

CITIZEN INSIGHTS MONITOR

Q3 2021

Latest results based on rolled quarters Q4 2020 – Q3 2021
Sample size: n= 3,073 (4 quarter roll) & n=813 (Q3 2021)

KANTAR



COLMAR BRUNTON
A Kantar Company

**Auckland
Council**

Te Kaunihera o Tāmaki Makaurau





15-19 minute survey conducted with n=813 Auckland residents aged 15+ between July and September 2021.

4-quarter rolling data achieves a sample size of n=3,073



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=3,073 is +/- 1.8%



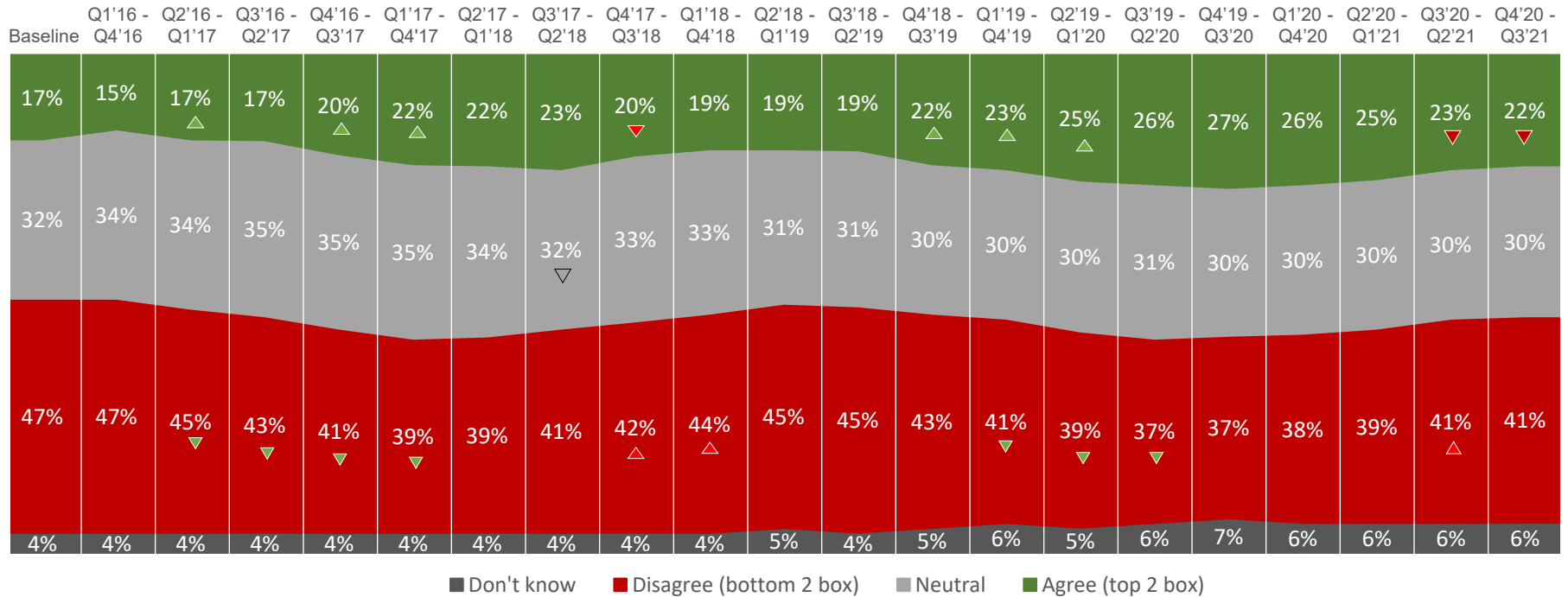
Quotas are set by age, gender, ethnicity and Local Board Area to reflect the profile of the Auckland population aged 15 years and older



The data has been post-weighted by age, gender, ethnicity and region from the 2018 Census statistics of the Auckland region. Sample sizes are indicated for the period covering the Citizen Insights Monitor.

Trust in council decision-making has declined slightly – due to removal of record high Q3 2020 result from the 4 quarter rolling average. Latest quarter alone is slightly up.

