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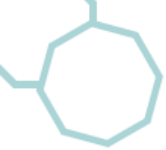
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Introduction



Research objectives and methodology



Research objectives

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

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

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



Methodology

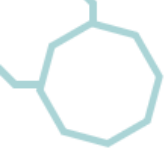
A sequential multi-mode methodology was used, in line with that used for previous survey waves. Dunedin residents aged 18 years and over were randomly selected from the electoral roll on a monthly basis (with quotas based on the 11 community areas) and sent a letter by post inviting them to go online 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.

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



Executive summary

Survey response

A total of **1,402 responses** were received, out of 4,800 invitations, between July 2022 to June 2023, with a response rate of 31%.

Overall satisfaction

Performance measures (page 7)

- Four of five **performance measures** received significantly higher satisfaction ratings compared to last year.
- **Facilities, infrastructure and service delivery** continues to receive the highest overall satisfaction rating among the performance measures (60%, up significantly from 53% in 2022).
- Around two fifths of survey respondents are satisfied with the **value for money** of DCC services and activities (39%, up significantly from 32%).
- Just over one third of survey respondents are satisfied with the overall performance of **community boards** (37%, up slightly from 33%) and with the performance of the **Mayor and Councillors** (34%, a significant increase from 26% in 2022).

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

- There are significant increases in satisfaction ratings for **public facilities** (84%, up significantly from 79%), **water-related infrastructures** (63%, up significantly from 54%), **regulatory services** (59%, up significantly from 53%) and **planning/urban design** (58%, up significantly from 53%).
- Satisfaction with **how enquiries are handled** for those who have contacted the DCC remains high (74%, up from 69%).
- Positive ratings for roading-related infrastructures are unchanged and low at 26%.

Top priorities (page 70)

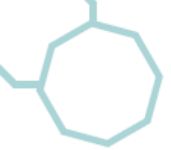
The top priorities for respondents (from an unprompted open-ended question: 1071 responses) relate to improvements to:

- **maintenance of roading infrastructure** (e.g., fixing the roads/footpaths, traffic control) (22%);
- a greater focus on being **sustainable and environmentally-friendly** (17%);
- **better traffic flow** (e.g., fewer roadworks, heavy traffic diversions) (15%);
- **follow through existing projects** – finish projects that have commenced, more efforts on completion timeframe (15%).

A performance versus importance correlation analysis (page 75)

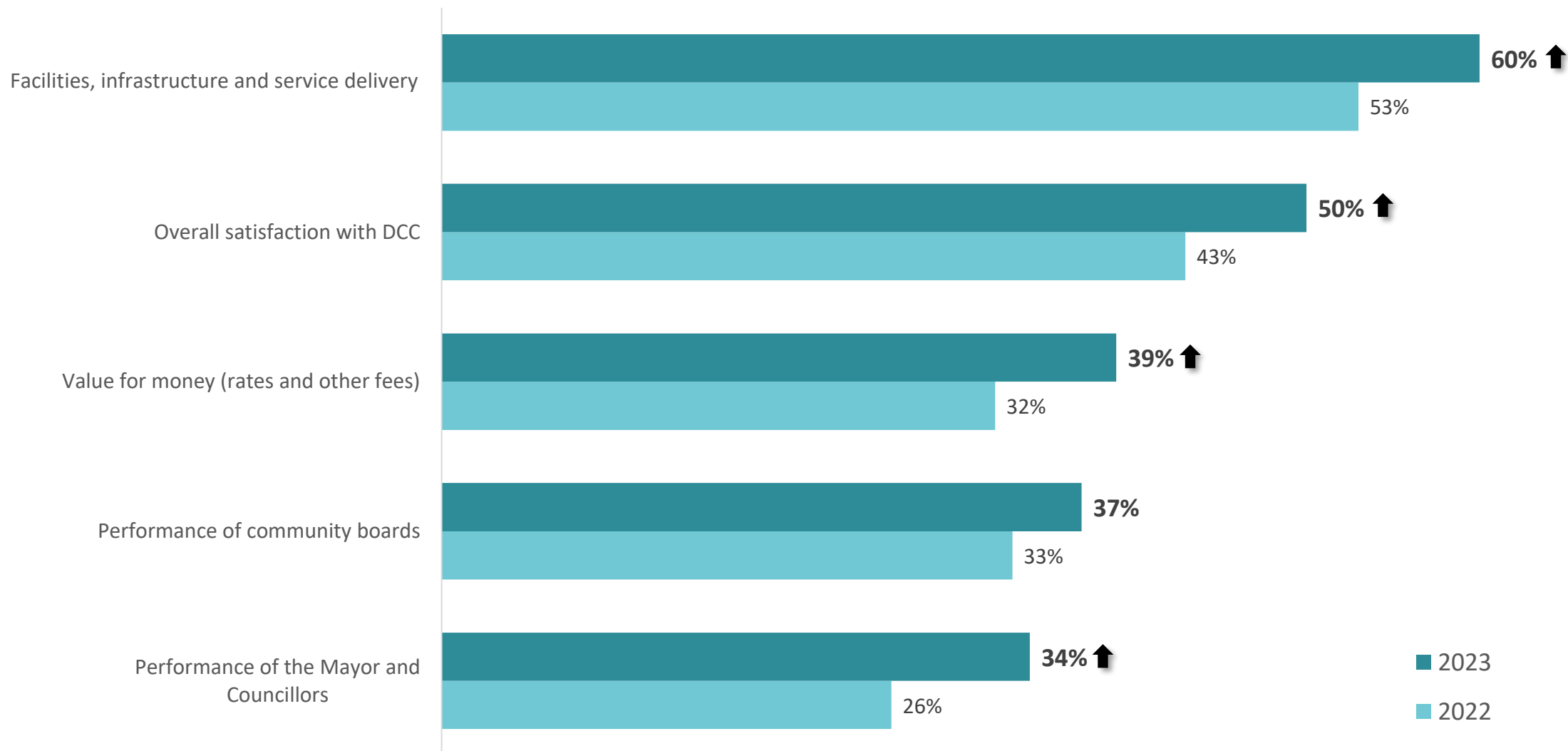
Areas identified to have high importance, but low performance are as follows. Improvements in these areas are expected to boost overall satisfaction with the DCC:

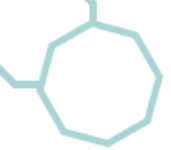
- the performance of the Mayor and Councillors
- the performance of the Community Board members
- roading related infrastructure.



Overall rating summary

Performance Measures



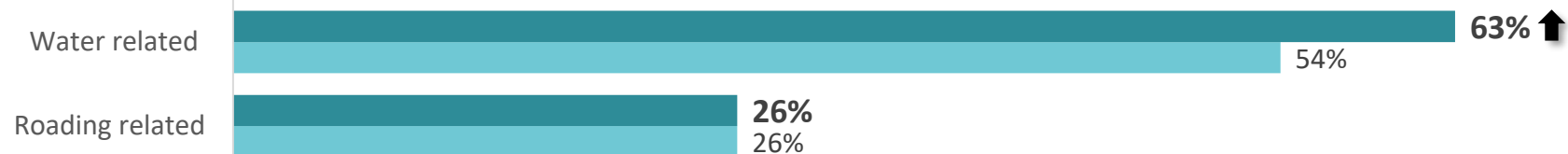


Overall rating summary

Public Facilities



Infrastructure



Other services



2023
2022



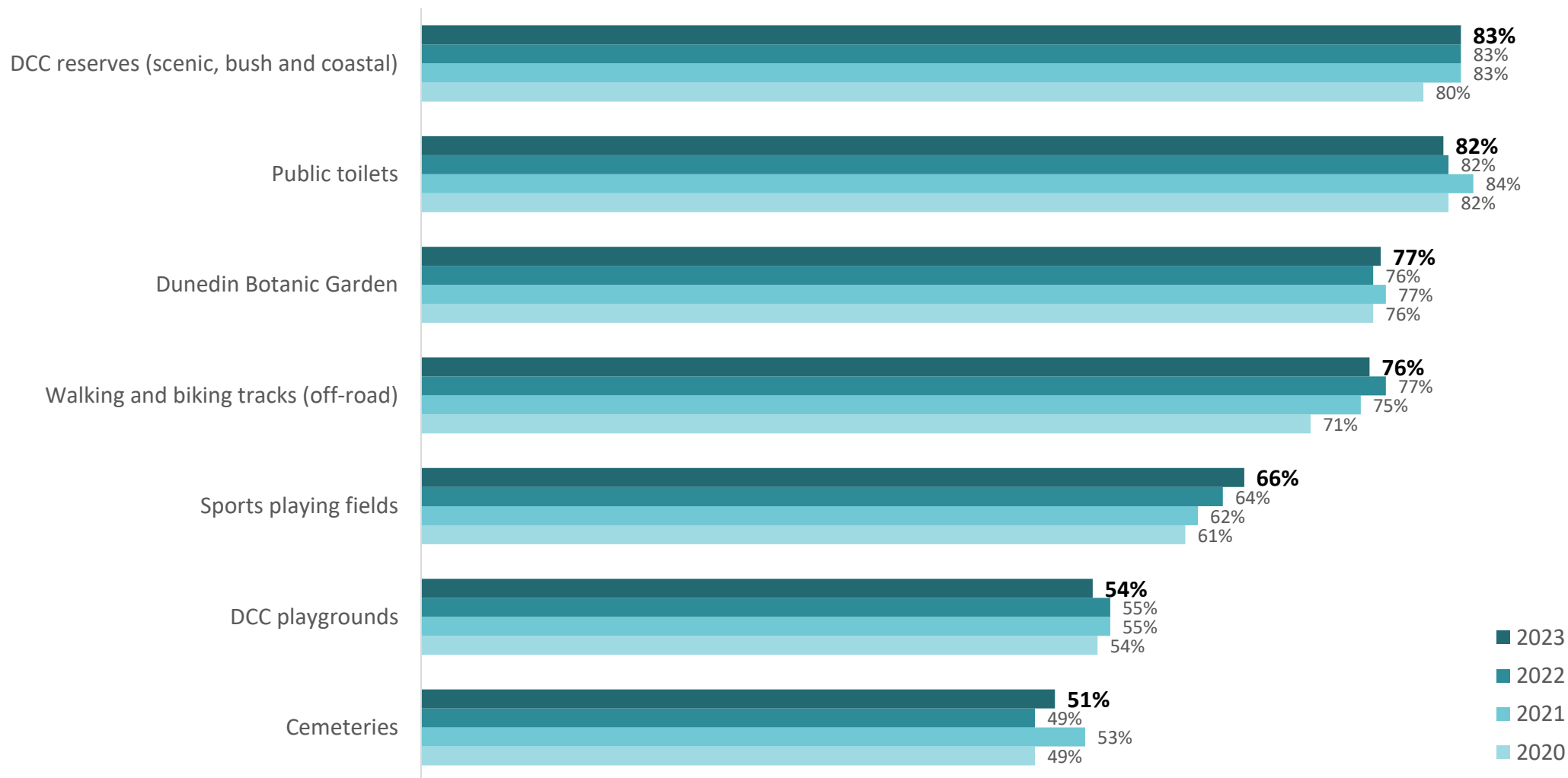
Facilities

Parks, Reserves and Open Spaces



Visiting parks, reserves and open spaces

Percentage having visited in the last 12 months

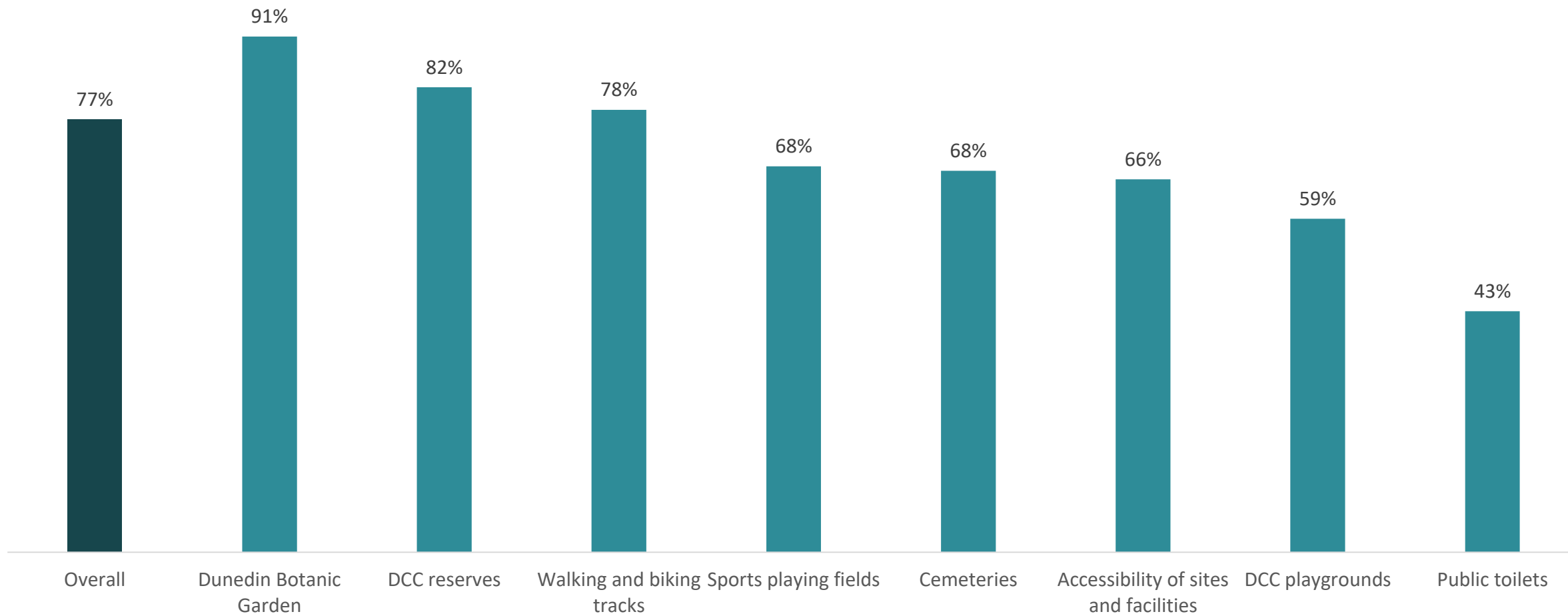




Satisfaction with parks, reserves and open spaces –2022/23

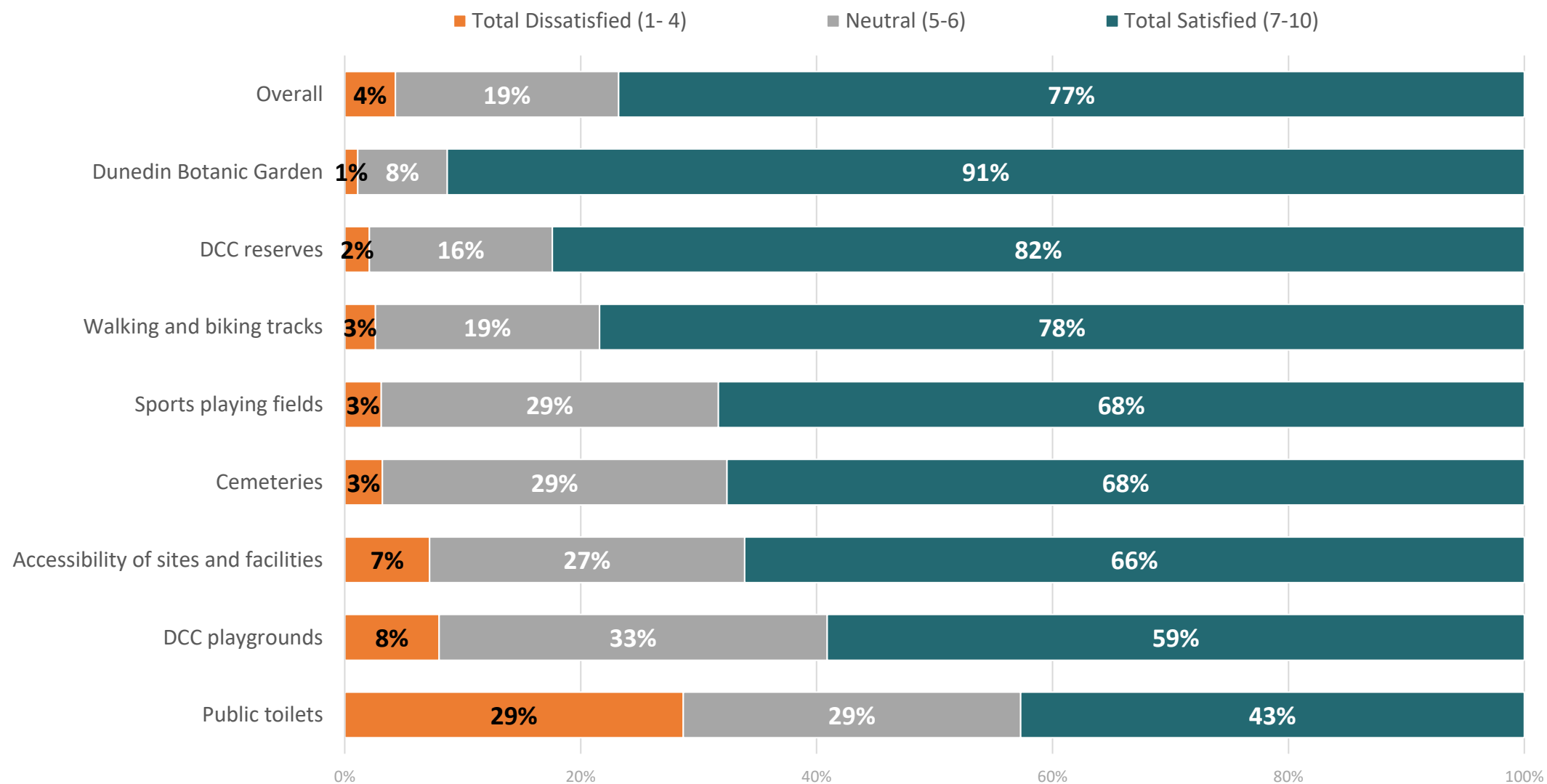
In 2022/23, of the parks, reserves and open spaces considered, Dunedin Botanic Garden, reserves, and walking and biking tracks received highest satisfaction ratings.

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





Satisfaction with parks, reserves and open spaces – 2022/23



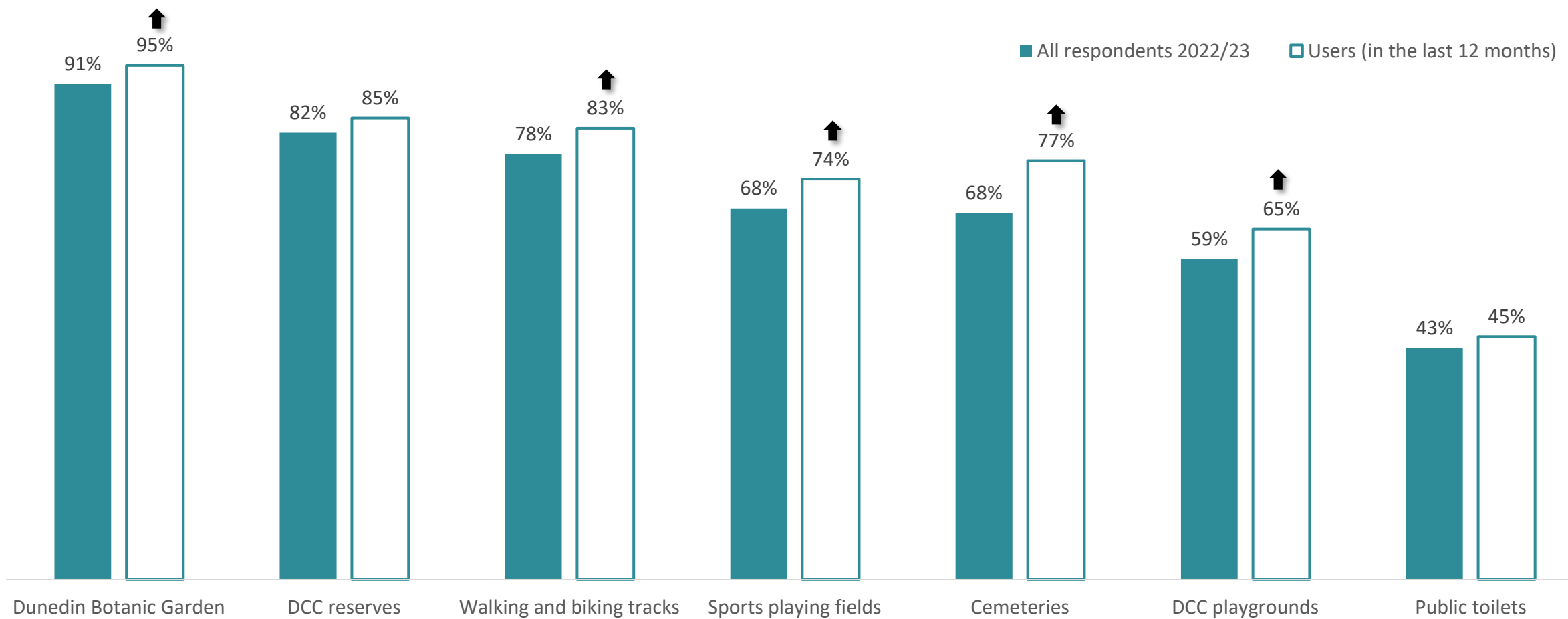
NOTES Q: How satisfied are you with each of the following?

Sample size: Dunedin Botanic Garden n=1232; Sports playing fields n=995; DCC playgrounds n=946; Walking and biking tracks (off-road) n=886; Cemeteries n=880; DCC reserves (scenic, bush and coastal) n=1195; Public toilets n=1195; Accessibility of sites and facilities n=1208. Exclude 'don't know' response.



Satisfaction with parks, reserves and open spaces – 2022/23

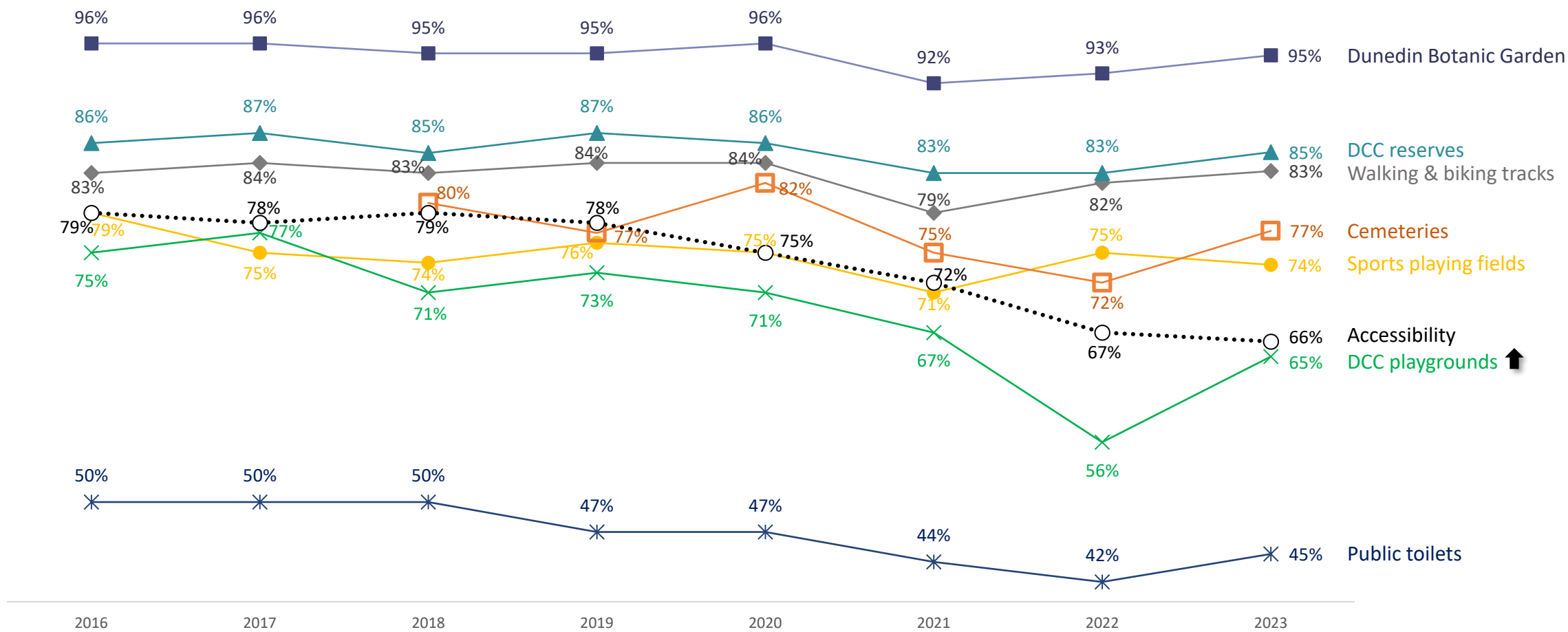
Those who had used a park, a reserve or an open space facility in the last 12 months gave higher satisfaction ratings, than the total sample. Black arrows indicate a statistically significant difference between users and all respondents – this year being the Botanic Garden, walking and biking tracks,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





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

Satisfaction ratings for most parks, reserves and open spaces facilities remained stable compared to 2022 results. However, playgrounds received a significantly higher satisfaction rating from users – as indicated by the black arrow, an increase from 56% in 2022 to 65% which aligns with the level of satisfaction recorded in 2021.



NOTES Q: How satisfied are you with each of the following?
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402.
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 2023 survey compared to 2022.

