

# Screen Auckland People's Panel Survey

Results Summary  
June 2023



# Intro to the People's Panel



# The People's Panel

 Council's online survey panel

**In 2022:**

WITH OVER  
**50,000**  
MEMBERS

WE RAN  
**30+**  
SURVEYS

WE RECEIVED  
**30,000+**  
RESPONSES

## Our members\*:

AUCKLANDERS  
FROM ALL  
BACKGROUNDS

	<b>26,400</b> women	<b>30,400</b>	European	<b>6,500</b>	Under 35
		<b>7,100</b>	Asian	<b>8,500</b>	35-49
	<b>19,000</b> men	<b>4,000</b>	Māori	<b>16,100</b>	50-64
		<b>3,600</b>	Pacific	<b>9,600</b>	65+

*\*Data as at July 2023. We do not have demographic information for all of our panel members.*

## What are our surveys like?



Survey length:  
**5-10 minutes**



Response rates:  
**10% - 12%**



Fieldwork:  
**5-7 days**

### Variety of survey topics:

- Communications and awareness
- Environment and climate change
- Parks and public spaces
- Services and service concepts
- Transport and public transport
- Your local area / local plans



# The People's Panel: Local Board Membership\*



Northern Local Boards	
Rodney	2,685
Hibiscus and Bays	3,222
Upper Harbour	1,920
Devonport-Takapuna	2,530
Kaipātiki	2,896
Central Local Boards	
Waitematā	3,864
Albert-Eden	4,071
Ōrākei	3,043
Puketāpapa	1,243
Maungakiekie-Tāmaki	2,292
Waiheke	538
Aotea Great Barrier	88

Western Local Boards	
Henderson-Massey	2,759
Waitākere Ranges	2,417
Whau	2,153
Howick	3,273
Māngere-Ōtāhuhu	1,397
Ōtara-Papatoetoe	1,297
Manurewa	1,507
Papakura	1,277
Franklin	2,300

\*Data as at Jul 2023. We do not have Local Board information for all of our panel members.



# Survey Methodology



# Methodology

Survey invites  
were sent to  
**32,370** panel  
members via  
email

**9%**  
**(n=2,819)**  
finished the  
survey

Fieldwork:  
**20-27 June**  
**2023**



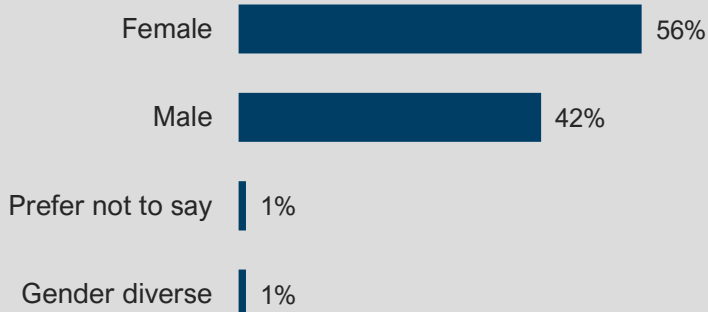
# Sample profile



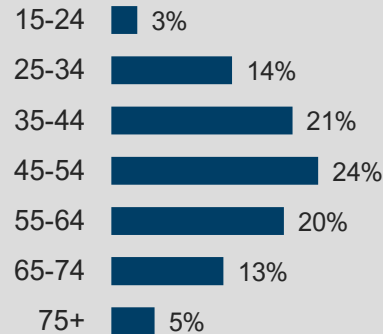
# Sample Profile



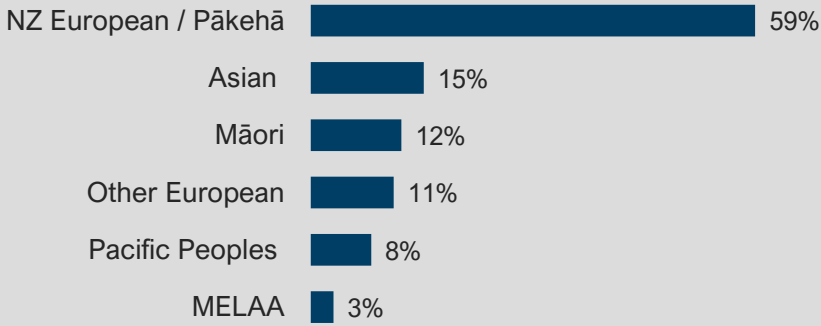
## GENDER



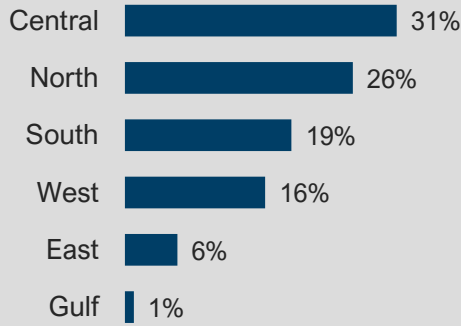
## AGE



## ETHNICITY



## AREA



BASE: All respondents (n=3,983)



# Sample size per Local Board



Northern Local Boards	
Rodney	135
Hibiscus and Bays	187
Upper Harbour	104
Devonport-Takapuna	118
Kaipātiki	173
Central Local Boards	
Waitematā	243
Albert-Eden	234
Ōrākei	147
Puketāpapa	126
Maungakiekie-Tāmaki	125
Waiheke	33
Aotea Great Barrier	3

Western Local Boards	
Henderson-Massey	159
Waitākere Ranges	160
Whau	124
South Eastern Local Boards	
Howick	178
Māngere-Ōtāhuhu	115
Ōtara-Papatoetoe	95
Manurewa	108
Papakura	91
Franklin	125

Results for Aotea Great Barrier are not included in this report due to small sample size



# Results summary





# SUMMARY

## Attitudes towards filming

Overall attitudes towards filming professional productions in Auckland are very positive:

- 87% agree it creates job opportunities
- 81% agree it is good for tourism
- 72% agree it influences our art and culture
- 71% agree it is great for my community, and
- Only 11% agree that it is a nuisance or an inconvenience

The majority of respondents would like to see 'more' filming in Auckland (71%) and in their local area (68%). Very few (4% or less) would like to see 'less' or 'no' filming in Auckland or in their local area.

## Encountering filming

59% of panelists had encountered professional filming in public, and 13% had been directly involved in professional filming.

Of those who had most recently encountered professional filming, 45% said it had no impact on them, and 40% said it had a positive impact on them. 14% said it had a negative impact on them, the main reasons being:

- It limited their access to a public area
- There were road closures
- It blocked parking

The negative impact of professional filming was most keenly felt by those who encountered the filming on their own street, 24% of these respondents said the filming impacted them negatively.





# SUMMARY

## Filming notifications

We asked respondents about how they would like to be notified if there were filming on their street. Most (82%) wanted to be notified by letter box flyer, while 48% would like to see outdoor signage.

