



greater WELLINGTON  
REGIONAL COUNCIL

# Assessing Community Priorities for Greater Wellington

Prepared by Jonathan Dodd and Björn Respondek  
[Jonathan.dodd@ipsos.com](mailto:Jonathan.dodd@ipsos.com)  
Ph 09 538 0500



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## Background, objectives & approach

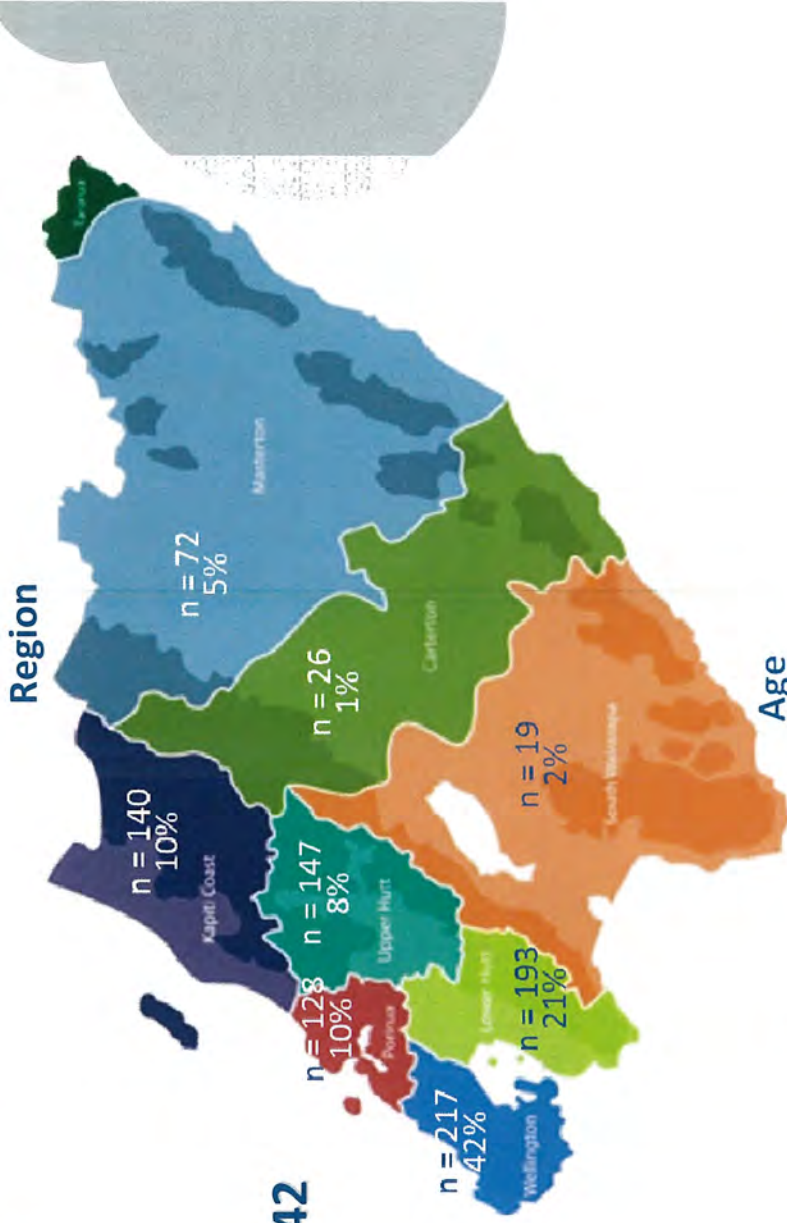
- Greater Wellington is consulting on its Long Term Plan for the ten year period from 2012 to 2022. This research assists in understanding the community's preferences and the relative importance of the activities undertaken by GW.
- This report provides the Council with the knowledge it requires concerning its communities' priorities with regard to the current status of the 8 key current activity groups, new project proposals, and residents' willingness to pay more for improvements in several areas.
- In order to address these aspects we conducted online interviews with 924 residents of Greater Wellington, providing a margin of error of +/- 3.2% at the 95% confidence interval. Some 900 respondents were recruited from the Smile City panel and 24 via a public link publicised by the Council.
- The final data was weighted by region to reflect the actual population sizes of the regions.
- The survey was conducted between 28<sup>th</sup> March and 7<sup>th</sup> May 2012.
- The average questionnaire duration was 10 minutes.



