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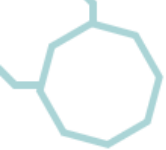
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Executive summary



Executive summary

A total of **1,349 responses** were received out of 4,800 invitations, between July 2024 to June 2025, with a response rate of 29% (similar to the previous 12 months).

Overall satisfaction

Performance measures (Page 5)

- **Overall satisfaction** with the Dunedin City Council sits at 48% - a slight decrease from 50% in 2024.
- Satisfaction with the performance of the **Mayor and Councillors** is stable at 30%.
- Satisfaction with the performance of **Community Board members** has risen slightly to 38% (from 36% last year).
- Around one-third of respondents are satisfied with the **value for money** of Dunedin City Council services and activities (35%, down from 38% in 2024).

Facilities, Infrastructure, and Services (Page 6)

- Satisfaction with most **DCC facilities** remains high, with 78% satisfied with **parks, reserves, and open spaces** (stable from 80%), 75% satisfied with **sports and recreational facilities** (unchanged from 2023/24), and 81% satisfied with cultural and creative facilities such as libraries, museums and the Dunedin Public Art Gallery (down slightly from 84%).
- **The level of satisfaction with roading-related infrastructure** has seen a significant improvement, up to 35% from 26% last year. **Overall satisfaction with Services and infrastructure delivery** continues to lead as the highest-rated performance measure, with 63% of respondents satisfied – stable from 62% last year.
- Similarly, the levels of satisfaction with services have recorded significant improvements - **waste management** (67%, up from 62%) and **planning/urban design** (63%, up from 59%). In contrast, satisfaction with **water-related infrastructure** (59%) has gone slightly down from 62%.
- Satisfaction with **handling enquiries** is currently at 68%, showing a slight shift from 73%. Satisfaction with **regulatory services** (55%) remains largely consistent with last year's results (58%). Similarly, satisfaction with **communications** is at 55%, which remains relatively stable (57% last year).

Top priorities (Page 63)

The top priorities for respondents (from an open-ended question with 1,009 responses) remain consistent from last year:

- **Maintenance of roading infrastructure**; e.g., fixing the roads/footpaths, traffic control (22%);
- **Reducing rates** or keeping them lower/no increases (13%)
- **Reducing city debt**/being more financially stable/spending money more wisely (12%)
- **Managing flooding, drainage, and stormwater** (12%)
- **Starting or completing major projects** such as the new hospital [without always specifying the DCC's role in this project] (11%).

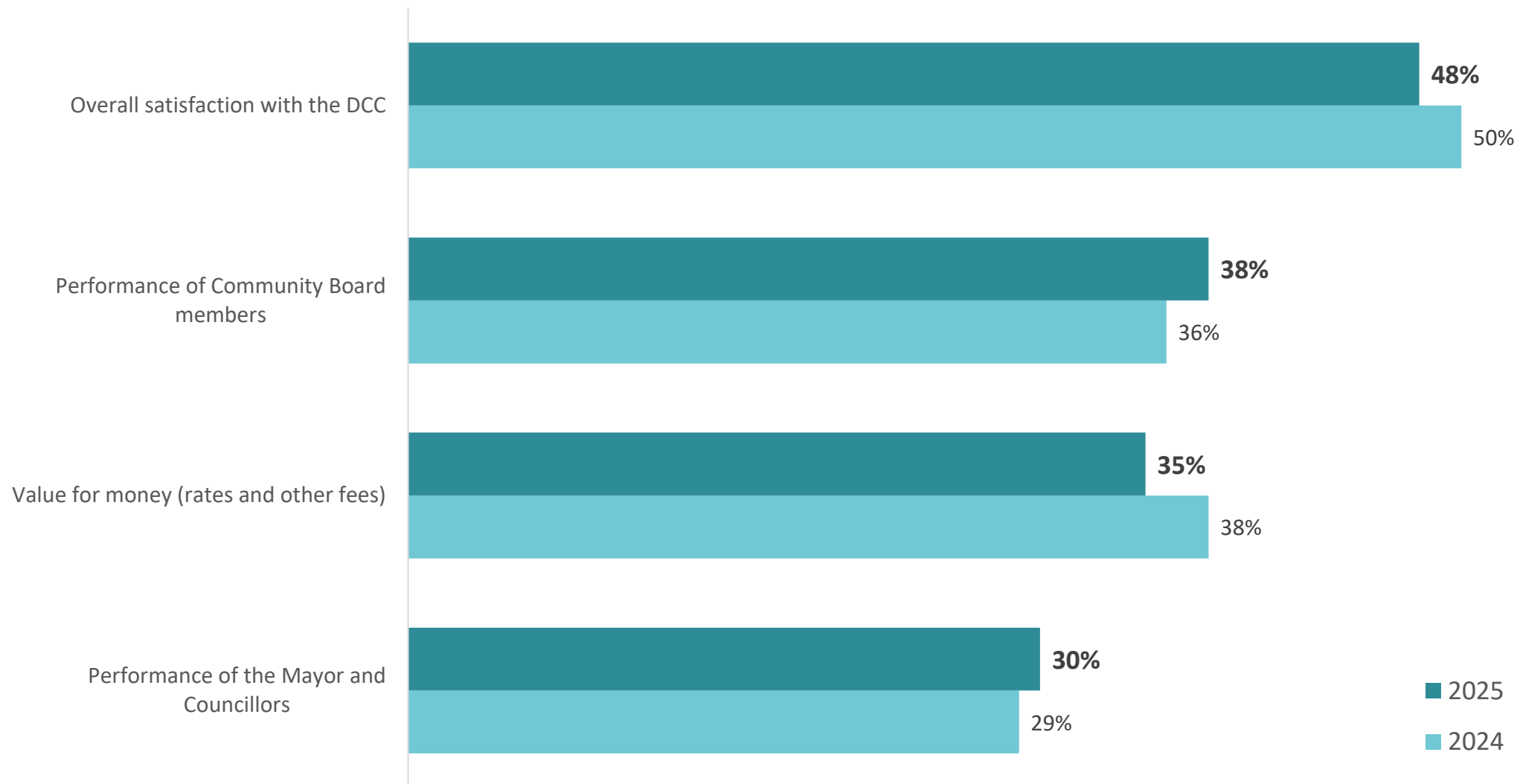
Performance versus importance analysis (Page 65)

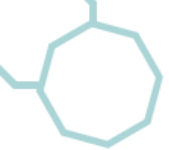
The **performance of the Mayor and Councillors**, the **performance of Community Board members**, and **roading-related infrastructure** are identified as having high relative influence on overall satisfaction with the Dunedin City Council, but currently lower relative performance. Increased satisfaction in the performance in these areas can be expected to boost overall satisfaction with the Dunedin City Council.



Overall rating summary

Performance Measures





Overall rating summary of facilities, infrastructure, and services

Facilities



Infrastructure

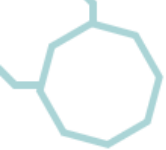


Services





Introduction



Research objectives and methodology



Research objectives

Dunedin City Council (DCC) has commissioned a survey of residents annually since 1994. The survey measures residents' use of and perspectives on a range of council facilities, services, and infrastructure.

The specific **objectives** of the research are to:

- Gauge the extent to which the Council is meeting its Long Term Plan and Annual Plan objectives.
- Measure residents' satisfaction with the performance of Council's services, facilities, and infrastructure.
- Identify areas for improvement that would be valued by residents and enhance overall Council performance.



Methodology

As in previous survey waves, a sequential mixed-mode methodology was used over the last 12 months. Ōtepoti Dunedin residents aged 18 years and over were randomly sampled from the electoral roll each month (with quotas for 11 community areas) and sent a letter by post inviting them to complete the questionnaire online using a unique survey code. Those who preferred to complete the questionnaire on paper were provided with information on how to request this. A follow-up reminder post card was sent out to all those not responding initially, with a hard copy of the questionnaire then sent to a random selection of those who did not respond to the postcard reminder. As an incentive to participate, all completed surveys went into a prize draw to win one of three supermarket vouchers.

Data is collected via a survey questionnaire which includes a mix of closed-ended and open-ended questions. Closed questions include frequency of use for a range of facilities and rating satisfaction with facilities, services, infrastructure and aspects of the council service overall on a scale from 1 – 10.

Note: Statistically significant differences in results from the previous year, or between users and non-users of services, have been noted throughout the report. Arrows are used to indicate statistically significant higher or lower results at the 95% confidence level. Differences in results that do not have an arrow are not statistically significant at this level.



Facilities

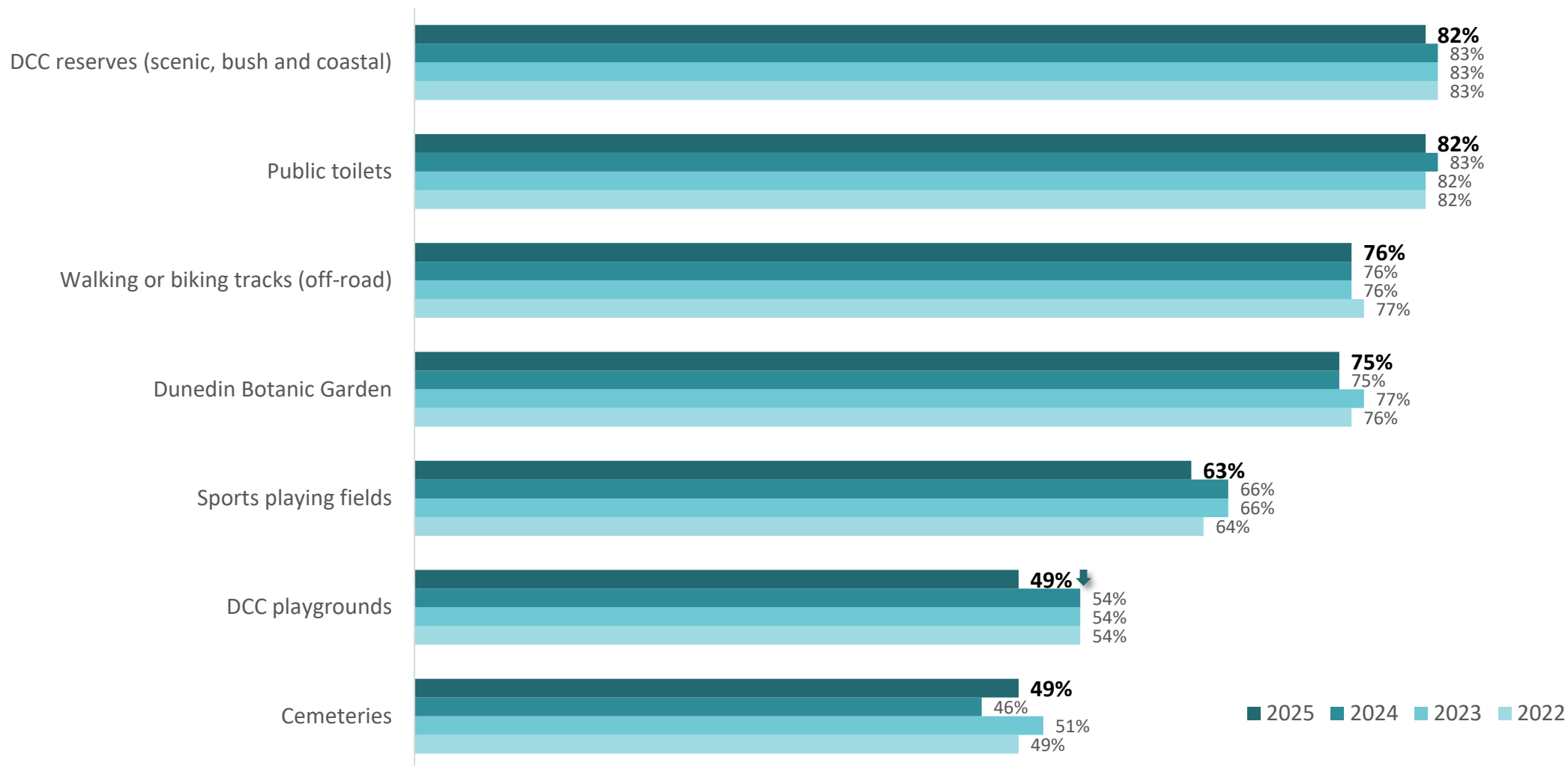
Parks, reserves, and open spaces





Visiting parks, reserves, and open spaces

Percentage having visited in the last 12 months



NOTES

Q: In the last 12 months, about how often have you visited each of the following:

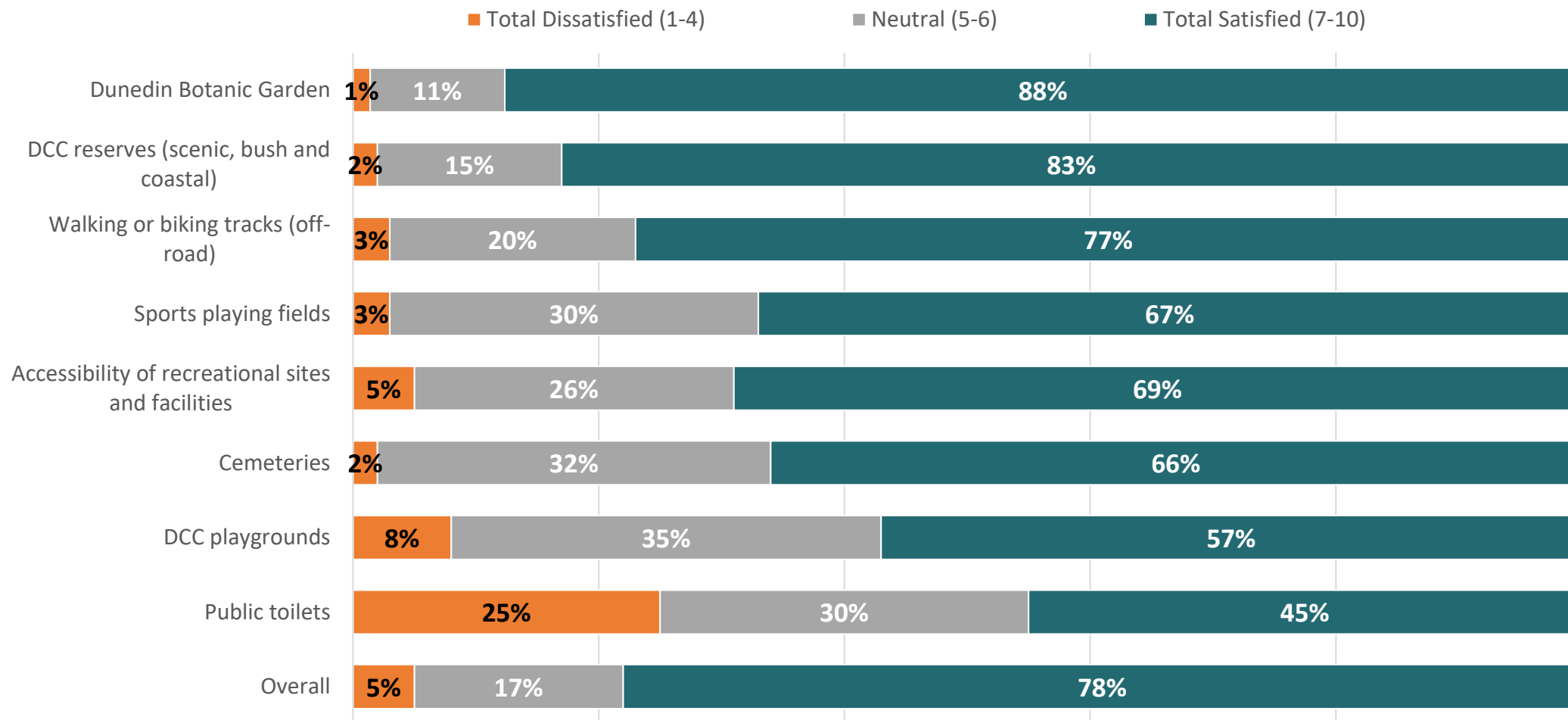
Total sample size: 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334 ; 2025 n=1,349. Sample size for significance testing varies each question as 'don't know' responses are excluded.

Arrow indicate statistically significant higher or lower result from the 2023/24 survey.



Satisfaction with parks, reserves, and open spaces

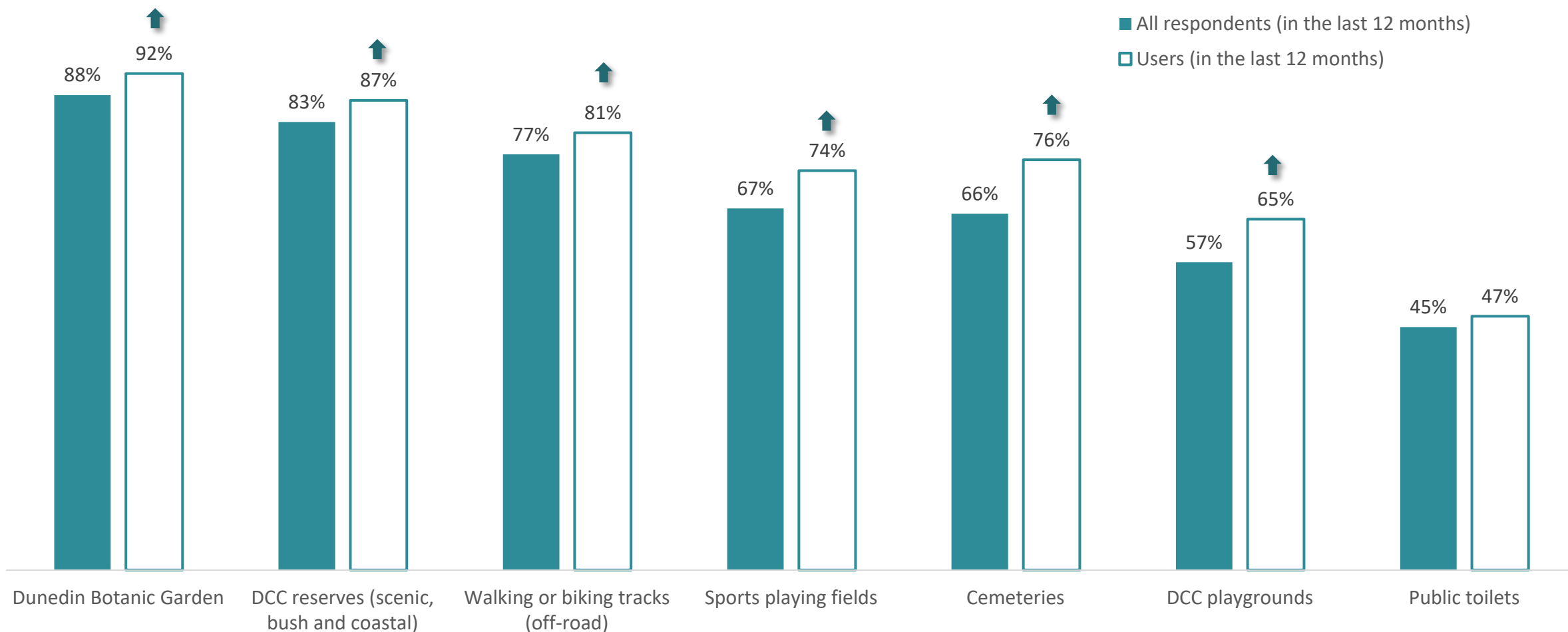
Over the last 12 months, the Dunedin Botanic Garden received the highest satisfaction rating (88%), followed closely by reserves (83%), and walking tracks (77%), based on responses from all those surveyed, including users and non-users. In contrast, fewer than half of respondents (45%) were satisfied with public toilets.





Satisfaction with parks, reserves and open spaces

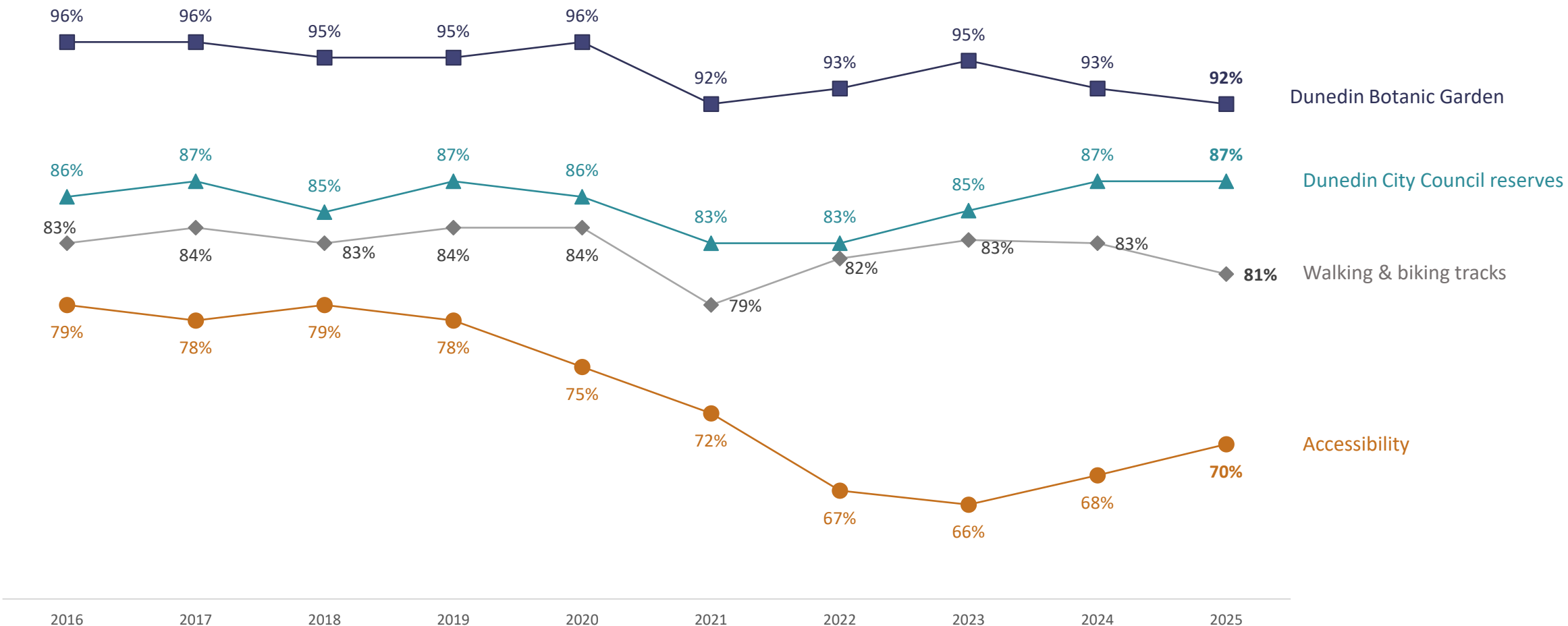
Users of each aspect of parks, reserves, and open spaces gave higher satisfaction ratings than the total sample. Arrows show statistically significant differences — seen this year for the Botanic Garden, reserves, walking and biking tracks, sports fields, cemeteries, and playgrounds.





Satisfaction with parks, reserves, and open spaces – users over time

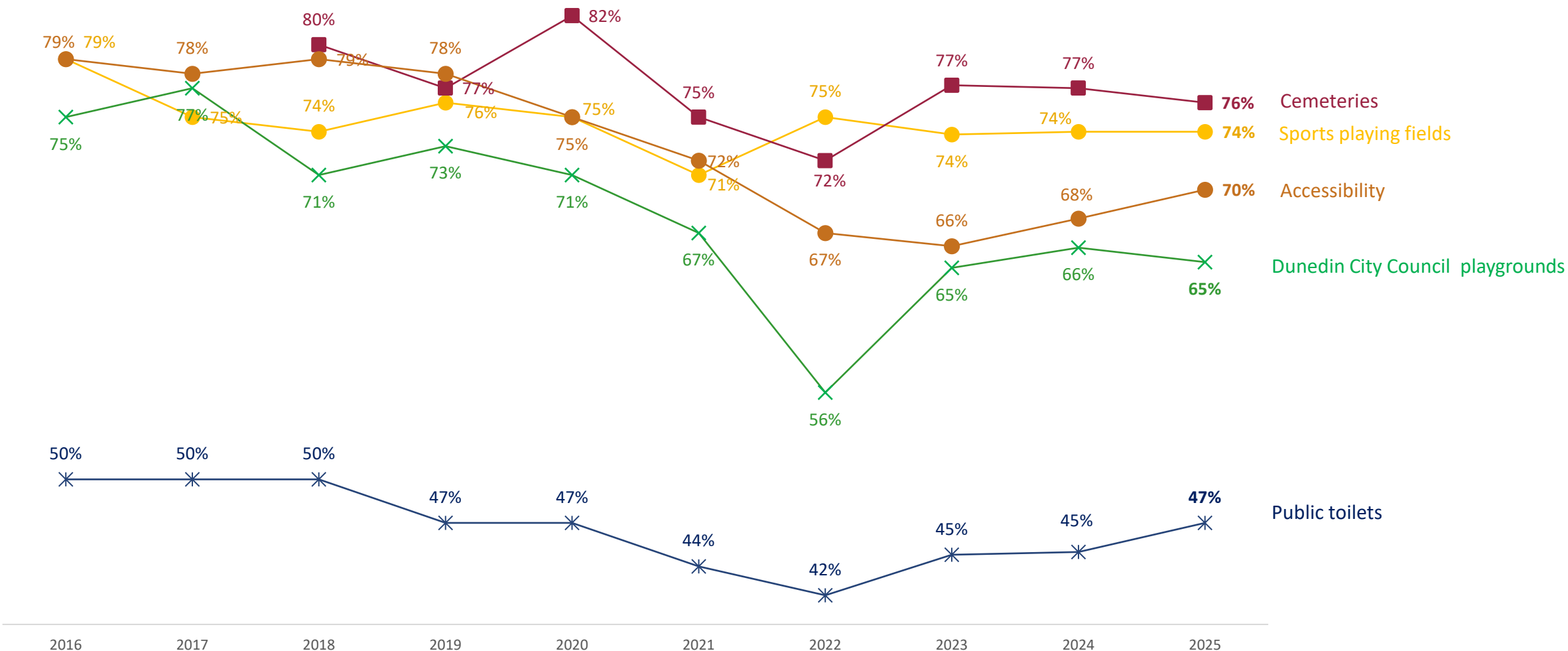
Among users, satisfaction with parks, reserves, and open spaces remained broadly stable over the last 12 months. Slight increases were seen for accessibility.