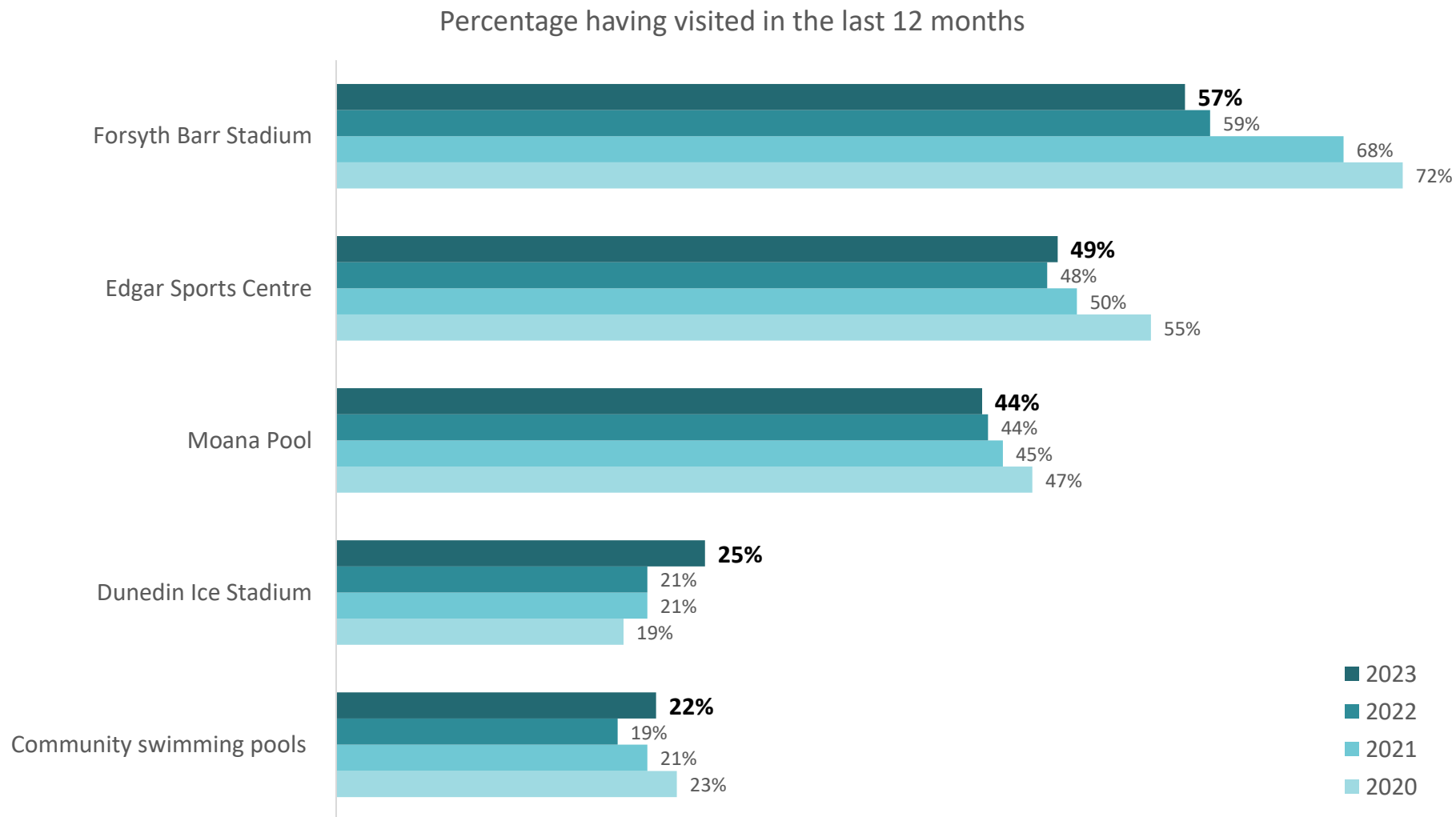


Facilities

Sports and Recreation Facilities



Visiting sports and recreation facilities

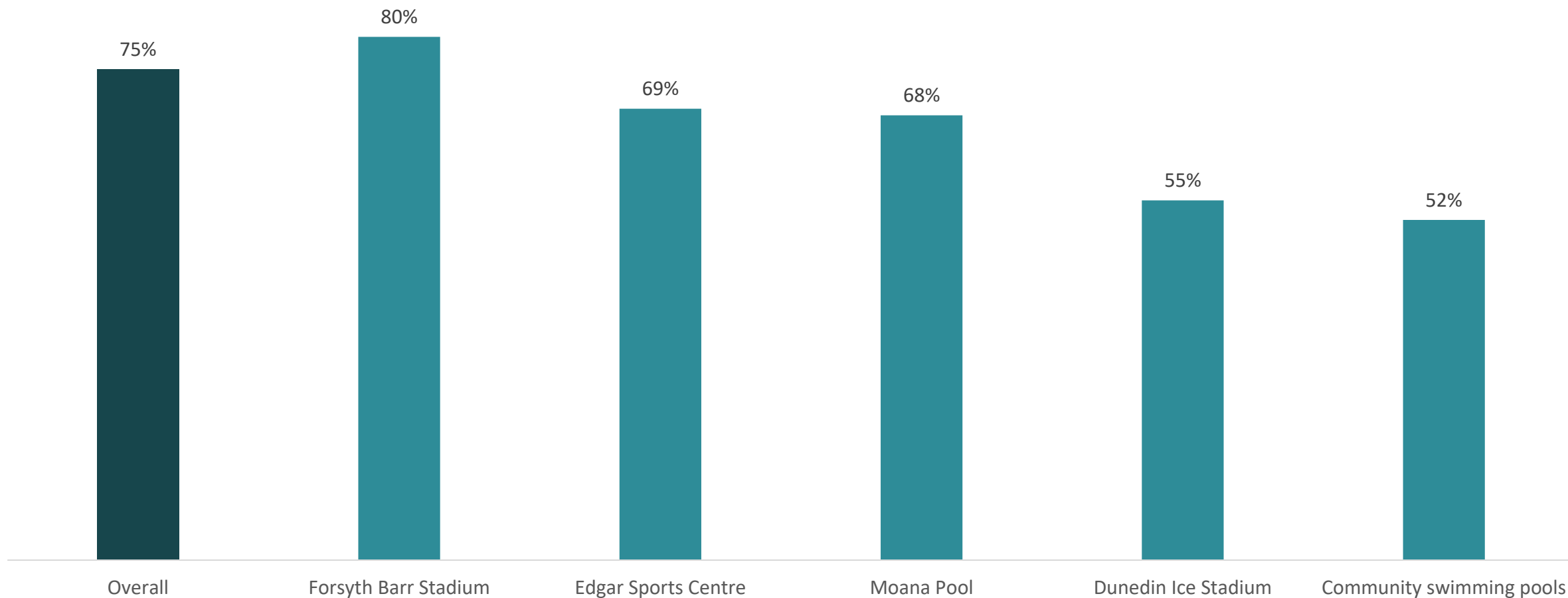




Satisfaction with sports and recreation facilities - 2022/23

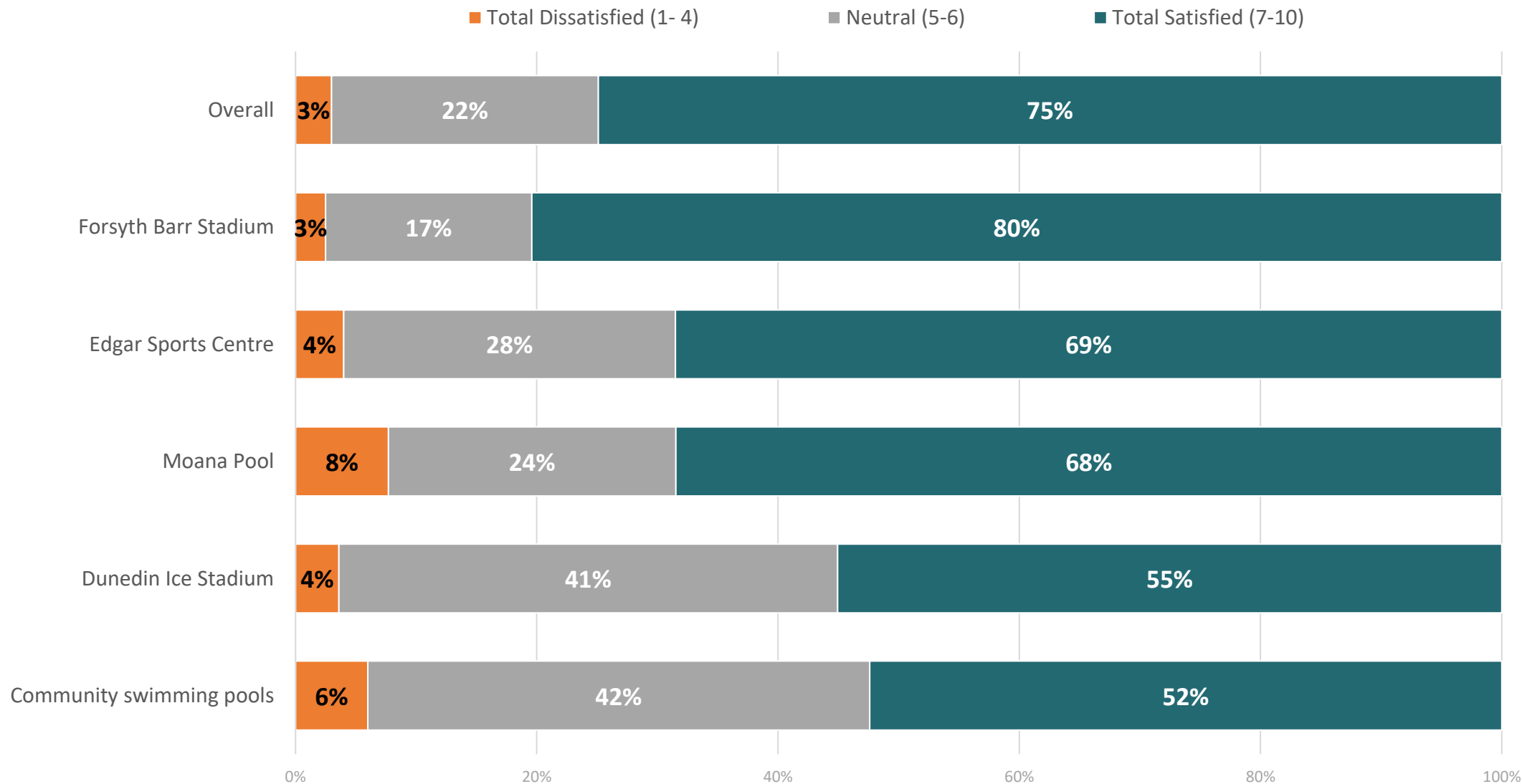
Satisfaction ratings were highest for the Forsyth Barr Stadium, followed by the Edgar Sports Centre and Moana Pool.

In comparison, satisfaction ratings were lower for community swimming pools and the Dunedin Ice Stadium. It should be noted both facilities have higher proportion of neutral ratings.





Satisfaction with sports and recreation facilities – 2022/23



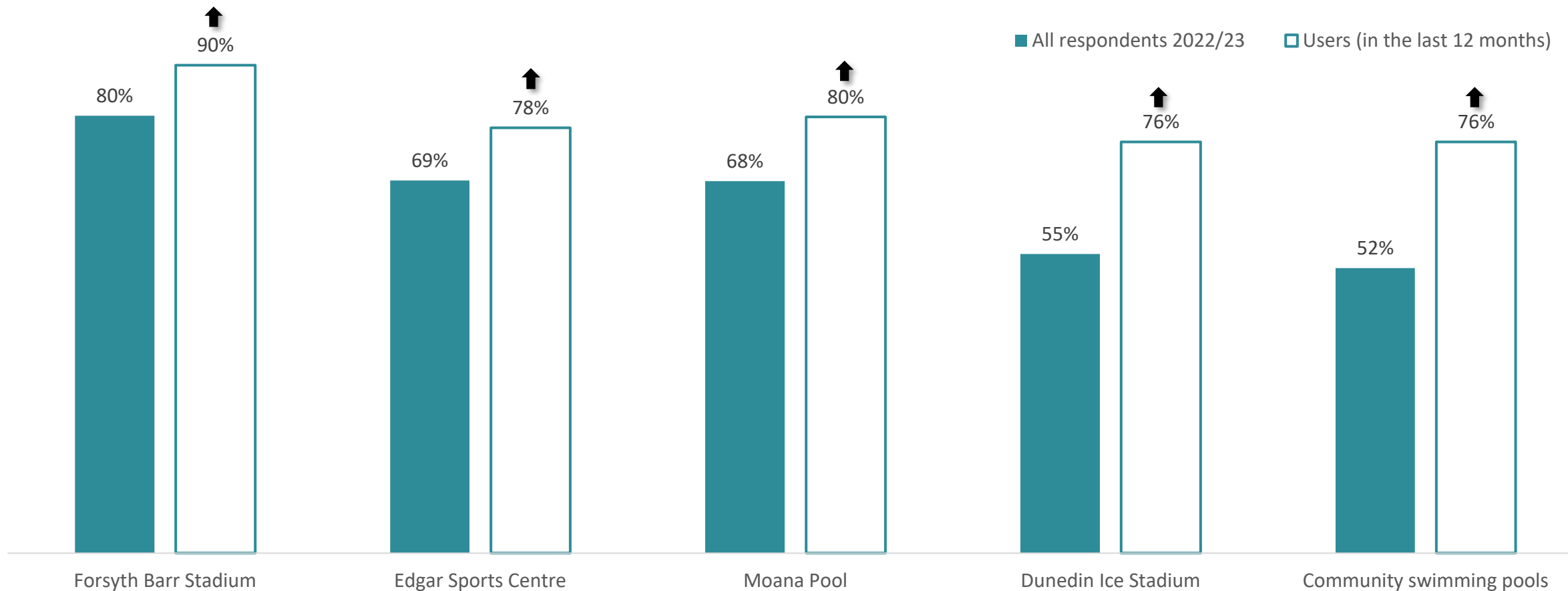
NOTES Q: How satisfied are you with each of the following?

Sample size: Moana Pool n=834; Community swimming pools (Mosgiel, St Clair and Port Chalmers – any or all of these) n=515; Dunedin Ice Stadium n=543; Edgar Sports Centre n=863, Forsyth Barr Stadium n=954. Exclude 'don't know' response.



Satisfaction with sports and recreation facilities – 2022/23

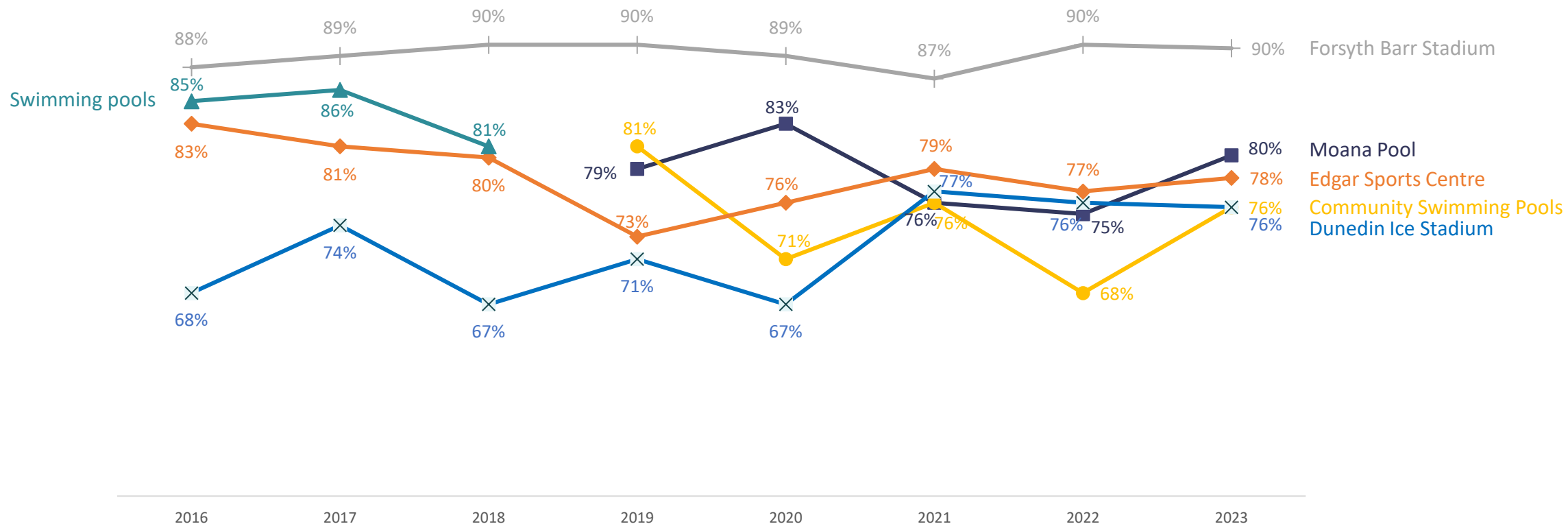
Satisfaction ratings were significantly higher among those who had used each of the sports facilities - all these differences are statistically significant.





Satisfaction with sports and recreation facilities – users over time

Compared to 2022 results, there has been an increase in satisfaction with swimming pools among those who had used them – although the changes are not statistically significant. 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'.
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402.
Sample size for significance testing varies each question as 'don't know' responses are excluded.



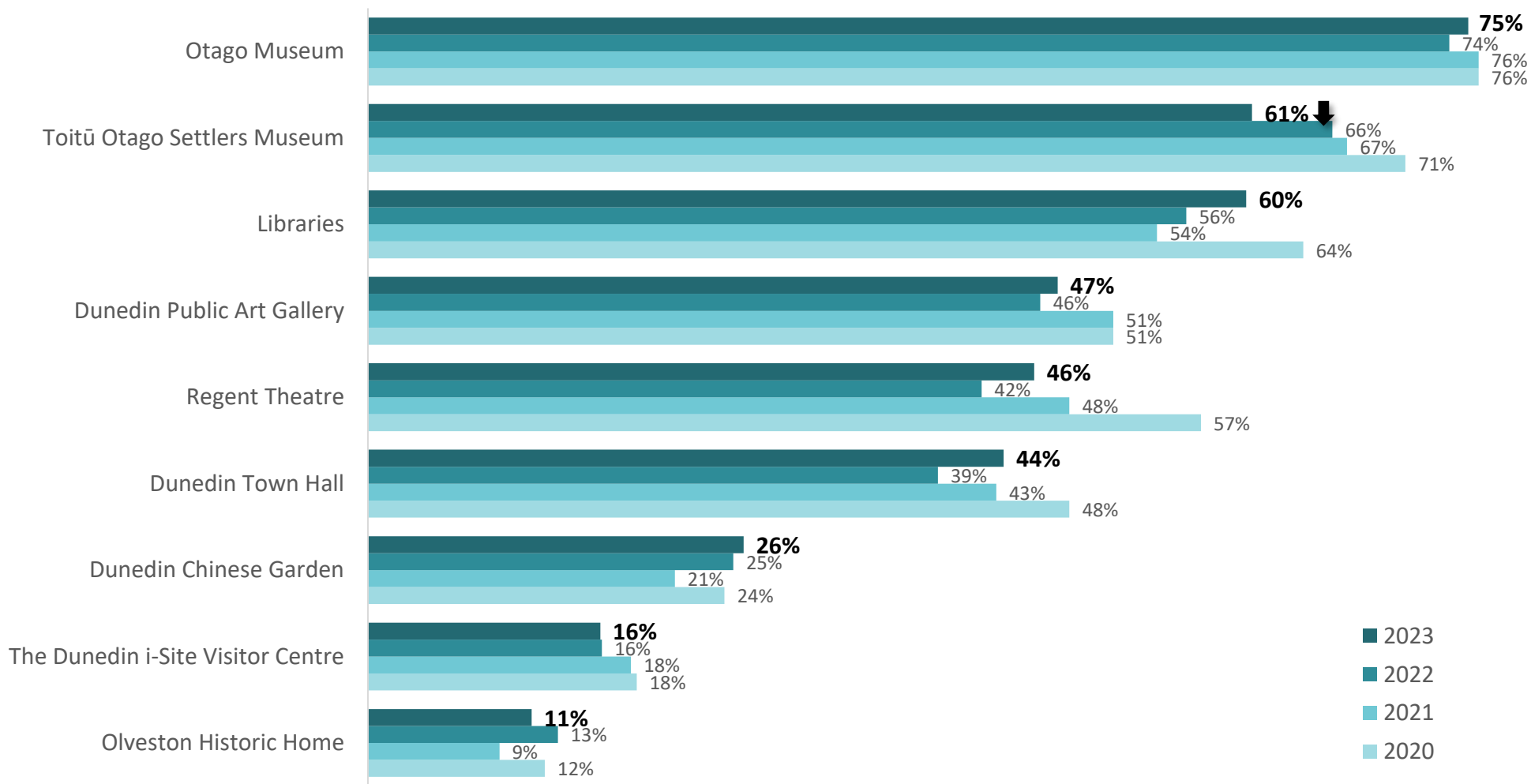
Facilities

Other Public Facilities



Usage of other public facilities

Percentage having visited in the last 12 months



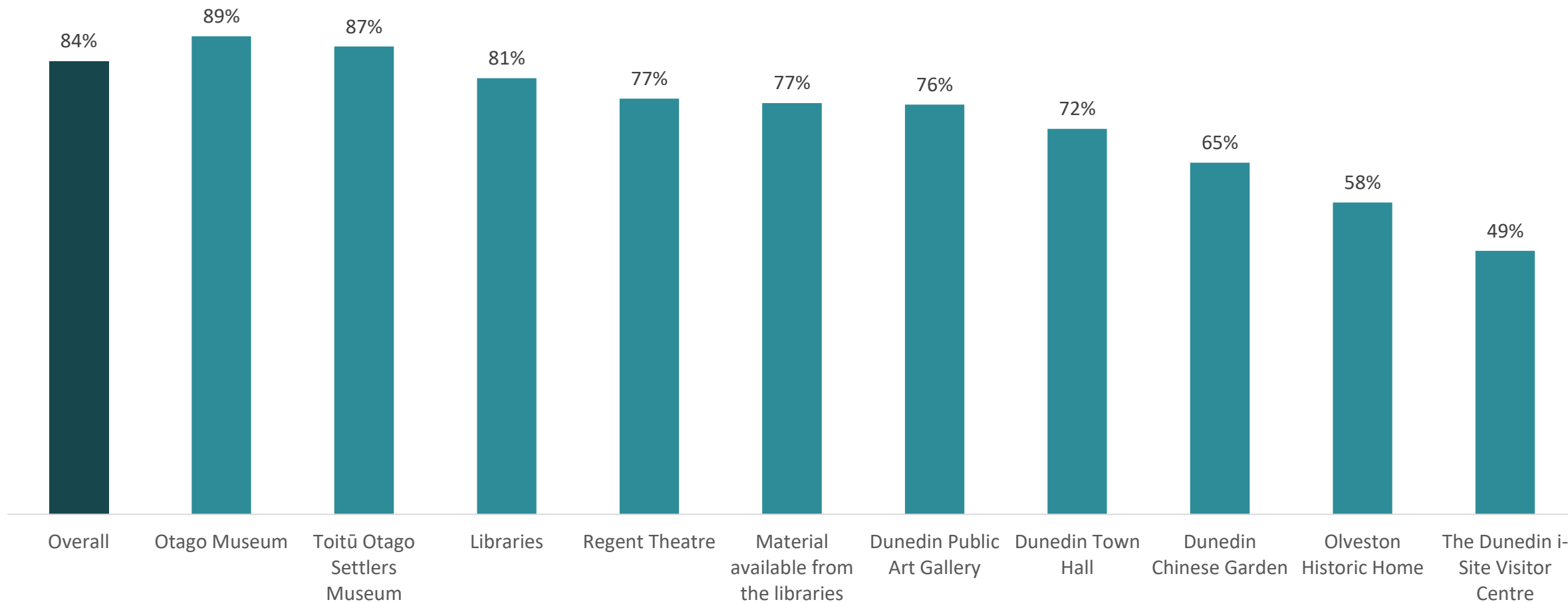
NOTES Q: In the last 12 months, about how often have you visited each of the following:
Total sample size: 2020 n=1,373; 2021 n=1,287; 2022, n=1,311.
Sample size for significance testing varies each question as 'don't know' responses are excluded.
Black arrow indicate statistically significant higher or lower result from the 2021-2022 survey.



Satisfaction with other public facilities – 2022/23

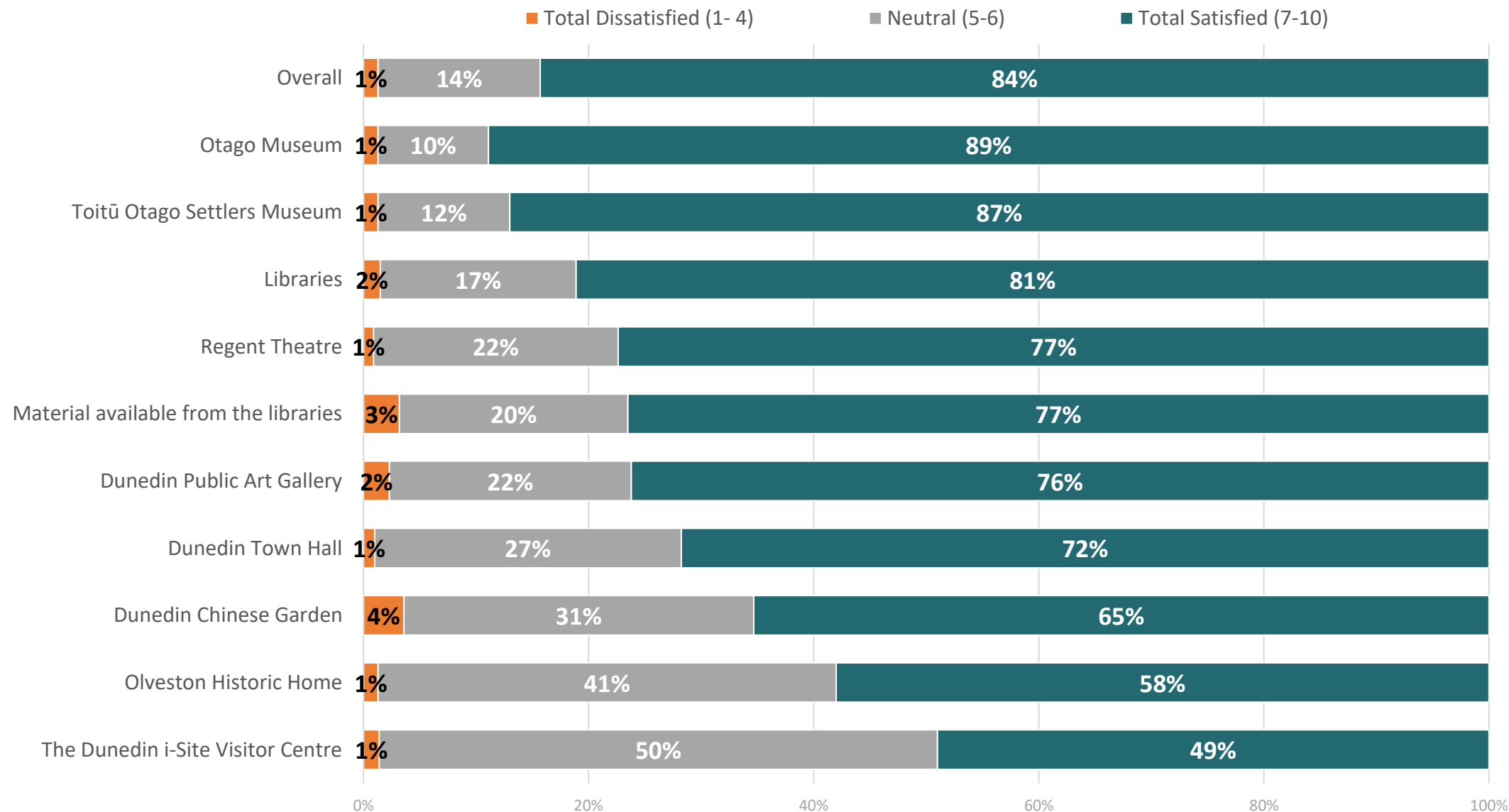
Satisfaction ratings were highest for both the Otago Museum and the Toitū Otago Settlers Museum.

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





Satisfaction with other public facilities 2022/23

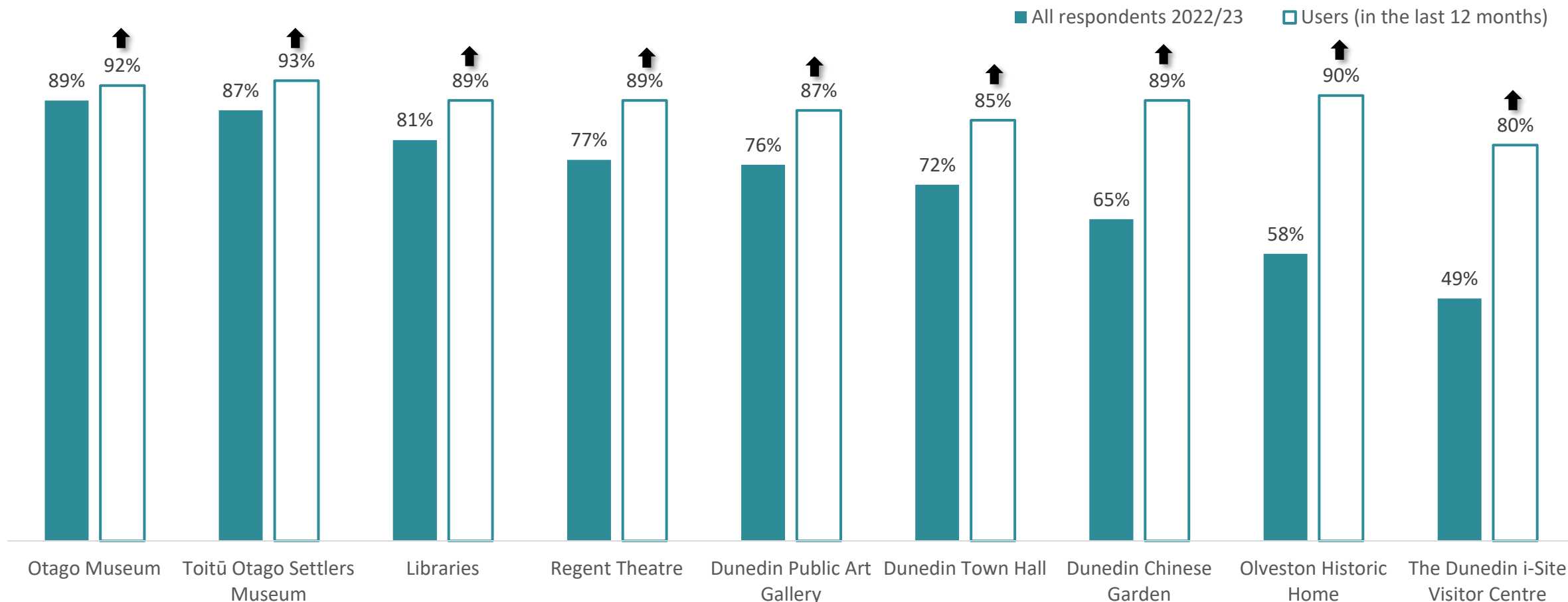




Satisfaction with other public facilities – 2022/23

Those who had used a facility at least once in the last twelve months gave higher satisfaction ratings across all the facilities – these results are statistically significant in every case.

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 centre.

