

# CITIZEN INSIGHTS MONITOR UPDATE

Q1 2020

- Latest results based on Q2 2019 – Q1 2020
- Results based on a four quarter rolling average unless indicated otherwise
- Sample size: N=3,201
- 92% of interviews conducted prior to lockdown
  - n=63 conducted in lockdown.



*20 minute survey conducted with n=816 Auckland residents aged 15+ between January and March 2020.  
4-quarter rolling data achieves a sample size of n=3,201*



*The maximum margin of error on a sample size of n=816 is +/- 3.4%  
The maximum margin of error on a sample size of n=3,201 is +/- 1.7%*



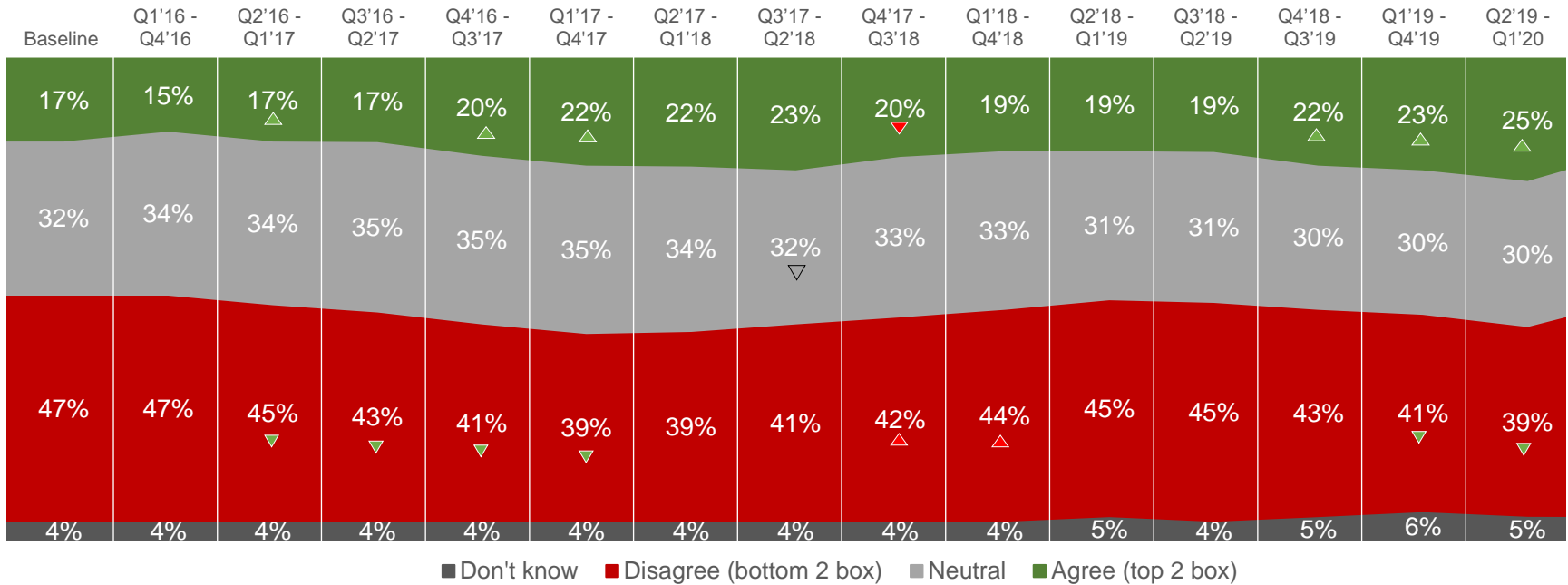
*Quotas are set by age, gender, ethnicity and Local Board Area to reflect the profile of the Auckland population aged 15 years and older*



