

KANTAR PUBLIC

Greater Wellington brand health research

Wave 4: April 2022

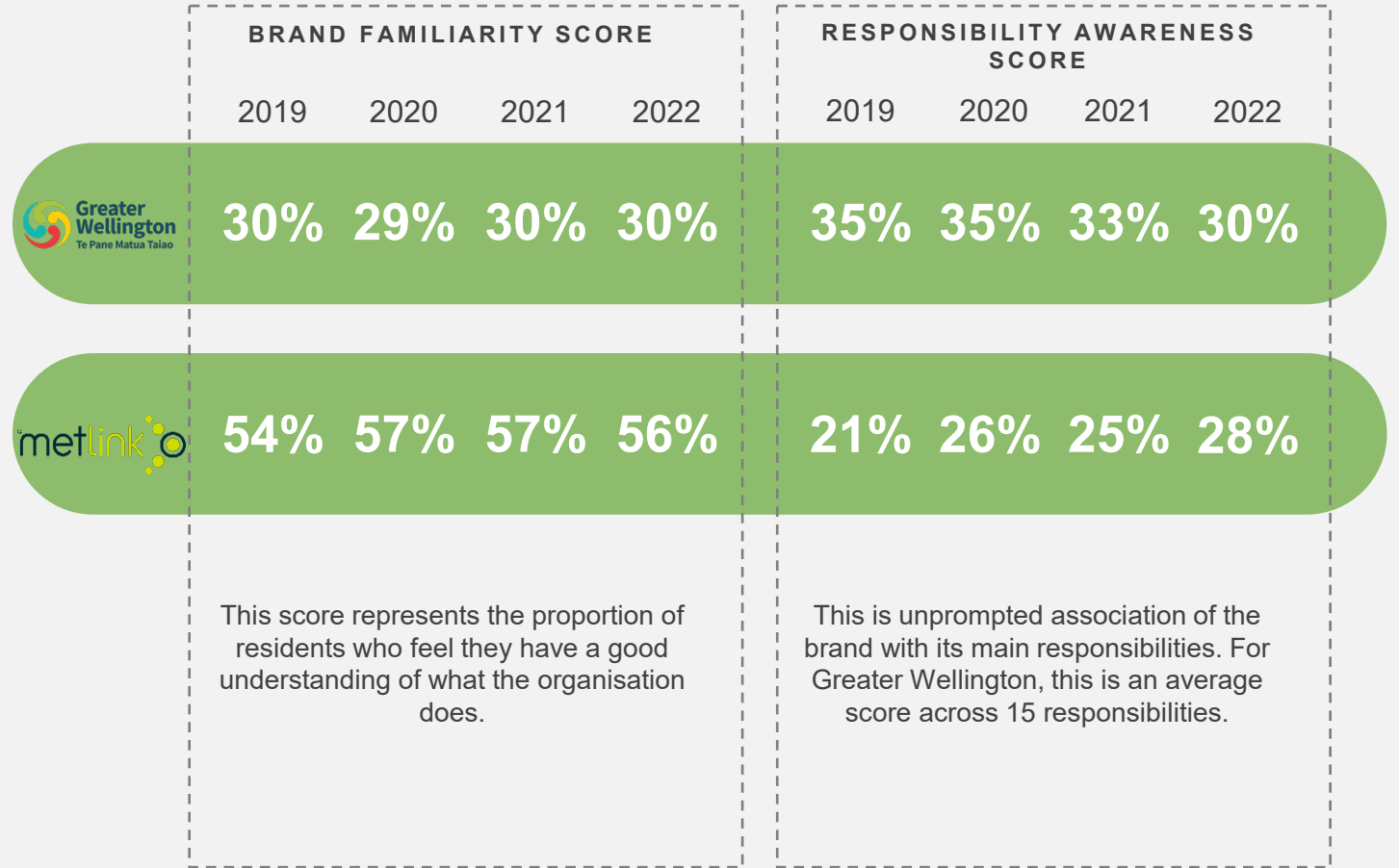


Executive summary

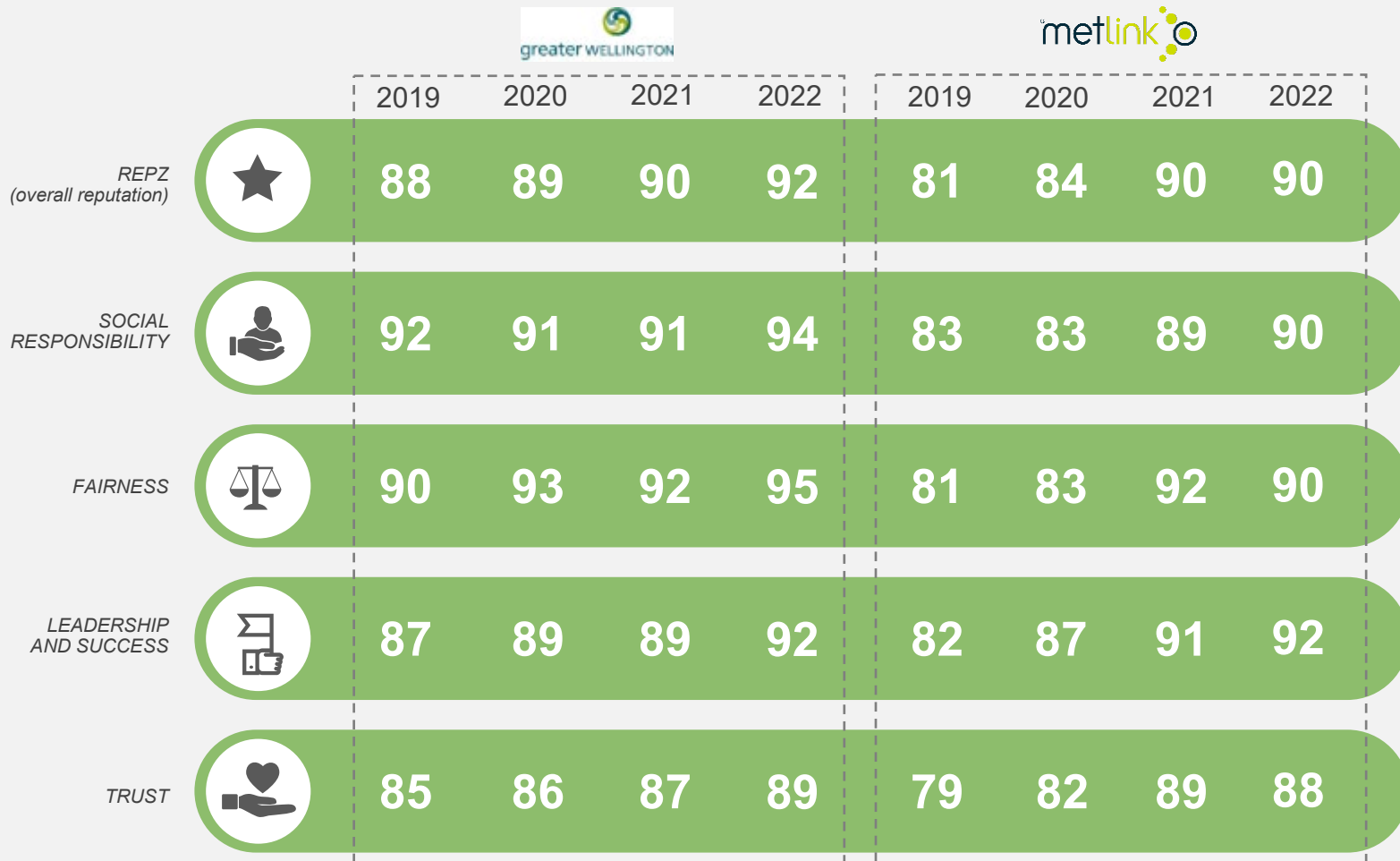
Awareness of the Greater Wellington and Metlink brands.

The proportion of people in the region who feel they have a good understanding of what Greater Wellington and Metlink do (brand familiarity) has been largely unchanged for the last three years.

When it comes to associating Greater Wellington and Metlink with their responsibilities – Greater Wellington’s responsibility awareness has dropped since 2021, while Metlink’s has increased.



Reputation.



The average public sector agency scores 100 on each measure.

Greater Wellington’s reputation has improved two points since last year, with increases across all the pillars.

“Seeing how they’ve kept services going and projects for the future going through the pandemic.”

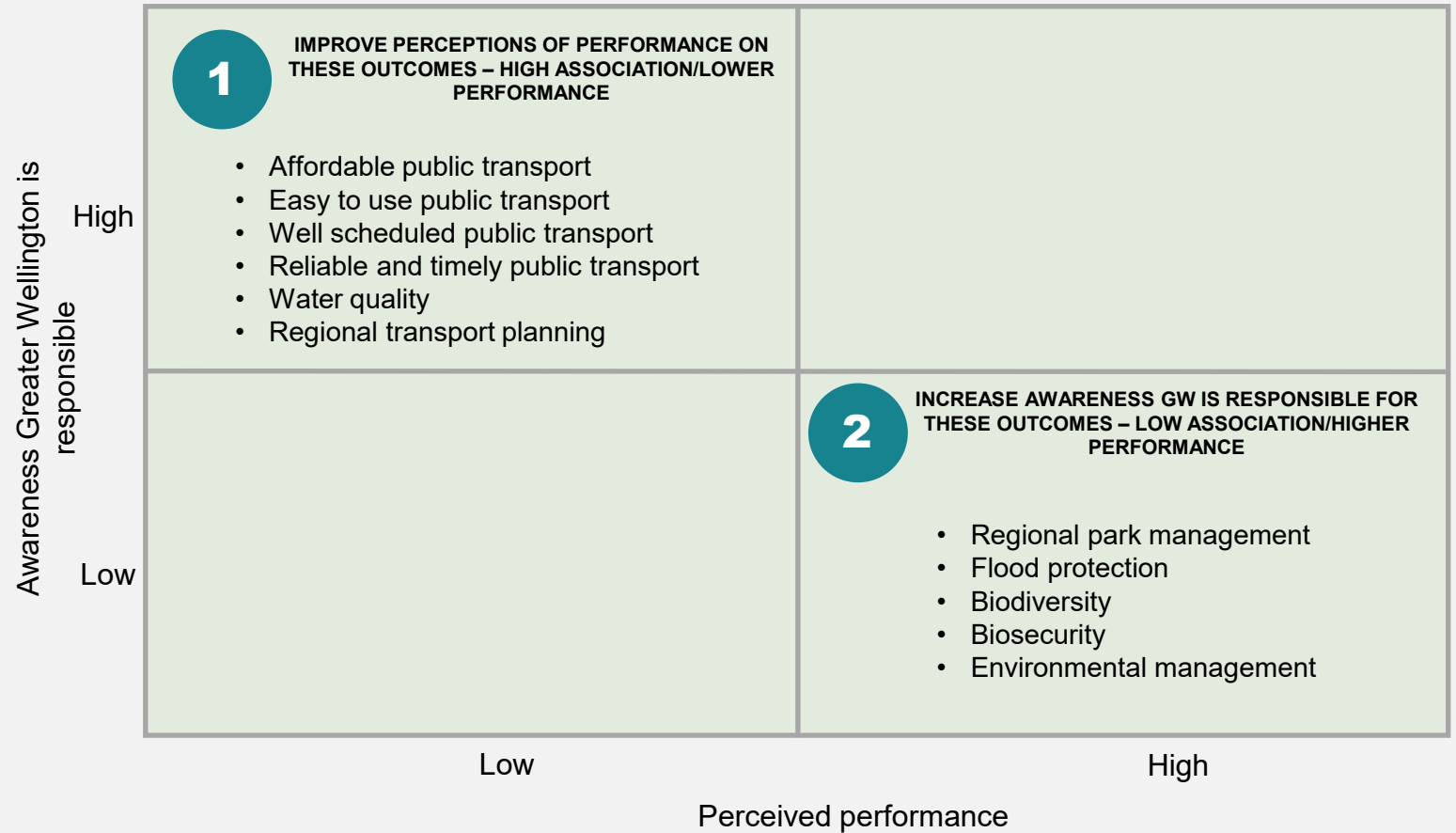
“Seen visibly looking after the environment and providing lots of outdoor environments and events for people to get out and enjoy, especially in these COVID times!”

Metlink’s reputation has consolidated its improvement in 2021.

“There has been a distinct culture change, buses are more reliable, drivers are kind respectful, buses are clean. Metlink let you know if there are changes and the snapper card is awesome.”

Levers and priorities.

There are two ways Greater Wellington can improve its reputation: (a) it can focus on improving perceptions of its performance on high visibility/lower performance outcomes (box 1 to the right), or (b) it can focus on increasing awareness of low visibility/high performance outcomes (box 2 to the right).

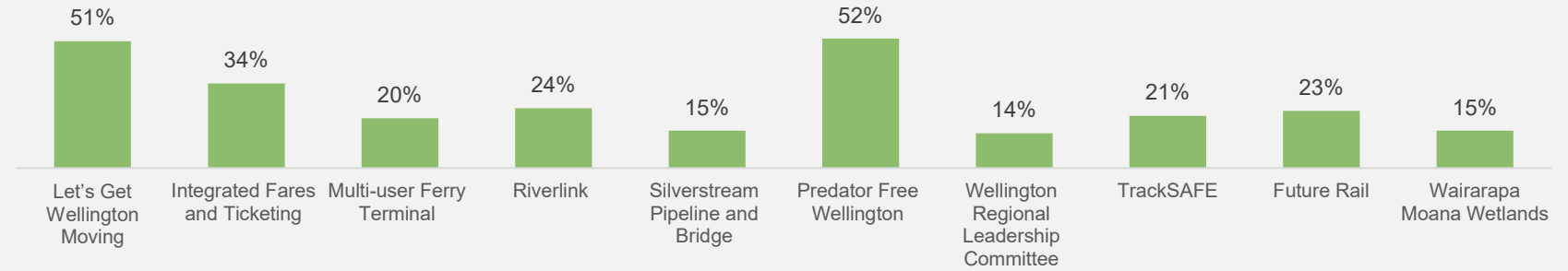


Multi-agency initiatives associated with Greater Wellington.

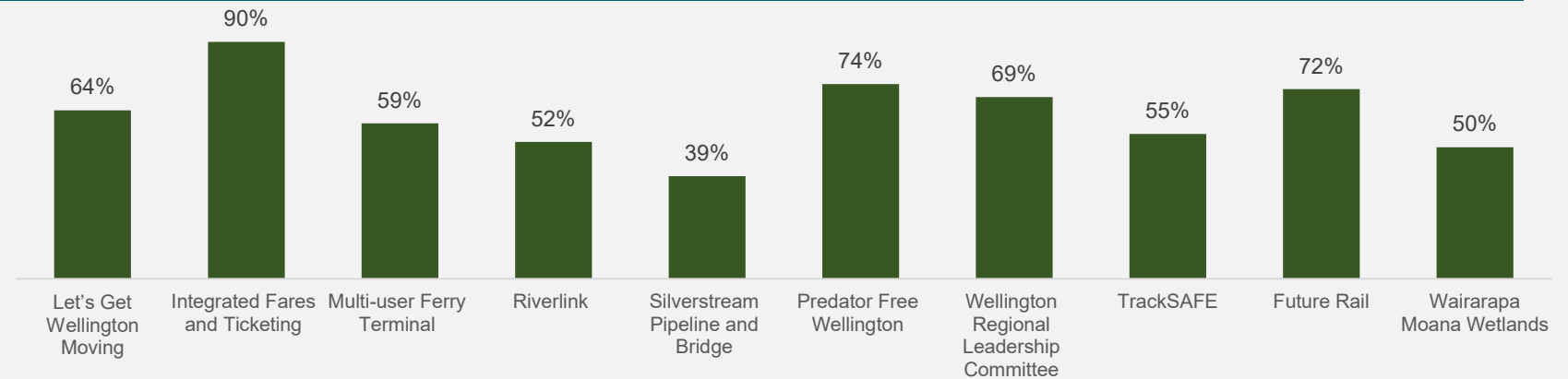
There is limited knowledge about the different initiatives under way in the Wellington region (top chart to the right). However, amongst those who are aware of the initiatives, many associate them with Greater Wellington and/or Metlink (bottom chart to the right).

