



Residents' Reactions to Council's Proposal to Restore Wellington's Golden Mile

Client: Wellington City Council

Date: January 2008

Introduction	This commentary covers what we see as the highlights of research undertaken in December to evaluate support for, and opposition to, Council's proposed changes to pedestrian, bus and car access to Manners Mall and surrounding streets.
Background	<p>The survey was carried out online amongst a sample of 500 Wellington residents selected from Nielsen's Your Voice Panel. The margin of error for results is $\pm 4.4\%$.</p> <p>Participants in this research were provided with background material describing the proposal and changes in detail. They were then asked how strongly they supported, or were opposed to, various features of the proposal and to the proposal in its entirety.</p>
Insights	<p>There is strong support for the proposal overall (including locating the bus route through Manners Mall), with just over two thirds of Wellington City residents (68%) in favour.</p> <p>Widening footpaths, planting trees and making improvements to the quality of streetscapes generally, are the aspects most well received (the main benefits of the proposal). Hence emphasising these aspects will have a positive impact in managing public reactions.</p> <p>There is also strong support for lowering the speed limit (by implication increased safety is the benefit to be promoted in relation to this aspect) and increasing on-street parking.</p> <p>About one quarter (24%) are opposed to the proposal overall (including locating the bus route through Manners Mall). Putting traffic lights on the zebra crossing in Courtenay Place and removing the right turn from Victoria Street into Manners Street are the main aspects identified in this research which appear to be fuelling opposition.</p>

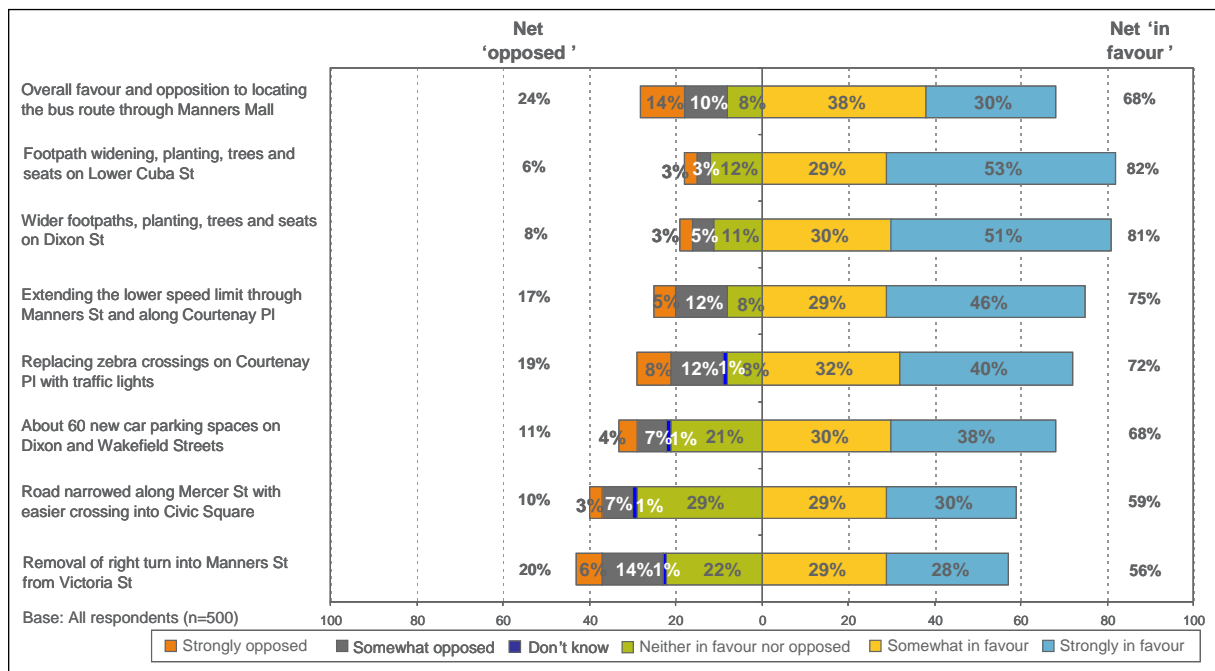
Overview of results

The chart below shows the seven changes residents were asked their views about. More specifically, residents were asked if they are in favour of, or opposed to, each and were then asked how strongly they were in favour of, or opposed to, the proposal (including locating the bus route through Manners Mall), overall.

Support for the proposal (including locating the bus route through Manners Mall) overall is high, with around seven in ten residents (68%) in favour (strongly or somewhat) of this change.

Of the changes asked about, the ones most favourably received involve improving the streetscape in the area of the project, for example planting trees and widening foot paths. These are closely followed by changes that involve 'safety' measures, such as lowering the speed limit and replacing zebra crossings with traffic lights. Least popular (but still favoured by the majority of residents) are narrowing Mercer Street, and removing the right turn into Manners Street from Victoria Street.

Detailed analysis of those in favour of, or opposed to, each change is detailed later in this commentary.



