

Invercargill City Council Residents Survey 2024/25



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About the research



The Invercargill City Council Residents Survey is conducted on an ongoing basis throughout the year, with quarterly promotion and reporting. This provides a tool to the Council for ongoing engagement with the community, while minimising the influence of seasonal and one-off events. Data collection is undertaken using an online survey design, with printed copies of the survey available to those who may be interested in taking part but are not comfortable using online data entry.

The survey questionnaire includes core

questions about factors that the Council has identified as being Key Performance Indicators (KPIs). These are measured on an ongoing basis. In addition, in most quarterly data collection periods, non-core questions are included that relate to specific issues or initiatives that the Council is looking to undertake. In Quarter Four, the standard questions posed in previous quarters were included. There was no additional ad hoc data collection.

Prior to 2022 the Residents Survey was conducted using a telephone survey design. As relatively few households now have landline telephones, this design was discontinued in 2022 due to the risk of significant bias. Data from surveys prior to 2022 are not included in the trend analysis due to the change in sampling design.

Since 2022, various tools have been used to engage residents. This has included invitations circulated through direct mail to households within the Invercargill city boundaries, advertising using traditional and social media, promotion of the survey through community groups and the Council's website, and notifications incorporated into emails sent by the Council to people who have provided their email addresses to the Council for use in various contact databases. In Quarter Four, the survey has been publicised through the Council's Let's Talk website. In addition, the survey was promoted in social media, face-to-face at He Waka Tuia, and respondents from previous years were asked to take part by direct email invitation. In Quarter One, 230 responses were received; in Quarter Two, 237 responses; in Quarter Three, 376, and in Quarter 4, 212 were received. This report therefore includes responses from 1,055 people and provides data with a margin of error of +/-3.0%.

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 2023 Census. The analysis of demographic responses indicated a balanced sample based on gender. However, when analysed based on age the data set included a higher proportion of residents aged over 65. As a result, the data have been weighted based on the age of the respondents.

Research & Analysis

The sampling process for the 2024/25 data collection has been generally aligned with the design used in the previous three years, and results have been contrasted with the results from those years.

Over the past decade many New Zealand LGAs have made similar changes in data collection processes for their resident surveys. 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'.



There has been an increasing trend in recent resident surveying, nationally, to use data collection processes similar to the design used for Invercargill City. Whenever a data collection process is amended, there is a risk of the results showing a distinct change from the previous sampling method. When compared to the previous computer assisted telephone design, results in general have shown a decline in satisfaction with Council performance of around 10%. As these alternate sampling processes have become standard, the ongoing results can reasonably be contrasted with those of the preceding years.

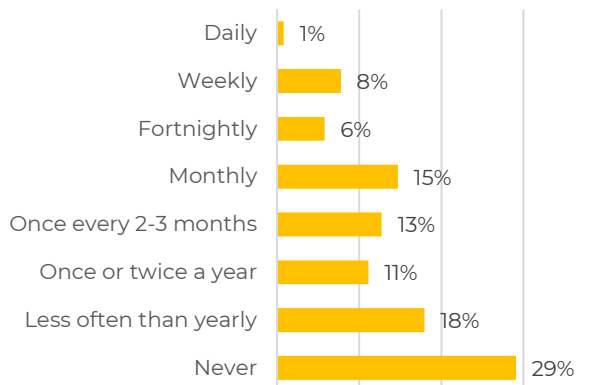
A further complicating factor is the impact of sentiment related to ongoing rate rises on resident perceptions of all services provided by any council. As has been noted in previous reports, Research First Ltd investigated this in 2021, finding that nationwide, New Zealanders believe that rates have been increasing too quickly and were too high. Since that time, year-on-year rate increases have continued to be common in many LGAs. This has been publicised on an ongoing basis in the media and appears to have resulted in lower sentiment scores regarding Council expenditure.

Responses from the mail-out survey to all ratepayers in Invercargill in Quarter Three resulted in a higher proportion of male respondents than had previously been the case. For some questions, males have a different perception to that of females. As a result, there have been variations in some of the metrics measured in this survey. The combined effect of these factors may impact on the results for some KPIs within the Council.

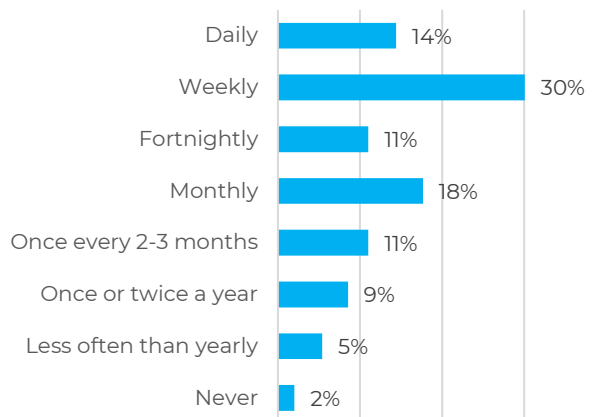
Frequency of use of Council Facilities and Services

The survey questionnaire asked participants to identify the frequency of their use of various Council facilities and services.

