

# Citizen Insights Monitor Annual Report

April 2024 – March 2025

Latest results based on rolled quarters Q2 2024 – Q1 2025  
Sample size: n=3,023 (4 quarter roll) & n=687 (Q1 2025)

# Methodology



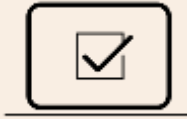
## Target audience

Auckland residents aged 15 and older.



## Interview dates

April 2024 to March 2025.



## Method

15 to 19 minute survey with participants sourced from online research panels.



## Sample size

4-quarter rolling data achieves a sample size of n=3,023 (maximum margin of error +/- 1.8%).

### Quotas and weighting

Quotas are set by age within 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 within gender, ethnicity and location based on the 2023 Census population characteristics of the Auckland region.

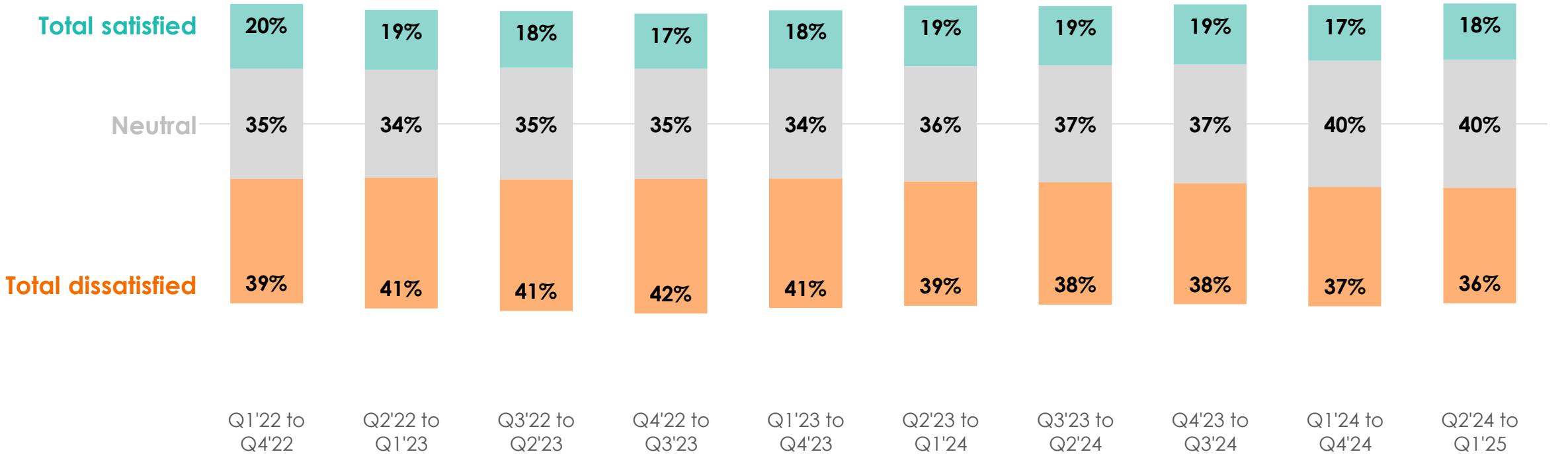
### Changes to previous reporting

Note that the CIM questionnaire was refreshed, and incorporates the following changes:

- Fewer questions for succinctness and to ensure relevancy for current and future decision-making
- Room for custom questions to be added when needed
- A shift to a reputational score as a key measure.

# Satisfaction with Auckland Council performance – rolling quarters

Satisfaction with Auckland Council performance over the last 12 months – rolling quarters



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

**Base:** Auckland residents 15+: Q1'22-Q4'22 (n=3085), Q2'22-Q1'23 (n=3017), Q3'22-Q2'23 (n=3011), Q4'22-Q3'23 (n=3006), Q1'23-Q4'23 (n=3007), Q2'23-Q1'24 (n=3012), Q3'23-Q2'24 (n=3034), Q4'23-Q3'24 (n=3028), Q1'24-Q4'24 (n=3091), Q2'24-Q1'25 (n=3023)

