

Auckland Council Print Publication – Concept Test

Final Results

People's Panel Survey

04/03/2011

Research approach & Caveats

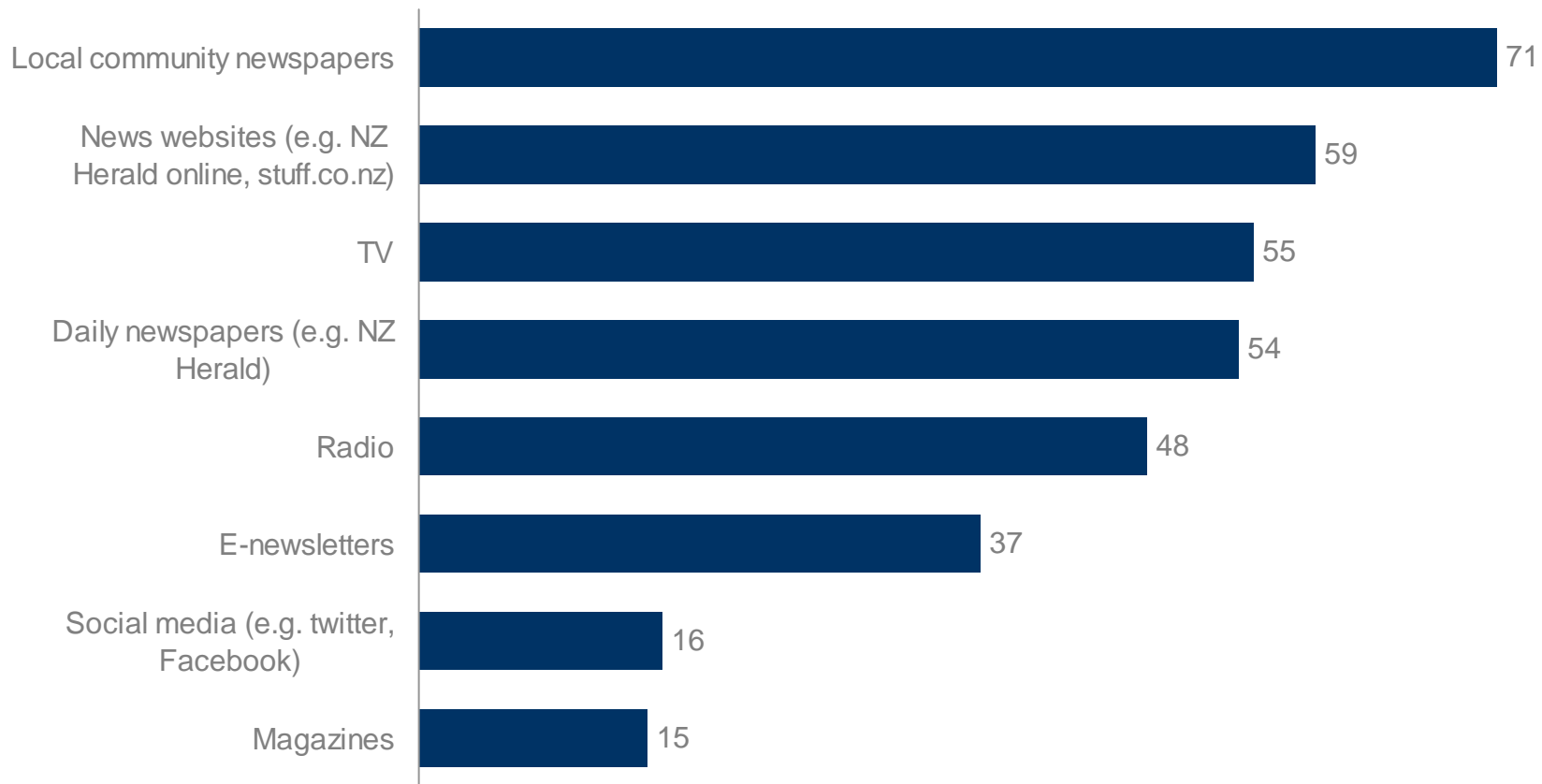
- An online survey sent out the Auckland Council People's Panel
- Survey period 3rd Feb – 17th Feb 2011
- Total number of responses n=1,069

Initial reactions to the Auckland Council Print publication...

The Auckland Council print publication will be an A5 booklet (21cm x 14.8cm) and will contain 16 pages of content. What are your initial thoughts on this?		
Theme	Proportion of responses	Number of responses
It's a good idea/I like it/will help keep me informed	28%	289
The cost should be considered carefully/ not a priority for rate payers/not cost-effective/seems expensive/ waste of money/how much will it cost?	22%	225
Looks good- nice format/ I like the pictures/ nice & colourful	18%	188
Convenient size/good length	16%	163
Needs to be comprehensive/ informative/relevant/ useful/ interesting	14%	146
I'd prefer/would also like to get the information online/on the website/via email/in the newspaper	13%	139
Waste of paper/use recycled paper/will create extra waste paper/ it will just end up in the rubbish	12%	124
16 pages is too long/ don't have the time to read 16 pages/it would have to be infrequent for it to be 16 pages/ I'd prefer something shorter and more frequent	11%	117
Ok/ not that keen/ not for me/ it's alright/ don't really care/ wouldn't read it	10%	100
The contents are egotistic/self promotion/too many photos/photos of the mayor/too many advertisements/not enough written content	9%	94
A5 is too small/ the font needs to be big enough to read/A4 is better/size of a regular newspaper	9%	91
Concerns regarding delivery and regularity- Will it be regularly sent out? How often will it come? Will every household get one?	7%	75
Suggestions regarding the layout- should be clearly formatted/ should include pictures/ feedback section/ needs an index/ lots of colour/ dynamic front cover/ etc	3%	30
Make it easy to read - accessible language/dot points/summaries	3%	28
Other	6%	59
Total responses		1044

Newspapers (especially Local rags) are a key source of information on Auckland, as are news websites and TV...

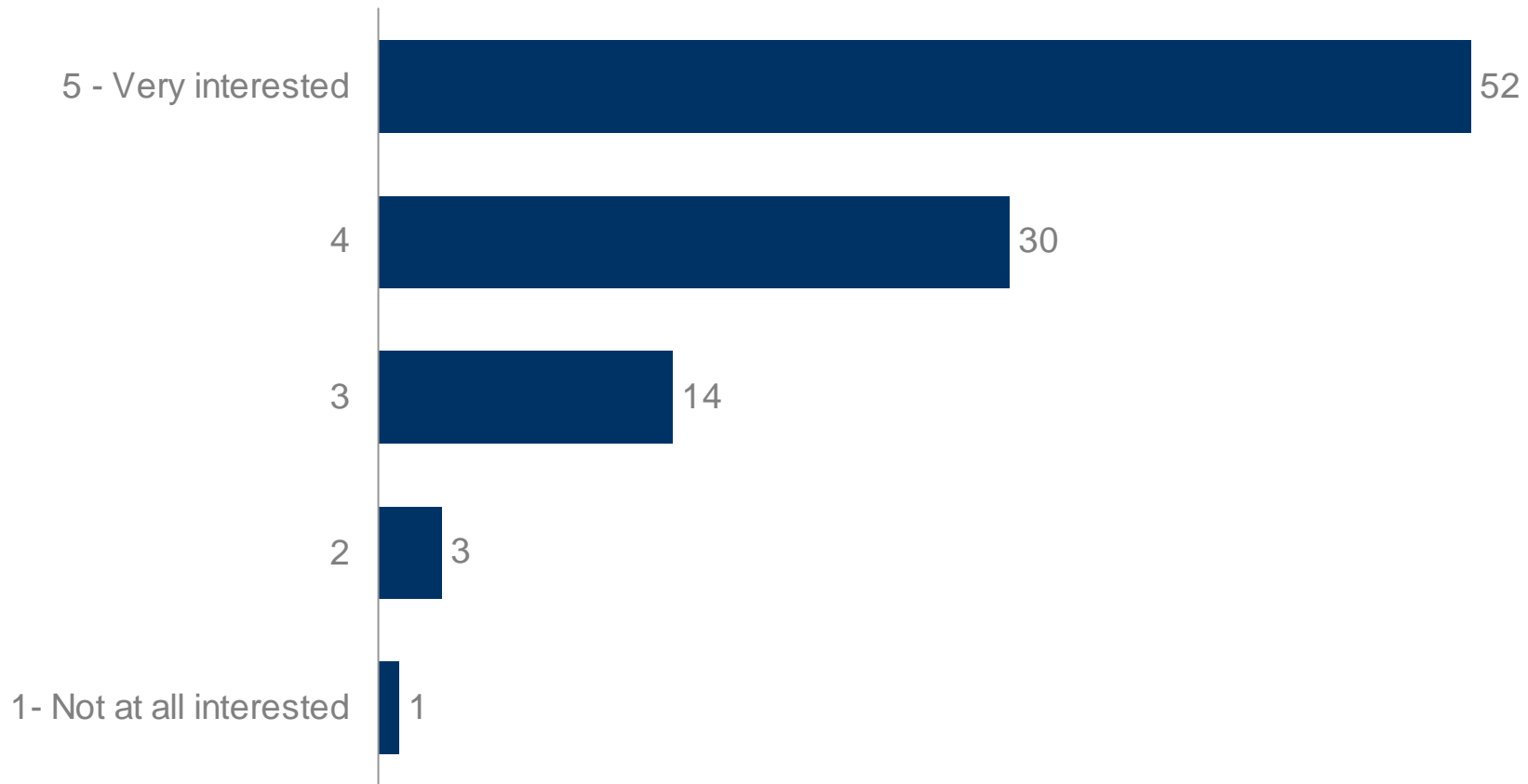
Which of the following media types do you regularly use for keeping up to date on general news and information about Auckland? (%)



Base: All respondents (n=1,069)

There is a high level of interest among panelists for council news and information (82% interested + very interested)

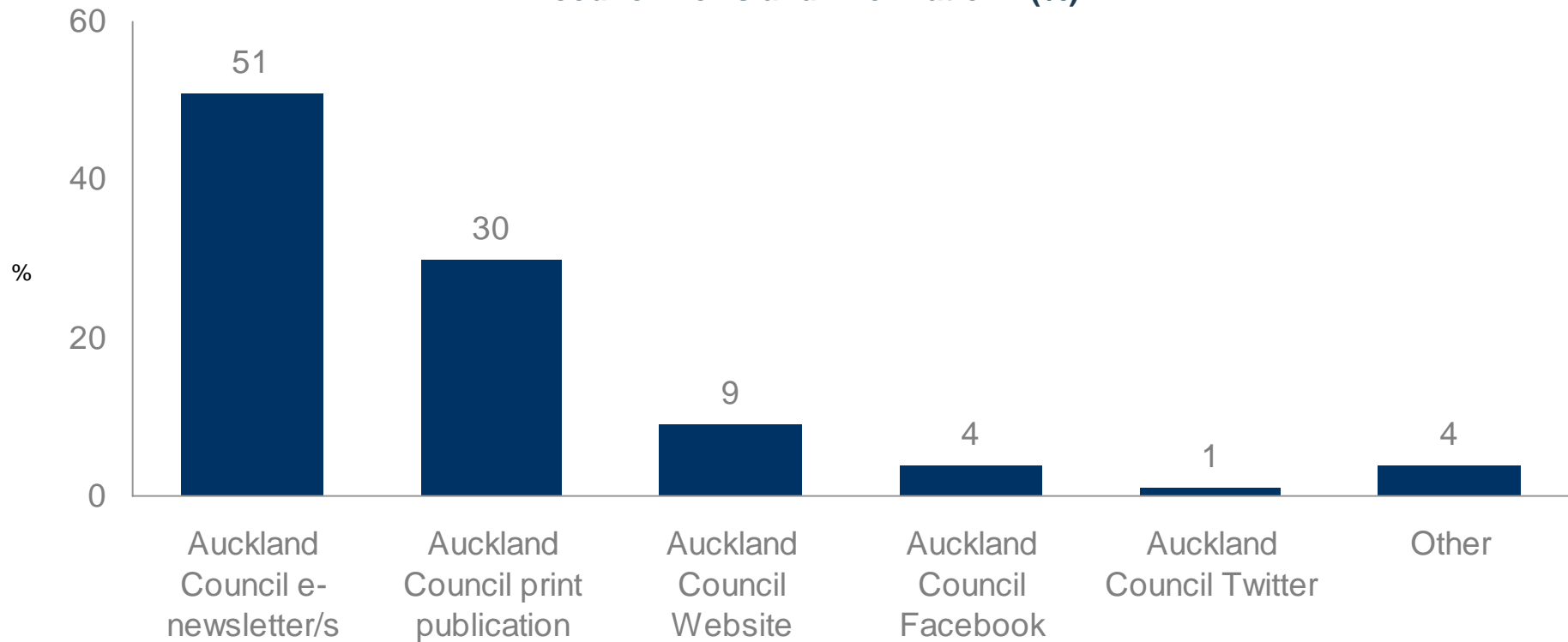
How interested are you in receiving council news and information updates on topics such as local and regional events, community projects, and transport? (%)



Base: All respondents (n=1,069)

Half of People's Panelists express a preference for Auckland Council e-newsletters as their one preferred channel for news about council. Just under a third report that council's print publication will be their preferred means...

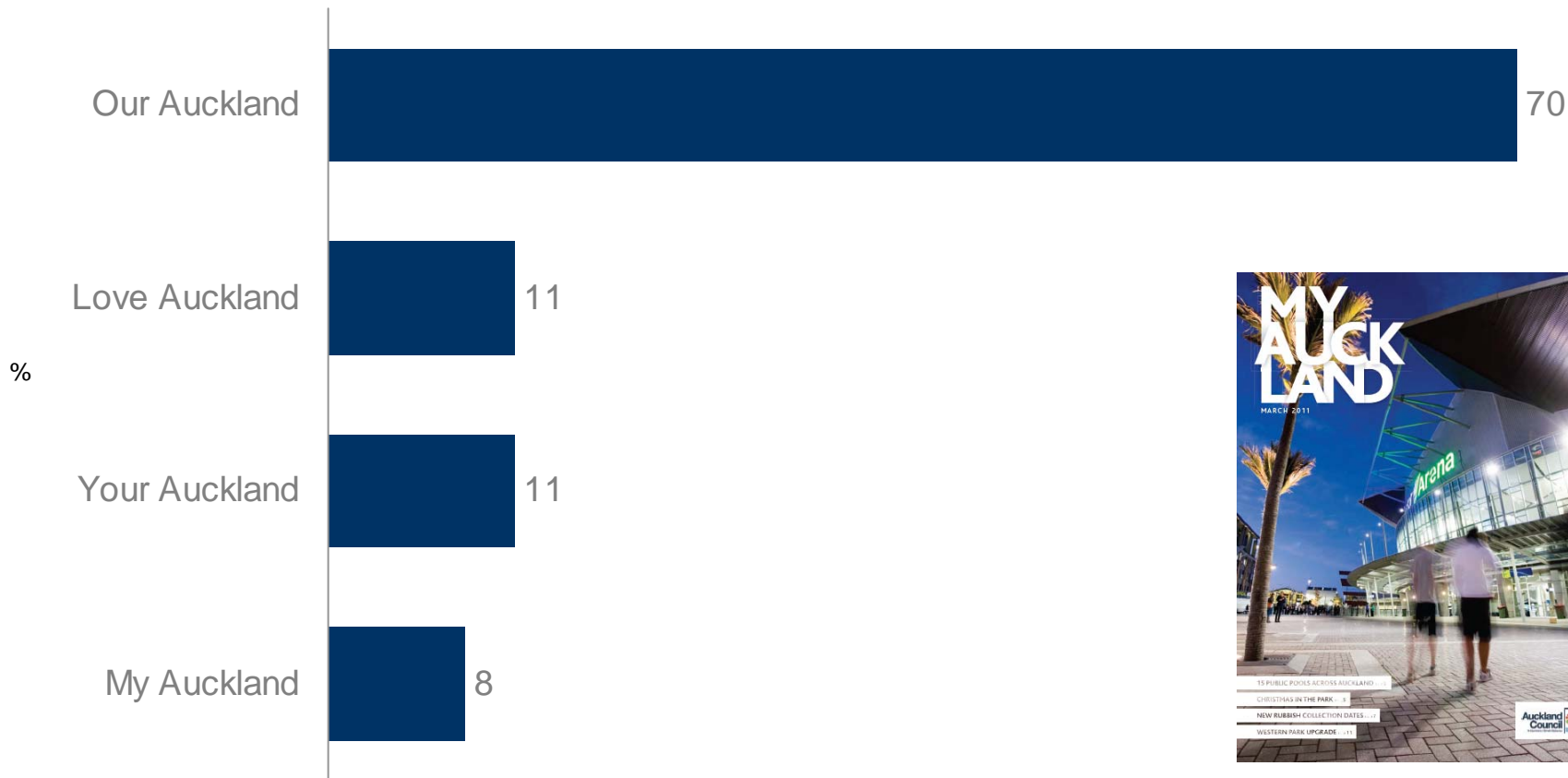
Which of the following council media channels would be your one most preferred way of receiving council news and information? (%)



Base: All respondents (n=1,069)

Of the four names presented to panelists, Our Auckland is the clear favourite.

