

# CITIZEN INSIGHTS MONITOR UPDATE

Q2 2020

# Research Approach – Quarter 2 2020

*Due to the significant impact of COVID-19, the April – June 2020 questionnaire was amended to ask essential questions only. One impact is the inability to report results against the four pillars of trust in this report.*



*10 minute (reduced from 20min) survey conducted with n=813 Auckland residents aged 15+ between April and June 2020.  
4-quarter rolling data achieves a sample size of n=3,202*



*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=3,202 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*

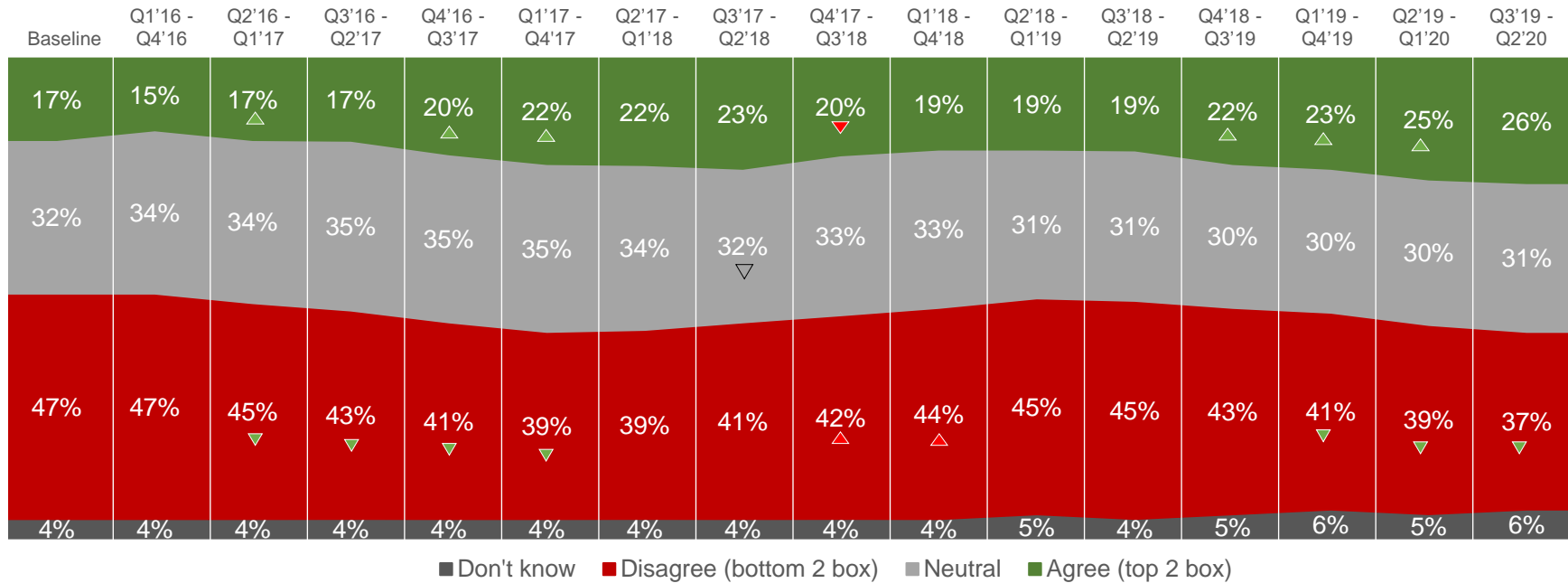


*The data has been post-weighted by age, gender, ethnicity and region from the 2013 Census statistics of the Auckland region. Sample sizes are indicated for the period covering the Citizen Insights Monitor*

# Trust hits a new high.

## Nearly two thirds of Aucklanders trust decision-making or are neutral, and a third do not trust our decision-making.

### TRUST IN COUNCIL DECISION-MAKING



Q3 How much do you agree or disagree with the following statements?

