

V8 Supercar Street Race – Resident Support

Prepared for:



Prepared by:



February 2005



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1.0 Executive Summary

1.1 Background

The Wellington City Council (WCC) is currently considering lending its support to hosting a street race as a leg of the Australian V8 Supercar series. One of the key considerations in whether or not to host the race, is the level of support/opposition for the event amongst residents. TNS has undertaken research on behalf of WCC to provide the perspective of residents.

The key objectives of the research were to measure:

- Resident support.
- General attitudes towards the event.
- Attitudes towards impact issues, such as disruption to travel and noise.
- Support for using rates to fund some of the event.

A short telephone survey was conducted among n=350 Wellington residents.

The key findings of the research are summarised below.

1.2 Key Findings

Overall Support for the Race

- Almost three quarters (72%) of residents indicated some degree of support (44% strongly, 28% somewhat) for the event. Small numbers were either neutral (14%) or opposed to the event in some way (14% opposed, 8% strongly opposed).

Linkages to WCC Event Strategy

- The majority (83%) of residents agreed with the statement “The race would be of economic benefit to the city” (52% strongly agreed).
- Three-quarters (78%) of residents agreed “The race would enhance the profile of Wellington as a leading events destination in New Zealand” (47% strongly agreed).
- Two-thirds (68%) of residents agreed “The race would help to extend the range and scale of events held in the city and Regional Wellington” (38% strongly agreed).
- Just over half (53%) of residents agreed “The race reflects the city’s image” (30% strongly agreed).

- The following graph compares the mean ratings for each of the four statements. The statement “The race would be of economic benefit to the city” had the highest level of agreement (mean rating 4.27/5); “The race reflects the city’s image” had the lowest level of agreement (mean rating 3.52/5).

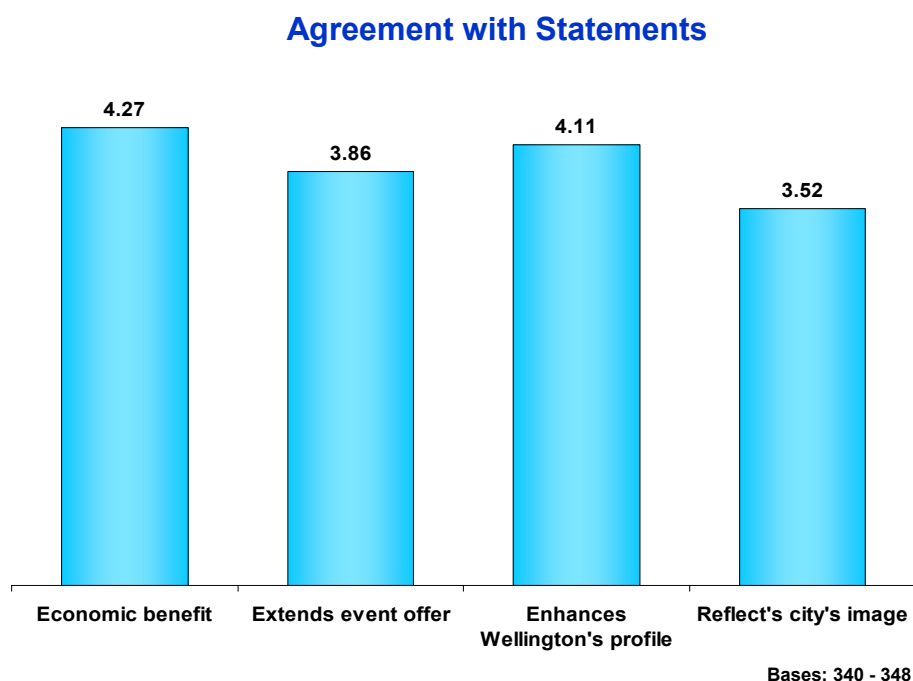


Figure 1: Agreement with Statements

Resident Concerns

- 65 percent of residents are concerned about pollution and air emissions. One third (33%) were concerned a little.
- 57 percent of residents were concerned about the noise that would be associated with the race. Just under a third (30%) were concerned a little.
- 56 percent of residents were concerned a lot about the potential roading damage. One third (34%) were concerned a little.
- 56 percent of residents were concerned about the road closures. Just over a third (28%) were concerned a little.
- 45% percent of residents were concerned about the influx of tourists that would be associated with the race. Just under one in five (18%) were concerned a little.
- The following graph compares the mean ratings for each of the potential areas of concerns. Pollution and air emissions are the biggest concern (mean rating of 2.91/5), whilst the influx of tourists is the least area of concern (mean rating 2.46/5).

Resident Concerns

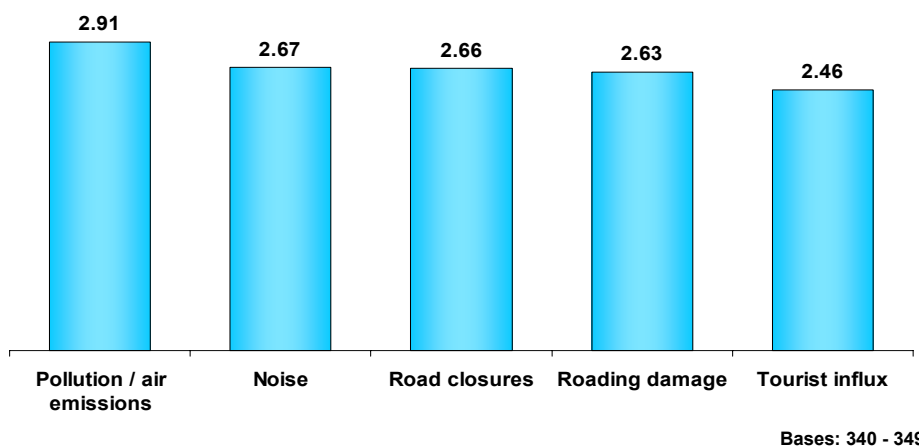


Figure 2: Resident Concerns

Perceived Impact on Residents

- Half the residents surveyed (52%) perceived that the noise associated with the event would have no impact on their work activities in and around the city, whilst just over a third (35%) indicated that noise would have a negative impact of some degree. Results were similar for the impact noise would have on personal activities (53% and 29% respectively).
- Just over half the residents (51%) perceived that road closure would have no impact on their work activities in and around the city, whilst just over a third (37%) indicated that road closures would have a negative impact of some degree. Results were similar for the impact road closures would have on personal activities (53% and 33% respectively).
- The following graph compares the mean ratings for the perceived impact of noise and road closures on work and personal activities in and around the city. There is little perceived difference between them (mean ratings out of 5).

Perceived Impact on Residents

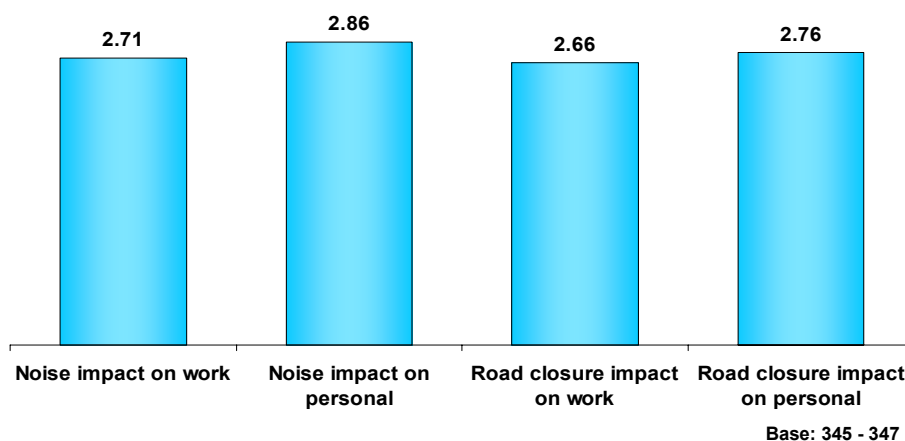


Figure 3: Perceived Impact on Residents

Interest in the V8 Supercar Series

- The largest proportion of Wellington residents (49%) indicated that they were disinterested to some degree in the V8 Supercar Series. Almost one third (29%) were interested to some degree, while one in five (20%) were neutral.
- A variety of different behaviours is likely to be displayed by Wellington residents if the event is held in the city. Similar proportions are likely to either stay at home and not consume any media in relation to the race (28%), or stay at home and be a media only consumer (27%) or view and pay to attend the event (24%). A significant proportion (16%) indicated that they would not pay to attend, but would try to get a vantage point from outside the race enclosure. Very few (4%) said that they would leave the city for the weekend.

Use of Ratepayer Funding

- Half the residents (50%) in the survey considered that it was appropriate for the Council to subsidise the event using rate-payer funds. Just under a third (30%) felt that it was inappropriate, whilst 19 percent had no opinion.
- Almost one third (30%) of residents indicated that there should be no rates increase in order for the Council could subsidise the event, were. The same proportion (30%) of residents believed a rates increase of less than one percent was acceptable. Almost a quarter (22%) indicated less than two percent. Cumulatively, the majority (65%) would accept a rates increase if it was less than one percent.

1.3 Conclusions

- Overall there is a good level of support for the V8 Supercar race being held in Wellington.
- Generally residents believe the event would support the following Wellington City Council's Event Strategy goals: the race would be of economic benefit to the city, the race would extend the range and scale of sporting events held in the city and Wellington's profile as a leading events destination would be enhanced.
- Residents have some concerns (typically low) about pollution and air emissions, noise, road closures, roading damage and the potential high influx of tourists. Approximately one third of residents will have their work and personal activities negatively impacted by the noise and road closures.
- A quarter of Wellingtonians (24%) would attend the V8 Supercar race if it was held in the city. Very few would leave the city as a result of the race being held in the city
- Residents' views are split over whether it is appropriate for the Council to use funds to subsidise the event. The majority would accept a rates increase of less than one percent.

2.0 Background

The Wellington City Council has the long-term strategic vision of *Creative Wellington – Innovation Capital*. The aim is to promote Wellington City as New Zealand's foremost centre for creativity and innovation, and to retain and attract intelligent and innovative people and creative, forward looking businesses¹.