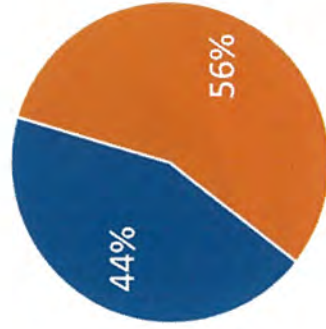


# Sample Demographics (1)

Sample Source

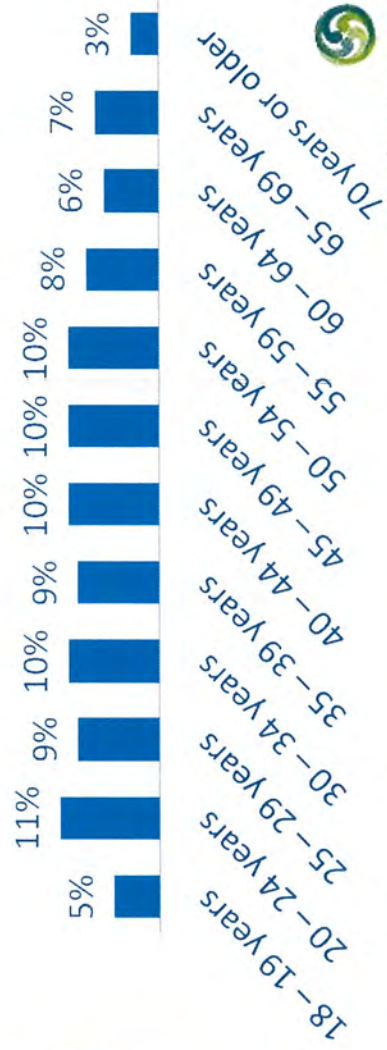


Gender

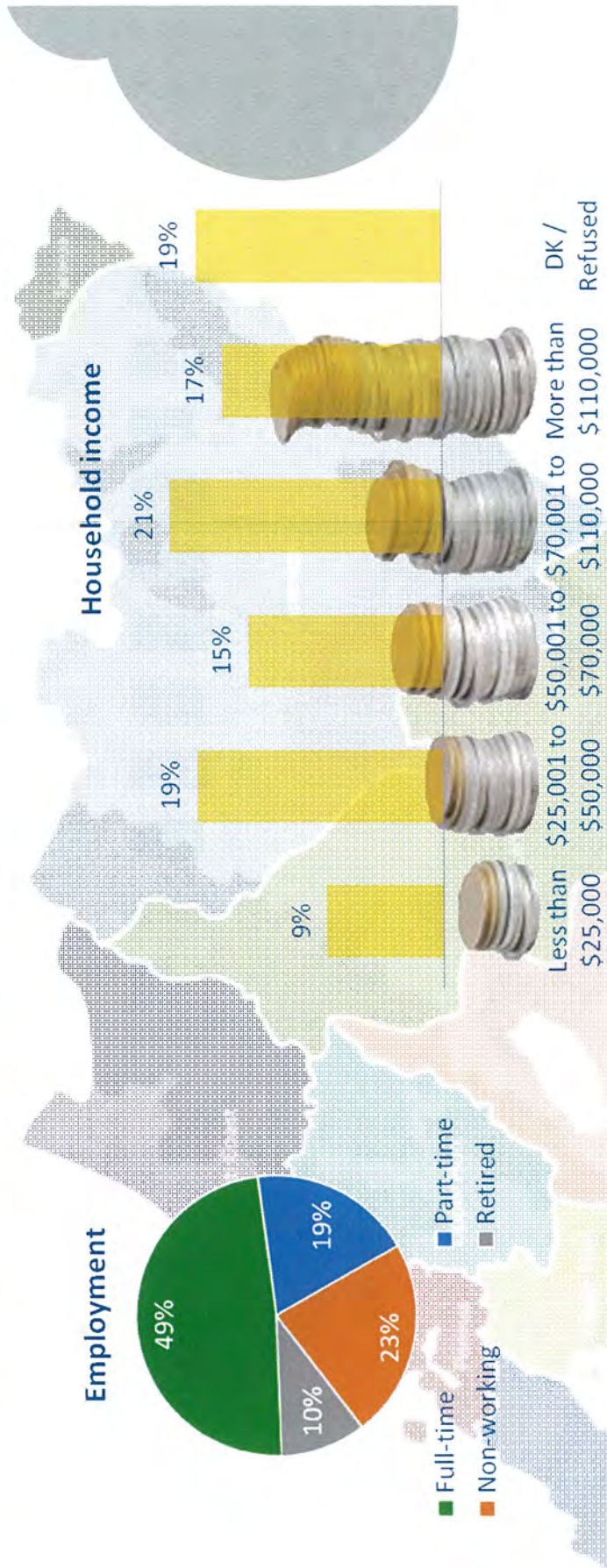


■ Male ■ Female

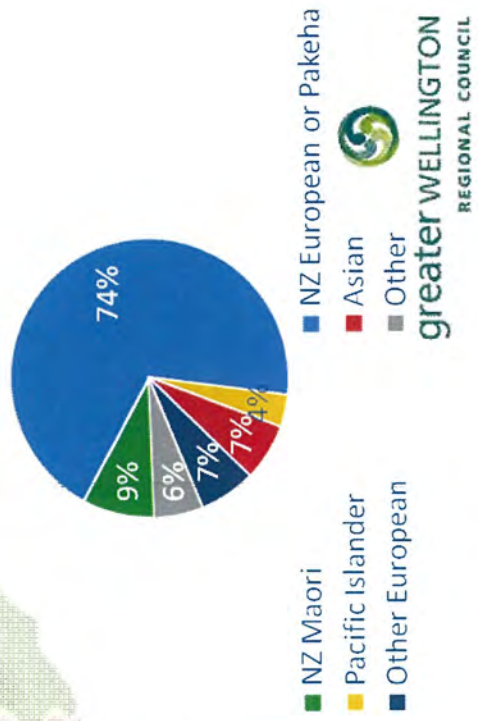
Age



# Sample Demographics (2)



## Ethnicity



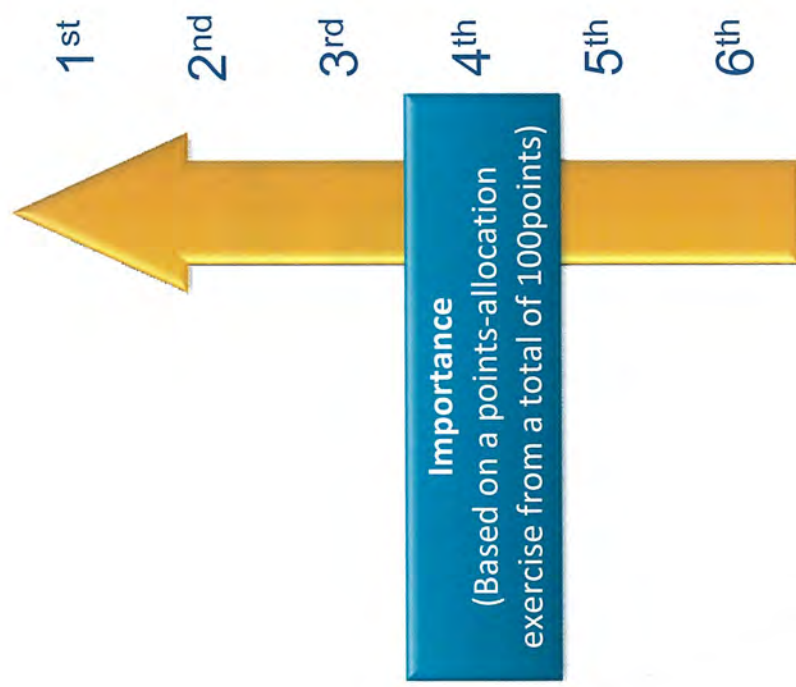


# Areas of Current Activity





**For the whole Greater Wellington area, Parks and Water Supply are