



# Dunedin City Council 2009 Residents' Opinion Survey

June 2009

Research First. Better Results.

Level 1/320, Manchester Street PO Box 5596 Papanui, Christchurch 8542  
0508 4 RESEARCH - 0508 4 73732 - [info@researchfirst.co.nz](mailto:info@researchfirst.co.nz)  
[www.researchfirst.co.nz](http://www.researchfirst.co.nz)  
Member Market Research Society of New Zealand



# Dunedin City Council

## 2009 Residents Opinion Survey

### Table of Contents

1	Introduction and Context .....	5
2	Research Objectives .....	6
3	Research Design .....	6
3.1	Overview: The Mail Survey Design .....	6
3.2	Survey Design: Addressing the Limitations of Mail Surveys .....	7
3.2.1	Designing for High Response Rates .....	7
3.2.2	Addressing Non-Response .....	7
3.3	The Achieved Sample .....	8
3.3.1	The Data Sets .....	8
3.3.2	The Achieved Samples .....	8
3.3.3	The Primary Sample .....	8
3.4	Technical Note – Analysis of data based on response rates .....	10
4	Key Findings .....	12
4.1	Overall Satisfaction with Dunedin City Council .....	12
4.1.1	Primary Data Set .....	12
4.1.2	Secondary Data Set .....	12
4.2	Satisfaction with Council Services .....	12
4.2.1	Primary Data Set .....	12
4.2.2	Secondary Data Set .....	13
4.3	Use of Council Facilities .....	13
4.3.1	Primary Data Set .....	13
4.3.2	Secondary Data Set .....	13
4.4	Communication Regarding Council Activities .....	13
4.4.1	Primary Data Set .....	13
4.4.2	Secondary Data Set .....	13
4.5	Council Communication Services .....	14
4.5.1	Primary Data Set .....	14
4.5.2	Secondary Data Set .....	14
4.6	Economic Development and Promotion .....	14
4.6.1	Primary Data Set .....	14
4.6.2	Secondary Data Set .....	14
4.7	Elected Representatives and Council Staff .....	14
4.7.1	Primary Data Set .....	14

4.7.2	Secondary Data Set.....	14
4.8	Overall Perceptions of Dunedin.....	14
4.8.1	Primary Data Set.....	14
4.8.2	Secondary Data Set.....	15
4.9	Key Point Summary.....	15
4.9.1	What are Dunedin Residents Most Satisfied With? (Over 80% Satisfaction Scores).....	15
4.9.2	What are Dunedin Residents Most Satisfied With? (‘Bubbling Under’: 75 – 80% Satisfaction Scores) .....	15
4.9.3	What are Dunedin Residents Least Satisfied With? (Under 30% Satisfaction Scores).....	15
4.9.4	What are Dunedin Residents Least Satisfied With? (‘Scraping Through’: 30 – 35% Satisfaction Scores) .....	16
4.9.5	What has Changed in the Last Year? Getting Better: ≥ +5% 2008 - 2009 .....	16
4.9.6	What has Changed in the Last Year? Getting Worse: ≥ -5% 2008 - 2009.....	16
5	Satisfaction with Council Services (Primary Data Set).....	17
5.1	Rubbish Collection .....	17
5.2	Water, Drainage and Sewerage .....	18
5.3	Roads, Footpaths, Lighting and Parking .....	20
5.4	Regulatory, Monitoring and Environment.....	25
5.5	Customer Service .....	28
6	Use of Council Facilities (Primary Data Set) .....	30
6.1	Use of Council Facilities .....	30
7	Satisfaction with Council Activities (Primary Data Set).....	36
7.1	Consultation and Communication .....	36
7.2	Communication through Media .....	37
7.3	Economic Development and Promotion .....	39
7.4	Elected Representatives and Council Staff.....	41
8	Overall Satisfaction with the Dunedin City Council (Primary Data Set) .....	43
8.1	Overall Satisfaction with Dunedin City Council .....	43
8.2	Overall Perception of Dunedin .....	44
8.3	What would you like to change about ...? .....	46
9	Data Cross Tabulations (Primary Data Set) .....	49
9.1	Satisfaction of Users with Council Services by Geographic Location .....	49
9.2	Satisfaction of Users with City Facilities by Geographic Location .....	58
9.3	Satisfaction of Users with Council Activities, Dunedin, and the City Council by Location .....	61
9.4	Satisfaction of Users with Council Services and City Facilities by Age of Respondent.....	67
9.5	Satisfaction of Users with Council Activities, Dunedin, and the City Council by Age of Respondent.....	72

10	Satisfaction with Council Services (Secondary Data Set).....	75
10.1	Demographic Profile of Respondents.....	75
10.2	Rubbish Collection .....	76
10.3	Water, Drainage and Sewerage .....	77
10.4	Roads, Footpaths, Lighting and Parking .....	77
10.5	Regulatory, Monitoring and Enforcement.....	79
10.6	Customer Service .....	80
11	Use of Council Facilities (Secondary Data Set) .....	81
11.1	Use of Council Facilities .....	81
11.2	Satisfaction with City Facilities .....	82
12	Satisfaction with Council Activities.....	83
12.1	Consultation and Communication .....	83
12.2	Publications and Information .....	84
12.3	Economic Development and Promotion .....	85
12.4	Elected Representatives and Council Staff .....	86
13	Overall Satisfaction with Dunedin .....	87
13.1	Overall Satisfaction with Dunedin and the City Council .....	87
13.2	Overall Perception of Dunedin .....	87
13.3	What would you like to change about ...? .....	88
14	Technical Overview – Non Response Survey Results .....	91
14.1	The Three Data Sets.....	91
14.1.1	The Primary Data Set .....	91
14.1.2	Secondary Data Set.....	91
14.1.3	Refusal Survey.....	91
14.2	The Differences between the Primary and Secondary Data Sets: Biases.....	91
14.3	Assessing the Quality of the Primary and Secondary Data Sets.....	92
	Appendix -Questionnaire.....	94
	Endnotes.....	101

# Dunedin City Council: 2009 Residents Opinion Survey

## 1 Introduction and Context

The Dunedin City Council has been running an annual *Residents' Opinion Survey* since 1994. These surveys measure residents' satisfaction with the Council's performance and with city facilities in which the Council has a significant interest. The output of these surveys enables the Council to assess the extent to which the Council has met its performance objectives. In addition, each year subsequent surveys add to a growing body of research about what Dunedin residents think about their city and their Council.



Since 2002, the Surveys have provided a critical input into the Dunedin City Council's Long Term Council Community Plan (LTCCP). Under the Local Government Act 2002 (LGA) all local councils are required to have a LTCCP which provides:

- Integrated decision-making and co-ordination of local authority resources;
- A long-term focus for local authority decisions and activities;
- A basis of local authority accountability to the community; and
- An opportunity for public participation in decision-making on local authority activities.

A key focus of any LTCCP is to identify 'Community Outcomes' for the long-term future of a local authority's area. Outcomes, as defined in the Act, are 'the desired result or state of affairs that the community considers important for its well being', and cover social, economic, environmental or cultural outcomes. The *Dunedin City Council Long-Term Council Community Plan 2003/04 –2012/13* identified the following Community Outcomes:

- Wealthy Community;
- Accessible City;
- Sustainable City and Environment;
- Safe and Healthy People;
- Culture and Learning;
- Supportive City; and
- Active City.

As well as guiding the Council's planning, these outcomes will also influence planning across all sectors of the community. While the Council does not have sole responsibility for these outcomes, it does have a key role in achieving these outcomes. As a critical provider of services and amenities, the Dunedin City Council has a responsibility towards the well-being of the city.

## 2 Research Objectives

The 2009 Residents' Opinion Survey (the Survey) is designed to measure residents' satisfaction with the Council's performance and with facilities in which the Council has an interest. In addition the Survey is required to measure residents' satisfaction with Dunedin itself. The Council uses the results of the Survey to assess the extent to which it has met (or is progressing towards meeting) its Annual Plan and LTCCP objectives.

The topics covered in the Survey include:

- Overall Satisfaction with Dunedin City Council;
- Rubbish Collection;
- Water, Drainage and Sewerage;
- Roads, Footpaths, Lighting and Parking;
- Regulatory, Monitoring and Enforcement;
- Consultation and Communication;
- Economic Development and Promotion; and
- Elected Representatives.

## 3 Research Design

### 3.1 Overview: The Mail Survey Design

The 2009 Residents' Opinion Survey was completed using a mail (i.e., postal) survey. Mail surveys offer a number of advantages as the survey method of choice. In particular:

- Mail surveys are cost-effective; and
- Mail surveys are an efficient use of researcher time.

In addition, mail surveys share the advantages of all self-completed questionnaire designs. In particular:

- The asynchronous nature of the data collection<sup>i</sup> lowers the risk of initial refusal; and
- It is possible to provide reference material with the questionnaire, increasing the complexity of the topics the survey can address.

The 2009 Residents' Opinion Survey built on the lessons learned from the 2008 and 2007 Residents' Opinion Surveys, and deployed a mail survey research design that involved:

1. A probability sample, stratified across Council wards (i.e., clusters of suburbs), drawn from the electoral roll<sup>ii</sup>;
2. A questionnaire that enables trends in satisfaction and opinions to be identified (i.e., survey results that can be compared with previous years' surveys), and for specific contemporary issues to be explored;
3. A questionnaire that was pre-tested to ensure it was easily comprehended and did not create a burden for respondents;
4. The inclusion of an on-line version of the questionnaire, to increase the number of ways potential respondents could complete the questionnaire;
5. The use of a reminder letter to prompt the maximum response rate among the sample; and
6. The use of a 'refusal survey' to assess and address any non-response bias in the achieved sample.

In fulfilling each of these components, Research First provided the Council with a mail survey which followed the leading practice established by Dillman (2006; 1978)<sup>iii</sup>. This involved the following steps:

- Working closely with the Council to understand the detail of the desired sampling matrix, and to develop the best possible survey questionnaire;

- Creating a database from which a sample frame can be derived and the responses managed;
- Pretesting the survey questionnaire on a subset of the target population<sup>iv</sup>;
- Mailing out survey questionnaires with a letter addressed *personally* to the targeted respondents;
- Sending out a reminder letter and duplicate survey to *all* non-responding targets;
- Coding returned surveys as they were received; and
- Using SurveyPro<sup>®</sup> for data handling and analysis.

### 3.2 Survey Design: Addressing the Limitations of Mail Surveys

There are a number of risks associated with mail surveys that need to be considered when considering this research design. The most significant of these are:

- Response rates tend to be lower than for other survey approaches;
- There is a significant risk of self-selection bias among the achieved sample<sup>v</sup>; and
- Data collection is slower than with other survey approaches<sup>vi</sup>.

These limitations are inherent in the nature of mail surveys and, as such, cannot be eliminated. However, their impact was mitigated by the inclusion of the following research design elements:

#### 3.2.1 Designing for High Response Rates

The basis of participation in survey research is often explained with reference to 'Social exchange theory'<sup>vii</sup>. This theory tells us that people engage in an activity because of the rewards they hope to reap (hence the 'exchange'). The theory also tells us that all activities include certain costs and people attempt to keep the costs below the rewards they hope to receive. For survey research, social exchange theory means that the way to increase response rates is to weight the value of the exchange in favour of the participant. This is done through a combination of (i) minimizing the costs of responding; (ii) maximizing the rewards of responding (for most surveys, the largest 'reward' for participants comes from knowing they have been specifically selected to take part in the research, and that their opinions and responses are valued); and (iii) establishing trust that those rewards will be delivered.

It is for these reasons that Research First's design of the 2009 Residents' Opinion Survey (i) stressed the company's membership of the Market Research Society of New Zealand (and the attendant obligations of the professional code of practice); (ii) involved the shortest (and most interesting) questionnaire possible; and (iii) used multiple contacts to each originally selected participant. In practice, this meant the use of:

- Multiple data collection options: One way to increase response rates in survey-based research projects is by increasing the number of ways that participants can complete the survey questionnaire. In 2009 this was achieved by offering potential participants the option of completing the survey on-line at first contact;
- Providing a small gift with each survey. Psychological research shows that small immediate rewards are often preferred over potentially larger long-term rewards<sup>viii</sup>. Therefore gifts as small as pens or chocolate bars included in the original survey have the ability to increase response rates beyond those achieved by large incentives in prize draws. The result of this was an average increase in response rate of 3% from the sample with the gift over the sample in which the gift was not included.<sup>ix</sup>; and
- Intensive follow-ups: Research has shown that multiple follow-up reminders increase response rates, and particularly where those reminders use different approaches (telephone call, postcard, letter, etc.).

#### 3.2.2 Addressing Non-Response

The best way to address the potential problem of self-selection bias (that is, the criticism that the survey results are not an accurate representation of residents' attitudes because only those motivated to participate completed and returned the survey questionnaire) is with a 'non response survey'. Non-

response surveys, often called 'refusal surveys', involve systematically following up with some of those who refused to participate in the main survey. These follow ups simply involve contacting a small number of the residents who refused to participate in the original survey to understand:

1. The basis of their refusal; and
2. To assess their attitudes towards the key issues in the original questionnaire.

The data from the non-response survey can then be compared with the original survey to ensure there are no systematic differences of knowledge, attitudes, or behaviours among those in the achieved sample and those in the refused sample. Where only small differences exist between the two respondent groups, the researcher can be much more confident that the survey results are representative of the target population in general. Note that these non-response surveys need to be very short to be effective, and work best where the researcher is flexible about data collection methods.

### **3.3 The Achieved Sample**

#### **3.3.1 The Data Sets**

There are two key data sets to keep in mind when reading this report. The first data set ('the primary data set') comprise survey responses from those selected in the original sample. These are those respondents invited to participate in the survey via a letter from the Dunedin City Council. In addition, the Dunedin City Council decided to make the on-line survey questionnaire available to any residents who were interested in completing it. Because this additional sample was not selected randomly (that is, it is self-selected), it has been treated separately as a second data set ('the secondary data set'). Finally, the results of the refusal survey provide a third data set, used to test the likely representativeness of the primary and secondary data sets. How this works is described in the technical appendix to this report.

#### **3.3.2 The Achieved Samples**

The final achieved samples for the 2009 Residents' Opinion Survey were:

- The initial sample for the 2009 Residents' Opinion Survey involved 4,500 names randomly selected from the relevant Electoral Rolls. Of these, 1,359 responses (30.2%) were received. These 1,359 responses constitute the primary data set;
- In addition, 239 partial or complete responses were provided via the on-line questionnaire by residents not in the original sample. These 239 responses constitute the secondary data set; and
- 150 refusal surveys were completed to assess the measure of potential non-response bias in the primary and secondary data sets. These 150 responses provide the refusal survey data set.

#### **3.3.3 The Primary Sample**

The demographic<sup>x</sup> and geographic composition of the primary sample is outlined in Table 3.1 and 3.2, overleaf.



**Table 3.1: Demographic Composition of the Primary Sample**

		All Responses	Male	Female
101	How old are you? (average age)	Age 55	Age 54	Age 55
	24 or under	44 (3%)	16 (3%)	28 (4%)
	25-34	131 (10%)	43 (8%)	87 (11%)
	35-44	201 (15%)	78 (14%)	122 (16%)
	45-54	242 (18%)	110 (20%)	132 (17%)
	55-64	258 (19%)	112 (21%)	144 (19%)
	65+	391 (29%)	166 (31%)	224 (29%)
102	Are you male or female	1359 (100%)	727 (40%)	797 (57%)
103	New Zealand born of European descent	1047 (77%)	435 (80%)	606 (79%)
	New Zealand born of Maori descent	30 (2%)	9 (2%)	21 (3%)
	New Zealand born of Pacific Island descent	4 (0%)	0 (0%)	4 (1%)
	New Zealand born of Asian descent	5 (0%)	0 (0%)	5 (1%)
	New Zealand born of Other descent	9 (1%)	2 (0%)	7 (1%)
	Born overseas and of European descent	184 (14%)	76 (14%)	107 (14%)
	Born overseas and of Maori descent	0 (0%)	0 (0%)	0 (0%)
	Born overseas and of Pacific Island descent	6 (0%)	2 (0%)	4 (1%)
	Born overseas and of Asian descent	24 (2%)	10 (2%)	14 (2%)
	Born overseas and of other descent	7 (1%)	6 (1%)	1 (0%)
104	What is your personal income before tax?			
	Under \$15,000	250 (18%)	75 (14%)	173 (22%)
	\$15,001 - \$30,000	293 (22%)	115 (21%)	176 (23%)
	\$30,001 - \$45,000	213 (16%)	96 (18%)	117 (15%)
	\$45,001 - \$60,000	159 (12%)	67 (12%)	92 (12%)
	\$60,001 - \$75,000	112 (8%)	59 (11%)	53 (7%)
	Over \$75,000	127 (9%)	82 (15%)	44 (6%)
105	Do you own property in Dunedin (yes)	1053 (77%)	440 (81%)	602 (78%)
	Do you own property in Dunedin (no)	241 (18%)	60 (17%)	150 (20%)
106	Location			
	Dunedin City	51 (4%)	18 (3%)	33 (4%)
	South Dunedin	238 (18%)	107 (20%)	130 (17%)
	Green Island	109 (8%)	45 (8%)	63 (8%)
	Kaikorai Valley	258 (19%)	100 (18%)	155 (20%)
	Northern Suburbs	196 (14%)	75 (14%)	120 (16%)
	Port Chalmers	65 (5%)	31 (6%)	34 (4%)
	Peninsula	84 (6%)	34 (6%)	49 (6%)
	Mosgiel	164 (12%)	68 (13%)	94 (12%)
	Rural	89 (7%)	34 (6%)	55 (7%)
107	Employment Status			
	Full Time employed	543 (40%)	279 (51%)	261 (34%)
	Part Time employed	232 (17%)	57 (10%)	174 (23%)
	Not in paid employment	462 (34%)	172 (32%)	288 (37%)
109	How many dependent children do you have?			
	Average	1.9	1.9	1.9
	No. of households with children	27%	29%	26%

**Table 3.2: Geographic Composition of the Primary Sample**

Group Name	Includes:
Dunedin City (N= 51)	Central; City Rise; Dunedin; Fern Hill
South Dunedin (N=238)	Andersons Bay; Caversham; Musselburgh; South Dunedin; St Clair; St Kilda;
Green Island (N=109)	Abbotsford; Concord; Corstophine; Fairfield; Green Island;
Kaikorai Valley (N=258)	Balmacewen; Brockville; Belleknowles; Halfway Bush; Kaikorai; Kenmure; Mornington; Roslyn;Wakari
Northern Suburbs (N=196)	Dalmore; Glenleith; Leith Valley; Maori Hill; North Dunedin; North East Valley; Opoho; Pine Hill; Upper Junction; Woodhaugh
Port Chalmers (N=65)	Deborah Bay; Port Chalmers; Ravensbourne; Roseneath; Sawyers Bay; St Leonards
Peninsula (N=84)	Broad Bay; Company Bay; Highcliff; Macandrew Bay; Ocean Grove; Portobello; The Cove; Shiel Hill Vauxhall; Waverley
Mosgiel (N=164)	East Taieri; Mosgiel; Outram
Rural (N=89)	Brighton; Karitane; Long Beach; Middlemarch; Ocean View; Taieri Plains; Waikouaiti; Waitati; Waldronville

### 3.4 Technical Note – Analysis of data based on response rates

The 2009 Dunedin Residents' Opinion Survey has been conducted using standard analytical methods. Where the number of responses received to a specific question is less than the total number of responses, those who have not responded are considered to either not know, or not have a relevant response to the question. As such, the analysis of responses, and of satisfaction levels, is generated based on the number of valid responses to that question.

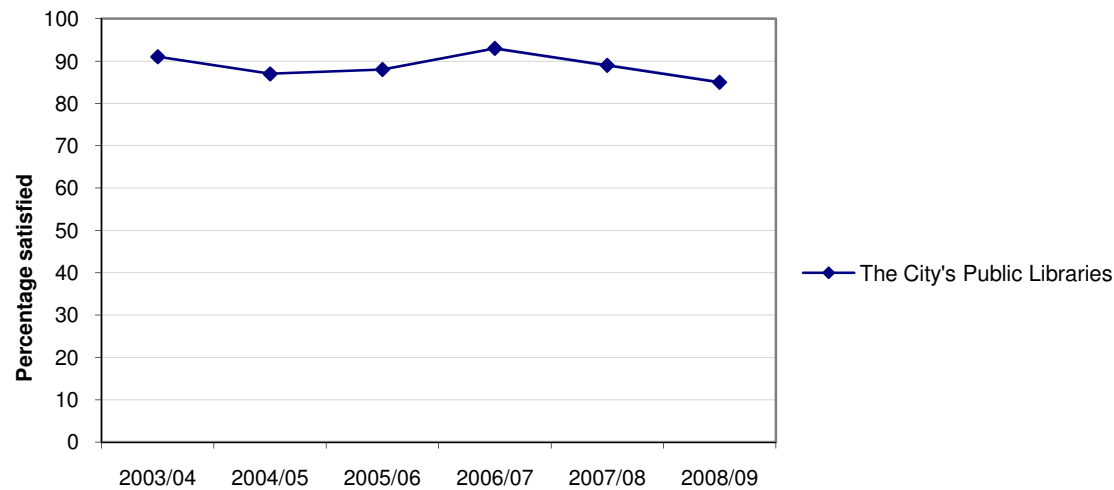
In previous instances in which the Dunedin Residents' Opinion Survey has been conducted, the researchers have chosen to analyse the results based on the total sample, rather than simply analysing based on valid responses to specific questions. Where trend analyses are conducted in this report, the data used has been analysed based on the total sample to provide consistency in the trend analysis, rather than demonstrating a dramatic change in results for the current year's data. As such, the data in the graphs may appear to differ from the data displayed in the related table.

This is best explained by way of an example. The response from Question 43 (relating to public libraries) is shown in Table 3.3. From the data, a total of 93% are either 'satisfied' or 'very satisfied' with the service provided by the council. However, not all participants responded to the question. Once those who had either not replied or had responded 'don't know' were excluded, only 978 responses were received to this question, with 381 respondents electing not to respond. Therefore, when presented graphically, the data shows 85%, providing consistency with the analytical method used in previous years (Figure 3.1).

**Table 3.3: Satisfaction with Public Libraries**

	Satisfaction with:	Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response N=
43	Any library	978	52	41	5	1	1	381

**Figure 3.1: Satisfaction with Public Libraries**



## 4 Key Findings

### 4.1 Overall Satisfaction with Dunedin City Council

#### 4.1.1 Primary Data Set

- Satisfaction with the overall performance of the Dunedin City Council was in line with levels from 2007/08, with 43% of respondents being satisfied compared to 29% being dissatisfied.
- Satisfaction levels were high for both the city (79%) and the central retail area (70%).
- The strongest area of concern was the South Dunedin retail area, where over half of those responding stated they were dissatisfied.

#### 4.1.2 Secondary Data Set

- Almost 50% of respondents were dissatisfied with the overall performance of the Dunedin City Council, with only 31% being satisfied.
- High levels of satisfaction were recorded with regard to both the city (69%) and the central retail area (60%).
- As with the Primary Data set, strong levels of dissatisfaction (47%) were noted with regard to South Dunedin.

### 4.2 Satisfaction with Council Services

#### 4.2.1 Primary Data Set

- **Rubbish Collection:** The 2009 Residents' Opinion Survey shows a high level of satisfaction with household rubbish collection; kerbside recycling services; and for the 'reliability of the rubbish collection service'. Levels of satisfaction were notably lower for street litter bins; the cleanliness of the streets immediately after rubbish collection; and for cleanliness of the streets in general. Levels of satisfaction for all areas related to rubbish collection were similar to those in the 2007/08 survey.
- **Water, Drainage, and Sewerage:** Residents were highly satisfied with water pressure and water quality (74%). Satisfaction levels were notably lower (but still high) for both stormwater services and the city's sewerage system. Satisfaction with water services remain similar to last year but with a notable improvement in satisfaction with water quality.
- **Roads, Footpaths, Lighting, and Parking:** Residents were relatively satisfied with the road and footpath network. Satisfaction levels were highest for the availability of footpaths; street lighting in the city; street name signage; and the flow of traffic around the city at off peak times. Dissatisfaction was highest with the availability of car parking in the central city; the availability of on-street parking in the central city; and the suitability of the road network for cyclists throughout the city. Satisfaction with the flow of traffic in city at peak times and the ease of pedestrian access throughout the transport network increased between 2007/8 and 2009. In contrast, satisfaction with street lighting declined.
- **Regulatory, Monitoring, and Environmental Services:** Satisfaction with regulatory, monitoring, and environmental services was mostly positive. Areas of most common dissatisfaction were dog fouling, and processing of applications for building consents. Satisfaction was higher in 2008/09 for control of dogs fouling the street, and was lower for parking enforcement, the fairness and attitude of parking wardens.
- **Customer Service:** Satisfaction levels with Customer service in 2008/09 were moderate to low, but have improved slightly from those recorded last in 2006/07. Over half of the respondents

were satisfied that the Council 'strives to improve', however just a third felt the Council 'delivered good value for money'.

#### 4.2.2 Secondary Data Set

- **Rubbish Collection:** Satisfaction levels among the respondents in the secondary data set were highest for household rubbish collection and the reliability of the rubbish service; moderate for street litter bins and kerbside recycling; and lowest for the cleanliness of the streets.
- **Water, Drainage, and Sewerage:** The majority of respondents in the secondary data set were satisfied with the water services in the city. Satisfaction with stormwater was lower and lower again for the sewerage system.
- **Roads, Footpaths, Lighting, and Parking:** Most of the respondents in the secondary data set were relatively satisfied with the road and footpath network. The areas where satisfaction were lowest were in regards to the suitability of the road network for cyclists; the availability of on-street parking; the ease of pedestrian access; the availability of car parking in the central city and the flow of traffic around the city at peak times.
- **Regulatory, Monitoring, and Environmental Services:** Most respondents in the secondary data set were either positive or neutral about regulatory and enforcement issues. The areas of least satisfaction were dog fouling and the processing of applications for building consents.
- **Customer Service:** Slightly more respondents in the secondary data set were satisfied than were dissatisfied that the Council strives to improve, however considerably more were dissatisfied the Council delivered good value for the ratepayer money.

### 4.3 Use of Council Facilities

#### 4.3.1 Primary Data Set

- **Satisfaction with Council Facilities:** For most facilities respondents report a high level of satisfaction. Notable exceptions (i.e., facilities regarded as marginal or somewhat unsatisfactory) include public toilets and Carisbrook. Satisfaction ratings for these Council facilities were similar to last year, however there was a slight decrease in satisfaction with Public Libraries; the Dunedin Public Art Gallery; the Botanic Garden; Otago Museum; Dunedin Town Hall; and Dunedin Visitor Centre. Satisfaction increased for the Dunedin Ice Stadium and for Carisbrook. The Dunedin Chinese Garden (included for the first time) rated above average.

#### 4.3.2 Secondary Data Set

- **Satisfaction with Council Facilities:** Most respondents in the secondary data set were satisfied with the facilities provided. The area of least satisfaction was public toilets.

### 4.4 Communication Regarding Council Activities

#### 4.4.1 Primary Data Set

- More people were satisfied than dissatisfied with regard to the provision of information about Council activities; provision of information regarding water supply and road service issues; and provision of information regarding temporary street closures.
- More respondents were dissatisfied than satisfied with regard to the amount of public consultation undertaken. Satisfaction in this area had declined over since the 2007/08 survey.

#### 4.4.2 Secondary Data Set

- More respondents were satisfied than dissatisfied with the notifications from Council regarding specific service interruptions (water, roadworks, road closures).

- As with the primary data set, more people were dissatisfied than satisfied with information regarding Council activities and the amount of public consultation being undertaken.

