

# CITIZEN INSIGHTS MONITOR UPDATE

- Latest results based on a four quarter rolling average: Q3 2017 – Q2 2018
- N=3,204 interviews
- Comparisons made to:
  - Baseline (Nov-Dec 2015)
  - Q1 - Q4 2016
  - Q2 2016 – Q1 2017
  - Q3 2016 – Q2 2017
  - Q4 2016 – Q3 2017
  - Q1 2017- Q4 2017
  - Q2 2017 – Q1 2018
  - Q3 2017 – Q2 2018





17 minute survey conducted with n=812 Auckland residents aged 15+ between April and June 2018.

4-quarter rolling data achieves a sample size of n=3,204



The maximum margin of error on a sample size of n=812 is +/- 3.4%  
The maximum margin of error on a sample size of n=3,204 is +/- 1.7%



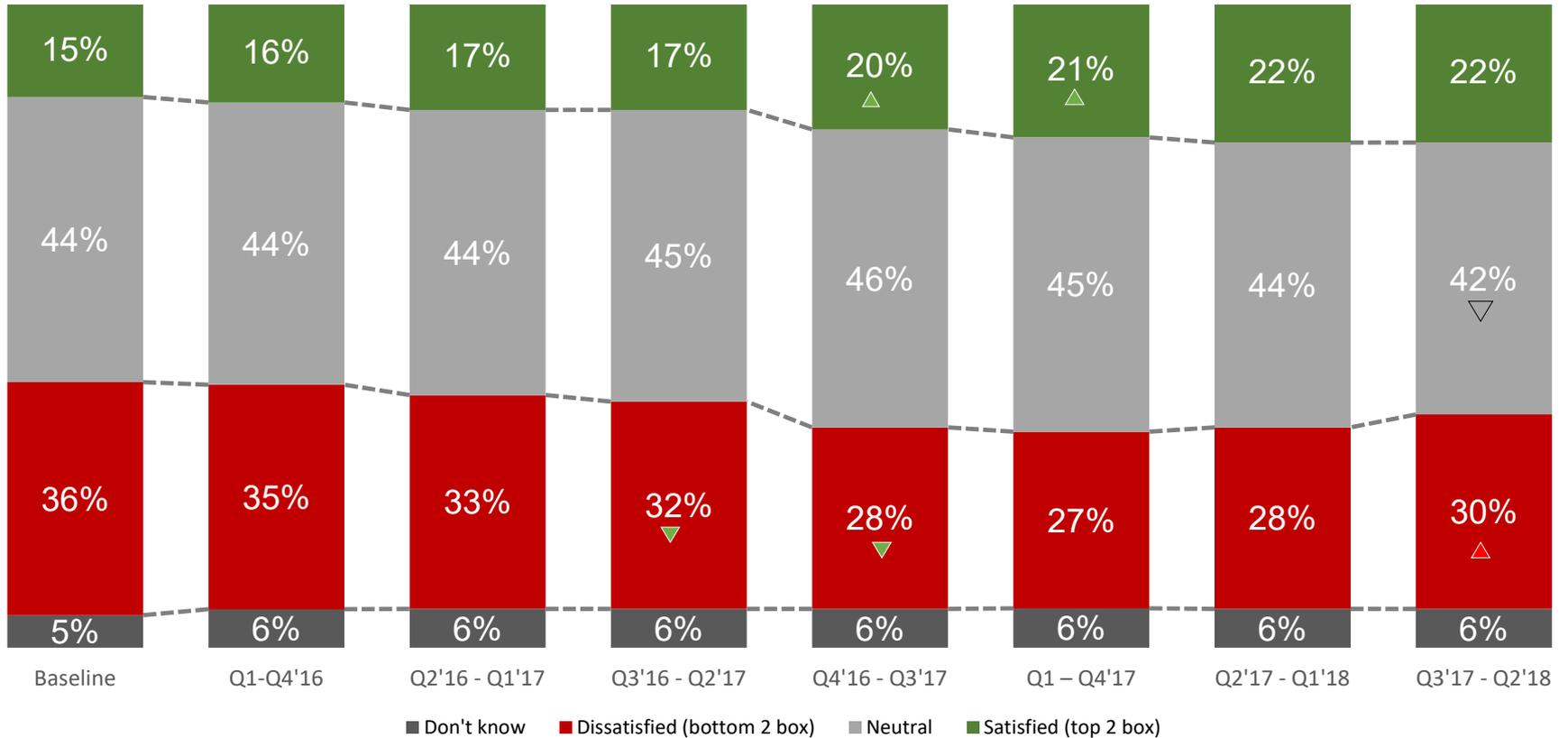
Quotas are set by age, gender, ethnicity and Local Board Area to reflect the profile of the Auckland population aged 15 years and older



