

# CITIZEN INSIGHTS MONITOR

## Quarter 4, 2017

Prepared for Auckland Council by Colmar Brunton





The survey is conducted continuously throughout the year, interviewing approximately n=3,000 Aucklanders over a 12 month period. In Quarter 4 we interviewed n=753 Aucklanders aged 15+.

Results are reported on a four quarter rolling average (combining the most recent 4 quarters to give a 12 month view). This achieves a sample size of n=3,236 for the most recent results (Q1 2017 – Q4 2017).

17 minute online survey using Colmar Brunton's online research panel.

Fieldwork dates of the quarter's results: October to December 2017.



The maximum margin of error on a sample size of n=753 is +/- 3.6%.  
The maximum margin of error on a sample size of n=3,236 is +/- 1.7%.



Sampling quotas are set to ensure a robust and representative sample of Aucklanders. Quotas are placed on age, gender, ethnicity and Local Board Area to reflect the profile of the Auckland population aged 15 years and older.

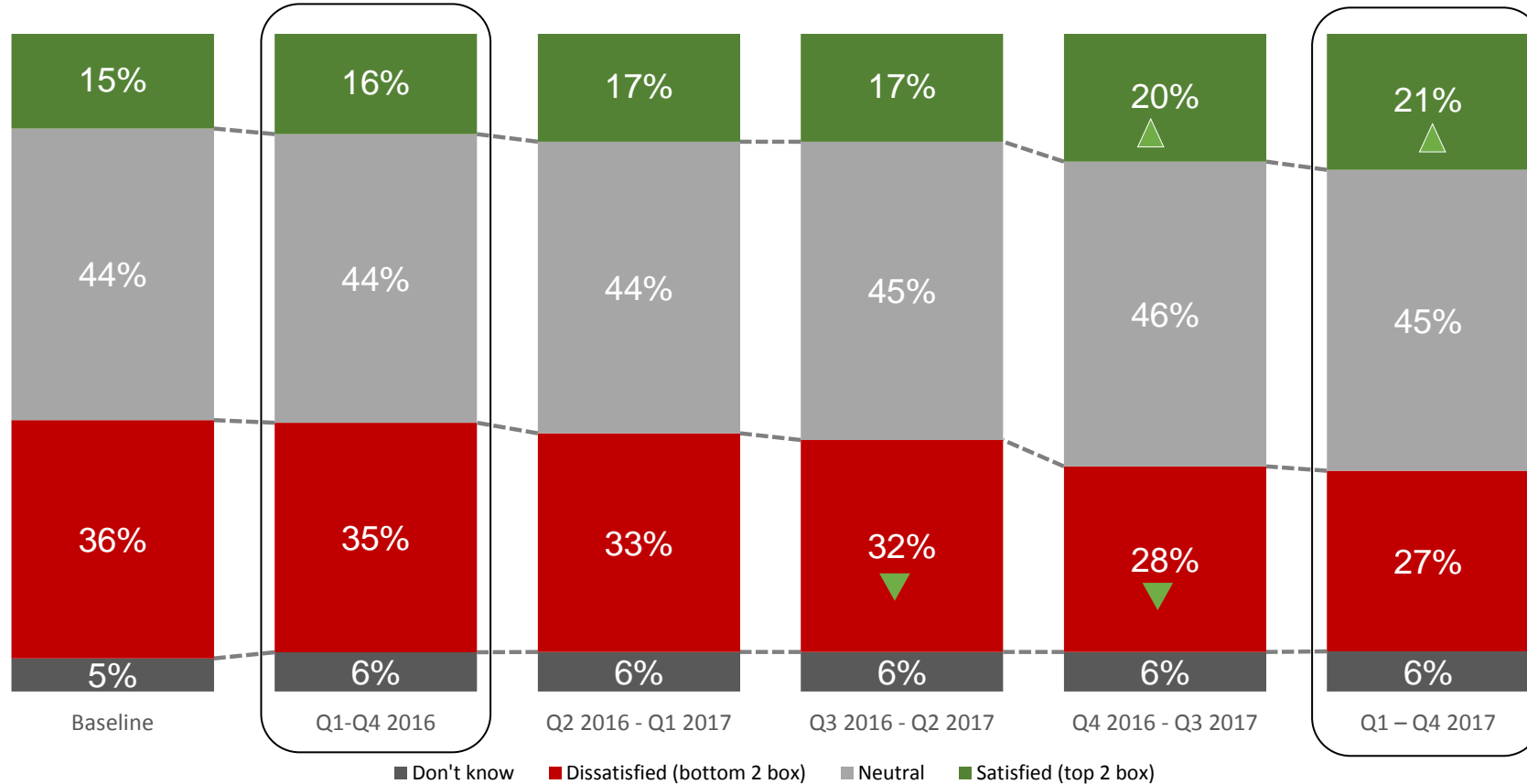


The data is post-weighted by age, gender, ethnicity and region from the 2013 Census statistics of the Auckland region.