## **4.5 Council Communication Services**

### **4.5.1 Primary Data Set**

More people were satisfied than dissatisfied with the primary forms of Council communication (City Talk magazine, the Council website, the Council's call centre and the Customer Services Agency).

- Satisfaction with all Council communication services declined from levels noted in 2007/08.

### **4.5.2 Secondary Data Set**

- Secondary data regarding Council communications confirmed responses from the Primary data, with high satisfaction with regard to all areas of service.

## **4.6 Economic Development and Promotion**

### **4.6.1 Primary Data Set**

- The largest group of respondents in questions regarding economic development and promotion provided neutral responses.
- Across all indices, there were more 'satisfied' with Council support for economic development and promotion than 'unsatisfied'.
- The level of satisfaction in the Council's support for business has increased steadily since 2005/06.

### **4.6.2 Secondary Data Set**

- As with the Primary Data Set, the largest group of respondents in questions regarding economic development provided neutral responses.
- More respondents were satisfied than dissatisfied about the support for existing businesses.
- There were a higher percentage of dissatisfied respondents than satisfied respondents with regard to the Council's support for existing business. This was in contrast to the results from the Primary data set.

## **4.7 Elected Representatives and Council Staff**

### **4.7.1 Primary Data Set**

- There is a high level of satisfaction with relationships with Council Staff (51% satisfied).
- Satisfaction with Elected Representatives is relatively lower (25-29%). This is consistent with previous years' data.

### **4.7.2 Secondary Data Set**

- As with the Primary Data Set, there is a high level of satisfaction with Council Staff (54%)
- Satisfaction for Community board members, the Councillors or the Mayor was relatively lower (30-34%).

## **4.8 Overall Perceptions of Dunedin**

### **4.8.1 Primary Data Set**

- The majority of perceptions of Dunedin are positive, with high satisfaction in the areas of architecture, cultural diversity, and creativity.

- The perceptions regarding Dunedin being a 'thriving' city declined significantly compared to the previous survey (2006/07).

#### **4.8.2 Secondary Data Set**

- Satisfaction levels were high for both the city as a whole and the central retail area. Satisfaction was very low for the South Dunedin retail area.
- Almost 50% of respondents were dissatisfied with the overall performance of the Dunedin City Council.
- The factors in which respondents were least satisfied were safety walking the streets at night; and that Dunedin is a thriving city.
- Almost a quarter also felt a lack of sense of community within their local neighbourhood.

### **4.9 Key Point Summary**

#### **4.9.1 What are Dunedin Residents Most Satisfied With? (Over 80% Satisfaction Scores)**

- The Botanic Garden (91%)
- The city's architecture (90%)
- The Otago Museum (89%)
- The reliability of rubbish collection services (88%)
- The city's public libraries (85%)
- The city's parks and reserves (85%)
- Water pressure (81%)
- Household rubbish collection services in general (81%)
- The Otago Settlers' Museum (80%)

#### **4.9.2 What are Dunedin Residents Most Satisfied With? ('Bubbling Under': 75 – 80% Satisfaction Scores)**

- The overall look and feel of the city (79%)
- Walking and biking tracks in the city (77%)
- Off peak traffic flow around the city (76%)
- The Dunedin Public Art Gallery (76%)
- Street lighting in respondents' neighbourhoods (76%)
- Kerbside recycling (75%)
- Dunedin as a whole recognises and supports cultural diversity (74%)

#### **4.9.3 What are Dunedin Residents Least Satisfied With? (Under 30% Satisfaction Scores)**

- Contact with Community Board Members (14%)
- Overall look / feel of the Dunedin South retail area (17%)
- Contact with Mayor and Councillors (18%)
- Processing of applications for Building Consents (24%)
- The suitability of the roading network for cyclists (25%)
- Feeling safe while walking Dunedin's mainstreets (29%)
- Availability of on-street parking in the city (30%)
- DCC delivers good value of ratepayers' money (30%)
- Retaining existing business and jobs (30%)

#### **4.9.4 What are Dunedin Residents Least Satisfied With? ('Scraping Through': 30 – 35% Satisfaction Scores)**

- The amount of public consultation undertaken (31%)
- The DCC website (32%)
- Monitoring / inspection of buildings under construction (32%)
- Attracting new businesses and jobs to the city (34%)
- The Customer Service Agency in the Civic Centre (36%)
- Supporting the development of existing businesses (38%)

#### **4.9.5 What has Changed in the Last Year? Getting Better: ≥ +5% 2008 - 2009**

- Retaining jobs and businesses in the city (+8%)
- Information about roadworks in neighbourhood (+8%)
- Supporting the development of existing businesses (+8%)
- Attracting new jobs and businesses to the city (+7%)
- Satisfaction with Carisbrook Stadium (+6%)
- Water quality (+6%)
- DCC is constantly striving to improve (+5%)

#### **4.9.6 What has Changed in the Last Year? Getting Worse: ≥ -5% 2008 - 2009**

- Dunedin is a thriving city (-11%)<sup>1</sup>
- Satisfaction with Dunedin Visitors' Centre (-6%)
- Satisfaction with Botanic Garden (-5%)

---

<sup>1</sup> This factor was not measured in 2008, data contrast is with 2007 responses.



## 5 Satisfaction with Council Services (Primary Data Set)

### 5.1 Rubbish Collection

The 2009 Residents' Opinion Survey shows a high level of satisfaction with household rubbish collection services. Over 80% of respondents were 'very satisfied' or 'satisfied' with household rubbish collection (Table 5.1). Satisfaction levels were also high for the kerbside recycling services, and for the 'reliability of the rubbish collection service'.

Levels of satisfaction were notably lower for street litter bins (56% of respondents were either 'very satisfied' or 'satisfied'); for the cleanliness of the streets immediately after rubbish collection (53% respondents were either 'very satisfied' or 'satisfied'); and for cleanliness of the streets in general (50% of respondents were either 'very satisfied' or 'satisfied'.

**Table 5.1 Satisfaction of Users with Rubbish Collection**

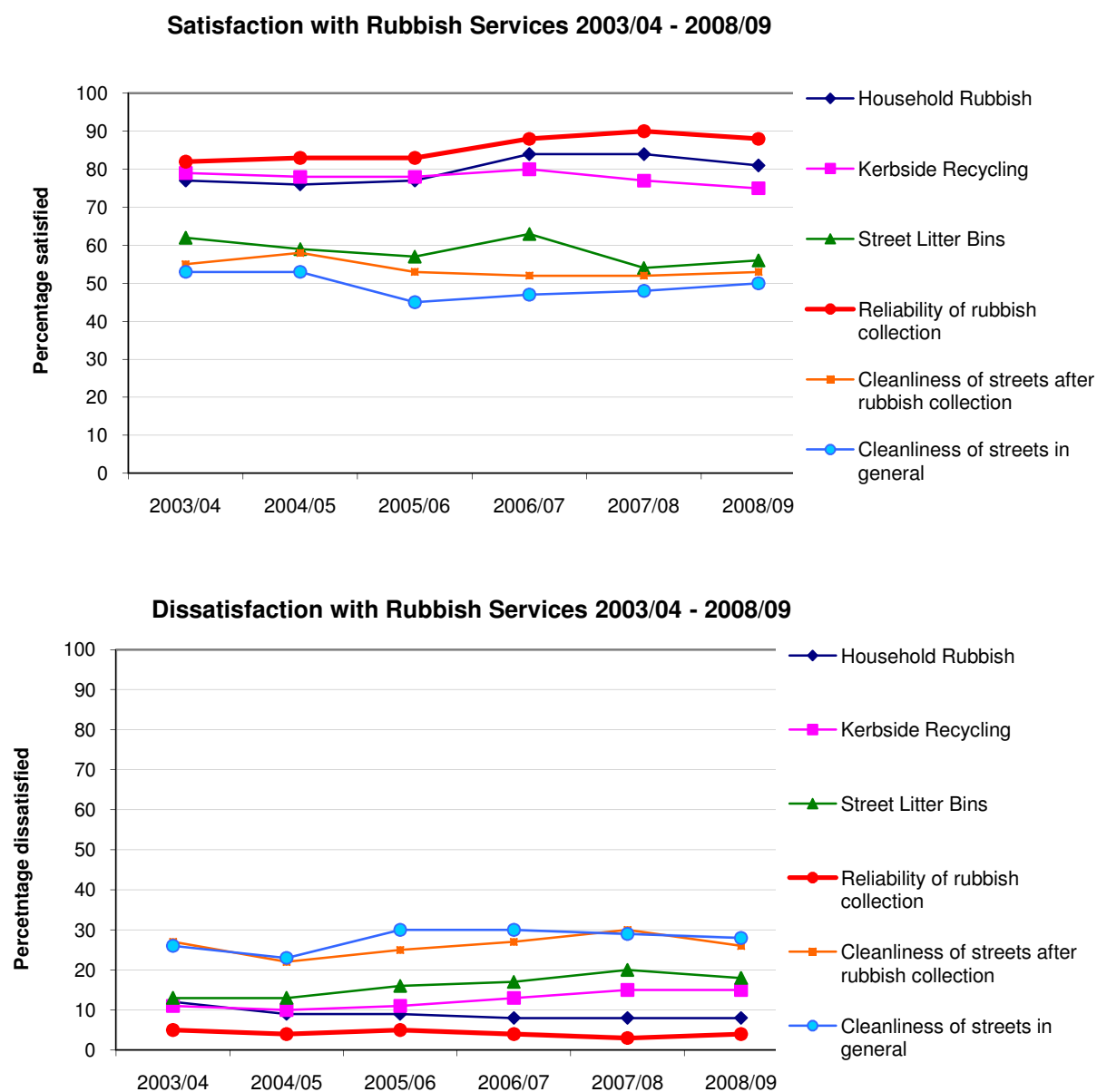
		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response N=
1	Household Rubbish Collection	1149	25	56	11	5	3	210
2	Kerbside Recycling	1198	21	54	9	12	3	161
3	Street Litter Bins	1038	10	46	26	14	4	321
4	Reliability of the rubbish collection service	1176	33	55	8	3	1	183
5	Cleanliness of the streets immediately after rubbish collection	1199	9	44	21	20	6	160
6	Cleanliness of the streets in general	1204	5	45	22	20	8	155

In addition to the responses to specific closed questions, the survey sought to determine other issues the population perceived to be an issue with regard to rubbish collection. Without prompting the following responses (including the number of times participants nominated them) were as follows:

- Rubbish on street 91
- Wheelie bins should be supplied 70
- Collectors drop glass on roads and don't clean up 49
- Need more rubbish bins in public areas 44
- Student area (North Dunedin) has rubbish in streets 43
- General calls for more recycling services 41
- Recycling bins too small 30
- Don't take all your recycling and rubbish 29
- Rubbish bags are too expensive 21
- Blue bins of poor quality 19
- Need a green recycling option 14
- Use private provider as DCC service unacceptable 11
- Dogs foul streets 10
- Would like lids on bins 10
- Other 68

Satisfaction and Dissatisfaction for all areas related to rubbish collection were similar to the 2007/08 survey (Figure 5.1.)

**Figure 5.1**



## 5.2 Water, Drainage and Sewerage

The 2009 Residents' Opinion Survey shows residents are highly satisfied with water pressure (81% of respondents were either 'very satisfied' or 'satisfied') and water quality (74%) of respondents were either 'very satisfied' or 'satisfied' (Table 5.2).

Satisfaction levels are notably lower (but still high) for both stormwater services (65% of respondents were either 'very satisfied' or 'satisfied') and the city's sewerage system (60% of respondents were either 'very satisfied' or 'satisfied').

**Table 5.2 Satisfaction of Users with Water, Drainage, and Sewerage**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response N=
7	Water Pressure	1200	27	54	10	7	3	159
8	Water Quality	1197	20	54	14	9	3	162
9	Stormwater collection service	1079	13	52	19	11	5	280
10	The city's sewerage system	1103	13	47	19	12	10	256

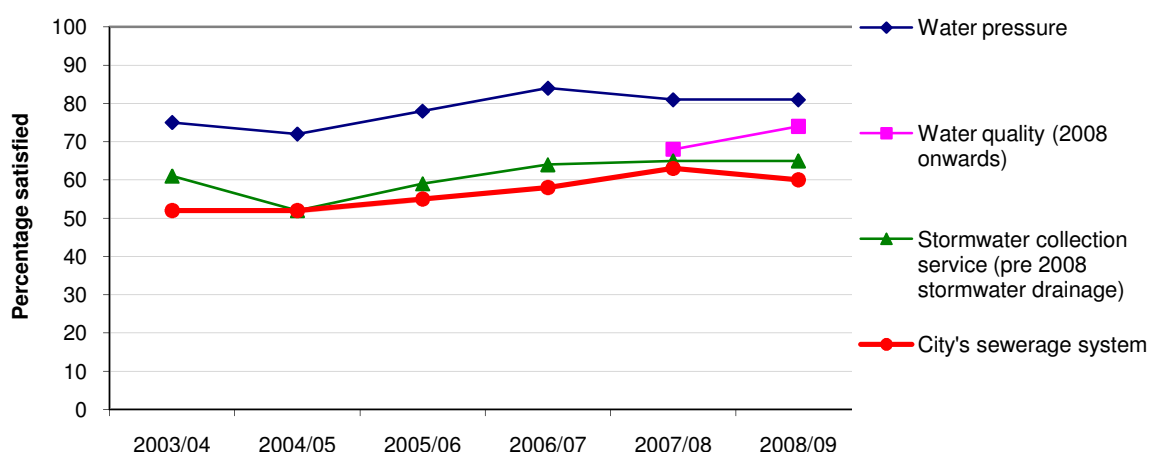
There were a number of areas of general dissatisfaction apparent among the open-ended comments provided. These were:

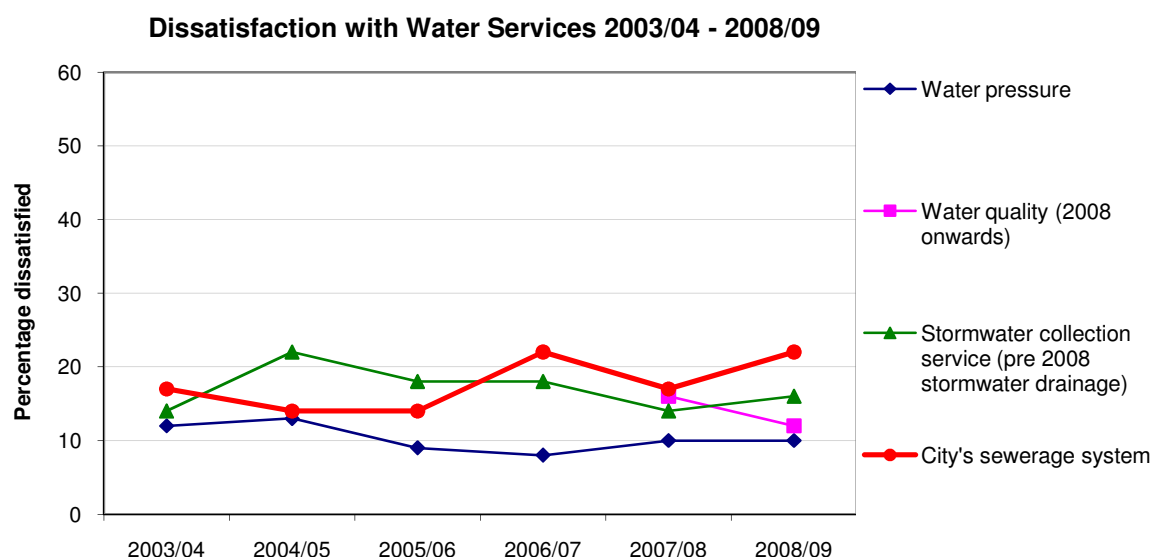
- Stop sewerage to sea 76
- Poor water quality 43
- Sewerage system needs upgrade 41
- Stormwater drains often blocked 36
- Storm water cause flooding in some areas 35
- Low water pressure 17
- Good / adequate service 12
- Other 32

Satisfaction with water services remain similar to last year (Figure 5.2), but with a notable improvement in satisfaction with water quality (from 68 to 74%). Similarly there was a small reduction in satisfaction with the city's sewerage system (from 63% to 60%).

**Figure 5.2**

**Satisfaction with Water Services 2003/04 - 2008/09**





### 5.3 Roads, Footpaths, Lighting and Parking

Overall, residents are relatively satisfied with the road and footpath network; street lighting and parking. Satisfaction levels were highest (with around three quarters of respondents either very satisfied or satisfied) for the availability of footpaths; street lighting in the city; street name signage; and the flow of traffic around the city at off peak times (Table 5.3).

Dissatisfaction was highest (with around 40% of respondents being either 'dissatisfied' or 'very dissatisfied') with the availability of car parking in the central city; the availability of on-street parking in the central city; and the suitability of the road network for cyclists throughout the city.

**Table 5.3 Satisfaction of Users with Roads, Footpaths, Lighting, and Parking**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response N=
11	The condition of the roads in your neighbourhood	1305	11	53	17	13	6	54
12	The condition of the roads throughout the city	1269	6	54	27	11	2	90
13	The condition of the footpaths in your neighbourhood	1272	9	47	17	18	9	87
14	The condition of the footpaths throughout the city	1231	6	51	29	12	3	128
15	That there are footpaths where you need them in your neighbourhood	1223	13	58	13	10	8	136
16	That there are footpaths where you need them throughout the city	1191	10	64	20	5	2	168
17	Street lighting in your neighbourhood	1277	13	59	14	9	4	82
18	Street lighting in the city	1245	12	64	19	4	1	114

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response N=
19	Street names signs throughout the city	1269	13	61	17	7	1	90
20	Directional signs for traffic throughout the city	1249	11	61	19	8	2	110
21	The flow of traffic around and through the city at peak times of the day	1221	4	40	28	21	7	138
22	The flow of traffic around and through the city at off-peak times of the day	1246	14	62	17	4	2	113
23	The ease of pedestrian access throughout the transport network	1212	7	55	25	10	3	147
24	The efforts made to minimise inconvenience and disruption caused to the public when work is done on the roads, footpaths and drains	1278	10	57	21	9	3	81
25	The availability of car parking in the central city	1230	2	36	22	27	13	129
26	The number of parking spaces available in Council car parking buildings	1130	4	46	33	13	5	229
27	The number of parking spaces available in off-street car parks	1117	2	38	34	19	6	242
28	The ease of use of Pay and Display car parking	1201	6	57	23	10	4	158
29	The availability of on-street parking in the central city	1192	2	28	31	28	12	167
30	The suitability of the road network for cyclists throughout the city	978	2	23	35	24	15	381

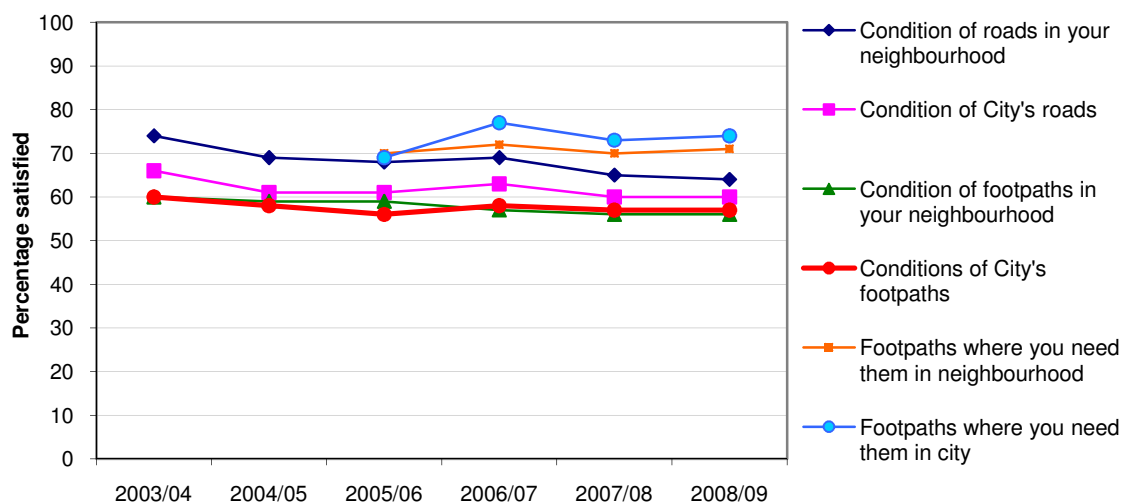
The open-ended comments about roads, footpaths, lighting and parking provided by the respondents included:

- More parking 100
- Cycle track 85
- Parking too expensive 53
- Roads neglected 43
- Footpaths neglected 36
- Peak traffic conditions are appalling 23
- Need more footpaths 21
- Crossing difficult 17
- Inadequate road signage 16
- More street lighting 16
- Better public transport 12

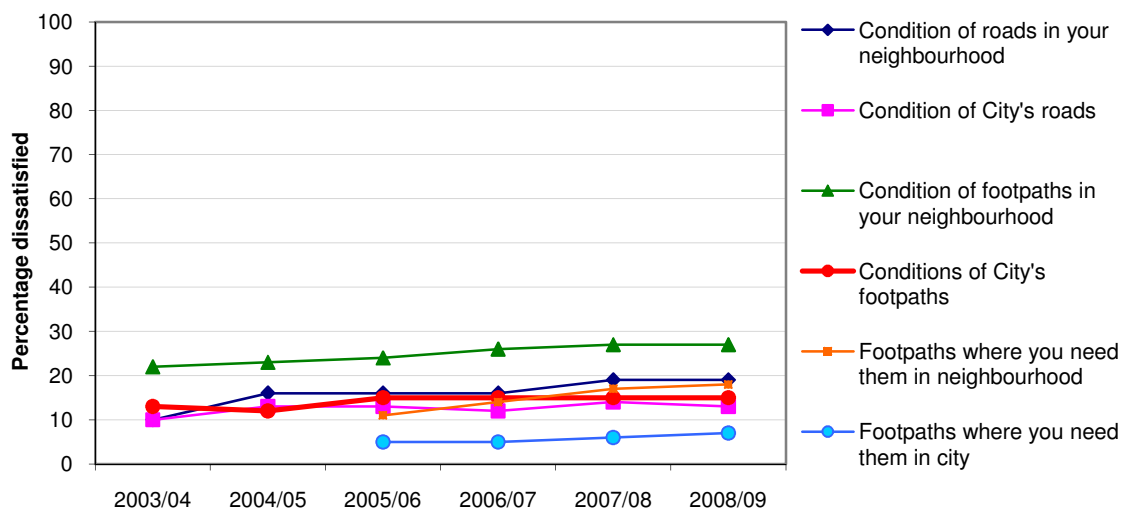
Overall, levels of satisfaction with roads, footpaths, lighting and parking were similar to the 2007/08 survey (Figure 5.3).

**Figure 5.3**

### Satisfaction with Roads and Footpaths 2003/04 - 2008/09

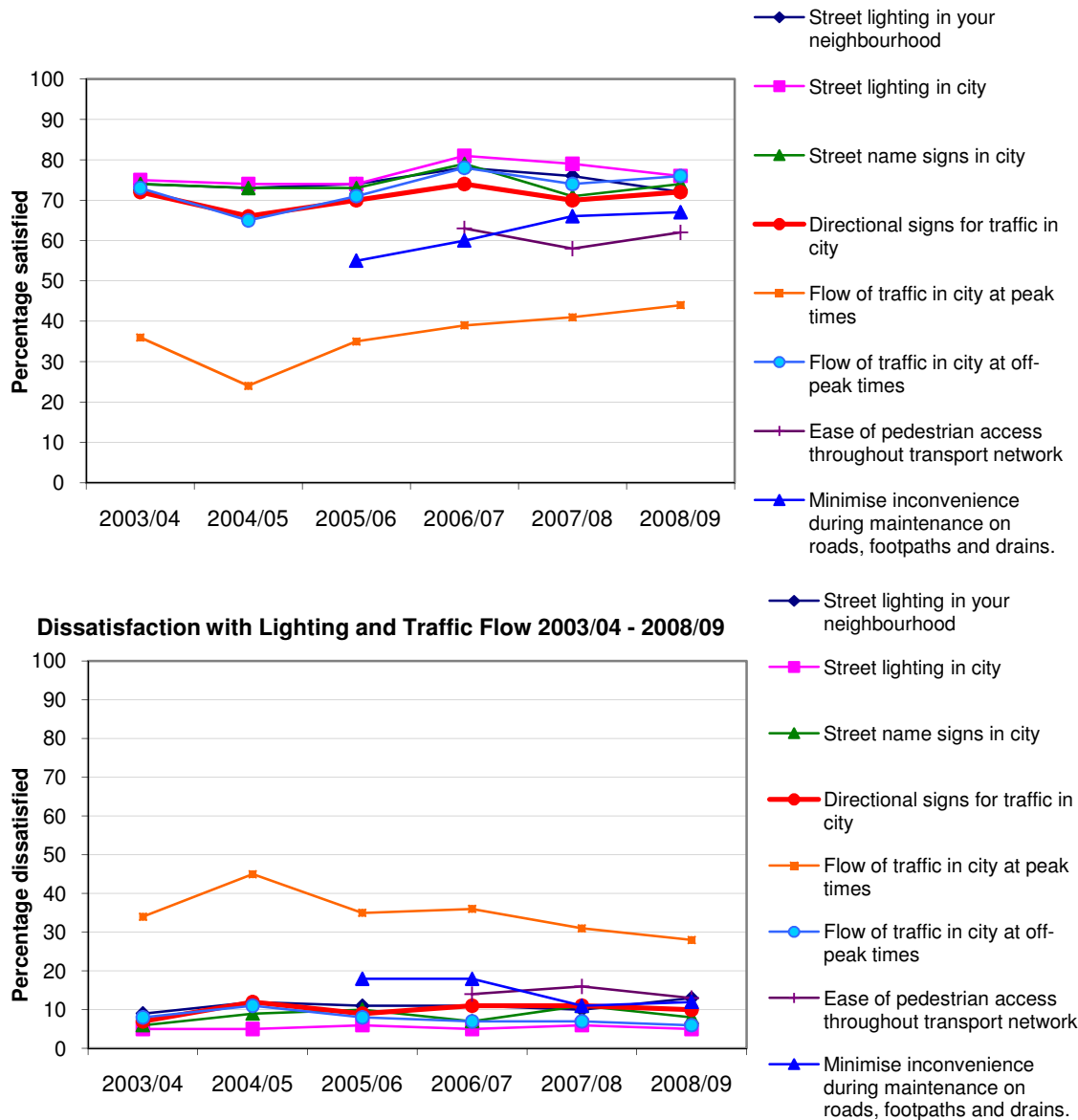


### Dissatisfaction with Roads and Footpaths 2003/04 - 2008/09



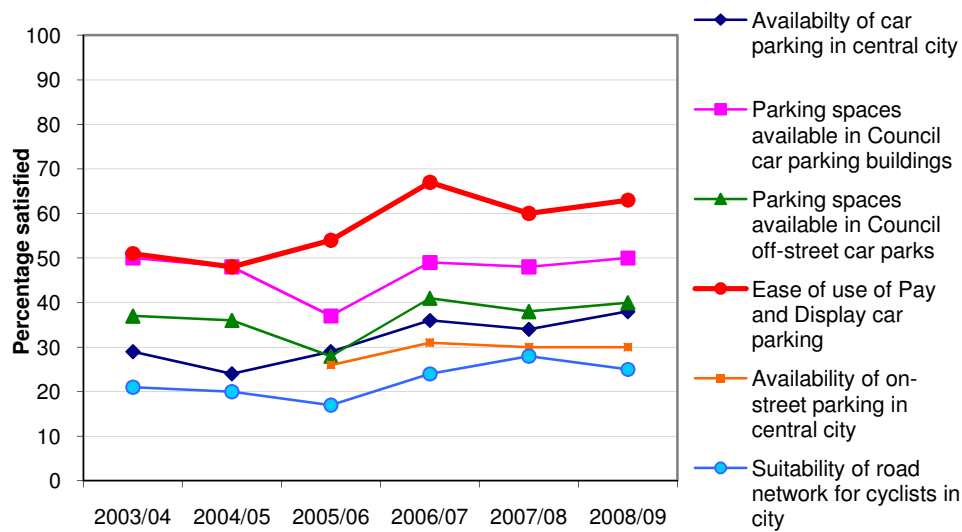
The areas recording increases in satisfaction over the 2007/8 survey were the flow of traffic in city at peak times (up to 44% from 41%) and ease of pedestrian access throughout the transport network (up to 62% from 58%) (Figure 5.4). In contrast, satisfaction with street lighting declined from 79% to 76%.

