

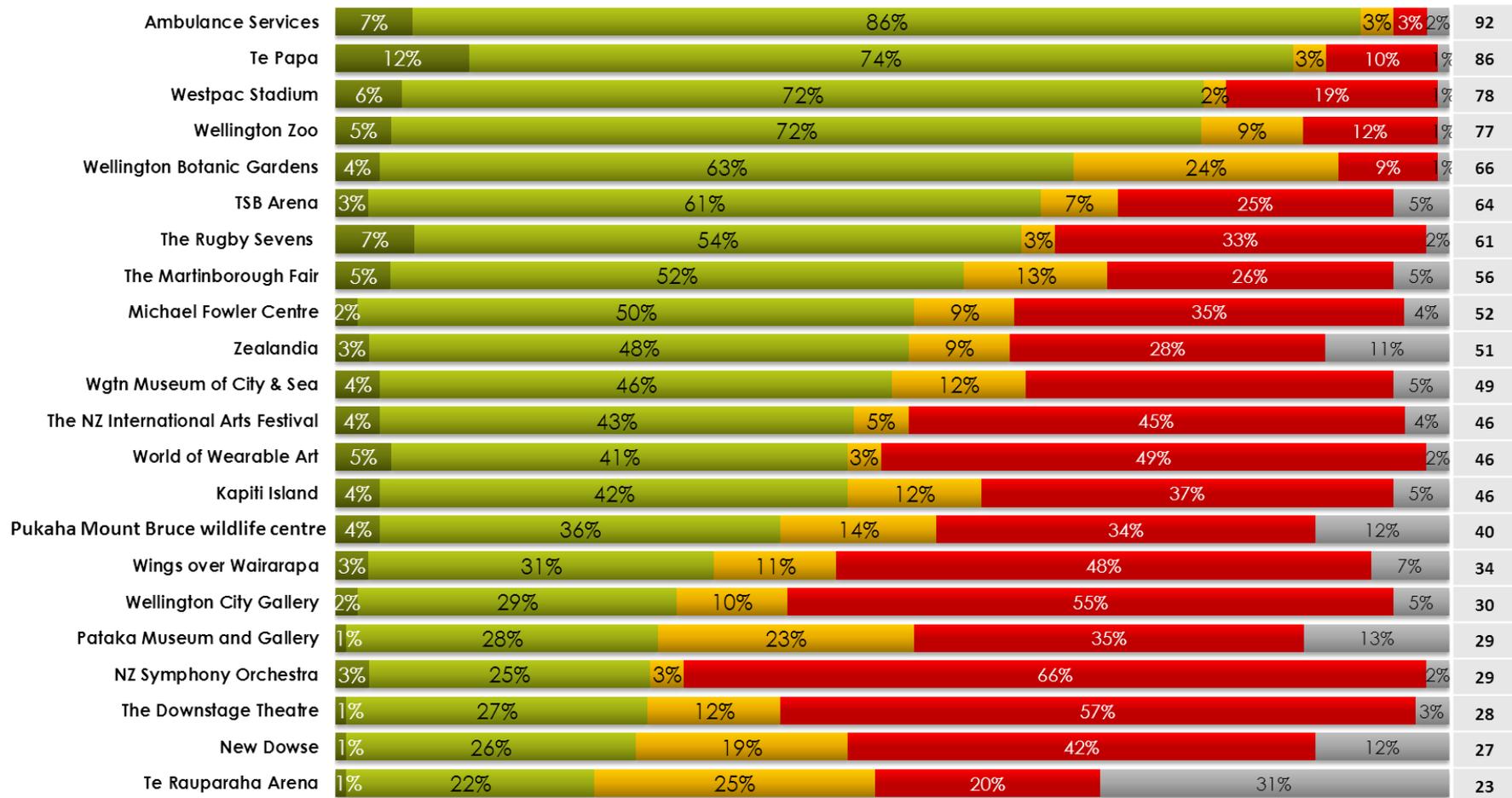
2: Perceived Share of benefits from each amenity

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).

