

CITIZEN INSIGHTS MONITOR UPDATE

- Latest results based on **Q1 – Q4 2019** (n=3,198 interviews)
- Results based on a four quarter rolling average unless indicated otherwise
- Comparisons made quarterly since baseline Nov-Dec 2015





20 minute survey conducted with n=756 Auckland residents aged 15+ between October and December 2019.
4-quarter rolling data achieves a sample size of n=3,198



The maximum margin of error on a sample size of n=756 is +/- 3.6%
The maximum margin of error on a sample size of n=3,198 is +/- 1.7%

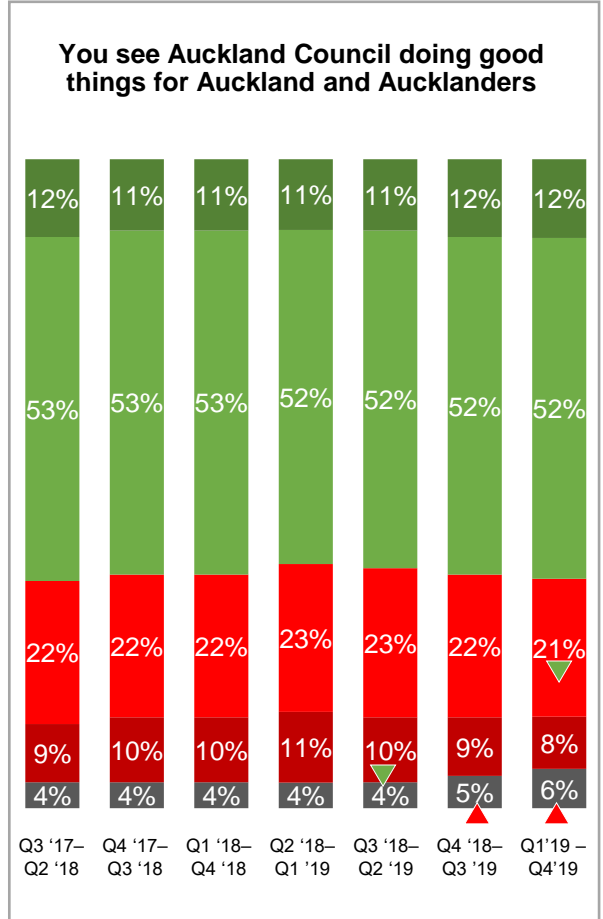
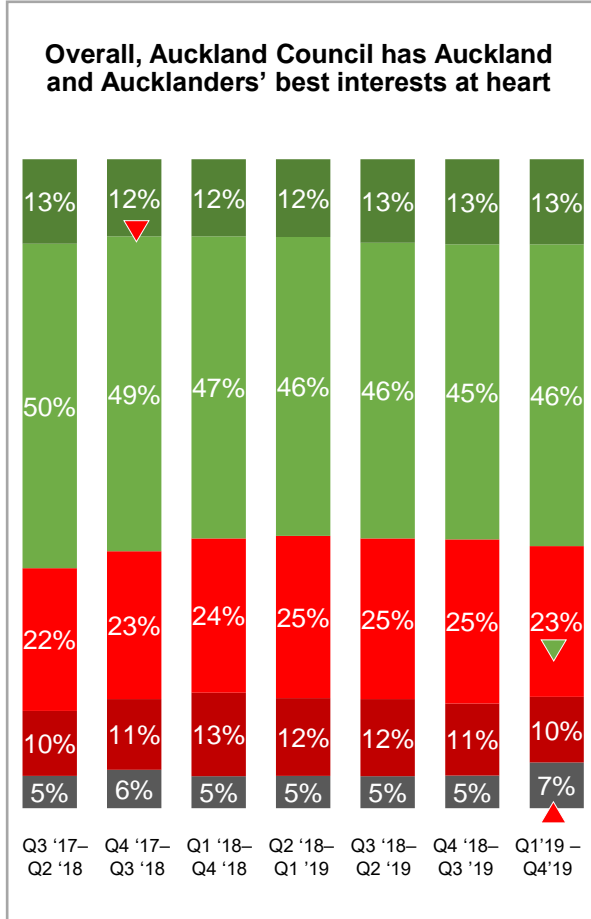
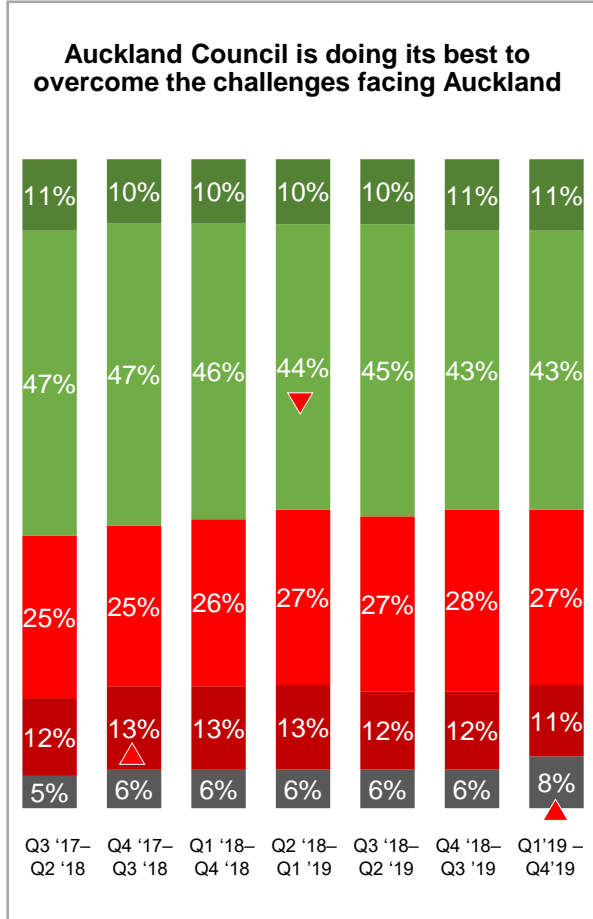