the most important services & also the most satisfactory areas of activity**



Importance	Satisfaction
Parks (25.1)	Water supply (7.2)
Water supply (23.3)	Parks (7.1)
Environment (15.4)	Flood protection (6.6)
Public transport (14.4)	Environment (6.4)
Flood protection (12.7)	Regional leadership (5.7)
Regional leadership (9.2)	Public transport (5.2)



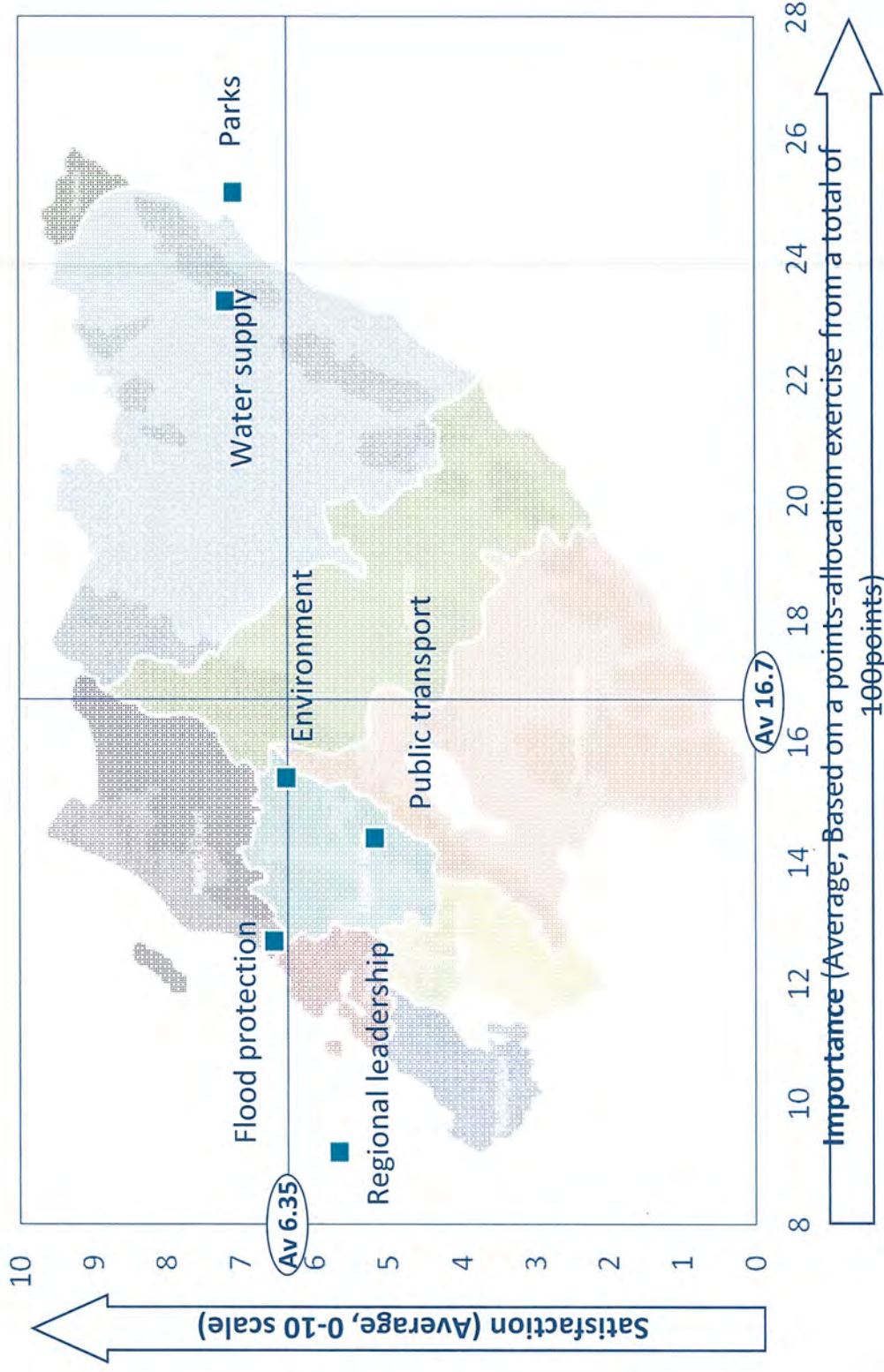
**Satisfaction**  
(Average, 0-10 scale)

