



people's panel



Zoo Music

September 2011

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2 Key Findings

Auckland Zoo asked the People's Panel for feedback to assist in planning of future series of Zoo Music – evening concerts at the Zoo which have been held since 2004

Attendance

- 23% of panellists had attended a Zoo Music concert in the past
- Reported attendance at concerts peaked at 31% in 2010, but dropped to 8% in 2011

Satisfaction

- 86% of those who had attended a concert were satisfied or very satisfied with their Zoo Music experience

Improvements

- Suggested improvements included better crowd management, better seating arrangements, improved entry and exit arrangements; more food outlets and toilets

Non-attendance

- 76% of panellists had never attended a Zoo Music concert
- The main reasons given for not attending were that panellists had thought about it but never got round to going (36%) or that they didn't know about the concerts (32%)

Preferred Artists

- Panellists were mostly to come and see "Flight of the Conchords", the Wellington Ukulele Orchestra and Anita Moa

Attendance at future Zoo Music concerts

- 46% of panellists were likely to attend in future, most saying they would come with their partners or with friends

Prices

- The suggested maximum prices were \$20 for Adult and \$10 for children

Other comments

- Most panellists were positive about Zoo Music but 10% expressed concern about the impact of loud music on zoo animals or felt the zoo was not a suitable venue for concerts

3.1 Survey Background

For the past seven years, Auckland Zoo has presented Zoo Music - a series of evening concerts featuring well known or up and coming New Zealand artists. Auckland Zoo sought feedback from the People's Panel to help them plan future series of Zoo Music.

A "Quickfire feedback" People's Panel survey set out to find:

- How many panellists had attended Zoo Music concerts in the past.
- How those who had attend concerts felt about the experience
- Reason for not attending Zoo Music
- What artists panellists would be likely to come and see
- How much panellists would be prepared to pay to attend Zoo Music

3.2 About the People's Panel

The People's Panel aims to provide a representative sample of the Auckland resident population who are encouraged to get involved with a range of council issues, giving feedback by regularly completing online surveys and getting involved with focus groups and other activities as needed.

The panel ideally supplements other research, consultation and engagement activities used to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'typical' members of the public – that is, they include members of the public who come from a range of backgrounds and a range of levels of involvement with the council.

On this occasion, public opinion was sought on matters which did not warrant a full consultation process. A "Quickfire feedback" survey - shorter than other People's Panel questionnaires and open for only one week - was used and provided a rapid, low-cost mechanism to deliver the desired feedback.

At the time of surveying, there were approximately 6800 people registered with the panel, with representation from residents of each local board area, and by age group and ethnicity. Participation in People's Panel surveys is voluntary and the demographic and geographic distribution of panellists does not yet not reflect the general population of Auckland. For this reason, results from People's Panel surveys should not be considered strictly representative research. We do, however, emphasise the value of the feedback from the Panel from a larger scale consultation and engagement perspective. Further recruitment is under way to improve participation levels from particular areas, age groups and ethnicities.

For more information about the People's Panel visit: www.aucklandcouncil.govt.nz/peoplespanel

3.3 Methodology

The survey was sent out to 6823 People's Panel members and had 2398 responses, giving a margin of error of +/- 1.6%. The survey was live between 26 and 31 August 2011 and one reminder was sent to boost the response rate. The survey was also promoted through Auckland Council Facebook and twitter accounts. All those who completed the survey went into a draw to win one of five family passes to the Zoo. The survey took 5 minutes to complete on average.

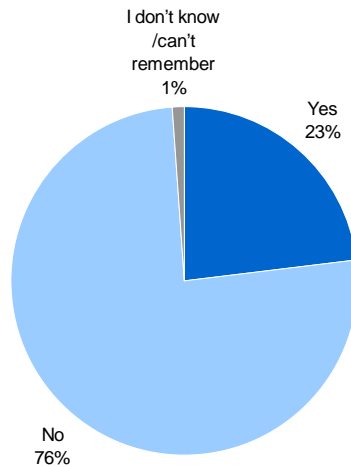
Please note that because multiple responses were accepted for some questions and/or as the result of rounding, percentages given in this report may not sum to 100%.

4 Findings

4.1 Zoo Music attendance

Most panellists taking part in the survey (76%) had never attended a Zoo music concert.

Have you ever attended a Zoo Music concert?



