Whanganui District Council

National Perceptions of Whanganui Research Report

June 21, 2017

WHANGANUI DISTRICT COUNCIL
Te Kaunihera a Rohe o Whanganui

Solutions - more than just research

www.researchsolutions.net.nz

Table of Contents

1 Project Background 2
2 Key Messages 3
3 Results 4
3.1 Reasons for Choice of Location to Live 4
3.2 Favourite Locations within New Zealand 6
3.3 Perception of Lower North Island Locations as Tourist Destinations 8
3.4 Perceptions of Whanganui 11
3.5 Events Associated with Whanganui 14
3.6 Personal Experience of Whanganui 18
4 Results by Region 21
4.1 Preferred New Zealand Locations 21
4.2 Perceptions of Whanganui 22
4.3 Events Associated with Whanganui 23
4.4 Work Opportunities 23
4.5 Personal Experience of Whanganui 24
4.6 Sources of Awareness about Whanganui 25
5 Results by Age, Gender and Household Income 26
5.1 Preferred New Zealand Locations 26
5.2 Perceptions of Whanganui 27
5.3 Events Associated with Whanganui 29
5.4 Work Opportunities 30
5.5 Personal Experience of Whanganui 31
5.6 Sources of Awareness about Whanganui 32
6 The Survey Sample 33

Disclaimer

Research Solutions notes that the views presented in the report do not necessarily represent the views of Whanganui District Council. The information in this report is accurate to the best of the knowledge and belief of Research Solutions Ltd. Research Solutions has exercised all reasonable skill and care in the preparation of information in this report, and accepts no liability in contract, tort, or otherwise for any loss, damage, injury or expense, whether direct, indirect, or consequential, arising out of the provision of information in this report.

1 Project Background

Whanganui is situated on the West Coast of the North Island, located at the mouth of the Whanganui River. The Whanganui District is included in the Manawatu-Whanganui (Horizons) regional council area. Proclaimed a city in 1924, Whanganui has a strong heritage from both Māori and European cultures, and the surrounding land includes highly productive farmland and the Whanganui National Park. At the 2013 census the population was 42,150. The population in 2016 was 43,800[1].

In 2009 the Whanganui District Council (WDC) initially conducted a nationwide survey of perceptions of Whanganui. This perceptions research is intended to provide information in support of WDCs *Visitor Strategy.* The project has been repeated every two years since that time, with the aim of measuring and evaluating any changes in perceptions concerning Whanganui.

The main objective of this research has been to obtain an insight into how people outside Whanganui view Whanganui across a range of quality of life indicators, with some specific questions around tourism and visiting Whanganui; the image of Whanganui; and potential employment and desire to relocate.

The research reported here was completed using a telephone survey. Data collection was conducted from April 3 to May 10, 2017. A total of 762 surveys were completed nationally. The data collection was structured to include equal samples from the Lower North Island (being reasonably in close proximity to Whanganui, and therefore being more aware of the town), and those from the rest of New Zealand. In data collection for 2009 - 2013, the Lower North Island respondents included those living in the Manawatu region. Since 2015, the sample structure was modified to exclude Manawatu residents. A sample of this size provides a maximum margin of error for the total sample of +/-3.4%. The sample from the Lower North Island was 379 while the sample from the Rest of New Zealand was 383, both providing data at +/-5.0%. The sample sizes in previous years of data collection align closely with that of 2017, as shown in the following table:

Table 1-1 Sample Size, by Year

	2017	2015	2013	2011	2009
Lower North Island	379	381	256	244	257
Rest of NZ	383	400	508	520	509
Total	762	781	764	765	766

All analyses have been conducted with data calculated to one decimal place. For ease of interpreting results, data have been presented in this report with no decimal places. As a result, data in some tables may not add to 100% due to rounding. Data have been cross-tabulated by the region of the respondent in Section 5. Where responses in this section are significantly higher than the average, the response has been highlighted in green. Conversely, red has been used to highlight responses that are significantly lower than average.

[1] StatsNZ, Subnational population estimates, Jun 2016

2 Key Messages

Perspective of Whanganui as a Favourite Location: When asked without prompting, Whanganui was identified by ten respondents from the sample as being a favourite location in New Zealand. This was in line with the 2011 or 2013 samples, and an increase on the rate identified in 2015. It is worth highlighting that the response has reverted to a higher level despite Manawatu being excluded from the sample in 2015 and 2017. When prompted to consider lower North Island locations as a tourism destination, over one third (48%) identified Whanganui, representing an increase from the 35% identified in 2015.

Perceptions of Whanganui: When prompted that the research was concerning Whanganui, respondents were most positive about the cost of housing; the lack of traffic congestion, and the culture and heritage of Whanganui. The positive perceptions rating scores (both the average score and the percent who agreed) increased for these factors compared to previous years. The most negative responses related to the level of crime; the perceptions of employment opportunities and innovation; and Whanganui's location as a choice of place to live.

Responses regarding Whanganui were almost universally more positive than in previous years, with the exception of the key question – would you like to live in Whanganui. The response to this question has been largely unchanged since the first data collection in 2009.

Associations with Whanganui: The most commonly identified factors associated with Whanganui were the Whanganui River and National Park. The second most commonly recalled factors were the 'H' and the River Queen. In 2017, unprompted responses regarding both Michael Laws and gangs declined compared to previous years.

Nearly half of all respondents (45%) were unable to identify any specific events conducted in Whanganui without prompting. While still high, this was an improvement over the 48% in 2015 and the 59% in 2013. The most commonly identified events were sports and athletics, rowing and motorcycling/ Cemetery Circuit. When prompted, the most commonly recalled even was the Masters Games. The most commonly identified industry or employment sector in Whanganui was agriculture, followed by tourism. Over half the survey respondents were unable to identify a specific industry or employment opportunity associated with Whanganui.

Media Stories About Whanganui: When asked to identify sources of information concerning Whanganui, the most commonly identified source was personal experience, followed by television, newspapers and word of mouth. When asked to recall any advertising, the most common response was that the advertising concerned Whanganui as a place to visit followed by an event. The most recent media stories about Whanganui recalled by respondents were about the letter h in the name (18%), followed by the floods (16%), and Michael Laws (8%).

Visiting Whanganui: 63% of respondents had visited Whanganui at some stage in their lives, while nearly a half (48%) spent nights in Whanganui. The most common reason for spending time in Whanganui was visiting friends and relatives, followed by visiting for a holiday. Among those who did not wish to visit Whanganui, the most common reason was a lack of awareness of the district, followed by respondents identifying that it simply did not appeal.

Relocating to Whanganui: Three respondents identified that they would consider relocating to Whanganui. This was a higher response rate than had been the case in previous data collection periods. Nearly one in five respondents (18%) noted that they had considered relocation. Most respondents who identified an intention to relocate noted that if they relocated, they would remain in the same region that they currently live in.

3 Results

3.1 Reasons for Choice of Location to Live

3.1.1 Unprompted Response, the Best Thing about Current Location

The survey sought insights about why people enjoyed living at their current location. Without prompting, respondents were asked to identify the best thing about their current location. The most common responses were the scenery of the location, climate, access to beaches and convenience. These were also the top-ranked responses in previous data collection years.

The most significant change since 2015 include 'low crime', ranked at #9 while in previous years this had been included in 'other' responses. Rural settings and a preference for towns with a lower population also were more commonly mentioned in 2017, while activities, employment opportunities and (generic) lifestyle were less commonly identified.

