



dunedin

Dunedin City Council

Residents' Opinion Survey 2016-17



Report | October 2017



Contents

Part I: Summary	Page 3
Introduction, objectives and methodology	Page 4
Executive summary	Page 5
Summary of key performance indicators	Page 6
Part II: Detailed results by activity	Page 10
Facilities	Page 11
Infrastructure	Page 23
Services	Page 29
Planning and urban design	Page 35
Council communications	Page 41
Interactions with Council staff	Page 44
Part III: Leadership, perceptions and drivers of satisfaction	Page 50
Leadership	Page 51
Perceptions of Dunedin City	Page 59
Drivers of satisfaction	Page 63
Appendix	Page 81
Sample profile	Page 95
Contact details	Page 97



Dunedin City Council

Part I: Summary

Introduction, objectives and methodology

Introduction

Dunedin City Council has commissioned a Residents' Opinion Survey since 1994 to canvass the views of residents from Dunedin about a range of services and facilities. Specific objectives are:

- Gauge the extent to which the Council is meeting its Long Term Plan and Annual Plan objectives
- Measure residents' satisfaction with the services and facilities it provides to the community
- Identify improvements that would be valued by residents

Methodology

- No changes were made to the questionnaire in 2017 since redevelopment of the survey in 2016 which aimed to make the questionnaire more succinct, while also increasing the ability to analyse the resulting data using multivariate statistical methods
- The current survey employs a 1-10 point scale rather than a five point ordinal scale as traditionally used. This is to achieve greater granularity and to support the use of statistical techniques to examine the results. The change in scale is indicated on trend line results throughout the report
- A sequential mixed method approach was employed which is consistent with prior surveys. This involved making a random selection of residents from the Electoral Roll and sending them a letter inviting them to complete an online survey. A reminder postcard and option of completion using a paper version of the questionnaire were also provided
- A total of 4,800 invitations were posted during the period July 2016 to June 2017, which generated 1,231 valid responses (803 via online and 428 via hard copy), representing a response rate of 26%. This compares with a response of 25% for the 2015 survey and 29% in 2016. At an aggregate level the sample has an expected 95% confidence interval (margin of error) of +/-2.8%
- Post data collection the sample has been weighted to known population distributions according to the 2013 Census using age gender and ethnicity

Executive summary

1

Overall satisfaction with the Dunedin City Council has increased, this being driven by improved perceptions of value for money, leadership and perceptions of the city's infrastructure, facilities and services.

2

Overall evaluation of the Council is strongly influenced by '*value for money*' (51% impact) with leadership and the various services and infrastructure having about equal impact.

3

Residents evaluate the various public facilities, parks reserves and outdoor spaces provided by the Council very favourably. There is opportunity for the Council to create a greater appreciation of these services in relation to what residents receive for their rates given the impact of '*value for money*'.

4

Improvements that would be most valued by residents relate to communications and particularly the Council's website. Other potential opportunities relate to the city's stormwater systems, regulatory services and roading related infrastructure.

5

Almost 40% of residents have had an interaction with the Council in the prior three months and mostly evaluate the service very well. Opportunities relate to ensuring that staff follow through and if residents aren't able to achieve the outcome they seek, to ensure that the reasons are understood.

6

While Dunedin remains strongly associated with its architectural heritage, it is also increasingly recognised for being a creative, safe and sustainable city.



dunedin

Summary of key performance indicators

Residents are particularly satisfied with the city's public facilities, with residents from Kaikorai Valley and Northern Suburbs especially positive

Overall performance summary

	Satisfied (% 7-10)	Satisfaction by location (% 7-10)								
		Dunedin City	Green Island	Kaikorai Valley	Mosgiel	Northern Suburbs	Peninsula	Port Chalmers	Rural	South Dunedin
Satisfaction with the DCC	58%	55%	66%▲	61%	47%	67%▲	50%	62%	50%	55%
Service and infrastructure delivery	73%	81%	74%	81%▲	62%	80%▲	72%	63%	64%	70%
Overall value	51%	50%	54%	59%▲	39%	61%▲	42%	59%▲	43%	46%
Performance of the Mayor and Councillors	43%	32%	44%	49%▲	36%	54%▲	42%	37%	34%	39%
Performance of Community Boards	50%	55%	47%	51%	50%	44%	54%	55%	67%	43%
Public facilities:										
- Overall parks and reserves	84%	88%	79%	86%	80%	89%▲	80%	87%	87%	82%
- Overall sports and recreational facilities	85%	81%	87%	87%	75%	83%	80%	84%	93%	89%
- Overall other public facilities	92%	94%	94%	92%	86%	95%	94%	86%	93%	90%
Infrastructure:										
- Water related infrastructure	59%	64%	59%	68%	60%	67%	51%	62%	51%	49%
- Roads, footpaths and parking	47%	22%	46%	51%	46%	52%	39%	37%	42%	51%
Other Services:										
- Regulatory services	62%	62%	60%	67%	61%	66%	57%	67%	63%	57%
- Planning and urban design	73%	75%	74%	81%	68%	79%	64%	55%	69%	72%
- Communications	66%	66%	63%	76%	60%	67%	58%	62%	71%	62%
- Handling enquiries	74%	85%	68%	82%	67%	77%	74%	71%	81%	65%
- Waste management	72%	61%	79%	79%	73%	65%	69%	71%	75%	71%

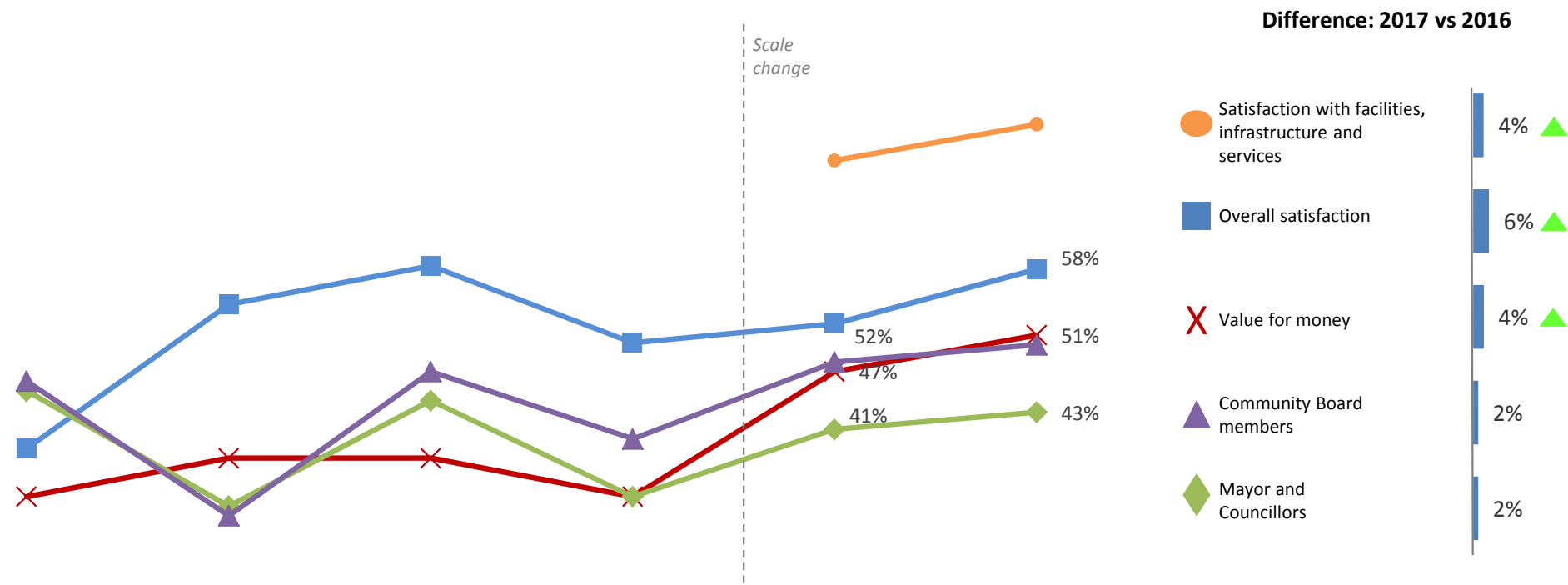
▲ Significantly higher
▼ Significantly lower

NOTES:

1. Sample: n=1,231: Dunedin Central n=30; Green Island n=126; Kaikorai Valley n=214; Mosgiel n=161; Northern Suburbs n=199; Peninsula n=118; Port Chalmers n=56; Rural n=79; nn n=230
2. Results for the various parks, reserves and facilities are only shown for those who have used the facility in the last 12 months. Results for 'handling enquiries' relates to those who have made an enquiry within the last three months
2. Excludes 'Don't know' responses

There has been a significant increase in overall satisfaction year on year, with perceptions regarding value for money strengthening...

Overall performance measures (% 7-10)



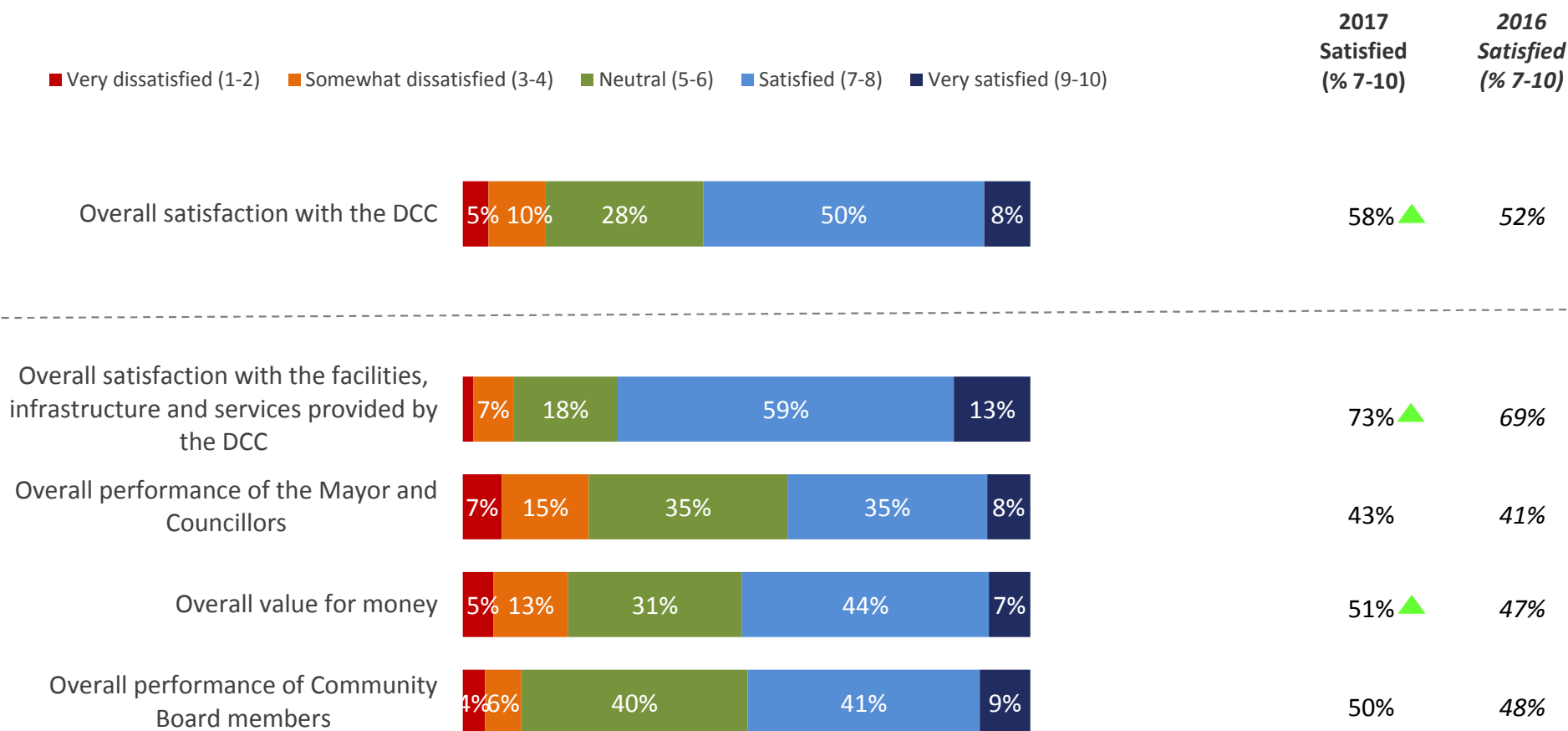
NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. OVS1: Considering all the services and infrastructure that the DCC provides, its leadership and the value you receive for the rates and fees that you pay. Everything considered, how would you rate your overall satisfaction with the DCC?
3. OVLS: When you think about all the facilities, infrastructure and services that the DCC provides, how satisfied are you overall with these?
4. LS2_1 and LS2_2: 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?
5. OV1.: Considering everything the DCC has done over the year and the services you receive, overall how satisfied are you that you receive good value for the money you spend in rates and other fees?
6. Excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower

... and satisfaction with services, infrastructure and facilities has also increased

Overall level questions



NOTES:

- Sample: 2017 n=1,231, 2016 n=1,577
- OVS1: Considering all the services and infrastructure that the DCC provides, its leadership and the value you receive for the rates and fees that you pay. Everything considered, how would you rate your overall satisfaction with the DCC?
- OVSLS: When you think about all the facilities, infrastructure and services that the DCC provides, how satisfied are you overall with these?
- LS: 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?
- Excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower



dunedin

Dunedin City Council

Part II: Detailed results by activity



Report | October 2017



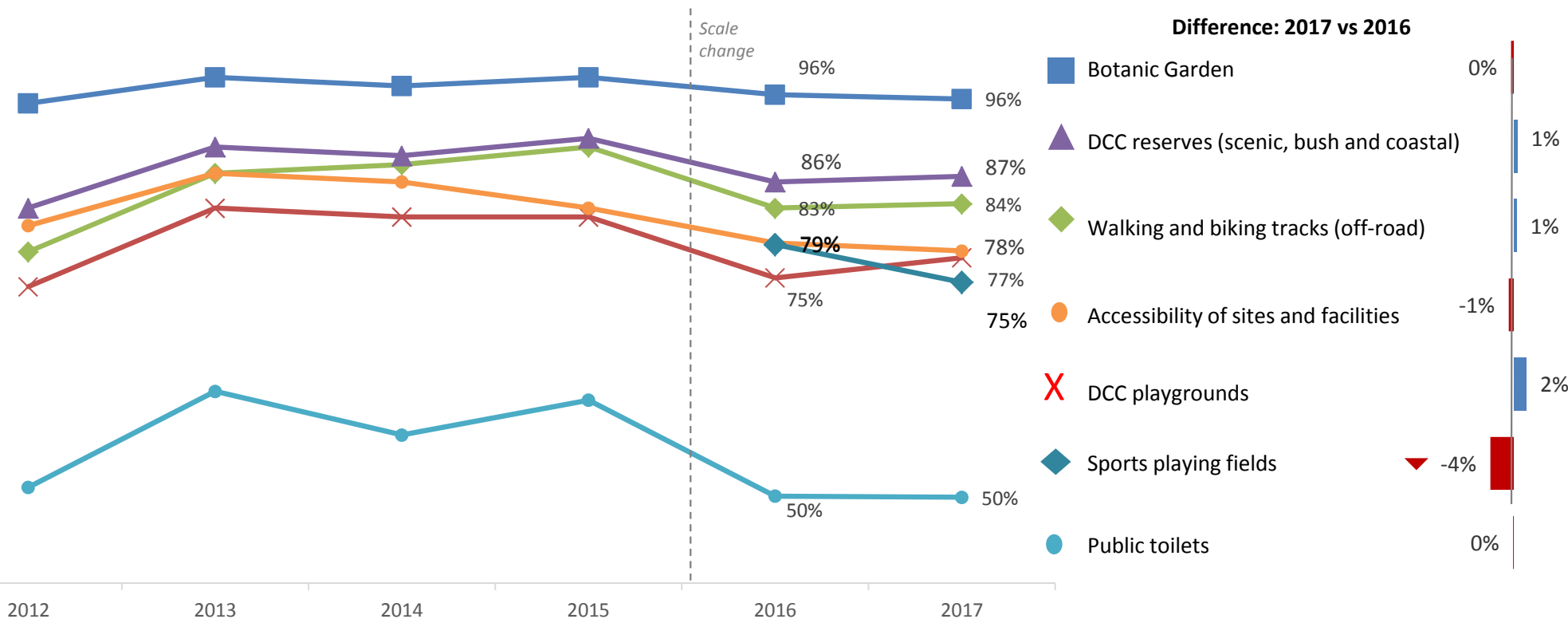


dunedin

Facilities

Results for parks and reserves remain relatively stable, with satisfaction scores remaining high and in line with last year

Parks, reserves and open spaces (evaluation by users) (% 7-10)



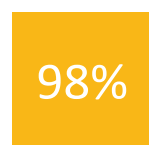
- NOTES:
1. Sample: 2017 n=1,231, 2016 n=1,577
 2. PRU: In the last 12 months, about how frequently have you visited each of the following?
 3. PR: How satisfied are you with each of the following...?
 4. Results reported only for users of each facility and excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower

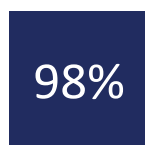
The majority of residents have visited at least one of the facilities on offer in Dunedin City during the year; but a significant decline in the use of sports playing fields is worth noting

Parks, reserves and open space facilities: Visits

Used one or more parks, reserves and open space facilities in the last year



2016

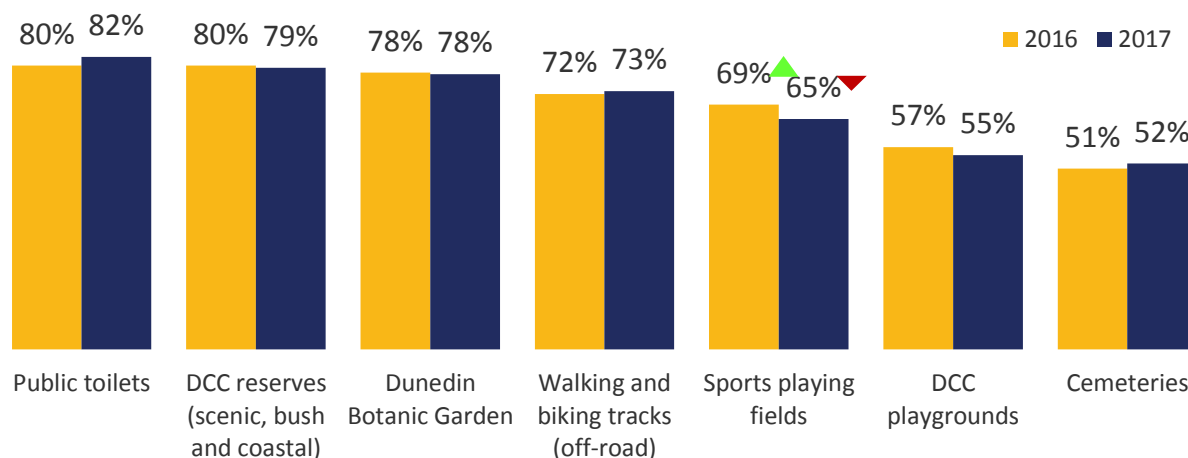


2017



Proportion using facility in last 12 months

■ 2016 ■ 2017



Frequency of use 2017 (all residents)

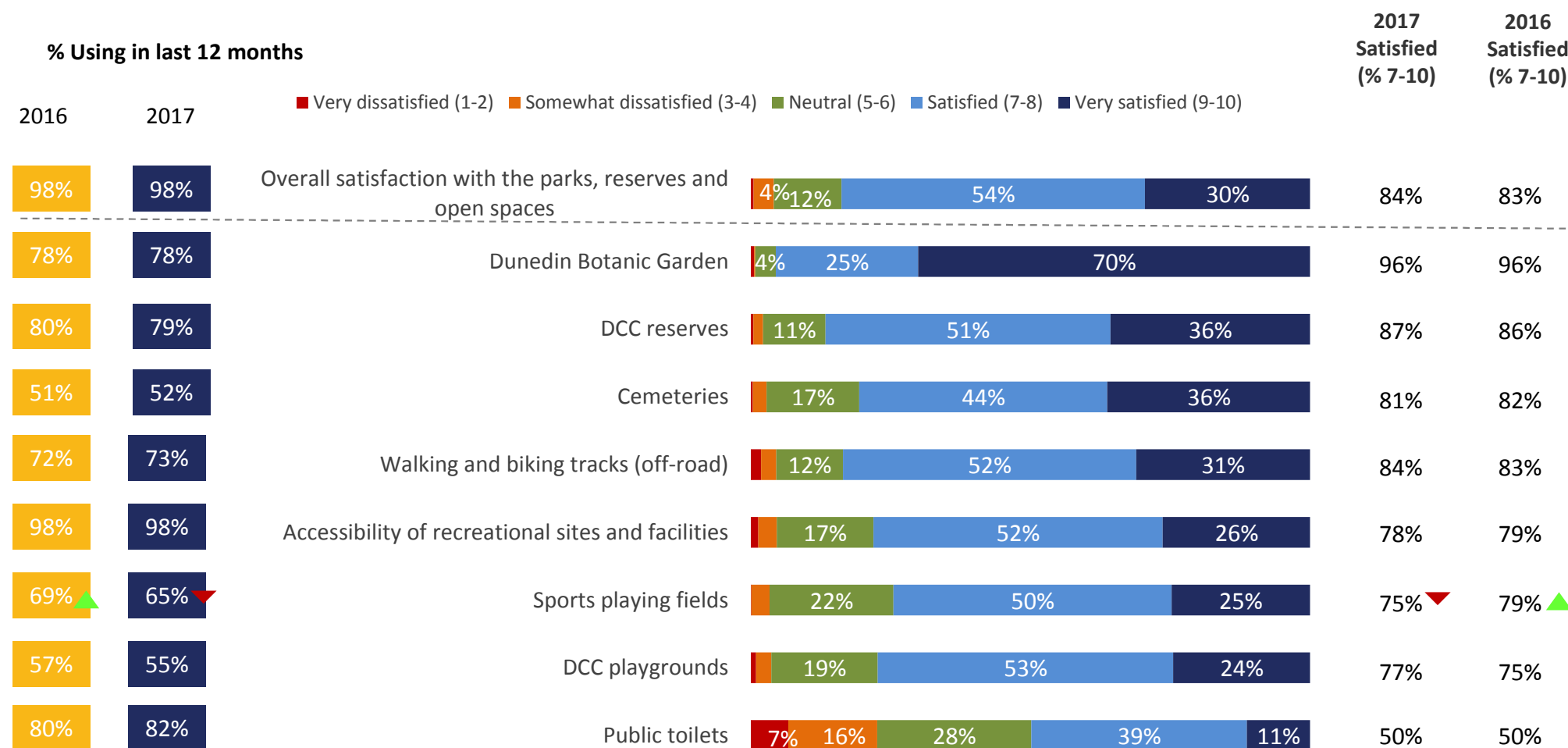
Frequency	Public toilets	DCC reserves (scenic, bush and coastal)	Dunedin Botanic Garden	Walking and biking tracks (off-road)	Sports playing fields	DCC playgrounds	Cemeteries
Monthly or more often	28%	26%	18%	30%	27%	19%	4%
Several times in the year	30%	29%	26%	24%	18%	16%	15%
Once or twice in the year	25%	24%	33%	19%	20%	19%	33%
Not at all	18%	21%	22%	27%	35%	45%	48%
Total	100%	100%	100%	100%	100%	100%	100%