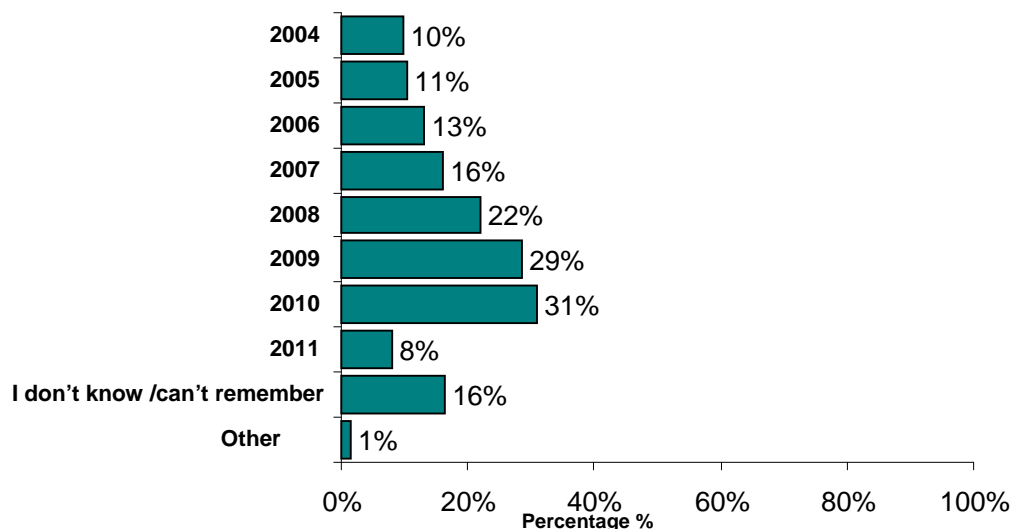
Base: People's Panel participating in the Zoo Music survey n=2398

Have you ever attended a Zoo Music concert?	Number of responses n=2398	% of responses
Yes	559	23
No	1,813	76
I don't know /can't remember	26	1

Base: Panellists participating in survey n= 2398

Among those who had experienced Zoo Music, attendance at concerts showed a steady growth from the beginning of the programme in 2004 - when 10% of panellists attended - to 2010 when 31% attended. However 2011 saw a sharp drop off, with only 8% of those who had experienced Zoo Music saying they had attended a concert in that series.

When did you attend a Zoo Music Concert?



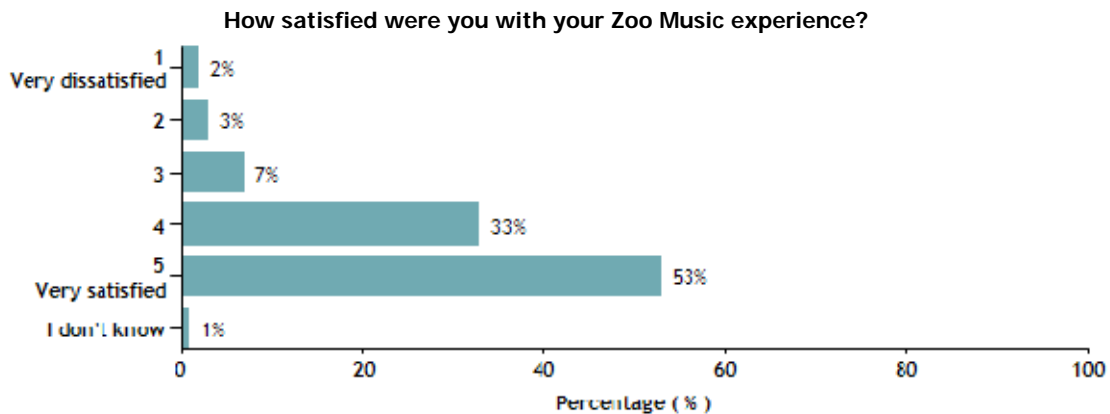
Base: Panellists who had attended a Zoo music concert n=522

When have you attended a Zoo Music concert?	Number of responses n=559	% of responses
2004	54	10
2005	58	10
2006	72	13
2007	89	16
2008	122	22
2009	158	28
2010	171	31
2011	44	8
I haven't attended a Zoo Music concert	7	1
I don't know /can't remember	91	16
Other	8	1

Base: Panellists who said had attended a Zoo music concert n=559

4.2 Satisfaction with the Zoo Music experience

Panellists who had attended a Zoo Music concert were almost all positive about their Zoo music experience. Eighty-six percent said they were satisfied or very satisfied with the event.



Base: Panellists who said they attended a Zoo music concert n=559

How satisfied were you with your Zoo Music experience? (If you have attended more than one give an over all impression) Rate on a scale of 1 – 5 where 1 is very dissatisfied and 5 is very satisfied.	Number of responses n=552	% of responses
1 Very dissatisfied	12	2
2	16	3
Total dissatisfied (1 & 2)	28	5
3	40	7
4	184	33
5 Very satisfied	295	53
Total satisfied	479	86
I don't know	5	1

Base: Panellists who said they attended a Zoo music concert (Q2A) n=552

4.3 Suggested improvements

Most suggested improvements related to event and crowd management: better seating arrangements, limits on the numbers attending concerts, improved entry and exit arrangements, the need to have more food outlets and toilets. Some panellists felt that numbers attending should be limited, as they found it difficult to see the concert and find somewhere to sit. A number of panellists thought there should be contingency plans for bad weather, while some thought entry prices should be lower.

Some panellists were disappointed that they did not have the opportunity to see the animals before the concert while others wanted to be able to bring their own alcohol. However 11% of those who commented thought it an enjoyable event and couldn't suggest any improvements, while 4% wanted more concerts.

