



**people's panel**



## **People's Panel Research Report Auckland Council Liveable City Perceptions Survey**

February 2011

---

Prepared by

**Research, Consultation and Engagement Unit**

**Communications & Public Affairs**

**Auckland Council**

## Table of Contents

<b>INTRODUCTION AND PURPOSE .....</b>	<b>1</b>
<b>EXECUTIVE SUMMARY .....</b>	<b>3</b>
<b>SECTION 1: PERCEPTIONS OF AUCKLAND AS A LIVEABLE CITY.....</b>	<b>5</b>
1.1 HOW HAPPY ARE AUCKLAND RESIDENTS? .....	5
1.2 LOCAL NEIGHBOURHOOD IN DETAIL .....	6
1.2.1 What residents like about living in their local neighbourhood .....	7
1.2.2 What residents dislike about living in their local neighbourhood .....	9
1.2.3 What residents would change about their local neighbourhood .....	11
1.3 WIDER LOCAL AREA IN DETAIL .....	13
1.3.1 What residents like about living in their wider local area .....	14
1.3.2 What residents dislike about living in their wider local area.....	16
1.3.3 What residents would change about living in their wider local area .....	18
1.4 AUCKLAND REGION IN DETAIL.....	20
1.4.1 What residents like about living in the Auckland region.....	21
1.4.2 What residents dislike about living in the Auckland region .....	24
1.4.3 What residents would change about living in the Auckland region.....	26
1.5 SUMMARY: WHAT RESIDENTS LIKE ABOUT LIVING IN AUCKLAND .....	28
1.6 SUMMARY: WHAT RESIDENTS DISLIKE ABOUT LIVING IN AUCKLAND .....	30
1.7 SUMMARY: WHAT RESIDENTS WANT TO CHANGE ABOUT LIVING IN AUCKLAND .....	32
<b>SECTION 2: THE AUCKLAND (SPATIAL) PLAN.....</b>	<b>39</b>
2.1 AWARENESS OF THE AUCKLAND (SPATIAL) PLAN .....	34
2.2 HOW RESIDENTS HEARD ABOUT THE AUCKLAND PLAN .....	36
2.3 WHAT RESIDENTS HAVE HEARD ABOUT THE AUCKLAND PLAN .....	37
2.4 INFORMATION DEMANDED ABOUT THE AUCKLAND PLAN .....	38
<b>SECTION 3: LOCAL BOARD AREA .....</b>	<b>39</b>
3.1 AWARENESS OF LOCAL BOARD AREA .....	39
3.2 UNDERSTANDING THE ROLE OF THE LOCAL BOARD .....	41
3.3 WHAT RESIDENTS WOULD LIKE TO KNOW ABOUT LOCAL BOARDS .....	43
<b>SECTION 4: INFORMATION SEEKING .....</b>	<b>44</b>
4.1 HOW RESIDENTS SEEK INFORMATION ABOUT AUCKLAND COUNCIL .....	44
4.2 MOST PREFERRED INFORMATION SOURCE ABOUT AUCKLAND COUNCIL.....	45

## **Introduction and Purpose**

The purpose of the Liveable City Perceptions survey is both to engage the people of Auckland and to ascertain:

- The shifting perceptions about living in Auckland;
- Current opinions on current Auckland issues.

The survey was conducted through the Auckland Council People's Panel and the information collected will be used to inform decision-making, planning and policy development at Auckland Council.

## **About the People's Panel**

The People's Panel aims to provide a representative sample of the local 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 supplements other research, consultation and engagement activities and is used to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'average' 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.

At the time of surveying, there were approximately 4,800 people registered with the panel, with representation from each local board area, age group and ethnicity. Please note that the People's Panel is not yet robust in its demographic representativeness of Auckland and further recruitment is under way to improve participation levels from particular areas, age groups and ethnicities. As such, results from People's Panel surveys are weighted according to census data (Statistics New Zealand).

For more information about the People's Panel visit: [www.aucklandcouncil.govt.nz/peoplespanel](http://www.aucklandcouncil.govt.nz/peoplespanel)

## **Sample size and field-timing of the first survey – and a note about weighting**

This first Liveable City Perceptions survey, with a sample size of 1797 respondents, was conducted using the People's Panel during the three week period of 24 January 2011 to 14 February 2011. This was also the first survey to be carried out with the newly established People's Panel.

The objectives of the survey were to:

- Initiate the engagement processes for both the Auckland Plan and Local Board Plans;
- Ascertain current levels of awareness of the Auckland Plan and Local Boards; and
- Provide citizen insights to inform the communications plan (e.g. information required and communication channel preferences).

No survey methodology is perfect and the challenge, always, is to ensure that opinions reflect as closely as possible those of the sample universe. For this reason, and because certain demographic groups tend to under-represent themselves (for example younger people 18-24), the data has been weighted. Unless otherwise stated, the findings presented in this report are based on survey data weighted to be

representative of Auckland's population profile in terms of gender, age, ethnicity and Local Board area.<sup>1</sup> Please be cautious when interpreting results for Local Board areas where the sample size is low (Waiheke, Waitakere Ranges, Upper Harbour, Puketapapa, Papakura, Otara-Papatoetoe, Mangere-Otahuhu). These Local Board areas where the sample size is too small for reliable analysis (i.e. less than 35 people) will be marked with an \*.

## **Structure of the report**

This report is structured according to the following five key areas of enquiry:

1. Residents' perceptions of Auckland as a liveable city – positive and negative comments about living in Auckland, and the priorities for Auckland Council
2. Auckland (Spatial) Plan – current levels of awareness, knowledge
3. Local Boards – current levels of awareness, confidence in understanding what they do, further information desired
4. Information sources – currently used, preferred channels
5. Appendices:
  - Appendix 1 – Methodology
  - Appendix 2 – Respondent demographic profile
  - Appendix 3 – Respondent geographic profile

---

<sup>1</sup> The People's Panel is still in development and survey data weighting is necessary to ensure statistical reliability and comparability from one wave of the survey to the next.

## Executive Summary

A survey of Auckland residents was undertaken in January-February 2011 to gauge the public's perceptions about living in Auckland, and awareness of the Auckland Plan and Local Boards areas. A total sample of 1797 residents was achieved using the Auckland Council People's Panel.

### Perceptions of Auckland as a Liveable City

The vast majority of residents are happy (rating their experience as "very happy" or "happy") about living in Auckland. Generally, happiness decreases as the geographic catchment widens, with residents being significantly more likely to be "very happy" about living in their 'local neighbourhood' than in the 'Auckland region' overall.

Residents were asked what they liked, disliked or wanted to change about living in Auckland. Questions were phrased within the context of each resident's:

- Local neighbourhood
- Wider local area
- Auckland region as a whole.

In the context of one's local neighbourhood, certain themes are prevalent. These include *community belonging, safety and cleanliness of public areas*. Underlying these themes is the sense that the community seeks a place they have pride in, and to which they feel they comfortably belong.

In the contexts of the wider local area and of Auckland region as a whole, quite differently, more functional issues emerge. In these contexts, the issues of transport (including public transport and roading) become more prominent. The population wants a city that works and is easy to get around.

What do Aucklanders most like about their city? The most positive aspects include: *A strong/friendly community and access to green spaces, beaches and parks*.

The problem rated as most significant by Aucklanders in the survey is: *traffic and a lack of good public transport*. This issue rates most seriously and is followed by *crime, cleanliness/maintenance of public areas, and ugly buildings/poor industrial development*. One can see, therefore, a conflict between the things we value most (community safety and belonging, civic pride, a city that works) and the perceived status of today's Auckland. These issues will be the focus of future surveys.

Respondents were asked to suggest changes for Auckland. These suggested changes largely correspond with the stated dislikes and include: *better/cheaper public transport*, followed by *less crime, improved maintenance/cleanliness of public areas and better urban design/zoning/planning*.

### The Auckland (Spatial) Plan

At the time of surveying, only a third of residents were aware of the Auckland plan. The remainder either had not heard of the Auckland Plan or are unsure about the details. Awareness varied widely Local Board areas,

as well as by age group. Of concern was the low proportion of Pacific peoples (20%) that had heard of the Plan.

Most people became aware of the Auckland Plan through newspapers (both dailies and local community newspapers) or the Auckland Council website.

Of those who were aware of the Auckland Plan, just under one-third were unable to describe it. The main perception was that the Auckland Plan is a plan for the future of Auckland, mainly focused on infrastructure, growth and development of the city. A notable 9% of respondents perceive the Plan as a “vague” document with “no practical use”.

There was a demand for more clarity about the plan, and a desire to understand how the Council intends to reach the objectives. Most respondents wanted to have a basic outline of the contents and an outline of how goals will be achieved. Residents wanted to be notified of changes that would affect their areas of interest, and how those changes would have a positive impact on life in Auckland.

### **The Local Board Areas**

At the time of surveying, just over half of respondents claimed to be aware of their Local Board area. Awareness levels were largely similar across Local Board areas except in Maungakiekie-Tamaki, where there was significantly lower awareness.

However this research suggests that there is room for increasing awareness, and there is a desire for greater communication.

- Approximately half of residents were not confident in understanding the role their Local Board plays.
- Just under half of respondents wanted to know more about the roles and responsibilities of Local Boards, and how they influence decisions made by the Council. Specifically, one in five residents wanted to know who to contact if they have specific concerns.
- Approximately a quarter of residents would also like more updates on the Local Board activities or be more involved in feedback.

### **Information seeking**

The main source for residents to obtain information about the Auckland Council is newspapers, specifically the local community newspapers. The Auckland Council website is also a key channel of information and Auckland Council e-newsletters are the preferred source overall – though bear in mind this survey was conducted among those who are on-line enabled.

## Section 1: Perceptions of Auckland as a Liveable City

### 1.1 How Happy are Auckland Residents?

Q: Overall, how happy are you with living in ..... your local neighbourhood (e.g. suburb)? ... your wider local area (e.g. former council area)? ... Auckland (e.g. the region as a whole)?

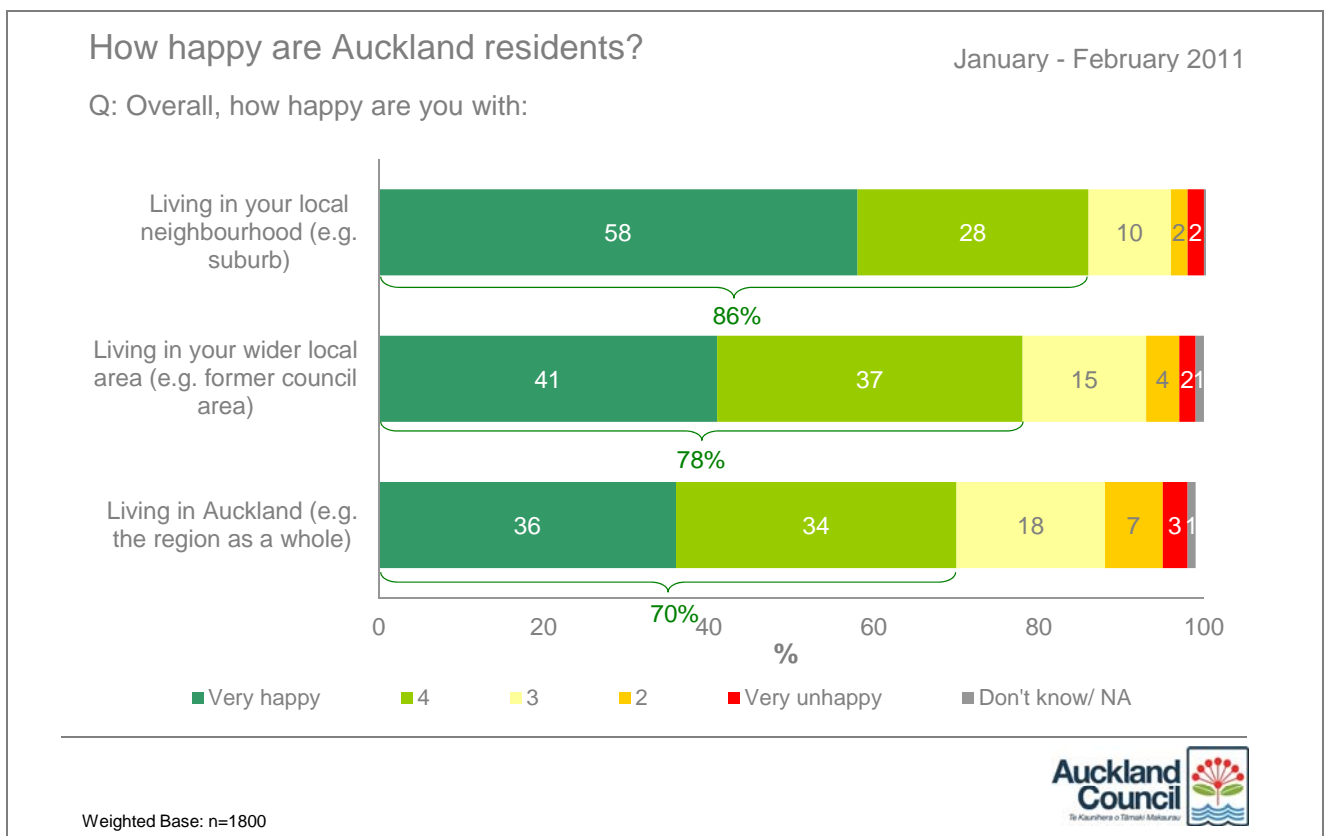
Residents were asked how happy they were living in Auckland. Questions were phrased within the context of each resident's:

- Local neighbourhood
- Wider local area
- Auckland region as a whole.

The vast majority of residents are happy (rating their experience as “very happy” or “happy”) about living in Auckland.

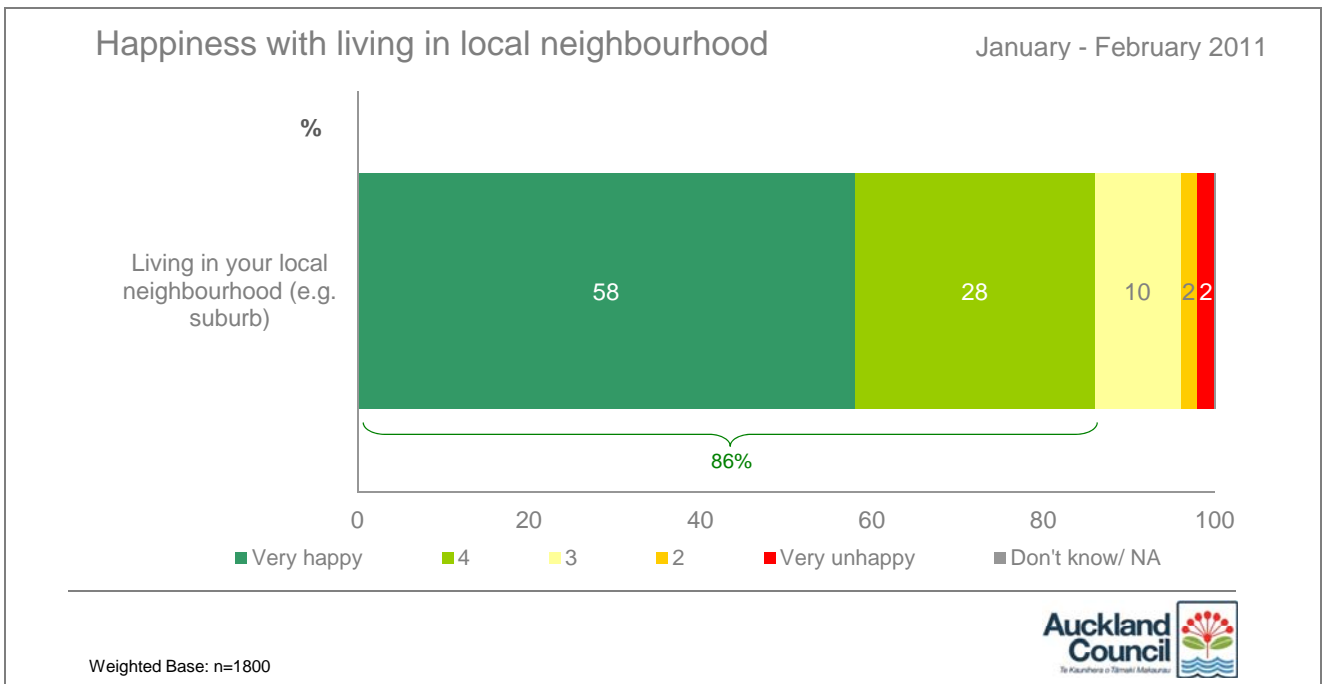
Auckland residents are happiest in terms of living in their “local neighbourhood” with 86% of respondents being content here (“very happy” or “happy”). In contrast, 70% of residents are “very happy” or “happy” about living in the Auckland region as a whole. Attitudes towards living in the “wider local area” fall in between, with 78% of Aucklanders being “very happy” or “happy”.

