

10-year budget 2021-2031 research

Research findings of a survey of Aucklanders

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Summary

Auckland Council commissioned Colmar Brunton to measure the level of support for its proposed 10-year budget and its proposal to invest more in responding to climate change.

A mixed method survey of 4,056 Auckland residents who are eligible to vote in local government elections was carried out from 1 to 23 March, 2021. The questionnaire was evaluated using cognitive testing and conventional piloting to ensure survey questions were easily understood.

Support for proposed 10-year budget

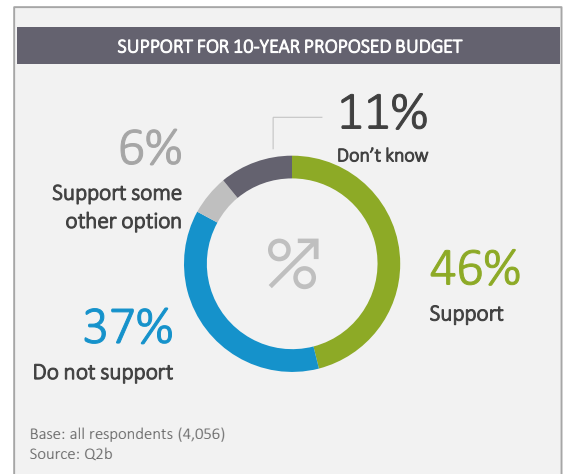
Just under half (46%) support the proposed budget, with the remainder saying they do not support it (37%), they support some other option (6%), or they don't know (11%).

Support is higher among:

- Residents in Central (52%) and West Auckland (50%)
- Youth (53% of 18 to 29 year olds)
- High income households (52% of those with a household income over \$150,000).

Support is lower among:

- North (41%) and South Auckland (43%) – especially Rodney (32%), Ōtara-Papatoetoe (33%), and Great Barrier (35%)
- Older Aucklanders (42% of those aged 50 or more)
- Asian Aucklanders (42%)
- Low income households (43% of those with a household income up to \$30,000)



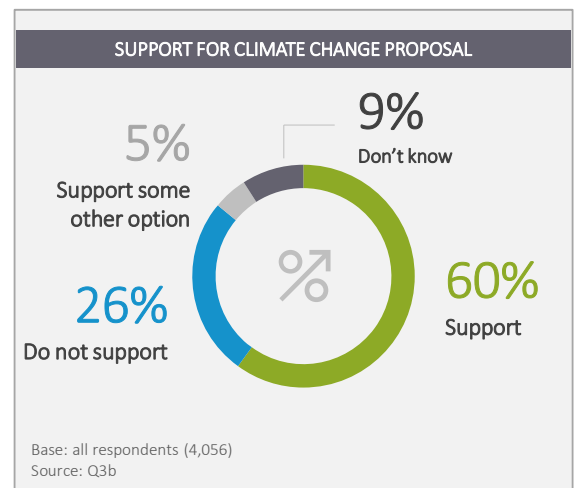
Support for proposed 10-year budget

A small majority (60%) of Aucklanders support the climate change proposal.

Support is especially high among:

- Youth (68% of 18 to 29 year olds)
- Māori (66%) and Pacific (64%) Aucklanders.
- Residents in Waiheke (73%), Waitemata (73%), Maungakiekie Tāmaki (69%), and Great Barrier (66%).

Support drops below 50% for residents in Rodney (49%) and Upper Harbour (48%).



The task at hand

Auckland Council is consulting on its 10-year Budget for 2021-2031, otherwise known as their Long-term Plan for the period. Aucklanders are able to provide feedback on Auckland Council's consultation document through a number of channels (online, email, post, and in person at feedback events). In addition to this consultation process, the governing body directed the Auckland Council Chief Executive to commission a robust and representative quantitative survey of Aucklanders to ascertain the overall level of support for the proposed budget, and their level of support for the additional investment in climate change (one of the specific topics covered in the consultation document).

To this end, Auckland Council commissioned Colmar Brunton to carry out an independent mixed method survey (online and telephone) of approximately 4,000 Aucklanders across the region. Insights from the survey will support local government decision making in relation to the 10-year Budget.

Questions on the two areas covered are also included in Auckland Council's consultation document.

Research objectives

The research was designed to measure:

- The level of public support for the proposed budget, which includes a one-off 5% rates increase in 2021/2022 (rather than the previously planned 3.5% rates increase)
- The level of public support for additional investment in addressing climate change
- Levels of public support on these topics by local board, as well as key demographic variables (age, gender, ethnicity, household income, and ratepayer status).

This report presents the survey findings and methodology Colmar Brunton used to carry out the research.

A reviewer from the University of Auckland was commissioned to independently review the survey design, methodology, questions and the survey findings.

Research methodology

Colmar Brunton carried out a survey of 4,056 Aucklanders from 1 to 23 March, 2021.

The target population was Auckland residents aged 18 years and older who are eligible voters for Auckland Council local government elections.

A mixed method approach was used: 3,384 Aucklanders took part in an online survey and 672 Aucklanders were interviewed by phone. The use of online surveying recognised the decreasing proportion of households with landline phones. On the other hand, the use of phone interviews recognised that some areas have significant numbers of households without internet access. Further, it was not feasible to interview sufficient numbers of Aucklanders using an online survey for some local boards (e.g. Waiheke and Great Barrier).

Across the combined online and telephone survey fieldwork, approximately 200 interviews were conducted in each local board (with the exception of Great Barrier where 50 interviews were achieved).

Online survey fieldwork

The online survey was conducted using Colmar Brunton's online panel and Dynata's online panel.

The first half of fieldwork focused on ensuring quotas on age by gender, ethnicity, and household income by household size were met to ensure a demographically representative sample. The second half of fieldwork focused on ensuring local board quotas were met.

Telephone survey fieldwork

A random digit dialling (RDD) methodology was used to sample landline telephones, including people with unlisted phone numbers. Telephone interviews were restricted to those living in Māngere-Ōtāhuhu, Ōtara-Papatoetoe, Papakura, Puketapapa, Rodney, and Waiheke and Great Barrier. All telephone respondents lived in households with a working landline telephone, including unlisted numbers. A response rate of 22% was achieved (based on all estimated eligible attempted contacts).

Maximum margin of error

The maximum margin of error on the total sample size of 4,056 is +/-1.6%¹ (at the 95% confidence level).

Weighting

Survey data were weighted to align with Statistics New Zealand 2018 Census population demographic characteristics: age by gender, ethnicity, and local board area. Statistics New Zealand Household Economic Survey data was used to weight the data to estimated population household income by household size characteristics.

Questionnaire development

The questionnaire was developed by Colmar Brunton in collaboration with the reviewer from the University of Auckland. The draft questionnaire was cognitively tested with five respondents in a face-to-face or Zoom setting to test respondent comprehension and interpretation of the survey questions. The final questionnaires incorporated revisions made to draft versions following the cognitive testing, conventional online survey and CATI pilot surveys, feedback from interviewers, and observations from a researcher listening to a sample of the recordings.

The average interview length for the online survey fieldwork was five minutes. The average telephone interview length was 11 minutes. The questionnaires are appended to this report.

¹ The disproportionate sampling approach used in targeting local boards has been taken into account in calculating this estimated sampling error.

Aucklanders' level of support for the proposed budget

This section examines the level of public support for the proposed budget.

All respondents were provided with the information displayed below. After reading or hearing this information, they were asked whether they would like more information before providing their answer. Nineteen percent of respondents said they would like further information. This additional information is shown on pages 23 (for the online survey version) and 29 (for the phone survey version) in Appendix B.

Later we are going to ask you whether or not you support Auckland Council's proposed 10-year budget. First, we'll tell you about it...

What is the proposed 10-year budget about?

Auckland Council's proposed 10-year budget takes into account the expected decrease in revenue due to Covid-19, as well as a need for more investment in Auckland to support recovery and population growth, renew old infrastructure, and address climate change.

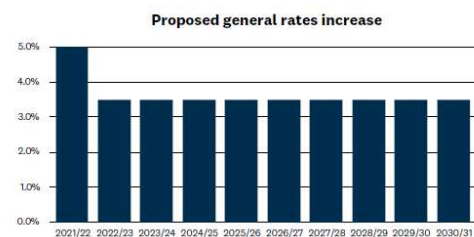
The proposed budget would see Auckland Council invest \$31 billion in Auckland over the next 10 years.

To fund the extra investment, Auckland Council would borrow more in the short-term, continue to make cost savings, and sell more surplus property. A general rates increase would also be needed.

Council is proposing a one-off 5% average general rates increase for 2021/2022, rather than the previously planned 3.5% increase. The increase would return to 3.5% each year after that.

The proposed budget means that in the shorter term (over the next three years), Auckland Council would spend \$900 million more on things like:

- *Bus priority, safety and cycling improvements, and Park 'n' rides.*
- *Road sealing.*
- *Water supply and the treatment of wastewater.*
- *Managing stormwater and reducing flooding.*
- *Community projects where they are most needed.*
- *Increasing sports park capacity where it's needed most.*
- *Earthquake strengthening community facilities.*
- *Doing work at landfills to stabilise slopes and address health and safety concerns.*
- *Restoring the Art Gallery heritage building.*



What exactly does the proposed 10-year budget mean for your rates?

Under the previously planned increase of 3.5%, the average residential property (worth about \$1 million) would pay an extra \$111 next year.

The one-off 5% increase in the proposed new budget would mean another \$39 on top of that \$111. So that's \$150 in total.

