



## **Wellington Regional Strategy Project**

# **Survey of opinion on regional economic development strategy**

Prepared for  
**Wellington Regional Strategy Forum**

By  
**Decision Research Ltd**

**28 November 2005**

## Executive summary

- This report presents findings from a survey of opinion about the implementation of economic development strategy for the Wellington region.
- Responses are representative of the opinions of residents and business managers.
- The opinions of residents are remarkably similar on average across the region and are in turn similar to those of business managers.
- There is general support for regional economic development initiatives and a population that increases at least as fast as the national average.
- Respondents want Councils in the region to work together to develop the economy.
- Economic growth must go in tandem with protection and improvement of the natural, social, and cultural environments of the region.

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Between August and October of 2005 Decision Research Ltd designed and conducted research to assess the views of the people of the Wellington Region on development options described in the *Discussion Document on the Growth Framework* and reported the results in *The Growth Framework Discussion Document: Survey Findings & Submissions*. In this document we report on further research assessing community opinion on the implementation of economic development strategy for the region.

## Method

We conducted two surveys of representative samples of residents and of business managers. We solicited respondents' views using a questionnaire that we developed in consultation with the Wellington Regional Strategy team and council officials. The questionnaire contained 25 statements with which respondents were asked to indicate the extent of their agreement using a five-point Likert scale (Strongly Agree, Agree, Neutral, Disagree, or Strongly Disagree). Additional questions asked for information about respondents themselves, or their business in the case of the business survey. We pre-tested the questionnaires using convenience samples of five people for each of the two versions, and modified the content in response to the feedback we received.

### *Mail surveys of residents and business managers*

We were provided with the electoral rolls for the region. From the rolls, we drew a sample of 2877 residents. In order to make our sample more representative than would likely be achieved by taking a simple random sample, we drew samples from the rolls after we had stratified them by electoral roll (Maori and general), ward, retirement status, and then sorted by surname.

We collected responses from residents using a mail survey. Although mail surveys need more time to administer than telephone surveys, they give respondents the opportunity to consider their answers carefully. Well-conducted mail surveys produce much higher response rates

than telephone surveys—the true response rate in commercial telephone surveys is usually around 25%. A high response rate minimises the risk of non-response bias: the people who did not participate in the survey may have given different answers to those who did respond.

The design of the business survey was similar to the survey of residents. Our initial sample included contact information for 1222 business managers. We asked APN Irisdata to provide a sample of chief executives of businesses based in the Wellington Region after stratifying for location, industry, and number of employees.

Response rates for surveys of businesses tend to be quite low. They are frequently asked to participate in research by policy-makers as well as commercial and academic research and, for smaller companies in particular, obtaining the information needed to respond can be onerous.

## **Response**

A combination of the Labour Weekend holiday falling during our survey period, the need for quick results, and the challenging subject matter of the questionnaire meant that the response rate from residents was lower than we expected. Nevertheless, as of our cut-off date of 18 November, we had received 1218 useable responses to our survey of residents and 460 usable responses to our survey of business managers. After allowing for people who had moved without leaving an address or who had moved out of the region, these figures represent true response rates of 45% and 41% respectively.

### *Survey of residents*

When we realized we might not achieve the desired samples-sizes for each local authority from our initial sample of residents (Sample-A), we sent the questionnaire out to a fresh sample (Sample-B). As a consequence, we received a total of 1,580 useable responses from residents by our cut-off date—substantially more than our target of 1,300.

We compared the age and sex profiles of the Region's residents at the time of the 2001 Census with those of our respondents. There is little difference between the two as far as sex is concerned: the population was 52% female at the time of the census and 50% of our respondents were female.

There were, however, proportionately fewer younger respondents to our survey than were enumerated in the 2001 Census. Respondents under 40 years of age (23% vs. 45%) and especially those under 30 years old (10% vs 23%) were under-represented. The difference is not surprising in that younger people tend to be more mobile. Under-representation of younger people is a common problem in survey research. In the case of this survey, however, there were no major differences between unadjusted average responses and average responses based on population weighted data. The median absolute percentage error (MdAPE) from using unadjusted responses to the 25 statements in the questionnaire was only 1.0%. We did not, therefore, weight our sample by age of respondent.

The ethnic mix of our sample was substantially the same as the population. People reporting gross annual incomes of more than \$30,000 were over-represented (61%) compared to the 2001 Census benchmark (41%) and proportionately more of our survey respondents claimed degree qualifications (32% compared to 17%). Some of the difference at least will be due to the effect of more than five years of inflation on incomes and increased participation over recent years in tertiary education. The proportions of respondents in different occupations were very similar to the 2001 Census proportions. The only exceptions were legislators, administrators and managers, who were under-represented, and technicians and associate-professionals, who were over-represented.

The purpose of our survey was to represent the views of people in the region. The important question is, therefore, whether the views of the people who did not respond to the survey were sufficiently different from those who did respond as to affect our conclusions about the views of people in the region. Later responders tend to be more similar than earlier responders to non-respondents, and it is therefore reasonable to use their views to model the views of non-respondents. To this end, we compared the views of a hypothetical sample of 2701 (in which all of Sample-A's non-respondents' views were represented by the views of the later responders) with the views of the 1164 Sample-A respondents. The MdAPE from using the responses from our 1164 Sample-A respondents to the 25 statements in the questionnaire was only 0.5%. As a consequence, we can be confident that our achieved sample does represent the views of all of the people of the region.

Our local authority sub-sample sizes were chosen so that there would be sufficient responses to allow analysis by local authority (grouping of local authorities in the case of the Wairarapa Districts) while avoiding the cost of unnecessarily large sub-samples for local authorities with larger populations. As a consequence, Wellington City respondents in particular are under-represented in the total sample. We weighted responses so that, for example, the proportion of people in the sample who live within the boundaries of Porirua City is the same as the proportion of the region's population who do so. As it happens, however, the patterns of responses from residents living in different local authority areas were substantially similar. If we had used unweighted data, the MdAPE of our estimates of average responses to the 25 statements in the questionnaire would have been just 0.6%.

### *Survey of business managers*

Responses to our business survey were from managers of diverse businesses representing all the main industry groups and organisation types (individual proprietorships, partnerships, and limited liability companies, etc).

Businesses ranged in size from those with turnover of less than \$150,000 and no more than one full-time-equivalent employee (11% of responses) to those with turnover exceeding \$2.5 million and more than ten employees (17%). More than 60% of responses were from businesses employing five or fewer full-time-equivalent employees while 24% of responses came from businesses employing 10 or more. The total annual revenue of the 383 businesses whose managers provided revenue figures was \$2.1 billion and median revenue was

\$800,000. In total, the 441 businesses for which we were given figures employed 6,379 people.

## **Principal findings**

### *Opinion of residents by area and of businesses*

With initiatives such as the Wellington Regional Strategy, it is important for local leaders and officials to know whether people in their area have similar opinions to people in the wider region.

We noted above that weighting responses to achieve sub-samples that are proportional to local authority population figures had little effect on average responses, which suggests that opinions were consistent across the region. We conducted two further tests. We calculated the average response from people in each of the local authority areas and from business managers for each of the 25 statements in our questionnaire. Individual responses to each statement varied from 1 (strongly disagree) to 5 (strongly agree) and average responses varied between 2.5 and 4.5. The average figures are ratings by the people living in a local authority area, or managing a business, of how much they as a group agree with each of the statements. A set of 25 ratings from people living in, say, Kapiti Coast District, can be used to rank the statements from the statement that elicits the most agreement to the one that elicits the least. If people in each area ranked the statements in exactly the same order, they could be said to be in complete agreement. A table showing the average ratings for each statement is on page 7. Statements in the table are in the order of residents' average agreement rating.