In general, happiness decreases as the geographic catchment widens, with residents being significantly less likely to be “very happy” about living in the ‘Auckland region’ overall (36%), than in their ‘local neighbourhood’ (58%).

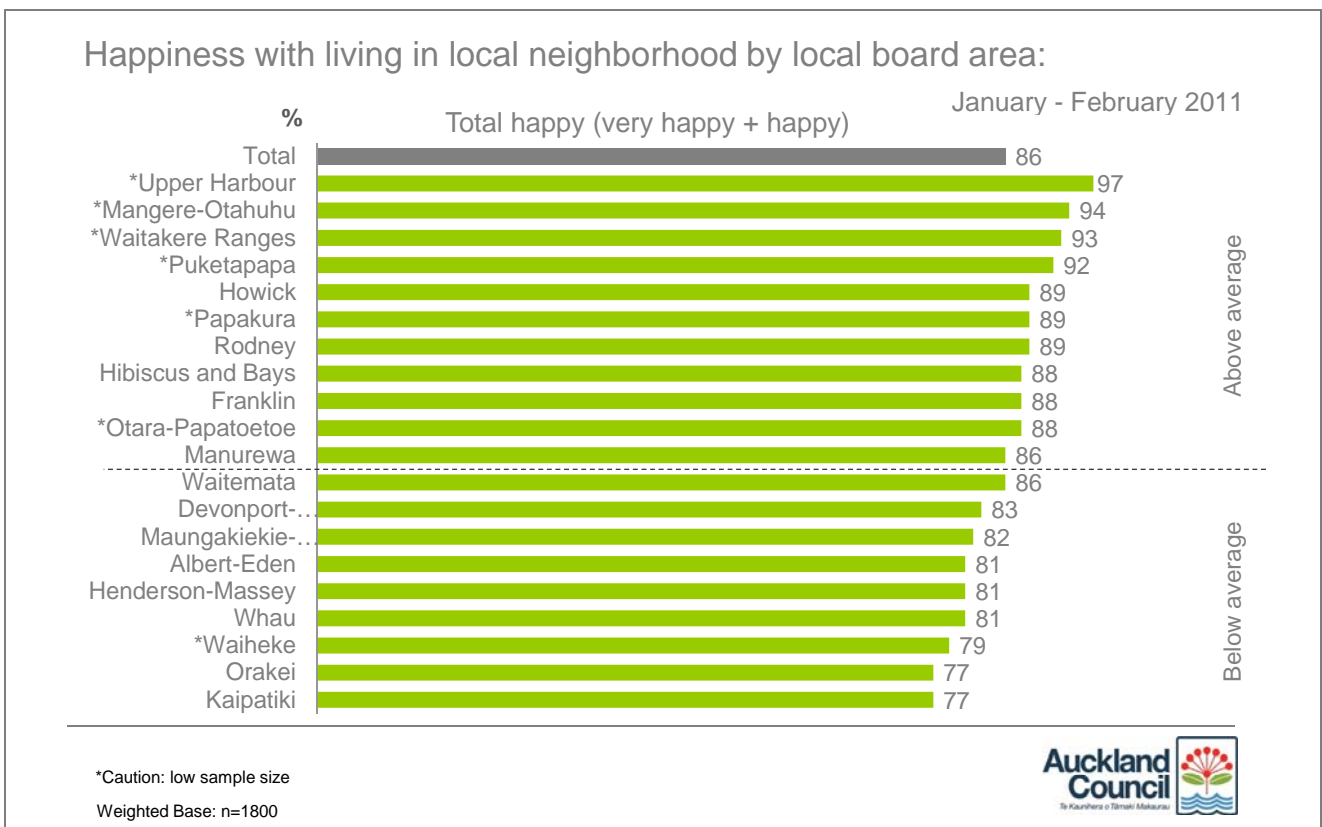


## 1.2 Local Neighbourhood in Detail

Q: Overall, how happy are you with living in your local neighbourhood (e.g. suburb)?



Auckland residents are happiest with living in their local neighbourhood with 58% being “very happy.” There is generally little variation in attitudes amongst residents from the different Local Board areas. However, relatively high levels of “indifference” (neither unhappy nor happy, rating 3 out of 5) pull the “Happy” score down for the residents of Orakei, Whau, \*Waiheke and Kaipatiki – a signal that these areas should be surveyed.





### 1.2.1 What residents like about living in their local neighbourhood

*Q: Please tell us what you like, if anything, about living in your local neighbourhood (e.g. suburb)*

What do we like best about our local neighbourhoods? It is the **good 'quality of life'** that Aucklanders like most – and this provides a dominant theme made up of intangible factors such as being part of a **strong, close community** as well as tangible factors such as *proximity to shops, schools, the workplace and public amenities such as libraries and recreational facilities*.

It is the sense of being part of a strong community and being surrounded by friendly neighbours that Auckland residents most commonly claim to be what they like most about living in their local neighbourhood (41%). The appealing multicultural mix of their local community is specifically mentioned by 7% of residents.

Peace, quiet and a feeling of safety in the community is what just over a quarter of residents like about their local neighbourhood, with 17% specifically mentioning peace and quiet, and 11% commenting on the low crime rate. Clean, well maintained footpaths, roads and public areas including a lack of graffiti, positively feature in 8% of Auckland residents' local neighbourhoods.

Being close to work or schools is a key feature of the local neighbourhood for almost a quarter of Auckland residents (23%). Having good access to a wide range of amenities and facilities also drives satisfaction with the local neighbourhood and perceived quality of life. Residents like good access to a variety of shops, supermarkets and markets in their neighbourhood (21%), and for some, this also means the presence of good cafes, restaurants and bars specifically improves their enjoyment of their neighbourhood (6%). It is also the close proximity to a range of public amenities that residents like, including: libraries, museums, the zoo (7%); and, public sports and recreation facilities (6%).

The environment plays a role also in shaping our happiness with our local neighbourhoods. The **appealing natural environment** of our local neighbourhoods is the second key theme dominating Aucklanders' comments: some 15% specifically mentioning the natural beauty, views, or pleasant climate of their local neighbourhood. In fact, almost a fifth of Aucklanders like the beautiful green spaces in their local neighbourhoods and good access to natural recreation facilities such as bush walks (19%). Almost as many Auckland residents like their good access to the beach or a waterway (17%).

**Infrastructure** factors such as access to good public transport features for 14% of Auckland residents. Almost one-tenth of Auckland residents claim their local neighbourhood has good access to the motorway (9%).

For more detail, please see Table 1 on the next page.

**Table 1: What residents like about living in their local neighbourhood**

	Proportion of respondents (Weighted)
<b>Quality of Life</b>	
<b>Strong community &amp; friendly neighbourhood</b> e.g. community atmosphere, village feel, friendly neighbourhoods	41%
<b>Shops, supermarkets and markets</b>	21%
<b>Peaceful &amp; quiet</b> e.g. Low traffic, respectful neighbourhoods, effective noise control	17%
<b>Safe, with low crime rate</b> e.g. Low crime, local constable	11%
<b>Access to schools/ university or tech</b>	8%
<b>Clean, well maintained footpaths, roads &amp; public areas</b> e.g. Footpaths, roads, parks, beaches in good condition, no litter, little or no graffiti, rubbish collections	8%
<b>Public amenities like libraries, art galleries, zoo</b> e.g. MOTAT	7%
<b>Multicultural/ vibrant communities and mix of cultures</b>	7%
<b>Good cafes, restaurants, bars or wineries</b>	6%
<b>Sports &amp; recreational facilities</b> e.g. Gyms, pools, sports fields	6%
<b>General range of services/amenities/facilities</b>	5%
<b>Entertainment options including cinemas, festivals &amp; free events</b>	3%
<b>Hospital &amp; health services – access to/ quality</b>	2%
<b>Lots to do, good variety of activities available for me &amp; the family</b>	1%
<b>Access to dog parks and off-leash areas</b>	1%
<b>Location</b>	
<b>Central, close to work or schools</b>	23%
<b>Interesting history and character of the area</b>	3%
<b>Environment</b>	
<b>Green spaces, natural recreation facilities, bush or walkways</b> e.g. Parks, bush, walkways, cycle-ways, camping	19%
<b>Beaches, access to water</b>	17%
<b>Beautiful natural surroundings/ pleasant environment &amp; climate</b> e.g. Views, bush, wildlife, volcanoes, no air pollution, fresh air	15%
<b>Infrastructure</b>	
<b>Good public transport, buses &amp; trains</b> e.g. buses, trains, ferries	14%
<b>Good motorway access</b>	9%
<b>Good urban planning, road layout, building design</b> e.g. Layout of roads, quality of housing/buildings, section sizes	4%
<b>Access to airport</b>	1%
<b>Other</b>	
<b>Other</b>	1%
<b>Don't know</b> (including Nothing/ Can't think of anything/ negative comments)	2%
<i>Weighted Base: All respondents who answered, n=1632</i>	
<i>Please note percentages don't add to 100% as this question was multiple response</i>	

### 1.2.2 What residents dislike about living in their local neighbourhood

*Q: Please tell us what you don't like, if anything, about living in your local neighbourhood (e.g. suburb)?*

When asked what Auckland residents dislike about their local neighbourhood, issues related to **safety in the community** dominate. Just over a fifth of Aucklanders mention crime, burglary, vandalism or public safety (21%) as factors that detract from the quality of life in their local neighbourhood. Specifically, residents also mention alcohol, public drunken behaviour, drugs, violence, aggression, boy racers, domestic violence and disturbances, insufficient policing, and intimidating young people in the streets. Complaints about noise are mentioned by 6% of residents.

Unkempt aspects of the urban environment make up the second theme of dissatisfaction. Almost a fifth of Auckland residents find that poor maintenance and cleanliness of public areas detracts from the quality of life in their local neighbourhood (19%). This compares to the 8% of Aucklanders who were satisfied with the cleanliness and maintenance of their local neighbourhood.

In a related issue, the built landscape of ugly buildings, housing or poor industrial development is unappealing for 8% of residents.

The survey indicates that the range of dissatisfactions is quite narrow. Note that only 5% of Aucklanders are unhappy with the community spirit of their local neighbourhood, or feel that their community has changed for the worse. The overall tone of responses is positive rather than disparaging.

Of the negatives, **Infrastructure** issues receive the third highest mention. Poor public transport, (either unreliable or expensive,) features in complaints by 15% of Auckland residents. Almost as many residents cite traffic problems in the local neighbourhood, including congestion and road works (13%).

For more detail, please see Table 2 on the next page.

**Table 2: What residents dislike about living in their local neighbourhood**

	Proportion of respondents (Weighted)
<b>Quality of Life</b>	
<b>Crime, burglary, vandalism and public safety</b> e.g. alcohol, drugs, violence and aggression, public drunken behaviour, boy racers, domestic violence/disturbances, insufficient policing, intimidating young people in the streets	21%
<b>Poor maintenance and cleanliness of public areas</b> e.g. Footpaths, roads, parks and beaches, insufficient lighting, trees not pruned, drainage/sewerage problems, graffiti, poor rubbish collection, excess rubbish	19%
<b>Noise problems</b> e.g. Insufficient noise control, boy racers	6%
<b>Loss or lack of community spirit / changes in community or neighbourhood</b>	5%
<b>Public or community amenities like libraries – lack of/ poor quality</b>	4%
<b>Lack of good cafes, restaurants, bars and wineries</b>	3%
<b>Facilities or activities for children and young people – lack of/ poor quality</b>	2%
<b>Shops, supermarkets and markets – not close to/ poor quality</b>	2%
<b>Dog control or animal problems</b>	2%
<b>Poor sports and recreational facilities</b> e.g. not enough gyms, pools, sports fields	1%
<b>Schools/ university/ tech – not close to/ affordability/ quality issues</b>	1%
<b>Infrastructure</b>	
<b>Poor public transport</b> e.g. Infrequent, unreliable, expensive, slow, not integrated	15%
<b>Traffic problems</b> e.g. congestion, too many cars, road works, poor driving, bad road signage	13%
<b>Ugly buildings, housing or poor industrial development</b> e.g. Buildings close to roads, infill housing, lack of vision, urban sprawl	8%
<b>Parking problems</b> e.g. insufficient parking spaces, expensive	4%
<b>Not pedestrian-friendly</b>	3%
<b>Not cycle-friendly</b> e.g. Lack of consideration from motorists, lack of cycle-ways and lanes	2%
<b>Not environmentally friendly/ lack of recycling</b> e.g. inadequate recycling/organic rubbish collections/places for bins	2%
<b>Rubbish collection &amp; recycling – lack of, insufficient, no inorganic collection</b>	1%
<b>Environment</b>	
<b>Ugly surroundings/ lack of beautification</b>	4%
<b>Not enough green spaces, natural recreation, bush or walkways</b> e.g. not enough trees, parks, bush, walkways, cycle-ways, camping	1%
<b>Economy</b>	
<b>High cost of housing to rent or buy</b>	2%
<b>Lack of work, training or business opportunities</b>	1%
<b>Governance &amp; Council relationships</b>	
<b>Ineffective Council</b> e.g. Lack of consultation/collaboration/connection, inadequate action, not advocates for the community, lack of leadership, fewer services (waste/water)	2%
<b>High rates</b>	1%
<b>Other</b>	
<b>Other</b>	6%
<b>Don't know/ Nothing</b> (including All ok/ No issues)	10%
<i>Weighted Base: All respondents who answered, n=1459</i>	
<i>Please note percentages don't add to 100% as this question was multiple response</i>	

### 1.2.3 What residents would change about their local neighbourhood

*Q: What one thing would you change about your neighbourhood (e.g. suburb)? Why do you say that?*

It is evident that the “Desired changes” that residents suggest for their local neighbourhoods are largely reflective of what residents say they *dislike* about their local neighbourhood. The table reflects things we’d like to see fixed more than it demonstrates fresh ideas for improvement. As such, the greatest focus is on **safety in the community** and **infrastructure** related issues.

More residents want safer neighbourhoods and less crime (12%) than want any other issue addressed. This means better law and order, more police, getting rid of drugs, burglary, vandalism, public drunken behaviour, boy racers, violence and aggression. Improved maintenance and cleanliness of public areas would also improve quality of life in the neighbourhood for 8% of residents.

Better and cheaper public transport is called for by 11% of residents. Suggestions include an integrated ticketing system, an airport link, feeder buses, more bus and train parking. While 4% want better roads and motorways, the real issue appears to be the need for better traffic flow and less congestion (10%). For some this means more roads, or less roadworks that are also better coordinated with better road signage. Making the local neighbourhood more pedestrian-friendly is mentioned by 7% of residents.

While most suggestions reflect a “things we want fixed” mindset, there are a significant number of voices (10%) citing “improved urban planning.” This includes better development, design, and tighter controls on zoning and building works.

