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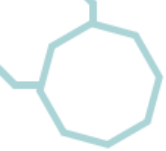
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# Introduction



# 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 services, facilities, and infrastructure Council provides to the community
- Identify areas for improvement that would be valued by residents.



## Methodology

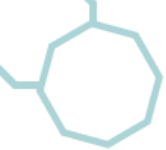
As in previous survey waves, a sequential mixed-mode methodology was used in 2023/24. Dunedin residents aged 18 years and over were randomly sampled from the electoral roll each month (with quotas for the 11 community areas) and sent a letter by post inviting them to go online to complete the questionnaire using a unique ID number to enter. 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. Black arrows are used to indicate statistically significant higher or lower results at the 95% confidence level. Differences in results depicted that do not have an arrow are not statistically significant at this level.***



# Executive Summary



# Executive summary

A total of **1,334 responses** were received, out of 4,800 invitations, between July 2023 to June 2024, with a response rate of 29%.

## Overall satisfaction

### Performance measures (page 7)

- Most **performance measures** captured in the survey are stable at very similar levels to last year, and **overall satisfaction** remains unchanged (50%).
- **Services and infrastructure delivery** continues to receive the highest overall satisfaction rating among performance measures (62%, up slightly from 60% in 2023).
- Around two fifths of survey respondents are satisfied with the **value for money** of DCC services and activities (38%, compared with 39% last year).
- Over one third of survey respondents are satisfied with the overall performance of **Community Board members** (36%, 37% last year).
- Satisfaction with the performance of the **Mayor and Councillors** is the only performance measure that experienced a decline (29%, a significant decrease from 34% in 2023)
  - but higher than satisfaction levels recorded in 2021 and 2022, of 25% and 26% respectively.

### Public facilities, infrastructure, and other services (page 8)

- A high proportion are satisfied with **public facilities** overall (84%, unchanged) and with **parks, reserves and open spaces** (80%, up from 77% in 2023)
- There has been a significant increase in satisfaction ratings for **waste management** over the last 12 months (62%, up significantly from 58%).
- All other satisfaction measures for facilities, infrastructure, and other services have remained stable compared to last year.
- **Roading-related infrastructures** continue to receive lower positive ratings (26%, unchanged since 2022).

## Top priorities (page 70)

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 (20%);
- a greater focus on being **sustainable and environmentally-friendly** (17%);
- **follow through on existing projects** – finish projects that have commenced, more efforts on completion timeframe (16%); and
- **better traffic flow** e.g., fewer roadworks, heavy traffic diversions (14%).

## Performance versus importance analysis (page 75)

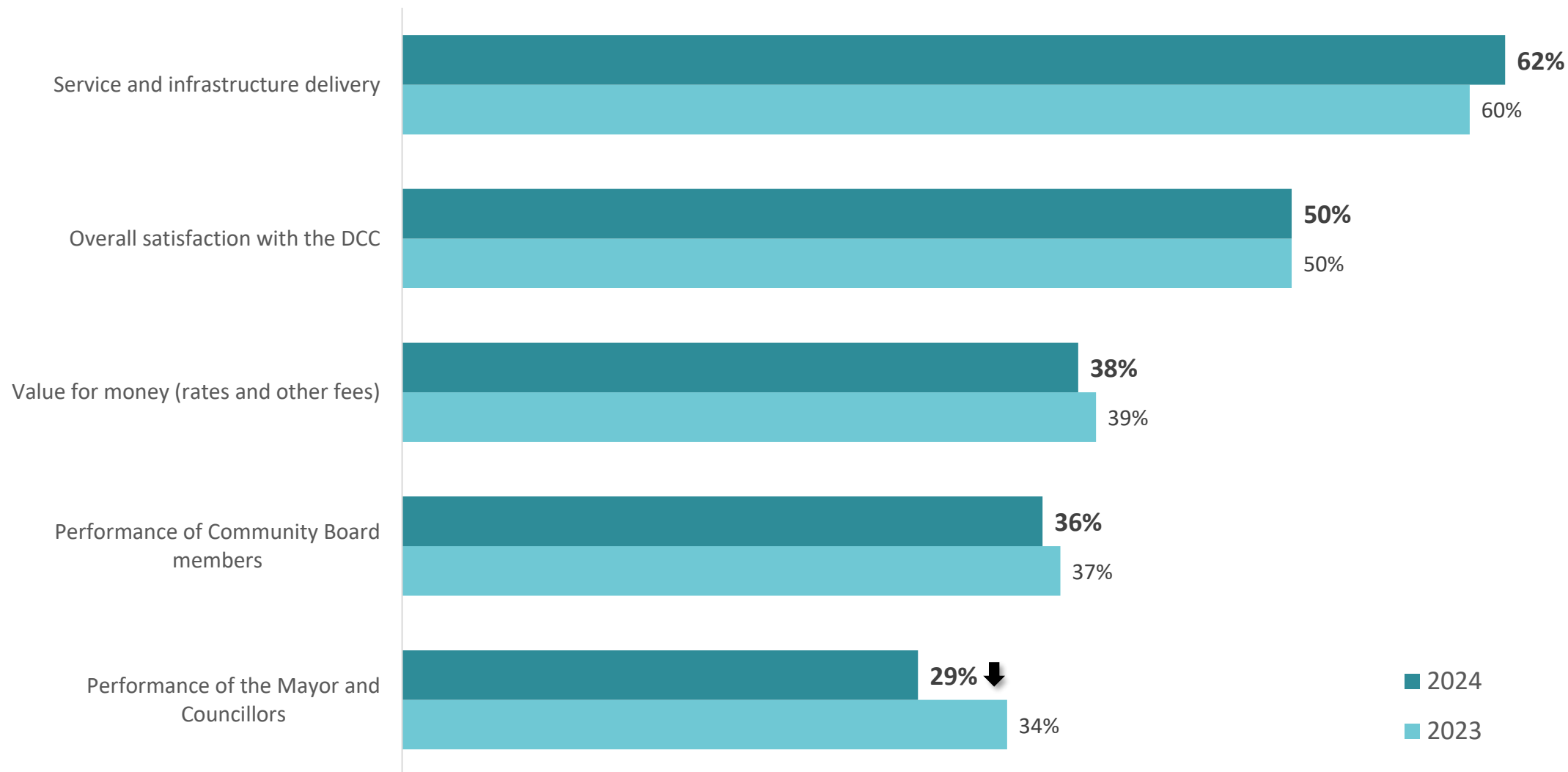
Areas measured that are identified as having high relative influence on overall satisfaction with DCC, but lower relative performance, are as follows. Improvements in these areas are expected to boost overall satisfaction with the DCC:

- the performance of the Mayor and Councillors;
- the performance of the Community Board members;
- roading related infrastructure.



# Overall rating summary

## Performance Measures



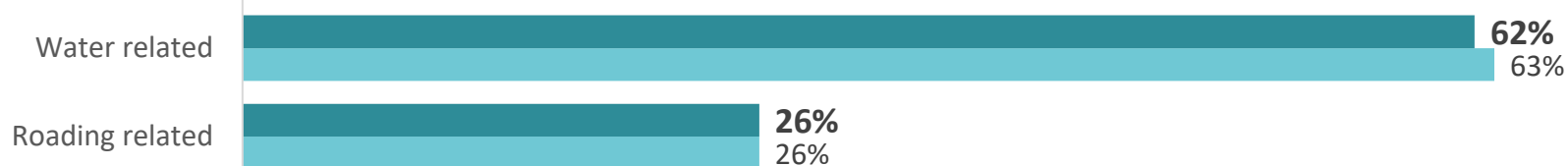


# Overall rating summary

## Public Facilities



## Infrastructure



## Other services



■ 2024  
■ 2023



# Facilities

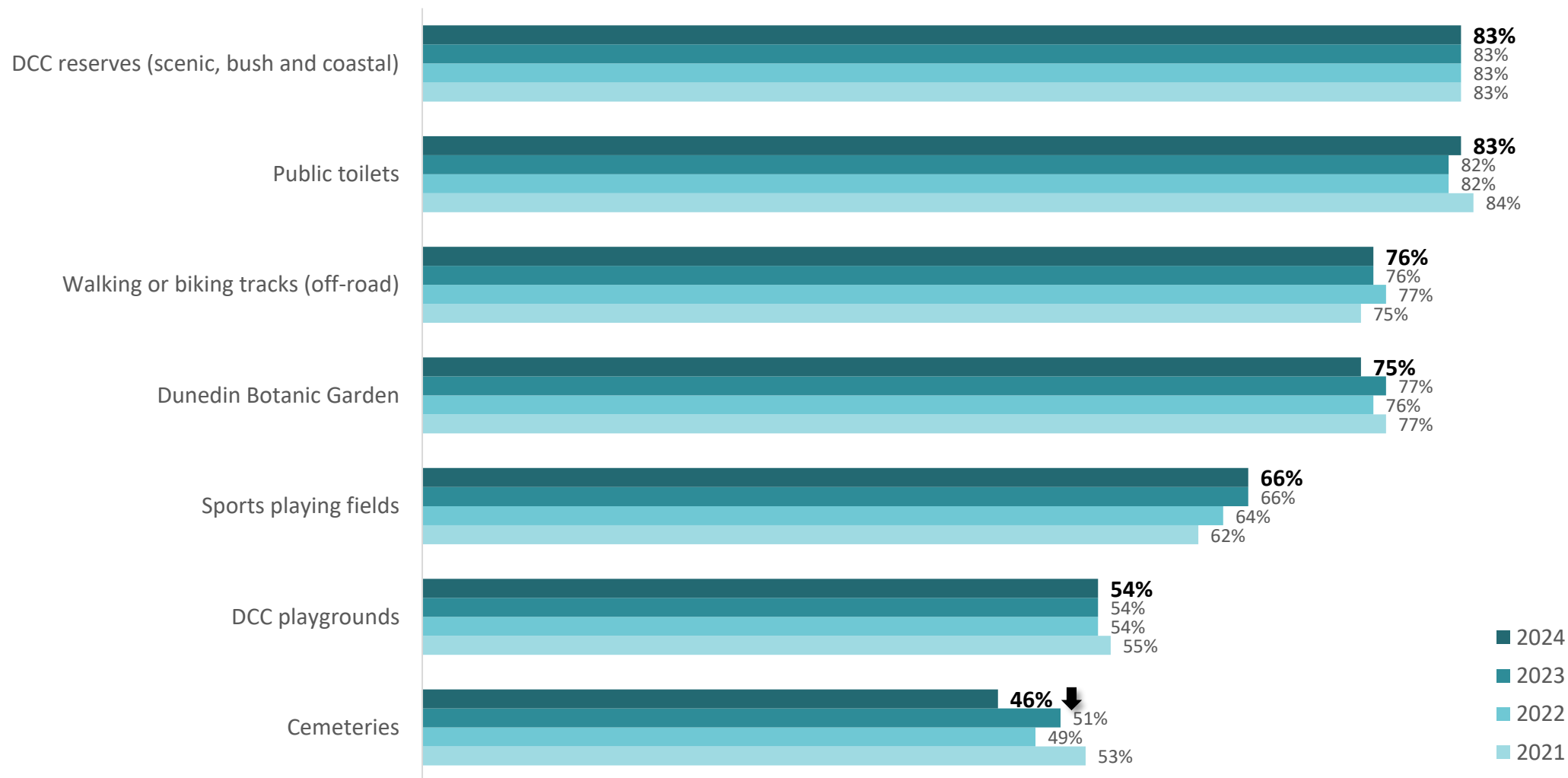
Parks, reserves and open spaces





# Visiting parks, reserves and open spaces

Percentage having visited in the last 12 months

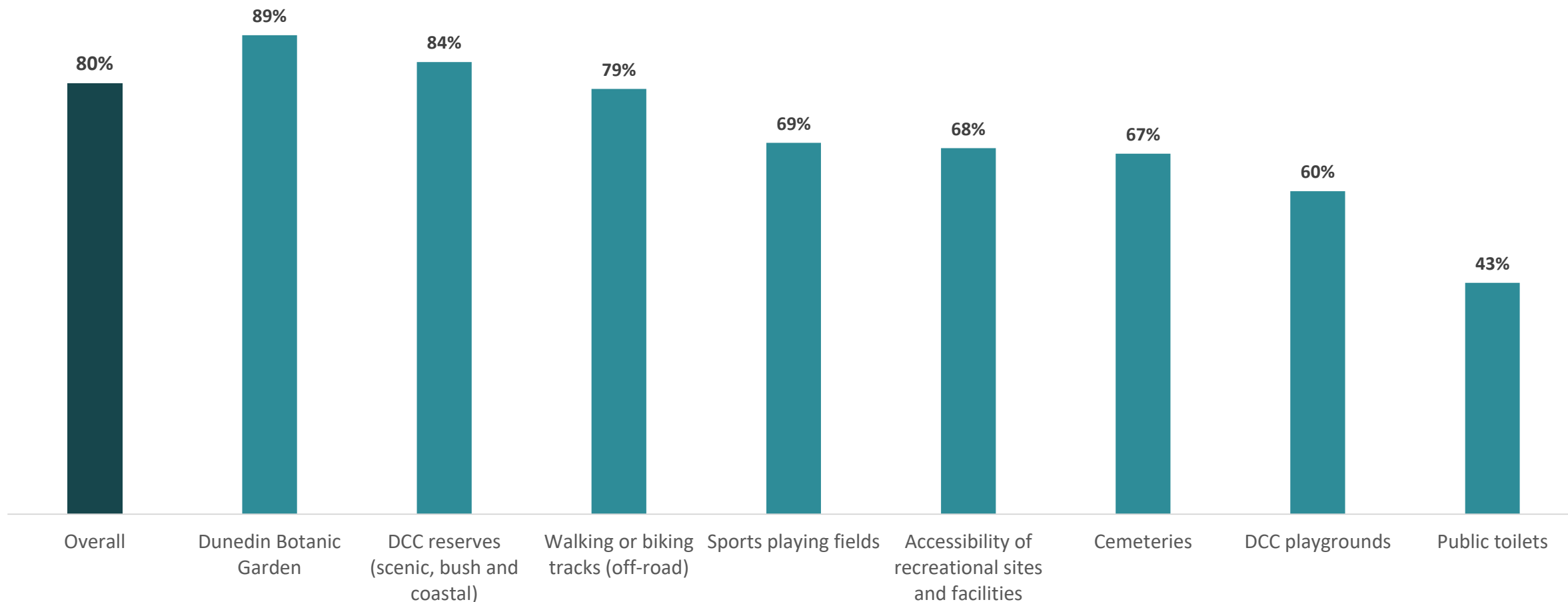




# Satisfaction with parks, reserves and open spaces – 2023/24

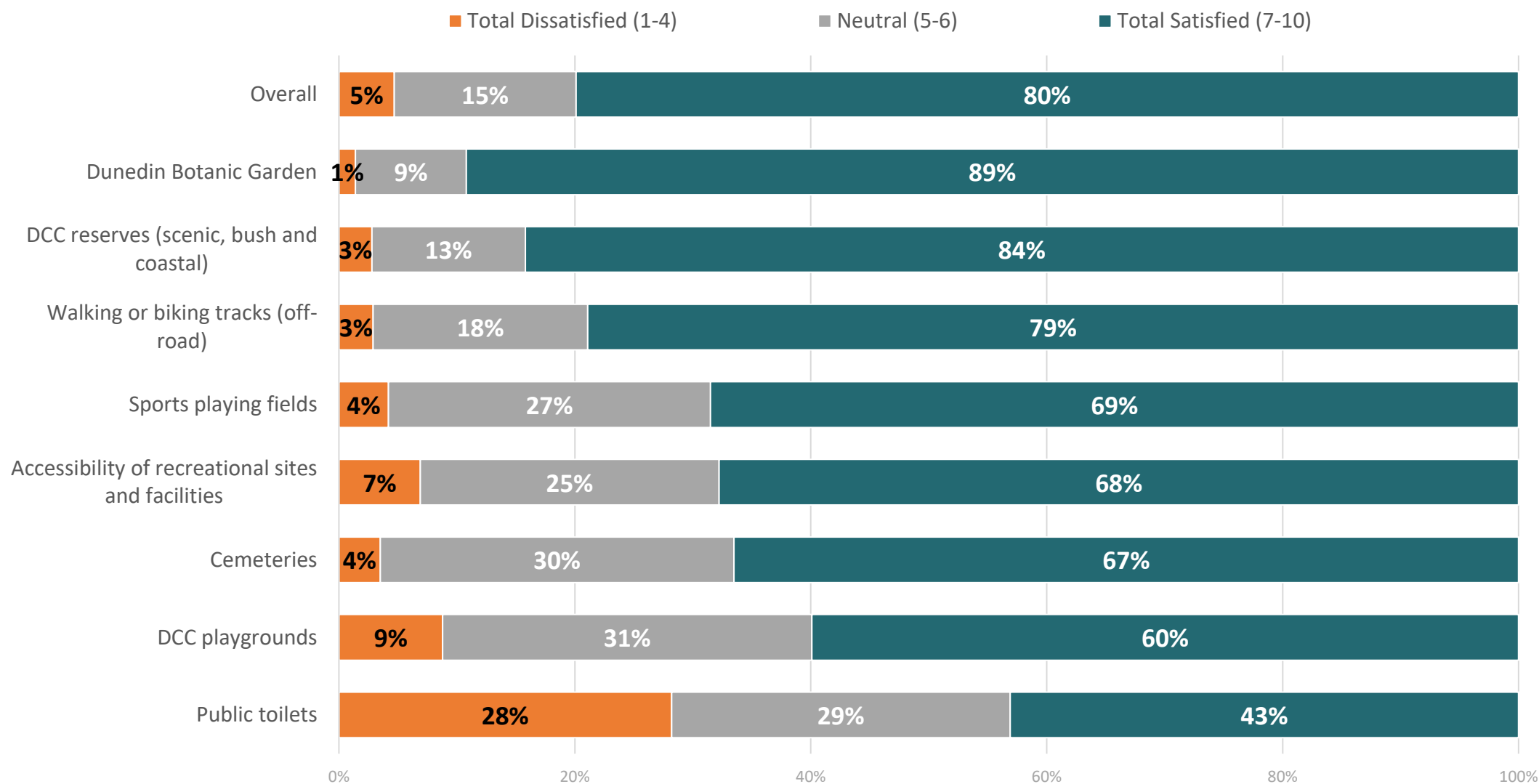
In 2023/24 Dunedin Botanic Garden, reserves, and walking and biking tracks received highest satisfaction ratings (by the all those surveyed including users and non-users).

In contrast, fewer than half of respondents (43%) were satisfied with public toilets.





# Satisfaction with parks, reserves and open spaces – 2023/24



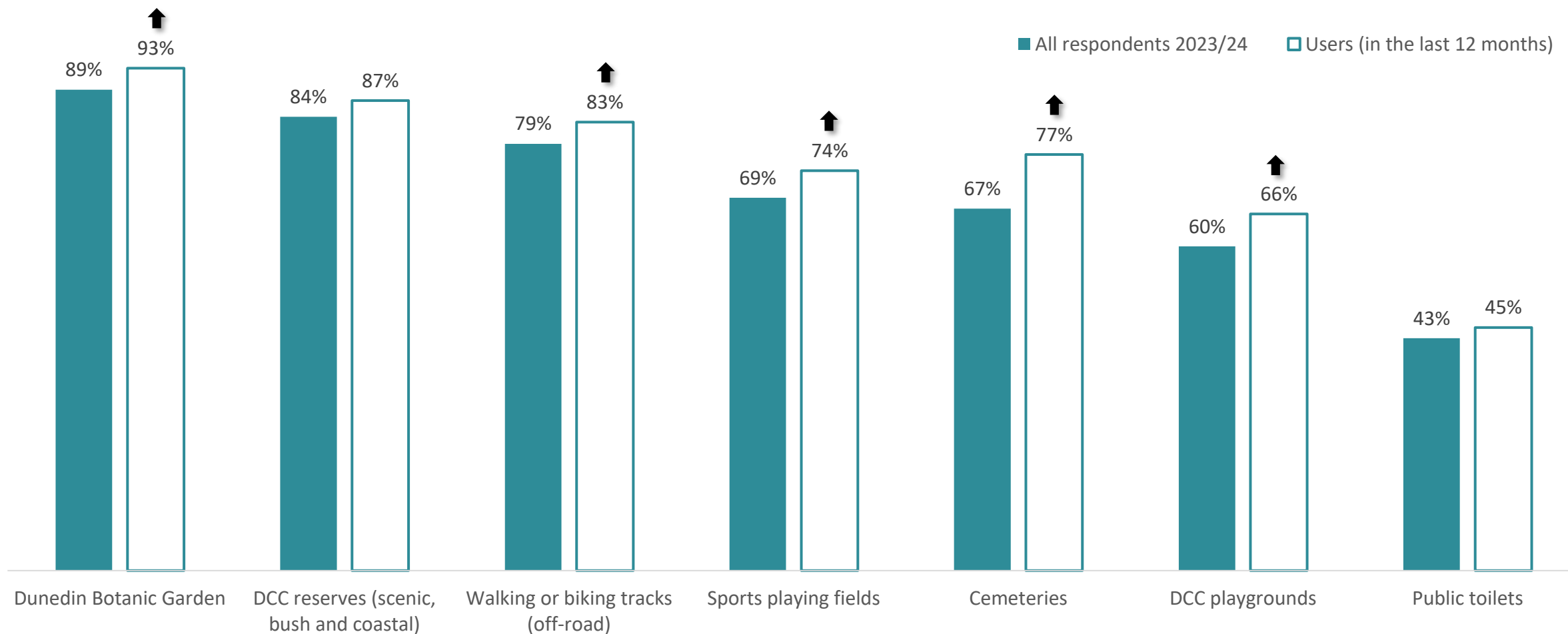
NOTES Q: How satisfied are you with each of the following?

Sample size: Dunedin Botanic Garden n=1,183; Sports playing fields n=987; DCC playgrounds n=925; Walking and biking tracks (off-road) n=1,099; Cemeteries n=801; DCC reserves (scenic, bush and coastal) n=1,161; Public toilets n=1,150; Accessibility of sites and facilities n=1,140. Exclude 'don't know' response.



# Satisfaction with parks, reserves and open spaces – 2023/24

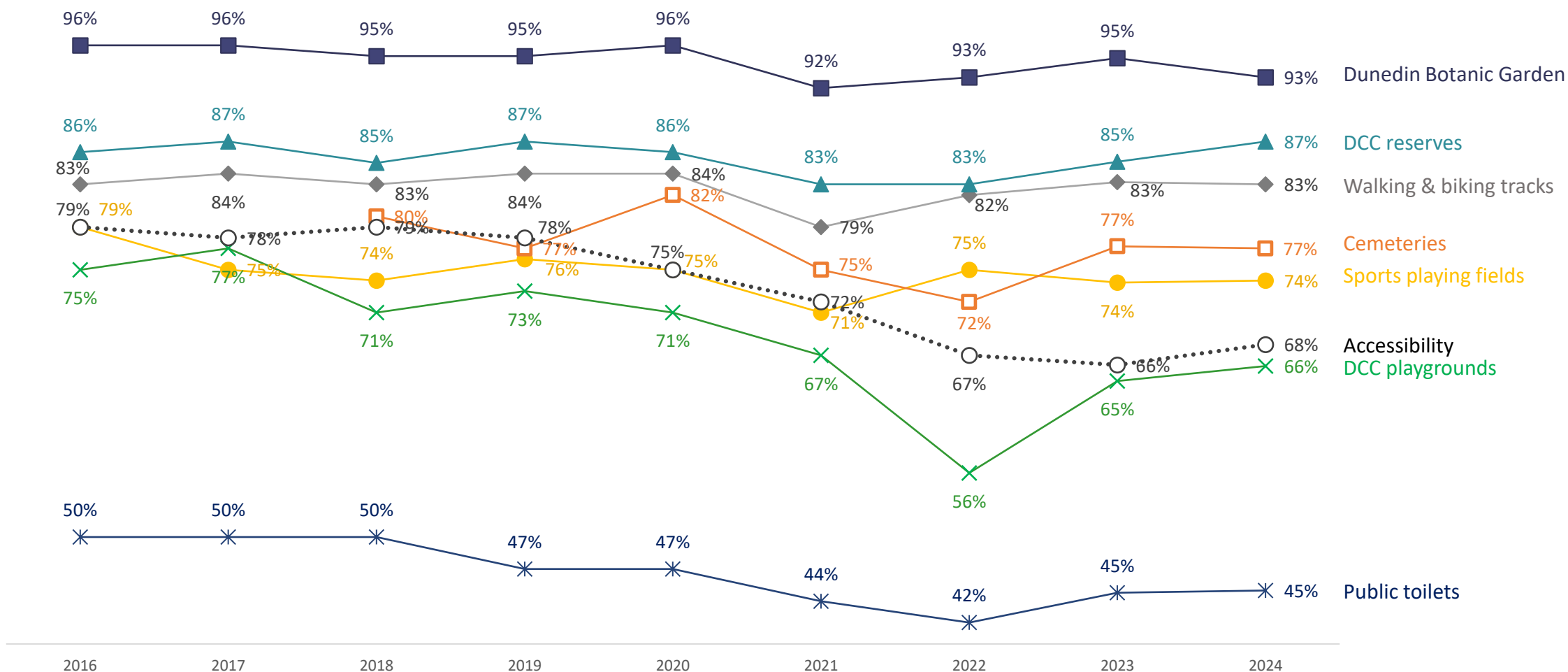
Those who had used a park, a reserve or an open space facility in the last 12 months gave higher satisfaction ratings than the total sample. Black arrows indicate a statistically significant difference between users and all respondents – this year improvements are evident for the Botanic Garden, walking and biking tracks, sports playing fields, cemeteries and for playgrounds.





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

Satisfaction ratings for parks, reserves and open spaces facilities remained stable over the last 12 months, with slightly higher satisfaction ratings on reserves, playgrounds and accessibility to facilities, although the differences are not statistically significant.





