

# Greater Wellington brand health research

Wave 2: April 2020



# Executive summary

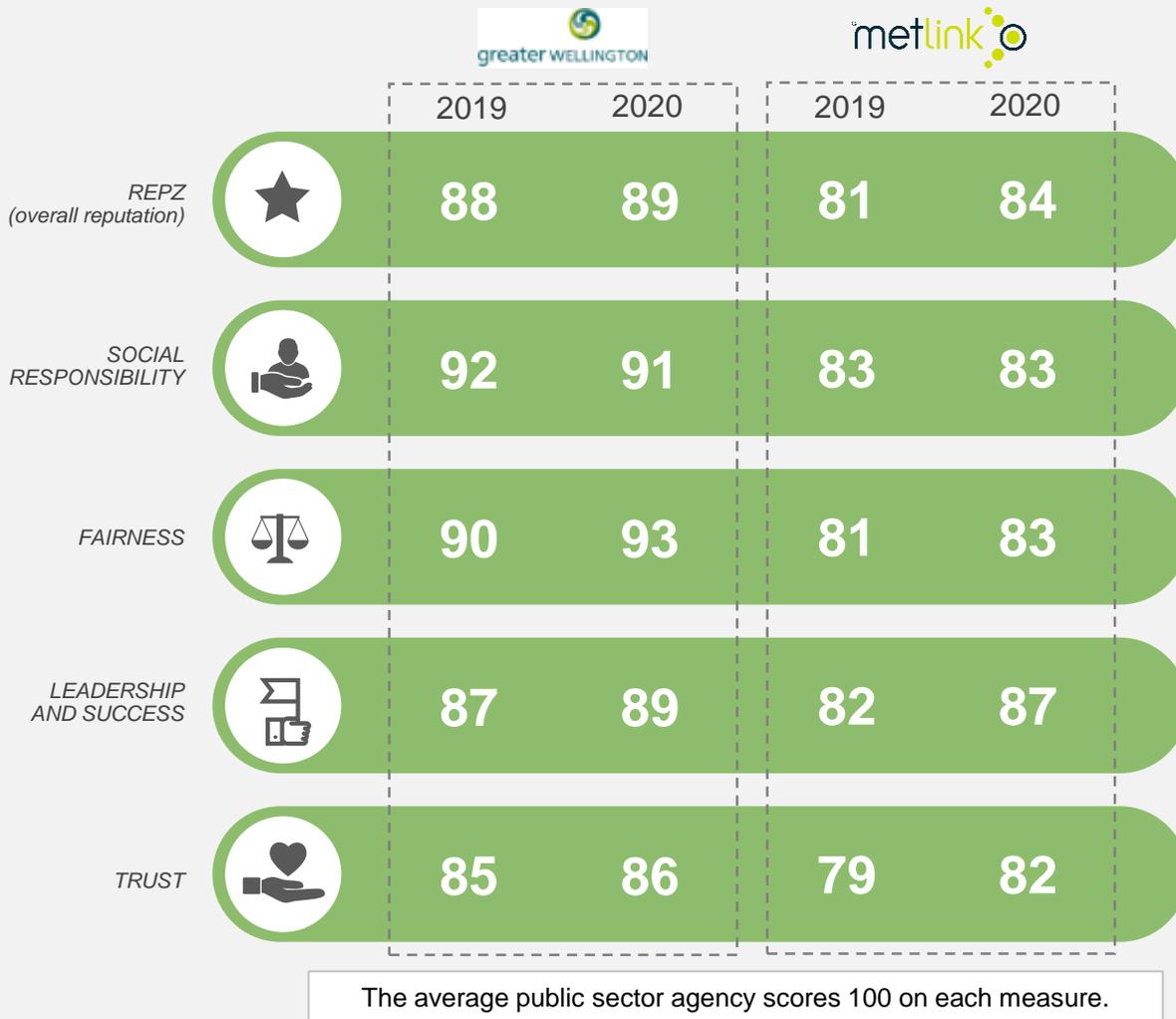
# Awareness of the Greater Wellington and Metlink brands

Awareness of Metlink has increased – both in terms of familiarity with the brand and knowledge of its responsibilities.

In contrast awareness of Greater Wellington is consistent with 2019.



# Reputation



Both brands' reputation scores improved in 2020. This was largely driven by the public transport network changes having a reduced negative impact on perceptions compared to 2019.

PROPORTION OF THOSE WHO FEEL MORE NEGATIVELY TOWARDS EACH BRAND COMPARED TO 12 MONTHS AGO WHO MENTION THE PT NETWORK CHANGES WHEN ASKED WHY



# Levers and priorities



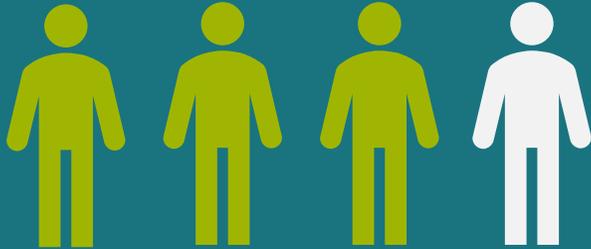
Like in 2019, transport should be a priority for improving Greater Wellington's reputation, but changing the conversation to focus on its strengths may also prove effective.

Metlink should continue to focus on the organisation of public transport. Improving performance in this area will have the greatest impact on reputation.

- **Public transport**  
Organisation, affordability, ease-of-use
- **Other transport responsibilities**  
Regional transport planning, sustainable transport
- **Current brand strengths**  
Regional park management, flood protection

- **1. Organisation**
- **2. Ease of use**
- **3. Affordability**
- **4. Reliability**

# Perceptions on climate change



**3 in 4**

Greater Wellington residents are 'fairly', 'very', or 'extremely' worried about climate change

Residents tend to see central government as having most responsibility for dealing with climate change in the region, but they still think GWRC has a significant role to play.

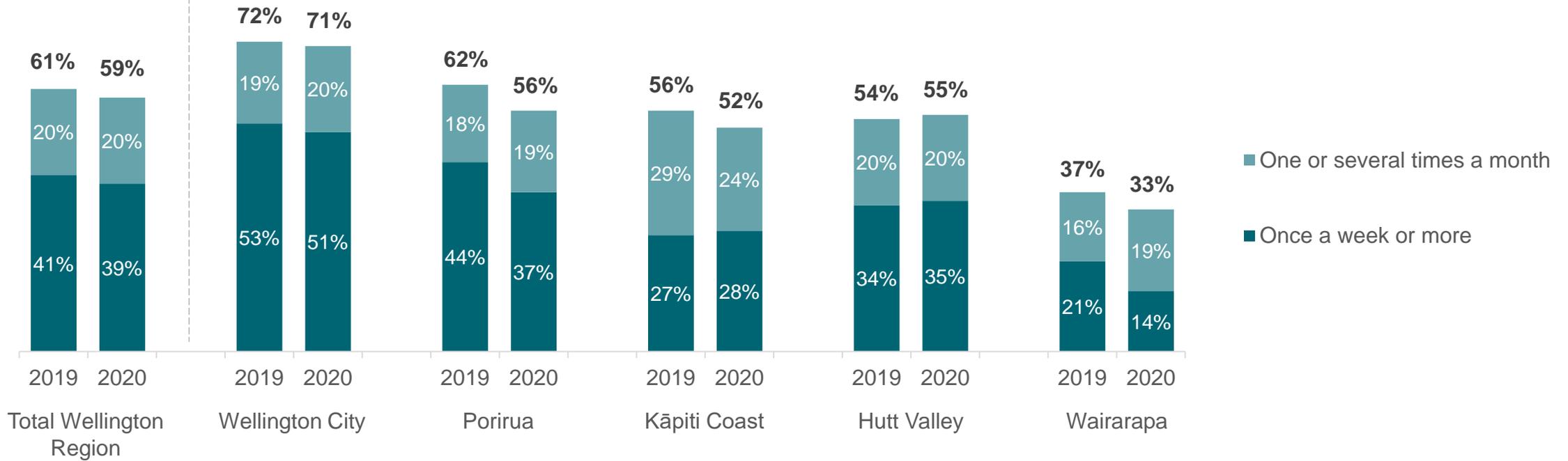


Talking up Greater Wellington's work in the following areas is the most direct path to demonstrating your commitment to tackling climate change...

- **Pollution management**
- **Environmental management**
- **Regional transport planning**

# Public transport usage is largely in line with 2019.

Proportion of public transport users (those using buses, trains, or harbour ferries at least once a month) by sub-region



# Methodology



**ONLINE  
SURVEYS**

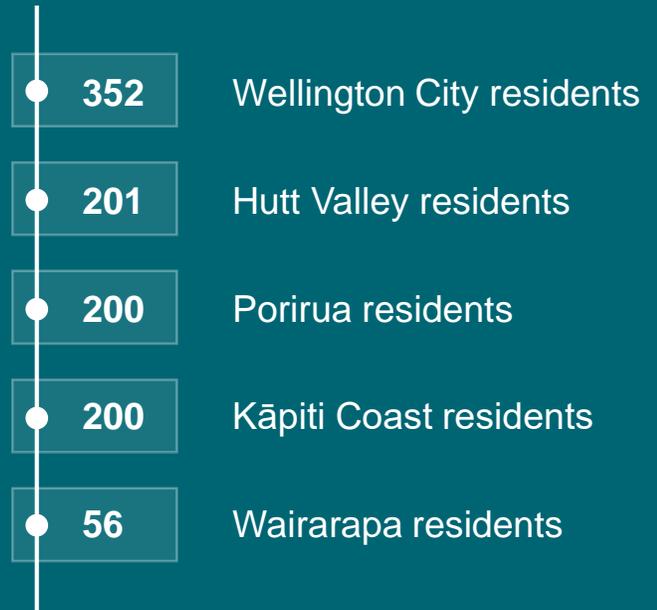


*Results are post-weighted to be representative of the regional population by age, gender, and location.*

**FIELD-  
WORK**

1-15  
MARCH 2020

**1,009** residents of the Wellington Region. Quotas were set to ensure a robust sample of residents in each area:





# Awareness of Greater Wellington and Metlink

We measured awareness of the Greater Wellington brand in two ways to capture both residents' own perceptions of familiarity with the brand, and what they actually know about what Greater Wellington does. Both awareness scores are in line with those measured in 2019.

