



Wellington Waterfront General Users Survey

[April 2008]



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1. Methodology

Results in this report are based upon a telephone survey of a representative sample of 750 Wellington residents, 15 years of age and over, residing in the Wellington territorial authority.

Results were weighted to achieve a sample composition representative of the age and gender distribution as at the 2006 Census.

Fieldwork was conducted from 18th to 27th March 2008 at UMR Research's national interview facility in Auckland. Respondents in each household were identified by the next birthday method.

The maximum margin of error for a 50% figure at the '95% confidence level' for a sample of 750 is $\pm 3.6\%$.

2. Overview

OVERVIEW	
<p>Overall ratings</p>	<p>We continue to record a very good set of numbers in the 2008 survey. While there was generally little change in the ratings, where there were movements these tended to be in a positive direction.</p> <p>84% agreed that the waterfront “is easy and convenient to access” (up 5%), while 77% agreed that the “developments have been money well spent” (up 4%). The only clear downward movement was for ‘is a more interesting place to visit than it was five years ago’ (down 5% to 84%), although this is hardly surprising given that it is reasonable to assume many respondents would have believed that the bulk of improvements were made around five years ago.</p>
<p>Visitation</p>	<p>Regular visitation (weekly or more) to the waterfront was up from 2007, a good result considering Te Papa and Waitangi Park were excluded as areas of the waterfront.</p> <p>43% declared they visit the Wellington waterfront daily or weekly, up 2% on the previous year.</p> <p>The major reason for visiting the waterfront continues to be exercise (walking, running, biking, rollerblading). There was a 6% increase in the number saying that they came to the Waterfront to sightsee or with visitors from out of town (now 17%, the highest since 2004).</p> <p>65% had attended an event on the Wellington waterfront during the last year, unchanged from 2007.</p>
<p>Services and facilities</p>	<p>As in 2007, the most recognised services and facilities on the Wellington waterfront (unprompted) were bars, restaurants and cafes, and the children’s playgrounds. Kayak hire, food and beverage vendors and the TSB Bank arena also came up on a regular basis.</p> <p>The services and facilities on the waterfront continue to be rated highly. There was a 5% increase in the number saying that the waterfront is “easy and convenient to access” (now 84%) and a 3% improvement in “has enough activities whatever the weather” (68%), but “enough lighting at night” was down 3% to 49% (there was a 3% increase in the proportion with no opinion on this question, suggesting that the cause may be a decline in the proportion visiting at night rather than a deterioration in the lighting).</p>

OVERVIEW cont'd

Developments

The most recognised development was again the Hilton Hotel (59% unprompted and 88% prompted awareness). The resource consent for the Hilton was declined partway through the fieldwork dates, which may be reflected in the fact that unprompted awareness was 7% higher than last year.

Ratings for the development aspects tested in the survey were already positive in 2007, and all improved at least slightly in 2008. The largest improvements were for “has a good balance between public and private spaces” (up 6% to 77%) and “developments so far had been money well spent” (up 4% to 77%).

In line with this improved satisfaction with developments, when respondents were asked to suggest improvements they would like to see made to the waterfront, the proportion saying ‘less building development’ fell 7% to 28%.

Information

79% said they were interested in finding out about waterfront developments, an increase from 2006 and 2007.

The most common sources of information about waterfront developments were newspaper articles and newspaper advertising, however both methods were down from 2007. The proportion mentioning word of mouth doubled to 14%.

Newspaper advertising continues to be the preferred method for finding out about developments on the waterfront followed by an emailed newsletter.

3. Overall Ratings

3.1 Waterfront experience

The Wellington waterfront experience received very positive numbers from most respondents. As outlined below 97% agreed (including 78% strong agreement) that “the Wellington waterfront provides a lovely environment to walk, run or bike”. Closely following that was agreement levels for the waterfront “is a well maintained and clean environment” (95% of respondents) and “is a place where I am proud to bring friends and relatives to” (94%).

STATEMENTS ABOUT WATERFRONT							
<i>Now I would like to read you a number of statements about the Wellington waterfront in general. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? The Wellington waterfront...</i>							
	MAR 08 %						
	Strongly agree	Somewhat agree	TOTAL AGREE	Somewhat disagree	Strongly disagree	TOTAL DISAGREE	Neither/ Don't know
Provides a lovely environment to walk, run or bike	78	19	97	1	1	2	1
Is a well maintained and clean environment	55	40	95	3	-	3	2
Is a place where I am proud to bring friends and relatives to	69	25	94	3	1	4	2
Is a more interesting and exciting place to visit than it was five years ago	60	24	84	5	2	7	9
Is a safe and crime free environment	32	46	78	8	2	10	12

Base: All, n=750

The waterfront experience continues to rate very highly, as shown by the data in the tracking table below. Changes in agreement levels over time have been minimal. The main movements since 2007 were for “more interesting and exciting place to visit than it was five years ago” (down 5% to 84%) and “is a safe and crime free environment” (down 2% to 78%).

STATEMENTS ABOUT WATERFRONT – TRACKING

Now I would like to read you a number of statements about the Wellington waterfront in general. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? The Wellington waterfront...

	'TOTAL AGREE'				
	%				
	2004 (n=751)	2005 (n=751)	2006 (n=750)	2007 (n=750)	2008 (n=750)
<i>Provides a lovely environment to walk, run or bike</i>	96	96	97	96	97
<i>Is a well maintained and clean environment</i>	94	93	96	95	95
<i>Is a place where I am proud to bring friends and relatives to</i>	92	94	95	95	94
<i>Is a more interesting and exciting place to visit than it was five years ago</i>	80	76	86	89	84
<i>Is a safe and crime free environment</i>	75	77	84	80	78

Base: All, n=750

3.2 Achievement of objectives

Respondents were tested on WWL's performance with regards to fulfilling a series of objectives. Majorities said WWL was doing a good job in performing 5 of the 6 objectives tested, the exception being "developing a waterfront that is locally and internationally recognised for design", with 44% saying WWL is doing a good job.

