

Auckland 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.

Following are the names of some prominent Aucklanders. For each one can you please indicate if you have a favourable, neutral or unfavourable opinion of them.

		Count	Col %
Wayne Brown	Favourable	341	34%
	Neutral	332	33%
	Unfavourable	223	22%
	Not heard of/unsure	105	10%
Desley Simpson	Favourable	199	20%
	Neutral	266	27%
	Unfavourable	102	10%
	Not heard of/unsure	428	43%
Paula Bennett	Favourable	389	39%
	Neutral	246	25%
	Unfavourable	272	27%
	Not heard of/unsure	90	9%
Simon Bridges	Favourable	396	40%
	Neutral	278	28%
	Unfavourable	223	22%
	Not heard of/unsure	97	10%
Richard Hills	Favourable	114	11%
	Neutral	244	24%
	Unfavourable	124	12%
	Not heard of/unsure	518	52%
Michael Wood	Favourable	149	15%
	Neutral	287	29%
	Unfavourable	238	24%
	Not heard of/unsure	317	32%

Net favourability, in order, is:

- Simon Bridges +18%
- Wayne Brown +12%
- Paula Bennett +12%
- Desley Simpson +10%
- Richard Hills -1%
- Michael Wood -9%

		Gender	
		Female Col %	Male Col %
Wayne Brown	Favourable	30%	39%
	Neutral	33%	33%
	Unfavourable	26%	19%
	Not heard of/unsure	11%	10%
Desley Simpson	Favourable	21%	19%
	Neutral	26%	28%
	Unfavourable	9%	12%
	Not heard of/unsure	44%	42%
Paula Bennett	Favourable	36%	43%
	Neutral	24%	25%
	Unfavourable	29%	25%
	Not heard of/unsure	11%	7%
Simon Bridges	Favourable	35%	44%
	Neutral	29%	27%
	Unfavourable	25%	19%
	Not heard of/unsure	10%	9%
Richard Hills	Favourable	10%	13%
	Neutral	27%	21%
	Unfavourable	10%	15%
	Not heard of/unsure	52%	51%
Michael Wood	Favourable	12%	18%
	Neutral	33%	25%
	Unfavourable	18%	30%
	Not heard of/unsure	37%	27%

Net favourability by gender is:

	Females	Males
Simon Bridges	+10%	+25%
Wayne Brown	+4%	+20%
Paula Bennett	+7%	+18%
Desley Simpson	+12%	+7%
Richard Hills	0%	-2%
Michael Wood	-6%	-12%

		Age		
		18 - 39	40 - 59	60+
		Col %	Col %	Col %
Wayne Brown	Favourable	21%	30%	50%
	Neutral	45%	36%	19%
	Unfavourable	21%	23%	23%
	Not heard of/unsure	12%	11%	8%
Desley Simpson	Favourable	15%	16%	28%
	Neutral	37%	24%	20%
	Unfavourable	12%	12%	8%
	Not heard of/unsure	36%	49%	44%
Paula Bennett	Favourable	27%	40%	49%
	Neutral	33%	19%	23%
	Unfavourable	24%	32%	26%
	Not heard of/unsure	16%	9%	3%
Simon Bridges	Favourable	27%	38%	52%
	Neutral	35%	25%	24%
	Unfavourable	20%	28%	19%
	Not heard of/unsure	17%	9%	4%
Richard Hills	Favourable	14%	12%	9%
	Neutral	38%	19%	18%
	Unfavourable	14%	14%	10%
	Not heard of/unsure	34%	55%	64%
Michael Wood	Favourable	16%	16%	12%
	Neutral	43%	26%	19%
	Unfavourable	14%	24%	33%
	Not heard of/unsure	27%	33%	35%

Net favourability by age is:

	18 – 39	40 – 59	60+
Simon Bridges	+7%	+10%	+33%
Wayne Brown	0%	+7%	+27%
Paula Bennett	+3%	+8%	+23%
Desley Simpson	+3%	+4%	+20%
Richard Hills	0%	-2%	-1%
Michael Wood	+2%	-8%	-21%

		Area					
		Central Col %	East Col %	North Col %	Rural Col %	South Col %	West Col %
Wayne Brown	Favourable	25%	32%	42%	49%	35%	23%
	Neutral	32%	32%	30%	33%	35%	38%
	Unfavourable	27%	30%	17%	19%	14%	29%
	Not heard of/unsure	16%	6%	11%	0%	16%	9%
Desley Simpson	Favourable	12%	31%	20%	28%	10%	21%
	Neutral	29%	27%	24%	19%	31%	28%
	Unfavourable	11%	10%	12%	6%	9%	12%
	Not heard of/unsure	48%	32%	44%	47%	50%	39%
Paula Bennett	Favourable	33%	37%	49%	50%	33%	35%
	Neutral	23%	24%	27%	25%	28%	19%
	Unfavourable	29%	31%	19%	17%	30%	34%
	Not heard of/unsure	15%	8%	6%	7%	9%	12%
Simon Bridges	Favourable	31%	35%	54%	58%	30%	36%
	Neutral	32%	32%	18%	21%	33%	28%
	Unfavourable	26%	27%	18%	15%	25%	20%
	Not heard of/unsure	11%	5%	10%	6%	11%	15%
Richard Hills	Favourable	12%	12%	22%	7%	6%	8%
	Neutral	25%	25%	24%	21%	25%	25%
	Unfavourable	11%	16%	11%	8%	9%	18%
	Not heard of/unsure	52%	48%	43%	63%	60%	49%
Michael Wood	Favourable	19%	15%	22%	16%	10%	9%
	Neutral	30%	28%	28%	26%	32%	29%
	Unfavourable	23%	29%	18%	27%	24%	24%
	Not heard of/unsure	28%	28%	32%	31%	34%	37%

