



Invercargill City Council Residents Survey

August 2022



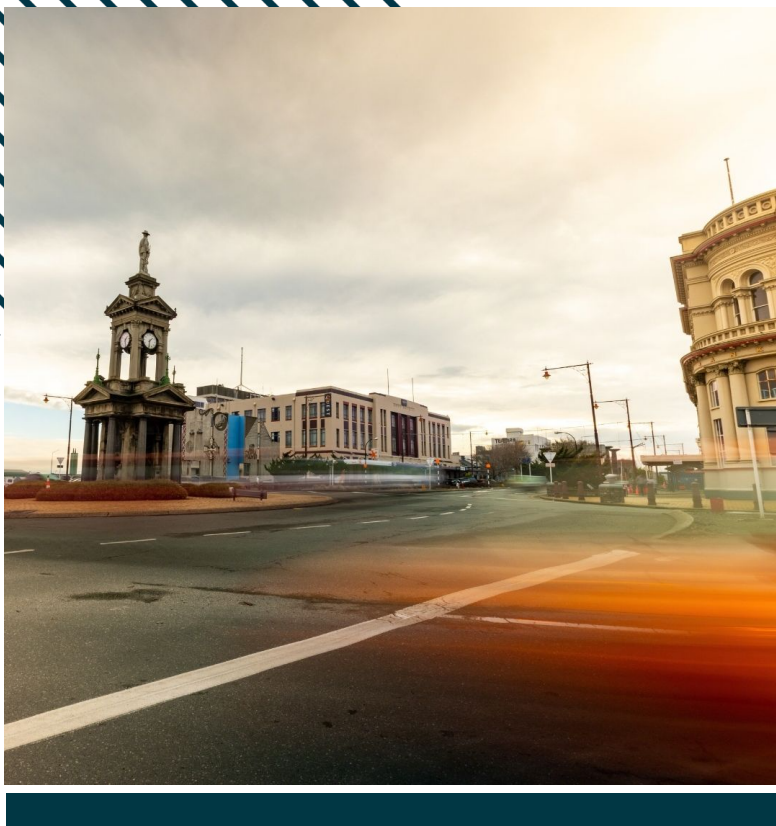
Research Report

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About the research innovative approach...

A mixed-method approach including direct mail, advertising and intercept interviewing



Prior to 2022, the Invercargill City Council Residents Survey used a telephone survey design. With relatively few households having landline telephones, this design now has a risk of significant bias.

In the 2022 Financial Year Survey, data collection was undertaken using three processes.

- (1) an invitation to participate based on circulation of direct mail to all Invercargill City households
- (2) Online advertising of the survey, using Invercargill City Council website and social media.
- (3) Intercept interviewing targeting groups with lower response rates.

For 2023, data collection has been restructured and is now taking place on a quarterly basis. In this first quarterly iteration, the survey has been publicised through rates notices, through the Council's Let's Talk website, through local publicity, and through contact with clubs and community groups who make use of the Sandy Point Domain.

For the Q1, FY2023, a total of 342 responses were received. This data set provides data with a margin of error¹ of +/- 5.3%. Core questions were included that will be repeated in each quarterly iteration of the Resident's Survey. These question focus on key services provided by the Council. In addition, for each quarterly iteration, there will be a specific area of focus for the survey. In Q1, this focus has been the use of Sandy Point Domain.

Responses were analysed based on demographics of age, gender and ethnicity, and the proportion of responses were contrasted with the Invercargill population data from the 2018 Census. An analysis was conducted to test the raw data with data weighted by these three factors, and the results showed no significant difference after the weighting process. As a result, unweighted data have been used in this report.



Research & Analysis

The 2022 results were not directly contrasted with previous data due to the change in data collection. However, the 2023 results can be contrasted with the results from 2022, as the recruitment processes for engagement aligned for both surveys.

It is worth noting that many New Zealand LGAs have made similar changes in data collection processes. While the process used in this survey has been structured to minimise the risk of bias, an inherent aspect of self-selected response surveys is that respondents are more likely to engage if they feel that they have something to contribute to the outcome. As a result, there tend to be more 'negative' respondents than 'positive'. Examples from LGAs such as Dunedin City and Kapiti showed a decline in satisfaction with Council performance of around 10% compared to other survey designs such as telephone surveying.