FULFILLING OBJECTIVES								
<i>Using a scale of 1 to 5 where 1 means 'excellent' and 5 means 'very poor', how good a job is Wellington Waterfront Limited doing in meeting the following objectives.</i>								
	MAR 08							
	%							
	1 Excellent	2	TOTAL GOOD (1+2)	3	4	5 Very poor	TOTAL POOR (4+5)	Don't know
Developing a waterfront that caters for a wide range of activities for locals and visitors	22	48	70	20	8	1	9	1
Developing an attractive waterfront that is accessible	27	39	66	22	9	2	11	1
Developing a waterfront that is safe	16	46	62	25	7	1	8	5
Developing a waterfront that celebrates waterfront heritage, maritime activity and history	23	38	61	26	7	3	10	3
Developing a waterfront that celebrates the city's cultural diversity	15	37	52	31	11	3	14	3
Developing a waterfront that is locally and internationally recognised for design	13	31	44	30	12	5	17	9

Base: All, n=750

Opinions about WWL’s performance were much the same as those recorded in 2007, with most changes being one or two percent. There was however, a 4% increase in those who said WWL is doing a good job in “developing an attractive waterfront that is accessible”.

FULFILLING OBJECTIVES (TRACKING)			
<i>Using a scale of 1 to 5 where 1 means ‘excellent’ and 5 means ‘very poor’, how good a job is Wellington Waterfront Limited doing in meeting the following objectives.</i>			
	TOTAL GOOD (1+2)		
	APR 06 (n=554) %	APR 07 (n=558) %	MAR 08 (n=750) %
Developing a waterfront that caters for a wide range of activities for locals and visitors	71	69	70
Developing an attractive waterfront that is accessible	69	62	66
Developing a waterfront that is safe	67	62	62
Developing a waterfront that celebrates waterfront heritage, maritime activity and history	56	60	61
Developing a waterfront that celebrates the city’s cultural diversity	50	50	52
Developing a waterfront that is locally and internationally recognised for design	48	43	44

Note: In 2006 and 2007 question was asked of those who were very interested or fairly interested in finding out more about waterfront developments

4. Visitation and Activities

4.1 Frequency of visitation

There was a slight increase in regular waterfront visits in 2008 with 43% of Wellingtonians saying that they came to the waterfront once a week or more. This small increase can be viewed more positively as a result of a wording change in the question. Previously, the waterfront area was described to respondents as including Waitangi Park, however this year, Waitangi Park and Te Papa were excluded. So with the elimination of two popular visitor areas, this 2% increase is a much better result than first described.

FREQUENCY OF VISITING WELLINGTON WATERFRONT

The Wellington waterfront areas that we'll be discussing include all waterfront areas from Waterloo on Quay Apartments opposite the Railway Station, to the Overseas Passenger Terminal. This area does not include Waitangi Park or Te Papa.

Thinking now about the Wellington waterfront, on average, how often do you go there?

	%				
	2004 (n=751)	2005 (n=751)	2006 (n=750)	2007 (n=750)	2008* (n=750)
Daily	9	11	12	11	10
Weekly	23	31	37	30	33
Fortnightly (every two weeks)	18	18	15	17	13
Monthly	20	19	20	19	22
Once every two months	21	13	7	10	8
Once every six months			5	5	6
Once a year	6	3	3	3	4
Less than once a year			1	2	1
Never	3	1	-**	2	2
Other	1	3	-	1	1
TOTAL	100	100	100	100	100

*Note: Before 2008 the question was asked as "The Wellington waterfront areas that we'll be discussing include all waterfront areas from Waterloo on Quay Apartments opposite the Railway Station, to the Overseas Passenger Terminal and Waitangi Park.

**Note: Due to rounding this result is recorded as zero when the actual result is 0.4% (n=3).

4.2 Main reasons for visiting the waterfront

The most common reason for visiting the waterfront was exercise, with 61% of visitors mentioning this. 19% said they visit the waterfront to eat or drink (down 3%) while 17% said they visit for sightseeing purposes (up 6%).

MAIN REASONS FOR VISITING WATERFRONT					
<i>What are your main reasons for visiting the Wellington waterfront?</i>					
	%				
	2004 (n=735)	2005 (n=743)	2006 (n=747)	2007 (n=734)	2008 (n=738)
Exercise (to walk/ run/ bike/ rollerblade)	52	65	62.8	61.5	61.3
To eat/ drink	22	27	18.2	21.7	19.1
Sight-seeing/ bring friends or family from other towns/ cities/ countries	18	12	13.1	11.1	17.4
Events	27	18	12.7	14.8	12.7
Walking through to get to work	9	8	13.9	11.7	9.2
Take children to play in the children's playground at Waitangi or Frank Kitts Park	-	-	9.1	9.0	6.3
Spend time with friends/ family	13	13	8.7	10.0	5.7
Other water recreation (e.g. kayaking/ sailing/ fishing/ harbour cruises/ etc.)	2	5	9.6	6.2	5.7
Go to and from Te Papa National Museum	-	11	10.6	10.2	4.9
To access services of waterfront businesses	12	4	4.0	4.0	3.9
Work there	3	4	4.1	3.3	2.5
Enjoy view of harbour/ Enjoy area	-	-	-	-	1.7
Visit gallery, theatre or museum	-	-	-	-	1.6
Go to and from the beach	2	9	3.9	3.2	1.5
Passing through	-	1	-	1.6	1.5
Live there	-	1	0.4	0.6	0.9
Use the skateboard park at Waitangi Park	-	-	3.2	1.4	0.8
Weekend market	-	-	0.3	1.3	0.8
General relaxation	2	6	1.3	1.4	0.6
Parking the car	-	-	0.3	0.1	0.5
Indoor sports	-	-	0.5	0.7	0.4
Catching the ferry	-	-	-	-	0.3
None	-	-	0.3	0.5	0.1
Don't know	3	-	-	0.1	0.3
Other	1	9	-*	3.0	0.6

Base: 98% of respondents, those who said they visit the Wellington waterfront, n=738
 Note: Table will not total to 100 percent due to multiple response.
 *Note: 'Other' responses in 2006 have been detailed in the table.