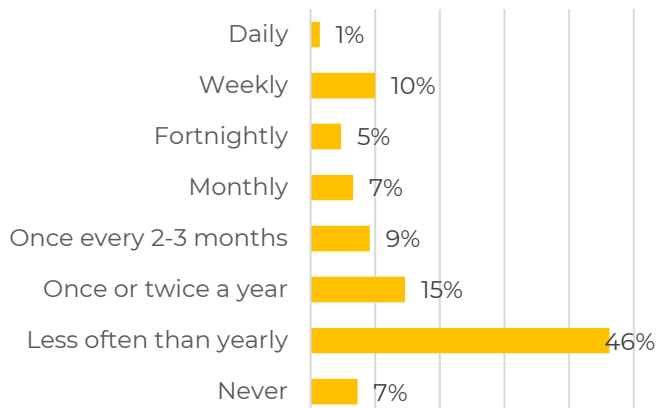
Library



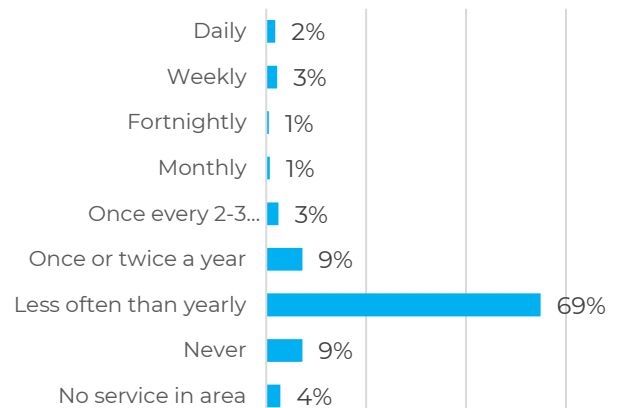
Parks and Recreation Spaces



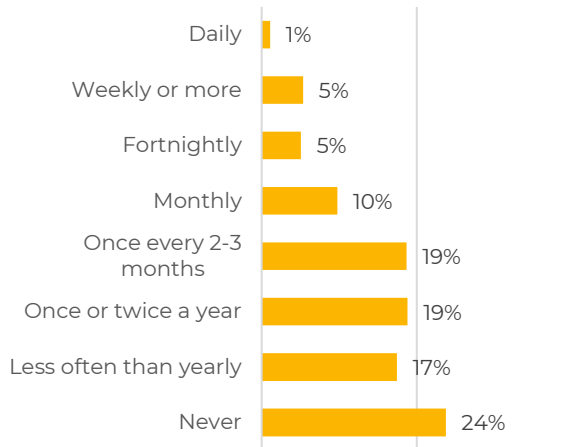
Splash Palace



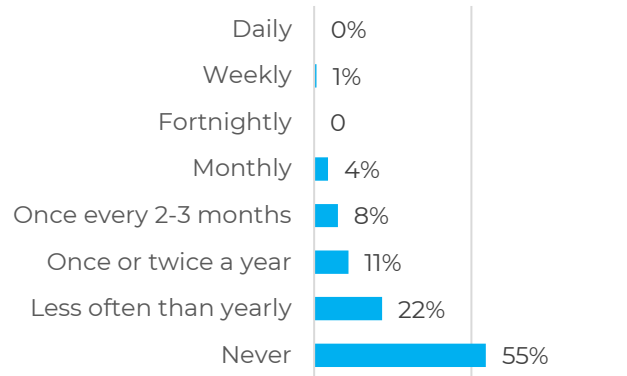
The Bus Service



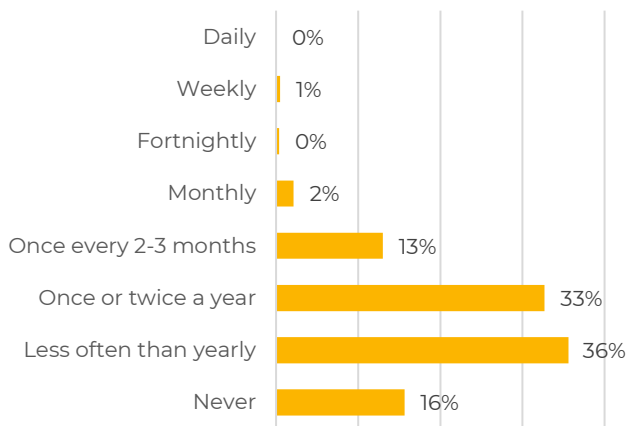
Public Toilets



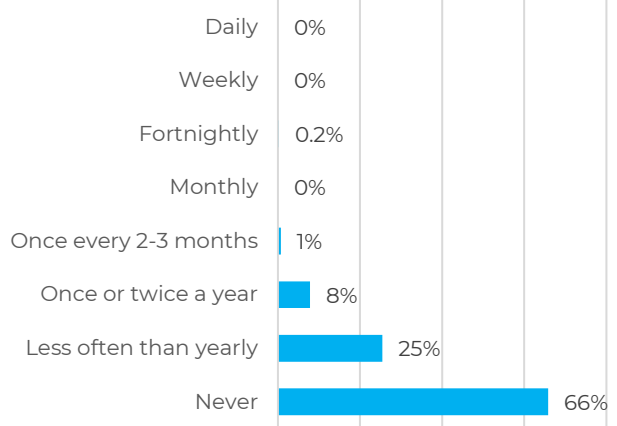
He Waka Tuia



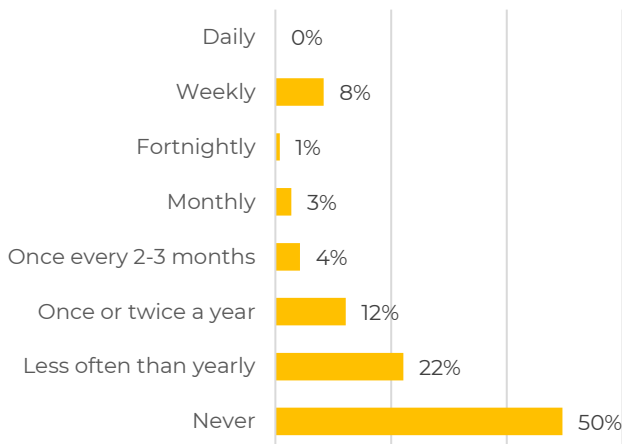
Civic Theatre



Scottish Hall



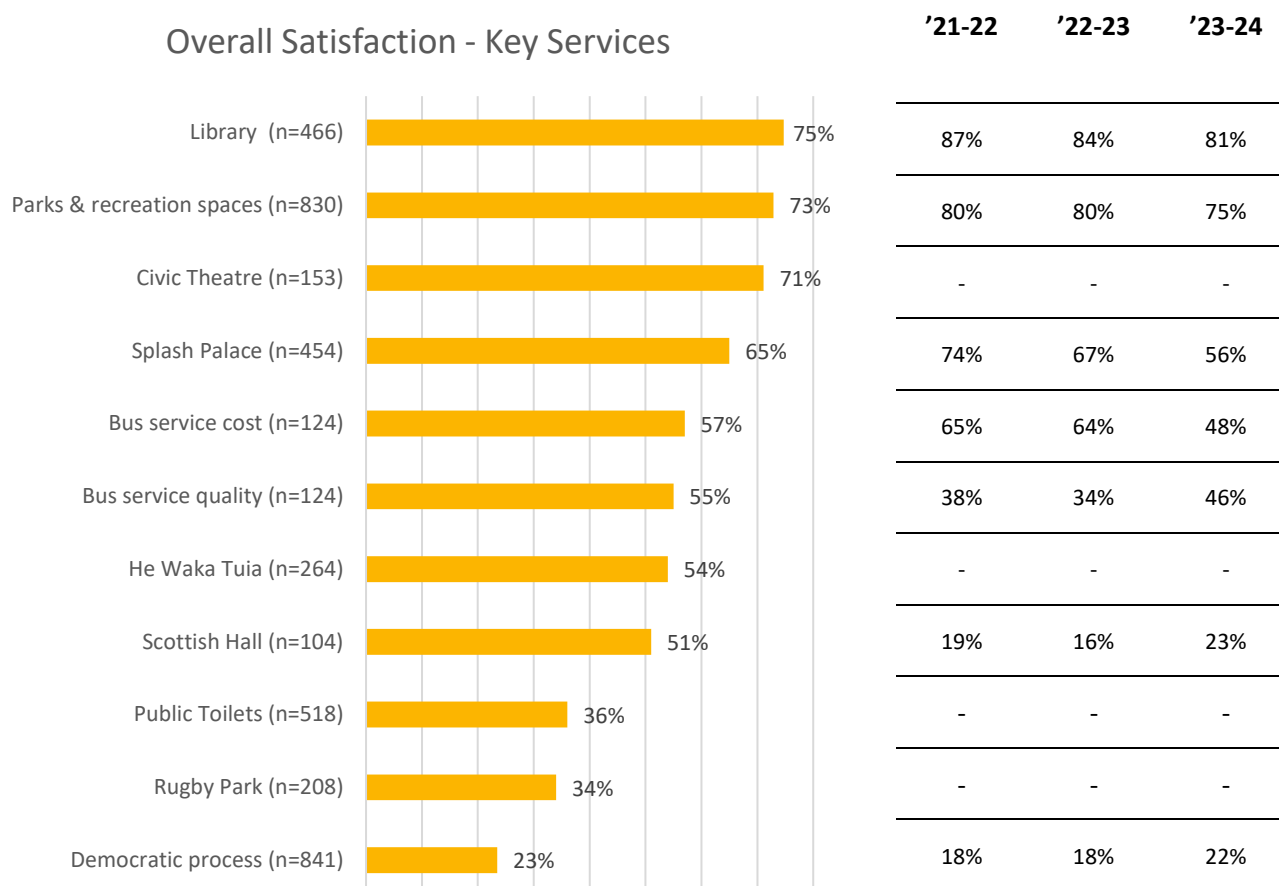
Rugby Park



Satisfaction

Satisfaction with Council services and facilities, 2024/25

Overall Satisfaction - Key Services



Respondents were screened based on their responses to the 'frequency of use' questions. Only those who had used a Council service or facility were invited to provide an indication of their level of satisfaction. As was the case in previous quarters, there was very high satisfaction with the Library, the Civic Theatre, and the city's parks. Quarters One and Two, the highest level of satisfaction was with the Civic Theatre. For the full year, 76% were satisfied with the Library, 72% with Parks and recreation spaces, and 71% with the Civic Theatre. While the responses for all three services showed that more than 70% were satisfied, this level was a decline from the proportion who identified satisfaction with the Library and the city's Parks and recreation spaces in previous years.

Satisfaction with Splash Palace for the year to June 2025 was higher than in the previous year, with 65% being satisfied compared to 56% in 2023/24. This result may be related to sampling as in Quarter Two, 2025, nearly 100 responses regarding Splash Palace were obtained through data collection conducted on-site. The sample obtained from Splash Palace users included a higher proportion of female respondents (74% vs. 56% in the general population) and was relatively younger (average age 27 vs 54 in the general population). These responses were more positive overall regarding Splash Palace than the responses from the general community survey (85% satisfied compared to 69% from the general respondents).

Similarly, satisfaction with He Waka Tuia was higher (54%) than in previous years. Again, a stand-alone in-person data collection process was conducted at He Waka Tuia. Of the 54 completed surveys, 89% were satisfied. This contrasted with the general sample, where only 42% were satisfied.

Satisfaction by Age and Gender

The satisfaction data for 2024/25 were analysed based on the age and gender of respondents. The results based on gender have statistical confidence and indicate that females were more satisfied with the Library while males were more satisfied with the quality of the bus service. For all other services, there was no significant variation based on gender.

When considering age, those aged 35-54 were more satisfied with the Library, those aged 55 and older were more satisfied with the Civic Theatre, and those aged over 65 were more satisfied with the public toilets. While there were other variations in response, they did not reach statistical significance.