*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*

# Trust in decision-making continues to increase significantly, and is at a new high.

## TRUST IN COUNCIL DECISION-MAKING



03

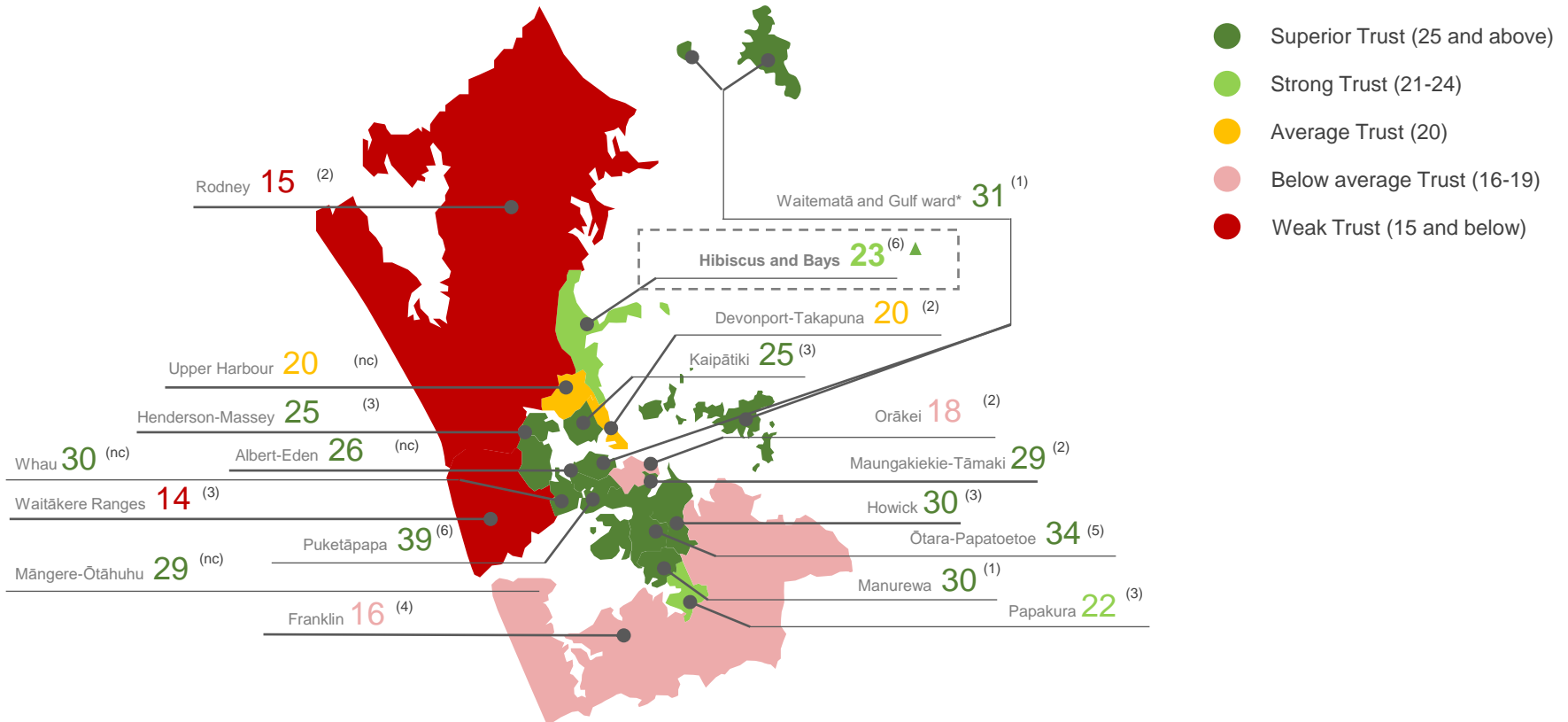
How much do you agree or disagree with the following statement?

▲ ▼ = 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); Q1'16-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)  
 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 trend for those living furthest north and south to be more negative continues, but this gap has closed over last 12 months.