Table 3-1: The Best Thing about Current Location in New Zealand

Factor	Change	N, 2017	Rank, 2017	N, 2015	Rank 2015	No2013	Rank 2013	N 2011	Rank, 2011	N, 2009	Rank, 2009
Scenery	=	245	1	220	1	164	1	98	2	157	1
Climate	=	215	2	179	2	96	4	98	2	87	5
Beaches	=	196	3	167	3	103	3	81	5	110	3
Convenience	=	115	4	160	4	125	2	122	1	136	2
Family/ Friends	↑	103	5	119	6	37	12				
Other water (Lakes/rivers, etc.)	↑	81	6	78	7	37	10				
Activities	↓	76	7	129	5	57	7	67	6	104	4
Attractive	=	76	8	55	8	55	8				
Low crime	*	62	9	-	-	-	-	-	-	-	-
Rural setting	↑	44	10	24	16	20	16	23	12	24	11
Population/ town size	↑	40	11	29	13	28	14				
Employment opportunities	↓	33	12	48	9	27	15	24	11	16	13
Quiet / peaceful location	↑	33	13	25	15	58	6	37	9	38	8
Lifestyle	↓	17	14	46	10	29	13	96	4	27	10
Location	↓	15	15	38	11	37	11				
People	↓	13	16	32	12	62	5	58	7	73	6
Community	↓	12	17	27	14	38	9	33	10	71	7
Other		43		79		69		178		235	

3.1.2 Prompted Factors in Choice of Location to Live

Survey participants were asked to rate the relative importance of factors in their choice of residential location. Respondents provided their rating on a scale of 1 to 5 of a range of factors that may impact on their choice of where to live. The average rating for all factors was between three and five, indicating that almost all factors were considered important to some extent. Until 2017, the most important factor identified since the data collection commenced was an overall good quality of life. In 2017, a Safe community was rated marginally higher than quality of life. Affordability of both houses and living were the next most highly rated services, although the rating of the two changed marginally in 2017

Table 3-2: Relevance of Key Factors in Choice of Residential Location

Factor	Change	Mean score 2017	Rank, 2017	Mean score 2015	Rank, 2015	Mean score 2013	Rank, 2013	Mean score 2011	Rank, 2011	Mean score 2009	Rank, 2009
A safe community i.e. a low level of crime	↑	4.68	1	4.58	2	4.54	2	4.55	2	4.58	2
An overall good quality of life	↓	4.64	2	4.59	1	4.59	1	4.63	1	4.64	1
Quality healthcare available	=	4.50	3	4.44	3	4.39	3	4.41	3	4.44	3
An affordable cost of living	↑	4.33	4	4.35	5	4.30	4	4.26	4	4.32	4
Having affordable houses	↓	4.37	5	4.38	4	4.27	5	4.14	6	4.26	5
The ability to find a job	=	4.26	6	4.17	6	4.26	6	4.23	5	4.12	6
Free of traffic congestion	↑	4.14	7	3.95	9	3.74	13	3.86	8	3.77	9
Access to quality education	↑	4.20	8	3.90	10	3.98	8	3.83	10	3.94	8
A nice looking/ attractive place to live	↓	4.13	9	4.12	7	4.05	7	0	0	0	0
An agreeable climate	↓	4.15	10	3.98	8	3.86	10	3.98	7	4.08	7
Easy access to beaches/ waterways	↑	3.89	11	3.87	12	3.78	12	0	0	0	0
Access to good community and sporting facilities	↓	3.89	13	3.88	11	3.80	11	3.77	11	3.77	10
The ability to achieve financial success	=	3.75	13	3.81	13	3.94	9	3.84	9	3.70	11
Opportunities for career advancement	↑	3.56	14	3.55	15	3.70	14	3.62	12	3.58	13
Being accessible to other centres	↓	3.52	15	3.59	14	3.58	15	3.62	13	3.60	12
Ease of establishing/ doing business	↑	3.41	16	3.39	17	3.44	16	3.50	14	0	0
A good range of shopping	↓	3.37	17	3.48	16	3.40	17	3.46	15	3.56	14
Access to arts and culture i.e. shows and exhibitions	=	3.17	18	3.33	18	3.29	18	3.23	16	3.31	15
Access to tourism activities	=	3.04	19	3.10	19	3.05	19	2.94	17	2.98	16

3.2 Favourite Locations within New Zealand

Respondents were asked to nominate their favourite two locations in New Zealand, followed by their reasons for choosing these locations over others. There was no prompting used in the identification of locations. A broad range of locations were identified, as shown in Table 4.3. The most commonly identified area / region in 2017 was Central Otago/ Queenstown/ Wanaka. This has consistently been the most highly rated region since 2011. In 2017, this was followed by Nelson/ Marlborough, Northland and the Bay of Plenty. Ten respondents identified Whanganui as being their favourite or second favourite location in the country. This was an increase in the response of five in 2015. It is noteworthy that in 2013 and previous years, the sample included Manawatu respondents. The higher rating of Whanganui in the most recent survey should be viewed positively.

Table 3-3: Favourite Locations in New Zealand

Location	Favourite, 2017	2nd Favourite, 2017	Total, 2017	Total, 2015	Total, 2013	Total, 2011	Total, 2009
Central Otago / Queenstown / Wanaka	126	73	199	242	228	179	148
Northland / Bay of Islands	96	96	192	159	132	168	165
Bay of Plenty / Tauranga / Mt Maunganui	84	98	182	191	172	139	126
Nelson / Marlborough	89	65	154	184	164	165	186
Other	48	66	114	117	30	231	209
Christchurch / Canterbury	50	48	98	89	108	84	93
Wellington	40	56	96	116	127	94	73
Hawkes Bay / Napier / Hastings	33	60	93	85	101	41	79
Auckland	40	38	78	88	104	74	51
West Coast / Westland	42	32	74	73	48	61	48
Waikato / Hamilton	22	29	51	22	49	20	20
Coromandel	19	28	47	77	49	78	58
Taranaki / New Plymouth	14	11	25	37	29	23	29
Taupo	18	6	24	26	52	67	65
Otago / Dunedin	9	15	24	28	22	17	27
Southland	5	15	20	9	27	-	-
Fiordland	5	5	10	14	12	-	-
Whanganui	6	4	10	5	10	12	5

3.2.1 Reasons that a Location is a Favourite Place

Respondents were asked why they enjoyed visiting the locations identified. The most common reasons were scenery, activities and weather. In the 2017 data set, additional categories were isolated from the 'other' category, including shopping (ranked 12), fishing and boating (14) and tramping (16).

Table 3-4: Reasons for Preference of Favourite Locations

Reason	2017	2015	2013	2011	2009
Scenery	533	591	555	60	199
Activities	396	490	428	271	77
Weather / climate	395	342	310	88	139
Family and friends there	336	302	121	132	105
Natural attractions (parks, rivers, etc.)	277	300	305	306	89
Family friendly	106	91	147	-	-
Peaceful / quiet/ relaxed	99	55	81	60	42
Easy to get to	69	42	72	37	23
Cafes/ bars & restaurants	68	19	29	-	-
Familiar/ born/ grew up there/ hometown	62	68	74	-	-
Culture	62	29	35	76	17
Remoteness/ unspoilt	55	38	33	-	-
Lifestyle	55	27	29	-	-
Shopping	55				
The people	52	13	34	32	19
Fishing/ boating	47				
Small population/ size	42	34	36	-	-
Tramping	29				
Atmosphere - general	24	39	36	-	-
History	23	11	22	52	19
Convenient/ services	20	15	41	-	-
Other[2]	327	119	143	504	442

[2] Reasons with fewer than 10 responses

3.3 Perception of Lower North Island Locations as Tourist Destinations

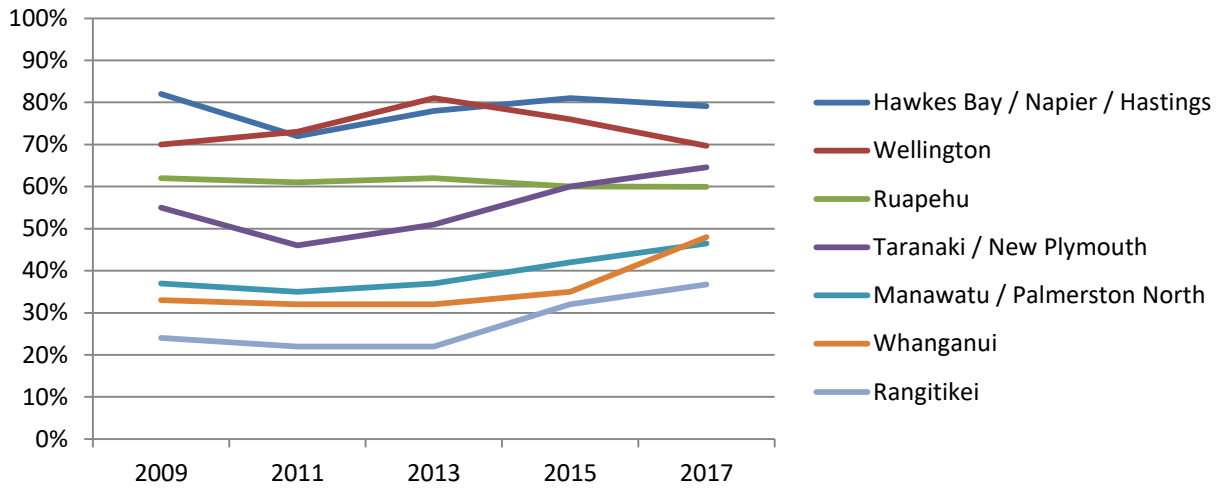
Respondents were asked to identify locations (by region) they would consider visiting as tourists. Six options were provided (with a simple yes or no response for each location). All were in the central and lower North Island. In previous data collection, respondents were only asked whether they would consider visiting these locations. In 2017, they were asked both whether they would consider visiting, and whether they had visited.