For our first test, we calculated Kendall's coefficient of concordance  $W$ . Kendall's coefficient is a statistic that measures the extent of agreement among raters. If the people from the individual local authorities in the region and the managers of businesses in the region were in complete agreement,  $W$  would equal 1.0. In the case of our respondents, the  $W$  statistic for the rankings from the six areas in the region and businesses was 0.88. This represents considerable agreement across the six areas and businesses.

For our second test, we calculated the correlation or agreement between the rankings given by each pair of areas, and businesses; for example, the correlation in rankings between business managers and people living in Upper Hutt City was 0.72. The statistic we used was the Spearman rank-order correlation coefficient  $r_s$ . As with  $W$ , perfect agreement would result in a Spearman correlation on 1.0. The correlations from the survey data are shown in the following table.

**Correlations in Rankings of Agreement  
with the 25 Opinion Statements**

	Businesses	Upper Hutt City	Wairarapa Districts	Porirua City	Kapiti Coast	Lower Hutt City	Wellington City
Businesses	*	0.72	0.82	0.77	0.76	0.89	0.87
Upper Hutt City	0.72	*	0.95	0.83	0.89	0.85	0.75
Wairarapa Districts	0.82	0.95	*	0.85	0.92	0.89	0.82
Porirua City	0.77	0.83	0.85	*	0.95	0.93	0.95
Kapiti Coast District	0.76	0.89	0.92	0.95	*	0.92	0.91
Lower Hutt City	0.89	0.85	0.89	0.93	0.92	*	0.95
Wellington City	0.87	0.75	0.82	0.95	0.91	0.95	*

**Kendall's Coefficient of Concordance  $W = 0.884$ .**

The correlations in the table confirm that there was considerable agreement between each pair, even between business managers and residents. A high level of agreement between business managers and residents is particularly remarkable, because for some of the statements at least the interests of business and residents diverge in obvious ways. For example, the statement “businesses should pay the lion’s share of the cost of economic development funding” drew average agreement from business managers of 2.4 and from residents of 3.1. While nearly 60% of business managers disagreed with this statement, nearly 30% of residents did too. In general, the views of Wellington City and Lower Hutt City residents were in considerable accord with the views of business managers.

Another indicator of the level of accord across the region is that the statement which elicited the highest agreement from all groups read “it is important that Councils work together to develop the economy of the whole region”. See the table on page 7.

The two statements which elicited the next highest levels of agreement, and again this was across all groups, were “regional development success should be assessed by measuring improvements in the environment, society, and culture, as well as the economy” and “it is important that the committee which oversees economic development should include leaders from different groups in the community as well as the mayors and other elected representatives”. The level of agreement with the first of these statements reinforces a finding from our 2005 survey: while people in the region generally want economic development, they want to be sure that the natural environment, society, and culture are preserved and enhanced at the same time. The level of agreement with the second statement suggests that respondents want to see a high level of involvement from the wider community in the oversight of economic development.

*Themes*

The 25 statements in the questionnaire covered diverse topics related to the implementation of economic development strategy. In the table on page 8, we have organised the statements by four themes: organisation, social & environmental, population, and funding. Within each

theme, statements are presented in order of the average level of residents' agreement with the statement. The statement which elicited the most agreement is at the top. Because none of the statements elicited on average strong disagreement, the first statement is the one that elicited the most consistent opinions. The table on page 8 is supported by graphs on the following pages. The graphs in the left-hand column show levels of agreement among residents, and the graphs in the right-hand column show levels of agreement for each of the six areas and for businesses.

*Organisation:* The strong message from responses that address the theme of how economic development should be organised is that Councils should work together to develop the region's economy and that they should do this with guidance from non-elected as well as elected community leaders. Respondents were more equivocal on the detail of how this should be done. This may be an indication that people in the region would prefer officials and leaders to make wise decisions on how best to organise regional development.

*Social & Environmental:* Responses to six of the eight statements that relate to the theme of broader wellbeing elicited strong opinions. We have already discussed the statement which elicited the strongest response: people in the region want to see progress in more than just economic performance as measured by GDP growth. Respondents were also attracted to the idea of affordable housing near workplaces and greater choices of housing type. They were concerned about personal safety and were willing to pay more to increase their safety in towns and cities. Increased support for community volunteers, and local government purchases of areas that people in the region value and want protected were also popular propositions.

*Population:* There was considerable support for the proposition that it would good if population growth could be spread more evenly among the cities and towns in the region. While many were neutral, on balance more respondents agreed than disagreed that it would be a good thing if the population of the region grew at least as quickly as the national average. Finally, opinion was weak and divided about the desirability of population staying more-or-less the same.

*Funding:* Respondents were generally supportive of economic development initiatives. Both residents and business managers strongly agreed that economic development spending that returns \$20 to the region for every dollar spent should be undertaken. Respondents were also averse to limits on spending that would mean missing out on opportunities for growth. On balance, most who expressed an opinion supported increasing spending to an average of \$6.42 per \$100,000 of property value, but blanched at a figure of \$8.03. In general, responses suggested that while people are supportive of economic development initiatives, they prefer not to be shouldered with what they regard as an unfair share of the cost.

**Opinion on Wellington Regional Growth Strategy Implementation by Agreement**  
(Averages; 1=Strongly Disagree, 3=Neutral, 5=Strongly Agree)

