

Invercargill City Council Residents Satisfaction Survey Q1 2025



Survey results

Prepared For:
Invercargill City Council

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This report was produced by PublicVoice Limited, in partnership with the Invercargill City Council. The analysis combines quantitative survey research with qualitative thematic coding to provide evidence-based insights for resident satisfaction and service delivery.

About PublicVoice

PublicVoice Limited is a leading research and engagement consultancy headquartered in Wellington, New Zealand. We specialise in public policy research and consultation, providing services to various local and central government agencies throughout New Zealand. To learn more about our work, please visit www.publicvoice.co.nz.

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4 Executive Summary

This report presents findings from the Quarter 1 (Q1) 2025 Invercargill City Council Residents Satisfaction Survey, the first of four quarterly surveys planned for 2025. The findings reflect resident satisfaction and service usage at this point in the year. Three additional quarters of data collection remain scheduled for 2025, which will provide a more complete picture of resident experiences throughout the year.

4.1 Survey Overview

In Q1 2025, 387 residents participated in the survey through four collection channels: postal letters (34%), library intercepts (30%), the LetsTalk online platform (24%), and social media (11%). The survey measured satisfaction with Council services, community engagement, and identified priorities for improving Invercargill.

4.2 Key Findings from Q1 2025

Service Satisfaction Levels in Q1

At this point in the year, library services recorded the highest satisfaction at 93% (n=250), followed by Civic Theatre at 88% (n=146) and Parks & Recreation at 82% (n=202). Splash Palace measured 76% satisfaction (n=104), whilst He Waka Tuia recorded 69% (n=55).

Scottish Hall and Public Toilets measured 61% (n=38) and 60% (n=128) satisfaction respectively in Q1. Bus services recorded 52% satisfaction for service quality and 48% for cost (both n=33). Rugby Park measured 46% satisfaction (n=67).

Democratic processes recorded 36% satisfaction (n=226) in Q1 2025.

Comparison with Previous Measurement Periods

Historical tracking data shows changes in satisfaction levels between previous annual surveys and Q1 2025-26:

- Library satisfaction measured 93% in Q1 2025-26, compared to 75% in the 2024-25 annual survey
- Parks & Recreation measured 82% in Q1 2025-26, compared to 73% in 2024-25
- Civic Theatre measured 88% in Q1 2025-26, compared to 71% in 2024-25
- Splash Palace measured 76% in Q1 2025-26, compared to 65% in 2024-25
- He Waka Tuia measured 69% in Q1 2025-26, compared to 54% in 2024-25
- Scottish Hall measured 61% in Q1 2025-26, compared to 51% in 2024-25
- Public Toilets measured 60% in Q1 2025-26, compared to 36% in 2024-25
- Rugby Park measured 46% in Q1 2025-26, compared to 34% in 2024-25
- Democratic processes measured 36% in Q1 2025-26, compared to 23% in 2024-25

Service Usage Patterns in Q1

Among respondents in Q1, Parks & Recreation demonstrated the highest level of regular usage, with 75% of respondents using these facilities at least monthly. Library services showed 54% using them at least monthly. Bus services showed the lowest regular usage, with 78% of respondents indicating they never use it.

Community Engagement at This Point in the Year

In Q1 2025, 61% of respondents (n=138) indicated they had not participated in any community engagement activities in the past 12 months. Among those who did participate, 20% (n=46) had made a submission to Council, 16% (n=37) had provided feedback via social media, and 14% (n=31) had attended a community consultation or drop-in session.

Community Pride in Q1

In Q1 2025, 71% of respondents (n=264) agreed or strongly agreed with the statement “I feel proud to live in Invercargill.” Pride levels observed in Q1 ranged from 50% to 80% across age groups, with those aged 55-64 showing 80% and those aged 65+ showing 78%.

Council Contact Experiences

Among respondents who answered the contact recency question (n=242), 38% reported never having contacted Council, whilst 37% had contacted Council within the last six months. Satisfaction with Council contact experiences in Q1 varied: Building, Planning and/or Property Records Department measured 75% satisfaction (n=32), whilst overall Council staff professionalism and efficiency measured 68% satisfaction (n=116).

Priorities for Invercargill

Respondents identified various priorities for making Invercargill a better place to live, with 718 coded topics across ten categories. The most commonly mentioned themes in Q1 related to environment and amenity, transport and infrastructure, and rates and financial considerations.

4.3 Demographic Profile

The Q1 sample demonstrated the following characteristics:

- **Age:** Those aged 65+ comprised 31% of respondents (n=120), 35-44 represented 19% (n=74), and 45-54 represented 16% (n=63)
- **Gender:** Female residents comprised 64% of respondents (n=211), males represented 35% (n=114)
- **Ethnicity:** Pākehā/New Zealand European represented 86% (n=183), Māori represented 12% (n=25) among 213 responses to this question
- **Employment:** Full-time employed comprised 46% (n=97), retired represented 25% (n=53) among 213 responses to this question
- **Resident Status:** ICC residential ratepayers comprised 82% (n=270), ICC residents (non-ratepayers) represented 11% (n=35)
- **Location:** Responses were received from 38 different locations across Invercargill

4.4 Next Steps

These Q1 findings establish a baseline for 2025. Three additional quarters of data collection remain scheduled, which will enable tracking of satisfaction and usage patterns throughout the year. Subsequent quarterly reports will build upon these initial findings to provide a more comprehensive understanding of resident experiences with Council services and evolving priorities as the year progresses.

5 Methodology

5.1 Survey Design and Purpose

The Invercargill City Council Residents Satisfaction Survey Q1 2025-26 is the first of four quarterly surveys measuring resident satisfaction with Council services, community engagement, and priorities. This quarterly approach tracks satisfaction and service usage patterns across the 2025-26 financial year, identifying seasonal variations and monitoring changes in resident sentiment.

5.2 Changes from Previous Financial Year

The 2025-26 methodology differs from 2024-25 in ways that may influence comparability of results.

Shift to Postal Surveys as Primary Method

The most notable change for 2025-26 is the introduction of postal surveys as the primary data collection method, replacing the previous all-online approach:

2024-25 approach: Data collection relied exclusively on digital channels (LetsTalk online platform and social media).

2025-26 approach: Postal surveys became the primary method (34% of Q1 responses, n=131). Paper questionnaires with reply-paid envelopes were posted to 750 randomly selected residential addresses across the Invercargill district.

The existing digital channels now serve as secondary collection methods: LetsTalk (24%, n=94) and Social media (11%, n=42).

Potential Impact on Results

The shift to postal surveys as the primary method may have influenced Q1 2025-26 results in several ways:

Demographic reach: Postal surveys reached residents less likely to participate through digital-only methods, including those with limited internet access or less comfortable with online participation.

Response patterns and online negativity bias: Research shows that individuals who hold strong opinions about a topic—whether positive or negative—are more likely to participate in voluntary surveys than those with neutral views. This can make self-selected samples less representative of the broader population. Online surveys may be particularly susceptible to negativity bias, where dissatisfied residents are more motivated to participate than satisfied residents.

The postal component involves proactive outreach to a random sample of residential addresses rather than relying solely on self-selection. This approach may counteract online negativity bias and provide a more balanced reflection of current resident sentiment. Qualitative feedback received in Q1 appears similar in themes to previous years, suggesting the observed changes in satisfaction levels may reflect methodological influences rather than shifts in actual service quality or resident sentiment.

Sample composition: Q1 2025-26 respondents were 64% female, 35% male, with 31% aged 65+. This differs from 2024-25 Q4, which noted higher male participation following a rates mail-out survey.

Interpreting Q1 2025-26 Results

Given these methodological changes, it is difficult to determine in Q1 alone whether observed differences from 2024-25 reflect:

- Genuine shifts in resident sentiment and service quality, or

- The influence of the expanded data collection approach reaching a more representative sample

Subsequent quarters (Q2, Q3, and Q4) will clarify whether observed patterns reflect methodological influences or ongoing sentiment shifts. By maintaining consistent methodology across all four quarters of 2025-26, the quarterly series will enable reliable tracking of satisfaction trends throughout the year.

When comparing Q1 2025-26 to the previous financial year, these methodological changes should be considered alongside any apparent shifts in satisfaction levels.

5.3 Data Collection Methods

Postal Survey

Paper questionnaires with reply-paid envelopes were sent to 750 randomly selected residential addresses across the Invercargill district, accounting for 34% (n=131) of Q1 responses. This serves as the primary data collection method for 2025-26.

Library Intercept Surveys

Trained survey collectors conducted face-to-face intercepts at library locations, with participants completing paper questionnaires on-site. This contributed 30% (n=117) of Q1 responses. Library intercepts were undertaken to collect more on-site responses for library-specific questions, similar to approaches previously used for other facilities.

Online Platform (LetsTalk)

The survey was available through Council's LetsTalk online engagement platform, accessible via the Council website. This accounted for 24% (n=94) of Q1 responses and serves as a secondary collection method.

Social Media

The survey was promoted through Council's social media channels, with links to the online questionnaire. Social media contributed 11% (n=42) of Q1 responses and serves as a secondary collection method.

5.4 Survey Period

Q1 data collection occurred from 1 July 2025 to 30 September 2025, representing the first quarter of the 2025-26 financial year.

5.5 Response Rate and Sample Size

Q1 achieved 387 responses across the four collection channels. Partial responses were included provided respondents answered the first substantive question (pride in Invercargill), maximising usable data whilst ensuring all responses contained meaningful information. Response rates varied across questions, with earlier questions receiving higher response rates than later questions. Sample sizes are noted throughout the report (n=X).

5.6 Questionnaire Design

The questionnaire included:

- **Demographics:** Age, gender, ethnicity, employment status, resident status, location
- **Service Usage:** Frequency of use for nine Council services and facilities
- **Service Satisfaction:** Satisfaction ratings for services used

- **Community Engagement:** Participation in engagement activities and satisfaction with opportunities for involvement
- **Community Pride:** Agreement with statements about pride in Invercargill and Bluff
- **Council Contact:** Contact patterns, methods, reasons, and satisfaction
- **Library Services:** Detailed usage, satisfaction, and desired activities (deep dive section)
- **Open-ended Comments:** Qualitative feedback on services and priorities

Question types included multiple choice, five-point Likert scales for satisfaction/agreement measures, and open-ended questions. Screening questions ensured respondents only answered satisfaction questions for services they had used.

5.7 Data Analysis

Quantitative data were analysed using descriptive statistics, including frequency distributions and cross-tabulations by demographic variables. Satisfaction measures combined 'satisfied' and 'most satisfied' responses (or 'agree' and 'strongly agree' for agreement statements).

Qualitative responses were coded thematically, with topics categorised into broader themes. Multiple topics could be identified within a single response, resulting in topic counts that may exceed the number of respondents.

Historical tracking data from previous survey periods (2021-22, 2022-23, 2023-24, 2024-25) provide context for Q1 2025-26 findings. Comparisons between periods describe observed differences without attributing causation. Given methodological changes, comparisons with 2024-25 should consider both genuine changes in sentiment and potential influences from the expanded data collection approach.

Weighting Approach

Q1 2025-26 data have not been weighted. Previous annual surveys weighted responses based on demographic characteristics (age, gender, and ethnicity) compared to 2023 Census data for the Invercargill population. For the quarterly surveys in 2025-26, demographic weighting will be considered and applied (if required) in the final annual report once the full year's data has been collected (approximately 1,500+ responses). This approach ensures:

- More stable weighting calculations based on a larger sample size
- Consistency in demographic patterns across all four quarters can be assessed
- Both weighted and unweighted annual results can be presented for comparison

Q1-Q3 quarterly reports present unweighted data, with demographic composition clearly noted to support interpretation of findings.

5.8 Demographic Representativeness

Key characteristics of the Q1 sample:

- Strong representation from older residents (31% aged 65+)
- Higher proportion of female respondents (64%) compared to male (35%)
- Predominantly Pākehā/New Zealand European respondents (86%)
- Majority were ICC residential ratepayers (82%)
- Geographic spread across 38 locations within the Invercargill district

Approximately 55% of respondents chose not to answer ethnicity and employment status questions, meaning these characteristics are unavailable for all respondents.

5.9 Limitations and Considerations

Considerations when interpreting Q1 findings:

- **Temporal snapshot:** Q1 data (July-September 2025) is the first of four quarterly data collections planned for 2025-26
- **Methodological changes:** Introduction of postal surveys as the primary method may affect comparability with 2024-25
- **Self-selection:** Participation remained voluntary across all channels, which may introduce response bias
- **Sample size variation:** Response rates varied across questions and services, with some measures based on small samples
- **Demographic representation:** Some groups, particularly younger residents and some ethnic communities, were less represented
- **Seasonal effects:** Q1 findings (July-September) may reflect seasonal patterns that differ from other quarters
- **Non-response:** Approximately 55% did not answer ethnicity and employment status questions
- **Unweighted data:** Q1-Q3 data are unweighted; demographic weighting will be considered for the annual report

These Q1 findings are the first data point in a year-long study. Subsequent quarters will provide additional context and enable identification of patterns across the year. When comparing Q1 2025-26 to previous periods, consider both genuine sentiment shifts and potential methodological influences.

6 Demographics

The demographic characteristics of survey respondents provide insight into who participated in the Q1 2025 ICC Residents Satisfaction Survey. Understanding the demographic composition helps contextualise the findings and assess how well the sample represents Invercargill's population.

6.1 Survey Response Sources

Survey responses were collected through four primary channels: postal letters (34%), library intercepts (30%), the LetsTalk online platform (24%), and social media outreach (11%). This multi-channel approach ensured broad community engagement, capturing perspectives from residents who prefer different modes of participation. The response rate from traditional postal surveys demonstrates continued effectiveness of this method among Invercargill residents, while the combined digital channels (LetsTalk and social media) accounted for over one-third of responses.