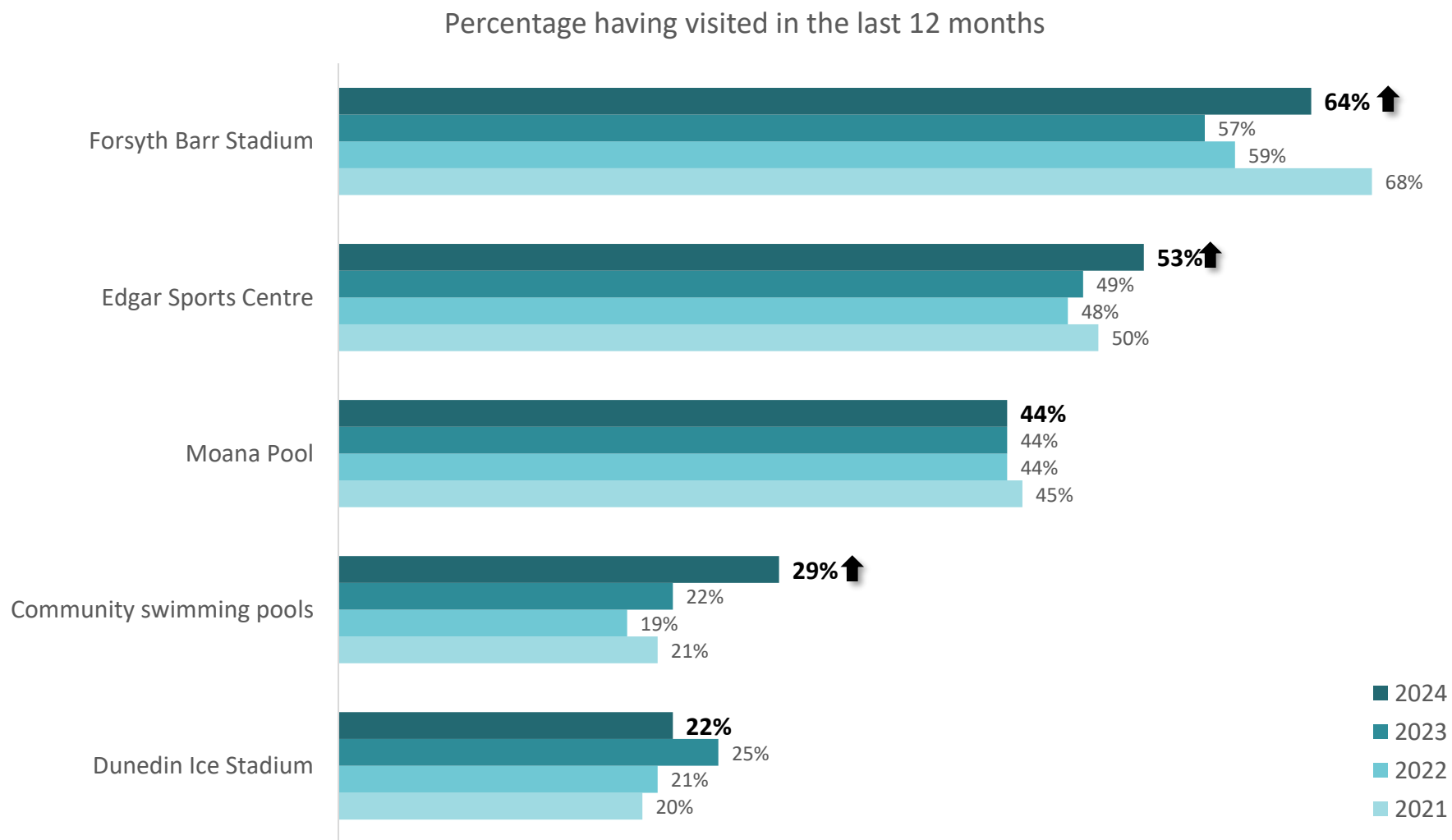
# Facilities

**Sports and recreation facilities**





# Visiting sports and recreation facilities



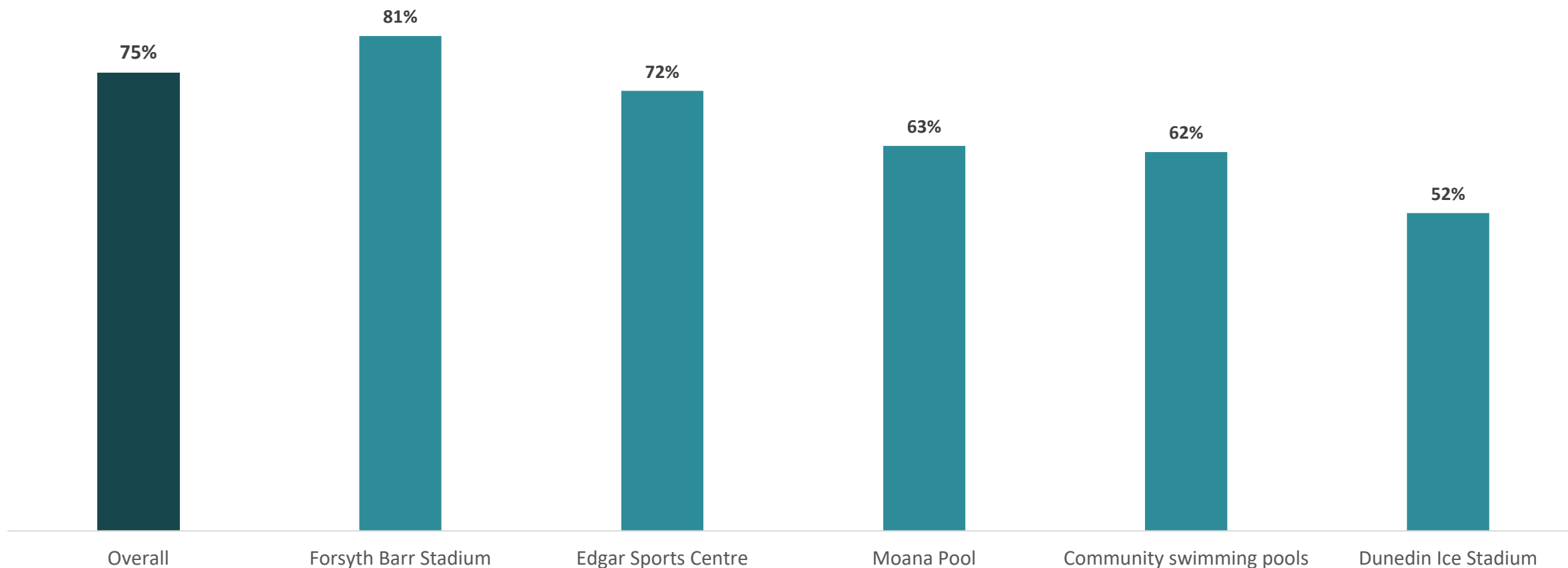
**NOTES** Q: In the last 12 months, about how often have you visited each of the following:  
Total sample size: 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334.  
Sample size for significance testing varies each question as 'don't know' responses are excluded.  
Black arrow indicate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



# Satisfaction with sports and recreation facilities – 2023/24

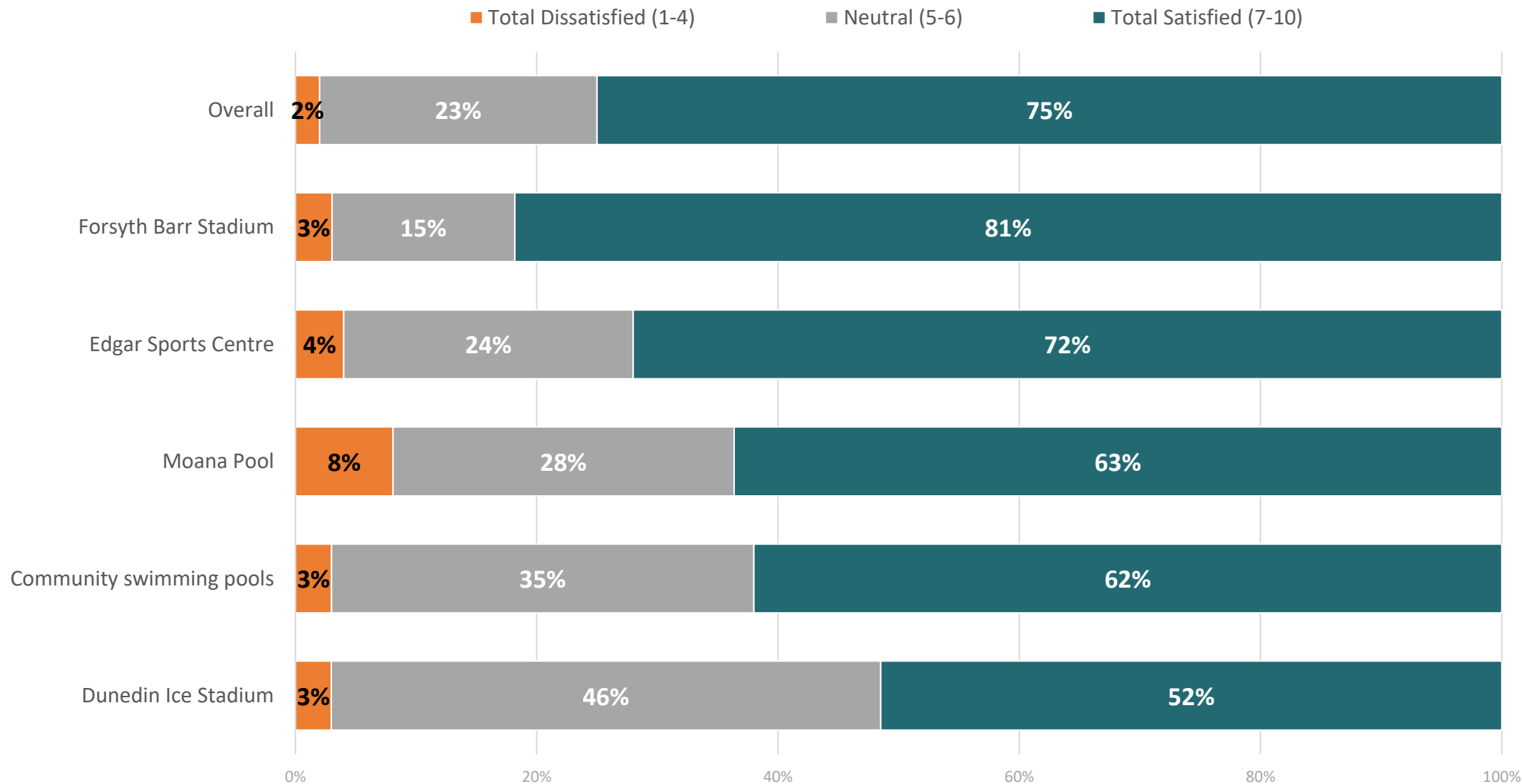
Forsyth Barr Stadium received the highest satisfaction ratings over the last 12 months, followed by the Edgar Sports Centre.

In comparison, satisfaction ratings were lower for community swimming pools, the Dunedin Ice Stadium and Moana Pool. While swimming pools and the Ice Stadium have higher proportions of neutral ratings and a lower proportion of dissatisfied ratings, Moana Pool has the highest level of dissatisfied ratings (8%) amongst the five sports and recreation facilities rated by the community.





# Satisfaction with sports and recreation facilities – 2023/24



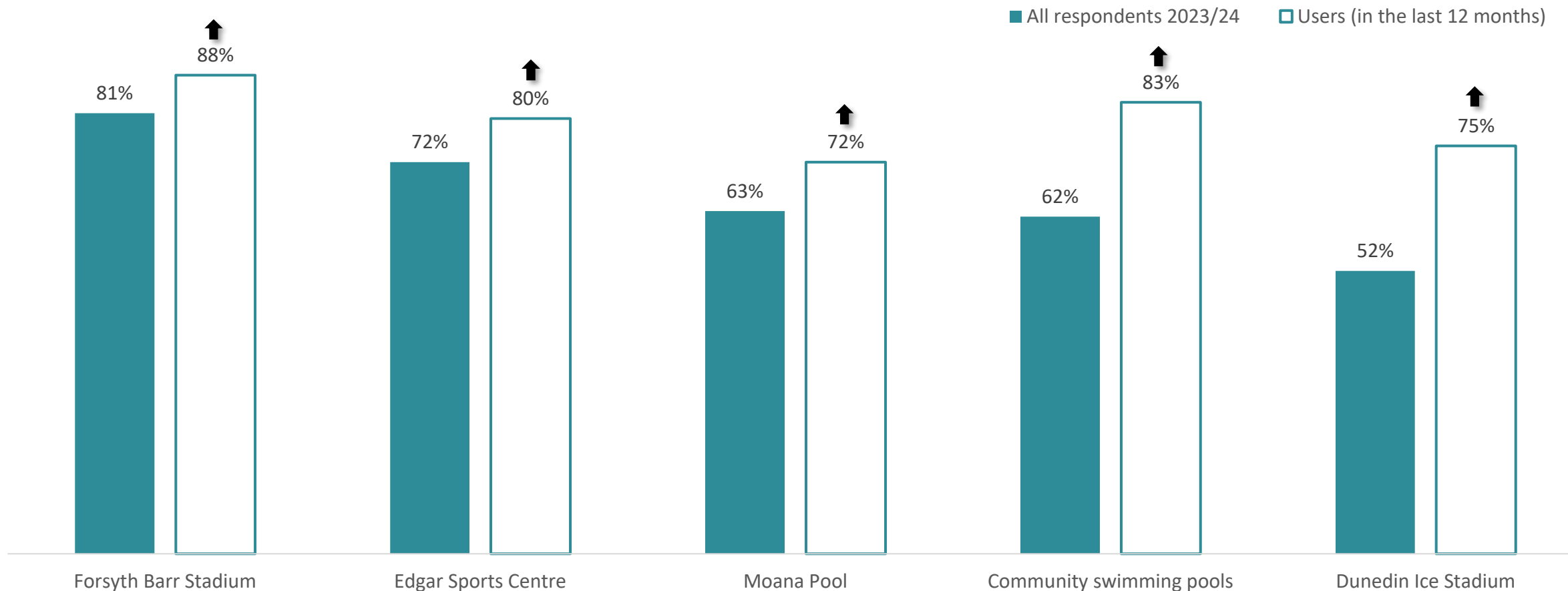
NOTES Q: How satisfied are you with each of the following?

Sample size: Moana Pool n=857; Community swimming pools (Mosgiel, St Clair and Port Chalmers – any or all of these) n=613; Dunedin Ice Stadium n=530; Edgar Sports Centre n=862, Forsyth Barr Stadium n=984. Exclude 'don't know' response.



# Satisfaction with sports and recreation facilities – 2023/24

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

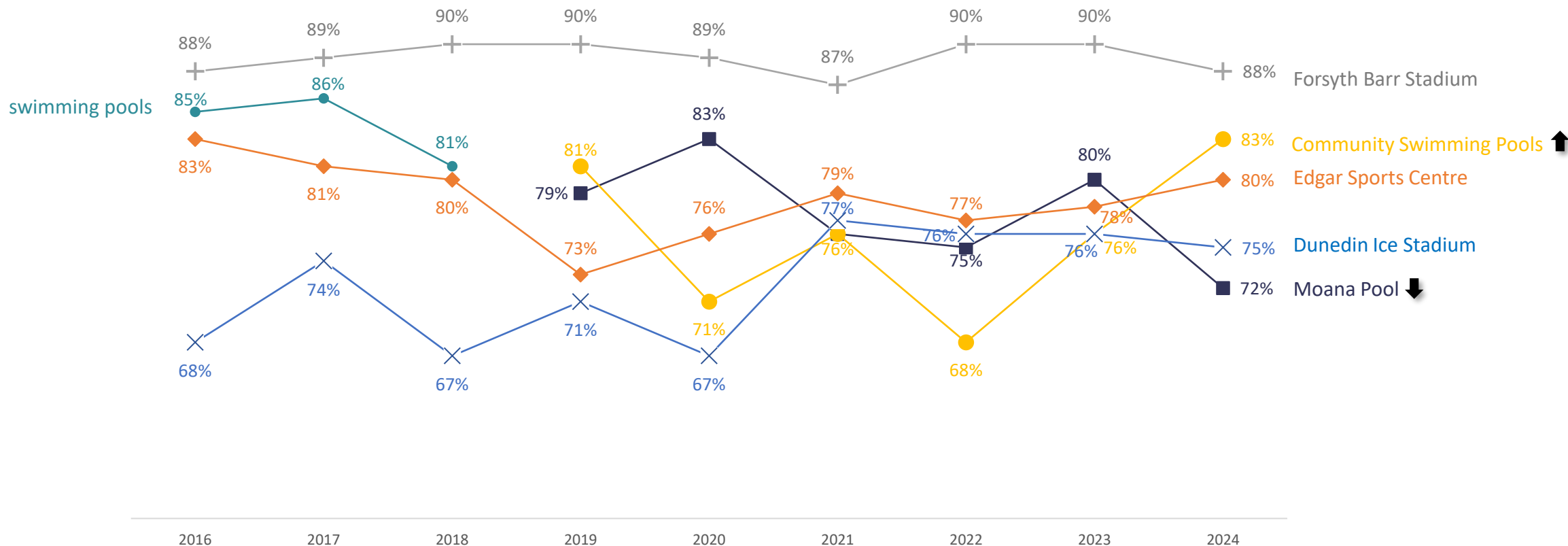




# Satisfaction with sports and recreation facilities – users over time

Compared to 2022/23 results, there has been a statistically significant increase in satisfaction with community swimming pools among those who had used them to the highest level of satisfaction achieved by swimming pools in the last five years (83%).

In contrast, user satisfaction with Moana Pool shows a statistically significant decline from last year to the lowest level of satisfaction in the last five years (72%).



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.

Sample size for significance testing varies each question as 'don't know' responses are excluded.

Black arrow indicate statistically significant higher or lower result from the 2022/23 survey.

The background image shows a vibrant public square or park area. In the foreground, a large tree trunk is visible on the left. The middle ground is filled with people sitting on the grass, some standing and talking. There are various structures, including a yellow wall, a blue tent, and a white truck with a logo that says "Falafo" and "Fresh". In the background, there are several buildings, including a modern white building with many windows and a classical building with a dome. The sky is bright and clear.

# Facilities

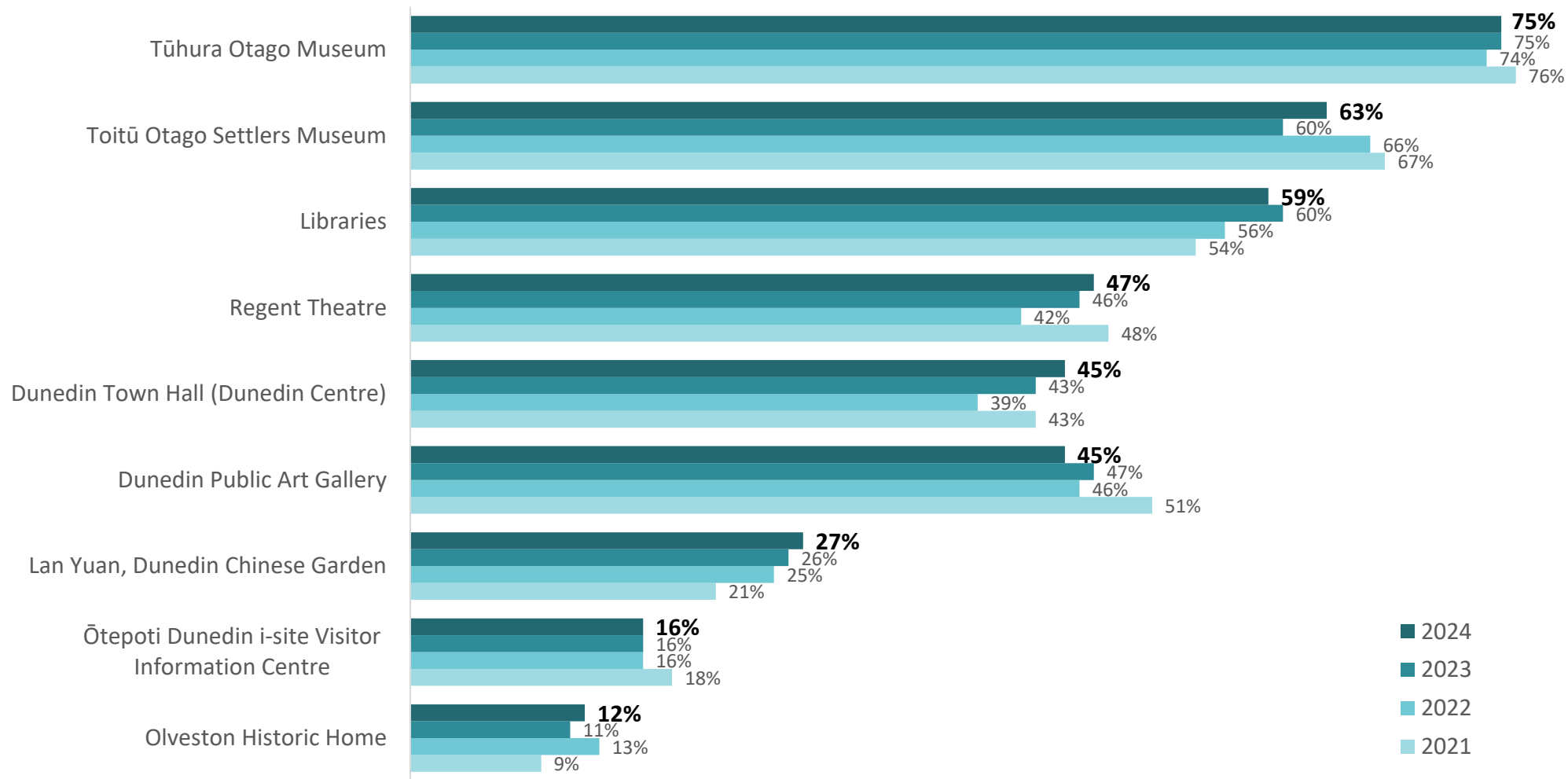
Other public facilities





# Usage of other public facilities

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:

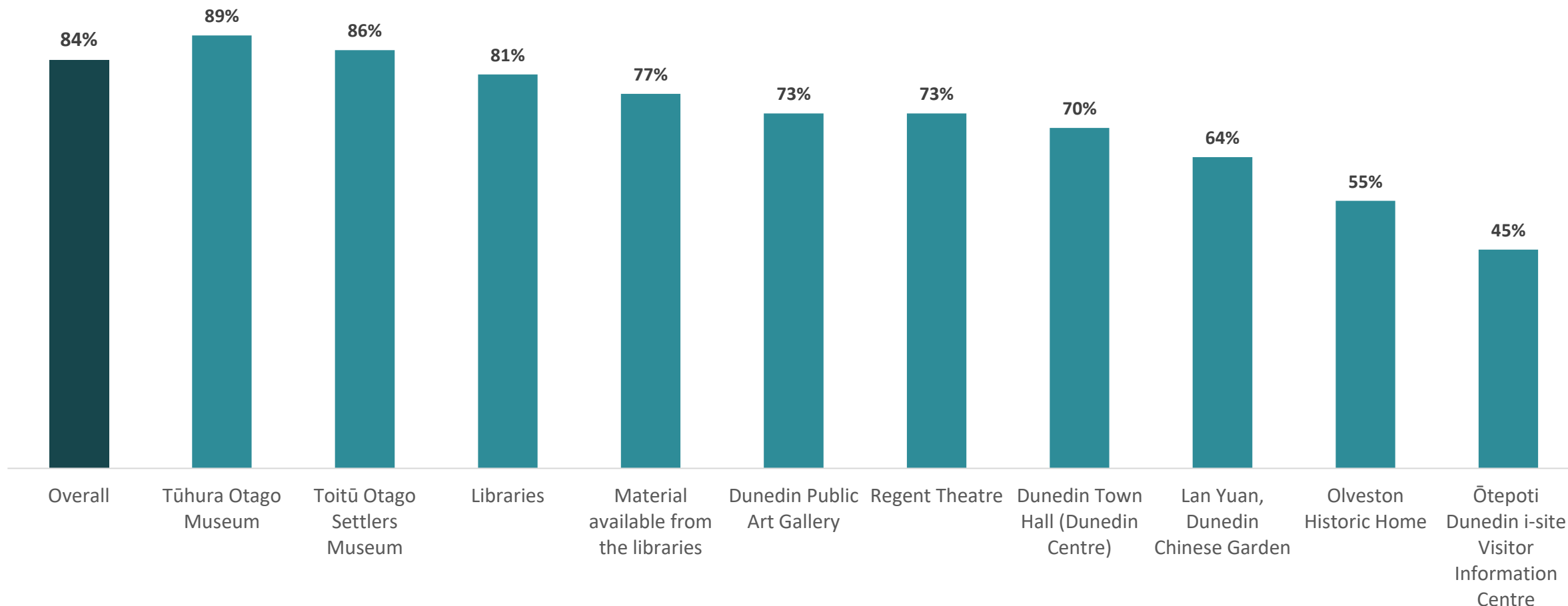
Total sample size: 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334.

Sample size for significance testing varies each question as 'don't know' responses are excluded.



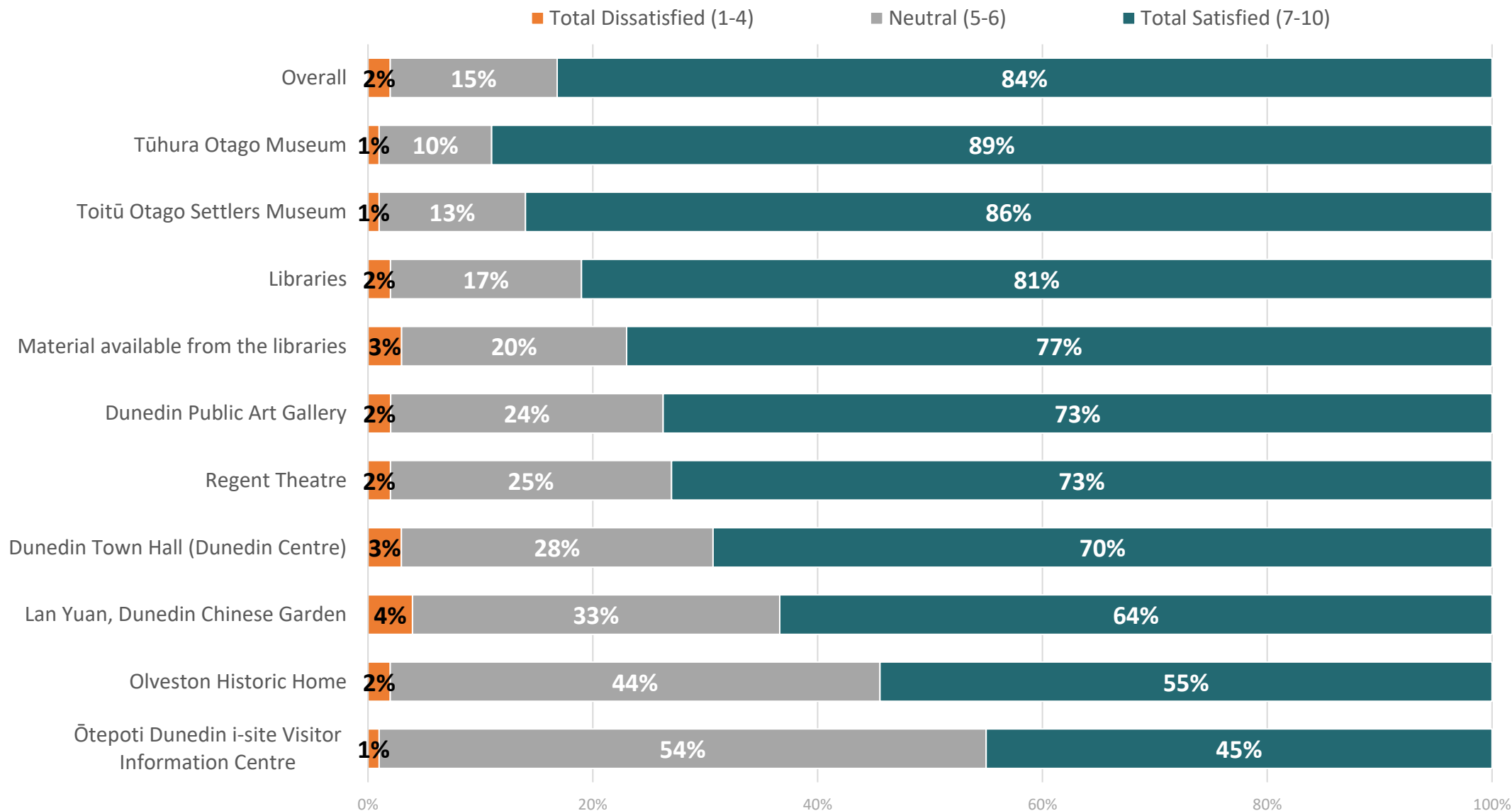
# Satisfaction with other public facilities – 2023/24

Satisfaction ratings were highest for the Tūhura Otago Museum, the Toitū Otago Settlers Museum and libraries (ratings by the all those surveyed including users and non-users). Satisfaction ratings were lower for Ōtepoti Dunedin i-site 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 other public facilities – 2023/24



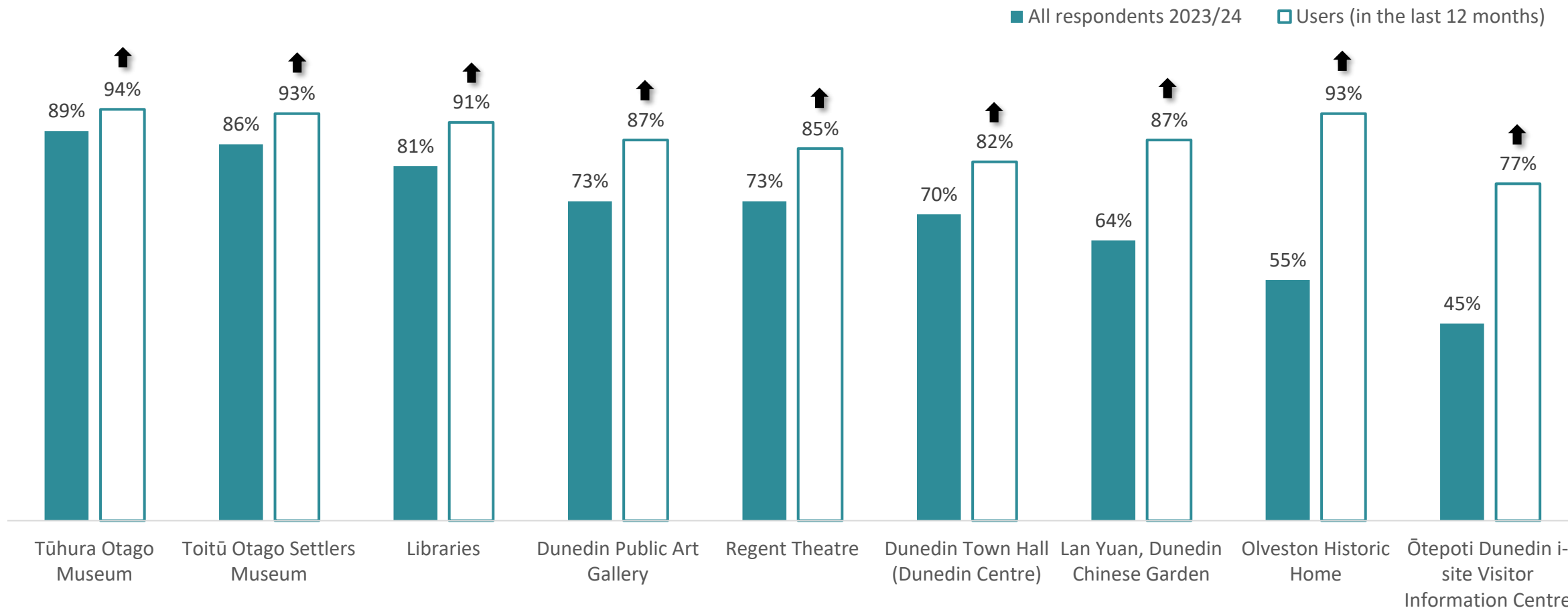
NOTES Q: How satisfied are you with each of the following?

