

# Auckland Super City Preferred Mayoral Ratings

UMR Omnibus Results  
July 2009



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# Methodology



- Results in this report are based upon questions asked in two UMR Research omnibus surveys. This is a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.
- Fieldwork was conducted from 18<sup>th</sup> to 22<sup>nd</sup> June and 2<sup>nd</sup> to 6<sup>th</sup> July 2009 at UMR Research's National interview facility in Auckland.
- The questions were asked of Auckland residents only. The sample size in each survey is n=241. The total sample size is n=482.
- The margin of error for sample size of 482 for a 50% figure at the '95% confidence level' is  $\pm 4.5\%$ .

# Preferred Mayor

## - Head To Head -

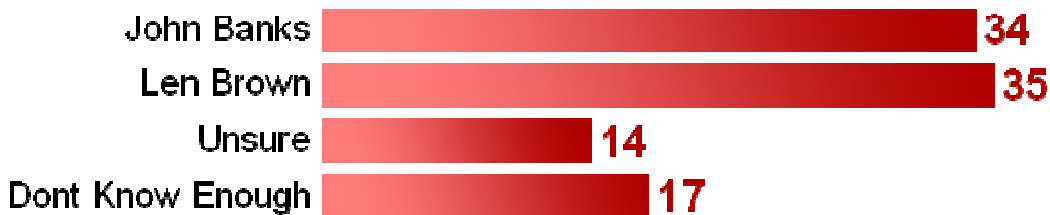


*Now thinking about possible mayoral candidates for the proposed super city. If you do not know enough about the candidates please just say so. Who do you think would be a better mayor for the super city ... ?*

*John Banks, current mayor of Auckland City or Mike Lee, current Chairman of the Auckland Regional Council?*



*John Banks or Len Brown, current mayor of Manukau City?*



NB: All numbers in percentages (%)