## TRUST IN DECISION MAKING: LOCAL BOARDS (Q2'19 – Q1'20)



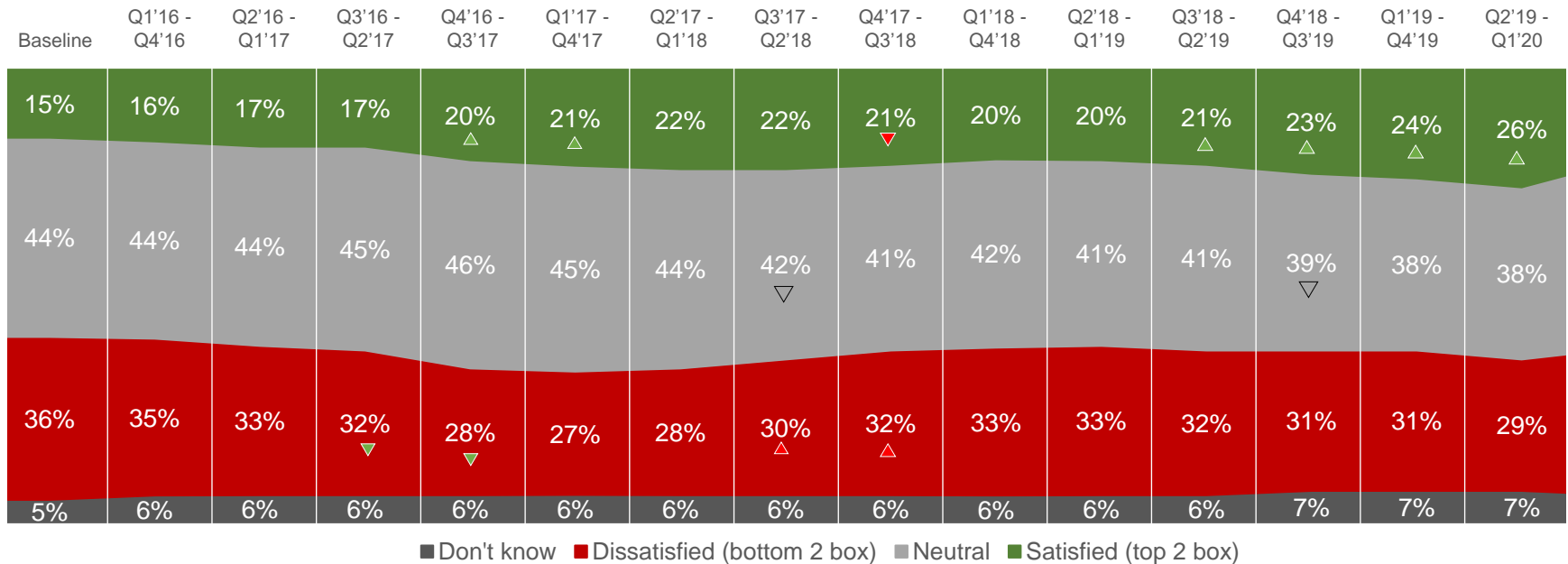
(+/- x) Percentage point difference versus last wave (Q1 – Q4'19)

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

\* 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 continues to increase to a new high.

