



Residents' Opinion Survey 2022

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Introduction



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Research objectives and methodology



Dunedin City Council (DCC) has commissioned research with residents annually since 1994. This research is conducted in the form of a survey and seeks to understand residents' use of, and perspectives on, a range of Council facilities, services, and infrastructure.

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

- Gauge the extent to which the Council is meeting its 10 Year Plan and Annual Plan objectives
- Measure residents' satisfaction with the services, facilities, and infrastructure Council provides to the community
- Identify areas for improvement that would be valued by residents.

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



Methodology

Data is collected via a survey questionnaire, which includes a mix of closed-ended and open-ended questions. Closed questions include frequency of use for a range of facilities and rating satisfaction with facilities, services, infrastructure and aspects of the council service overall on a scale from 1-10.

Note: Statistically significant differences in results from the previous year or between users and non-users have been noted throughout the report, with black arrows used to indicate statistically significant higher or lower results at the 95% confidence level. Differences in results that do not have an arrow are differences that are not statistically significant at this level.





Executive Summary



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Executive summary

Survey response

A total of **1,313 responses** were received, out of 4,800 invitations, between July 2021 to June 2022, with a response rate of 32%.

Overall satisfaction

Performance measures (page 7)

- Just over two out of five Dunedin residents surveyed (43%, up from 40% last year) are satisfied overall with the DCC.
- Services and infrastructure delivery continues to receive the highest overall satisfaction rating (53%, up from 49%) among the performance measures.
- Only a third of residents are satisfied overall with the performance of **community boards** (33%, up slightly from 32%) and the **value for money** of the DCC services and activities (32%, no change), while a quarter are satisfied with the performance of the **Mayor and Councillors** (26%, up from 25%).

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

- Satisfaction for how enquiries are handled for those who have contacted the DCC has significantly increased to 69% (up from 62%).
- There has been a significant increase in satisfaction for both how well the staff communicated across (76%, up from 69%) and how long it took staff to deal with the matter (74%, up from 62%) (page 57).
- Overall satisfaction with the rest of public facilities, infrastructure and services is stable compared to the previous 12 months.

Top priorities (page 70)

The top priorities for Dunedin residents surveyed relate to improvements to:

- maintenance of roading infrastructure (e.g., fixing the roads/footpaths, traffic control) (22%)
- more parking (19%)
- **better traffic flow** (e.g., more right turn arrows, less roadworks) (15%)
- a greater focus on being sustainable and environmentally-friendly (13%).

A performance versus importance correlation analysis (page 75)

Areas identified to have high importance, but low performance are as follows. Improvements in these areas are expected to boost overall satisfaction with the DCC.

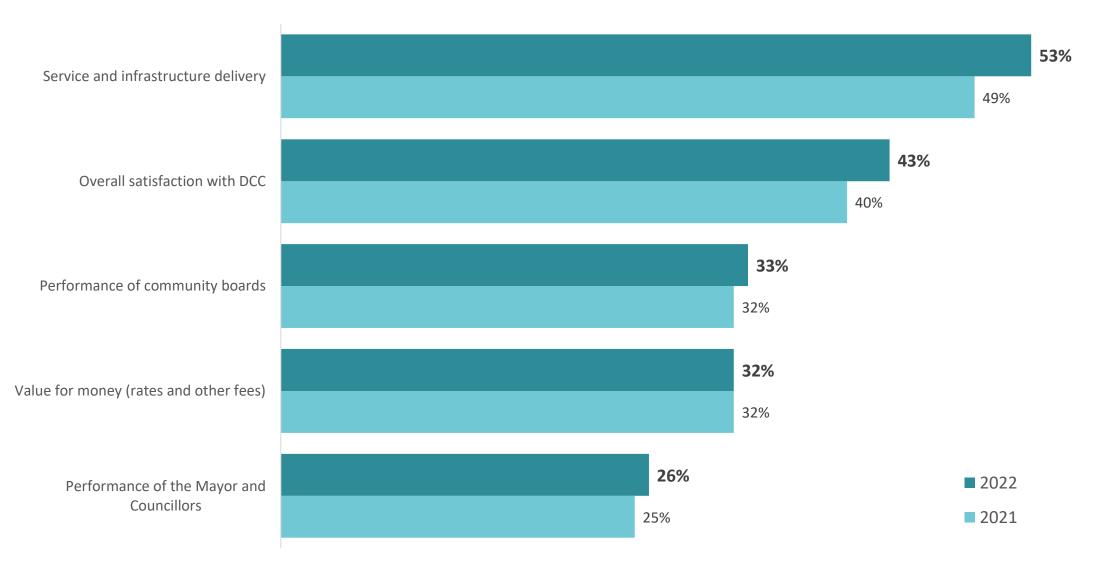
- the performance of the Mayor and Councillors
- the performance of the Community Board members
- roading related infrastructure.





Overall rating summary

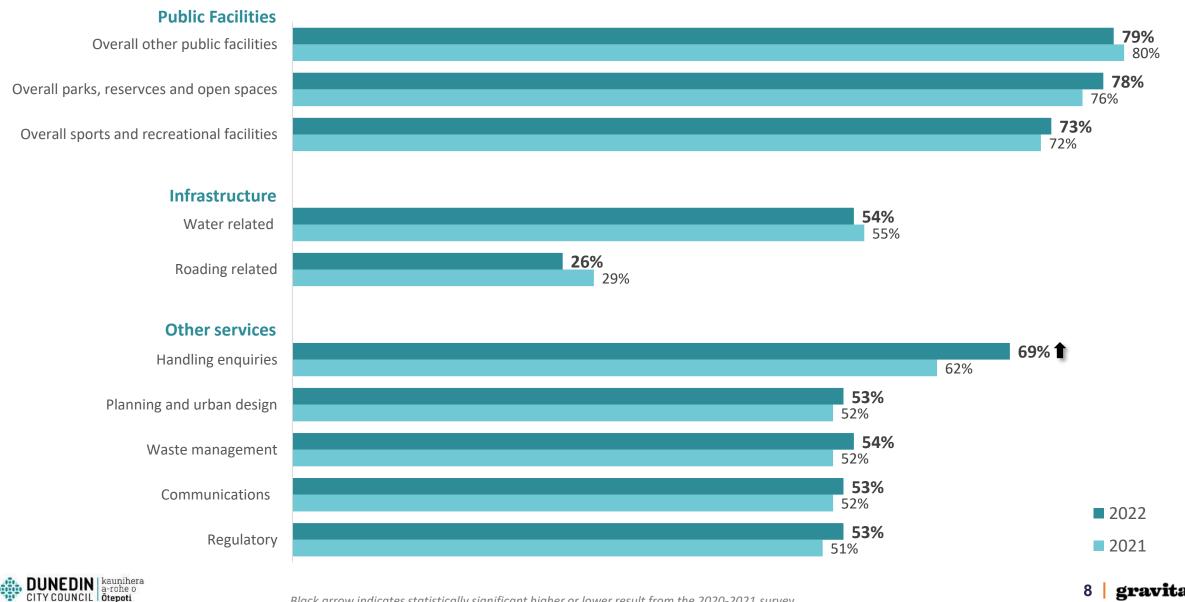
Performance Measures







Overall rating summary









Facilities

Parks, Reserves and Open Spaces

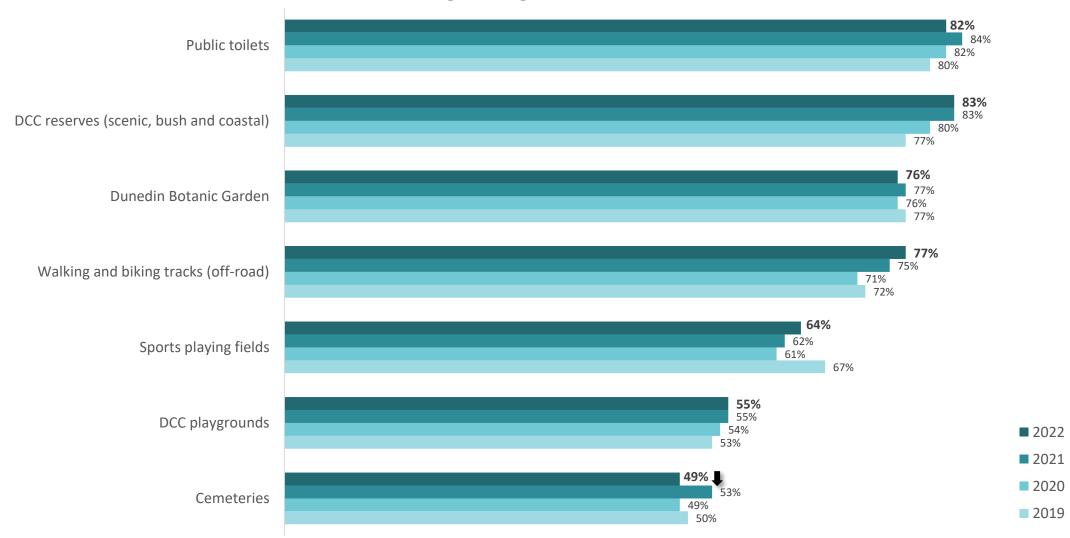






Visiting parks, reserves and open spaces

Percentage having visited in the last 12 months



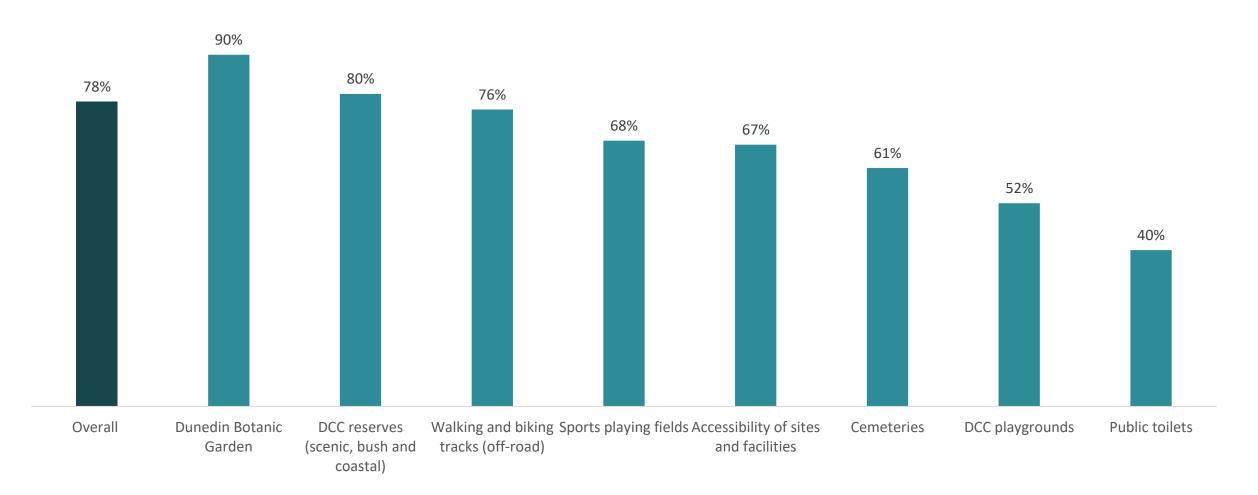




Satisfaction with parks, reserves and open spaces –2021/22

In 2021/22, of the parks, reserves and open spaces considered, Dunedin Botanic Garden, reserves, and walking and biking tracks received highest satisfaction ratings.

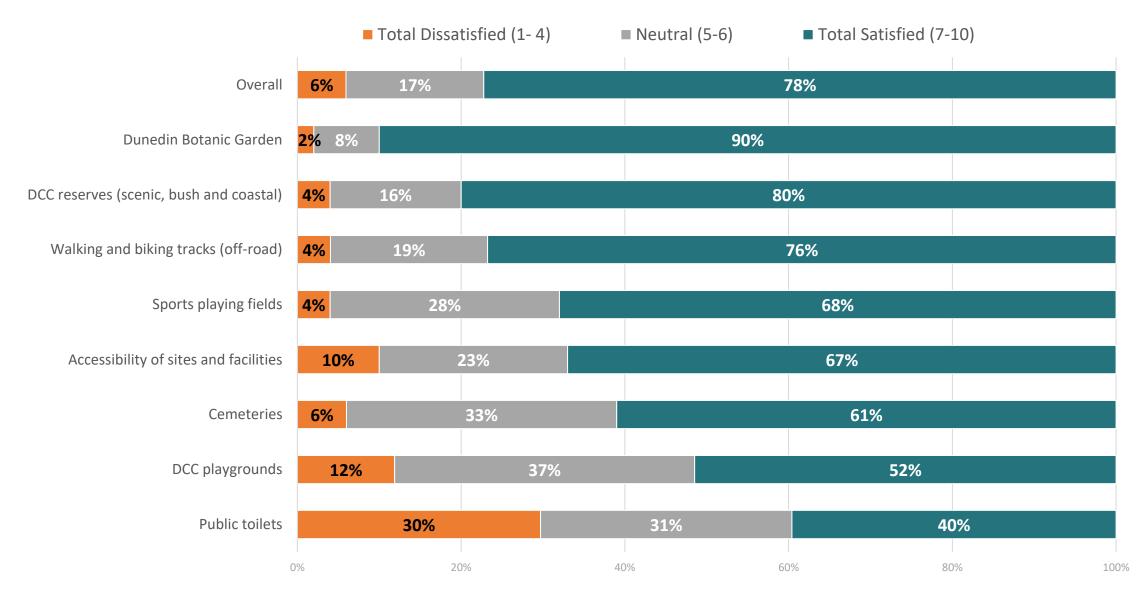
In contrast, less than half of respondents were satisfied with public toilets.







Satisfaction with parks, reserves and open spaces – 2021/22

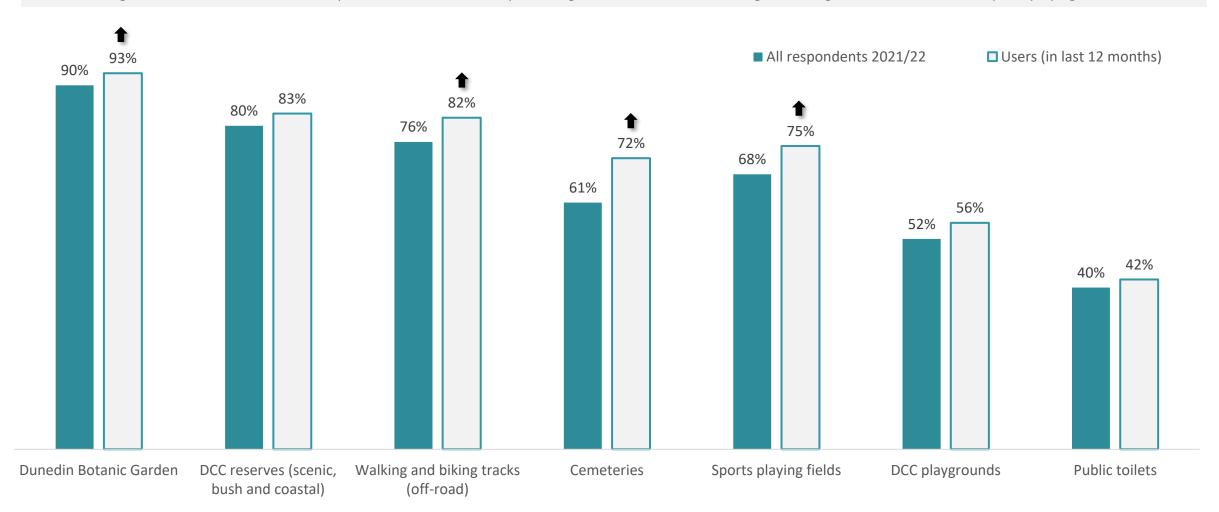






Satisfaction with parks, reserves and open spaces – 2021/22

Those who had used a park, a reserve or an open space facility in the last 12 months gave higher satisfaction ratings, than the total sample. Black arrow indicates a statistically significant different between all respondents and users – this year being the Botanic Garden, walking and biking tracks, cemeteries and sports playing fields.

