



people's panel



People's Panel Survey – OurAuckland

February 2016

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1. Key findings

Key findings

Accessing news about Auckland

- Panellists were asked which channels they used to read about Auckland news and events. The local community newspaper (64%), news websites such as the NZ Herald online or Stuff.co.nz (50%), OurAuckland magazine (50%) and daily newspapers like the NZ Herald (48%) were most popular.
- Many panellists selected the morning as when they accessed news and local events, with a third in early morning (32%) and a third throughout the morning (33%).

Sharing online content

- Thirty-four percent of panellists indicated that they share online content on social media or by email. This rose to 44% for those aged 35-54 years, and to 59% for those under 35. Older panellists were much less likely than those of other age groups to share content online, only 26% in the 55+ year age group saying they share content.
- The most popular content to share was 'interesting, relevant or humorous information', comprising almost half (46%) of comments, followed by events (36%) then articles or news (27%).

OurAuckland Magazine

- Similar proportions of panellists recalled receiving OurAuckland (45%) as had not received it (46%).
- The majority (53%) of panellists rated the new, larger OurAuckland magazine as being appealing or very appealing. Open ended comments about the new larger A4 version of OurAuckland were mostly positive (53%), especially about it being easy to read with the larger font and feeling like a magazine.

New OurAuckland Website

- Over half (53%) of those who had seen the OurAuckland website found it appealing, while 8% found it unappealing.
- Three quarters (74%) of respondents found the website easy to navigate, while a tenth did not (10%). The main reason given for navigation problems was that the website was busy or cluttered.
- The topics that respondents were most interested in seeing on the OurAuckland website were: plans about Auckland's future (61%), events (59%), transport (50%), environment (48%) and local news (44%).
- More than one quarter (28%) of respondents would use the OurAuckland website monthly. This compares to just under one fifth (18%) who would use it weekly, and 12% who would use the website on a fortnightly basis.
- Respondents would like to read more news about their local area (59%), upcoming events and festivals (59%), council-run places for leisure and walks (50%) and how to have their say on decisions affecting their area and wider Auckland (50%).

2. Actions from the research

The OurAuckland team are using the results to shape the design and content of the OurAuckland printed publication, and to make content decisions around what is posted on the OurAuckland website. Opportunities have been identified to tailor the content on the website to make it more relevant and interesting to those groups that are most likely to use the OurAuckland website.

Many survey respondents enquired about the cost of the A4 magazine vs. the previous smaller size. We can confirm that there is very little difference and we can continue to support the cost of producing the OurAuckland printed publication within existing operational expenditure. This is due, in part, to the standard A4 version having 16 pages instead of the previous 24 page version. Changing the format has also allowed us to use a cheaper stapling technique.

3. Background

2.1 Survey Background



OurAuckland is Auckland Council's main communication vehicle for council news, activities and events. It consists of:

- OurAuckland [online](http://ourauckland.aucklandcouncil.govt.nz) (<http://ourauckland.aucklandcouncil.govt.nz>), which has up-to-date news and events
- A monthly magazine, which is distributed to households at the end of every month, 11 times a year

OurAuckland has recently undergone two major changes. In late 2015 the OurAuckland website was launched to make news more accessible and timely, and the print version of OurAuckland went from the A5 size to the larger A4 format to increase readability and letterbox cut through.

The purpose of the survey was to introduce the new OurAuckland site to the People's Panel audience and seek their feedback on both the site and the A4 format change for OurAuckland.

3.2 About the People's Panel

The People's Panel aims to provide an opportunity for Aucklanders to get involved with a range of council issues, giving feedback by regularly completing online surveys and getting involved with focus groups and other activities as needed.

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

At the time of surveying there were over 20,000 people registered with the panel, with representation from residents of each local board area and by age group and ethnicity. The People's Panel is not yet representative of the wider Auckland population and ongoing recruitment is conducted to improve participation from particular areas, age groups and ethnicities.