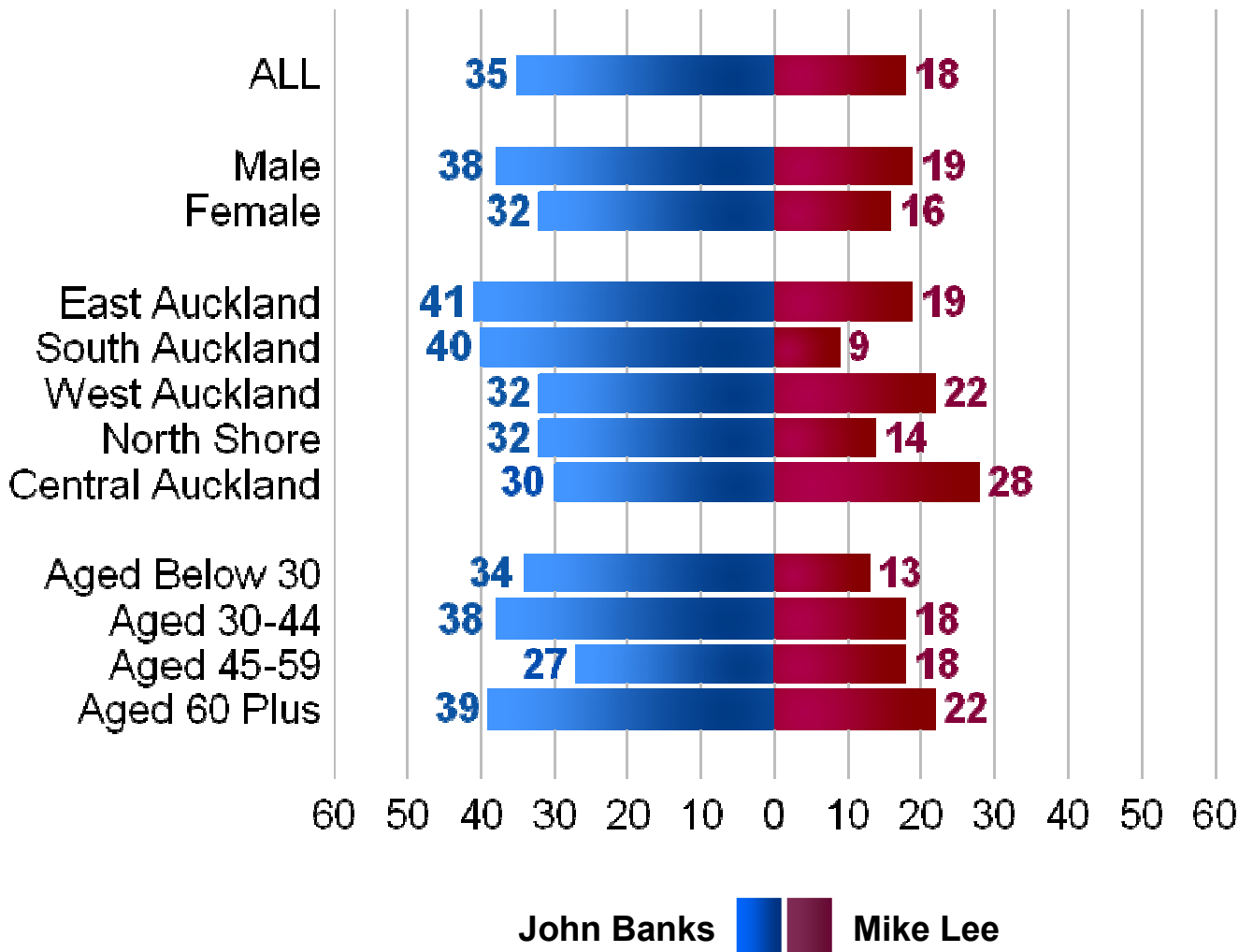
# Face Off

## Banks vs Lee



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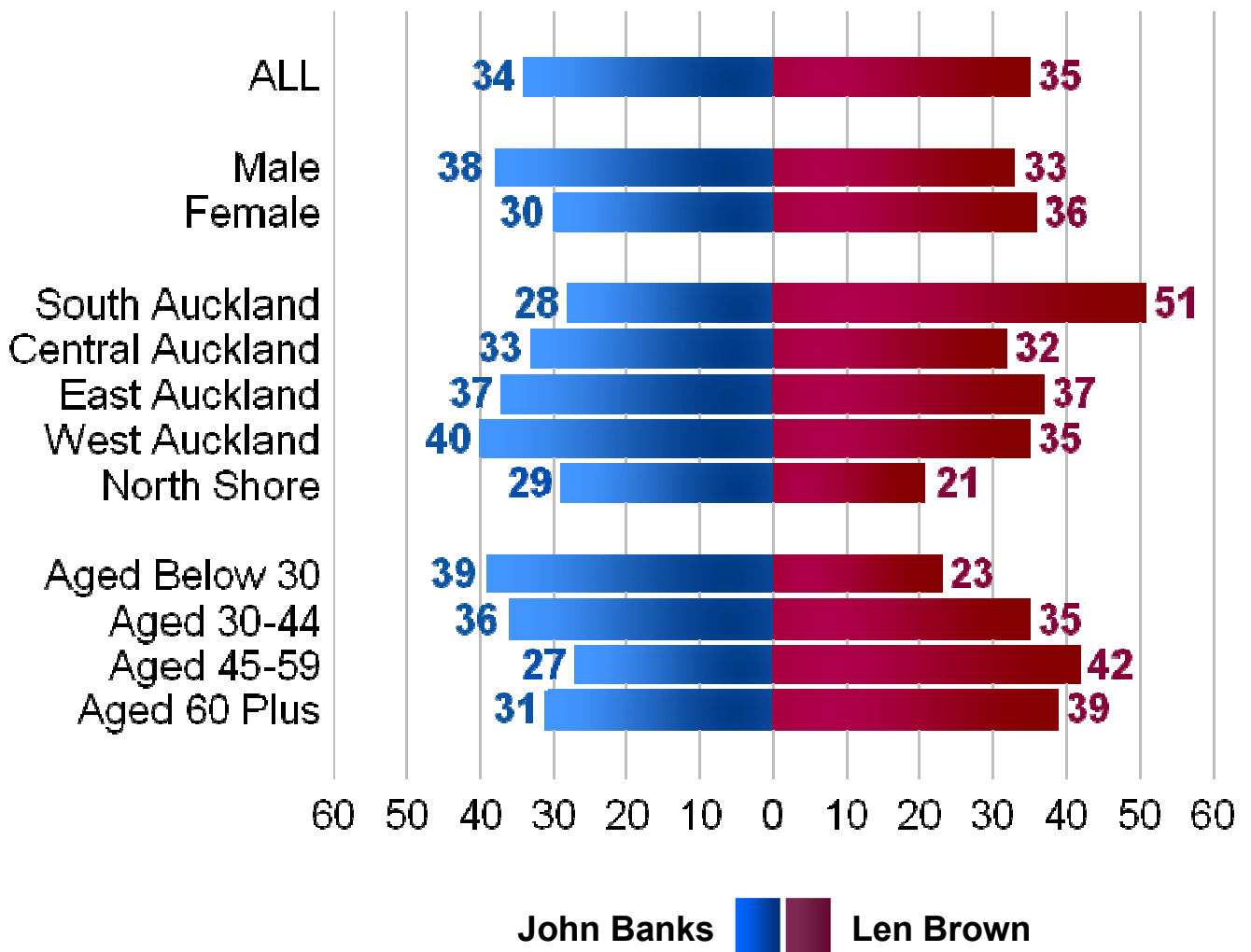
# Face Off

