

Heritage Survey Full Results

July 2019

Aucklanders' attitudes to heritage and participation in heritage activities: a survey of Auckland Council's Peoples' Panel

Outline of report

- Background
- Key insights
- Survey results
 - Involvement in heritage
 - Interest in heritage
 - Awareness and protection of heritage
 - Benefits / relevance of Auckland's heritage
 - Any other comments
- Respondent profile

Background

About the survey

Background

- Auckland Council aims to protect and conserve Tāmaki Makaurau's / Auckland's historic heritage for the benefit and enjoyment of present and future generations
- [Auckland's Heritage Counts](#) programme aims to highlight the extent of Auckland's heritage and the social and economic benefits these places have, by collecting statistics and research. As part of this programme, we wanted to run this survey to understand how Aucklanders currently feel about, and are involved in their heritage.
- Headline results from this survey will be summarised in the 2019 edition of *Auckland's Heritage Counts*.
- We asked the People's Panel about:
 - Their overall interest in Auckland's heritage and the specific types of heritage in Auckland
 - The perceived benefits and relevance of heritage to Auckland as a region and themselves
 - The protection of heritage in Auckland, and
 - Their involvement in heritage-related activities and heritage itself

About the survey

Methodology

- Fieldwork was completed on [the People's Panel](#), council's research and consultation panel
- The survey took on average **9 minutes** to complete and was open for **8 days** (6 June – 14 June 2019)
- **19,065** panellists were sent an invitation and we received **2,292** completed surveys (a 12% response rate)

Reporting

- This report was prepared by Auckland Council's People's Panel Team
- The survey responses are unweighted and do not reflect the demographic make-up of Auckland's population
- This report comments on significant differences found between key groups and total responses

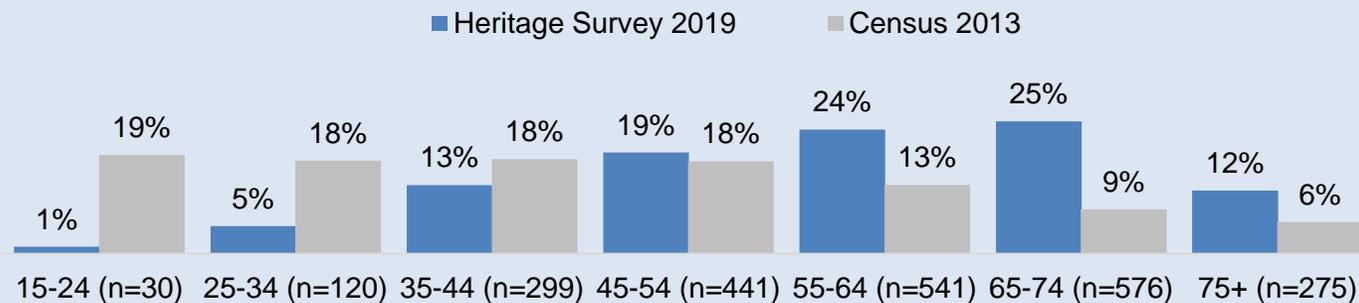
Notes and caveats about this report

The respondent profile

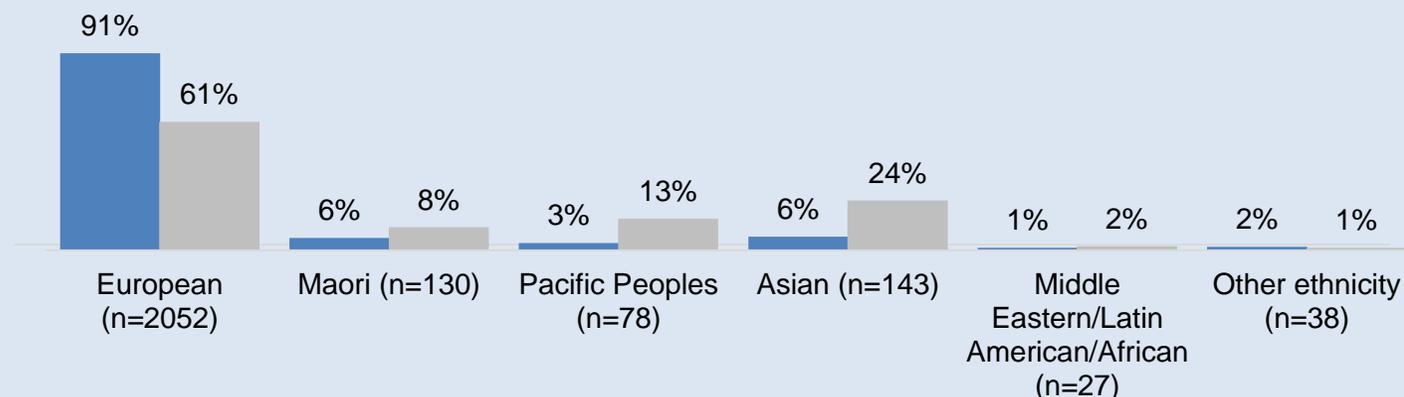
Respondents may not be representative of the Auckland population in terms of attitudes and behaviours around heritage. Respondents were notably older and more likely to be European than the Auckland population.

Among respondents, youth, and those identifying as Asian are associated with lower interest, and participation in, heritage – these two groups are under-represented in the survey in comparison to Auckland's 2013 Census profile.

Age of respondents



Ethnicity of respondents



The survey invite

It is possible that people with an interest in heritage may have been more likely to do the survey.

To reduce this effect a picture of Auckland's widely known / visited winter garden was used in the invite, and a prize draw was offered to increase appeal among those uninterested in the topic.



Kia ora Philip

This survey is about [Auckland's heritage](#) (such as heritage buildings, archaeological sites, Māori heritage, and historic landscapes).

[Start survey now](#)

Be in to win! Complete this survey to be in the draw to win 1 of 10 **\$50 vouchers**.

This survey should take 8 minutes and closes Thursday 13 June.

Ngā mihi,

Allanah and Christine
The People's Panel Team

Key Insights

Key numbers



94% have done a
'heritage-related activity' in
last 12 months



91% feel that protecting
Auckland's heritage is
important



83% are interested in
Auckland's heritage

50% or more are interested in:



Civic / institutional buildings



Gardens and trees



Commercial buildings



Residential buildings



Maori archaeological sites



34% are satisfied with the
way heritage is 'cared for in my
local area' (however almost half
were 'unsure' or 'neutral')

Key insights: differences by groups



Older age is associated with more interest in heritage. Younger people (14-34 year olds) were less interested in heritage though similarly likely to support its protection and participate in heritage activities overall. These activities may represent lost opportunities for youth to engage with heritage.



Maori respondents: despite having fewer respondents aged 65 or older, Maori respondents were more likely to say they were very interested in heritage and equally likely to say its protection is important. There were much more likely to be interested in Maori archaeological sites and historic cemeteries, and less likely to be interested in commercial buildings, residential buildings and places of worship.



Asian respondents: were less interested in heritage, less likely to support its protection and less likely to participate in heritage activities. However, Asian respondents were more interested than other ethnic groups in monuments and (non-building) structures.



Interest in heritage varies by **local board** but this can largely be explained by differences in age and ethnicity.

Key insights: involvement in heritage



Most had recently participated in a heritage activity: most often visiting a park, volcanic cone or the Museum. Despite their generally greater interest in heritage, older persons were less likely to have taken part in the more physically active heritage activities e.g. visiting parks, volcanic cones and walking trails.



Heritage activities are often driven by non-heritage amenity: in particular, the setting (parks, volcanic cones), aesthetic qualities, and being free of charge.



Greater awareness may help some to experience heritage more often: some who had not undertaken heritage activities said it had not occurred to them or there was not enough information about what was available.



Direct involvement in heritage: around one in five indicated personal or professional involvement in heritage in some way in the last 12 months.

Key insights: interest in and protection of Auckland's heritage



Interest in heritage: most respondents indicate an interest in heritage, regardless of age or ethnicity. Older respondents are more likely to indicate an interest. Historic buildings (excluding places of worship), parks / gardens, and Maori heritage holds widest appeal.



Importance of protection: Most (70%) say protection of heritage is extremely important.

- Those who think that protection of heritage is extremely important feel that it is important to remember our history when planning for the future, that heritage is part of who we are, and that future generations need to experience it.
- Those who place no importance on protecting heritage feel it gets in the way of progress, that Auckland is too young to have any heritage worth protecting, and the cost of maintaining heritage is too high.

Key insights: agreement with heritage statements and local heritage



Agreement with heritage statements: over 90% of respondents agree that heritage places teach us about the past, and it is important to protect heritage for future generations. Respondents are relatively less sure about the benefit to tourism or the value of heritage in their local area.



Satisfaction with care of local heritage: one third of respondents were satisfied with the way their local heritage is cared, one in five were dissatisfied, and just under half were neutral or 'unsure'.