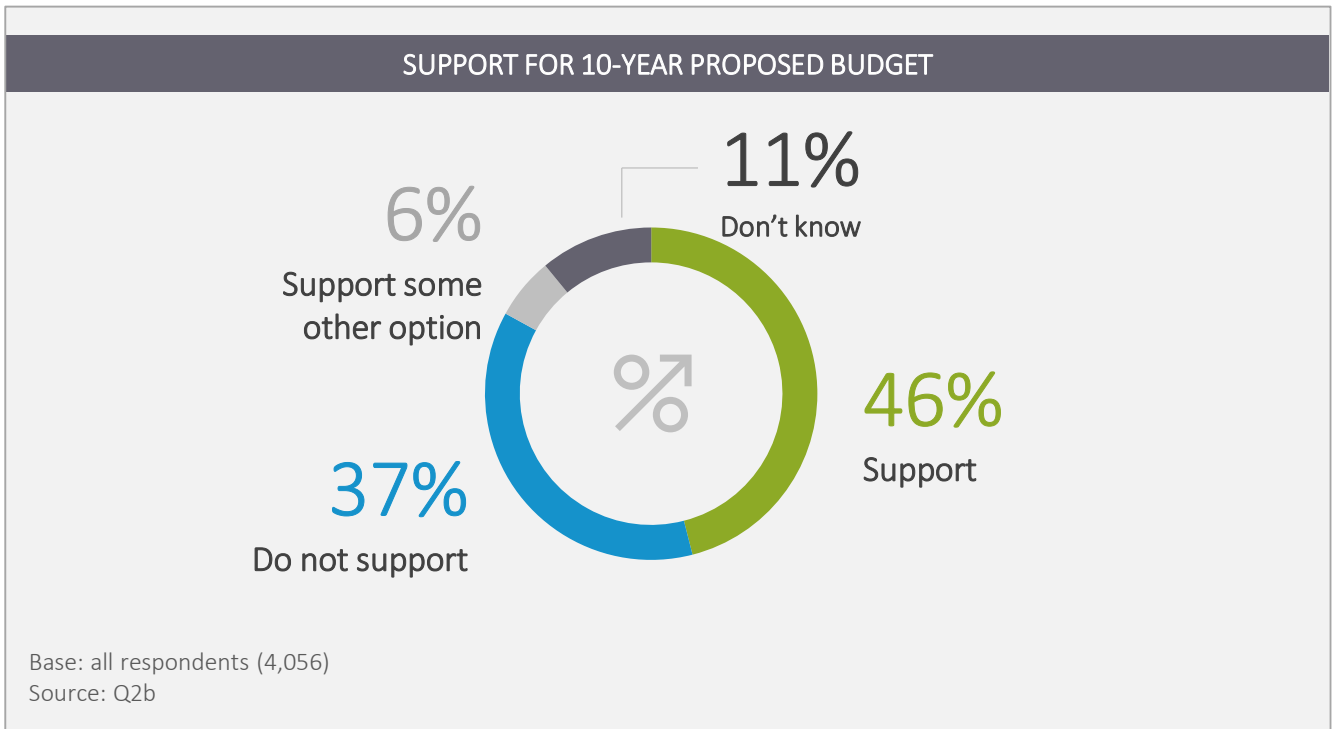
Shortly, we'll ask you whether you support the proposed 10-year budget. But first, would you like any more information on the proposed budget or are you ready to answer the question now?

What is your opinion on the proposed 10-year budget?

- *Support*
- *Do not support*
- *Support some other option (please tell us)*
- *Don't know*

Results are presented in the following chart.

Just under half (46%) of Aucklanders support the proposed budget, over a third (37%) state they do not support it, with the remainder saying they support some other option (6%) or don't know (11%).



The reasons respondents gave for preferring 'some other option' (6%) are summarised in the table below. Percentages are based on the total sample.

Reasons for preferring 'some other option'

	%
Disapprove of how money is to be spent in proposal or is currently spent e.g. need to focus on core services/infrastructure, Council should stop wasting money, Council should reduce its own costs, non-urgent spending should be cut or deferred.	3%
Specific mention of reducing council staff costs , e.g. reduce income of top 10% staff, Councillors, consultants etc.	1%
More targeted rates increase/system , e.g. poorer areas pay less, rates should be based on income as well as assets.	2%
Partial or reluctant support of proposal	1%
Proposed rates increase is unaffordable for ratepayers	1%
Suggestions for where money should be spent , e.g. water and stormwater infrastructure, public transport, roading.	1%
Better Council decision making needed	1%
Other	2%

*Percentages sum to more than 6% as multiple responses were allowed.

Base: All respondents (4,056)

Source: Q2b

Reasons for not supporting the proposed budget

The reasons respondents gave for not supporting the proposed budget are summarised in the table below. While this question was asked only of those who said they did not support the proposed budget, percentages are based on the total sample (n=4,056).

The most common reasons relate to the size and unaffordability of the proposed rates increase. Significant mention is also made of what Council should be spending money on, and a perceived need for better Council decision making.

Reasons for not supporting the proposed budget

	%
Rates increase is too high , e.g. rates already very high, 5% increase is excessive, keep previously promised 3.5%.	16%
Unaffordable for ratepayers , e.g. people suffering because of COVID, people's incomes have fallen/lost jobs, paying will be a struggle, pensioners and people on low incomes can't afford it.	14%
Comments on how money should or shouldn't be spent , e.g. focus on core services/infrastructure, defer non-urgent spending, community projects (e.g. Arts) should not be a priority, roading and traffic congestion needs addressing, stop wasting money, water supply problems need addressing and water rates are increasing.	13%
Better Council decision making is needed/ distrust in Council , e.g. financial incompetence before the pandemic, lack of planning/vision, Council ignore feedback, incompetent Council and CCOs, greater accountability needed, lack of care about ratepayers, Council is being unrealistic/unfair.	10%
Reduce Council costs , e.g. reduce all Council salaries, reduce income of top 10% staff/ Councillors/ consultants etc, reduce number of highly paid staff.	6%
Use alternative revenue sources , e.g. user pays, tolls, fines, sponsorship, central Government funding.	2%
Other , e.g. more targeted rates system, timing is wrong/wait for economic recovery, we pay rates but don't get the benefits/services, just don't want to pay.	10%

*Percentages sum to more than 37% as multiple responses were allowed.

Base: All respondents (4,056)