Satisfaction with open space amenities – users over time

Among users, satisfaction with open space amenities remained stable over the last 12 months. Slight increases were seen for accessibility and public toilets, but these were not statistically significant.





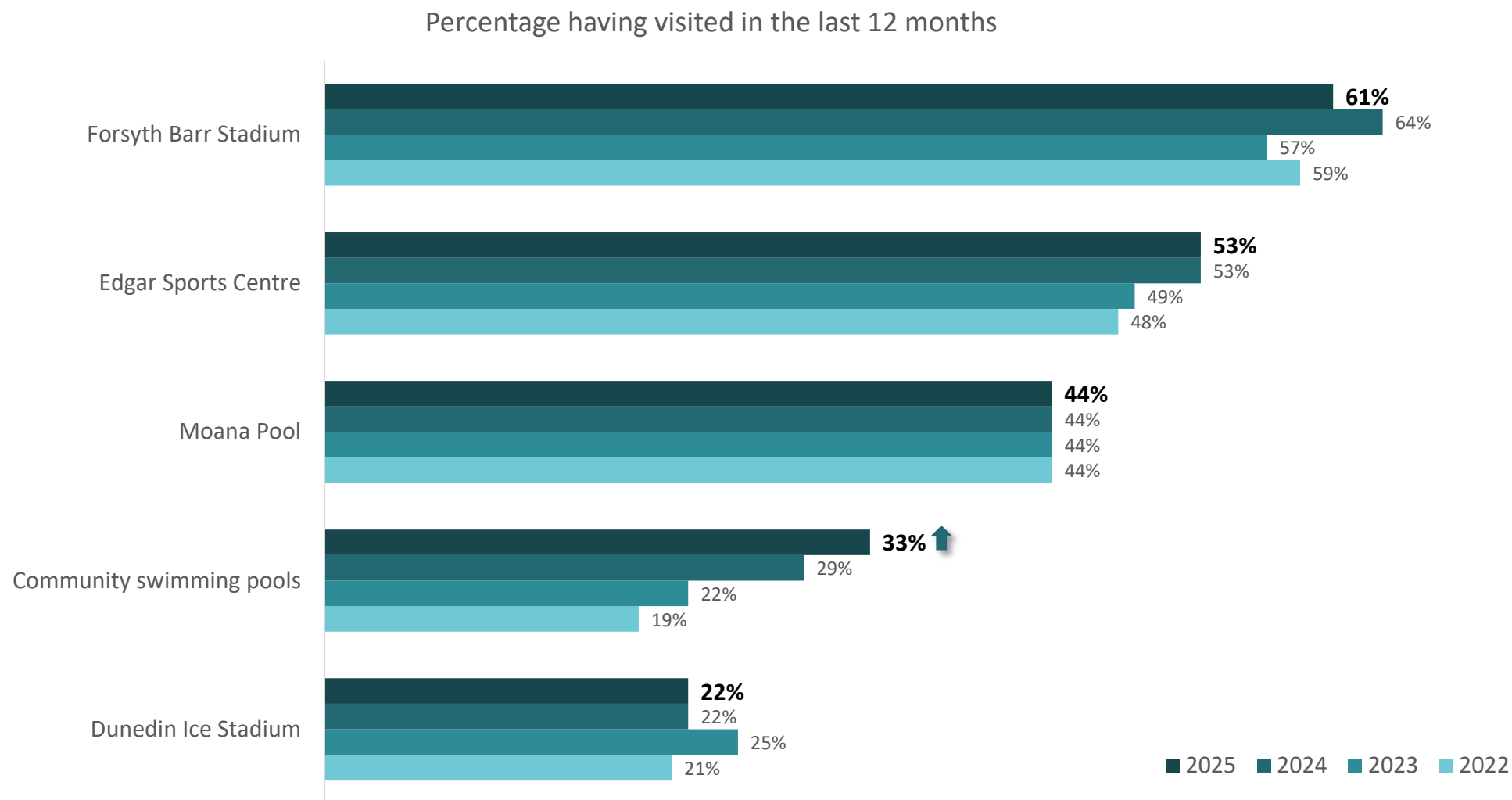
Facilities

Sports and recreation facilities





Visiting sports and recreation facilities

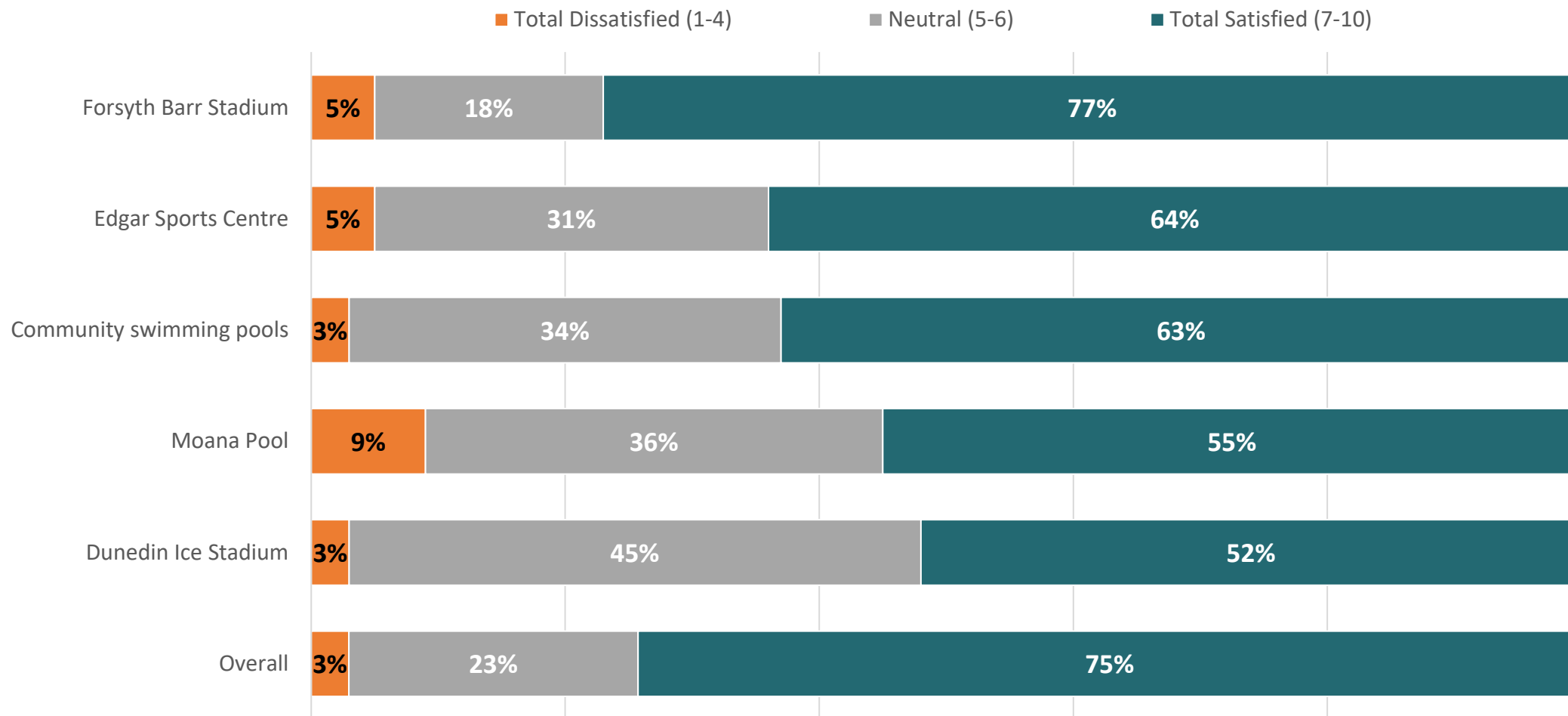


NOTES Q: In the last 12 months, about how often have you visited each of the following:
Total sample size: 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334; 2025 n=1,349.
Sample size for significance testing varies each question as 'don't know' responses are excluded.
Arrow indicate statistically significant higher or lower result from the 2022/23 survey.



Satisfaction with sports and recreation facilities

Forsyth Barr Stadium received the highest satisfaction ratings over the last 12 months, followed by the Edgar Sports Centre. In comparison, satisfaction ratings were lower for community swimming pools, the Dunedin Ice Stadium and Moana Pool.



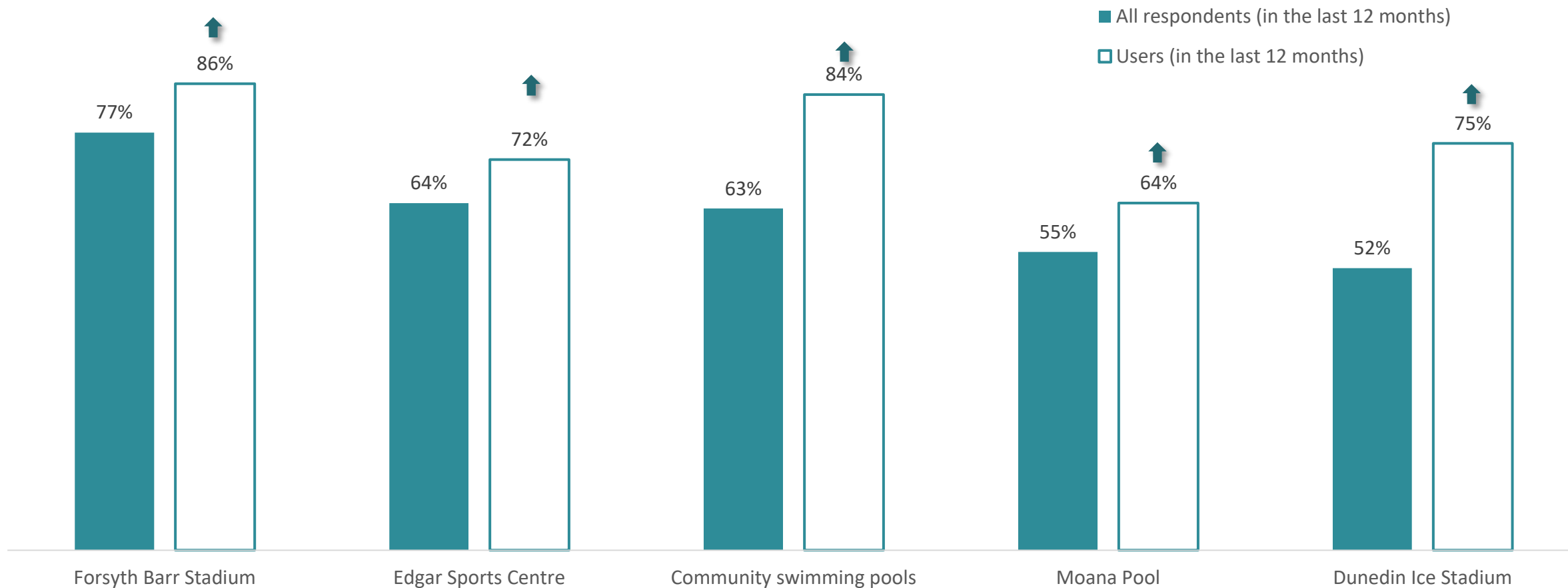
NOTES Q: How satisfied are you with each of the following?

Sample size: Moana Pool n=873; Community swimming pools (Mosgiel, St Clair and Port Chalmers – any or all of these) n=712; Dunedin Ice Stadium n=604; Edgar Sports Centre n=896, Forsyth Barr Stadium n=997. Exclude 'don't know' response.



Satisfaction with sports and recreation facilities

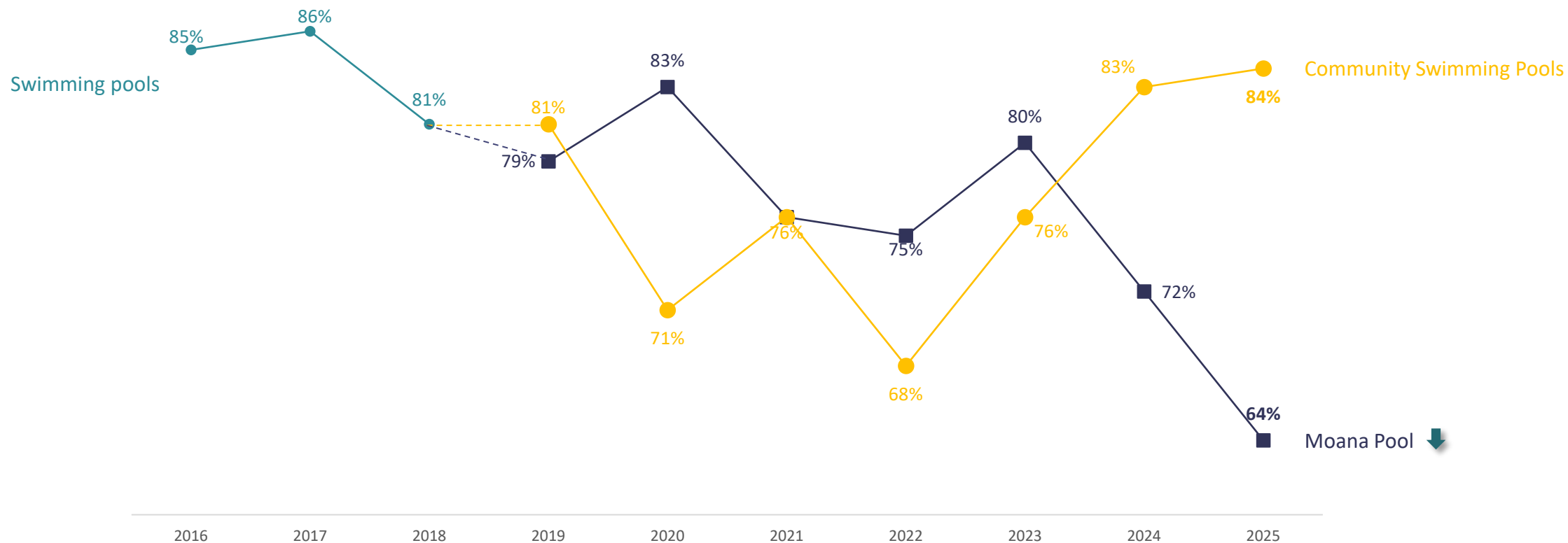
Satisfaction ratings were significantly higher among those who had used each of the sports facilities. These differences are all statistically significant.





Satisfaction with swimming pools – users over time

Compared to 2023/24, there has been a statistically significant decline in satisfaction among users of the Moana Pool, dropping significantly to 64% over the last 12 months - the lowest level recorded in the last decade.

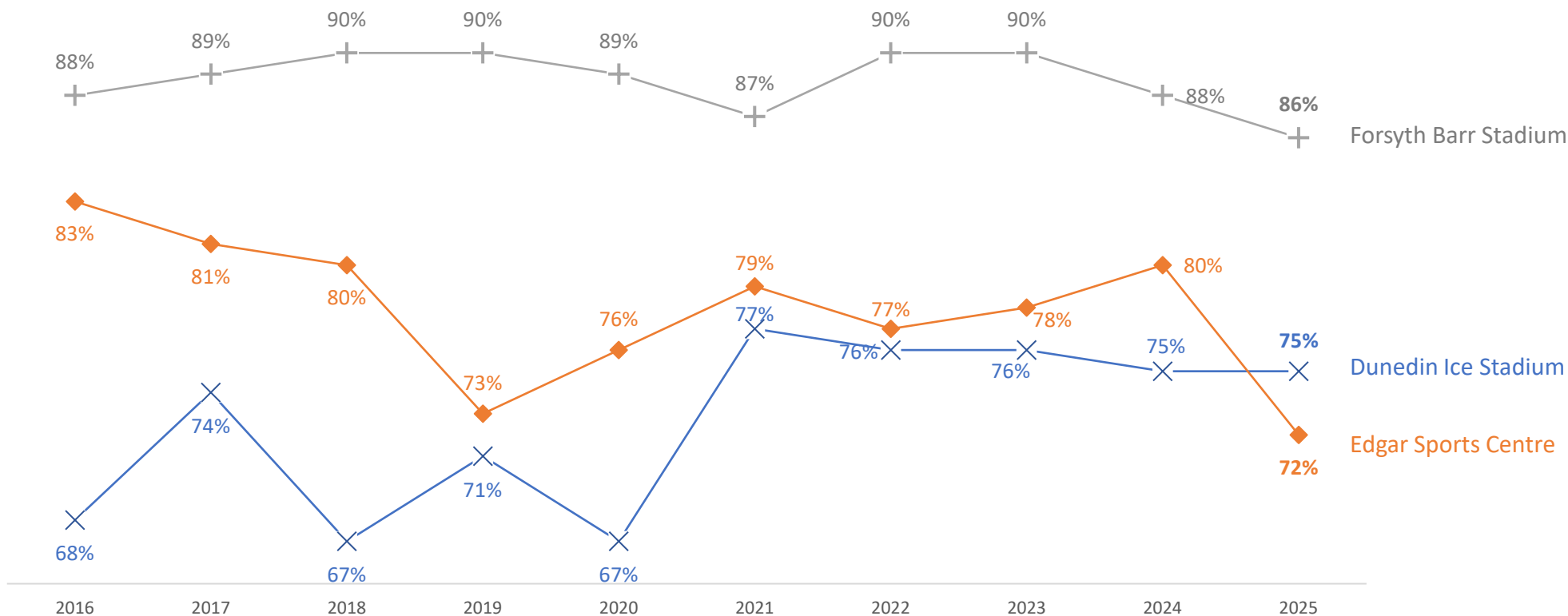


NOTES: Q: How satisfied are you with each of the following?
In the 2019 questionnaire, 'In the last 12 months how frequently have you visited Swimming pools: Moana, Mosgiel, St Clair, Port Chalmers (any or all of these)' has been removed and replaced with 'Moana swimming pool' and 'Community swimming pools'.
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334; 2025 n=1,349.
Sample size for significance testing varies each question as 'don't know' responses are excluded.
Arrow indicate statistically significant higher or lower result from the 2023/24 survey.



Satisfaction with sports and recreation facilities – users over time

Compared to 2023/24, there has been a statistically significant decline in satisfaction among users of the Edgar Sports Centre – down 8 percentage points to 72%, its lowest satisfaction rating since monitoring began.



NOTES: Q: How satisfied are you with each of the following?

In the 2019 questionnaire, 'In the last 12 months how frequently have you visited Swimming pools: Moana, Mosgiel, St Clair, Port Chalmers (any or all of these)' has been removed and replaced with 'Moana swimming pool' and 'Community swimming pools'.

Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334; 2025 n=1,349.

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Facilities

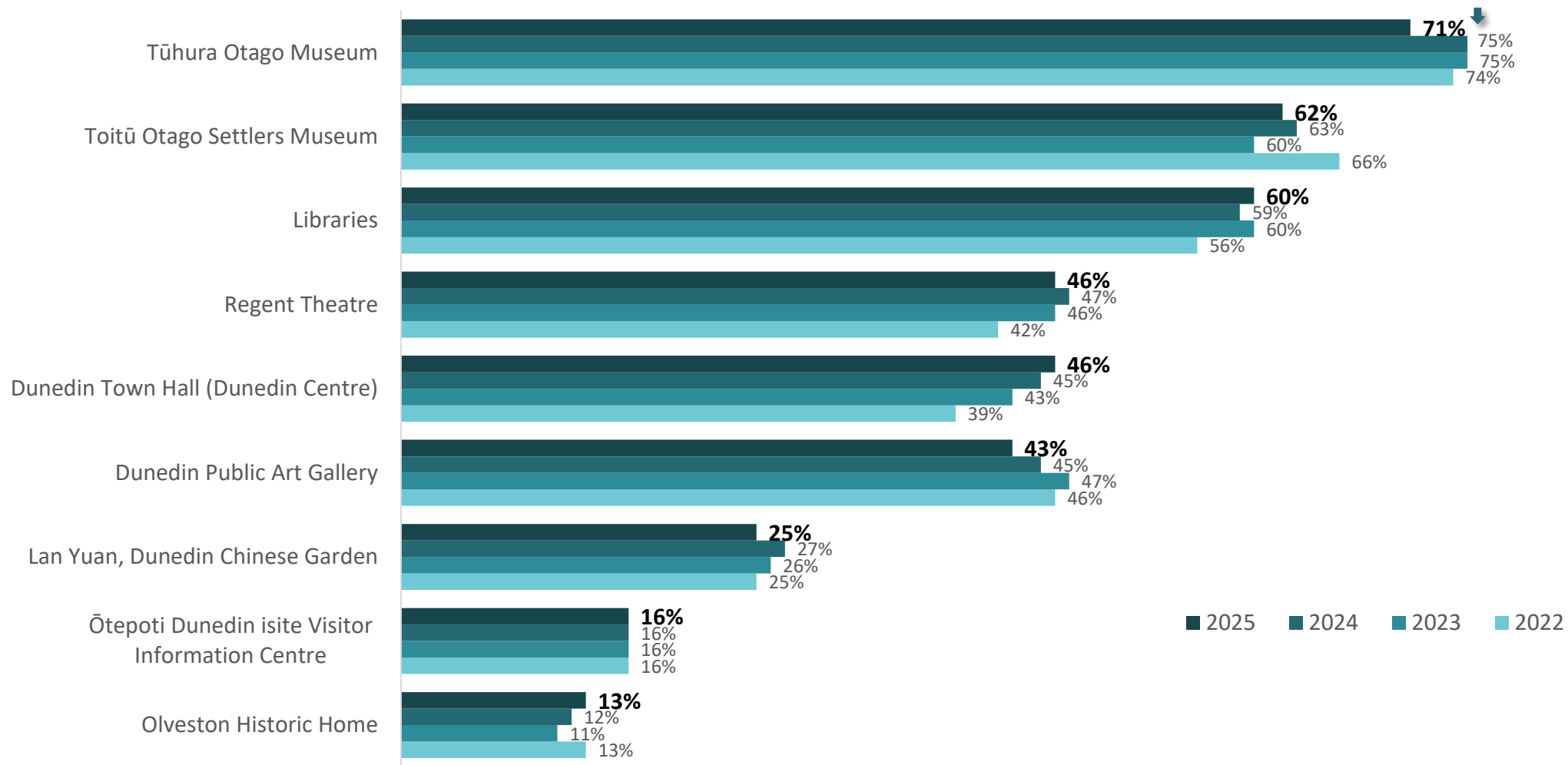
Cultural and creative facilities





Usage of cultural and creative facilities

Percentage having visited in the last 12 months

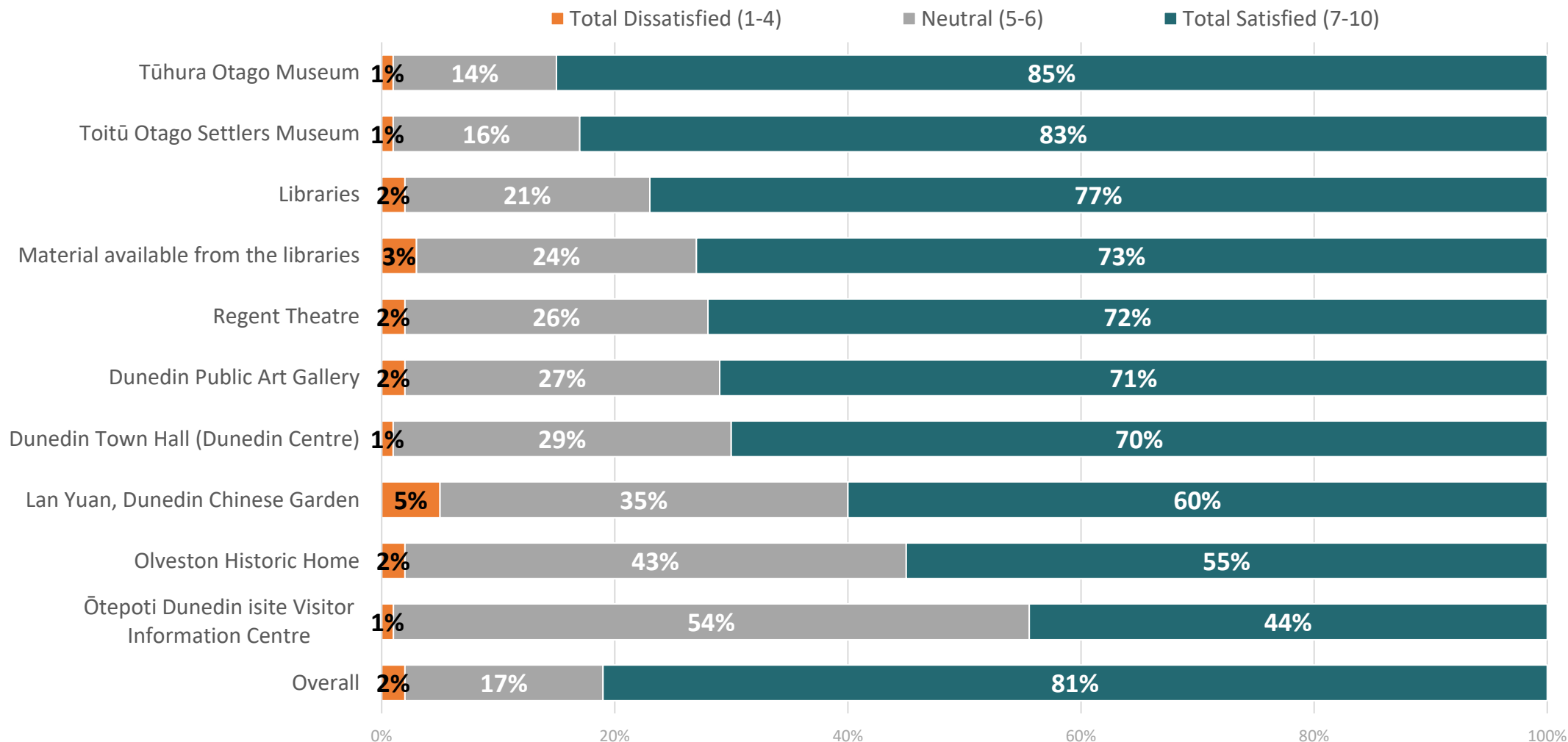




Satisfaction with cultural and creative facilities

Satisfaction ratings were highest for Tūhura Otago Museum, Toitū Otago Settlers Museum and libraries (ratings by the all those surveyed including users and non-users).

