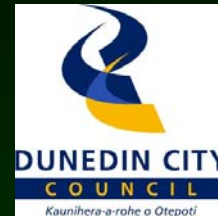


# Evaluating Perceptions of the Opportunity to Build a New Carisbrook Stadium

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Research First

May 25<sup>th</sup> 2007



## Presentation Overview

1. Research design
2. Sampling, and achieved samples
3. Key results



# Section One: Research Design

# Research Design



In April 2007, two surveys were completed to better understand the attitudes of Dunedin and Otago ratepayers and residents towards the opportunity to develop a new Carisbrook Stadium.

- A mail survey of all ratepayers in the Otago region jointly commissioned by the Otago Regional Council (ORC) and the Dunedin City Council (DCC)
- A telephone survey of 2,200 Dunedin City Residents, commissioned by the DCC and was a survey of all residents.
- These surveys provide an insight into the views of the Dunedin and Otago populations



# The Mail Survey

74,759 questionnaires were mailed to ratepayers

- 161 of the DCC surveys were returned as undeliverable
- 358 of the ORC surveys were returned as undeliverable
- 76 ratepayers were sent an additional copy of the survey
- 3 surveys were faxed to Research First
- One photocopied questionnaire was removed from the analysis

29,222 questionnaires returned = a 39% response rate

# The Telephone Survey



- The telephone survey involved a random sample of 2,200 Dunedin City residents
- Used random-digit dialling
- Calls were only made to residential addresses
- Calls answered by commercial operations were excluded



## Section Two: Sampling, and Responses

# The Mail Survey

## Response Rates To Mail Survey By Age Group And Gender

Group	Male	Female
	% of Responses	% of Responses
Age under 24	0.4%	0.2%
Age 25-34	3.7%	2.0%
Age 35-44	10.3%	5.0%
Age 45-54	17.7%	6.7%
Age 55-64	17.6%	6.7%
Age 65+	19.9%	10.5%

N=29,216

# The Mail Survey

## Age and Gender of respondents, Otago Region

	Central Otago	Clutha	Dunedin City	Queenstown Lakes	Waitaki
<b>Male</b>	73.3%	70.6%	63.6%	72.8%	70.3%
<b>Female</b>	24.0%	27.2%	33.3%	25.2%	27.0%
<b>Not Stated</b>	2.7%	2.3%	3.1%	1.9%	2.7%
<b>Age 18-24</b>	0.5%	0.7%	0.6%	0.2%	0.5%
<b>Age 25-34</b>	3.5%	4.6%	6.5%	5.0%	3.0%
<b>Age 35-44</b>	12.6%	13.8%	15.9%	15.3%	10.5%
<b>Age 45-54</b>	22.2%	24.3%	23.0%	26.1%	20.2%
<b>Age 55-64</b>	29.6%	24.1%	22.5%	27.1%	23.7%
<b>Age 65+</b>	30.2%	30.9%	29.8%	25.3%	40.2%
<b>Not Stated</b>	1.3%	1.6%	1.7%	1.0%	1.7%