- Key reasons for being very satisfied were being aware of, or having seen well maintained local historic sites.
- The main reason people were 'neutral' or 'unsure' was being unaware of local heritage sites.
- Those who are very dissatisfied tend to cite the destruction of historic buildings and trees, and council's involvement in this.

Greater promotion of local heritage sites may help Aucklanders experience and value heritage.

Survey results

Involvement in heritage

Doing heritage-related activities: visiting parks was the most common activity, followed by visits to the museum and maunga. Residents from Waitemata are more likely to participate in almost all heritage-related activities.

94%

have done a 'heritage-related activity' in the last 12 months:

Visited an historic park



81%

Visited a museum



67%

Visited a volcanic cone



62%

Visited an historic house



45%

Read / researched



42%

Walked a heritage trail



30%

Attended festival event



13%

Did not undertake any 'heritage activity' in the last 12 months

6%

Young people are less likely to have visited a historic house or property

Asian people are less likely to have participated in almost all heritage activities

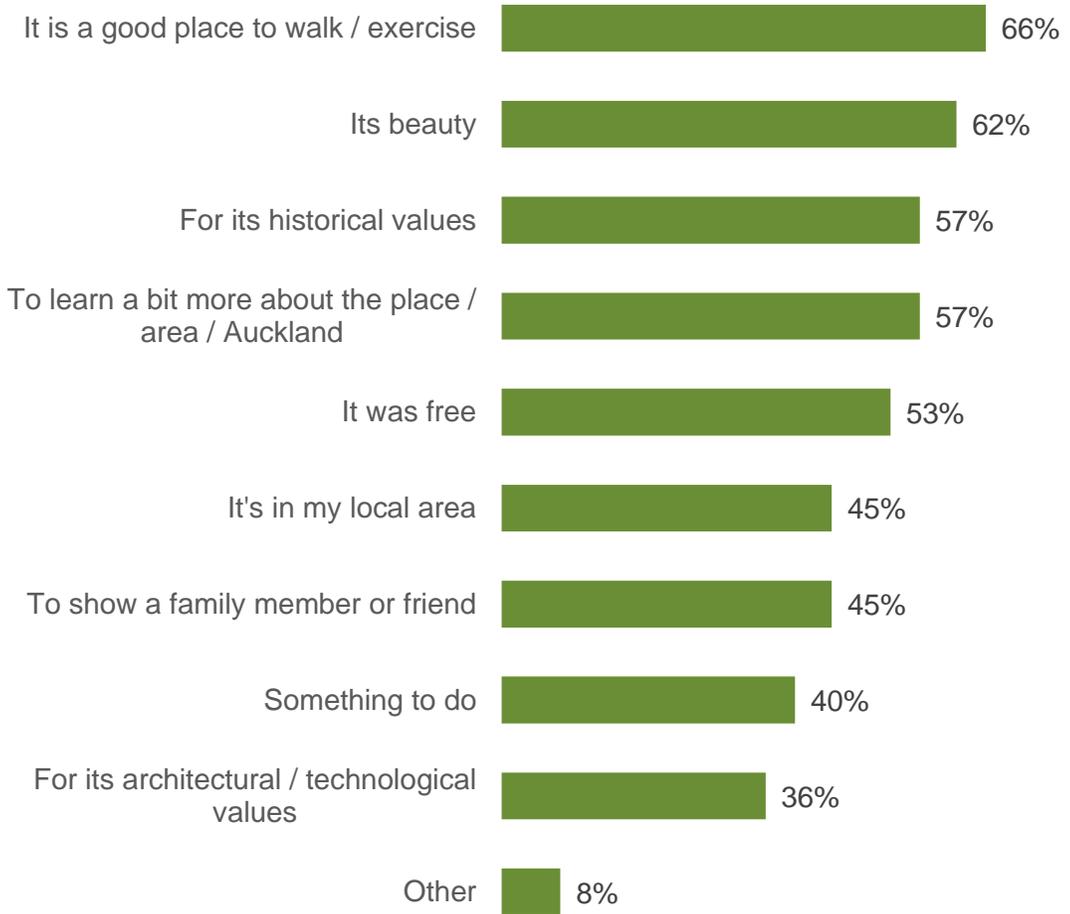
Those **aged over 75+** are less likely to participate in active heritage-related activities like visiting a park or walking a heritage trail

Key differences by **local board** include:

- **Albert-Eden** residents are more likely to have visited a historic park, volcanic cone, and historic house or property
- **Franklin** residents are less likely to have visited a historic park, museum, volcanic cone, historic house or property, or attended the heritage festival
- **Puketāpapa** residents are more likely to have visited a historic park, volcanic cone, and historic house or property
- **Rodney** residents are less likely to have visited an historic park, volcanic cone, or walked a heritage trail
- **Waitemata** residents are more likely to have visited an historic park, museum, volcanic cone, historic house or property, read about / research Auckland's heritage, and attended a heritage festival event

Doing heritage-related activities: many are motivated to experience heritage for the amenity of the location however many are also motivated by heritage-related reasons.

Motivations for participating in heritage activities:



Young people are more likely to participate in a heritage activity because it is a good place to walk and exercise, for its beauty, because it was free, and for something to do

Those **aged 65+** are more likely to participate in heritage activities for its historical and architectural / technological values

Asian people are less likely to take part in heritage activities to learn a bit more about the place / area / Auckland, because it's in my local area, or for its architectural / technological values

Key differences by **local board** include:

- Albert-Eden residents are to do heritage activities because it is a good place to walk / exercise, for its beauty, because it was in their local area, and for its architectural / technological qualities
- Franklin residents are less likely to take part in heritage activities because it's in my local area
- Puketāpapa residents are more likely to participate in heritage-related activities because it's in my local area
- Rodney residents are less likely to participate in heritage activities for its beauty and because it's in my local area
- Waitemata residents are more likely to participate in heritage-related activities because it is a good place to walk / exercise, for its beauty, because it is in my local area, and for architectural / technological values

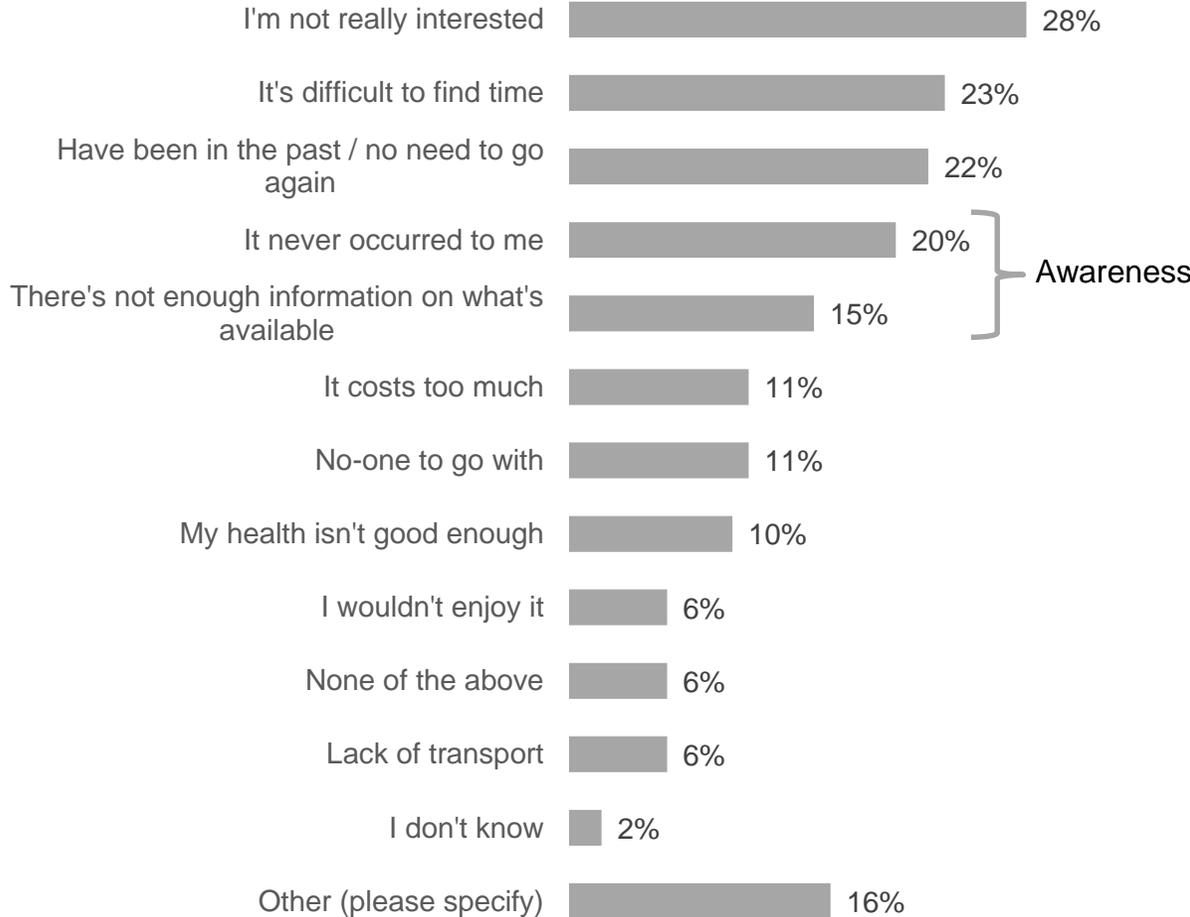
Q4A: In the last 12 months, what type(s) of heritage-related activities have you participated in? Base: Those who have participated in a heritage related activity in the last 12 months (n=2,133)

Doing heritage-related activities: only 6% of respondents said they had not undertaken a 'heritage activity' in the last 12 months. This was mostly related to disinterest / being a low priority. However, a number do not view this as a regular activity and others lack awareness.