## Banks vs Brown



Now thinking about possible mayoral candidates for the proposed super city. If you do not know enough about the candidates please just say so. Who do you think would be a better mayor for the super city ... ?

John Banks, current mayor of Auckland City or Len Brown, current mayor of Manukau City?



NB: All numbers in percentages (%)



# Supplementary Tables



## BETTER MAYOR FOR SUPER CITY - JOHN BANKS vs MIKE LEE

Who do you think would be a better mayor for the super city: John Banks, current mayor of Auckland City or Mike Lee, current Chairman of the Auckland Regional Council?

		Base	John Banks	Mike Lee	Depends	Unsure	Don't know enough
ALL	All	482	35%	18%	3%	19%	25%
LOCATION	South	98	40%	9%	3%	16%	33%
	Central	72	30%	28%	4%	16%	22%
	North	84	32%	14%	1%	22%	32%
	East	84	41%	19%	0%	21%	18%
	West	104	32%	22%	4%	21%	21%
	Rodney/ Franklin	40	31%	13%	9%	21%	26%
GENDER	Male	231	38%	19%	3%	21%	18%
	Female	251	32%	16%	3%	17%	32%
AGE GROUP	Under 30	107	34%	13%	1%	20%	32%
	30-44	167	38%	18%	2%	17%	25%
	45-59	104	27%	18%	4%	19%	33%
	60 Plus	105	39%	22%	5%	22%	12%
OCCUPATION	Professionals, managers	132	39%	16%	5%	17%	23%
	Technicians, associate professionals	62	27%	22%	2%	14%	35%
	Clerks	20	39%	7%	0%	25%	29%
	Service and sales workers	54	31%	20%	2%	25%	22%
	Blue collar	51	31%	20%	0%	23%	26%
	Students	37	22%	13%	7%	16%	42%
	Retired	60	42%	20%	4%	25%	9%
	Not employed	19	45%	12%	4%	9%	30%
	Homemaker	38	37%	20%	0%	17%	26%
Self employed	7	51%	0%	0%	10%	39%	
PERSONAL INCOME	\$30,000 or less	172	35%	12%	3%	20%	30%
	\$30,001-\$50,000	88	33%	17%	2%	18%	30%
	More than \$50,000	160	41%	24%	3%	17%	16%
ETHNICITY	Maori	44	37%	13%	2%	18%	29%
	Non-Maori	438	35%	18%	3%	19%	25%

# Supplementary Tables



## BETTER MAYOR FOR SUPER CITY - JOHN BANKS vs LEN BROWN

Who do you think would be a better mayor for the super city: John Banks or Len Brown, current mayor of Manukau City?

		Base	John Banks	Len Brown	Depends	Unsure	Don't know enough
ALL	All	482	34%	35%	1%	13%	17%
LOCATION	South	98	28%	51%	0%	6%	15%
	Central	72	33%	32%	2%	16%	17%
	North	84	29%	21%	0%	17%	33%
	East	84	37%	37%	2%	13%	10%
	West	104	40%	35%	1%	11%	13%
	Rodney/ Franklin	40	36%	22%	4%	22%	16%
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OCCUPATION	Professionals, managers	132	36%	36%	1%	11%	16%
	Technicians, associate professionals	62	24%	40%	4%	13%	20%
	Clerks	20	43%	18%	0%	27%	12%
	Service and sales workers	54	31%	46%	2%	10%	12%
	Blue collar	51	36%	27%	0%	18%	19%
	Students	37	37%	27%	0%	7%	29%
	Retired	60	33%	39%	1%	18%	9%
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PERSONAL INCOME	\$30,000 or less	172	32%	33%	0%	11%	23%
	\$30,001-\$50,000	88	41%	23%	1%	9%	25%
	More than \$50,000	160	35%	42%	1%	14%	8%
ETHNICITY	Maori	44	21%	44%	0%	11%	23%
	Non-Maori	438	35%	34%	1%	13%	17%