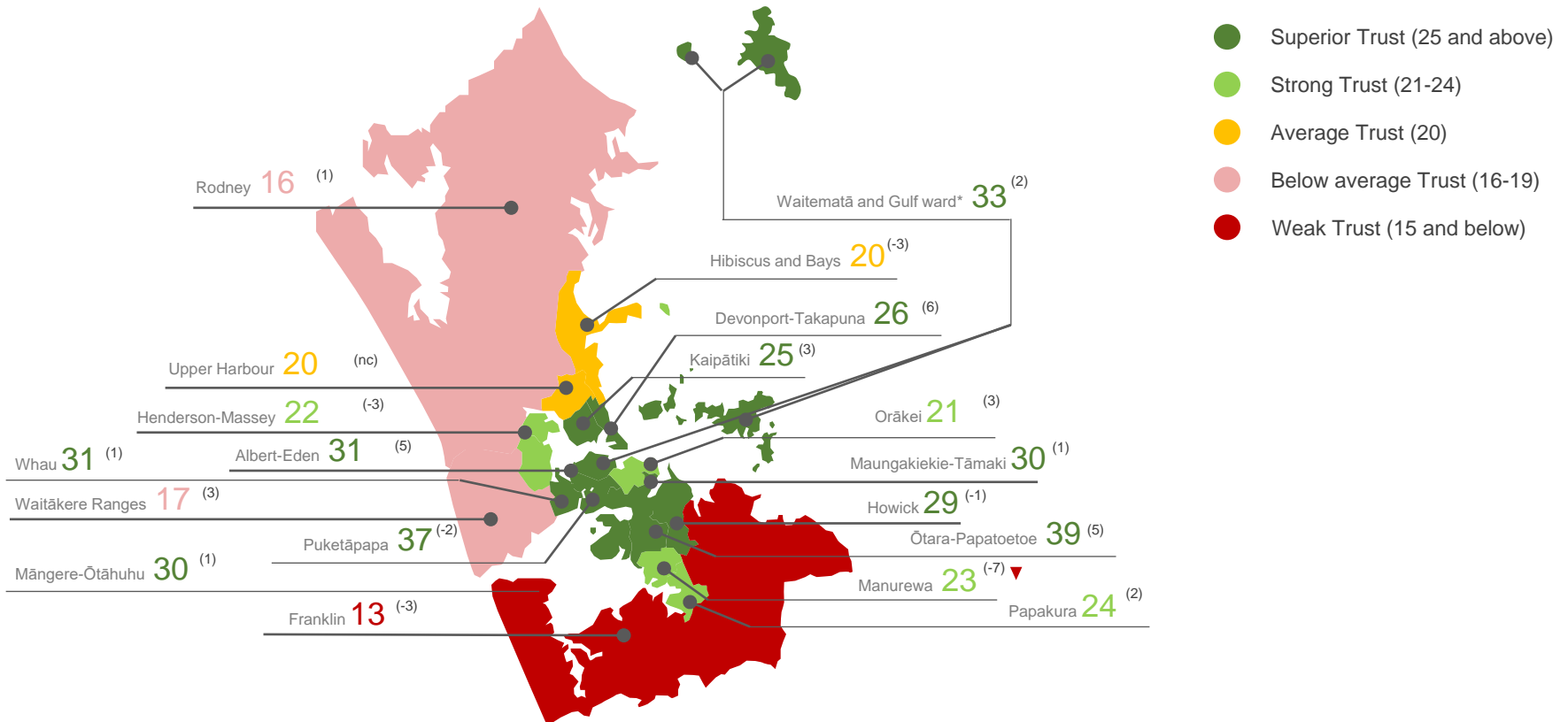
▲ ▼ = Indicates positive Sig. differences vs. previous period at a 95% CI  
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Base: Total Sample; Benchmark '15 (n=3015); Q1'16-Q4'16 (n=3130); Q2'16-Q1'17 (n=3130); Q3'16-Q2'17 (n=3160); Q4'16-Q3'17 (n=3172); Q1'17-Q4'17 (n=3236); Q2'17-Q1'18 (n=3235); 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); Q3'19-Q2'20 (n=3,203)

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

# Rodney and Waitakere Ranges have improved in trust over time, although both remain below average. Manurewa's trust has dropped significantly this quarter.

