

CITIZEN INSIGHTS MONITOR

Q2 2021

Latest results based on rolled quarters Q3 2020 – Q2 2021
Sample size: n= 3,073 (4 quarter roll) & n=817 (Q2 2021)

KANTAR



COLMAR BRUNTON
A Kantar Company

**Auckland
Council**

Te Kaunihera o Tāmaki Makaurau





*15 minute survey conducted with n=817 Auckland residents aged 15+ between April and June 2021.
4-quarter rolling data achieves a sample size of n=3,073*



*The maximum margin of error on a sample size of n=817 is +/- 3.4%
The maximum margin of error on a sample size of n=3,073 is +/- 1.8%*



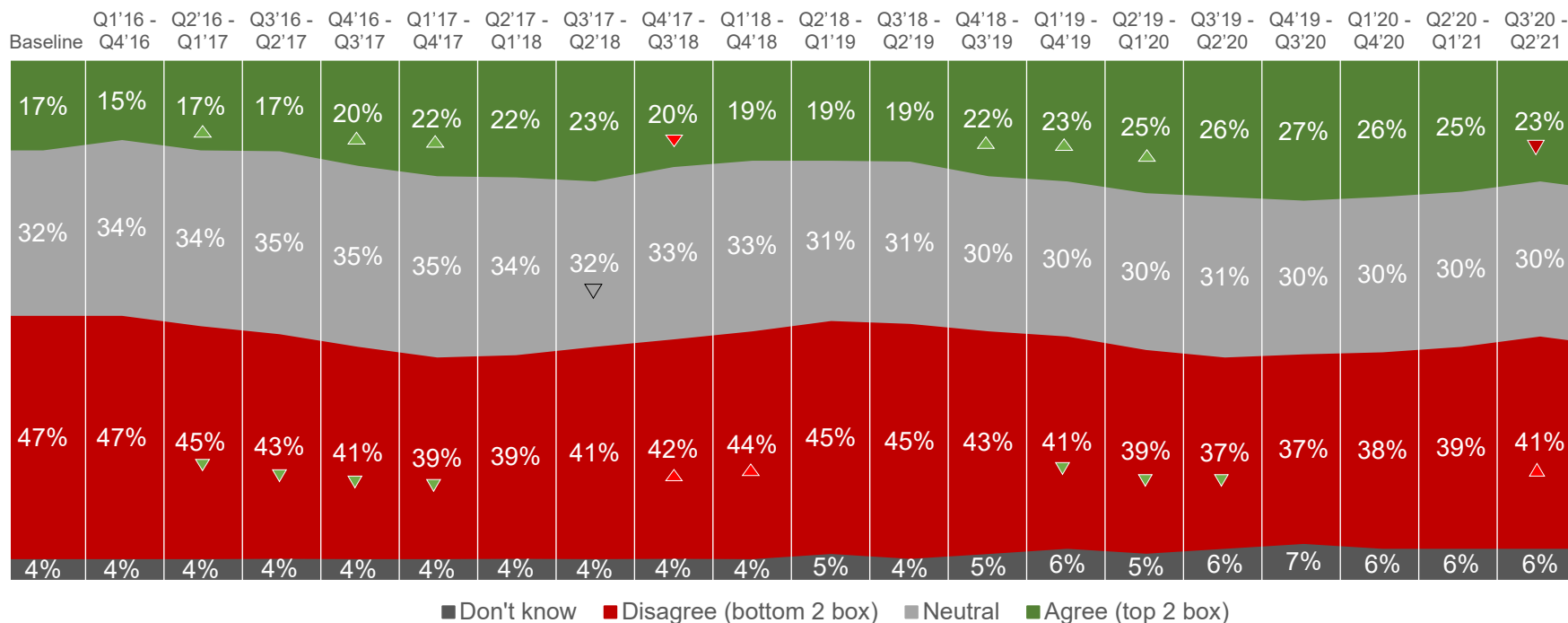
Quotas are set by age, gender, ethnicity and Local Board Area to reflect the profile of the Auckland population aged 15 years and older



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 weakening to 'pre-COVID' levels this quarter.