Sample size: Otago Museum n=1,104; Toitū Otago Settlers Museum n=981; Libraries n=957; Materials from the libraries n=921; Dunedin Public Art Gallery n=768; Regent Theatre n=827; Dunedin Town Hall (Dunedin Centre) n=777; Dunedin Chinese Garden n=617; Olveston Historic Home n=449; The Dunedin i-Site Centre n=441. Exclude 'don't know' response.



# Satisfaction with other public facilities – 2023/24

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 i-site Visitor Information Centre.

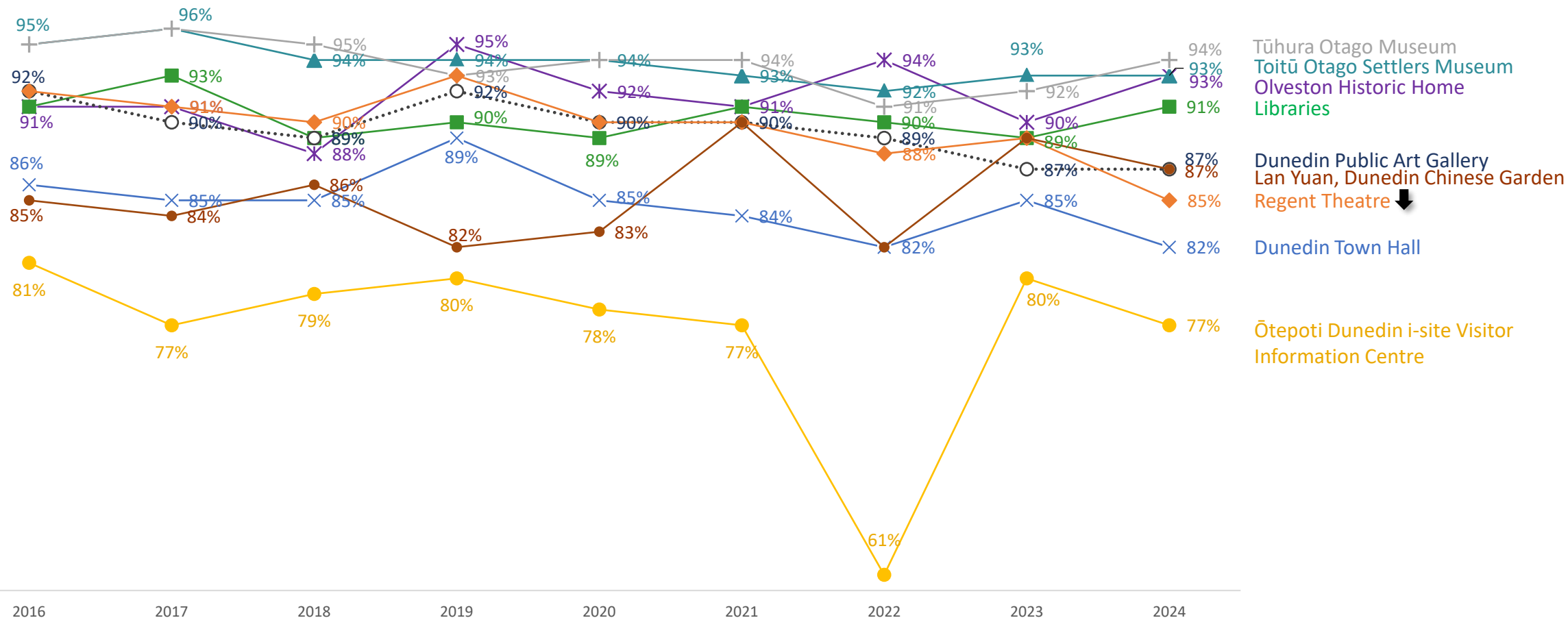




# Satisfaction with other public facilities – users over time

Satisfaction remains high for those who have used these public facilities at least once over the last 12 months, and mostly stable from the 2022/23 results.

Regent Theatre was the only public facilities whose user ratings is statistically significantly different from 12 months ago, a decline from 89% to 85%.

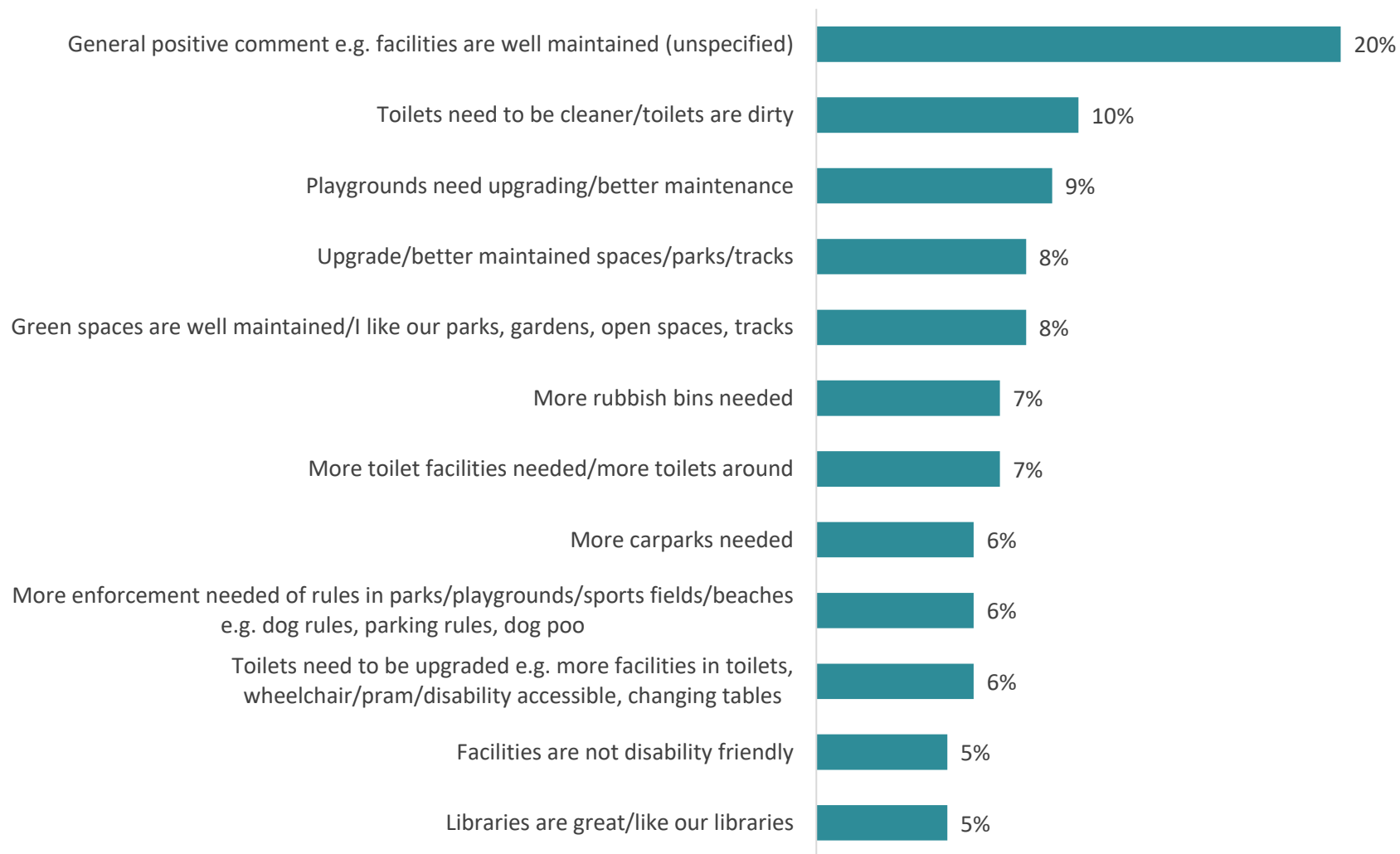


NOTES Q: How satisfied are you with each of the following?  
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334.  
Sample size for significance testing varies each question as 'don't know' responses are excluded.  
Black arrow indicate statistically significant higher or lower result from the 2022/23 survey.



# Comments about Dunedin's facilities in the last year

*Note: This includes any comments on parks, reserves and open space facilities, sports and recreation facilities and other public facilities.*



# Infrastructure

Water and roading

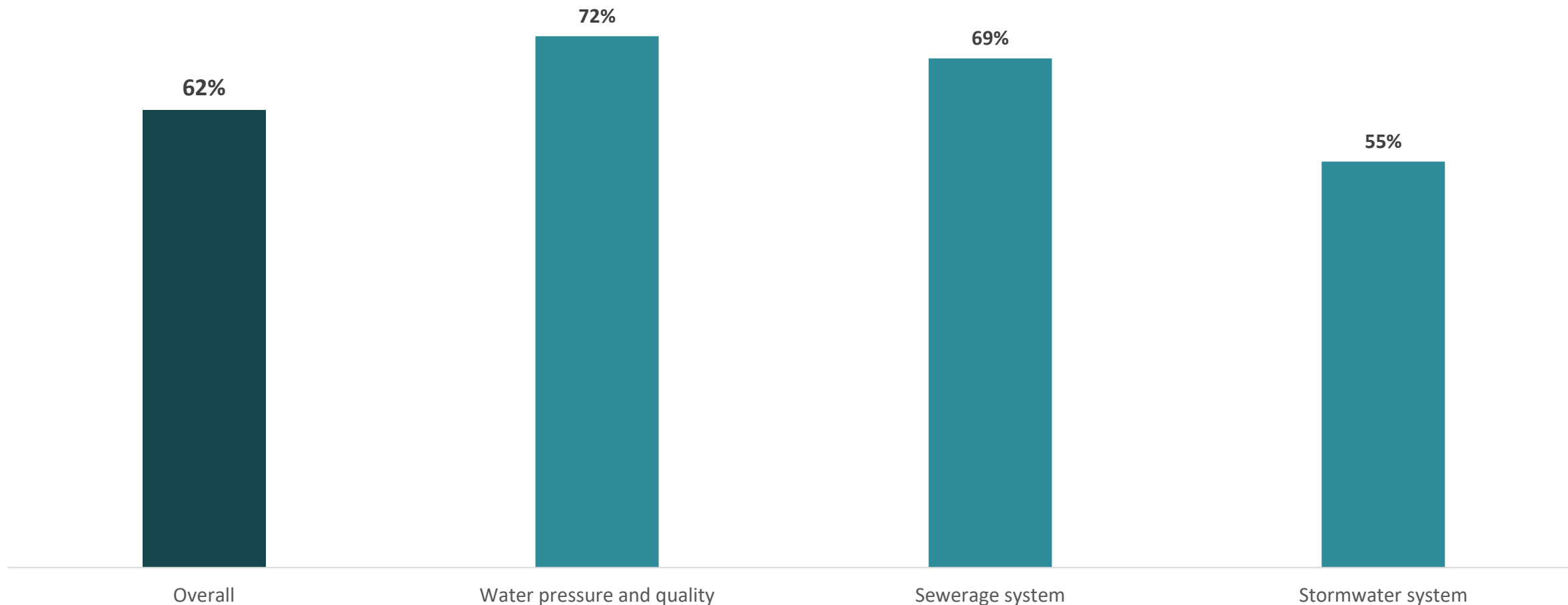




# Satisfaction with water related infrastructure – 2023/24

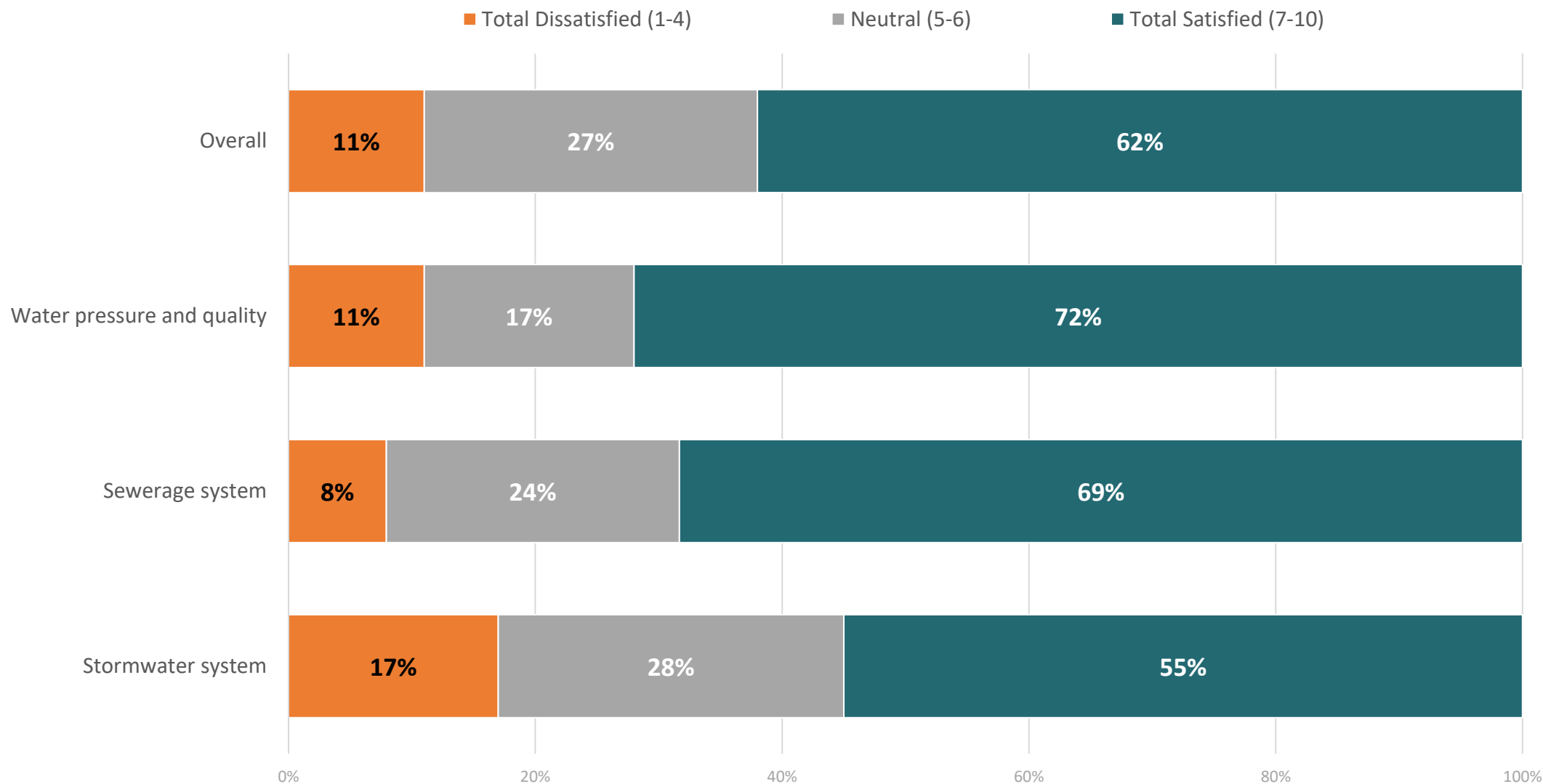
Nearly two thirds of respondents (62%) were satisfied with water related infrastructure overall.

Individual satisfaction ratings were higher for water pressure and quality at 72% and the sewerage system at 69% and lower for the stormwater system at 55%.





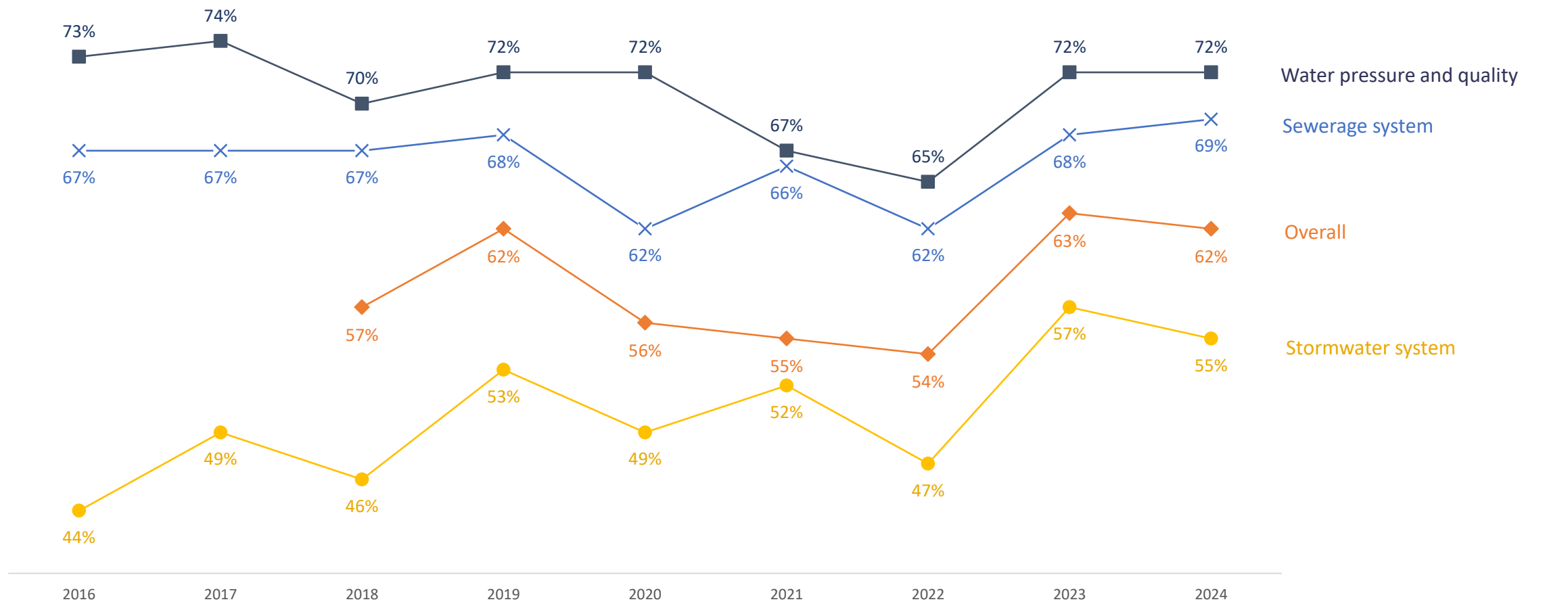
# Satisfaction with water supply, stormwater and sewerage – 2023/24





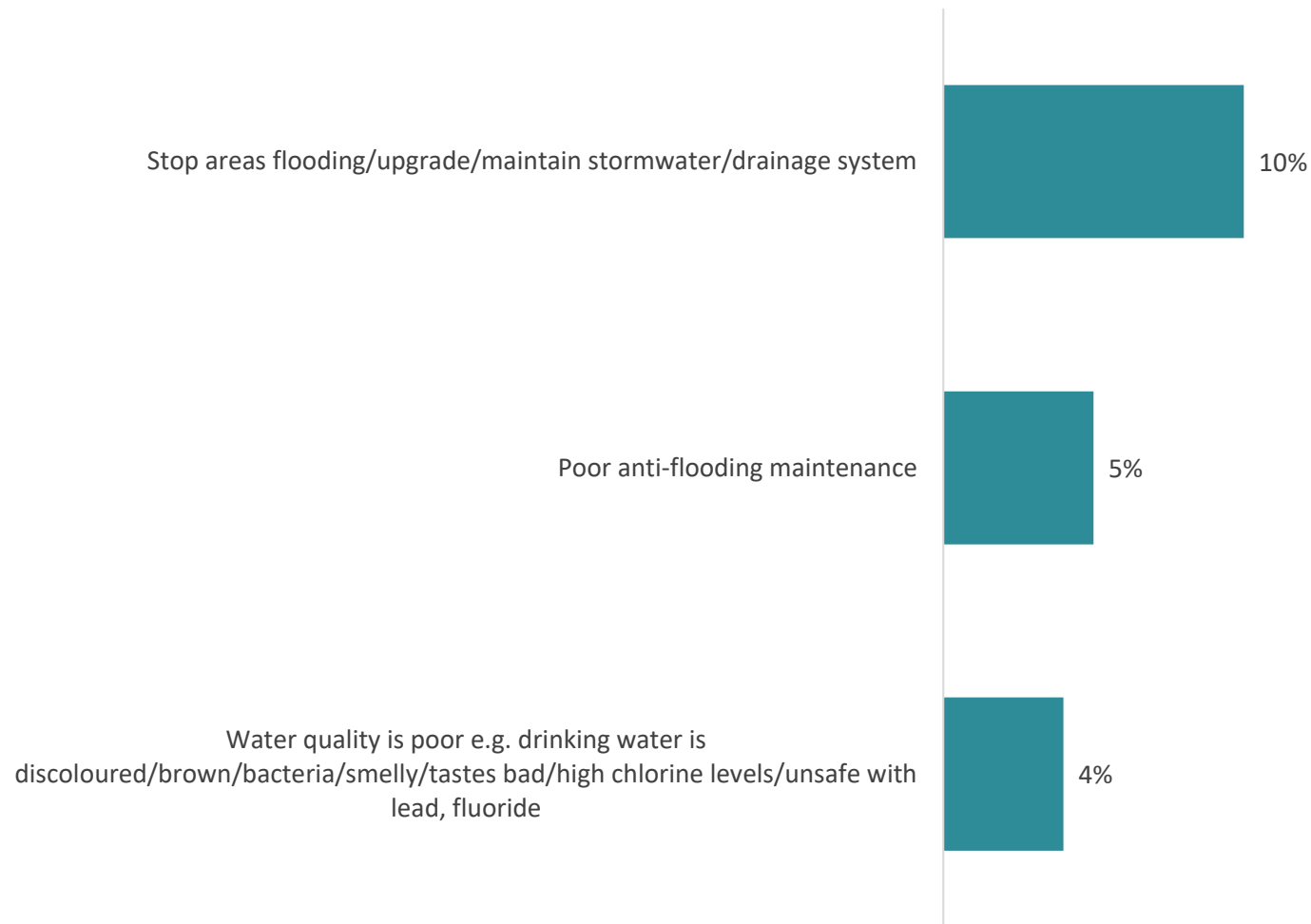
# Satisfaction with water related infrastructure over time

Satisfaction with water related infrastructure overall as well as individual measures have remained stable from their 2022/23 results.





# 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: 2024 n=795** commented about water and/or roading infrastructure. Exclude don't know/ nothing/ no comments/ unclear/ irrelevant/ blank responses.

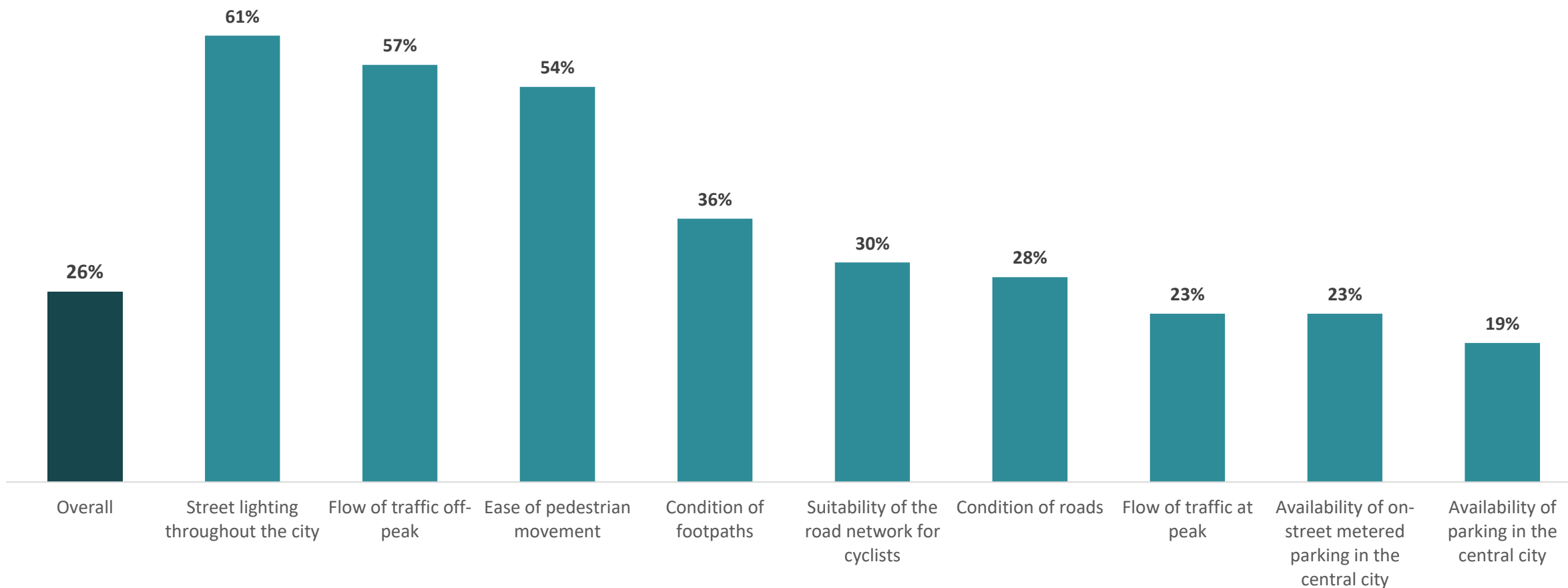
Chart does not include responses less than 4%.



# Satisfaction with roads, footpaths, lighting and parking – 2023/24

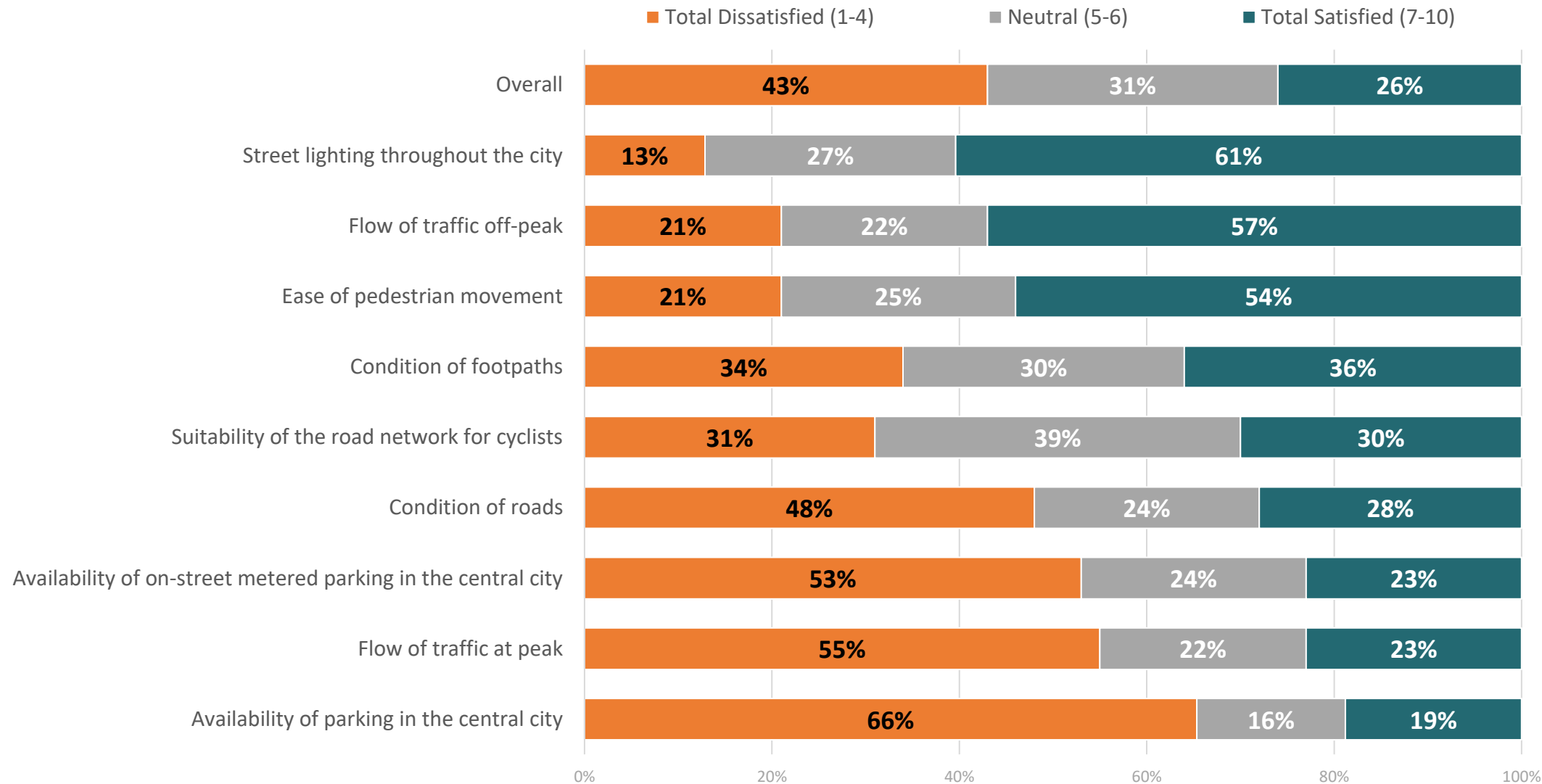
One quarter (26%), of respondents were satisfied with roading related infrastructure overall. Highest satisfaction ratings were given for street lighting, followed by the flow of traffic at off-peak hours and of ease of pedestrian movement.