## TRUST IN DECISION MAKING: LOCAL BOARDS (Q3'19 – Q2'20)



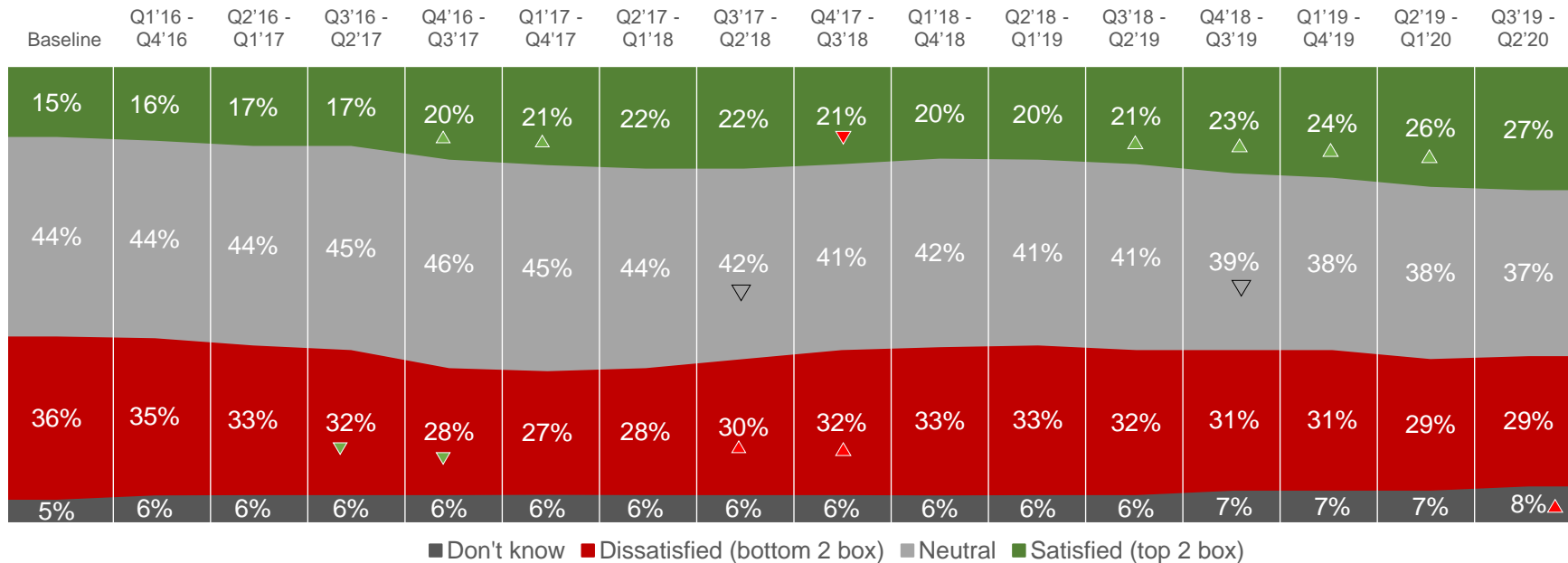
(+/- x) Percentage point difference versus last wave (Q2'19 – Q1'20)

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

\* Waitemata 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

# Overall satisfaction also hits a new high. Seven in ten Aucklanders are satisfied or neutral, and three in ten are dissatisfied.