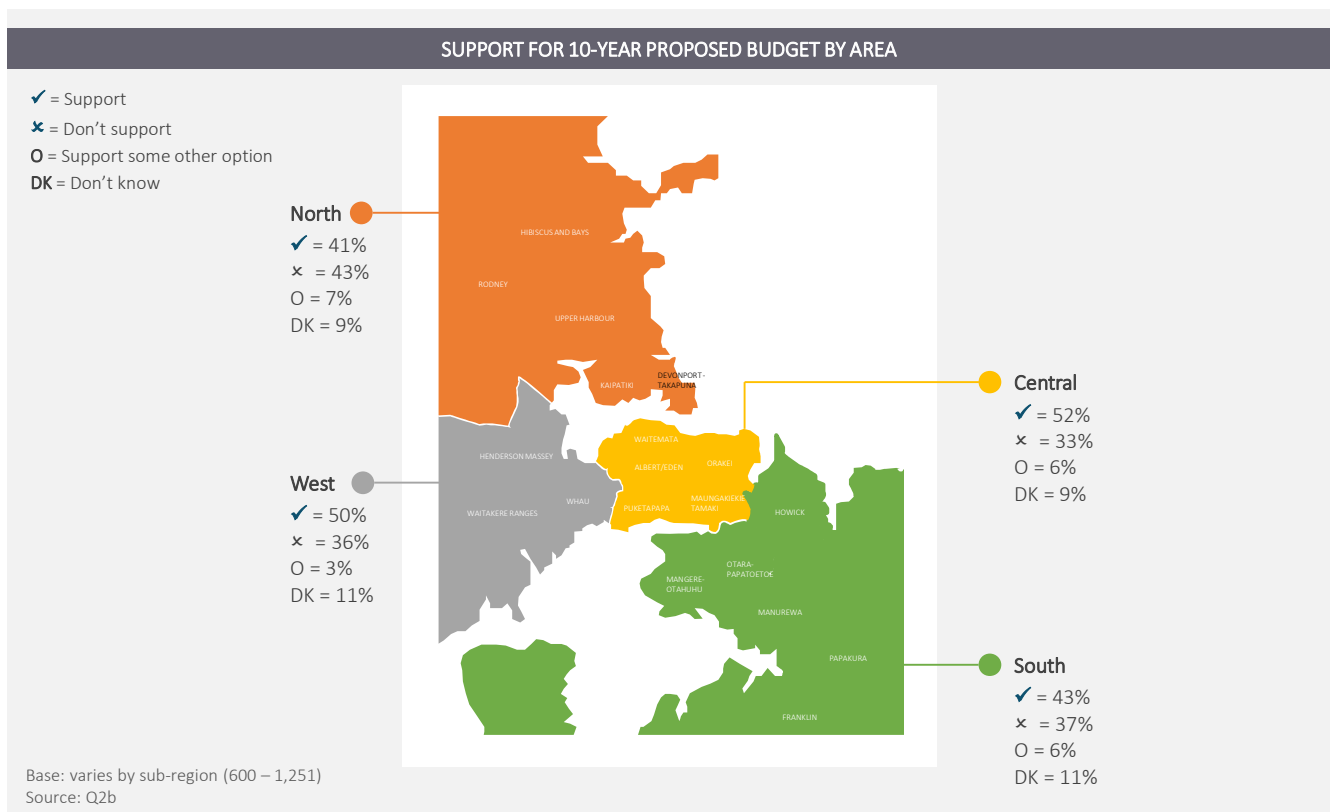
Source: Q2c

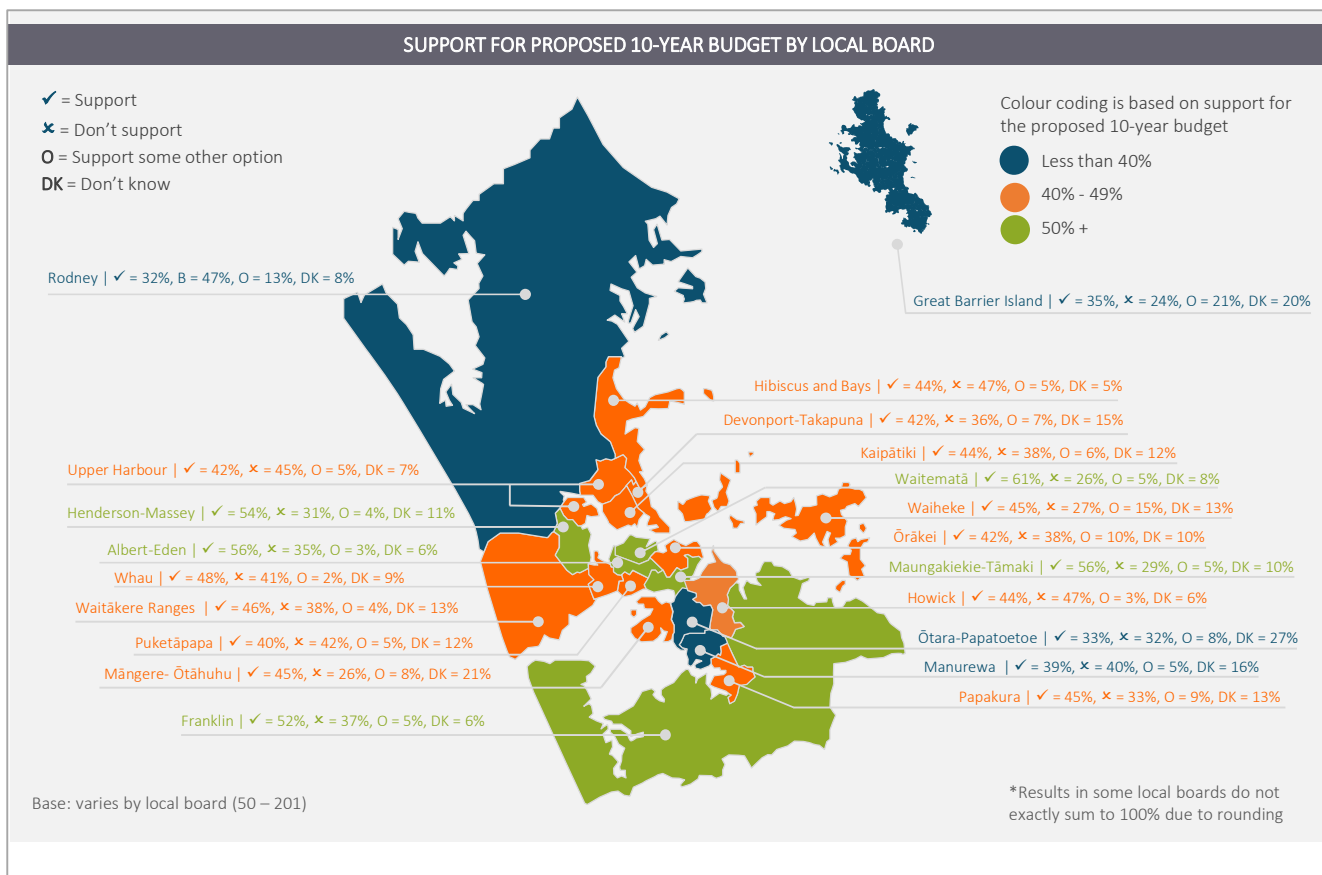
Level of support by region

The next two charts show support levels by Auckland sub-region and local board area respectively.

The following patterns are evident:

- Support for the 10-year proposed budget is stronger in Central Auckland (52%) and West Auckland (50%) than in North (41%) and South Auckland (43%).
- Support exceeds 50% in five of the local boards (Waitematā, Maungakiekie Tāmaki, Albert-Eden, Henderson-Massey, and Franklin) and drops below 40% in four local boards (Rodney, Ōtara Papatoetoe, Manurewa and Great Barrier).
- Uncertainty about the proposed budget is especially high in Ōtara Papatoetoe (27%) and Māngere Ōtāhuhu (21%).

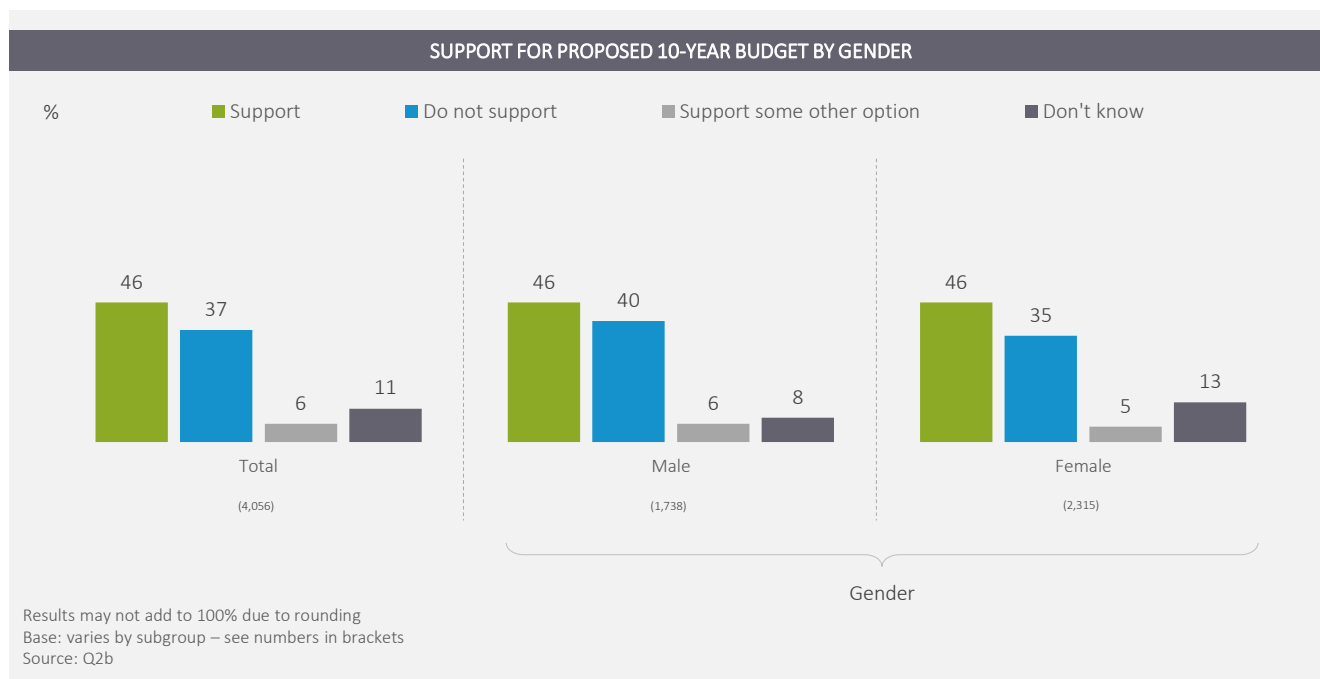




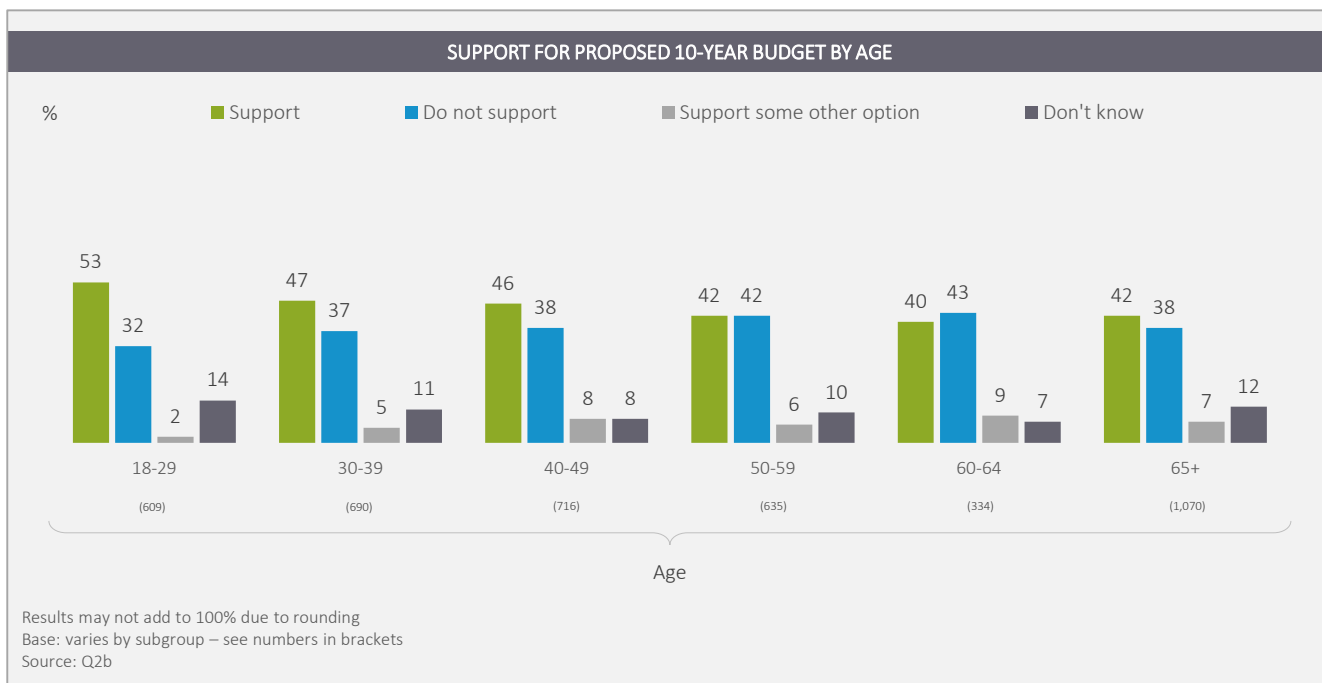
Demographic variations

The next four charts illustrate the demographic variation that exists in the level of support for the proposed 10-year budget.

