

2015 Residents' Opinion Survey

Results Report



**DUNEDIN CITY
COUNCIL**

Kaunihera-a-rohe o Otepoti

VERSUS
RESEARCH

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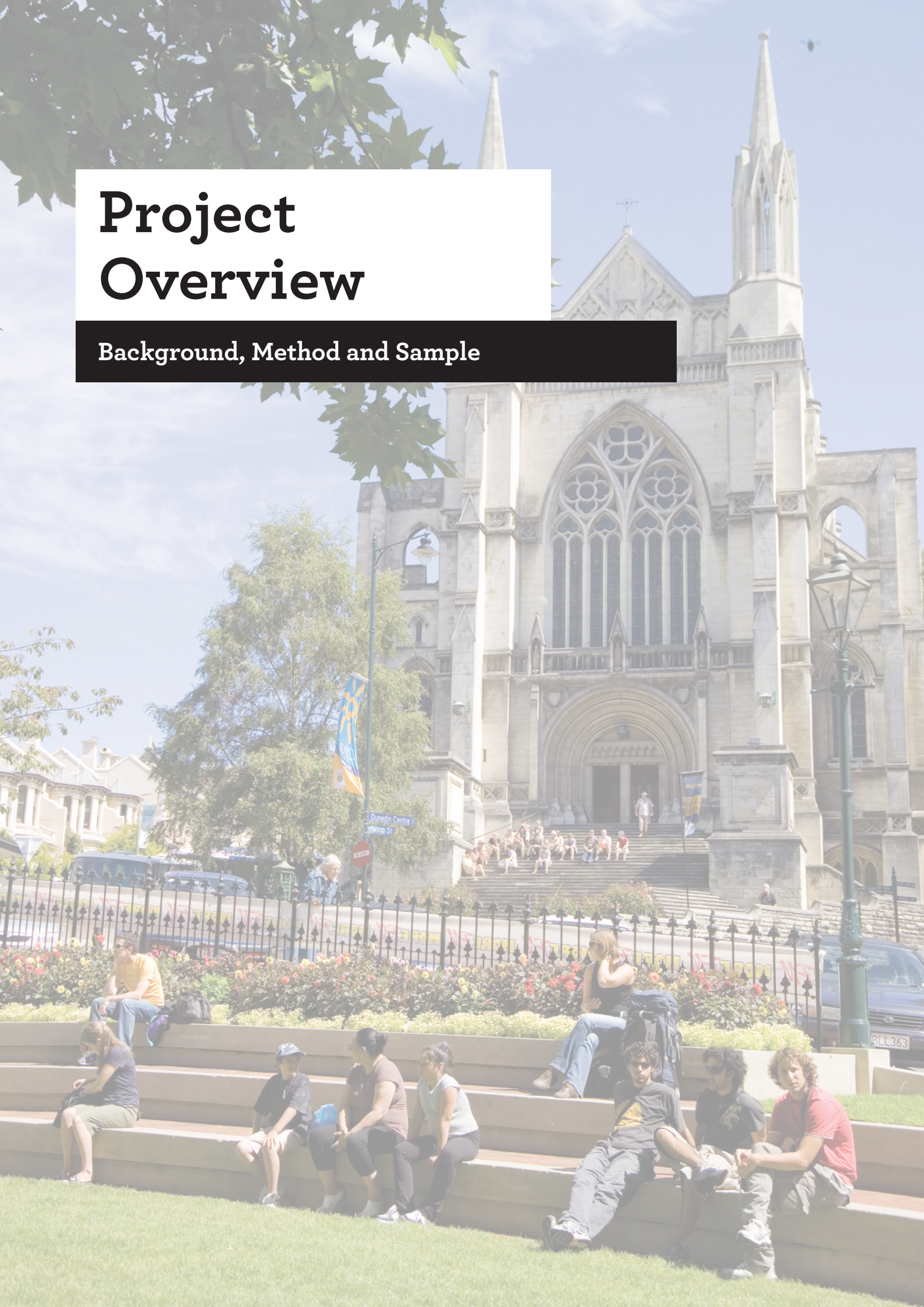
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Project Overview

Background, Method and Sample



Background and Method

Since 1994 Dunedin City Council (DCC) has completed the Residents' Opinion Survey to canvass the views of residents from Dunedin across a range of services and facilities. Feedback from this survey is used to:

- Gauge the extent to which DCC is meeting its Long Term Plan and Annual Plan objectives
- Measure residents' satisfaction with DCC and the services and facilities it provides to the community
- Assist in identifying areas that can be improved upon in terms of delivery of the services and facilities DCC provides

The 2015 survey utilised a sequential mixed method approach to interviewing. This approach was also utilised in the 2013 and 2014 surveys with the aim of increasing response rates amongst residents over and above that achieved via a single method approach. Specifically this approach involved contacting 4500 residents randomly selected from the Electoral Roll; selection is proportionate to suburb to ensure geographic representation with those with non-current addresses replaced with an identical geographic representative.

The fieldwork for this project involved two phases:

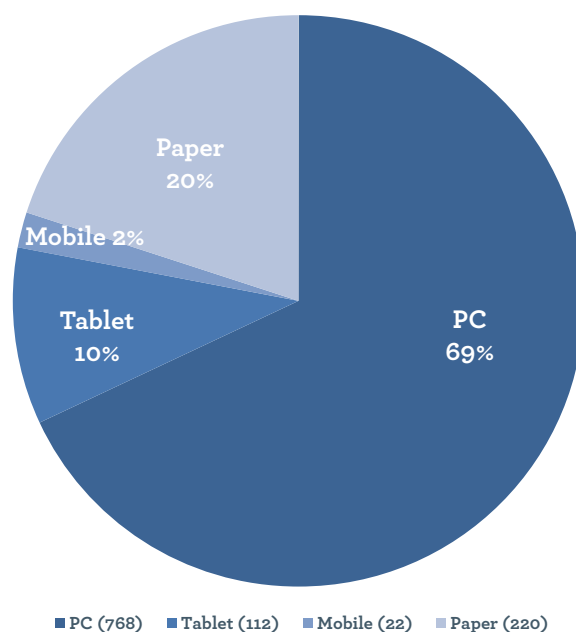
- Letters posted to the 4500 randomly selected residents inviting them undertake the survey online. Each resident was provided with a unique identifier log in code to complete the survey with. This resulted in a total of 747 completed online surveys.
- Those who had not completed the online survey after two weeks were then re-contacted by post and provided with their log in code again and also a paper copy of the survey to complete if they preferred. This resulted in a further 155 completed online surveys and a total of 220 completed postal surveys received by the cut off date.

The final number of total completed surveys is 1122, this results in a margin

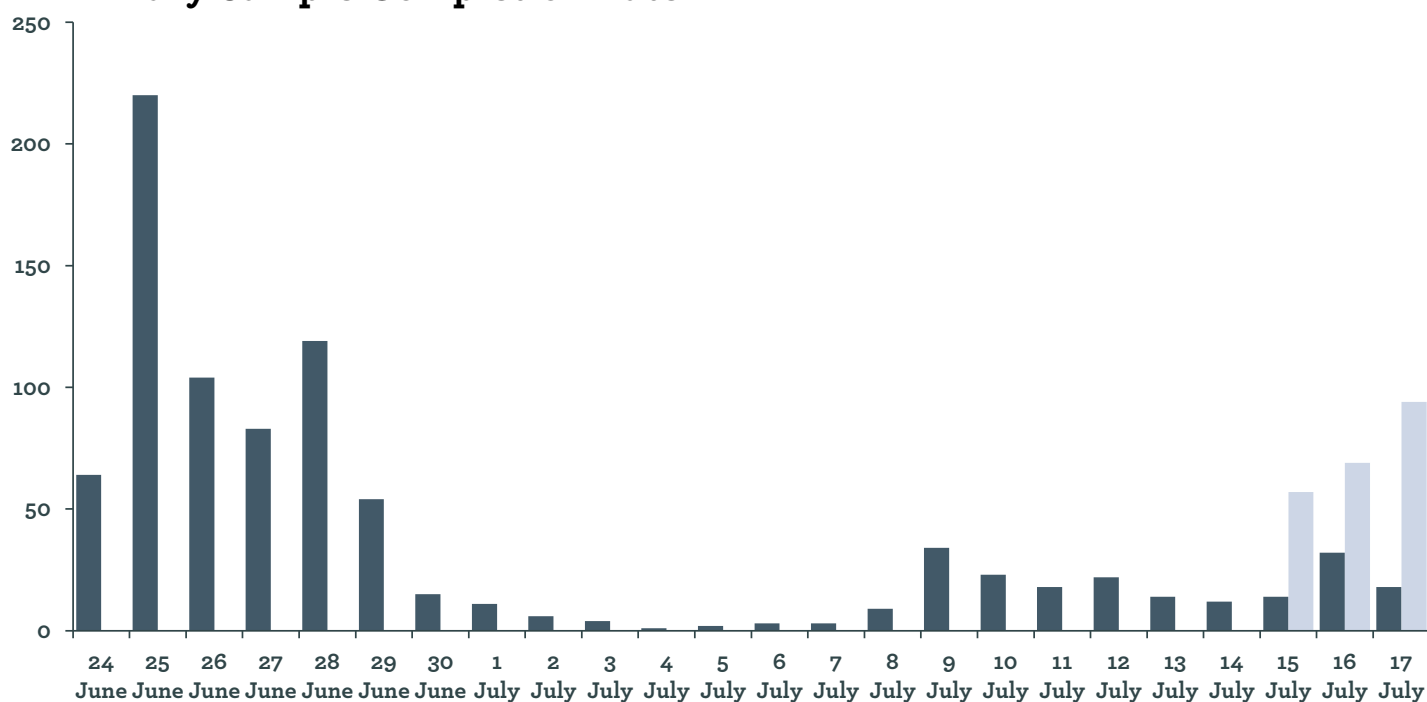
of error of ± 2.9 at the 95% confidence interval.

To support this sample, the survey was open to all Dunedin residents and was also emailed to those who are part of the Dunedin People's Panel. A total of 485 responses were collected. These responses are summarised and included the appendix, which compares the results of the primary (randomly selected) sample and the supporting responses (secondary sample).

Mode of Completion



Primary Sample Completion Rate



Sample Profile and Population Comparison

2015 Resident's Opinion Sample

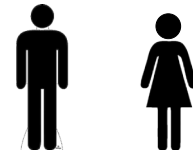
2013 Census: Dunedin Population



45%

55%

GENDER



48%

52%

under 30	31 - 50	51 - 64	65 - 80	81+
13%	24%	31%	27%	5%

AGE

under 30	31 - 50	51 - 64	65 - 80	81+
33%	28%	20%	14%	4%



77%

HOMEOWNER



65%



Full Time

44%



Part Time

20%



Unemployed

36%

EMPLOYMENT



Full Time

42%



Part Time

16%



Unemployed

42%



Born In NZ
84%



Born Overseas
16%

ETHNICITY



Born In NZ
83%



Born Overseas
17%



31%

DEPENDENT CHILDREN



43%



under 30k
44%



30 - 60k
32%



60k +
24%

INCOME



under 30k
55%



30 - 60k
28%



60k +
17%

Primary Mode of Transport to Work

Drove alone



41%

Drove with passengers



10%

Walk or jog



7%

Work from home



6%

Public bus



4%

Passenger in vehicle



4%

Bicycle



1%

Motorbike

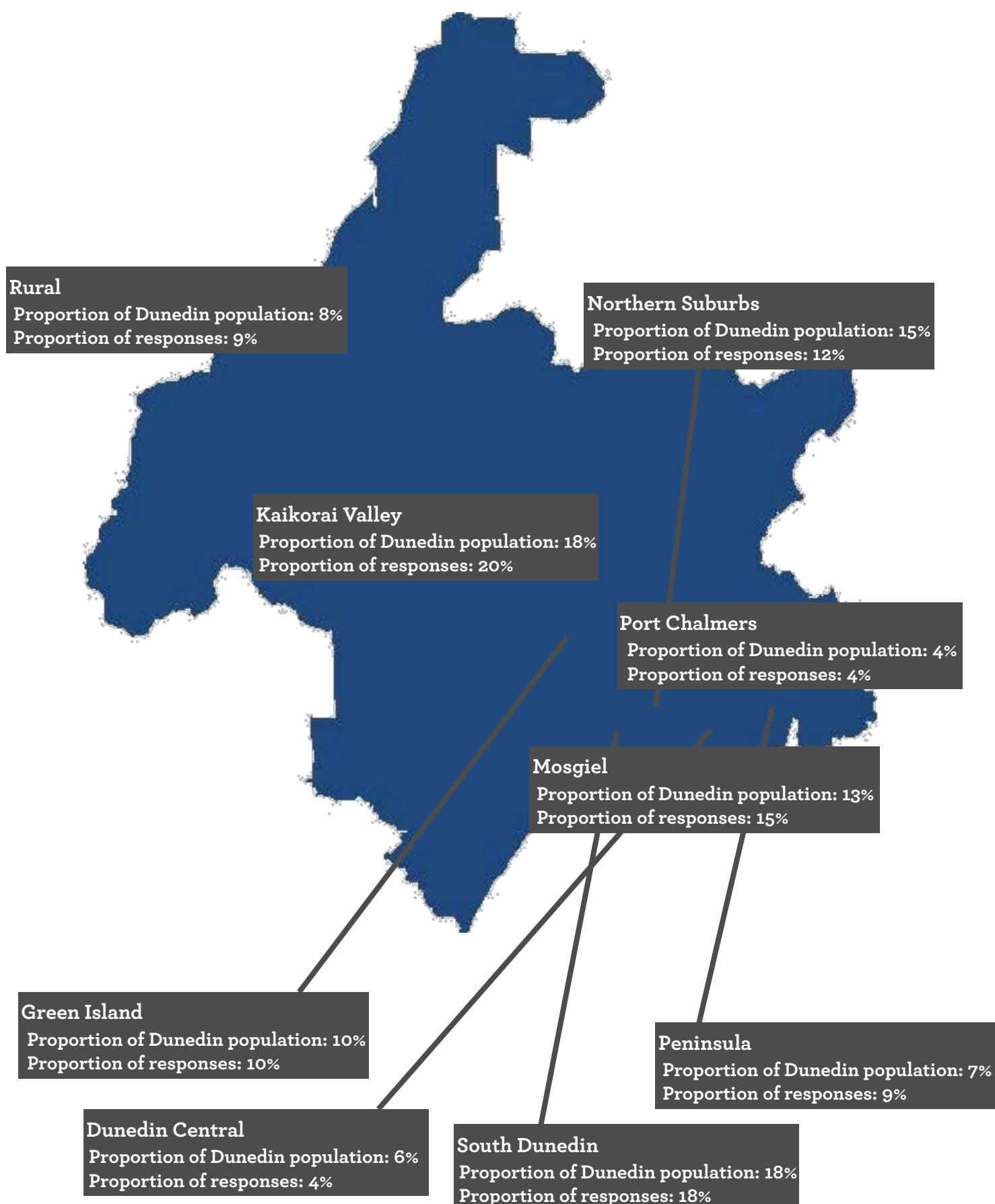


1%

2% of residents used a form of transport not listed above to get to work, and 25% of residents answered not applicable.

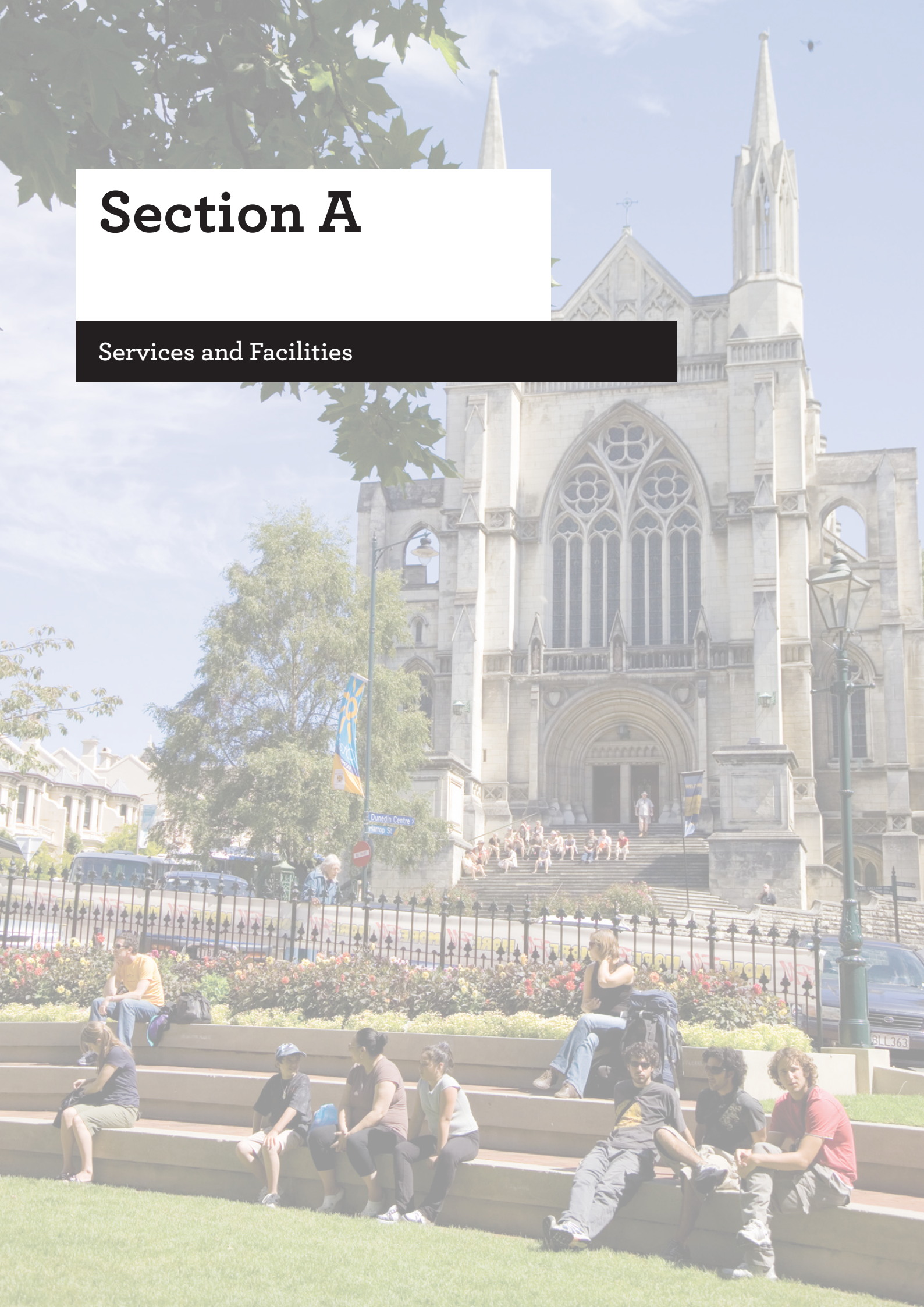
Sample Composition by Suburb

The map below outlines the Dunedin area population by suburb group, and compares the proportion of responses received from that area.



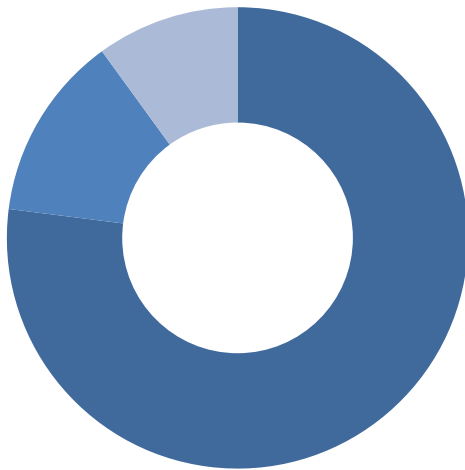
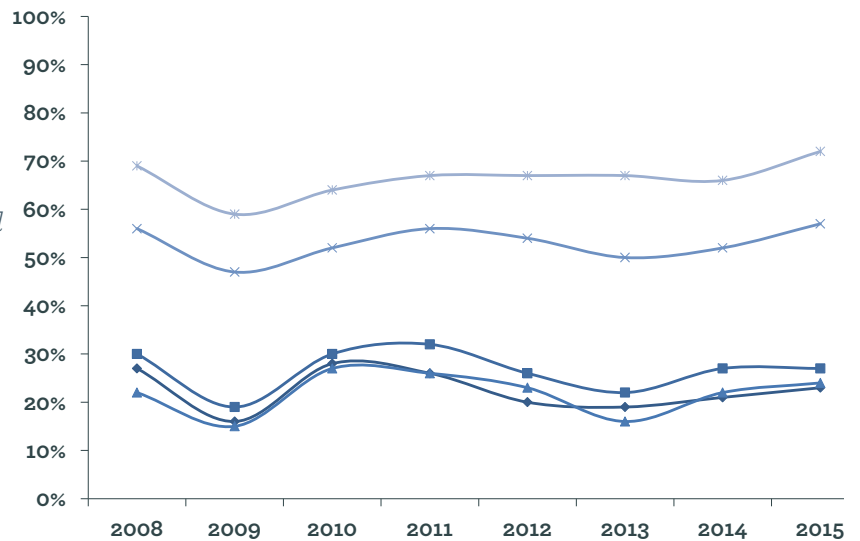
Section A

Services and Facilities



Interpreting Services

For each group of services, the results are displayed in trend format showing the overall satisfaction level for each service attribute from 2008 to 2015. The result for 2015 and the change from 2014 is displayed below the legend.



The circular charts show the net satisfaction for the service group, i.e., the total proportion of satisfaction, neutral and dissatisfaction ratings across all the services within the group.

Text beneath the chart illustrates where there are either significantly higher or lower results for a given demographic group.

The arrows within the circular charts indicate the overall change from the 2014 net satisfaction score and the proportion with which this has changed, e.g., a downward arrow with 1% indicates there has been an overall decrease in net satisfaction of 1% since 2014.



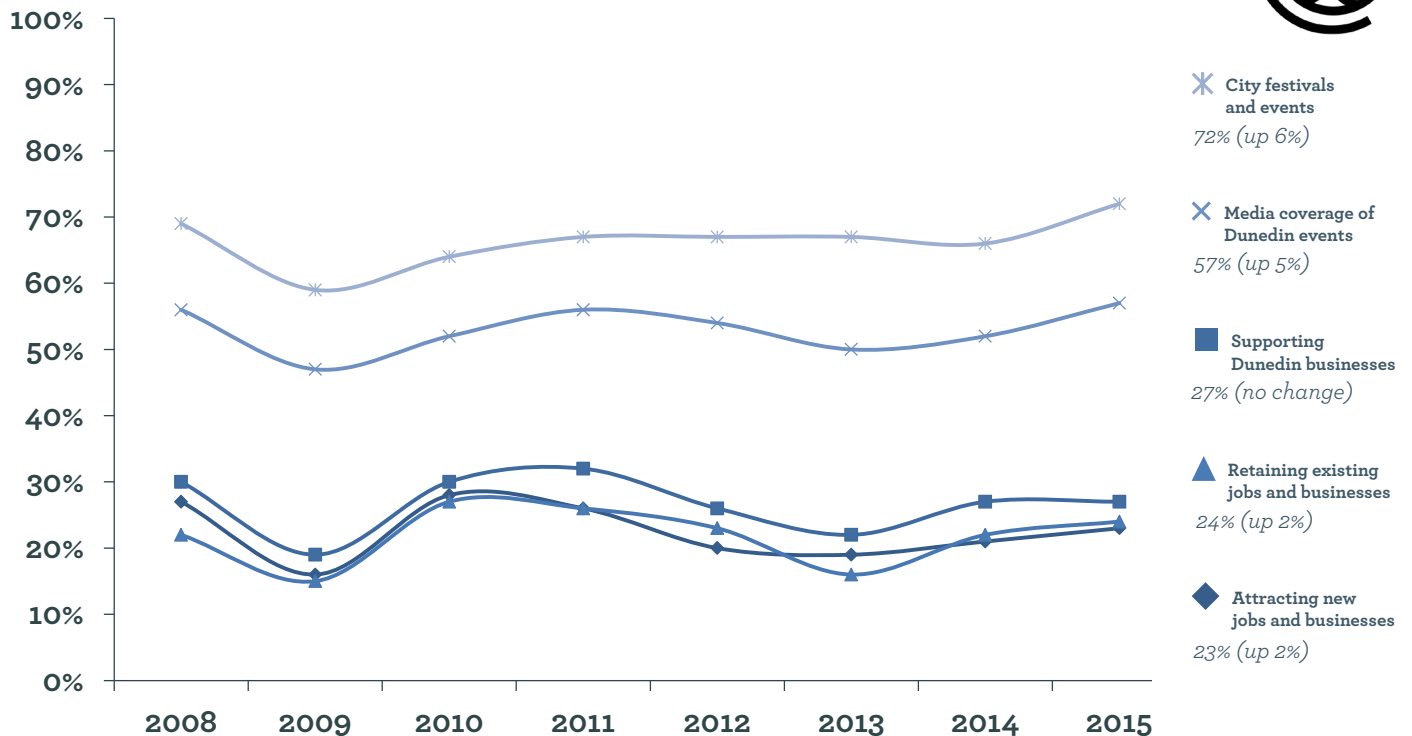
Key points about PLANNING AND URBAN DESIGN

Poorly maintained footpaths	5%
Signs difficult to see	5%
Poorly maintained roads	4%

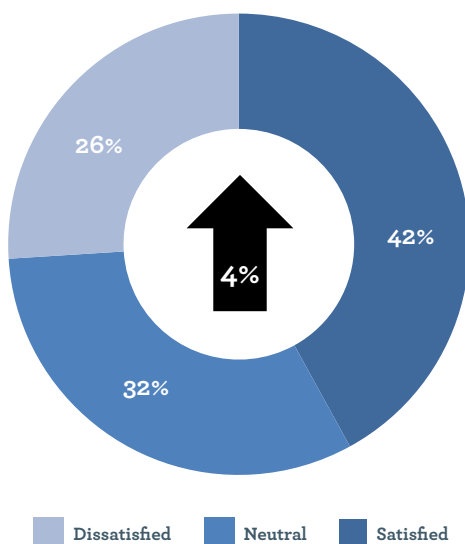
Comments were sought from residents on each of the services and facilities. The total number of people who provided a comment is displayed as a bar chart, with the most common themes presented as text below the bar.