4.3 Activities undertaken when visiting the waterfront

A solid majority (72%) of waterfront visitors said a leisurely walk or stroll was one of the activities they partake in when visiting the area. This was fairly similar to the 2006 and 2007 results. Around a third (34%) of visitors said they eat or drink at one of the waterfront's bars or restaurants (down 2% from 2007), while 20% said they partake in some form of vigorous exercise whilst visiting the area (down 9%).

ACTIVITIES PARTICIPATED IN WHEN VISITING WATERFRONT					
<i>And, what types of activities do you do when visiting the waterfront?</i>					
	%				
	2004 (n=735)	2005 (n=743)	2006 (n=747)	2007 (n=734)	2008 (n=738)
Go for a leisurely walk/ stroll	50	68	73.5	70.4	72.3
Eat/ drink at a bar or restaurant	34	31	27.6	35.2	33.5
Exercise (power walk/ run/ bike/ rollerblade/ etc.)	40	27	24.4	28.8	20.0
Take children to play in the children's playground at Waitangi or Frank Kitts Parks	10	11	11.9	10.3	10.4
Enjoy the views	15	11	14.6	12.7	8.5
Eat/ drink at a street vendor	-	7	7.1	10.7	8.1
Go to special events held on waterfront (excluding Events Centre/ TSB Arena)	24	11	12.4	8.1	8.6
Go to events at the Events Centre at Queens Wharf/TSB Arena		7	9.6	8.2	6.8
Other water recreation (e.g. kayaking/ sailing/ fishing/ harbour cruises/ etc.)	8	10	8.6	6.2	6.5
Go to Te Papa National Museum	-	12	14.5	13.5	5.1
Go to other museums/ galleries	7	5	7.5	5.7	4.7
Lunch break from work	-	5	4.4	5.1	4.5
Work near or on the waterfront	-	2	3.9	2.7	4.3
General relaxation	2	7	5.6	5.9	3.4
Socialising with others	2	8	6.3	5.3	2.3
Use the skateboard park at Waitangi Park	-	-	3.5	2.6	1.2
Weekend markets at Waitangi Park	-	-	-	-	1.1
Go to the beach	-	10	2.7	2.8	1.0
Have a picnic	5	2	2.1	1.4	0.8
Have to drive through waterfront	-	-	-	0.2	0.6
Taking photos	-	-	-	0.6	0.5
Continued over page.					

ACTIVITIES PARTICIPATED IN WHEN VISITING WATERFRONT cont'd

And, what types of activities do you do when visiting the waterfront?

	%				
	2004 (n=735)	2005 (n=743)	2006 (n=747)	2007 (n=734)	2008 (n=738)
Indoor sports	-	-	0.8	0.5	0.1
Circa theatre	-	-	-	0.4	0.1
Parking the car	-	-	0.3	0.2	0.1
Refused	-	-	-	0.2	-
Other	4	6	1.8	2.0	*
Don't know	1	-	0.1	0.3	0.2
None	-	1	1.2	0.4	0.5

Base: 98% of respondents, those who said they visit the Wellington waterfront, n=738

Note: Table will not total to 100 percent due to multiple response.

*Note: 'Other' responses in 2008 have been detailed in the table.

4.4 Attendance at events

Two thirds of Wellington residents (65%) said they had attended an event on the waterfront in the past twelve months, the same proportion as was recorded in 2007.

ATTENDED EVENT ON WATERFRONT WITHIN LAST YEAR			
<i>Have you attended an event on the Wellington waterfront during the last year? By events we mean things like public concerts and cultural events, expos and exhibitions.</i>			
	APR 06 %	APR 07 %	MAR 08 %
Yes	76	65	65
No	23	34	34
Don't know	1	1	1
TOTAL	100	100	100
Base: All, n=750			

5. Services and Facilities

5.1 Awareness of services and facilities

The following tables show respondents' awareness of a range of services and facilities available on the waterfront. These were asked on both an unprompted and prompted basis. The table on the following pages shows the unprompted results and then the total results, which is the unprompted results added to the prompted results. As expected, unprompted mention of a number of services and facilities was low.

On an unprompted basis the most common responses were bars, restaurants and cafes (67% unprompted nomination), the children's' playgrounds (29%), food and beverage vendors and kayak hire (26%). Unprompted awareness in Waitangi Park dropped substantially from 2007, down 19% to 9%, as did awareness of the skate park. This is probably attributable to the change in waterfront boundary as defined in the visitation question at the beginning of the survey.

Overall, 96% of all respondents were aware of the waterfront's bar restaurant and café facilities (unprompted + prompted). 93% were aware of the Museum of Wellington City and Sea and 92% were aware of the children's playgrounds.

The largest increases in terms of total awareness of services and facilities available on the Wellington waterfront were for awareness of the NZ Academy of Fine Arts (up 7% to 67%) and awareness of food and beverage vendors (up 6% to 86%). The largest falls in awareness were for the skate park at Waitangi Park (down 7% to 77%) and the heritage trail (down 6% to 39%).

AWARENESS OF SERVICES AND FACILITIES [UNPROMPTED & TOTAL]

What waterfront services and facilities are you aware of? Are you aware of any of the following waterfront services and facilities?