**Figure 5.4 Satisfaction with Lighting and Traffic Flow management**

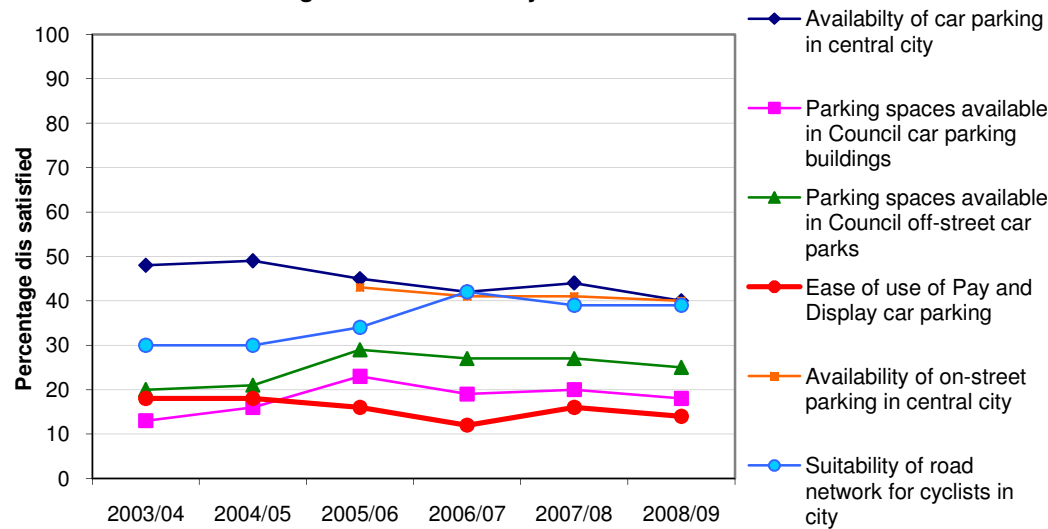


In the 2008/09 survey most areas recorded just slight increases in levels of satisfaction, with the exception of the suitability of the road network for cyclists throughout the city, which saw a decline (Figure 5.5, overleaf).

Figure 5.5: Satisfaction with Parking Facilities and Network for Cyclists



Dissatisfaction with Parking and Network for Cyclists 2003/04 - 2008/09





## 5.4 Regulatory, Monitoring and Environment

Satisfaction with regulatory, monitoring, and environmental services was mostly positive (i.e., with the majority of respondents either satisfied or neutral). Issues where a third of the public were dissatisfied with were dog fouling; and processing of applications for building consents (Table 5.4).

**Table 5.4: Satisfaction of Users with Regulatory, Monitoring, and Environment**

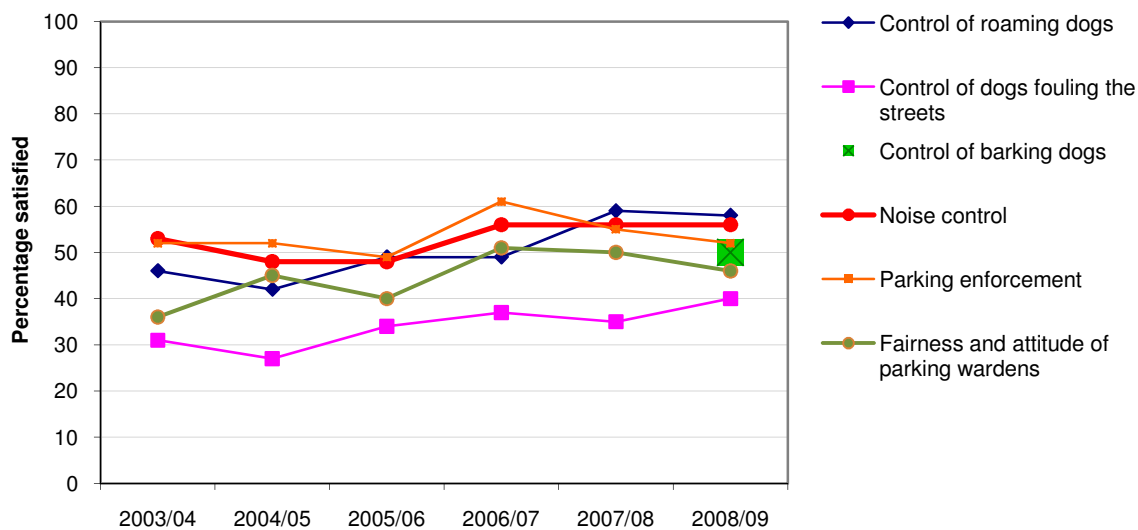
		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response N=
31	Control of roaming dogs	1196	9	49	23	13	6	163
32	Control of dogs fouling the street	1217	5	35	24	23	12	142
33	Control of barking dogs	1145	6	44	31	14	5	214
34	Noise control	1119	7	49	32	9	4	240
35	Parking enforcement	1153	5	47	35	8	5	206
36	The fairness and attitude of parking wardens	1055	6	40	35	12	7	304
37	Enforcing hygiene standards in city food establishments	1143	15	58	21	4	1	216
38	Enforcing appropriate standards in the city's licensed premises	1025	8	50	28	9	5	334
39	Processing of applications for building consents	800	2	22	43	22	12	559
40	Monitoring and inspection of buildings under construction	735	3	29	53	11	5	624

Unprompted responses were sought, and the groupings of responses were as follows:

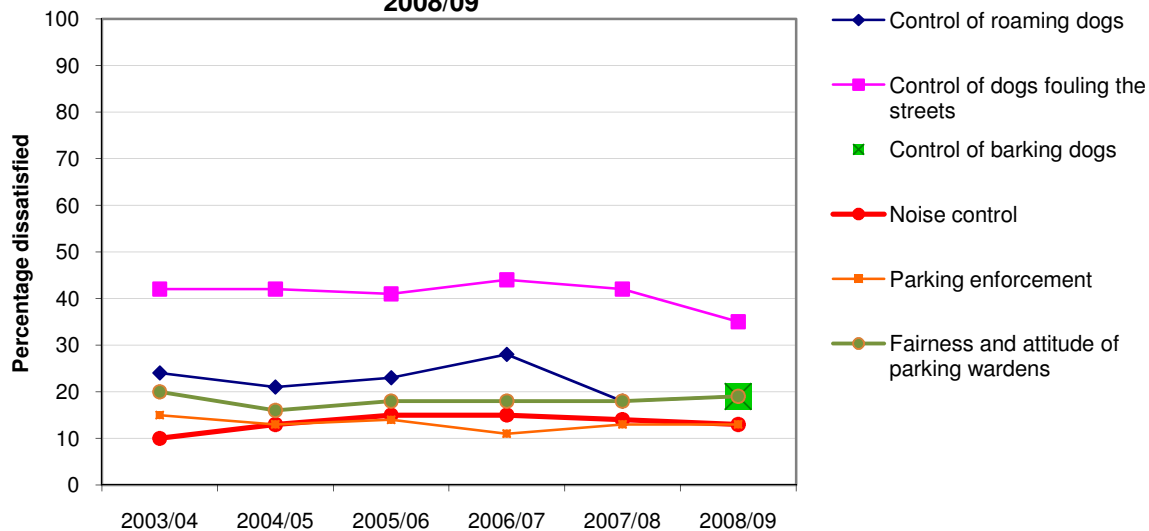
• Dog faeces on streets	47
• Dog control poor	39
• A lot of alcohol related problems	29
• Building consents too slow	28
• Wardens attitudes not good	27
• Noise control poor	24
• Licensed premises should close earlier	15
• Good ratings for food outlets	13
• Building consents too expensive	10
• Other	95

Satisfaction was higher in 2008/09 for control of dogs fouling the street, and was lower for parking enforcement, the fairness and attitude of parking wardens. Control of barking dogs was asked for the first time in 2008/09 (Figure 5.6).

Figure 5.6: Satisfaction with Street, Noise and Parking Enforcement

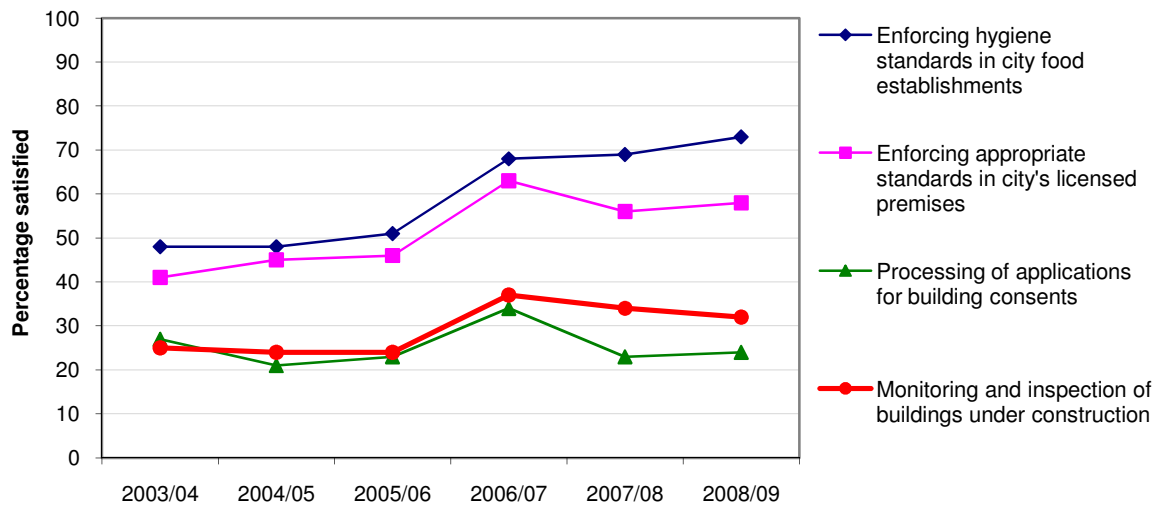


Dissatisfaction with Street, Noise and Parking Enforcement 2003/04 - 2008/09

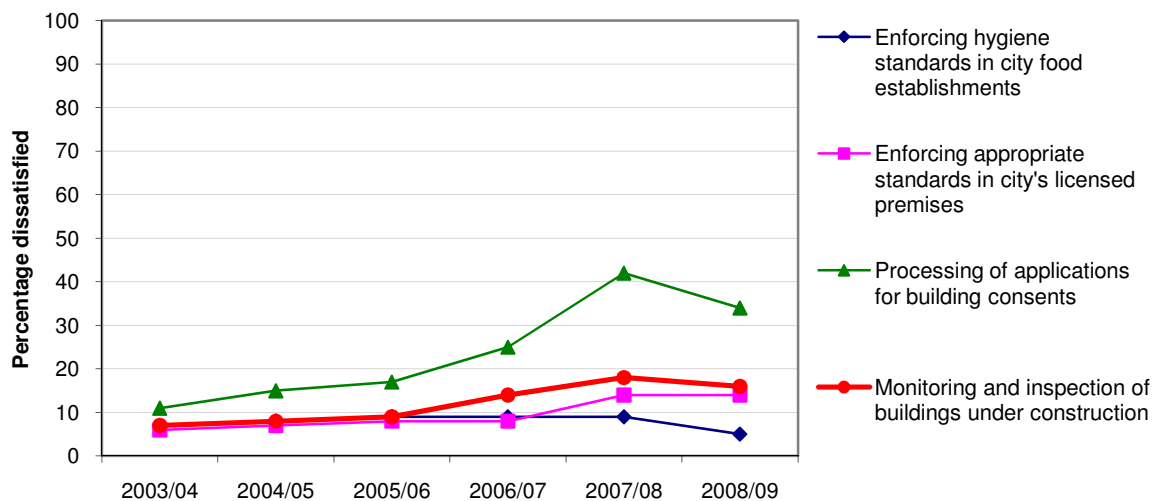


Satisfaction with enforcing standards in city’s food and licensed premises rose slightly in 2008/09 from last year’s survey. Satisfaction in other areas was similar (Figure 5.7, overleaf).

Figure 5.7: Satisfaction with Monitoring and Enforcement



Dissatisfaction with Monitoring and Enforcement 2003/04 - 2008/09



## 5.5 Customer Service

Over half of the respondents were satisfied that the Council 'strives to improve', however just a third felt the Council 'delivered good value for money' (Table 5.5).

**Table 5.5 Satisfaction of Users with Customer Service**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response N=
41	The Council is constantly striving to improve	1108	7	44	34	8	7	251
42	The Council delivers good value for the ratepayer money	1174	6	28	33	17	15	185

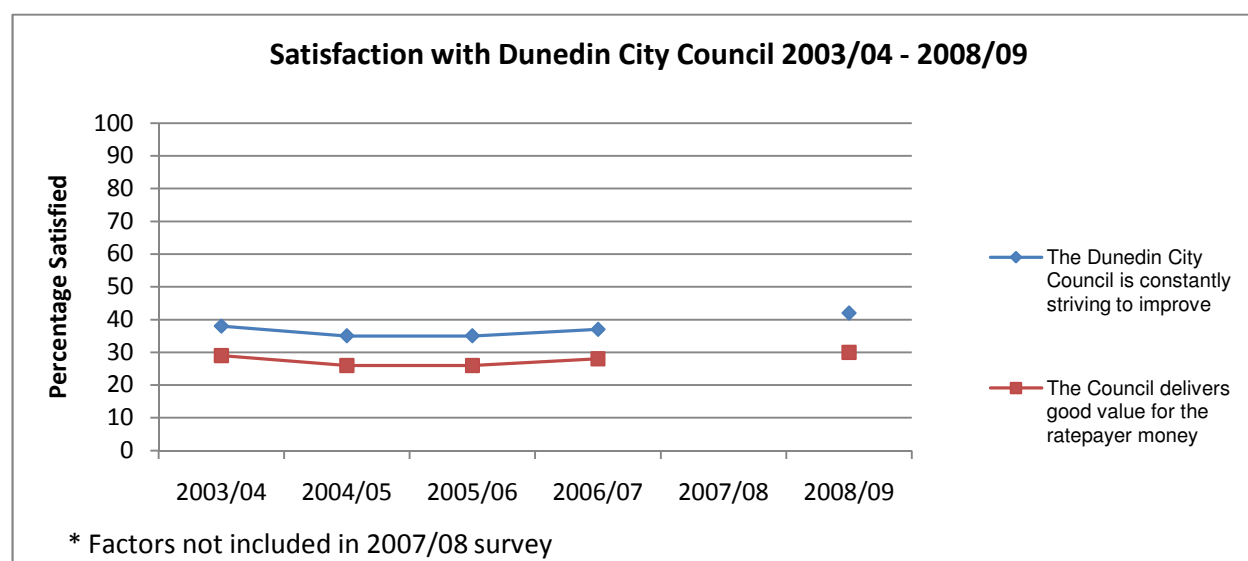
Unprompted comments regarding customer services included:

- Services good 28
- Minimise spending 23
- Frustrated re constant rate rises 22
- Council does not listen to citizens 20
- Lack of communication 17
- Not happy with council (non-specific) 14
- Other 39

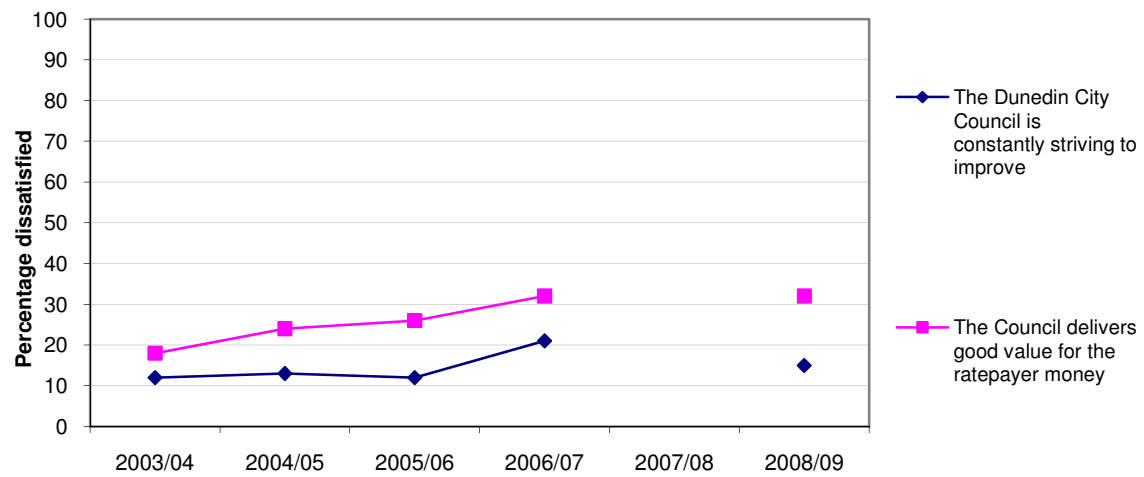
**Note:** In addition to these comments, 96 comments were received in this section with regard to the Stadium. As these comments do not specifically relate to Customer Service, they have been noted here and are included in the analysis of Council facilities (see Section 6.1).

Satisfaction levels with Customer Service in 2008/09 were moderate to low, however have improved slightly from those recorded last in 2006/07 (Figure 5.8).

**Figure 5.8: Satisfaction with Customer Service**



### Dissatisfaction with Dunedin City Council 2003/04 - 2008/09



\* Factors not included in 2007/08 survey

## 6 Use of Council Facilities (Primary Data Set)

### 6.1 Use of Council Facilities

Table 6.1 shows both (i) how many individuals utilised various council facilities, and (ii) how frequently on average those facilities were utilised. These data should be cross-referenced with the responses with regard to satisfaction of the facilities (Table 6.2) to provide an indication of how well each of the facilities is meeting the residents' expectations.

**Table 6.1: Use of Council Facilities - Usage**

		Responses Based on Total sample <sup>2</sup>		
		No visits	1 or more visits	Average number of visits <sup>3</sup>
43	Any library (Moray Place, Mosgiel, Port Chalmers, Waikouaiti, Blueskin Bay, Bookbus)	62%	38%	21.1
45	Any swimming pool (Moana, Mosgiel, St Clair Salt Water, Port Chalmers)	74%	26%	25.7
46	Otago Museum	60%	40%	4.8
47	Otago Settlers Museum	72%	28%	2.6
48	Dunedin Public Art Gallery	73%	27%	4.0
49	Dunedin Chinese Garden	78%	22%	1.9
50	Botanic Gardens	63%	37%	14.6
51	Winter Sports playing fields	84%	16%	16.6
52	Summer Sports playing fields	86%	14%	15.0
53	Council playgrounds	80%	20%	19.0
54	Walking and Biking tracks around the city	74%	26%	24.7
55	Parks and Reserves	72%	28%	19.0
56	Dunedin Stadium (Ice Stadium)	88%	12%	4.2
57	Edgar Sports Centre	74%	26%	8.5

<sup>2</sup> Commonly, when analysing quantitative data, the measure for each index will be a percentage of the number of individuals responding to that question. Historically, some analyses undertaken for Dunedin City ROS calculated the percentage for some indices based on the total sample, irrespective of whether the question was answered by the respondent. For trend analyses, the alternate calculation has been maintained. This does not necessarily match the data in the related table.

<sup>3</sup> Average only includes those who noted visiting the facility.

		Responses Based on Total sample <sup>2</sup>		
58	Carisbrook	83%	17%	3.8
59	The Dunedin Visitors Centre (Octagon)	83%	17%	2.5
60	Dunedin Town Hall	73%	27%	3.3
61	Dunedin's cemeteries (services provided to public)	83%	17%	3.8
63	Public toilets	75%	25%	15.8

**Table 6.2: Use of Council Facilities - Satisfaction of Users**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response N=
43	Any library (Moray Place, Mosgiel, Port Chalmers, Waikouaiti, Blueskin Bay, Bookbus	978	52	41	5	1	1	381
44	Material available at the libraries	987	44	46	7	2	1	372
45	Any swimming pool (Moana, Mosgiel, St Clair Salt Water, Port Chalmers)	827	35	49	12	3	1	532
46	The Otago Museum	1086	55	39	5	1	0	273
47	Otago Settlers Museum	942	47	44	8	1	1	417
48	Dunedin Public Art Gallery	891	44	45	10	1	1	468
49	Dunedin Chinese Garden	771	41	36	16	3	4	588
50	Botanic Garden	1103	55	40	4	1	0	256
51	Winter sports playing fields	688	19	53	23	4	1	671
52	Summer sports playing fields	667	20	55	24	2	0	692
53	Council playgrounds	776	22	54	19	5	1	583
54	Walking and biking tracks around the city	880	22	55	16	5	2	479
55	Parks and Reserves	978	25	60	13	1	1	381
56	Dunedin Stadium (Ice Stadium)	574	21	47	28	2	2	785
57	Edgar Sports Centre	872	26	55	17	2	0	487
58	Carisbrook	745	20	42	24	10	4	614
59	The Dunedin Visitor Centre	736	23	51	23	2	1	623
60	The Dunedin Town Hall	924	24	58	16	2	0	435

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response N=
61	Dunedin's Cemeteries (services provided to public)	755	20	55	23	2	1	604
62	Dunedin's Cemeteries (physical appearance)	964	17	54	22	5	2	395
63	Public Toilets	1059	7	37	27	18	10	300

For most facilities respondents report a high level of satisfaction. Notable exceptions (i.e., facilities regarded as marginal or somewhat unsatisfactory) include public toilets and Carisbrook. The most common comments about Council facilities were:

- Issues with public toilets
- Poor hygiene 101
- Insufficient 46
- Other issues 7
- Stadium Issues<sup>4</sup>
- Against new stadium 122 \*
- For new stadium 19
- Tracks
- Need more cycling tracks 21
- Need more walking tracks 12
- Tracks need more maintenance / signs 7
- Winter playing fields need better drainage 15
- Pools
- Need more pools in Dunedin / open St Clair longer 17
- Moana needs cleaning 11
- Moana is a good facility 9
- Libraries
- Need more books, DVDs 12
- Provide good service 10
- Need better facilities 8
- Need a South Dunedin library service 5
- Parks and Playgrounds
- Need more maintenance 13
- Well maintained 7
- Chinese Gardens
- Positive comments 9
- Negative comments 8
- Issues with cost 7
- Cemeteries need more maintenance 13
- Safety and Vandalism issues 11

<sup>4</sup> Additional unprompted responses were received in regard to the Carisbrook Stadium development (Q99, Sport; and Q110, General Comments). In Q99, 45 unprompted responses criticised the development, while 43 unprompted responses supported the development, while in Q110, 62 respondents addressed concern regarding the Stadium, while 21 expressed their support.

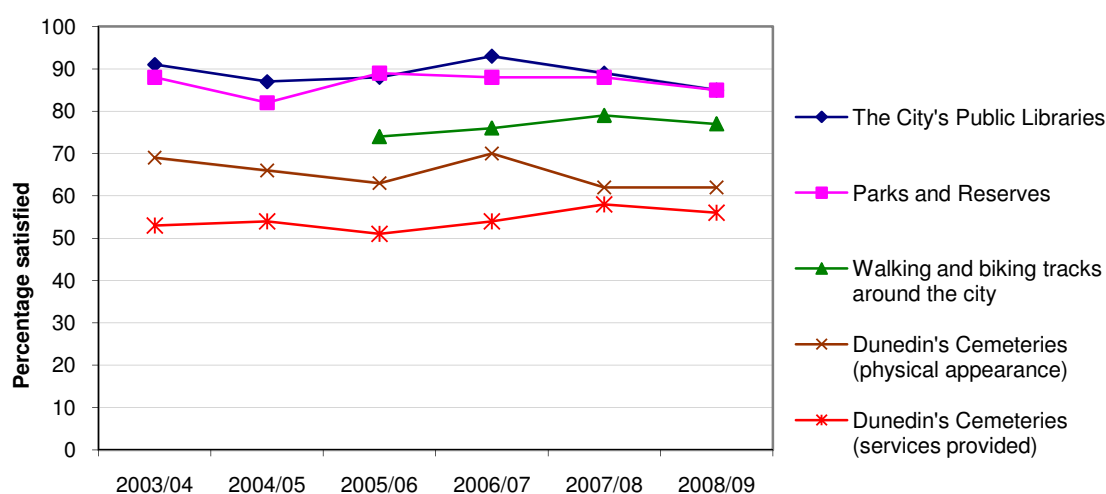


- Botanic Gardens
- Positive comments 8
- Negative comments 4
- Museums – positive comments 8
- Other comments 94

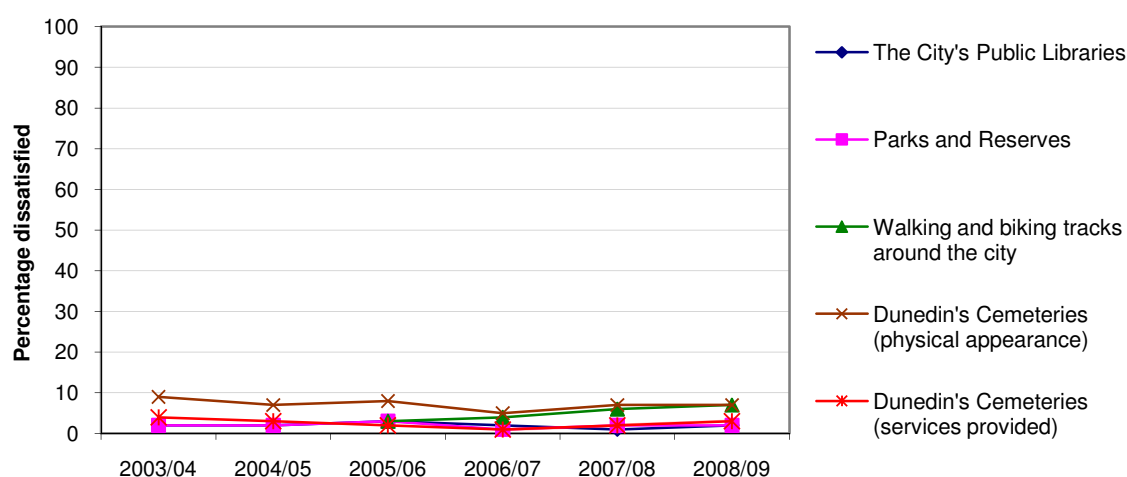
- \* Including 96 responses from Section 5.5

Overall, in the 2008/09 satisfaction ratings for these Council facilities were similar to 2007/08, however there was a slight decrease in satisfaction with Public Libraries (Figure 6.1).