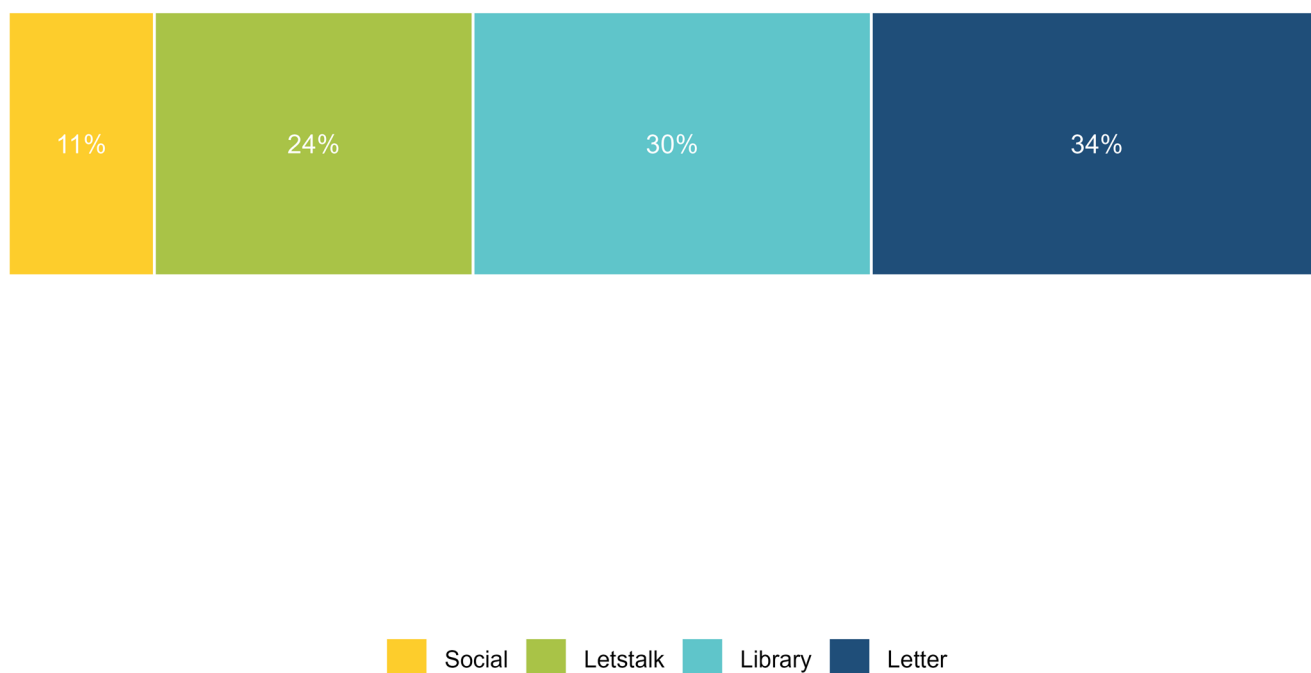


Figure 1: Distribution of survey responses by collection method (n=387)

6.2 Age Distribution

The age distribution shows strong representation from older residents, with those aged 65 and over comprising nearly one-third (31%) of respondents. The 35-44 age group represented the second-largest cohort at 19%, followed by those aged 45-54 (16%) and 55-64 (14%). Younger residents were less represented, with those aged 25-34 comprising 11%, 18-24 representing 3%, and 14-17 year-olds making up 4% of respondents. This age profile is typical of community satisfaction surveys and reflects higher civic engagement among older residents.

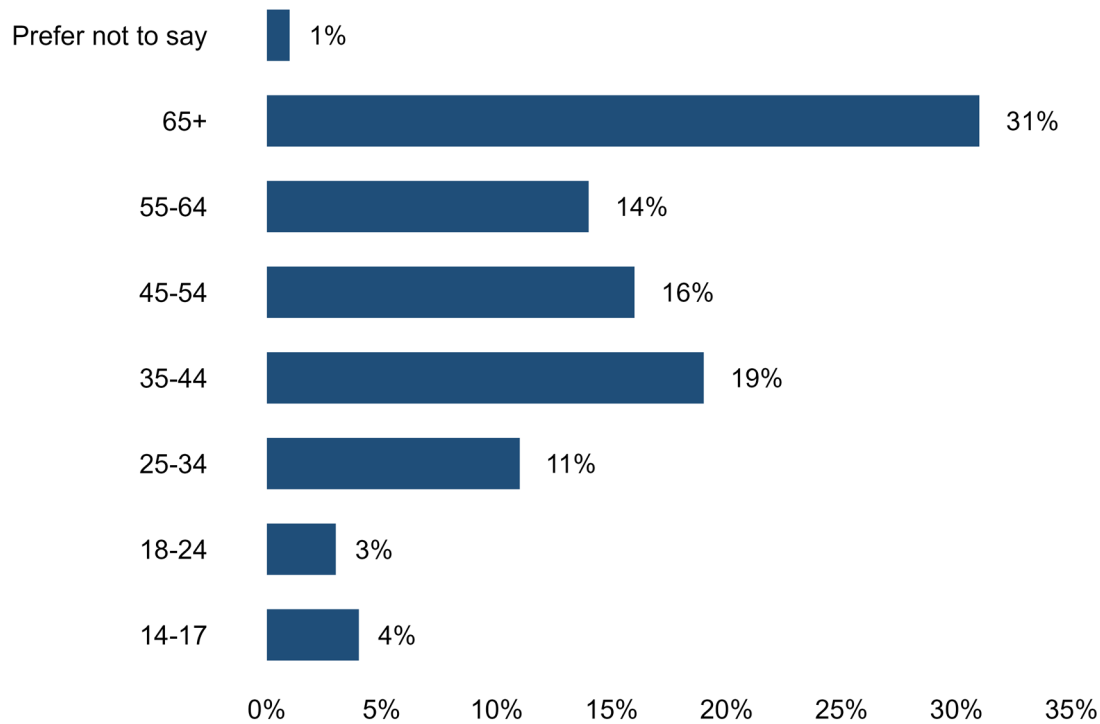


Figure 2: Age distribution of survey respondents (n=387)

6.3 Gender Identity

Female residents comprised nearly two-thirds (64%) of respondents, while males represented 35%. A small number of respondents identified in other ways (1%) or preferred not to disclose their gender (1%). The higher proportion of female respondents is consistent with typical patterns in community survey participation. This gender distribution should be considered when interpreting satisfaction results, particularly for services with gender-differentiated usage patterns.

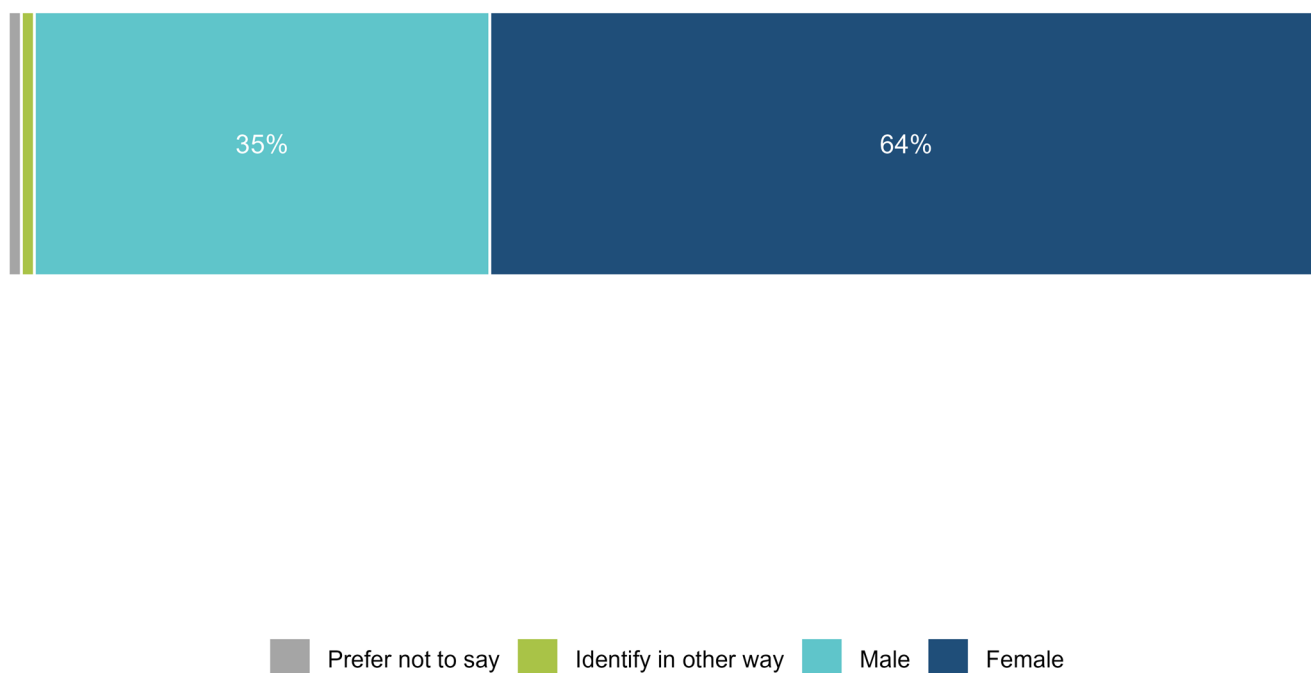


Figure 3: Gender identity distribution of respondents (n=330)

6.4 Ethnicity

The majority of respondents identified as Pākehā/New Zealand European (86%). Māori represented 12% of respondents, while those identifying as Other comprised 9%. Pacific Islander and Asian groups each represented 2% of the sample. It is important to note that only 213 respondents (55% of the total sample) answered the ethnicity question. Given that respondents could select multiple ethnicities, the percentages total more than 100%. The relatively low response rate to the ethnicity question and limited representation of some ethnic groups suggests the findings may not fully capture the perspectives of Invercargill's diverse communities, and targeted engagement with these groups should be considered for future surveys.

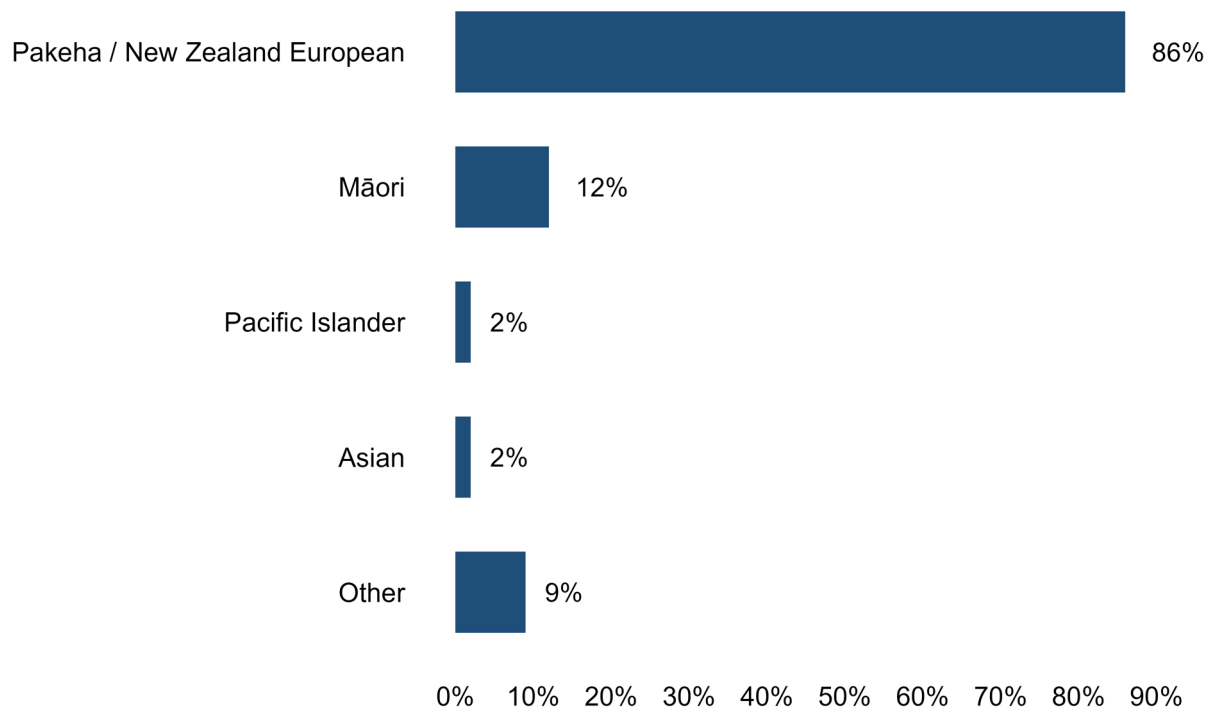


Figure 4: Ethnic diversity of survey respondents (n=213)

6.5 Employment Status

Nearly half of respondents who disclosed their employment status were employed full-time (46%), with retired residents comprising the second-largest group at 25%. Part-time workers represented 12% of respondents, while self-employed residents made up 6%. Students (4%), those unemployed but not receiving benefits (3%), those who preferred not to say (3%), and beneficiaries (1%) were less represented in the sample. Note that only 213 respondents (55% of the total sample) provided employment information. This employment profile aligns with the age distribution, reflecting the high proportion of older, potentially retired residents who participated.

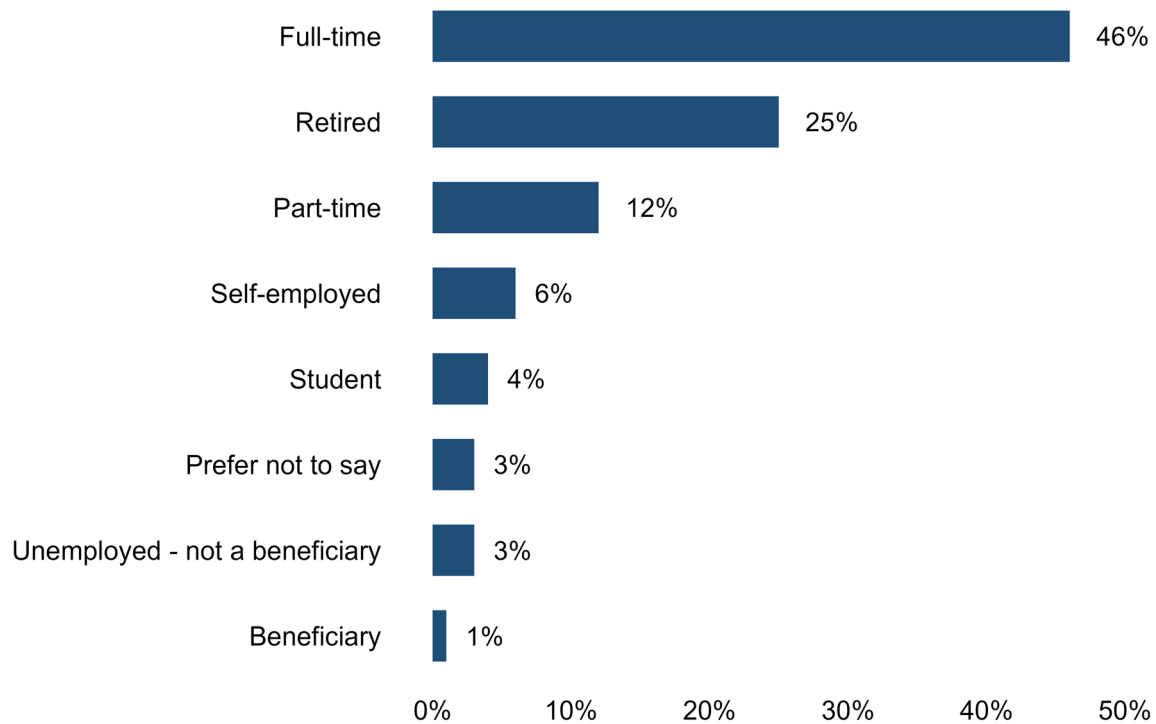


Figure 5: Employment status distribution of respondents (n=213)

6.6 Resident Status

The vast majority of respondents were ICC residential ratepayers (82%), representing property-owning residents. ICC residents who are not ratepayers comprised 11% of the sample, while “Other” represented 5%, and non-residential ratepayers made up 2%. This distribution is appropriate for a residents’ satisfaction survey, with representation from ratepayers who have a direct financial stake in Council services and operations.