Hosting events is one of the Council's key strategic goals. The vision for the Event Strategy is "Wellington is the Events Capital of New Zealand". Goals are to:

- Maximise the economic contribution that events make to the city.
- Develop a diverse and vibrant year round calendar of arts and cultural events.
- Develop a strong events support infrastructure.
- Co-ordinate and target events development funding.
- Optimise use of city venues and assets.
- Extend the range and scale of sporting events, particularly participation events held in the city and regional Wellington.
- Enhance the profile of Wellington as the leading events destination in New Zealand.
- Encourage the development of events that support the key strategic directions of the city.
- Encourage greater support and involvement in city events through partnerships with a diverse range of groups and business interests in the community.
- Develop event organisation and supply capacity in the city.
- Maintain strong awareness of event trends and understanding of the events market to ensure effective investment and funding².

The Australian V8 Supercar series is currently being considered by the Council as an event that may achieve many of these goals. One leg of the series would be held in Wellington each year, commencing in April 2006 (for a seven year period). It is estimated that 150,000 people would attend the event over three or four days, which would subsequently provide huge economic benefits to the city. The race day global television audience will number approximately 100 million.

Until recently Auckland had secured the rights to host the event. However independent planning commissioners turned down Auckland's resource consent application, citing concerns over noise, effects on amenities and traffic in the central city. This means the hosting rights are currently unsecured.

Wellington does not need to seek resource consent and there is acknowledgement that the city previously successfully hosted the Nissan Mobil street race annually (over a decade ago). The race at the time was considered an icon event.

Public support for the event is an important factor that needs to be considered before the Council decides whether to submit a proposal to contract IMG to host the event.

¹<http://www.wellington.govt.nz/about/overview/index.html>

²http://www.wellington.govt.nz/haveyoursay/meeting/title/Council/2003/18Jun1730/pdf/1082_minutes_appendices_35.pdf

3.0 Research Objectives

The overall aim of the proposed research was to gauge the level of support for the V8 Supercar race among Wellington residents.

Specific objectives, as provided by the Wellington City Council, were to measure:

- Resident support.
- General attitudes towards the event.
- Attitudes towards impact issues, such as disruption to travel and noise.
- Support for using rates to fund some of the event.

4.0 Research Approach

4.1 Methodology

A quantitative research approach was used for this project, so that the level of support for the race could be measured.

Interviews were conducted using TNS New Zealand's centralised CATI facility. CATI stands for Computer Assisted Telephone Interviewing, where interviewers use a computer rather than paper questionnaire and responses are entered directly into the computer. CATI operates on random digit dialling system where all potential phone numbers have an equal chance of being called.

Interviews with n=350 Wellington residents were conducted between 27 January and 7 February 2005.

Margin of Error

The maximum margin of error at the 95 percent confidence interval associated with a sample of 350 for a response of 50 percent is $\pm 5.2\%$. For example, a result of 50% indicates the true result will lie between 44.8% and 55.2%.

Sample

The population of interest was Wellingtonians aged 15 years and over. The person with the most recent birthday in each household was recruited to take part in the survey. Calls were made at different times of the day, and on different days in order to ensure that those more likely to stay home were not over represented (thus maintaining the integrity of the survey sample). In households where the eligible respondent refused, or were unavailable during the survey period, the household was replaced.

Response Rates

The table below shows the response rates for the survey. Response rates are calculated by dividing interviews (or recruitment) completed by the number of interviews plus the number of refusals.

Response Rate Report

	n=
Number refused	581
Number interviewed	350
<i>Interview Response Rate</i>	37.6%

Informed residents

To ensure Wellington residents were informed about the key aspects of the event, they were given the following background information.

“The Wellington City Council needs to make a decision on whether to support hosting a street race as part of the V8 Supercar Championship Series. The first race would occur in April 2006 and would be held annually for up to six more years after this. The race will only go ahead if the Council provides financial support to the event.

It is anticipated that \$1,000,000 could be required annually from the Council, which would result in a very small, yet to be determined, increase in rates. Wellington City residents may be affected as main roads (e.g. Waterloo Quay through Jervois Quay) would be closed for three days, Friday to Sunday, the duration of the race. The race and its associated activities would also generate considerable noise. It is estimated that up to 100,000 people would attend the event over three days. Conservative economic benefits to the city have been estimated at \$20,000,000 annually. The event and the city will be promoted to a global television audience numbering several hundred million.

Based on this information and anything else you may have seen or heard, I would now like to ask you some questions. The results of the survey will help the Council to decide whether or not to support the race”.

4.2 Profile of Residents

	Sample %
Gender	
Male	43
Female	57
Ratepayer	
Yes	76
No	23
Age	
18 to 24 years	12
25 to 34 years	17
35 to 44 years	23
45 to 54 years	19
55 to 64 years	15
65 years or more	13
Ethnic Group³	
New Zealand European/Pakeha	85
Maori	5
Pacific Islander	2
Asian	3
Other	7
Refused	1
Household Income	
Less than \$20,000	7
\$20,000 - \$29,999	4
\$30,000 - \$39,999	7
\$40,000 - \$49,999	7
\$50,000 - \$59,999	7
\$60,000 - \$74,999	11
\$75,000 - \$99,999	13
\$100,000 or more	25
Refused	18
Ward	
Northern	25
Onslow-Western	22
Lambton	21
Eastern	20
Southern	11
Not specified	*
Base:	350

* Less than one percent but not zero.

³ Note this question is multiple response

5.0

Overall Support for the Race

5.0 Overall Support for the Race

5.1 Overall Support

Wellington residents were asked on a 5 point scale, where 1 was strongly oppose and 5 was strongly support, how strongly they opposed or supported the V8 Supercar race being held in Wellington. Almost three quarters of Wellington residents (72%) indicated that they supported the event to some degree (44% strongly, 28% somewhat). A small number of residents (14%) had no opinion about the event while the same proportion (14%) opposed the event to some degree (8% strongly, 6% somewhat).

There were no significant differences in levels of support for the race between genders, age groups, wards or whether or not residents were ratepayers.

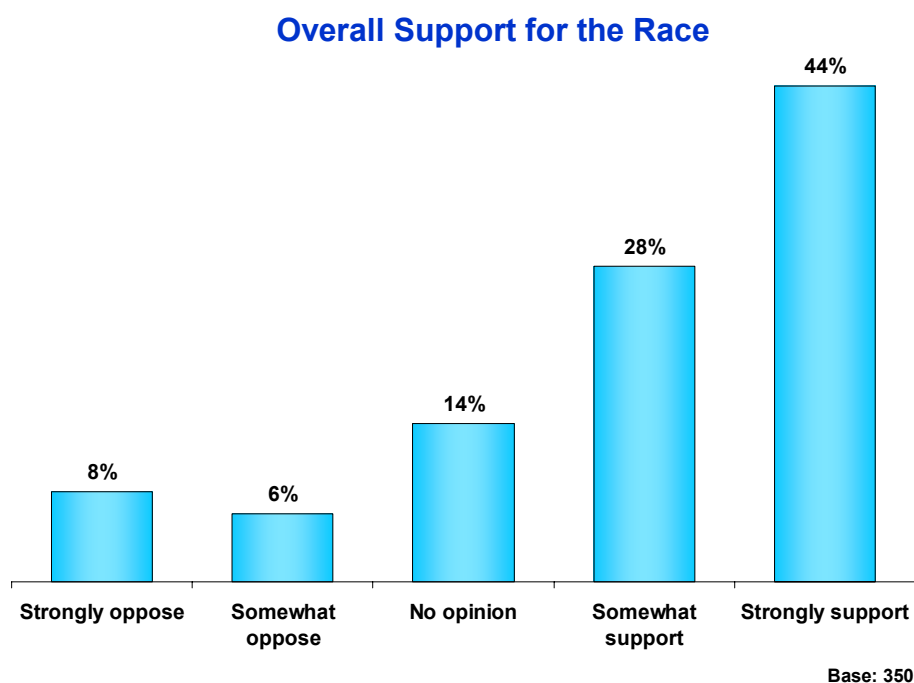


Figure 4: Overall Support for the Race

6.0

Linkages to Event Strategy

6.0 Linkages to WCC Events Strategy

6.1 Economic Benefit to the City

Wellington residents were asked how strongly on a five point scale (1 = strongly disagreed and 5 = strongly agreed) they agreed or disagreed with the statement “The race would be of economic benefit to the city”. The majority (83%) agreed to some degree. Nine percent were neutral and just seven percent disagreed with the statement.

Those whom supported the event (67%) were significantly more likely to strongly agree with the statement.

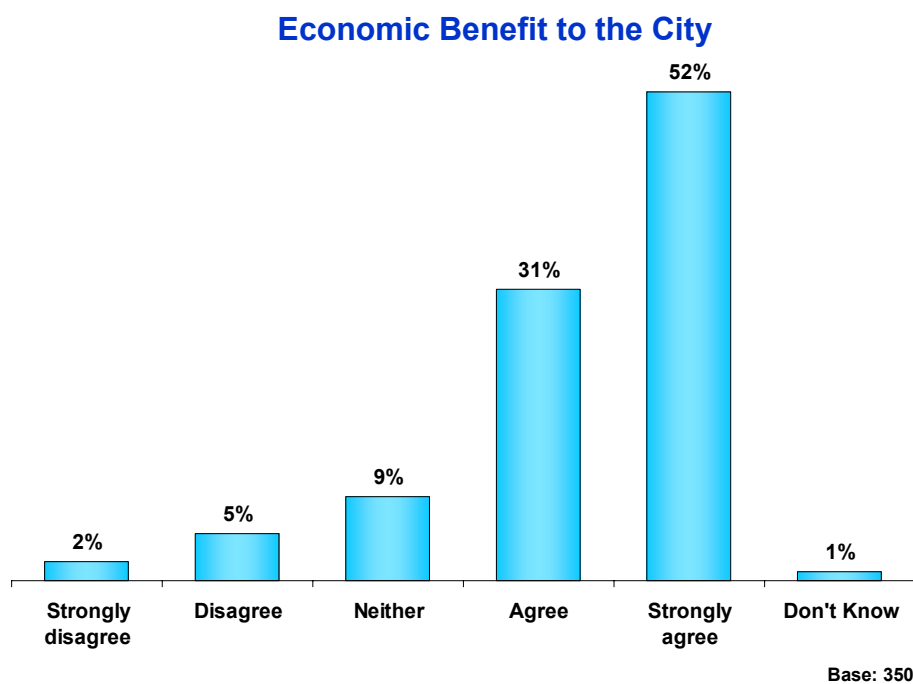


Figure 5: Economic Benefit to the City

6.2 Extension of Range and Scale of Sports Events

Wellington residents were also asked how strongly on a five point scale (1 = strongly disagreed and 5 = strongly agreed) they agreed or disagreed with the statement “The race would help to extend the range and scale of events held in the city and Regional Wellington”. Two-thirds of residents (68%) agreed with the statement, while almost one-fifth (18%) were neutral. Fourteen percent disagreed with the statement.