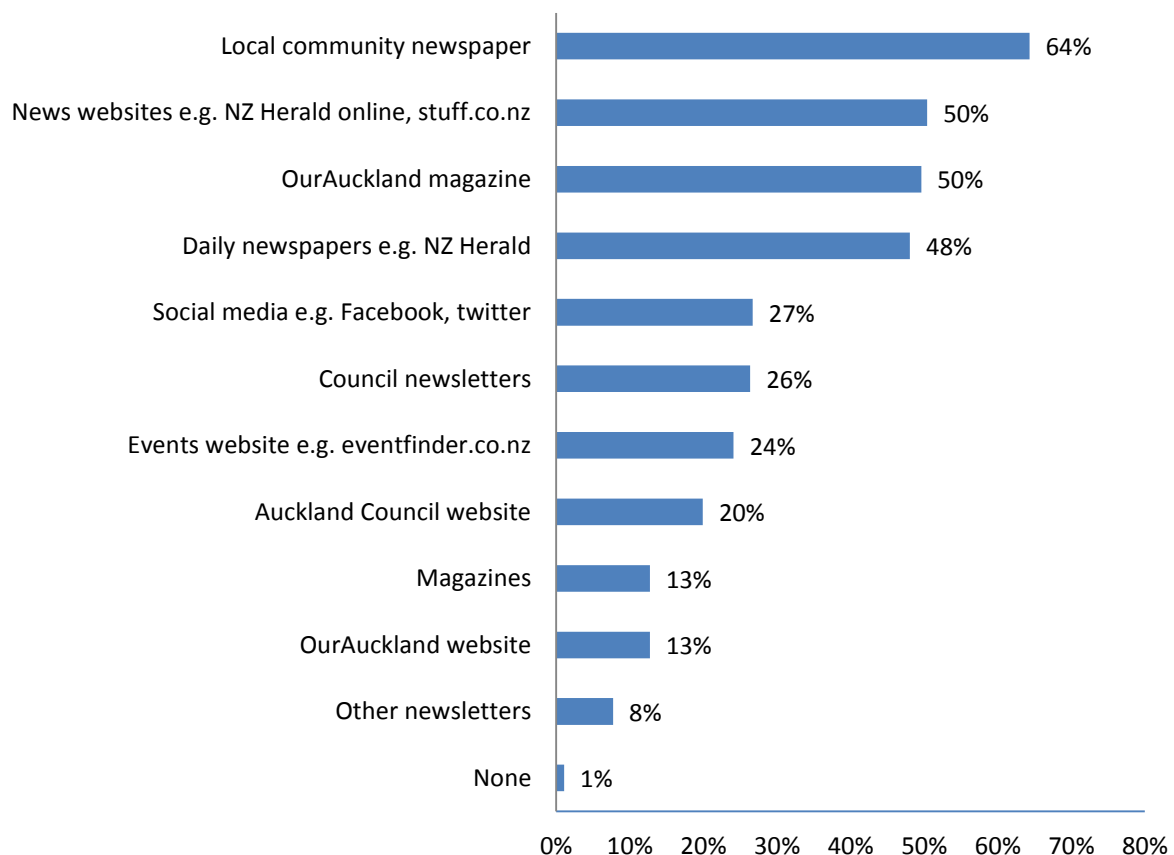
The OurAuckland Survey was sent to People's Panellists on 23 December 2015 and remained open online until 5 January 2016, by which time 1502 panellists had responded.

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

3 Survey Results

3.1 Accessing news about Auckland and sharing online content

Q1A. Firstly, which of the following do you use to read about Auckland news and events?



Base: Panellists participating in this survey n=1,502. Multiple response, responses add to over 100%.

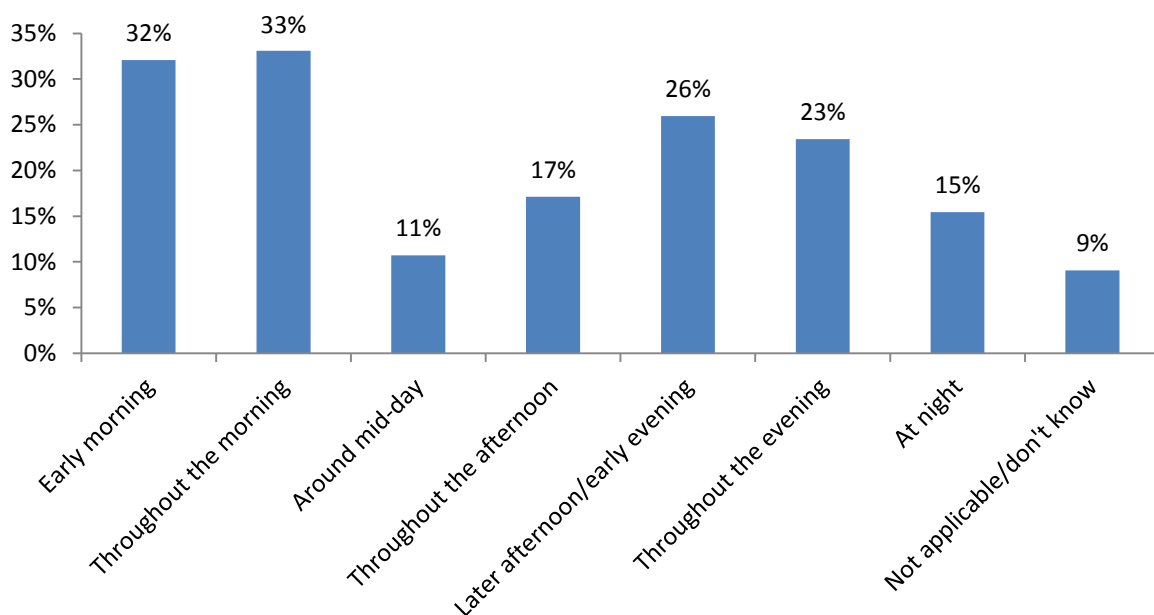
To read about Auckland news and events panellists used the local community newspaper (64%), news websites such as the NZ Herald online or Stuff.co.nz (50%), OurAuckland magazine (50%) and daily newspapers like the NZ Herald (48%). Other online sources were read by over one-fifth of panellists, including social media (27%), events websites such as Eventfinder.co.nz (24%), and the Auckland Council website (20%). Twenty-six percent also referred to Council newsletters as a source of Auckland news and events.