## SATISFACTION WITH COUNCIL PERFORMANCE



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

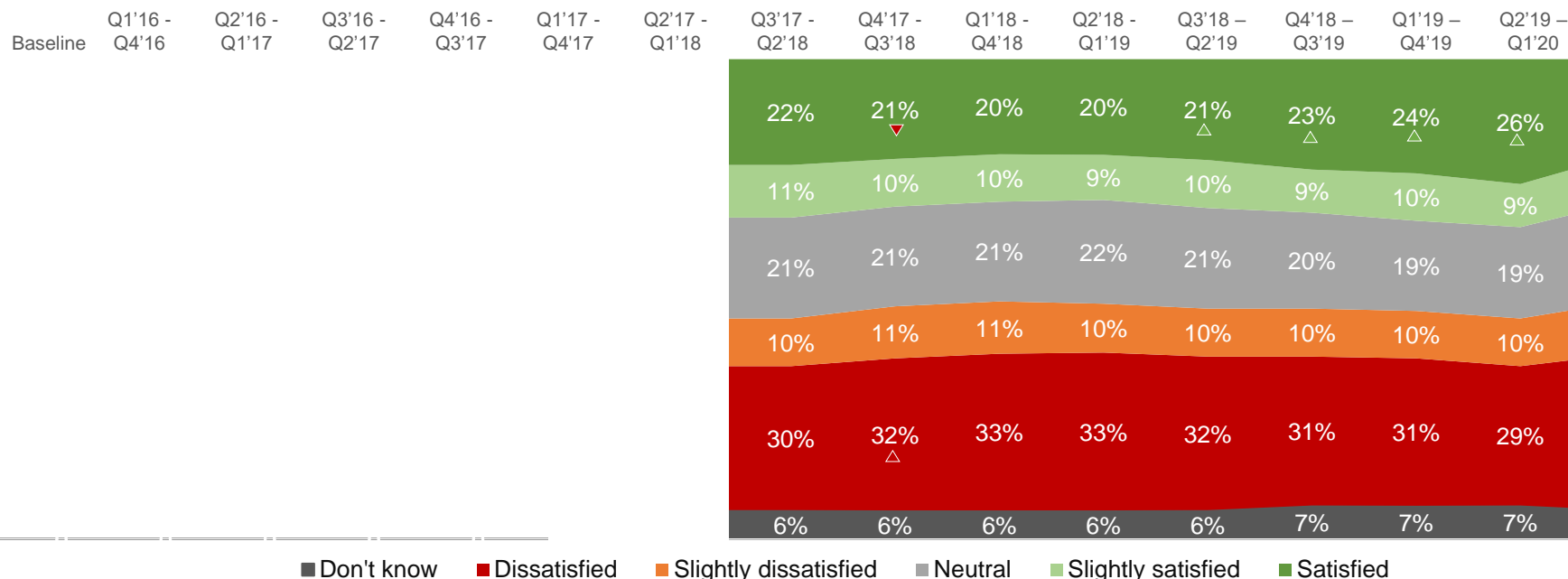
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Base: Total Sample; Benchmark '15 (n=3015); Q1'16-Q4'16 (n=3130); Q2'16-Q1'17 (n=3130); Q3'16-Q2'17 (n=3160); Q4'16-Q3'17 (n=3172); Q1'17-Q4'17 (n=3236); Q2'17-Q1'18 (n=3235); Q3'17-Q2'18 (n=3204); Q4'17-Q3'18 (n=3232); Q1'18 - Q4'18 (n=3230); Q2'18-Q1'19 (n=3230); Q3'18-Q2'19 (n=3230); Q4'18-Q3'19 (n=3193); Q1'19 - Q4'19 (n=3198); Q2'19 - Q1'20 (n=3201)  
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# Consistent significant growth in satisfaction over the last 12 months has led to a new high this rolling quarter.