**Base:** All Respondents n=(942)  
**Q5:** Please indicate how important each of these activities is to you personally.  
**Q4:** Please tell us how satisfied you are with the Council's work regarding.





People in Greater Wellington are most satisfied with the activity groups they also perceive as most important: water supply & parks



Base:  
Q4:  
Q5:

All Respondents  
Please tell us how satisfied you are with the Council's work regarding.  
Please indicate how important each of these activities is to you personally.



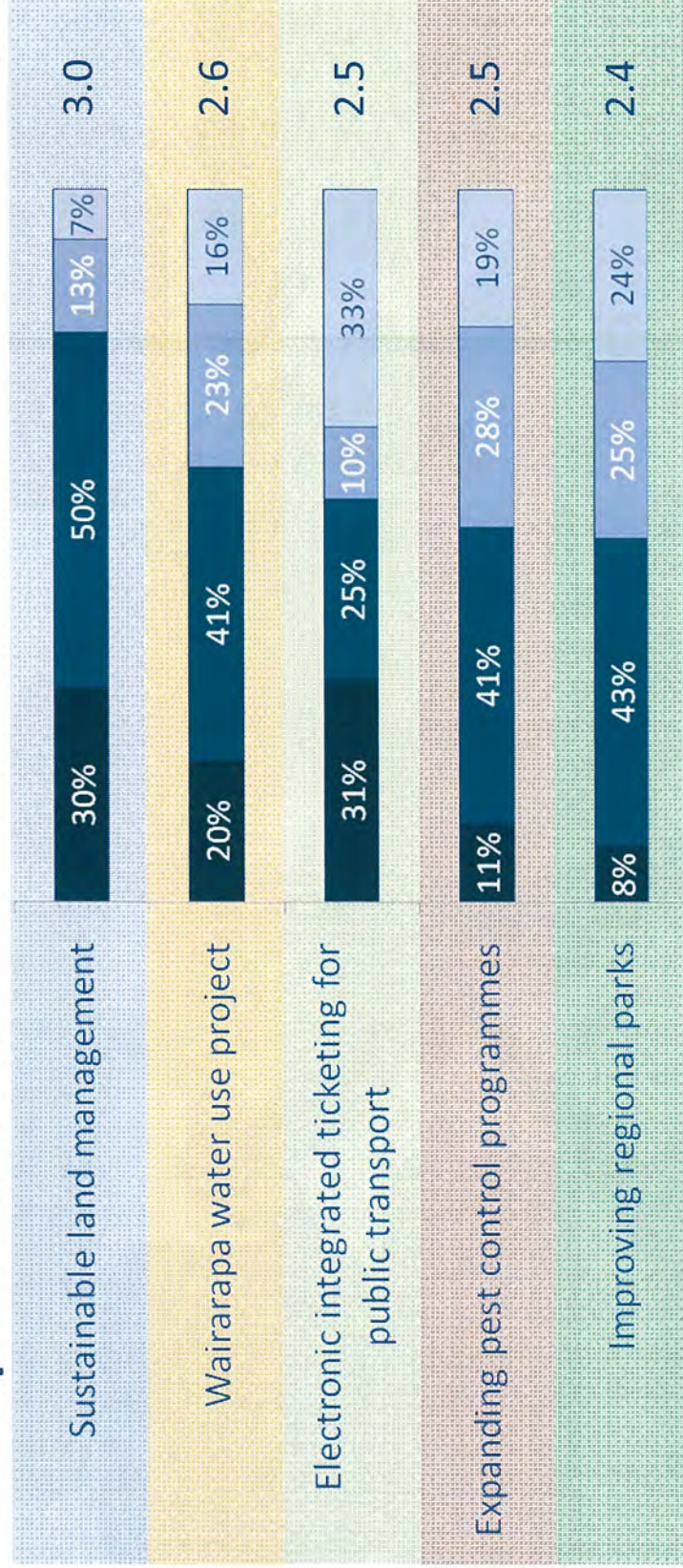
# Proposed New Projects





# Sustainable land management is of highest priority. Electronic integrated ticketing for public transport is polarising the sample, with a third each saying it is either the most or least important factor.

Average



The averages reflect the importance of the project in one number. They are calculated assigning the scores 4 (most important) to 1 (least important) to the groups.