- NOTES:
- Sample: 2017 n=1,231, 2016 n=1,577
 - PRU: In the last 12 months, about how frequently have you visited each of the following?
 - Excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower

The majority of users are very satisfied with the Botanic Gardens (70%), but there is a significant decline in satisfaction with sports playing fields

Parks, reserves and open space facilities



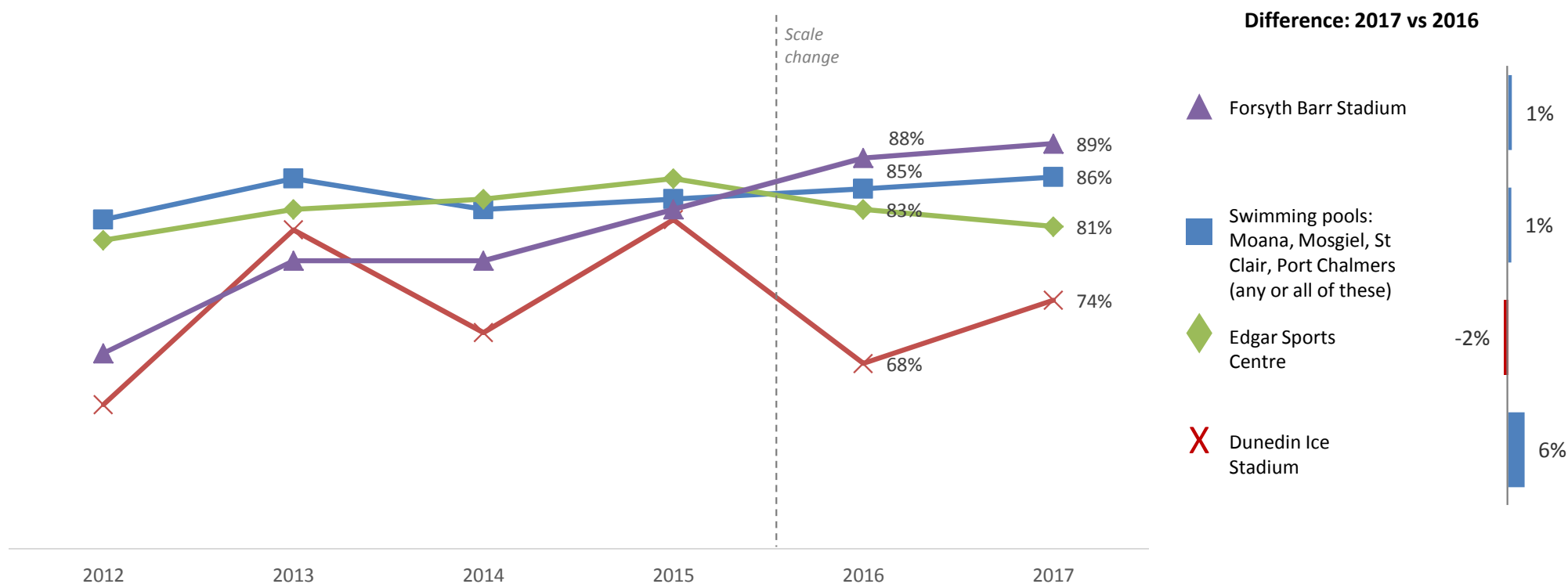
NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. PRU: In the last 12 months, about how frequently have you visited each of the following?
3. PR: How satisfied are you with each of the following?
4. Reported are the results for those who have made some use of the facility in the last 12 month. Overall level questions relate to use of one or more parks, reserves or outdoor facilities
5. Excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower

Satisfaction with the Dunedin Ice Stadium is being evaluated more favourably by users, while satisfaction with the Edgar Sports Centre continues to show a declining trend

Sports and recreational facilities (evaluation by users) (% 7-10)

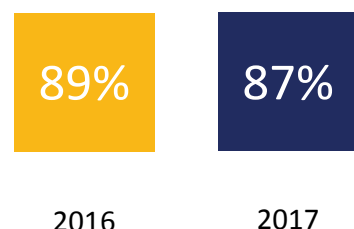


- NOTES:
1. Sample: 2017 n=1,231, 2016 n=1,577
 2. SRU: In the last 12 months, about how frequently have you visited each of the following?
 3. SR: How satisfied are you with each of the following
 4. Results reported only for users of each facility and excludes 'don't know' responses

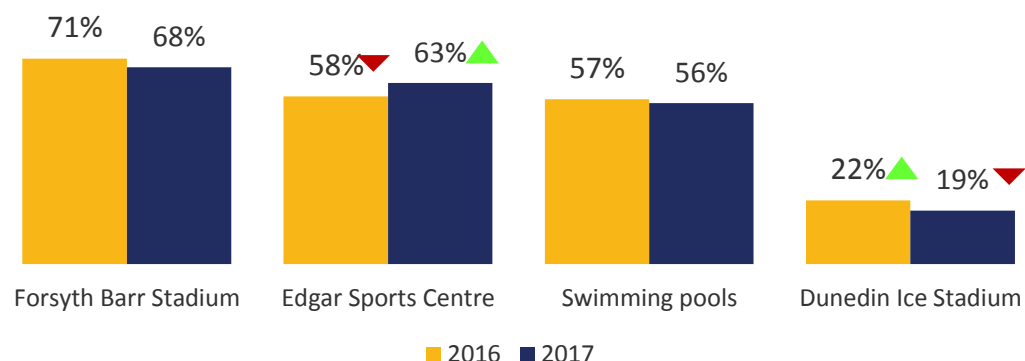
Considerably more residents visited the Edgar Sports Centre, while fewer residents visited the Ice Stadium; a fifth of residents visit the swimming pools once a month or more

Sports and recreation facilities: Visits

Visited one or more sports and recreation facilities in the last year



Proportion using facility in last 12 months



Frequency of use 2017 (all residents)

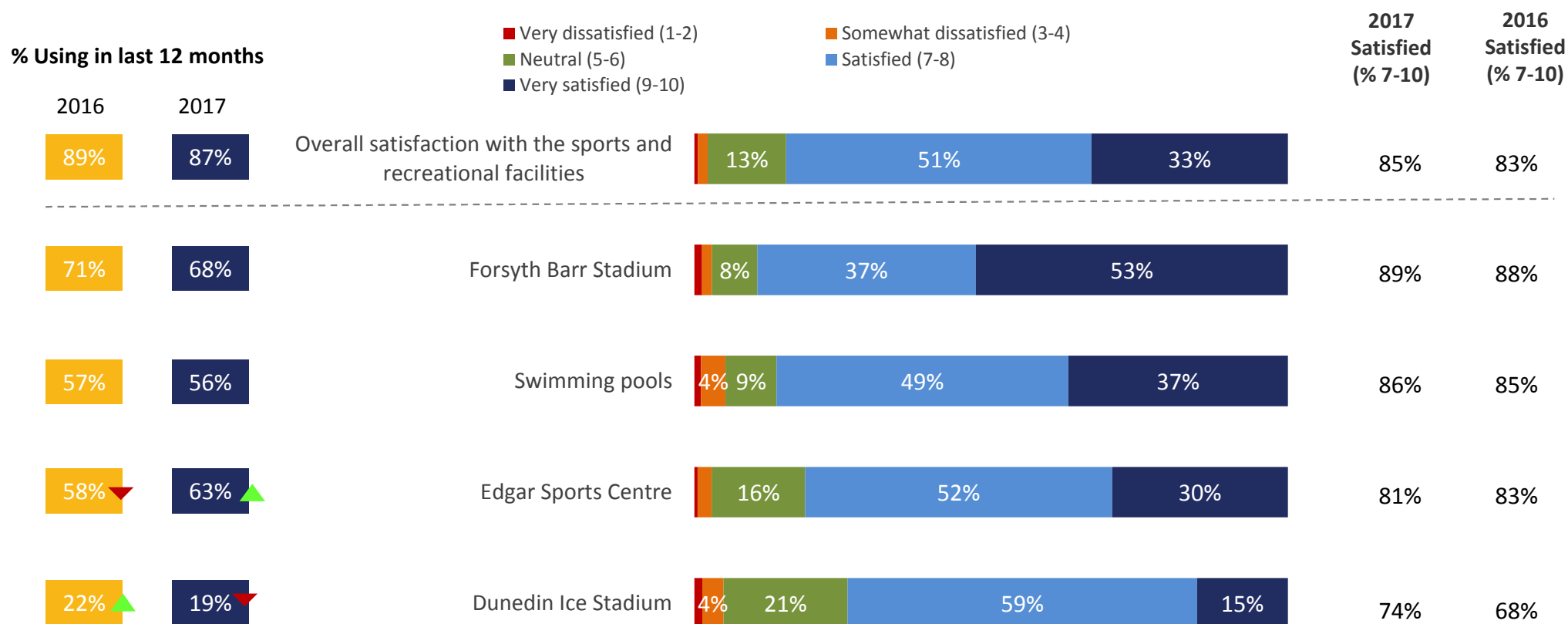
	Forsyth Barr Stadium	Edgar Sports Centre	Swimming pools	Dunedin Ice Stadium
Monthly or more often	6%	12%	21%	1%
Several times in the year	24%	16%	16%	3%
Once or twice in the year	38%	35%	18%	14%
Not at all	32%	37%	44%	81%
Total	100%	100%	100%	100%

- NOTES:
1. Sample: 2017 n=1,231, 2017 n=1,577
 2. SRU: In the last 12 months, about how frequently have you visited each of the following?
 3. Excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower

The city's sports and recreational facilities continue to be evaluated very well although somewhat less so for the Ice Stadium, plus use of this facility has declined

Sports and recreation facilities



NOTES:

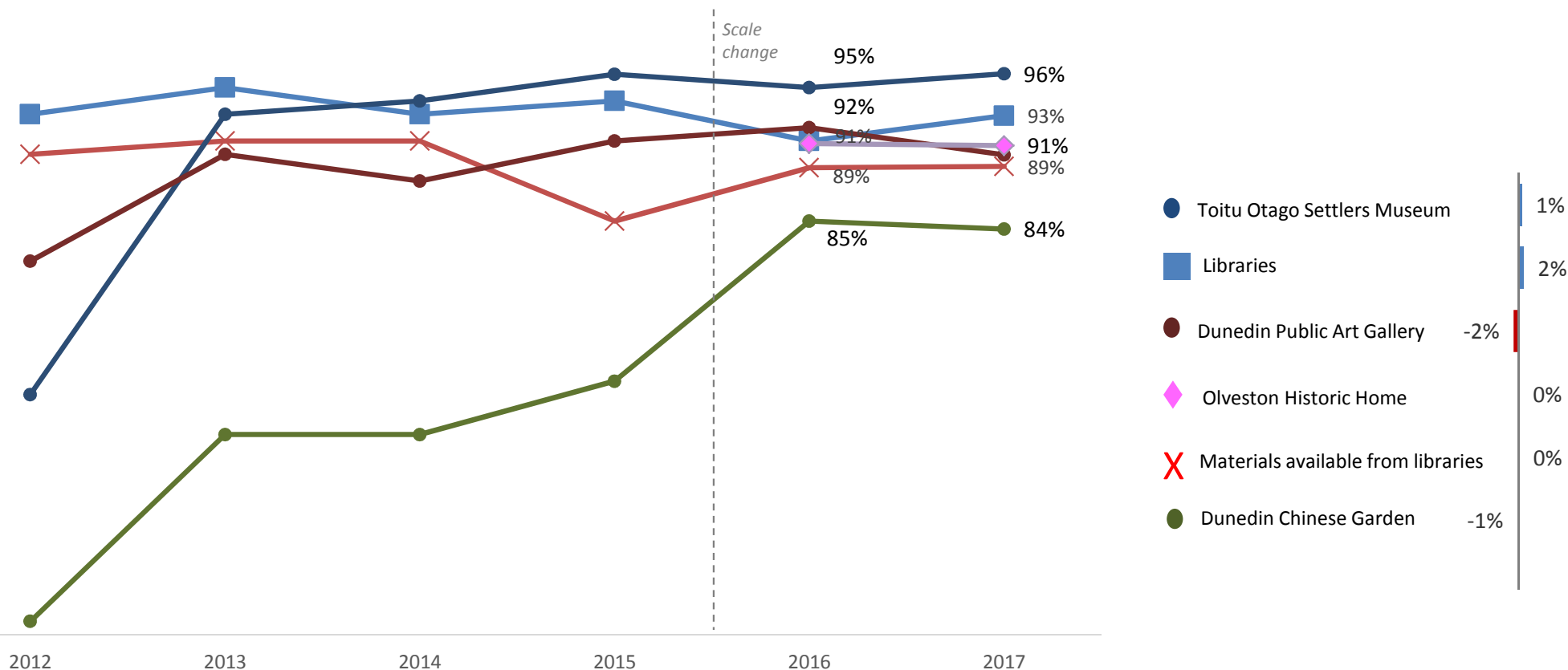
1. Sample: 2017 n=1,231, 2016 n=1,577
2. SRU: In the last 12 months, about how frequently have you visited each of the following?
3. SR: How satisfied are you with each of the following?
4. Reported are the results for those who have made some use of the facility in the last 12 month. Overall level questions relate to use of one or more sports facility
5. Excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower

Art and cultural public facility satisfaction remains very high and generally in line with last year

Art and cultural public facilities (evaluation by users) (% 7-10)

Difference: 2017 vs 2016



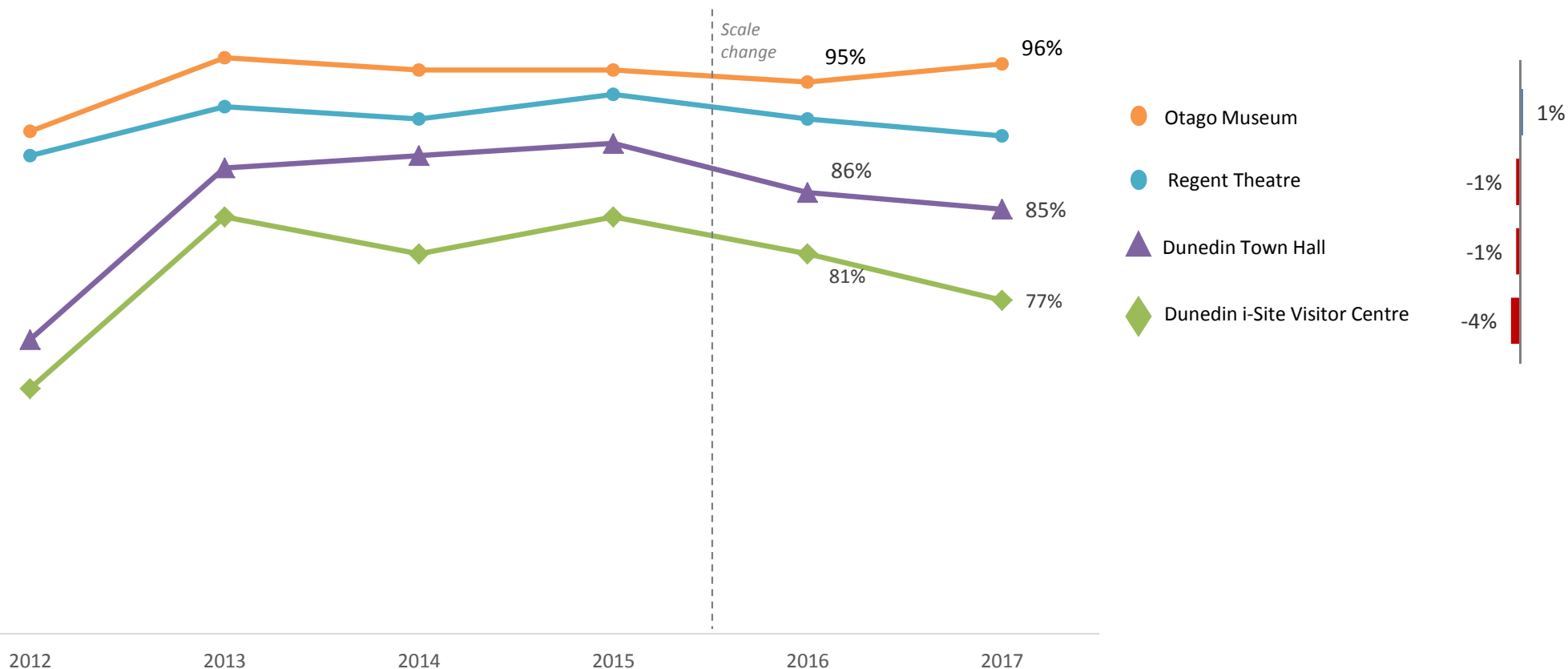
NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. OF: In the last 12 months, about how many times have you visited each of the following?
3. OF_1-12: How satisfied are you with each of the following...?
4. Results reported only for users of each facility and excludes 'don't know' responses

Visitors to other public facilities continue to be satisfied, although a decline in resident satisfaction with the i-Site Visitor Centre should be noted

Other public facilities (evaluation by users) (% 7-10)

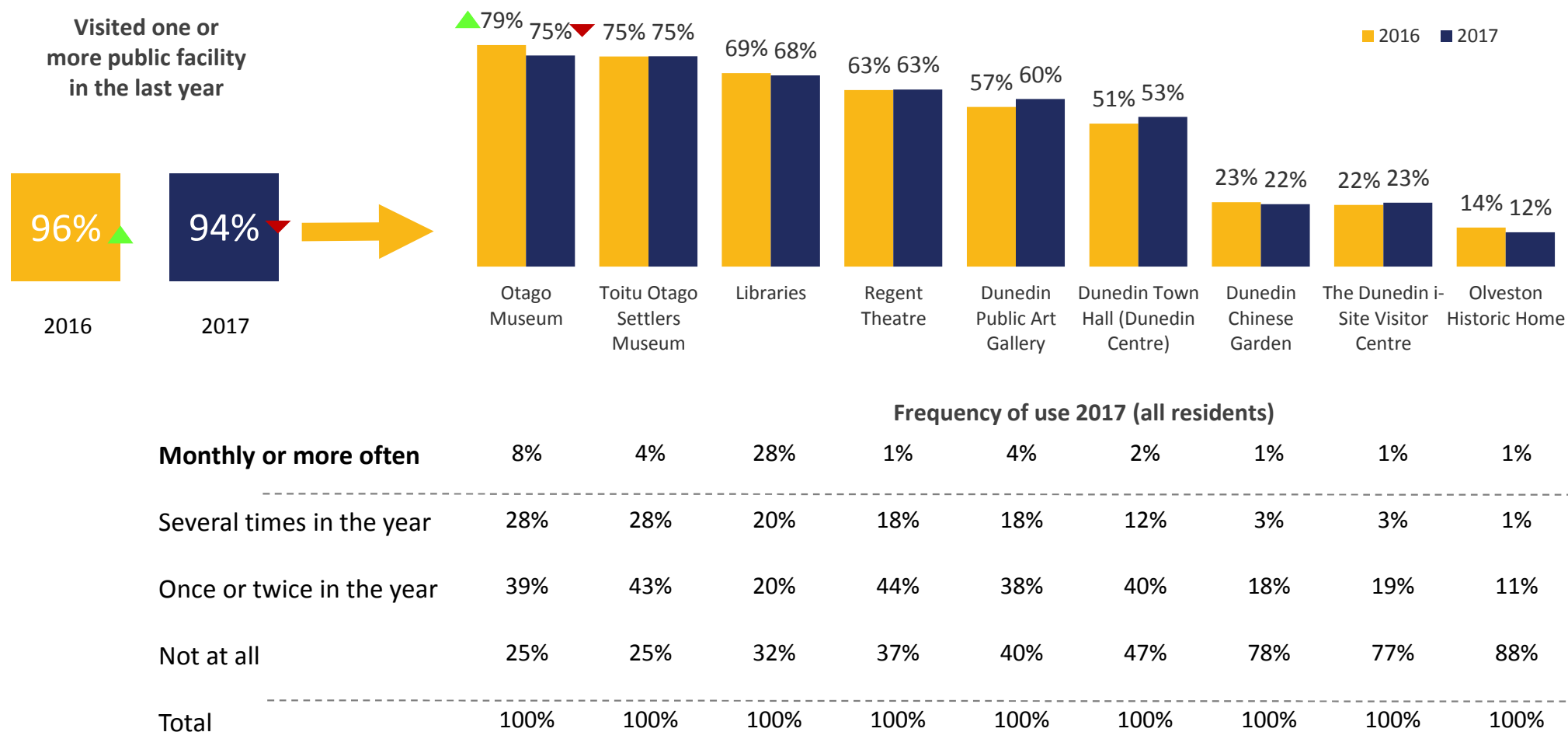
Difference: 2017 vs 2016



- NOTES:
1. Sample: 2017 n=1,231, 2016 n=1,577
 2. OF: In the last 12 months, about how many times have you visited each of the following?
 3. OF_1-12: How satisfied are you with each of the following...?
 4. Results reported only for users of each facility and excludes 'don't know' responses