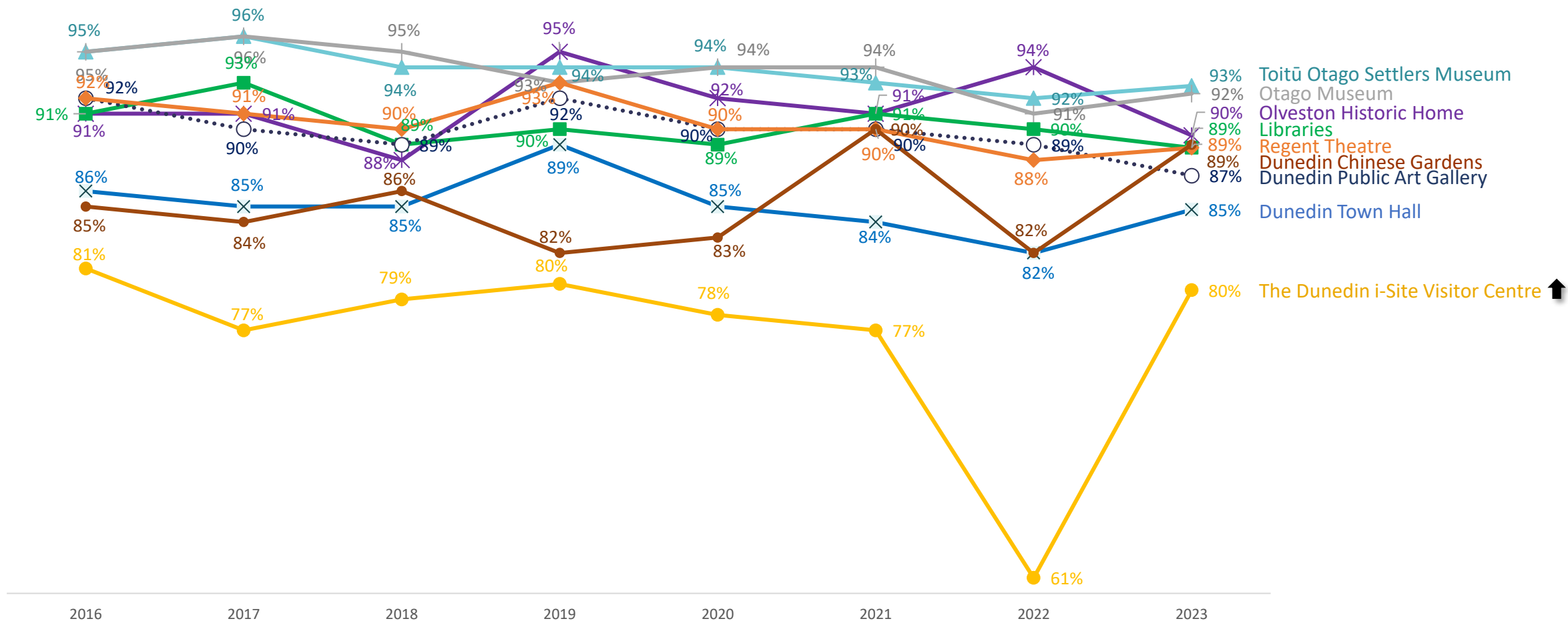




Satisfaction with other public facilities – users over time

The most notable change has been the significant increase in user satisfaction with the Dunedin i-Site. It has increased statistically significantly from 61% to 80%, bringing the measure close to the level recorded in 2021. A similar pattern is observed for users of the Dunedin Chinese Gardens, although the change is not statistically significant.

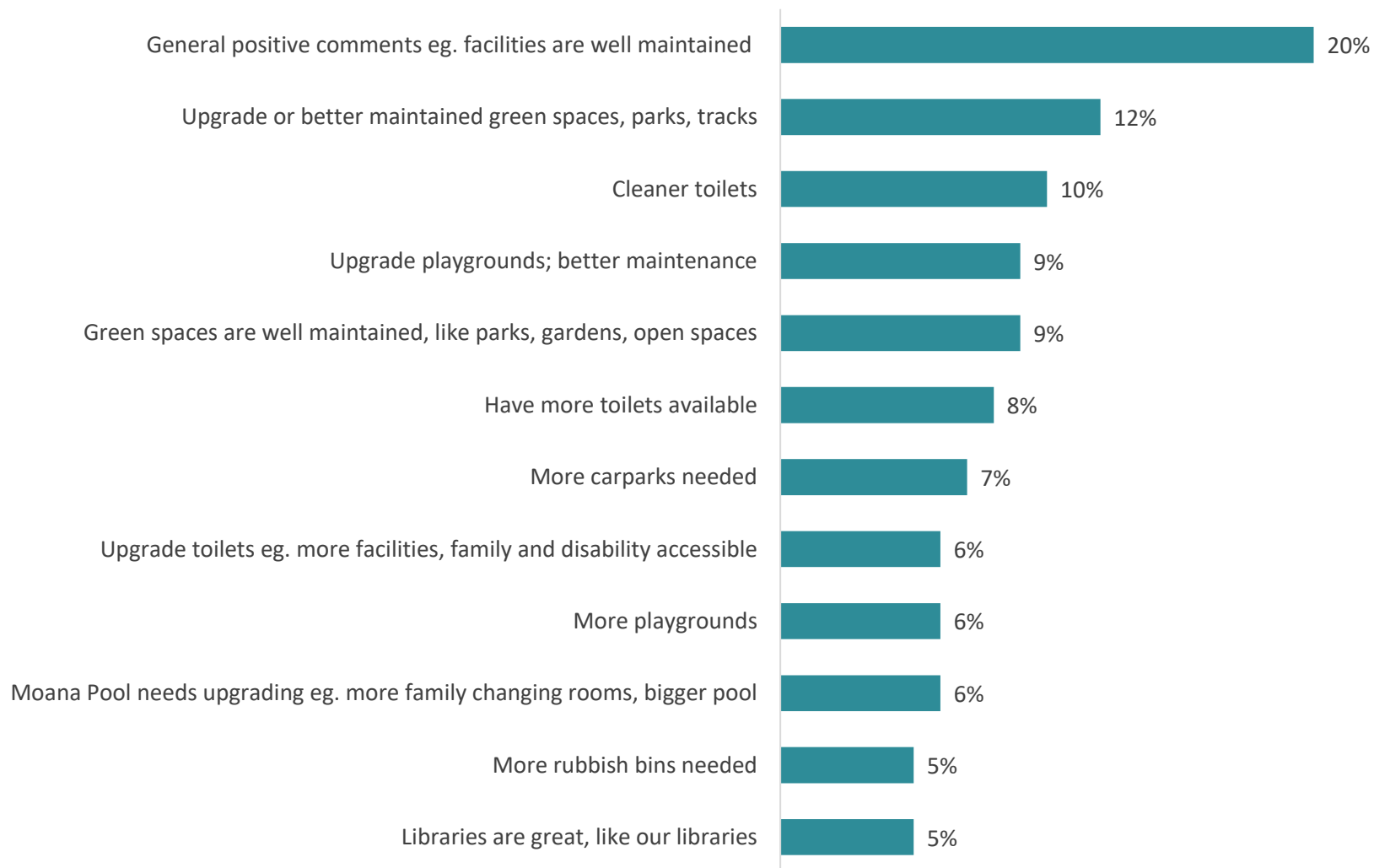
Olverston Historic Home, libraries and the Public Art Gallery were the only public facilities whose user ratings were higher 12 months ago.

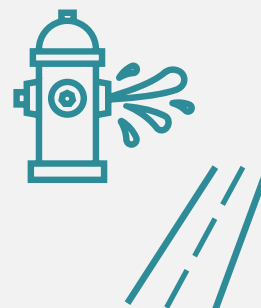




Comments about Dunedin's facilities in the last year

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





Infrastructure

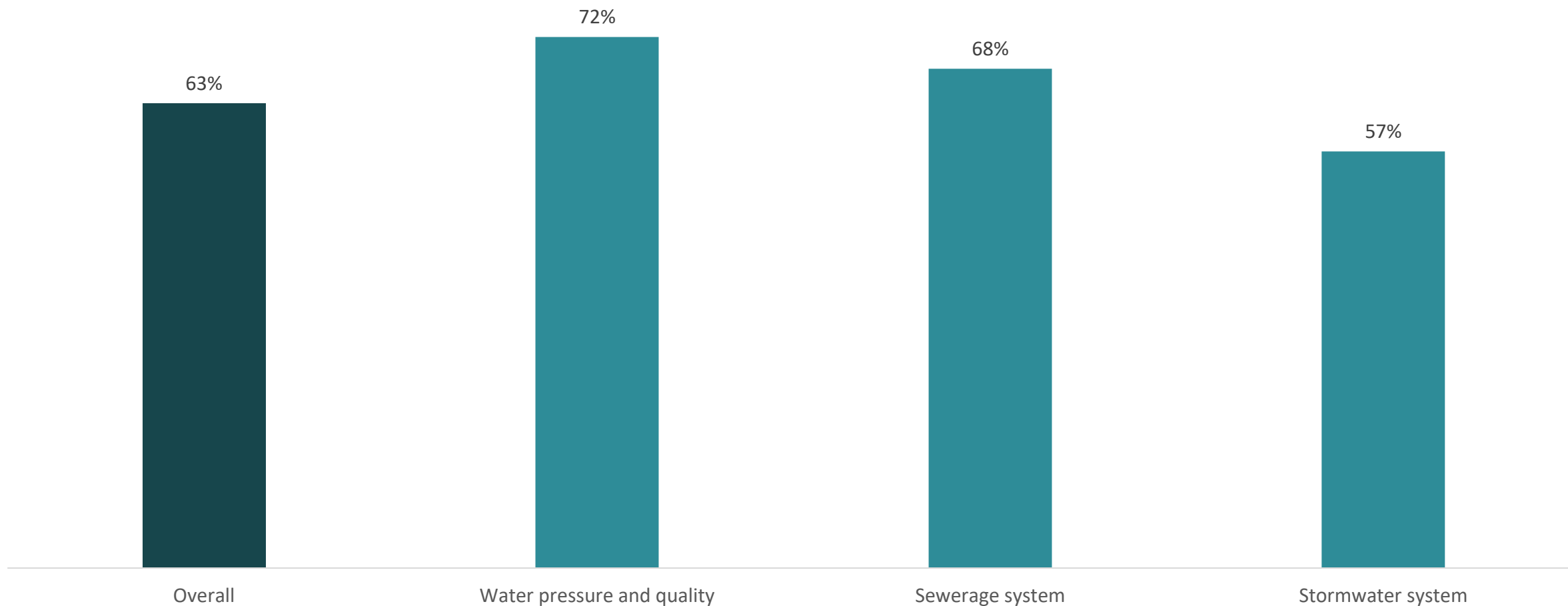
Water and Roothing



Satisfaction with water related infrastructure – 2022/23

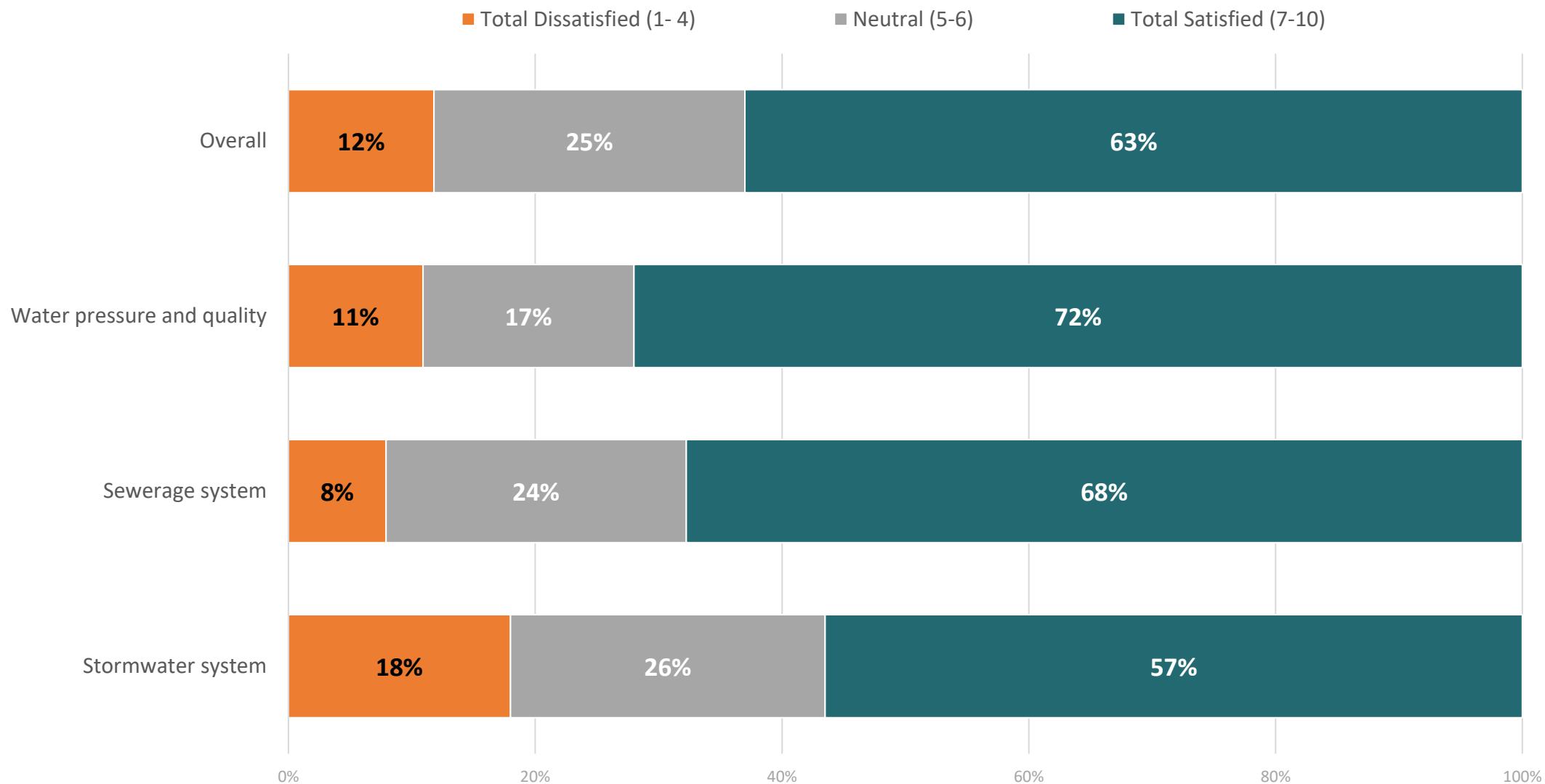
Nearly two third of respondents (63%) were satisfied with water related infrastructure overall.

Individual satisfaction ratings were higher for water pressure and quality at 72% and the sewerage system at 68% and notably lower for the stormwater system at 57%.





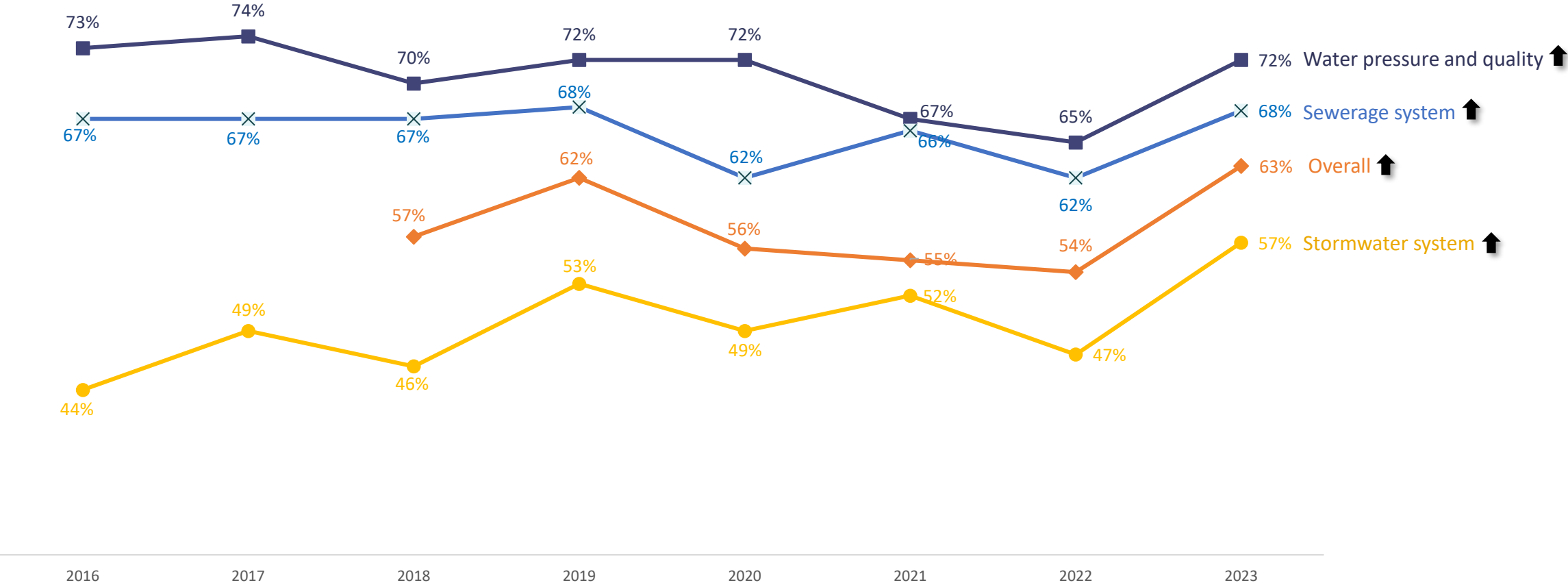
Satisfaction with water supply, stormwater and sewerage – 2022/23





Satisfaction with water related infrastructure over time

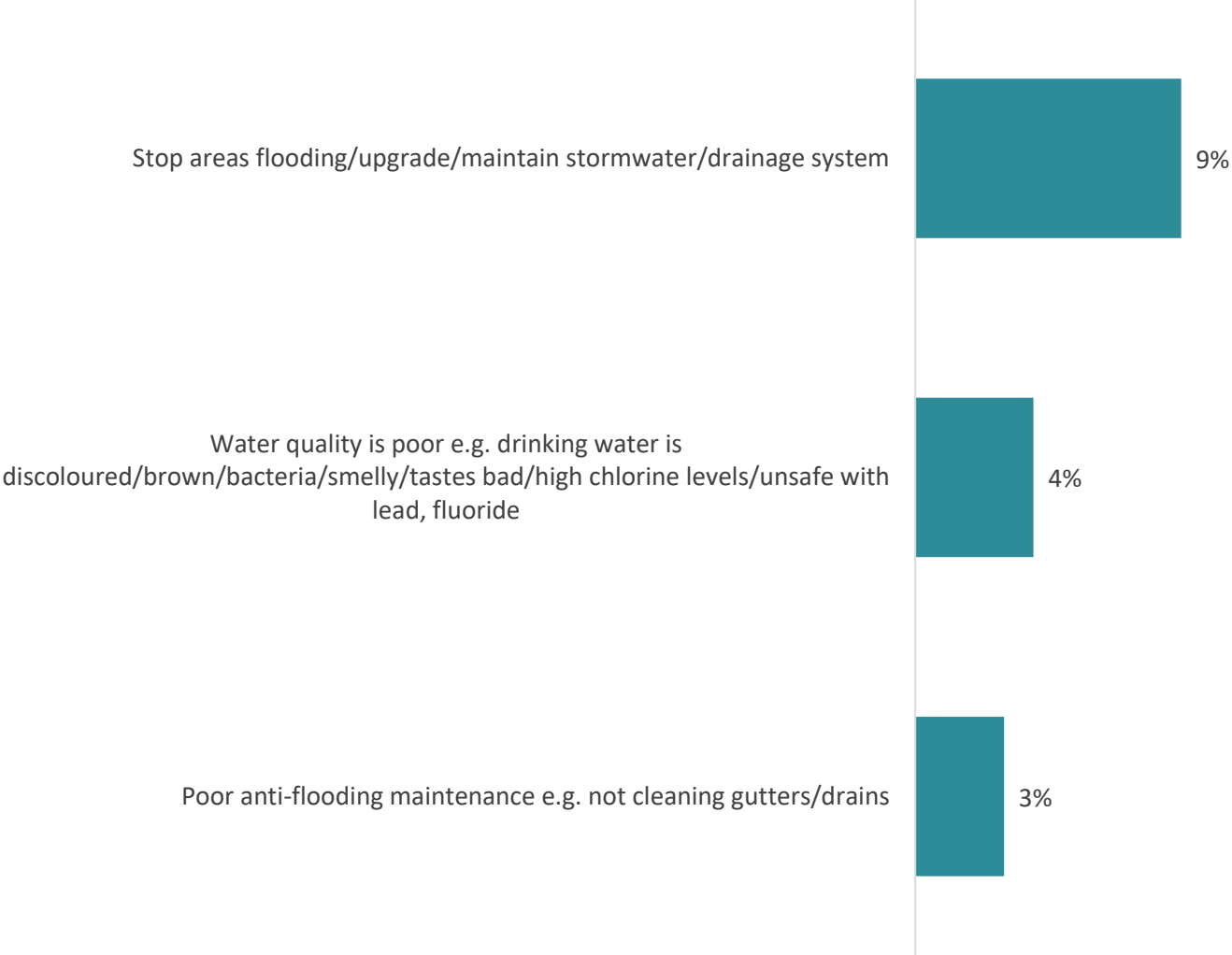
Satisfaction with water related infrastructure overall as well as individual measures have all increased significantly compared to 2022 results, back to levels recorded in 2019/20.



NOTES Q: How satisfied are you with each of the following? / Q: Everything considered, how satisfied are you with the way the DCC manages the city's water related infrastructure?
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402.
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 2021-2022 survey.



Comments about water related infrastructure in the last year



NOTES Q: Do you have any comments about the city's roading or water-related infrastructure?
Total sample size: 2023 n=857 commented about water and/or roading infrastructure. Exclude don't know /nothing/ no comments/ unclear/ irrelevant/ blank responses.
Chart does not include responses less than 4%.

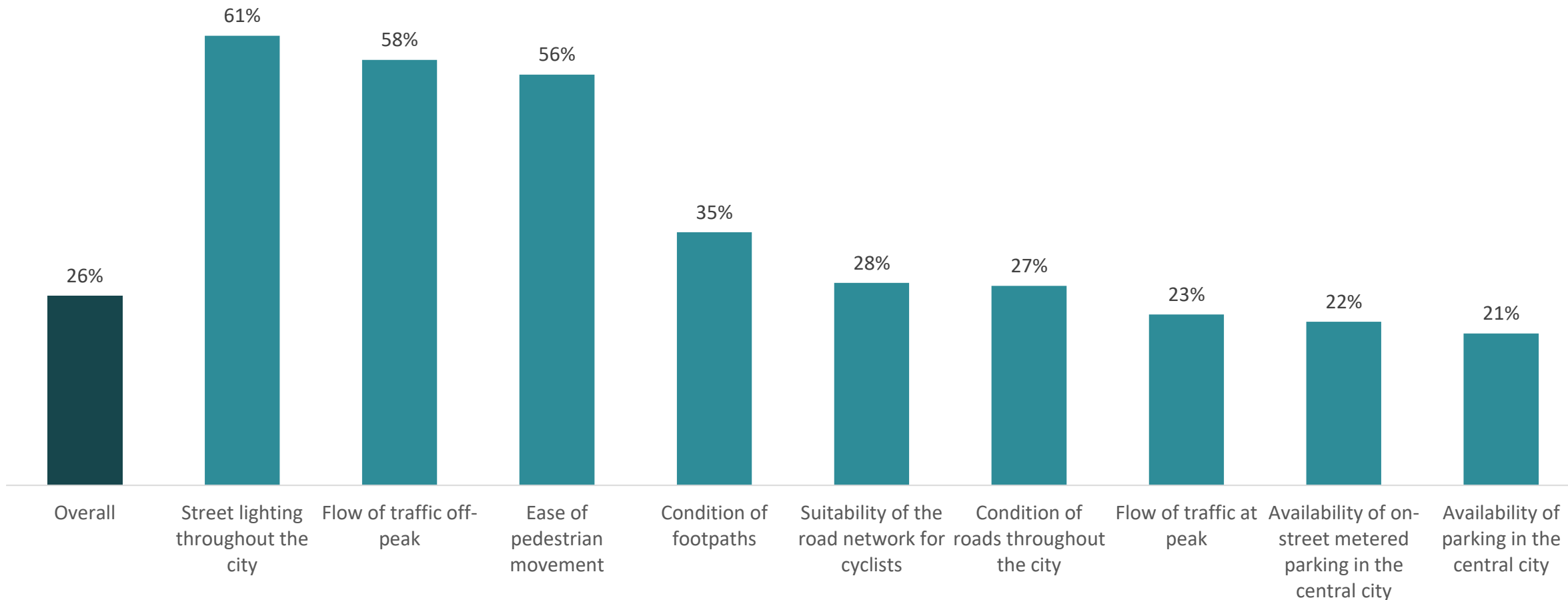


Satisfaction with roads, footpaths, lighting and parking – 2022/23

Overall, one quarter (26%) of respondents were satisfied with roading related infrastructure this year. Dissatisfaction levels are high across most aspects measured (see next slide).

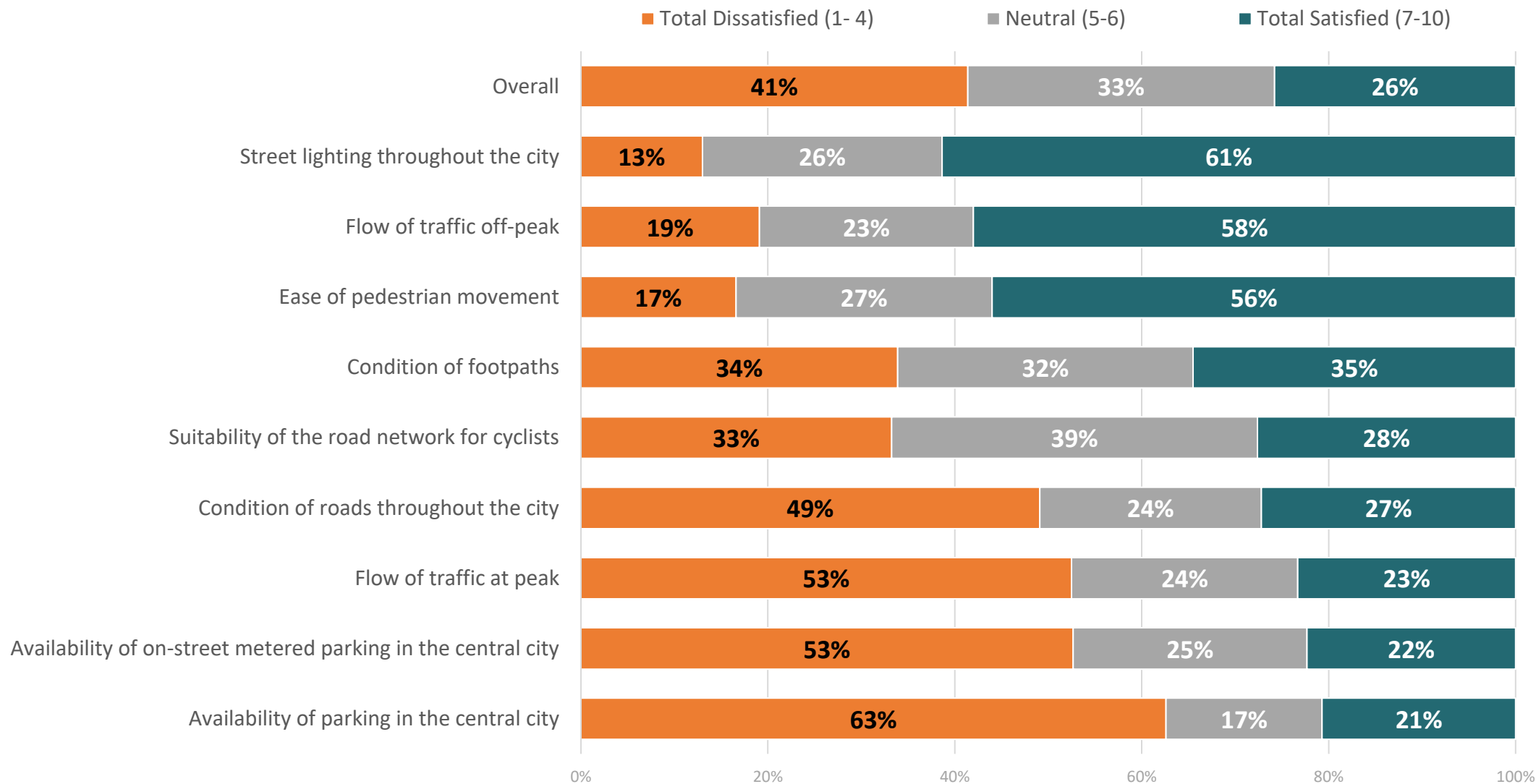
Highest satisfaction ratings were for street lighting, followed by the flow of traffic at off-peak hours and of ease of pedestrian movement.