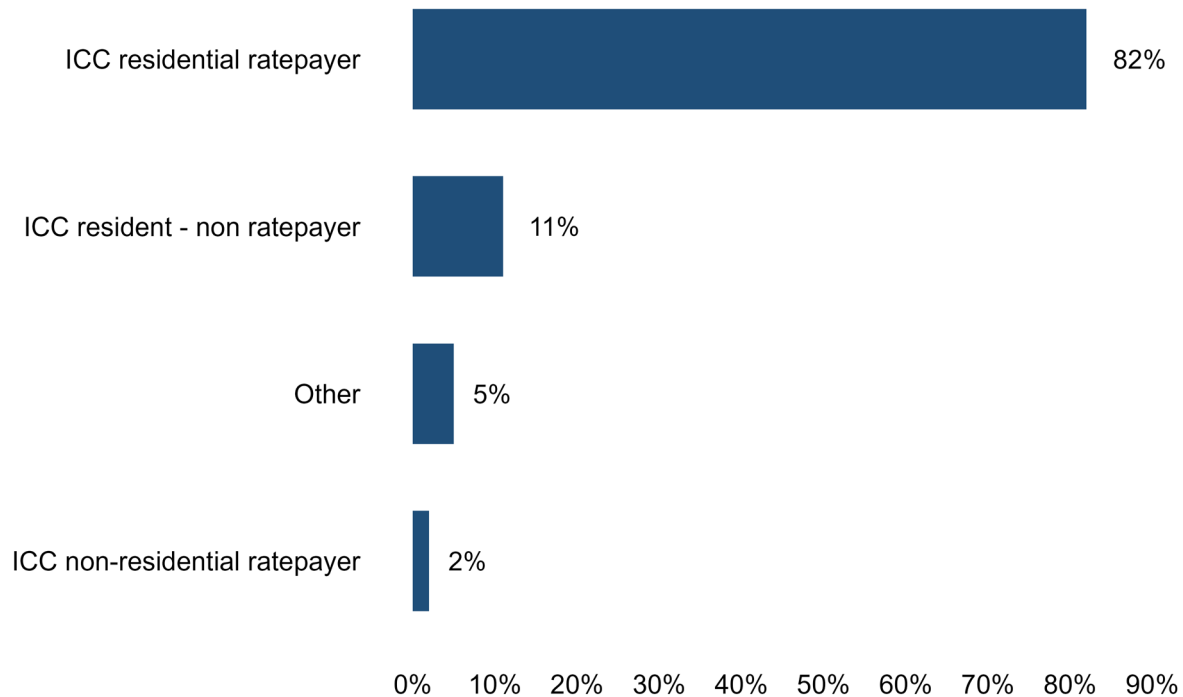


Figure 6: Resident status distribution of respondents (n=330)

6.7 Location

Responses were received from 38 different locations across Invercargill, demonstrating good geographic coverage. The highest response rates came from Windsor (9%), Appleby (7%), and Waikiwi (7%). Other well-represented suburbs included Richmond (6%), Gladstone (6%), Waverley (6%), and Grasmere (5%). The remaining locations each contributed smaller proportions of responses, with eight locations receiving only a single response each. This geographic spread suggests the survey successfully captured perspectives from across the city, rather than being dominated by responses from only a few suburbs.

7 Service Usage Patterns

This chapter examines how Invercargill residents use various Council-provided services and facilities in Q1 2025. Understanding usage patterns helps Council allocate resources effectively, identify underutilised services, and recognise opportunities to enhance service delivery to meet community needs.

7.1 Overview of Council Services

The survey assessed usage frequency across nine key Council services:

- **Bus Service**
- **Splash Palace** (aquatic centre)
- **Rugby Park** (stadium)
- **Scottish Hall**
- **Civic Theatre**
- **Parks & Recreation** (recreational spaces)
- **He Waka Tuia** (museum and art gallery)
- **Library** services
- **Public Toilets** throughout the Invercargill district

Respondents indicated how frequently they use each service, ranging from daily use to never using the service.

Response rates varied by service, with the **Library** receiving the highest number of responses (n=326), followed by **Parks & Recreation** (n=211), **Splash Palace** (n=209), and **Civic Theatre** (n=208). Services with lower response rates included **He Waka Tuia** (n=178), **Bus Service** (n=197), **Rugby Park** (n=201), **Scottish Hall** (n=201), and **Public Toilets** (n=207).

7.2 Usage Frequency Analysis

High-frequency services (at least monthly usage by majority of users):

- **Parks & Recreation** demonstrates the highest level of regular usage, with 75% of respondents using these facilities at least monthly (combining daily, weekly, fortnightly, and monthly usage). This includes 17% who use parks daily and 31% who use them at least weekly.
- **Library** also shows strong regular usage, with 54% of respondents using it at least monthly, including 2% daily users and 22% weekly users.

Moderate-frequency services (regular monthly usage by approximately one-quarter of users):

- **Splash Palace** exhibits moderate regular usage, with 24% of respondents using the facility at least monthly (combining daily through monthly usage).
- **Public Toilets** show similar patterns, with 23% reporting monthly or more frequent usage.

Occasional-use services (predominantly used less than monthly):

- **Civic Theatre** demonstrates a different usage pattern, with 51% of respondents using it once or twice a year, compared to 8% who use it at least monthly.
- **Rugby Park** shows predominantly occasional usage patterns, with 24% of respondents visiting once or twice a year and another 24% visiting less often than yearly, while 5% report at least monthly usage.

- **He Waka Tuia** exhibits occasional usage, with 8% reporting at least monthly use, 15% using it once or twice a year, and 19% using it less often than yearly.

Services with low regular utilisation:

- **Bus Service** shows the lowest regular usage, with 78% of respondents indicating they never use it, and 7% using it at least monthly.
- **Scottish Hall** shows 56% of respondents never using the facility, with 1% reporting regular (at least weekly) usage.

Frequency of ICC Council Services Usage									
Frequency	Parks & Recreation	Library	Public Toilets	Splash Palace	He Waka Tuia	Bus Service	Civic Theatre	Rugby Park	Scottish Hall
Daily	17%	2%	2%	0%	1%	2%	1%	0%	0%
At least once a week	31%	22%	4%	11%	1%	1%	0%	1%	0%
At least once a fortnight	13%	14%	8%	4%	1%	1%	1%	1%	
At least once a month	14%	16%	9%	7%	5%	3%	3%	2%	
Once every 2-3 months	12%	13%	18%	11%	9%	5%	14%	3%	1%
Once or twice a year	9%	9%	20%	15%	15%	5%	51%	24%	16%
Less often than yearly	2%	10%	16%	18%	19%	5%	19%	24%	25%
Never	1%	13%	22%	33%	50%	78%	10%	43%	56%
Total	n=211	n=326	n=207	n=209	n=178	n=197	n=208	n=201	n=201

Table 1: Frequency of Council services usage by Invercargill residents in Q1 2025

8 Service Satisfaction

Resident satisfaction with Council services and facilities is examined in this chapter. Respondents were screened based on their responses to usage frequency questions; only those who had used a Council service or facility were invited to provide satisfaction ratings. The findings presented reflect satisfaction levels in Q1 2025, the first quarter of a four-quarter longitudinal study.

8.1 Overall Satisfaction with Council Services

In Q1 2025, overall satisfaction levels varied across Council services. Library services recorded the highest satisfaction at 93% (n=250), followed by Civic Theatre at 88% (n=146) and Parks & Recreation at 82% (n=202).

Splash Palace showed 76% satisfaction (n=104), whilst He Waka Tuia recorded 69% satisfaction (n=55). Scottish Hall and Public Toilets recorded 61% and 60% satisfaction respectively, with sample sizes of n=38 and n=128.

Bus services recorded lower satisfaction levels in Q1, with 52% satisfied with service quality and 48% with cost (both n=33). Rugby Park showed 46% satisfaction (n=67).

Democratic processes recorded the lowest satisfaction at 36% (n=226) in Q1 2025.

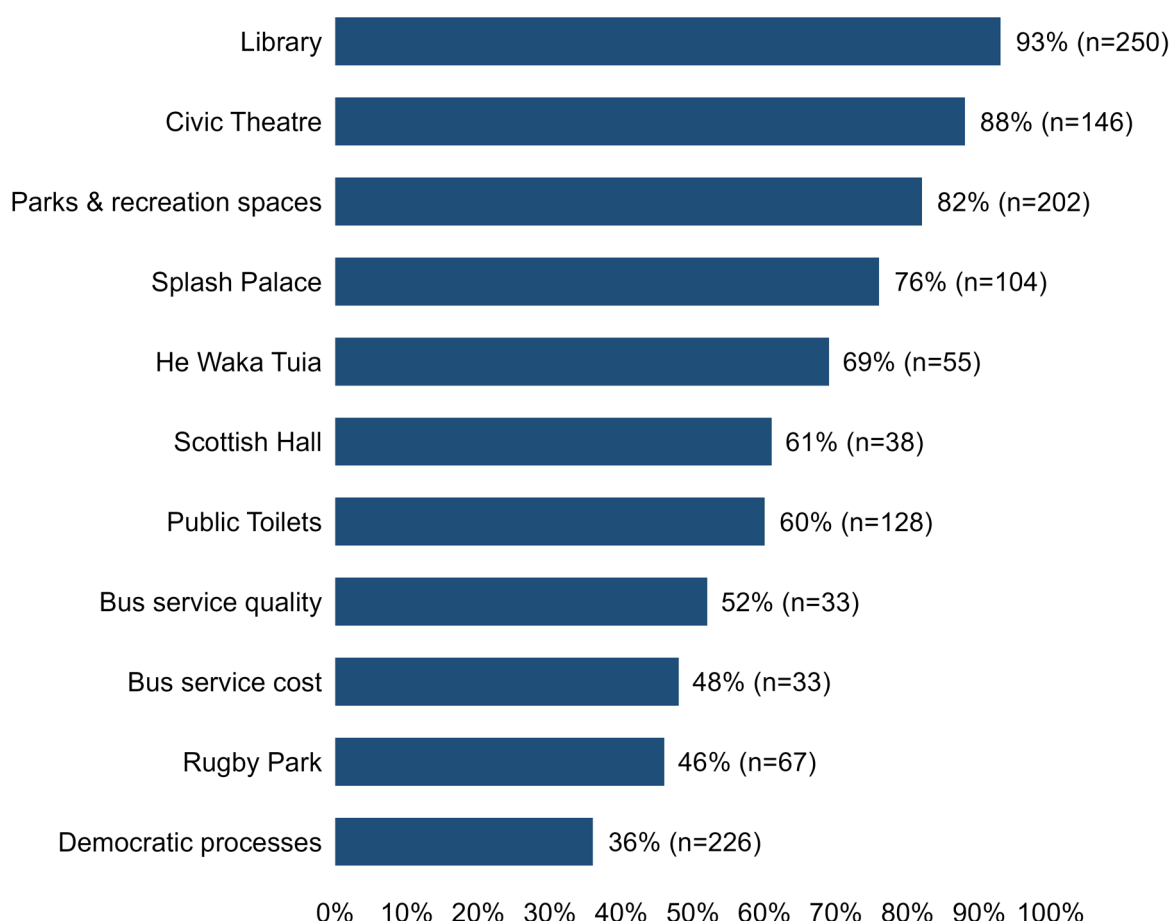


Figure 7: Overall satisfaction with ICC services in Q1 2025 (n=valid responses for each service)

8.2 Satisfaction Trends Over Time

Historical tracking data from 2021-22 to Q1 2025-26 shows changes in satisfaction levels across multiple years:

- Library satisfaction measured 93% in Q1 2025-26, compared to 75% in 2024-25. Previous years showed 87% in 2021-22, 84% in 2022-23, and 81% in 2023-24.
- Parks & Recreation satisfaction measured 82% in Q1 2025-26, compared to 73% in 2024-25, 75% in 2023-24, and 80% in both 2021-22 and 2022-23.
- Civic Theatre satisfaction measured 88% in Q1 2025-26, compared to 71% in 2024-25. This is the second year where tracking data is available for this service.
- Splash Palace satisfaction measured 76% in Q1 2025-26, compared to 65% in 2024-25, 56% in 2023-24, 67% in 2022-23, and 74% in 2021-22.
- Bus services satisfaction in Q1 2025-26 measured 52% for service quality and 48% for cost. Previous years showed: 55% service quality and 57% cost in 2024-25; 46% service quality and 48% cost in 2023-24; 34% service quality and 64% cost in 2022-23; and 38% service quality and 65% cost in 2021-22.
- He Waka Tuia satisfaction measured 69% in Q1 2025-26, compared to 54% in 2024-25, 23% in 2023-24, 17% in 2022-23, and 19% in 2021-22.
- Scottish Hall satisfaction measured 61% in Q1 2025-26, compared to 51% in 2024-25. This is the second year where tracking data is available for this service.
- Public Toilets satisfaction measured 60% in Q1 2025-26, compared to 36% in 2024-25. Rugby Park satisfaction measured 46% in Q1 2025-26, compared to 34% in 2024-25.
- Democratic processes satisfaction measured 36% in Q1 2025-26, compared to 23% in 2024-25, 22% in 2023-24, and 18% in both 2021-22 and 2022-23.

Overall Satisfaction with ICC Services - Tracking Over Time											
Year	Library	Civic Theatre	Parks & recreation	Splash Palace	Bus service cost	Scottish Hall	Public Toilets	Bus service quality	Rugby Park	He Waka Tuia	Democratic processes
'21-22	87%	-	80%	74%	65%	-	-	38%	-	19%	18%
'22-23	84%	-	80%	67%	64%	-	-	34%	-	17%	18%
'23-24	81%	-	75%	56%	48%	-	-	46%	-	23%	22%
'24-25	75%	71%	73%	65%	57%	51%	36%	55%	34%	54%	23%
'25-26	93%	88%	82%	76%	48%	61%	60%	52%	46%	69%	36%

Table 2: Satisfaction trends with ICC services from 2021-22 to Q1 2025-26

8.3 Satisfaction by Age and Gender

In Q1 2025, satisfaction levels varied across demographic groups for Council services.

Age-based patterns:

- Library satisfaction ranged from 87% to 96% across age groups, with those aged 65+ showing 96% satisfaction and those aged 35-44 showing 95% satisfaction.
- Parks & Recreation satisfaction ranged from 77% to 90% across age groups, with the 14-24 and 45-54 age groups showing 90% and 86% satisfaction respectively.
- Civic Theatre satisfaction ranged from 76% to 96% across age groups, with those aged 55-64 showing 96% satisfaction and those aged 25-34 showing 93% satisfaction.
- Splash Palace satisfaction ranged from 64% to 94% across age groups, with those aged 55-64 showing 94% satisfaction and those aged 65+ showing 89% satisfaction.
- Public Toilets satisfaction ranged from 30% to 78% across age groups, with those aged 65+ showing 78% satisfaction and those aged 14-24 showing 30% satisfaction.
- Bus services showed varied patterns across age groups, with sample sizes ranging from n=4 to n=8 per age group.