Quotas are set by age, gender, ethnicity and Local Board Area to reflect the profile of the Auckland population aged 15 years and older



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

Significant reduction in residents who don't believe that council is *doing good things for Aucklanders and has their best interests at heart.*



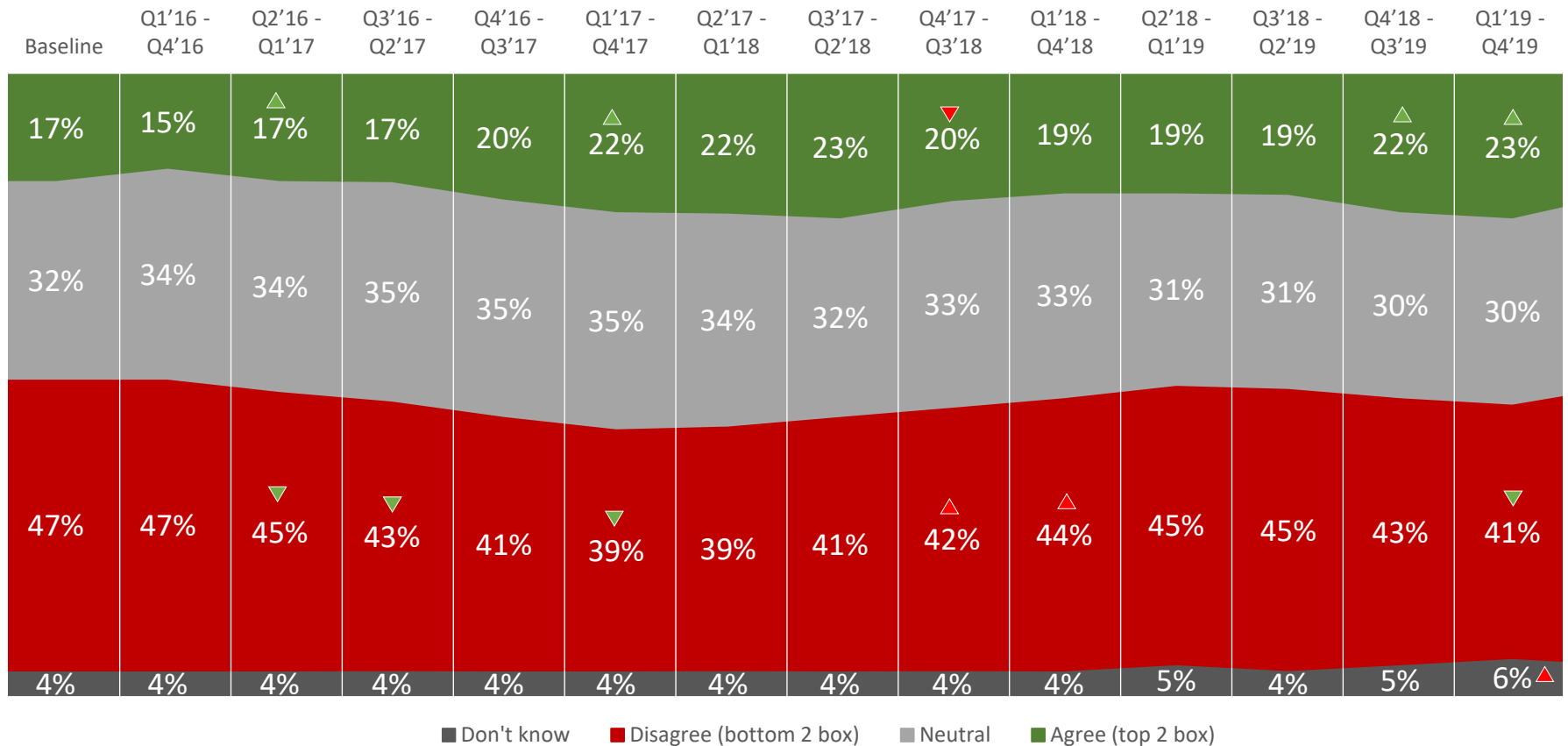
■ Agree strongly
 ■ Agree slightly
 ■ Disagree slightly
 ■ Disagree strongly
 ■ Don't know

▲ ▼ = 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), Q2'18-Q1'19 (n=3230), Q3'18-Q2'19 (n=3230), Q4'18-Q3'19 (n=3193), Q1'19-Q4'19 (n=3198)

Trust in decision-making is up significantly - again.

TRUST IN COUNCIL DECISION-MAKING



Q3. How much do you agree or disagree with the following statement?