Satisfaction ratings were lower for Ōtepoti Dunedin isite Visitor Information Centre, followed by Olveston Historic Home. However, it should be noted that these facilities have higher percentages of neutral ratings (rather than negative ratings), likely due to their lower levels of use.

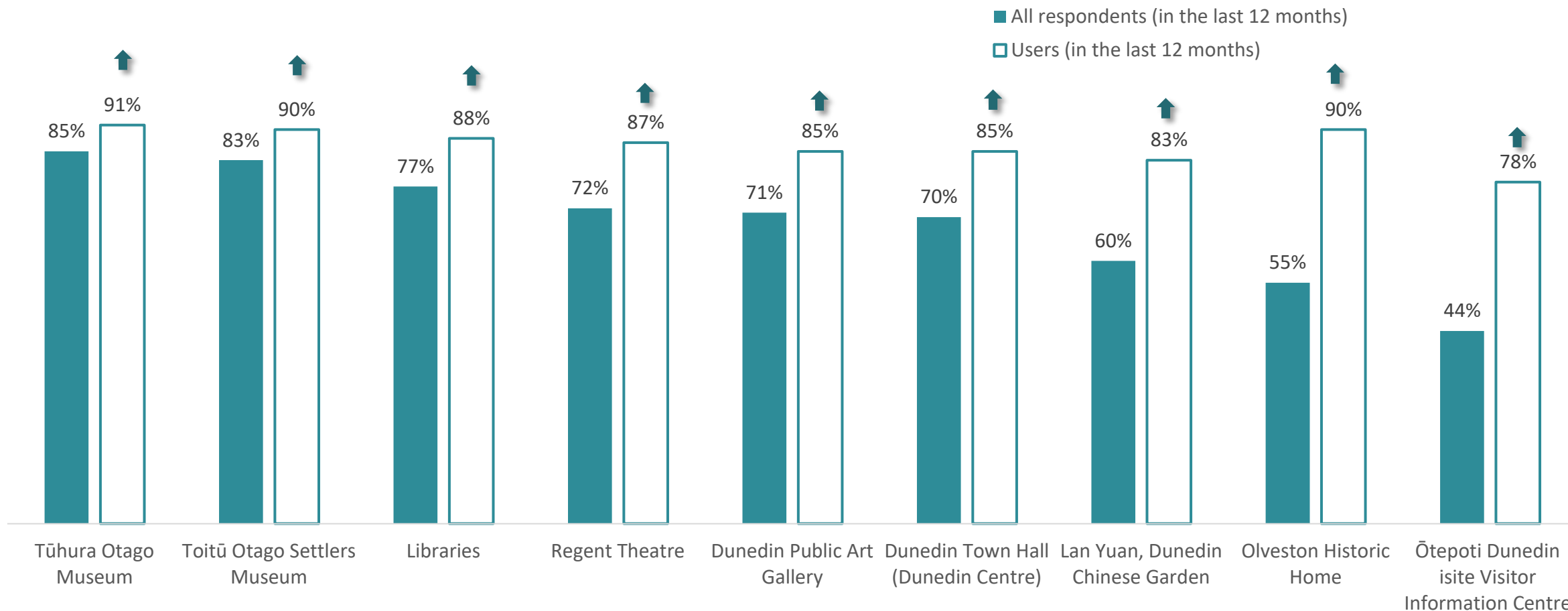




Satisfaction with cultural and creative facilities

Those who had used a facility at least once in the last 12 months gave higher satisfaction ratings across all the facilities – these results are statistically significant in every case.

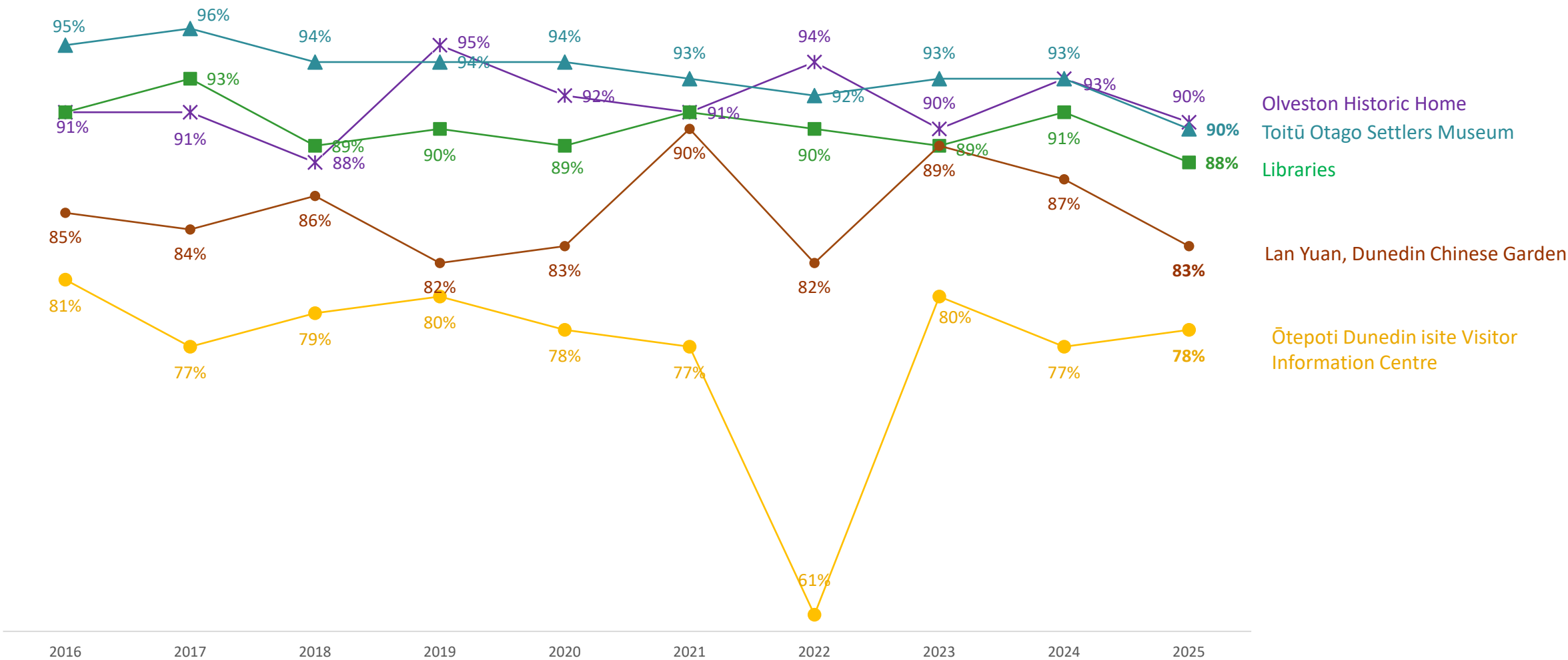
The biggest difference in satisfaction ratings between all respondents and users were for the three facilities that had the smallest number of users overall – Lan Yuan Dunedin Chinese Garden, Olveston Historic Home and Ōtepoti Dunedin isite Visitor Information Centre.





Satisfaction with cultural and creative facilities – users over time

Satisfaction remains high for those who have used these public facilities at least once over the last 12 months, and all stable from the 2023/24 results.

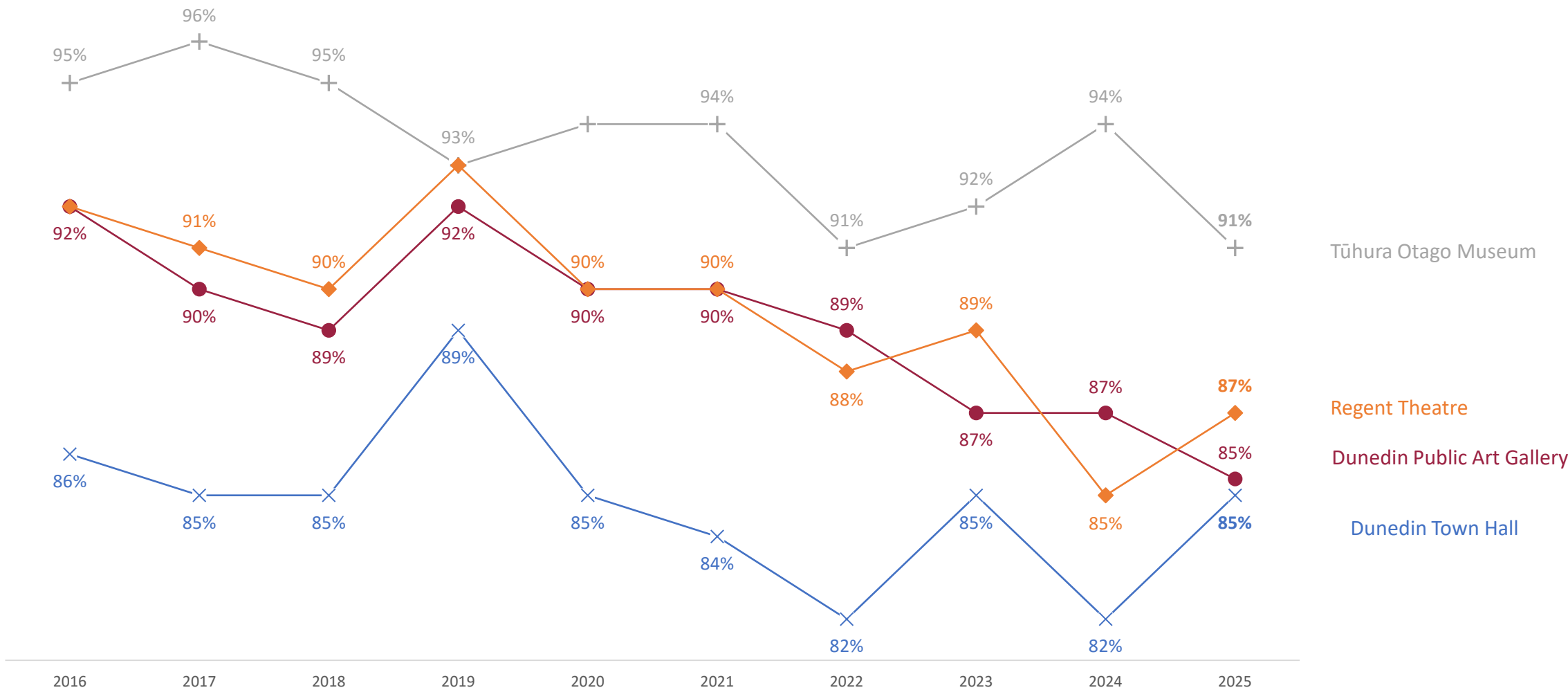


NOTES Q: How satisfied are you with each of the following?
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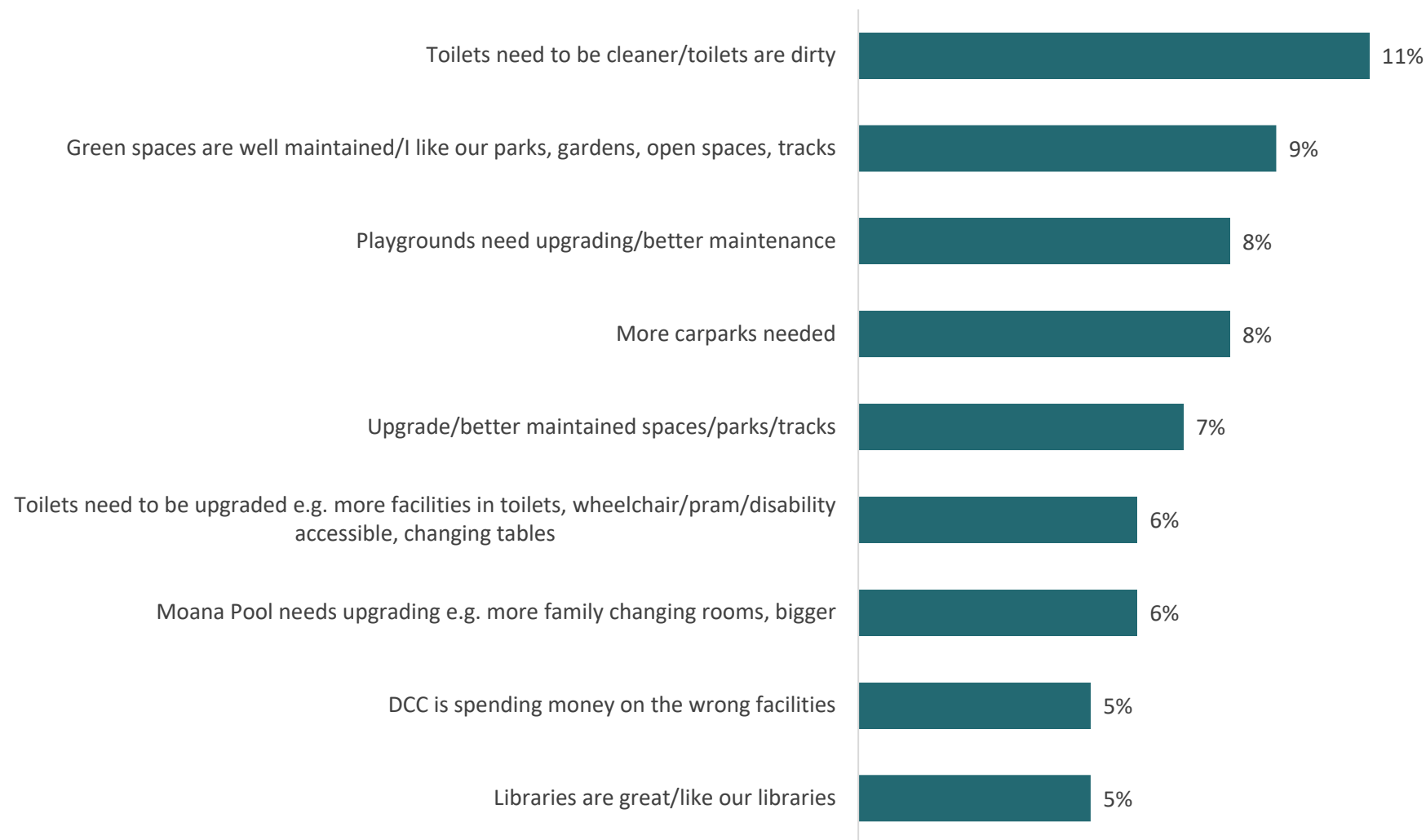


NOTES Q: How satisfied are you with each of the following?
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Sample size for significance testing varies each question as 'don't know' responses are excluded.
Arrow indicates statistically significant higher or lower result from the 2023/24 survey.



Residents' feedback about Ōtepoti Dunedin's facilities in the last year

Note: This includes any comments on parks, reserves and open space facilities, sports and recreation facilities and cultural and creative facilities.

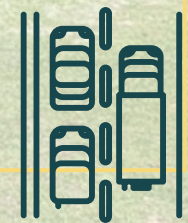


Note: 25% of respondents made general positive comments e.g. 'Everything's great'; 5% made general negative comments e.g. 'Need more facilities everywhere.'



Infrastructure

Water and roading

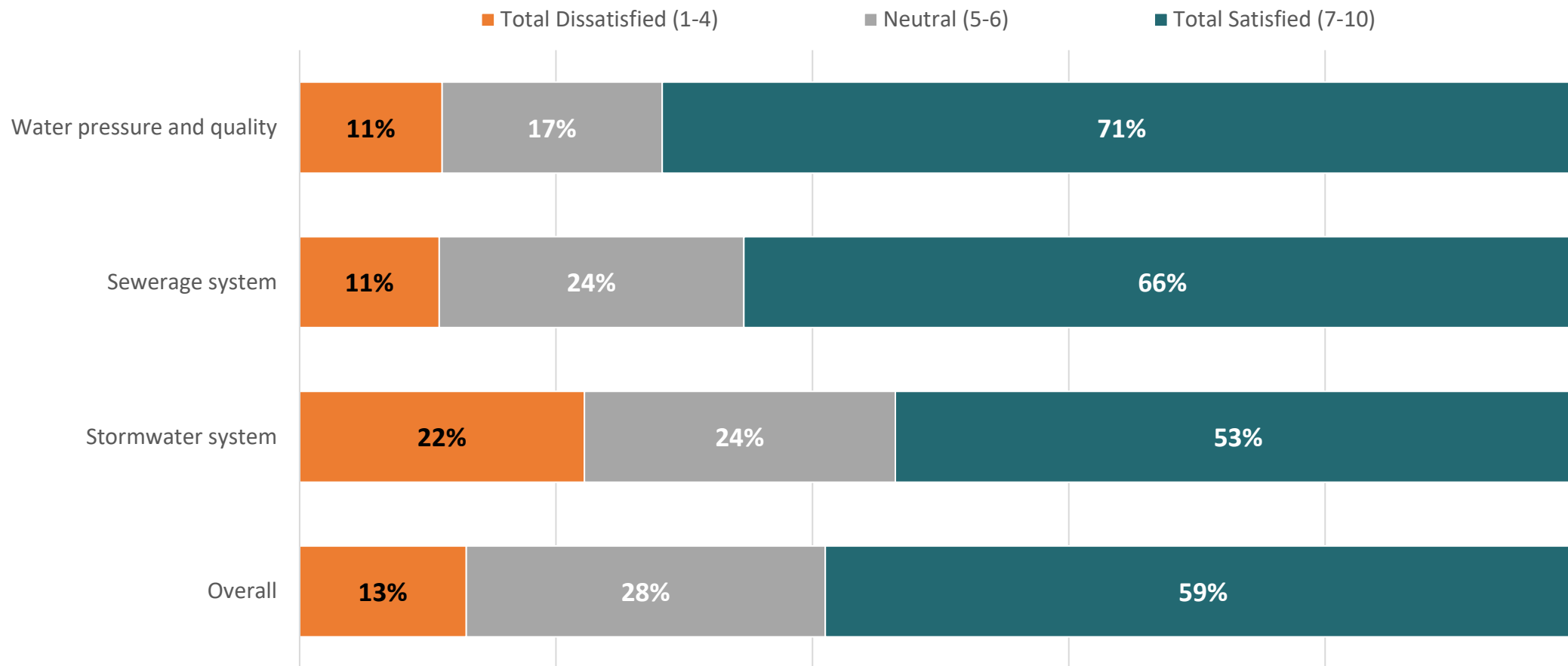




Satisfaction with water supply, stormwater and sewerage

Just less than two thirds of respondents (59%) were satisfied with water-related infrastructure overall.

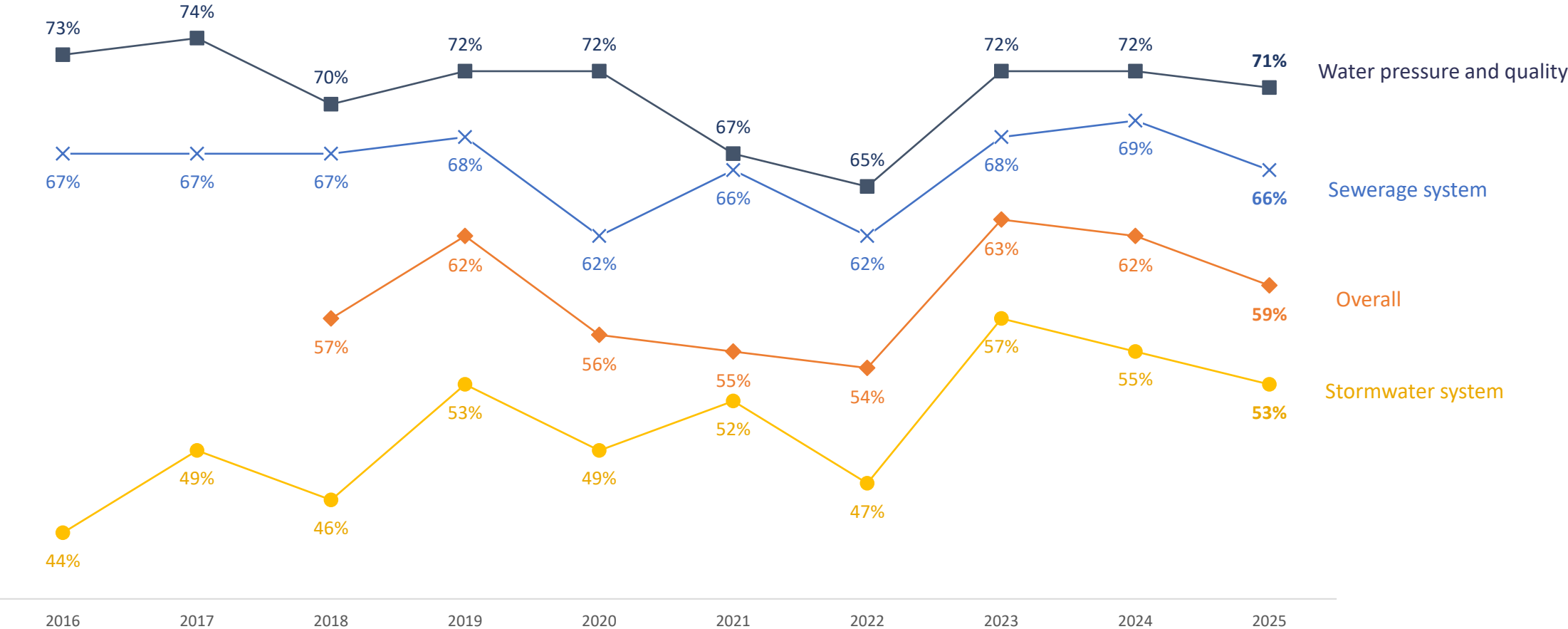
Satisfaction was highest for water pressure and quality (71%) and the sewerage system (66%), while satisfaction with the stormwater system was lowest at 53%.





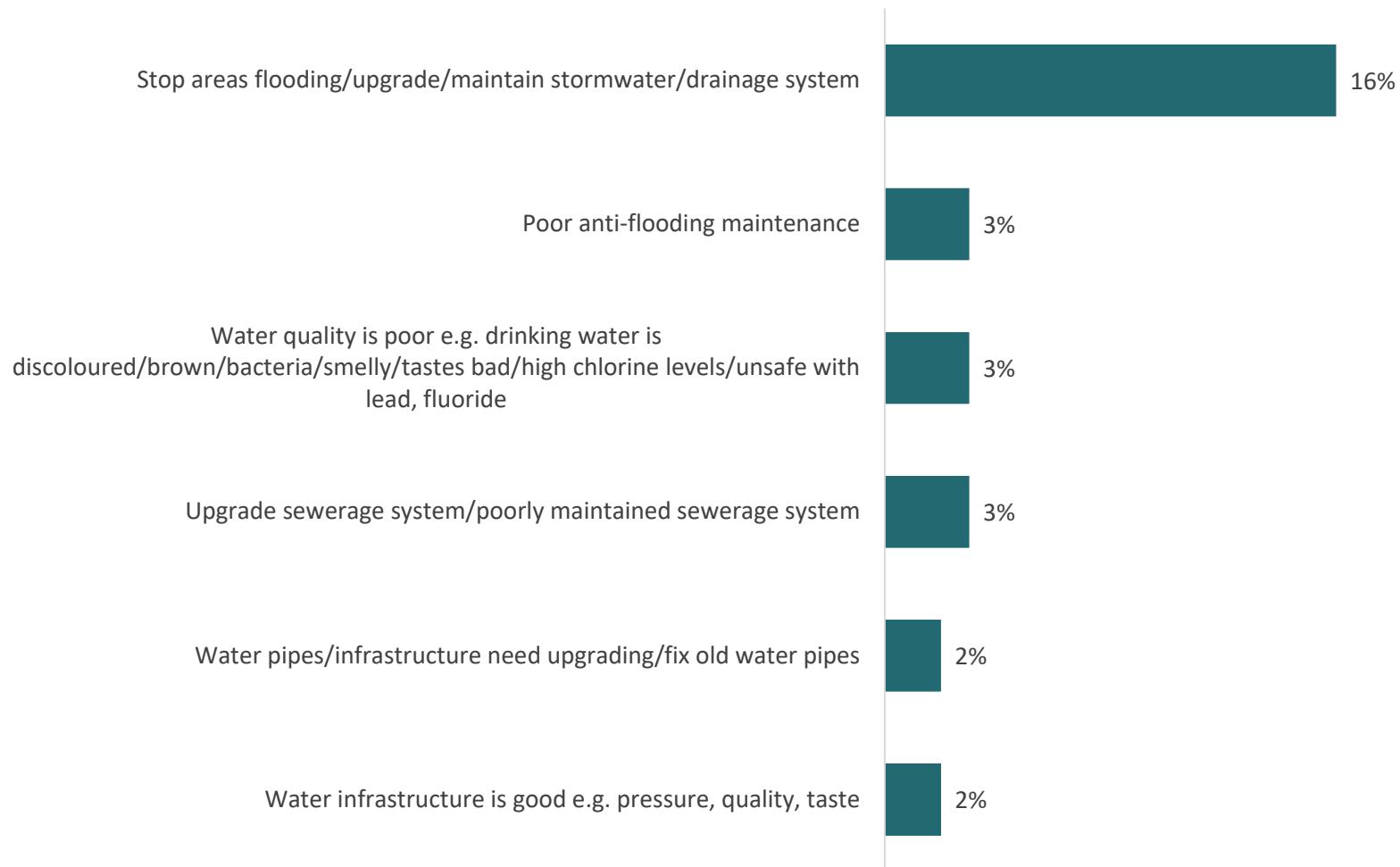
Satisfaction with water related infrastructure over time

Satisfaction with water related infrastructure overall as well as individual measures show no statistically significant changes since 2022/23.





Comments about water related infrastructure in the last year



NOTES Q: Do you have any comments about the city's roading or water-related infrastructure?

Total sample size: 2025 n=753 commented about water and/or roading infrastructure. Exclude don't know/ nothing/ no comments/ unclear/ irrelevant/ blank responses.