**Note:** 'Don't know' not shown.

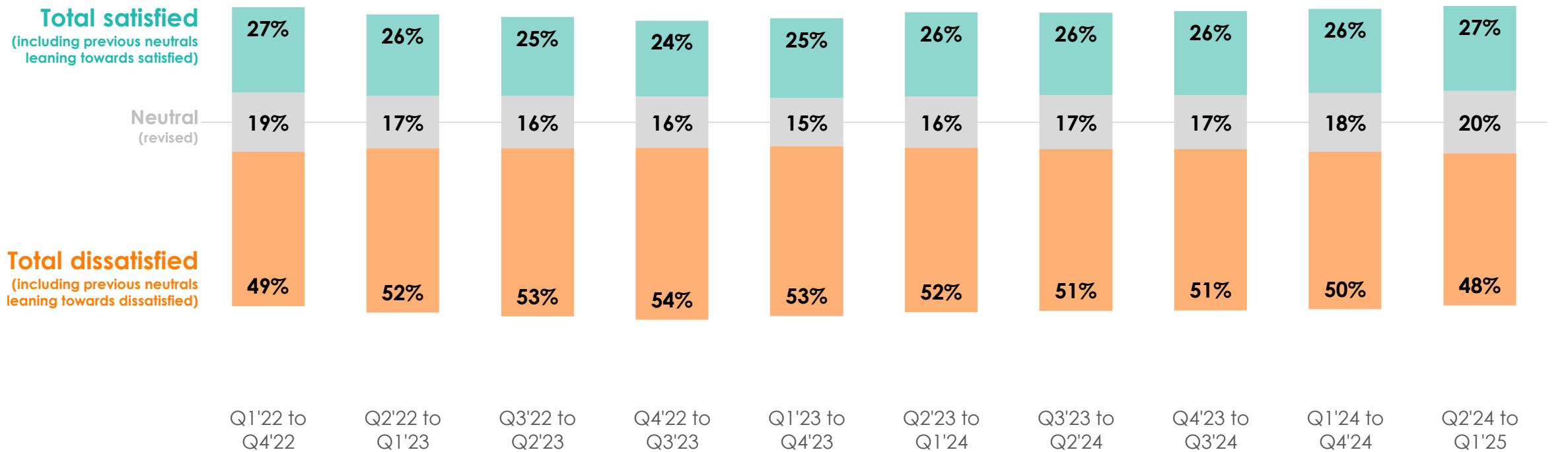
Significantly higher than previous period ▲

Significantly lower than previous period ▼

# A deep dive into neutral responses

## Deeper dive into neutral satisfaction with Auckland Council – rolling quarters

Satisfaction/dissatisfaction in this chart includes the previous neutrals and their satisfaction/dissatisfaction leaning when prompted



**Source:** O1. How satisfied or dissatisfied are you with the overall performance of Auckland Council over the last 12 months? O1a. Which of the following would best describe your feelings towards Auckland Council's overall performance over the last 12 months?

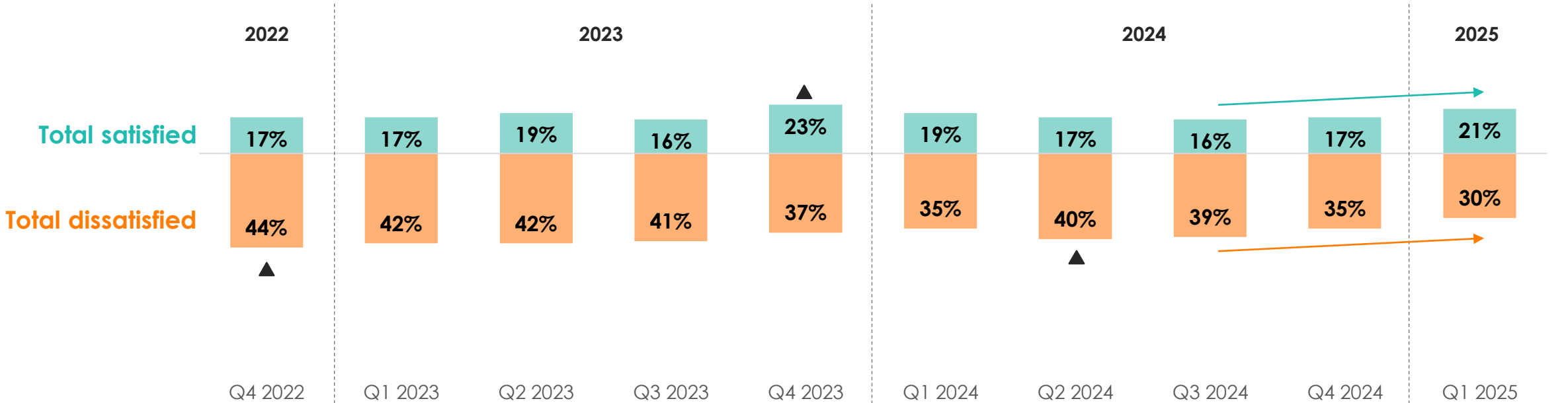
**Base:** Auckland residents 15+ (including those who responded 'neutral' for O1): Q1'22-Q4'22 (n=3085), Q2'22-Q1'23 (n=3017), Q3'22-Q2'23 (n=3011), Q4'22-Q3'23 (n=3006), Q1'23-Q4'23 (n=3007), Q2'23-Q1'24 (n=3012), Q3'23-Q2'24 (n=3034), Q4'23-Q3'24 (n=3028), Q1'24-Q4'24 (n=3091), Q2'24-Q1'25 (n=3023).