The data has been post-weighted by age, gender, ethnicity and region from the 2013 Census statistics of the Auckland region. Sample sizes are indicated for the period covering the Citizen Insights Monitor

Satisfaction is steady, but some weakening is evident with a higher number of dissatisfied residents this wave.

### SATISFACTION WITH COUNCIL PERFORMANCE



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

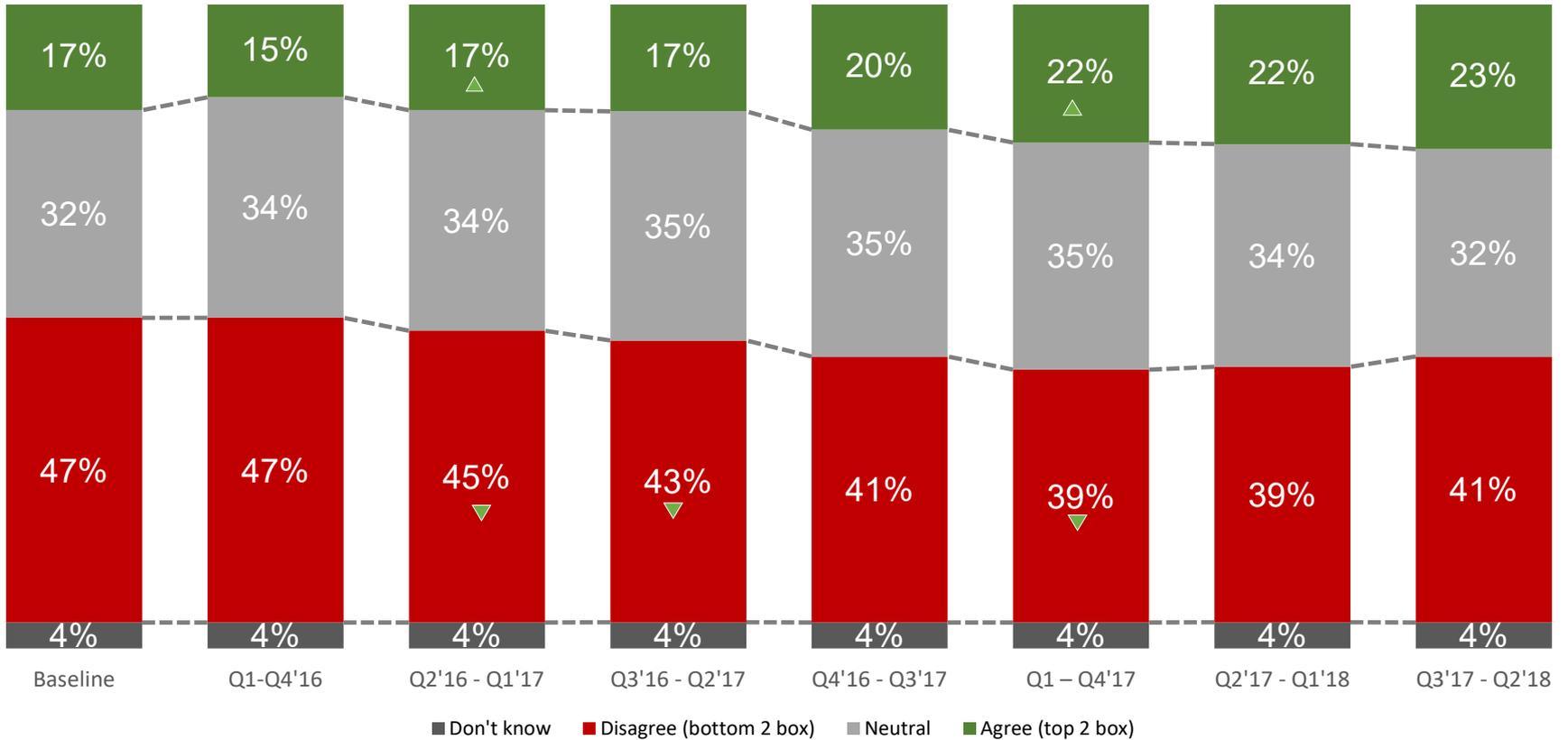
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Base: Total Sample; Benchmark '15 (n=3015); Q1-Q4 '16 (n=3130); Q2 '16-Q1 '17 (n=3130), Q3 '16-Q2 '17 (n=3160), Q4 '16-Q3 '17 (n=3172), Q1 '17-Q4 '17 (n=3236), Q2'17-Q1'18 (n=3235), Q3'17-Q2'18 (n= 3204)

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 steady.