There has been a small decline in the proportion of residents who have visited at least one public facility in the past year, mostly due to fewer residents visiting the Otago Museum

Other public facilities: Visits

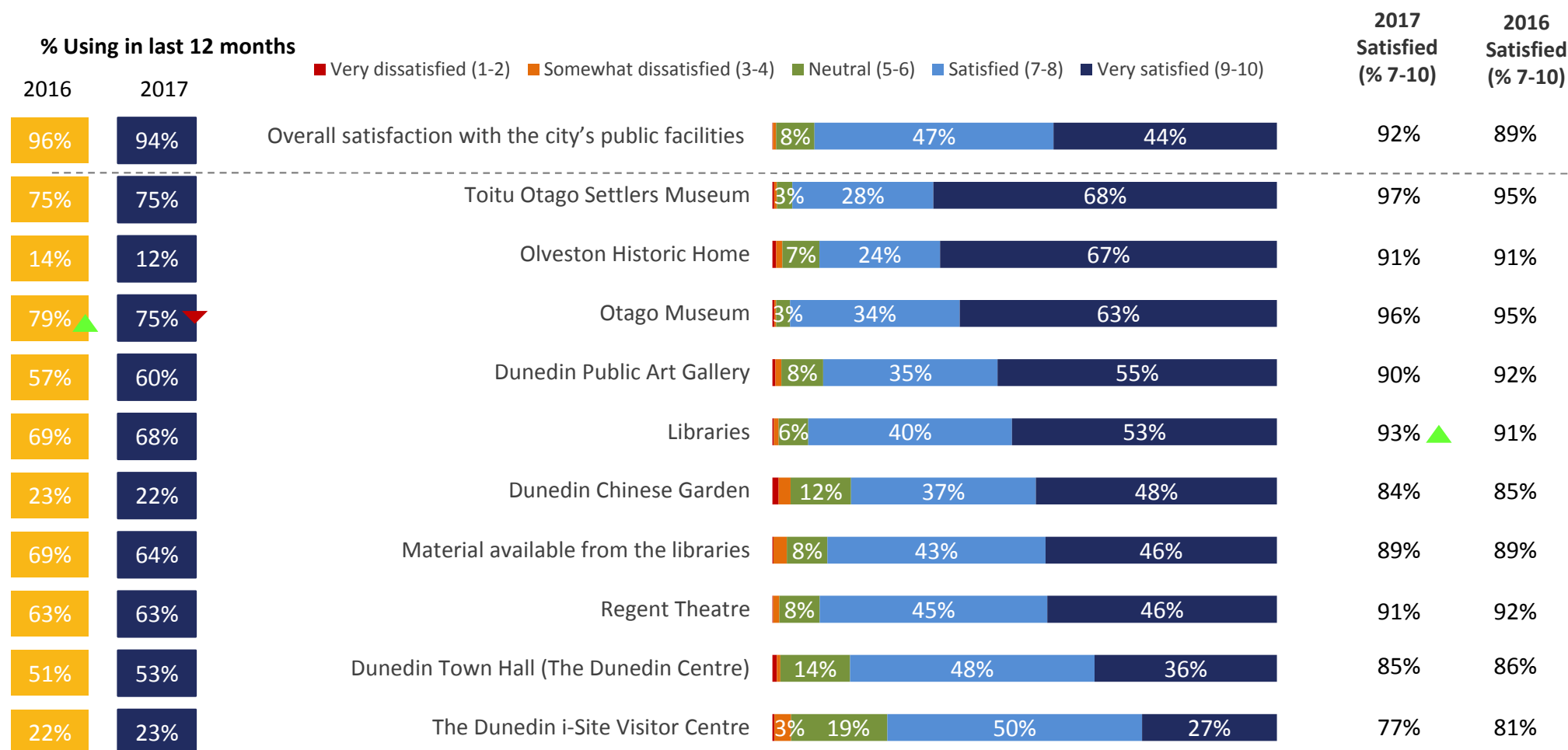


- NOTES:
- Sample: 2017 n=1,231, 2016 n=1,577
 - OFU: In the last 12 months, about how frequently have you visited each of the following?
 - Excludes 'don't know' responses

 Significantly higher
 Significantly lower

Overall satisfaction with public facilities remains high, with users of libraries in particular being more satisfied

Other public facilities: Satisfaction



NOTES:

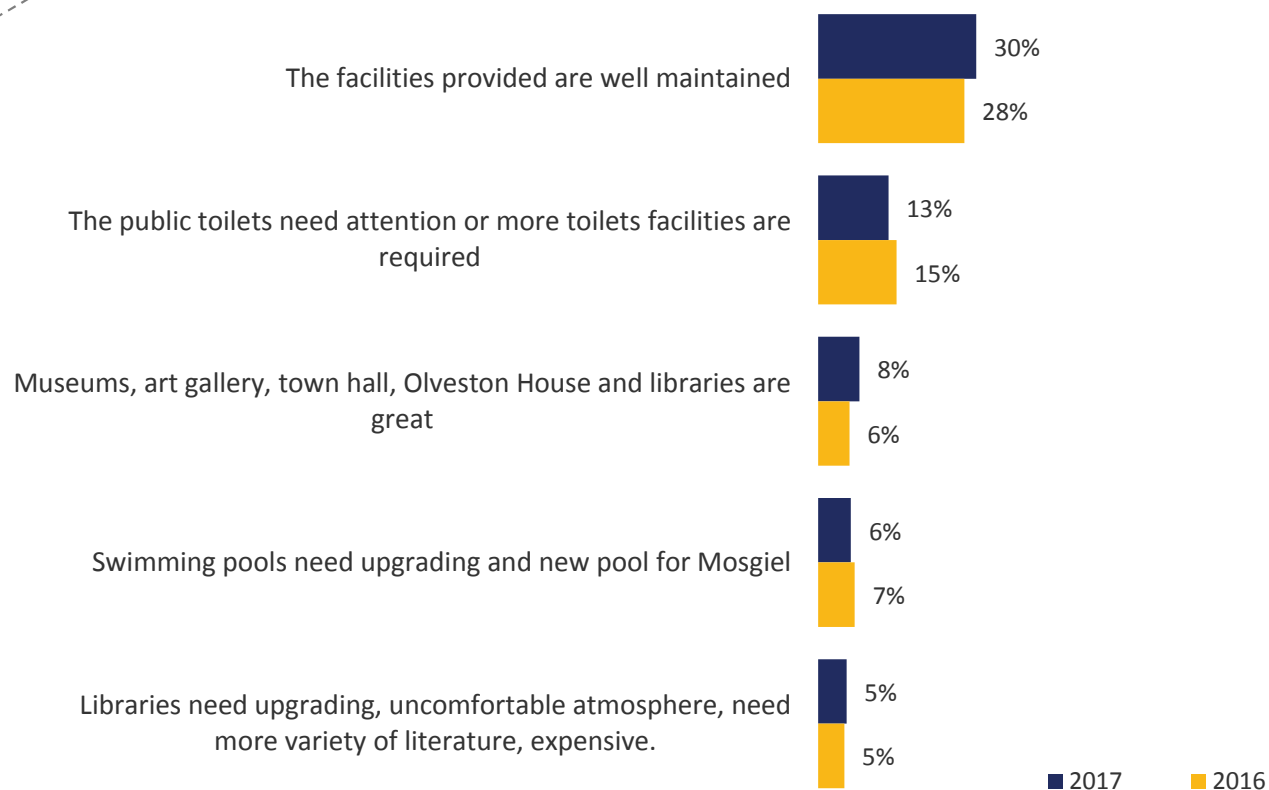
1. Sample: 2017 n=1,231, 2016 n=1,577
2. OFU: In the last 12 months, about how frequently have you visited each of the following?
3. OF: How satisfied are you with each of the following...?
4. Reported are the results for those who have made some use of the facility in the last 12 month. Overall level questions relate to use of one or more public facilities
5. Excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower

More residents made a comment regarding the city's facilities and while many were positive, improvements sought relate to maintenance and upgrading

Comments concerning the city's facilities

Have comments about the city's facilities



NOTES:

- Sample: 2017 n=1,231, 2016 n=1,577
- VB1: Do you have any comments about the city's facilities?

▲ Significantly higher
▼ Significantly lower

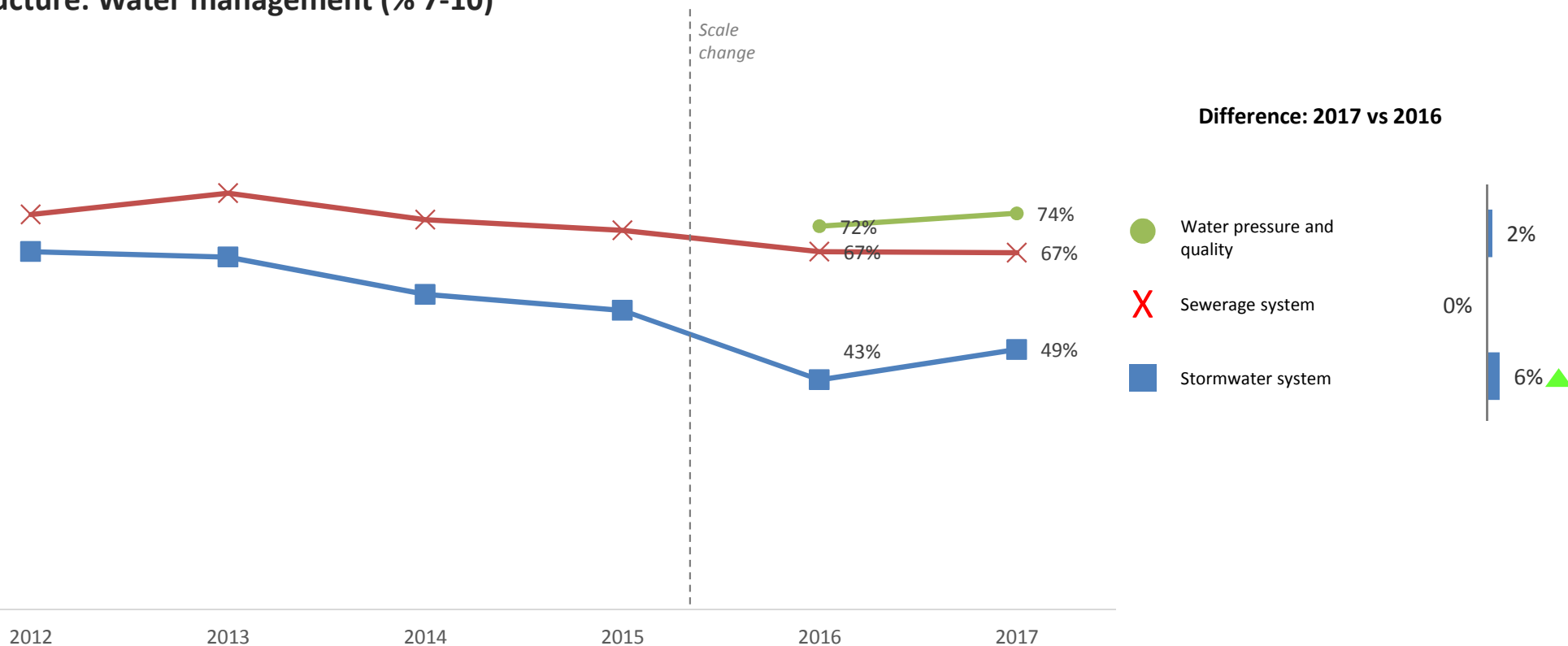


dunedin

Infrastructure

Satisfaction with the stormwater management system has increased compared to 2016, while other water related measures remain constant

Infrastructure: Water management (% 7-10)



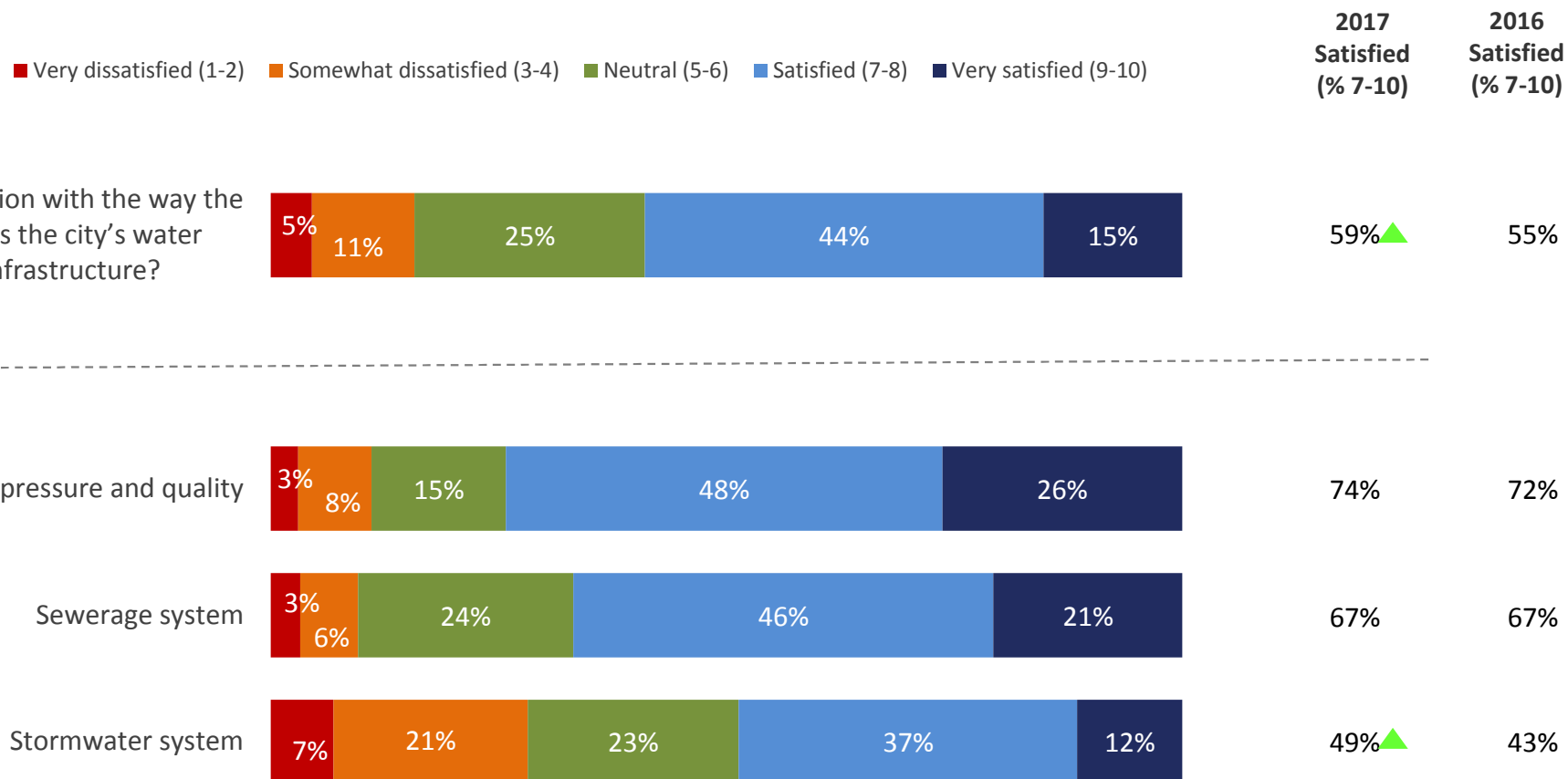
NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. IW. How satisfied are you with each of the following...?
3. Excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower

The improved result for stormwater management is reflected in a more positive result for overall water management

Infrastructure: Water supply



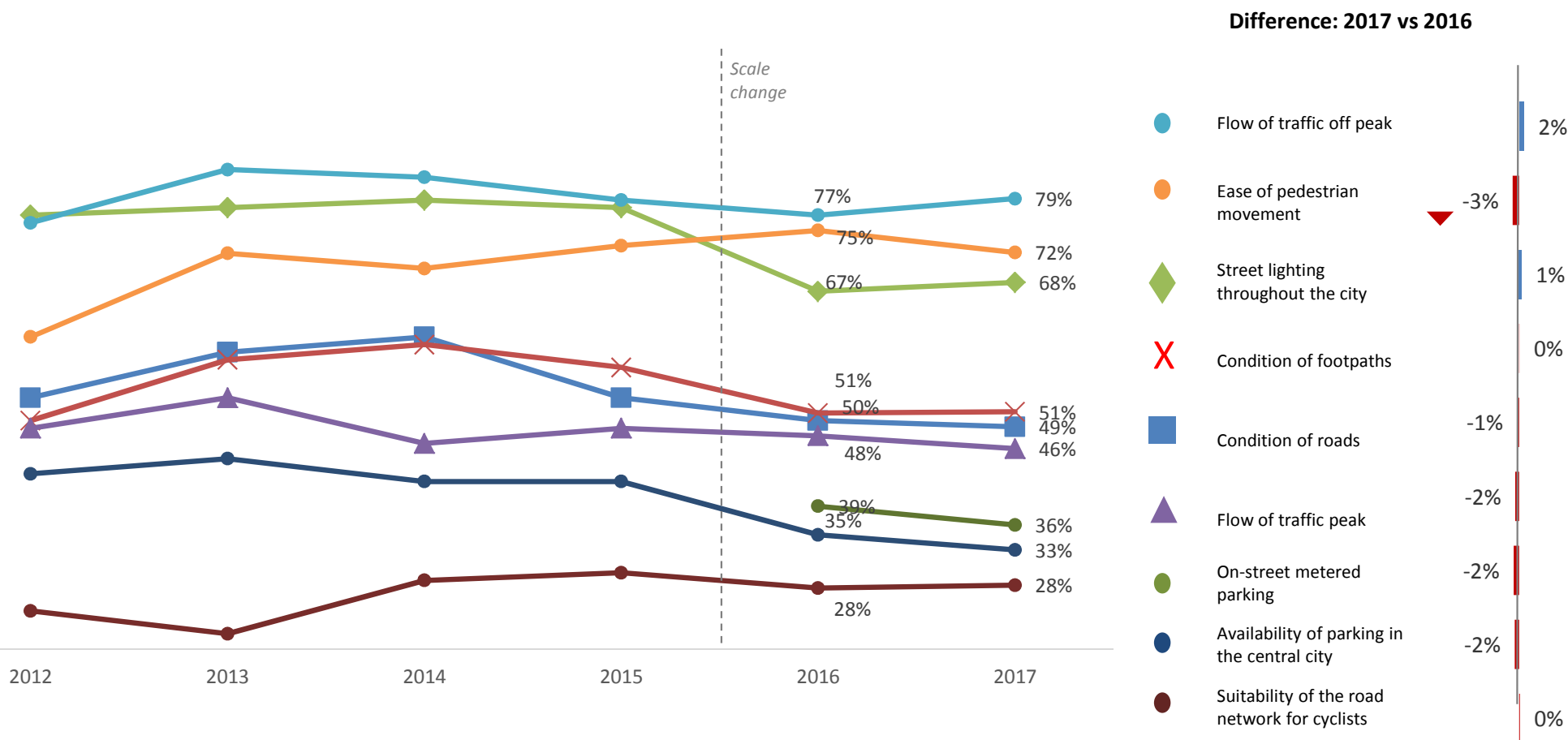
NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. IW: How satisfied are you with each of the following...?
3. Everything considered, how satisfied are you with the way the DCC manages the city's water related infrastructure?
4. Excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower



Residents' evaluation of transport related infrastructure is in line with the prior year although satisfaction with the ease of pedestrian movement has declined

Infrastructure: roads, footpaths, lighting and parking (% 7-10)



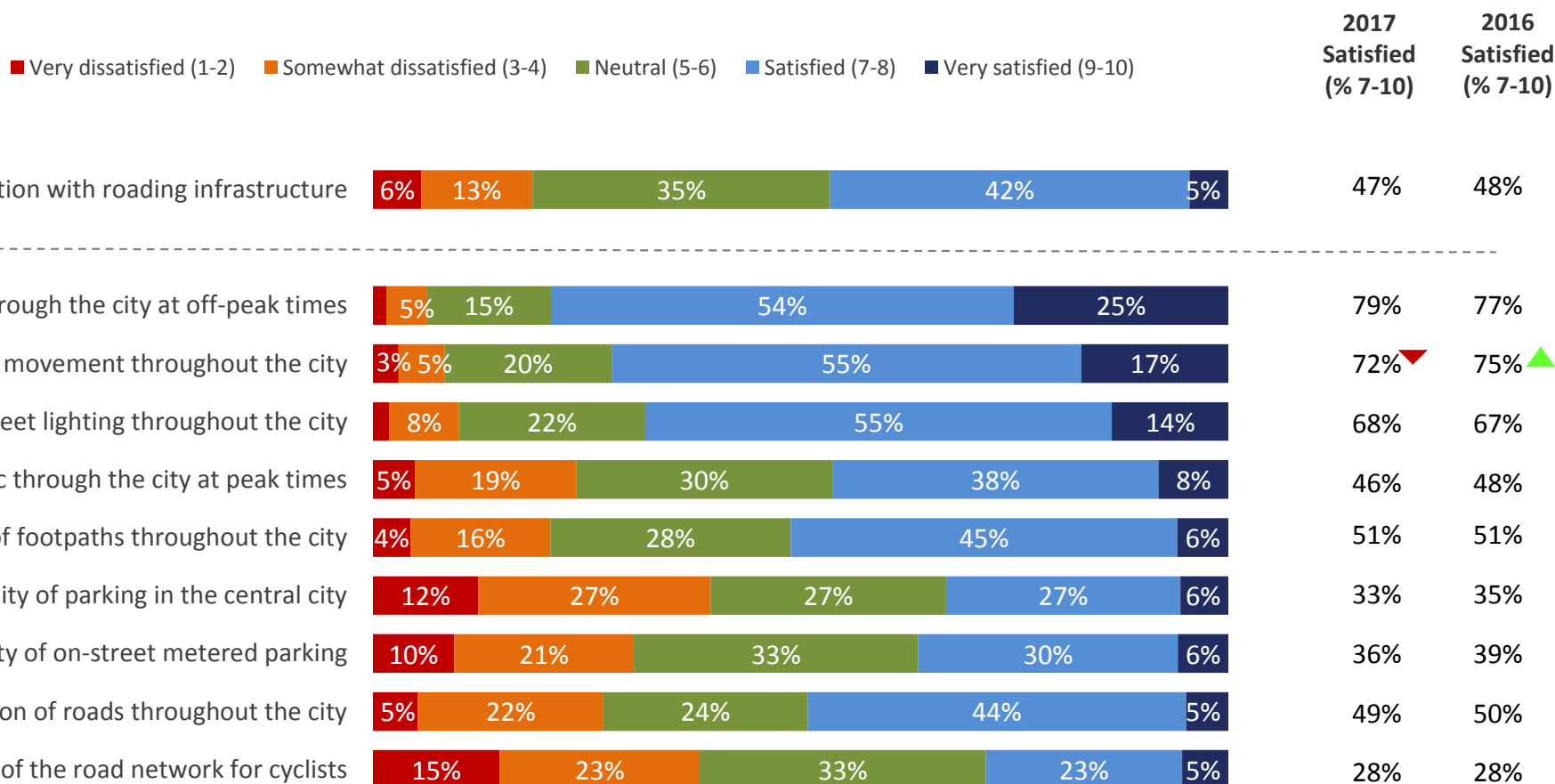
NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. ID. How satisfied are you with each of the following...?
3. Excludes 'don't know' responses