	<b>Businesses</b>	<b>Upper Hutt City</b>	<b>Wairarapa Districts</b>	<b>Porirua City</b>	<b>Kapiti Coast District</b>	<b>Lower Hutt City</b>	<b>Wellington City</b>	<b>Residents *</b>
1 It is important that Councils work together to develop the economy of the whole region.	<b>4.5</b>	4.2	4.2	4.4	4.3	4.5	4.5	<b>4.4</b>
19 Regional development success should be assessed by measuring improvements in the environment, society, and culture, as well as the economy.	<b>3.9</b>	3.9	3.9	4.1	4.1	4.1	4.2	<b>4.1</b>
12 It is important that the committee which oversees regional economic development should include leaders from different groups in the community as well as the mayors and other elected representatives.	<b>4.1</b>	3.8	4.1	4.1	4.0	4.1	4.0	<b>4.0</b>
22 We need to encourage more housing that is affordable near to where people work.	<b>3.5</b>	3.5	3.7	3.7	3.7	3.7	3.8	<b>3.7</b>
18 There should be more choice of housing types (terrace houses or apartments for example) in and near the region's city and town centres, and close to transport links.	<b>3.6</b>	3.4	3.5	3.7	3.6	3.6	3.6	<b>3.6</b>
15 It would be good if population growth could be spread more evenly among the cities and towns in the region.	<b>3.5</b>	3.5	3.4	3.5	3.5	3.6	3.6	<b>3.5</b>
21 I would like to see more ratepayer support for the efforts of volunteers in our communities.	<b>3.4</b>	3.3	3.4	3.4	3.6	3.6	3.6	<b>3.5</b>
3 Studies show that \$1 spent on regional economic development can result in an extra \$20 being spent in the region, so it's a good idea to use money from rates in this way.	<b>3.6</b>	3.5	3.4	3.4	3.4	3.5	3.5	<b>3.5</b>
17 If an area that is valued by the community for its scenic, recreational, or ecological importance is threatened by development, local government should purchase land in order to protect it even though this would increase rates.	<b>3.4</b>	3.3	3.2	3.4	3.5	3.4	3.5	<b>3.4</b>
10 The region's cities and towns should be designed to make them safe, even if it means we need to pay more rates.	<b>3.5</b>	3.3	3.2	3.2	3.4	3.5	3.5	<b>3.4</b>
5 New Zealand's population is likely to grow by about 15% over the next 20 years. It would be good if the population of the region grew at least as much as this to roughly 540,000 people.	<b>3.7</b>	3.3	3.3	3.3	3.1	3.4	3.3	<b>3.3</b>
11 There should be just one organization responsible for economic development in the whole of the Wellington region.	<b>3.5</b>	2.8	2.8	3.2	3.0	3.3	3.4	<b>3.2</b>
14 Households and rural ratepayers should pay the same amount for economic development, no matter where they live.	<b>3.3</b>	3.0	3.2	3.2	3.2	3.1	3.2	<b>3.2</b>
7 Change in per capita GDP (average economic growth per person) is the best measure of regional development success.	<b>3.3</b>	3.2	3.3	3.2	3.2	3.2	3.1	<b>3.2</b>
16 I would be happy if the region's population stayed more-or-less the same.	<b>2.6</b>	3.1	3.0	3.3	3.2	3.2	3.1	<b>3.1</b>
23 The three economic development agencies that currently operate in the region should remain responsible for the region's economic development.	<b>3.0</b>	3.3	3.3	3.2	3.2	3.2	3.0	<b>3.1</b>
9 Each Council should look after economic development in its own area, using its own resources.	<b>3.0</b>	3.5	3.4	3.2	3.3	3.2	2.9	<b>3.1</b>
25 Businesses should pay the lion's share of the cost of economic development funding.	<b>2.4</b>	3.1	2.9	3.3	3.2	3.1	3.1	<b>3.1</b>
4 The region currently spends in a year the equivalent of \$5.54 on economic development for every \$100,000 of property value (homes and business premises). I support increasing spending to \$6.42 by 2007/08.	<b>3.3</b>	2.9	3.0	3.0	3.0	3.1	3.1	<b>3.1</b>
6 If a regionally important development such as a business park or medium-density housing would not otherwise occur, local government should step in to purchase land and consolidate ownership.	<b>3.0</b>	3.0	2.9	3.0	2.9	3.2	3.0	<b>3.0</b>
20 We should help businesses in the region by keeping their contribution to economic development low.	<b>3.3</b>	3.1	3.0	2.9	2.9	3.0	2.8	<b>2.9</b>
2 The committee that oversees regional economic development should be composed only of mayors and other elected representatives of the people of the region.	<b>2.6</b>	3.2	2.9	2.8	2.9	3.1	2.7	<b>2.9</b>
24 We should limit spending on economic development, even if that means opportunities for growth are missed.	<b>2.5</b>	2.7	2.6	2.9	2.8	2.8	2.7	<b>2.8</b>
8 Funding for regional economic development should be levied on the value of your property (i.e. on capital values).	<b>2.5</b>	2.7	2.5	2.6	2.6	2.8	2.7	<b>2.7</b>
13 The region currently spends in a year the equivalent of \$5.54 on economic development for every \$100,000 of property value (homes and business premises). I support increasing spending to \$8.03 by 2009/10.	<b>2.8</b>	2.5	2.7	2.6	2.7	2.8	2.7	<b>2.7</b>
<b>Number of responses is at least</b>	<b>414</b>	217	245	229	247	295	288	<b>1533</b>

\* Weighted using 2001 Census 18+ population figures from SNZ to provide proportionate representation of local authority populations

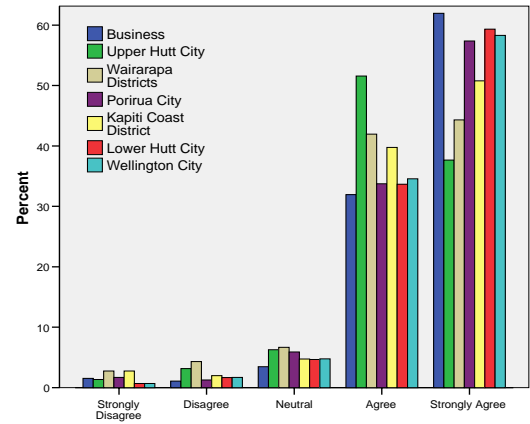
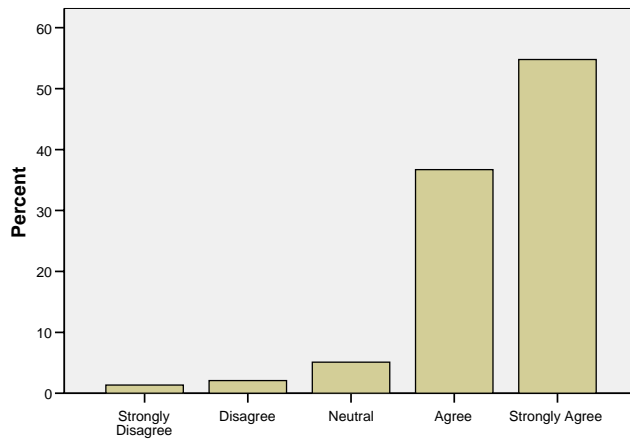


**Opinion on Wellington Regional Growth Strategy Implementation by Theme**  
(Averages; 1=Strongly Disagree, 3=Neutral, 5=Strongly Agree)

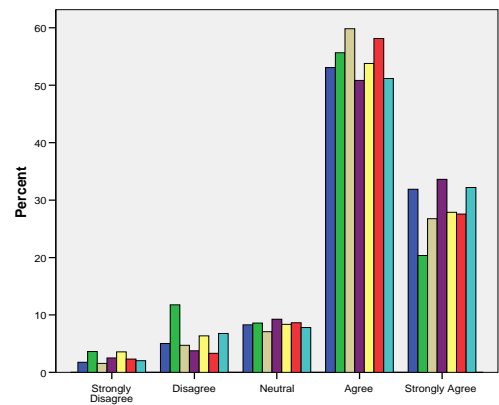
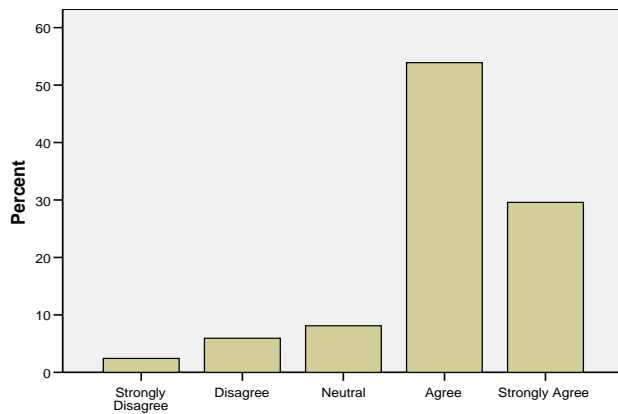
	<b>Businesses</b>	<b>Upper Hutt City</b>	<b>Wairarapa Districts</b>	<b>Porirua City</b>	<b>Kapiti Coast District</b>	<b>Lower Hutt City</b>	<b>Wellington City</b>	<b>Residents *</b>
<b>Organisation</b>								
1 It is important that Councils work together to develop the economy of the whole region.	<b>4.5</b>	4.2	4.2	4.4	4.3	4.5	4.5	<b>4.4</b>
12 It is important that the committee which oversees regional economic development should include leaders from different groups in the community as well as the mayors and other elected representatives.	<b>4.1</b>	3.8	4.1	4.1	4.0	4.1	4.0	<b>4.0</b>
11 There should be just one organization responsible for economic development in the whole of the Wellington region.	<b>3.5</b>	2.8	2.8	3.2	3.0	3.3	3.4	<b>3.2</b>
23 The three economic development agencies that currently operate in the region should remain responsible for the region's economic development.	<b>3.0</b>	3.3	3.3	3.2	3.2	3.2	3.0	<b>3.1</b>
9 Each Council should look after economic development in its own area, using its own resources.	<b>3.0</b>	3.5	3.4	3.2	3.3	3.2	2.9	<b>3.1</b>
2 The committee that oversees regional economic development should be composed only of mayors and other elected representatives of the people of the region.	<b>2.6</b>	3.2	2.9	2.8	2.9	3.1	2.7	<b>2.9</b>
<b>Social / Environmental</b>								
19 Regional development success should be assessed by measuring improvements in the environment, society, and culture, as well as the economy.	<b>3.9</b>	3.9	3.9	4.1	4.1	4.1	4.2	<b>4.1</b>
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21 I would like to see more ratepayer support for the efforts of volunteers in our communities.	<b>3.4</b>	3.3	3.4	3.4	3.6	3.6	3.6	<b>3.5</b>
17 If an area that is valued by the community for its scenic, recreational, or ecological importance is threatened by development, local government should purchase land in order to protect it even though this would increase rates.	<b>3.4</b>	3.3	3.2	3.4	3.5	3.4	3.5	<b>3.4</b>
10 The region's cities and towns should be designed to make them safe, even if it means we need to pay more rates.	<b>3.5</b>	3.3	3.2	3.2	3.4	3.5	3.5	<b>3.4</b>
7 Change in per capita GDP (average economic growth per person) is the best measure of regional development success.	<b>3.3</b>	3.2	3.3	3.2	3.2	3.2	3.1	<b>3.2</b>
6 If a regionally important development such as a business park or medium-density housing would not otherwise occur, local government should step in to purchase land and consolidate ownership.	<b>3.0</b>	3.0	2.9	3.0	2.9	3.2	3.0	<b>3.0</b>
<b>Population</b>								
15 It would be good if population growth could be spread more evenly among the cities and towns in the region.	<b>3.5</b>	3.5	3.4	3.5	3.5	3.6	3.6	<b>3.5</b>
5 New Zealand's population is likely to grow by about 15% over the next 20 years. It would be good if the population of the region grew at least as much as this to roughly 540,000 people.	<b>3.7</b>	3.3	3.3	3.3	3.1	3.4	3.3	<b>3.3</b>
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<b>Funding</b>								
3 Studies show that \$1 spent on regional economic development can result in an extra \$20 being spent in the region, so it's a good idea to use money from rates in this way.	<b>3.6</b>	3.5	3.4	3.4	3.4	3.5	3.5	<b>3.5</b>
14 Households and rural ratepayers should pay the same amount for economic development, no matter where they live.	<b>3.3</b>	3.0	3.2	3.2	3.2	3.1	3.2	<b>3.2</b>
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8 Funding for regional economic development should be levied on the value of your property (i.e. on capital values).	<b>2.5</b>	2.7	2.5	2.6	2.6	2.8	2.7	<b>2.7</b>
13 The region currently spends in a year the equivalent of \$5.54 on economic development for every \$100,000 of property value (homes and business premises). I support increasing spending to \$8.03 by 2009/10.	<b>2.8</b>	2.5	2.7	2.6	2.7	2.8	2.7	<b>2.7</b>