Those who supported the event (50%) were significantly more likely to strongly agree with the statement.

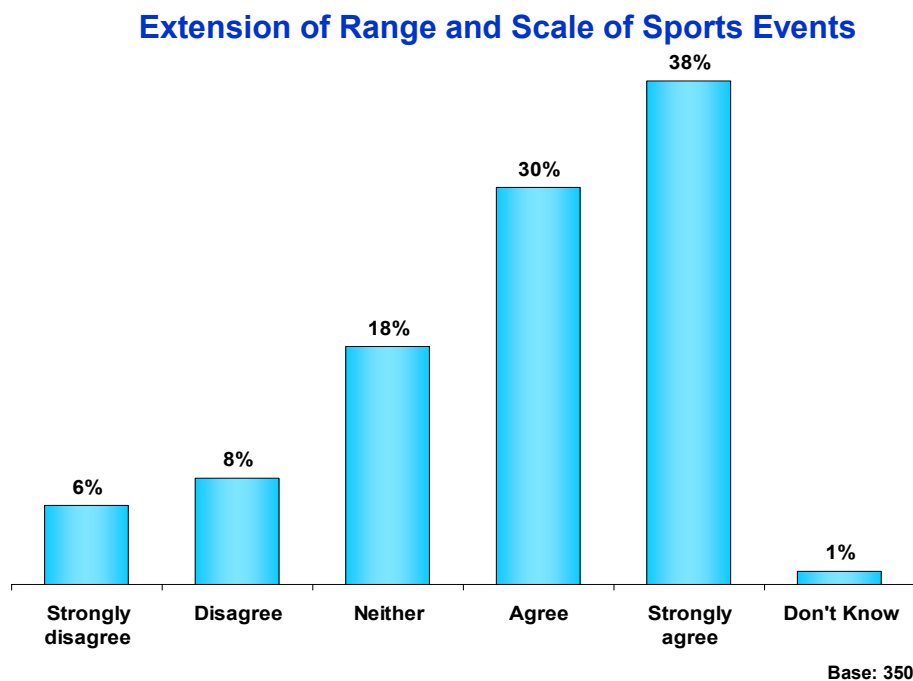


Figure 6: Extension of Range and Scale of Sports Events

6.3 Enhances Wellington's Profile as an Events Destination

Over three quarters (78%) agreed with the statement "The race would enhance the profile of Wellington as a leading events destination in New Zealand". One in ten (11%) disagreed with the statement.

Those who supported the event (60%) were significantly more likely to strongly agree with the statement.

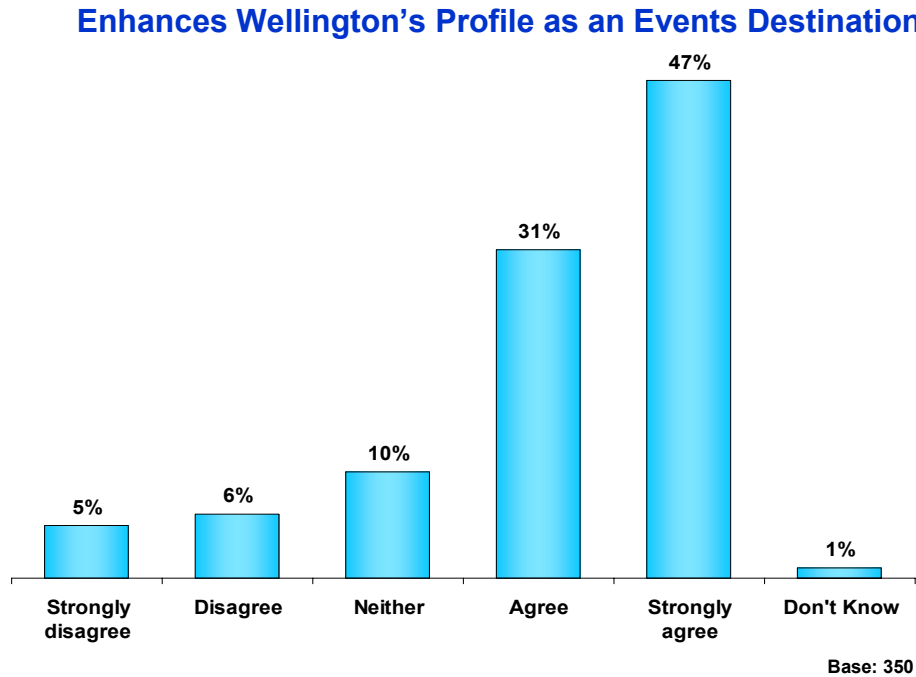


Figure 7: Enhances Wellington's Profile as an Events Destination

6.4 Reflection of the City's Image

Residents were also asked to indicate their level of agreement with the statement "The race reflects the city's image". There was a lower level of agreement with this statement; with just over half (53%) the residents agreeing to some extent. Almost one quarter of residents (22%) indicated they were neutral, reflecting potential uncertainty about the association with the city's image.

Those who supported the event (40%) were significantly more likely to strongly agree with this statement.

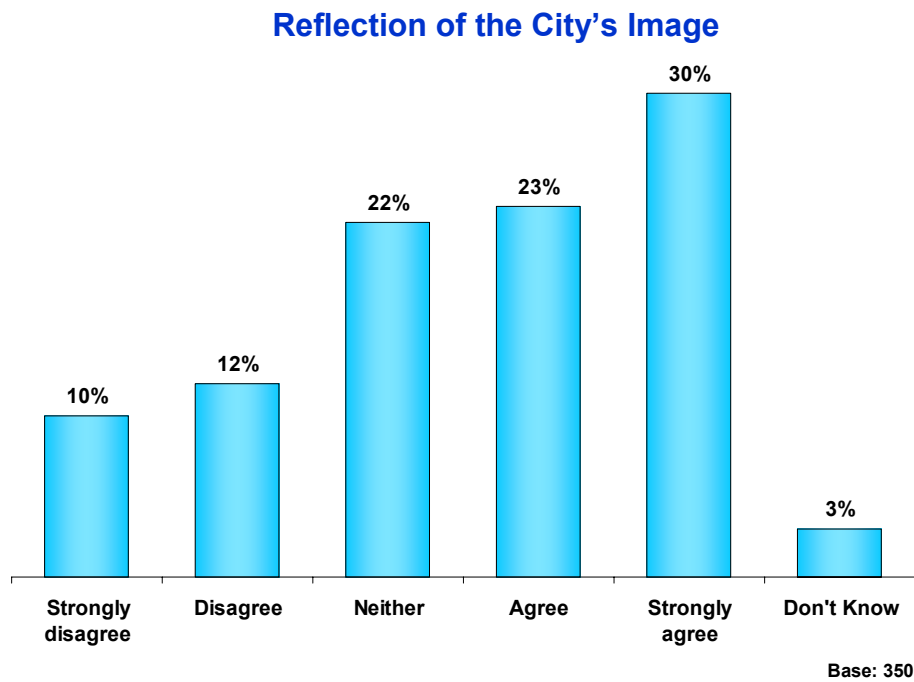


Figure 8: Reflection of the City's Image

6.5 Comparison of Agreement with Statements

The following graph compares the mean ratings for each of the four statements. The statement “The race would be of economic benefit to the city” had the highest level of agreement (mean rating 4.27/5); “The race reflects the city’s image” had the lowest level of agreement (mean rating 3.52/5).

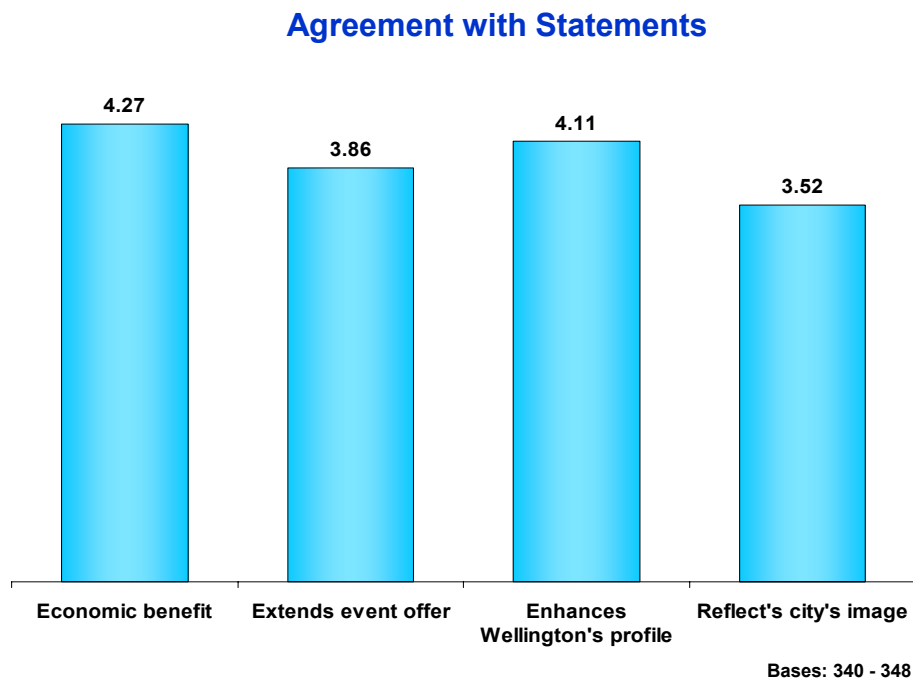


Figure 9: Agreement with Statements

7.0

Concerns and Resident Impact

7.0 Concerns and Resident Impact

7.1 Pollution and Air Emissions Concerns

On a scale from 1 to 5, where 1 equalled none, 3 equalled a little and 5 equalled a lot, residents were asked to indicate their level of concern with the pollution and air emissions associated with the race. The majority of residents had some concerns (65%), tending however not to be strongly concerned.

