

dAuckland Poll March 2024

CLIENT:	Auckland Ratepayers' Alliance
POLL DATES:	Wednesday 20 March to Sunday 24 March 2024. The median response was collected on Thursday 21 March 2024.
TARGET POPULATION:	Adults aged 18+ who live in Auckland who are eligible and likely to vote.
SAMPLE POPULATION:	Adults aged 18+ who live in Auckland who are eligible and likely to vote and are contactable on a landline or mobile phone or online panel.
SAMPLE SIZE:	1,000 respondents agreed to participate – 700 via phone and 300 via online panel. The number of decided voters on the mayoral vote question was 784. There were 212 (21%) undecided voters.
SAMPLE SELECTION:	A random selection of 15,000 Auckland phone numbers (landlines and mobiles) and a random selection from the target population from up to three global online panels (that comply with ESOMAR guidelines for online research). If the call is to a landline, the person who is home and next has a birthday is asked to take part. Those who take part through an online panel are excluded from further polls on the same topic for six months.
RESPONSE RATE:	Multiple call-backs occurred to maximise the response rate. Those who said they were unlikely or very unlikely to vote were excluded.
WEIGHTING:	The results are weighted to reflect the overall Auckland adult population in terms of gender, age, and area.
SAMPLE ERROR:	Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.1%, at the 95% confidence level. Results for sub-groups such as age and area will have a much higher margin of error and not seen as precise.
CODE COMPLIANCE:	This poll was conducted in accordance with the Research Association New Zealand Code of Practice and the International Chamber of Commerce/European Society for Opinion and Market Research Code on Market and Social Research.

The Auckland Council is consulting on three broad scenarios for rates increases over the next three years. Please tell me which one is your preferred option, even if only slightly.

- A central proposal with average rate increases for residential ratepayers of 7.5 per cent in year one, 3.5 per cent in year two, 8.0 per cent in year three so a total increase of 21% over three years.
- A 'pay less, get less' scenario with lower rates increases but reduced investment and fewer services with average rates increases for residential ratepayers of around 5.5 per cent in year one, 3.5 per cent in years two and three so a total increase of 13% over three years.
- A 'pay more, get more' scenario with higher rates increases to provide for more or faster investment and higher service levels with average rates increases for residential ratepayers of up to 14 per cent in year one, 10 per cent in years two and three so a total increase of 38% over three years.

		Count	Col %
Preferred rates scenario	A central proposal of 21% over 3 years	321	32%
	A 'pay less, get less' option of 13% over 3 years	406	40%
	A 'pay more, get more' option of 38% over 3 years	90	9%
	Unsure	189	19%
	Total	1005	100%

A plurality of 40% support the pay less, get less option of 13% over three years. A further 32% support the central proposal and only 9% support the pay more, get more proposal.

		Gender	
		Female	Male
		Col %	Col %
Preferred rates scenario	A central proposal of 21% over 3 years	33%	31%
	A 'pay less, get less' option of 13% over 3 years	38%	43%
	A 'pay more, get more' option of 38% over 3 years	8%	10%
	Unsure	21%	16%

		Age		
		18 - 39 Col %	40 - 59 Col %	60+ Col %
Preferred rates scenario	A central proposal of 21% over 3 years	40%	27%	30%
	A 'pay less, get less' option of 13% over 3 years	37%	44%	40%
	A 'pay more, get more' option of 38% over 3 years	10%	8%	9%
	Unsure	13%	21%	21%

		Area					
		Central Col %	East Col %	North Col %	Rural Col %	South Col %	West Col %
Preferred rates scenario	A central proposal of 21% over 3 years	22%	31%	31%	39%	34%	37%
	A 'pay less, get less' option of 13% over 3 years	45%	38%	44%	42%	37%	38%
	A 'pay more, get more' option of 38% over 3 years	11%	11%	8%	9%	10%	4%
	Unsure	21%	20%	18%	10%	20%	21%