## Theme: Organisation

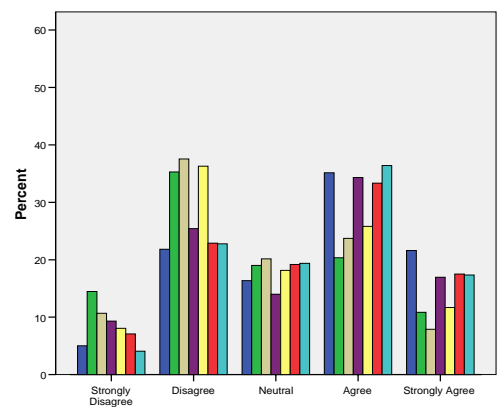
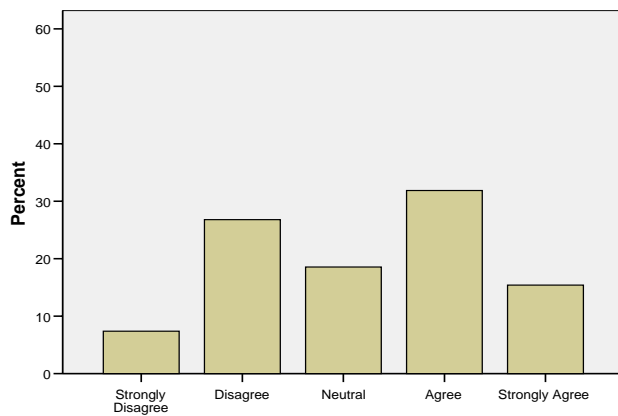
1. It is important that Councils work together to develop the economy of the whole region.



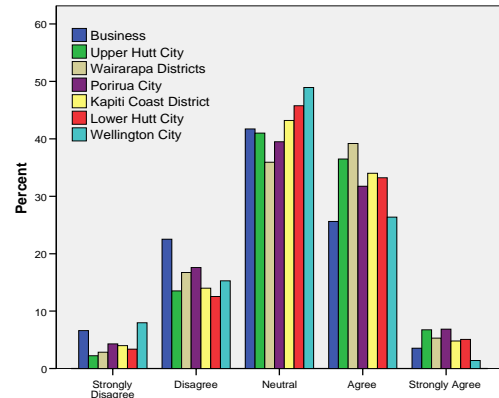
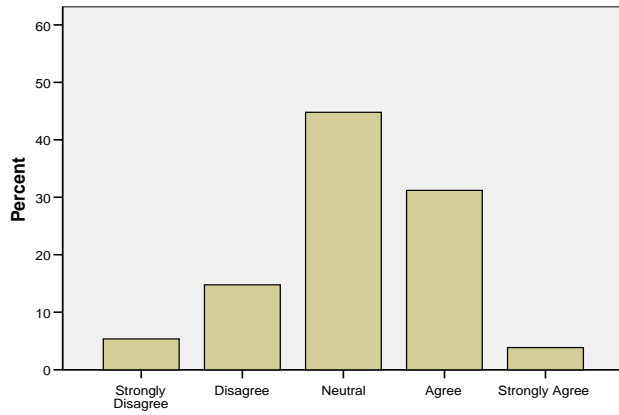
12. It is important that the committee which oversees regional economic development should include leaders from different groups in the community as well as the mayors and other elected representatives.



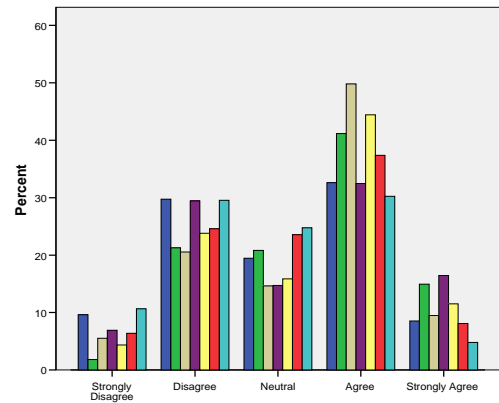
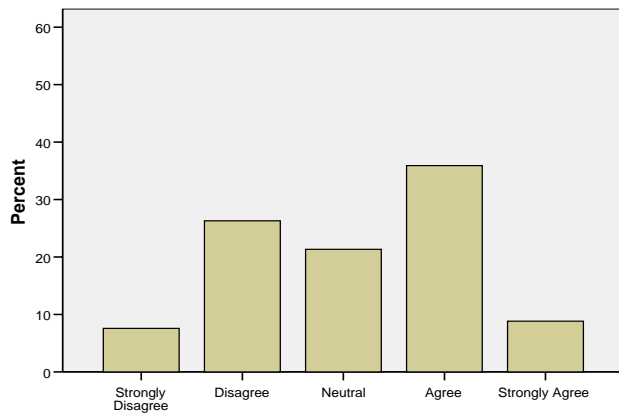
11. There should be just one organization responsible for economic development in the whole of the Wellington region.



