

CITIZEN INSIGHTS MONITOR UPDATE

- Latest results – Q1 2018 - Q4 2018 (N=3,232 interviews)
- Results based on a four quarter rolling average (unless indicated otherwise)
- Comparisons made quarterly since baseline in November - December 2015





17 minute survey conducted with n=751 Auckland residents aged 15+ between October and December 2018.
4-quarter rolling data achieves a sample size of n=3,230



The maximum margin of error on a sample size of n=751 is +/- 3.6%
The maximum margin of error on a sample size of n=3,230 is +/- 1.7%



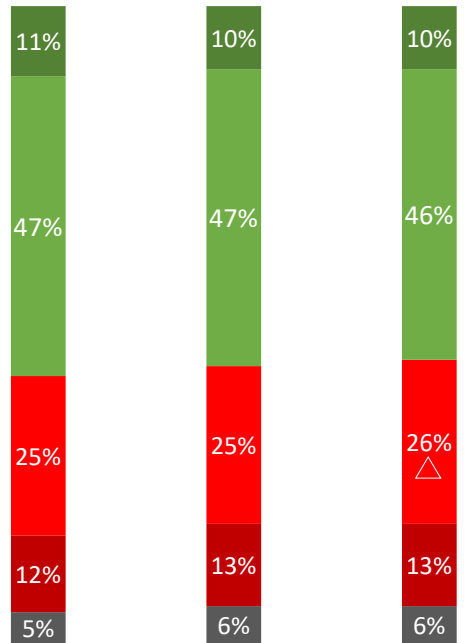
Quotas are set by age, gender, ethnicity and Local Board Area to reflect the profile of the Auckland population aged 15 years and older



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

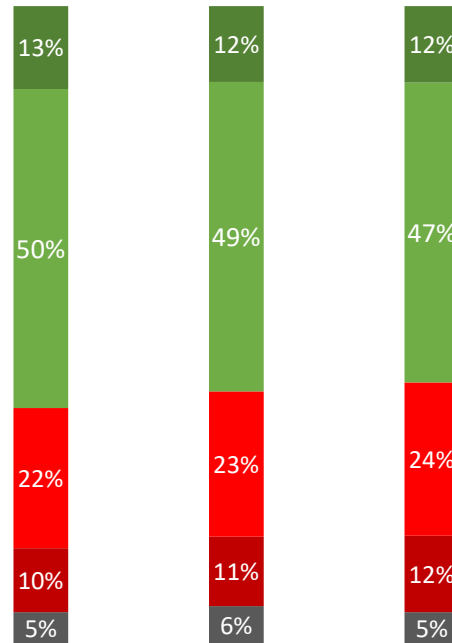
Aucklanders are optimistic about Auckland Council delivering for Auckland.

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



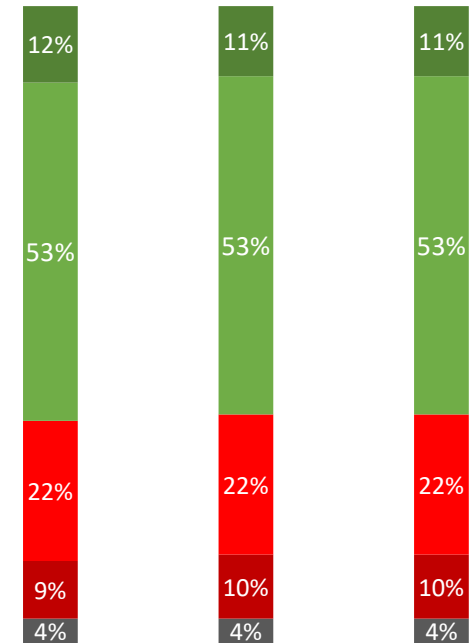
Q3 2017 – Q2 2018 Q4 2017 – Q3 2018 Q1 2018 – Q4 2018