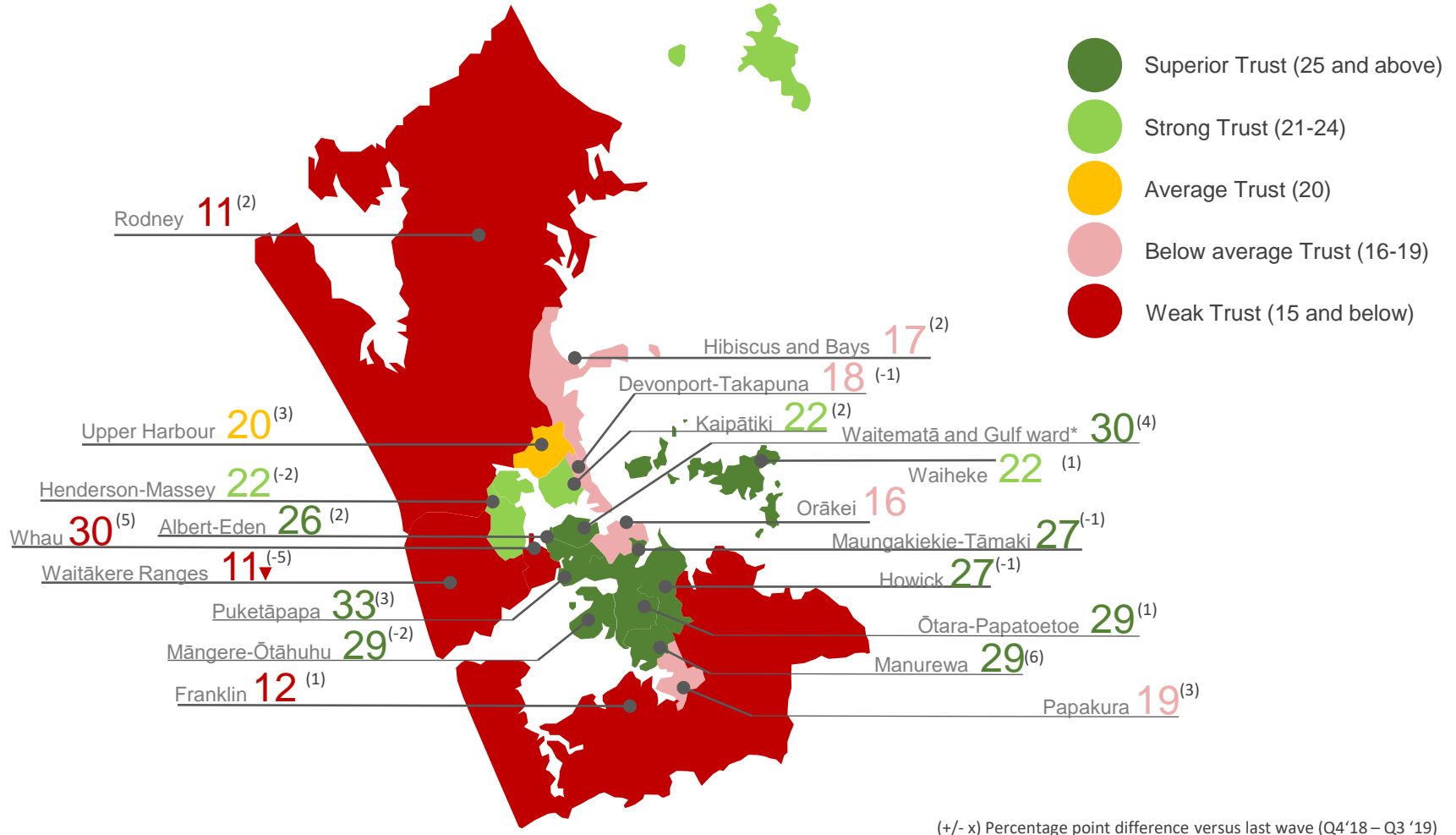
$\triangle \nabla$ = Indicates positive Sig. differences vs. previous period at a 95% CI
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Base: Total Sample; Benchmark '15 (n=3015); Q1'16-Q4'16 (n=3130); Q2'16-Q1'17 (n=3130); Q3'16-Q2'17 (n=3160); Q4'16-Q3'17 (n=3172); Q1'17-Q4'17 (n=3236); Q2'17-Q1'18 (n=3235); Q3'17-Q2'18 (n=3204); Q4'17-Q3'18 (n=3232); Q1'18 - Q4'18 (n=3230); Q2'18-Q1'19 (n=3230); Q3'18-Q2'19 (n=3230); Q4'18-Q3'19 (n=3193); Q1'19 - Q4'19 (n=3198)

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 decision-making stable within local boards, except Waitakere which shows a decline.