**Figure 6.1: Satisfaction – Facilities in General**

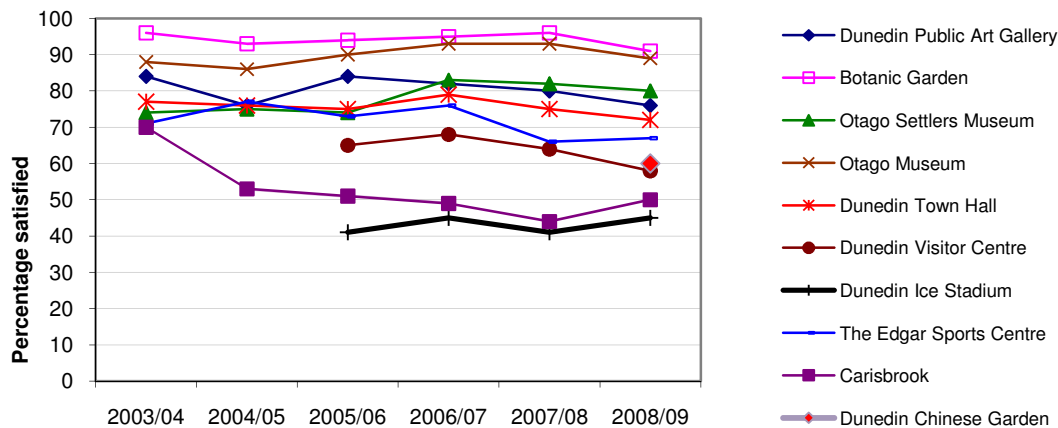


**Dissatisfaction with Council Facilities 2003/04 - 2008/09**



Satisfaction in the 2008/09 survey was slightly lower than last year in regard to the Dunedin Public Art Gallery, Botanic Garden, Otago Museum, Dunedin Town Hall and Dunedin Visitor Centre, and was higher in regard to Dunedin Ice Stadium and Carisbrook. The Dunedin Chinese Garden (included for the first time) rated above average (Figure 6.2, overleaf).

Figure 6.2: Satisfaction – Specific Facilities



Dissatisfaction with Specific Council Facilities 2003/04 - 2007/08

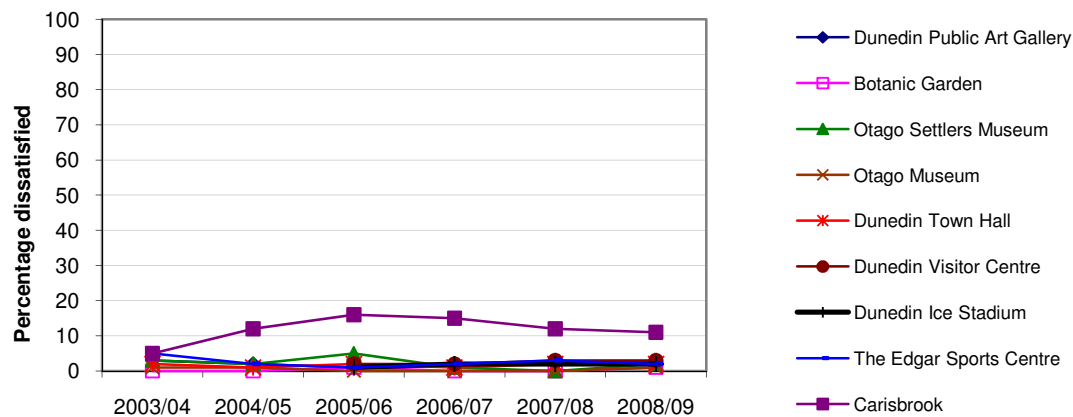
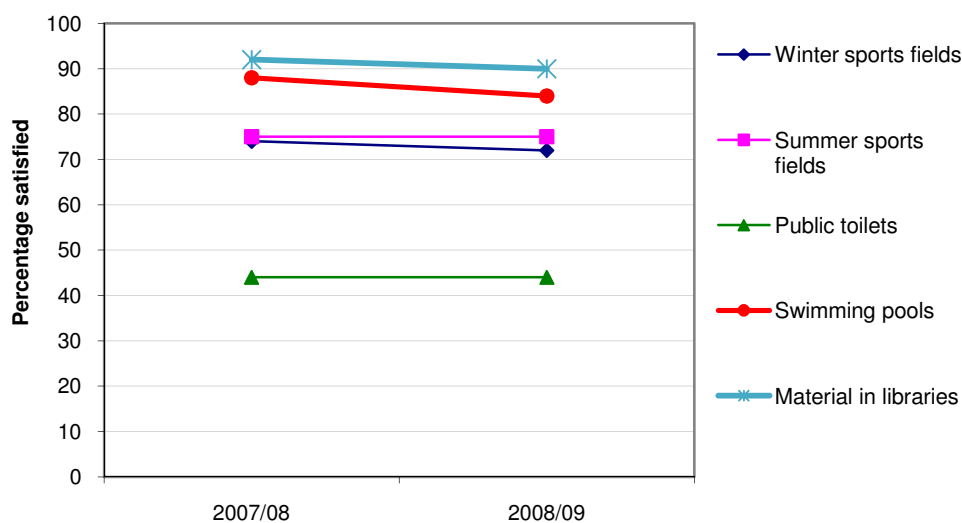


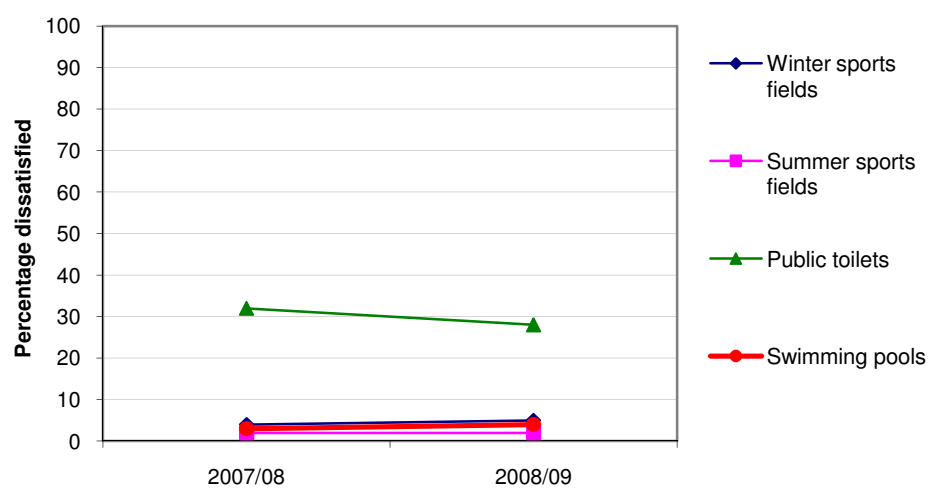
Figure 6.2a Additional Facilities<sup>5</sup>

Overall Satisfaction with Facilities 2007/08 - 2008/09



<sup>5</sup> Data on additional facilities is not available prior to 2007/8

### Overall Dissatisfaction with Facilities 2007/08 - 2008/09



## 7 Satisfaction with Council Activities (Primary Data Set)

### 7.1 Consultation and Communication

Historically, resident satisfaction with consultation and communication has been relatively low, with most indices showing satisfaction levels of between 35% and 53%. For four of the five indices, a larger proportion of the respondents are satisfied about the Council's role in consultation than are dissatisfied. This included provision of information about Council activities; provision of information regarding water supply and road service issues; and provision of information regarding temporary street closures. The one area where dissatisfaction was higher than satisfaction was the amount of public consultation undertaken. Detail is shown in Table 7.1.

In 2008/09 there was a decline in satisfaction with the information received about road works and footpath repairs in the neighbourhood. Satisfaction declined in the 2008/9 survey (Figure 7.1) with regards to both the amount of public consultation undertaken; and the amount of information explaining why and what the council is doing.

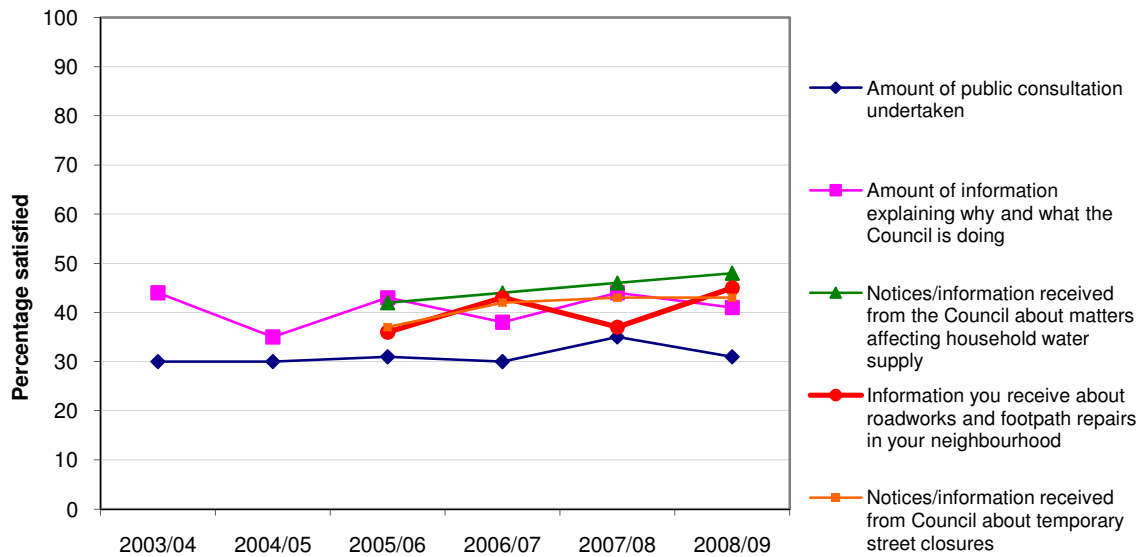
**Table 7.1: Consultation and Communication - Satisfaction of Users**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response N=
64	The amount of public consultation undertaken	1149	4	30	27	19	19	210
65	The amount of information available explaining why and what the Council is doing	1207	5	38	28	16	12	152
66	The notices and information you receive from the Council about activities and matters affecting your household's water supply	1122	6	47	33	8	6	237
67	The notices and information you receive from the Council about roadworks and footpath repairs in your neighbourhood	1165	5	43	29	15	7	194
68	The notices and information you receive from the Council about temporary street closures	1101	5	43	35	10	7	258

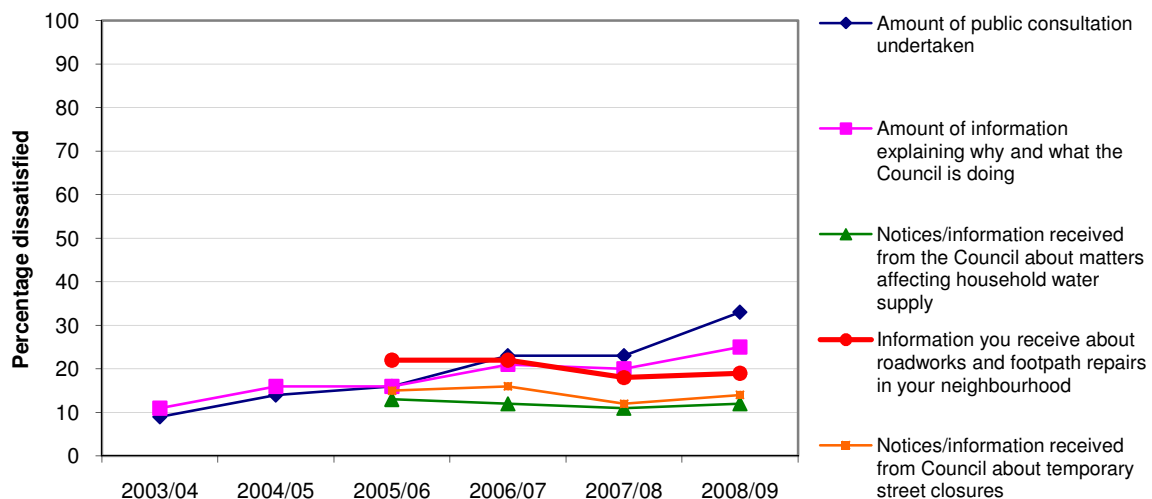
Unprompted comments with regard to public consultation included:

- There is a need for more public consultation 104
- No notices received 59
- Council doesn't listen to population 35
- There is a lack of communication 23
- The people don't want a stadium 22
- Population is not happy with council 13
- Other 68

**Figure 7.1: Satisfaction – Council Consultation**



**Dissatisfaction with Council Consultation 2003/04 - 2008/09**



## 7.2 Communication through Media

While respondents in general showed a positive response to the various forms of communication from the Council (Table 7.2), in all factors measured there was a decrease in satisfaction when compared to the results from previous years. The greatest level of decline was with regard to satisfaction of the City Talk magazine, where satisfaction declined by 5% from the 2007/08 responses. Detail is shown in Figure 7.2 (overleaf).

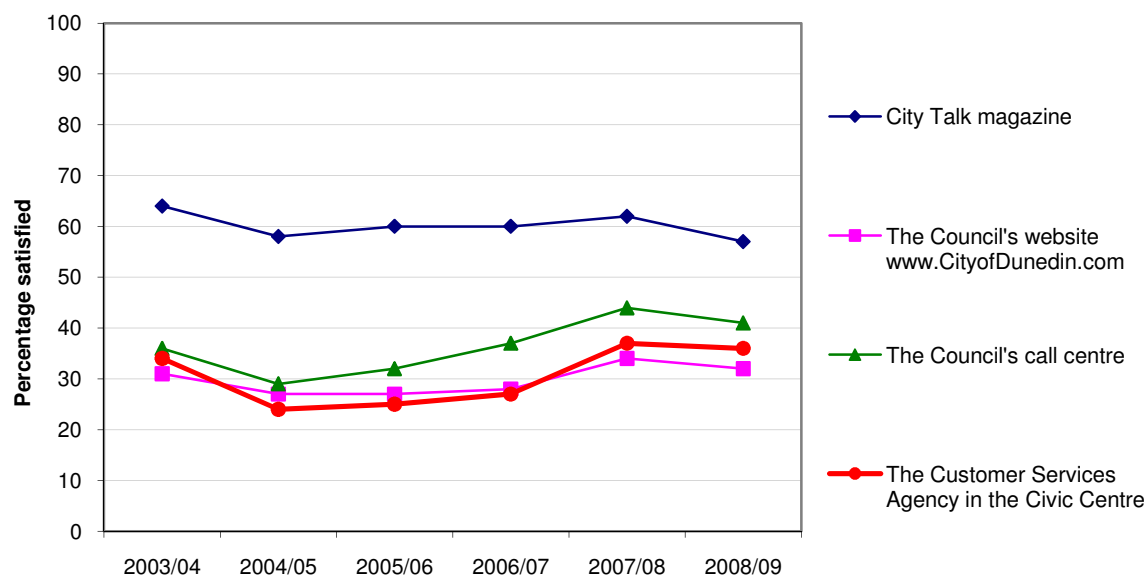
**Table 7.2: Types of Communication – Satisfaction of Users**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response N=
77	City Talk Magazine	1072	14	59	22	3	2	287
78	The Council's website www.dunedin.govt.nz	642	14	54	25	5	2	717
79	The Council's call centre (telephone enquiry service)	741	19	56	20	4	2	618
80	The Customer Services Agency in the Civic Centre	643	18	58	20	3	1	716

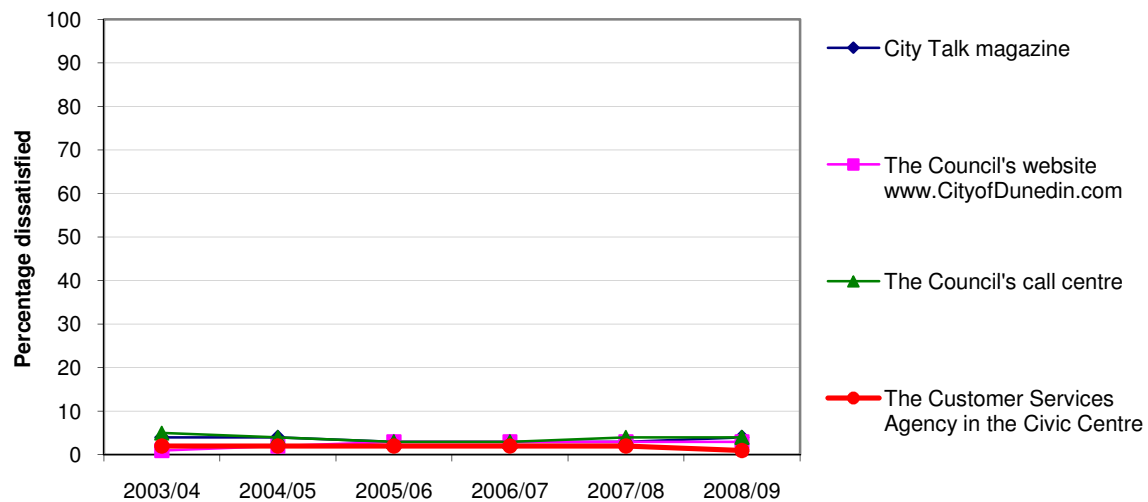
Unprompted responses included:

- Communications are good 19
- City Talk is a waste of money /time 18
- Website doesn't have enough information 14
- Website difficult to navigate 14
- City Talk is good 12
- Call Centre is good 11
- Dissatisfied with communication/ needs improvement 11
- Website good 8
- Do not get City Talk / not delivered 8
- Other 40

**Figure 7.2: Satisfaction – Council Communication Media**



### Dissatisfaction with Council Communication 2003/04 - 2008/09



## 7.3 Economic Development and Promotion

In terms of economic development specifically attracting new business and supporting and retaining businesses in Dunedin, a large proportion were ambivalent, although slightly more were positive than were negative. Satisfaction was considerably more positive for media coverage of events and the city's festivals and events themselves. In each of the factors measured regarding business (attracting, supporting, and retaining businesses), perception of satisfaction with Council activities showed an increase over previous years (Figure 7.3, overleaf). Note that three of the biggest increases in satisfaction were in the area of economic development and promotion (but from a low base).

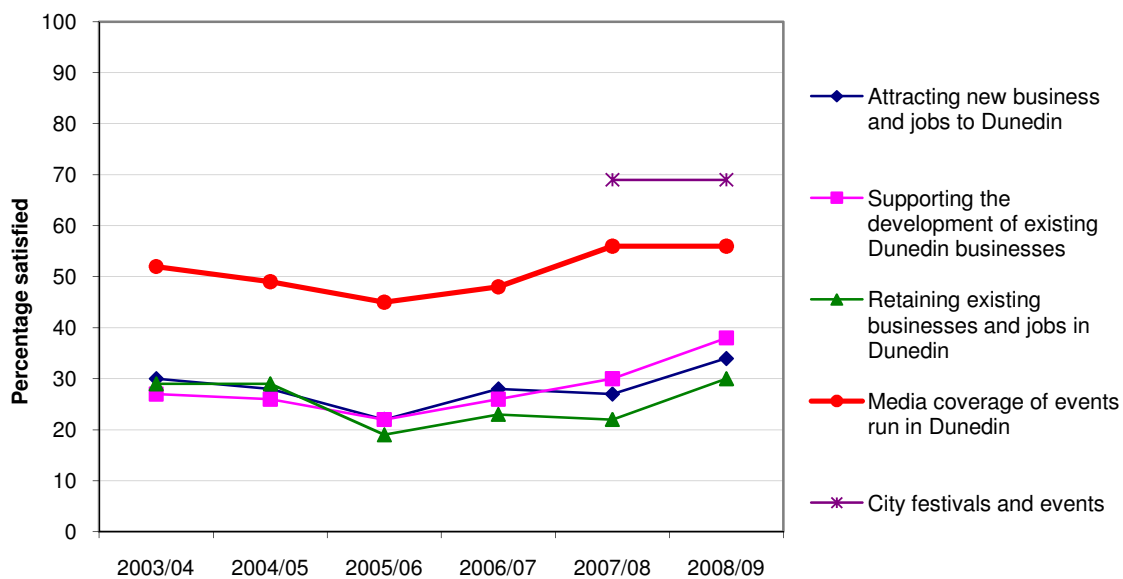
**Table 7.3: Economic Development and Promotion – Satisfaction of Users**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response N=
69	Attracting new businesses and jobs to Dunedin	950	5	29	41	16	9	409
70	Supporting the development of existing Dunedin businesses	939	5	33	40	15	8	420
71	Retaining existing businesses and jobs in Dunedin	974	3	27	40	20	9	385
72	Media coverage of events run in Dunedin	1181	7	49	27	12	6	178
73	City festivals and events	1211	12	57	22	5	4	148

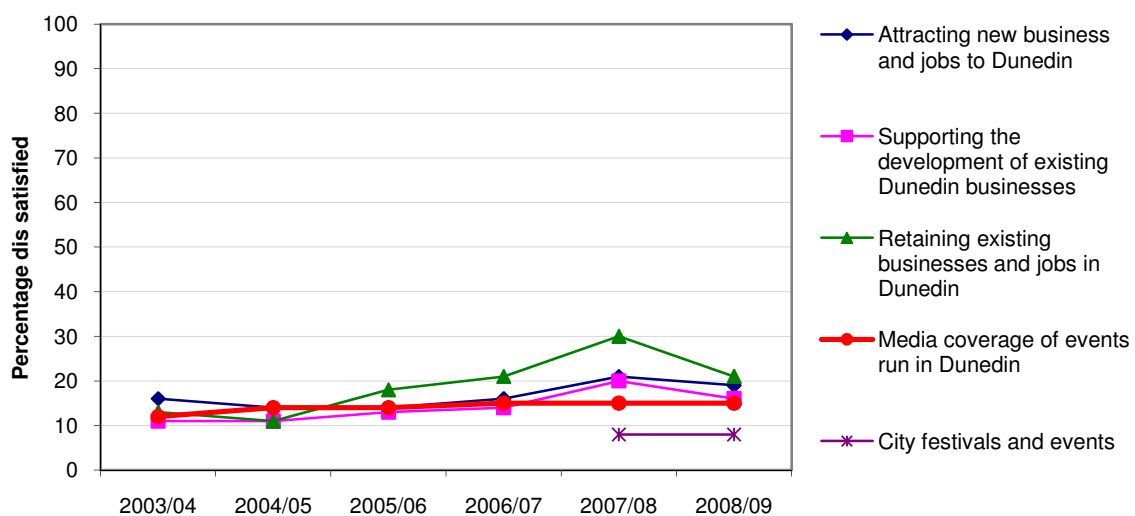
Unprompted responses included:

• Needs more promotion of Dunedin	40
• Needs to support local businesses	30
• Doing a great job	21
• Should look to generate more jobs/ less laying off	15
• Too many events / too long	15
• Should look to attract new businesses	15
• Not doing a very good job	13
• Other	79

**Figure 7.3: Satisfaction with Economic Development and Promotion**



#### Dissatisfaction: Economic Development and Promotion 2003/04 - 08/09





## 7.4 Elected Representatives and Council Staff

The responses from all participants show that there is in general a neutral response to the satisfaction levels in terms of contact with elected officials. Responses were more positive for contact with the Council staff than for elected officials (Community Board members or Mayor / Councillors). Detail is shown in Table 7.4, with trends of responses shown in Figure 7.4 (overleaf).

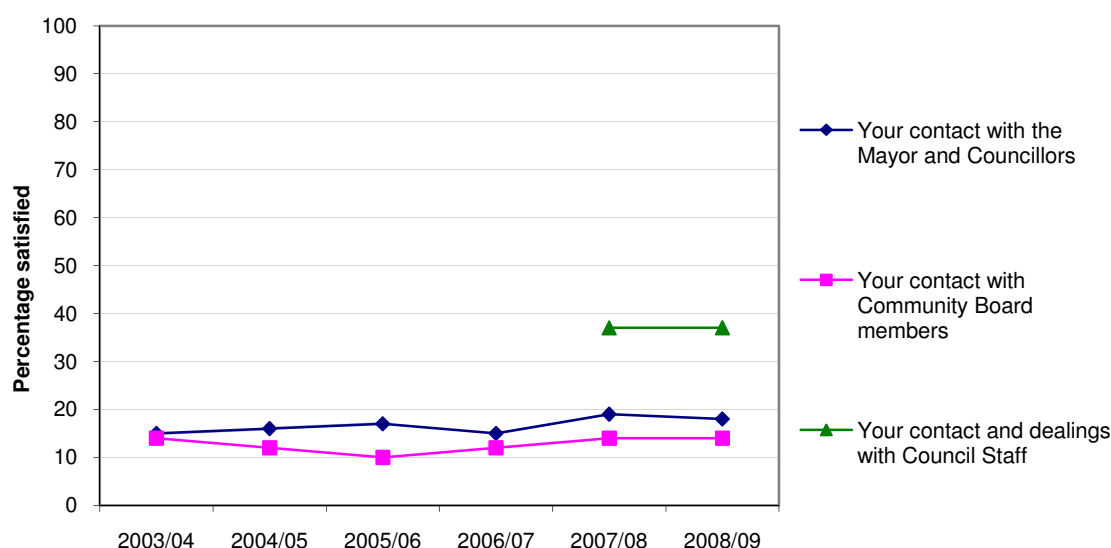
**Table 7.4: Elected Representative and Council Staff – Satisfaction (those who made contact)**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response N=
74	Your contact with the Mayor and Councillors	846	5	24	50	7	13	513
75	Your contact with Community Board members	742	3	22	57	8	10	617
76	Your contact and dealings with Council staff	975	10	41	38	5	6	384

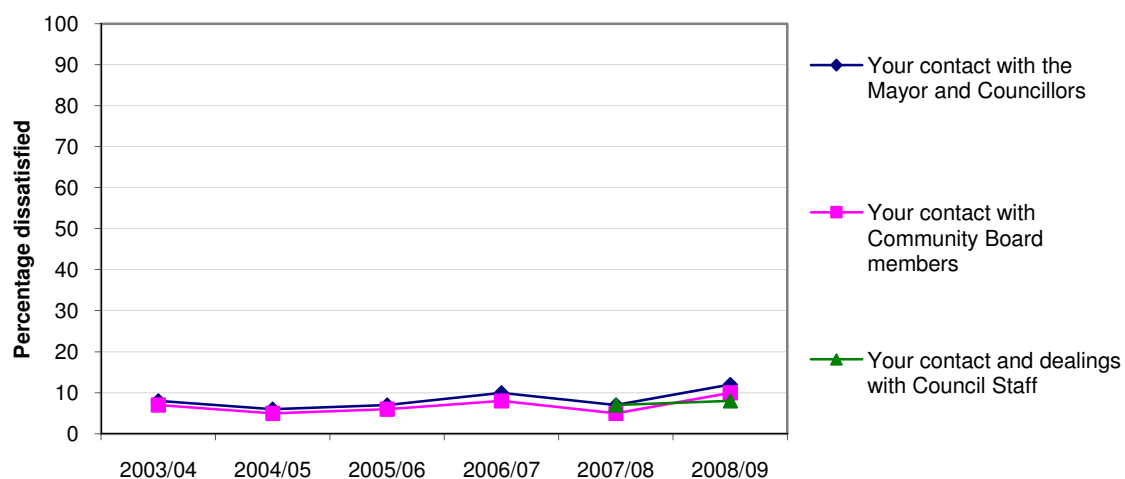
A range of unprompted responses was received, with the key issues being:

- Need more consultation/ communication 35
- Good/ satisfied 23
- Elected officials do not do job 15
- Elected officials do not listen 11
- Council is hard to contact 11
- Staff are more approachable 7
- Despite trying to contact, had no reply 6
- Residents do not get enough information 5
- The Call Centre is good 4
- Council has bad attitude / needs improving 4
- Other 45

**Figure 7.4: Satisfaction with Elected Representatives and Council Staff**



### Dissatisfaction: Elected Representatives and Staff 2003/04 - 08/09



## 8 Overall Satisfaction with the Dunedin City Council (Primary Data Set)

### 8.1 Overall Satisfaction with Dunedin City Council

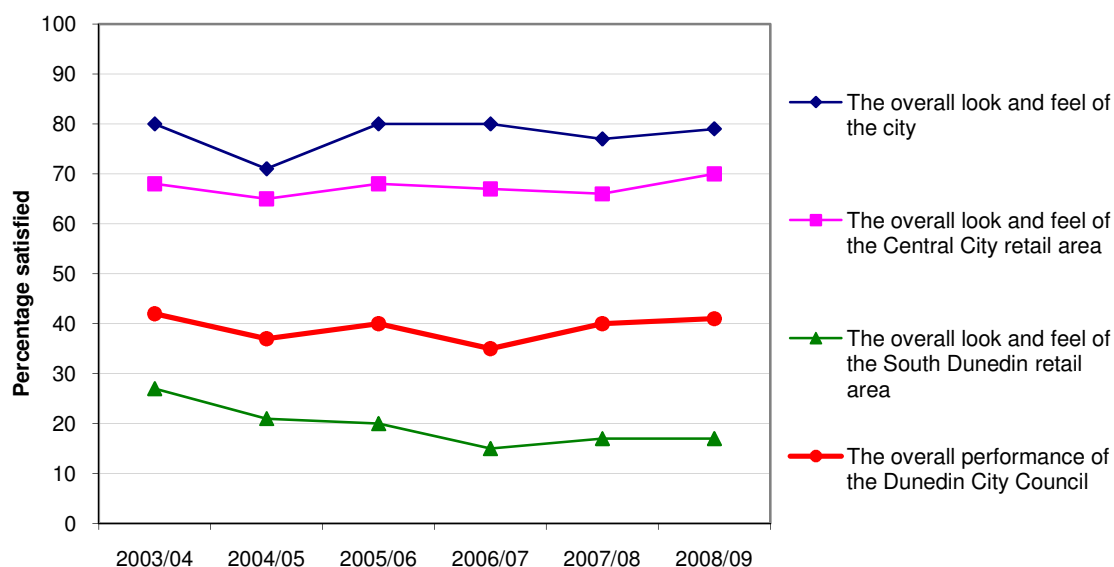
Satisfaction with the overall performance of the Dunedin City Council was in line with levels from 2007/08, with 43% of respondents being satisfied compared to 29% being dissatisfied.