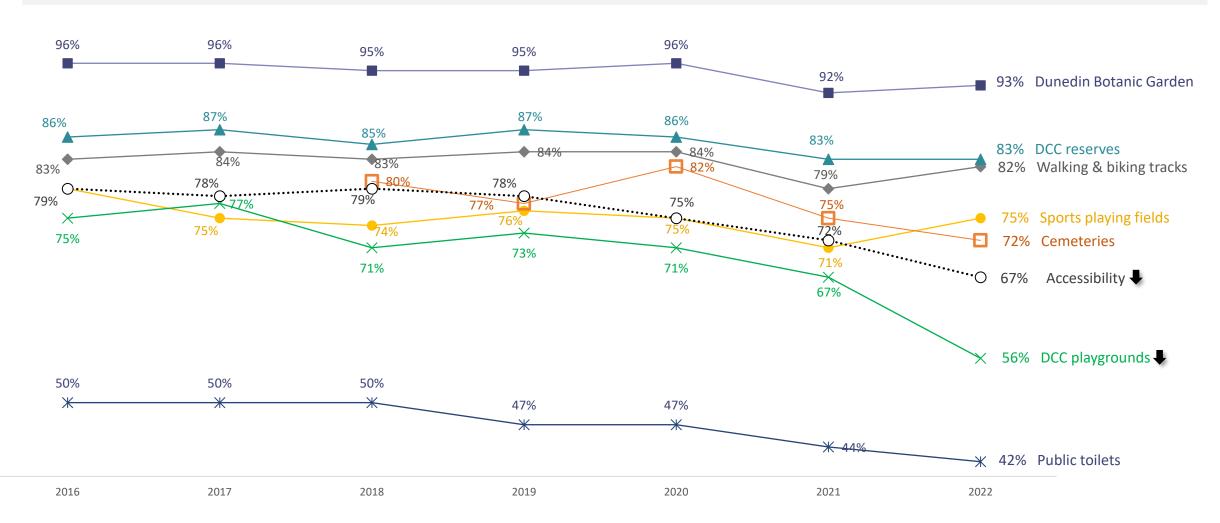






Satisfaction with parks, reserves and open spaces – <u>users</u> over time

Satisfaction rating for most parks, reserves and open spaces facilities has remained stable over the last 12 months. However, declines are evident for playgrounds (56%, down significantly from 67% last year) and accessibility to these facilities (67%, down significantly from 72% last year).













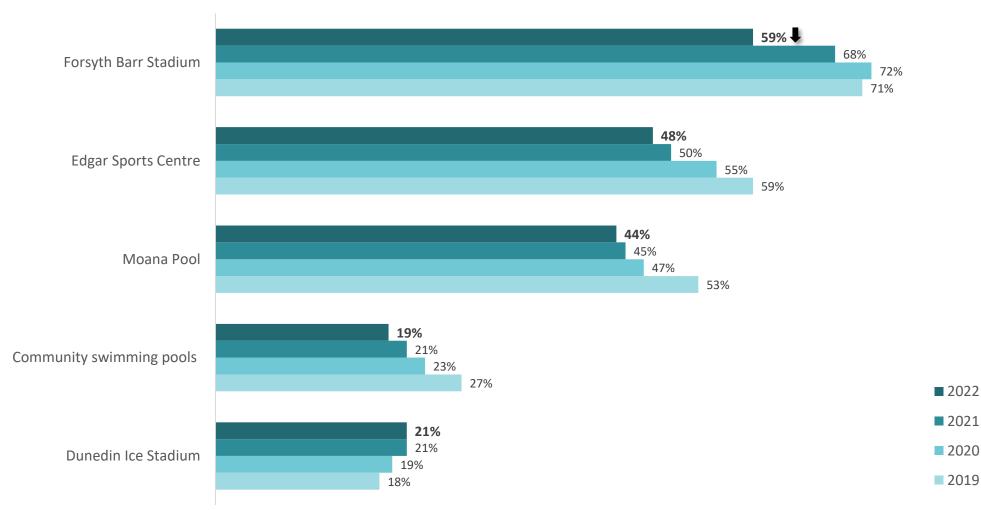
Facilities

Sports and Recreation Facilities



Visiting sports and recreation facilities

Percentage having visited in the last 12 months



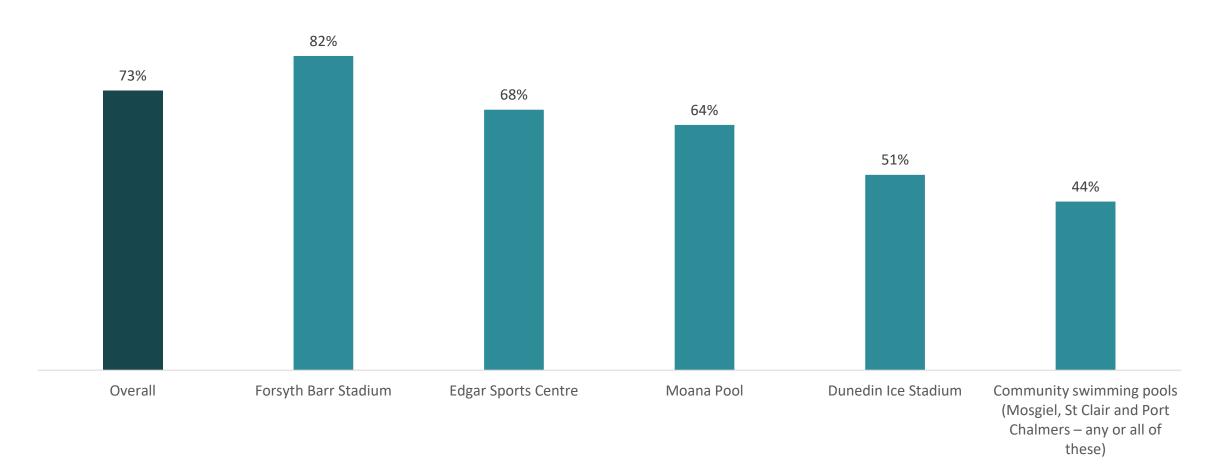




Satisfaction with sports and recreation facilities - 2021/22

Satisfaction ratings were highest for the Forsyth Barr Stadium, followed by the Edgar Sports Centre.

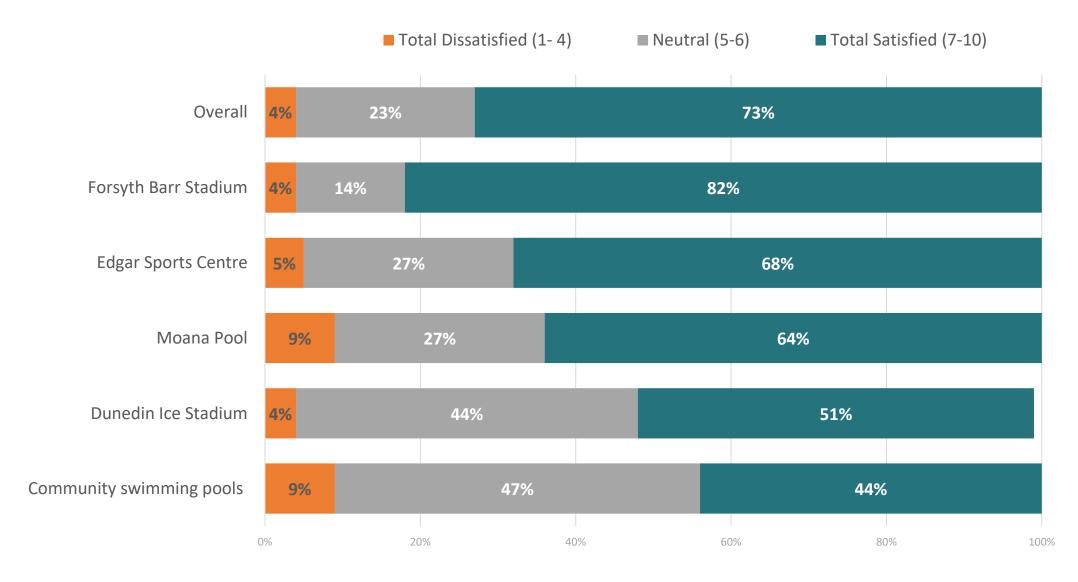
In contrast, satisfaction ratings were lowest for community swimming pools and the Dunedin Ice Stadium.







Satisfaction with sports and recreation facilities – 2021/22

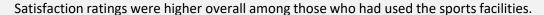




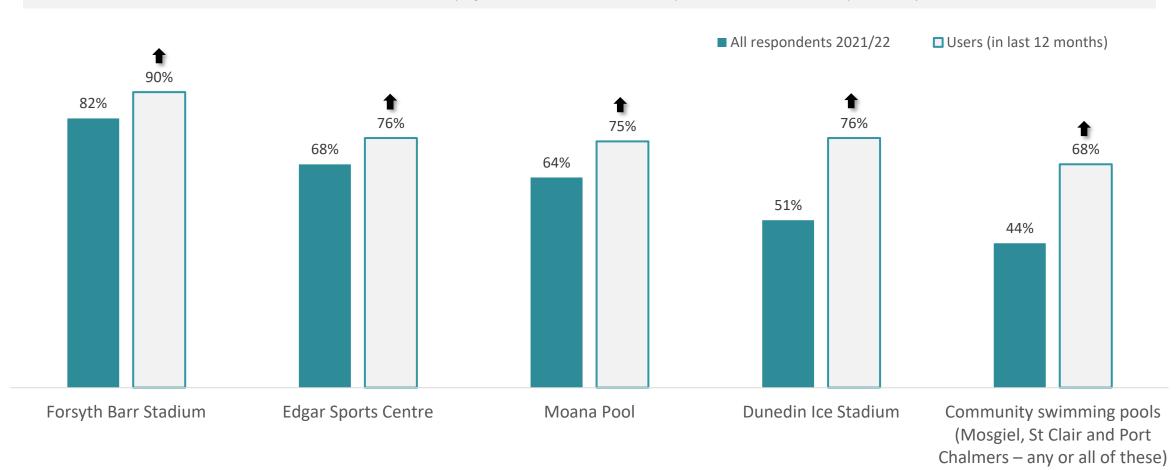
Forsyth Barr Stadium n=943. Exclude 'don't know' response.



Satisfaction with sports and recreation facilities – 2021/22



Black arrow indicates a statistically significant different between all respondents and users of each sports facility.



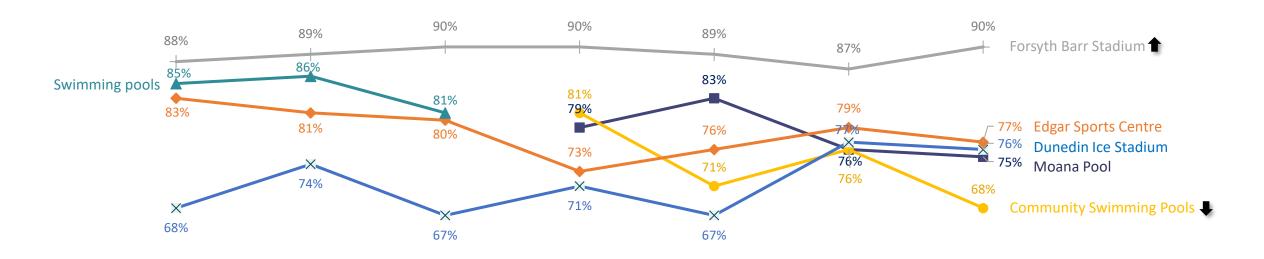






Satisfaction with sports and recreation facilities – <u>users</u> over time

Over the last 12 months there has been a decline in satisfaction with community swimming pools among those that use them. Users' satisfaction is stable for all other facilities.





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

In the 2019 questionnaire, 'In the last 12 months how frequently have you visited Swimming pools: Moana, Mosgiel, St Clair, Port Chalmers (any or all of these)' has been removed and replaced with 'Moana swimming pool' and 'Community swimming pools'.



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

Black arrow indicate statistically significant higher or lower result from the 2020-21 survey.











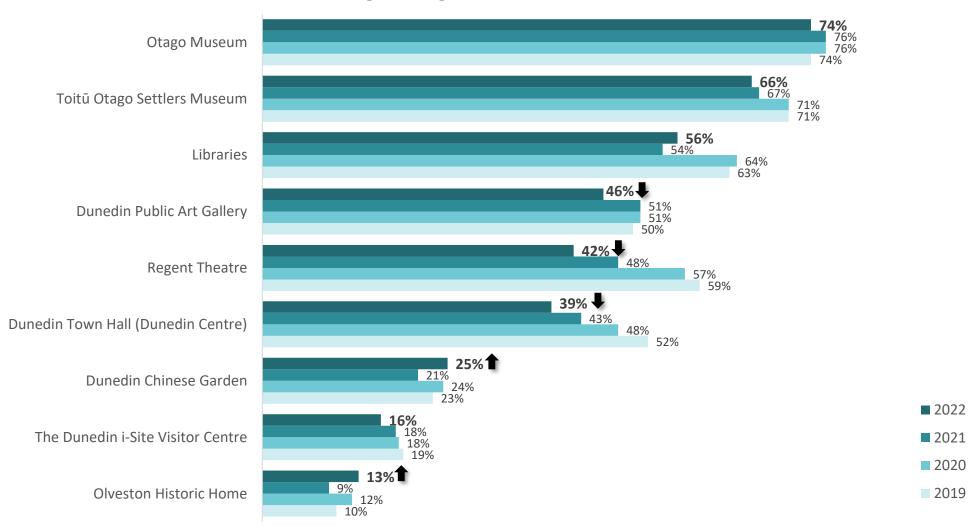
Facilities

Other Public Facilities



Usage of other public facilities

Percentage having visited in the last 12 months





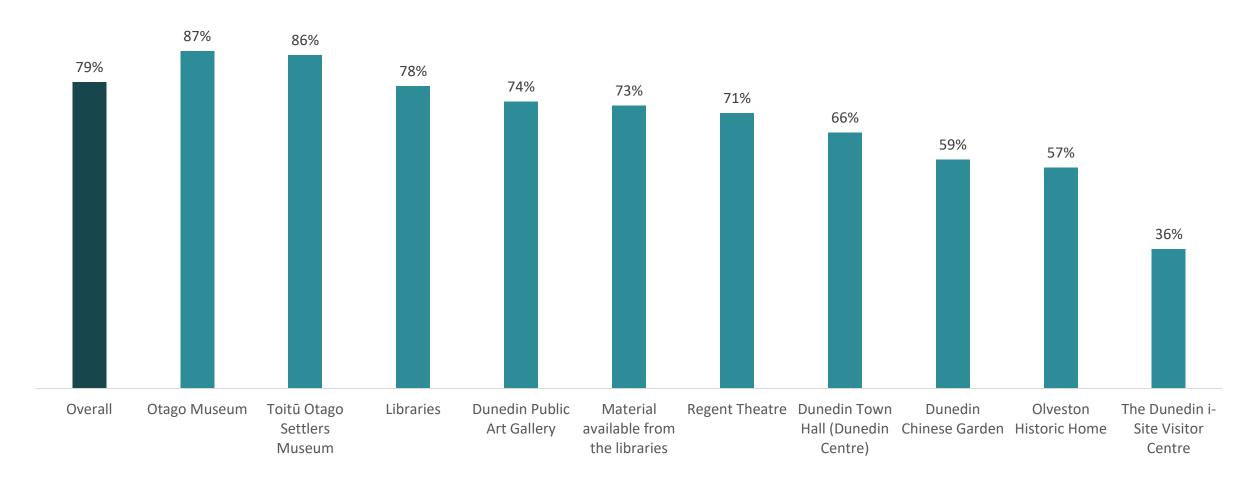


Satisfaction with other public facilities – 2021/22

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

In contrast, satisfaction ratings were lower for the Dunedin i-Site Visitor Centre, Olveston Historic Home, and the Dunedin Chinese Garden.