## SATISFACTION WITH COUNCIL PERFORMANCE



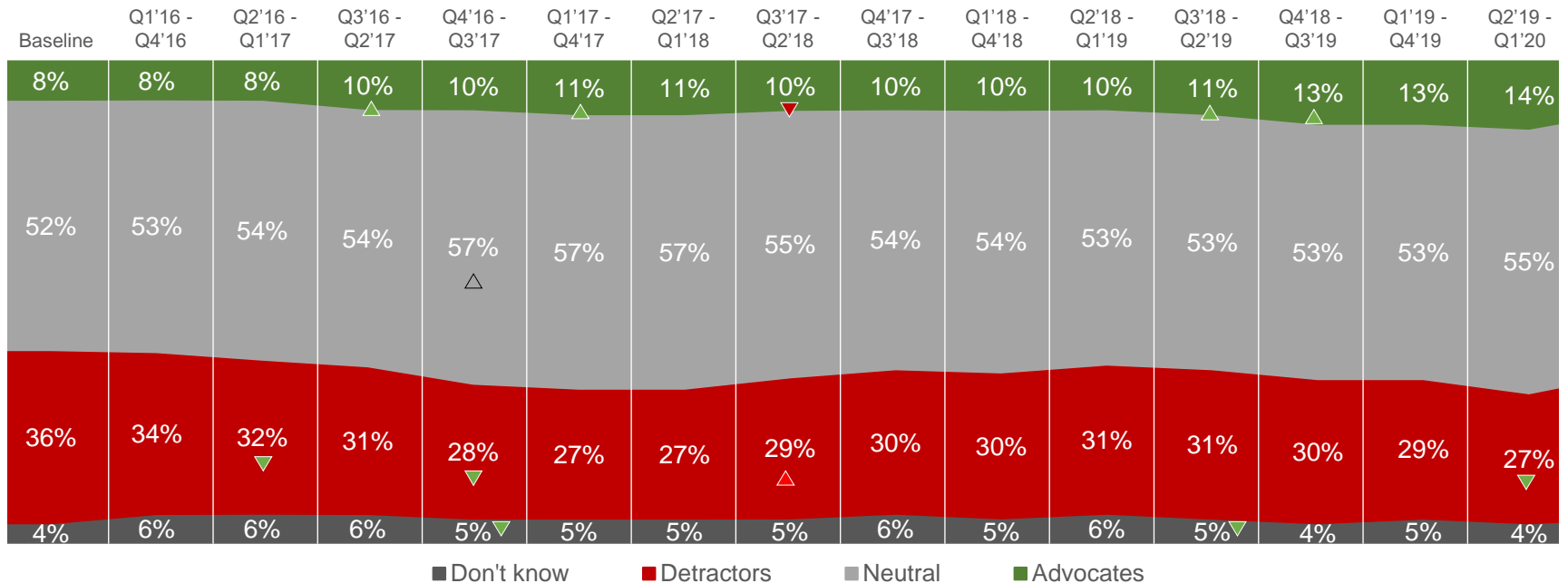
**O1** a: New question added in Q3 2017 for deep dive in Neutral responses

▲ ▼ = Indicates positive Sig. differences vs. previous period at a 95% CI  
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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) 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)  
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# Advocacy slowly increasing.

## ADVOCACY



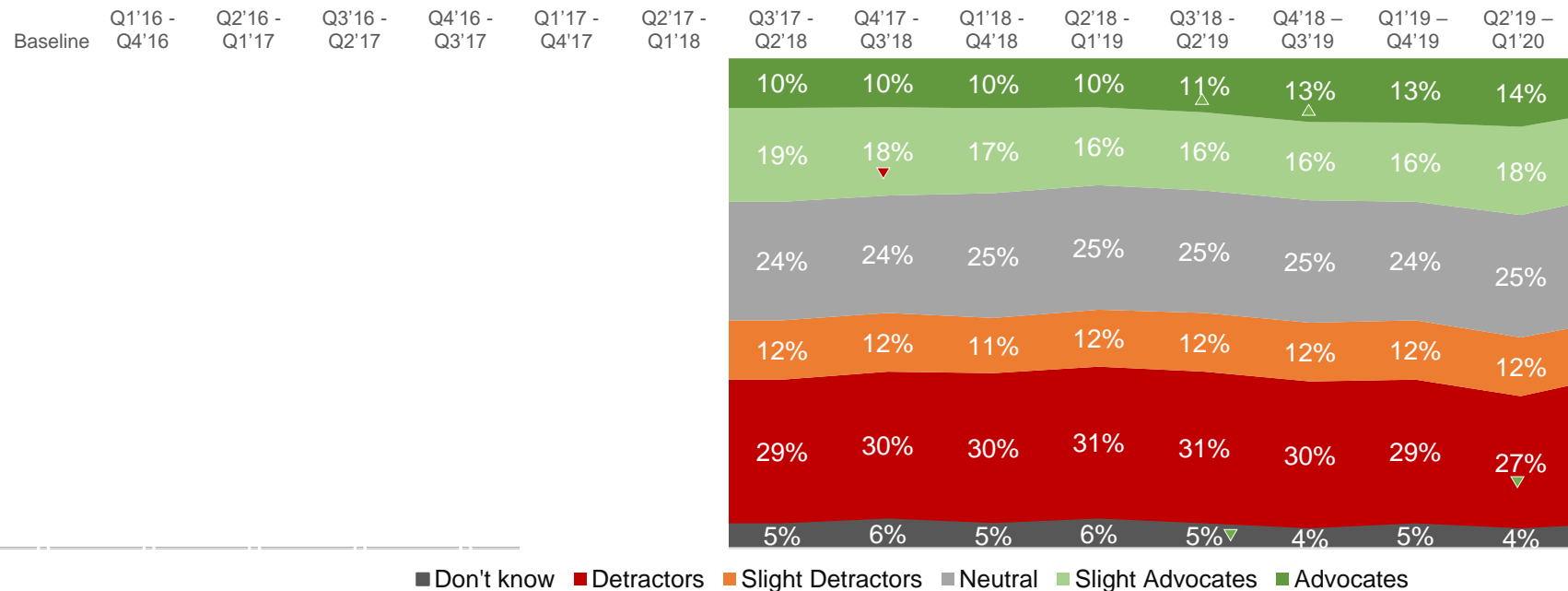
R5 Which one of the following statements best reflects your opinion of Auckland Council?