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



Q3 2017 – Q2 2018 Q4 2017 – Q3 2018 Q1 2018 – Q4 2018

You see Auckland Council doing good things for Auckland and Aucklanders



Q3 2017 – Q2 2018 Q4 2017 – Q3 2018 Q1 2018 – Q4 2018

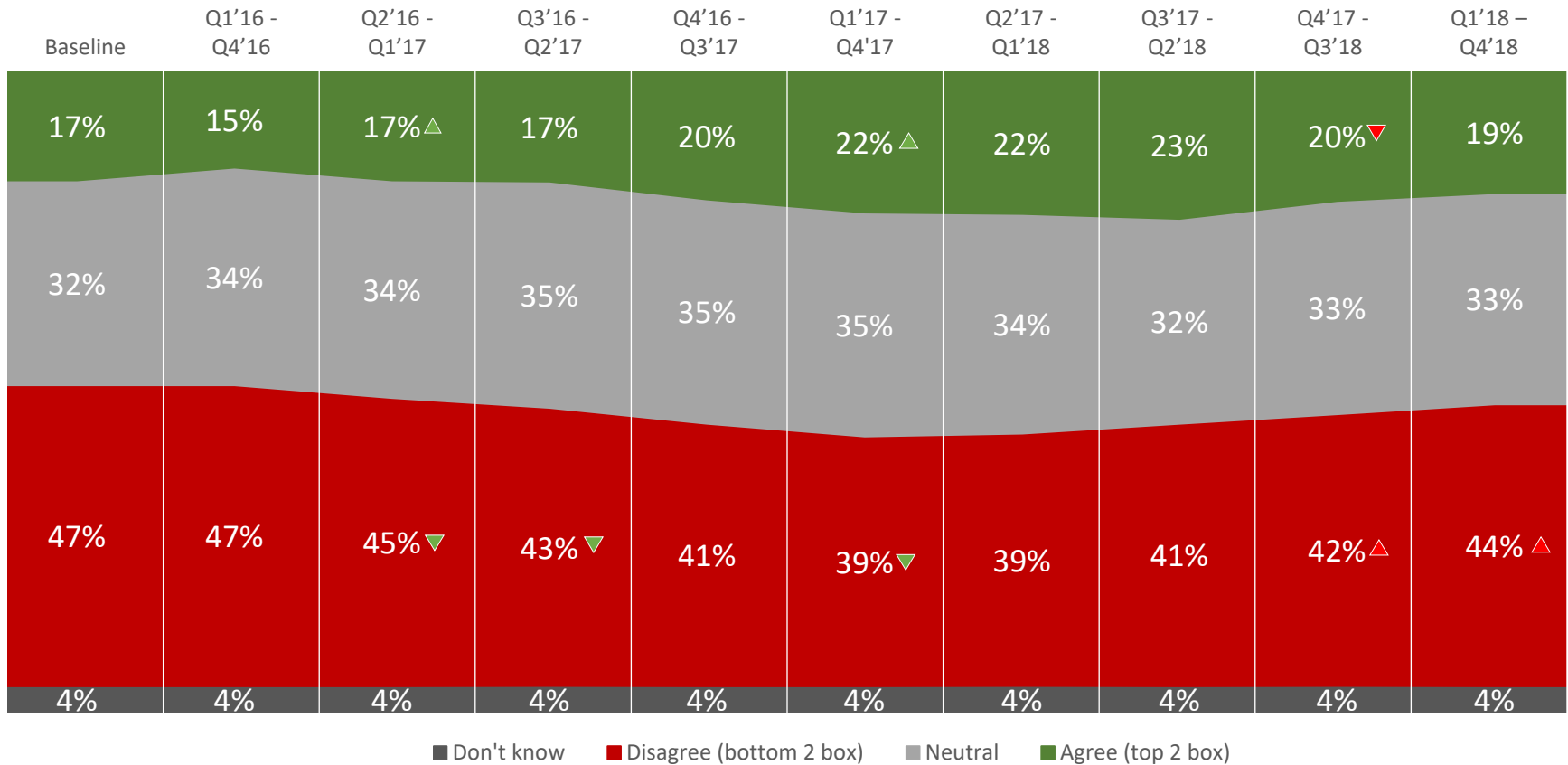
■ Agree strongly
 ■ Agree slightly
 ■ Disagree slightly
 ■ Disagree strongly
 ■ Don't know

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

R5b. Do you agree or disagree with the following statements about Auckland Council? Base Q3'17-Q2'18 (n=3204), Q4'17-Q3'18 (n=3232), Q1'18-Q4'18 (n=3230)

Trust in decision-making has been weakening slowly since mid-2018.

TRUST IN COUNCIL DECISION-MAKING



O3. How much do you agree or disagree with the following statement?

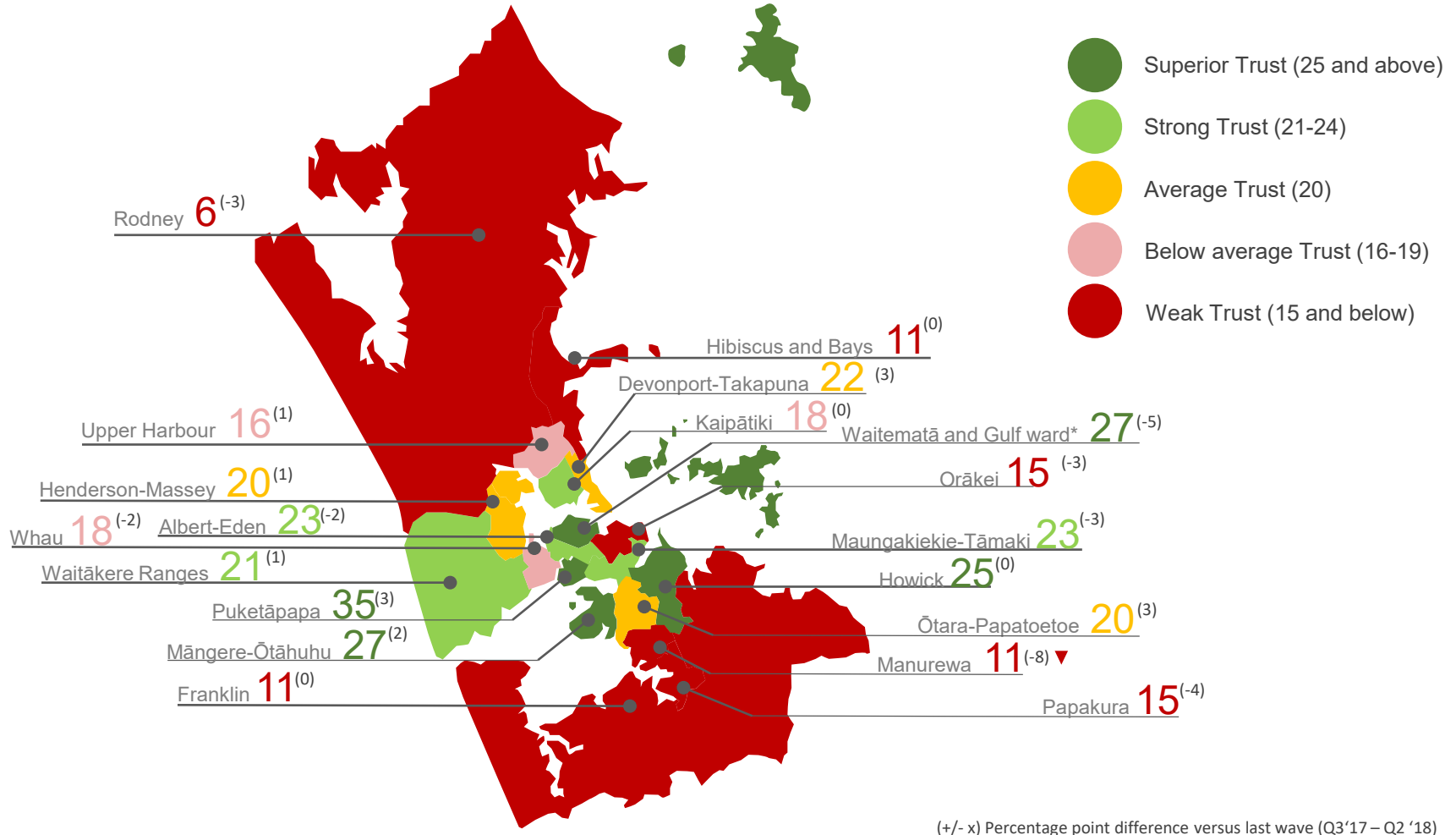
▲ ▼ = Indicates positive Sig. differences vs. previous period at a 95% CI
▲ ▼ = Indicates negative Sig. differences vs. previous period at a 95% CI