Residents tend to consider the initiatives important, but there are often mixed views as to how well they are progressing.

% of residents who know a lot about each initiative



% who associate each initiative with Greater Wellington and/or Metlink (amongst those aware of the initiative)



Methodology



ONLINE
SURVEYS

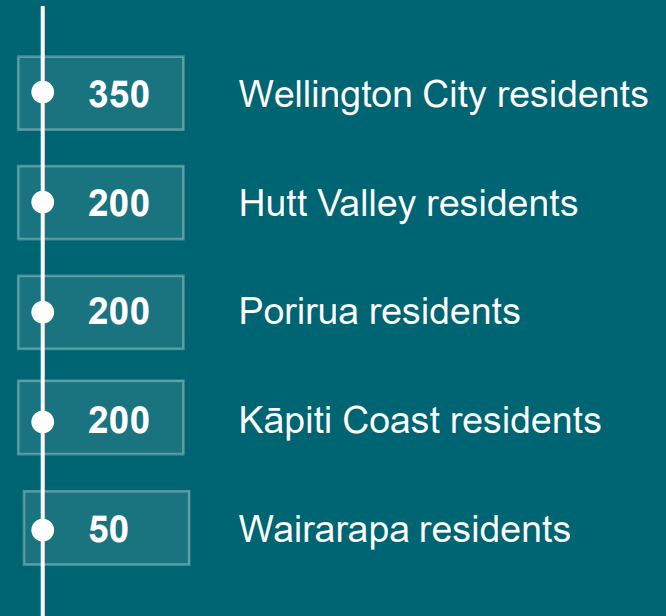


Results are post-weighted to be representative of the regional population by age, gender, and location.

FIELD-
WORK

1-17
MARCH 2022

1,000 residents of the Wellington Region. Quotas were set to ensure a robust sample of residents in each area:



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Awareness of Greater Wellington and Metlink

Awareness of the Greater Wellington brand was measured in two ways, to capture both residents' own perceptions of familiarity with the brand, and what they actually know about what Greater Wellington does. Brand familiarity has been stable since the research began, while responsibility awareness has declined slightly over the past two years.

30%

Brand familiarity score

30% in 2021, 29% in 2020, and 30% in 2019

This score represents the proportion of residents who feel they have a good understanding of what Greater Wellington does.

“How much, if anything, do you know about what Greater Wellington Regional Council does?”

30%

Responsibility awareness score

33% in 2021, 35% in 2020 and 2019

We asked residents, unprompted, which organisation they think is mainly responsible for each of 15 roles Greater Wellington performs. The responsibility awareness score represents the average proportion of residents who mention Greater Wellington across the 15 roles.

“Which organisation do you think is mainly responsible for _____?”

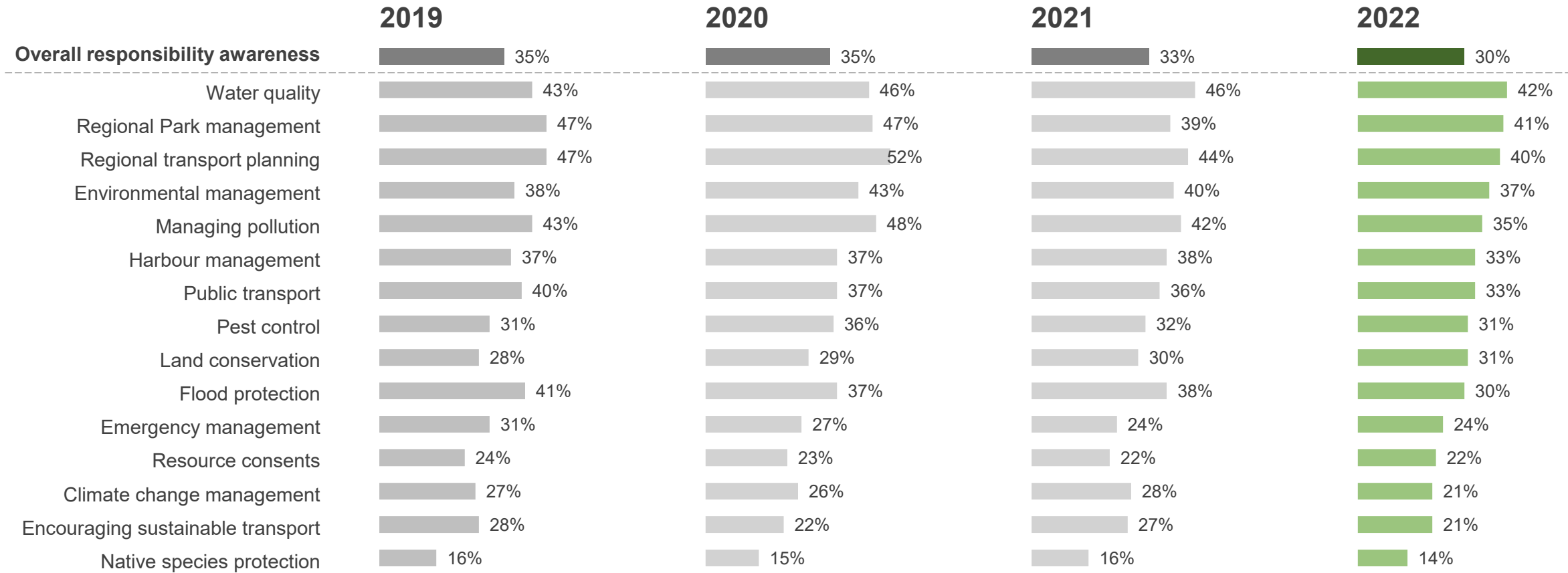
The word cloud below illustrates the responsibilities Greater Wellington has the greatest connection with.

The font size for each role represents the proportion of residents aware that Greater Wellington is responsible for it.



The largest declines in awareness of Greater Wellington’s responsibilities are: flood protection, pollution management, climate change management, encouraging sustainable transport use, and harbour management (these declines are not statistically significant).

Which organisation do you think is mainly responsible for...?*



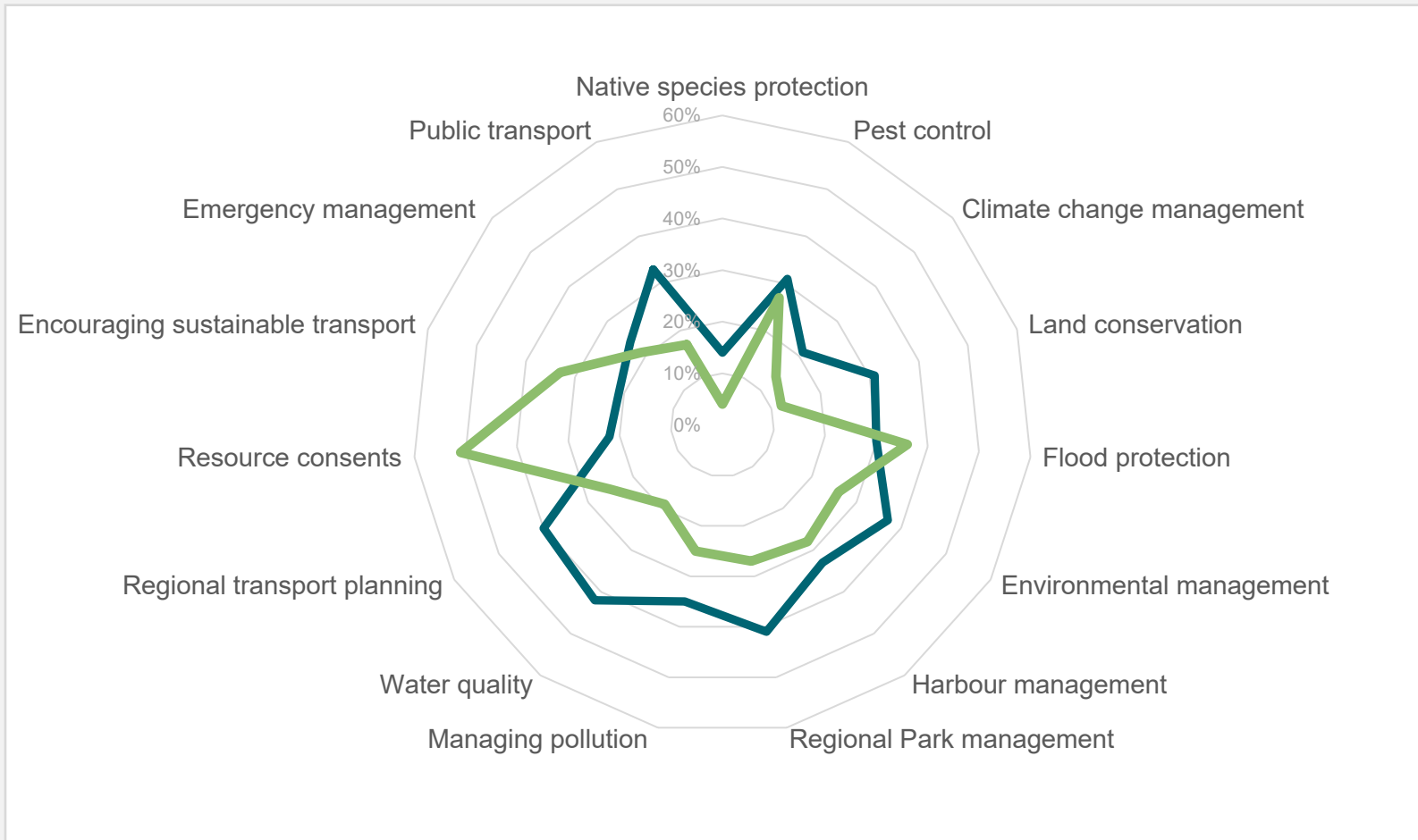
Base: Those asked about each responsibility, public transport n≈1,000, all other responsibilities n≈280.

Source: A1-A15.

*In the survey, each responsibility was briefly outlined for the respondent, e.g., “Native species protection” was outlined as “protecting native birds, plants, and animals”.

There is a considerable amount of misattribution of Greater Wellington’s responsibilities to city/district councils – particularly resource consents, encouraging people to make sustainable transport choices, and flood protection.

Awareness of each responsibility – Greater Wellington vs. city/district council

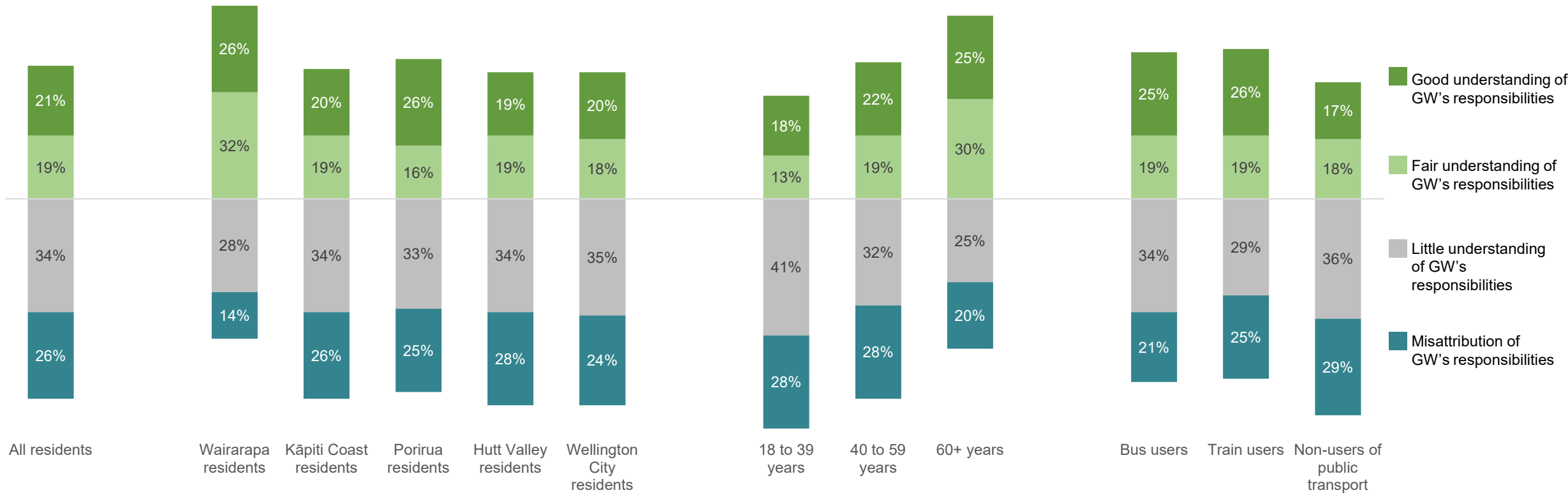


Greater Wellington
Te Pane Matua Taiao

City/district council (or simply "Council")

Four in ten residents have a good or fair understanding of Greater Wellington’s responsibilities (they can spontaneously associate Greater Wellington with at least two of the five responsibilities they were asked about). Understanding was lowest amongst 18 to 39 year olds and non-users of public transport.

Understanding of Greater Wellington’s responsibilities



The all residents result in 2021 was: 23% good understanding, 22% fair, 29% little, and 26% misattribution.

*Good understanding of Greater Wellington’s responsibilities = correctly naming Greater Wellington as responsible for at least four of the five roles they were shown, Fair understanding = correctly naming Greater Wellington as responsible for two or three of the five roles they were shown and associating Greater Wellington with more roles than their city/district council, Misattribution = associating their city/district council with more roles than Greater Wellington, Little understanding = all other options.
 Base: All residents n=1,000, Wairarapa residents n=50, Kāpiti Coast residents n=200, Porirua residents n=200, Hutt Valley residents n=200, Wellington City residents n=350, 18 to 39 years n=306, 40 to 59 years n=375, 60+ years n=319, bus users n=368, train users n=345, non-users of public transport n=481. Source: A1 to A15.

Familiarity with Metlink remains relatively steady. However, awareness of their responsibilities is improving.



56%

Brand familiarity score

57% in 2021 and 2020, and 54% in 2019

This score represents the proportion of residents who feel they have a good understanding of what Metlink does.

“How much, if anything, do you know about what Metlink does?”

28%

Responsibility awareness score

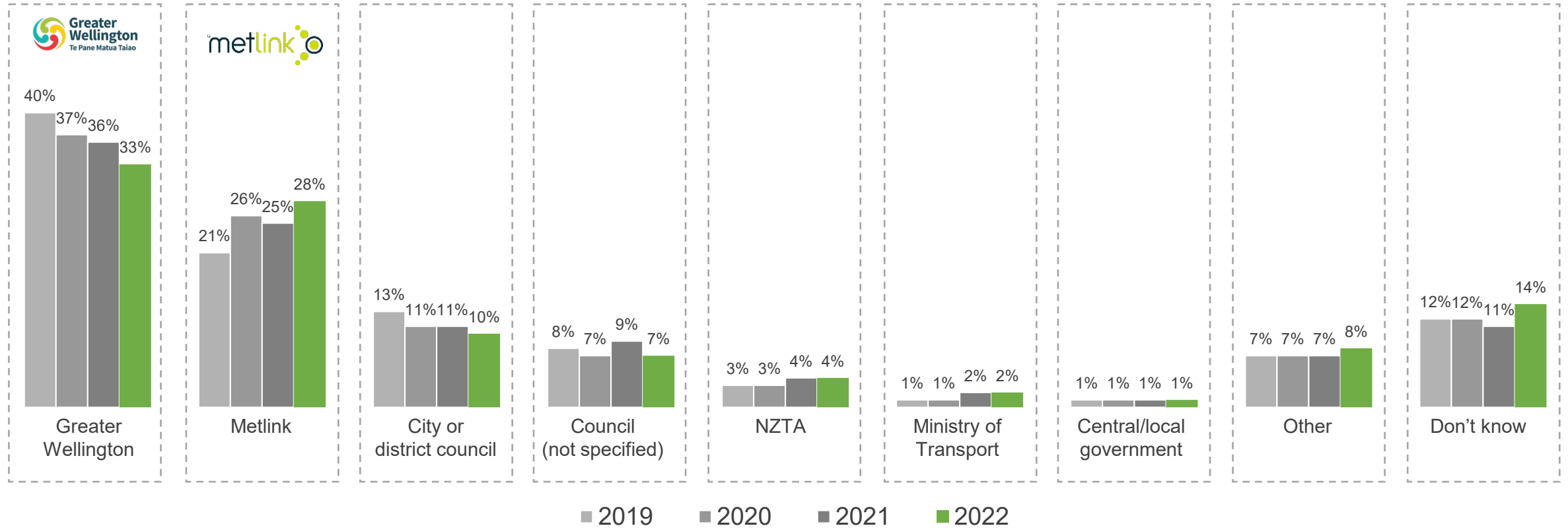
25% in 2021, 26% in 2020 and 21% in 2019

We asked residents, unprompted, which organisation they think is mainly responsible for public transport in the Wellington Region. The responsibility awareness score represents the proportion of residents who mention Metlink.

