

1: Use of amenities

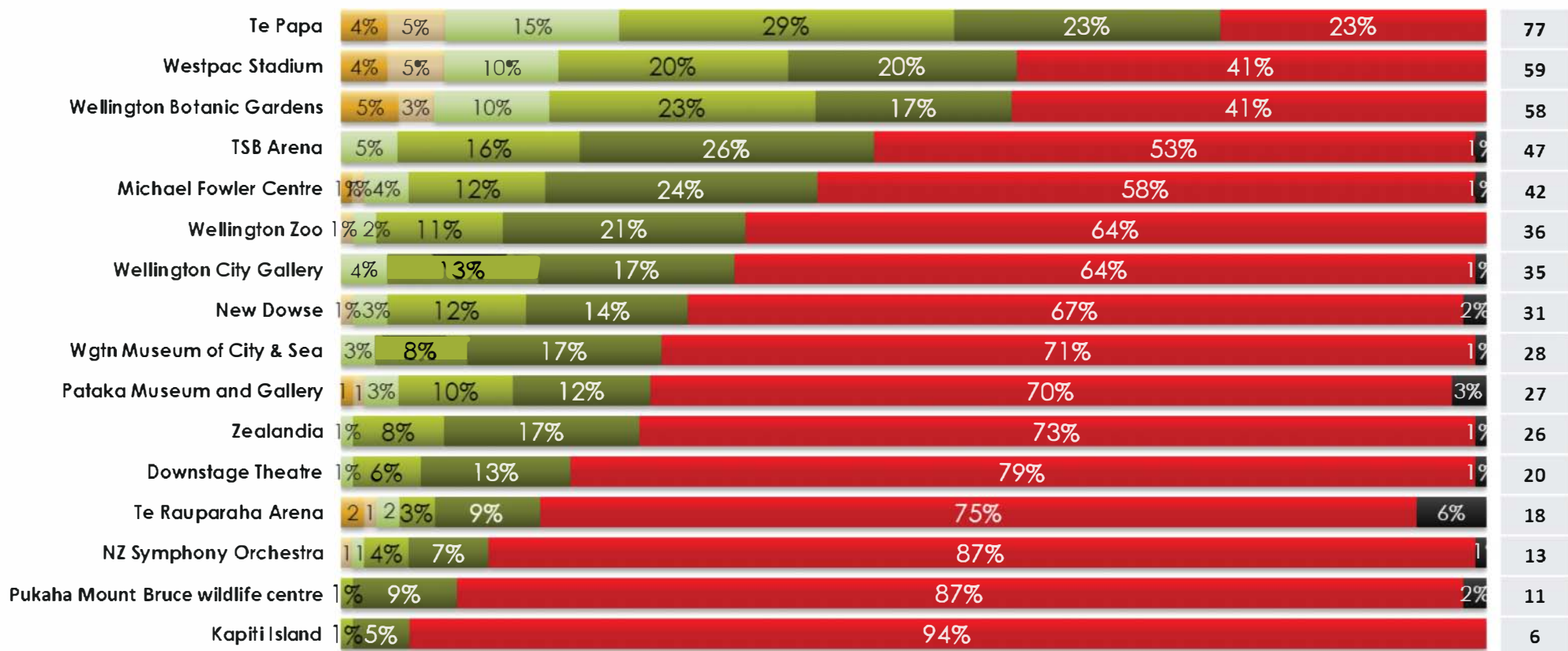
This chapter examines recent use of amenities. For those amenities that are available for most of the year (including venues and attractions such as Te Papa or Kapiti Island) the time-scale asked about was 'use in the past year'. For amenities that are more occasional (including events such as World 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

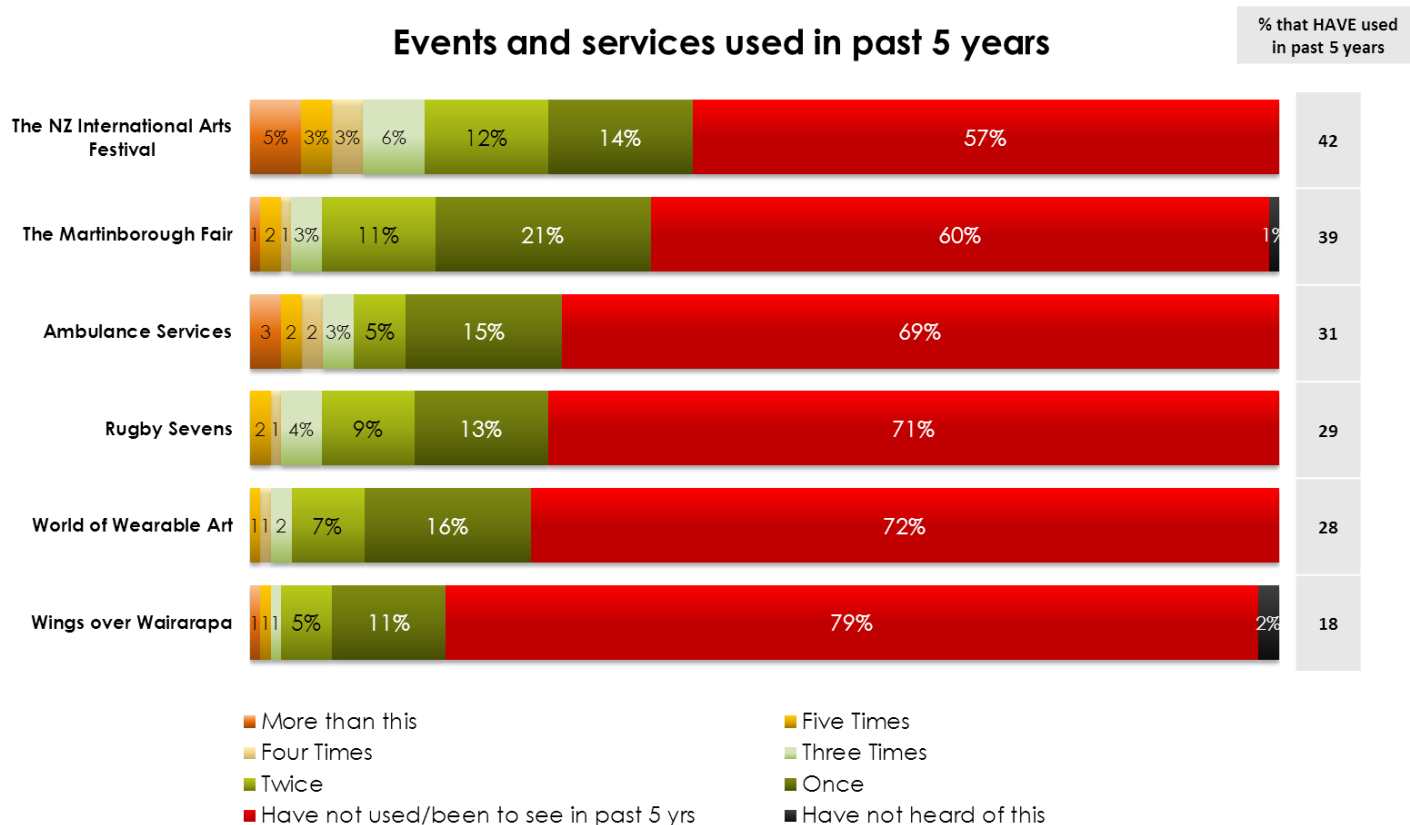
QA1a) How often have you personally used/visited [Amenity]... in the past 12 months?

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%).