TRUST IN COUNCIL DECISION-MAKING



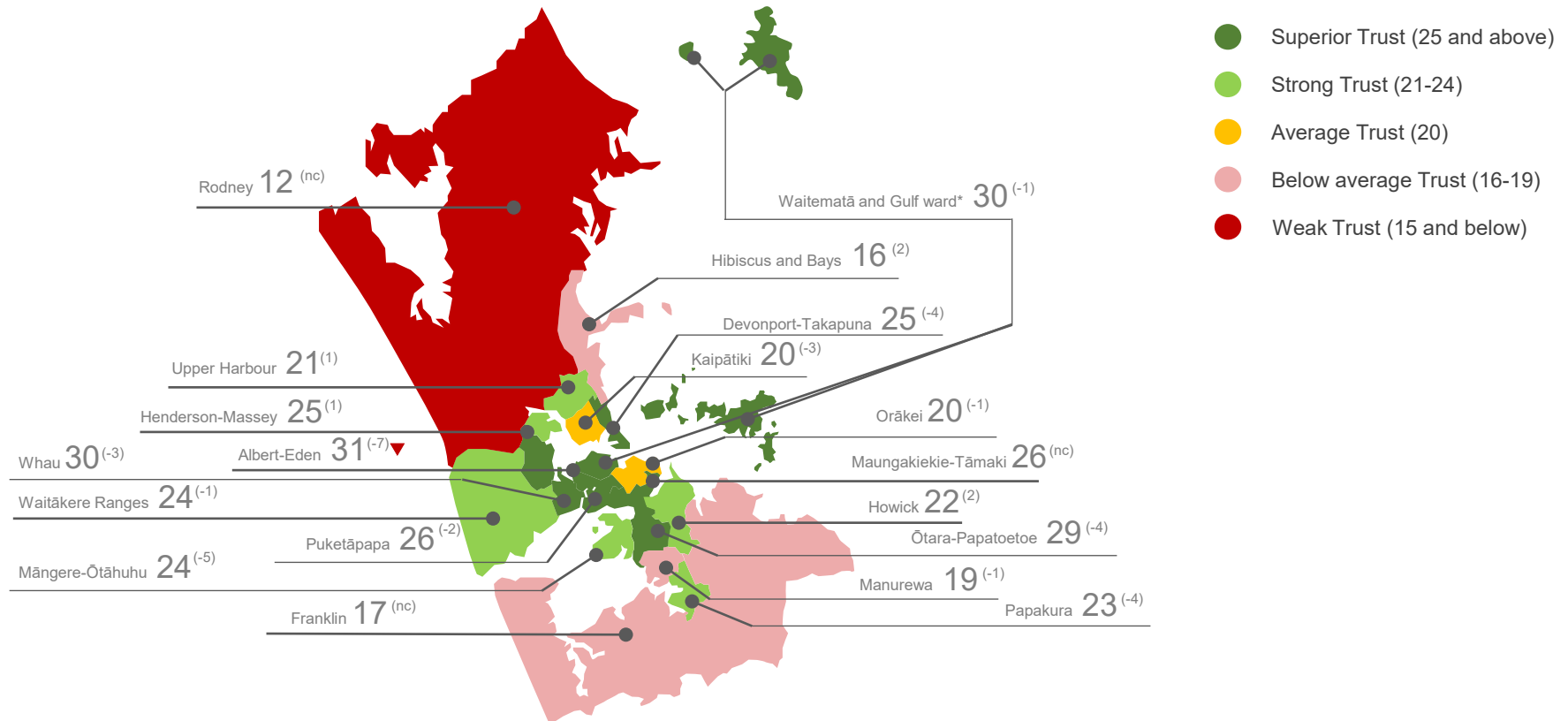
Q3 How much do you agree or disagree with the following statements?

▲ ▼ = Indicates positive Sig. differences vs. previous period at a 95% CI
▲ ▼ = 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); Q1'20-Q4'20 (n=3,070); Q2'20-Q1'21 (n=3069); Q3'20-Q2'21 (n= 3,073)
 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

Decline in Albert-Eden is the only significant change within a single Local Board.