Other measures were a lot weaker with high dissatisfaction levels (see next slide), particularly in relation to central city parking availability and peak traffic flow.





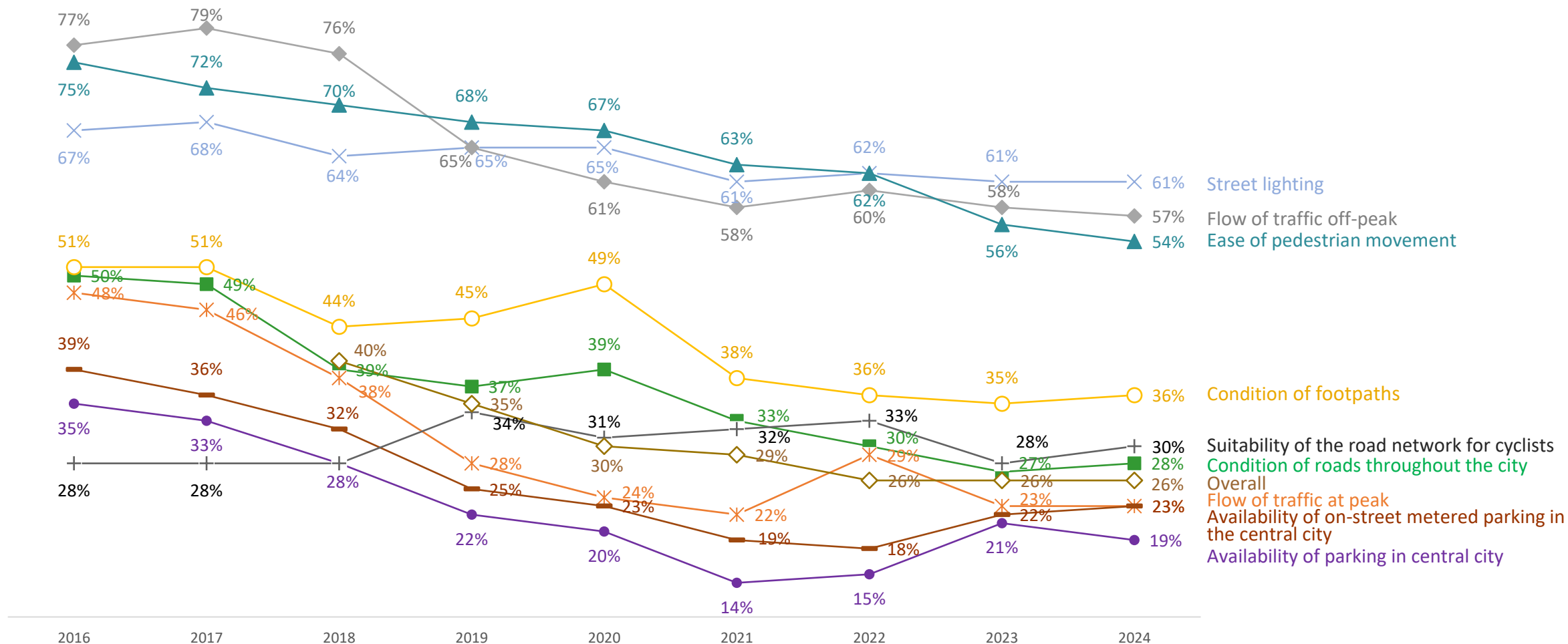
# Satisfaction with roads, footpaths, lighting and parking – 2023/24





# Satisfaction with roads, footpaths, lighting and parking over time

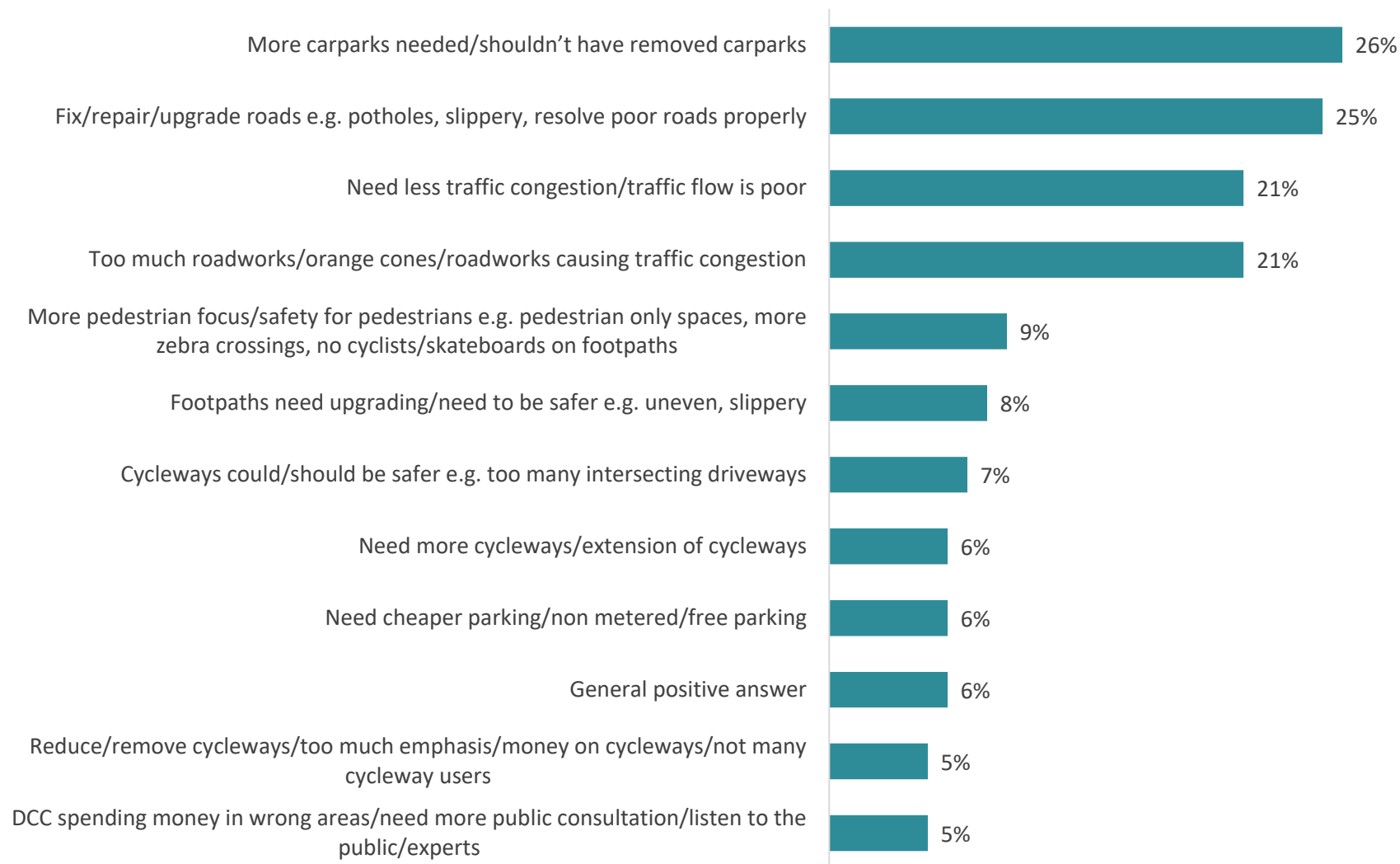
Satisfaction with roading related infrastructure overall as well as individual measures have remained stable from their results in 2022/23.



NOTES Q: How satisfied are you with each of the following? / Q: Everything considered, how satisfied are you with the way the DCC manages the city's roading-related infrastructure?  
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.  
Sample size for significance testing varies each question as 'don't know' responses are excluded.



# 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: 2024 n=795 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

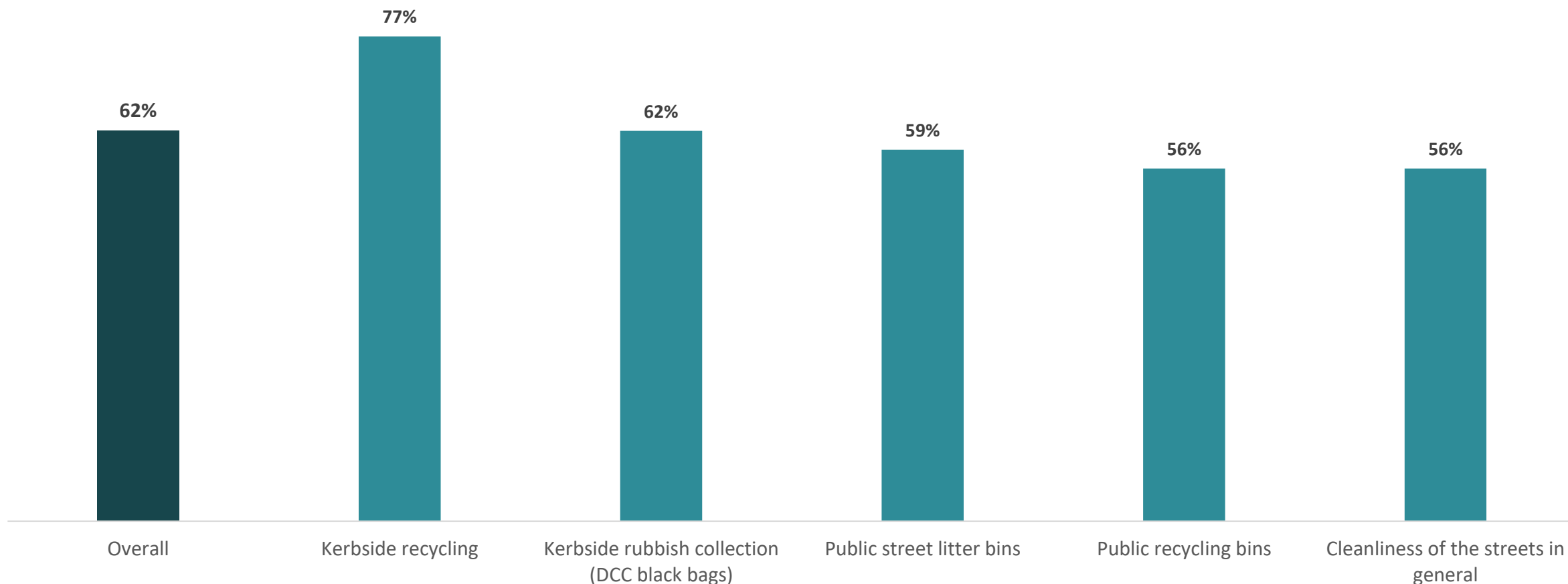




# Satisfaction with waste management – 2023/24

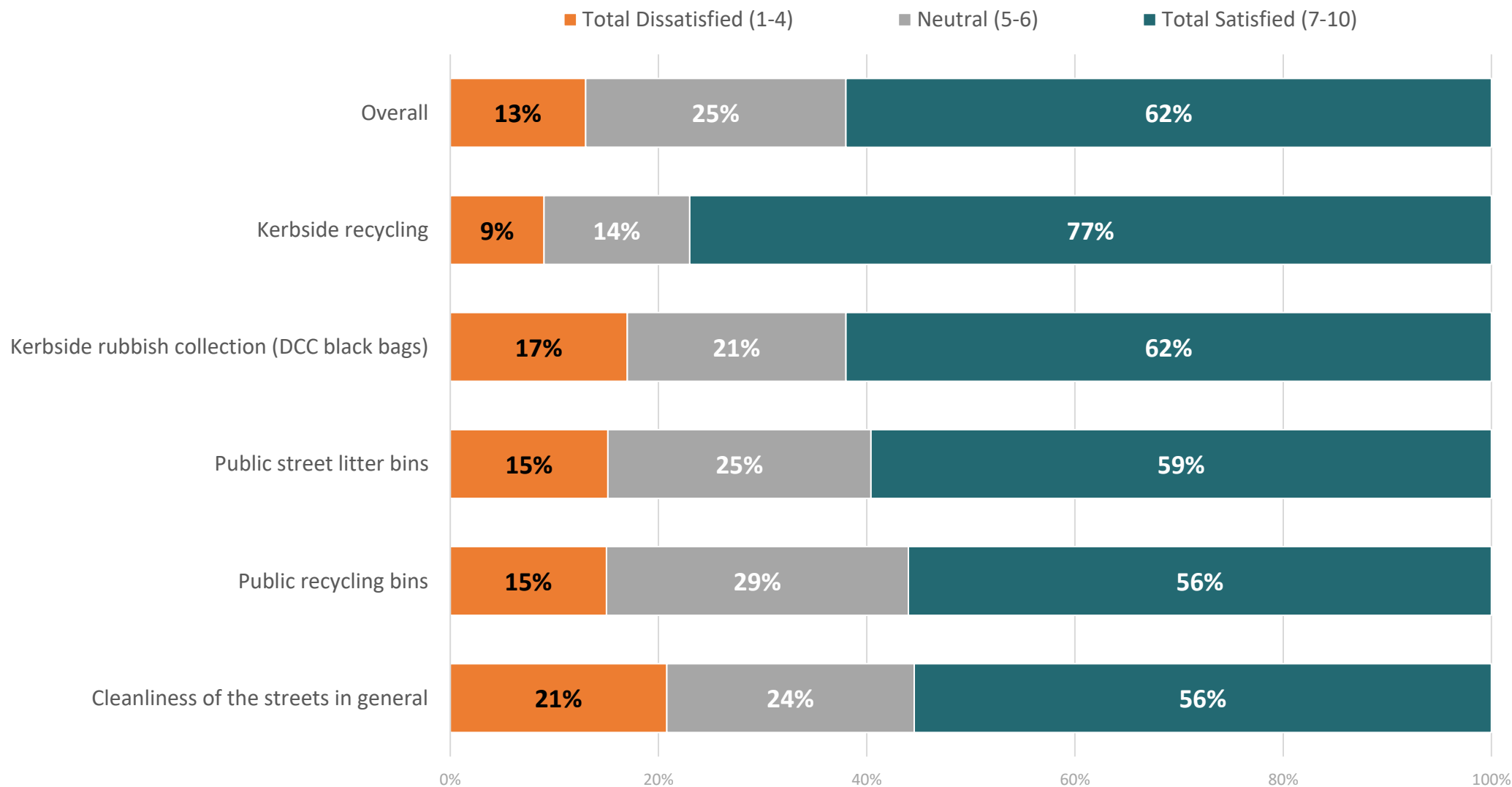
Over three in five (62%) respondents were satisfied with waste management services overall.

Positive ratings were highest for kerbside recycling (77%) and lower for kerbside rubbish collection and for waste control in public spaces – namely cleanliness of streets (56%), public recycling bins (56%) and public rubbish bins (59%) – one in five were dissatisfied with the cleanliness of the streets in general.





# Satisfaction with waste management – 2023/24



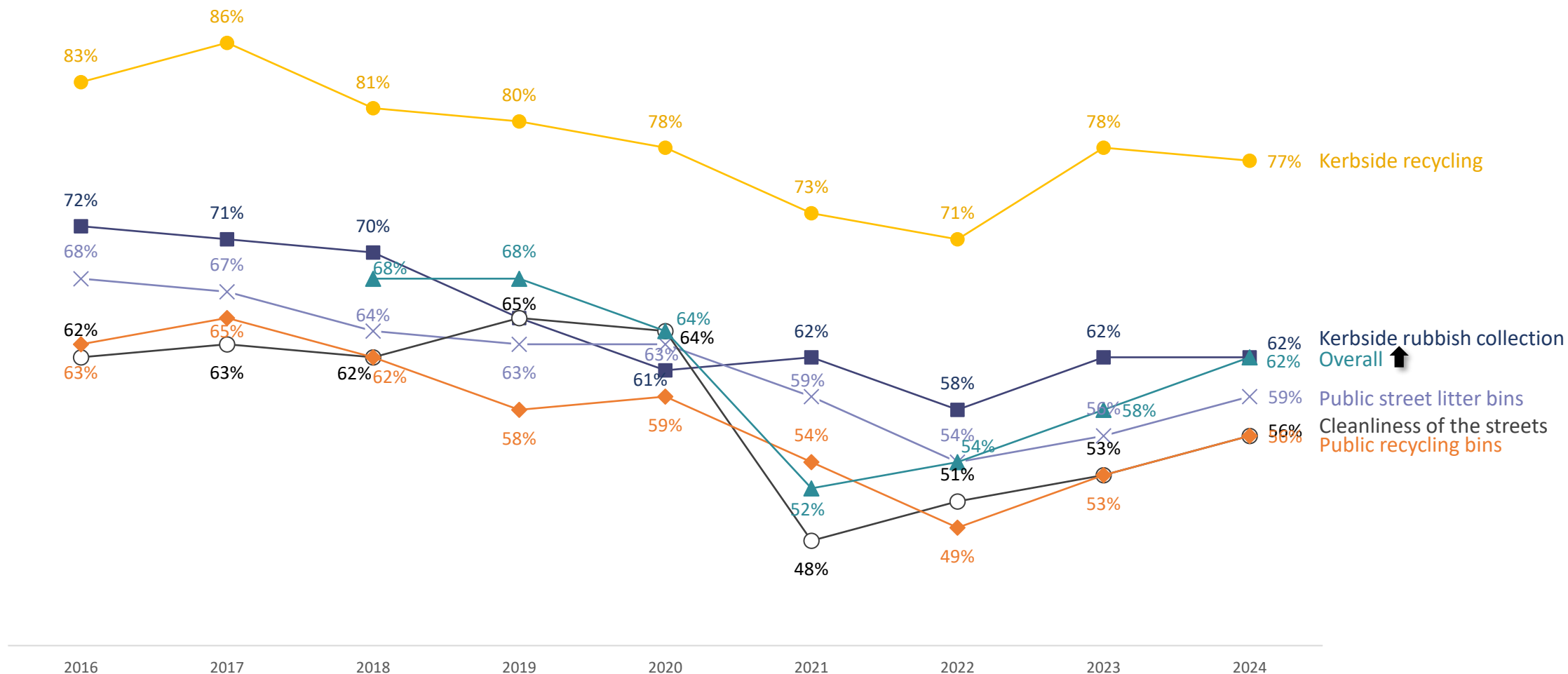
NOTES Q: How satisfied are you with each of the following? / Q: Everything considered, how satisfied are you with the rubbish disposal services provided by the DCC?

Sample size: overall on rubbish disposal n=1,314; kerbside recycling n=1,287; cleanliness of the streets in general n=1,327; public street litter bins n=1,269; kerbside rubbish collection (DCC black bags) n=1,06; public recycling bins n=1,196. Exclude 'don't know' response.



# Satisfaction with waste management over time

Overall satisfaction with waste management services has increased from last year from 58% to 62%, a statistically significant result. Measures relating to street waste management show increase year on year (though these changes aren't statistically significant), whilst kerbside recycling and rubbish collections are flat.

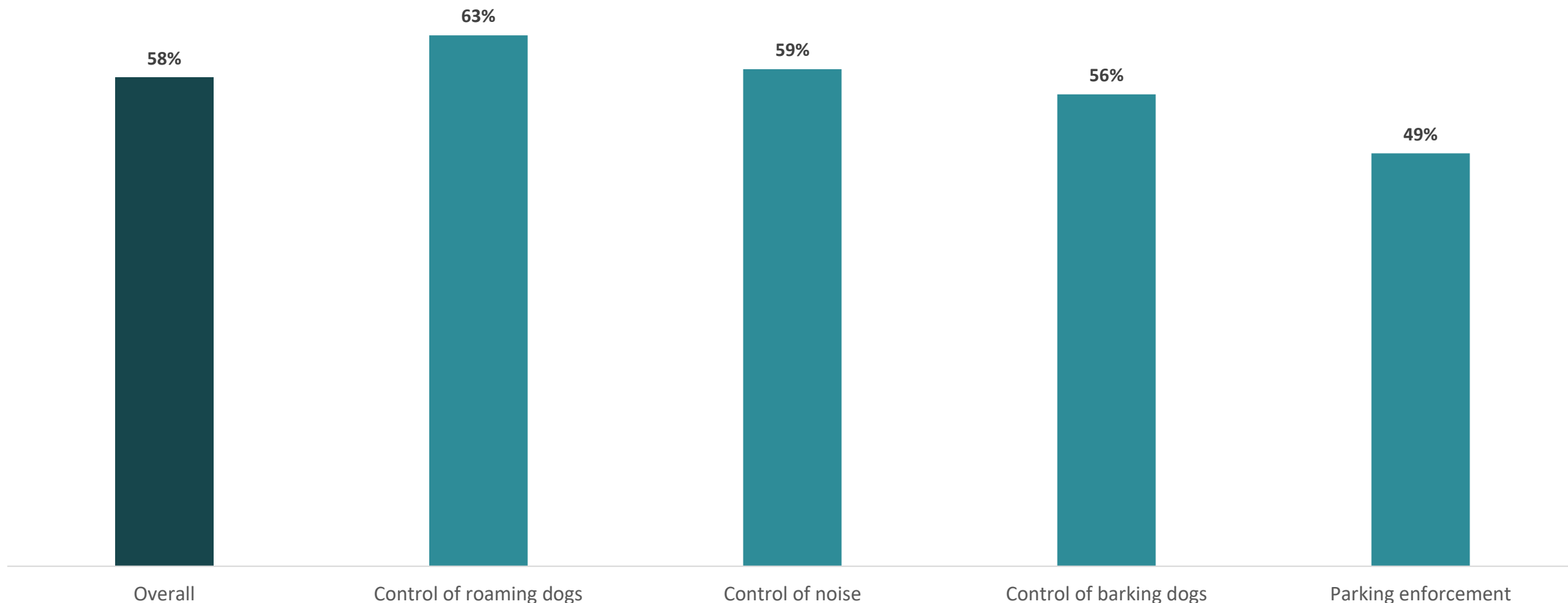


NOTES Q: How satisfied are you with each of the following? / Q: Everything considered, how satisfied are you with the rubbish disposal services provided by the DCC  
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334.  
Sample size for significance testing varies each question as 'don't know' responses are excluded.  
Black arrow indicate statistically significant higher or lower result from the 2022/23 survey.



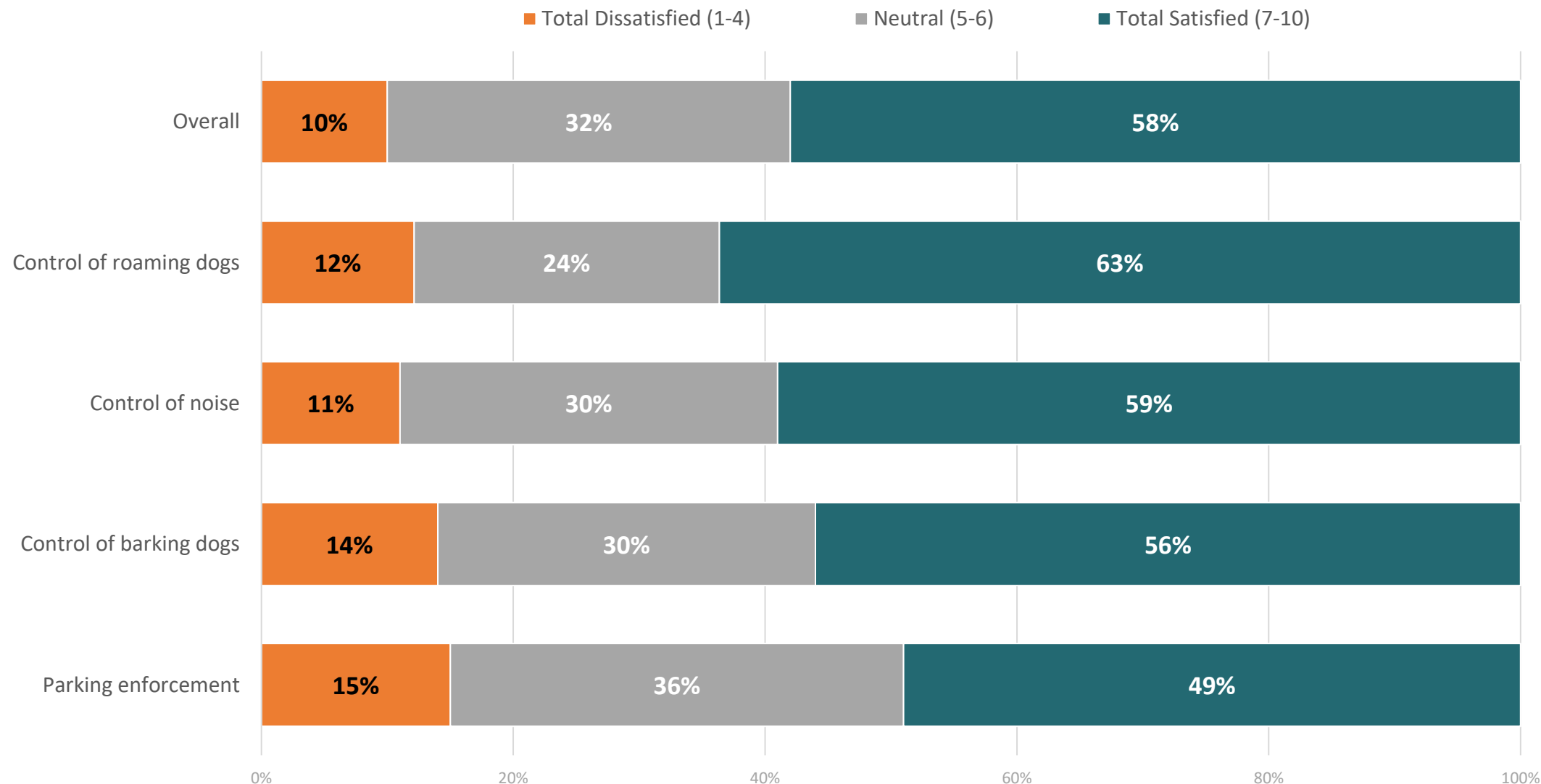
# Satisfaction with regulatory services – 2023/24

In 2023/24, over half of respondents were satisfied with regulatory services overall.  
Satisfaction ratings were highest for control of roaming dogs and lowest for parking enforcement.