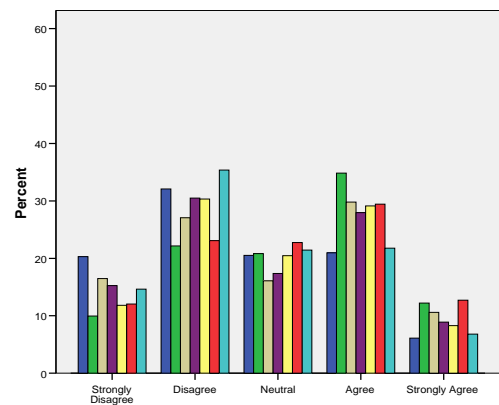
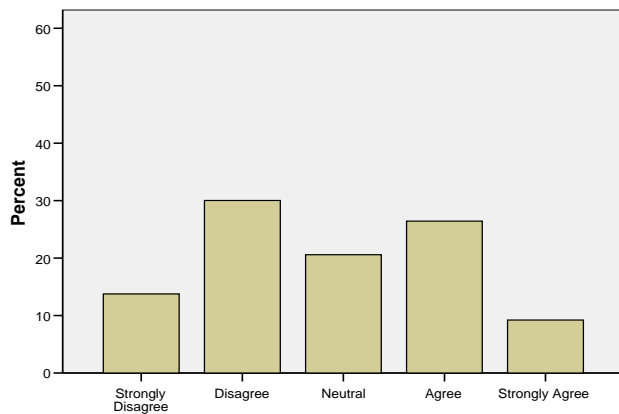
**23. The three economic development agencies that currently operate in the region should remain responsible for the region's economic development.**



**9. Each Council should look after economic development in its own area, using its own resources.**

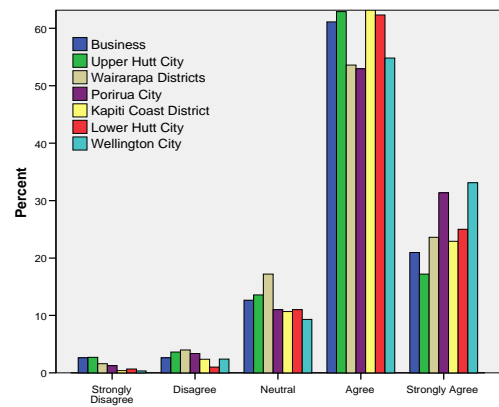
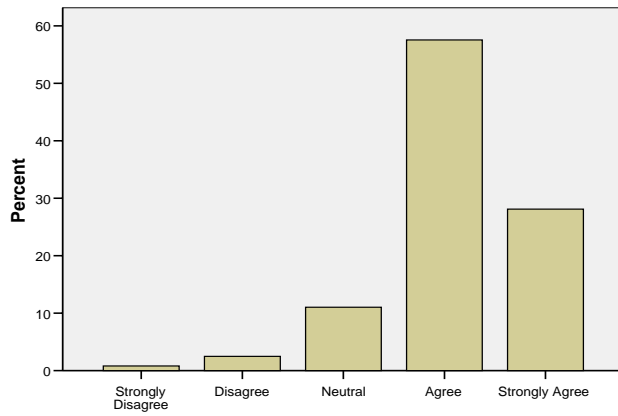


**2. The committee that oversees regional economic development should be composed only of mayors and other elected representatives of the people of the region.**

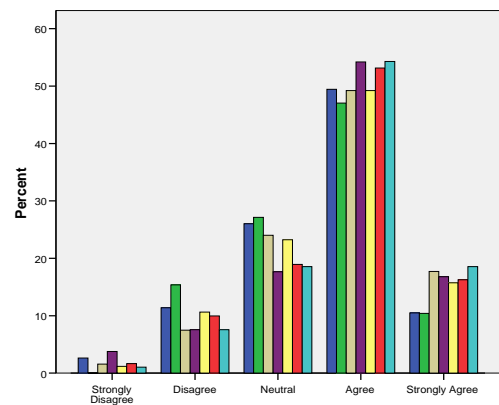
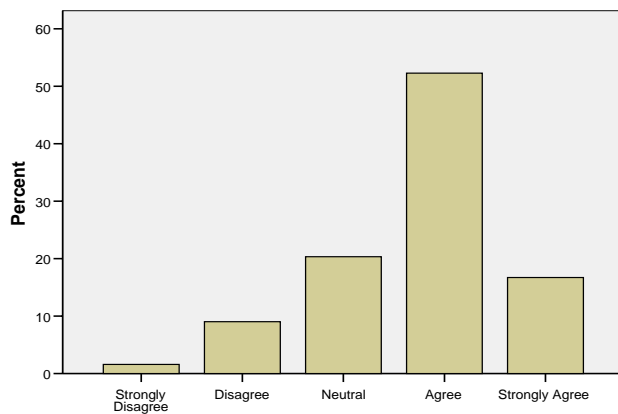


## Theme: Social / Environmental

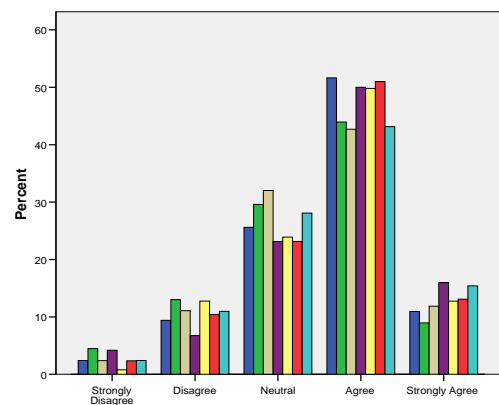
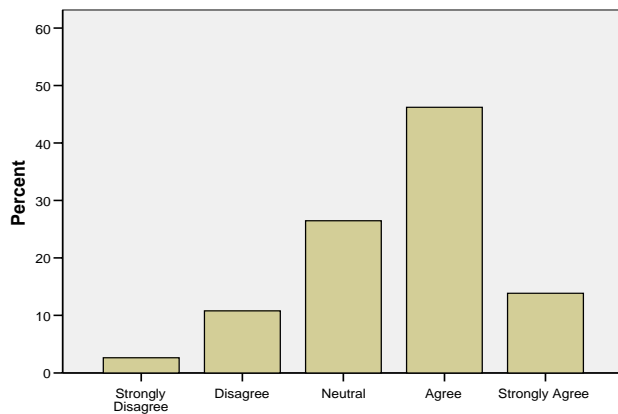
**19. Regional development success should be assessed by measuring improvements in the environment, society, and culture, as well as the economy.**



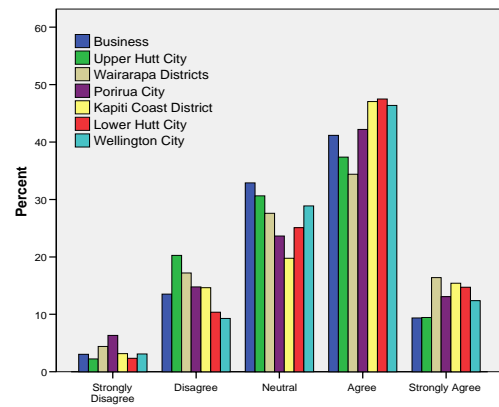
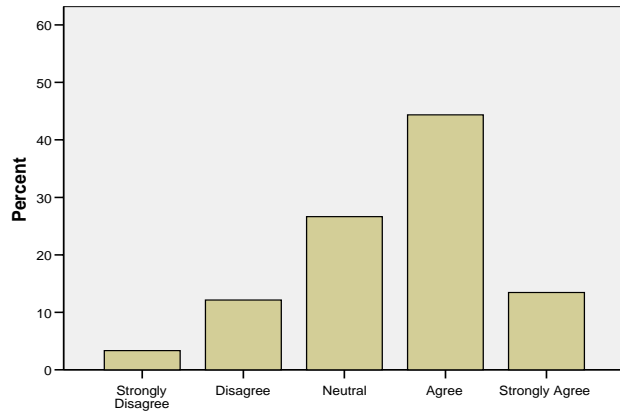
**22. We need to encourage more housing that is affordable near to where people work.**