	%									
	2004 (n=751)		2005 (n=751)		2006 (n=750)		2007 (n=750)		2008 (n=750)	
	Unprompted	TOTAL	Unprompted	TOTAL	Unprompted	TOTAL	Unprompted	TOTAL	Unprompted	TOTAL
ENTERTAINMENT										
<i>Bars, restaurants and cafes</i>	55	96	56	96	56	95	60.3	94.5	67.0	96.3
<i>Museum of Wellington City and Sea</i>	_*	_*	_*	_*	22	89	23.9	91.9	18.7	93.0
<i>Food/ beverage vendors</i>	3	_*	19	84	21	79	23.5	79.5	25.7	85.9
<i>Circa Theatre</i>	3	_*	16	88	13	86	17.1	86.5	8.2	85.6
<i>Events</i>	_*	_*	10	91	13	70	18.0	75.5	16.7	80.0
<i>NZ Academy of Fine Arts</i>	_*	_*	_*	_*	10	58	12.2	59.9	8.3	66.6
<i>Heritage Trail</i>	_*	_*	_*	_*	2	37	4.9	44.1	0.9	38.5
FACILITIES										
<i>TSB Bank Arena (Events Centre) at Queens Wharf</i>	34	93	23	92	26	92	24.9	86.0	23.7	90.2
<i>Waitangi Park</i>	_*	_*	5	54	30	88	27.9	89.6	9.4	88.5
<i>Skate Park (at Waitangi Park)</i>	_*	_*	_*	_*	17	83	16.6	83.6	7.0	77.0
<i>The Boatshed (function centre)</i>	_*	_*	_*	_*	_*	_*	_*	_*	5.7	76.8
<i>Shed 11 Events and Exhibition Centre</i>	_*	_*	_*	_*	_*	_*	_*	_*	5.6	73.7
<i>The Rowing Club function centre</i>	_*	_*	_*	_*	_*	_*	_*	_*	5.5	71.7
<i>Public toilets</i>	5	_*	15	61	9	58	10.0	62.7	9.2	66.4
<i>Petanque Piste (at Waitangi Park)</i>	_*	_*	_*	_*	1	21	4.4	26.3	0.2	27.6
<i>Continued over page.</i>										

AWARENESS OF SERVICES AND FACILITIES [UNPROMPTED & TOTAL] cont'd

What waterfront services and facilities are you aware of? Are you aware of any of the following waterfront services and facilities?

	%									
	2004 (n=751)		2005 (n=751)		2006 (n=750)		2007 (n=750)		2008 (n=750)	
	Unprompted	TOTAL	Unprompted	TOTAL	Unprompted	TOTAL	Unprompted	TOTAL	Unprompted	TOTAL
ACTIVITIES										
Children's playground (Waitangi Park & Frank Kitts Park)	23	92	25	89	33	93	30.1	91.2	29.0	92.2
Abseiling/ rock climbing	10	-*	19	75	16	75	15.7	74.1	13.9	77.6
Indoor sports centre	-*	-*	7	61	9	63	10.8	67.2	10.0	65.7
Weekly/ Sunday produce market at Waitangi Park	-*	-*	-*	-*	-*	-*	-*	-*	1.6	64.2
Vessel charters	13	62	7	59	6	51	7.6	61.2	5.8	61.3
TRANSPORTATION AND OTHER										
Dominion Post Ferries	7	- ¹	13	80	11	76	13.1	82.5	12.0	86.1
Car parking	-*	-*	-*	-*	-*	-*	-*	-*	5.7	79.6
Helipro helicopter hire	7	57	7	59	7	61	8.8	72.0	9.7	78.0
Kayak hire	31	72	27	77	29	77	24.3	75.0	25.7	76.5
4-wheel crocodile bikes	18	39	19	68	8	65	10.6	71.0	9.2	74.7
Free mobility scooters	-*	-*	-*	-*	3	30	3.2	29.1	0.9	31.3
Not aware of any service/ facilities	7	1	6	6	4	5	3.7	4.5	3.5	3.8
Other	9	9	14	14	8	8	17.2	18.3	2.8**	3.5
Refused	-	-	-	-	-	-	0.2	-	0.1	0.1

Base: All, n=750

Note: Table will not total to 100 percent due to multiple response.

*Note: These questions were not in the pre-coded list and/or were not prompted on in this year

**Note: These responses are specified in the table on the following page.

OTHER SERVICES AND FACILITIES AWARE OF IN 2008

[Answers sourced from those respondents who declared they were aware of 'other' waterfront services and facilities (unprompted)]

	MAR 08 %
Te Papa	0.5
Art/ Sculptures	0.4
Boats	0.3
Maintenance	0.3
Retail	0.2
Brewery in restored heritage building	0.2
Dragon boat regatta	0.2
Walkways	0.2
Marina	0.1
Fountain	0.1
Overseas Terminal	0.1
Frank Kitts Park	0.1
Fishing	0.1
TOTAL	2.8

Base: 2.8% of respondents, those who answered 'other' when asked what waterfront services and facilities they were aware of (unprompted), n=21

5.2 Rating of services and facilities

Satisfaction with a range of services and facilities was also tested and is shown in the following tables.

There was high general satisfaction with most of the services and facilities provided on the waterfront. 92% agreed and 5% disagreed that the Wellington waterfront “has exciting and interesting special events and activities”.

There were also high levels of agreement for the waterfront having “a wide range of outdoor activities for visitors” (90%), “enough attractions, activities and events to suit the entire family” (89%) and for the waterfront being “easy and convenient to access” (84%).

Less than a majority (49%) agreed that the waterfront “has enough lighting at night”, however 39% were unsure. 42% agreed that the waterfront has “adequate numbers of toilets and other facilities” and 41% agreed to that the waterfront has “adequate areas for protection from the elements”.

RATINGS OF SERVICES AND FACILITIES

Now I would like to read you a number of statements about the Wellington waterfront in general. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? The Wellington waterfront...

	MAR 08 %						
	Strongly agree	Somewhat agree	TOTAL AGREE	Somewhat disagree	Strongly disagree	TOTAL DISAGREE	Neither/ Don't know
Has exciting and interesting special events and activities	44	48	92	4	1	5	3
Has a wide range of outdoor activities for visitors	40	50	90	6	1	7	3
Has enough attractions, activities and events to suit the entire family	41	48	89	7	1	8	3
Is easy and convenient to access	50	34	84	12	3	15	1
Has enough activities whatever the weather	18	50	68	22	4	26	6
Has enough lighting at night	16	33	49	10	2	12	39
Has an adequate number of toilets and other facilities	7	35	42	27	8	35	23
Has adequate areas for protection from the elements	7	34	41	42	11	53	6

Base: All, n=750

Changes in the ratings of services and facilities on the waterfront were mixed this year. Four of the eight statements improved their ratings from 2007, three disimproved and one was unchanged.