Overall proposal, including locating the bus route through Manners Mall

Overall around seven in ten residents (68%) are strongly or somewhat in favour of locating the bus route through Manners Mall. Around a quarter of residents (24%) are strongly or somewhat opposed to this proposal.

The proposal resonates more strongly with some than others:

More supportive/ less opposed	More opposed/ less supportive
<ul style="list-style-type: none"> - Onslow-Western residents (81% strongly or somewhat in favour) - Older age groups (78% of those aged 40-59, and 83% of those aged 60+ are strongly or somewhat in favour) 	<ul style="list-style-type: none"> - Lambton residents (55% strongly or somewhat in favour) - Younger age groups (46% of those 15-24 are strongly or somewhat in favour) - Those whose main form of transport around the city is walking (57% strongly or somewhat in favour)

As shown in the table below not all are happy with all aspects of the proposal (including locating the bus route through Manners Mall), but there appears to be something for everyone in the overall package.

	Potential sources of opposition/ barriers to support	Counter balancing benefits (things they support)
Younger age groups (15-24)	<ul style="list-style-type: none"> - Narrowing Mercer Street - Removing right turn into Manners Street - Replacing Courtenay PI zebra crossings 	<ul style="list-style-type: none"> - Streetscape improvements on lower Cuba and Dixon Streets
25-39 year olds		<ul style="list-style-type: none"> - Narrowing Mercer Street - Extending 30km speed limit - Streetscape improvements on Dixon Street
Older age groups (40+)	<ul style="list-style-type: none"> - Streetscape improvements on lower Cuba and Dixon Streets 	<ul style="list-style-type: none"> - Extending 30km speed limit - More parking spaces - Replacing Courtenay PI zebra crossings
Lambton residents	<ul style="list-style-type: none"> - Replacing Courtenay PI zebra crossings 	<ul style="list-style-type: none"> - Streetscape improvements on lower Cuba
Residents in suburbs	<ul style="list-style-type: none"> - Streetscape improvements on lower Cuba and Dixon Streets 	<ul style="list-style-type: none"> - More parking spaces - Removing right turn into Manners Street - Extending 30km speed limit - Replacing Courtenay PI zebra crossings

APPENDIX 2



	Source of opposition/ barriers to support	Counter balancing benefits (things they support)
Frequent visitors to the central city		- Streetscape improvements on lower Cuba and Dixon Streets
Less frequent visitors to the central city		- More parking spaces - Extending 30km speed limit - Replacing Courtenay PI zebra crossings
Walkers	- Replacing Courtenay PI zebra crossings	- Streetscape improvements on lower Cuba and Dixon Streets
Bus users	- Streetscape improvements on lower Cuba	- Removing right turn into Manners Street
Car users		- More parking spaces
Men	- Streetscape improvements on lower Cuba and Dixon streets - Removing right turn into Manners Street - Extending 30km speed limit	

Street improvements in the wider area

Changing the bus route through Manners Mall would create opportunities for street improvements, such as increased parking, seating and planting, in the wider area. Residents were asked if they were in favour, or opposed to a number of different street improvements.

Footpath widening, planting, trees and seats on Lower Cuba Street

With 82% of residents strongly or somewhat in favour this change has the highest level of support. Only 6% of residents are strongly or somewhat opposed to this change.

Those more or less likely than average to support this change are as follows:

More supportive/ less opposed	More opposed/ less supportive
<ul style="list-style-type: none"> - Lambton residents (94% strongly or somewhat in favour) - Younger age groups (92% of those aged 15-24 are strongly or somewhat in favour) - People who travel into the city every day (91% strongly or somewhat in favour) - People whose main method of transport is walking (91% strongly or somewhat in favour) 	<ul style="list-style-type: none"> - Eastern residents (68% strongly or somewhat in favour) - Older age groups (21% of those over 60 are strongly or somewhat opposed) - People whose main method of transport is bus (72% strongly or somewhat in favour) - Men (10% strongly or somewhat opposed compared with 2% of women)

Wider footpaths, planting, trees and seats on Dixon Street enabling more café-style activities

Eight in ten residents are in favour of this change (81% strongly or somewhat in favour), and only 8% are strongly or somewhat opposed, a similar level of support to the changes proposed for Lower Cuba Street.

Those more or less likely than average to support this change are as follows:

More supportive/ less opposed	More opposed/ less supportive
<ul style="list-style-type: none"> - People under 40 (88% strongly or somewhat in favour) - Frequent visitors to the central city (4% strongly or somewhat opposed) - Walkers (3% somewhat or strongly opposed) 	<ul style="list-style-type: none"> - People over 40 (74% strongly or somewhat in favour) - Eastern residents (70% strongly or somewhat in favour) - Men (12% strongly or somewhat opposed, compared with 4% of women)

About 60 new parking spaces on Dixon and Wakefield Streets

Around seven in ten residents are in favour of this change (68% strongly or somewhat in favour), with only 11% strongly or somewhat opposed.