29%

## Brand familiarity score

30% in 2019

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

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

35%

## Responsibility awareness score

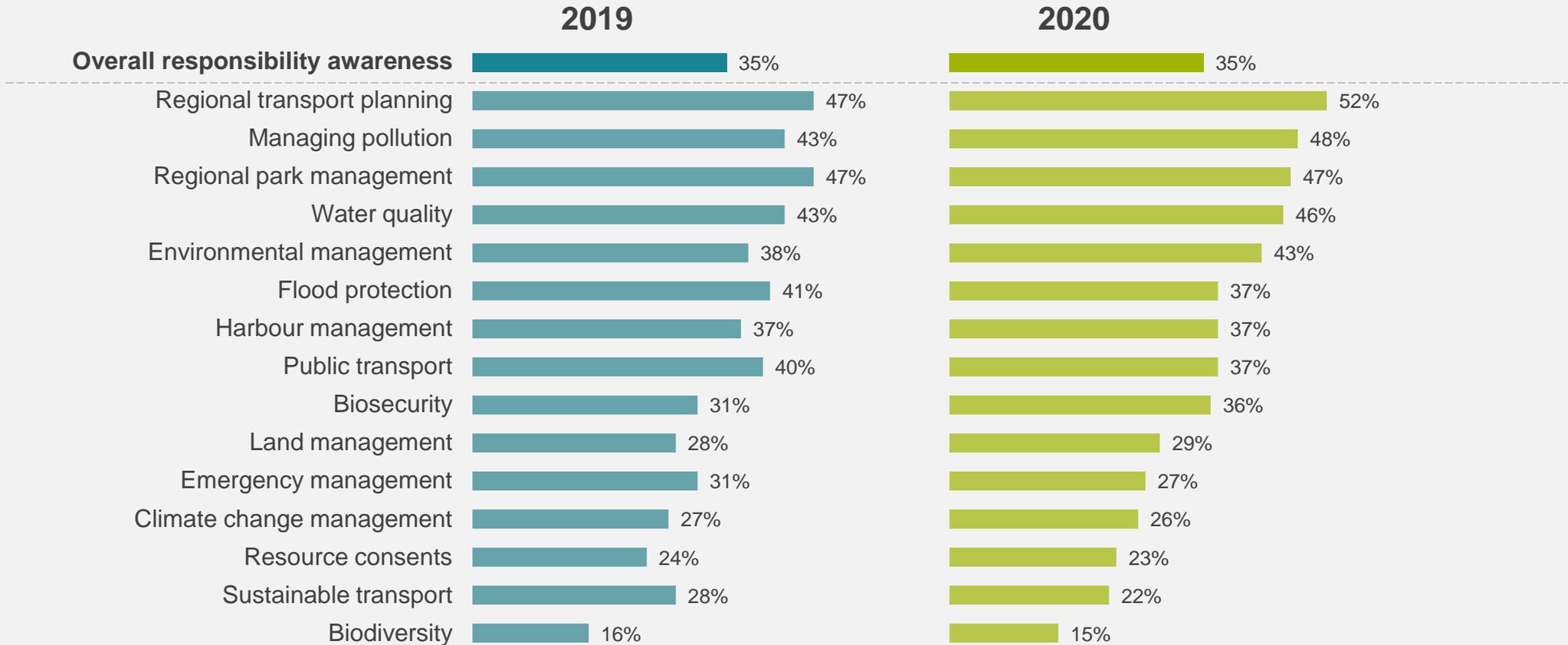
35% in 2019

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

*“Which organisation do you think is mainly responsible for \_\_\_\_\_?”*

# There have been no significant changes in awareness of Greater Wellington’s responsibilities from 2019. GW is best known for regional transport planning and managing pollution (which has sneaked ahead of regional park management this year).

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



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

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



Metlink's responsibility awareness score has increased in 2020, meaning more residents are aware that Metlink is responsible for public transport in the region. Metlink continues to score higher on brand familiarity than Greater Wellington.



57%

## Brand familiarity score

54% in 2019

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

*"How much, if anything, do you know about what Metlink does?"*

▲ 26%

## Responsibility awareness score

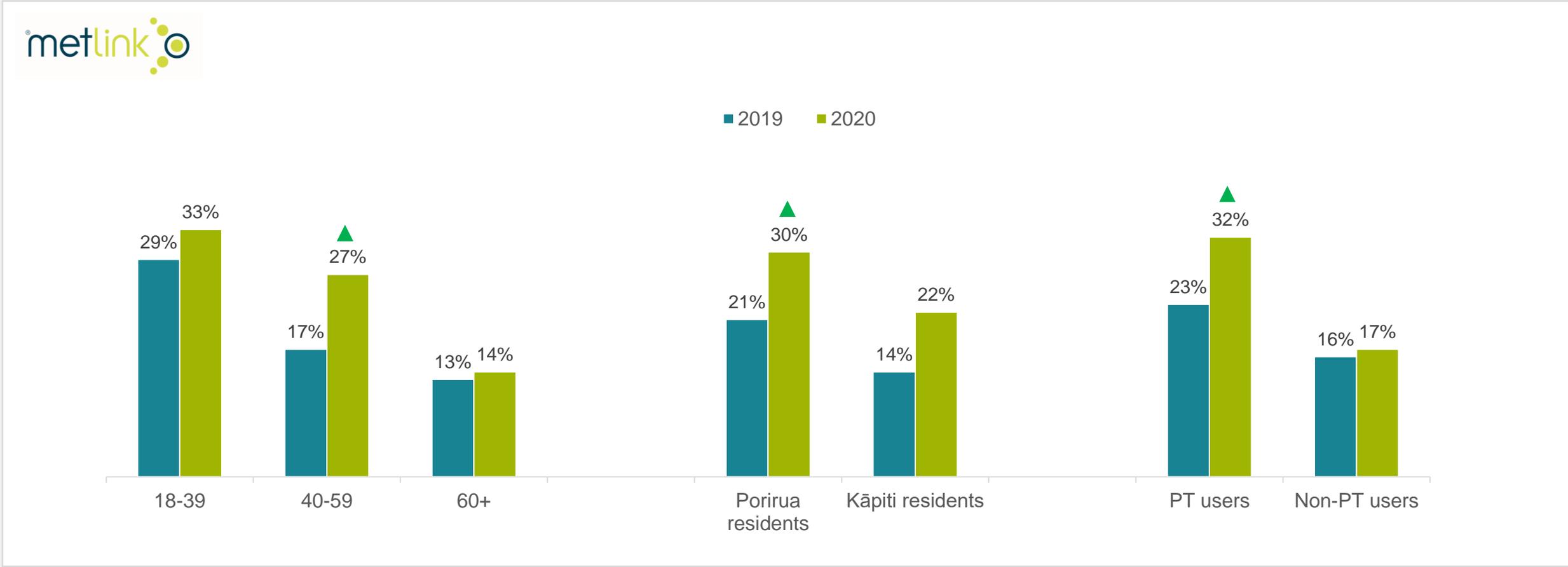
up from 21% in 2019

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

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

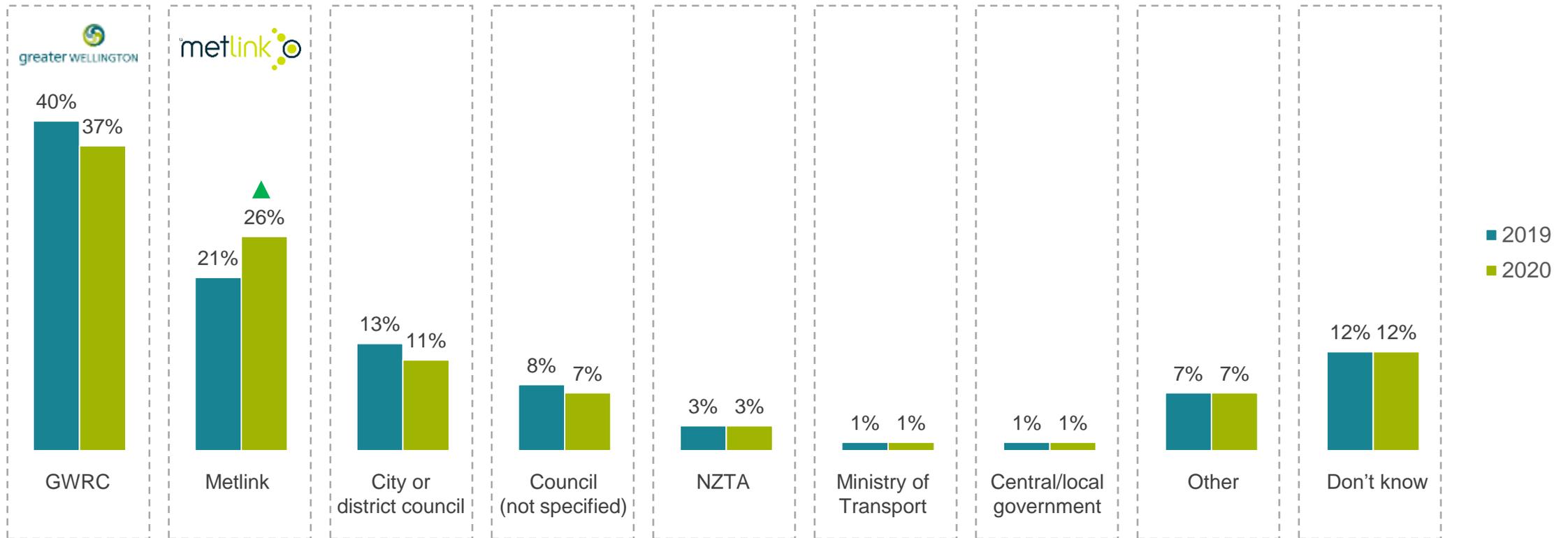
# The increase in responsibility awareness has mainly been driven by 40-59 year-olds, Porirua and Kāpiti residents, as well as public transport users.

## Proportion who think Metlink is mainly responsible for public transport



# However, residents are still most likely to mention Greater Wellington when asked who is responsible for public transport in the region.

## Unprompted awareness of organisation mainly responsible for public transport



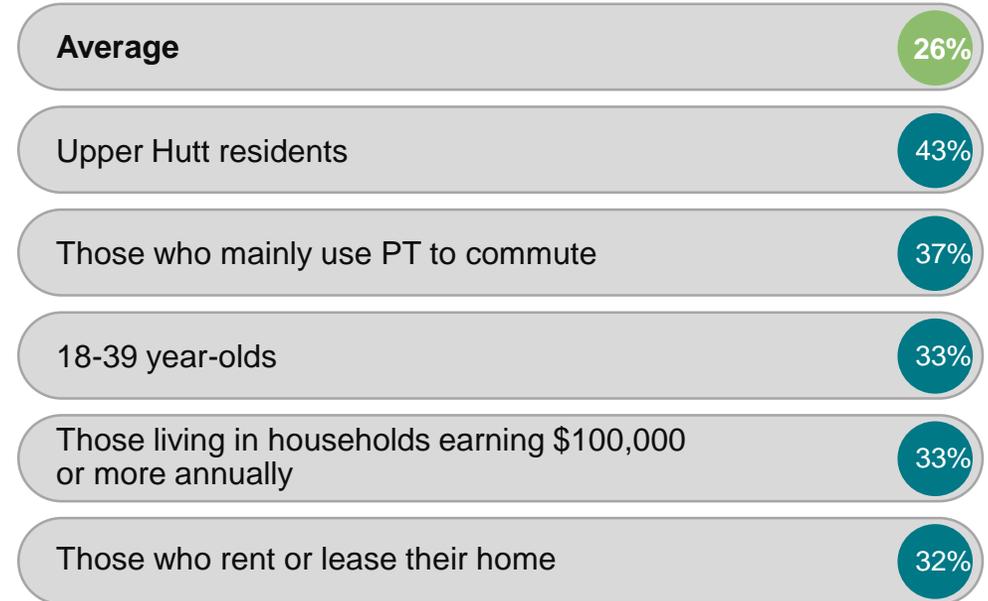
As we saw in 2019, older residents are more likely than average to think Greater Wellington is responsible for public transport, whilst 18-39s are more likely to think Metlink is. There are also other groups more likely to think each brand is responsible for public transport.