Economic Development and Promotion

Satisfaction Trend 2008 - 2015



Net Score 2015



Those with higher levels of **SATISFACTION**

81+ years 67%

Those with higher levels of **DISSATISFACTION**

31-50 years 31%

Comments 2015

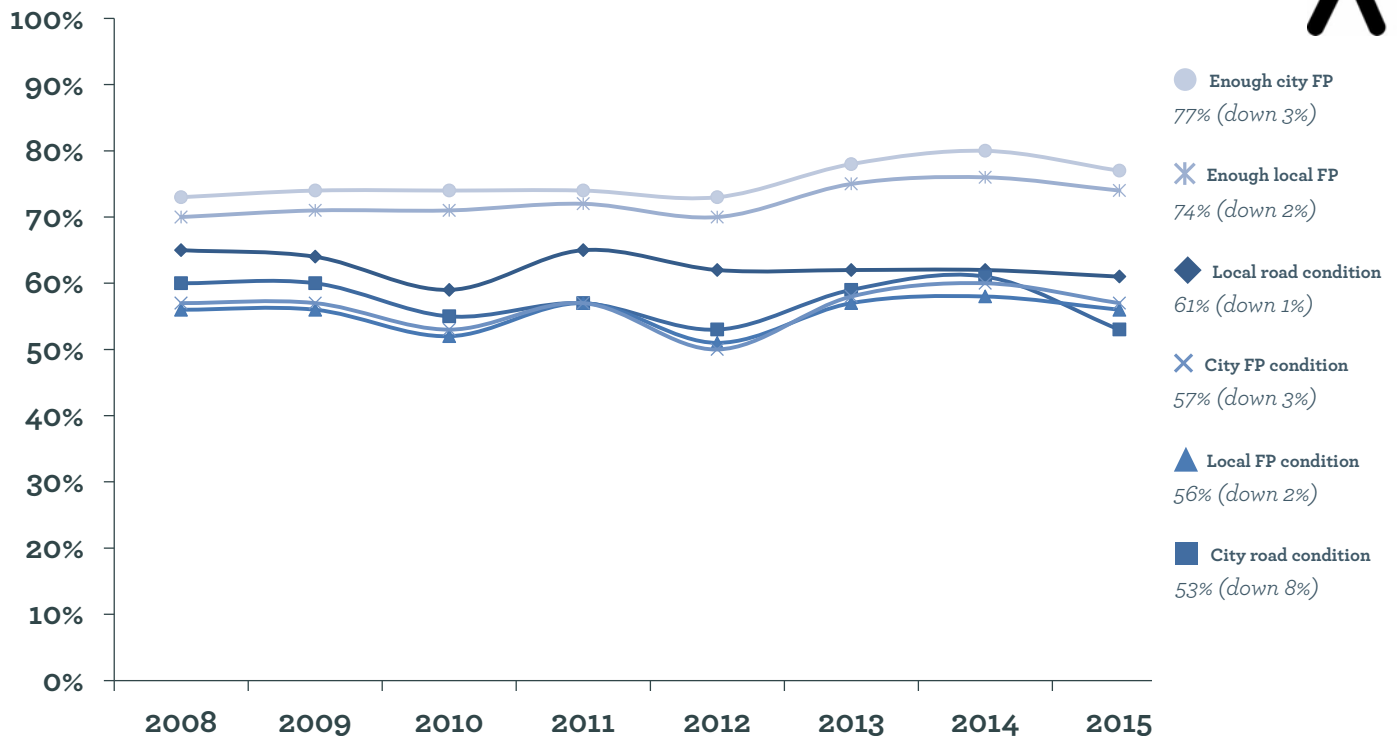


Key points about ECONOMIC DEVELOPMENT AND PROMOTION

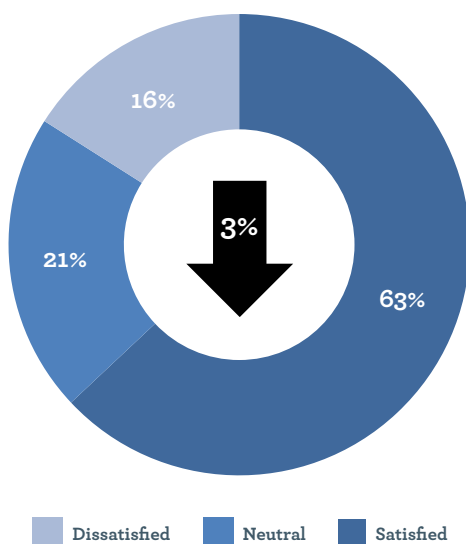
Limited support for business	4%
No current economic development	3%
DCC doesn't support economic development	3%
Employment should be the focus	3%

Roads and Footpaths

Satisfaction Trend 2008 - 2015



Net Score 2015



Those with higher levels of **SATISFACTION**

Central Dunedin 76%
Kaikorai Valley 70%
Non-homeowner 67%

Those with higher levels of **DISSATISFACTION**

Rural 23%

Comments 2015

Provided a
comment
29%

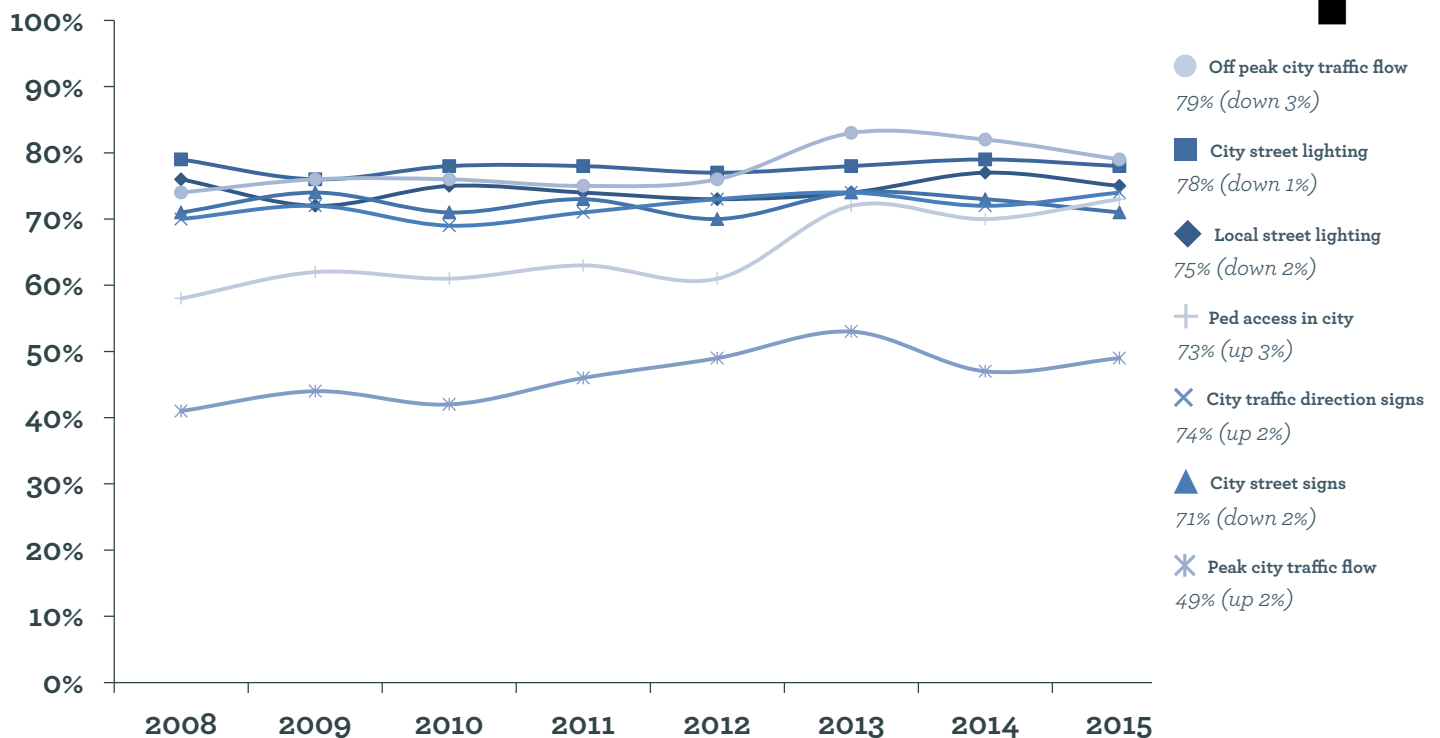
Did not
provide a
comment
71%

Key points about ROADS AND FOOTPATHS

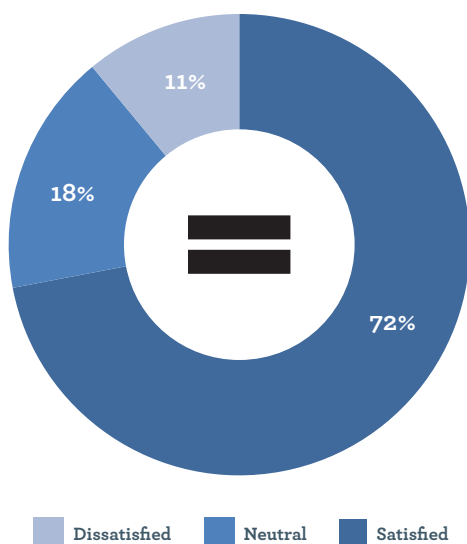
Poorly maintained footpaths	5%
Signs difficult to see	5%
Poorly maintained roads	4%
Inconsistent footpaths	4%

Lighting, Signage and Traffic Flow

Satisfaction Trend 2008 - 2015



Net Score 2015



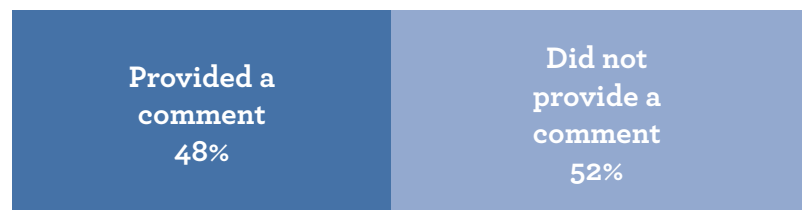
Those with higher levels of **SATISFACTION**

No significant differences noted

Those with higher levels of **DISSATISFACTION**

No significant differences noted

Comments 2015

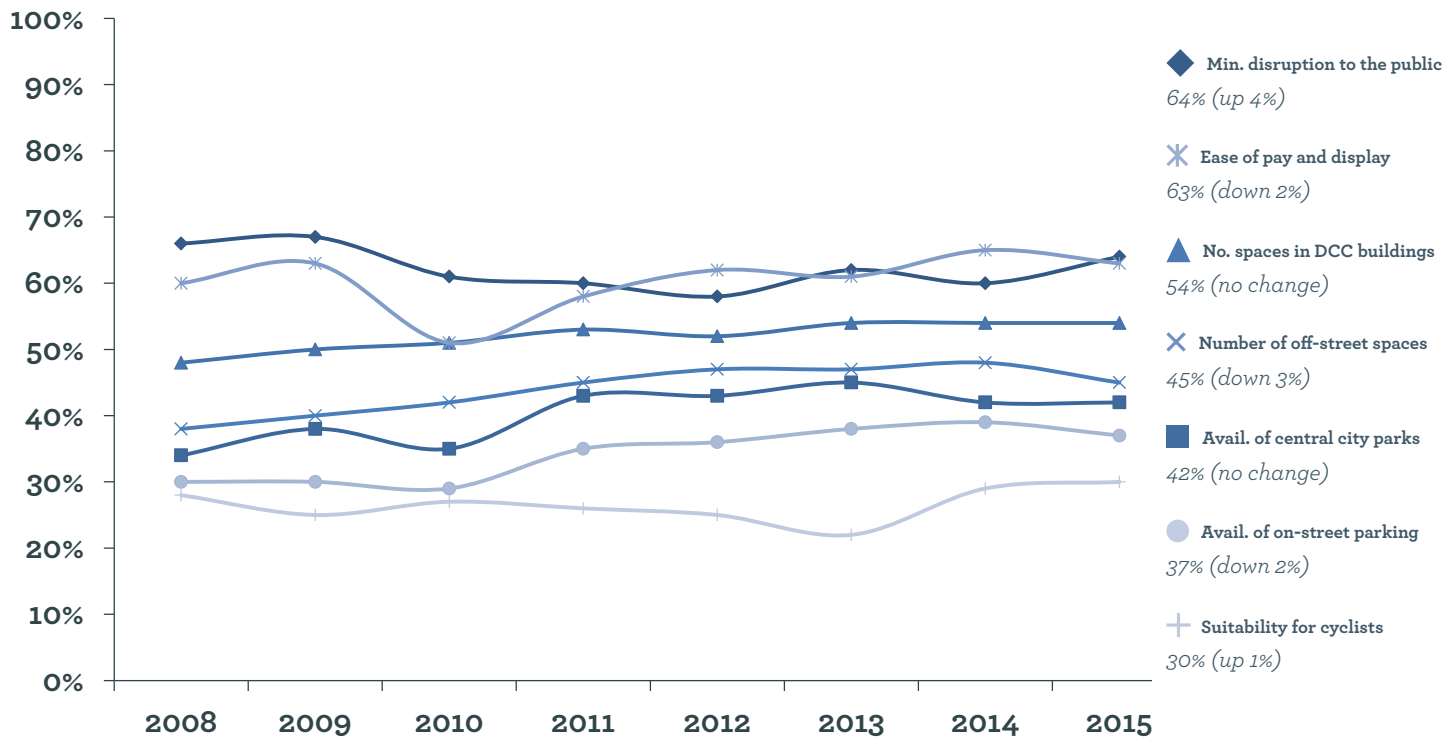


Key points about LIGHTING, SIGNAGE AND TRAFFIC FLOW

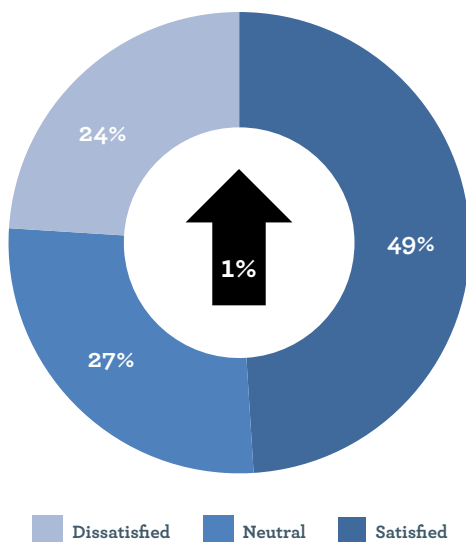
Poor lighting	4%
Separation between cars and bikes	4%
Poor traffic flow	4%

Parking and Cycle Network

Satisfaction Trend 2008 - 2015



Net Score 2015



Those with higher levels of **SATISFACTION**

No significant differences noted

Those with higher levels of **DISSATISFACTION**

No significant differences noted

Comments 2015

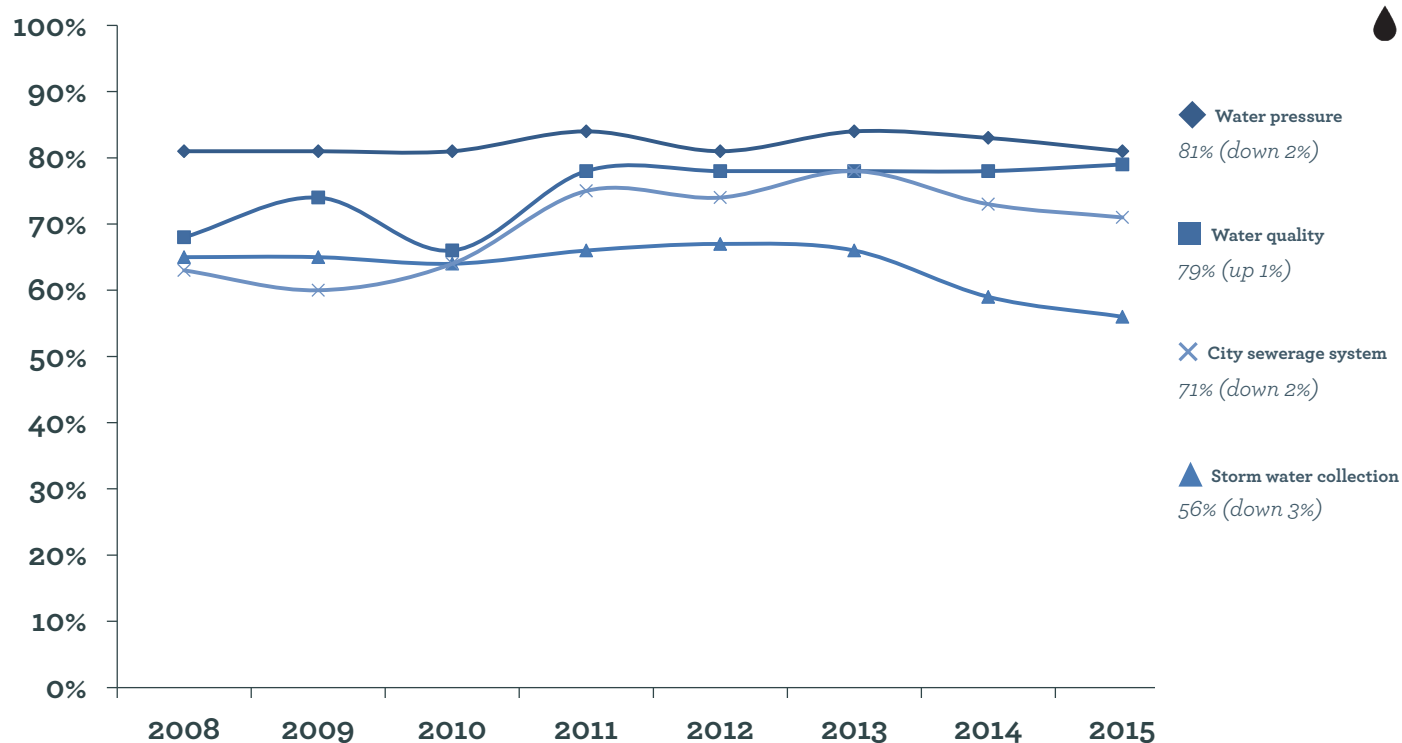


Key points about PARKING AND CYCLE NETWORK

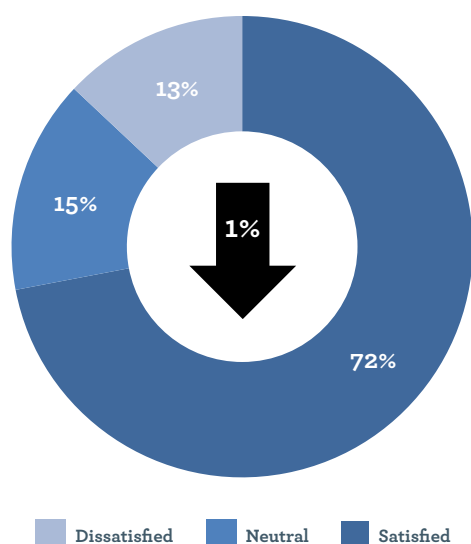
Too much emphasis on cycleways	7%
Too dangerous to cycle	6%
Cycleways in wrong place	6%
Not enough parking spaces	4%
Expensive parking	4%
Parking system difficult to use	4%

Water, Drainage and Sewerage

Satisfaction Trend 2008 - 2015



Net Score 2015



Those with higher levels of
SATISFACTION

65-80 years 77%

Those with higher levels of
DISSATISFACTION

South Dunedin 18%

Comments 2015

Provided a
comment
29%

Did not
provide a
comment
71%

Key points about WATER, DRAINAGE AND SEWERAGE

Issues with storm water systems 11%

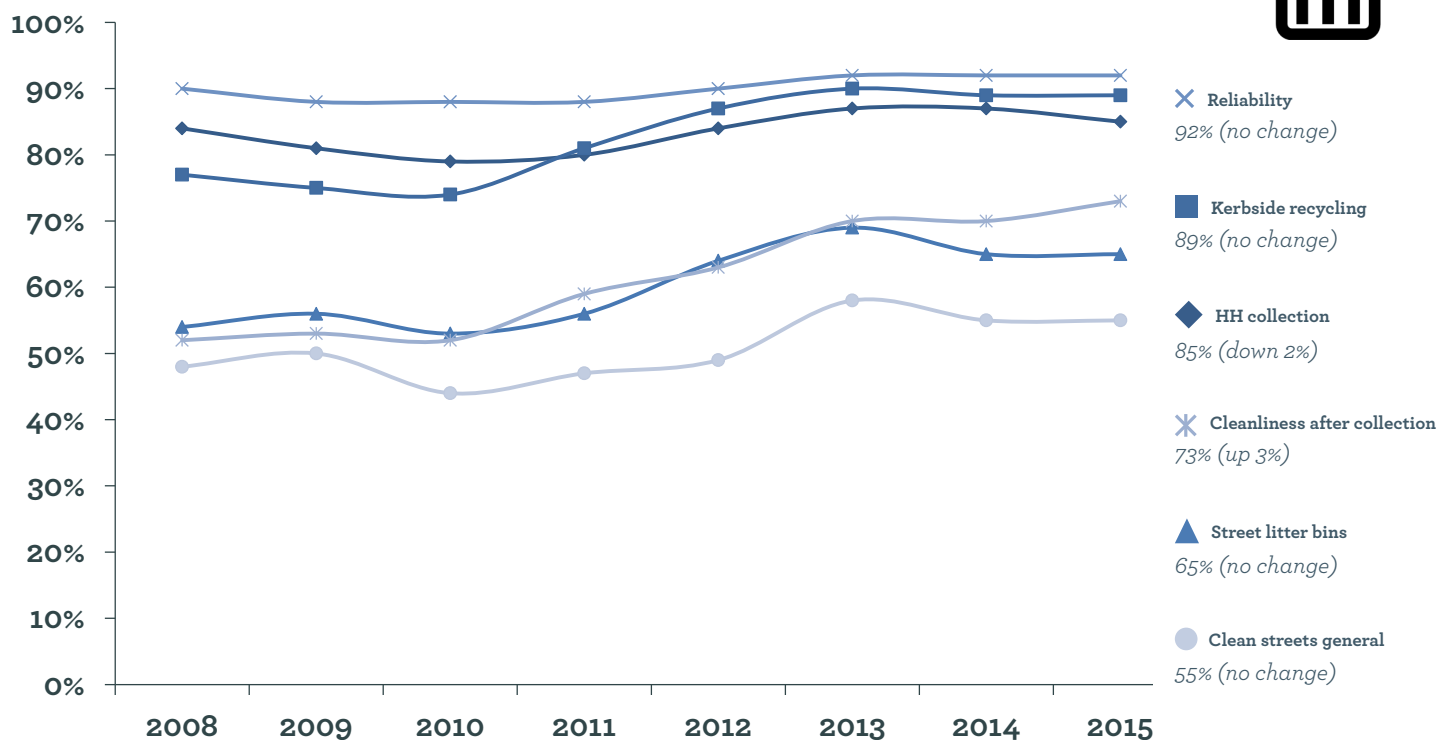
Drainage is poor 6%

Service not available 3%

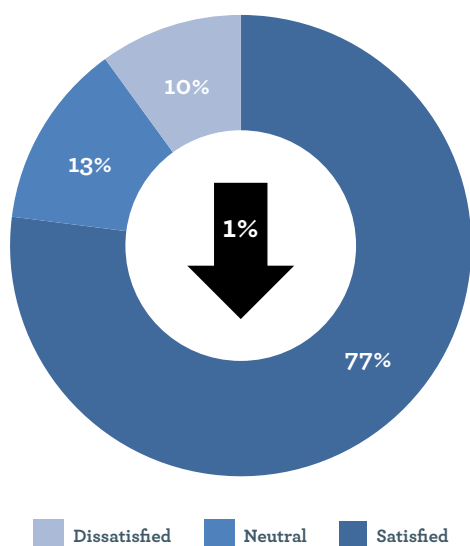
Poor water quality 3%

Rubbish Collection

Satisfaction Trend 2008 - 2015



Net Score 2015



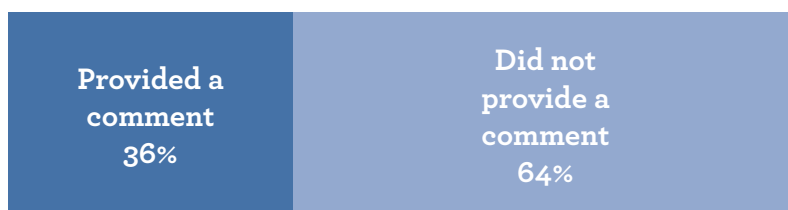
Those with higher levels of **SATISFACTION**