Males (36%) and those in support of the race (33%) were significantly more like to show no concern over pollution and air emissions. Those opposing the race were significantly more likely (54%) to respond a lot.

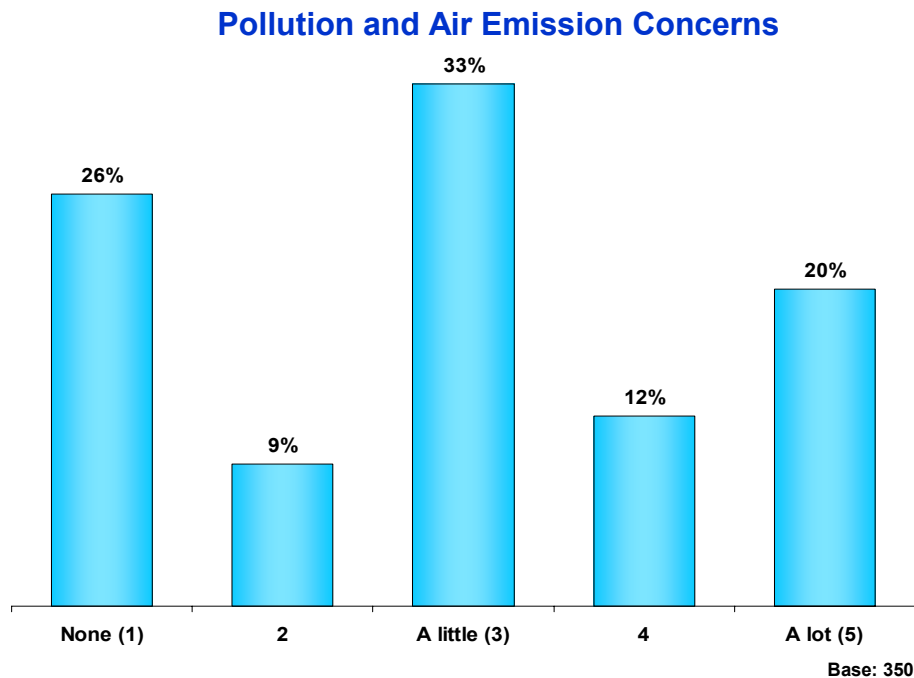


Figure 10: Pollution and Air Emission Concerns

7.2 Noise Concerns

Residents were also asked to indicate their level of concern regarding the noise that would be associated with the event. Over half the residents (57%) indicated some concern, for many however (30%) the concern was only a little.

Those in support of the race (36%) were significantly more likely to indicate no concern. Those opposing the race were significantly more likely (54%) to respond 'a lot' and be aged over 55 years of age (25%).

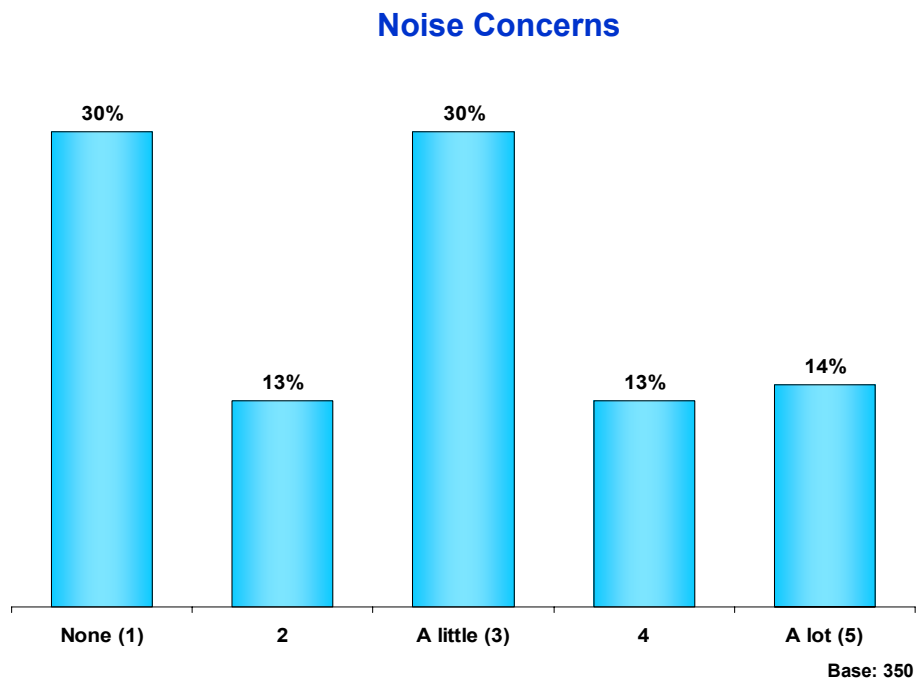


Figure 11: Noise Concerns

7.3 Road Closure Concerns

The level of concern over road closures was similar to that of noise and roading damage concerns. Just over half the residents had some concerns (56%), tending however not to be strongly concerned.

Those in support of the race (37%) were significantly more likely to indicate no concern. Those opposing the race were significantly more likely (52%) to respond 'a lot'.

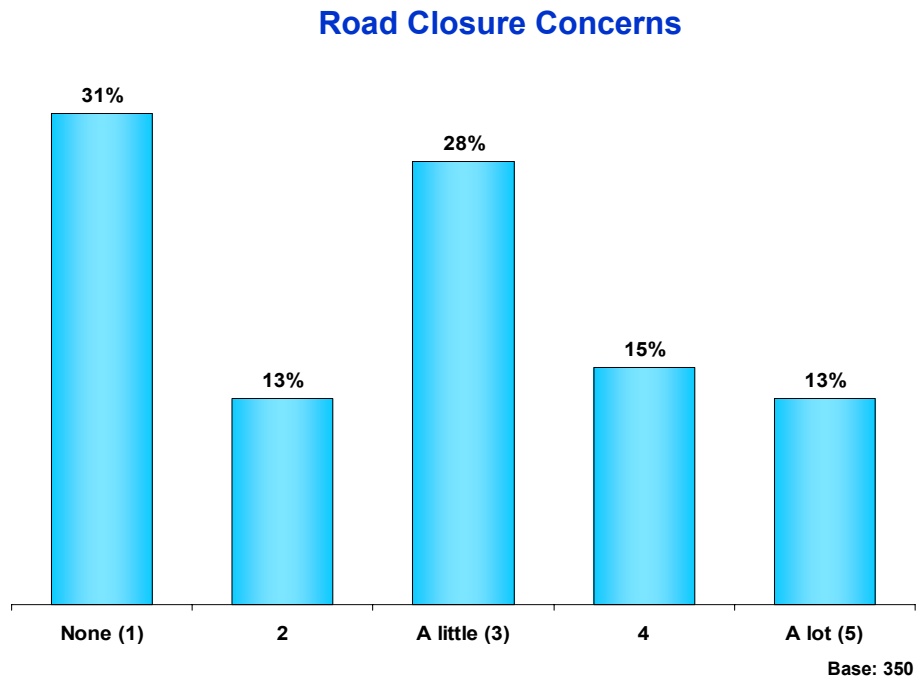


Figure 12: Road Closure Concerns

7.4 Damage to Rading Concerns

Like noise and road closures, the level of concern for damage to roading was mixed. Over half the residents (56%) indicated some concern, for many however (34%) the concern was only a little.

Those in support of the race (36%) were significantly more likely to indicate no concern.

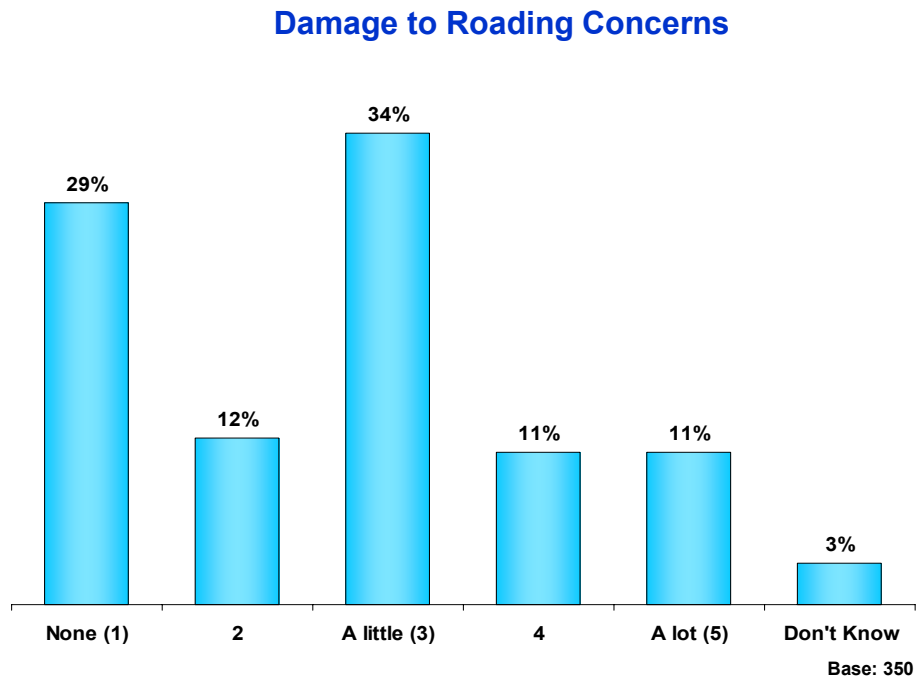


Figure 13: Damage to Rading Concerns

7.5 Tourist Influx Concerns

Wellington residents were asked to consider the high influx of tourists. Just under half the residents had some concerns (45%), a similar proportion to those who had no concerns at all.

Those in support of the race (45%) were significantly more likely to indicate no concern.

