

Public support for pedestrianising Queen Street

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- ★ Results in this report are based upon questions asked of Aucklanders as part of the UMR Research Nationwide Online Omnibus survey.
 - The Queen Street questions were asked of a representative sample of n=323 Aucklanders aged 18 years or over.
 - This was a sub-sample of the nationwide sample of 1,000 New Zealanders aged 18 years or over.
 - Detailed quotas and weighting were used to ensure that the sample is as representative as possible.

- ★ Fieldwork was conducted from the 9th to 16th February 2011.

- ★ The margin of error for a sample size of 323 for a 50% figure at the '95% confidence level' is $\pm 5.5\%$.

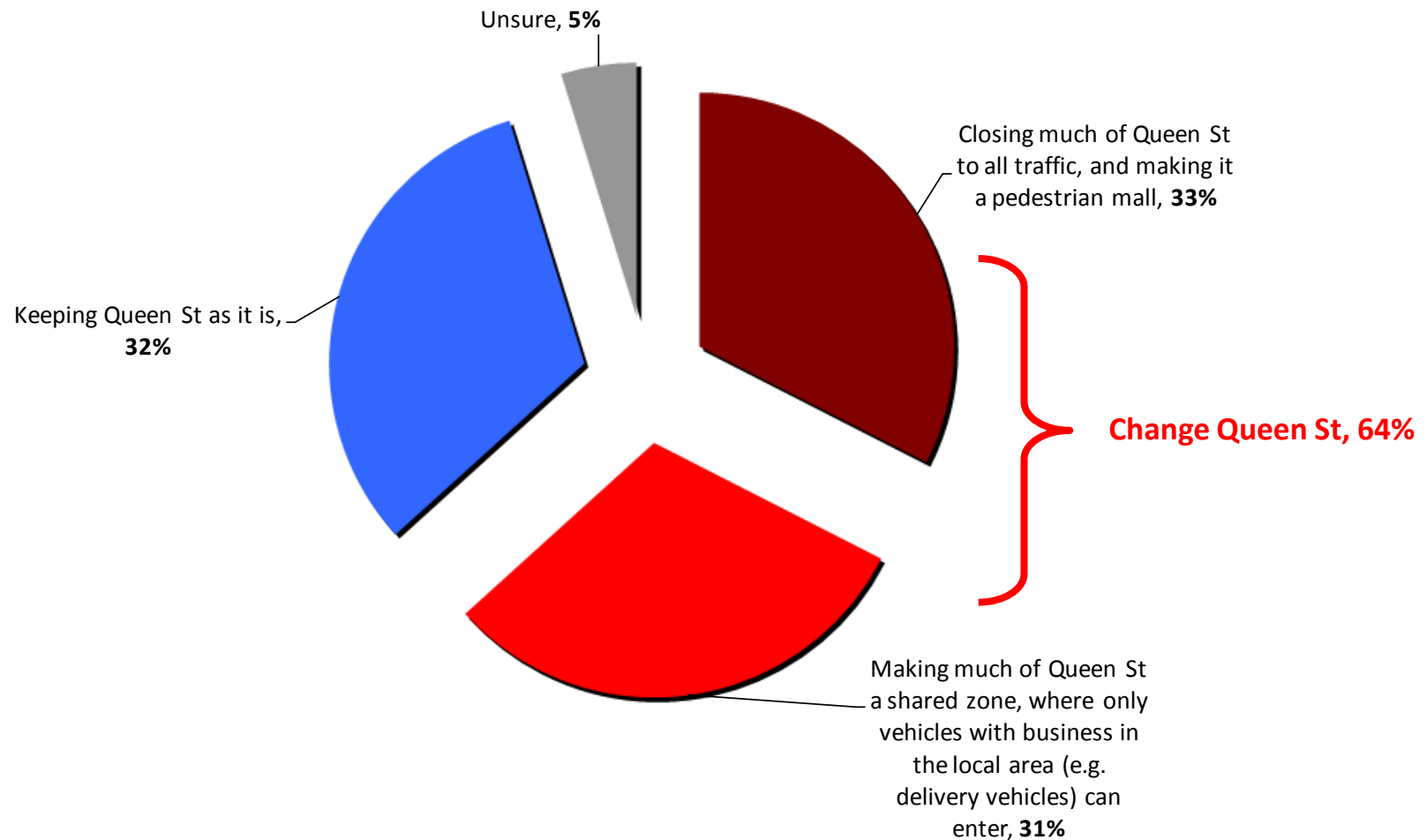
- ★ The regional breakdowns relate to standard Telecom telephone numbers:
 - 'Central Auckland' applies to areas where the Telecom numbers begin with 3 or 6.
 - 'South Auckland' is areas where the Telecom numbers begin with 2, excluding those outside the Auckland local calling area
 - 'North Shore' is areas where the Telecom numbers begin with 4, excluding those outside the Auckland local calling area
 - 'East Auckland' is areas where the Telecom numbers begin with 5
 - 'West Auckland' is areas where the Telecom numbers begin with 8
 - The sample for parts of the Auckland council area outside the Auckland local calling area (e.g. Warkworth or Pukekohe) is too small for robust analysis

- ★ Almost two thirds of Aucklanders (64%) want increased pedestrianisation of Queen St.
 - 33% want it closed to all traffic and made into a pedestrian mall.
 - 31% prefer making it a shared zone, where only vehicles with business in the local area (e.g. delivery vehicles) can enter.
 - 32% want to keep Queen St as it is.