Those more or less likely than average to support this change are as follows:

More supportive/ less opposed	More opposed/ less supportive
<ul style="list-style-type: none"> - Northern residents (83% strongly or somewhat in favour) - Older age groups (80% strongly or somewhat in favour) - Less frequent visitors to the central city (78% strongly or somewhat in favour) - People who mainly travel into or through the city by car (79% strongly or somewhat in favour) 	<ul style="list-style-type: none"> - Those with household incomes between \$50,001 and \$70,000 (24% strongly or somewhat opposed)

Road narrowed along Mercer Street with easier crossing for pedestrians into Civic Square

Just less than six in ten residents are in favour of narrowing Mercer Street and having an easier crossing into Civic Square (59% strongly or somewhat in favour), while one in ten are opposed to this change (10% strongly or somewhat opposed). Three in ten (30%) have no strong feelings one way or the other about this aspect.

Those more or less likely than average to support this change are as follows:

More supportive/ less opposed	More opposed/ less supportive
<ul style="list-style-type: none"> - Those aged 25-39 (68% strongly or somewhat in favour) - People with household incomes between \$70,001 and \$100,000 (71% strongly or somewhat in favour). 	<ul style="list-style-type: none"> - Younger age groups (43% of those aged 15-23 are strongly or somewhat what in favour) - Those with low household incomes - under \$30,000 a year (37% strongly or somewhat in favour)

Removal of right turn into Manners Street from Victoria Street to reduce congestion along manners street

This change is the least favoured amongst residents, with 56% strongly or somewhat in favour. One in five are opposed to this change (20% strongly or somewhat opposed), while another 22% of residents are sitting on the fence.

Those more or less likely than average to be in favour of this change are as follows:

More supportive/ less opposed	More opposed/ less supportive
<ul style="list-style-type: none"> - Those with high household incomes (68% strongly or somewhat in favour) - Southern residents (11% strongly or somewhat opposed) - Those whose main method of transport is bus (12% strongly or somewhat oppose) 	<ul style="list-style-type: none"> - Younger age groups (38% of those aged 15-24% are strongly or somewhat in favour) - Men (24% strongly or somewhat opposed, compared with 16% of women)

Extending the 30km speed limit through Manners Street and along Courtenay Place

The next initiative asked about was extending the 30km speed limit that is currently in place along Lambton Quay and parts of Willis Street through Manners Street and along Courtenay Place.

Three quarters of residents are in favour of this change (75% strongly or somewhat in favour), while 17% are strongly or somewhat opposed.

Those more or less likely than average to support this change are as follows:

More supportive/ less opposed	More opposed/ less supportive
<ul style="list-style-type: none"> - Women (82% strongly or somewhat in favour, compared with 67% of men) - Less frequent visitors to the central city (85% strongly or somewhat in favour) - Those aged 25-39 (82% strongly or somewhat in favour) - Southern residents (7% strongly or somewhat oppose) 	<ul style="list-style-type: none"> - Those aged 40-59 (10% strongly or somewhat oppose)

Replacing the current zebra crossings on Courtenay Place with Traffic light crossings

Residents were asked their view on replacing the zebra crossings that are currently on Courtenay Place with traffic light crossings. Seven in ten residents are in favour of this change (72% strongly or somewhat in favour), while 19% are strongly or somewhat opposed.

Those more of less likely than average to support this change are as follows:

More supportive/ less opposed	More opposed/ less supportive
<ul style="list-style-type: none"> - Northern residents (82% strongly or somewhat in favour) - Older age groups (11% strongly or somewhat opposed) - Less frequent visitors to the central city (81% strongly or somewhat in favour) 	<ul style="list-style-type: none"> - Lambton residents (30% strongly or somewhat opposed) - Younger age groups (34% strongly or somewhat opposed) - Walkers (29% strongly or somewhat opposed)

Sample Profile and Weighting

Results have been weighted to ensure they represent the actual Wellington population in terms of age, gender and ward.

This research was undertaken amongst an online population. Nielsen has found that people who use the internet frequently can have different opinions to those who do not use the internet. The views of infrequent internet users are assumed to represent the views of people who do not use the internet. A factor is included in the weighting matrix to correct for this subgroup representing a group of the population that is larger than infrequent users alone. This factor reduces the contribution of frequent internet users and increases that of less frequent internet users on results.

Ward	Un-weighted (n)	Weighted (n)	Weighted (%)
Northern	151	107	21%
Onslow-Western	105	96	19%
Lambton	104	134	27%
Southern	64	70	14%
Eastern	76	94	19%
Total	500	500	100%

Age	Un-weighted (n)	Weighted (n)	Weighted (%)
15-24	57	107	22%
25-39	186	163	33%
40-59	183	158	32%
60 and over	74	72	14%
Total	500	500	100%

Gender	Un-weighted (n)	Weighted (n)	Weighted (%)
Male	258	240	48
Female	242	260	52
Total	500	500	100%