

CITIZEN INSIGHTS MONITOR

Q3 2020



Research Approach – Quarter 3 2020

During Q3 2020 the Auckland region went into Level 3 lockdown from 12th – 30th August and then down to Level 2.5 until the end of fieldwork.



15 minute survey conducted with $n=813$ Auckland residents aged 15+ between July and September 2020.
4-quarter rolling data achieves a sample size of $n=3,198$



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 $n=3,198$ is +/- 1.7%



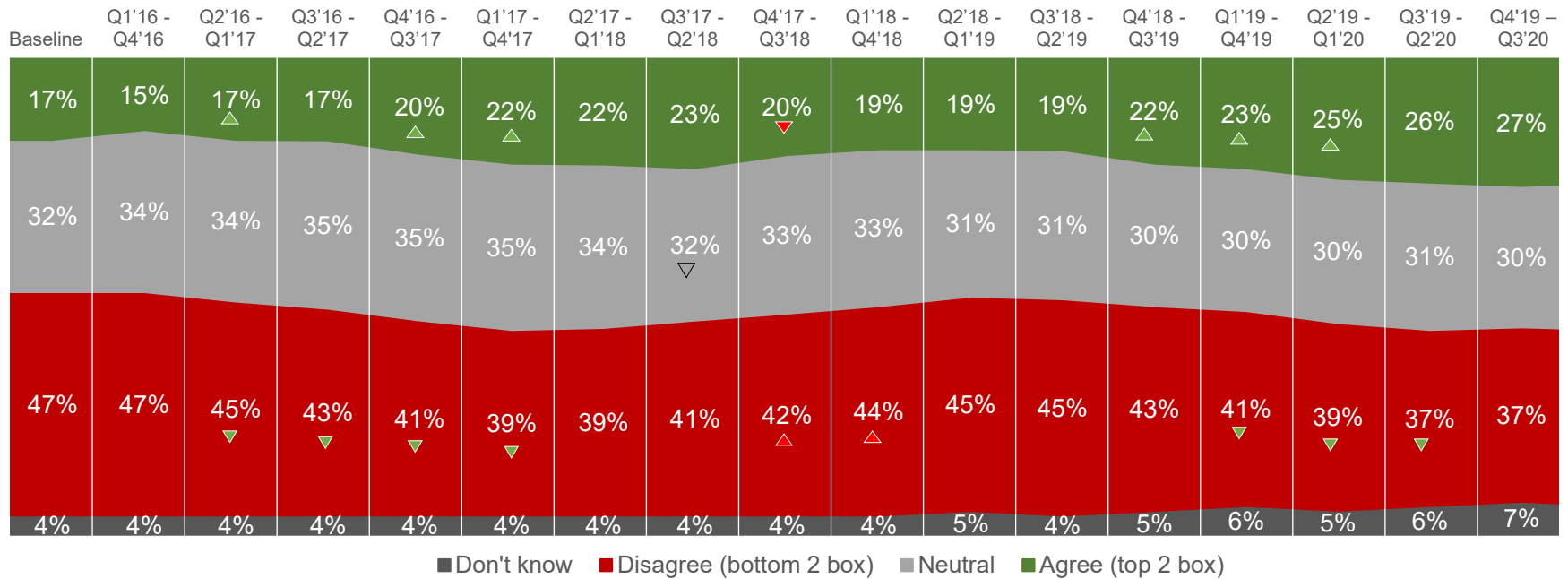
Quotas are set by age, gender, ethnicity and Local Board Area to reflect the profile of the Auckland population aged 15 years and older



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 council decision-making reach a new high. Two thirds of Aucklanders trust decision-making or are neutral.

