



# **AUT: Super City?**

## Report on online April survey

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### **(1) Introduction: the study**

In order to gauge the issues which might be particularly relevant in the forthcoming elections the AUT SuperCity? Team commissioned a small-to-moderate sample (n=332) of Auckland residents which was carried out on-line by Buzz using their panellists. Quotas for age and gender were set and respondents were confined to Auckland. The data should provide an adequate coverage of the views of Aucklanders, but of course with the limits imposed by having a sample drawn only from not just internet users but those enrolled on the Buzz panel.

Respondents were asked their views on the importance (both to themselves personally and to Auckland) of a range of issues and were probed (for the top 3 issues in relation to Auckland which they mentioned) what was their particular concern, and they were also asked if there were other issues not included in our set (which produced few other answers). In order to probe for the extent to which respondents felt Auckland Council was responsible for issues we asked respondents to rate each issue and finally we asked them to consider issues likely to be relevant into the future so we had a longer term view.

Sections included:

- Demographics: Local Board, Gender, Age & Education
- Questions concerning knowledge of and interest in elections included: awareness of forthcoming election, likely, likelihood of voting, and estimation of interest of other Aucklanders, and likelihood of a high voting turnout.
- Top 3 Issues with open-ended response asked to clarify each

- Personal contemporary concerns about, attribution of Council responsibility for, concerns in relation to Auckland and likely future importance of a set of issues also for Auckland.

The issues listed were drawn from earlier surveys and wider considerations. The items were a mix of both issue-areas and particular 'target-groups'. The questions began with grounding respondents in their personal situation and then asked about relevance for Auckland Council before asking about present and future concerns relating to Auckland. The list was refined after a pre-test phase in the survey - the 1<sup>st</sup> 50 responses were reviewed for any indication of ambiguity or that other issues needed to be covered. The items were arranged alphabetically with added items added:

Economy

Education

Elderly

Environment

Ethnic relations

Foreign policy and relations

Health

Immigration and outmigration

Housing availability

Housing design and/or quality issues

Law and order

Politics and electoral issues

Population growth and sustainability

Social issues

Public transport

Unemployment

Wages

Welfare

Youth

Private transport

Neighbourhood and city facilities Parks, reserves etc.

## (2) Key Results

Top issues that Auckland was accorded responsibility for included Neighbourhood and City facilities, Public transport, Housing design/quality, Environment, housing availability and population growth/sustainability. Current and future Auckland issues received similar rankings with top issues being public transport, law & order, Health, Housing availability, the economy, and population growth/sustainability. The personal, current and future rankings are broadly similar: personal begins with health and then adds the economy and law and order, education and public transport. Auckland issues begin with public transport followed by law and order (seen as less important in the future), health (slightly less so in future), housing availability (see as more important in future) and then the economy. In the future population growth is given a particularly high ranking. Responsibilities for Auckland Council have a somewhat different ranking with neighbourhood design and facilities coming first followed by public transport, housing design/quality, the environment and housing availability. The rankings and then scores for the list for each of the 4 questions are given in Table 1 and separate rankings later in this report.

Table 1: Rank Order of Issues – Personal, Current, Future & Responsibility

	Personal	Auckland	Auckland-future	Responsibility
Economy	2	5	5	13
Education	4	12	8	18
Elderly	7	11	5	10
Environment	6	8	5	4
Ethnic relations	19	19	19	15
Foreign policy & relation	20	21	21	21
Health	1	3	7	13
Immigration and outmigrat	18	18	18	19
Housing availability	10	4	2	5
Housing design/quality	8	7	9	3
Law and order	3	2	10	10
Politics and electoral	21	20	20	13
Population growth etc	11	6	3	6
Social issues	12	9	12	8
Public transport	5	1	1	2
Private Transport	15	17	13	7
Unemployment	13	13	16	17
Wages	16	15	18	20
Welfare	15	16	16	16
Youth	17	15	14	11
Neighbourhood & facilities	9	11	11	1

### (3) Demographics

The respondents are evenly matched in terms of gender, but despite quotas are somewhat skewed to older and more qualified people and to residents in the Centre and North.

		Column N %
Quota Gender	M	49.5%
	F	50.5%
Quota Age	Under 18	0.0%
	18-24	5.1%
	25-29	6.3%
	30-34	10.2%
	35-39	8.1%
	40-44	10.5%
	45-49	10.5%
	50-54	6.0%
	55-59	9.6%
	60-64	11.4%
	65+	22.0%
Education	No formal; Qual	4.3%
	NCEA Level 1, or School Certificate	7.3%
	NCEA Level 2, or University Entrance	7.0%
	NCEA Level 3, or Bursary	4.6%
	Overseas Secondary School qualification	3.3%
	Diploma or Certificate	25.8%
	Bachelor Degree	25.2%
	Postgraduate Diploma/Certificate, Bachelor Honours	9.1%
	Postgrad	12.2%
	Other	1.2%
Zone	Central	36.7%
	North	27.0%
	South	20.4%
	East	5.0%
	West	7.5%
	Gulf	3.4%

#### (4) Interest in Election etc.

Most (2/3rds) were aware of the forthcoming local elections.