TRUST IN COUNCIL DECISION-MAKING



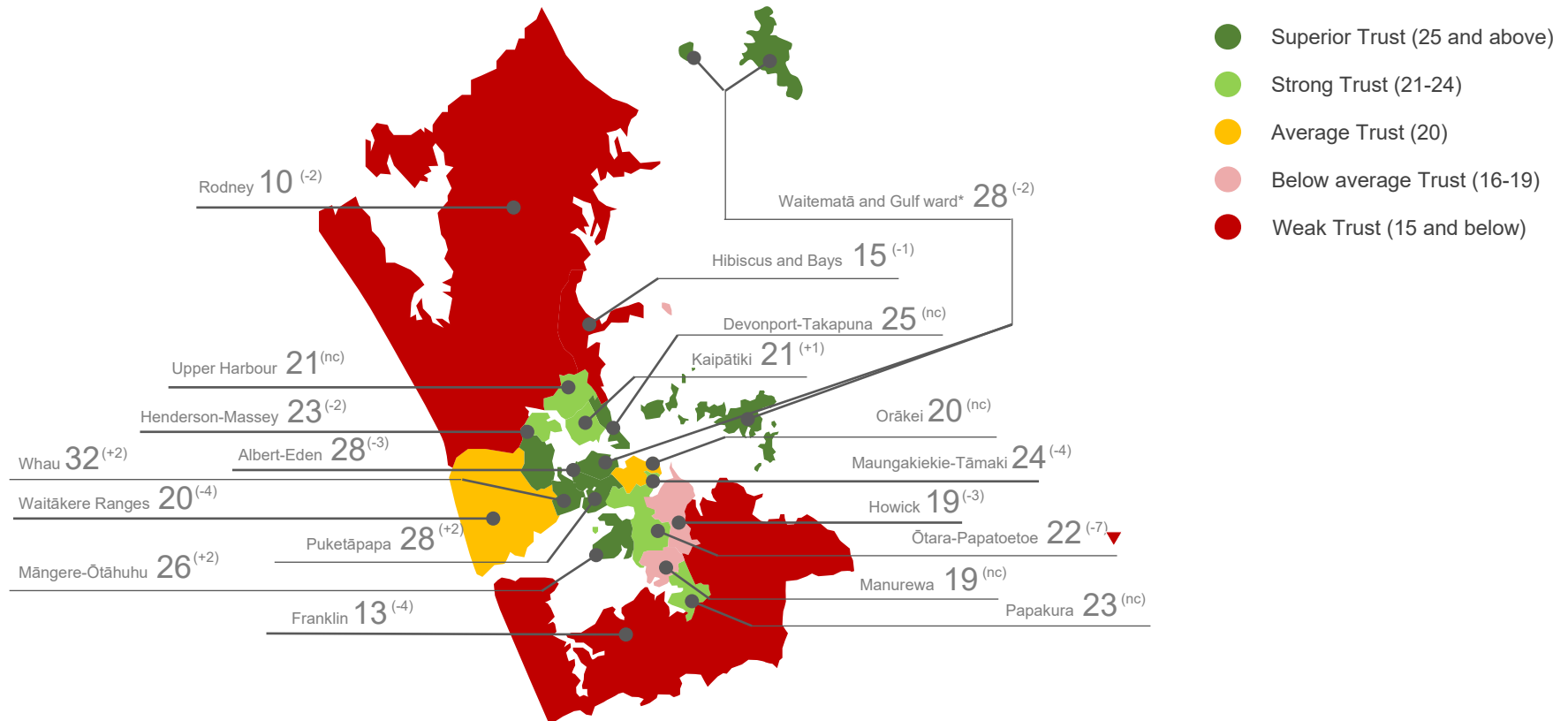
03 How much do you agree or disagree with the following statements?

▲ ▼ = 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), Q1'20-Q4'20 (n=3,070), Q2'20-Q1'21 (n=3069), Q3'20-Q2'21 (n= 3,073), Q4'20-Q3'21 (n=3073)
 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

Otara-Papatoetoe has declined significantly in trust this rolling quarter.

