

# CITIZEN INSIGHTS MONITOR - TOPLINE

Q1 2022

Latest results based on rolled quarters Q2 2021 – Q1 2022  
Sample size: n= 3,079 (4 quarter roll) & n=818 (Q2 2022)

**KANTAR PUBLIC**



*15-19 minute survey conducted with n=818 Auckland residents aged 15+ between January and March 2022.*

*4-quarter rolling data achieves a sample size of n=3,076*



*The maximum margin of error on a sample size of n=818 is +/- 3.4%*

*The maximum margin of error on a sample size of n=3,079 is +/- 1.8%*



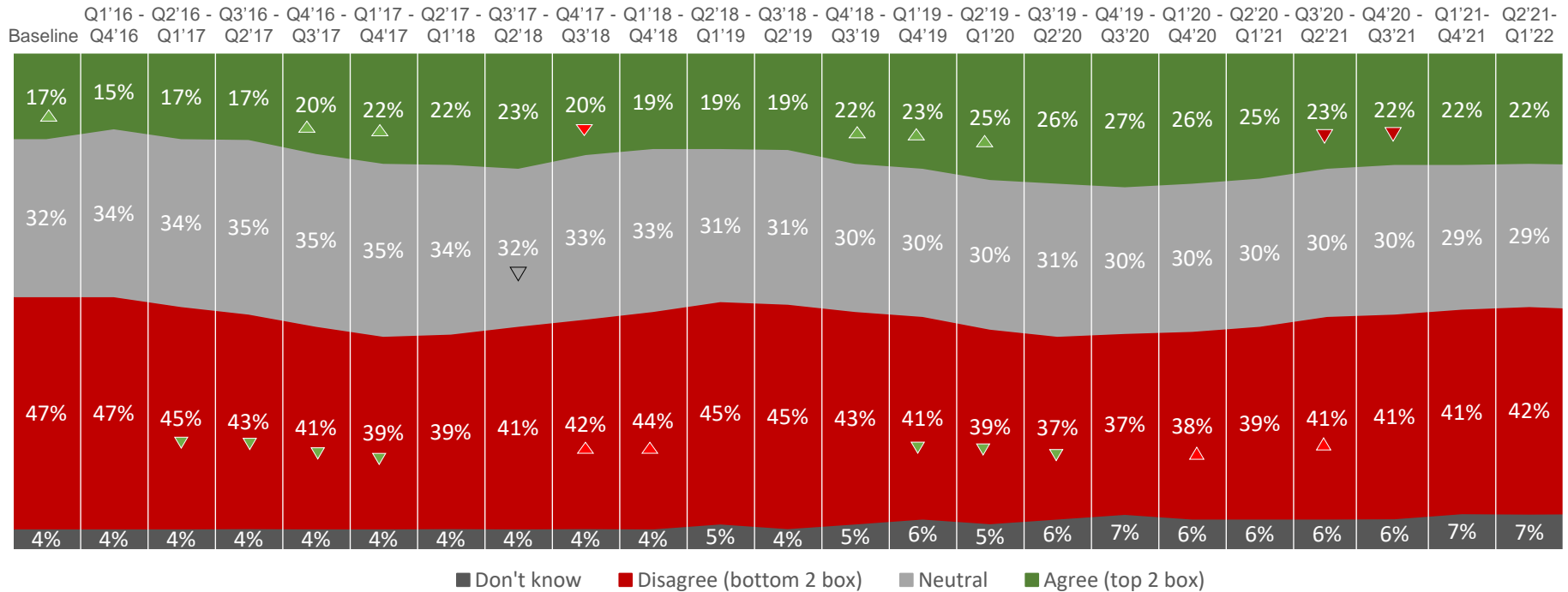
*Quotas are set by age, gender, ethnicity and Local Board Area to reflect the profile of the Auckland population aged 15 years and older*



*The data has been post-weighted by age, gender, ethnicity and region from the 2018 Census statistics of the Auckland region. Sample sizes are indicated for the period covering the Citizen Insights Monitor.*

# Trust in council decision-making remains steady this quarter. More than one in two (51%) trust or are neutral about council decision-making.

## TRUST IN COUNCIL DECISION-MAKING



Q3

How much do you agree or disagree with the following statements?