Areas are defined as:

- Central: AER, Waiemata
- East: Howick, Maungakiekie, Orakei
- North: Albany, North Shore
- Rural: Franklin, Rodney
- South: Manukau, Manurewa
- West: Waitakere, Whau

2022 Mayoral Election vote

		Wayne Brown Col %	Efeso Collins Col %	Craig Lord Col %	Other Col %	Unsure Col %	Did not vote Col %
Preferred rates scenario	A central proposal of 21% over 3 years	36%	47%	44%	21%	17%	27%
	A 'pay less, get less' option of 13% over 3 years	39%	39%	45%	52%	45%	37%
	A 'pay more, get more' option of 38% over 3 years	10%	8%	6%	8%	2%	10%
	Unsure	15%	6%	6%	19%	36%	26%

2023 Party Vote

		National Col %	Labour Col %	ACT Col %	NZ First Col %	Greens Col %
Preferred rates scenario	A central proposal of 21% over 3 years	33%	34%	33%	22%	43%
	A 'pay less, get less' option of 13% over 3 years	40%	40%	55%	56%	31%
	A 'pay more, get more' option of 38% over 3 years	9%	11%	6%	9%	8%
	Unsure	18%	15%	6%	13%	18%

Do you think that generally Auckland Council rates increases should be below, in line with, or above the annual rate of inflation?

		Count	Col %
Preferred Auckland Council rates increases	Below inflation	324	32%
	In line with inflation	480	48%
	Above inflation	114	11%
	Unsure	85	8%
	Total	1002	100%

48% wants rates increases to generally be in line with inflation, 31% below inflation and only 11% above inflation.

		Gender	
		Female Col %	Male Col %
Preferred Auckland Council rates increases	Below inflation	36%	28%
	In line with inflation	46%	50%
	Above inflation	8%	15%
	Unsure	10%	7%

		Age		
		18 - 39 Col %	40 - 59 Col %	60+ Col %
Preferred Auckland Council rates increases	Below inflation	36%	36%	25%
	In line with inflation	46%	44%	54%
	Above inflation	9%	9%	16%
	Unsure	9%	11%	5%

		Area					
		Central Col %	East Col %	North Col %	Rural Col %	South Col %	West Col %
Preferred Auckland Council rates increases	Below inflation	33%	35%	33%	20%	31%	37%
	In line with inflation	44%	46%	54%	53%	45%	46%
	Above inflation	13%	9%	9%	21%	13%	7%
	Unsure	10%	9%	4%	6%	11%	10%

		2022 Mayoral Election vote					
		Wayne Brown Col %	Efeso Collins Col %	Craig Lord Col %	Other Col %	Unsure Col %	Did not vote Col %
Preferred Auckland Council rates increases	Below inflation	25%	39%	18%	46%	45%	35%
	In line with inflation	54%	44%	71%	44%	33%	43%
	Above inflation	18%	10%	4%	5%	5%	7%
	Unsure	4%	7%	7%	5%	17%	14%

		2023 Party Vote				
		National Col %	Labour Col %	ACT Col %	NZ First Col %	Greens Col %
Preferred Auckland Council rates increases	Below inflation	29%	36%	27%	30%	30%
	In line with inflation	52%	42%	52%	66%	55%
	Above inflation	16%	8%	16%	0%	8%
	Unsure	3%	13%	4%	4%	8%

David Farrar
Director
Curia Market Research

25 March 2024

MEDIA SUMMARY STATEMENT

Any media or other organisation that reports on this poll should include the following summary statement:

The poll was conducted by Curia Market Research for the Auckland Ratepayers' Alliance. It is a random poll of 1,000 adult Aucklanders and is weighted to the overall adult Auckland population. It was conducted by phone (landlines and mobile) and online between 20 March and 24 March 2024, has a maximum margin of error of +/- 3.1% and 21% were undecided on the mayoral vote question. The full results are at www.curia.co.nz.