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



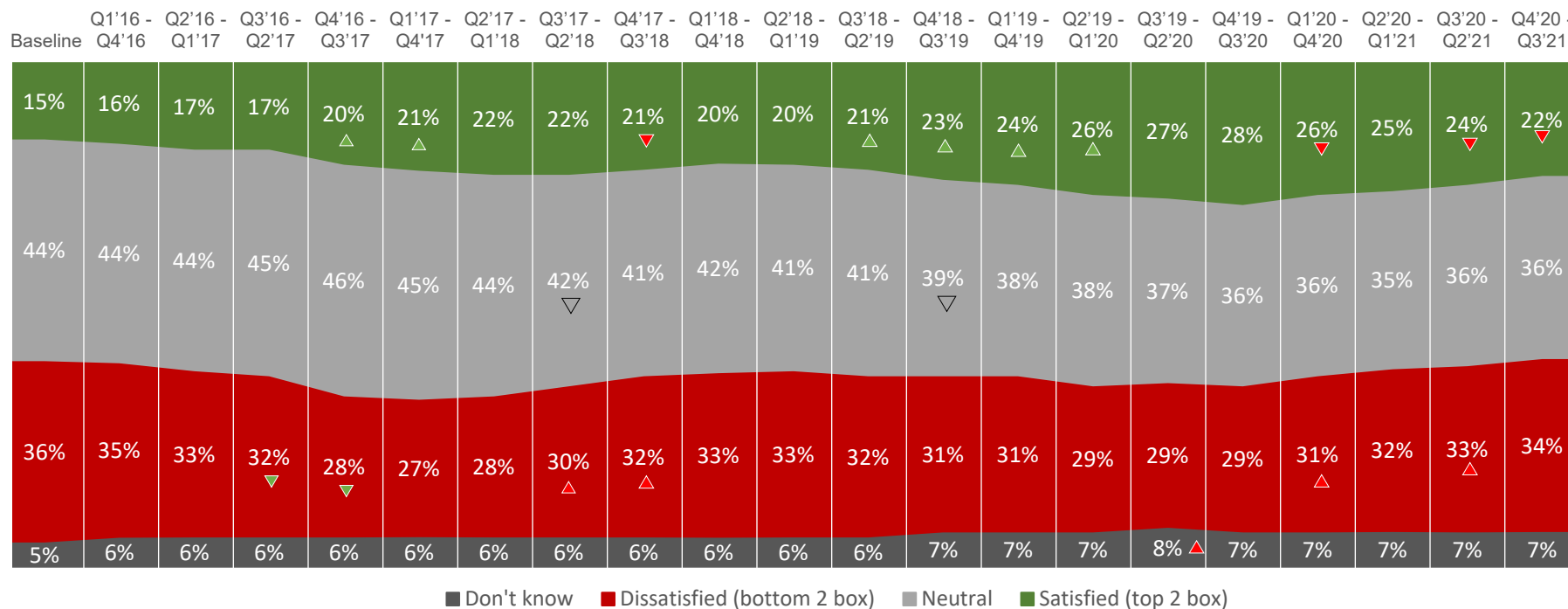
▲▼ = Sig. lower/higher than previous period (95% CI & taking into account effective sample size and rounding)

(+/- x) Percentage point difference versus last wave (Q4'20 – Q3'21)

* 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

Similarly satisfaction with council performance also decreased this quarter due to removal of strong Q3 2020. Latest quarter alone is up slightly.