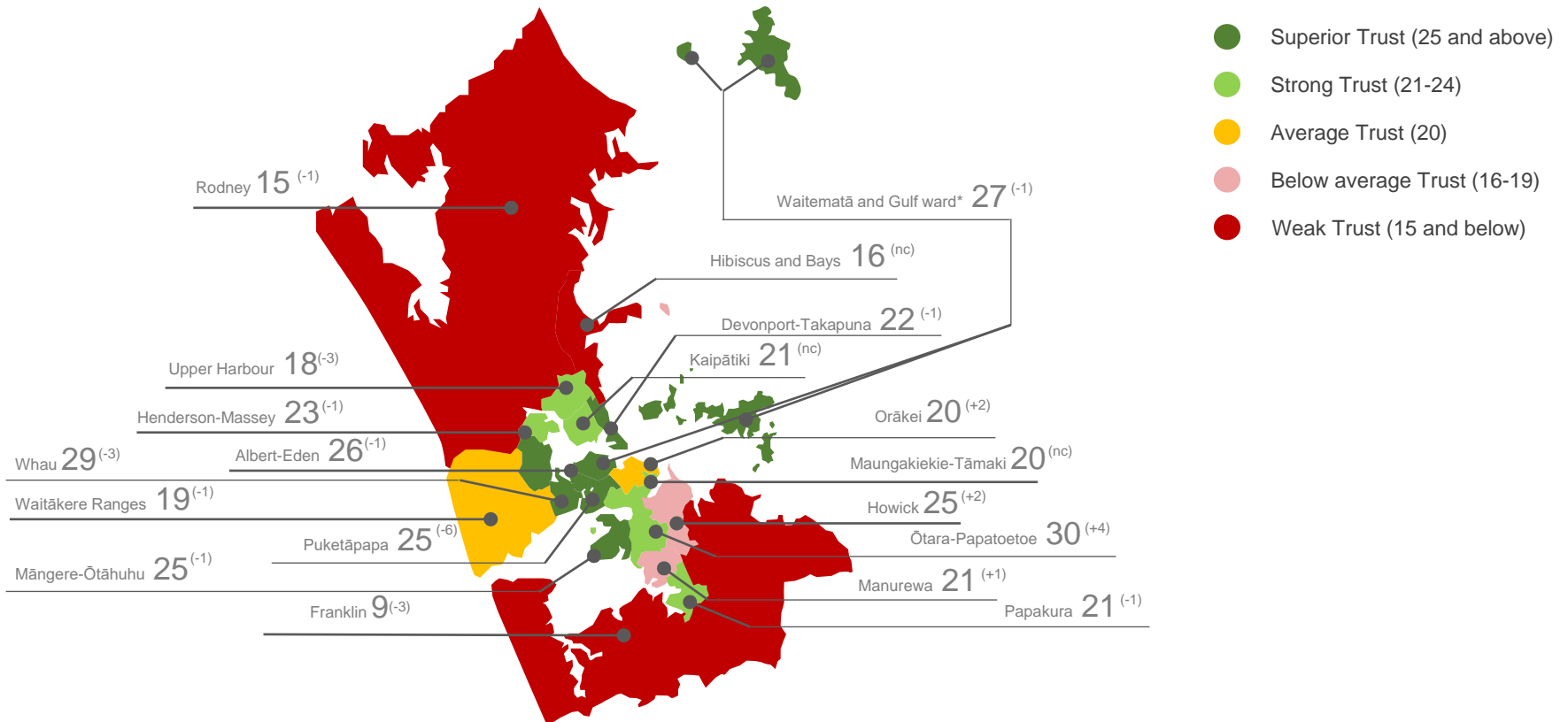
▲ ▼ = Indicates positive Sig. differences vs. previous period at a 95% CI  
▲ ▼ = Indicates negative Sig. differences vs. previous period at a 95% CI

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); Q2'18-Q1'19 (n=3230); Q3'18-Q2'19 (n=3230); Q4'18-Q3'19 (n=3193); Q1'19-Q4'19 (n=3198); Q2'19-Q1'20 (n=3201); Q3'19-Q2'20 (n=3,203); Q4'19-Q3'20 (n=3,198); Q1'20-Q4'20 (n=3,070); Q2'20-Q1'21 (n=3069); Q3'20-Q2'21 (n= 3,073); Q4'20-Q3'21 (n=3073); Q1-Q4'21 (n=3076); Q2'21-Q1'22 (n=3079)

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 remains steady this quarter.