The number of respondents identifying that Whanganui would be a place they would consider has increased significantly from 32-35% in previous years to 48% in 2017. Of the locations nominated, the destination most likely to be considered as a tourism destination was Hawkes Bay (79% of respondents); followed by Wellington (70%). The least considered location was the Rangitikei (37%).

Table 3-5 Destinations Respondents would Visit

	Have Visited (N)	Would consider visiting				
		2017	2015	2013	2011	2009
Hawkes Bay / Napier / Hastings	83%	79%	81%	78%	72%	82%
Wellington	93%	70%	76%	81%	73%	70%
Taranaki / New Plymouth	76%	65%	60%	51%	46%	55%
Ruapehu	78%	60%	60%	62%	61%	62%
Whanganui	80%	48%	35%	32%	32%	33%
Manawatu / Palmerston North	72%	46%	42%	37%	35%	37%
Rangitikei	51%	37%	32%	22%	22%	24%

Figure 3-1 Trend, Destinations Respondents would Visit



3.3.1 Factors in the Choice of Holiday Locations

Respondents were asked about the factors they considered when choosing destinations for holidays. The question was asked in an unprompted manner, inviting a diverse response. Since the initiation of the research, the most common response has been Natural Attractions. Responses from 2017 showed an increase in people choosing holiday locations based on family reasons and affordability, while fewer respondents identified the beach as being a primary factor in their choice.

Table 3-6: Factors Considered when Choosing Holiday Destinations

	2017	2015	2013	2011
Natural Attractions	36%	37%	38%	39%
Availability of outdoor activities	31%	35%	35%	
Weather / Climate	26%	26%	10%	11%
Beaches	24%	31%	17%	
Family/ Friends living there	24%	18%		
Accommodation / Affordable to visit	23%	20%	17%	10%
Availability of family activities	16%	19%	19%	
Food	14%	18%	12%	9%
Shopping	11%	14%	8%	9%
Arts, craft and cultural activities	10%	12%	12%	
Walks /Tramping	8%	12%	7%	7%
Specific Event	8%	8%		
Fishing	7%	8%	3%	
Other	36%	36%	47%	75%

3.3.2 Relocation

Survey participants were asked how long they had lived at in their current town or district, and whether they had considered relocating within the last two or three years.

Two people who had most recently moved had only lived in their current location for six weeks, while the longest that anyone had lived in one location was 87 years. The average amount of time that people had lived in their current location was 28.2 years. There was minimal difference in the time spent living in one town in 2017 compared to the results from 2015.

Table 3-7: Length of Time in Current Location

Years	< 1 year	1-3 years	3-5 years	5-10 years	10-20 years	20-40 years	40 years +	Average
2015	2%	3%	2%	10%	20%	30%	32%	28.5
2017	4%	4%	4%	10%	23%	27%	28%	28.5

Nearly one in five respondents noted that they had considered relocation (18%). This represented a decline from the response in 2015 of 25%. While many respondents identified an inclination to relocate, many intended moves were within the region that the individual currently resided. Only three respondents identified that they would consider relocating to Whanganui. Respondents who indicated they had considered relocating to Whanganui gave reasons for considering this. The reasons cited were:

- Family, easy access to stuff. Whanganui, we love it!
- Affordable, access to all things, not too far away.
- Whanganui, but decided to stay here with friends and family

Table 3-8: Potential Relocation

Would move to: / Current Location:	Auckland	Wellington	Christchurch	Other NI	Other SI	Overall
Auckland	2	0	1	22	0	25
Wellington	4	3	1	2	0	10
Canterbury	3	1	6	4	2	16
Bay of Plenty	1		1	5	1	8
Nelson/ Marlborough	4	3	6	3	1	17
Hawkes Bay	2		0	4	3	9
Northland	7	0	1	22	0	30
Waikato	4	1	0	6	0	11
Dunedin-Otago	2	2	2	2	0	8
Taranaki	1	4	1	1	0	7
Manawatu	0	2	0	1	0	3
Central Otago - Wanaka/ Queenstown	1	2	0	0	2	5
West Coast	0	0	0	0	0	0
Whanganui	0	2	0	1	0	3
Southland	0	0	0	1	1	2

3.4 Perceptions of Whanganui

3.4.1 Lifestyle Factors

Survey participants were read a series of statements about Whanganui, and asked to rate their level of agreement on a scale of 1 to 5, where 1=strongly agree and 5 = strongly disagree. The most highly rated factors were that people could afford to buy a house in Whanganui, that there are no problems with traffic congestions, and that Whanganui has a rich culture and heritage.

Nearly all factors were rated higher than the responses from previous years. The trend in responses is provided in a series of graphs on the following page. Unfortunately, the response that was rated most lowly, and that has shown negligible change since 2009 was that respondents would want to live there, with only 11% of respondents agreeing.

Table 3-9: Rating of Specific Factors with regard to Whanganui[3]

		2017		2015		2013		2011		2009	
	Change	Mean	% Agree[4]	Mean	% Agree	Mean	% Agree	Mean	% Agree	Mean	% Agree
I could afford to buy a house	↑	4.15	84%	4.00	79%	3.90	70%	3.88	60%	3.66	50%
Has no problems with traffic and congestion	↑	4.01	80%	3.87	78%	3.93	72%	3.82	57%	3.54	48%
Has a rich culture and heritage	↑	3.99	76%	3.88	79%	3.76	66%	3.66	52%	0.00	0%
The people are friendly	↑	3.90	73%	3.65	64%	3.52	51%	3.55	45%	3.48	46%
Offers a range of events for the whole family	↑	3.80	70%	3.62	63%	3.47	48%	3.49	38%	0.00	0%
Is good place to raise a family	↑	3.64	66%	3.49	56%	3.42	49%	3.26	41%	3.29	40%
Is a beautiful place	↑	3.85	65%	3.54	56%	3.49	46%	3.57	45%	3.44	44%
There are quality education opportunities in Whanganui	↑	3.67	65%	3.44	52%	3.21	39%	3.25	34%	3.24	29%
Provides easy access to other destinations	↑	3.60	63%	3.55	65%	3.40	54%	-	-	-	-
There are a lot of arts and cultural activities available	↑	3.70	61%	3.62	61%	3.36	43%	3.38	33%	3.29	32%
Has easy access to quality healthcare	↑	3.53	57%	3.32	45%	3.27	38%	3.28	26%	3.01	17%
Has a range of leisure activities	↑	3.60	55%	3.45	52%	3.24	37%	3.32	28%	3.21	25%
Has boutique shopping	=	3.38	54%	3.33	48%	3.15	34%	-	-	-	-
Has a pleasant climate	=	3.45	51%	3.47	60%	3.39	46%	3.52	47%	3.40	43%
Is progressive and forward thinking	↑	3.37	47%	3.06	28%	2.75	14%	2.76	10%	2.95	10%
Offers business opportunities	↑	3.28	45%	3.12	30%	3.01	24%	3.04	16%		
Good opportunities for business or career advancement		3.28	45%	2.93	23%	2.86	20%	2.71	13%	2.99	11%
Is innovative and a digital leader	↑	2.95	30%	2.83	18%	2.71	13%				
Has job opportunities	=	2.78	23%	2.73	17%						
Has a low level of crime	=	2.50	18%	2.48	10%	2.50	12%	2.37	6%	2.61	7%
I would like to live in Whanganui	↓	1.60	11%	1.94	11%	1.83	7%	1.85	7%	2.01	9%

[3] Change arrows indicate a statistically valid increase in response since 2015.
[4] For all questions where respondents rate agreement, the percentage shown is the total of those who 'agree' and 'strongly agree'.