Groups **more likely than average** to think **Greater Wellington** is responsible for public transport

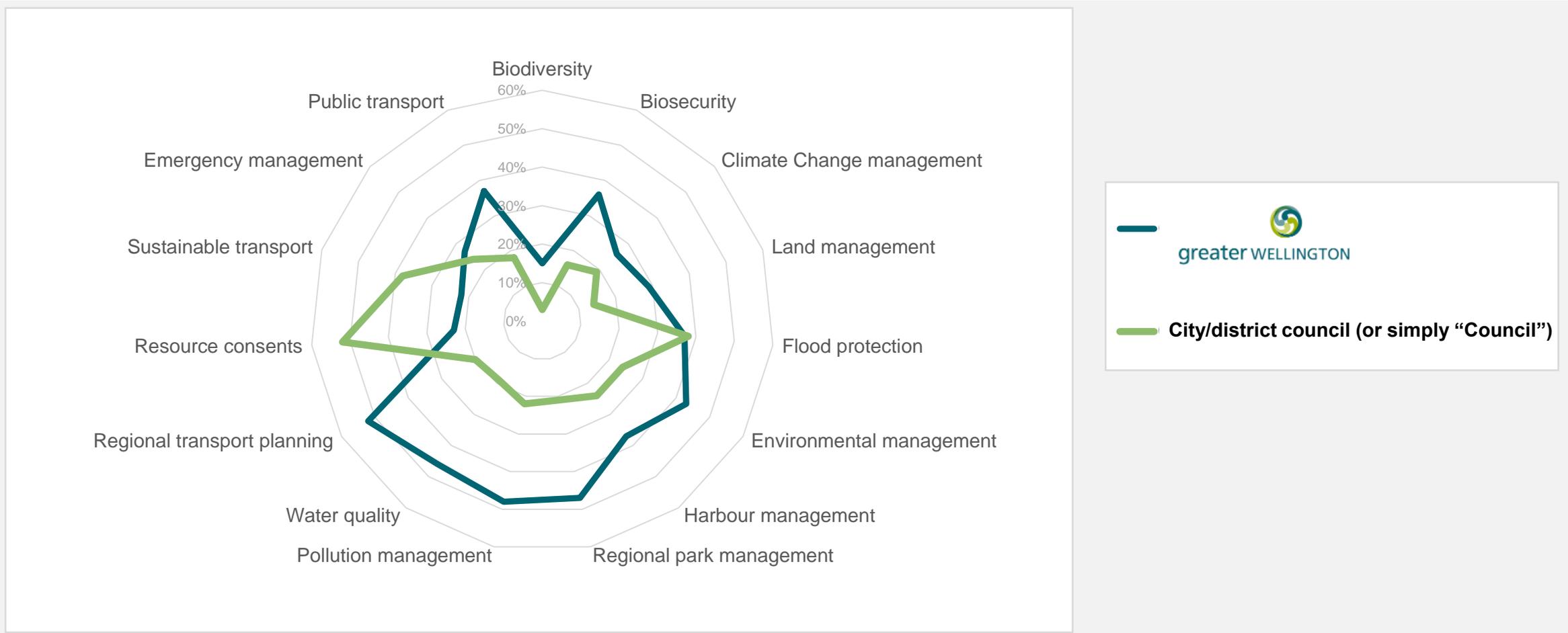


Groups **more likely than average** to think **Metlink** is responsible for public transport



Like we saw in 2019, there is some confusion about which council is responsible for each role. On average, residents mention a city or district council 23% of the time when asked which organisation is mainly responsible for one of Greater Wellington’s roles (the average for Greater Wellington itself is 35%).

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





**Greater  
Wellington  
and Metlink  
reputation**

# Negative sentiment towards both brands has dissipated from 2019.

## Perceptions of the brand compared to 12 months ago

Nett

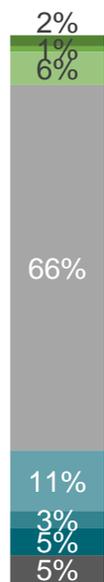
-23%



2019

greater WELLINGTON

-9%



2020

19% ▼

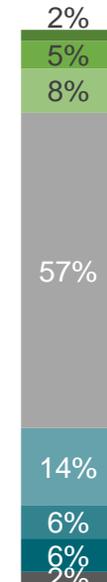
-34%



2019

metlink

-11%



2020

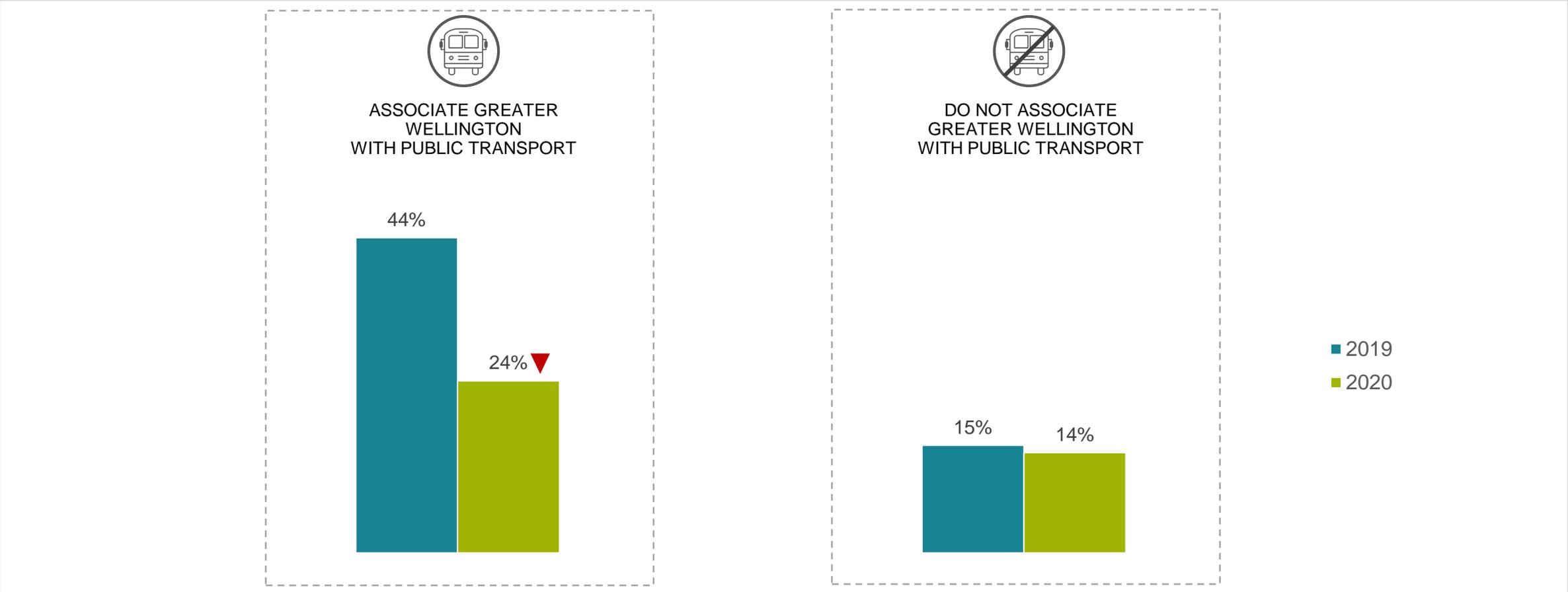
26% ▼

- 7... Much more positively
- 6
- 5
- 4... The same
- 3
- 2
- 1... Much more negatively
- Don't know/not aware



# For Greater Wellington, this improvement was mainly driven by those who associate the brand with public transport.

## Proportion who view Greater Wellington more negatively compared to 12 months ago

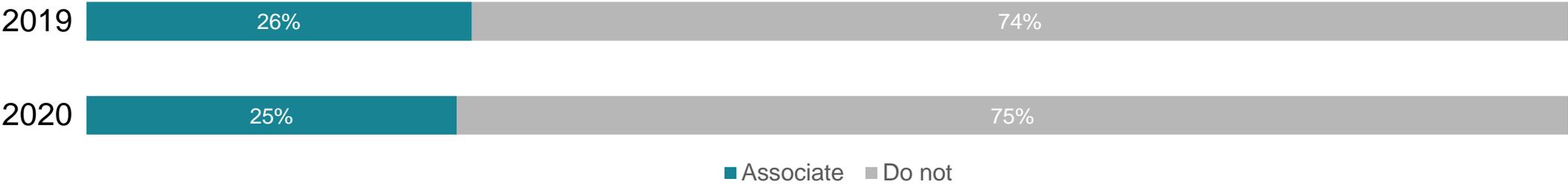


There continues to be a strong linkage between the Greater Wellington brand and public transport, however it's also important to remember that half of residents do not associate GW with public transport.

### Link between the brands



#### A quarter of residents associate Greater Wellington with Metlink...

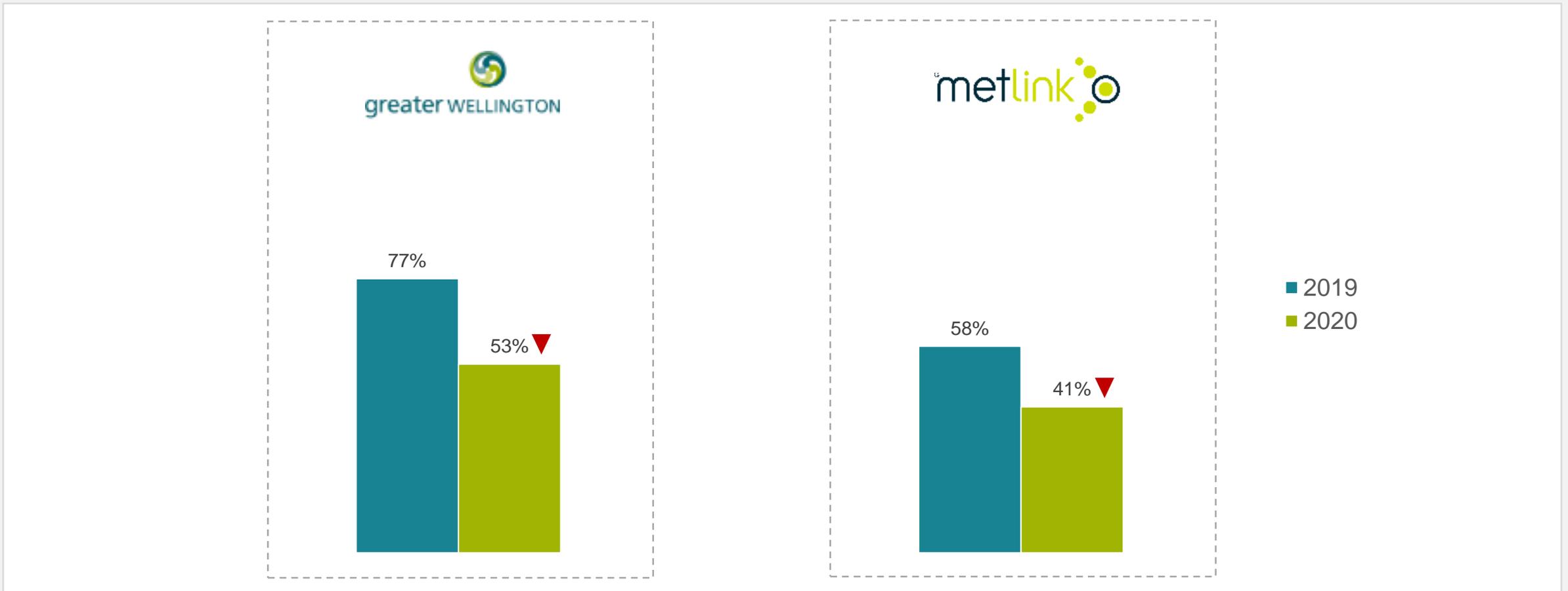


#### Half of residents associate Greater Wellington with either Metlink or public transport...



# The network changes are beginning to fade in residents' minds.

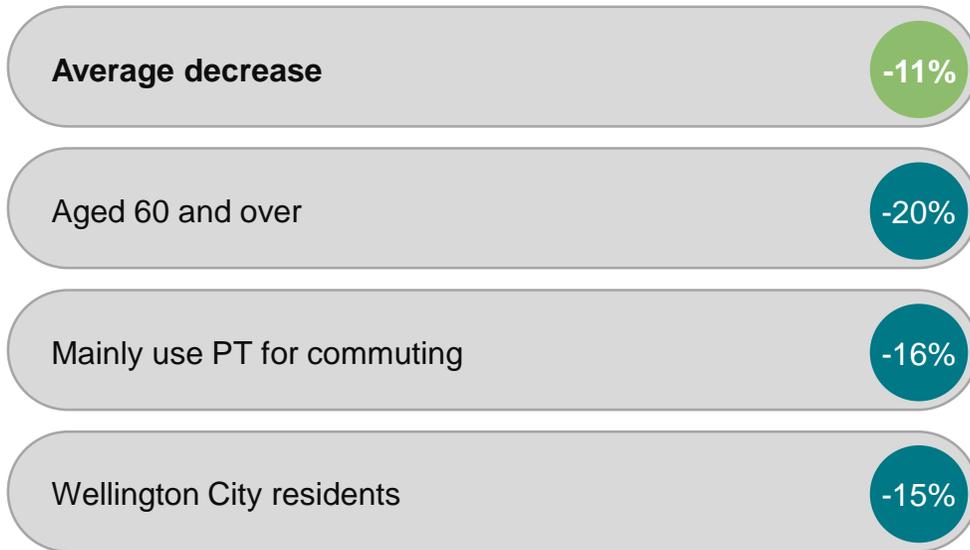
Proportion who cite the public transport network changes when asked why they feel more negatively compared to 12 months ago