Older panellists were more likely than younger ones to read about Auckland news and events in their local community newspaper (70% for 55+ year olds, compared to 62% for ages 35-54, and 42% for those aged under 35). The opposite was true for

social media, with 68% of under-35s citing this as a source of information for them, compared to only 16% of those aged over 55.

Female panellists were more likely to say that they used a local community newspaper to access Auckland news and events information (68% vs. 60% male).

Q1B. What time of day do you usually access news about Auckland and local events?

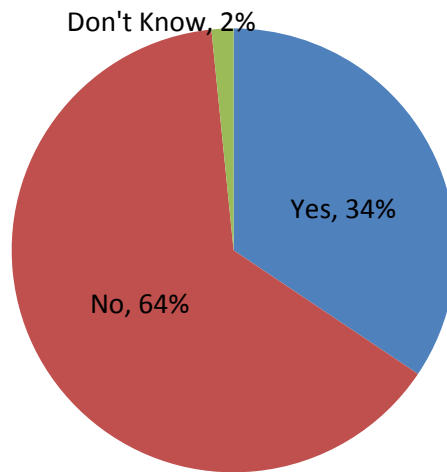


Base: Panellists participating in survey n=1,502. Multiple response, responses add to over 100%.

Many panellists specified the morning as when they accessed news and local events, with a third answering the early morning (32%) and a third saying they accessed that information throughout the morning (33%).

Others viewed news and local events in the evening, a quarter saying later afternoon/early evening (26%) and a quarter saying throughout the evening (23%).

Q1C. Do you share online content, such as articles, images, videos via social media (such as Facebook, Twitter, LinkedIn etc.) or email?



Base: All respondents n=1502

A third (34%) of panellists indicated that they share online content on social media or by email. This rose to 44% for those aged 35-54 years, and to 59% for those under 35.

Older panellists were much less likely than those of other age groups to share content online, only 26% in the 55+ year age group saying they share content.

Females were also more likely to share (38% vs. 30% males).

Q1D. What kind of content are you likely to share?

	Number of responses n=480	% of responses
Interesting, relevant or humorous information	222	46%
Event information	174	36%
Articles or news	129	27%
Information updates for friends and family	100	21%
Issues or topics of interest	60	13%
Photos	38	8%
Council related content	30	6%
Auckland focussed content	20	4%
Community related content	17	4%
Social media sharing	8	2%

Base: n=480 respondents who share content online.

The most popular content to share was ‘interesting, relevant or humorous information’, comprising almost half (46%) of all comments. The next most popular type of content was events (36%) then articles or news (27%). There were also notable themes around updating friends/family (21%) and issue-based posts (13%).

Selection of comments

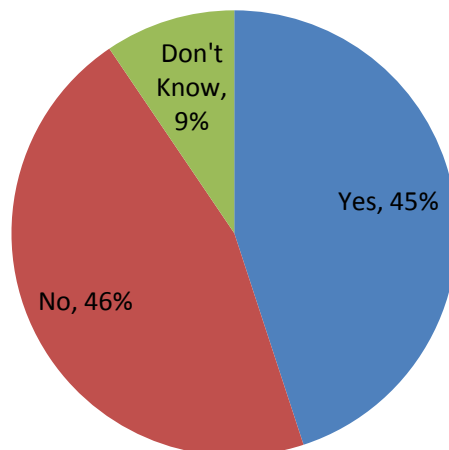
- *“Links on information about upcoming events, photos from events attended.”*
- *“Stuff that is relevant to people I know personally, or personal content like photos, etc.”*
- *“Funny videos, events going on nearby that I want to invite my friends to go to with me, health & fitness related shares.”*
- *“Environmental info Humorous material Activities and events listings (e.g. outdoor movies, kids programmes) Useful info (changes to bus times, road closures).”*
- *“Content that relates to me and my community, content that is well-written, and content that will spark debate on my Facebook feed.”*
- *“Something I find interesting or think my online connections will find interesting too.”*
- *“Details of trips away so my family and friends can follow my journey.”*

- *“Anything I find interesting or entertaining - news, science, amusing stuff, educational, etc. (and the obligatory cat videos ...).”*
- *“Special stories about special local people, intercultural topics, improving cycling, car sharing ideas, environmental issues, music events”*
- *“Council decisions related to my concerns, like Takapuna campground vs. boating centre, rates, salaries of officials, mayoral issues.”*
- *“Scientific or news articles, craft/recipes, upcoming events friends/family might be interested in, family pics.”*

3.2 OurAuckland magazine



Q2A. Have you received a printed copy of our new A4-sized Our Auckland magazine shown above within the last three months?