## TRUST IN COUNCIL DECISION-MAKING



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

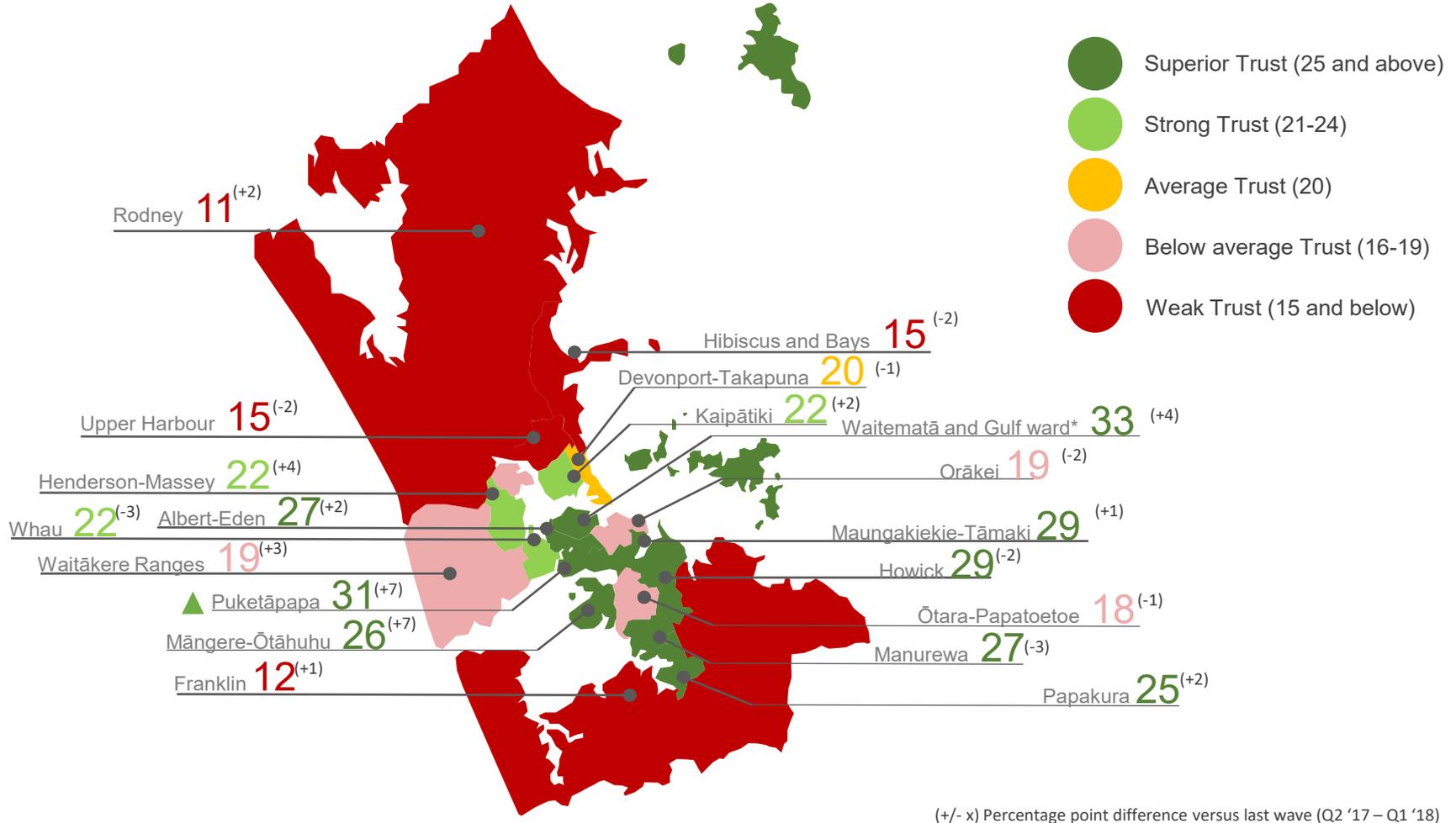
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Trust in council decision making remains steady by Local Board, remaining highest in Central Auckland and South Auckland. Trust has strengthened in Puketāpapa.

