

Auckland Local Government Poll

Auckland Ratepayers' Alliance & Curia

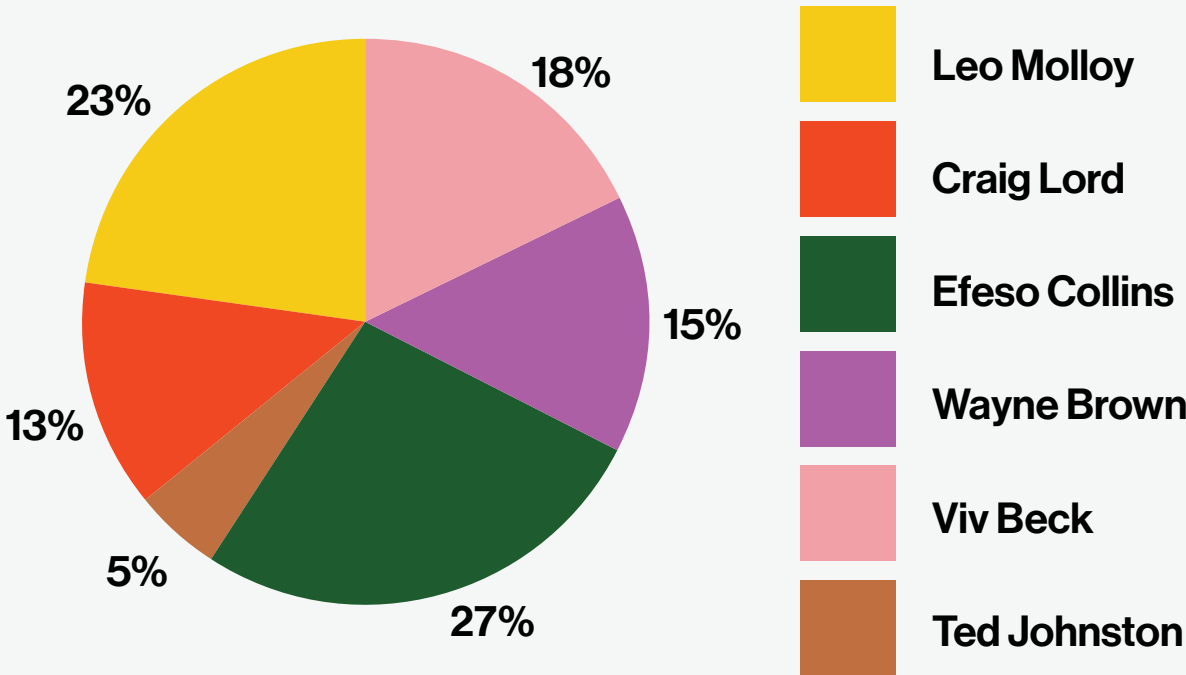
July 2022

Polling period: 3 - 10 July 2022

Release date: 14 July 2022



Auckland Mayoral choice



Viv Beck



Wayne Brown



Efeso Collins



Craig Lord



Leo Molloy



Ted Johnston

We have excluded undecideds from the base of our calculation. This is consistent with media reporting of headline poll results in New Zealand. Please note the margin of error is slightly higher when undecideds are excluded (5%)*.

The July **Auckland Ratepayers' Alliance/Curia** poll confirms that the Auckland mayoral race is wide open. In contrast to our June poll, we included New Conservative leader Ted Johnston and gave respondents the ability to nominate another candidate. Councillor Efeso Collins (Manukau), the presumptive front-runner, has a marginal lead over Leo Molloy. But the two other big names, Viv Beck and Wayne Brown, are very much in contention. A large number of respondents (35%) were still undecided.