94% have done a 'heritage-related activity' in the last 12 months:



Barriers for participating in heritage activities:

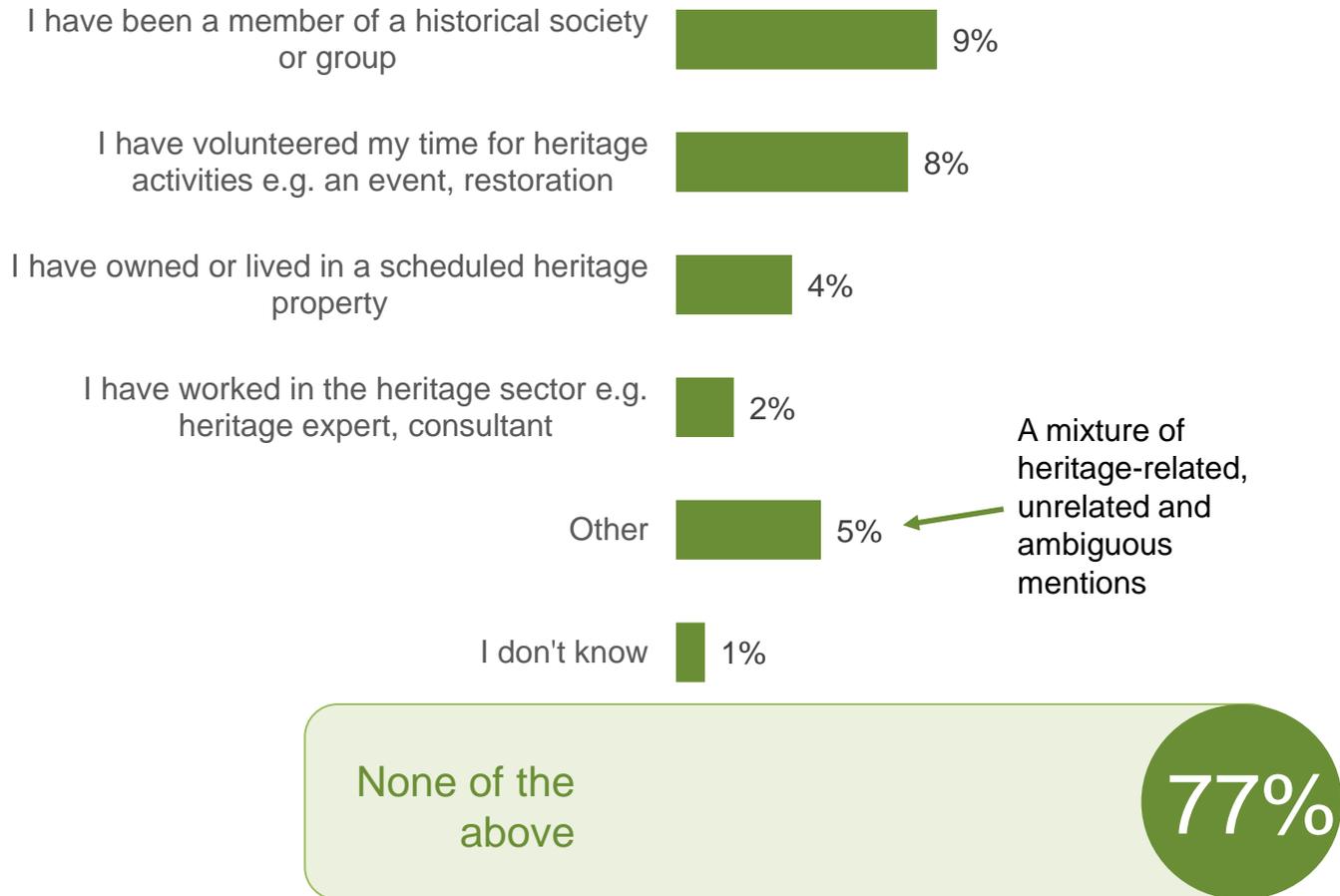


Q4A: In the last 12 months, what type(s) of heritage-related activities have you participated in? (n=2,282)

Q4B: What stops you from participating in heritage activities? Base: had not participated in any heritage activity in last 12 months, n=141

Direct involvement in heritage: around one in five indicated personal or professional involvement in heritage in some way in the last 12 months

Direct involvement in heritage in last 12 months:



Differences by demographic groups:

Those under **35 years of age** were more likely to have worked in the heritage sector in the last 12 months (6%)

Those aged **65 or older** were more likely (11-13%) to have volunteered for heritage, those **aged 45 -54** were less likely to have (5%)

Those **under 55 years** were less likely to have been a member of an historical society (1-3% depending on age group) and more likely to say 'none of the above apply' (83-86%)

Those aged **75 or older** were less likely to say 'none of above apply' (59%)

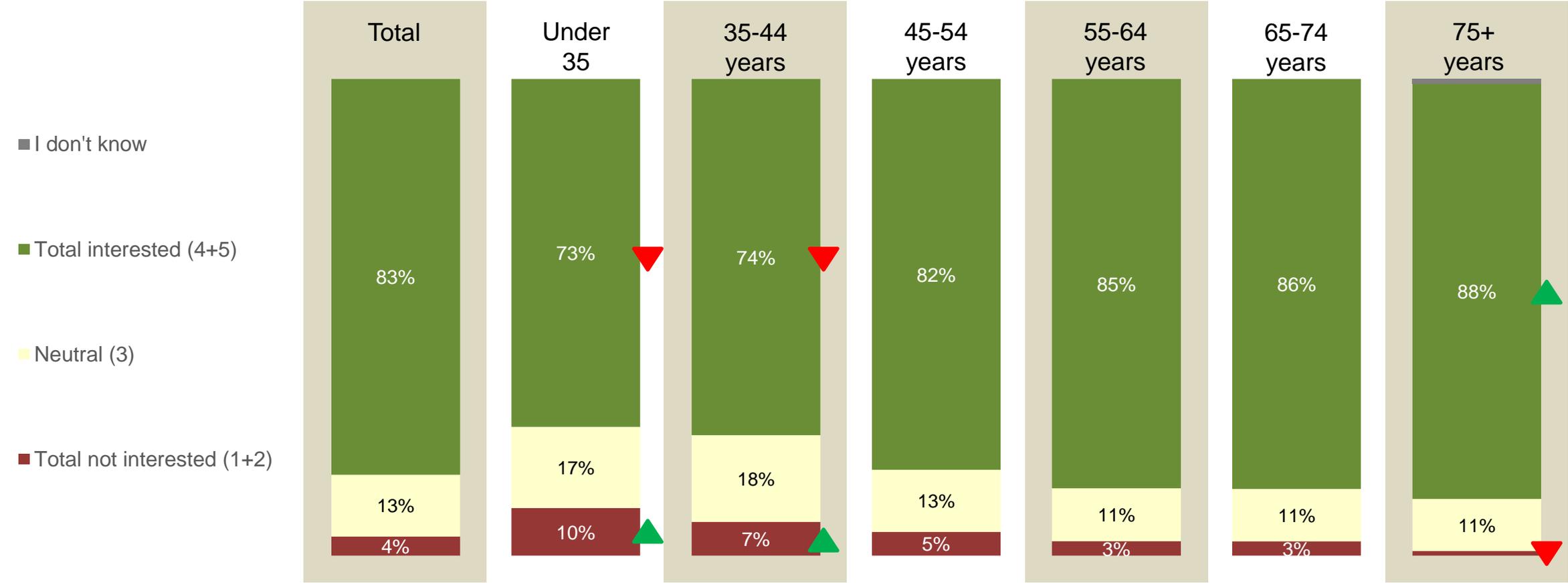
Asian respondents were less likely to have been a member of a society or volunteered (both 3%) and more likely to say 'none of the above apply' (85%)

Pacifica respondents were less likely to say they had been a member of a society (0%)

Interest in heritage

Interest in heritage: Most respondents indicate an interest in heritage, regardless of age or ethnicity. Older respondents are more likely to indicate an interest.