What improvements could you suggest to make the Zoo Music experience better?	Number of responses n=188	% of responses
Improve seating arrangements, ability to see acts or screens	35	19%
Too crowded, need to limit entry	29	15%
Enjoyable event, nothing really to suggest	20	11%
Long queues - need more food outlets, toilets etc	15	8%
Need contingency plans for bad weather	15	8%
Better entry/exit	12	6%
Other music/better bands/more local talent	11	6%
Better/more healthy food options	11	6%
Reduce price of entry	9	5%
Better parking	8	4%
More events	7	4%
Better publicity/marketing	5	3%
Allow time to see animals	4	2%
Allow BYO/ Beverages too expensive	4	2%
Not something Zoo should be doing/sound must annoy animals	4	2%
Improve sound systems	3	2%
Address alcohol problems/prevent underage drinking	3	2%
More kid friendly	2	1%
Other	3	2%

Base: Panellists who suggested improvements=188

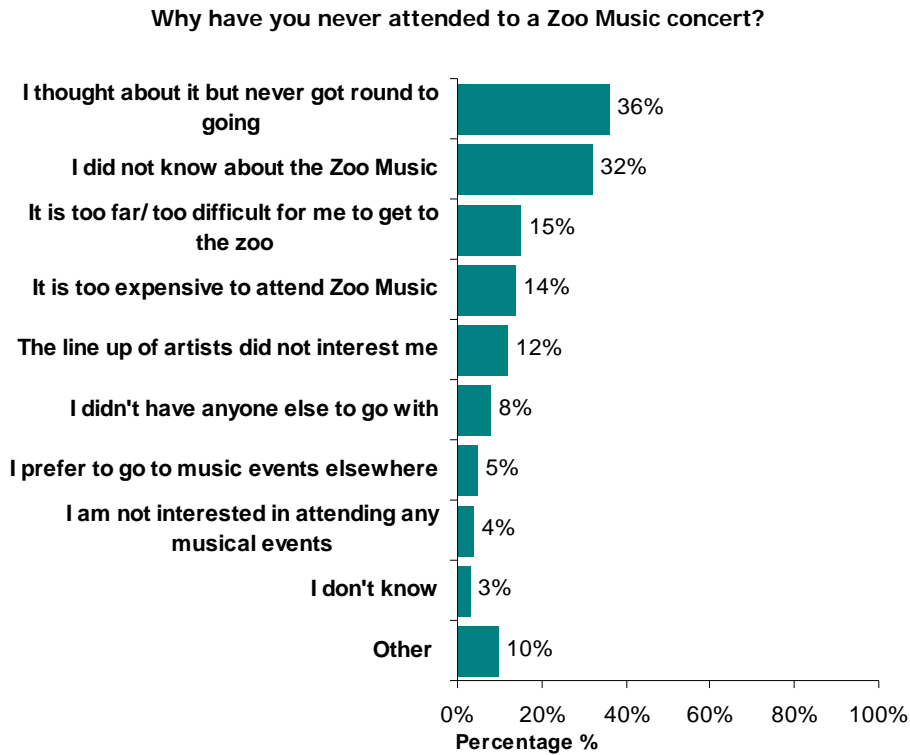
Selection of comments.

What improvements could you suggest? Selection of comments

- *It was great but very crowded and my husband is disabled so seating was quite a problem.*
- *Better organization proper seating areas otherwise there is chaos with people walking in the last minute and seating them selves where ever they please.*
- *Will be good to have some additional screens cuz unless you get there early, in some areas you can't see the stage.*
- *Perhaps limit the number of sales; if you get there late you won't see.*
- *The last time I went there were too many people and huge queues so a bit frightening for small children as a real crush to get in and find a decent position.*
- *It rained the night we attended therefore we had to leave within 5 minutes it was very disappointing there needed to be some wet weather options.*
- *Last year, it was just priced too high and out of reach of ordinary families. It's just a concert in a lovely park really, you can't charge too much for it.*
- *Better parking. Maybe do a deal with MOTAT to run the tram along Great North Rd so people can park along there and then catch the tram to the Zoo music.*
- *Simply have more especially round dinner.*
- *Both times were fantastic !!*
- *I just loved the whole and very relaxed atmosphere.*

4.4 Reasons for not attending a Zoo Music concert.

Over three quarters of panellists had never attended a Zoo Music concert. The two main reasons they gave for not attending were that while considering it, they had never got round to it (36%), or that they didn't know about the Zoo Music series (32%). A number of panellists said their family circumstances - having young children, unable to go out at night or busy with other commitments - meant they were unable to attend, while a few were concerned about the effects on the animals.