Base: Total Sample; Benchmark '15 (n=3015); Q1'16-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); Q4'17-Q3'18 (n=3232); Q1'18 - Q4'18 (n=3230)

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 stable by Local Board, with only Manurewa weakening significantly. Trust remains highest in central and south Auckland.

TRUST IN DECISION MAKING SCORES ACROSS THE REGION: LOCAL BOARD AREAS
(Q4 '17-Q3 '18)

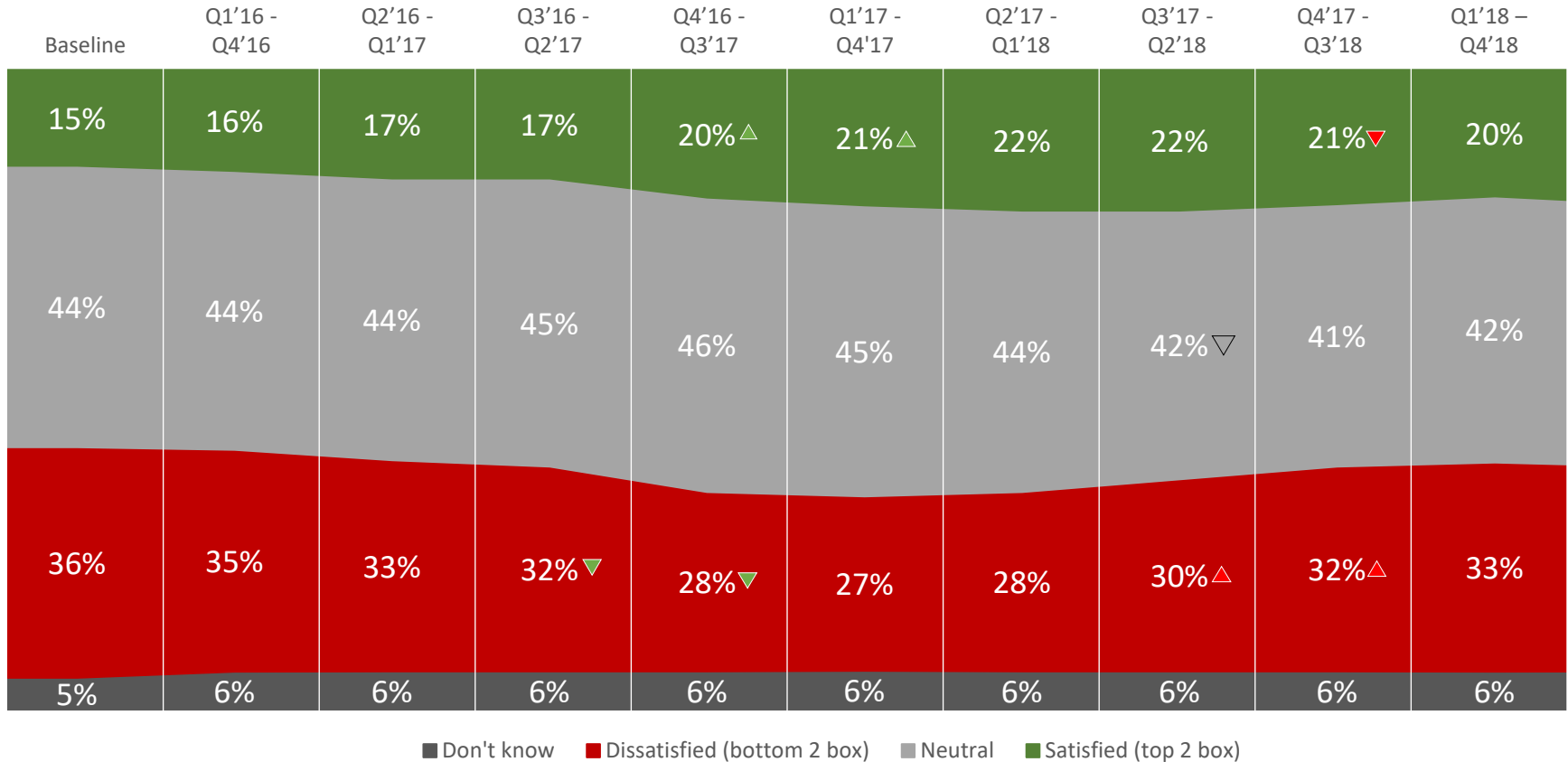


* Waitematā and Gulf Islands have been reported at the ward level as sample sizes for the local boards of Waiheke and Great Barrier are too small for local board analysis

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