“Which organisation do you think is mainly responsible for managing the network of buses, trains, and harbour ferries in the region?”

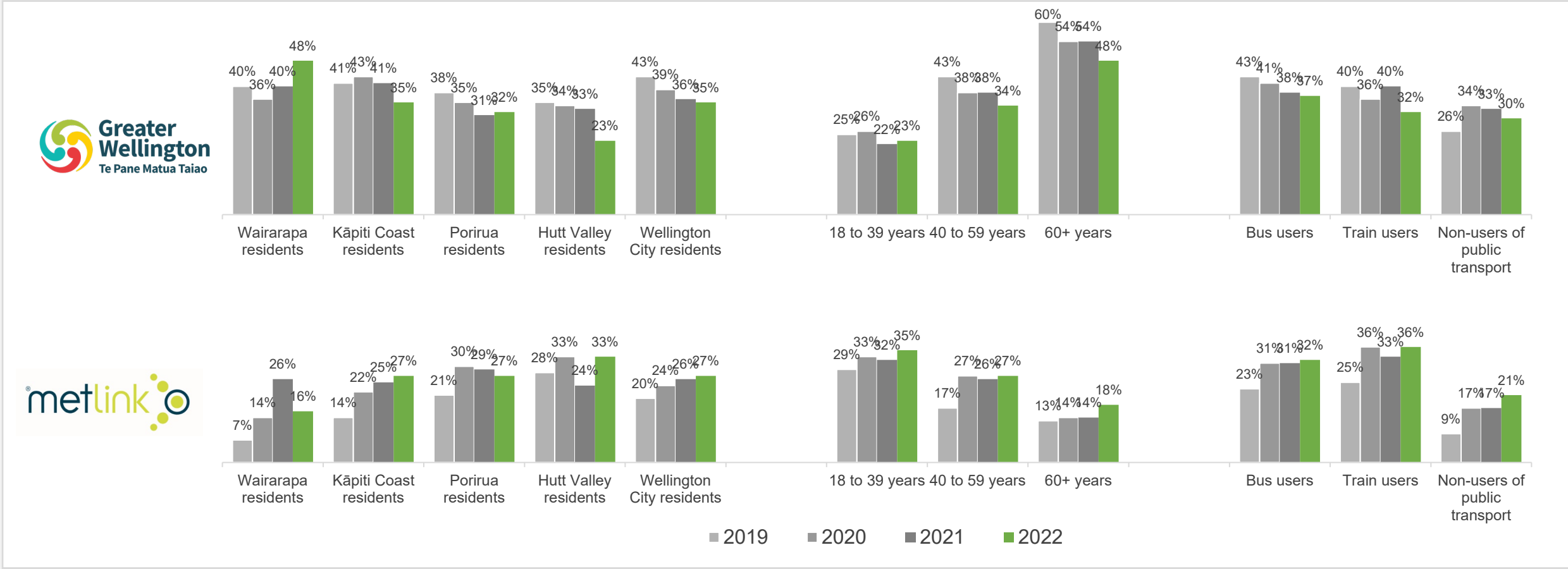
While the association of Metlink with public transport is growing, more people still associate Greater Wellington with public transportation than Metlink.

Unprompted awareness of organisation mainly responsible for public transport



People over 60 are much more likely to associate Greater Wellington with public transport, while people 18 to 39 are much more likely to associate Metlink with public transport.

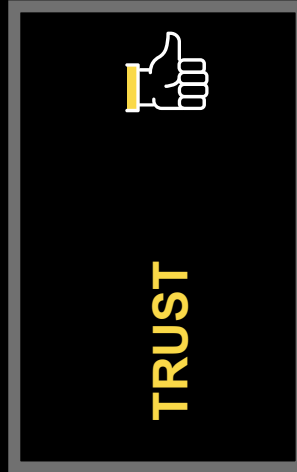
Unprompted awareness of organisation mainly responsible for public transport



Greater Wellington and Metlink reputation

We used a globally validated approach to measure the reputational strength of Greater Wellington and Metlink.

The index recognises that reputation is built on four key pillars: Trust, Leadership, Fairness, and Social Responsibility.



- Listens to the public's point of view
- Uses taxpayer money responsibly
- Is trustworthy
- Can be relied upon to protect individuals' personal information



- Is a forward looking organisation
- Contributes to economic growth
- Is easy to deal with in a digital environment



- Treats their employees well
- Deals fairly with people regardless of their background or role



- Behaves in a responsible way towards the environment
- Is a positive influence on society
- Has a positive impact on people's mental and physical wellbeing
- Helps people make a worthwhile contribution to society
- Protects our environment for future generations

Greater Wellington's overall reputation score has improved since last year, driven by an increase across all four pillars.



OVERALL REPUTATION

		2019	2020	2021	2022	Av. across all public sector agencies*
REPZ	★	88	89	90	92	100
SOCIAL RESPONSIBILITY	👤	92	91	91	94	100
FAIRNESS	⚖️	90	93	92	95	100
LEADERSHIP	🚩	87	89	89	92	100
TRUST	👉❤️	85	86	87	89	100

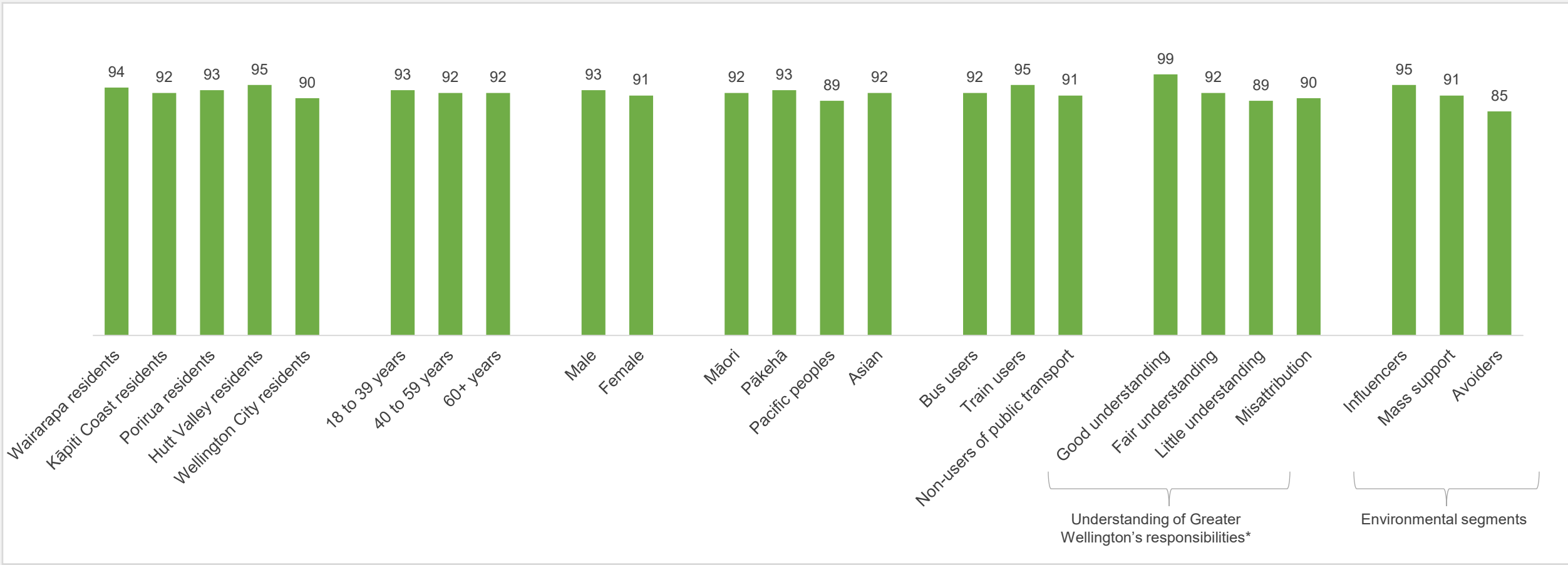
SCALE

- 105+** SUPERIOR STRENGTH
- 101-104** STRONG
- 100** AVERAGE
- 96-99** BELOW AVERAGE
- 95 and below** WEAK

Examples of public sector agencies with 'superior strength': Fire and Emergency NZ (121), Callaghan Innovation (112), NEMA (111), Customs Service NZ (110).
 Examples of agencies with an 'average' reputation: DIA (100), Waka Kotahi (101).


Greater Wellington's reputation is fairly consistent across demographic groups, although higher amongst those with a good understanding of what Greater Wellington does and lower amongst non-users of public transport.

Overall reputation (RepZ)



*See earlier slide entitled 'Four in ten residents have a good or fair understanding of Greater Wellington's responsibilities ...' for definition of each group.
 Base: Wairarapa residents n=50, Kāpiti Coast residents n=200, Porirua residents n=200, Hutt Valley residents n=200, Wellington City residents n=350, 18 to 39 years n=306, 40 to 59 years n=375, 60+ years n=319, male n=464, female n=536, Māori n=150, Pākehā n=777, Pacific peoples n=63, Asian n=95, bus users n=368, train users n=345, non-users of public transport n=481, good understanding n=232, fair understanding n=216, little understanding n=286, misattribution n=262, influencers n=341, mass support n=355, avoiders n=73.
 Source: D1.

Metlink has consolidated last year's increase in reputation.

			2019	2020	2021	2022	Av. across all public sector agencies*
OVERALL REPUTATION	REPZ 		81	84	90	90	100
	SOCIAL RESPONSIBILITY 		83	83	89	90	100
	FAIRNESS 		81	83	92	90	100
	LEADERSHIP 		82	87	91	92	100
	TRUST 		79	82	89	88	100

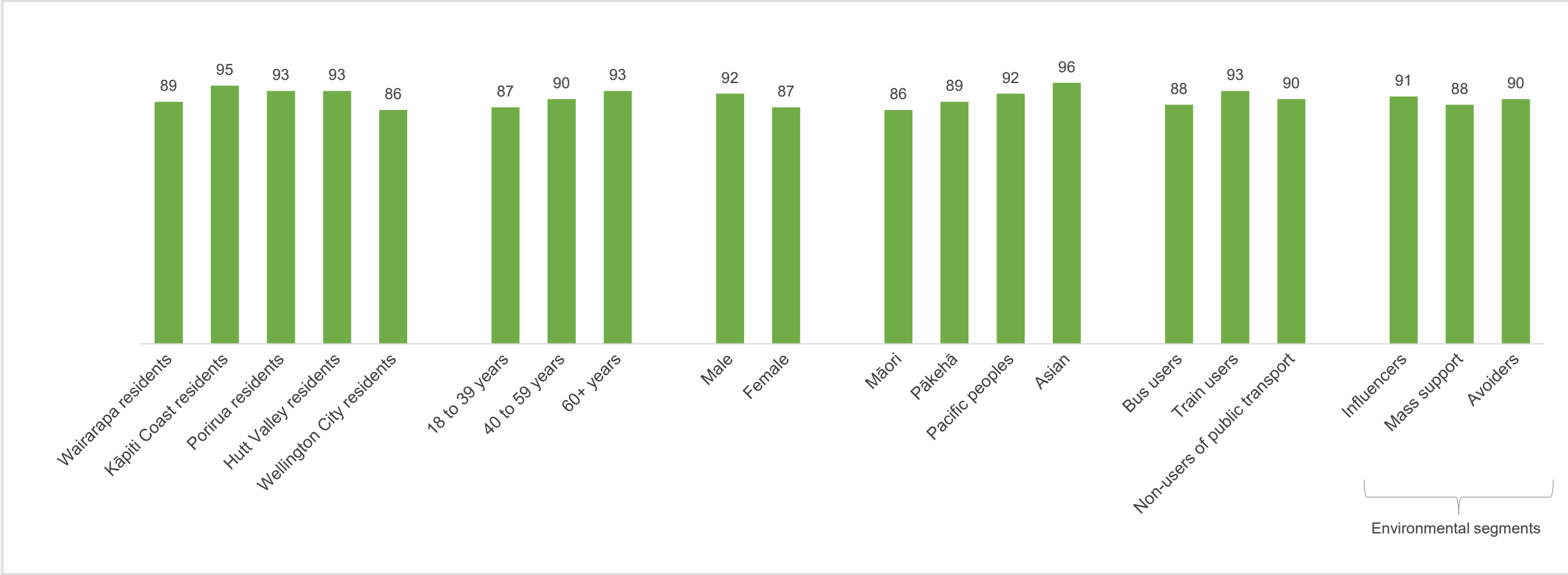
SCALE

105+	SUPERIOR STRENGTH
101-104	STRONG
100	AVERAGE
96-99	BELOW AVERAGE
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Examples of public sector agencies with 'superior strength': Fire and Emergency NZ (121), Callaghan Innovation (112), NEMA (111), Customs Service NZ (110).
 Examples of agencies with an 'average' reputation: DIA (100), Waka Kotahi (101).

Metlink's reputation is strongest amongst Asian people and Kāpiti Coast residents.