## SATISFACTION WITH COUNCIL PERFORMANCE



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

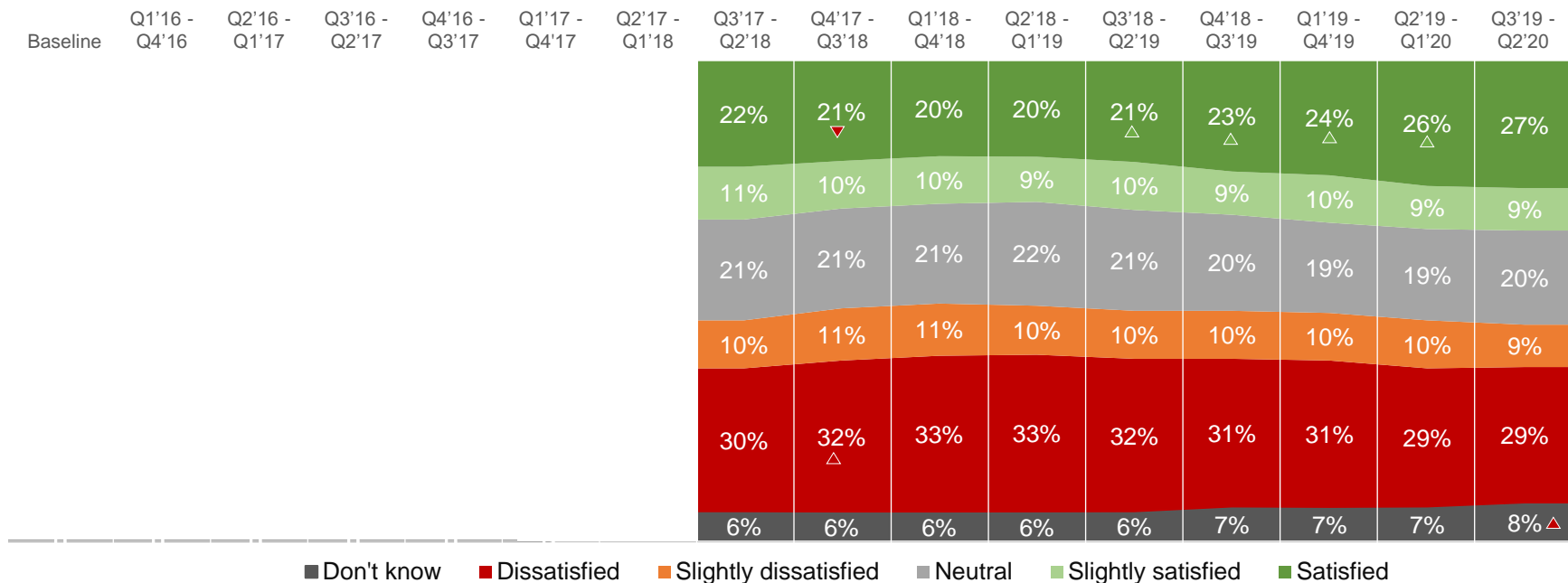
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# Satisfaction with Council performance hits a new high.