**Note:** 'Don't know' not shown.

Significantly higher than previous period ▲  
Significantly lower than previous period ▼

# Satisfaction with Auckland Council performance – quarterly results

Satisfaction with Auckland Council performance over the last 12 months – quarterly results

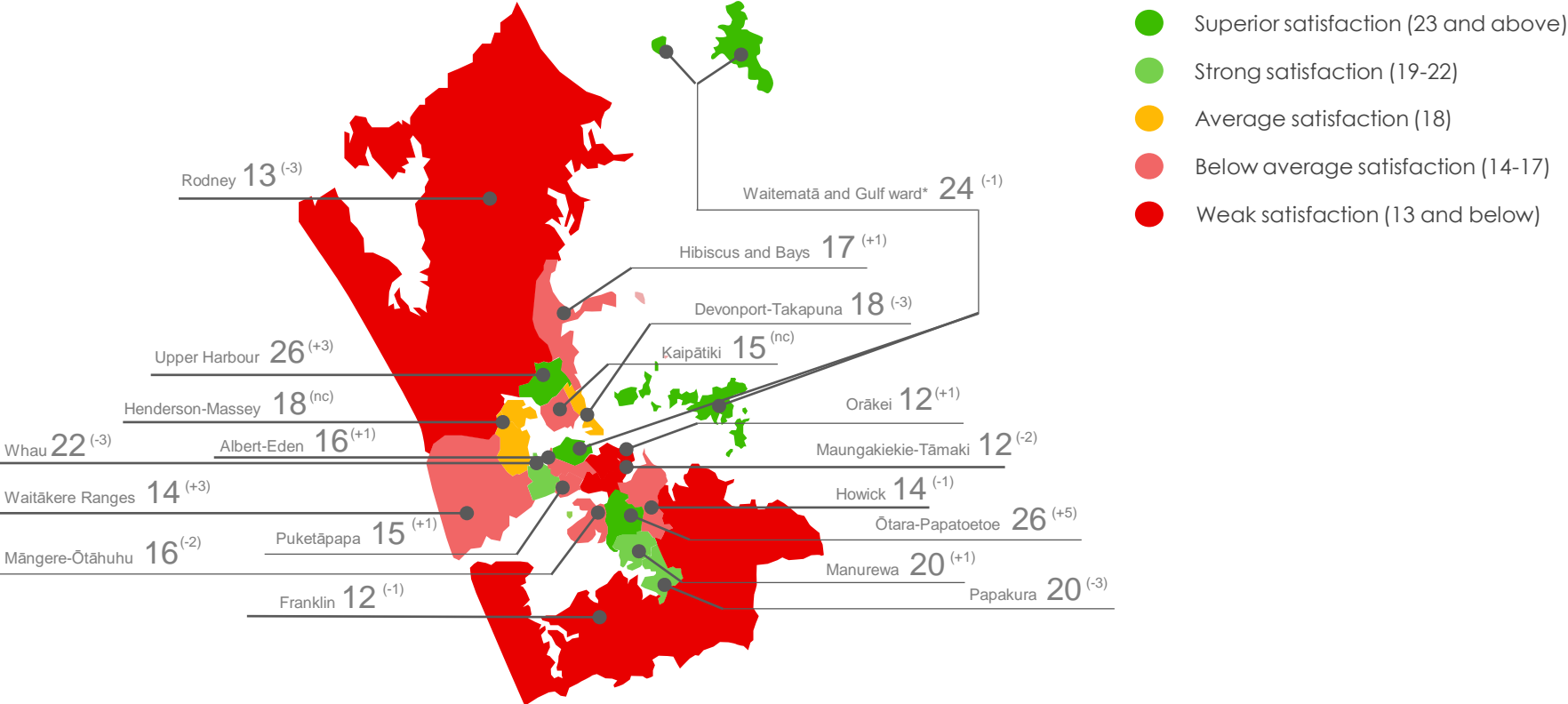


**Source:** O1. How satisfied or dissatisfied are you with the overall performance of Auckland Council over the last 12 months?  
**Base:** Auckland residents 15+: Q4'22 (n=625), Q1'23 (n=750), Q2'23 (n=816), Q3'23 (n=815), Q4'23 (n=626), Q1'24 (n=755), Q2'24 (n=838), Q3'24 (n=809), Q4'24 (n=689), Q1'25 (n=687)  
**Note:** Due to variations in effective sample size and decimal point rounding, % point differences of the same value may sometimes be significant whilst other times they are not.