The most notable change was a 5% increase in the proportion agreeing to the statement about the waterfront being “convenient and easy to access”, now at 84%. 68% agreed with “has enough activities whatever the weather”, up 3%, and 49% agreed that the waterfront “has enough lighting at night”, down 3%. Small changes of 1% or 2% were recorded for all but one of the remaining statements.

RATINGS OF SERVICES AND FACILITIES – TRACKING

Now I would like to read you a number of statements about the Wellington waterfront in general. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? The Wellington waterfront...

	'TOTAL AGREE'				
	%				
	2004 (n=751)	2005 (n=751)	2006 (n=750)	2007 (n=750)	2008 (n=750)
<i>Has exciting and interesting special events and activities</i>	90	91	92	91	92
<i>Has a wide range of outdoor activities for visitors</i>	77	83	91	90	90
<i>Has enough attractions, activities and events to suit the entire family</i>	75	82	87	87	89
<i>Is easy and convenient to access</i>	75	76	84	79	84
<i>Has enough activities whatever the weather</i>	- ¹	- ¹	65	65	68
<i>Has enough lighting at night</i>	42	45	55	52	49
<i>Has an adequate number of toilets and other facilities</i>	28	33	43	43	42
<i>Has adequate areas for protection from the elements</i>	29	29	40	42	41

Base: All, n=750

¹Note: This statement was not included in 2004 or 2005.

6. Developments

6.1 Awareness of developments

As outlined in the following table, awareness of current or proposed waterfront developments was asked on both an unprompted and prompted basis. The table shows unprompted results and then total results, which is the unprompted added to the prompted results. As expected, very few people were aware of a number of the developments.

The Hilton Hotel dominated unprompted mentions of new developments on Wellington waterfront, as it did in 2006 and 2007. 59% mentioned the Hilton without being prompted (up 7%), while 88% were aware of it once prompted (unchanged). The decision by the Environment Court to reject the resource consent, effectively burying the idea of a hotel on Queens Wharf, was made part way through the field work of the survey, and could have contributed to the rise in unprompted awareness levels.

There were substantial increases in awareness of the Overseas Passenger Terminal development, for both unprompted (up 9% to 16%) and prompted awareness (up 30% to 77%). Prompted awareness in the Kumutoto development north of Queens Wharf also jumped substantially, up 18% to 45%.

Falls in prompted awareness were recorded for the Taranaki Street Wharf development (down 18% to 23%) and the proposed Waitangi Precinct buildings (down 9% to 32%).

Two new developments were tested in the survey, namely the redevelopment of Frank Kitts Park and the Chinese Garden. Unprompted awareness for each development was low (15% and 3% respectively) however once prompted, awareness levels rose significantly to 57% for the Frank Kitts Park redevelopment and 35% for the Chinese Garden.

AWARENESS OF DEVELOPMENTS

What current or planned waterfront developments are you aware of? Are you aware of any of the following waterfront developments?

	%									
	2004 (n=751)		2005 (n=751)		2006 (n=750)		2007 (n=750)		2008 (n=750)	
	<i>Unprompted</i>	<i>TOTAL</i>	<i>Unprompted</i>	<i>TOTAL</i>	<i>Unprompted</i>	<i>TOTAL</i>	<i>Unprompted</i>	<i>TOTAL</i>	<i>Unprompted</i>	<i>TOTAL</i>
<i>Hilton Hotel (Outer-T Queens Wharf)</i>	21	49	18	48	44	78	52.1	87.9	58.6	87.8
<i>Overseas Passenger Terminal development</i>	2	22	4	26	5	38	7.0	46.8	16.0	76.7
<i>The redevelopment of Frank Kitts Park, including the Chinese Garden</i>	_1	_1	_2	_2	_3	_3	_4	_4	14.6	57.4
<i>**The further development of Kumutoto, including Sites 8, 9 & 10</i>	1	6	7	29	10	40	7.9	26.7	8.0	44.8
<i>The Chinese Garden</i>	_1	_1	_2	_2	_3	_3	_4	_4	3.3	35.3
<i>***Waitangi Precinct proposed buildings</i>	_1	_1	_2	_2	8	37	12.7	40.6	8.8	31.6

Continue over page.

AWARENESS OF DEVELOPMENTS cont'd

What current or planned waterfront developments are you aware of? Are you aware of any of the following waterfront developments?

	%									
	2004 (n=751)		2005 (n=751)		2006 (n=750)		2007 (n=750)		2008 (n=750)	
	Unprompted	TOTAL	Unprompted	TOTAL	Unprompted	TOTAL	Unprompted	TOTAL	Unprompted	TOTAL
****Taranaki Street Wharf public space development	3	33	6	36	4	38	4.6	40.6	2.6	22.7
*****Wharewaka	-	7	2	11	10	31	2.7	26.3	1.1	17.8
Not aware of any developments	26	9	18	9	11	17	17.2	24.5	18.1	24.3
Other	10	10	14	14	2	2	7.2	7.2	3.7*	3.7
Don't know	9	9	8	1	11	14	10.2	15.5	8.1	13.2
Refused	-	-	-	-	-	-	-	0.5	0.3	0.6

Base: All, n=750

Note: Table will not total to 100 percent due to multiple response.

¹Note: These questions were not in the pre-coded list and/or were not prompted on in 2004.

²Note: These questions were not in the pre-coded list and/or were not prompted on in 2005.

³Note: These questions were not in the pre-coded list and/or were not prompted on in 2006.

⁴Note: These questions were not in the pre-coded list and/or were not prompted on in 2007.

*Note: These responses are specified in the table on the following page.