When asked what information should be included in these notifications, respondents said they wanted to know the days / times the production will be there (91%), what impacts they could expect on their comings and goings (76%), and contact details if there were any issues (76%).



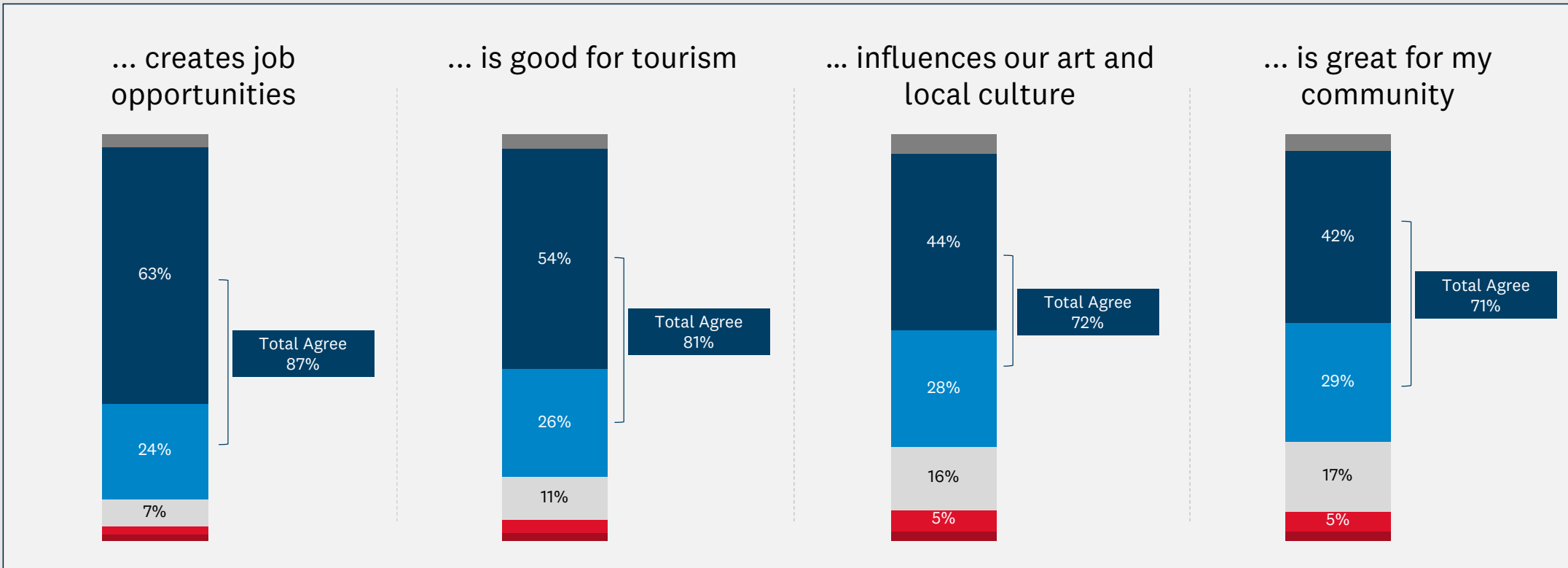
# Attitudes towards filming



# Attitudes towards filming professional productions



Almost all respondents (over 80%) agree that filming professional productions in Auckland creates jobs and is good for tourism. Just under three quarters feel that filming 'influences our art and culture' and is 'great for my community' (72% and 71%, respectively).



BASE: All respondents (n=2,819)

Q: How much do you agree or disagree with the following statements about filming professional productions in Auckland? Filming in Auckland for professional productions...

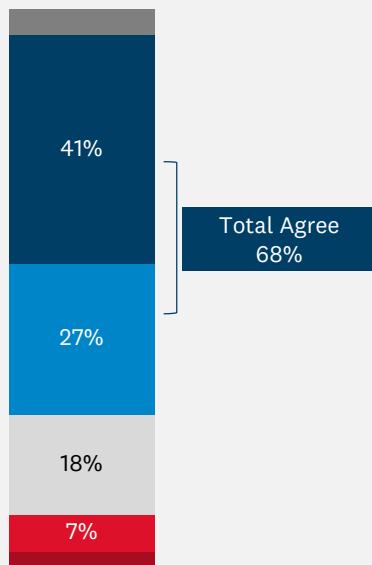


# Attitudes towards filming

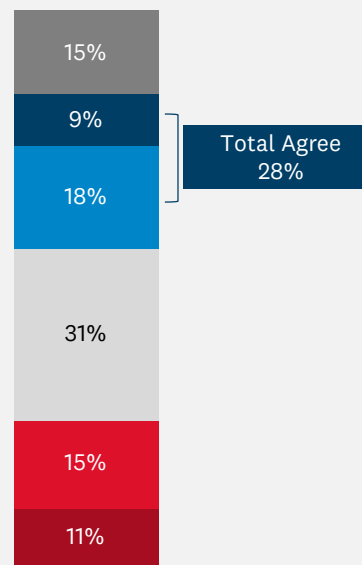
Two-thirds (67%) agree that filming of professional productions is vital to our economy, 28% agree that filming has an effect on the environment, while only 11% feel that filming is a nuisance and / or inconvenience.



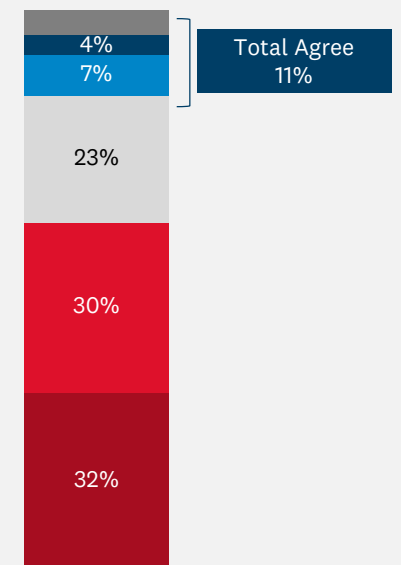
... is vital to our economy



... has an effect on the environment



... is a nuisance and/or inconvenience



BASE: All respondents (n=2,819)

Q: How much do you agree or disagree with the following statements about filming professional productions in Auckland? Filming in Auckland for professional productions...