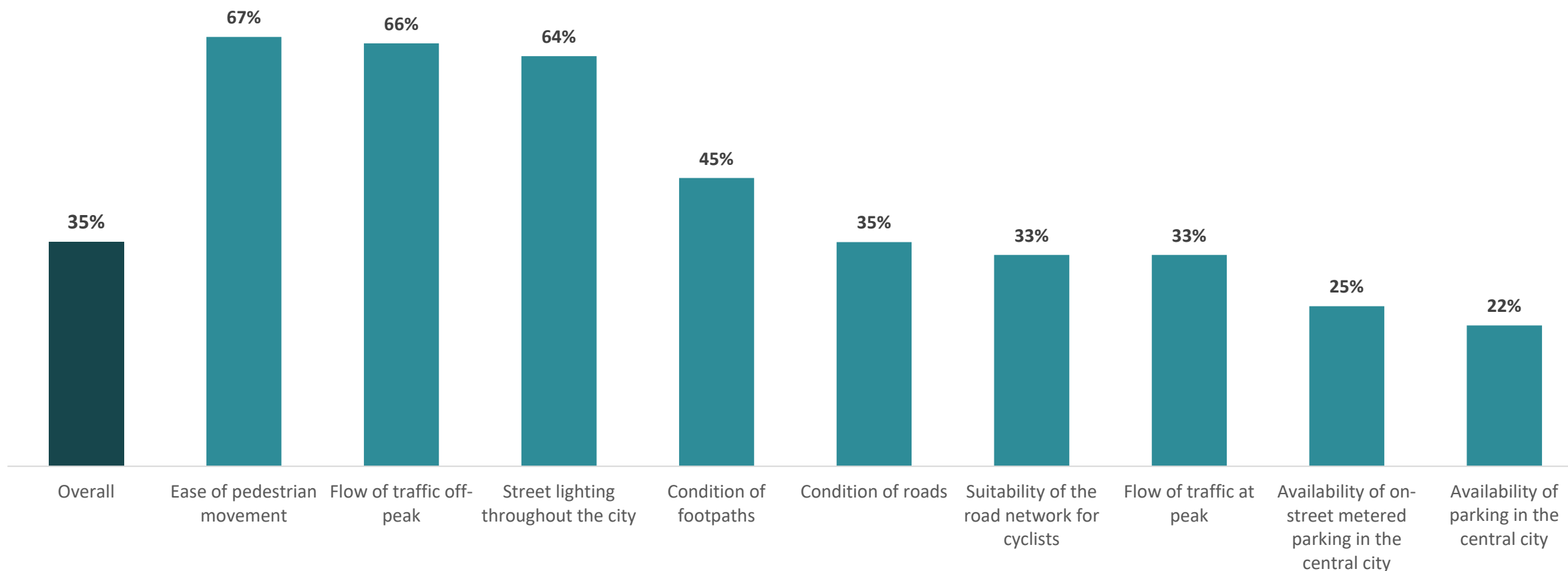
Chart does not include responses less than 2%.



Satisfaction with roads, footpaths, lighting and parking

Just over one third of respondents (35%) were satisfied with roading-related infrastructure overall.

Satisfaction was highest for ease of pedestrian movement (67%), flow of traffic during off-peak hours (66%), and street lighting (64%). In contrast, positive ratings were notably lower for the availability of central city parking, only a quarter of respondents expressing satisfaction.

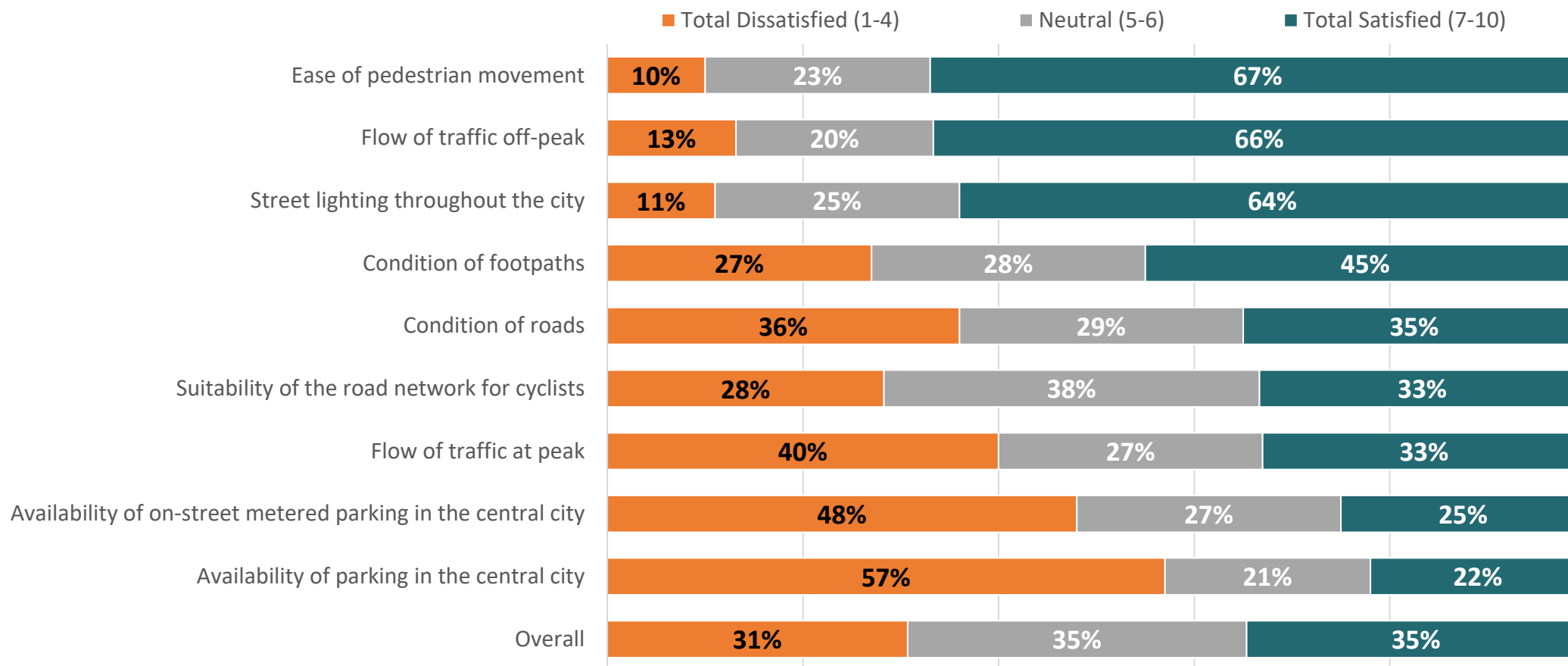




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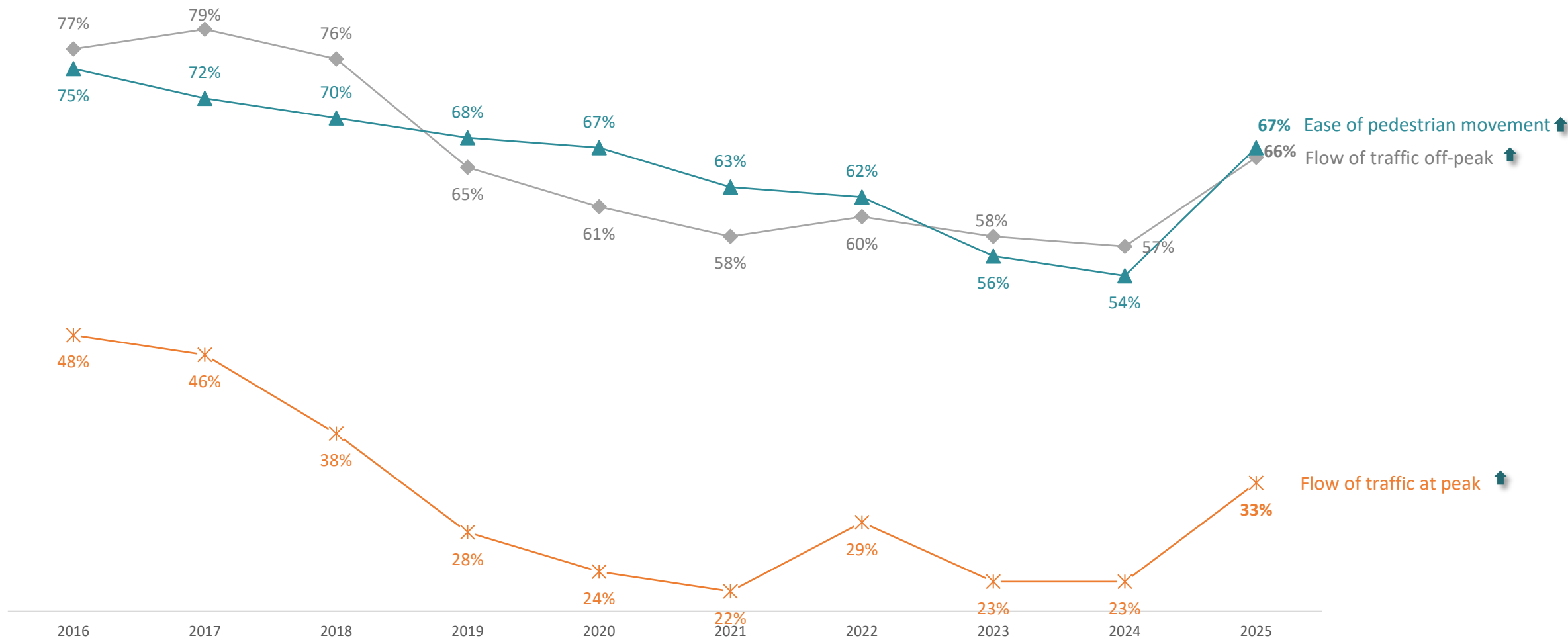
Satisfaction was highest for ease of pedestrian movement (67%), flow of traffic during off-peak hours (66%), and street lighting (64%). In contrast, positive ratings were notably lower for the availability of central city parking, only a quarter of respondents expressing satisfaction.





Satisfaction with ease of getting around the city over time

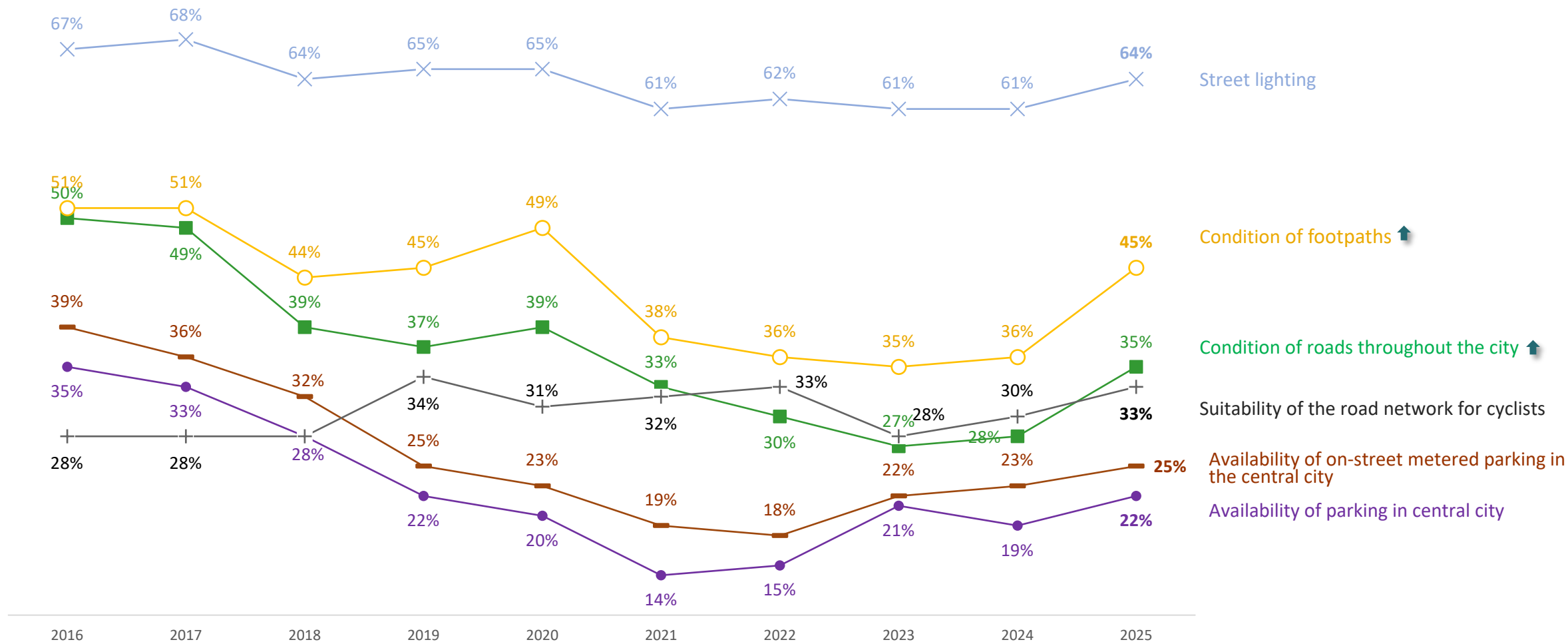
Satisfaction with all aspects of ease of getting around the city have improved of the last 12 months, the most notable change being for ese of pedestrian movement – up 13 percentage points to 67%.





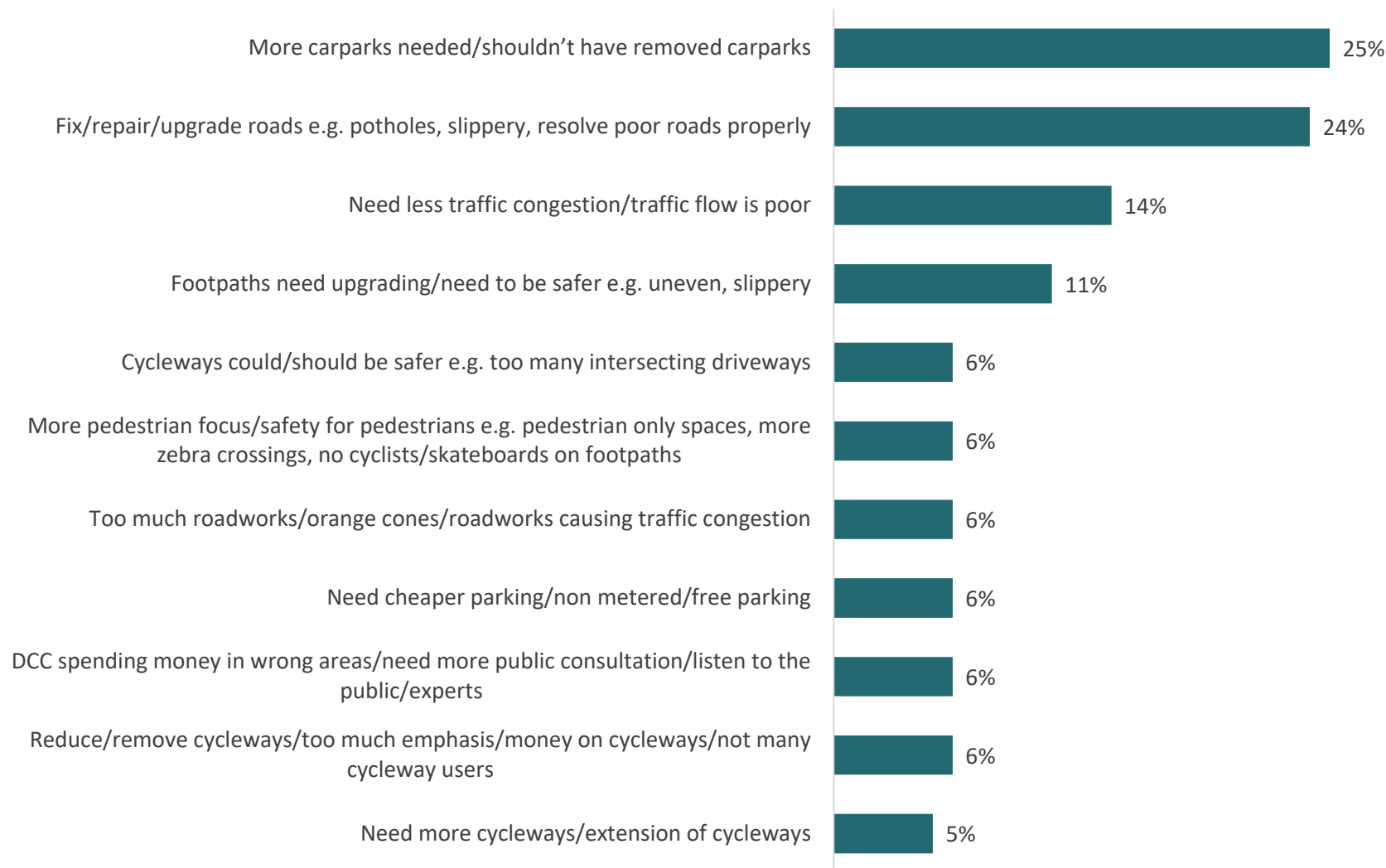
Satisfaction with transport infrastructure over time

Satisfaction with Dunedin's transport infrastructure has improved over the last 12 months, with statistically significant increases observed for the condition of footpaths and the condition of roads.





Comments about roading related infrastructure in the last year



NOTES Q: Do you have any comments about the city's roading or water-related infrastructure?

Total sample size: 2025 n=753 commented about water and/or roading infrastructure. Exclude don't know/ nothing/ no comments/ unclear/ irrelevant/ blank responses.

Chart does not include responses less than 5%.



Services

Waste management and regulatory

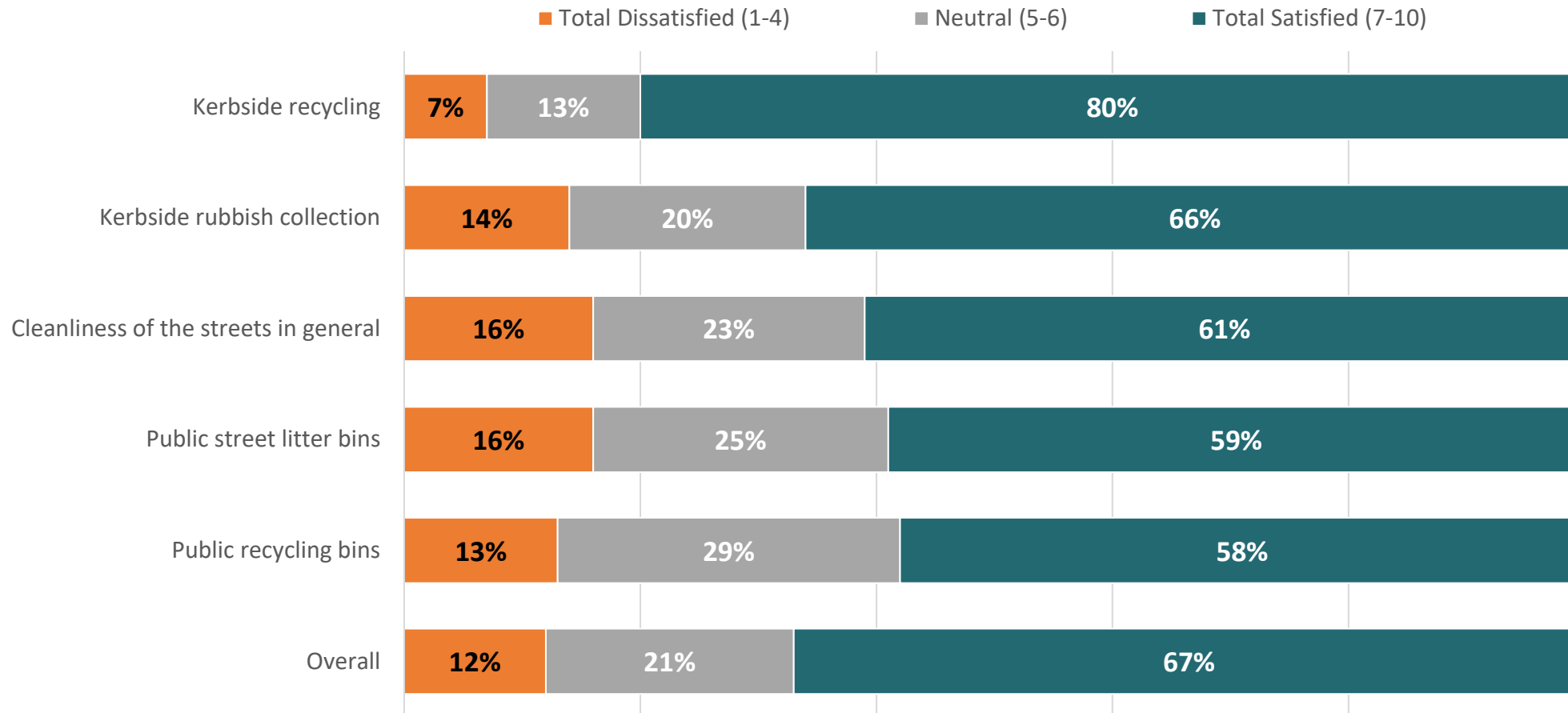




Satisfaction with waste management

Just over two-thirds (67%) of respondents were satisfied with waste management services overall.

Satisfaction was highest for kerbside recycling (80%), followed by kerbside rubbish collection (66%). Ratings were lower for public waste infrastructure — 61% for overall street cleanliness, 59% for public street litter bins and 58% for public recycling bins.

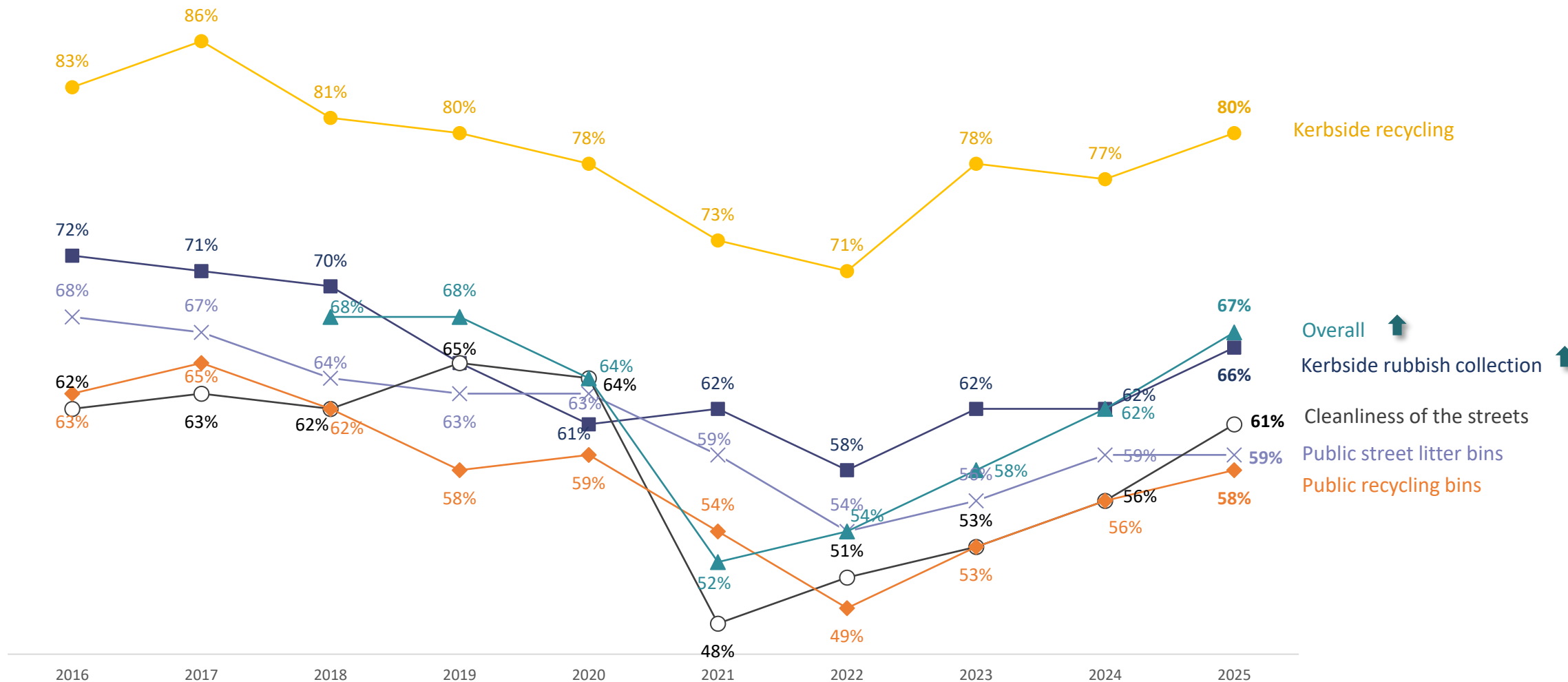




Satisfaction with waste management over time

Overall satisfaction with waste management services has increased significantly from last year, rising from 62% to 67%.

Satisfaction with kerbside rubbish collection has also shown a statistically significant increase (62% to 66%). Satisfaction with other aspects remain stable.



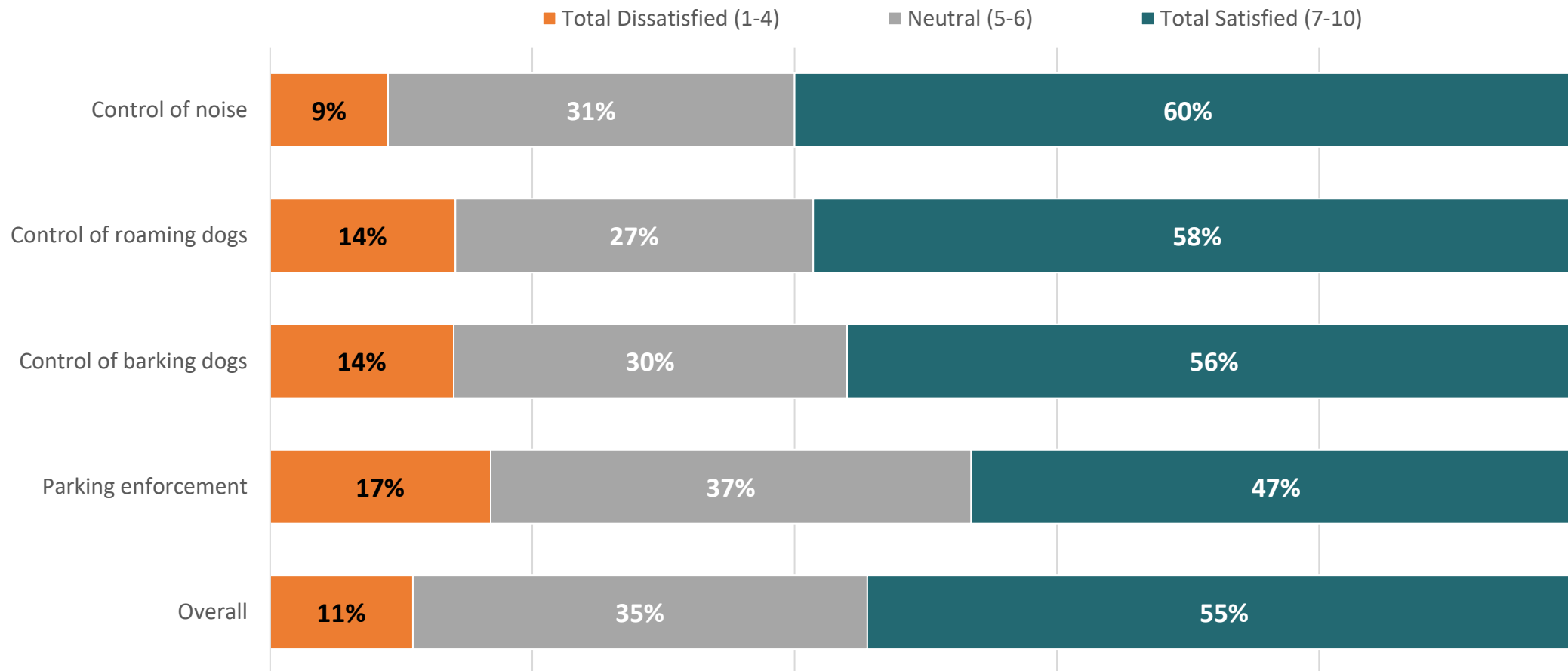
NOTES Q: How satisfied are you with each of the following? / Q: Everything considered, how satisfied are you with the rubbish disposal services provided by the DCC?
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334; 2025 n=1,349.
Sample size for significance testing varies each question as 'don't know' responses are excluded.
Arrow indicate statistically significant higher or lower result from the 2023/24 survey.