**Before 2008 the question used to read "Kumutoto public space development under construction (North of Queens Wharf)"

***Before 2008 the question used to read "Waitangi Precinct international architecturally designed buildings"

****Before 2008 the question used to read "Taranaki Street Wharf and lagoon extension"

*****Before 2008 the question used to read "Wharewaka and Wharenui complex"

OTHER DEVELOPMENTS AWARE OF IN 2008

[Answers sourced from those respondents who declared they were aware of 'other' waterfront developments (unprompted)]

	MAR 08 %
BNZ centre	0.6
Building by railway station	0.5
Apartments	0.4
Cafes and more shops	0.4
Music school	0.2
Parks	0.2
Sculptures	0.2
Shed 6	0.2
Sports centre	0.2
Traffic Lights	0.2
TSB Arena	0.2
Apartments on the waterfront	0.1
Blue bridge ferry terminal	0.1
High rise buildings	0.1
Olympic Museum	0.1
TOTAL	3.7

Base: 3.7% of respondents, those who answered 'other' when asked what current or planned waterfront developments they were aware of (unprompted), n=28

6.2 Rating of developments

All aspects of development on the waterfront tested in the survey received positive ratings. As outlined below, 86% of respondents agreed (including 34% strong agree) that “the Wellington waterfront has good quality landscaping”, and 77% agreed that the “developments have been money well spent”.

The highest negative rating from the five statements on aspects of development testing was 40% disagreement that the Wellington waterfront “has adequate areas with shade or shelter to sit or stand outside of the foot and recreational traffic”.

RATINGS OF DEVELOPMENTS							
<i>Now I would like to read you a number of statements about the Wellington waterfront in general. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? The Wellington waterfront...</i>							
	MAR 08						
	%						
	Strongly agree	Somewhat agree	TOTAL AGREE	Somewhat disagree	Strongly disagree	TOTAL DISAGREE	Neither/ Don't know
Has good quality landscaping	34	52	86	10	2	12	2
Developments so far have been money well spent	33	44	77	10	5	15	8
Has a good balance between public and private spaces	25	52	77	12	5	17	6
Has an adequate amount of green or landscaped areas	30	42	72	17	9	26	2
Has adequate areas with shade or shelter to sit or stand outside of the foot and recreational traffic	12	44	56	33	7	40	4

Base: All, n=750

Agreement levels for all the waterfront development aspects tested in the survey improved from their 2007 figures. This is a significant turn-around considering there were no positive changes in agreement levels for 2007.

The biggest change was a 6% rise in the proportion agreeing to the statement about the waterfront having a good balance between public and private spaces (77% agree). 77% also agree that the “developments so far have been money well spent” (up 4%). Both of these statements are now at their highest agreement levels since tracking began in 2004.

RATINGS OF DEVELOPMENTS – TRACKING

Now I would like to read you a number of statements about the Wellington waterfront in general. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements? The Wellington waterfront...

	'TOTAL AGREE'				
	%				
	2004 (n=751)	2005 (n=751)	2006 (n=750)	2007 (n=750)	2008 (n=750)
<i>Has good quality landscaping</i>	82	82	88	85	86
<i>Developments so far have been money well spent</i>	73	74	75	73	77
<i>Has a good balance between public and private spaces</i>	72	69	72	71	77
<i>Has an adequate amount of green or landscaped areas</i>	60	60	70	70	72
<i>Has adequate areas with shade or shelter to sit or stand outside of the foot and recreational traffic</i>	45	43	53	53	56

Base: All, n=750

6.3 Improvements to the waterfront

The proportion of people calling for less building development on the Wellington waterfront fell away this year, from 28% in 2007 to 21%. 14% of all respondents would like to see easier access and more public openness (up 2%). A plurality of 30% however, did not suggest any improvements, up 4% from last year.

SUGGESTED IMPROVEMENTS TO THE WATERFRONT			
<i>Are there any improvements you would like made to the waterfront?</i>			
	%		
	2006 (n=750)	2007 (n=750)	2008 (n=750)
Less building development	13.3	28.2	20.9
Easier access <i>Easier access (9.6%), Keep it open to the public (2.3%), Well developed/pedestrian friendly roads (1.5%), Access for people with dogs (0.1%)</i>	12.1	11.3	13.5
Development/ current structures/ landscaping <i>Specific building/ area (2.5%), Build the hotel (1.2%), No high rises near water (1.1%), More art work, murals, sculptures (1.0%), Don't build Hilton (1.0%), Development plans should be in public hands (0.8%), More buildings for concerts (0.8%), Expand area in general (0.4%), More bridges to cross busy road (0.4%), Overseas terminal (0.3%), A light rail system (0.3%), Maintain Frank Kitts Park (0.3%)</i>	14.2	6.5	10.1
More green areas/ landscaping	10.1	9.3	9.1
More places/ parks for families/ children	6.9	8.0	5.6
More toilets/ changing rooms	4.5	3.1	4.1
More/ cheaper places to eat/ drink (e.g. bars or restaurants, ice-cream shops, etc.)	6.7	5.1	4.0
More designated areas for exercise (e.g. walk/ run/ bike/ rollerblade/ etc.)	4.4	4.2	3.9
Better/ more/ cheaper parking	4.5	3.7	3.4
Refurbish old buildings and existing public areas	2.7	5.4	2.8
More shelter from the elements	2.6	3.9	1.8
More seating/ seats that are more comfortable	1.7	3.3	1.6
Less traffic <i>Less vehicle traffic (1.2%), No skateboards, crocodile bikes (0.3%)</i>	1.2	1.9	1.5
More water recreation (e.g. kayaking/ sailing/ fishing/ harbour cruises/ etc.)	2.1	2.4	1.4
More activities for children/ teens	2	1.5	1.0
Continue over page.			

SUGGESTED IMPROVEMENTS TO THE WATERFRONT cont'd

Are there any improvements you would like made to the waterfront?

	%		
	2006 (n=750)	2007 (n=750)	2008 (n=750)
Better sign posting	0.3	1.1	1.0
Special events held on the waterfront	0.4	1.1	0.9
Better lighting	1.6	1.1	0.9
More basic facilities <i>More drinking fountains (0.4%), More public transport (0.3%), More rubbish bins (0.1%)</i>	0.5	0.5	0.8
More retail and shopping	1.1	0.6	0.4
More activities to do regardless of the weather	0.5	1.0	0.4
Keep it cleaner, nicer and tidier	-	0.3	0.4
Safety and security <i>Children's playgrounds should be fenced off from busy roads (0.2%), Fence areas close to water (0.1%)</i>	1.0	0.2	0.3
Improve Information	0.2	-	0.3
Recreation facilities <i>Have a place to swim (0.1%), Have an ice skating rink (0.1%)</i>	2.0	0.6	0.2
Address pollution problems/ clean storm water	0.5	0.2	0.2
Other <i>Too noisy (0.3%), Clear out boats and vessels (0.1%)</i>	0.4	2.9	0.4
None/ nothing	34.1	25.1	29.5
Don't know	7.9	8.0	8.0
Refused	-	0.3	0.5

Base: All, n=750

Note: Table will not total to 100 percent due to multiple response.

