



Table of Contents

(Ctrl + click icons below to skip to sections)

1 Introduction

2 Executive Summary

3 Facilities - Parks, reserves & open space

4 Facilities - Sports & Recreation Facilities

5 Facilities - Other Public Facilities

6 Infrastructure - Water and Roothing

7 Services - Waste Management & Regulatory

8 Planning and Urban Design

9 Contact and Information

10 Leadership & Overall Satisfaction

11 Perceptions of Dunedin

12 Performance versus Importance

13 Sample Profile



Introduction



Research objectives and methodology



Research objectives

Dunedin City Council (DCC) has commissioned research with residents annually since 1994. This research is conducted in the form of a survey and seeks to understand residents' use of and perspectives on a range of Council facilities, services, and infrastructure. In 2020/21 the survey was conducted by GravitasOPG for the second time.

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

- Gauge the extent to which the Council is meeting its 10 Year 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

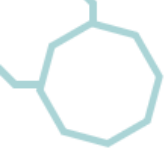
A sequential multi-mode methodology was used, in line with what was used for previous survey waves. Dunedin residents aged 18 years and over were randomly selected from the electoral roll (with quotas based on the 11 community areas) on a monthly basis and sent a letter by post inviting them to go online to complete the questionnaire by entering in a unique ID number. Those who prefer to complete the questionnaire on paper are provided with information on how to request this. A follow up reminder post card is sent out to all those who have not responded, with a hard copy of the questionnaire sent to a random selection of those those who had not responded from each monthly sample. All those who responded went into the draw to win one of three supermarket vouchers as an incentive to participate.

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. The questionnaire in both 2019/20 and 2020/21 is the same as that used in 2018/19 when some minor changes were made from previous years.

Note: Statistically significant differences in results from the previous year or between users and non-users have been noted throughout the report, with black 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.



Executive Summary



Executive summary

Two out of five Dunedin residents (40%) are **satisfied overall with Dunedin City Council**, a significantly lower result than last year (54%).

Service and infrastructure delivery received the highest overall satisfaction rating (49%) among the performance measures (however this is down significantly from 66% last year).

Only a third of residents are satisfied overall with the performance of **community boards** (32%, down significantly from 44%) and the **value for money** of the DCC services and activities (32%, down significantly from 42%), while a quarter are satisfied with the performance of the **Mayor and Councillors** (down significantly from 40%, to 25% this year).

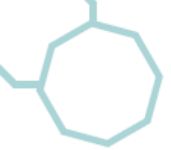
Overall satisfaction with a range of public facilities, infrastructure, and services have also declined significantly since last year, as follows:

- Parks, reserves and open spaces (satisfaction at 76%, down from 83% last year)
- Sports and recreation facilities (72%, down from 79%)
- 'Other' public facilities (80%, down from 85%)
- Handling of customer enquiries (62%, down from 73%)
- Waste management services (52%, down from 64%)
- Communications (52%, down from 58%)
- Regulatory services (51%, down from 58%)

Satisfaction with the way the city is developing overall has also declined significantly since last year (52%, down from 65%).

The top priorities for Dunedin residents relate to improvements to **roading infrastructure** and **more parking** and a greater focus on being **sustainable and environmentally-friendly**.

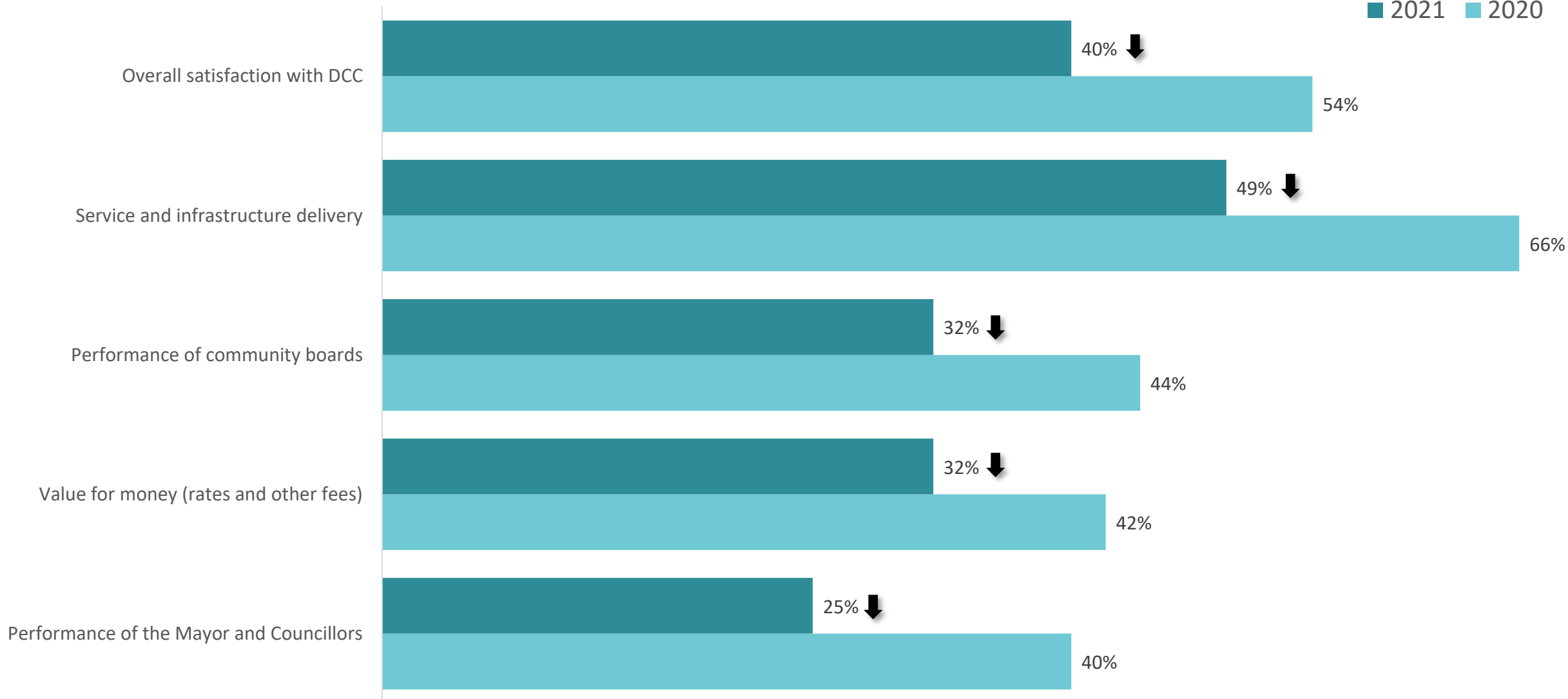
Most commonly made suggestions for improvement are more **public consultation** on projects, resolving **roading-related infrastructure** issues, and **reduction on rates** charged.

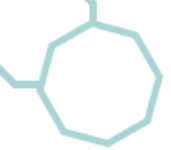


Overall rating summary

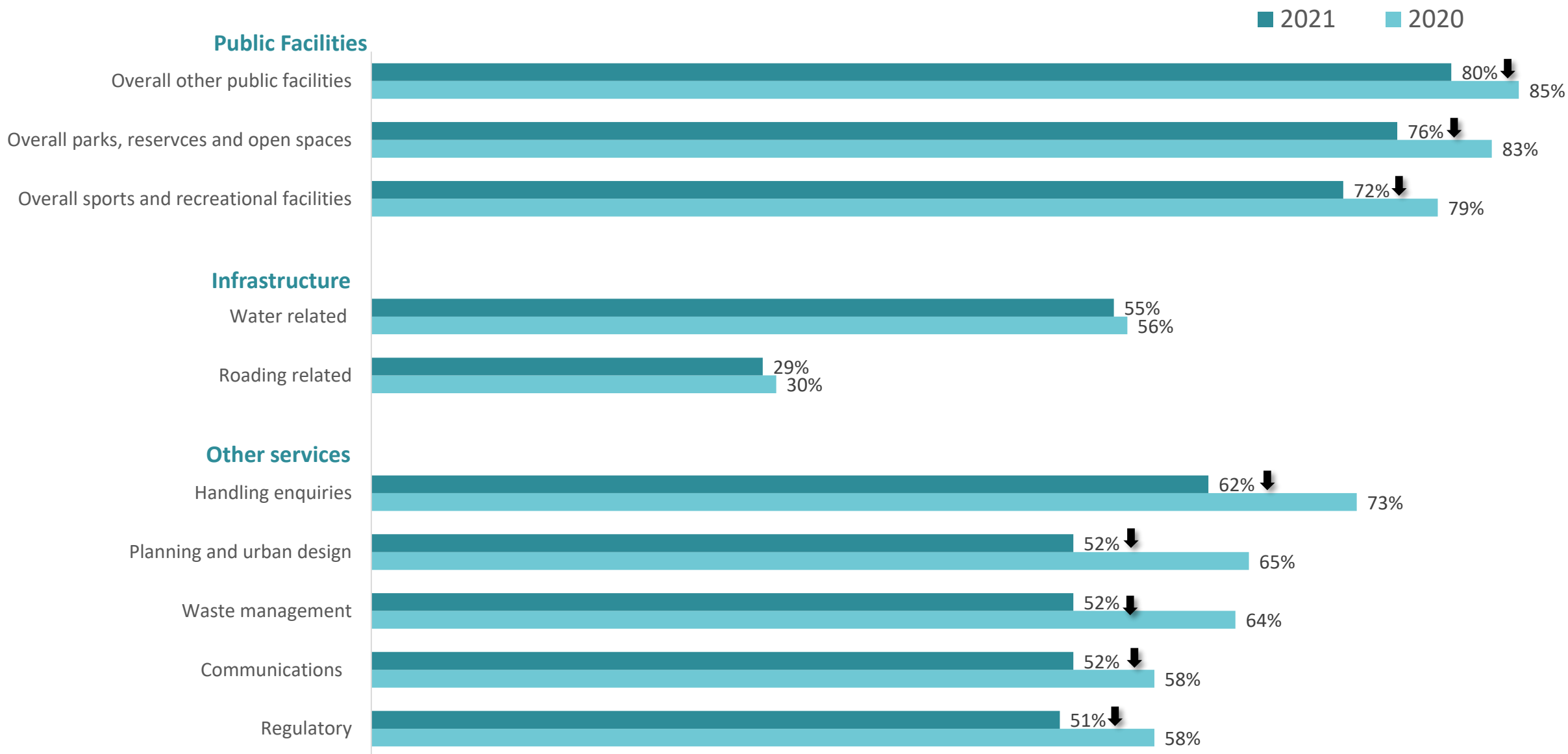
Performance Measures

2021 2020





Overall rating summary



Black arrow indicates statistically significant higher or lower result from the 2019-2020 survey.



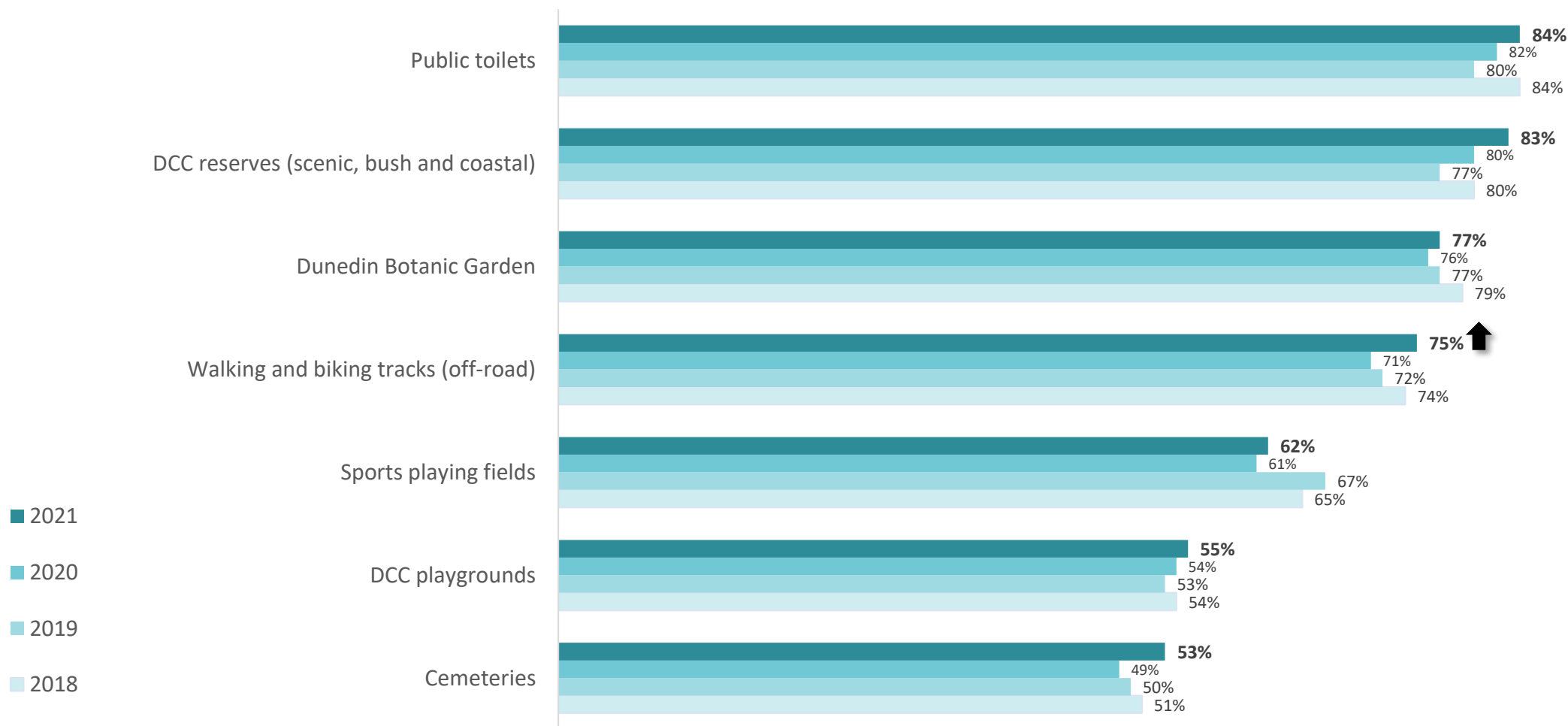
Facilities

Parks, Reserves and Open Spaces



Visiting parks, reserves and open spaces

Percentage having visited in the last 12 months

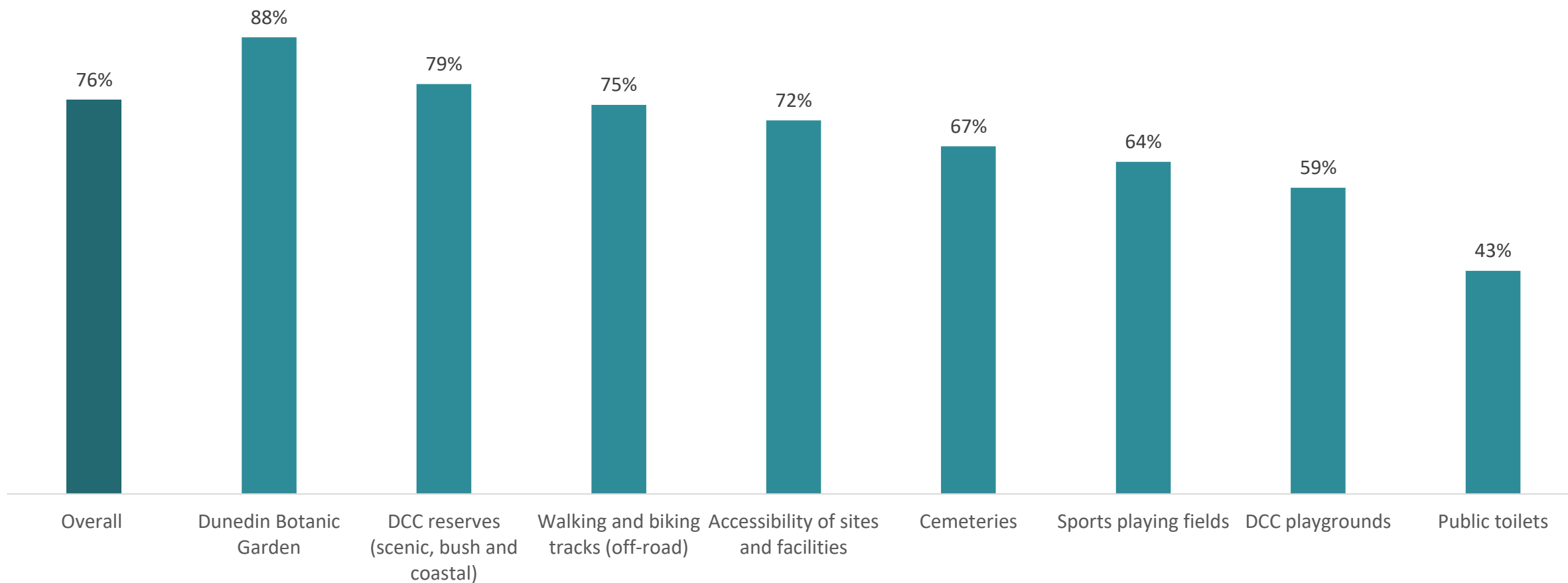




Satisfaction with parks, reserves and open spaces – 2020/21

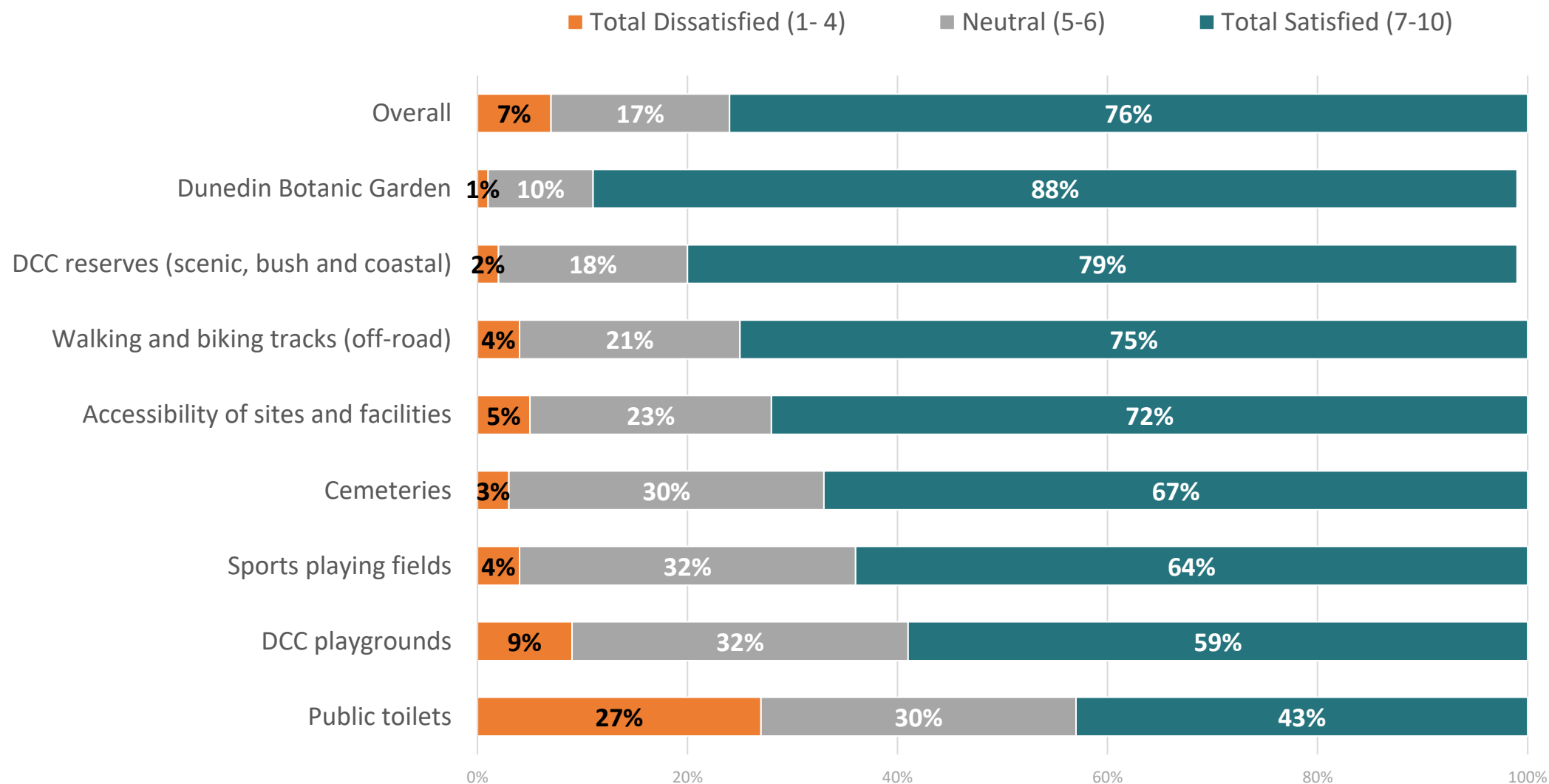
In 2020/21, Dunedin Botanic Gardens, DCC reserves and walking and biking tracks received high satisfaction.

In contrast, less than half of respondents were satisfied with public toilets.





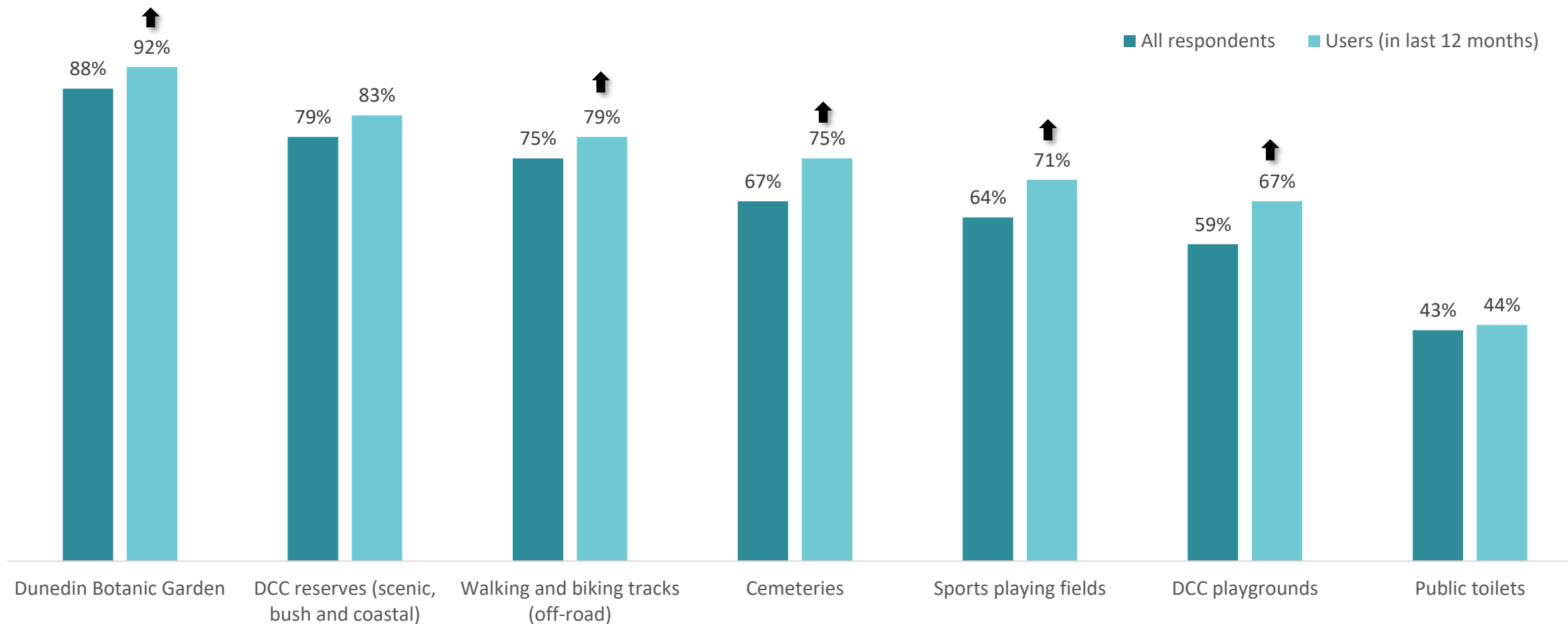
Satisfaction with parks, reserves and open spaces – 2020/21





Satisfaction with parks, reserves and open spaces – 2020/21

Those who had used a facility in the last 12 months generally gave higher satisfaction ratings, especially for the Botanic Gardens, walking and biking tracks, cemeteries, sports playing fields, and playgrounds.

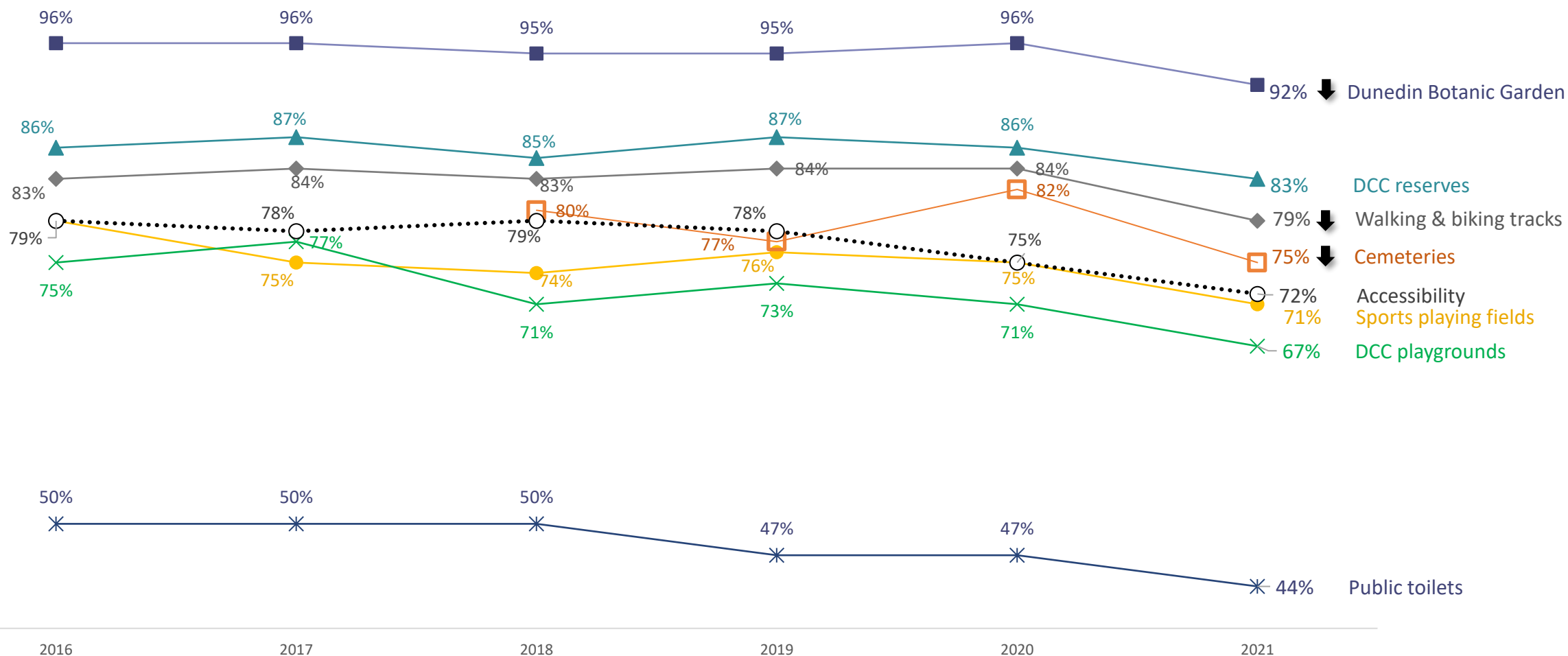




Satisfaction with parks, reserves and open spaces – users over time

Satisfaction with parks, reserves and open spaces has been generally stable over time.