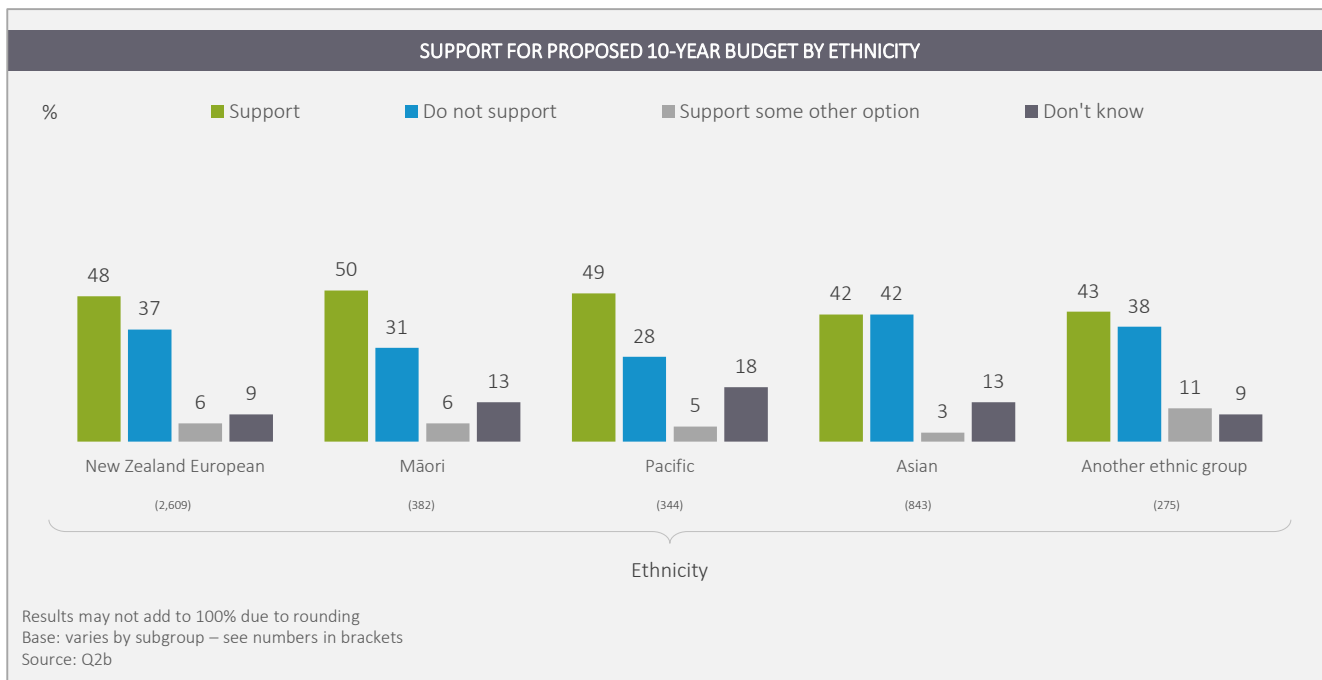
There is no significant variation between males and females.



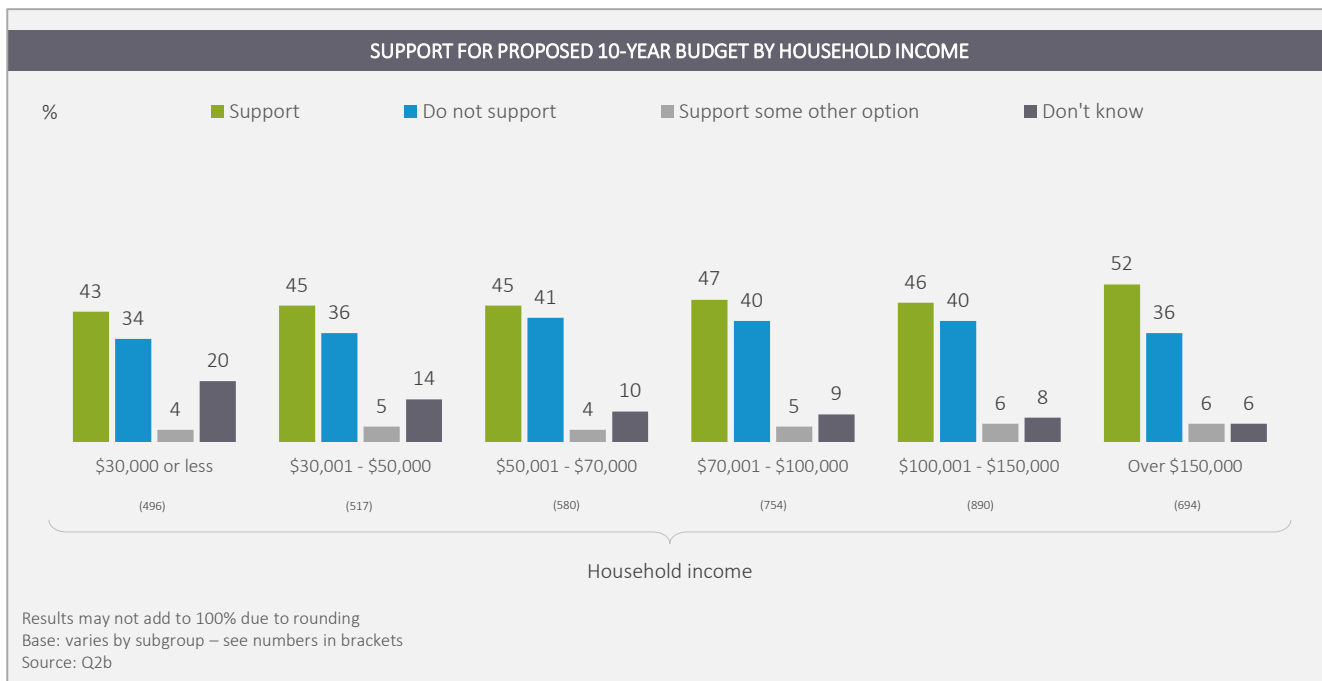
Support for the proposed budget is highest among youth (53% of 18 to 29 year olds) and lower among those aged 50 years and over (42%). Additional analysis shows support is lowest among males aged 50 years or more (39%).



Asian Aucklanders are less likely to support the proposed budget (42%) than Māori (50%), Pacific (49%), and NZ European (48%) Aucklanders.



Support for the proposed 10-year budget varies by household income. Just over half (52%) of Aucklanders with household incomes over \$150,000 convey support, versus 43% of Aucklanders with household incomes up to \$30,000. The level of uncertainty is quite high among these low income households (20%).



Aucklanders' level of support for the climate change proposal

This section examines the level of public support for Auckland Council's proposal to spend more on responding to climate change.

All respondents were given the information shown below. After reading or hearing this information, they were asked whether they would like more information before providing their answer. Twenty percent of respondents accepted the offer for additional information. This additional information is shown on pages 24 (for the online survey version) and 30 (for the phone survey version) in Appendix B.

This final question is about climate change.

Auckland Council is proposing additional investment to respond to the challenges of climate change. This additional investment would be funded by the proposed budget covered in the previous question.

The additional investment would mean Auckland Council does not need to buy any more diesel buses and it will help them replace diesel buses with electric and hydrogen buses sooner. It will also help reduce the amount of waste that goes to landfill, plant over 2 million more native trees and other initiatives.

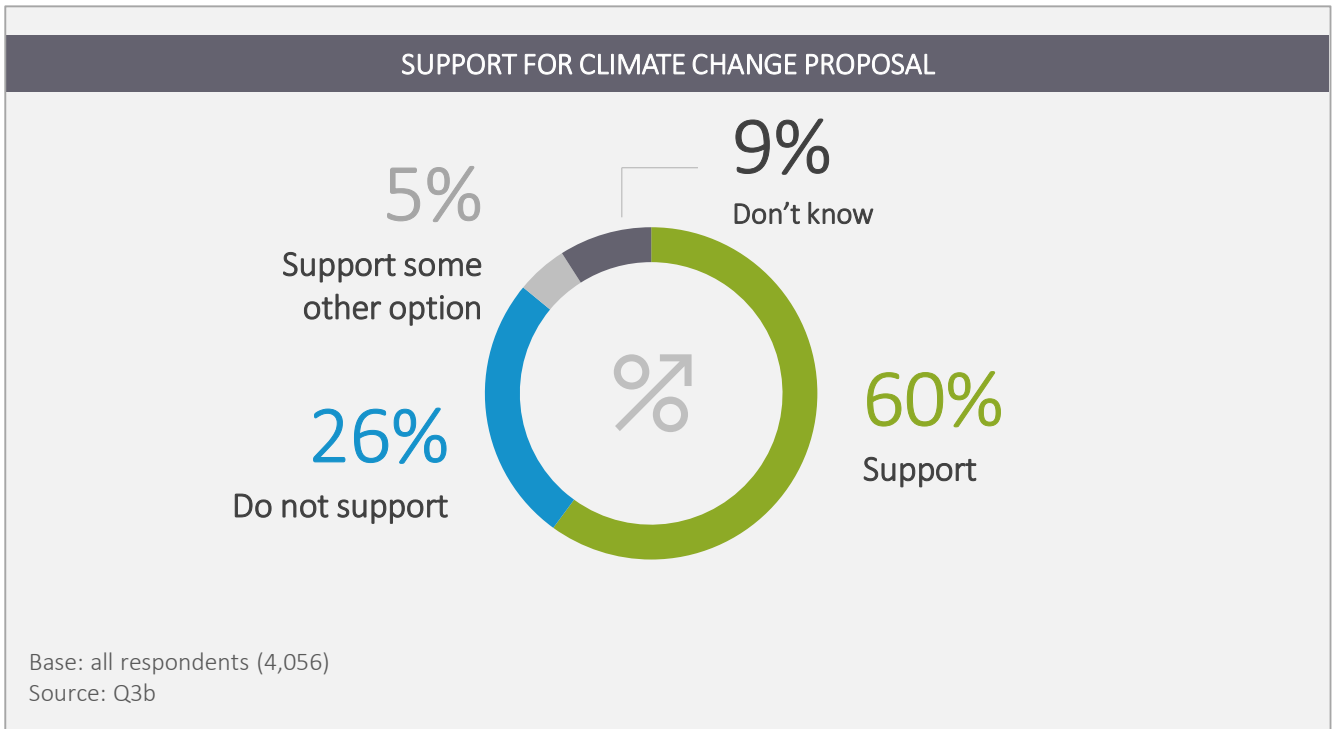
Shortly, we'll ask you whether you support the proposal for this additional investment to address climate change. But first, would you like more information on what that money would be spent on?

What is your opinion on this proposal to invest more in responding to climate change?

- *Support the proposed increased investment*
- *Do not support increased investment*
- *Some other option (please tell us what you'd like)*
- *Don't know.*

Results are presented in the chart overleaf.

A small majority (60%) of Aucklanders support the climate change proposal, with around a quarter (26%) saying they do not support it, 5% supporting some other option and 9% indicating they don't know.



The reasons respondents gave for preferring 'some other option' (5%) are summarised in the table below. Percentages are based on the total sample.

	%
Support some of these initiatives, but not all of them.	1%
Support these initiatives, but don't want the rates rise.	1%
Transport related comments and suggestions , e.g. more public transport, new electric buses and trains, gradual change preferred as buses reach the end of their life, encourage electric vehicles, better roading and infrastructure needed.	1%
Reduce costs or find alternative funding sources, e.g. stop wasting money, divert spending from non-essential functions, private business partnerships and sponsorships, work smarter.	1%
Suggestions on planting trees , e.g. protect the trees we have, plant more trees (some wanted more native trees, while others don't support the Council planting native trees), get community involved in planting trees.	*
Other suggestions to protect environment, e.g. clean up local beaches and ranges.	*
Other , e.g. wait until we've recovered from COVID-19, people are struggling financially, need to do more, need more information, distrust in Council.	2%

* % is between 0.0% and 0.5%.