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





Satisfaction with roads, footpaths, lighting and parking – 2022/23

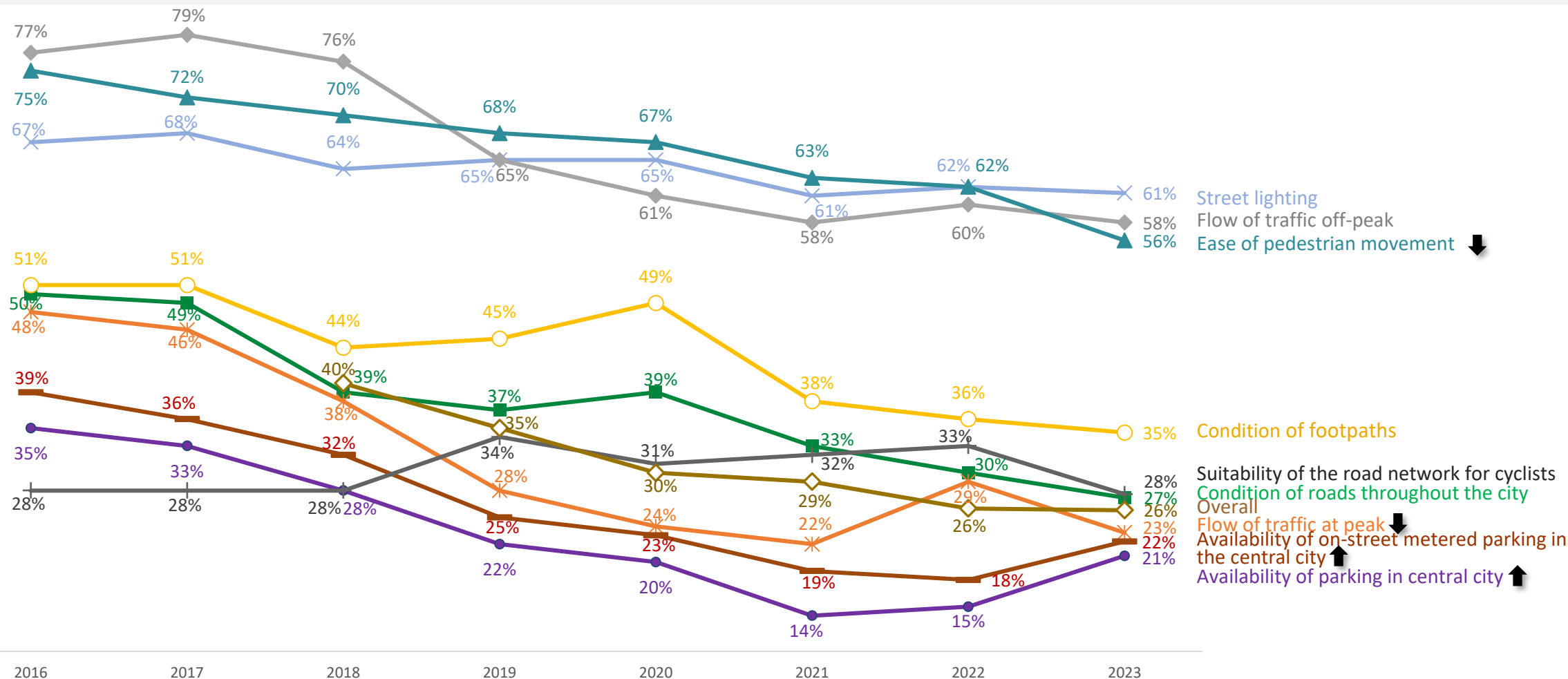




Satisfaction with roads, footpaths, lighting and parking over time

While ratings were lower than all other aspects, rating of parking in central city improved significantly from last year both for availability of: 'parking space' and 'on-street metered parking'.

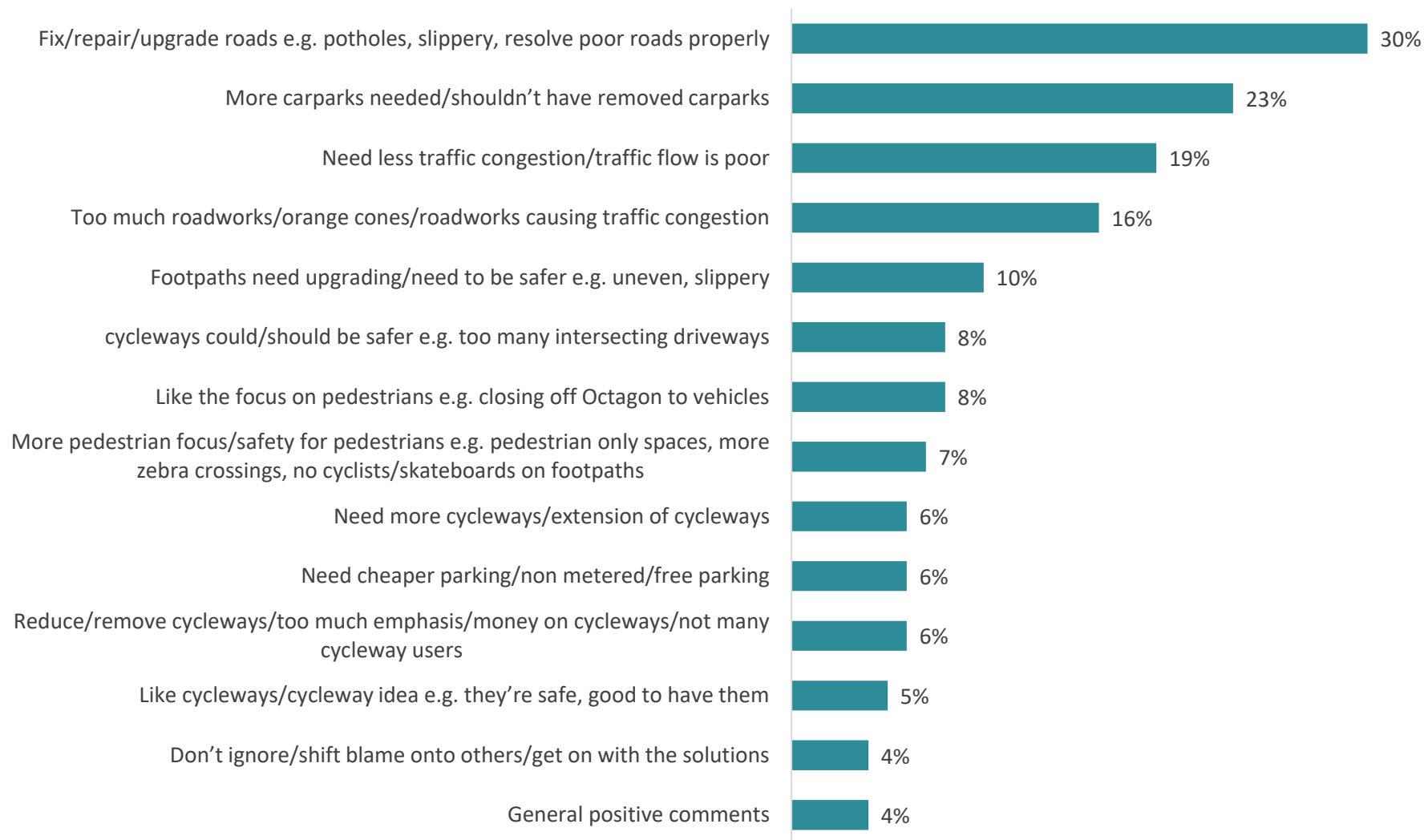
Overall satisfaction with roading-related infrastructure remained unchanged at 26%. There was a significant decline in satisfaction with the flow of traffic at peak hours, after a significant increase between 2021 and 2022. Ease of pedestrian movement also declined significantly to 56% this year - the lowest since 2016.



NOTES Q: How satisfied are you with each of the following? / Q: Everything considered, how satisfied are you with the way the DCC manages the city's roading-related infrastructure?
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402.
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 2021-2022 survey.



Comments about roading related infrastructure in the last year



NOTES Q: Do you have any comments about the city's roading or water-related infrastructure?

Total sample size: 2023 n=857 commented about water and/or roading infrastructure. Exclude don't know /nothing/ no comments/ unclear/ irrelevant/ blank responses.

Chart does not include responses less than 4%.



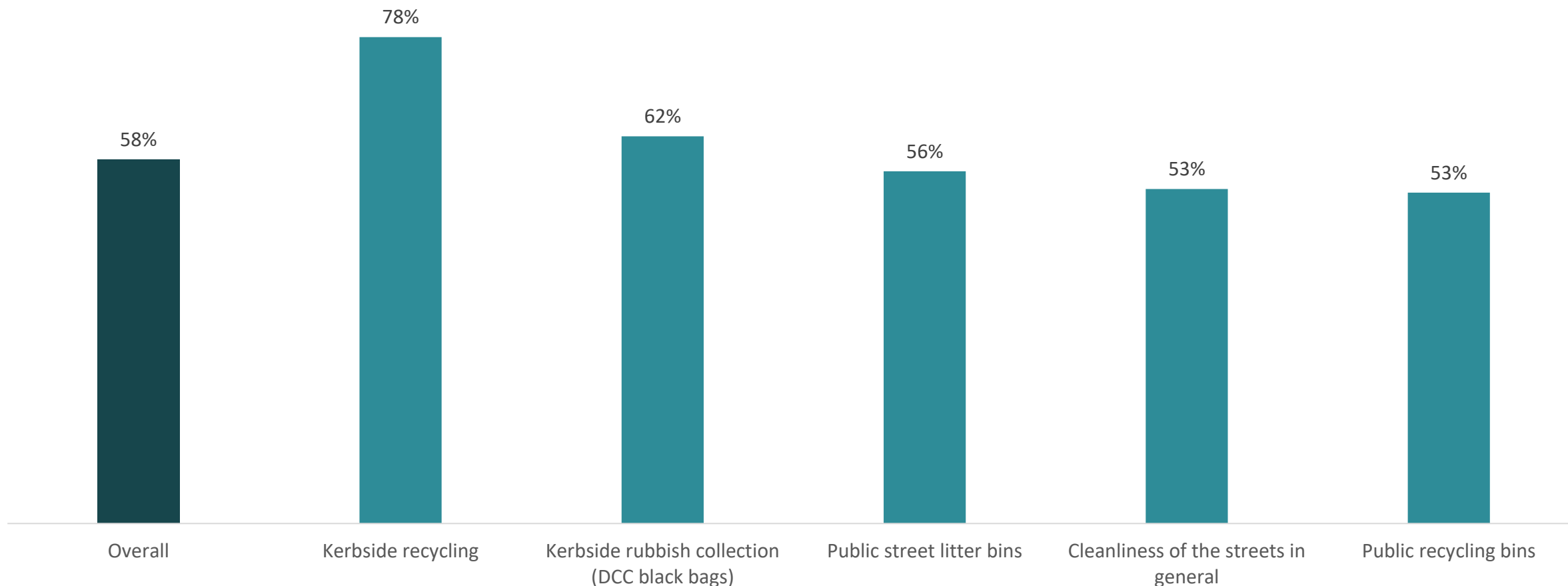
Services

Waste Management and Regulatory



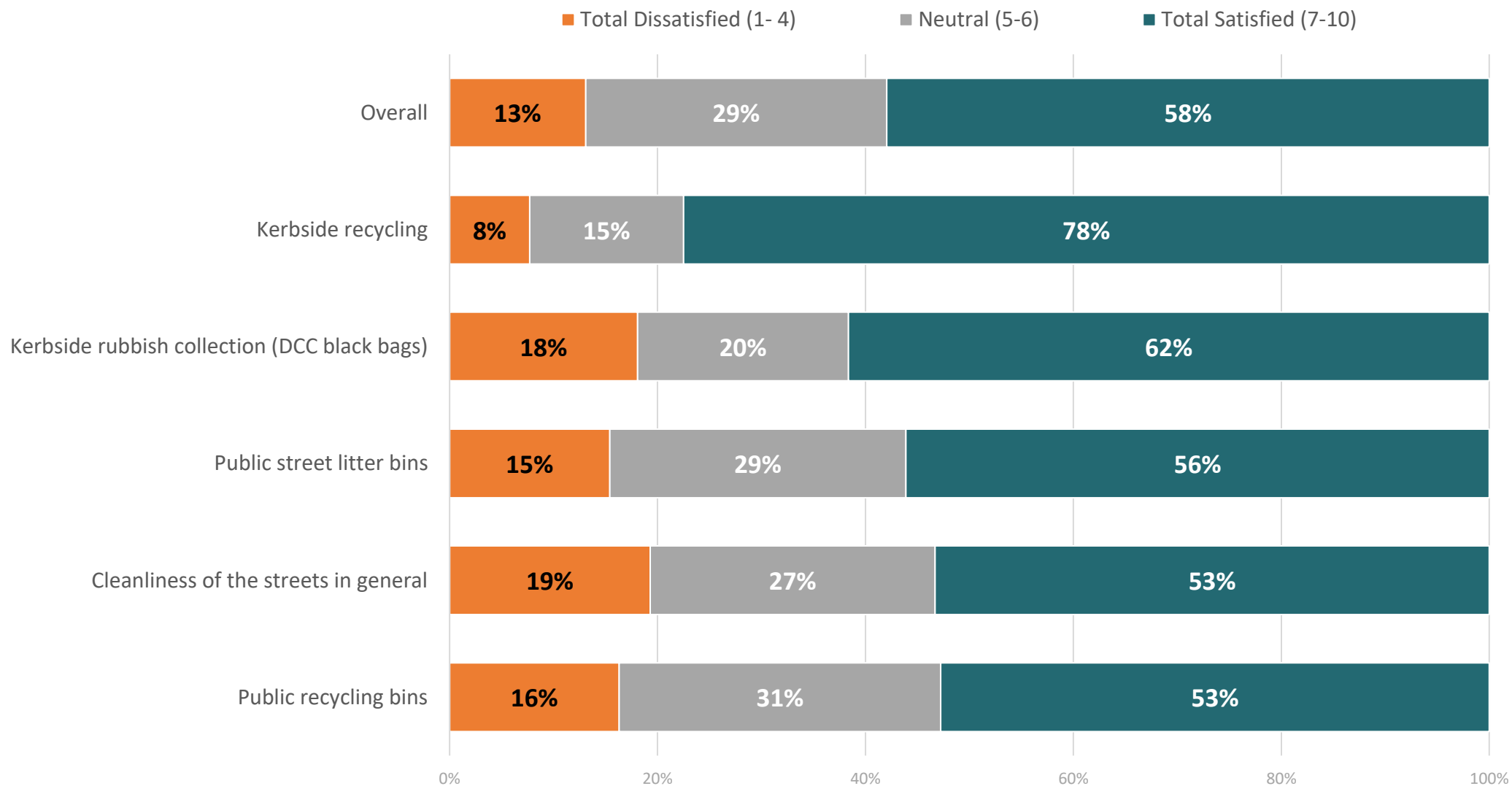
Satisfaction with waste management - 2022/23

Overall, over half of respondents were satisfied with waste management services provided by the DCC.
Positive ratings were highest for kerbside recycling and lowest for public recycling bins and cleanliness of the streets in general.





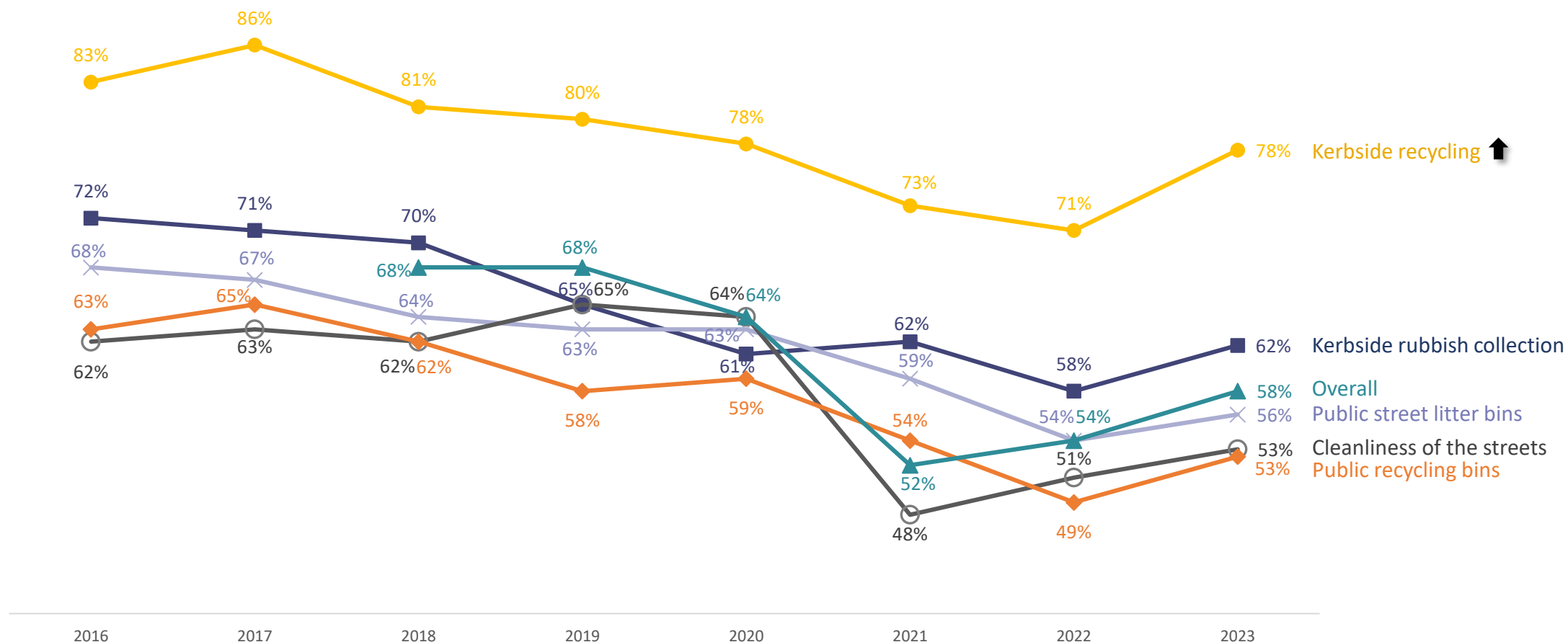
Satisfaction with waste management – 2022/23





Satisfaction with waste management over time

Satisfaction with waste management services have all increased from last year by various degrees, with kerbside recycling having had a significant increase from 71% to 78% which brings it back to the satisfaction level in 2020.

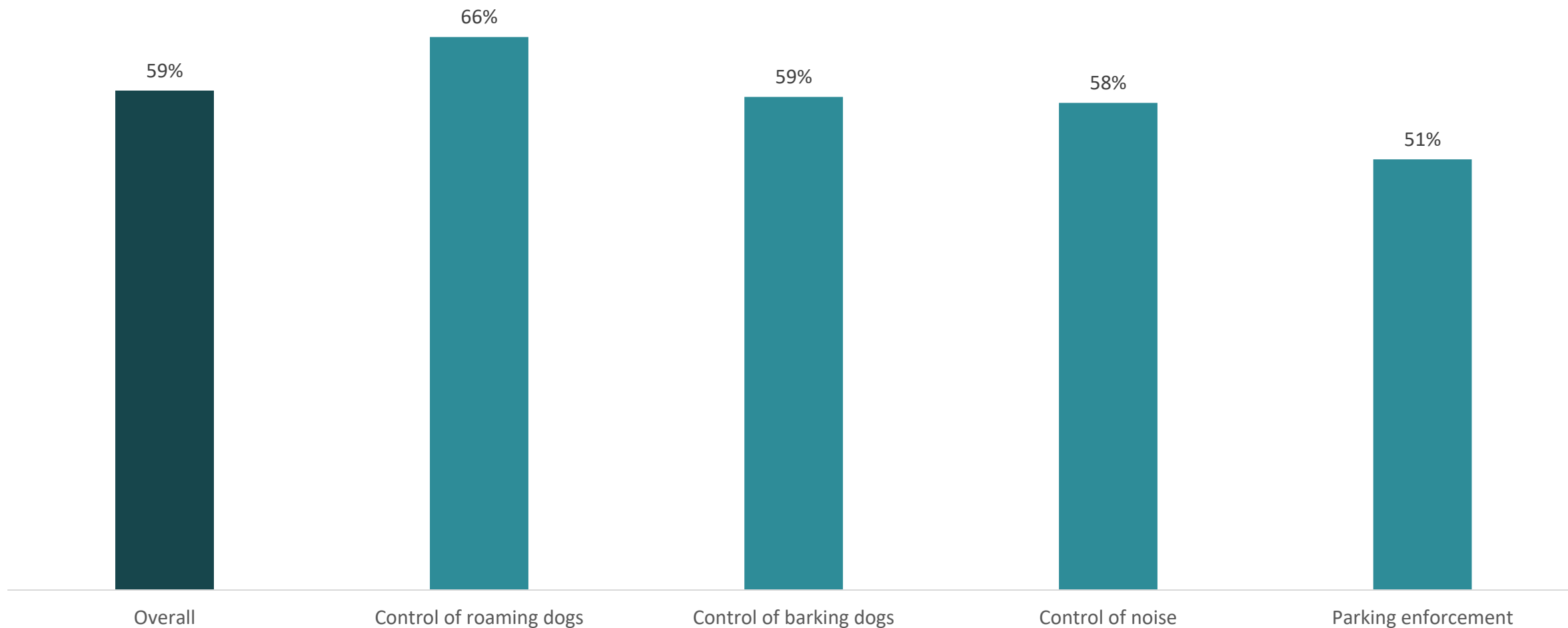


NOTES Q: How satisfied are you with each of the following? / Q: Everything considered, how satisfied are you with the rubbish disposal services provided by the DCC?
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402.
Sample 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 2021-2022 survey.



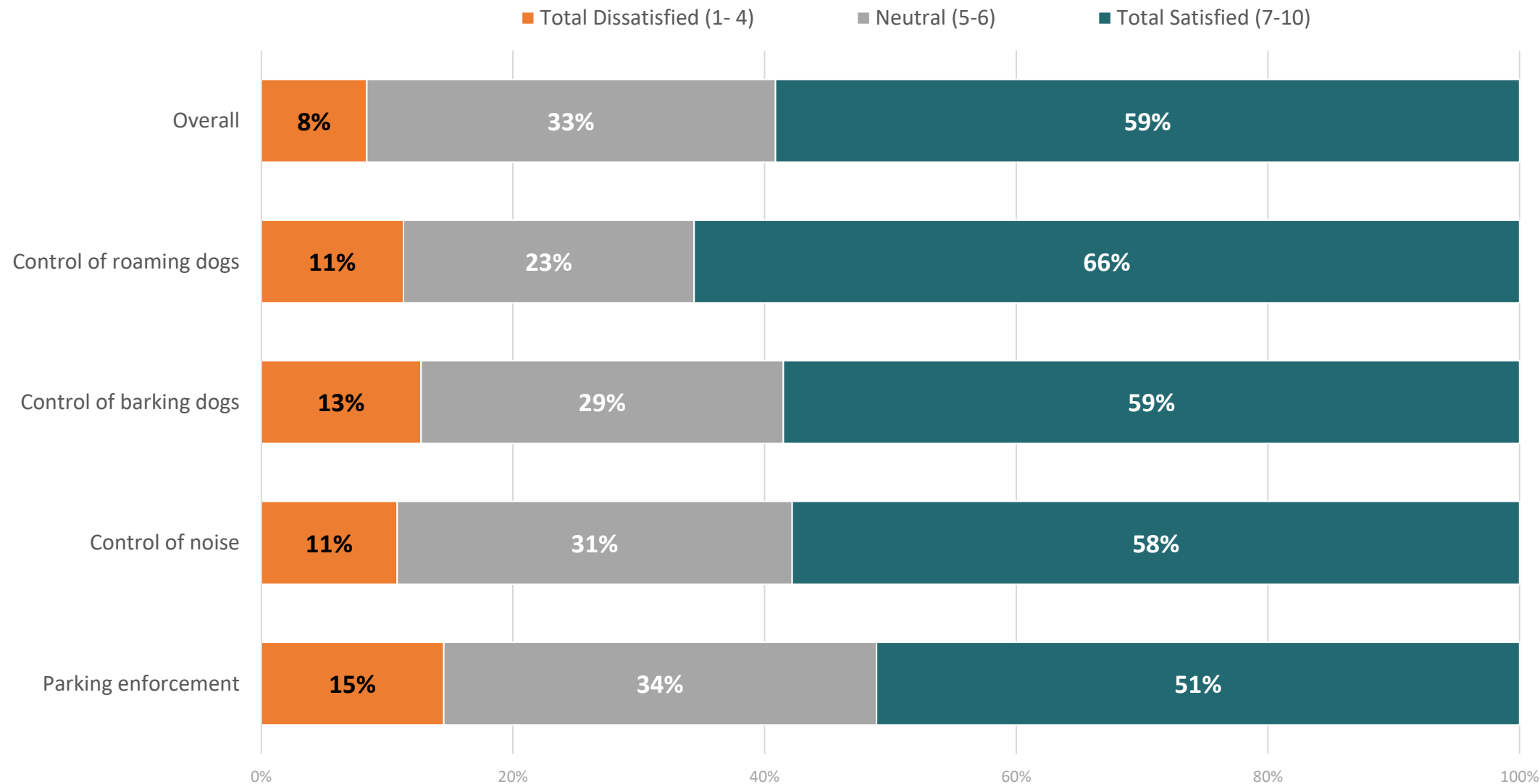
Satisfaction with regulatory services – 2022/23

In 2022/23, over half of respondents are satisfied with regulatory services overall.
Satisfaction ratings are highest for control of roaming dogs and lowest for parking enforcement.





