

UMR Omnibus Results

April 2009

Mayoralty Of The Super City & Support For The Auckland Super City Concept



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- This report is based on a telephone survey of a nationally representative sample of 750 New Zealanders aged 18 years or over.
- The questions were asked of Auckland residents in consecutive omnibus surveys.
- Fieldwork was conducted from 5th to 13th March and 19th to 22nd March 2009 at UMR Research's national interview facility in Auckland.
- The sample size is n=483. The margin of error for sample size of 483 for a 50% figure at the '95% confidence level' is $\pm 4.7\%$.
- The list of potential mayors used in the surveys was assembled from possibilities mentioned in various media stories. It is recognised some may have no intention of standing and others may have been mentioned in media stories published since the fieldwork was undertaken.

- The level of support amongst Aucklanders for a super city is roughly the same as the level of opposition.
 - 45% said they support the proposal for Auckland to be governed by a single council from 2010, while 43% opposed it.
 - Support was higher amongst males than females (52% and 38% respectively).
 - It was also higher amongst National Party voters (54%) compared to Labour Party voters (40%).
- Very few candidates that have been mentioned in the media are seen as a good mayoral options.
 - Of the 21 candidates, John Banks (33%) and The Warehouse founder Stephen Tindall (30%) topped the list (1+2 on a 1-5 scale where 1 means 'a very good mayor').
 - Many Aucklanders however had no opinion on whether the candidates would be a good or poor mayor
 - For 11 candidates, more than 50% were unsure, didn't know enough or had never heard of the person.
- Just 4 of the 21 candidates registered a positive mayoral rating.
 - Taking all those who gave a 1 or 2 on the 1-5 scale, and taking away those who gave a 4 or 5, gives a net-rating, a measure of how strong opinions are for each candidate.
 - Stephen Tindall had the strongest rating at +15%.
 - Winston Peters had the most negative rating at -48%.
 - Current Mayor of Auckland John Banks had a small positive rating of +2%.

- John Banks is the most preferred mayoral candidate
 - Of the 21 candidates, Banks received the highest level of support, with 17% saying they would prefer him to be mayor of the super city.
 - Bob Harvey (10%) and Stephen Tindall (9%) were the next most preferred candidates.
 - Around 1 in 5 however did not have an opinion, saying they were unsure or didn't prefer any of the candidates.

Support For The Super City

As you may be aware, there is a proposal for the whole of the Auckland region to be governed by a new single super city council from 2010. This city would stretch from Wellsford in the north to Pukekohe in the south and will be headed by a single mayor. Do you support or oppose the proposed super city?

OPPOSE

43 ALL

37 Male

49 Female

34 Income > \$50k

36 Income \$30k - \$50k

54 Income < \$30k

42 Non-Maori

57 Maori

37 National Voters

47 Labour Voters

Percentage (%)