Satisfaction levels were high for both the city and the central retail area. Satisfaction with the City and the Central City retail area were slightly higher than 2007/08. Satisfaction with regard to South Dunedin remains low. The strongest area of concern was the South Dunedin retail area, where over half of those responding stated they were dissatisfied. Details are shown in Table 8.1 and Figure 8.1.

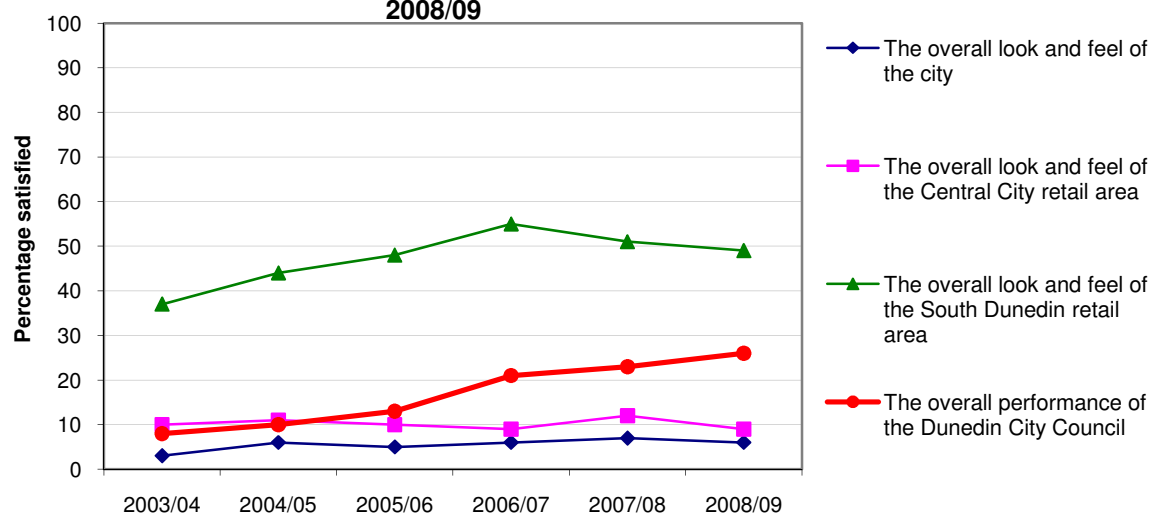
**Table 8.1: Overall Satisfaction Scores of Respondents**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response N=
81	The overall look and feel of the city	1288	15	64	14	5	1	71
82	The overall look and feel of the central city retail area	1276	10	60	20	8	2	83
83	The overall look and feel of the South Dunedin retail area	1224	2	15	28	39	16	135
84	The overall performance of the Dunedin City Council	1238	5	36	30	16	13	121

**Figure 8.1: Overall Satisfaction with Dunedin and the City Council 2003/04 - 2008/09**



### Overall Dissatisfaction with Dunedin and the City Council 2003/04 - 2008/09



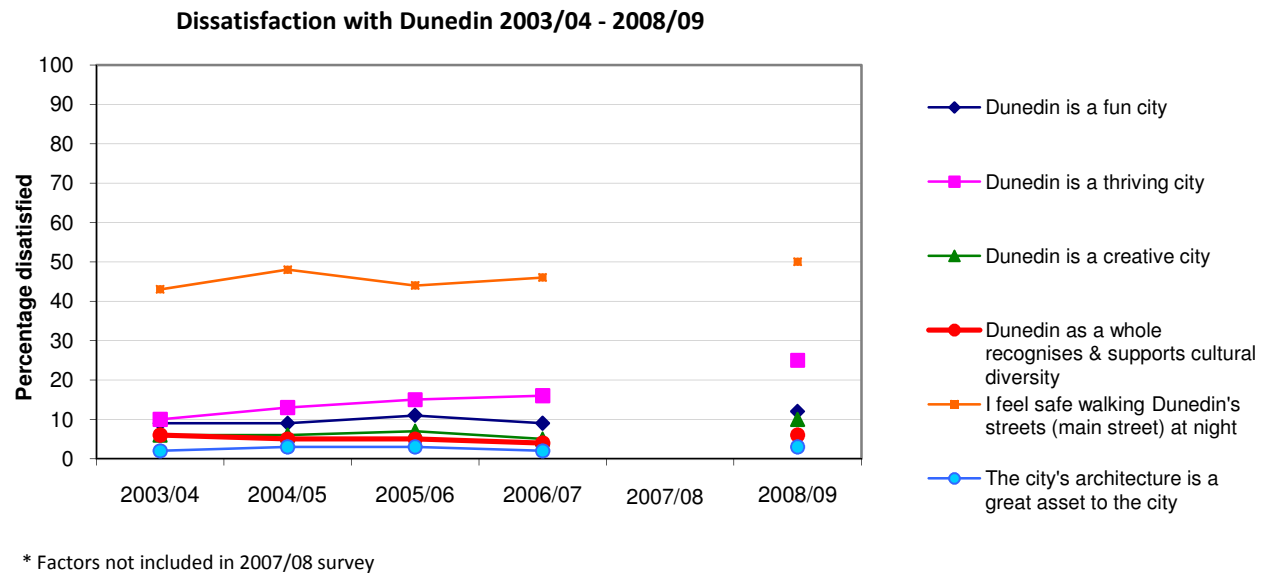
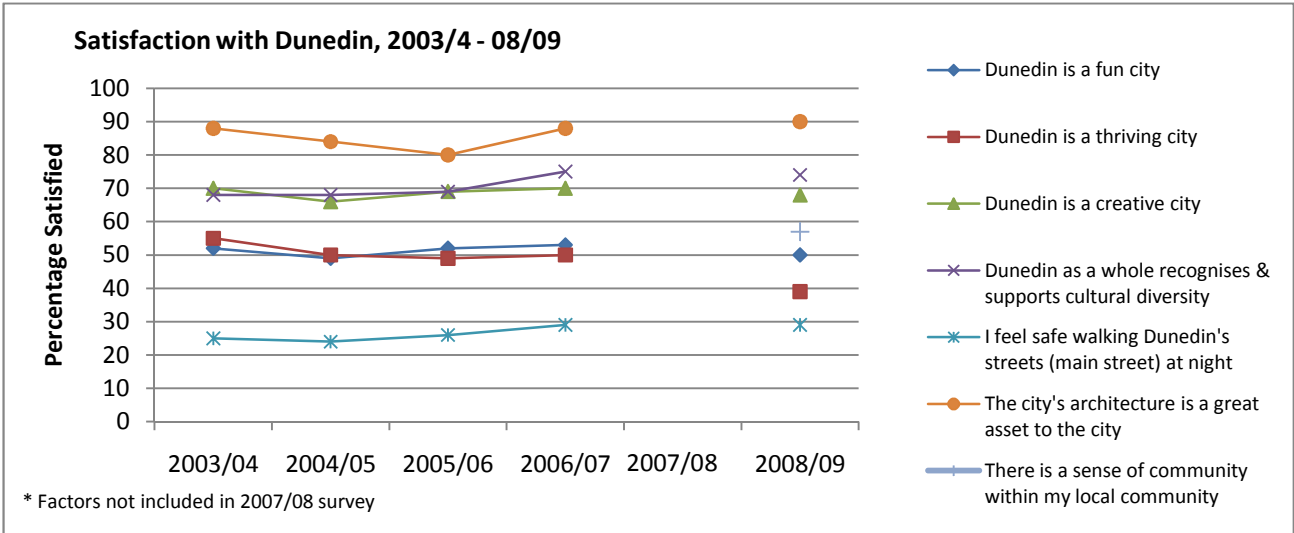
## 8.2 Overall Perception of Dunedin

Questions regarding the overall perceptions of Dunedin were included in the 2008/09 survey – they were not asked in 2007/08. The majority of respondents were satisfied with the city’s architecture, support for cultural diversity; and that Dunedin is a creative city. Overall residents rated their feelings of safety walking the streets at night low, and were almost as negative about Dunedin being a thriving city. The results were similar to previous years, with the exception of ‘Dunedin is a thriving city’, which has declined considerably from 2006/07 (from 50% to 39%). Detail is shown in Table 8.2, and a trend analysis is shown in Figure 8.2.

**Table 8.2: Perceptions of Dunedin of Respondents**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response N=
85	Dunedin is a fun city	1207	7	43	37	10	2	152
86	Dunedin is a thriving city	1225	5	34	36	21	4	134
87	Dunedin is a creative city	1237	14	54	22	8	2	122
88	Dunedin as a whole recognises and supports cultural diversity	1215	12	62	21	5	1	144
89	I feel safe walking Dunedin’s streets at night	1170	4	25	21	35	15	189
90	The city’s architecture is a great asset to the city	1273	43	47	8	2	1	86
91	There is a sense of community within my local neighbourhood	1239	14	43	28	13	3	120

Figure 8.2: Perceptions of Dunedin 2003/04 - 2008/09



### 8.3 What would you like to change about ...?

A range of open ended questions were asked with regard to what changes participants would like to see with regard to specific factors about the Council and the City. Responses were coded and grouped, and details are shown as follows. The number shown indicates the number of responses (n) for each comment received.

#### Q92. The Council Staff

• Satisfied with council staff	36
• Need to be more honest / need improvement	25
• Need to include more consultation / communication	24
• Need new staff	21
• Need to be more friendly / attitude improved	19
• The number should be reduced, with lower cost	18
• Staff need to be more accessible / approachable	17
• Staff need to listen to people	16
• Staff are helpful/ friendly	14
• Staff need to take responsibility / more proactive	9
• Other	73

#### Q93 The Appearance of the City

• The city needs better street cleaning/ broken glass / graffiti	140
• The city looks great	60
• More emphasis on maintaining and restoring old buildings	44
• South Dunedin is shabby	28
• Need to maintain footpaths and roads	23
• Need to provide better facilities	23
• Do up harbour area/ improve assets to city	21
• Close octagon to vehicles	18
• Better and cheaper recycling service / empty street bins more	17
• Closed shops/ unused buildings look bad	15
• Encourage people to keep surroundings cleaner	9
• Make students responsible for their mess	7
• Other	123

#### Q94 Council services

• Satisfied with Council services	60
• Need better / less expensive rubbish / recycling service	32
• Need wheelie bins / bins too small	18
• Maintain roads and footpaths / street lighting	17
• More communication required from Council	15
• Services in general need improvement	14
• Drains blocked and overflowing	11
• Don't pump waste to sea	10
• More parking/ improve pay parking	8
• Clean streets more	7
• Bus service inefficient and / or expensive	6
• Other	98

<b>Q95</b>	<b>The Arts and Cultural Environment of Dunedin</b>	
	• Satisfied	98
	• Need more art and cultural activities / encourage them	30
	• Promote more for greater awareness	27
	• Needs more support from council and community	25
	• Need more facilities	13
	• Need to make access less expensive	7
	• Other	29
<b>Q96</b>	<b>The Social Environment of Dunedin</b>	
	• The social environment is good	64
	• Need more control of students	35
	• Need more events / family activities	32
	• Need safer streets	30
	• There is too much drunken behaviour	26
	• There are too many pubs / drinking areas	23
	• City needs more policing	23
	• Implement early closure or drinking curfew	22
	• Pedestrian only area around octagon	8
	• Other	92
<b>Q97</b>	<b>The Economic Environment of Dunedin</b>	
	• More assistance to new companies	49
	• Help existing businesses	46
	• Satisfied	39
	• Needs improvement	32
	• Encourage / develop more jobs	25
	• Stadium not good for economic times	20
	• Make living more affordable	19
	• Need sustainability in economy	8
	• Council shouldn't stop development	8
	• Council needs to make existing projects priorities	6
	• Stadium will benefit economy	4
	• City needs to attract more people and tourists	4
	• Other	27
<b>Q98</b>	<b>The Natural Environment</b>	
	• Dunedin's environment is good	104
	• Enhance and maintain it better	35
	• Stop beach and other pollution	34
	• More trees and parks	26
	• More walkways and bike tracks	18
	• Better access to forest and waterfront areas	9
	• Don't spoil with too many buildings	9
	• More support from council	7
	• Better recycling / more rubbish bins	7
	• Other	61

**Q99 Sport and recreation in Dunedin**

• Enhance / continue to improve facilities	121
• Dunedin does not need stadium	45
• City needs better sports grounds/ maintain grounds/ playgrounds	45
• New stadium is good	43
• More cycle lanes / cycleways unsafe / upgrade	29
• More emphasis on other sport than rugby	18
• Support from council to get kids active / encourage	14
• Cost of going to facilities too high / cant afford	18
• Moana pool / cleaning of / upgrading	6
• Facilities upkeep / for family and kids	5
• More walking tracks	4
• Other	81

**Q100 Transport in and around; and to and from Dunedin**

• City should consider more frequent bus service	90
• Service is good	54
• Bring back train services	38
• Introduce cheap / free bus services	35
• Provide more cycle ways	26
• Use mini buses	20
• Trams and cable cars would add flavour	18
• City needs better quality buses	14
• The buses are unreliable	11
• The timetable not simple to use	8
• Need more car parks	6
• The bus drivers are unfriendly	5
• Block off the octagon to traffic	4
• Southern motorway needs improvement	3
• Other	12

**Q110 General Comments**

• Very dissatisfied with stadium	62
• Overall Appreciation of Dunedin	45
• Council does not listen	30
• Keep up good work	22
• Appreciate stadium	21
• Concerned about rate increases	14
• Concern over safety and policing levels	8
• Concern regarding lack of consultation process	5
• Need to improve roading footpaths and drainage	5
• Council seems directionless and apathetic	5
• Other comments	55



## 9 Data Cross Tabulations (Primary Data Set)

Cross tabulations have been included by (1) Geographic location and (2) Age group. The intention is to highlight any variations in opinion based on where respondents live or how old they may be. From this information specific local issues may be more clearly understood, and the appropriate action plan (if required) put in place to deal with the issues.

### 9.1 Satisfaction of Users with Council Services by Geographic Location

	Dunedin City					Green Island					Kaikorai Valley				
	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
Household Rubbish Collection	34	47	9	11	0	23	62	11	3	1	25	54	12	5	3
Kerbside Recycling	26	46	22	2	4	20	60	7	12	1	19	51	12	14	3
Street Litter Bins	17	57	15	9	2	11	49	22	15	3	8	43	25	17	6
Reliability of the rubbish collection service	27	60	8	4	0	30	60	8	2	0	32	54	10	3	1
Cleanliness of the streets immediately after collection	17	38	17	27	2	12	43	19	22	5	9	37	25	24	5
Cleanliness of the streets in general	11	42	24	20	2	3	55	18	16	9	5	44	24	20	6
Water Pressure	26	53	11	11	0	22	62	9	4	4	26	53	12	6	3
Water Quality	23	40	15	15	6	18	54	16	10	2	23	50	15	10	2
Stormwater collection service	12	46	29	10	2	12	54	20	9	5	14	51	23	10	2
The city's sewerage system	7	52	24	12	5	10	55	21	7	6	14	40	22	15	9
The condition of the roads in your neighbourhood	18	65	14	4	0	6	61	17	7	10	13	53	19	10	5

	Dunedin City					Green Island					Kaikorai Valley				
	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
The condition of the roads throughout the city	15	65	15	6	0	0	48	31	17	4	7	53	25	12	4
The condition of footpaths in your neighbourhood	18	53	12	16	2	0	58	18	20	4	13	50	16	15	6
The condition of footpaths throughout the city	15	53	19	13	0	0	47	33	19	1	8	51	29	9	3
There are footpaths where you need in your neighbourhood	22	61	6	6	4	6	69	17	5	3	16	62	11	8	3
That there are footpaths where you need them in the city	24	56	13	4	2	3	66	24	4	3	13	65	16	6	1
Street lighting in your neighbourhood	21	52	19	6	2	6	69	13	11	1	13	64	11	8	4
Street lighting in the city	24	52	15	9	0	3	77	15	5	0	14	64	15	7	0
Street names signs throughout the city	24	43	24	9	0	3	75	16	6	1	14	63	15	6	1
Directional signs for traffic throughout the city	19	49	15	15	2	2	71	18	8	1	13	61	17	7	2
The flow of traffic around and through the city at peak times of the day	9	43	22	20	7	2	47	21	20	9	7	35	26	26	6
The flow of traffic around and through the city at off-peak times of the day	23	51	23	2	0	11	64	17	7	1	14	62	15	6	2
The ease of pedestrian access throughout the transport network	13	43	24	13	7	2	68	21	5	3	9	53	24	11	3
Efforts made to minimise disruption when work on roads, footpaths and drains	16	62	18	4	0	5	63	19	13	1	11	54	20	10	5
The availability of car parking in the central city	2	39	16	32	11	1	37	21	29	12	3	32	21	29	14
The number of parking spaces available in Council car parking buildings	3	56	25	14	3	1	48	27	19	4	5	47	30	15	4

	Dunedin City					Green Island					Kaikorai Valley				
	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
The number of parking spaces available in off-street car parks	3	49	19	24	5	1	38	31	22	7	3	36	34	23	5
The ease of use of Pay and Display car parking	6	53	32	9	0	3	63	23	8	2	7	55	24	9	4
The availability of on-street parking in the central city	2	36	18	34	9	0	24	27	34	15	2	24	30	30	13
Suitability of road network for cyclists throughout city	6	22	33	22	17	0	28	41	16	15	3	21	32	28	17
Control of roaming dogs	19	58	19	2	2	2	55	23	15	5	8	52	24	10	6
Control of dogs fouling the street	11	48	33	7	2	3	37	24	16	19	3	37	26	21	13
Control of barking dogs	14	50	26	10	0	1	49	27	15	7	4	44	32	15	5
Noise control	11	43	32	11	2	2	64	26	3	4	7	49	30	10	4
Parking enforcement	13	42	32	5	8	0	57	32	7	4	4	48	34	9	4
The fairness and attitude of parking wardens	10	38	31	13	8	0	49	35	14	2	7	35	35	16	7
Enforcing hygiene standards in city food establishments	22	49	22	7	0	13	64	18	2	2	19	54	20	5	2
Enforcing appropriate standards in the city's licensed premises	14	45	25	16	0	1	62	26	9	1	10	50	24	10	6
Processing of applications for building consents	7	26	41	15	11	0	18	51	24	7	4	24	42	17	14
Monitoring and inspection of buildings under construction	7	37	48	7	0	0	32	52	11	5	4	28	52	8	8
The Council is constantly striving to improve	12	40	29	12	7	3	54	31	7	5	9	46	33	7	5
The Council delivers good value for the ratepayer money	7	29	27	22	15	3	33	39	18	7	8	32	31	15	14

	Mosgiel					Northern Suburbs					Peninsula				
	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
Household Rubbish Collection	33	52	12	2	1	21	60	12	4	3	22	52	15	11	0
Kerbside Recycling	28	59	3	8	3	22	55	8	13	3	16	62	12	11	0
Street Litter Bins	14	46	26	11	3	11	47	26	11	5	6	38	35	17	3
Reliability of the rubbish collection service	42	50	5	3	0	30	57	7	5	1	31	60	6	3	1
Cleanliness of the streets immediately after collection	13	47	19	16	4	8	45	21	19	7	4	54	16	16	9
Cleanliness of the streets in general	7	45	24	17	7	4	44	23	20	9	5	46	20	21	8
Water Pressure	31	58	4	6	1	30	55	9	6	2	23	55	7	14	1
Water Quality	27	62	6	5	0	19	57	15	8	1	15	59	19	4	3
Stormwater collection service	11	54	11	13	10	17	54	16	11	2	9	48	16	19	8
The city's sewerage system	14	52	19	9	7	15	45	18	10	12	7	35	22	24	12
The condition of the roads in your neighbourhood	10	53	13	19	5	12	53	19	12	4	5	54	17	22	2
The condition of the roads throughout the city	5	55	30	7	2	10	55	26	9	1	2	51	31	14	1
The condition of footpaths in your neighbourhood	8	40	18	23	11	11	52	16	14	7	4	40	15	23	18
The condition of footpaths throughout the city	4	53	29	11	2	7	51	27	13	2	3	45	37	14	1
There are footpaths where you need in your neighbourhood	11	58	9	11	10	14	62	9	11	3	5	43	14	18	21

	Mosgiel					Northern Suburbs					Peninsula				
	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
That there are footpaths where you need them in the city	8	67	20	4	1	12	63	16	6	2	7	60	24	7	3
Street lighting in your neighbourhood	14	55	15	11	4	14	61	14	6	4	10	52	21	12	5
Street lighting in the city	8	67	22	1	1	13	67	16	4	1	10	58	29	1	3
Street names signs throughout the city	11	70	16	4	0	13	60	15	10	2	11	60	19	7	2
Directional signs for traffic throughout the city	9	66	17	5	3	12	60	19	7	3	4	65	23	8	1
The flow of traffic around and through the city at peak times of the day	3	41	33	17	6	5	43	27	20	5	1	34	34	22	9
The flow of traffic around and through the city at off-peak times of the day	9	72	11	5	2	20	58	16	2	3	11	60	23	2	2
The ease of pedestrian access throughout the transport network	4	62	24	7	4	11	54	22	10	3	0	51	33	13	3
Efforts made to minimise disruption when work on roads, footpaths and drains	8	66	20	5	1	16	51	25	7	1	5	57	29	8	1
The availability of car parking in the central city	2	45	16	26	11	3	34	27	29	7	4	31	23	30	12
The number of parking spaces available in Council car parking buildings	3	56	26	12	4	4	44	40	9	3	5	29	44	15	6
The number of parking spaces available in off-street car parks	4	42	31	16	7	3	44	35	17	2	3	29	39	22	7
The ease of use of Pay and Display car parking	6	68	21	4	1	8	55	22	12	2	8	49	29	11	4

	Mosgiel					Northern Suburbs					Peninsula				
	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
The availability of on-street parking in the central city	1	38	29	22	10	3	28	34	27	8	0	17	36	34	13
Suitability of road network for cyclists throughout city	3	33	44	13	7	3	24	31	27	15	0	19	33	27	22
Control of roaming dogs	10	52	21	10	6	15	54	18	10	2	10	42	32	12	4
Control of dogs fouling the street	8	33	20	26	13	9	39	27	19	7	3	31	32	30	4
Control of barking dogs	8	48	35	6	4	10	49	29	10	2	1	47	34	14	3
Noise control	6	52	33	8	2	9	45	30	11	5	2	49	37	11	2
Parking enforcement	5	48	38	6	3	7	42	42	5	4	1	45	37	16	1
The fairness and attitude of parking wardens	7	41	33	14	6	7	41	39	10	3	4	40	35	17	4
Enforcing hygiene standards in city food establishments	13	63	20	4	1	15	59	22	2	2	14	54	25	7	0
Enforcing appropriate standards in the city's licensed premises	8	53	30	7	3	5	44	34	7	9	6	43	31	12	7
Processing of applications for building consents	0	23	43	21	13	3	19	44	27	6	2	16	42	29	11
Monitoring and inspection of buildings under construction	1	31	43	19	6	2	27	58	10	3	2	16	61	16	4
The Council is constantly striving to improve	6	47	36	7	4	5	43	37	9	5	4	41	37	6	13
The Council delivers good value for the ratepayer money	6	24	38	17	15	4	34	31	17	14	6	22	36	19	17

	Port Chalmers					Rural					South Dunedin				
	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
Household Rubbish Collection	20	55	10	8	7	38	48	11	0	3	20	61	9	7	3
Kerbside Recycling	15	54	7	17	7	33	49	6	6	5	19	52	11	16	2
Street Litter Bins	6	39	24	25	6	10	33	27	17	13	9	52	25	12	3
Reliability of the rubbish collection service	28	52	11	7	2	37	57	3	0	2	36	55	5	2	2
Cleanliness of the streets immediately after collection	3	48	18	22	8	8	38	22	22	10	9	48	19	19	5
Cleanliness of the streets in general	0	57	16	21	7	8	44	21	21	6	4	43	23	20	10
Water Pressure	21	55	13	6	6	15	37	19	17	12	30	55	10	4	1
Water Quality	12	62	13	8	6	9	45	18	18	11	20	55	12	10	3
Stormwater collection service	7	54	13	13	13	4	40	26	13	17	15	51	20	11	3
The city's sewerage system	6	38	19	13	23	15	43	9	15	17	13	53	13	12	9
The condition of the roads in your neighbourhood	0	45	16	26	13	3	47	17	16	16	13	53	17	11	6
The condition of the roads throughout the city	0	66	25	8	2	1	63	22	9	5	6	52	29	10	3
The condition of footpaths in your neighbourhood	5	43	15	22	15	3	32	15	23	28	11	49	18	15	7
The condition of footpaths throughout the city	2	65	25	5	3	4	56	23	13	4	5	50	30	11	4
There are footpaths where you need in your neighbourhood	5	52	12	12	20	3	31	12	20	34	17	60	16	5	2

	Port Chalmers					Rural					South Dunedin				
	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
That there are footpaths where you need them in the city	3	67	22	7	2	6	71	17	1	4	13	63	20	3	0
Street lighting in your neighbourhood	11	66	6	11	5	5	51	23	13	8	16	56	14	10	4
Street lighting in the city	10	64	18	5	3	10	65	23	0	1	14	58	21	5	1
Street names signs throughout the city	13	55	19	9	5	10	63	20	6	1	14	55	22	7	1
Directional signs for traffic throughout the city	11	55	25	5	5	12	62	13	9	4	13	58	20	8	1
The flow of traffic around and through the city at peak times of the day	2	39	28	23	8	4	35	27	22	13	3	44	28	20	4
The flow of traffic around and through the city at off-peak times of the day	15	62	18	2	3	10	67	19	1	4	15	63	18	3	2
The ease of pedestrian access throughout the transport network	2	52	28	14	5	8	54	29	7	3	6	58	20	12	4
Efforts made to minimise disruption when work on roads, footpaths and drains	0	60	19	11	10	8	64	17	7	4	10	58	22	8	3
The availability of car parking in the central city	0	38	23	18	21	1	42	23	19	15	2	33	22	27	16
The number of parking spaces available in Council car parking buildings	0	52	29	13	7	3	55	25	8	10	4	42	37	11	6
The number of parking spaces available in off-street car parks	0	38	38	15	9	1	38	27	22	12	1	39	37	15	8
The ease of use of Pay and Display car parking	2	52	26	11	10	3	73	16	6	3	6	56	21	12	6