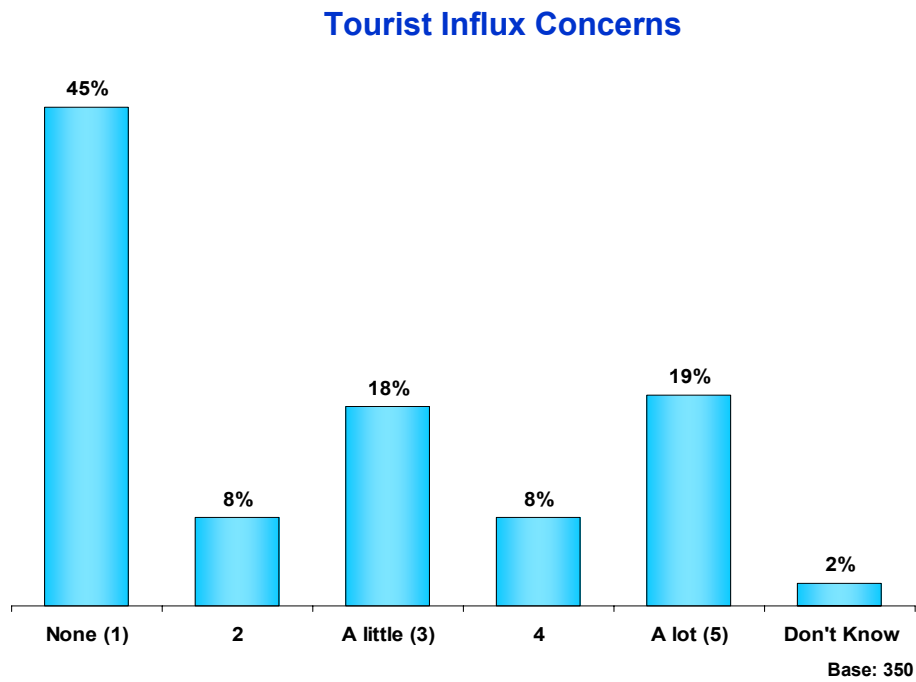


Figure 14: Tourist Influx Concerns

7.6 Comparison of Resident Concerns

The following graph compares the mean ratings for each of the potential areas of concerns. Pollution and air emissions are the biggest concern (mean rating of 2.91/5), whilst the influx of tourists is the least concern of those areas discussed (mean rating 2.46/5).

Resident Concerns

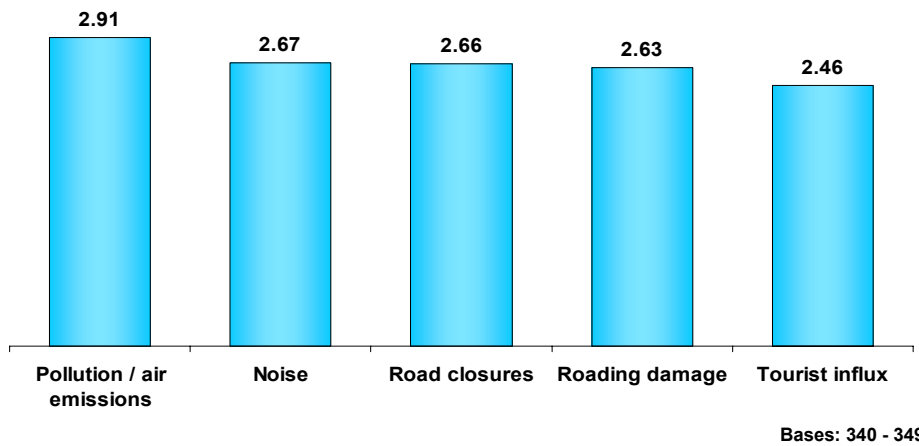


Figure 15: Resident Concerns

7.7 Noise – Impact on Work Activities

Half of all residents (52%) indicated that the noise would have no impact on their work activities in and around the city. About one third (35%) indicated that they would experience a negative impact, including 12 percent who indicated that the negative impact would be large.

Those in support of the race (58%) were more likely to indicate that the noise would have no impact on their work activities in and around the city.

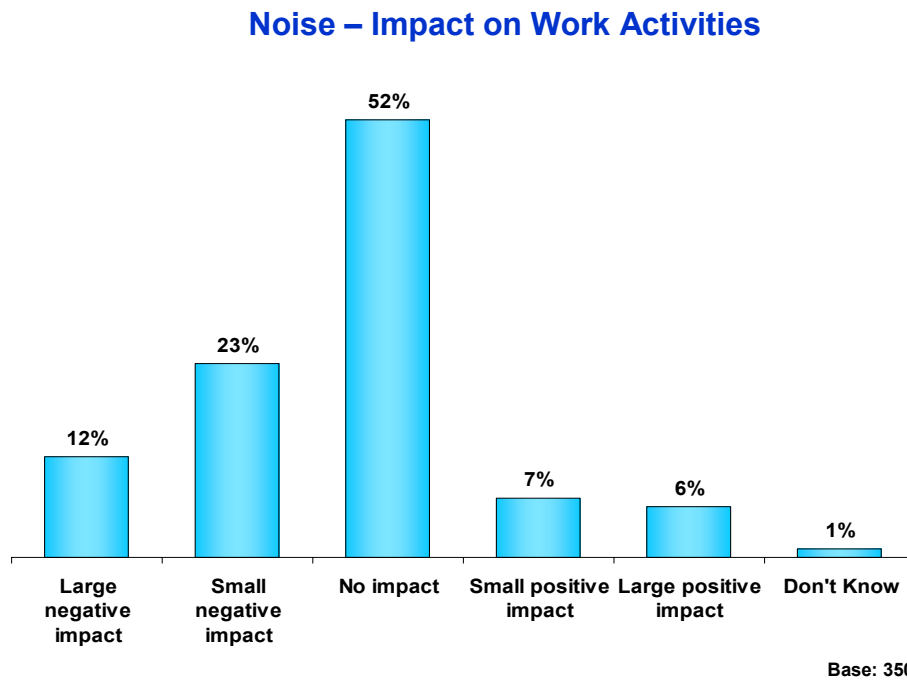


Figure 16: Noise – Impact on Work Activities

7.8 Noise – Impact on Personal Activities

The perceived level of impact noise would have on personal activities in and around the city was similar to the impact on work activities. Half the residents (53%) indicated the noise from the race would have no impact. About one third (29%) indicated that they would experience a negative impact, including 10 percent whom indicated that the negative impact would be large.

There were no significant differences in terms of the perceived impact between gender, age groups, wards or whether or not residents were ratepayers.

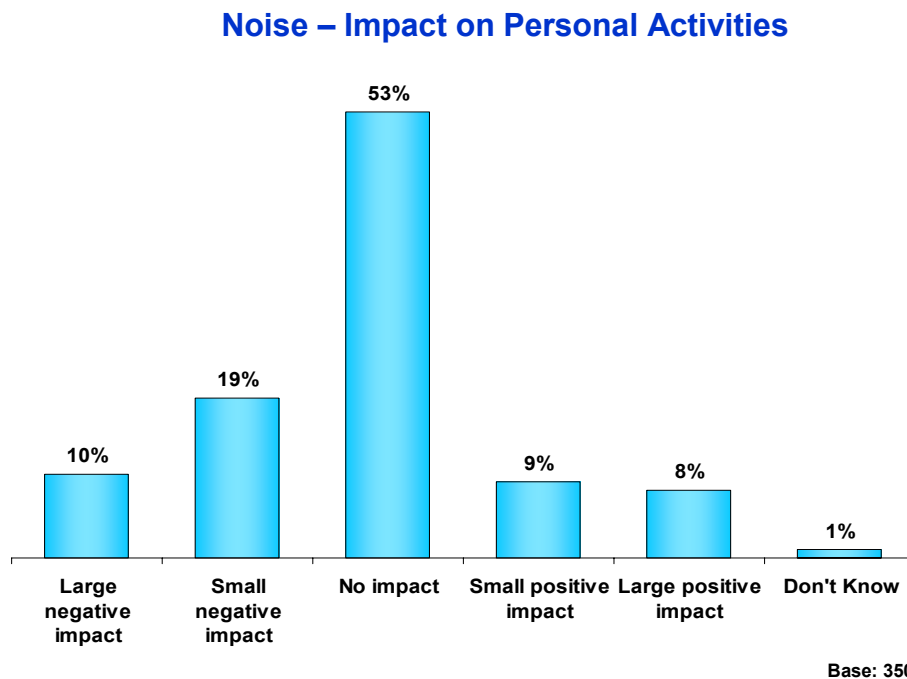


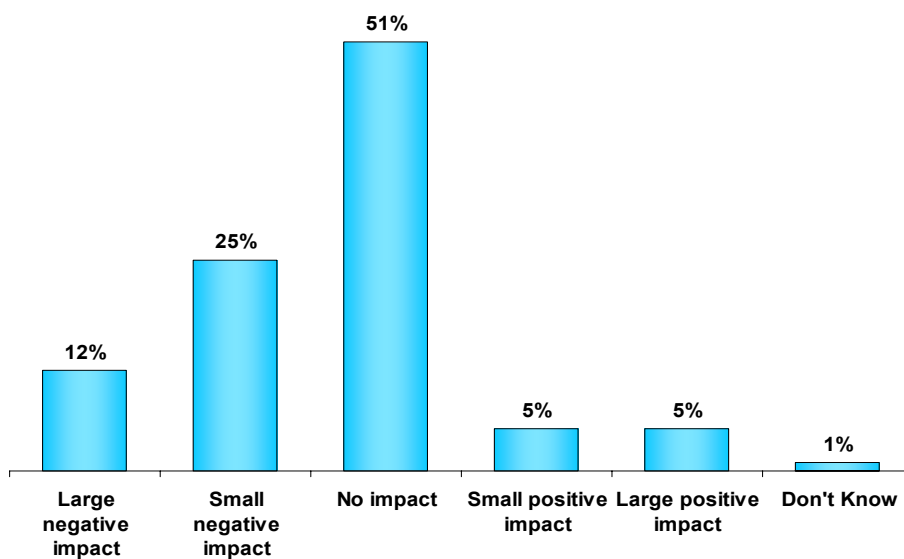
Figure 17: Noise Impact on Personal Activities

7.9 Road Closures – Impact on Work Activities

Potential road closures were perceived as likely to create a similar level of impact on work activities as noise. Half of all residents (51%) indicated that the road closures would have no impact on their work activities in and around the city. About one third (35%) indicated that they would experience a negative impact, including 12 percent who indicated that the negative impact would be large.

Again, those in support of the race (57%) were significantly more likely to indicate that the road closures would have no impact on their work activities in and around the city.