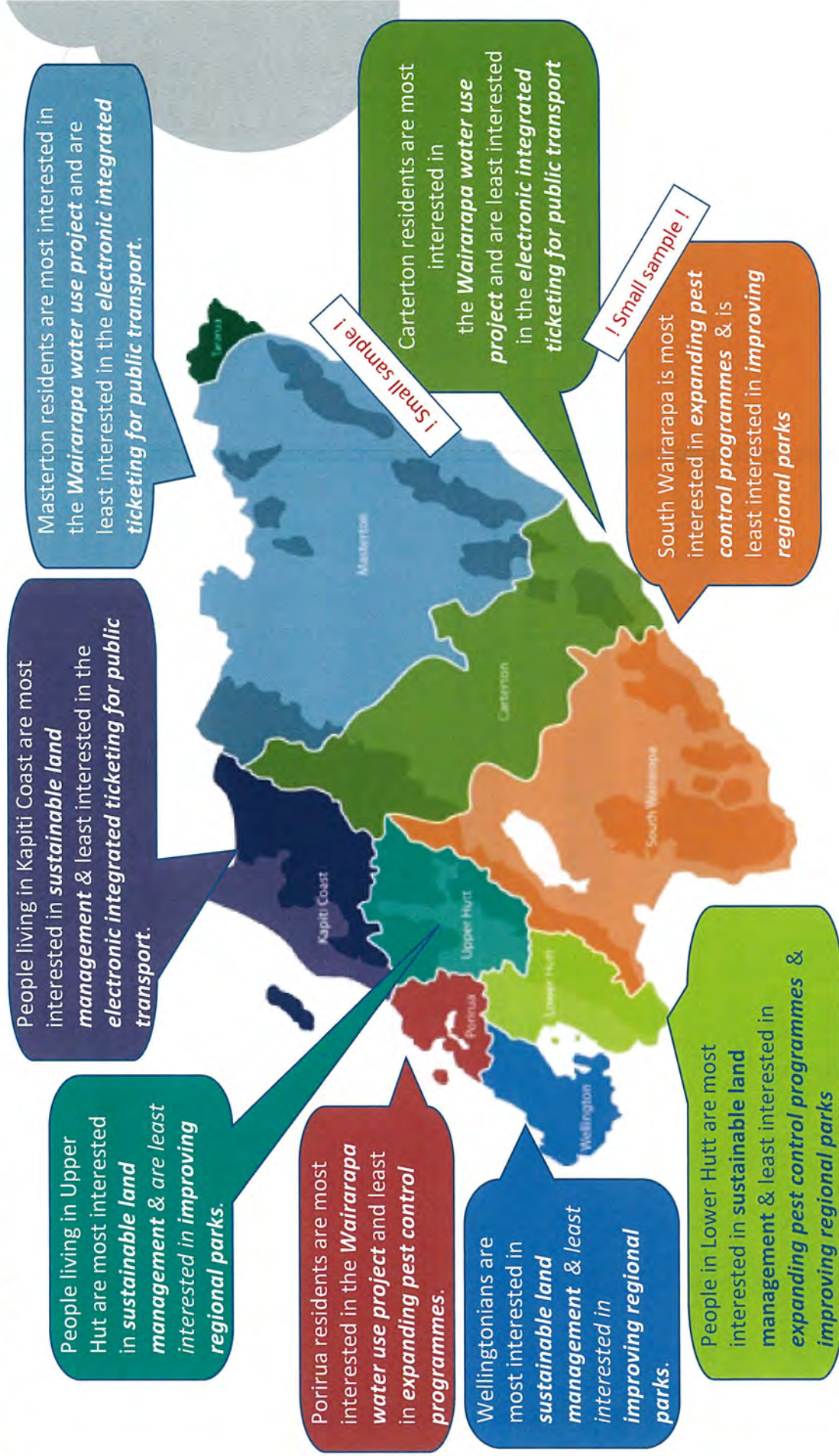
■ Most important (1st) ■ Important (2nd or 3rd) ■ Less important ■ Least important

Base: All Respondents  
 Q6a: Please tell us now, which ONE of these projects should have the highest priority.  
 Q6b: Now, please tell us, which TWO of the remaining projects should have the highest priority to be implemented.  
 Q6c: And which of the remaining projects should have the LOWEST priority to be implemented?





# Service and project preferences vary widely throughout the region.



**Base:** All Respondents  
**Q6a:** Please tell us now, which ONE of these projects should have the highest priority.  
**Q6b:** Now, please tell us, which TWO of the remaining projects should have the highest priority to be implemented.  
**Q6c:** And which of the remaining projects should have the LOWEST priority to be implemented?