N=29,216

# The Telephone Survey

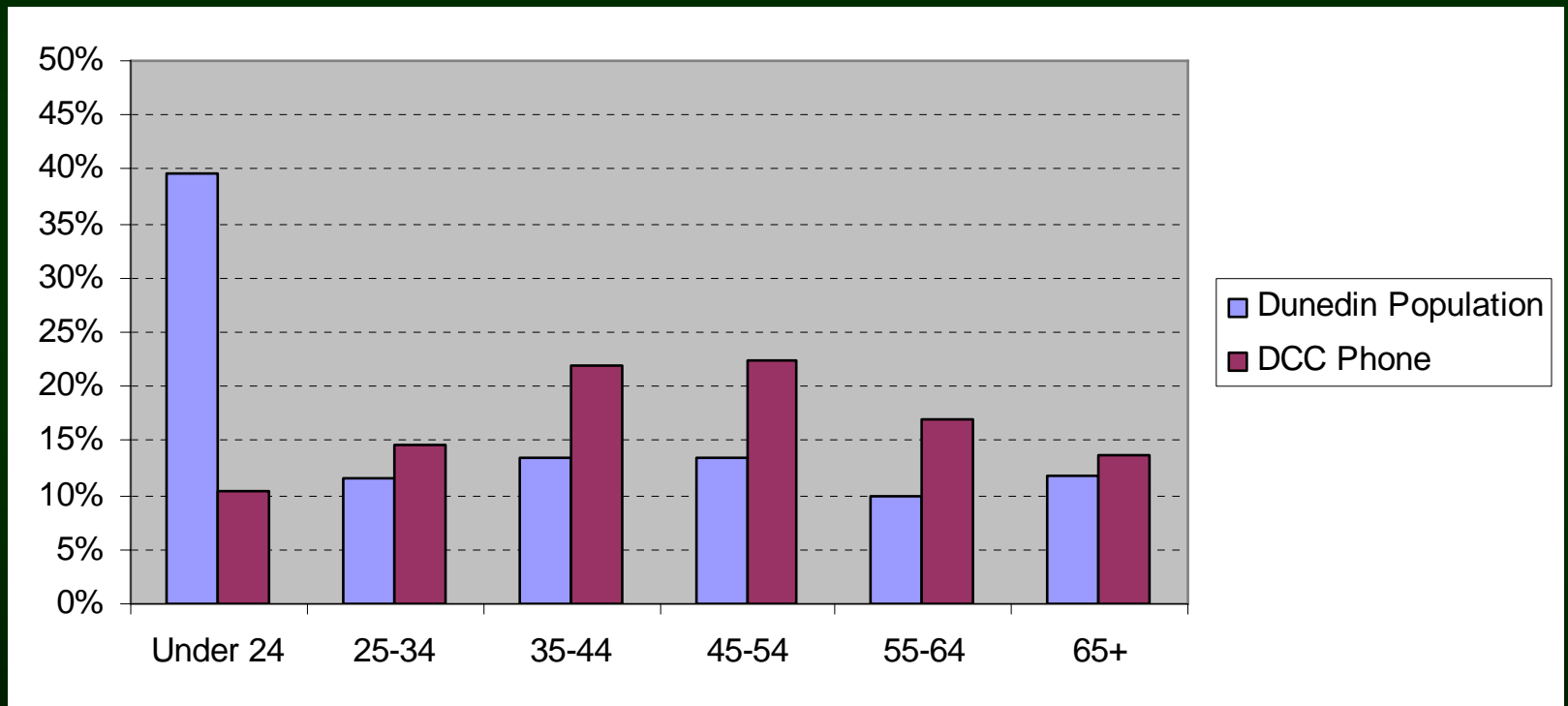


1. To assess how well the achieved sample reflects the wider Dunedin City population, comparisons with the 2006 Census data have been used
2. These comparisons enable the data to be 'normalised' to better represent that wider population
3. The results of the telephone survey are reported as raw data and as normalised data