TRUST IN COUNCIL DECISION-MAKING



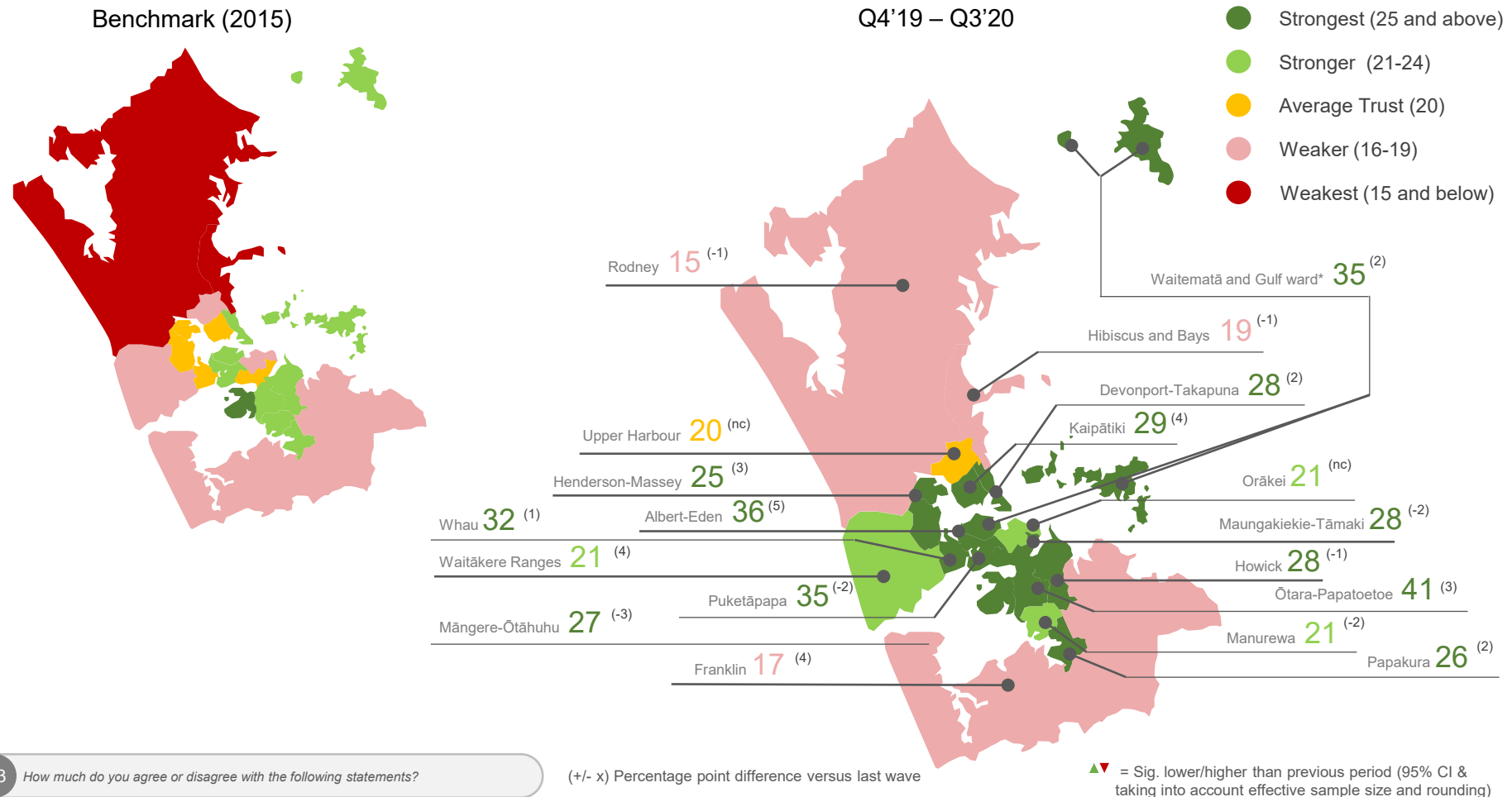
03 How much do you agree or disagree with the following statements?

▲ ▼ = 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); Q3'19-Q2'20 (n=3,203); Q4'19-Q3'20 (n=3,198)
 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

Trust in council decision making continues to slowly improve in most Local Boards. Rodney and Franklin lag behind but also show slow but consistent improvement over time.

