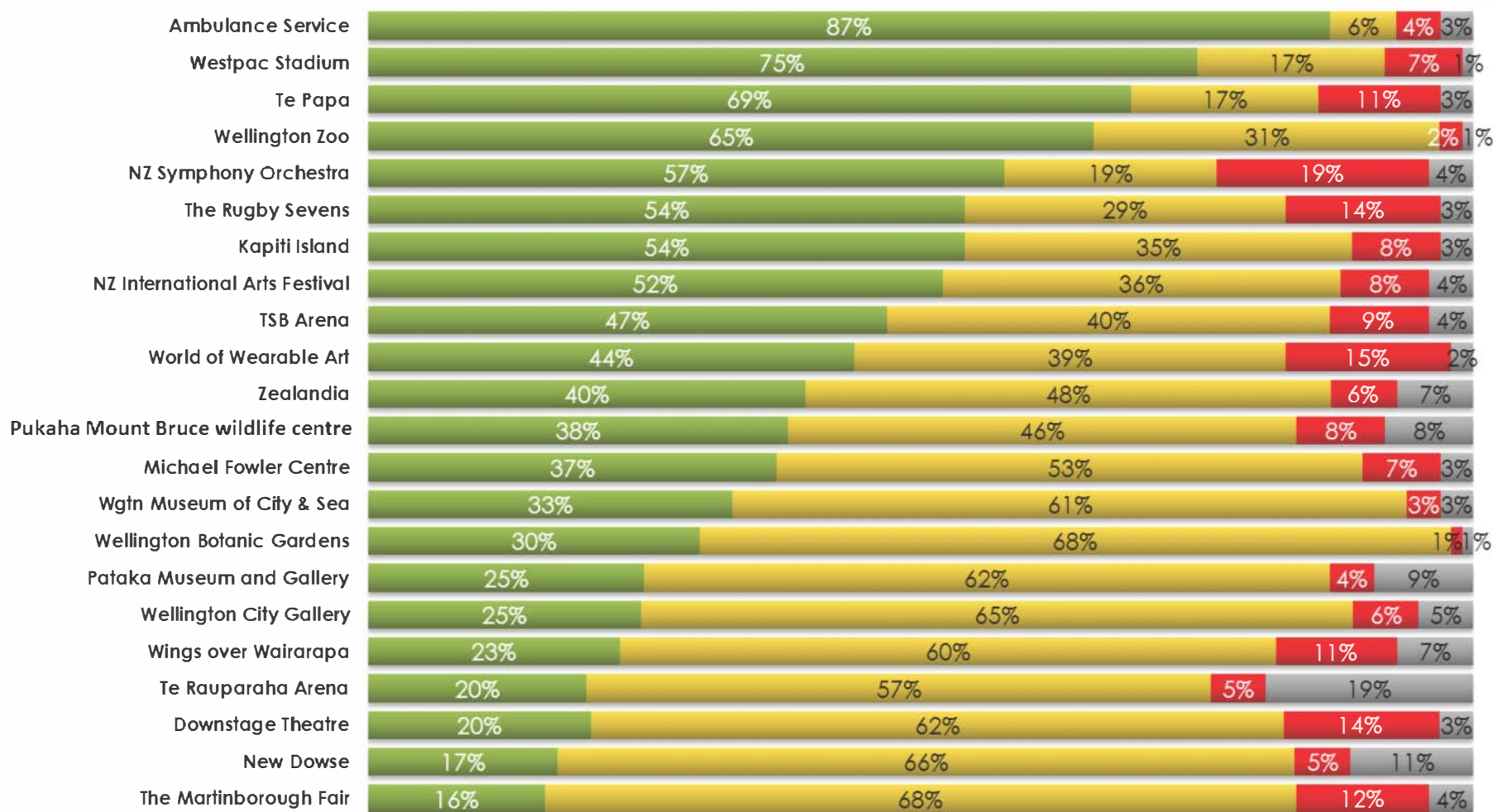


3: Views on region-wide support

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
 ■ 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 (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.