Satisfaction also weakening, though latest quarter is not significantly lower.

SATISFACTION WITH COUNCIL PERFORMANCE



O1. How satisfied or dissatisfied are you with the overall performance of Auckland Council over the last 12 months?

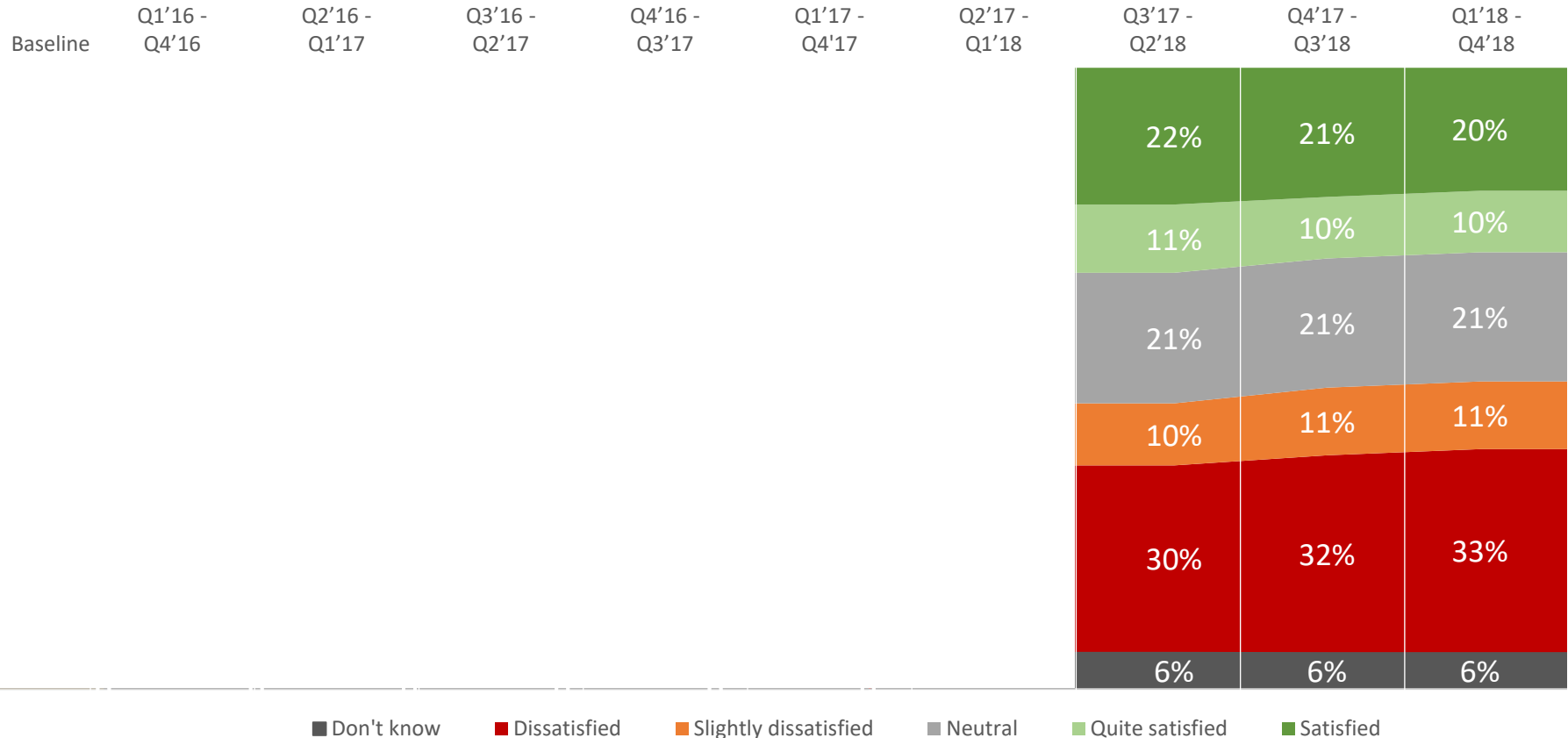
[△] [▽] = Indicates positive Sig. differences vs. previous period at a 95% CI
[▲] [▼] = Indicates negative Sig. differences vs. previous period at a 95% CI

Base: Total Sample; Benchmark '15 (n=3015); Q1'16-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); Q4'17-Q3'18 (n=3232); Q1'18 - Q4'18 (n=3230)

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

Breaking down “neutrals” shows a more granular breakdown of Aucklanders’ attitudes.