Overall reputation (RepZ)



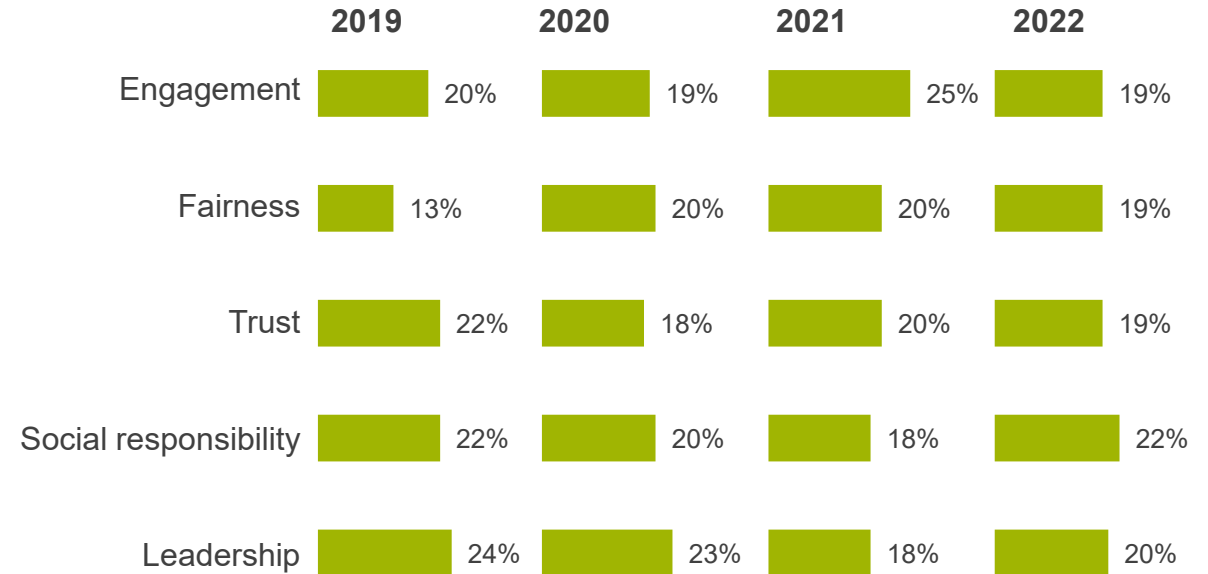
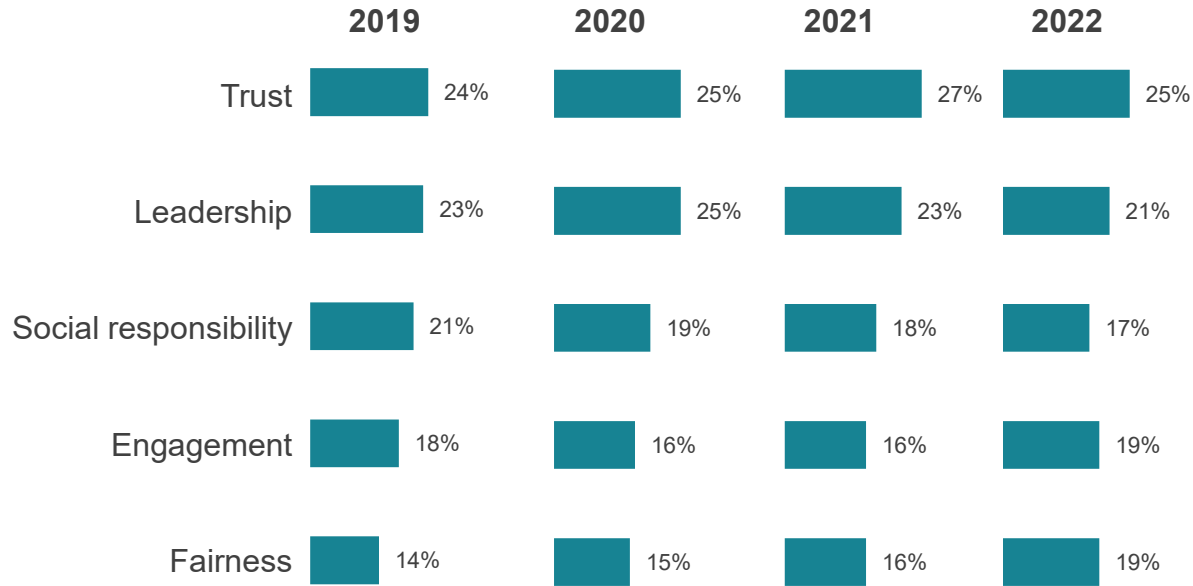
*See earlier slide entitled 'Just under a quarter of residents have either a good understanding of Greater Wellington's responsibilities...' for definition of each group.

Base: Wairarapa residents n=50, Kāpiti Coast residents n=200, Porirua residents n=200, Hutt Valley residents n=200, Wellington City residents n=350, 18 to 39 years n=306, 40 to 59 years n=375, 60+ years n=319, male n=464, female n=536, Māori n=150, Pākehā n=777, Pacific peoples n=63, Asian n=95, bus users n=368, train users n=345, non-users of public transport n=481, influencers n=341, mass support n=355, avoiders n=73.

Source: D4.

The drivers of Greater Wellington’s reputation have been relatively consistent over time. In contrast, Metlink’s drivers have changed – Social responsibility has now become the most important.

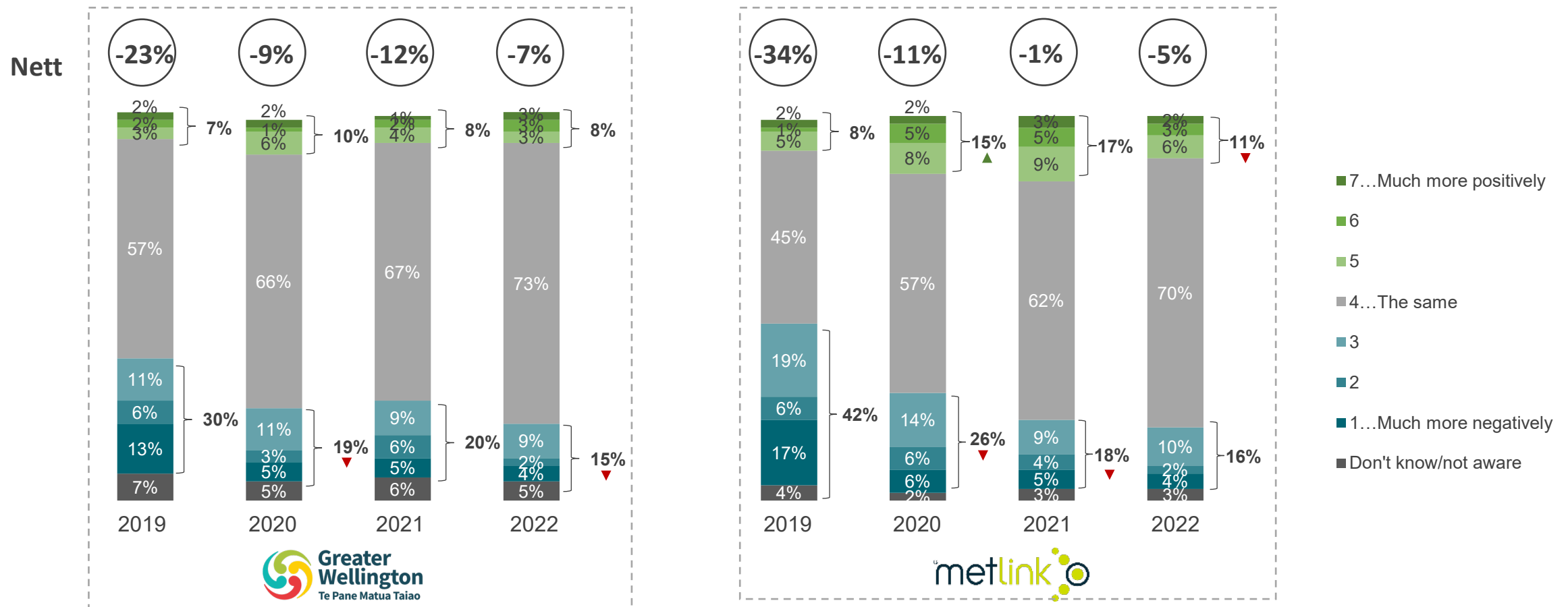
Impact of pillars on reputation



The **Engagement** pillar is not part of the core RepZ model but is included here to illustrate how important it is relative to the core pillars. It includes: provides opportunities for people to have their say, keeps people informed about what it is doing, has working relationships with local iwi.

Residents were asked whether they feel more positively or negatively towards each brand than 12 months ago. The feelings towards Greater Wellington Regional Council have improved with fewer people feeling negative. Seven in ten residents feel the same as 12 months' ago about Metlink, again emphasising how it's consolidated last year's improvement.

Feelings towards the brands compared to 12 months ago



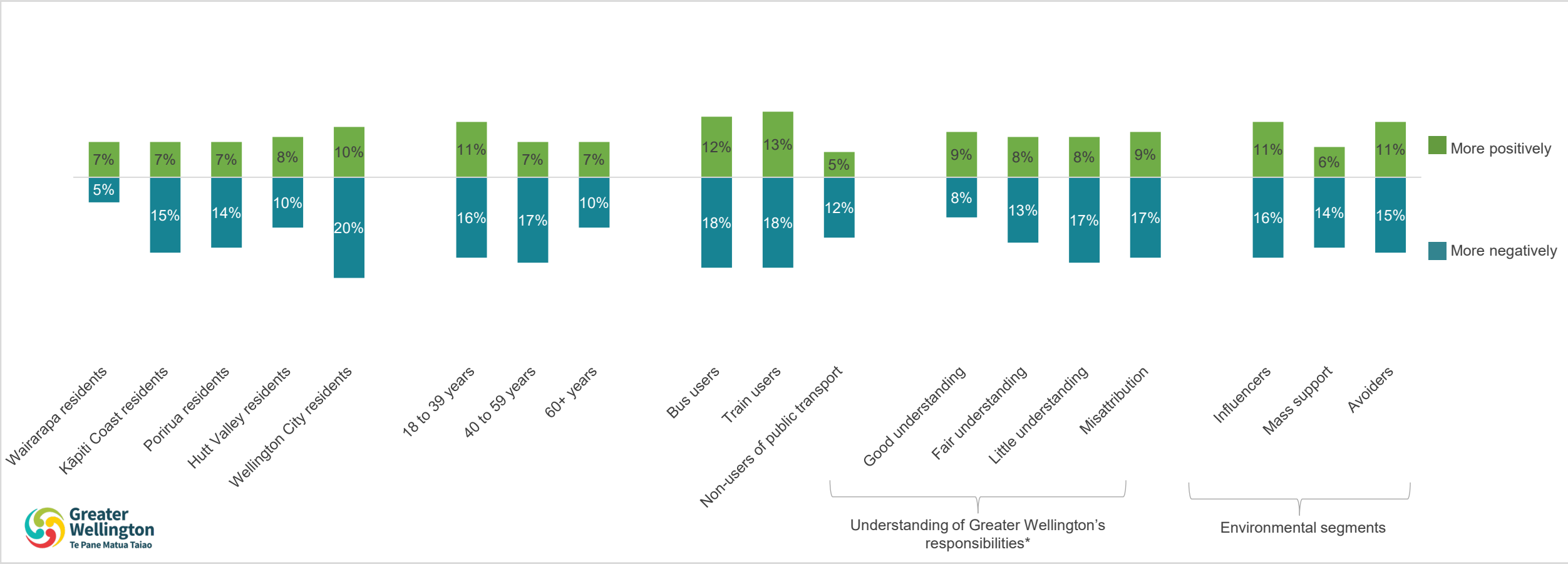
*We use this 'have your feelings changed in the last 12 months' question in a variety of contexts and have found it is not simply a measure of sentiment change, it is also reflects how people currently feel about a brand (i.e., if they generally favourable towards a brand they are more likely to say they feel more positive than 12 months ago and vice versa).

Base: All aware of each brand, 2022 n=997-999.

Source: C2, C4.

Public transport users and Wellington City residents are most likely to have different feelings towards Greater Wellington than 12 months ago – both positively and negatively.

Feelings towards the Greater Wellington brand compared to 12 months ago

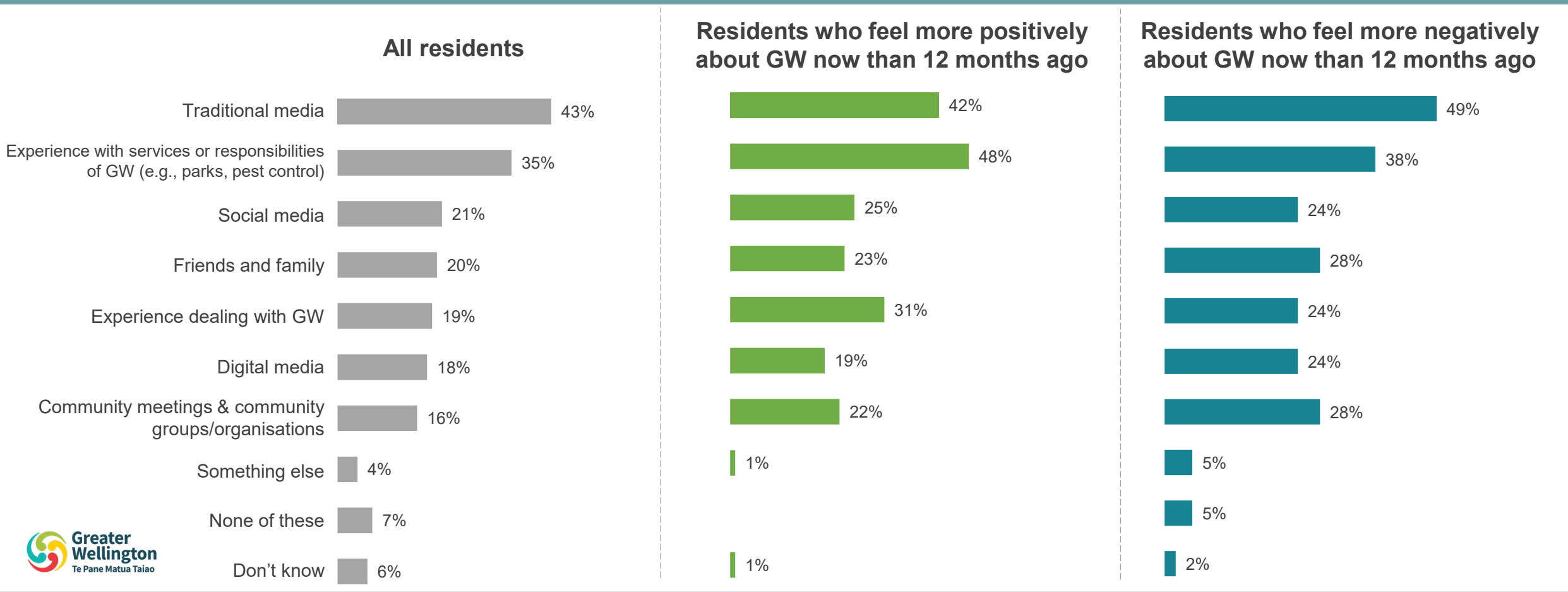


*See earlier slide entitled 'Four in ten residents have a good or fair understanding of Greater Wellington's responsibilities ...' for definition of each group.
 Base: Wairarapa residents n=50, Kāpiti Coast residents n=200, Porirua residents n=200, Hutt Valley residents n=200, Wellington City residents n=350, 18 to 39 years n=306, 40 to 59 years n=375, 60+ years n=319, bus users n=368, train users n=345, non-users of public transport n=481, good understanding n=226, fair understanding n=192, little understanding n=324, misattribution n=258, influencers n=341, mass support n=355, avoiders n=73.
 Source: C2.



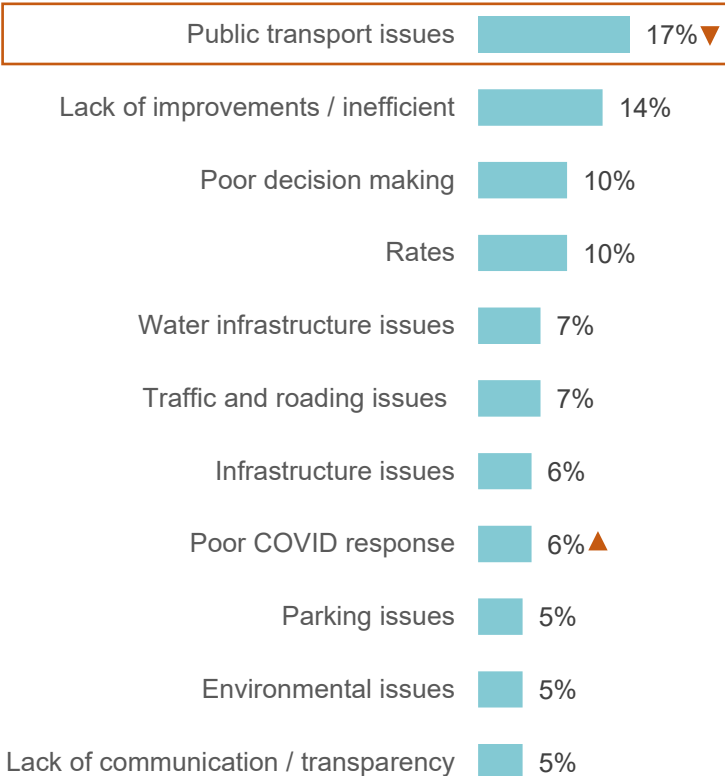
Residents who feel more positively towards Greater Wellington than 12 months ago are most likely to say that it's because of their direct experiences of services or responsibilities, while those who feel more negatively are most likely to say it's because of traditional media.