TRUST IN DECISION MAKING SCORES ACROSS THE REGION: LOCAL BOARD AREAS
(Q1'19 – Q4'19)

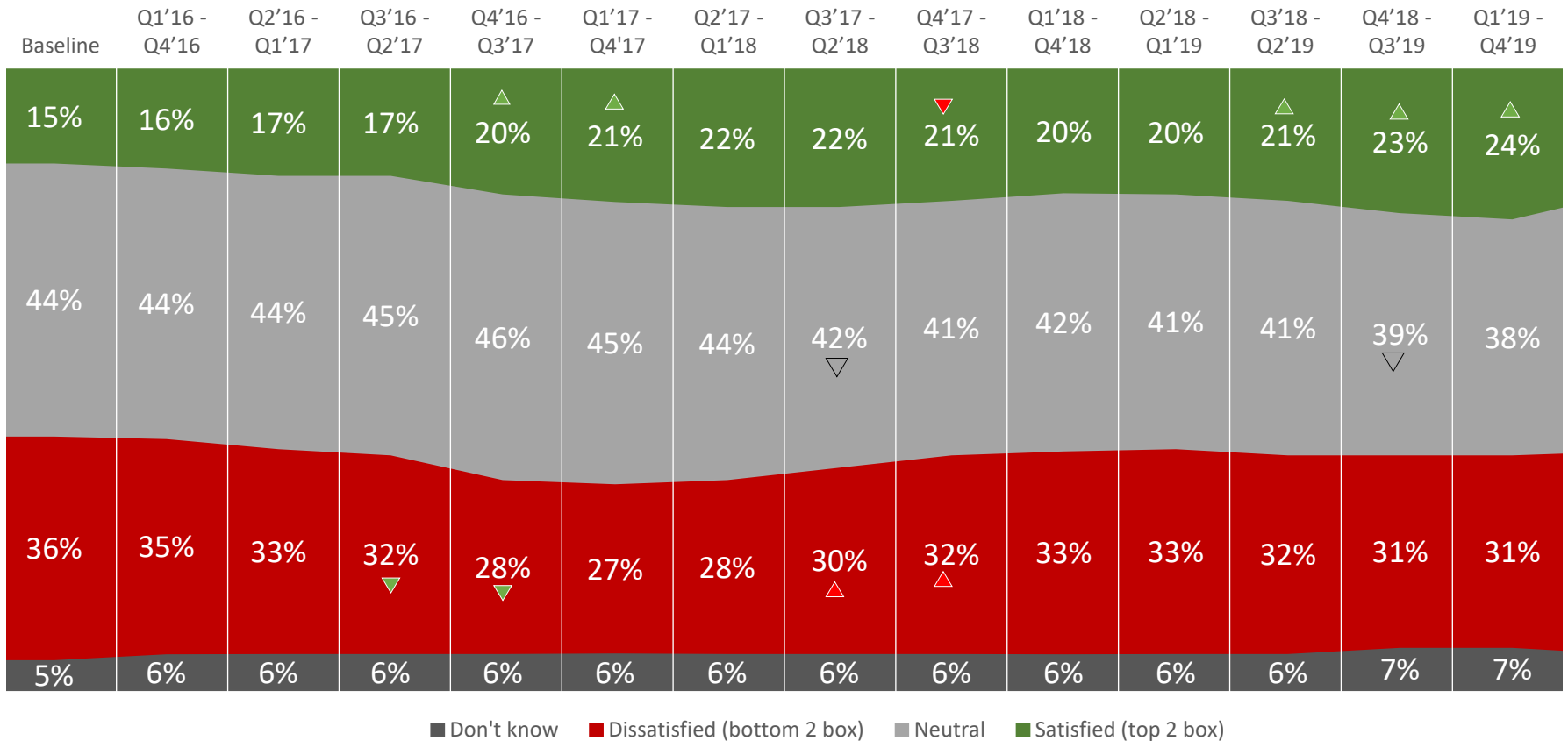


* Waitemātā and Gulf Islands have been reported at the ward level as sample sizes for the local boards of Waiheke and Great Barrier are too small for local board analysis

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

Satisfaction with council performance is at a new high.