Satisfaction with regulatory services

In 2024/25, 55% were satisfied with regulatory services overall.

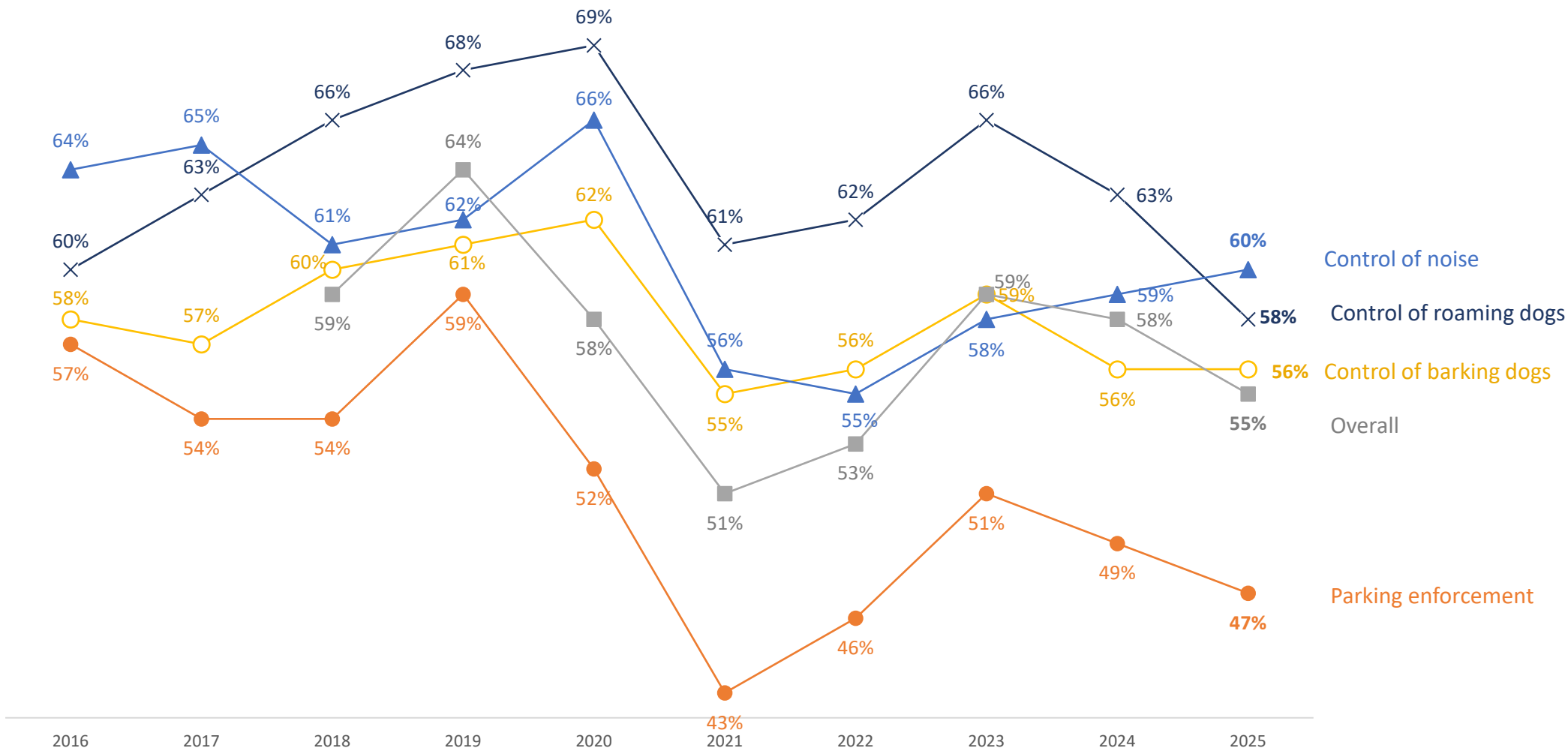
Satisfaction was highest for noise control (60%) and lowest for parking enforcement (47%).





Satisfaction with regulatory services over time

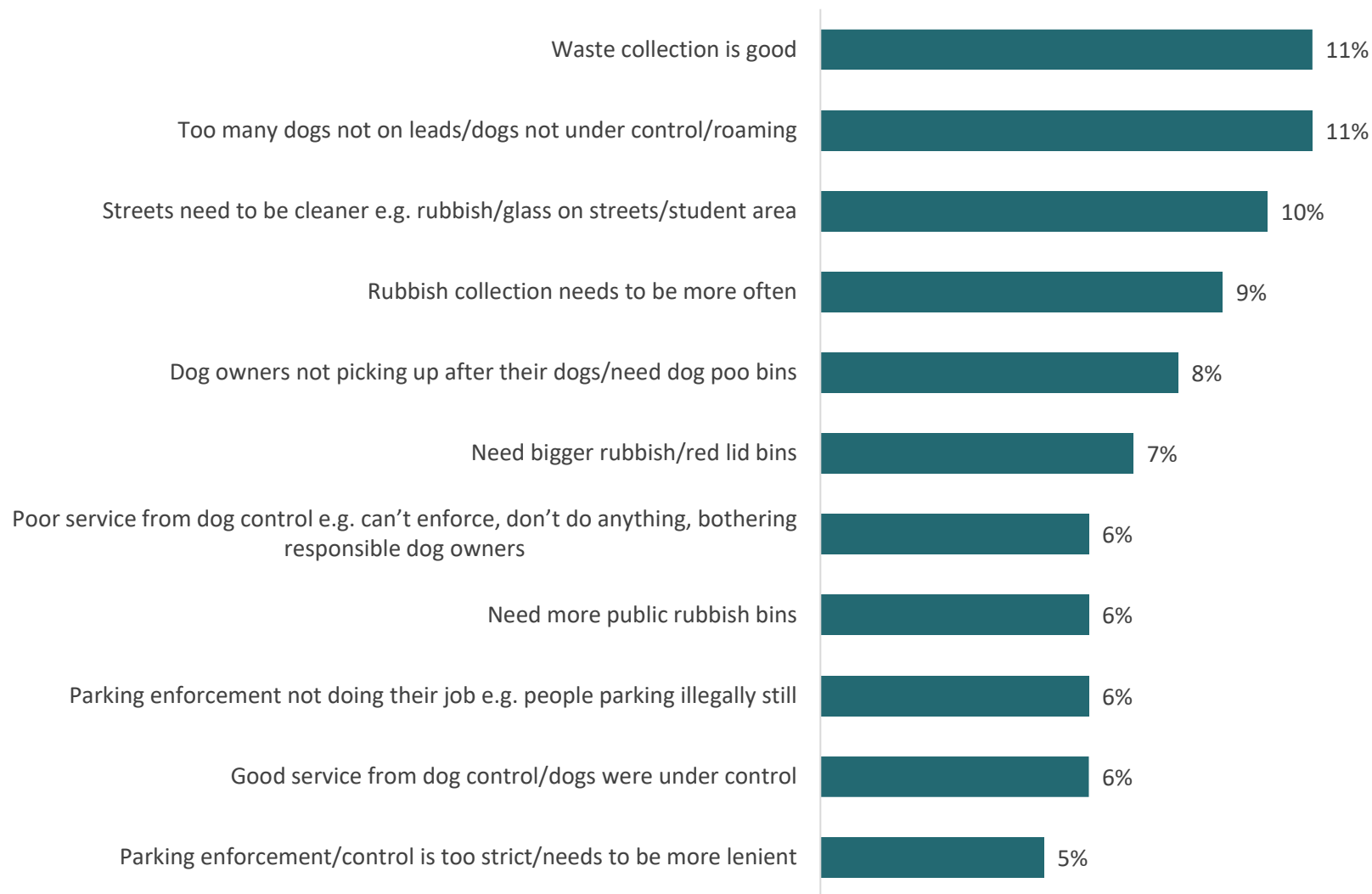
Apart from noise control and control o barking dogs, satisfaction ratings for regulatory services have all dropped slightly over the last year, although the differences are not statistically significant.



NOTES Q: How satisfied are you with each of the following? / Q: Everything considered, how satisfied are you with the regulatory services that the DCC provides?
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334; 2025 n=1,349.
Sample size for significance testing varies each question as 'don't know' responses are excluded.



Comments about Ōtepoti Dunedin's services





Planning and urban design

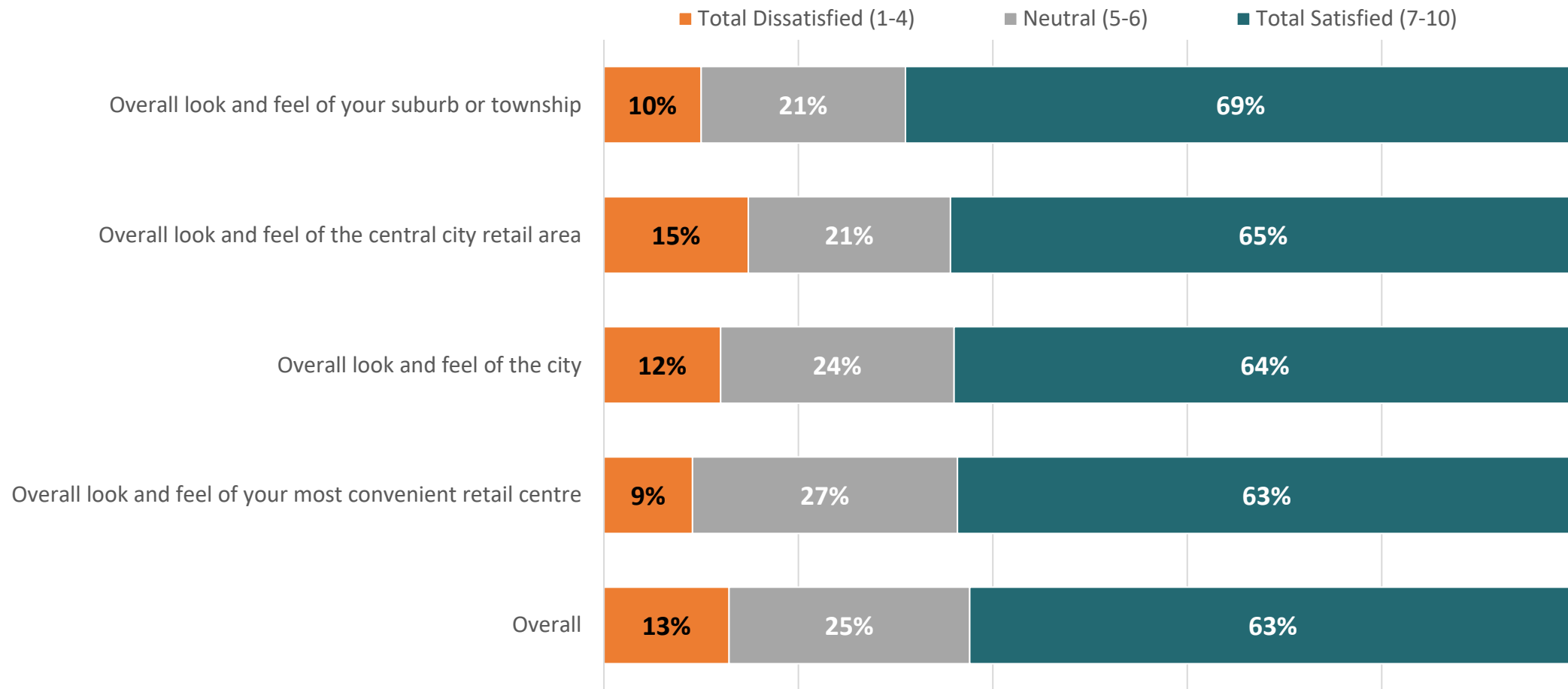




Satisfaction with planning and urban design

Just over six in ten respondents (63%) were satisfied with the way the city is developing overall in terms of its look and feel.

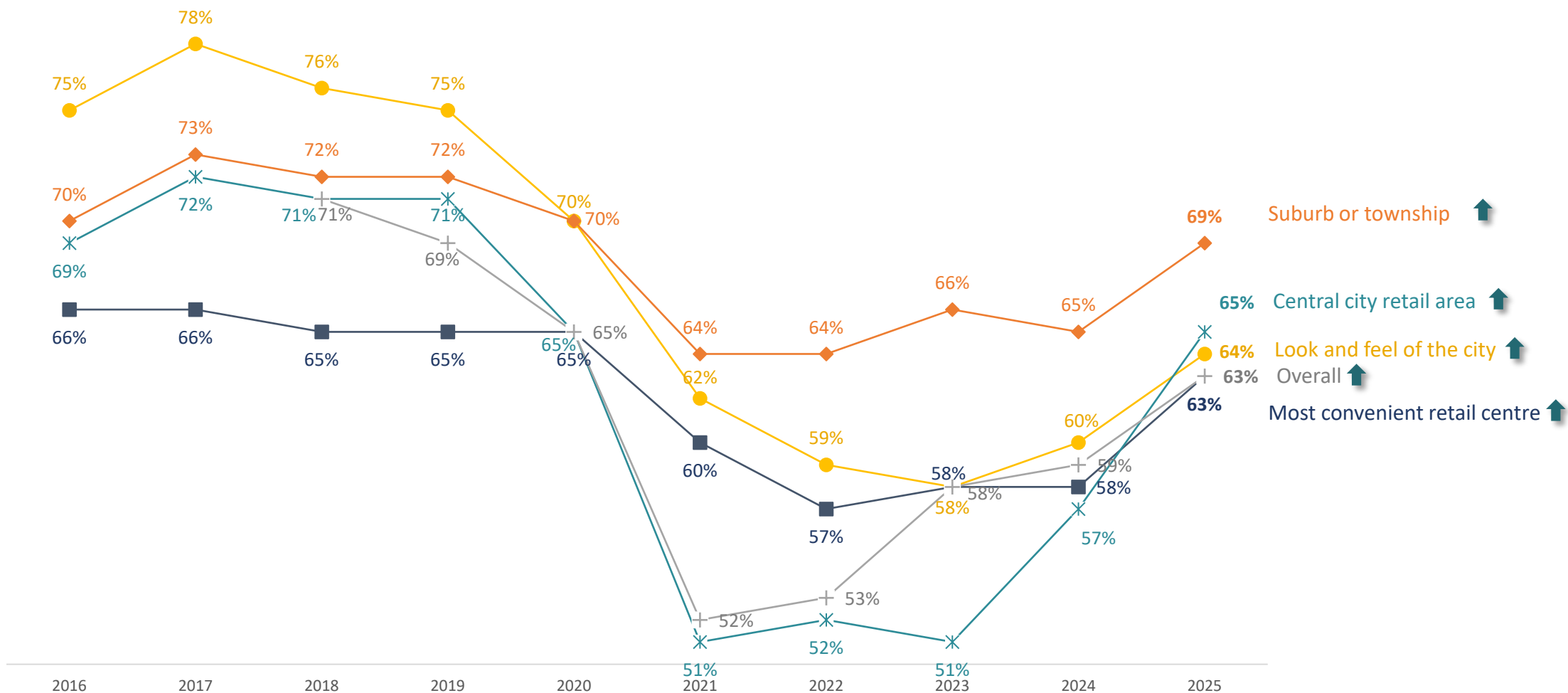
Satisfaction was highest for the overall look and feel of your suburb or township (69%), and lowest for the overall look and feel of the most convenient retail centre (63%).





Satisfaction with planning and urban design over time

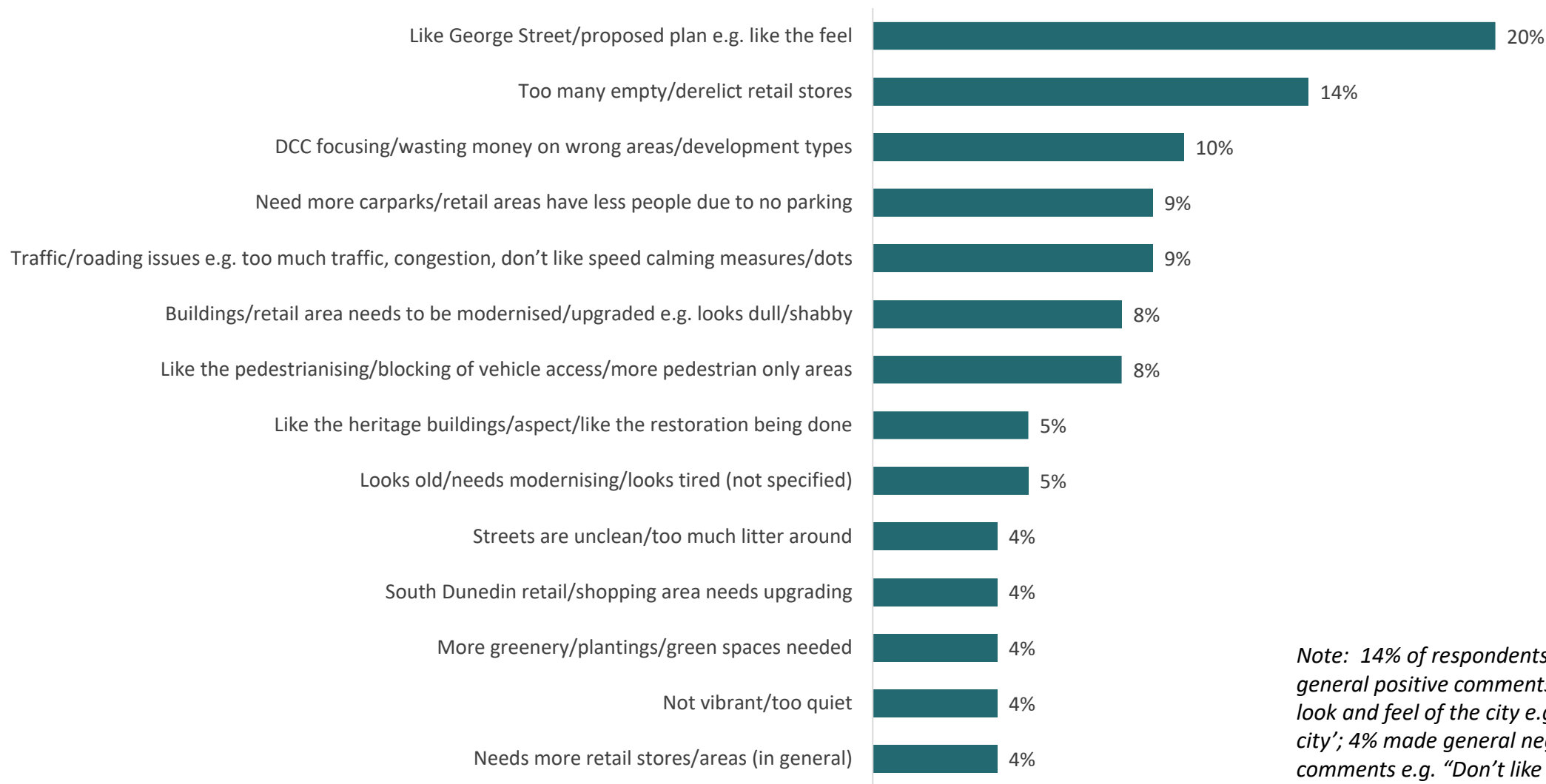
Satisfaction with the central city retail area shows the greatest improvement, rising from 58% 12 months ago to 65% over the last 12 months, a statistically significant increase. All other individual aspects and overall urban design also recorded statistically significant increases over the same period.



NOTES Q: How satisfied are you with each of the following? / Q: Everything considered, how satisfied are you with the way the city is developing in terms of its look and feel?
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334; 2025 n=1,349.
Sample size for significance testing varies each question as 'don't know' responses are excluded.
Arrow indicate statistically significant higher or lower result from the 2022/23 survey.



Feedback about the look and feel of the city



Note: 14% of respondents made general positive comments about the look and feel of the city e.g. 'Love the city'; 4% made general negative comments e.g. "Don't like the city."



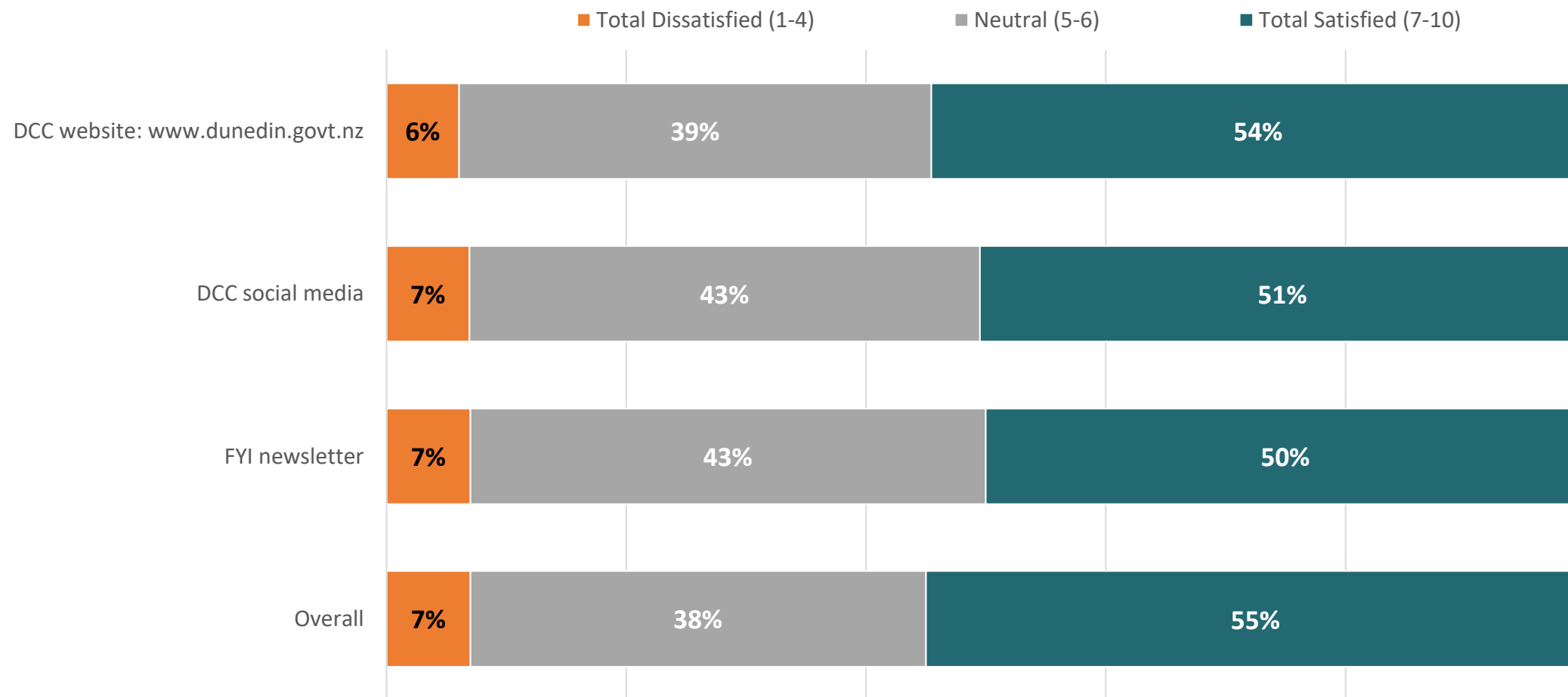
Contact and information





Satisfaction with communication channels

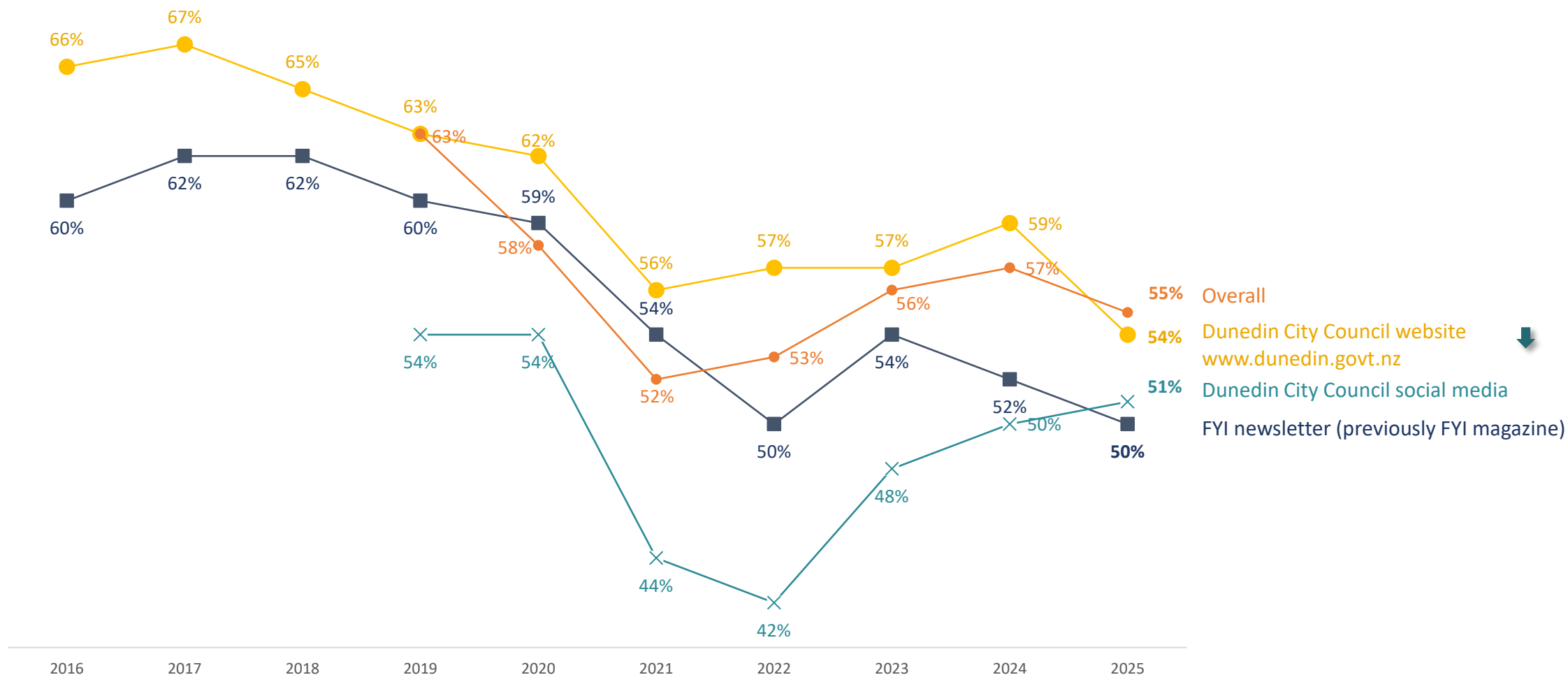
Just over half of respondents (55%) were satisfied with how well the Dunedin City Council keeps people informed. Satisfaction was highest for the DCC website (54%) and lowest for the FYI newsletter (50%).