Satisfaction with council performance is at a new high.

Year on year comparison (circled) shows significant growth.

SATISFACTION WITH COUNCIL PERFORMANCE



Q. How satisfied or dissatisfied are you with the overall performance of Auckland Council over the last 12 months?

▲ ▼ = Indicates positive Sig. differences vs. previous period at a 95% CI  
 ▲ ▼ = Indicates negative Sig. differences vs. previous period at a 95% CI

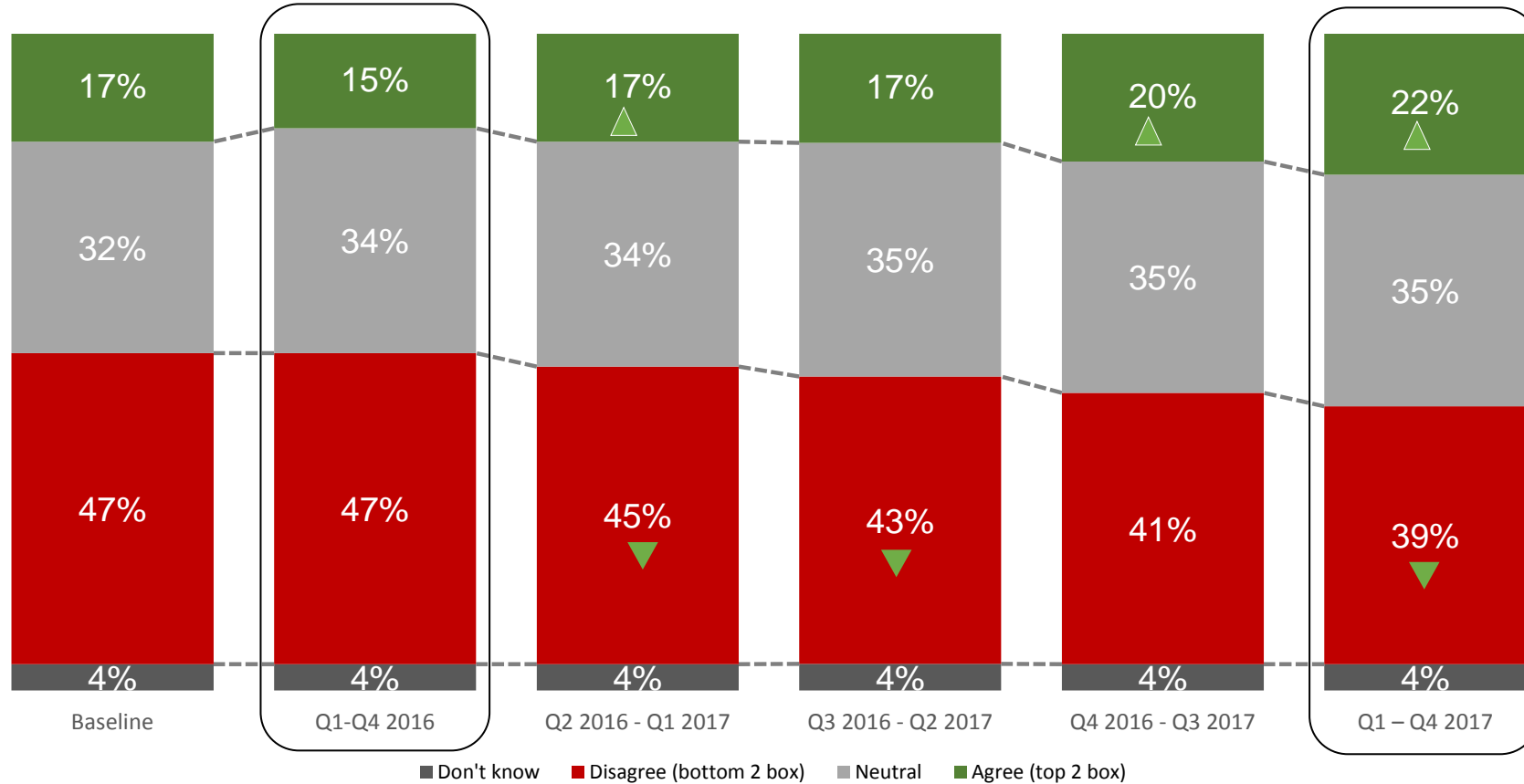
Base: Total Sample; Benchmark '15 (n=3015); Q1-Q4 '16 (n=3130); Q2 '16-Q1 '17 (n=3130), Q3 '16-Q2 '17 (n=3160), Q4 '16-Q3 '17 (n=3172), Q1 '17-Q4 '17 (n=3236)

Please note that due to variations in effective sample size and decimal point rounding, percentage point differences of the same value may sometimes be significant whilst on other occasions they are not

Trust in council decision making is at a new high.