## TRUST IN DECISION MAKING: LOCAL BOARDS (Q2'21-Q1'22)



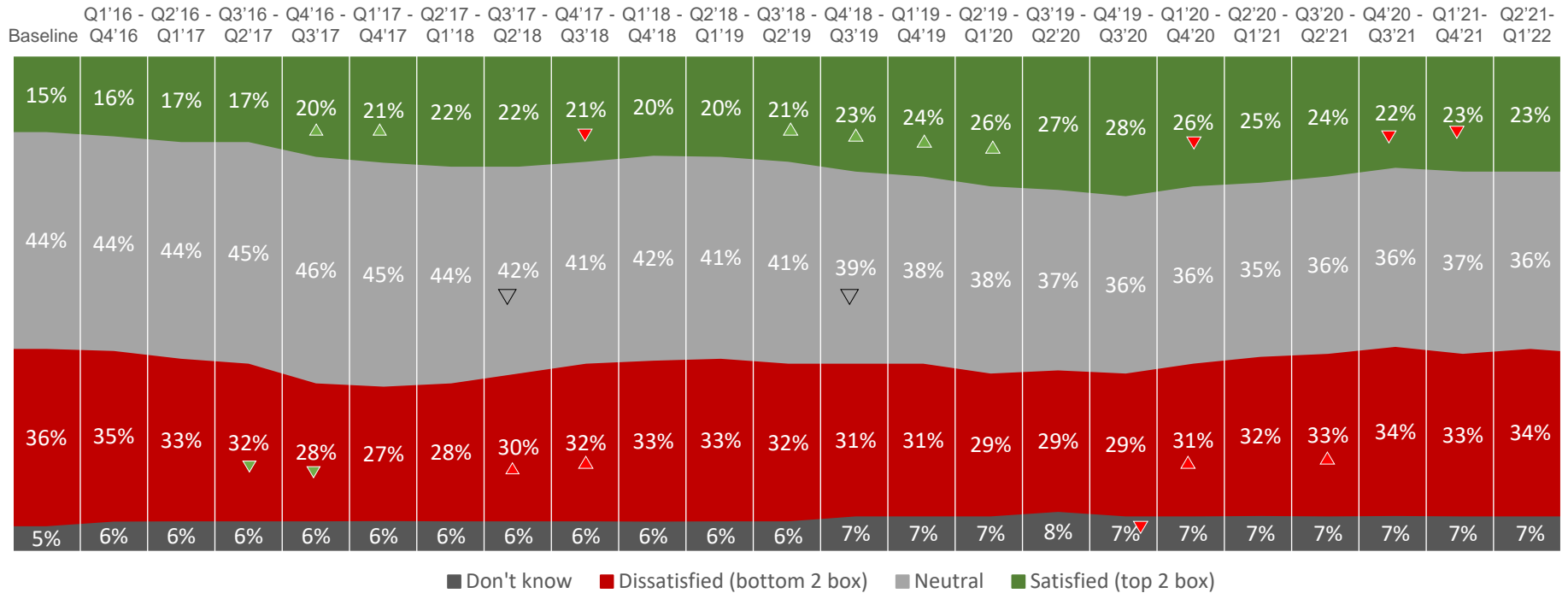
▲▼ = Sig. lower/higher than previous period (95% CI & taking into account effective sample size and rounding)

(+/- x) Percentage point difference versus last wave (Q2'21 – Q1'22)