 Significantly higher
 Significantly lower

Concerns mostly relate to the availability of parking within the central city and the suitability of the roading network for cyclists

Infrastructure: Roding



NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. ID: How satisfied are you with each of the following?
3. Excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower



dunedin

Services

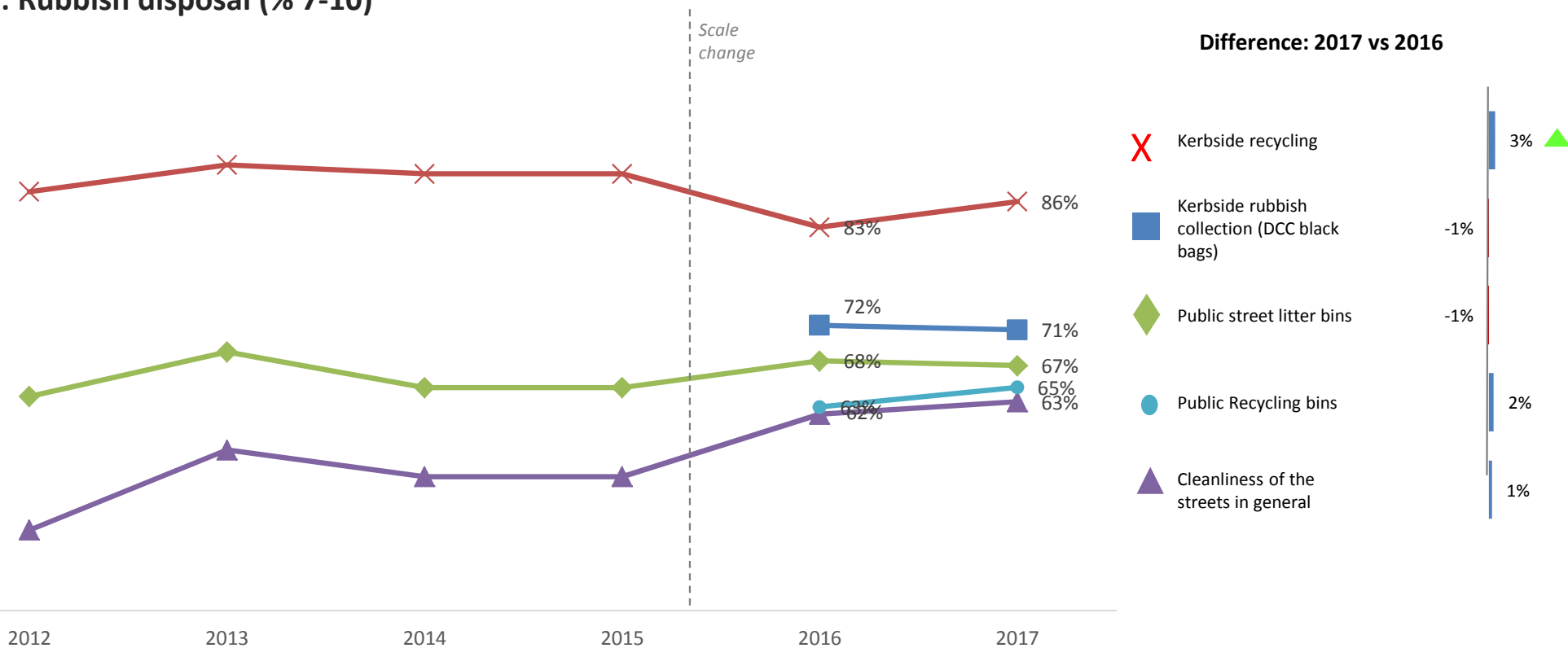


Residents' Opinion Survey
July 2016 - June 2017



Satisfaction with kerbside recycling services shows an improvement while results for other waste related measures remain in line with 2016

Services: Rubbish disposal (% 7-10)



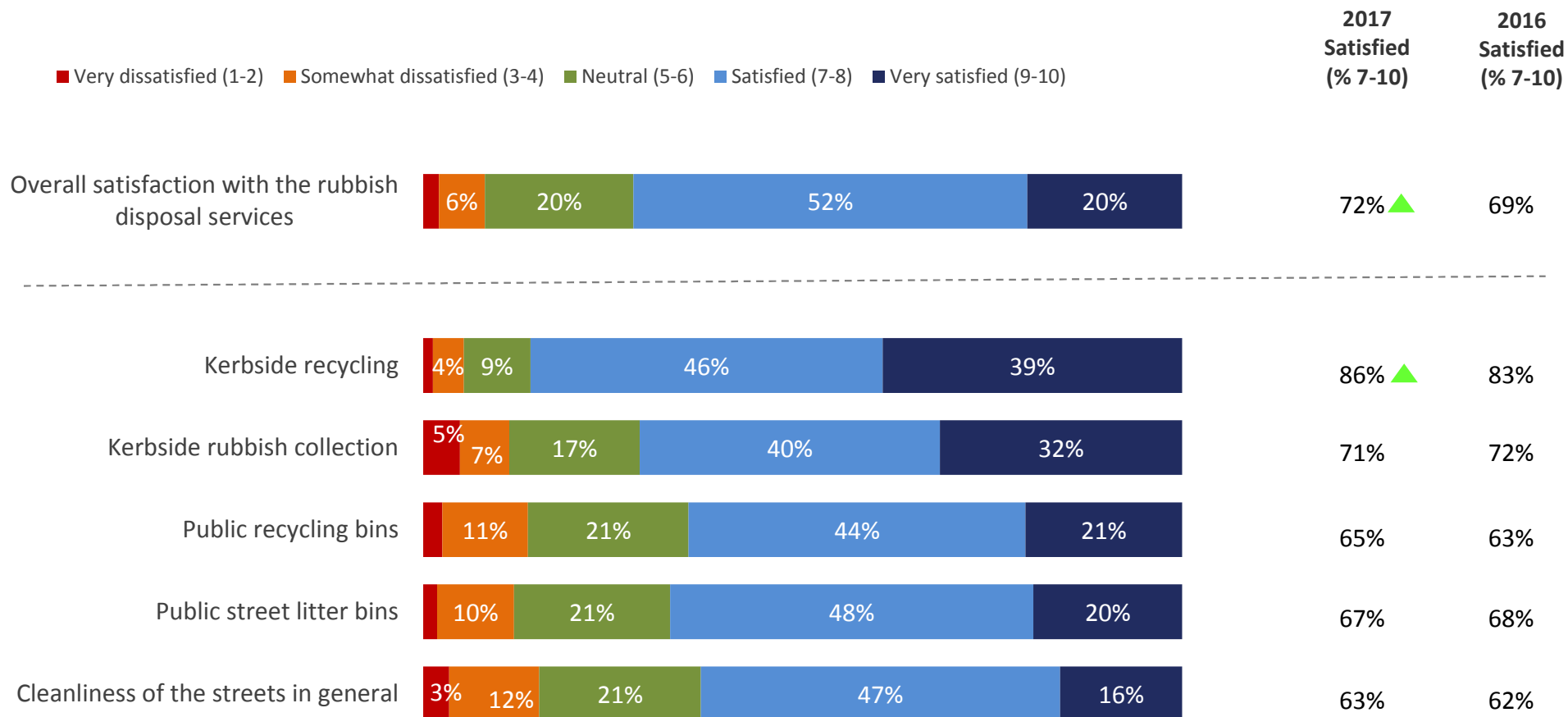
NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. RD. How satisfied are you with each of the following?
3. Excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower

The improved results for kerbside recycling is also reflected in an improved score for overall satisfaction with waste disposal services

Services: Waste disposal



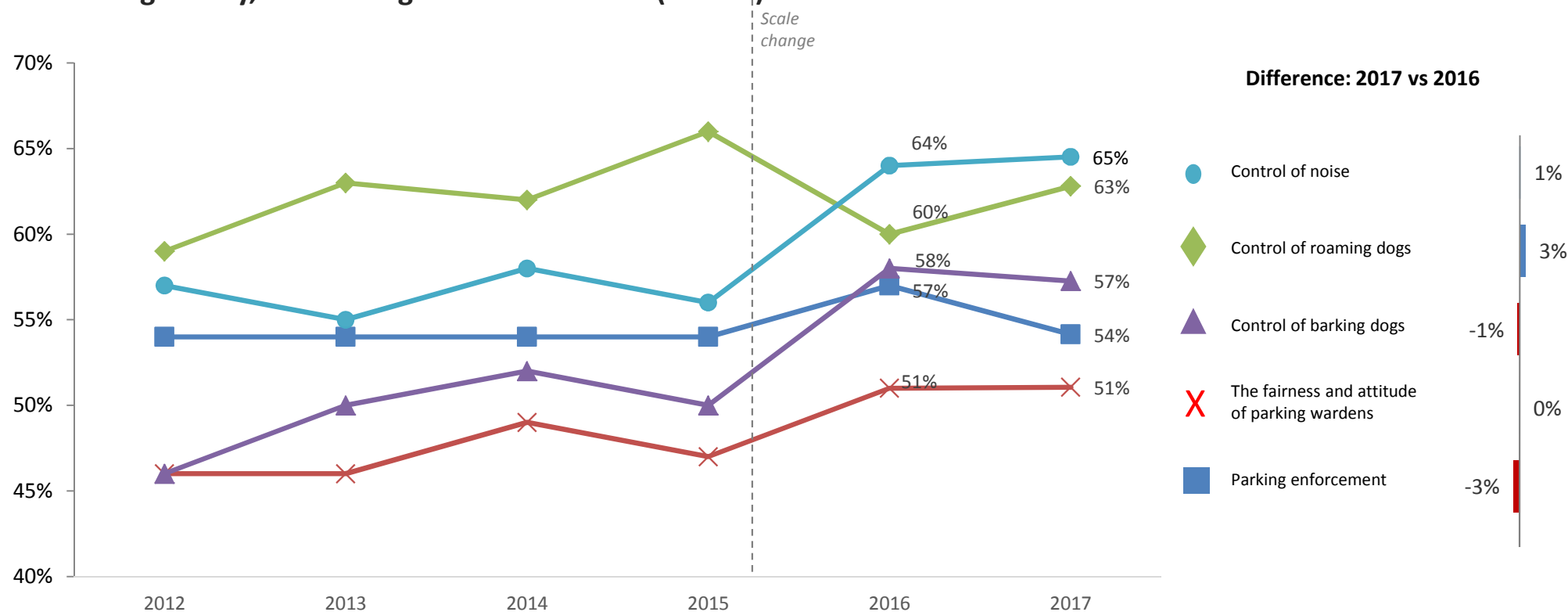
NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. RD: How satisfied are you with each of the following...?
3. Excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower

Satisfaction with regulatory services remains similar to last year although residents are somewhat more satisfied with animal control and more concerned about parking enforcement

Services: Regulatory, monitoring and enforcement (% 7-10)

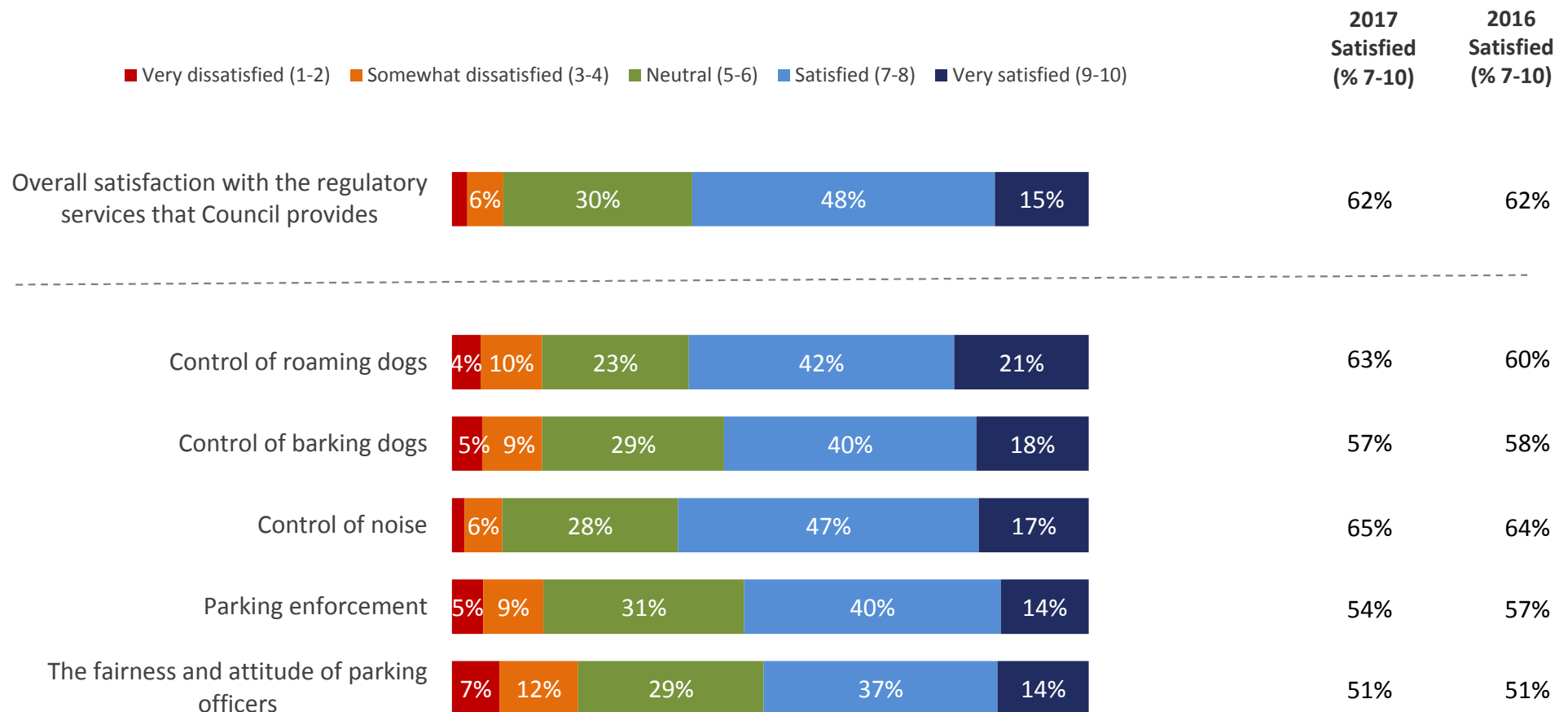


NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. RM. How satisfied are you with each of the following?
3. Excludes 'don't know' responses

Dissatisfaction with the fairness and attitude of parking officers remains high (20%) and satisfaction with parking enforcement shows some decline

Services: Regulatory services



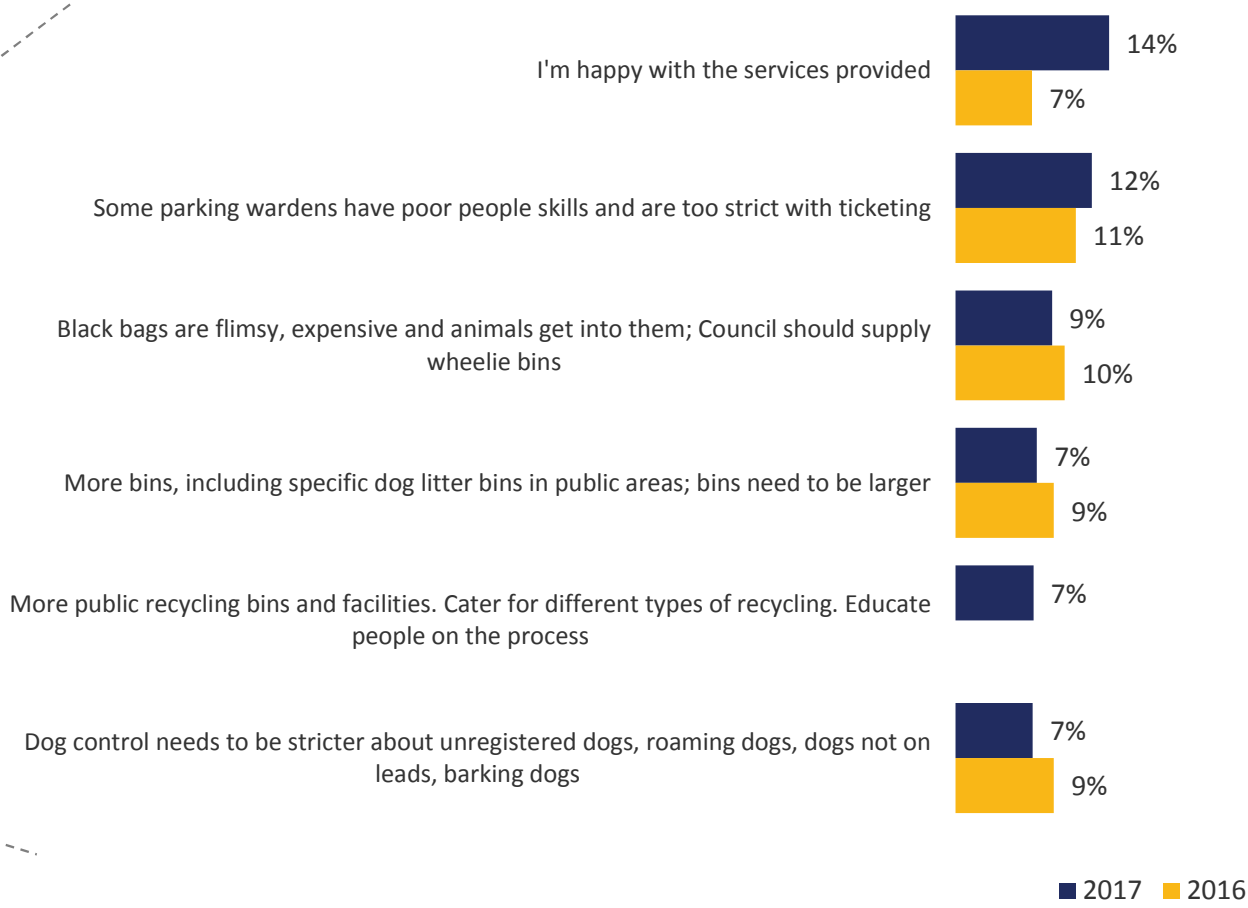
NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. RM: How satisfied are you with each of the following...?
3. Excludes 'don't know' responses



Comments regarding Council services mostly relate to fairness of parking wardens, improvements to waste collection and animal control

Comments concerning Council services

Have comments about Council services



NOTES:
1. Sample: 2017 n=1,231, 2016 n=1,577
2. VB3: Do you have any comments about any of these services that the DCC provides?
3. Excludes 'don't know' responses

 Significantly higher
 Significantly lower

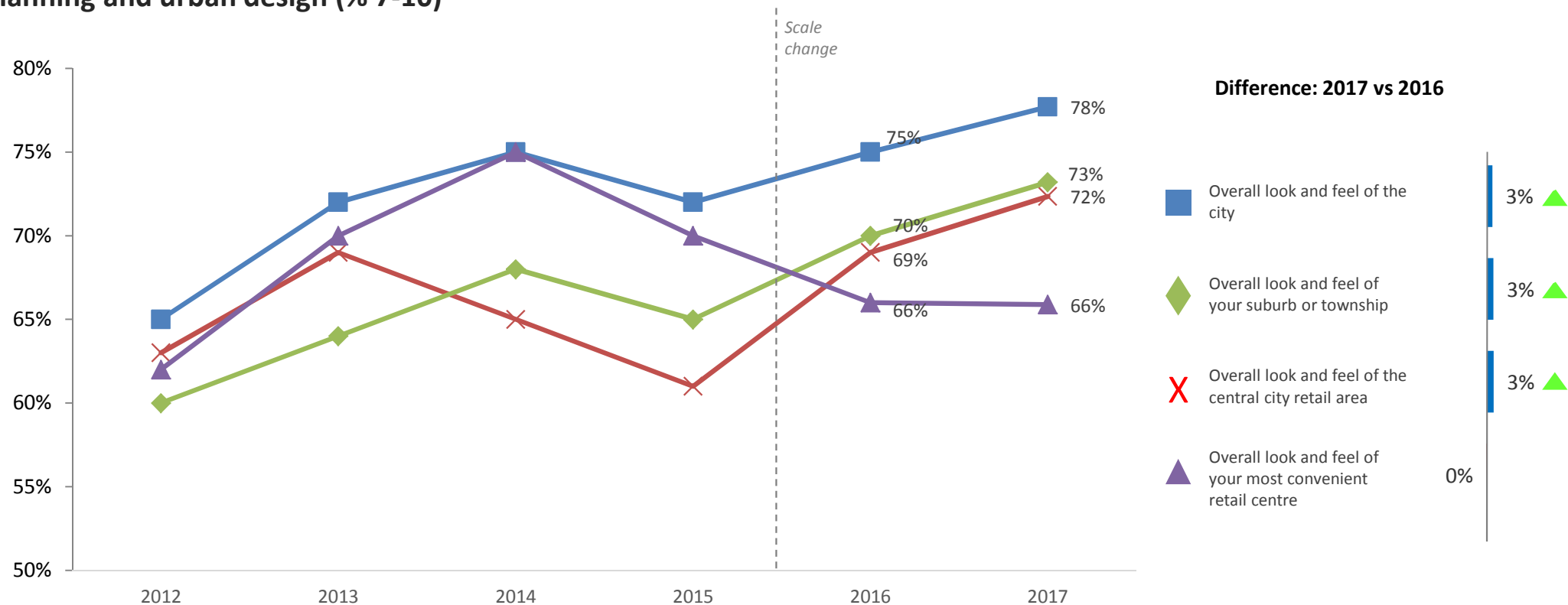


dunedin

Planning and urban design

Overall satisfaction with the look and feel of Dunedin City, suburbs and the central city retail area continue to follow an improving trend