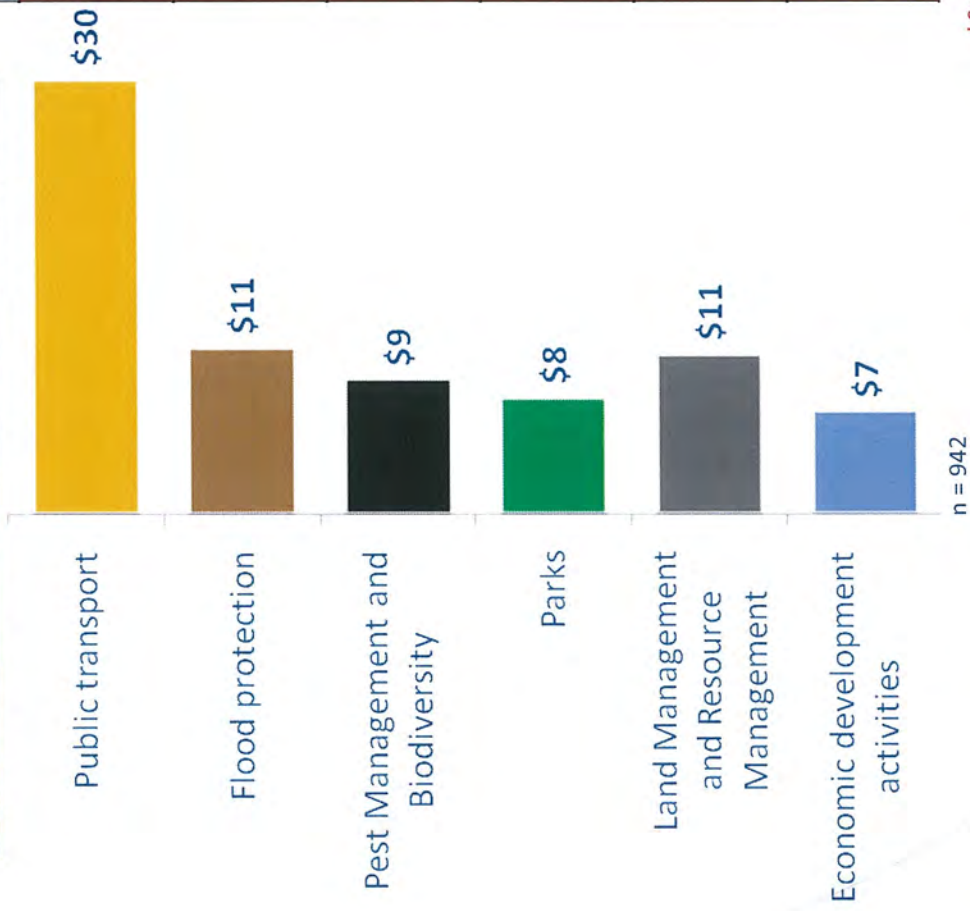


# Willingness to Pay for activity groups



# Residents of the Greater Wellington region are most willing to pay more for public transport, with only small variations among the regions.

Average level of additional rates willing to pay for X services in Greater Wellington



Region	Carterton	Kapiti Coast	Lower Hutt	Masterton	Porirua	South Wairarapa	Upper Hutt	Wellington
Willingness to pay <b>highest</b> in this region	\$15	\$34	\$25	\$20	\$25	\$56	\$22	\$34
Willingness to pay <b>lowest</b> in this region	\$7	\$12	\$13	\$10	\$13	\$25	\$10	\$10
	\$5	\$10	\$9	\$8	\$9	\$15	\$8	\$10
	\$4	\$8	\$9	\$9	\$6	\$8	\$7	\$8
	\$6	\$9	\$11	\$8	\$11	\$14	\$10	\$12
	\$4	\$6	\$7	\$6	\$7	\$10	\$6	\$7

n=26 n=140 n=193 n=72 n=128 n=19 n=147 n=217  
 ! Small sample !  
 ! Small sample !