Satisfaction with communication channels over time

While satisfaction with the Dunedin City Council website has declined significantly from last year – down 5 percentage points to 54% - satisfaction with all other communication channels questioned on have remained stable.





Interacting with Dunedin City Council staff

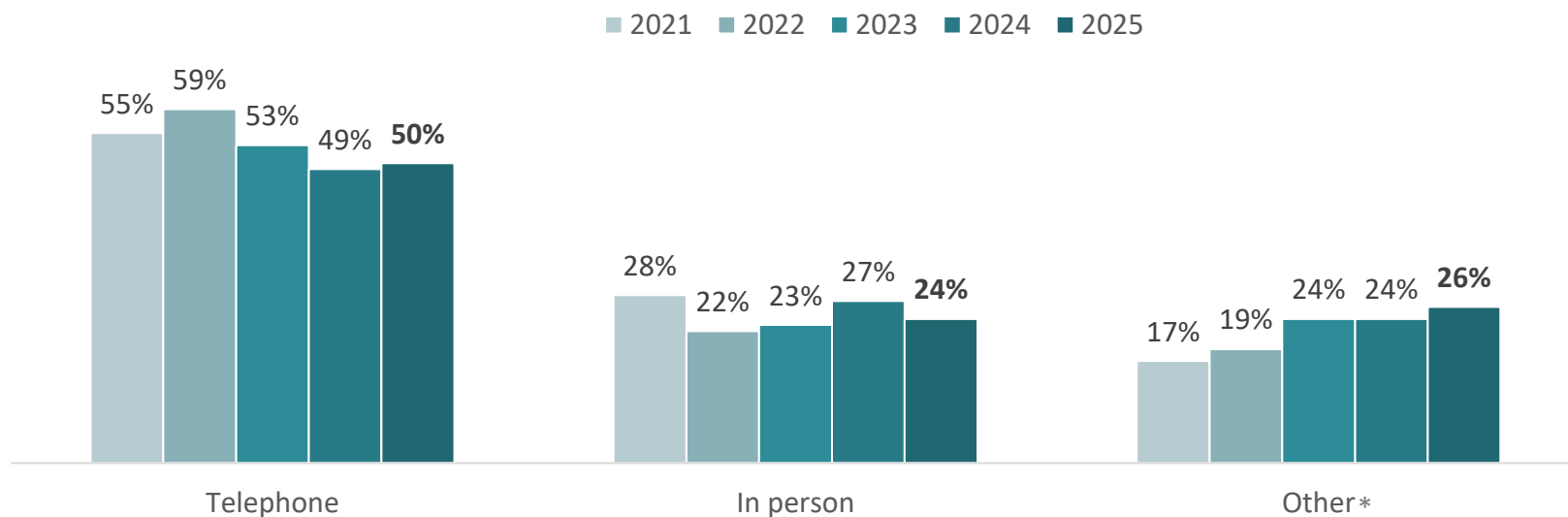
Have contacted Dunedin City Council staff in the last three months



More than three in ten respondents said they had contacted DCC staff in the last three months (at time of surveying).

(Those who had contact)

Form of contact with Dunedin City Council staff over time



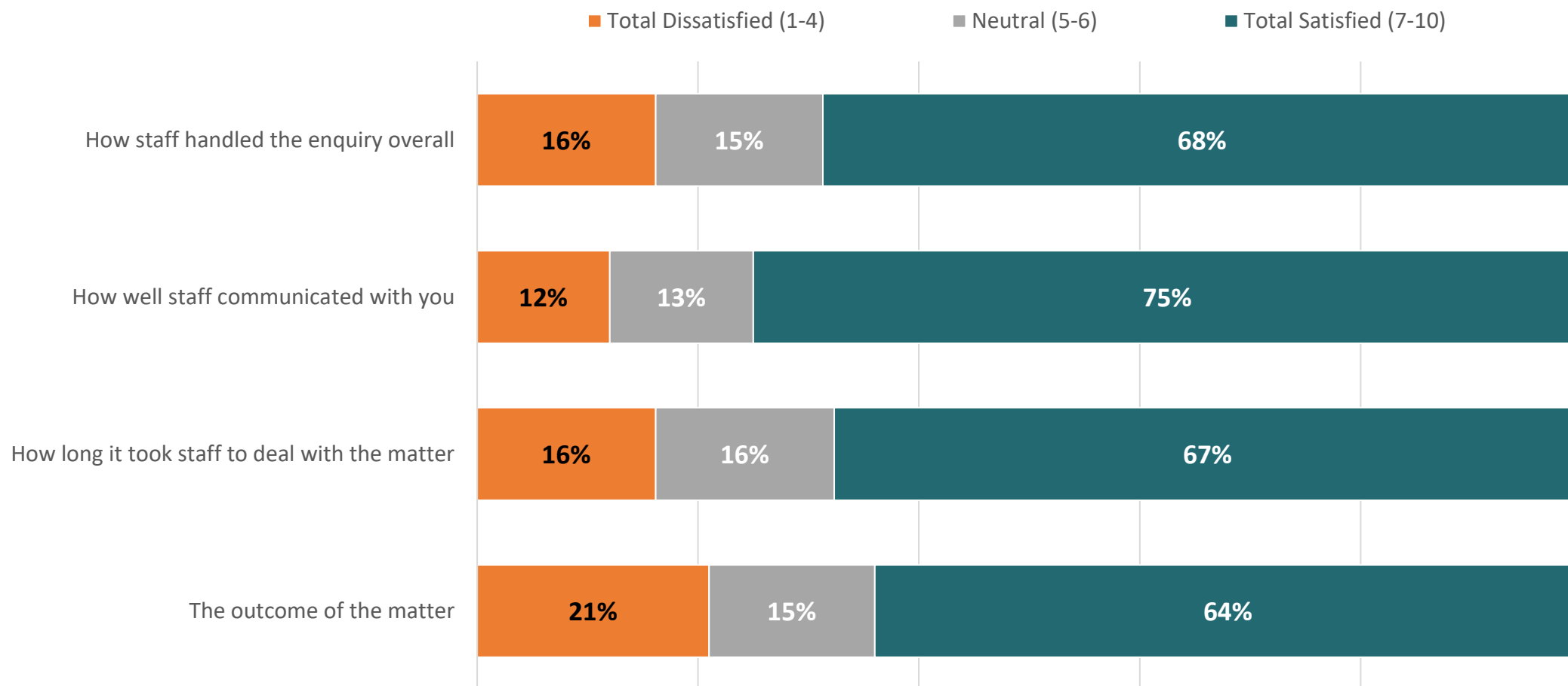
For those who made contact, half had done so by phone, this result stable from 2023/24 (49%). The share visiting in person was 24%, also similar to the level reported 12 months ago (27%).

NOTES Q: In the last three months, have you contacted DCC staff about any matter? / Q: What best describes the form of contact you had with DCC staff in the last three months?
Sample size: 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334; 2025 n=1,349. **Those who have had contact 2021 n=454; 2022 n=379; 2023 n=432; 2024 n=426 ; 2025 n=426.**
Arrow indicate statistically significant higher or lower result from previous survey.
*While not asked for specifically in the survey, 'other' contact would likely include contact via email and letter.



Satisfaction with Dunedin City Council staff

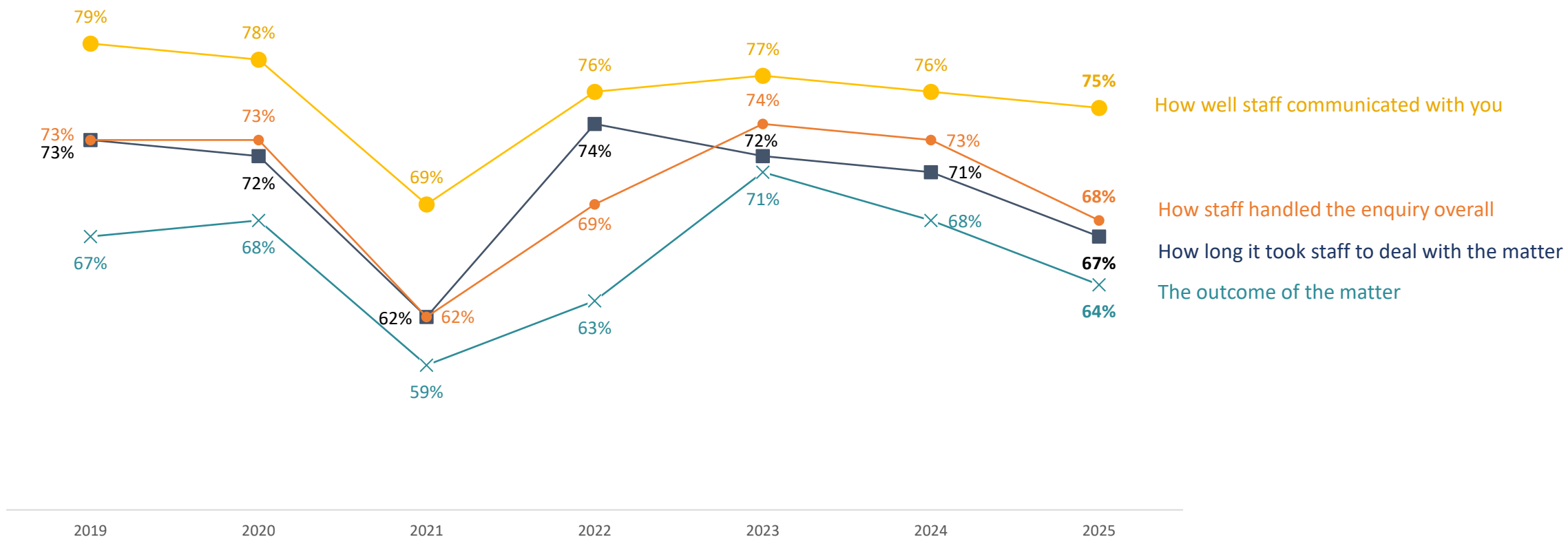
Overall, around two thirds of respondents (68%) who had contacted the Dunedin City Council in the last three months were satisfied with how staff handled the enquiry, with the highest ratings given for how well staff communicated with them (75%).





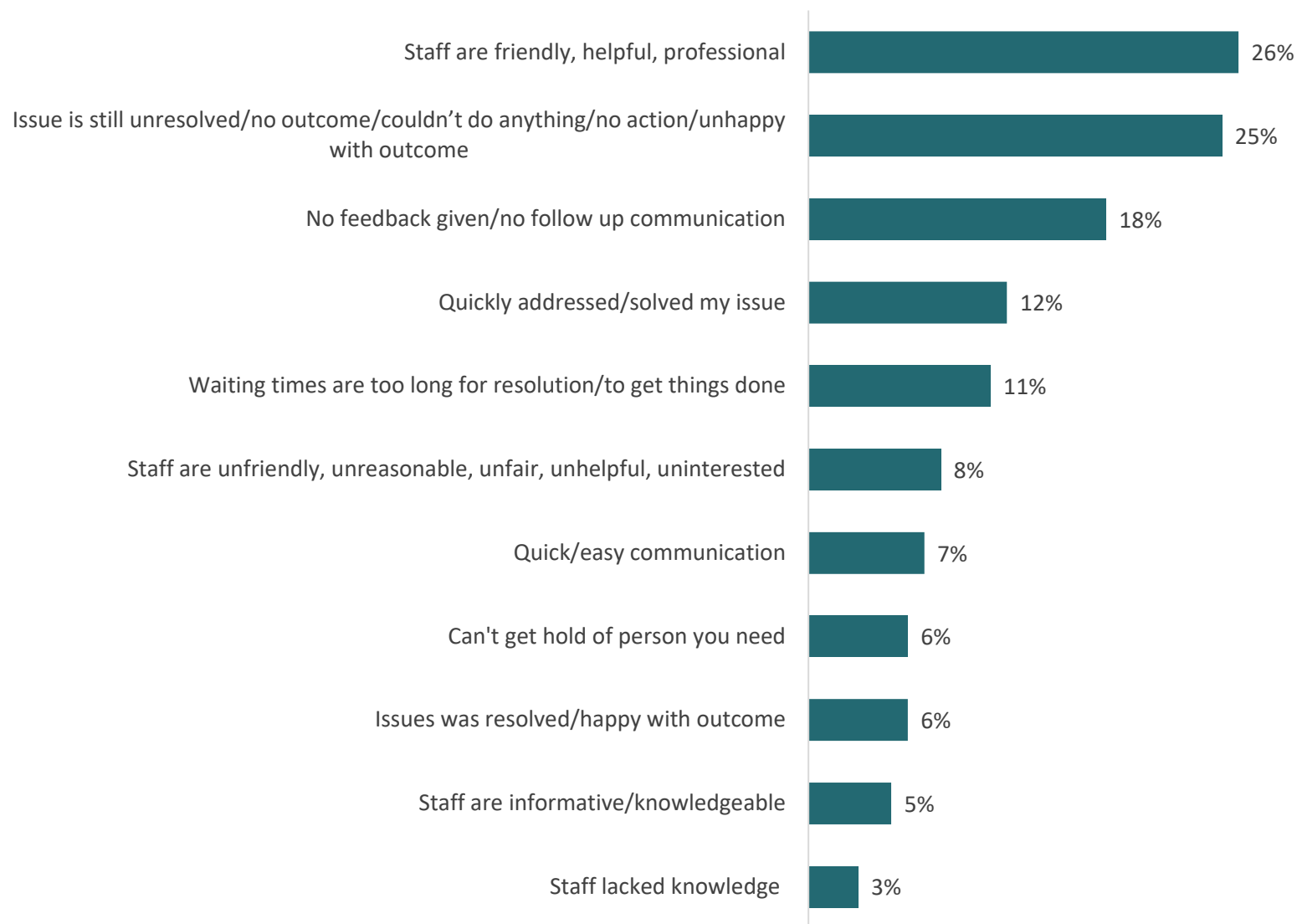
Satisfaction with Dunedin City Council staff over time

Over the last 12 months, satisfaction with all aspects of DCC staff performance declined slightly from last year, but none of the changes are statistically significant.





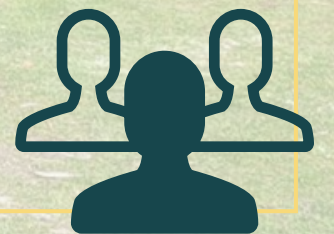
Comments about interacting with Dunedin City Council staff



Note: 8% of respondents made general positive comments about their interactions with Dunedin Council staff e.g. "No problems."



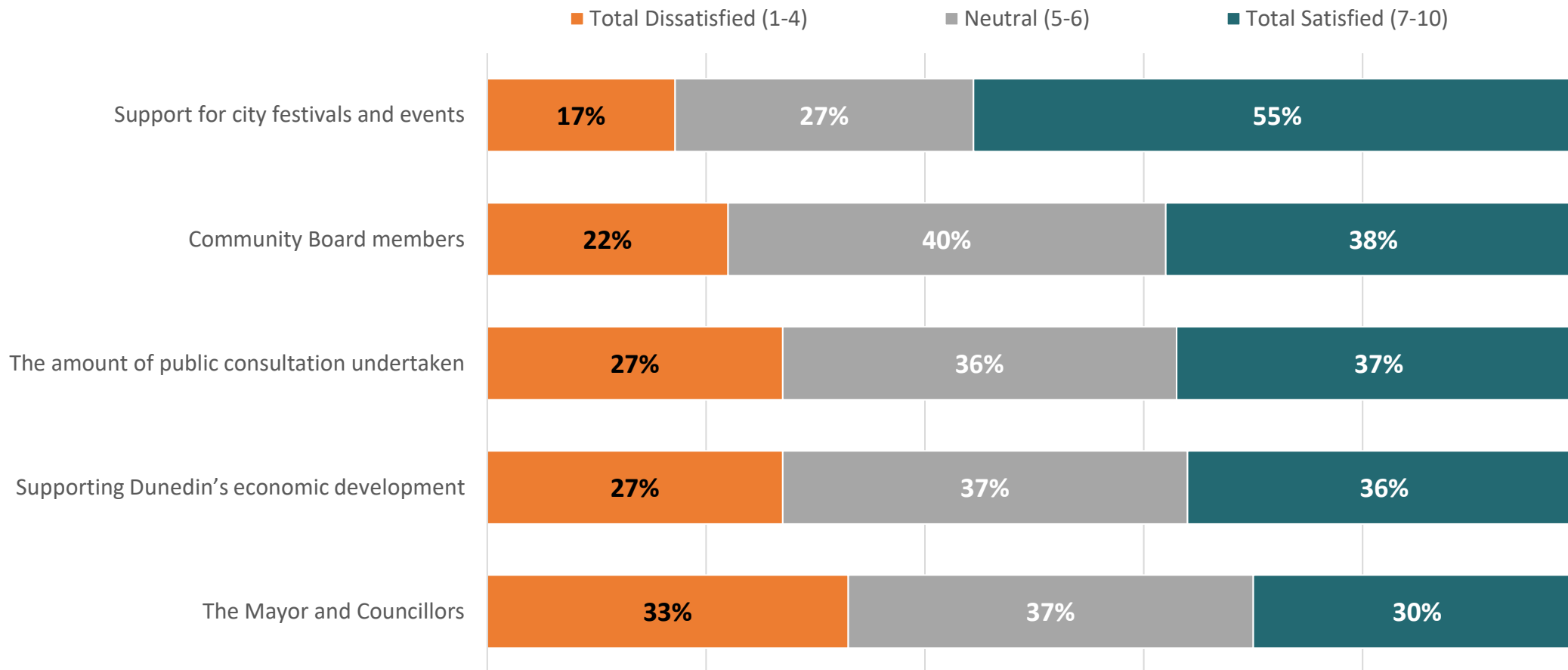
**Leadership and
overall satisfaction**





Satisfaction with Dunedin City Council leadership

Satisfaction was highest for Council's support for city festivals and events (55%). Around one third of residents were satisfied with Community Board members (38%), Council's support for Ōtepoti Dunedin's economic development (36%) and the amount of public consultation (37%). Ratings were lowest for the overall performance of the Mayor and Councillors (30%).



NOTES Q: How satisfied are you with each of the following?

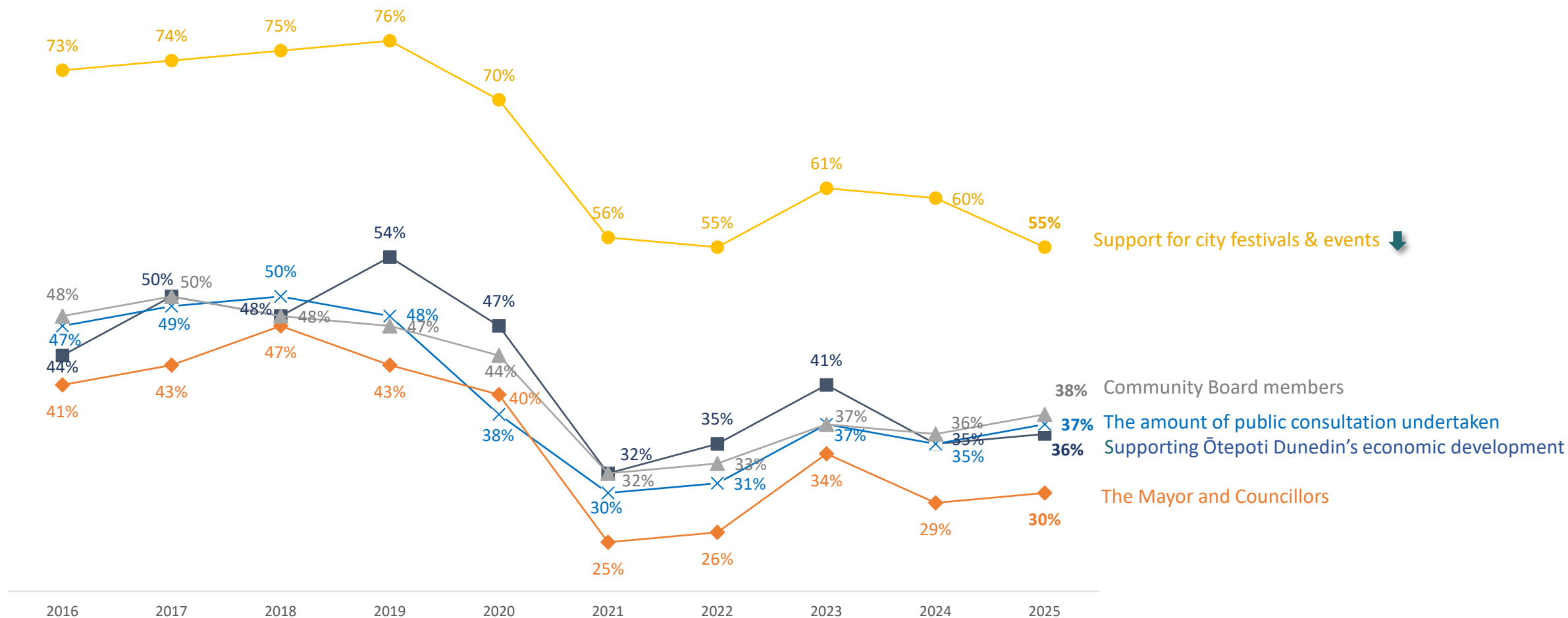
Q: And overall, when you think about the role that Council has, how would you rate your overall satisfaction with

Sample size: support for city festivals and events n=1,219; Community Board members n=977; supporting Ōtepoti Dunedin's economic development n=1,113; amount of public consultation undertaken n=1,114; the Mayor and Councillors n=1,129. Exclude 'don't know' response.



Satisfaction with Dunedin City Council leadership over time

Satisfaction with Council's support for city festivals and events has declined significantly over the last 12 months – down from 60% to 55%. Satisfaction with all other aspects of Council leadership have remained stable from 2023/24.

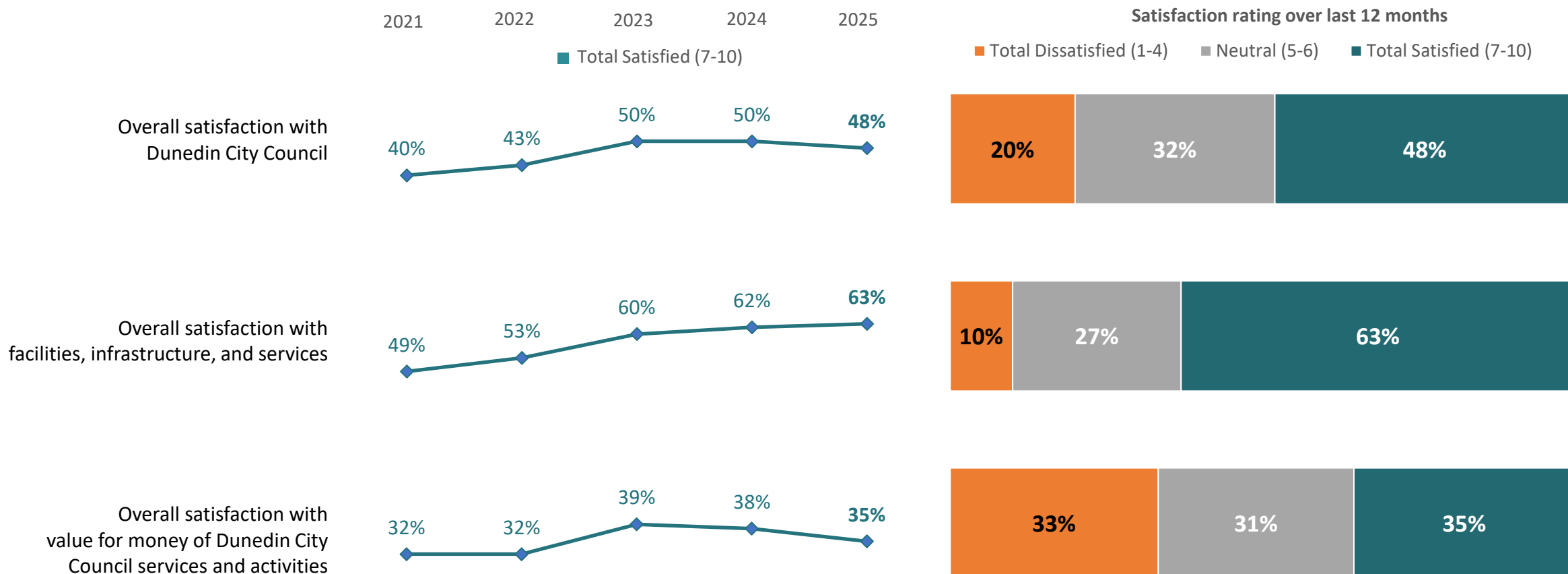


NOTES Q: How satisfied are you with each of the following?
Q: And overall, when you think about the role that Council has, how would you rate your overall satisfaction with the performance of the Mayor and Councillors?
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334; 2025 n=1,349.
Sample size for significance testing varies each question as 'don't know' responses are excluded.
Arrow indicates statistically significant higher or lower result from the 2022/23 survey.



