CITIZEN INSIGHTS MONITOR

Quarter 1, 2018

Prepared for Auckland Council by Colmar Brunton

Research Approach

Online survey conducted with a representative sample of n=813 Auckland residents aged 15+ between January and March 2018.
The latest 4 quarter rolling average data delivers a sample size of n=3,235.

The maximum margin of error on a sample size of n=813 is +/- 3.4%
The maximum margin of error on a sample size of n=3,235 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.

Incremental increase in satisfaction with council performance.

SATISFACTION WITH COUNCIL PERFORMANCE

	Baseline	Q1-Q4 2016	Q2 2016 - Q1 2017	Q3 2016 - Q2 2017	Q4 2016 - Q3 2017	Q1 – Q4 2017	Q2 2017 - Q1 2018
Satisfied (top 2 box)	15%	16%	17%	17%	20% ▲	21% ▲	22%
Neutral	44%	44%	44%	45%	46%	45%	44%
Dissatisfied (bottom 2 box)	36%	35%	33%	32% ▽	28% ▽	27%	28%
Don't know	5%	6%	6%	6%	6%	6%	6%

■ Don't know   ■ Dissatisfied (bottom 2 box)   ■ Neutral   ■ Satisfied (top 2 box)
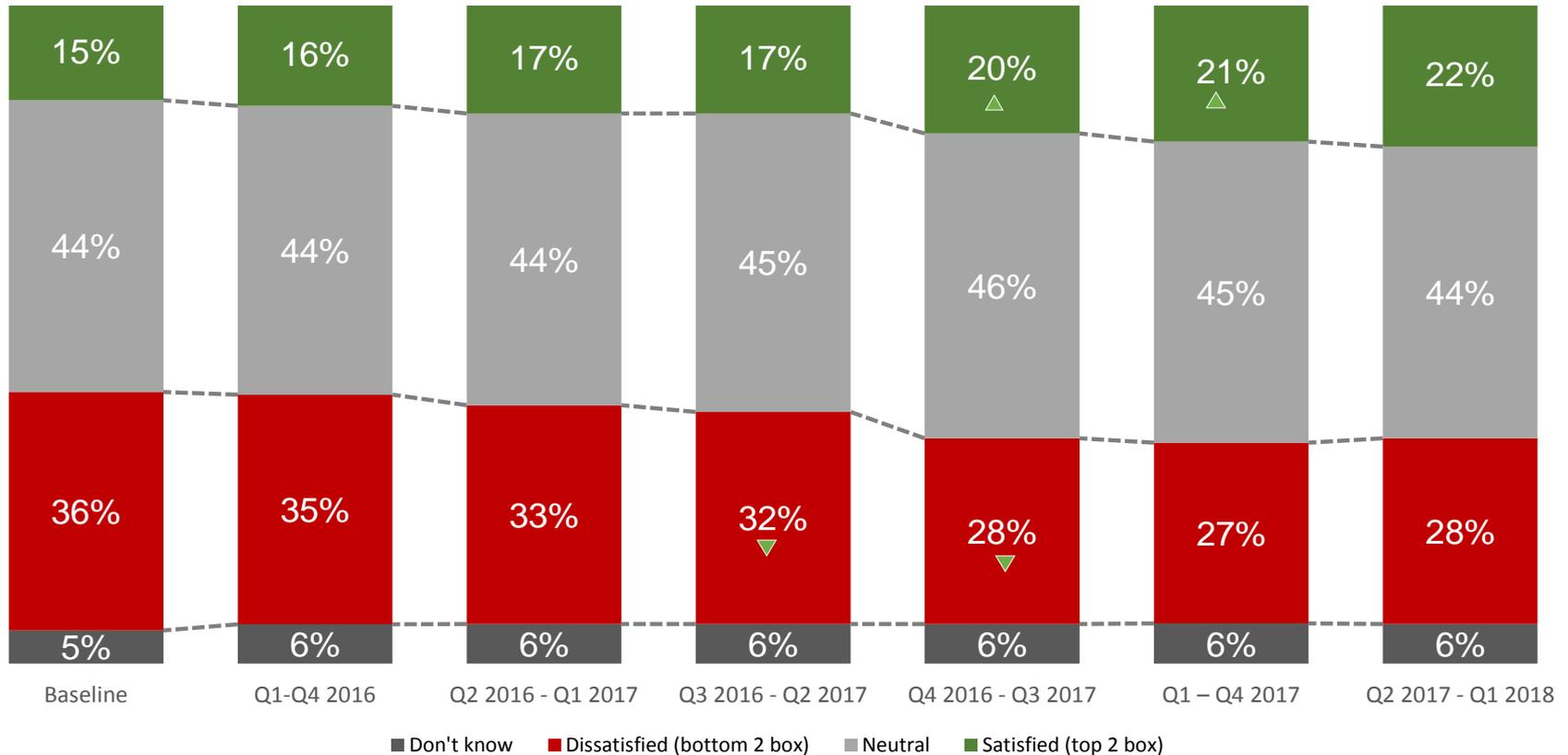
Q. How satisfied or dissatisfied are you with the overall performance of Auckland Council over the last 12 months?