SATISFACTION WITH COUNCIL PERFORMANCE



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

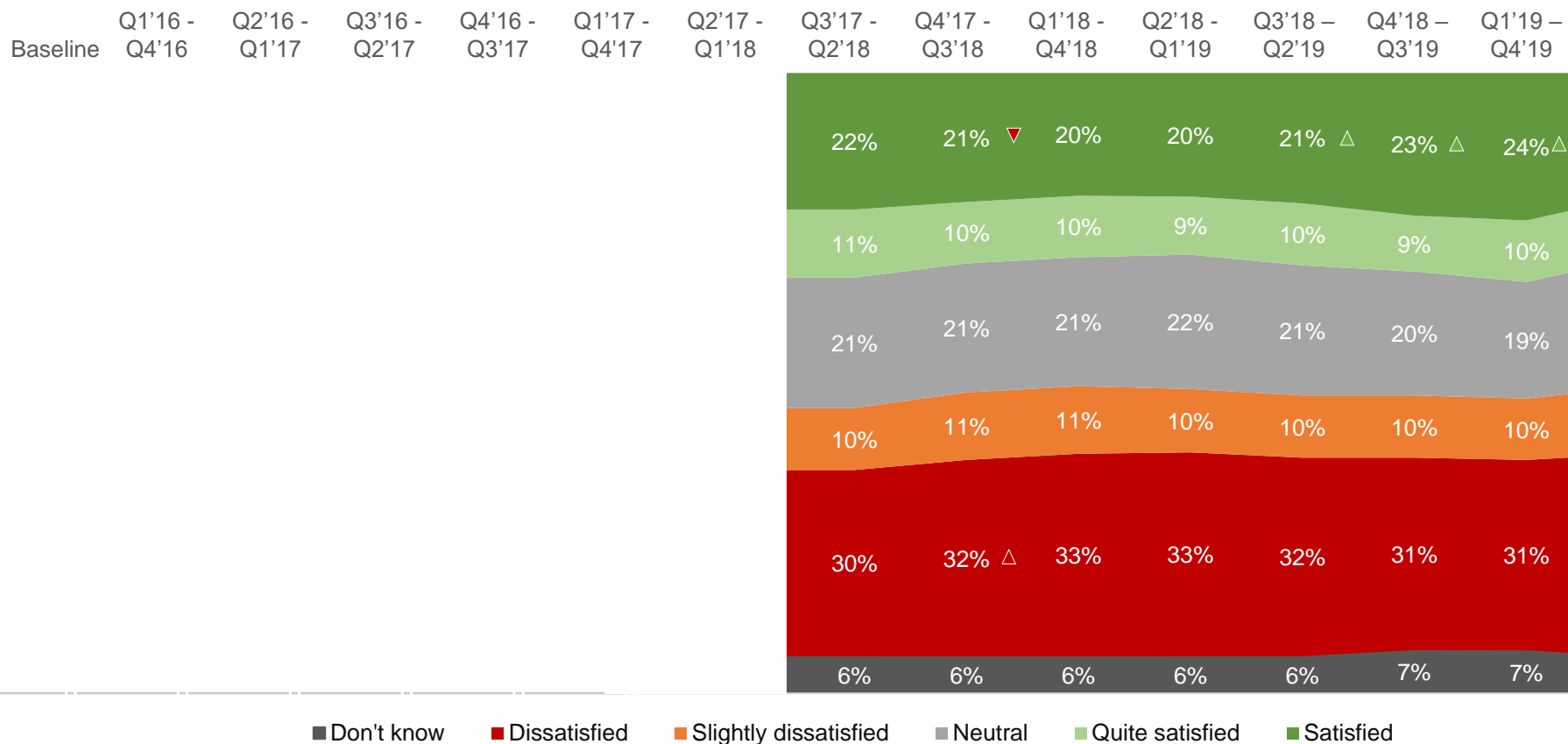
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Base: Total Sample; Benchmark '15 (n=3015); Q1'16-Q4'16 (n=3130); Q2'16-Q1'17 (n=3130), Q3'16-Q2'17 (n=3160), Q4'16-Q3'17 (n=3172), Q1'17-Q4'17 (n=3236), Q2'17-Q1'18 (n=3235), Q3'17-Q2'18 (n=3204), Q4'17-Q3'18 (n=3232), Q1'18 - Q4'18 (n=3230), Q2'18-Q1'19 (n=3230), Q3'18-Q2'19 (n=3230), Q4'18-Q3'19 (n=3193), Q1'19 - Q4'19 (n=3198)

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Satisfaction continues to improve, reaching a new high this quarter.

SATISFACTION WITH COUNCIL PERFORMANCE



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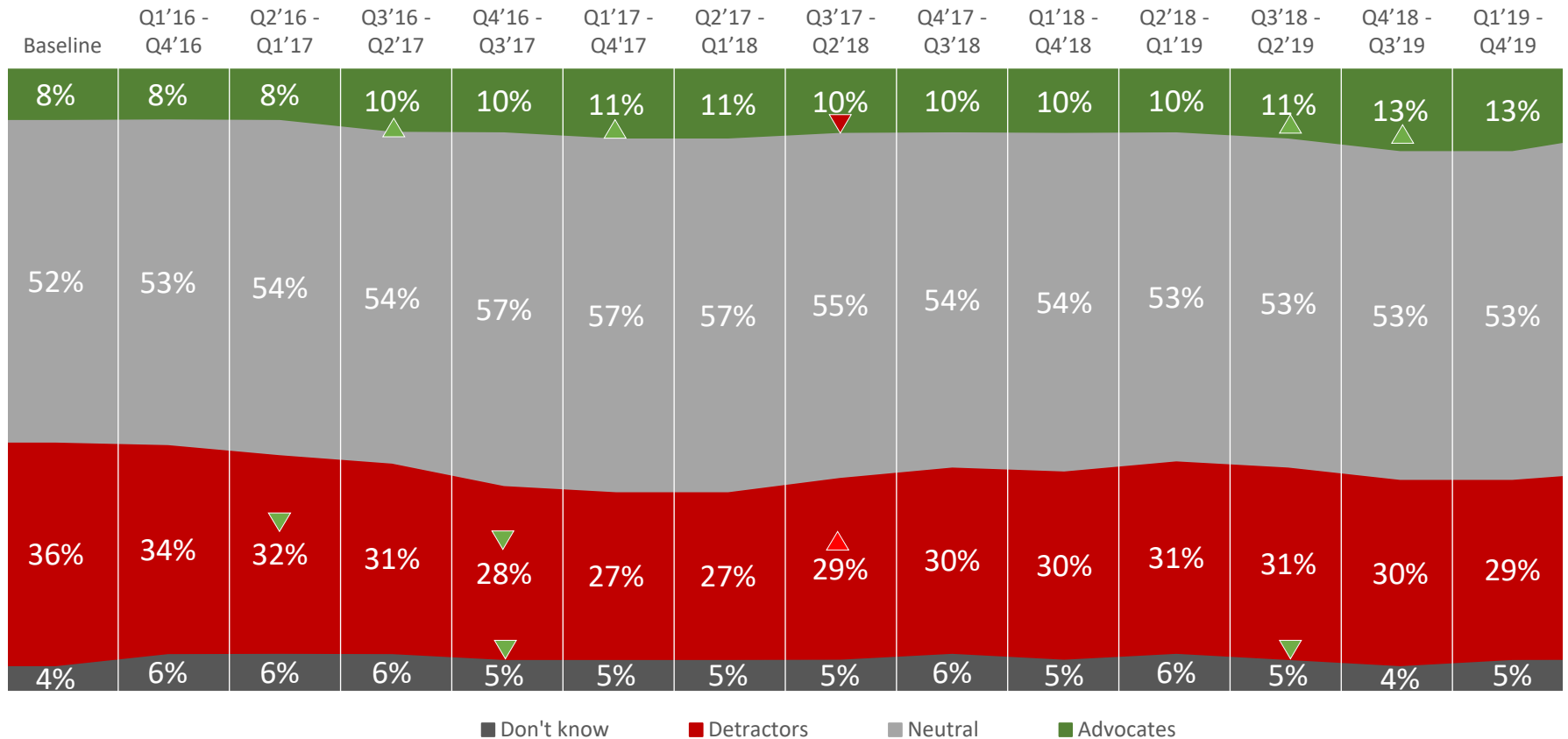
New question added in Q3 2017 for deep dive in Neutral responses.