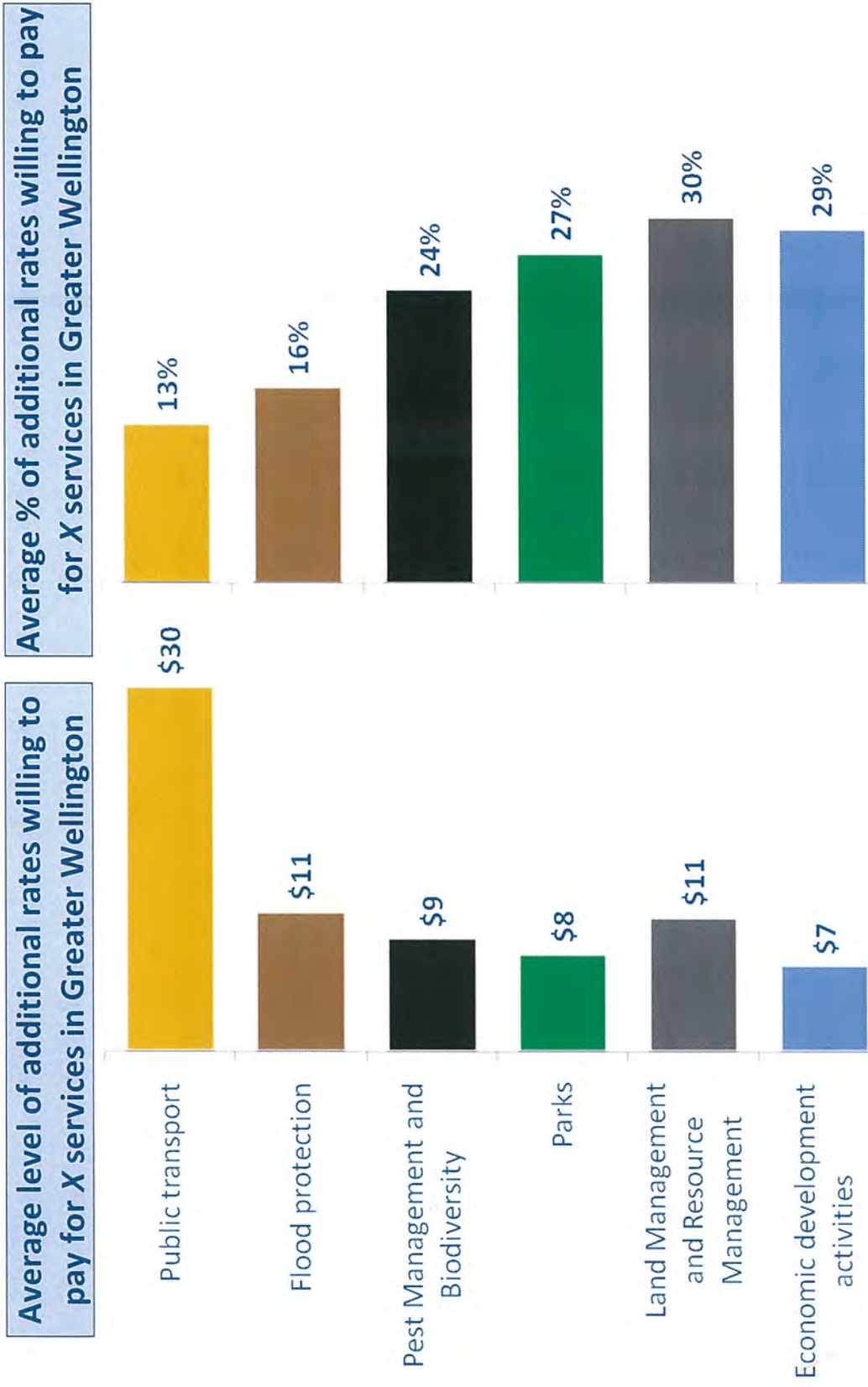
Base: All Respondents  
 Q7: How much extra would you be prepared to pay in additional to regional rates per year for improvement in each of the following areas?







# Residents of the Greater Wellington region are most willing to pay more for *public transport*, with only small variations among the regions.



n = 942

Base: All Respondents  
Q7: How much extra would you be prepared to pay in additional to regional rates per year for improvement in each of the following areas?

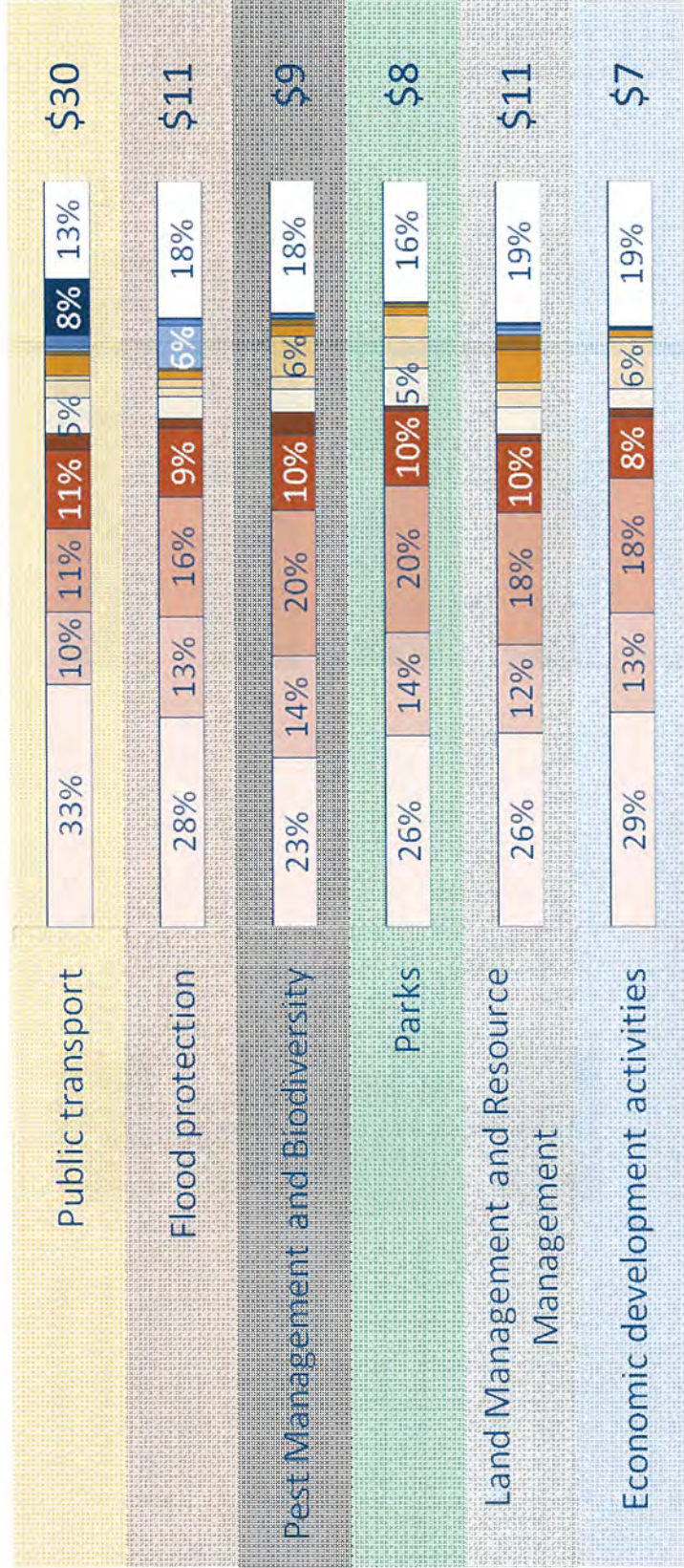




While *public transport* is the area people are willing to spend most on, it is also the service with the highest share of people not *willing* to pay more at all – clearly a polarising issue.