## TRUST IN DECISION MAKING SCORES ACROSS THE REGION: LOCAL BOARD AREAS (Q3 '17 – Q2 '18)

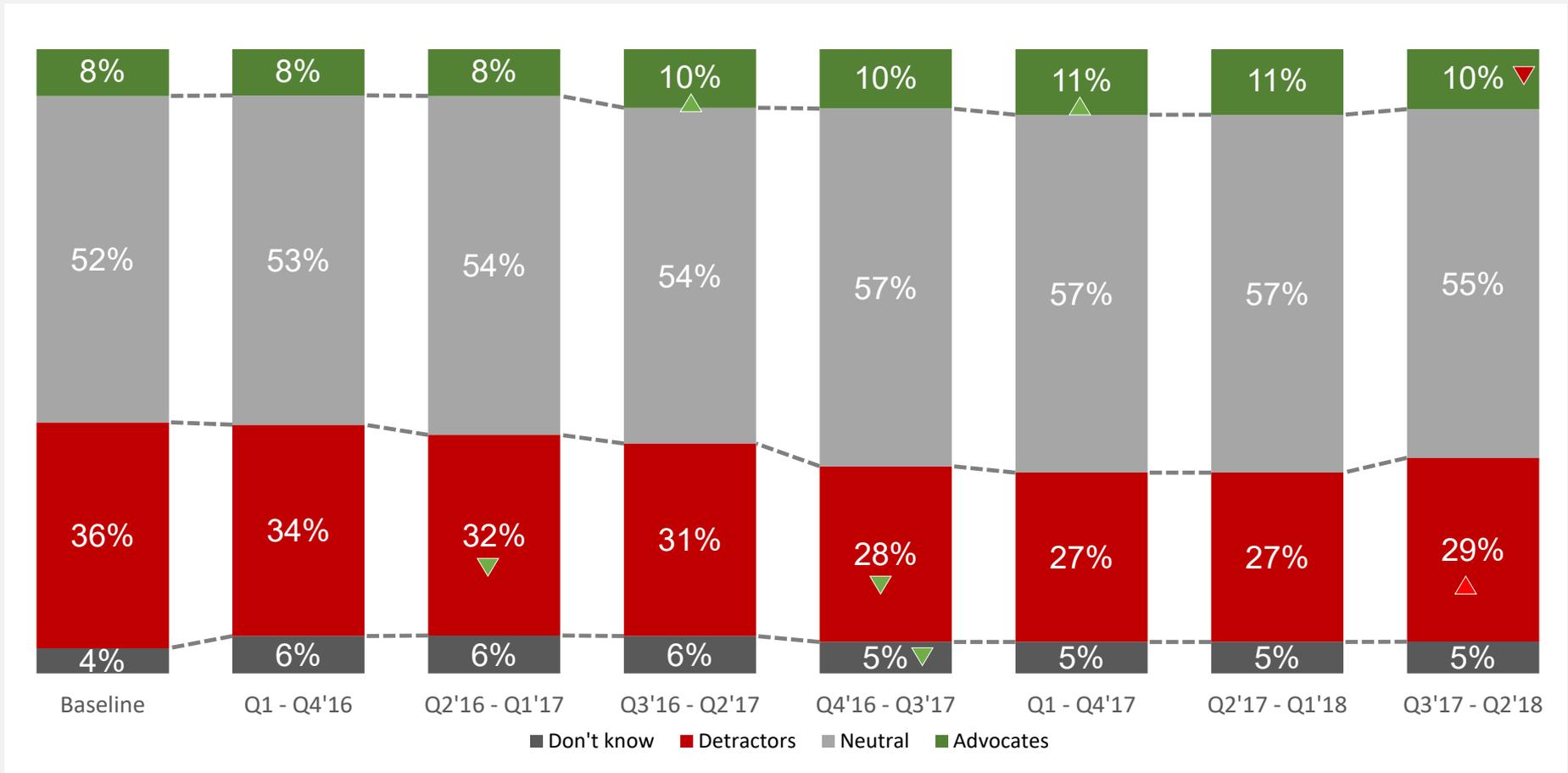


\* Waitematā and Gulf Islands have been reported at the ward level as sample sizes for the local boards of Waiheke and Great Barrier are too small for local board analysis

▲ ▼ = Sig. lower/higher trust (95% CI & taking into account effective sample size and rounding)

Advocacy is down compared to the last two waves, and is now on par with same time a year ago.