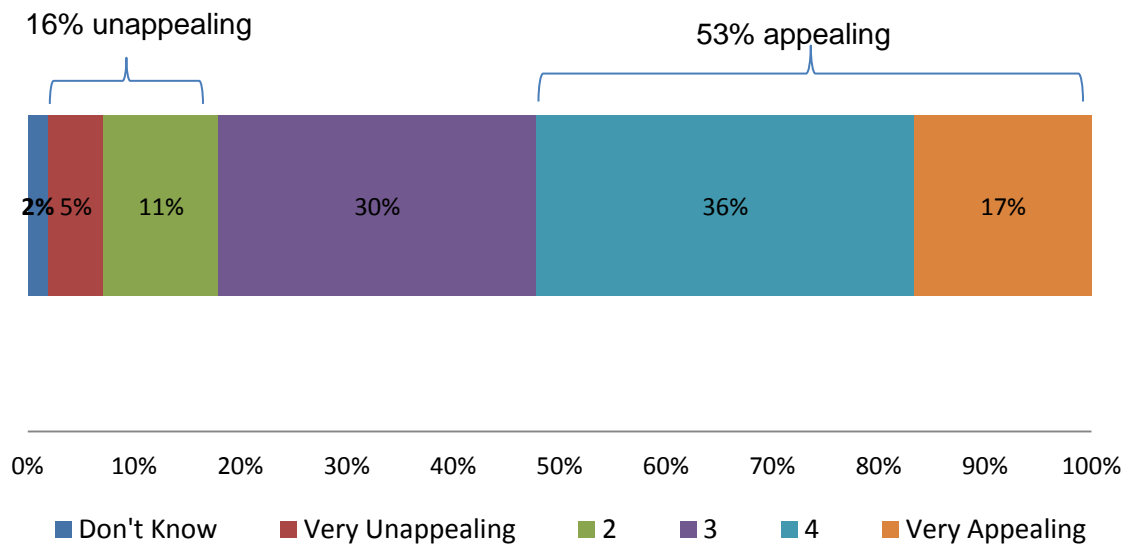
Base: All respondents n=1502

Similar proportions of panellists recalled receiving OurAuckland (45%) as had not received it (46%). One in ten respondents did not know (9%).

There were significant differences between the age groups, with younger panellists under 35 less likely to recall receiving the new size (36%) versus those panellists over 55 (48%).

Females were more likely than males to have received OurAuckland (48% vs. 41% males).

Q2B. How appealing was the new, larger OurAuckland magazine to you?



Base: n=676, respondents that received the new OurAuckland. Panellists asked to give one response on a scale from 1=very unappealing to 5=very appealing.

A majority (53%) of panellists rated the new, larger OurAuckland magazine as being appealing or very appealing, with 17% giving it a rating of 'very appealing'. This compares to only 16% rating it as unappealing, including 5% saying it was very unappealing.

Q2C. Do you have any comments on the new, larger A4 version of the OurAuckland magazine?

	Number of responses n=357	% of responses	
A4 New version comments			
Easy to read, large font	62	17%	} Nett 53% positive responses
Positive feedback e.g. felt like magazine	56	16%	
Happy with it – generally fine	48	13%	
Better than before e.g. layout	28	8%	
Prefer A4 version e.g. larger size	11	3%	
A4 looks different from junk mail - positive	9	3%	
Bad design too big	5	1%	
A4 seems more expensive than smaller version - negative	3	1%	
A5 Smaller previous version comments			
Prefer smaller version e.g. felt thicker, easier to use / store	103	28%	
A5 looks different from junk mail	8	2%	
Overall comments			
Some concern about cost of OurAuckland e.g. want to know which version is cheaper	45	13%	
OurAuckland a waste of council money – very negative comments	23	6%	
Lack of specific information e.g. local, transport, elderly	19	5%	
Size does not matter	11	3%	
Is junk mail or generally mixed up in junk mail	10	3%	
Have not read yet	10	3%	
Content is biased towards Council	4	1%	
Other	7	2%	

Base: n=357 panellists who received a printed copy of OurAuckland commented on the new, larger A4 version

Over half (53%) of the respondents overall had positive comments about the new larger OurAuckland. Seventeen percent mentioned that it was easy to read with the larger font, while 16% had other positive feedback such as it felt like a magazine. On the other hand, a large number, 28%, said that they preferred the smaller size.