However, in 2020/21 there has been a decline in ratings across all individual facility measures, including significant declines in user satisfaction with the Dunedin Botanic Garden, walking and biking tracks, and cemeteries.





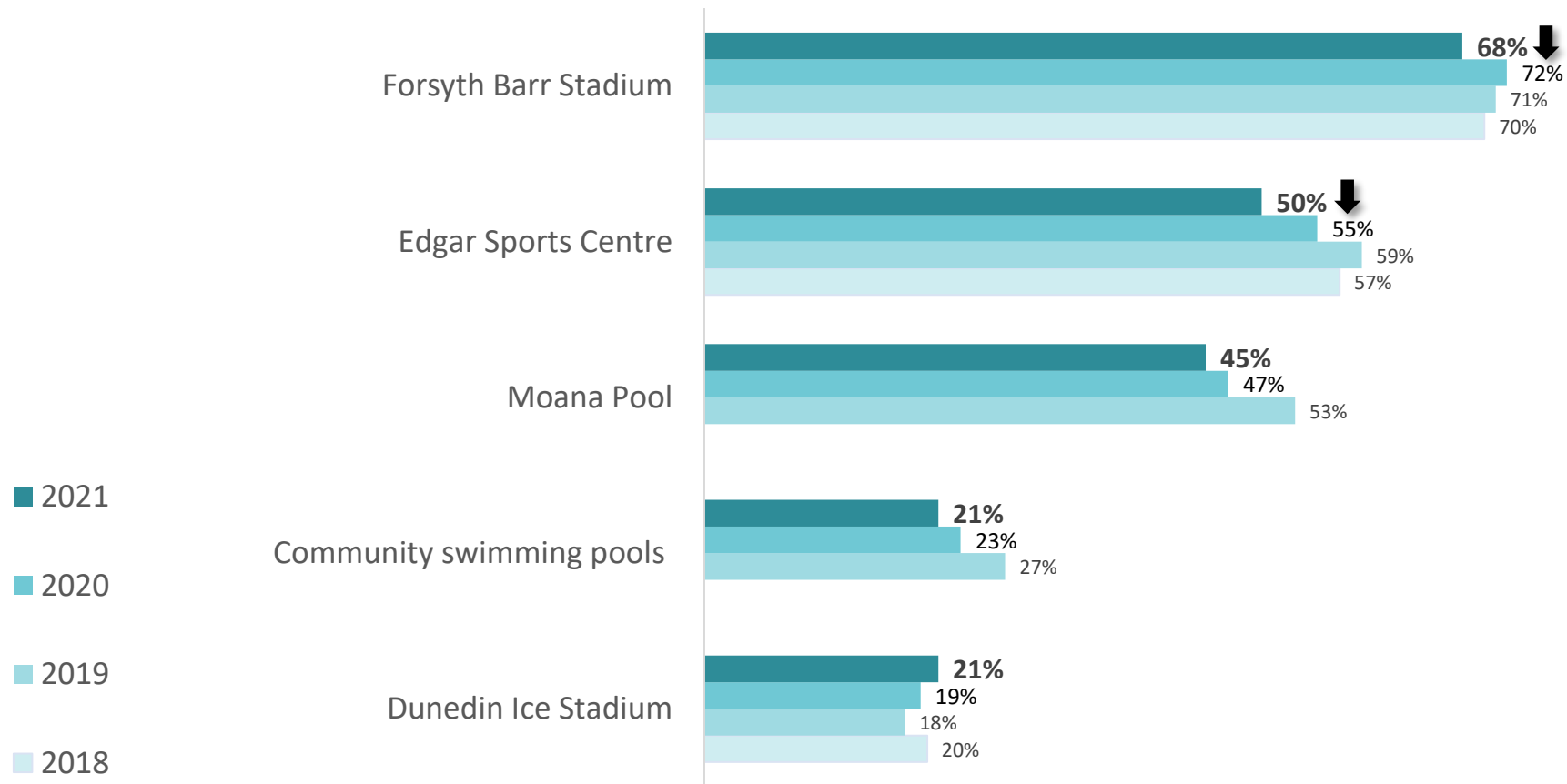
Facilities

Sports and Recreation Facilities



Visiting sports and recreation 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: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287. Sample size for significance testing varies each question as 'don't know' responses are excluded.

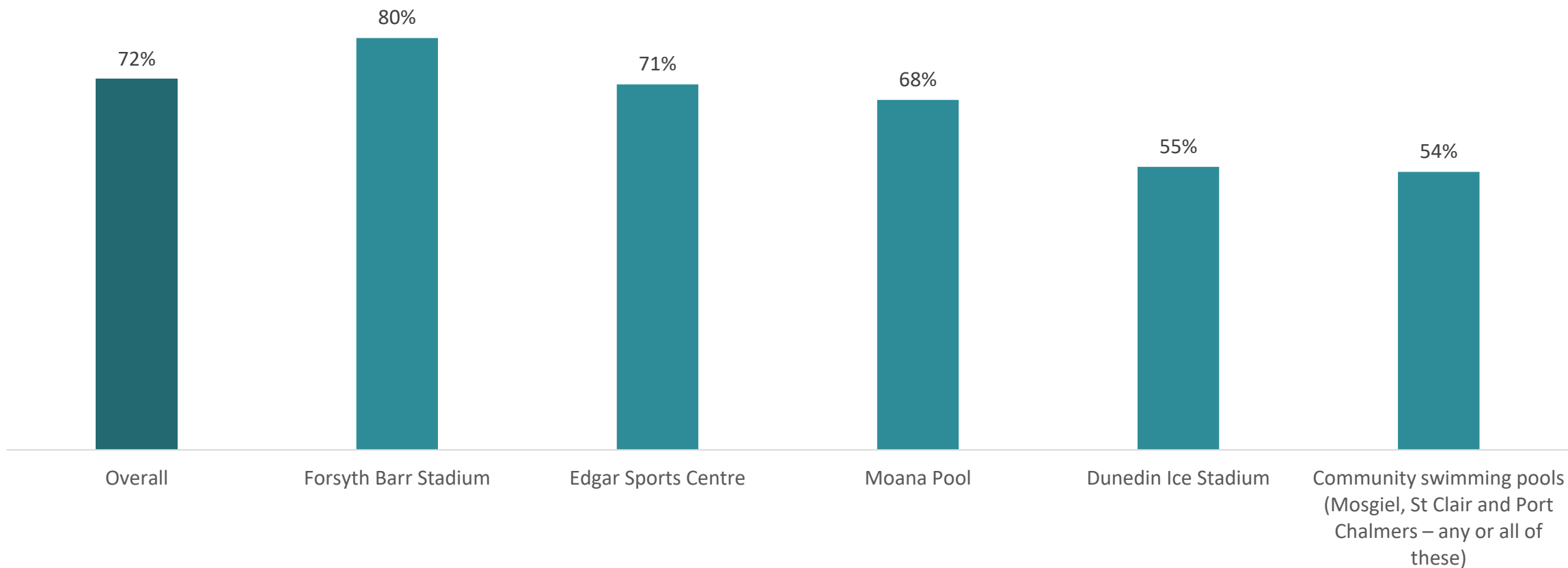
Black arrow indicate statistically significant higher or lower result from the 2020-2021 survey.

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'.



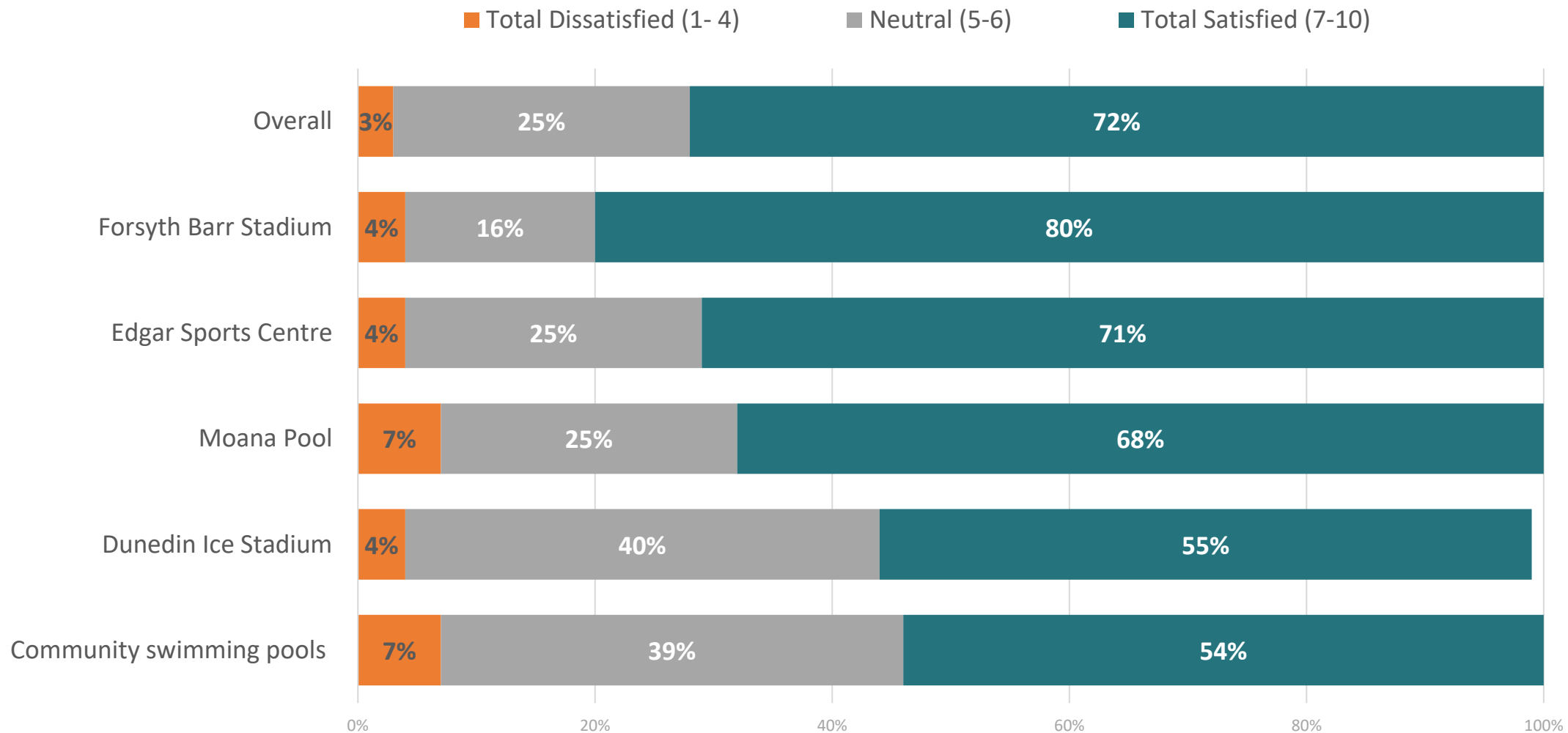
Satisfaction with sports and recreation facilities - 2020/21

Satisfaction ratings were highest for the Forsyth Barr Stadium, followed by the Edgar Sports Centre.
In contrast, satisfaction ratings were lowest for community swimming pools and the Dunedin Ice Stadium.





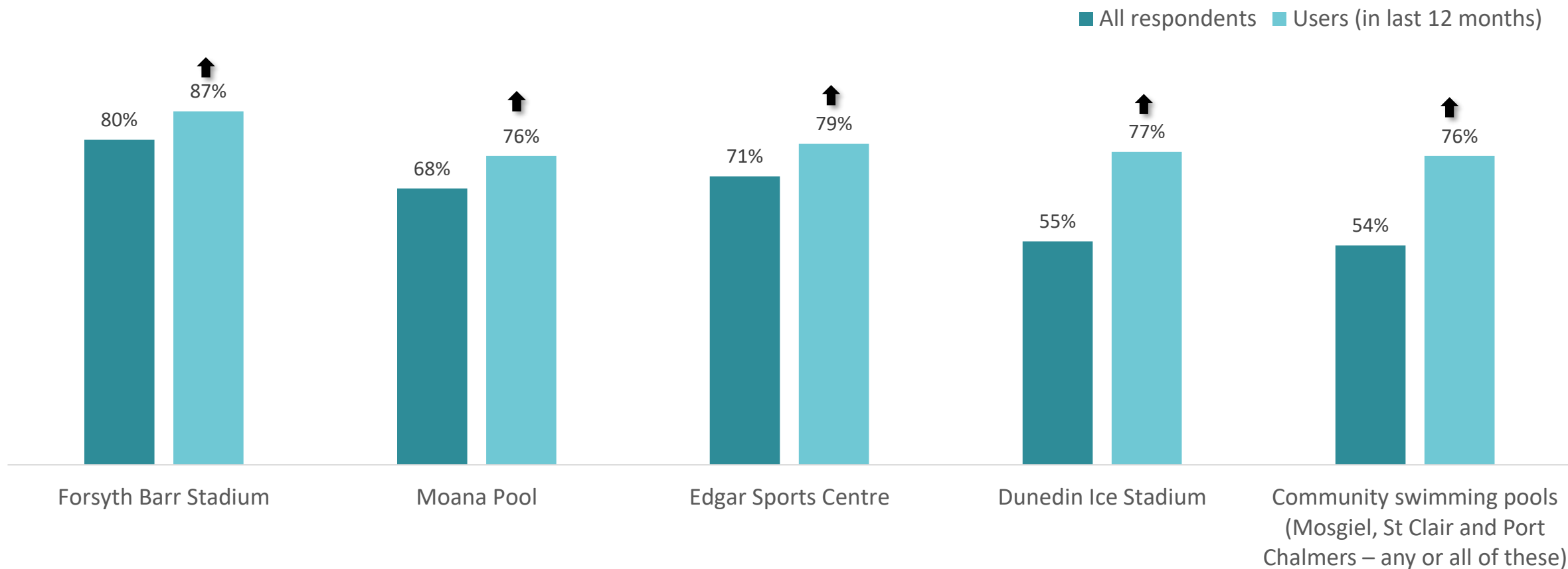
Satisfaction with sports and recreation facilities – 2020/21





Satisfaction with sports and recreation facilities - 2020/21

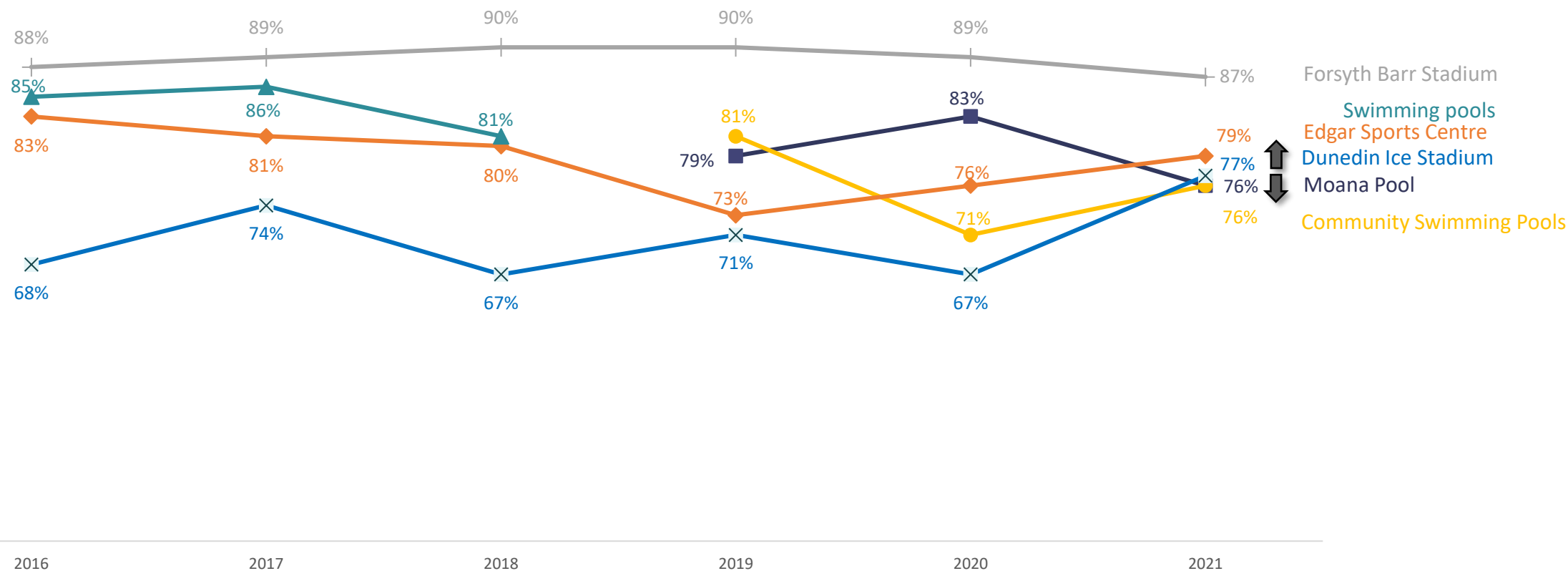
Satisfaction ratings were significantly higher from users across all facilities.





Satisfaction with sports and recreation facilities – users over time

In 2020/21 there has been a significant increase in user satisfaction with the Dunedin Ice Stadium. In contrast, satisfaction has declined among users of Moana Pool.



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. 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 2019-20 survey.



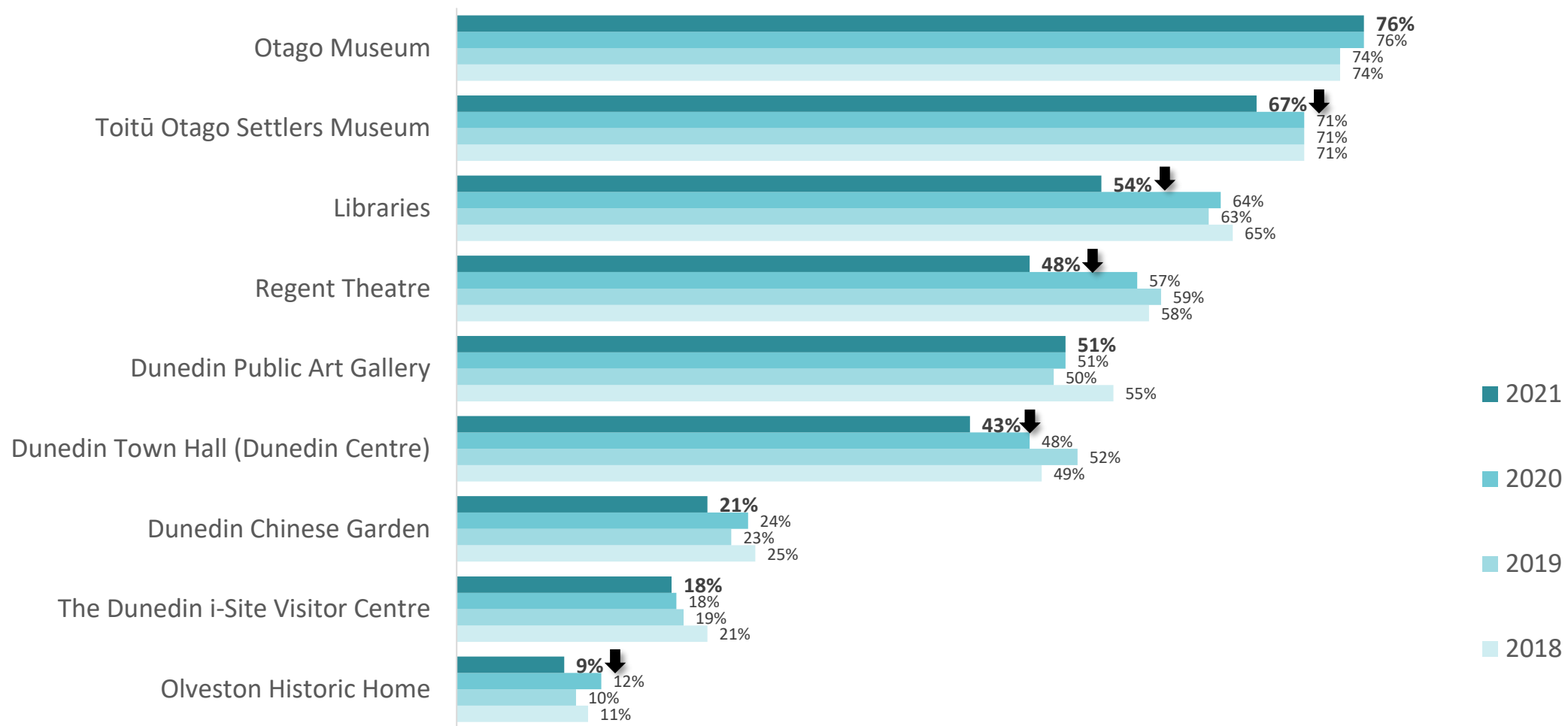
Facilities

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: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287. Sample size for significance testing varies each question as 'don't know' responses are excluded.

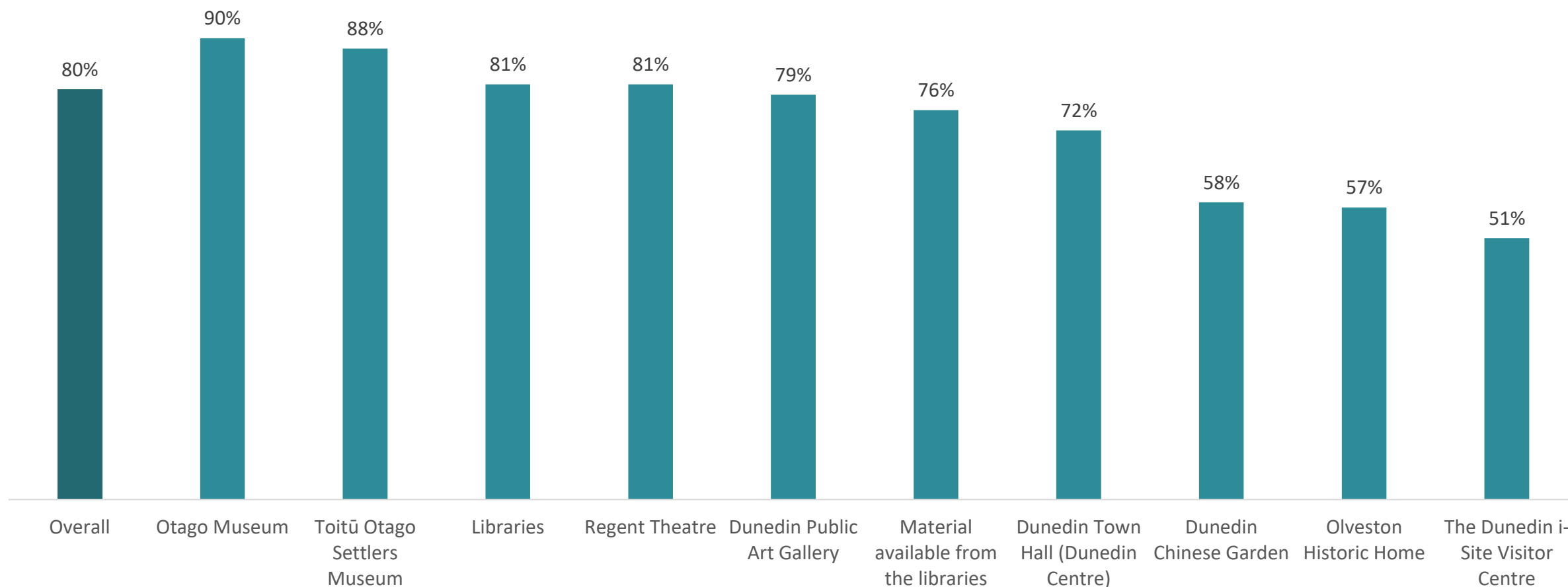
Black arrow indicate statistically significant higher or lower result from the 2020-2021 survey.