Significantly higher than previous period ▲  
Significantly lower than previous period ▼

# Satisfaction with the overall performance of Auckland Council by local board

Satisfaction with council – local boards (Q2'24-Q1'25 rolling quarter)

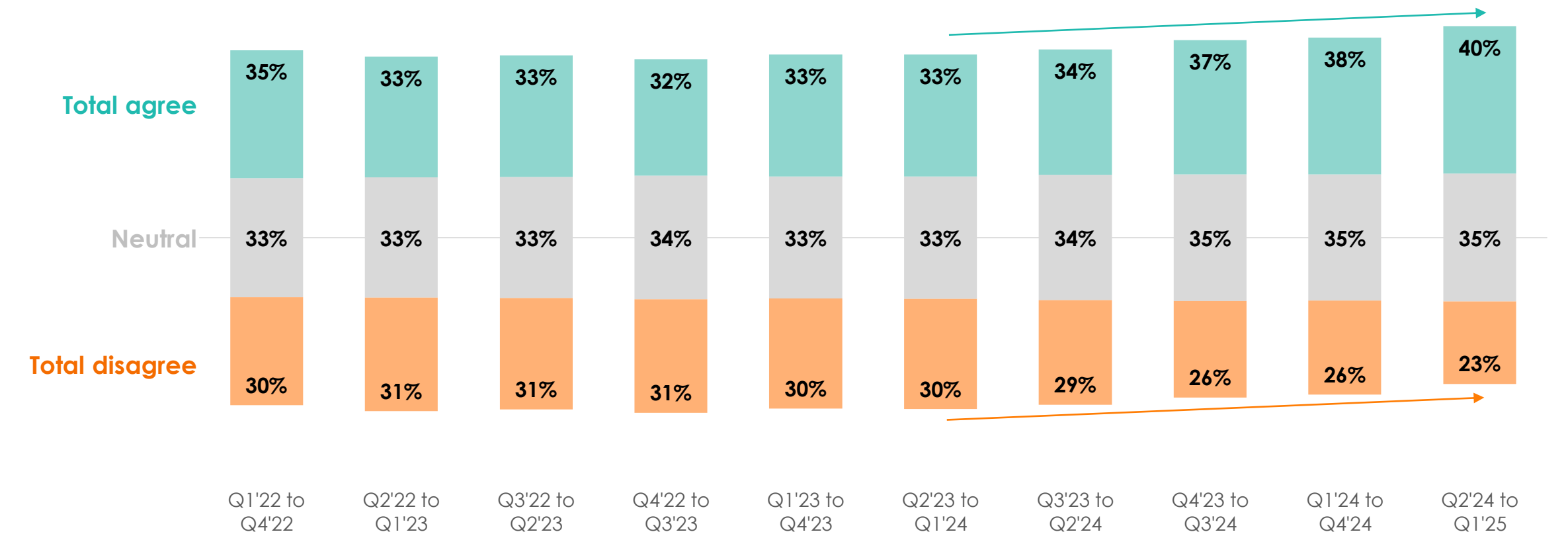


**Source:** O1. How satisfied or dissatisfied are you with the overall performance of Auckland Council over the last 12 months?  
**Base:** Auckland residents 15+: Q1'24-Q4'24 (n=3091), Q2'24-Q1'25 (n=3023)  
**Notes:** (+/- x) Percentage point difference versus last wave (Q1'24-Q4'24). Waitematā and 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