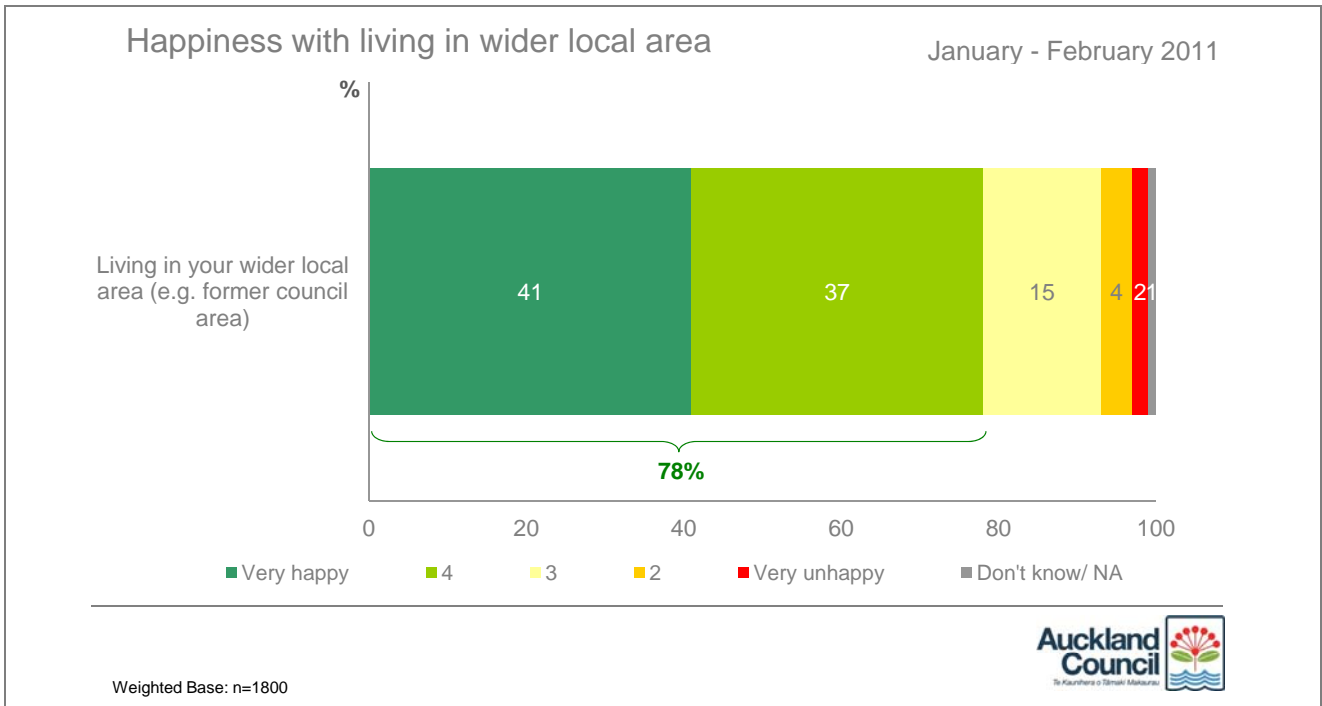
For more detail, please see Table 3 on the next page.

**Table 3: What residents would change about their local neighbourhood**

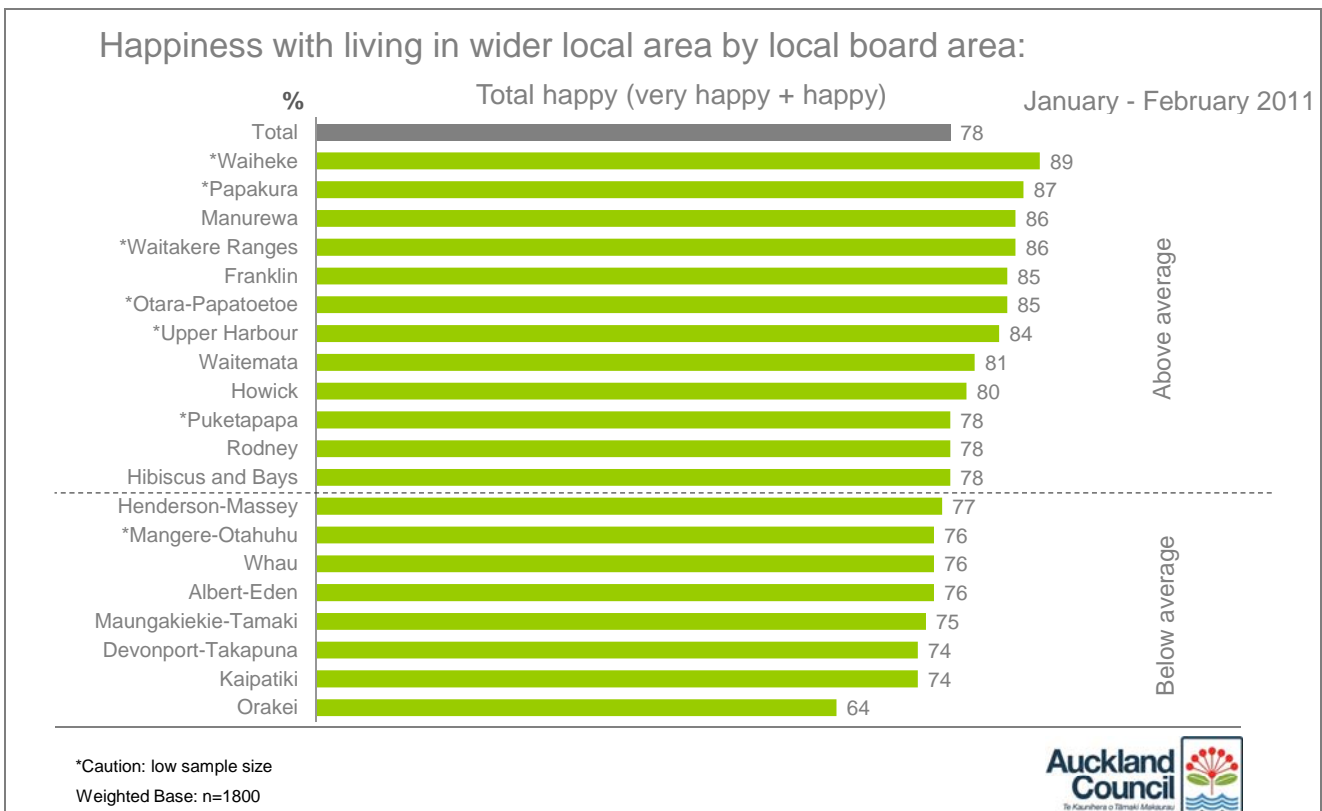
	Proportion of respondents (Weighted)
<b>Quality of Life</b>	
<b>Safer neighbourhoods &amp; less crime</b> e.g. better law & order, more police, getting rid of drugs, burglary, vandalism, public drunken behaviour, boy racers, violence and aggression	12%
<b>Improved maintenance and cleanliness of public areas</b> e.g. cleaner & nicer footpaths, roads, parks and beaches, better lighting, pruned trees, less graffiti, litter	8%
<b>Better shops &amp; retail, more local or village shops &amp; markets</b>	5%
<b>More community pride, friendly, positive attitude</b> e.g. stronger community spirit, less apathy	4%
<b>Sports and recreational facilities – more &amp; better</b> e.g. rec centres, pools, sports fields	4%
<b>Public or community amenities like libraries, public toilets – more &amp; better</b>	3%
<b>Noise reduction</b> e.g. better noise control, getting rid of heavy truck noise, boy racers	3%
<b>Access to good cafes, restaurants, bars and wineries</b>	2%
<b>Facilities or activities for children and young people – more &amp; better</b>	2%
<b>More community events &amp; festivals</b>	2%
<b>Infrastructure</b>	
<b>Better &amp; cheaper public transport</b> e.g. at reasonable cost, airport link, integrated ticketing system, more bus & train parking, feeder buses	11%
<b>Better traffic flow &amp; less congestion</b> e.g. Better flow, more roads, coordinated & less road works, better signage, roundabouts not lights	10%
<b>More pedestrian-friendly</b>	7%
<b>Improved amenities/ improved rubbish collection, sewerage, street lighting</b>	5%
<b>Better roads &amp; motorways</b> e.g. Better access to motorways, complete planned motorways, new harbour bridge, better process	4%
<b>Cycle-friendly, more cycle lanes</b>	2%
<b>Improved parking</b>	2%
<b>Urban Planning &amp; Design</b>	
<b>Better urban design, zoning &amp; planning, less sprawl</b> e.g. tighter controls on development & design/no infill housing/ better co-ordination of civil & structural works	10%
<b>Green, environmentally-friendly eco city/ more recycling &amp; green waste collection</b> e.g. less pollution/protection of harbours & waterways, more measures to reduce waste/inorganic rubbish collections/ places for bins	3%
<b>Environment</b>	
<b>Cleaner, well maintained/ beautification, more trees</b>	3%
<b>More green spaces, natural recreation, bush, walkways</b> e.g. more parks, cycle-ways, camping areas	1%
<b>Economy</b>	
<b>Improvement in poverty and low socio-economic households</b>	1%
<b>Improved work, training or business opportunities</b>	1%
<b>Governance &amp; Council relationships</b>	
<b>More accountable or effective Council</b> e.g. Faster decision-making/clear strategy/ more consultation/ less bureaucracy/ consistency of rules, regulations, improved services	1%
<b>Lower rates &amp; council costs, more free services</b>	1%
<b>More say in local area &amp; better representation on local issues</b> e.g. community investment/ council more accessible & responsive to community/ / better communication	1%
<b>Other</b>	
Other	4%
Don't know/ Nothing (including All ok/ No issues)	8%
<i>Weighted Base: All respondents who answered (n=1354)</i>	
<i>Please note percentages don't add to 100% as this question was multiple response</i>	

### 1.3 Wider Local Area in Detail

Q: Overall, how happy are you with living in your wider local area (e.g. former council area)?



Just over three-quarters of residents are happy about living in their wider local area. Of statistical significance: residents of Manurewa and Franklin are *significantly* more happy living in their wider local area than those living in Orakei. Otherwise, results across the different Local Board areas are generally consistent.



### 1.3.1 What residents like about living in their wider local area

*Q: Please tell us what you like, if anything, about living in your wider local area (e.g. former council area)*

The perceptions held towards the “wider local area” are evidently driven by a mix of factors different from those that most affect our judgment of the “local neighbourhood.” When the context moves beyond the local neighbourhood to their wider local area, residents’ opinions are relatively more dominated by the **natural environmental benefits** of living in Auckland.

When asked what they like about living in their wider local area 13% of Auckland residents cite the natural beauty, views, or pleasant climate. Specifically, it is the green spaces and access to natural recreation facilities like parks and bush walks that Aucklanders like most (21%). Nearby beaches and access to waterways make 16% of Auckland residents feel happy about their wider local area.

Compared to mentions in relation to their local neighbourhood, there are fewer comments about a *good quality of life* in the context of a resident’s wider local area. **Strong community and friendly neighbours** feature positively for 16% of residents compared to the 41% who cite these in relation to their local neighbourhood.

But residents do see civic benefits by being part of their wider local area. In this context 11% of residents mention better access to public amenities such as libraries, art galleries and museums, while 8% mention access to sports and recreation facilities. One tenth of residents like the greater array of entertainment options including cinemas and festivals (10%), and 6% find ‘lots to do’ in their wider local area, with a good variety of activities available for me and the family. Going beyond one’s local neighbourhood also brings residents more into contact with a wider mix of cultures and vibrant communities (11%).

One-tenth of residents like the shops, supermarkets and markets in their wider local area, but 21% would prefer close proximity of these amenities in their local neighbourhood.

Similarly, whilst 12% of residents find favour in the fact that their wider local area is close to work or schools, relatively more (23%) mention this in relation to their local neighbourhood. Findings such as this (after all, one’s local neighbourhood is a subset of the wider local area) suggest that residents wear quite distinct perceptual hats when it comes to evaluating their neighbourhoods or their wider geographic or urban context.

For more detail, please see Table 4 on the next page.



**Table 4: What residents like about living in their wider local area**

	Proportion of respondents (Weighted %)
<b>Environment</b>	
<b>Green spaces, natural recreation facilities, bush or walkways</b> e.g. Parks, cycle-ways, camping	21%
<b>Beaches, access to water</b>	16%
<b>Beautiful natural surroundings/ pleasant environment &amp; climate</b> e.g. Beaches, water, views, bush, wildlife, volcanoes, no air pollution, fresh air	13%
<b>Quality of Life</b>	
<b>Strong community &amp; friendly neighbourhood</b> e.g. community atmosphere, village feel, friendly neighbourhoods	16%
<b>Public amenities like libraries, art galleries, museums, zoo</b> e.g. MOTAT	11%
<b>Multicultural/ vibrant communities and mix of cultures</b>	11%
<b>Shops, supermarkets and markets</b>	10%
<b>Entertainment options including cinemas, festivals &amp; free events</b> e.g. music, special events	10%
<b>Sports &amp; recreational facilities</b> e.g. Gyms, pools, sports fields	8%
<b>Lots to do, good variety of activities available for me &amp; the family</b>	6%
<b>Clean, well maintained footpaths, roads &amp; public areas</b> e.g. Footpaths, roads, parks, beaches in good condition, no litter, little or no graffiti, rubbish collections	5%
<b>Peaceful &amp; quiet</b> e.g. Low traffic, respectful neighbourhoods, effective noise control	4%
<b>Safe, with low crime rate</b> e.g. Low crime, local constable	4%
<b>Good cafes, restaurants, bars or wineries</b>	3%
<b>General range of services/amenities/facilities</b>	2%
<b>Access to schools/ university or tech</b>	1%
<b>Hospital &amp; health services – access to/ quality</b>	1%
<b>Access to dog parks and off-leash areas</b>	1%
<b>Location</b>	
<b>Central, close to work or schools</b>	12%
<b>Interesting history and character of the area</b>	1%
<b>Infrastructure</b>	
<b>Good motorway access</b>	6%
<b>Good public transport, buses &amp; trains</b> e.g. buses, trains, ferries	5%
<b>Environmentally-friendly / Eco city</b> e.g. Recycling, inorganic collections	4%
<b>Good urban planning, road layout, building design</b> e.g. Layout of roads, quality of housing/buildings, section sizes	2%
<b>Cycle-friendly, cycle lanes &amp; tracks</b>	1%
<b>Access to airport</b>	1%
<b>Economy</b>	
<b>Work, training or business opportunities</b>	1%
<b>Governance &amp; Council relationships</b>	
<b>Effective Council</b> e.g. Well run, accessible, collaborative, consultative, responsible, fair	5%
<b>Other</b>	
<b>Other</b>	5%
<b>Don't know</b> (including Nothing/ Can't think of anything)	12%
<i>Weighted Base: All respondents who answered (n=1293) Please note percentages don't add to 100% as this question was multiple response</i>	

### 1.3.2 What residents dislike about living in their wider local area

*Q: Please tell us what you don't like, if anything, about living in your wider local area (e.g. former council area)?*

If questions of safety dominate residents' criticisms of their neighbourhoods, then the answer is quite different when they are asked what they dislike about their wider local area. The focus is less about personal issues – my safety – and more about systems. Hence, when asked what residents dislike about their wider local area, **infrastructure** related issues are most commonly cited. As the context widens to wider local area, the opinions of Auckland residents are more focused on transport issues. Poor public transport, (described as unreliable, slow and expensive) is the most common complaint (20%). Just under a fifth also complain about traffic problems such as congestion, too many road works and poor signage (17%).

Issues related to **safety in the community**, including crime, burglary and vandalism, are a key concern in what residents dislike about their wider local area (14%), but to a lesser extent than in the context of the local neighbourhood (21%). These concerns also include such issues as the presence of alcohol, drugs, violence, aggression, public drunken behaviour, boy racers, and domestic violence.

Just over one-tenth of residents negatively remark on the ugly buildings, housing or poor industrial development in their wider local area (11%).

Poor sports and recreational facilities, including not enough gyms, pools or sports fields is an issue that becomes more prominent when put in the context of the wider local area (6%).

For more detail, please see the Table 5 on the next page.