Base: Panellists who said they had never attended a Zoo Music concert n=1820

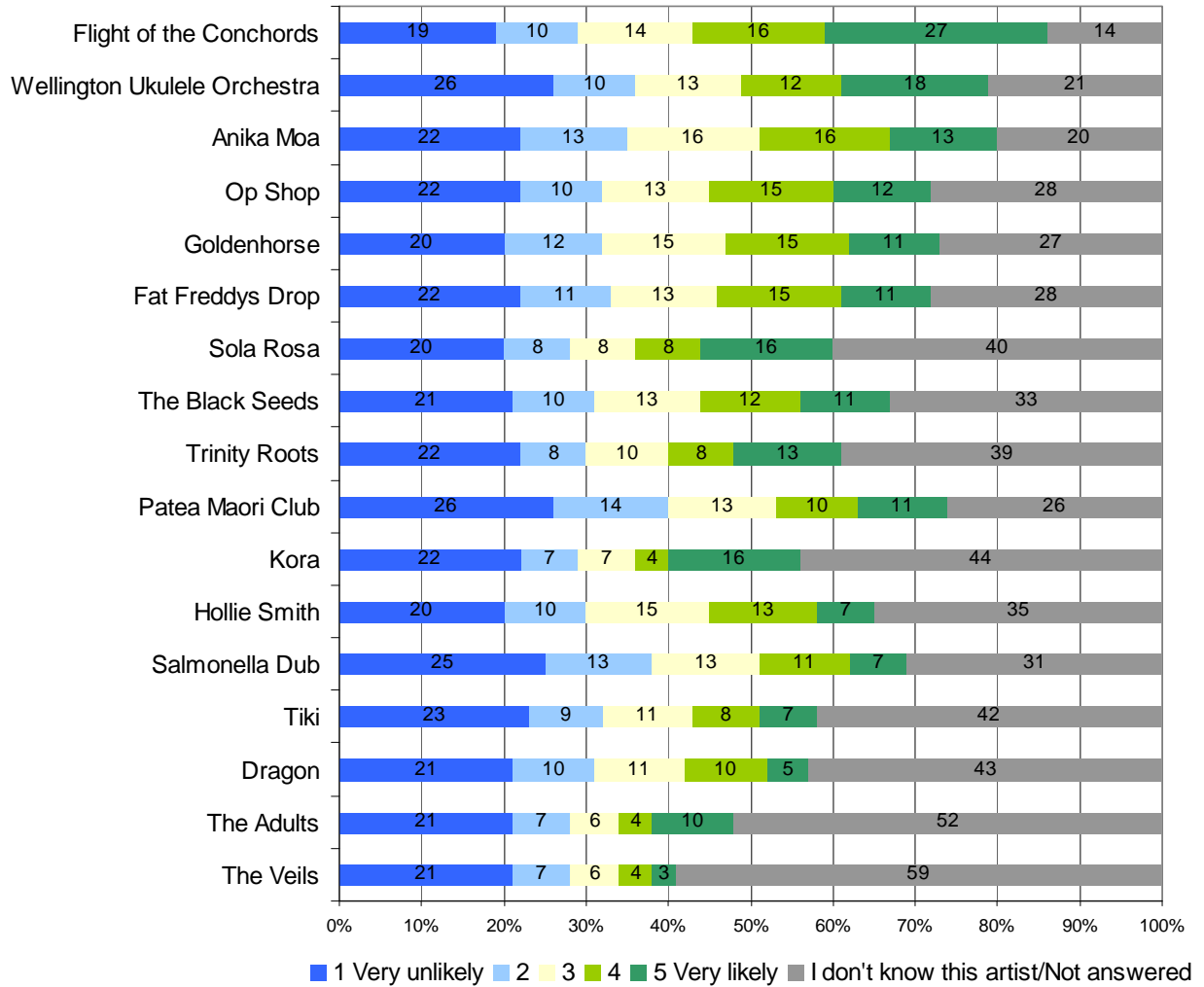
Why have you never attended to a Zoo Music concert? Select as many of the following reasons as apply to you	Number of responses n=1820	% of responses
It is too far/ too difficult for me to get to the zoo	271	15
It is too expensive to attend Zoo Music	257	14
I prefer to go to music events elsewhere	96	5
I am not interested in attending any musical events	75	4
The line up of artists did not interest me	221	12
I didn't have anyone else to go with	141	8
I thought about it but never got round to going	651	36
I did not know about the Zoo Music	584	32
I don't know	54	3
Other	174	10

Base: Panellists who said they had never attended a Zoo Music concert n=1820

4.5 Preferred Artists

Panellists were asked which on a list of possible Zoo Music performers they would be likely to come and see. Flight of the Conchords were the most popular performers, followed by the Wellington Ukulele Orchestra and Anika Moa.

How likely are you to come and see the following artists if they were to perform at Zoo Music?