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# Sense of pride living in Auckland – rolling quarters

I feel a sense of pride living in Auckland – rolling quarters

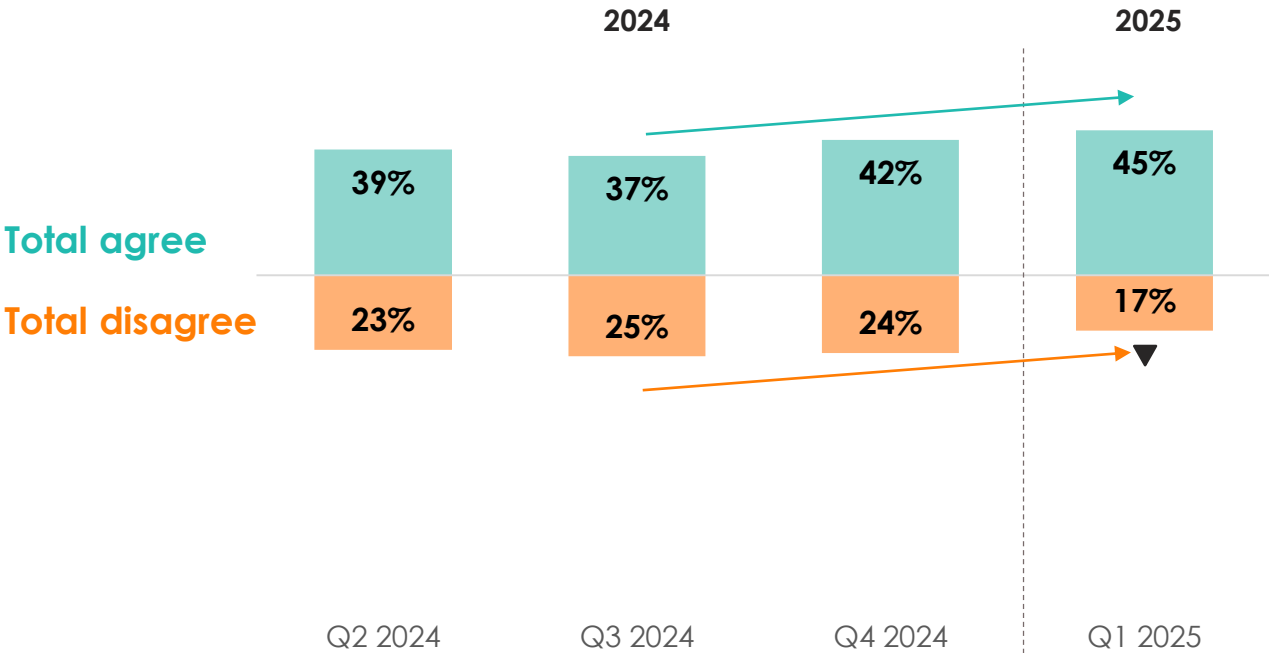


**Source:** R8. How much do you agree or disagree with the following statements about Auckland?  
**Base:** Auckland residents 15+: Q1'22-Q4'22 (n=3085), Q2'22-Q1'23 (n=3017), Q3'22-Q2'23 (n=3011), Q4'22-Q3'23 (n=3006), Q1'23-Q4'23 (n=3007), Q2'23-Q1'24 (n=3012), Q3'23-Q2'24 (n=3034), Q4'23-Q3'24 (n=3028), Q1'24-Q4'24 (n=3091), Q2'24-Q1'25 (n=3023)  
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# Sense of pride living in Auckland – quarterly results