### ADVOCACY



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

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# The Leadership & Growth pillar has strengthened this wave.

## PILLAR PERFORMANCE (T2B Scores) – 4 QUARTERLY ROLL

	BENCHMARK 2015	Q1 – Q4'16	Q2'16 – Q1'17	Q3'16 – Q2'17	Q4'16 – Q3'17	Q1 – Q4 '17	Q2'17 – Q1'18	Q3'17 – Q2'18
<b>40%</b> ACCOUNTABILITY & EFFECTIVENESS	14%	12%▼	14%▲	15%▲	17%▲	19%▲	19%	20%
<b>22%</b> LEADERSHIP & GROWTH	19%	16%▼	18%▲	18%	20%▲	21%	22%	23%▲
<b>20%</b> SOCIAL RESPONSIBILITY & COMMUNICATIONS	19%	17%▼	19%▲	20%▲	22%▲	23%	24%	24%
<b>19%</b> FAIRNESS & ETHICS	28%	25%▼	27%▲	29%▲	31%▲	33%▲	33%	33%

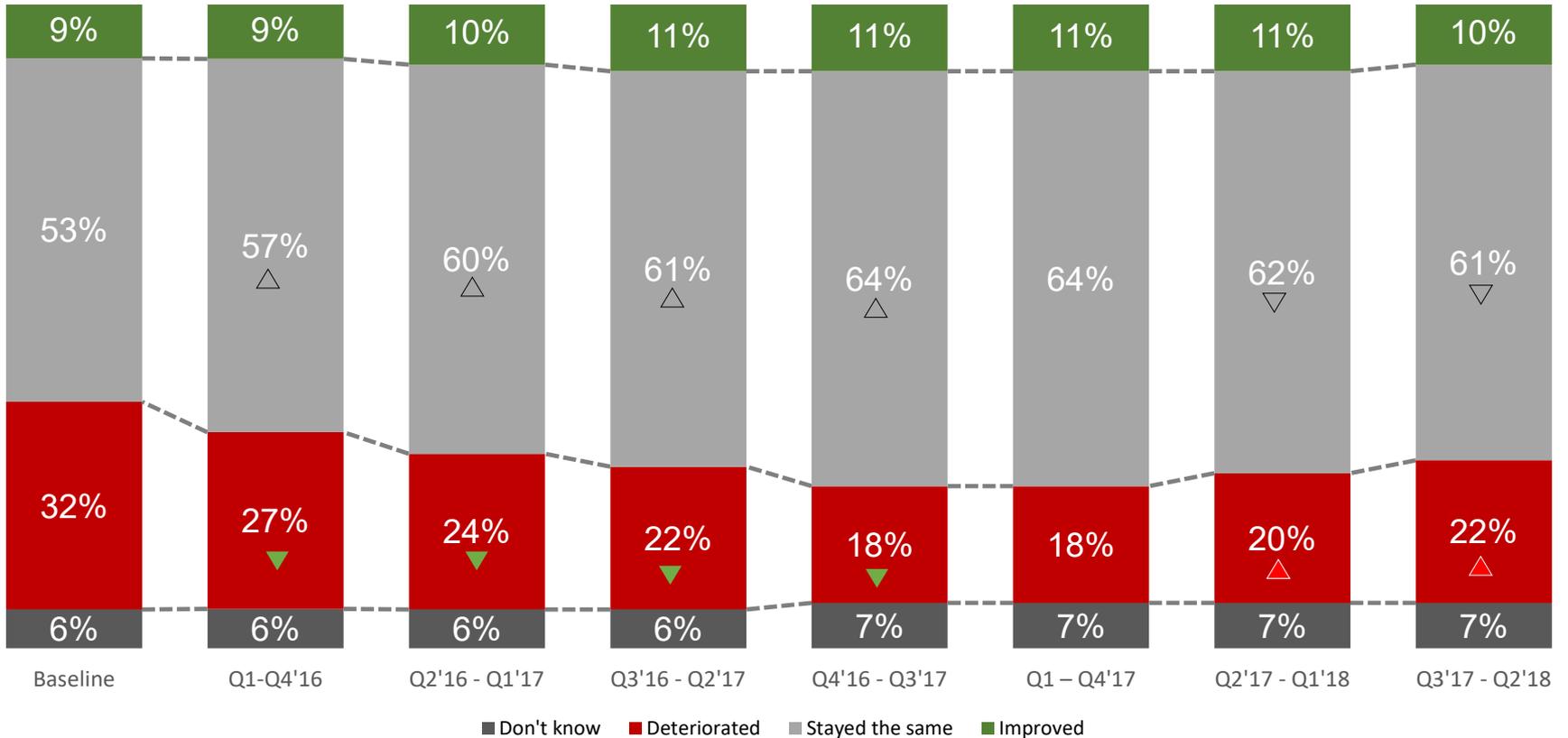
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R6. How well do you believe Auckland Council demonstrates the following attributes?  
\* Average T2B score on pillars is a mean of T2B percentages of all statements within a factor.