SATISFACTION (breaking down the “neutrals”)



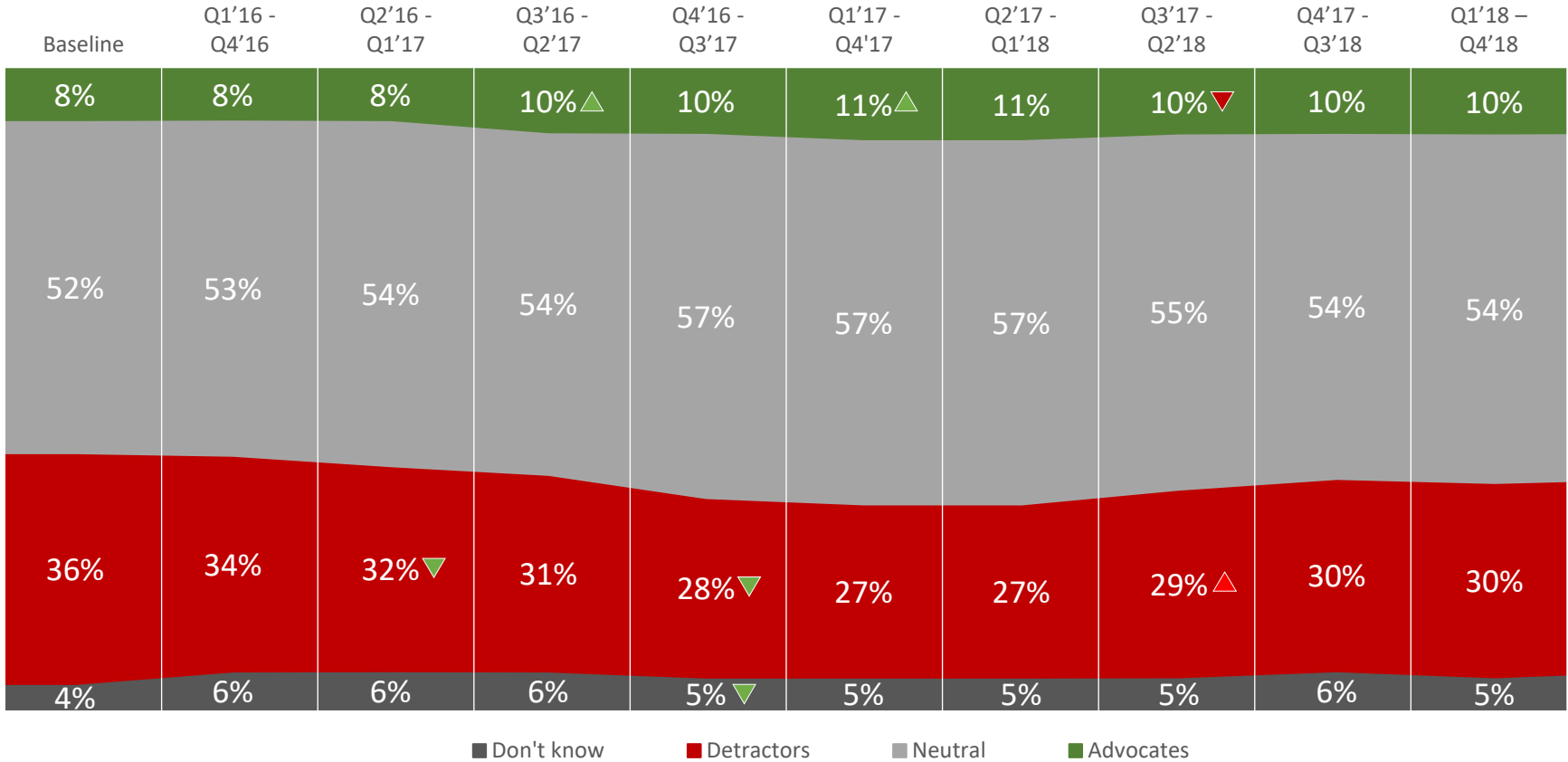
New question added in Q3 2017 to better understand sentiment within the large neutral group.

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

O1 - Which of the following would best describe your feelings towards Auckland Council's overall performance over the last 12 months? Base Q3'17-Q2'18 (n=3204), Q4'17-Q3'18 (n=3232), Q1'18-Q4'18 (n=3230) O1a - Which of the following would best describe your feelings towards Auckland Council's overall performance over the last 12 months? Base Q3'17-Q2'18 (n=1024), Q4'17-Q3'18 (n=1337), Q1'18-Q4'18 (n=1320)

Advocacy remains steady.

ADVOCACY



R5. Which one of the following statements best reflects your opinion of Auckland Council?