83% are interested in Auckland's heritage. Looking at that by age:



Q1A: Overall, how interested are you in Auckland's heritage? (n=2,282)

Red arrows indicate a figure is lower (statistically significantly so) than the equivalent for all respondents. Green arrows mean higher.

Types of Heritage: historic buildings (excluding places of worship), parks/gardens and Maori heritage hold widest appeal

Types of heritage most interested in:



Historic civic / institutional buildings
61%



Maori heritage sites
49%



Maritime heritage
28%



Historic gardens and trees
59%



Historic places of worship
35%



European-origin archaeology
22%



Historic commercial buildings
54%



Historic military sites
32%



Historic cemeteries
21%



Historic residential buildings
53%



Historic monuments and structures
31%

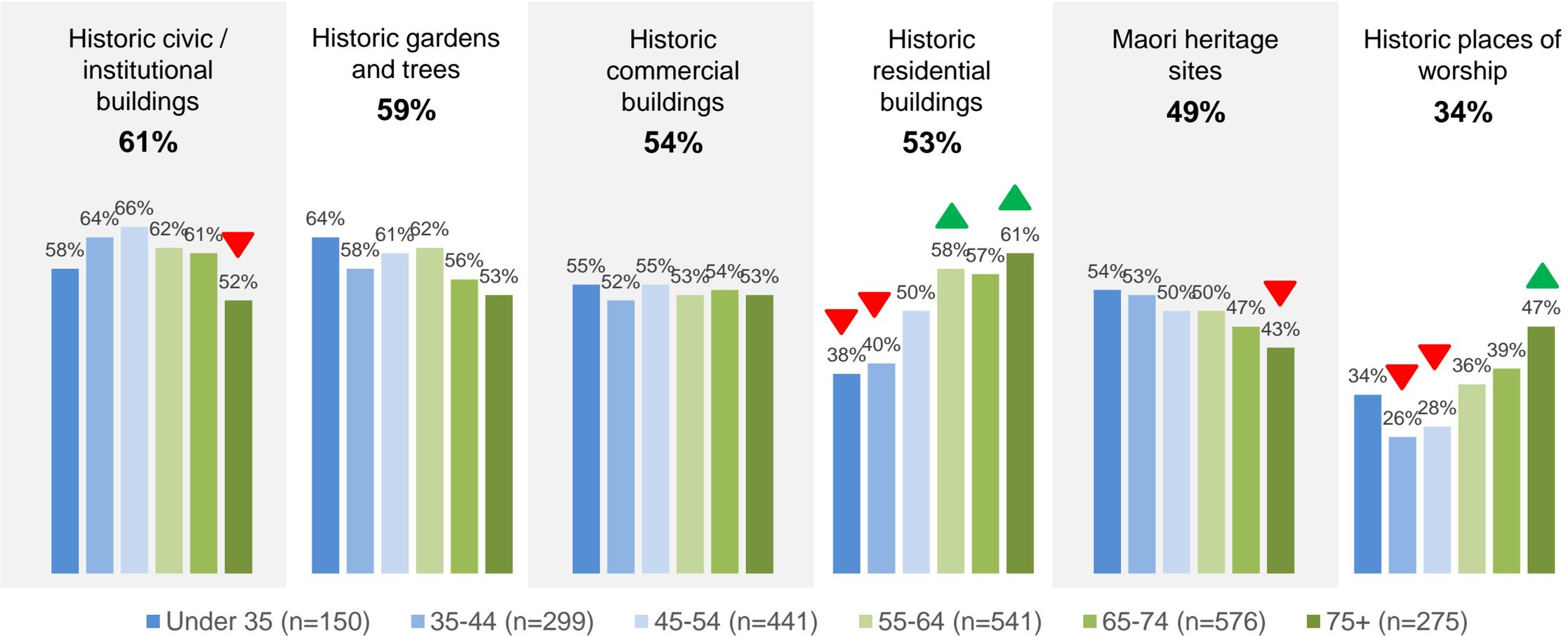
Other 4%
None 1%



Q1B: What kinds of heritage are you most interested in? Please select no more than five. (n=2,282)

Types of Heritage by age: younger people are relatively less interested, and older people more interested, in residential buildings and places of worship

Interest in types of heritage by age



■ Under 35 (n=150) ■ 35-44 (n=299) ■ 45-54 (n=441) ■ 55-64 (n=541) ■ 65-74 (n=576) ■ 75+ (n=275)

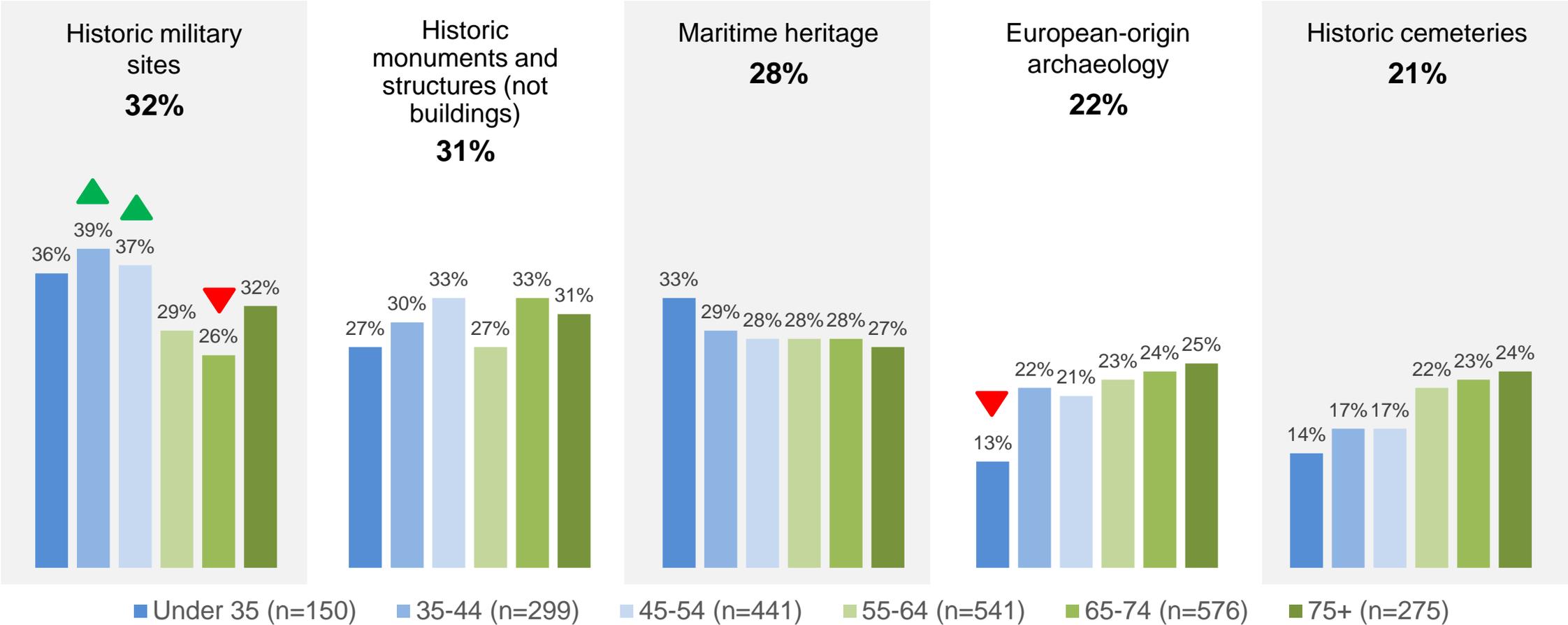


Q1B: What kinds of heritage are you most interested in? Please select no more than five. (n=2,282)

Red arrows indicate a figure is lower (statistically significantly so) than the equivalent for all respondents. Green arrows mean higher.