Year on year comparison (circled) shows significant growth.

TRUST IN COUNCIL DECISION-MAKING



Q. How much do you agree or disagree with the following statement?

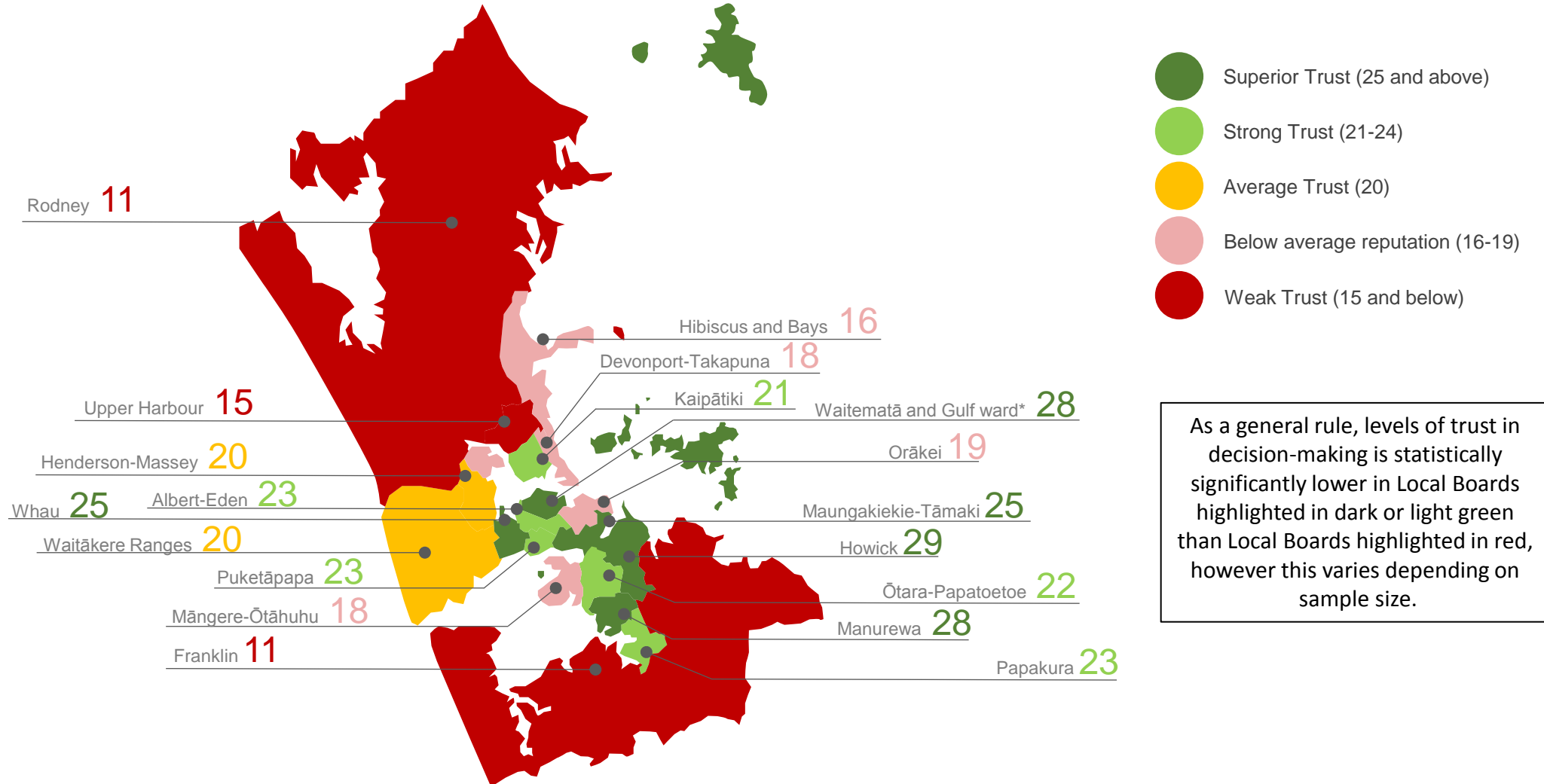
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Trust in council decision making is higher in Central Auckland and South Auckland. Franklin is the only area that experienced a significant decline in trust in Q4 2017 (15% vs current 11%).