As noted in the 2022 report, data provided by Research First Ltd indicate that nationwide, New Zealanders believe that rates are increasing too quickly and are too high. This has resulted in sentiment scores regarding council expenditure being lower in many LGAs, nationally. In addition, the impact of COVID-19 on the general psyche of residents appears to have had a negative impact on sentiment, which in turn may have an additional impact in lowering ratings. The combined effect of these factors may impact on the targets set for some KPIs within the Council.



Forms of Analysis

Several questions in the Q1 2023 survey were presented to respondents using a five point (Likert) scale. There are two ways common methods for analysing data from questions of this nature. The first is simply to provide an analysis of the **average** of the responses, then to contrast that average score with other factors being measured.

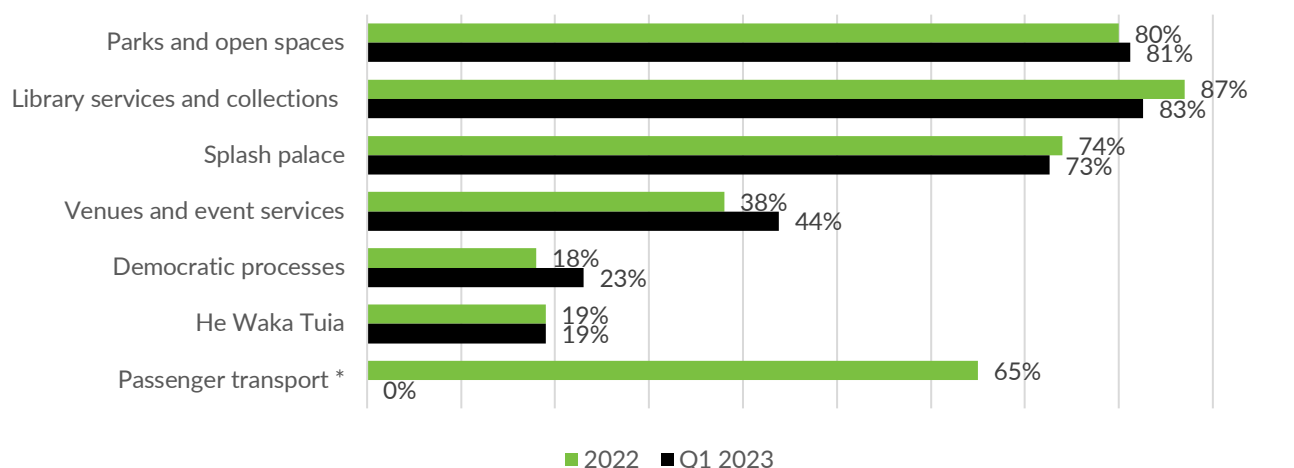
When an analysis is conducted based on averages there is a chance that two data sets may have the same average, but have notably different responses. For example, many respondents may be highly disinterested in a factor, and therefore have a very high proportion of responses rating that factors as neutral (3). Conversely, the factor may highly polarise the population, with similar proportions of the population rating the factor negatively (1 or 2) and positively (4 or 5). The average for the both data sets may be similar, but the responses were very different.

Therefore, the alternative analysis, measuring **top boxes** can also be used to analyse the data. In this model, the total proportion who rate a response above the neutral (4 or 5) are added, and that response is presented as a proportion of the total population.

Both analytical tools can provide insights into the data, and as a result, both have been presented in this report.

Satisfaction

Overall Satisfaction - Key Services



SERVICE	Average		% Satisfied (rated 4 or 5)	
	2022	Q1 2023 *	2022	Q1 2023*
Parks and open spaces	4.2	4.2	80%	81%
Library services and collections	3.6	4.2	87%	83%
Splash palace	3.3	3.9	74%	73%
Venues and event services	2.9	3.3	38%	44%
Democratic processes - community involvement	2.3	2.8	18%	23%
He Waka Tuia	2.3	2.5	19%	19%
Passenger transport	3.8	**	65%	**

Respondents who used various council services were asked to rate their satisfaction with a range of Council functions and services. Satisfaction was highest with parks and open spaces in Invercargill and the library services and collections (both 82% satisfied). Nearly three in four (73%) were satisfied with Splash Palace, while nearly half were satisfied with the Council's events and venue services (44%). Relatively few respondents were satisfied with Democratic Processes (23%) or He Waka Tuia (19%). There were insufficient respondents providing feedback on the public transport network to be able to analyse the data.