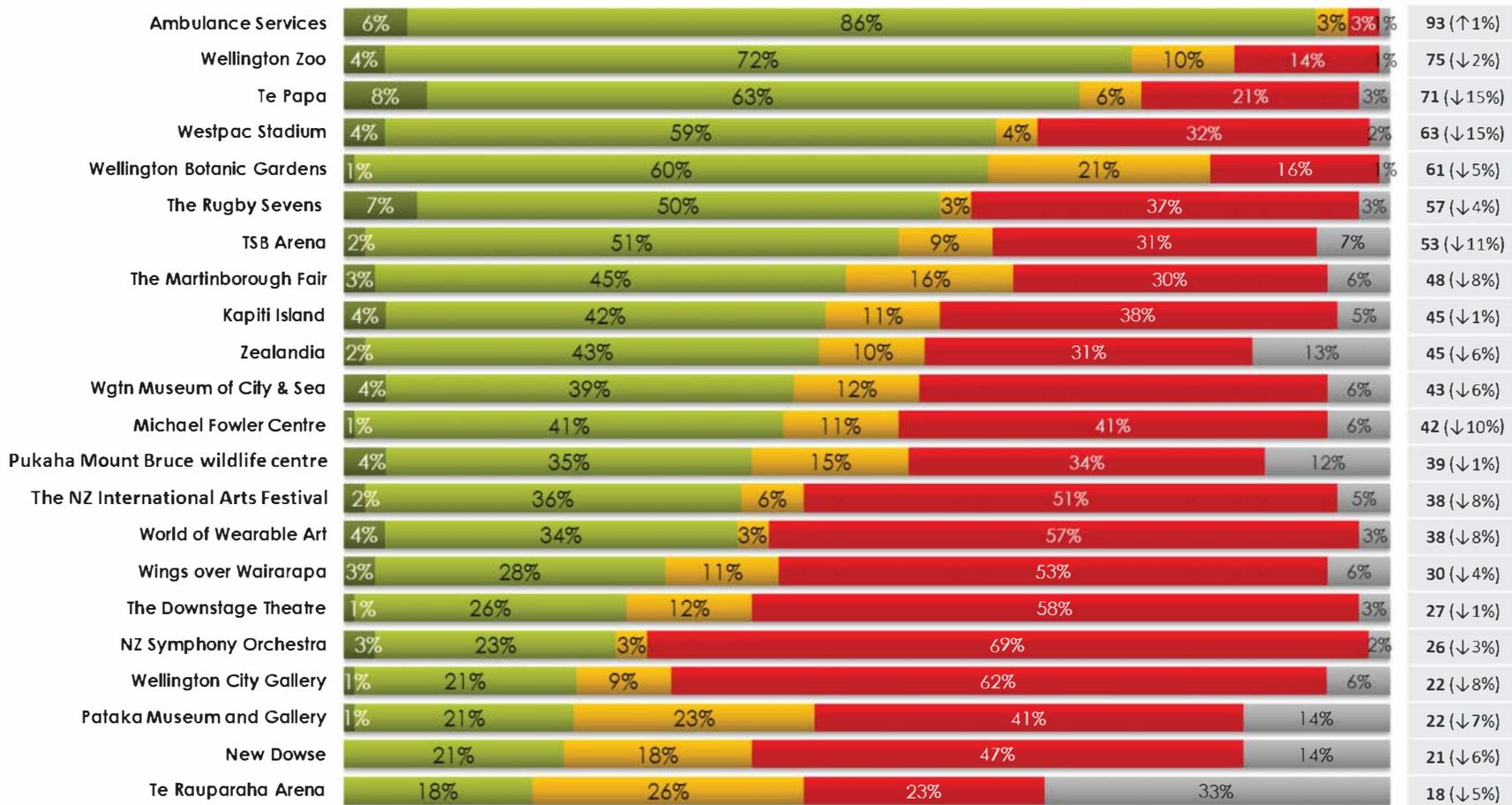
Perceived share of benefits – views from non-users

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%).