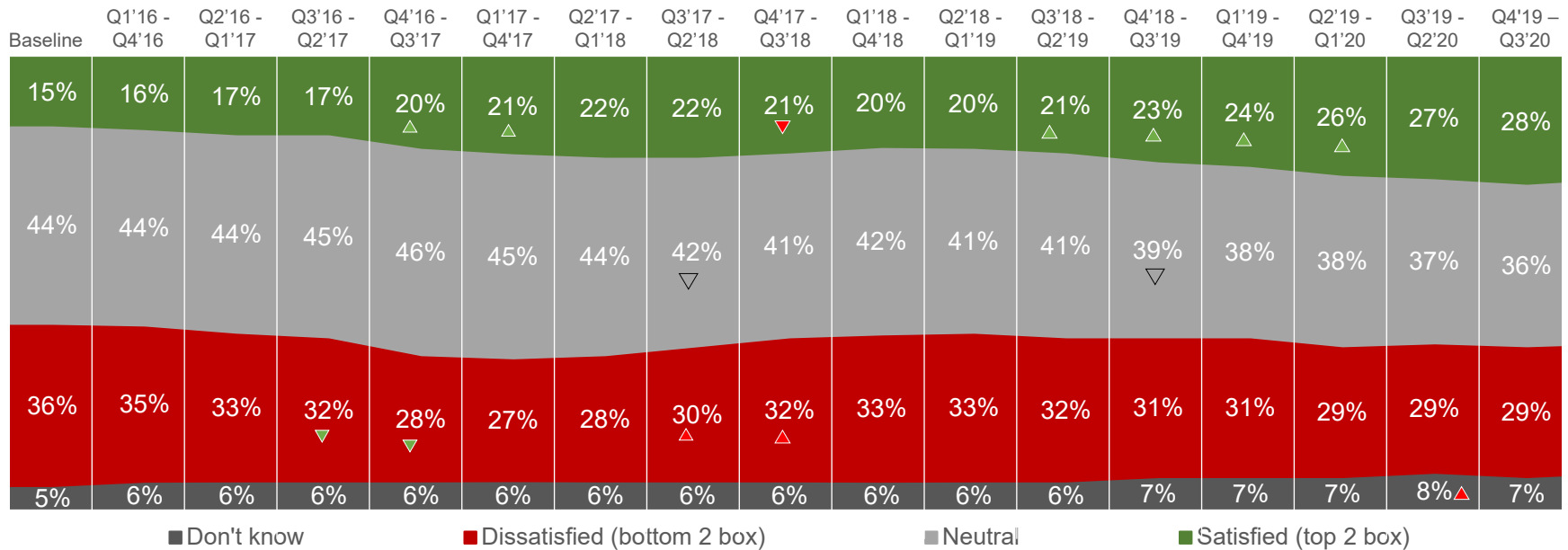
LOCAL BOARD TRUST OVERTIME



*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 with council performance also reaches a new high.