Most (55%) indicated a high (or very high) interest in the elections.

A large majority (over 75%) indicated they intended to vote in the elections.

However, only a minority (just under 25%) thought Aucklanders would be interested.

And while 40% thought that the 2010 uplift in voting turnout would continue as against just over 25% who didn't think it would.

There were no statistically significant gender, education or zone-within-Auckland differences, apart from men being more aware of the forthcoming election than women respondents.

Awareness of forthcoming election, Interest, Intention to vote, belief in continuance of a high turnout are moderately high amongst the youngest group and then fall off only to start climbing again after about age 35.

Prior to entering this survey, were you aware that the Auckland Council local elections are coming up in September-October this year?	Yes	63.7%
	No	36.3%
How interested do you think you will be (when they are held) in the upcoming Auckland local elections?	1	6.6%
	2	12.7%
	3	25.3%
	4	34.9%
	5	20.5%
Is it likely you will vote in the upcoming Auckland local elections?	1	4.5%
	2	3.9%
	3	12.3%
	4	20.5%
	5	58.7%
How interested do you think other Aucklanders will be (when they are held) in the upcoming Auckland local elections?	1	4.5%
	2	24.1%
	3	48.2%
	4	20.2%
	5	3.0%
Do you think voting turnout will be as high in the upcoming Auckland local elections as it was in 2010?	Yes	36.9%
	No	27.2%
	DK	36.0%

## **(5) Issues:**

In general, there was not much variation of views on issues in terms of the geo-demographics in this survey.

### **(4.1) Personal:**

Women were more concerned on the issues of elderly, health, population growth, social issues, welfare and youth. Older people were more concerned with issues affecting the elderly & politics. Ethnic issues were higher with higher levels of education, also housing, immigration.

Law & Order and also private transport is a concern with residents in the centre, north and east.

### **(4.2) Responsibilities:**

Women are more likely to see the Council as having responsibilities for education, elderly issues, the environment, ethnic issues, population growth, social issues, welfare, youth, and private transport.

### **(4.3) Current Auckland:**

Women are more concerned than men on most issues except population growth, public transport, housing design, unemployment, and parks etc

Youth were more concerned than older about Education and youth for policy health, housing design, unemployment, wages, and welfare.

The least qualified were more concerned about the Elderly, law& Order, and welfare but the reverse (the higher educated) had a higher concern for housing Unemployment was a particular in central & north zones.

### **(4.4) Future:**

Women were more concerned than men on all issues, but not by large differences. Welfare concerns lessen with age, but otherwise there were no significant age differences. Concern with Law & Order tends to decline with increasing education. Politics & unemployment particularly concern residents in the centre and north, and Migration more a concern in East and North; and finally political issues concern those in Centre & North.

Summary Table	Personal	Top 3	Auckland	Responsibility	Future Auckland
Economy	4.34	.32	3.69	3.23	4.15
Education	4.23	.17	3.41	2.91	4.05
Elderly	3.89	.11	3.42	3.41	4.15
Environment	3.99	.16	3.53	3.98	4.15
Ethnic relations	3.21	.01	2.96	3.07	3.35
Foreign policy and relations	3.06	.02	2.51	2.28	3.00
Health	4.39	.23	3.80	3.23	4.07
Immigration and outmigration	3.39	.06	3.12	2.71	3.50
Housing availability	3.79	.27	3.76	3.97	4.33
Housing design and/or quality issues	3.87	.13	3.55	4.16	4.02
Law and order	4.31	.27	3.88	3.41	4.01
Politics and electoral issues	3.00	.01	2.74	3.23	3.14
Population growth and sustainability	3.72	.22	3.62	3.78	4.16
Social issues	3.74	.10	3.44	3.58	3.77
Public transport	4.06	.45	3.98	4.49	4.39
Private Transport	3.63	.10	3.29	3.71	3.76
Unemployment	3.71	.09	3.36	2.97	3.60
Wages	3.56	.08	3.35	2.68	3.50
Welfare	3.59	.04	3.30	3.01	3.60
Youth	3.47	.04	3.35	3.37	3.71
Neighbourhood and city facilities Parks, reserves etc.	3.80	.12	3.42	4.52	3.85