- ★ Support for changing Queen St is clearly higher amongst over 45 year olds, although there are few differences between other demographic groups (e.g. location, gender or income).
 - 72% of 45-59 year olds and 69% of over 60 year olds want Queen St changed, compared with 56% of under 30 year olds and 61% of 30-44 year olds.
 - The differences in the views of people living in central, west, south or east Auckland or on the North Shore are within the margin of error – all areas have clear majorities in favour of change.

Options for Queen Street

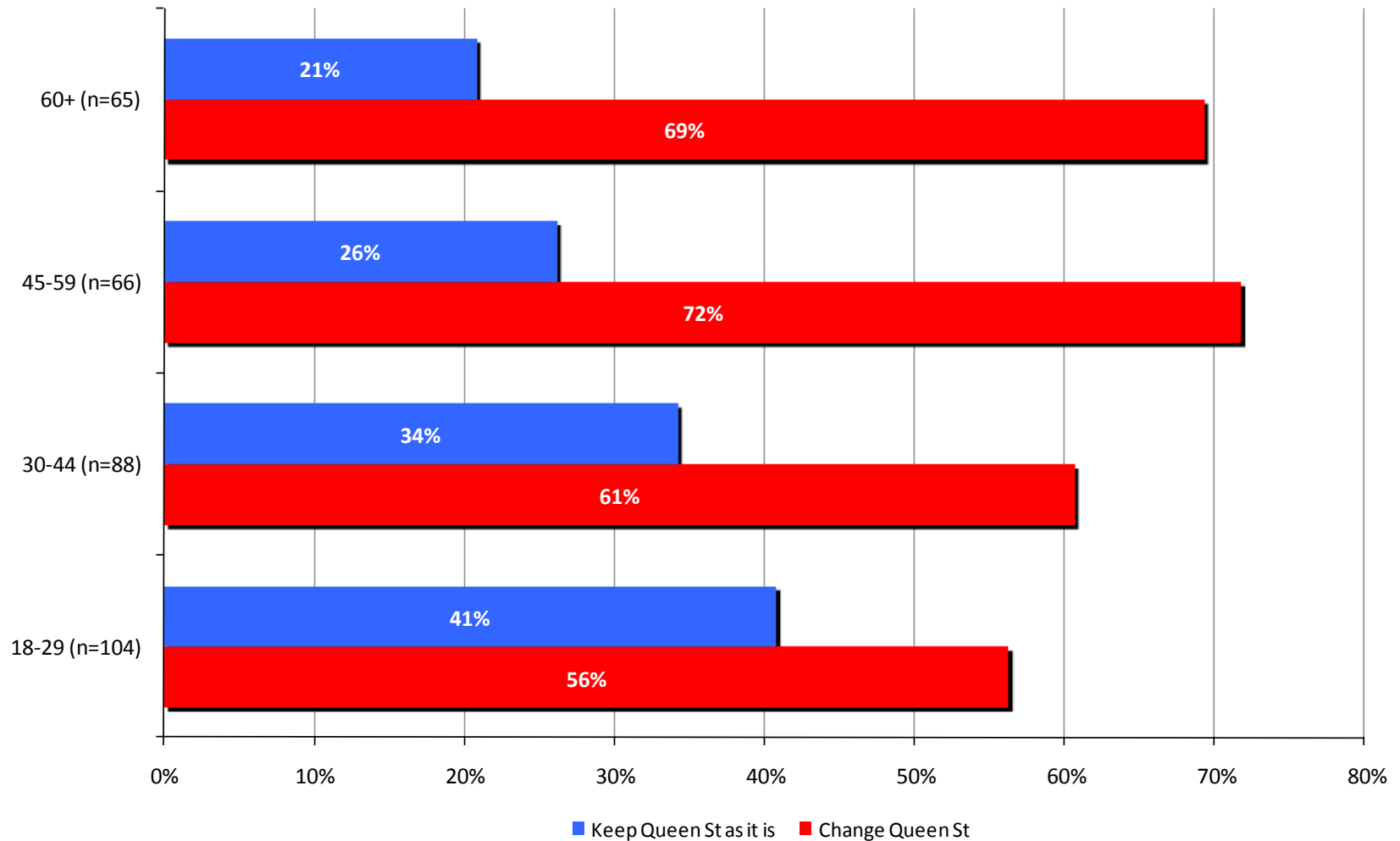
As you may be aware, there are several proposals for improving Queen Street (central Auckland). Which of the following do you prefer:



Base: All respondents (n=323)

Responses by age

As you may be aware, there are several proposals for improving Queen Street (Central Auckland). Which of the following do you prefer:



Responses by location

As you may be aware, there are several proposals for improving Queen Street (Central Auckland). Which of the following do you prefer:

