

## Auckland Council Polling and Survey Expenditure 2010-2015

Auckland Council undertakes market and social research activity to help inform and define the strategies, plans and services that deliver on the vision for Auckland and the Auckland Plan. Specifically research that is conducted is done so for the following reasons:

- To fulfil any statutory obligations in the monitoring of council activity and performance as reported in the Annual Report e.g. Annual Report – Housing for Older Person Survey; and Community, Arts and Events Grants Applicants Survey.
- To provide Aucklanders with an opportunity to input on issues and topics of interest and importance to them e.g. Public Buildings in Town Centres Survey, Food Safety Survey.
- To support operations in tracking ongoing business performance and customer experience improvements in service delivery e.g. Customer Experience Monitor, Libraries Customer Experience Monitor.
- To help plan policy, operations and communication and marketing campaigns that are effective and provide value for money e.g. Waste Management and Minimisation ‘Recycle Right’ Campaign.
- To evaluate performance and inform outgoing communication and engagement delivery e.g. OurAuckland Research.

Auckland Council invests in market and social research to ensure decision makers can have confidence in the validity and legitimacy of the information they use to make decisions. In addition, research results released in the public domain should be able to stand up to scrutiny. Our methodologies and processes are designed to meet the standards upheld by research academia and professional research industry bodies (Research Association of New Zealand (RANZ), European Society for Opinion and Marketing Research (ESOMAR)) in order to have confidence in research data and insights.

### Costs associated with the engagement of private polling and survey businesses

#### 1. Financial information relating to Auckland Council survey and polling costs incurred from 2010 to 2015

The following table depicts the actual spend on surveys and market research for Auckland Council. (Excludes surveys using People’s Panel).

Financial Year (FY)	FY11	FY12	FY13	FY14	FY15
<b>GRAND TOTAL</b>	<b>833,806</b>	<b>1,768,597</b>	<b>2,313,253</b>	<b>2,002,597</b>	<b>2,140,398</b>

Please note that these figures do not include surveys or market research conducted by CCOs.

The research companies below are vendors on council's supplier list with proven expertise in a range of research fields. Vendors are selected from this list following a tender process:

- AC Nielsen NZ
- Angus & Associates Limited
- Applied Theatre Consultants Ltd
- Arapai Limited
- Auckland UniServices
- Auckland University of Technology Ben Parsons and Associates Limited
- Buzz Channel Limited
- Captivate Limited
- Colmar & Brunton Research Limited
- Connectos Consulting Limited
- Creative New Zealand
- Dunedin City Council
- Eunomia Research & Consulting
- Gravitas Research and Strategy Limited
- IPSOS Limited
- JETT Consulting Limited
- Jigsaw Communications NZ Limited
- John Truesdale and Associates
- Kenexa (NZ) Limited
- Key Research Limited
- Link Research Limited
- Linnie Osborne Marketing
- Longdill & Associates Limited
- Market Economics Ltd and Research
- Marketing Impact Limited
- Megan Hutching
- Mobius Research and Strategy
- National Research Bureau Limited
- Nexus Planning and Research Limited
- Ogilvy New Zealand Limited
- Pam Oliver Limited
- Phoenix Research
- Point Research Limited
- Rachel Butler
- Reid Research Services
- Research Now Pty Limited
- Sport New Zealand
- Sue Gee Investments Limited
- Tasman Research Limited
- TNS NZ Limited
- Tollemache Consultants Limited
- Touchpoll Auckland Limited
- UMR Research Limited
- Waste Not Consulting Limited

The spend with each supplier is not published as it would likely unreasonably prejudice the commercial position of the person who supplied or who is the subject of the information.

## 2. People's Panel

Auckland Council uses the People's Panel to engage Aucklanders in decision-making. The public are invited to join the Panel and have their say on a wide range of council issues, activities and plans.

In November 2010, council had approximately 2,000 panellists across the region. As of 20 April 2016, we have 22,258 panellists willing to engage with council and provide feedback.

The costs associated with the Auckland Council's People's Panel from 1 November 2010 to 30 June 2015 is as follows:

People's Panel	FY11	FY12	FY13	FY14	FY15
<b>GRAND TOTAL</b>	<b>29,070</b>	<b>37,598</b>	<b>145,569</b>	<b>23,440</b>	<b>75,438</b>

These costs have essentially been incurred to support analysis and reporting of engagement surveys and drive targeted recruitment.

Targeted recruitment ensures diverse audiences can access council and provide their views. It ensures the Panel is as representative of the Auckland population as possible and allows for the insights and evidence drawn from surveys to be more robust and reliable.

Key projects which Panelists have contributed to, since 2010, include:

- 1) Pre-engagement to inform drafting of Auckland Unleashed.
- 2) Feedback on proposals for new Auckland Council publication (OurAuckland).
- 3) Survey to help Auckland Libraries understand the borrowing patterns and preferences of their users.
- 4) Engagement for the Waste Management and Minimisation Plan.
- 5) Measuring the awareness, usefulness and readability of OurAuckland.
- 6) Informing early stages of Unitary Plan, and getting feedback on how panelists preferred to receive and respond to information about council plans.
- 7) Assistance in planning of the future series of Zoo Music.
- 8) Informing the drafting of the Long-term Plan.
- 9) Informing the drafting of the Historic Heritage Plan.
- 10) Gaining insight in customers experiences of council services and identify areas for improvement.
- 11) Informing Policies and Bylaws team on effectiveness of temporary liquor bans during major events.
- 12) Informing the development of the Library website.
- 13) Reviewing the Peoples Panel performance and identifying areas for improvement.
- 14) Measuring community awareness of, and attitudes to, Crimestoppers.
- 15) Capturing views on a number of key aspects of the draft Community Funding Policy.
- 16) Capturing views on Auckland's air quality and how it may be affected by industry and vehicle emissions as well as other activities.
- 17) Measuring awareness and understanding of the rates information campaign and identifying areas where rates communications could be improved.
- 18) Measuring thoughts on ideas for services in Auckland
- 19) What libraries could provide to Auckland's residents in the future.
- 20) Measuring Aucklanders readiness for a civil defence emergency and finding out what would encourage them to be more prepared.
- 21) Understanding what biodiversity means to Aucklanders, what their biodiversity priorities are and what if anything community members are doing to protect or restore biodiversity.
- 22) Measuring awareness and understanding of the Auckland Plan.

- 23) Gaining insight into the number of old TVs likely to be disposed of before the analogue shutdown/annual end of year review of Panel.
- 24) Investigating members waste collection preferences and allow a comparison of attitudes with an independent panel.
- 25) Canvassing members' views on issues relating to trading in public places, and any experiences with these activities.
- 26) Understanding attitudes to wearing lifejackets and finding out which of a number of different life jacket regulations would be preferred.
- 27) Capturing views on a number of key initiatives proposed in the Parks and Open Spaces and the Sports and Recreation Strategic Action Plans.
- 28) Gauging awareness of Kauri dieback disease.
- 29) Understanding members' satisfaction with Auckland Council Leisure facilities.
- 30) Rangitoto Motutapu Haerenga - A journey through sacred islands
- 31) Understanding members' preferences for household waste disposal options and Waste Minimisation Plan.
- 32) Understanding household battery disposal practices and gathering feedback on customer service channels.
- 33) Gauging attitudes towards dog access on beaches to inform policy for a number of local boards: Orakei, Kaipatiki, Albert-Eden, Devonport-Takapuna, Rodney, Upper Harbour, Waiheke, Waitemata, Waitakere Ranges.
- 34) CCTV Strategic Action Plan - CCTV and Public safety.
- 35) Environmental Strategic Action Plan - Protecting and improving Auckland's natural environment.
- 36) Three Kings Community Needs – Puketapapa Local Board.
- 37) Food Grading survey – to gather feedback on current and alternative food grading options in light of the new food act.
- 38) Aucklanders' perceptions of Auckland as a place to live and work – as input to ATEEDs new marketing campaign and to understand how members view public buildings in town centres.
- 39) Cemeteries survey – to gather views on cemeteries in the area, as well as feedback to inform the development of new burial and ash areas.
- 40) Understanding Aucklanders' experience and views on the use of public spaces for shore-based fishing, freedom camping, filming and still photography.
- 41) Measuring usage and satisfaction with Auckland Zoo events and programmes.

Further information about the People's Panel and reports for each of the surveys conducted are published on our [website](#).