Channels that influence perceptions



One of the main reasons for peoples' negative views towards Greater Wellington compared to 12 months ago is public transport issues:

Reasons for more negative views towards Greater Wellington compared to 12 months ago



"I am disappointed in the lack of action against those who do not wear masks on public transport. For this reason, my total ban on public transport remains in place. It began in March 2020 due to COVID. Prior to that, I was a big user of public transport."

"Mainly in the area of public transport, I cannot understand why there are so many buses on the road not in service. Burning fuel and running up road user charger costs, they must be astronomical."

"Issues around deficient public transport and traffic congestion have not been as well managed as I believe they could have been. Also the issue around awarding the contract for Wellington Buses to an inexperienced regional company instead of the local company that had run the service well for many years created enormous problems. Accepting a lower tender price without considering the issue in a socially responsible and holistic way has rebounded very badly on the Regional Council and made life very difficult for consumers. Decision makers in that instance were either inexperienced, lacking awareness of the social aspects of urban planning, or had other reasons for making this unfathomable decision."

*"Our rates payments go up and our roads and public transport are *****. Weekend train services in Wairarapa, one in one out a day is no good for a worker."*

“

"Lost trust due to bus catastrophe. Not happy."

"They took the trolley busses away and replaced them with stinking diesel busses. It takes much too long to get those stinkers off the roads. The airport bus, or the lack of it!"

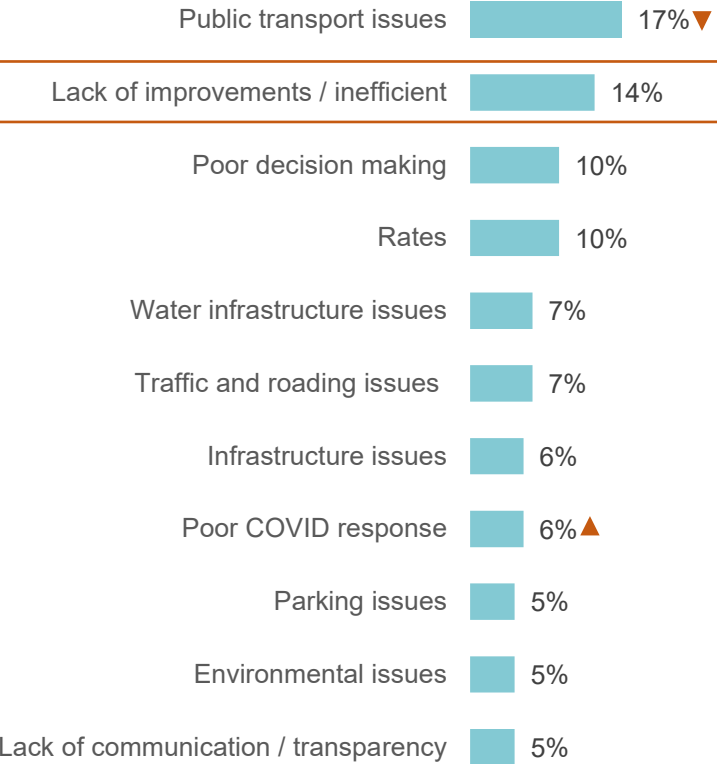
"Not having enough transport available, issues where there are a lot of cancellations for services i.e. bus routes on a weekly basis."

"Wellington used to have one of the best public transport systems in N.Z. or the world. They fiddled with it and now it is the worst. People are always complaining. I don't take public transport any more as you never know when you might get there. Disgraceful."

"They have a completely distorted view of what is/isn't practical for Wellington residents (even in the Greater Region). I would challenge their so-called "leadership" team to use the public transport ONLY for 3 months and rate their overall experience, then they can think about making strategic decisions about the greater region."

Perceived inefficiencies and lack of improvements (including infrastructure), are also reasons for negative views towards Greater Wellington.

Reasons for more negative views towards Greater Wellington compared to 12 months ago



“Rates keeps going up even during these difficult times where there's little to almost no work for some people. Not sure where all the money has gone to since I haven't really seen many things being worked on.”

“They have made no progress on key initiatives and deliverables that would help Wellington... ‘Keep Wellington Moving’... yea right. It's more stalled than ever.”

“I took the time to consider what type of work they have done in the past year or more, and noticed they have wasted many opportunities to improve the region (not much long term thought for a long time it seems).”

“The city is feeling more and more neglected and run down than ever. Sewerage and drainage is a disaster, public transportation is unreliable and expensive, I don't see the council doing anything to improve the city in any impactful way.”

“Pay more and more in rates every year for more congested roads, and what seems to be no real progress towards the city. Water and sewage issues all over the place. Traffic getting worse and worse.”

“Seem very slow to progress useful infrastructure/make positive changes.”

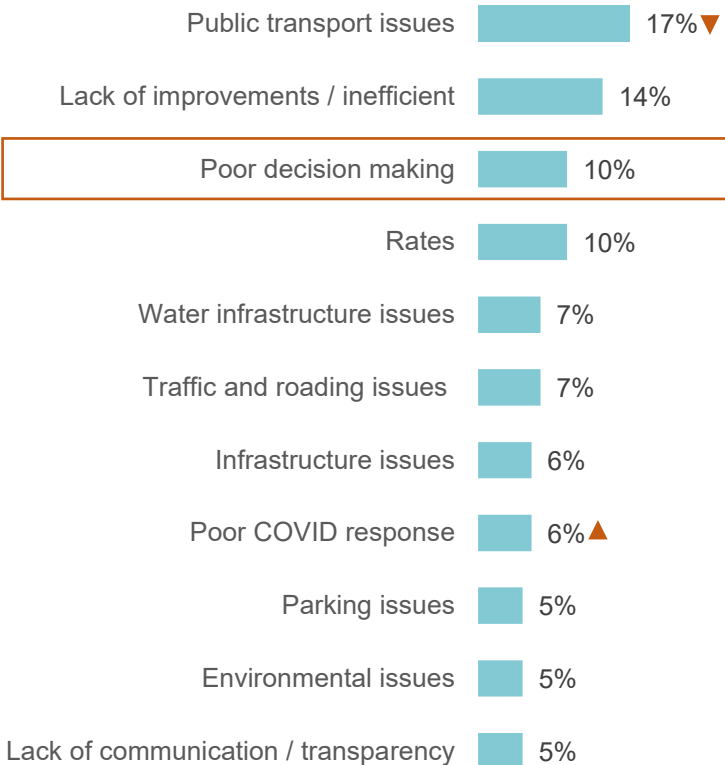
“The services they are responsible for have gotten worse.”

“The fact that there seems to be little to no change in regards to climate change and protecting the next generation as well as the complete lack of accessibility for disabled people who live in wellington.”

“They take more money of people and do nothing but beautify Wellington instead of fixing infrastructure which is falling apart and still they keep building more houses without address the infrastructure.”

Negative views are also driven by perceptions of poor decision making and rates.

Reasons for more negative views towards Greater Wellington compared to 12 months ago



“The bureaucrats in charge are too far removed from everyday life, consequently the financial and environmental decisions they make are too far removed from reality and how it affects every rate payer within the region.”

“Because they continue to implement poorly thought out solutions and policies based on ideology and not on practicalities. They refuse to listen to anyone who does not follow their ideologies. The council is populated with people who put party politics and ideology before what is best for the region, and from what I can see they are all incompetent.”

“They don't listen to people at the coalface enough. Seem to make random decisions about things with no reasoning.”

“Poor decision making based on poor science.”

“Selling the Shelley Bay land when most of the council said they wouldn't vote to sell then did. They are just absolutely useless and need to all go.”

“They have made some poor choices. They have used tax payers money irresponsibly and have not listened to the tax payer.”

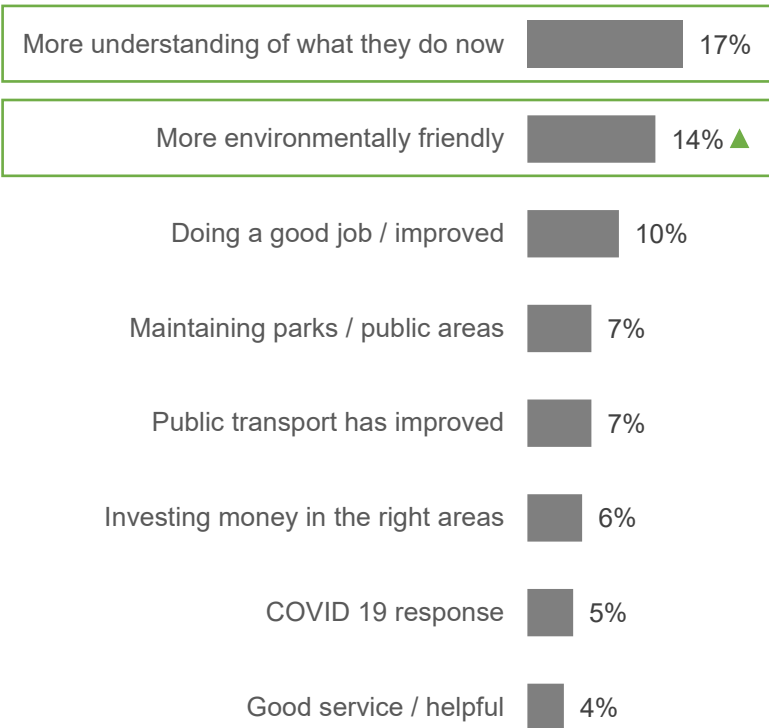
“Seeing money wasted on things that don't matter and not actually listening to what is needed and wanted.”

“They have no clean air policy (under the RMA) unlike many councils in the South Island and in other parts of New Zealand.”

“They have their own agenda and don't listen to the public 'voice'.”

Two of the main reasons for peoples' more positive views towards Greater Wellington compared to 12 months ago is increased understanding of their role, and becoming more environmentally focussed.

Reasons for more positive views towards Greater Wellington compared to 12 months ago



“Increase awareness of their work programmes, e.g. providing predator traps for predator free wellington.”

“The more I read, hear about WRC initiatives the more I feel positive and reassured about their values and the future.”

“Think I know more about what they are doing.”

“I think I’ve been reading more about the activities of the councils, city & regional.”

“There seems to be more of a presence in the media. Lots of talk with Lets Get Wellington Moving.”

“Word of mouth about the organization from friends.”

“More engaged in what they do.”

“Increased focus on Climate change and sustainable transport

“More knowledge about the environmental work they do.”

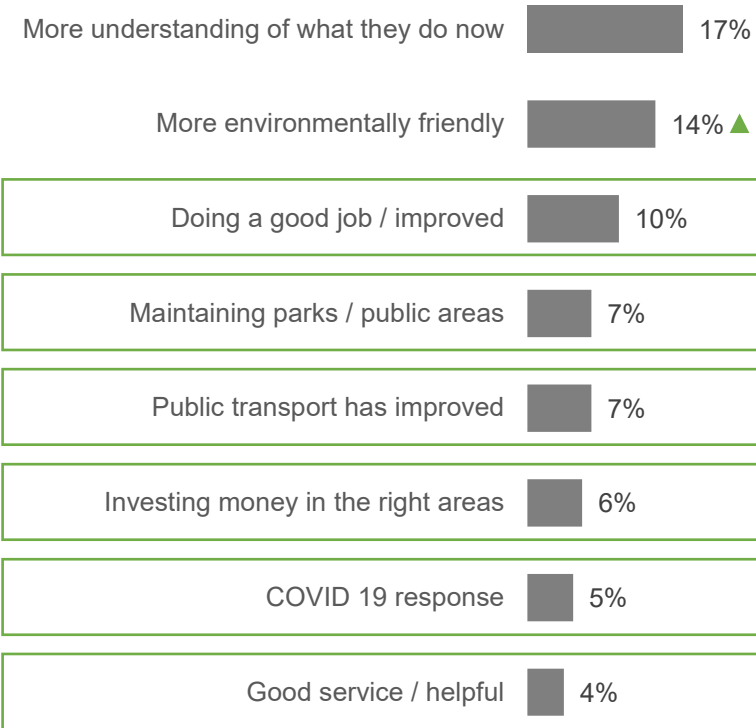
“Helped with pollution issue.”

“Improved regulation on environment.”

“Seen visibly looking after the environment and providing lots of outdoor environments and events for people to get out and enjoy, especially in these covid times!”

Some of the other reasons residents have more positive views towards Greater Wellington than 12 months ago:

Reasons for more positive views towards Greater Wellington compared to 12 months ago



“Thought things have improved since last election. Maybe some new energies there now.”

“Have seen the rivers and beaches improve.”

“The trains seem to be getting more reliable to be on time. The work they do on flood protection around Te Awa Kairangi.”

“Feels like they are again thinking progressively rather than just stagnating.”

“Seeing how they've kept services going and projects for the future going through the pandemic.”

“Developing the city, it's infrastructure and unique drawcards.”

“There are a lot of positive things Greater Wellington is trying to achieve especially in these trying times with Covid etc.”

“Using parks which have had significantly upgraded trails.”

“Some movement on long awaited essential projects.”

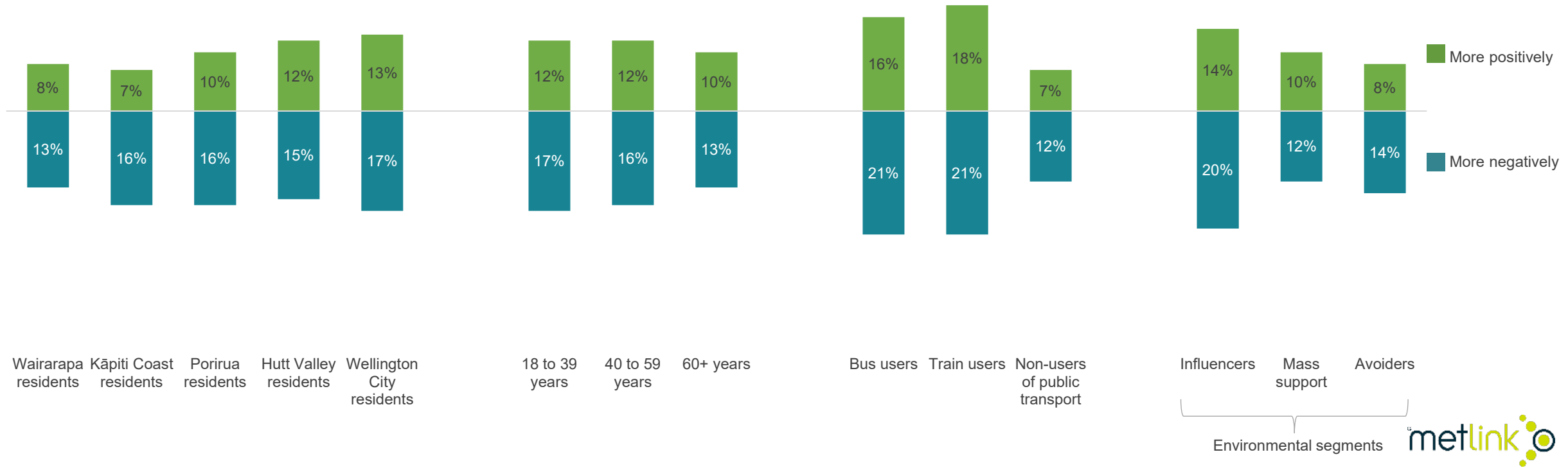
“Seems to be doing fine in dealing in their capacity for Covid etc.”

“Development of better public transport.”

“I think they've done really well helping during the pandemic.”

