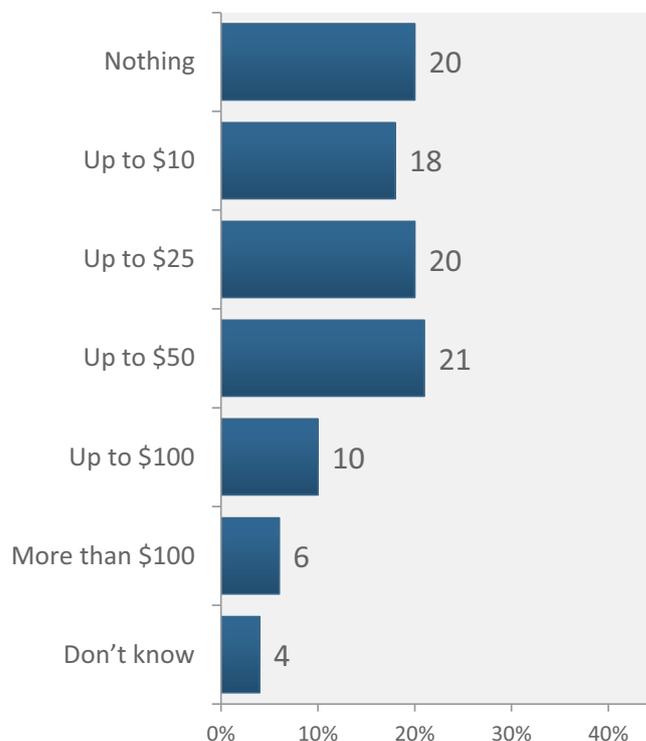


4: Willingness to Pay

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).