## SATISFACTION WITH COUNCIL PERFORMANCE



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

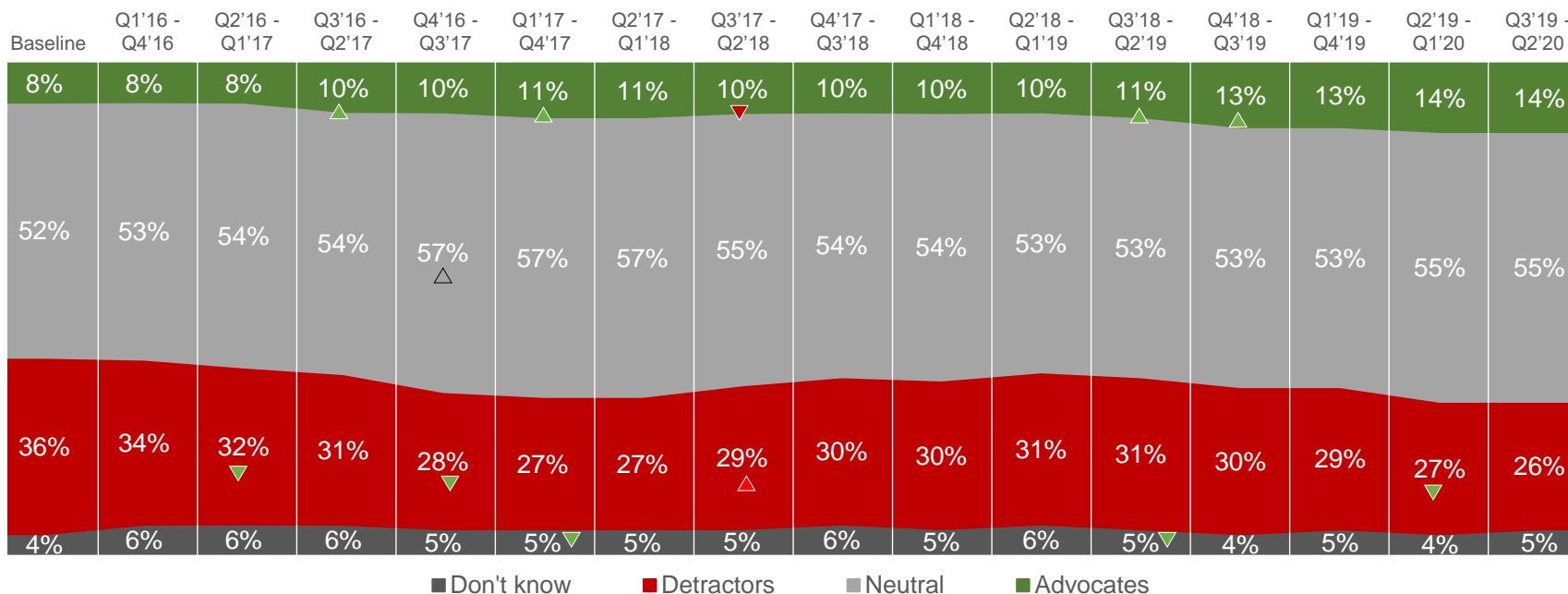
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Base Q3'17-Q2'18 (n=3204), Q4'17-Q3'18 (n=3232), Q1'18-Q4'18 (n=3230), Q2'18-Q1'19 (n=3230), Q3'18-Q2'19 (n=3230), Q4'18-Q3'19 (n=3193), Q1'19-Q4'19 (n=3198), Q2'19-Q1'20 (n=3201), Q3'19-Q2'20 (n=3,203) O1a - Which of the following would best describe 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)

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# Advocacy remains stable.