81+ years 87%

Those with higher levels of **DISSATISFACTION**

No significant differences noted

Comments 2015

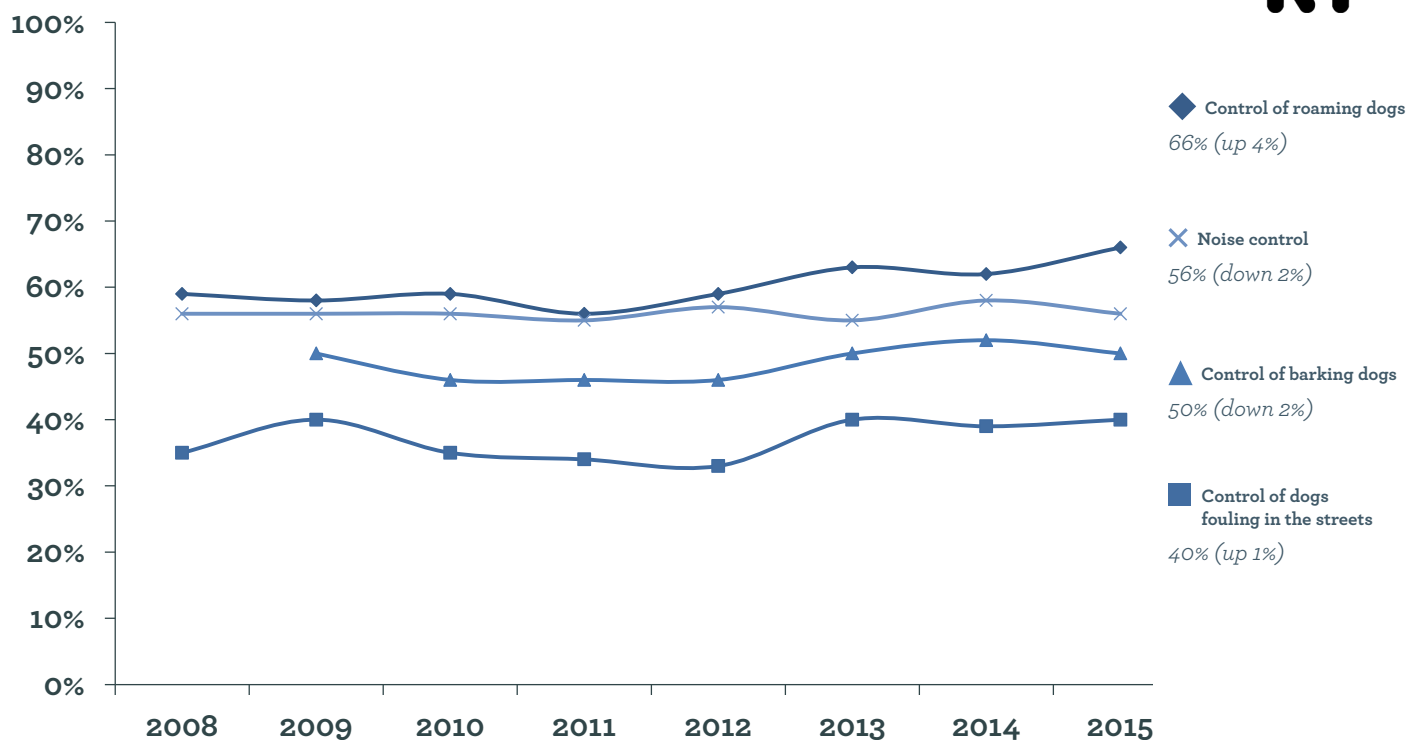


Key points about RUBBISH COLLECTION

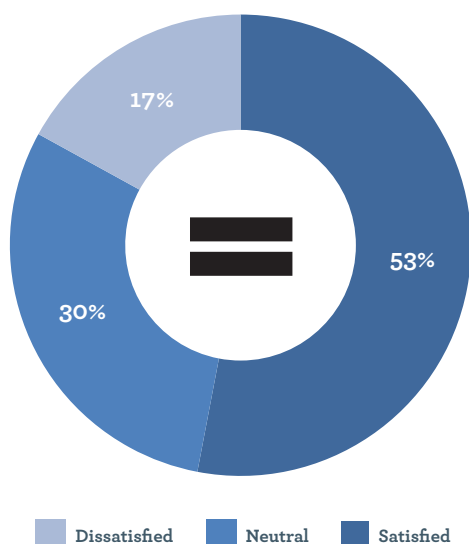
Litter in streets	11%
Gutters need sweeping	5%
Negative comment regarding contractors	4%
System improvements	4%
Positive comment regarding collectors	3%
More bins required	3%

Dog Control and Noise Control

Satisfaction Trend 2008 - 2015



Net Score 2015



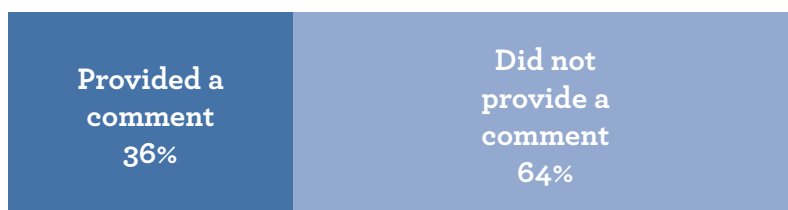
Those with higher levels of **SATISFACTION**

Central Dunedin 69%
Under 30 64%
Non-homeowner 60%

Those with higher levels of **DISSATISFACTION**

65-80 years 22%

Comments 2015

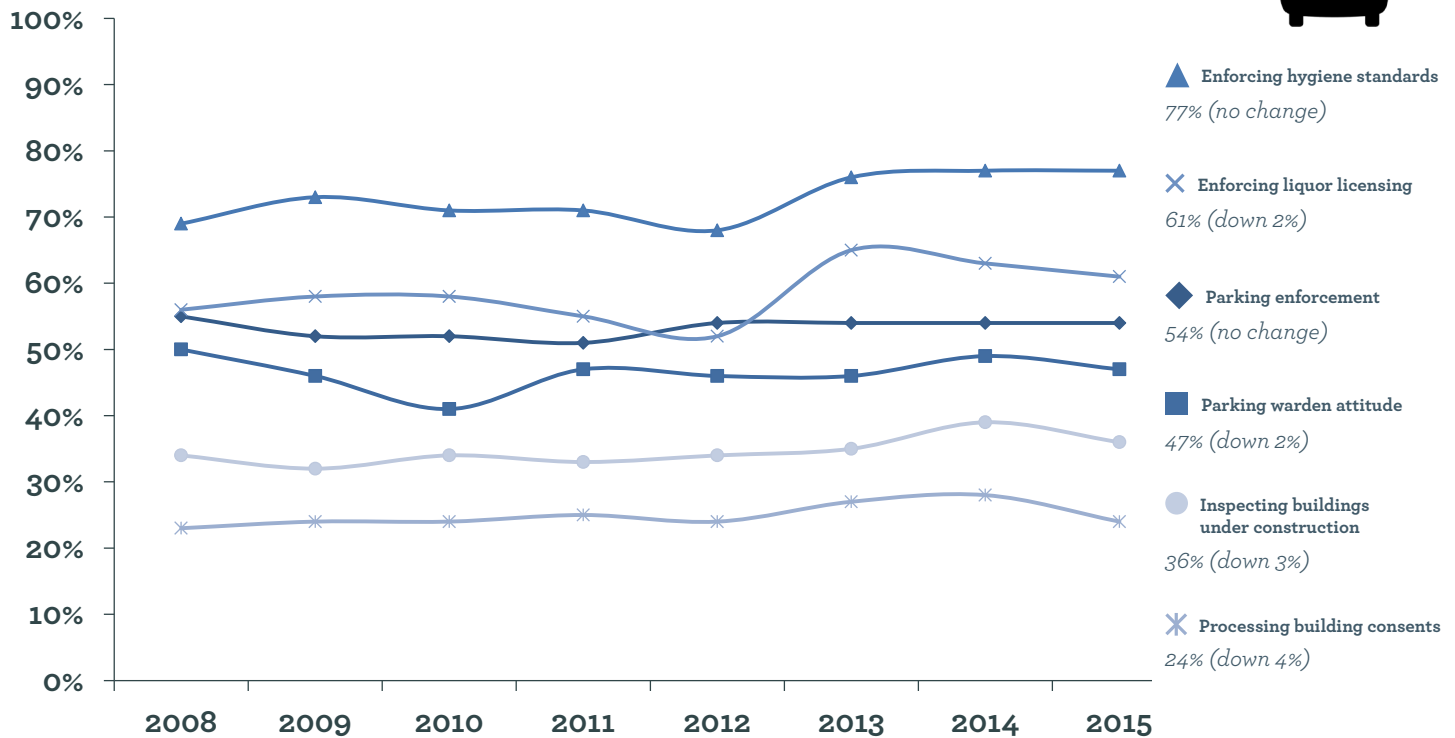


Key points about DOG CONTROL AND NOISE CONTROL

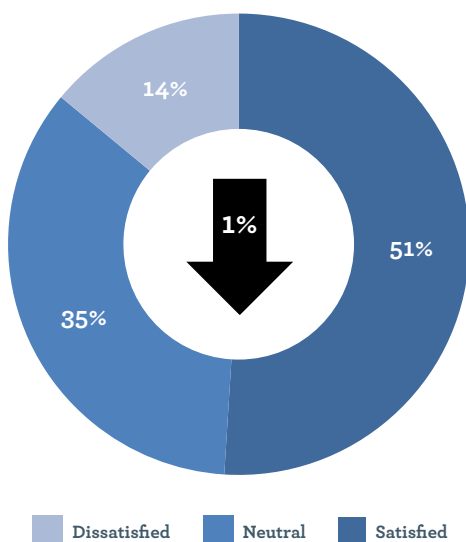
Dog fouling	6%
Dogs not on leads	2%
Dogs barking	1%
Dog owners not cleaning up their dog's mess	1%

Regulation and Parking Enforcement

Satisfaction Trend 2008 - 2015



Net Score 2015



Those with higher levels of **SATISFACTION**

81+ years 63%

Those with higher levels of **DISSATISFACTION**

No significant differences noted

Comments 2015

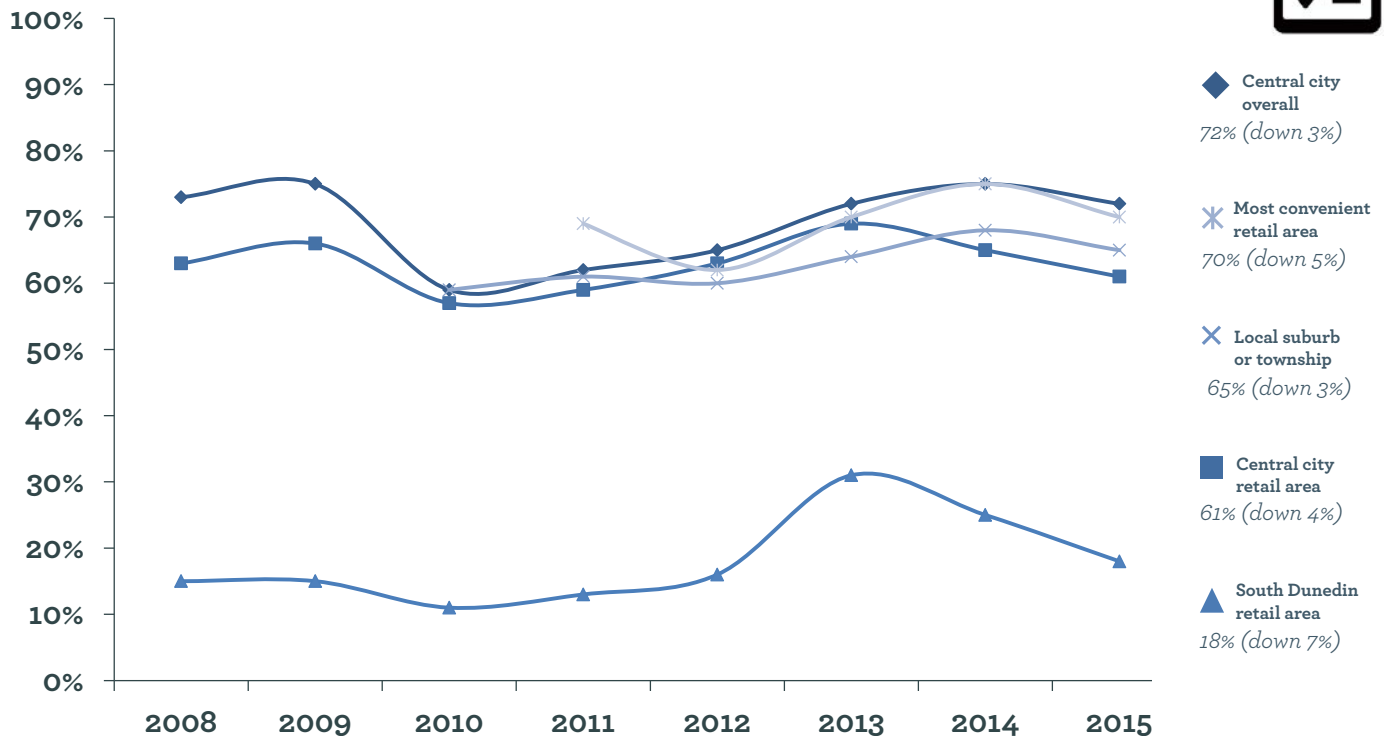


Key points about REGULATION AND PARKING ENFORCEMENT

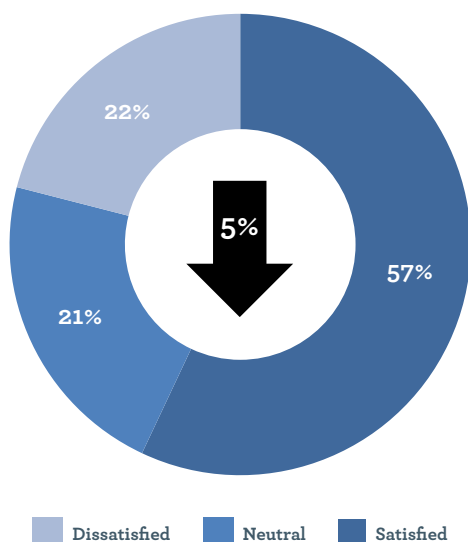
Consent process time consuming	3%
Negative comment regarding parking wardens	2%
Negative comment regarding building inspectors	1%

Planning and Urban Design

Satisfaction Trend 2008 - 2015



Net Score 2015



Those with higher levels of **SATISFACTION**

No significant differences noted

Those with higher levels of **DISSATISFACTION**

South Dunedin 27%

Comments 2015

Provided a comment
25%

Did not provide a comment
75%

Key points about PLANNING AND URBAN DESIGN

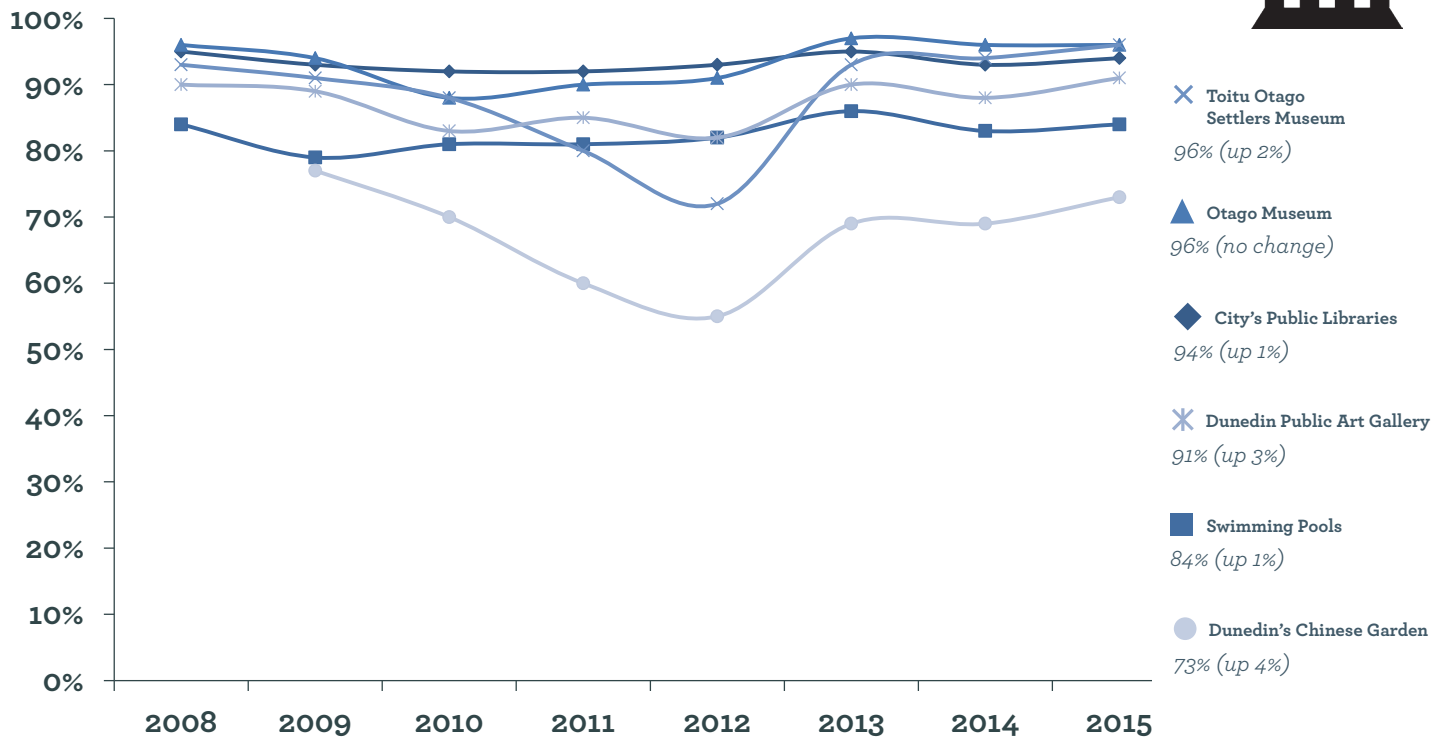
Buildings need updating 7%

Negative comment regarding the look and feel of South Dunedin 7%

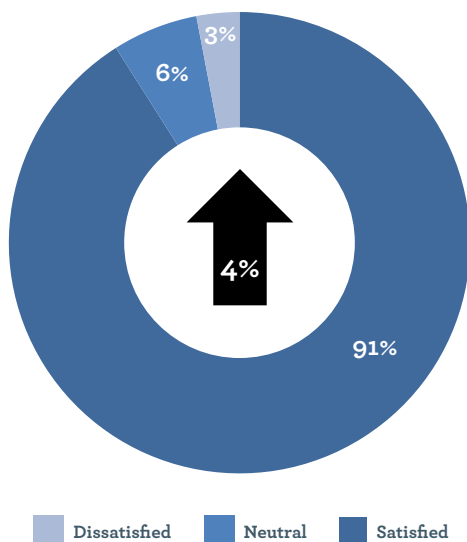
Too many empty shops 4%

General Facilities

Satisfaction Trend 2008 - 2015



Net Score 2015



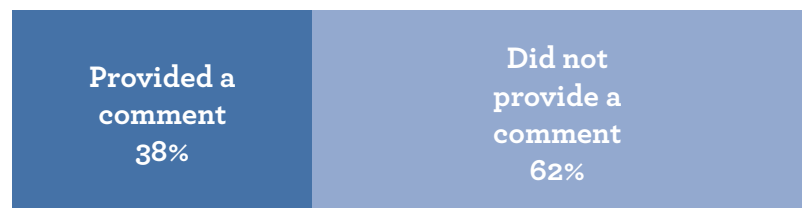
Those with higher levels of **SATISFACTION**

No significant differences noted

Those with higher levels of **DISSATISFACTION**

Mosgiel 6%

Comments 2015



Key points about GENERAL FACILITIES

LIBRARY

Positive about staff 6%

More books required 3%

SWIMMING POOL

Positive about facilities 9%

Improvements to Mosgiel aquatic facilities 7%

Facilities need improving 4%

Moana pool needs upgrading 4%

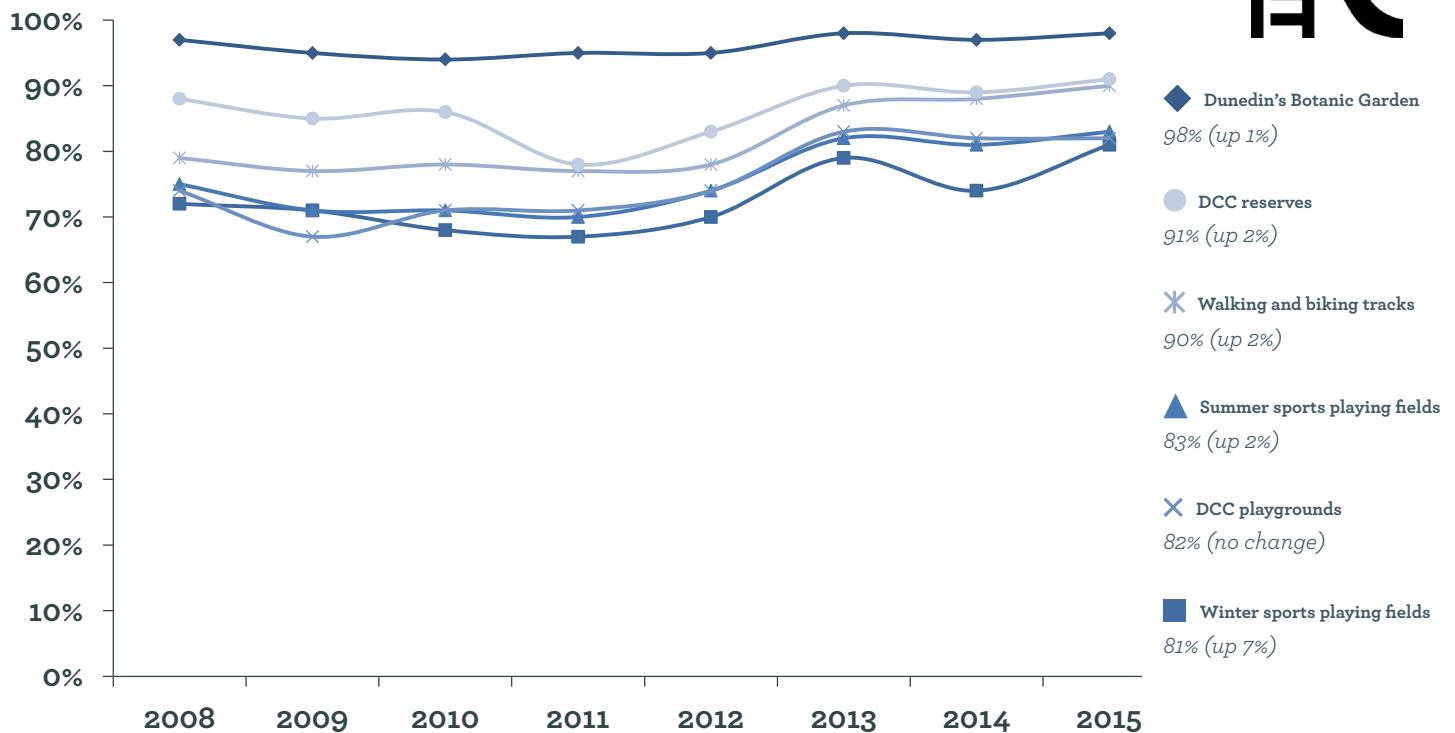
MUSEUMS

Money could be better spent 3%

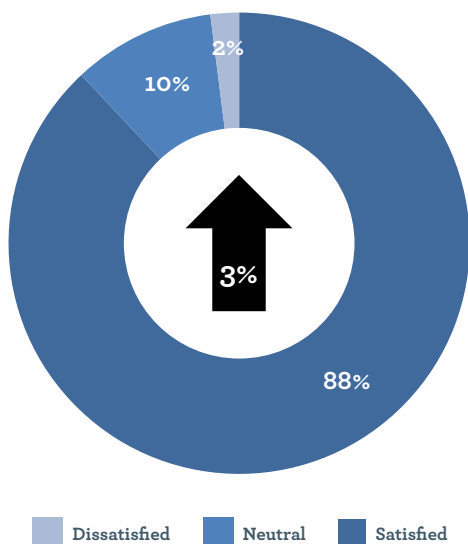
Positive about Toitu Otago Settlers Museum 3%