**Table 5: What residents dislike about living in their wider local area**

	Proportion of respondents (Weighted %)
<b>Infrastructure</b>	
<b>Poor public transport</b> e.g. Infrequent, unreliable, expensive, slow, not integrated	20%
<b>Traffic problems</b> e.g. congestion, too many cars, road works, poor driving, bad road signage	17%
<b>Ugly buildings, housing or poor industrial development</b> e.g. Buildings close to roads, infill housing, commercial buildings in front of sub-divisions, lack of vision, urban sprawl	11%
<b>Parking problems</b> e.g. insufficient parking spaces, expensive	5%
<b>Rubbish collection &amp; recycling – lack of, insufficient, no inorganic collection</b>	3%
<b>Not pedestrian-friendly</b>	2%
<b>Not cycle-friendly</b> e.g. Lack of consideration from motorists, lack of cycle-ways and lanes	2%
<b>Not environmentally friendly/ lack of recycling</b> e.g. inadequate recycling, inorganic rubbish collections, places for bins	2%
<b>Quality of Life</b>	
<b>Crime, burglary, vandalism and public safety</b> e.g. alcohol, drugs, violence and aggression, public drunken behaviour, boy racers, domestic violence/disturbances, insufficient policing, intimidating young people in the streets	14%
<b>Poor sports and recreational facilities</b> e.g. not enough gyms, pools, sports fields	6%
<b>Poor maintenance and cleanliness of public areas</b> e.g. Footpaths, roads, parks and beaches – insufficient lighting, trees not pruned, drainage/sewerage problems, graffiti, poor rubbish collection, excess rubbish	5%
<b>Shops, supermarkets and markets – not close to/ poor quality</b>	3%
<b>Loss or lack of community spirit / changes in community or neighbourhood</b>	1%
<b>Noise problems</b> e.g. Insufficient noise control, boy racers	1%
<b>Governance &amp; Council relationships</b>	
<b>Ineffective Council</b> e.g. Lack of consultation/collaboration/connection, inadequate action, not advocates for the community, lack of leadership, fewer services (waste/water)	7%
<b>High rates</b>	7%
<b>Council spending</b> e.g. issues with Council expenditure, wastage, poor prioritisation, disparity in spend between areas	3%
<b>Environment</b>	
<b>Ugly surroundings/ lack of beautification</b>	4%
<b>Economy</b>	
<b>High cost of housing to rent or buy</b>	2%
<b>Increase in poverty and low socio-economic households</b> e.g. growing disparity in wealth	1%
<b>Lack of work, training or business opportunities</b>	1%
<b>Other</b>	
<b>Other</b>	6%
<b>Don't know/ Nothing</b> (including All ok/ No issues/ positive comments)	11%
<i>Weighted Base: All respondents who answered (n=1294) Please note percentages don't add to 100% as this question was multiple response</i>	

### 1.3.3 What residents would change about living in their wider local area

*Q: What one thing would you change about your wider local area (e.g. former council area)? Why do you say that?*

Desired changes to the wider local area largely reflect what residents mention among their dislikes. So once more the question takes on a “what needs fixing” theme rather than offering new ideas for improvement.

**Improved public transport** strongly dominates Auckland residents’ requests for change (21%). Better traffic flow and less congestion is asked for by 7% of residents, along with better road and motorways (5%). Making Auckland more pedestrian-friendly (4%) and cycle-friendly (3%) compounds requests for improved transport infrastructure.

Improved **safety in the community** is called for by 9% of respondents. Safer neighbourhoods and less crime means better law and order, more police, getting rid of drugs, burglary, vandalism, public drunken behaviour, boy racers, violence and aggression. Improved maintenance and cleanliness of public areas would also improve quality of life in the wider local area for 5% of Auckland residents.

According to 6% of residents, the built environment needs improvement with better urban design, zoning, planning and contained urban sprawl. This is a slightly lower figure than the 10% who mentioned this in relation to their local neighbourhood.

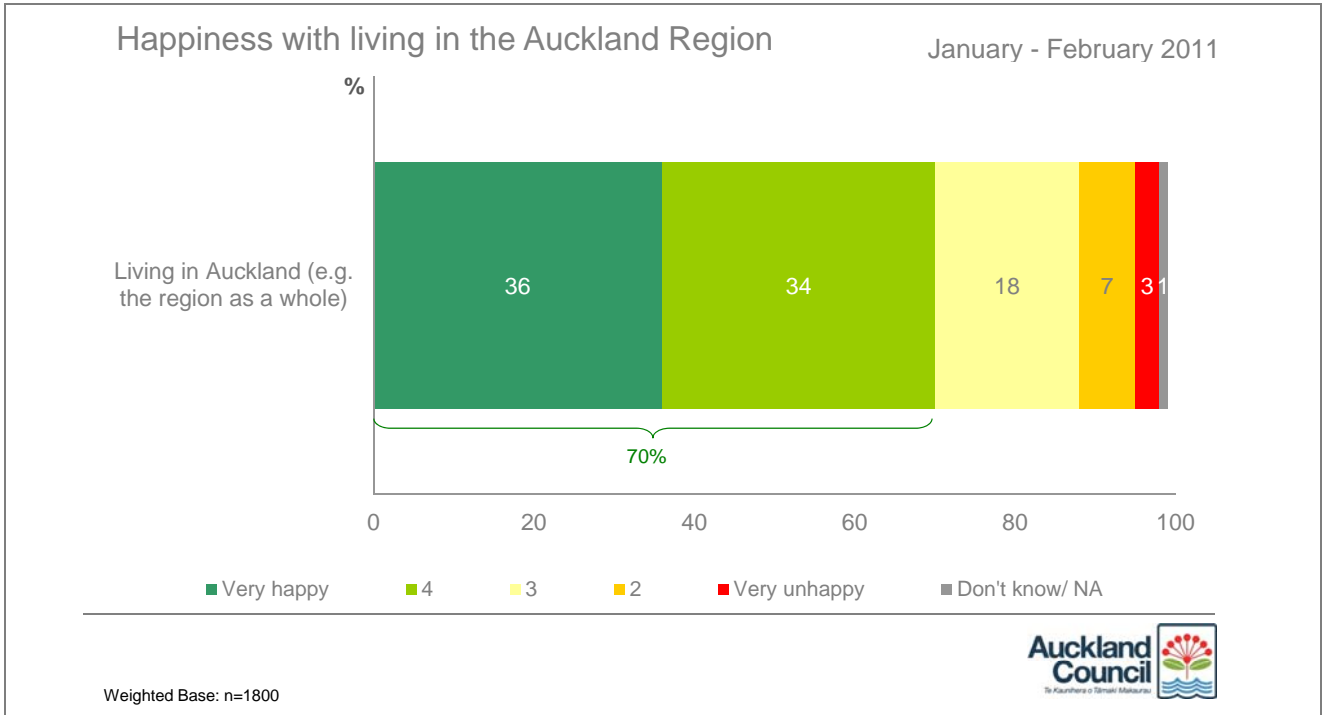
For more detail, please see the Table 6 on the next page.

**Table 6: What residents would change about living in their wider local area**

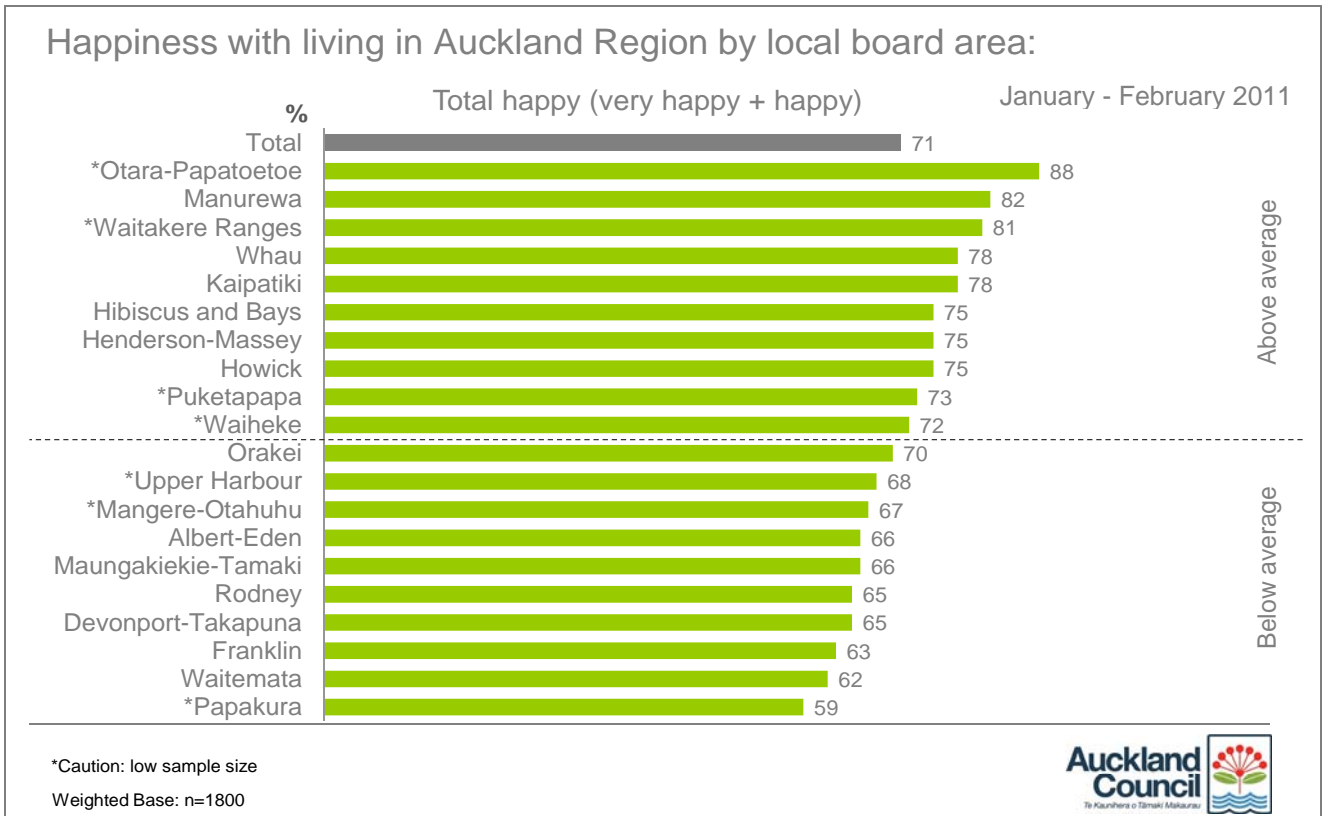
	Proportion of respondents (Weighted %)
<b>Infrastructure</b>	
<b>Better &amp; cheaper public transport</b> e.g. airport link, integrated ticketing system, more bus & train parking, feeder buses	21%
<b>Better traffic flow &amp; less congestion</b> e.g. Better flow, more roads, coordinated & less road works, signage, roundabouts not lights	7%
<b>Better roads &amp; motorways</b> e.g. Better access to motorways, complete planned motorways, new harbour bridge, better process	5%
<b>More pedestrian-friendly</b>	4%
<b>Improved amenities/ improved rubbish collection, sewerage, street lighting</b>	4%
<b>Cycle-friendly, more cycle lanes</b>	3%
<b>Improved parking</b>	3%
<b>Quality of Life</b>	
<b>Safer neighbourhoods/ communities &amp; less crime</b> e.g. better law & order, more police, getting rid of drugs, burglary, vandalism, public drunken behaviour, boy racers, violence and aggression	9%
<b>Improved maintenance and cleanliness of public areas</b> e.g. cleaner & nicer footpaths, roads, parks and beaches, better lighting, pruned trees, less graffiti, littering	5%
<b>Better shops &amp; retail, more local or village shops &amp; markets</b>	2%
<b>Public or community amenities like libraries, pools, public toilets – more &amp; better</b>	2%
<b>More community pride, friendly, positive attitude</b> e.g. stronger community spirit, less apathy	1%
<b>Sports and recreational facilities – more &amp; better</b> e.g. rec centres, pools, sports fields	1%
<b>Facilities or activities for children and young people – more &amp; better</b>	1%
<b>More community events &amp; festivals</b>	1%
<b>More cultural events, museums, arts, creative activities</b>	1%
<b>Urban Planning &amp; Design</b>	
<b>Better urban design, zoning &amp; planning, less sprawl</b> e.g. tighter controls on development & design/no infill housing/better co-ordination of civil & structural works	6%
<b>Green, environmentally-friendly eco city/ more recycling &amp; green waste collection</b> e.g. less pollution/protection of harbours & waterways, reduce waste, inorganic rubbish collections	2%
<b>Revamp CBD &amp; waterfront</b> e.g. as tourist attraction, waterfront access, pedestrianize, includes improve shipping terminal, more centralised culture, fewer strip clubs, gambling outlets	1%
<b>Governance &amp; Council relationships</b>	
<b>More accountable or effective Council</b> e.g. Faster decision-making/clear strategy/ more consultation/ less bureaucracy/ consistency of rules, regulations, improved services/ independence from central govt/ remove councils scope and power	6%
<b>Lower rates &amp; council costs, more free services</b>	2%
<b>Independence from Auckland</b> e.g. separate Rodney & other rural areas/dismantle supercity/ reduce size/ maintain identities	1%
<b>More say in local area &amp; better representation on local issues</b> e.g. community investment/ council more accessible & responsive to community/ better communication	1%
<b>Less Council spending</b>	1%
<b>Environment</b>	
<b>Cleaner, well maintained/ beautification, more trees</b>	2%
<b>Economy</b>	
<b>Improved work, training or business opportunities</b>	3%
<b>Improvement in poverty and low socio-economic households</b>	1%
<b>Improved cost of housing to rent or buy</b>	1%
<b>Other</b>	
<b>Other</b>	6%
<b>Don't know/ Nothing</b> (including All ok/ No issues/ positive comments)	9%
<i>Weighted Base: All respondents who answered (n=1105) Please note percentages don't add to 100% as this question was multiple response</i>	

## 1.4 Auckland Region in Detail

Q: Overall, how happy are you with living in Auckland (e.g. the region as a whole)?



Auckland residents are relatively less happy about living in the Auckland region as a whole than their more cherished local neighbourhood. Results are generally consistent across the different Local Board areas.



### 1.4.1 What residents like about living in the Auckland region

Q: Please tell us what you like, if anything, about living in Auckland (e.g. the region as a whole)

The overall scores for “Happy and Very Happy” reduce progressively the wider the geographic area in consideration. Hence more people are happy with their neighbourhood while there is a softer score (70%) for Auckland Region.

The diminishing ‘geographic returns of happiness’ are not even however, and the issue is one worthy of further investigation. Please the table below and note that the lower the ‘Diminishment’ score, the less happy residents are about living in the Auckland region as a whole. For example people in some Local Board areas view the Auckland region about as favourably as they view their neighbourhood (Otara-Papatoetoe, Kaipatiki, Manurewa for example), while for others the Auckland region is viewed much less favourably than is the local neighbourhood (Franklin, Waitemata and Papakura for example). Clearly some residents feel less benefit from the region than do others.

AREA	% TOTAL HAPPY WITH LOCAL NEIGHBOURHOOD	% TOTAL HAPPY WITH AUCKLAND REGION	PERCENTAGE DIMINISHMENT
TOTAL	86	71	83%
Papakura	89	59	66%
Upper Harbour	97	68	70%
Mangere-Otahuhu	94	67	71%
Franklin	88	63	72%
Waitemata	86	62	72%
Rodney	89	65	73%
Devonport-Takapuna	83	65	78%
Puketapapa	92	73	79%
Maungakiekie-Tamaki	82	66	80%
Albert-Eden	81	66	81%
Howick	89	75	84%
Hibiscus and Bays	88	75	85%
Waitakere Ranges	93	81	87%
Waiheke	79	72	91%
Orakei	77	70	91%
Henderson-Massey	81	75	93%
Manurewa	86	82	95%
Whau	81	78	96%
Otara-Papatoetoe	88	88	100%
Kaipatiki	77	78	101%

Below Average

Above Average

What drives our sense of benefit? The **appealing natural environment** is by far the key theme dominating what residents like about living in the Auckland region. Just under a quarter of residents enjoy natural surroundings, the natural beauty, views, or pleasant climate of the region (23%). More specifically, 28% of Aucklanders like the region’s beaches and access to waterways. Around a quarter of residents enjoy the

multitude of green spaces and good access to the region's natural recreation facilities including bush walks and camping sites (26%).

Thinking about the wider context of living in the Auckland region means more opportunities to **access culture, entertainment and public facilities**. Quality of life is enhanced for 19% of residents by the vibrant mix of cultures and communities in the Auckland region. Outside of one's local neighbourhood, there is an appealing array of entertainment options including festivals and free events for 16% of residents.

Access to public amenities such as museums, libraries and art galleries is cited by 11% of respondents as a positive aspect of living in the Auckland region. Overall, there's "lots to do" for a tenth of the region's residents and their families (10%).

While a strong, friendly community is still important (10%), it is relatively less so in the context of the Auckland region than in one's local neighbourhood (41%).

Residents happily reside in their local neighbourhood, but it is the Auckland region that offers economic benefits, with 11% identifying work, training or business opportunities.

The disparity in Happiness ratings remains an issue for further exploration however. The lowest scores appear to be experienced by residents in areas further away from the Auckland city centre – Franklin, Rodney and Papakura – and there may be a sense of being too great a distance to enjoy most facilities and benefits.