TRUST IN DECISION MAKING: LOCAL BOARDS (Q3'20-Q2'21)



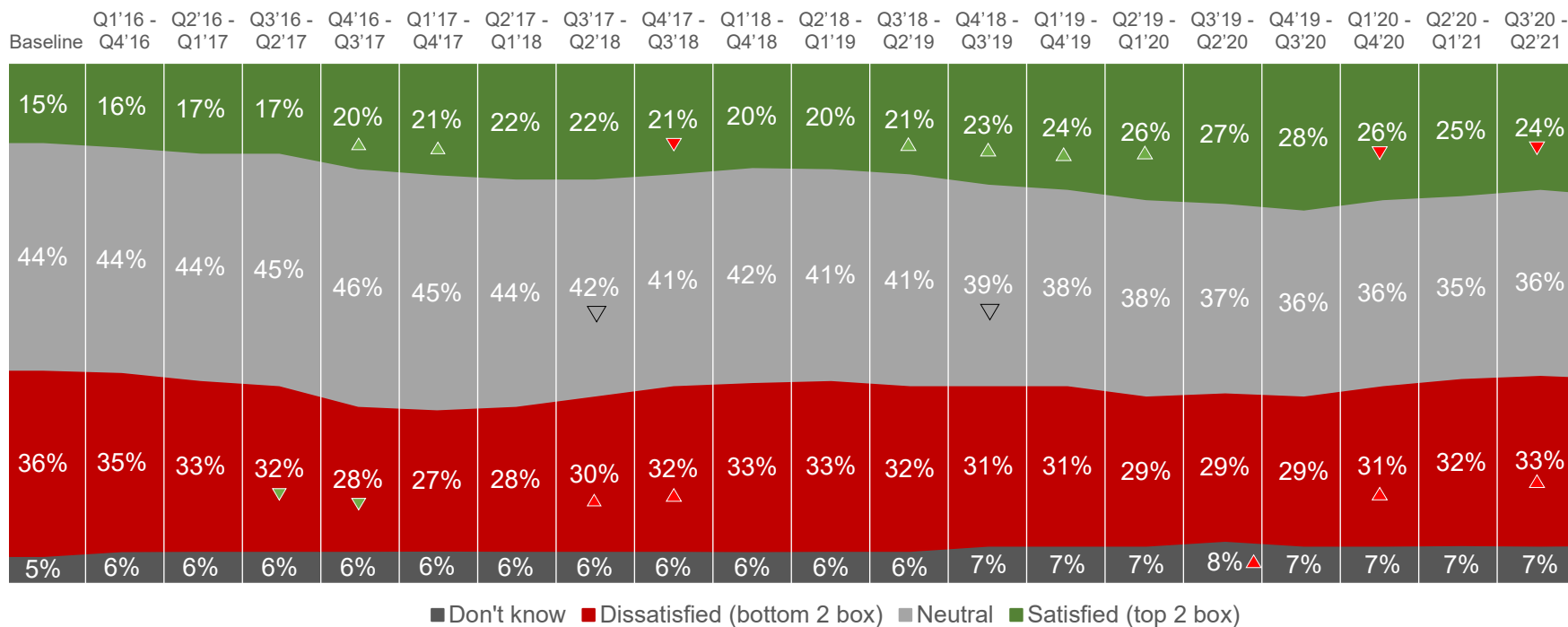
(+/- x) Percentage point difference versus last wave (Q3'20 – Q2'21)

▲▼ = 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

Dissatisfaction with Council is increasing this quarter, as satisfaction levels are declining.