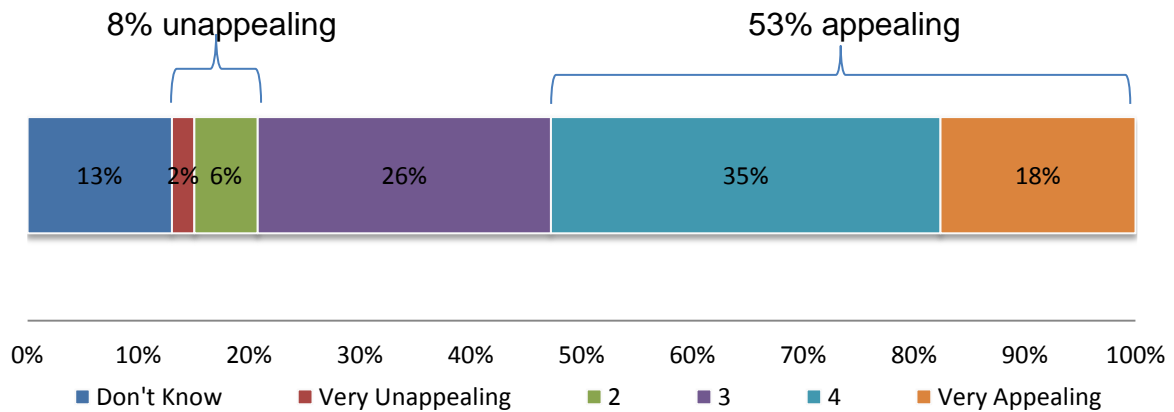
Some people were concerned about cost (12%) and council money-spending (6%).

Selection of comments

- “It's nice, but if it costs a lot more I would say it would be better to return to the A5 version.”
- “I like it better than the previous version. I find it easier to read as it is not so cluttered.”
- “Much easier to read bigger print”
- “The larger version is more appealing and easier to read than the smaller version, so it's an improvement.”
- “I think it is a waste of rate payers money...I think if people want to know about what's happening at the council they will access the info online, at libraries, council offices etc”
- “Small size was easier to keep pinned on kitchen notice board for ready reference. Larger one got mixed up with other papers etc. and put out with recycling.”
- “I like it a lot. It is so much easier to see and read. Really good for people who have difficulty with their eyesight.”

3.3 New OurAuckland Website

Q3A. How appealing was the OurAuckland website overall?

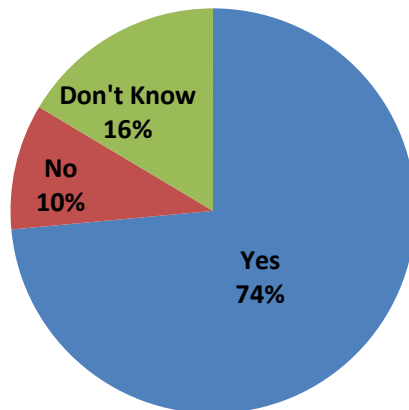


Base: n=1291, those who had seen the website.

Over half (53%) of those who had seen the OurAuckland website found it appealing, while 8% found it unappealing.

Females found the OurAuckland website more appealing than males (57% vs. 47% males). Asian respondents were more positive about the OurAuckland website, with 71% finding it appealing compared to 53% overall.

Q3B. Did you find the website easy to navigate?



Base: n=1298, had seen website.

Three quarters (74%) of respondents found the website easy to navigate. Sixteen percent said they did not know, which was higher than the proportion stating that they did not find it easy to navigate (10%).

Females (77% vs. 69% males) and Asian respondents (89%) were more likely to state that they found the website easy to navigate.

Those who found the new OurAuckland website format appealing were significantly more likely to say that they found the website easy to navigate (95% vs. 45% website unappealing).

Q3C. What could be improved?

What could be improved?	Number of responses n=108	% of responses
Too much on page, busy with content and visually	35	32%
Unlogical or unclear contents	28	26%
Not easy to navigate	22	20%
Links – not clear, takes to other place etc.	18	17%
Search function does not link to Auckland Council site services	11	10%
Keep it simple	11	10%
Cut down the detail / images etc	7	7%
Page loading time too long	3	3%
Not easy to search	2	2%
Other	5	5%

Base: n=108 respondents who said that the OurAuckland website was not easy to navigate.

There were a few consistent lines of feedback coming from those panellists who *did not* find the OurAuckland website easy to navigate. Many indicated that the website was busy or cluttered (32%), others thought that the contents were laid out in an illogical or unclear fashion (26%), while 17% found that the links did not take them where they expected. Some respondents tried searching the OurAuckland site and were disappointed that they were not offered results from the main Auckland Council site, only from Our Auckland articles (10%).