* Because only those who use services were asked to rate each service, the margins of error around these results are greater than the margin of error. As the quarter-by-quarter data are compiled during the 2022/23 year this margin of error will reduce.



Perceptions of Invercargill

Positive Aspects of Life in Invercargill

Survey participants were asked 'What do you currently like most about living in the Invercargill region?' The most common response was that it is easy to get around the city and region; and that everything is accessible. Other common responses related to the quality of life in Invercargill, parks and beaches, friendly people and outdoor activities. A summary of responses is as follows:

• Accessibility	87
• Quality of life	52
• Parks, beaches and outdoor spaces	37
• Friendly people/ community	34
• Family	34
• Outdoor activities	33
• Sports/ exercise/ walking/ horse riding	21
• Sandy Point	20
• Not crowded/ no traffic problems	20
• Lots of places to visit	17
• Affordable living	13
• CBD redevelopment	9
• Nature	8
• Don't know/ nothing	8
• It's home	7
• Good facilities	4
• Low pollution	4
• Weather	4
• Jobs	3
• Poor council services / maintenance	2
• English street names	1
• Low crime rate	1
• Daylight saving	1

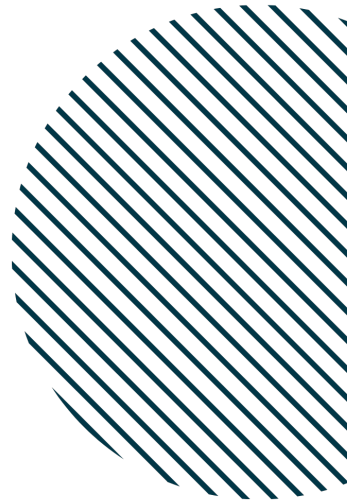
Community Resilience

Survey participants were asked 'What do you think the Council should be doing to provide for community resilience and building strength into the social aspects of the Invercargill community?' The most common responses were that the council (councillors, mayor and staff) needed to listen to the people more and the council should increase the number of events and community activities. Full details of suggestions are as follows:

• Listen to the people	27
• More events and community activities	27
• Increase resources for recreational areas	18
• Restore buildings, reopen facilities such as the museum	17
• Increase family-friendly activities and facilities	17
• Have better councillors/ mayor	13
• Reduce costs	11
• Focus on needs of different age groups (e.g. youth, aged)	11
• Focus on core services	10
• Provide for more open spaces	9
• Fund community projects and groups	5
• Address crime	4
• Limit vehicles / ban from CBD	3

• Everything	3
• Improve Sandy Point	3
• Attract new businesses / create jobs	3
• Remove 30 km/h limits from CBD, attract cars to revitalise	3
• Stop COVID-19 mandates	3
• Focus on meeting community mental health needs	2
• Reject three waters	2
• Increase multicultural activities	2
• Improve accessibility for aged/ wheelchairs, etc.	2
• Be more transparent about council decisions	2
• Keep signage in English, stop 'Māorification'	2
• Improve planning for natural disasters	2
• Increase profile of council	1
• Provide opportunities for more residential construction	1
• Stop staff members pushing their own agendas	1
• More support for arts	1
• Tidy up areas such as Otepunī	1
• Be satisfied/ proud of being a regional/rural city	1
• Concrete pathways to link social spaces	1
• Have younger people present views to council	1
• Don't know	29

Sandy Point Domain



Sandy Point Domain offers important environmental and recreational resources, providing opportunities for picnicking, play, walking, biking, running and as an educational classroom. The domain is 7Km west of the CBD, and is a focus for a wide range of recreational activities.

The Domain is the focus of the Q1 2022/23 survey, as the Council sought information regarding access, frequency of use, satisfaction and suggestions for the future of the Domain.