SATISFACTION WITH COUNCIL PERFORMANCE



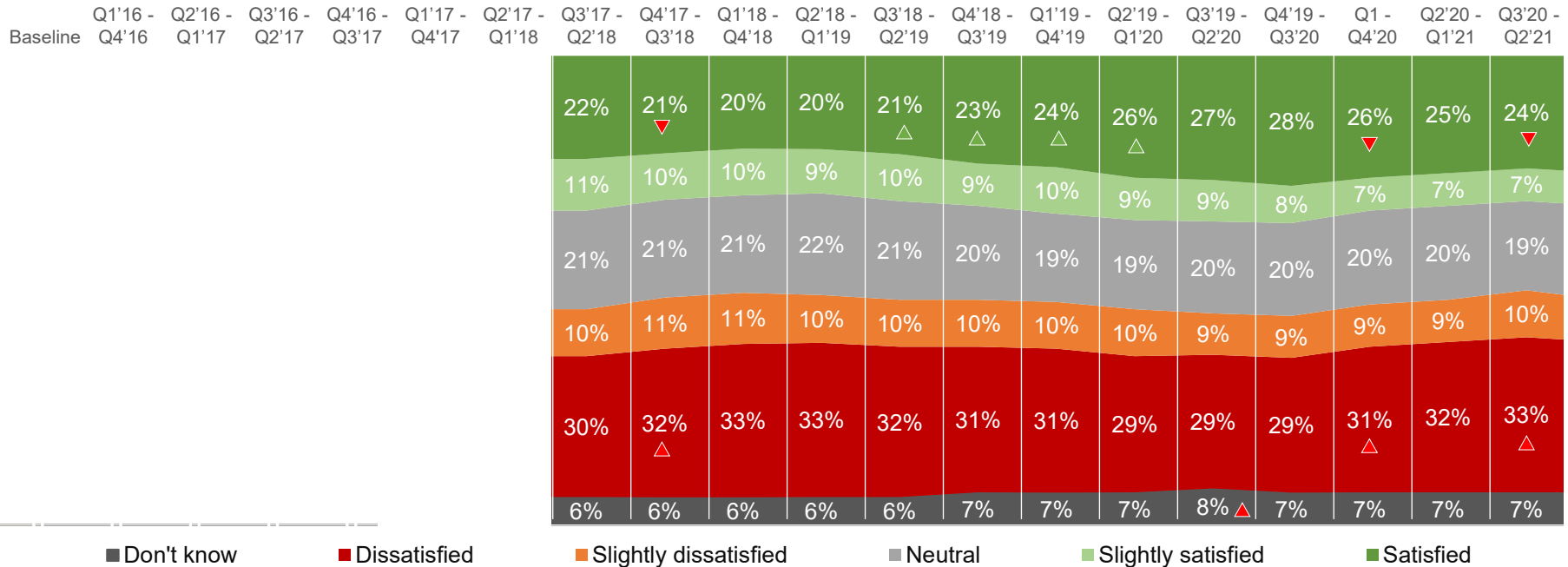
01 How satisfied or dissatisfied are you with the overall performance of Auckland Council over the last 12 months?

▲ ▼ = 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); Q1'20-Q4'20 (n=3,070); Q2'20-Q1'21 (n=3069); Q3'20-Q2'21 (n=3,073)
 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

Dissatisfaction with Council is increasing this quarter, as satisfaction levels are declining.