Satisfaction with other public facilities – 2020/21

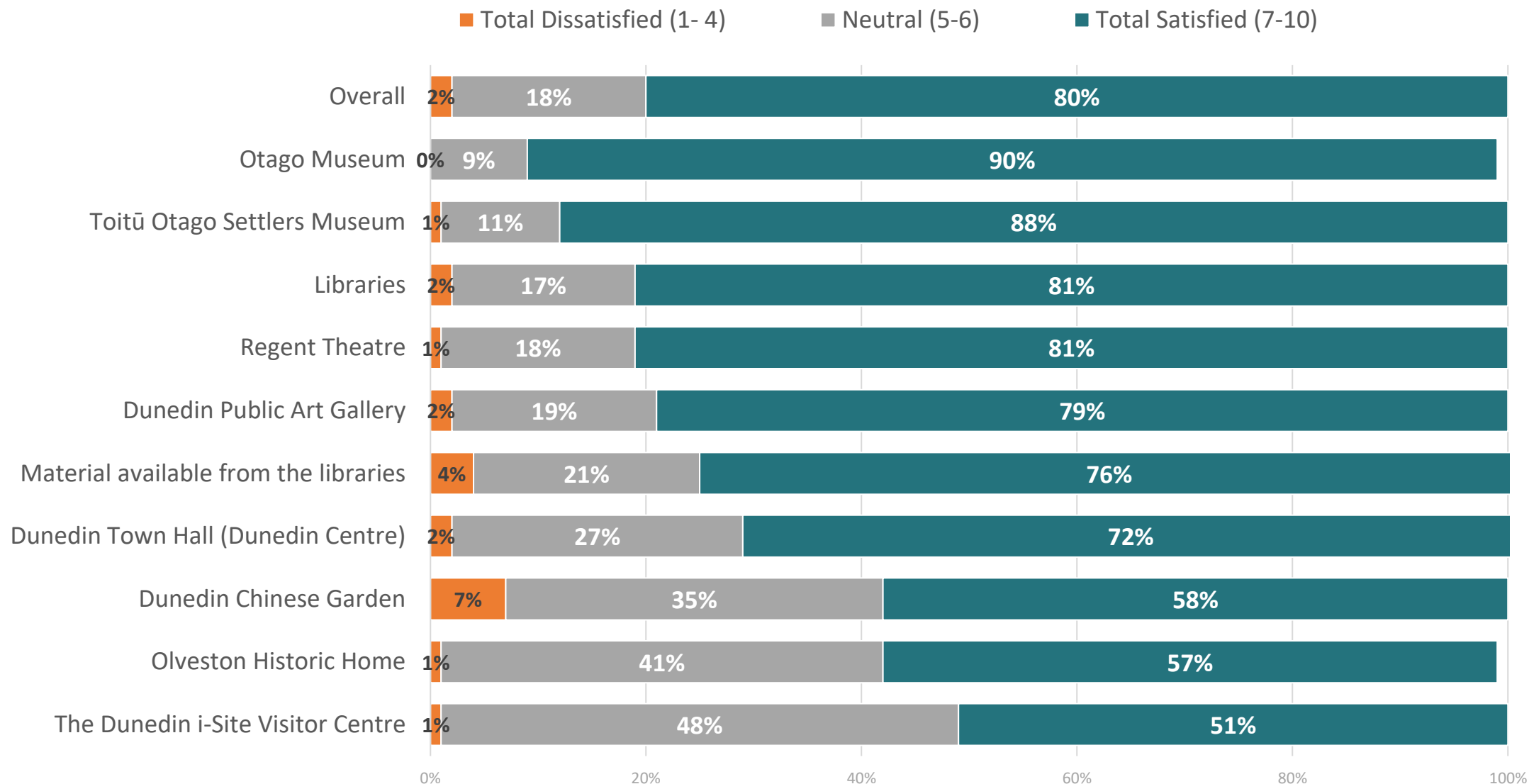
Satisfaction ratings were highest for both the Otago Museum and the Toitū Otago Settlers Museum.

In contrast, satisfaction ratings were lower for the Dunedin i-Site Visitor Centre, Olveston Historic Home, and the Dunedin Chinese Garden. However, it should be noted that these three facilities have higher percentages of neutral ratings (rather than negative ratings) likely due to their lower levels of use.





Satisfaction with other public facilities 2020/21

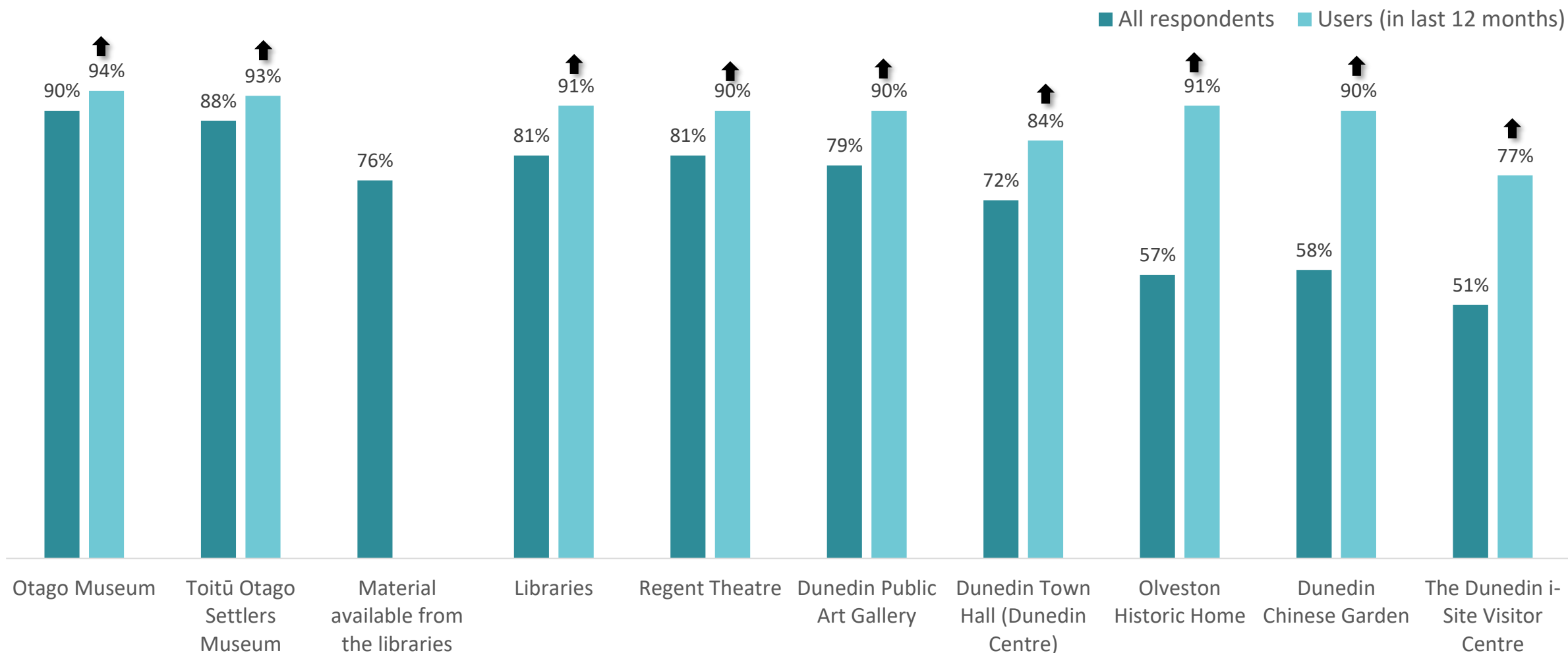




Satisfaction with other public facilities – 2020/21

Residents who had used each facility gave higher satisfaction ratings across all the facilities.

The biggest difference in satisfaction ratings were for the three facilities that had the smallest number of users overall.

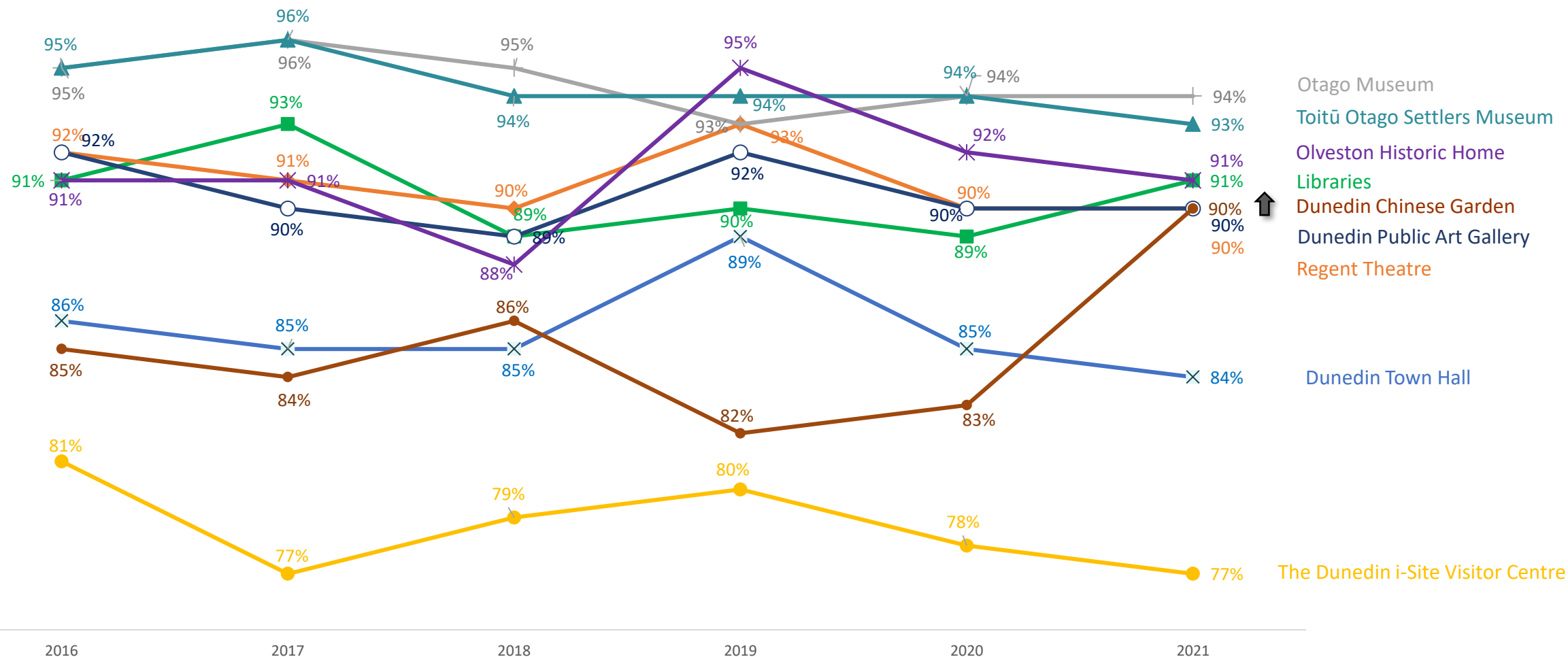




Satisfaction with other public facilities – users over time

The most notable change in 2020/21 has been a significant increase in user satisfaction with the Dunedin Chinese Garden.

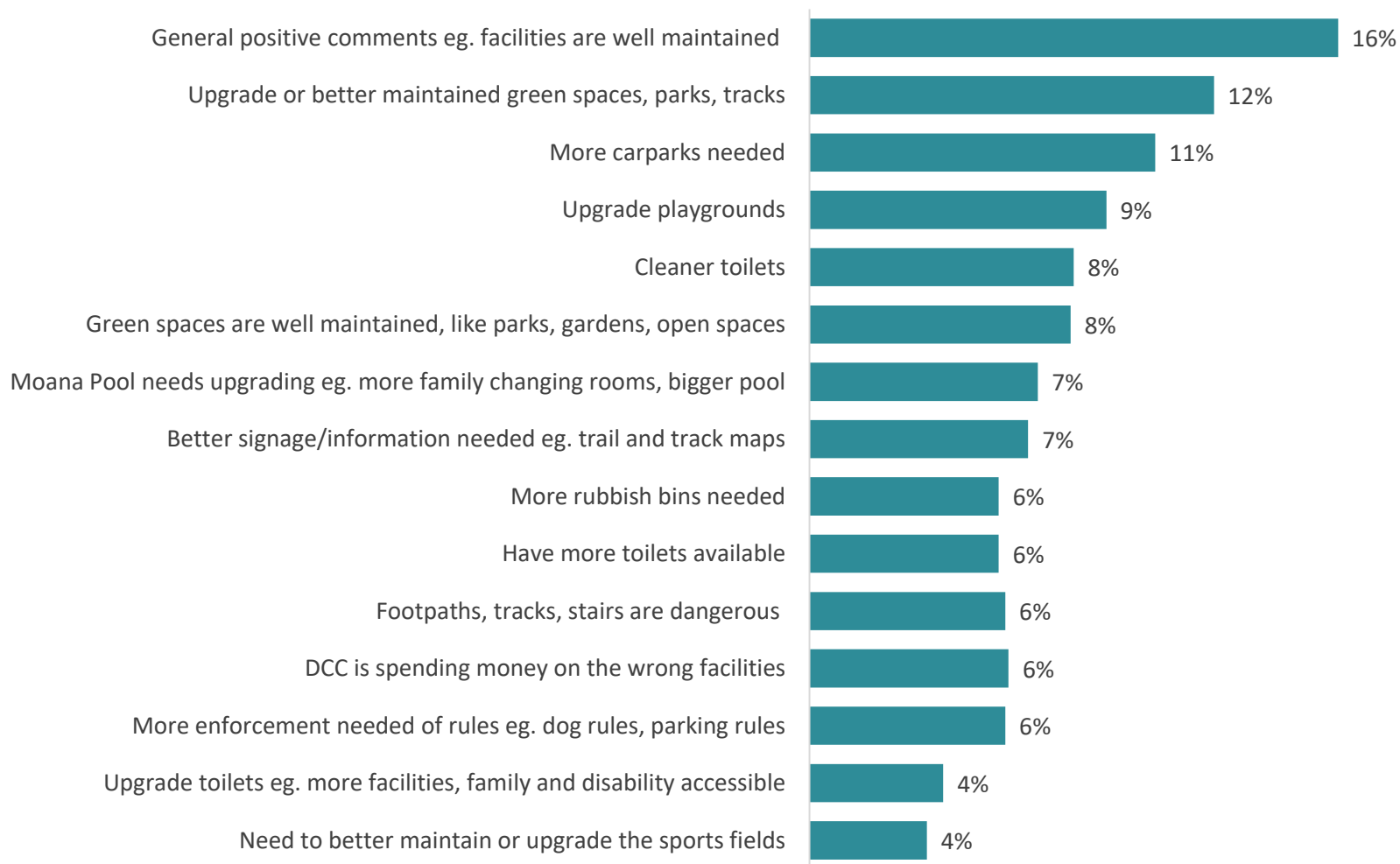
User satisfaction with all other facilities is stable when compared with 2019-20.

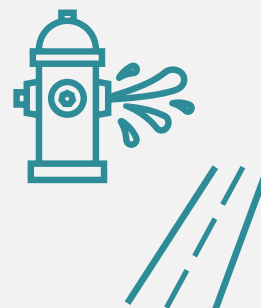




Comments about Dunedin's facilities in the last year

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





Infrastructure

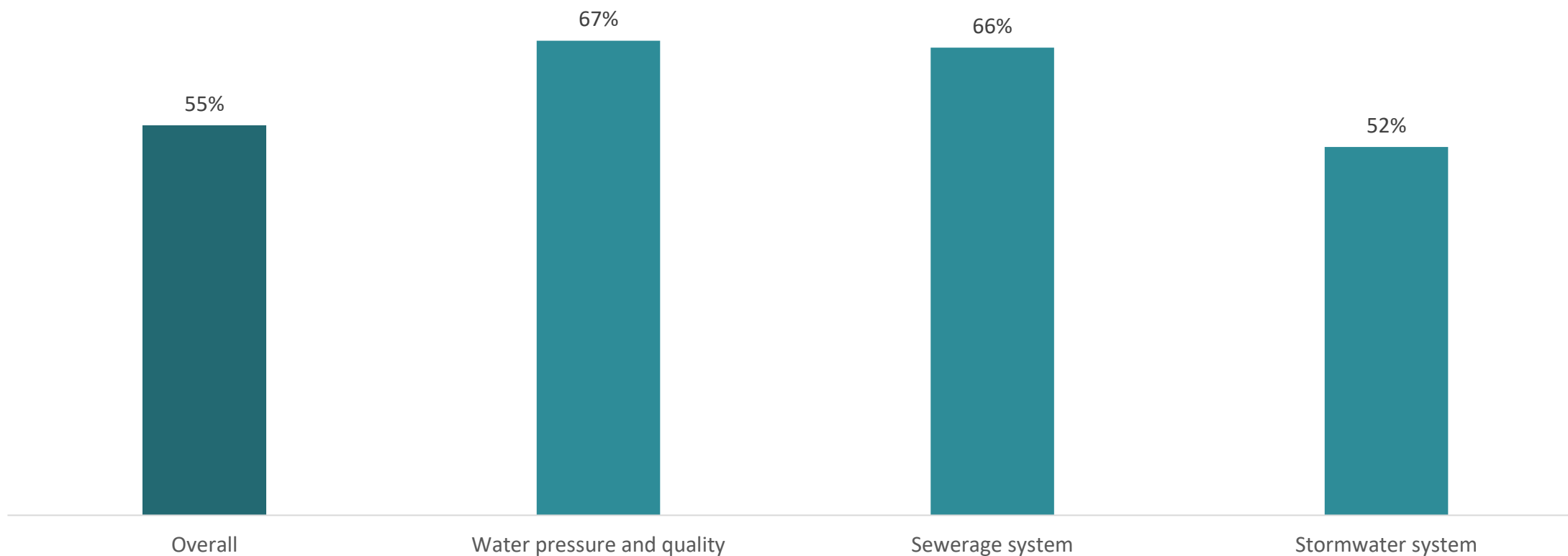
Water and Roothing



Satisfaction with water related infrastructure – 2020/21

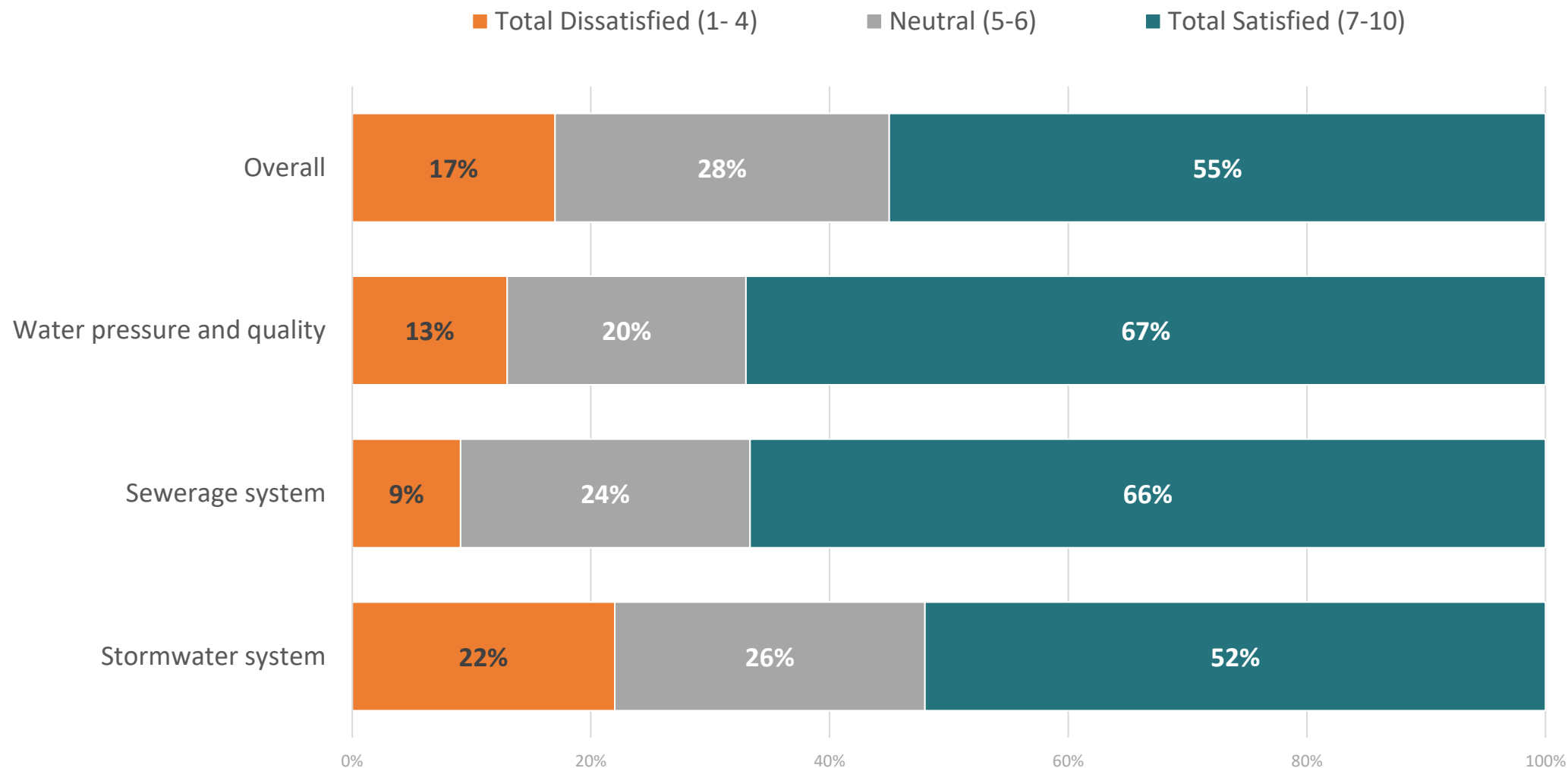
Overall, just over half of all respondents are satisfied with water related infrastructure.

Individual satisfaction ratings for 2020/21 are mixed, ranging from 67% for water pressure and quality and 66% for the sewerage system, to 52% for the stormwater system.





Satisfaction with water supply, stormwater and sewerage – 2020/21

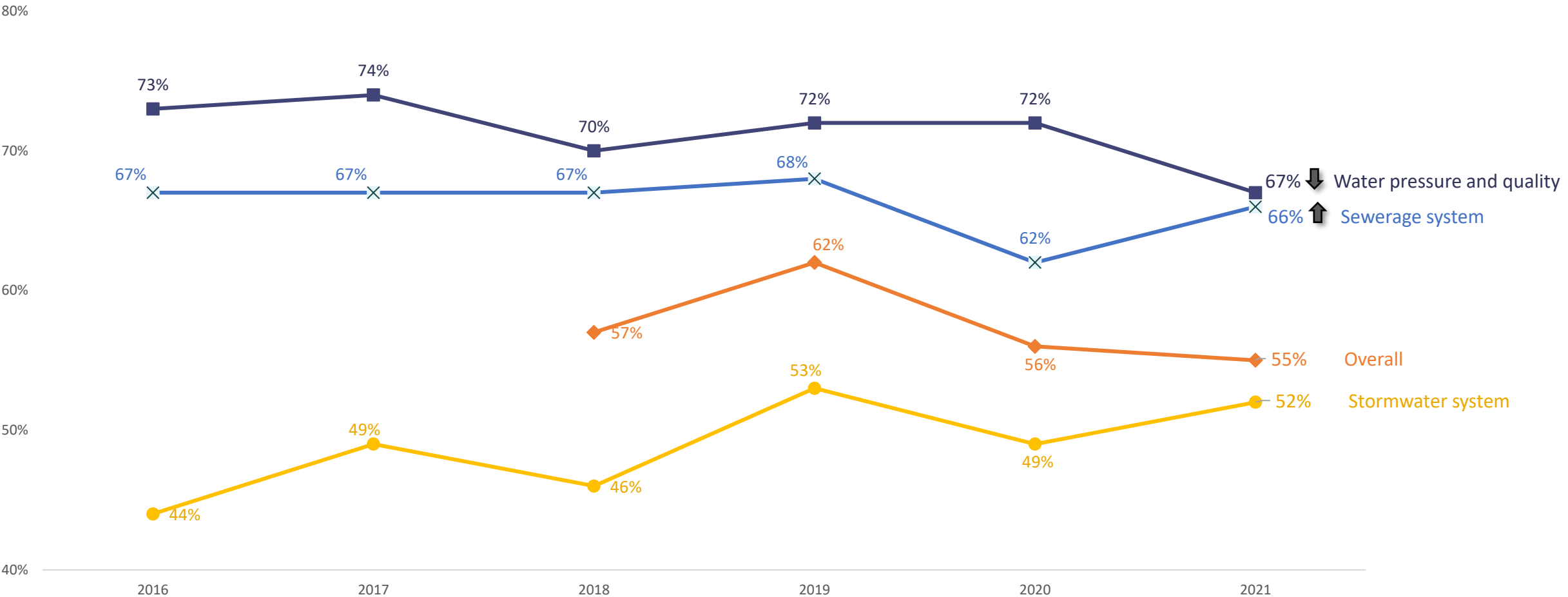




Satisfaction with water related infrastructure over time

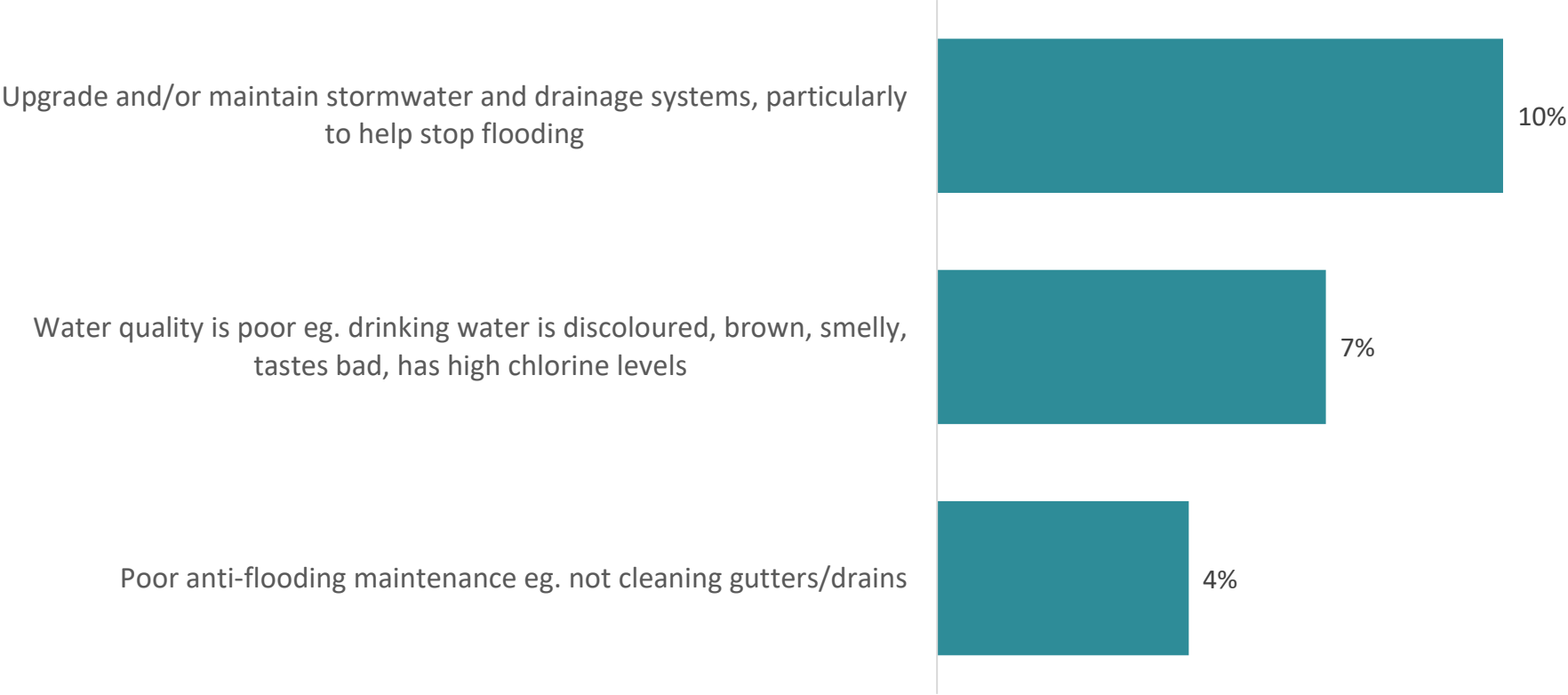
After a significant decline last year, the percentage of residents satisfied with the water infrastructure overall is stable.