For more detail, please see the Table 7 on the next page.



**Table 7: What residents like about living in the Auckland region**

	Proportion of respondents (Weighted %)
<b>Environment</b>	
<b>Beaches, access to water</b>	28%
<b>Green spaces, natural recreation facilities, bush or walkways</b> e.g. Parks, cycle-ways, camping	26%
<b>Beautiful natural surroundings/ pleasant environment &amp; climate</b> e.g. Beaches, water, views, bush, wildlife, volcanoes, no air pollution, fresh air	23%
<b>Quality of Life</b>	
<b>Multicultural/ vibrant communities and mix of cultures</b>	19%
<b>Entertainment options including cinemas, festivals &amp; free events</b> e.g. music, special events	16%
<b>Public amenities like libraries, art galleries, museums, zoo</b> e.g. MOTAT	11%
<b>Lots to do, good variety of activities available for me &amp; the family</b>	10%
<b>Strong community &amp; friendly neighbourhood</b> e.g. community atmosphere, village feel, friendly neighbourhoods	10%
<b>Sports &amp; recreational facilities</b> e.g. Gyms, pools, sports fields	7%
<b>Shops, supermarkets and markets</b>	7%
<b>Good cafes, restaurants, bars or wineries</b>	6%
<b>Safe, with low crime rate</b> e.g. Low crime, local constable	2%
<b>Access to schools/ university or tech</b>	2%
<b>Clean, well maintained footpaths, roads &amp; public areas</b> e.g. Footpaths, roads, parks, beaches in good condition, no litter, no graffiti, rubbish collections	2%
<b>Hospital &amp; health services – access to/ quality</b>	2%
<b>Economy</b>	
<b>Work, training or business opportunities</b>	11%
<b>Location</b>	
<b>Central, close to work or schools</b>	2%
<b>Interesting history and character of the area</b>	2%
<b>Infrastructure</b>	
<b>Good public transport, buses, trains &amp; ferries</b>	4%
<b>Good motorway access</b>	3%
<b>Access to airport</b>	2%
<b>Environmentally-friendly / Eco city</b> e.g. Recycling, inorganic collections	2%
<b>Good urban planning, road layout, building design</b> e.g. Layout of roads, quality of housing/buildings, section sizes	1%
<b>Governance &amp; Council relationships</b>	
<b>Effective Council</b> e.g. Well run, accessible, collaborative, consultative, responsible, fair	1%
<b>Other</b>	
<b>Other</b>	6%
<b>Don't know</b> (including Nothing/ Can't think of anything)	11%
<i>Weighted Base: All respondents who answered (n=1387) Please note percentages don't add to 100% as this question was multiple response</i>	

#### 1.4.2 What residents dislike about living in the Auckland region

*Q: Please tell us what you don't like, if anything, about living in Auckland (e.g. the region as a whole)*

The **difficulty of travelling around the Auckland region with ease** is by far the main drawback of living in the Auckland region, with 39% of respondents citing issues such as traffic congestion, road works and inconsiderate driver behaviour. Poor public transport including long travel times and the lack of an integrated transport system is a key issue for one-third of residents (33%).

The built environment leaves little to be desired for 10% of residents, who criticise Auckland for its poor urban planning and urban sprawl.

Residents are less concerned about crime and safety in the community outside of their local neighbourhood context, or that of their immediate wider local area, with 7% concerned about regional levels compared to 21% concerned about local crime and safety.

A notable number of responses (8%) comment on a poor relationship with Auckland Council, described as a "lack of consultation" or poor leadership at the regional level. This may at least partly explain the fall-off in happiness when people evaluate the Auckland Region compared to their local neighbourhood.

For more detail, please see the Table 8 on the next page.

**Table 8: What residents dislike about living in the Auckland region**

	Proportion of respondents (Weighted %)
<b>Infrastructure</b>	
<b>Traffic problems</b> e.g. congestion, too many cars, road works, poor driving, bad road signage	39%
<b>Poor public transport</b> e.g. Infrequent, unreliable, expensive, slow, not integrated	33%
<b>Ugly buildings, housing or poor industrial development</b> e.g. Buildings close to roads, infill housing, commercial buildings in front of sub-division, lack of vision, urban sprawl	10%
<b>Parking problems</b> e.g. insufficient parking spaces, expensive	3%
<b>Not cycle-friendly</b> e.g. Lack of consideration from motorists, lack of cycle-ways and lanes	2%
<b>Not environmentally friendly/ lack of recycling</b> e.g. inadequate recycling/organic rubbish collections/places for bins	1%
<b>Rubbish collection &amp; recycling – lack of, insufficient, no inorganic collection</b>	1%
<b>Governance &amp; Council relationships</b>	
<b>Ineffective Council</b> e.g. Lack of consultation/collaboration/connection, inadequate action, not advocates for the community, lack of leadership, fewer services (waste/water)	8%
<b>High rates</b>	6%
<b>Council spending</b> e.g. issues with Council expenditure, wastage and poor prioritisation, disparity in spend between areas	3%
<b>Quality of Life</b>	
<b>Crime, burglary, vandalism and public safety</b> e.g. alcohol, drugs, violence and aggression, burglary, vandalism, public drunken behaviour, boy racers, domestic violence/disturbances, insufficient policing, intimidating young people in the streets, not enough police	7%
<b>Loss or lack of community spirit / changes in community or neighbourhood</b>	4%
<b>Poor maintenance and cleanliness of public areas</b> e.g. Footpaths, roads, parks and beaches – insufficient lighting, trees not pruned, drainage/sewerage problems, graffiti, poor rubbish collection, excess rubbish	4%
<b>Public or community amenities like libraries, pools – lack of/ poor quality</b>	2%
<b>Economy</b>	
<b>High cost of housing to rent or buy</b>	5%
<b>Increase in poverty and low socio-economic households</b> e.g. growing disparity in wealth	1%
<b>Lack of work, training or business opportunities</b>	1%
<b>Environment</b>	
<b>Ugly surroundings/ lack of beautification</b>	1%
<b>Not enough green spaces, natural recreation, bush or walkways</b> e.g. not enough trees, parks, bush, walkways, cycle-ways, camping	1%
<b>Other</b>	
<b>Other</b>	5%
<b>Don't know/ Nothing</b> (including All ok/ No issues/ positive comments)	7%
<i>Weighted Base: All respondents who answered (n=1419) Please note percentages don't add to 100% as this question was multiple response</i>	

### 1.4.3 What residents would change about living in the Auckland region

*Q: What one thing would you change about Auckland (e.g. the region as a whole)? Why do you say that?*

Reflecting the concern voiced earlier, an **improvement in transport** in the Auckland region is the main change desired by residents. Just over two-in-five residents (42%) specifically want better public transport that is cheaper, more convenient and integrated. Better roads and motorways are called for by 6% of residents, and 4% would like improved traffic flow and less congestion.

Urban design is also an issue residents would like to see addressed, with 7% wanting tighter controls on development and design, and better coordination of civil and structural works.

Overall, crime is less of a concern for residents at the regional level, with only 4% wanting safer neighbourhoods and less crime, compared to 12% at the local neighbourhood level.

For more detail, please see the Table 9 on the next page.

**Table 9: What residents would change about living in the Auckland region**

	Proportion of respondents (Weighted %)
<b>Infrastructure</b>	
<b>Better &amp; cheaper public transport</b> e.g. at reasonable cost, airport link, integrated ticketing system, more bus & train parking, feeder buses	42%
<b>Better roads &amp; motorways</b> e.g. Better access to motorways, complete planned motorways, new harbour bridge, better process	6%
<b>Better traffic flow &amp; less congestion</b> e.g. Better flow, more roads, coordinated & less road works, signage, roundabouts not lights	4%
<b>Cycle-friendly, more cycle lanes</b>	2%
<b>More pedestrian-friendly</b>	1%
<b>Improved amenities/ improved rubbish collection, sewerage, street lighting</b>	1%
<b>Improved parking</b>	1%
<b>Urban Planning &amp; Design</b>	
<b>Better urban design, zoning &amp; planning, less sprawl</b> e.g. tighter controls on development & design/ no infill housing/ better co-ordination of civil & structural works	7%
<b>Revamp CBD &amp; waterfront</b> e.g. as tourist attraction, waterfront access, pedestrianize, includes improve shipping terminal, more centralised culture, fewer strip clubs, gambling outlets	4%
<b>Green, environmentally-friendly eco city/ more recycling &amp; green waste collection</b> e.g. less pollution/protection of harbours & waterways, more measures to reduce waste/inorganic rubbish collections/places for bins	3%
<b>Quality of Life</b>	
<b>Safer neighbourhoods &amp; less crime</b> e.g. better law & order, more police, getting rid of drugs, burglary, vandalism, public drunken behaviour, boy racers, violence and aggression	4%
<b>Improved maintenance and cleanliness of public areas</b> e.g. cleaner & nicer footpaths, roads, parks and beaches – better lighting, pruned trees, less graffiti, cleaner, less littering	3%
<b>More community pride, friendly, positive attitude</b> e.g. stronger community spirit, less apathy	3%
<b>Public or community amenities like libraries, pools, public toilets – more &amp; better</b>	2%
<b>Sports and recreational facilities – more &amp; better</b> e.g. rec centres, pools, sports fields	1%
<b>More cultural events, museums, arts, creative activities</b>	1%
<b>Governance &amp; Council relationships</b>	
<b>More accountable or effective Council</b> e.g. Faster decision-making, clear strategy, more consultation, less bureaucracy, consistency of rules, regulations, improved services, independence from central govt	6%
<b>More say in local area &amp; better representation on local issues</b> e.g. community investment, council more accessible & responsive to community/ better communication from council	4%
<b>Lower rates &amp; council costs, more free services</b>	3%
<b>Independence from Auckland</b> e.g. separate Rodney & other rural areas/ dismantle super city/ reduce size/ maintain identities	2%
<b>Less Council spending</b>	1%
<b>Economy</b>	
<b>Improved work, training or business opportunities</b>	3%
<b>Environment</b>	
<b>More green spaces, natural recreation, bush or walkways</b> e.g. more parks, cycle-ways, camping	1%
<b>Other</b>	
<b>Other</b>	3%
<b>Don't know/ Nothing</b> (including All ok/ No issues/ positive comments)	6%
<i>Weighted Base: All respondents who answered (n=1317) Please note percentages don't add to 100% as this question was multiple response</i>	

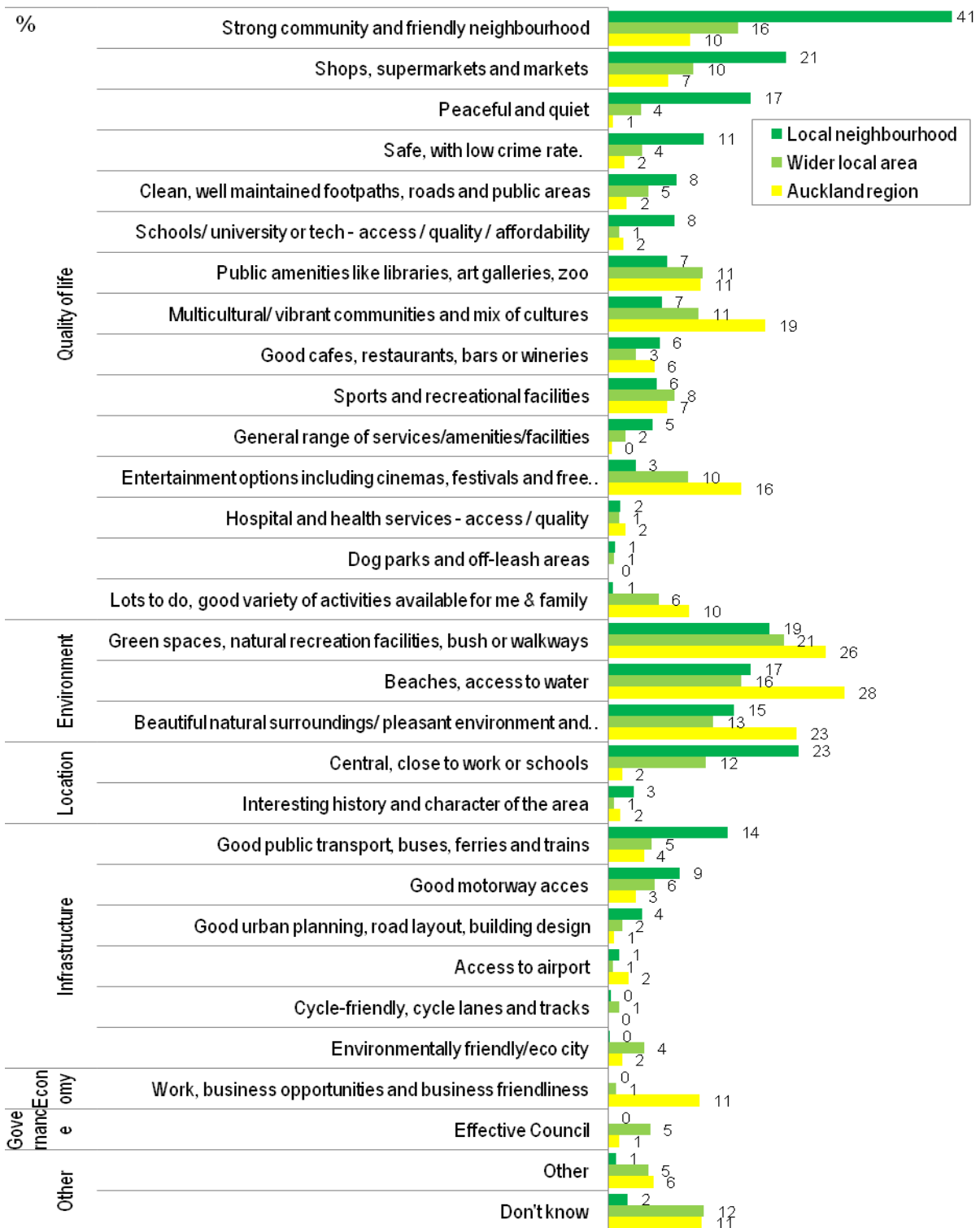
## 1.5 Summary: What Residents Like about Living in Auckland

Good 'quality of life' is a popular theme in what Aucklanders like about living in Auckland. Residents evidently put on different hats when evaluating their neighbourhood, their local area and the Auckland Region as a whole, however.

- The major things residents like about living in their local neighbourhood are a strong community (45%), proximity to work or schools (27%), shopping opportunities (22%), and peace and quiet (18%).
- When looking at the larger scale of their local area or the region as a whole, good public facilities, entertainment options and a multicultural community are thought of as good points.
- Environmental aspects- beaches, bush/green spaces and beautiful surroundings are highly rated in all three scopes.

For more detail, please see the graph on the next page.

### What residents like about living in Auckland



Weighted base: n=1800

## 1.6 Summary: What Residents Dislike about Living in Auckland

Infrastructure is the category that gets the most negative feedback in this survey. Aspects of life in Auckland that most residents dislike are traffic problems (41%) and poor public transport (30%). These are rated more strongly as problems for the Auckland region as a whole than for local neighbourhoods or 'wider areas.'

Again the respondents appear to put on different hats when evaluating their neighbourhood versus the wider area or greater region. There are distinct neighbourhood issues:

- The issues rated negatively in a neighbourhood context are poor maintenance and cleanliness of public areas(20%) and crime (18%). Safety and civic pride are the 'local neighbourhood' issues.
- Likewise "noise problems" are a problem for residents in their local neighbourhood (6%), but not for Auckland as a whole.

Meanwhile ugly buildings/housing and poor industrial development are rated as a problem on all scales.

In the wider contexts of "wider local area" and Auckland Region, "ineffective council" is an issue for 9% of residents.

There are uneven pockets of opinion. As we saw earlier – some residents may be very happy with their neighbourhood, but harbour less happiness for the Auckland Region. Residents of Franklin are significantly more likely to mention the cost of Council related service charges (13%) as a dislike of the Auckland region, than the total sample (5%).

Residents of the Waitakere Local Board are significantly more likely to mention crime, graffiti, litter and anti-social behaviour (39%) than the total sample (15%).

For more detail, please see the graph on the next page.



## What residents dislike about living in Auckland



Weighted base: n=1800

## **1.7 Summary: What Residents Want to Change about Living in Auckland**

The survey appears effective at picking up suggestions for “what needs fixing” more than it picks up fresh ideas from citizens for a better region.