SATISFACTION WITH COUNCIL PERFORMANCE



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

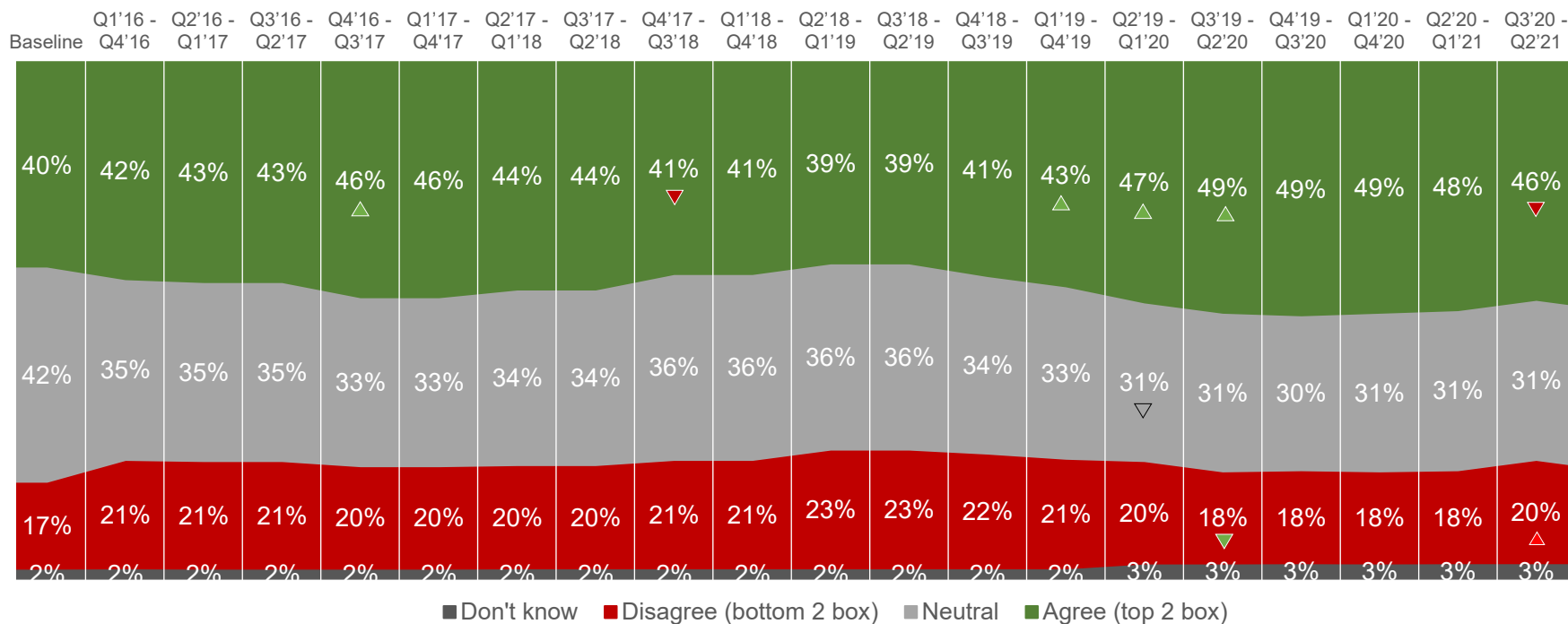
▲ ▼ = Indicates positive Sig. differences vs. previous period at a 95% CI
 ▼ ▲ = Indicates negative Sig. differences vs. previous period at a 95% CI

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), Q1'20-Q4'20 (n=3,070), Q2'20-Q1'21 (n=3069), Q3'20-Q2'21 (n=3073) 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), Q1'20-Q4'20 (n=1,092), Q2'20-Q1'21 (n=1076), Q3'20-Q2'21 (n=1092)

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

Aucklanders' pride in their city has declined for the first time since early 2019.