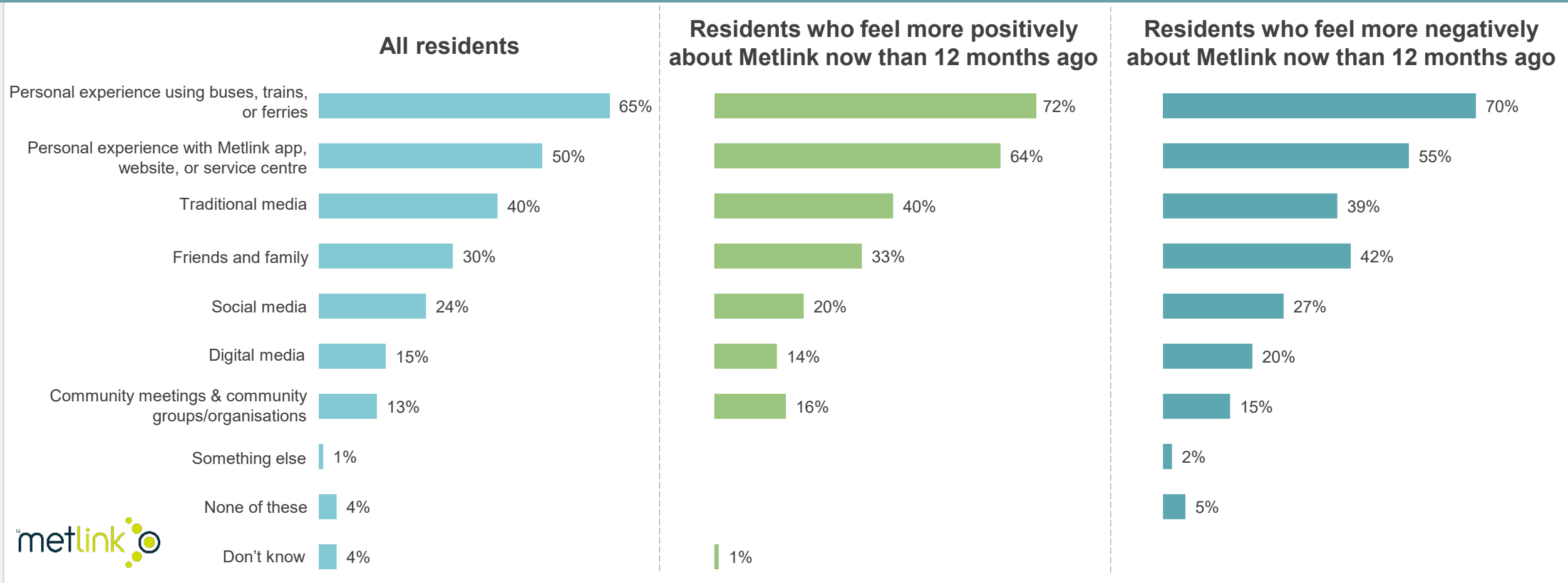
Public transport users are the most likely to say their sentiment towards Metlink have changed in the last 12 months – both positively and negatively.

Feelings towards the Metlink brand compared to 12 months ago



Personal experience, either using public transport itself or interactions via the app, website, or service centre, is the biggest influence on perceptions of Metlink.

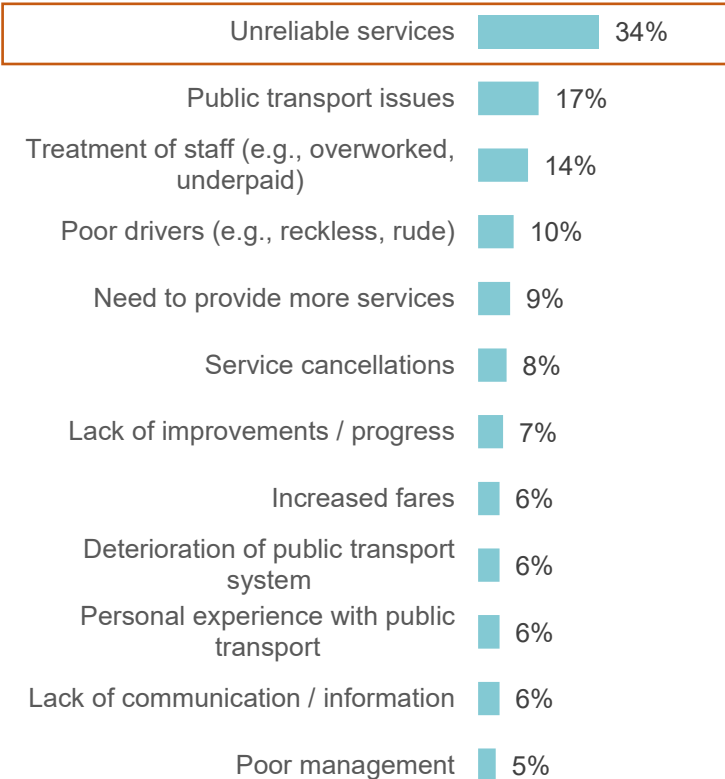
Channels that influence perceptions



Base: Those aware of Metlink n=999, those who feel more positively now than 12 months ago n=111, those who feel more negatively now than they did 12 months ago n=150.
Source: D5.

Around a third of those with a more negative opinion of Metlink compared to 12 months ago mention it's because of unreliable services.

Reasons for more negative views towards Metlink compared to 12 months ago



“There are still disruptions going on and how they manage that and communicate it to people is still bad.”

“Because of the time it took to build the new stations, the price increases. We would much prefer a more reliable system. When trains are cancelled, my partner has to bike way too far after an exhausting work day.”

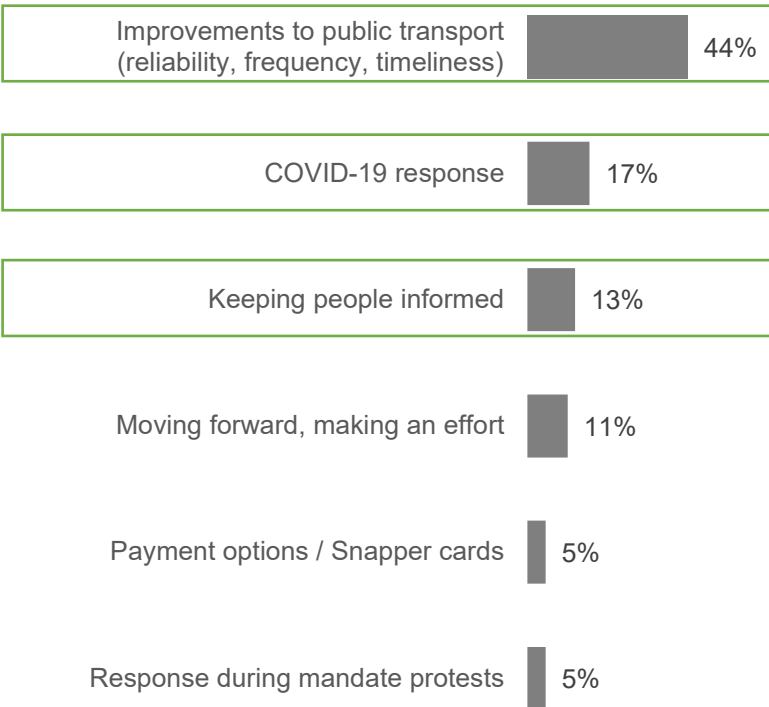
“My husband commutes daily via train, frequently delayed, bus replacements, infrastructure appears old and no clear plan to improve the service, feels very 3rd world in levels of service to this community.”

“Disruptions to train services, when they are replaced with buses it can extremely frustrating if you don't know where to catch the replacement bus to go in the direction you need to. Especially as a women often travelling a little later in the evening from a suburban station.”

“They still have not fixed the complete fiasco that was the design and the implementation of the new routes and timetables. They continue to cancel services. They don't run trains during public holidays and somehow think that a 44-seater bus is a direct replacement for a train in terms of passenger capacity, and still are mystified when busses run hours late on a public holiday due to traffic congestion. They do not run enough services after 6pm (peak time services finish too early, e.g. Porirua service ends at 6pm) and go to an hourly timetable much too early in the evening. There are not services in the weekend and timetables are poor with too much time in between services. The number of excuses they have for late and cancelled services is mind boggling and makes me suspect they dish one up to hide incompetence or indifference.”

Two of the key reasons for people feeling more positive towards Metlink compared to 12 months ago are improved reliability and their COVID-19 response:

Reasons for more positive views towards Metlink compared to 12 months ago



“The buses in my area have become more reliable and trips are not being cancelled left right and centre.”

“They have solved the bus crisis. They are dependent and reliable during the time of pandemic. I praise the drivers and staff for keeping Wellington Mobile.”

“When there is a problem with train line or buses they let us know and provide back up.”

“Doesn’t seem to be as many cancellations and when there is, buses are quickly brought in. They also inform passengers on the delays, etc.”

“Less cancelled / late bus services than 12 months ago.”

“They handled their COVID responsibilities better than I expected.”

“They acted well across the pandemic. They tried to keep people safe and they had a ‘free’ travel time to help everybody out.”

“I think they have handled covid and the recent protest well in terms of keeping customers updated.”

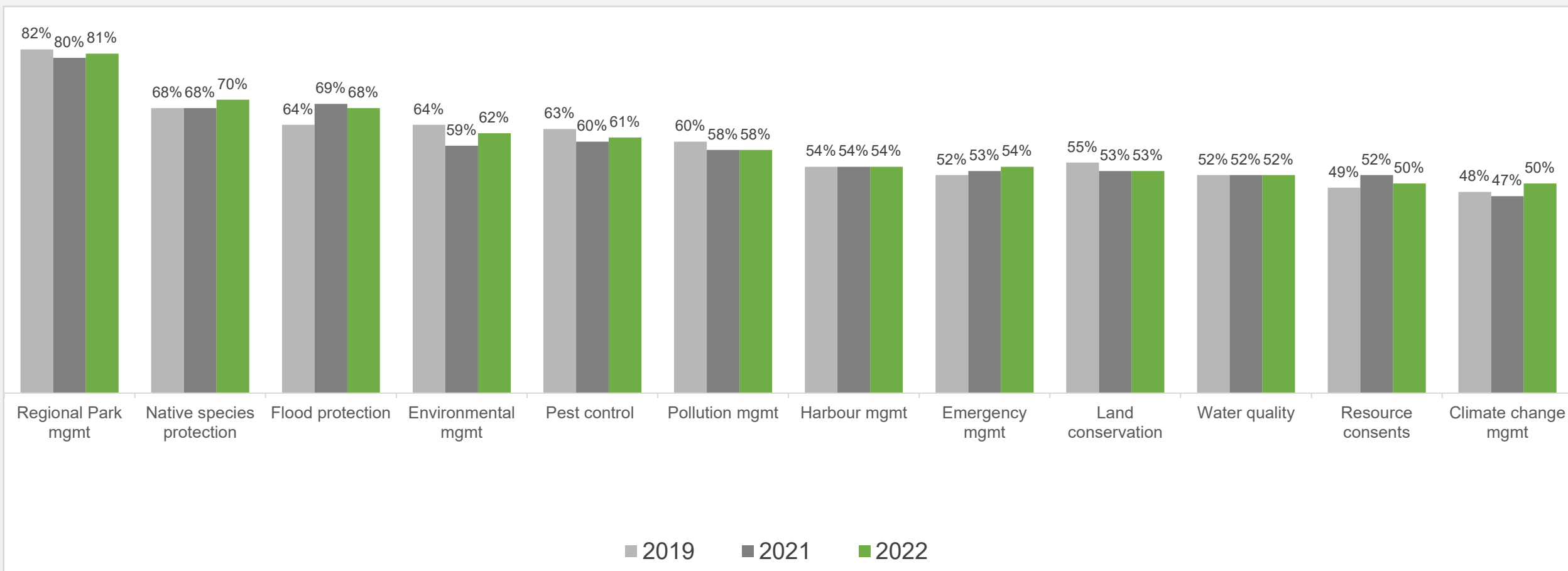
“They provided free transport during COVID times. They have kept customers well informed via website on any changes during the COVID times. Put on sufficient bus replacements where needed.”

Base: Those who feel more positively towards Metlink, n=111.
 Source: D6b.
 Codes mentioned by less than 5% of respondents are not displayed on the chart.

What can Greater Wellington and Metlink do to improve perceptions?

Residents were asked to state how well they thought a range of outcomes were being delivered – these outcomes were aligned with Greater Wellington’s responsibilities but were asked without reference to Greater Wellington*. Regional park management, biodiversity, and flood protection are the outcomes that residents think are being best delivered.

Performance on the outcomes Greater Wellington delivers – nett % agree

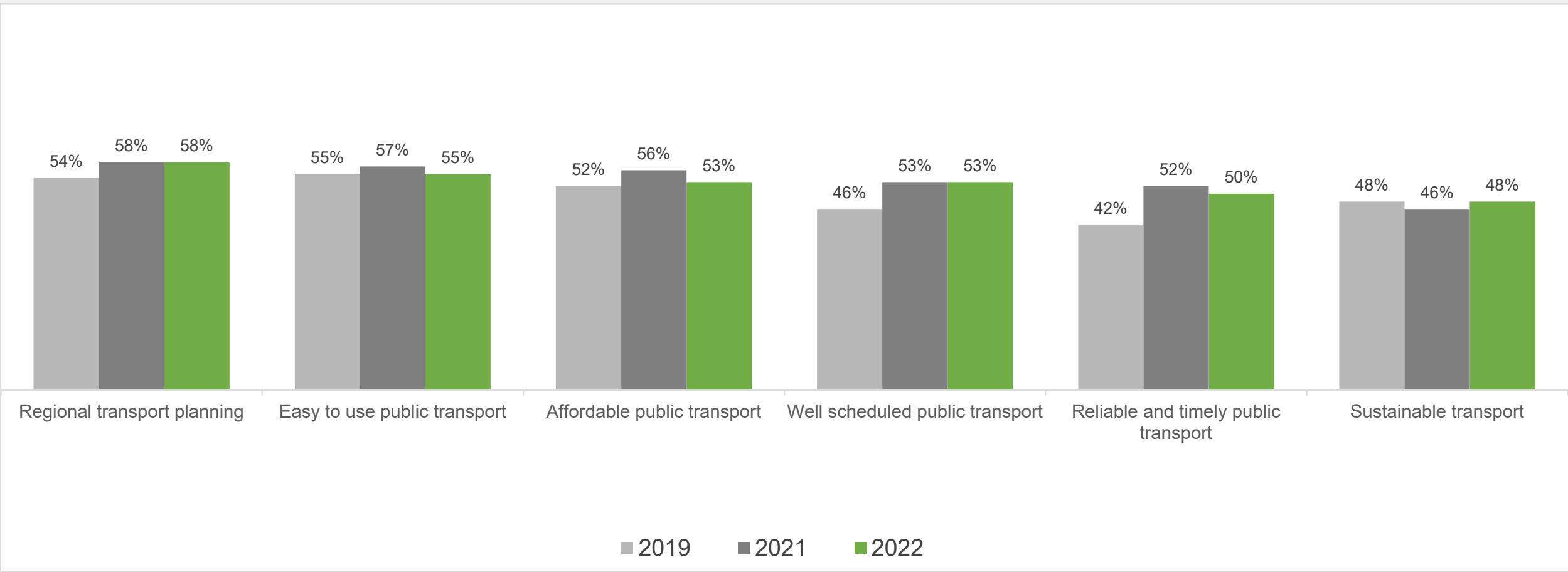


*For example, the flood protection outcome question was: “How much do you agree or disagree you, your family, and your property are protected from the threat of floods” and the biodiversity outcome question was: “How much do you agree or disagree native birds, plants, and animals in the region are protected”.
 Base: All residents, 2019 n=1,001, 2021 n=1,000, 2022 n=1,000.
 Source: E2.

▲▼ Significant increase/decrease compared to 2019

Residents were also asked how well transport outcomes were being delivered (asked without reference to Greater Wellington or Metlink*). Residents think regional transport planning is being delivered slightly better than the other transport outcomes.