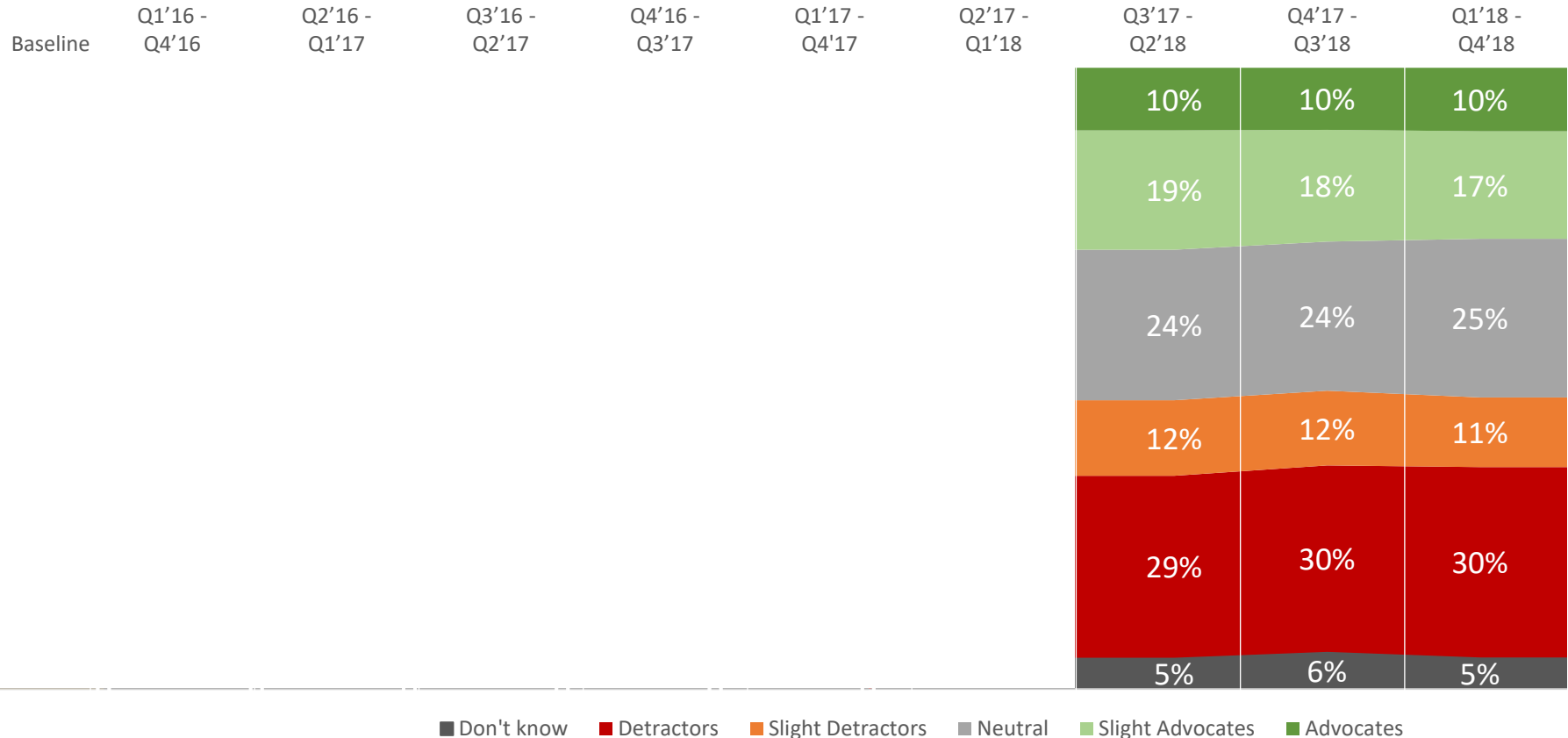
▲ ▼ = Indicates positive Sig. differences vs. previous period at a 95% CI
 ▲ ▼ = Indicates negative Sig. differences vs. previous period at a 95% CI

Base: Total Sample; Benchmark '15 (n=3015); Q1'16-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), Q4'17-Q3'18 (n=3232), Q1'18 - Q4'18 (n=3230)

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

Breaking down “neutrals” shows a more granular view of Aucklanders’ attitudes.

ADVOCACY (breaking down the “neutrals”)



New question added in Q3 2017 to better understand sentiment within the large neutral group.

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

No significant changes in the four pillars that drive trust.

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	Q4'17 – Q3'18	Q1 – Q4'18
40% ACCOUNTABILITY & EFFECTIVENESS	14%	12%▼	14%▲	15%▲	17%▲	19%▲	19%	19%	18%▼	17%
22% LEADERSHIP & GROWTH	19%	16%▼	18%▲	18%	20%▲	21%	22%	22%	21%	21%
20% SOCIAL RESPONSIBILITY & COMMUNICATIONS	19%	17%▼	19%▲	20%▲	22%▲	23%	24%	24%	23%	23%
19% FAIRNESS & ETHICS	28%	25%▼	27%▲	29%▲	31%▲	33%▲	33%	33%	33%	32%

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), Q4'17– Q3'18 (n=3232), Q1-Q4 '16 (n=3230)

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.