Gender-based patterns:

- Library satisfaction measured 94% among female respondents and 90% among male respondents.
- Parks & Recreation satisfaction measured 83% among female respondents and 79% among male respondents.
- Civic Theatre satisfaction measured 92% among female respondents and 87% among male respondents.
- Splash Palace satisfaction measured 77% among female respondents and 73% among male respondents.
- Scottish Hall satisfaction measured 59% among female respondents and 36% among male respondents.
- Rugby Park satisfaction measured 54% among female respondents and 33% among male respondents.
- Bus service quality satisfaction measured 71% among male respondents and 45% among female respondents (n=7 and n=22 respectively).
- Bus service cost satisfaction measured 57% among male respondents and 50% among female respondents (n=7 and n=22 respectively).
- Public Toilets satisfaction measured 62% among male respondents and 60% among female respondents.
- Democratic processes satisfaction measured 40% among female respondents and 29% among male respondents.

Overall Satisfaction with ICC Services by Age and Gender									
Service	14-24	25-34	35-44	45-54	55-64	65+	Male	Female	Total
Library	90% (n=21)	87% (n=31)	95% (n=59)	88% (n=34)	93% (n=28)	96% (n=75)	90% (n=70)	94% (n=171)	93% (n=250)
Parks & recreation spaces	90% (n=10)	78% (n=23)	77% (n=35)	86% (n=42)	81% (n=36)	81% (n=53)	79% (n=76)	83% (n=114)	82% (n=202)
Civic Theatre	90% (n=10)	93% (n=14)	76% (n=25)	82% (n=28)	96% (n=25)	93% (n=41)	87% (n=45)	92% (n=90)	88% (n=146)
Splash Palace	67% (n=6)	64% (n=14)	71% (n=28)	65% (n=20)	94% (n=17)	89% (n=18)	73% (n=30)	77% (n=69)	76% (n=104)
Bus service - cost	25% (n=4)	57% (n=7)	25% (n=4)	50% (n=4)	60% (n=5)	62% (n=8)	57% (n=7)	50% (n=22)	48% (n=33)
Bus service - quality	50% (n=4)	29% (n=7)	75% (n=4)	50% (n=4)	40% (n=5)	62% (n=8)	71% (n=7)	45% (n=22)	52% (n=33)
Scottish Hall	50% (n=4)	50% (n=2)	33% (n=6)	57% (n=7)	86% (n=7)	73% (n=11)	36% (n=11)	59% (n=22)	61% (n=38)
He Waka Tuia	40% (n=5)	70% (n=10)	77% (n=13)	62% (n=8)	82% (n=11)	71% (n=7)	67% (n=12)	69% (n=39)	69% (n=55)
Public Toilets	30% (n=10)	36% (n=14)	67% (n=24)	56% (n=25)	61% (n=23)	78% (n=32)	62% (n=47)	60% (n=73)	60% (n=128)
Rugby Park	67% (n=3)	50% (n=6)	44% (n=16)	36% (n=14)	62% (n=13)	50% (n=12)	33% (n=30)	54% (n=37)	46% (n=67)
Democratic processes	60% (n=10)	40% (n=25)	26% (n=38)	35% (n=46)	45% (n=38)	33% (n=66)	29% (n=84)	40% (n=122)	36% (n=226)

Table 3: Overall satisfaction with ICC services by age and gender in Q1 2025

8.4 Library Services

With 93% satisfaction in Q1 2025, library services recorded the highest satisfaction level amongst all Council services measured. A total of 250 respondents who had used library services in the past 12 months provided satisfaction ratings.

Qualitative Feedback

Respondents frequently praised the library staff as friendly, helpful and welcoming, with many highlighting the excellent children's programmes and activities including storytime, holiday programmes and exercise classes. The facility itself was consistently described as a warm, welcoming space with good book selections, though some respondents noted issues with book request communication and suggested improvements like additional exercise classes and better parking.

Library Services

Respondents frequently praised library staff for being friendly, helpful and welcoming, while highlighting the excellent children's programmes, holiday activities and wide variety of books available. Many also appreciated the library's warm atmosphere, accessibility, online services like the Libby app, and additional features such as study spaces, parking facilities, and community activities for all age groups.

General

Respondents expressed overwhelmingly positive sentiments about library services, with most providing enthusiastic praise using words like "fantastic," "awesome," "great," and "love." A few respondents noted they don't use the library frequently or consistently enough to provide detailed feedback, though they still reported positive experiences when they do visit.

Theme	Frequency
Library Services	262
Support: Library staff excellence	72
Support: Library facilities	59
Support: Library programmes	53
Support: Library collections	44
Support: Library accessibility	15
Consider: Expanded collections	10
Support: Library digital services	9
General	13
Support: General agreement	13

Table 4: Comments regarding satisfaction with library services (Q1 2025)

8.5 Civic Theatre

Civic Theatre recorded 88% satisfaction in Q1 2025, with 146 respondents who had used the facility in the past 12 months providing satisfaction ratings.

Qualitative Feedback

Respondents frequently praised the Civic Theatre as a beautiful, well-maintained heritage building with helpful staff, describing it as a valuable asset to Invercargill. Several respondents mentioned practical concerns including limited seating space, accessibility challenges for less mobile visitors, expensive ticket prices, and insufficient parking or disability parking spaces.

Community Facilities

Respondents praised the Civic Theatre as a well-maintained, beautiful asset to Invercargill with excellent staff, quality productions, and cultural significance for the community. Some respondents noted concerns about accessibility issues, temperature control, seating arrangements, and the need for modernisation, while others appreciated the blend of heritage character with functional facilities.

General Priorities

Respondents expressed strong pride in the Civic Theatre as a beautiful heritage asset and city centrepiece, praising its maintenance and quality while highlighting concerns about expensive ticket prices affecting attendance and accessibility. They also mentioned desires for better entertainment options, additional bars during events, and continued investment in infrastructure to maintain the facility’s high standards.

Theme	Frequency
Community Facilities	115
Support: Civic Theatre quality	53
Support: Civic Theatre maintenance	23
Support: Civic Theatre staff	15
Concern: Civic Theatre accessibility	13
Support: Civic Theatre productions	11
General Priorities	10
Support: Invercargill pride	7
Consider: Entertainment options	3

Table 5: Comments regarding satisfaction with Civic Theatre (Q1 2025)

8.6 Parks and Recreation Spaces

Parks and Recreation spaces recorded 82% satisfaction in Q1 2025, with 202 respondents who had used these spaces in the past 12 months providing satisfaction ratings.

Qualitative Feedback

Respondents frequently praised Queens Park as a standout facility, with many describing it as beautiful, well-maintained, and offering diverse activities for all ages. While most respondents expressed satisfaction with park maintenance overall, several noted concerns about inconsistent grass cutting, weeds in some areas, and the need for infrastructure improvements such as better drainage, updated playground equipment, and enhanced accessibility features.

Parks & Recreation

Respondents expressed predominantly positive views about Invercargill’s parks and recreation spaces, with frequent praise for Queens Park as a standout facility and appreciation for well-maintained walking tracks, reserves, and green spaces throughout the city. However, concerns were raised about tree removal in Queens Park, the need for playground equipment upgrades, path maintenance issues, toilet facilities, and suggestions for enhanced community gardens and street plantings.

General

Respondents generally expressed positive views about parks and recreation spaces, with many describing them as “great” or “beautiful”. However, some respondents raised concerns about tree removal in Queens Park and called for playground upgrades, while others mentioned that parks appear stagnant and lack a clear future vision.

Theme	Frequency
Parks & Recreation	203
Support: Park variety	34
Support: Queens Park excellence	34
Support: Park maintenance	31
Concern: Park maintenance inconsistent	17
Consider: Playground upgrades	11
Support: Dog walking areas	11
Support: Park staff	11
Consider: More activities	7
Concern: Long grass	6
Concern: Sandy Point maintenance	5
Concern: Tree removal	5
Support: Anderson Park quality	5
Support: Community gardens	5
Concern: Toilet facilities	4
Consider: Sandy Point development	4
Support: Playground quality	4

Theme	Frequency
Concern: Lack of flower planting	3
Concern: Path maintenance	3
Consider: More seating	3
General	7
Support: General agreement	7

Table 6: Comments regarding satisfaction with parks and recreation spaces (Q1 2025)

8.7 Splash Palace

Splash Palace recorded 76% satisfaction in Q1 2025, with 104 respondents who had used the facility in the past 12 months providing satisfaction ratings.

Qualitative Feedback

Respondents frequently praised Splash Palace as a great facility and valuable community asset, with many highlighting the clean environment, friendly staff, and its appeal to families and all age groups. Common concerns raised included pricing being too expensive, insufficient family changing rooms with people waiting or single users occupying them inappropriately, and requests for facility upgrades such as more seating, better children’s areas, and improvements to changing rooms.

Community Facilities

Respondents provided mixed feedback about Splash Palace, with many praising it as a great community facility that is well-maintained and family-friendly, while others raised concerns about high costs, overcrowding, insufficient family changing rooms, and limited availability of features like the wave pool and hydroslide during weekdays. Additional comments focused on staff service quality, facility cleanliness, temperature issues, and suggestions for upgrades to changing rooms and seating areas.

Customer Service

Respondents mentioned various aspects of staff performance including friendliness, professionalism, and concerns about availability and knowledge, while also commenting on facility quality, costs, overcrowding, and the programmes offered. The feedback covered both positive experiences with staff helpfulness and facility cleanliness, as well as concerns about pricing, inconsistent service, and staffing levels.

General Priorities

Respondents praised Splash Palace as a fabulous and essential facility, highlighting the friendliness of staff, the importance of aqua fitness classes for wellbeing, and expressing interest in expanded gym services. They also noted positive changes such as Māori signage and emphasised the facility’s role in teaching swimming skills given Invercargill’s climate limitations for ocean and river swimming.

Theme	Frequency
Community Facilities	81
Support: Splash Palace quality	34
Support: Splash Palace family friendly	11
Concern: Splash Palace changing rooms	6
Concern: Splash Palace overcrowding	6
Concern: Splash Palace wave pool	6
Support: Splash Palace cleanliness	6
Concern: Splash Palace costs	5
Support: Splash Palace programmes	4
Concern: Splash Palace hygiene	3
Customer Service	10
Support: Staff friendliness	7
Concern: Staff unavailability	3

Theme	Frequency
General Priorities	3
Consider: Active lifestyle support	3

Table 7: Comments regarding satisfaction with Splash Palace (Q1 2025)

8.8 He Waka Tuia

He Waka Tuia recorded 69% satisfaction in Q1 2025, with 55 respondents who had used the facility in the past 12 months providing satisfaction ratings.

Qualitative Feedback

Respondents frequently praised He Waka Tuia’s staff as friendly, welcoming and engaging, while consistently highlighting the popular Play exhibitions as particularly valuable for families and children. Many respondents appreciated the rotating exhibitions and described the facility as a good temporary substitute for cultural offerings, though some mentioned concerns about its size, parking availability, and the ongoing need for a permanent museum.

He Waka Tuia

Respondents praised He Waka Tuia for its high-quality exhibitions, excellent staff, and family-friendly programmes, particularly highlighting the Play exhibitions and the facility’s role as a valuable temporary space while the full museum is unavailable. Some respondents raised concerns about limited awareness of events, parking difficulties, and the need for more children’s content, while others suggested expanding exhibitions and cultural development.

Theme	Frequency
He Waka Tuia	43
Support: Exhibition quality	12
Support: Facility quality	10
Support: Staff excellence	8
Support: Play exhibition	6
Consider: More exhibitions	4
Support: Children programmes	3

Table 8: Comments regarding satisfaction with He Waka Tuia (Q1 2025)

8.9 Scottish Hall

Scottish Hall recorded 61% satisfaction in Q1 2025, with 38 respondents who had used the facility in the past 12 months providing satisfaction ratings.

Qualitative Feedback

Respondents frequently described Scottish Hall as an older but functional and affordable venue that works well for community events, with particular praise for its suitability for the Rotary book sale due to good parking and accessibility. Many commented positively on the facility’s cleanliness, warmth, and overall adequacy for various functions, though several noted its age while still finding it serviceable for community needs.

Community Facilities

Respondents mentioned various aspects of Scottish Hall including appreciation for its architectural features, the café, and good parking facilities, while noting it functions well for community events like book sales and dance competitions despite being an older facility. Several respondents commented on the hall’s affordability and functionality for community groups, with some noting it appears underused but works effectively when hosting events.

Theme	Frequency
Community Facilities	18
Support: Scottish Hall quality	14
Concern: Scottish Hall limitations	4

Table 9: Comments regarding satisfaction with Scottish Hall (Q1 2025)

8.10 Public Toilets

Public Toilets recorded 60% satisfaction in Q1 2025, with 128 respondents who had used public toilet facilities in the past 12 months providing satisfaction ratings.

Qualitative Feedback

Respondents most commonly mentioned cleanliness as their primary concern, with many describing public toilets as generally clean and well-maintained, though some noted occasional dirtiness and the need for more frequent cleaning cycles. Several respondents expressed disappointment about the closure of Wachner Place toilets and called for more public toilets to be available throughout the city, while others specifically criticised the Exeloo automated toilets for inadequate toilet paper dispensing and timing issues.

Community Facilities

Respondents generally praised public toilets for being clean and tidy, though some raised concerns about certain facilities not being of the best quality and occasional closures, with one suggesting mall-style toilets as a preferred alternative.

General

Respondents generally expressed appreciation for the availability and cleanliness of public toilets throughout Invercargill, with many praising maintenance staff and noting the convenience of facilities in parks and central locations. Some respondents suggested improvements such as more frequent cleaning cycles, additional toilet locations in areas like South City and parks, and concerns about the removal of facilities at Wachner Place.

Parks & Recreation

Respondents generally expressed satisfaction with public toilet cleanliness and maintenance, with specific praise for facilities at Queens Park and Wachner Place, though some raised concerns about remote toilet facilities being claustrophobic and having issues with bugs and odours. Comments also touched on playground quality and park maintenance, with suggestions for modernising some facilities in certain areas like Sandy Point.

Theme	Frequency
Community Facilities	49
Concern: Public toilet facilities	40
Support: Splash Palace cleanliness	5
Support: Public toilet facilities	4
General	14
Support: General agreement	10
Consider: More information needed	4
Parks & Recreation	7
Support: Park maintenance	7

Table 10: Comments regarding satisfaction with public toilets (Q1 2025)

8.11 Bus Services

Bus services recorded lower satisfaction levels in Q1 2025, with 52% satisfied with service quality and 48% with cost (both n=33).

