an amenity, even if they have not used it personally. In order to examine this further, we filtered out 'users' to determine the views from non-users (defined as not having used that amenity in the past year – or past five years for events/Ambulance). The results are illustrated in the chart overleaf. The format is similar to the previous chart. The indicator in brackets on the right-hand side of each bar (in a grey box) is how much lower (or higher) views are compared with views from across the whole region (i.e. the data presented in the first chart in this Chapter).

Views on region-wide support per amenity [only views from non-users]

% lower compared with
region-wide figure



■ All the councils in the region together
 ■ Just the council where it is based
■ Neither (no council support)
 ■ Don't know / not heard of it

Q1C1) Do you think council support for ..[Amenity] should be from ...?

Base: All respondents who have not used amenity in past year / past five years (for events/ambulance) (n=313 to 948)

When it comes to opinions on region-wide support, views of non-users do not vary too much from the norm. Among non-users the top five amenities (in terms of proportions backing region-wide support) are the same as the top five amenities across all respondents in the region (although Te Papa drops from third place to fourth place).

A close examination of users vs. non-users reveals that users are more likely to back region-wide support (compared directly against non-users) for all amenities except:

- Ambulance Services (87% of non-users back region-wide support compared with 89% of users).
- Downstage Theatre (20% compared with 22%).
- Wellington Botanic Gardens (28% compared with 32%).

Although non-users of these amenities were less likely to say they should receive region-wide support, compared with users, the difference was not statistically significant.

Views on region-wide support by theme

A high-level thematic analysis was conducted in order to highlight respondent’s overall views about venues, attractions, organisations and events, and to look at whether there was any difference in views across cultural, environmental and social amenities.

All 22 individual amenities were split into two themes for further analysis – the first involved grouping amenities by function (venues, attractions, organisations and events). The second theme involved grouping amenities around purpose (cultural, environmental or social). Please refer to page 17 for further details of which amenities fell into each category.

The following table shows the average scores for amenities within each grouping. This simply takes the figure for region-wide support for each amenity (described earlier in this section) within each grouping and sums them; the total is then divided by the number of amenities in that grouping.

Grouping of amenities by function	Average ‘region-wide support’ score
Venues	45
Attractions	40
Organisations	55
Events	38
TOTAL (average of <u>all</u> amenities in survey)	42

The results should be treated with caution because each of these groupings only contains a small number of regional amenities. It was not possible to provide survey data on the full range of venues, attractions, organisations, and events in the Wellington region. Nor was it possible to provide survey data on the full range of cultural, environmental and social amenities in the region (we were limited to only asking about 22 specific amenities). Therefore results from the ‘groupings’ are indicative only because they only reflect views about a limited number of amenities within each category.

‘42%’ was the average score from all amenities when it came to backing region-wide support. This score was higher for organisations (55% for the average organisation) and venues (45%), but lower for events (38%) and attractions (40%).

It should be noted that the ‘average amenity’ or the ‘average venue’ etc. is an artificial construction and is only used for thematic analysis of the survey results.

A similar analysis was conducted for use by 'purpose' – this analysis groups amenities into cultural, environmental or social. The results are described in the table below.