Types of Heritage by age: younger respondents were also relatively less interested in European-origin archaeology, and more interested in historic military sites

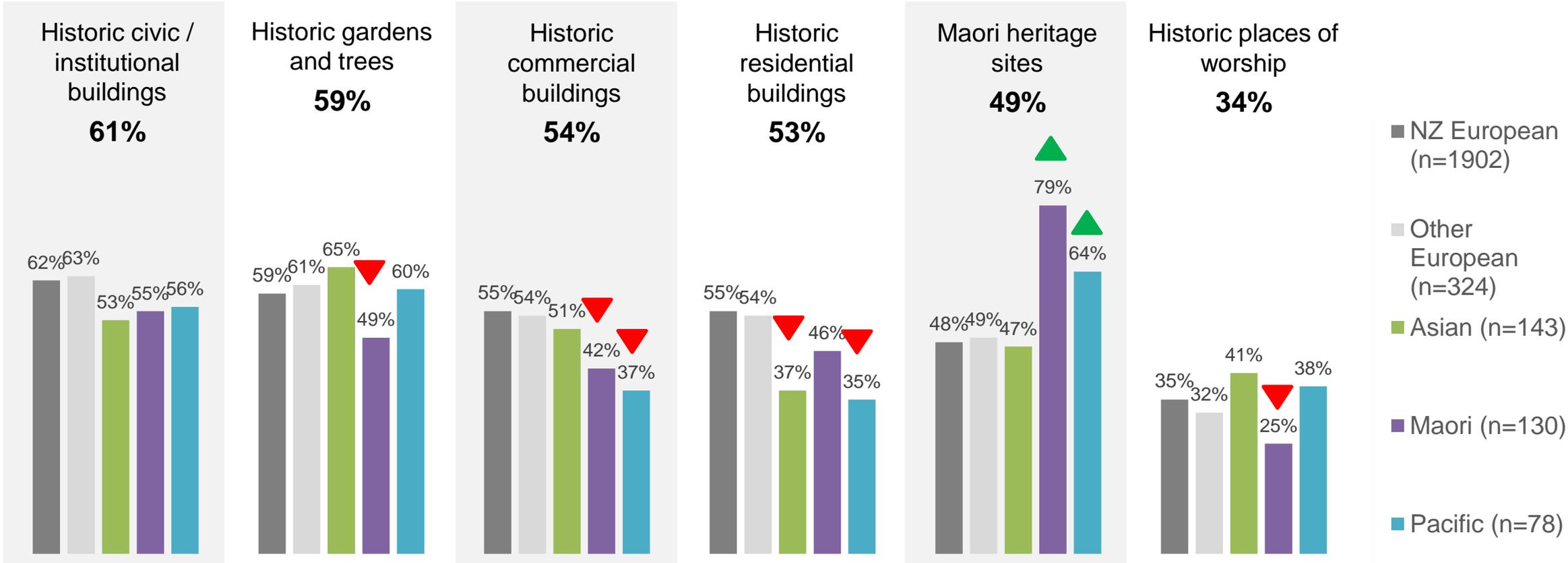
Interest in types of heritage by age



Q1B: What kinds of heritage are you most interested in? Please select no more than five. (n=2,282)
 Red arrows indicate a figure is lower (statistically significantly so) than the equivalent for all respondents. Green arrows mean higher.

Types of Heritage by ethnicity: Maori and Pacific peoples are much more interested in Maori archaeological sites than other ethnic groups

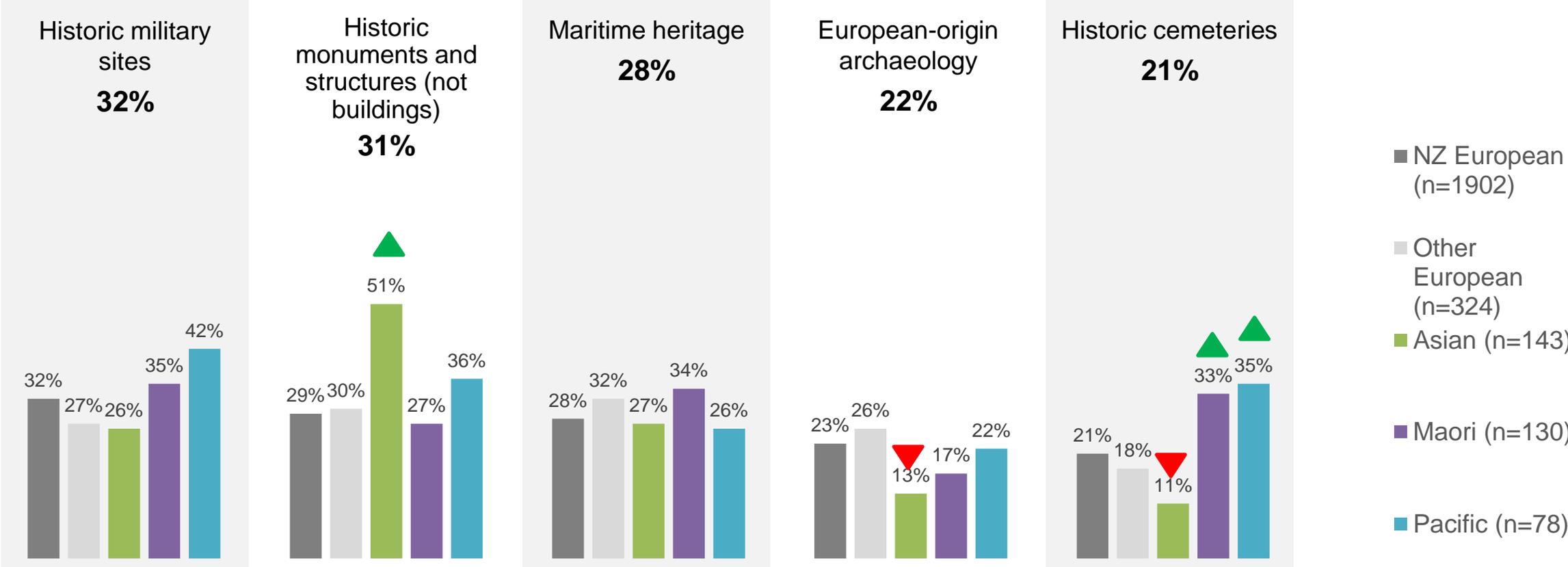
Interest in types of heritage by ethnicity



Q1B: What kinds of heritage are you most interested in? Please select no more than five. (n=2,282). Ethnic groups with less than 50 responses have been excluded. Red arrows indicate a figure is lower (statistically significantly so) than the equivalent for all respondents. Green arrows mean higher.

Types of Heritage by ethnicity: Maori and Pacific respondents were also much more interested in historic cemeteries* than other ethnic groups. Asian respondents were significantly more likely to express an interest in monuments.

Interest in types of heritage by ethnicity



* The option 'Maori heritage sites' included reference to Urupa (Maori burial sites) but it is possible some were unfamiliar with this term and/or did not read the full description of 'Maori heritage sites' and that some were thinking of Urupa when selecting the option 'Historic cemeteries'