Net favourability by area is:

	Central	East	North	Rural	South	West
Simon Bridges	+5%	+8%	+36%	+43%	+5%	+16%
Wayne Brown	-2%	+2%	+25%	+30%	+21%	-6%
Paula Bennett	+4%	+6%	+30%	+33%	+3%	+1%
Desley Simpson	+1%	+21%	+8%	+22%	+1%	+9%
Richard Hills	+1%	-4%	+11%	-1%	-3%	-10%
Michael Wood	-4%	-14%	+4%	-11%	-14%	-15%

2022 Mayoral Election vote

		Wayne Brown Col %	Efeso Collins Col %	Craig Lord Col %	Did not vote Col %
Wayne Brown	Favourable	61%	18%	7%	16%
	Neutral	25%	42%	61%	36%
	Unfavourable	10%	38%	30%	27%
	Not heard of/unsure	4%	2%	2%	21%
Desley Simpson	Favourable	30%	28%	23%	9%
	Neutral	29%	27%	26%	26%
	Unfavourable	8%	12%	33%	10%
	Not heard of/unsure	33%	33%	18%	55%
Paula Bennett	Favourable	55%	39%	59%	27%
	Neutral	25%	17%	21%	25%
	Unfavourable	16%	41%	21%	28%
	Not heard of/unsure	4%	3%	0%	20%
Simon Bridges	Favourable	56%	33%	46%	25%
	Neutral	29%	31%	35%	31%
	Unfavourable	11%	34%	19%	26%
	Not heard of/unsure	5%	2%	0%	17%
Richard Hills	Favourable	13%	19%	13%	9%
	Neutral	23%	31%	46%	22%
	Unfavourable	16%	9%	20%	9%
	Not heard of/unsure	47%	41%	22%	60%
Michael Wood	Favourable	17%	24%	28%	13%
	Neutral	25%	43%	28%	28%
	Unfavourable	37%	11%	32%	12%
	Not heard of/unsure	20%	23%	11%	47%

Net favourability by 2022 Mayoral Vote is:

	Brown	Collins	Lord	Not vote
Simon Bridges	+45%	-1%	+27%	-1%
Wayne Brown	+51%	-20%	-23%	-11%
Paula Bennett	+39%	-2%	+38%	-1%
Desley Simpson	+22%	+16%	-10%	-1%
Richard Hills	-3%	+10%	-7%	0%
Michael Wood	-20%	+13%	-4%	+1%

2023 Party Vote

		National Col %	Labour Col %	ACT Col %	NZ First Col %	Greens Col %
Wayne Brown	Favourable	46%	17%	43%	45%	12%
	Neutral	28%	40%	33%	17%	36%
	Unfavourable	16%	32%	22%	28%	36%
	Not heard of/unsure	9%	11%	1%	10%	17%
Desley Simpson	Favourable	26%	18%	25%	17%	8%
	Neutral	26%	26%	28%	22%	33%
	Unfavourable	6%	11%	17%	26%	13%
	Not heard of/unsure	42%	45%	29%	35%	46%
Paula Bennett	Favourable	56%	23%	53%	30%	10%
	Neutral	22%	24%	25%	34%	20%
	Unfavourable	16%	41%	19%	34%	68%
	Not heard of/unsure	6%	12%	3%	3%	2%
Simon Bridges	Favourable	56%	16%	67%	27%	19%
	Neutral	27%	31%	24%	35%	28%
	Unfavourable	11%	39%	7%	37%	49%
	Not heard of/unsure	6%	13%	3%	1%	5%
Richard Hills	Favourable	12%	12%	12%	4%	22%
	Neutral	27%	24%	28%	18%	27%
	Unfavourable	11%	12%	14%	25%	8%
	Not heard of/unsure	50%	52%	47%	53%	43%
Michael Wood	Favourable	19%	15%	20%	3%	20%
	Neutral	25%	38%	24%	26%	40%
	Unfavourable	31%	7%	35%	53%	9%
	Not heard of/unsure	25%	39%	21%	18%	30%

Net favourability by 2023 Party Vote is:

	Nat	Lab	ACT	NZF	Greens
Simon Bridges	+45%	-23%	+60%	-10%	-30%
Wayne Brown	+30%	-15%	+21%	+17%	-24%
Paula Bennett	+40%	-18%	+34%	-4%	-58%
Desley Simpson	+20%	+7%	+8%	-9%	-5%
Richard Hills	+1%	0%	-2%	-21%	+14%
Michael Wood	-12%	+8%	-15%	-50%	+11%

**David Farrar
Director
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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 2 March and 4 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.taxpayers.org.nz/favourability