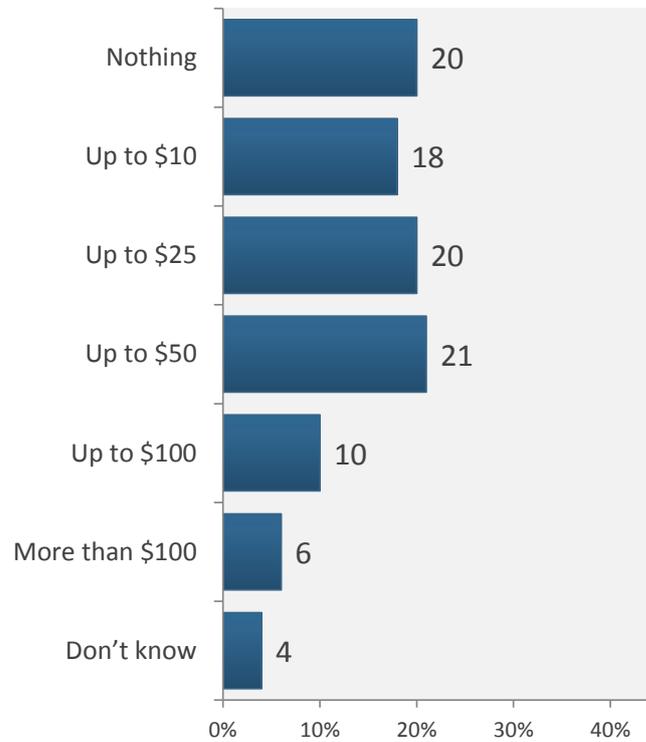
Grouping of amenities by purpose	Average 'region-wide support' score
Cultural	38
Environmental	45
Social	45
TOTAL (average of <u>all</u> amenities in survey)	42

42% was the average score from all amenities when it came to backing for region-wide support. This score was higher for social and environmental amenities (45% each) and lower for cultural amenities (38%).

4: Willingness to Pay

Respondents were asked how much they would be willing to pay each year to financially support attractions and services that are important to the Wellington region. The results are illustrated in the chart below.

Willingness to pay for regional amenities



QC3) If your council was to financially support attractions and services that are important to the Wellington region, extra funds might need to be raised through rates. For those who rent this would mean an increase in rent, and for those who pay rates, this would mean an increase in rates. How much would you be prepared to pay each year?

Base: All respondents (n=2000)

One in five respondents said they were not willing to pay, with a further 4% unsure. This means that 76% of respondents were willing to pay something, with over half of them (57%) willing to pay up to \$25 or higher per year.

Willingness to pay varied by income, with respondents from high income households being willing to pay more (as the following table demonstrates).

Willingness to pay by household income

	Total	Up to \$30,000	\$30,001 to \$50,000	\$50,001 to \$80,000	\$80,001 - \$100,000	\$100,000+
Base size:	(n=2,000)	(n=428)	(n=300)	(n=441)	(n=205)	(n=463)
Nothing, \$0	20%	27%	19%	17%	18%	16%
Up to \$10	18%	25%	21%	20%	14%	11%
Up to \$25	20%	19%	19%	22%	22%	20%
Up to \$50	21%	14%	20%	22%	21%	28%
Up to \$100	10%	4%	8%	8%	16%	16%
More than \$100	6%	4%	6%	5%	6%	8%
Don't know	4%	6%	6%	6%	4%	1%

Willingness to pay varied by income, with respondents from higher income households being willing to pay more, for example, 52% of respondents with a household income of \$100,000 per year or more were willing to pay \$50 or more per year (compared with 22% of those with a household income of \$30,000 per year). However, it is worth noting that even within the lowest income bracket (up to \$30,000 per year), the majority (67%) were willing to pay something to support regionally important amenities (27% were not and a further 6% were unsure).

Apart from variation by income, there were some variations within other groups of the population as described below.

Willingness to pay – subgroup analysis

Age

Younger respondents were more willing to pay than older respondents (82% of those aged up to 29 were willing to pay, 77% of those aged 30-49 were willing to pay, and 70% of those aged 50+ were willing to pay).

Ethnicity

Māori, Pacific, and Asian respondents were no more, or less, likely to be willing to pay (compared with average). However, Māori and Pacific were more likely to say 'up to \$10' (23% of Māori respondents and 49% of Pacific respondents – compared to 18% on average).

Rate-payers

Ratepayers were *less* willing to pay (73% compared to 80% of those who do not pay rates directly to a council).

Location

Those based in Wellington City were more willing to pay (80% compared to the average of 75%).

Those based in Porirua were less likely to be willing to pay (68% compared to the average of 75%), as were residents based in Wairarapa (67%) and Upper Hutt (69%). The proportion that were willing to pay did vary by other district councils, although the differences were not statistically significant (the proportion that were willing to pay was 76% in Lower Hutt and 70% in Kapiti).