Base: Panellists participating in survey n= 2398

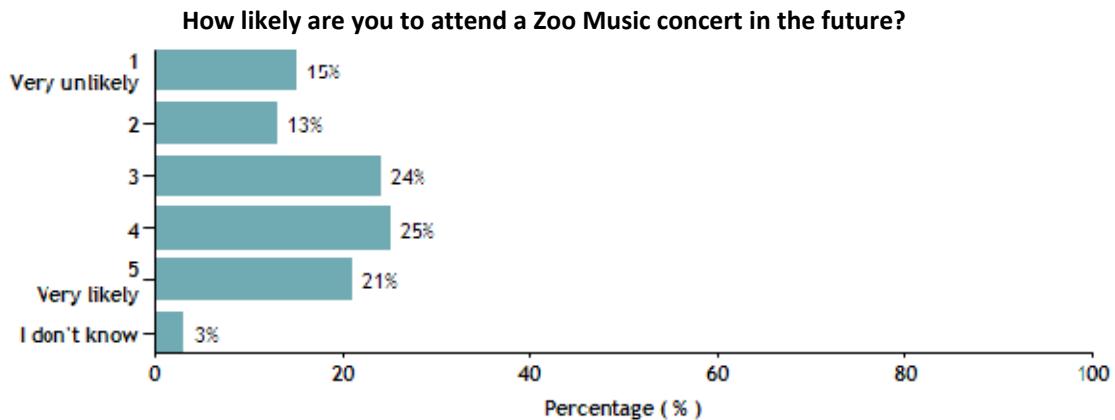
How likely are you to come and see the following artists if they were to perform at Zoo Music? <i>Rate on a scale of 1-5 where 1 is very unlikely and 5 is very likely</i>	1 Very unlikely %	2 %	3 %	4 %	5 Very likely %	I don't know this artist/Not answered %
Flight of the Conchords	19	10	14	16	27	14
Wellington Ukulele Orchestra	26	10	13	12	18	21
Anika Moa	22	13	16	16	13	20
Op Shop	22	10	13	15	12	28
Fat Freddy's Drop	22	11	13	15	11	28
Goldenhorse	20	12	15	15	11	27
Sola Rosa	20	8	8	8	16	40
The Black Seeds	21	10	13	12	11	33
Patea Maori Club	26	14	13	10	11	26
Trinity Roots	22	8	10	8	13	39
Hollie Smith	20	10	15	13	7	35
Kora	22	7	7	4	16	44
Salmonella Dub	25	13	13	11	7	31
Dragon	21	10	11	10	5	43
Tiki	23	9	11	8	7	42
The Adults	21	7	6	4	10	52
The Veils	21	7	6	4	3	59

Base: Panellists participating in survey n= 2398

Panellists suggested a wide variety of other artists or types of music they would like hear at Zoo Music. Dave Dobbyn was the most frequently suggested artist, followed by one or both of the Finn brothers. The Auckland Philharmonia Orchestra was the most commonly suggested group. Orchestral music and jazz were most commonly suggested as types of music panellists would like to hear but the range of suggestions ran from rock and hip hop to brass bands, kapa haka groups, PI choirs and children's music.

4.6 Attendance at future Zoo Music concerts.

Although only 23% of panellists had attended a Zoo Music concert in the past, 46% said they were likely to in the future – with a further 24% saying they might attend (neither unlikely nor likely). Only 28% all panellists said they were unlikely to attend a Zoo Music concert in the future.