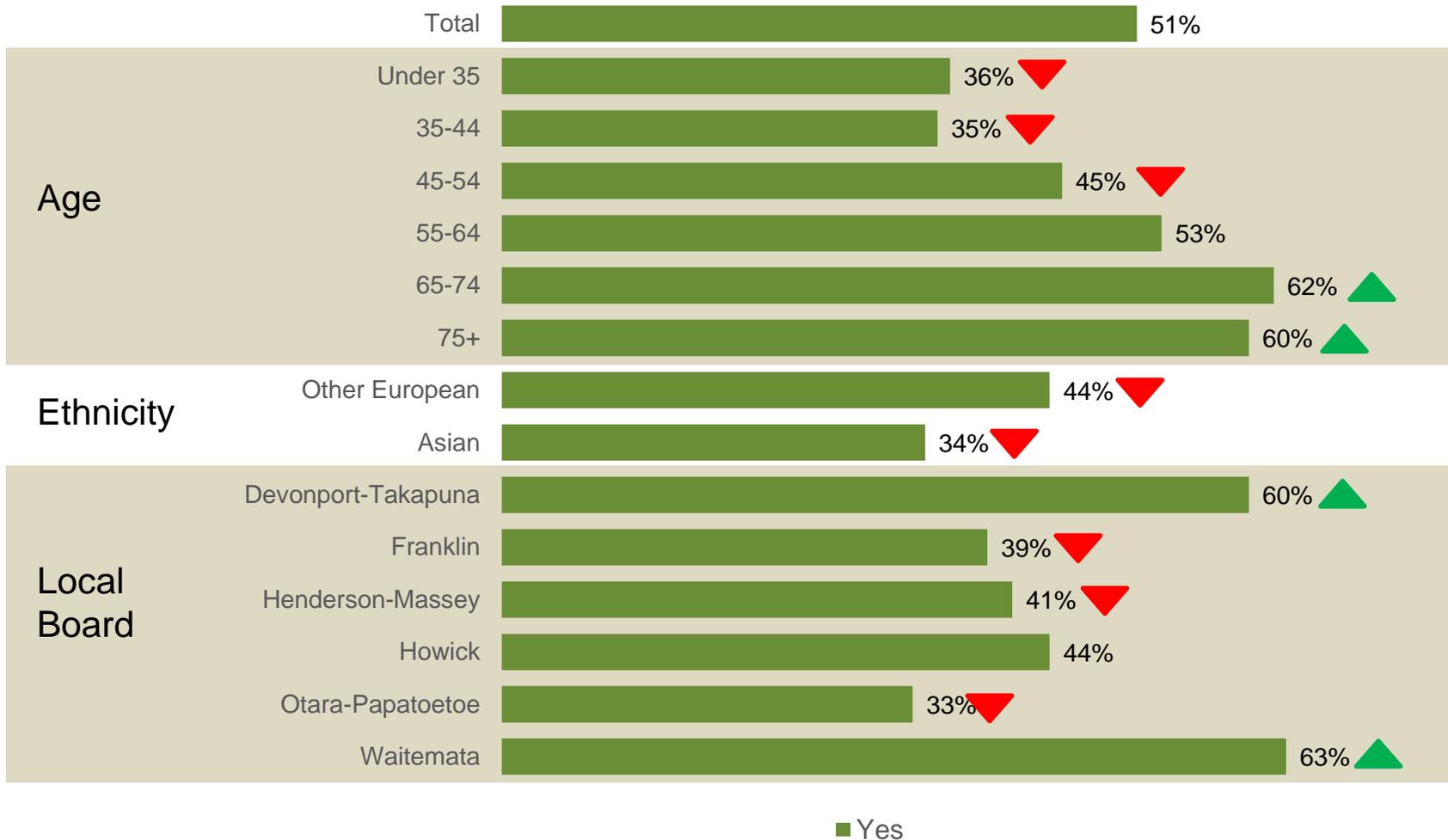


Q1B: What kinds of heritage are you most interested in? Please select no more than five. (n=2,282). Ethnic groups with less than 50 responses have been excluded. Red arrows indicate a figure is lower (statistically significantly so) than the equivalent for all respondents. Green arrows mean higher.

Awareness and protection of heritage

Heard of Heritage schedule: half of respondents say they have heard of the Heritage Schedule

Heard of heritage schedule: subgroups with significant differences from the totals

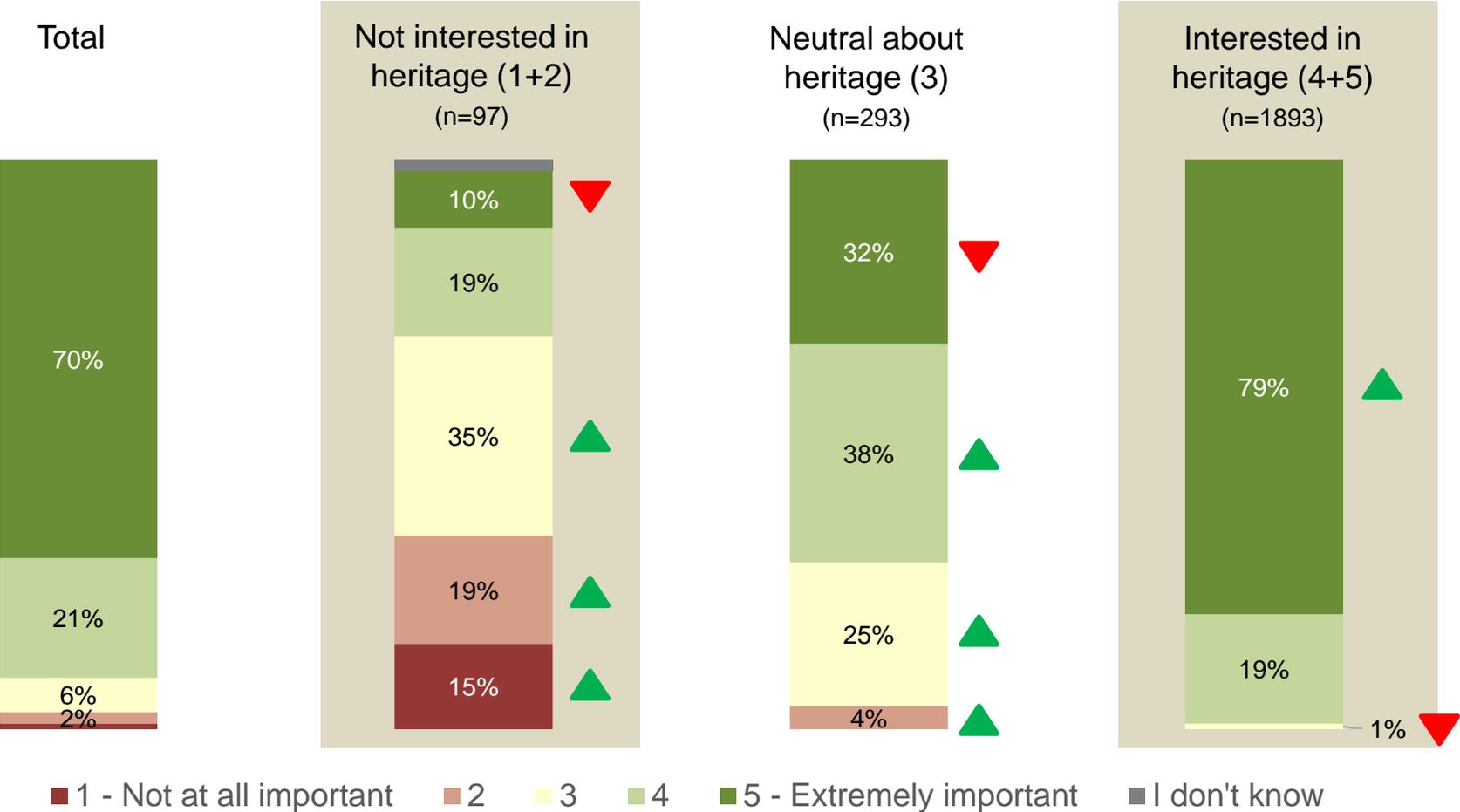


Those **less likely** to say they have heard of the schedule include:

- Those under 55 years of age
- Those of Other European (i.e. not NZ) and Asian ethnicity
- Those in Franklin, Henderson-Massey and Otara-Papatoetoe

Importance of protection: Most (70%) say protection of heritage is extremely important. This is strongly correlated with expressing interest in heritage.

Importance of protecting Auckland's heritage by level of interest



Those **less** likely to say protection of heritage is extremely important:

- Asian peoples
- Franklin residents

Those **More** likely to say protection of heritage is extremely important:

- Papakura residents

Interestingly 29% of those who indicated no or very little interest in Auckland's heritage nonetheless said protecting it was important



Q2A: How important do you think the protection of Auckland's heritage is? [by] Overall, how interested are you in Auckland's heritage? (n=2,282) Red arrows indicate a figure is lower (statistically significantly so) than the equivalent for all respondents. Green arrows mean higher.

Those who think that the protection of heritage is **very important** feel very strongly that we need to remember our history when planning for the future, that heritage is part of who we are, and that future generations need to experience it. Those who place **no importance** on protecting heritage feel it gets in the way of progress, that Auckland is too young to have any heritage worth protecting, and the cost of maintaining heritage is too high.

Why protection of heritage is very important:

“We need to know our history in order to plan our future.”

“History is not locked in time. The past feeds back to the present and informs the future. It is living and engaging, just as we continue to live and engage with it.”

“Previous Governments / Councils have allowed our heritage sites to be destroyed, especially Maori heritage sites. These can't be replaced and are lost forever. It needs to be stopped immediately!!!!”

“Our future is worthless if we don't respect our past.”

“These heritage sites can tell a lot of stories that history books will not tell you. Being immersed in these heritage sites is in itself a great historic and interesting experience.”

“Because heritage is history and history should be remembered.”

“Its part of who we are just like we protect our children and ourselves we must protect our heritage also.”

“Once it's gone it's gone and we need to preserve wonderful parts of our history and not just on paper or in photos! These places and buildings and trees are part of who we are as a nation..”

“It represents our evolution, our cultural diversity and change.”

“Future generations need to know the history of these landmarks.”

“Hugely important - its what we were, where we came from, forms part of who we are today, and without it, there is nothing.”

“Because it makes our city more interesting! And the Maori archaeology is really important!”

“They provide a link to our past.”

“History for my children and their children.”

Why protection of heritage is not important at all:

“Because it gets in the way of progress.”

“It's a very young city that is still going though huge amounts of change. Protection of heritage just stops progress.”

“It's just old crap to expensive to keep and if people want to keep it pay for it themselves don't take more money of me to pay for it.”

“It depends on whether the heritage in question is privately owned. Private property should be off-limits to the Councils heritage preservation functions.”

“If we had protected all original buildings we would be living in flax hatched whares.”

“Cost of maintaining outlays cost to improve new areas.”