	18-34	35-44	45-54	55-64	65+	Male	Female
Library	74%	86%	88%	75%	72%	72%	82%
Parks and recreation spaces	69%	75%	76%	73%	75%	73%	71%
Civic Theatre	74%	74%	80%	85%	87%	84%	85%
Splash Palace	44%	73%	63%	66%	66%	74%	71%
Bus service – cost	57%	63%	30%	47%	48%	55%	54%
Bus service – quality	70%	73%	63%	66%	66%	74%	66%
Scottish Hall	40%	36%	50%	40%	68%	48%	42%
He Waka Tuia	43%	44%	70%	60%	55%	36%	33%
Public Toilets	37%	38%	26%	37%	50%	48%	44%
Rugby Park	34%	27%	35%	33%	31%	25%	28%
Democratic process	22%	23%	21%	24%	20%	25%	23%

Comments Regarding Key Services

After rating the various services that they had used, survey participants were asked to provide comments about their rating of the service¹. Responses have been summarised into categories, as follows. All comments are included in the Appendix to this report.

Library

Although satisfaction with the library has declined from 87% in 2021/22 to 76% in 2024/25, the results still show high satisfaction with the library. Overall, there were fewer open-ended responses in the last year, resulting in proportionally fewer responses for each factor. The proportions for each factor have therefore declined. The most common responses related to the library being great (or similar comments), while many responses related to the helpful library staff.

	2022/23	2023/24	2024/25
Great	35%	35%	21%
Helpful staff	12%	33%	14%
Operational issues	0%	2%	4%
Good programmes / activities	7%	8%	4%
No communication re: activities	0%	1%	4%
Nothing good for kids	1%	0%	3%
Good facility, environment	7%	8%	3%
Good app, digital books	0%	3%	2%
Limited range	9%	5%	2%
Good range and resources	2%	21%	2%
Longer opening hours	1%	2%	2%
Online service good	1%	4%	2%
Great for kids	1%	7%	1%
Limited, costly parking	1%	2%	1%
Community hub	0%	2%	1%
Costly	3%	0%	1%
Disappointed, COVID lock-out	1%	0%	1%
Good accessibility, parking	0%	2%	1%
Other	7%	14%	0%

Parks and recreation spaces

Satisfaction with parks and recreation spaces declined from 80% in 2021/22 to 72% in 2024/25. The open-ended responses provide an insight into factors that have been affecting sentiment regarding the parks and open spaces. Overall commentary continues to highlight a decrease in responses stating that parks and recreation spaces are 'great' and/or 'amazing' (66% in 2023/24, down to 41% in 2024/25), and an increase in responses relating to concerns about low mow areas and landscaping. There were also an increase in the number of respondents indicating that the parks were 'average', or indicating that Queens Park was excellent but other parks were not as well cared for or maintained.

¹ The structure of open-ended responses changed from 2022/23 to 2023/24. In the earlier data collection, participants were prompted to respond generally to all key services. In 2023/24, they were prompted to respond to each service they had provided a rating for, resulting in a higher rate of response and an increased range of response categories. As a result, the data sets for the two periods cannot be directly contrasted.