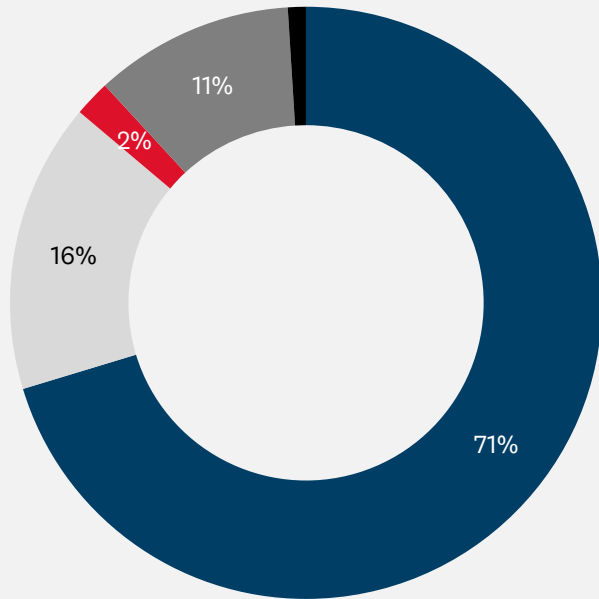


# Attitudes towards filming

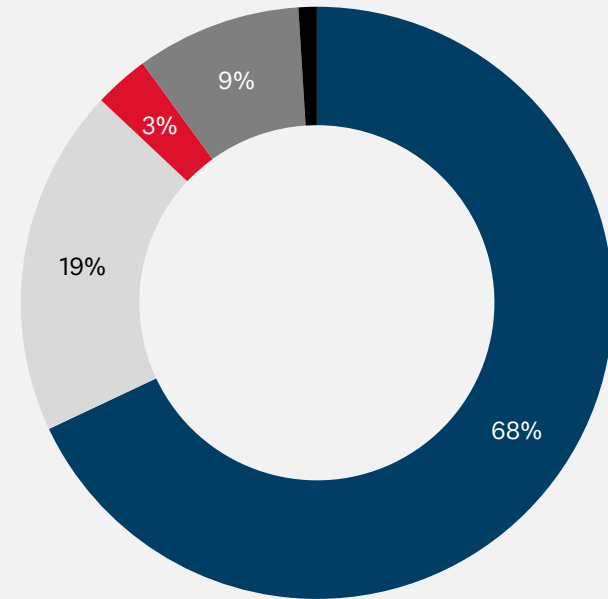
The majority of respondents would like to see 'more' filming in Auckland (71%) and in their local area (68%). Very few (4% or less) would like to see 'less' or 'no' filming in Auckland or in their local area.



Would you like more / less filming **in Auckland:**



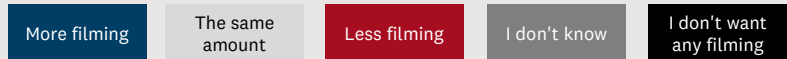
Would you like more / less filming **in your local area:**



BASE: All respondents (n= 2,819)

Q: Would you like there to be more or less filming of professional productions in Auckland?

Q: Would you like there to be more or less filming of professional productions in your local area?





# Key attitudes towards filming by local board

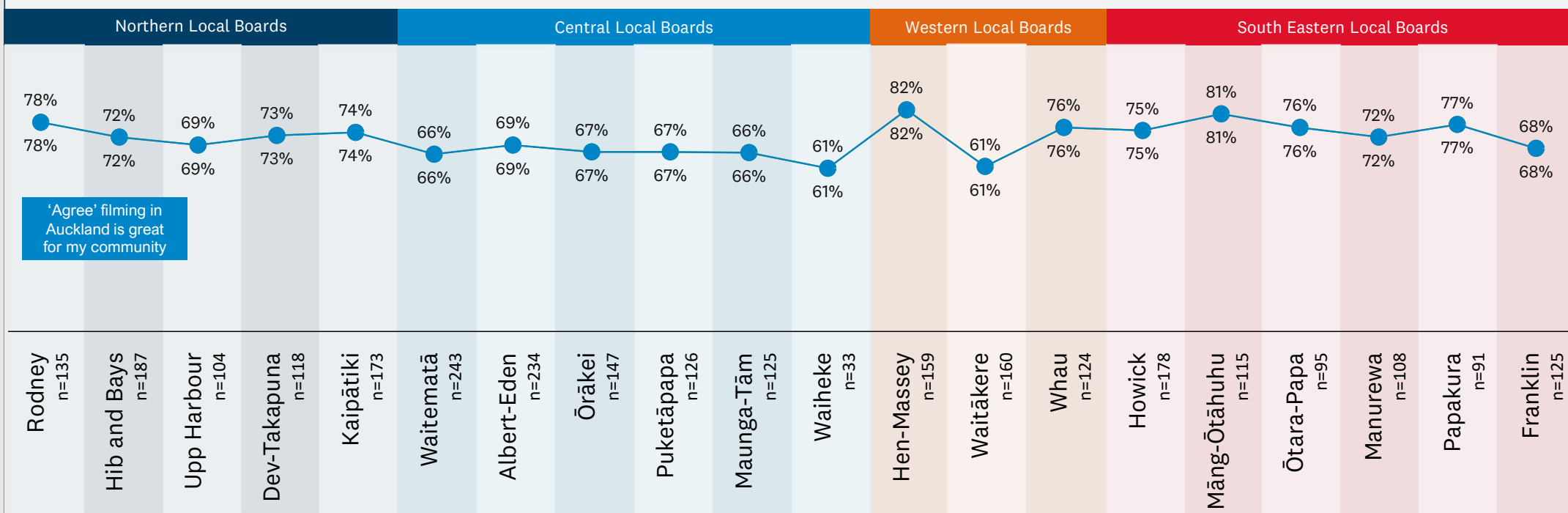


# Attitudes by local board

Agreement that filming is 'great for my community' ranges between 61% and 82% across local boards. It is highest in Henderson-Massey and lowest in Waiheke and Waitemata. Overall, agreement seems slightly lower in Central local boards.



## Filming in Auckland for professional productions is great for my community:



BASE: All respondents (n= 2,819)

Q: How much do you agree or disagree with the following statements about filming professional productions in Auckland? Filming in Auckland for professional productions... is great for my community