**Descriptive Statistics**

Personal (Ranked)	N	Mean	Std. Deviation
Health	287	4.39	.757
Economy	290	4.34	.784
Law and order	282	4.31	.906
Education	286	4.23	.958
Public transport	289	4.06	1.067
Environment	288	3.99	.955
Elderly	290	3.89	.985
Housing design and/or quality issues	288	3.87	1.015
Neighbourhood and city facilities Parks, reserves etc.	286	3.80	.959
Housing availability	289	3.79	1.023
Social issues	288	3.74	.965
Population growth and sustainability	288	3.72	.991
Unemployment	288	3.71	1.105
Private Transport	288	3.63	1.172
Welfare	288	3.59	1.032
Wages	288	3.56	1.106
Youth	287	3.47	1.093
Immigration and outmigration	288	3.39	1.038
Ethnic relations	287	3.21	1.153
Foreign policy and relations	289	3.06	1.089
Politics and electoral issues	288	3.00	1.105



**Descriptive Statistics**

Top 3 (ranked)	N	Mean	Std. Deviation
Public transport	330	.45	.498
Economy	330	.32	.467
Law and order	330	.27	.446
Housing availability	330	.27	.446
Health	330	.23	.421
Population growth and sustainability	330	.22	.417
Education	330	.17	.378
Environment	330	.16	.366
Housing design and/or quality issues	330	.13	.333
Neighbourhood and city facilities Parks, reserves etc.	330	.12	.329
Elderly	330	.11	.315
Private Transport	330	.10	.302
Social issues	330	.10	.299
Unemployment	330	.09	.290
Wages	330	.08	.274
Immigration and outmigration	330	.06	.232
Welfare	330	.04	.203
Youth	330	.04	.188
Foreign policy and relations	330	.02	.132
Ethnic relations	330	.01	.101
Politics and electoral issues	330	.01	.085
Valid N (listwise)	330		

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Valid N (listwise)	330		

**Descriptive Statistics**

Auckland (ranked)	N	Mean	Std. Deviation
Public transport	319	3.98	1.055
Law and order	320	3.88	1.029
Health	319	3.80	1.058
Housing availability	321	3.76	1.067
Economy	320	3.69	1.007
Population growth and sustainability	318	3.62	1.068
Housing design and/or quality issues	279	3.55	1.115
Environment	319	3.53	1.098
Social issues	319	3.44	1.047
Neighbourhood and city facilities Parks, reserves etc.	276	3.42	1.060
Elderly	321	3.42	1.117
Education	319	3.41	1.132
Unemployment	318	3.36	1.156
Wages	320	3.35	1.150
Youth	319	3.35	1.112
Welfare	318	3.30	1.137
Private Transport	279	3.29	1.135
Immigration and outmigration	320	3.12	1.125
Ethnic relations	318	2.96	1.140
Politics and electoral issues	317	2.74	1.097
Foreign policy and relations	318	2.51	1.080
Valid N (listwise)	252		

Responsibility (ranked)	N	Mean	Std. Deviation
Neighbourhood and city facilities Parks, reserves etc.	284	4.52	.859
Public transport	327	4.49	.797
Housing design and/or quality issues	288	4.16	.997
Environment	327	3.98	1.001
Housing availability	326	3.97	1.027
Population growth and sustainability	327	3.78	1.064
Private Transport	283	3.71	1.182
Social issues	325	3.58	1.028
Law and order	325	3.41	1.190
Elderly	326	3.41	1.126
Youth	324	3.37	1.129
Politics and electoral issues	325	3.23	1.238
Economy	325	3.23	1.091
Health	325	3.23	1.198
Ethnic relations	326	3.07	1.129
Welfare	326	3.01	1.193
Unemployment	326	2.97	1.150
Education	327	2.91	1.238
Immigration and outmigration	325	2.71	1.172
Wages	327	2.68	1.200
Foreign policy and relations	327	2.28	1.221
Valid N (listwise)	267		

**Descriptive Statistics**

Future (ranked)	N	Mean	Std. Deviation
Public transport	326	4.39	.799
Housing availability	325	4.33	.876
Population growth and sustainability	322	4.16	.965
Environment	323	4.15	.969
Economy	325	4.15	.959
Elderly	324	4.15	.976
Health	324	4.07	1.026
Education	324	4.05	1.000
Housing design and/or quality issues	283	4.02	1.029
Law and order	325	4.01	1.023
Neighbourhood and city facilities Parks, reserves etc.	284	3.85	1.047
Social issues	323	3.77	1.008
Private Transport	283	3.76	1.119
Youth	322	3.71	1.063
Unemployment	325	3.60	1.099
Welfare	323	3.60	1.089
Wages	323	3.50	1.113
Immigration and outmigration	322	3.50	1.128
Ethnic relations	324	3.35	1.122
Politics and electoral issues	323	3.14	1.135
Foreign policy and relations	323	3.00	1.220
Valid N (listwise)	262		