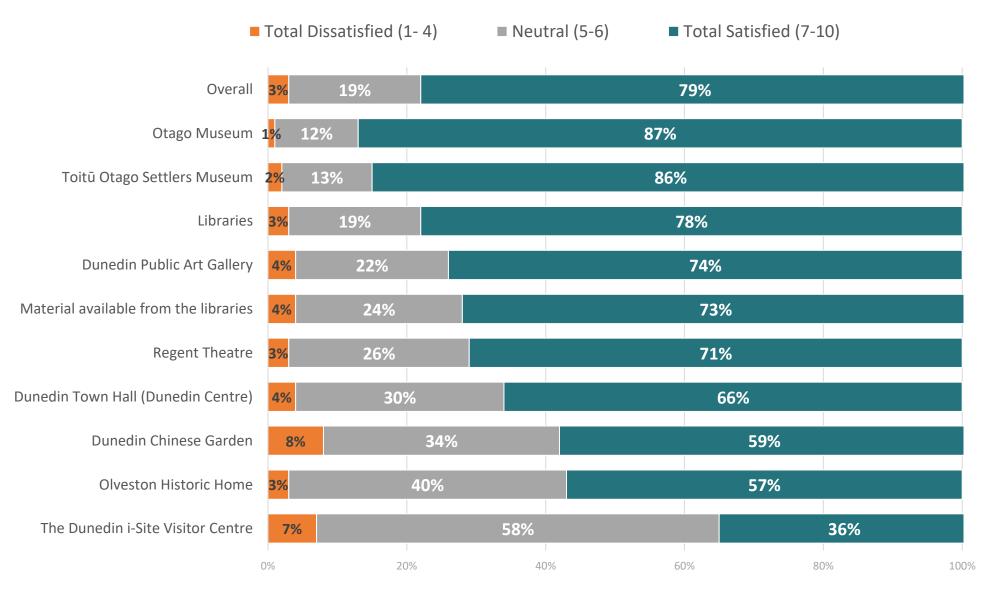
However, it should be noted that these three facilities have higher percentages of neutral ratings (rather than negative ratings), likely due to their lower levels of use.







Satisfaction with other public facilities 2021/22





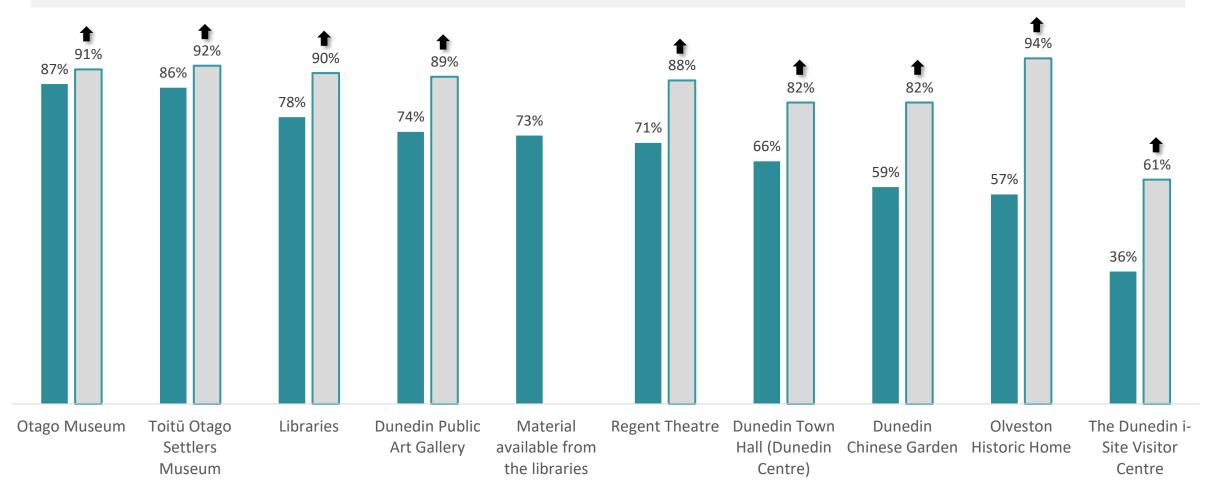


Satisfaction with other public facilities – 2021/22

Those who had used the facility at least once in the last twelve months gave higher satisfaction ratings across all the facilities.

Black arrows indicate a statistically significant different between all respondents and users of each public facility.

The biggest difference in satisfaction ratings between all respondents and users were for the three facilities that had the smallest number of users overall – Dunedin Chinese Garden, Olveston Historic Home and the i-site visitor center.



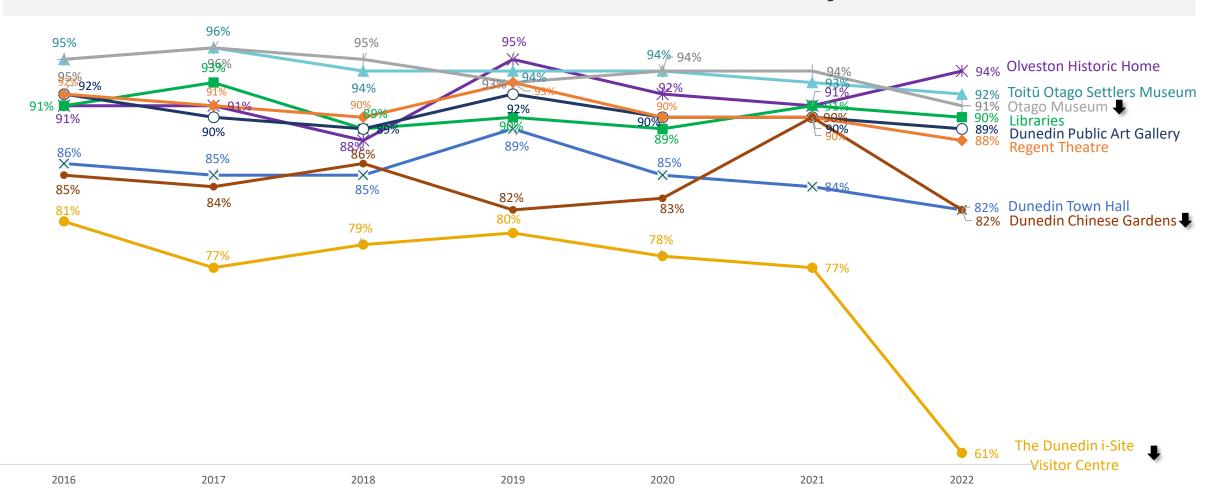




Satisfaction with other public facilities – <u>users</u> over time

The most notable change in 2021/22 has been a significant decline in user satisfaction with the Dunedin i-Site.

User satisfaction with the Dunedin Chinese Gardens has also declined over the last 12 months after a significant increase in 2021.





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



Comments about Dunedin's facilities in the last year

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

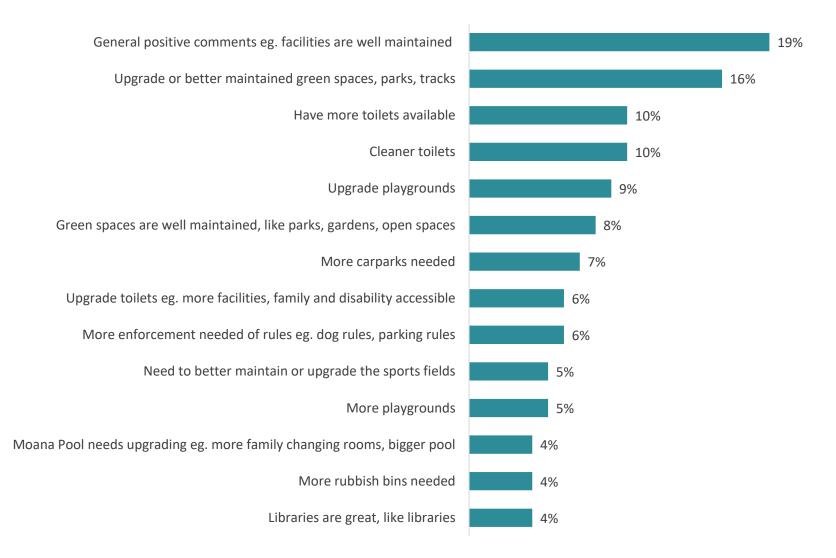




Chart does not include responses less than 4%.









Infrastructure

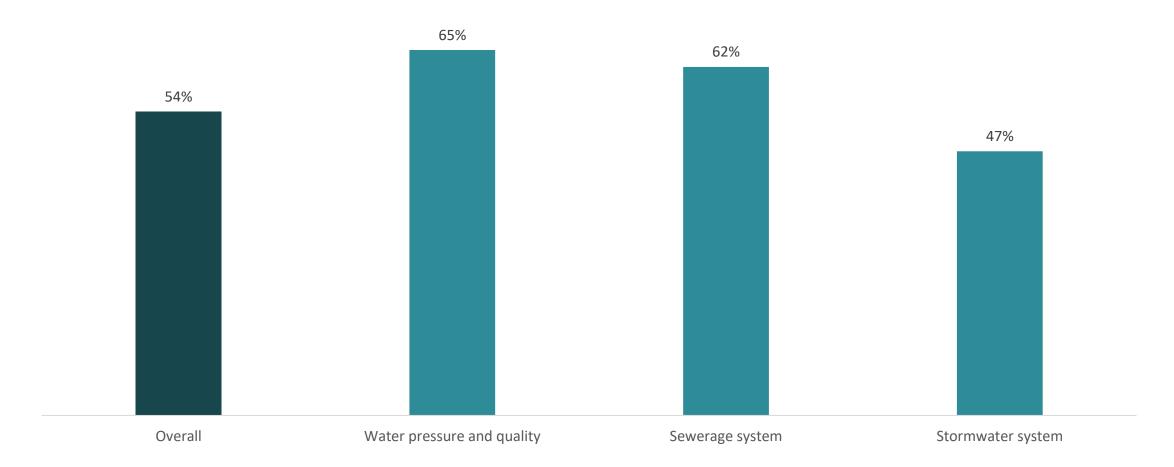
Water and Roading



Satisfaction with water related infrastructure – 2021/22

Overall just over half of residents are satisfied with water related infrastructure.

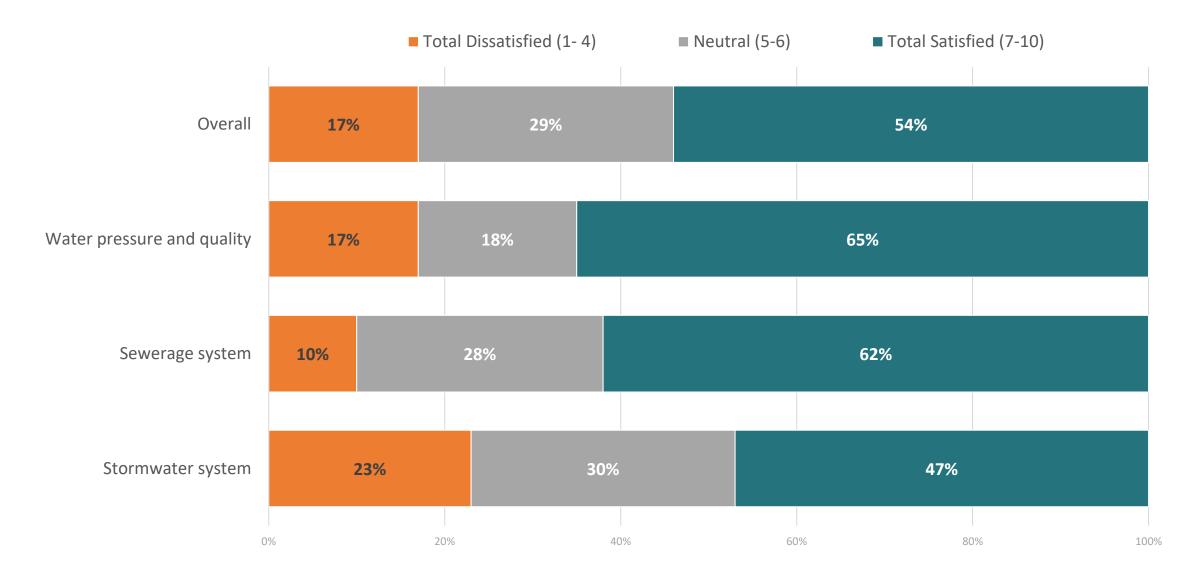
Individual satisfaction ratings for 2021/22 are mixed, ranging from 65% for water pressure and quality and 62% for the sewerage system, to 47% for the stormwater system.







Satisfaction with water supply, stormwater and sewerage – 2021/22



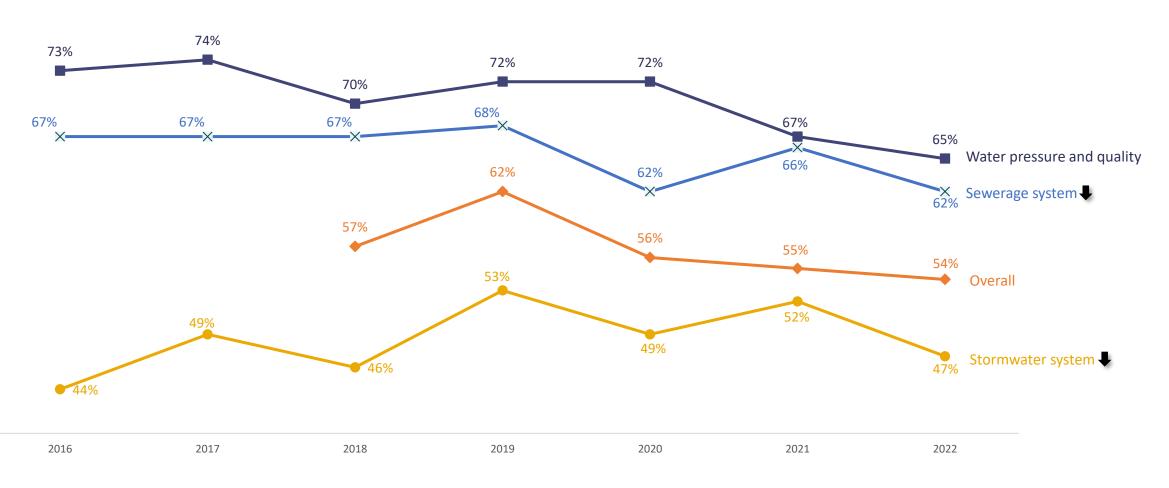




Satisfaction with water related infrastructure over time

Overall satisfaction with water related infrastructure is stable from the last twelve months.

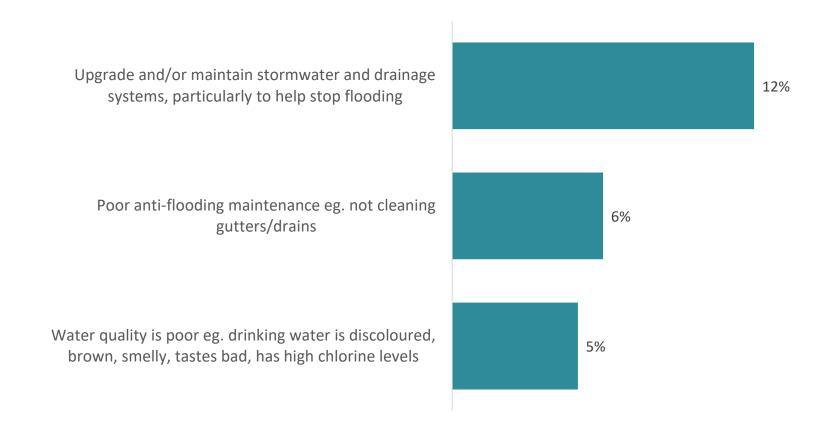
Satisfaction with the sewerage and stormwater systems has decreased significantly, back to similar level in 2020.







Comments about water related infrastructure in the last year





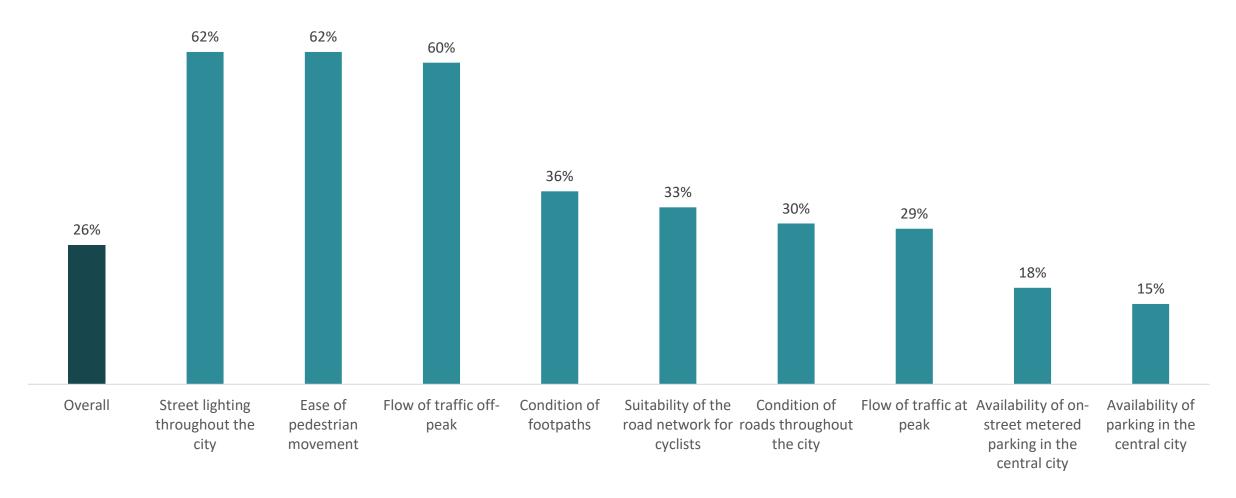


Satisfaction with roads, footpaths, lighting and parking – 2021/2022

Overall, 26% of residents were satisfied with roading related infrastructure this year.