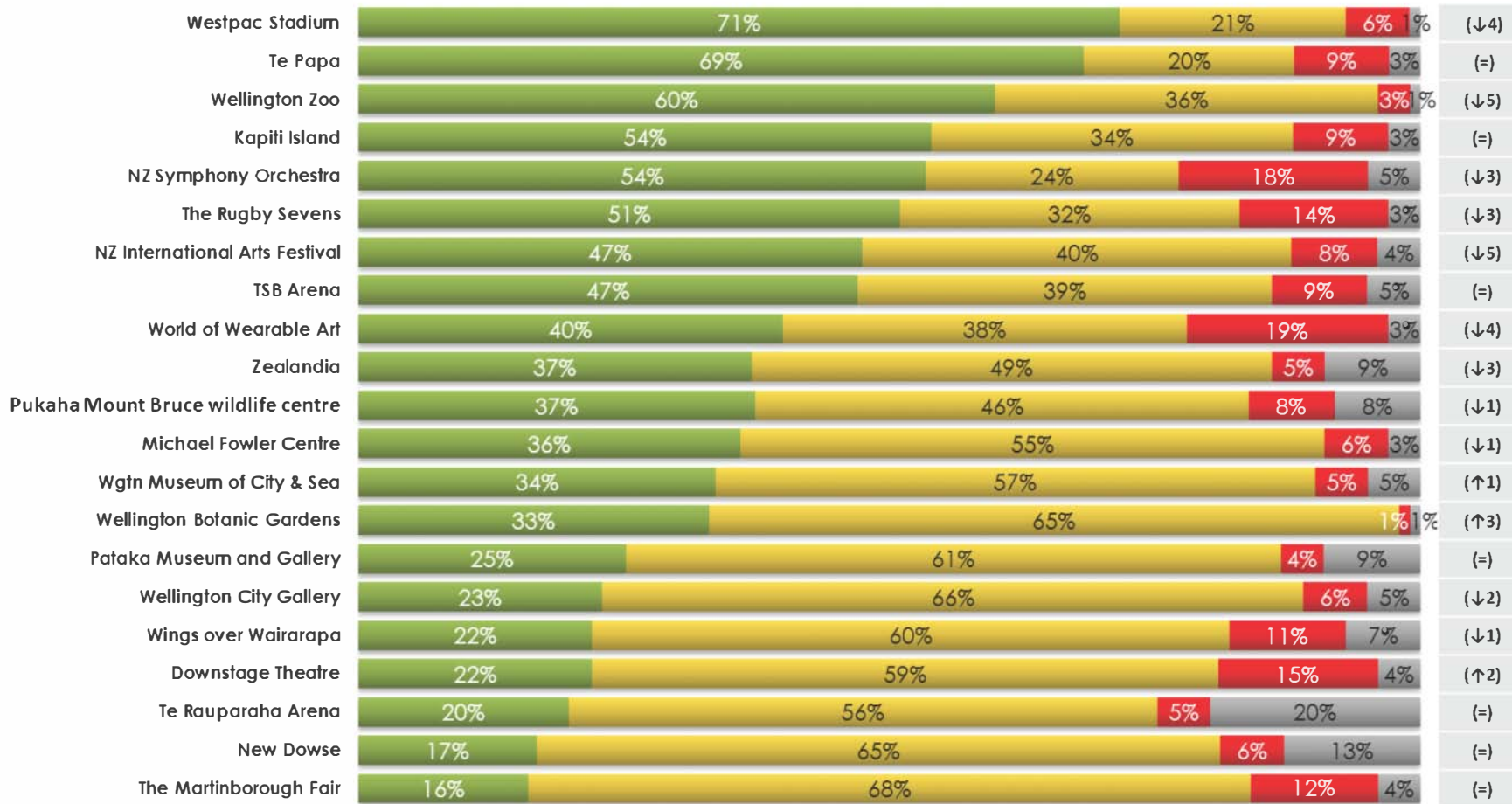
Views on region-wide support – from outside each amenity’s immediate council area

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.