Figure 3-2 Percentage who Agree Regarding Specific Factors – Whanganui (Series 1)

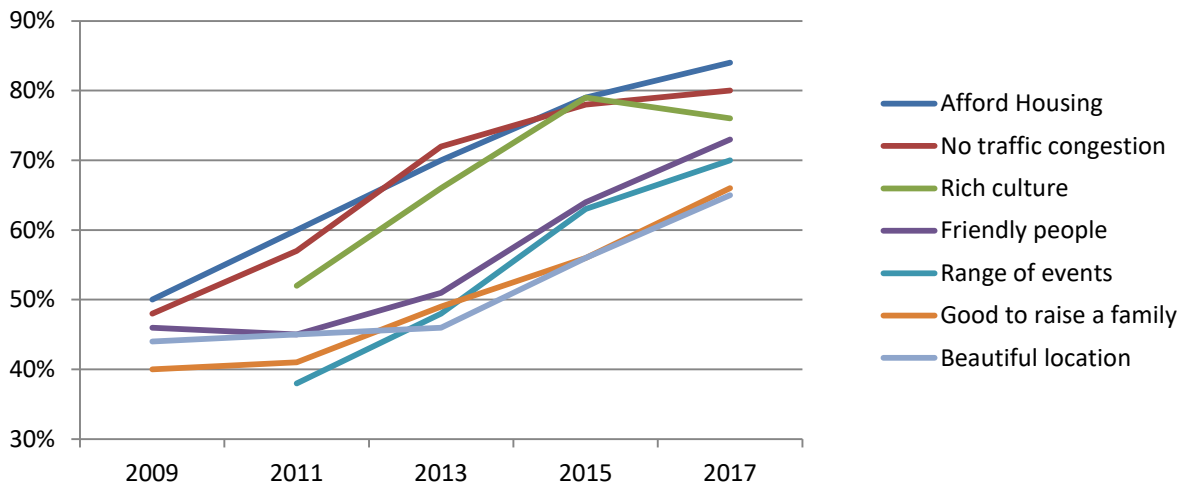


Figure 3-3 Percentage who Agree Regarding Specific Factors – Whanganui (Series 2)

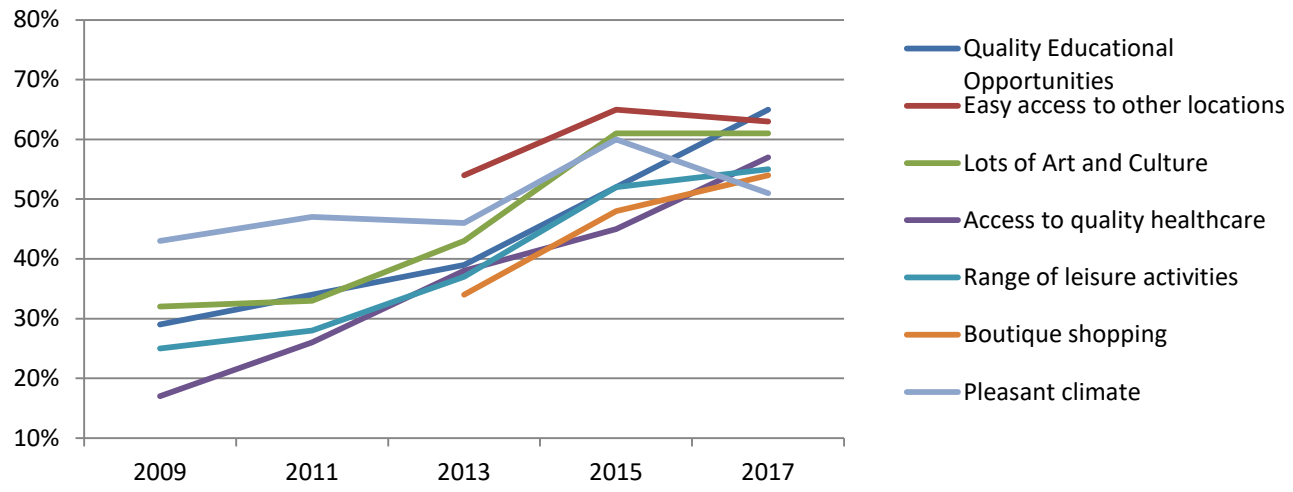
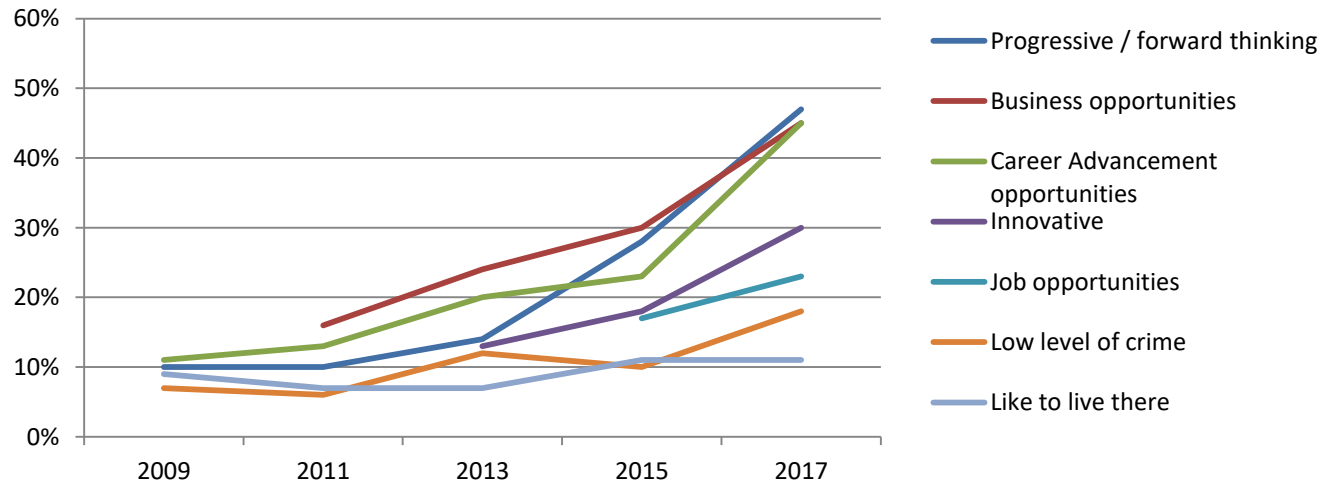


Figure 3-4 Percentage who Agree Regarding Specific Factors – Whanganui (Series 3)



3.4.2 Features Associated with Whanganui

Without providing any prompting, respondents were asked what came to mind when they thought of Whanganui. The most common response in 2017 was the Whanganui River/ National Park; followed by the spelling of the town's name (the 'h') and the River Queen. From all respondents, 18% were unable to name a specific feature.

Front-of-mind associations of Michael Laws with Whanganui had declined from 36% in 2011 to 4% in 2017. Unprompted responses regarding gangs declined significantly to 5%.

Table 3-10: Features associated with Whanganui

	2017	2015	2013	2011	2009
River/ National Park	37%	36%	32%	35%	34%
The H	7%	3%			
River Queen	6%	5%	5%	2%	8%
Gangs	5%	15%	15%	30%	11%
Michael Laws	4%	15%	27%	36%	34%
Waimarie Paddle Steamer	4%	6%	4%	4%	2%
Art/ glass	4%	3%			
The locals/ community	4%	4%	4%	-	-
Family/ Friends there	4%	4%			
Beaches / coastline	3%	4%	7%	4%	4%
Cooks Gardens / Peter Snell	3%	2%	4%	4%	5%
Floods	3%				
Māori History and Culture	2%	5%	5%	4%	-
Heritage / Historic buildings	2%	5%	4%	3%	4%
Sarjeant Gallery / Queens Park	2%	2%	4%	1%	2%
Whanganui Collegiate	2%	4%			
Protests/ activists	1%	3%	4%	-	-
Cemetery Circuit	1%	3%			
Annette Main	0%	1%			
Masters Games	0%	2%			
Other	29%	38%	59%	49%	7%
No perceptions come to mind	18%	12%	16%	15%	17%

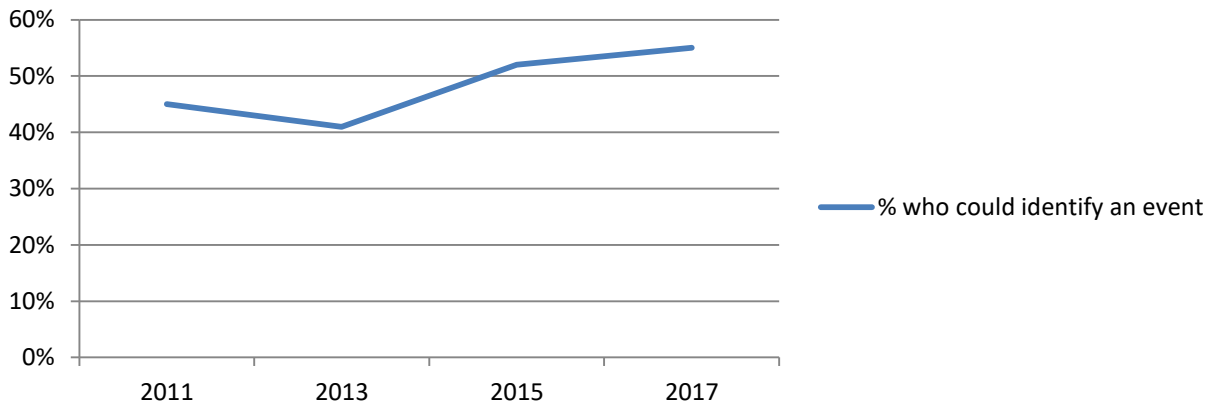
3.5 Events Associated with Whanganui

When asked what events were associated with Whanganui, more respondents (55%) were able to identify an event in Whanganui than had been the case in previous years. The most commonly identified events were general sporting events including athletics and rowing.