Highest satisfaction ratings were for street lighting and of ease of pedestrian movement, followed by the flow of traffic at off-peak times.

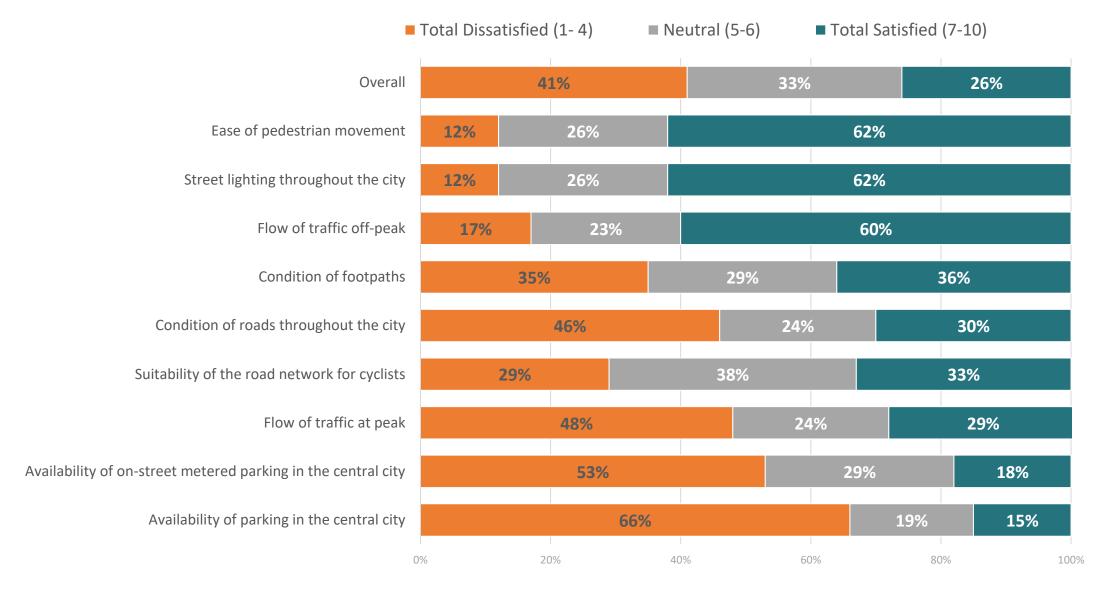
In contrast, respondents were least satisfied with the availability of parking in the central city.







Satisfaction with roads, footpaths, lighting and parking – 2021/22



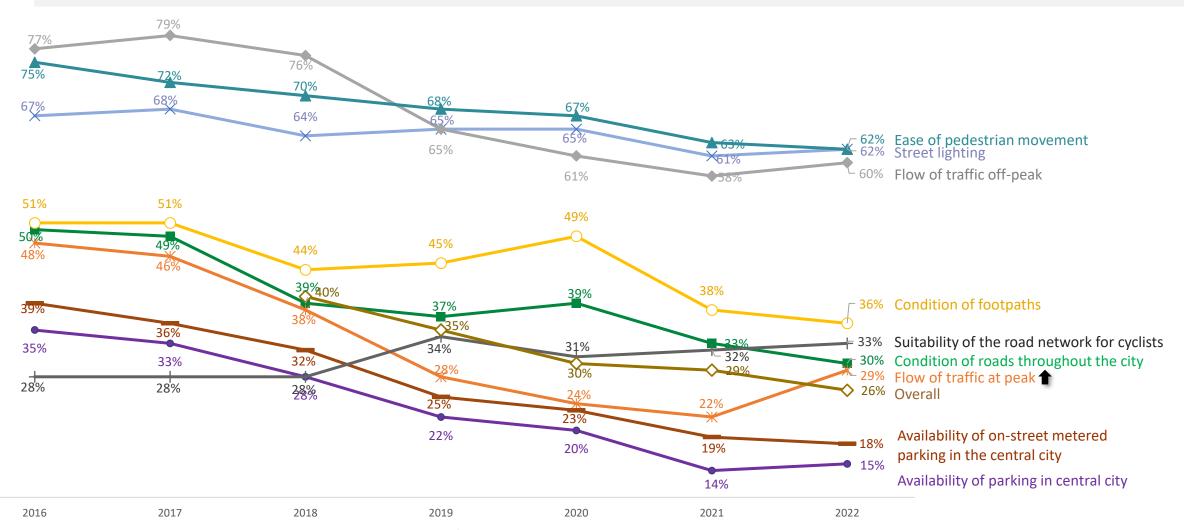




Satisfaction with roads, footpaths, lighting and parking over time

Overall satisfaction with roading-related infrastructures continues to decline, down a further 3 percentage points over the last 12 months.

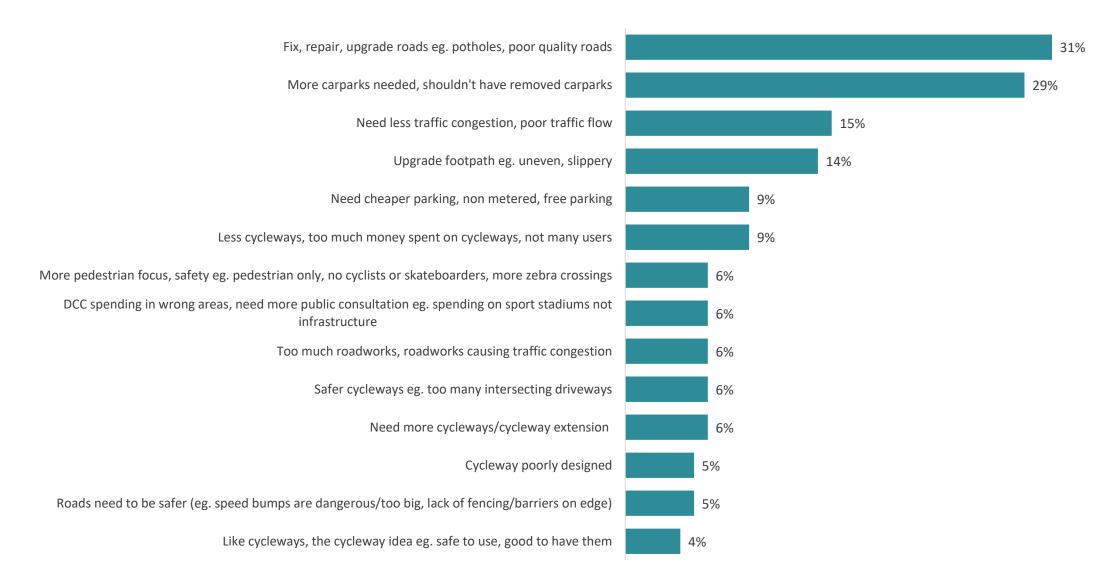
There has been a significant increase in satisfaction with the flow of traffic at peak hours. Ratings for all other individual roading aspects are stable from last year.







Comments about roading related infrastructure in the last year









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Services

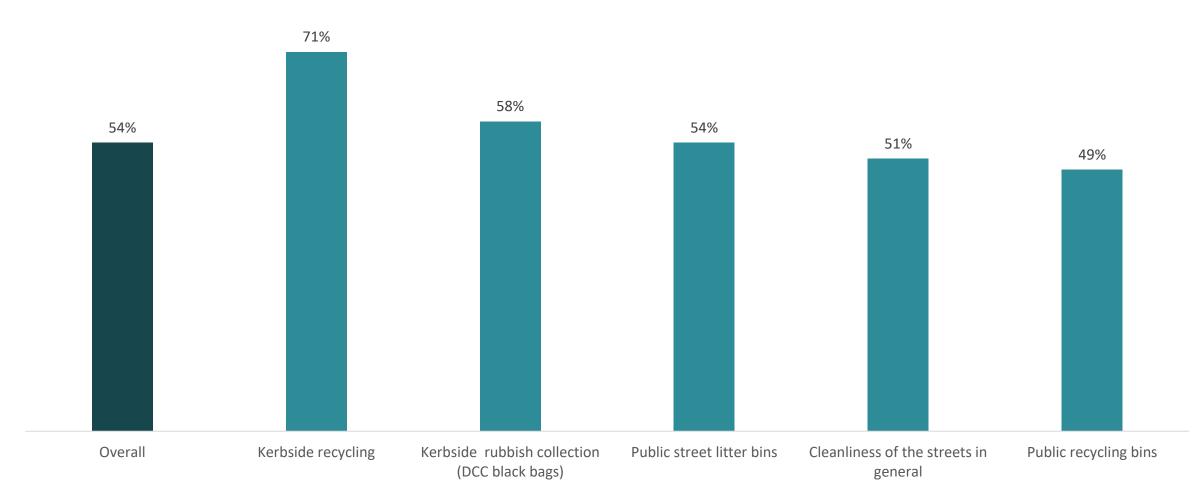
Waste Management and Regulatory



Satisfaction with waste management - 2021/22

Overall, over half of respondents are satisfied with waste management services.

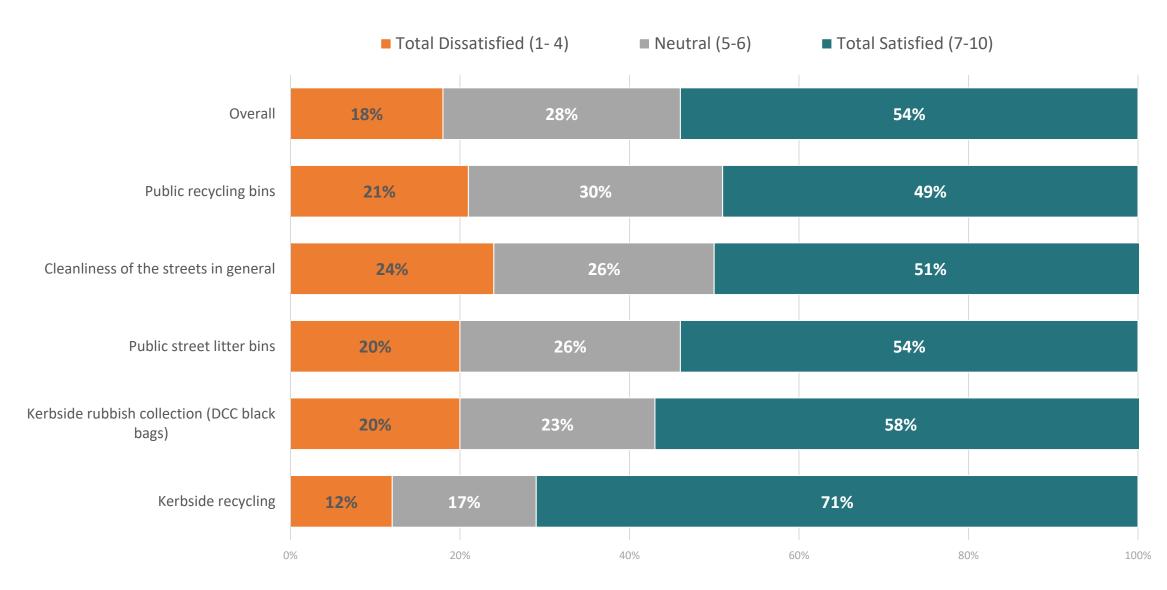
Positive ratings are highest for kerbside recycling and lowest for public recycling bins.







Satisfaction with waste management – 2021/22

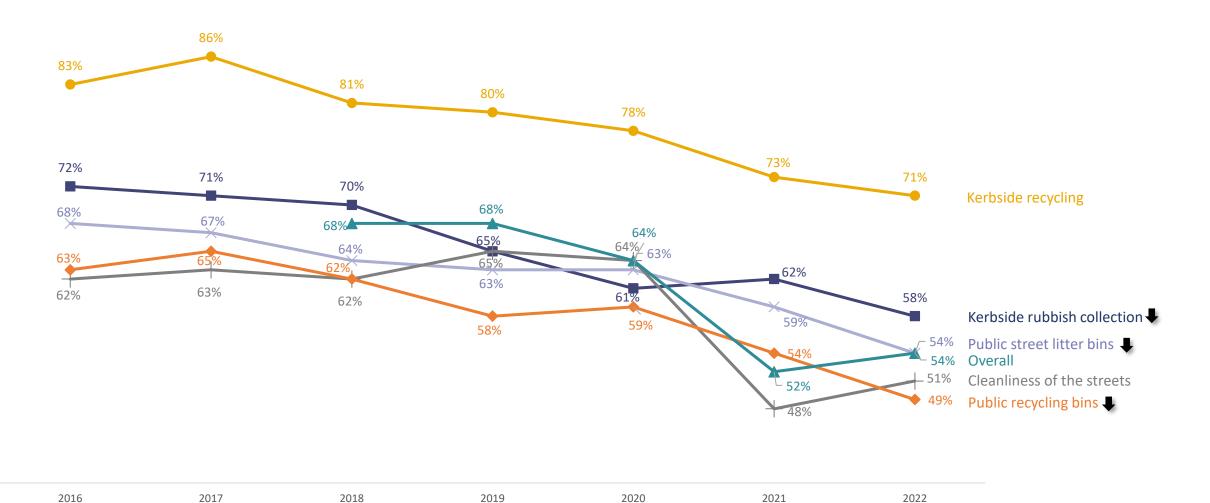






Satisfaction with waste management over time

While overall satisfaction with waste management services is stable from last year, most of the individual aspects of waste management have declined significantly – kerbside rubbish collection, public street litter bins and public recycling bins.



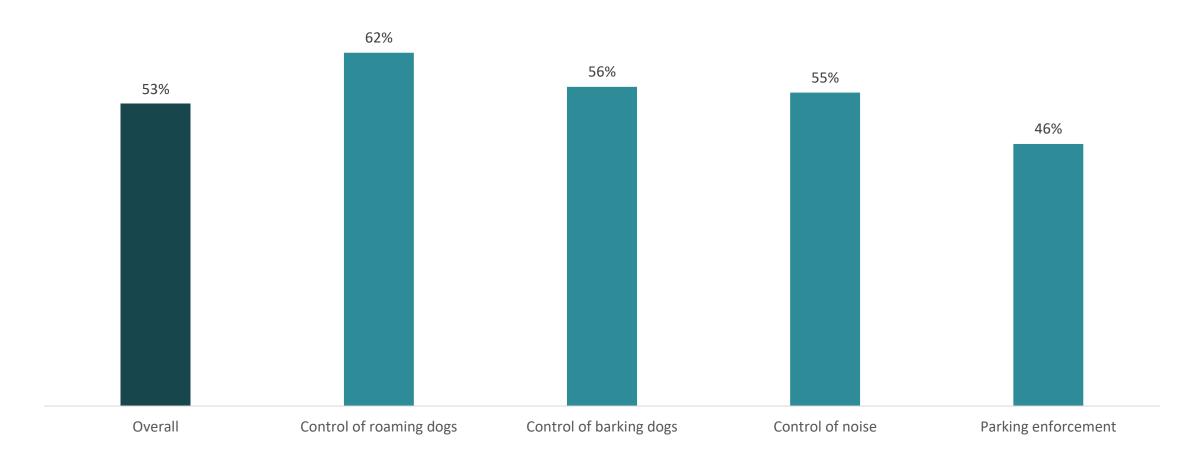




Satisfaction with regulatory services – 2021/22

In 2021/22, over half of respondents are satisfied with regulatory services overall.