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

Trust in council decision making is steady and maintains last quarter's new high.

TRUST IN COUNCIL DECISION-MAKING
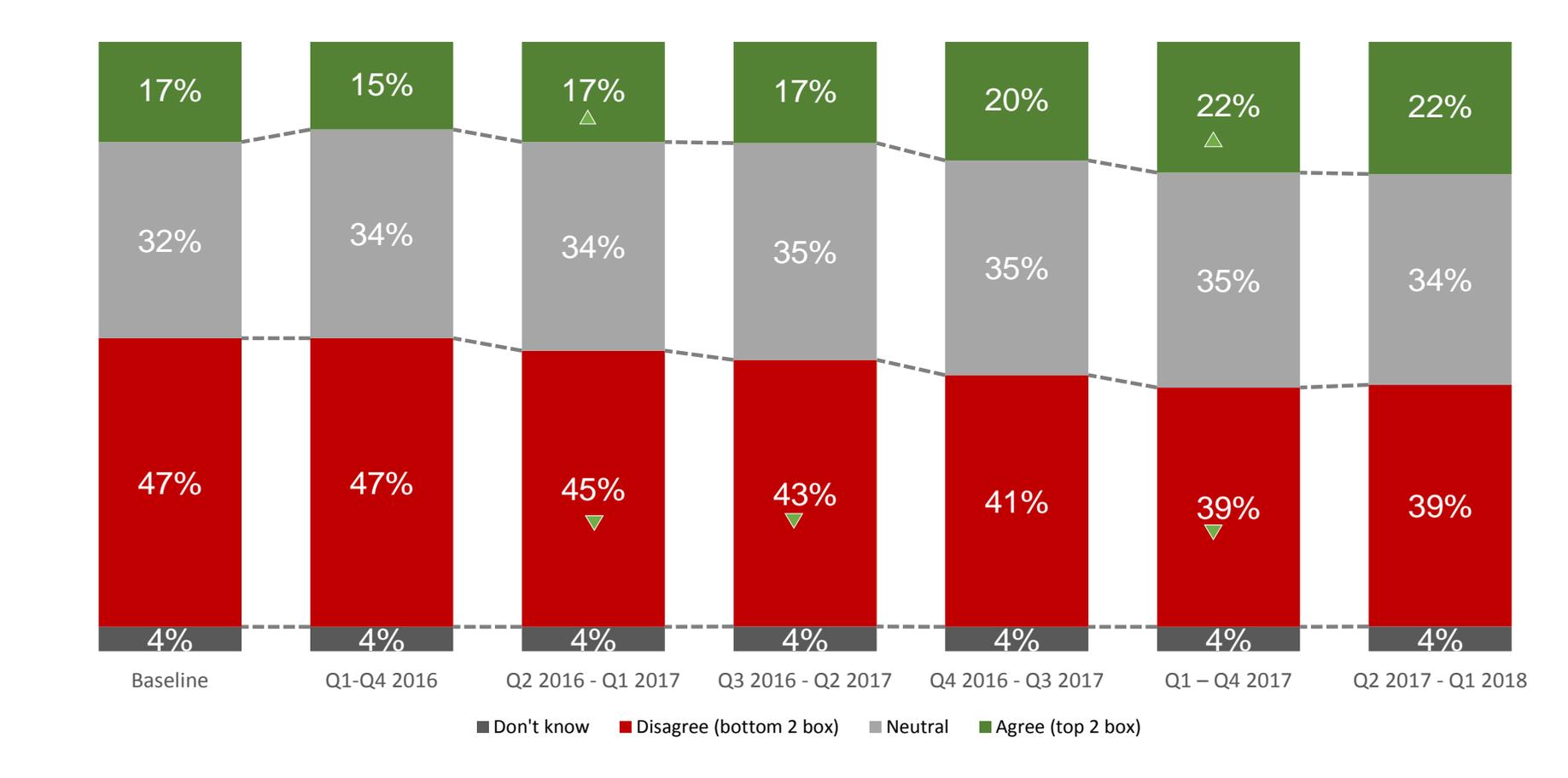
	Baseline	Q1-Q4 2016	Q2 2016 - Q1 2017	Q3 2016 - Q2 2017	Q4 2016 - Q3 2017	Q1 – Q4 2017	Q2 2017 - Q1 2018
Agree (top 2 box)	17%	15%	17% ▲	17%	20%	22% ▲	22%
Neutral	32%	34%	34%	35%	35%	35%	34%
Disagree (bottom 2 box)	47%	47%	45% ▽	43% ▽	41%	39% ▽	39%
Don't know	4%	4%	4%	4%	4%	4%	4%