## ADVOCACY



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

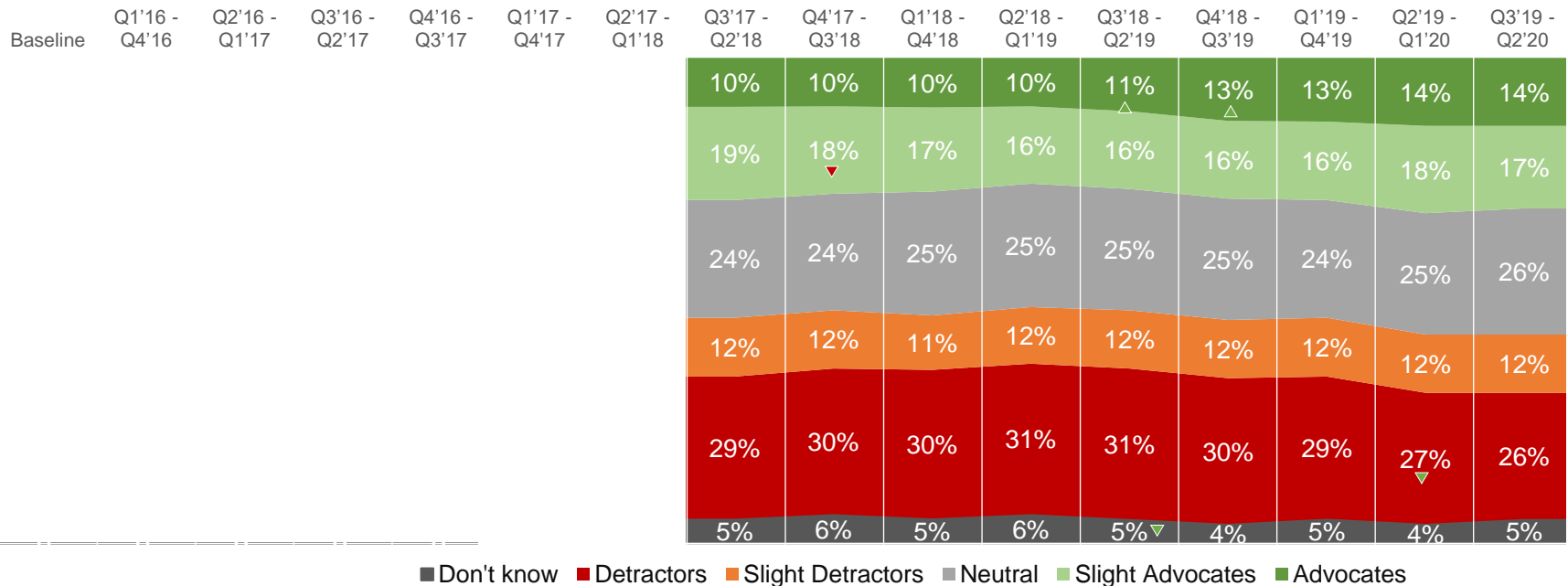
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# Advocacy remains stable.

## ADVOCACY



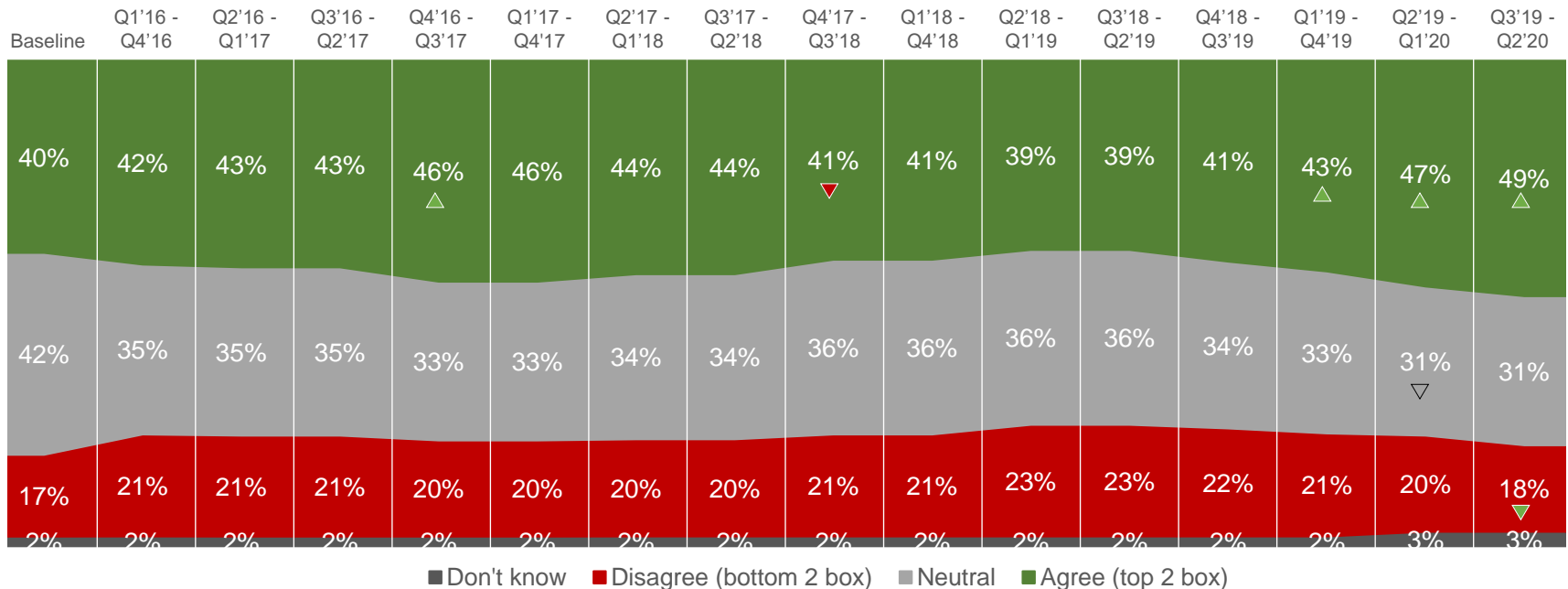
R5 a: New question added in Q3 2017 for deep dive in Neutral responses