Which of the following names do you prefer for the print publication? (%)



Base: All respondents (n=1,069)

Titles that focused on inclusiveness, energy and activity were preferred...

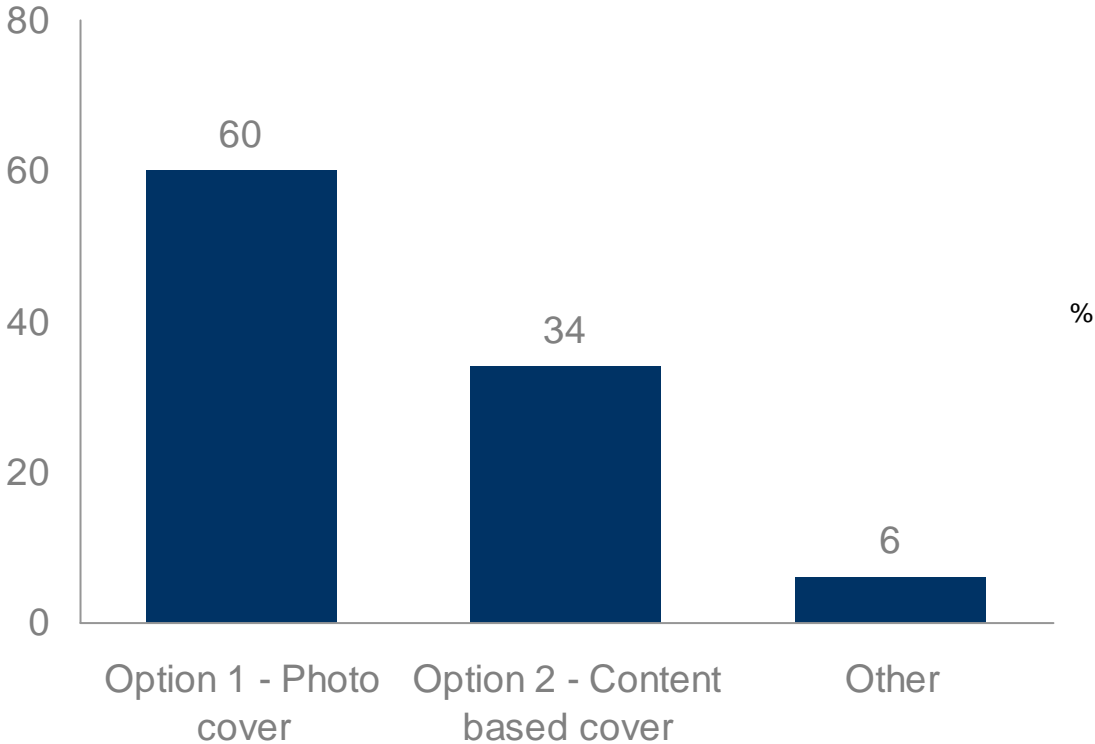
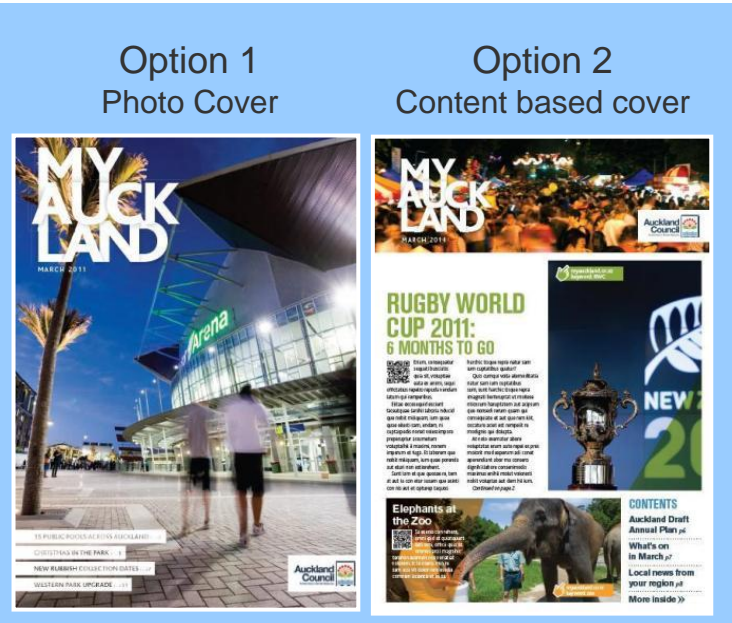
What other suggestions do you have for the name of Auckland Council's print publication?		
Theme	Proportion of responses	Number of responses
Inclusive title -one Auckland, our city, together AKI etc	13%	56
Newsletter/ brochure/ info related - what's on Auckland etc	11%	50
Just Auckland/ about Auckland	11%	49
Active/ alive/ do/ engage/ happening etc	9%	40
Newspaper related - Auckland news etc	8%	36
Council related name - Auckland Council news etc	8%	35
Auckland time (now, today, tomorrow)	5%	21
Maori references - Tamaki Makaurau, Kia ora Auckland etc	5%	21
Affectionate title - wow Auckland, lovely Auckland etc	4%	17
City of sails/ waves etc	3%	13
Magazine related - Auckland scene, eye on Auckland etc	3%	13
Not serious suggestion	2%	8
None/don't know/N/A	15%	67
Other	8%	35
Total responses		440