SATISFACTION WITH COUNCIL PERFORMANCE



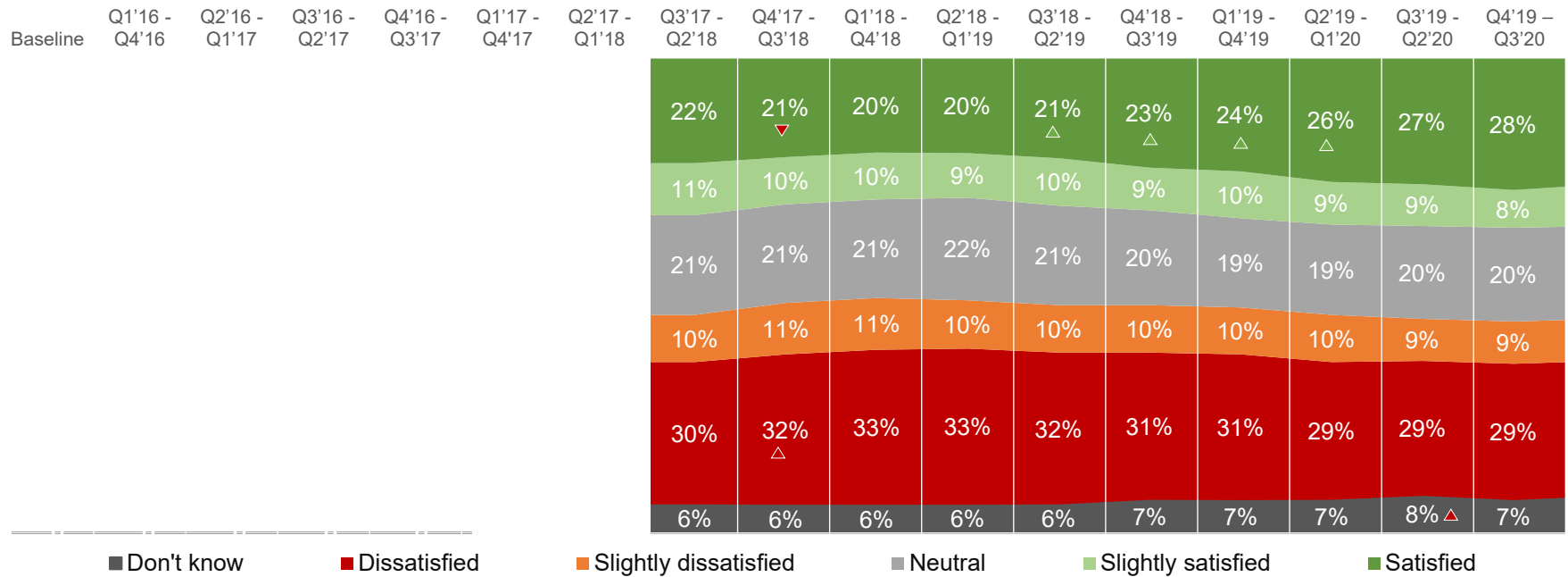
01 How satisfied or dissatisfied are you with the overall performance of Auckland Council over the last 12 months?

▲ ▼ = 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); Q3'19-Q2'20 (n=3,203); Q4'19-Q3'20 (n=3,198)
 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

Satisfaction with Council performance reaches a new high.

SATISFACTION WITH COUNCIL PERFORMANCE



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

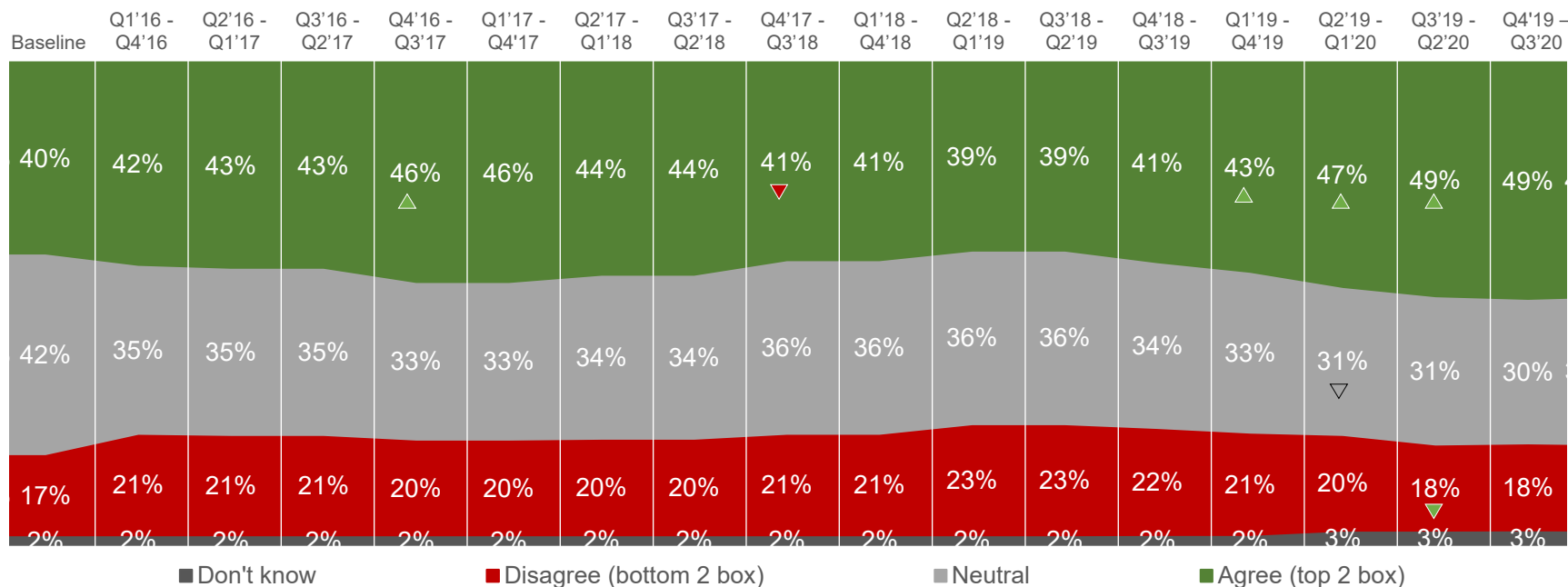
▲ ▼ = Indicates positive Sig. differences vs. previous period at a 95% CI
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Base Q3'17-Q2'18 (n=3204), Q4'17-Q3'18 (n=3232), Q1'18-Q4'18 (n=3230), Q2'18-Q1'19 (n=3230), Q3'18-Q2'19 (n=3230), Q4'18-Q3'19 (n=3193), Q1'19-Q4'19 (n=3198), Q2'19-Q1'20 (n=3201), Q3'19-Q2'20 (n=3,203), Q4'19-Q3'20 (n=3,198) 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), Q4'19-Q3'20 (n=1154)