SATISFACTION WITH COUNCIL PERFORMANCE



Q1 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

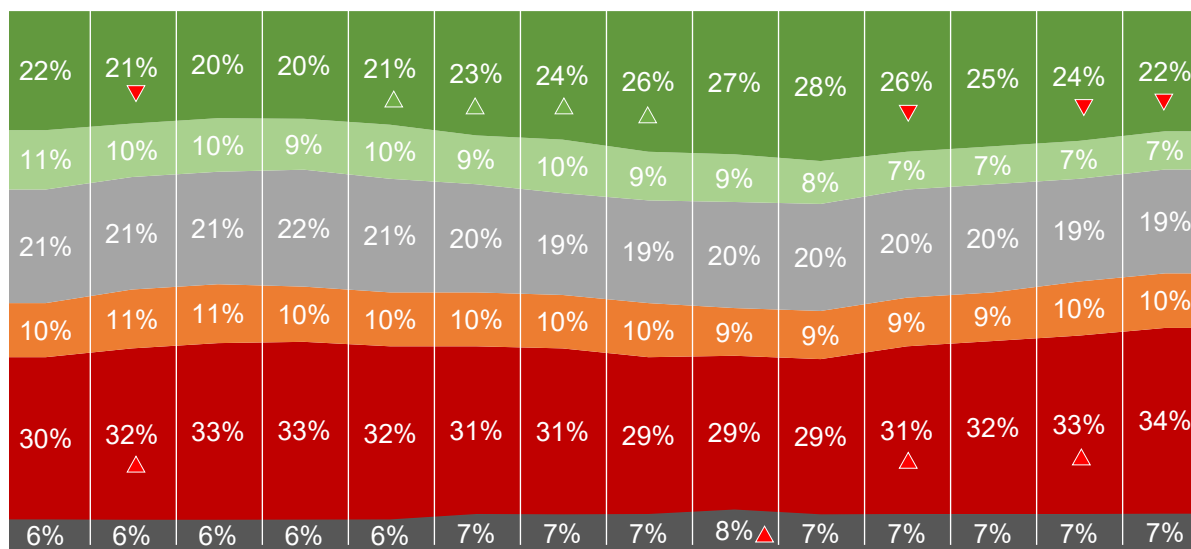
Base: Total Sample; Benchmark '15 (n=3015); Q1'16-Q4'16 (n=3130); Q2'16-Q1'17 (n=3130); Q3'16-Q2'17 (n=3160); Q4'16-Q3'17 (n=3172); Q1'17-Q4'17 (n=3236); Q2'17-Q1'18 (n=3235); Q3'17-Q2'18 (n=3204); Q4'17-Q3'18 (n=3232); Q1'18-Q4'18 (n=3230); Q2'18-Q1'19 (n=3230); Q3'18-Q2'19 (n=3230); Q4'18-Q3'19 (n=3193); 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); Q4'20-Q3'21 (n=3073)

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

Similarly satisfaction with council performance also decreased this quarter due to removal of strong Q3 2020.

SATISFACTION WITH COUNCIL PERFORMANCE

Q1'16 - Q2'16 - Q3'16 - Q4'16 - Q1'17 - Q2'17 - Q3'17 - Q4'17 - Q1'18 - Q2'18 - Q3'18 - Q4'18 - Q1'19 - Q2'19 - Q3'19 - Q4'19 - Q1 - Q2'20 - Q3'20 - Q4'20 -
 Baseline Q4'16 Q1'1q7 Q2'17 Q3'17 Q4'17 Q1'18 Q2'18 Q3'18 Q4'18 Q1'19 Q2'19 Q3'19 Q4'19 Q1'20 Q2'20 Q3'20 Q4'20 Q1'21 Q2'21 Q3'21 Q4'21



■ Don't know ■ Dissatisfied ■ Slightly dissatisfied ■ Neutral ■ Slightly satisfied ■ Satisfied