Awareness

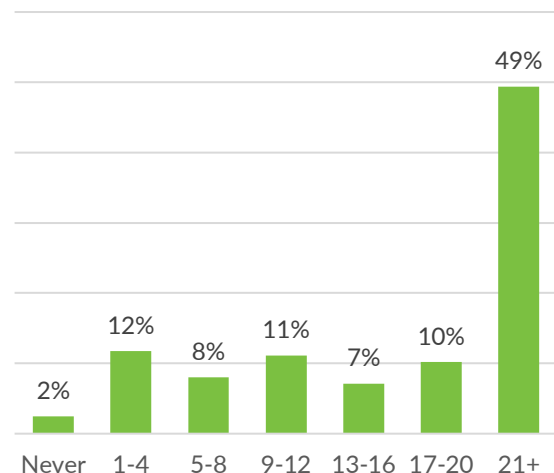
Almost all respondents were aware of Sandy Point Domain (98.5%). Those few who indicated that they were not aware of Sandy Point were provided with a brief overview of the Domain, its location and background.

Visits to Sandy Point Domain

Respondents were asked to identify how frequently they visited Sandy Point Domain. Almost half of respondents (49%) visited more than 20 times a year, while only 2% indicated that they never visited Sandy Point Domain. On average, people visit 17.2 times a year.

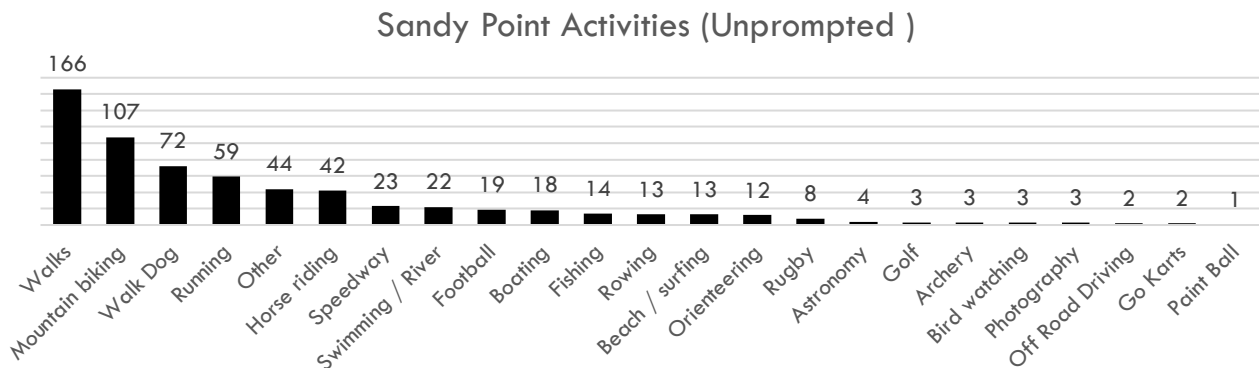
Those who indicated that they never visited indicated that there was nothing of interest at Sandy Point for them, or that there were more interesting places to visit such as Bluff.

Frequency of Visits



Activities - Unprompted

Without prompting, respondents were asked to identify the activities they undertook when visiting Sandy Point Domain. The most identified activities were walking, mountain biking and walking the dog. The number showing in the following graph shows the number of times each activity was mentioned by respondents.