Planning and urban design (% 7-10)



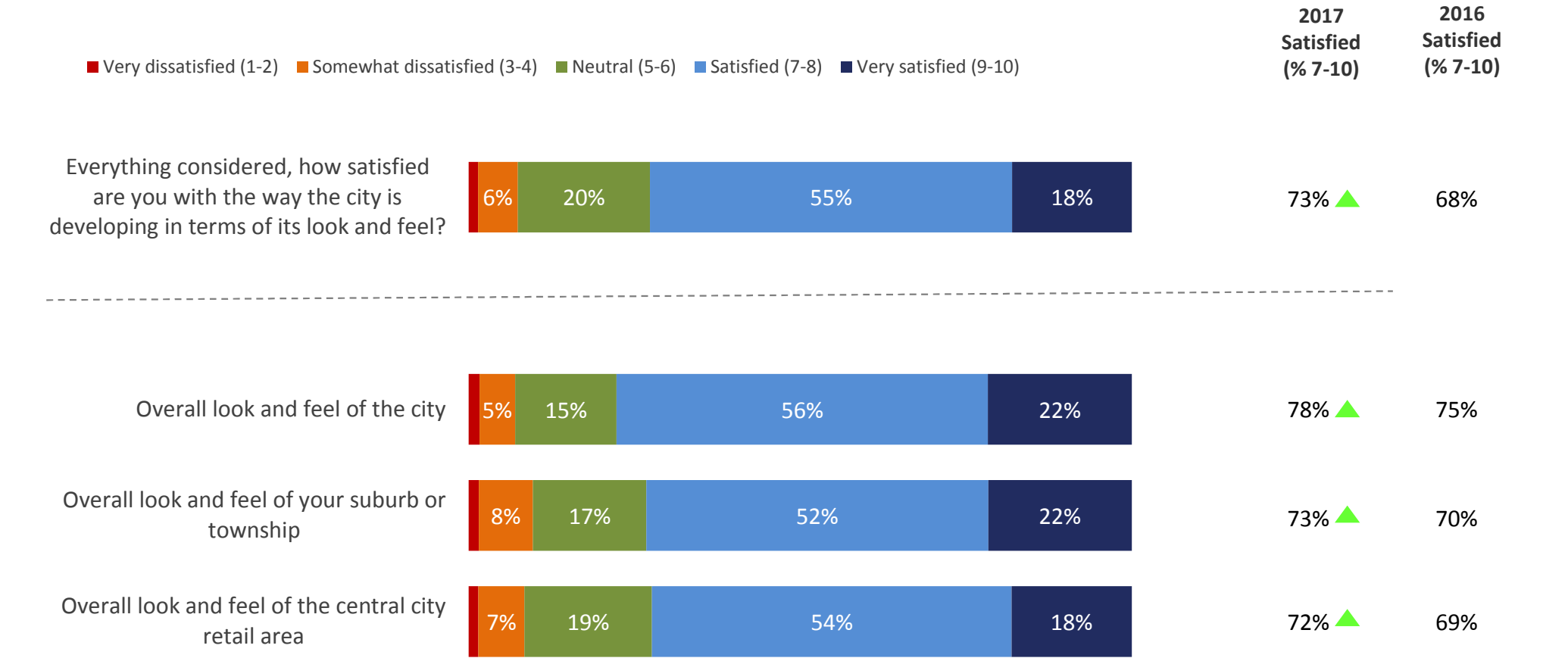
NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. UD. How satisfied are you with each of the following...?
3. Excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower

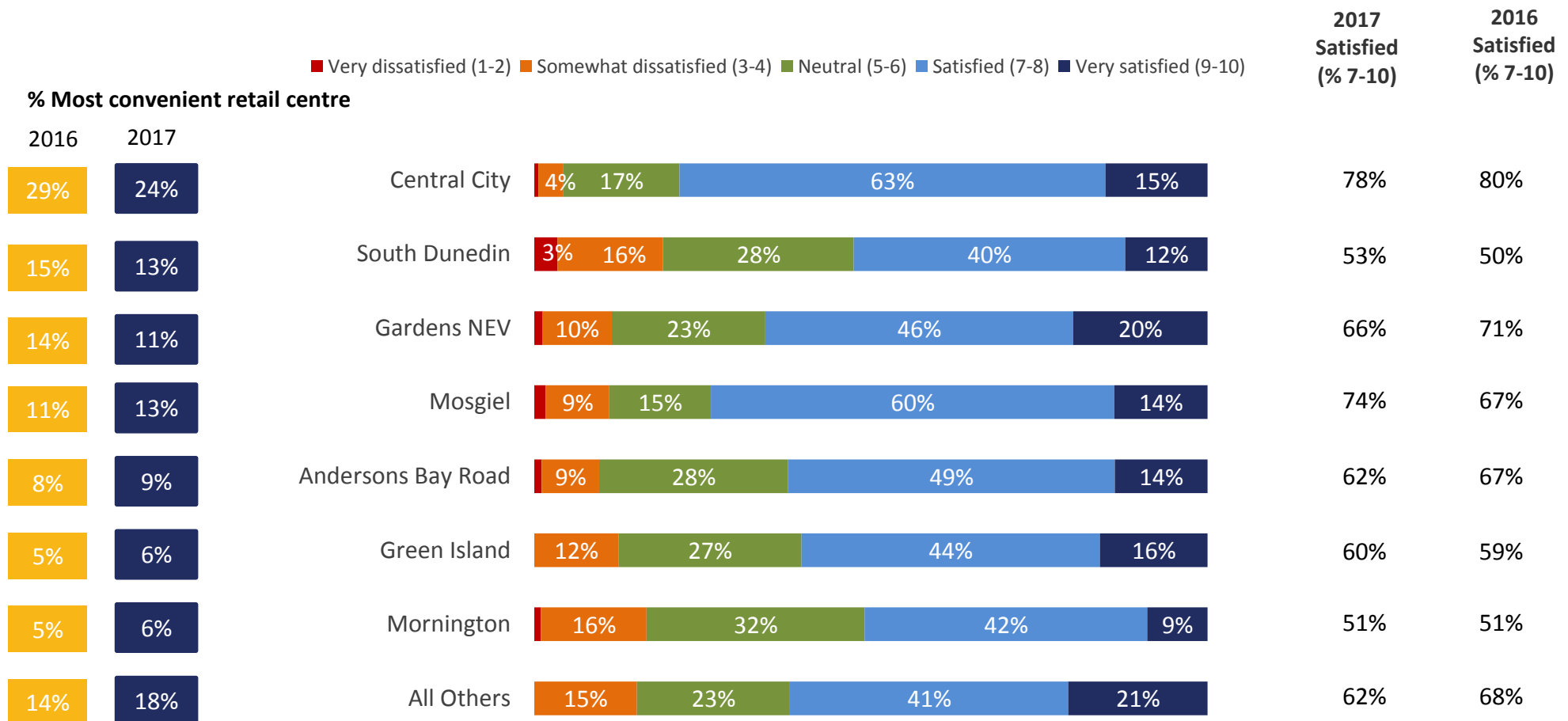
Overall, residents are more positive about the look and feel of their city and suburbs

Planning and urban design



In terms of satisfaction with the most convenient retail centre, satisfaction has increased in Mosgiel

Look and feel of most convenient retail centre

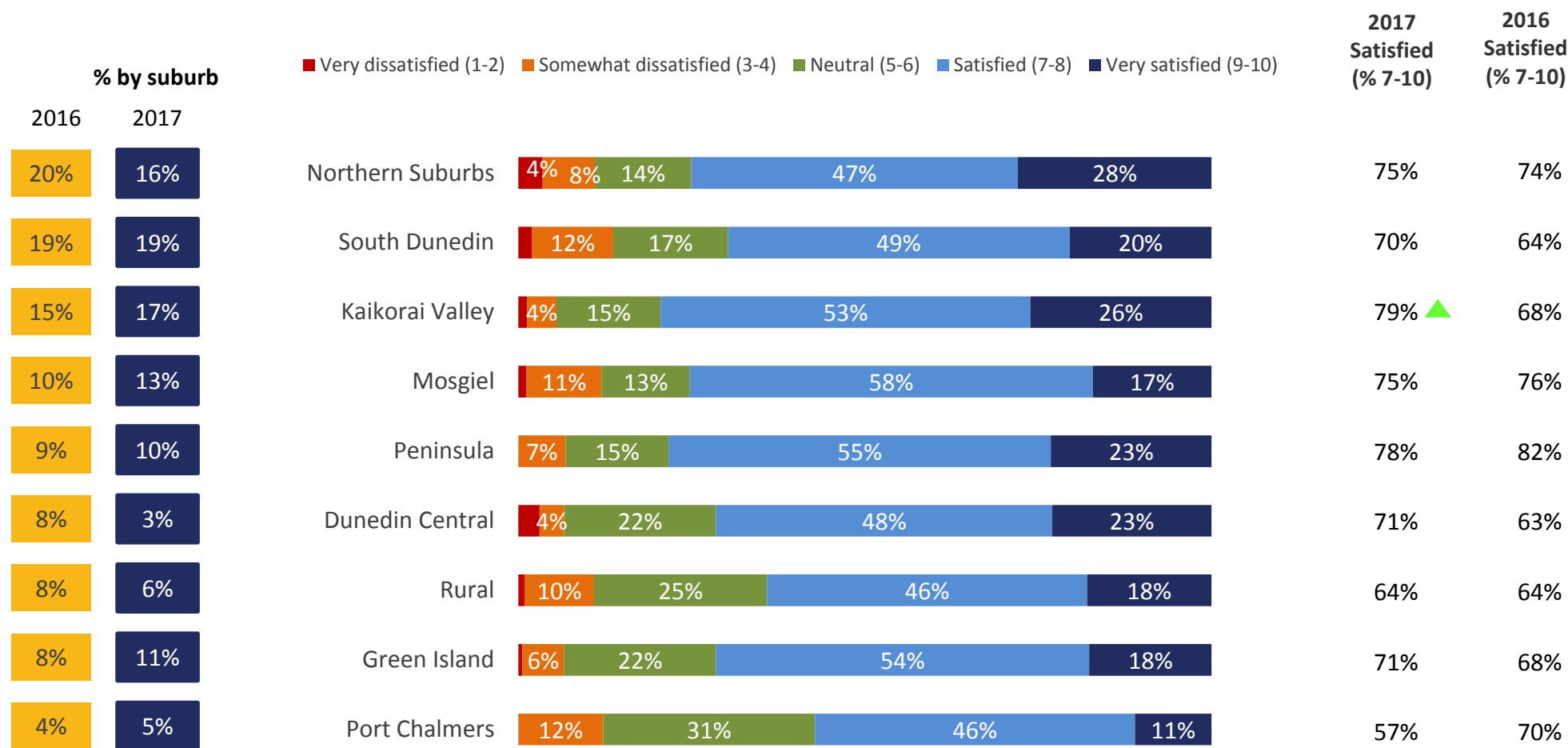


NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. UD1: Which of the following do you consider to be your most convenient retail centre?
3. UD_1: How satisfied are you with each of the following? Overall look and feel of your most convenient retail centre?
4. Excludes 'don't know' responses

Residents of Kaikorai Valley are more satisfied with the look and feel of their suburb while results for other suburbs remain similar to last year

Look and feel of your suburb



NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. UD: How satisfied are you with each of the following? [Overall look and feel of your suburb or township]
3. Location is selected from the current residential address as shown in the Electoral Roll
4. Excludes 'don't know' responses



▲ Significantly higher
▼ Significantly lower

Considerably more comments were recorded regarding the look and feel of the city, with the key concerns relating to the development of certain areas

Comments about the look and feel of the city



NOTES:
 1. Sample: 2017 n=1,231, 2016 n=1,577
 2. VB4: Do you have any comments about the look and feel of the city?
 3. Excludes 'don't know' responses

 Significantly higher
 Significantly lower



dunedin

Council communications

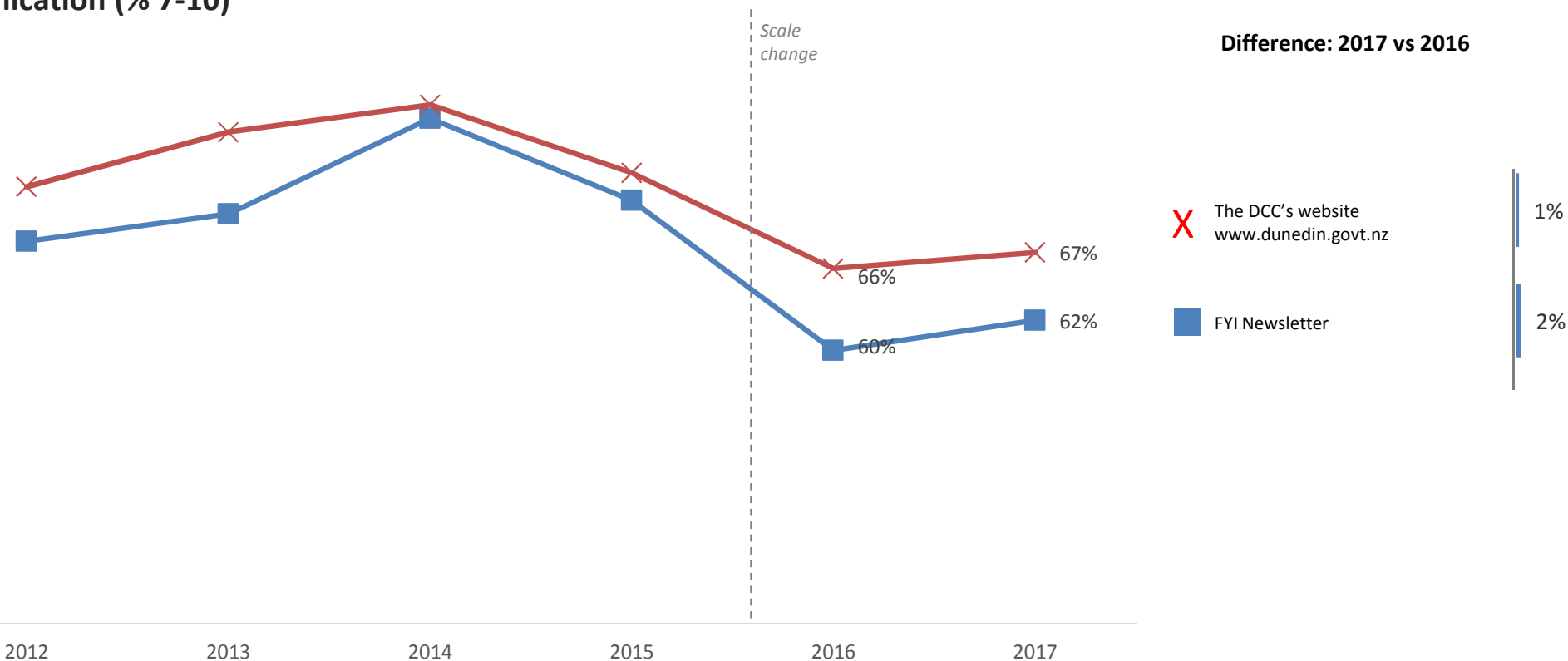


Residents' Opinion Survey
July 2016 - June 2017



Satisfaction with the Council's website and newsletter have plateaued at 67% and 62% respectively

Communication (% 7-10)

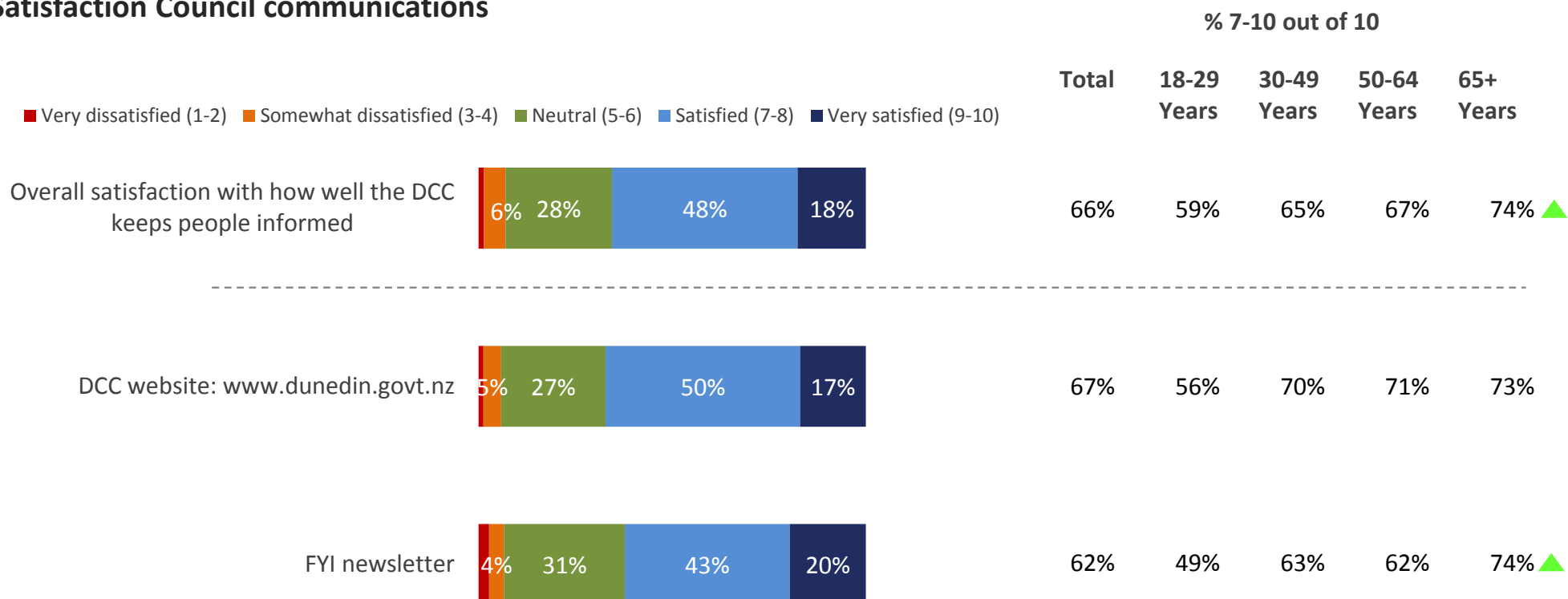


NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. IN. How satisfied are you with each of the following...?
3. Excludes 'don't know' responses


Older residents are more likely to be satisfied with how well Council keeps people informed, and especially satisfied with the FYI newsletter

Satisfaction Council communications



NOTES:

1. Sample: n=1,231; those who evaluated the website, n=892; those who evaluated the FYI magazine, n=1026
2. IN1-IN2: How satisfied are you with (1) the FYI newsletter, (2) The DCC website
3. IN3: Everything considered, how satisfied are you with how well the DCC keeps people informed?
4. Excludes 'don't know' responses

 Significantly higher
 Significantly lower



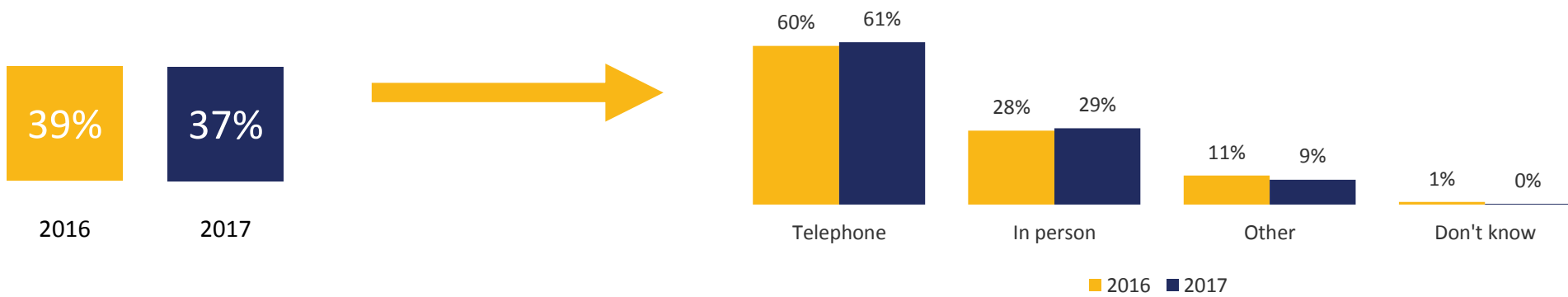
dunedin

Interactions with Council staff

The proportion of residents who are making contact with Council remains at about 37%-39% in a three month period and this is mostly via telephone(61%)

Contact with Dunedin City Council staff

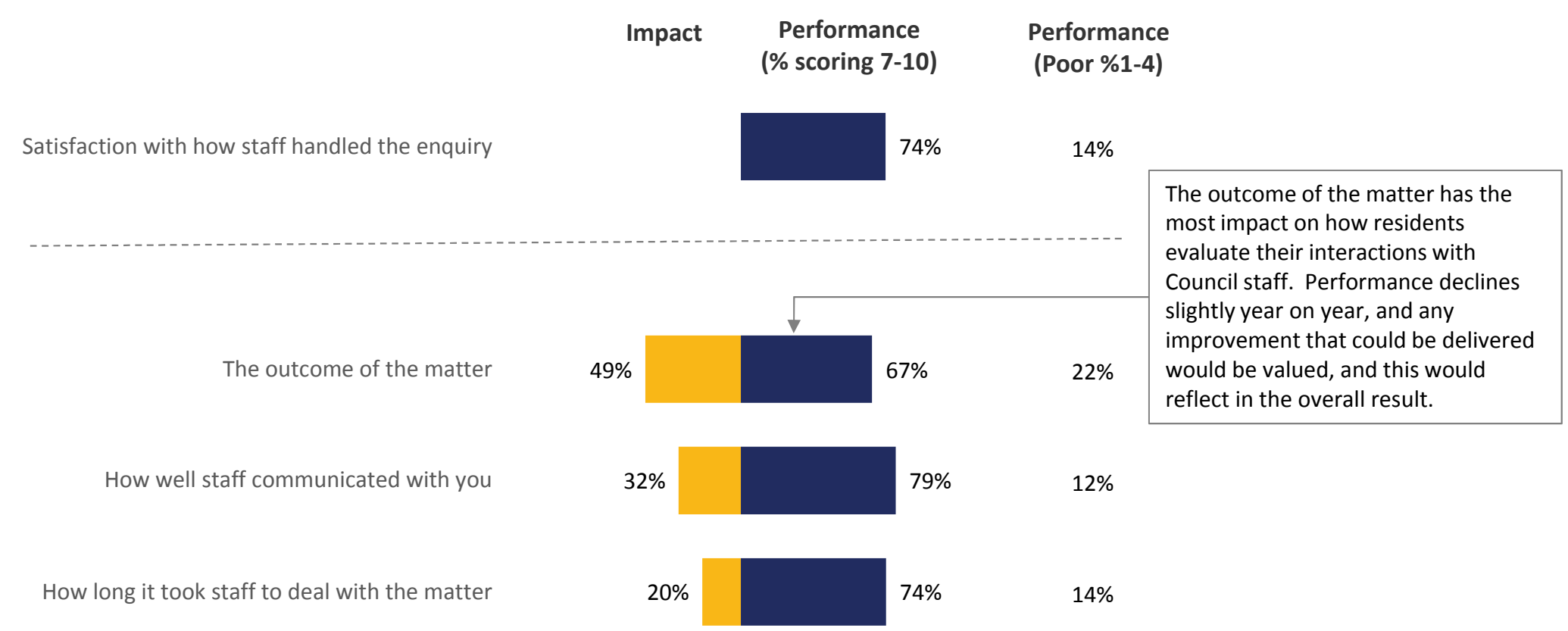
Have contacted Council staff
in the last three months



NOTES:
1. Sample: n=1,231; those who have had contact n=511
2. CS1. In the last three months have you contacted the Dunedin City Council staff about any matter?
3. CS2. What best describes the form of the most recent contact you have had with the Dunedin City Council staff?