Overall satisfaction ratings

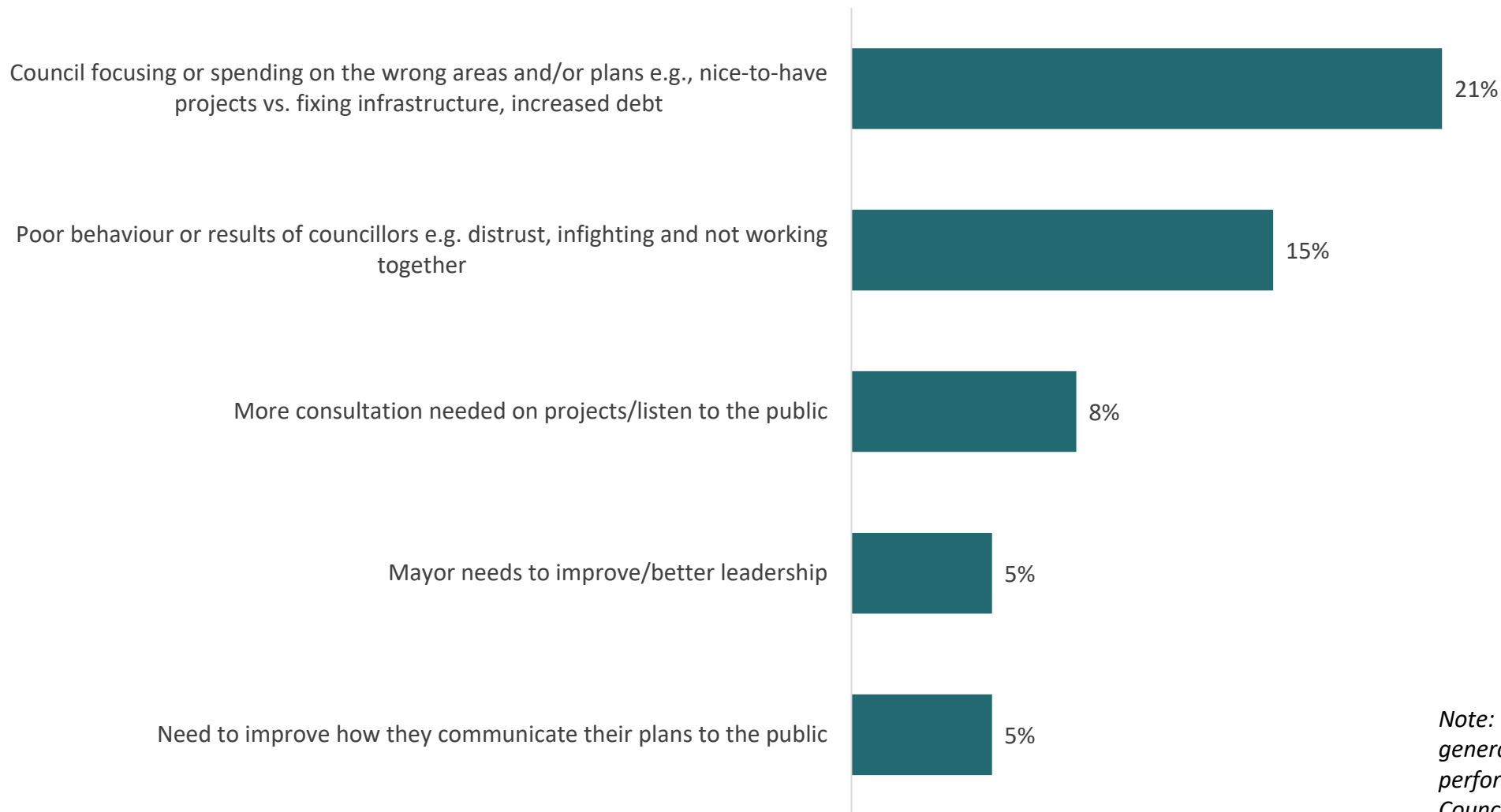
Satisfaction with Dunedin City Council's overall performance, including value for money, have remained stable compared to results from 2023/24.



NOTES Q: How would you rate your overall satisfaction with the DCC? (Please consider all the services and infrastructure that the DCC provides, its leadership and value you receive for the rates and fees you pay.)
Total sample size: 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334; 2025 n=1,349.
Sample size used for significance testing varies each question as 'don't know' responses are excluded.
Arrow indicates statistically significant higher or lower result from the previous survey.



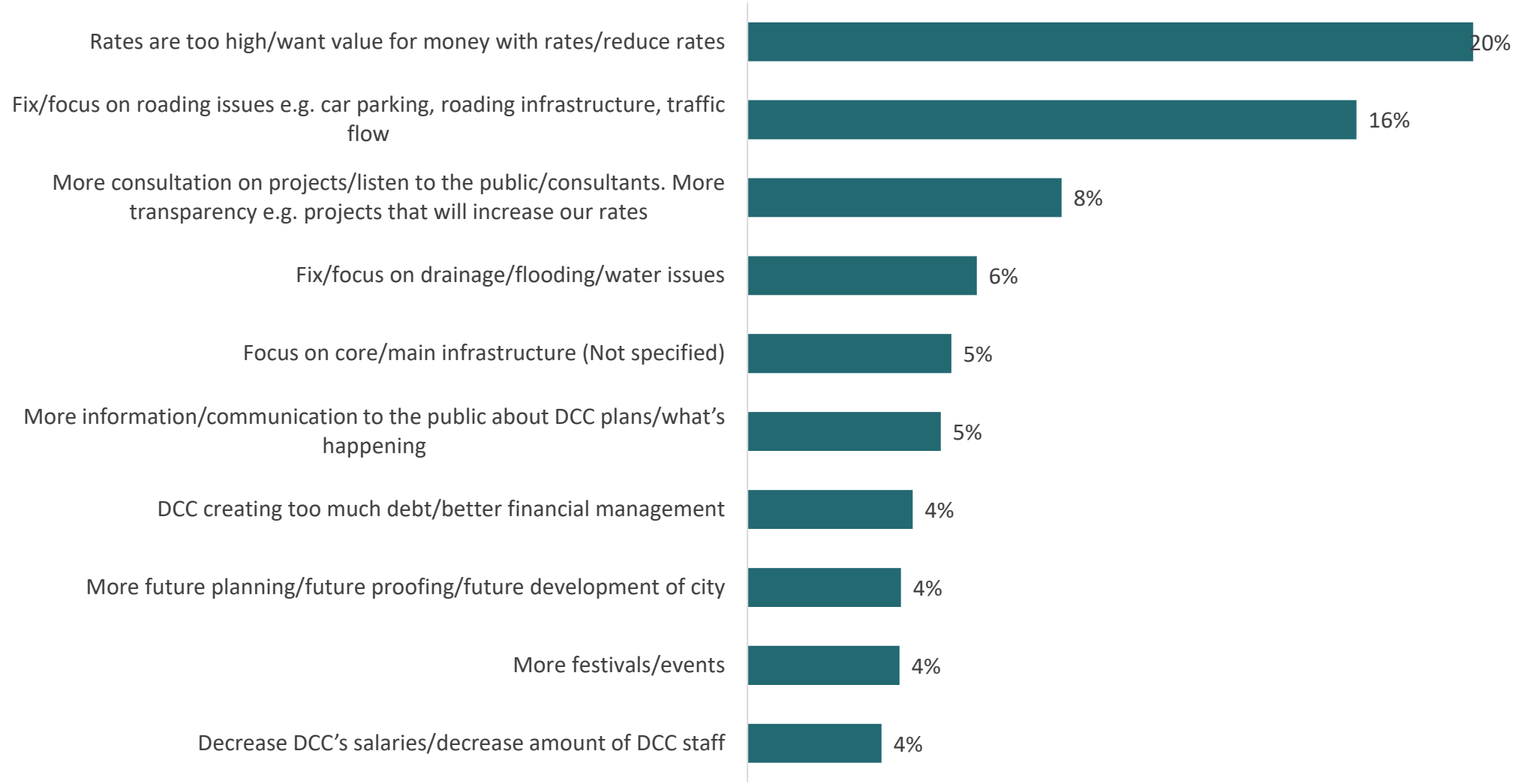
Comments on the performance of the Dunedin City Council in the last year



Note: 11% of respondents made general positive comments about the performance of the Dunedin City Council.



Improvements we would like to see this year





Perceptions of Ōtepoti Dunedin

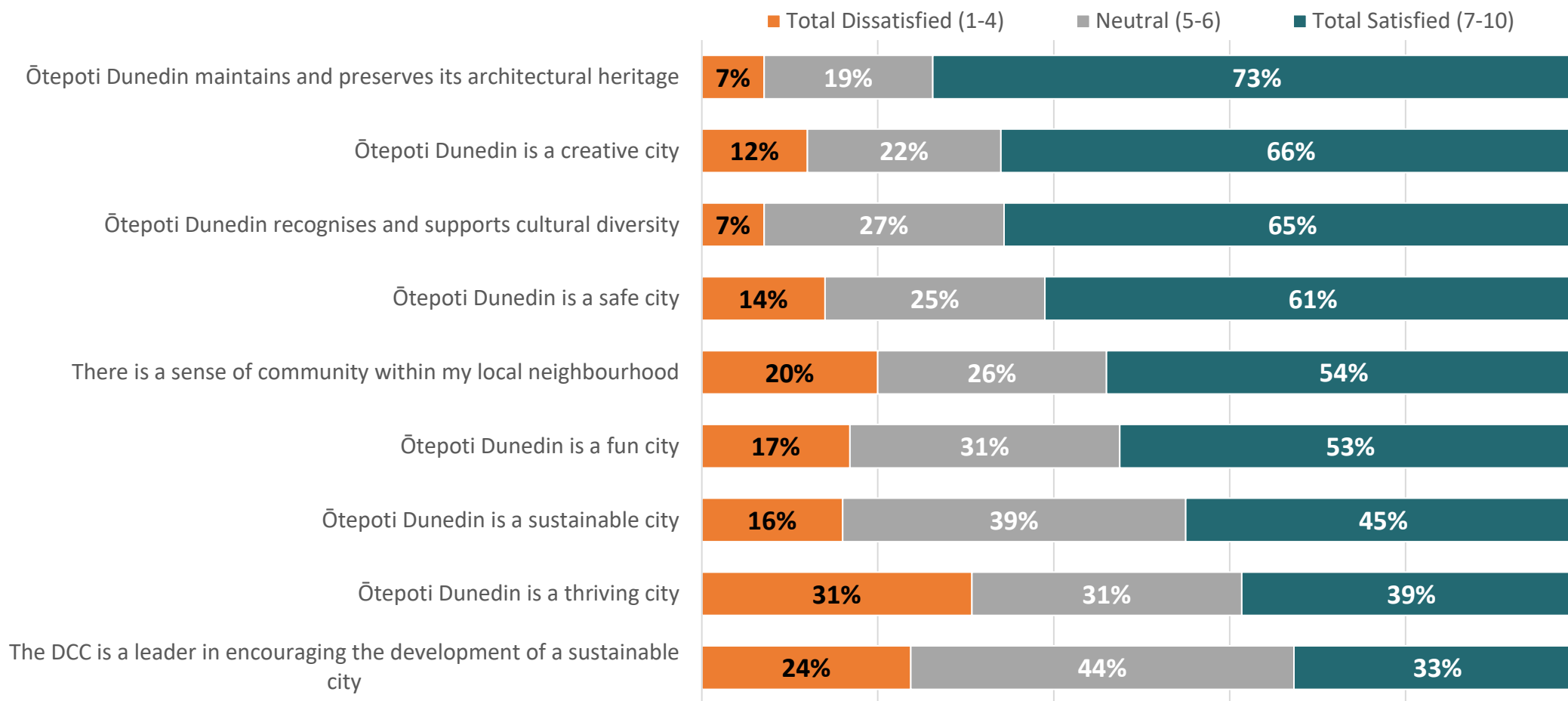




Perceptions of the city

Of the nine aspects of the city considered, the highest agreement was for Ōtepoti Dunedin maintaining and preserving architectural heritage (73%), followed by Ōtepoti Dunedin being creative (66%) and recognising and supporting cultural diversity (65%).

In contrast, levels of agreement were lowest for the Dunedin City Council being a leader in encouraging the development of a sustainable city (33%).



NOTES

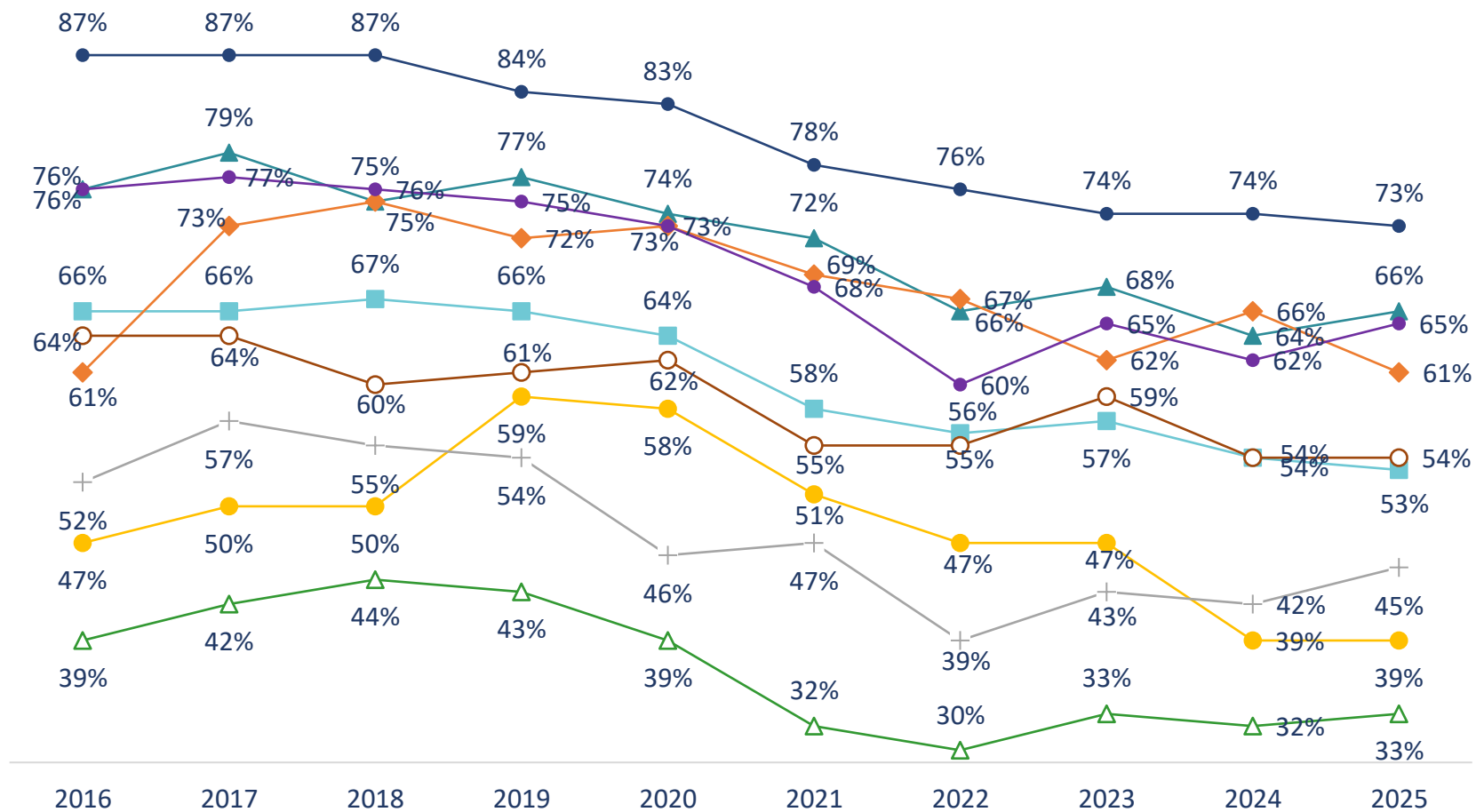
Q: Please indicate your overall perception of Dunedin.

Sample size: Ōtepoti Dunedin maintains and preserves its architectural heritage n=1,322; Ōtepoti Dunedin is a safe city n=1,332; Ōtepoti Dunedin is a creative city n=1,322; Ōtepoti Dunedin recognises and supports cultural diversity n=1,275; there is a sense of community within my local neighbourhood n=1,314; Ōtepoti Dunedin is a fun city n=1,328; Ōtepoti Dunedin is a sustainable city n=1,248; Ōtepoti Dunedin is a thriving city n=1,326; The DCC is a leader in encouraging the development of a sustainable city n=1,174. Exclude 'don't know' response.



Perceptions of the city over time

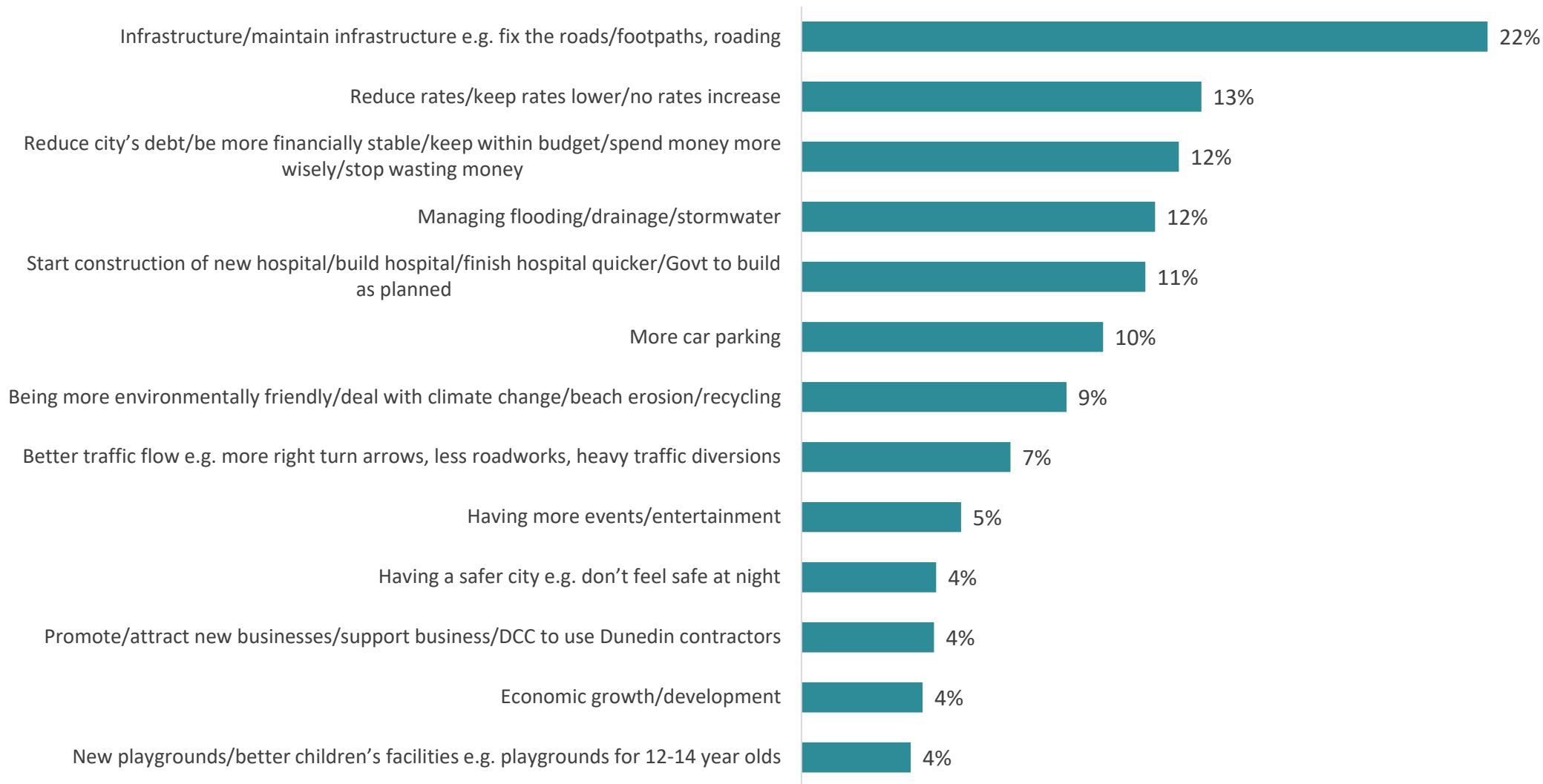
Across all nine aspects measured, satisfaction levels over the last 12 months were generally consistent with the previous year, with the only notable exception being the perception of Dunedin as a safe city — which dropped significantly from 66% to 61%.



- Ōtepoti Dunedin maintains & preserves its architectural heritage
- Ōtepoti Dunedin is a creative city
- Ōtepoti Dunedin recognises & supports cultural diversity
- Ōtepoti Dunedin is a safe city ↓
- Sense of community in local neighbourhood
- Ōtepoti Dunedin is a fun city
- Ōtepoti Dunedin is a sustainable city
- Ōtepoti Dunedin is a thriving city
- The Dunedin City Council is a leader in encouraging the development of a sustainable city

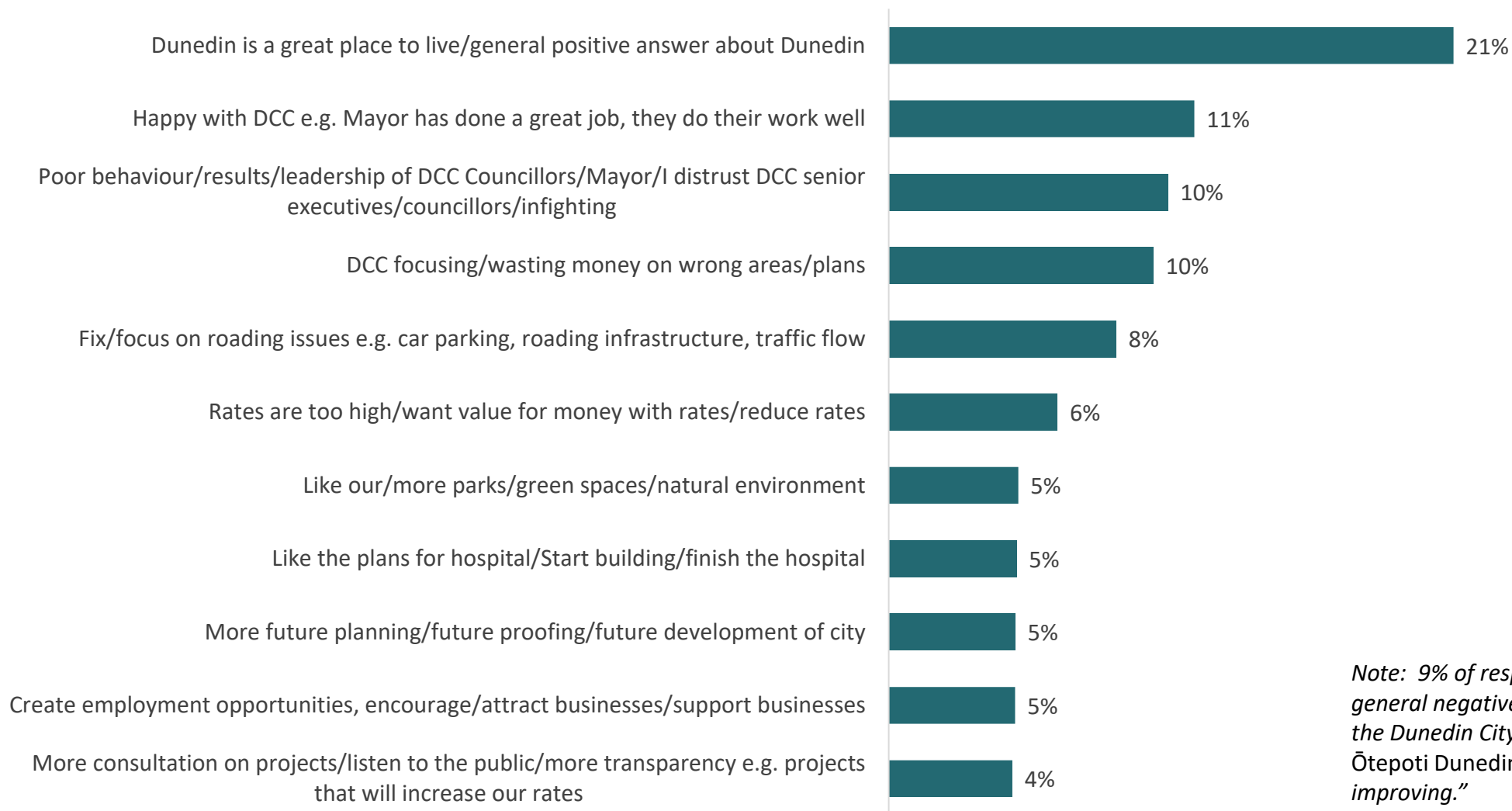


Top two priorities for the Dunedin City Council this year





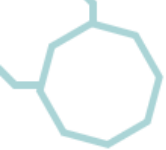
Any other comments about the Dunedin City Council or Ōtepoti Dunedin



Note: 9% of respondents made general negative comments about the Dunedin City Council and/or Ōtepoti Dunedin e.g. "City needs improving."

A photograph of a park playground. On the left, a large, ancient tree with thick branches stands over a wooden bench. A seagull is on the grass in the foreground. The playground features a colorful rubber safety mat in shades of red, orange, yellow, and green. A wooden swing set is in the center, and a large wooden play structure with a slide is on the right. Many children and adults are playing and walking around. The background is filled with lush green trees and a clear blue sky.