Title preferences were also based on sense of belonging and inclusiveness...

Why do you prefer this name?		
Theme	Proportion of responses	Number of responses
Inclusive/ Auckland is everyone's/ belongs to all/ evokes togetherness/ unifies diverse population	47%	356
Don't like the names suggested above/ too cheesy/ too gimmicky	10%	74
Corresponds to what the publication is about/its accurate/relates to the content/relevant/ respectable	8%	64
Is personal/evokes ownership/pride/sense of progress	8%	61
Sounds good/reads well/alliterative/short and simple/clear/ concise/ eye-catching/ snappy	7%	54
Don't mind/ don't care/ don't feel strongly/what's in a name?	5%	40
Best of the above suggestions	5%	35
It's got a good feeling/good vibe/energy	5%	35
Relates to the area/it's geographical features/ coastline/ beaches	2%	13
Other	8%	61
Total responses		758

Panelists prefer the Photo Cover option (option one) as the front page of the print publication.

Which of the cover options do you prefer? (%)



Base: All respondents (n=1,069)



Panelists prefer the Photo Cover option (option one) as the front page of the print publication. Reasons for this include the clarity of the layout, that it is eye-catching and looks more like a real magazine...

Cover Option One - Why do you prefer this cover option?		
Theme	Proportion of responses	Number of responses
It is cleaner/clearer/easy to take in/fresh/it is less busy/it is less cluttered	52%	308
Enticing/inviting/eye catching/attractive/more aesthetically pleasing/more appealing/striking	38%	228
Looks more like a real magazine/ sophisticated/professional/looks less like a cheap pamphlet	22%	130
I like the idea of a photo/photo is prettier/I like pictures/ I'm a visual person/an image can show off the city	14%	83
Immediate access to the information/ you can see the contents/looks informative/ like a newspaper/I want info, not glossy pictures	5%	27
Don't like the split-up of AUCK and LAND	3%	16
It's better than the other one/better layout	2%	13
I don't care/don't know/not bothered/don't even want it printed	1%	5
Other	5%	31
Total responses		584



Panelists who preferred cover option two were more interested in immediate access to news and information, they were also concerned about cost-savings...

Cover Option Two - Why do you prefer this cover option?		
Theme	Proportion of responses	Number of responses
Immediate access to the information/ you can see the contents/looks informative/ like a newspaper/I want info, not glossy pictures	57%	198
1 is a waste of paper/waste of money for extra printing/ 2 is better use of space on the page	41%	145
Enticing/inviting/eye catching/attractive/more aesthetically pleasing/more appealing/striking	10%	34
I like the idea of a photo/photo is prettier/I like pictures/ I'm a visual person/an image can show off the city	2%	8
Looks more like a real magazine/ sophisticated/professional/looks less like a cheap pamphlet	2%	7
It is cleaner/clearer/easy to take in/fresh/it is less busy/it is less cluttered	1%	5
It's better than the other one/better layout	1%	2
I don't care/don't know/not bothered/don't even want it printed	1%	2
Don't like the split-up of AUCK and LAND	1%	2
Other	9%	30
Total responses		350