The majority of residents who interacted with Council were satisfied with how their enquiry was handled, but the slight decline in satisfaction with the outcome of the matter should be monitored

Satisfaction with interaction with Council staff: Those who have had an interaction in last three months

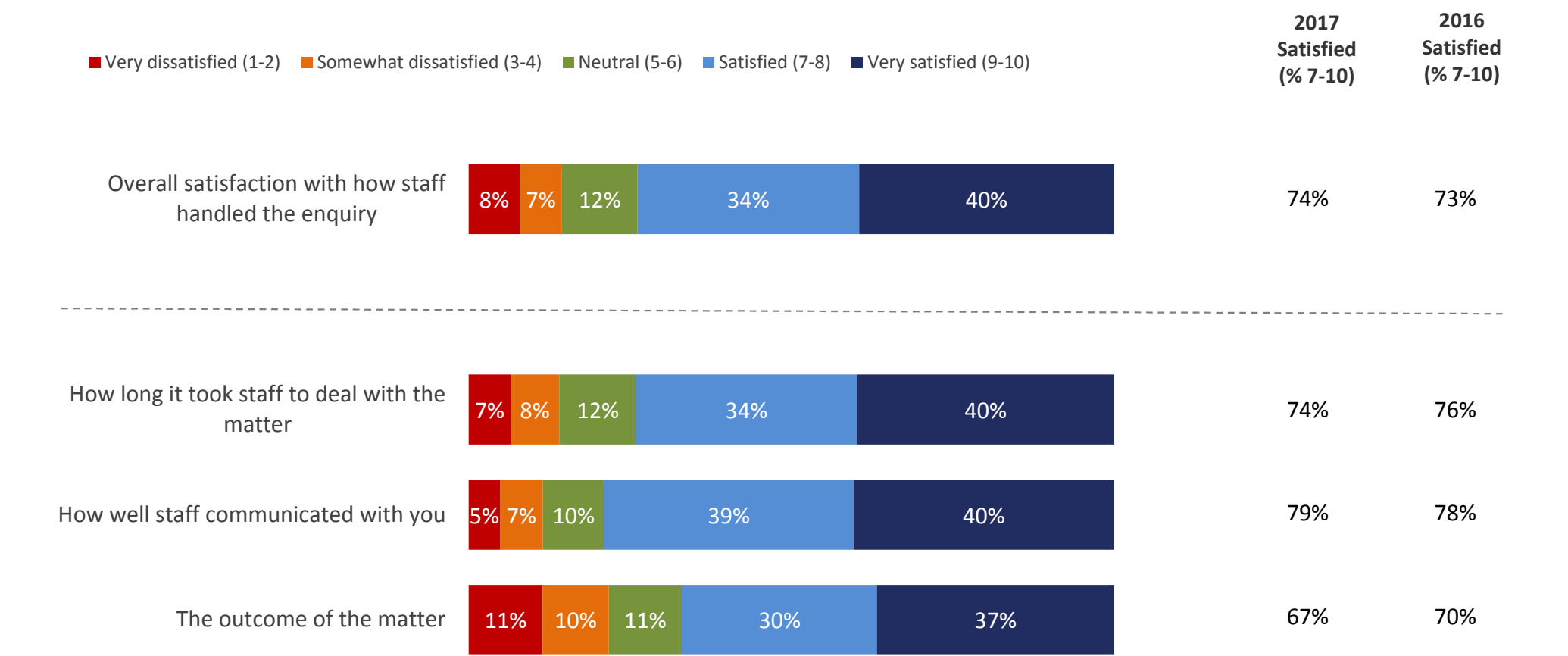


NOTES:

- Sample: n=1,231; those who have had contact n=511
- CS1: In the last three months have you contacted DCC staff about any matter?
- CS2: What best describes the form of contact you had with DCC staff?
- CS_1-CS_4: In relation to your most recent contact with DCC staff, how satisfied are you with... ?
- Excludes 'don't know' responses

Satisfaction with interaction with Council staff remains constant, and around a fifth of residents report dissatisfaction with an outcome

Satisfaction with interaction with Council staff: Those who have had an interaction in last three months

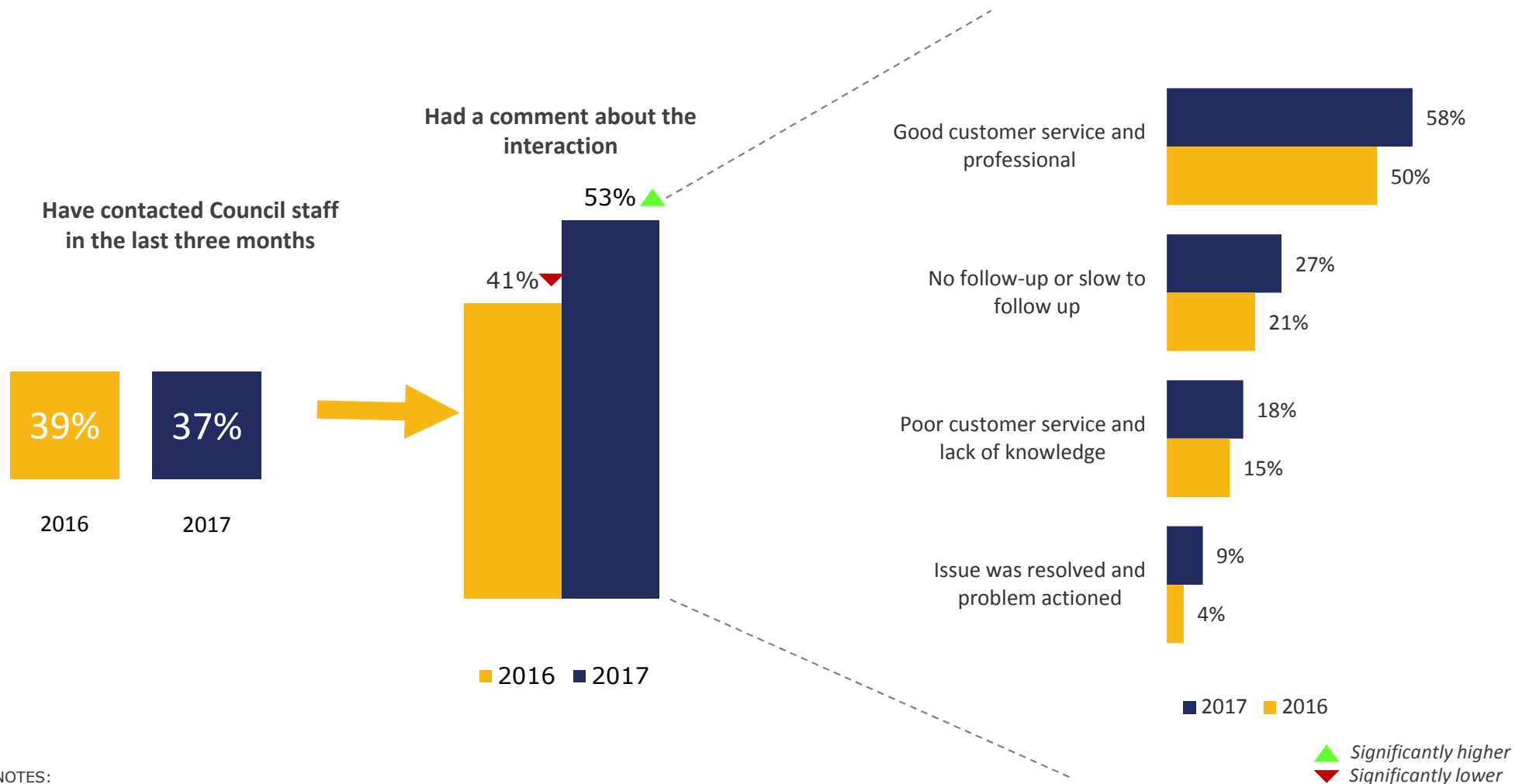


NOTES:

- Sample: 2017 n=1,231, 2016 n=1,577
- CS: In relation to your most recent contact with DCC staff, how satisfied are you with...?
- Overall, how satisfied are your with how staff handled your enquiry?
- Excludes 'don't know' responses

The majority of respondents who commented on the service were satisfied, while improvements relate to follow-up and the knowledge of staff

Comments concerning interactions with Council staff

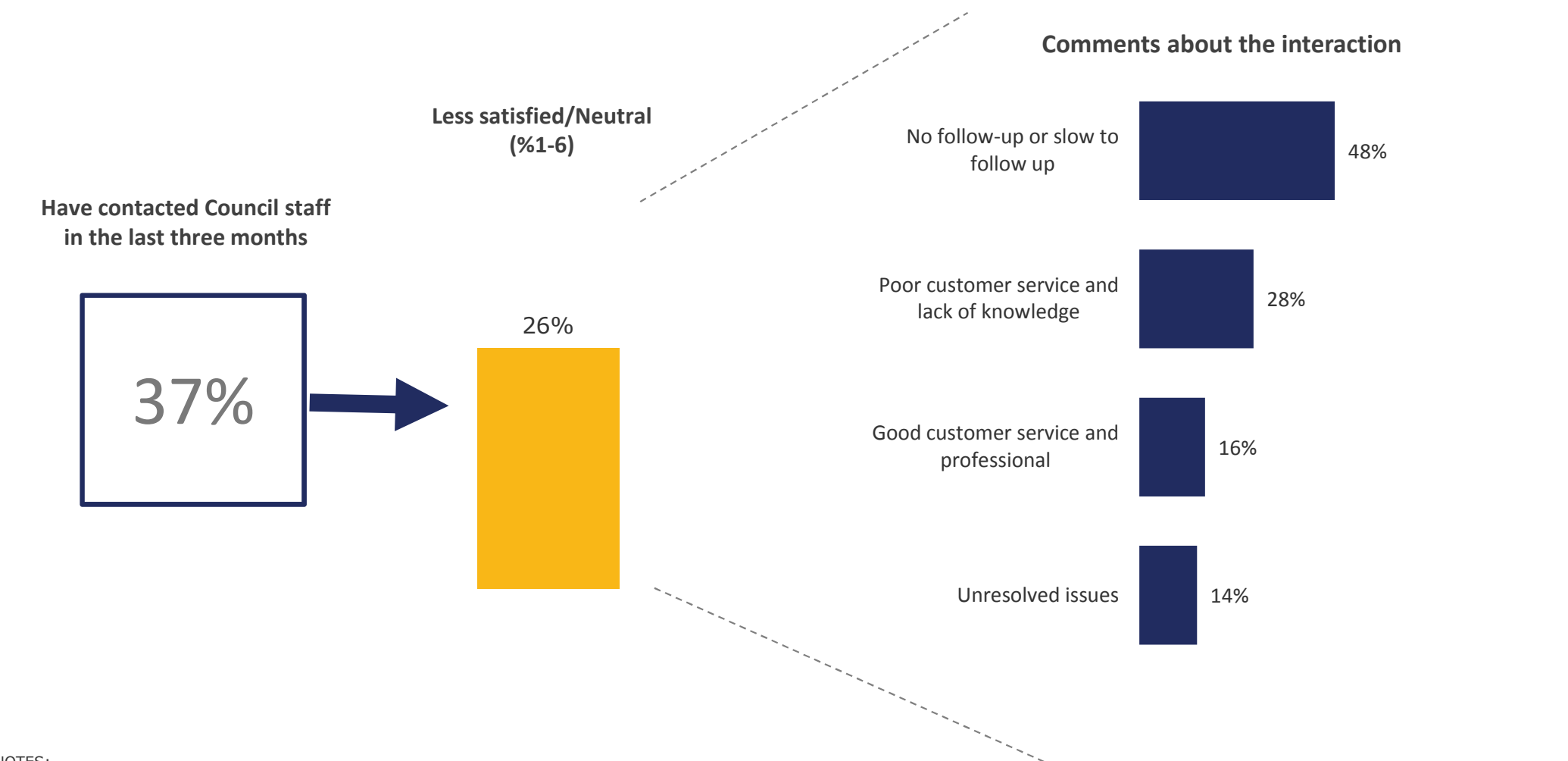


NOTES:

1. Sample: 2017 n=1,231; those who have had contact n=511, 2016 n=1,577; those who have had contact n=655
2. CS7: Do you have any comments about the service you received?
3. Excludes 'don't know' responses

Those who are dissatisfied (26%) with their interaction, cite slow or no follow up (48%), or poor customer service / lack of knowledge (28%) as the reason

Comments concerning interactions with Council staff



NOTES:
1. Sample: n=1,231; those who have had contact n=655
2. CS7: Do you have any comments about the service you received?
3. Excludes 'don't know' responses



Dunedin City Council

Part III: Leadership, perceptions and drivers of satisfaction



dunedin

Leadership

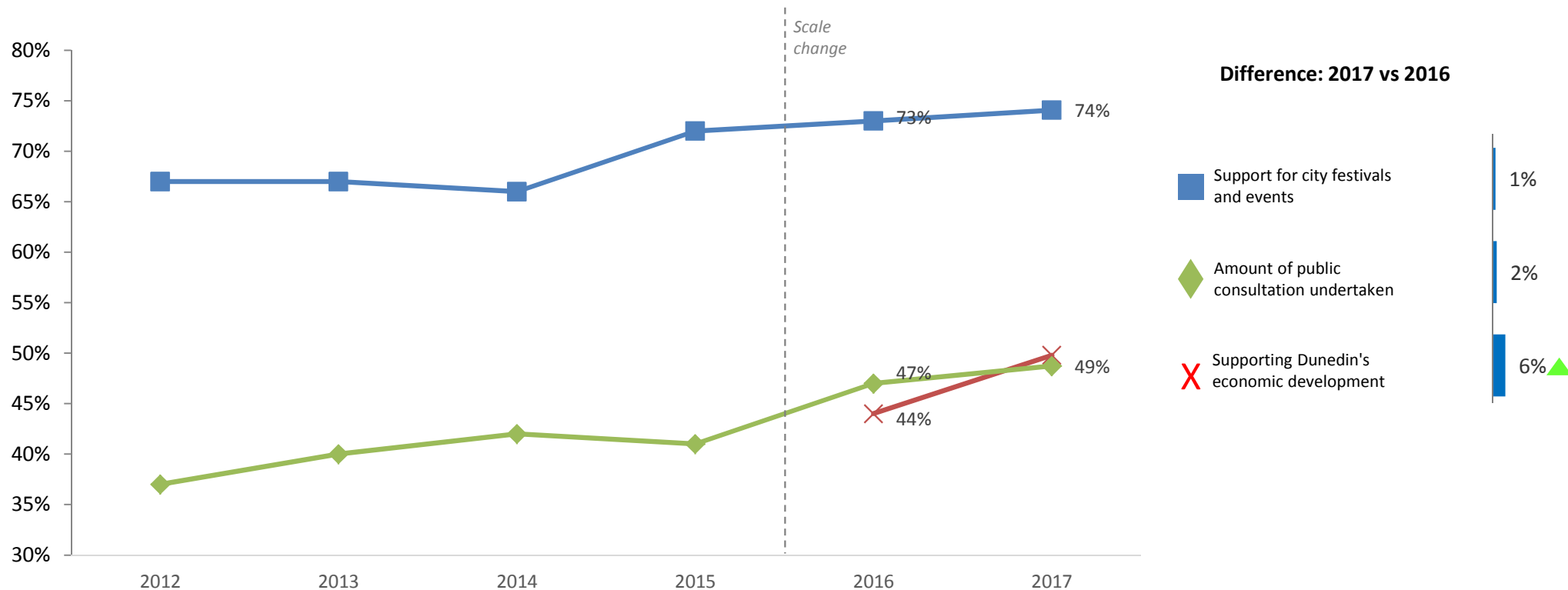


Residents' Opinion Survey
July 2016 - June 2017



There has been a significant increase in satisfaction for Councils' support for Dunedin's economic development

Leadership: Support for events, economic development and consultation (% 7-10)



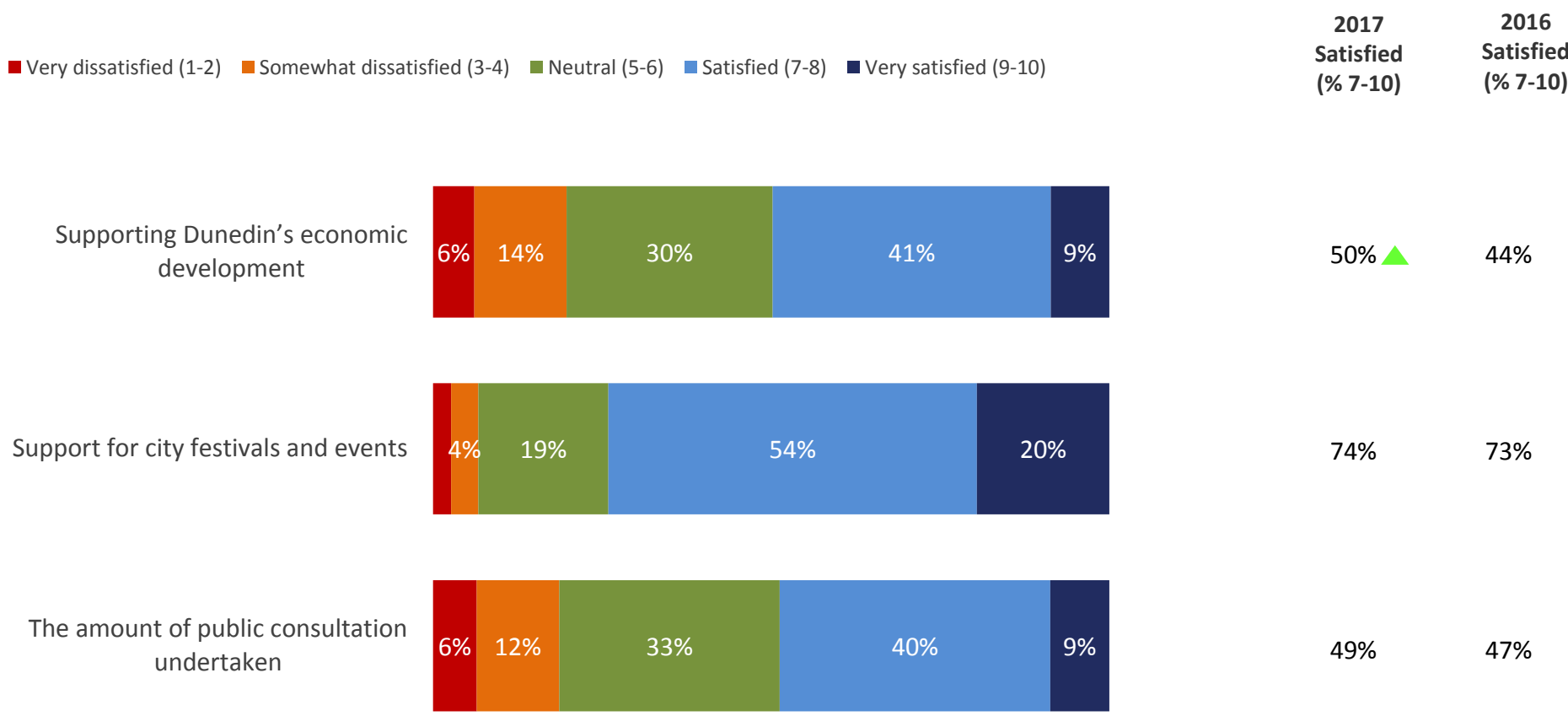
NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. LS. How satisfied are you with each of the following...?
3. Excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower

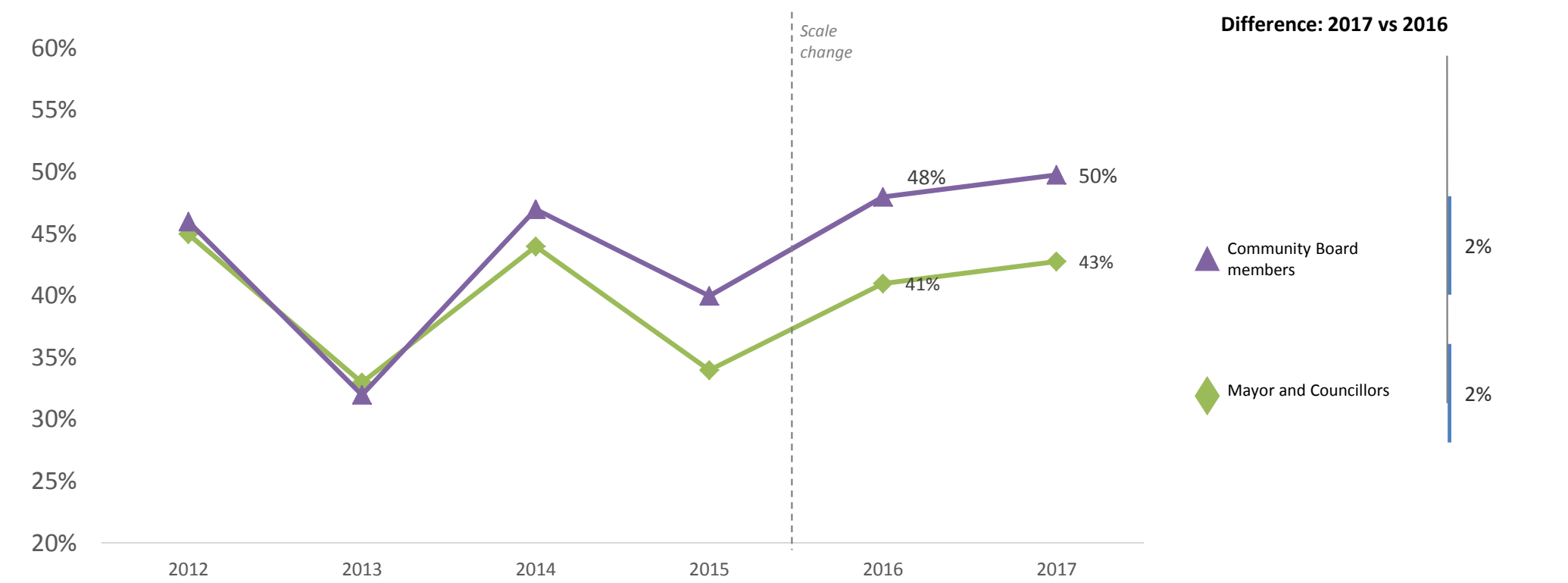
Despite the significant increase in satisfaction with support for economic development, a fifth of residents are dissatisfied with economic development and the amount of public consultation

Support and consultation



Satisfaction with the Mayor, Councillors and Community Board members continue to improve

Leadership: Mayor, Councillors and Community Boards (% 7-10)

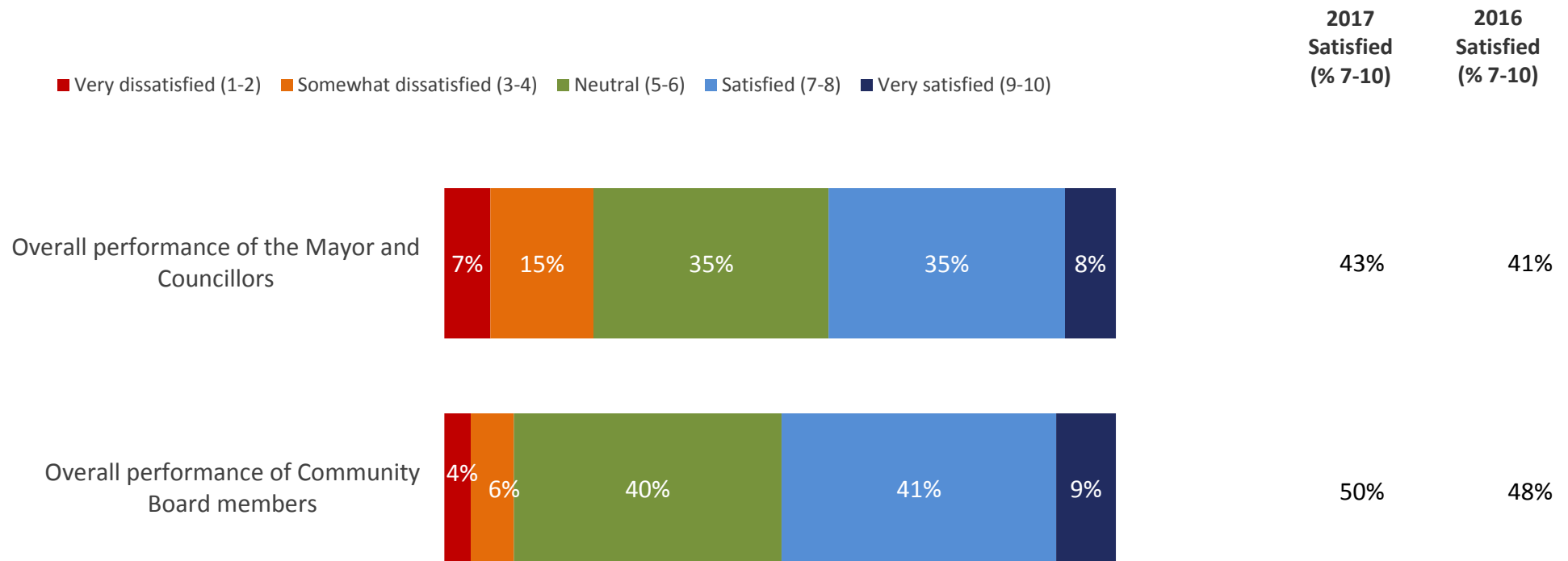


NOTES:

- Sample: 2017 n=1,231, 2016 n=1,577
- LS1 and LS2: How satisfied are you with each of the following?
- Excludes 'don't know' responses

Although satisfaction has improved, a fifth of residents are dissatisfied with the performance of the Mayor and Councillors

Performance of the Mayor, Councillors and Community Boards

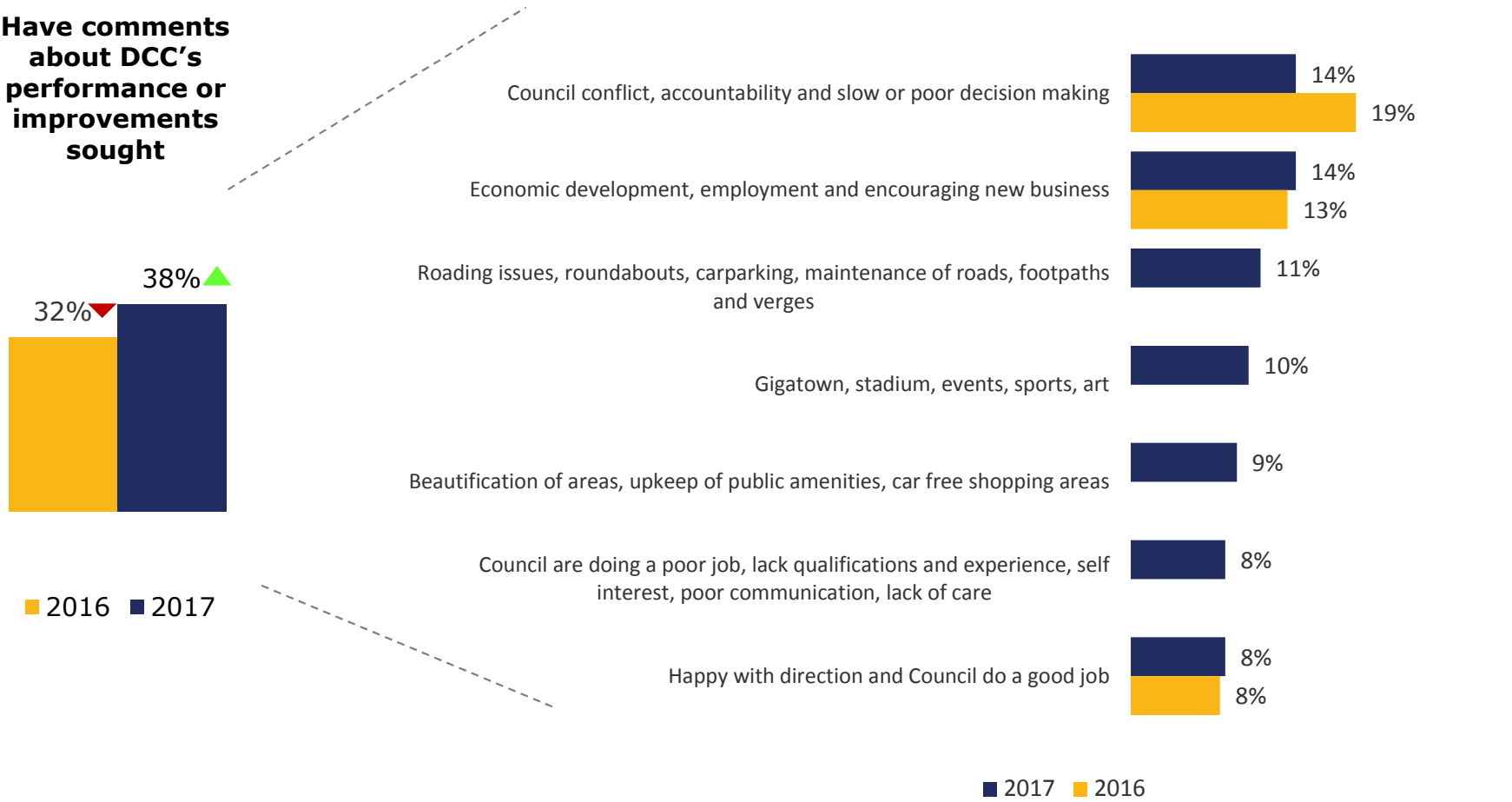


NOTES:

1. Sample: 2017 n=1,231, 2016 n= 1,577
2. LS: How satisfied are you with each of the following
3. Excludes 'don't know' responses

Of note, fewer residents are citing issues with internal conflict and poor decision making while improvements largely relate to economic development and roads

Comments concerning Council’s performance and improvements

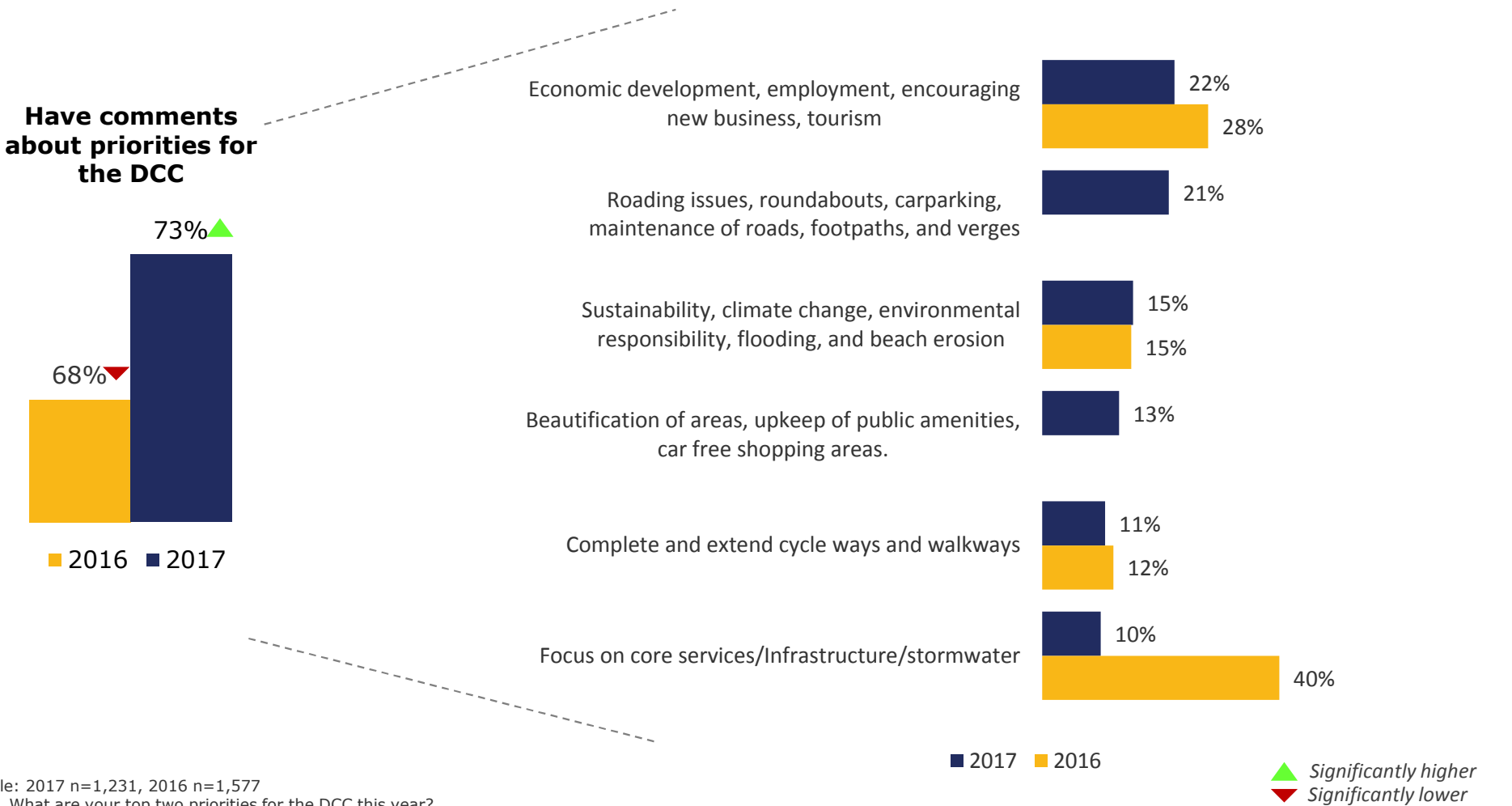


NOTES:

- Sample: 2017 n=1,231, 2016 n=1,577
- OVS2. Do you have any comments about the performance of the DCC or improvements that you would like to see made?
- Excludes 'don't know' responses

Economic development (22%) and transport concerns (21%) are the main areas of interest and far fewer commented on other infrastructure or stormwater

Stated priorities for the Dunedin City Council

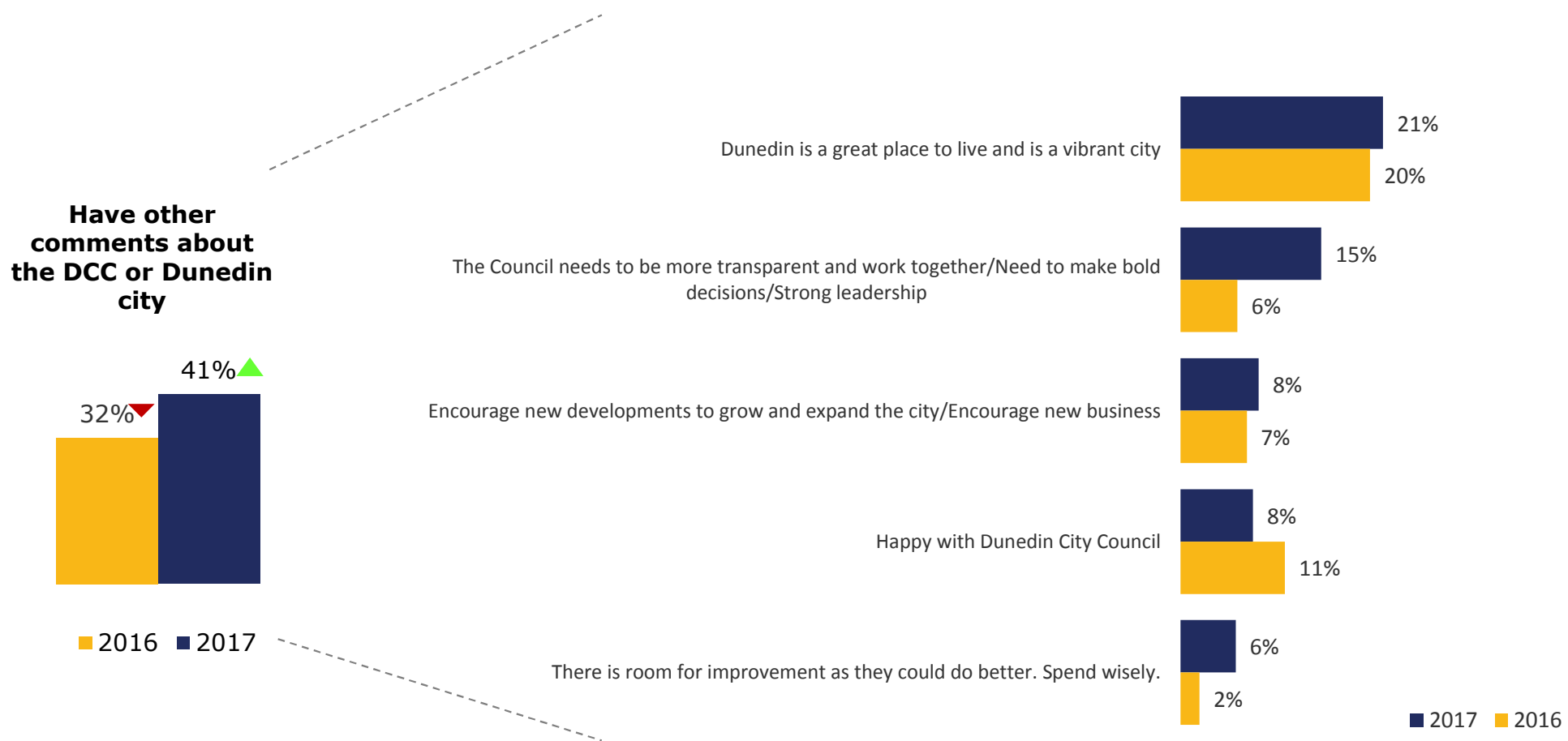


NOTES:

- Sample: 2017 n=1,231, 2016 n=1,577
- GEN1. What are your top two priorities for the DCC this year?
- Excludes 'don't know' responses

Additional comments relate to Dunedin being a great place to live and continued support for Council following recent changes and improvements

Other comments about the Dunedin City Council and Dunedin City



NOTES:

- Sample: 2017 n=1,231, 2016 1,577
- GEN2. Do you have any other comments that you would like to make about the DCC or Dunedin City generally?
- Excludes 'don't know' responses



dunedin

Perceptions of Dunedin City

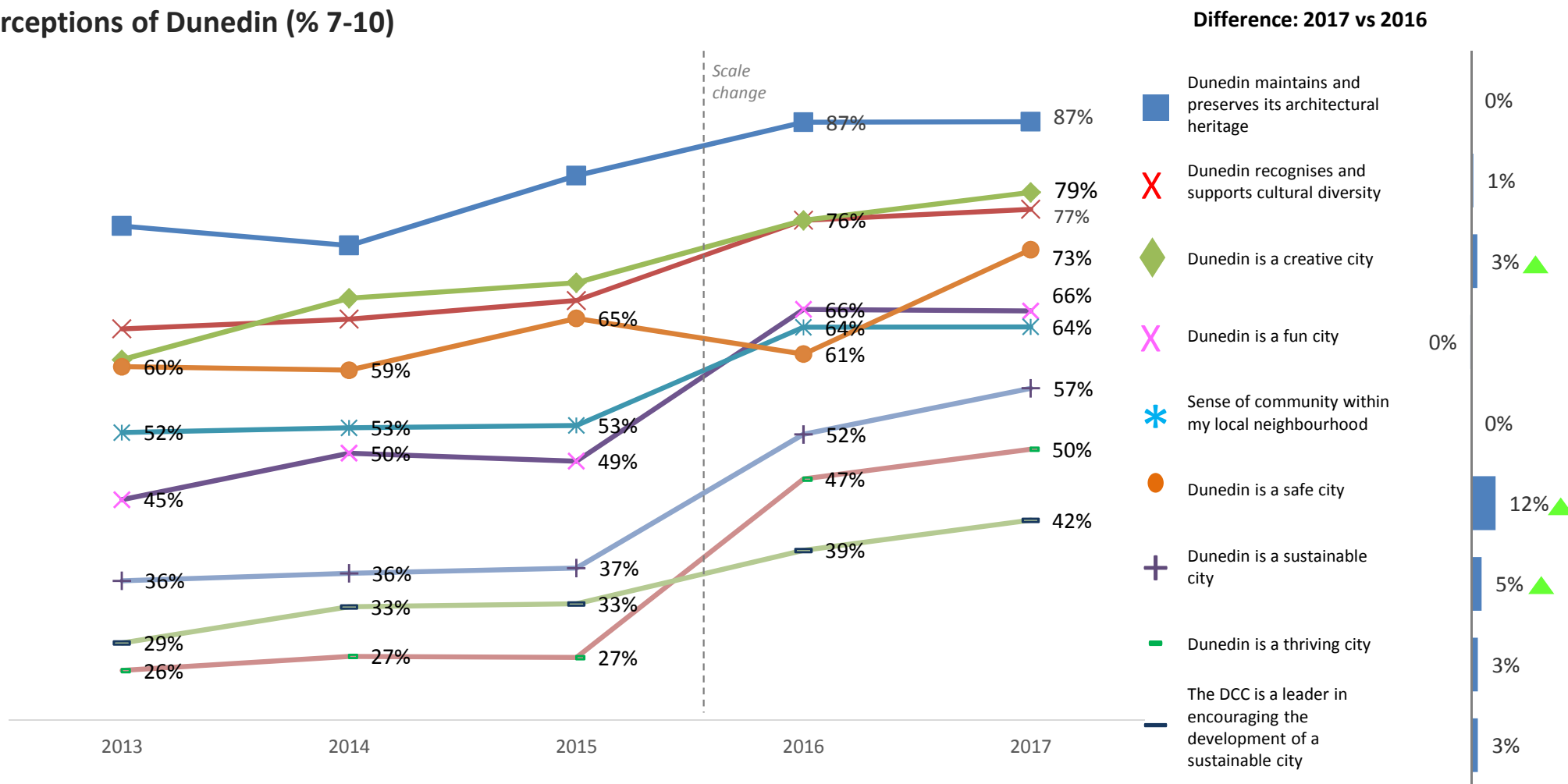


Residents' Opinion Survey
July 2016 - June 2017



Dunedin is increasingly seen as a safe, sustainable and creative city, with results trending positively on these measures over time