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# Pride in Auckland continues to improve.

## I FEEL A SENSE OF PRIDE LIVING IN AUCKLAND



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

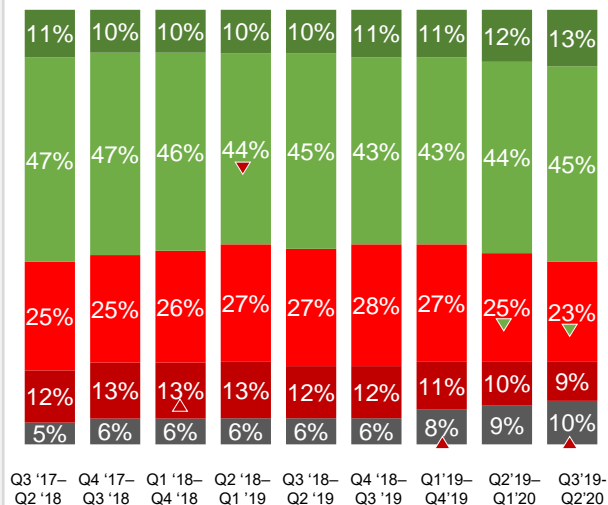
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Base: Total Sample; Benchmark '15 (n=45); Q1'16-Q4'16 (n=1628); Q2'16-Q1'17 (n=1628); Q3'16-Q2'17 (n=1628); Q4'16-Q3'17 (n=1640); Q1'17-Q4'17 (n=1640); Q2'17-Q1'18 (n=1639); Q3'17-Q2'18 (n=1639); Q4'17-Q3'18 (n=1667); Q1'18 - Q4'18 (n=1667); Q2'18 - 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); Q3'19-Q2'20 (n=3,203)

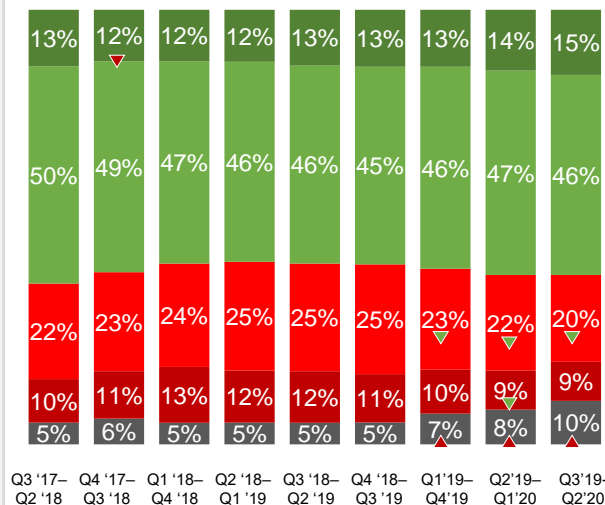
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# Aucklanders steady in their view that council is doing good things for Auckland its best for Aucklanders.