In terms of Wairarapa councils, 72% of those living in South Wairarapa were willing to pay (which is in line with the average). But the figures in Masterton and Carterton were below average (at 67% and 62% respectively).

Lower Hutt residents were no more, or less, likely to be willing to pay – but the amount they would be willing to pay was lower (23% said they would want to pay up to \$10 compared with 18% on average).

Wellington City residents tended to respond more positively to the higher payment options (15% were willing to pay up to \$100 – compared with 10% on average, and 10% were willing to pay more than \$100 – compared with 6% on average).

(Please note there was no difference in willingness to pay by gender).

5: Thematic Analysis of Open Ended question asking about other amenities

Towards the end of the questionnaire respondents were asked "The councils in the region are always looking for new ways to improve the region. Thinking of the types of things we have discussed, what things do you think the region, not just your local council, should support?"

A thematic analysis of responses was undertaken by Wellington City Council. The main findings were:

- There was a broad range and size of amenities and services commented on - social (for example, Rugby Sevens), environmental (for example, Kapiti Island) and cultural (for example, World of Wearable Art).
- As described in the methodology section, each respondent was asked about half of the total amenities (in order to minimise burden on the respondent). The majority of comments reflected the list asked of the other half of the sample (for example, people being asked about the first set of amenities were likely to mention an amenity which was on the second set and vice-versa).
- A number of the comments reiterated amenities that were identified in the original online panel questions which were used to develop the list of regionally important amenities (this is also described in the methodology). Some of the amenities that were mentioned in the online questions were not included in the final telephone survey because of the small number of times they were mentioned compared to the final list of amenities (examples of this include Cuba Street Carnival and the Dragon Boat Festival – although these two amenities were not mentioned by large numbers of respondents).
- Some respondents focused on core council or central government services such as infrastructure and roading. An example quote here is "infrastructure is everything that is behind the scenes in the region that makes the region tick", another said: "The school, just support the teachers needs like having good wages so that they can teach the children more efficiently."
- Māori respondents identified Kapa Haka (Māori performing group), support for their local marae and the Lower Hutt event 'Te Ra o Te Raukura' as areas for support which weren't apparent from any stage of the research apart from analysis of this final open ended question in the telephone survey.
- While the vast majority of comments related to existing amenities rather than the establishment of new venues or services, some new ventures or future opportunities were mentioned (examples include "the Marine Education Centre", "creating opportunities for young sports people and young musicians and artists", someone also said: "I think they should support more, doesn't have to mean physically building things, but should support more ways for children to become more involved and to stay involved in sport").
- Some respondents commented on councils needing to focus on their own areas or stick to core council activities (some quotes from this theme of answers include: "I think they should support their own areas because there's enough coming out of our rates as it is. Our rates bill is high enough as it is" and "They have got to look after themselves first, keeping the public parks and things up to scratch").

Appendix A: Response rate calculation

The final response rate was 25%. Fieldwork outcome codes and the response rate are listed in the table below.

Fieldwork outcome code	Number falling into this category
Non-residential number	1,177
Invalid non-working number	740
Fax line	839
Outside of regional quotas	47
Appointment made but not filled before end of fieldwork	215
No answer after 10+ calls	1162
Answering machine through all 10+ calls	445
Language difficulties	162
Refusal	3928
Dropped out of interview part-way through	21
Completed interview	2,000
Final response rate (completed interviews divided by all valid phone numbers – i.e. all numbers excluding the first four rows in this table)	25%

Appendix B: Demographic tables

The following tables show the demographic break-down of survey respondents. The percentages for the Wellington Amenities survey are weighted (see methodology section for details). Where possible we have provided equivalent data from the 2006 Census. Often the data is not directly comparable for various reasons. Where the data is not directly comparable we have inserted an explanatory footnote.

Gender	Wellington Amenities survey ¹	2006 census results ²
Male	48%	48%
Female	52%	52%

¹ Source: QE21 Base: All respondents (n=2000)

² Source: Statistics NZ Base: Everyone 15 years or over.