Table 3-11: Events Associated with Whanganui

	2017	2015	2013	2011
Athletics/ Sports	6%	13%	7%	-
Rowing	6%	3%	3%	5%
Speedway/ Street Racing/ Motor Racing	6%	1%	2%	-
Motorcycling	5%	12%	6%	8%
River Activities (general/ unspecified)	5%	8%	3%	-
Masters Games	5%	6%	2%	4%
Music Festivals/ Contests/ Opera	5%	2%	2%	-
Arts Exhibition/ Festivals	4%	5%	2%	-
River Boat Cruises	4%	3%	2%	4%
Farming Events	2%	0%	2%	-
Other	9%	15%	19%	34%
None come to mind	45%	48%	59%	55%

Figure 3-5 Able to Identify an Event in Whanganui



After respondents had provided unprompted responses concerning awareness of various events, they were prompted with the names of events and functions that take place in Whanganui, and asked to identify their level of recall of those events. The most commonly identified prompted event was the Masters games, followed by the Cemetery Circuit motorcycle races and the V8 Jet sprints.

Table 3-12: Events Associated with Whanganui

	2017	2015	2013	2011
Masters Games	50%	47%	37%	44%
Cemetery Circuit Motorcycle Races	32%	39%	28%	37%
V8 Jet Sprints	32%	35%	31%	38%
Festival of Glass	23%	23%	23%	24%
Vintage Weekend	19%	12%	16%	
Whanganui Opera Week	14%	11%	10%	14%
Artists Open Studios	14%	9%	10%	
Literary Festival	12%	9%	9%	8%
Billy Webb Challenge	6%	5%	4%	5%

3.5.1 Industries or Employment Opportunities associated with Whanganui

Without prompting, respondents were asked what industries or employment opportunities they associated with Whanganui. Nearly two thirds (64%) were unable to name an industry or employment opportunity. The most common response was agriculture (14%), followed by manufacturing (7%) and food processing (5%).

Table 3-13: Industries or Employment Opportunities associated with Whanganui

	2017	2015	2013	2011	2009
Agriculture	16%	12%	16%	14%	10%
Tourism	8%	6%	5%	6%	4%
Manufacturing	7%	3%	5%	7%	3%
Food processing	5%	6%	6%	6%	2%
Retail	4%	6%	6%	3%	2%
Education	2%	6%	4%	3%	2%
Other	12%	19%	22%	14%	6%
None come to mind	64%	63%	57%	47%	71%

3.5.2 Recall of Publicity about Whanganui

Respondents were asked to identify the sources from which they had learned about Whanganui. The most common source of information was personal experience (31%) followed by television (8%). Many participants identified that they had known someone from the district, or had travelled through as part of a road trip or for business. The incidence of sourcing publicity from television, newspapers and radio has declined each year that the data collection has taken place.

Table 3-14: Sources of Information about Whanganui

	2017	2015	2013	2011
Personal experience	31%	36%	39%	36%
Television	8%	21%	36%	43%
Newspaper	3%	9%	24%	30%
Word of mouth	4%	20%	23%	26%
Magazines	1%			
Radio	2%	11%	11%	17%
Online	3%	3%	7%	6%
Other	2%	8%	8%	13%
Don't know/ none	23%	11%	11%	7%

Respondents were asked to identify whether they recalled any advertising about Whanganui. Just over one in five respondents (21%) identified that they did recall advertising, in line with the response from 2013. These people were then asked to note what the core theme(s) of that advertising were. Respondents could provide multiple answers. The most common answer was promotion of a specific event, followed by recall of a river activities or paddle boat promotions..

Table 3-15: Recall Advertising

	2017	2015	2013	2011
% who recall advertising of Whanganui	21%	23%	22%	27%
An event	25	45	55	82
River activities/ paddle boat	20	10	11	9
A place to visit	17	51	58	42
Can't recall	11	16	42	-
TV story about Whanganui	10			
Other	9	41	8	35
A place to live	4	1	12	8
A conference venue	0	3	2	-
Training opportunities	0	3	-	-

3.5.3 Most Recent Media Story about Whanganui

Respondents were asked to identify the most recent media story they could recall regarding Whanganui. 44% could identify a media story. This was a significant decrease on the percentage of respondents who couldn't recall an issue in 2015. Of relevance to this, the data collection period coincided with the recent flood incident, which resulted in an unintended focus on this event, with 16% identifying the floods. However, it was not the most commonly recalled article, with the 'H' debate being identified by 18% of respondents.

Table 3-16: Recall of Media Coverage of Whanganui

	2017	2015
% who recall media of Whanganui	44%	73%
The h in the city's name	18%	15%
Floods	16%	-
Michael Laws	8%	11%
Gang issues and patches	5%	10%
The Beast of Blenheim parole	0%	3%
Protests	4%	2%
Murders	1%	2%
Sewerage smell	-	2%
Other	9%	18%
Can't recall	2%	27%

3.6 Personal Experience of Whanganui

Respondents were asked about their personal experiences of Whanganui. The respondents from the 2017 sample provided a similar indication regarding the proportion who have visited Whanganui as the 2015 sample, but this was fewer than the respondents from previous surveys[5].Despite the relatively lower number of people who had visited Whanganui compared to 2009 - 2013, a relatively high proportion (48%) had spent nights in Whanganui rather than simply passing through..

Table 3-17 Personal Experiences of Whanganui

	2017	2015	2013	2011	2009
Have Visited	63%	61%	72%	74%	73%
Yes, spent nights	48%	34%	41%	40%	42%
Yes, spent time while passing through	13%	13%	16%	16%	16%
Passed through only	21%	14%	15%	19%	15%
No, never been	27%	39%	28%	26%	27%

Respondents who currently visit Whanganui were asked to identify their reason for visiting. The most common reason was visiting friends and relatives, followed by visit for recreation.

Table 3-18 Current Reasons for Visiting Whanganui[6]

	2017	2015	2013	2011	2009
Visited Friends/ Relatives	17%	33%	25%	25%	25%
Visited for Pleasure[7]			35%	40%	37%
Visited for Holiday	16%	4%			
Visited for Recreation	13%	15%			
Visited for Business	7%	11%	11%	10%	14%
Visited for Event	6%	2%	5%	4%	n/a
Visited for Sport	5%	10%	10%	9%	5%
Other	1%	1%			
Passed through only	21%	24%			

5 This may be attributable to the sample for 2015 and 2017 specifically excluding respondents who live in the Manawatu region.
6 In 2009 - 2013, this question was asked of all who had visited Whanganui, not just those who currently or recently have visited
7 Visit for pleasure was divided into Visit for Holiday and Visit for Recreation in 2015.

Those who had not visited Whanganui were asked whether they would consider visiting Whanganui for a holiday. 21% said that they would. Those who had not considered visiting were asked to provide reasons why they had not considered visiting. The most common reason cited was lack of awareness of the district; followed by simply not appealing.

Table 3-19 Reasons for Not Considering Visiting Whanganui

	2017	2015	2013	2011	2009
Lack of awareness of district	34%	20%	31%	15%	15%
Simply does not appeal	30%	53%	44%	29%	41%
Distance and cost	22%	15%	15%	10%	6%
Perceived lack of attractions	6%	13%	13%	12%	8%
Not considered a destination	4%	3%	4%	-	-
Other	5%	20%	10%	26%	25%
Don't know	1%	2%	1%	4%	2%

3.6.1 Accessing the Whanganui River

In previous surveys, respondents identified that they had visited Whanganui River. The results of this response could be ambiguous, as the river flows through several districts. To understand whether these respondents had actually visited Whanganui town, river users were asked to identify the location(s) at which they had accessed the river. While many identified several locations, the most common location identified was Whanganui Town (17%), followed by Ohakune (5%).

Table 3-20 Location for Accessing Whanganui River

	2017
Ohakune	5%
Pipiriki	3%
Taumarunui	4%
Whanganui town	17%

3.6.2 Friends and Family

Respondents were asked whether they had friends or family living in Whanganui. In 2017, 25% identified that they have friends or family in Whanganui.

3.6.3 Air Services to Whanganui

There have been changes to air services to Whanganui since Air New Zealand discontinued a direct Auckland – Whanganui service in 2016. To measure public awareness of the replacement Air Chathams service, respondents were asked whether they were aware of any regular air services to Whanganui. Those who were aware were asked to identify the airline(s) providing the services, and the destinations served. Nearly three-quarters of all respondents were not aware of any scheduled services to Whanganui (72%). The most commonly identified airline servicing Whanganui was Air New Zealand (25%).Only 2% identified Air Chathams, while 2% also identified Jetstar.