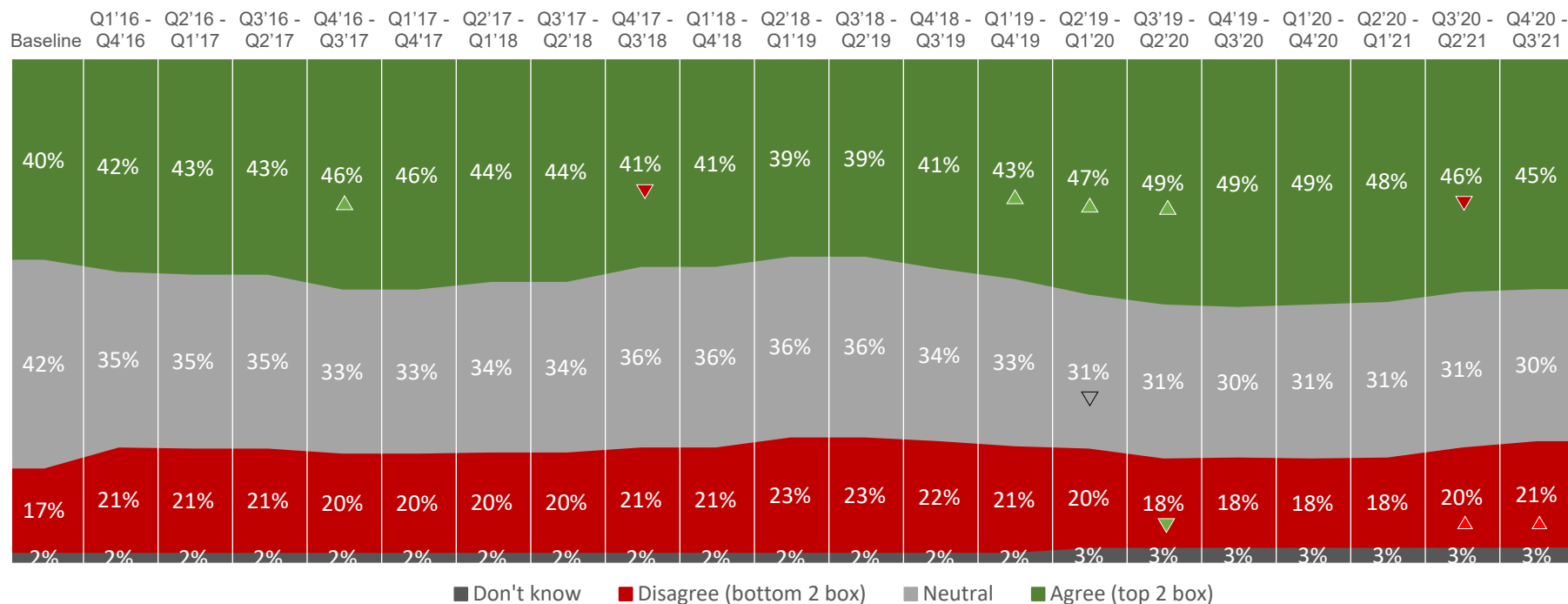
O1 a: New question added in Q3 2017 for deep dive in Neutral responses

▲ ▼ = 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), Q4'20-Q3'21 (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), Q4'20-Q3'21 (n=1095). 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 are also feeling a slightly diminished sense of pride this quarter.