Percentages sum to more than 5% as multiple responses were allowed.

Base: All respondents (4,056)

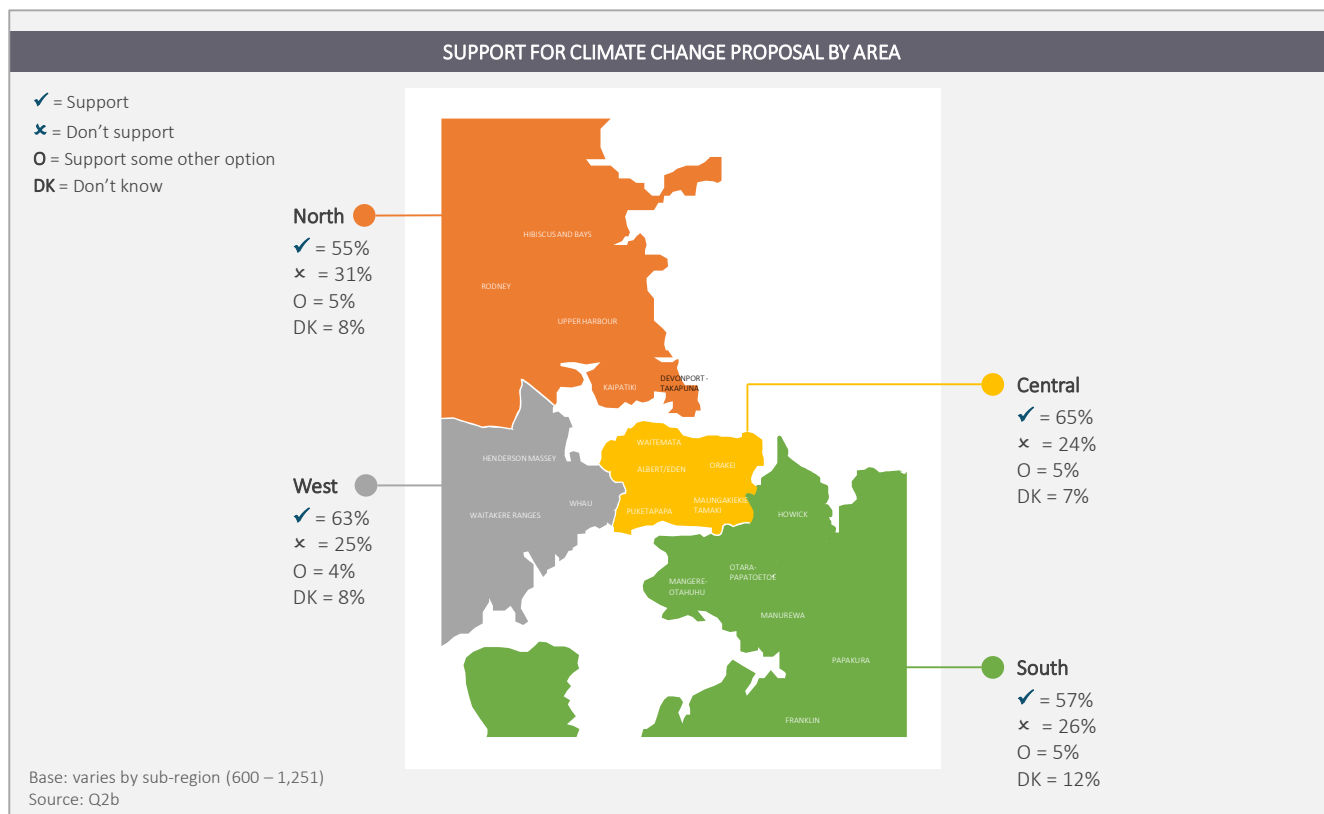
Source: Q3b

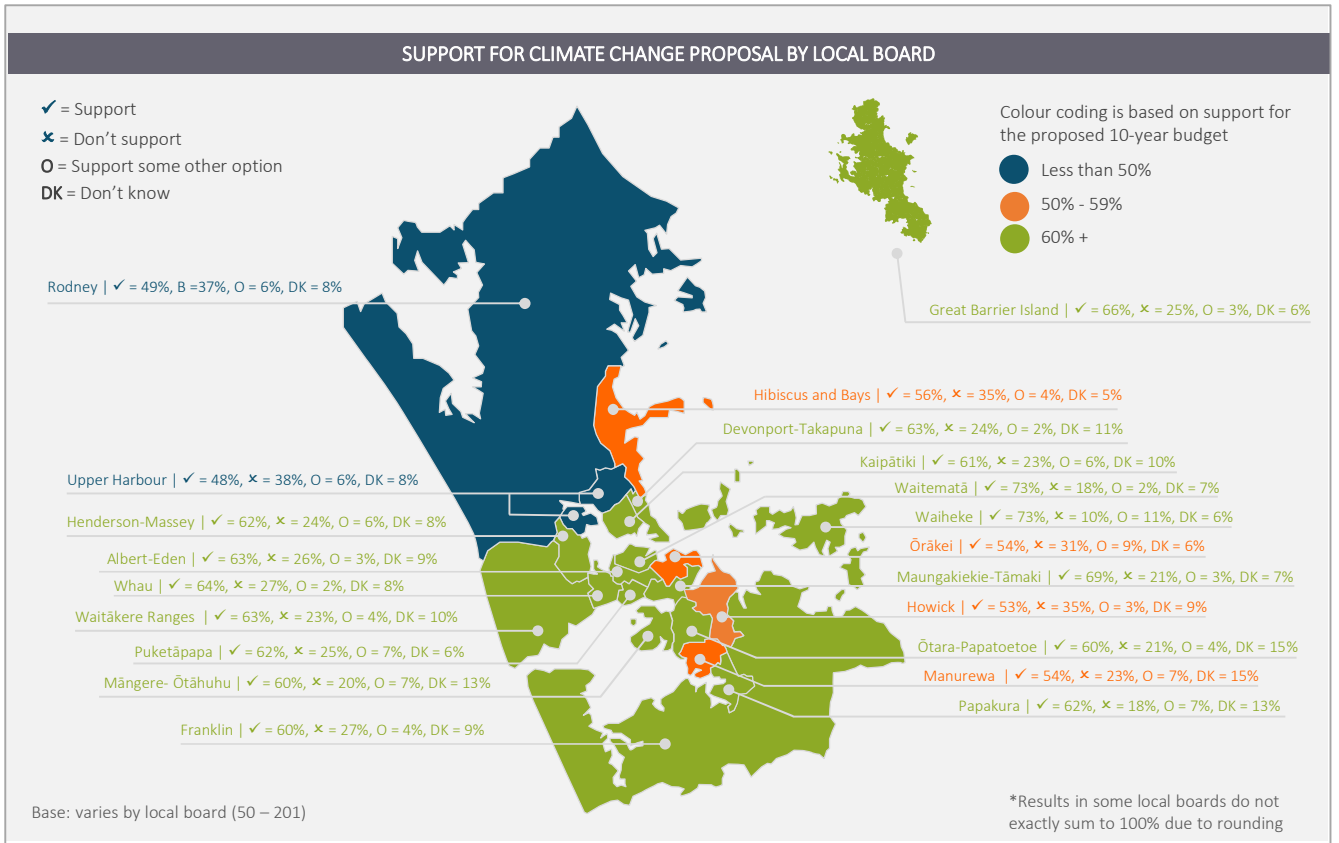
Level of support by region

The next two charts show support levels by Auckland sub-region and local board area respectively.

The following patterns are evident:

- Support for the climate change proposal is stronger in Central (65%) and West Auckland (63%) than in North and South Auckland (55% and 57% respectively).
- Support exceeds 50% in all of the four sub-regions and in all local board areas, with the exception of Rodney (49%) and Upper Harbour (48%)
- Support for the climate change proposal is especially strong in Waiheke (73%), Waitemata (73%), and Maungakiekie Tāmaki (69%), and Great Barrier (66%).