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

# Satisfaction also stable. One in two (49%) are neutral or satisfied.

## SATISFACTION WITH COUNCIL PERFORMANCE



01 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

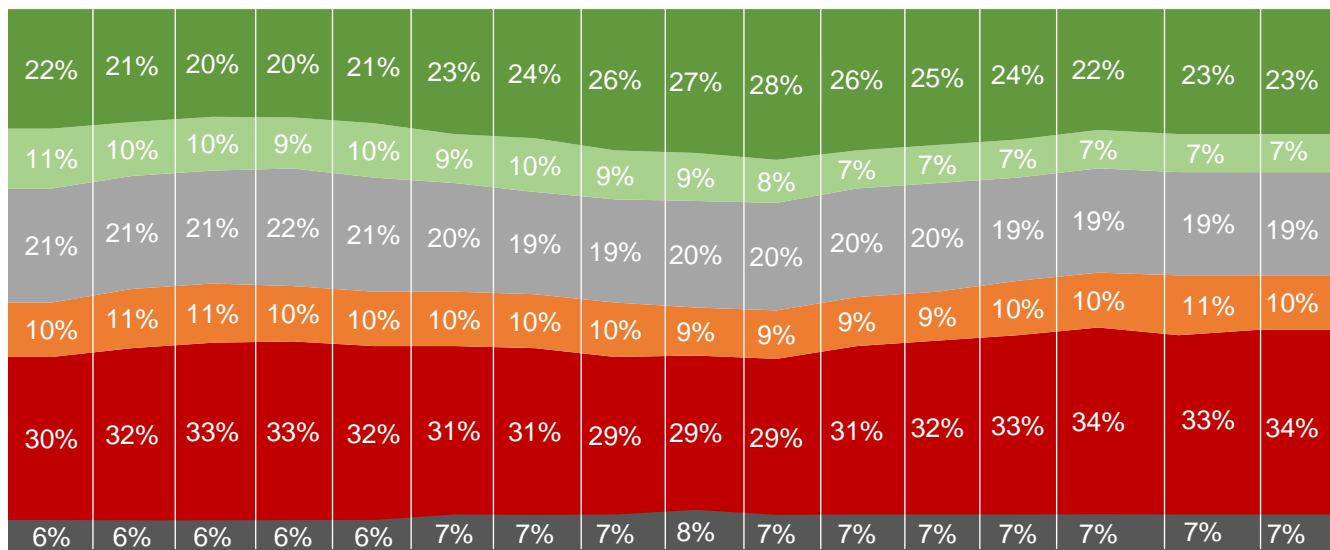
Base: Total Sample; Benchmark '15 (n=3015); Q1'16-Q4'16 (n=3130); Q2'16-Q1'17 (n=3130); Q3'16-Q2'17 (n=3160); Q4'16-Q3'17 (n=3172); Q1'17-Q4'17 (n=3236); Q2'17-Q1'18 (n=3235); Q3'17-Q2'18 (n=3204); Q4'17-Q3'18 (n=3232); Q1'18-Q4'18 (n=3230); Q2'18-Q1'19 (n=3230); Q3'18-Q2'19 (n=3230); Q4'18-Q3'19 (n=3193); Q1'19-Q4'19 (n=3198); Q2'19-Q1'20 (n=3201); Q3'19-Q2'20 (n=3,203); Q4'19-Q3'20 (n=3,198); Q1'20-Q4'20 (n=3,070); Q2'20-Q1'21 (n=3069); Q3'20-Q2'21 (n=3,073); Q4'20-Q3'21 (n=3073); Q1-Q4'21 (n=3076); Q2'21-Q1'22 (n=3079). 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.



# Satisfaction with Council is stable this quarter.

## SATISFACTION WITH COUNCIL PERFORMANCE

Q2'16 - Q3'16 - Q4'16 - Q1'17 - Q2'17 Q3'17 - Q4'17 - Q1'18 - Q2'18 - Q3'18 - Q4'18 - Q1'19 - Q2'19 - Q3'19 - Q4'19 - Q1 - Q2'20 - Q3'20 - Q4'20 - Q1'21 - Q2'21-  
Baseline Q1'17 Q2'17 Q3'17 Q4'17 - Q2'18 Q3'18 Q4'18 Q1'19 Q2'19 Q3'19 Q4'19 Q1'20 Q2'20 Q3'20 Q4'20 Q1'21 Q2'21 Q3'21 Q4'21 Q1'22



■ Don't know   
 ■ Dissatisfied   
 ■ Slightly dissatisfied   
 ■ Neutral   
 ■ Slightly satisfied   
 ■ Satisfied