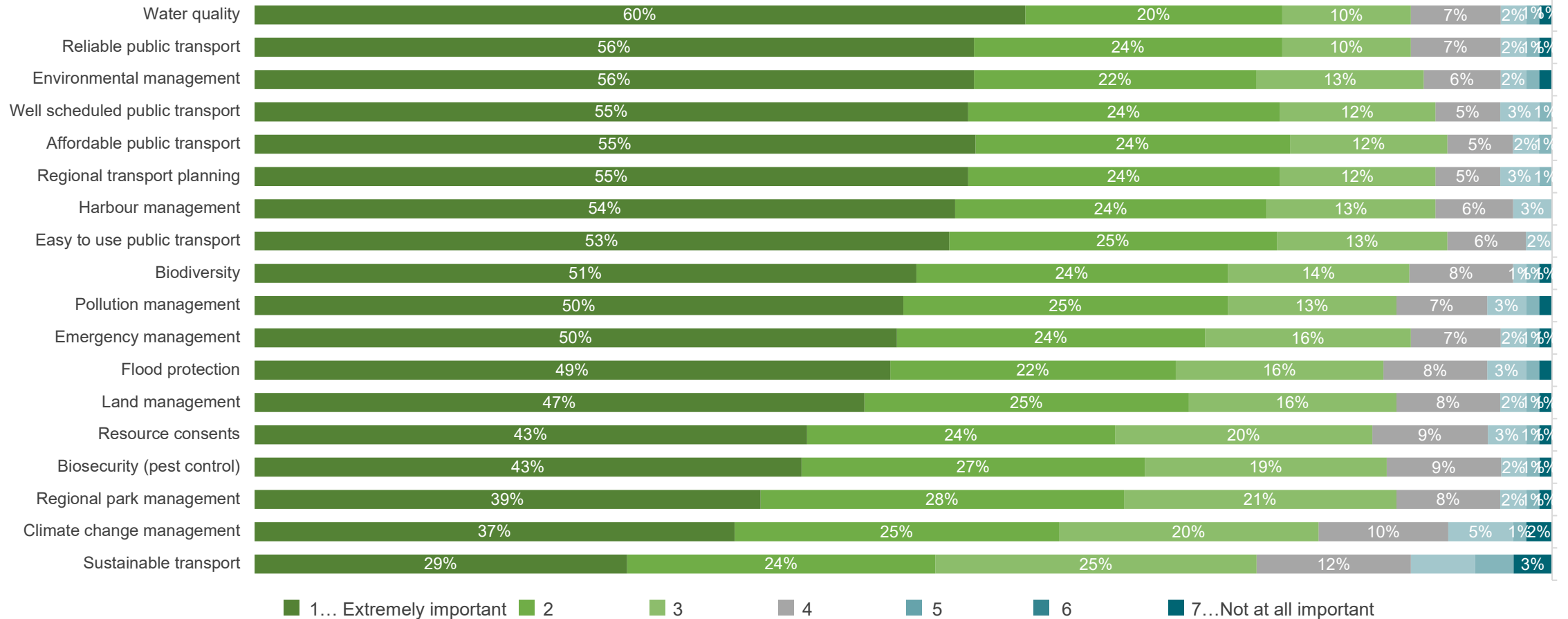
Performance on the outcomes Greater Wellington delivers – nett % agree



*For example, the affordable public transport outcome question was: “How much do you agree or disagree the region has public transport that allows people to travel affordably around their city or the region”.
 Base: All residents, 2019 n=1,001, 2021 n=1,000, 2022 n=1,000.
 Source: E2.

Residents were also asked how important the outcomes were to them – again without reference to Greater Wellington*. Water quality is the most important.

Perceived importance of outcomes GW delivers

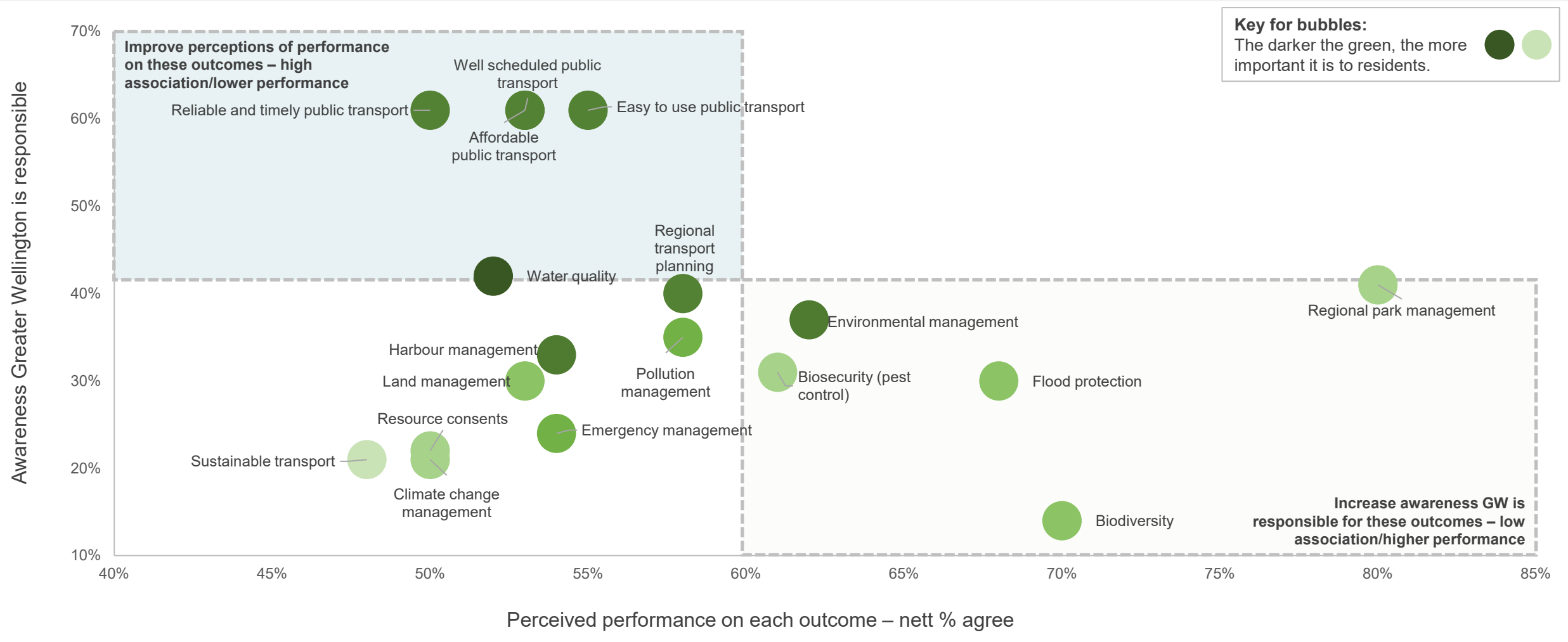


*For example, the flood protection question was: "How important, or not, are each of the following to you personally? Having confidence you, your family, and your property are protected from the threat of floods" and the biodiversity question was: "How important, or not, are each of the following to you personally? Protecting native birds, plants, and animals in the region".

Base: All residents, excluding don't know, n=1,000.

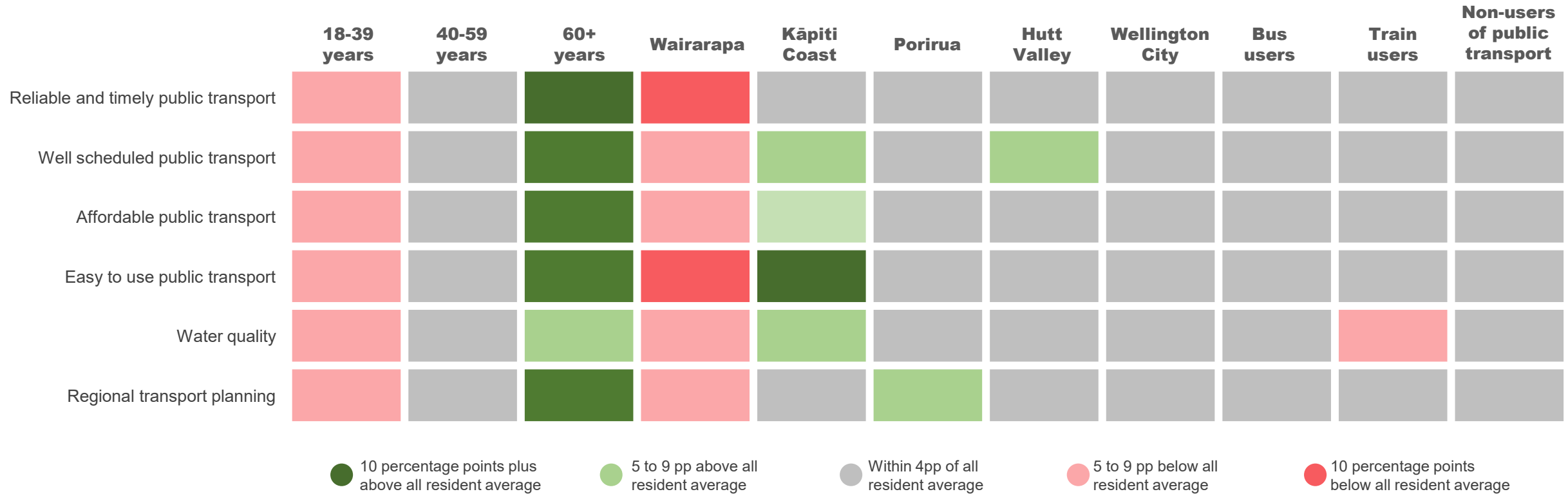
Source: E1.

There are two ways Greater Wellington can improve its reputation: (a) it can focus on improving perceptions of its performance on high visibility/lower performance outcomes (top left box), or (b) it can focus on increasing awareness of low visibility/high performance outcomes (bottom right box).



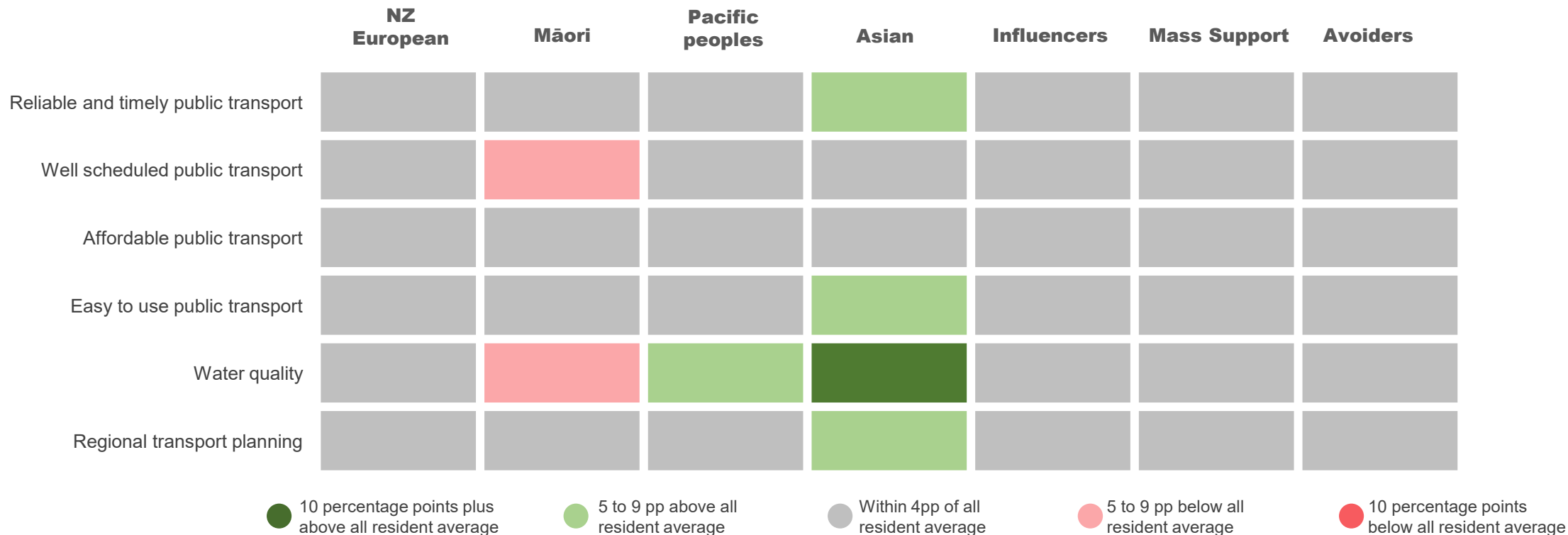
The priority groups to improve perceptions of performance amongst are: 18 to 39 year olds, and Wairarapa residents. These groups all have lower perceptions of performance on the outcomes that are highly associated with Greater Wellington.

Perceived performance by demographic groups on priority to improve outcomes – nett % agree



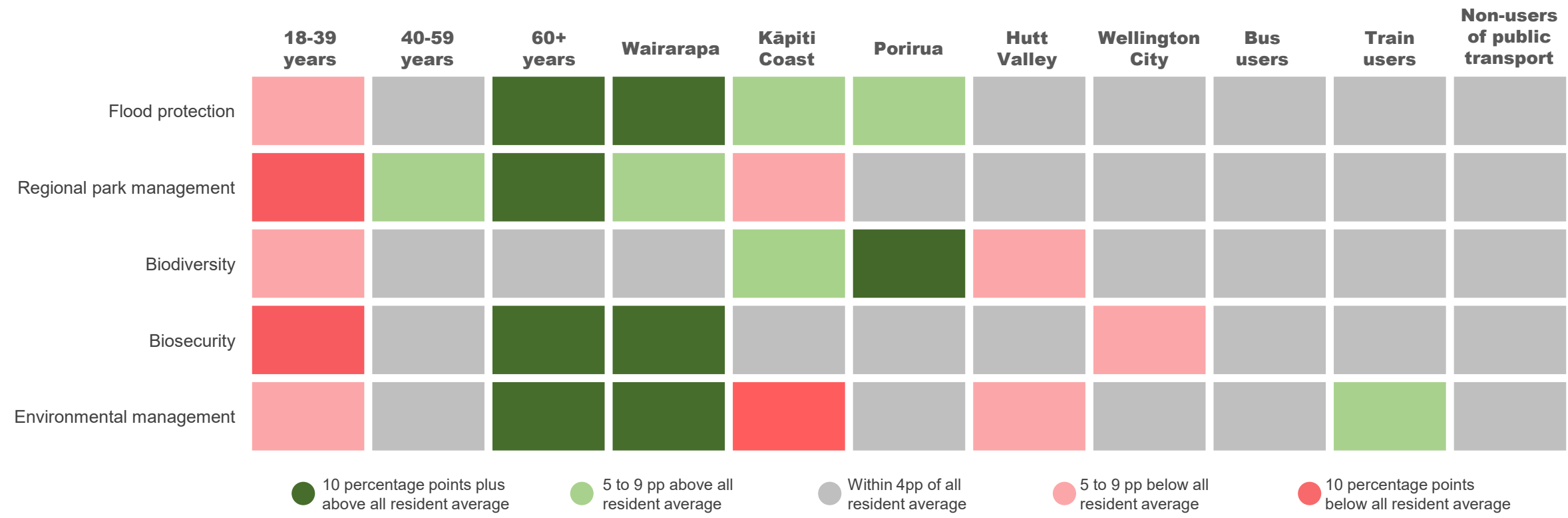
The priority groups to improve perceptions of performance amongst are: Māori residents. They have lower perceptions of performance on some of the outcomes that are highly associated with Greater Wellington (in particular environmental aspects).