	2022/23	2023/24	2024/25
Great, amazing	55%	66%	41%
Well maintained	19%	18%	24%
Queens Park great	15%	15%	18%
Poorly maintained	22%	11%	12%
Low mow areas not good	0%	6%	10%
Other parks not good	0%	1%	5%
Only average	0%	1%	5%
Landscaping concerns	0%	2%	4%
Need more facilities (toilets, BBQs)	0%	2%	3%
Need better, improved playgrounds	13%	5%	3%
Better paths needed	0%	1%	2%
Safety concerns, vandalism	0%	2%	2%
Accessibility, more car parking	0%	1%	2%
Need better dog park	0%	1%	1%
Dog parks good	3%	1%	1%
Need more native plants	0%	0%	1%
More community gardens	0%	1%	1%
Other	2%	4%	8%

Splash Palace

As was noted in the 'Satisfaction' section, in Quarter Two, 2025, a stand-alone in-person data collection process was conducted at Splash Palace. Despite this stand-alone data collection of pool users, satisfaction with Splash Palace has declined from 2021/22 (74%) to 65% in 2024/25.

When the results from 2024/25 were compared to previous years, the proportion who identified that the facility was 'good' declined, there were more who indicated that Splash Palace was 'good for kids' and that the staff were good, while more respondents expressed their concerns regarding the layout of the changing rooms. In previous years, many people commented on the cost of visiting Splash Palace. This declined in 2024/25.

	2022/23	2023/24	2024/25
• Good	45%	48%	38%
• Changing room /entry layout not good / change room issues	11%	11%	16%
• Good for kids / families	11%	7%	12%
• Good staff	2%	3%	12%
• Poorly maintained	17%	6%	10%
• Overcrowded	8%	12%	8%
• Well maintained	3%	2%	7%
• Fair/ OK / needs upgrade	8%	7%	7%
• Expensive	36%	5%	6%
• Poorly managed	7%	2%	6%
• Health and safety concerns	5%	3%	5%
• Poor staff/ instructors/ lifeguards	11%	3%	4%
• Good café	0%	0%	4%
• Comment related to use	0%	1%	4%
• Poor lifeguard uniforms	0%	0%	3%
• Reasonable cost	0%	1%	3%
• Accessible	0%	1%	3%
• Nothing for younger kids	1%	4%	2%
• Opening hours limit visiting	4%	1%	2%
• Upgrades/ new slides aren't great	9%	1%	2%
• Other	11%	6%	6%

Public Transport

The survey measures two aspects of satisfaction with the bus service – satisfaction with the cost and with the quality. In the last two years, only those who use the bus services in the past year were asked to provide comments, while prior to 2023/24, all respondents were able to comment on the bus service. The proportion of respondents who identified that the bus service was ‘good’ increased notably, while the proportion who made a comment regarding the poor location of stops and lack of service in some areas and the timetables being poor declined in 2024/25 compared to previous years. There was a notable increase in the number of respondents indicating that the bus drivers are good.

The changes in response may relate to the screening process. There was an increase in the proportion of respondents who indicated that the drivers are good, and in the proportion who suggested that the service times should cover later journeys and weekends.

	2022/23	2023/24	2024/25
• Good	10%	9%	37%
• Buses don’t cover all areas / stops at poor locations	30%	27%	20%
• Drivers are good	1%	2%	15%
• Bus timetables poor / inconvenient / infrequent	22%	15%	12%
• Not convenient (late/weekends)	9%	7%	11%
• Not used/ empty buses	5%	3%	7%
• Poor	6%	4%	5%
• Drivers are poor	1%	1%	4%
• Timetable information not available/ poor website	2%	1%	4%
• Essential for community	1%	1%	2%
• Expensive	5%	3%	2%
• Average	6%	3%	2%
• Other	1%	2%	9%

Public Toilets

Respondents were asked to rate and comment on public toilets for the first time in 2024/25. The data from the 2024/25 year indicate that 36% were satisfied. Those who were satisfied indicated that the toilets were ‘good’ and ‘clean’. Causes of dissatisfaction included there not being enough toilets in some areas of the city, a lack of cleanliness, and vandalism.

	2024/25
• Good	29%
• Clean	26%
• Average	20%
• Need more	16%
• Poor	8%
• Unclean	8%
• Enough	5%
• Vandalised	4%
• Rarely need them	2%
• Could have better signs – hard to find	1%
• Needed in specific (named) locations	1%
• Operating hours are limited – should be open longer	1%
• Other	5%

He Waka Tuia

As noted in the 'Satisfaction' section, stand-alone data collection was conducted in Quarter Four, 2024/25 at He Waka Tuia. This direct engagement may have had an impact on overall satisfaction ratings. In 2024/25, 54% indicated that they were satisfied with He Waka Tuia, compared to 23% in the previous year. The analysis of open-ended responses showed an increase in the proportion of respondents who indicated that He Waka Tuia was a good facility. Many respondents continued to comment about the small size of the venue. Fewer people compared the facility to the museum than was the case in previous years.

	2022/23	2023/24	2024/25
• Good facility, exhibitions	19%	21%	36%
• Small, not enough exhibits	29%	16%	20%
• Good children's exhibitions	3%	5%	15%
• Not a replacement for the museum	33%	21%	14%
• Good staff	5%	2%	8%
• Exhibits not interesting	7%	13%	7%
• Inaccessible / poor parking	28%	11%	6%
• OK - not great	4%	8%	5%
• Waste of money	2%	4%	4%
• Names need to be in English	11%	11%	3%
• Poor facility overall	1%	3%	2%
• Other	18%	7%	8%

The Civic Theatre

In previous iterations of data collection, responses regarding the various venues had been grouped. For the 2024/25 survey, respondents were asked to identify the frequency of their visits to each of three venues (the Civic Theatre, Scottish Hall, and Rugby Park). Of the three venues, the Civic Theatre had the highest level of satisfaction (71%) and was the most commonly visited. Open ended responses reflected this positive response, with 82% suggesting that the venue is 'good' or 'great'. concerns including the venue being expensive and underused.

	2024/25
• Good, great	82%
• Well maintained	9%
• Expensive	6%
• Average only	4%
• Underused	3%
• Well managed	3%
• Doesn't care for mobility	2%
• Poorly maintained	2%
• Seating uncomfortable	1%
• Other	9%

The Scottish Hall

In previous iterations of data collection, responses regarding the various venues had been grouped. For the 2024/25 survey, respondents were asked to identify the frequency of their visits to each of three venues (the Civic Theatre, Scottish Hall, and Rugby Park). Satisfaction with the Scottish Hall was relatively positive (51%). The majority of those who commented indicated that the venue was good or great, while the next most common response was that it was 'average'. Concerns included that the venue was poorly maintained and underused.