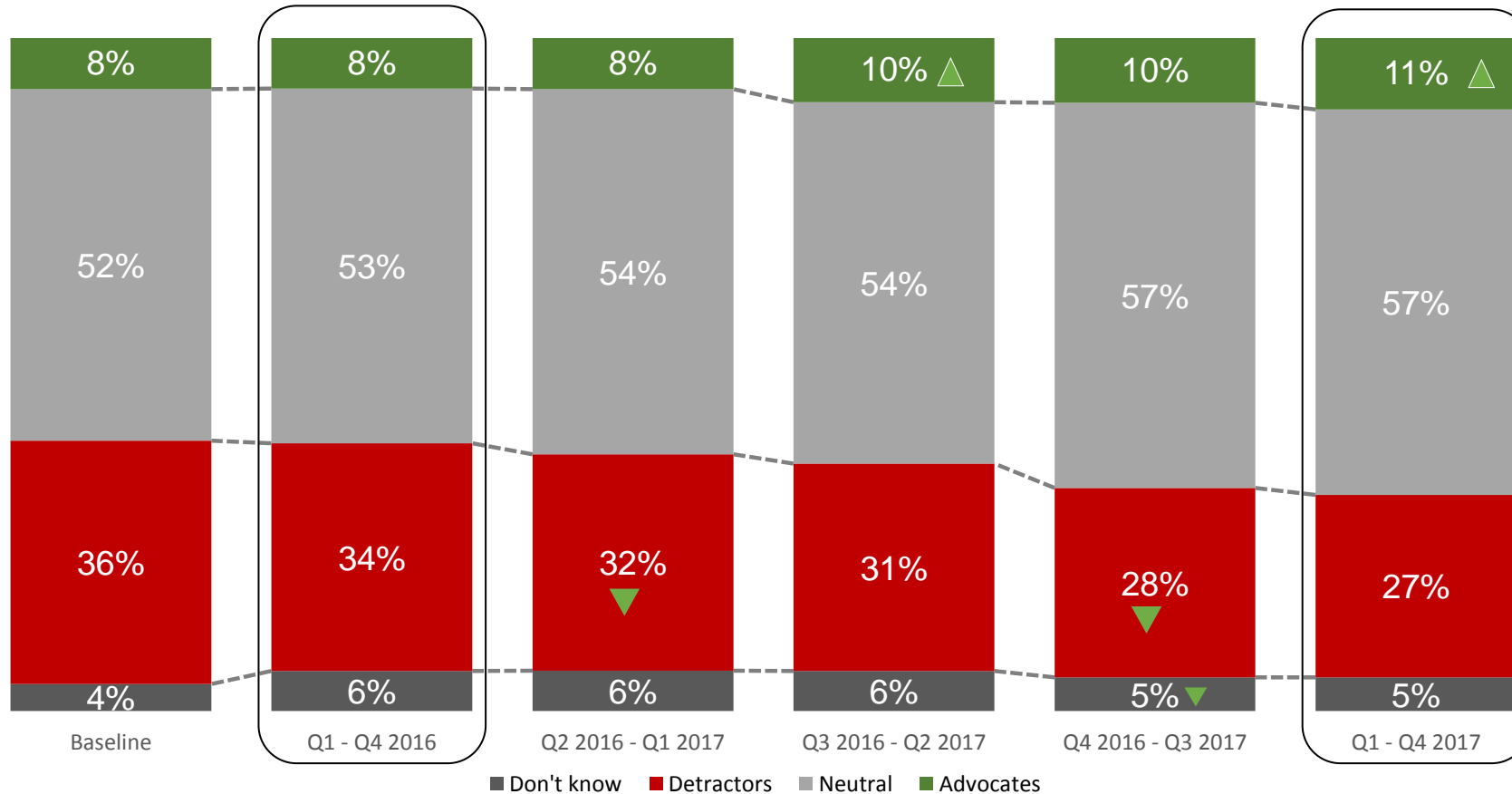
TRUST IN DECISION MAKING SCORES ACROSS THE REGION: LOCAL BOARD AREAS (Q1 –Q4 2017)



As a general rule, levels of trust in decision-making is statistically significantly lower in Local Boards highlighted in dark or light green than Local Boards highlighted in red, however this varies depending on sample size.