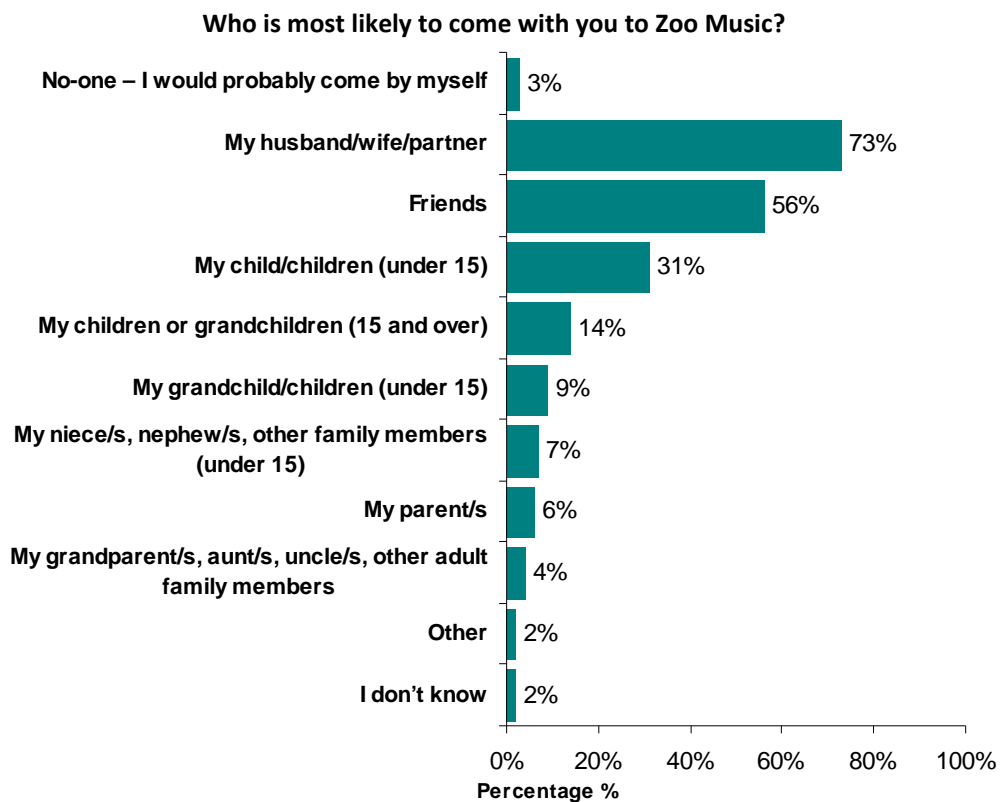


Base: Panellists participating in survey n= 2398

Now you have learned a bit more about Zoo Music and seen some of the artists who might perform, how likely are you to attend a Zoo Music concert in the future? <i>Rate on a 1 to 5 scale where 1 is very unlikely and 5 is very likely.</i>	Number of responses n=2398	% of responses
1 Very unlikely	353	15
2	323	13
Total unlikely (1 & 2)	676	28
3	568	24
4	590	25
5 Very likely	497	21
Total likely (4 & 5)	1087	46
I don't know	67	3

Base: Panellists participating in survey n= 2398

Over 70% of panellists said they were most likely to attend Zoo Music with their partner while over half said they were likely to come with their friends.



Base: Panellists who gave a 3-5 likelihood of attending Zoo Music in the future n= 1654

Who is most likely to come with you to Zoo Music? <i>Please select as many as apply..</i>	Number of responses n=1654	% of responses
No-one – I would probably come by myself	49	3
My husband/wife/partner	1,201	73
Friends	922	56
My child/children (under 15)	512	31
My children or grandchildren (15 and over)	231	14
My grandchild/children (under 15)	143	9
My niece/s, nephew/s, other family members (under 15)	121	7
My parent/s	97	6
My grandparent/s, aunt/s, uncle/s, other adult family members	73	4
I don't know	26	2
I prefer not to say	4	0
Other	32	2

Base: Panellists who gave a 3-5 likelihood of attending Zoo Music in the future n= 1654

4.7 Prices for Zoo Music tickets

Panellists were asked the maximum they would be willing to pay for an adult's and a child's ticket to zoo music and to give reasons for their answers.

Prices suggested for an adult's ticket ranged from \$0 - \$100 with \$20 both the average and the most commonly suggested maximum

Suggestions for a child's ticket also ranged from \$0 - \$100 with \$10 both the average and the most commonly suggested maximum.

Many panellists recommended having a family pass or free entry for children as otherwise the concerts were too expensive for them to attend, especially for those with larger families. Others also suggested concession rates for students, seniors and ratepayers. Some panellists commented that they would be prepared to pay more for high profile acts or if admission to the zoo during opening hours was also included.

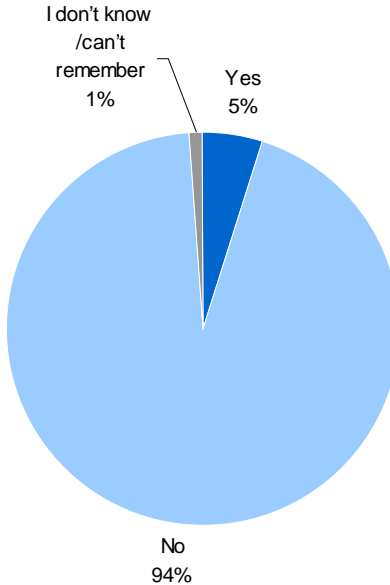
Reasons given for suggested entry ticket prices

- *Maybe consider a family pass as it all gets a bit expensive otherwise.*
- *Make them affordable. A price for a single adult ticket may sound reasonable, but you add children to it and it becomes an expensive night out.*
- *For Pacific families it is very difficult to attend and enjoy these events due to costs and family numbers. A family pass with children to attend free.*
- *Please don't out price families & groups. The Zoo Music series provides an amazing family experience for parents to enjoy themselves and have a semblance of adult life with their friends & introduce their kids to the wonderful world of music & live events.*
- *How much I'm prepared to pay depends on the band. I would expect to pay a similar amount as seeing the same band at a different venue.*
- *Auckland ratepayers should get a discount. Perhaps a voucher on receipt of final annual rate payment.*
- *Would be prepared to pay a little more if it came with a pass to the zoo that could be redeemed on different day.*
- *Children under 15 should be Free of Charge and Adults over 60 should be Free of Charge.*
- *Pensioners ticket would be nice.*

4.8 Friends of the Zoo

Panellist were asked whether or not they were currently “Friends of the Zoo” - an annual membership to the Zoo which gives unlimited entry for the year and other benefits. Only five percent of panellists were “Friends of the Zoo”.

Are you a member of “Friends of the Zoo”?