I feel a sense of pride living in Auckland – quarterly results



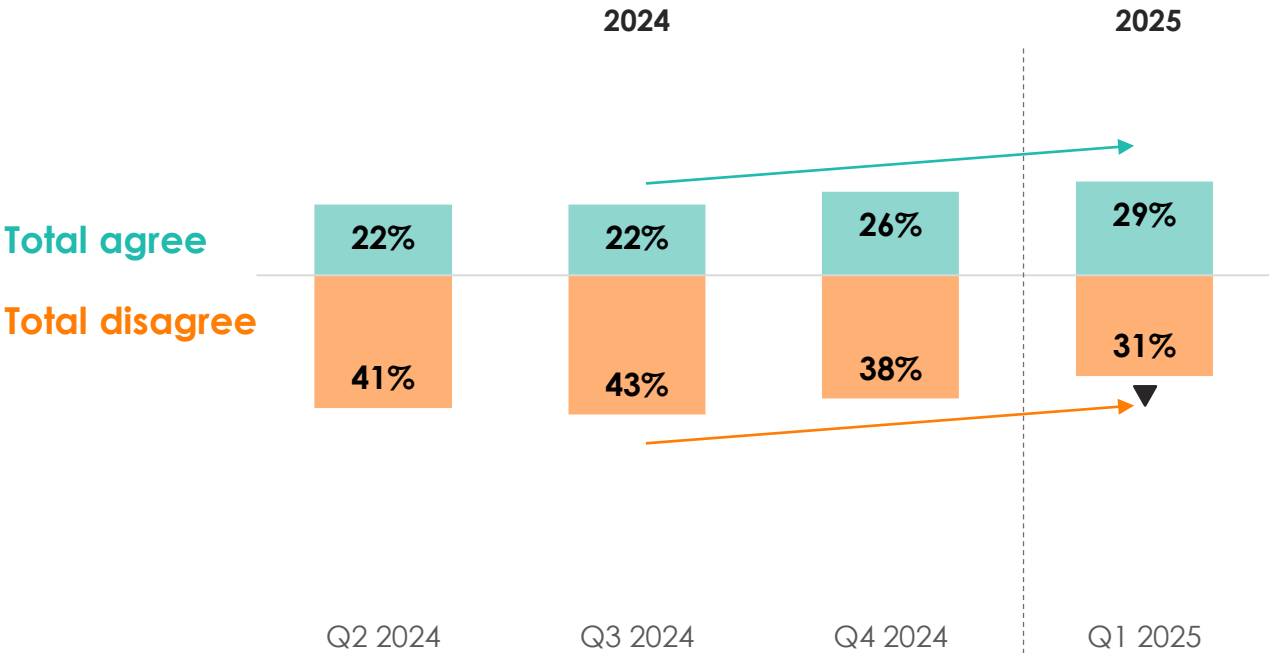
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Significantly higher than previous period ▲  
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# Perceptions that Auckland is a safe and secure place to live – quarterly results

## Auckland is a safe and secure place to live – quarterly results



**Source:** R8. How much do you agree or disagree with the following statements about Auckland?  
**Base:** Auckland residents 15+: Q2'24 (n=838), Q3'24 (n=809), Q4'24 (n=689), Q1'25 (n=687)

Significantly higher than previous period ▲  
Significantly lower than previous period ▼

# New to the CIM is the reputation score.

The one number reputation score reputation score combines the 19 reputation attributes. Each of the four pillars have an equal weighting on the final reputation score.

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## Trust

- Is open and transparent
- Provides high quality services
- Listens to the public's point of view
- Is an example of good value for ratepayers' money
- Uses ratepayer money responsibly
- Is an efficient and well-run organisation

## Social responsibility

- Deals fairly with all residents
- Communicates clearly
- Is easy to deal with online
- Behaves in a responsible way towards the environment
- Is a positive influence on society
- Seeks residents' point of view