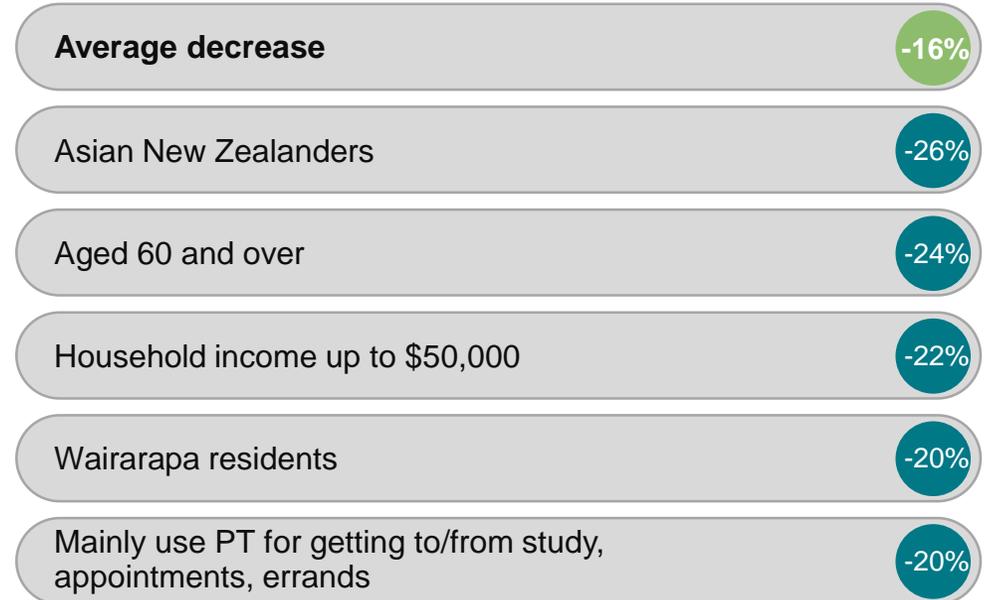
# Perceptions improved more markedly amongst some groups.



*%-point **decrease** in proportion who feel **more negatively** compared to 12 months ago*

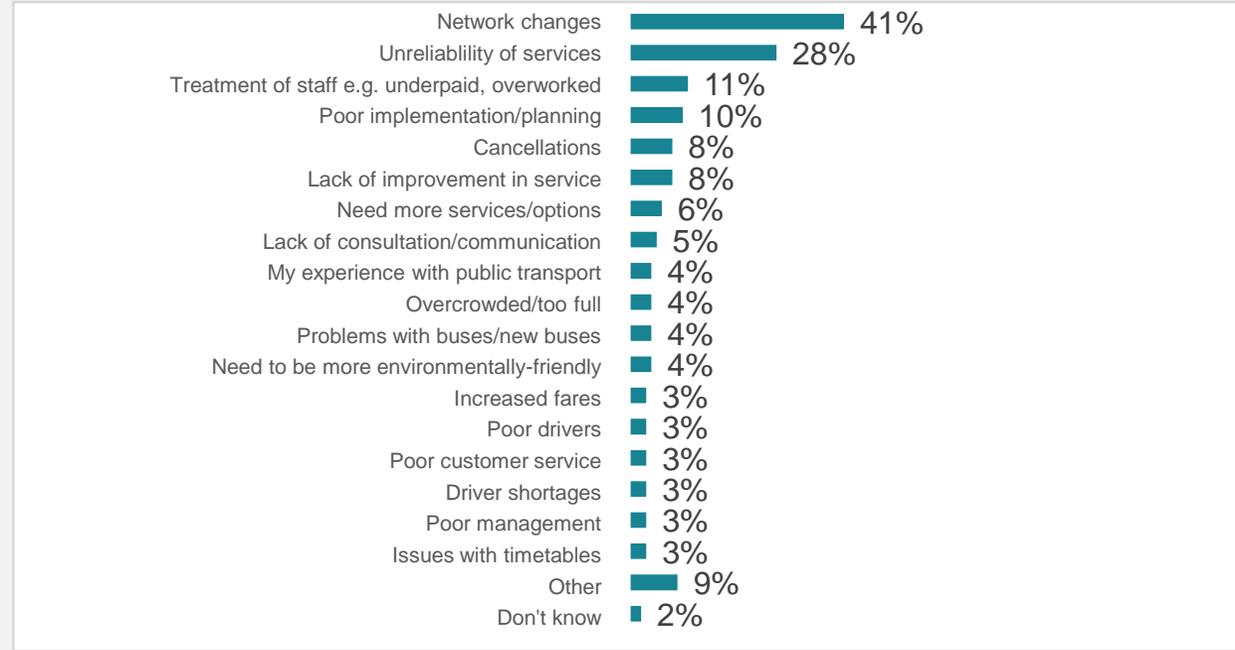
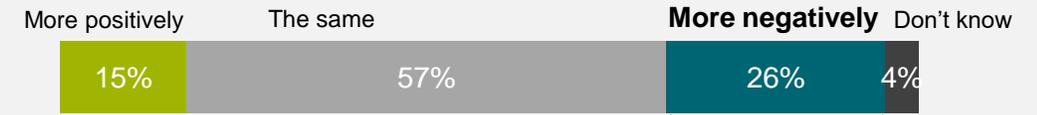
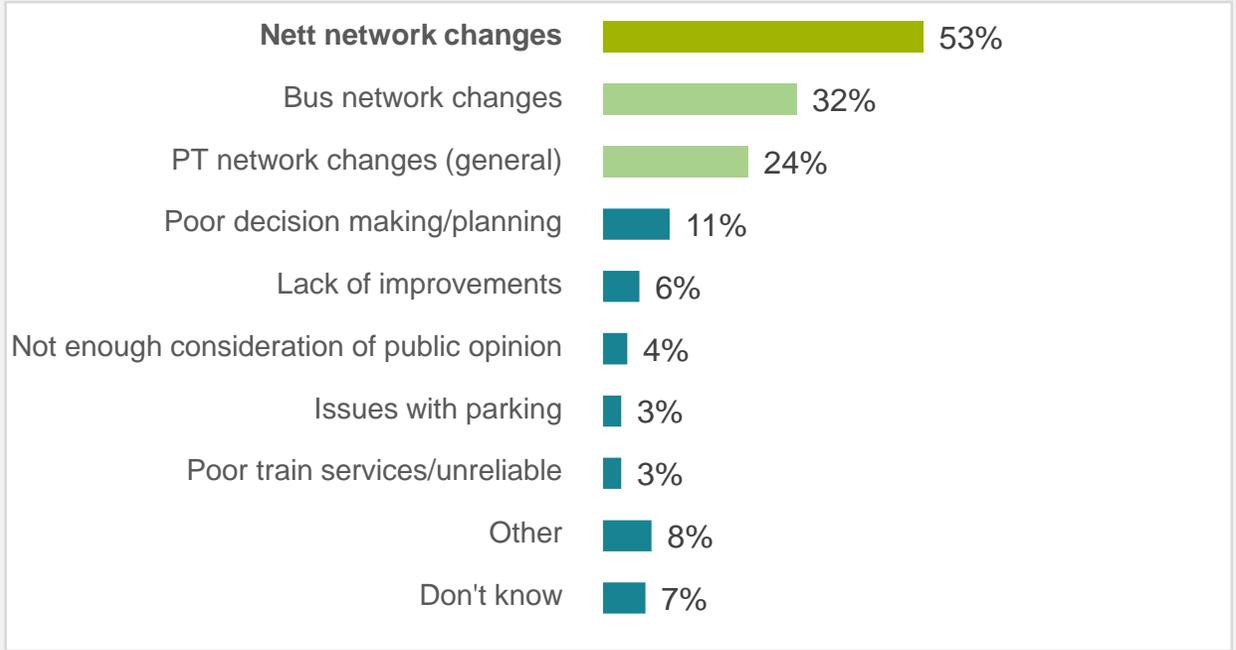
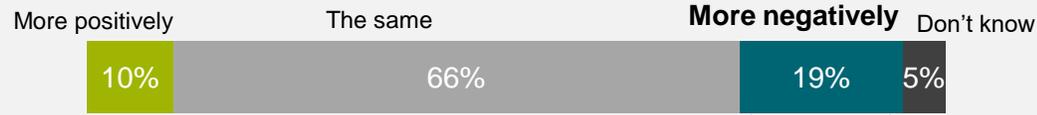


*%-point **decrease** in proportion who feel **more negatively** compared to 12 months ago*



# However, the network changes remain the number one reason people feel negatively about each brand.

## Reasons for more negative views compared to 12 months ago



# Those who feel more negatively said...



*The bus debacle. My feelings towards GWRC's work on regional parks is much more positive but overshadowed by the bus mess.*

*Female, 40-59, Hutt Valley*

*They don't contact or engage with members of the community when taking actions that will affect them.*

*Male, 18-39, Wellington City*

*Do nothing, waste our money, the city's bread and butter (pipes and roads) are falling apart.*

*Female, 18-39, Porirua*

*I was very disappointed that the trolley buses were replaced by diesel buses and feel the Regional Council needs to be more forward thinking regarding transport in view of climate change.*

*Female, 60+, Wellington City*

*There have been more indications that we are not prepared for future climate change and that there are major deficiencies in our infrastructure.*

*Female, 60+, Kāpiti Coast*

*They ruined the bus service for both passengers and drivers and have done little to change or improve the situation for both parties.*

*Male, 40-59, Hutt Valley*

*Rates are increasing but what is being done to better our community?*

*Female, 18-39, Porirua*



*Everyone in Wellington knows when the bus schedule says "2 mins away" it can mean anything from "2 mins away" to "came and went 2 mins ago" or "won't ever show up at all". The services have been cut way back and underpaid and undertrained employees are brought in to squeeze as much profit as possible out of it. What happened to the vague promises of electric buses, by the way? Everything is just a shite experience all round.*