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), Q2'18-Q1'19 (n=3230), Q3'18-Q2'19 (n=3230), Q4'18-Q3'19 (n=3193), Q1'19-Q4'19 (n=3198) 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=1337) © Colmar Brunton 2020 7

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Advocacy remains stable after reaching a new high last quarter

ADVOCACY



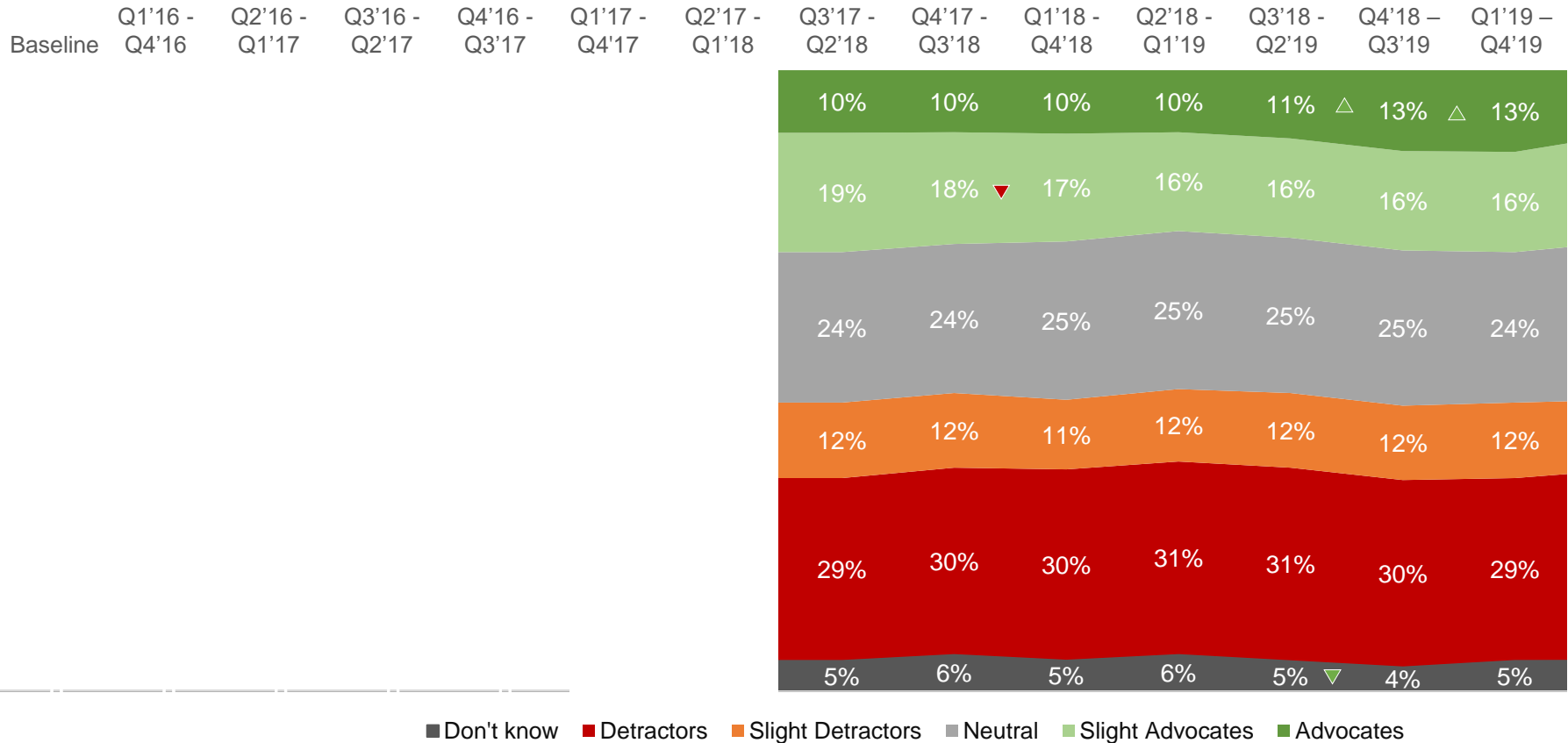
R5. Which one of the following statements best reflects your opinion of Auckland Council?