# The Telephone Survey



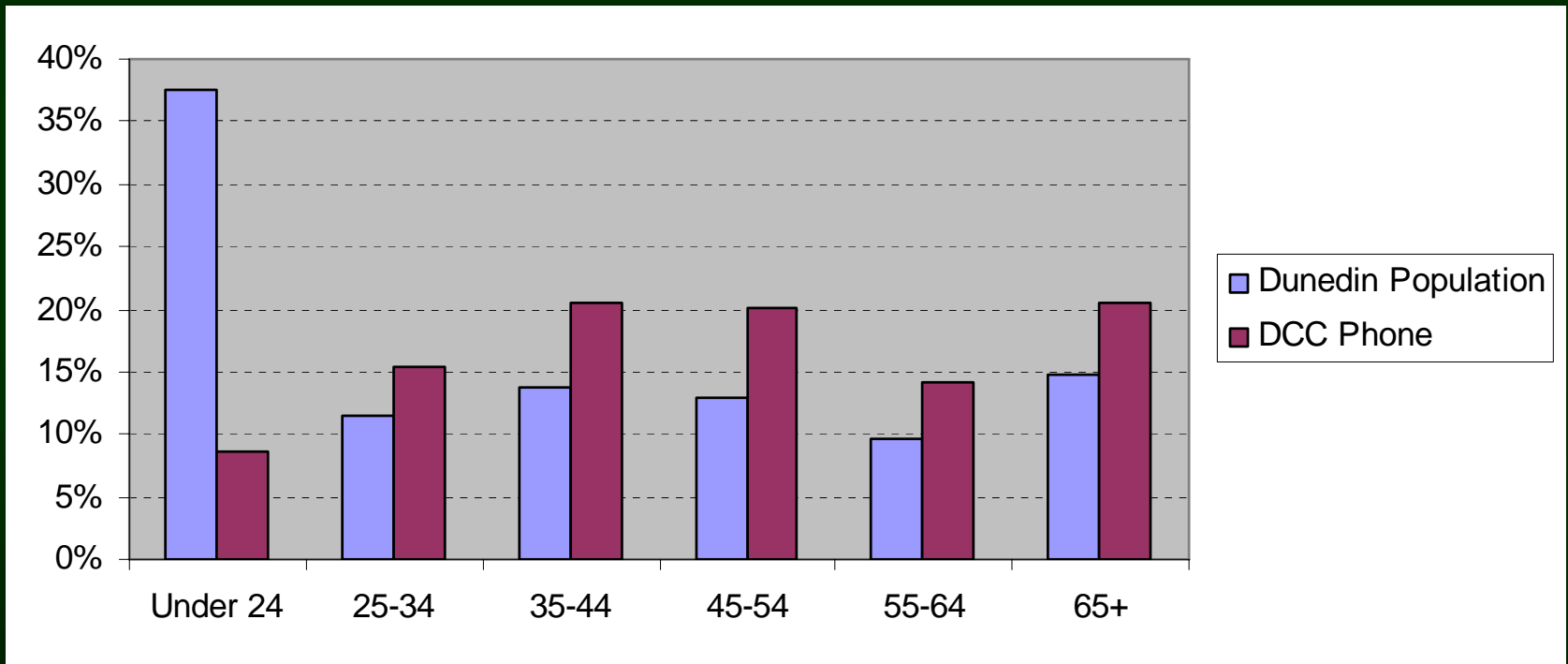
## Male Respondents vs Dunedin City Population



# The Telephone Survey



## Female Respondents vs Dunedin City Population





## Section Three: Research Results



# Section Three: Research Results

## The Stadium

# Support For The Stadium: Mail Survey



**Should a Stadium Be Built in Awatea St, Dunedin?:**

Mail Survey: Raw Data	
Support	Oppose
52.5%	45.2%

**N=29,220**

There is a clear – albeit small – preference for a new stadium to be built in Awatea Street.

# Support For The Stadium: Mail Survey



## Stadium Support by District

	Central Otago	Clutha	Dunedin City	Queenstown Lakes	Waitaki
<b>Total Supporting Stadium</b>	63.5%	57.7%	46.5%	66.3%	44.4%
<b>Total Opposing Stadium</b>	35.2%	41.0%	49.9%	32.5%	53.8%
<b>Not Stated</b>	1.3%	1.3%	3.6%	1.2%	1.8%
	N = 3,383	N = 2,497	N = 16,458	N = 3,834	N = 2,994

N=29,220

# Support For The Stadium: Telephone Survey



**Should a Stadium Be Built in Awatea St, Dunedin?:**

Phone Survey – Raw Data		Phone Survey – Normalised Data	
Support	Oppose	Support	Oppose
60.8%	34.8%	62.2%	28.0%

Phone Survey N= 2,202., margin of error = 2.0%

Higher levels of support for the new stadium in the telephone survey compared to the mail survey. Moderate support.



# Section Three: Research Results Funding

# Should The ORC Help Fund the Stadium?



**Attitudes Towards ORC Funding :**

	<b>Total Responses</b>
<b>Total Supporting ORC Funding</b>	44.0%
<b>Total Opposing ORC Funding</b>	43.5%
<b>No Response / Undecided</b>	12.5%

N=29,222

Respondents divided about the ORC's involvement with the Stadium.

# Should The ORC Help Fund the Stadium?



## Funding Support by District

	Central Otago	Clutha	Dunedin City	Queenstown Lakes	Waitaki
I support it	51.6%	45.7%	42.0%	52.2%	35.1%
I oppose it	24.3%	27.2%	55.8%	25.8%	33.2%
Not stated	24.1%	27.1%	2.3%	22.0%	31.7%

N=29,222

Support for ORC funding involvement varies by district

# Should The ORC Contribute \$37.5m?



## Attitudes Towards \$37.5 Million of ORC Funding :

	All Responses	Those Who Support The Stadium
Total Supporting ORC Funding at \$37.5M	39.7%	78.9%
Total Opposing ORC Funding at \$37.5M	23.0%	12.6%
No Response / Undecided	37.3%	8.5%