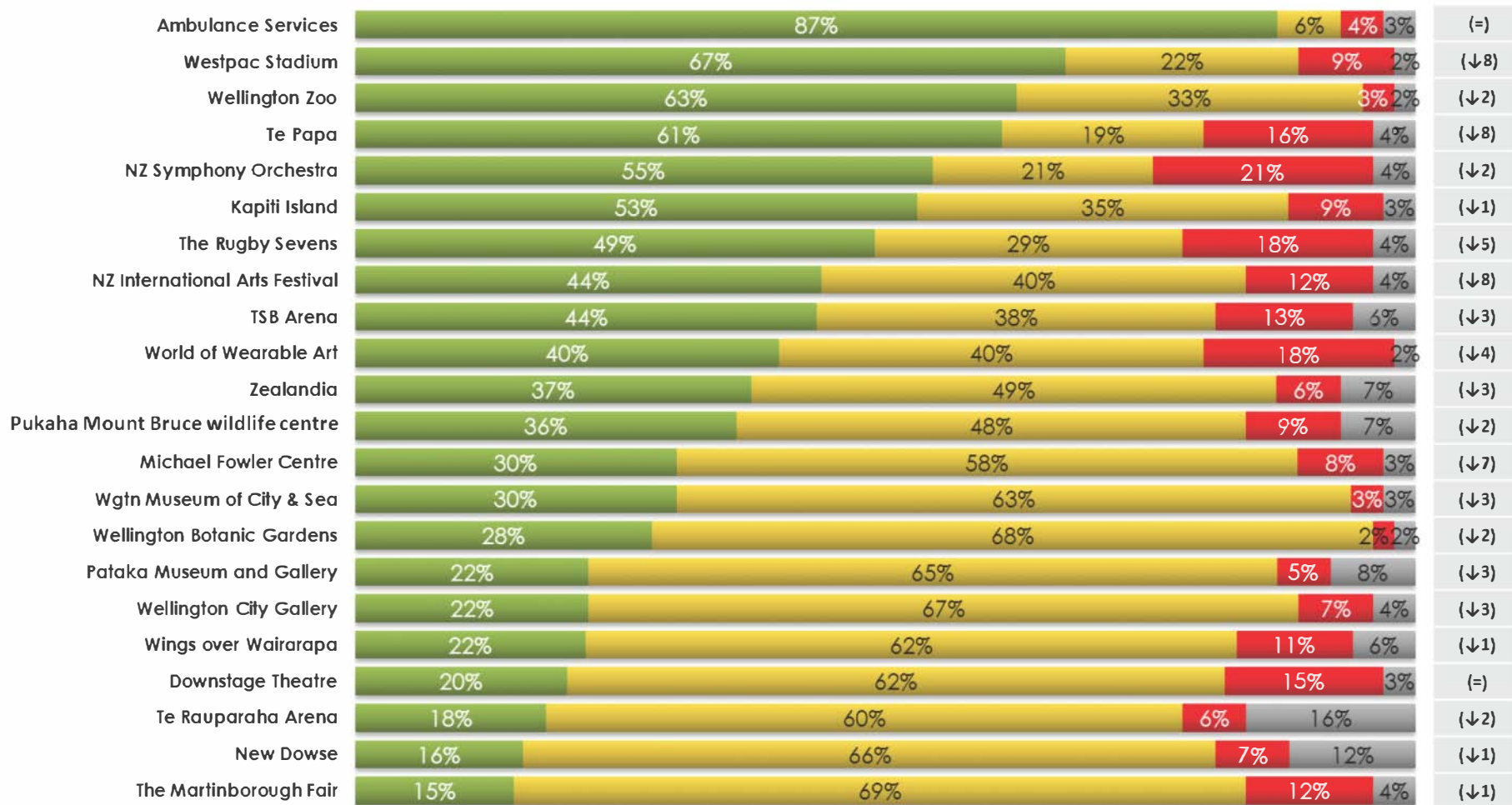
With the exception of Ambulance Services (which did not form part of this part of the analysis), this top five is very similar to the overall top five when all respondents across the region are included, with the exception of Kapiti Island, which was ranked just outside the top five when the whole region 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%).