	2024/25
• Good, great	57%
• Average only	25%
• Poorly maintained	10%
• Underused	5%

Rugby Park

In previous iterations of data collection, responses regarding the various venues had been grouped. For the 2024/25 survey, respondents were asked to identify the frequency of their visits to each of three venues (the Civic Theatre, Scottish Hall, and Rugby Park). One in three of those who used Rugby Park were satisfied with the venue (34%). Open ended responses demonstrated concern regarding the maintenance and the management of Rugby Park. Many suggested that the grandstand should be fixed, that the venue was in poor condition, with nearly 10% suggesting that the venue should be sold.

	2024/25
• Poorly maintained	26%
• Poorly managed	17%
• Fix the grandstand	16%
• Poor	11%
• Good, great	9%
• Underused	9%
• Should be sold	8%
• Allow other sports	8%
• Average only	7%
• Limited parking	2%
• Could provide income for Council if managed	2%
• Vital for Invercargill to have a venue like this	2%
• Other	6%

The Democratic Process

Unlike other 'satisfaction' questions, all respondents were asked to provide ratings regarding the democratic process in Invercargill. The level of satisfaction continued to be low in 2024/25 (23%), showing minimal change over the past three years. While the proportion who are satisfied remain low, responses show that there have been changes in public perception. The number of people indicating that the current system is effective, or at least 'OK' has been increasing on a year-by-year basis. Similarly, fewer respondents indicated that consultation isn't advertised or that Council doesn't provide opportunities for engagement.

The most common concerns continued to be that the Council goes through a process of consultation but doesn't actually listen to the community or take note of submissions or when people engage, the Council doesn't listen. Concerns were raised about the level of Council spending. Many respondents continue to think that the Council undertakes consultation simply to 'tick a box' rather than to listen or to take on any feedback. Many responses have been grouped under a general category that 'consultation is poor, with 17% indicating this was the case in the 2024/25 year, up from 7% in the previous year.

	2022/23	2023/24	2024/25
• Council doesn't listen	34%	33%	33%
• Consultation is poor	2%	7%	17%
• Current system/ consultation is effective	8%	13%	16%
• Current system ok including consultation - not great	0%	6%	10%
• Engagement opportunities not advertised	18%	15%	8%
• Councillors not trained/suitable /poorly behaved	1%	2%	6%
• Council doesn't give opportunity for engagement	15%	9%	3%
• Unelected officials have too much say	8%	2%	3%
• Concerns about spending	0%	1%	3%
• Council doesn't provide feedback	0%	2%	2%
• Need more surveys to provide input	0%	4%	2%
• No community involvement	26%	4%	2%
• Other	26%	15%	10%

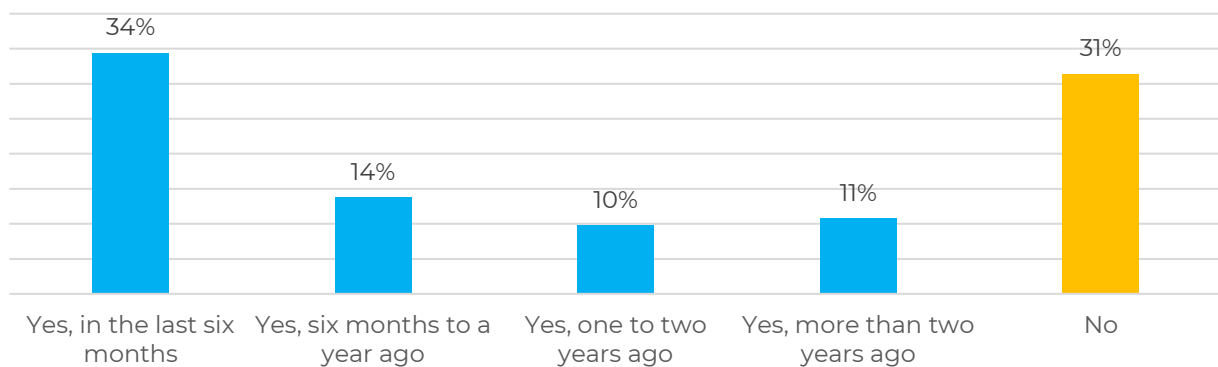
Engagement with the Council

Commencing in 2024/25, participants have been asked to identify details about their contact with the Council. They were asked to identify how long it had been since they made contact, why and how they had made contact. Those who had made contact were asked whether their contact related to building, planning, and/or property records. If respondents had contacted the Building, Planning, and/or Records Departments, they were asked to identify the specific reason for contacting that department.

Having identified details of contact with the Council, respondents who had made contact were asked to rate their satisfaction with the contact, addressing staff professionalism and satisfaction with the response. In addition, those who had contacted the Building, Planning, and/or Records Departments were asked to rate their satisfaction.

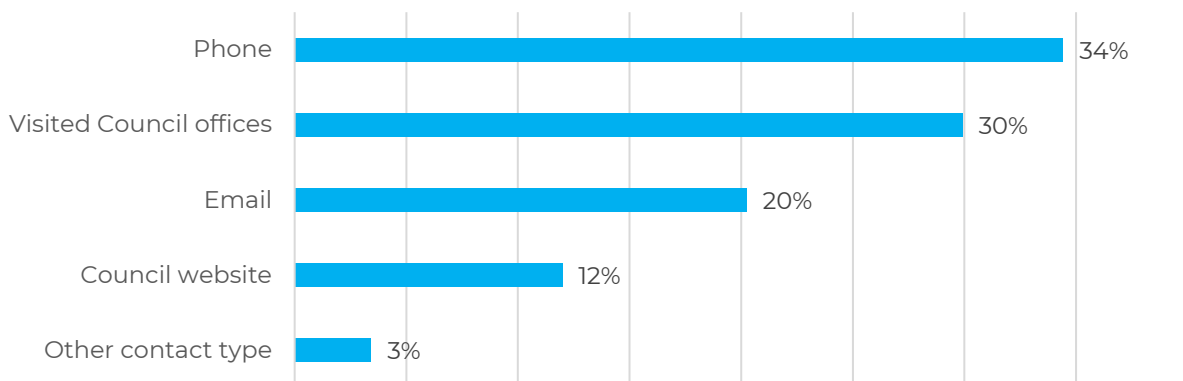
Time since contacting the Council

Based on the data from 2024/25, over two out of three respondents (69%) had contacted the Council at some stage, with 510 of 882 respondents (58%) having made contact in the previous two years.



Form of contact with the Council

From responses received in 2024/25, the most common method of making contact was by phone (34%), followed by visiting the Council's offices (30%).