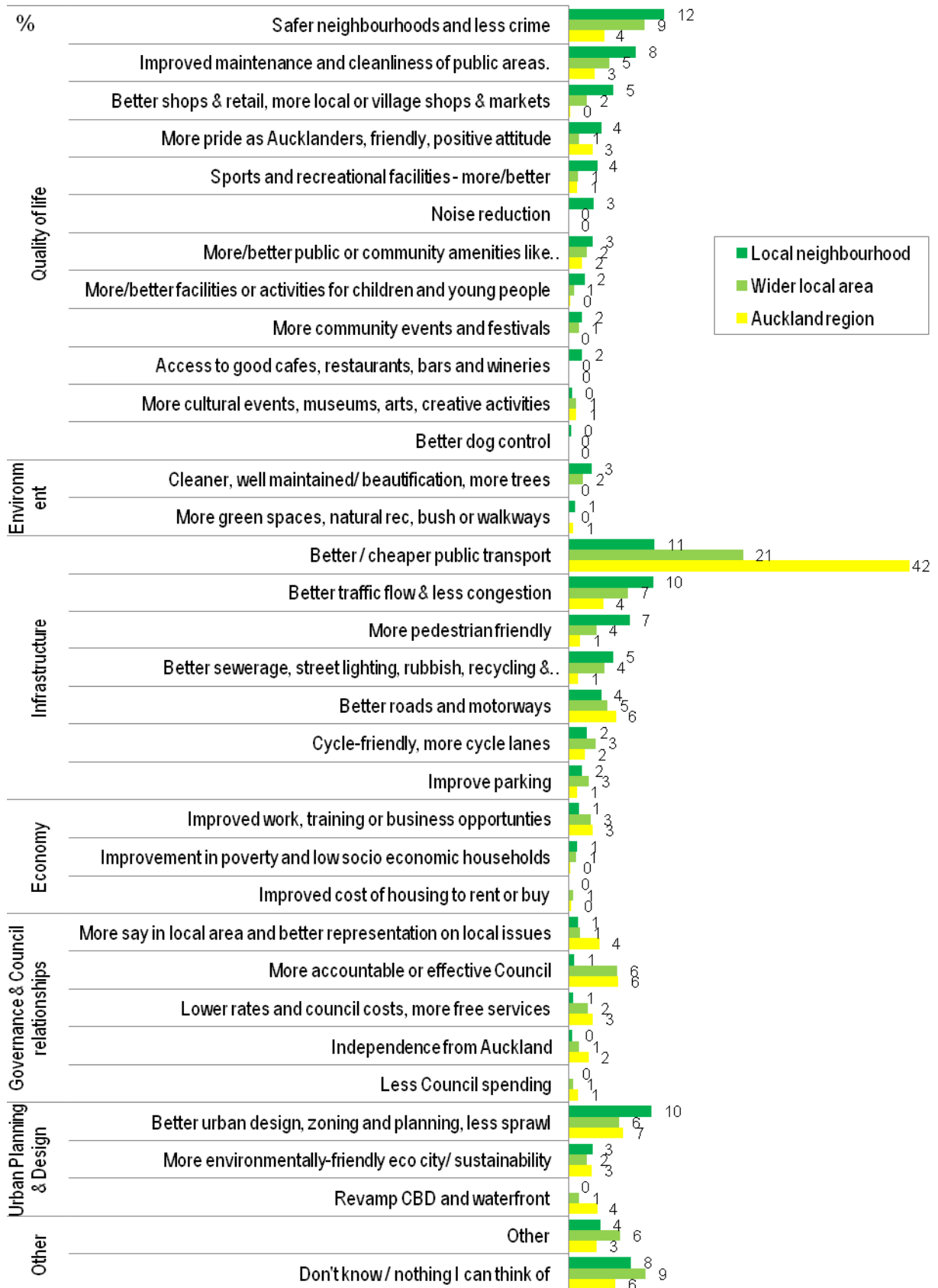
Given the negative sentiment towards transport issues the overwhelming response was a call for better and cheaper public transport- 41% of respondents say this is necessary for the Auckland Region, and 22% say it is necessary for their wider local area.

Residents are more evenly divided on their suggestions for changes to their local neighbourhood. Popular changes suggested are better traffic flow (12%) better urban design with less sprawl (11%), safer neighbourhoods (8%), improved maintenance and cleanliness (8%) and more pedestrian-friendly areas (8%).

Those from Papakura Local Board are significantly more likely to comment on improving traffic flow (32% compared to the total sample: 10%) as their desired change for the Auckland region. Meanwhile residents of Franklin (12%) and Rodney (11%) are significantly more likely than Aucklanders as a whole (3%) to desire independence from the Auckland Region.

For more detail, please see the graph on the next page.

## Suggested Changes to Auckland

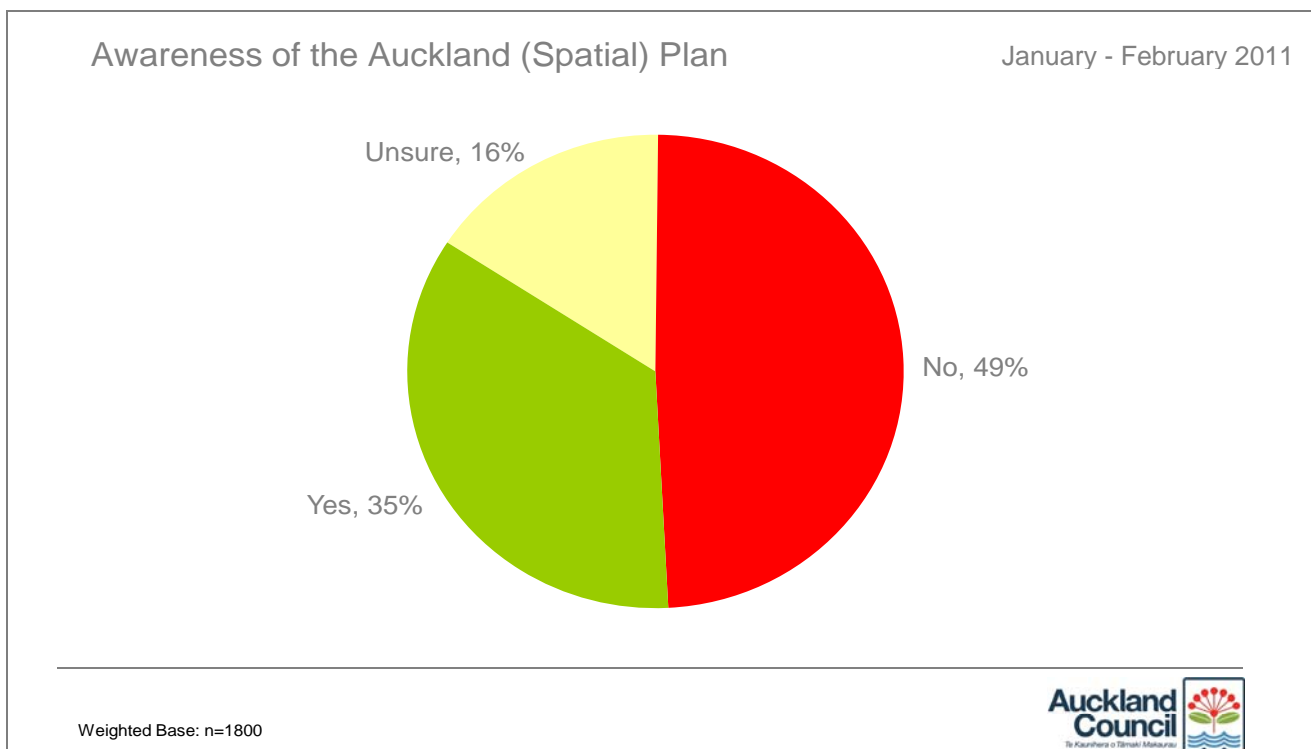


Weighted base: n=1800

## 2.1 Awareness of the Auckland (Spatial) Plan

Q: *Have you ever heard of the Auckland Plan or the spatial plan for Auckland?*

Just over a third of residents are aware of the Auckland Plan (35%)<sup>2</sup>. This compares to 49% of residents who are unaware and the remaining 16% who are unsure about whether they have heard about the Auckland Plan or not.



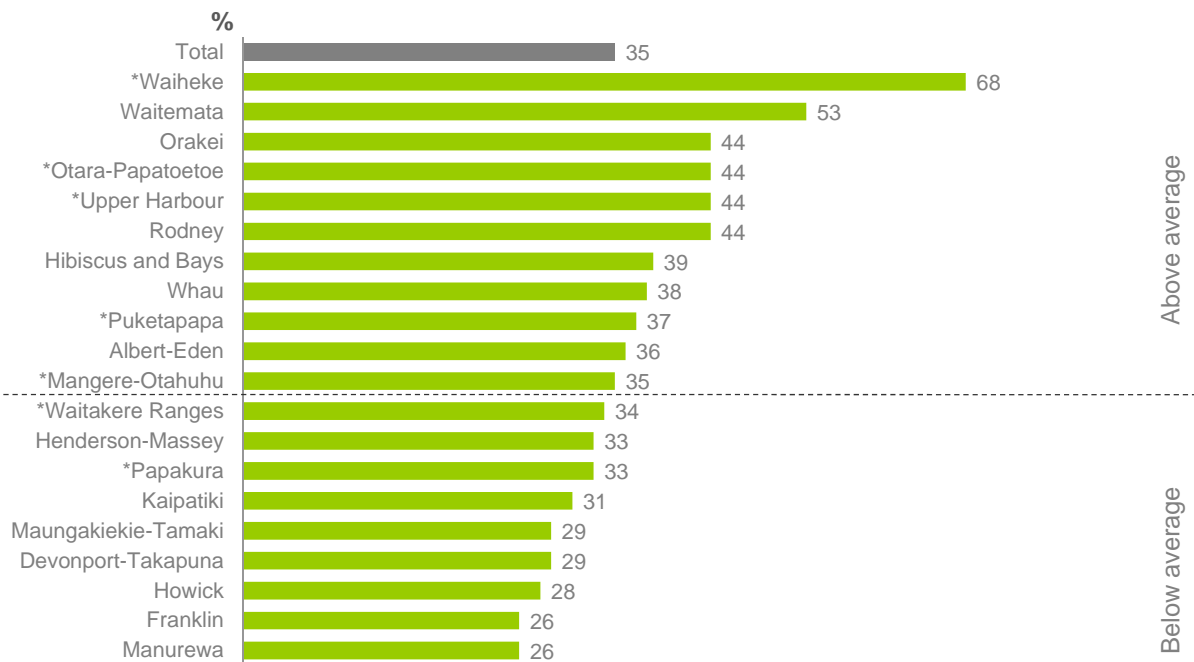
Analysis of the awareness of the Auckland Plan across the Local Board areas is presented in the following chart.

---

<sup>2</sup> Please note: this survey was conducted before the Auckland Plan discussion document was made publically available on the 23 March 2011.

## Awareness of Auckland Plan by local board area:

January - February 2011



\*Caution: low sample size

Weighted Base: n=1800



Awareness of the Auckland Plan is significantly higher amongst residents of Waitemata. In comparison, awareness of the Auckland Plan is particularly low amongst residents of Manurewa, Franklin and Howick local area boards.

Young Aucklanders are significantly less aware of the Auckland Plan with 60% of the 25-35 age group having no knowledge of it. Awareness of the Auckland Plan is particularly low amongst Pacific peoples (20% aware). There is also an indication that residents from smaller ethnicity groups (Middle Eastern/Latin/African origin) are less likely to be aware<sup>3</sup> (14% aware).

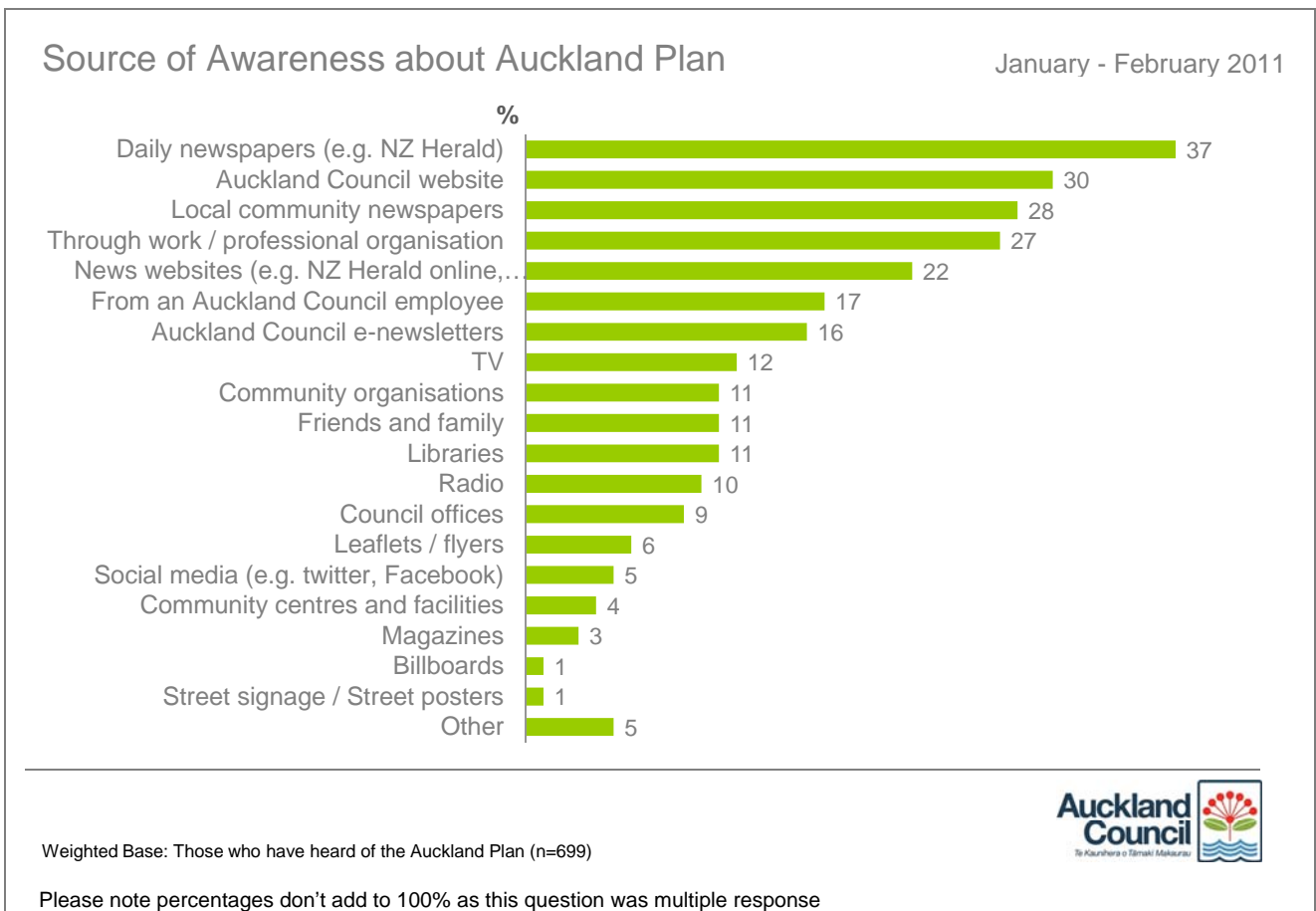
<sup>3</sup> Although residents of Middle Eastern, Latin or African origin have significant cultural differences, these respondents have been combined for statistical purposes to comprise a reliable sub-sample size

## 2.2 How Residents Heard about the Auckland Plan

Q: You said that you had heard of the Auckland Plan. Where did you hear about this plan?

Newspapers are the most common, though not overwhelming, channel through which residents learn about the Auckland Plan. Just under two-fifths (37%) of respondents became aware of the plan from the daily newspapers like the NZ Herald while 28% name local community newspapers as the source. The Auckland Council website generated awareness of the Plan for 30% of residents (remember, these respondents all have on-line access) and 27% learnt about the plan through their work and/ or a professional organisation.

The data confirms the need for Auckland Council to use several media channels.



## 2.3 What Residents Have Heard about the Auckland Plan

Q: What have you heard about the Auckland Plan?