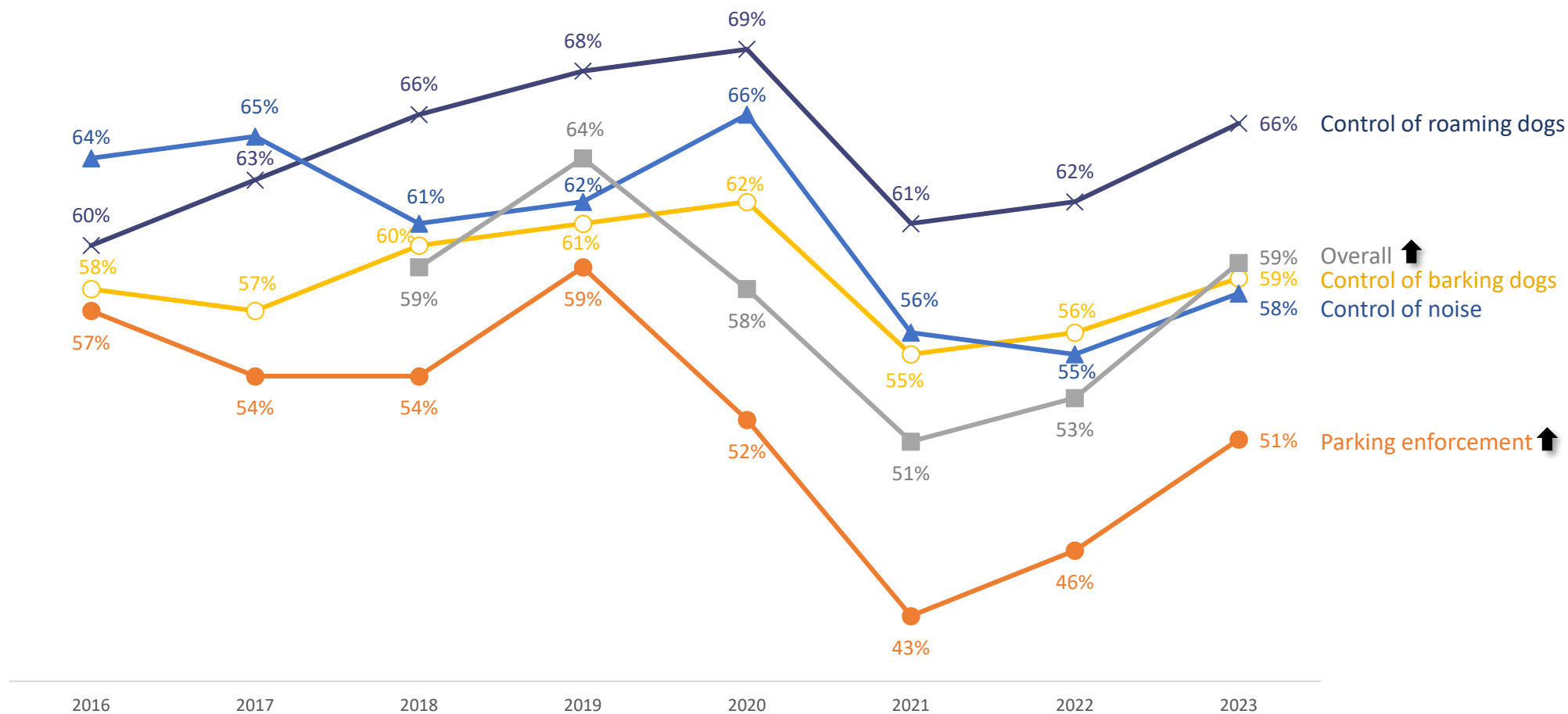
Satisfaction with regulatory services – 2022/23





Satisfaction with regulatory services over time

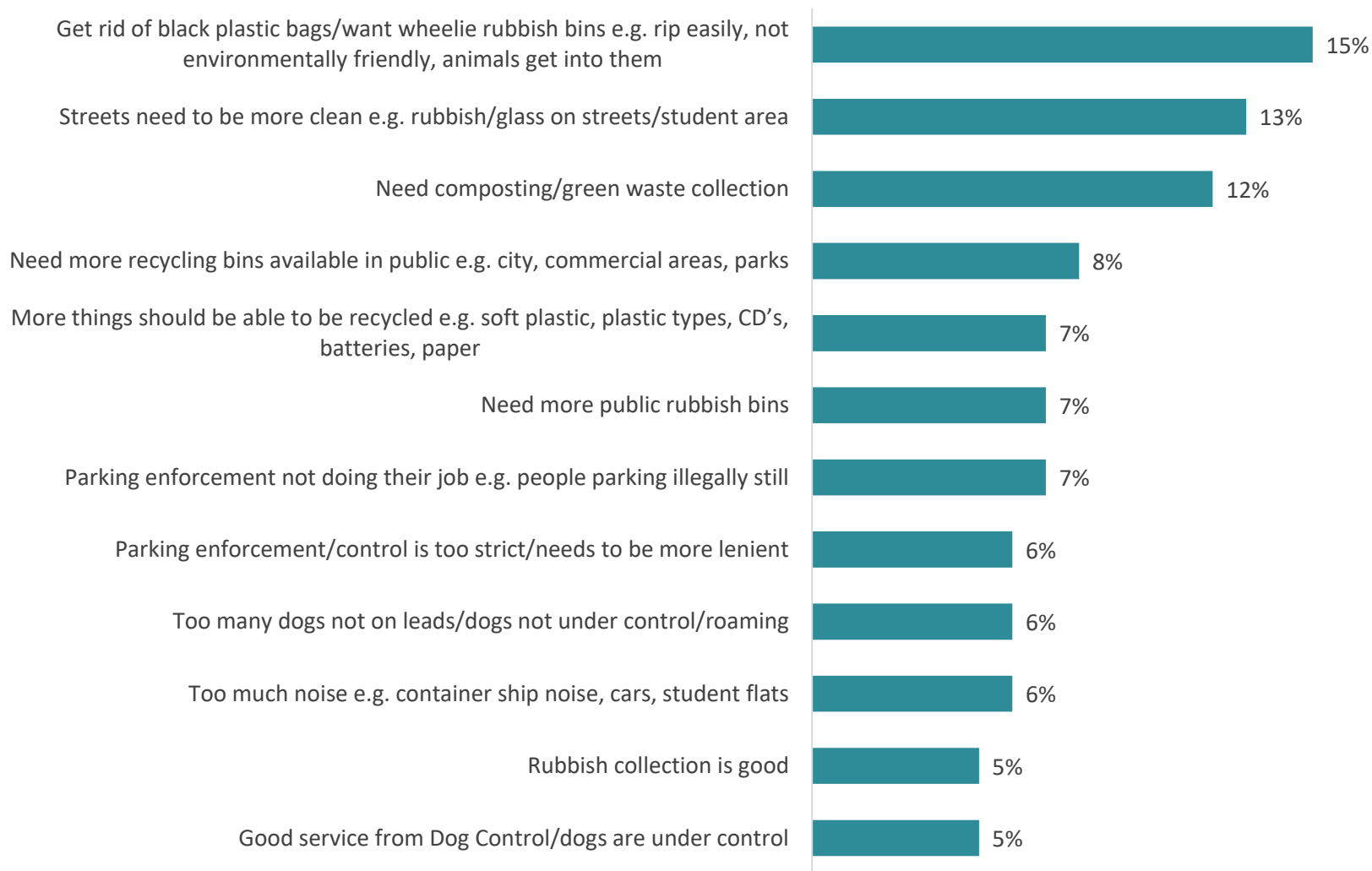
After notable declines between 2020 and 2022, satisfaction with regulatory services continued to track upwards, with a significant increases in ratings for regulatory services and for parking enforcement over the last year.



NOTES Q: How satisfied are you with each of the following? / Q: Everything considered, how satisfied are you with the regulatory services that the DCC provides?
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402.
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 2021-2022 survey.



Comments about Dunedin's services



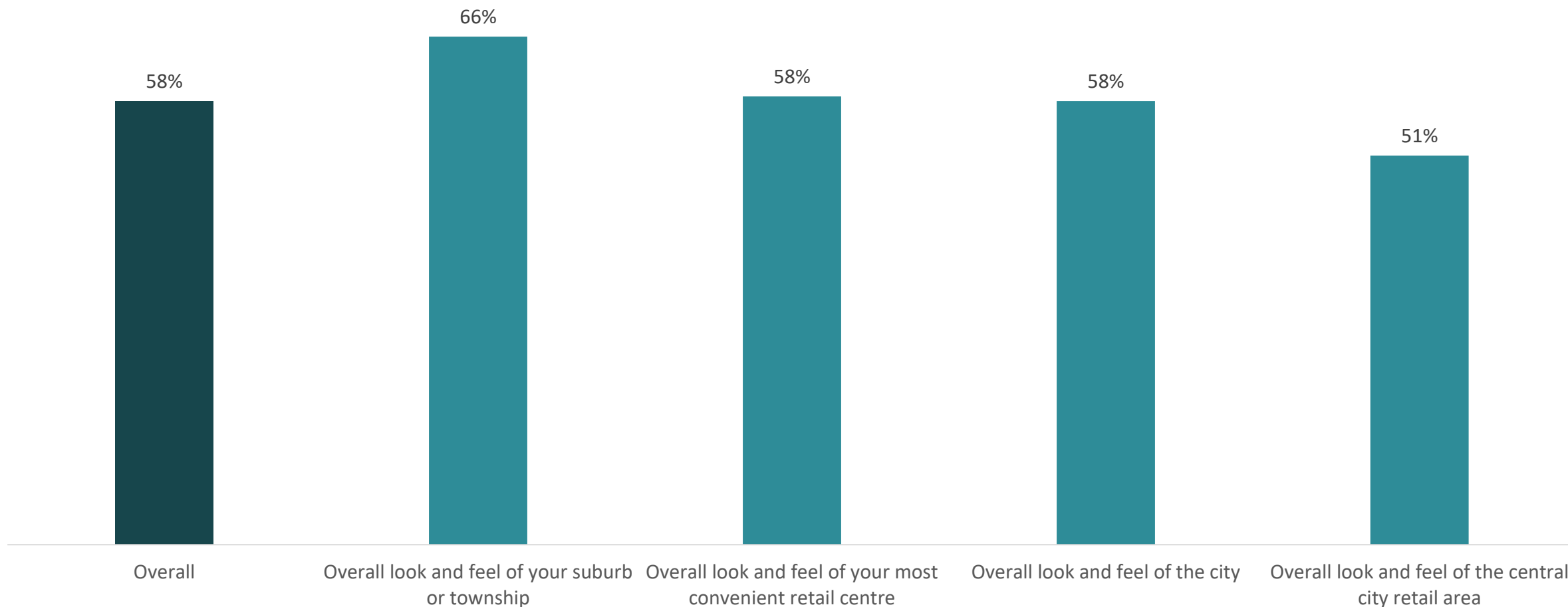


Planning and Urban Design



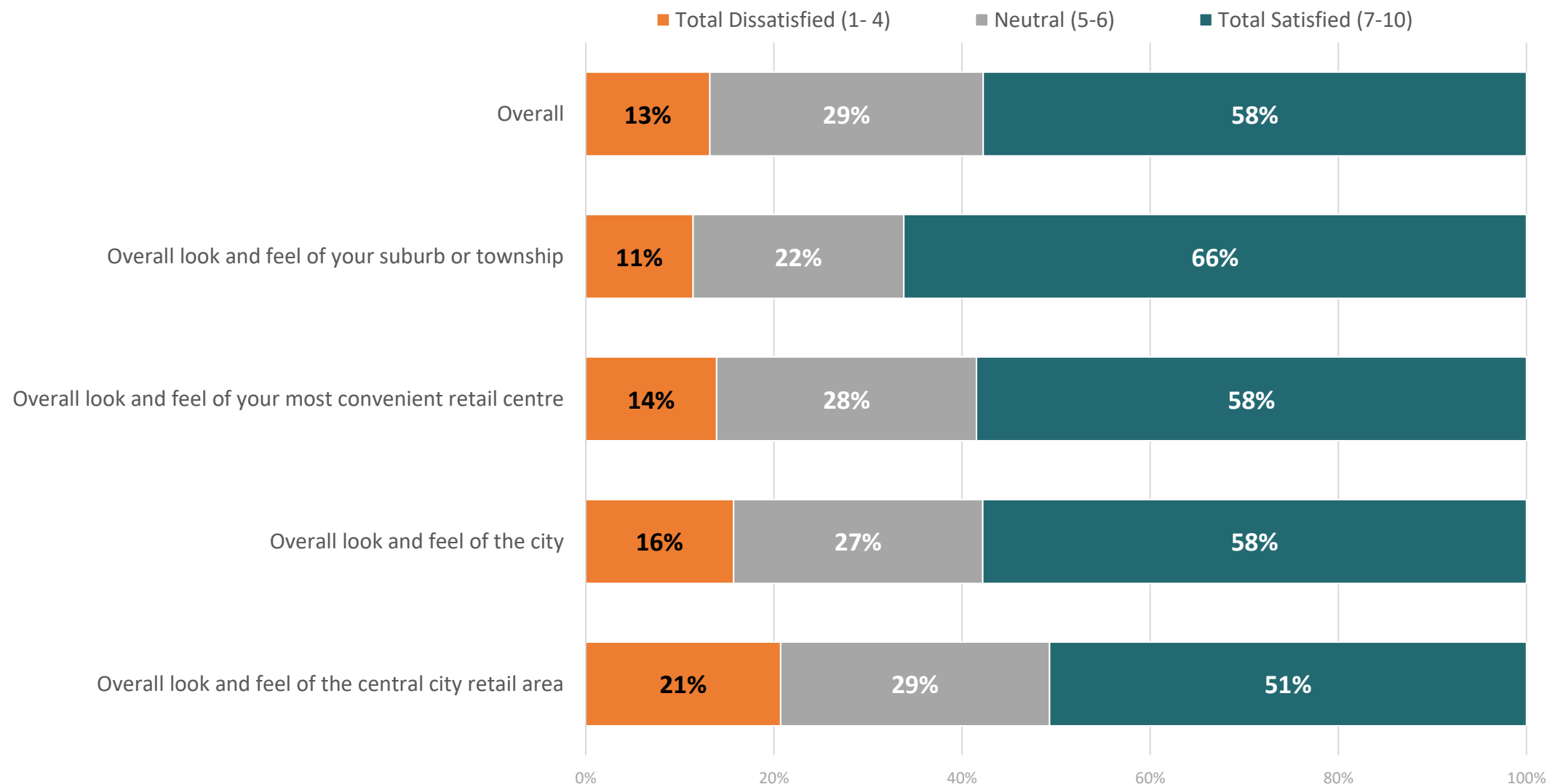
Satisfaction with planning and urban design – 2022/23

Over half of respondents were satisfied with the way the city is developing overall in terms of its look and feel. Satisfaction was 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 – 2022/23

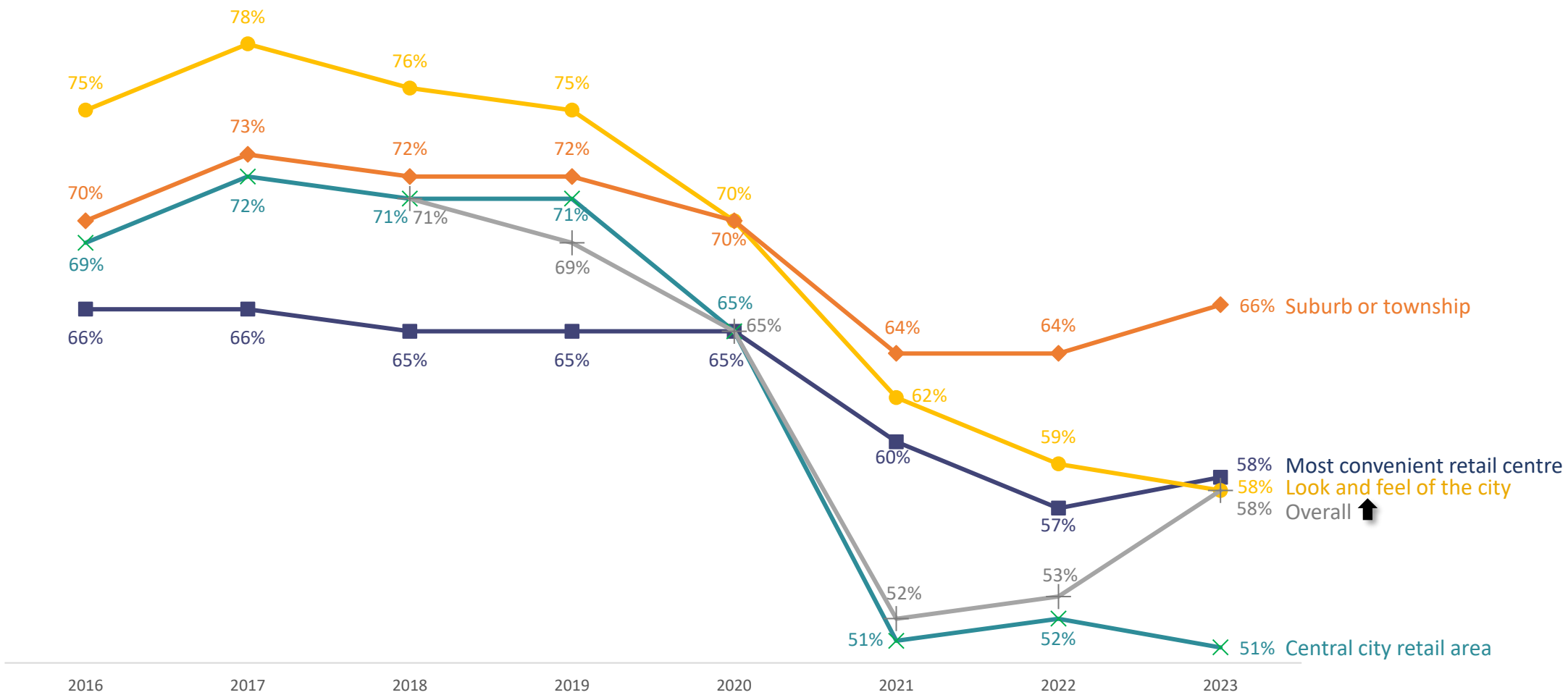




Satisfaction with planning and urban design over time

Overall satisfaction with urban design increased significantly from 53% last year to 58% in 2023.

Satisfaction with individual aspects of planning and urban design remain stable over the last twelve months.



NOTES Q: How satisfied are you with each of the following? / Q: Everything considered, how satisfied are you with the way the city is developing in terms of its look and feel?

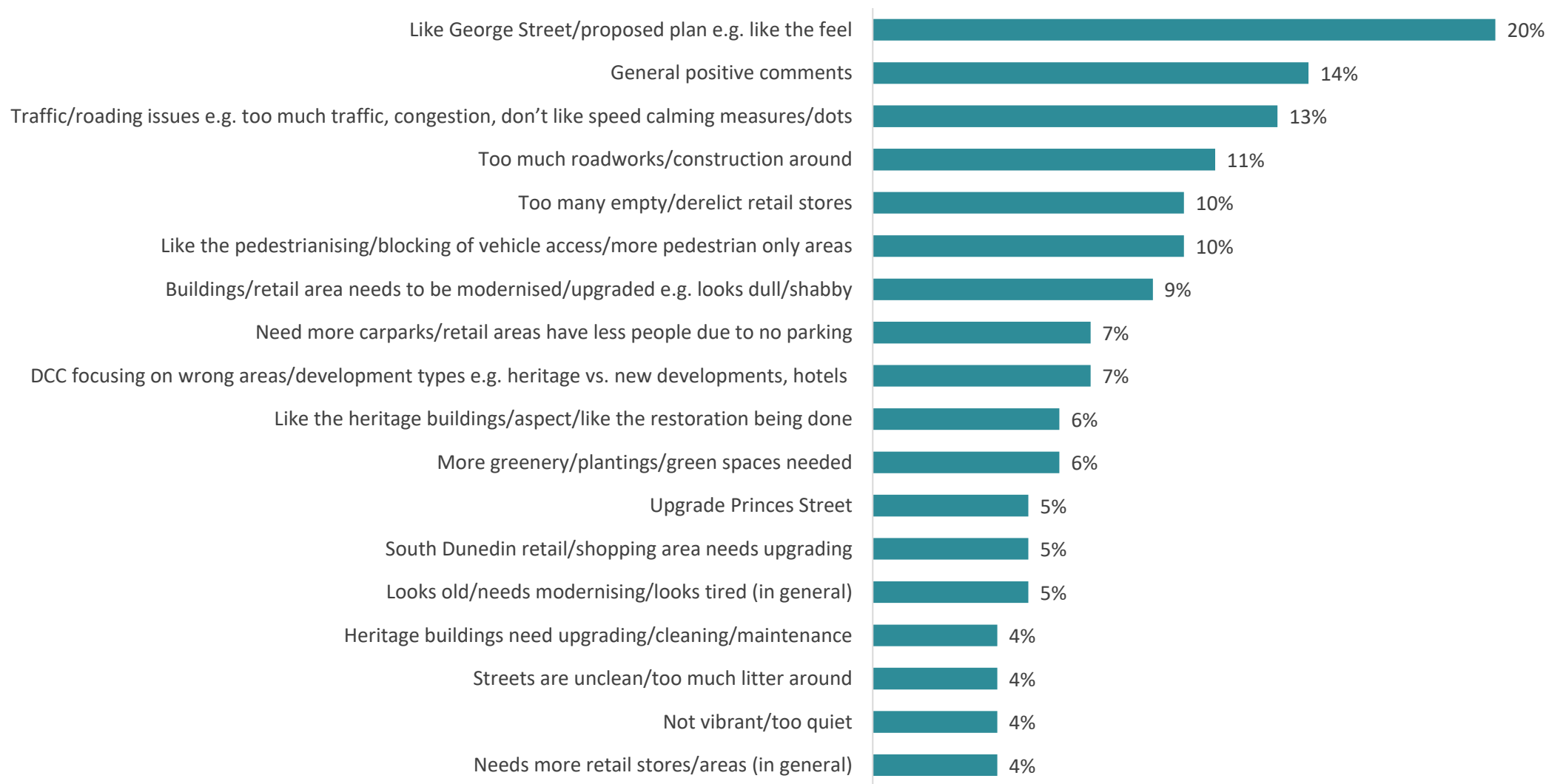
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313

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 2021-2022 survey.



Comments about the look and feel of the city



NOTES Q: Do you have any comments about the look and feel of the city?

Total sample size: 2023 n=704. Exclude don't know /nothing/ no comments/ unclear/ irrelevant/ blank responses.

Chart does not include responses less than 4%.



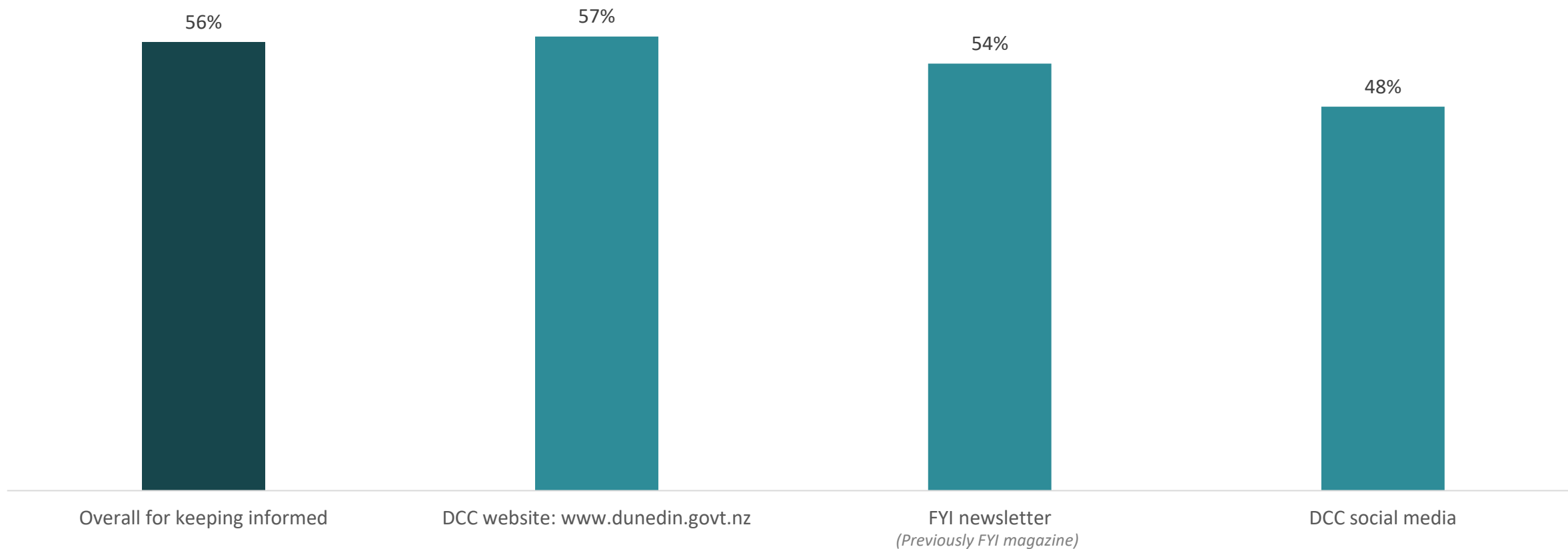
Contact and Information



Satisfaction with communication channels – 2022/23

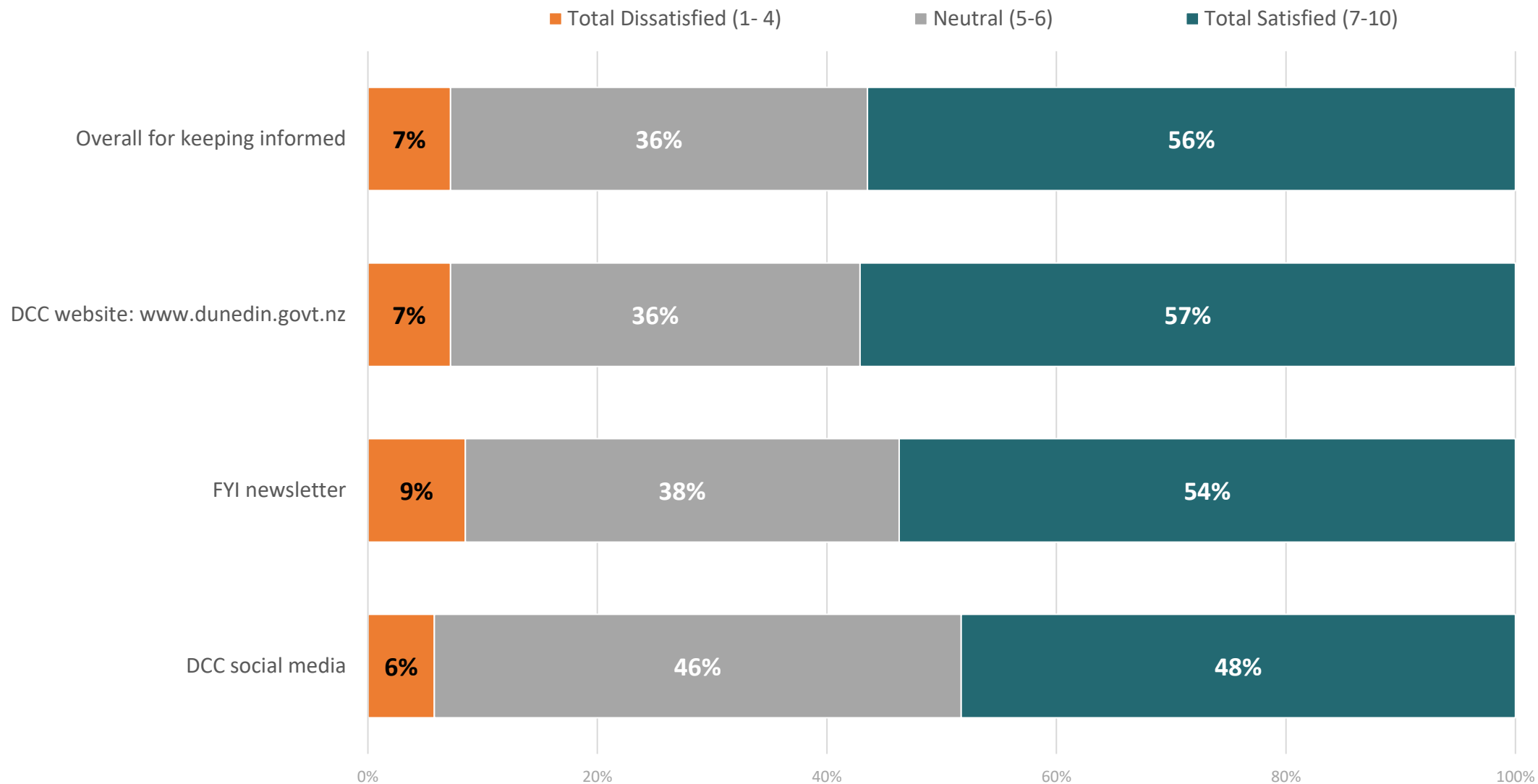
Overall, half of respondents (56%) were satisfied with how well the DCC keeps people informed.

Satisfaction ratings were highest for the DCC website and lower for DCC social media.





Satisfaction with communication channels – 2022/23

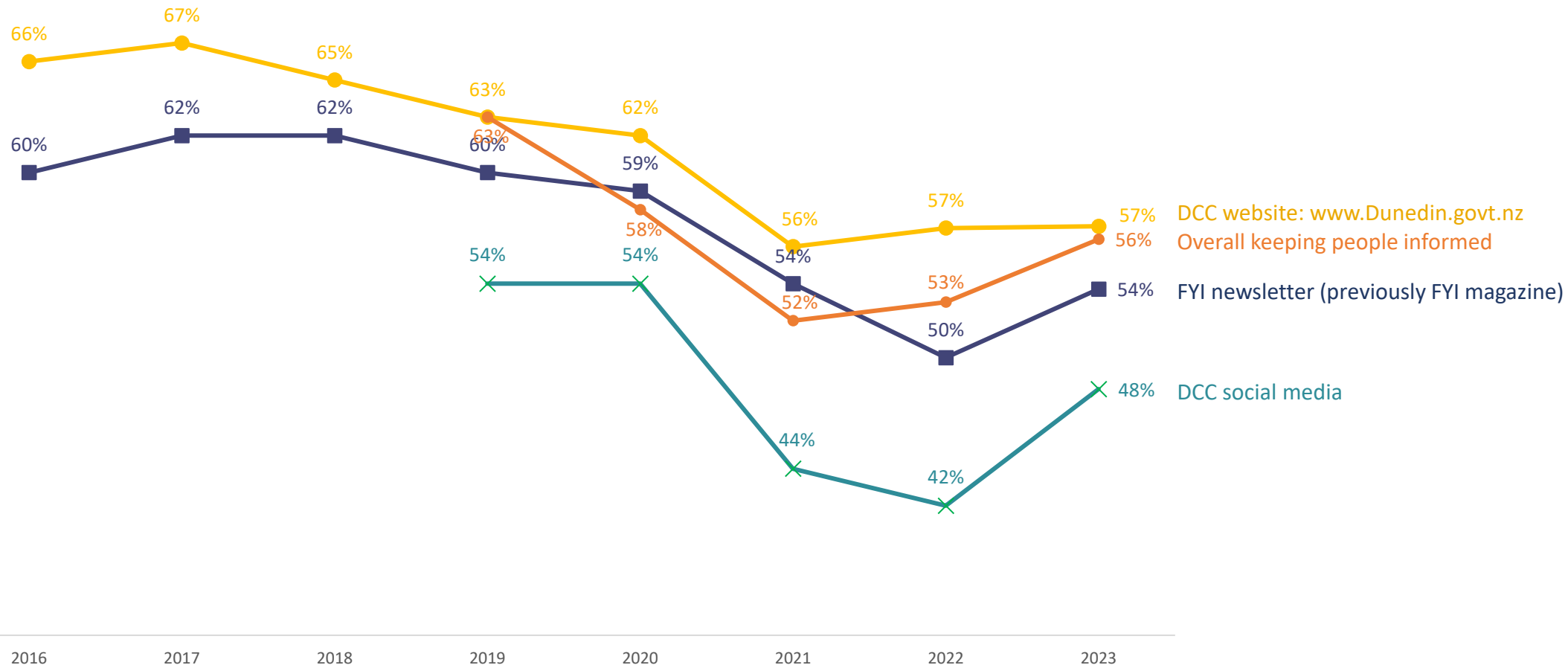




Satisfaction with communication channels over time

Overall satisfaction with how well the DCC keeps residents informed had a slight increase from last year, and similarly for FYI newsletters and DCC social media.