Greater Wellington

Average



- \$0
- \$1-2
- \$3-6
- \$7-10
- \$11-15
- \$16-20
- \$21-30
- \$31-40
- \$41-50
- \$51-60
- \$61-80
- \$81-100
- More than \$100
- Don't know

n = 942

Base: All Respondents  
 Q7: How much extra would you be prepared to pay in addition to regional rates per year for improvement in each of the following areas?





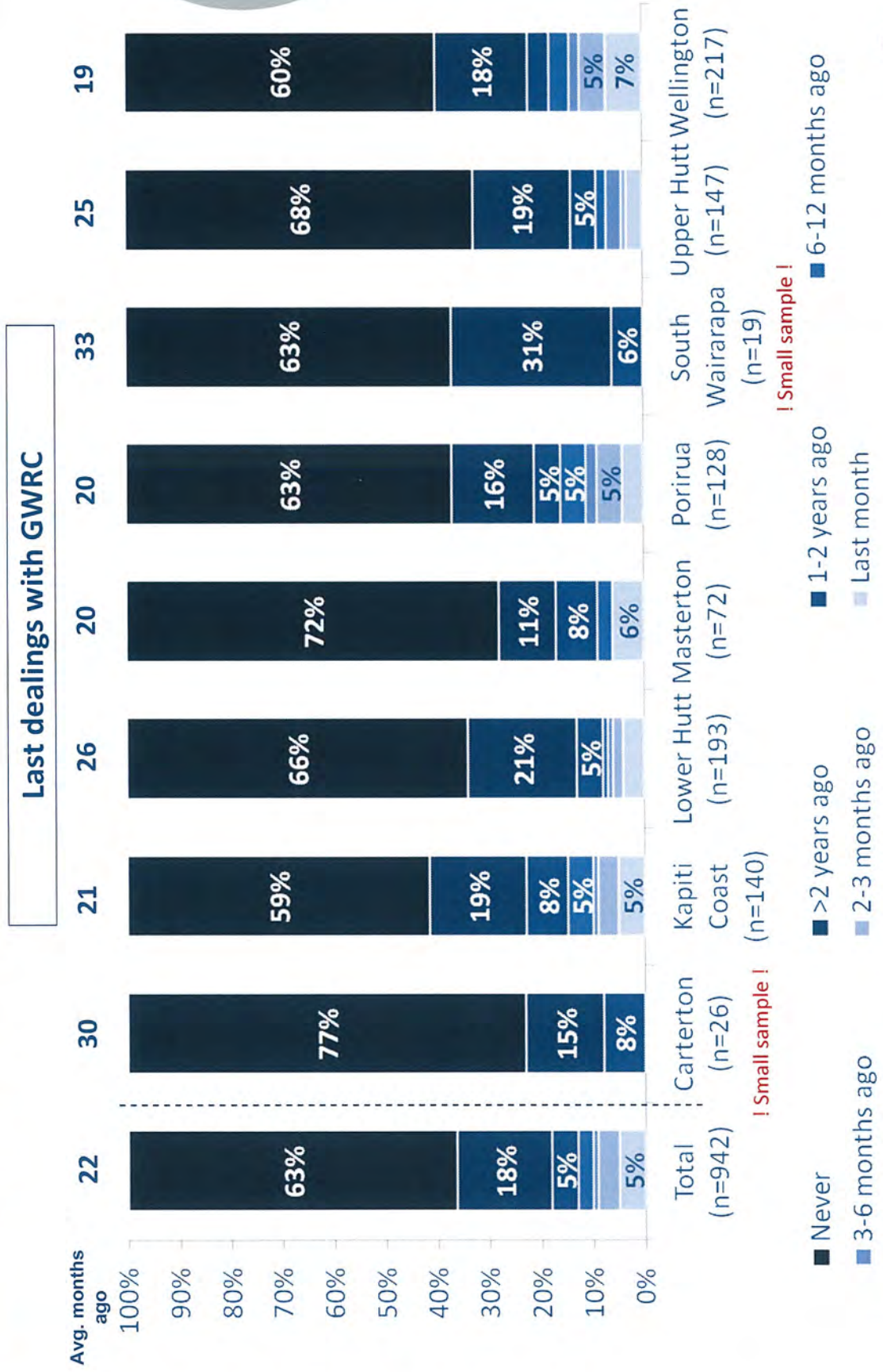
# Service Usage







# Two in three residents had never dealt directly with the GWRC before



Base: All Respondents  
Q8: How often have you had any direct dealings with the Greater Wellington Regional Council. This could include a resource consent application you've lodged, a submission you've made, or a public meeting you've attended?





# Thank you

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