Form of contact, by age and gender

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
Phone	27%	30%	33%	38%	36%	27%	33%	37%
Visited Council offices	22%	18%	20%	33%	38%	22%	31%	28%
Email	33%	32%	29%	15%	13%	33%	22%	19%
Council website	14%	18%	16%	12%	9%	14%	12%	12%
Other	5%	3%	3%	3%	4%	5%	2%	5%

There were only marginal differences in the way in which people contacted the council based on their gender, with women being slightly more likely to use the phone, while men were slightly more likely to have visited council offices or used email. Those aged between 45 and 64 were most likely to use the phone or to have visited council offices, while being less likely to use email.

Reason for contacting the Council

Respondents were asked to identify why they had contacted the Council. The options were open-ended and have been grouped as shown in the table below. The most common reasons for making contact related to maintenance issues and rates. Verbatim responses are provided in the Appendix.

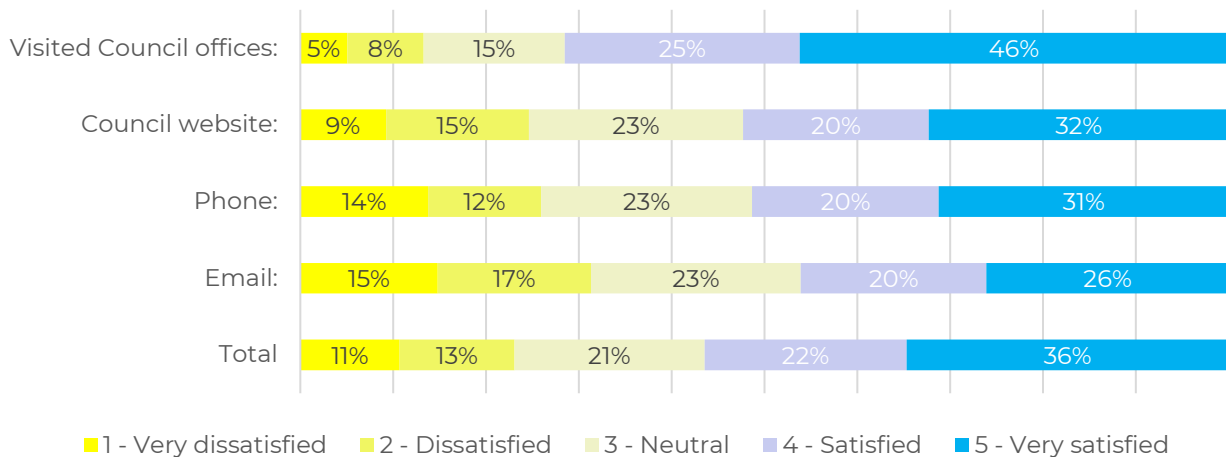
	% of Responses
Maintenance	16%
Rates	18%
Consents & Building Info	12%
Submission	9%
Parking	7%
Animal control	7%
Information	6%
Dog registration	5%
Bus info	2%
Noise	2%
Other	9%

Satisfaction – contacting the Council

Respondents who had engaged with the Council in the past 12 months were asked to rate their satisfaction with the staff response to their enquiry and with the staff professionalism and efficiency. Over the year, 420 people indicated that they had engaged with the Council in the past 12 months. Overall, respondents were satisfied, with 58% indicating that they were satisfied with the Council staff member's professionalism, while 57% were satisfied with the staff member's response to their enquiry.

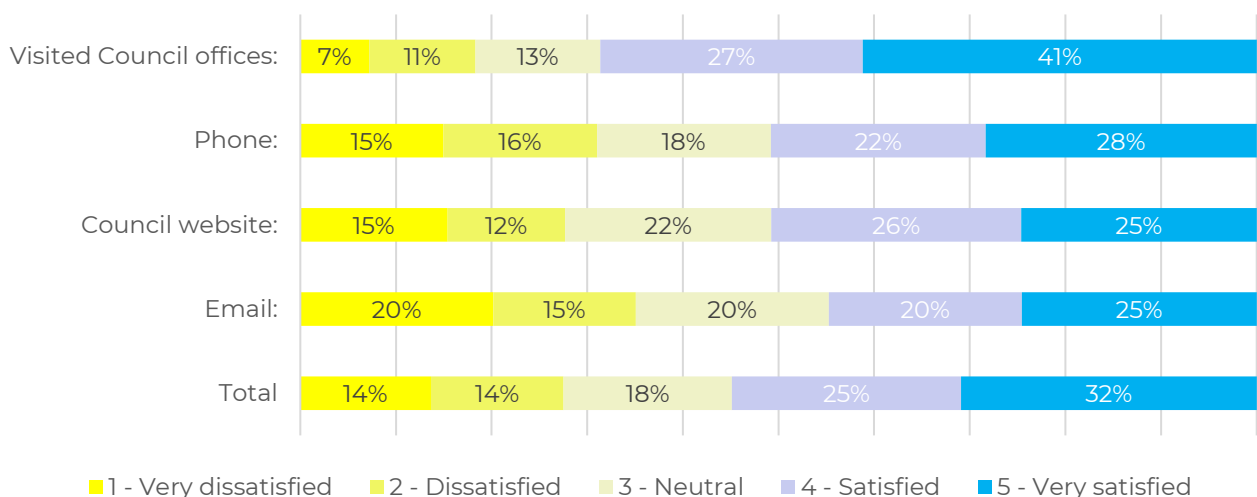
Responses varied considerably based on the form of contact. Nearly three out of four respondents (71%) were satisfied with the Council staff members' professionalism when they visited the Council offices. In contrast only 46% were satisfied with the professionalism of the staff member when they communicated by email.

Professionalism and efficiency



Staff response to the enquiry

In line with staff professionalism satisfaction, the majority of respondents (57%) were satisfied with the Council staff members' response to their enquiry. Again, satisfaction was greatest among those who visited the Council offices (68%) and was lowest among those who used email to make contact (45%).



Reasons for responses

	Phone:	Email:	Council website:	Visited offices:
Excellent	22%	24%	25%	28%
Good staff	20%	10%	22%	40%
Unhelpful	23%	23%	22%	15%
No response	15%	23%	13%	4%
Slow response	8%	15%	9%	4%
Poor communication	6%	3%	3%	5%
Rude	5%	3%	6%	4%

An analysis of responses showed that those who visited the offices were more likely to identify the response as being excellent, or as the staff as providing good service, while being less likely to identify that there was no response, the staff were rude unhelpful, or that there was a slow response. In contrast, those who communicated by email were more likely to identify that there was no response or a slow response.

Comments regarding contact with the Council

Survey participants were asked to provide details about their contact with the Council. Some provided details of where or how they had made contact, while others provided details regarding the subject of the contact, the outcome, or all three. Due to this, the total percentage of responses exceeds 100%. Responses were grouped on three factors – the type of engagement, the issue and the outcome. A summary of responses is as follows, while details of responses are included in the Appendix.