Age group	Wellington Amenities survey ¹	2006 census results ²
15-19 years	5%	9%
20-24 years	5%	9%
25-29 years	8%	8%
30-34 years	12%	10%
35-39 years	17%	10%
40-44 years	8%	10%
45-49 years	9%	9%
50-54 years	8%	8%
55-59 years	7%	7%
60-64 years	7%	5%
65-69 years	5%	4%
70 years or over	10%	10%
Refused	*	-

¹ Source: QE2 Base: All respondents (n=2000)

² Source: Statistics NZ Base: Everyone 15 years or over.

Base: All respondents (n=2000)

*Less than one percent.

Ethnicity	Wellington Amenities survey ¹	2006 census results ²
European (includes NZ European and other European ethnicities)	84%	68%
Maori	10%	9%
Pacific people	4%	6%
Asian	6%	8%

1 Source: QE6 Base: All respondents (n=2000)

2 Source: Statistics NZ Base: Everyone 20 years or over.

3 For Wellington Amenities this includes all respondents who either selected 'don't know' or 'refused'. For the 2006 census results this includes don't know, refused to answer, response unidentifiable, response outside scope and not stated.

Note on comparability with Census: respondents sometimes choose a higher number of ethnicities in surveys compared with the Census (an average of 1.08 ethnicities mentioned per person in Colmar Brunton's survey vs. 1.06 in the Census). A hypothesis is that this reflects the interviewer administered nature of a survey where interviewers probe respondents with 'anything else' after respondents have given their initial answer – for example, "I am Samoan" and when probed "Samoan and New Zealand European" (whereas most Census data is collected via a self-completion methodology which may tend towards selection of one option).

The survey data is not directly comparable with the Census information, because the latter includes all those aged 20+ (which is the only publically available regional data), whereas Colmar Brunton's survey included all those aged 15+).

Income	Wellington Amenities survey ¹	2006 census results ²
\$20,000 or less	9%	12%
\$20,001 - \$30,000	9%	9%
\$30,001 - \$50,00	13%	15%
\$50,001 - \$100,000	33%	27%
\$100,001 or more	28%	22%
Not stated ³	8%	14%

1 Source: QE7 Base: All respondents (n=2000)

2 Source: Statistics NZ Base: All households

3 For Wellington Amenities survey this includes all respondents who either selected 'don't know' or 'refused'. For the 2006 census this includes households where one or more household member(s) aged 15 years and over were temporarily absent from the dwelling or did not state their income, and the household income was not already \$100,000 or more.

Note on comparability with Census: Due to inflation, income has increased between 2006 and 2010. Also the calculation for 'not stated' is different between the survey and the Census.

Territorial Authority of household	Wellington Amenities survey ¹	2006 census results ²
Wellington City	41%	42%
Lower Hutt	21%	21%
Kapiti Coast	10%	11%
Porirua	10%	10%
Upper Hutt	8%	8%
Masterton	5%	5%
South Wairarapa	2%	2%
Carterton	2%	2%

1 Source: S1 Base: All respondents (n=2000)

2 Source: Statistics NZ Base: Everyone 20 years or over.

The survey data is not directly comparable with the Census information, because the latter includes all those aged 20+ (which is the only publicly available regional data), whereas Colmar Brunton's survey included all those aged 15+.

Area of work	Wellington Amenities survey
Wellington City	60%
Lower Hutt	15%
Porirua	6%
Kapiti Coast	5%
Upper Hutt	5%
Masterton	4%
South Wairarapa	2%
Carterton	1%
Tararua District	*
None of these	1%

Source: QE5

Base: All respondents except those who are retired, looking after family or not employed (n=1415)

*Less than one percent.

Note: There is no Census equivalent for this data.

Ratepayers included in the survey	%
Yes	71%
No	29%
Don't know	*

Source: QE5b

Base: All respondents (n=2000)

*Less than one percent.

Note: There is no Census equivalent for this data.