Respondents who did not suggest any improvements for the waterfront (n=221) were then prompted for their reasoning. Over half of this sub-sample said they didn't want any improvements because they are happy with the current state of the waterfront. This was up 5% from 2007, but still much lower than the 73% recorded in 2006. 13% said that they did not want any improvements because they were unhappy with current developments.

REASONS FOR NOT WANTING IMPROVEMENTS TO WATERFRONT			
<i>And why do you say that you don't want any further improvements made to the waterfront?</i>			
	APR 06 (n=256) %	APR 07 (n=188) %	MAR 08 (n=221) %
Happy with current state of waterfront It's perfect now/ I'm quite happy with the way it is now (39.4%), I'm happy with what's happening (7.9%), Not much space left, leave it as open space (3.6%), No more high rises (2.1%), The recent developments are enough (1.3%), A good open space for children (0.4%)	72.7	49.7	54.7
Unhappy with developments generally/ specifically Don't want over-development of the waterfront (6.3%), Too much development is already happening (4.2%), Don't build the hotel (1.9%), Don't like Waitangi Park (0.5%), Developments are risky (0.4%)	6.6	10.1	13.3
Access issues The public should be able to walk freely right around the waterfront (2.3%), Public areas should never be blocked off (0.8%), Improve access (0.5%), Developments restrict access (0.4%)	13.3	8.0	4.0
Have no choice Development already underway (1.6%)	3.6	1.4	1.6
Unhappy with perceived funding/ planning of developments Would like to be consulted about developments (1.5%), Have to pay for developments through my rates (0.8%), Money could be better spent (0.4%)	5.1	0.4	2.7
Other Other – general (6.6%), More facilities (0.8%), More events (0.6%)	6.6	6.9	8.0
Unsure/ Don't know Don't know (12.4%), Don't really know Wellington/ haven't lived in Wellington very long (4.6%)	10.5	16.4	17.0
Don't care/ not interested	2.3	12.3	6.4
Base: 29% of respondents who do not want any further improvements to the Wellington waterfront, n=221 Note: Table will not total to 100 percent due to multiple response.			

7. Information

7.1 Interest in finding out more about developments

Interest in finding out about waterfront developments was up from 2007, with 79% saying they were 'very' or 'fairly' interested (up from 74%). Those who were 'very interested' jumped 4% to 31%, the highest since tracking began in 2006.

INTEREST IN FINDING OUT ABOUT DEVELOPMENTS			
<i>How interested would you be in finding out more about waterfront developments? Very interested, fairly interested, not that interested or not at all interested?</i>			
	APR 06 %	APR 07 %	MAR 08 %
<i>Very interested</i>	26	27	31
<i>Fairly interested</i>	48	47	48
TOTAL INTERESTED (VERY + FAIRLY)	74	74	79
<i>Not that interested</i>	20	20	15
<i>Not at all interested</i>	5	5	5
TOTAL NOT INTERESTED (NOT THAT + NOT AT ALL)	25	25	20
<i>Don't know</i>	1	1	1
<i>Base: All, n=750</i>			

7.2 Information sources about developments

Articles and advertising in newspapers continued to be the top methods of gaining information about waterfront developments (50% and 32% respectively), however advertising did drop substantially from 2007 (down 12%) to be at its lowest level since tracking began in 2004. The proportion using word of mouth as an information medium has doubled while television and the WWL website also achieved notable gains.

WATERFRONT DEVELOPMENTS INFORMATION SOURCES					
<i>Where do you gain information about waterfront developments?</i>					
	%				
	2004 (n=751)	2005 (n=751)	2006 (n=750)	2007 (n=750)	2008 (n=750)
<i>Newspaper articles</i>	57	53	49.5	52.0	50.3
<i>Newspaper advertising</i>	40	40	37.6	43.0	31.5
<i>Friends or family (word-of-mouth)</i>	9	13	10.9	6.8	13.7
<i>Banners/ flyers/ posters/ billboards</i>	3	13	14.7	10.2	11.0
<i>Wellington Waterfront newsletter ('On The Waterfront')</i>	3	5	9.6	8.5	8.7
<i>Other newsletters</i>	3	6	7.2	5.0	6.9
<i>Radio</i>	9	12	8.5	8.2	6.3
<i>Television</i>	8	6	4.5	3.7	5.2
<i>Seen preparations with own eyes</i>	3	-	2.1	4.7	4.9
<i>Wellington Waterfront website</i>	4	4	3.2	4.1	4.7
<i>Internet/ other websites (excluding WWL)</i>		3	1.7	2.5	4.5
<i>*Waterfront Project Information Centre</i>	2	5	6.0	4.8	4.0
<i>'Absolutely Positively Wellington' newsletter</i>	15	16	5.7	7.7	3.9
<i>Don't gain any information</i>	5	6	4.3	3.1	3.4
<i>Don't know</i>	5	2	2.7	2.7	3.2
<i>Wellington City or Regional Council</i>	-	2	2.5	2.8	1.7
<i>Through work</i>	-	2	0.8	0.8	1.0
<i>Library</i>	-	2	1.1	1.8	0.9
<i>Special presentations/ public open days</i>	1	-	0.8	0.6	0.7
<i>Rate notifications/ Comes on the rates bill</i>	4	-	-	-	0.6
<i>Magazines</i>	-	-	0.3	0.3	0.1
<i>Signs on the waterfront</i>	8	-	-	-	-
<i>Other</i>	6	3	0.7	1.0	1.3
<i>Refused</i>	-	-	-	0.1	-

Base: All, n=750
 Note: Table will not total to 100 percent due to multiple response.
 *Note: Before 2008, this was 'Wellington Waterfront Information Centre'

7.3 Preferred method for finding out about waterfront developments

Fewer people preferred the newspaper as a method of finding out about waterfront developments (down 8% to 50%) however this was still the most popular. Internet methods such as email and the waterfront website were up from 2007 and are now each at their highest levels.