I FEEL A SENSE OF PRIDE LIVING IN AUCKLAND



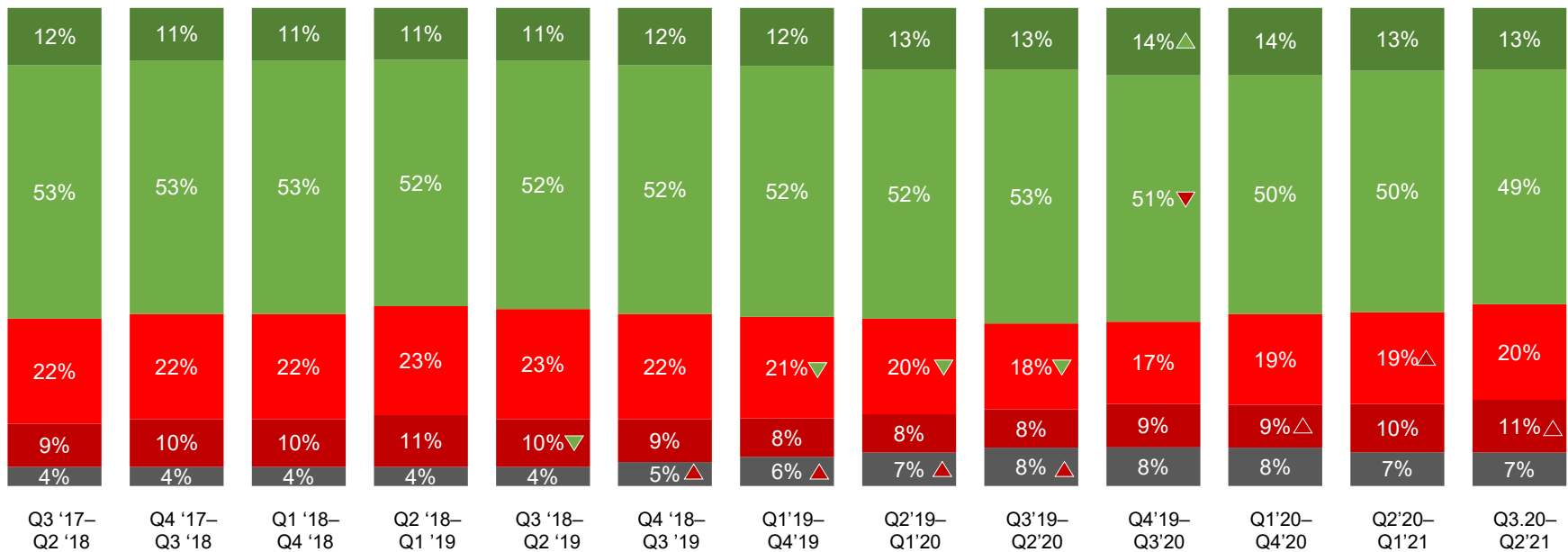
R8 R8 - How much do you agree or disagree with the following statements about Auckland?

\triangle ∇ = Indicates positive Sig. differences vs. previous period at a 95% CI
 \triangle ∇ = Indicates negative Sig. differences vs. previous period at a 95% CI

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); Q1'20-Q4'20 (n=3,070); Q2'20-Q1'21 (n=3069); Q3'20-Q2'21 (n= 3,073)
 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

Fewer Aucklanders see council doing good things for the city and its residents this quarter.

You see Auckland Council doing good things for Auckland and Aucklanders



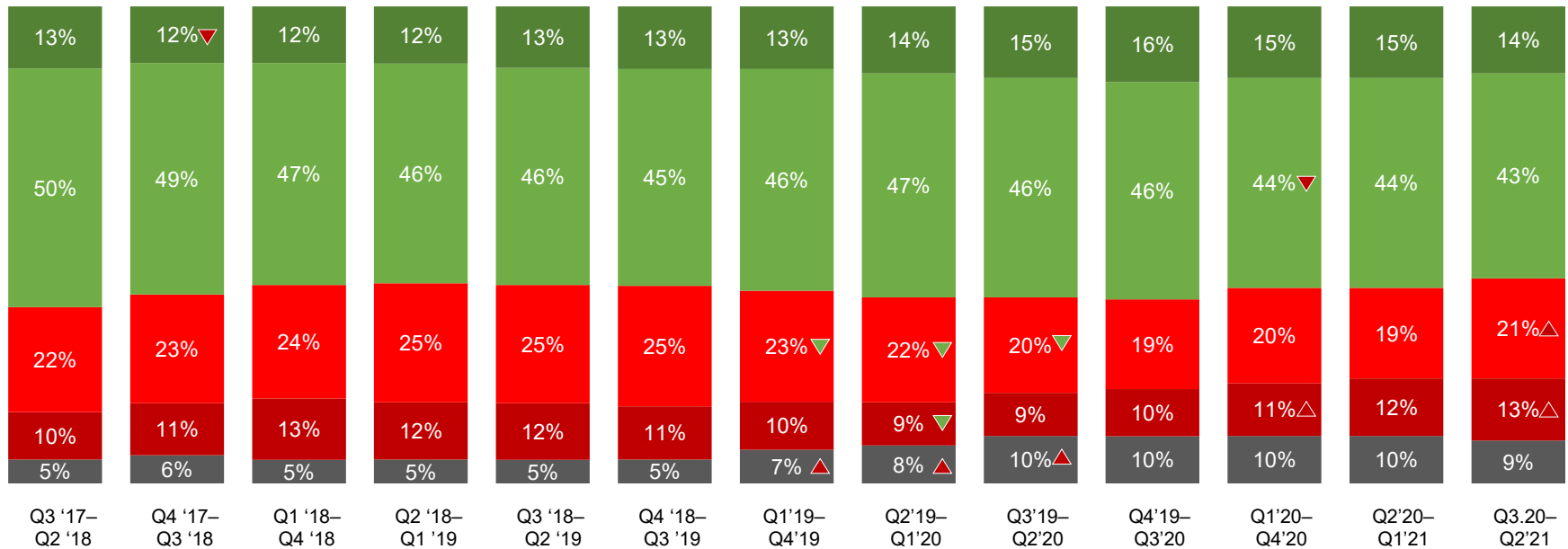
Don't know
 Disagree strongly
 Disagree slightly
 Agree slightly
 Agree strongly