## Fairness

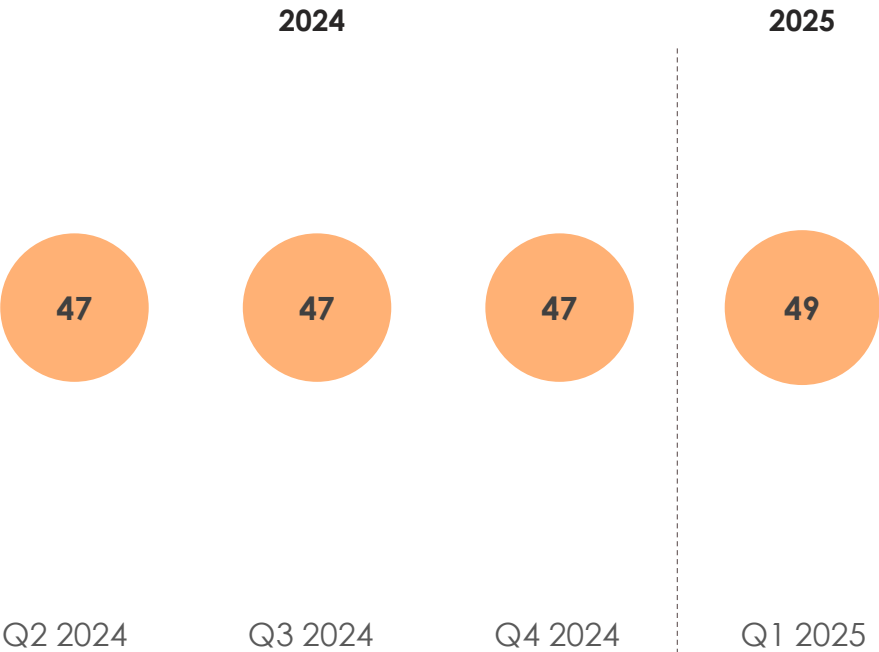
- Honours the principles of the Treaty of Waitangi
- Treats their employees well

## Leadership

- Invests enough in infrastructure to meet future needs
- Adapts quickly to change
- Attracts and retains talented staff
- Contributes to economic growth
- Has a clear strategy and vision for the future

# Auckland Council reputation score out of 100 – quarterly results

Reputation score out of 100 - quarterly results



**Source:** Reputation score based on R6 questions  
**Base:** Auckland residents 15+ who know about: Auckland Council (n=~606 to 777)

Significantly higher than previous period ▲  
Significantly lower than previous period ▼

# Key metrics - rolling quarters

## Key metrics – rolling quarters

		BENCH-MARK 2015	Q1-Q4'22	Q2'22- Q1'23	Q3'22- Q2'23	Q4'22- Q3'23	Q1'23- Q4'23	Q2'23- Q1'24	Q3'23- Q2'24	Q4'23- Q3'24	Q1-Q4'24	Q2'24- Q1'25
Advocacy	Advocates (T2B)	8%	10%	9%	9%	8%	9%	9%	9%	10%	9%	10%
	Detractors (B2B)	36%	35%	37%	37%	38%	37%	37%	37%	36%	37%	36%
Satisfaction	Total Satisfied (T2B)	15%	20%	19%	18%	17%	18%	19%	19%	19%	17%	18%
	Total Dissatisfied (B2B)	36%	39%	41%	41%	42%	41%	39%	38%	38%	37%	36%
Sense of pride	Total Agree (T2B)	40%	35%	33%	33%	32%	33%	33%	34%	37%	38%	40%
	Total Disagree (B2B)	17%	30%	31%	31%	31%	30%	30%	29%	26%	26%	23%
Seeks residents point of view	Total Demonstrates (T2B)	18%	24%	23%	23%	23%	23%	24%	25%	25%	25%	25%
	Total Doesn't Demonstrate (B2B)	46%	40%	41%	40%	41%	40%	40%	39%	39%	38%	36%
Is an example of good value for ratepayers' money	Total Demonstrates (T2B)	9%	14%	13%	12%	11%	13%	13%	13%	14%	14%	14%
	Total Doesn't Demonstrate (B2B)	58%	53%	54%	54%	55%	53%	52%	52%	51%	52%	51%

**Source:** R5 advocacy, O1 satisfaction, R8 pride, R6 seeks residents' point of view, R6 is good value for ratepayers' money

**Base:** Auckland residents 15+: Q1'22-Q4'22 (n=3085), Q2'22-Q1'23 (n=3017), Q3'22-Q2'23 (n=3011), Q4'22-Q3'23 (n=3006), Q1'23-Q4'23 (n=3007), Q2'23-Q1'24 (n=3012), Q3'23-Q2'24 (n=3034), Q4'23-Q3'24 (n=3028), Q1'24-Q4'24 (n=3091), Q2'24-Q1'25 (n=3023)

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