*Female, 18-39, Wellington City*

*The Wairarapa train runs late 40% of the time; the 'on-time' statistics are only as good as they are because 'within 5 minutes of the timetabled time' is counted as 'on time' (it's not!).*

*Female, 60+, Wairarapa*

*Slow progress on getting drivers, improving the network, timetable issues.*

*Male, 18-39, Wellington City*

*They have no contingency plan when something goes wrong on the train network and half of Wellington is left stranded.*

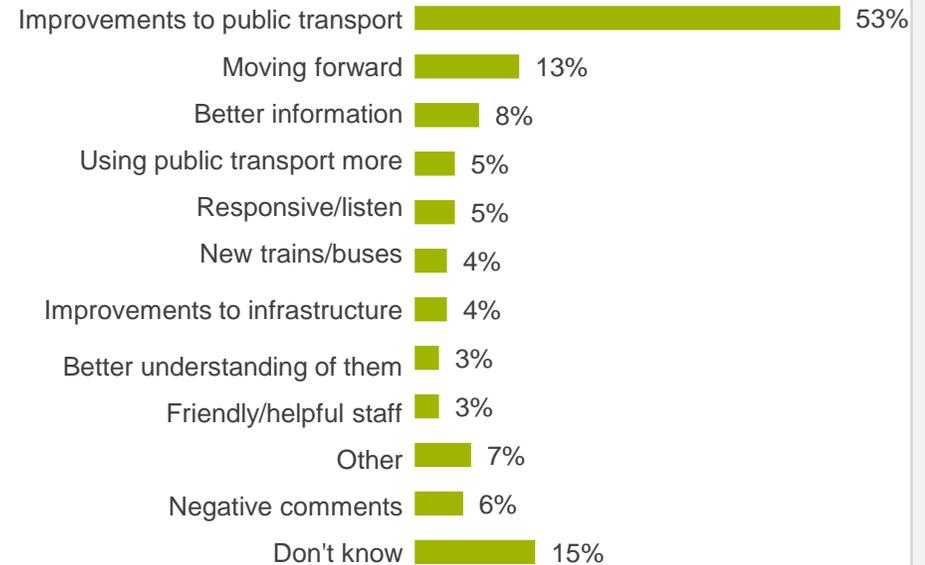
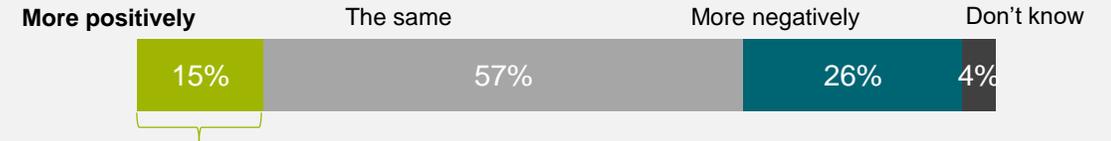
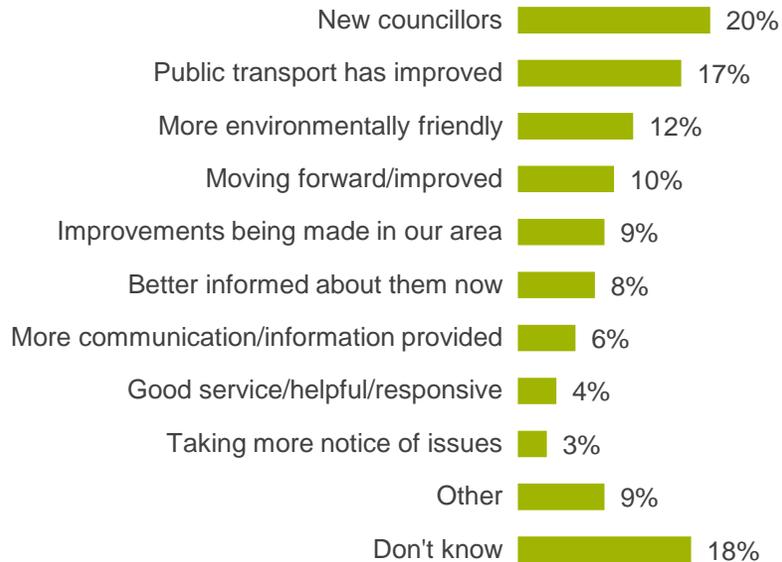
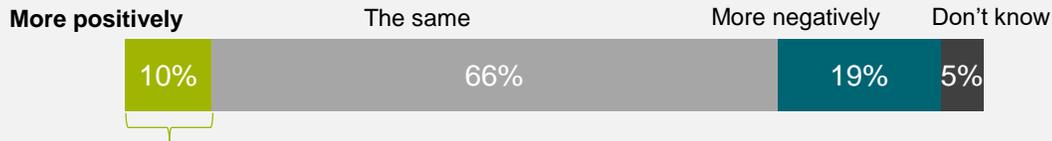
*Male, 18-39, Hutt Valley*

*They can't seem to get enough staff. Trains cancelled at last minute. Trains are full to bursting a lot of the time.*

*Male, 40-59, Porirua*

# Public transport improvements are top of mind for those who feel more positively about both brands. Fresh faces on the council are also behind some of the increased positivity towards Greater Wellington.

## Reasons for more positive views compared to 12 months ago



# Those who feel more positively said...



*I think they have done a better job trying to sort out the transport situation in Wellington.*

*Female, 18-39, Wellington City*

*I have heard good things from friends about the work they are doing to protect the environment.*

*Male, 40-59, Porirua*

*I see more information around plans and improvements from them.*

*Male, 40-59, Hutt Valley*

*I feel that some of the less effective members retired or were voted out at the election last year, and I am more optimistic about some of the new councillors.*

*Male, 18-39, Wellington City*

*I understand more now their wide-reaching role across the whole greater region including the Wairarapa and the responsibility for environmental matters.*

*Male, 40-59, Wairarapa*

*Whilst I realise that some of the improvements to our infrastructure is reliant on Government funding, I am impressed with the road improvements and regeneration of some areas in our district.*

*Male, 60+, Kāpiti Coast*



*12 months ago the buses went through a horrifically executed change. Appears to be calming down and providing a better service since then.*

*Female, 18-39, Porirua*

*They put some effort into sorting the bus reorganisation so that it was more practical.*

*Male, 60+, Wellington City*

*Bus and trains on time and informs people on schedules and such.*

*Female, 40-59, Porirua*

*Better communication on board when there is a delay and the reason for it.*

*Female, 40-59, Hutt Valley*

*From my experience using their modes of public transport over many, many years. They have come a long way in digitising their methods of communication, and also being accessible and informative towards the public..*

*Female, 18-39, Wellington City*

*Better timetabling of services, continued support of Gold Card travel, increased rail infrastructure improvements.*

*Male, 60+, Kāpiti Coast*

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

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



**TRUST**

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



**LEADERSHIP**

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



**FAIRNESS**

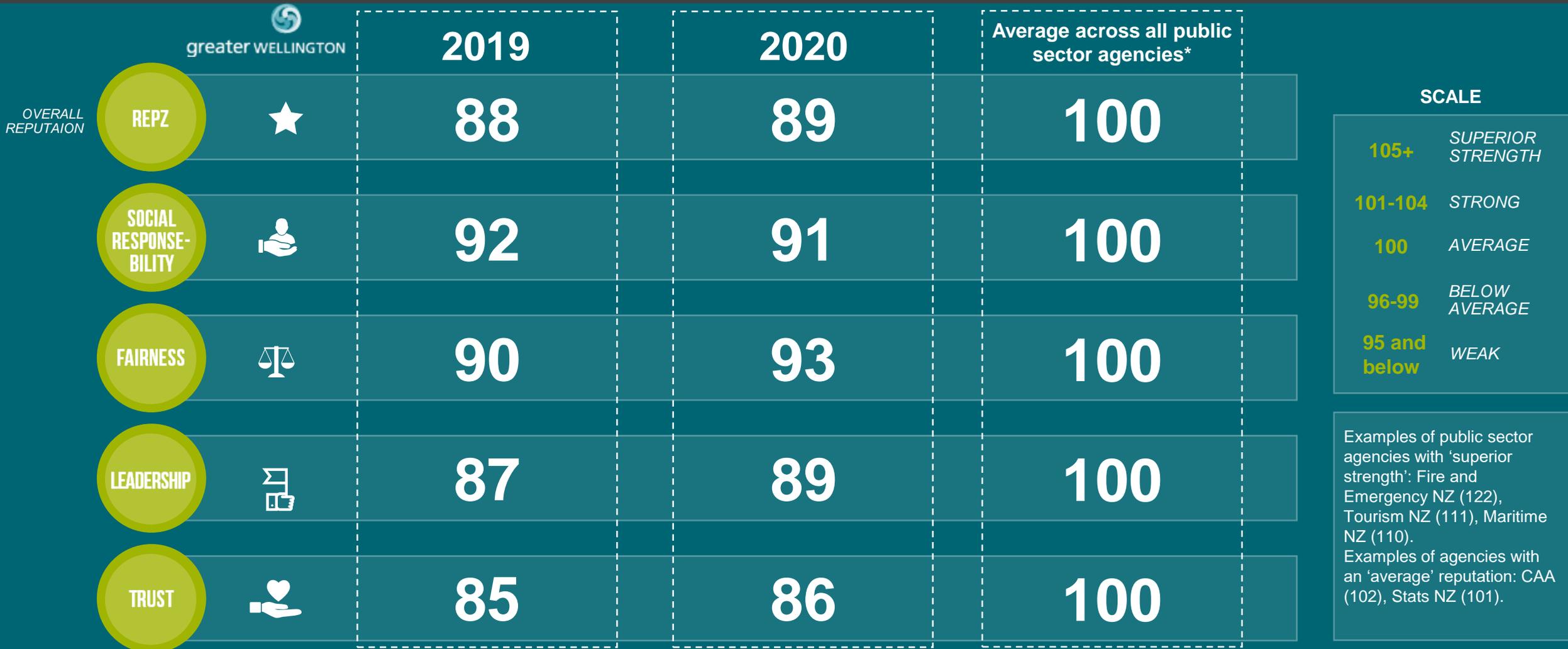
- Treats their employees well
- Deals fairly with people regardless of their background or role



**SOCIAL RESPONSIBILITY**

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

# Greater Wellington's overall reputation score has increased from 2019. The fairness, leadership, and trust pillar scores all improved.