■ Don't know ■ Disagree (bottom 2 box) ■ Neutral ■ Agree (top 2 box)

Q. 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-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)

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

Advocacy is also steady, and maintains last quarter's high.

ADVOCACY

	Baseline	Q1 - Q4 2016	Q2 2016 - Q1 2017	Q3 2016 - Q2 2017	Q4 2016 - Q3 2017	Q1 - Q4 2017	Q2 2017 - Q1 2018
Advocates	8%	8%	8%	10% ▲	10%	11% ▲	11%
Neutral	52%	53%	54%	54%	57%	57%	57%
Detractors	36%	34%	32% ▽	31%	28% ▽	27%	27%
Don't know	4%	6%	6%	6%	5% ▽	5%	5%

■ Don't know ■ Detractors ■ Neutral ■ Advocates
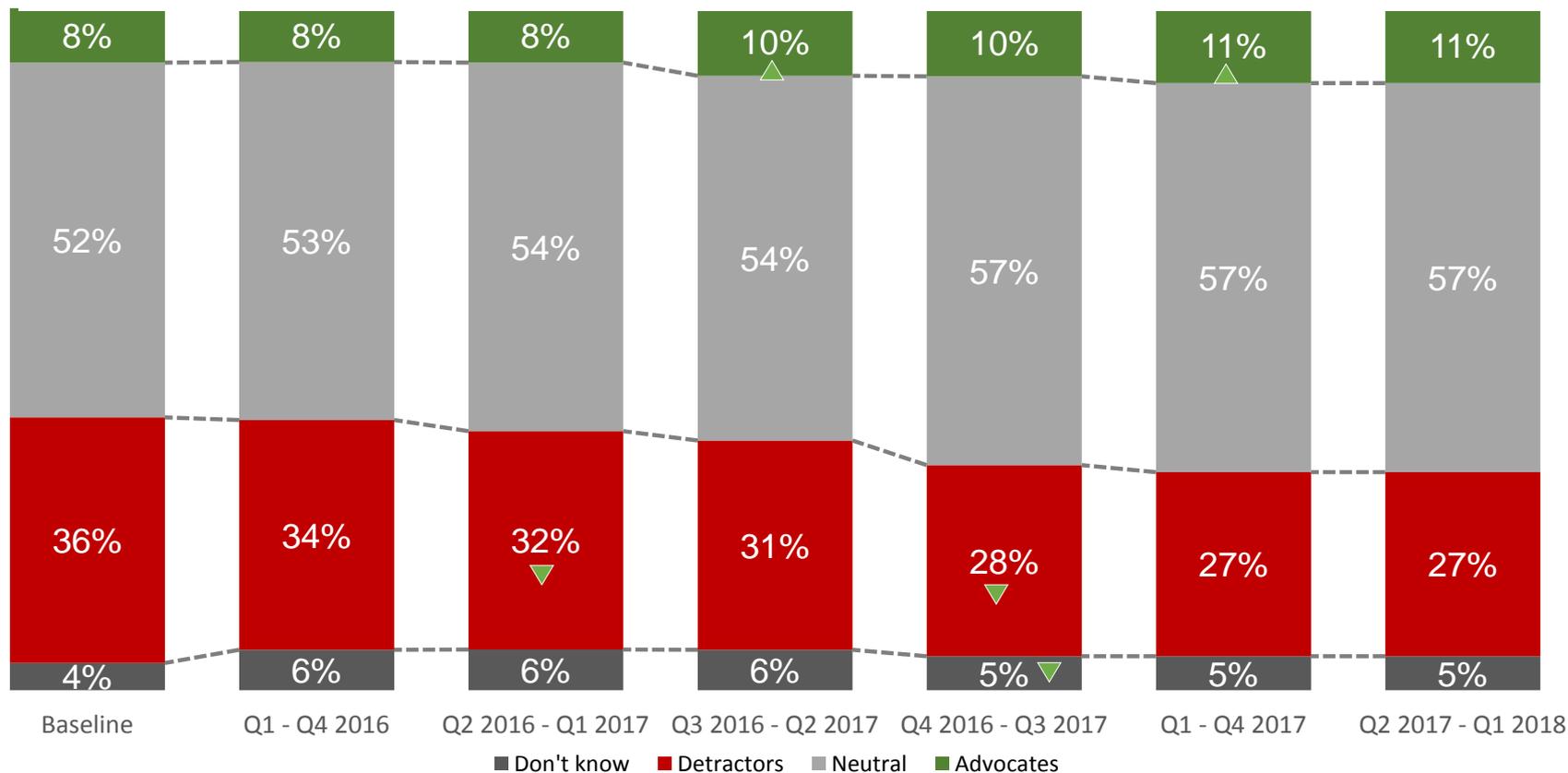
Q. Which **one** of the following statements best reflects your opinion of Auckland Council?