Table 3-21 Perceived Air Services to Whanganui

	2017
Air New Zealand	25%
Air Chathams	2%
Jetstar	2%
Other	1%
Not aware of any services	72%

The most commonly identified destination was Auckland, identified by 11% of respondents, closely followed by Wellington (10%). Christchurch was identified by3%, while some thought that there may be an air service to Hamilton, Rotorua, Napier, Palmerston North or Paraparaumu.

Table 3-22 Perceived Air Destinations Servicing Whanganui

	2017
Auckland	11%
Wellington	10%
Christchurch	3%
Other	3%

4 Results by Region

Data was analysed on a regional basis, with the aim of identifying different perceptions based on the location of the respondents. Responses have been grouped by from five areas of the country, being the three larger cities (Auckland, Wellington and Christchurch), those who live within proximity of Whanganui (designated as Lower North Island), and residents of other parts of the country.[8].

4.1 Preferred New Zealand Locations

When the data regarding perception of Lower North Island Areas as Tourism Destinations were analysed on a regional basis, there were significant variations in the perceptions of specific regions as being tourism destinations. Key variations from the mean scores were:

- Respondents from the 'Rest of New Zealand' were more likely than respondents from other locations to identify Hawkes Bay, Ruapehu and Taranaki as tourism destinations; while being less likely than average to consider Wellington to be a tourist location;
- Respondents from Wellington were less likely to consider the Rangitikei to be a tourist destination than others, while those from Auckland were less likely to consider the Manawatu to be a tourist destination.

Table 4-1 Identification of Tourist Destinations, by Region

	Auckland	Wellington	Christchurch	Lower NI	Rest of NZ
Wellington	77%	77%	76%	72%	56%
Hawkes Bay/Napier/Hastings	89%	64%	73%	81%	97%
Ruapehu	67%	55%	59%	56%	74%
Taranaki/New Plymouth	66%	55%	66%	61%	79%
Manawatu/Palmerston North	39%	41%	54%	45%	48%
Whanganui	45%	44%	50%	50%	50%
Rangitikei	35%	32%	41%	35%	40%

[8] The 'Rest of New Zealand' group includes responses from Northland, Waikato, Bay of Plenty, Poverty Bay, and the South Island excluding Christchurch.

4.2 Perceptions of Whanganui

When individual perceptions of Whanganui were analysed based on region, there was minimal variation in response based on the region of the respondent. Results which showed a significant variation included:

- Christchurch respondents were the least likely to identify Whanganui as being a place that they could afford to buy a house, and less likely to identify Whanganui as forward thinking and progressive. At the same time, they were more likely to identify Whanganui as having rich arts and cultural activities.
- Lower North Island respondents in general were more likely to identify Whanganui as having good educational opportunities;
- Auckland and Wellington respondents had a poorer perception of the friendliness of Whanganui's residents, and that there were good opportunities for career advancement;
- People from the Rest of New Zealand had a higher perception of Whanganui's boutique shopping and quality healthcare. They also were more likely to think that the district was progressive and forward thinking.

Table 4-2: Rating of Specific Factors with regard to Whanganui, by Region

	Auckland	Wellington	C'church	Lower NI	Rest of NZ
I could afford to buy a house	4.3	4.3	3.3	4.3	4.1
Has a rich culture and heritage	3.9	3.9	3.8	4.0	4.0
Has no problems with traffic and congestion	4.2	4.2	3.8	4.0	4.0
There are a lot of arts and cultural activities available	3.5	3.5	3.9	3.6	3.8
The people are friendly	3.4	3.4	3.7	4.0	4.1
Is a beautiful place	3.6	3.6	3.9	3.9	3.8
Offers a range of events for the whole family	3.8	3.8	3.6	3.8	3.8
Is good place to raise a family	3.6	3.6	3.4	3.6	3.7
Provides easy access to other destinations	3.5	3.5	3.5	3.8	3.6
Has a range of leisure activities	3.6	3.6	3.4	3.8	3.5
There are quality education opportunities in Whanganui	3.5	3.5	3.5	3.9	3.8
Has a pleasant climate	3.4	3.4	3.6	3.3	3.5
Has boutique shopping	3.1	3.1	3.4	3.4	3.6
Has easy access to quality healthcare	3.5	3.5	3.6	3.4	3.8
Offers business opportunities	2.9	2.9	3.3	3.3	3.4
Is progressive, forward thinking	3.3	3.3	3.0	3.2	3.7
Good opportunities for business or career advancement	2.5	2.5	3.1	3.2	3.2
Is innovative and a digital leader	2.7	2.7	2.8	3.0	3.2
Has good job opportunities	2.5	2.5	2.8	2.7	3.0
Has a low level of crime	2.4	2.4	2.4	2.4	2.7
I would consider living in Whanganui	1.8	1.8	1.6	1.6	1.8

4.3 Events Associated with Whanganui

Residents of Christchurch were more aware than average of most of the major events in Whanganui, with the exception of the Artists open studio, the Literary Festival and the Whanganui Opera Week. Similarly, those from the Rest of New Zealand were more highly aware of the Cemetery Circuit races, the Festival of Glass, the Literary Festival and the Whanganui Opera Week.

Auckland and Wellington residents showed a lower rate of awareness of many of the events than average, although Wellington residents were more aware of the Artists Open Studios than any other respondents.

Table 4-3: Events Associated with Whanganui

	Auckland	Wellington	C'church	Lower NI	Rest of NZ
Artists Open Studios	7%	21%	13%	11%	16%
Cemetery Circuit Motorcycle Race	21%	24%	46%	25%	38%
Festival of Glass	20%	19%	24%	21%	28%
Literary Festival	13%	7%	11%	12%	14%
V8 Jet Sprints	26%	19%	51%	34%	24%
Masters Games	52%	41%	59%	45%	49%
Billy Webb Challenge	2%	9%	13%	3%	2%
Whanganui Opera Week	12%	10%	16%	13%	20%
Vintage Weekend	11%	17%	26%	19%	17%

4.4 Work Opportunities

When respondents were asked to consider employment opportunities in Whanganui, people living in the Lower North Island were more likely to be able to identify retail and tourism employment categories than those from other regions. Respondents from the Rest of New Zealand respondents were more likely to identify retail, while also being the least likely to identify that non come to mind.

Table 4-4: Perception of Employment Opportunities, by Region

	Auckland	Wellington	C'church	Lower NI	Rest of NZ
Agriculture	13%	14%	14%	19%	11%
Retail	4%	2%	2%	4%	10%
Tourism	6%	3%	6%	9%	8%
Education	3%	3%	2%	2%	3%
None come to mind	60%	65%	61%	59%	44%

4.5 Personal Experience of Whanganui

Wellington respondents were the least likely to have visited Whanganui, and less likely to have only passed through. Those from Auckland were also less likely to have spent time while passing through. Christchurch respondents were the most likely to have spent nights, or to have spent time while passing through.

Table 4-5: Have Spent Time in Whanganui, by Region

	Auckland	Wellington	C'church	Lower NI	Rest of NZ
Spent nights	39%	32%	53%	38%	48%
Spent time while passing through	7%	11%	15%	12%	15%
Passed through only	14%	14%	22%	19%	23%
Have not visited	32%	36%	7%	27%	15%

The analysis of reasons for visiting Whanganui showed that Aucklanders in general showed fewer reasons to visit Whanganui, and those who did were more likely to be in the 'other' category. Christchurch residents were most likely to be visiting friends or relatives, or visiting for business, while those from the Rest of New Zealand, were over-represented in most of the reasons for visiting Whanganui.

Table 4-6: Current Reasons for Visiting Whanganui, by Region

	Auckland	Wellington	C'church	Lower NI	Rest of NZ
Visited Friends/ Relatives	10%	14%	27%	16%	18%
Visited for Recreation	11%	7%	13%	11%	15%
Visited for Holiday	14%	8%	9%	14%	16%
Visited for Business	2%	2%	9%	7%	9%
Visited for Sport	2%	3%	3%	3%	8%
Visited for Event	2%	3%	6%	7%	6%
Other	7%	0%	0%	2%	1%
Passed through only	14%	14%	22%	19%	23%

4.6 Sources of Awareness about Whanganui

Respondents were asked to identify which sources they had learned about Whanganui and whether they recalled any advertising about Whanganui. Those from Wellington were most likely to be aware of Whanganui from television and newspapers, and least likely to identify personal experience. Residents from the Rest of New Zealand were more likely to identify personal experience, and online sources for awareness of the Rest of New Zealand.

Table 4-7: Sources of Media about Whanganui, by Region[9]

	Auckland	Wellington	C'church	Lower NI	Rest of NZ
Personal experience	31%	22%	32%	35%	42%
Television	4%	12%	10%	6%	5%
Newspaper	2%	6%	3%	2%	3%
Radio	0%	5%	2%	1%	3%
Online	3%	3%	2%	1%	10%
Magazines/ Books	1%	2%	0%	0%	3%
Other	3%	1%	4%	1%	1%

[9] Respondents could provide multiple responses, totals exceed 100%.