Satisfaction with the sewerage system has increased significantly this year (back to similar levels prior to last year's decline), while satisfaction with water pressure and quality has decreased significantly.





Comments about water related infrastructure in the last year

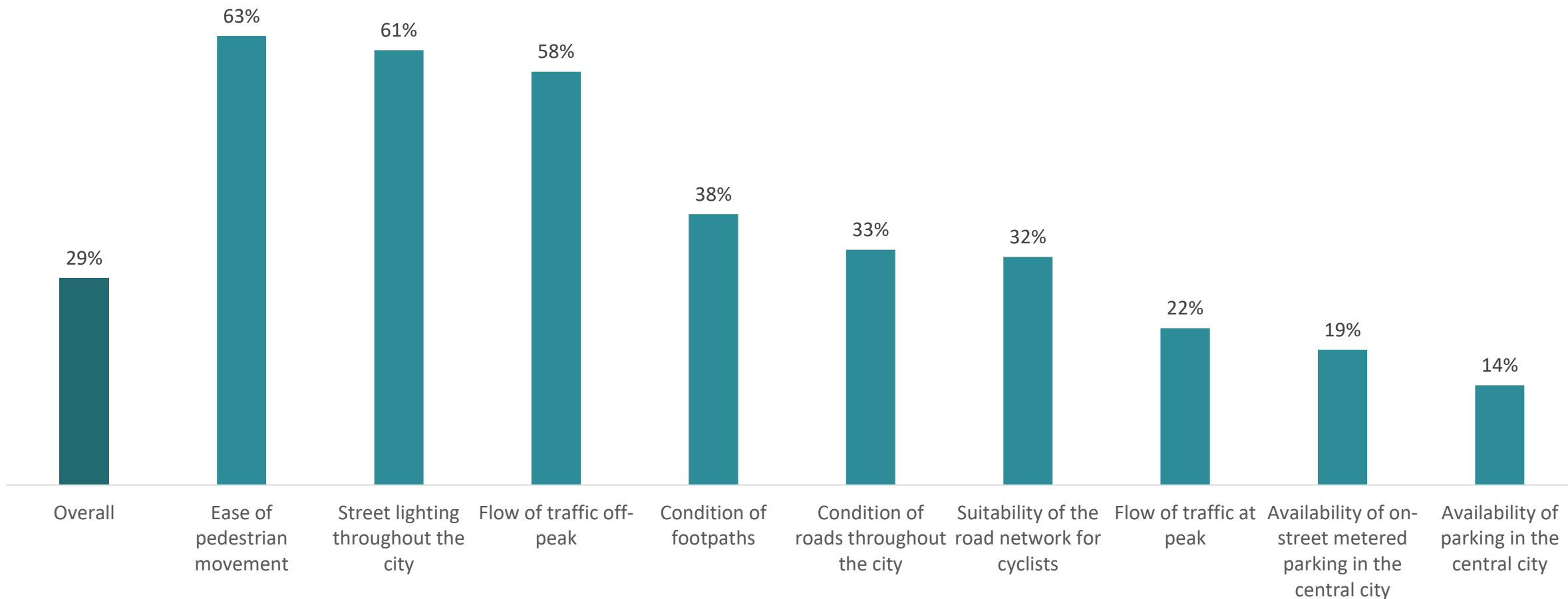




Satisfaction with roads, footpaths, lighting and parking – 2020/21

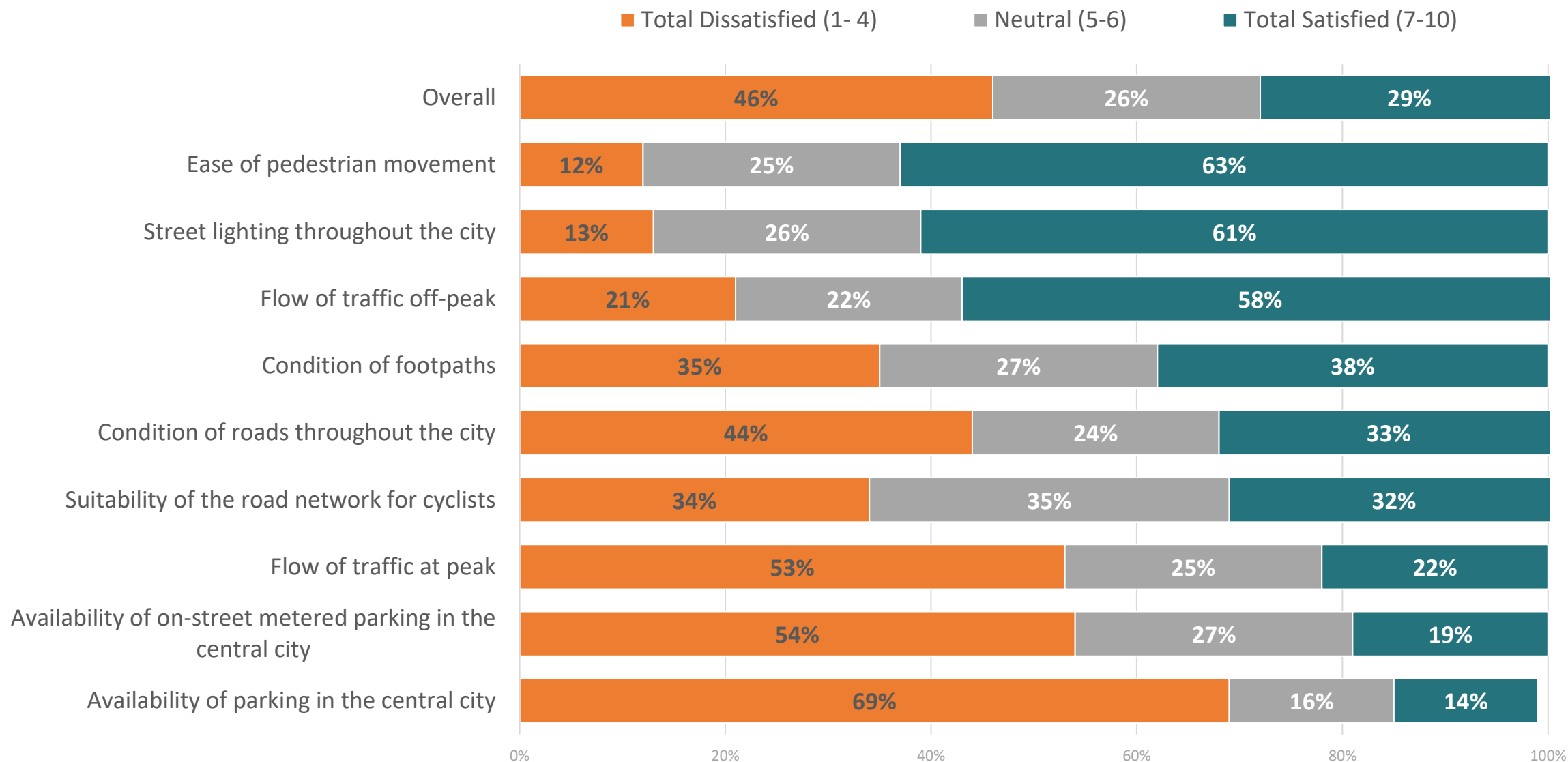
In 2020/21, only 29% of all respondents were satisfied overall with roading related infrastructure.

Ratings were highest for the ease of pedestrian movement, followed by street lighting and the flow of off-peak traffic. In contrast, respondents were least satisfied with the availability of parking in the central city, the availability of on-street metered parking in the central city, and the flow of traffic during peak times.





Satisfaction with roads, footpaths, lighting and parking – 2020/21

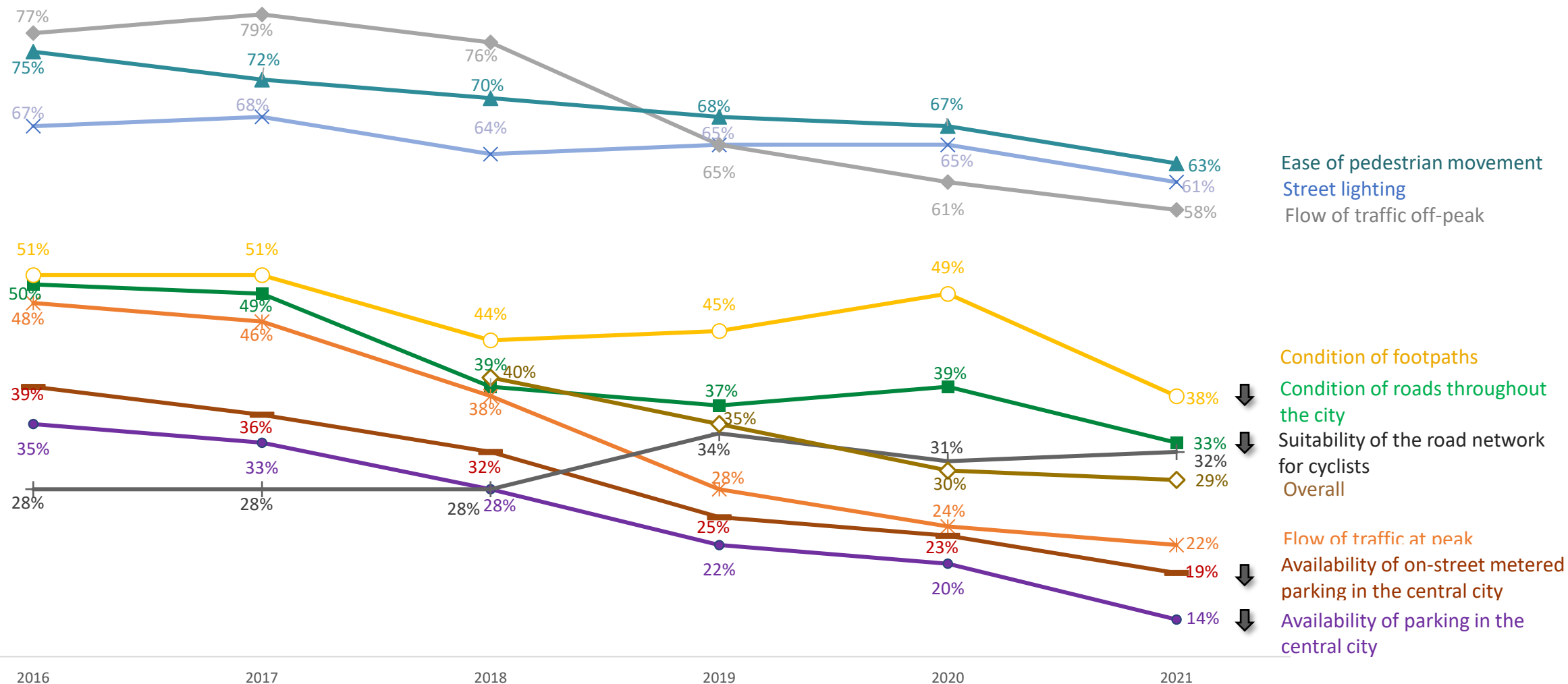




Satisfaction with roads, footpaths, lighting and parking over time

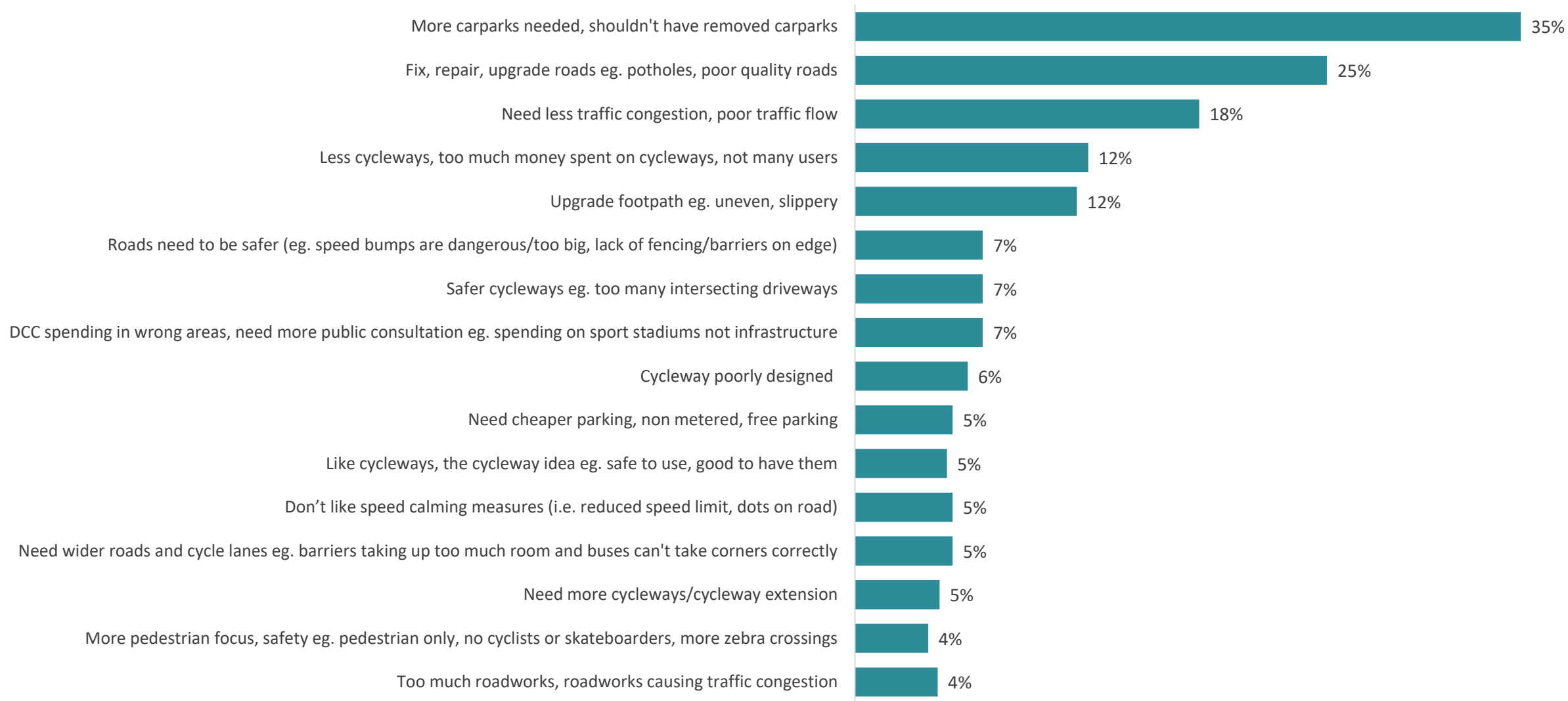
When compared with last year, there has been a significant decline in satisfaction ratings for the condition of roads throughout the city, the suitability of the road network for cyclists, and for the availability of both parking and on-street metered parking in the central city.

Satisfaction with roading related infrastructure overall and for the other individual roading aspects are stable from last year.





Comments about roading related infrastructure in the last year





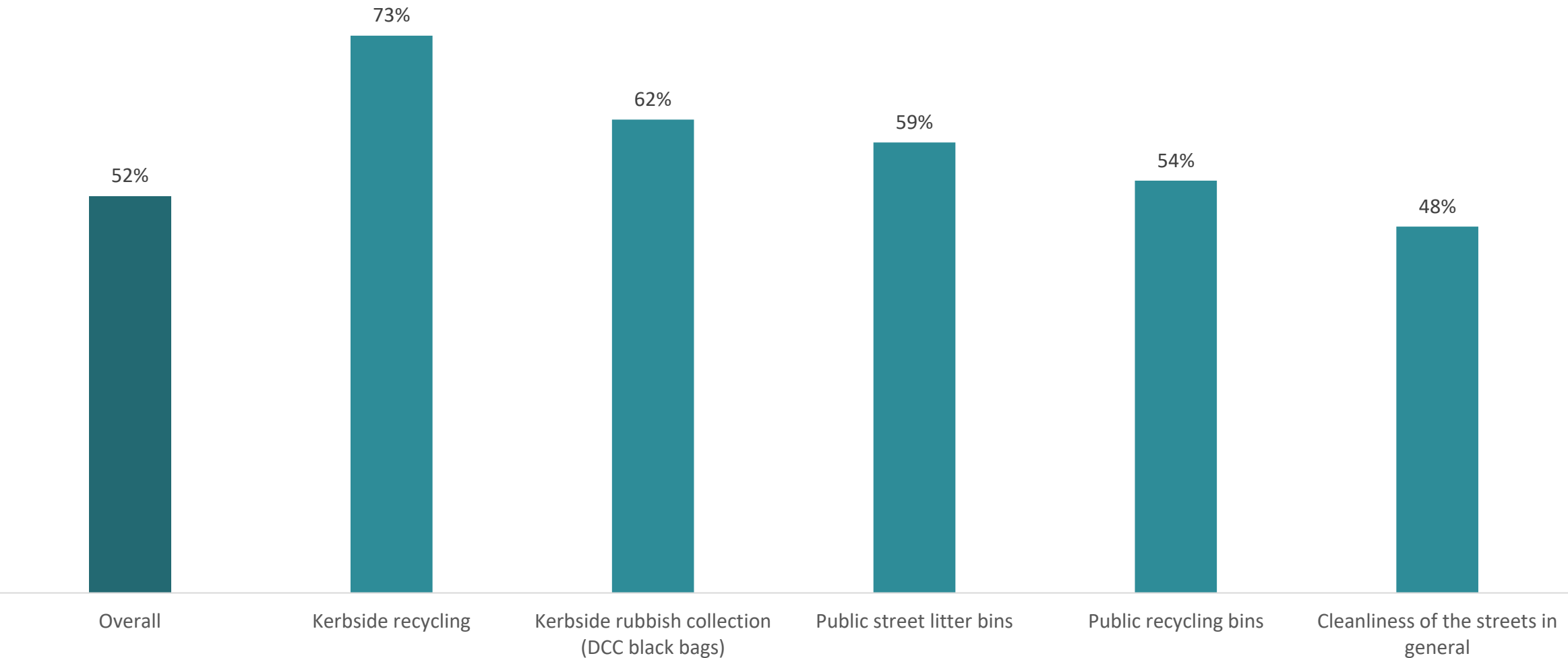
Services

Waste Management and Regulatory



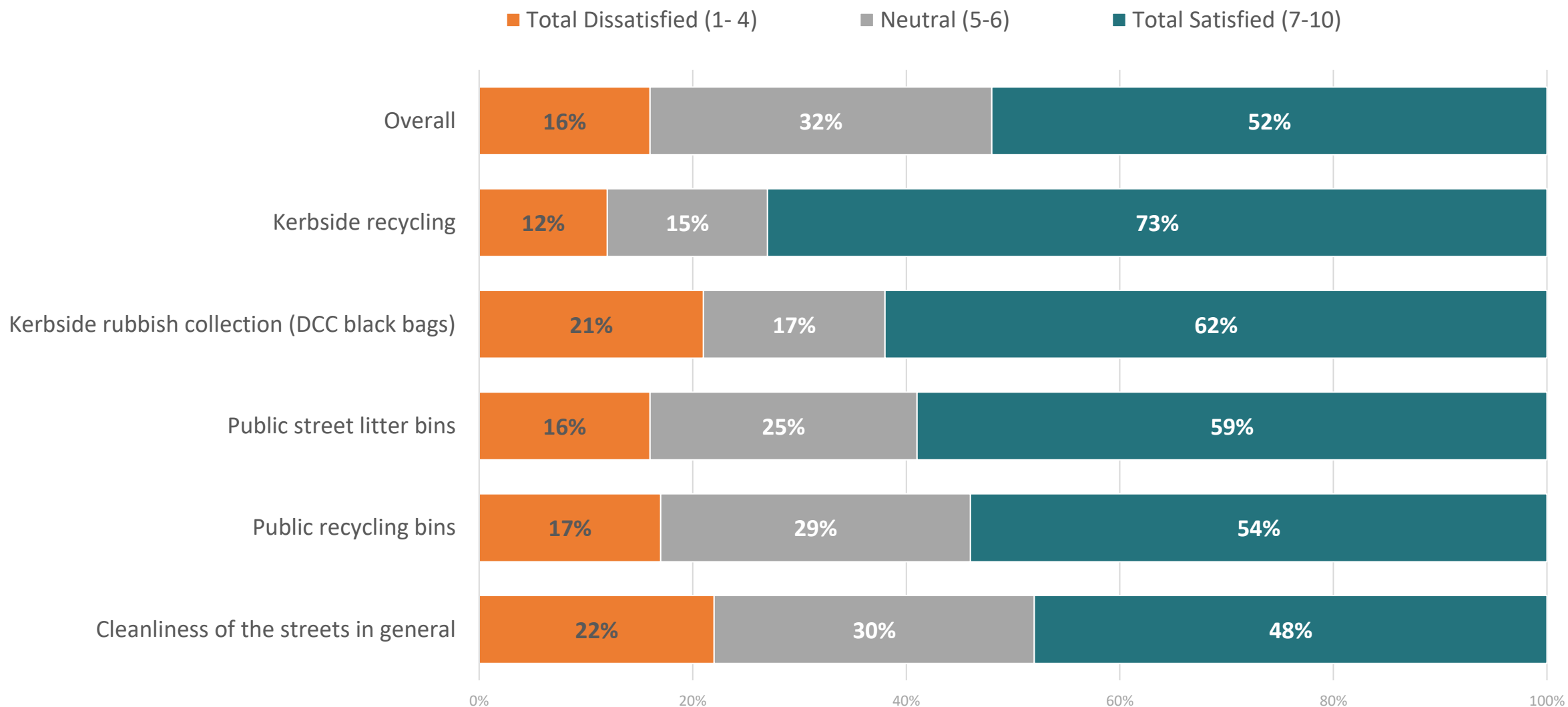
Satisfaction with waste management - 2020/21

Overall, just over half of respondents are satisfied with waste management services.
Positive ratings are highest for kerbside recycling and lowest for the cleanliness of the streets in general.





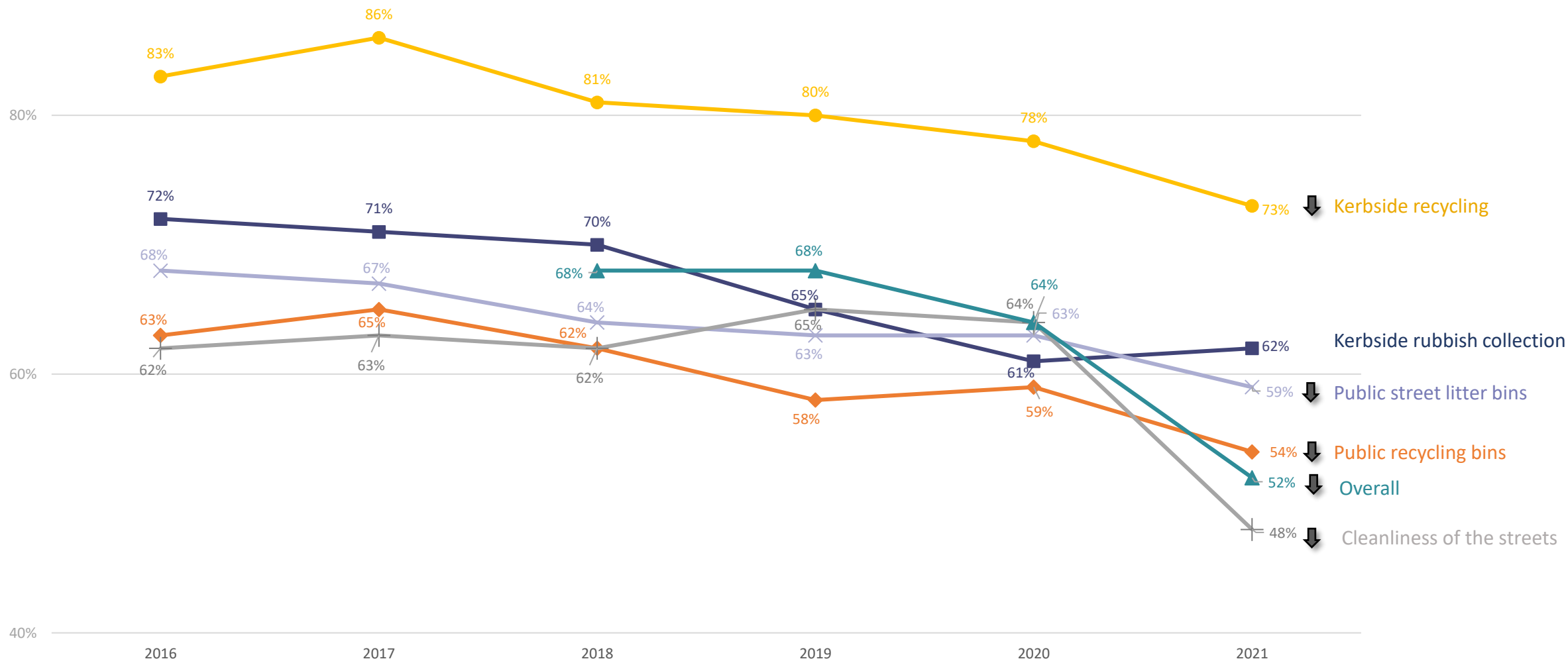
Satisfaction with waste management – 2020/21





Satisfaction with waste management over time

Overall satisfaction with waste management services as well as satisfaction with most of the individual aspects of waste management have declined significantly compared to last year, the only exception was satisfaction with kerbside rubbish collection (which is stable).