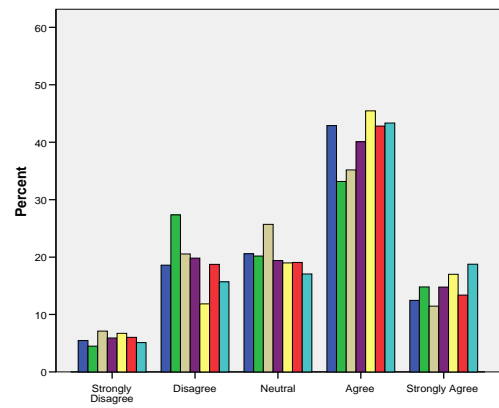
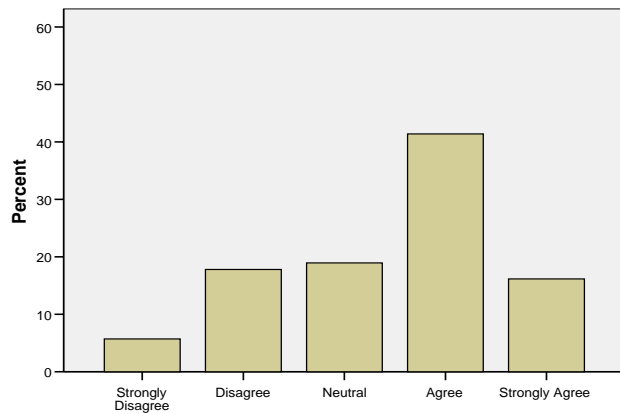
**18. There should be more choice of housing types (terrace houses or apartments for example) in and near the region's city and town centres, and close to transport links.**



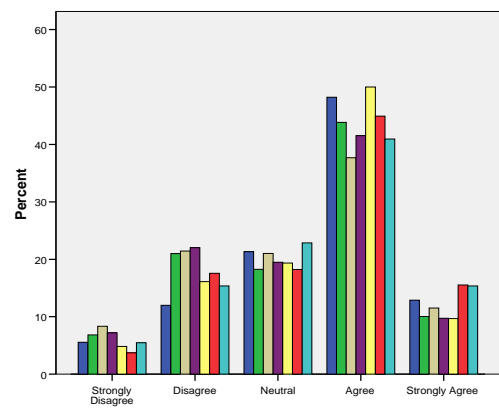
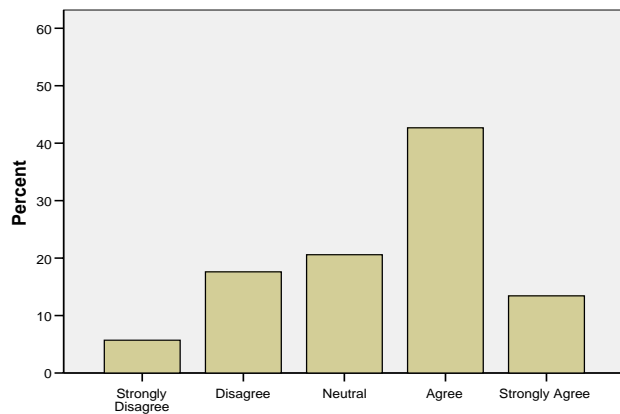
**21. I would like to see more ratepayer support for the efforts of volunteers in our communities.**



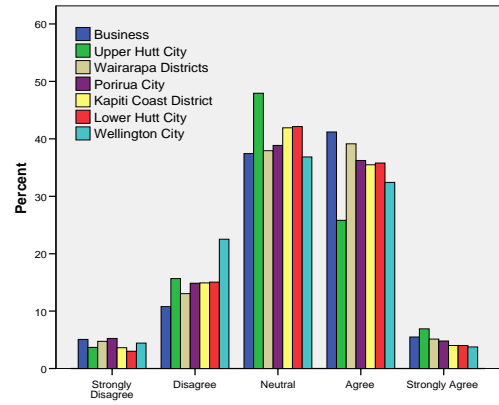
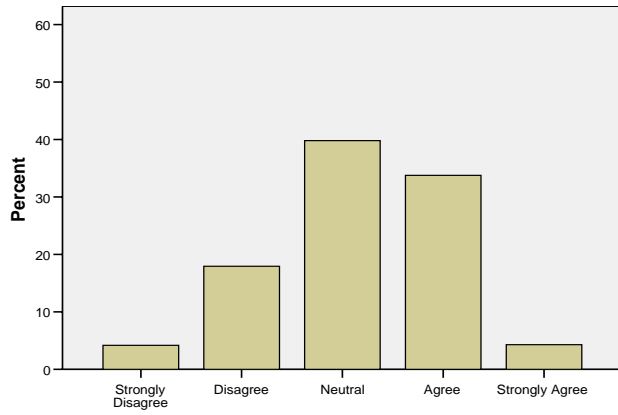
**17. If an area that is valued by the community for its scenic, recreational, or ecological importance is threatened by development, local government should purchase land in order to protect it even though this would increase rates.**



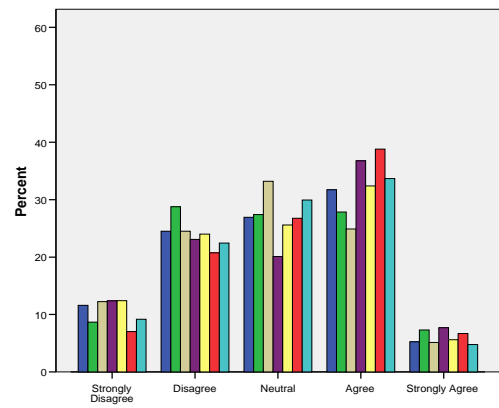
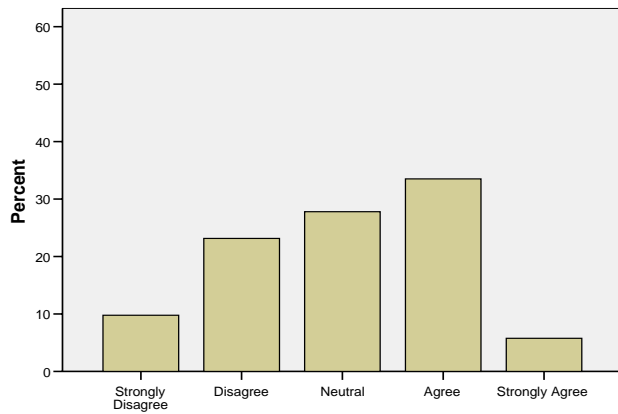
**10. The region's cities and towns should be designed to make them safe, even if it means we need to pay more rates.**



**7. Change in per capita GDP (average economic growth per person) is the best measure of regional development success.**

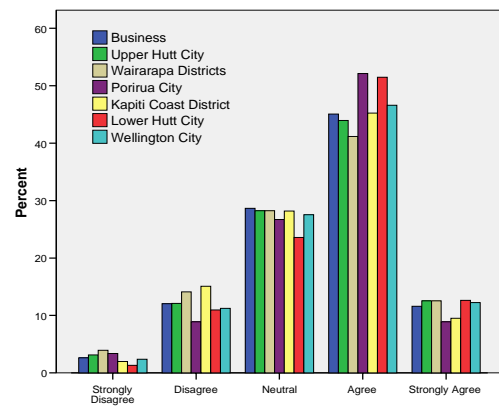
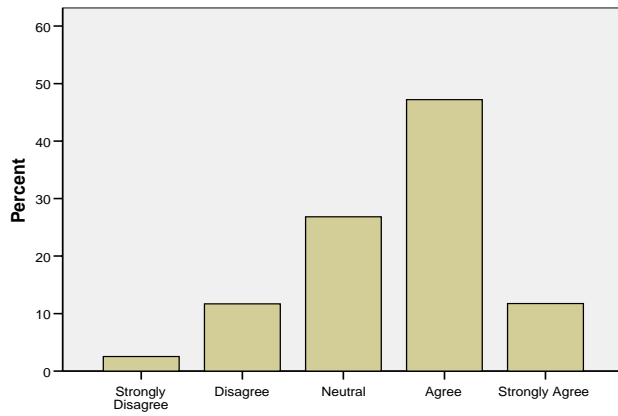