2%

10%

45%

43%

Support
Oppose
Unsure
Depends

SUPPORT

ALL 45

Male 52

Female 38

Income > \$50k 56

Income \$30k - \$50k 46

Income < \$30k 35

Non-Maori 46

Maori 31

National Voters 54

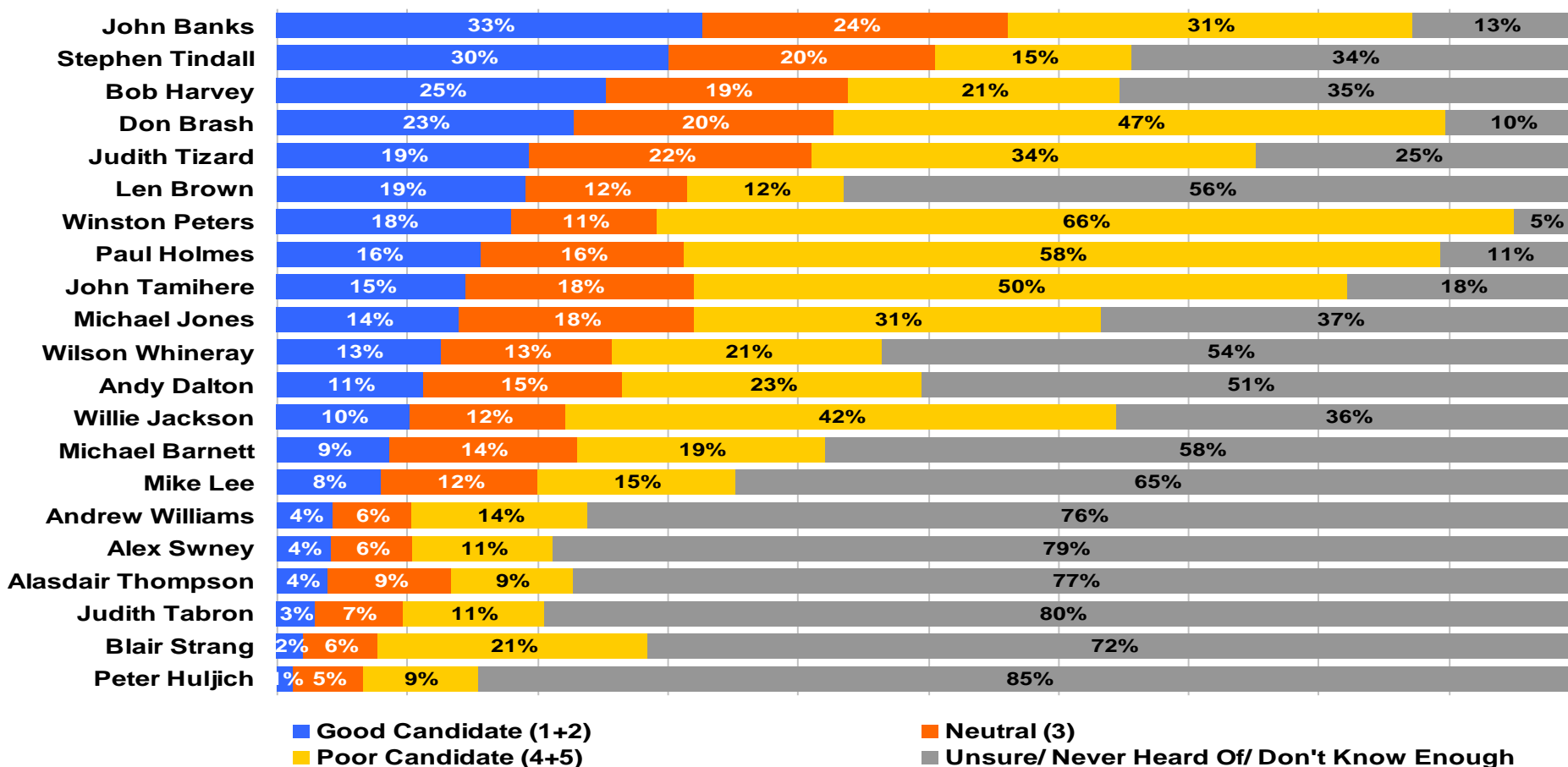
Labour Voters 40

Percentage (%)