PREFERRED METHOD FOR FINDING OUT ABOUT DEVELOPMENTS			
<i>Would you prefer to find out more about waterfront developments via an e-mail newsletter, newspaper advertising, radio advertising, the Wellington Waterfront website or some other method?</i>			
	APR 06 (n=554) %	APR 07 (n=558) %	MAR 08 (n=592) %
Newspaper advertising	53	58	50
E-mail newsletter	22	22	24
The Wellington waterfront website	5	6	12
Radio advertising	10	7	6
Some other method	8	5	5*
Don't know	2	2	3
TOTAL	100	100	100

Base: 79% of respondents who are very interested or fairly interested in finding out more about waterfront developments, n=592
 *Note: Results are displayed in the following table

Most of the people who said they preferred some other method in order to find out about waterfront developments said a newsletter would be ideal while postal notification was another popular mention.

PREFERRED OTHER METHODS FOR FINDING OUT ABOUT DEVELOPMENTS	
<i>Please specify your preferred method for finding out information about waterfront developments</i>	
	MAR 08 %
Newsletter	2.4
By Post	1.8
Signs	0.1
Other	0.1

Base: 3.6% of respondents, those who preferred some other method, n=27
 Note: This was a multiple response question

8. Additional Comments

8.1 Additional comments

Respondents were given an opportunity at the end of the survey to make any additional comments they wished about the Wellington waterfront.

Additional comments this year again shifted from the specific to the general principles. An example of this is the fact that the opposition to specific developments fell 5% to 12% since the last survey, but the proportion expressing concern about the general development of the waterfront increased 6% to 34%. Public access was also a principle concern, with 26% commenting on the restriction of public access from privatisation and 11% commenting on improving access to the waterfront.

OTHER COMMENTS ABOUT THE WATERFRONT			
<i>Do you have any other comments you would like to make about the Wellington waterfront? [If yes] What are your comments?</i>			
	APR 06 (n=308) %	APR 07 (n=387) %	MAR 08 (n=369) %
Negative comments about development Stop development, stop building on waterfront (12.0%), High rise building block views (5.5%), General concern about over-development (3.6%), Don't block public views (2.5%), Any development should occur with full public consultation (2.4%), Need better architects (2.0%), Slow down process, more planning (1.7%), Unsightly buildings (1.1%) Oppose rates and cost of development (0.9%), Spaces not well utilised (0.8%), Too much residence (0.8%), Not utilising sheds (0.4%)	25.2	28.0	33.7
Opposition to privatisation/ restriction of public access Retain open spaces, don't build on them (7.9%), Opposed to commercialisation (5.2%), Don't let development block public access (5.0%), Should be for public not private leisure (3.5%), Opposed to privatisation (2.5%), Keep the heritage of area, not a latte culture (2.3%)	19.2	20.4	26.4
Great place Keep up the good work (11.0%), I'm proud (7.3%), Makes Wellington recognisable and memorable (2.3%), Encourages exercising and recreation (2.0%), Good cafes (0.9%), Better than what it used to be (0.5%), Pleasant place to wind down (0.2%)	16.8	16.7	24.2
Opposition to specific developments Don't build the Hilton (9.7%), Opposed to apartments (2.0%), oppose Frank Kitts redevelopment (0.6%)	25.2	17.5	12.3
Continued over page.			

OTHER COMMENTS ABOUT THE WATERFRONT cont'd

*Do you have any other comments you would like to make about the Wellington waterfront?
[If yes] What are your comments?*

	APR 06 (n=308) %	APR 07 (n=387) %	MAR 08 (n=369) %
Access Better public transport, better foot and bike access (5.1%), Should be able to walk all the way around (3.2%), Better connection to city (1.3%), More flow between areas (1.3%), Better dog access (0.3%), More over bridges, underpasses to facilitate access (0.2%)	23.6	6.8	11.4
More basic facilities More shelter (2.6%), More toilets, better maintained (1.8%), More better facilities (0.7%), More chairs, seating (0.3%), More facilities for elderly (0.2%), More rubbish bins (0.3%), More lighting (0.2%), More signage (0.2%)	8.0	11.9	6.3
Landscaping Have more greenery, e.g. Chinese garden (5.1%). Have better landscaping (0.8%)	2.3	11.5	5.9
Ideas for development/ pro-development comments Need more development, build the Hilton (2.9%), Make it more tourist friendly (1.0%), Destroy buildings not visually fitting (1.3%), Build an ice rink (0.4%), Expand skate park (0.3%)	2.9	2.0	5.9
Problems with the council/ Wellington Waterfront Limited Better access to information (1.7%), Not listening to community (1.0%), Priorities not right (0.5%), Bureaucrats wasting time (0.5%), Don't trust WWL (0.4%), Not thinking long term (0.4%), Plans always change (0.4%), Slow progress (0.3%)	5.4	3.6	5.2
Parking Have more parking in convenient places (3.2%), Cheaper parking (1.3%)	9.0	10.5	4.5
Activities/ services wanted More cultural activities (1.9%), More promotion and publicity needed (1.4%), More activities for children (0.7%), More street performers (0.2%)	4.8	8.8	4.2
Safety, security and cleanliness Increase security at night (0.9%), Too much pollution and rubbish (0.8%), Should be properly cleaned (0.3%), Make park safer for children (0.2%), More fence rails (0.2%)	2.8	3.7	2.4
Other Get rid of ships (0.6%), Ban skateboards (0.5%), Believe in restoring old buildings (0.5%), More ships (0.5%), Alcohol free zones (0.4%), Get rid of the markets (0.2%)	3.7	8.1	2.7

Base: 49% of respondents who had other comments to make about the Wellington waterfront, n=369
 Note: Table will not total to 100 percent due to multiple response.