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

Fewer Aucklanders think that council has Aucklanders' best interests at heart this quarter.

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



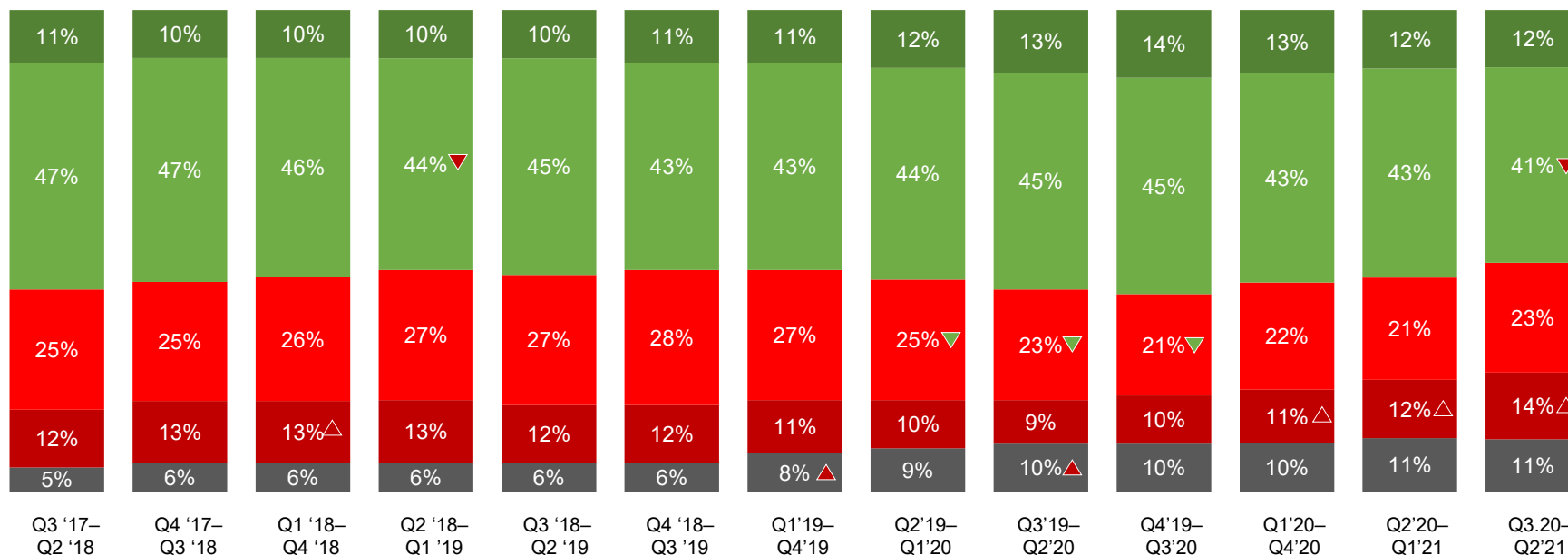
Don't know
 Disagree strongly
 Disagree slightly
 Agree slightly
 Agree strongly

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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And views that Auckland Council is doing its best to overcome challenges has weakened significantly this quarter, after four consecutive quarters of growing disagreement.