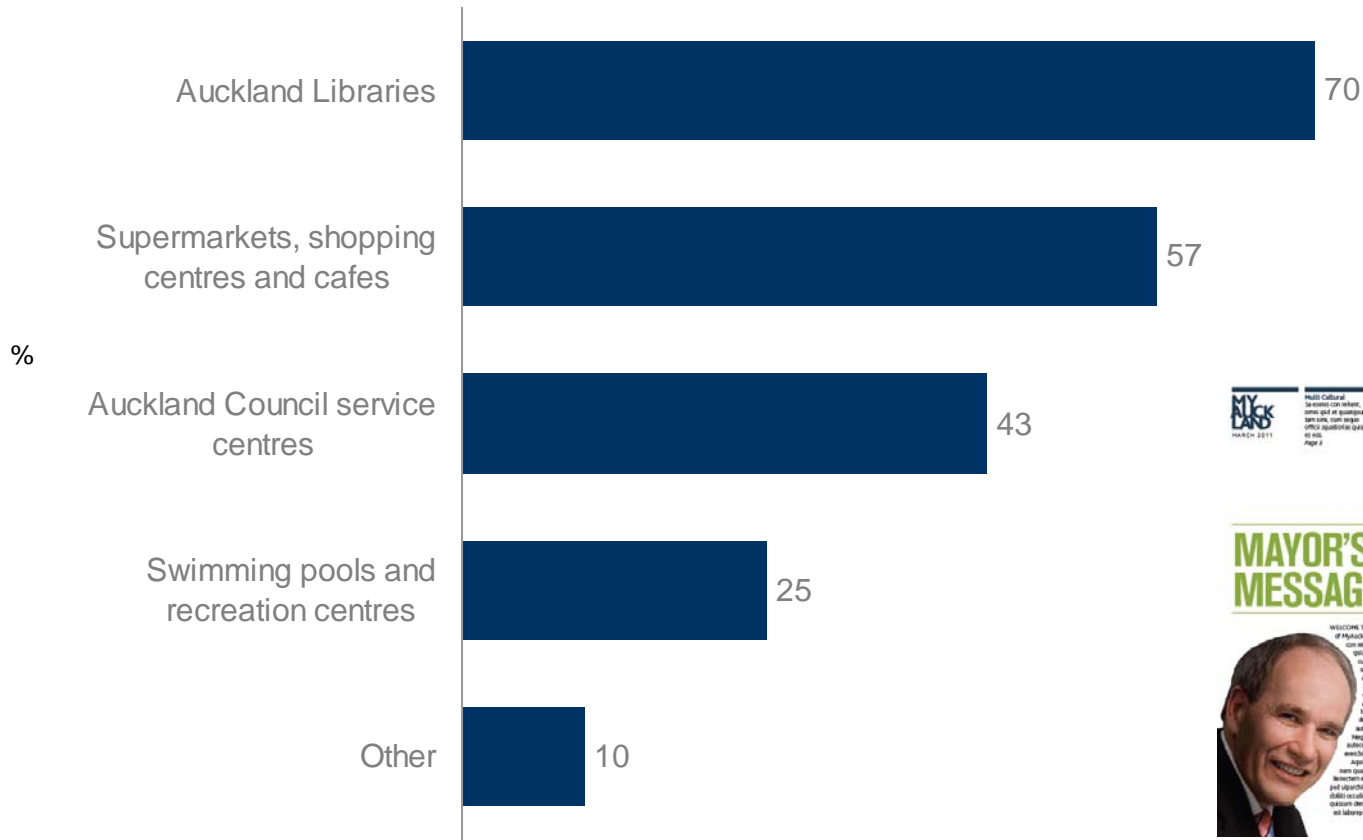
Events (local and region wide) followed by Transport-related information are the most popular content choices. Parks, rubbish and recycling are also of interest.

Which of the following types of content would you be most interested in reading about in the Auckland Council print publication? (%)



Of the additional options for getting a copy of the Auckland Council print publication, the Libraries are of most appeal. Over half of panelists would also be keen to see the publication at supermarkets, shopping centres and cafés