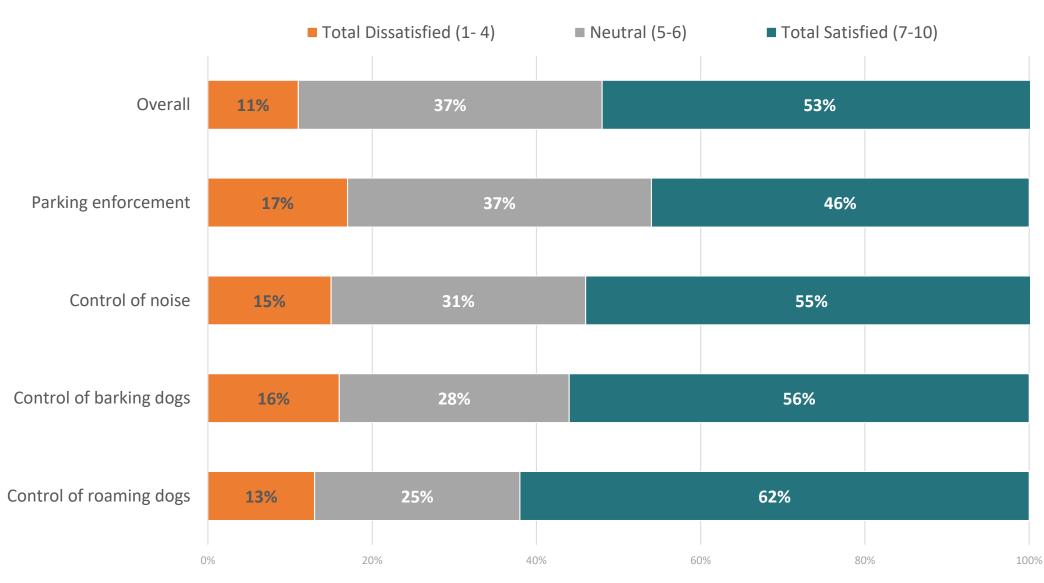
Satisfaction ratings were highest for control of roaming dogs and lowest for parking enforcement.







Satisfaction with regulatory services – 2021/22

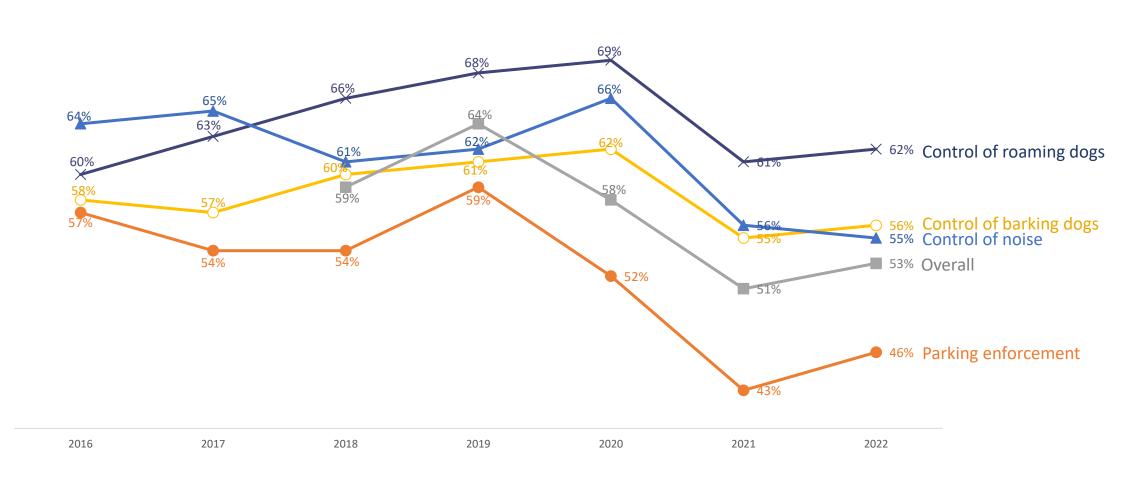






Satisfaction with regulatory services over time

After notable declines between 2020 and 2021, overall satisfaction with regulatory services and satisfaction with all individual control and enforcement services have remained stable over the last 12 months.

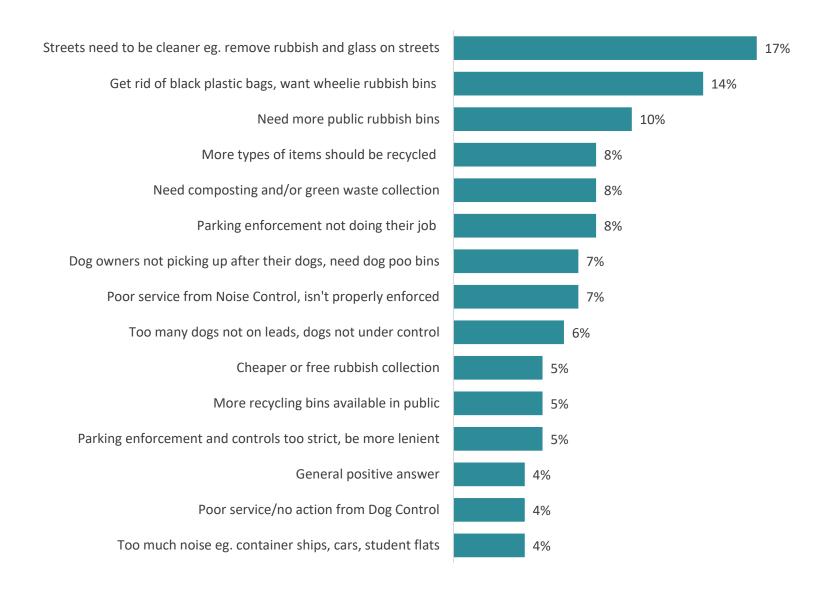








Comments about Dunedin's services









Planning and Urban Design



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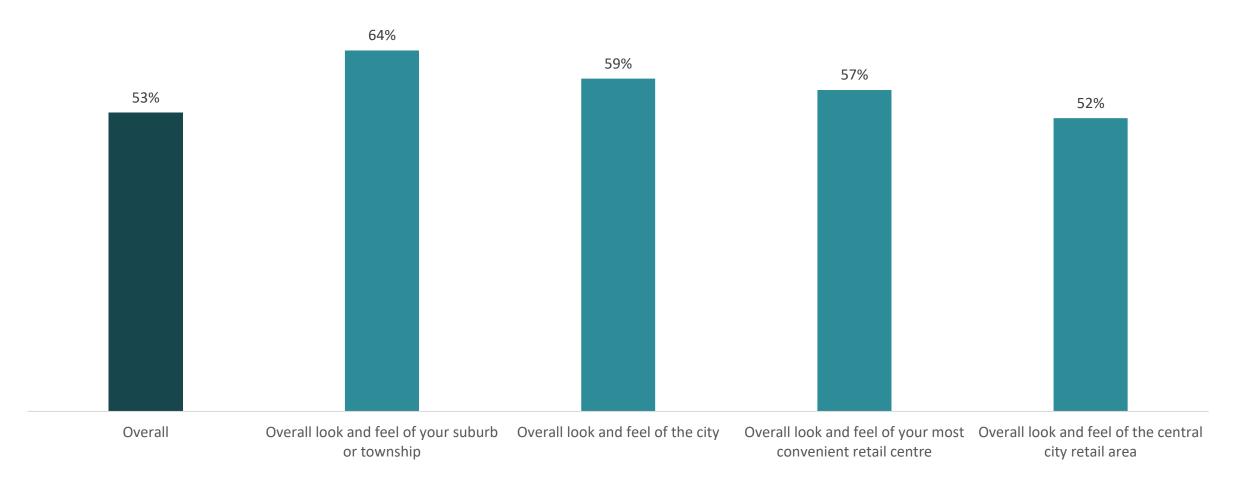




Satisfaction with planning and urban design – 2021/22

Over half of respondents are satisfied with the way the city is developing overall in terms of planning and urban design.

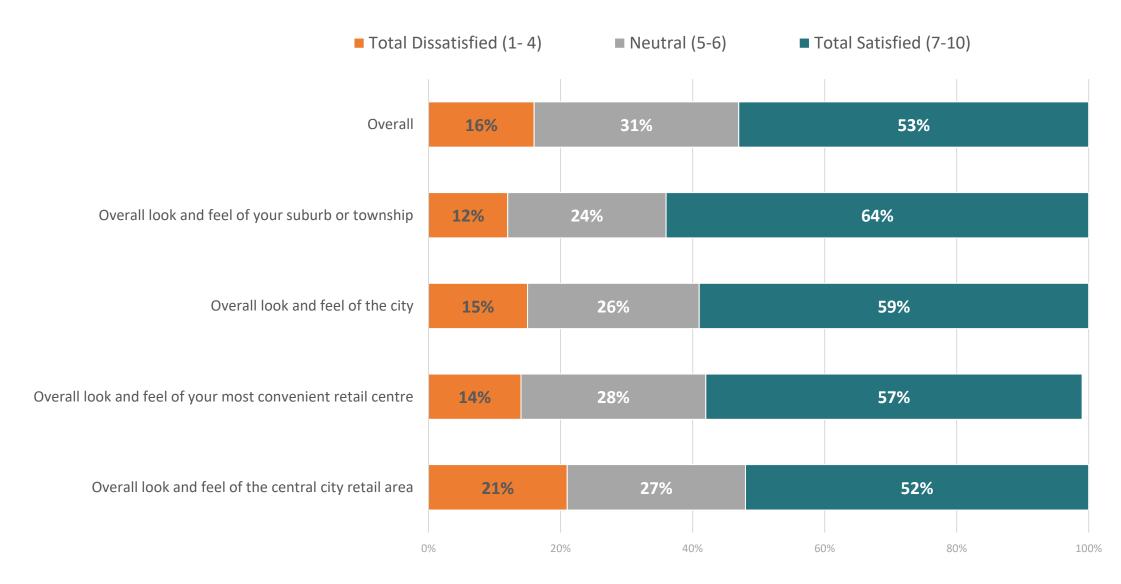
Satisfaction is highest for the overall look and feel of your suburb or township, and lowest for the overall look and feel of the central city retail area.







Satisfaction with planning and urban design – 2021/22

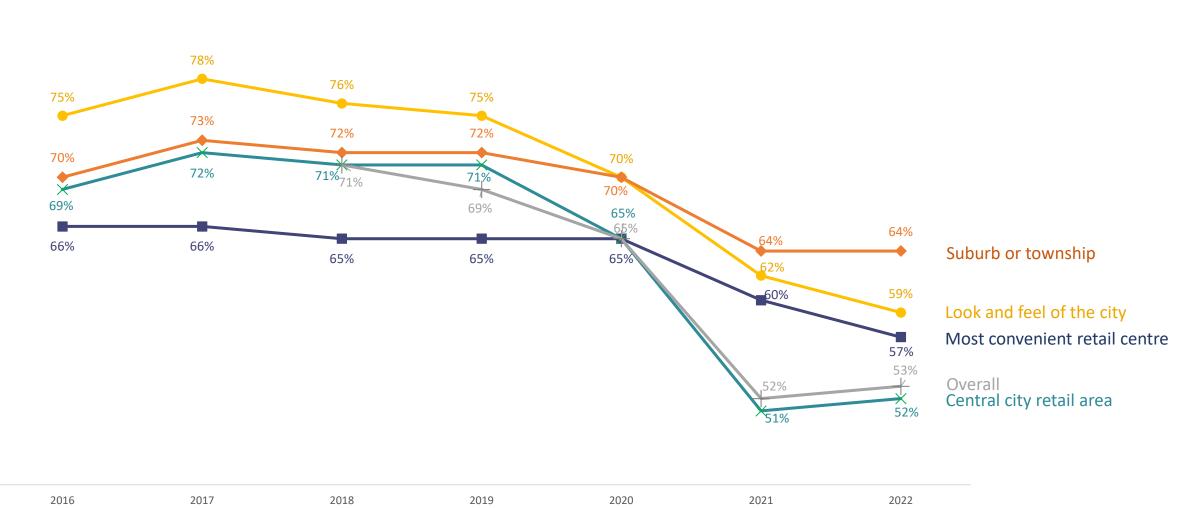






Satisfaction with planning and urban design over time

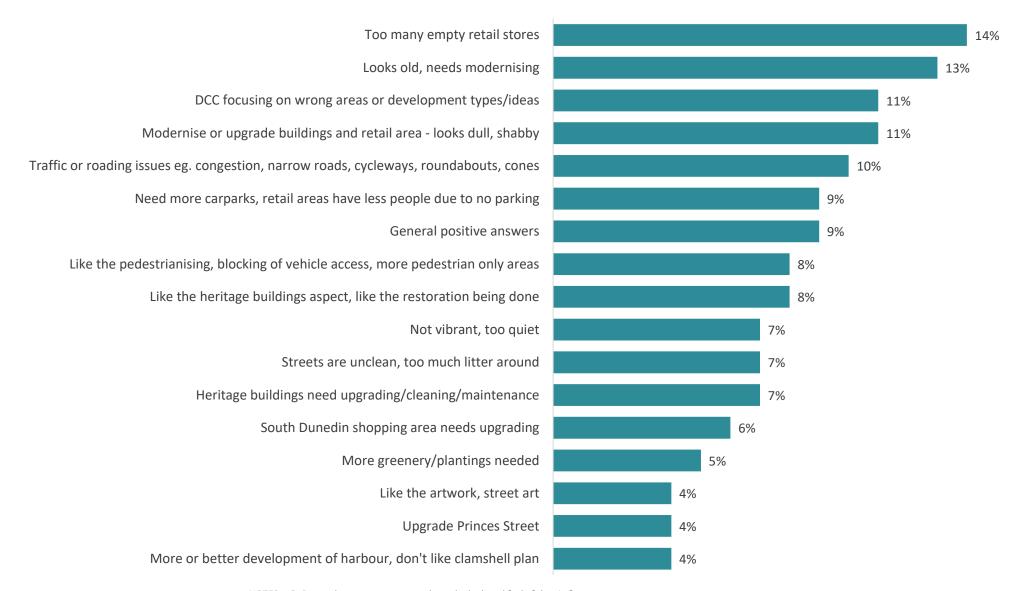
Satisfaction with all aspects of planning and urban design have remained stable over the last twelve months.







Comments about the look and feel of the city











Contact and Information

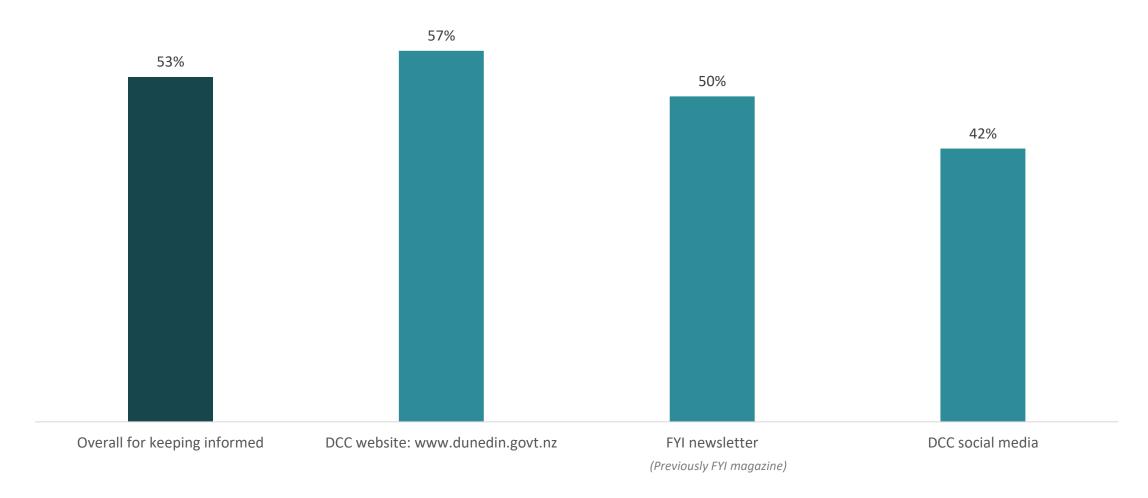




Satisfaction with communication channels – 2021/22

Overall, half of respondents (53%) are satisfied with how well DCC keeps residents informed.