Rating for DCC website remain highest and unchanged from last year.





Interacting with Dunedin City Council staff

Have contacted DCC staff in the last three months

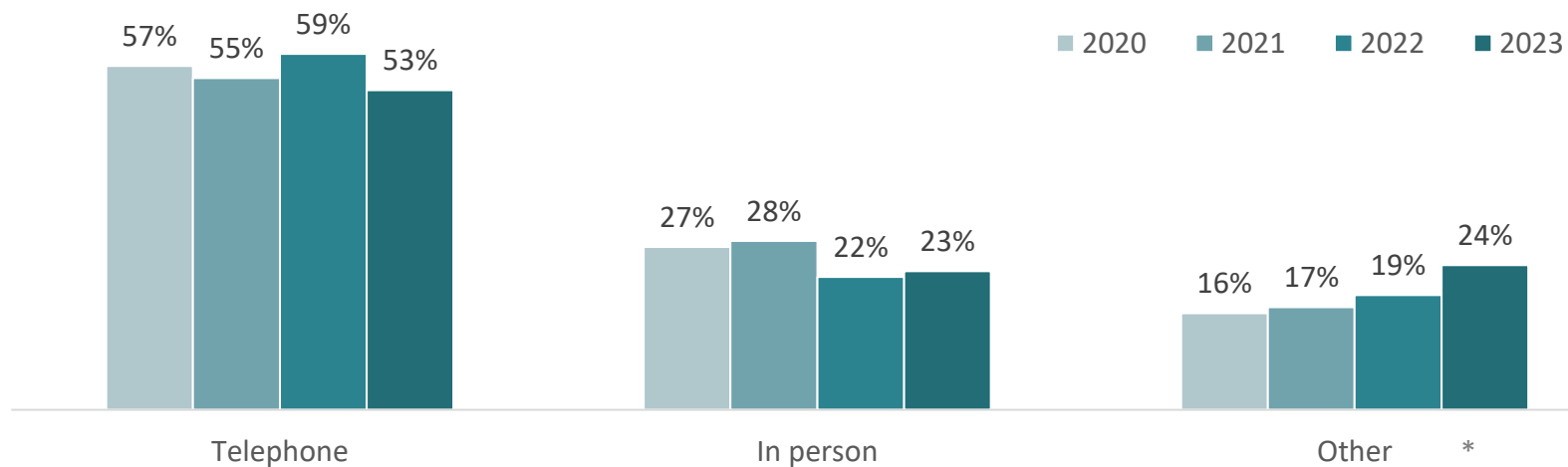


Fewer than one in three respondents said they have had to contact DCC staff in the last three months (at time of surveying).

The proportion is same as reported in 2021/22.

(Those who had contact)

Form of contact with DCC Staff over time



For those who made contact, 53% had done so by phone. The share visiting in person continue to remain lower at 23%, while the share of contacting staff using methods that are neither phone nor in person shows a gentle increasing trend.

NOTES Q: In the last three months, have you contacted DCC staff about any matter? / Q: What best describes the form of contact you had with DCC staff in the last three months?

Sample size: 2020 n=1,362; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402. Those who have had contact 2020 n=512; 2021 n=454; 2022 n=379; 2023 n=432.

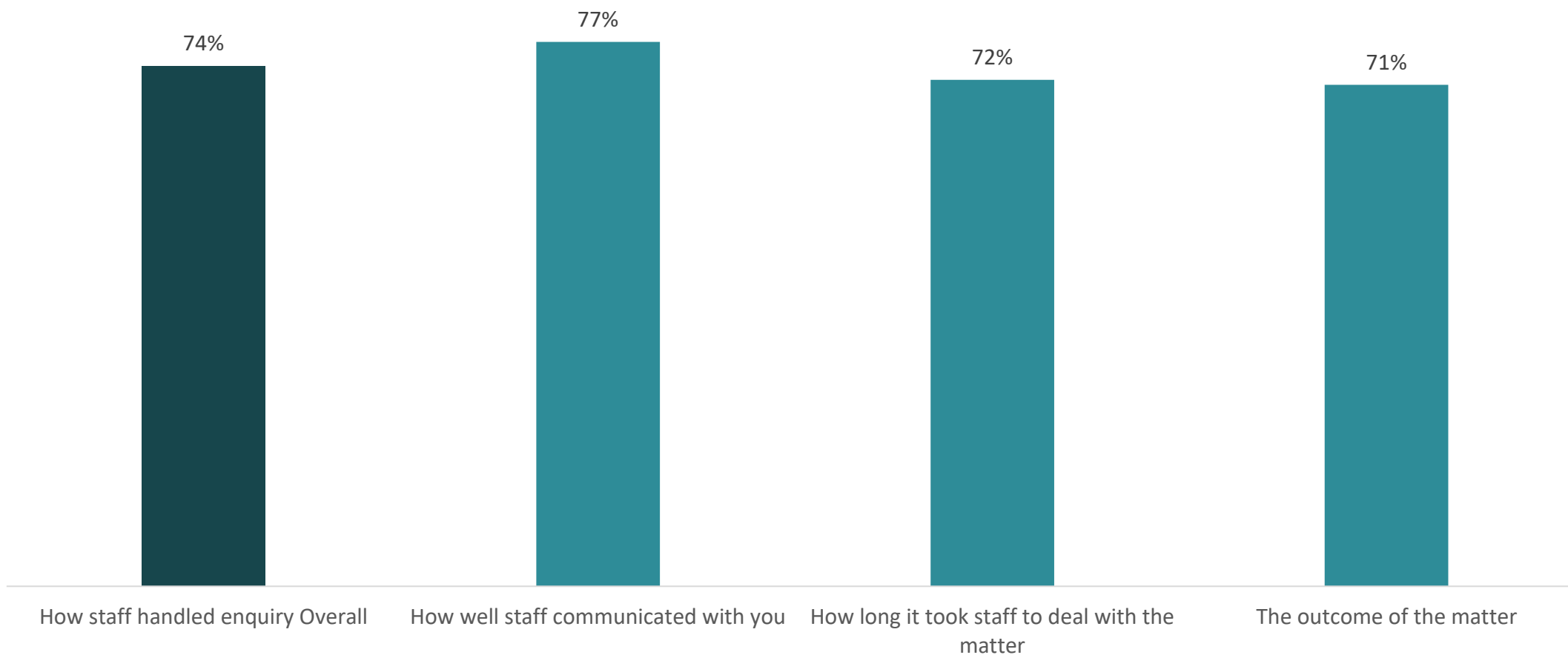
Black arrow indicate statistically significant higher or lower result from previous survey.

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



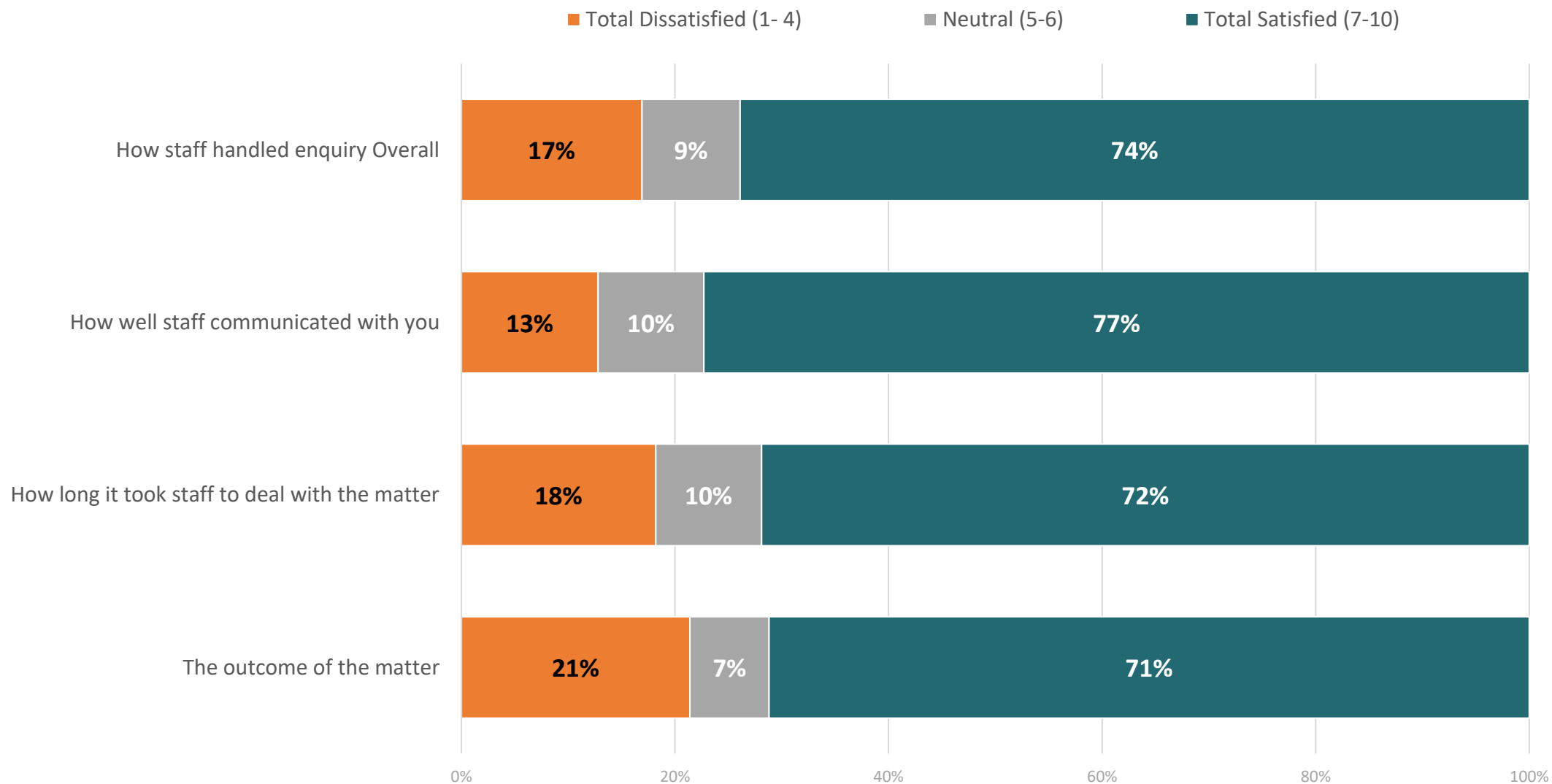
Satisfaction with Dunedin City Council staff – 2022/23

Overall, around three quarters of respondents who have had contacted the DCC in the last three months were satisfied with how DCC staff handled the enquiry, highest ratings were given for how well staff communicated with enquirers (77%).





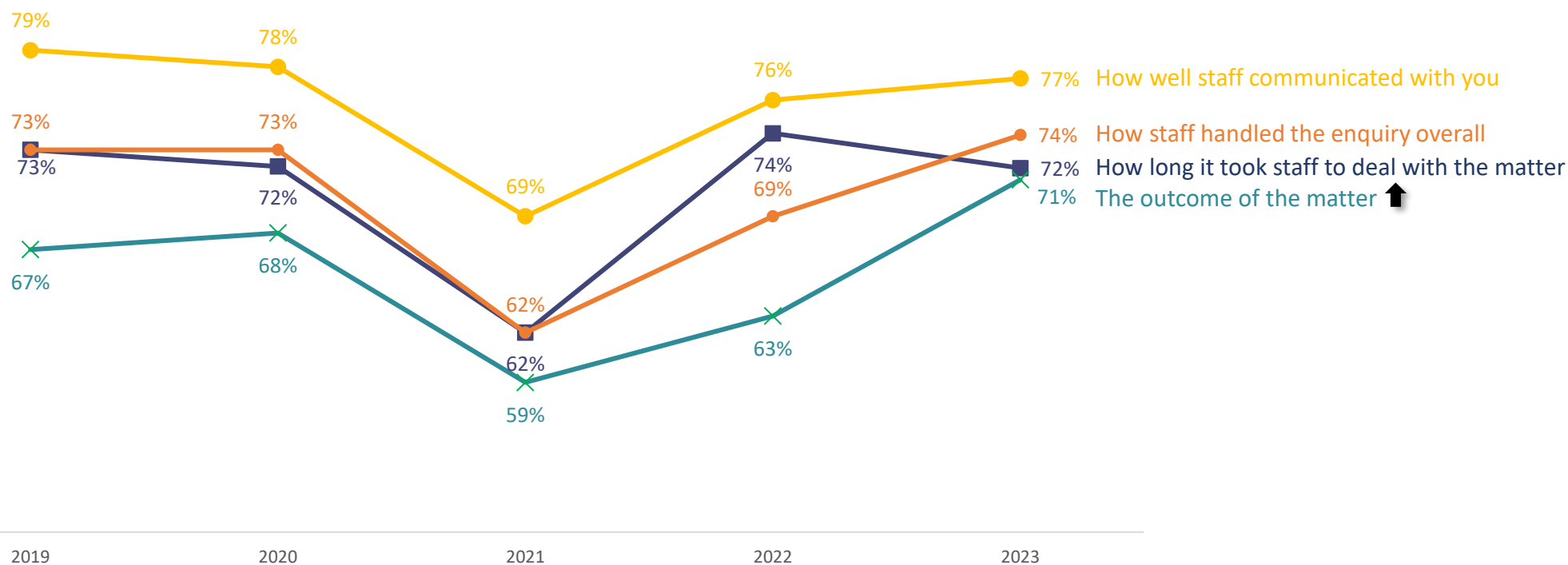
Satisfaction with Dunedin City Council staff – 2022/23





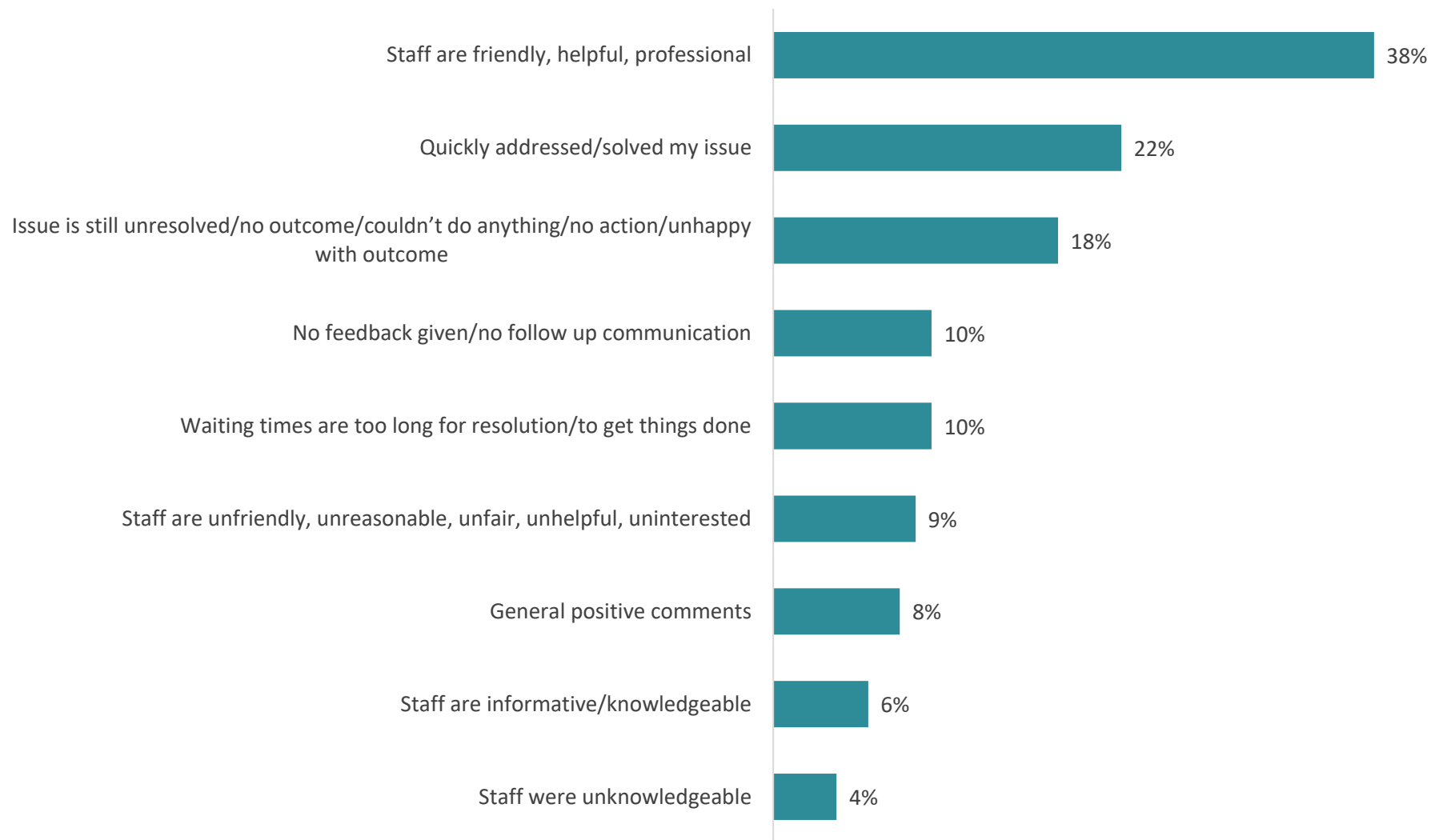
Satisfaction with Dunedin City Council staff over time

The outcome of the matter received a significant increase in its positive ratings, from 63% last year to 71%. This is also the highest achieved since 2019. Staff handling of the enquiry shows improvement, though this is not statistically significant. The remaining two measures were stable when compared with last year.





Comments about interacting with Dunedin City Council staff



NOTES

Q: Do you have any comments regarding the service you received?

Total sample size: 2023 n=208. Exclude don't know /nothing/ no comments/ unclear/ irrelevant/ blank responses.

Chart does not include responses less than 3%.



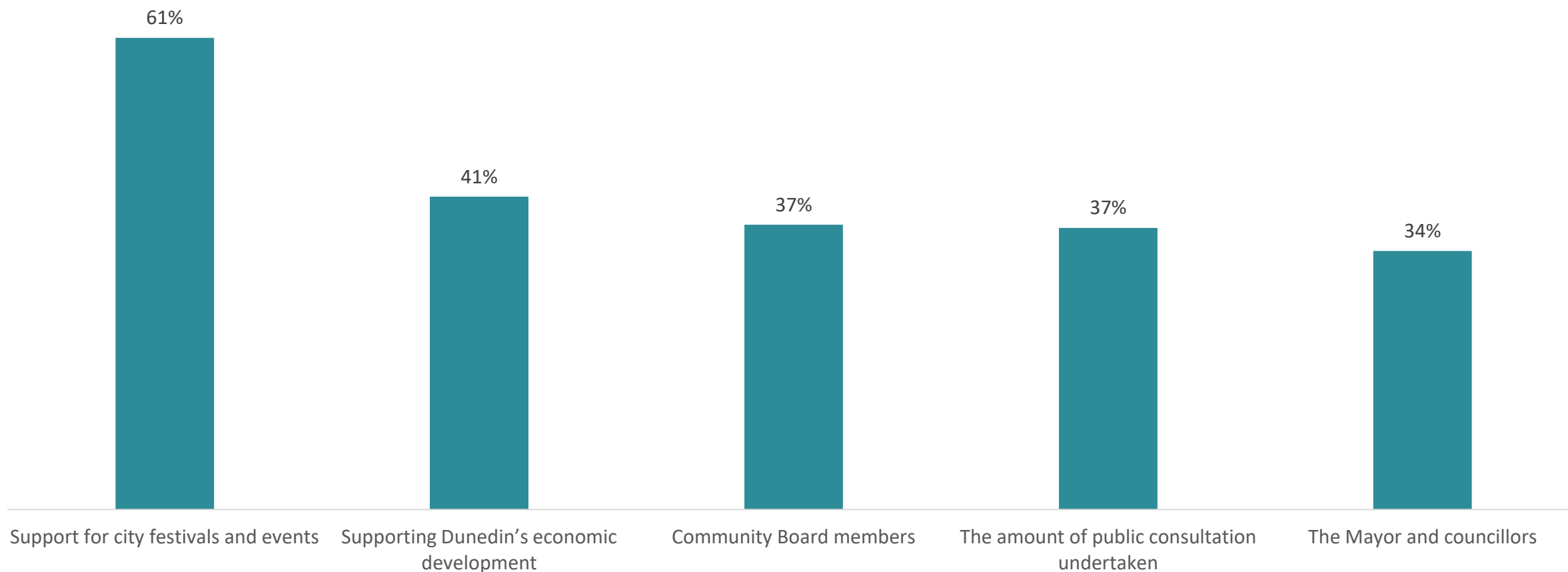
Leadership & Overall Satisfaction



Satisfaction with Dunedin City Council leadership – 2022/23

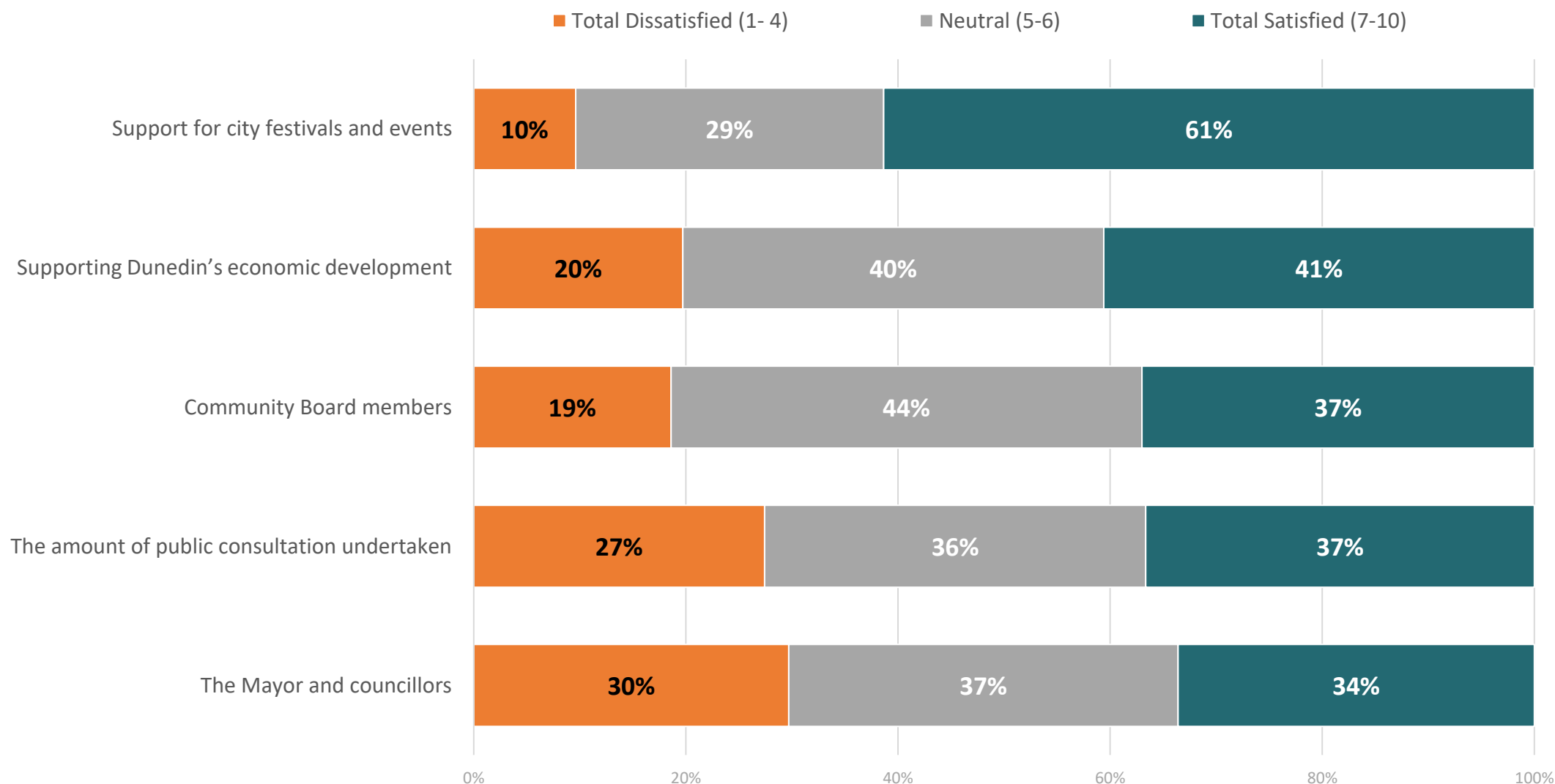
Satisfaction was highest for Council's support for city festivals and events, with 61% of all respondents giving a positive rating.

About two fifths of residents were satisfied with three of the other four leadership measures, and around 34% gave a positive rating for the overall performance of the Mayor and Councillors.





Satisfaction with Dunedin City Council leadership – 2022/23



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

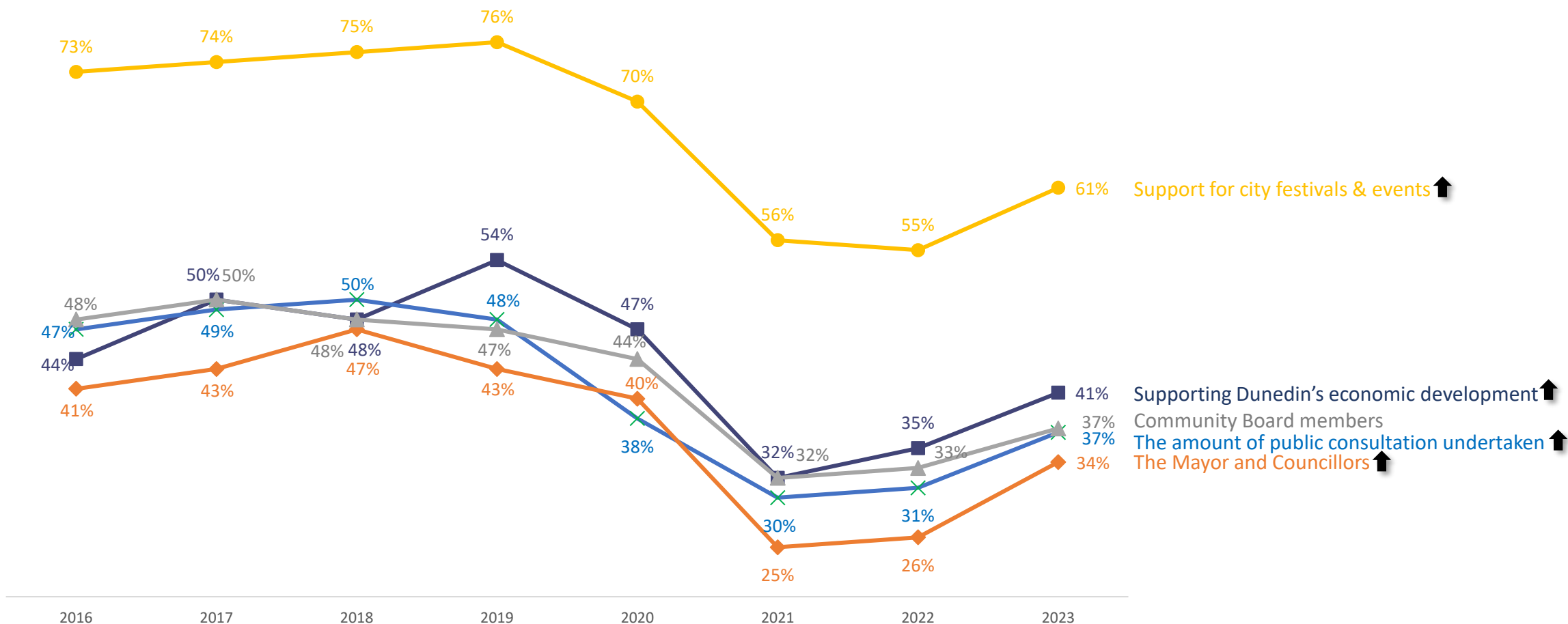
Q: And overall, when you think about the role that Council has, how would you rate your overall satisfaction with

Sample size: support for city festivals and events n=1267; supporting Dunedin's economic development n=1172; Community Board members n=966; amount of public consultation undertaken n=1165; the Mayor and Councillors n=1213. Exclude 'don't know' response.