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# Negative perceptions about council are increasing.

## MOMENTUM

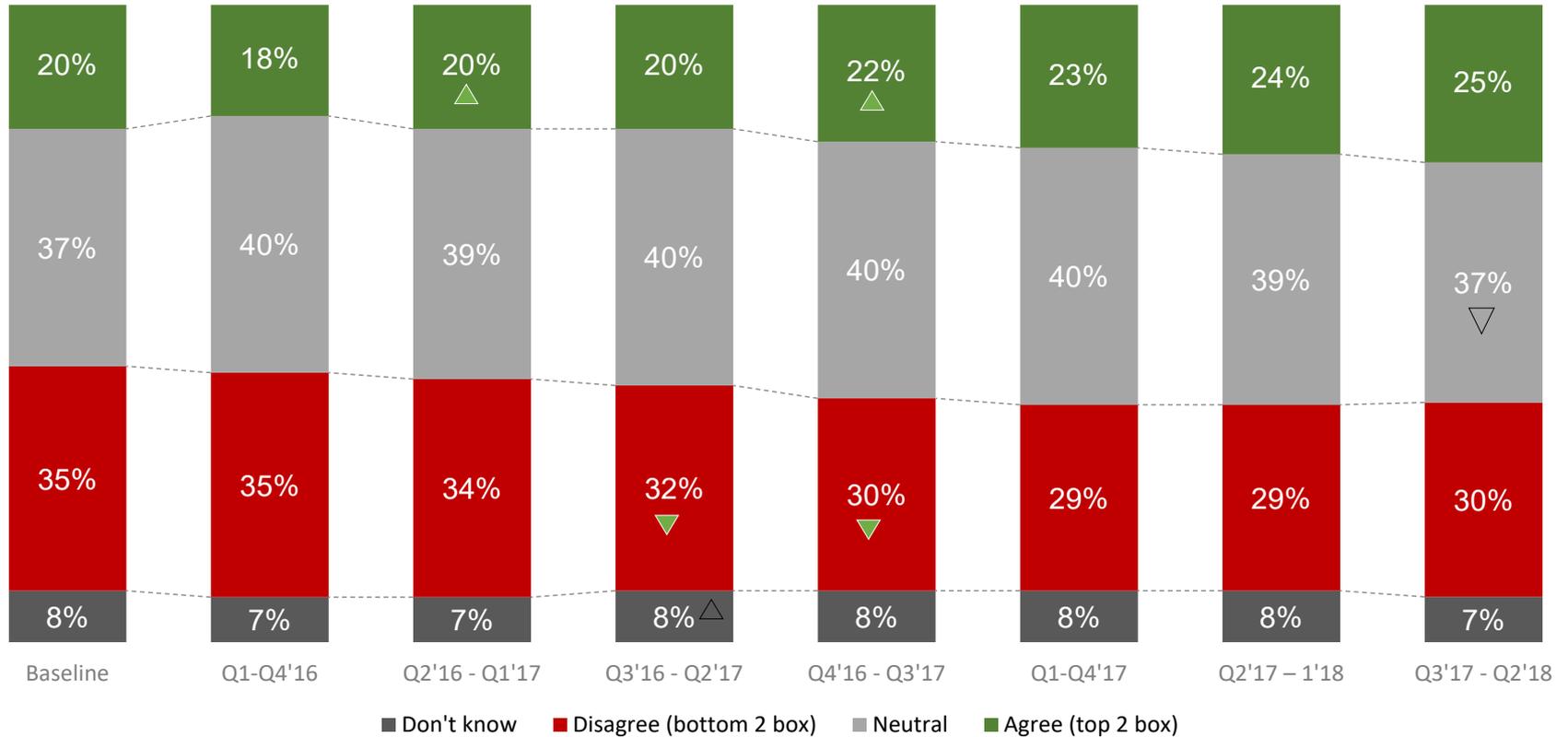


Q. How much do you agree or disagree with the following statement?

▲ ▼ = Indicates positive Sig. differences vs. previous period at a 95% CI  
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Despite negative shifts this wave, there is sustained growth in the number of residents who believe Auckland Council is going in the right direction.

### AUCKLAND COUNCIL IS GOING IN THE RIGHT DIRECTION



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

$\triangle \nabla$  = Indicates positive Sig. differences vs. previous period at a 95% CI

$\blacktriangle \blacktriangledown$  = Indicates negative Sig. differences vs. previous period at a 95% CI

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The majority of Aucklanders acknowledge the work council is doing is in the interest of its residents.

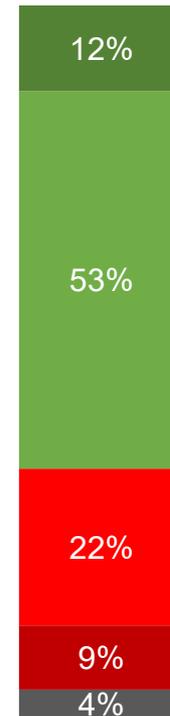
**Auckland Council is doing its best to overcome the challenges facing Auckland**



**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

# KPI Scorecard

## KEY METRICS – 4 QUARTERLY ROLL

		BENCHMARK 2015	Q1 – Q4'16	Q2'16 – Q1'17	Q3'16 – Q2'17	Q4'16 – Q3'17	Q1 – Q4'17	Q2'17 – Q1'18	Q3'17 – Q2'18