**6. If a regionally important development such as a business park or medium-density housing would not otherwise occur, local government should step in to purchase land and consolidate ownership.**

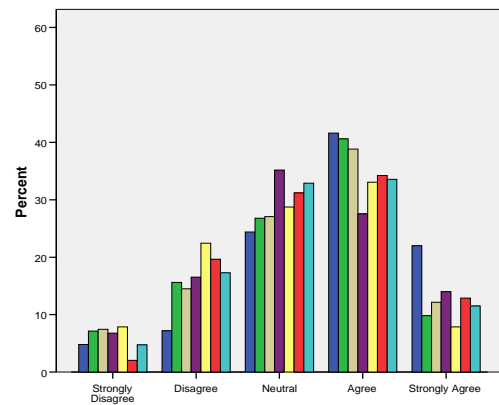
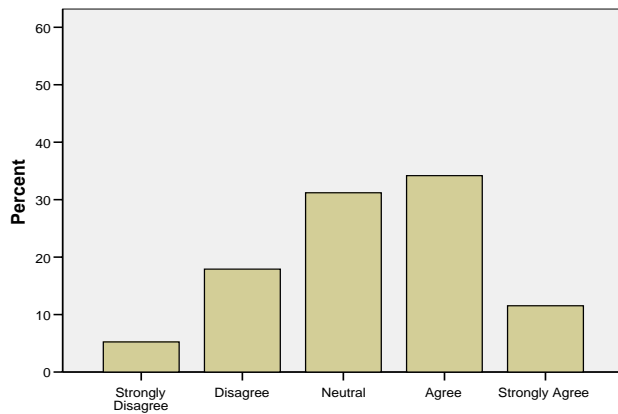


## Theme: Population

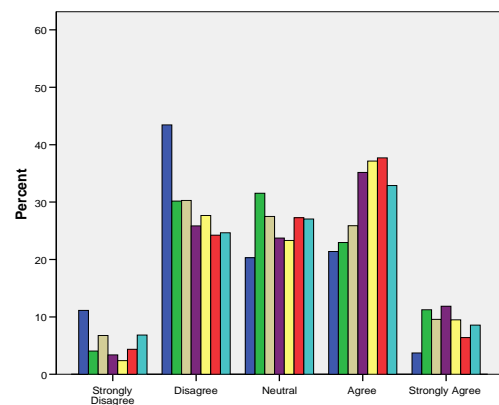
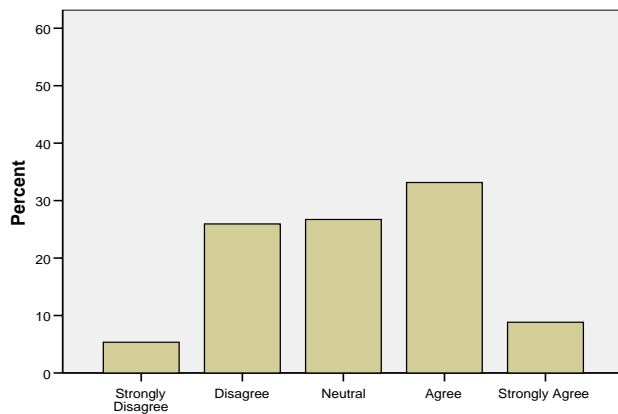
**15. It would be good if population growth could be spread more evenly among the cities and towns in the region.**



**5. New Zealand's population is likely to grow by about 15% over the next 20 years. It would be good if the population of the region grew at least as much as this to roughly 540,000 people.**

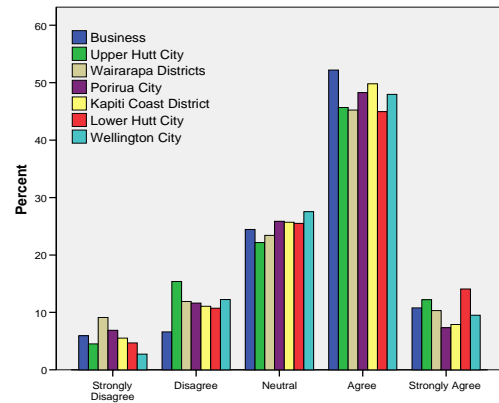
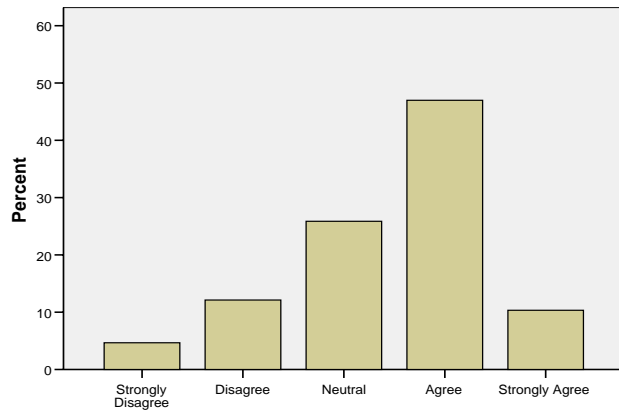


**16. I would be happy if the region's population stayed more-or-less the same.**

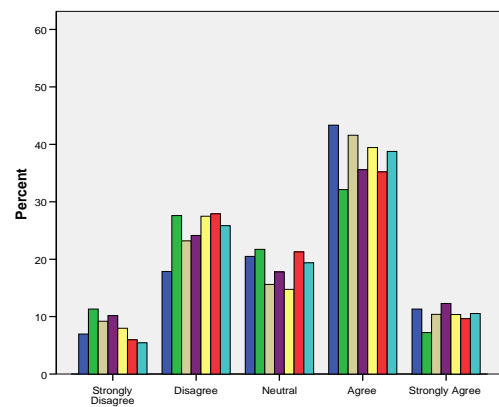
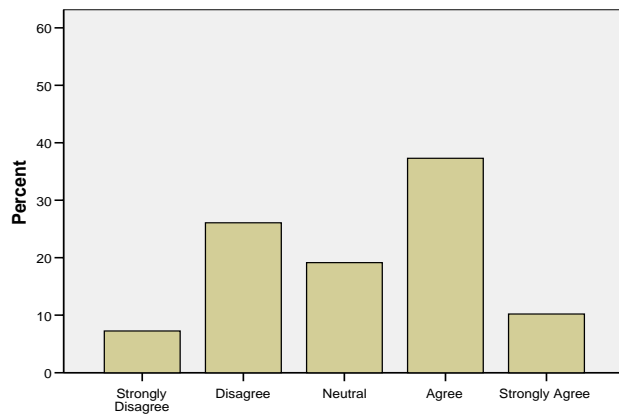