**Performance
versus importance**

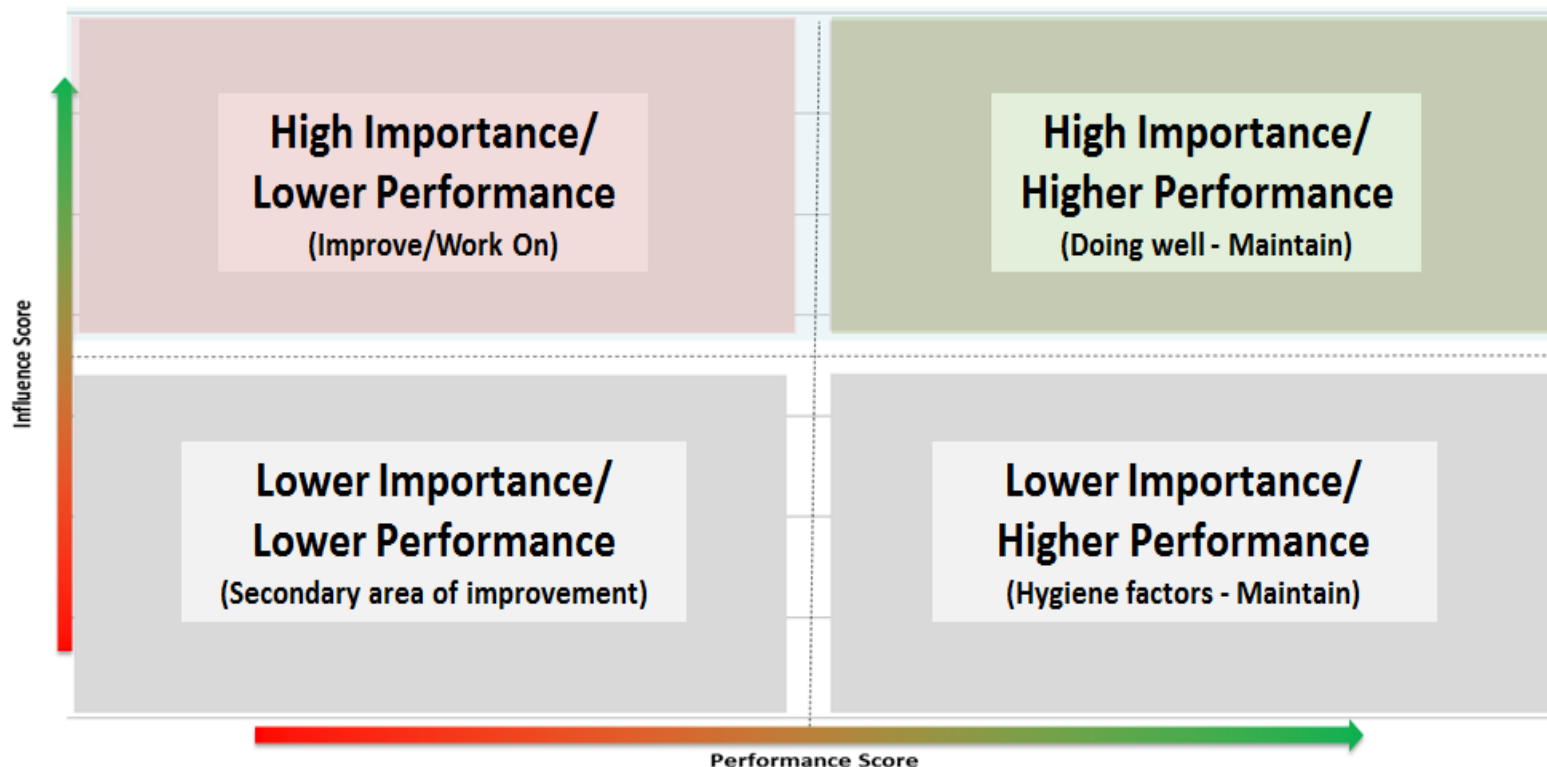


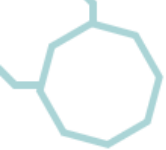
Measured aspects influence on overall satisfaction - correlation

To establish the relative importance of each aspect measured in the survey, statistical techniques (correlation analysis) have been applied to the data to establish the relationship of each to the overall satisfaction rating.

A correlation of less than 0.3 is fairly weak, between 0.3 and 0.5 quite strong, between 0.5 to 0.6 strong, and above 0.6, the correlation is considered very strong. The maximum correlation score is 1.0, representing perfect correlation.

Plotting the importance of each individual aspect against its current performance (% giving a rating of 7+) shows areas that are currently doing (relatively) well, areas for improvement and 'hygiene factors' where the level of service needs to be maintained.





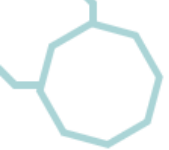
Overall performance-importance correlation

The following figure plots the relative importance of each aspect in the survey against its performance score (% giving a 7+ rating) in the 2024/25 year. The chart is divided into four quadrants, showing areas that are performing well and those that need attention.

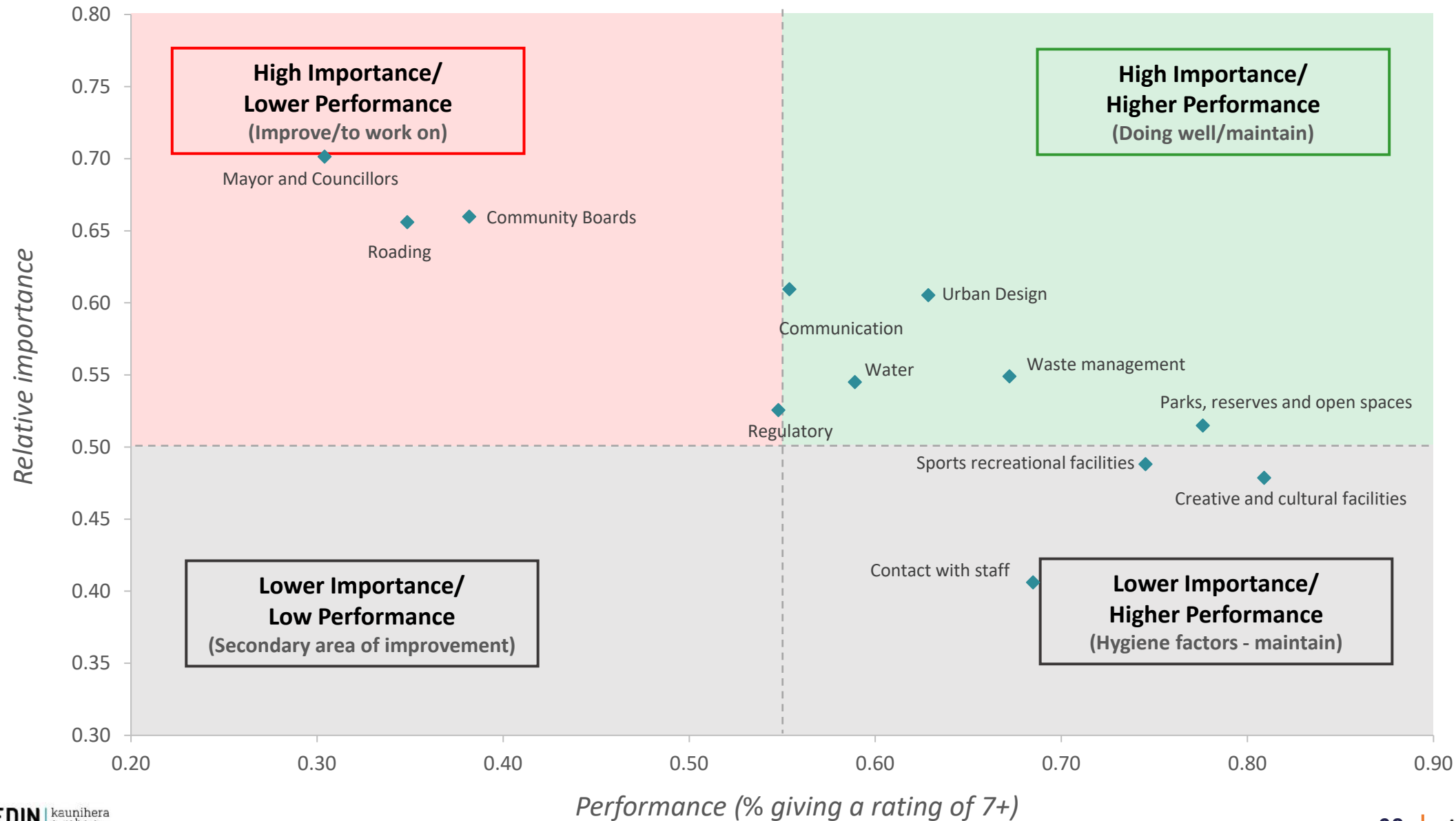
Of the 12 aspects reported, six sit in the High Importance / Higher Performance quadrant (top right), indicating areas residents value highly and perceive the Dunedin City Council as doing well in. These include Urban Design, Communication, Water, Waste Management, Regulatory (close to the boundary), and Parks, Reserves and Open Spaces. Maintaining or improving performance in these areas is important to sustain high overall satisfaction.

Three aspects fall into the High Importance / Lower Performance quadrant (top left), meaning they are of high importance to residents but have comparatively lower satisfaction scores. These are Mayor and Councillors, Roading, and Community Board. These represent key priorities for improvement, as gains here will have the most impact on overall satisfaction.

Three aspects – sports recreational facilities, contact with staff, and cultural and creative facilities - are positioned in the Lower Importance/Higher Performance quadrant, indicating it is currently well-rated but of lower relative importance. These “hygiene factors” should be maintained but are less critical to overall satisfaction compared to higher-importance areas.

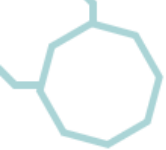


Overall performance: importance correlation

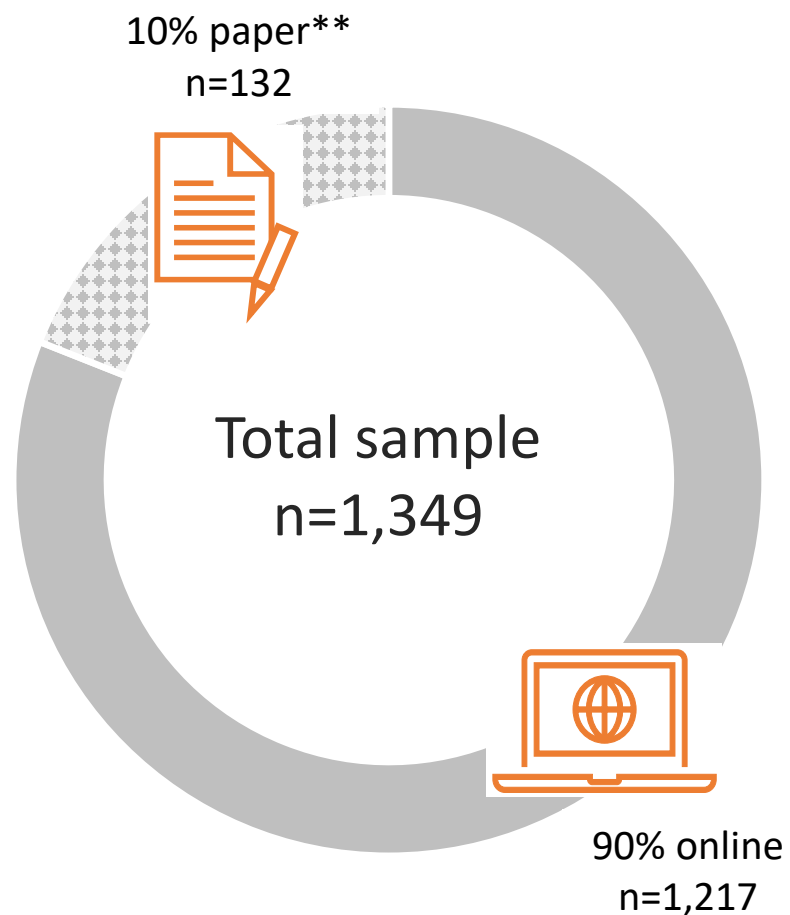




Sample profile



Response rate



** Typically, older residents, those with unreliable/no Internet access and those wanting to preview all the questions first prior to responding

Responses

A total of n=4,800 invitations (n=400 a month) were sent between July 2024 to June 2025, with total responses of n=1,349. This is a **response rate** of 29%* (compared with 29% in 2023/24). The split between online and paper completes remains stable from 2023/24.

Margin of error

The results have a maximum margin of error of +/- 2.7% at 95% confidence interval.

Data weighting

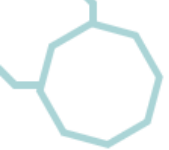
The sample has been weighted to known population distributions based on the 2018 Census data for age, gender, and ethnicity.

Data analysis

Statistically significant differences in results from the previous year or between groups have been noted throughout the report, with arrows used to indicate statistically significant higher or lower results. Differences in results that do not have an arrow are differences that are not statistically significant at the 95% confidence level.

Note: Totals may not add to 100% due to rounding.

**This is the raw response rate, as it excludes any ineligible but does not account for invites that did not reach the recipient (e.g., because the named person had moved to a new house) and were not returned to the sender.*

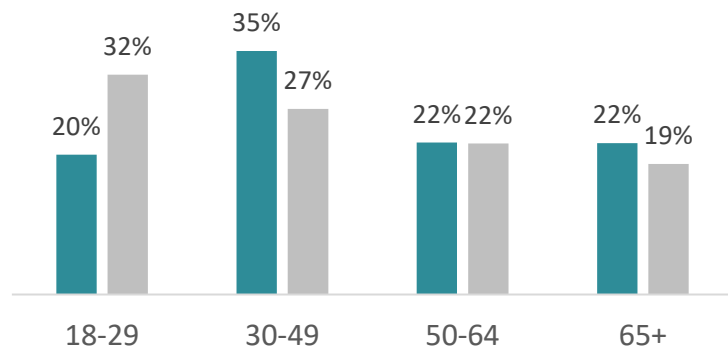


Sample profile

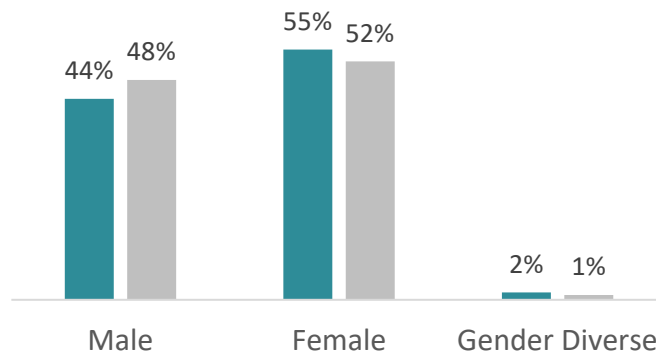
Unweighted - based on responses received



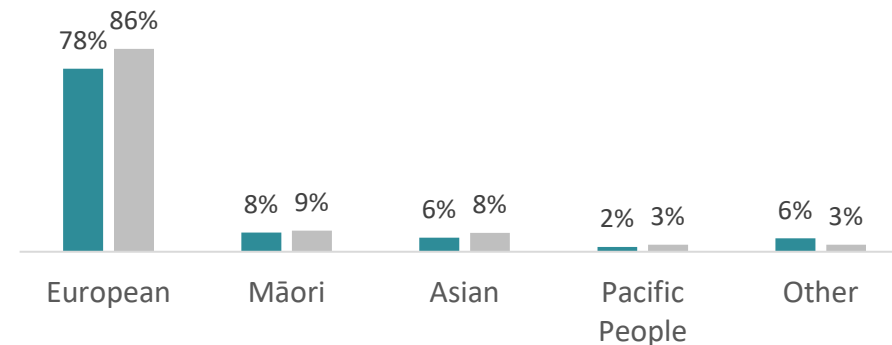
Age



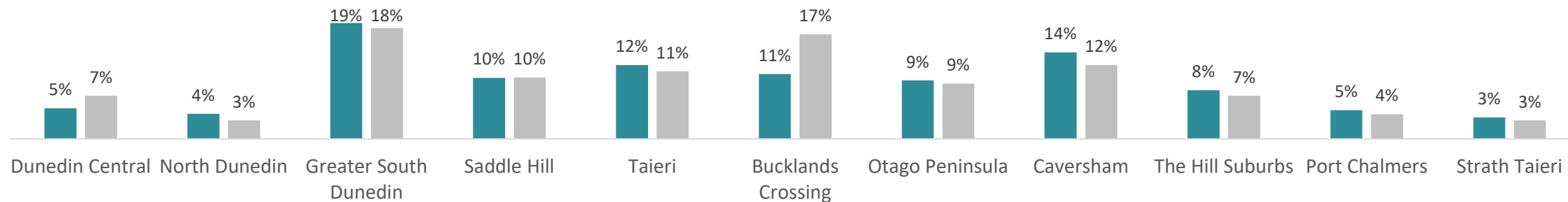
Gender

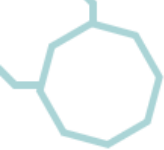


Ethnicity



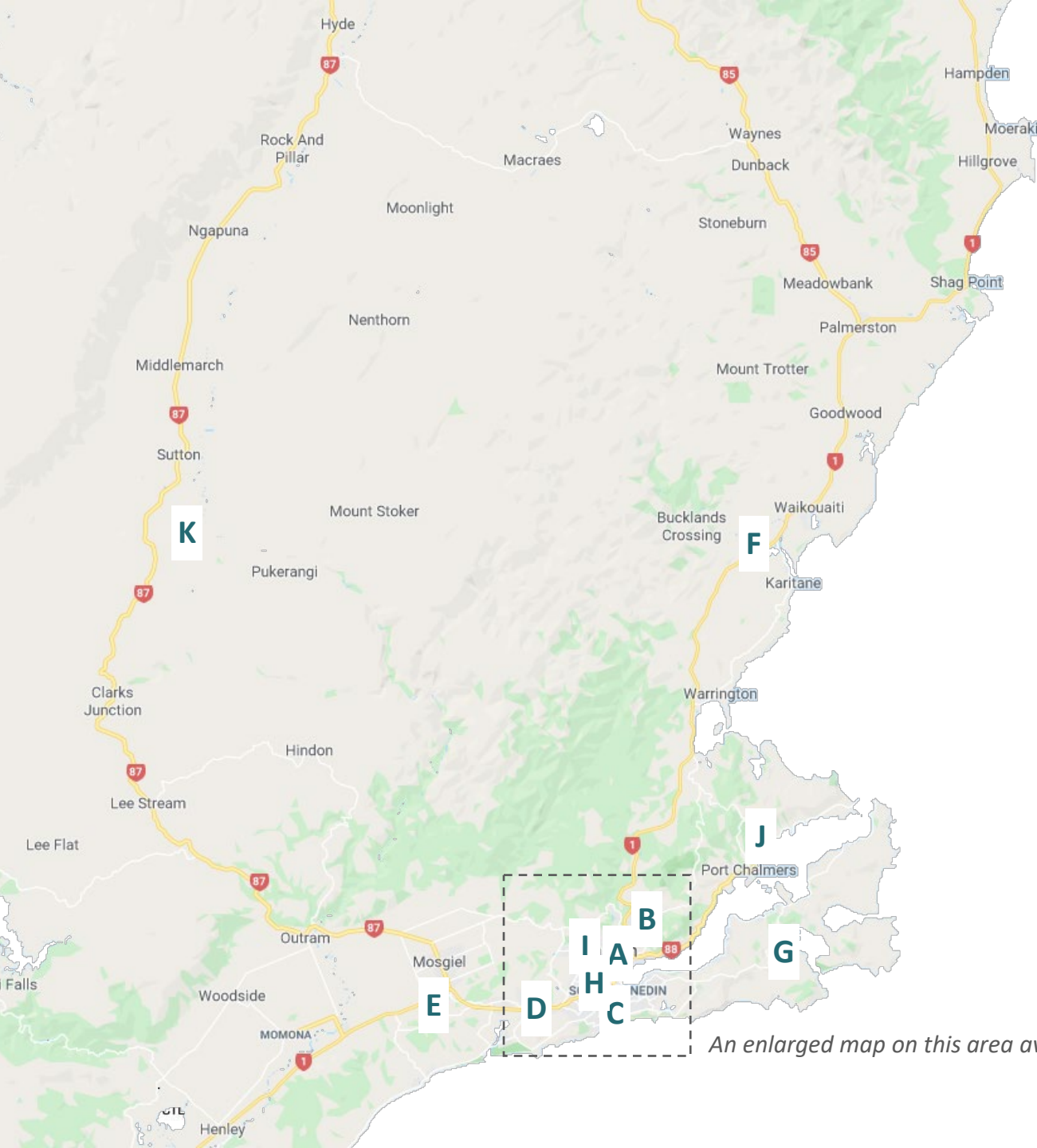
Location (Community Areas)





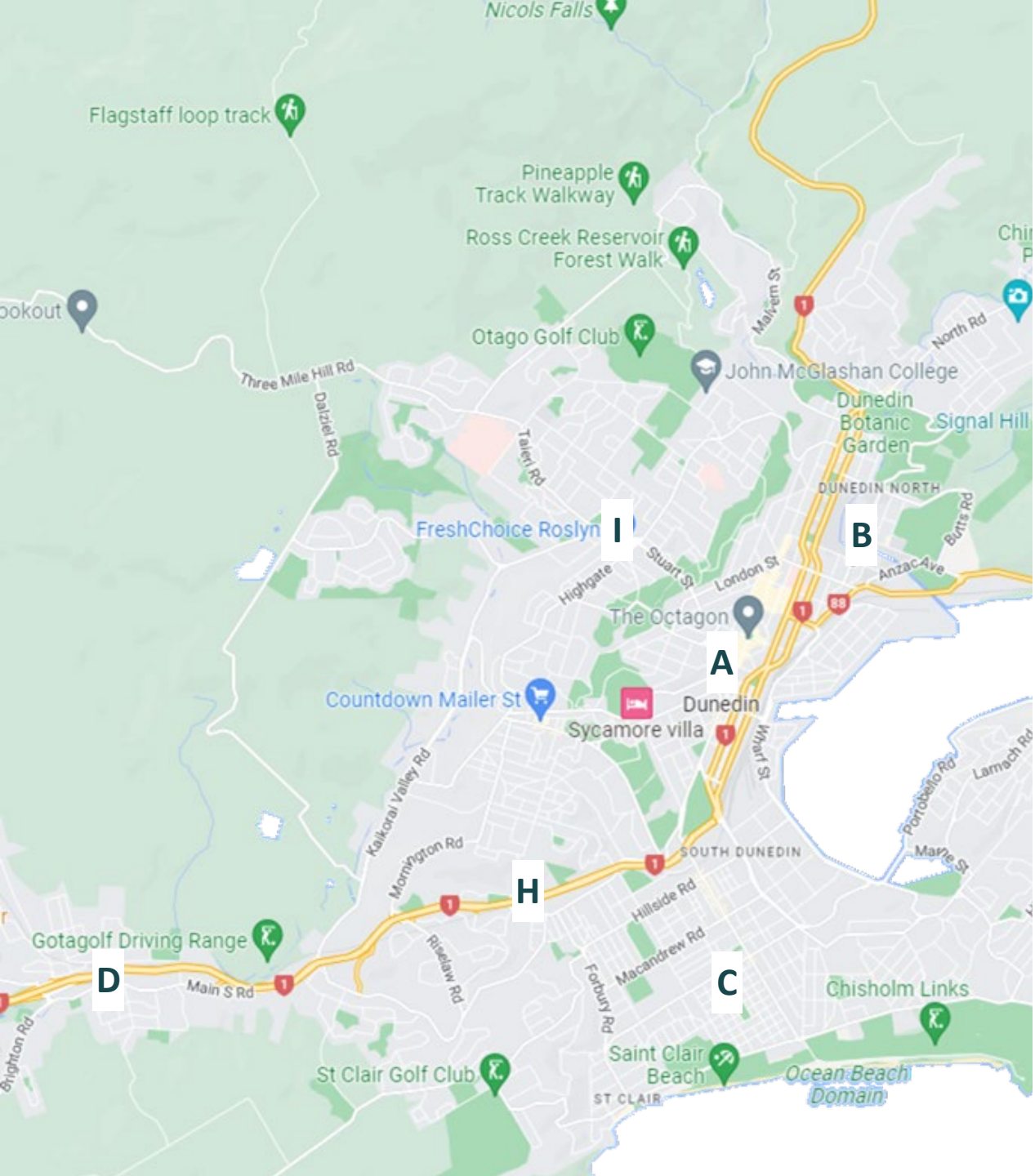
	Weighted %	Weighted base	Unweighted base
Age			
Under 30	32%	430	273
30 – 49	27%	364	476
50 – 64	22%	297	297
65 or over	19%	256	296
Ethnicity			
European	83%	1120	1040
NZ Māori	8%	108	110
Asian	5%	67	85
Pacific People	2%	27	30
Other	2%	27	76
Country of birth			
New Zealand	80%	1079	1029
Overseas	20%	270	313
Employment status			
Full-time, paid	51%	684	679
Part-time, paid	19%	254	236
Not in paid employment	12%	162	145
Retired	18%	246	279

	Weighted %	Weighted base	Unweighted base
Gender			
Female	52%	695	733
Male	48%	641	588
Gender diverse	1%	13	21
Property ownership in Ōtepoti Dunedin			
Yes	57%	774	856
No	43%	574	485
Commute to work			
Drive a car, van or truck with no passengers	49%	458	443
Drive a car, van or truck with passengers	13%	117	125
Walk or jog	9%	88	72
Work from home	8%	75	83
Public bus	8%	72	69
As a passenger in a car, van, truck	5%	43	39
Bicycle	4%	33	36
Other	3%	31	28
Motorbike	1%	8	8



An enlarged map on this area available on the next slide

Community Area		Weighted %	Weighted base	Unweighted base
A)	Dunedin Central	6%	77	67
B)	North Dunedin	4%	51	55
C)	Greater South Dunedin	19%	254	254
D)	Saddle Hill	10%	129	134
E)	Taieri	12%	161	162
F)	Bucklands Crossing	11%	147	142
G)	Otago Peninsula	9%	121	128
H)	Caversham	14%	194	190
I)	The Hill Suburbs	8%	102	107
J)	Port Chalmers	5%	65	63
K)	Strath Taieri	3%	47	47



Community Area		Weighted %	Weighted base	Unweighted base
A)	Dunedin Central	6%	77	67
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