Recreational Facilities

Satisfaction Trend 2008 - 2015



Net Score 2015



Those with higher levels of **SATISFACTION**

65-80 years 92%

Those with higher levels of **DISSATISFACTION**

No significant differences noted

Comments 2015

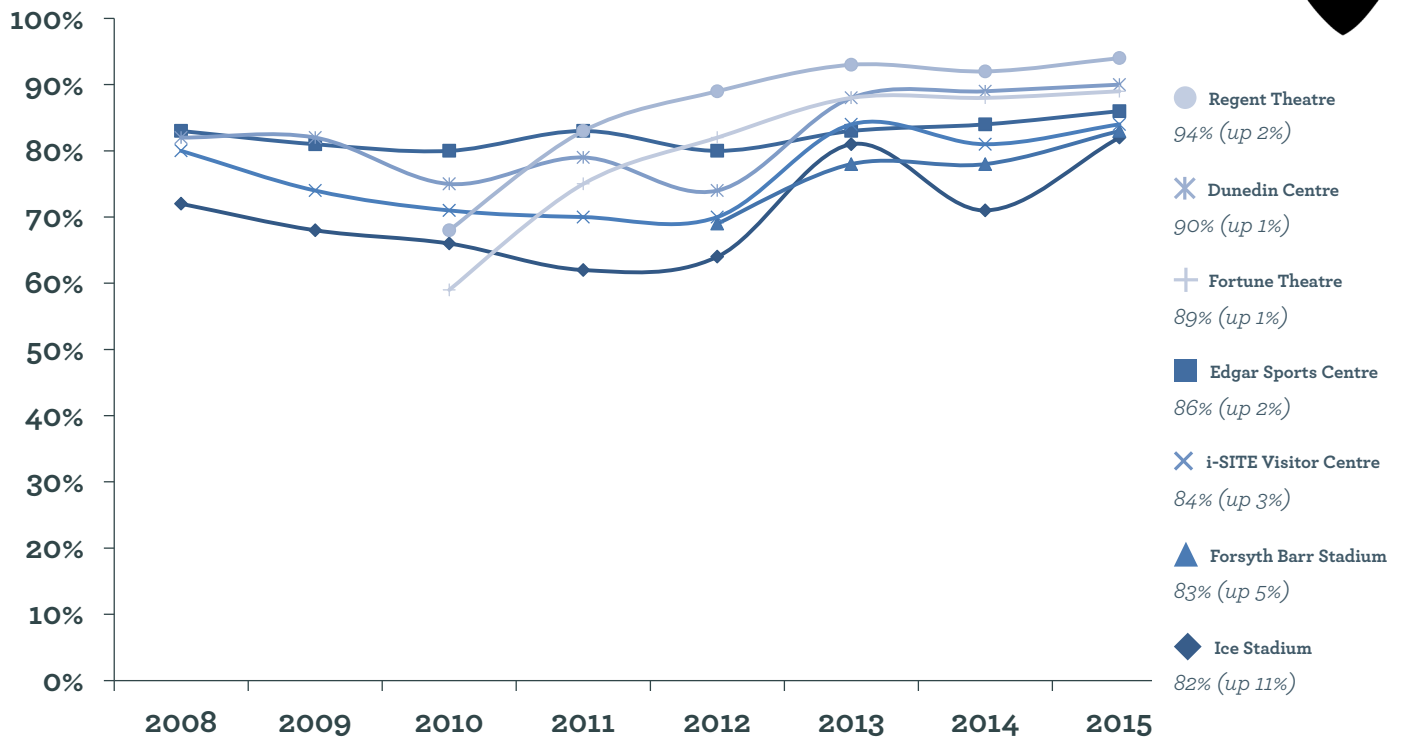


Key points about RECREATIONAL FACILITIES

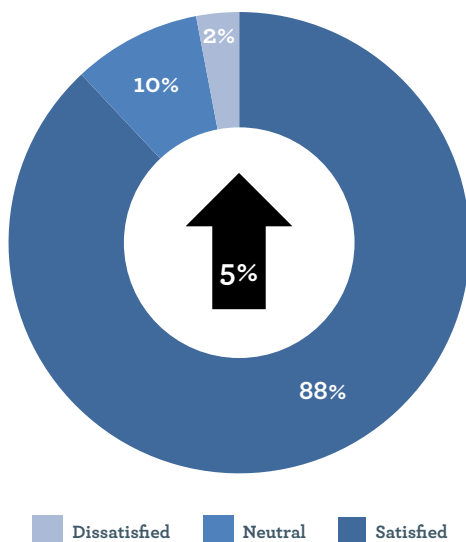
Need upgrading	2%
Issues with dogs	2%

Venues

Satisfaction Trend 2008 - 2015



Net Score 2015



Those with higher levels of **SATISFACTION**

No significant differences noted

Those with higher levels of **DISSATISFACTION**

No significant differences noted

Comments 2015

Provided a comment
22%

Did not provide a comment
78%

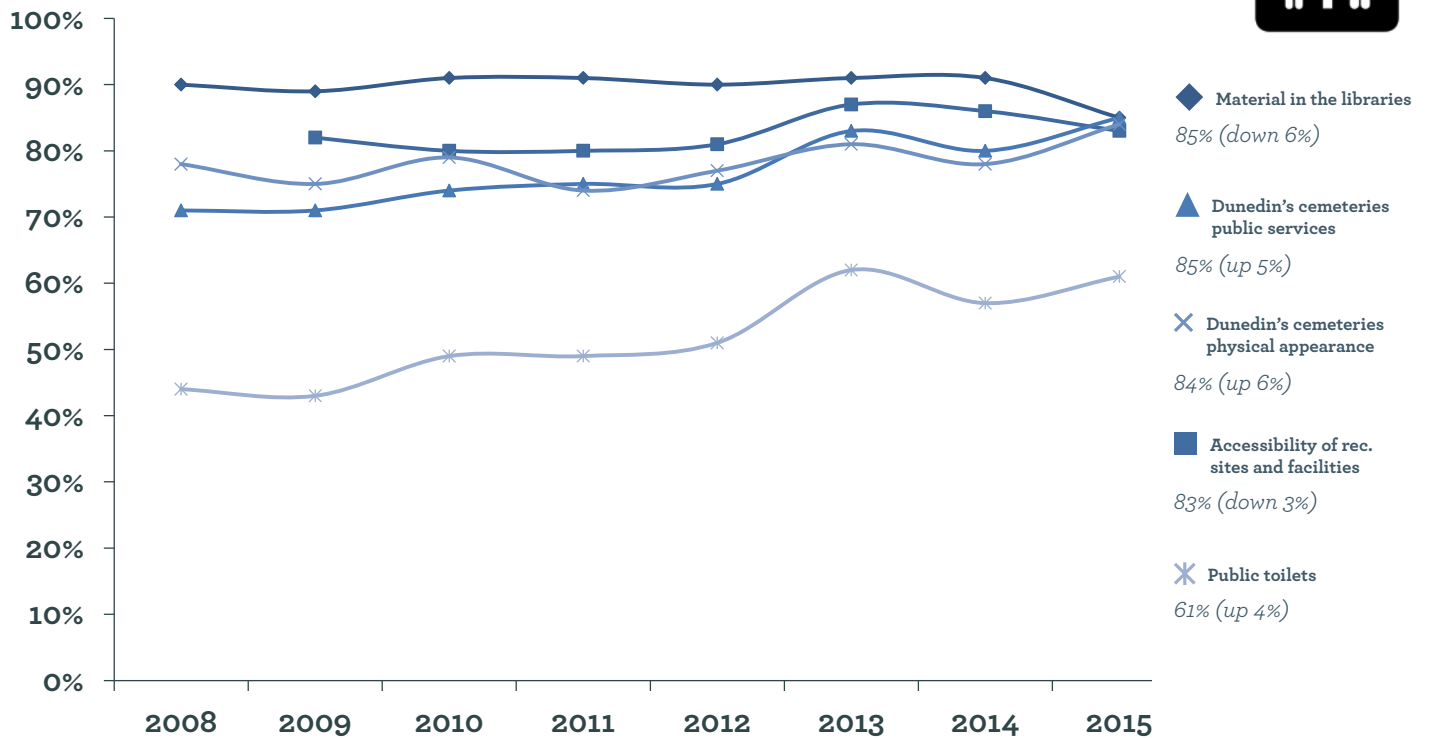
Key points about
V E N U E S

Forsyth Barr Stadium cold or noisy 2%

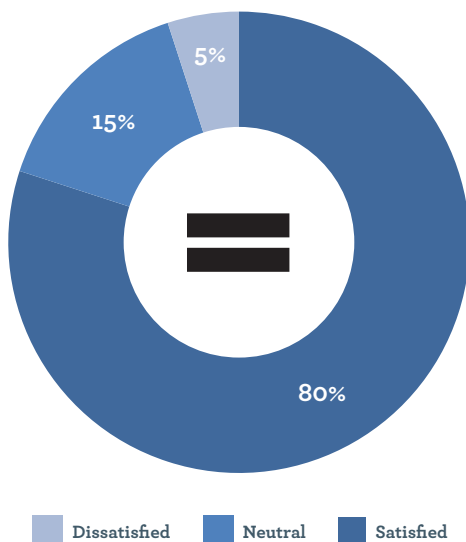
Negative about Forsyth Barr Stadium funding 2%

Other General Facilities

Satisfaction Trend 2008 - 2015



Net Score 2015



Those with higher levels of **SATISFACTION**

No significant differences noted

Those with higher levels of **DISSATISFACTION**

Under 30 years 13%
Non-homeowners 10%

Comments 2015

Provided a comment
22%

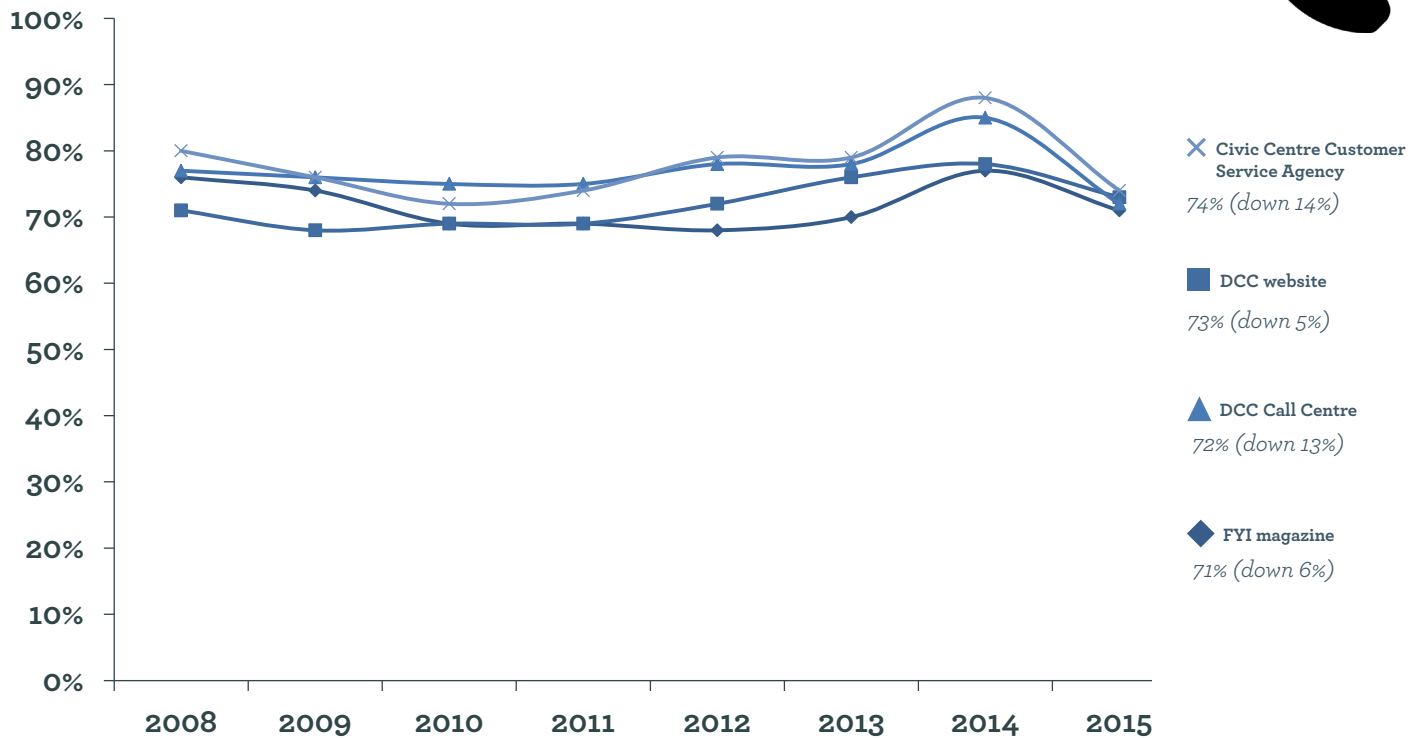
Did not provide a comment
78%

Key points about OTHER GENERAL FACILITIES

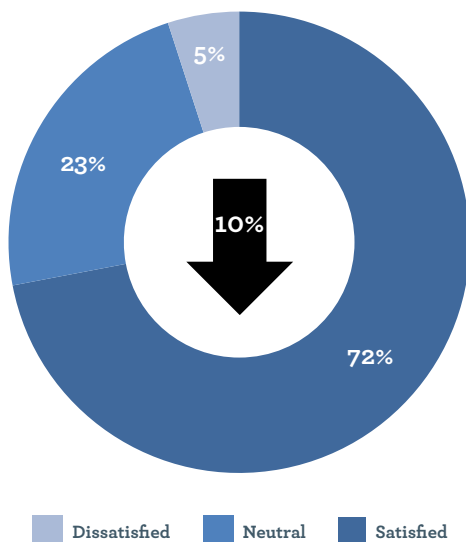
Poorly serviced toilets	6%
Positive comments regarding facilities	4%
Need more public toilets	2%

Communication

Satisfaction Trend 2008 - 2015



Net Score 2015



Those with higher levels of **SATISFACTION**

81+ years 88%

Those with higher levels of **DISSATISFACTION**

Under 30 years 11%
Northern Suburbs 10%

Comments 2015

Provided a comment
8%

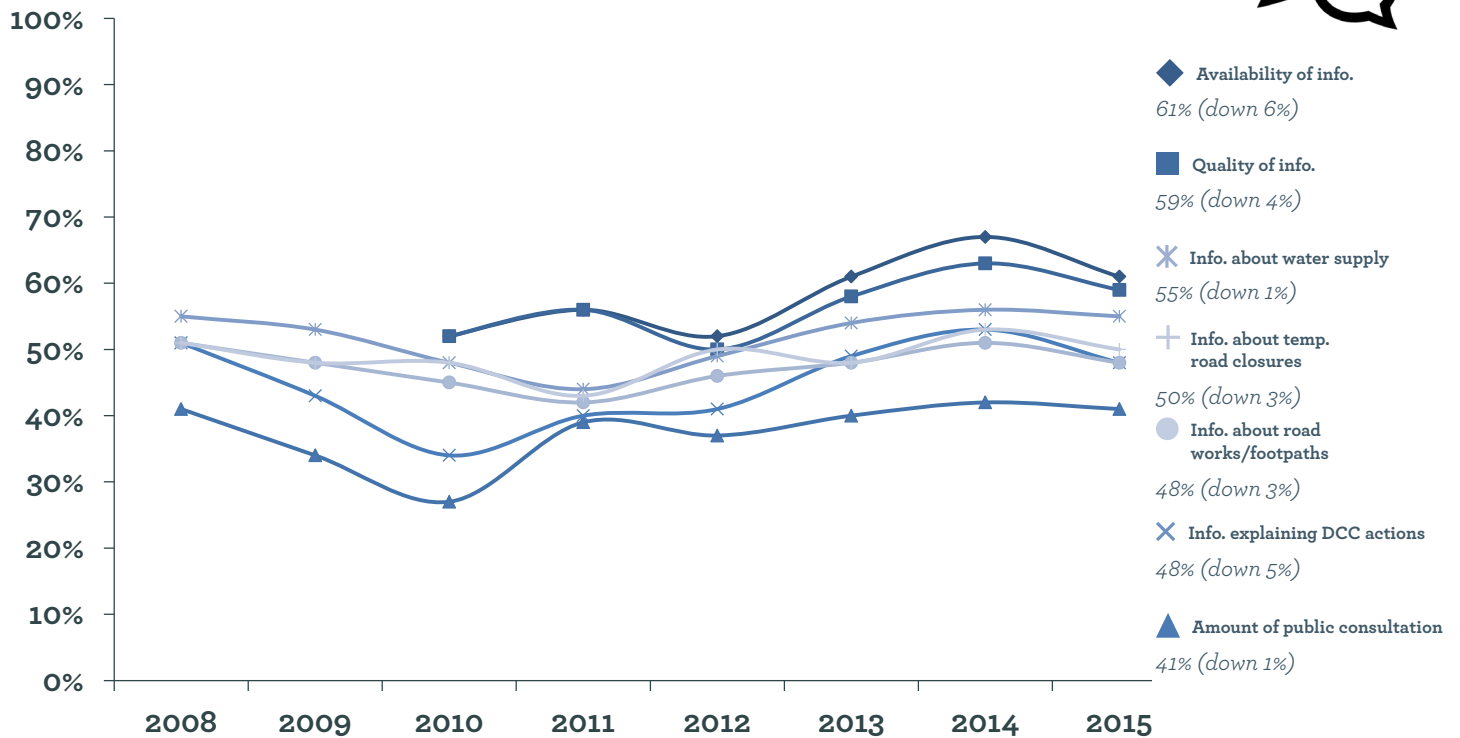
Did not provide a comment
92%

Key points about COMMUNICATION

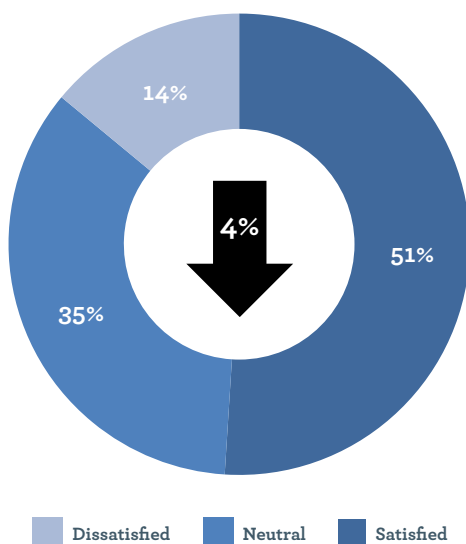
Have not received any information	3%
DCC website hard to use	1%
Positive comment regarding FYI	1%

Information

Satisfaction Trend 2008 - 2015



Net Score 2015



Those with higher levels of **SATISFACTION**

81+ years 68%

Those with higher levels of **DISSATISFACTION**

Under 30 years 20%

Comments 2015

Provided a comment
12%

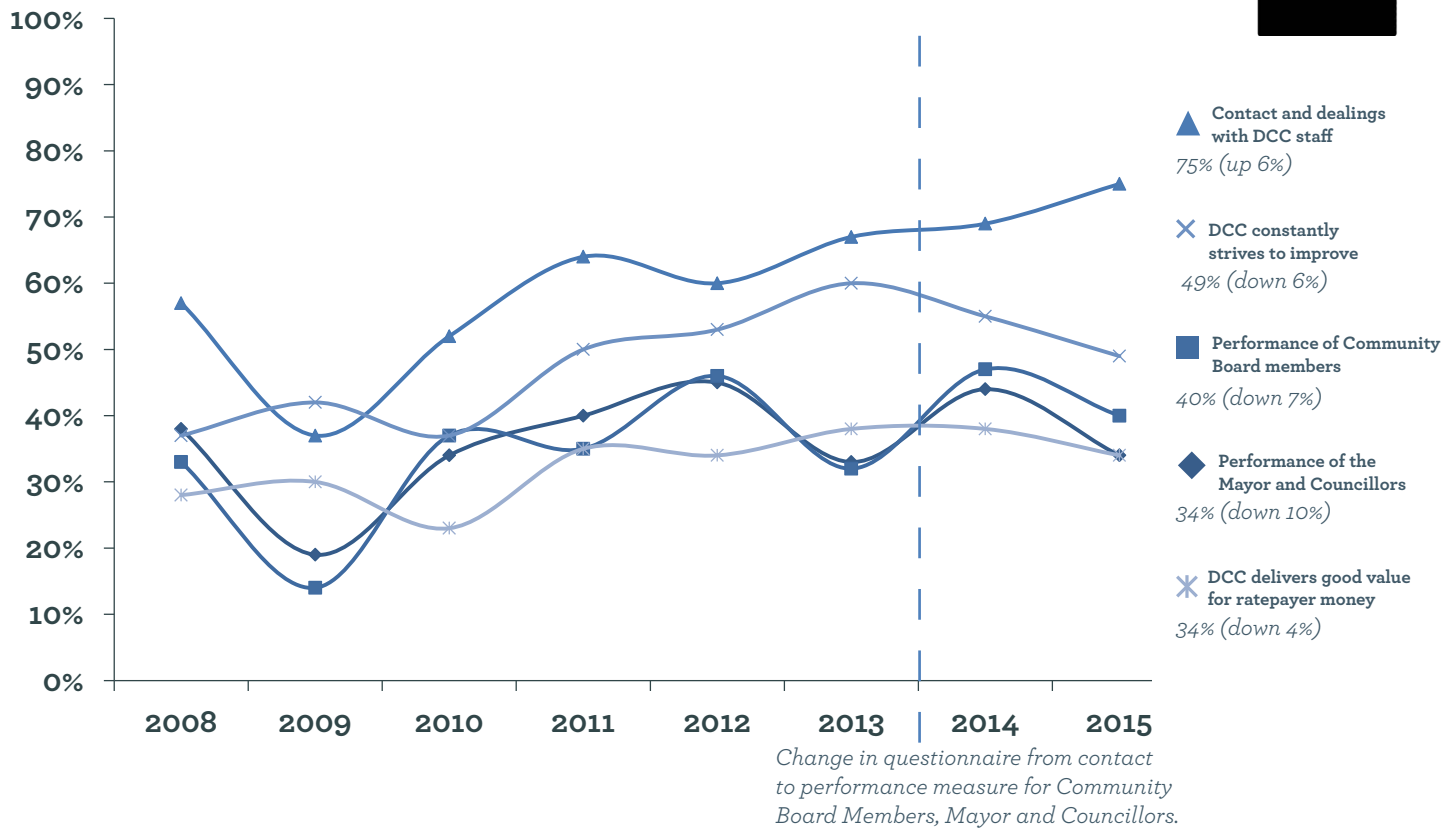
Did not provide a comment
88%

Key points about INFORMATION

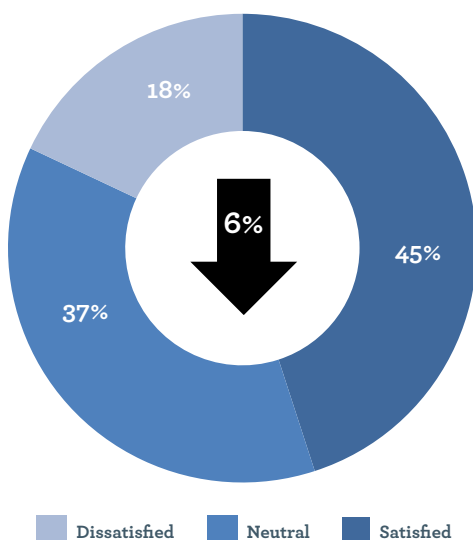
Limited public consultation	4%
Council aren't transparent	1%
DCC should use online more	1%

Elected Representatives and DCC Staff

Satisfaction Trend 2008 - 2015



Net Score 2015



Those with higher levels of **SATISFACTION**

81+ years 67%

Those with higher levels of **DISSATISFACTION**

Homeowners 20%

Comments 2015

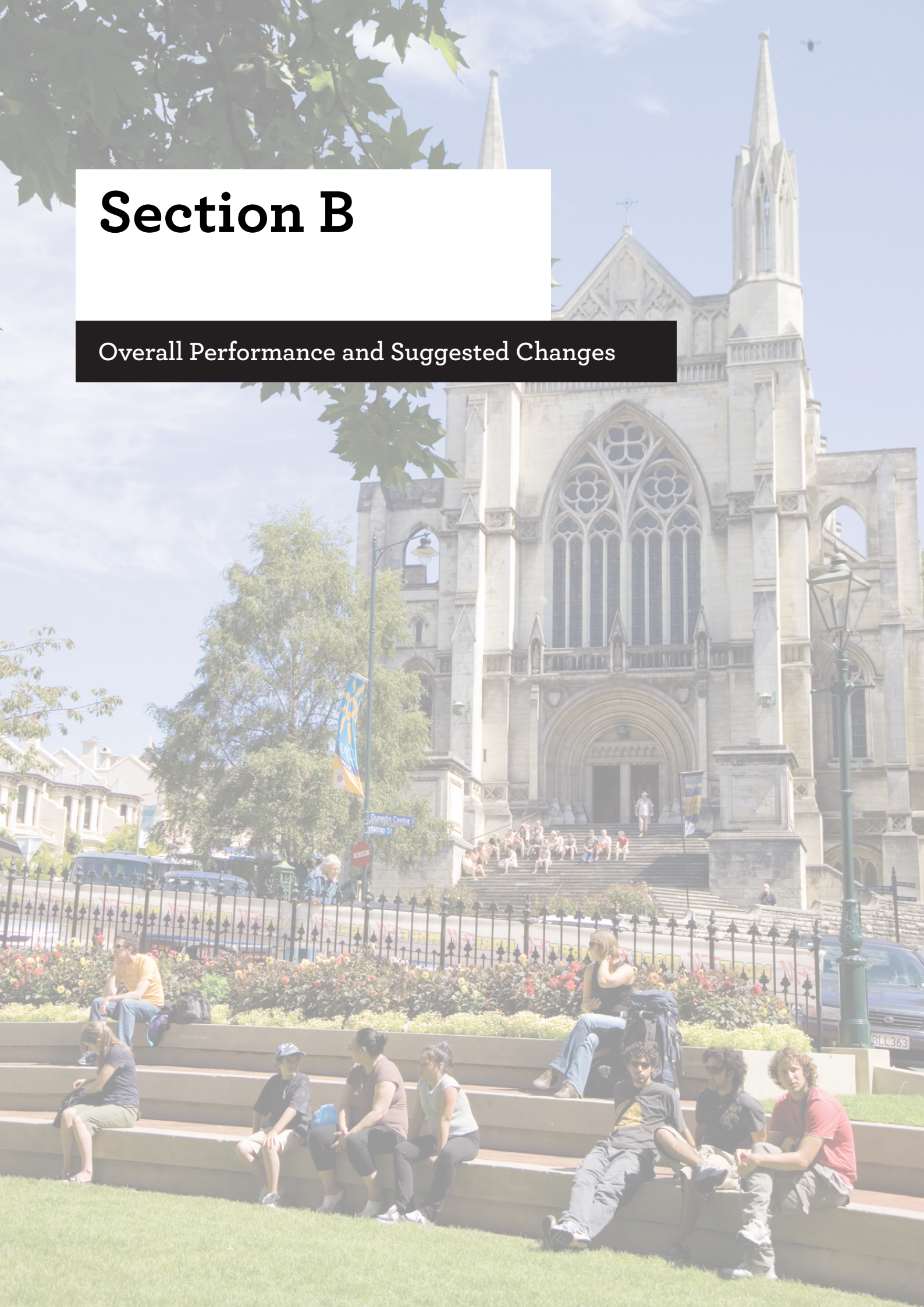


Key points about ELECTED REPRESENTATIVES AND DCC STAFF

Negative about Councillor attitude	7%
Poor fiscal management	6%
Helpful with enquiry	5%
Unhelpful with enquiry	3%
Negative about elected members	3%