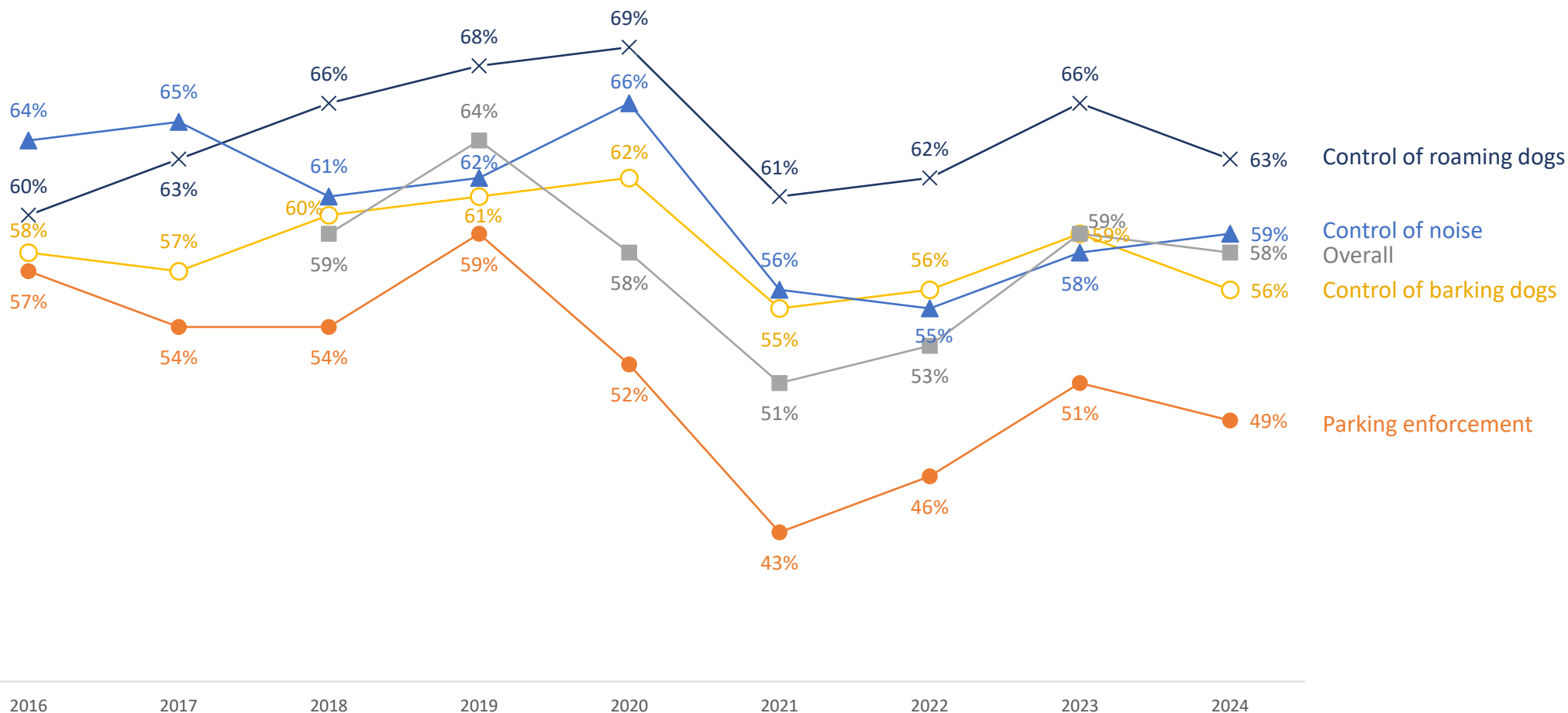
# Satisfaction with regulatory services – 2023/24





# Satisfaction with regulatory services over time

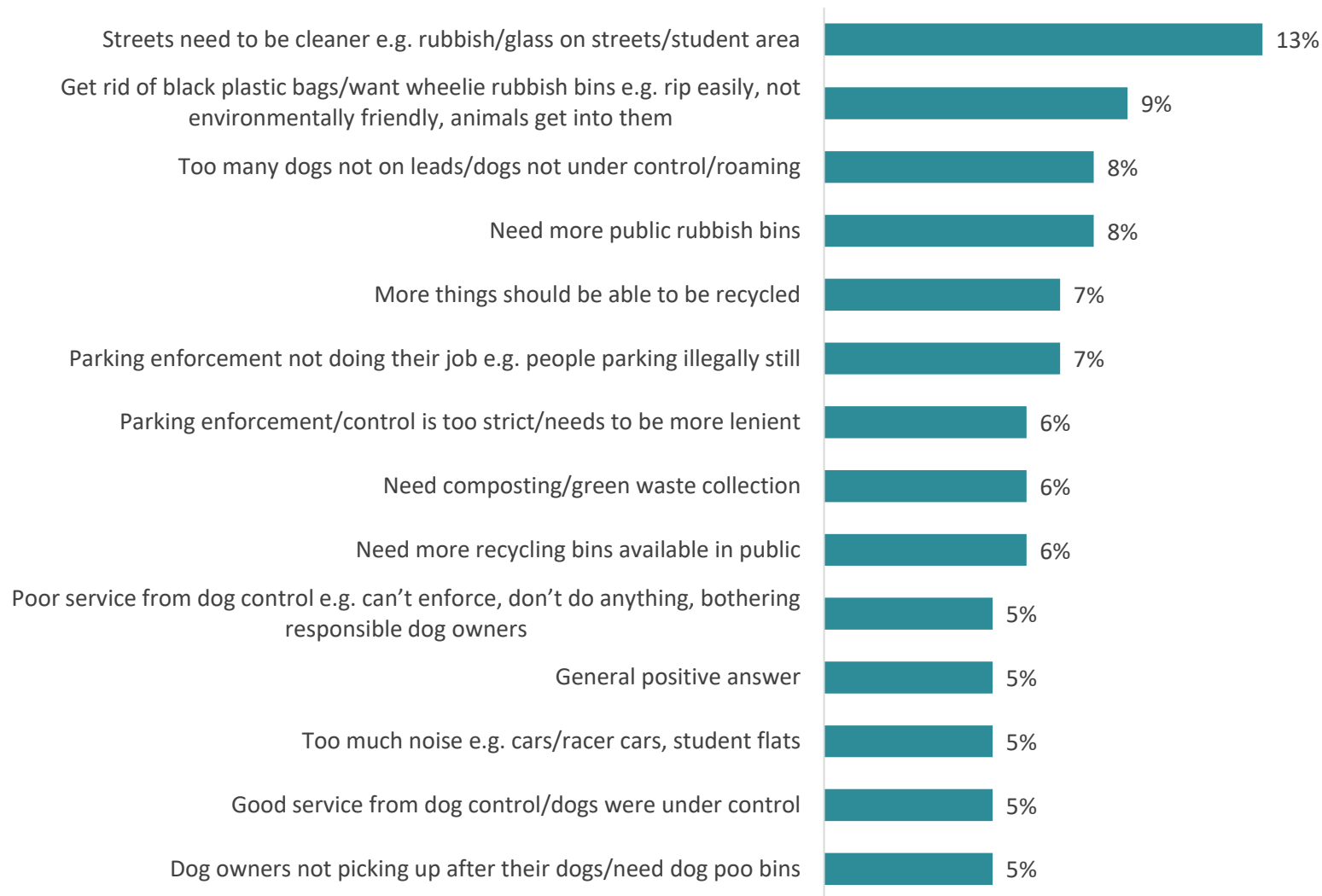
Apart from noise control, regulatory services have all dropped slightly in their satisfaction ratings over the last year, although the differences are not statistically significant.



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.  
Sample size for significance testing varies each question as 'don't know' responses are excluded.



# Comments about Dunedin's services



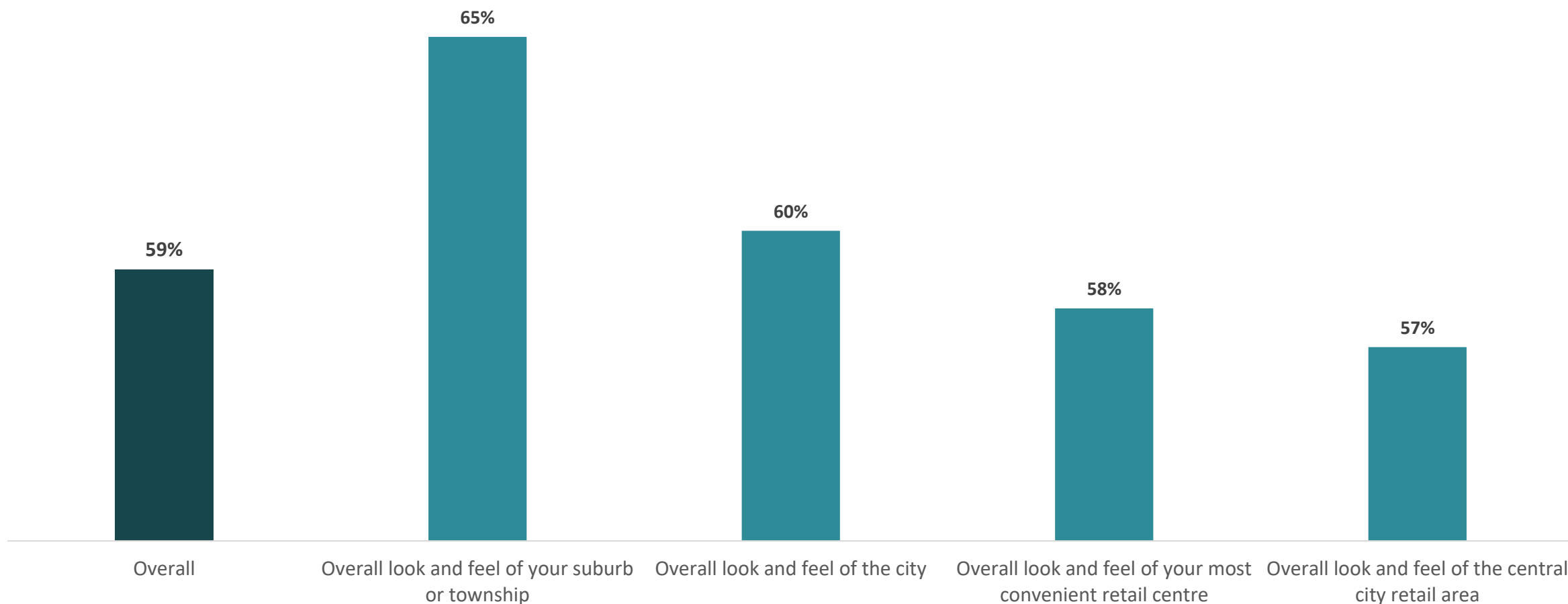
# Planning and Urban design





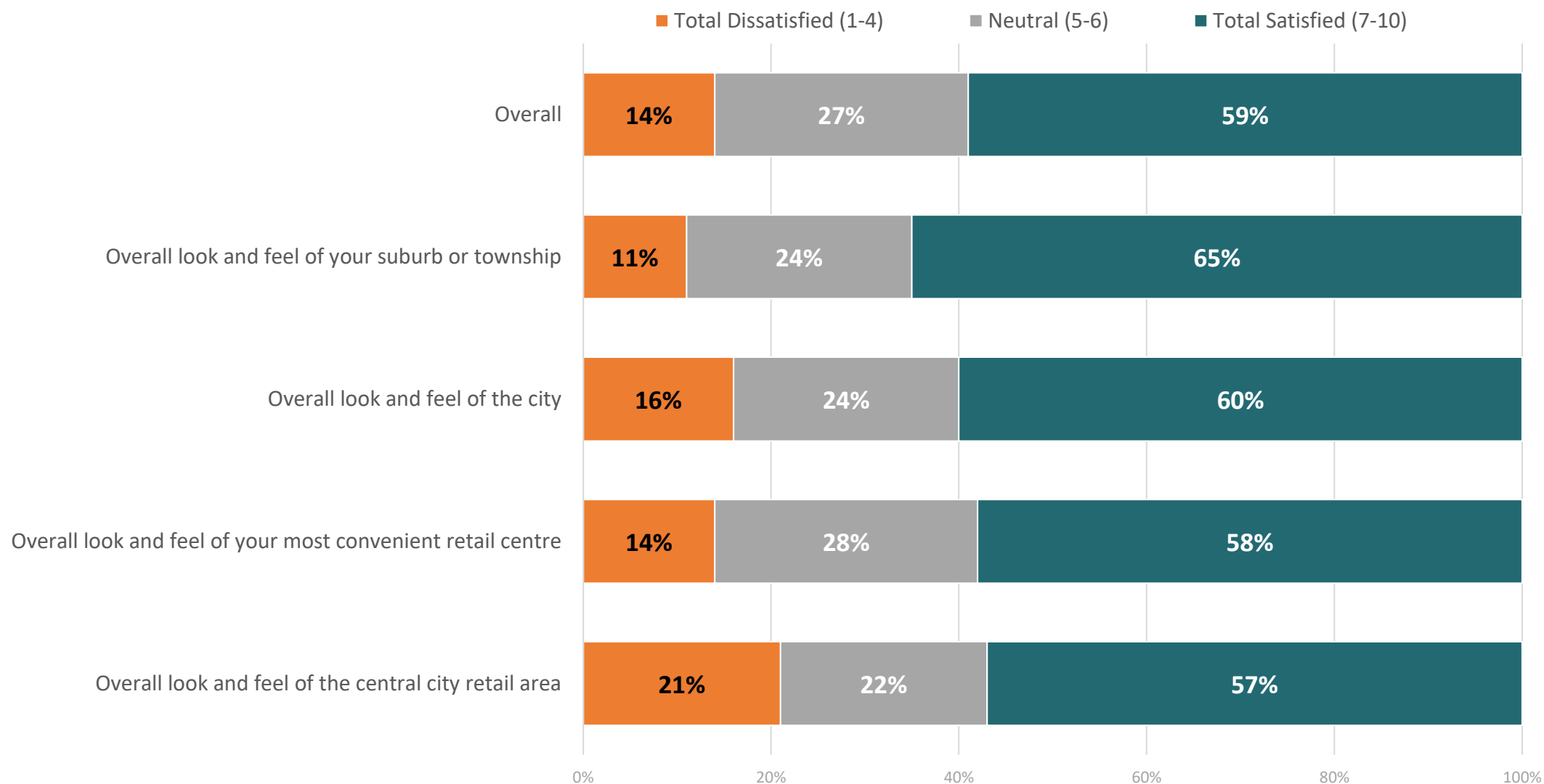
# Satisfaction with planning and urban design – 2023/24

Almost six in ten respondents (59%) 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, and lowest for the overall look and feel of the central city retail area.





# Satisfaction with planning and urban design – 2023/24

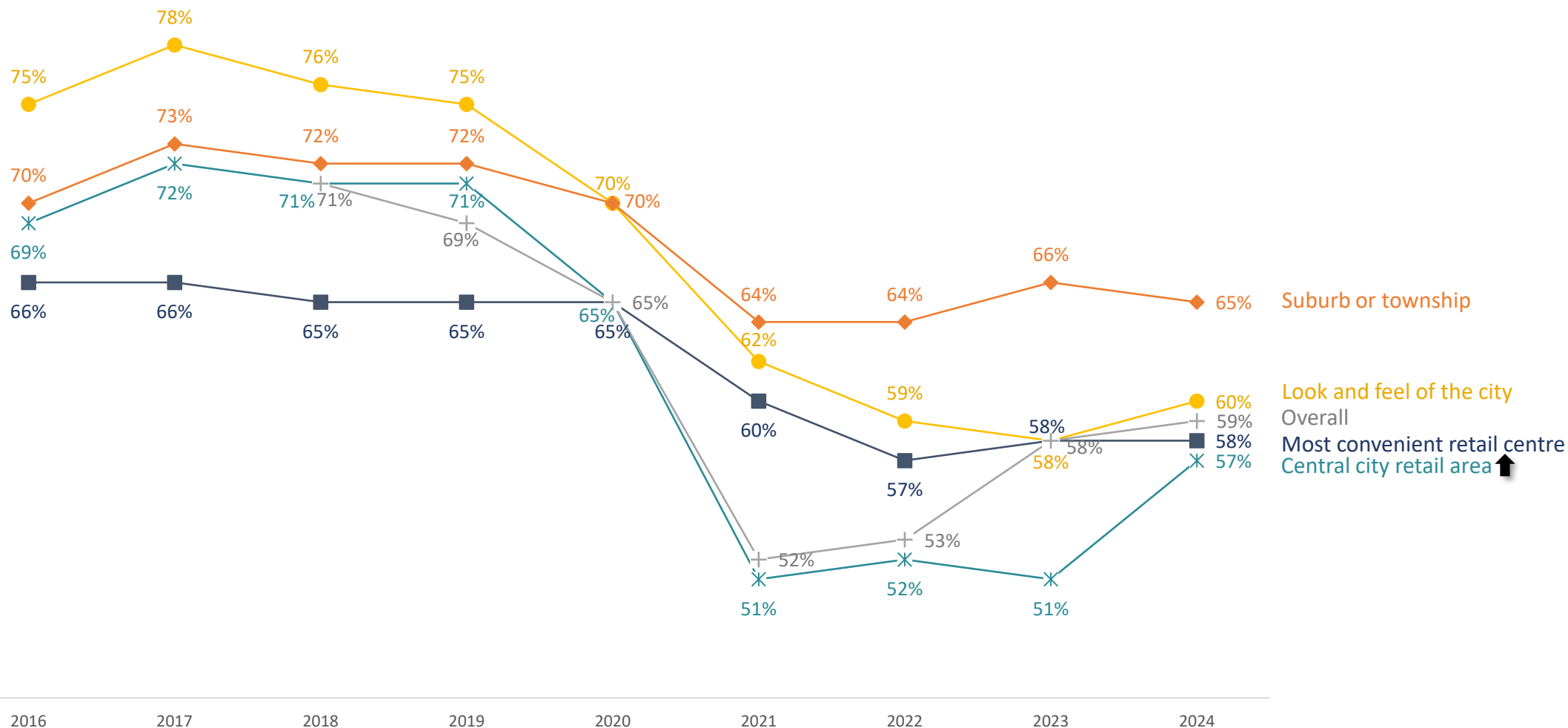




# Satisfaction with planning and urban design over time

Levels of satisfaction with the central city retail area show most improvement, increasing from 51% in 2022/23 to 57% in 2023/24, a statistically significant result.

All other individual aspects and urban design overall have remained relatively stable from 2022/23.



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?

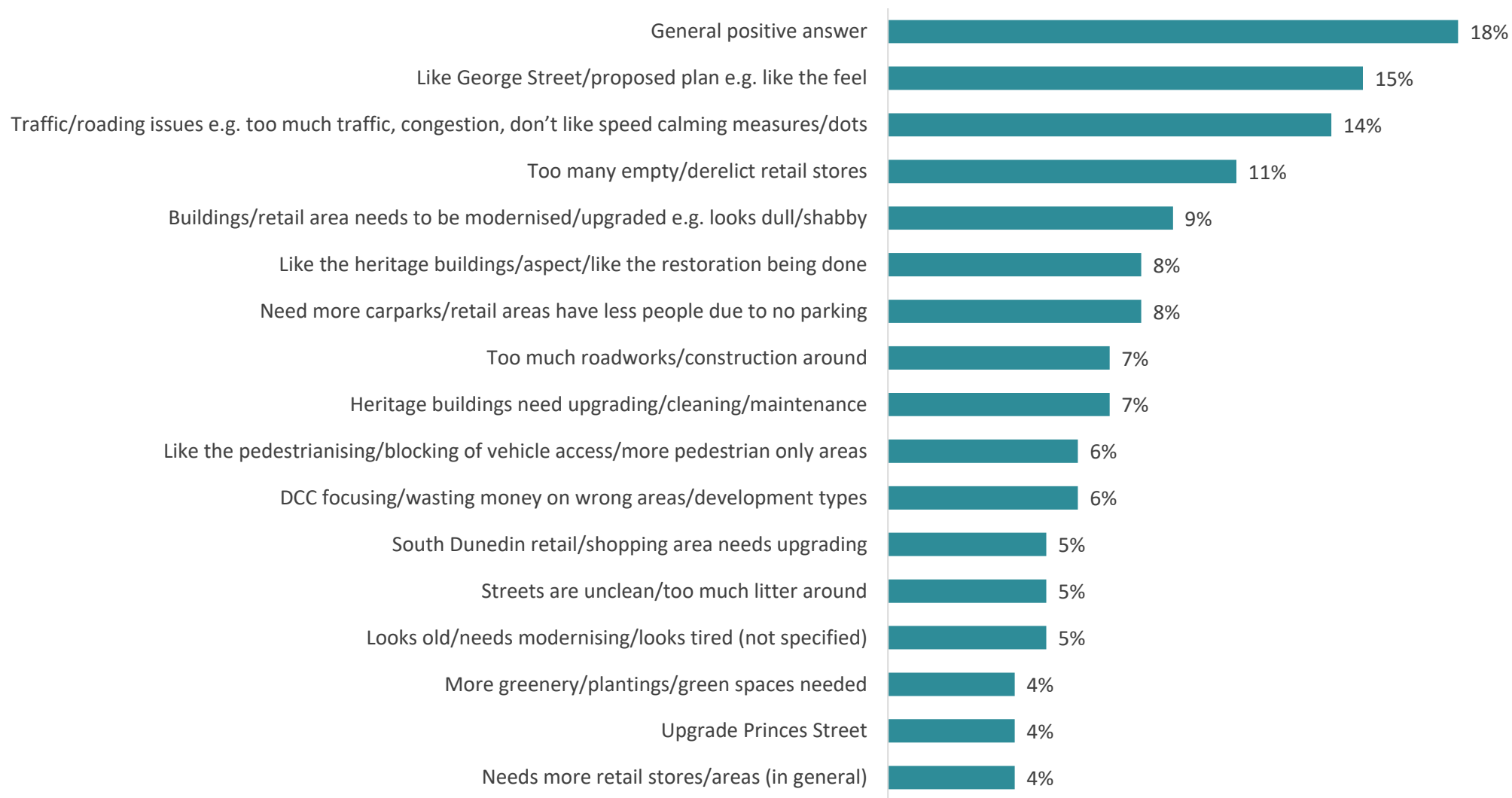
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334.

Sample size for significance testing varies each question as 'don't know' responses are excluded.

Black arrow indicate statistically significant higher or lower result from the 2022/23 survey.



# Comments about the look and feel of the city



NOTES Q: Do you have any comments about the look and feel of the city?

**Total sample size: 2024 n=633.** Exclude don't know/ nothing/ no comments/ unclear/ irrelevant/ blank responses.

Chart does not include responses less than 4%.



# Contact and Information

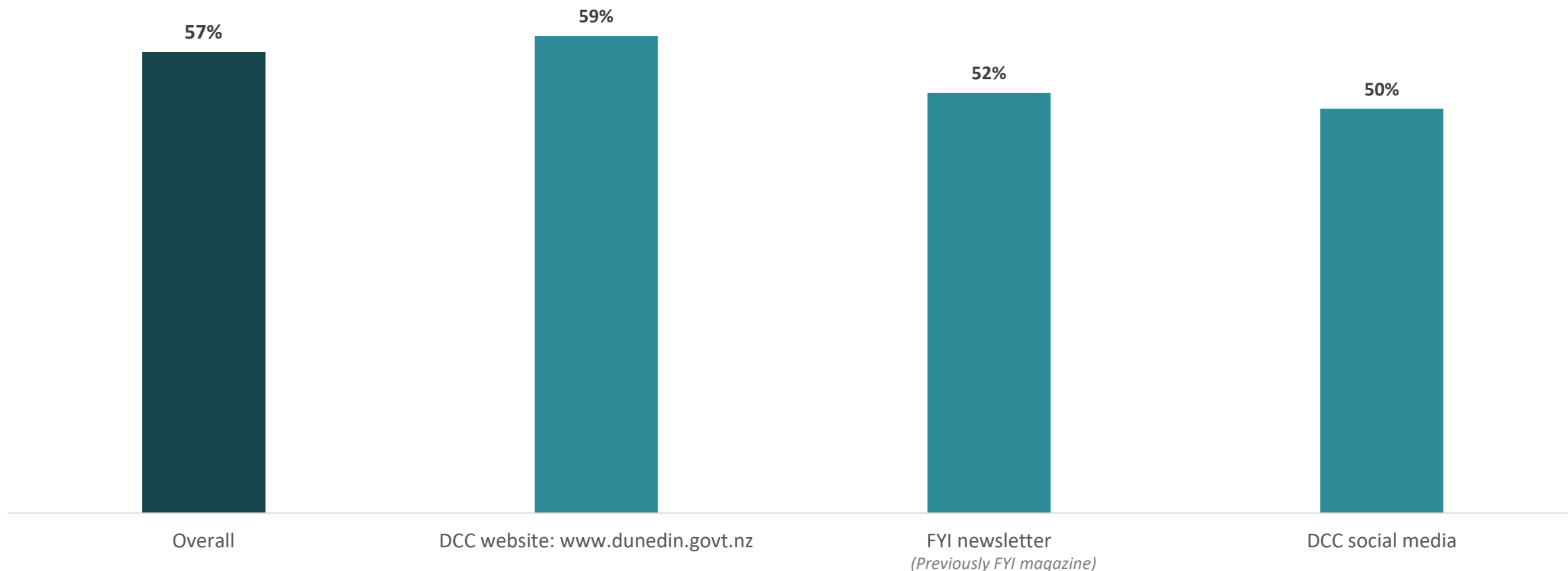




# Satisfaction with communication channels – 2023/24

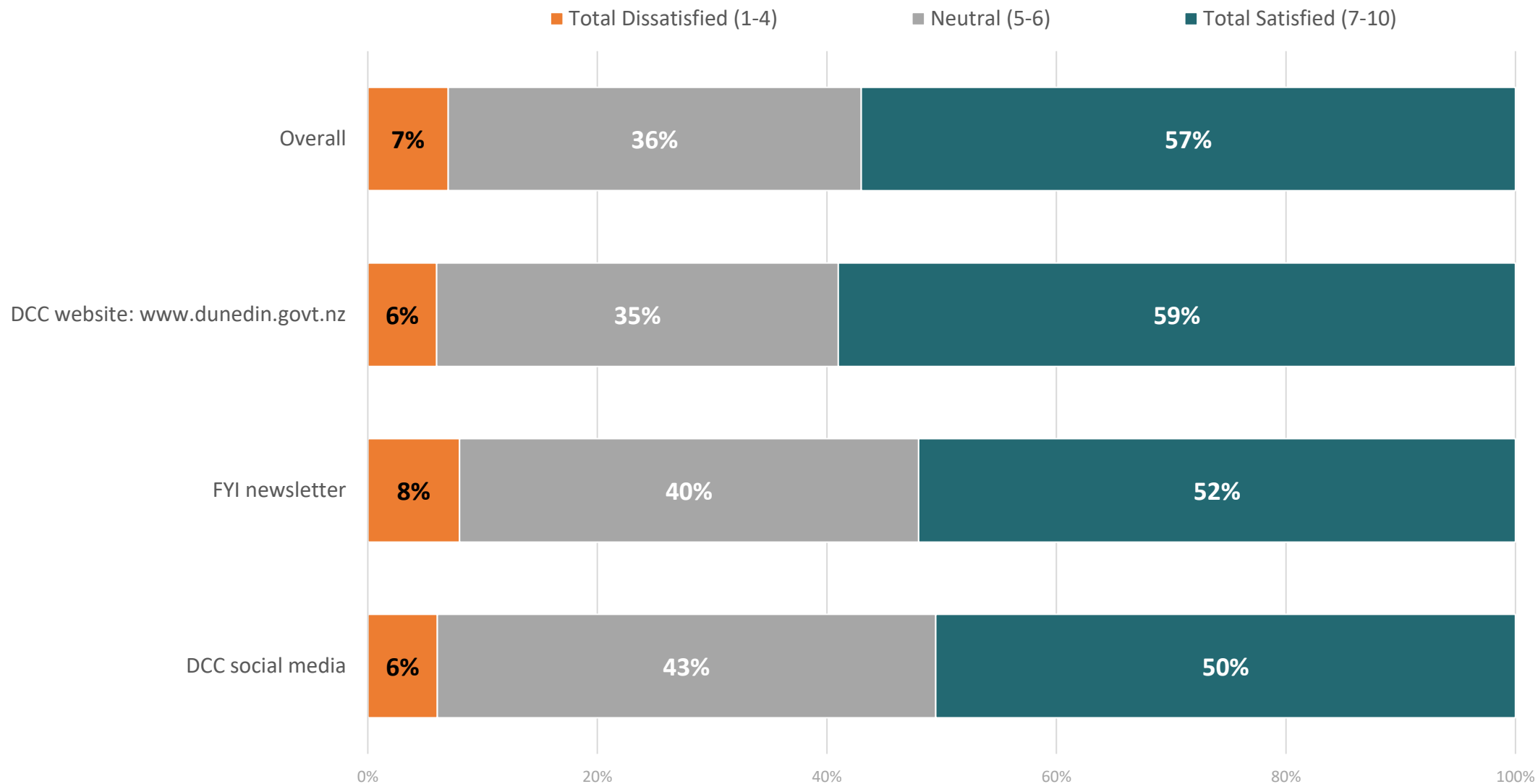
About six in ten respondents (57%) were satisfied with how well the DCC keeps people informed.

Satisfaction ratings were highest for the DCC website and lower for DCC social media. Higher shares of neutral ratings were recorded for the social media and the FYI newsletter.





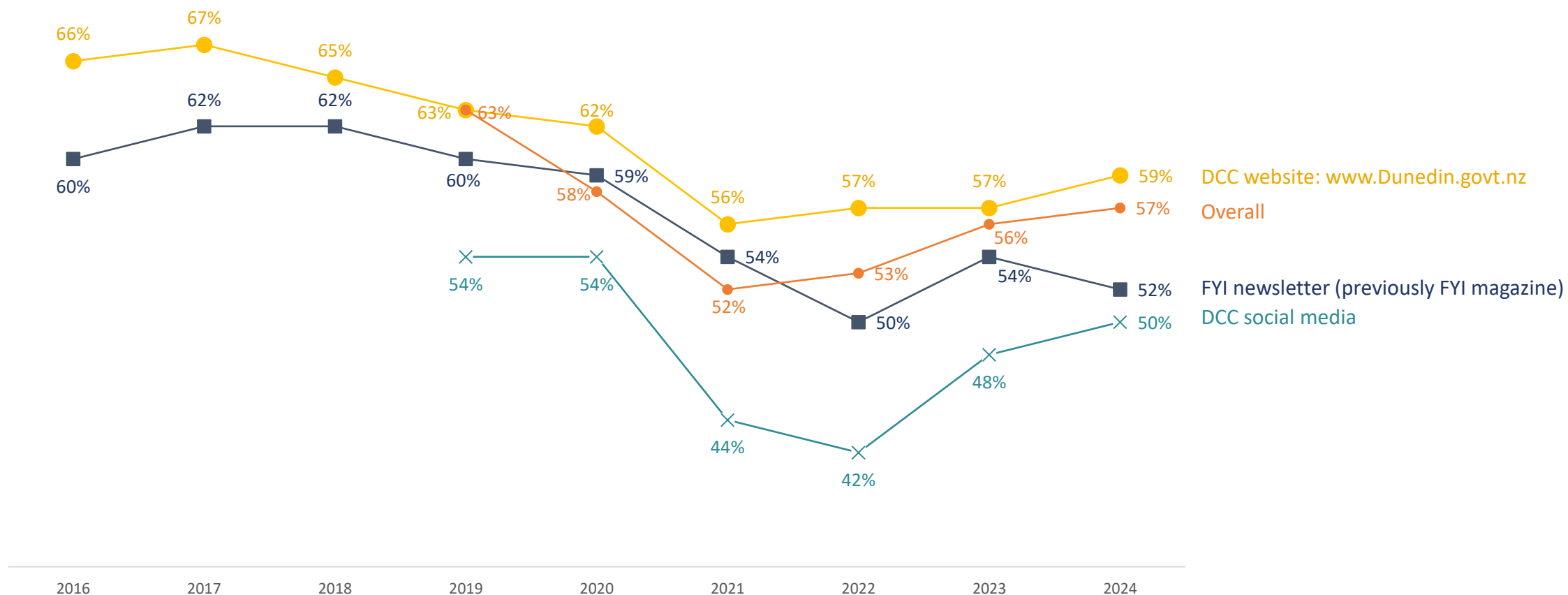
# Satisfaction with communication channels – 2023/24





# Satisfaction with communication channels over time

Other than the FYI newsletter, most communication channels have all received slightly higher satisfaction ratings over the last year, though the differences are not statistically significant. Social media communication builds on the much-improved result recorded in 2022/23.