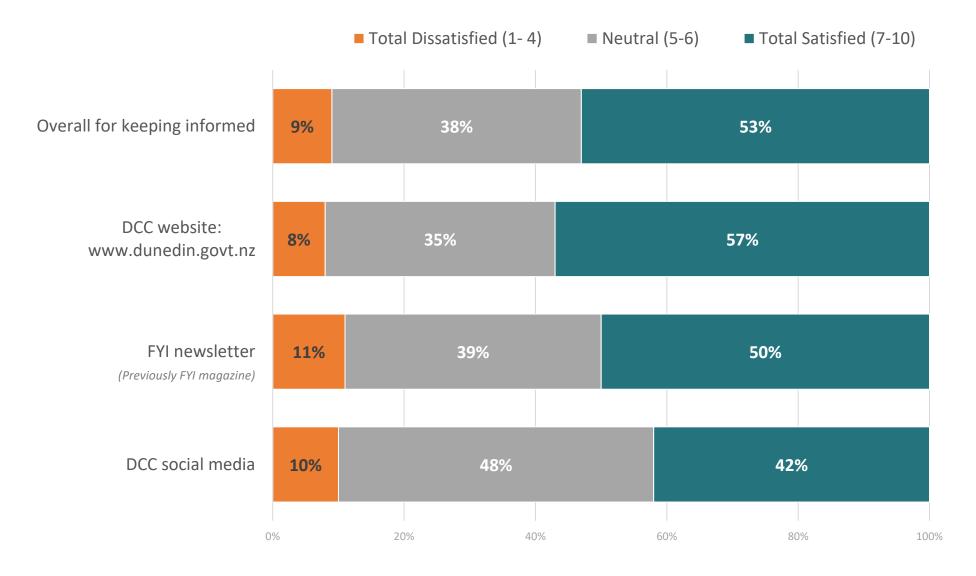
Satisfaction ratings are highest for the DCC website and lowest for DCC social media.







Satisfaction with communication channels – 2021/22



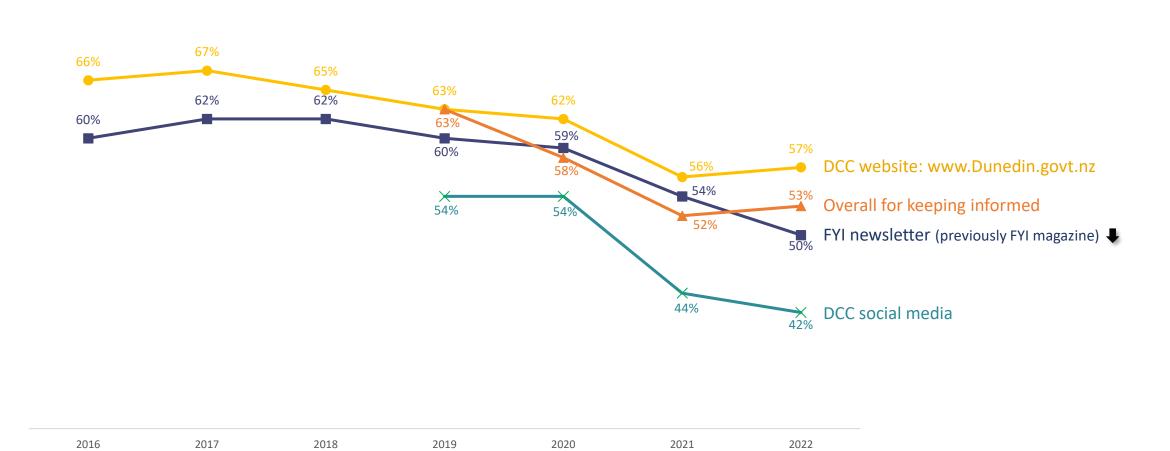




Satisfaction with communication channels over time

Overall satisfaction with how well DCC keeps residents informed is stable from last year.

Satisfaction with the FYI newsletter (previously FYI magazine) continues to decline.







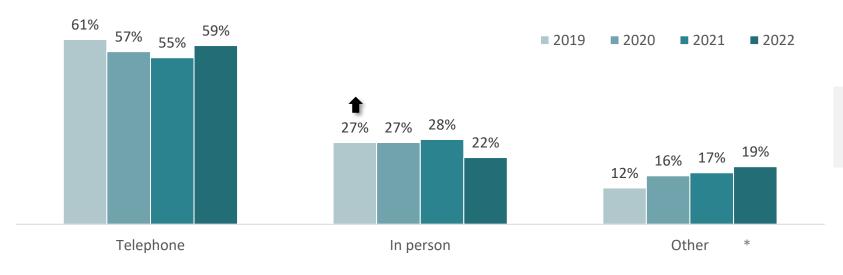
Interacting with Dunedin City Council staff

Have contacted DCC staff in the last three months



Less than one in three respondents said they have had to contact DCC staff in the last three months (at time of surveying). This is the lowest proportion reported in the last five years.

(Those who had contact) Form of contact with DCC Staff over time



*While not asked for specifically in the survey, 'other' contact would likely include contact via email and letter.

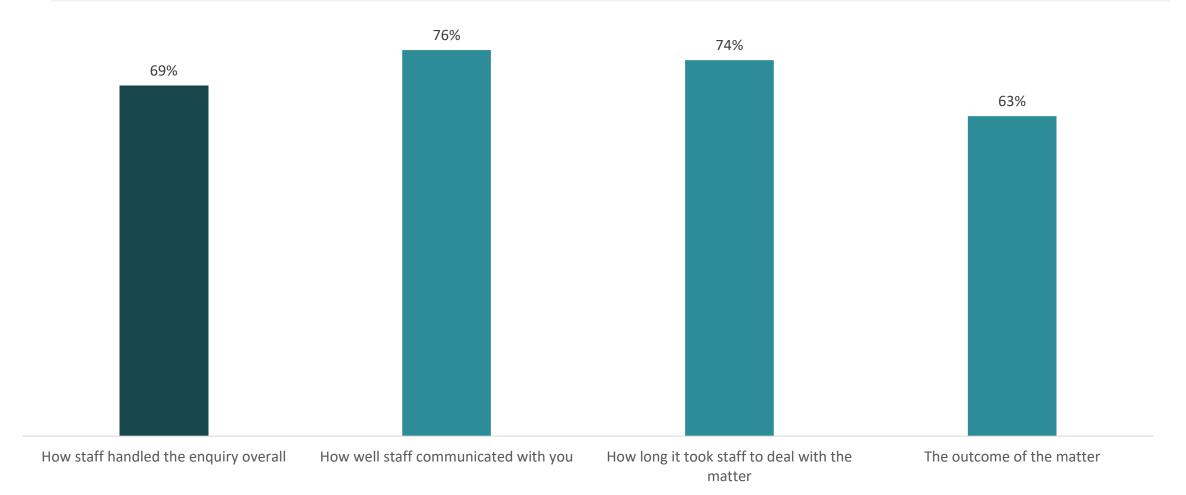
For those who had made contact, 59% had done so by phone. Attributable at least in part to COVID-19, the share visiting in person has declined over the last 12 months.





Satisfaction with Dunedin City Council staff – 2021/22

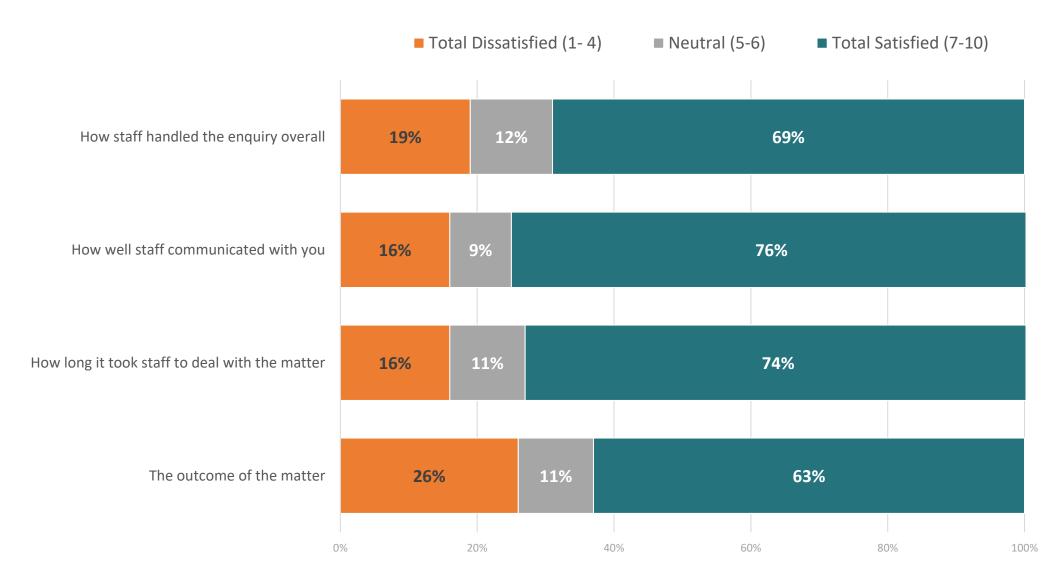
Overall, 69% of respondents who contacted DCC in the last three months are satisfied with how DCC staff handled the enquiry, in particular with how well staff communicated (76%) and how long it took the staff to deal with the matter of concern (74%).







Satisfaction with Dunedin City Council staff – 2021/22

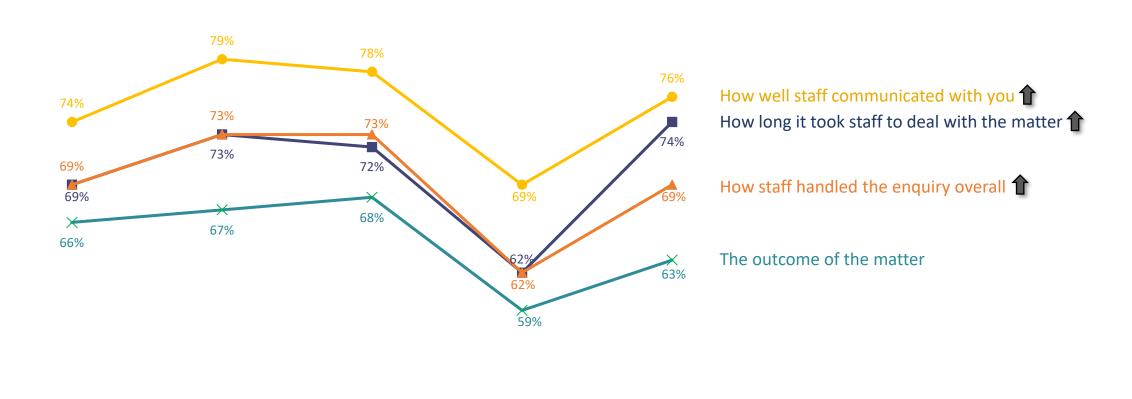






Satisfaction with Dunedin City Council staff over time

All four measures related to satisfaction with DCC staff have increased significantly when compared with last year, and are returning to 2020 levels.



2021

2022



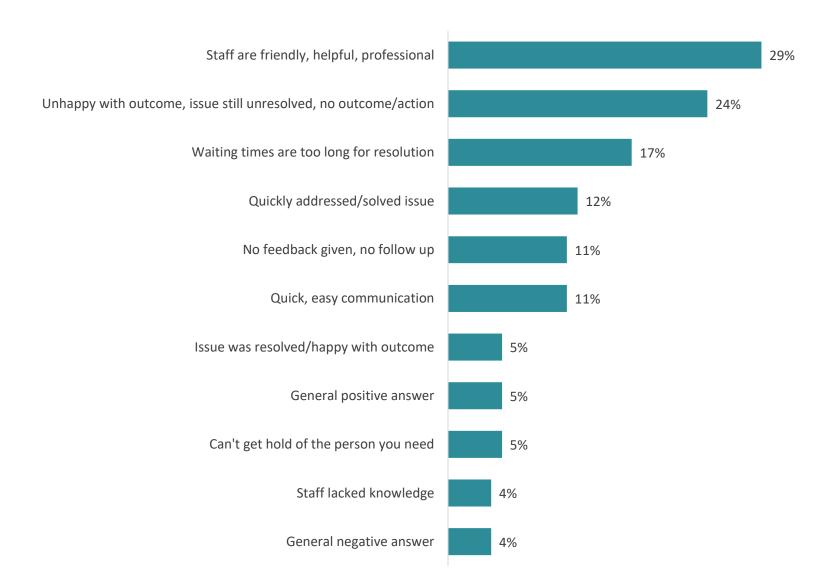
2018

2019

2020



Comments about interacting with Dunedin City Council staff









Leadership & Overall Satisfaction



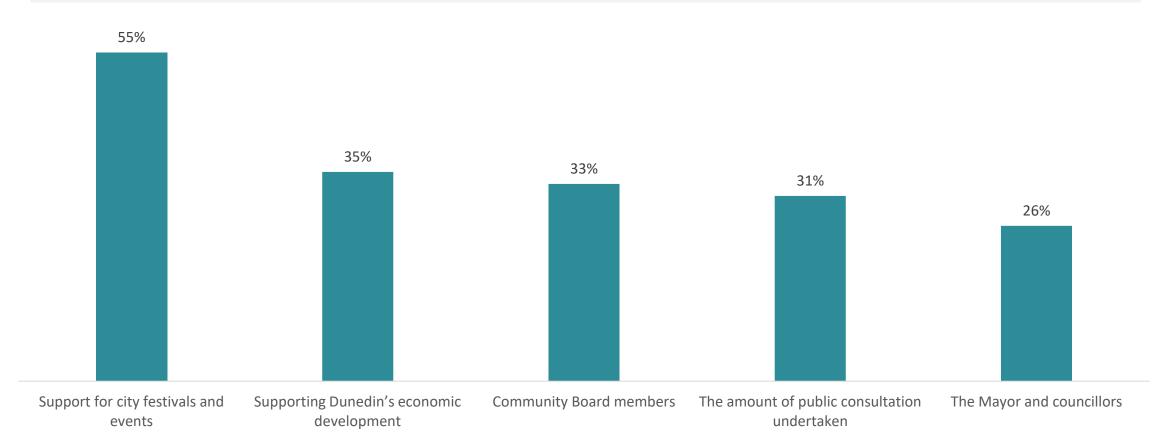
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Satisfaction with Dunedin City Council leadership – 2021/22

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

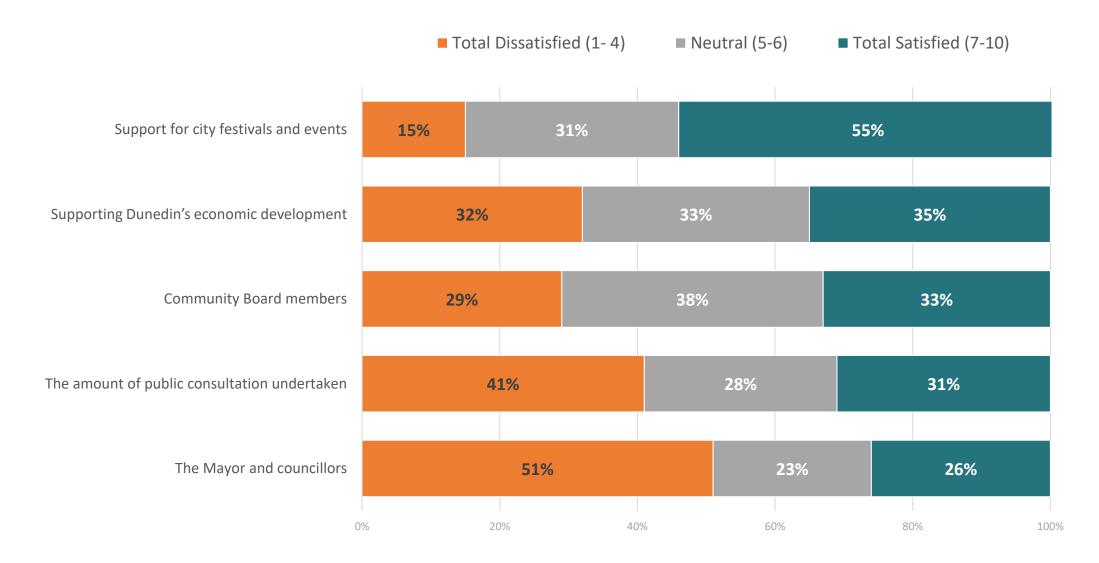
Less than a third of respondents were satisfied with the other four leadership measures, including only 26% giving a positive rating for the overall performance of the Mayor and Councillors.