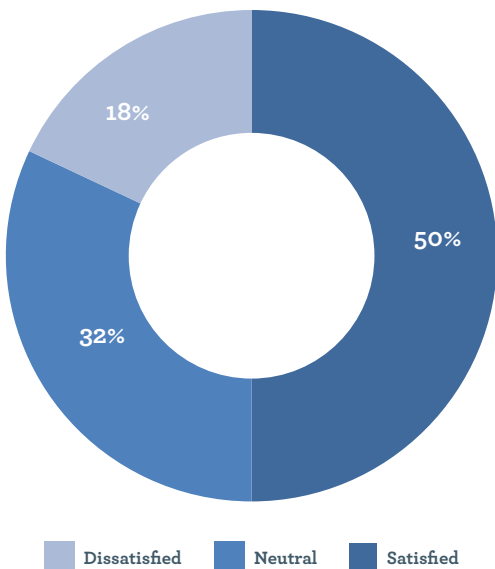
Section B

Overall Performance and Suggested Changes

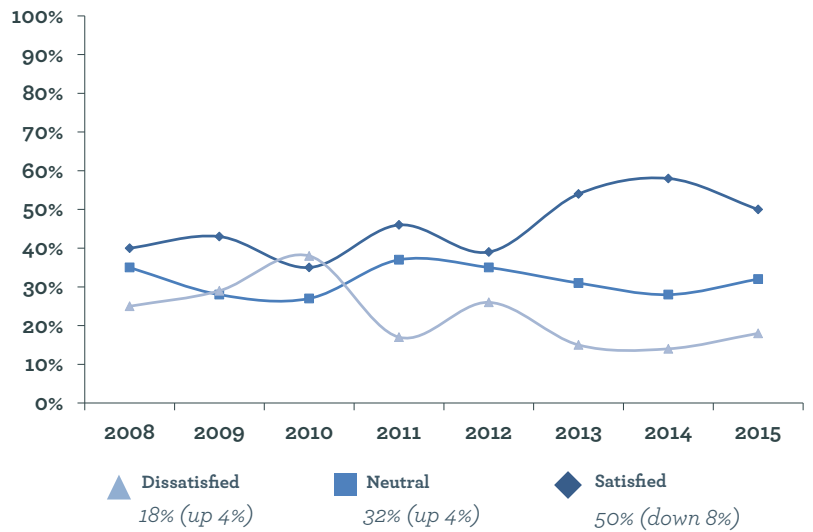


Overall Performance

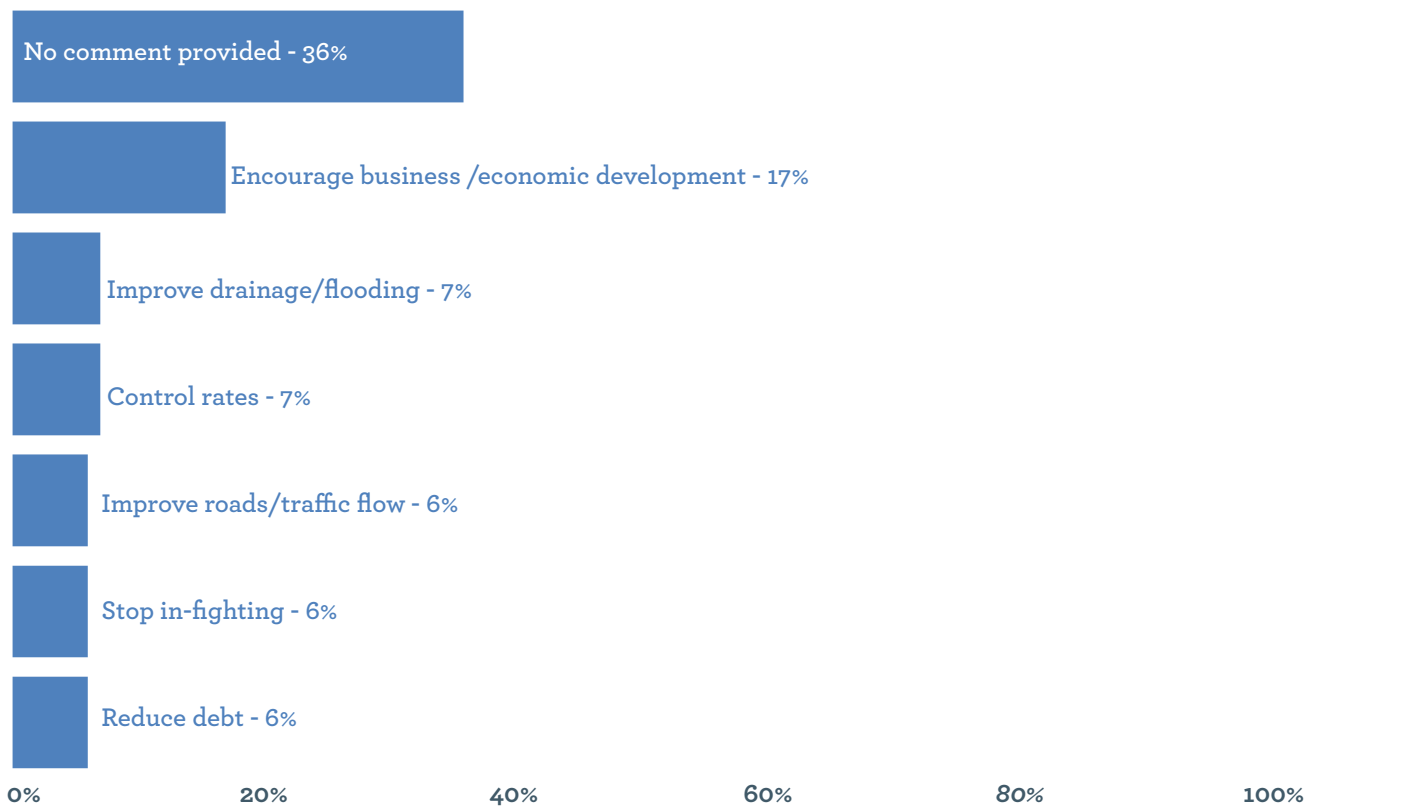
DCC Overall Performance



Trend 2008 - 2015

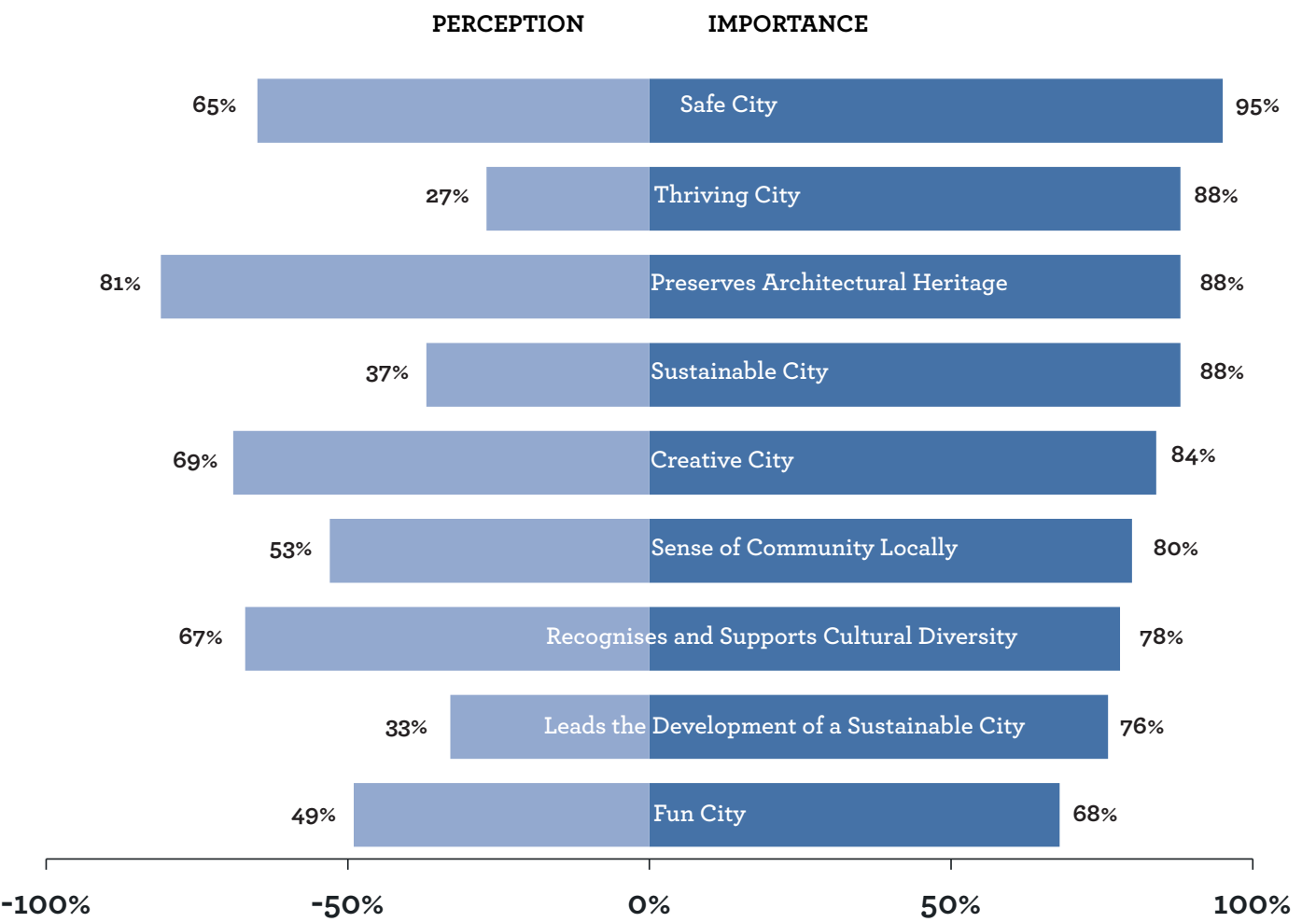


DCC Top Two Priorities



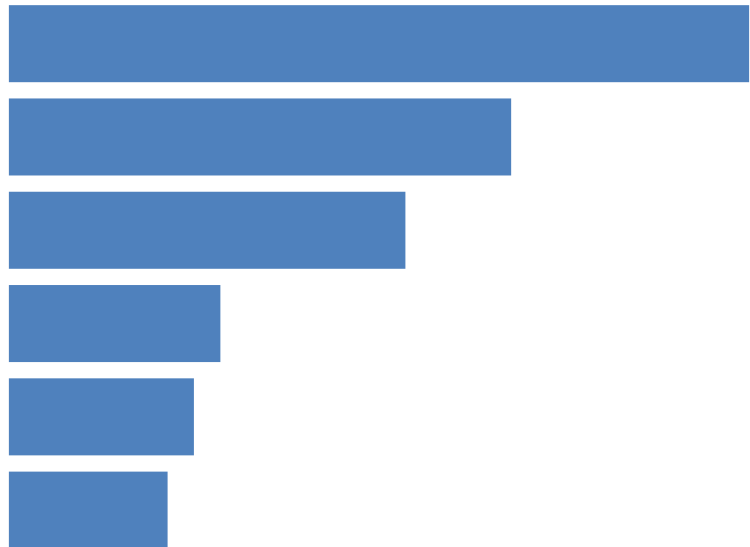
Perception and Importance Comparisons

Residents were asked the characteristics they thought were most important for the city and the Council. These were rated on a scale of very important to very unimportant. The same characteristics were then rated in terms of residents' perceptions on a scale of strongly agree to strongly disagree. These results are compared below and illustrate total importance and total agreement ratings.



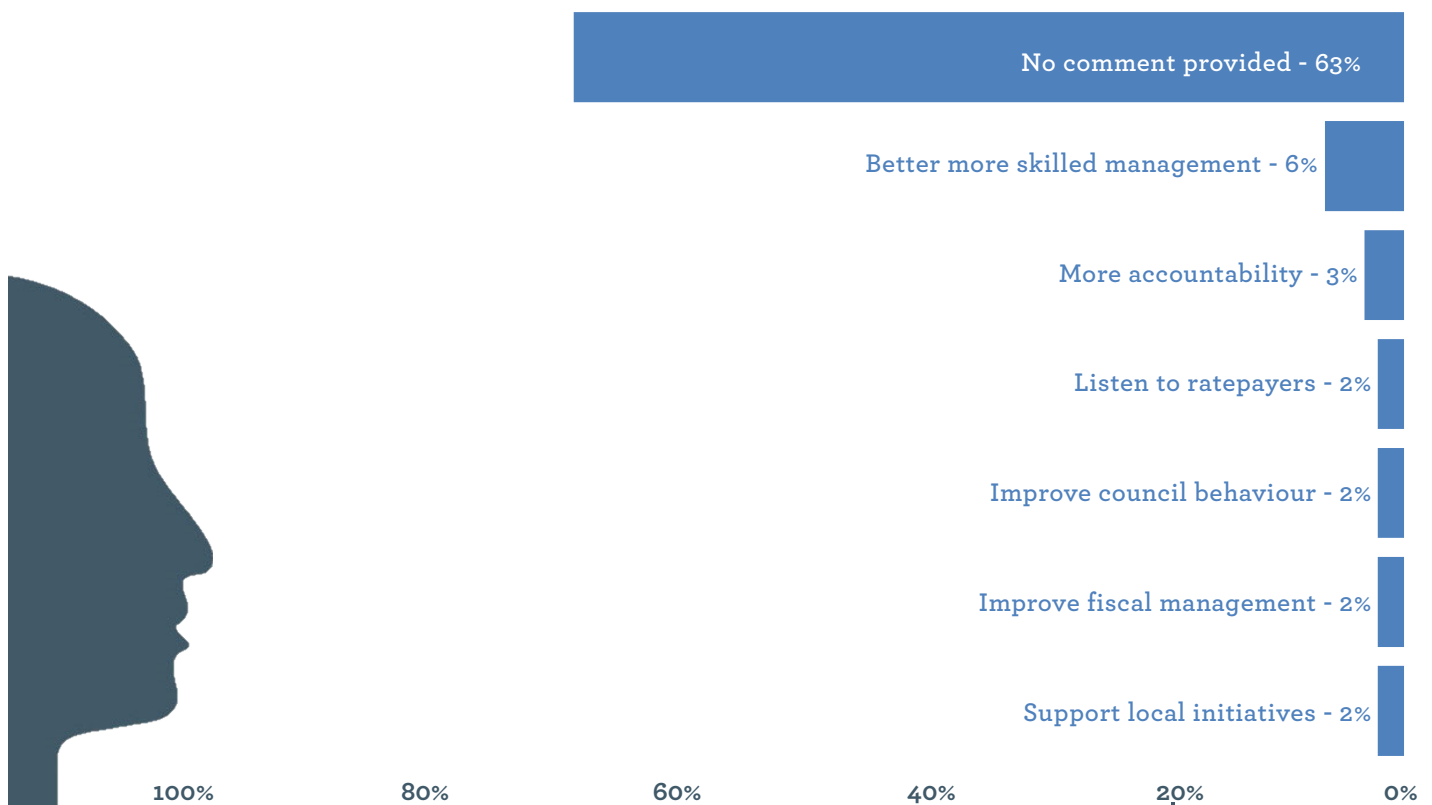
Interpreting Suggested Changes

Residents were asked what they would most like to change about a given service, these comments were recorded as open feedback. Results for this feedback are shown as grouped comments relating to a given service or facility. These results are shown as bar charts and show the results as a percentage of the total sample.