# Interacting with Dunedin City Council staff

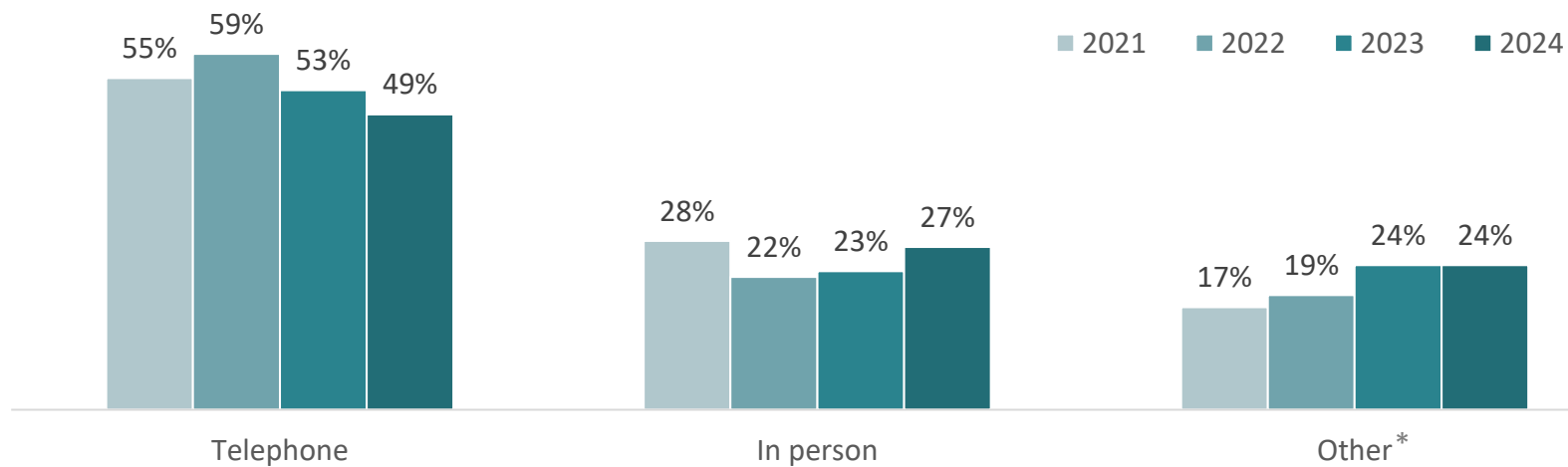
Have contacted DCC staff in the last three months



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 DCC Staff over time



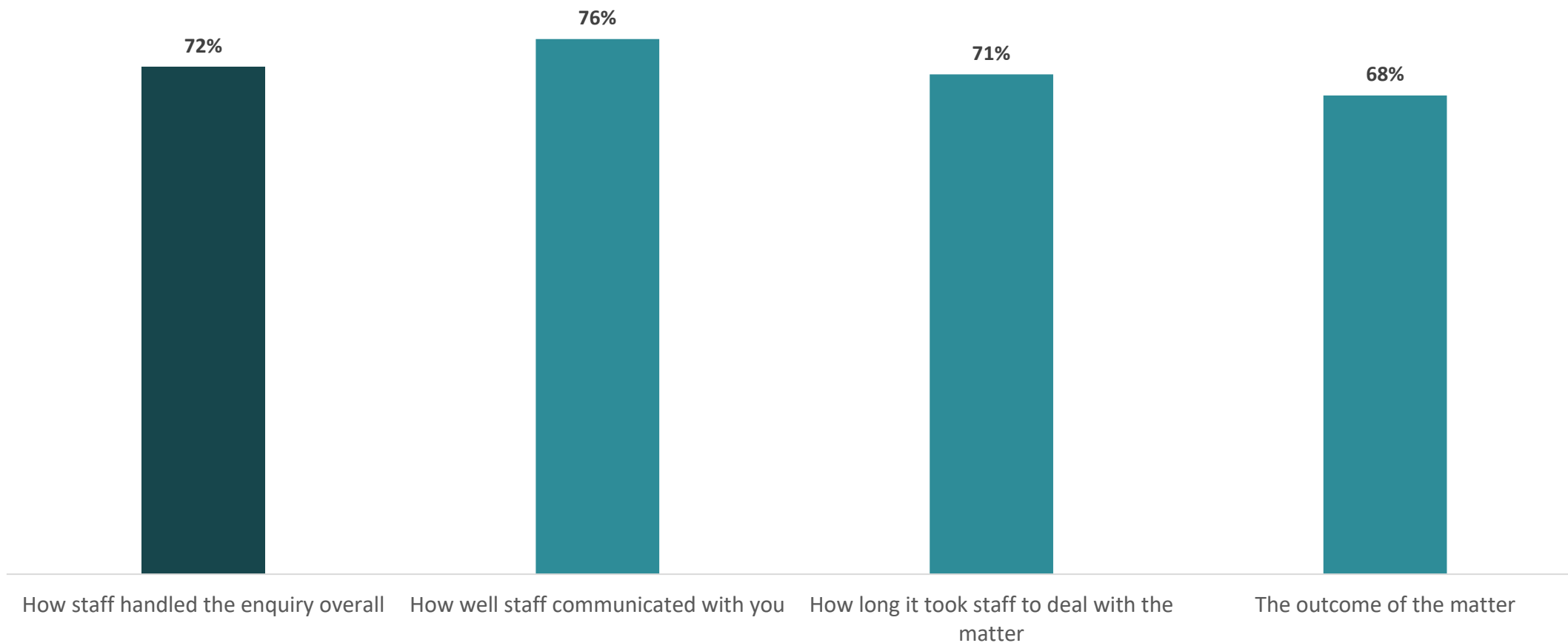
For those who made contact, just under half (49%) had done so by phone. The share visiting in person was 27%, similar to the level reported in 2020/21. The share of contacting staff using methods that are neither phone nor in person has been stable from 2022/23 at 24%.

**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: 2020 n=1,362; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402. **Those who have had contact 2020 n=512; 2021 n=454; 2022 n=379; 2023 n=432; 2024 n=426.**  
Black 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.



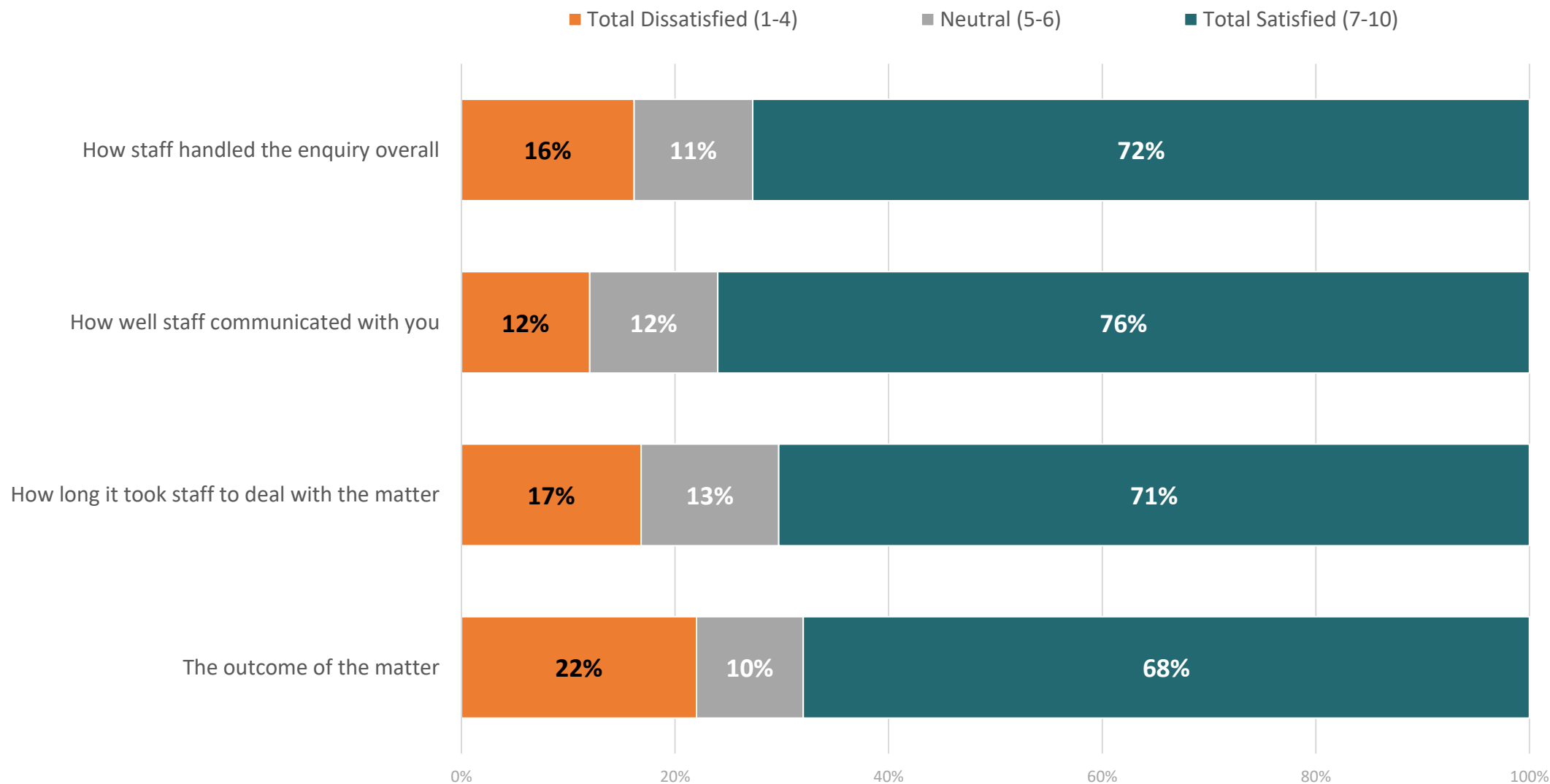
# Satisfaction with Dunedin City Council staff – 2023/24

Overall, around three quarters of respondents (73%) who have had contacted DCC in the last three months were satisfied with how DCC staff handled the enquiry, highest ratings were given for how well staff communicated with enquirers (76%).





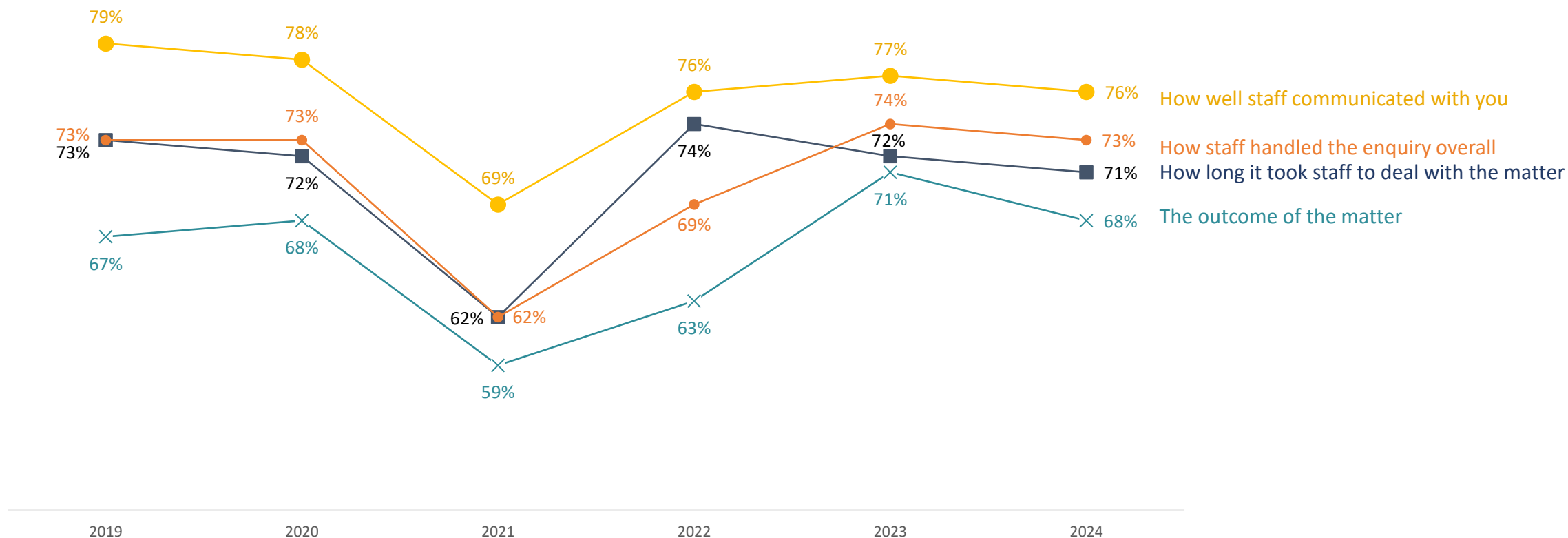
# Satisfaction with Dunedin City Council staff – 2023/24





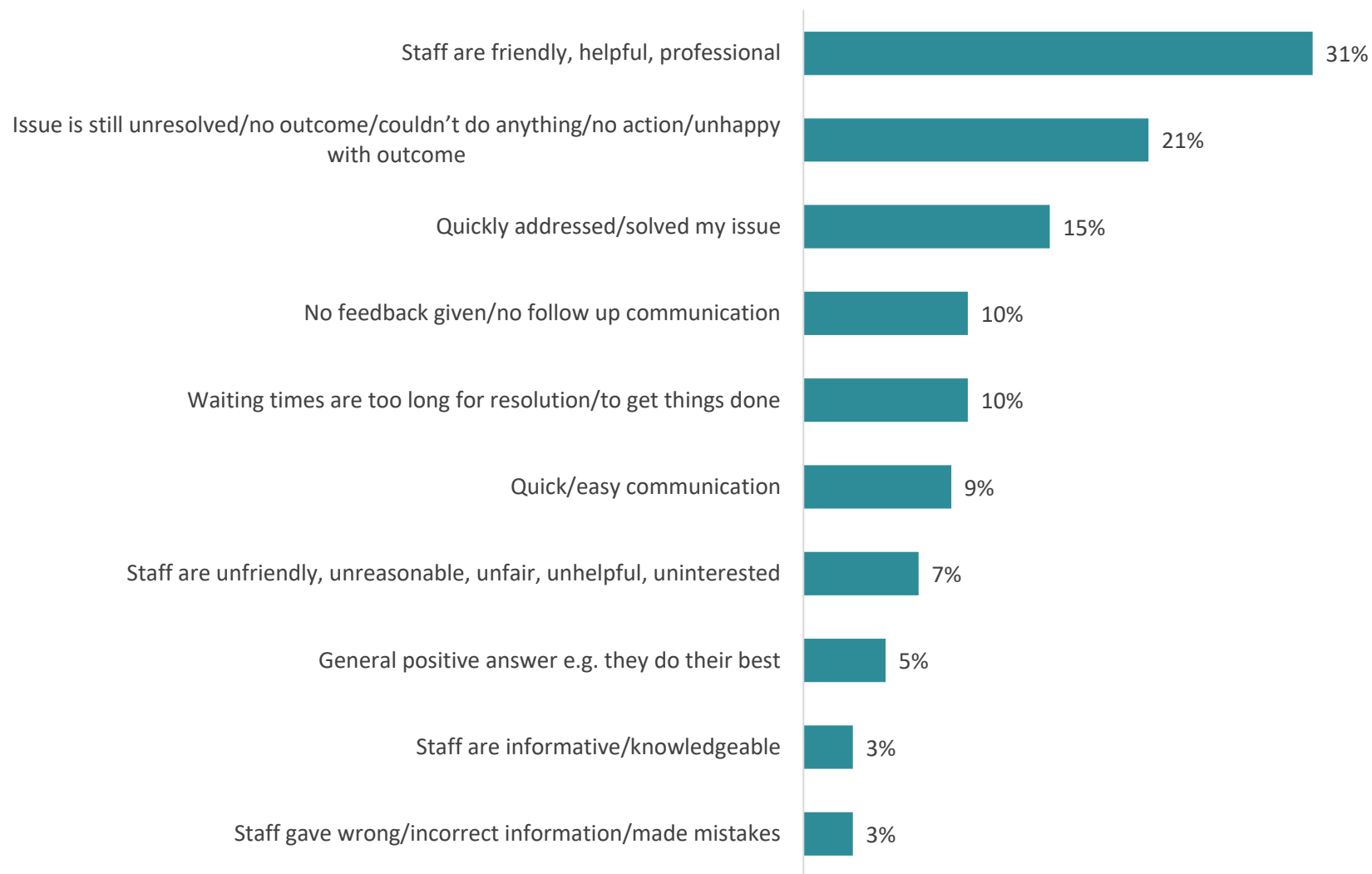
# Satisfaction with Dunedin City Council staff over time

In 2023/24, the level of satisfaction with DCC staff have all dropped slightly in their satisfaction ratings over the last year, though none of the differences are statistically significant.





# Comments about interacting with Dunedin City Council staff





# **Leadership and Overall satisfaction**

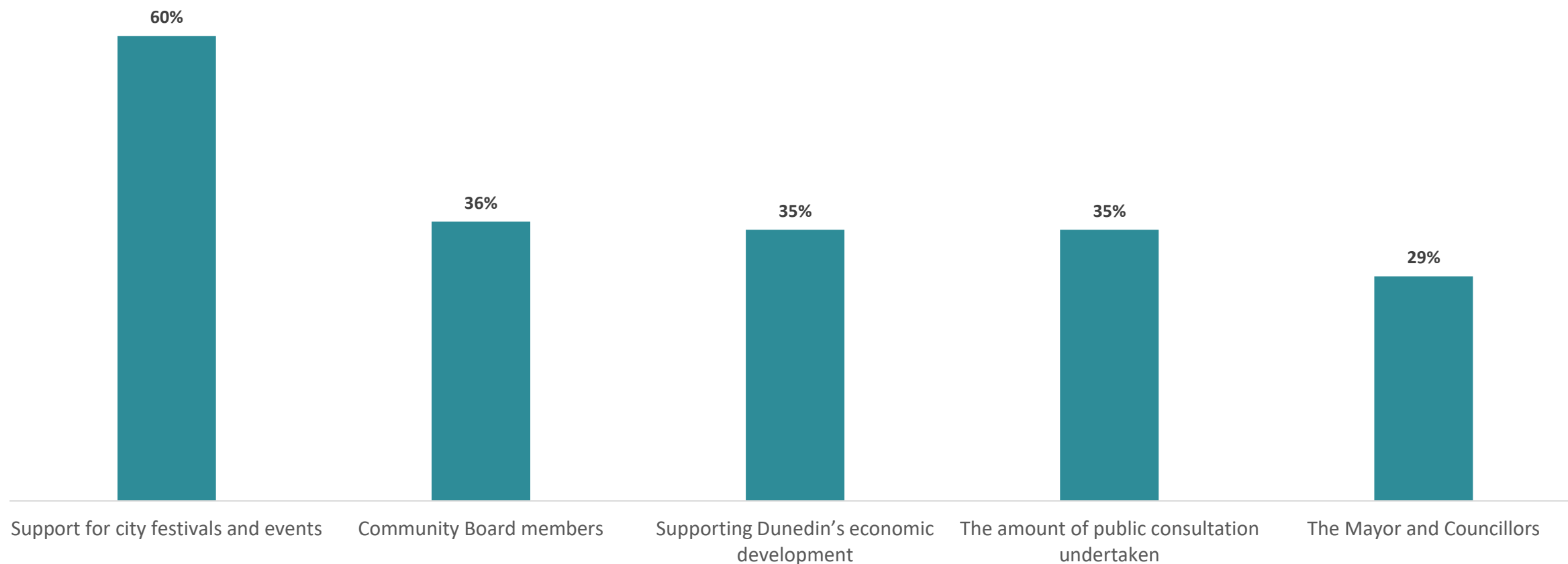




# Satisfaction with Dunedin City Council leadership – 2023/24

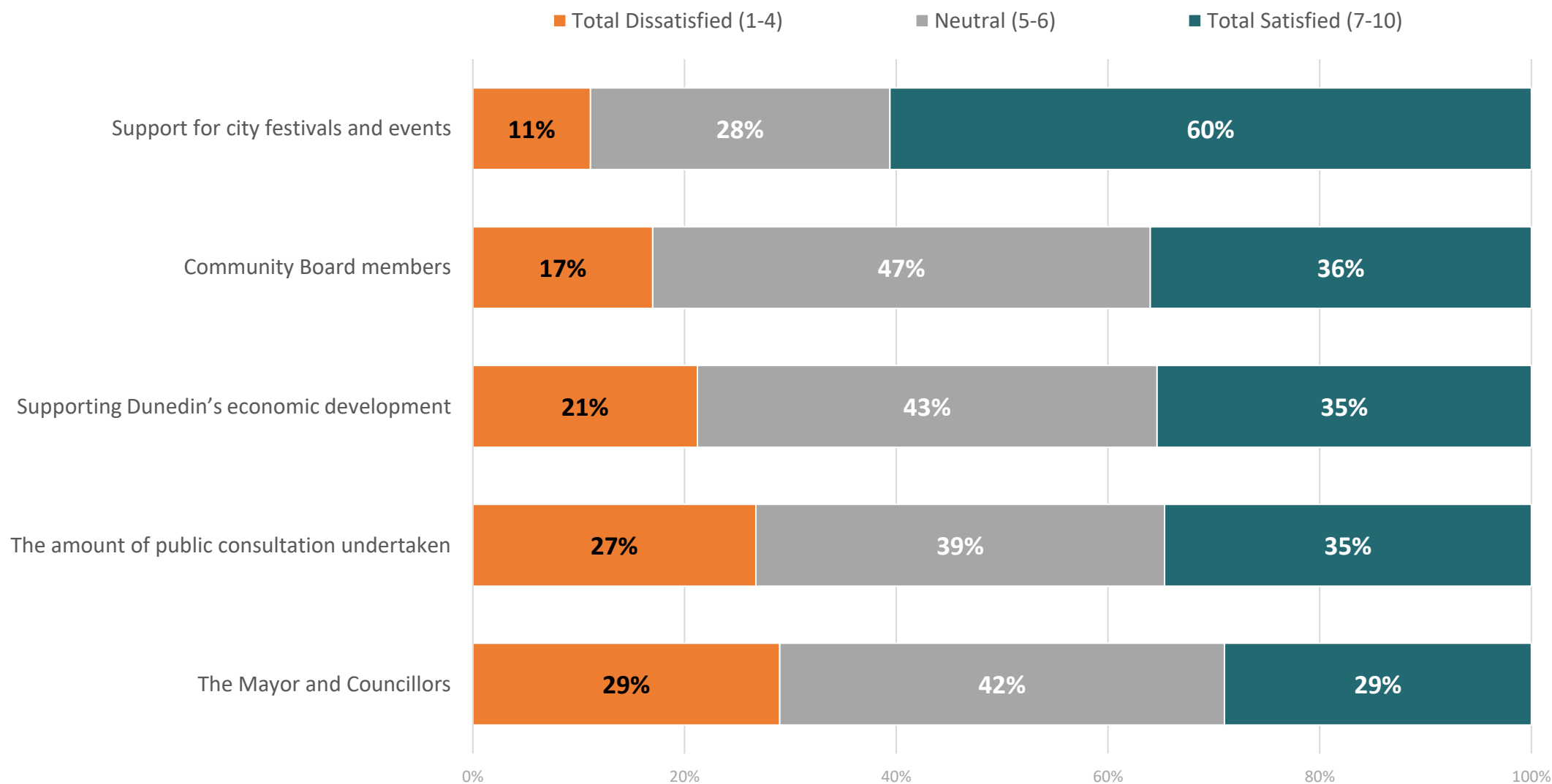
Satisfaction was highest for Council’s support for city festivals and events, with 60% of all respondents giving a positive rating.

Over one third of residents were satisfied with Community Board members (36%), Council’s support for Dunedin’s economic development (35%) as well as the amount of public consultation (35%). Ratings were the lowest for the overall performance of the Mayor and Councillors, 29%. High levels of neutrality were recorded for all aspects except Council’s support for festivals and events.





# Satisfaction with Dunedin City Council leadership – 2023/24



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

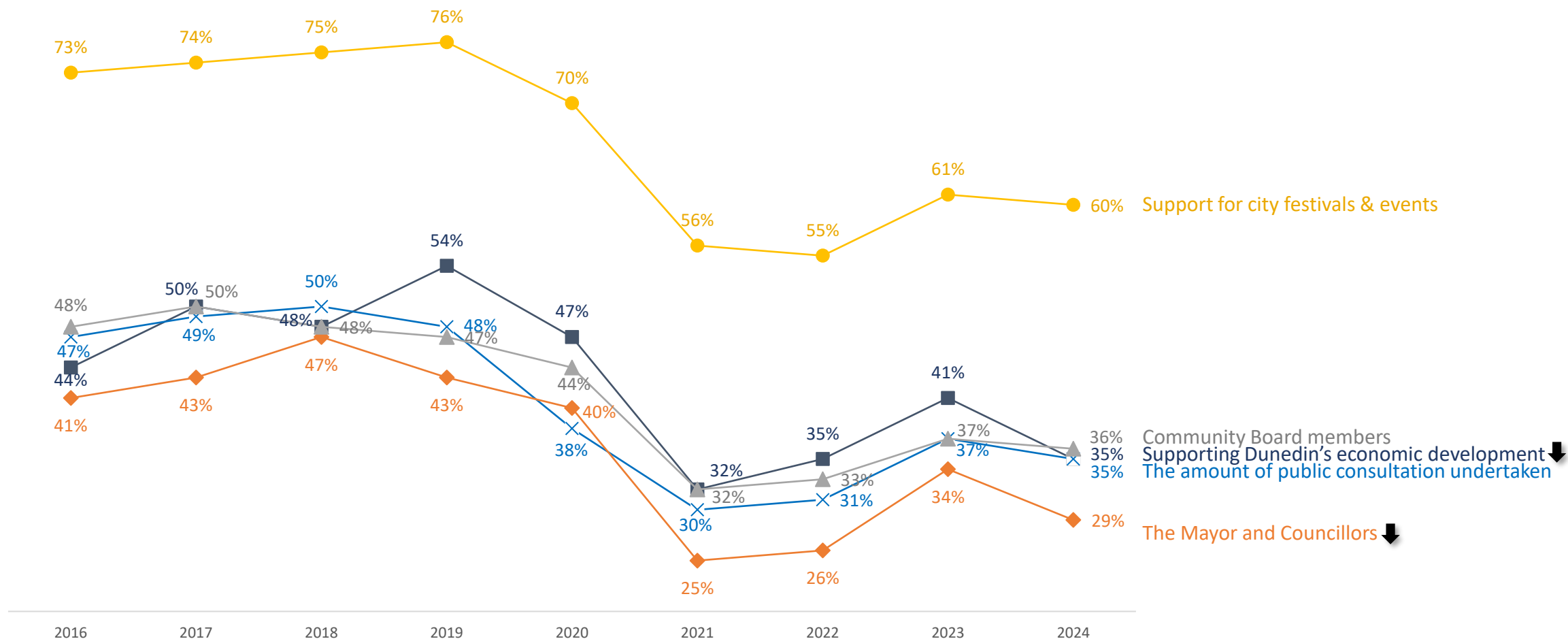
Q: And overall, when you think about the role that Council has, how would you rate your overall satisfaction with .....

Sample size: support for city festivals and events n=1213; Community Board members n=938; supporting Dunedin's economic development n=1,088; amount of public consultation undertaken n=1,074; the Mayor and Councillors n=1,110. Exclude 'don't know' response.



# Satisfaction with Dunedin City Council leadership over time

All five aspects of Dunedin City Council's leadership have received lower satisfaction ratings over the last 12 months. These declines are only statistically significant for Council's support for Dunedin's economic development and the performance of the Mayor and Councillors.



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.