# Advocacy is at a new high.

## ADVOCACY



Q. Which **one** of the following statements best reflects your opinion of Auckland Council?

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This quarter has seen significant improvement in the Accountability and Effectiveness pillar – the pillar that has the biggest influence on advocacy.

PILLAR PERFORMANCE (T2B Scores) – 4 QUARTERLY ROLL

		BENCHMARK 2015	Q1 – Q4 2016	Q2 2016 – Q1 2017	Q3 2016 – Q2 2017	Q4 2016 – Q3 2017	Q1 – Q4 2017
<b>40%</b>	<b>ACCOUNTABILITY &amp; EFFECTIVENESS</b> Acts with honesty & integrity ▲ Is open and transparent ▲ Makes wise spending decisions ▲ Spends without waste or cost over-run ▲	14%	12% ▼	14% ▲	15% ▲	17% ▲	18% ▲
<b>22%</b>	<b>LEADERSHIP &amp; GROWTH</b>	19%	16% ▼	18% ▲	18%	20% ▲	20%
<b>20%</b>	<b>SOCIAL RESPONSIBILITY &amp; COMMUNICATIONS</b>	19%	17% ▼	19% ▲	20% ▲	22% ▲	23%
<b>19%</b>	<b>FAIRNESS &amp; ETHICS</b>	28%	25% ▼	27% ▲	29% ▲	31% ▲	32%

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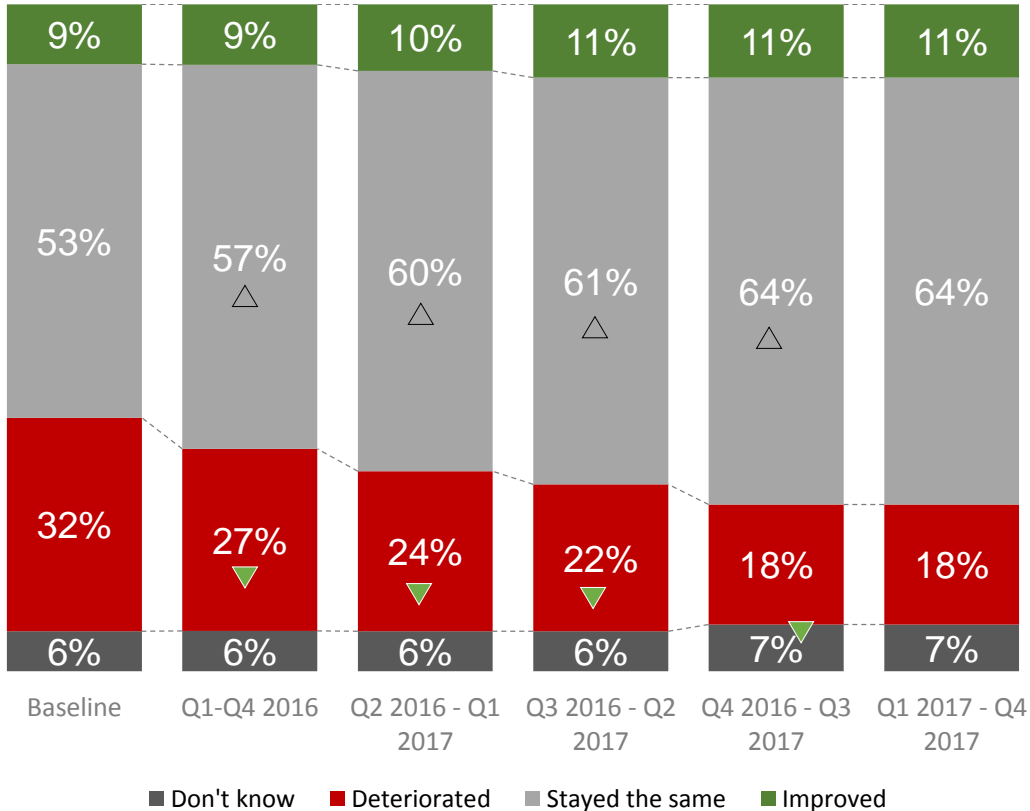
R6. How well do you believe Auckland Council demonstrates the following attributes?

\* Average T2B score on pillars is a mean of T2B percentages of all statements within a factor.