Base: Panellists participating in survey n= 2398

Are you a member of “Friends of the Zoo”? (This gives unlimited entry to the Auckland Zoo for a year.)	Number of responses	% of responses
Yes	109	5
No	2265	94
I don't know	21	1
Prefer not to say	3	0

Base: Panellists participating in survey n= 2398

4.9 Other comments

At the end of the survey panellists were invited to give other comments and just under a quarter responded. Most were very positive about Zoo Music – saying how much they had enjoyed them in the past or that they hoped to attend them in future. Some suggested ways to make the concerts more accessible – either by providing better public transport, improved parking or reducing the price of entry. However over 10 percent of panellists were concerned about the effects of loud music on the zoo animals and/or expressed the view that the Zoo was not a suitable place to hold concerts. A few panellists expressed opposition to the concept of zoos themselves.

Other comments

- *I have enjoyed it the times I have been. I have discovered artists (the backups) I have not heard of before and bought their CDs, all because of Zoo Music!*
- *It is the most wonderful event so please keep it going and make the season even longer of possible.*
- *Great concerts and great family atmosphere. They're always a feature on our 'must do' list for summer - love them!!!*
- *Like the idea of the concerts - perceive parking as an issue*
- *Maybe buses could be put on from North Shore park & rides direct to zoo when there is an event.*
- *Just wondering why you would want to have music at the zoo. Has any research been done into how this sort of 'sound' may disturb any of the animals?*
- *I want to know that the animals at the zoo are not going to be disturbed by music there.*
- *Stop the noise pollution and driving the poor animals crazy!!!!*
- *I am ethically opposed to most zoos. I think that animals should be in their natural environment. I am unhappy that a portion of my rates goes to fund the zoo which I do not support.*
- *Surely having a loud musical event at night in the zoo must be stressful for the animals.*

5 How the results were used

The People's Panel survey showed strong support for the Zoo Music brand, produced a shortlist of New Zealand musicians people wanted to see and what they would be prepared to pay for a ticket.

This information, together with other research carried out, enabled Auckland Zoo to determine whether it could proceed with a profitable series and the decision was made not to present Zoo Music concerts in 2012. Key contributing factors were the limited number of suitable artists that were interested, available and had not performed at the Zoo in recent years, and the costs associated with performances by those artists.

Auckland Zoo has not ruled out Zoo Music or a similar event for future years.

Feedback from Auckland Zoo

Auckland Zoo carefully considers its marketing and event activity to ensure it contributes directly to the Zoo's mission of bringing people together to build a future for wildlife.

The Zoo Music concert series has played an important part in bringing people to the Zoo who wouldn't normally come in, and has allowed us to communicate our conservation messages while providing a memorable concert experience for Zoo Music fans. Importantly, the series has also raised funds for the Auckland Zoo Conservation Fund.

In recent years, Zoo Music has faced some key environmental challenges so we decided to carefully review the decision to progress with a 2012 series of concerts. These challenges come down to increased competition in the music concert space and the availability of local artists to perform.

As part of this review the Zoo surveyed the People's Panel results and other research it had carried out with its "Friends of the Zoo". The research showed strong support for the Zoo Music brand and produced a shortlist of New Zealand musicians people wanted to see, and what they would be prepared to pay for a ticket. The research was incredibly useful as it helped us directly see what price people were prepared to pay to see which artists, which enabled us to ascertain whether we could proceed with a profitable series. The decision not to proceed with a Zoo Music series in 2012 was made. Key contributing factors were the limited number of suitable artists that were interested, available and had not performed at the Zoo in recent years, and the costs associated with performances by those artists.

While Zoo Music will no longer be part of the event mix for the 2012 summer season, various alternatives are currently being explored and discussed. We haven't ruled out Zoo Music or a similar event for future years.

Auckland Zoo carefully considers its marketing and event activity to ensure it contributes directly to the Zoo's mission of bringing people together to build a future for wildlife.

Appendix I Questionnaire

NB Filtering based on previous responses was used to ensure participants completed only those questions that were relevant to them.



Welcome to the Peoples Panel Quickfire survey on Zoo Music



Auckland Zoo would like to invite you to take part in a short survey about Zoo Music - evening concerts held at the Zoo. Your feedback will help Auckland Zoo plan future seasons of Zoo Music.

To thank you for participating, you will go into the draw to win one of five family passes to the Zoo.

The survey should take no more than 5 minutes to complete. As with all our surveys your personal details are kept confidential and you will not be identified in any reporting of results.

Zoo Music

Zoo Music, which began in 2004, is a series of summer evening concerts held at Auckland Zoo. Zoo Music showcases Kiwi music from the best of New Zealand's contemporary and legendary artists to up-coming young talent. Proceeds from the concerts support the Zoo's conservation work, both in New Zealand and overseas.



1A. Have you ever attended a Zoo Music performance?

Yes

No

Not sure/can't remember

2A. When did you attend a Zoo Music performance ?