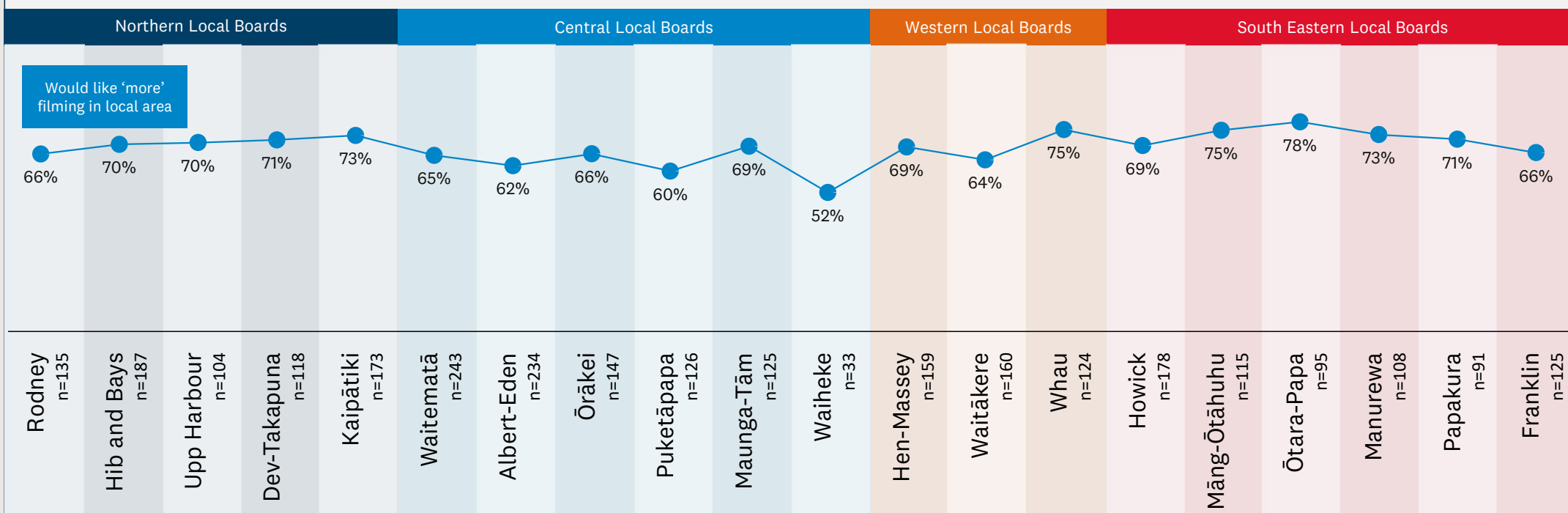


# Attitudes by local board

Respondents' desire for 'more filming' in their local area ranges between 52% and 78% across local boards. It is highest in Otarā-Papatoetoe, and lowest in Waiheke. Desire for more filming seems to be slightly lower in Central local boards.



I would like there to be **more filming** in my local area:



BASE: All respondents (n= 2,819)

Q: Would you like there to be more or less filming of professional productions in your local area?

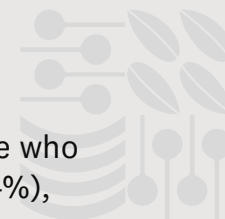


# Encountering filming

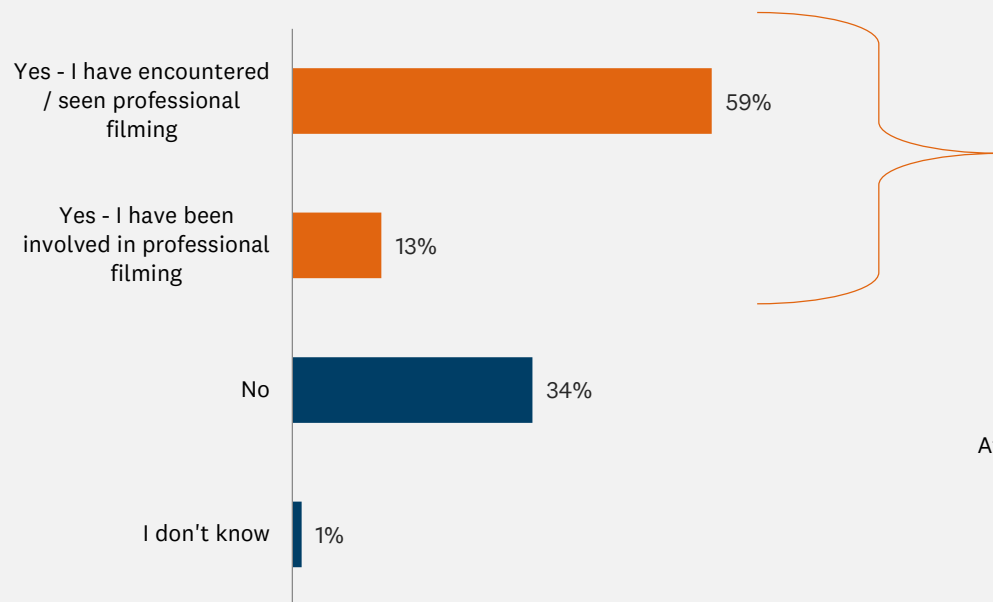


# Encountering filming and locations

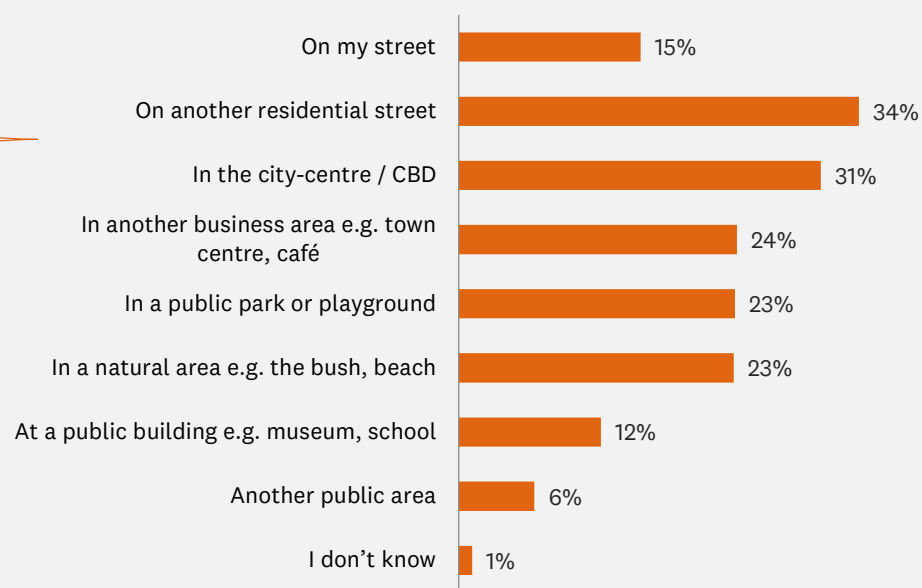
59% of panelists have encountered professional filming in public, and 13% have been directly involved in professional filming. Those who encountered professional filming in a public place were most likely to encounter it on a residential street that was not their own (34%), followed by in the CBD (31%).



## Ever encountered / been involved in filming:



## Where did the most recent filming take place?



BASE: All respondents (n= 2,819)

Q: While living in Auckland, have you ever seen / encountered or been involved with professional filming in public places?

BASE: Those who have encountered or have been involved in professional filming (n= 1,824)

Q: Thinking about the most recent time you were involved in or encountered professional filming in a public place... Where did the filming take place?