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# Detractors decline this quarter.

## ADVOCACY



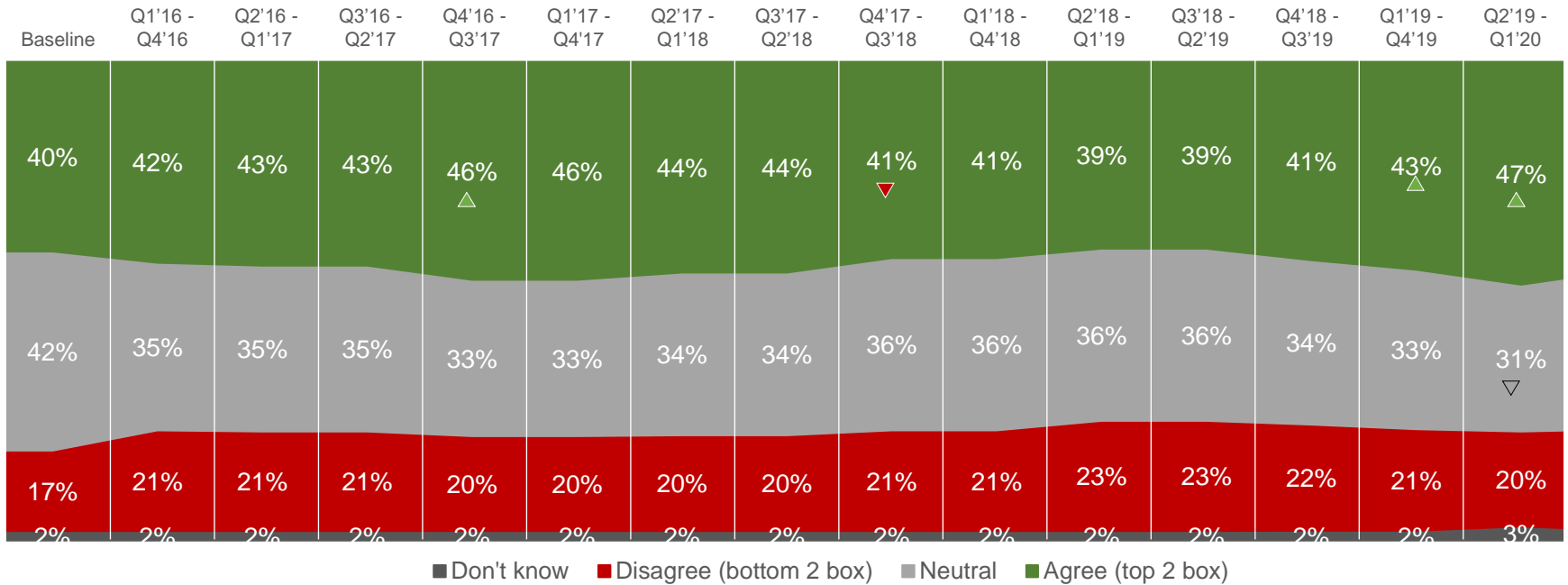
R5 a: New question added in Q3 2017 for deep dive in Neutral responses

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# Sense of pride in Auckland increased by 4% points to a new high.