Road Closures – Impact on Work Activities



Base: 350

Figure 18: Road Closures – Impact on Work Activities

7.10 Road Closures – Impact on Personal Activities

The perceived level of impact road closures would have on personal activities in and around the city was similar to the impact on work activities. Half the residents (53%) indicated the road closures would have no impact, while almost a third (33%) indicated the road closures would have a negative impact, including 10 percent a large negative impact.

There were no significant differences in terms of the perceived impact between gender, age groups, wards or whether or not residents were ratepayers.

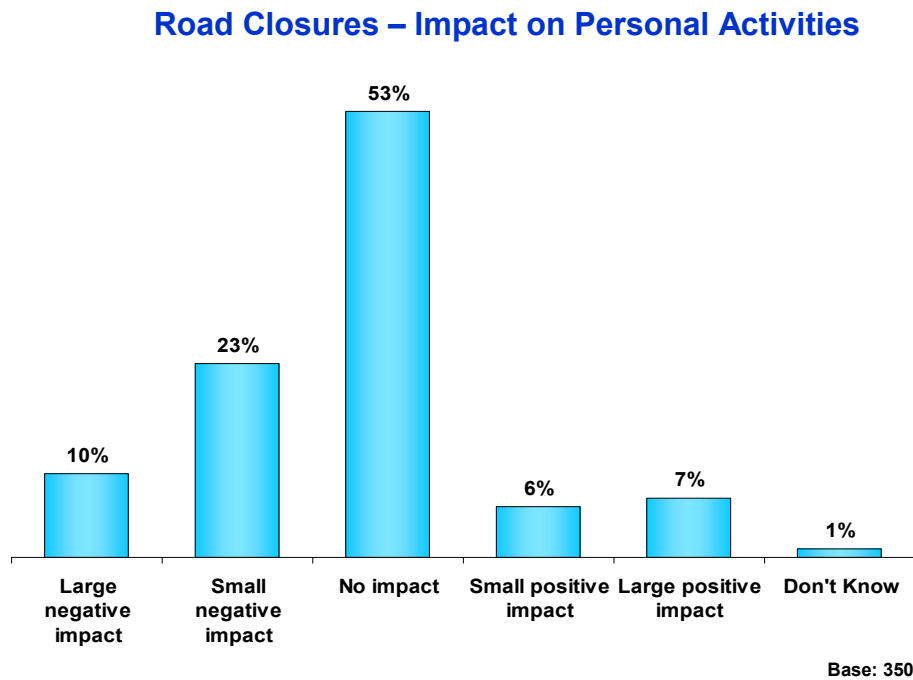


Figure 19: Road Closures – Impact on Personal Activities

7.11 Comparison of Perceived Impact on Residents

The following graph compares the mean ratings for the perceived impact of noise and road closures on work and personal activities in and around the city; there is little perceived difference between them.

Perceived Impact on Residents

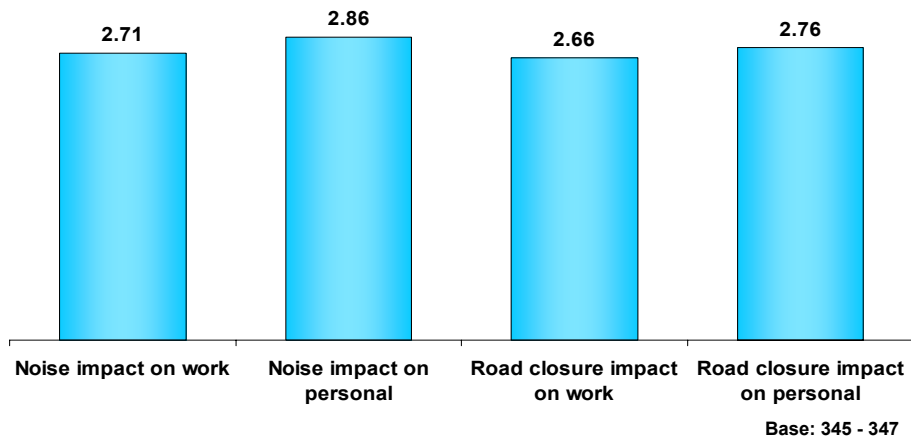


Figure 20: Perceived Impact on Residents

8.0
Interest in Sport and the V8 Supercar Series

8.0 Interest in Sport and the V8 Supercar Series

8.1 Interest in Sport in General

Almost two-thirds (62%) of Wellington residents have a level of interest in sport in general terms. One fifth (20%) are neutral, a similar proportion (18%) are disinterested.

Those in support of the race (41%) were significantly more likely to be very interested in sport in general.

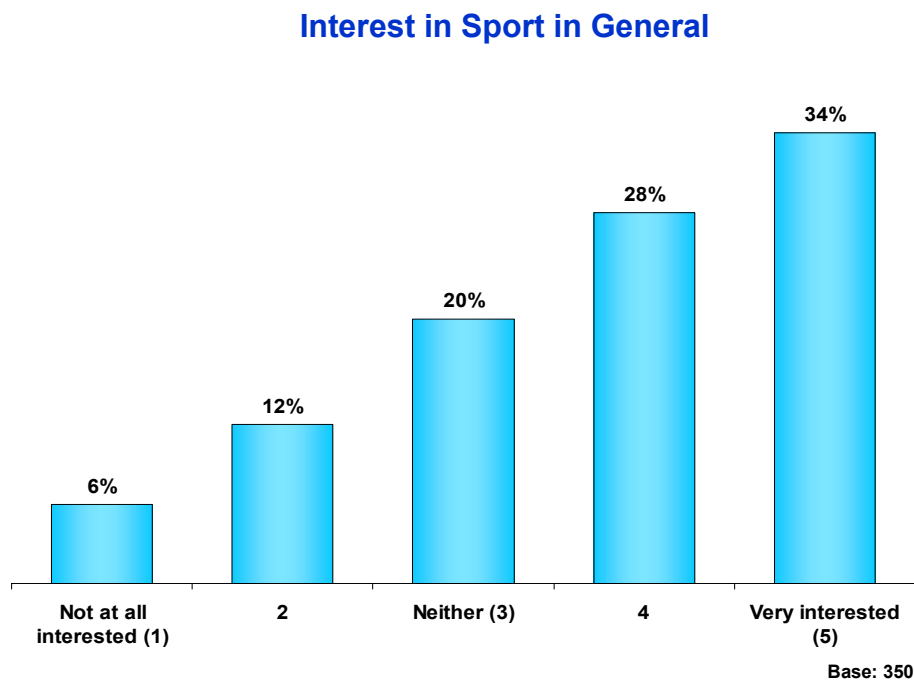


Figure 21: Interest in Sport in General

8.2 Interest in Motor Sport in General

Wellington residents have a considerably lower interest in motor sport (than sport per se), with almost half (48%) indicating that they were disinterested to some degree. Almost one-third (29%) were interested to some degree, while almost a quarter (22%) were neutral.

Males (22%) and those in support of the race (19%) were significantly more likely to indicate they were very interested in motor sport. Conversely females (46%) and those not in support of the race (72%) were significantly more likely to indicate they were not at all interested in motor sport.

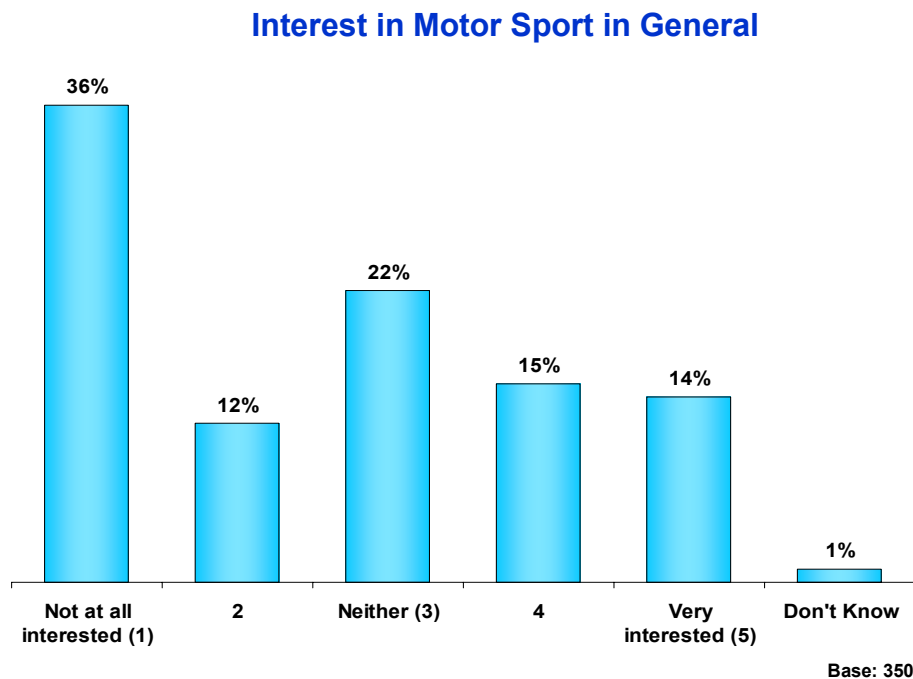


Figure 22: Interest in Motor Sport in General

8.3 Interest in the V8 Supercar Series

The level of interest in the V8 Supercar Series was virtually the same as Wellington residents' interest in motor sport in general. Almost half (49%) indicated that they were disinterested to some degree. Almost one-third (29%) were interested to some degree, while 20 percent were neutral.

Again those in support of the race (20%) were significantly more likely to be interested in the V8 Supercar Series. Females (46%) and those not in support of the race (76%) were significantly more likely to indicate they were very disinterested in the V8 Supercar Series.