	Port Chalmers					Rural					South Dunedin				
	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
The availability of on-street parking in the central city	0	28	30	23	20	1	29	30	24	16	2	29	32	25	12
Suitability of road network for cyclists throughout city	2	12	22	37	27	2	25	29	22	23	3	23	37	25	12
Control of roaming dogs	4	46	26	19	5	4	44	22	21	10	11	45	24	15	6
Control of dogs fouling the street	2	39	23	26	11	1	40	19	28	12	6	31	21	28	13
Noise control	4	44	37	6	10	7	46	35	7	4	8	48	30	10	3
Parking enforcement	5	36	35	13	11	4	60	29	4	3	7	46	36	6	4
The fairness and attitude of parking wardens	6	32	38	6	19	4	53	22	10	10	6	40	40	8	6
Enforcing hygiene standards in city food establishments	9	63	23	4	2	11	66	18	5	0	16	56	21	5	2
Enforcing appropriate standards in the city's licensed premises	6	52	32	6	4	7	46	28	13	6	12	50	27	7	3
Processing of applications for building consents	0	24	41	20	15	2	17	42	19	20	3	23	36	25	13
Monitoring and inspection of buildings under construction	3	16	59	11	11	4	36	43	11	6	3	31	51	10	4
The Council is constantly striving to improve	10	46	26	6	12	7	44	31	9	9	9	43	33	9	6
The Council delivers good value for the ratepayer money	5	28	33	14	21	6	27	25	23	19	9	27	33	19	13

## 9.2 Satisfaction of Users with City Facilities by Geographic Location

	Dunedin City						Green Island						Kaikorai Valley					
	Users	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Users	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Users	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
Libraries	19	54	38	5	3	0	32	48	42	7	1	1	116	43	51	4	1	0
Material available at libraries		41	46	3	8	3		44	46	8	1	0		41	51	6	2	0
Swimming pools	13	29	59	12	0	0	26	38	48	10	5	0	85	34	51	11	3	1
Otago Museum	18	51	44	5	0	0	34	53	45	3	0	0	135	58	38	4	0	0
Otago Settlers Museum	12	35	56	6	3	0	24	46	51	1	0	1	91	50	44	6	0	0
Dunedin Public Art Gallery	12	51	34	11	0	3	17	30	60	11	0	0	92	47	46	6	0	1
Dunedin Chinese Garden	9	45	31	21	3	0	22	39	42	11	5	3	77	44	40	10	4	2
Botanic Garden	17	47	47	4	2	0	31	46	52	1	0	1	127	56	39	4	1	0
Winter sports playing fields	6	4	52	39	4	0	17	18	57	21	2	2	50	22	49	22	6	1
Summer sports playing fields	4	9	61	30	0	0	11	19	60	19	2	0	44	20	51	27	1	0
Council playgrounds	8	8	56	32	4	0	17	19	69	7	5	0	73	21	49	21	8	2
Walking and biking tracks	11	23	57	17	0	3	22	17	56	20	3	3	84	21	57	16	5	1
Parks and Reserves	14	28	54	15	3	0	23	26	64	11	0	0	96	28	55	15	1	0
Dunedin Stadium	7	22	48	22	4	4	17	12	60	25	4	0	47	24	47	26	2	2
Edgar Sports Centre	9	19	63	13	6	0	28	19	67	14	0	0	83	29	52	17	1	1
Carisbrook	6	20	30	30	17	3	14	18	45	26	5	6	53	19	45	24	9	3
The Dunedin Visitor Centre	10	31	42	19	8	0	21	18	62	20	0	0	51	21	54	21	4	0
Dunedin Town Hall	12	22	59	16	3	0	21	20	68	11	1	0	86	25	58	15	2	1
Dunedin's cemeteries (services)	10	17	59	17	7	0	26	23	56	17	4	0	50	20	56	23	0	1
Dunedin's cemeteries (physical)		17	50	28	6	0		17	56	21	3	2		17	51	24	6	2
Public toilets	10	11	36	31	11	11	28	3	37	24	28	7	80	5	43	24	16	12

	Mosgiel						Northern Suburbs						Peninsula					
	Users	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Users	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Users	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
Libraries	60	56	39	4	1	0	95	58	35	4	2	1	33	48	49	2	2	0
Material available at libraries		40	53	7	0	0		46	46	5	1	1		41	55	2	3	0
Swimming pools	32	25	46	21	7	1	62	38	50	11	0	2	27	35	47	12	6	0
Otago Museum	56	53	41	6	0	0	93	55	39	5	1	0	37	54	45	1	0	0
Otago Settlers Museum	47	39	47	12	3	0	64	48	43	8	0	1	23	53	45	2	0	0
Dunedin Public Art Gallery	31	35	50	15	0	0	67	43	46	8	2	1	31	44	44	10	3	0
Dunedin Chinese Garden	29	30	37	24	5	4	52	38	39	13	3	7	24	46	36	8	8	2
Botanic Garden	46	43	50	5	1	1	95	65	32	2	1	0	35	58	38	3	1	0
Winter sports playing fields	35	22	54	20	4	0	37	18	55	24	3	0	17	10	56	22	10	2
Summer sports playing fields	22	23	54	19	4	0	35	17	57	23	2	0	14	10	58	28	5	0
Council playgrounds	32	28	52	16	5	0	39	17	58	21	4	0	18	24	43	29	2	2
Walking and biking tracks	21	14	49	27	7	2	74	24	61	11	3	1	28	25	49	13	11	2
Parks and Reserves	35	19	57	21	1	2	75	29	64	7	0	0	28	13	72	11	3	2
Dunedin Stadium	21	19	47	34	0	0	19	12	49	35	3	1	13	26	45	26	3	0
Edgar Sports Centre	48	24	56	17	3	0	50	23	57	19	1	0	27	21	66	13	0	0
Carisbrook	28	20	41	27	9	2	33	18	38	30	11	3	13	15	43	24	13	4
The Dunedin Visitor Centre	25	22	53	25	0	0	45	25	51	21	3	0	19	20	48	30	2	0
Dunedin Town Hall	46	23	53	21	3	0	76	20	64	14	1	1	13	22	57	17	3	0
Dunedin's cemeteries (services)	27	18	52	23	5	1	36	17	59	20	2	1	31	18	49	33	0	0
Dunedin's cemeteries (physical)		18	51	24	6	1		15	54	23	7	1		18	51	26	4	2
Public toilets	34	5	37	30	23	5	53	10	38	27	18	7	24	6	26	31	23	14

	Port Chalmers						Rural						South Dunedin					
	Users	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Users	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Users	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
Libraries	30	64	29	5	0	2	32	67	30	3	0	0	71	47	40	9	2	1
Material available at libraries		60	29	5	4	2		53	40	7	0	0		39	43	12	4	2
Swimming pools	16	48	44	4	2	2	18	31	55	12	2	0	56	36	50	11	1	1
Otago Museum	26	64	25	8	2	2	31	56	36	7	1	0	85	53	40	5	0	1
Otago Settlers Museum	19	51	38	9	0	2	20	55	35	7	3	0	61	47	41	10	1	1
Dunedin Public Art Gallery	25	47	42	9	0	2	23	50	41	9	0	0	50	47	41	10	1	1
Dunedin Chinese Garden	15	41	33	23	0	3	17	50	25	21	2	2	38	41	33	16	2	7
Botanic Garden	24	58	37	0	4	2	29	61	34	6	0	0	79	57	37	5	0	1
Winter sports playing fields	6	15	41	35	6	3	8	23	50	23	5	0	34	18	59	18	3	2
Summer sports playing fields	8	13	47	38	0	3	11	29	45	26	0	0	28	21	57	19	1	2
Council playgrounds	11	17	54	23	3	3	13	24	50	22	4	0	48	26	55	14	4	1
Walking and biking tracks	19	10	55	16	10	8	20	33	51	12	2	2	51	25	51	15	5	4
Parks and Reserves	16	10	78	10	0	2	25	32	58	10	0	0	59	27	58	12	2	1
Dunedin Stadium	5	12	35	46	4	4	7	35	26	29	3	6	21	26	47	24	1	2
Edgar Sports Centre	13	23	50	25	0	2	20	43	39	17	2	0	67	27	56	14	3	1
Carisbrook	10	13	34	37	11	5	15	27	47	18	9	0	45	19	47	18	10	6
The Dunedin Visitor Centre	13	15	51	32	0	2	15	29	45	24	0	2	28	24	52	21	2	2
Dunedin Town Hall	17	21	56	17	4	2	19	26	60	12	2	0	45	24	54	17	3	1
Dunedin's cemeteries (services)	7	12	55	27	3	3	12	20	61	17	2	0	41	23	55	21	1	1
Dunedin's cemeteries (physical)		16	45	34	2	2		15	62	18	5	0		19	60	14	5	3
Public toilets	12	5	36	36	12	10	24	6	47	19	22	6	57	11	33	28	15	13

### 9.3 Satisfaction of Users with Council Activities, Dunedin, and the City Council by Location

	Dunedin City					Green Island					Kaikorai Valley				
	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
The amount of public consultation undertaken	5	33	28	15	20	3	33	34	18	12	5	33	26	22	14
The amount of information available explaining why and what Council is doing	10	29	33	14	14	1	47	30	17	5	7	35	30	18	9
Notices & information received about activities and matters affecting household water supply	8	36	36	21	0	3	52	37	6	2	9	45	30	10	5
Notices & information received about road works and footpath repairs in neighbourhood	5	35	40	14	7	3	57	28	7	5	9	45	25	15	7
Notices & information received about temporary road closures	7	29	46	15	2	3	52	35	6	3	8	37	34	12	8
City Talk Magazine	16	61	16	3	3	13	72	13	2	0	13	58	24	3	1
Council's <a href="http://www.Dunedin.govt.nz">www.Dunedin.govt.nz</a>	17	48	30	4	0	12	62	22	4	0	15	53	26	5	0
Councils' call centre	22	57	17	4	0	15	65	20	0	0	17	56	21	5	1
Customer Service Agency in the Civic Centre	32	44	20	4	0	12	67	21	0	0	16	57	22	6	0
Attracting new businesses and jobs to Dunedin	9	23	43	11	14	3	38	42	14	3	8	25	38	19	11
Supporting the development of existing Dunedin businesses	6	26	52	6	10	3	42	41	10	4	7	29	38	14	13
Retaining existing businesses and jobs in Dunedin	0	16	53	19	13	1	38	37	19	5	5	22	37	21	15

	Dunedin City					Green Island					Kaikorai Valley				
	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
Media coverage of events run in Dunedin	7	54	22	12	5	3	57	29	10	1	8	43	24	17	8
City festivals and events	13	53	28	6	0	4	67	22	4	2	13	56	20	7	4
Your contact with the Mayor and Councillors	3	18	52	12	15	3	28	58	5	6	7	22	53	6	12
Your contact with Community Board members	0	11	68	7	14	3	30	57	5	5	3	19	58	8	12
Your contact and dealings with Council staff	16	34	39	3	8	7	45	39	7	3	11	37	39	5	8
The overall look and feel of the city	25	54	19	2	0	8	69	16	8	0	18	64	12	5	2
The overall look and feel of the central city retail area	11	53	24	7	4	6	63	22	9	0	11	60	20	9	1
The overall look and feel of the South Dunedin retail area	5	15	23	48	10	1	13	35	44	6	1	12	27	46	14
The overall performance of the Dunedin City Council	9	27	40	11	13	4	40	34	11	11	7	37	33	13	10
Dunedin is a fun city	11	43	32	14	0	3	48	38	10	0	7	43	34	10	5
Dunedin is a thriving city	7	25	41	20	7	2	36	41	20	1	5	31	32	25	7
Dunedin is a creative city	15	51	26	9	0	7	59	27	6	1	15	56	18	9	3
Dunedin as a whole recognises and supports cultural diversity	18	58	20	4	0	6	66	24	3	1	11	66	15	5	2
I feel safe walking Dunedin's streets at night	2	44	14	35	5	0	22	26	35	17	4	26	19	40	11
The city's architecture is a great asset to the city	49	39	13	0	0	34	48	14	3	0	49	39	9	2	2
There is a sense of community within my local neighbourhood	7	33	37	20	4	10	51	30	9	0	8	43	29	19	2

	Mosgiel					Northern Suburbs					Peninsula				
	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
The amount of public consultation undertaken	1	37	29	14	18	5	27	23	20	24	8	23	25	25	19
The amount of information available explaining why and what Council is doing	4	43	29	15	9	6	39	27	15	13	8	35	25	19	13
Notices & information received about activities and matters affecting household water supply	5	53	34	7	2	8	49	31	8	4	5	45	35	8	8
Notices & information received about road works and footpath repairs in neighbourhood	3	46	31	18	3	6	44	30	15	6	3	41	31	18	7
Notices & information received about temporary road closures	3	49	37	7	5	6	44	33	10	7	0	48	31	16	4
City Talk Magazine	15	65	16	3	1	18	53	24	4	1	14	50	31	3	3
Council's website <a href="http://www.dunedin.govt.nz">www.dunedin.govt.nz</a>	13	63	20	3	2	14	55	20	10	0	23	47	21	5	5
Councils' call centre	19	55	23	1	1	19	57	19	4	1	22	50	17	4	7
Customer Service Agency in the Civic Centre	13	59	27	0	2	20	61	18	1	0	17	64	17	0	3
Attracting new businesses and jobs to Dunedin	4	34	35	19	9	3	36	43	12	6	2	27	44	23	4
Supporting the development of existing Dunedin businesses	4	34	40	17	4	4	37	40	13	6	0	33	41	20	6
Retaining existing businesses and jobs in Dunedin	3	26	42	23	6	3	31	41	19	6	0	25	45	25	4
Media coverage of events run in Dunedin	7	60	23	8	2	9	51	24	10	5	4	47	31	8	10

	Mosgiel					Northern Suburbs					Peninsula				
	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
City festivals and events	12	63	19	6	1	13	58	20	5	4	10	53	27	5	5
Your contact with the Mayor and Councillors	2	22	60	6	9	5	28	47	9	11	2	24	51	6	17
Your contact with Community Board members	1	26	60	6	6	2	20	62	7	8	2	26	54	5	12
Your contact and dealings with Council staff	7	43	44	1	6	15	42	35	5	4	9	36	39	6	9
The overall look and feel of the city	13	71	12	3	1	23	60	13	3	1	13	59	18	8	1
The overall look and feel of the central city retail area	8	68	17	5	2	17	54	21	6	2	6	53	27	14	0
The overall look and feel of the South Dunedin retail area	1	13	38	35	12	2	17	34	34	12	0	10	17	56	17
The overall performance of the Dunedin City Council	3	40	31	15	11	6	39	25	18	12	5	28	34	16	17
Dunedin is a fun city	4	40	46	11	0	12	46	33	9	1	5	41	35	18	1
Dunedin is a thriving city	3	29	46	18	4	6	38	34	20	3	3	30	36	24	8
Dunedin is a creative city	9	49	28	13	1	23	51	21	4	1	11	57	22	6	4
Dunedin as a whole recognises and supports cultural diversity	7	61	27	5	0	18	55	18	7	2	9	61	22	5	3
I feel safe walking Dunedin's streets at night	2	17	24	39	19	6	30	19	33	13	1	20	20	41	18
The city's architecture is a great asset to the city	34	60	6	0	0	45	49	4	2	0	47	45	7	1	0
There is a sense of community within my local neighbourhood	11	55	28	6	0	21	39	25	12	3	14	45	21	16	4



	Port Chalmers					Rural					South Dunedin				
	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
The amount of public consultation undertaken	3	24	19	32	22	5	32	32	16	15	4	30	31	15	20
The amount of information available explaining why and what Council is doing	0	38	26	18	18	5	43	20	21	11	5	39	29	15	13
Notices & information received about activities and matters affecting household water supply	4	43	25	13	15	6	44	23	17	10	5	46	39	4	6
Notices & information received about road works and footpath repairs in neighbourhood	2	45	21	19	14	3	38	30	16	13	7	39	35	13	6
Notices & information received about temporary road closures	4	44	26	12	14	6	52	25	7	9	6	41	41	8	5
City Talk Magazine	13	45	32	4	6	12	57	24	4	3	14	60	20	3	3
Council's website <a href="http://www.dunedin.govt.nz">www.dunedin.govt.nz</a>	14	50	25	6	6	14	48	29	7	2	15	56	24	3	3
Councils' call centre	26	64	8	0	3	18	55	18	5	4	21	51	21	4	2
Customer Service Agency in the Civic Centre	28	61	8	0	3	13	59	21	3	5	24	49	21	5	2
Attracting new businesses and jobs to Dunedin	5	30	45	7	14	5	40	41	9	5	5	27	40	21	8
Supporting the development of existing Dunedin businesses	5	33	48	5	10	5	37	37	15	6	4	31	38	21	6
Retaining existing businesses and jobs in Dunedin	0	32	50	7	11	3	38	39	14	6	4	26	37	24	9

	Port Chalmers					Rural					South Dunedin				
	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied	Very Satisfied	Satisfied	Neither / Nor	Dissatisfied	Very Dissatisfied
Media coverage of events run in Dunedin	4	54	27	11	5	6	49	33	9	4	9	44	29	13	5
City festivals and events	12	53	23	3	8	13	62	17	5	2	13	55	25	4	3
Your contact with the Mayor and Councillors	5	23	49	12	12	5	35	38	7	15	7	25	44	8	14
Your contact with Community Board members	0	33	50	9	9	15	26	38	11	10	3	16	59	9	12
Your contact and dealings with Council staff	7	48	39	0	6	12	50	26	6	6	9	42	35	10	4
The overall look and feel of the city	13	66	19	0	2	11	69	13	5	2	11	65	15	6	3
The overall look and feel of the central city retail area	10	62	24	3	2	5	74	10	9	1	10	60	17	10	3
The overall look and feel of the South Dunedin retail area	3	22	25	35	15	1	24	33	35	7	2	16	21	33	28
The overall performance of the Dunedin City Council	5	27	34	20	14	1	46	21	15	17	5	36	31	16	13
Dunedin is a fun city	11	52	29	7	2	4	48	43	5	1	8	41	38	10	3
Dunedin is a thriving city	5	43	31	21	0	2	37	43	16	2	7	34	32	23	4
Dunedin is a creative city	20	58	18	3	0	11	58	25	5	1	16	54	22	7	2
Dunedin as a whole recognises and supports cultural diversity	12	57	28	2	2	4	78	12	5	1	13	57	24	4	1
I feel safe walking Dunedin's streets at night	7	30	23	27	13	4	22	23	32	18	5	24	24	30	17
The city's architecture is a great asset to the city	51	40	10	0	0	46	47	5	2	0	39	52	7	2	1
There is a sense of community within my local neighbourhood	28	48	20	3	0	24	40	25	10	1	11	39	30	15	5

#### 9.4 Satisfaction of Users with Council Services and City Facilities by Age of Respondent

	< 25					25-34					35-44					45-54					55-64					65+				
	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied
Household Rubbish Collection	26	53	11	8	3	23	53	14	7	3	21	57	14	4	4	20	49	20	7	4	30	55	8	6	2	28	64	4	3	1
Kerbside Recycling	28	41	10	18	3	12	48	14	25	2	17	53	11	12	6	15	55	12	14	4	27	53	6	11	3	26	61	6	6	1
Street Litter Bins	11	46	30	8	5	6	43	30	18	3	6	43	30	16	5	9	45	23	17	5	12	47	24	15	3	13	49	25	9	4
Reliability of the rubbish collection service	26	59	13	3	0	40	44	13	2	0	32	55	9	3	1	30	55	9	6	1	37	56	4	2	1	33	59	4	2	1
Cleanliness of the streets immediately after collection	8	40	23	25	5	11	38	27	18	6	11	38	25	21	4	7	44	19	22	8	6	48	17	22	7	12	47	18	18	5
Cleanliness of the streets in general	5	38	23	23	13	5	47	25	19	5	8	41	26	18	7	5	49	24	15	7	2	44	21	27	6	7	47	18	20	8
Water Pressure	23	35	35	5	3	18	51	13	13	4	21	56	13	7	2	26	53	14	4	2	30	52	6	9	3	33	56	4	5	1
Water Quality	15	40	20	23	3	21	43	20	13	3	18	55	14	9	3	19	53	14	10	4	17	57	14	11	1	25	58	10	5	2
Stormwater collection service	15	30	45	6	3	13	43	25	14	5	10	49	23	13	6	9	54	18	15	4	14	52	17	12	5	16	59	14	7	4
The city's sewerage system	9	34	34	17	6	8	37	20	18	18	11	40	26	13	10	10	44	20	12	14	14	48	16	14	7	16	55	14	9	5
The condition of the roads in your neighbourhood	14	40	26	14	7	11	50	18	16	6	6	49	20	18	7	12	49	21	13	5	8	52	18	17	6	14	61	12	8	5
The condition of the roads throughout the city	5	43	27	23	2	8	45	28	15	4	3	54	31	12	2	8	53	25	12	3	3	57	27	11	2	8	60	25	5	3
The condition of footpaths in your neighbourhood	14	44	16	19	7	11	50	16	16	7	4	48	16	20	12	12	45	18	16	9	8	47	17	19	10	11	48	17	18	7

	< 25					25-34					35-44					45-54					55-64					65+				
	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied
The condition of footpaths throughout the city	5	61	20	11	2	8	52	25	13	2	3	49	33	13	2	7	50	29	11	3	5	53	28	13	1	6	51	28	11	3
There are footpaths where you need in your neighbourhood	21	53	21	2	2	17	53	15	11	4	9	53	12	13	13	12	56	15	9	8	12	60	12	7	9	14	62	8	10	6
That there are footpaths where you need them in the city	23	67	9	0	0	17	56	19	7	2	7	56	26	7	4	10	63	20	5	2	10	68	18	4	0	10	70	17	2	1
Street lighting in your neighbourhood	14	51	16	12	7	13	49	18	15	4	6	56	21	11	5	10	61	16	11	2	10	61	15	9	6	22	62	8	5	3
Street lighting in the city	20	55	14	9	2	16	52	24	8	1	6	65	24	5	1	10	67	18	4	1	11	64	20	4	1	16	66	14	2	2
Street names signs throughout the city	18	50	20	9	2	16	58	19	5	2	10	61	19	9	2	12	62	16	9	1	12	62	18	8	1	13	64	17	5	1
Directional signs for traffic throughout the city	26	40	23	9	2	16	55	19	7	4	7	64	23	3	3	10	60	17	10	3	11	58	18	11	2	10	67	17	4	1
The flow of traffic around and through the city at peak times of the day	12	37	28	16	7	8	28	30	24	11	3	37	28	27	5	2	39	25	28	7	3	35	33	21	9	6	52	25	14	3
The flow of traffic around and through the city at off-peak times of the day	27	50	16	5	2	17	60	13	8	2	15	60	19	3	3	11	66	16	6	2	13	58	22	4	4	15	67	15	2	1
The ease of pedestrian access throughout the transport network	11	45	25	11	7	13	48	25	11	3	4	52	29	10	4	5	59	23	10	4	6	55	24	12	4	9	60	22	7	2
Efforts made to minimise disruption when work on roads, footpaths and drains	14	43	27	11	5	11	51	25	9	4	4	56	23	15	3	8	50	26	13	3	7	62	22	6	3	16	64	15	3	1
The availability of car parking in the central city	2	24	20	34	20	2	31	20	24	23	2	35	21	32	11	3	34	15	27	20	2	37	23	27	11	3	41	27	23	6
The number of parking spaces available in Council car parking buildings	6	49	37	6	3	5	48	28	11	8	3	53	31	10	3	3	42	32	15	8	3	46	31	16	4	4	48	34	12	2
The number of parking spaces available in off-street car parks	3	39	31	19	8	3	39	31	18	9	2	37	37	21	3	2	36	33	20	9	2	38	34	20	6	3	43	34	16	3

	< 25					25-34					35-44					45-54					55-64					65+				
	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied
The ease of use of Pay and Display car parking	5	57	29	5	5	11	52	18	10	9	4	55	25	12	4	4	54	25	11	5	6	58	24	9	3	6	63	21	7	2
The availability of on-street parking in the central city	2	21	24	29	24	2	25	24	31	17	2	25	28	31	13	1	29	30	25	15	1	33	31	25	10	2	27	37	26	8
Suitability of road network for cyclists throughout city	3	23	43	26	6	5	21	23	35	16	2	18	34	25	21	1	24	31	28	15	1	22	38	22	18	4	27	41	18	11
Control of roaming dogs	21	50	18	3	8	14	52	21	10	3	8	44	32	13	3	10	48	25	14	4	7	53	22	13	5	8	50	20	14	7
Control of dogs fouling the street	21	36	26	13	5	11	41	23	16	9	6	30	26	26	12	5	38	27	19	11	3	35	28	26	9	4	35	20	28	13
Control of barking dogs	24	38	27	5	5	9	46	29	12	4	6	39	38	11	6	5	48	31	12	5	6	39	34	19	1	5	49	27	14	6
Noise control	12	36	26	10	17	11	41	36	9	3	9	46	35	7	2	6	49	33	8	5	5	52	30	11	2	5	54	29	9	3
Parking enforcement	10	33	38	8	10	11	35	43	7	5	5	47	38	6	4	3	44	37	9	7	4	45	37	10	3	4	60	27	7	2
The fairness and attitude of parking wardens	14	23	37	17	9	7	30	39	13	11	5	41	36	11	6	8	37	31	14	10	3	43	35	15	6	5	50	35	7	3
Enforcing hygiene standards in city food establishments	24	46	20	10	0	23	48	21	7	1	15	55	25	4	1	13	63	19	4	2	16	55	24	3	1	9	66	19	4	2
Enforcing appropriate standards in the city's licensed premises	18	49	18	8	8	14	43	27	11	4	5	51	32	7	5	5	50	29	11	5	9	47	31	7	5	5	54	27	9	5
Processing of applications for building consents	9	30	43	17	0	3	18	42	22	14	3	24	42	20	12	1	21	42	25	11	3	19	43	23	12	2	25	42	19	13
Monitoring and inspection of buildings under construction	10	20	65	5	0	5	26	55	8	5	5	27	54	9	5	2	27	55	13	3	0	28	55	13	4	3	35	43	12	7
The Council is constantly striving to improve	9	44	32	12	3	9	28	49	8	6	6	43	40	4	7	7	43	35	7	10	5	51	34	5	5	11	49	26	9	6
The Council delivers good value for the ratepayer money	9	26	40	9	17	5	25	36	19	14	4	25	38	17	16	4	26	32	16	22	4	29	35	21	11	10	35	28	15	11