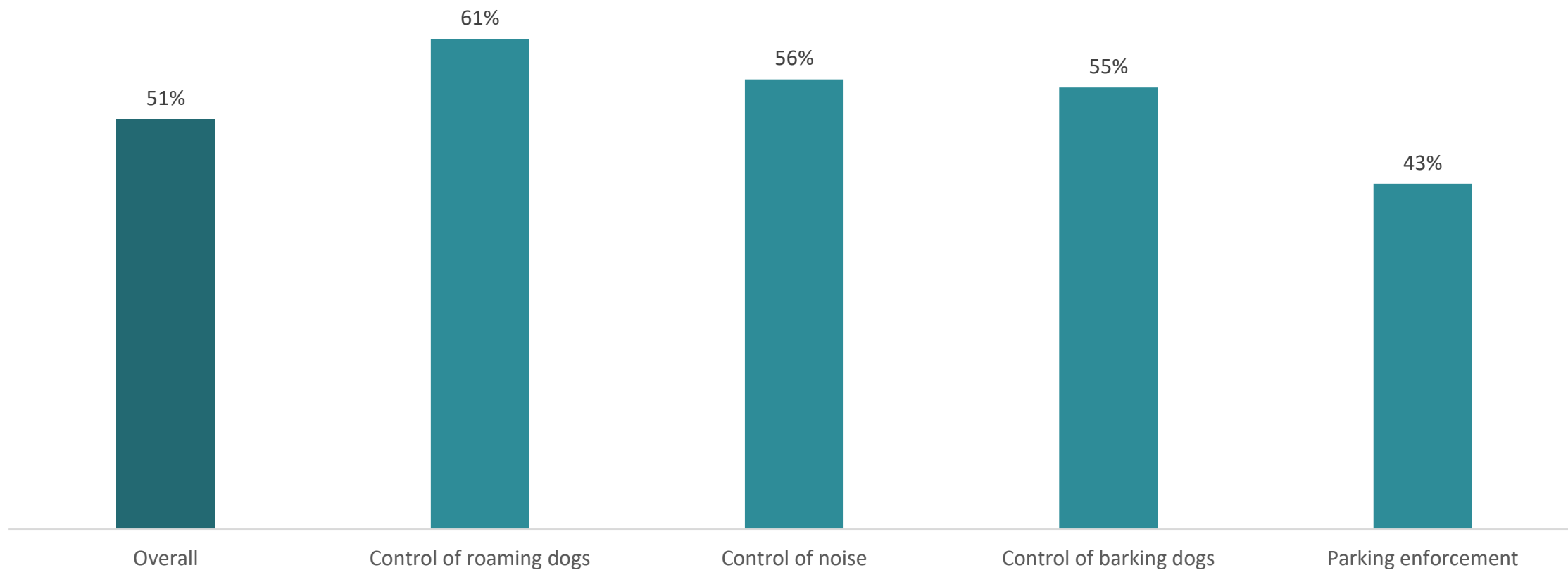




Satisfaction with regulatory services – 2020/21

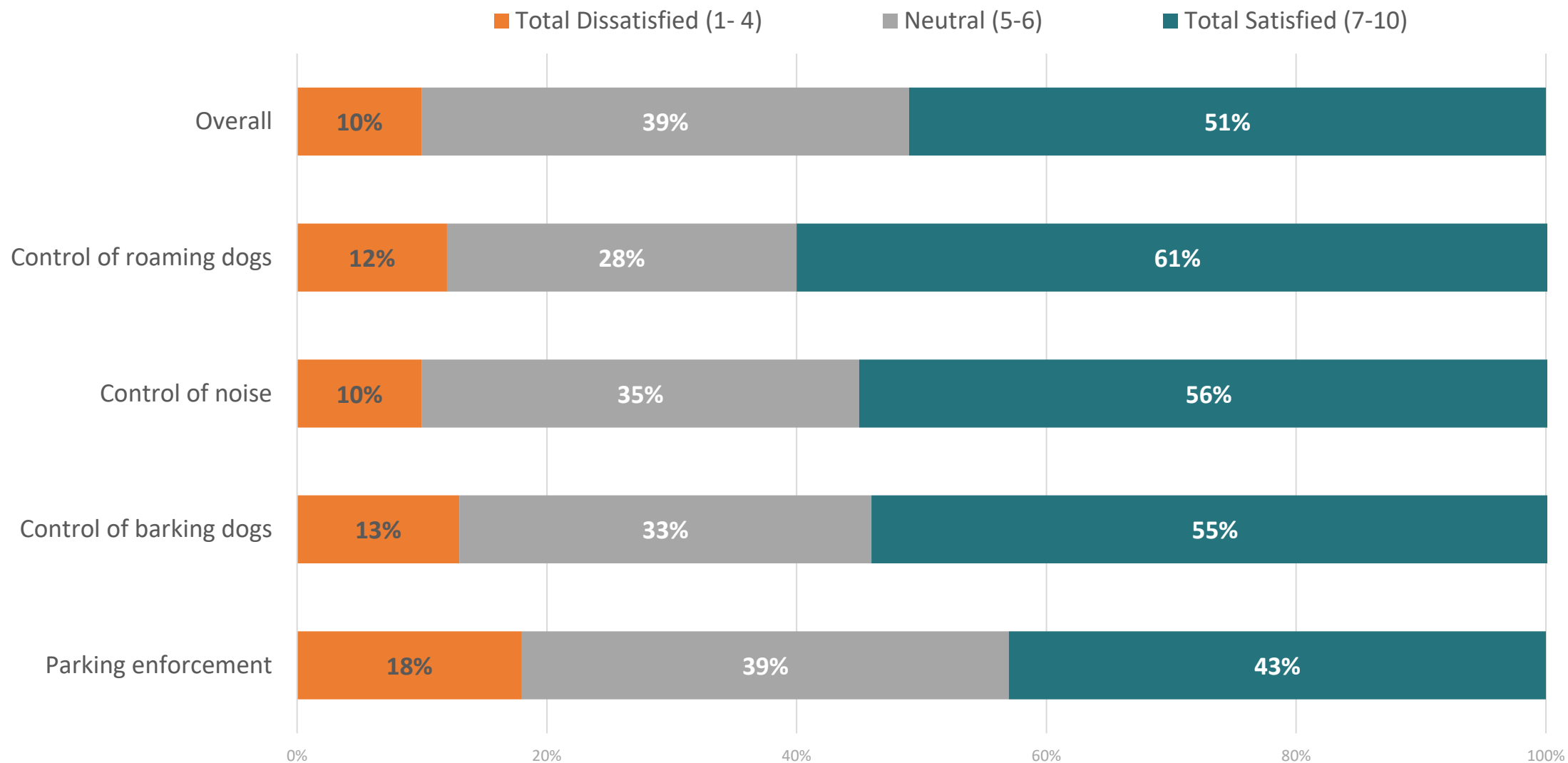
In 2020/21, half of all respondents are satisfied with regulatory services overall.

Satisfaction ratings were highest for control of roaming dogs and lowest for parking enforcement.





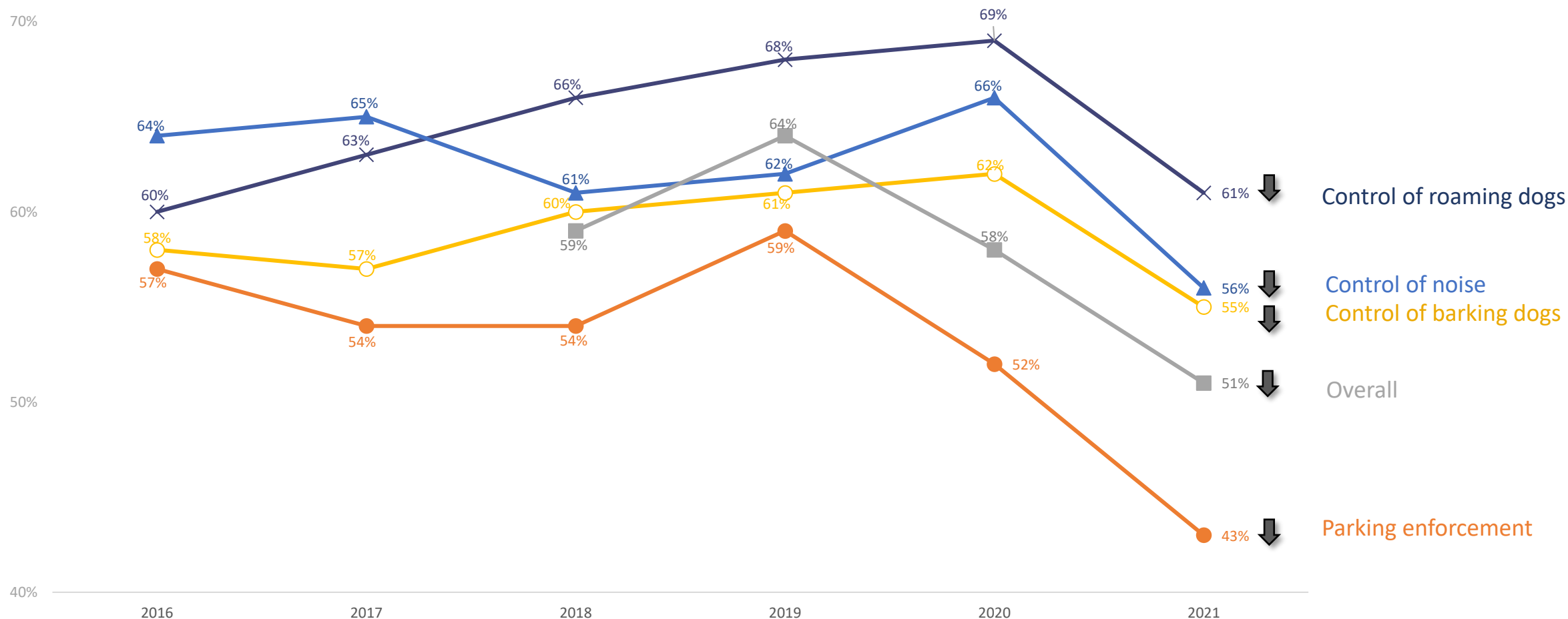
Satisfaction with regulatory services – 2020/21





Satisfaction with regulatory services over time

Overall satisfaction with regulatory services and satisfaction with all individual control and enforcement services have declined significantly in 2021. However, it should be noted that the shift has been to neutral, rather than negative, satisfaction ratings for all measures.

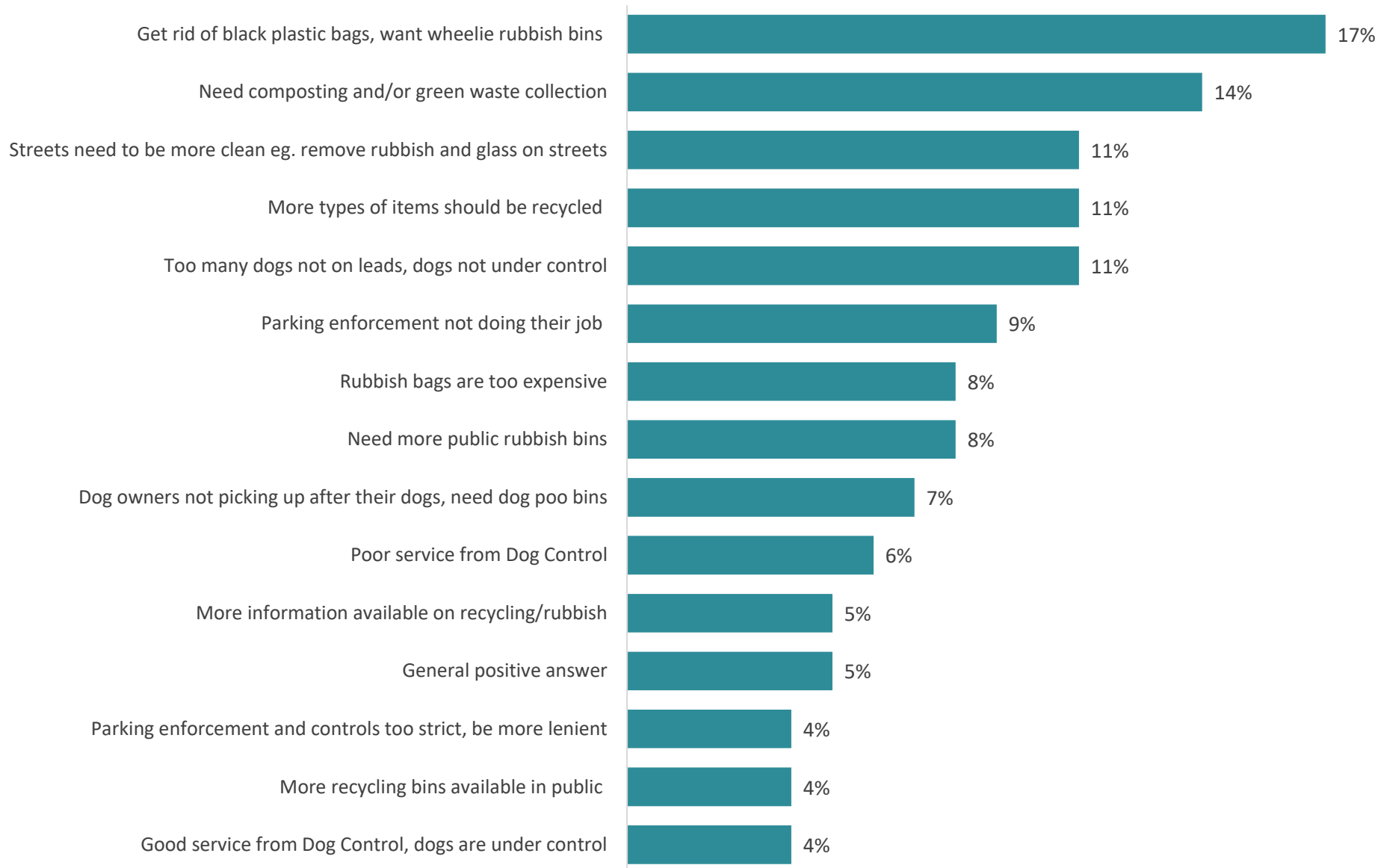


NOTES Q: How satisfied are you with each of the following? / Q: Everything considered, how satisfied are you with the regulatory services that the DCC provides?

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. 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 2019-2020 survey.



Comments about Dunedin's services





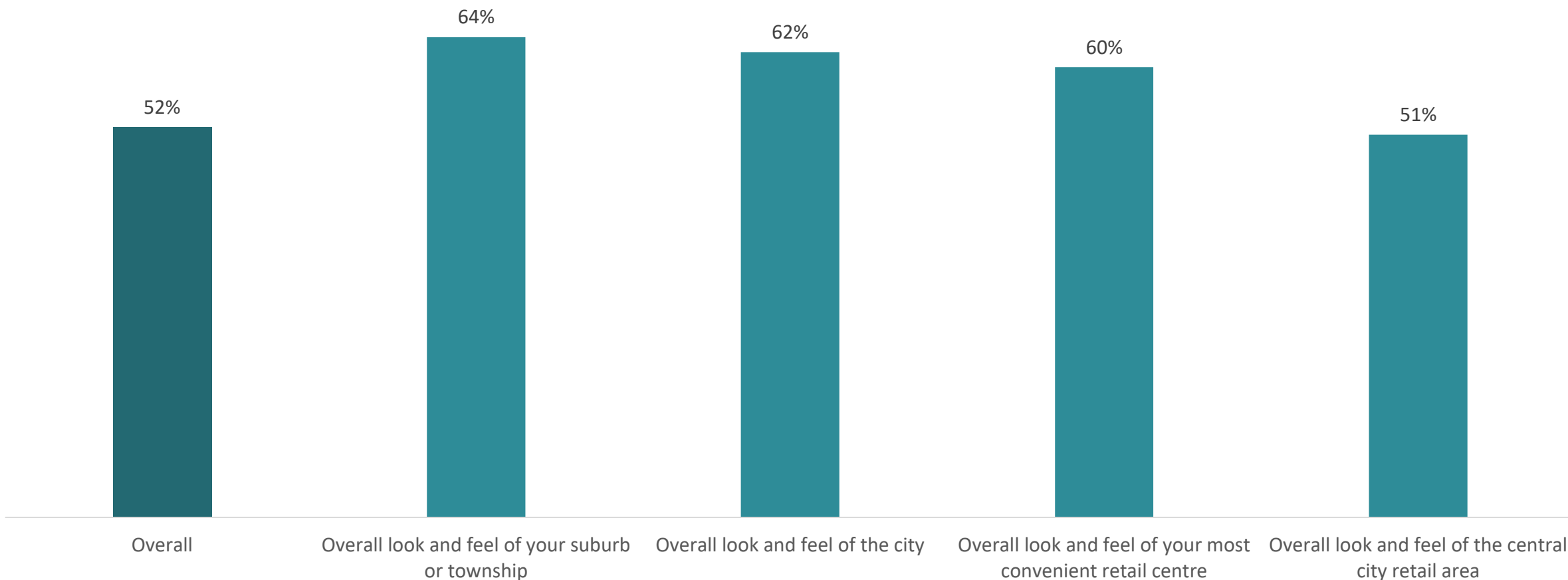
Planning and Urban Design



Satisfaction with planning and urban design – 2020/21

Around half of respondents (52%) are satisfied with the way the city is developing overall in terms of planning and urban design.

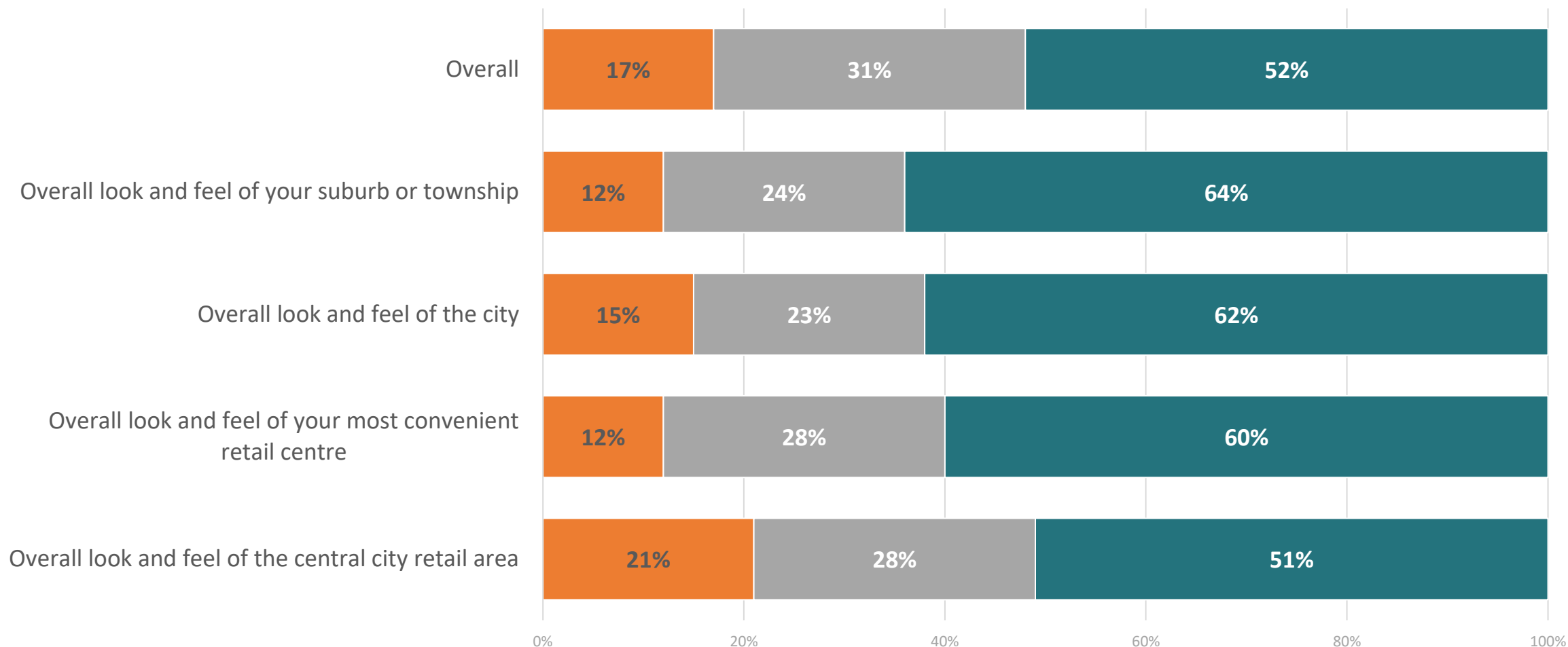
Ratings are similar across three of the four individual attributes, but are lower for the overall look and feel of the central city retail area.





Satisfaction with planning and urban design – 2020/21

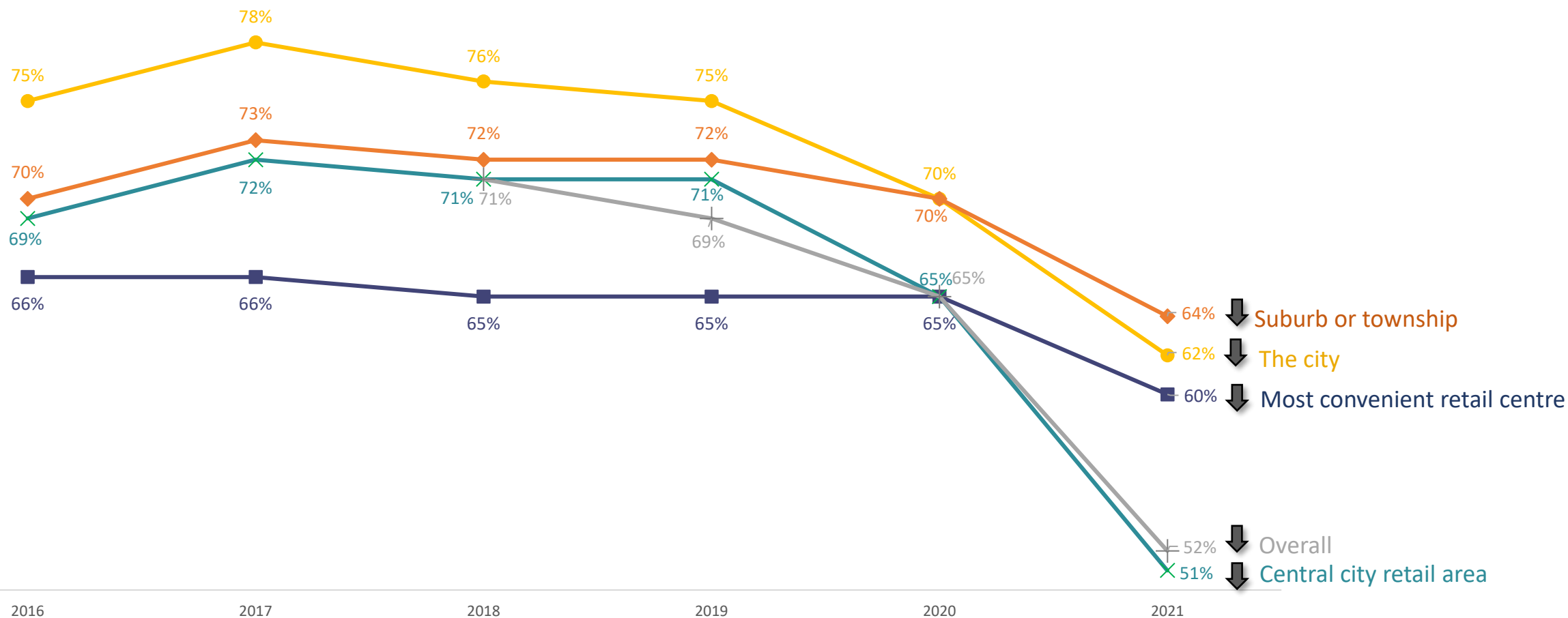
■ Total Dissatisfied (1- 4) ■ Neutral (5-6) ■ Total Satisfied (7-10)





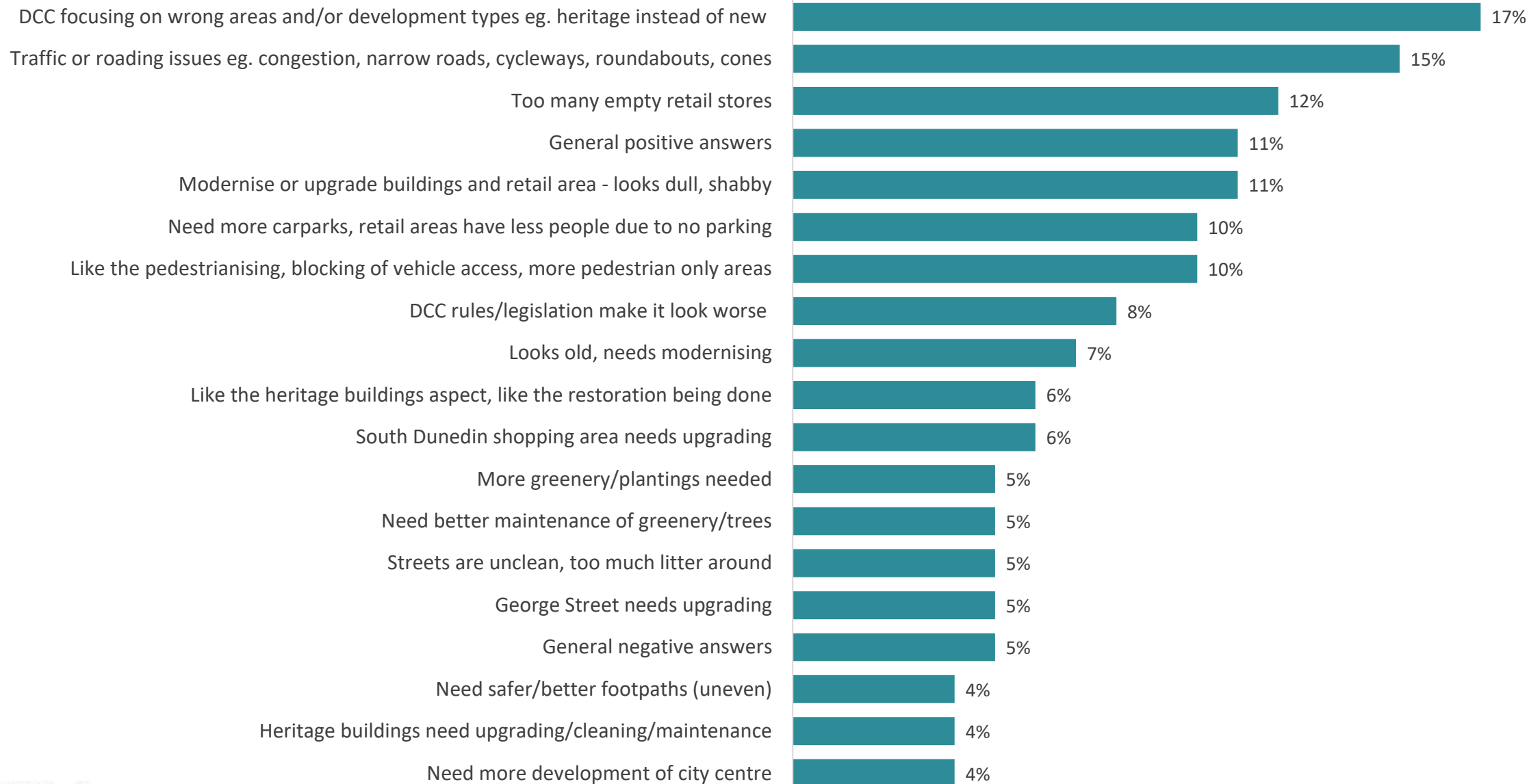
Satisfaction with planning and urban design over time

Satisfaction with the way the city is developing overall, as well as the overall look and feel of each of the individual areas (including the city, suburbs/townships, and both the central city and most convenient retail areas) have all declined significantly since last year.