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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), Q2'18-Q1'19 (n=3230), Q3'18-Q2'19 (n=3230), Q4'18-Q3'19 (n=3193), Q1'19 - Q4'19 (n=3198)
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Advocacy stable after reaching a new high last quarter.

ADVOCACY



\triangle \blacktriangledown = Indicates positive Sig. differences vs. previous period at a 95% CI
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New question added in Q3 2017 for deep dive in Neutral responses.

R5 - Which one of the following statements best reflects your opinion of Auckland Council? Base Q3'17-Q2'18 (n=3204), Q4'17-Q3'18 (n=3232), Q1'18-Q4'18 (n=3230); Q2'18-Q1'19 (n=3230); Q3'18-Q2'19 (n=3230), Q4'18-Q3'19 (n=3193), Q1'19-Q4'19 (n=3198) R5a - Which of the following would best describe your feelings towards Auckland Council? Base Q3'17-Q2'18 (n=1789), Q4'17-Q3'18 (n=1752), Q1'18-Q4'18 (n=1737), Q2'18-Q1'19 (n=1709), Q3'18-Q2'19 (n=1709), Q4'18-Q3'19 (n=1684), Q1'19-Q4'19 (n=1703)

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Significant increases in the most important drivers of advocacy.

FOUR PILLARS THAT DRIVE ADVOCACY (T2B Scores) – 4 QUARTERLY ROLL

	BENCH MARK 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	Q2'18- Q1'19	Q3'18- Q2'19	Q4'18- Q3'19	Q1'19 – Q4'19
40% ACCOUNTABILITY & EFFECTIVENESS	14%	12% ▼	14% ▲	15% ▲	17% ▲	19% ▲	19%	19%	18% ▼	17%	17%	18%	19% ▲	21% ▲
22% LEADERSHIP & GROWTH	19%	16% ▼	18% ▲	18%	20% ▲	21% ▲	22%	22%	21%	21%	20%	21%	22%	23% ▲
20% SOCIAL RESPONSIBILITY & COMMUNICATIONS	19%	17%	19% ▲	20% ▲	22% ▲	23% ▲	24%	24%	23%	23%	23%	23%	24% ▲	26% ▲
19% FAIRNESS & ETHICS	28%	25%	27% ▲	29% ▲	31% ▲	33% ▲	33%	33%	33%	32%	32%	32%	32%	33%

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

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 '18 (n=3230), Q2'18-Q1'19 (n=3230), Q3'18-Q2'19 (n=3230), Q4'18-Q3'19 (n=3193), Q1-Q4'19 (n=3198)

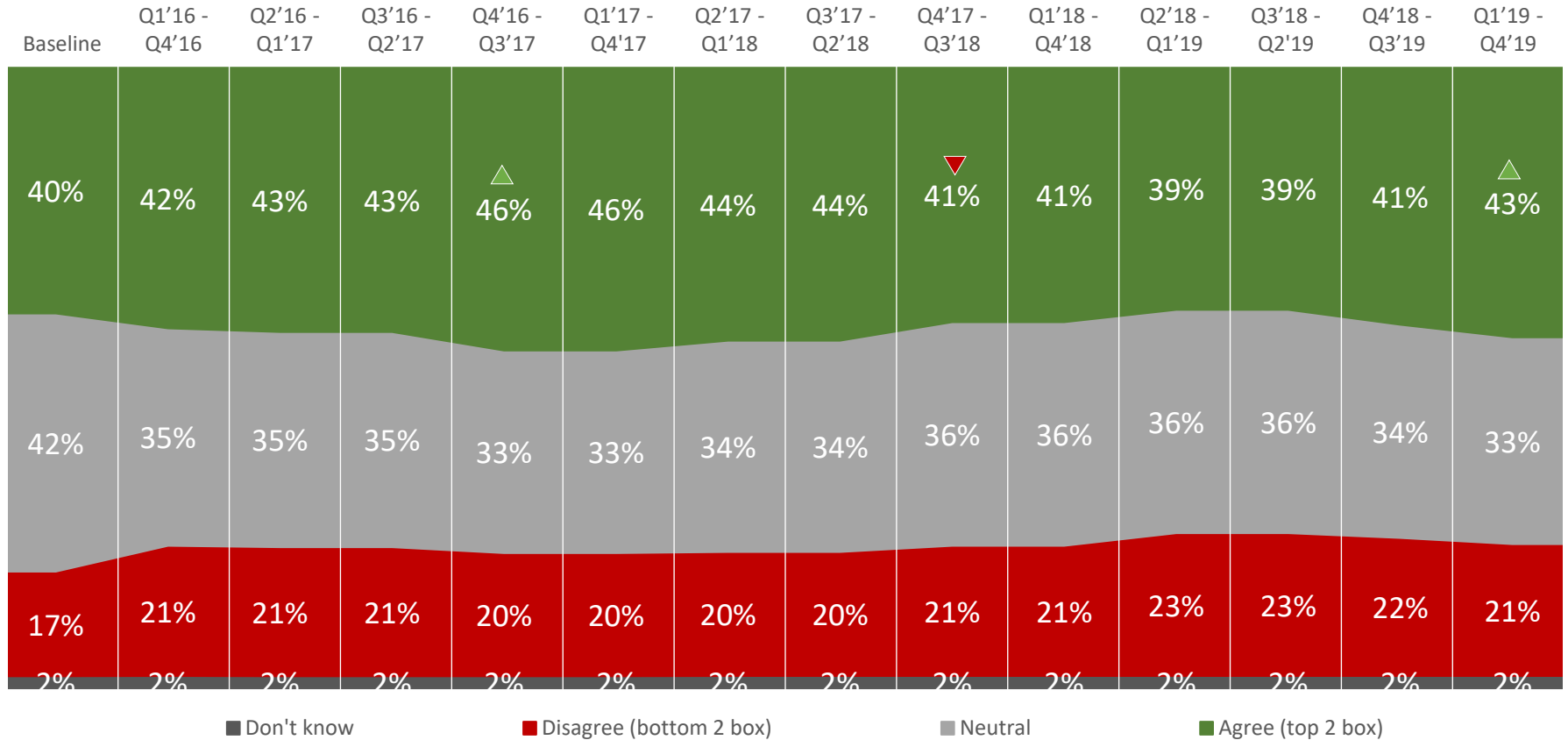
R6. How well do you believe Auckland Council demonstrates the following attributes?