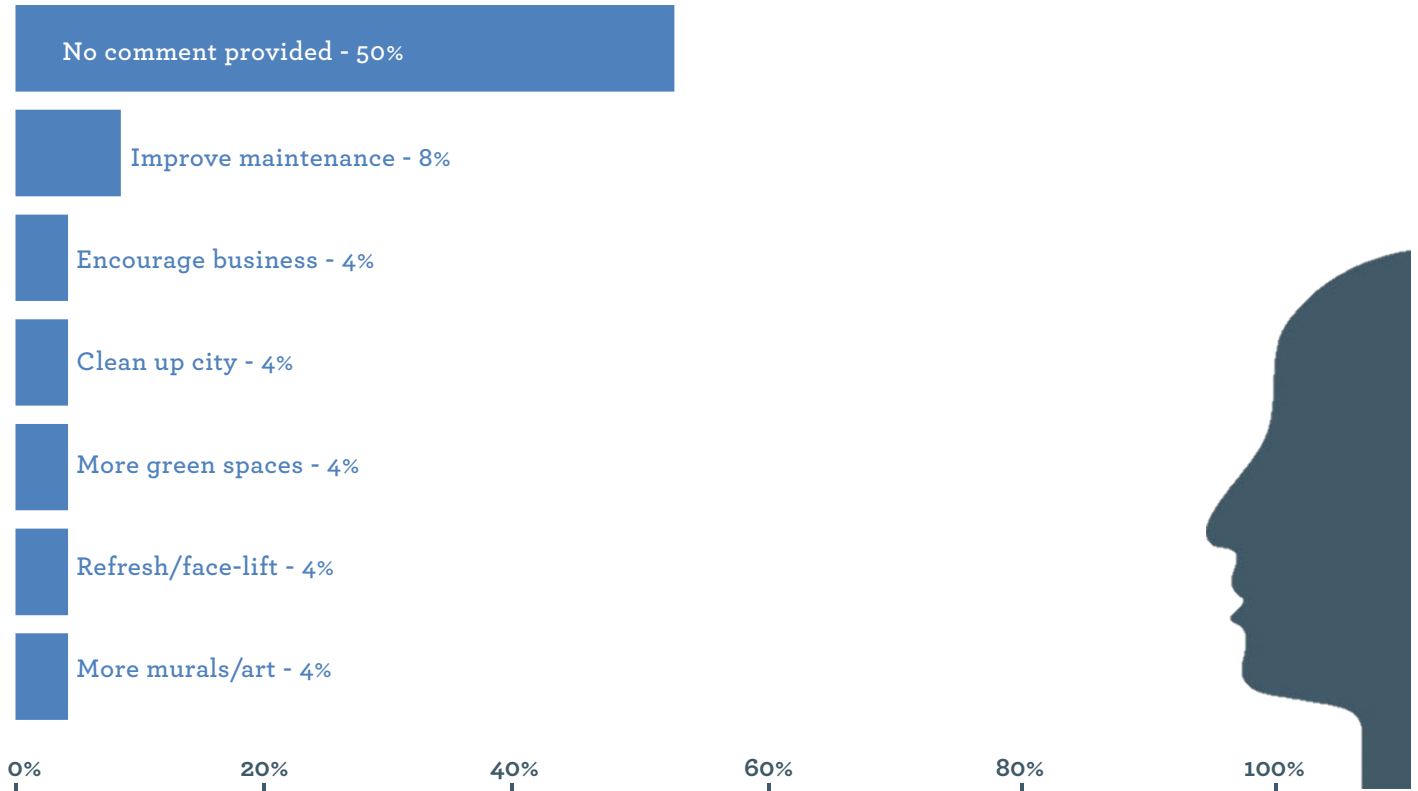
Suggested Changes

DCC Staff

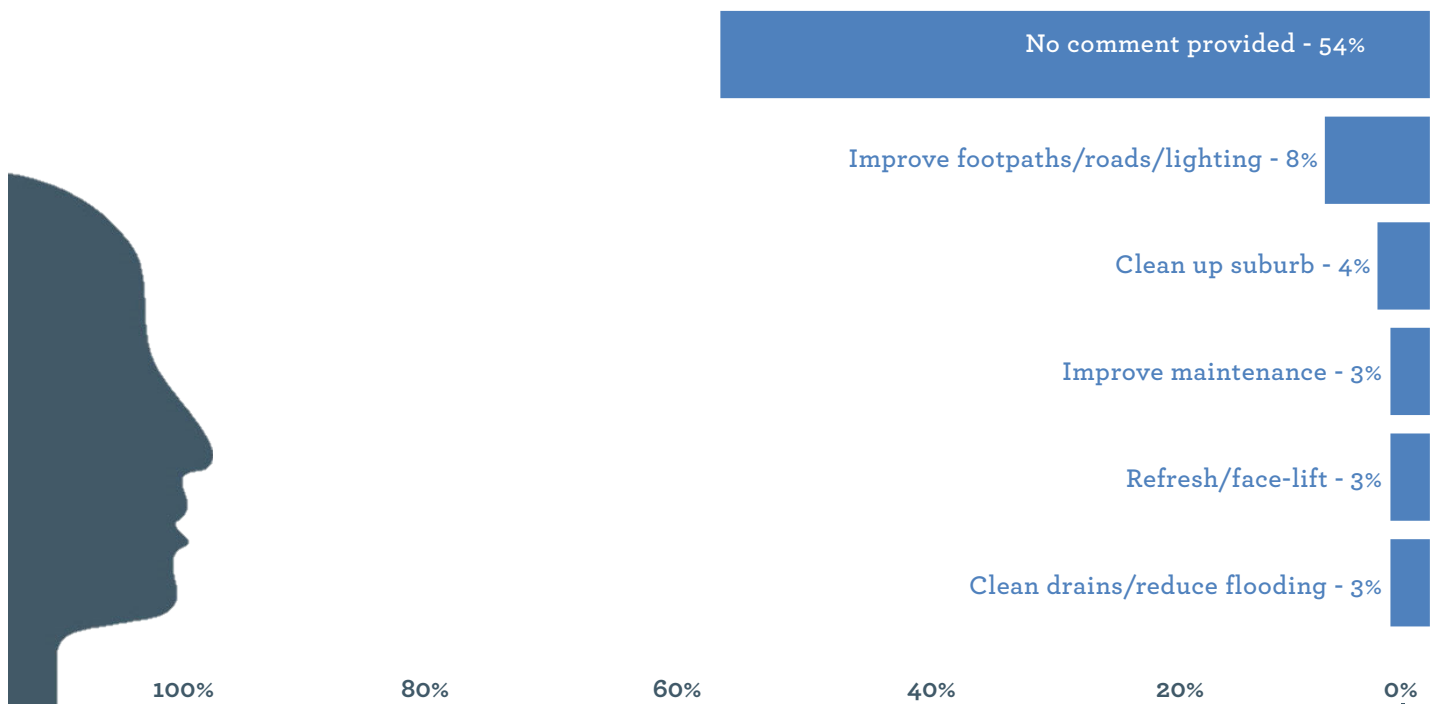


Suggested Changes

City Appearance

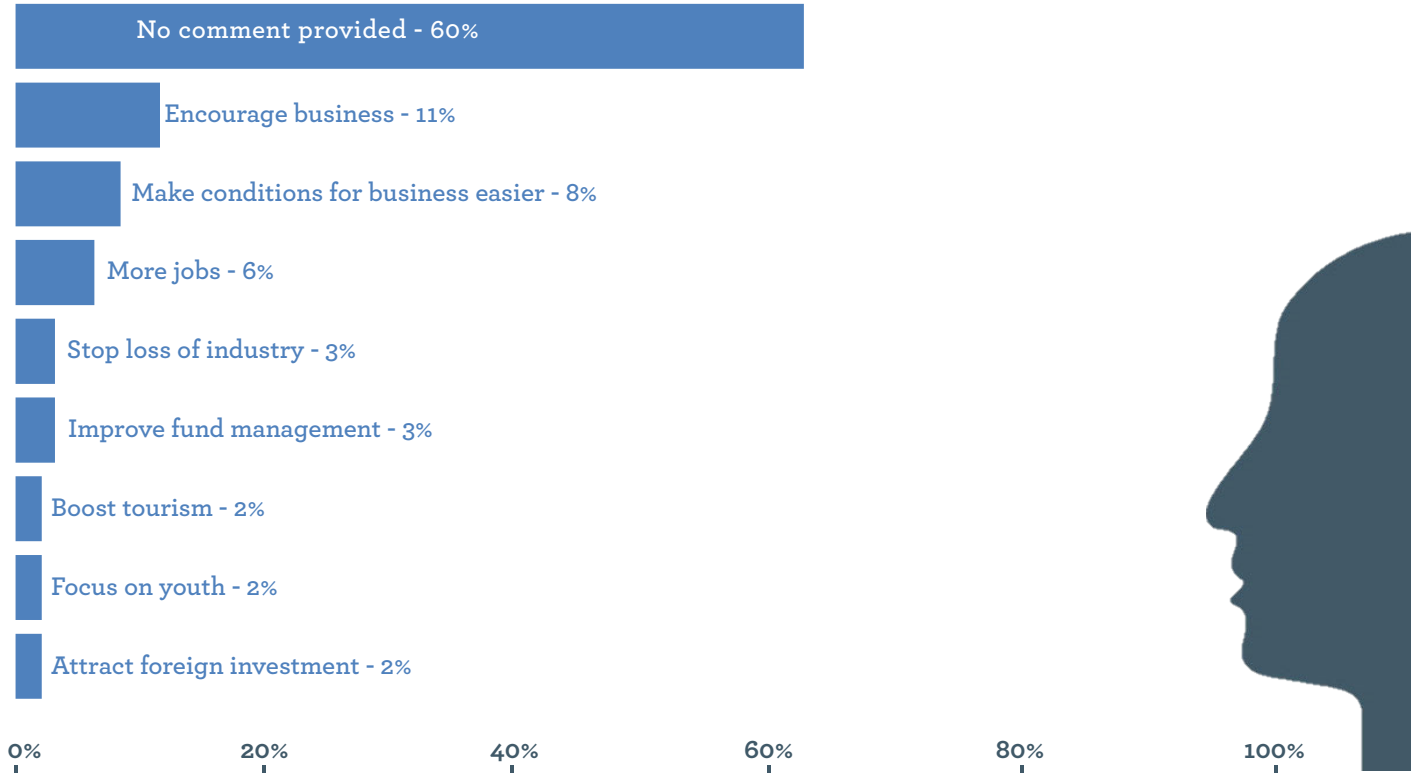


Suburb Appearance

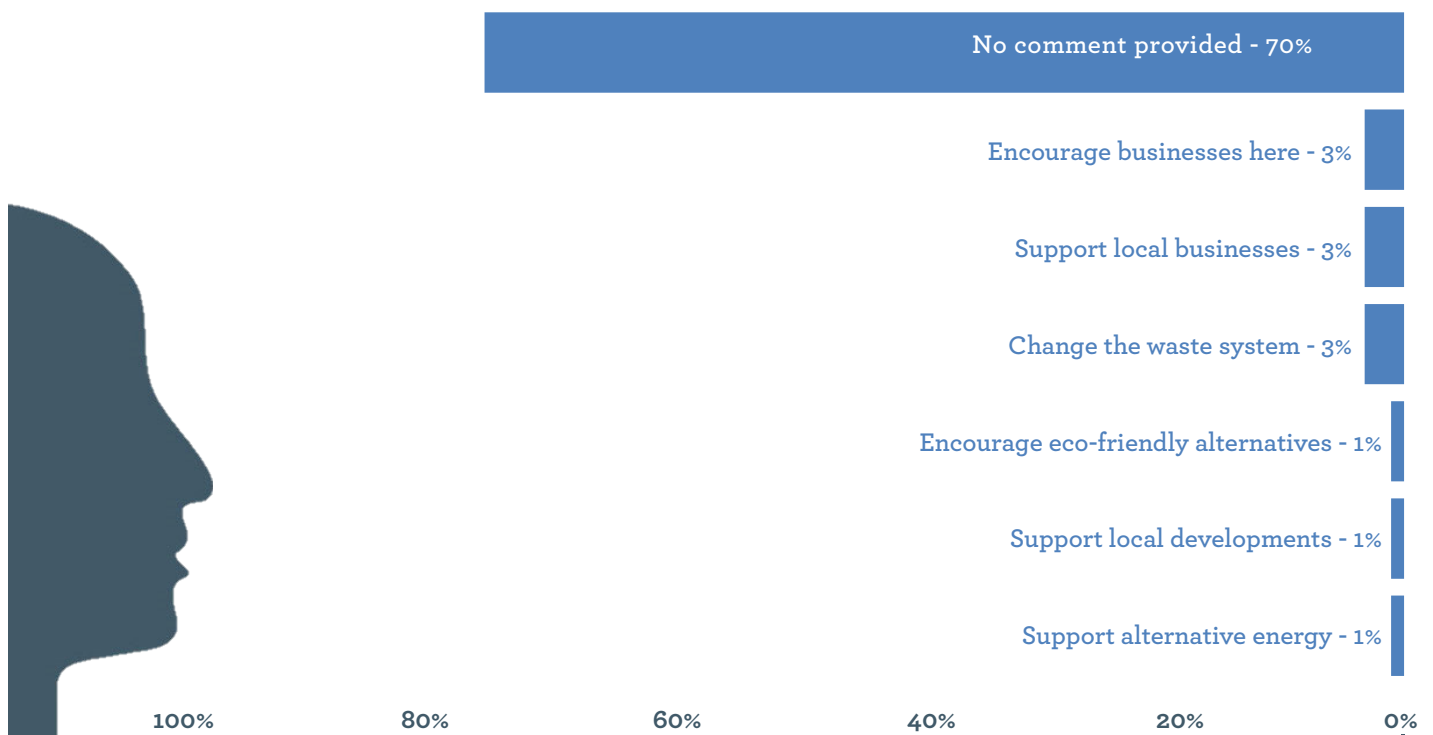


Suggested Changes

Economic Environment

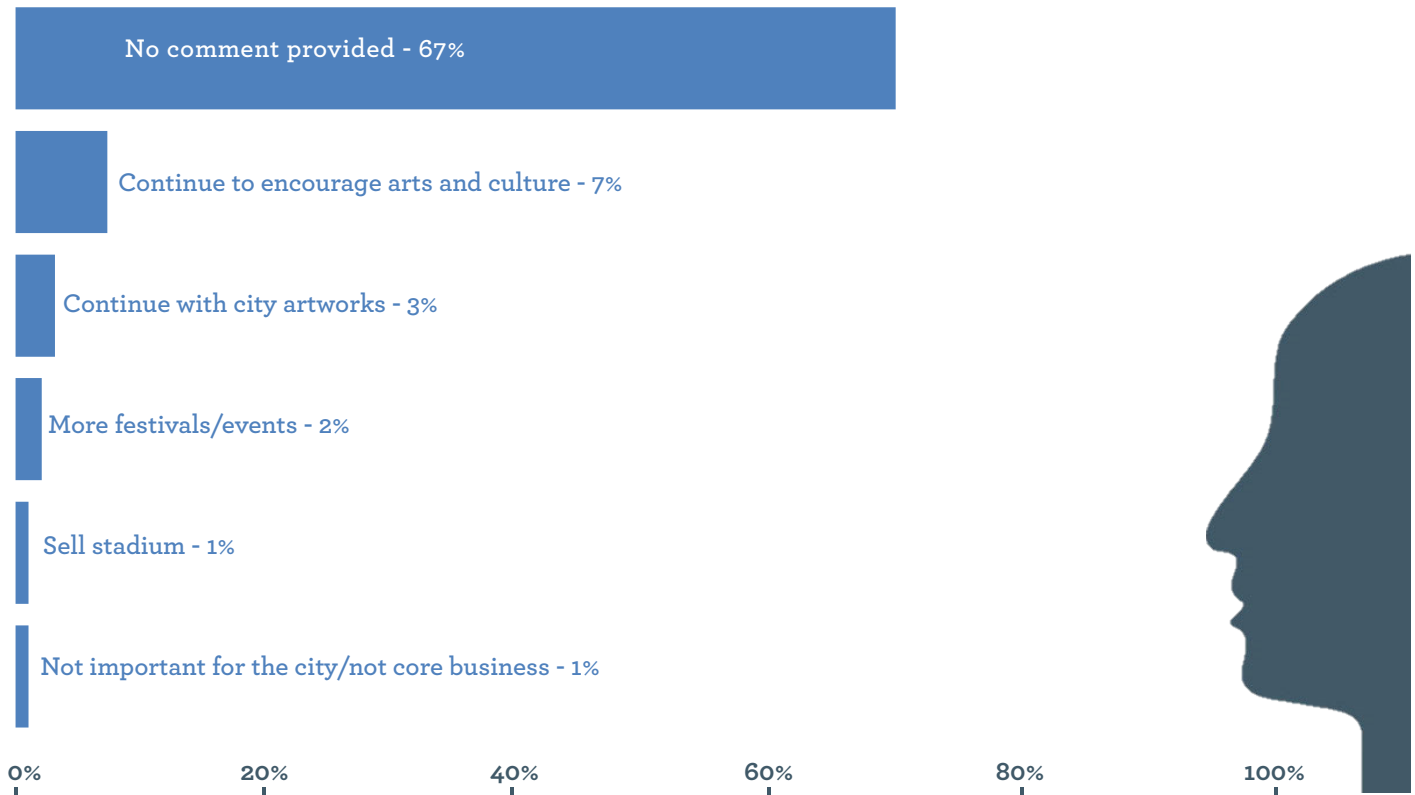


Sustainable Dunedin

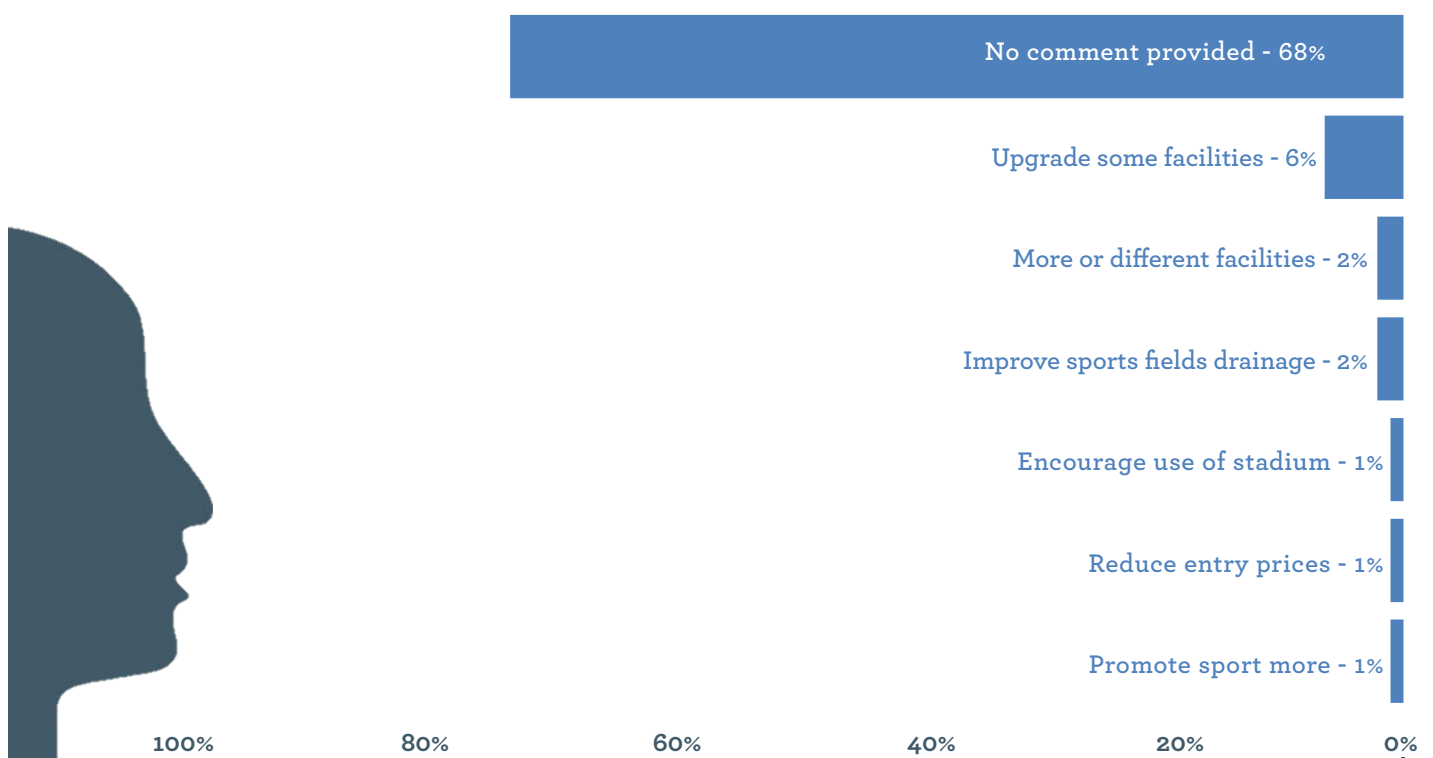


Suggested Changes

Arts and Culture

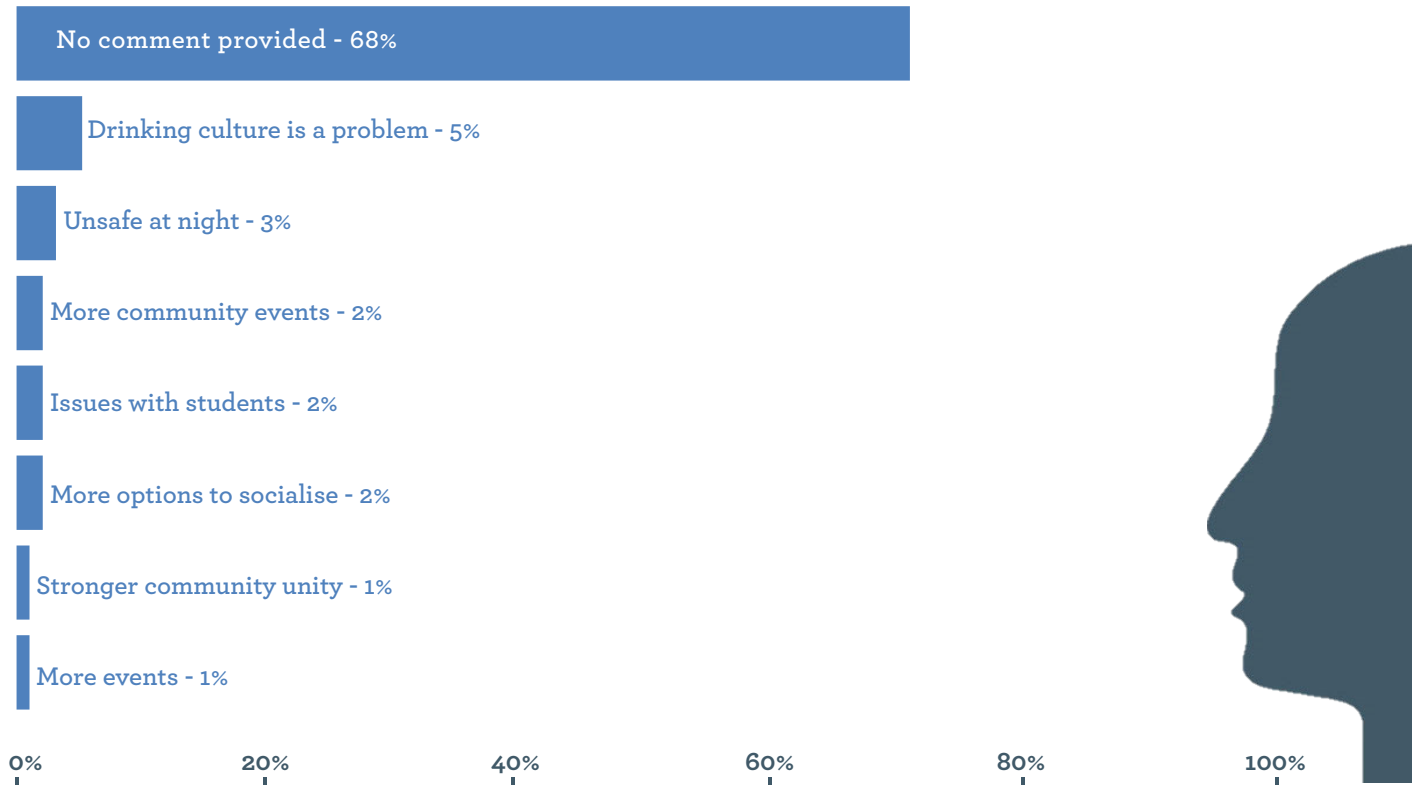


Sport and Recreation

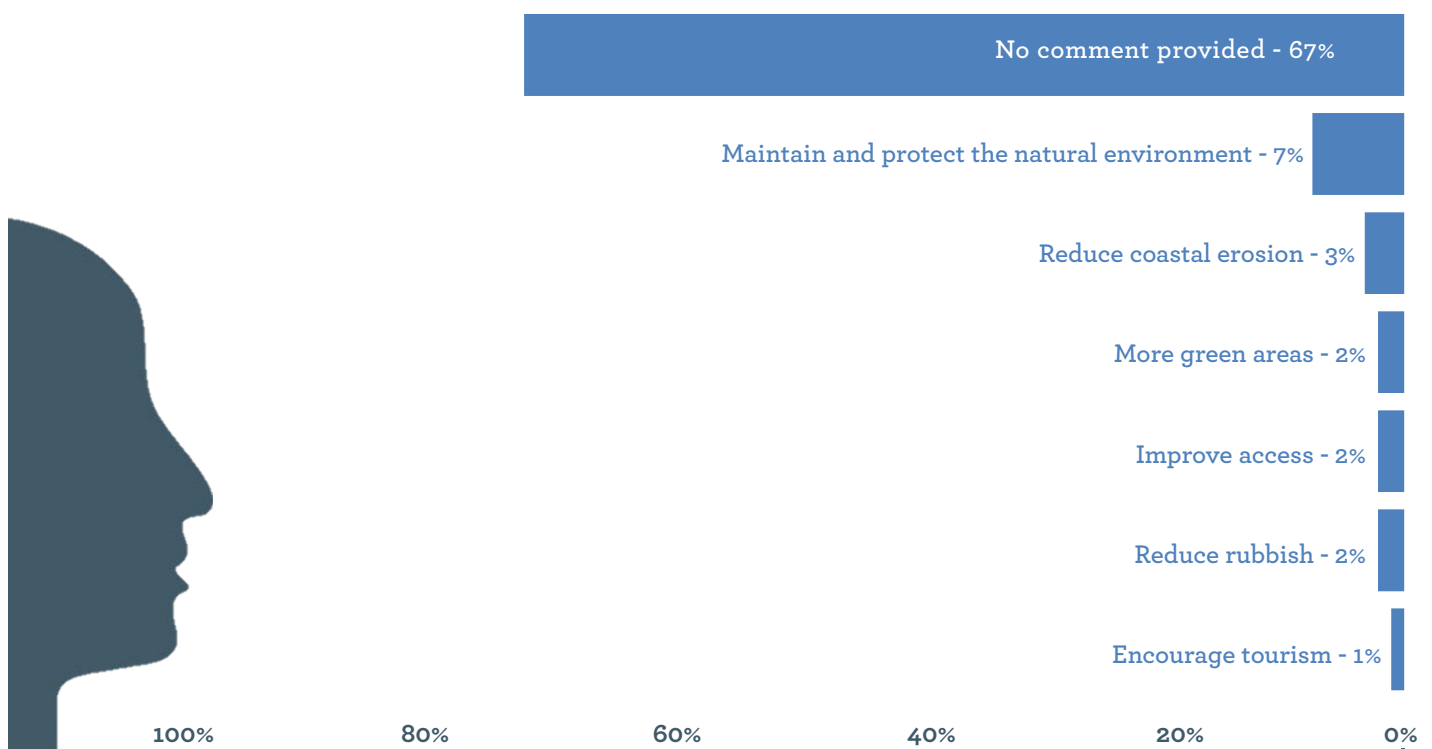


Suggested Changes

Social Environment

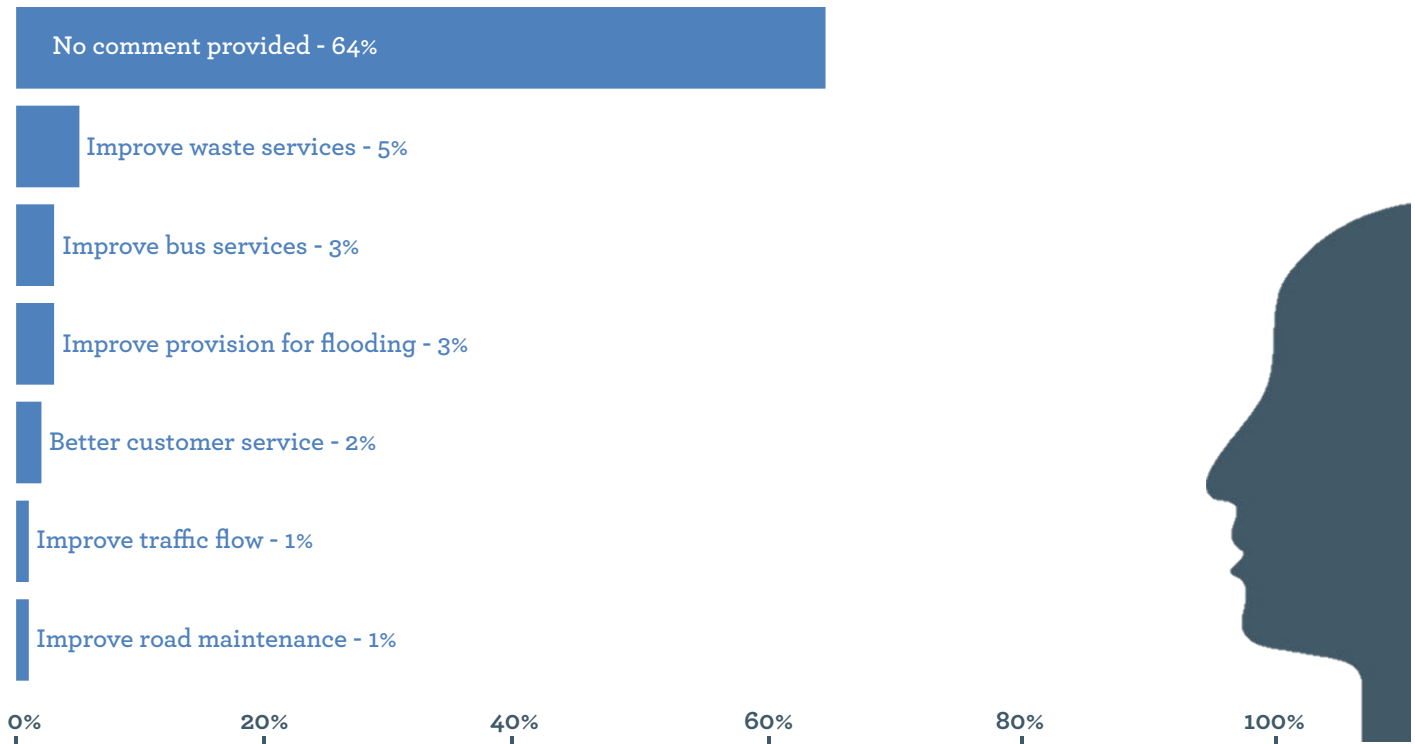


Natural Environment

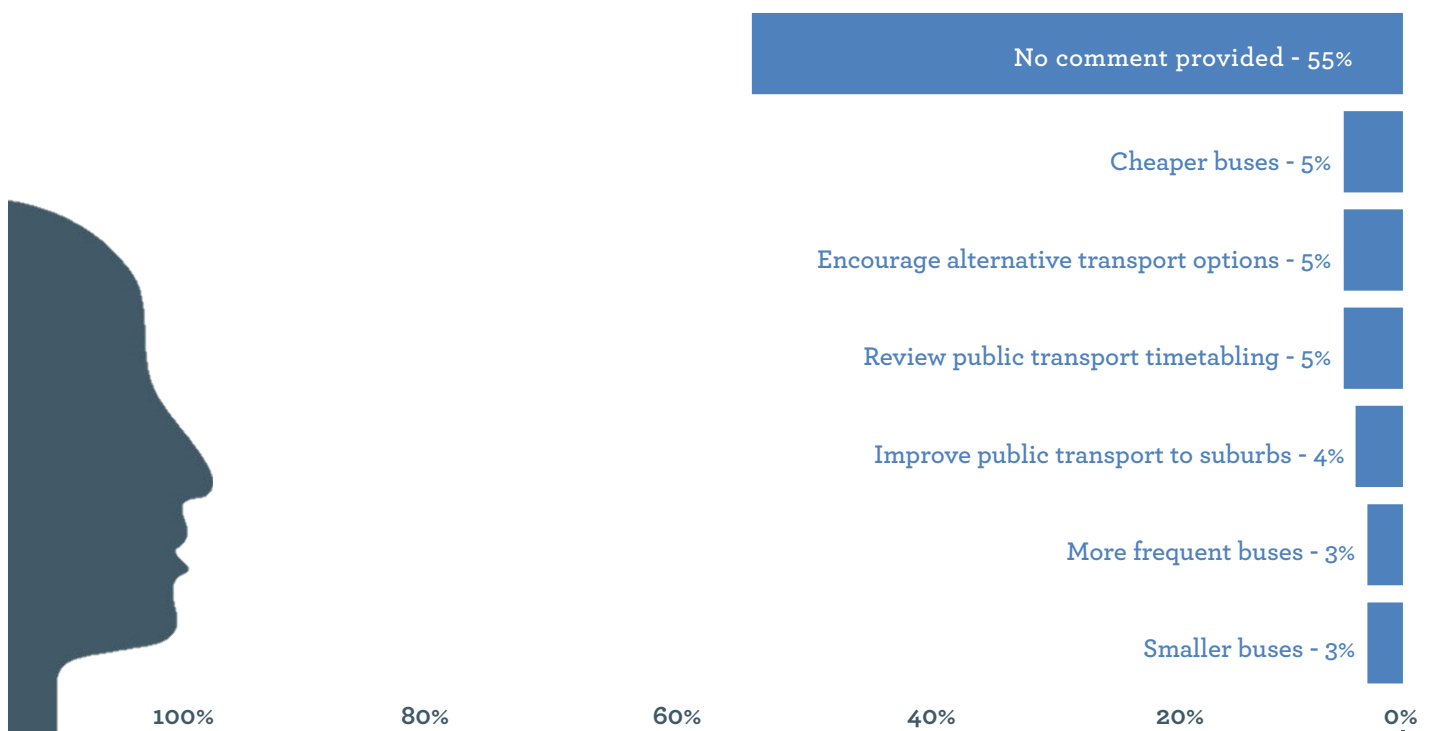


Suggested Changes

DCC Services

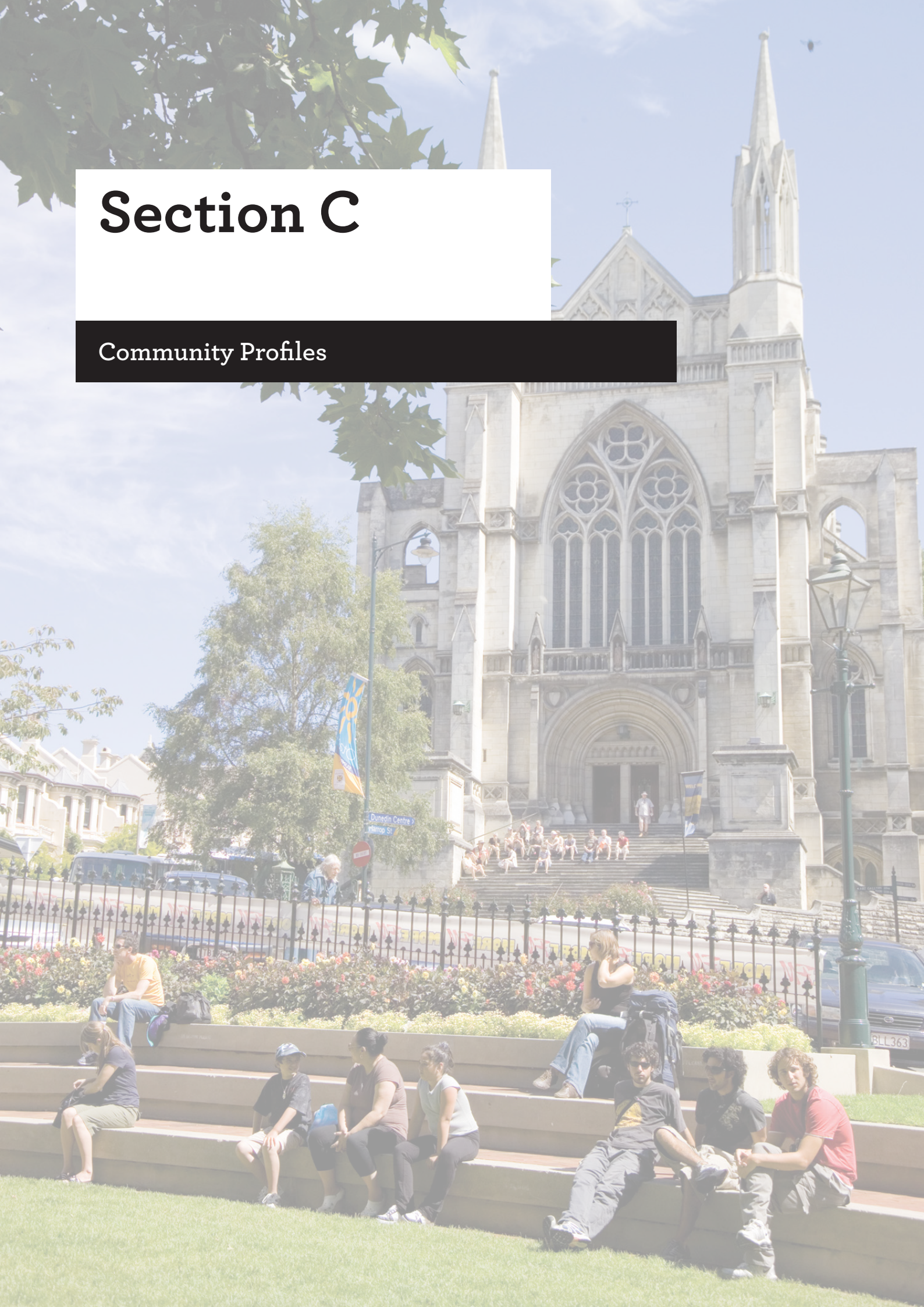


Transport



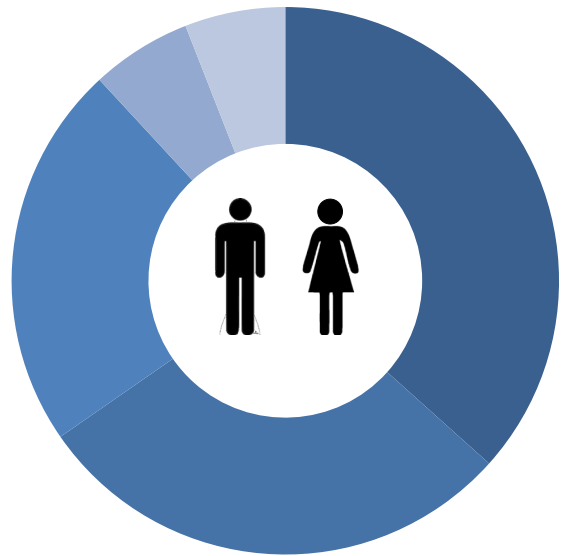
Section C

Community Profiles



Interpreting Community Profiles

Community profiles are provided to show a short summary of the feedback from residents who live in particular area. Each community has a demographic profile which summarises the proportion of people in a series of age groups and in each gender group. Communities are also profiled by other key variables as indicated by the icons below; each icon represents 10%.



The percentage of homeowners



The percentage who earn \$45k+



The percentage in full time employment



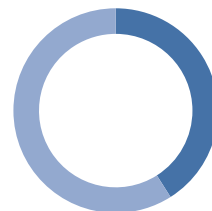
The percentage who were born in NZ



The percentage who have dependent children

The community summaries also show the number of people who provided a comment/priority (indicated by the circular charts at the bottom of the page) and the top three mentions made by residents. Profiles also show the net satisfaction for the service groupings as indicated by the icons on the right hand side of the page (refer to Services Legend or specific service pages for the key).