Metlink's overall score also improved with increases on the same three pillars. There was a big improvement in leadership of five points from 2019.

metlink 		2019	2020	Average across all public sector agencies
OVERALL REPUTATION	REPZ 	81	84	100
	SOCIAL RESPONSIBILITY 	83	83	100
	FAIRNESS 	81	83	100
	LEADERSHIP 	82	87	100
	TRUST 	79	82	100

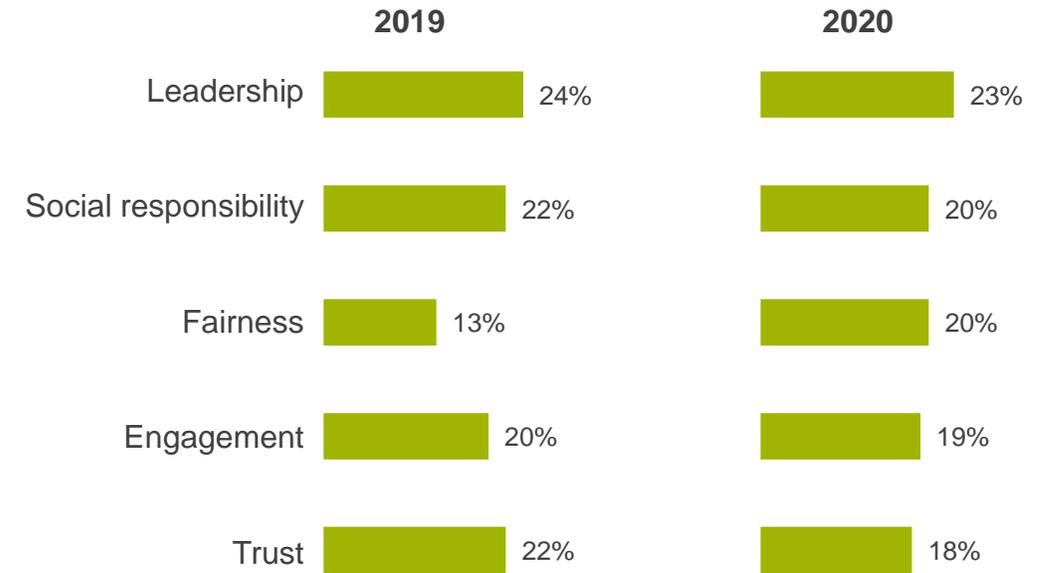
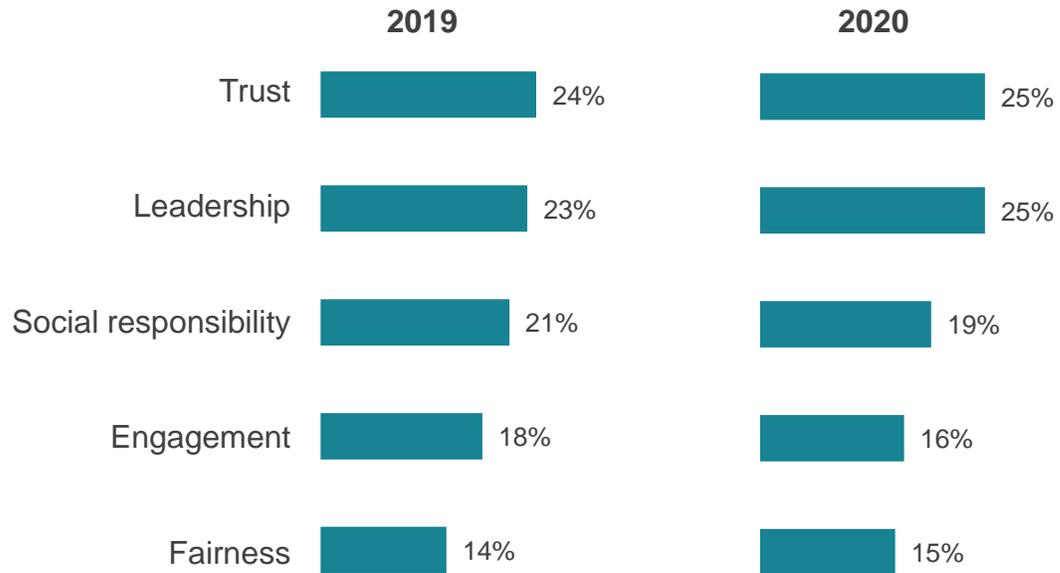
**SCALE**

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

Examples of public sector agencies with 'superior strength': Fire and Emergency NZ (122), Tourism NZ (111), Maritime NZ (110).  
 Examples of agencies with an 'average' reputation: CAA (102), Stats NZ (101).

# Leadership is the strongest driver of reputation for both brands. Trust is also important for Greater Wellington, but less so for Metlink in 2020.

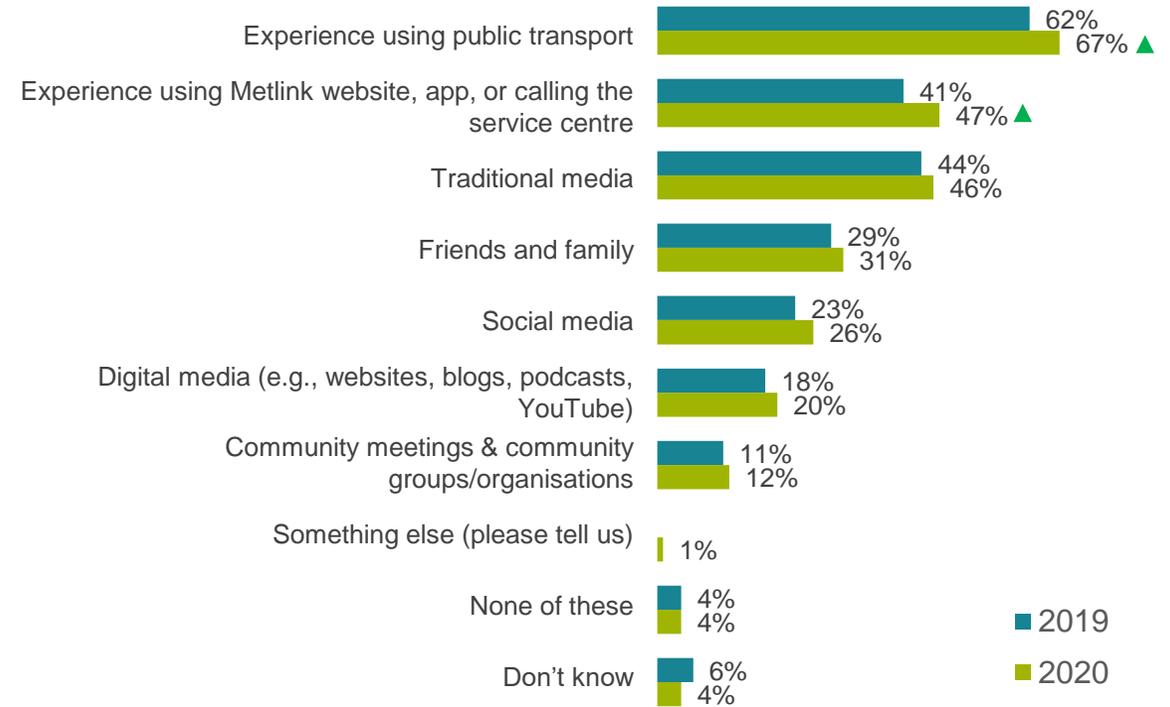
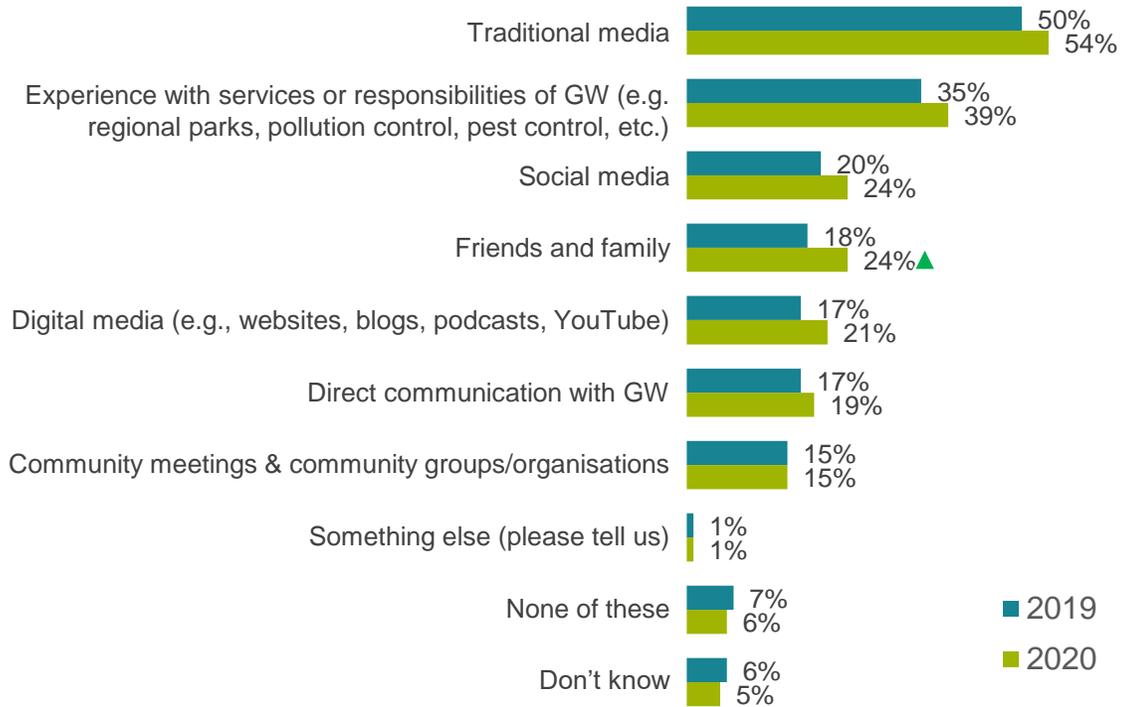
## Impact of pillars on reputation



The **Leadership** pillar includes being a forward-looking organisation, contributing to economic growth, and being easy to deal with in a digital environment.

For both brands, we continue to see that perceptions are driven both by experiences directly with services and what residents hear in the media. Experiences are having an even stronger impact on the Metlink brand in 2020.

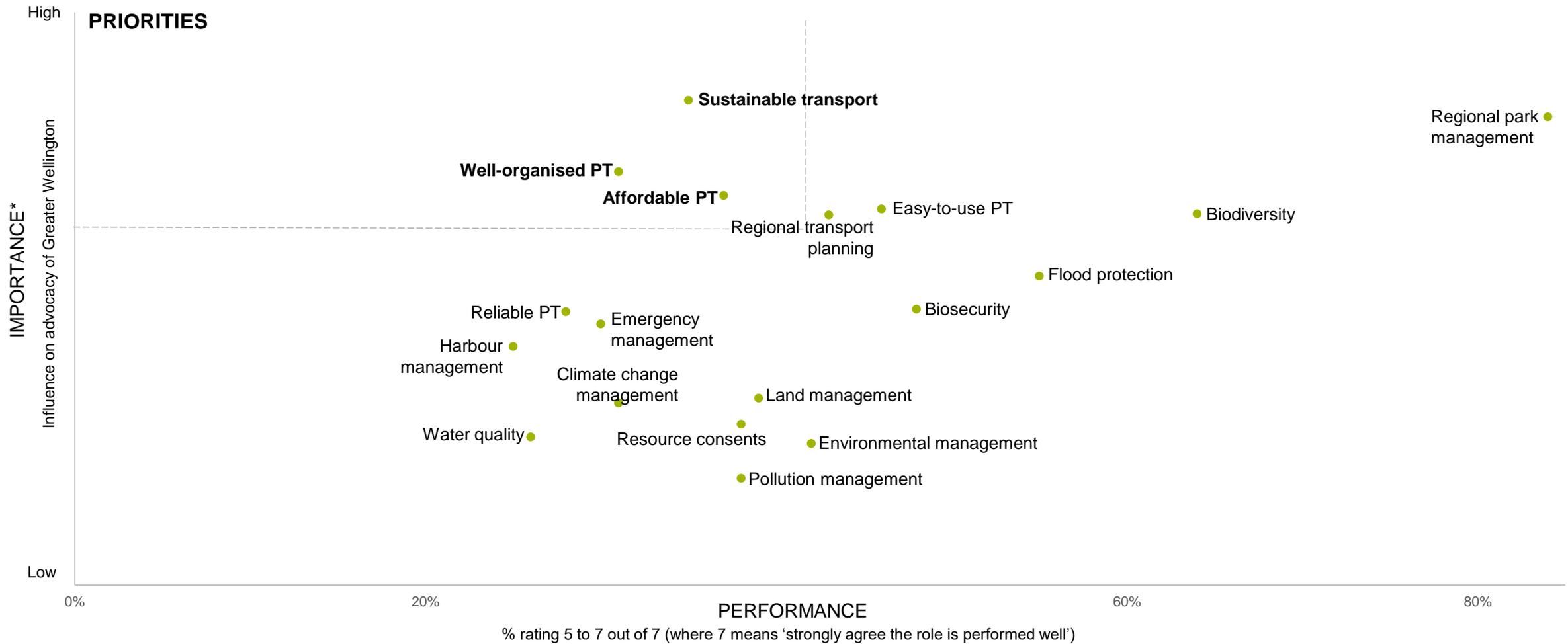
## Channels that influence perceptions





# What can Greater Wellington and Metlink do to improve perceptions?

# In 2020, transport should remain a focus for Greater Wellington.



## But leveraging the brand's strengths also has the potential to lift reputation.

In 2019, we identified the most powerful levers for the Greater Wellington and Metlink brands. Improving performance in these areas will see the greatest uplift in overall reputation for each brand.