	< 25						25-34						35-44						45-54						55-64						65+					
	Users	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Users	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Users	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Users	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Users	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Users	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied
Libraries	21	33	48	9	9	0	61	42	46	11	1	0	89	52	40	4	2	1	103	50	42	6	1	1	105	50	44	4	1	0	116	59	35	4	1	1
Material available at libraries		28	44	13	13	3		35	54	8	3	0		43	46	6	3	1		42	44	10	3	1		45	48	6	1	1		49	44	5	1	1
Swimming pools	17	24	62	11	3	0	63	35	53	8	3	1	89	41	47	8	4	1	76	31	54	11	2	2	61	37	47	13	3	0	32	31	49	16	2	2
Otago Museum	25	53	40	5	2	0	70	54	42	5	0	0	95	55	40	3	1	1	104	53	37	8	0	0	115	59	35	5	1	0	117	53	42	4	0	1
Otago Settlers Museum	12	38	48	7	7	0	41	39	45	15	0	0	69	47	44	8	1	0	68	48	41	9	1	1	82	49	43	7	1	1	91	50	43	5	1	1
Dunedin Public Art Gallery	11	62	31	7	0	0	40	42	41	16	1	0	69	47	47	7	0	0	70	39	47	11	2	1	88	49	40	9	1	2	77	40	50	8	0	1
Dunedin Chinese Garden	8	26	39	17	4	13	36	37	38	14	5	6	54	41	35	23	1	1	45	30	36	22	5	7	74	47	33	13	5	3	72	47	40	9	1	2
Botanic Garden	23	63	29	5	2	0	66	56	39	4	2	0	87	55	39	5	1	0	101	51	42	5	1	0	110	59	36	4	0	0	107	55	42	2	1	1
Winter sports playing fields	7	24	48	20	8	0	29	19	49	26	6	0	52	15	56	21	7	2	54	18	54	23	4	1	42	21	52	25	2	1	30	18	54	24	3	1
Summer sports playing fields	7	17	71	13	0	0	29	23	46	26	4	0	45	16	64	20	0	0	45	19	54	26	1	0	31	19	50	30	2	0	22	19	53	24	2	1
Council playgrounds	12	14	64	18	4	0	48	24	51	15	7	2	73	18	56	17	8	0	46	24	51	21	3	1	52	24	50	23	3	0	31	21	58	17	2	2
Walking and biking tracks	15	24	58	15	3	0	54	29	50	15	4	2	75	18	59	12	8	3	74	21	54	16	7	2	75	21	56	17	4	2	45	19	57	20	2	3
Parks and Reserves	16	36	50	8	6	0	59	28	62	9	1	1	76	21	65	12	1	1	79	24	60	14	1	0	83	27	58	14	1	0	63	23	61	13	1	1

	< 25						25-34						35-44						45-54						55-64						65+					
	Users	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Users	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Users	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Users	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Users	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Users	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied
Dunedin Stadium	7	9	55	32	5	0	29	24	41	30	2	3	45	19	52	25	2	2	32	18	43	34	3	1	23	18	50	29	0	3	23	28	44	25	1	1
Edgar Sports Centre	11	32	48	20	0	0	47	29	48	21	2	0	74	20	63	16	1	1	80	22	57	19	2	0	79	29	52	17	1	0	55	29	57	14	1	1
Carisbrook	10	19	44	26	7	4	42	22	45	14	12	7	49	16	38	31	12	3	50	19	39	28	10	4	46	17	50	23	8	1	23	23	41	24	8	4
The Dunedin Visitor Centre	6	17	43	35	4	0	32	23	41	32	4	1	32	18	57	21	3	0	30	23	45	31	2	0	55	21	53	24	1	0	64	29	57	13	1	2
Dunedin Town Hall	15	13	72	13	0	3	40	22	56	17	5	0	60	22	54	21	2	0	74	19	55	23	3	1	78	22	65	12	1	0	92	31	56	11	1	1
Dunedin's cemeteries (services)	9	14	64	23	0	0	25	13	48	39	0	0	43	13	56	28	3	0	37	19	50	28	3	1	57	21	58	19	1	0	51	23	57	15	3	2
Dunedin's cemeteries (physical)		11	77	9	3	0		15	48	29	6	2		16	51	26	4	2		16	47	31	6	1		18	56	18	6	2		19	57	17	5	2
Public toilets	18	3	28	33	25	11	47	7	23	30	24	17	59	5	33	31	19	13	74	6	37	25	22	10	61	7	42	32	14	5	68	12	44	22	16	6

## 9.5 Satisfaction of Users with Council Activities, Dunedin, and the City Council by Age of Respondent

	< 25					25-34					35-44					45-54					55-64					65+				
	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied
The amount of public consultation undertaken	6	19	50	19	6	8	25	34	14	20	3	30	29	19	19	3	32	25	21	19	5	28	29	22	17	4	36	23	20	18
The amount of information available explaining why and what Council is doing	8	24	45	13	11	8	28	37	16	11	3	36	32	19	9	3	37	27	18	14	5	40	29	17	9	6	46	22	14	12
Notices & information received about activities and matters affecting household water supply	3	28	41	14	14	9	31	42	11	7	6	37	42	8	6	3	47	34	9	7	5	51	33	9	2	8	56	24	7	4
Notices & information received about road works and footpath repairs in neighbourhood	3	25	25	33	14	7	28	35	20	10	4	37	32	18	8	3	43	29	16	9	5	49	32	10	5	7	50	27	11	5
Notices & information received about temporary road closures	3	33	30	21	12	9	24	46	15	7	4	34	41	13	9	3	41	37	9	10	5	48	35	9	4	7	56	27	6	4
City Talk Magazine	8	58	8	25	0	10	53	32	4	1	6	52	35	4	2	11	58	27	3	1	13	62	20	2	4	22	64	10	3	1
Council's website <a href="http://www.dunedin.govt.nz">www.dunedin.govt.nz</a>	7	67	13	7	7	18	49	25	7	1	15	52	27	3	2	18	59	18	4	1	19	60	20	1	1	23	55	16	4	3
Councils' call centre	7	67	13	7	7	18	49	25	7	1	15	52	27	3	2	18	59	18	4	1	19	60	20	1	1	23	55	16	4	3
Customer Service Agency in the Civic Centre	0	67	33	0	0	17	47	28	7	2	13	49	32	4	2	20	57	19	4	0	15	65	18	1	1	23	61	12	2	2
Attracting new businesses and jobs to Dunedin	0	34	34	24	7	5	25	48	16	6	4	24	46	16	9	5	25	38	23	9	4	30	43	15	8	7	40	38	8	6



	< 25					25-34					35-44					45-54					55-64					65+				
	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied
Supporting the development of existing Dunedin businesses	0	28	56	9	6	5	21	45	24	6	5	27	43	16	9	4	28	39	18	11	5	36	39	14	7	6	44	37	9	5
Retaining existing businesses and jobs in Dunedin	0	31	41	22	6	3	19	42	26	10	2	26	44	17	11	3	22	38	25	11	4	27	37	25	7	3	38	44	10	6
Media coverage of events run in Dunedin	5	34	32	16	13	6	32	30	24	9	4	39	37	13	7	7	42	29	16	7	9	55	24	9	3	8	65	21	4	2
City festivals and events	13	47	34	3	3	10	46	29	12	4	11	52	25	7	5	12	52	24	9	3	13	61	18	3	4	12	68	17	2	2
Your contact with the Mayor and Councillors	0	13	48	22	17	9	24	54	6	8	4	19	57	6	14	5	19	52	9	15	3	27	54	6	10	7	33	41	7	13
Your contact with Community Board members	5	10	55	15	15	3	15	72	4	6	1	17	61	7	14	4	17	59	11	10	5	24	58	5	8	3	31	48	8	10
Your contact and dealings with Council staff	12	20	44	16	8	11	39	39	5	5	9	36	43	3	8	10	34	44	7	6	9	46	39	4	2	12	50	30	4	5
The overall look and feel of the city	20	66	11	2	0	11	71	12	5	1	17	60	17	6	2	11	65	15	7	1	15	65	15	4	1	19	64	12	3	2
The overall look and feel of the central city retail area	19	61	16	5	0	10	57	22	11	0	10	57	20	11	2	7	61	19	12	1	11	60	21	7	1	11	64	19	5	2
The overall look and feel of the South Dunedin retail area	3	20	20	35	23	1	10	22	49	19	2	12	29	40	16	1	14	29	42	15	2	15	32	38	13	2	19	29	35	15
The overall performance of the Dunedin City Council	7	49	29	7	7	6	37	33	16	8	4	32	39	16	9	4	32	30	16	18	5	38	33	13	11	7	38	24	17	13
Dunedin is a fun city	18	52	20	9	0	12	44	31	12	2	6	56	27	9	2	6	45	36	9	4	7	42	40	9	2	5	36	47	10	2
Dunedin is a thriving city	7	40	37	12	5	8	28	38	22	3	2	33	35	26	5	4	33	34	24	5	4	31	40	21	3	6	38	35	18	3
Dunedin is a creative city	20	48	18	11	2	24	49	17	8	2	14	60	18	6	2	14	52	24	9	1	13	54	25	8	0	11	56	24	7	2
Dunedin as a whole recognises and supports cultural diversity	19	52	14	12	2	14	57	24	4	1	9	61	23	5	2	10	64	20	4	2	10	63	21	4	1	13	65	18	4	1

	< 25					25-34					35-44					45-54					55-64					65+				
	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied	Very satisfied	Satisfied	Neither/ nor	Dissatisfied	Very dissatisfied
I feel safe walking Dunedin's streets at night	5	40	12	26	19	4	32	17	32	16	2	27	24	37	10	3	29	22	32	14	3	23	23	36	15	5	18	22	37	18
The city's architecture is a great asset to the city	34	39	25	2	0	45	45	6	3	1	40	50	9	2	0	45	45	8	2	0	46	46	6	2	0	41	50	7	1	1
There is a sense of community within my local neighbourhood	18	36	20	18	7	18	35	23	20	5	13	42	28	16	2	14	39	30	13	4	11	44	32	11	2	14	51	26	7	1

## 10 Satisfaction with Council Services (Secondary Data Set)

### 10.1 Demographic Profile of Respondents

Demographic details from the secondary data set of 239 partially or fully completed on-line surveys. The figure in brackets shows the contrast in sample to the primary data set.

		All Responses	Male	Female
101	How old are you? (average age)	Age 41.3	Age 54	Age 55
	24 or under	9% (3%)	16 (3%)	28 (4%)
	25-34	21% (10%)	43 (8%)	87 (11%)
	35-44	10% (15%)	78 (14%)	122 (16%)
	45-54	14% (18%)	110 (20%)	132 (17%)
	55-64	10% (19%)	112 (21%)	144 (19%)
	65+	5% (29%)	166 (31%)	224 (29%)
	Not stated	74		
102	Male	59% (40%)	59% (40%)	41% (57%)
	Female	41% (57%)		
	Not stated	43		
103	New Zealand born of European descent	60% (77%)	435 (80%)	606 (79%)
	New Zealand born of Maori descent	1% (2%)	9 (2%)	21 (3%)
	New Zealand born of Pacific Island descent	0% (0%)	0 (0%)	4 (1%)
	New Zealand born of Asian descent	1% (0%)	0 (0%)	5 (1%)
	New Zealand born of Other descent	1% (1%)	2 (0%)	7 (1%)
	Born overseas and of European descent	17% (14%)	76 (14%)	107 (14%)
	Born overseas and of Maori descent	0 (0%)	0 (0%)	0 (0%)
	Born overseas and of Pacific Island descent	0% (0%)	2 (0%)	4 (1%)
	Born overseas and of Asian descent	3% (2%)	10 (2%)	14 (2%)
	Born overseas and of other descent	4% (1%)	6 (1%)	1 (0%)
104	What is your personal income before tax?			
	Under \$15,000	12% (18%)	75 (14%)	173 (22%)
	\$15,001 - \$30,000	17% (22%)	115 (21%)	176 (23%)
	\$30,001 - \$45,000	14% (16%)	96 (18%)	117 (15%)
	\$45,001 - \$60,000	15% (12%)	67 (12%)	92 (12%)
	\$60,001 - \$75,000	7% (8%)	59 (11%)	53 (7%)
	Over \$75,000	15% (9%)	82 (15%)	44 (6%)
105	Do you own property in Dunedin (yes)	63% (77%)	440 (81%)	602 (78%)
	Do you own property in Dunedin (no)	23% (18%)	60 (17%)	150 (20%)
106	Location			
	Dunedin City	51 (4%)	18 (3%)	33 (4%)
	South Dunedin	238 (18%)	107 (20%)	130 (17%)
	Green Island	109 (8%)	45 (8%)	63 (8%)
	Kaikorai Valley	258 (19%)	100 (18%)	155 (20%)
	Northern Suburbs	196 (14%)	75 (14%)	120 (16%)
	Port Chalmers	65 (5%)	31 (6%)	34 (4%)
	Peninsula	84 (6%)	34 (6%)	49 (6%)
	Mosgiel	164 (12%)	68 (13%)	94 (12%)
	Rural	89 (7%)	34 (6%)	55 (7%)
107	Employment Status			
	Full Time employed	47% (40%)	279 (51%)	261 (34%)
	Part Time employed	15% (17%)	57 (10%)	174 (23%)
	Not in paid employment	19% (34%)	172 (32%)	288 (37%)
109	How many dependent children do you have?			
	Average	1.8 (1.9)	1.9	1.9
	No. of households with children	40% (27%)	29%	26%

Responses received from the on-line option for data collection have been analysed independently from the primary data set, as the risk of self-selection bias and lack of random selection would compromise the statistical validity of the primary analysis. (See Section 14 – Technical Appendix)

The secondary data set comprises 239 partial or complete surveys provided by respondents not included in the original sample. These responses have been analysed independently from the primary data set as there is good evidence that the secondary data set includes a measure of self-selection bias, with this bias being towards respondents more likely to be dissatisfied with the Council's performance (see Section 14 – Technical Appendix).

## 10.2 Rubbish Collection

Satisfaction levels among the respondents in the secondary data set were highest for household rubbish collection and the reliability of the rubbish service; moderate for street litter bins and kerbside recycling; and lowest for the cleanliness of the streets (Table 10.1).

**Table 10.1 Satisfaction of Users with Rubbish Collection**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No Response (N)
1	Household Rubbish Collection	229	18	52	20	6	3	22
2	Kerbside Recycling	230	13	50	11	19	6	24
3	Street Litter Bins	224	4	45	29	15	6	27
4	Reliability of the rubbish collection service	229	30	54	11	4	0	26
5	Cleanliness of the streets immediately after rubbish collection	228	7	43	21	24	5	28
6	Cleanliness of the streets in general	231	3	37	24	25	11	27

Unprompted responses regarding garbage collection included:

• Rubbish on street	28
• General calls for more recycling services	23
• Student area (North Dunedin) has rubbish in streets	21
• Do not take all your recycling and rubbish	15
• Need more rubbish bins in public areas	13
• Recycling bins too small	10
• Collectors drop glass on roads and do not clean up	7
• Green recycling option	5
• Wheelie bins should be supplied	4
• Rubbish bags are way too expensive	4
• Blue bins of poor quality	4
• Use private provider as DCC service unacceptable	3
• Other	38

### 10.3 Water, Drainage and Sewerage

The majority of respondents in the secondary data set were satisfied with the water services in the city. Satisfaction with stormwater was lower and lower again for the sewerage system (Table 10.2)

**Table 10.2 Satisfaction of Users with Water, Drainage, and Sewerage**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response (N)
7	Water Pressure	222	23	59	9	6	2	38
8	Water Quality	222	21	49	15	10	5	38
9	Stormwater collection service	201	10	46	26	12	5	41
10	The city's sewerage system	214	7	38	19	17	20	40

Unprompted responses with regard to Water, Drainage and Sewerage

- Sewerage system needs upgrade 44
- Stop sewerage to sea 40
- Poor water quality 15
- Stormwater drains often blocked 9
- Storm water cause flooding in some areas 9
- Good / adequate service 6
- Low water pressure 4
- Other 23

### 10.4 Roads, Footpaths, Lighting and Parking

Overall, most of the respondents in the secondary data set were relatively satisfied with the road and footpath network. The areas where satisfaction were lowest, and where a third or more were dissatisfied, were in regards to the suitability of the road network for cyclists; the availability of on-street parking; the ease of pedestrian access; the availability of car parking in the central city and the flow of traffic around the city at peak times (Table 10.3).

**Table 10.3 Satisfaction of Users with Roads, Footpaths, Lighting, and Parking**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response (N)
11	The condition of the roads in your neighbourhood	227	7	47	17	19	8	32
12	The condition of the roads throughout the city	226	5	50	24	15	6	33
13	The condition of the footpaths in your neighbourhood	223	9	49	17	17	8	35
14	The condition of the footpaths throughout the city	223	6	48	29	13	4	33

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response (N)
15	That there are footpaths where you need them in your neighbourhood	222	15	48	15	16	6	3
16	That there are footpaths where you need them throughout the city	221	14	52	20	10	4	34
17	Street lighting in your neighbourhood	223	13	57	16	9	4	35
18	Street lighting in the city	221	11	58	21	8	1	35
19	Street names signs throughout the city	223	11	57	21	9	2	36
20	Directional signs for traffic throughout the city	223	6	61	22	9	1	33
21	The flow of traffic around and through the city at peak times of the day	215	4	38	23	27	8	36
22	The flow of traffic around and through the city at off-peak times of the day	221	15	60	15	9	1	35
23	The ease of pedestrian access throughout the transport network	218	4	40	23	19	14	35
24	The efforts made to minimise inconvenience and disruption caused to the public when work is done on the roads, footpaths and drains	223	8	54	22	10	6	34
25	The availability of car parking in the central city	212	6	30	25	22	17	34
26	The number of parking spaces available in Council car parking buildings	188	8	39	38	11	4	36
27	The number of parking spaces available in off-street car parks	187	5	33	38	18	6	35
28	The ease of use of Pay and Display car parking	214	11	43	25	11	9	35
29	The availability of on-street parking in the central city	211	5	27	28	27	12	32
30	The suitability of the road network for cyclists throughout the city	202	2	11	18	32	38	32

#### Unprompted responses with regard to Roads, Footpaths, Lighting and Parking

• Need more cycle tracks	80
• Need more parking	21
• Parking is too expensive	16
• Need more street lighting	14
• Roads are neglected	13
• Peak traffic conditions are appalling	13
• Need more footpaths	12
• Crossing roads is difficult (traffic / safety)	12
• Footpaths are neglected	11
• There is inadequate road signage	9
• Other	48

## 10.5 Regulatory, Monitoring and Enforcement

Most respondents in the secondary data set were either positive or neutral about regulatory and enforcement issues. The areas of least satisfaction were dog fouling and the processing of applications for building consents (Table 10.4).

**Table 10.4 Satisfaction of Users with Regulatory, Monitoring, and Enforcement Services**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response (N)
31	Control of roaming dogs	192	17	45	22	11	5	40
32	Control of dogs fouling the street	208	9	38	25	21	8	37
33	Control of barking dogs	192	11	42	29	13	4	39
34	Noise control	197	9	38	36	13	5	40
35	Parking enforcement	199	8	41	34	10	8	40
36	The fairness and attitude of parking wardens	181	10	34	32	14	9	40
37	Enforcing hygiene standards in city food establishments	203	18	54	20	5	3	41
38	Enforcing appropriate standards in the city's licensed premises	189	11	42	29	11	7	40
39	Processing of applications for building consents	129	2	24	38	18	18	38
40	Monitoring and inspection of buildings under construction	109	4	31	48	10	7	40

Unprompted responses with regard to regulatory, monitoring and enforcement included:

- Dog faeces on streets 12
- Wardens attitudes not good 8
- Noise control poor 8
- A lot of alcohol related problems 7
- Dog control poor 6
- Buliding consents too slow 6
- Licensed premises should close earlier 5
- Good ratings for food outlets 5
- Other 44

## 10.6 Customer Service

Slightly more respondents in the secondary data set were satisfied than were dissatisfied that the Council strives to improve, however considerably more were dissatisfied the Council delivered good value for the ratepayer money.

**Table 10.5 Satisfaction of Users with Customer Service**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No Response (N)
41	The Council is constantly striving to improve	192	5	32	28	19	16	40
42	The Council delivers good value for the ratepayer money	198	5	17	17	25	36	38

Unprompted responses with regard to Council customer services included:

- Not happy with council 48
- Council needs to minimise spending 27
- Council does not listen to citizens 17
- Frustrated regarding constant rate rises 10
- There is a lack of communication 8
- Other 38



## 11 Use of Council Facilities (Secondary Data Set)

### 11.1 Use of Council Facilities

**Table 11.1 Use of City Facilities**

		Based on Total sample			
		No visits	1 or more visits	Average number of visits <sup>6</sup>	No response (N)
43	Any library (Moray Place, Mosgiel, Port Chalmers, Waikouaiti, Blueskin Bay, Bookbus)	51%	49%	31.1	61
45	Any swimming pool (Moana, Mosgiel, St Clair Salt Water, Port Chalmers)	56%	44%	23.4	66
46	Otago Museum	44%	56%	6.4	49
47	Otago Settlers Museum	63%	37%	3.0	75
48	Dunedin Public Art Gallery	54%	46%	3.8	64
49	Dunedin Chinese Garden	72%	28%	2.0	79
50	Botanic Gardens	38%	62%	37.1	50
51	Winter Sports playing fields	79%	21%	17.1	81
52	Summer Sports playing fields	79%	21%	16.6	85
53	Council playgrounds	75%	25%	25.4	85
54	Walking and Biking tracks around the city	45%	55%	61.3	51
55	Parks and Reserves	48%	52%	41.0	58
56	Dunedin Stadium (Ice Stadium)	81%	19%	4.5	90
57	Edgar Sports Centre	69%	31%	12.2	82
58	Carisbrook	71%	29%	3.6	80
59	The Dunedin Visitors Centre (Octagon)	74%	26%	2.3	81
60	Dunedin Town Hall	54%	46%	3.2	65
61	Dunedin's cemeteries (services provided to public)	77%	23%	5.6	89
63	Public toilets	60%	40%	20.1	65

<sup>6</sup> Average only includes those who noted visiting the facility.

## 11.2 Satisfaction with City Facilities

Most respondents in the secondary data set were satisfied with the facilities provided. The area of least satisfaction was public toilets (Table 11.2).

**Table 11.2 Satisfaction of Users with City Facilities**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No response (N)
43	Any library (Moray Place, Mosgiel, Port Chalmers, Waikouaiti, Blueskin Bay, Bookbus	197	38	50	12	0	0	61
44	Material available at the libraries	204	27	53	17	3	0	61
45	Any swimming pool (Moana, Mosgiel, St Clair Salt Water, Port Chalmers)	191	31	47	19	3	1	66
46	The Otago Museum	209	45	46	8	0	1	49
47	Otago Settlers Museum	182	26	44	27	2	1	75
48	Dunedin Public Art Gallery	192	26	56	16	1	1	64
49	Dunedin Chinese Garden	174	23	27	40	6	3	79
50	Botanic Garden	207	48	46	5	0	0	50
51	Winter sports playing fields	174	10	29	56	4	0	81
52	Summer sports playing fields	170	12	34	53	2	0	85
53	Council playgrounds	170	12	40	44	3	1	85
54	Walking and biking tracks around the city	206	9	54	19	14	4	51
55	Parks and Reserves	199	17	64	17	3	0	58
56	Dunedin Stadium (Ice Stadium)	163	9	34	56	1	0	90
57	Edgar Sports Centre	173	16	42	37	5	1	82
58	Carisbrook	174	16	33	40	9	2	80
59	The Dunedin Visitor Centre	175	12	38	45	4	1	81
60	The Dunedin Town Hall	192	13	58	24	4	1	65
61	Dunedin's Cemeteries (services provided to public)	167	11	39	49	1	1	89
62	Dunedin's Cemeteries (physical appearance)	192	11	46	36	6	1	89
63	Public Toilets	197	5	34	23	29	9	65

Unprompted responses with regard to Dunedin facilities included:

• Issues with public toilets	
• Poor hygiene	26
• Insufficient	19
• Stadium Issues	
• Against new stadium	9
• For new stadium	2
• Tracks	
• Need more cycling tracks	11
• Need more walking tracks	5
• Tracks need more maintenance / signs	5
• Libraries provide good service	4
• Parks and Playgrounds need more maintenance	4
• Safety and Vandalism issues	3
• Other comments	43

## 12 Satisfaction with Council Activities

### 12.1 Consultation and Communication

More respondents were satisfied than dissatisfied with the notifications from Council regarding specific service interruptions (water, roadworks, road closures). Conversely, more people were dissatisfied than satisfied with information regarding Council activities and the amount of public consultation being undertaken. Detail is shown in Table 12.1.

**Table 12.1 Consultation and Communication**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No Response (N)
64	The amount of public consultation undertaken	202	4	27	13	17	39	43
65	The amount of information available explaining why and what the Council is doing	203	5	30	15	22	29	43
66	The notices and information you receive from the Council about activities and matters affecting your household's water supply	190	7	38	33	14	7	45
67	The notices and information you receive from the Council about roadworks and footpath repairs in your neighbourhood	197	6	37	33	15	9	45
68	The notices and information you receive from the Council about temporary street closures	182	5	38	37	13	7	45

Unprompted comments with regard to Council Consultation and Communication included:

- Consultation on Stadium required 31
- More / effective public consultation 24
- Inadequate notices received 21
- Council not responding to citizens 6
- City Talk extravagant 4
- Other 10

## 12.2 Publications and Information

Across all aspects of publication and information there was a high level of satisfaction in the Council's provision of communications services, with satisfaction levels between 55% and 72%. Detail is shown in Table 12.2.

**Table 12.2 Perceptions Regarding Publications and Information**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No Response (N)
77	City Talk Magazine	181	12	43	27	11	7	60
78	The Council's website www.dunedin.govt.nz	190	19	51	21	7	2	54
79	The Council's call centre (telephone enquiry service)	155	23	49	19	8	1	65
80	The Customer Services Agency in the Civic Centre	144	16	52	26	5	1	68

Unprompted comments with regard to publications and information included:

- City Talk is propaganda / expensive/ wasteful 11
- Call Centre / Customer Service agency are good 10
- Website difficult to navigate / slow 9
- Website upgrade is good 5
- Other 6

### 12.3 Economic Development and Promotion

In terms of economic development a high proportion of responses were neutral. More respondents were positive than negative about the support for existing businesses, and more were negative than positive about retention existing businesses. Similar proportions were positive and negative about attracting new businesses. Responses were much more positive about events and festivals. Details are shown in Table 12.3.

**Table 12.3 Perceptions of Economic Development and Promotion**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No Response (N)
69	Attracting new businesses and jobs to Dunedin	163	4	27	39	20	10	48
70	Supporting the development of existing Dunedin businesses	162	5	26	43	16	10	47
71	Retaining existing businesses and jobs in Dunedin	165	4	21	35	28	12	48
72	Media coverage of events run in Dunedin	191	6	39	29	18	7	48
73	City festivals and events	204	6	51	27	15	1	49

Unprompted responses with regard to Economic Development and Promotion included:

- Need more events 17
- Does not support local business 13
- Events poor / badly managed 9
- Needs to provide opportunities that attract new businesses 7
- Red tape impinges on businesses 6
- Media coverage only the bad stories about Dunedin 6
- Other 16

## 12.4 Elected Representatives and Council Staff

More respondents were dissatisfied than were satisfied or neutral with regard to their contact with the Mayor and Councillors. This was not the case with contact with Community Board members. The majority of respondents were satisfied with Council staff, with less than a 20% dissatisfied. Details are shown in Table 12.4.

**Table 12.4 Elected Representatives and Council Staff**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No Response (N)
74	Your contact with the Mayor and Councillors	174	8	22	33	13	24	45
75	Your contact with Community Board members	142	6	28	52	8	6	45
76	Your contact and dealings with Council staff	195	12	42	29	9	8	45

Unprompted comments with regard to elected representatives and council staff included:

- Need to engage in more consultation/ communication 11
- Are doing a good job / satisfied 14
- Do not do job 6
- Do not listen 8
- Are hard to contact 6
- Council has attitude bad/ needs improving 15
- Other 41

## 13 Overall Satisfaction with Dunedin

### 13.1 Overall Satisfaction with Dunedin and the City Council

Satisfaction levels were high for both the city as a whole and the central retail area. Satisfaction was very low for the South Dunedin retail area. Almost 50% of respondents were dissatisfied with the overall performance of the Dunedin City Council

**Table 13.1 Perceptions Regarding Dunedin and the City Council**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No Response (N)
81	The overall look and feel of the city	212	11	58	13	14	4	46
82	The overall look and feel of the central city retail area	210	5	55	18	16	6	48
83	The overall look and feel of the South Dunedin retail area	196	1	14	26	46	13	50
84	The overall performance of the Dunedin City Council	202	3	28	22	21	26	47

Unprompted comments regarding perceptions of the City and the Council included:

- Council doesn't listen 21
- Need Pedestrian mall 12
- Negative comments about Stadium 10
- South Dunedin Shabby 8
- City looks scruffy 7
- Wall St mall bad 5
- Liquor issues in city 4
- Other 13

### 13.2 Overall Perception of Dunedin

The factors in which respondents were least satisfied were safety walking the streets at night; and that Dunedin is a thriving city. Almost a quarter also felt a lack of sense of community within their local neighbourhood.