Satisfaction with Dunedin City Council leadership over time

Four of five aspects of Dunedin City Council's leadership received significantly higher satisfaction ratings over the last 12 months, namely support for the city's festival and events, support for Dunedin's economic development, the amount of public consultation taken and performance of Mayor and Councillors.



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

Q: And overall, when you think about the role that Council has, how would you rate your overall satisfaction with the performance of the Mayor and Councillors?

Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402.

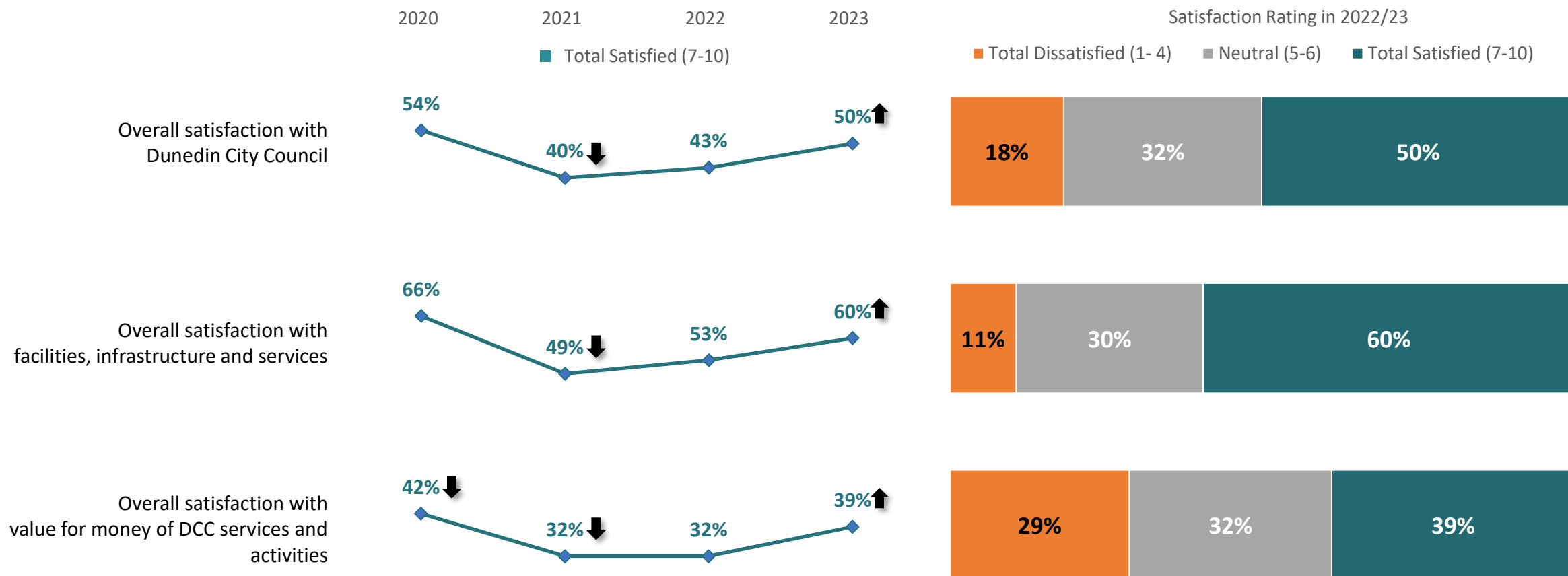
Sample size for significance testing varies each question as 'don't know' responses are excluded.

Black arrow indicate statistically significant higher or lower result from the 2021-2022 survey.



Overall satisfaction ratings

Similar to the leadership ratings, satisfaction with Dunedin City Council's performance increased significantly compared to last year's results.



NOTES Q: How would you rate your overall satisfaction with the DCC? (Please consider all the services and infrastructure that the DCC provides, its leadership and value you receive for the rates and fees you pay.)

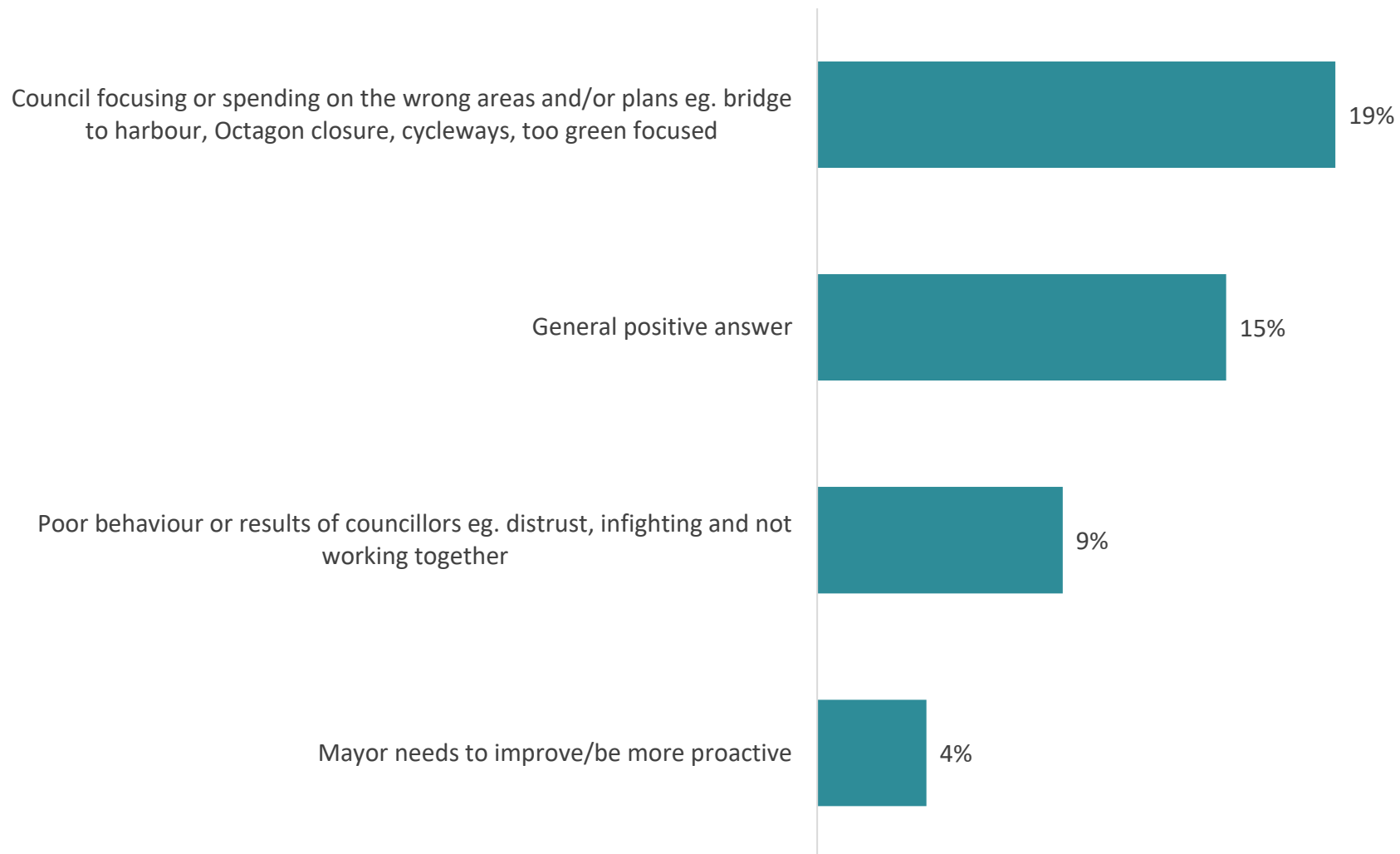
Total sample size: 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402.

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

Black arrow indicates statistically significant higher or lower result from the previous survey.

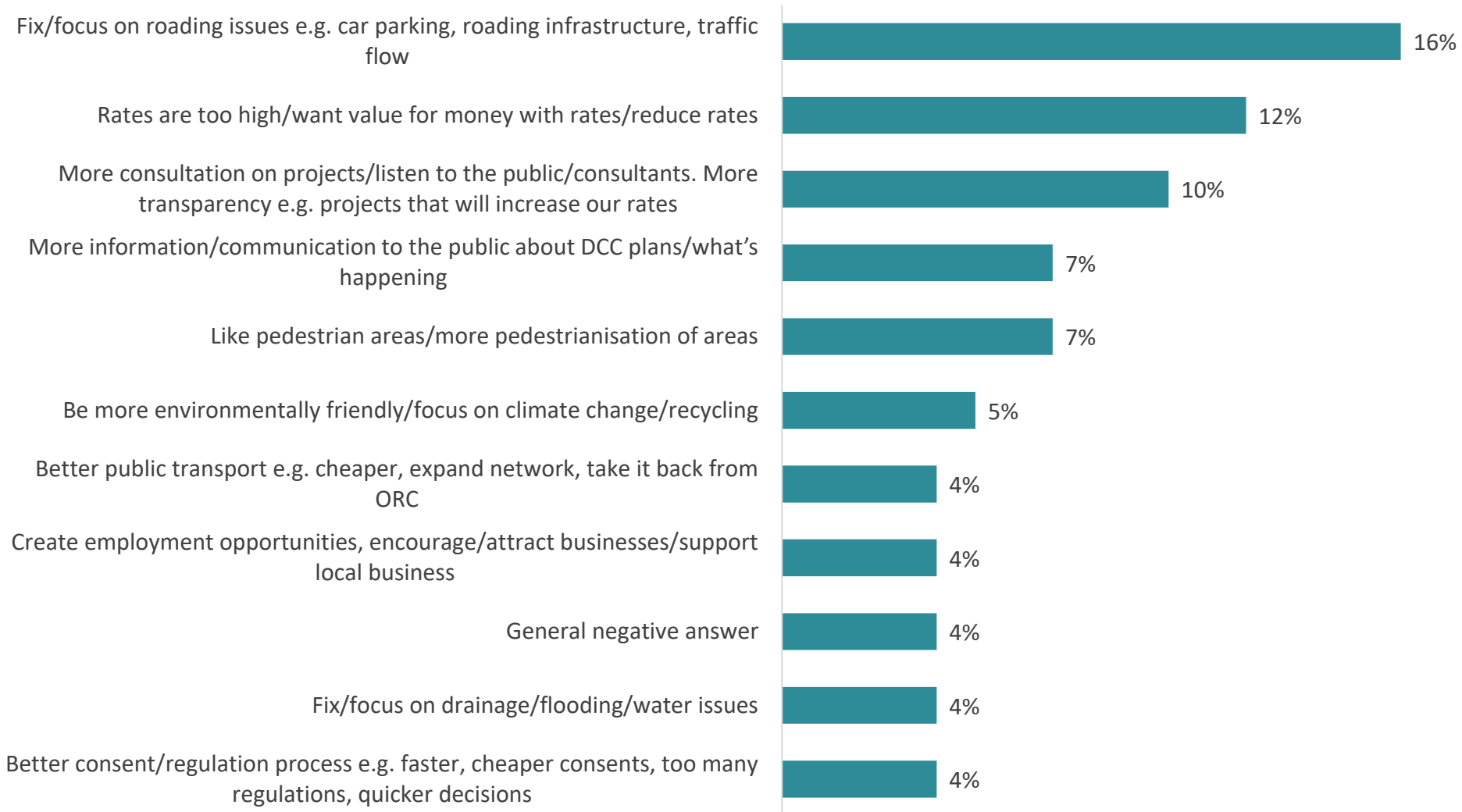


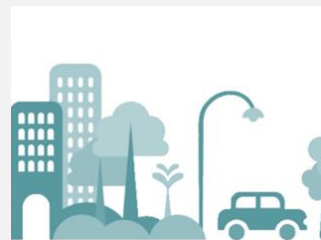
Comments on the performance of DCC in the last year





Improvements we would like to see this year





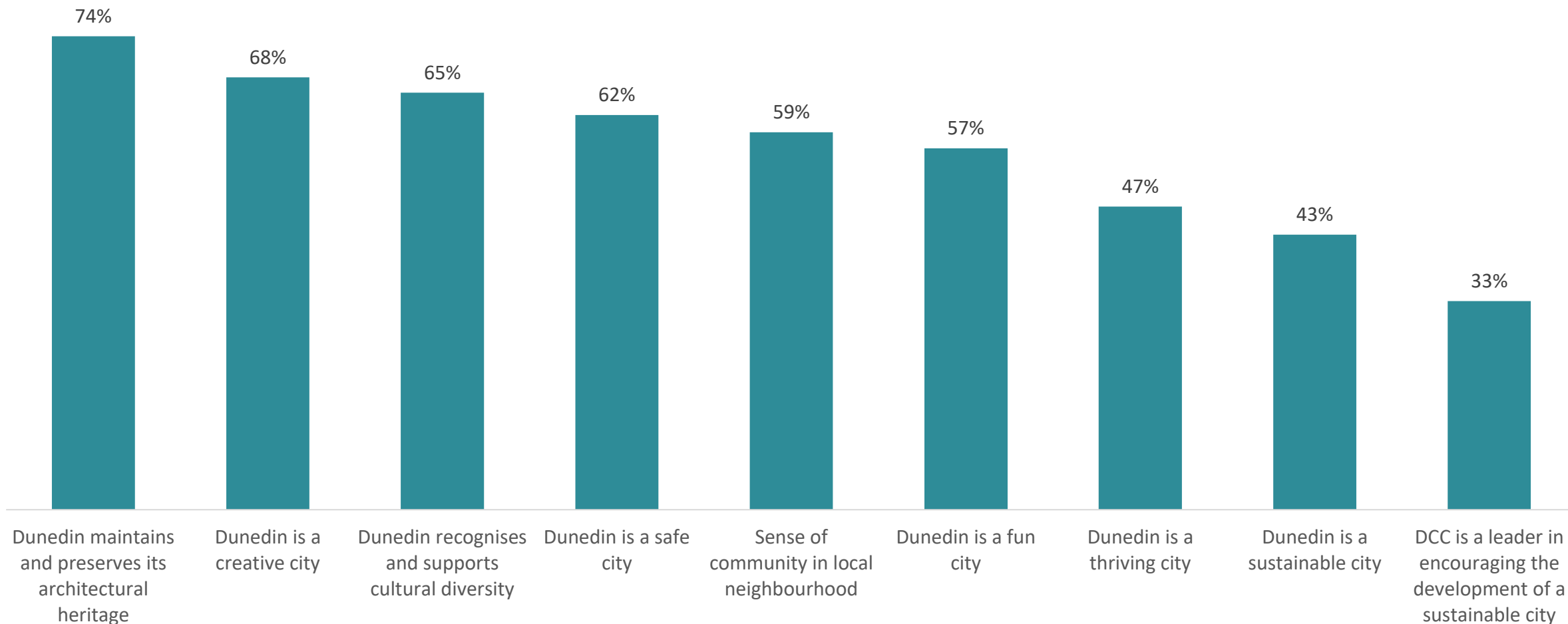
Perceptions of Dunedin



Perceptions of the city – 2022/23

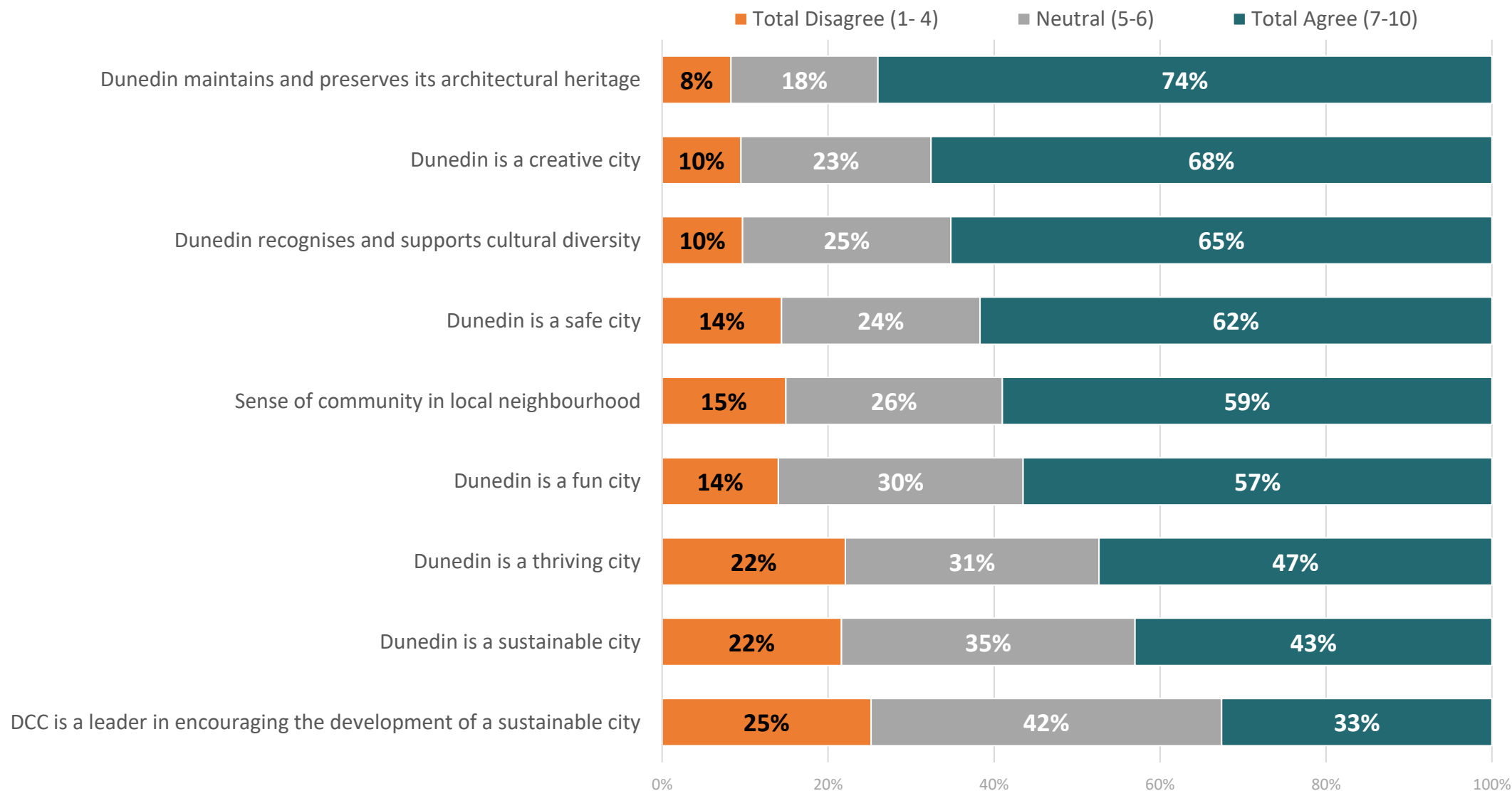
Of the nine aspects of the city considered, the highest share of positive ratings was given for maintaining and preserving architectural heritage.

In contrast, the DCC being a leader in encouraging the development of a sustainable city received the lowest rating.





Perceptions of the city – 2022/23



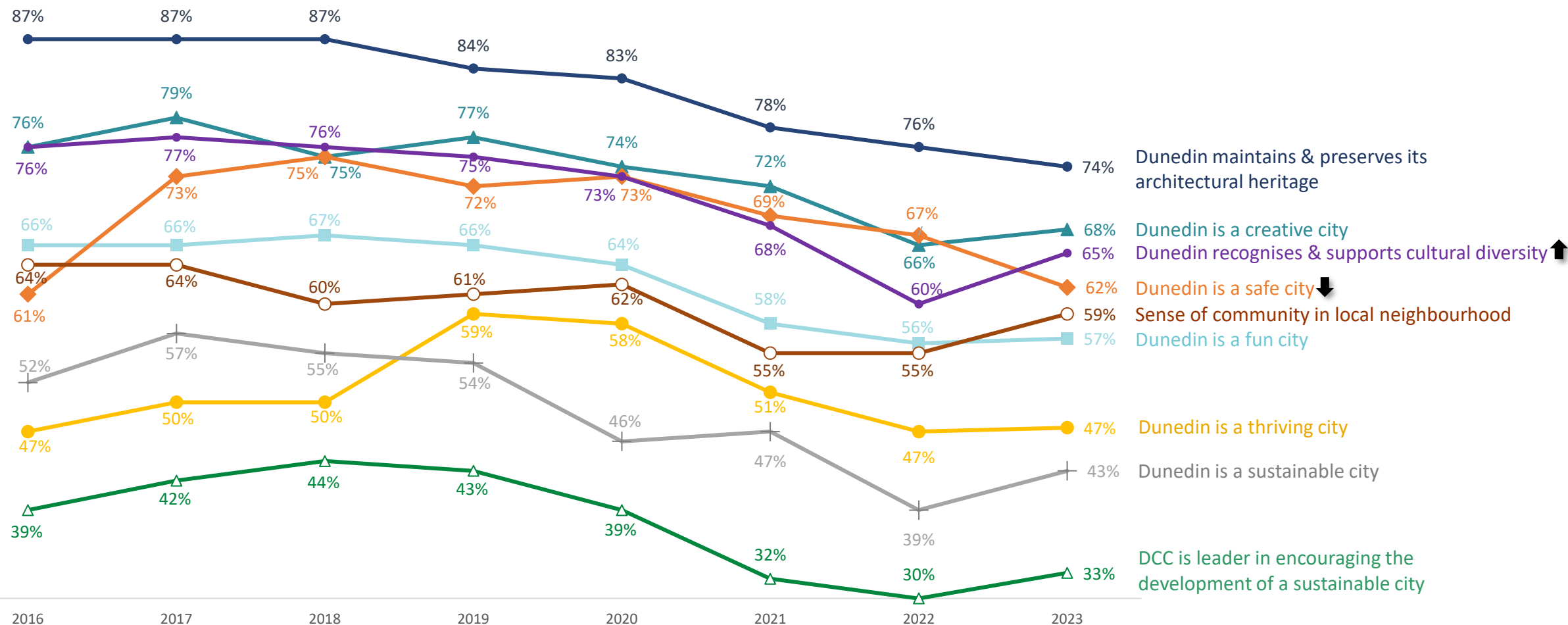
NOTES Q: Please indicate your overall perception of Dunedin.

Sample size: Dunedin maintains and preserves its architectural heritage n=1376; Dunedin is a creative city n=1367; Dunedin recognises and supports cultural diversity n=1323; Dunedin is a safe city n=1382; Dunedin is a fun city n=1359; there is a sense of community within my local neighbourhood n=1359; Dunedin is a thriving city n=1367; Dunedin is a sustainable city n=1308; The DCC is a leader in encouraging the development of a sustainable city n=1252. Exclude 'don't know' response.



Perceptions of the city over time

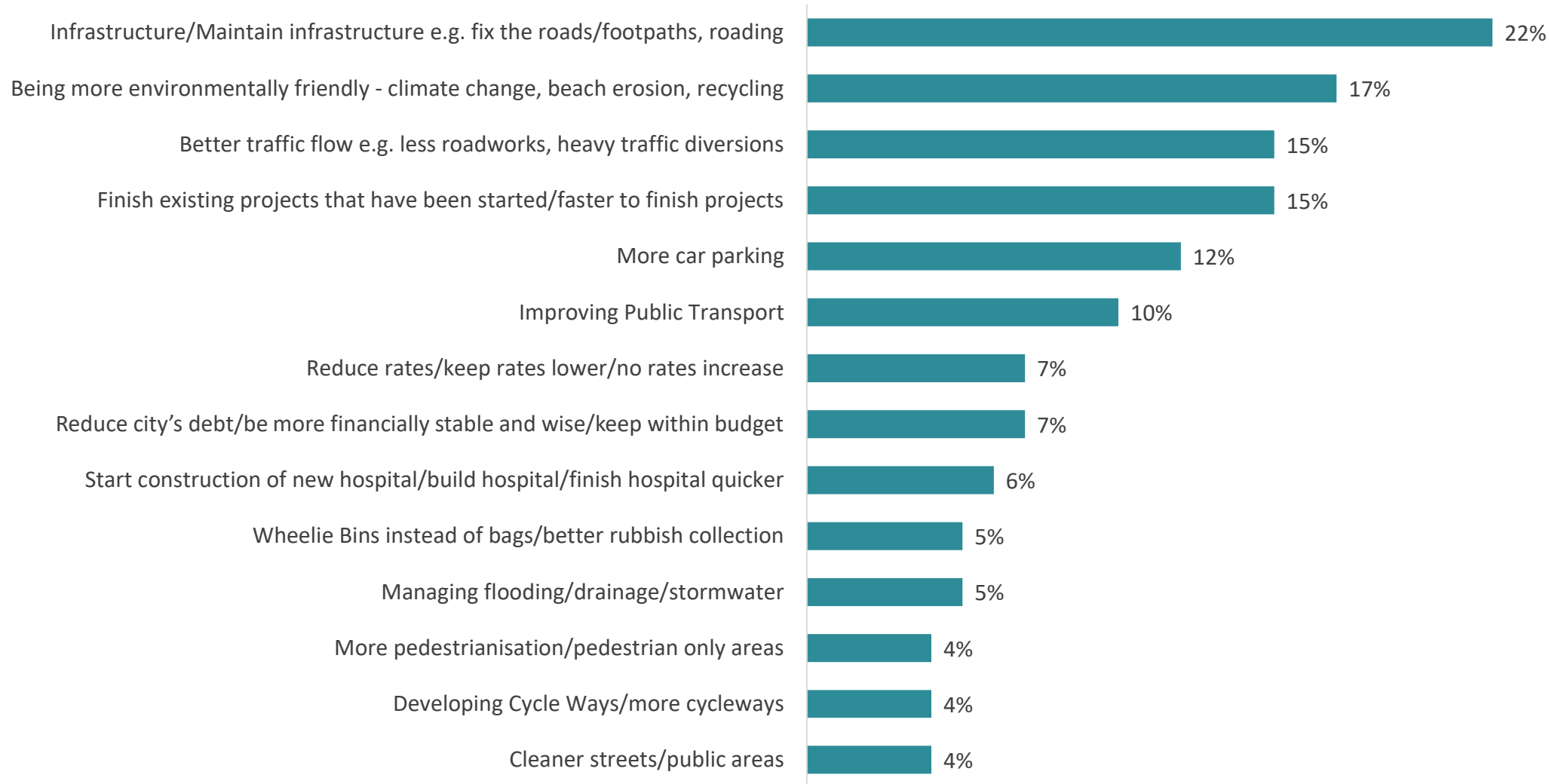
When compared with last year, positive ratings have declined significantly for residents' perceptions on Dunedin being a safe city. Dunedin recognising and supporting cultural diversity saw a significant increase in satisfaction ratings after a significant decline between 2021 and 2022.



NOTES Q: Please indicate your overall perception of Dunedin.
Total sample size: 2016 n=1,577; 2017 n=1,231; 2018 n=1,356; 2019 n=1,372; 2020 n=1,373; 2021 n=1,287; 2022 n=1,313; 2023 n=1,402.
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 2021-2022 survey.