Perceptions of Dunedin (% 7-10)



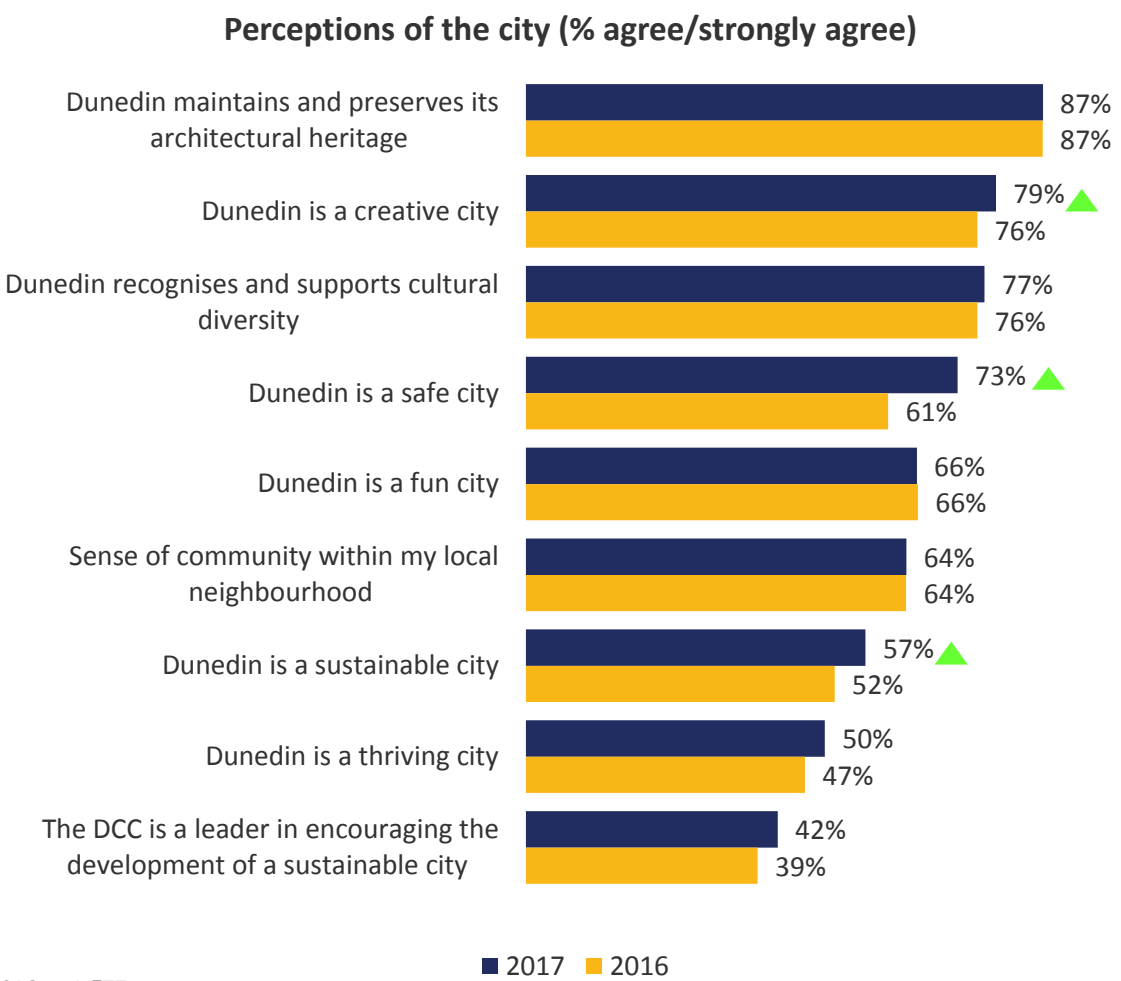
NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. PD. Please indicate your overall perception of Dunedin using a the 1-10 scale where 1 means 'strongly disagree' and 10 means 'strongly agree'
3. Excludes 'don't know' responses

▲ Significantly higher
▼ Significantly lower

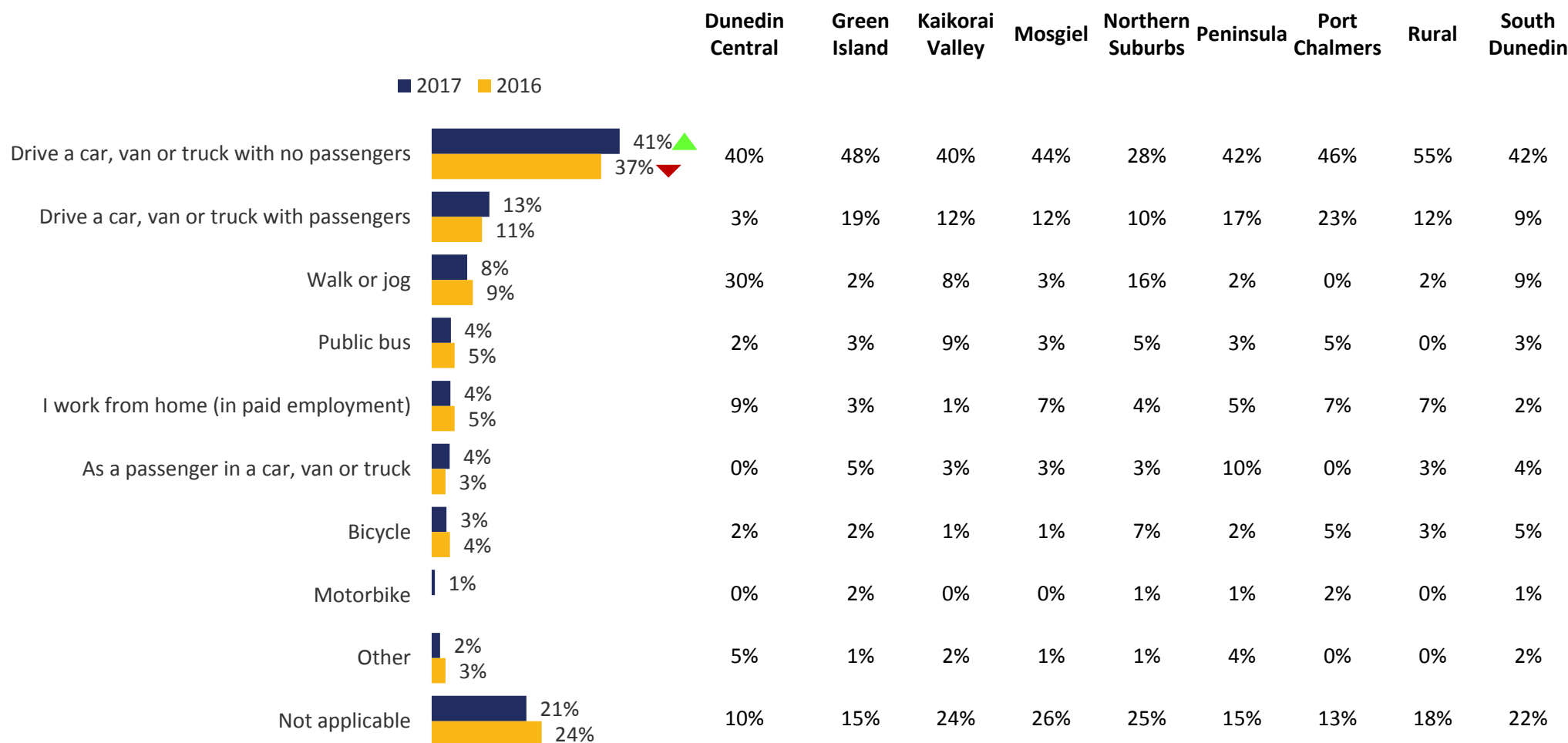
While the strongest association remains with preservation of architectural heritage, increasingly Dunedin is perceived as a creative and safe city and one that is sustainable

Perceptions of Dunedin City



Dunedin's residents are increasingly using passenger vehicles to drive to and from work with few using public transport

Usual mode of transport to work



NOTES:

1. Sample: 2017 n=1,231, 2016 n=1,577
2. DEM9: What is the one main way that you usually travel to work? This is the one you use for the greatest distance.
3. Excludes 'don't know' responses
4. Significance testing based on a 90% confidence interval

▲ Significantly higher
▼ Significantly lower



dunedin

Drivers of satisfaction

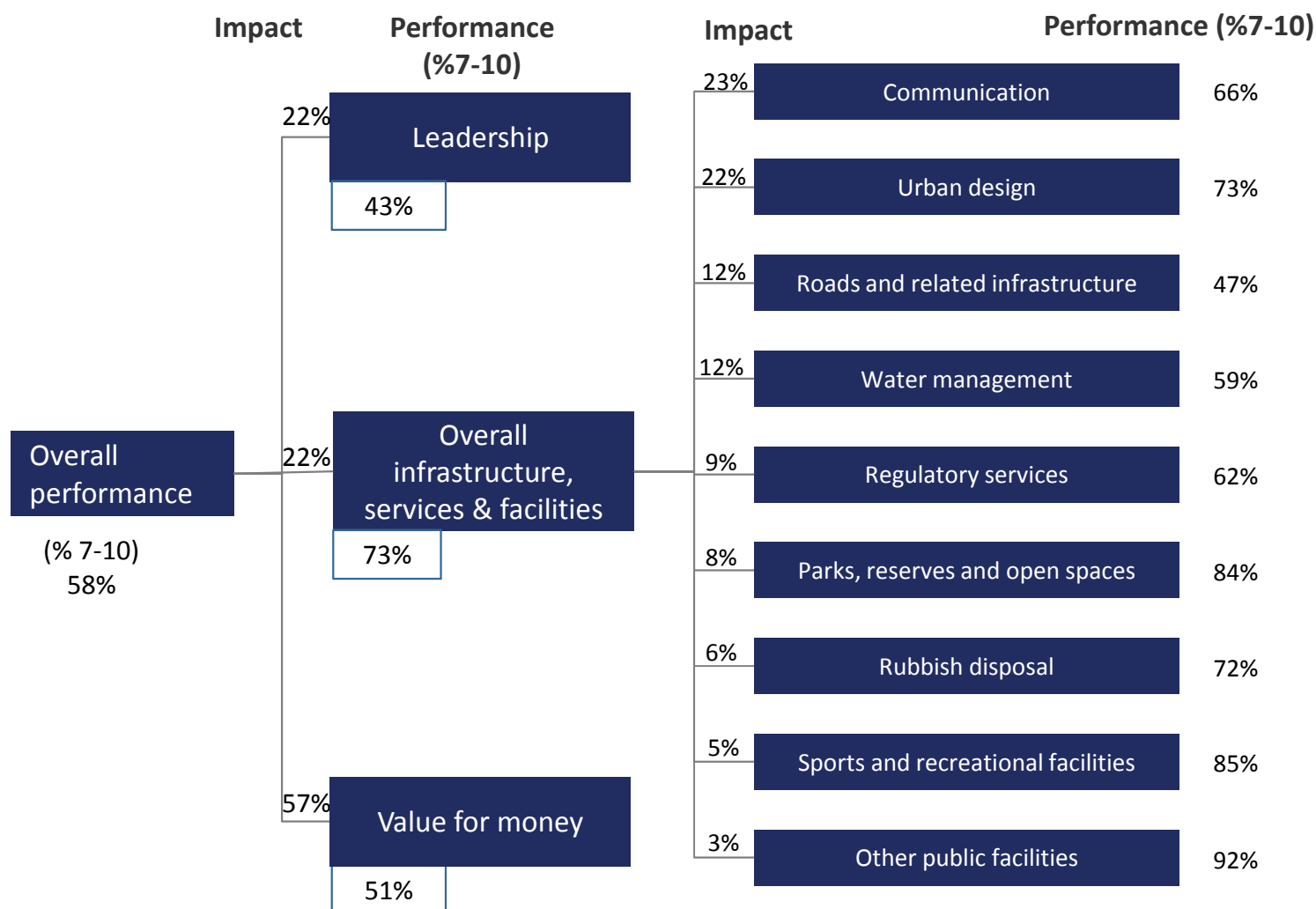


Residents' Opinion Survey
July 2016 - June 2017



Value for money has the strongest impact on the overall evaluation of Council (57%) with leadership (22%) and overall infrastructure, services and facilities (22%) having about equal impact

Driver analysis: Overall level drivers

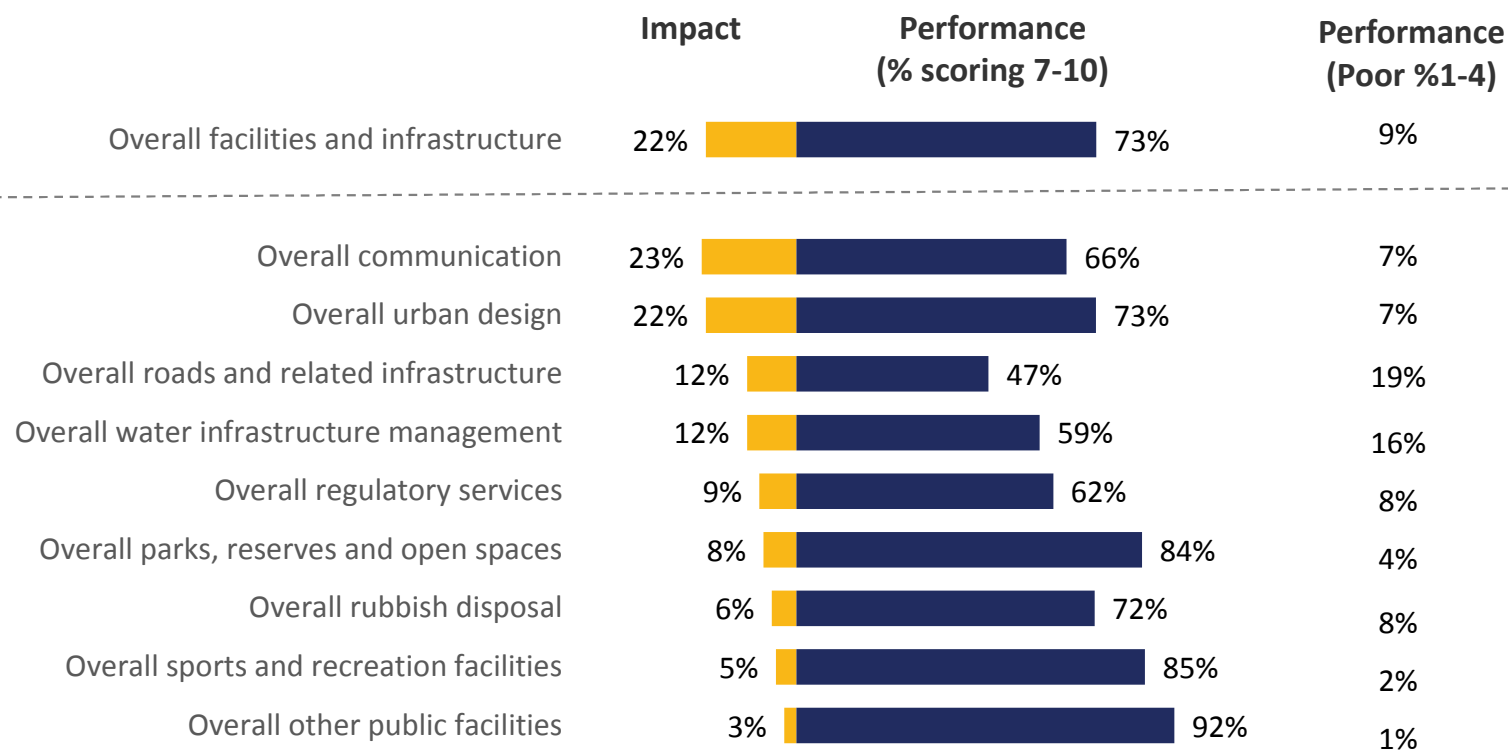


NOTES:

1. Sample: n=1,231
2. Excludes 'Don't know' responses

Overall communication has the greatest impact on evaluation of services, facilities and infrastructure, and presents an opportunity for improvement given the relatively low score

Services, facilities and infrastructure

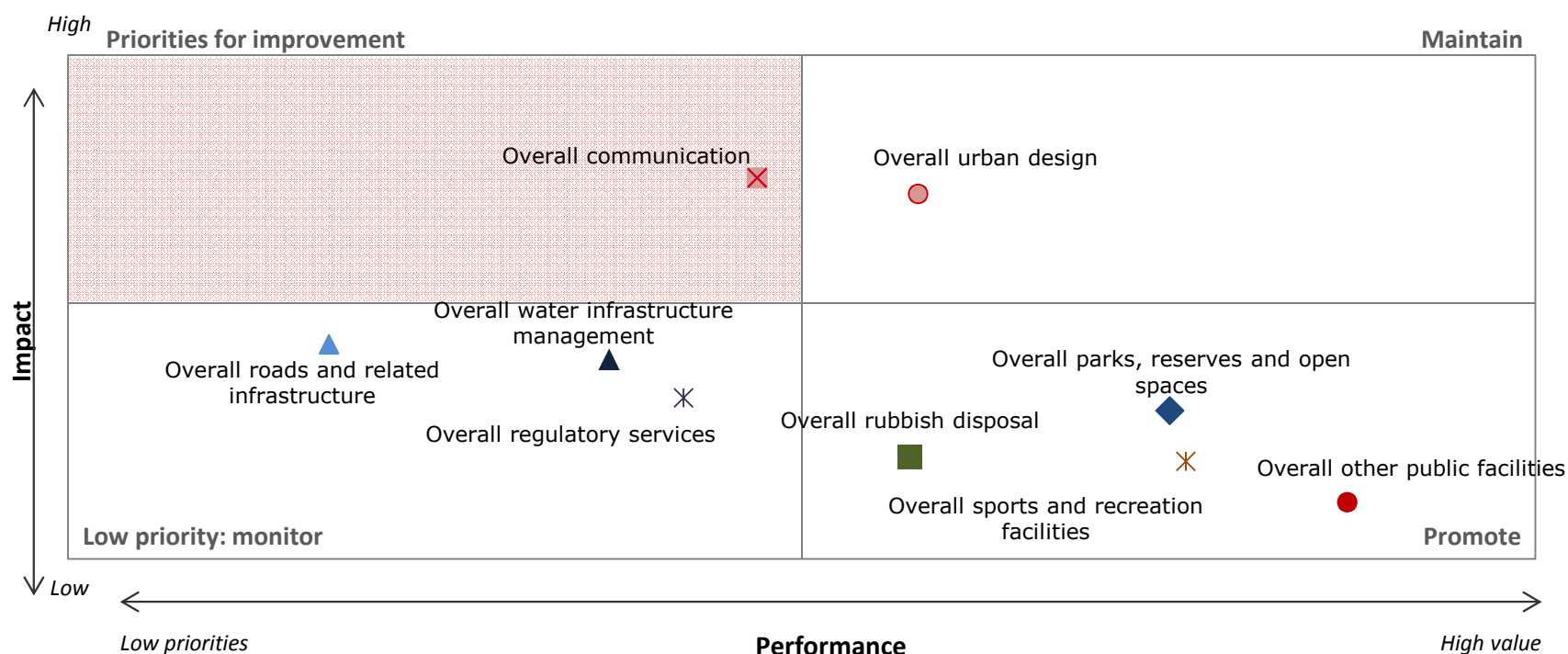


NOTES:

1. Sample: n=1,231
2. OVLS. Overall satisfaction with the facilities, infrastructure and services provided by the DCC?
3. COM_4. Everything considered, how satisfied are you with how well the DCC keeps people informed?
4. UD1_5. Everything considered, how satisfied are you with the way the city is developing in terms of its look and feel?
5. Everything considered, how satisfied are you with the roading related infrastructure and how this is maintained?
6. Everything considered, how satisfied are you with the way the DCC manages the city's water related infrastructure?
7. Everything considered, how satisfied are you with the regulatory services that Council provides?
8. Everything considered, how satisfied are you with the City's parks, reserves and open spaces including how these are managed and maintained?
9. Everything considered, how satisfied are you with the rubbish disposal services provided by the DCC?
10. Everything considered, how satisfied are you with the sports and recreational facilities provided or supported by the Council?
11. Everything considered, how satisfied are you with the City's public facilities and how these are maintained and managed?
12. Results reported only for users of each facility and excludes 'don't know' responses

Improving communications would be valued and while some aspects of infrastructure have lower performance, these are not currently having a lot of impact and should therefore be monitored and improved where possible

Services, facilities and infrastructure: Improvement priorities



The priority matrix shows the relative position of results considering both impact and performance. Areas that have a high impact on the overall measure and that have a low absolute performance evaluation represent areas that residents would most value improvement. Improving performance in these areas will have the most positive influence on the overall result.



dunedin

Sample profile

Sample profile

Demographics

Age	%	Weighted	Unweighted
18-29 years	29%	354	146
30-49 years	29%	358	308
50-64 years	23%	286	381
65+ years	19%	233	396

Ethnicity (Prioritises) ⁽¹⁾	%	Weighted	Unweighted
European	89%	1078	1093
Māori	6%	68	46
Pasifika	2%	28	23
Asian	5%	60	51
Other	8%	94	85

Gender	%	Weighted	Unweighted
Male	47%	580	546
Female	52%	645	683
Gender diverse	1%	6	2

Employment Status	%	Weighted	Unweighted
In full-time paid employment	49%	589	528
In part-time paid employment	21%	252	225
Not in paid employment	12%	147	94
Retired	17%	209	343

Property ownership	%	Weighted	Unweighted
Yes – own property	68%	815	953
No – don't own property	32%	391	255

NOTES:

1. Respondents are able to select more than one ethnicity.



dunedin

Contact details



Residents' Opinion Survey
July 2016 - June 2017





Head Office

Telephone: + 64 7 575 6900

Address: Level 1, 247 Cameron Road
PO Box 13297
Tauranga 3141

Website: www.keyresearch.co.nz



Key Staff

Project lead:

David Mustard | Senior Research Consultant

Telephone: + 64 7 929 7044

Email: david@keyresearch.co.nz

Maria Grant | Data Analyst

Telephone: + 64 7 929 7071

Email: maria@keyresearch.co.nz



dunedin