1. Regional park management
2. Flood protection
3. Affordable public transport
4. Easy-to-use public transport



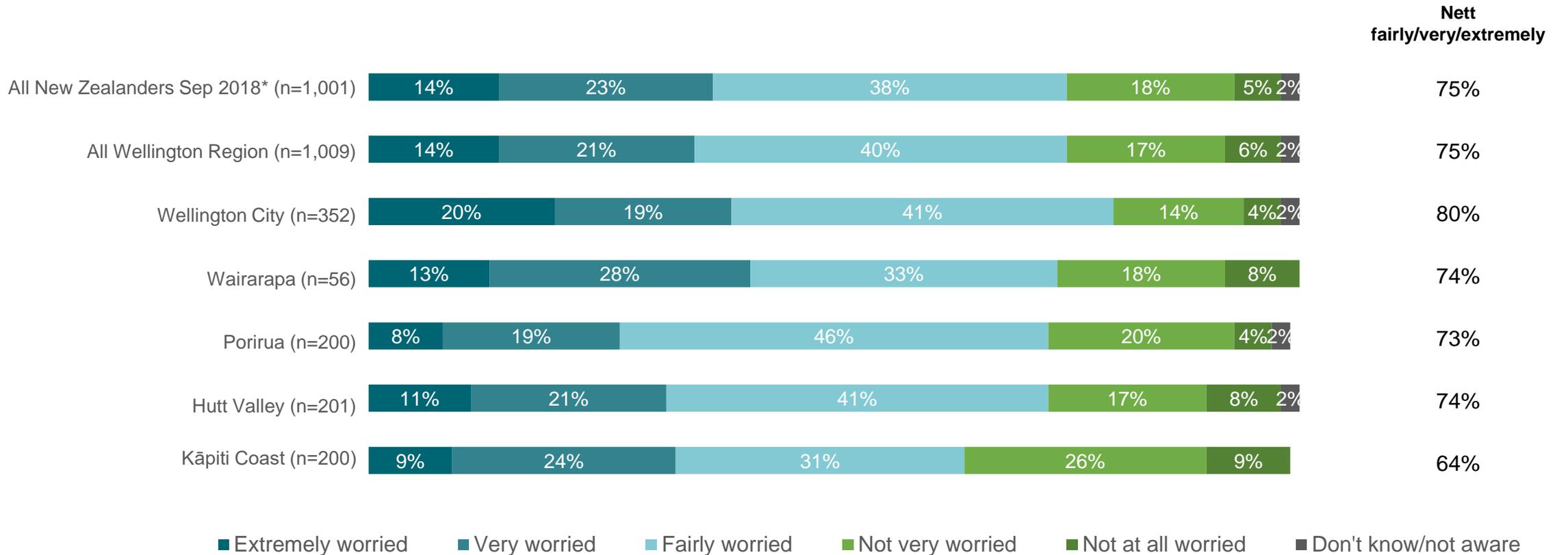
1. Well-organised public transport
2. Easy-to-use public transport
3. Affordable public transport
4. Reliable public transport



# Attitudes towards climate change

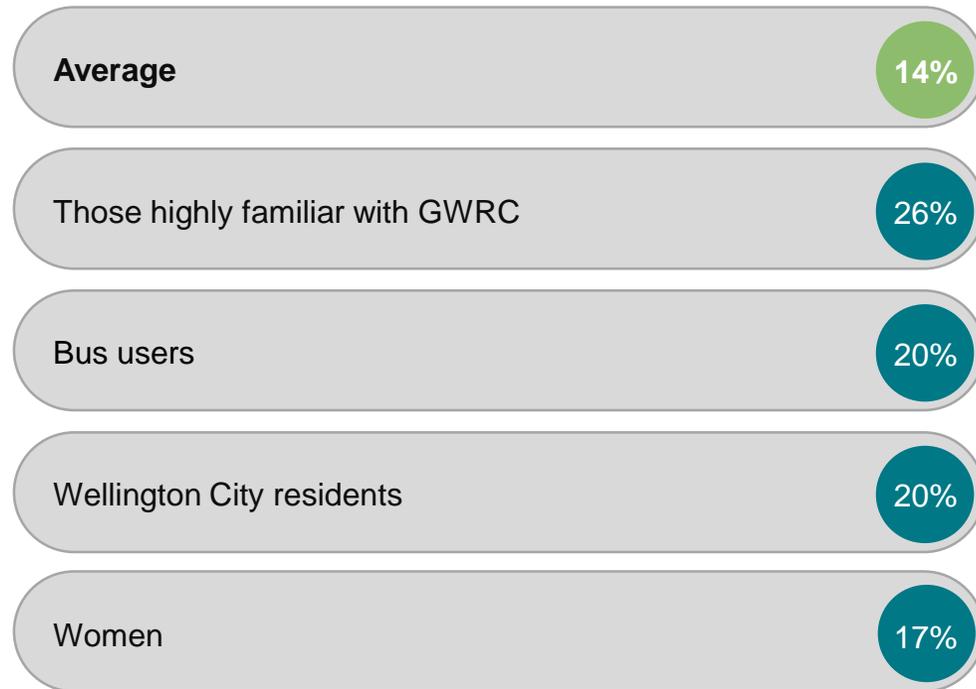
# Wellington region residents' concern about climate change is in line with all New Zealanders. Within the region, Wellington City residents are most worried about it, whilst Kāpiti residents are least worried.

## How worried, if at all, are you about climate change?

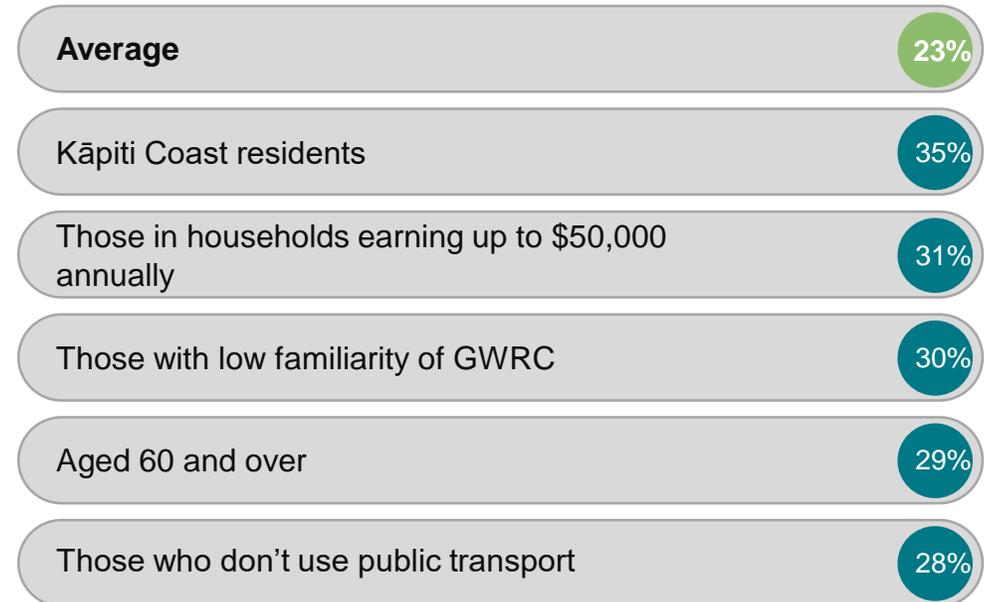


# Certain groups are more worried about climate change than others.

*Who's more likely than average to be **extremely worried** about climate change?*



*Who's more likely than average to be **not at all/not very worried** about climate change?*



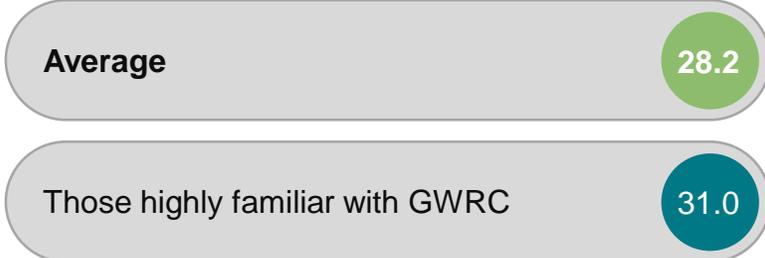
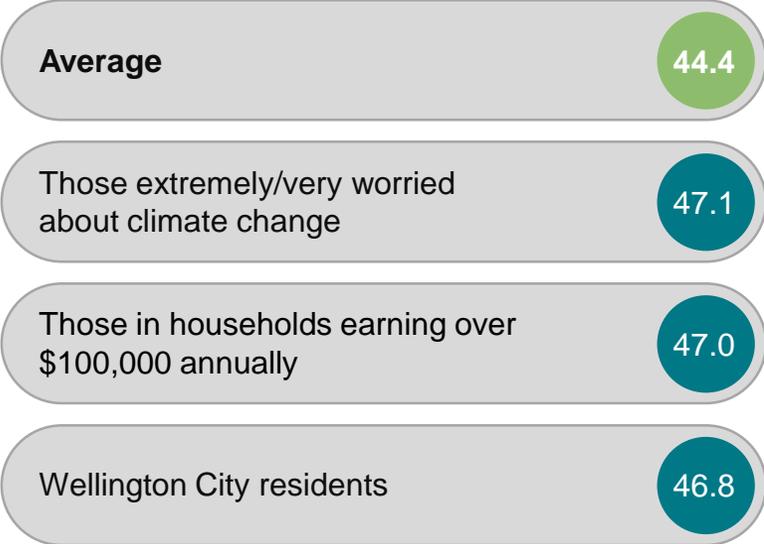
# Residents see central government as having the greatest role to play in ensuring the region is prepared for and protected from the impacts of climate change. However, many feel Greater Wellington and local councils have a role to play too.

Which organisation would you like to see take responsibility for ensuring communities in the region are prepared for and protected from the impacts of climate change?

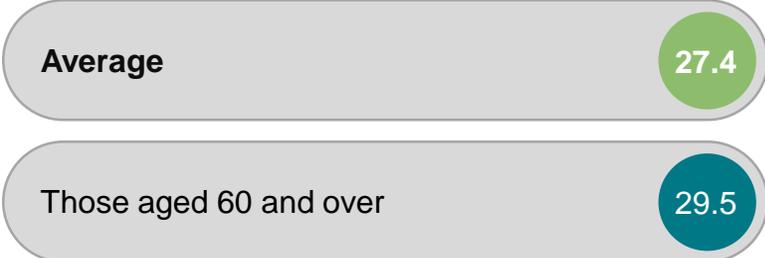


# The following groups tend to assign more responsibility points to each organisation than average.

## Central government



## Local councils



Whilst, the following groups tend to assign fewer responsibility points to each organisation than average.