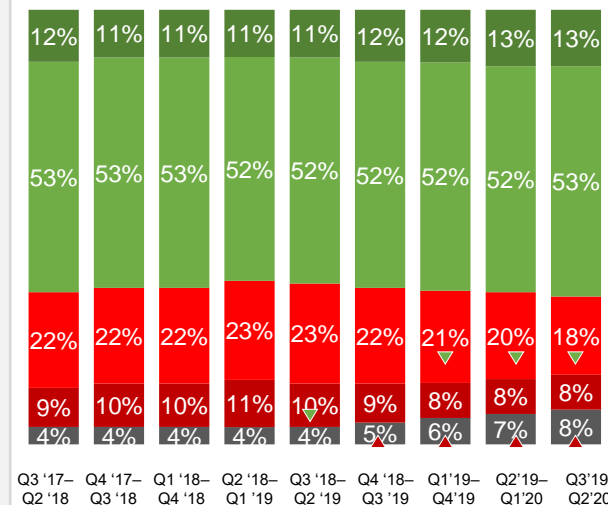
**Auckland Council is doing its best to overcome the challenges facing Auckland**



**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?

▲▼ = Indicates positive Sig. differences vs. previous period at a 95% CI  
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# KPI's maintain the gains made last quarter, with a significant uplift in pride.

## 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	Q3'19 – Q2'20
Advocacy	Advocates (T2B)	8%	8%	8%	10%▲	10%	11%▲	11%	10%▼	10%	10%	10%	11%▲	13%▲	13%	14%	14%
	Detractors (Bottom 2 Box)	36%	34%	32%▼	31%	28%▼	27%	27%	29%▲	30%	30%	31%	31%	30%	29%	27%▼	26%
Trust in decision Making	Total Agree (T2B)	17%	15%	17%▲	17%	20%▲	22%▲	22%	23%	20%▼	19%	19%	19%	22%▲	23%▲	25%▲	26%
	Total Disagree (Bottom 2 Box)	47%	47%	45%▼	43%▼	41%▼	39%▼	39%	41%	42%▲	44%▲	45%	45%	43%	41%▼	39%▼	37%▼
Satisfaction	Total Satisfied (T2B)	15%	16%	17%	17%	20%▲	21%▲	22%	22%	21%▼	20%	20%	21%▲	23%▲	24%▲	26%▲	27%
	Total Dissatisfied (Bottom 2 Box)	36%	35%	33%	32%▼	28%▼	27%	28%	30%▲	32%▲	33%	33%	32%	31%	31%	29%	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%▲	28%
	Total Disagree (Bottom 2 Box)	35%	35%	34%	32%▼	30%▼	29%	29%	30%	31%▲	32%	33%	33%	32%	30%▼	27%▼	27%
Sense of Pride	Total Agree (T2B)	40%	42%	43%	43%	46%	46%	44%	44%	41%	41%	39%▼	39%	41%▲	43%▲	47%▲	49%▲
	Total Disagree (Bottom 2 Box)	17%	21%	21%	21%	20%	20%	20%	20%	21%	21%	23%	23%	22%	21%	20%	18%▼
Seeks residents point of view	Total Demonstrates (T2B)	18%	17%	18%▲	19%	20%	22%▲	22%	21%	21%	22%	21%	23%▲	24%	24%	25%	NA
	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%▲	NA
	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%▲	32%
	Total Doesn't Demonstrate (B2B)	43%	42%	39%▼	36%▼	34%▼	32%	33%	34%	35%	36%	36%	36%	34%▼	33%	31%▼	30%▼

NA - not asked Q2 2020

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