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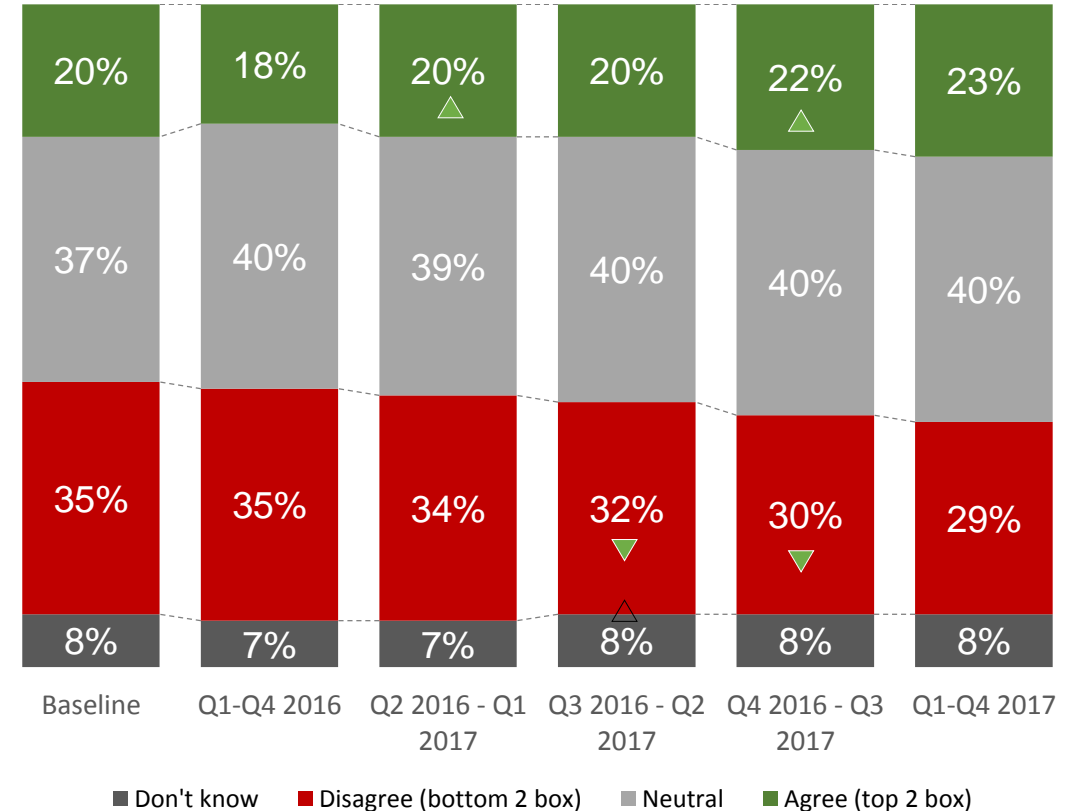
# Momentum unchanged this quarter.

## MOMENTUM – OVERALL VIEW OF AUCKLAND COUNCIL



Q. How have your views of Auckland Council changed over the past six months?

## AUCKLAND COUNCIL IS GOING IN THE RIGHT DIRECTION



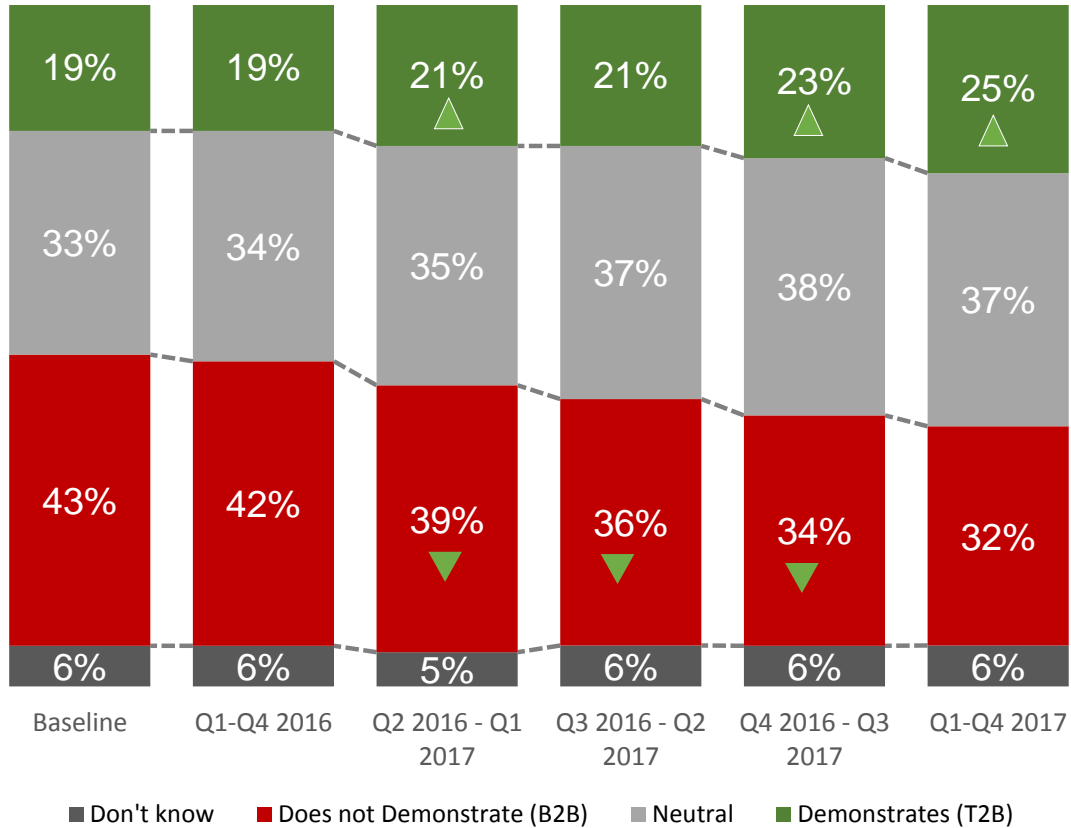
Q. How much do you agree or disagree with the following statement?