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

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No significant change in the four pillars that drive advocacy.

PILLAR PERFORMANCE (T2B Scores) – 4 QUARTER ROLL

		BENCHMARK 2015	Q1 – Q4 2016	Q2 2016 – Q1 2017	Q3 2016 – Q2 2017	Q4 2016 – Q3 2017	Q1 – Q4 2017	Q1 2016 – Q4 2018
40%	ACCOUNTABILITY & EFFECTIVENESS	14%	12% ▼	14% ▲	15% ▲	17% ▲	19% ▲	19%
22%	LEADERSHIP & GROWTH	19%	16% ▼	18% ▲	18%	20% ▲	21%	22%
20%	SOCIAL RESPONSIBILITY & COMMUNCIATIONS	19%	17% ▼	19% ▲	20% ▲	22% ▲	23%	24%
19%	FAIRNESS & ETHICS	28%	25% ▼	27% ▲	29% ▲	31% ▲	33% ▲	33%

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)

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

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

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Very slight increase in proportion with views that have deteriorated.

MOMENTUM – OVERALL VIEW OF AUCKLAND COUNCIL

	Baseline	Q1-Q4 2016	Q2 2016 - Q1 2017	Q3 2016 - Q2 2017	Q4 2016 - Q3 2017	Q1 2017 - Q4 2017	Q2 2017 – Q1 2018
Improved	9%	9%	10%	11%	11%	11%	11%
Stayed the same	53%	57% △	60% △	61% △	64% △	64%	62% ▽
Deteriorated	32%	27% ▼	24% ▼	22% ▼	18% ▼	18%	20% ▼
Don't know	6%	6%	6%	6%	7%	7%	7%
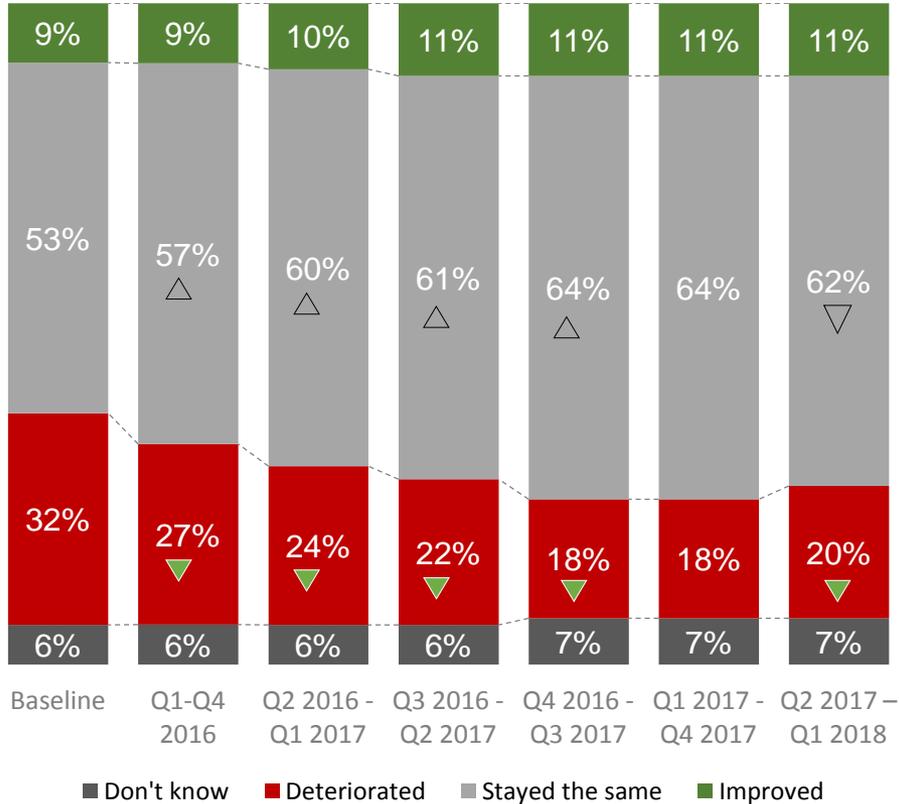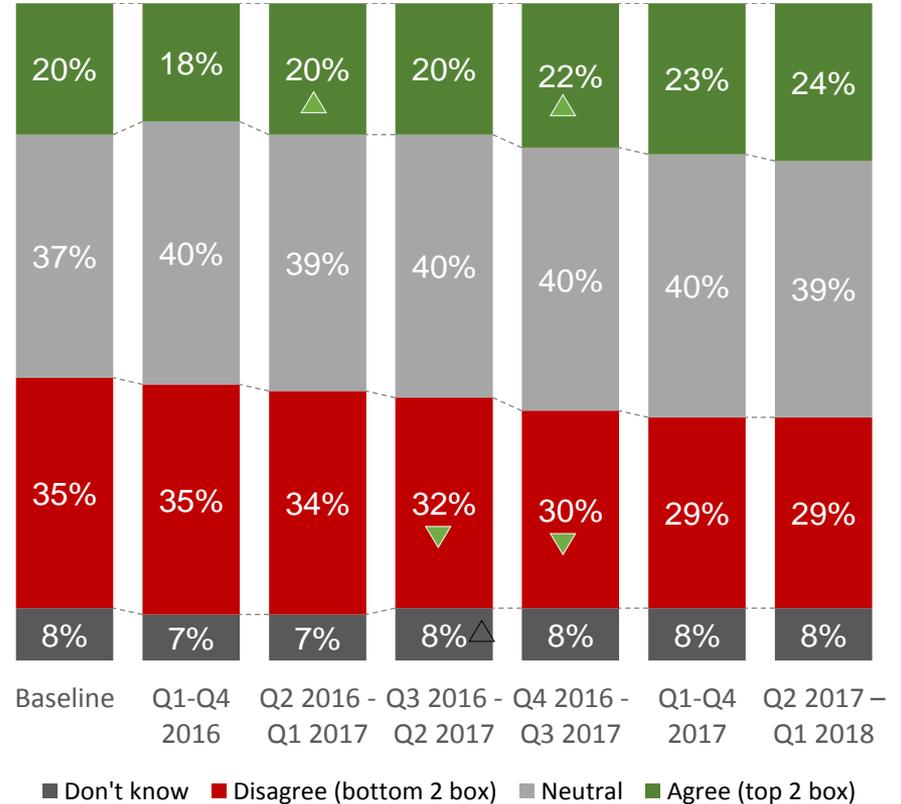
Q. How have your views of Auckland Council changed over the past six months?