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

Pride in Auckland stable this quarter after consistent improvement over the last 12 months.

I FEEL A SENSE OF PRIDE LIVING IN AUCKLAND



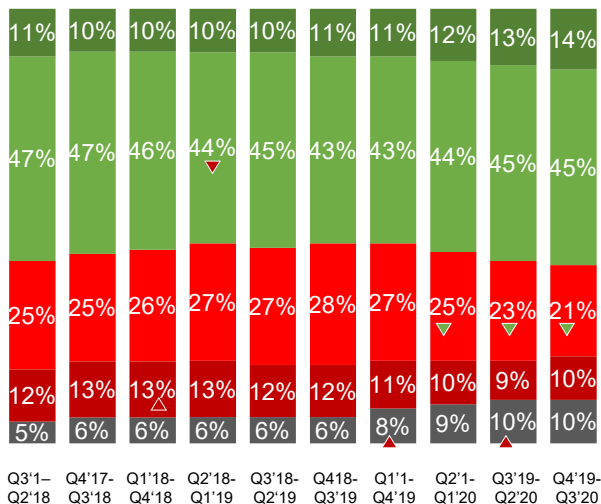
R8 R8 - How much do you agree or disagree with the following statements about Auckland?

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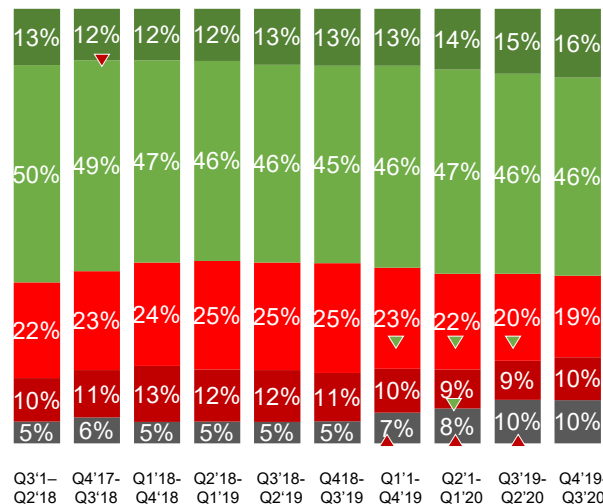
Base: Total Sample; Benchmark '15 (n=45); Q1'16-Q4'16 (n=1628); Q2'16-Q1'17 (n=1628); Q3'16-Q2'17 (n=1628); Q4'16-Q3'17 (n=1640); Q1'17-Q4'17 (n=1640); Q2'17-Q1'18 (n=1639); Q3'17-Q2'18 (n=1639); Q4'17-Q3'18 (n=1667); Q1'18 - Q4'18 (n=1667); Q2'18 - Q1'19 (n=1667); Q3'18 - Q2'19 (n=1667); Q4'18-Q3'19 (n=1630); Q1'19-Q4'19 (n=2386); Q2'19-Q1'20 (n=3201); Q2'19 - Q1'20 (n=3201); Q3'19-Q2'20 (n=3,203); Q4'19-Q3'20 (n=3,198)
 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

More than six in ten Aucklanders believe Auckland Council is doing its best to overcome challenges, has their best interests at heart, and see Auckland Council doing good things for the city.