The percent shown is of those who answered the actual question.



Encourage business 17%

Improve provision for flooding 17%

Clean streets 17%



Services Legend

Net scores for the community are illustrated by icons on the right hand side of the page. The legend for these icons is presented below.



Roads and Footpaths



Lighting, Signage and Traffic Flow



Parking and Cycle Network



Water, Drainage and Sewerage



Rubbish Collection



Dog Control and Noise Control



Regulation and Parking Enforcement



Planning and Urban Design



Recreational Facilities



General Facilities



Venues



Other General Facilities



Communication



Information



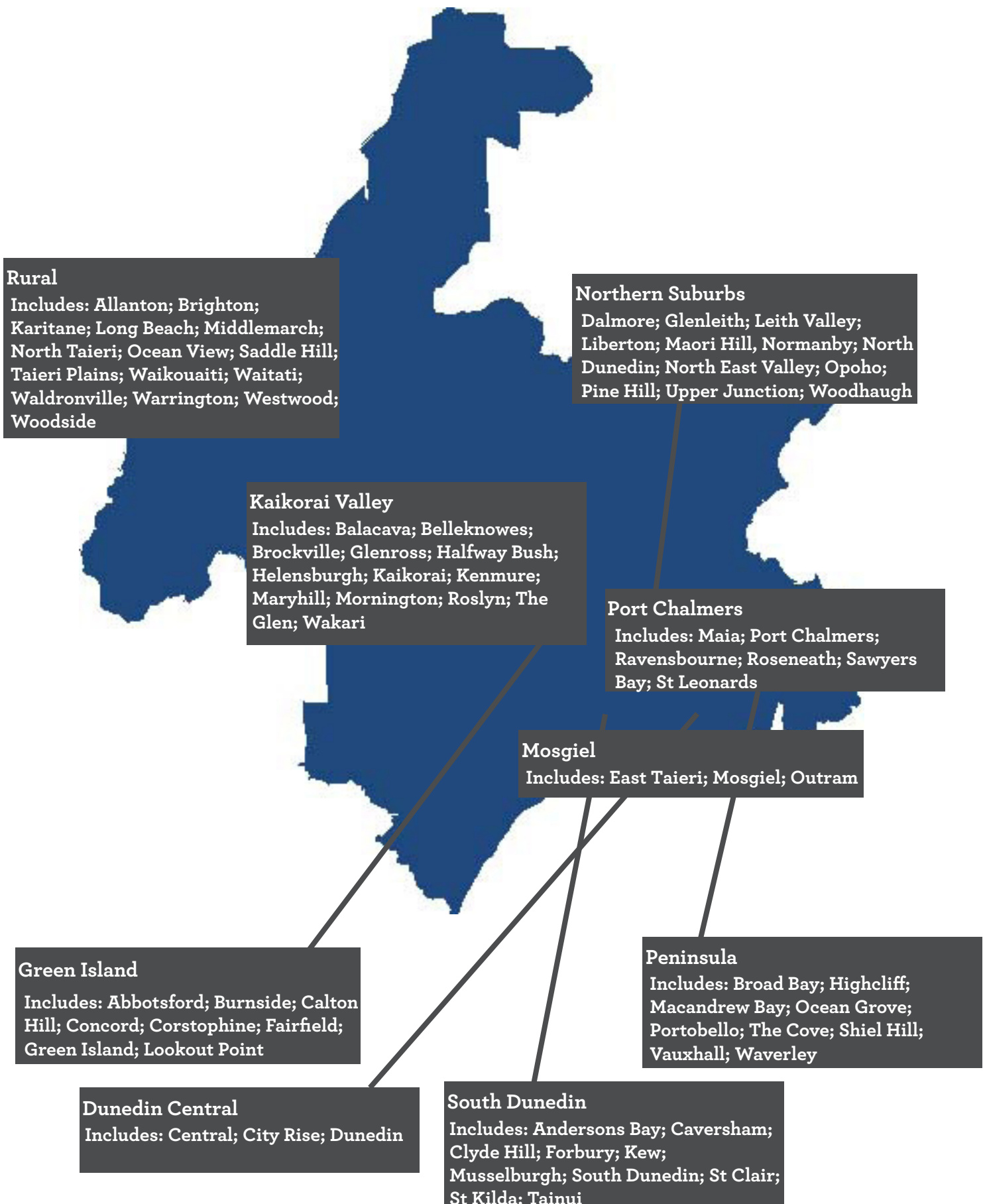
Economic Development and Promotion



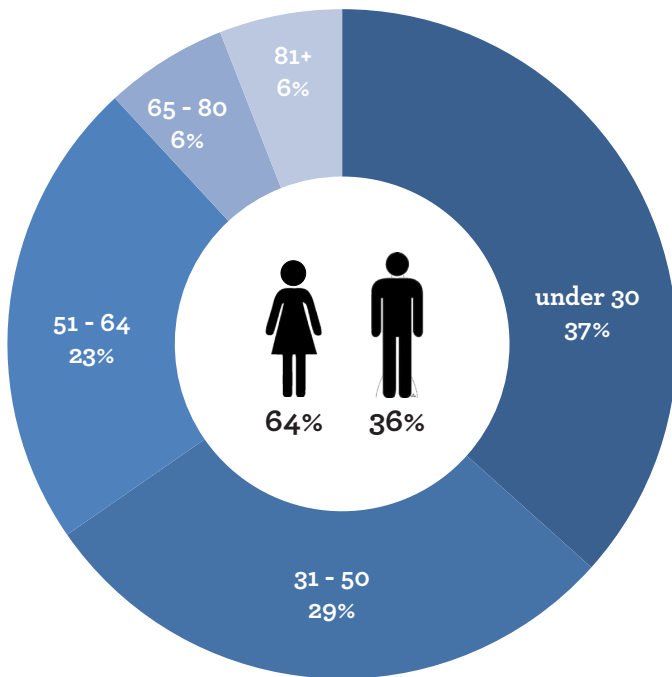
Elected Representatives and DCC Staff

Details of Dunedin Suburbs

The map below outlines the areas within each Dunedin suburb which surveys were received from.



Central Dunedin



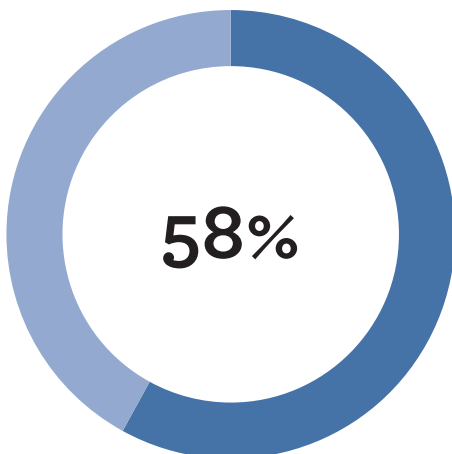
Characterised as younger, urban and without children, there are a high proportion of Central Dunedin residents working part time. These residents are more likely than any other to walk to work and/or shop in the Central City area. They appreciate the City's festivals and events but tend to disagree that there is a sense of community in their local neighbourhood.

Central Dunedin residents appear most interested in sustainable practices for the city and are more likely to agree that DCC is a leader in encouraging the development of a sustainable city. Central Dunedin residents also feel it is important for Dunedin to thrive, be sustainable, preserve architectural heritage, and support/recognise cultural diversity.

Looking at specific service measures, this group are more likely to be happier with transport related measures, specifically: roads, footpaths, pedestrian access, parking in their area, and the suitability of the network for cyclists. They also have fewer issues with dogs fouling and dog control but are more likely to mention they are dissatisfied with the cleanliness of the streets in general, often citing rubbish as a factor.



Residents who stated a priority



Key priorities

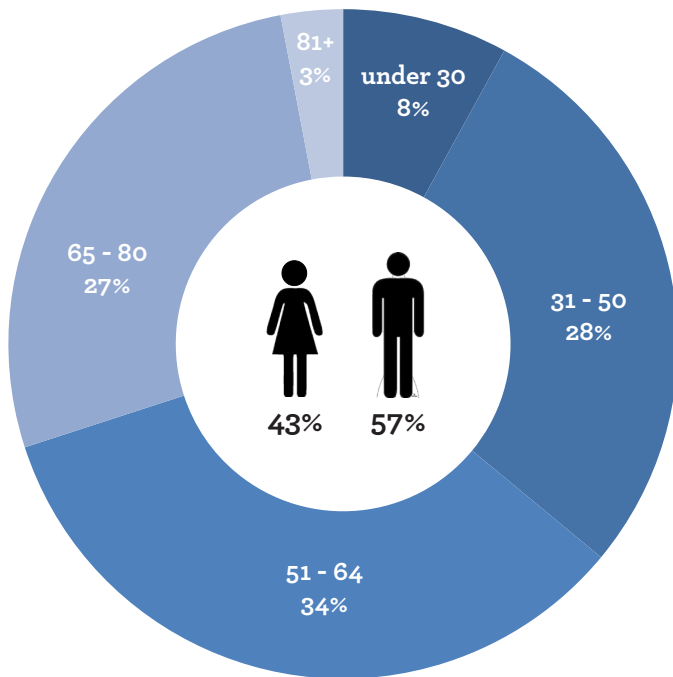
Encourage business	25%
Develop sustainable practices	11%
Increase safety	3%

HIGHEST



LOWEST

Green Island



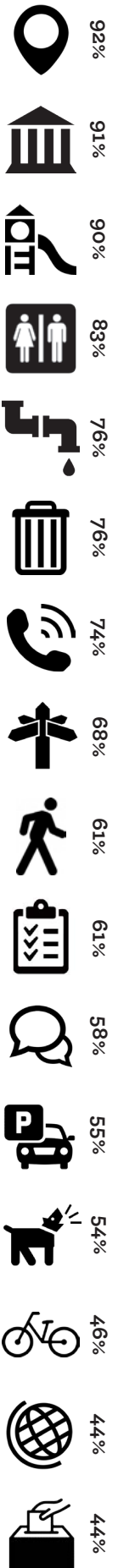
Green Island residents show an even spread across most demographics; these residents tend to shop at Green Island, Central City or South Dunedin and demonstrate lower satisfaction with car parking in the city, particularly on-street car parking stating that there are not enough parking spaces in the city.

Individual measures show higher satisfaction with water quality but higher dissatisfaction with the condition of footpaths in the neighbourhood, particularly the location. These residents tend to indicate that those with prams or wheelchairs/ scooters find footpath navigation difficult or that there are limited footpaths in their area. Green Island residents would also like to see drainage and flooding improved, particularly on sports fields.

These residents are less likely to think that DCC is constantly striving to improve or that they deliver good value for ratepayer money; improvement wise these residents would like to see business encouraged and roading improvements but would also like to see more community events or diversity in community events; increased use of the stadium/sports facilities and greater support for local businesses to encourage employment.

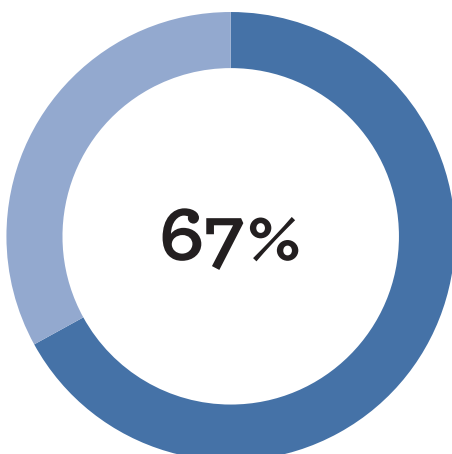


HIGHEST



LOWEST

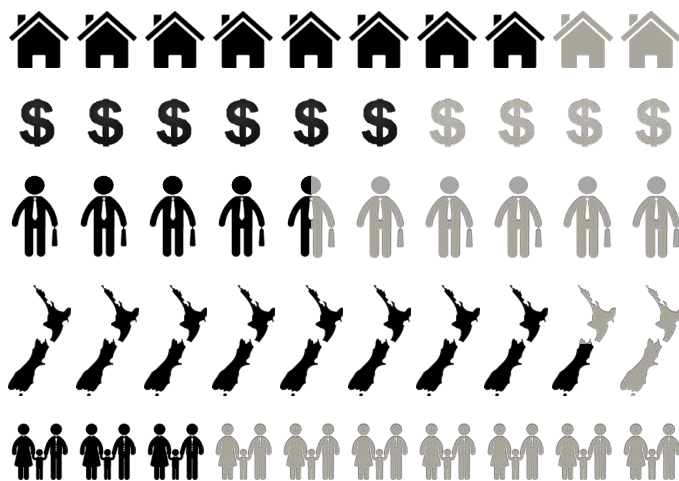
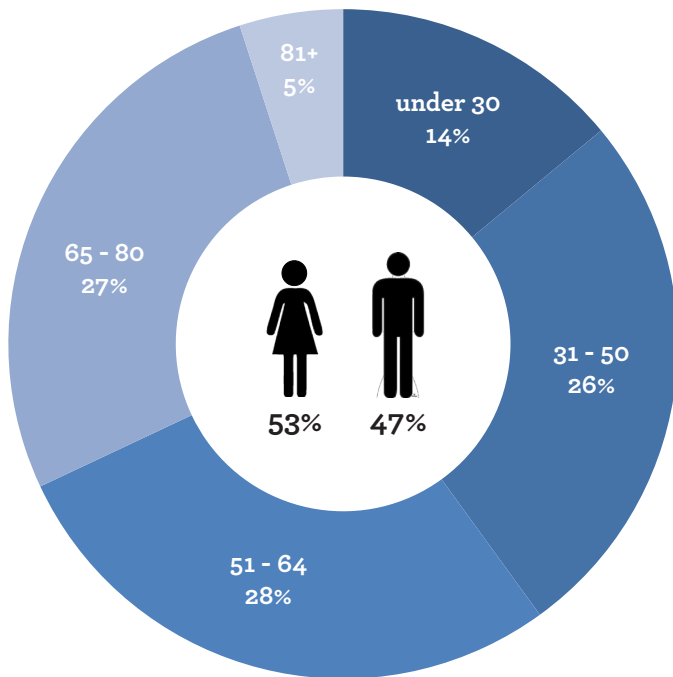
Residents who stated a priority



Key priorities

Encourage business	20%
Improve roads/ traffic/ grit/ salt	11%
Stop Council in-fighting	9%

Kaikorai Valley



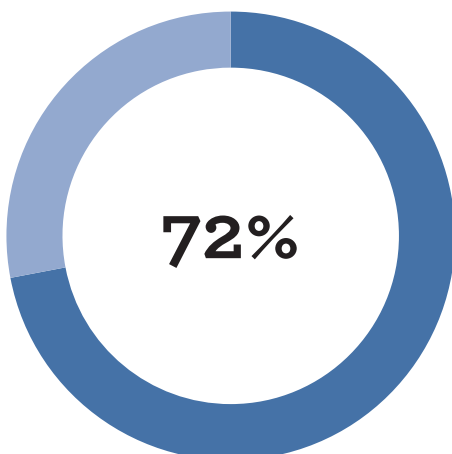
Residents from Kaikorai Valley are more likely to have used the museums, public gardens, walking or biking tracks, or Fortune Theatre. These residents feel that DCC recognises and supports cultural diversity and are more likely to think that the arts and cultural environment in Dunedin should be encouraged and supported. They would also like to see DCC encourage the promotion of Dunedin's natural beauty and are more likely to say that access to the natural environment could be improved, e.g., access to walking tracks.

These residents are more likely to say that it is important for Dunedin to be a thriving and safe city and appear happy with the look and feel of the city and of their local area. These residents tend to shop in the Central City, Roslyn or Mornington and commented that the city needed a greater variety of shops and that there are a number of vacant shops in the city.

Kaikorai Valley residents appear reasonably satisfied with DCC services and facilities, providing high scores on a number of core infrastructure measures, e.g., storm water collection services, sewerage system, road condition, footpaths, city roads, street lighting, traffic flow, and car parking buildings.

Key improvements relate to encouraging business growth and increasing public toilets, however residents were more likely to also want improvements to bin collections.

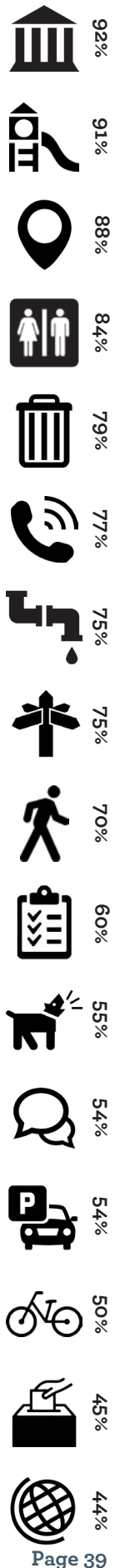
Residents who stated a priority



Key priorities

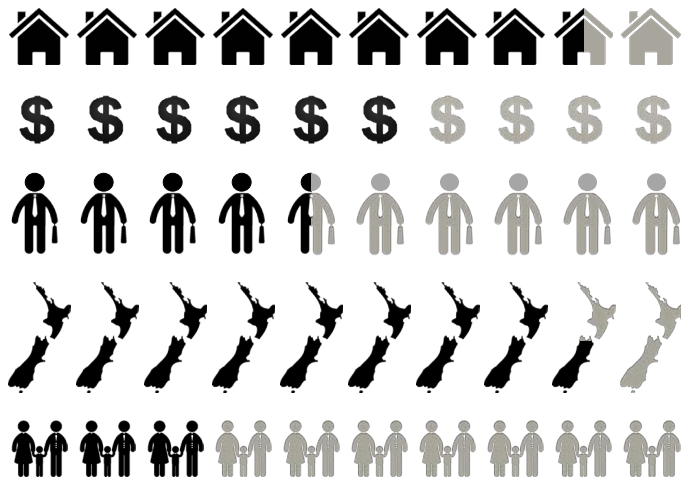
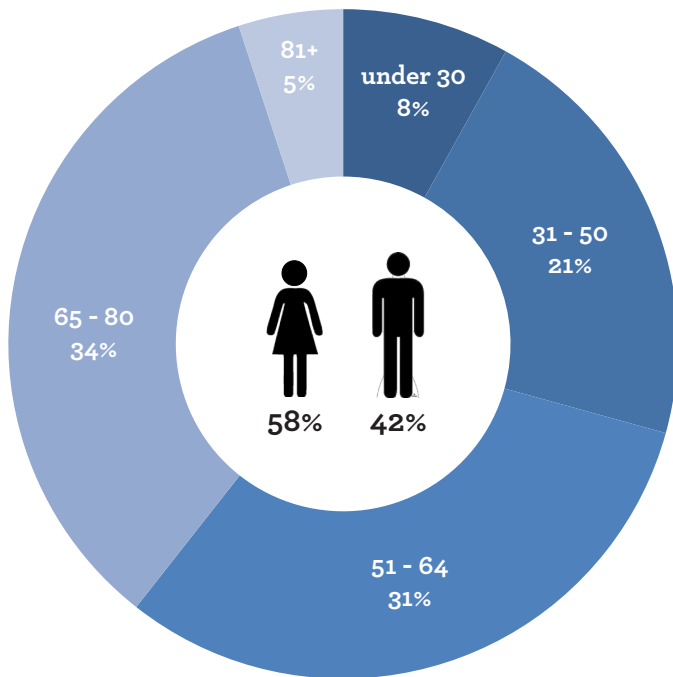
Encourage business	21%
Stop Council in-fighting	7%
New/ more toilets	7%

HIGHEST



LOWEST

Mosgiel

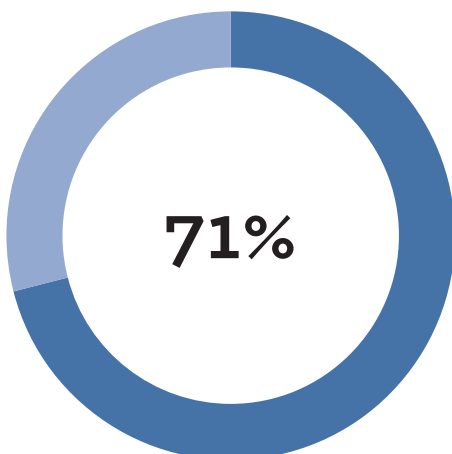


Mosgiel has a large proportion of ratepayers and a significant number of people who drive to work without a passenger. The location of Mosgiel means that residents are less likely to walk to work and residents made comments regarding improved public transport to the suburbs.

Mosgiel residents show high levels of satisfaction with the water quality, road condition, and traffic around the city at peak times. However responses show lower satisfaction with footpath condition in Mosgiel with comments highlighting limited and inconsistent footpaths in the area and poor maintenance as key concerns.

Mosgiel residents are more likely to state that it is important to have a sense of local community and that this is keenly felt in Mosgiel. Several comments were made in relation to the need for more and new businesses in Mosgiel in order to drive employment in the community. In particular, the construction of the new Countdown supermarket was referred to throughout the feedback, with suggestions that this would assist Mosgiel's economic position. There was also strong sentiment regarding the proposed changes to the aquatic facilities.

Residents who stated a priority



Key priorities

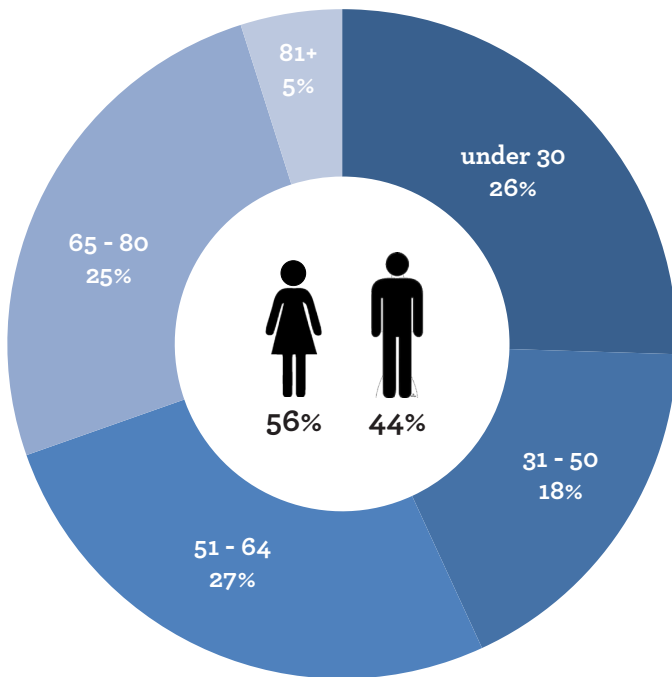
Improve aquatic facilities	21%
Encourage business	11%
Improve provision for flooding	10%

HIGHEST



LOWEST

Northern Suburbs



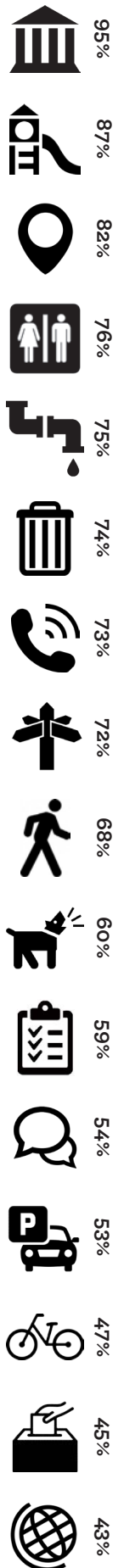
Residents living in the Northern Suburbs show a greater mix of ethnicities and a higher proportion of people born overseas. This area is characterised by a higher proportion of residents with very low income (nearly 30% on less than 15k), lower home ownership, lots of part time employment, and few in full time employment. This group of residents have a slightly more pessimistic view of Dunedin's economic future and believes DCC should focus on encouraging people to move to Dunedin.

Of those who are employed, a significant number walk to work and this area has the lowest proportion of people who drive to work, with the second highest level of public transport use. Not surprisingly, this group would like to see a general improvement in public transport.

These residents display lower satisfaction with the cleanliness of the streets, and are more likely to comment that the student areas are dirty.

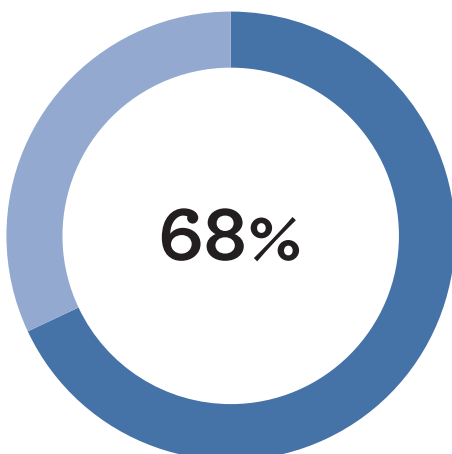
Northern Suburbs residents are slightly more dissatisfied with the events and festivals run in Dunedin and are more likely to say that there should be more activities for young people in Dunedin. They also state that it is very important that DCC recognises cultural diversity and that there is a sense of belonging in my neighbourhood.

HIGHEST



LOWEST

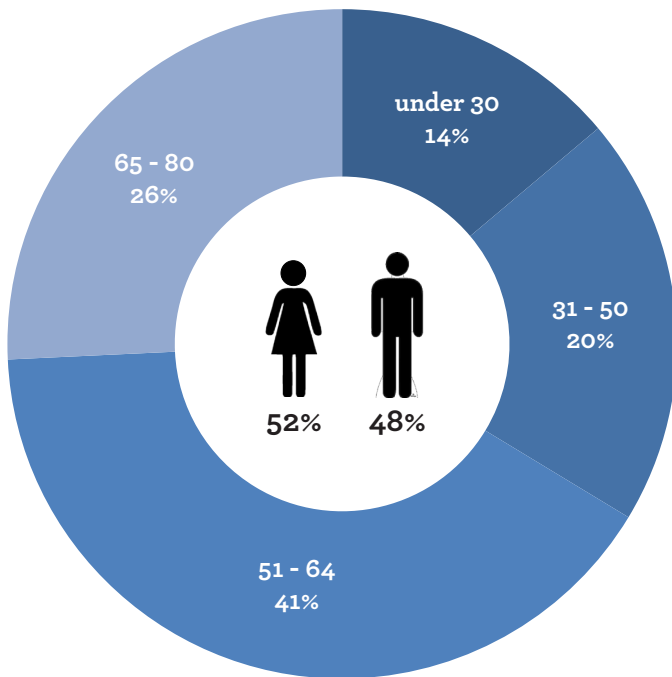
Residents who stated a priority



Key priorities

Encourage business	15%
Community consultation	8%
Improve public transport	8%

Peninsula



The Peninsula has the highest proportion of residents with income over 75k, and also has the highest proportion of home ownership. Peninsula residents are satisfied with the look and feel of their area but have lower satisfaction with having footpaths where they are needed (local and in the city) and state that these could be improved. Peninsula residents also feel the area could have more green spaces (parks, trees etc.).