5 Results by Age, Gender and Household Income

Data were analysed based on other key demographic factors including age, gender and household income. Where responses lie outside one standard deviation from the mean result they have been highlighted, with higher responses in green, while lower responses are in red[10].

5.1 Preferred New Zealand Locations

The data were analysed on the basis of population demographics, identifying places that respondents would consider to be tourist destinations. While there were variations in perceptions for many places based on age, gender and household income, the only statistically valid variation for Whanganui was among those aged 55-64, who were more likely than other age groups to identify Whanganui as a tourist destination.

Table 5-1 Identification of Tourist Destinations, by Age

	18-24	25-34	35-44	45-54	55-64	65+
Wellington	76%	75%	73%	73%	78%	69%
Hawkes Bay/Napier/Hastings	88%	77%	80%	81%	89%	77%
Ruapehu	85%	75%	74%	74%	59%	44%
Taranaki/New Plymouth	59%	68%	64%	65%	68%	62%
Manawatu/Palmerston North	53%	53%	52%	41%	46%	42%
Whanganui	47%	45%	52%	48%	55%	45%
Rangitikei	35%	47%	45%	31%	42%	30%

Table 5-2 Identification of Tourist Destinations, by Gender and Income

	Male	Female	<$20K	$20 – 40K	$40-60K	$60-100K	$100K +
Wellington	67%	77%	71%	72%	61%	79%	67%
Hawkes Bay/Napier/Hastings	80%	81%	66%	72%	87%	89%	80%
Ruapehu	64%	58%	46%	53%	57%	64%	64%
Taranaki/New Plymouth	63%	65%	56%	63%	55%	74%	63%
Manawatu/Palmerston North	48%	43%	54%	55%	45%	50%	48%
Whanganui	50%	47%	54%	51%	53%	52%	50%
Rangitikei	39%	34%	39%	37%	33%	40%	39%

[10] . Where sample size is too small for confidence in this analysis, no colour coding has been added. This is the case in the 18-24,25-34, Income under $20,000 and income $40,001 - $60,000 categories. Those who declined to identify their age or household income were excluded from these analyses.

5.2 Perceptions of Whanganui

When individual perceptions of Whanganui were analysed based on region, there was minimal variation in response based no demographic factors. Factors in which a significant difference was identified include:

- The 35-44 age group were more likely to identify job opportunities, but less likely to identify low traffic problems or quality educational opportunities. The 45-54 age group were less likely to identify quality healthcare or art and cultural activities. Those aged 55-65 were more likely to think that Whanganui is forward thinking and innovative.
- Those with household incomes of between $20 – 40,000 were more likely to rate Whanganui positively across many factors, including being a good place to raise a family, being beautiful, having quality education, having good access to other destinations, having boutique shopping, having career, business and job opportunities, and being innovative. They were less likely to think that they could afford to buy a house in Whanganui.
- In contrast those earning over $100,000 were relatively less positive across many factors. Specifically, they were less likely to consider Whanganui as providing good access to other places, having art and cultural activities, having access to quality healthcare, offering business or career opportunities, or being innovative. They did, however identify that they could afford to buy a house in Whanganui.

Table 5-3: Rating of Specific Factors with regard to Whanganui, by Age

	18-24	25-34	35-44	45-54	55-64	65+
I could afford to buy a house	3.5	4.3	4.2	4.2	4.3	4.1
Has no problems with traffic and congestion	3.9	4.3	3.7	4.0	4.1	4.0
Has a rich culture and heritage	3.6	3.8	4.1	3.9	4.2	4.0
The people are friendly	3.4	3.4	3.8	3.9	4.1	4.0
Offers a range of events for the whole family	3.4	3.5	3.6	3.8	4.0	3.8
Is good place to raise a family	3.2	3.2	3.7	3.6	3.7	3.8
Is a beautiful place	3.5	3.6	3.7	3.8	4.1	3.9
There are quality education opportunities in Whanganui	3.2	3.4	3.4	3.6	3.8	3.9
Provides easy access to other destinations	3.3	3.4	3.5	3.5	3.7	3.7
There are a lot of arts and cultural activities available	3.5	3.3	3.8	3.4	3.6	3.9
Has easy access to quality healthcare	3.4	3.6	3.6	3.1	3.5	3.7
Has a range of leisure activities	3.4	3.3	3.6	3.6	3.5	3.7
Has boutique shopping	3.0	3.3	3.3	3.2	3.6	3.4
Has a pleasant climate	3.4	3.4	3.4	3.4	3.6	3.4
Is progressive, forward thinking	2.8	3.1	3.5	3.4	3.7	3.4
Offers business opportunities	3.0	2.9	3.2	3.3	3.4	3.4
Good opportunities for business or career advancement	3.0	2.7	3.1	2.7	3.1	3.2
Is innovative and a digital leader	2.8	2.9	2.8	2.8	3.2	3.1
Has good job opportunities	2.7	2.6	3.1	2.8	2.9	2.6
Has a low level of crime	2.4	2.3	2.4	2.4	2.6	2.6
I would like to live in Whanganui	1.9	2.0	1.8	1.6	1.6	1.5

Table 5-4: Rating of Specific Factors with regard to Whanganui, by Gender and Income

	Male	Female	<$20K	$20 – 40K	$40-60K	$60-100K	$100K +
I could afford to buy a house	4.3	4.0	3.5	3.7	4.2	4.4	4.5
Has no problems with traffic and congestion	4.0	4.0	3.5	3.9	4.0	4.1	4.1
Has a rich culture and heritage	4.0	4.0	3.9	3.9	4.2	4.2	3.9
The people are friendly	4.0	3.8	4.0	4.1	4.0	3.8	3.8
Offers a range of events for the whole family	3.8	3.8	3.5	3.9	3.9	3.9	3.8
Is good place to raise a family	3.6	3.7	3.2	3.9	3.8	3.6	3.6
Is a beautiful place	3.8	3.9	3.8	4.1	3.9	3.8	3.7
There are quality education opportunities in Whanganui	3.7	3.6	3.5	4.0	3.7	3.6	3.7
Provides easy access to other destinations	3.6	3.6	3.4	3.9	3.6	3.7	3.3
There are a lot of arts and cultural activities available	3.7	3.7	3.8	3.9	3.9	3.7	3.4
Has easy access to quality healthcare	3.7	3.4	4.0	3.7	3.5	3.7	3.2
Has a range of leisure activities	3.6	3.6	3.7	3.8	3.7	3.5	3.5
Has boutique shopping	3.4	3.3	4.0	3.8	3.2	3.3	3.1
Has a pleasant climate	3.5	3.4	3.7	3.5	3.5	3.4	3.3
Is progressive, forward thinking	3.4	3.3	3.4	3.6	3.3	3.5	3.2
Offers business opportunities	3.3	3.2	3.0	3.8	3.5	3.3	3.0
Good opportunities for business or career advancement	3.1	2.9	3.2	3.6	3.0	2.8	2.8
Is innovative and a digital leader	3.1	2.8	3.1	3.3	3.3	3.0	2.5
Has good job opportunities	2.8	2.7	2.6	3.2	3.1	2.6	2.7
Has a low level of crime	2.6	2.4	2.3	2.8	2.7	2.5	2.4
I would consider living in Whanganui	1.8	1.5	1.8	1.7	1.7	1.6	1.5

5.3 Events Associated with Whanganui

There were clearly identifiable differences in awareness of Whanganui's event calendar based on age, gender and household income.

- Men were more likely than women to be aware of the Cemetery Circuit motorcycle racing, the V8 JetSprints and the Vintage weekend, while women were more likely to be aware of the Literary Festival.
- When analysed based on age, those aged under 45 were less likely to be aware of the Masters Games, the Festival of Glass, and the Opera Week. Those aged 45-54 were more likely to be aware of the Festival of Glass, but less likely to be aware of the Vintage Weekend. The 55-64 year old respondents were more likely to be aware of the V8 JetSprints, but less likely to be aware of the Billy Webb Challenge or the Whanganui Opera Week, while those aged over 65 were more likely to be aware of the Artists Open Studios, the Festival of Glass, the Opera Week and the Vintage Weekend, but less likely to be aware of the JetSprints.
- Those from households with incomes $20–$40,000 were more likely to be aware of the Artists Open Studio, the Literary Festival, and the Vintage Weekend, but less likely to be aware of the V8 JetSprints. Those in the $60 - $100,000 range were less aware of the Vintage Weekend, while those in households with incomes over $100,000 were less likely to be aware of the Artists Open Studios or the Literary Festival, but more likely to be aware of the V8 JetSprints.