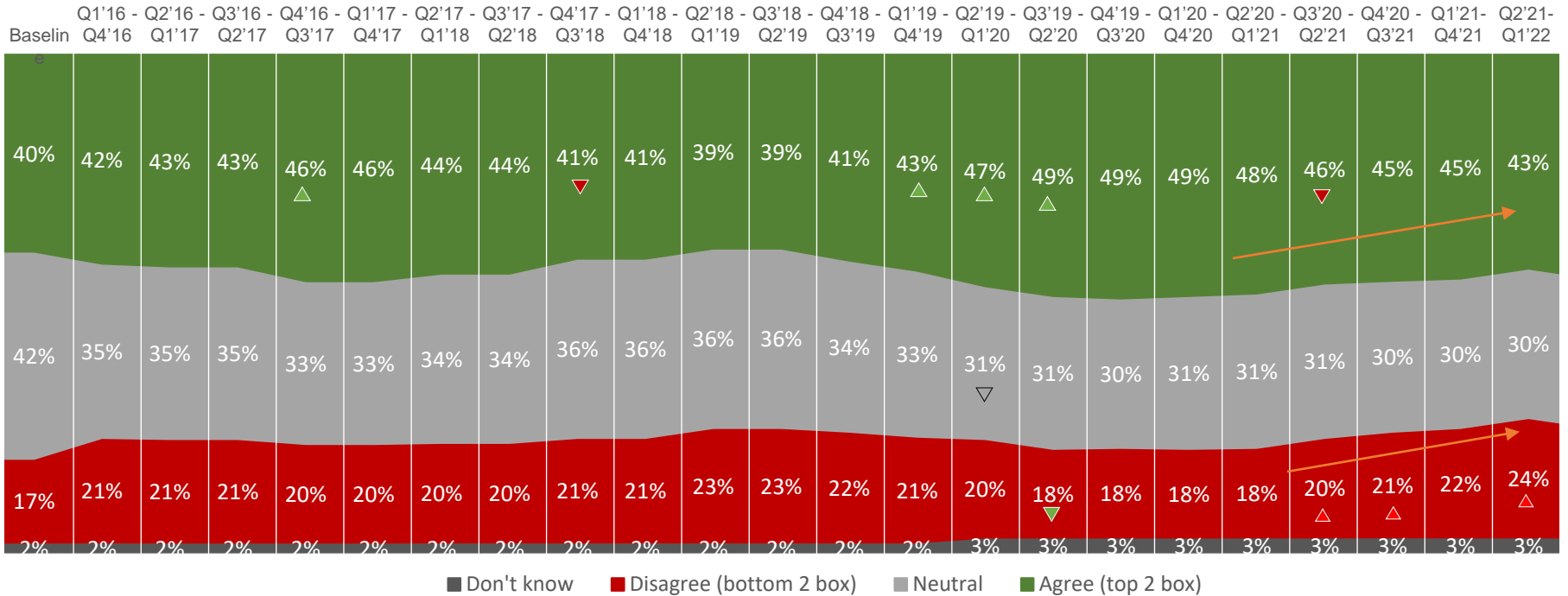
O1 a: New question added in Q3 2017 for deep dive in Neutral responses

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

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), Q2'19-Q1'20 (n=3201), Q3'19-Q2'20 (n=3,203), Q4'19-Q3'20 (n=3,198), Q1'20-Q4'20 (n=3,070), Q2'20-Q1'21 (n=3069), Q3'20-Q2'21 (n= 3073), Q4'20-Q3'21 (n=3073), Q1'21-Q4'21 (n=3076). 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), Q4'17-Q3'18 (n=1320), Q1'18-Q4'18 (n=1309), Q2'18-Q1'19 (n=1309), Q3'18-Q2'19 (n=1318), Q4'18-Q3'19 (n=1248), Q1'19-Q4'19 (n=1229), Q2'19-Q1'20 (n=1204), Q3'19-Q2'20 (n=1156), Q4'19-Q3'20 (n=1154), Q1'20-Q4'20 (n=1,092), Q2'20-Q1'21 (n=1076), Q3'20-Q2'21 (n= 1092), Q4'20-Q3'21 (n=1095), Q1'21-Q4'21 (n=1110). 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

# Aucklanders' sense of pride is diminishing over time.

## I FEEL A SENSE OF PRIDE LIVING IN AUCKLAND



R8 R8 - How much do you agree or disagree with the following statements about Auckland?