# Encountering filming by local board

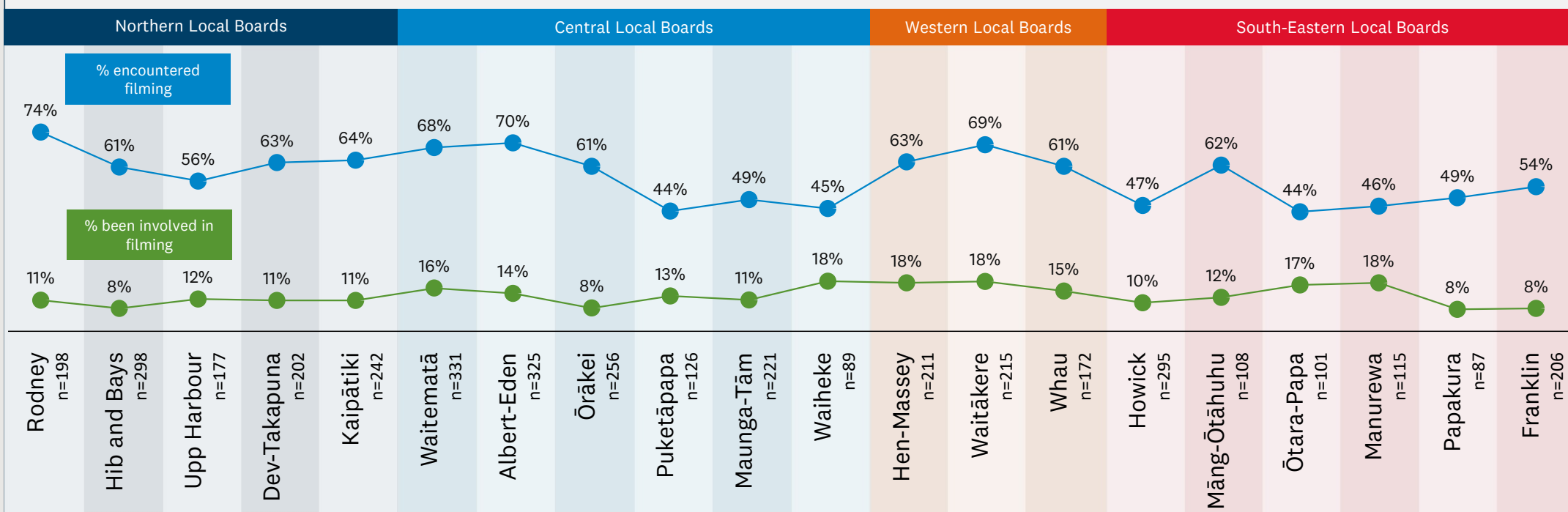


# Involvement in filming

Encounters with professional filming ranges between 44% and 74% across local boards. Those from Rodney (74%) were most likely to have encountered professional filming in public places, followed by Albert-Eden (70%) and Waitakere (69%). The local boards with the highest *involvement* in professional filming were, Waiheke, Henderson-Massey, Waitakere, and Manurewa (all at 18%).



## Have encountered or been involved in filming



BASE: All respondents (n= 2,819)

Q: While living in Auckland, have you ever seen / encountered or been involved with professional filming in public places?



# Locations by local board

Looking across local boards, there seem to be some differences where residents encounter filming. For example, those in Waitemata and Albert-Eden appear more likely to see filming on their street, while those in Otara-Papatoetoe are more likely to see filming in town centres, shops, cafes or bars. Those in Devonport-Takapuna seem more likely to see filming in a park or playground, while those from Waitakere seem more likely to see filming in a natural area.



## Total needs are met:

	Northern Local Boards					Central Local Boards						Western Local Boards			South-Eastern Local Boards					
	Rodney	Hib and Bays	Upp Harbour	Dev-Takapuna	Kaipātiki	Waite-mata	Albert-Eden	Ōrākei	Puketa-papa	Maunga-Tām	*Waiheke	Hen-Massey	Waitākere	Whau	Howick	Māng-Ōtāhuhu	Ōtara-Papa	Manurewa	Papakura	Franklin
On my street	21%	5%	17%	10%	14%	29%	27%	5%	7%	12%	12%	23%	16%	13%	7%	20%	6%	5%	6%	13%
On another residential street	35%	22%	28%	39%	28%	35%	48%	34%	30%	36%	41%	36%	33%	52%	28%	44%	26%	16%	25%	21%
In the city-centre / CBD	16%	25%	37%	30%	41%	47%	30%	34%	39%	30%	53%	32%	16%	28%	27%	33%	23%	30%	33%	13%
In a town centre, shop, cafe, or bar	26%	21%	23%	26%	26%	22%	18%	20%	25%	21%	12%	29%	17%	27%	20%	28%	45%	32%	25%	25%
In a public park or playground	16%	30%	25%	38%	20%	22%	17%	25%	31%	27%	18%	27%	22%	20%	32%	20%	30%	19%	19%	13%
In a natural area e.g. bush or beach	36%	38%	23%	28%	15%	16%	15%	26%	13%	13%	41%	23%	43%	18%	21%	15%	23%	19%	13%	39%
At a public building e.g. museum, school	14%	5%	13%	6%	11%	13%	12%	10%	19%	10%	18%	14%	13%	12%	13%	9%	15%	25%	6%	10%
Another public area	6%	8%	12%	6%	8%	2%	4%	2%	7%	1%	0%	5%	8%	6%	5%	9%	6%	16%	15%	11%
Total Count (Answering)	n=106	n=122	n=60	n=80	n=116	n=178	n=179	n=99	n=67	n=67	*n=17	n=111	n=120	n=85	n=92	n=75	n=47	n=57	n=48	n=72

*\*Caution small sample size*

BASE: Those who have encountered or have been involved in professional filming (n= 1,824)

Q: Thinking about the most recent time you were involved in or encountered professional filming in a public place... Where did the filming take place?