Comments about the look and feel of the city





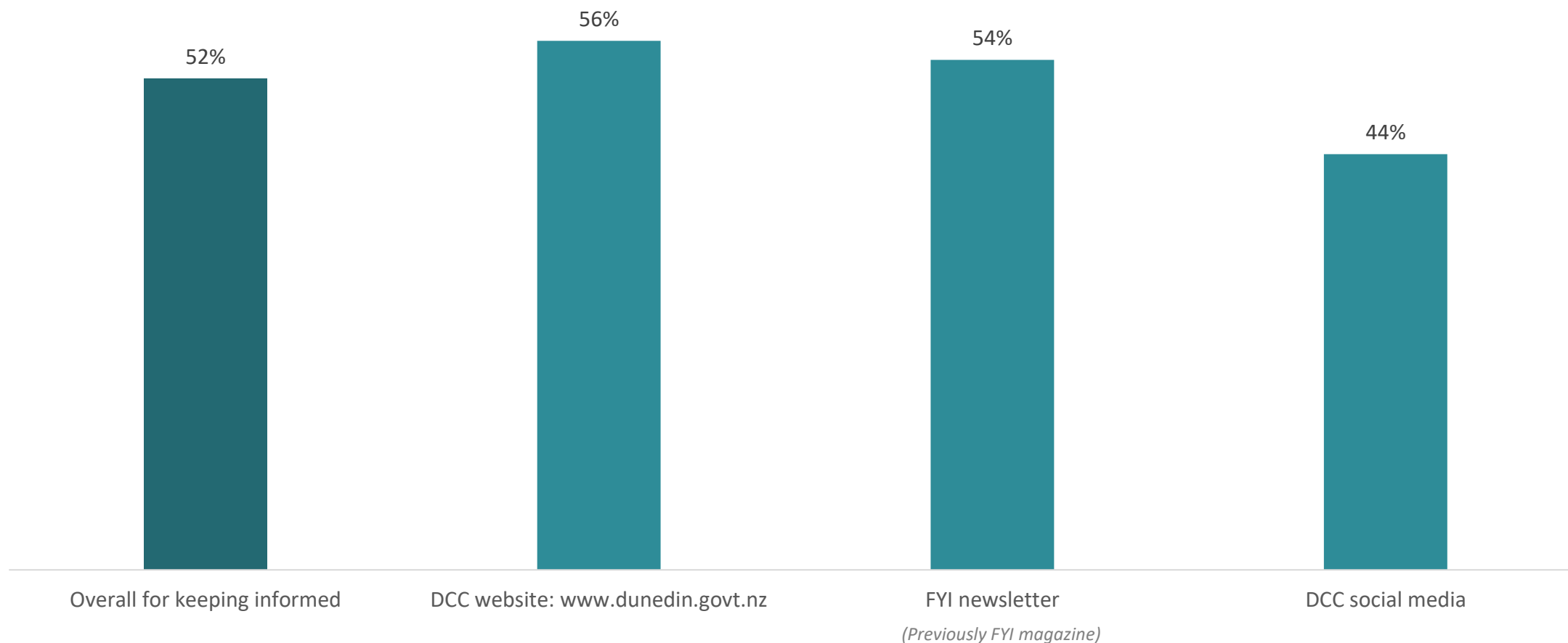
Contact and Information



Satisfaction with communication channels – 2020/21

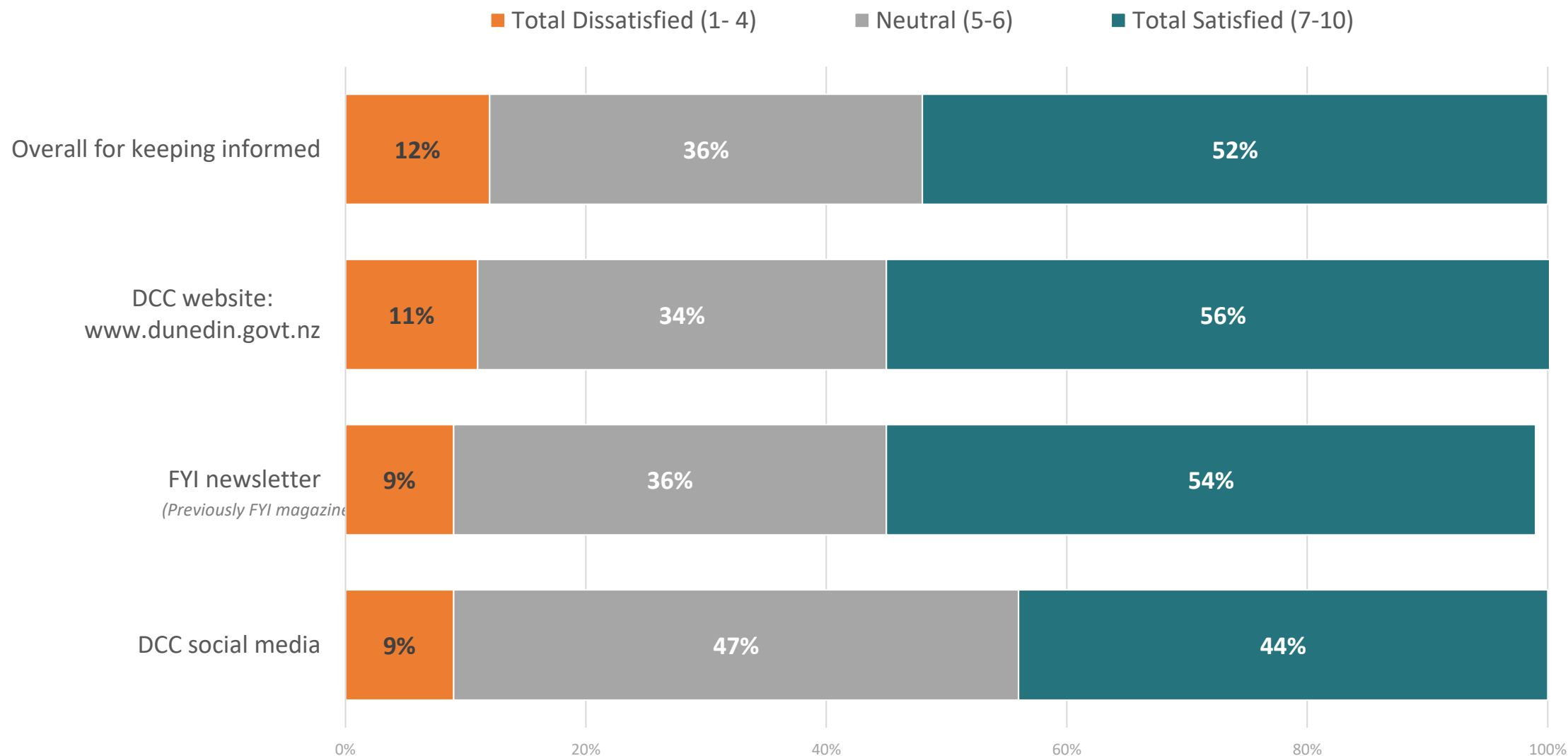
Overall, half of respondents (52%) are satisfied with how well DCC keeps residents informed.

Satisfaction ratings are highest for the DCC website and lowest for DCC social media.





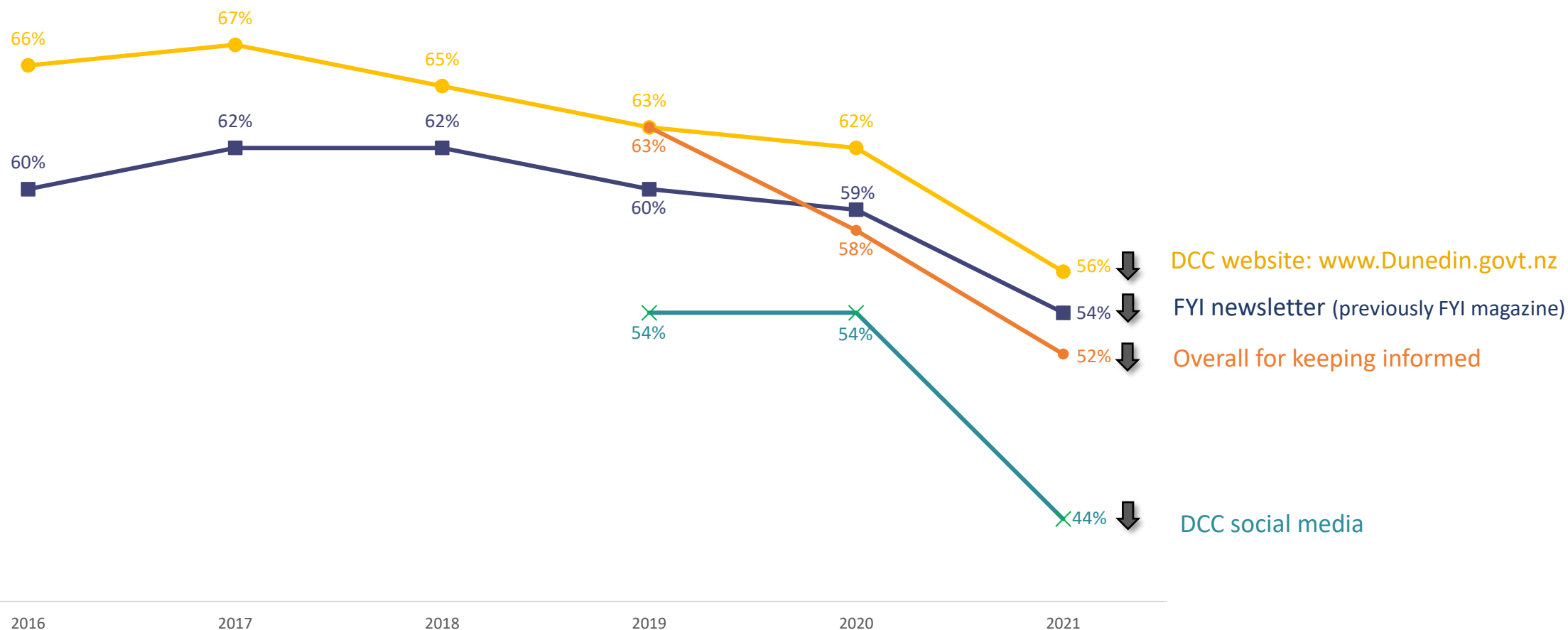
Satisfaction with communication channels – 2020/21





Satisfaction with communication channels over time

Overall satisfaction with how well DCC keeps residents informed has declined significantly, for the second consecutive year.
Satisfaction with the DCC website, FYI newsletter (previously FYI magazine) and DCC social media have also declined significantly this year.



NOTES

Q: How satisfied are you with each of the following? / Q: Everything considered, how satisfied are you with how well the DCC keeps people informed?

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. 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 2019-2020 survey.



Interacting with Dunedin City Council staff

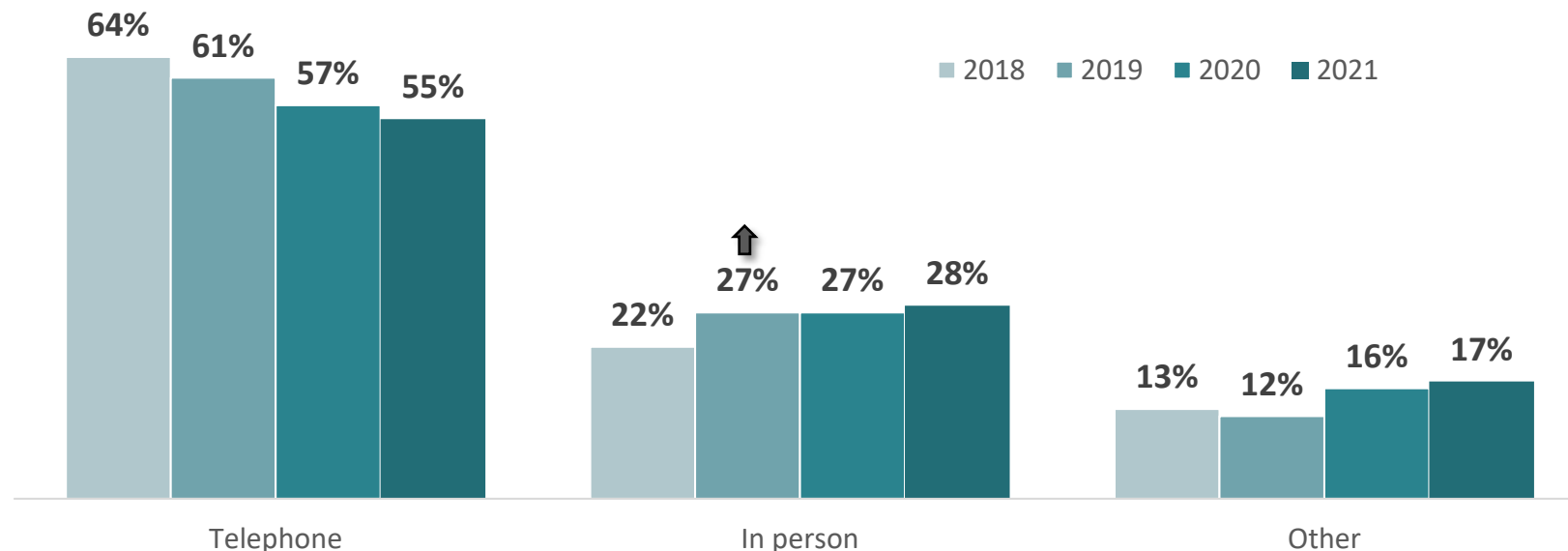
Have contacted DCC staff in the last three months



After a 3% decline year on year since 2018, the percentage of respondents who have interacted with DCC staff in the previous three months has increased this year, and is now back in line with the 2019 share (36% having had contact).

(Those who had contact)

Form of contact with DCC Staff over time

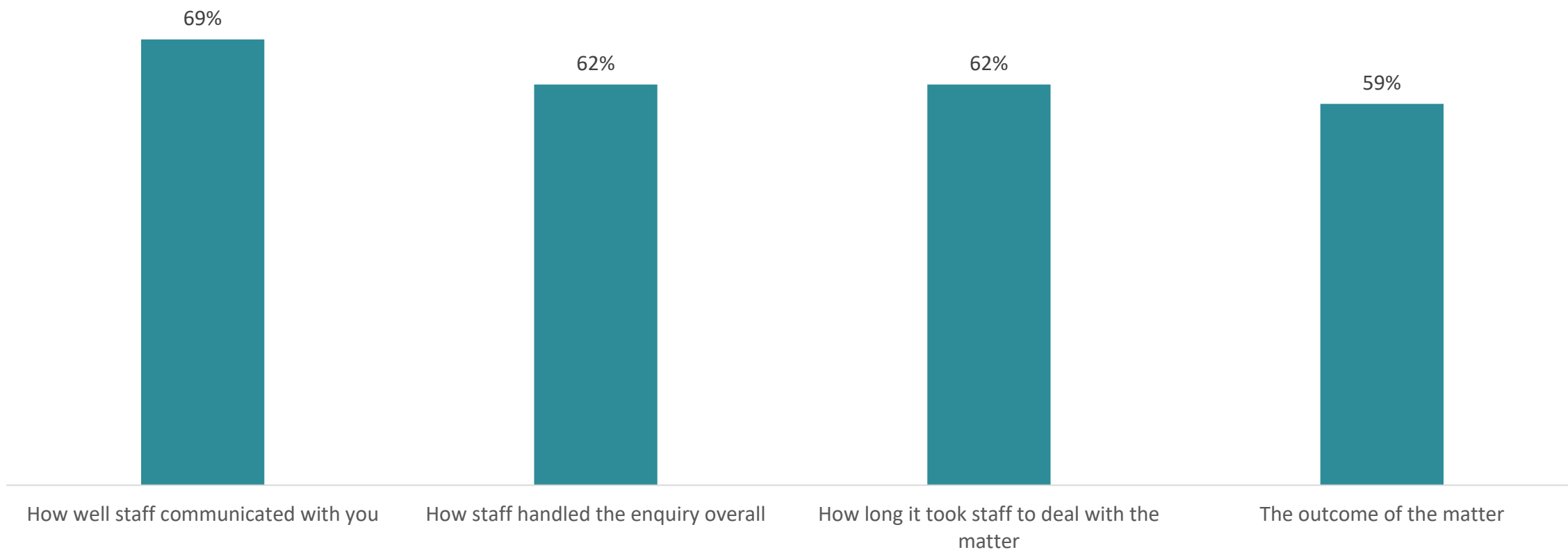


Over half of those who had made contact, had done so by phone, however the share has been gradually decreasing year on year since 2018.



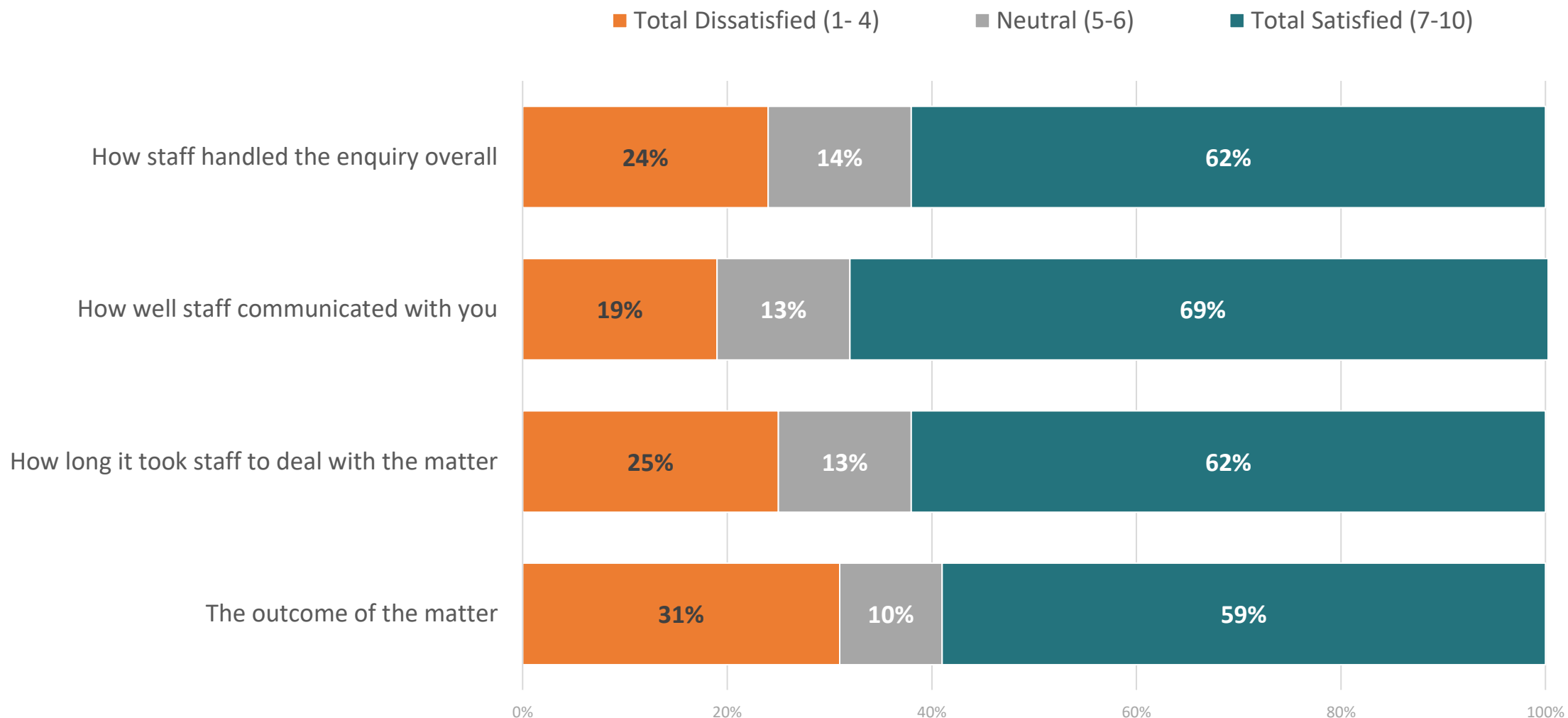
Satisfaction with Dunedin City Council staff – 2020/21

Respondents who had contact in the last three months are most satisfied with how well staff communicated with them, but were least satisfied with the outcome of the matter.





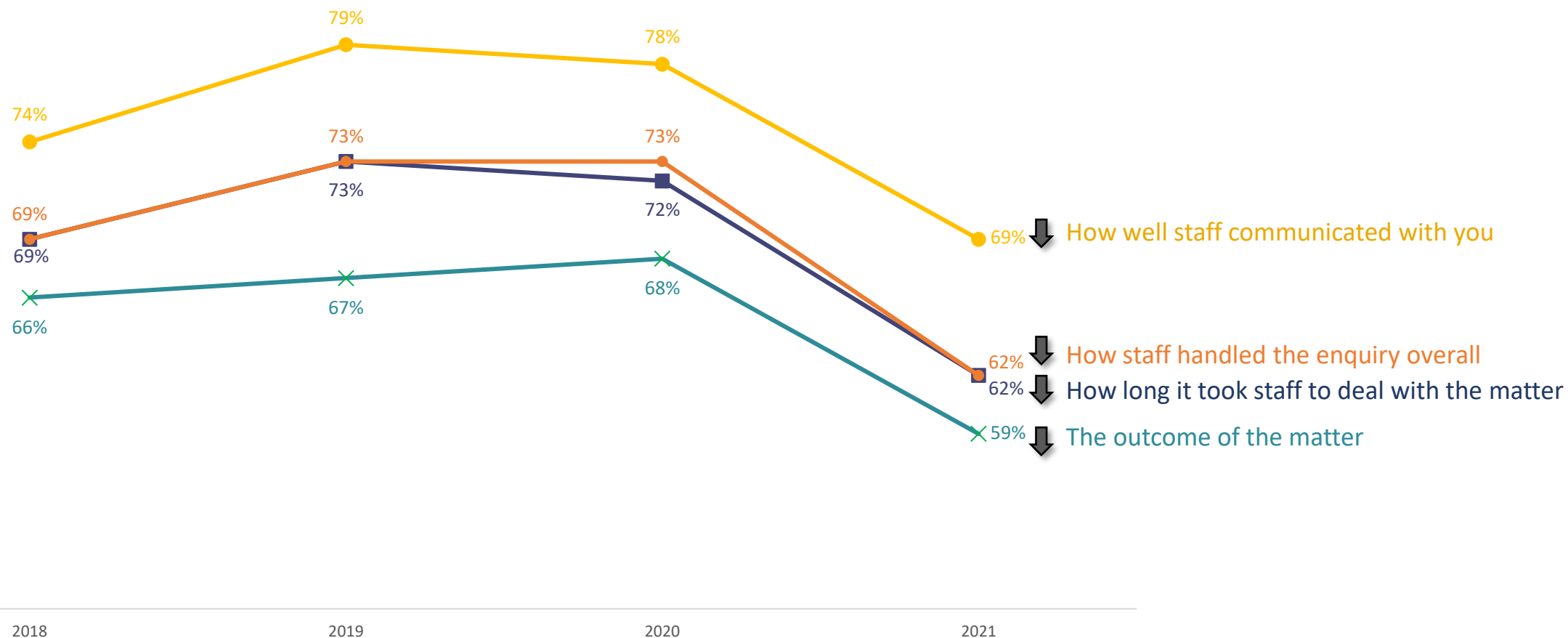
Satisfaction with Dunedin City Council staff – 2020/21





Satisfaction with Dunedin City Council staff over time

All measures have declined significantly when compared with last year.