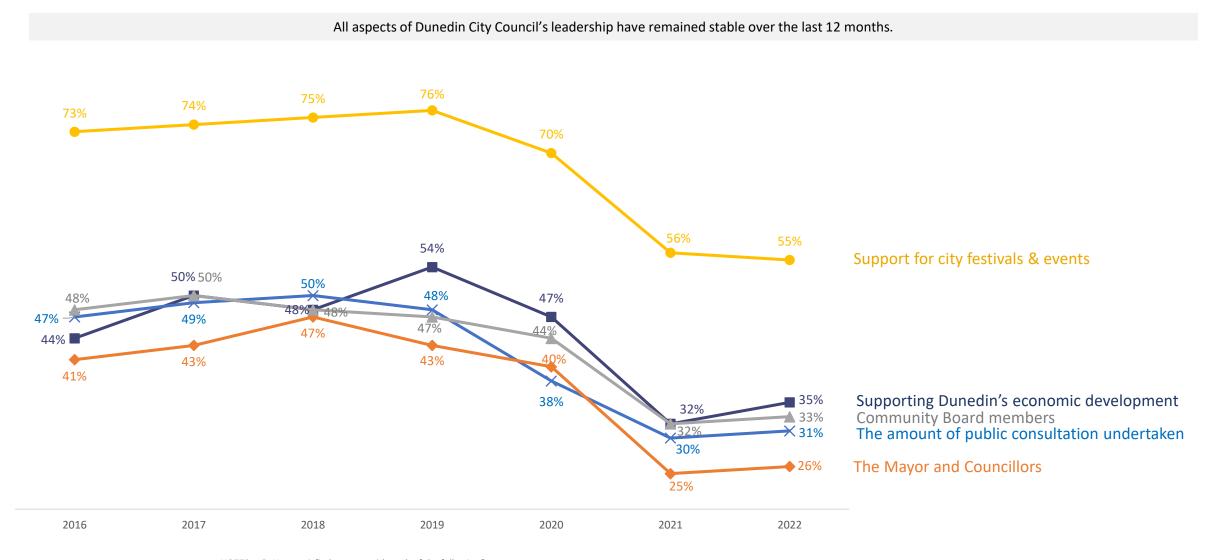
Satisfaction with Dunedin City Council leadership – 2021/22







Satisfaction with Dunedin City Council leadership over time





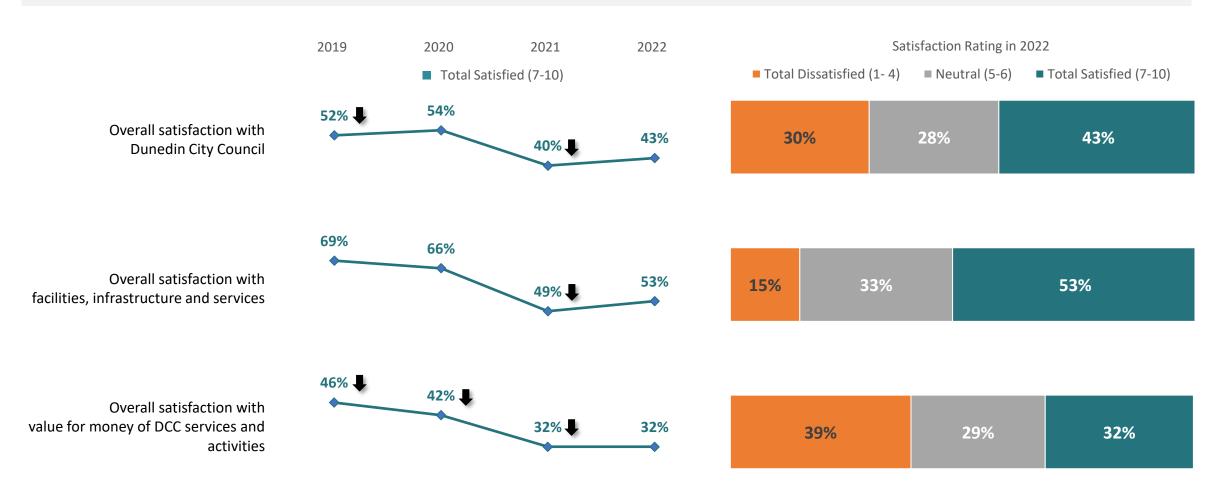
Black arrow indicate statistically significant higher or lower result from the 2020-2021 survey.



Overall satisfaction ratings

Similar to previous years, overall satisfaction remains the highest for Council facilities, infrastructure and services.

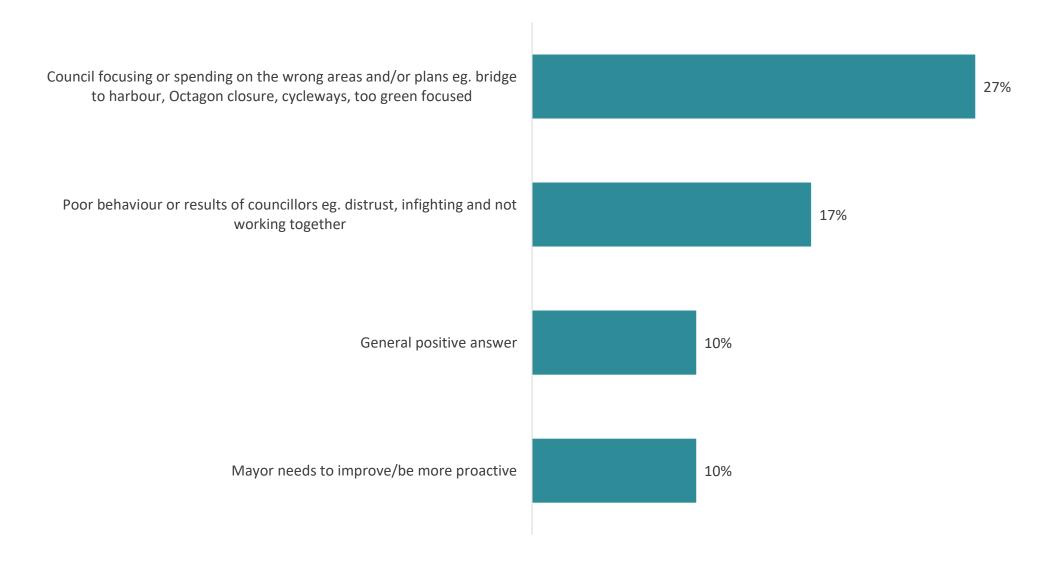
Satisfaction with all three aspects of Dunedin City Council remain stable over the last 12 months.







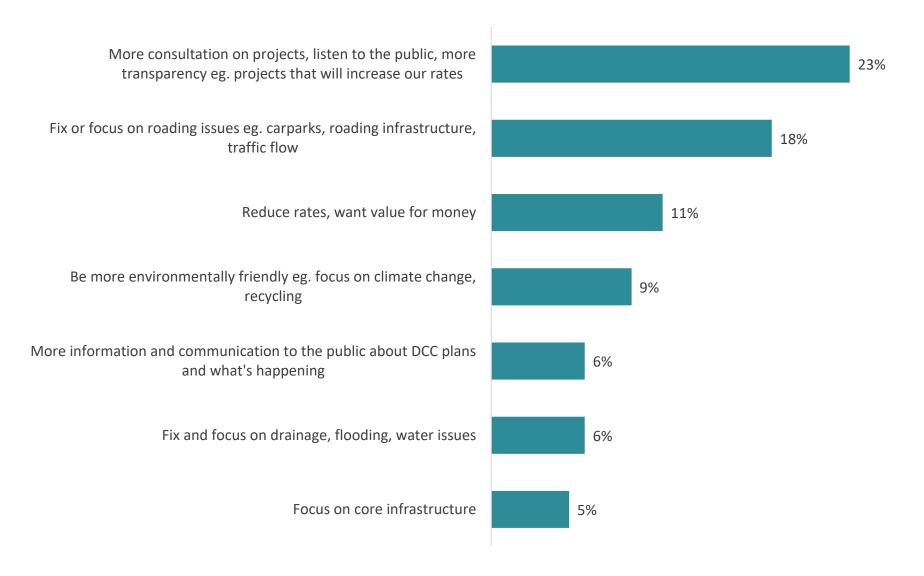
Comments on the performance of DCC in the last year







Improvements we would like to see this year









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Perceptions of Dunedin

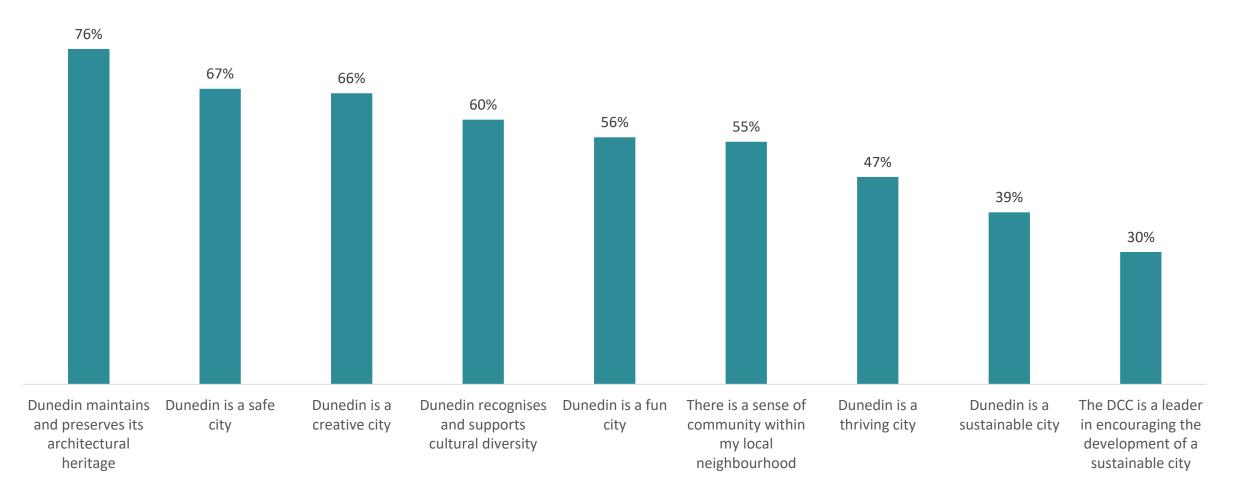




Perceptions of the city – 2021/22

Of the nine aspects of the city considered, Dunedin City Council received the highest share of positive ratings for maintaining and preserving its architectural heritage.

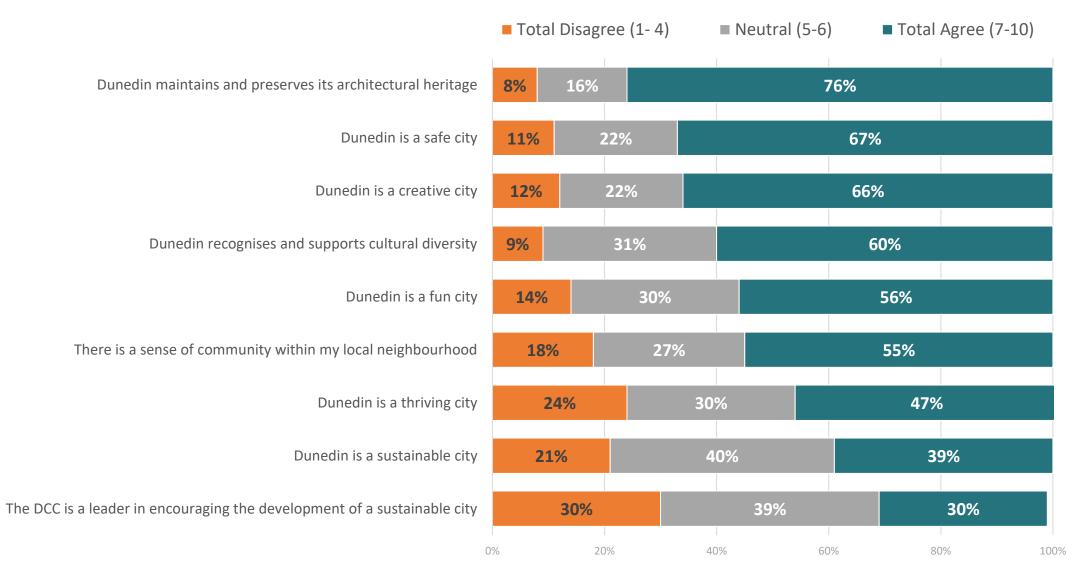
In contrast, ratings are lowest for the DCC being a leader in encouraging the development of a sustainable city and for Dunedin being a sustainable city.







Perceptions of the city – 2021/22

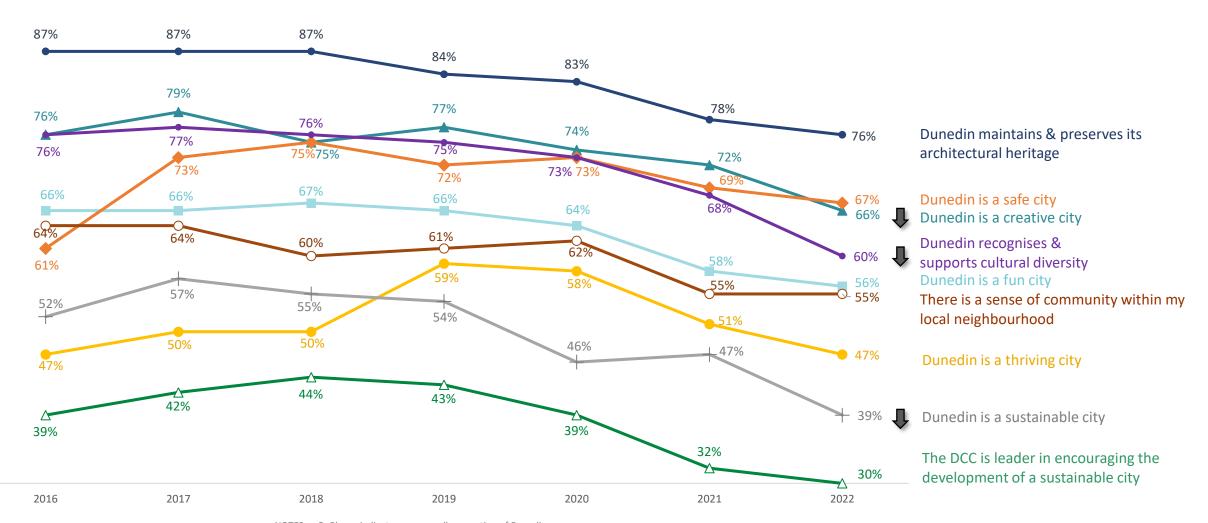






Perceptions of the city over time

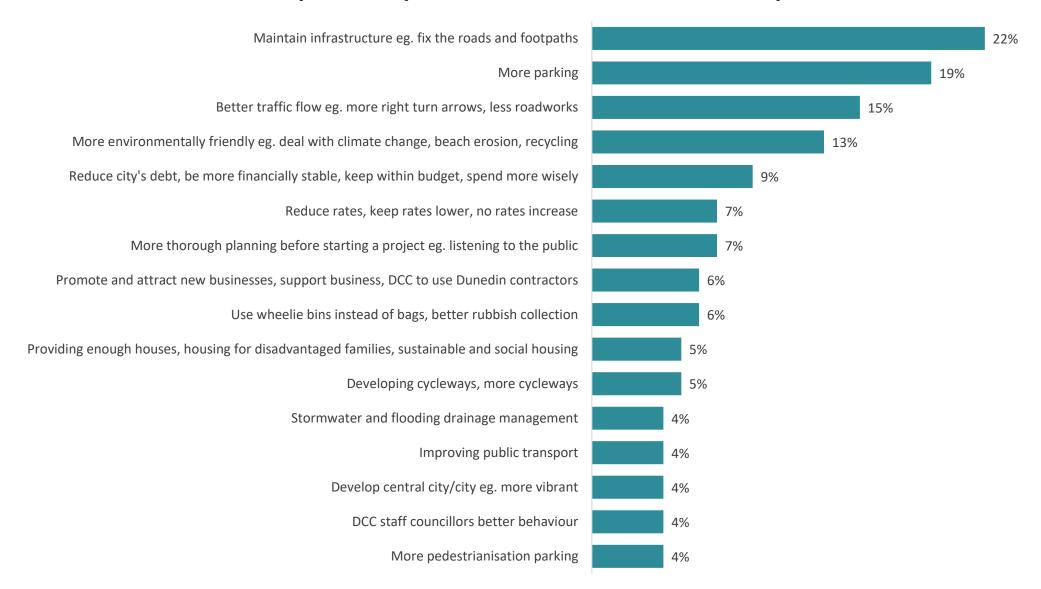
When compared with last year, positive ratings have declined significantly for residents' perceptions on Dunedin being a creative city, Dunedin being a sustainable city as well as Dunedin recognising and supporting cultural diversity.