## Theme: Funding

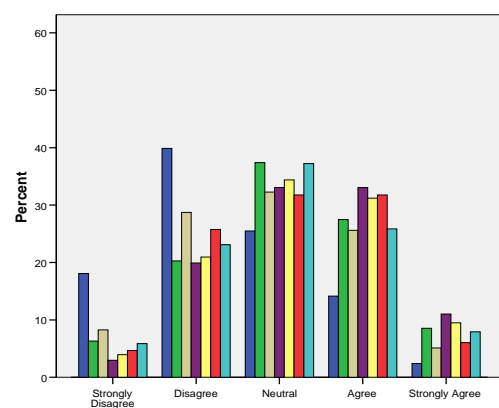
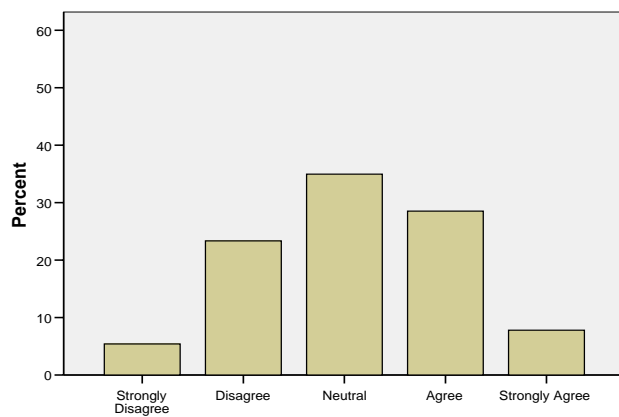
**3. Studies show that \$1 spent on regional economic development can result in an extra \$20 being spent in the region, so it's a good idea to use money from rates in this way.**



**14. Households and rural ratepayers should pay the same amount for economic development, no matter where they live.**

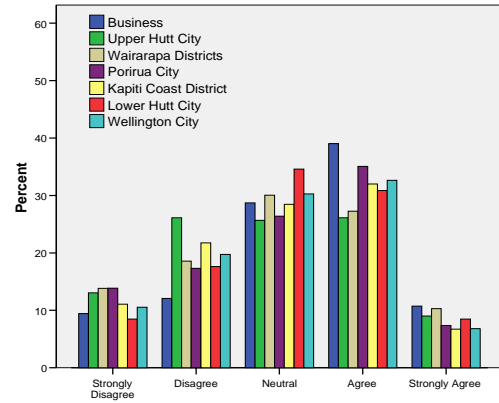
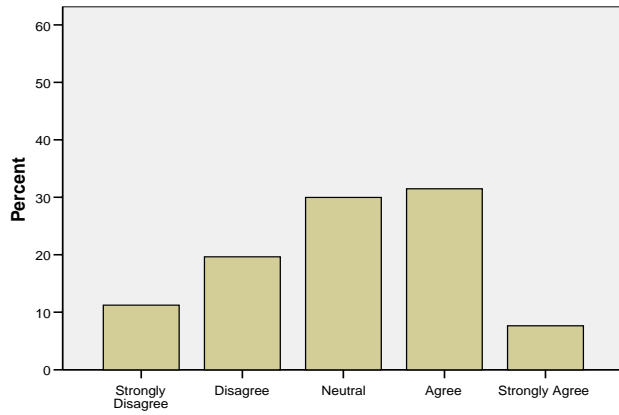


**25. Businesses should pay the lion's share of the cost of economic development funding.**

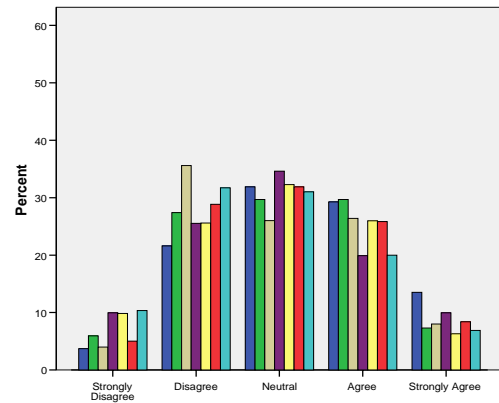
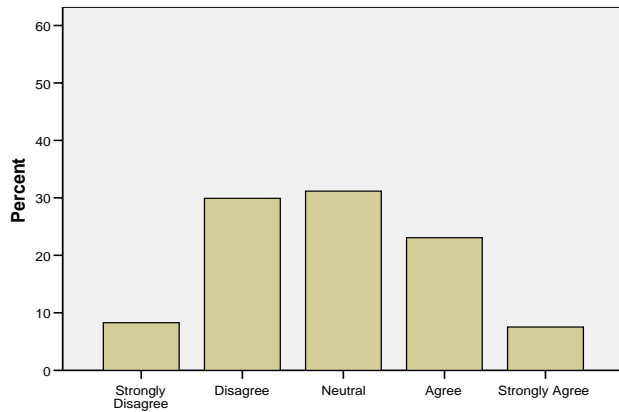




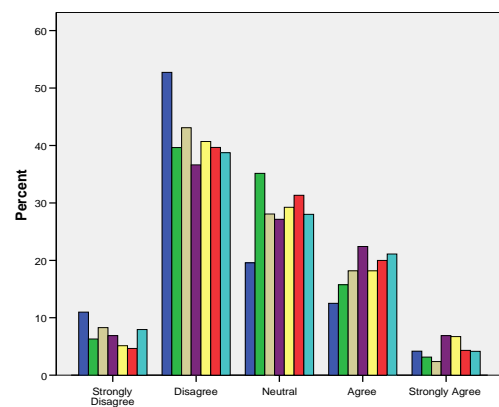
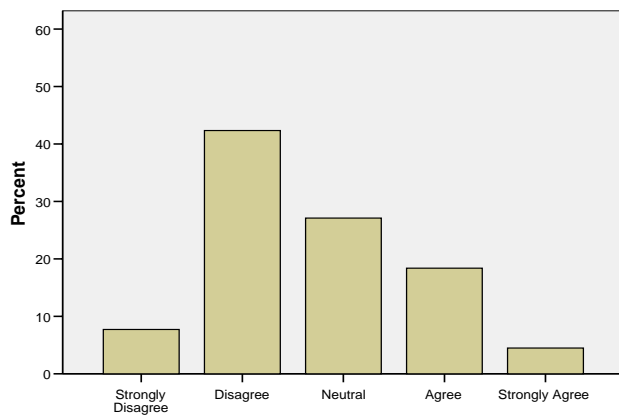
**4. The region currently spends in a year the equivalent of \$5.54 on economic development for every \$100,000 of property value (homes and business premises). I support increasing spending to \$6.42 by 2007/08.**



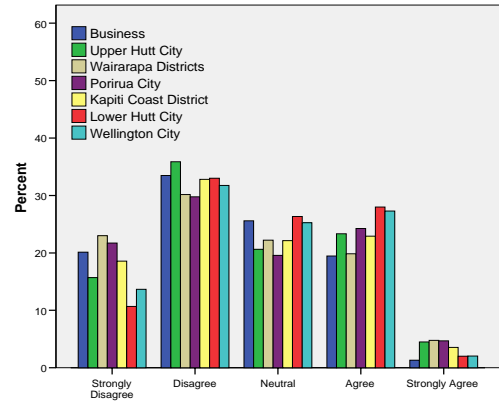
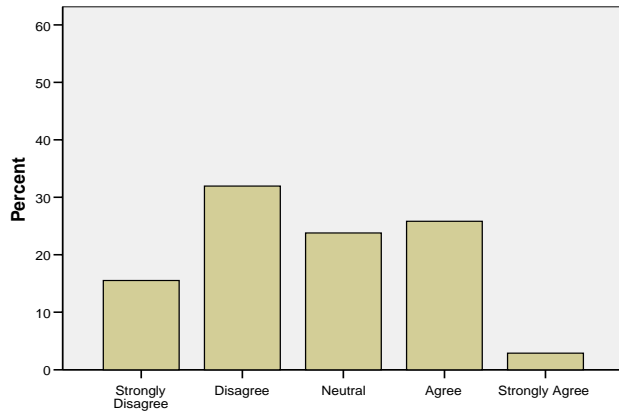
**20. We should help businesses in the region by keeping their contribution to economic development low.**



**24. We should limit spending on economic development, even if that means opportunities for growth are missed.**



**8. Funding for regional economic development should be levied on the value of your property (i.e. on capital values).**



**13. The region currently spends in a year the equivalent of \$5.54 on economic development for every \$100,000 of property value (homes and business premises). I support increasing spending to \$8.03 by 2009/10.**