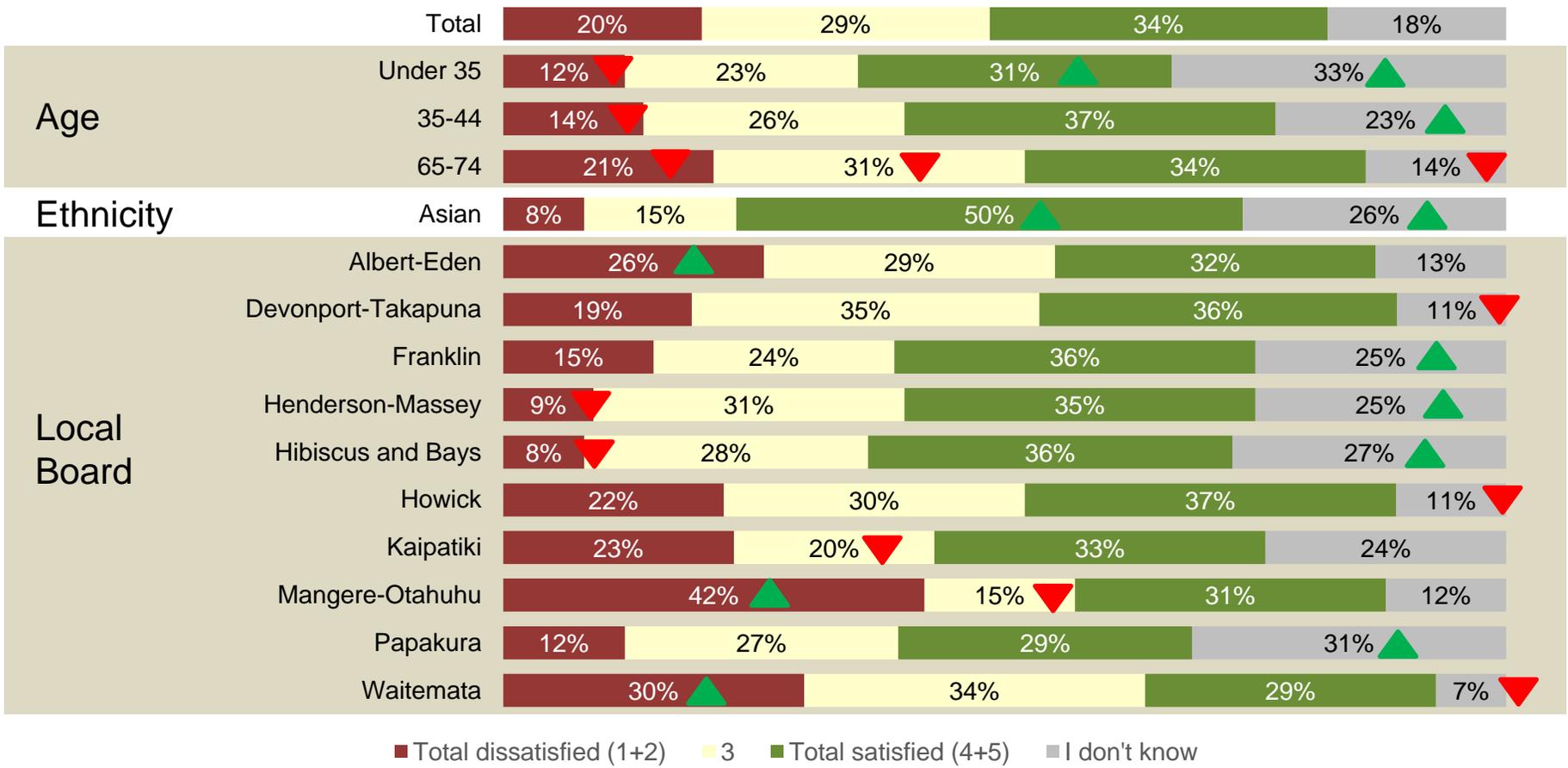
“Anything less than a thousand years old is not worth protecting. Auckland is too young to have any heritage.”

“We should make sure we have clean water and air and nature in the future, old stuff will not help to survive.”

“They have no real bearing on most peoples lives and are largely just the preserve of small special interest groups.”

Satisfaction with care of local heritage: one in five respondents were dissatisfied with the way heritage is cared for in their local area and another one in five 'don't know'

34% are satisfied with the way that heritage in their local area is cared for. Let's look at that by groups:



Those **more likely** to be dissatisfied:

- Those in Albert-Eden, Devonport-Takapuna, Mangere-Otahuhu, and Waitemata

Asian peoples are more likely to be satisfied

Interestingly among some groups of respondents, more than one in four said they 'don't know' if they were satisfied. These are largely respondents who indicated they were less interested (e.g. under 35, Asian ethnicity)



Q3B: How satisfied or dissatisfied are you with the way historic heritage is cared for in your local area? (n=2,282)
Red arrows indicate a figure is lower (statistically significantly so) than the equivalent for all respondents. Green arrows mean higher.

Key reasons for being **very satisfied** with the way heritage is cared for in local areas include having seen or being aware of well-maintained local historic sites. The key reason for being **neutral or unsure** is being unaware of sites in local areas. Those who are **very dissatisfied** tend to cite the destruction of historic buildings and trees, and council's involvement in this.

Reasons for being very satisfied (34%):

"Mangere Bridge and Onehunga has a lot of historical sites."

"That which I've sampled has helped understand how the area / suburb has evolved over the years."

"We have the Howick Historical Village and in it there has been so much saved for the next generation."

"There isn't a great deal - but it seems to be well looked after."

"Thanks to volunteers."

"Because I enjoy the parks foreshores and walking tracks..."

"They are well kept and looked after."

"I just think that Aucklanders really do care."

"We have Nathan Homestead and the Botanic Gardens."

"They are looked after very well by council workers & heritage society. I live in West Auckland."

"There is a marae and a historic village plus evidence of early settlement preserved and marked."

Reasons for being neutral / unsure (47%):

"I don't actually know of any heritage sites around Glen Innes?"

"There is no much on show about local heritage."

"Browns Bay has very little if any Heritage sites."

"Mainly because I don't know if anything in Avondale is particularly historic, My kids and I enjoy the museum and grounds, and western springs."

"I am unaware of any historic heritage in Papatoetoe."

"I'm unsure which things are historic in Clendon area."

"I am unsure of what is protected in my area."

"Sometimes historic buildings, sites etc. , are knocked down or neglected."

"I live in a new suburb and don't know about its heritage yet."

"This is a new area an does not yet have historic buildings or known sites."

"We could do much better but it needs more money invested."

Reasons for being very dissatisfied (20%):

"Council permits destruction instead of preservation."

"I live in Parnell, ostensibly a part of Auckland in which heritage is valued, yet many old buildings seem to disappear. Just a few weeks ago two beautiful old mansions at the top of Brighton Rd on St Stephen's Ave were knocked down..."

"Old trees are cut down for new development."

"Buildings knocked down unnecessarily. Iwi of Akarana not represented."

"The fact that with the demise of the St James, being allowed to cut down any tree & seemingly no rules about old homes Auckland Council thinks there is, or they are, saving heritage trees and buildings is baffling..."

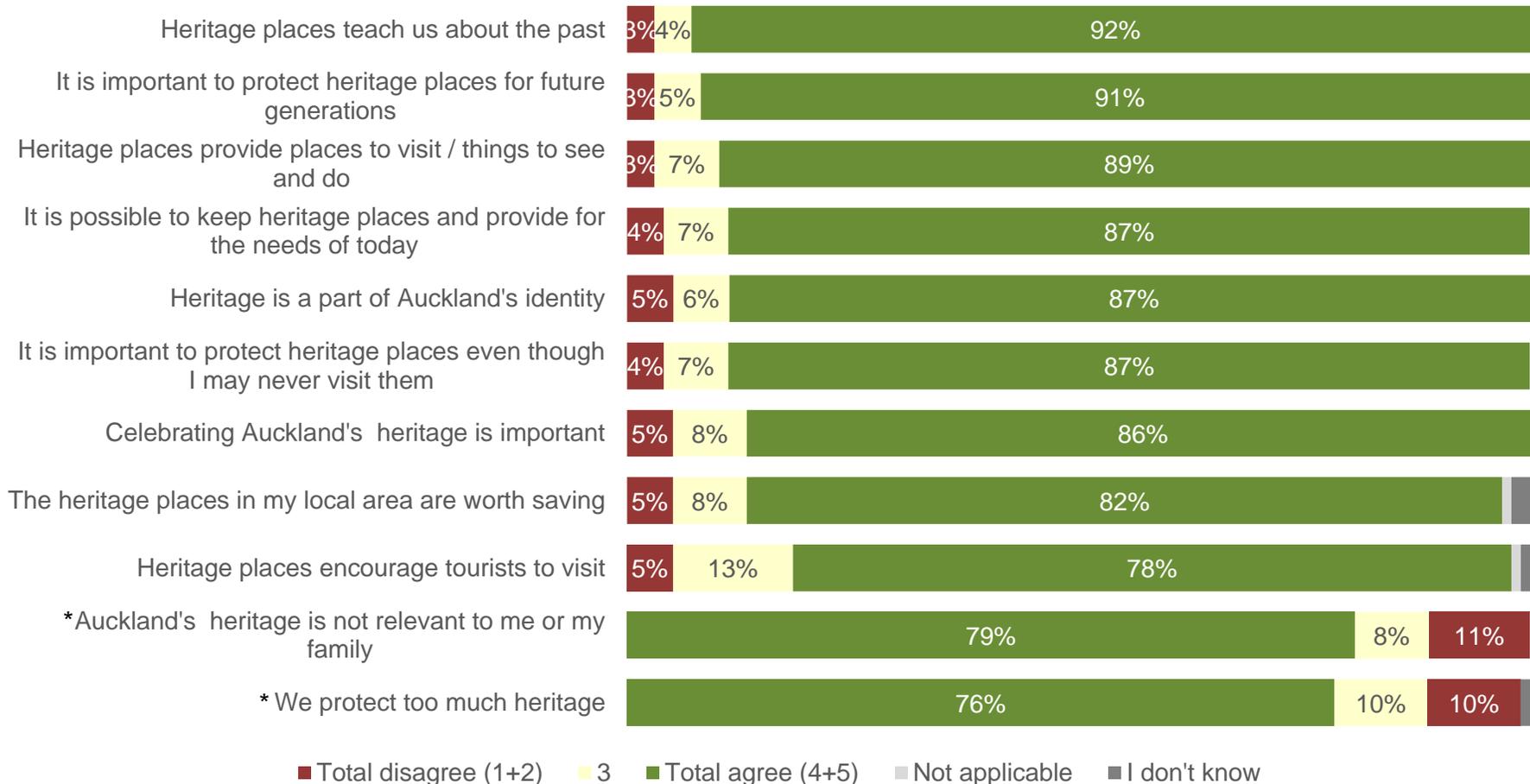
"Because historical villas are taken away for concrete apartments, historic commercial buildings are demolished for modern ones - even the facades could be kept , but everything is lost when it is destroyed."