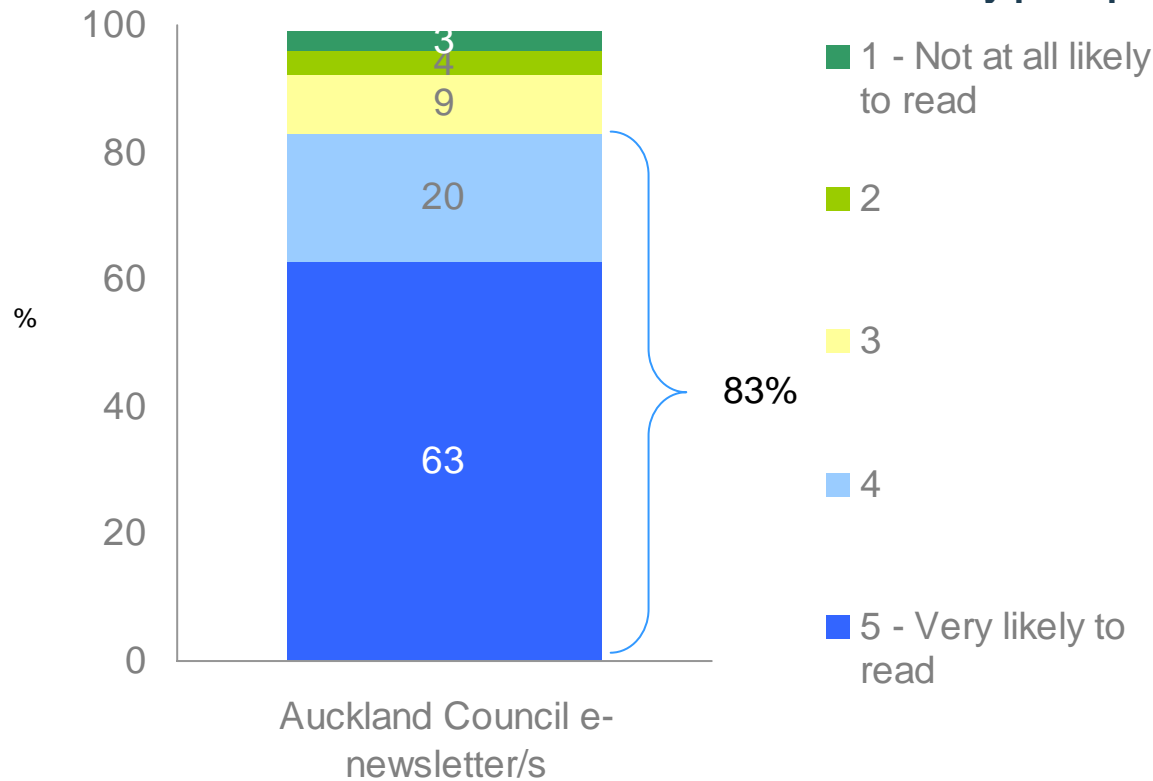
In addition to your mailbox, where else would you like to access a copy of this print publication? (%)



Base: All respondents (n=1,069)

The print publication is highly appealing. 83% of panelists report they are either likely or very likely to read the Auckland Council print publication.

Thinking about all that we have shared with you in this survey, how likely would you be to read Auckland Council's monthly print publication? (%)



Base: All respondents (n=1,069)

Note: Due to rounding, results may not sum to 100%

Please provide any other general comments on the publication here:		
Theme	Proportion of responses	Number of responses
It will be good/ I want to have information about council/ Supercity - initiatives, projects, budgets, laws etc	20%	112
It will be good/ I want to have information about events/ what's on etc/across the region	15%	85
Concerned about money/ seems expensive/ keep it as cost effective as possible	14%	78
More likely to read it online/ it should be online/ as email	13%	76
It will be good/ I want articles about/ for different regions/ cultures/ demographics of Auckland - bring Supercity together	13%	71
Please limit PR/ council propaganda/ election-type material/ photos of Mayor etc, keep it transparent information on council	12%	66
Just generally a good Idea	9%	49
16 pages is too long/ keep it short and simple	5%	28
Not sustainable/ use recycled paper	5%	27
Have read/ enjoyed similar publications - City Scene, Manukau Matters	5%	26
Bad idea/ wouldn't read it/ likely to end up in the bin	5%	26
Concerns about delivery	4%	25
I'm interested mainly in local issues	4%	23
Have a feedback/ forum/ discussion/ letter to the Mayor section	4%	23
Format/ layout suggestions e.g size, clearly marked headings, regular items in same place	4%	23
Should be available in cafes/ libraries/ public places etc as alternative to mail out	4%	20
Not glossy/ photos/ graphics etc	3%	18
Hard copy/ 16 pages/ monthly is better to read/ convenient for me	3%	17
Should be less regular/ come with rates notice	2%	14
Should be more regular/ weekly/ as insert in newspaper	2%	12
Please limit advertising	1%	8
Other	11%	61
Total responses		565