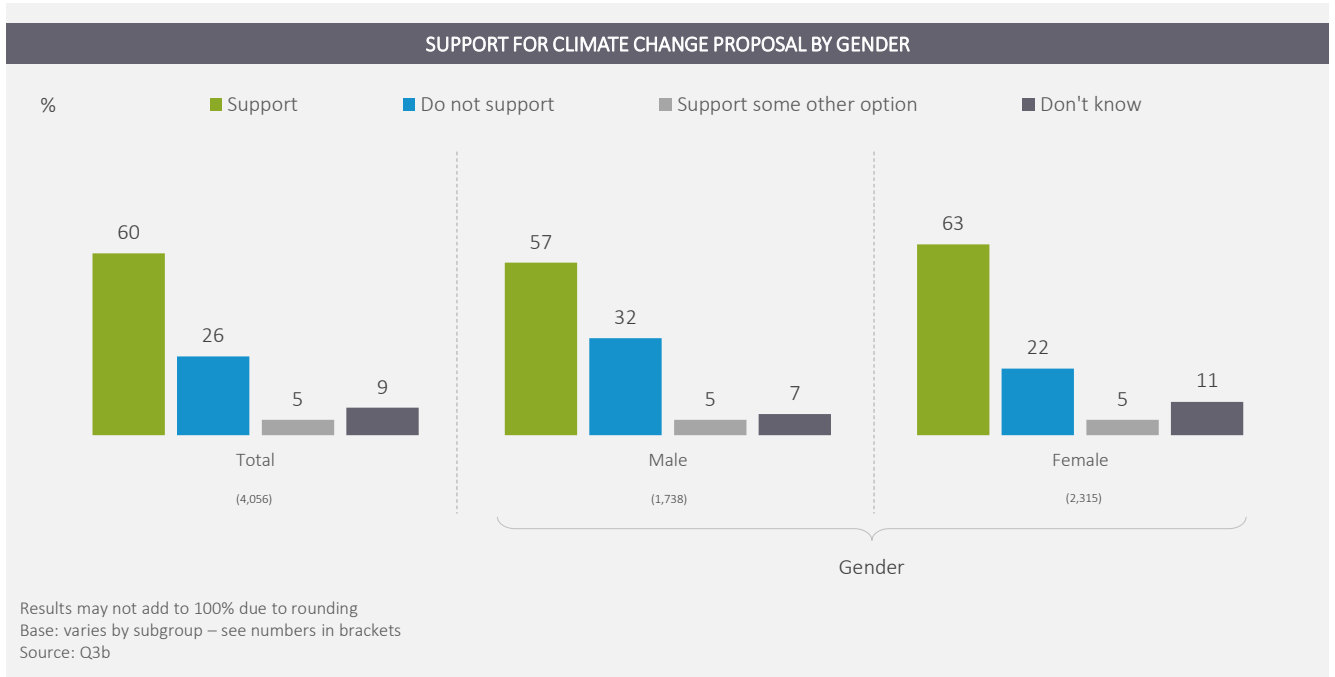




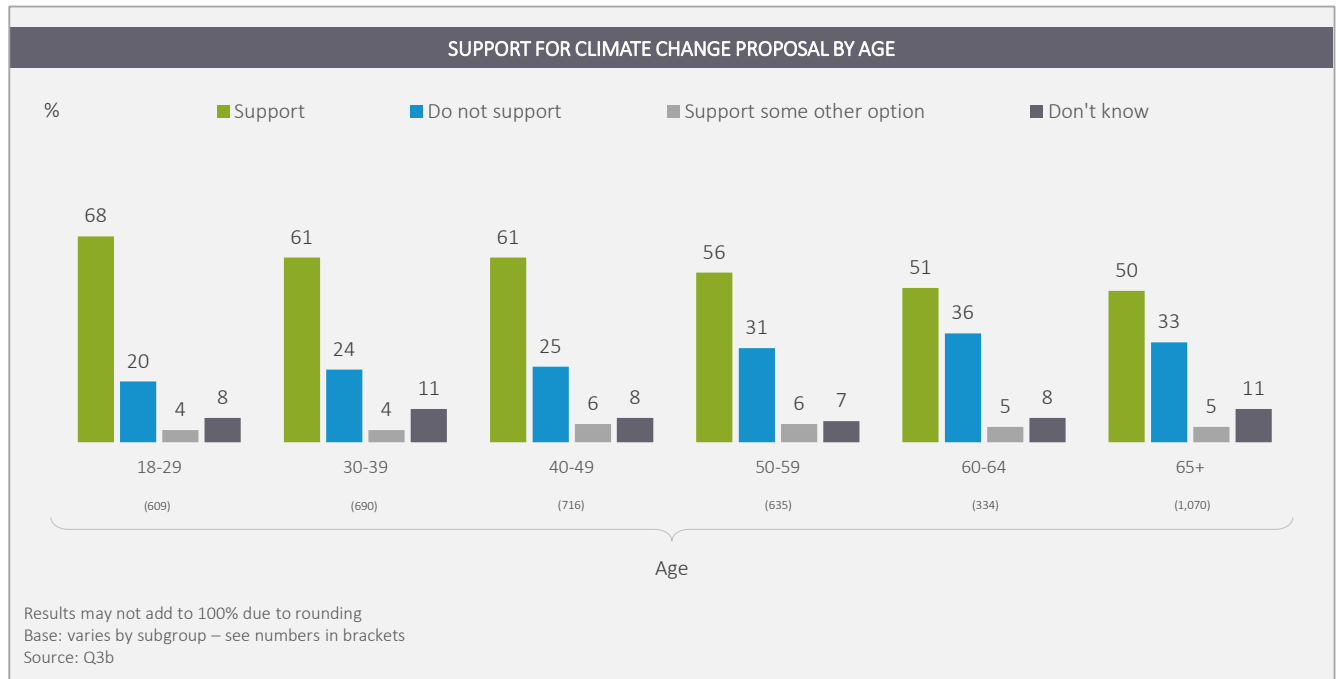
Demographic variations

The next four charts illustrate the demographic variation that exists in support for the climate change proposal.

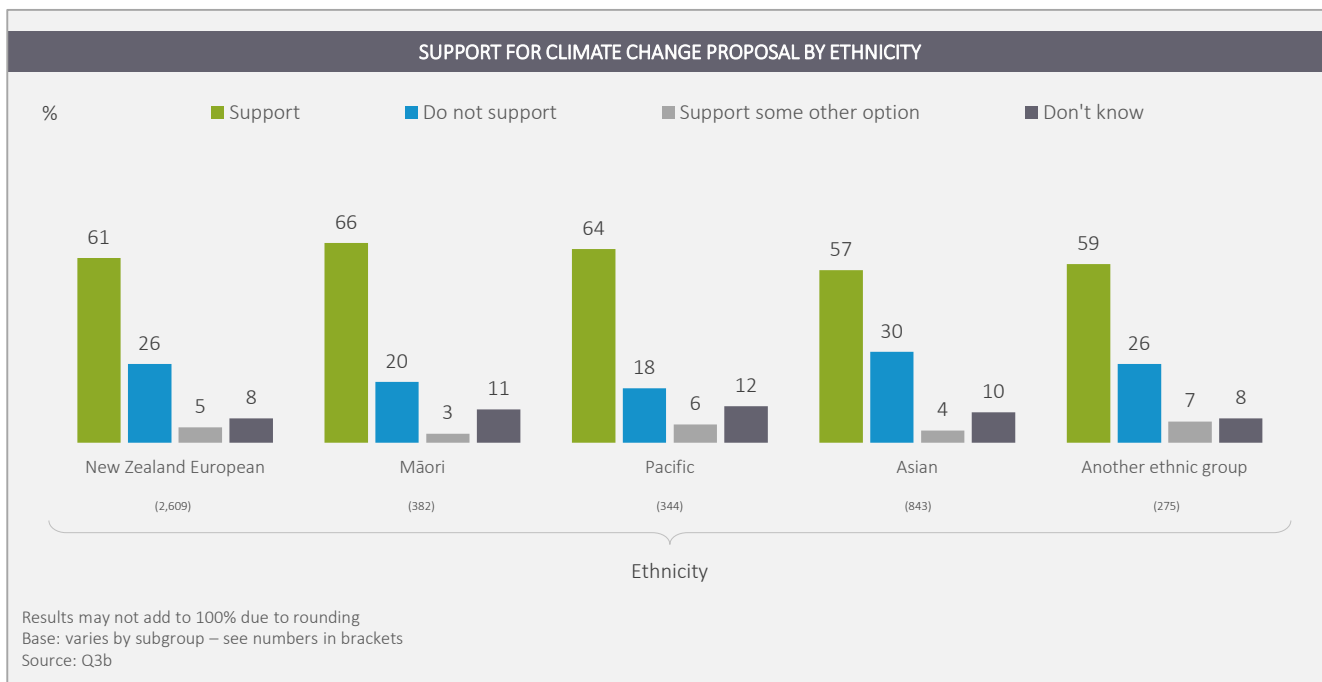
Support for the climate change proposal is higher among females (63%, vs 57% of males).



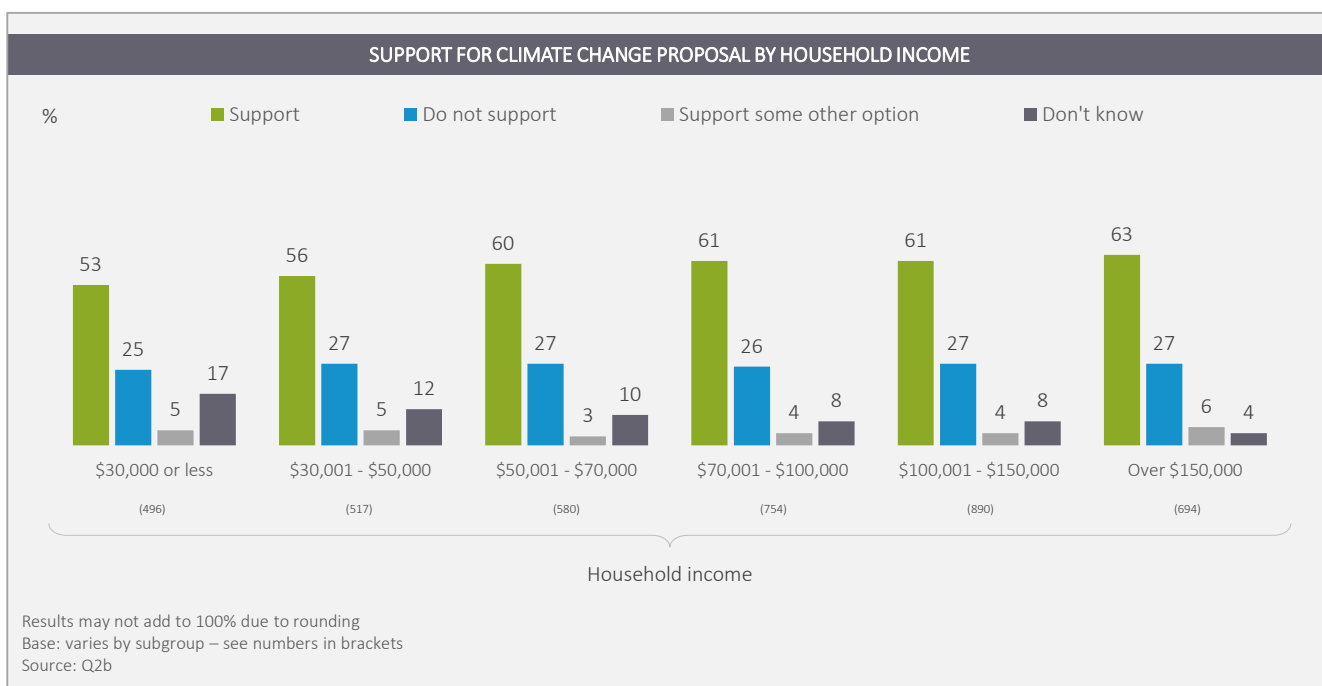
Support for the climate change proposal is higher among youth (68% of 18 to 29 years) and decreases with age.



Support for the climate change proposal is higher among Māori (66%) and Pacific (64%) Aucklanders than Asian Aucklanders (57%).



Support for the climate change proposal gradually increases with household income.



Appendix A: Sample profile

Demographic profiles of the unweighted and weighted samples are provided below.

