

# 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.

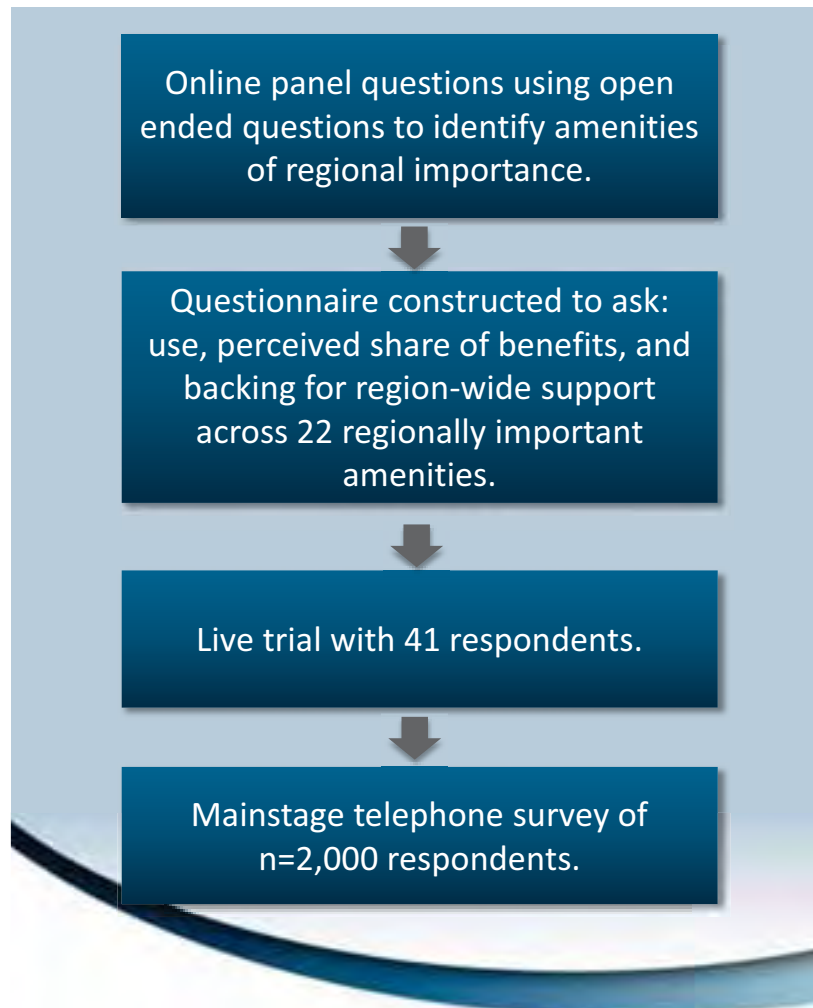
Two versions of the questionnaire were used, one asked a series of questions about 11 regional amenities, the other version asked the same questions, but about a different set of 11 regional amenities. The two versions of the questionnaire were created because the alternative, asking about all 22 amenities, 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 respondents<sup>1</sup> 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.

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<sup>1</sup> 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.