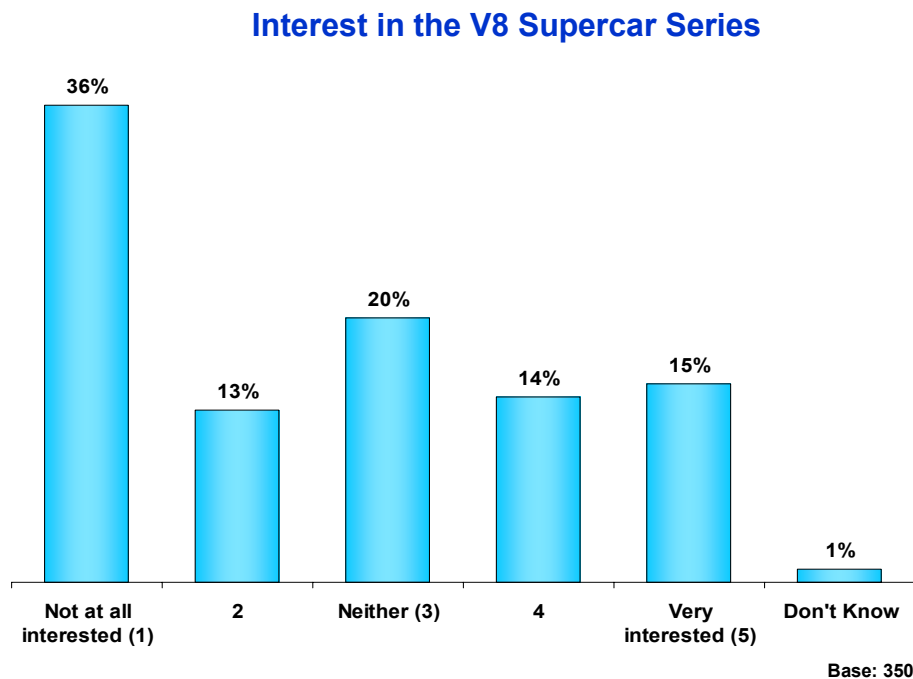


Figure 23: Interest in the V8 Supercar Series

8.4 Likely Event Behaviour

Wellington residents were asked to choose the statement that would best describe their likely behaviour if the event was to be held in Wellington. There was a split response between the options of: staying at home and not following the race in any form (28%), staying at home and following television / radio coverage (27%) and paying to attend the event (24%). Very small numbers (4%) indicated that they would actually leave the city on the weekend of the event if the race was held in Wellington.

Males (35%) and those in support of the event (32%) were significantly more likely to indicate they would pay to see the event. Those aged 15-34 (28%) were significantly more likely to indicate that they would not pay to attend the race, but would try to get a vantage point from outside the race enclosure. Those who were not in support of the race (78%) were significantly more likely to indicate that they would stay at home and not follow the race in any form.

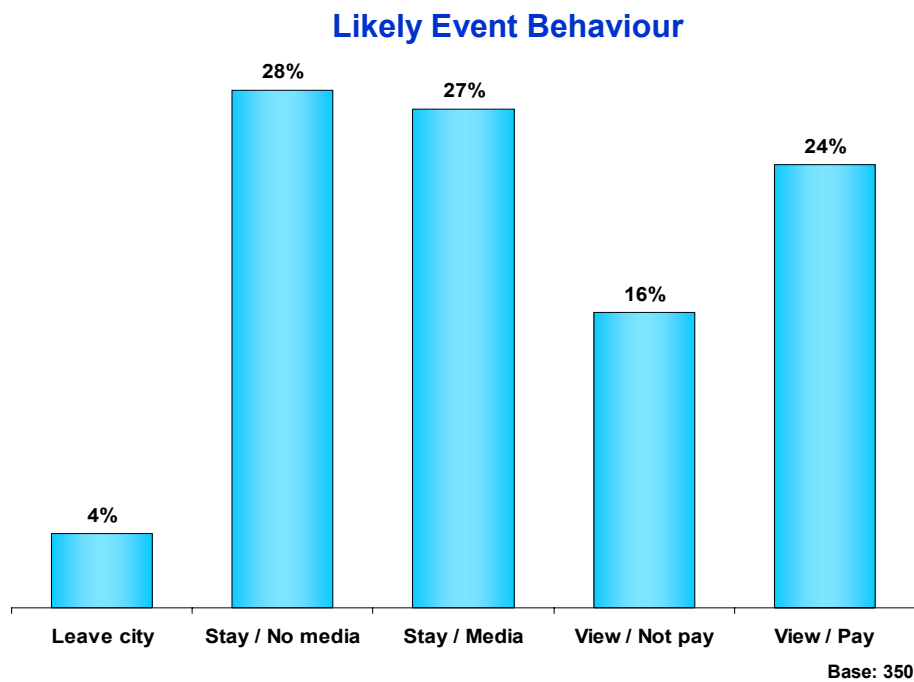


Figure 24: Likely Event Behaviour

8.5 Out of Town Event Attendees

Almost half (47%) of the residents said that they would have friends or family from outside the Wellington Region come to watch the race if it were held in Wellington. Just over half (52%) said that they would not. The mean for all those who stated a valid response (i.e. not don't know, n=346) was 2.8 out of town event attendees per resident.

Those not in support of the race (80%) and those aged 55 years and over (67%) were significantly more likely to indicate they would not have friends or family attend the event from outside the Wellington Region if the event was held in Wellington.

Out of Town Event Attendees

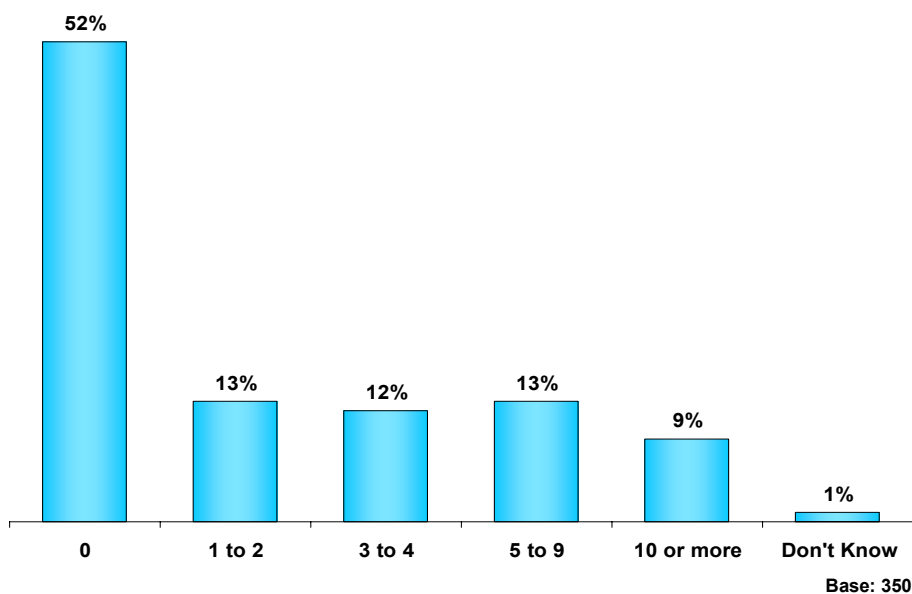


Figure 25: Out of Town Event Attendees

9.0

Use of Rate Payer Funding

9.0 Use of Rate Payer Funding

9.1 Appropriate Use of Rate Payer Funds

Wellington residents were asked how appropriate it was for the Council to subsidise the event by using rate-payer funds. Half (50%) the residents indicated it was appropriate to some degree, while 30 percent thought it was inappropriate to some degree. One in five (19%) were neutral about using rate payer funds to subsidise the event.

Those in support of the event were significantly more likely to believe it was either very appropriate (16%) or appropriate (49%) for the Council to use rate payer funds in this manner.

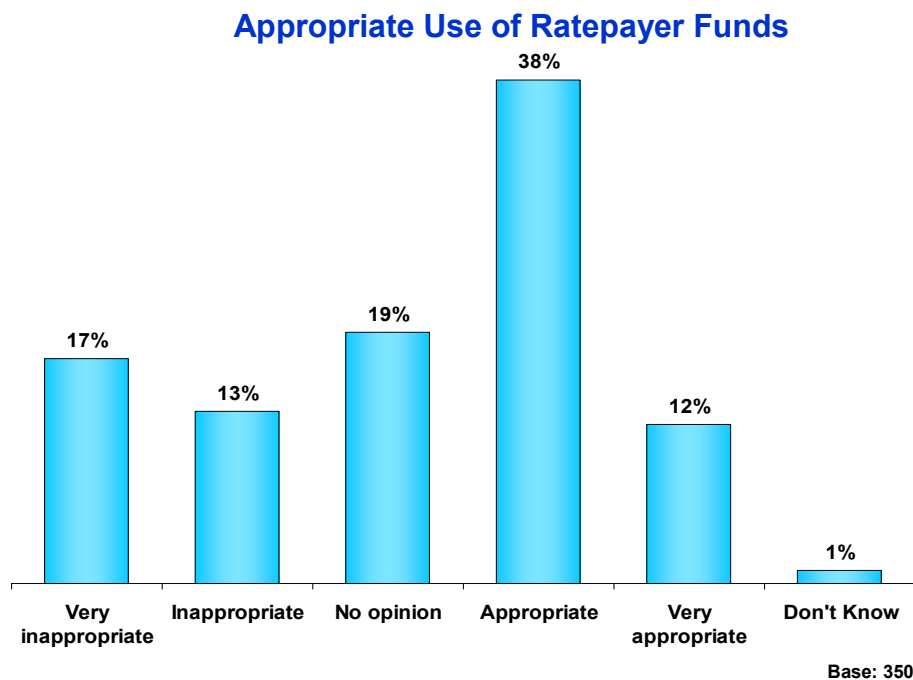
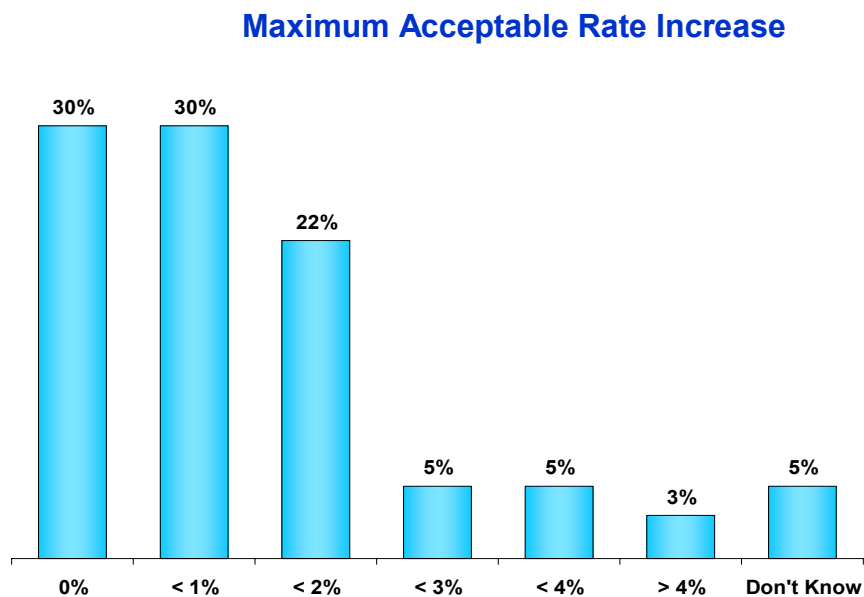


Figure 26: Appropriate Use of Ratepayer Funds

9.2 Maximum Acceptable Rate Increase

Residents were asked to consider what they believed was the maximum acceptable increase in rates so that the Council could subsidise the event. The most common responses (both 30%) were 'no increase' or 'no more than one percent', followed by 'no more than two percent' (22%), 'no more than three percent' (5%), 'no more than four percent' (5%) and 'four percent or more' (3%). The majority (65%) would accept a rates increase of less than one percent⁴.