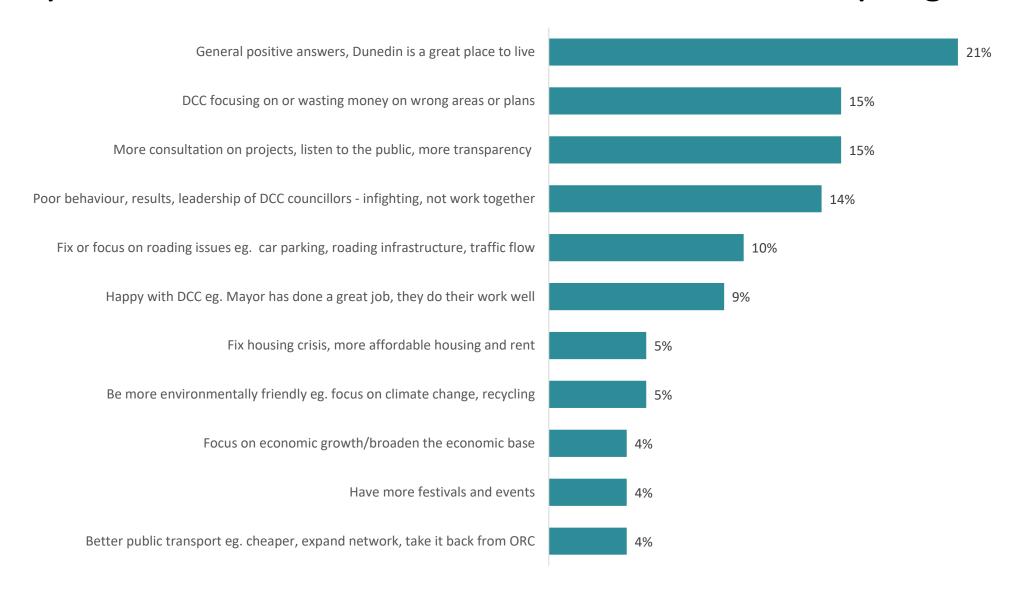
Top two priorities for DCC this year







Any other comments about the DCC or Dunedin city in general







Performance Versus **Importance**



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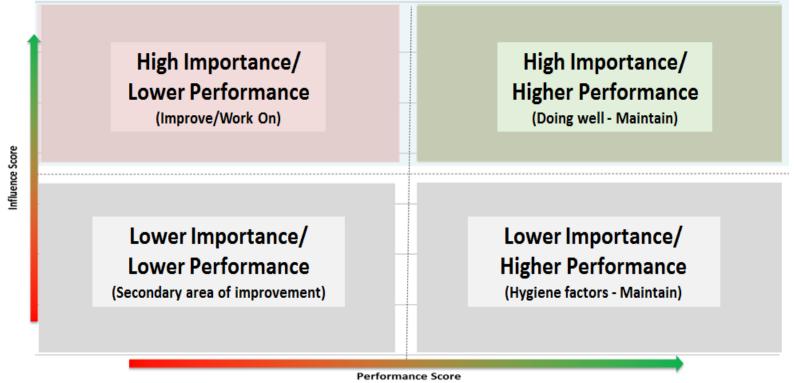


Attributes influence on overall satisfaction - correlation

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

A correlation of less than 0.3 is fairly weak, between 0.3 and 0.5 quite strong, between 0.5 to 0.6 is strong, and above 0.6, the correlation is considered very strong. The maximum correlation score is 1.0, representing perfect correlation.

Plotting the importance of each individual aspect against its current performance (% giving a rating of 7+) shows areas that are currently doing (relatively) well, areas for improvement and 'hygiene factors' where the level of service needs to be maintained.







Overall performance-importance correlation

The following figure plots the importance of the overall ratings from each section within the survey against the satisfaction score (% giving a 7+ rating) in the 2021/22 year.

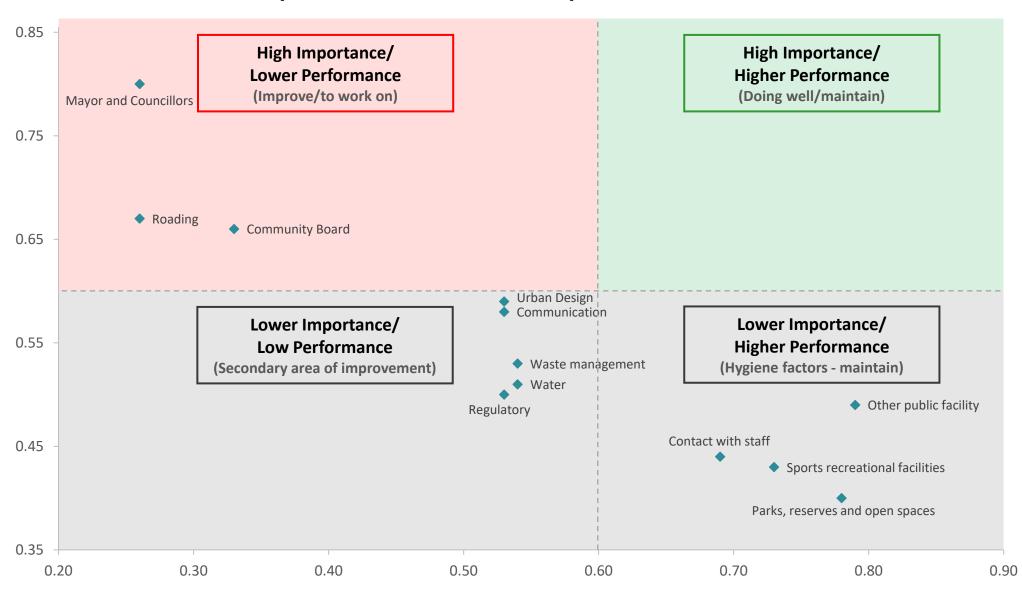
The overall attributes with the highest performance scores are for facilities – including public facilities (79% satisfied), parks, reserves and open spaces (78%) and sport and recreational facilities (73%) – and to a slightly lesser extent contact with staff (69%, up from 62% from the last annual report). These attributes should all be maintained to ensure overall ratings remain high.

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





Overall performance: importance correlation





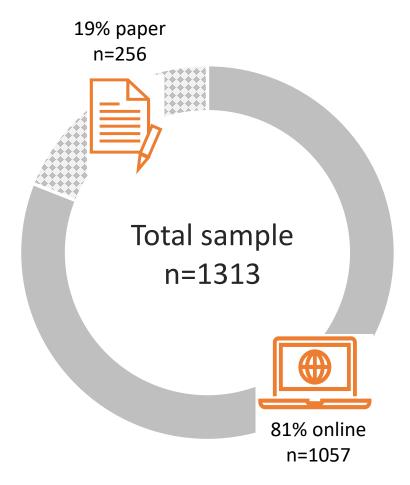


Sample Profile



imaru





Response rate

Responses

A total of n=4,800 invitations (n=400 a month) were sent between July 2021 to June 2022, with total responses of n=1,313. This is a **response rate** of 32%* (compared with 31% in 2021).

Margin of error

The results have a maximum margin of error of \pm 2.7% at 95% confidence interval.

Data weighting

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

Data analysis

Statistically significant differences in results from the previous year or between groups have been noted throughout the report, with arrows used to indicate statistically significant higher or lower results. Differences in results that do not have an arrow are differences that are not statistically significant at the 95% confidence level.

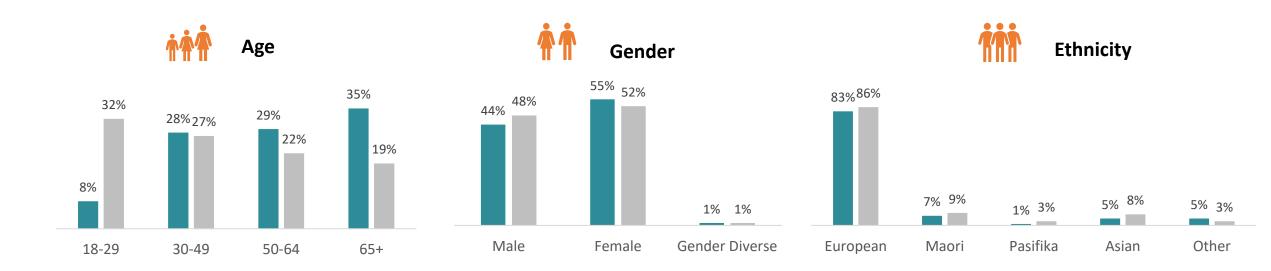
Note: Totals may not add to 100% due to rounding.

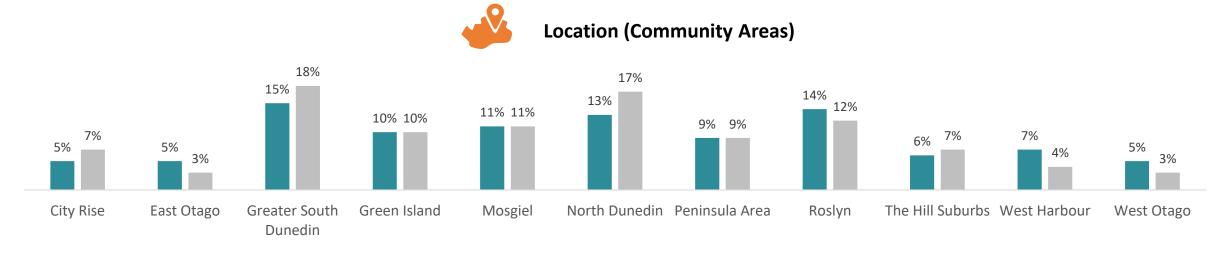




Sample profile

Unweighted - based on responses received





Survey Response



	Weighted %	Weighted base	Unweighted base		Weighted %	Weighted base
Age				Gender		
Under 30	32%	421	110	Male	48%	623
30 – 49	27%	355	360	Female	52%	675
50 – 64	22%	289	377	Gender diverse	1%	13
65 or over	19%	246	459	Property ownership in Dunedin		
Ethnicity				Yes	65%	851
European	83%	1088	1077	No	35%	453
NZ Māori	8%	105	87	Commute to work	33,0	.55
Pasifika	2%	26	8	Drive a car, van or truck		
Asian	5%	66	64	with no passengers	49%	448
Other	2%	26	68	Drive a car, van or truck	17%	155
Country of birth				with passengers	20/	70
In New Zealand	82%	1069	1039	Walk or jog	8%	73
Overseas	18%	241	265	Work from home	8%	74
Employment status				Public bus	5%	43
Full-time, paid	51%	670	554	Bicycle	4%	34
• •				As a naccongor in a car		

211

103

435

As a passenger in a car,

van, truck

Motorbike

Other

4%

4%

<1%



Part-time, paid

Retired

Not in paid employment

19%

12%

19%

242

156

243

36

37

3

Unweighted base

573

714

13

1052

247

382

129

54

74

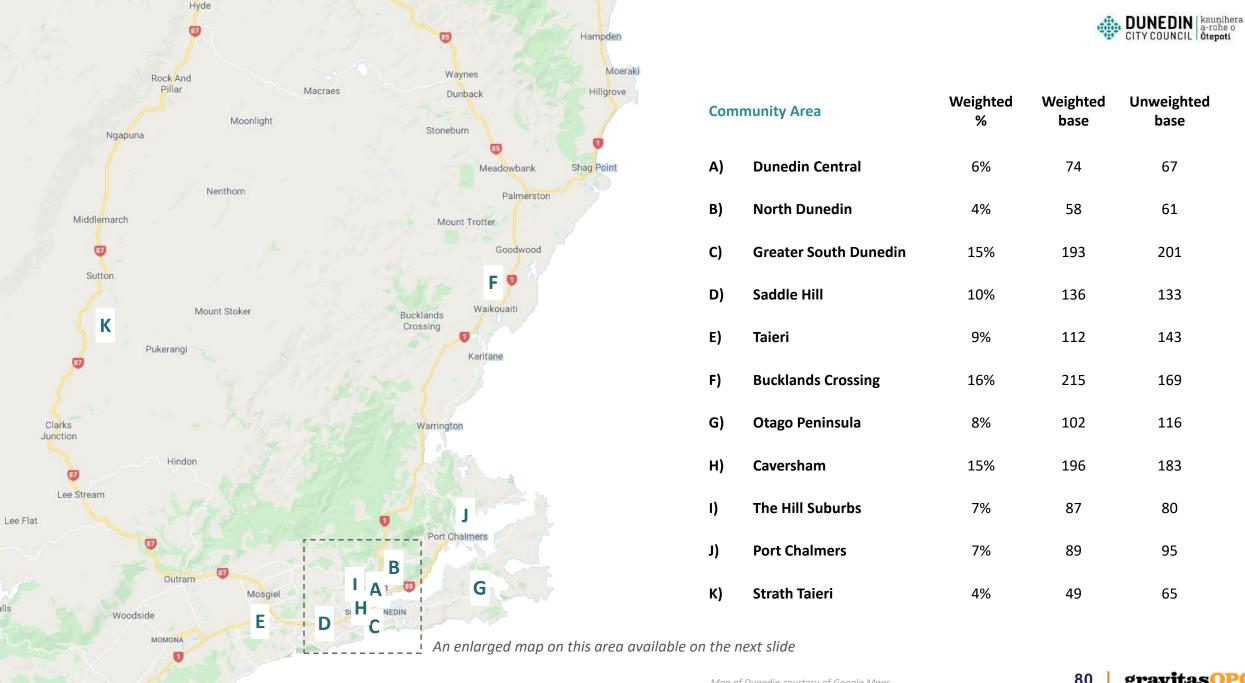
32

32

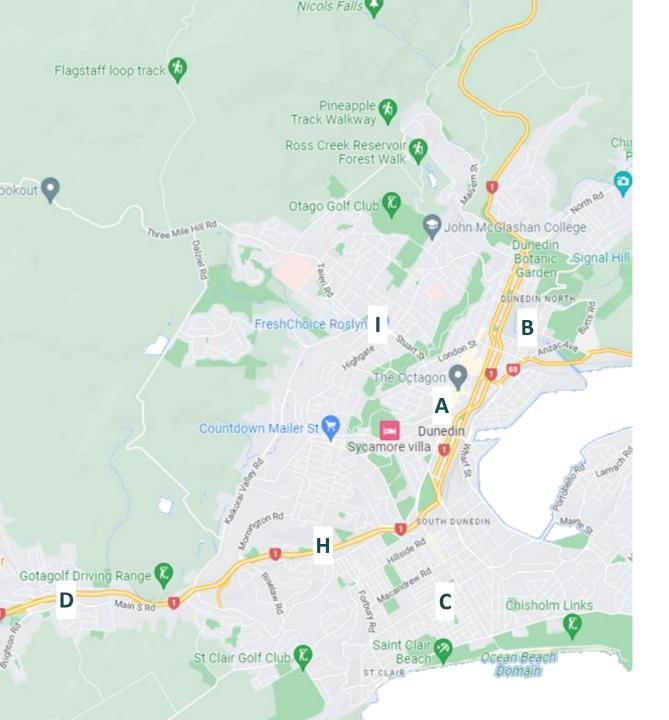
28

23

4



Henley





Community Area		Weighted %	Weighted base	Unweighted base
A)	Dunedin Central	6%	74	67
В)	North Dunedin	4%	58	61
C)	Greater South Dunedin	15%	193	201
D)	Saddle Hill	10%	136	133
E)	Taieri	9%	112	143
F)	Bucklands Crossing	16%	215	169
G)	Otago Peninsula	8%	102	116
Н)	Caversham	15%	196	183
I)	The Hill Suburbs	7%	87	80
J)	Port Chalmers	7%	89	95
K)	Strath Taieri	4%	49	65