



## WELLINGTON POLL January 2025

- CLIENT:** Better Wellington Inc.
- POLL DATES:** Sunday 26 to Thursday 30 January 2025. The median response was collected on Wednesday 29 January 2025.
- TARGET POPULATION:** Adults in Wellington City.
- SAMPLE POPULATION:** Adults in Wellington City who are contactable on a landline or mobile phone or online panel.
- SAMPLE SIZE:** 1,000 respondents agreed to participate – 75% by phone and 25% by online panel.
- SAMPLE SELECTION:** A random selection of 7,500 phone numbers who live in Wellington City.
- WEIGHTING:** The results are weighted to reflect the overall city population in terms of gender, age and ward.
- SAMPLE ERROR:** Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.1%, at the 95% confidence level.

**Overall would you say that things in Wellington today are generally headed in the right direction or off on the wrong track?**

		Count	Col %
Wellington direction	Right	267	27%
	Wrong	533	54%
	Unsure	192	19%
	Total	992	100%

Only 27% of Wellingtonians think Wellington is headed in the right direction with 54% saying it is off on the wrong track.

		Gender	
		Female	Male
		Col %	Col %
Wellington direction	Right	26%	28%
	Wrong	53%	54%
	Unsure	20%	18%
	Total	100%	100%

		Age		
		Under 40 Col %	40 to 60 Col %	Over 60 Col %
Wellington direction	Right	34%	23%	16%
	Wrong	44%	58%	70%
	Unsure	22%	19%	15%
	Total	100%	100%	100%

A significant variation by age. Net direction is -10% for under 40s and -54% for over 60s.

		Ward					
		Southern Col %	Eastern Col %	Lambton Col %	Western Col %	Northern Col %	Māori Col %
Wellington direction	Right	21%	25%	38%	17%	23%	48%
	Wrong	58%	54%	43%	67%	58%	30%
	Unsure	21%	21%	19%	16%	19%	21%
	Total	100%	100%	100%	100%	100%	100%

Net direction by ward is:

1. Māori +18%
2. Lambton -5%
3. Eastern -29%
4. Northern -35%
5. Southern -37%
6. Western -50%

2022 Mayoral Vote

		Paul Eagle Col %	Andy Foster Col %	Tory Whanau Col %
Wellington direction	Right	25%	21%	37%
	Wrong	64%	73%	46%
	Unsure	11%	7%	18%
	Total	100%	100%	100%

Even amongst those who voted for Whanau in 2022, a plurality think Wellington is heading in the wrong direction.

2023 Party Vote

		National Col %	Labour Col %	Greens Col %	ACT Col %	NZ First Col %	TPM Col %
Wellington direction	Right	24%	28%	28%	14%	24%	42%
	Wrong	65%	55%	37%	74%	62%	47%
	Unsure	11%	17%	35%	12%	14%	11%
	Total	100%	100%	100%	100%	100%	100%

Net direction by 2023 PV is:

1. TPM -5%
2. Greens -9%
3. Labour -27%
4. NZ First -38%
5. National -41%
6. ACT -60%

**How do you rate the overall performance of the Wellington City Council over the last year. Would you say it was very poor, poor, average, good or very good?**

		Count	Col %
Wellington City Council performance	Very poor	276	28%
	Poor	224	23%
	Average	312	31%
	Good	113	11%
	Very good	36	4%
	Unsure	30	3%
	Total	992	100%

15% of Wellingtonians say the Council is performing above average and 51% below average for a net rating of -36%.

		Gender	
		Female	Male
		Col %	Col %
Wellington City Council performance	Very poor	20%	36%
	Poor	26%	19%
	Average	35%	27%
	Good	11%	12%
	Very good	3%	4%
	Unsure	4%	2%
	Total	100%	100%

		Age		
		Under 40	40 to 60	Over 60
		Col %	Col %	Col %
Wellington City Council performance	Very poor	21%	29%	41%
	Poor	20%	23%	28%
	Average	37%	29%	22%
	Good	14%	13%	5%
	Very good	5%	3%	0%
	Unsure	3%	2%	3%
	Total	100%	100%	100%