Qualitative Feedback

Respondents most commonly mentioned concerns about driver behaviour, including poor customer service, unsafe driving, and rudeness, along with frequent complaints about timetabling issues such as limited evening and weekend services and buses departing early or running inconsistently. Other recurring themes included criticisms of the pricing being too high, difficulties with payment methods and timetable information, and concerns about the route network design and accessibility of bus stops.

Transport & Infrastructure

Respondents mentioned various aspects of the bus service including concerns about driver behaviour and safety, service coverage limitations, timetable issues, and information accessibility problems, while some praised the free service, staff friendliness, and convenience for CBD access. Comments also covered operational issues such as limited evening and weekend services, lack of EFTPOS payment options, air quality concerns from idling buses, and suggestions for service improvements including better route coverage and more frequent services.

Theme	Frequency
Transport & Infrastructure	22
Consider: Bus service improvements	5
Support: Bus service quality	5
Concern: Bus service safety	4
Concern: Bus driver knowledge	2
Concern: Bus service coverage	2
Concern: Bus service hours	2
Concern: Bus service reliability	2

Table 11: Comments regarding satisfaction with bus services (Q1 2025)

8.12 Rugby Park

Rugby Park recorded 46% satisfaction in Q1 2025, with 67 respondents who had used the facility in the past 12 months providing satisfaction ratings.

Qualitative Feedback

Respondents most frequently mentioned concerns about the grandstand being partially closed or unusable, with many expressing frustration that this issue has persisted for years and calling for repairs to make the full facility operational. Several respondents also commented on the need for general upgrades and improvements to various facilities including toilets, food services, and pathways, while others noted that Rugby Park serves its purpose well and appreciated its use for sporting events.

Community Facilities

Respondents frequently mentioned concerns about Rugby Park's grandstand being partially closed or non-functional, with many expressing frustration that repairs haven't been completed after years of issues. Other common themes included calls for facility upgrades, concerns about the park's appearance and underutilisation, suggestions for more events and activities, and mixed views on whether the facility represents good value, though some respondents expressed support for Rugby Park's functionality and importance to the region.

Theme	Frequency
Community Facilities	61
Consider: Rugby Park upgrades	15
Support: Rugby Park functional	14
Concern: Rugby Park grandstand	12
Concern: Rugby Park underutilised	9
Concern: Rugby Park appearance	6
Consider: Rugby Park events	5

Table 12: Comments regarding satisfaction with Rugby Park (Q1 2025)

9 Community Engagement

This chapter examines resident engagement with Council decision-making processes and satisfaction with opportunities for community involvement. The findings presented reflect engagement levels and satisfaction in Q1 2025, the first quarter of a four-quarter longitudinal study.

9.1 Satisfaction with Community Engagement Opportunities

In Q1 2025, satisfaction with opportunities for community involvement in Council decision-making measured 36% (n=226). The distribution of responses showed 40% of respondents selected 'Neutral', whilst 27% were 'Somewhat satisfied' and 9% were 'Most satisfied'. On the dissatisfied end, 14% were 'Somewhat dissatisfied' and 10% were 'Least satisfied'.

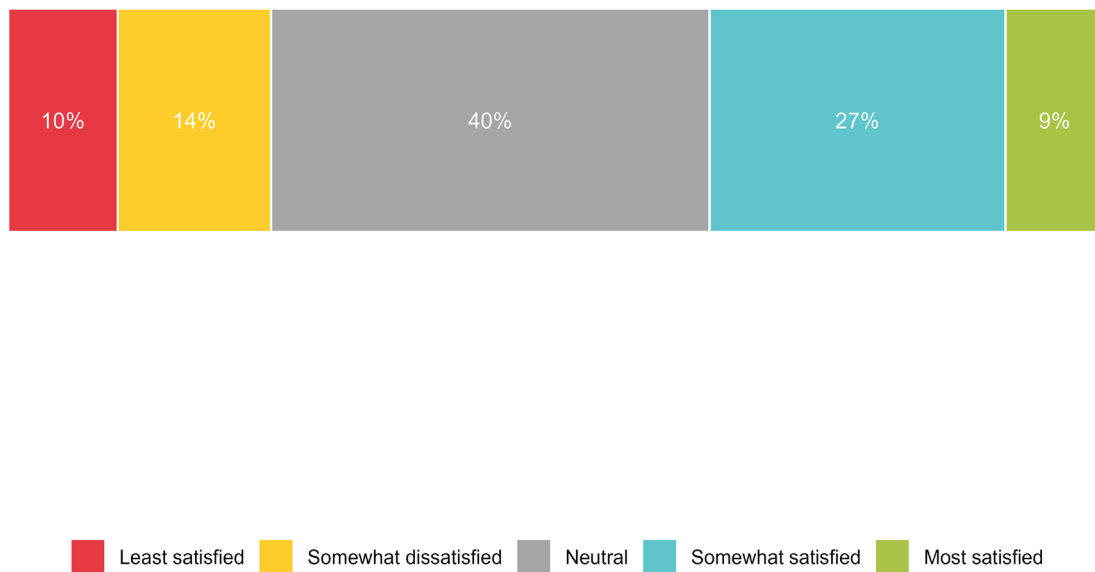


Figure 8: Satisfaction with opportunities for community involvement in Q1 2025 (n=226)

9.2 Engagement Activities Participation

Respondents were asked about their participation in various community engagement activities in the past 12 months. In Q1 2025, 61% of respondents (n=138) indicated they had not participated in any of the listed engagement activities.

Among those who did participate:

- 20% (n=46) had made a submission to Council
- 16% (n=37) had provided feedback via social media
- 14% (n=31) had attended a community consultation or drop-in session
- 11% (n=25) had attended Council-hosted events
- 8% (n=18) had attended a Council meeting or hearing

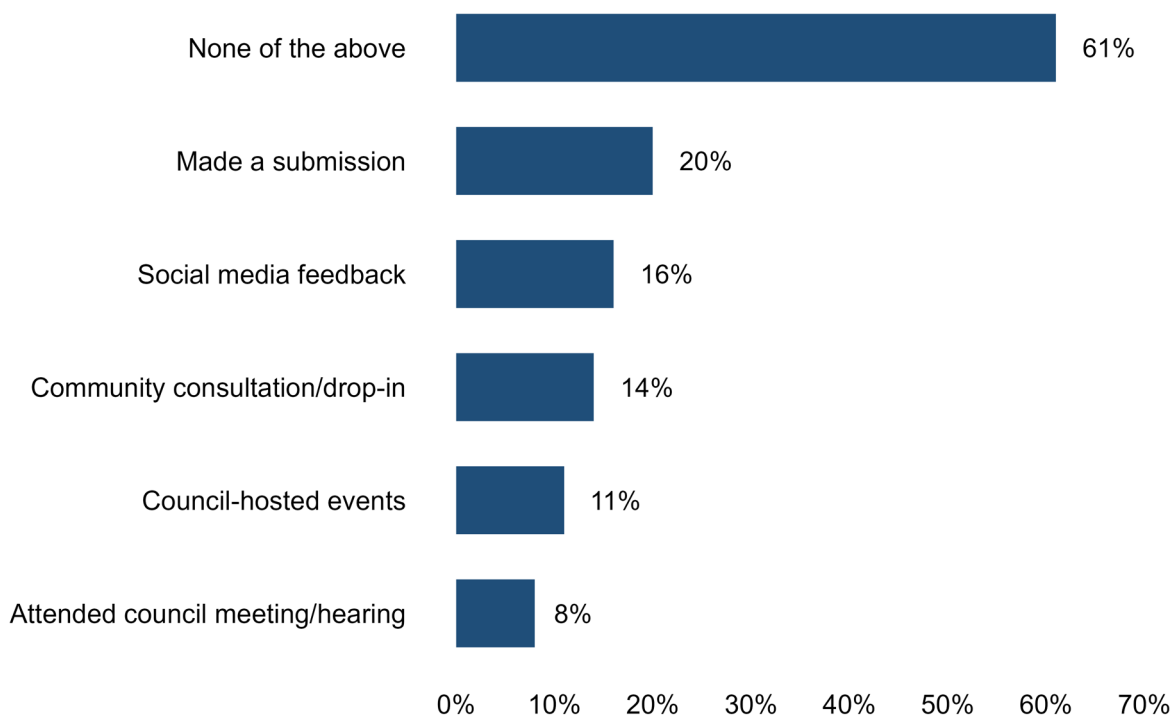


Figure 9: Participation in community engagement activities in Q1 2025 (n=226)

9.3 Engagement Satisfaction by Age and Gender

In Q1 2025, satisfaction with community engagement opportunities varied across demographic groups.

Age-based patterns:

- Satisfaction ranged from 26% to 60% across age groups
- The 14-24 age group showed the highest satisfaction at 60% (n=10)
- The 35-44 age group showed the lowest satisfaction at 26% (n=38)
- Other age groups showed: 25-34 at 40% (n=25), 45-54 at 35% (n=46), 55-64 at 45% (n=38), and 65+ at 33% (n=66)

Gender-based patterns:

- Female respondents measured 40% satisfaction (n=122)
- Male respondents measured 29% satisfaction (n=84)

Engagement Satisfaction by Age and Gender									
Measure	14-24	25-34	35-44	45-54	55-64	65+	Male	Female	Total
Satisfaction with engagement opportunities	60% (n=10)	40% (n=25)	26% (n=38)	35% (n=46)	45% (n=38)	33% (n=66)	29% (n=84)	40% (n=122)	36% (n=226)

Note: Percentages show respondents who selected 'Most satisfied' or 'Somewhat satisfied'

Table 13: Satisfaction with community engagement opportunities by age and gender in Q1 2025

9.4 Engagement Activities by Age and Gender

Participation in engagement activities showed varied patterns across demographic groups in Q1 2025.

Age-based patterns:

- Younger respondents (14-24) showed higher participation in Council-hosted events (50%) and making submissions (50%)
- The 25-34 age group showed the highest rate of providing social media feedback (28%)
- Participation in Council meetings/hearings was highest among the 14-24 age group (40%)
- The “None of the above” response ranged from 50% (14-24) to 67% (65+)

Gender-based patterns:

- Male respondents showed higher participation rates in making submissions (24% vs 19%) and community consultation/drop-in sessions (18% vs 11%)
- Female respondents showed slightly higher participation in social media feedback (17% vs 15%)
- Participation in Council-hosted events was similar between genders (12% male, 11% female)
- The “None of the above” response was higher among female respondents (64% vs 57%)

Engagement Activities by Age and Gender									
Activity	14-24	25-34	35-44	45-54	55-64	65+	Male	Female	Total
Made a submission	50% (n=5)	16% (n=4)	21% (n=8)	15% (n=7)	32% (n=12)	15% (n=10)	24% (n=20)	19% (n=23)	20% (n=46)
Attended council meeting/hearing	40% (n=4)	-	5% (n=2)	4% (n=2)	11% (n=4)	9% (n=6)	8% (n=7)	4% (n=5)	8% (n=18)
Community consultation/drop-in	30% (n=3)	4% (n=1)	18% (n=7)	13% (n=6)	16% (n=6)	11% (n=7)	18% (n=15)	11% (n=13)	14% (n=31)
Social media feedback	-	28% (n=7)	18% (n=7)	15% (n=7)	16% (n=6)	15% (n=10)	15% (n=13)	17% (n=21)	16% (n=37)
Council-hosted events	50% (n=5)	8% (n=2)	8% (n=3)	7% (n=3)	5% (n=2)	12% (n=8)	12% (n=10)	11% (n=13)	11% (n=25)
None of the above	50% (n=5)	56% (n=14)	66% (n=25)	63% (n=29)	53% (n=20)	67% (n=44)	57% (n=48)	64% (n=78)	61% (n=138)

Note: Percentages show respondents who participated in each activity (multiple selections possible)

Table 14: Participation in community engagement activities by age and gender in Q1 2025

9.5 Qualitative Feedback on Community Engagement

Respondents most commonly expressed frustration that the Council seeks public input through various channels but does not genuinely listen to or act on community feedback, with many citing specific examples like the museum, Donovan Park, and Wachner Place decisions. Many respondents also mentioned wanting improved communication methods, including more physical mail drops, better accessibility for those not comfortable with online platforms, and greater councillor visibility in the community.

Community Engagement

Respondents mentioned mixed experiences with community involvement opportunities, with many expressing concerns that council decisions appear predetermined despite consultation processes, while others praised the Let's Talk platform and social media engagement. Comments frequently referenced specific examples like Wachner Place and the museum, with respondents calling for better communication methods, more accessible consultation processes, and greater transparency about how feedback influences final decisions.

Rates & Financial

Respondents expressed concerns about wasteful spending and poor value for money, citing examples like the Wachner Place clock project, council housing contracts awarded to non-local contractors, and cost overruns on projects like the mall proposal. They also mentioned feeling that consultation appears to be a formality with decisions already predetermined, and raised issues about expensive building standards and the need for more practical, cost-effective solutions using local expertise.

Theme	Frequency
Community Engagement	114
Concern: Not listening	23
Concern: Decisions already made	21
Support: Good engagement	14
Concern: Limited awareness	12
Consider: Diverse engagement methods	10
Consider: Better communication	8
Consider: Follow-through needed	8
Support: Social media presence	6
Consider: More consultation	5
Concern: Social media exclusion	4
Concern: Timing issues	3
Rates & Financial	3
Concern: Wasteful spending	3

Table 15: Comments regarding satisfaction with community engagement opportunities (Q1 2025)

10 Community Pride

This chapter examines resident pride in living in Invercargill and Bluff, along with priorities residents identified for making Invercargill an even better place to live. The findings presented reflect pride levels and priorities in Q1 2025, the first quarter of a four-quarter longitudinal study.

10.1 Pride in Living in Invercargill

In Q1 2025, 71% of respondents (n=264) agreed or strongly agreed with the statement “I feel proud to live in Invercargill.” The response distribution showed 43% selected ‘Agree’ and 28% selected ‘Strongly agree’. On the neutral to disagree end, 21% selected ‘Neutral’, 5% selected ‘Disagree’, and 3% selected ‘Strongly disagree’.