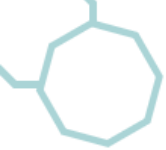


Comments about interacting with Dunedin City Council staff





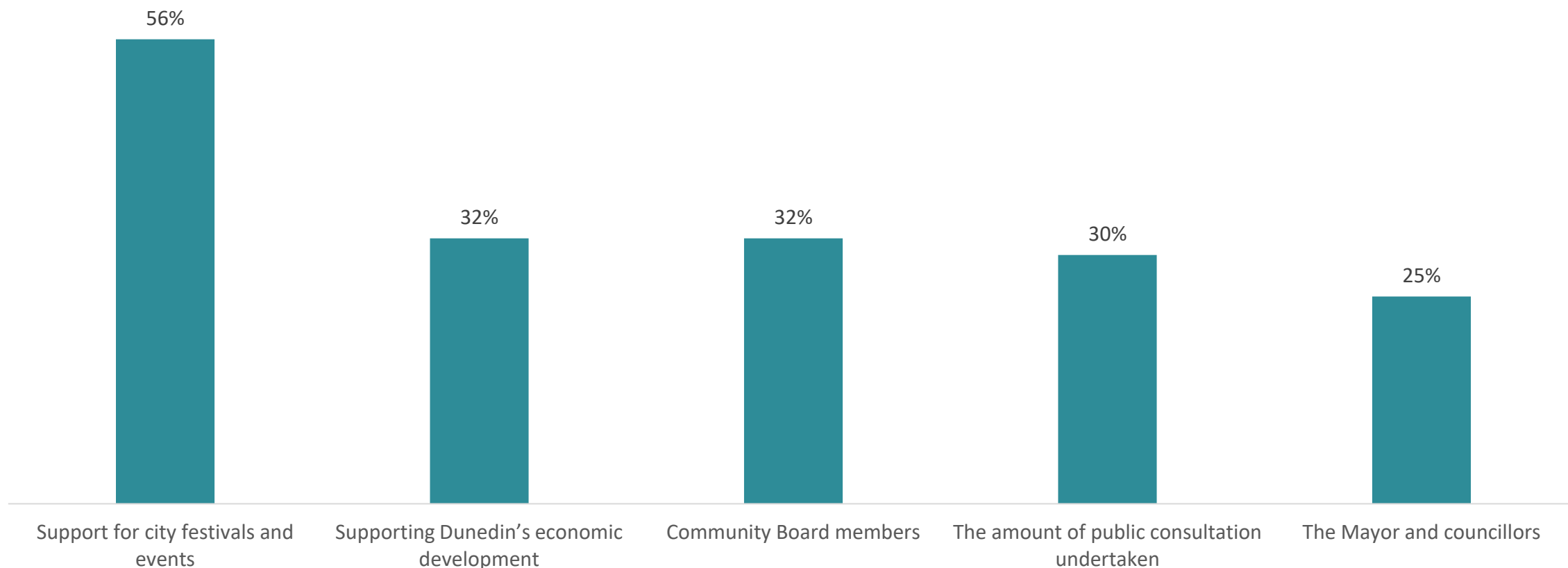
Leadership & Overall Satisfaction

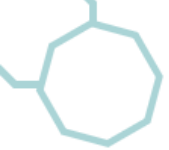


Satisfaction with Dunedin City Council leadership – 2020/21

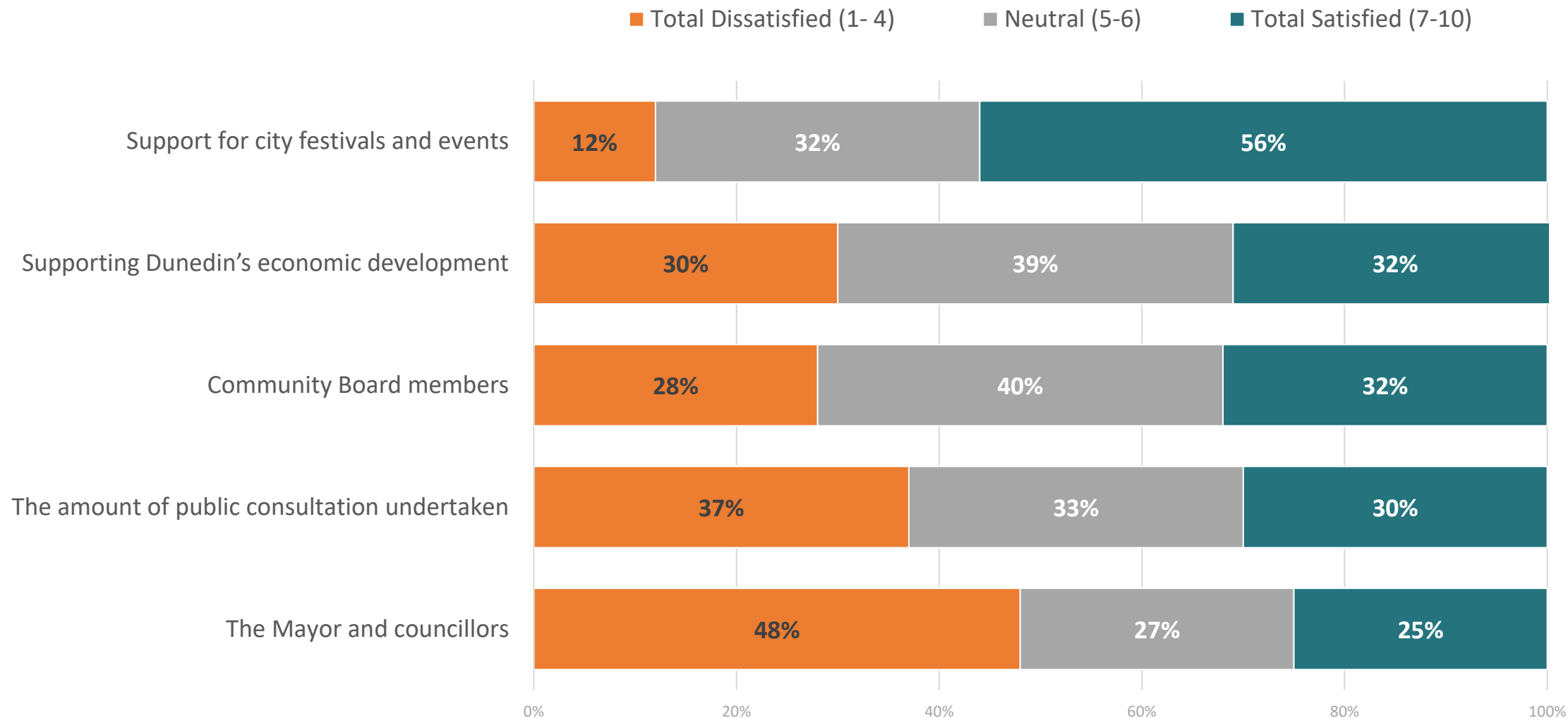
Satisfaction is highest for Council's support for city festivals and events, with just over half of all respondents giving a positive rating.

Less than a third of respondents were satisfied with the other four leadership measures, including only 25% giving a rating of 7 or higher for the overall performance of the Mayor and Councillors.



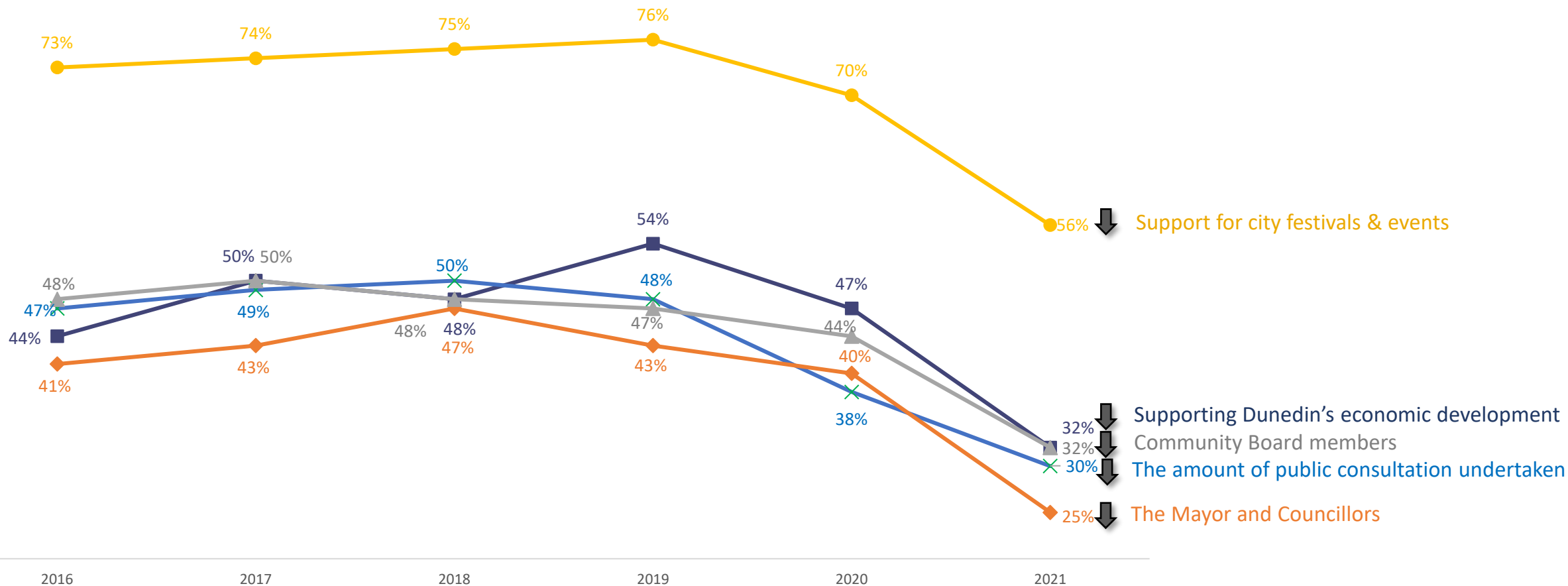


Satisfaction with Dunedin City Council leadership – 2020/21



Satisfaction with Dunedin City Council leadership over time

Ratings for Council's support for city festivals and events and Dunedin's economic development, along with the performance of the Mayor, Councillors and Community Board members and satisfaction with the amount of public consultation undertaken, have all declined significantly since last year.



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. 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 2019-2020 survey.



Overall satisfaction ratings

Satisfaction ratings for all three overall ratings have decreased significantly this year, including a decline in ratings for the value for money of DCC services for the third consecutive year.

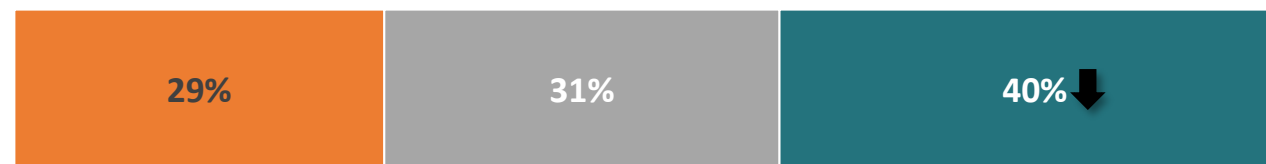
■ Total Dissatisfied (1- 4) ■ Neutral (5-6) ■ Total Satisfied (7-10)

2020
Total Satisfied
(% 7 – 10)

2019
Total Satisfied
(% 7 – 10)

2018
Total Satisfied
(% 7 – 10)

Overall satisfaction with Dunedin City Council



54%

52% ↓

57%

Overall satisfaction with facilities, infrastructure and services

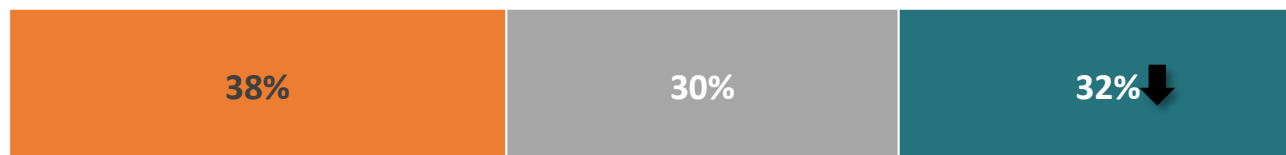


66%

69%

70%

Overall satisfaction with value for money of DCC services and activity



42% ↓

46% ↓

52%

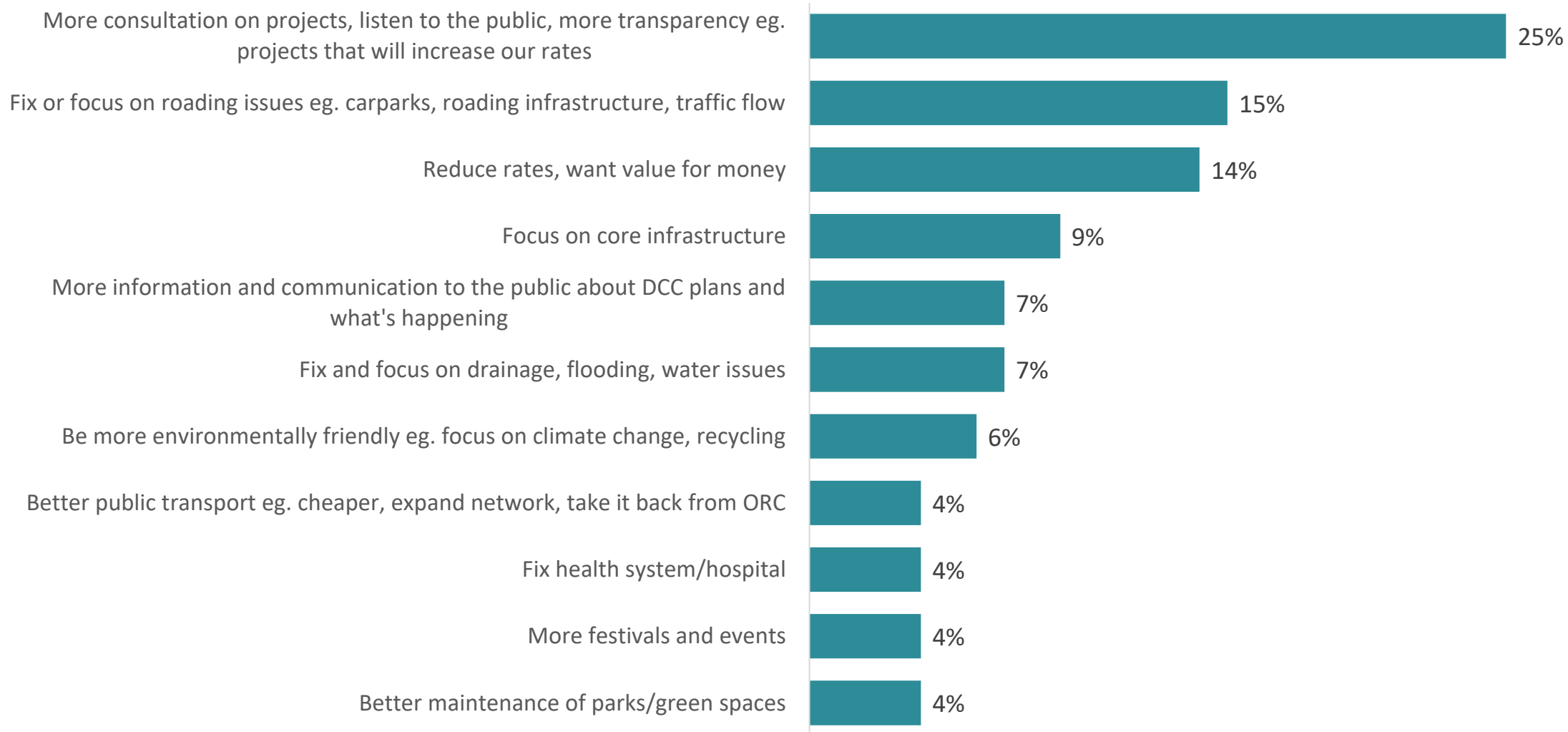


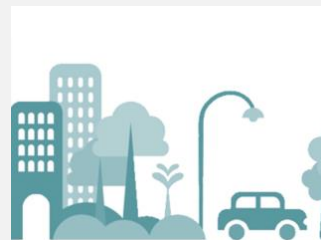
Comments on the performance of DCC in the last year





Improvements we would like to see this year





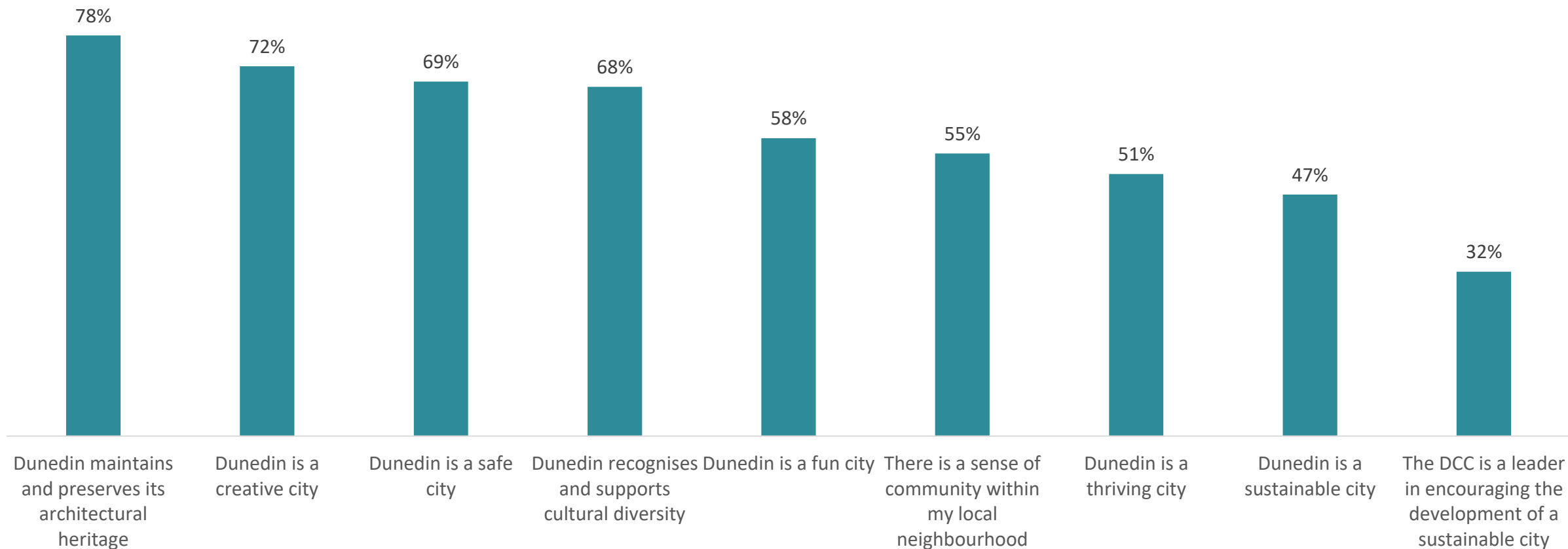
Perceptions of Dunedin



Perceptions of the city – 2020/21

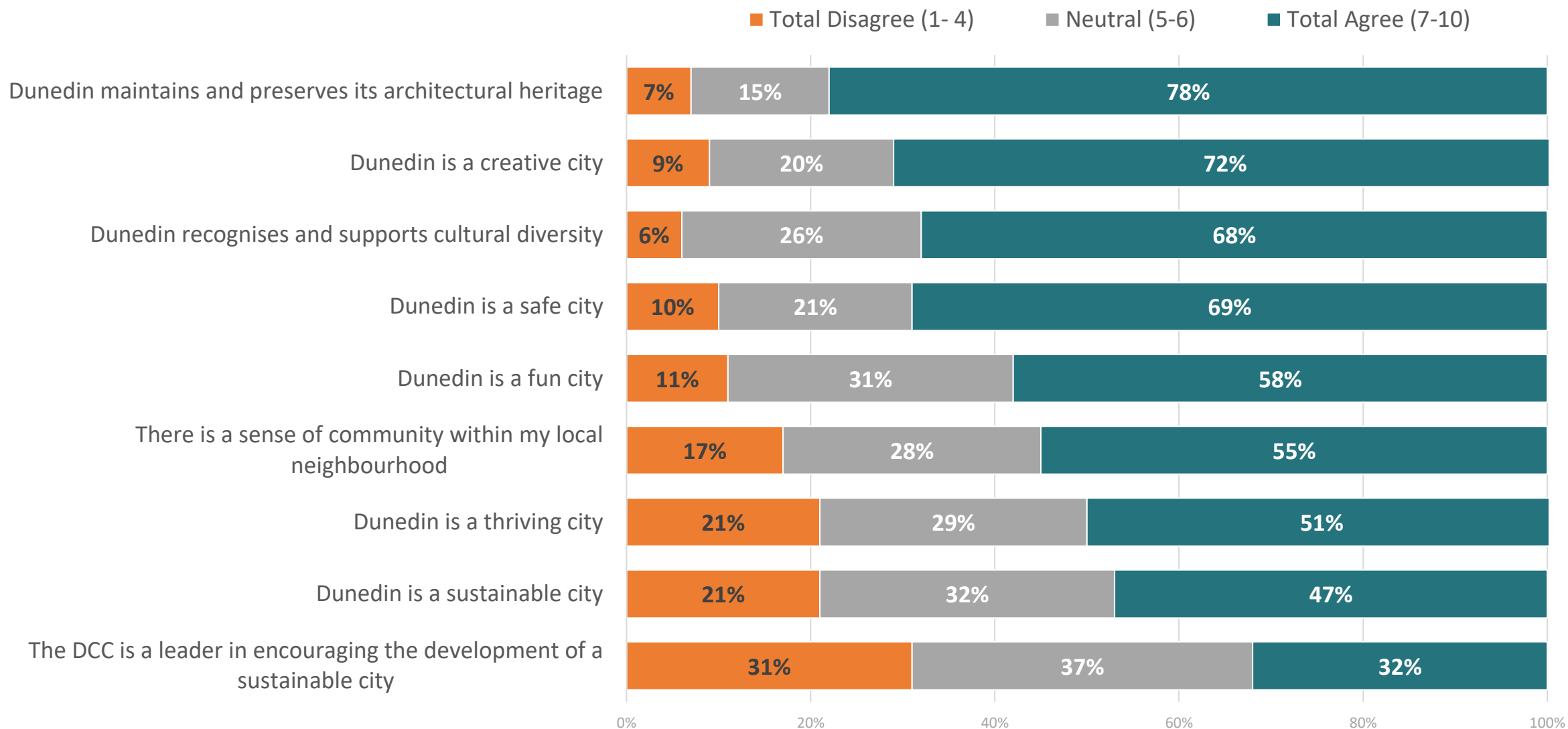
In 2020/21, Dunedin received the highest percentage of positive ratings for maintaining and preserving its architectural heritage, followed by being a creative city.

In contrast, ratings are lowest for the DCC being a leader in encouraging the development of a sustainable city and for Dunedin being a sustainable city.





Perceptions of the city – 2020/21

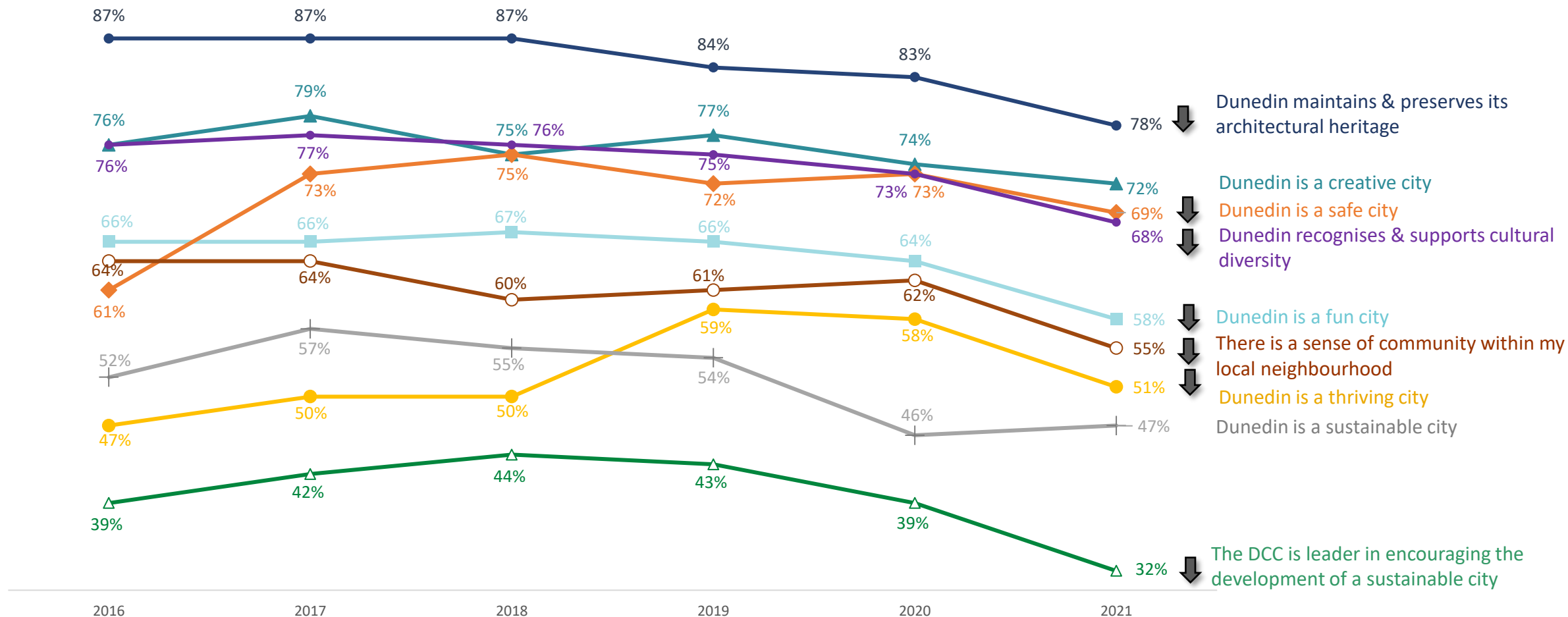




Perceptions of the city over time

When compared with last year, positive ratings have declined significantly for residents' perceptions of the majority of measures.

The only measures that have remained stable are Dunedin being both a creative and sustainable city.