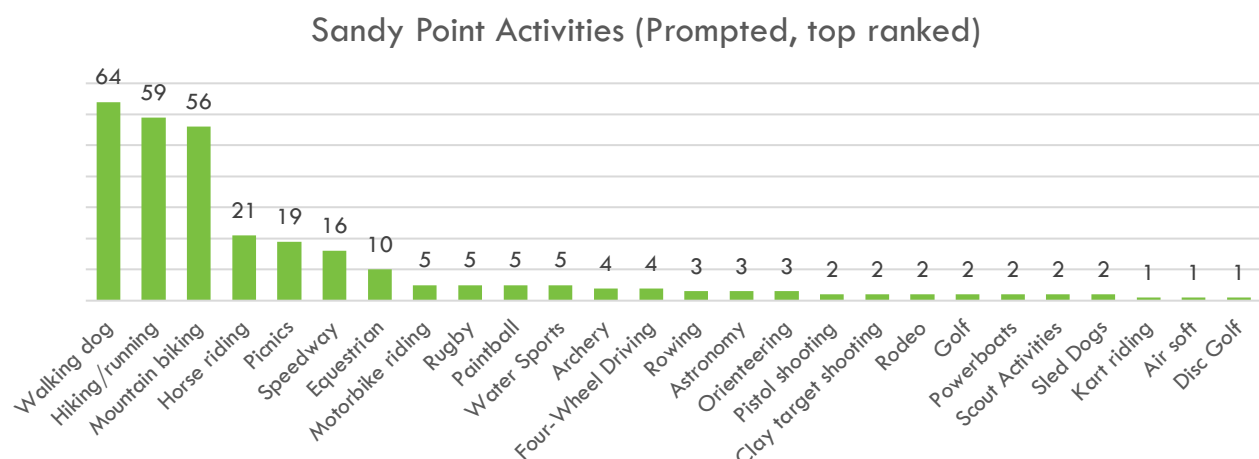


Activities - Prompted

Respondents were then asked to identify the activities they took part in while at Sandy Point Domain, using a ranking process to identify the activities they most frequently engaged in. Respondents have a considerable variation in awareness of their activities when they can see a list of choices. As a result, the responses from the prompted version vary from the unprompted.

As respondents were asked to make ranked choices, the analysis provides details of the most common reason that people visited Sandy Point Domain.

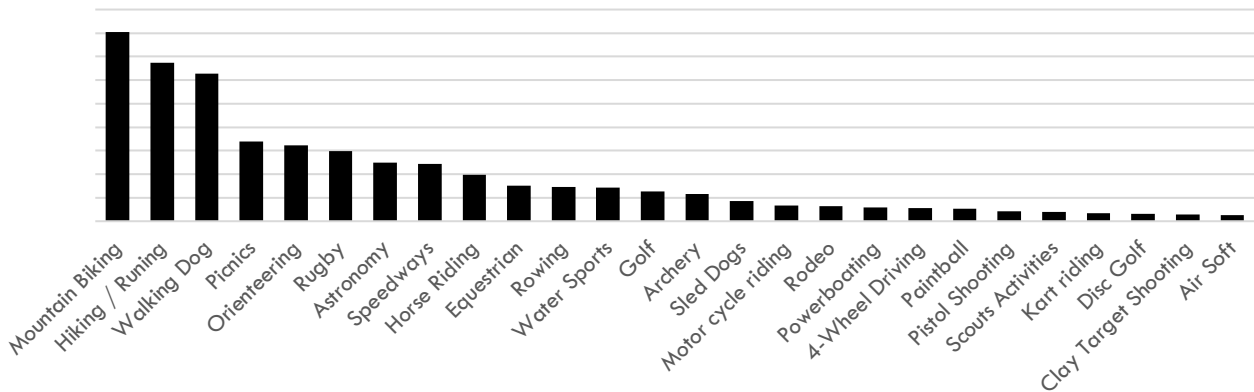
When the responses were analysed based on the most common reason for visiting, the top three items were consistent with the findings from the unprompted responses - walking dogs, hiking/ running and mountain biking. The data in the following graph show the number of times that each activity was top-ranked.



In addition to simply analysing the top-ranked response, for the purpose of analysis, the top five responses have been analysed, with greater importance placed on the top ranked activity, and lower importance on each activity through to number five. When the top five activities are taken into account, there is no change to the top three reasons for visiting. However, some activities such as astronomy increase in profile.

Note: The data are based on a weighted average of the number of visits. As a result, the value of each response is nominal and has been excluded from the presentation.

Sandy Point Activities (Prompted, top five)



Activities – Unprompted: Age / Gender

Using the same design (providing weightings for the top five activities identified), the most popular activities have been analysed by age and gender.