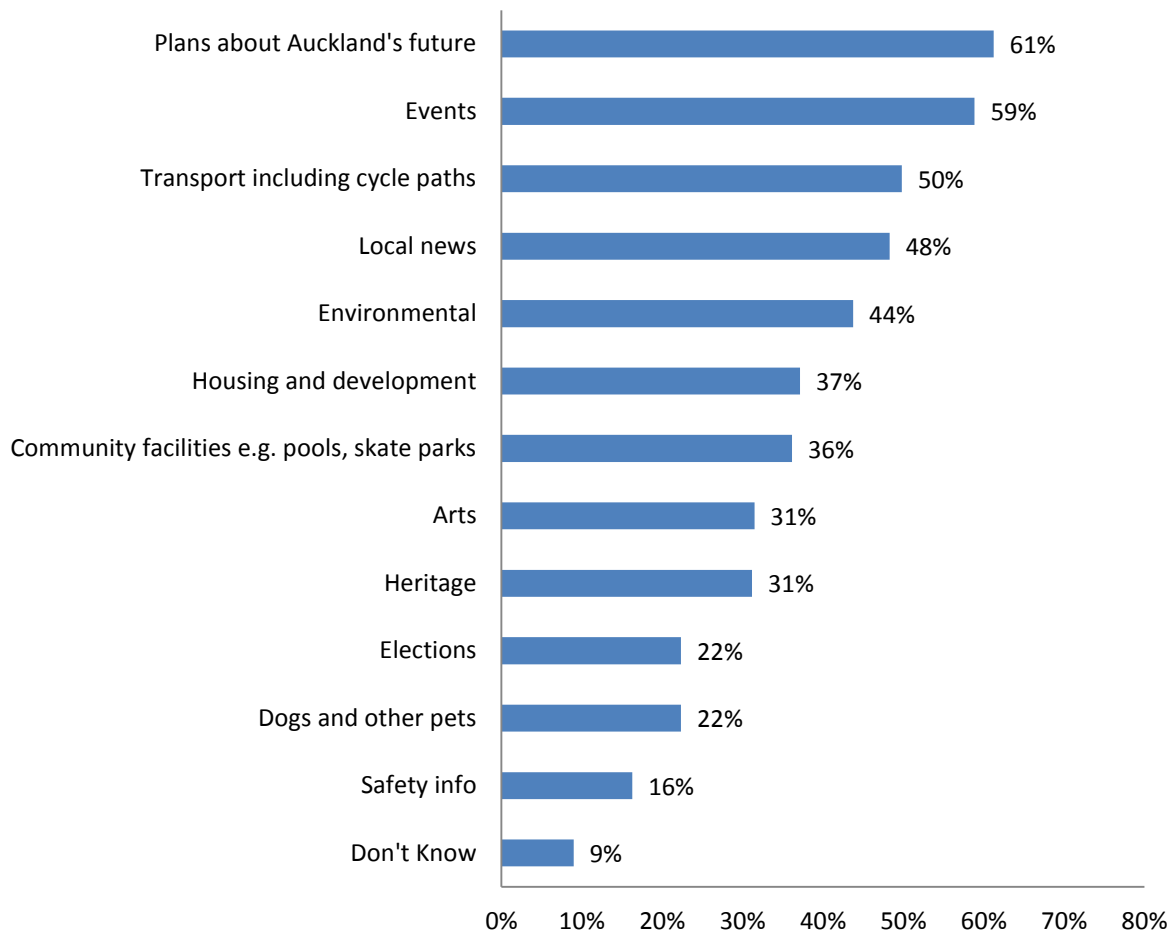
Selection of comments

- “Finding out 'what’s on today' or 'what music is on today' type questions seem to generate very generic responses. There could be menus of more specific events that can be filtered with more specific areas - a bit like Trademe filtering.”
- “It is too cluttered. Keeping it simple and easy to follow is the best.”
- “Better access through keywords, often a simple keyword does not link to what is being looked for. It can take quite a bit of time finding information.”
- “It’s basically a Council promotion exercise. It doesn’t help me to find things that matter to me and my family. I’m tired of seeing things that are of no interest to me but Council not providing information I want and have asked for.”

It should allow me to subscribe to a range of topics of interest. Not the lowest common denominator.”

- “The council website has too much white space, the images are too large and there is no printable version for events that does not include too much white space and large images that waste too many pages when trying to print an individual event.”
- “The new layout looks excellent, but it lacks order. It is all over the place. There needs to be a clear pattern so one can find quickly what one is interested in. Either alphabetical, regional, chronological and/or develop recognisable patterns for relevant topics so one can scroll through quickly to find information of interest No one has time to read the whole thing to find one point of interest. I congratulate Auckland Council on the improved look, but again the information provided is a little like Auckland itself. untidy, fragmented and not thought through. Not things to be proud of.”
- “Just looked at for first time - great idea but initial reaction is that it just "busy" and not visually organized in way that draws you in.”
- “Too much on the open page and not much to separate the different links. I would prefer to see a map of Auckland that you can click on to get regional information.”
- “There's way too much content on the menu pages, it's confusing and makes me want to leave the site instead of browsing it.”
- “Some things are easy to find but some information seems to require a number of clicks to get to them and there is a chance you end up on wrong pages and get lost.”