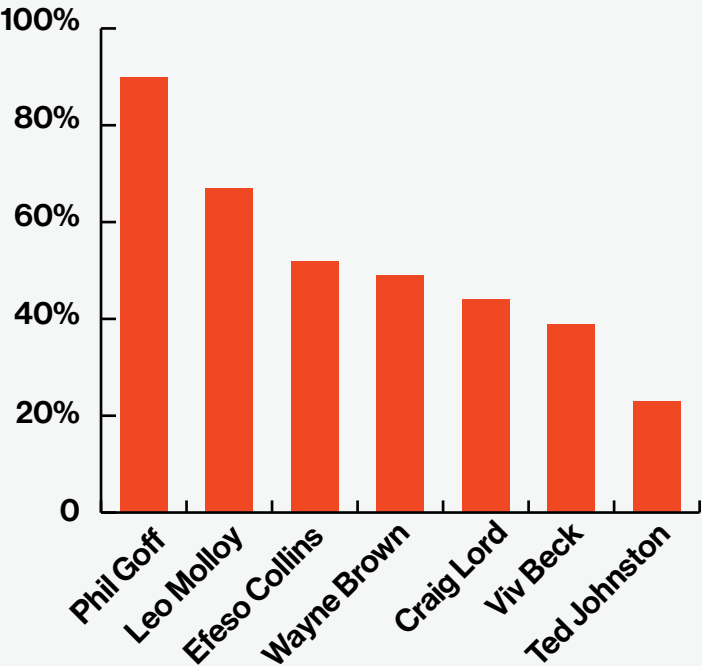
If the Auckland Mayoralty is a choice between the following candidates, which one are you most likely to vote for at this stage, even if not entirely decided.

Unsure	35%
Viv Beck	12%
Wayne Brown	10%
Efeso Collins	17%
Craig Lord	3%
Leo Molloy	15%
Other	0

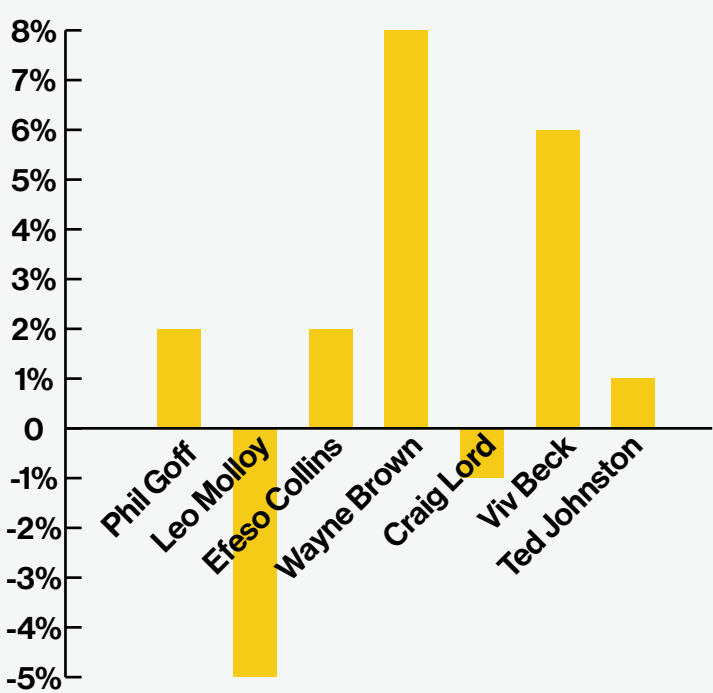
*Due to rounding, percentages may not add up to 100.

Auckland Mayoral choice

Name recognition



Favourability



The poll found that of the main candidates, Molloy had the highest name recognition (67%) but the lowest net favourability (-5). Despite relatively low name recognition (52%), Collins had a net favourability rating comparable to the incumbent Mayor Phil Goff. These numbers suggest that Brown and Beck have a disadvantage when it comes to name recognition but have a positive image with those voters who do recognise them.

The name recognition was:

Phil Goff	90%
Leo Molloy	67%
Efesco Collins	52%
Wayne Brown	49%
Craig Lord	44%
Viv Beck	39%
Ted Johnston	23%

The net favourability

Phil Goff	+2%
Leo Molloy	-5%
Efesco Collins	+2%
Wayne Brown	+8%
Craig Lord	-1%
Viv Beck	+6%
Ted Johnston	+1%

POLL DATES:	Sun 03 to Sun 10 July 2022. The median response was collected on Thu 07 July 2022.
TARGET POPULATION:	Eligible Auckland voters.
SAMPLE POPULATION:	Eligible Auckland voters who are contactable on a landline or mobile phone or online panel.
SAMPLE SIZE:	500 respondents agreed to participate – 250 via phone and 250 via online panel.
SAMPLE SELECTION:	A random selection of 20,000 phone numbers and a random selection from the online panel.
WEIGHTING:	The results are weighted to reflect the overall voting adult population of Auckland in terms of gender and age.
SAMPLE ERROR:	Based on this sample of 500 respondents, the maximum sampling error (for a result of 50%) is +/- 4.4%, at the 95% confidence level.
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.



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