"The council will not listen to the people."

Benefits / relevance of Auckland's heritage

Agreement statements: there was a high level of agreement with statements about the benefits, relevance or importance of heritage. Respondents were relatively less sure about the benefit to tourism or the value of heritage in their local area

Agreement / disagreement with heritage's benefits, relevance, and importance



Those under **35 years of age** were less likely to agree that local heritage places are worth saving, they are more likely to disagree that we protect too much heritage, and that Auckland's heritage is 'not relevant to me or my family'

Those aged **55-64** were more likely to agree that heritage places in my local area are worth saving

Maori respondents were more likely to 'strongly' agree that the heritage places in their local area are worth saving

Asian respondents were less likely to disagree that we protect too much heritage, and Auckland's heritage is relevant to me or my family. They are less likely to agree that it is possible to keep heritage places and provide for the needs of today, and that the heritage places in their local area are worth saving

*Chart colours have been reversed for these statements, green is disagree (positive answer), and burgundy is agree (negative answer)

Q3A: To what extent do you agree or disagree with the following statements about heritage? (n=2,282)

Red arrows indicate a figure is lower (statistically significantly so) than the equivalent for all respondents. Green arrows mean higher.

Any other comments

Other comments were largely varied, a selection of them are below.

Any other comments:

“Am disgusted by the Council's ongoing hypocrisy.”

“More of our Maori Heritage should be recognised and promoted, particularly around the volcanic cones i.e. there could be more information about the occupants, tribes and interactions with the region.”

“We need more and better advertising.”

“Rail Heritage has been left out of the Questionnaire.. I have visited Glenbrook Vintage Railway in the last few weeks...”

“Heritage sites are valuable and need protection for future generations to view and enjoy.”

“Continue the great work at protecting our Auckland heritage.”

“We have lost too much already. Please, retain what is left, it is important to us all.”

“I wasn't born in New Zealand but I love the historical value of any Heritage of any country, especially NZ because I live her now.”

“It is our duty to preserve our historical architectural buildings and beautiful green spaces for our mokopuna to enjoy in the present and the future.”

“Be more stringent on tree protection - make it easier for residents to suggest trees that must be protected without their identities being compromised.”

“I love the winter gardens at the museum they are awesome!”

“Maintain upkeep of what we have and do not let Auckland turn into yet another crowded, dark and dirty city with no character.”

“Keep up the great work, love my local heritage, there is heaps in my area and it is all so interesting. Great to incorporate local history with the local libraries, they may already do it :).”

“Auckland has some great Art Deco examples but the owners decide the buildings they own are not worth spending the cost of a bit of paint to bring back the old glory. This should be changed!”

“There have been archaeologists on the Panmure basin site. What did they find? Since they are working for the council and therefore I helped pay for them, I would like some talks and displays about this and other sites...”

“I live in Manurewa -but I care about The Historical Heritage in all of The Greater Auckland area being saved.”

“Save Ihumatao. Otuataua Stonefields and the area in Ihumatao are an important part of Auckland's heritage. For eight hundred years, Maori of all tribes cultivated this area and lived here.

There is important archaeological evidence of Maori occupation. The land contains volcanoes and volcanic features which will be damaged and irretrievable if Fletchers goes ahead with building. People are buried there. Buy the land from Fletchers, which is a willing seller. Give Auckland back its heritage by buying Ihumatao from Fletchers.”

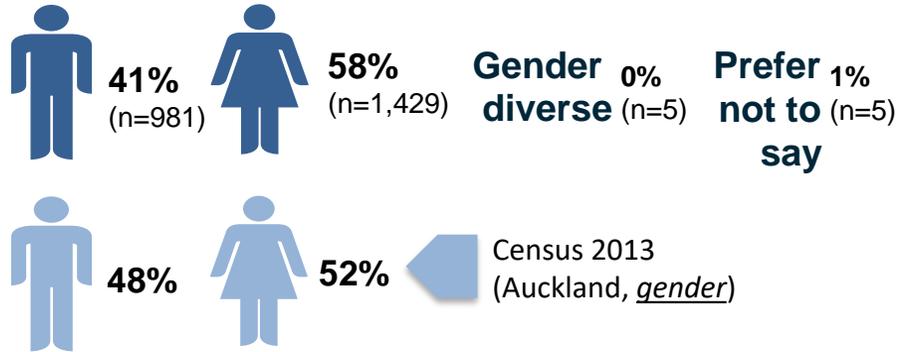
“...If we have no Heritage / History, we have nothing.”

Respondent profile

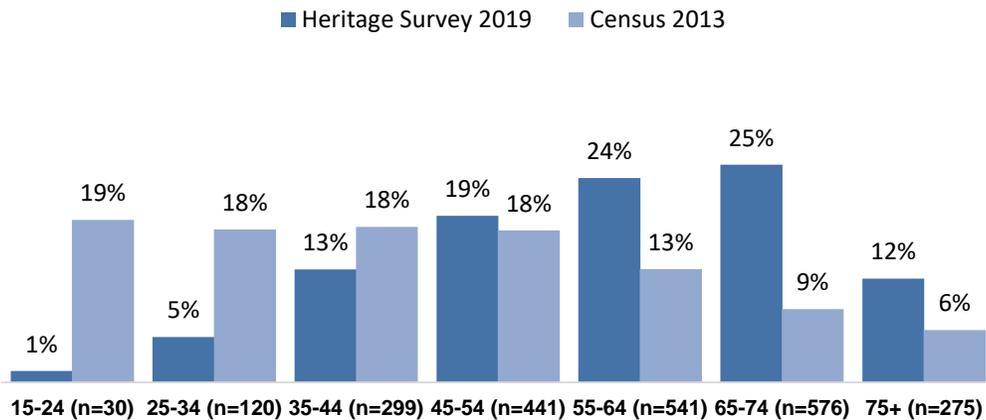
Respondent profile

*Unweighted counts**

Gender



Age



Ethnicity	Heritage Survey 2019		Census 2013
	%	n	
European	91%	2,052	61%
Māori	6%	130	9%
Pacific Peoples	3%	78	13%
Asian	6%	143	24+%
MELAA	1%	27	2%
Other Ethnicity	2%	38	1%

Works for Council / CCO



**Due to the effects of rounding and some respondents selecting 'I prefer not to say', percentages shown may not add to 100.*

Local Board	%	n
Albert-Eden	10%	219
Devonport-Takapuna	7%	159
Franklin	6%	127
Great Barrier	6%	126
Henderson-Massey	7%	169
Hibiscus and Bays	7%	169
Howick	6%	136
Kaipātiki	2%	48
Māngere - Ōtāhuhu	2%	44
Manurewa	4%	95
Maungakiekie - Tāmaki	8%	173
Orākei	2%	36
Ōtara - Papatoetoe	2%	51
Papakura	3%	60
Puketāpapa	6%	135
Rodney	3%	79
Upper Harbour	1%	27
Waiheke	5%	105
Waitākere Ranges	9%	204
Waitematā	5%	105
Whau	10%	219

Questions?

Please contact peoplespanel@aucklandcouncil.govt.nz