NOTES

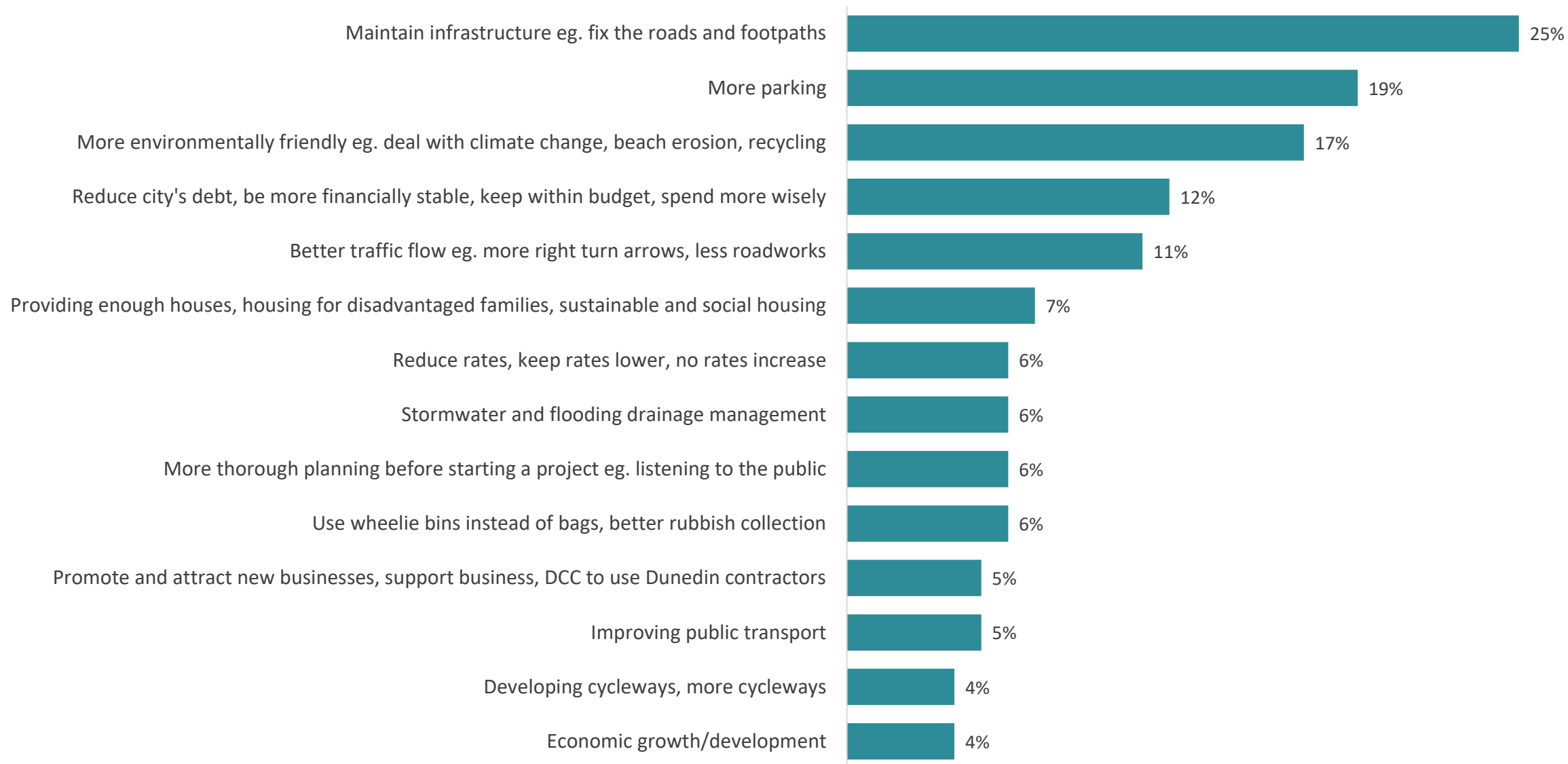
Q: Please indicate your overall perception of Dunedin.

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. 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 2019-2020 survey.

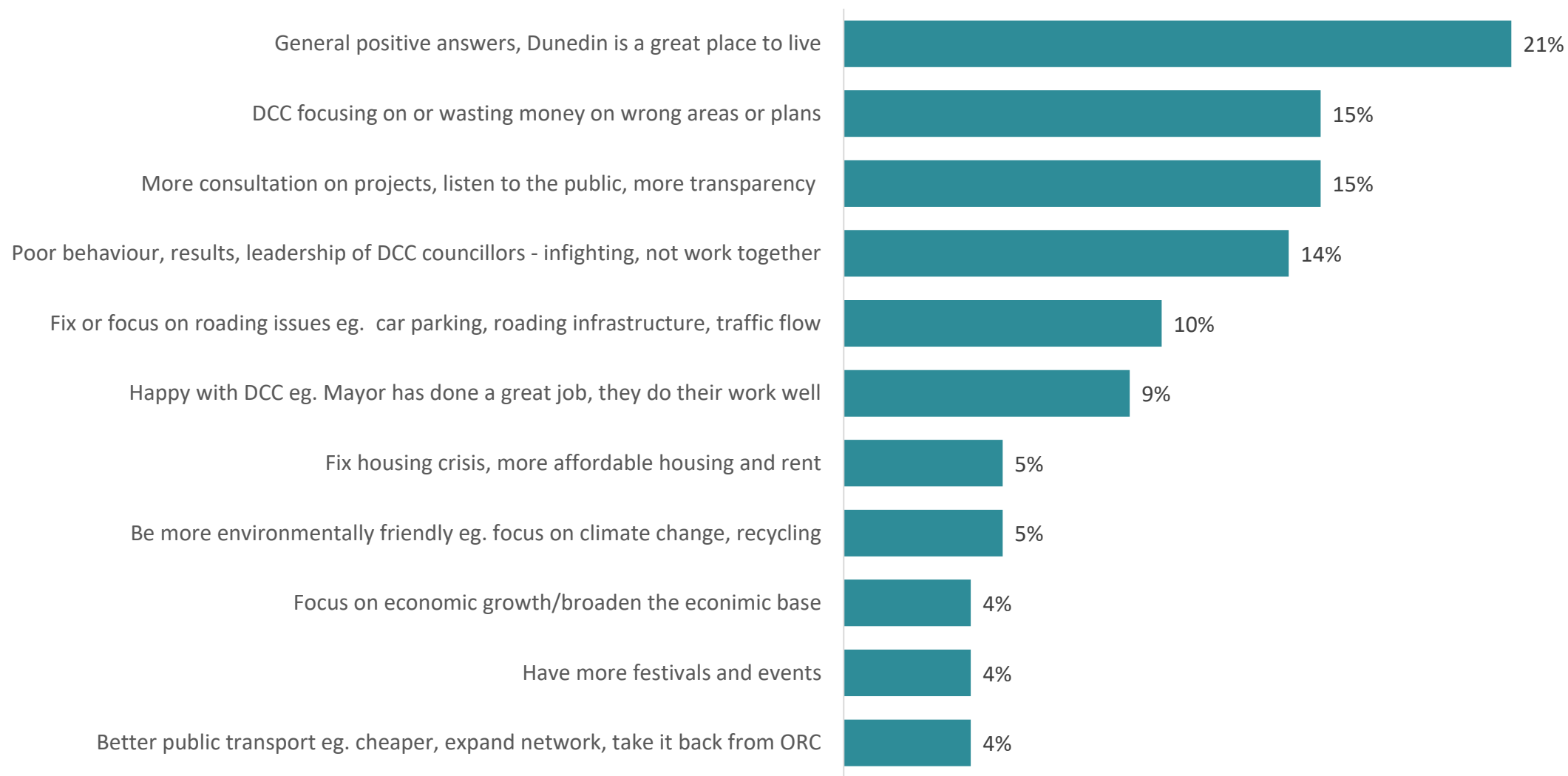


Top two priorities for DCC this year



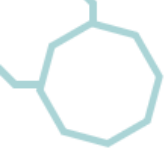


Any other comments about the DCC or Dunedin city in general





Performance Versus Importance

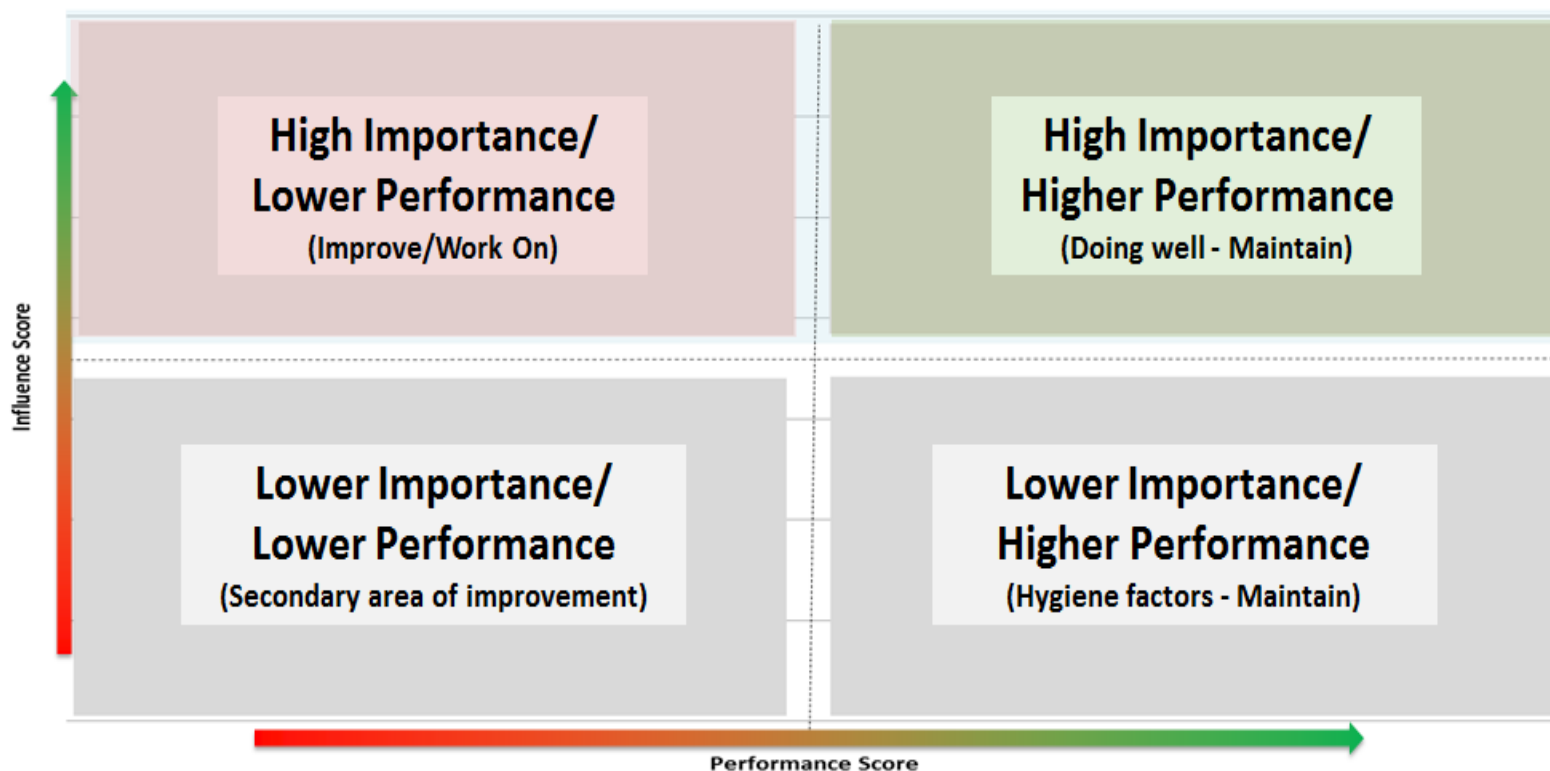


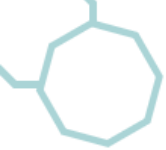
Attributes influence on overall satisfaction - correlation

To establish the relative importance of each attribute, statistical techniques (correlation analysis) have been applied to the data to establish the relationship of each attribute 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 is 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.



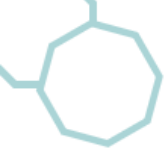


Overall performance importance correlation

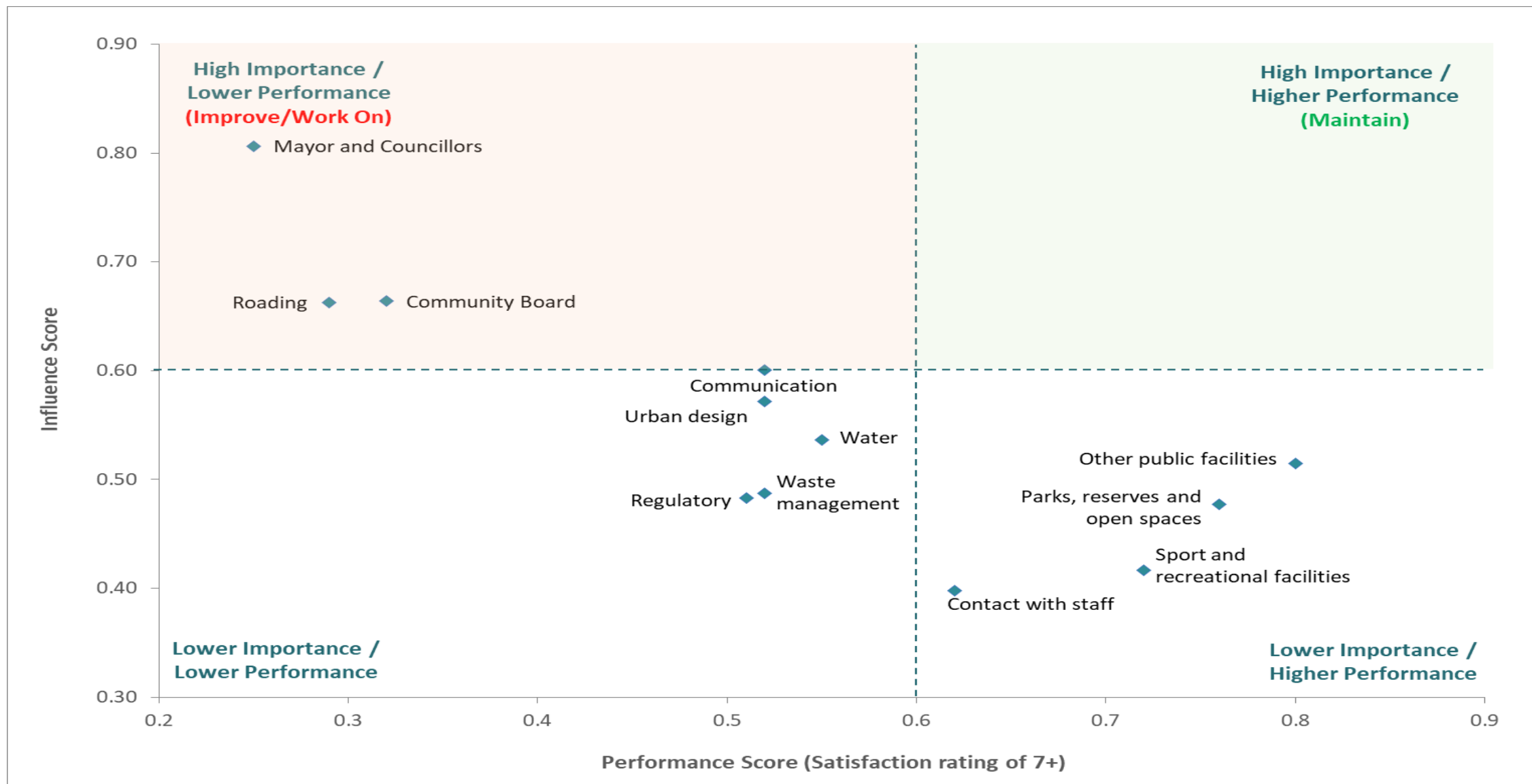
The following figure plots the importance of the overall ratings from each section within the survey against the satisfaction score (% giving a 7+ rating) in the 2020/21 year.

The overall attributes with the highest performance scores are for facilities – including public facilities (80% satisfied), parks, reserves and open spaces (76%) and sport and recreational facilities (72%) – and to a lesser extent contact with staff (62%). These attributes should all be maintained to ensure overall ratings remain high.

Three attributes – including the performance of the Mayor and councillors, the performance of the Community Board members, and roading related infrastructure – fall in the high importance/lower performance category. Improvements in performance in these areas will have the biggest impact on the improvement of the “overall satisfaction with DCC” score.

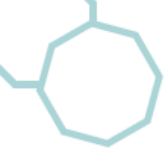


Overall performance importance correlation



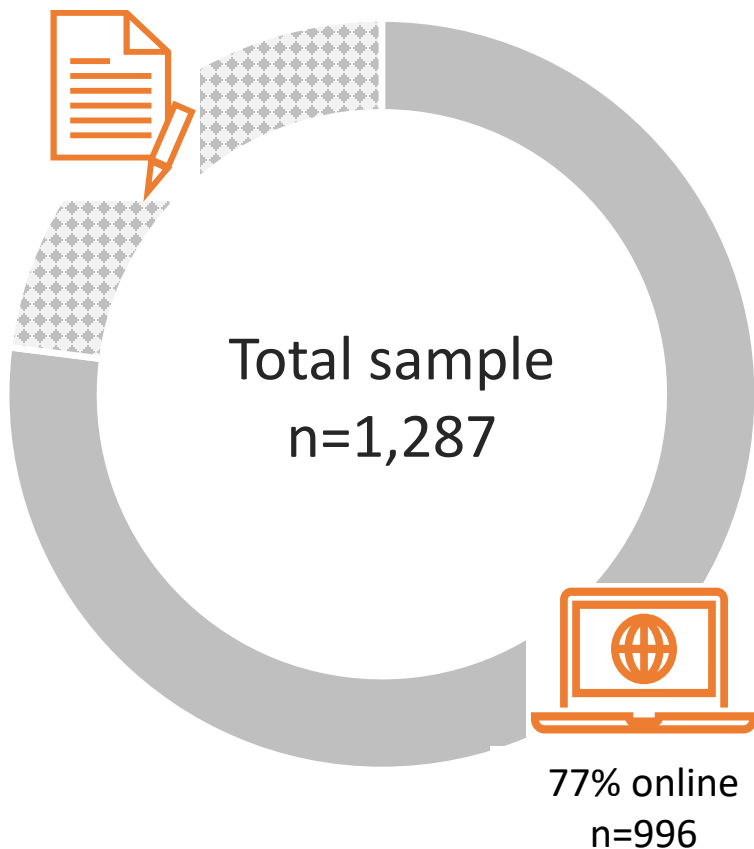


Sample Profile



Response rate

23% paper
n=290



Responses

A total of n=4,800 invitations (n=400 a month) were sent between July 2020 to June 2021, with total responses of n=1,287. This is a **response rate** of 31%* (compared with 32% in 2020).

Margin of error

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

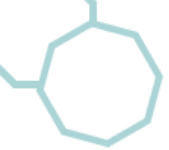
Data weighting

Post data collection the sample has been weighted to known population distributions based on the 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 black 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



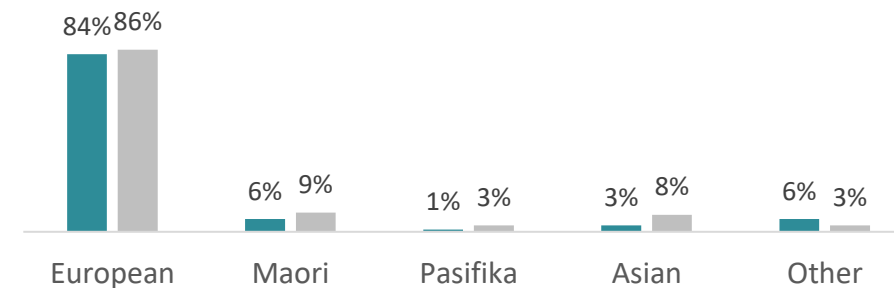
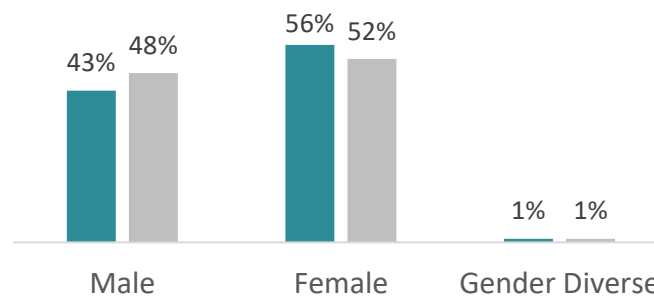
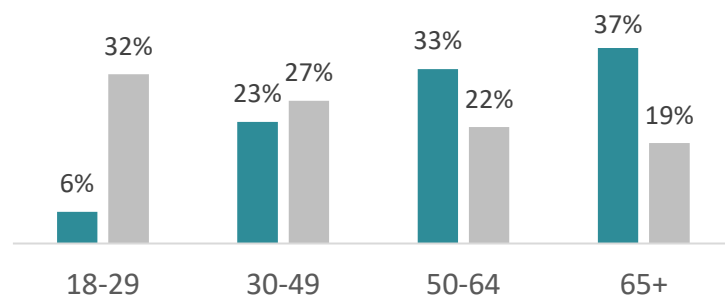
Age



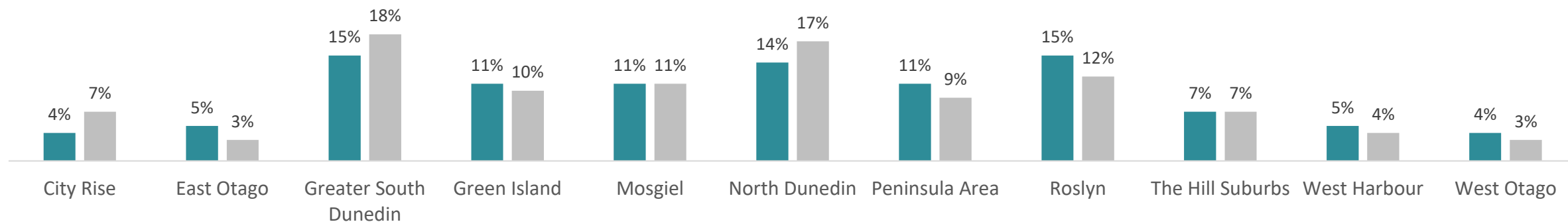
Gender

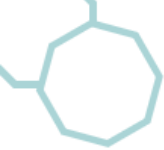


Ethnicity



Location (Community Areas)





Age	%	Weighted base	Unweighted base
Under 30	32%	411	80
30 – 49	27%	347	298
50 – 64	22%	281	429
65 or over	19%	241	474

Ethnicity	%	Weighted base	Unweighted base
European	83%	1063	1068
NZ Māori	8%	102	75
Pasifika	2%	26	17
Asian	5%	64	42
Other	2%	26	73

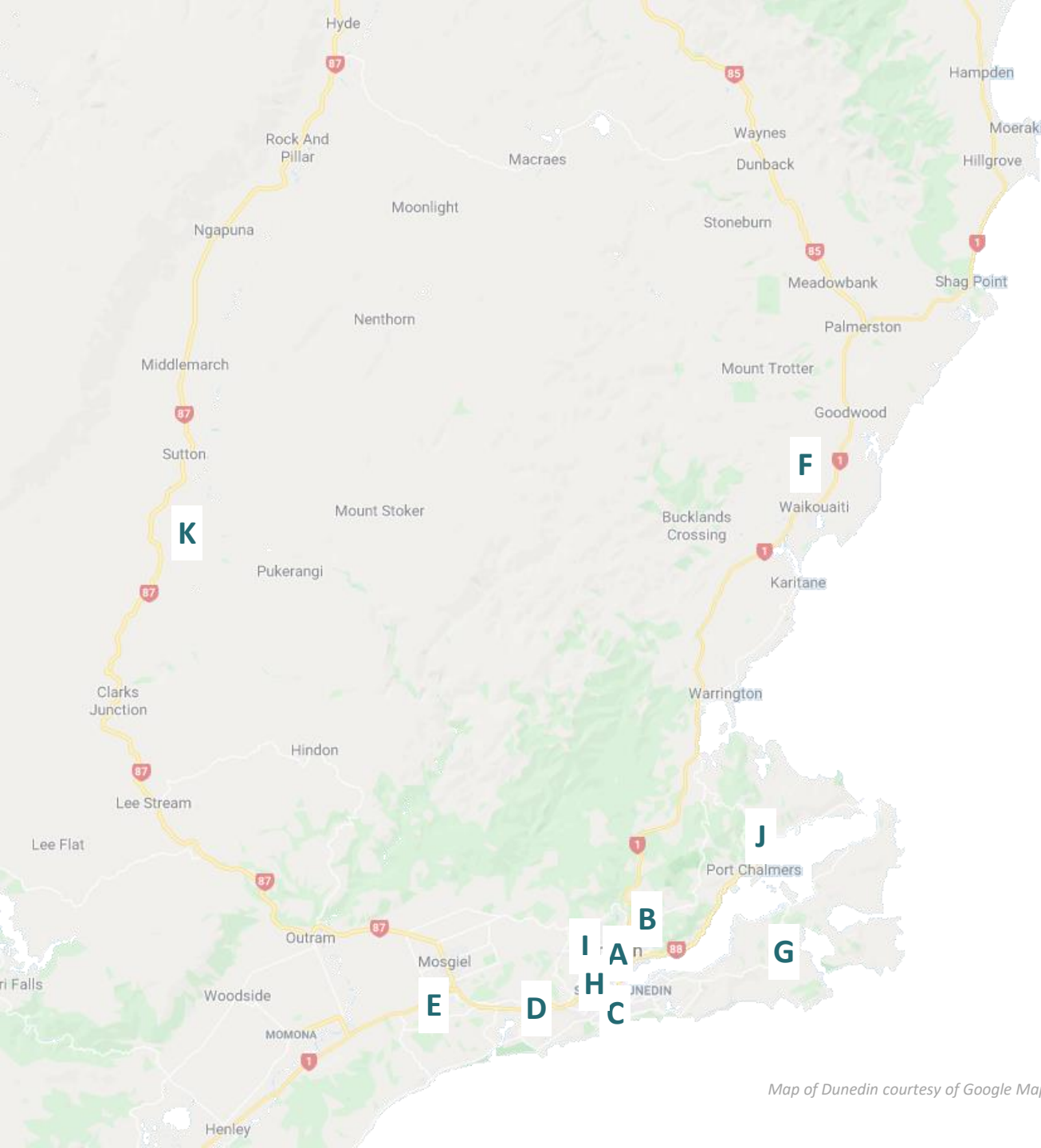
Country of birth	%	Weighted base	Unweighted base
In New Zealand	85%	1083	1039
Overseas	15%	197	238

Employment status	%	Weighted base	Unweighted base
Full-time, paid	54%	688	568
Part-time, paid	16%	203	198
Not in paid employment	14%	175	99
Retired	17%	215	414

Gender	%	Weighted base	Unweighted base
Male	48%	609	545
Female	51%	659	721
Gender diverse	1%	13	13

Property ownership in Dunedin	%	Weighted base	Unweighted base
Yes	68%	871	1073
No	32%	410	207

Commute to work	%	Weighted base	Unweighted base
Drive a car, van or truck with no passengers	52%	465	391
Drive a car, van or truck with passengers	15%	134	116
Walk or jog	8%	71	57
Work from home	7%	61	67
Public bus	5%	41	39
Bicycle	5%	42	36
As a passenger in a car, van, truck	4%	32	26
Other	2%	18	20
Motorbike	2%	19	10



Map of Dunedin courtesy of Google Maps

Community Area		%	Weighted base	Unweighted base
A)	Dunedin Central	5%	63	53
B)	North Dunedin	4%	55	63
C)	Greater South Dunedin	14%	172	189
D)	Saddle Hill	11%	140	137
E)	Taieri	10%	124	135
F)	Bucklands Crossing	17%	212	175
G)	Otago Peninsula	11%	143	142
H)	Caversham	14%	182	193
I)	The Hill Suburbs	7%	91	91
J)	Port Chalmers	4%	52	58
K)	Strath Taieri	4%	47	51