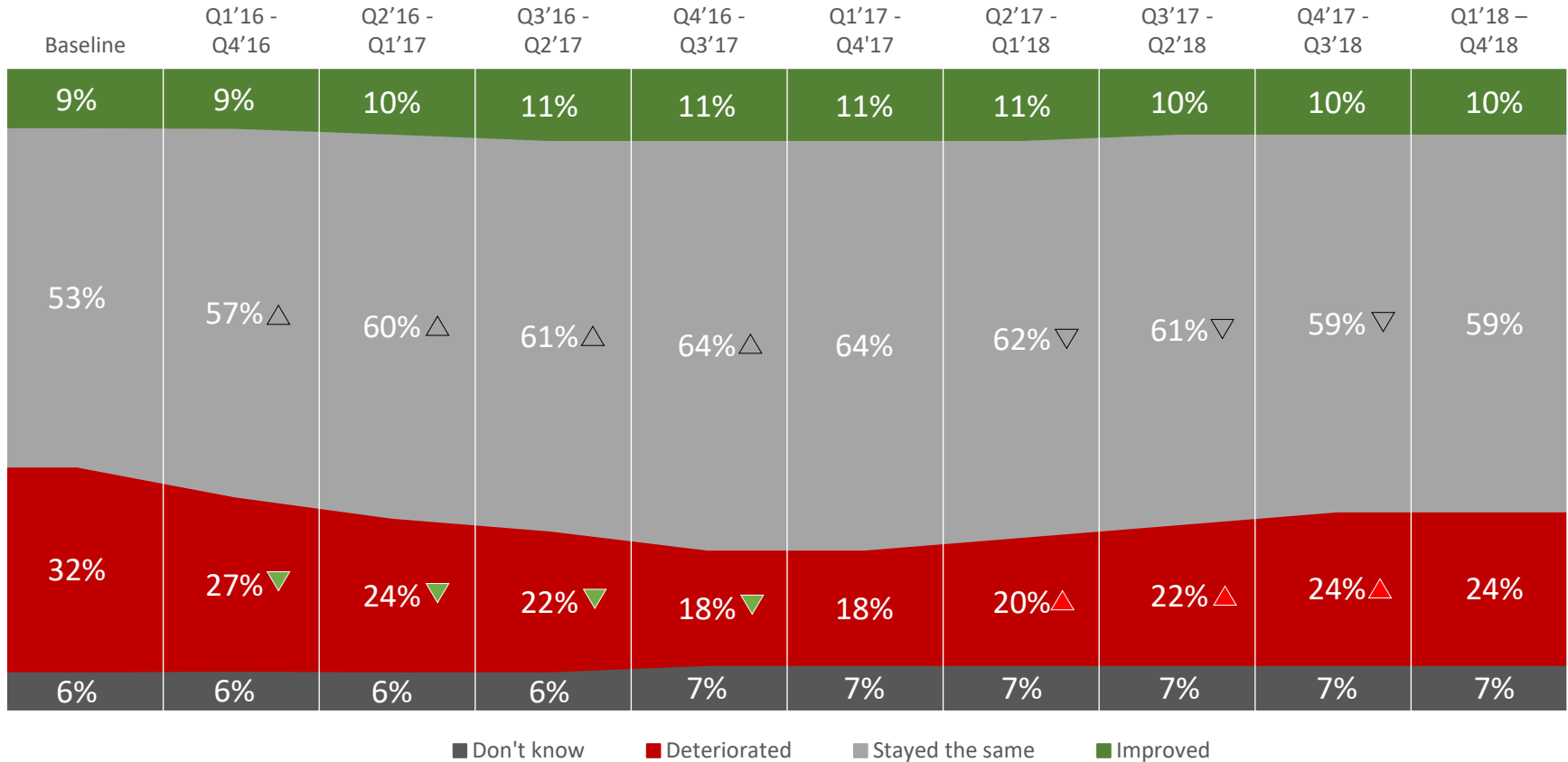
▲ ▼ = Indicates positive Sig. differences vs. previous period at a 95% CI

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

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

Momentum remains steady.

MOMENTUM



R4. How have your views of Auckland Council changed over the past six months?

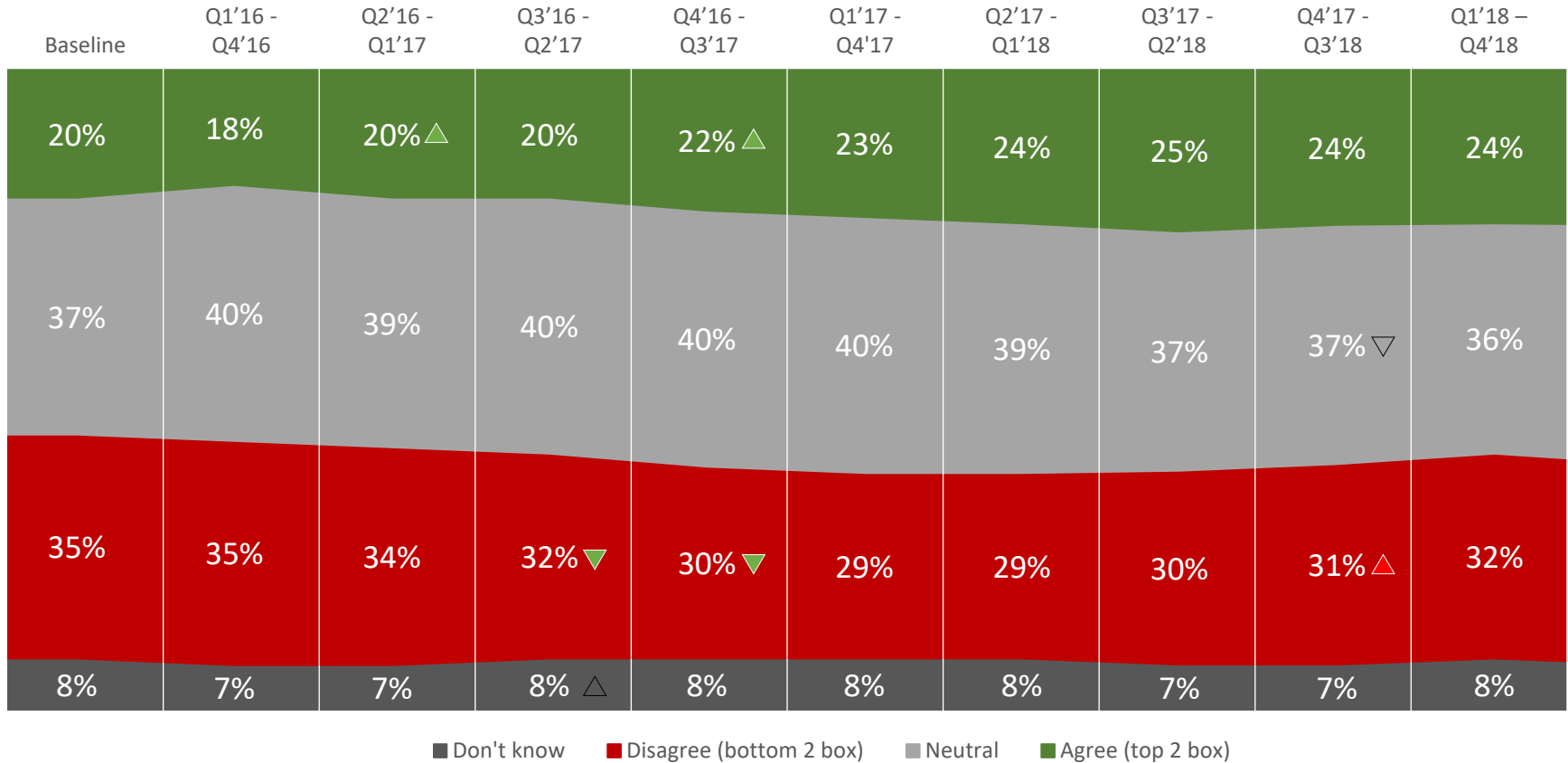
$\Delta \nabla$ = Indicates positive Sig. differences vs. previous period at a 95% CI
 $\Delta \nabla$ = Indicates negative Sig. differences vs. previous period at a 95% CI