AUCKLAND COUNCIL IS GOING IN THE RIGHT DIRECTION

	Baseline	Q1-Q4 2016	Q2 2016 - Q1 2017	Q3 2016 - Q2 2017	Q4 2016 - Q3 2017	Q1-Q4 2017	Q2 2017 – Q1 2018
Agree (top 2 box)	20%	18%	20% △	20%	22% △	23%	24%
Neutral	37%	40%	39%	40%	40%	40%	39%
Disagree (bottom 2 box)	35%	35%	34%	32% ▼	30% ▼	29%	29%
Don't know	8%	7%	7%	8% △	8%	8%	8%

Q. 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

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The majority of Aucklanders acknowledge the work council is doing in the interest of its residents.

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

- 11%
- 49%
- 24%
- 11%
- 5%

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

- 14%
- 51%
- 21%
- 9%
- 5%
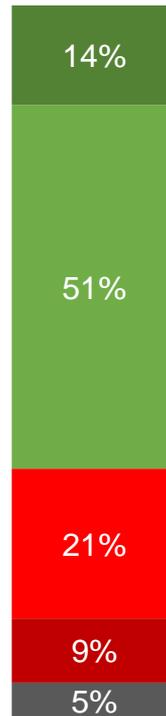
You see Auckland Council doing good things for Auckland and Aucklanders

- 12%
- 55%
- 21%
- 8%
- 4%
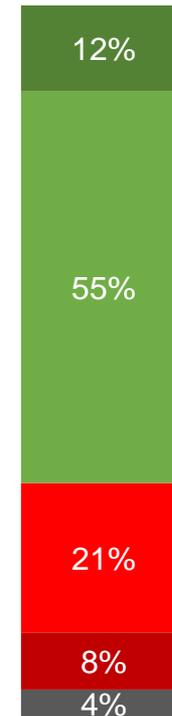
Legend: Agree strongly | Agree slightly | Disagree slightly | Disagree strongly | Don't know

R5b. Do you agree or disagree with the following statements about Auckland Council?
Base: Q3 2017 – Q1 2018 , n=2392

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KPI Scorecard

KEY METRICS – 4 QUARTERLY ROLL

		BENCHMARK 2015	Q1 – Q4 2016	Q2 2016 – Q1 2017	Q3 2016 – Q2 2017	Q4 2016 – Q3 2017	Q1 – Q4 2017	Q2 2017 – Q1 2018
Advocacy	Advocates (T2B)	8%	8%	8%	10% ▲	10%	11% ▲	11%
	Detractors (Bottom 2 Box)	36%	34%	32% ▼	31%	28% ▼	27%	27%
Trust in decision Making	Total Agree (T2B)	17%	15%	17% ▲	17%	20% ▲	22% ▲	22%
	Total Disagree (Bottom 2 Box)	47%	47%	45% ▼	43% ▼	41% ▼	39% ▼	39%
Satisfaction	Total Satisfied (T2B)	15%	16%	17%	17%	20% ▲	21% ▲	22%
	Total Dissatisfied (Bottom 2 Box)	36%	35%	33%	32% ▼	28% ▼	27%	28%
Auckland council is going in the right direction	Total Agree (T2B)	20%	18%	20% ▲	20%	22% ▲	23%	24%
	Total Disagree (Bottom 2 Box)	35%	35%	34%	32% ▼	30% ▼	29%	29%
Momentum	Views Improved	9%	9%	10%	11%	11%	11%	11%
	Views Deteriorated	32%	27% ▼	24% ▼	22% ▼	18% ▼	18%	20% ▲
Seeks residents point of view	Total Demonstrates (T2B)	18%	17%	18%	19%	20%	22% ▲	22%
	Total Doesn't Demonstrate (Bottom 2 Box)	46%	44%	42% ▼	42%	40% ▼	38% ▼	39%
Is an example of good value for ratepayers' money	Total Demonstrates (T2B)	10%	8% ▼	9% ▲	11% ▲	13% ▲	14% ▲	18%
	Total Doesn't Demonstrate (Bottom 2 Box)	63%	61% ▼	57% ▼	56%	53% ▼	52% ▼	39%
Perceptions that council keep people informed on how their rates are being spent	Total Demonstrates (T2B)	19%	19%	21% ▲	21%	23% ▲	25% ▲	25%
	Total Doesn't Demonstrate (Bottom 2 Box)	43%	42%	39% ▼	36% ▼	34% ▼	32%	33%

▲ ▼ = 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) , Q2 '17-Q1 '18 (n=3235)

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