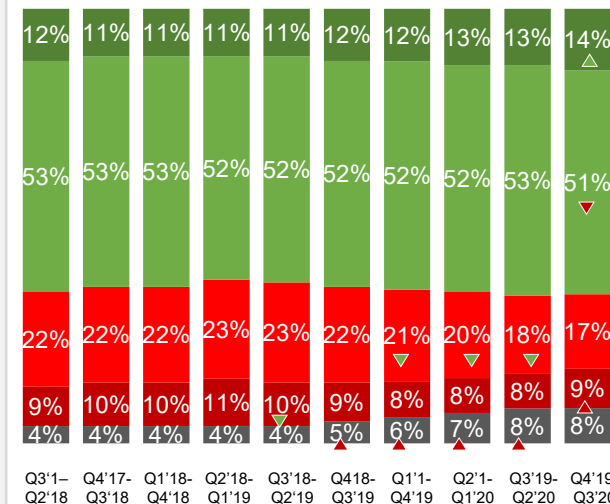
Auckland Council is doing its best to overcome the challenges facing Auckland



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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KPI's stable or show slow improvement.

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 – Q4'19	Q2'19 – Q1'20	Q3'19 – Q2'20	Q4'19 – Q3'20
Advocacy	Advocates (T2B)	8%	8%	8%	10% ▲	10%	11% ▲	11%	10% ▼	10%	10%	10%	11% ▲	13% ▲	13%	14%	14%	14%
	Detractors (Bottom 2 Box)	36%	34%	32% ▼	31%	28% ▼	27%	27%	29% ▲	30%	30%	31%	31%	30%	29%	27% ▼	26%	26%
Trust in decision Making	Total Agree (T2B)	17%	15%	17% ▲	17%	20% ▲	22% ▲	22%	23%	20% ▼	19%	19%	19%	22% ▲	23% ▲	25% ▲	26%	27%
	Total Disagree (Bottom 2 Box)	47%	47%	45% ▼	43% ▼	41% ▼	39% ▼	39%	41%	42% ▲	44% ▲	45%	45%	43%	41% ▼	39% ▼	37% ▼	37%
Satisfaction	Total Satisfied (T2B)	15%	16%	17%	17%	20% ▲	21% ▲	22%	22%	21% ▼	20%	20%	21% ▲	23% ▲	24% ▲	26% ▲	27%	28%
	Total Dissatisfied (B2B)	36%	35%	33%	32% ▼	28% ▼	27%	28%	30% ▲	32% ▲	33%	33%	32%	31%	31%	29%	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%	29%
	Total Disagree (B2B)	35%	35%	34%	32% ▼	30% ▼	29%	29%	30%	31% ▲	32%	33%	33%	32%	30% ▼	27% ▼	27%	27%
Sense of Pride	Total Agree (T2B)	40%	42%	43%	43%	46%	46%	44%	44%	41%	41%	39% ▼	39%	41% ▲	43% ▲	47% ▲	49% ▲	49%
	Total Disagree (B2B)	17%	21%	21%	21%	20%	20%	20%	20%	21%	21%	23%	23%	22%	21%	20%	18% ▼	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	26%
	Total Doesn't Demonstrate (B2B)	46%	44%	42% ▼	42%	40% ▼	38% ▼	39%	39%	39%	39%	40%	38%	39%	38%	36%		34%
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	18%
	Total Doesn't Demonstrate (B2B)	58%	57%	53% ▼	51% ▼	49% ▼	48% ▼	48%	50% ▲	51%	52%	52%	51%	51%	48% ▼	46% ▼		44%
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%	32%
	Total Doesn't Demonstrate (B2B)	43%	42%	39% ▼	36% ▼	34% ▼	32%	33%	34%	35%	36%	36%	36%	34% ▼	33%	31% ▼	30% ▼	31%

NA - not asked Q2 2020

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