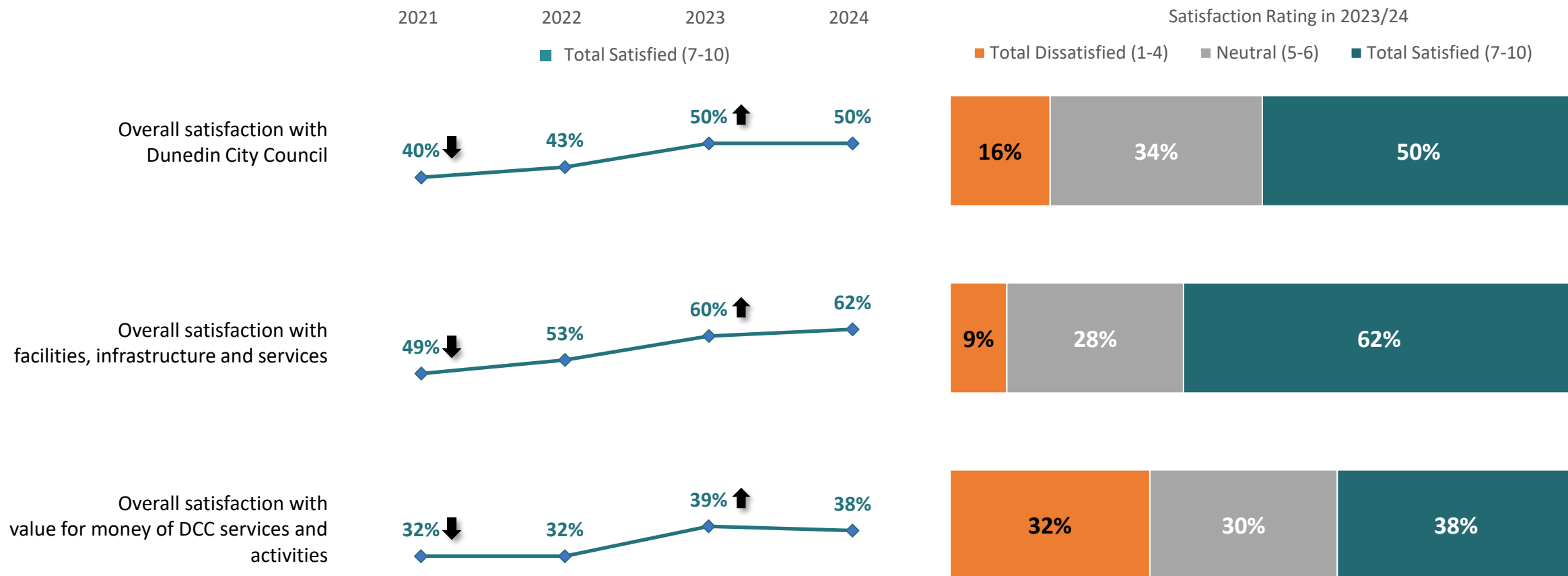
Sample size for significance testing varies each question as 'don't know' responses are excluded.

Black arrow indicate statistically significant higher or lower result from the 2022/23 survey.



# Overall satisfaction ratings

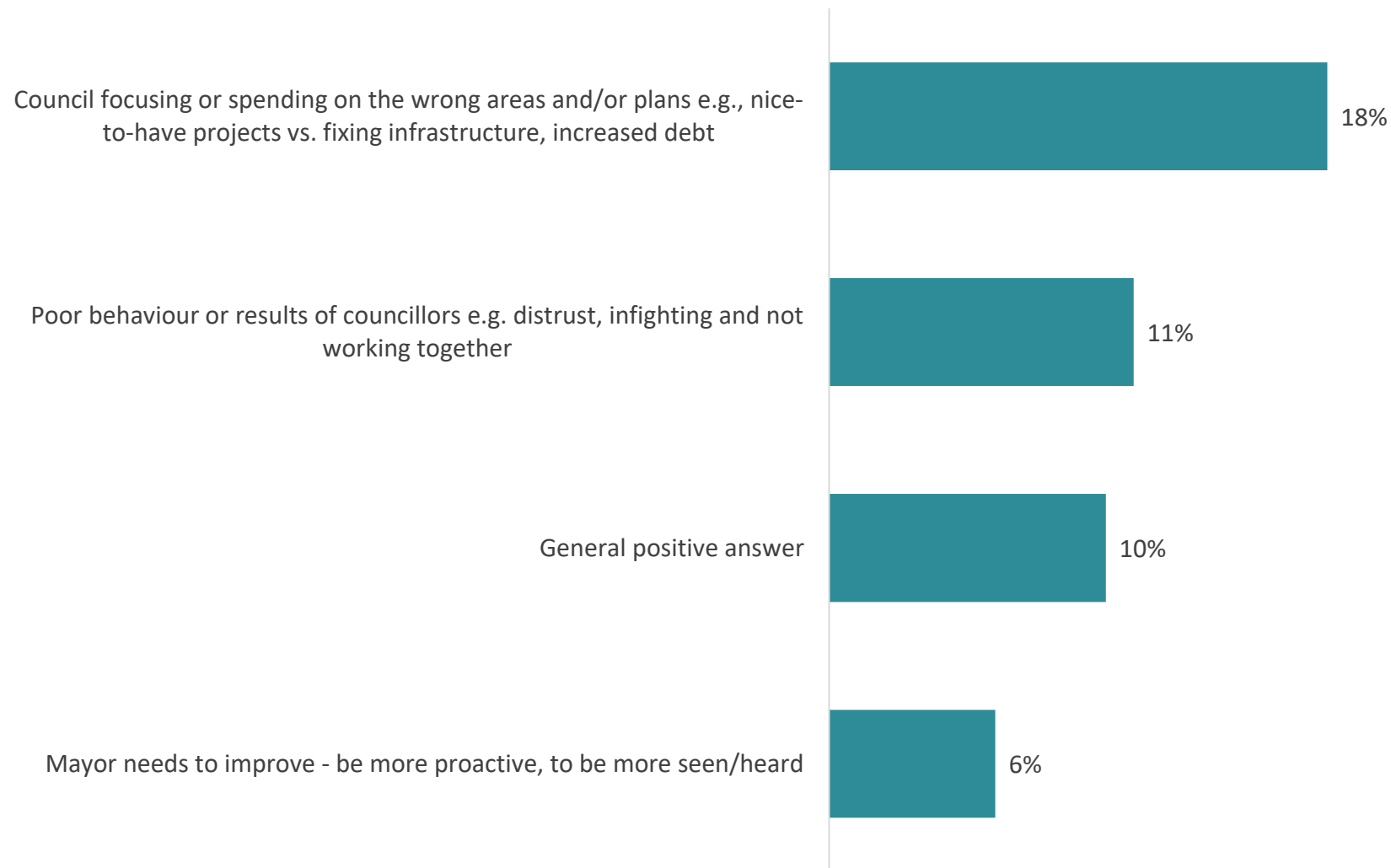
Satisfaction with Dunedin City Council's overall performance, including value for money, have remained stable compared to results from 2022/23.



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.  
Sample size used for significance testing varies each question as 'don't know' responses are excluded.  
Black arrow indicates statistically significant higher or lower result from the previous survey.

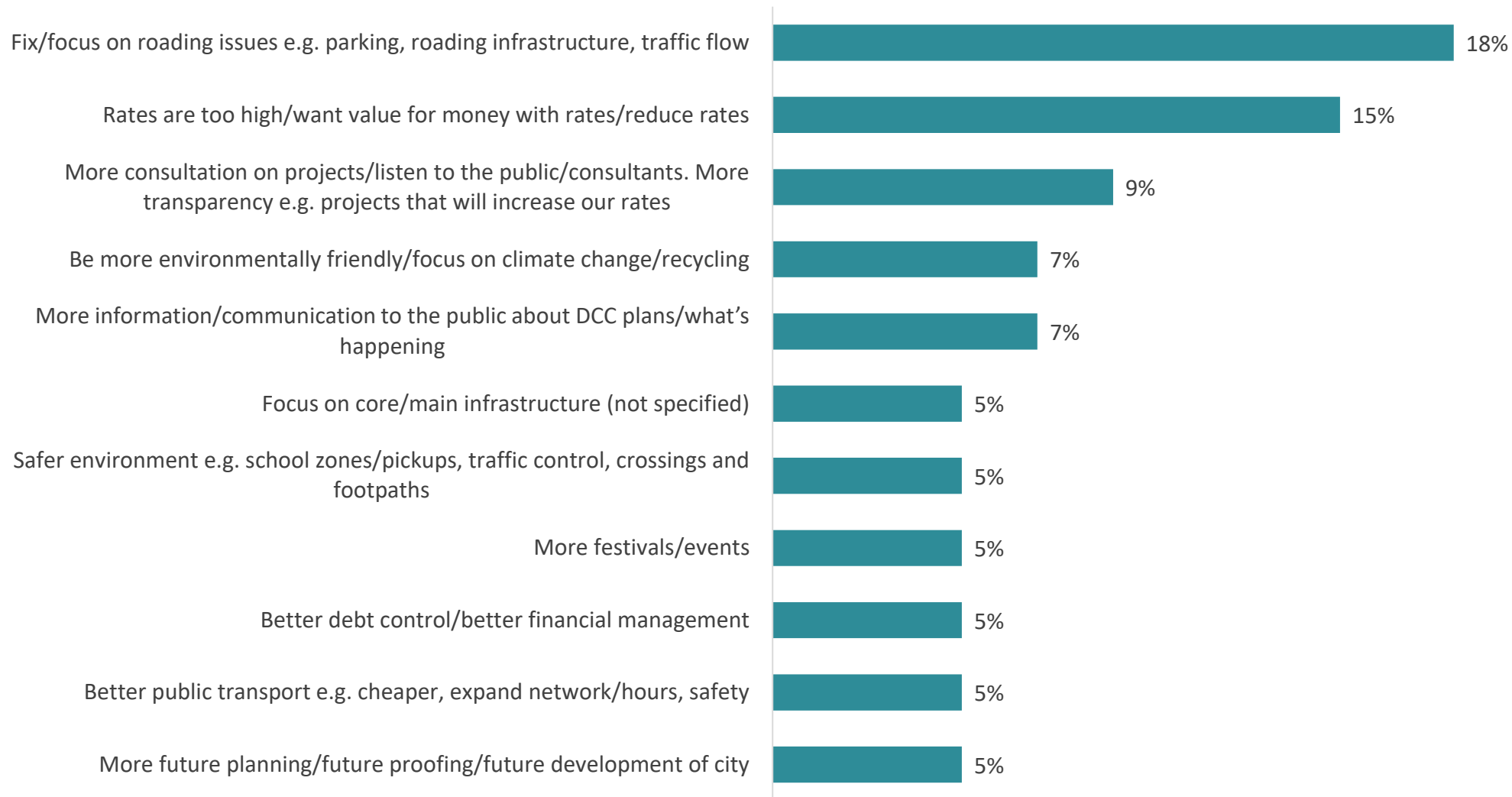


# Comments on the performance of DCC in the last year





# Improvements we would like to see this year



# Perceptions of Dunedin

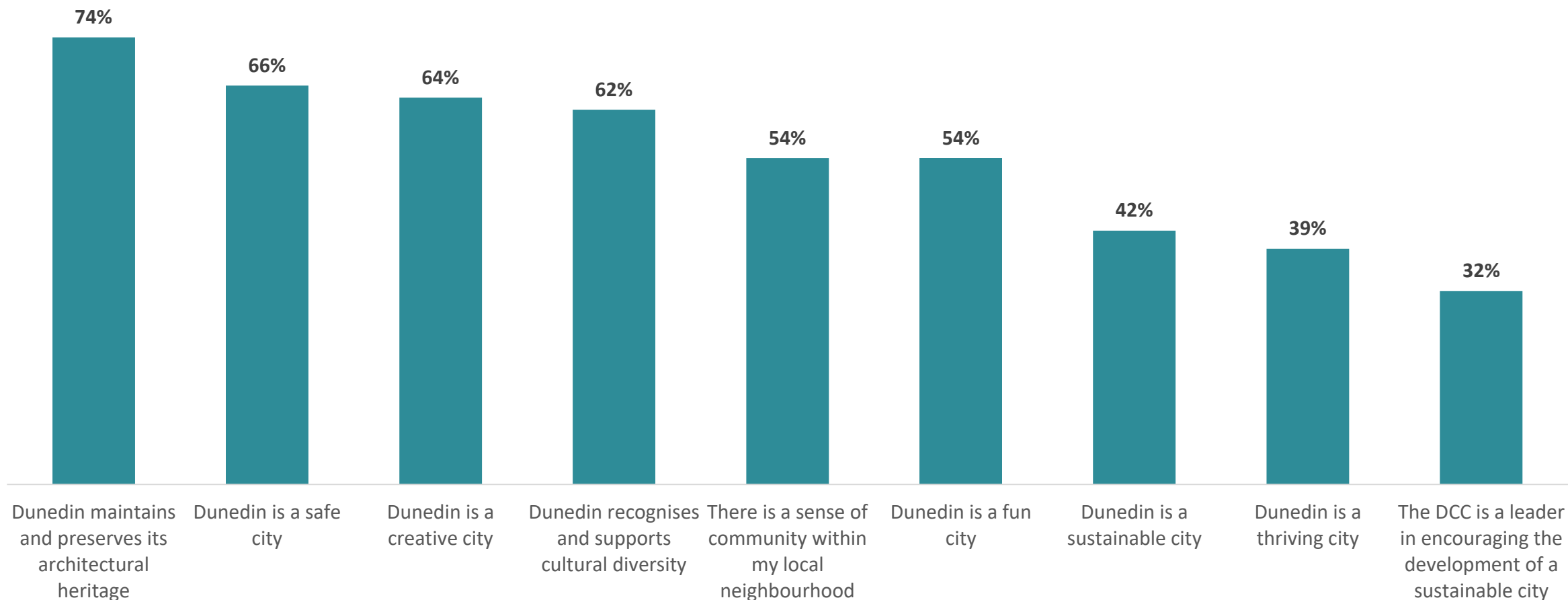




# Perceptions of the city – 2023/24

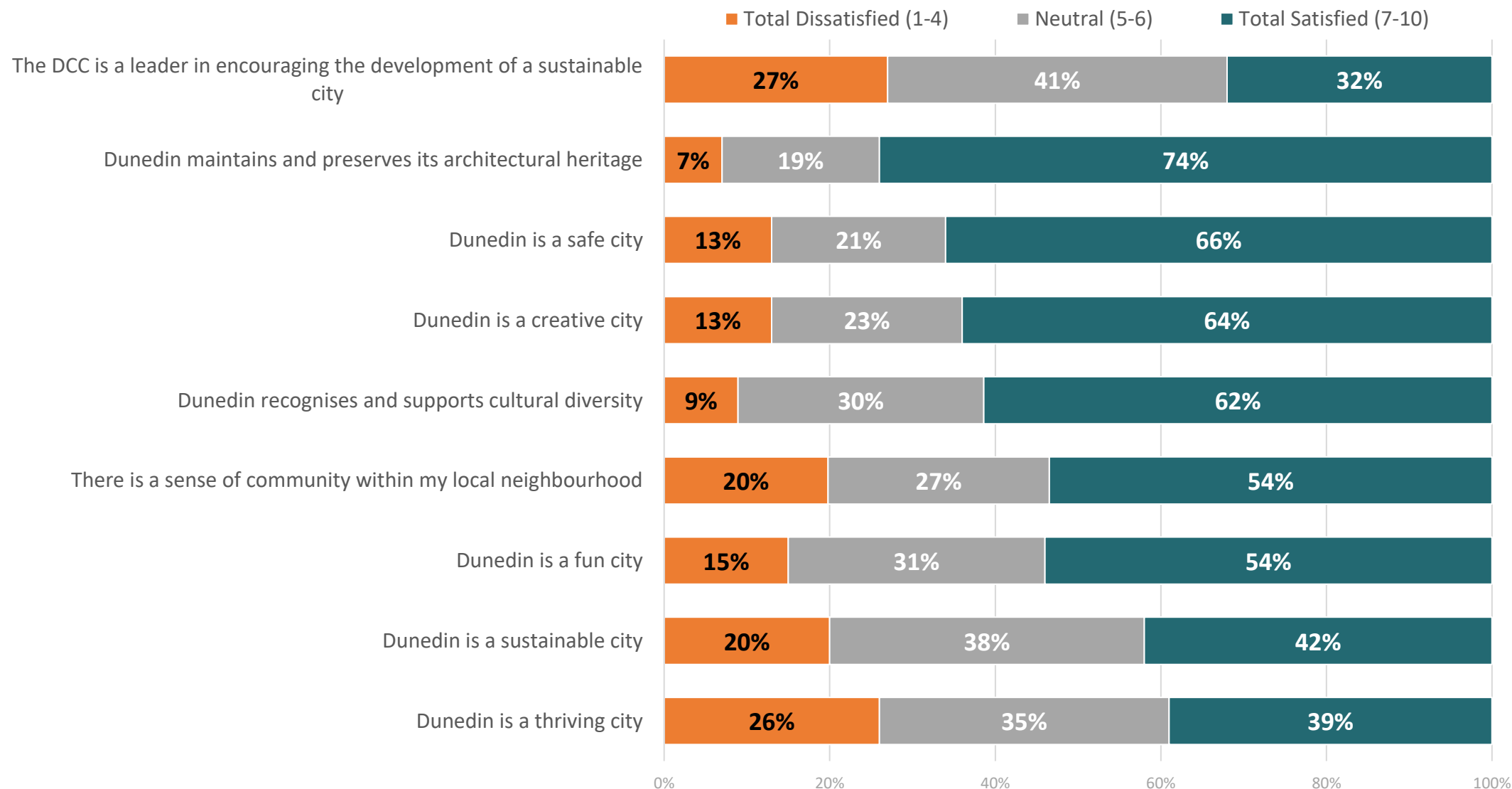
Of the nine aspects of the city considered, the highest level of agreement was given for maintaining and preserving architectural heritage and that Dunedin is safe, creative and recognises and supports diversity.

In contrast, the DCC being a leader in encouraging the development of a sustainable city received the lowest level of agreement.





# Perceptions of the city – 2023/24



## NOTES

Q: Please indicate your overall perception of Dunedin.

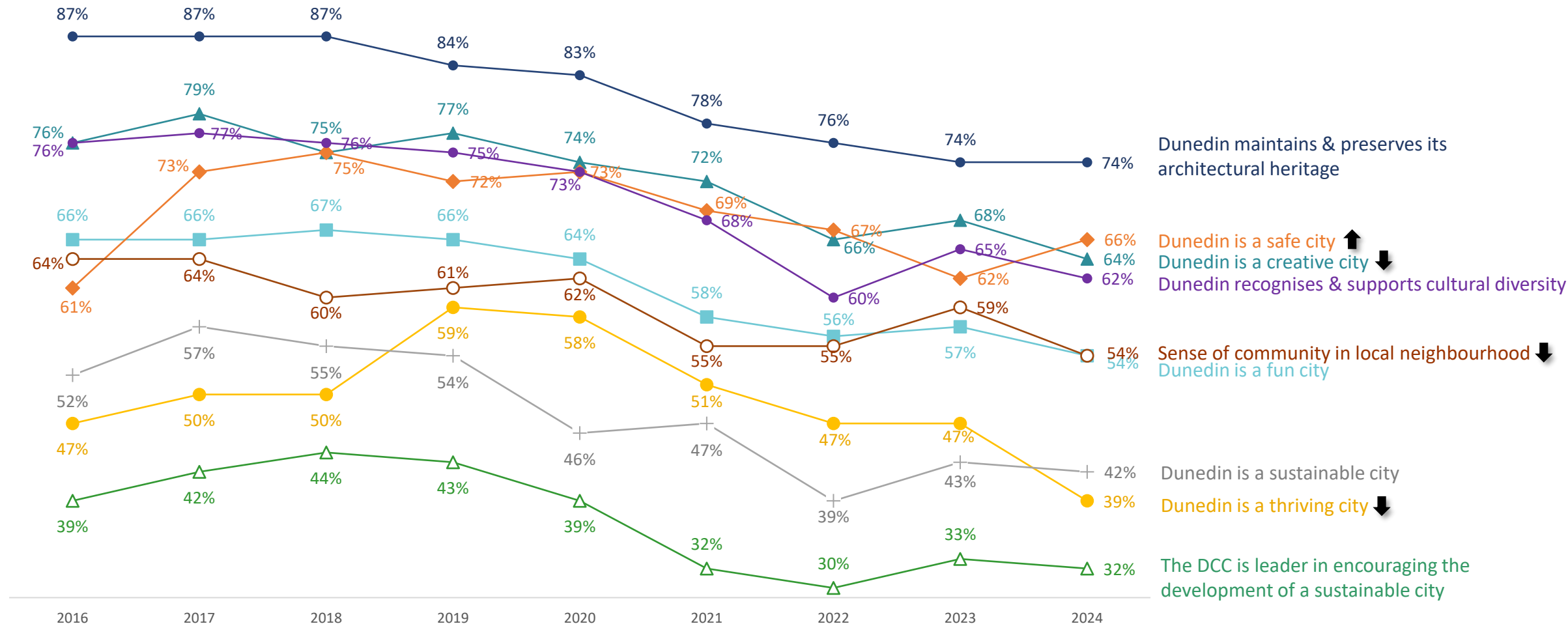
Sample size: Dunedin maintains and preserves its architectural heritage n=1,296; Dunedin is a safe city n=1,315; Dunedin is a creative city n=1,303; Dunedin recognises and supports cultural diversity n=1,249; there is a sense of community within my local neighbourhood n=1,299; Dunedin is a fun city n=1,297; Dunedin is a sustainable city n=1,244; Dunedin is a thriving city n=1,307; The DCC is a leader in encouraging the development of a sustainable city n=1,183. Exclude 'don't know' response.



# Perceptions of the city over time

Positive ratings have increased significantly for residents' perceptions on Dunedin being a safe city (66%), back to a similar level recorded in 2021/22 (67%).

However, three perceptions have experienced decline in their satisfaction ratings, namely Dunedin being a creative city, a thriving city, and having a sense of community in local neighbourhood. Their 2023/24 results are the lowest recorded since the inception of this monitor.



## NOTES

Q: Please indicate your overall perception of Dunedin.

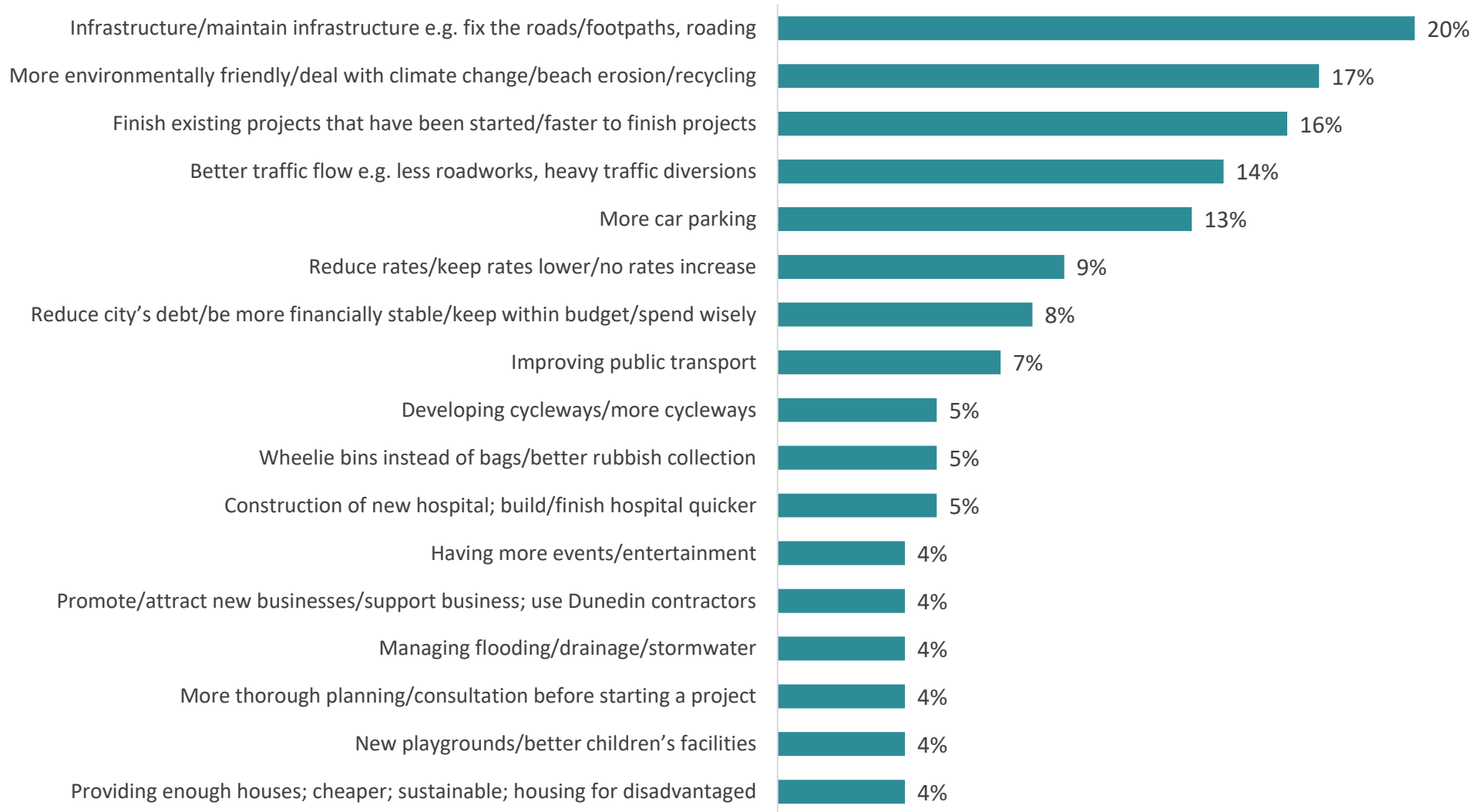
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402; 2024 n=1,334.

Sample size for significance testing varies each question as 'don't know' responses are excluded.

Black arrow indicate statistically significant higher or lower result from the 2022/23 survey.