These residents are more likely to shop in the Central City or in South Dunedin and are satisfied with the availability of on-street parking in the city, although they commented that this could be cheaper.

These residents made positive comments about murals and street art in the city but are more likely to have lower satisfaction with the South Dunedin retail area and to make a negative comment regarding the planning and layout of South Dunedin.

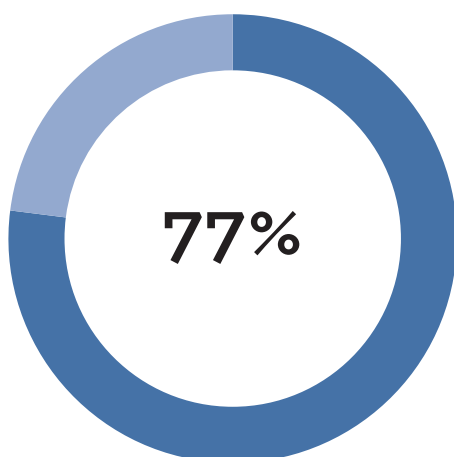
These residents are very dissatisfied with the processing of building consents and the monitoring and inspection of buildings under construction.

HIGHEST



LOWEST

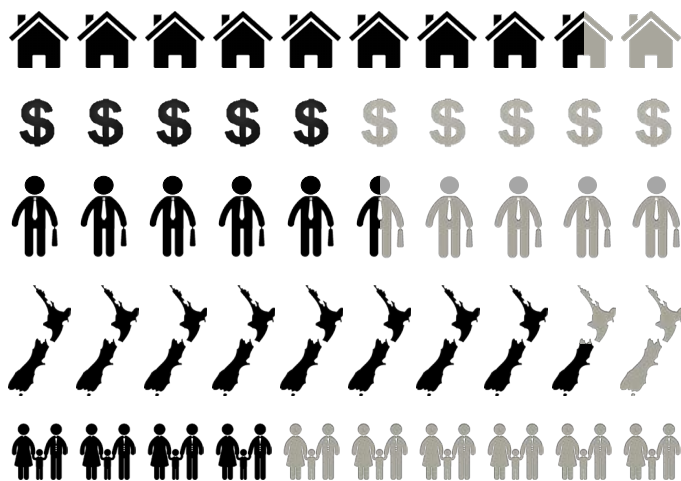
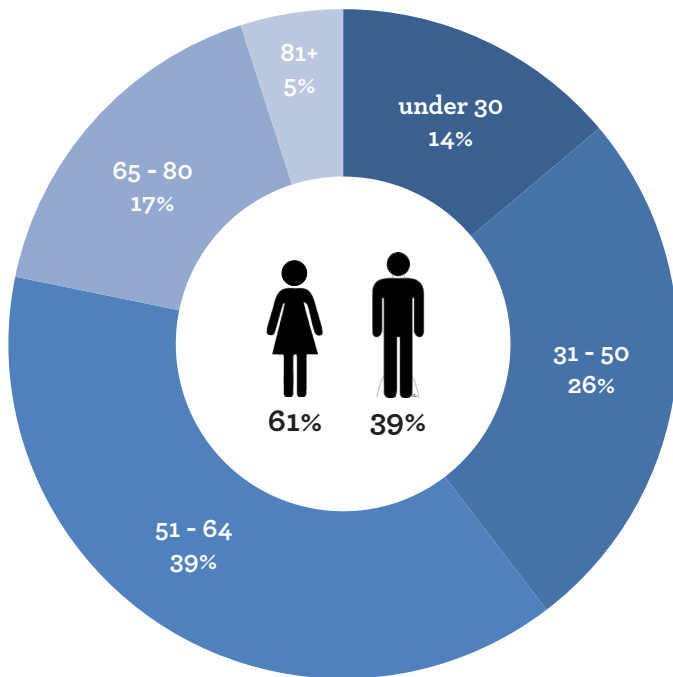
Residents who stated a priority



Key priorities

Encourage business	20%
Improve provision for flooding	10%
Provide/ safer cycleways	10%

Port Chalmers



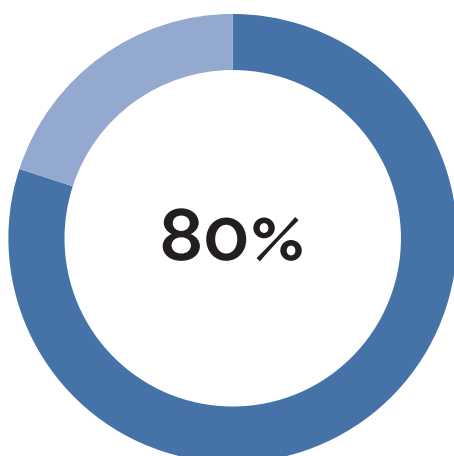
Port Chalmers has the lowest proportion of residents with income under 45k but the highest proportion in full-time employment. These residents are more likely to strongly disagree that Dunedin is a thriving city and have slightly higher mentions relating to making conditions for business easier. Port Chalmers residents tend to agree that Dunedin is a creative city, but feel that the arts and cultural environment should be encouraged in Dunedin.

Port Chalmers residents have the highest proportion of residents who cycle to work and have higher proportions of walking and biking track and reserves users. These residents are also more likely to mention that DCC should prioritise cycleway development.

These residents are more dissatisfied with the directional signs for traffic throughout the city, the availability of car parking in the central city, the number of off-street and on-street parking spaces, and are also less satisfied with parking enforcement and the fairness and attitudes of the parking wardens.

Residents of Port Chalmers are more likely to shop in the Central City or in Port Chalmers and are more likely to be dissatisfied with the look and feel of the city and the central city retail area, with verbatim comments indicating that the focus needs to be on beautification.

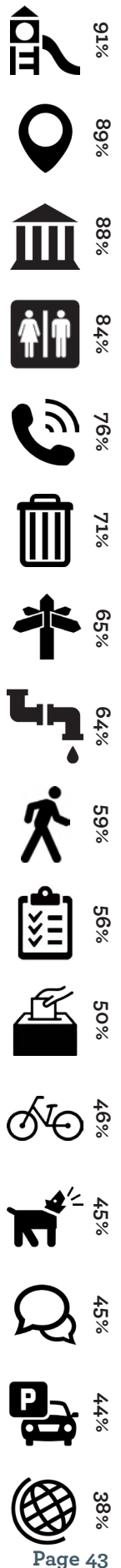
Residents who stated a priority



Key priorities

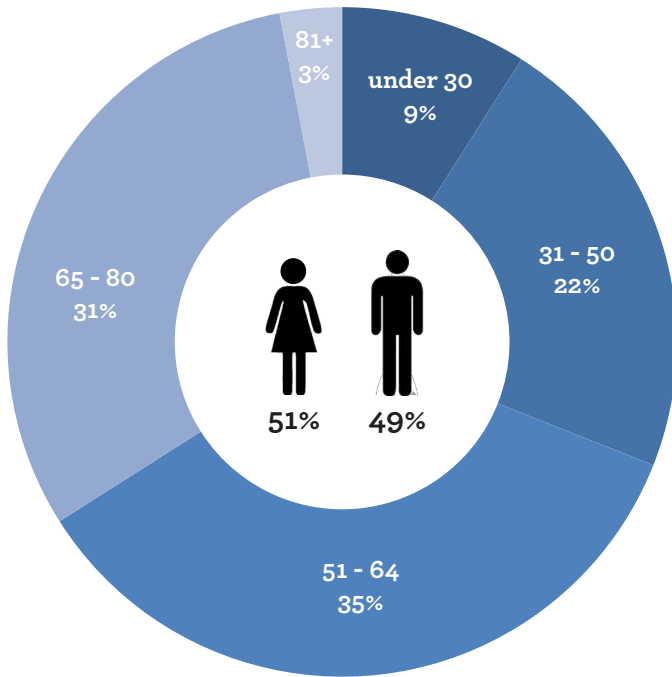
Encourage business	25%
New/ more toilets	14%
Stop Council in-fighting	11%

HIGHEST



LOWEST

Rural



Rural areas have the highest proportion of residents who are NZ born from European descent. Feedback from rural residents mainly centers around the transportation network with residents less likely to be satisfied with the condition of roads, footpaths, and street lighting in their local area. They are also unhappy with the water pressure in their area and indicate the street cleaning should be a priority for DCC in the coming year.

Footpath dissatisfaction stems from a lack of footpaths in their area, however issues with other services seem to relate to an annoyance at the lack of information from DCC. Specifically, residents have lower satisfaction scores relating to information/notices about water supply, footpath repairs and road closures.

These residents have lower satisfaction with the look and feel of the city centre but make positive comments about the art works in the city and indicate that there should be more development in the city. Although they do not appear to be the greatest users of public transport, they are more likely to indicate that they want improved transport to the suburbs.

These residents have lower satisfaction with DCC delivering good value for money and with DCC overall performance. Despite this, they indicate higher satisfaction with community board members and the performance of the Mayor and Councillors.

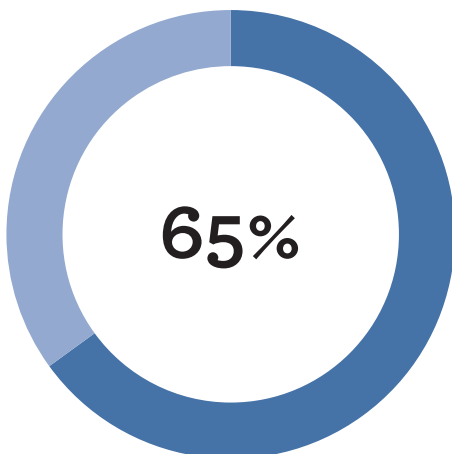


HIGHEST



LOWEST

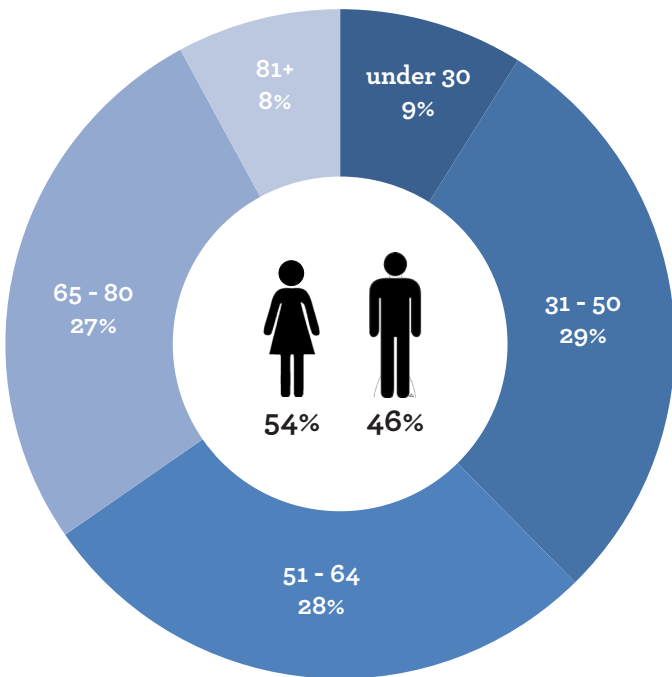
Residents who stated a priority



Key priorities

Encourage business	21%
Control rates	11%
Stop Council in-fighting	9%

South Dunedin

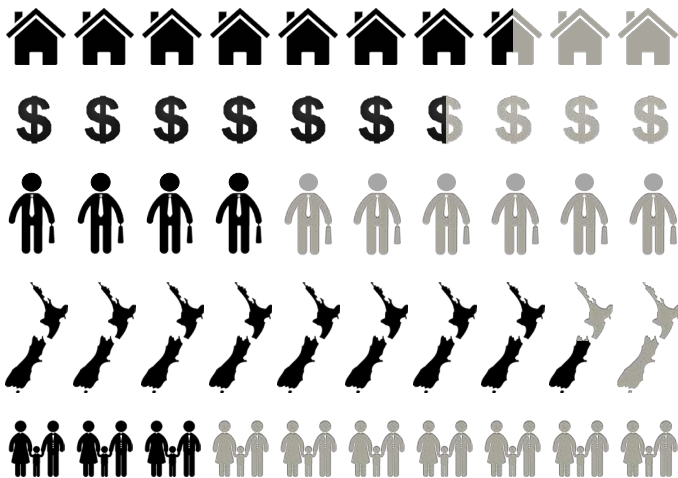


South Dunedin residents show lower satisfaction with the cleanliness of streets, storm water collection services, and the location of footpaths. Issues with street appearance appears to be related to the control of roaming dogs and dogs fouling in the streets.

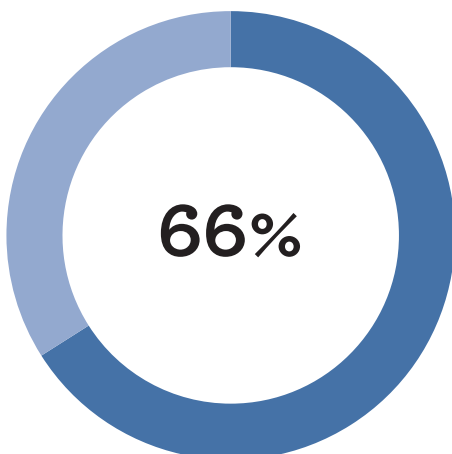
They have the lowest satisfaction with the look and feel of their suburb and the highest level of dissatisfaction with the look and feel of South Dunedin's retail area with the main issues relating to the need to renovate or improve the area.

These residents showed greater dissatisfaction with the amount of public consultation, the amount of information regarding what DCC is doing and why, notices about roadworks, water supply and street closures.

Priorities for the coming year focus around business development and improvements for flooding, street appearances and cleaning, and the improving the look of South Dunedin with significant comments on flooding and how this personally affected a given resident's property.



Residents who stated a priority



Key priorities

Encourage business	17%
Improve provision for flooding	13%
Clean streets	8%

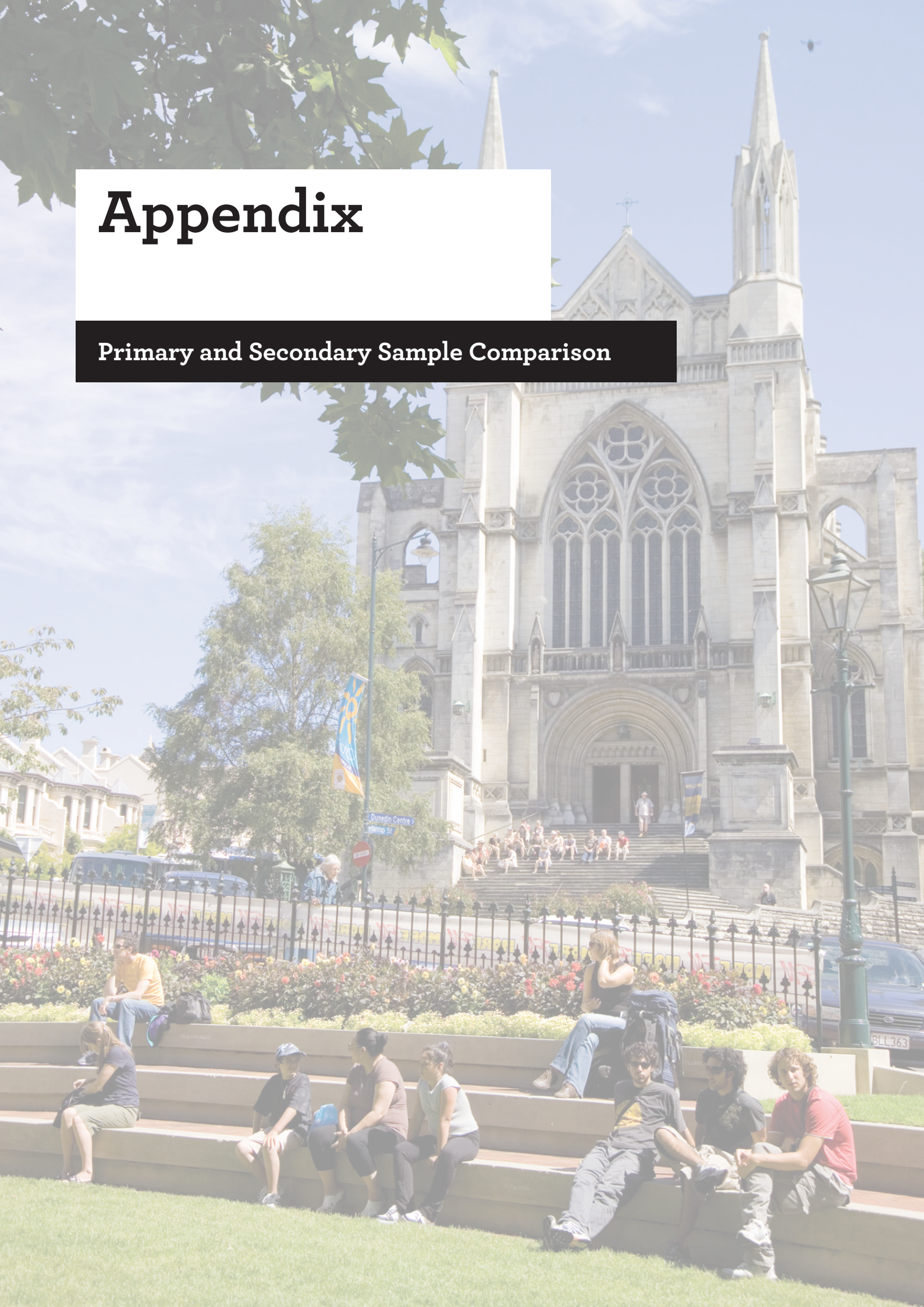
HIGHEST



LOWEST

Appendix

Primary and Secondary Sample Comparison



Appendix

Comparison of Primary and Secondary Sample

The figures below show the percentage of people who responded that they were either 'satisfied' or 'very satisfied' for each measure.

Economic Development and Promotion	Primary Sample %	Secondary Sample %
<i>Attracting new businesses and jobs to Dunedin</i>	23	21
<i>Supporting the development of existing Dunedin businesses</i>	27	23
<i>Retaining existing businesses and jobs in Dunedin</i>	24	22
<i>Media coverage of events run in Dunedin</i>	57	51
<i>City festivals and events</i>	72	67

Roads and Footpaths	Primary Sample %	Secondary Sample %
<i>The condition of the roads in your neighbourhood</i>	61	51
<i>The condition of the roads throughout the city</i>	53	48
<i>The condition of footpaths in your neighbourhood</i>	56	51
<i>The condition of footpaths throughout the city</i>	57	52
<i>That there are footpaths where you need them throughout your neighbourhood</i>	74	70
<i>That there are footpaths where you need them throughout the city</i>	77	75

Lighting, Signage and Traffic Flow	Primary Sample %	Secondary Sample %
<i>Street lighting in your neighbourhood</i>	75	73
<i>Street lighting throughout the city</i>	78	75
<i>Street name signs throughout the city</i>	71	64
<i>Directional signs for traffic throughout the city</i>	74	68
<i>The flow of traffic around and through the city at peak times of the day</i>	49	42
<i>The flow of traffic around and through the city at off-peak times of the day</i>	79	75
<i>The ease of pedestrian access throughout the transport network</i>	73	60

Parking and Cycle Network	Primary Sample %	Secondary Sample %
<i>Minimise inconvenience and disruption caused to the public, when work is done on roads, footpaths and drains</i>	64	51
<i>The availability of car parking in the central city</i>	42	40
<i>The number of parking spaces available in DCC car parking buildings</i>	54	51
<i>The number of parking spaces available in DCC off-street car parks</i>	45	44
<i>The ease of use of Pay and Display car parking</i>	63	54
<i>The availability of on-street parking in the central city</i>	37	35
<i>The suitability of the road network for cyclists throughout the city</i>	30	27

Water, Drainage and Sewerage	Primary Sample %	Secondary Sample %
<i>Water pressure</i>	81	76
<i>Water quality</i>	79	76
<i>Storm water collection service</i>	56	46
<i>The city's sewerage system</i>	71	62

Appendix

Comparison of Primary and Secondary Sample

The figures below show the percentage of people who responded that they were either 'satisfied' or 'very satisfied' for each measure.

Rubbish Collection	Primary Sample %	Secondary Sample %
<i>Household rubbish collection</i>	85	78
<i>Kerbside recycling</i>	89	83
<i>Street litter bins</i>	65	58
<i>Reliability of the rubbish collection service</i>	92	88
<i>Cleanliness of the streets immediately after rubbish collection</i>	73	61
<i>Cleanliness of the streets in general</i>	55	44

Dog Control and Noise Control	Primary Sample %	Secondary Sample %
<i>Control of roaming dogs</i>	66	62
<i>Control of dogs fouling the streets</i>	40	37
<i>Control of barking dogs</i>	50	48
<i>Noise control (enforcement)</i>	56	51

Regulation and Parking Enforcement	Primary Sample %	Secondary Sample %
<i>Parking enforcement</i>	54	48
<i>The fairness and attitude of parking wardens</i>	47	47
<i>Enforcing hygiene standards in city food establishments</i>	77	72
<i>Enforcing liquor licensing standards in the city's licensed premises</i>	61	55
<i>Processing of applications for building consents</i>	24	23
<i>Monitoring and inspection of buildings under construction</i>	36	29

Planning and Urban Design	Primary Sample %	Secondary Sample %
<i>The overall look and feel of the city</i>	72	57
<i>The overall look and feel of the central city retail area</i>	61	45
<i>The overall look and feel of the South Dunedin retail area</i>	18	22
<i>The overall look and feel of your suburb or township</i>	65	53
<i>The overall look and feel of your most convenient retail centre (overall)</i>	70	53

General Facilities	Primary Sample %	Secondary Sample %
<i>The City's Public Libraries</i>	94	90
<i>Swimming Pools</i>	84	85
<i>Otago Museum</i>	96	94
<i>Toitū Otago Settlers Museum</i>	96	92
<i>Dunedin Public Art Gallery</i>	91	88
<i>Dunedin Chinese Garden</i>	73	77

Recreational Facilities	Primary Sample %	Secondary Sample %
<i>Dunedin Botanic Garden</i>	98	96
<i>Winter sports playing fields</i>	81	68
<i>Summer sports playing fields</i>	83	73
<i>DCC playgrounds</i>	82	79
<i>Walking and biking tracks</i>	90	84
<i>DCC reserves (scenic, bush and coastal)</i>	91	83

Appendix

Comparison of Primary and Secondary Sample

The figures below show the percentage of people who responded that they were either 'satisfied' or 'very satisfied' for each measure.

Venues	Primary Sample %	Secondary Sample %
<i>Dunedin Stadium (Ice Stadium)</i>	82	70
<i>Edgar Sports Centre</i>	86	84
<i>Forsyth Barr Stadium</i>	83	78
<i>The Dunedin i-SITE Visitor Centre</i>	84	65
<i>Dunedin Town Hall - now called the Dunedin Centre</i>	90	87
<i>Regent Theatre</i>	94	95
<i>Fortune Theatre</i>	89	91

Other General Facilities	Primary Sample %	Secondary Sample %
<i>Material in Libraries</i>	85	86
<i>Accessibility of recreational sites and facilities</i>	83	83
<i>Dunedin's cemeteries (services provided to the public)</i>	85	83
<i>Dunedin's cemeteries (physical appearance)</i>	84	74
<i>Public toilets</i>	61	64

Communication	Primary Sample %	Secondary Sample %
<i>FYI Magazine (Data previous to 2013 was based on City Talk Magazine)</i>	71	67
<i>The DCC's website www.dunedin.govt.nz</i>	73	66
<i>The DCC's call centre (telephone enquiry service)</i>	72	70
<i>The Customer Service Agency in the Civic Centre</i>	74	74

Information	Primary Sample %	Secondary Sample %
<i>The availability of information held by the DCC</i>	61	57
<i>The quality of information held by the DCC</i>	59	59
<i>The amount of public consultation undertaken</i>	41	43
<i>The amount of information available explaining why and what the DCC is doing</i>	48	50
<i>The notices and information you receive from the DCC about activities and matters affecting your household's water supply</i>	55	51
<i>The notices and information you receive from the DCC about road works and footpath repairs in your neighbourhood</i>	48	43
<i>The notices and information you receive from the DCC about temporary street closures</i>	50	41

Elected Representatives and DCC Staff	Primary Sample %	Secondary Sample %
<i>The overall performance of the Mayor and Councillors</i>	34	35
<i>The overall performance of the Community Board members</i>	40	41
<i>Your contact and dealings with DCC staff</i>	75	72
<i>The DCC is constantly striving to improve</i>	49	51
<i>The DCC delivers good value for the ratepayer money</i>	34	34

Appendix

Comparison of Primary and Secondary Sample

The figures below show the percentage of people who responded that they were either 'satisfied' or 'very satisfied' for each measure.

DCC Performance Overall	Primary Sample %	Secondary Sample %
DCC Performance Overall	50	44

Characteristics Concerning Dunedin: PERCEPTION	Primary Sample %	Secondary Sample %
<i>Dunedin is a fun city</i>	49	41
<i>Dunedin is a thriving city</i>	27	16
<i>Dunedin is a creative city</i>	69	70
<i>Dunedin is a safe city</i>	65	62
<i>Dunedin is a sustainable city</i>	37	24
<i>Dunedin recognises and supports cultural diversity</i>	67	63
<i>Dunedin maintains and preserves its architectural heritage</i>	81	75
<i>There is a sense of community in my local neighbourhood</i>	53	49
<i>The Council is a leader in encouraging the development of a sustainable city</i>	33	26

Characteristics Concerning Dunedin: IMPORTANCE	Primary Sample %	Secondary Sample %
<i>Dunedin is a fun city</i>	68	64
<i>Dunedin is a thriving city</i>	88	94
<i>Dunedin is a creative city</i>	84	83
<i>Dunedin is a safe city</i>	95	97
<i>Dunedin is a sustainable city</i>	88	84
<i>Dunedin recognises and supports cultural diversity</i>	78	74
<i>Dunedin maintains and preserves its architectural heritage</i>	88	88
<i>There is a sense of community in my local neighbourhood</i>	80	83
<i>The Council is a leader in encouraging the development of a sustainable city</i>	76	73