**Table 13.2 Perceptions of Dunedin City**

		Number of responses	Very Satisfied (%)	Satisfied (%)	Neither Satisfied nor Dissatisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)	No Response (N)
85	Dunedin is a fun city	206	12	44	30	13	1	50
86	Dunedin is a thriving city	207	7	26	33	27	8	50
87	Dunedin is a creative city	203	18	46	22	11	3	53
88	Dunedin as a whole recognises and supports cultural diversity	203	15	48	25	10	2	49
89	I feel safe walking Dunedin's streets at night	206	9	36	23	19	13	49
90	The city's architecture is a great asset to the city	210	44	46	5	2	2	47
91	There is a sense of community within my local neighbourhood	207	15	38	22	19	5	48

### 13.3 What would you like to change about ...?

A range of open ended questions were asked with regard to what changes participants would like to see with regard to specific factors about the Council and the City. Responses were coded and grouped, and details are shown as follows. The number shown indicates the number of responses (n) for each comment received.

#### Q92. The Council Staff

- Satisfied with Council staff 20
- Staff need to be more accessible/ approachable listen to people 15
- Staff need more consultation/ communication 8
- Staff could be more friendly/ attitude improved 6
- Staff are helpful / friendly 4
- Staff need to take responsibility/ more proactive 4
- Reduce numbers and cost of staff 3
- Staff need to be more honest/ need improvement 2
- Need new staff 2
- Other 31

#### Q93 The Appearance of the City

- Maintain and restore old buildings 23
- Better street clean up / broken glass / graffiti 20
- City looking tired / jaded 12
- Pedestrian area in CBD 11
- Great already 10
- Maintain footpaths and roads 10
- South dunedin shabby 8
- North Dunedin (Student) Area shabby 7
- Develop Waterfront 4



	• Other	17
<b>Q94</b>	<b>Council services</b>	
	• Satisfied	18
	• Better / cheaper rubbish / recycling service	8
	• Maintain roads and footpaths cycleways street lighting	6
	• Sewerage / sea outflows	4
	• More communication	4
	• Collectors leave rubbish / recycling behind	3
	• More parking / improve pay parking	3
	• Listen to public	3
	• Public Transport issues	2
	• Better dog control	2
	• Building consents take too long	2
	• Other	14
<b>Q95</b>	<b>The Arts and Cultural Environment of Dunedin</b>	
	• Satisfied	30
	• City needs more / encourage it	16
	• Promote existing art and culture more	6
	• Other	1
<b>Q96</b>	<b>The Social Environment in Dunedin</b>	
	• More events / family activities	14
	• Good	13
	• Too much drunken behaviour / students	10
	• More policing	13
	• Pedestrian only for social activities around octagon	5
	• Community supported youth activities	5
	• Too many pubs / drinking areas	4
	• Other	10
<b>Q97</b>	<b>The Economic Environment of Dunedin</b>	
	• More assistance to new companies	11
	• Support local businesses	11
	• Cancel Stadium	10
	• Satisfied	6
	• Support companies that will employ / keep students	6
	• Need better Economy	4
	• Too late - leaving Dunedin	4
	• Attract more people and tourists	3
	• Other	10
<b>Q98</b>	<b>The Natural Environment</b>	
	• Good	19
	• Restore native ecosystems, add to open environment	16
	• Maintain trees and parks	13
	• Stop beach and other pollution	12
	• Promote natural assets	8
	• Walking and Biking tracks	8

	• Council Contribution needs improvement	8
	• Other	16
<b>Q99</b>	<b>Sport and recreation in Dunedin</b>	
	• Good	20
	• More cycle lanes / cycleways / mountain biking tracks	19
	• Support other sports	15
	• Don't need stadium	11
	• More walking tracks	7
	• Other	17
<b>Q100</b>	<b>Transport in and around; and to and from Dunedin</b>	
	• Provide more cycle ways	44
	• More frequent bus service	34
	• Bring back train services	12
	• Introduce cheap/ free bus services	12
	• Service is good	10
	• More modern buses	8
	• Better pedestrian access in city centre	7
	• Trams and cable cars would add flavour	6
	• Seek better air service provision / providers	5
	• Timetable needs adjustment	4
	• Need more car parks	4
	• Other	21
<b>Q110</b>	<b>General Comments</b>	
	• Dunedin is a good city	23
	• Dissatisfied with Stadium	19
	• Dissatisfied with Council	14
	• Council doing good job	11
	• Council needs to listen	7
	• Review Public Opinion Surveying	6
	• Other	6

## **14 Technical Overview – Non Response Survey Results**

### **14.1 The Three Data Sets**

The three data sets used in the 2009 Residents' Opinion Survey were:

#### **14.1.1 The Primary Data Set**

The original sample involved 4,500 names randomly selected from the relevant Dunedin electoral rolls. Of these, 1,359 responses (30.2%) were received. 267 items were returned to sender as undeliverable. Of these, 23 were validated against the database and re-issued with adjusted addresses, meaning the total number of valid contacts was 4,256. Adjustments to the final databases for analysis were made as follows:

- Those who had completed on-line surveys but could be identified as recipients of the mail-out were included in the primary response dataset. (n=31);
- As two-mail-outs were sent to anyone not responding by May 15, if two responses were received from one individual from the randomised data set, any responses for which questions could be raised about duplication were included in the secondary data set (n=19);
- Those who removed the identifier from the survey were excluded from the primary data set, but included in the secondary data set, as there was no way of knowing whether the response was unique or represented a duplicate response.

#### **14.1.2 Secondary Data Set**

In addition to the Primary Data Set, to encourage response from a broader range of the population, the survey was also made available through on-line software, accessed through the Dunedin City Council website. Responses received on line created a Secondary Data Set. The web address was publicised during the initial media briefing regarding the survey, and participants who had not responded to the original mail-out were advised of the opportunity to provide an on-line response in the second mail-out. A total of 239 partial or complete surveys were included in the data set.

#### **14.1.3 Refusal Survey**

Of those who did not respond to either mail-out in the primary survey, a total of 250 names were randomly generated. Using a six-time call back protocol, calling at various times during the day and on different days of the week, a total of 150 completions were generated. The 'refusal survey' was designed to provide a statistically valid data set, and sought response to two questions only. The response to these questions was contrasted to the response to the primary data set.

### **14.2 The Differences between the Primary and Secondary Data Sets: Biases**

The primary data set targeted individual residents (through a personally addressed letter), who were randomly selected from the Dunedin City electoral rolls. This random sampling was done to ensure a wide spread of respondents (in terms of age, location, and satisfaction levels) was included in the survey sample. This data set uses the same sampling design that has been used in previous years, and provides the opportunity to compare results and trends over time based on a consistent method.

However, because not all of those originally selected to participate in the survey (the 4,500 letters originally sent out) took part, there is clearly the potential for a measure of non-response bias to be present in the primary data set (that is, of the 4,500 residents who received the invitation to participate, only 30% opted to take part). This can introduce bias because it is possible that these

non-respondents differ in their views from the actual respondents. Typically, the lower a survey's response rate (the percentage of those approached who actually took part in the survey), the greater our concerns about potential biases due to non-response.

The secondary data set provided Dunedin City Council with the opportunity to expand the 2009 Residents' Opinion Survey sample. However, by allowing anyone to complete the survey who was motivated to (with no ability to control the boundaries of this sample), there is a significant risk that these results contain self-selection bias. Self-selection bias occurs when members of the sample essentially select themselves. Self-selection bias is most commonly associated with surveys that are made available to a large number of people via television (e.g., 0900 call-in polls), magazines (e.g., the annual *Listener* readers' poll), newspapers, or the Internet, to which interested viewers or readers respond. The results of such surveys reflect only the views of those who felt strongly enough about the particular issues to go to the trouble (and often the expense) of responding. Clearly, the views of such respondents are unlikely to be representative of those of the wider population of interest. In many ways, self-selection bias can be thought of an extreme form of non-response bias.

### 14.3 Assessing the Quality of the Primary and Secondary Data Sets

To assess the potential impact that these sampling biases may have had on the achieved survey results, the research design included a short survey with a number of non-participants. This technique is known as a 'non response survey', and involves systematically following up with some of those who refused to participate in the main survey. These follow-ups simply involve contacting a small number of the residents who were invited to participate in the original survey but did not, to understand the basis of their refusal and to assess their attitudes toward a key issue in the survey. Refusal surveys need to be very short to be effective, and can be combined with the survey auditing process to make the task less onerous for the participants.

Here, a random sample of non-participants from the original sample was generated. This sample consisted of initially 200 participants. All were contacted on a six-time call back process, with a target of achieving 150 randomly generated completions, based on a participation rate of over 75%. High participation rates were achieved by limiting the survey to less than one minute, and asking only two specific questions.

Participants in the non-response survey were asked about their satisfaction with 'the overall performance of the Dunedin City Council' (Q84). As this sample was randomly selected, a sampling error<sup>xi</sup> for the results can be calculated. This calculation shows that the results of the non-response survey are accurate to +/-8% of the true population value<sup>xii</sup>. Because the question asked in the non-response survey was also asked in the full Residents' Opinion Survey, it is possible to compare the results from this random sample with those in the primary and secondary data sets.

**Table 11.1: Comparing the Precision of the Three Data Sets<sup>xiii</sup>**

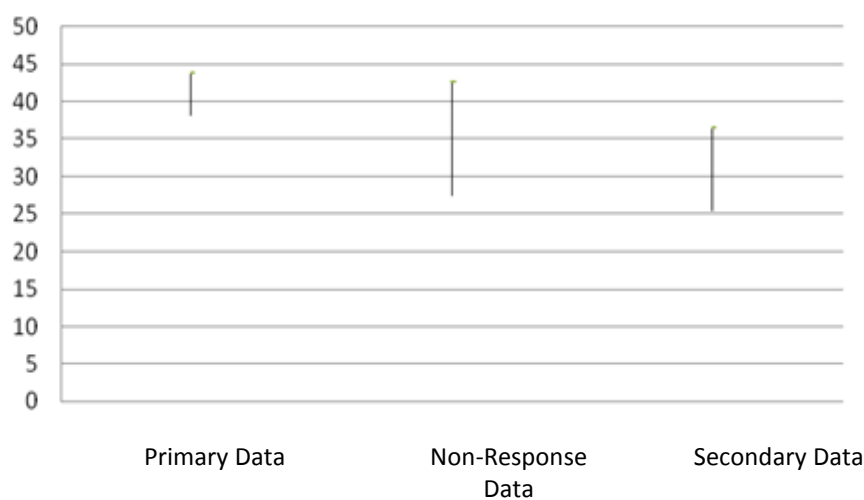
	Primary (mail) Survey	Secondary (on-line) Survey	Non-participation survey
Satisfied	41% +/-2.8%	31% +/-5.6%	35% +/-7.6%
Dissatisfied	29% +/- 2.6%	47% +/-6.1%	30% +/- 7.3%

What this analysis suggests is that – as anticipated – there is a measure of self-selection bias present in both the primary and secondary data sets. In general, respondents in the primary data set seem

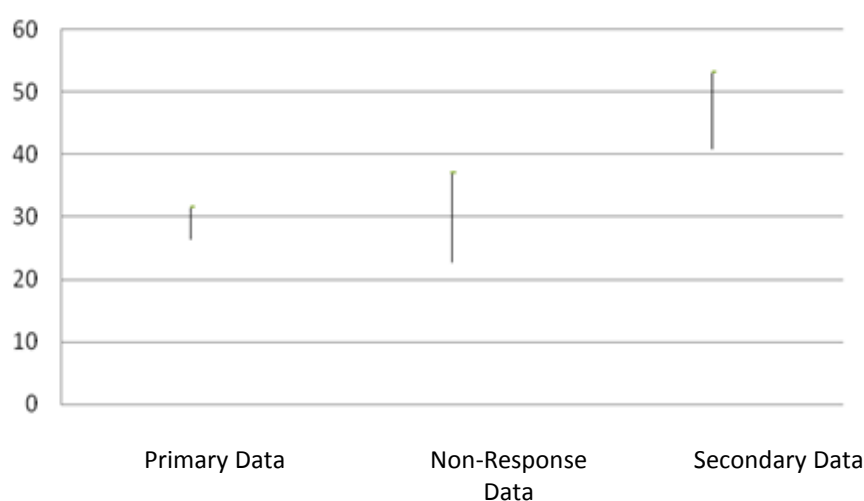
slightly more likely to be more satisfied with the overall performance of the Dunedin City Council than the 'typical' respondent selected for the random survey (i.e., the refusal survey results), with the participants in the secondary data set slightly more likely to be less satisfied with that overall performance (Chart 11.1). But as 'bars' for both data sets overlap with those from the refusal survey, the difference in satisfaction levels is most likely to be small.

The nature of this bias in the samples is much more apparent when we examine levels of dissatisfaction. Here, participants in the primary data set are as likely to be dissatisfied with the overall performance of the Dunedin City Council as the 'typical' respondent selected for the random survey (i.e., the refusal survey results), but participants in the secondary data set much more likely to be more dissatisfied with that overall performance (Table 11.2). Therefore, there is good evidence that the secondary data set includes a measure of self-selection bias, with this bias being towards respondents more likely to be dissatisfied with the Council's performance.

**Chart 11.1: Comparing Satisfaction Scores across the Three Data Sets**



**Chart 11.2: Comparing Dissatisfaction Scores across the Three Data Sets**





# 2009 Residents' Opinion Survey

WORKING WITH YOU FOR DUNEDIN'S FUTURE

Hello

Please let us know what you think of the services we provide with your rates. This allows us to measure our performance against your expectations.

This annual survey allows councillors and staff to identify where we're doing well and, more importantly, where you believe we need to do better.

Last year's survey results revealed that people were unhappy with "dog fouling" so we now taken zero tolerance for people not picking up dog doo. The results also showed us that "food hygiene" was an important issue for people, so unlike a number of other Councils, we now rate every food premise in Dunedin and make sure they display the grading in their premises so that you are better informed. We also added information on Dunedin food gradings onto our website so you can find out the grade of your favourite eating place online.

Your name has been randomly selected and it should take about 10 – 15 minutes to complete the survey. Mostly it involves no more than ticking boxes but there's plenty of room for you to add comments. Participation in this survey is voluntary. You're free to stop completing the survey at any point, or to skip any questions you do not wish to answer. The results of this survey will be anonymous. No-one will be able to identify you once the data has been collected.

When you've finished the survey please post it back to us by Friday 29 May 2009.

If you have any questions call us on 477 4000 for assistance. The results will be available for you to see in early July at all our customer service agencies, libraries and on our website: [www.dunedin.govt.nz](http://www.dunedin.govt.nz)

Thank you for your time.



Peter Chin  
Mayor of Dunedin



Jim Harland  
Chief Executive



# Section A

**Your Satisfaction with Council Services** – Please indicate how satisfied you are with each of the following Council services by ticking the appropriate box.

Very Satisfied	Satisfied	Neither Satisfied Nor Dissatisfied	Dissatisfied	Very Dissatisfied	Don't Know
1	2	3	4	5	6

**Rubbish Collection** – If you do not receive this service please tick here ☐

1	Household rubbish collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Kerbside recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Street litter bins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Reliability of the rubbish collection service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Cleanliness of the streets immediately after rubbish collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	Cleanliness of the streets in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

**Water, Drainage and Sewerage** – If you do not receive this service please tick here ☐

7	Water pressure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	Water quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	Stormwater collection service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	The city's sewerage system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

**Roads, Footpaths, Lighting and Parking**

11	The condition of the roads in your neighbourhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12	The condition of the roads throughout the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	The condition of footpaths in your neighbourhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	The condition of footpaths throughout the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15	That there are footpaths where you need them throughout your neighbourhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16	That there are footpaths where you need them throughout the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17	Street lighting in your neighbourhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18	Street lighting throughout the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19	Street name signs throughout the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20	Directional signs for traffic throughout the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21	The flow of traffic around and through the city at peak times of the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22	The flow of traffic around and through the city at off-peak times of the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23	The ease of pedestrian access throughout the transport network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Section A – Continued

**Your Satisfaction with Council Services** – Please indicate how satisfied you are with each of the following Council services by ticking the appropriate box

		Very Satisfied 1	Satisfied 2	Neither Satisfied Nor Dissatisfied 3	Dissatisfied 4	Very Dissatisfied 5	Don't Know 6
24	The efforts made to minimise inconvenience and disruption caused to the public, when work is done on roads, footpaths and drains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25	The availability of car parking in the central city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26	The number of parking spaces available in Council car parking buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27	The number of parking spaces available in Council off-street car parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28	The ease of use of Pay and Display car parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29	The availability of on-street parking in the central city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30	The suitability of the road network for cyclists throughout the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

### Regulatory, Monitoring and Enforcement

31	Control of roaming dogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32	Control of dogs fouling the streets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33	Control of barking dogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34	Noise control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35	Parking enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
36	The fairness and attitude of parking wardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
37	Enforcing hygiene standards in city food establishments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
38	Enforcing appropriate standards in the city's licensed premises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
39	Processing of applications for building consents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
40	Monitoring and inspection of buildings under construction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

### Customer Service

41	The Council is constantly striving to improve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
42	The Council delivers good value for the ratepayer money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:



## Section B

**Your Use and Satisfaction with City Facilities** – Please write the number of times you have used or visited the following facilities in any capacity in the past 12 months and your level of satisfaction. Write 0 if you have **not used/visited** it.

	Number of visits/times used	1 Very Satisfied	2 Satisfied	3 Neither Satisfied Nor Dissatisfied	4 Dissatisfied	5 Very Dissatisfied	6 Don't Know
<b>Libraries</b>							
43	Any or all of the following libraries (Moray Place; Mosgiel; Port Chalmers; Waikouaiti; Blueskin Bay; Bookbus)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
44	Material available at the libraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Swimming Pools</b>							
45	Any or all of the following pools (Moana; Mosgiel; St Clair Salt Water Pool; Port Chalmers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Museums and Galleries</b>							
46	Otago Museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
47	Otago Settlers Museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
48	Dunedin Public Art Gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
49	Dunedin Chinese Garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Parks and Reserves</b>							
50	Botanic Garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
51	Winter sports playing fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
52	Summer sports playing fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
53	Council playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
54	Walking and biking tracks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
55	Parks and Reserves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Other Facilities</b>							
56	Dunedin Stadium (Ice Stadium)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
57	Edgar Sports Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
58	Carisbrook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
59	The Dunedin Visitor Centre (in the Octagon)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
60	Dunedin Town Hall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
61	Dunedin's cemeteries (services provided to the public)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
62	Dunedin's cemeteries (physical appearance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
63	Public Toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comments:							

## Section C

**Your Satisfaction with Council Activities**—Please indicate how satisfied you are with each of the following Council activities by ticking the appropriate box.

Very Satisfied	Satisfied	Neither Satisfied Nor Dissatisfied	Dissatisfied	Very Dissatisfied	Don't Know
1	2	3	4	5	6

### Consultation and Communication

64	The amount of public consultation undertaken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
65	The amount of information available explaining why and what the Council is doing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
66	The notices and information you receive from the Council about activities and matters affecting your household's water supply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
67	The notices and information you receive from the Council about road works and footpath repairs in your neighbourhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
68	The notices and information you receive from the Council about temporary street closures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

### Economic Development and Promotion

69	Attracting new businesses and jobs to Dunedin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
70	Supporting the development of existing Dunedin businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
71	Retaining existing businesses and jobs in Dunedin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
72	Media coverage of events run in Dunedin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
73	City festivals and events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

### Elected Representatives and Council Staff

74	Your contact with the Mayor and Councillors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
75	Your contact with Community Board members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
76	Your contact and dealings with Council staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

**IF you have contacted, used or read any of the following services in the past 12 months, please indicate how satisfied you were with it. IF you have not contacted, used or read the service in the past 12 months, please leave blank.**

77	City Talk magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
78	The Council's website <a href="http://www.dunedin.govt.nz">www.dunedin.govt.nz</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
79	The Council's call centre (telephone enquiry service)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
80	The Customer Service Agency in the Civic Centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

## Section D

**Your Overall Satisfaction with Dunedin and the City Council** – Please indicate your overall satisfaction with Dunedin and the City Council by ticking the appropriate box.

	Very Satisfied 1	Satisfied 2	Neither Satisfied Nor Dissatisfied 3	Dissatisfied 4	Very Dissatisfied 5	Don't Know 6
81 The overall look and feel of the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
82 The overall look and feel of the central city retail area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
83 The overall look and feel of the South Dunedin retail area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
84 The overall performance of the Dunedin City Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Your Overall Perception of Dunedin and the City Council** – Please indicate your overall perception with Dunedin by ticking the appropriate box.

	Strongly Agree 1	Agree 2	Neither Agree Nor Disagree 3	Disagree 4	Strongly Disagree 5	Don't Know 6
85 Dunedin is a fun city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
86 Dunedin is a thriving city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
87 Dunedin is a creative city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
88 Dunedin as a whole recognises and supports cultural diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
89 I feel safe walking Dunedin's streets at night	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
90 The city's architecture is a great asset to the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
91 There is a sense of community within my local neighbourhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**What would you most like us to change about the following services to better meet your needs...**

92	<b>The Council staff:</b>
93	<b>The appearance of the city:</b>
94	<b>Council services:</b>
95	<b>The arts and cultural environment in Dunedin:</b>
96	<b>The social environment in Dunedin:</b>
97	<b>The economic environment in Dunedin:</b>
98	<b>The natural environment in Dunedin:</b>
99	<b>Sport and recreation in Dunedin:</b>
100	<b>Transport in and around, and, to and from Dunedin:</b>

# Section E

## Information About You

101	How old are you?	_____ Years	
102	Are you...	1 <input type="radio"/> Male    2 <input type="radio"/> Female	
103	Are you...	1 <input type="radio"/> New Zealand born and of European descent 2 <input type="radio"/> New Zealand born and of Maori descent 3 <input type="radio"/> New Zealand born and of Pacific Island descent 4 <input type="radio"/> New Zealand born and of Asian descent 5 <input type="radio"/> New Zealand born and of Other descent 6 <input type="radio"/> Born overseas and of European descent 7 <input type="radio"/> Born overseas and of Maori descent 8 <input type="radio"/> Born overseas and of Pacific Island descent 9 <input type="radio"/> Born overseas and of Asian descent 10 <input type="radio"/> Born overseas and of Other descent	
104	What is your personal income before tax?	1 <input type="radio"/> Under \$15,000 2 <input type="radio"/> \$15,001 to \$30,000 3 <input type="radio"/> \$30,001 to \$45,000	4 <input type="radio"/> \$45,001 to \$60,000 5 <input type="radio"/> \$60,001 to \$75,000 6 <input type="radio"/> Over \$75,000
105	Do you own property in Dunedin?	1 <input type="radio"/> Yes    2 <input type="radio"/> No	
106	What suburb or town do you live in?	_____ Suburb or Town	
107	Are you...	1 <input type="radio"/> In full-time paid employment 2 <input type="radio"/> In part-time paid employment 3 <input type="radio"/> Not in paid employment	
108	What is your occupation?	_____ Occupation	
109	How many dependent children do you have?	_____ Dependent Children	
110	Are there any other comments you would like to make about your overall satisfaction with Dunedin and the City Council?		

**Thank you for taking the time to let us know your opinions.**

If you are willing to have us contact you again for your opinion on other matters about the city, please write your name and contact details below.

Name:	_____
Phone Number:	_____
Address:	_____
	_____
	_____
E-mail:	_____

**PLEASE COMPLETE & RETURN BY FRIDAY 29 MAY 2009**

## Endnotes

- i Where participants are able to complete the survey questionnaire at their leisure.
- ii Ensuring a representative sample of residents, in contrast to the sample of just *ratepayers* that would result if the Council's databases were used.
- iii Dillman, D (2006) *Mail and Internet Surveys: The Tailored Design Method 2007 Update with New Internet, Visual, and Mixed-Mode Guide*. Wiley, New York; and Dillman, D. A. (1978) *Mail and Telephone Surveys: The Total Design Method*, John Wiley and Sons, New York.
- iv This pre-test process ensures the questions in the survey are intelligible to the target population, that the answer options (where provided) are exhaustive, that the question order makes sense, and that the questionnaire is not too long. The results of this pre-test are used to refine the final survey questionnaire and are not to be considered part of the achieved sample.
- v Where only those motivated to respond will respond, and that if specific issues are relevant to a sub-group within the population, the outcome may be skewed by responses from that sub-group.
- vi The data collection period needs to allow for the time taken to post out the questionnaire; for participants to complete the questionnaire; and to return the questionnaire by return post. Reminder letters (which are essential to effective mail surveys) double the data collection period. The 2009 Residents' Opinion Survey was conducted over a data collection period of five weeks with a reminder letter sent in the third week.
- vii Cook, K. (ed.) (1987) *Social Exchange Theory*. Sage Publications, Newbury Park, Ca. See also Dillman, D. A. (2000) *Mail and Telephone Surveys: The Tailored Design Method*, John Wiley and Sons, New York.
- viii This 'paradox' of people choosing short-term gratification over longer-term rewards is also used to explain the rise of obesity and the lack of savings for old age. See O'Donoghue T and Rabin M (2000) 'The economics of immediate gratification' in *Journal of Behavioral Decision Making*, 13(2), 233-250 (2000).
- ix To assess whether this small-gift-with-survey approach would work for the Residents' Opinion Survey, approximately half of the mail surveys contained a Dunedin City Council pen. From the first mail out, 17.1% of surveys with pens were returned, compared to 14.0% of those without pens being returned. At the close of data collection, after both mail-outs, a total of 33.3% of the surveys with the pen included were returned, compared to 30.6% of those where no pen was included.
- x For all demographic data, the percentage "not stated" has been excluded from the analysis. For example, 40% of respondents identified themselves as Male; 57% as Female, and 3% did not complete this question.
- xi That is, if we were to repeatedly select random samples of a fixed size from a population of interest we would find that the sample statistic would vary from sample to sample. This variation is called sampling error and it simply represents the fact that different random samples contain different people with somewhat different opinions and experiences. Thus, the result of any one survey should be thought of as an estimate of some true population parameter. The more sampling error there is associated with an estimate, the less precise the estimate – and thus the less useful the estimate. Sampling error is unsystematic, in the

sense that sample statistics vary randomly about the “true” but unknown population parameter (sometimes the statistic will be less than the parameter, sometimes greater). Moreover, because the random sampling process is unbiased, the level of sampling error associated with a statistic is a relatively simple function of sample size (i.e., the magnitude of sampling error decreases with increasing sample size).

xii The accuracy of the sample results is a function of the size of the sample. The size of the population is largely irrelevant. More specifically, the margin of error (and thus the width of the confidence interval) is inversely proportional to the square root of the sample size. A consequence of this inverse square root relationship is that to double the precision of our estimate (i.e., halve the width of the confidence interval), we must quadruple the size of our sample.

xiii Technically, a sampling error (‘margin of error’) for the primary and secondary data sets cannot be calculated because the samples were not truly random. These sampling errors are those that would apply if the sample selection had been random, and are intended as a likely indication of the precision with which the results can be generalised.