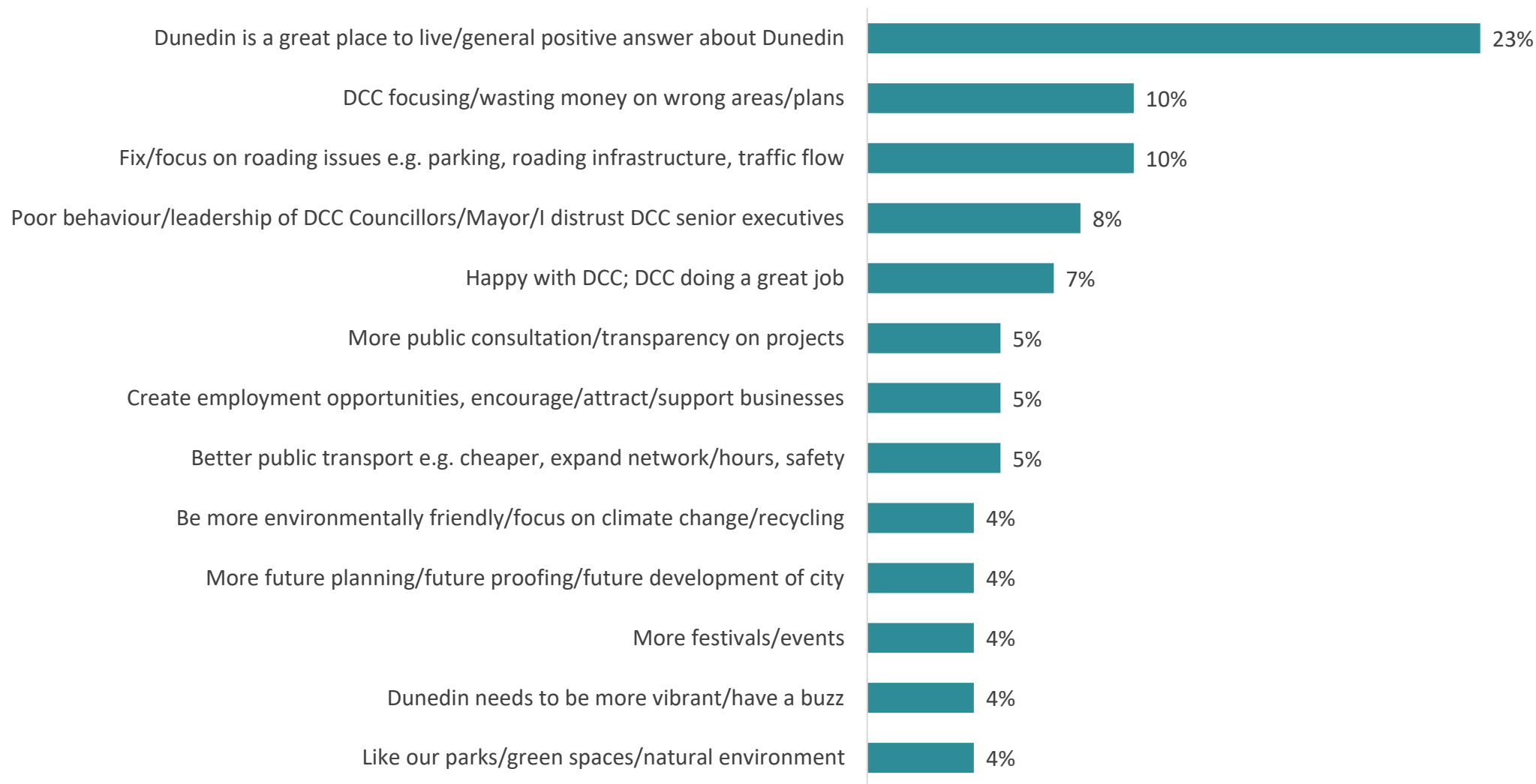


# Top two priorities for DCC this year



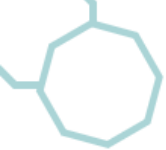


# Any other comments about the DCC or Dunedin city in general





# **Performance versus Importance**

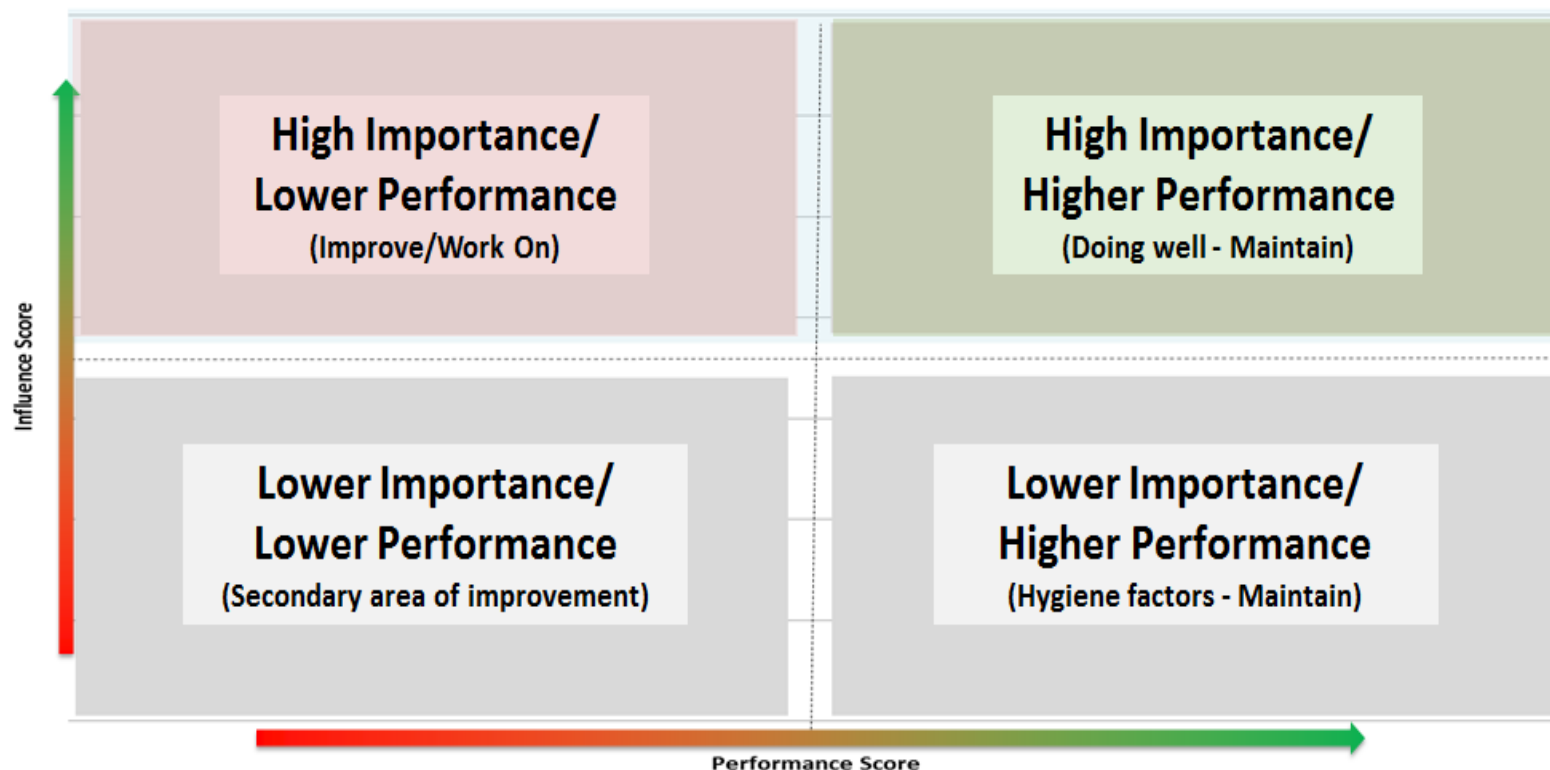


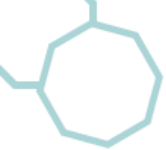
# Measured aspects influence on overall satisfaction - correlation

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.



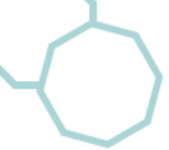


# Overall performance-importance correlation

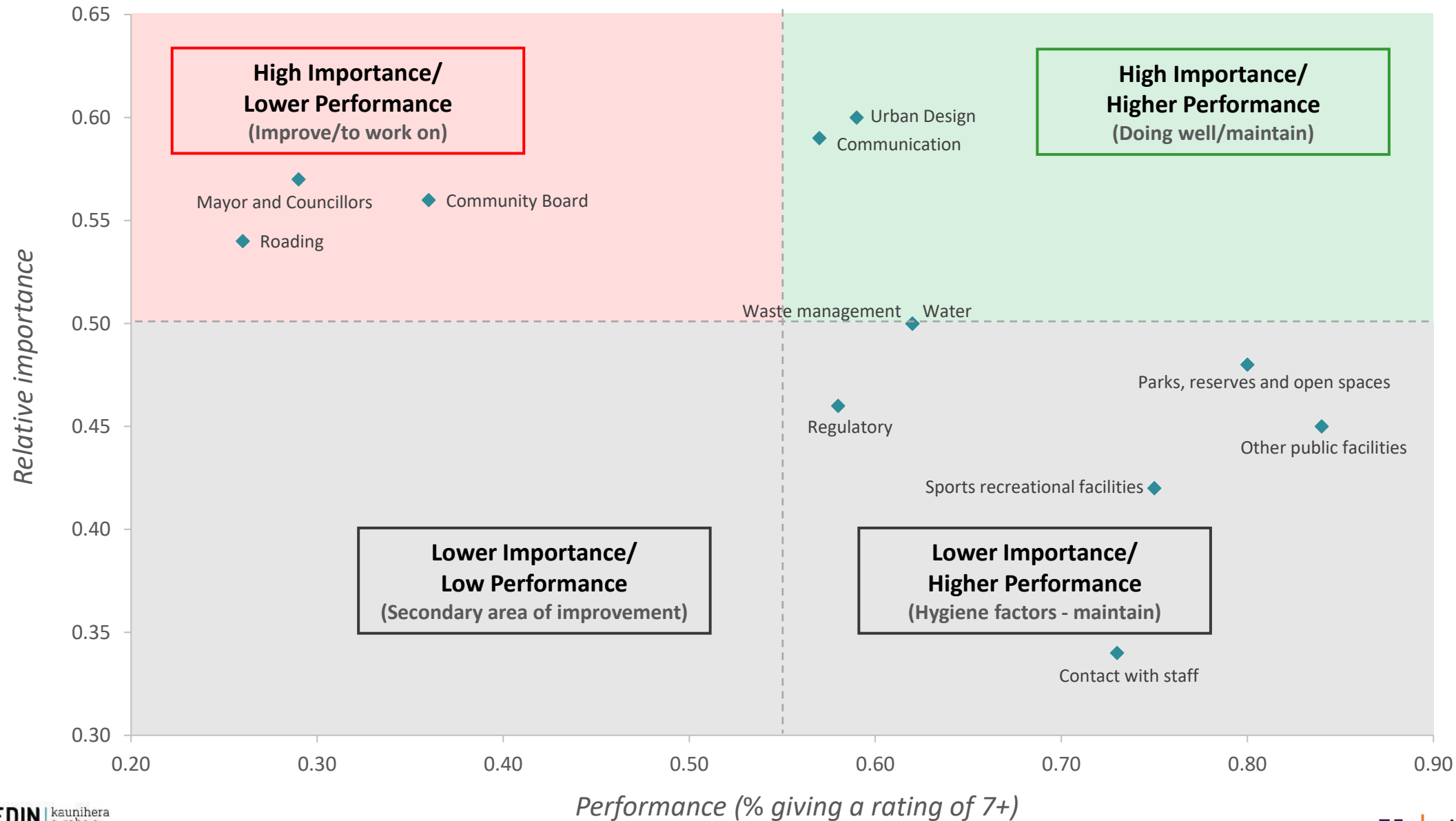
The following figure plots the importance of the overall ratings from each section within the survey against the overall satisfaction score (% giving a 7+ rating) in the 2023/24 year. Clusters are evident on the left and the right end of the horizontal (performance) axis, which indicates clear contrast in residents' perception on DCC's performance in various areas.

Of the 11 aspects reported, eight of them sit on the right-hand side of the plot, indicating relatively higher performance scores. Aspects related to facilities are the furthest to the right, ranging from public facilities (84% satisfied) to sport and recreational facilities (75%). Contact with staff also receives a relatively positive rating of 73%. These areas should be maintained to ensure overall ratings remain high. Urban design and DCC's communication are both sitting on the green quadrant at the top right. This means the DCC is perceived to be doing a great job in these two areas for which are of high importance to Dunedin residents. Performance here should continue to be maintained or improved, particularly as they sit relatively close to the red quadrant on the top left, which indicates areas of relatively high concern to Dunedin residents but that in terms of performance, show lower satisfaction levels.

There are three aspects that are currently in the red quadrant of the plot. They include the performance of the Mayor and Councillors, the performance of the Community Board members and roading related infrastructure. Improvement in satisfaction with these areas will have most effect on the improvement of the "overall satisfaction with DCC" score as well as impacting residents' perception of the DCC.

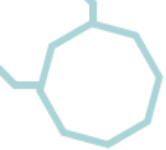


# Overall performance: importance correlation

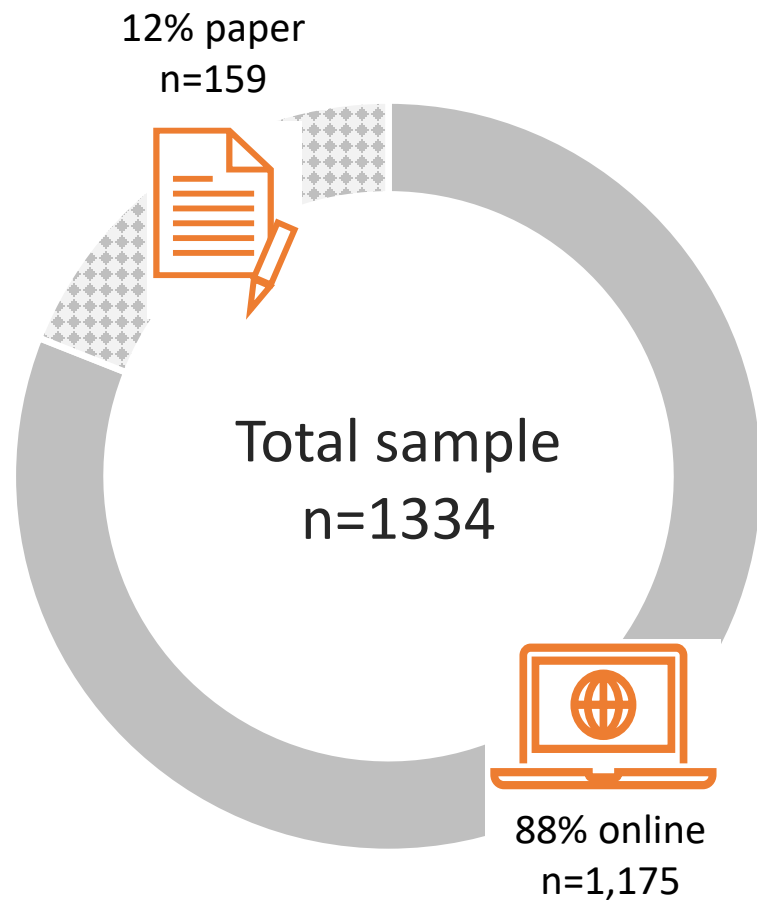




**Sample profile**



# Response rate



## Responses

A total of n=4,800 invitations (n=400 a month) were sent between July 2022 to June 2023, with total responses of n=1,334. This is a **response rate** of 29%\* (compared with 31% in 2022/23). The split between online and paper completes remains the same as 2022/23.

## Margin of error

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

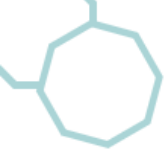
## Data weighting

The sample has been weighted to known population distributions based on the 2018 Census data for age, gender, ethnicity, and location (based on the 11 community areas).

## 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.*

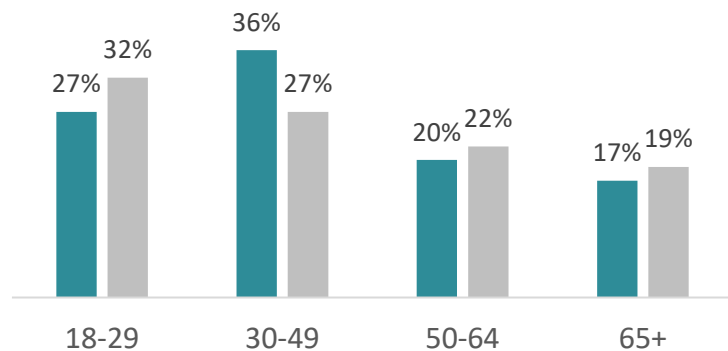


# Sample profile

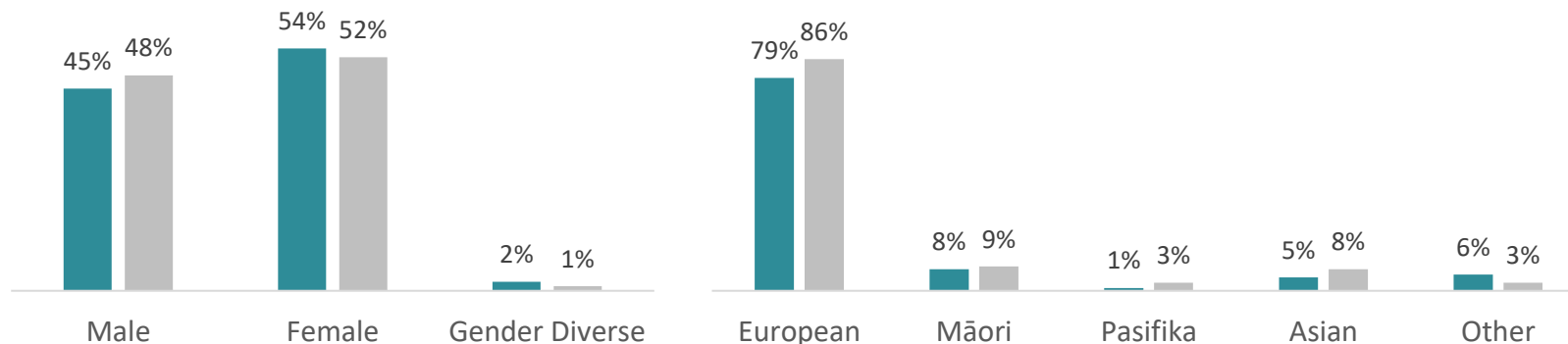
Unweighted - based on responses received



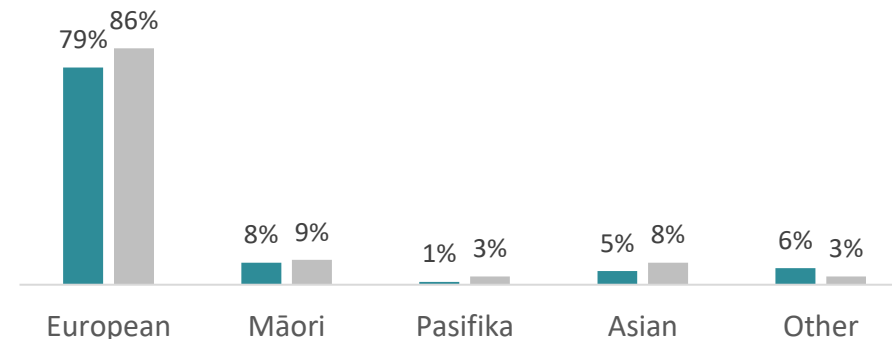
## Age



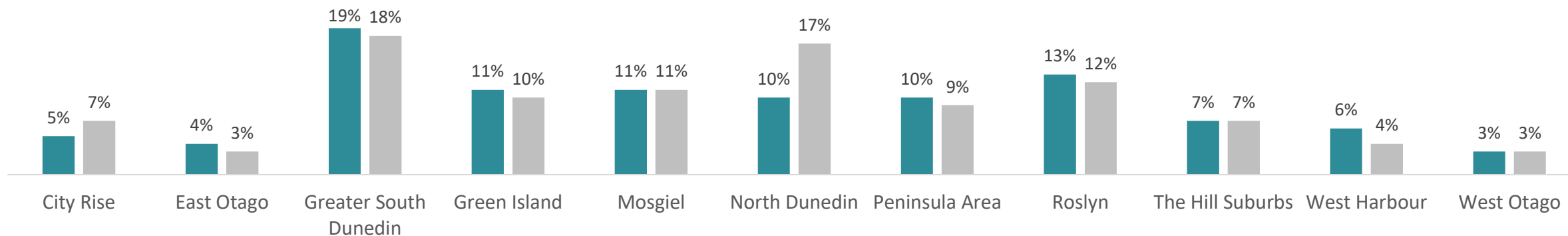
## Gender

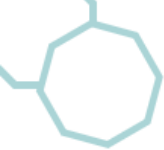


## Ethnicity



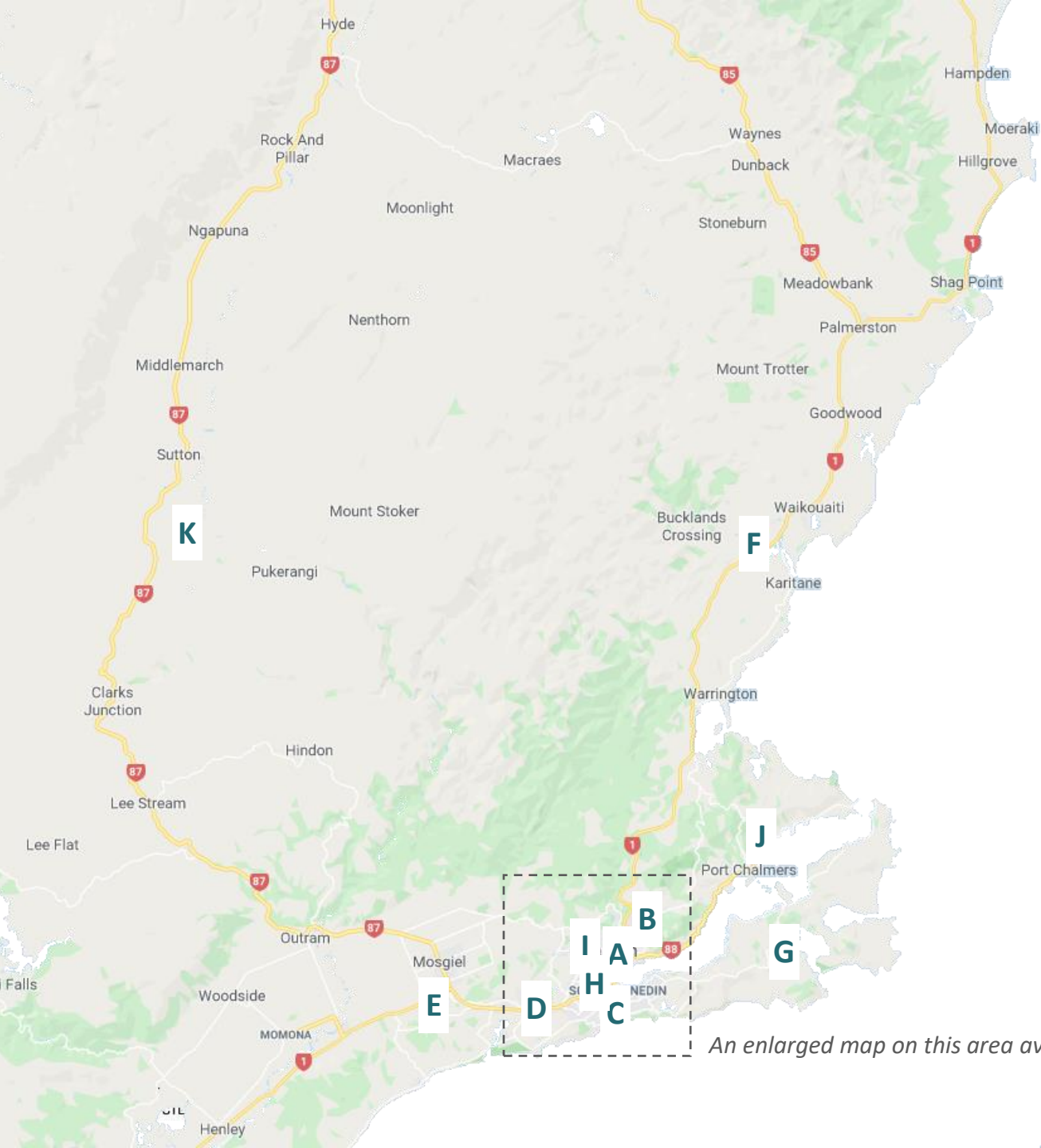
## Location (Community Areas)





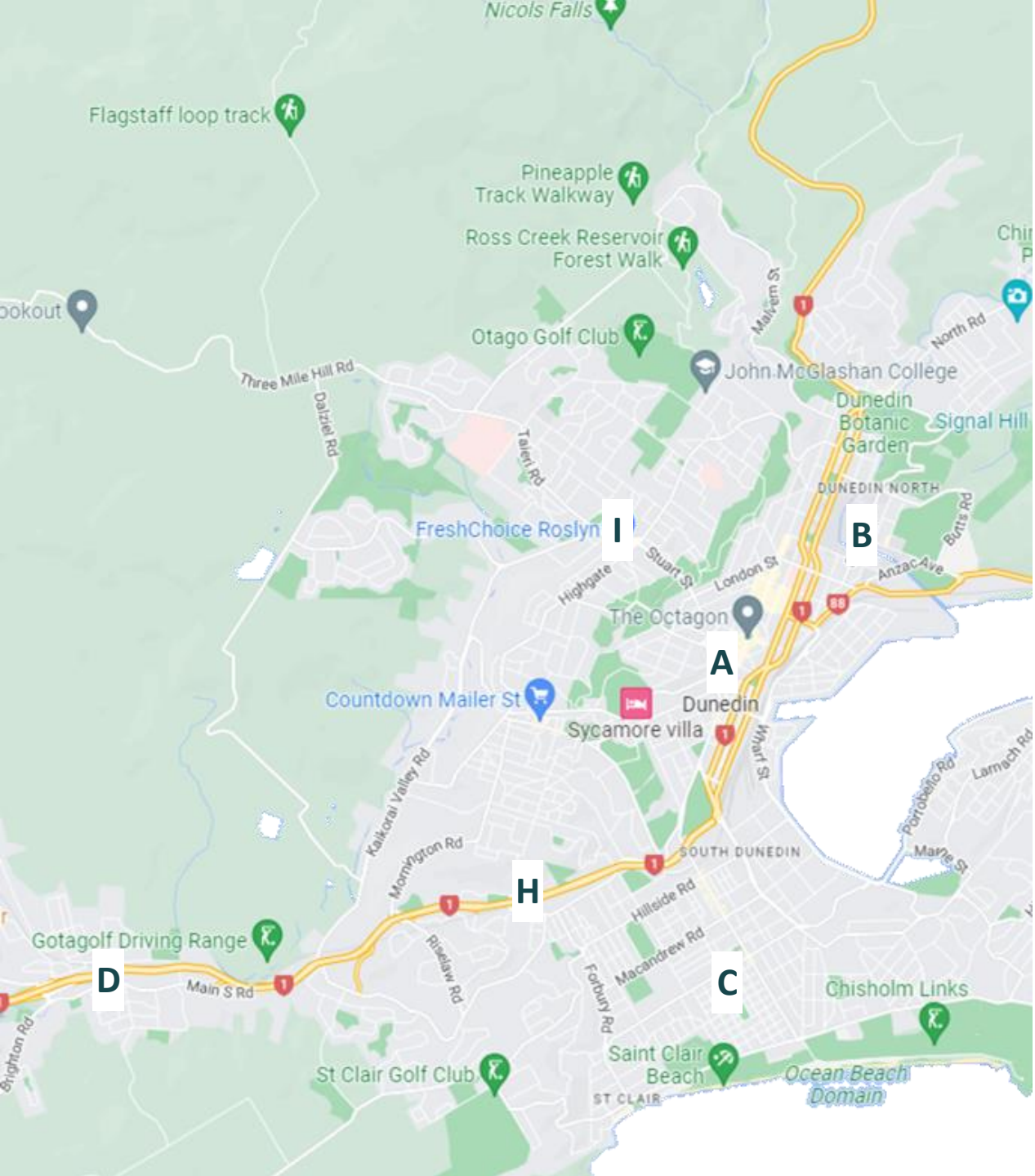
|                          | Weighted % | Weighted base | Unweighted base |
|--------------------------|------------|---------------|-----------------|
| <b>Age</b>               |            |               |                 |
| Under 30                 | 32%        | 427           | 354             |
| 30 – 49                  | 27%        | 360           | 479             |
| 50 – 64                  | 22%        | 293           | 267             |
| 65 or over               | 19%        | 253           | 226             |
| <b>Ethnicity</b>         |            |               |                 |
| European                 | 83%        | 1107          | 1052            |
| NZ Māori                 | 8%         | 107           | 109             |
| Pasifika                 | 2%         | 27            | 16              |
| Asian                    | 5%         | 67            | 68              |
| Other                    | 2%         | 27            | 79              |
| <b>Country of birth</b>  |            |               |                 |
| In New Zealand           | 78%        | 1041          | 1016            |
| Overseas                 | 22%        | 291           | 308             |
| <b>Employment status</b> |            |               |                 |
| Full-time, paid          | 52%        | 699           | 732             |
| Part-time, paid          | 20%        | 267           | 263             |
| Not in paid employment   | 10%        | 139           | 129             |
| Retired                  | 17%        | 229           | 203             |

|                                              | Weighted % | Weighted base | Unweighted base |
|----------------------------------------------|------------|---------------|-----------------|
| <b>Gender</b>                                |            |               |                 |
| Male                                         | 48%        | 634           | 592             |
| Female                                       | 52%        | 687           | 709             |
| Gender diverse                               | 1%         | 13            | 23              |
| <b>Property ownership in Dunedin</b>         |            |               |                 |
| Yes                                          | 62%        | 829           | 854             |
| No                                           | 38%        | 499           | 466             |
| <b>Commute to work</b>                       |            |               |                 |
| Drive a car, van or truck with no passengers | 52%        | 499           | 506             |
| Drive a car, van or truck with passengers    | 13%        | 122           | 133             |
| Walk or jog                                  | 8%         | 80            | 77              |
| Work from home                               | 8%         | 82            | 90              |
| Public bus                                   | 8%         | 79            | 80              |
| Bicycle                                      | 5%         | 52            | 55              |
| As a passenger in a car, van, truck          | 3%         | 29            | 29              |
| Other                                        | 2%         | 20            | 19              |
| Motorbike                                    | <1%        | 3             | 3               |



An enlarged map on this area available on the next slide

| Community Area |                       | Weighted % | Weighted base | Unweighted base |
|----------------|-----------------------|------------|---------------|-----------------|
| A)             | Dunedin Central       | 5%         | 73            | 69              |
| B)             | North Dunedin         | 4%         | 51            | 55              |
| C)             | Greater South Dunedin | 19%        | 254           | 254             |
| D)             | Saddle Hill           | 11%        | 145           | 147             |
| E)             | Taieri                | 12%        | 155           | 150             |
| F)             | Bucklands Crossing    | 11%        | 141           | 136             |
| G)             | Otago Peninsula       | 9%         | 127           | 129             |
| H)             | Caversham             | 13%        | 175           | 177             |
| I)             | The Hill Suburbs      | 7%         | 96            | 97              |
| J)             | Port Chalmers         | 5%         | 72            | 75              |
| K)             | Strath Taieri         | 3%         | 46            | 45              |



| Community Area |                       | Weighted % | Weighted base | Unweighted base |
|----------------|-----------------------|------------|---------------|-----------------|
| A)             | Dunedin Central       | 5%         | 73            | 69              |
| B)             | North Dunedin         | 4%         | 51            | 55              |
| C)             | Greater South Dunedin | 19%        | 254           | 254             |
| D)             | Saddle Hill           | 11%        | 145           | 147             |
| E)             | Taieri                | 12%        | 155           | 150             |
| F)             | Bucklands Crossing    | 11%        | 141           | 136             |
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| H)             | Caversham             | 13%        | 175           | 177             |
| I)             | The Hill Suburbs      | 7%         | 96            | 97              |
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| K)             | Strath Taieri         | 3%         | 46            | 45              |