Base: Total Sample; Benchmark '15 (n=2868); Q1'16-Q4'16 (n=2958); Q2'16-Q1'17 (n=2954); Q3'16-Q2'17 (n=2980); Q4'16-Q3'17 (n=2987); Q1'17-Q4'17 (n=3236); Q2'17-Q1'18 (n=3235); Q3'17-Q2'18 (n=3204); Q4'17-Q3'18 (n=3232); Q1'18 - Q4'18 (n=3230)

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

The number of people that believe council is going in the right direction remains steady.

AUCKLAND COUNCIL IS GOING IN THE RIGHT DIRECTION



O3. How much do you agree or disagree with the following statement?

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

Base: Total Sample; Benchmark '15 (n=3015); Q1'16-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), Q4'17-Q3'18 (n=3232), Q1'18 - Q4'18 (n=3230)

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

KPI Scorecard – overall stable in Q4

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	Q4'17 – Q3'18	Q1 – Q4'18
Advocacy	Advocates (T2B)	8%	8%	8%	10% ▲	10%	11% ▲	11%	10% ▼	10%	10%
	Detractors (Bottom 2 Box)	36%	34%	32% ▼	31%	28% ▼	27%	27%	29% ▲	30%	30%
Trust in decision Making	Total Agree (T2B)	17%	15%	17% ▲	17%	20% ▲	22% ▲	22%	23%	20% ▼	19%
	Total Disagree (Bottom 2 Box)	47%	47%	45% ▼	43% ▼	41% ▼	39% ▼	39%	41%	42% ▲	44% ▲
Satisfaction	Total Satisfied (T2B)	15%	16%	17%	17%	20% ▲	21% ▲	22%	22%	21% ▼	20%
	Total Dissatisfied (Bottom 2 Box)	36%	35%	33%	32% ▼	28% ▼	27%	28%	30% ▲	32% ▲	33%
Auckland council is going in the right direction	Total Agree (T2B)	20%	18%	20% ▲	20%	22% ▲	23%	24%	25%	24%	24%
	Total Disagree (Bottom 2 Box)	35%	35%	34%	32% ▼	30% ▼	29%	29%	30%	31% ▲	32%
Momentum	Views Improved	9%	9%	10%	11%	11%	11%	11%	10%	10%	10%
	Views Deteriorated	32%	27% ▼	24% ▼	22% ▼	18% ▼	18%	20% ▲	22% ▲	24% ▲	24%
Seeks residents point of view	Total Demonstrates (T2B)	18%	17%	18%	19%	20%	22% ▲	22%	21%	21%	22%
	Total Doesn't Demonstrate (B2B)	46%	44%	42% ▼	42%	40% ▼	38% ▼	39%	39%	39%	39%
Is an example of good value for ratepayers' money	Total Demonstrates (T2B)	9%	7% ▼	8% ▲	10% ▲	12% ▲	13% ▲	14%	14%	13%	13%
	Total Doesn't Demonstrate (B2B)	58%	57% ▼	53% ▼	51%	49% ▼	48% ▼	48%	50% ▲	51%	52%
Perceptions that council keep people informed on how their rates are being spent	Total Demonstrates (T2B)	19%	19%	21% ▲	21%	23% ▲	25% ▲	25%	26%	25%	25%
	Total Doesn't Demonstrate (B2B)	43%	42%	39% ▼	36% ▼	34% ▼	32%	33%	34%	35%	36%

▲ ▼ = Indicates negative Sig. differences vs. previous period at a 95% CI ▲ ▼ = Indicates positive 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), Q3 '17-Q2 '18 (n=3204), Q4 '17-Q3 '18 (n=3232), Q1-Q4 '16 (n=3230)

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