Two-thirds of residents who know of the Auckland Plan can recall or name some detail about the Plan while, conversely, a third of residents are vague or do not know any details. The Auckland Plan is most commonly described as a long term plan for the future of Auckland (31%), although estimates of the plan's timing range from 10 through to 30 years.

Other key responses include: the Auckland Plan being a document focused on infrastructure solutions for transport, environment and shopping centres (14%); a document outlining plans to manage a larger population (10%); and, the fact that it is a draft document (9%). Note; some 9% of respondents consider that the Auckland Plan is "vague" or "fluffy".

	Proportion of respondents (Weighted %)
<b>Yes – can describe what I know</b>	
<b>10 year plan or blue print for development</b> e.g. plan for the future/ 30 year plan/ overall vision for future of Auckland / statutory requirement/ silver bullet	31%
<b>Focus on infrastructure;</b> transport/ road/ rail/ housing/ environment/ shopping centres/ airport connection	14%
<b>Social &amp; economic development plan/</b> plan for making a large population function & grow more sustainably/ more liveable	10%
<b>At this stage advisory/</b> concept document in development/ 3D plan/ template will be consulted on	9%
<b>Catchphrases that mean very little/</b> feel good, do nothing document/ bit sceptical/ vague, fluffy/ put together in a hurry/ concerns generally/ needs to be integrated/ internal differences	9%
<b>Priorities for new mayor &amp; councillors/</b> part of 100 initiative/ released for comment in March	5%
<b>Consolidate planning under one body/</b> should save money/ provide equitable level of services & amenities/ includes budget	4%
<b>Involving communities in their growth/</b> to reflect community needs/ based on previous council submissions, former district plans	3%
<b>Integrates transport &amp; land-use planning in one document/</b> introducing mixed use of open space	3%
<b>A spatial plan for co-ordination of services &amp; assets</b> throughout Auckland & in future	3%
<b>Following developments in the area that interests me</b>	3%
<b>Aimed at improving public transport /</b> connecting where people live with transport arteries	2%
<b>Needs more work/</b> more work needed on ensuring local communities aware of it and how they can be involved/ being forced on us	3%
<b>Protection/</b> ensures we protect our heritage/natural resources/environment	2%
<b>No – heard nothing</b>	
Not much/ don't remember/ know it exists/ seen a little/ would like to know more	32%
<i>Weighted Base: Respondents aware of Auckland Plan &amp; answered question (n=602)</i> <i>Please note percentages don't add to 100% as this question was multiple response</i> <i>*Only includes mentions greater than 2%</i>	

## 2.4 Information Demanded about the Auckland Plan

Q: *What else would you like to know about the Auckland Plan?*

There is reasonably strong demand for more information about the Auckland Plan.

Residents have different needs when it comes to the demand for Auckland Plan information with 27% of respondents requesting a summary or basic outline of the contents, while 25% want to see the plan in its entirety or in a highly detailed format. Rather than information, 17% of respondents would like more public input and feedback in the development of the Auckland Plan. Note that 12% want to know about any changes that may impact their particular neighbourhood or local area.

	Proportion of respondents (Weighted)
<b>Summary of contents/</b> basic outline/ how it will be achieved	27%
<b>All the detail/</b> all information available/ more detail	25%
<b>Greater public discussion/</b> process for input & feedback on on-going basis	17%
<b>Any changes that affect my area/</b> area of interest	12%
<b>Regular updates/</b> communication of key milestones & measure of success/ details on website/ flyer	6%
<b>How will planned changes improve life</b> in Auckland	8%
<b>Plans for improving public transport/</b> better facilities for pedestrians & cyclists	7%
<b>The cost/</b> How much will it cost/ will rates be affected	5%
<b>Protection/</b> that it will protect certain areas	3%
Other	8%
Don't know/ not really interested	6%
<i>Weighted Base: Respondents aware of Auckland Plan &amp; answered question( n=523)            Please note percentages don't add to 100% as this question was multiple response            *Only includes mentions greater than 2%</i>	



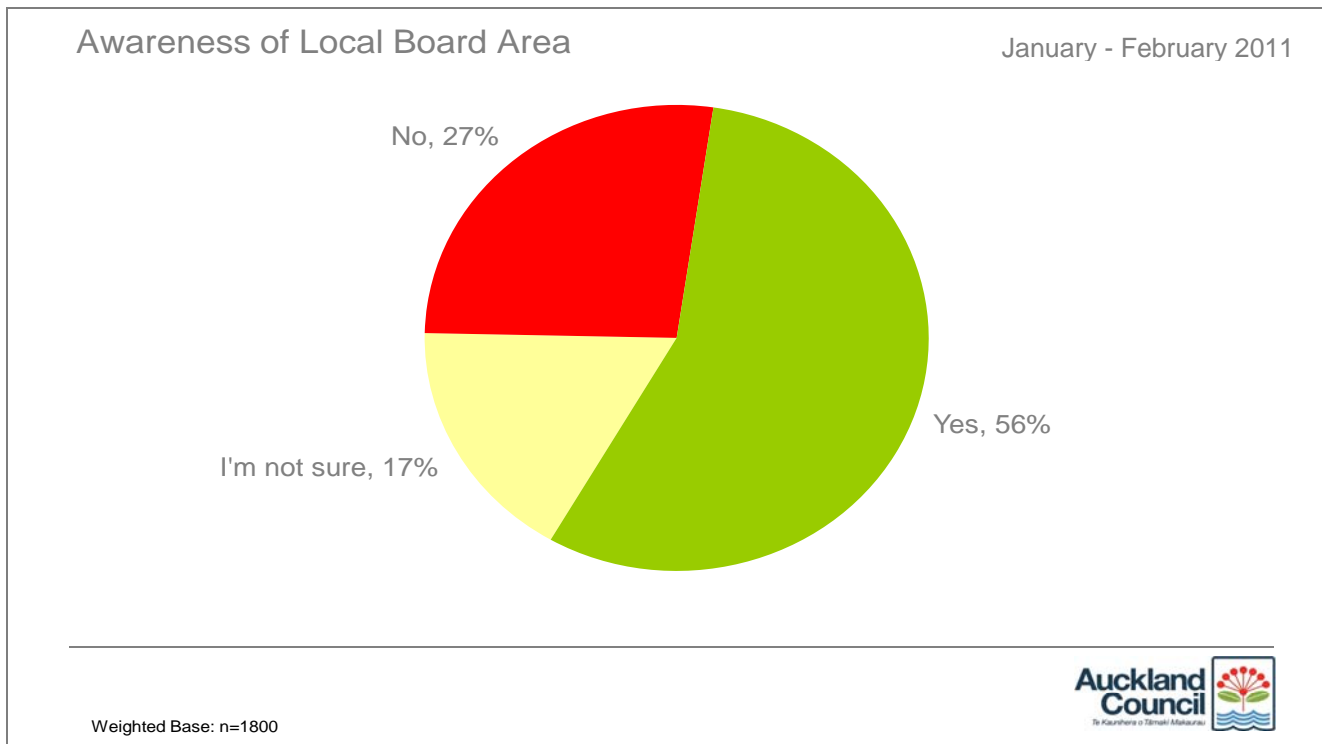
## Section 3: Local Board Area

### 3.1 Awareness of Local Board Area

Q: Do you know your Local Board Area?

Just over half of residents claim to know their Local Board area (56%)<sup>4</sup>. Conversely, 27% of residents definitely do *not* know their Local Board area while 17%, representing one Aucklander in six, are unsure.

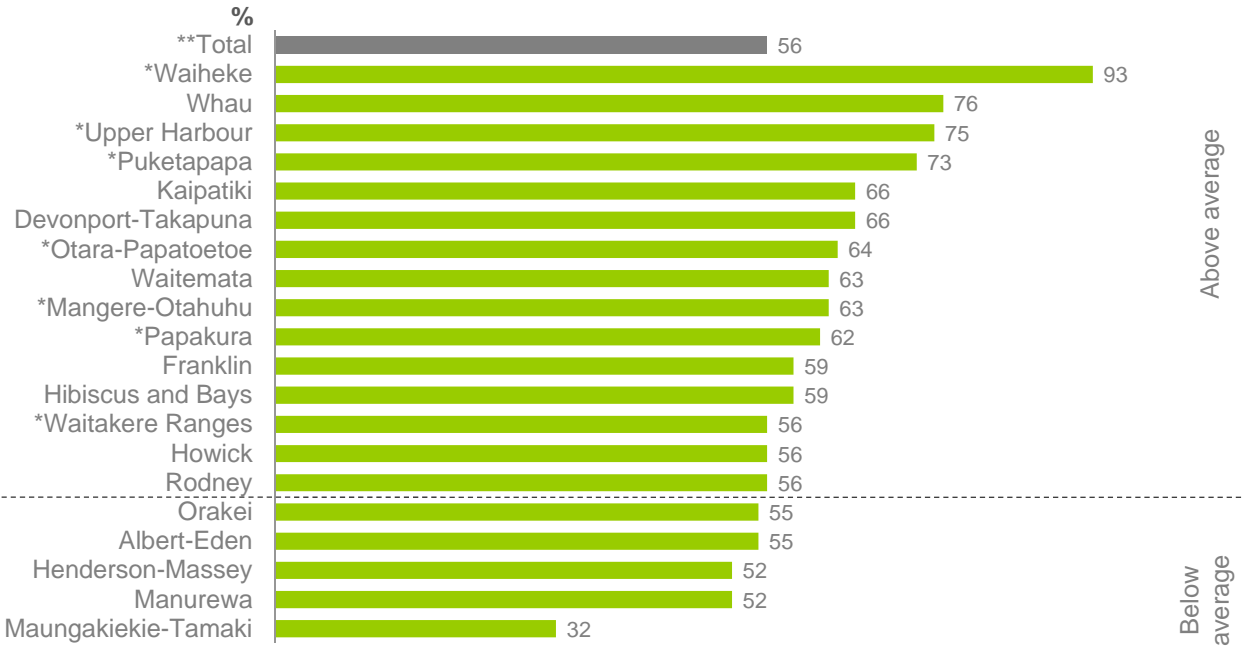
Awareness of their Local Board area is significantly higher among residents of NZ European/Pakeha origin (63%). In contrast, a significantly lower proportion of Asian residents (46%) claim to know of their Local Board area. Residents of smaller ethnic groups comprising Middle Eastern, Latin and African residents also have very low awareness of their Local Board area (19%). These differences may reflect communication strategies (favouring English-speaking mainstream media?) and also the engagement level of different ethnic communities with Auckland Council or even Board level issues.



Please see the chart overleaf for a breakdown of awareness of Local Board Area by specific local board area.

<sup>4</sup> Please note: this survey was conducted before Local Boards began engaging with their communities.

Awareness of Local Board Area by local board area:



\*\* This includes respondents who think they know their local board area but cannot name it  
 \* Caution: low sample size  
 Weighted Base: n=1800



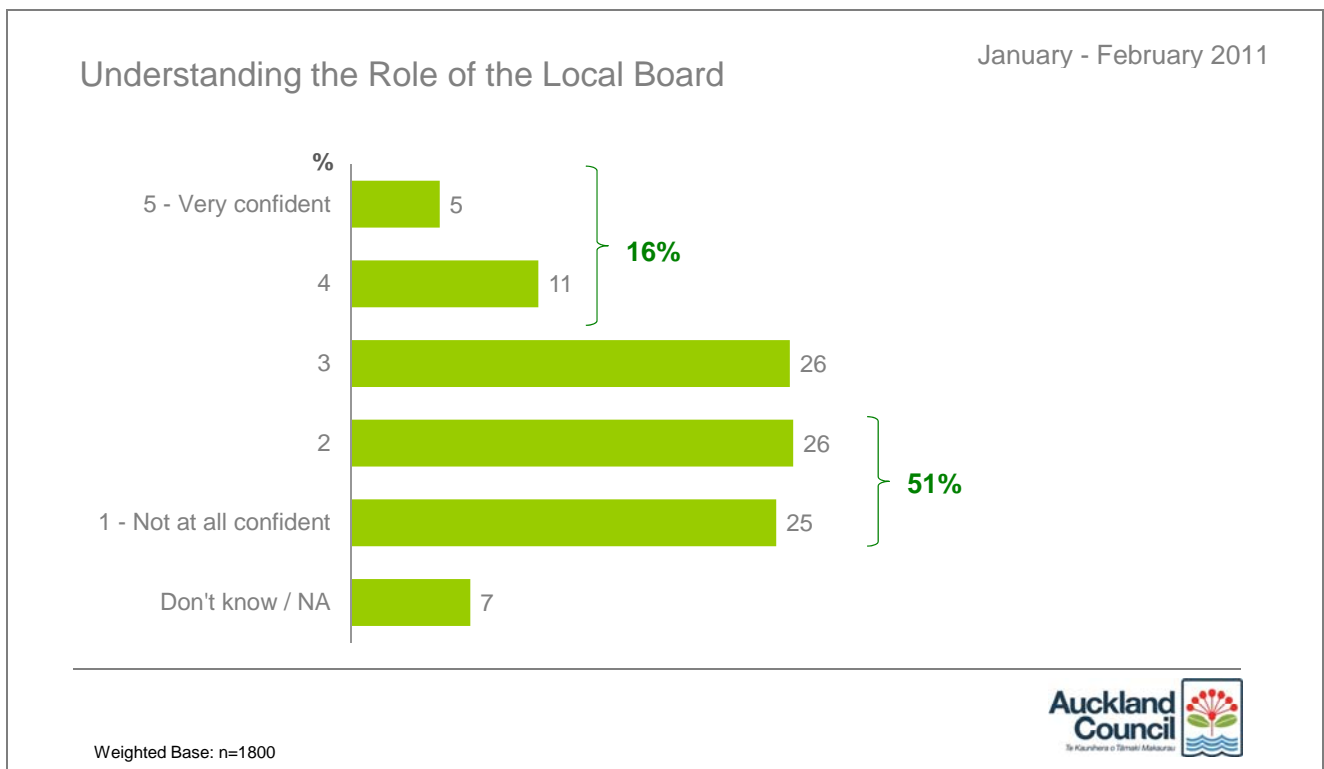
Awareness of one’s Local Board is significantly higher amongst residents of Whau, Kaipatiki, and Devonport-Takapuna. In contrast, residents of Maungakiekie-Tamaki, Manurewa and Henderson-Massey Local Board areas have relatively low awareness and/or a high “don’t know” rating.

### 3.2 Understanding the Role of the Local Board

Q: Thinking about Local Boards, how confident are you in your understanding of what they do, and how they influence council decision-making?

Auckland residents have a limited understanding of what their Local Boards do and how they can influence council decision-making. Only one Auckland in every six – just 16% - feel confident or very confident in their knowledge about the role of Local Boards. In contrast, just over half (51%) report little to no confidence in their Local Board knowledge and 26% give a neutral rating. Some 7% answered: “Don’t Know/Not Applicable.”

Younger Aucklanders in the 25-34 age group are particularly unsure about the role of the Local Boards with 15% saying they “Don’t Know/ not applicable”. There is an indication that Asian residents are significantly more unclear (17% answering “Don’t Know/NA”) and so are residents from the smaller ethnic groups (22% of the combined group of Middle Eastern, Latin American and African residents answering “Don’t Know/NA”).

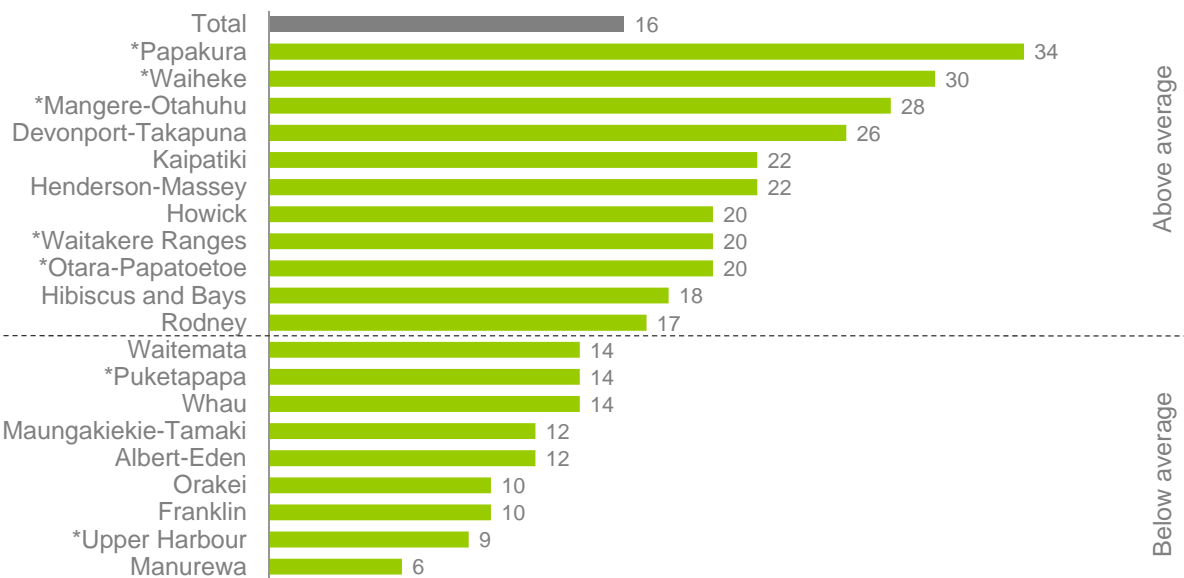


Analysis by Local Board area follows.