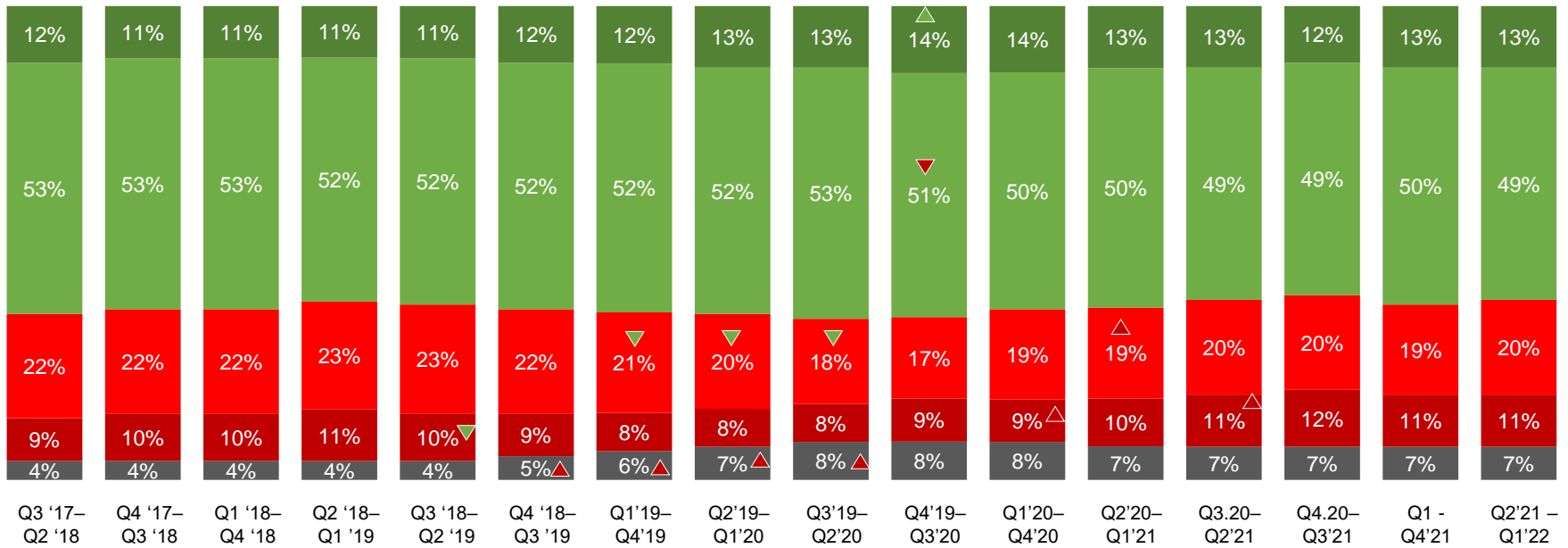
$\triangle$   $\nabla$  = Indicates positive Sig. differences vs. previous period at a 95% CI  
 $\nabla$   $\triangle$  = Indicates negative Sig. differences vs. previous period at a 95% CI

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); Q2'19-Q1'20 (n=3201); Q2'19-Q1'20 (n=3201); Q3'19-Q2'20 (n=3,203); Q4'19-Q3'20 (n=3,198); Q1'20-Q4'20 (n=3,070); Q2'20-Q1'21 (n=3069); Q3'20-Q2'21 (n=3,073); Q4'20-Q3'21 (n=3073); Q1-Q4'21 (n=3076); Q2'21-Q1'22 (n=3079)

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 proportion of Aucklanders who see Council doing good things for the city and its residents remains stable this quarter.

You see Auckland Council doing good things for Auckland and Aucklanders



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

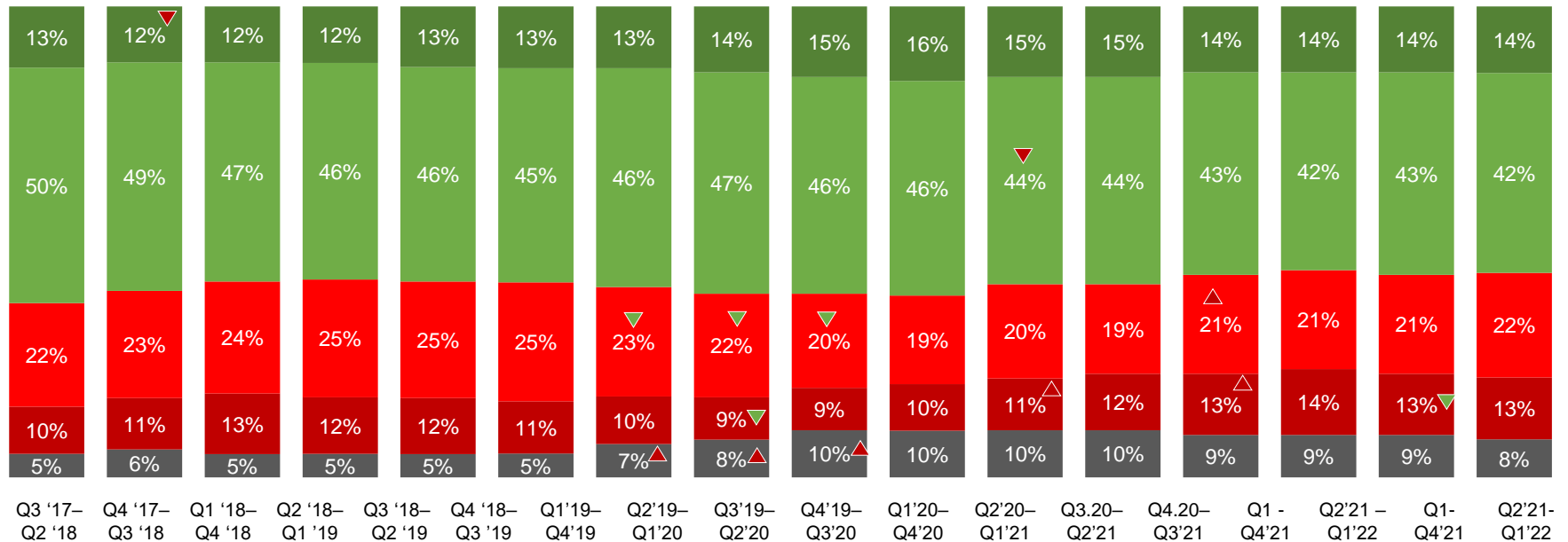
R5 b. Do you agree or disagree with the following statements about Auckland Council?