	1	2	3	4	5
Male	Mountain biking	Hiking / running	Picnics	Walking dog	Golf
Female	Picnics	Walking dog	Mountain biking	Hiking / running	Horse riding
18-24	Mountain biking	Hiking / running	Walking dog	Horse riding	Orienteering
25-34	Picnics	Mountain biking	Walking dog	Hiking / running	Orienteering
35-44	Mountain biking	Picnics	Hiking / running	Walking dog	Orienteering
45-54	Mountain biking	Picnics	Hiking / running	Walking dog	Rugby
55-64	Horse riding	Walking dog	Picnics	Hiking / running	Mountain biking
65+	Picnics	Hiking / running	Mountain biking	Walking dog	Archery

Accessing Sandy Point Domain

Respondents were asked to rate the accessibility of Sandy Point Domain based on two factors – getting to Sandy Point and getting around Sandy Point. For both factors, respondents were asked to rate accessibility on a scale of 1 to 5, where 1= very easy to 5 = very difficult. Responses showed that accessing Sandy Point was challenging for Invercargill residents. The average rating for both questions was at the mid-point (approximately 3), with nearly half of all respondents indicating that it was difficult to get to Sandy Point, and once there, difficult to get around the Domain.

	Average	% Difficult
Getting to Sandy Point Domain	3.0	49%
Getting around Sandy Point Domain	3.1	45%

Issues and Challenges Facing Sandy Point

Respondents were asked 'What do you think the main issues or challenges are for Sandy Point for the next 50 years?'. The most common responses were:

• Better management/ maintenance	68
• Maintain environment/ sustainability	55
• Vandalism	40
• Issues with forestry	22
• Sea level rise	22
• Access	18
• Balancing needs of different users	17
• Climate change	17
• Erosion	13
• Better signage	11
• Managing overcrowding	11
• More rubbish bins, toilets	8
• Cell phone coverage	5
• Car parking	5
• Overdevelopment	2
• Lack of dredging making waterways dangerous	2
• Too much logging	2
• Insufficient facilities for dog owners	2
• Light pollution	1
• No seats or tables	1
• Need disc golf	1
• Need more accommodation in area	1
• Sandy Point Domain needs to keep evolving	1
• Need to control dog owners more	1
• More safety	1



Suggested Improvements at Sandy Point

Respondents were asked to identify the three main things that they thought could be improved at Sandy Point. The most common response was to improve roading, followed by improving signage. Responses were:

• Improve / upgrade roads	97
• Improve signage/ provide maps	92
• Provide toilets/ rubbish bins	65
• Improve tracks (includes walking/mountain biking, horse)	57
• More picnic areas (includes playgrounds, shelters, BBQ, etc.)	48
• Improve security (includes having cameras, a ranger, lighting, etc.)	46
• Better management and maintenance	27
• Replant / restore environment	27
• Other environmental issues (e.g. pest management)	26
• Better parking (includes for horse trailers)	25
• Ban activities (various – e.g. horse riders don't want off-road, etc.)	17
• Provide cycleways	16
• Advertise activities	15
• Provide cell phone coverage	14
• Provide new activities (various, golf, adventure playground, etc.)	14
• Have a dog park/ dog area	10
• Provide new facilities (various, incl. horse tracks, meeting rooms, etc.)	9
• Improve accessibility	9
• Improve boat ramp	7
• Have café on-site/ food truck	6
• Increase clean-up of site	6
• Provide historical or cultural signs	5
• Provide public transport to Sandy Point	3
• Restore golf course	3
• Host more events at Sandy Point Domain	2
• Have disc golf course	2
• Restore horse trails after logging	1
• Provide educational short walks for children	1
• Council-organised family days at Sandy Point	1
• Increase emphasis on exercise activities	1
• Provide horse riding area	1
• Beautify Daffodil Bay	1
• Have signs providing details of Māori history	1



Additional Requirements at Sandy Point Domain

Respondents were asked 'Is there anything missing at Sandy Point Domain'. Responses were similar to the responses regarding improvements. The most common suggestion was public toilets, followed by improved facilities for playgrounds/ picnics and BBQs. A summary is as follows:

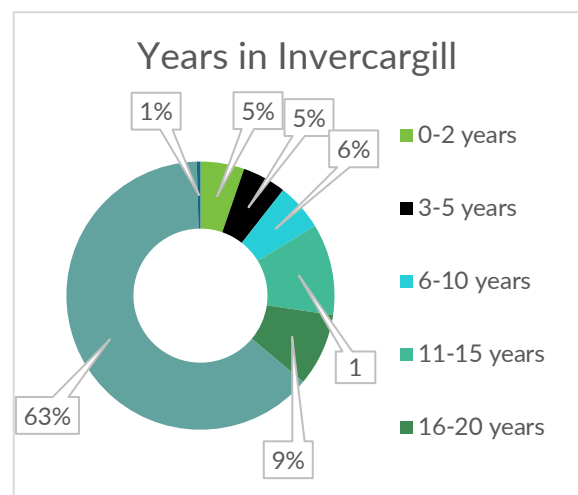
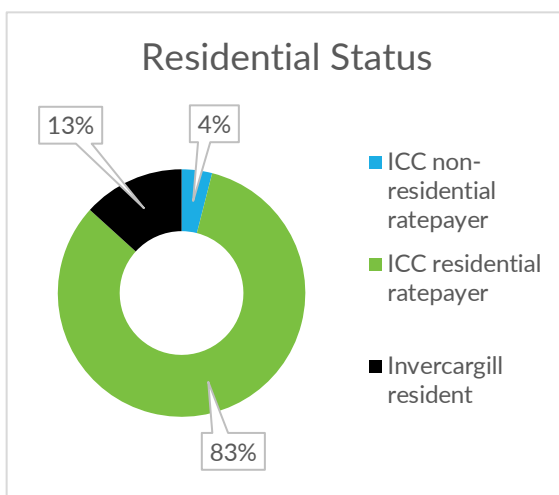
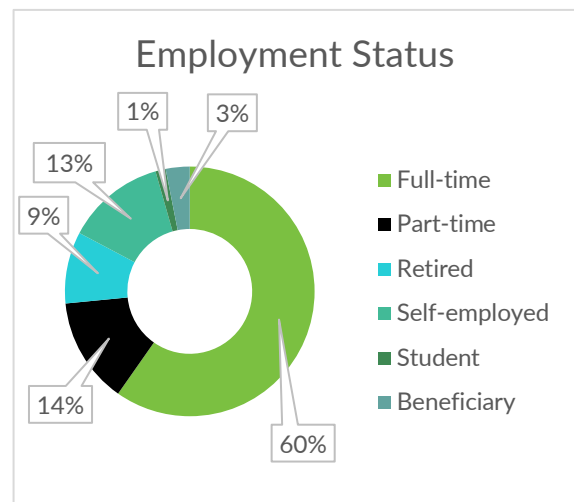
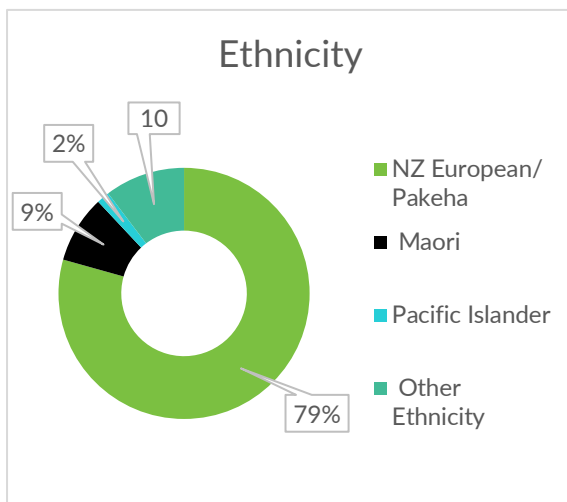
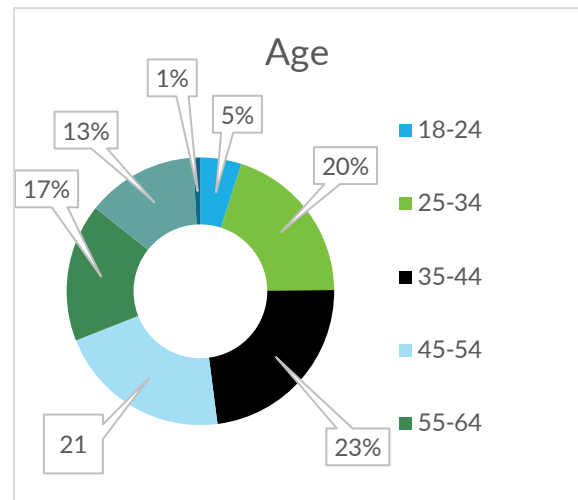
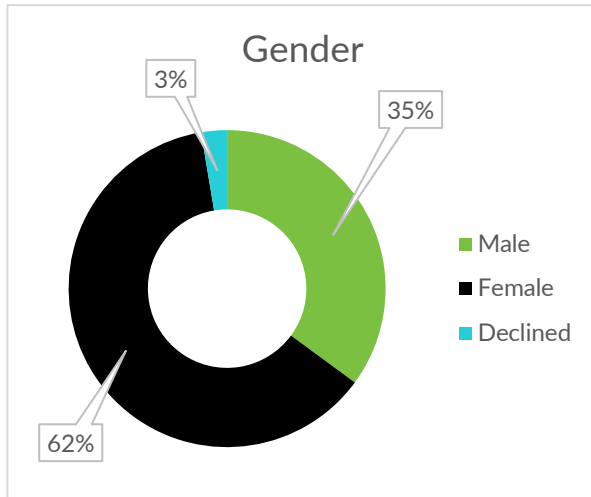
• Public toilets	32
• Picnic and playground areas (including shelters, tables)	26
• Security (including having a ranger)	18
• Signage	11
• Community facilities – general or for specific users	14
• A café / food vendor / shop	13
• Enough tracks	8
• Designated areas for each user group	7
• Cell phone coverage	6
• Information about Sandy Point/ an information centre	6
• Drinking water	5
• Better roads, gravel car parks	5
• Better boat ramp	2
• Shade trees along riverbank	2
• Fitness track	1
• Watchtower	1
• Camping spot	1
• Mountain biking jump track	1
• Ban car racing	1
• Disc golf	1
• Family-oriented activities	1
• Cyclocross course	1
• Birdwatching hides	1
• Facility for naked camping	1
• Facility for flounder fishing	1
• Commitment from Council to develop adventure hub	1