### Central government

Average 44.4

Asian New Zealanders 40.1

Those who don't use public transport 43.2

Those not at all/not very worried about climate change 43.0



Average 28.2

Those who have low familiarity with GWRC 25.1

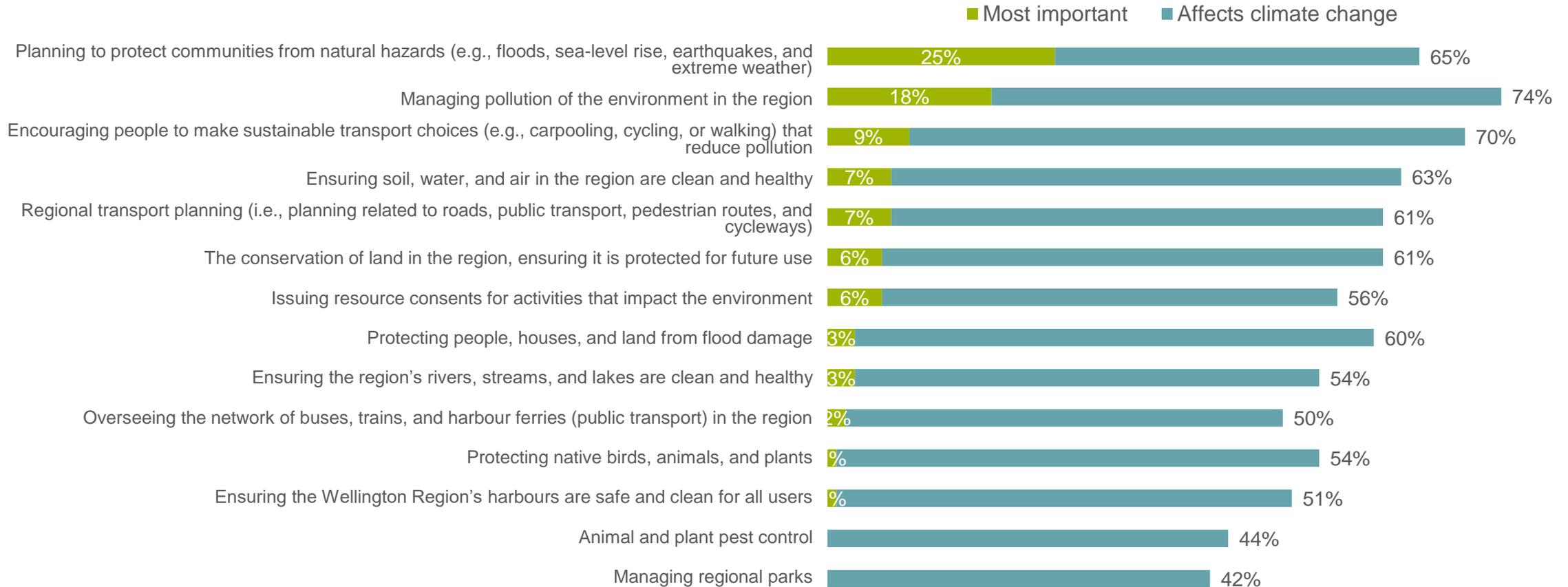
### Local councils

Average 27.4

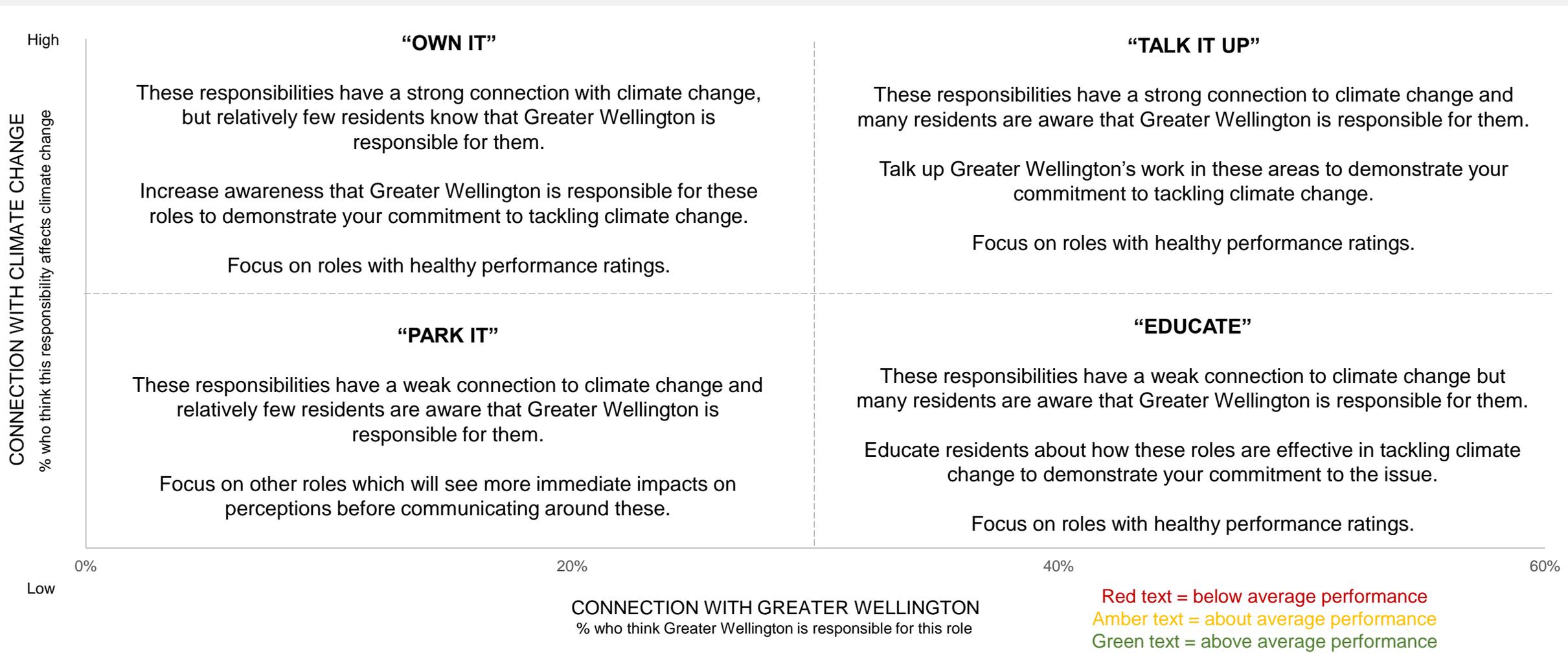
Wellington City residents 25.4

# Residents generally recognise the connection between Greater Wellington’s roles and climate change. They are most likely to see protecting communities from natural hazards and managing pollution as priorities in the context of climate change.

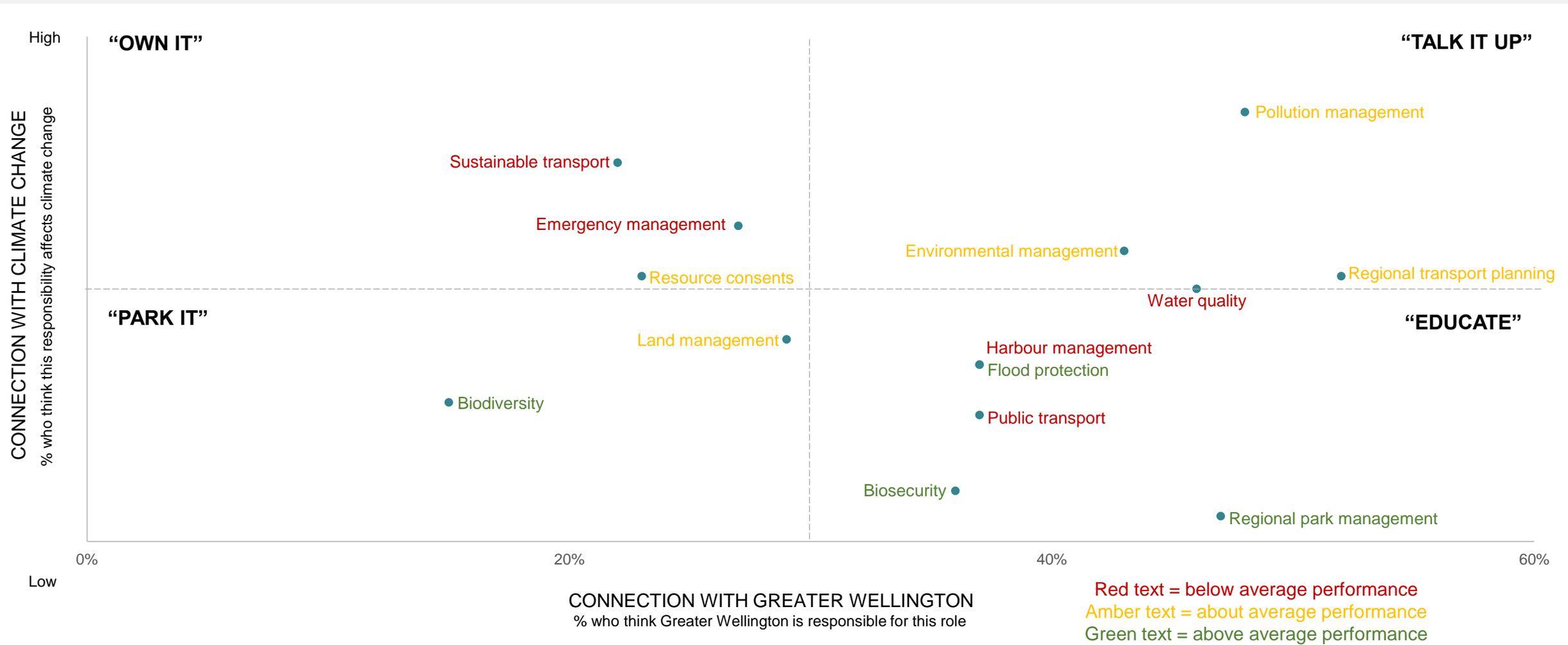
Which of these roles do you think affects climate change or its impacts? And which one of those roles is most important in ensuring communities in the region are prepared for and protected from the impacts of climate change?



The graph on p44 shows which of GW’s responsibilities might be most effective for GW to talk to customers about to show what GW is doing about climate change. We categorised each GW responsibility based on customer perceptions of its strength of impact on climate change, and how aware customers are that GW performs the role. Please consider the performance ratings of each role when considering the correct action to take (indicated by colour coding). For roles with below average performance ratings, the priority should be first to improve perceptions of performance.



To strengthen perceptions that Greater Wellington is committed to tackling climate change, you could prioritise talking about pollution management, environmental management, and transport planning. There are options to further “own” and “educate” around other responsibilities.



# Appendix



# What is derived importance?

As well as asking respondents directly how important each outcome is to them, importance of the aspects was derived. This was done using a combination of regression and correlation analyses between each the performance ratings of each outcome and advocacy for each brand.

An outcome is deemed important if when it is rated highly, so too is advocacy, and conversely if it is rated lowly, so too is the advocacy. In other words, the more advocacy mirrors the rating for a specific aspect, the more important that outcome is. If an outcome appears to be unrelated (i.e. even if the outcome is rated highly, advocacy could be high, or could be low), then the outcome is determined to be unimportant (i.e. it is not a direct driver of advocacy for the brand).



FOR FURTHER INFORMATION PLEASE CONTACT

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- b. Publish the appropriate details of the project
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