

Attitudes and sentiment towards VECTOR LIGHTS

A survey of Auckland Council's People's Panel in September 2023 (1,167 responses)

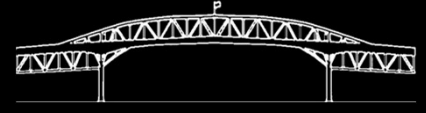
PERCEPTIONS OF OUR NIGHTTIME SKYLINE



47% feel that Auckland has an **iconic nighttime skyline**



92% know the Harbour Bridge **lights up or puts on shows at night**



67% say the Harbour Bridge is one of their **favourite nighttime landmarks**

Base: All respondents (n=1,167)

WHAT AUCKLANDERS' LIKE ABOUT OUR SKYLINE

"Awesome Skyline. Love the color change on Bridge lights. Breath taking"

"The lights on the buildings of the city and suburbs around the city area, lights on the Harbour Bridge."

"The Sky Tower and Harbour Bridge make it pretty, especially with the pretty lights."

"It is distinctive - the bridge, the lights which reflect off the water, Rangitoto in the distance..."

"The Harbour Bridge light display is good."

"The lights on the bridge and buildings keep things interesting and changing."

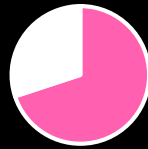
"Water with lights reflected, Sky Tower and Harbour Bridge being lit up for variety of themes and causes, magic view as you come from North Shore..."

Base: Selection of comments from respondents who chose to comment

AUCKLANDERS' EXPERIENCE OF VECTOR LIGHTS



45% attribute the Harbour Bridge lights to **Vector**



69% have seen Vector lights **in passing**



38% have **watched** Vector lights in-person

Base: All respondents (n=1,167)

This increases to:
58% among those who have **watched** vector lights, and
55% for those who **live close** to the Vector Lights *e.g. in Auckland Central, Devonport, Ponsonby, Orakei*

Find out more:

Contact the People's Panel Team at peoplespanel@aucklandcouncil.govt.nz

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VECTOR LIGHTS 

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OF THOSE WHO WATCHED VECTOR LIGHTS:



62% had seen it in the **last year**

They watched from:

- 30%** Auckland Viaduct
- 25%** House with a view
- 24%** Wynard Quarter
- 22%** Westhaven marina
- 20%** Parked vehicle



80% agree it adds to the vibrancy of Auckland city



55% agree it is a good attraction for tourism and visitors



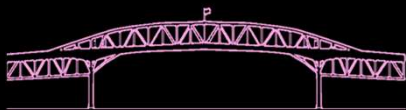
52% agree it showcases Auckland and the Waitemata



1 in 5 would **10 out of 10** recommend it

Base: Those who had ever watched a Vector Lights show (n=443)

AUCKLANDERS' PERCEPTIONS OF VECTOR LIGHTS



73% agree that it is a **good way to celebrate events**



63% agree that council should **continue to support** lighting events and shows like these



54% say are likely to watch a Vector Light show in the future

Base: All respondents (n=1,167)

FUTURE VECTOR LIGHTS SHOWS



5 in 10 want to see more **Elaborate Shows** (dynamic lighting, music, and coordination with other buildings)



5 in 10 want to see more **Intermediate Shows** (lighting with music)



4 in 10 want to see more **Static Lighting Events**

Base: All respondents (n=1,167)

Find out more:

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