Demographic profile of sample

	Unweighted		Weighted	
	n	%	n	%
Gender				
Male	1738	43%	1979	49%
Female	2315	57%	2074	51%
Gender Diverse	3	*	2	*
Age				
18-29	609	15%	1004	25%
30-39	690	17%	789	19%
40-49	716	18%	712	18%
50-59	635	16%	652	16%
60-64	334	8%	257	6%
65+	1070	26%	641	16%
Refused	2	*	-	*
Ethnicity				
New Zealand European	2609	64%	2361	58%
Māori	382	9%	385	9%
Pacific	344	8%	507	12%
Asian	843	21%	1013	25%
Other	275	7%	274	7%
Refused	10	*	8	*
Household size				
One	553	14%	415	10%
Two	1316	32%	1139	28%
Three	807	20%	899	22%
Four	739	18%	827	20%
Five	348	9%	404	10%
Six or more	289	7%	366	9%
Refused	4	*	6	*
Household income				
\$30,000 or less	496	12%	463	11%
Over \$30,000 up to \$50,000	517	13%	474	12%
Over \$50,000 up to \$70,000	580	14%	464	11%
Over \$70,000 up to \$100,000	754	19%	649	16%
Over \$100,000 up to \$150,000	890	22%	971	24%
Over \$150,000	694	17%	908	22%
Don't know	77	2%	83	2%
Refused	48	1%	43	1%

Base: All respondents (4,056)

Source: S1, S2, S4, S6, S7

* denotes a % between 0.0% and 0.5%

	Unweighted		Weighted	
	n	%	n	%
Ratepayer				
Yes, ratepayer	3109	77%	2954	73%
No, not ratepayer	831	20%	932	23%
Don't know	116	3%	170	4%
Sub-region				
Central	1,251	31%	1,115	27%
North	1,001	25%	996	25%
South	1,204	30%	1,309	32%
West	600	15%	635	16%
Local board				
Albert Eden	200	5%	265	7%
Devonport Takapuna	200	5%	153	4%
Franklin	200	5%	189	5%
Great Barrier	50	1%	3	*
Henderson Massey	200	5%	296	7%
Hibiscus and Bays	200	5%	272	7%
Howick	201	5%	365	9%
Kaipātiki	200	5%	234	6%
Māngere Ōtāhuhu	202	5%	182	4%
Manurewa	200	5%	226	6%
Maungakiekie Tāmaki	200	5%	198	5%
Ōrakei	200	5%	222	5%
Ōtara Papatoetoe	200	5%	206	5%
Papakura	201	5%	142	3%
Puketapapa	200	5%	154	4%
Rodney	200	5%	171	4%
Upper Harbour	201	5%	166	4%
Waiheke	200	5%	25	1%
Waitākere Ranges	200	5%	131	3%
Waitematā	201	5%	249	6%
Whau	200	5%	209	5%

Base: All respondents (4,056)

Source: Q1, S5

* denotes a % between 0.0% and 0.5%

Appendix B: Questionnaire (online version)

First, we have some questions to ensure we survey a wide range of people.

S1. Are you...

Male	1
Female	2
Gender diverse	3

S2. What is your age?

Under 18 years	SCREEN OUT
18 – 24 years	1
25 – 29 years	2
30 – 34 years	3
35 – 39 years	4
40 – 44 years	5
45 – 49 years	6
50 – 54 years	7
55 – 59 years	8
60 – 64 years	9
65 – 74 years	10
75 – 84 years	11
85 years or over	12

S3. Are you a New Zealand citizen or permanent resident?

Yes	1
No	SCREEN OUT

S4. Which of the following ethnic groups do you belong to?

Please select all that apply.

NZ European / Pakeha	1
Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Another Pacific Island group (please tell us)	7
Chinese	8
Indian, Pakistani or Sri Lankan	9
Another Asian group (please tell us)	10
Middle Eastern / Latin American / African	11
Another European group (please tell us)	12
Another ethnic group (please tell us)	13

S5 Which **suburb** do you **live in**?

Please type in your suburb and select the option that best applies.

<INSERT SUBURB LIST>	1	
None - I don't live in the Auckland Region	2	SCREEN OUT
I'd prefer not to say	3	SCREEN OUT

S6. Including yourself, how many people usually live in your household?

One	1
Two	2
Three	3
Four	4
Five	5
Six or more	6

S7. This question just helps to ensure we survey a wide range of people. Which of the following best describes your **annual household income, before tax**?

Please consider all sources of income including any salary or wages, self-employed income, child support payments, money from the Government, and investments, etc.

If you're unsure, your best estimate is fine.

\$20,000 or less	1
\$20,001-\$30,000	2
\$30,001-\$50,000	3
\$50,001-\$70,000	4
\$70,001-\$100,000	5
\$100,001-\$150,000	6
Over \$150,000	7

Q1. Are you a ratepayer in Auckland? This could be either a residential ratepayer or business ratepayer.

Yes	1
No	2
Not sure	3

ASK IF NO OR NOT SURE AT Q1: The rest of this survey is about rates. Home and business owners can pay rates directly to Auckland Council, but these can also be paid indirectly (e.g. often rates are taken into account in the rental price of properties).

Q2a There are only a few more questions in this survey, but they are the **important** ones! This next question is about general rates and has a long explanation.

Please read the information on the next screen very carefully.

NEW SCREEN

Later we are going to ask you whether or not you support Auckland Council's proposed 10-year budget. First, we'll tell you about it...

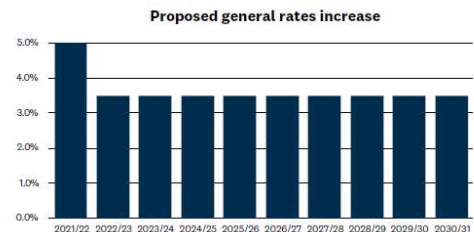
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Council is proposing a **one-off 5%** average general rates increase for 2021/2022, rather than the previously planned 3.5% increase. The increase would **return to 3.5%** each year after that.



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- Bus priority, safety and cycling improvements, and Park 'n' rides.
- Road sealing.
- Water supply and the treatment of wastewater.
- Managing stormwater and reducing flooding.
- Community projects where they are most needed.
- Increasing sports park capacity where it's needed most.
- Earthquake strengthening community facilities.
- Doing work at landfills to stabilise slopes and address health and safety concerns.
- Restoring the Art Gallery heritage building.

Click the green arrow to continue

DS: SET UP TIME STAMP. IF LESS THAN 15 SECONDS BRING SHOW: You looked at the information we just showed you very quickly. It's important that you read all of the information we just showed you before answering the question. Please go back and read it all.

NEW SCREEN

Please continue to ready carefully...

What exactly does the proposed 10-year budget mean for your rates?

Under the previously planned increase of 3.5%, the **average** residential property (worth about \$1 million) would pay an extra \$111 next year.

The one-off 5% increase in the proposed new budget would mean another \$39 on top of that \$111. So that's \$150 in total.

Click the green arrow to continue

DS: SET UP TIME STAMP. IF LESS THAN 10 SECONDS BRING SHOW: You looked at the information we just showed you very quickly. It's important that you read all of the information we just showed you before answering the question. Please go back and read it all.

NEW SCREEN

Shortly, we'll ask you whether you support the proposed 10-year budget. But first, would you like any more information on the proposed budget or are you ready to answer the question now?

Yes, I would like to read more information before answering that question	1	
No, I'm happy to answer the question now	2	GO TO Q2B

EXTRA INFORMATION PAGE FOR THOSE WHO ANSWERED CODE 1 IN PREVIOUS QUESTION.

What would happen if the proposed budget doesn't go ahead?

Without more rates and debt, around \$900 million of investment in Auckland would be delayed from the next three years to later in the decade. This would slow Auckland's recovery and risk losing some services. It would also mean less money from central government subsidies and less work done on environmental challenges.

How is Auckland Council making cost savings?

In last year's Emergency Budget, Auckland Council reduced staff numbers, reduced salaries, and delayed lower-priority projects to achieve savings of \$120 million. Through the proposed 10-year budget Auckland Council is continuing to look for savings, including making permanent \$90 million of the savings found in last year's Emergency Budget.

Want more information?

If you'd like more information on the proposed budget before continuing please visit this link ([link provided](#)):

Click the green arrow to continue.

NEW SCREEN

Q2b What is your opinion on the proposed 10-year budget?

Support	1
Do not support	2
Support some other option (please tell us)	3
Don't know	4

ASK IF CODE 2 AT Q2b:

Q2c Please tell us your reasons for not supporting the proposed budget.

Type your answer in below.

Q3a This final question is about climate change.

Auckland Council is proposing additional investment to respond to the challenges of climate change. This additional investment would be funded by the proposed budget covered in the previous question.

The additional investment would mean Auckland Council does **not** need to buy any more diesel buses and it will help them replace diesel buses with electric and hydrogen buses sooner. It will also help reduce the amount of waste that goes to landfill, plant over 2 million more native trees and other initiatives.

Shortly, we'll ask you whether you support the proposal for this additional investment to address climate change. But first, would you like more information on what that money would be spent on?

Yes, I would like to read more information before answering that question	1	
No, I'm happy to answer the question now	2	GO TO Q3B

EXTRA INFORMATION PAGE FOR THOSE WHO ANSWERED CODE 1 IN PREVIOUS QUESTION.

\$150 million would be invested in these proposed actions:

- Replacing diesel buses
- Diverting waste from landfill
- Planting more native trees
- Helping Queen Street Valley produce zero carbon emissions
- More help for Aucklanders to reduce household emissions
- Making Council greener
- Planning for coastal change and responding to worsening natural hazards.

If you'd like more information on the proposed budget before continuing please visit this link (*link provided*):

Click the green arrow to continue.

NEW SCREEN

Q3b What is your opinion on this proposal to invest more in responding to climate change?

Support the proposed increased investment	1
Do not support increased investment	2
Support some other option (please tell us what you'd like)	3
Don't know	4

That's the end of the survey. Thanks for taking the time to give us your opinion. If you'd like to know more about Auckland Council's 10-year budget, please visit [website address](#).

Appendix C: Questionnaire (telephone version)

Good morning/afternoon/evening. My name is *** from Colmar Brunton, the independent research company. We're conducting an important poll for Auckland Council on a topic of interest to people in the Auckland region. May I please speak to the person in your household who is 18 or over with the next birthday?

IF UNAVAILABLE - ARRANGE TO CALL BACK.

IF NECESSARY: Everything you say is confidential. Only Colmar Brunton will see your individual answers.

RE-INTRODUCE IF NECESSARY

The survey will only take around 9 to 10 minutes. Is now a convenient time to go through the survey with you?