## I FEEL A SENSE OF PRIDE LIVING IN AUCKLAND



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

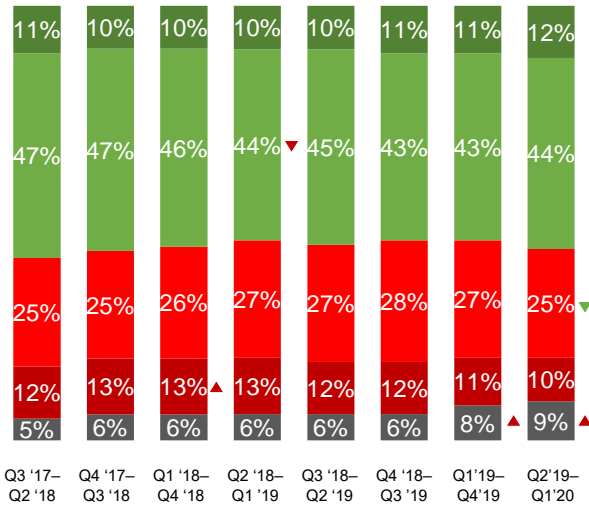
▲ ▼ = Indicates positive Sig. differences vs. previous period at a 95% CI  
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Base: Total Sample; Benchmark '15 (n=45); Q1'16-Q4'16 (n=1628); Q2'16-Q1'17 (n=1628); Q3'16-Q2'17 (n=1628); Q4'16-Q3'17 (n=1640); Q1'17-Q4'17 (n=1640); Q2'17-Q1'18 (n=1639); 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)

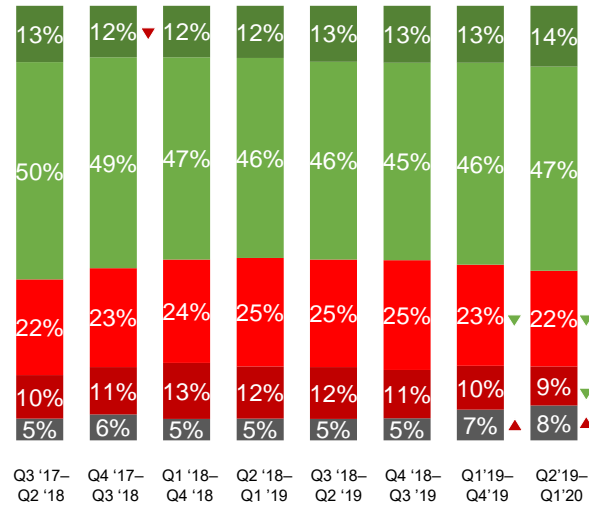
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# Aucklanders remain optimistic about Auckland Council.

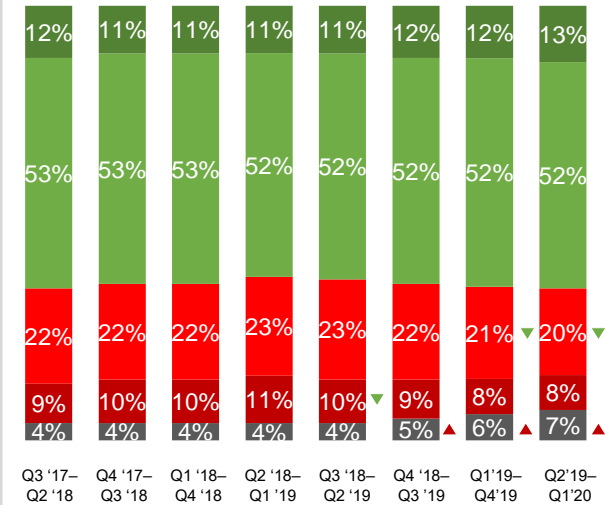
**Auckland Council is doing its best to overcome the challenges facing Auckland**



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



**You see Auckland Council doing good things for Auckland and Aucklanders**



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

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

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# All four pillars have reached all time highs this quarter.