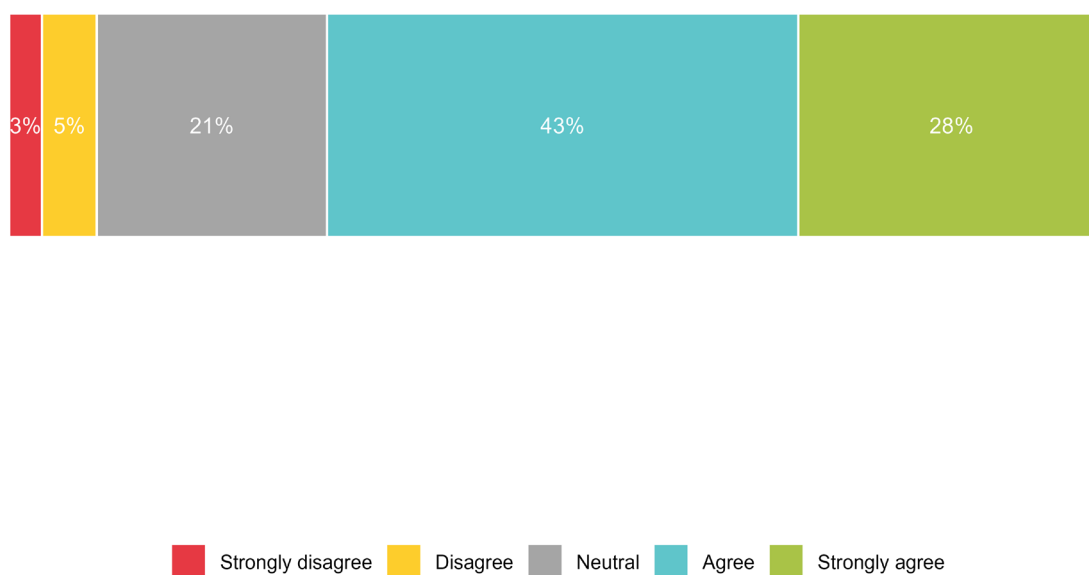


Figure 10: Pride in living in Invercargill in Q1 2025 (n=264)

10.2 Pride in Living in Bluff

In Q1 2025, 67% of Bluff respondents (n=6) agreed or strongly agreed with the statement “I feel proud to live in Bluff.” The response distribution showed 17% selected ‘Agree’ and 50% selected ‘Strongly agree’. On the neutral to disagree end, 17% selected ‘Neutral’, and 17% selected ‘Strongly disagree’.

Due to the small sample size (n=6), these findings should be interpreted with caution and serve primarily as an indicator of sentiment among Bluff respondents who participated in Q1 2025.

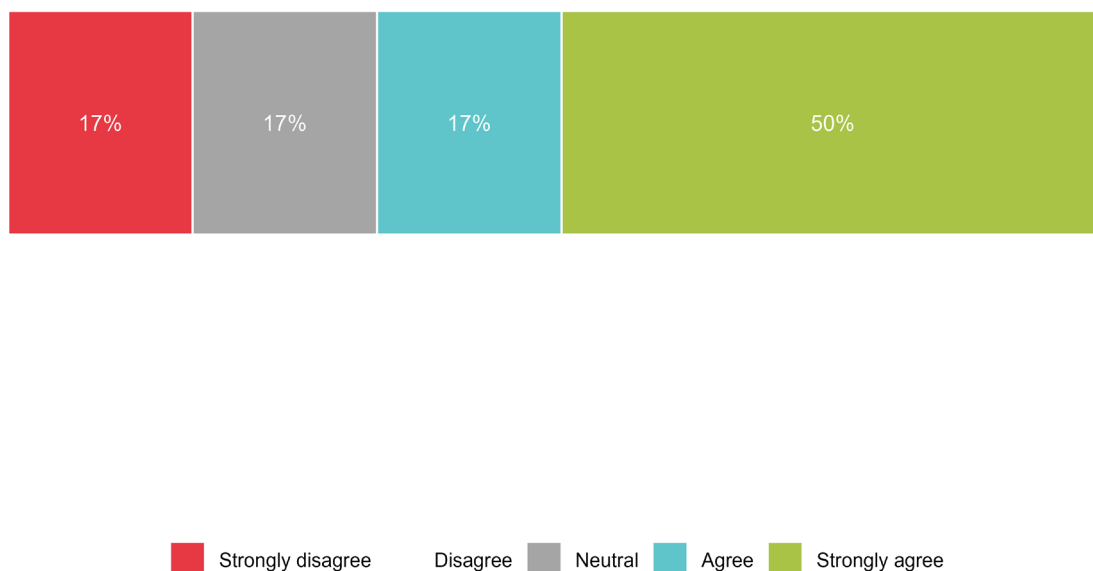


Figure 11: Pride in living in Bluff in Q1 2025 (n=6)

10.3 Pride by Age and Gender

In Q1 2025, pride in living in Invercargill varied across demographic groups.

Age-based patterns for Invercargill pride:

- Pride ranged from 50% to 80% across age groups
- The 55-64 age group showed the highest pride at 80% (n=46)
- The 65+ age group showed 78% pride (n=80)
- The 14-24 age group showed the lowest pride at 50% (n=12)
- Other age groups showed: 25-34 at 65% (n=26), 35-44 at 66% (n=41), and 45-54 at 64% (n=55)

Gender-based patterns for Invercargill pride:

- Female respondents measured 76% pride (n=121)
- Male respondents measured 69% pride (n=81)

Note on Bluff pride: Due to the small sample size (n=6) for Bluff residents, demographic breakdowns show limited data across most groups and should be interpreted with considerable caution.

Pride by Age and Gender									
Pride Statement	14-24	25-34	35-44	45-54	55-64	65+	Male	Female	Total
I feel proud to live in Invercargill	50% (n=12)	65% (n=26)	66% (n=41)	64% (n=55)	80% (n=46)	78% (n=80)	69% (n=81)	76% (n=121)	71% (n=264)
I feel proud to live in Bluff	0% (n=1)	-	67% (n=3)	-	100% (n=1)	100% (n=1)	33% (n=3)	100% (n=3)	67% (n=6)

Note: Percentages show respondents who selected 'Strongly agree' or 'Agree'

Table 16: Pride by age and gender in Q1 2025

10.4 Priorities for Making Invercargill a Better Place to Live

In Q1 2025, respondents were asked what Council should prioritise to make Invercargill an even better place to live. A total of 718 coded topics were identified across responses, with themes grouped into ten categories.

Qualitative Feedback

Respondents most commonly mentioned the need to improve the city centre and address empty or derelict buildings, particularly the burnt Briscoe building on Dee Street, while also emphasising basic infrastructure needs like roads, footpaths, and water services. Many respondents also prioritised keeping rates under control, improving parks and green spaces, providing more activities for young people, and maintaining cleanliness throughout the city.

General Priorities

Respondents mentioned a wide range of priorities including infrastructure improvements such as roads and footpaths, keeping rates low and focusing on core services, completing major projects like the museum, and enhancing community amenities through better parks, youth facilities, and entertainment options. Many also emphasised the need for improved public transport, healthcare services, housing development, environmental initiatives like tree planting, and general city beautification efforts to make Invercargill more attractive and liveable.

Environment & Amenity

Respondents frequently mentioned the need for city beautification efforts including better maintenance of flower beds, roundabouts, and entrance areas, while also expressing concerns about unsightly buildings particularly the burnt Briscoes building on Dee Street and empty CBD properties. Many also called for improvements to parks and recreational facilities, better street cleaning and maintenance, green waste collection services, and enhanced facilities for families and young people.

Transport & Infrastructure

Respondents frequently mentioned the need for improved roads and footpaths, with many citing issues with potholes, ongoing roadworks, and poor footpath quality throughout the city. Public transport improvements were also commonly raised, including calls for better bus services, more frequent timetables, and enhanced connectivity, alongside requests for more pedestrian crossings, street cleaning, better parking availability in the city centre, and continued development of parks and green spaces.

Rates & Financial

Respondents expressed concerns about wasteful council spending on what they viewed as unnecessary projects like expensive clocks and the museum, while calling for lower rates and better focus on core services such as roads, water, and waste management. They also mentioned issues with project cost overruns, poor communication from council, inadequate maintenance of parks and roads, and the need for councillors to reduce their salaries and prioritise essential infrastructure over what they termed “vanity projects.”

Parks & Recreation

Respondents emphasised the need for better maintenance of parks and green spaces, with many calling for improved playground facilities, more regular mowing and garden care, and enhanced walking tracks and recreational areas. They also highlighted concerns about wasteful spending on projects while basic park maintenance suffers, and expressed support for expanding community facilities like dog parks, disc golf signage, seating areas, and diverse tree planting throughout the city.

Community Engagement

Respondents emphasised the need for better communication and consultation with ratepayers, expressing concerns about wasteful spending, rising rates, and decisions being made without genuine public input. They also called for reduced councillor salaries, focus on core services, improved playground and recreational facilities, and more community events while criticising specific projects like museum spending and various infrastructure decisions.

Theme	Frequency
General Priorities	108
Consider: Entertainment options	15
Consider: Youth facilities	13
Consider: Community connection	10
Consider: Cultural development	8
Concern: Legacy projects	7
Consider: Business support	6
Consider: Environmental protection	5
Consider: Family support	5
Consider: Healthcare improvements	5
Consider: Housing development	5
Consider: Inclusive community	5
Consider: Social housing	5
Consider: Tourism development	5
Concern: Council dysfunction	4
Consider: Economic development	4
Concern: Cost of living	3
Consider: Active lifestyle support	3
Environment & Amenity	90
Consider: CBD beautification	21
Concern: CBD appearance	16
Consider: Building enforcement	9
Concern: Property maintenance standards	7
Concern: Street cleanliness	7
Consider: More street planting	7
Consider: City entrance improvements	5
Consider: Green waste bins	5
Consider: Subsidised tip fees	5
Support: Beautification efforts	5
Concern: South Invercargill neglect	3

Theme	Frequency
Transport & Infrastructure	78
Consider: Infrastructure investment	13
Concern: Road quality	10
Consider: Bus service improvements	7
Consider: Active transport infrastructure	6
Concern: Parking availability	5
Support: Road infrastructure	5
Concern: Footpath quality	4
Concern: Road maintenance delays	4
Concern: Traffic management	4
Consider: Free parking	4
Consider: Pedestrian cycling safety	4
Concern: Pedestrian safety	3
Consider: Better traffic flow	3
Consider: Bus route expansion	3
Consider: More crossings	3
Rates & Financial	57
Concern: Wasteful spending	22
Consider: Core services focus	11
Consider: Better financial management	8
Concern: High rates	6
Concern: Rates increases	5
Consider: Rates freeze	5
Parks & Recreation	19
Consider: Queens Park events	5
Concern: Park maintenance inconsistent	4
Consider: More activities	4
Consider: Playground upgrades	3
Support: Parks maintenance	3
Community Engagement	7
Consider: Better communication	4
Concern: Not listening	3

Table 17: Priorities for making Invercargill a better place to live (Q1 2025)

11 Council Contact and Satisfaction

This chapter examines patterns of Council contact and satisfaction with contact experiences in Q1 2025. The findings cover when residents contacted Council, their reasons for contact, methods used, and satisfaction with various aspects of the contact process. These results represent the first quarter of a four-quarter longitudinal study.

11.1 Council Contact Recency

Among respondents who answered the contact recency question (n=242), 38% reported never having contacted Council, whilst 37% had contacted Council within the last six months. Those who had contacted Council between six months and one year ago comprised 12% of respondents, whilst 7% had contacted Council one to two years ago, and 5% more than two years ago.

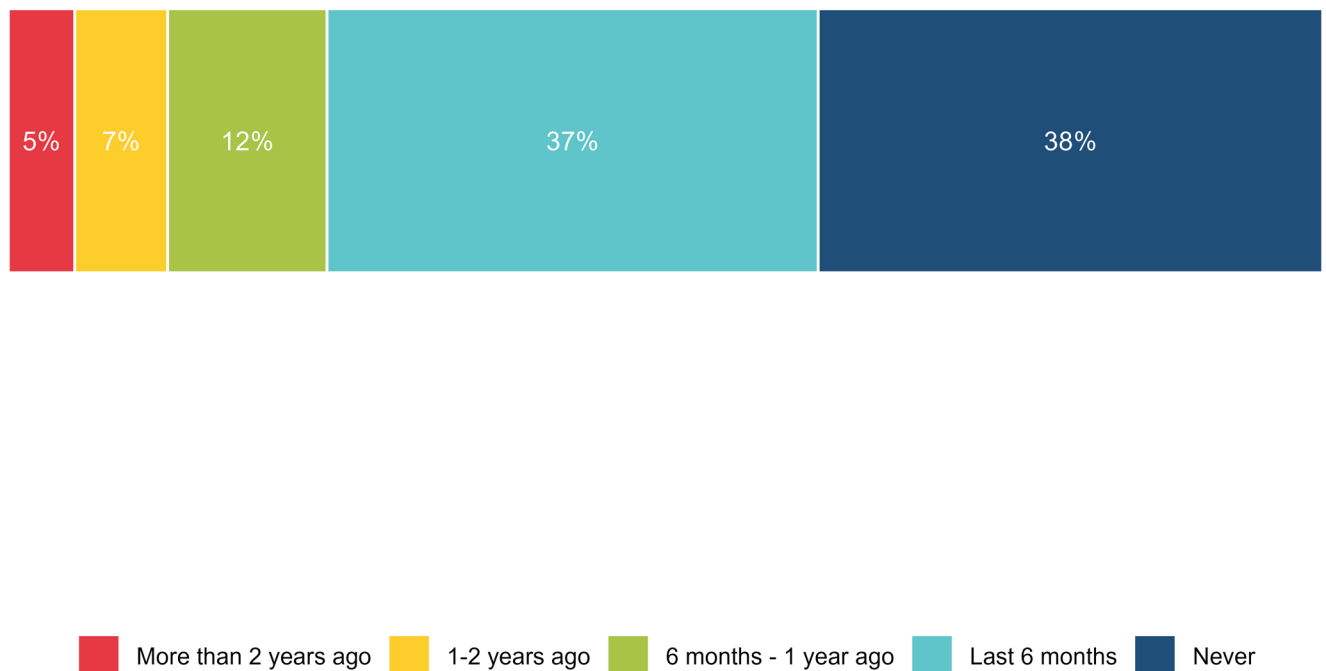


Figure 12: Council contact recency (n=242)

11.2 Reasons for Contacting Council

Among those who had contacted Council and specified their reason (n=150), the most common contact types were:

- General enquiries: 28%
- Dog registration: 21%
- Rates enquiries: 21%
- Property file requests: 16%
- Parks and recreation matters: 15%
- Road infrastructure issues: 15%
- Complaint or service issues: 14%
- Animal services: 11%
- Building consent information: 8%
- Building consent applications: 8%
- Land information memorandum requests: 7%
- Waste collection issues: 7%
- Other planning information: 5%
- Resource consent information: 3%
- Resource consent applications: 3%

Note that respondents could select multiple reasons for contact, so percentages total more than 100%.