*All responses N=29,222 Support Stadium N = 14,121*

More respondents support the ORC being involved to the sum of \$37.5 million than oppose it. A significant proportion of the respondents did not have an opinion with regard to ORC funding the stadium

# Should The ORC Contribute \$37.5m?



## Support for \$37.5m Funding by District

	Central Otago	Clutha	Dunedin City	Queenstown Lakes	Waitaki
<b>I support it</b>	45.8%	41.5%	38.2%	46.9%	30.4%
<b>I oppose it</b>	22.2%	22.9%	22.3%	21.9%	29.4%
<b>Not stated</b>	31.9%	35.7%	39.5%	31.2%	40.3%

*N* = 29,222

# Should The DCC Be Involved in Funding the Stadium?



Should the DCC Be Involved in Funding the Stadium?:

Mail N = 16,512  
Phone N = 2,202

Mail Survey: Raw Data		Phone Survey: Raw Data		Phone Survey: Normalised Data	
Support	Oppose	Support	Oppose	Support	Oppose
40.7%	57.2%	51.9%	44.6%	65.0%	30.1%

Dunedin's population is divided on the question of DCC support for the stadium. Telephone survey random, and residents not only ratepayers

# Should The DCC Be Involved in Funding the Stadium to \$91.4m?



Should the DCC be Involved in Funding at a Level of \$91.4 Million?

Mail Survey: Raw Data		Phone Survey: Raw Data		Phone Survey: Normalised Data	
Support	Oppose	Support	Oppose	Support	Oppose
36.9%	22.2%	43.6%	50.5%	48.8%	44.0%

Mail N = 16,511; Phone N = 2,202

The responses from the both surveys show that while the community is divided, in general it is not in favour of support to the level of \$91.4M



# Section Three: Research Results

## Rates Increases

# Support For ORC Rate Increases



What Level of Rates Increase is Supported to Meet the ORC Funding? :

	All Responses	Those Who Support The Stadium
No increase	22.8%	12.8%
An increase of \$20 per annum	17.2%	32.9%
An increase of \$35 per annum	10.6%	20.9%
An increase of \$50 per annum	11.5%	22.9%
No Response / Undecided	37.9%	10.5%

N = 29.131

# Support For ORC Rate Increases



What Level of Rates Increase is Supported to Meet the ORC Funding? :

	Central Otago	Clutha	Dunedin City	Queenstown Lakes	Waitaki
<b>Nil</b>	19.9%	22.2%	23.3%	20.0%	27.3%
<b>20</b>	20.6%	19.4%	15.8%	19.3%	16.8%
<b>35</b>	13.0%	10.7%	10.2%	11.8%	8.5%
<b>50</b>	13.8%	11.6%	10.8%	16.8%	5.7%

*N = 29,131*

# Support For DCC Rate Increases



## Support for DCC Rate Increase

Mail Survey: Raw Data		Phone Survey: Raw Data	
Support	Oppose	Support	Oppose
34.1%	19.0%	33.2%	49.0%

Mail Survey N = 16,506; Phone N = 1,846

# Support For DCC Rate Increases



**Should the Rate Increase Be in Line With Those Proposed in the Supplied Brochure**

<b>Mail Survey: Raw Data</b>		<b>Phone Survey: Raw Data</b>	
<b>Support</b>	<b>Oppose</b>	<b>Support</b>	<b>Oppose</b>
34.1%	19.0%	37.4%	56.4%

Only those who supported the stadium were asked to respond to this question in the mail survey

# General or Targeted DCC Rate Increase?



Should Any DCC Rate Increase Be General or Targeted?

Mail Survey Raw Data		Phone Survey: Raw Data	
General	Targeted	General	Targeted
12.0%	16.1%	18.2%	16.9%

Mail N = 16,506  
Phone N = 2,202

The majority of respondents did not answer this question in either survey



# Section Three: Research Results Summary



## Ratepayers:

1. There is a clear – albeit small – preference for a new stadium to be built in Awatera Street.
2. Support varies by district
3. Divided about ORC funding involvement
4. Opposed to DCC funding involvement
5. No, or smallest ORC rate increase possible
6. Opposed to DCC rate increase

## Residents:

1. A clear, but moderate, preference for the new stadium (higher level of support than ratepayers)
2. Supportive of DCC funding involvement
3. Opposed to proposed DCC rate increase



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