

Appendix B: Demographic tables

The following tables show the demographic break-down of survey respondents. The percentages for the Wellington Amenities survey are weighted (see methodology section for details). Where possible we have provided equivalent data from the 2006 Census. Often the data is not directly comparable for various reasons. Where the data is not directly comparable we have inserted an explanatory footnote.

Gender	Wellington Amenities survey ¹	2006 census results ²
Male	48%	48%
Female	52%	52%

¹ Source: QE21 Base: All respondents (n=2000)

² Source: Statistics NZ Base: Everyone 15 years or over.

Age group	Wellington Amenities survey ¹	2006 census results ²
15-19 years	5%	9%
20-24 years	5%	9%
25-29 years	8%	8%
30-34 years	12%	10%
35-39 years	17%	10%
40-44 years	8%	10%
45-49 years	9%	9%
50-54 years	8%	8%
55-59 years	7%	7%
60-64 years	7%	5%
65-69 years	5%	4%
70 years or over	10%	10%
Refused	*	-

¹ Source: QE2 Base: All respondents (n=2000)

² Source: Statistics NZ Base: Everyone 15 years or over.

Base: All respondents (n=2000)

*Less than one percent.

Ethnicity	Wellington Amenities survey ¹	2006 census results ²
European (includes NZ European and other European ethnicities)	84%	68%
Maori	10%	9%
Pacific people	4%	6%
Asian	6%	8%

1 Source: QE6 Base: All respondents (n=2000)

2 Source: Statistics NZ Base: Everyone 20 years or over.

3 For Wellington Amenities this includes all respondents who either selected 'don't know' or 'refused'. For the 2006 census results this includes don't know, refused to answer, response unidentifiable, response outside scope and not stated.

Note on comparability with Census: respondents sometimes choose a higher number of ethnicities in surveys compared with the Census (an average of 1.08 ethnicities mentioned per person in Colmar Brunton's survey vs. 1.06 in the Census). A hypothesis is that this reflects the interviewer administered nature of a survey where interviewers probe respondents with 'anything else' after respondents have given their initial answer – for example, "I am Samoan" and when probed "Samoan and New Zealand European" (whereas most Census data is collected via a self-completion methodology which may tend towards selection of one option).

The survey data is not directly comparable with the Census information, because the latter includes all those aged 20+ (which is the only publically available regional data), whereas Colmar Brunton's survey included all those aged 15+).

Income	Wellington Amenities survey ¹	2006 census results ²
\$20,000 or less	9%	12%
\$20,001 - \$30,000	9%	9%
\$30,001 - \$50,00	13%	15%
\$50,001 - \$100,000	33%	27%
\$100,001 or more	28%	22%
Not stated ³	8%	14%

1 Source: QE7 Base: All respondents (n=2000)

2 Source: Statistics NZ Base: All households

3 For Wellington Amenities survey this includes all respondents who either selected 'don't know' or 'refused'. For the 2006 census this includes households where one or more household member(s) aged 15 years and over were temporarily absent from the dwelling or did not state their income, and the household income was not already \$100,000 or more.

Note on comparability with Census: Due to inflation, income has increased between 2006 and 2010. Also the calculation for 'not stated' is different between the survey and the Census.

Territorial Authority of household	Wellington Amenities survey ¹	2006 census results ²
Wellington City	41%	42%
Lower Hutt	21%	21%
Kapiti Coast	10%	11%
Porirua	10%	10%
Upper Hutt	8%	8%
Masterton	5%	5%
South Wairarapa	2%	2%
Carterton	2%	2%

1 Source: S1 Base: All respondents (n=2000)

2 Source: Statistics NZ Base: Everyone 20 years or over.

The survey data is not directly comparable with the Census information, because the latter includes all those aged 20+ (which is the only publically available regional data), whereas Colmar Brunton's survey included all those aged 15+.

Area of work	Wellington Amenities survey
Wellington City	60%
Lower Hutt	15%
Porirua	6%
Kapiti Coast	5%
Upper Hutt	5%
Masterton	4%
South Wairarapa	2%
Carterton	1%
Tararua District	*
None of these	1%

Source: QE5

Base: All respondents except those who are retired, looking after family or not employed (n=1415)

*Less than one percent.

Note: There is no Census equivalent for this data.

Ratepayers included in the survey	%
Yes	71%
No	29%
Don't know	*

Source: QE5b

Base: All respondents (n=2000)

*Less than one percent.

Note: There is no Census equivalent for this data.