<b>Advocacy</b>	Advocates (T2B)	8%	8%	8%	10%▲	10%	11%▲	11%	10%▼
	Detractors (Bottom 2 Box)	36%	34%	32%▼	31%	28%▼	27%	27%	29%▲
<b>Trust in decision Making</b>	Total Agree (T2B)	17%	15%	17%▲	17%	20%▲	22%▲	22%	23%
	Total Disagree (Bottom 2 Box)	47%	47%	45%▼	43%▼	41%▼	39%▼	39%	41%
<b>Satisfaction</b>	Total Satisfied (T2B)	15%	16%	17%	17%	20%▲	21%▲	22%	22%
	Total Dissatisfied (Bottom 2 Box)	36%	35%	33%	32%▼	28%▼	27%	28%	30%▲
<b>Auckland council is going in the right direction</b>	Total Agree (T2B)	20%	18%	20%▲	20%	22%▲	23%	24%	25%
	Total Disagree (Bottom 2 Box)	35%	35%	34%	32%▼	30%▼	29%	29%	30%
<b>Momentum</b>	Views Improved	9%	9%	10%	11%	11%	11%	11%	10%
	Views Deteriorated	32%	27%▼	24%▼	22%▼	18%▼	18%	20%▲	22%▲
<b>Seeks residents point of view</b>	Total Demonstrates (T2B)	18%	17%	18%	19%	20%	22%▲	22%	21%
	Total Doesn't Demonstrate (Bottom 2 Box)	46%	44%	42%▼	42%	40%▼	38%▼	39%	39%
<b>Is an example of good value for ratepayers' money</b>	Total Demonstrates (T2B)	9%	7%▼	8%▲	10%▲	12%▲	13%▲	14%	14%
	Total Doesn't Demonstrate (Bottom 2 Box)	58%	57%▼	53%▼	51%	49%▼	48%▼	48%	50%▲
<b>Perceptions that council keep people informed on how their rates are being spent</b>	Total Demonstrates (T2B)	19%	19%	21%▲	21%	23%▲	25%▲	25%	26%
	Total Doesn't Demonstrate (Bottom 2 Box)	43%	42%	39%▼	36%▼	34%▼	32%	33%	34%

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