# Impacts of encountering filming

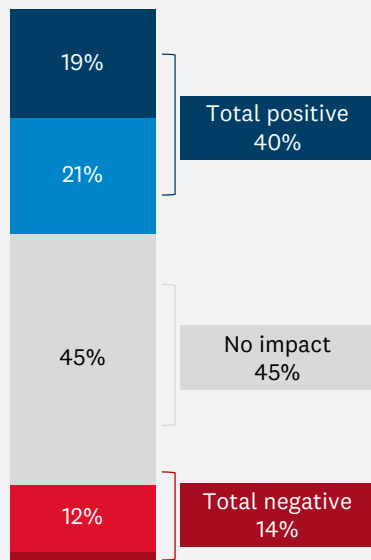


# Impacts of encountering filming

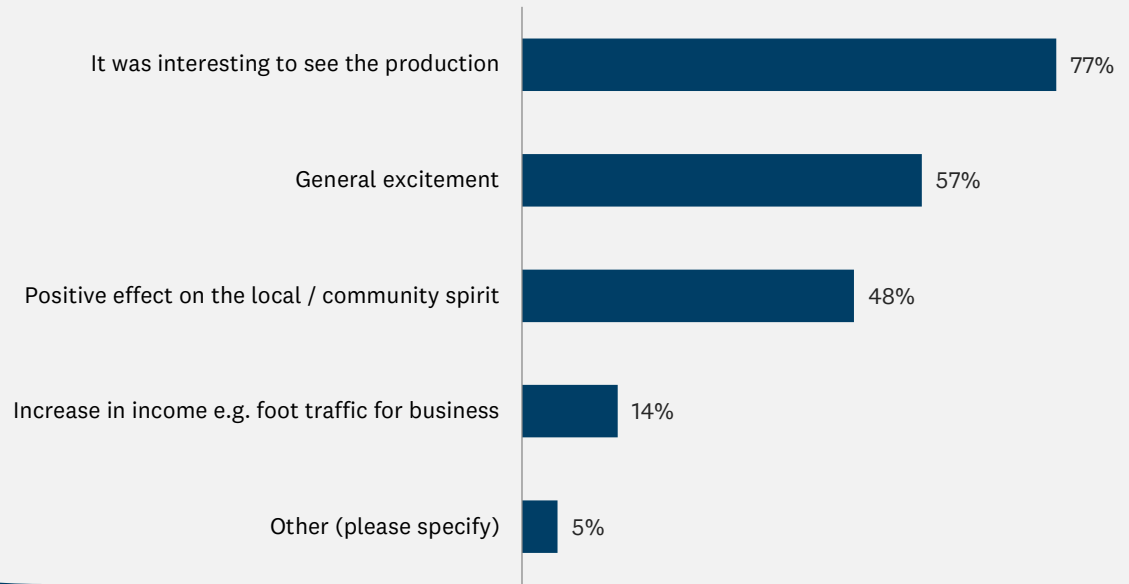


45% of those who had most recently encountered filming said it had no impact to them, 40% said it had a positive impact on them, while 14% said it had a negative impact. Those who were positively impacted most commonly mentioned that it was interesting to see the production (77%), and the general excitement caused by the filming (57%).

## Impact of filming encountered:



## How were you **positively impacted**?

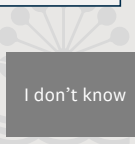


BASE: Those who most recently encountered professional filming (n=1,582)

Q: What impact did it have on you?

BASE: Those who most recently encountered professional filming, and were positively impacted (n=634)

Q: How was your day positively impacted?

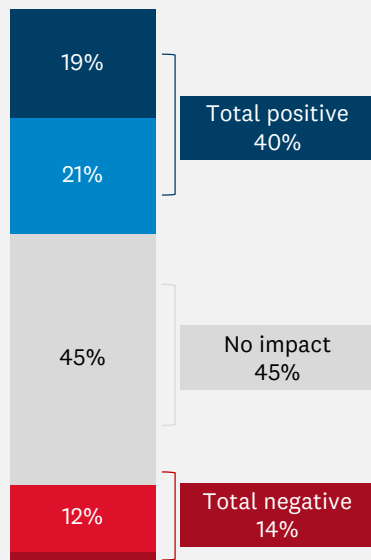


# Impacts of encountering filming

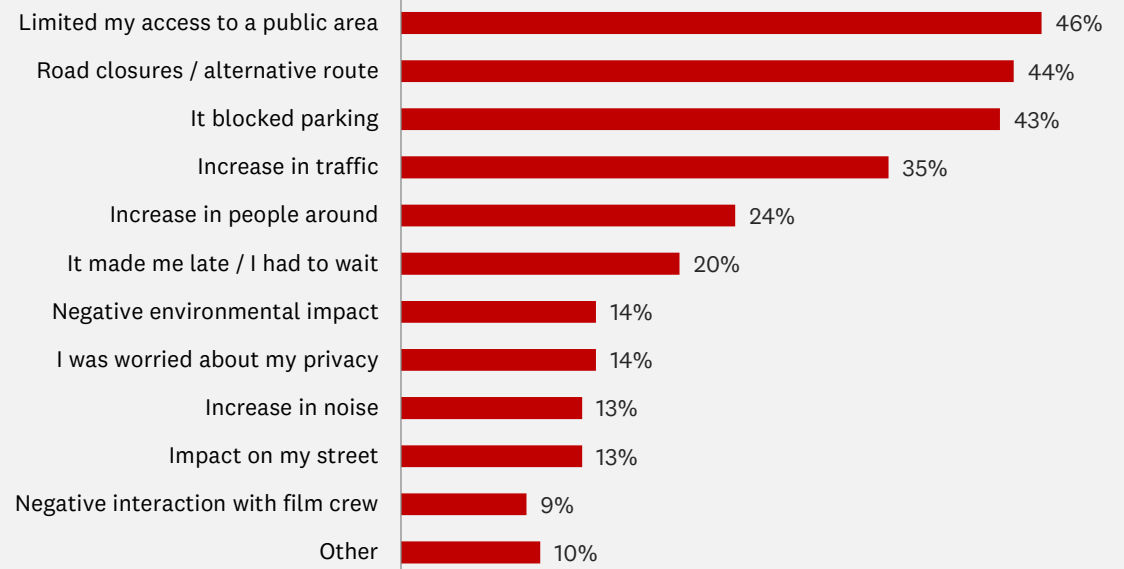
Those who were negatively impacted by their most recent filming encounter most commonly mentioned that the filming was limiting to their access to a public area (46%), that there were road closures (44%), or that parking was blocked (43%).



## Impact of filming encountered:



## How were you **negatively impacted?**

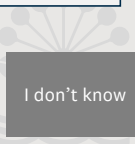


BASE: Those who most recently encountered professional filming (n=1,582)

Q: What impact did it have on you?

BASE: Those who most recently encountered professional filming, and were negatively impacted (n=232)

Q: How were you negatively impacted?

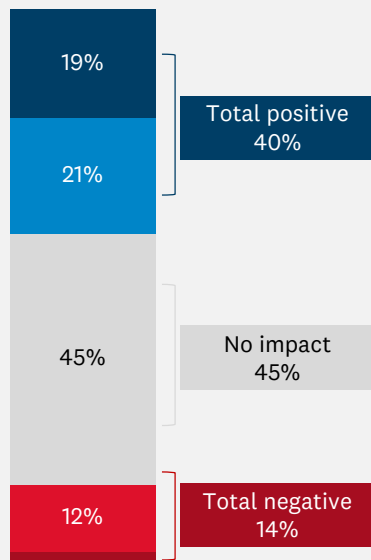


# Reducing negative impact

Comments about how negative impacts could be reduced were largely understanding that some impact is unavoidable. Suggestions included more notice, being more friendly, and taking up less parking and space where possible.



## Impact of filming encountered:



## How could the film crew have reduced the impact?

*"We are lucky to have plenty of space in our driveway; however, this is not the case for many of our neighbours. Parking down the entire street was blocked off, so many people had to park on the next road. The film crew was very unfriendly. I think many of us would be willing to accommodate the filming if the production team was friendlier and made an effort to make the street aware of the filming. There are only 15 or so houses on our street, it would've been easy to let us know in person. We found it particularly bad as we were directly next door to the filming and most of our property could be seen from where they were filming. It would be great to have some reassurance that our property will not be visible in anything they are filming."*

*"We were walking on the beach and were rudely told to get out of the shot. We hadn't seen them (as it was a long-distance shot), and I thought, this is my beach not yours, and we didn't hurry out of the way. It rudely interrupted what was otherwise a peaceful stroll at the beach"*

*"Maybe some explanation of what they were filming to make it more interesting and less annoying."*

*"They couldn't. They just doing their job, no problems."*

*"Had all equipment and film trailers set up in a carpark closer to the filming location. The distance between the carpark they were compared to the filming location was the reason there was a lot of traffic."*

*"Better planning for all their vehicles, so many parked cars (mostly illegally parked) seriously restricted access."*

BASE: Those who most recently encountered professional filming (n=1,582)

Q: What impact did it have on you?