CONT'D: Perceived performance by demographic groups on priority to improve outcomes – nett % agree



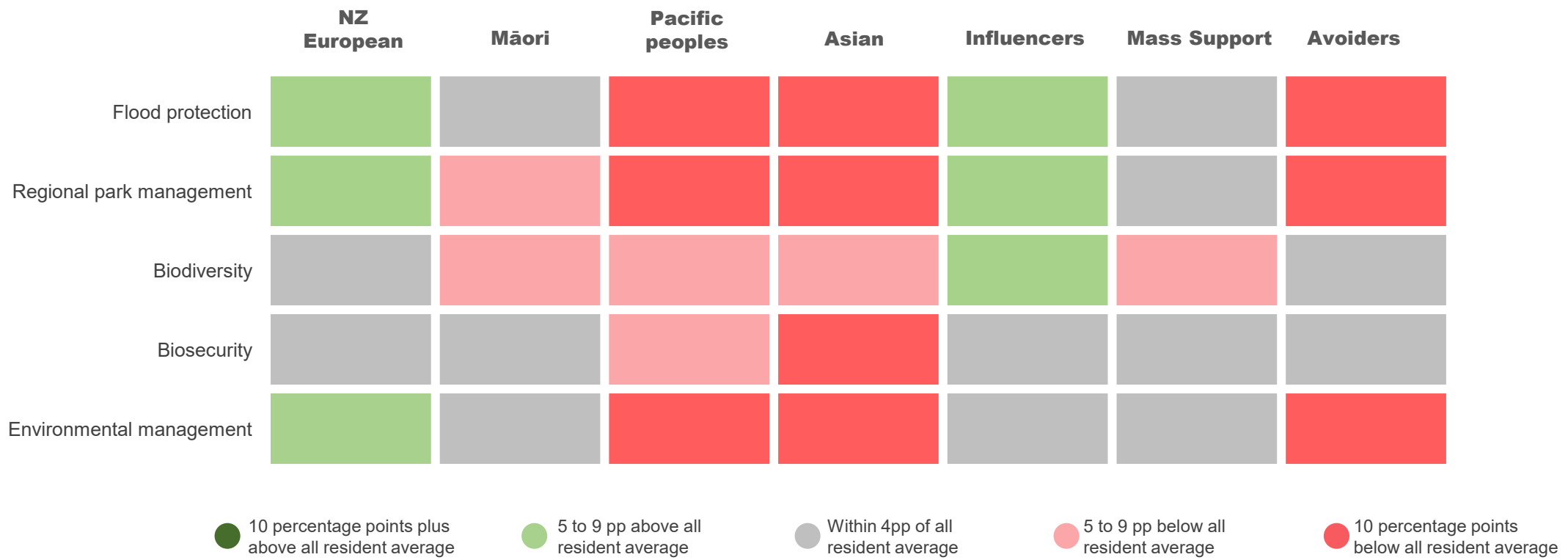
The priority group to increase knowledge of Greater Wellington’s responsibilities is 18 to 39 year olds. This group continues to be the least likely to associate high performing outcomes with Greater Wellington.

Awareness of Greater Wellington’s responsibilities – roles which are priorities to increase awareness of



The priority groups to improve perceptions of performance amongst are: Māori, Pacific peoples, Asian, and Avoiders. These groups all have lower perceptions of performance on the outcomes that are highly associated with Greater Wellington.

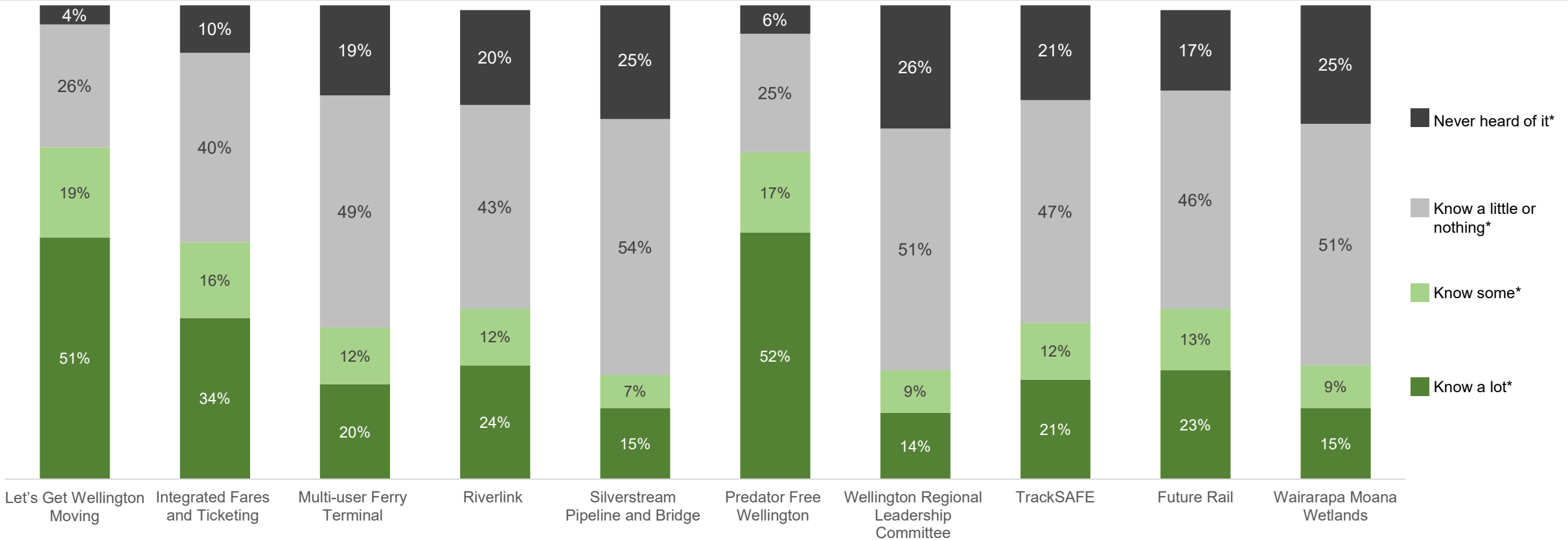
CONT'D: Awareness of Greater Wellington's responsibilities – roles which are priorities to increase awareness of



Knowledge and opinion of Wellington region initiatives

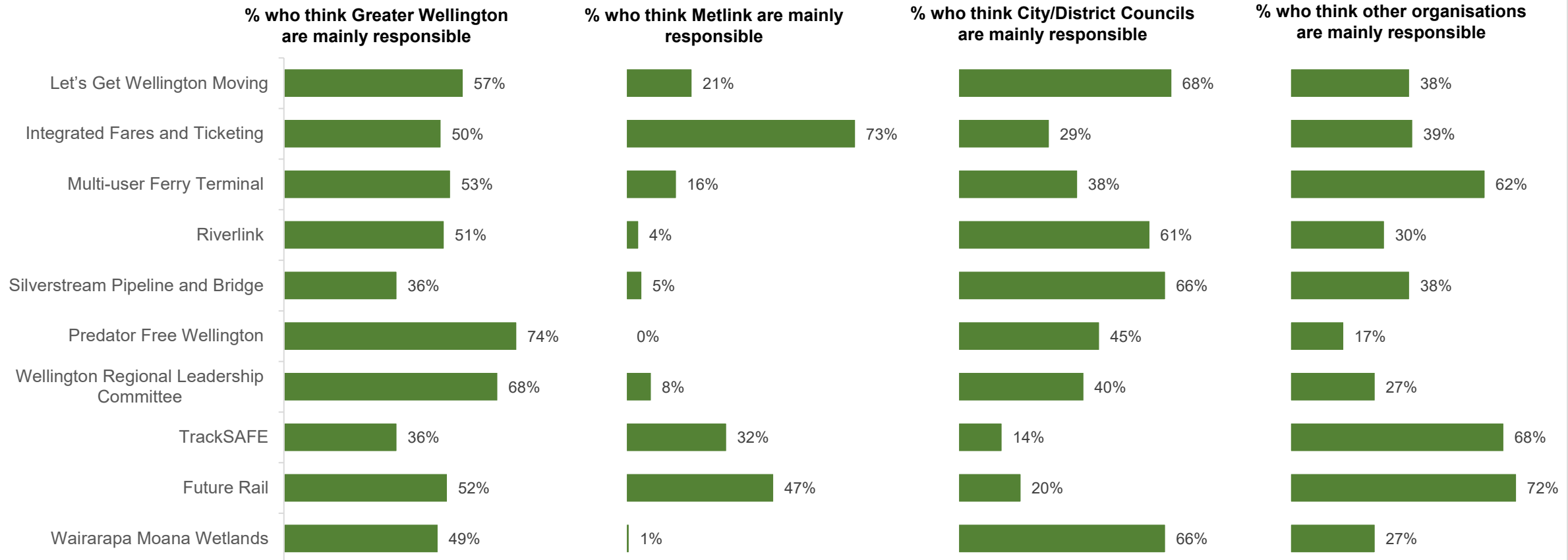
Residents were asked how much they know about ten initiatives Greater Wellington is involved in. Knowledge of most of the initiatives was relatively low with the exception of Let's Get Wellington Moving and Predator Free Wellington.

Knowledge of Wellington region initiatives



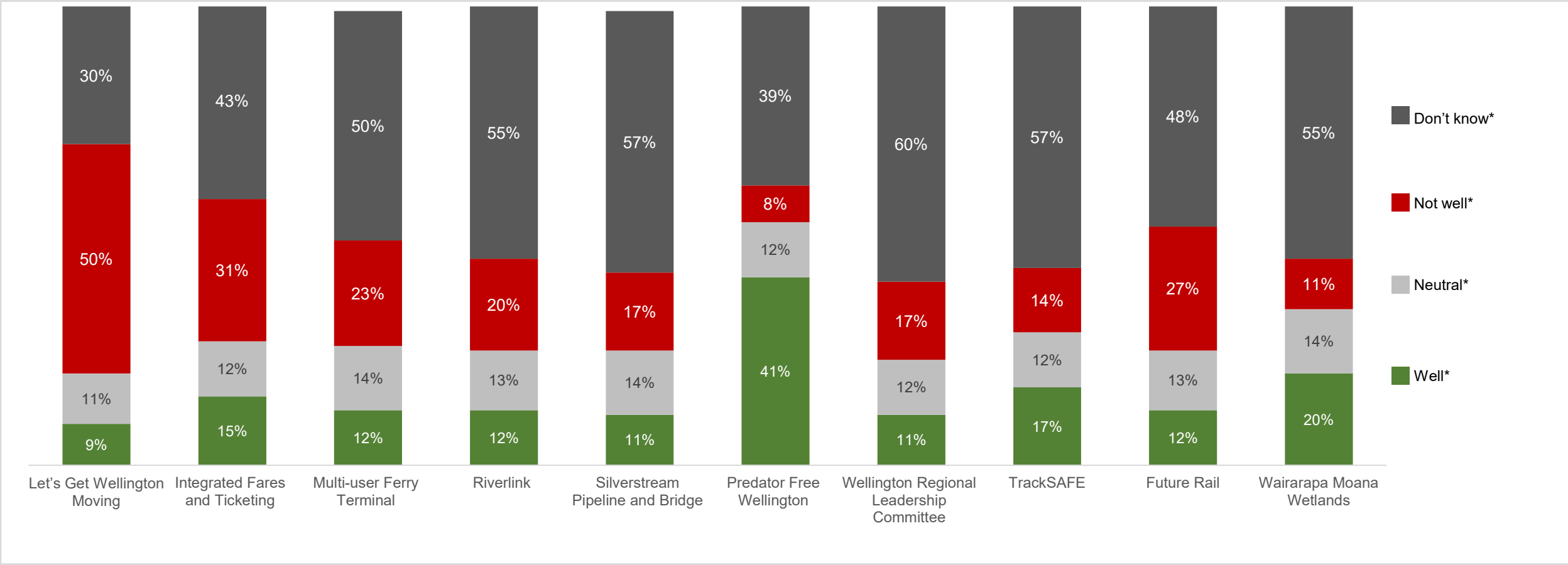
There are strong associations between Greater Wellington and most of the initiatives.

Organisation(s) mainly responsible for each initiative



A large proportion of residents don't know how well each of the initiatives are progressing. Of those that do have an opinion, more people are negative than positive about progress on seven of the ten initiatives.

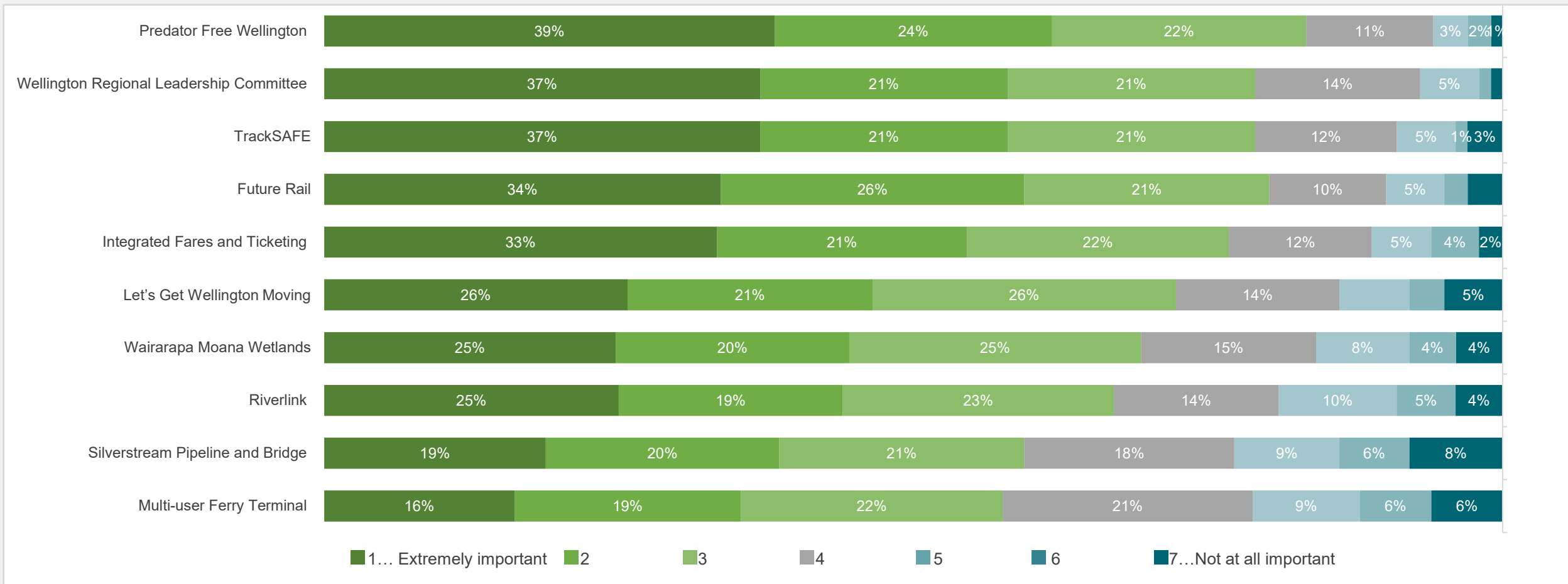
Perception of how well initiatives are progressing



*Respondents were asked how well they thought three initiatives were progressing on a seven point scale, where the ends were anchored with 'extremely well' and 'not at all well'. There was also a 'didn't know' option. For the purpose of reporting, scale points 5, 6, and 7 have been grouped together and labelled 'well', scale point 4 has been labelled 'neutral', and scale points 1, 2, and 3 have been grouped together and labelled 'not well'.
 Base: Residents who say they have some knowledge of each initiative and who were randomly assigned an initiative to be asked about, n=281 to 265 per initiative.
 Source: G3.

Predator Free Wellington, Wellington Regional Leadership Committee, and TrackSAFE are the most important initiatives to residents.

Perceived importance of initiatives*



The Wellington Regional Leadership Committee, TrackSAFE, and Future Rail are initiatives which are of high importance to residents but have low awareness ... Greater Wellington could consider raising awareness of these.





KANTAR PUBLIC

FOR FURTHER INFORMATION PLEASE CONTACT

MIKE DUNNE OR ELLEN PARKHOUSE

Kantar Public
Level 9, 101 Lambton Quay, Wellington 6011
www.kantarpublic.com/nz

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