IF YES, CONTINUE:

IF NO, MAKE APPOINTMENT: Is there a time I can call you back? We're keen to make sure the survey represents the views of all Aucklanders. **IF NO, THANKS AND CLOSE.**

IF ALREADY DONE THE ONLINE SURVEY: Thanks for letting me know, we won't need to survey you again. Thank you very much for your time.

First, I have a question to check you qualify for the survey

S1A Are you a New Zealand citizen or permanent resident?

Yes	1
No	2

THANK AND CLOSE: For this survey, we only need to speak to people who are eligible to vote in local council elections. Thank you for your time.

S1B. *We are interviewing people in certain areas in the greater Auckland region. Could you please tell me what suburb you live in?*

CODE ONE ONLY.

IF RESPONDENT GIVES BROAD ANSWER, E.G. WEST AUCKLAND, NORTH SHORE, OR SOUTH AUCKLAND, PROBE:

What suburb within that area do you live in?

CHECK AREA QUOTAS. IF NQ: For this survey, we have already interviewed enough people in your area. Thank you very much for your time.

DP: allow tick box – 'Do not live in Auckland region'

IF REFUSED: Sorry, for this survey we need your suburb to ensure we have the right representation of people in your area. Thanks for your time.

IF 'Do not live in Auckland' or suburb outside of quota areas: For this survey, we have already interviewed enough people in your area. Thank you very much for your time.

CHECK QUOTAS

S1C. **IF 'SILVERDALE':** Do you know if you're in the Hibiscus and Bays end or the Rodney end?

CODE ONE ONLY

Hibiscus and Bays end	1
Rodney end	2

For this survey, we have already interviewed enough people in your area. Thank you very much for your time.

CONTINUE

Not sure	3
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For this survey, we have already interviewed enough people in your area. Thank you very much for your time.

Thank you for agreeing to take part in this research. Our calls are recorded for training purposes. DO NOT PAUSE. CONTINUE TO NEXT SCREEN UNLESS RESPONDENT IS UPSET.

IF NECESSARY: The purpose of recording is to check that I have conducted the survey correctly.

IF NECESSARY: All recordings are stored securely and can only be accessed by authorised staff.

DEMOGRAPHICS

Now I have some questions to ensure we survey a wide range of people.

- D1. Would you mind telling me in which of the following age groups you belong? Please stop me when I get to your age group.

CODE ONE ONLY. READ.

DO NOT READ: Under 18	THANK AND CLOSE
18 – 24 years	1
25 – 29 years	2
30 – 34 years	3
35 – 39 years	4
40 – 44 years	5
45 – 49 years	6
50 – 54 years	7
55 – 59 years	8
60 – 64 years	9
65 – 74 years	10
75 – 84 years	11
85 years or over	12
DO NOT READ: Refused	13

- D2. RECORD GENDER.

Male	1
Female	2

- D3. Which of the following ethnic groups do you identify with? You can choose more than one. Are you...

READ OUT AND CODE ALL MENTIONED.

NZ European / Pakeha	1
Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Chinese	7
Indian, Pakistani or Sri Lankan	8
Another ethnic group (specify)	9
DO NOT READ: Refused	10
DO NOT READ: Other Pacific Island group	11
DO NOT READ: Other Asian group	12
DO NOT READ: Other European group	13

- D4. How many people usually live in your household, including yourself?
CODE ONE ONLY.

One	1
Two	2
Three	3
Four	4
Five	5
Six or more	6
DO NOT READ: Refused	7

- D5. This question just helps to ensure we survey a wide range of people. Which of the following best describes your **annual household income, before tax?**

Please consider all sources of income including any salary or wages, self-employed income, child support payments, money from the Government, and investments, etc.

If you're unsure, your best estimate is fine. Please stop me when I get to your income group.

READ.

\$20,000 or less	1
Over \$20,000 up to \$30,000	2
Over \$30,000 up to \$50,000	3
Over \$50,000 up to \$70,000	4
Over \$70,000 up to \$100,000	5
Over \$100,000 up to \$150,000	6
Over \$150,000	7
DO NOT READ: Don't know	8
DO NOT READ: Refused	9

- Q1. Are you a ratepayer in Auckland?

Yes	1
No	2
Don't know	3

ASK IF NO OR DON'T KNOW AT Q2: This rest of this survey is about rates. Home and business owners can pay rates directly to Auckland Council, but these can also be paid indirectly (e.g., often rates are taken into account in the rental price of properties).

Q2a This next question has a long explanation, but it's a really **important** question in the survey, so please bear with me.

Please listen carefully and let me know if you need me to repeat anything.

Later I am going to ask you whether or not you support Auckland Council's proposed 10-year budget. First, I'll tell you about it...

Auckland Council's proposed 10-year budget takes into account the expected decrease in revenue due to Covid-19, as well as a need for more investment in Auckland to support recovery and population growth, renew old infrastructure, and address climate change.

The proposed budget would see Auckland Council invest \$31 billion in Auckland over the next 10 years.

To fund the extra investment, Auckland Council would borrow more in the short-term, continue to make cost savings, and sell more surplus property. A general rates increase would also be needed.

Council is proposing a **one-off 5%** average general rates increase for 2021/2022, rather than the previously planned 3.5% increase. The increase would **return to 3.5%** each year after that.

CHECK RESPONDENT IS OKAY. Are you following ok so far?

INTERVIEWER CLICK FOR NEXT SCREEN

The proposed budget means that in the shorter term (over the next three years), Auckland Council would spend \$900 million more on things like these. I'll read out the list.

- Bus priority, safety and cycling improvements, and Park 'n' rides.
- Road sealing.
- Water supply and the treatment of wastewater.
- Managing stormwater and reducing flooding.
- Community projects where they are most needed.
- Increasing sports park capacity where it's needed most.
- Earthquake strengthening community facilities.
- Doing work at landfills to stabilise slopes and address health and safety concerns.
- Restoring the Art Gallery heritage building.

CHECK RESPONDENT IS OKAY. Are you following ok so far?

INTERVIEWER CLICK FOR NEXT SCREEN

Now I'll tell you exactly what the proposed 10-year budget means for your rates.

Under the previously planned increase of 3.5%, the **average** residential property (worth about \$1 million) would pay an extra \$111 next year.

The one-off 5% increase in the proposed new budget would mean another \$39 on top of that \$111. So that's \$150 in total.

Shortly, I'll ask you whether you support the proposed 10-year budget. But first, would you like more information on the proposed budget or are you ready to answer the question now?

Yes, I would like to be read more information before answering that question	1	
No, I'm happy to answer the question now	2	GO TO Q2B

I have information on two things. The first is about what would happen if the proposed budget doesn't go ahead, and the second is about how Council is making cost savings. Would you like to know about either or both of those? **CODE EACH MENTIONED.**

Yes – info on what happens if proposed budget doesn't go ahead	1
Yes – how Council is making cost savings	2
No – neither of those	3
Don't know	4

IF CODE 1, READ:

Here's the information on what would happen if the proposed budget doesn't go ahead.

Without more rates and debt, around \$900 million of investment in Auckland would be delayed from the next three years to later in the decade. This would slow Auckland's recovery and risk losing some services. It would also mean less money from central government subsidies and less work done on environmental challenges.

IF CODE 2, READ:

Here's the information on how Auckland Council is making cost savings.

In last year's Emergency Budget, Auckland Council reduced staff numbers, reduced salaries, and delayed lower-priority projects to achieve savings of \$120 million. Through the proposed 10-year budget Auckland Council is continuing to look for savings, including making permanent \$90 million of the savings found in last year's Emergency Budget.

IF NO OR DON'T KNOW:

That's fine. I'll ask you the main question now.

ROTATE: 50% READ THIS VERSION:

Q2b So...which of these 4 options describes your opinion on the proposed 10-year budget? 1) you support it, 2) you do **not** support it, 3) you support some other option, or 4) you don't know?

Support	1
Do not support	2
Support some other option (specify)	3
Don't know	4

OTHER 50% READ THIS VERSION:

Q2b So...which of these 4 options describes your opinion on the proposed 10-year budget? 1) you support it, 2) you do **not** support it, 3) you don't know, or 4) you support some other option.

Support	1
Do not support	2
Don't know	3
Support some other option (specify)	4

ASK IF CODE 2 AT Q2b:

Q2c Please tell us your reasons for not supporting the proposed budget. RECORD VERBATIM..

Q3a This final question is about climate change. Again, please listen carefully.

Auckland Council is proposing additional investment to respond to the challenges of climate change. This additional investment would be funded by the proposed budget covered in the previous question.

The additional investment would mean Auckland Council does **not** need to buy any more diesel buses and it will help them replace diesel buses with electric and hydrogen buses sooner. It will also help reduce the amount of waste that goes to landfill, plant over 2 million more native trees, and other initiatives.

Shortly, I'll ask you whether you support the proposal for this additional investment to address climate change. But first, would you like more information on what that money would be spent on?

Yes, would like more information before answering that question	1	
No, happy to answer the question now	2	GO TO Q3B

EXTRA INFORMATION PAGE FOR THOSE WHO ANSWERED CODE 1 IN PREVIOUS QUESTION.

\$150 million would be invested in these proposed actions. I'll read them out.

- Replacing diesel buses
- Diverting waste from landfill
- Planting more native trees
- Helping Queen Street Valley produce zero carbon emissions
- More help for Aucklanders to reduce household emissions
- Making Council greener
- Planning for coastal change and responding to worsening natural hazards.

INTERVIEWER CLICK FOR NEXT SCREEN

ROTATE: 50% SAMPLE READ THIS VERSION:

Q3b So...which of these 4 options describes your opinion on this proposal to invest more in responding to climate change? 1) you support it, 2) you do **not** support it, 3) you support some other option, or 4) you don't know?

Support	1
Do not support	2
Support some other option (specify)	3
Don't know	4

OTHER 50% READ THIS VERSION:

Q3b So...which of these 4 options describes your opinion on this proposal to invest more in responding to climate change? 1) you support it, 2) you do **not** support it, 3) you don't know, or 4) you support some other option.

Support	1
Do not support	2
Don't know	3
Support some other option (specify)	4

THANK AND CLOSE: *Thank you, those are all the questions we have. Thank you very much for doing this survey. If you'd like to know more about the Auckland Council proposed 10-year budget, you can visit the Auckland Council website.*

Have a nice day.