Type of Engagement

	2024/25
• Phone	35%
• General enquiry	14%
• In person	28%
• Email/ Written	22%
• Consultation / Feedback / Submission	13%
• Council meeting	5%

Outcome

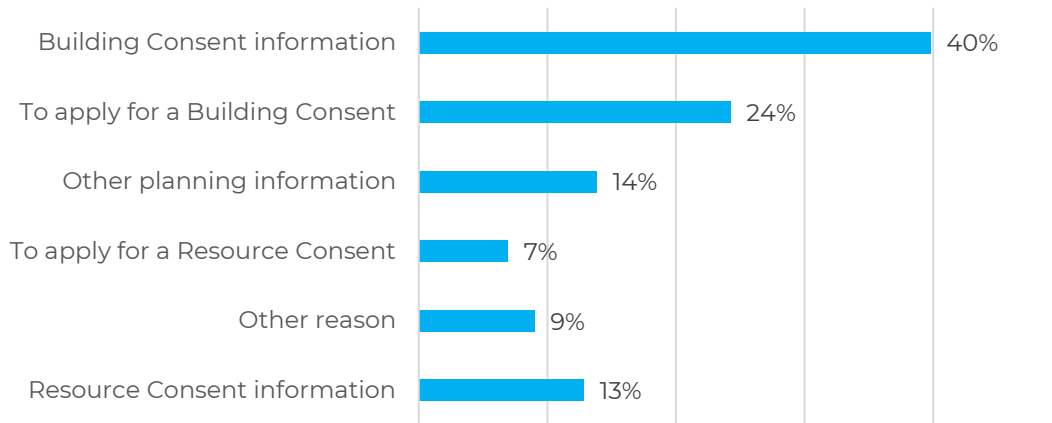
	2024/25
• Good outcome/ resolved	34%
• Unresponsive	26%
• Inefficient	7%
• Average response	8%

Issue

	2024/25
• Rates / Fees / Payments	18%
• Consent	12%
• Complaint	11%
• Dog registration	5%
• Other	5%
• Licence renewal	2%

Contact with Building, Planning, and/or Records Departments

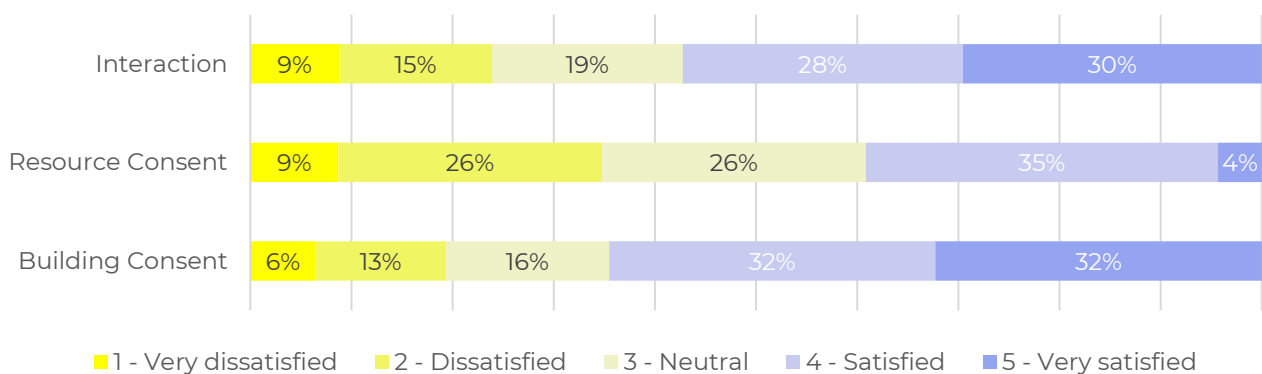
At the end of 2024/25, 289 respondents (17%) had contacted the Building, Planning, and/or Records Departments in the previous year. Several had made contact for more than one reason or on more than one occasion. Respondents were able to identify making contact for more than one reason. The most common reason for making contact was to obtain building consent information, followed by applying for a building content.



Only those respondents who had contacted Building, Planning and/or Property Records in the past year were asked to provide a satisfaction rating. . In addition, those who applied for building or resource consents were asked to rate their satisfaction with the consenting process. Due to the limited number of responses for consents, the results have been presented, but the sample is too small to apply any statistical analyses. Satisfaction with the Interaction and Building Consent were positive, while satisfaction was lower for Resource Consent, as follows:

	Interaction (n=159)	Building Consent (n=64)	Resource Consent (n=20)
% Satisfied	58%	64%	39%

The number of responses is limited, and no statistical analysis should be based on these data. In more detail, the responses were as follows:



Reasons for responses:

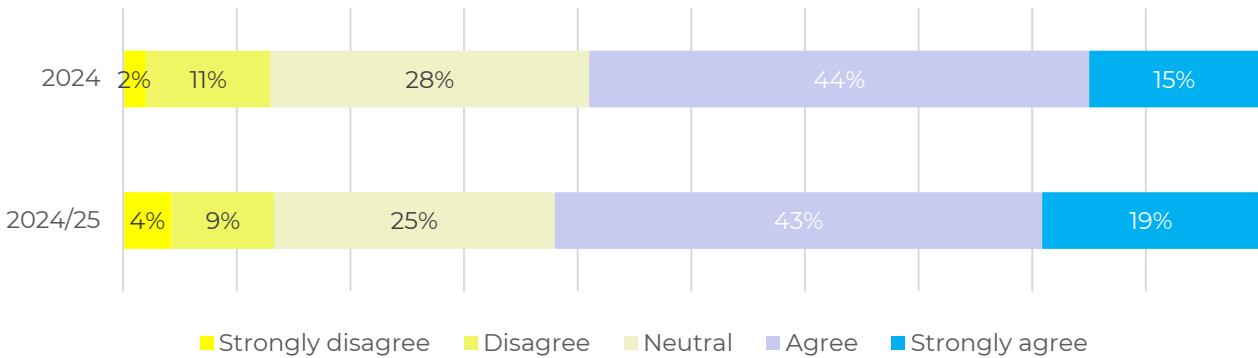
	Interaction	Building Consent	Resource Consent
Good process	31	4	3
Process as expected	8	3	-
Poor process	28	10	5
ICC didn't deliver	5	1	1
ICC error	4	1	-
Challenge with contractors	3	-	-
Improved	2	-	-
Expensive	1	1	1