Q3D. What topics on this website are of most interest to you?



Base: n=1,303 respondents. Multiple response, responses add to over 100%.

There was a wide mix of responses from panellists, with on average five topics being selected by respondents. The most popular topics were: plans about Auckland's future (61%) and events (59%). Transport, environment and local news (50%, 48% and 44% respectively) were also strong topics.

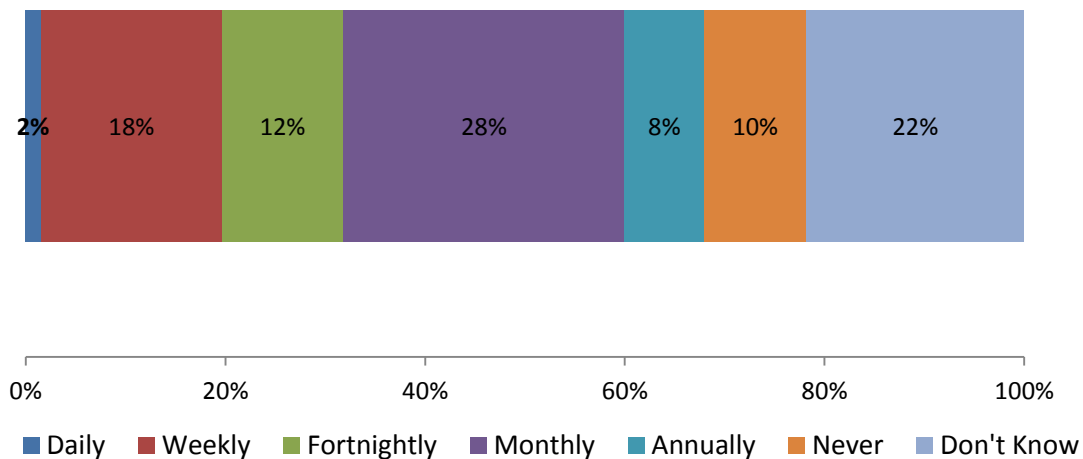
Females were significantly more likely to be interested in: events (67% vs. 49% males), local news (52% vs. 44%), environment (48% vs. 39%), community facilities (42% vs. 29%), arts (40% vs. 21%), dogs (28% vs. 15%) and heritage (34% vs. 27%) than males.

Younger people under 35 years were much more likely to be interested in events (78% vs. 50% aged 55+) and community facilities e.g. pools and skate parks (54% vs. 26% aged 55+ years) than those aged 55+ years.

There were also significant ethnic differences between panel members, with Māori, Pacific Island and Asian ethnicities being significantly higher on:

- Plans for Auckland's future (overall 61%) compared to: Māori (74%) and Pacific Islanders (76%).
- Events (overall 59%) compared to: Māori (70%), Pacific Island (76%) and Asian (74%).
- Community facilities e.g. pools and skate parks (overall 36%) compared to: Māori (56%), Pacific Island (68%) and Asian (49%).
- Safety information (overall 16%) compared to: Pacific Island (48%) and Asian panellists (40%).

Q4A. How often are you likely to use the OurAuckland website?