I FEEL A SENSE OF PRIDE LIVING IN AUCKLAND



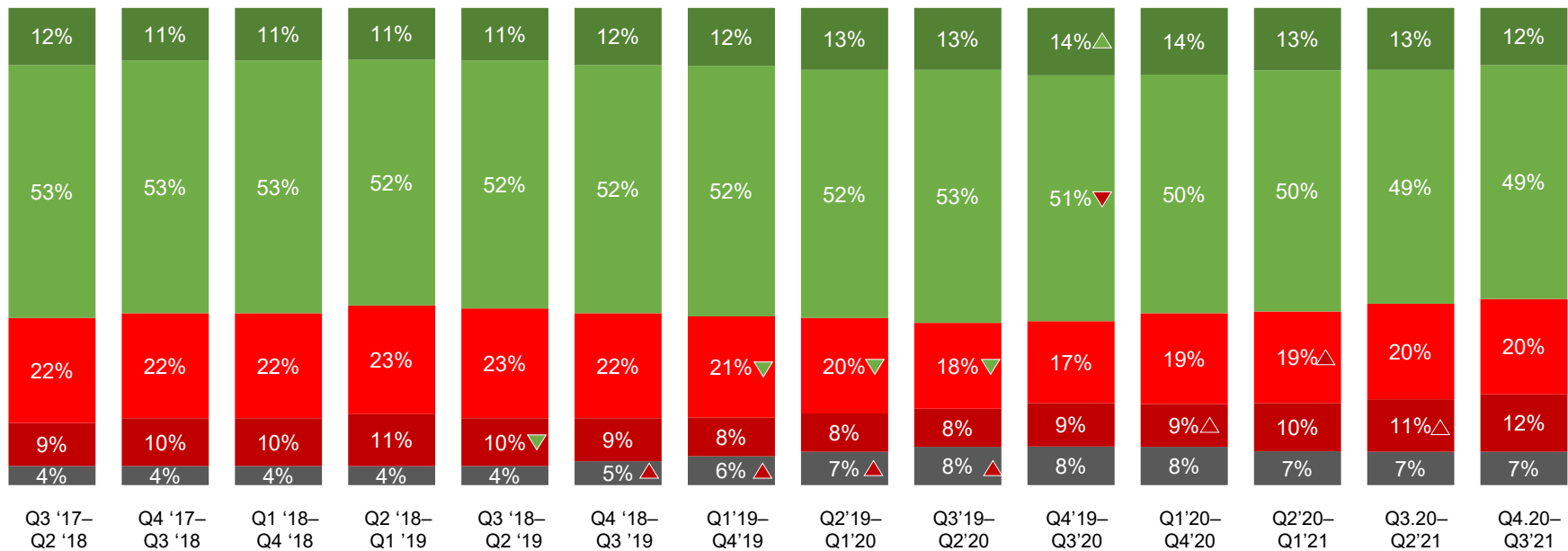
R8 R8 - How much do you agree or disagree with the following statements about Auckland?

▲ ▼ = Indicates positive Sig. differences vs. previous period at a 95% CI
▲ ▼ = 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); Q4'20-Q3'21 (n=3073)
 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 who see Council doing good things for the city and its residents remains stable this quarter.

You see Auckland Council doing good things for Auckland and Aucklanders



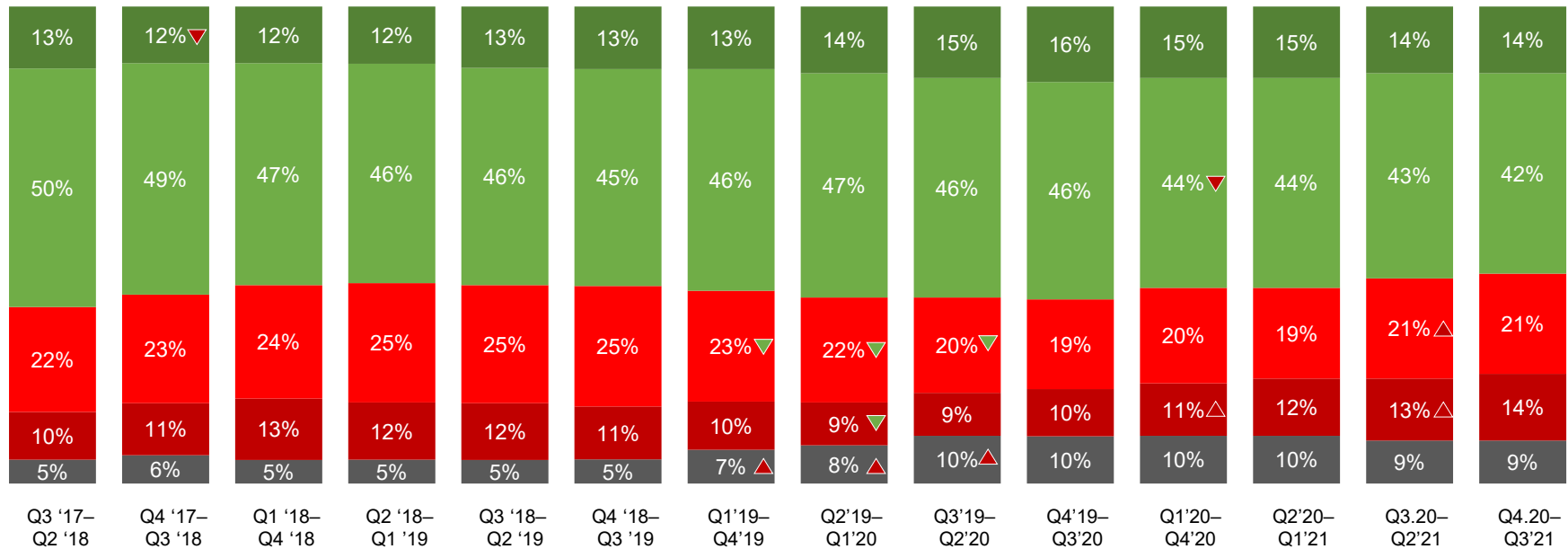
Don't know
 Disagree strongly
 Disagree slightly
 Agree slightly
 Agree strongly