BASE: Those who most recently encountered professional filming, and were negatively impacted, and chose to comment (n=186)

Q: How could the film crew have reduced the impact / effect on you?

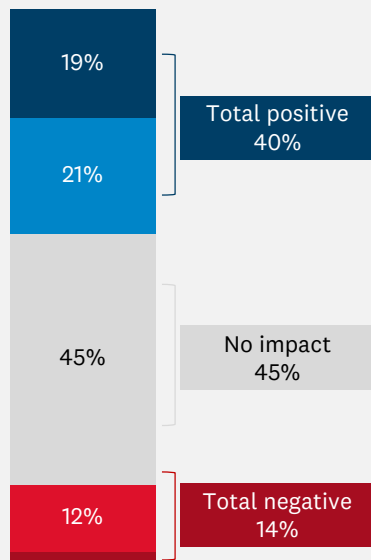


# Negative impacts of filming

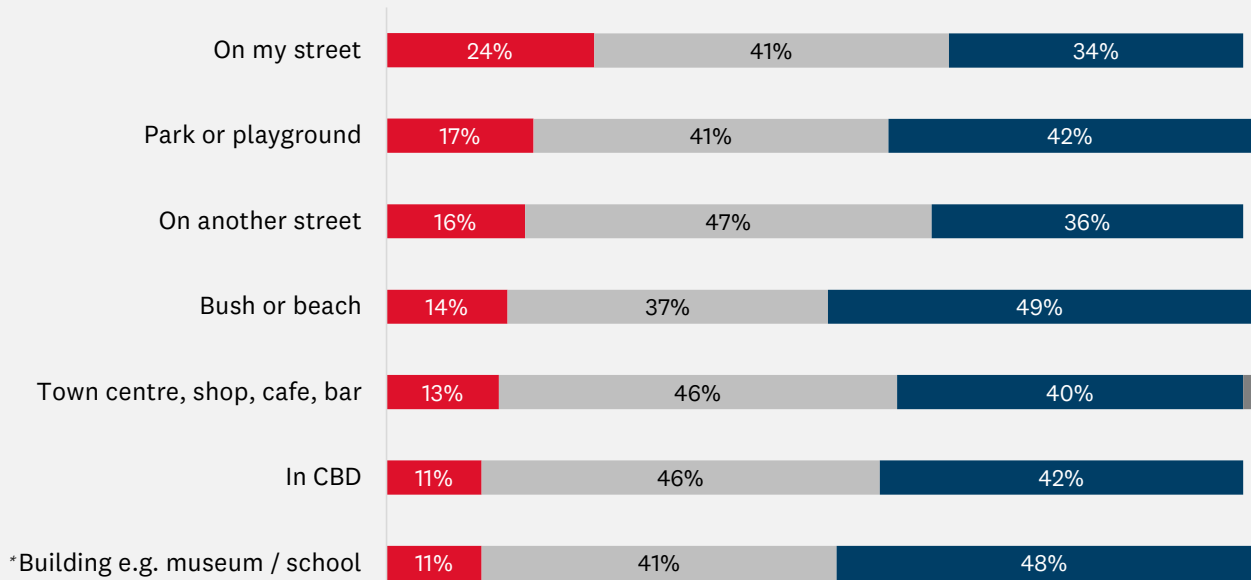
Negative impact was highest for those who encountered filming on their street with 24% of these respondents feeling negatively impacted. The most positive impacts of filming were experienced in natural environments like the bush or beach (49%).



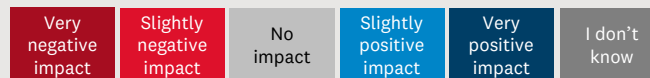
### Impact of filming



### Impact of filming by location



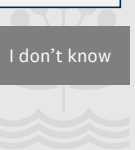
\*Caution small sample size (n=18)



Those who most recently encountered professional filming (n=1,582)

Q: What impact did it have on you?

Q: Thinking about the most recent time you were involved in or encountered professional filming in a public place... Where did the filming take place?



# Negative impacts by filming location

Looking at the type of negative impacts by location, we can see that those who encountered filming on their own street were more likely to experience carparking being blocked, an increase in traffic, people, and noise. Filming in town centres or shops were more likely to make people late or have to wait.



## Type of negative impacts by location of filming:

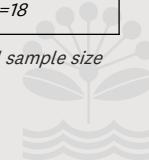
	On my street	On another street	In the CBD	Town centre, shop, cafe, bar	Park or playground	Bush or beach	<i>*Building e.g. museum / school</i>
Limited my access to a public area	25%	45%	56%	49%	70%	60%	83%
Road closures / had to use alternative route	41%	60%	53%	51%	51%	40%	56%
It blocked parking that could have been used	49%	56%	40%	47%	51%	40%	39%
Increase in traffic	46%	39%	36%	24%	46%	35%	22%
Increase in people around	37%	29%	20%	24%	21%	29%	33%
It made me late / I had to wait	19%	23%	20%	31%	28%	21%	44%
Negative environmental impact	14%	15%	18%	20%	23%	31%	33%
I was worried about my privacy / I felt uncomfortable	17%	11%	16%	27%	7%	8%	22%
Impact on my street e.g. I had to move car	33%	23%	13%	13%	18%	13%	28%
Increase in noise	27%	17%	9%	7%	14%	15%	28%
Other (please specify)	10%	5%	4%	18%	7%	10%	6%
Negative interaction with film crew	11%	10%	7%	16%	9%	8%	22%
Total Count (Answering)	n=63	n=87	n=55	n=45	n=57	n=48	n=18

*\*Caution small sample size*

BASE: Those who most recently encountered professional filming, and were negatively impacted (n=232)

Q: How was your day negatively impacted?

Q: Thinking about the most recent time you were involved in or encountered professional filming in a public place... Where did the filming take place?