## PILLAR PERFORMANCE (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	Q2'19 – Q1'20
<b>40%</b> ACCOUNTABILITY & EFFECTIVENESS	14%	12% ▼	14% ▲	15% ▲	17% ▲	19% ▲	19%	19%	18%	17%	17%	18%	19% ▲	21% ▲	22% ▲
<b>22%</b> LEADERSHIP & GROWTH	19%	16% ▼	18% ▲	18%	20% ▲	21% ▲	22%	22%	21%	21%	20%	21%	22%	23% ▲	25% ▲
<b>20%</b> SOCIAL RESPONSIBILITY & COMMUNICATIONS	19%	17%	19% ▲	20% ▲	22% ▲	23% ▲	24%	24%	23%	23%	23%	23%	24% ▲	26% ▲	28% ▲
<b>19%</b> FAIRNESS & ETHICS	28%	25%	27% ▲	29% ▲	31% ▲	33% ▲	33%	33%	33%	32%	32%	32%	32%	33%	35% ▲

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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.

# There's been a significant uplift in most KPI's this rolling quarter...

## 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	Q2'19 – Q1'20
Advocacy	Advocates (T2B)	8%	8%	8%	10% ▲	10%	11% ▲	11%	10% ▼	10%	10%	10%	11% ▲	13% ▲	13%	14%
	Detractors (Bottom 2 Box)	36%	34%	32% ▼	31%	28% ▼	27%	27%	29% ▲	30%	30%	31%	31%	30%	29%	27% ▼
Trust in decision Making	Total Agree (T2B)	17%	15%	17% ▲	17%	20% ▲	22% ▲	22%	23%	20% ▼	19%	19%	19%	22% ▲	23% ▲	25% ▲
	Total Disagree (Bottom 2 Box)	47%	47%	45% ▼	43% ▼	41% ▼	39% ▼	39%	41%	42% ▲	44% ▲	45%	45%	43%	41% ▼	39% ▼
Satisfaction	Total Satisfied (T2B)	15%	16%	17%	17%	20% ▲	21% ▲	22%	22%	21% ▼	20%	20%	21% ▲	23% ▲	24% ▲	26% ▲
	Total Dissatisfied (Bottom 2 Box)	36%	35%	33%	32% ▼	28% ▼	27%	28%	30% ▲	32% ▲	33%	33%	32%	31%	31%	29%
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%	28% ▲
	Total Disagree (Bottom 2 Box)	35%	35%	34%	32% ▼	30% ▼	29%	29%	30%	31% ▲	32%	33%	33%	32%	30% ▼	27% ▼
Sense of Pride	Total Agree (T2B)	40%	42%	43%	43%	46%	46%	44%	44%	41%	41%	39% ▼	39%	41% ▲	43% ▲	47% ▲
	Total Disagree (Bottom 2 Box)	17%	21%	21%	21%	20%	20%	20%	20%	21%	21%	23%	23%	22%	21%	20%
Seeks residents point of view	Total Demonstrates (T2B)	18%	17%	18% ▲	19%	20%	22% ▲	22%	21%	21%	22%	21%	23% ▲	24%	24%	25%
	Total Doesn't Demonstrate (B2B)	46%	44%	42% ▼	42%	40% ▼	38% ▼	39%	39%	39%	39%	40%	38%	39%	38%	36%
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%	16% ▲
	Total Doesn't Demonstrate (B2B)	58%	57%	53% ▼	51% ▼	49% ▼	48% ▼	48%	50% ▲	51%	52%	52%	51%	51%	48% ▼	46% ▼
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% ▲	32% ▲
	Total Doesn't Demonstrate (B2B)	43%	42%	39% ▼	36% ▼	34% ▼	32%	33%	34%	35%	36%	36%	36%	34% ▼	33%	31% ▼

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