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



# The proportion of Aucklanders that think that Council has Aucklanders' best interests at heart is stable this rolling quarter.

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



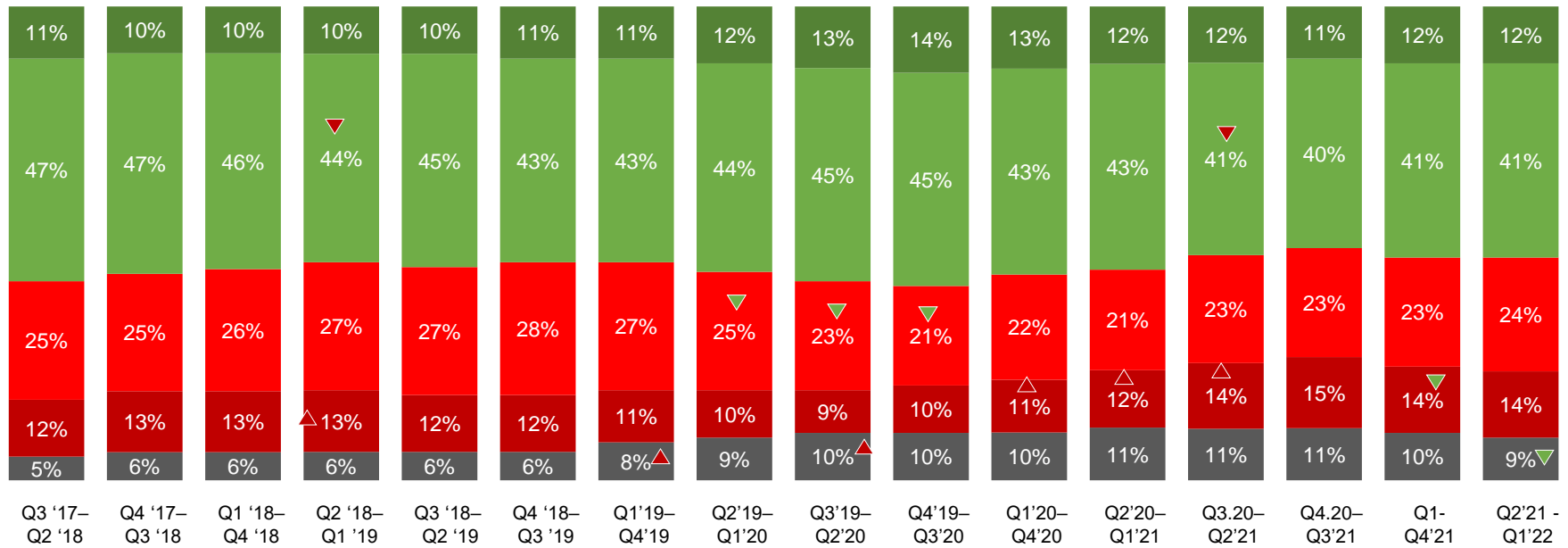
■ Don't know   ■ Disagree strongly   ■ Disagree slightly   ■ Agree slightly   ■ Agree strongly

R5 b. Do you agree or disagree with the following statements about Auckland Council?

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

# Views that Auckland Council is doing its best to overcome challenges are stable this quarter.

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



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

R5 b. Do you agree or disagree with the following statements about Auckland Council?