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

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

Just over 4 in 10 Aucklanders feel a sense of pride in Auckland, and this has increased significantly in the latest results.

I FEEL A SENSE OF PRIDE LIVING IN AUCKLAND



R6. How well do you believe Auckland Council demonstrates the following attributes? (Don't know excluded)

▲ ▼ = 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=45); Q1'16-Q4'16 (n=1628); Q2'16-Q1'17 (n=1628), Q3'16-Q2'17 (n=1628), Q4'16-Q3'17 (n=1640), Q1'17-Q4'17 (n=1640), Q2'17-Q1'18 (n=1639), Q3'17-Q2'18 (n=1639), Q4'17-Q3'18 (n=1667), Q1'18 - Q4'18 (n=1667), Q2'18 - Q1'19 (n=1667), Q3'18 - Q2'19 (n=1667), Q4'18-Q3'19 (n=1630), Q1'19-Q4'19 (n=2386)

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KPI Scorecard

KEY METRICS – 4 QUARTERLY ROLL

		BENCH-MARK 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	Q2'18 – Q1'19	Q3'18 – Q2'19	Q4'18 – Q3'19	Q1'19 – Q4'19
Advocacy	Advocates (T2B)	8%	8%	8%	10%▲	10%	11%▲	11%	10%▼	10%	10%	10%	11%▲	13%▲	13%
	Detractors (Bottom 2 Box)	36%	34%	32%▼	31%	28%▼	27%	27%	29%▲	30%	30%	31%	31%	30%	29%
Trust in decision Making	Total Agree (T2B)	17%	15%	17%▲	17%	20%▲	22%▲	22%	23%	20%▼	19%	19%	19%	22%▲	23%▲
	Total Disagree (Bottom 2 Box)	47%	47%	45%▼	43%▼	41%▼	39%▼	39%	41%	42%▲	44%▲	45%	45%	43%	41%▼
Satisfaction	Total Satisfied (T2B)	15%	16%	17%	17%	20%▲	21%▲	22%	22%	21%▼	20%	20%	21%▲	23%▲	24%▲
	Total Dissatisfied (Bottom 2 Box)	36%	35%	33%	32%▼	28%▼	27%	28%	30%▲	32%▲	33%	33%	32%	31%	31%
Auckland council is going in the right direction	Total Agree (T2B)	20%	18%	20%▲	20%	22%▲	23%	24%	25%	24%	24%	22%▼	23%	24%▲	25%
	Total Disagree (Bottom 2 Box)	35%	35%	34%	32%▼	30%▼	29%	29%	30%	31%▲	32%	33%	33%	32%	30%▼
Sense of Pride	Total Agree (T2B)	40%	42%	43%	43%	46%	46%	44%	44%	41%	41%	39%▼	39%	41%▲	43%▲
	Total Disagree (Bottom 2 Box)	17%	21%	21%	21%	20%	20%	20%	20%	21%	21%	23%	23%	22%	21%
Seeks residents point of view	Total Demonstrates (T2B)	18%	17%	18%▲	19%	20%	22%▲	22%	21%	21%	22%	21%	23%▲	24%	24%
	Total Doesn't Demonstrate (B2B)	46%	44%	42%▼	42%	40%▼	38%▼	39%	39%	39%	39%	40%	38%	39%	38%
Is an example of good value for ratepayers' money	Total Demonstrates (T2B)	9%	7%▼	8%▲	10%▲	12%▲	13%▲	14%	14%	13%	13%	12%	13%	14%▲	15%
	Total Doesn't Demonstrate (B2B)	58%	57%	53%▼	51%▼	49%▼	48%▼	48%	50%▲	51%	52%	52%	51%	51%	48%▼
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%	25%	26%▲	28%▲	30%▲
	Total Doesn't Demonstrate (B2B)	43%	42%	39%▼	36%▼	34%▼	32%	33%	34%	35%	36%	36%	36%	34%▼	33%

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

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