Demographics

A crucial aspect of resident surveys is having confidence that the data are representative of the population based on demographic factors. The response rates for each key demographic factor are provided in the following charts. Other than age, responses did not align with the data from the most recent census. Demographic factors that were under-sampled included ethnicity (under-sampled Māori) and gender (under-sampled males). Data weightings were applied to the results to measure the impact of these sampling issues. The result of the weighting process had a negligible impact (<1%) on the responses to the survey.



Appendix - Data Tables by Age and Gender

Data provided in this appendix are provided in two formats. Where results are presented as a score between 1 and 5, with 1 being the lowest (satisfaction or agreement) and 5 being the highest, the value shown is the average response using a five-point scale based on age or gender. Where the results are presented as a percentage, the value shown is the proportion of the population identifying that option. In most instances, there are no statistically significant variations. Where there is a statistically significant variation in response, the factor has been highlighted in red (statistically below average) or blue (statistically above average).

Satisfaction

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
Library	3.3	4.0	4.4	4.2	3.9	4.5	4.0	4.3
He Waka Tuia	2.4	2.5	2.7	2.5	2.4	2.5	2.3	2.6
Splash Palace	3.5	3.8	3.9	3.8	3.8	4.6	3.9	3.8
Venues	2.8	3.4	3.6	3.3	3.2	3.3	2.3	2.4
Community Decision Making	2.2	2.8	3.1	2.6	2.7	2.9	2.9	2.8
Parks and Reserves	3.8	4.0	4.3	4.3	4.2	4.3	4.1	4.3

Sandy Point

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
Aware of Sandy Point	93%	97%	99%	100%	98%	100%	98%	99%

Frequency of visiting Sandy Point

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
1-4	13%	18%	8%	7%	15%	14%	9%	14%
5-8	7%	11%	11%	7%	4%	7%	8%	8%
9-12	13%	10%	11%	9%	11%	16%	7%	13%
13-16	0%	8%	11%	7%	2%	9%	7%	7%
17-20	20%	7%	11%	7%	13%	12%	7%	12%
21+	47%	39%	48%	63%	54%	42%	59%	45%
Never	0%	7%	1%	0%	2%	0%	3%	1%

Accessing Sandy Point

(data shown as average of five point scale where 1=very easy to 5 = very difficult)

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
Ease of getting there	3.2	3.3	2.8	3.1	2.6	3.4	3.0	3.0
Ease of getting around	3.2	3.1	3.0	3.3	2.9	3.4	3.2	3.0