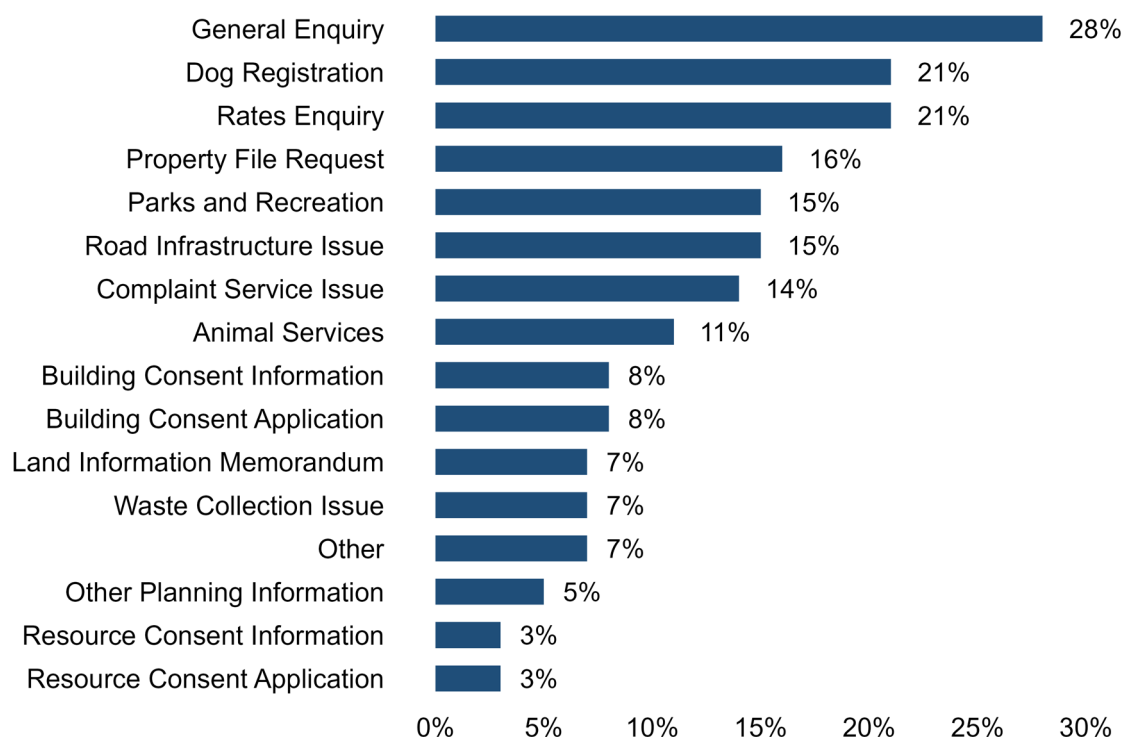


Figure 13: Reasons for contacting Council - multiple selections allowed (n=150)

Among those who had contacted Council and selected 'Other' (n=11), the following additional reasons were specified:

Other Contact Reason	Frequency
I am a youth councillor	1
Overdue rates	1
Parking	1
Parking ticket	1
Purchase of tickets for events at Civic theatre	1
Reported dumped rubbish on our road	1
Trees in neighbor's yard	1
Various submissions.	1
Voting form for glass bin etc	1
Youth Council presentation to CWC.	1
with councillor	1

Table 18: Other reasons for contacting Council (multiple mentions consolidated)

11.3 Methods of Council Contact

Among those who specified how they contacted Council (n=150), contact methods used were:

- Phone: 47%
- Visiting Council offices: 40%
- Council website: 29%
- Email: 27%
- Other methods: 9%

Respondents could select multiple contact methods, so percentages total more than 100%.

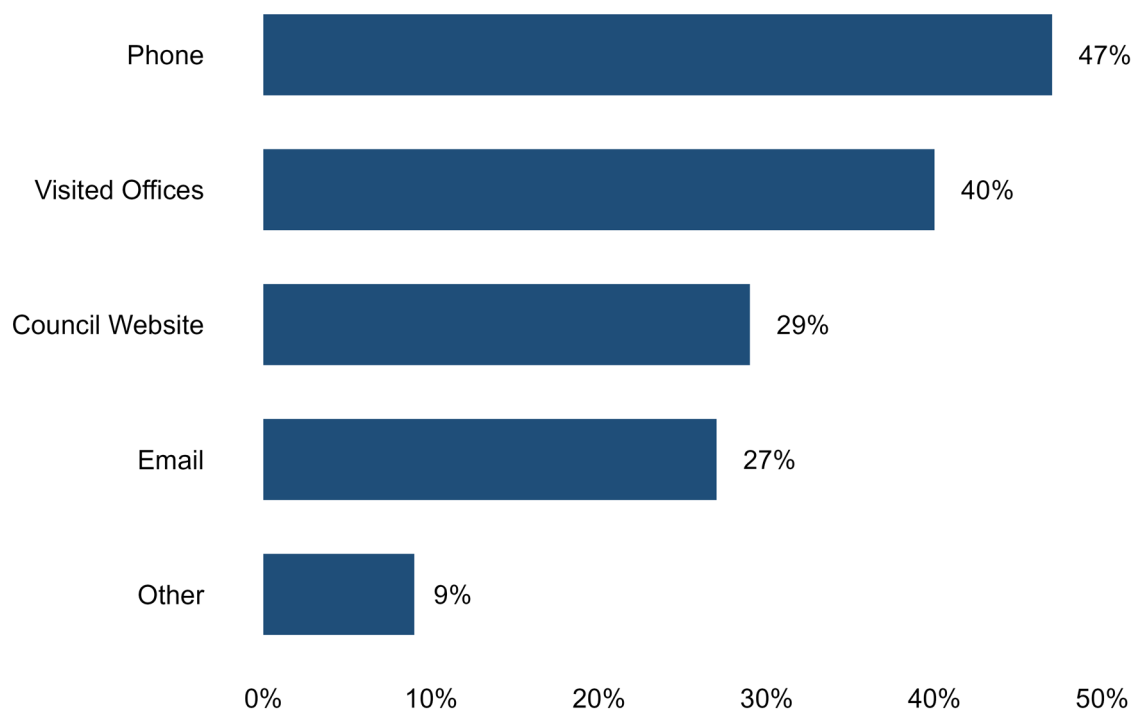


Figure 14: Methods of Council contact - multiple selections allowed (n=150)

11.4 Overall Contact Satisfaction

In Q1 2025, satisfaction with Council contact experiences varied across different measures:

- Council staff professionalism and efficiency: 68% (n=116)
- Council staff response to enquiries: 66% (n=116)
- Building, Planning and/or Property Records Department: 75% (n=32)
- Building Consent process: 70% (n=10)
- Resource Consent process: 50% (n=2)

Note that the Resource Consent process satisfaction was based on a very small sample size (n=2), limiting the reliability of this measure.

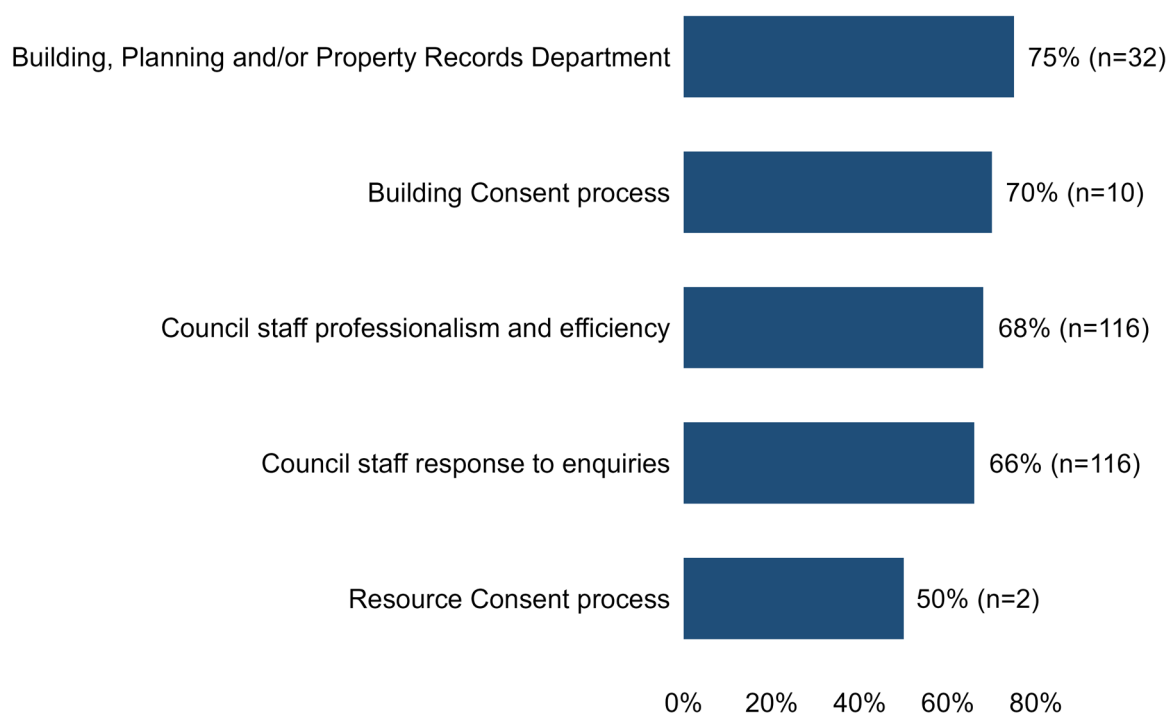


Figure 15: Overall satisfaction with Council contact experiences (n=valid responses for each measure)

11.5 Customer Service Staff Satisfaction

In Q1 2025, respondents who had contacted Council in the past 12 months provided feedback on their experience with customer service staff.

Qualitative Feedback

Respondents most commonly praised staff for being helpful, friendly, and knowledgeable, with particular appreciation for reception staff and quick responses to enquiries about rates, dog registration, and property issues. However, several respondents expressed frustration with lack of follow-up, slow response times, poor communication from specific departments, and unresolved issues related to infrastructure problems such as water leaks, drainage, and tree removal.

Customer Service

Respondents provided mixed feedback about Council customer service staff, with many praising staff friendliness, helpfulness and prompt responses, while others raised concerns about poor follow-up, lack of responses to enquiries, inconsistent information, and staff knowledge gaps. Common issues mentioned included problems with dog control services, water leaks, footpath maintenance, rates enquiries, and communication breakdowns when matters were transferred between departments.

Theme	Frequency
Customer Service	99
Support: Staff friendliness	23
Support: Staff professionalism	23
Concern: Poor follow-up	17
Support: Quick response	9
Concern: Communication gaps	7
Concern: Staff knowledge	7
Support: Staff knowledge	7
Concern: Incorrect information	3
Concern: Staff unavailability	3

Table 19: Comments regarding satisfaction with customer service staff (Q1 2025)

11.6 Building and Resource Consent Process Satisfaction

Respondents who had applied for building or resource consent in the past 12 months provided feedback on their experience with the consent process.

Qualitative Feedback

Respondents mentioned varied experiences with communication and service quality, with some praising quick and professional responses for property files and enquiries, while others reported difficulties with staff knowledge of building codes and lengthy, unclear processes. Several respondents specifically highlighted efficient turnaround times for property information requests and appreciated clear explanations from staff when provided.

Building & Planning

Respondents mentioned a range of experiences with building and resource consent processes, including praise for efficient property file services and staff professionalism, alongside concerns about inconsistent information from staff, poor understanding of building codes, delays in consent processing, and issues with rural property charges and neighbour complaint handling. Some respondents highlighted positive experiences with quick turnaround times for property files and LIM reports, while others expressed frustration with time-consuming processes and limited communication.

Customer Service

Respondents mentioned varied experiences with customer service during the building and resource consent process, with some praising staff professionalism, efficient responses, and helpful explanations, while others raised concerns about inconsistent information, limited communication, and staff not always following building code guidelines. The feedback ranged from highly positive experiences with property file services and quick responses to frustrations with time-consuming processes and communication gaps.

Theme	Frequency
Building & Planning	8
Concern: Consent processing delays	2
Concern: Inconsistent information	2
Support: Efficient service	2
Support: Property file service	2
Customer Service	4
Support: Quick response	2
Support: Staff professionalism	2

Table 20: Comments regarding satisfaction with building and resource consent process (Q1 2025)

12 Library Services Deep Dive

This chapter presents detailed findings on library services satisfaction and usage patterns from Q1 2025, the first quarter of a four-quarter longitudinal study. Library services recorded the highest satisfaction level amongst all Council services measured in this quarter.

12.1 Overall Library Satisfaction

In Q1 2025, library services recorded 93% satisfaction among respondents who had used library services in the past 12 months (n=250). This represents the highest satisfaction level across all Council services measured in the quarter.

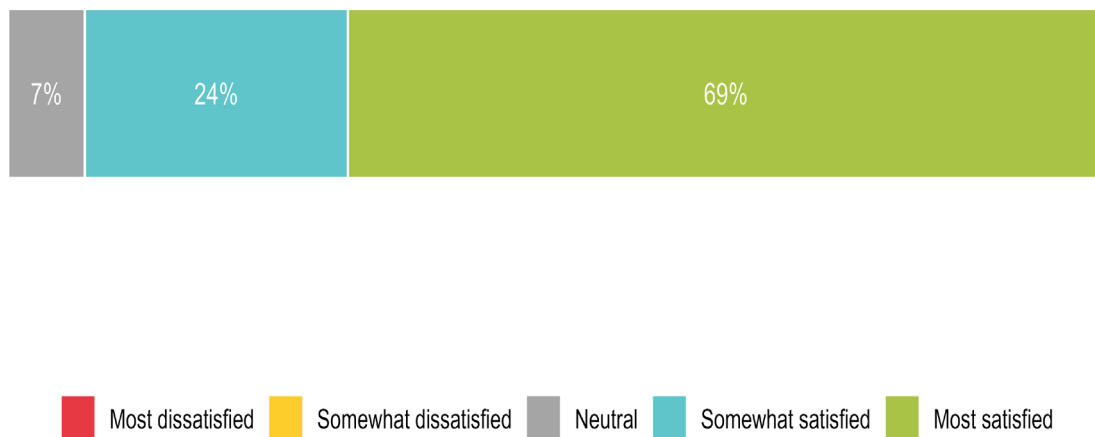


Figure 16: Overall satisfaction with library services in Q1 2025 (n=250)

12.2 Library Agreement Statements

Respondents were asked to rate their agreement with statements about library services. In Q1 2025, 84% of respondents agreed or strongly agreed that libraries provide an excellent range of physical and digital collections (n=273). A similar proportion, 84%, agreed or strongly agreed that libraries benefit their wellbeing (n=269).