Perceptions of Invercargill

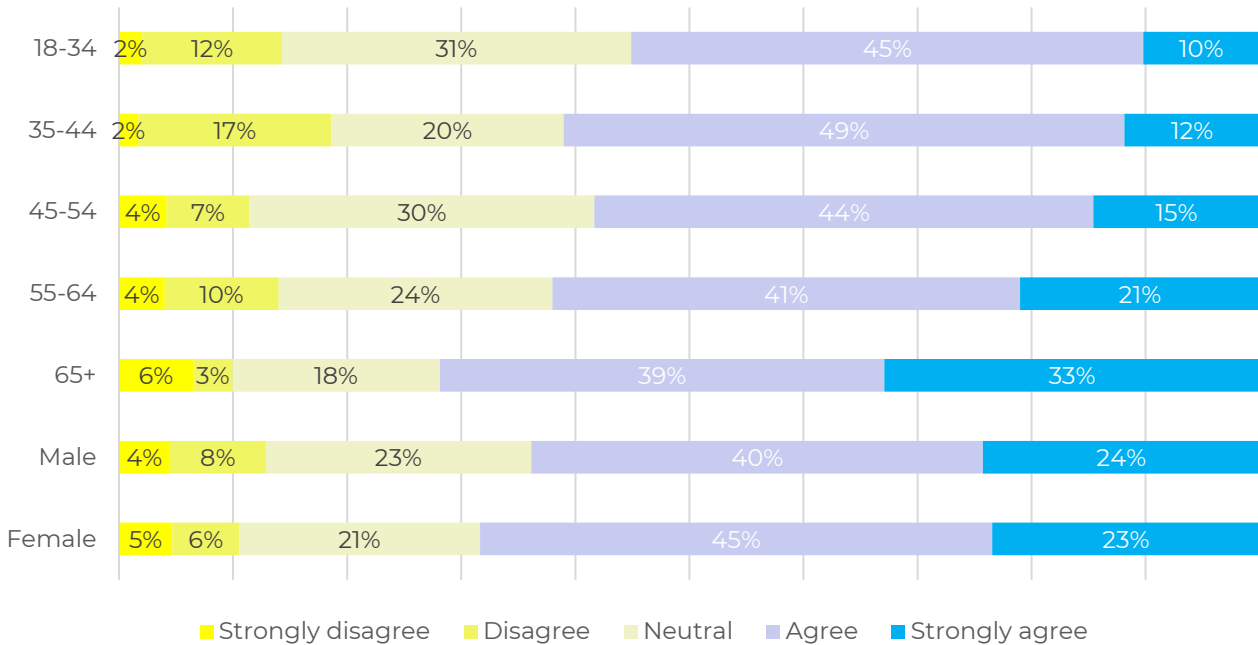
In Quarter Four, 2023/24 (Apr-Jun 2024), a new question was included in the survey:

Please rate the following statements on a scale from 1 = strongly disagree to 5 = strongly agree: I feel proud to live in Invercargill and/or Bluff

In 2024/25, 29% strongly agreed, compared to 15% in 2024. There was no significant change in the proportion who strongly disagreed (4% compared to 2% in 2024).



When the results were analysed based on age and gender, there was a correlation between pride in Invercargill and age. Those aged 18-34 were the least likely to be proud of Invercargill, those aged 35-54 were relatively prouder, while those aged 65 and older had the strongest level of pride in the city. There were no variations based on gender.



Positive Aspects of Life in Invercargill

Survey participants were asked 'What do you currently like most about living in the Invercargill region?' Over all data collection periods, 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, lack of traffic and congestion, friendly people, and outdoor activities.

Over the past few years there has been minimal variation in the most frequently cited positive aspects of Invercargill. The number who identified good facilities and services has increased, while the number who called out the new CBD development as being positive increased from 2022/23, but has declined marginally over the last year. In contrast, some other commonly mentioned responses declined, including the family-friendly aspects of the city and the access to nature.

A summary of responses is as follows:

	2022/23	2023/24	2024/25
• Accessibility	31%	23%	26%
• Quality of life	19%	13%	16%
• Not crowded/ no traffic problems	11%	14%	15%
• Friendly people/ community	17%	15%	15%
• Parks, beaches and outdoor spaces	13%	15%	15%
• CBD redevelopment	4%	11%	9%
• Good facilities and services	2%	5%	8%
• Affordable living	5%	5%	6%
• Nature	2%	7%	5%
• It's home	4%	1%	4%
• Family	10%	4%	4%
• Safe / Low crime rate	3%	4%	3%
• Outdoor activities	4%	3%	3%
• Lots of places to visit	4%	0%	2%
• Other	13%	9%	9%
• Don't know / nothing	2%	4%	5%

Demographics

A vital 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 for the 2024/25 survey are provided in the following tables. For gender, age, and ethnicity responses did not align with the data from the most recent census. Demographic factors that were under-sampled included gender (under-sampled males). Minor data weightings were applied to the results to measure the impact of these sampling issues. The impact of this weighting generally was no more than +/-1% for any index.

Age

	24/25
Under 25	2%
25-34	9%
35-44	16%
45-54	18%
55-64	17%
65+	35%
Declined	3%

Gender

Male	41%
Female	51%
Identify in other way/ declined	9%

Time in Invercargill

0-2 years	3%
3-5 years	5%
6-10 years	9%
11-15 years	6%
16-20 years	5%
20+ years	69%
Declined	2%

Ethnicity²

	24/25
NZ European/ Pakeha	79%
Māori	7%
Asian	2%
Pacific Islander	1%
Other	4%
Declined	7%

Residential Status

Resident ratepayer	83%
Resident non-ratepayer	6%
Non-resident ratepayer	2%
Declined	9%

Employment

Full time	31%
Part time	8%
Retired	28%
Self-employed	5%
Beneficiary	2%
Student	1%
Unemployed	2%
Declined	21%

² Total exceeds 100%, respondents could choose multiple options

Appendix 1 – Satisfaction Average (mean) scores

Forms of Analysis

Many of the core questions in the Invercargill Residents Survey are 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 alternative analysis, measuring **top boxes** has been used in this report 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. The primary report includes percentages only, while the ancillary report provides top box details. Average responses have been included as an Appendix to this report.

Satisfaction – Comparison with Previous Periods (1=very dissatisfied to 5=very satisfied)

As noted in the 'form of analysis' section, the responses were also analysed based on the average (mean) score on a scale of one to five. This form of analysis helps to determine the relative levels of 'neutral' and 'negative' responses. Based on mean scores, the apparent decline in satisfaction with the library based on '% satisfied' has been reduced. However, the decline in satisfaction with parks and open spaces has been reinforced.

	'21-22	'22-23	'23-24	24/25
Library services / collections	4.2	4.0	3.8	4.1
Civic Theatre				4.0
Parks and open spaces	3.6	4.0	4.1	3.9
Splash Palace	3.3	3.8	3.1	3.6
Scottish Hall				3.3
Bus service - cost	3.8	3.8	4.0	3.6
Bus service - quality	3.8	2.9	2.0	3.4
He Waka Tuia	2.3	3.3	2.3	3.3
Public Toilets				3.2
Rugby Park				3.1
Democratic process	2.3	2.4	1.9	1.7