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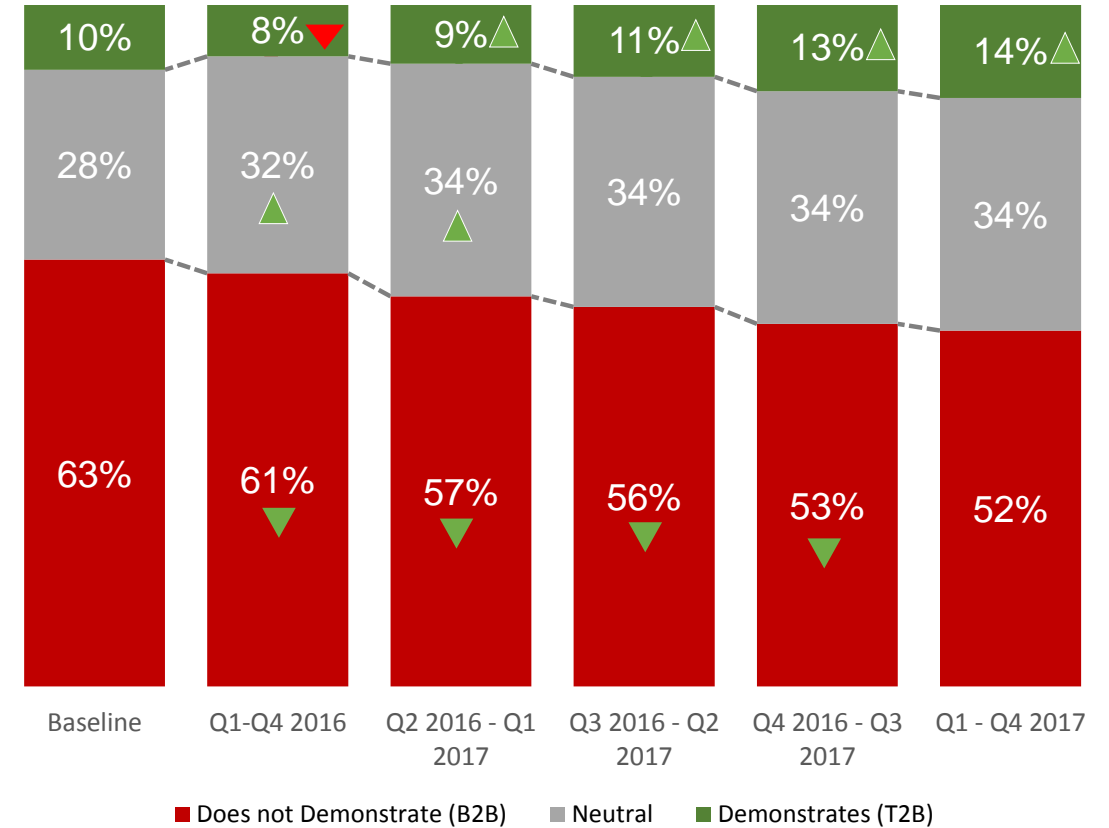
Perception of value for ratepayers' money continue to improve, as Aucklanders feel better informed about how rates are being spent. Year on year comparisons show strong growth.