## Understanding the Role of the Local Board

January - February 2011

% Confidence in understanding role [confident '4' + very confident '5']



\*Caution: low sample size

Weighted Base: n=1800



There is significant variation between residents of different areas in terms of their understanding of the role of Local Boards. In particular, residents of Devonport-Takapuna, Kaipatiki and Henderson-Massey are statistically more confident in their knowledge about Local Boards. (Other figures are too thin to speak with such statistical certainty.)

At the other end of the scale, only one-in-ten residents from Manurewa, Franklin or Orakei claim to confidently know about the role of Local Boards. Residents of the Maungakiekie-Tamaki Local Board are particularly uncertain with 18% answering "Don't know/not applicable".

### 3.3 What Residents Would Like to Know about Local Boards

Q: *What more would you like to know about Local Boards?*

Residents were asked about what more they would like to know about their Local Boards. The most common request, and by a significant margin, is for basic information about the role and responsibilities of Local Boards, and how Local Boards might influence Council decision making (at 48% of responses).

Clearly, the data demonstrates, there is interest in greater communication and consultation with Local Boards including updates on Local Board activities and meetings (19%), and decisions specific to a resident's area/neighbourhood (15%). Residents also want to know how to engage with the Local Board, particularly in terms of who to contact for specific concerns (19%) and how to get involved in Local Board meetings (9%).

	Proportion of respondents (Weighted %)
<b>Their role &amp; responsibilities/</b> how/ if they influence Council decision making	48%
<b>Who to contact</b> for specific concerns/ how to engage with them/ who are they	19%
<b>Updates</b> on their activities/ agendas/ meeting minutes/ blog/ flyer or newsletter	19%
<b>More communication about decisions</b> in my area/ more consultation & feedback needed	15%
<b>How to get more involved</b> in meetings/ what they do	9%
<b>Local issues/</b> are they representing local issues/ how they secure investment in local issues	6%
<b>Already have a good understanding/</b> relationship	5%
<b>Responsibilities in terms of allocation of spending/</b> resources/ spending authority/ budgets	4%
<b>How their effectiveness is measured/</b> how are they accountable/ how to expel or change them	4%
<b>How they will deal with particular issues</b> of importance to me	3%
<b>Not confident</b> that they will be able to act effectively/ don't trust their ability/ not enough influence in super city	3%
<b>Wait and see/</b> too soon to know what they do	2%
<b>How members elected/</b> are all members elected/ what are their voting rights	2%
<b>How they interact with other Local Boards</b>	1%
<b>I should make an effort</b> to find out more about them/ look on the internet	1%
<b>Salaries</b> of people on board	1%
Other	4%
Don't know very much so anything/ everything	10%

*Weighted Base: All respondents who answered ( n=1328)*

*Please note percentages don't add to 100% as this question was multiple response*

## Section 4: Information Seeking

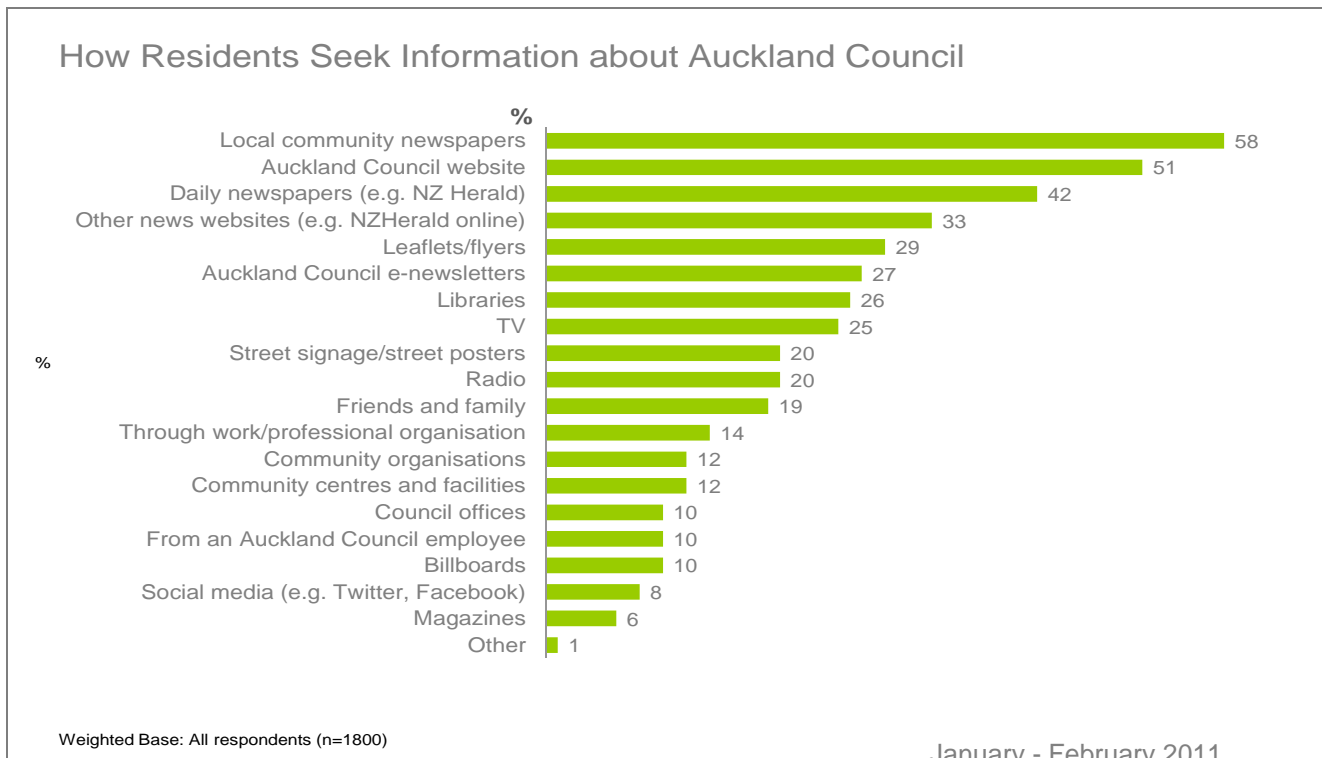
### 4.1 How Residents Seek Information about Auckland Council

Q: How do you currently seek general information about Auckland Council, its projects and activities?

Newspapers overall, feature prominently as the most common source of Auckland Council information with 58% of residents using local community newspapers, 42% referring to daily newspapers and 33% using newspaper websites such as the NZ Herald online.

Just over half of these on-line respondents (51%) visit the Auckland Council website, and 27% receive Auckland Council e-newsletters – a figure that may overstate actuality given the sampling method of this survey.

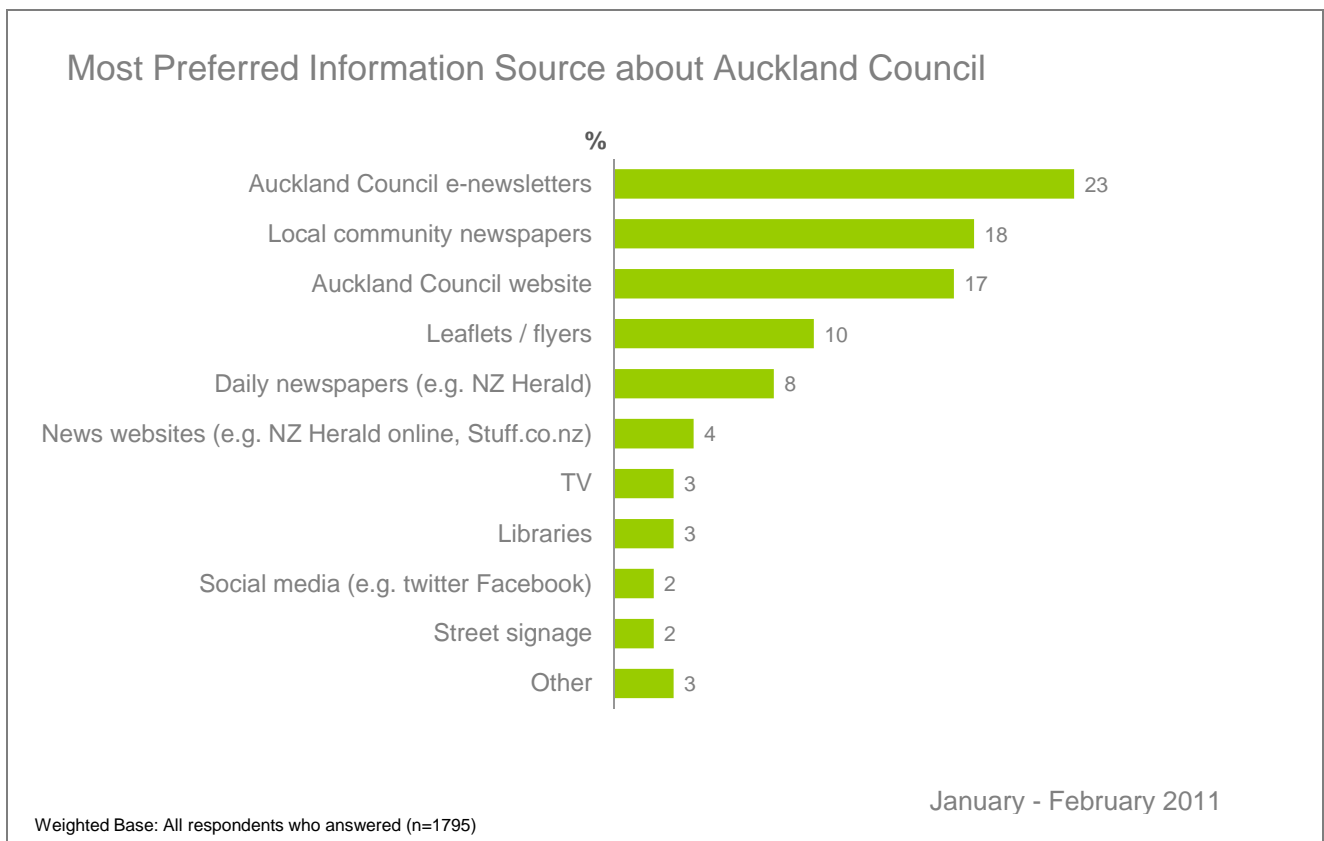
The bigger conclusion still stands however: that there is no one dominant medium for communicating the Council story, and that a variety of channels need to be employed.



## 4.2 Most Preferred Information Source about Auckland Council

Newspapers (daily newspapers, local community newspapers and news websites) are the most common sources of information about Auckland Council but they are not the most *preferred* medium for such information – at least according to the on-line survey respondents. (Due to sampling and the nature of the question treat this particular finding with caution.)

For this group the most preferred source of Council information is via Auckland Council generated sources, including Council e-newsletters (23%) and the Council website (17%). Of all newspaper sources, local community newspapers are preferred (18%).



## APPENDICES

### Appendix 1: Methodology and Analysis Notes

This survey was conducted by the Research, Consultation and Engagement Unit within the Communications and Public Affairs Department of Auckland Council. An online survey method was used and fieldwork was conducted between 24 January and 14 February, 2011.

A link to the survey website was sent via email to members of the Auckland Council People's Panel. The survey link was also accessible by the general public and was made available on the Council's 'have your say' webpage. In total, we received 1,979 completed surveys - 1,920 from the People's Panel and 59 from the general public link.

Results in this report are weighted to be representative of the Auckland regional population by demographic (gender, age & ethnicity) and local area board characteristics. The weighting procedure took into account a number of demographic and geographic variables to better match the sample profile to the Auckland regional population. Weighting is not a perfect solution, but it does enable better comparison between one wave to the next of an ongoing survey such as this.

The development of the People's Panel is at an early stage and the objective is to build up membership numbers. This will in turn enable:

- Better opportunity to reach demographic groups that tend to under-represent themselves in surveys.
  - Young people – especially males.
  - Ethnic minority groups.
- Bigger survey samples in future surveys to lessen the need for statistical weighting – and to better enable a “drill-down” into the data.

For these reasons this report should be taken as an indicator of opinion among Auckland residents. It is the starting point of a listening process.



## Appendix 2: Respondent Demographic Profile

The table below provides a breakdown of respondents by key demographics. Please note that demographic questions were not compulsory, as such, results will be reported according to different total base sizes. Please also note that ethnicity allows for selection of more than one option as fits with Statistics New Zealand practice.

	All respondents Absolute values (n=1797)	All respondents Percentages (%) (n=1797)	Weighted sample Percentages (%)	Statistics NZ Percentages (%) 2006 census data
<b>Gender</b>				
Female	991	55%	52%	51%
Male	788	44%	47%	49%
No answer/ Other	18	1%	1%	-
<b>Age</b>				
15-24 years	62	3%	9%	20%
25-34 years	207	12%	15%	19%
35-44 years	387	22%	23%	21%
45-54 years	382	21%	23%	17%
55-64 years	351	20%	16%	12%
65-74 years	222	12%	8%	7%
75+ years	49	3%	3%	6%
Unknown	137	8%	3%	-
<b>Ethnicity</b>				
NZ European	1360	76%	48%	47%
Other European	246	14%	9%	8%
Maori	91	5%	12%	11%
Asian	52	8%	19%	18%
Pacific Peoples	47	3%	9%	15%
Middle Eastern, Latin American, African	21	1%	1%	1%
Other	47	3%	2%	8%
No response/ Refused	29	2%	1%	5%

### Appendix 3: Geographic Distribution

The table below provides a breakdown of respondents by key former council areas.

	All respondents Absolute values (n=1797)	All respondents Percentages (%) (n=1797)	Weighted sample Percentages (%)	Statistics NZ Percentages (%) 2006 census data
<b>Formal Council Area</b>				
Rodney	186	10%	6%	7%
North Shore	262	15%	16%	16%
Waitakere	193	11%	14%	14%
Auckland	791	44%	37%	31%
Manukau	226	13%	20%	25%
Papakura	36	2%	3%	3%
Franklin	89	5%	4%	4%
Don't know/ not specified	14	-	-	7%

The table below provides a breakdown of respondents by Local Board areas.

	Respondents who answered Absolute values (n=1542)	Respondents who answered Percentages (%) (n=1542)	Weighted sample Percentages (%)	Statistics NZ Percentages (%) Population estimates - 30 June 2010
<b>Local Board area</b>				
Albert-Eden	201	13%	9%	7%
Devonport-Takapuna	66	4%	4%	4%
Franklin	85	6%	5%	4%
Great Barrier	-	-	-	<1
Henderson-Massey	91	6%	8%	8%
Hibiscus and Bays	111	7%	5%	6%
Howick	115	7%	9%	9%
Kaipatiki	72	5%	5%	6%
Mangere-Otahuhu	34	2%	5%	5%
Manurewa	40	3%	5%	6%
Maungakiekie-Tamaki	118	8%	6%	5%
Orakei	112	7%	5%	6%
Otara-Papatoetoe	25	2%	4%	6%
Papakura	31	2%	3%	3%
Puketapapa	35	2%	4%	4%
Rodney	114	7%	3%	4%
Upper Harbour	27	2%	3%	3%
Waiheke	20	1%	1%	1%
Waitakere Ranges	35	2%	3%	3%
Waitemata	153	10%	7%	5%
Whau	57	4%	5%	5%