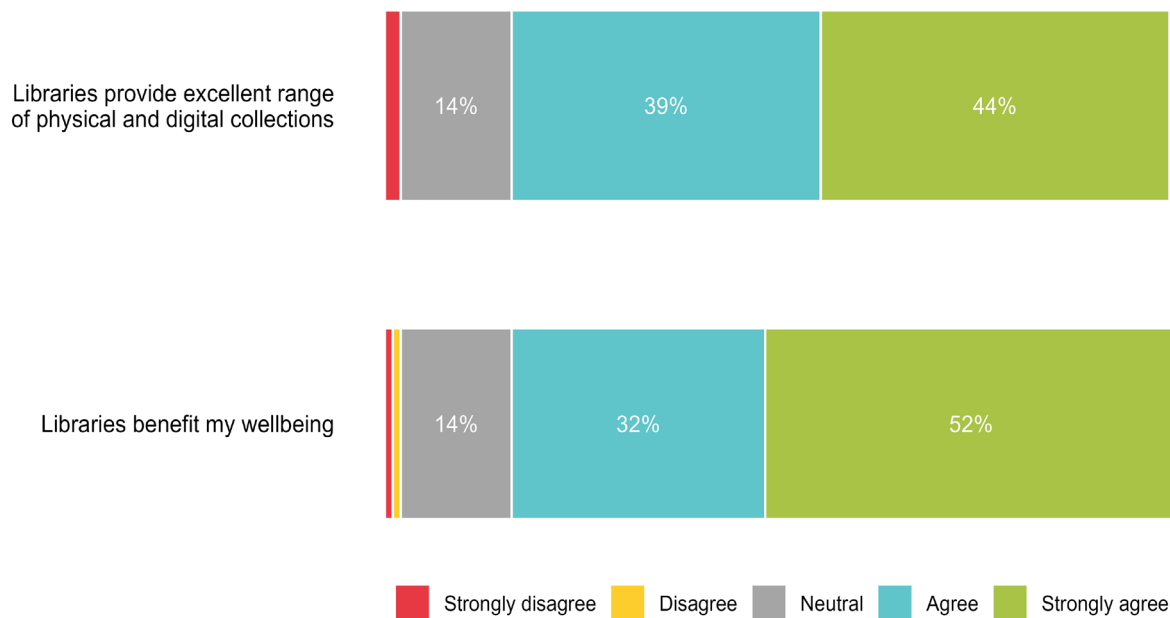


Figure 17: Agreement with library service statements in Q1 2025

12.3 Library Usage Patterns

Respondents who had used library services in the past 12 months were asked to indicate which library services and facilities they had used. Multiple selections were permitted, so percentages may exceed 100%.

In Q1 2025, the most commonly reported library activities amongst the 268 respondents were:

- Borrowing physical items: 74% (n=199)
- Children's events: 32% (n=86)
- After school/holiday activities: 22% (n=59)
- Meeting rooms: 19% (n=50)
- Reading magazines/newspapers: 18% (n=47)
- Arts and crafts: 17% (n=45)

Smaller proportions of respondents reported using digital services (15%, n=40), printers/scanners (15%, n=41), other services (15%, n=41), and cultural events/heritage programmes (15%, n=39).

Exercise classes, which were identified through backcoding of 'Other' responses, were reported by 6% of library users (n=16), whilst community groups were reported by 3% (n=8).

Category	Count	Percentage (%)*
Borrowing physical items	199	74
Children's events	86	32
After school/holiday activities	59	22
Meeting rooms	50	19
Reading magazines/newspapers	47	18
Arts and crafts	45	17
Borrowing digital content	40	15
Printers/scanners	41	15
Other services	41	15
Cultural events/heritage	39	15
Online resources/databases	34	13
Computers/Wi-Fi	34	13
Work/study spaces	32	12
Reference services	32	12
Author events/workshops	21	8
Exercise classes	16	6
Other	8	3

Category	Count	Percentage (%)*
Community groups	8	3
Digital support classes	6	2
3D printing/laser cutter	4	1

**Multiple choice question - percentages based on 268 respondents (totals may exceed 100%)*

Table 21: Library service usage in Q1 2025 (multiple selections permitted)

12.4 Library Satisfaction by Demographics

Library satisfaction varied across demographic groups in Q1 2025. Age-based patterns showed satisfaction ranging from 87% to 96% across age groups, with those aged 65+ recording 96% satisfaction and those aged 35-44 recording 95% satisfaction. Gender-based patterns showed 94% satisfaction among female respondents and 90% among male respondents.

For the agreement statement about libraries providing an excellent range of physical and digital collections, agreement ranged from 73% to 94% across age groups. Agreement with the statement that libraries benefit wellbeing ranged from 73% to 94% across age groups.

Library Satisfaction by Age, Gender, and Source											
Library Statement	14-24	25-34	35-44	45-54	55-64	65+	Male	Female	Library (In-person survey)	Other sources	Total
Overall satisfaction with library	90% (n=21)	87% (n=31)	95% (n=59)	88% (n=34)	93% (n=28)	96% (n=75)	90% (n=70)	94% (n=171)	98% (n=111)	88% (n=139)	93% (n=250)
Libraries provide excellent range of physical and digital collections	94% (n=18)	91% (n=32)	79% (n=62)	73% (n=41)	75% (n=36)	91% (n=81)	75% (n=88)	88% (n=182)	89% (n=111)	80% (n=162)	84% (n=273)
Libraries benefit my wellbeing	94% (n=18)	81% (n=32)	84% (n=61)	73% (n=41)	76% (n=33)	94% (n=81)	76% (n=86)	89% (n=180)	94% (n=109)	78% (n=160)	84% (n=269)

Note: First row shows 'Most satisfied' + 'Somewhat satisfied'. Other rows show 'Strongly agree' + 'Agree'. 'Other sources' combines letstalk, social, and letter. Uses backcoded library data. Q1 2025 data.

Table 22: Library satisfaction measures by age, gender, and survey source in Q1 2025

12.5 Library Usage by Demographics

Usage patterns for library services and facilities varied across demographic groups in Q1 2025. The table below presents the proportion of library users in each demographic group who reported using each service or facility.

Notable patterns observed in Q1 include:

Age-based patterns:

- Borrowing physical items was most commonly reported by those aged 45-54 (82%) and 35-44 (78%)
- Children's events showed higher usage among those aged 35-44 (66%) and 25-34 (53%)
- After school/holiday activities were most commonly reported by those aged 14-24 (44%) and 35-44 (43%)
- Meeting rooms showed higher usage among older age groups, with 44% of 14-24 year olds and 27% of those 65+ reporting use
- Exercise classes were exclusively reported by those aged 55+ (3% of 55-64 year olds, 18% of those 65+)

Gender-based patterns:

- Borrowing physical items was reported by 78% of female library users compared to 66% of male users
- Children's events showed similar usage between female (34%) and male (28%) respondents
- Arts and crafts activities were reported by 22% of female users compared to 5% of male users
- Meeting rooms were reported by 22% of female users and 13% of male users
- Exercise classes were reported by 9% of female users and 0% of male users

Library Usage by Age and Gender

Library Service	14-24	25-34	35-44	45-54	55-64	65+	Male	Female	Library (In-person survey)	Other sources	Total
Borrowing physical items	78% (n=14)	59% (n=19)	78% (n=45)	82% (n=33)	77% (n=27)	72% (n=60)	66% (n=55)	78% (n=142)	77% (n=85)	73% (n=114)	74% (n=199)
Children's events	22% (n=4)	53% (n=17)	66% (n=38)	30% (n=12)	20% (n=7)	8% (n=7)	28% (n=23)	34% (n=62)	41% (n=45)	26% (n=41)	32% (n=86)
After school/holiday activities	44% (n=8)	19% (n=6)	43% (n=25)	20% (n=8)	11% (n=4)	8% (n=7)	18% (n=15)	25% (n=45)	29% (n=32)	17% (n=27)	22% (n=59)
Meeting rooms	44% (n=8)	6% (n=2)	3% (n=2)	15% (n=6)	26% (n=9)	27% (n=22)	13% (n=11)	22% (n=40)	24% (n=27)	15% (n=23)	19% (n=50)
Reading magazines/newspapers	22% (n=4)	3% (n=1)	10% (n=6)	8% (n=3)	17% (n=6)	31% (n=26)	22% (n=18)	16% (n=29)	23% (n=26)	13% (n=21)	18% (n=47)
Arts and crafts	33% (n=6)	16% (n=5)	31% (n=18)	10% (n=4)	11% (n=4)	10% (n=8)	5% (n=4)	22% (n=40)	26% (n=29)	10% (n=16)	17% (n=45)
Borrowing digital content	17% (n=3)	6% (n=2)	16% (n=9)	15% (n=6)	20% (n=7)	16% (n=13)	14% (n=12)	15% (n=27)	14% (n=16)	15% (n=24)	15% (n=40)

Library Usage by Age and Gender											
Library Service	14-24	25-34	35-44	45-54	55-64	65+	Male	Female	Library (In-person survey)	Other sources	Total
Printers/scanners	33% (n=6)	31% (n=10)	12% (n=7)	10% (n=4)	11% (n=4)	12% (n=10)	16% (n=13)	15% (n=27)	22% (n=24)	11% (n=17)	15% (n=41)
Other services	17% (n=3)	19% (n=6)	14% (n=8)	10% (n=4)	6% (n=2)	19% (n=16)	13% (n=11)	15% (n=28)	16% (n=18)	15% (n=23)	15% (n=41)
Cultural events/heritage	17% (n=3)	9% (n=3)	12% (n=7)	10% (n=4)	14% (n=5)	20% (n=17)	12% (n=10)	16% (n=29)	15% (n=17)	14% (n=22)	15% (n=39)
Online resources/databases	22% (n=4)	12% (n=4)	7% (n=4)	5% (n=2)	20% (n=7)	16% (n=13)	12% (n=10)	13% (n=24)	14% (n=15)	12% (n=19)	13% (n=34)
Computers/Wi-Fi	33% (n=6)	28% (n=9)	9% (n=5)	5% (n=2)	20% (n=7)	6% (n=5)	13% (n=11)	13% (n=23)	16% (n=18)	10% (n=16)	13% (n=34)
Work/study spaces	44% (n=8)	19% (n=6)	7% (n=4)	8% (n=3)	9% (n=3)	8% (n=7)	8% (n=7)	13% (n=24)	13% (n=14)	11% (n=18)	12% (n=32)
Reference services	6% (n=1)	0% (n=0)	2% (n=1)	10% (n=4)	26% (n=9)	19% (n=16)	16% (n=13)	10% (n=18)	7% (n=8)	15% (n=24)	12% (n=32)
Author events/workshops	11% (n=2)	6% (n=2)	3% (n=2)	12% (n=5)	11% (n=4)	7% (n=6)	5% (n=4)	9% (n=17)	8% (n=9)	8% (n=12)	8% (n=21)
Exercise classes	0% (n=0)	0% (n=0)	0% (n=0)	0% (n=0)	3% (n=1)	18% (n=15)	0% (n=0)	9% (n=16)	14% (n=16)	0% (n=0)	6% (n=16)
Community groups	0% (n=0)	0% (n=0)	0% (n=0)	2% (n=1)	3% (n=1)	7% (n=6)	5% (n=4)	2% (n=4)	6% (n=7)	1% (n=1)	3% (n=8)
Other	0% (n=0)	0% (n=0)	3% (n=2)	0% (n=0)	3% (n=1)	6% (n=5)	7% (n=6)	2% (n=3)	2% (n=2)	4% (n=6)	3% (n=8)
Digital support classes	11% (n=2)	3% (n=1)	2% (n=1)	0% (n=0)	3% (n=1)	1% (n=1)	2% (n=2)	2% (n=4)	5% (n=6)	0% (n=0)	2% (n=6)
3D printing/laser cutter	0% (n=0)	3% (n=1)	2% (n=1)	2% (n=1)	3% (n=1)	0% (n=0)	2% (n=2)	1% (n=2)	1% (n=1)	2% (n=3)	1% (n=4)

Note: Percentages show proportion of library users who use each service. Multiple selections possible. Includes backcoded 'Other' responses (Exercise classes, Community groups). Q1 2025 data.

Table 23: Library service usage by demographics in Q1 2025 (% of library users in each group)

12.6 Qualitative Feedback on Library Services

Respondents frequently praised the library staff as friendly, helpful and welcoming, with many highlighting the excellent children’s programmes and activities including storytime, holiday programmes and exercise classes. The facility itself was consistently described as a warm, welcoming space with good book selections, though some respondents noted issues with book request communication and suggested improvements like additional exercise classes and better parking.

Library Services

Respondents frequently praised library staff for being friendly, helpful and welcoming, while highlighting the excellent children’s programmes, holiday activities and wide variety of books available. Many also appreciated the library’s warm atmosphere, accessibility, online services like the Libby app, and additional features such as study spaces, parking facilities, and community activities for all age groups.

General

Respondents expressed overwhelmingly positive sentiments about library services, with most providing enthusiastic praise using words like “fantastic,” “awesome,” “great,” and “love.” A few respondents noted they don’t use the library frequently or consistently enough to provide detailed feedback, though they still reported positive experiences when they do visit.

Theme	Frequency
Library Services	262
Support: Library staff excellence	72
Support: Library facilities	59
Support: Library programmes	53
Support: Library collections	44
Support: Library accessibility	15
Consider: Expanded collections	10
Support: Library digital services	9
General	13
Support: General agreement	13

Table 24: Detailed comments regarding satisfaction with library services (Q1 2025)

12.7 Desired Library Activities and Facilities

Respondents were asked about other activities or facilities they would like to see at the library. A total of 114 topic mentions were recorded across the responses received in Q1 2025.

Respondents most commonly requested more activities and workshops for children, including weekend programs, school holiday activities, and specialised classes for different age groups. Many also expressed interest in expanded programming such as guest speakers, arts and crafts workshops, music events, and reduced costs for meeting room bookings, while several respondents indicated satisfaction with current library services.

Library Services

Respondents mentioned desires for expanded programming including more book clubs, guest speakers, children's activities, and weekend sessions, alongside requests for enhanced collections such as more digital content in BorrowBox and Libby, contemporary BookTok titles, and Māori resources. Many also expressed satisfaction with current services while suggesting improvements like extended hours, better communication about book requests, additional comfortable seating, and facilities such as musical instruments and virtual reality options.

General

Respondents in this category expressed uncertainty about library activities due to insufficient knowledge or infrequent use of library services. One respondent suggested workshops focused on arts and crafts such as book binding, children's book writing, and genealogy research for soldiers.

General Priorities

Respondents mentioned a range of activities and facilities they would like to see at the library, including entertainment options like VR sites and musical instruments, expanded programmes for children and Māori/Pacific communities, community spaces such as café areas and creative workshops, and facilities for youth and young families. Several respondents expressed satisfaction with current library services, particularly book collections and existing community activities.

Theme	Frequency
Library Services	51
Consider: Expanded collections	13
Support: Library facilities	11
Consider: Library programmes	10
Support: Library programmes	10
Consider: Extended library hours	4
Support: Library staff excellence	3
General	3
Concern: Insufficient knowledge	3
General Priorities	3
Consider: Entertainment options	3

Table 25: Other activities or facilities residents would like to see at the library (Q1 2025)

12.8 Summary

At this point in 2025, library services show the highest satisfaction level amongst all Council services measured, with 93% of library users reporting satisfaction. The findings from Q1 indicate that library users value both traditional services such as borrowing physical items and newer offerings including digital content, community programmes, and facilities for meetings and study.

Usage patterns observed in Q1 show that libraries serve diverse demographic groups with varying needs, from families with young children attending events and activities to older adults participating in exercise classes and community groups. The qualitative feedback received in Q1 highlights particular appreciation for library staff, facilities, programmes, and collections.

These Q1 findings provide a baseline for the remaining three quarters of data collection planned for 2025, which will enable tracking of satisfaction and usage patterns throughout the year.