		Ward					
		Southern	Eastern	Lambton	Western	Northern	Māori
		Col %	Col %	Col %	Col %	Col %	Col %
Wellington City Council performance	Very poor	32%	32%	24%	35%	22%	21%
	Poor	17%	29%	17%	26%	28%	13%
	Average	24%	28%	43%	25%	35%	23%
	Good	20%	5%	9%	7%	9%	35%
	Very good	5%	1%	6%	6%	2%	0%
	Unsure	2%	6%	1%	1%	4%	8%
	Total	100%	100%	100%	100%	100%	100%

Net performance by ward is:

1. Māori +1%
2. Southern -24%
3. Lambton -26%
4. Northern -39%
5. Western -48%
6. Eastern -55%

2022 Mayoral Vote

		Paul Eagle Col %	Andy Foster Col %	Tory Whanau Col %
Wellington City Council performance	Very poor	34%	44%	7%
	Poor	28%	23%	21%
	Average	19%	24%	40%
	Good	16%	7%	20%
	Very good	3%	2%	11%
	Unsure	1%	1%	0%
	Total	100%	100%	100%



		2023 Party Vote					
		National	Labour	Greens	ACT	NZ First	TPM
		Col %	Col %	Col %	Col %	Col %	Col %
Wellington City Council performance	Very poor	50%	21%	2%	50%	44%	17%
	Poor	23%	27%	22%	26%	16%	17%
	Average	16%	36%	47%	15%	29%	26%
	Good	7%	9%	19%	10%	0%	33%
	Very good	3%	3%	7%	0%	9%	6%
	Unsure	1%	3%	2%	0%	2%	0%
	Total	100%	100%	100%	100%	100%	100%

**How do you rate the overall performance of Wellington Mayor Tory Whanau over the last year. Would you say it was very poor, poor, average, good or very good?**

		Count	Col %
Tory Whanau performance	Very poor	278	28%
	Poor	181	18%
	Average	265	27%
	Good	133	13%
	Very good	35	4%
	Unsure	100	10%
	Total	992	100%

17% of Wellingtonians rate the Mayor's performance as above average and 46% below average.

		Gender	
		Female	Male
		Col %	Col %
Tory Whanau performance	Very poor	22%	34%
	Poor	18%	19%
	Average	29%	24%
	Good	16%	11%
	Very good	3%	4%
	Unsure	12%	8%
	Total	100%	100%

		Age		
		Under 40	40 to 60	Over 60
		Col %	Col %	Col %
Tory Whanau performance	Very poor	17%	32%	48%
	Poor	16%	18%	24%
	Average	30%	28%	17%
	Good	19%	9%	7%
	Very good	4%	5%	1%
	Unsure	14%	9%	3%
	Total	100%	100%	100%

		Ward					
		Southern	Eastern	Lambton	Western	Northern	Māori
		Col %	Col %	Col %	Col %	Col %	Col %
Tory Whanau performance	Very poor	32%	29%	21%	40%	26%	11%
	Poor	24%	25%	13%	13%	19%	19%
	Average	19%	16%	37%	25%	32%	25%
	Good	11%	9%	19%	15%	9%	21%
	Very good	4%	2%	2%	4%	3%	11%
	Unsure	10%	18%	8%	3%	11%	13%
	Total	100%	100%	100%	100%	100%	100%

Net performance for the Mayor by ward is:

1. Māori +2%
2. Lambton -13%
3. Northern -33%
4. Western -34%
5. Southern -41%
6. Eastern -43%

2022 Mayoral Vote

	Paul Eagle Col %	Andy Foster Col %	Tory Whanau Col %
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Tory Whanau performance	Very poor	36%	49%	10%
	Poor	29%	26%	8%
	Average	20%	11%	36%
	Good	7%	13%	33%
	Very good	4%	2%	10%
	Unsure	3%	0%	2%
	Total	100%	100%	100%

		2023 Party Vote					
		National	Labour	Greens	ACT	NZ First	TPM
		Col %	Col %	Col %	Col %	Col %	Col %
Tory Whanau performance	Very poor	55%	19%	8%	46%	46%	11%
	Poor	20%	23%	11%	29%	24%	5%
	Average	16%	34%	38%	5%	10%	24%
	Good	3%	13%	27%	12%	9%	43%
	Very good	2%	3%	7%	0%	6%	11%
	Unsure	4%	8%	9%	7%	6%	7%
	Total	100%	100%	100%	100%	100%	100%

Net performance for the Mayor by 2023 party vote is:

1. TPM +38%
2. Greens +15%
3. Labour -26%
4. NZ First -55%
5. ACT -63%
6. National -70%

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**3 February 2025**