Significantly, the large majority (82%) of those who opposed the race to some degree did not believe rates should be increased at all.



Base: 350

Figure 27: Maximum Acceptable Rate Increase

⁴ Those who would accept a maximum increase of 'less than one percent' (30%), 'less than two percent' (22%), 'less than three percent' (5%), 'less than four percent' (5%), and 'more than four percent' (3%).

Questionnaire

**Wellington City Council
V8 Supercars – Resident Support
1301749**

Good morning/afternoon/evening my name is I'm from TNS New Zealand a national market research company. Can I please speak to the person in the household who is aged 15 years or over and has had the most recent birthday?

REINTRODUCE IF NECESSARY:

We are doing a survey about a Wellington based event. The survey will take about 10 minutes to complete. Do you have time to do it now, or would you like me to call back at a more convenient time?

ARRANGE CALL BACK IF NECESSARY OR CONTINUE

IF ASKED: The survey is being conducted on behalf of Wellington City Council.

SQ1 Firstly, can you please tell me which Wellington suburb you live in?

DON'T READ. SINGLE RESPONSE.

Aro Valley	1
Berhampore	2
Breaker Bay	3
Broadmeadows	4
Brooklyn	5
Chartwell	6
Central City	7
Churton Park	8
Crofton Downs	9
Glenside	10
Grenada North	11
Grenada Village	12
Hataitai	13
Happy Valley	14
Highbury	15
Horokiwi	16
Houghton Bay	17
Island Bay	18
Johnsonville	19
Kaiwharawhara	20
Karaka Bays	21
Karori	22
Kelburn	23
Khandallah	24
Kilbirnie	25
Kingston	26
Kowhai Park	27
Linden	28
Lyall Bay	29
Makara	30
Makara Beach	31
Maupuia	32
Melrose (west - city side)	33
Melrose (east - airport side)	34
Miramar	35
Mitchelltown	36

Moa Point	37
Mornington	38
Mount Cook	39
Mount Victoria	40
Newlands	41
Newtown	42
Ngaio	43
Ngaruanga	44
Northland	45
Ohariu Valley	46
Oriental Bay	47
Owhiro Bay	48
Paparangi	49
Pipitea	50
Raroa	51
Rongotai	52
Roseneath	53
Seatoun	54
Seatoun Bays/Karaka Bay	55
Southgate	56
Strathmore Park	57
Takapu Valley	58
Tawa	59
Te Aro	60
Thorndon	61
Vogeltown	62
Wadestown	63
Wilton	64
Woodridge	65

IF NONE OF THE ABOVE – CLOSE WITH “Unfortunately for the purpose of this survey we are only looking to talk to Wellington City residents. Thank-you though for your willingness to participate”

SQ2 Do you work for or are you involved with any of the following?
READ EACH INDIVIDUALLY

	Yes	No
Manufacturing	1	2
A market research company	1	2
The Wellington City Council	1	2
The V8 Supercar race	1	2

IF YES TO any of the last three - CLOSE WITH “Unfortunately on this occasion you do not qualify to participate in the survey. Thank-you though for your willingness to participate”

If no to the last three CONTINUE

READ SLOWLY AND CLEARLY. REPEAT IF NECESSARY

The Wellington City Council needs to make a decision on whether to support hosting a street race as part of the V8 Supercar Championship Series. The first race would occur in April 2006 and would be held annually for up to six more years after this. The race will only go ahead if the Council provides financial support to the event.

It is anticipated that \$1,000,000 could be required annually from the Council, which would result in a very small yet to be determined increase in rates. Wellington City residents may be affected as main roads (e.g. Waterloo Quay through Jervois Quay) would be closed for 3 days, Friday to Sunday, the duration of the race. The race and its associated activities would also generate considerable noise. It is estimated that up to 100,000 people would attend the event over 3 days. Conservative economic benefits to the city have been estimated at \$20,000,000 annually. The event and the city will be promoted to a global television audience numbering several hundred million.

Based on this information and anything else you may have seen or heard, I would now like to ask you some questions. The results of the survey will help the Council to decide whether or not to support the race.

OVERALL SUPPORT

Q1 On a scale of 1 to 5 with 1 being strongly oppose and 5 being strongly support, how strongly do you support or oppose the race being held in Wellington,

READ FULL SCALE IF NECESSARY

Strongly oppose	1
Somewhat oppose	2
No opinion either way	3
Somewhat support	4
Strongly support	5
Don't know	9

LINKAGES TO EVENT STRATEGY

Q2 On a scale from 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how strongly do you agree or disagree with each of the following statements about the event.

READ IN ROTATED ORDER

	Strongly disagree	Disagree	Neither/ nor	Agree	Strongly agree	Don't know
The race would be of economic benefit to the city	1	2	3	4	5	9
The race would help to extend the range and scale of sporting events held in the city and Regional Wellington	1	2	3	4	5	9
The race would enhance the profile of Wellington as a leading events destination in New Zealand	1	2	3	4	5	9
The race reflects the city's image	1	2	3	4	5	9

PERSONNALLY IMPACTED

Q3 On a scale from 1 to 5 where 1 is a large negative impact, 3 is no impact and 5 is a large positive impact, to what degree do you believe noise from the event will impact on:

READ

	Large Negative Impact	Small Negative Impact	No Impact	Small Positive Impact	Large Positive Impact	Don't know
Your work activities in and around the central city	1	2	3	4	5	9
Your personal activities in and around the city	1	2	3	4	5	9

Q4 Using the same impact scale, to what degree do you believe the road closures cause by the event will impact on:

READ

	Large Negative Impact	Small Negative Impact	No Impact	Small Positive Impact	Large Positive Impact	Don't know
Your work activities in and around the central city	1	2	3	4	5	9
Your personal activities in and around the city	1	2	3	4	5	9

CONCERNS

Q5 On a scale from 1 to 5 where 1 is none, 3 is a little and 5 is a lot, to what extent do the following event related things concern you as a Wellington City resident:

READ

	None		A little		A lot		Don't Know
Pollution and air emissions	1	2	3	4	5	9	
Noise	1	2	3	4	5	9	
Road closures	1	2	3	4	5	9	
Potential subsequent roading damage	1	2	3	4	5	9	
The high influx of tourists	1	2	3	4	5	9	

INTEREST IN MOTORSPORT AND THIS EVENT

Q6 On a scale from 1 to 5 where 1 is not at all interested and 5 is very interested, how interested are you in the following things:
READ IN ROTATED ORDER.

	Not at all interested	2	Neither/ nor	4	Very interested	Don't know
Sports in general	1	2	3	4	5	9
Motor sport in general	1	2	3	4	5	9
The V8 Supercar series	1	2	3	4	5	9

Q7 Which of these best describes your likely behaviour if the event was to be held in Wellington?

READ IN ROTATED ORDER

I would leave Wellington City for the weekend	1
I would stay at home and not follow the race in any form	2
I would stay at home and watch / listen to the race on television / radio	3
I would not pay to attend, but would try to get a vantage point from outside the race enclosure	4
I would pay to attend the event	5
Don't Know	9

Q8 How many of your family and friends from outside the Wellington Region do you think would be likely to come to Wellington to watch the race if the event is held here?

RECORD NUMBER

--

USE OF RATE PAYER FUNDING

Q9 How appropriate do you feel is it for the Wellington City Council to subsidise the event by using rate-payer funds?

READ FULL SCALE

Very Inappropriate	1
Inappropriate	2
No opinion either way	3
Appropriate	4
Very Appropriate	5
Don't know	9

Q10 What would you consider as the maximum acceptable increase in rates so that the Council could subsidise the event?

READ

No increase	1
No more than one percent	2
No more than two percent	3
No more than three percent	4
No more than four percent	5
More than four percent	6
Don't know	9

DEMOGRAPHICS

ASK ALL

Finally, I just have a few questions to ensure we have interviewed a cross section of respondents.

Q11 Are you a Wellington City Council rate-payer?

Yes	1
No	2
Don't Know	9
Refused	98

Q12 Which of the following age groups do you fit into?

READ

15-24 years of age	1
25-34 years of age	2
35-44 years of age	3
45-54 years of age	4
55-64 years of age	5
65 years of age or over	6
Refused	9

Q13 Which of the following best describes your current household situation?

READ

Young single living alone	1
Group flatting together	2
Young couple – no children	3
Family – mainly pre-schoolers	4
Family – mainly school children	5
Family – children mainly adults	6
Person/couple over 50 years of age – no children at home	7
Other (please specify)	97
Refused (DO NOT READ)	99

Q14 What ethnic groups do identify with?

DON'T READ - MULTIPLE RESPONSE

New Zealand European/Pakeha	1
Maori	2
Pacific	3
Asian	4
Other (please specify) _____	8
Refused	9

Q15 Which of the following best describes you?

READ

Employed full-time	1
Employed 20 hours or less	2
Studying full time	3
Not in paid employment	4
Refused	9

Q16 Which of the following brackets does your household income before tax fall into?
READ

Less than \$20,000	1
\$20,000 - \$29,999	2
\$30,000 - \$39,999	3
\$40,000 - \$49,999	4
\$50,000 - \$59,999	5
\$60,000 - \$74,999	6
\$75,000 - \$99,999	7
\$100,000 or more	8
Refused	9

Q17 Record gender

Male	1
Female	2

CLOSE WITH THANKS

Appendix

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