Table 5-5 Recall of Events, by Age

	18-24	25-34	35-44	45-54	55-64	65+
Artists Open Studios	15%	6%	11%	12%	7%	16%
Cemetery Circuit Motorcycle Race	18%	23%	20%	26%	28%	29%
Festival of Glass	18%	15%	14%	23%	15%	23%
Literary Festival	9%	9%	9%	13%	8%	12%
V8 Jet Sprints	12%	28%	29%	29%	36%	24%
Masters Games	35%	28%	33%	44%	48%	49%
Billy Webb Challenge	9%	6%	8%	5%	1%	5%
Whanganui Opera Week	6%	2%	6%	9%	5%	20%
Vintage Weekend	12%	13%	12%	8%	10%	25%

Table 5-6 Recall of Events, by Gender and Income

	Male	Female	<$20K	$20 – 40K	$40-60K	$60-100K	$100K +
Artists Open Studios	12%	12%	12%	21%	12%	10%	9%
Cemetery Circuit Motorcycle Race	35%	19%	22%	28%	27%	25%	31%
Festival of Glass	19%	20%	12%	21%	26%	17%	19%
Literary Festival	8%	13%	5%	17%	7%	13%	9%
V8 Jet Sprints	35%	22%	20%	23%	28%	33%	34%
Masters Games	43%	44%	29%	40%	47%	45%	50%
Billy Webb Challenge	8%	3%	2%	6%	8%	2%	6%
Whanganui Opera Week	12%	11%	20%	17%	8%	11%	9%
Vintage Weekend	20%	13%	15%	25%	16%	12%	14%

5.4 Work Opportunities

There were relatively few variations in awareness of employment sectors when the data was analysed based on age, gender and household income.

- Those aged 55-65 were more likely than others to think of tourism.
- Those with household earnings of between $20 - $40,000 were less likely to consider agriculture, while households with income of between $60 - $100,000 were more likely to consider tourism as being an employer in Whanganui.

Table 5-7 Perception of Employment Opportunities, by Age

	18-24	25-34	35-44	45-54	55-64	65+
Agriculture	12%	9%	14%	13%	19%	17%
Retail	6%	6%	5%	3%	4%	4%
Tourism	3%	8%	6%	8%	12%	6%
Education	0%	2%	2%	1%	3%	3%
None come to mind	53%	30%	58%	63%	60%	64%

Table 5-8 Perception of Employment Opportunities, by Gender and Income

	Male	Female	<$20K	$20 – 40K	$40-60K	$60-100K	$100K +
Agriculture	17%	14%	12%	9%	15%	15%	26%
Retail	4%	4%	0%	4%	5%	4%	6%
Tourism	7%	8%	2%	6%	7%	12%	8%
Education	0%	4%	7%	0%	2%	1%	4%
None come to mind	54%	62%	66%	63%	59%	58%	53%

5.5 Personal Experience of Whanganui

Older respondents were more likely to have spent nights in Whanganui than their younger counterparts. These variations were statistically significant for those aged over 65, and those aged 35-44. Those aged 45-54 were the least likely to have spent time while passing through Whanganui.

Respondents who came from households earning over $100,000 were more likely to have spend nights, and less likely to have not visited Whanganui. Householders earning between $40-60,000 were less likely to have 'passed through only', while those earning between $60-100,000 were more likely to have 'passed through only'.

Table 5-9 Have Spent Time in Whanganui, by Age

	18-24	25-34	35-44	45-54	55-64	65+
Spent nights	32%	19%	27%	42%	44%	50%
Spent time while passing through	6%	13%	12%	8%	13%	14%
Passed through only	24%	9%	14%	17%	23%	19%
Have not visited	38%	58%	47%	32%	20%	18%

Table 5-10 Have Spent Time in Whanganui, by Gender

	Male	Female	<$20K	$20 – 40K	$40-60K	$60-100K	$100K +
Spent nights	45%	38%	54%	41%	46%	37%	49%
Spent time while passing through	11%	13%	10%	12%	14%	10%	11%
Passed through only	15%	21%	15%	20%	12%	24%	20%
Have not visited	30%	28%	22%	28%	28%	29%	20%

The analysis of reasons for visiting Whanganui showed that those aged 35-44 were less likely to have visited friends or relatives, or to have visited for an event. Those aged 45-54 were the least likely to have visited for sport. The 55-64 aged respondents were more likely to have visited for a holiday, business or sport, while those aged over 65 were more likely to have visited friends or relatives.

When analysed by gender there were no significant difference. Based on income, the respondents from households earning between $60-$100,000 were less likely to be visiting friends or relatives, while those earning over $100,000 were less likely to visit for a holiday, but more likely to visit for business or other reasons.

Table 5-11 Have Spent Time in Whanganui, by Age

	18-24	25-34	35-44	45-54	55-64	65+
Visited Friends/ Relatives	15%	11%	6%	12%	14%	19%
Visited for Recreation	9%	2%	8%	7%	8%	8%
Visited for Holiday	12%	0%	8%	10%	15%	9%
Visited for Business	0%	2%	6%	4%	7%	3%
Visited for Sport	6%	4%	3%	1%	6%	2%
Visited for Event	3%	2%	0%	3%	2%	3%
Other	21%	11%	20%	40%	36%	41%
Passed through only	24%	9%	14%	17%	23%	19%

Table 5-12 Current Reasons for Visiting Whanganui, by Gender and Income

	Male	Female	<$20K	$20 – 40K	$40-60K	$60-100K	$100K +
Visited Friends/ Relatives	15%	14%	12%	17%	22%	10%	17%
Visited for Recreation	8%	7%	17%	6%	14%	5%	5%
Visited for Holiday	10%	9%	12%	7%	15%	12%	6%
Visited for Business	6%	3%	0%	5%	2%	4%	8%
Visited for Sport	2%	4%	5%	4%	3%	1%	4%
Visited for Event	3%	2%	2%	4%	3%	2%	2%
Other	32%	35%	32%	37%	24%	37%	42%
Passed through only	15%	21%	15%	20%	12%	24%	20%

5.6 Sources of Awareness about Whanganui

There were no significant differences in sources of awareness of Whanganui based on age, gender or household income.

Table 5-13 Sources of Media about Whanganui, by Age

	18-24	25-34	35-44	45-54	55-64	65+
Personal experience	29%	21%	35%	43%	45%	46%
Television	6%	9%	6%	7%	5%	7%
Newspaper	9%	2%	2%	2%	1%	3%
Radio	0%	0%	3%	4%	0%	2%
Online	12%	4%	2%	2%	4%	1%
Magazines/ Books	3%	0%	2%	1%	0%	0%
Other	3%	5%	4%	2%	3%	3%

Table 5-14 Sources of Media about Whanganui, by Gender and Income

	Male	Female	<$20K	$20 – 40K	$40-60K	$60-100K	$100K +
Personal experience	38%	44%	40%	46%	35%	42%	50%
Television	7%	6%	2%	6%	8%	7%	8%
Newspaper	3%	3%	5%	4%	1%	1%	3%
Radio	2%	2%	0%	4%	1%	1%	3%
Online	4%	2%	5%	4%	2%	2%	3%
Magazines/ Books	0%	1%	5%	1%	0%	0%	1%
Other	2%	3%	1%	5%	3%	4%	2%

6 The Survey Sample

Table 6-1: Age of Respondents

Age Group	No. of Respondents	% of Respondents
18-24 years	64	8%
25-34	88	12%
35-44	105	14%
45-54	147	19%
55-64	163	21%
65 years and over	195	26%

Table 6-2: Gender of Respondents

Gender	No. of Respondents	% of Respondents
Male	347	46%
Female	415	54%

Table 6-3: Location of Respondents, by data set

Location	No. of Respondents	% of Respondents
Lower North Island	379	50%
Rest of New Zealand	383	50%

Table 6-4: Location of Respondents, by region

Region	No. of Respondents	% of Respondents
Auckland	183	24%
Wellington	60	8%
Christchurch	80	10%
Other NI	368	48%
Other SI	71	9%

Table 6.5: Living Situation of Respondents

Living Situation	No. of Respondents	% of Respondents
Family with children at home	208	27%
Couple, children left home	260	34%
Single person	143	19%
Couple, no children	89	12%
Single person with child(ren)	29	4%
Flat, occupant sharing	14	2%
Other	19	2%

Table 6.6: Income of Respondents

Income	No. of Respondents	% of Respondents
Under $20,000	53	7%
$20,001-$40,000	144	19%
$40,001-$60,000	122	16%
$60,001-$100,000	162	21%
Over $100,000	149	20%
Declined	132	17%

- Research Solutions
Wednesday, 21 June 2017