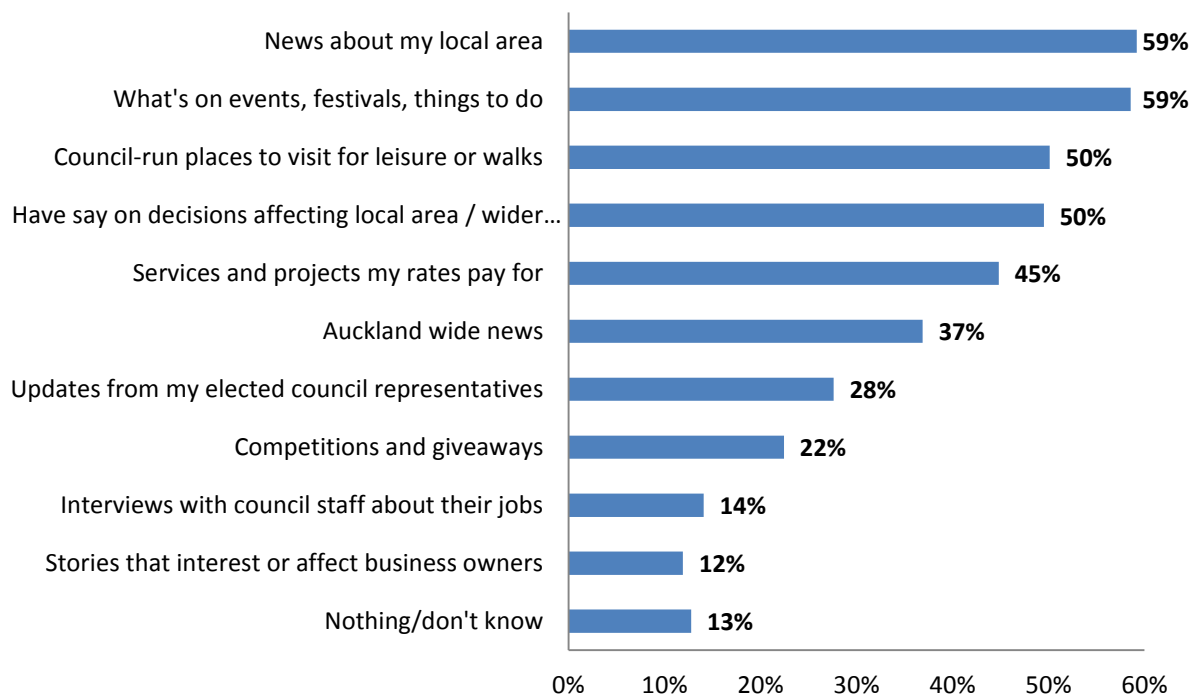
Base: n=1,453.

More than one quarter (28%) of respondents would use the OurAuckland website monthly. This compares to just under one fifth (18%) who would use it weekly, and 12% who would use the website on a fortnightly basis. More than one fifth (22%) said they did not know how often they would use the website.

Asian panellists were more likely to state that they would make frequent use of the website, 34% saying that they would use it either weekly or daily.

There were no gender or age differences.

Q4B. What, if anything, would you like to read more about on the OurAuckland website?



Base: n=1,426. Multiple response, responses add to over 100%.

The most popular topics were news about their local area (59%) and upcoming events and festivals (59%). Respondents were also interested in council-run places for leisure and walks (50%) and how to have their say on decisions affecting their area and wider Auckland (50%).

Females were more interested than males in:

- Events and festivals (66%vs. 48% males)
- Local area news (62% vs. 56% males)
- Council run places for leisure / walks (57% vs. 42% males)
- Competitions and giveaways (27% vs. 17% males)

Males were more interested than females in updates from elected council representatives (31% vs. 25% females).

Those aged under 35 years were more interested than older groups in:

- Events (71% vs. 51% aged 55+ years)
- Having their say (61% vs. 48% aged 55+ years)
- Competitions and giveaways (45% vs. 16% aged 55+ years)

Those of Asian and Pacific Island ethnicity were significantly more interested in many of the OurAuckland topics, especially:

- Events (overall 59%): Pacific Island 76%, Asian 76%
- Services and projects my rates pay for (overall 45%): Pacific Island 68%, Asian 69%
- Auckland wide news (overall 37%): Asian 60%, Pacific Islander 58%
- Competitions and giveaways (overall 22%): Pacific Island 52%, Asian 51%

4 Appendix: Respondent Profile

All respondents n=1502

Gender	OurAuckland Survey	Statistics NZ percentages (%) 2013 Census
Female	43%	51%
Male	57%	49%

Age	OurAuckland Survey	Statistics NZ percentages (%) 2013 Census
15-24 years	1%	19%
25-34 years	8%	18%
35-44 years	15%	18%
45-54 years	15%	18%
55-64 years	26%	13%
65-74 years	27%	9%
75+ years	8%	6%
Prefer not to say	1%	

Ethnicity (Multiple response)	OurAuckland Survey	Statistics NZ percentages (%) 2013 Census
European	75%	56%
Māori	6%	10%
Pacific Peoples	3%	14%
Asian	4%	18%
Middle Eastern, Latin American, African	10%	2%
Other	1%	1%

Local Board	OurAuckland Survey	Statistics NZ percentages (%) 2013 Census
Albert-Eden	9%	7%
Devonport-Takapuna	6%	4%
Franklin	4%	5%
Great Barrier	0%	0.10%
Henderson-Massey	6%	8%
Hibiscus and Bays	9%	6%
Howick	6%	9%
Kaipātiki	6%	6%
Mangere-Otahuhu	3%	5%
Manurewa	3%	6%
Maungakiekie-Tāmaki	4%	5%
Orākei	6%	6%
Ōtara-Papatoetoe	2%	5%
Papakura	2%	3%
Puketāpapa	3%	4%
Rodney	6%	4%
Upper Harbour	4%	4%
Waiheke	1%	1%
Waitākere Ranges	6%	3%
Waitematā	8%	6%
Whau	6%	5%

Demographics from People's Panel registration form.