Tick as many as apply

None

2004

2005

2006

2007

2008

2009

2010

2011

I haven't attended a Zoo Music concert

Not sure/can't remember

Other (please specify)

3A. How satisfied were you with your Zoo Music experience? (If you have attended more than one give an over all impression)

Rate on a scale of 1 – 5 where 1 is very dissatisfied and 5 is very satisfied.

3B What improvements could you suggest to make the Zoo Music experience better?

Leave blank if you have no suggestions

4A Why have you never gone to a Zoo Music event?

Select as many of the following reasons as apply to you

It is too far/ too difficult for me to get to the zoo

It is too expensive to attend the Zoo Music.

I prefer to go to music events elsewhere.

I am not interested in attending any musical events.

The line of artists did not interest me

I thought about going but never got round to it

I did not know about the Zoo Music

I don't know

Other

5A. The Zoo is considering the line up of artists for the future Zoo Music series.

How likely are you to come and see the following artists if they were to perform at Zoo Music?

Rate on a scale of 1-5 where 1 is very unlikely and 5 is very likely.

The Adults

Patea Maori Club

Hollie Smith

Sola Rosa

Anika Moa

Wellington Ukulele Orchestra

Fat Freddys Drop

Dragon

Kora

Op Shop

Salmonella Dub

Tiki

Trinity Roots

Goldenhorse

The Black Seeds

Flight of the Conchords

The Veils

5B Who else would you like to see perform at Zoo Music?

Leave blank if you have no further suggestions.

6A Now you have learned a bit more about Zoo Music, and seen some of the artists who might perform, how likely are you to attend a Zoo Music event in the future?

Rate on a 1 to 5 scale where 1 is very unlikely and 5 is very likely.

7A Who is most likely to come with you to Zoo Music?

Select as many as apply

No-one – I would probably come by myself

Friends

My husband/wife/partner

My child/children (under 15)

My grandchild/children (under 15)

My niece/s, nephew/s, other family members (under 15)

My children or grandchildren (15 and over)

My parent/s

My grandparent/s, aunt/s, uncle/s, other adult family members

I prefer not to say

I don't know

Other (please specify)

8A What is the most you would be prepared to pay for an adult ticket to Zoo Music?

Please enter the nearest dollar value only (i.e. no \$ sign, words or cents)

If you are not sure please enter a rough estimate or leave the question blank.

8B What is the most you would be prepared to pay for a child's ticket to Zoo Music?

Please enter the nearest dollar value only (i.e. no \$ sign, words or cents)

If you are not sure please enter a rough estimate or leave the question blank.

8C Have you any comments to add about Zoo Music prices?

Leave blank if you have no comments to add.

Now please tell us a little more about yourself.

9A Are you

Male

Female

Prefer not to say

9B Which of the following age groups do you belong to?

Under 15

15-24

25-34

35-44

45-54

55-64

65-74

75+

Prefer not to say

9C Where do you live?

Select your suburb from the following list.

(Suburb list)

9D Are you a member of "Friends of the Zoo"? (This gives unlimited entry to the Auckland Zoo for a year.)

Yes

No

I don't know

Prefer not to say

10A Is there anything else you'd like to tell us about Zoo Music or this survey in general?

Leave blank if you have no further comments

Thank you for taking the time to give your views on Zoo Music. Your answers have been submitted.

Appendix II Demographic profile

	All respondents Absolute values n= 2398	All respondents Percentages (%)	Statistics NZ Percentages (%) 2006 census data
Gender			
Female	1365	57	51
Male	1024	43	49
Prefer not to say	9	.4	-
Age			
15-24 years	67	3	20
25-34 years	314	13	19
35-44 years	588	25	21
45-54 years	517	22	17
55-64 years	511	21	12
65-74 years	297	12	7
75+ years	74	3	6
Prefer not to say	30	1	-
Ethnicity (Multiple response)*			
NZ European	1824	73	47
Other European	291	12	8
Maori	103	4	11
Pacific Peoples	76	3	15
Asian	144	6	18
Middle Eastern, Latin American, African	28	1	1
Other	62	2	8
Unknown	153	6	
<i>*Demographics from People's Panel registration information</i>			
Local Board			
Albert-Eden	266	11	7
Devonport-Takapuna	93	4	4
Franklin	95	4	4
Great Barrier	5	0.2	0.1
Henderson-Massey	153	6	8
Hibiscus and Bays	189	8	6
Howick	142	6	9
Kaipatiki	146	6	6
Mangere-Otahuhu	42	2	5
Manurewa	66	3	6
Maungakiekie-Tamaki	107	4	5
Orakei	206	9	6
Otara-Papatoetoe	46	2	6
Papakura	47	2	3
Puketapapa	68	3	4
Rodney	149	6	4
Upper Harbour	57	2	3
Waiheke	20	1	1
Waitakere Ranges	102	4	3
Waitemata	276	12	5
Whau	114	5	5
Elsewhere in NZ	7	0.3	-
Prefer not to say	2	0.1	-