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

# The majority of KPIs are stable, with the exception of Sense of Pride which is significantly lower this quarter.



## KEY METRICS – 4 QUARTERLY ROLL

		BENCH-MARK 2015	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 – Q4'19	Q2'19 – Q1'20	Q3'19 – Q2'20	Q4'19 – Q3'20	Q1 – Q4'20	Q2'20 – Q1'21	Q3'20 – Q2'21	Q4'20 – Q3'21	Q1' – Q4'21	Q2'21 – Q1'22
Advocacy	Advocates (T2B)	8%	10%▲	10%	11%▲	11%	10%▼	10%	10%	10%	11%▲	13%▲	13%	14%	14%	14%	13%	13%	12%	12%	12%	11%
	Detractors (Bottom 2 Box)	36%	31%	28%▼	27%	27%	29%▲	30%	30%	31%	31%	30%	29%	27%▼	26%	26%	28%▲	30%▲	31%▲	32%	31%	31%
Trust in decision making	Total Agree (T2B)	17%	17%	20%▲	22%▲	22%	23%	20%▼	19%	19%	19%	22%▲	23%▲	25%▲	26%	27%	26%	25%	23%▼	22%▼	22%	22%
	Total Disagree (Bottom 2 Box)	47%	43%▼	41%▼	39%▼	39%	41%	42%▲	44%▲	45%	45%	43%	41%▼	39%▼	37%▼	37%	38%▲	39%	41%	41%▲	41%	42%
Satisfaction	Total Satisfied (T2B)	15%	17%	20%▲	21%▲	22%	22%	21%▼	20%	20%	21%▲	23%▲	24%▲	26%▲	27%	28%	26%▼	25%	24%▼	22%▼	23%	23%
	Total Dissatisfied (B2B)	36%	32%▼	28%▼	27%	28%	30%▲	32%▲	33%	33%	32%	31%	31%	29%	29%	29%	31%▲	32%	33%▲	34%	33%	34%
Sense of Pride	Total Agree (T2B)	40%	43%	46%	46%	44%	44%	41%	41%	39%▼	39%	41%▲	43%▲	47%▲	49%▲	49%	49%	48%	46%▼	45%	45%	43%
	Total Disagree (B2B)	17%	21%	20%	20%	20%	20%	21%	21%	23%	23%	22%	21%	20%	18%▼	18%	18%	18%	20%▲	21%▲	22%	24%▲
Seeks residents point of view	Total Demonstrates (T2B)	18%	19%	20%	22%▲	22%	21%	21%	22%	21%	23%▲	24%	24%	25%	NA	26%	25%	26%	26%	26%	26%	25%
	Total Doesn't Demonstrate (B2B)	46%	42%	40%▼	38%▼	39%	39%	39%	39%	40%	38%	39%	38%	36%	NA	34%	36%	36%	36%	37%	36%	37%
Is an example of good value for ratepayers' money	Total Demonstrates (T2B)	9%	10%▲	12%▲	13%▲	14%	14%	13%	13%	12%	13%	14%▲	15%	16%	NA	18%	17%	16%	16%	15%	15%	16%
	Total Doesn't Demonstrate (B2B)	58%	51%▼	49%▼	48%▼	48%	50%▲	51%	52%	52%	51%	51%	48%▼	46%▼	NA	44%	46%▲	49%▲	50%	50%	50%	50%
Perceptions that council keep people informed on how their rates are being spent	Total Demonstrates (T2B)	19%	21%	23%▲	25%▲	25%	26%	25%	25%	25%	26%▲	28%▲	30%▲	32%▲	32%	32%	31%	30%	30%	30%	30%	29%
	Total Doesn't Demonstrate (B2B)	43%	36%▼	34%▼	32%	33%	34%	35%	36%	36%	36%	34%▼	33%	31%▼	30%▼	31%	31%	32%	32%	33%	33%	33%

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

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

NA - not asked Q2 2020

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), 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), Q2'19-Q1'20 (n=3201), Q3'19-Q2'20 (n=3,203), Q4'19-Q3'20 (n=3,198), Q1'20-Q4'20 (n=3,070), Q2'20-Q1'21 (n=3069), Q3'20-Q2'21 (n=3,073), Q4'20-Q3'21 (n=3073), Q1'21-Q4'21 (n=3,076), Q2'21-Q1'22 (n=3079)

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