

## Summer programme survey results

- Total number of surveys received = 416.
- Excellent general satisfaction levels in all areas (4.6 average out of a maximum of 5).
- Almost a third of participants learned of the events in Elements (30%), up from 24% last year.
- Word of mouth remains very important (22%). Many people would attend with family and friends, with one person in the group having seen the advertised event.
- Public notices and articles in the press collectively attracted 31% of people surveyed – the same as last year.
- The GW website (3%) is still low but was useful in itself and as a link to others, e.g. Wellington City's [feelinggreat.co.nz](http://feelinggreat.co.nz).
- Representation from metropolitan areas was concentrated on Lower Hutt (31%) and Wellington (32%), but this is affected by the high number (89) of surveys completed for the Valley to Sea bike ride, and few from Queen Elizabeth Park events.
- There was a slightly more even gender profile than last year:
  - 42% male (up from 39%)
  - 57% female (down from 62%).
- The ages of participants were better balanced than last year, with around one-third under 30, one-third aged 30-49, and the final third aged aged 50+. This is not statistically valid but indicates a trend towards more appeal to younger people.
- 58 people asked to be added to the GW database, to be sent information on future events.