PERCEPTIONS THAT COUNCIL KEEP PEOPLE INFORMED ON HOW THEIR RATES ARE BEING SPENT



Q. How much do you agree or disagree with the following statement?

IS AN EXAMPLE OF GOOD VALUE FOR RATEPAYERS MONEY



Q. How well do you believe Auckland Council demonstrates the following attributes?

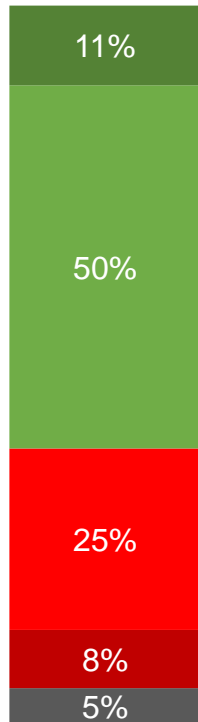
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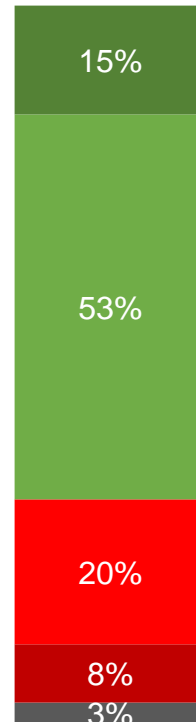
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The majority of Aucklanders acknowledge the work council is doing in the interest of residents.  
Based on Q3-4 2017 data only.

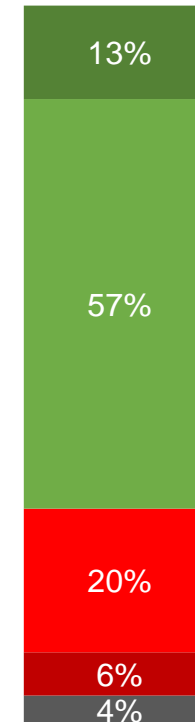
**Auckland Council is doing its best to overcome the challenges facing Auckland**



**Overall, Auckland Council has Auckland and Aucklanders' best interests at heart**



**You see Auckland Council doing good things for Auckland and Aucklanders**



- Agree strongly
- Agree slightly
- Disagree slightly
- Disagree strongly
- Don't know

## KEY METRICS – 4 QUARTERLY ROLL

		BENCHMARK 2015	Q1 – Q4 2016	Q2 2016 – Q1 2017	Q3 2016 – Q2 2017	Q4 2016 – Q3 2017	Q1 – Q4 2017
<b>Advocacy</b>	Advocates (T2B)	8%	8%	8%	10% ▲	10%	11% ▲
	Detractors (Bottom 2 Box)	36%	34%	32% ▼	31%	28% ▼	27%
<b>Trust in decision Making</b>	Total Agree (T2B)	17%	15%	17% ▲	17%	20% ▲	22% ▲
	Total Disagree (Bottom 2 Box)	47%	47%	45% ▼	43% ▼	41% ▼	39% ▼
<b>Satisfaction</b>	Total Satisfied (T2B)	15%	16%	17%	17%	20% ▲	21% ▲
	Total Dissatisfied (Bottom 2 Box)	36%	35%	33%	32% ▼	28% ▼	27%
<b>Auckland council is going in the right direction</b>	Total Agree (T2B)	20%	18%	20% ▲	20%	22% ▲	23%
	Total Disagree (Bottom 2 Box)	35%	35%	34%	32% ▼	30% ▼	29%
<b>Momentum</b>	Views Improved	9%	9%	10%	11%	11%	11%
	Views Deteriorated	32%	27% ▼	24% ▼	22% ▼	18% ▼	18%
<b>Seeks residents point of view</b>	Total Demonstrates (T2B)	18%	17%	18%	19%	20%	22% ▲
	Total Doesn't Demonstrate (Bottom 2 Box)	46%	44%	42% ▼	42%	40% ▼	38% ▼
<b>Is an example of good value for ratepayers' money</b>	Total Demonstrates (T2B)	10%	8% ▼	9% ▲	11% ▲	13% ▲	14% ▲
	Total Doesn't Demonstrate (Bottom 2 Box)	63%	61% ▼	57% ▼	56%	53% ▼	52% ▼
<b>Perceptions that council keep people informed on how their rates are being spent</b>	Total Demonstrates (T2B)	19%	19%	21% ▲	21%	23% ▲	25% ▲
	Total Doesn't Demonstrate (Bottom 2 Box)	43%	42%	39% ▼	36% ▼	34% ▼	32%

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