Top two priorities for DCC this year



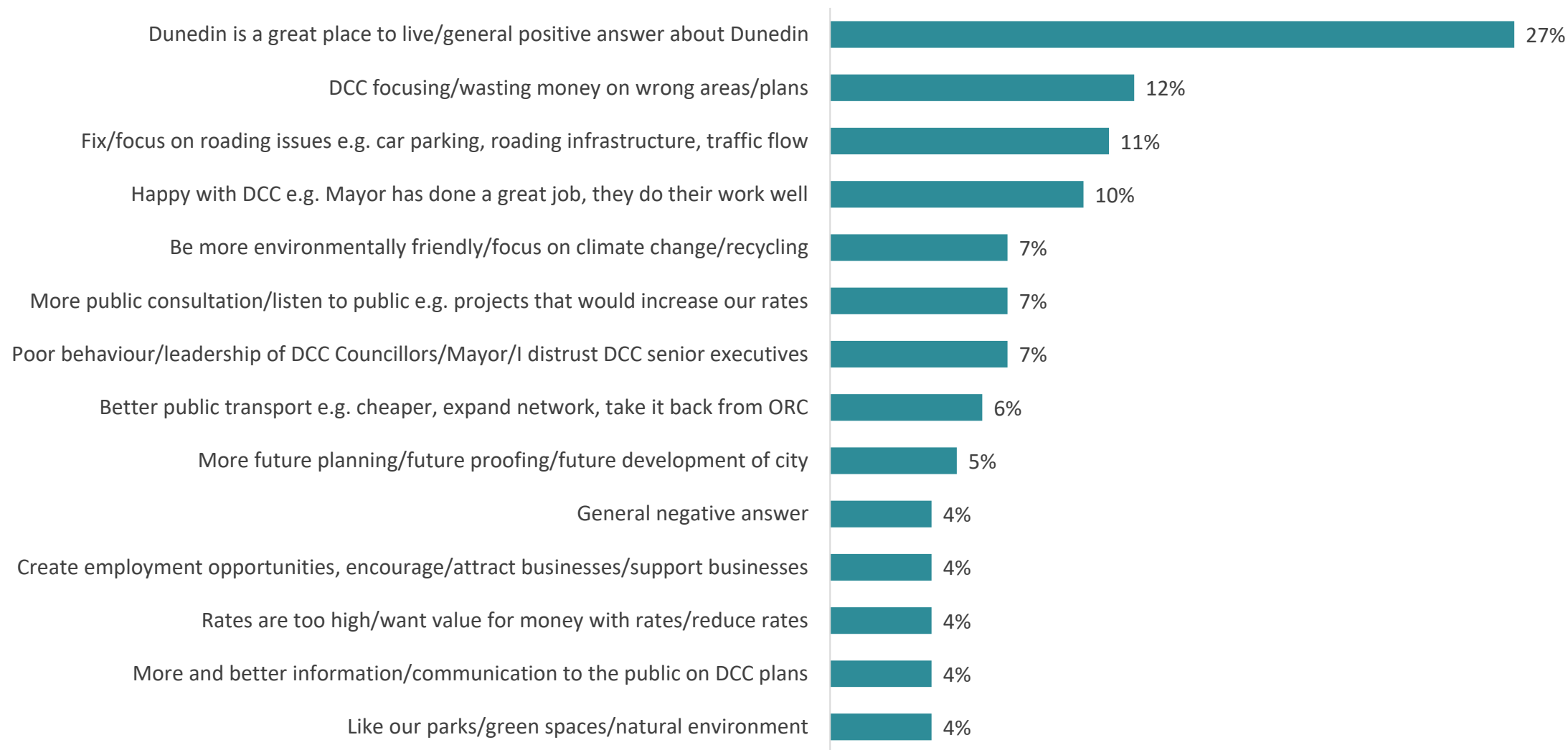
NOTES Q: What are your top two priorities for the DCC this year?

Total sample size: 2023 n=1071. Excludes don't know /nothing/ no comments/ unclear/ irrelevant/ blank responses.

Chart does not include responses less than 4%.

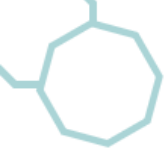


Any other comments about the DCC or Dunedin city in general





Performance Versus Importance

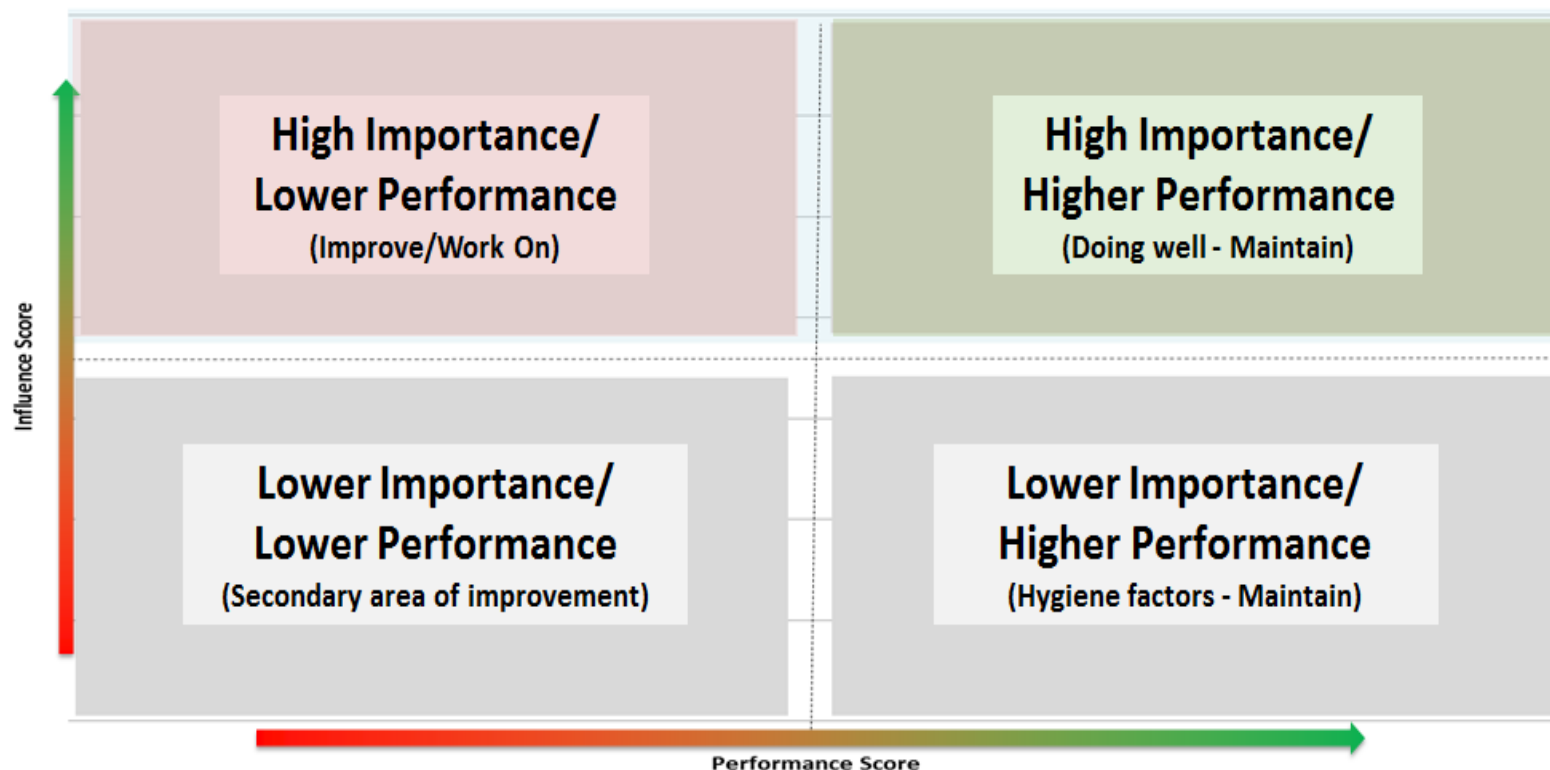


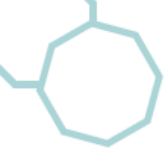
Aspects influence on overall satisfaction - correlation

To establish the relative importance of each aspect measured in the survey, statistical techniques (correlation analysis) have been applied to the data to establish the relationship of each 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 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.



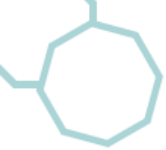


Overall performance-importance correlation

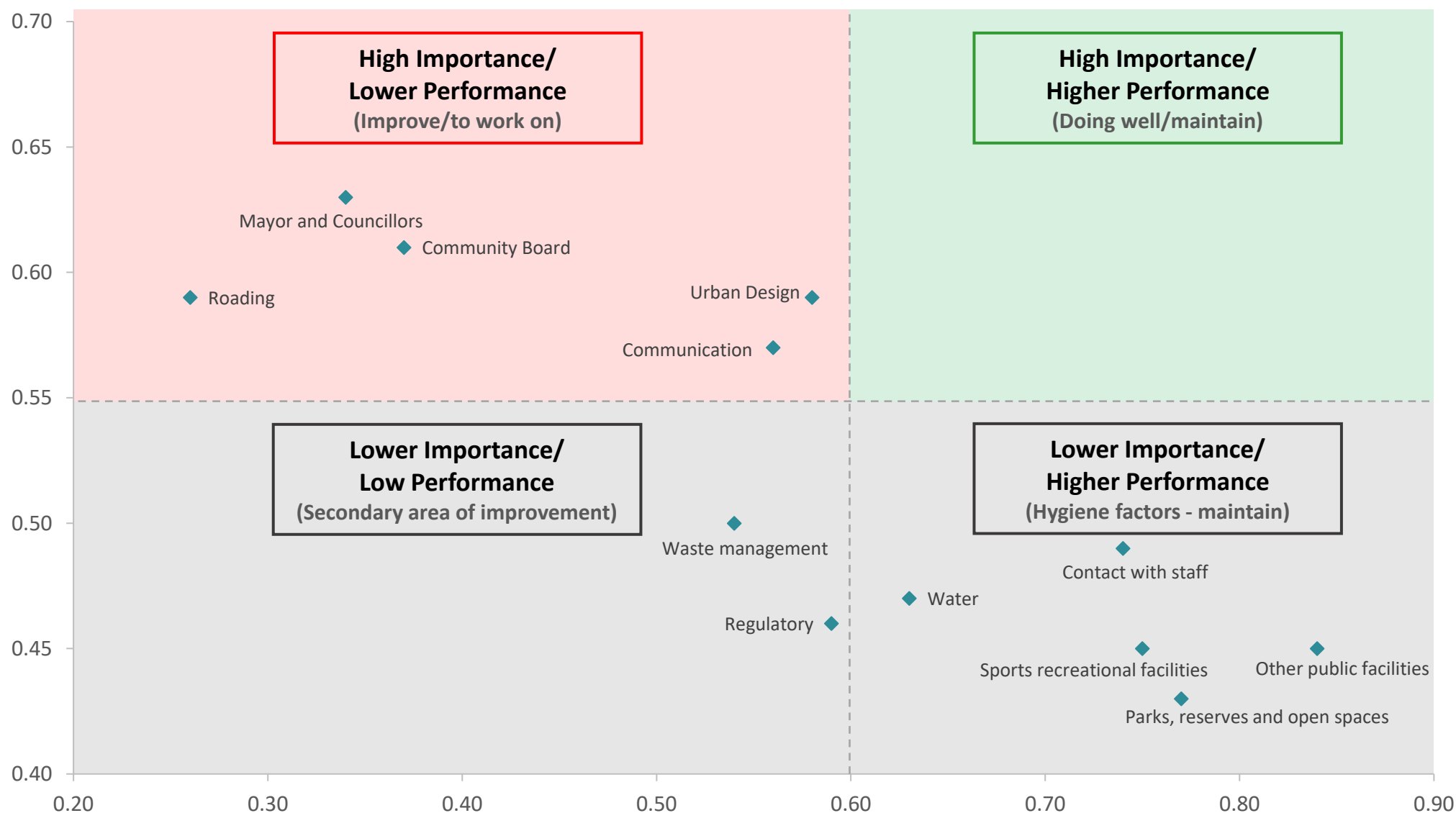
The following figure plots the importance of the overall ratings from each section within the survey against the satisfaction score (% giving a 7+ rating) in the 2022/23 year. A downward slope can be observed, which indicates discrepancy between residents' perception on DCC's performance in various areas and the influence of these areas on the overall satisfaction rating of DCC.

The overall areas with the highest performance scores are facilities – including public facilities (84% satisfied), parks, reserves and open spaces (77%) and sport and recreational facilities (75%). Contact with staff also belongs in this category, receiving a rating of 74%. These areas should continue to be maintained to ensure overall ratings remain high.

Five areas fall into the high importance/lower performance category. They include the performance of the Mayor and councillors, the performance of the Community Board members, roading related infrastructure, urban design and communications. Continuous efforts in performance in these areas will have the biggest impact on the improvement of the “overall satisfaction with DCC” score.

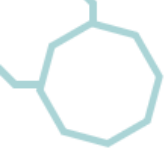


Overall performance: importance correlation

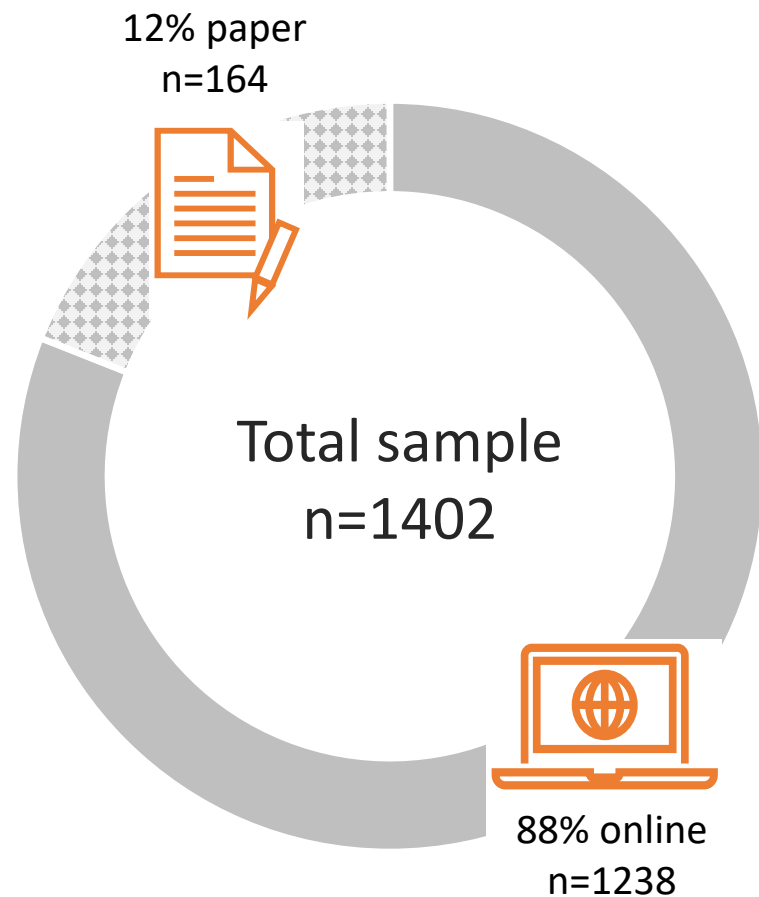




Sample Profile



Response rate



Responses

A total of n=4,800 invitations (n=400 a month) were sent between July 2022 to June 2023, with total responses of n=1,402. This is a **response rate** of 31%* (compared with 32% in 2022). 88 percent of residents responding did so online compared to 81% in 2021/22.

Margin of error

The results have a maximum margin of error of +/- 2.6% at 95% confidence interval.

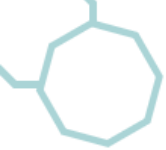
Data weighting

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



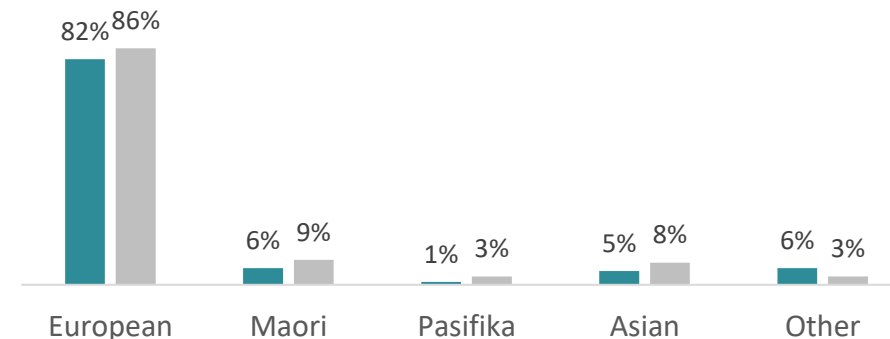
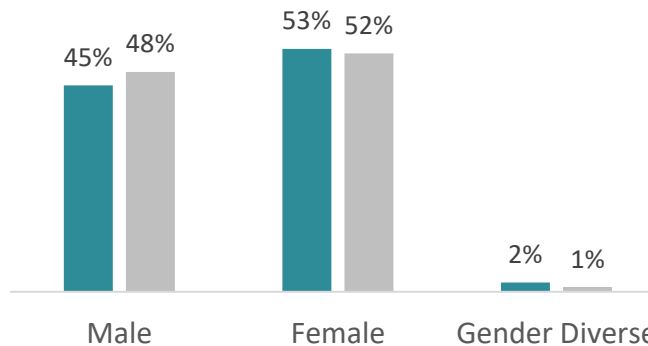
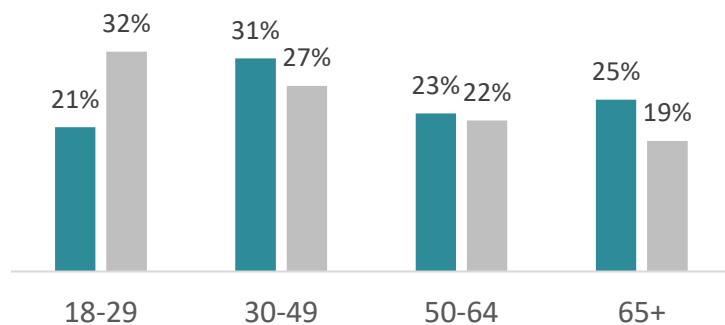
Age



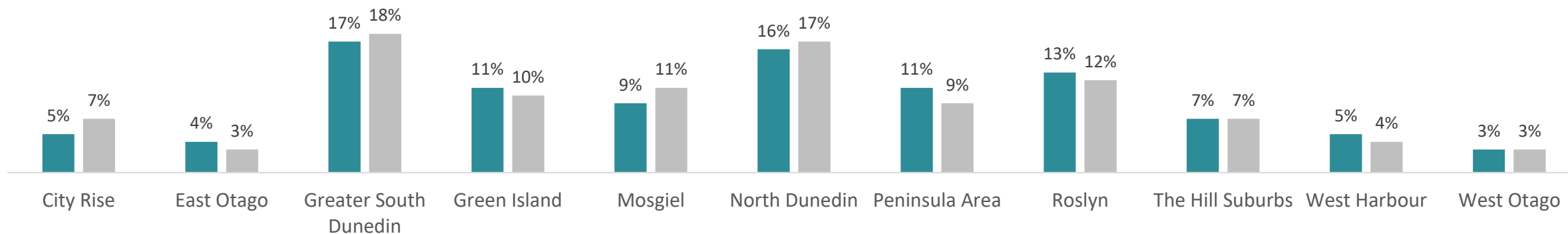
Gender

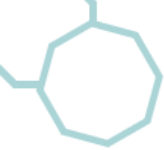


Ethnicity



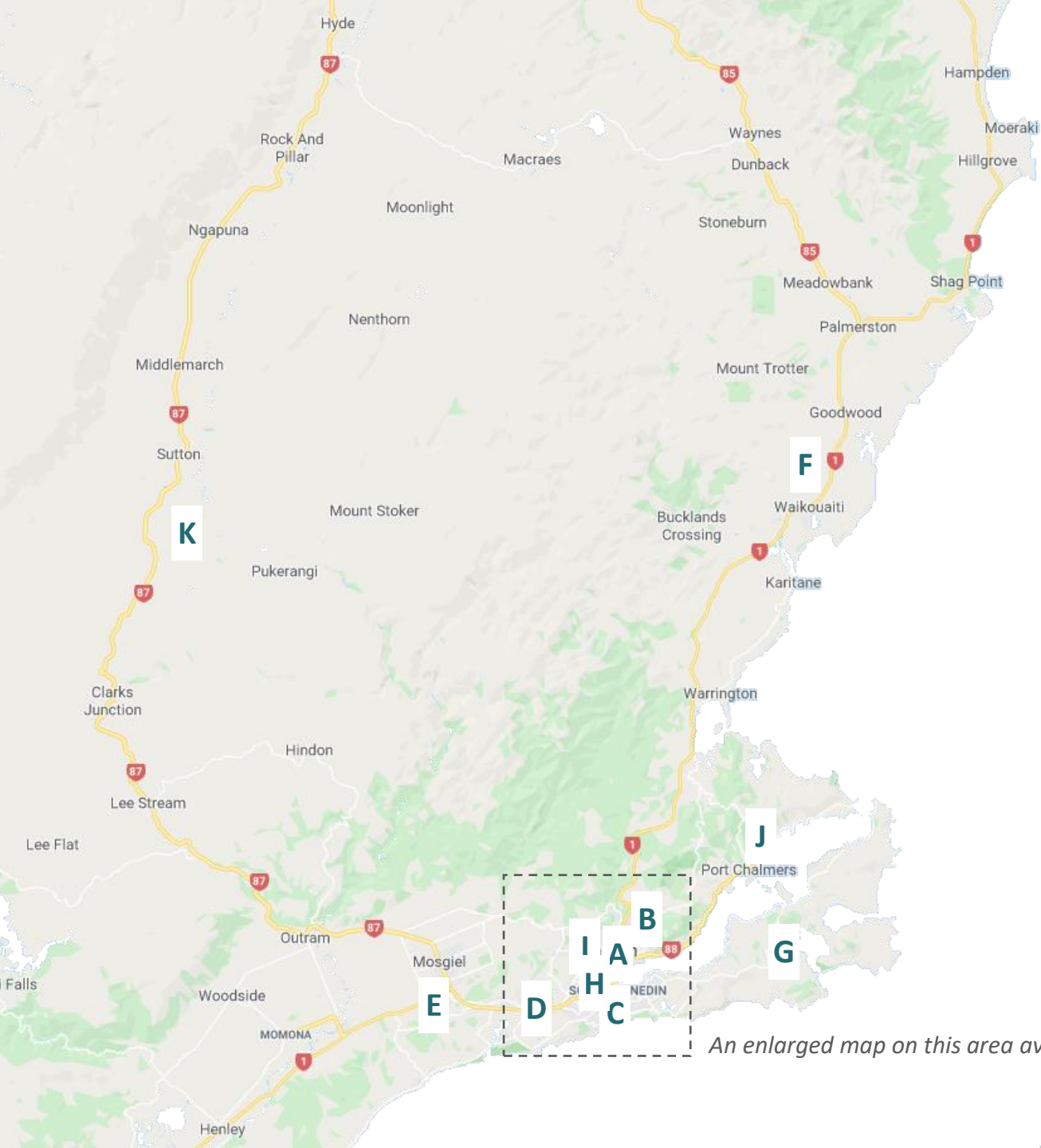
Location (Community Areas)





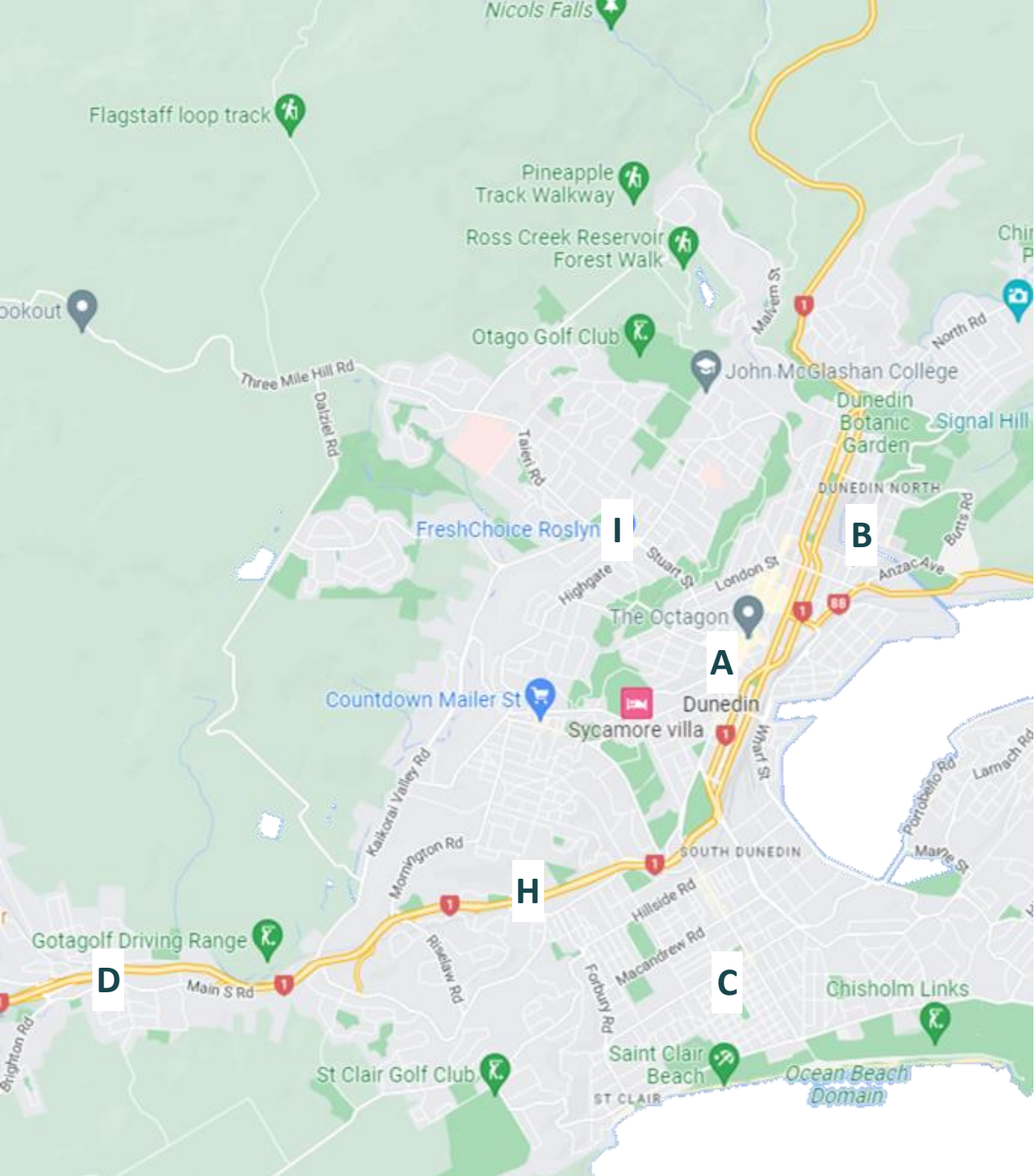
	Weighted %	Weighted base	Unweighted base
Age			
Under 30	32%	449	296
30 – 49	27%	379	439
50 – 64	22%	308	314
65 or over	19%	266	347
Ethnicity			
European	83%	1164	1144
NZ Māori	8%	112	89
Pasifika	2%	28	13
Asian	5%	70	69
Other	2%	28	80
Country of birth			
In New Zealand	80%	1117	1090
Overseas	20%	285	306
Employment status			
Full-time, paid	52%	725	695
Part-time, paid	19%	264	242
Not in paid employment	11%	159	133
Retired	18%	252	324

	Weighted %	Weighted base	Unweighted base
Gender			
Male	48%	666	632
Female	52%	722	742
Gender diverse	1%	14	22
Property ownership in Dunedin			
Yes	61%	859	948
No	39%	543	449
Commute to work			
Drive a car, van or truck with no passengers	50%	498	464
Drive a car, van or truck with passengers	13%	127	131
Walk or jog	9%	93	79
Work from home	9%	89	94
Public bus	7%	68	61
Bicycle	4%	41	38
As a passenger in a car, van, truck	3%	32	30
Other	3%	31	32
Motorbike	1%	10	7



Community Area		Weighted %	Weighted base	Unweighted base
A)	Dunedin Central	6%	81	73
B)	North Dunedin	3%	48	50
C)	Greater South Dunedin	17%	234	235
D)	Saddle Hill	11%	159	151
E)	Taieri	9%	122	130
F)	Bucklands Crossing	17%	241	224
G)	Otago Peninsula	10%	139	148
H)	Caversham	13%	182	184
I)	The Hill Suburbs	7%	92	94
J)	Port Chalmers	4%	61	65
K)	Strath Taieri	3%	42	48

An enlarged map on this area available on the next slide



Community Area		Weighted %	Weighted base	Unweighted base
A)	Dunedin Central	6%	81	73
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