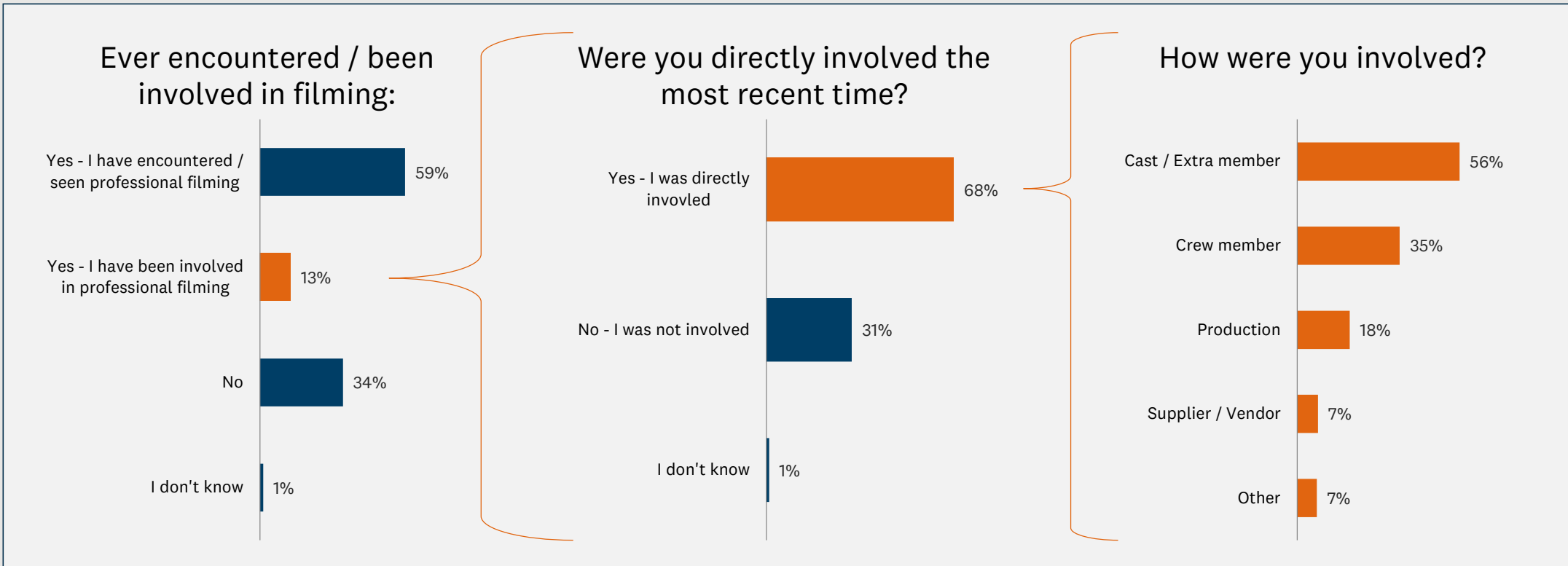


# Involvement in filming



# Involvement in filming

13% of respondents had been involved in professional filming in the past. 68% of these respondents said they directly involved in the filming they most recently encountered. Just over half of these were cast members or extras (56%), 35% were crew members and 18% were involved in production.



BASE: All respondents (n=2,819)

Q: While living in Auckland, have you ever seen / encountered or been involved with professional filming in public places?

BASE: Those who have been involved in filming (n=354), BASE: Those who were most recently directly involved in filming (n=242)

Q: Thinking about the most recent time you were involved in or encountered professional filming in a public place... Were you directly involved in the production?

Q: How were you involved in the production / what was your role?





# Filming notifications

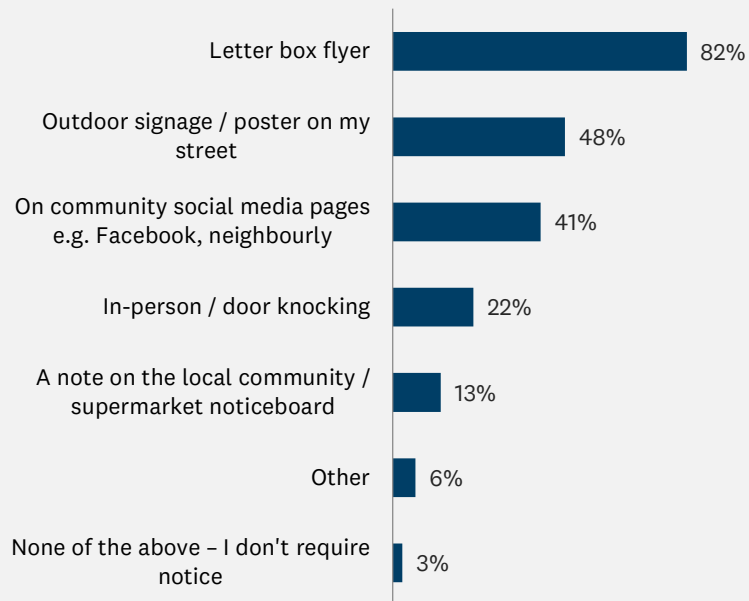


# Attitudes towards filming

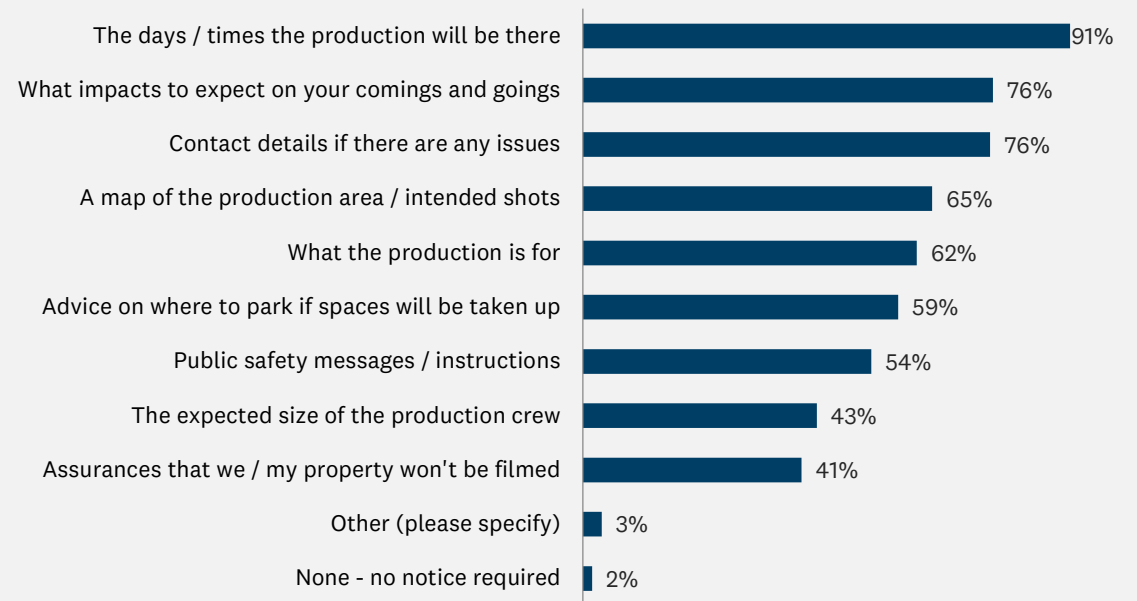
We asked panellists how they would like to be notified if there were to be a professional film production on their street. They said they would most like to be notified by letterbox flyer (82%), followed by outdoor signage (48%). In terms of the information included, they would most like to see the days / times the production will be there (91%), what impacts they can expect on their comings and goings (76%), and contact details if there are any issues (76%).



## How would you like to be notified?



## What information would you like to be included?



BASE: All respondents (n=2,819)

Q: If there were to be filming on your street how would you like to be notified?

Q: What information would you like to be included in the notifications?



# Any questions?

Contact the People's Panel Team at  
[peoplespanel@aucklandcouncil.govt.nz](mailto:peoplespanel@aucklandcouncil.govt.nz)