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



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

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

Key metrics beyond the KPIs have also weakened this quarter.

KEY METRICS – 4 QUARTERLY ROLL

		BENCH-MARK 2015	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	Q1 – Q4'20	Q2'20- Q1'21	Q3'20- Q2'21
Advocacy	Advocates (T2B)	8%	8%	10%▲	10%	11%▲	11%	10%▼	10%	10%	10%	11%▲	13%▲	13%	14%	14%	14%	13%	13%	12%
	Detractors (Bottom 2 Box)	36%	32%▼	31%	28%▼	27%	27%	29%▲	30%	30%	31%	31%	30%	29%	27%▼	26%	26%	28%▲	30%▲	31%▲
Trust in decision making	Total Agree (T2B)	17%	17%▲	17%	20%▲	22%▲	22%	23%	20%▼	19%	19%	19%	22%▲	23%▲	25%▲	26%	27%	26%	25%	23%▼
	Total Disagree (Bottom 2 Box)	47%	45%▼	43%▼	41%▼	39%▼	39%	41%	42%▲	44%▲	45%	45%	43%	41%▼	39%▼	37%▼	37%	38%▲	39%	41%▲
Satisfaction	Total Satisfied (T2B)	15%	17%	17%	20%▲	21%▲	22%	22%	21%▼	20%	20%	21%▲	23%▲	24%▲	26%▲	27%	28%	26%▼	25%	24%▼
	Total Dissatisfied (B2B)	36%	33%	32%▼	28%▼	27%	28%	30%▲	32%▲	33%	33%	32%	31%	31%	29%	29%	29%	31%▲	32%	33%▲
Auckland council is going in the right direction	Total Agree (T2B)	20%	20%▲	20%	22%▲	23%	24%	25%	24%	24%	22%▼	23%	24%▲	25%	28%▲	28%	29%	27%▼	26%	26%
	Total Disagree (B2B)	35%	34%	32%▼	30%▼	29%	29%	30%	31%▲	32%	33%	33%	32%	30%▼	27%▼	27%	27%	29%▲	30%▲	32%▲
Sense of Pride	Total Agree (T2B)	40%	43%	43%	46%	46%	44%	44%	41%	41%	39%▼	39%	41%▲	43%▲	47%▲	49%▲	49%	49%	48%	46%▼
	Total Disagree (B2B)	17%	21%	21%	20%	20%	20%	20%	21%	21%	23%	23%	22%	21%	20%	18%▼	18%	18%	18%	20%▲
Seeks residents point of view	Total Demonstrates (T2B)	18%	18%▲	19%	20%	22%▲	22%	21%	21%	22%	21%	23%▲	24%	24%	25%	NA	26%	25%	26%	26%
	Total Doesn't Demonstrate (B2B)	46%	42%▼	42%	40%▼	38%▼	39%	39%	39%	39%	40%	38%	39%	38%	36%		34%	36%	36%	36%
Is an example of good value for ratepayers' money	Total Demonstrates (T2B)	9%	8%▲	10%▲	12%▲	13%▲	14%	14%	13%	13%	12%	13%	14%▲	15%	16%▲	NA	18%	17%	16%	16%
	Total Doesn't Demonstrate (B2B)	58%	53%▼	51%▼	49%▼	48%▼	48%	50%▲	51%	52%	52%	51%	51%	48%▼	46%▼		44%	46%▲	49%▲	50%
Perceptions that council keep people informed on how their rates are being spent	Total Demonstrates (T2B)	19%	21%▲	21%	23%▲	25%▲	25%	26%	25%	25%	25%	26%▲	28%▲	30%▲	32%▲	32%	32%	31%	30%	30%
	Total Doesn't Demonstrate (B2B)	43%	39%▼	36%▼	34%▼	32%	33%	34%	35%	36%	36%	36%	34%▼	33%	31%▼	30%▼	31%	31%	32%	32%

NA - not asked Q2 2020

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

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