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
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The number of Aucklanders that think that Council has Aucklanders' best interests at heart is stable this rolling quarter.

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



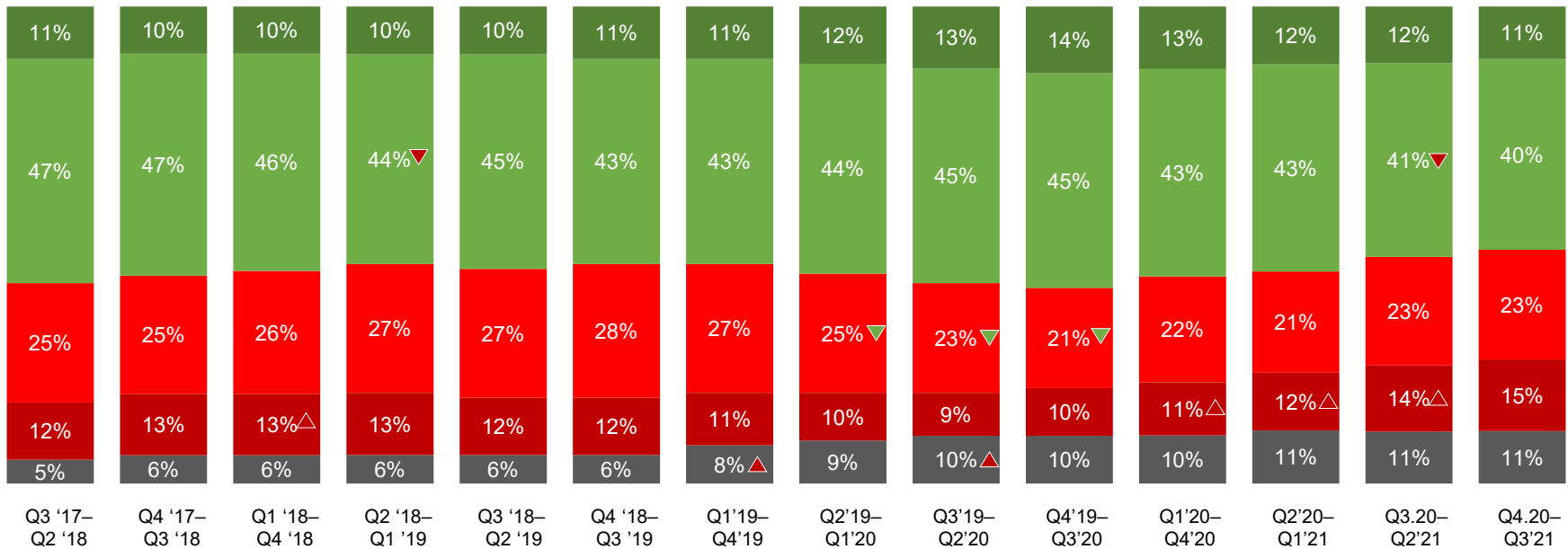
Don't know
 Disagree strongly
 Disagree slightly
 Agree slightly
 Agree strongly

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

Views that Auckland Council is doing its best to overcome challenges have weakened this rolling quarter, although not significantly.

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

KPIs have weakened this rolling quarter.

KEY METRICS – 4 QUARTERLY ROLL

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

NA - not asked Q2 2020

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

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