Mayoral Candidates

Full Ratings

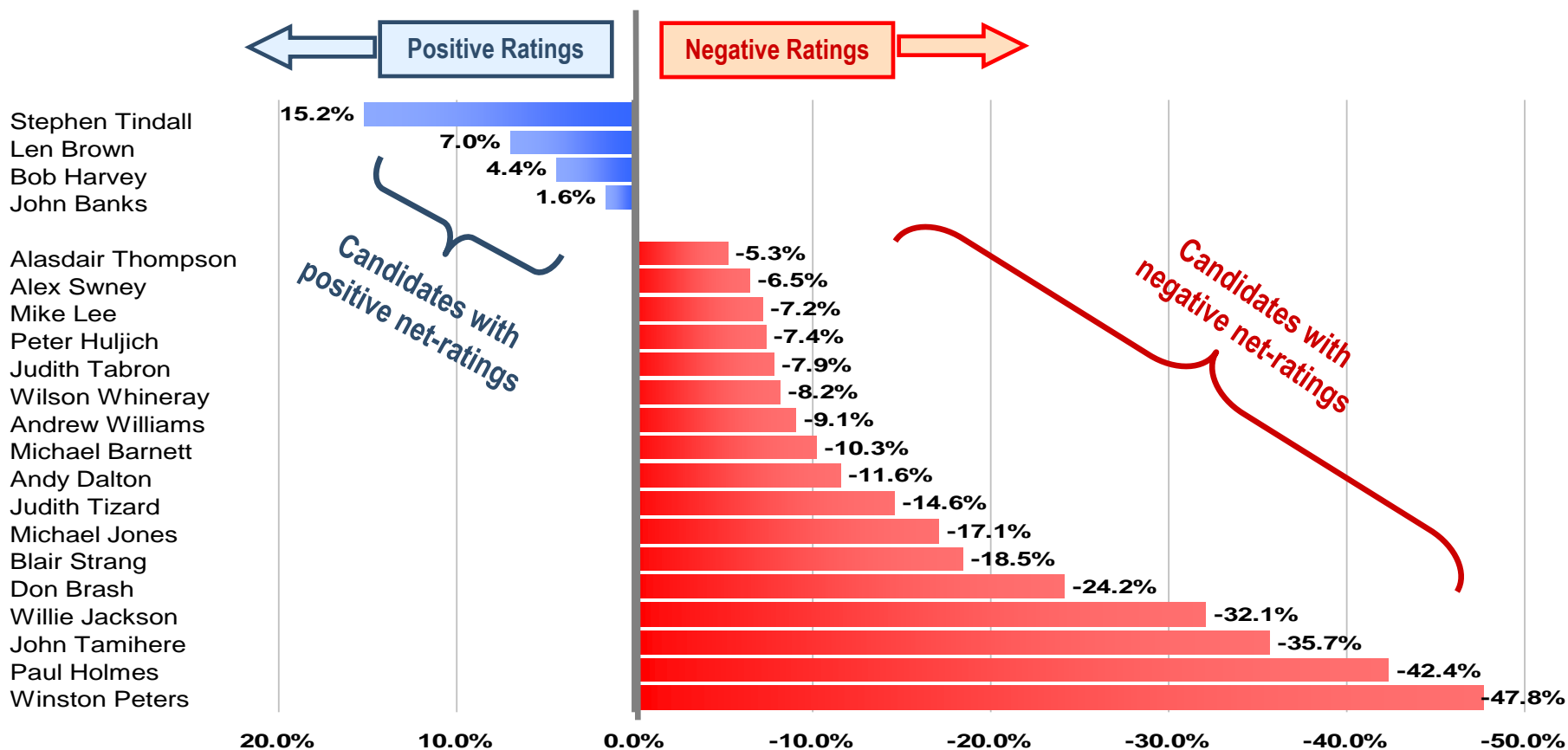
I am going to read you a list of possible candidates for mayor of this new Auckland super city, as mentioned in the Sunday Star Times newspaper. Using a scale of 1 to 5 where 1 means a very good mayor and 5 a very poor mayor, please tell me how good a mayor you think each candidate would be. If you have never heard of the person, or do not know enough about them just say so.



Mayoral Candidates

Ranked By Net-Rating

I am going to read you a list of possible candidates for mayor of this new Auckland super city, as mentioned in the Sunday Star Times newspaper. Using a scale of 1 to 5 where 1 means a very good mayor and 5 a very poor mayor, please tell me how good a mayor you think each candidate would be. If you have never heard of the person, or do not know enough about them just say so.



*NB: The net-rating is calculated by summing those who said each person would be a good candidate (1+2 on the scale) and minusing those who said each person would be a poor candidate (4+5 on the scale).

Most Preferred Candidate

Those with +5%

Of all those possible candidates, who would you MOST like to see as the mayor of the Auckland super city?

