

Invercargill City Council

RESIDENTS SURVEY

2022/2023

Annual Report



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About the research innovative approach...



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 2022/2023 financial year (i.e. July 22 – June 23), data collection was restructured to take place on a quarterly basis. For the first three periods a quarterly report was prepared. This annual report incorporates responses received the three previous quarters as well as updating the data set to include responses from the final (April – June) quarter. During each data collection period the survey has been publicised through the Council's Let's Talk website, community advertising, engagement with social groups including social media and social clubs, participants a Council events and emails to a council database of ratepayers who have used various Council services.

For the year, a total of 1,571 responses were received for the core questions relating to resident satisfaction. These questions focus on key services provided by the Council. The results have a margin of error¹ of +/-2.5%. For each quarterly iteration, there was a specific area of focus. In Q1, the focus was on Sandy Point. For Q2, the focus was on safety and Council priorities. In Q3, the focus was on perceptions of public transport in Invercargill. There was no specific Q4 data collection.

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. The results showed that the sample included bias based on age and gender. As a result, a RIM weighting process has been undertaken and the results presented here are based on weighted data.

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 Coast 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 on lowering ratings. The combined effect of these factors may impact on the targets set for some KPIs within the Council.

Forms of Analysis

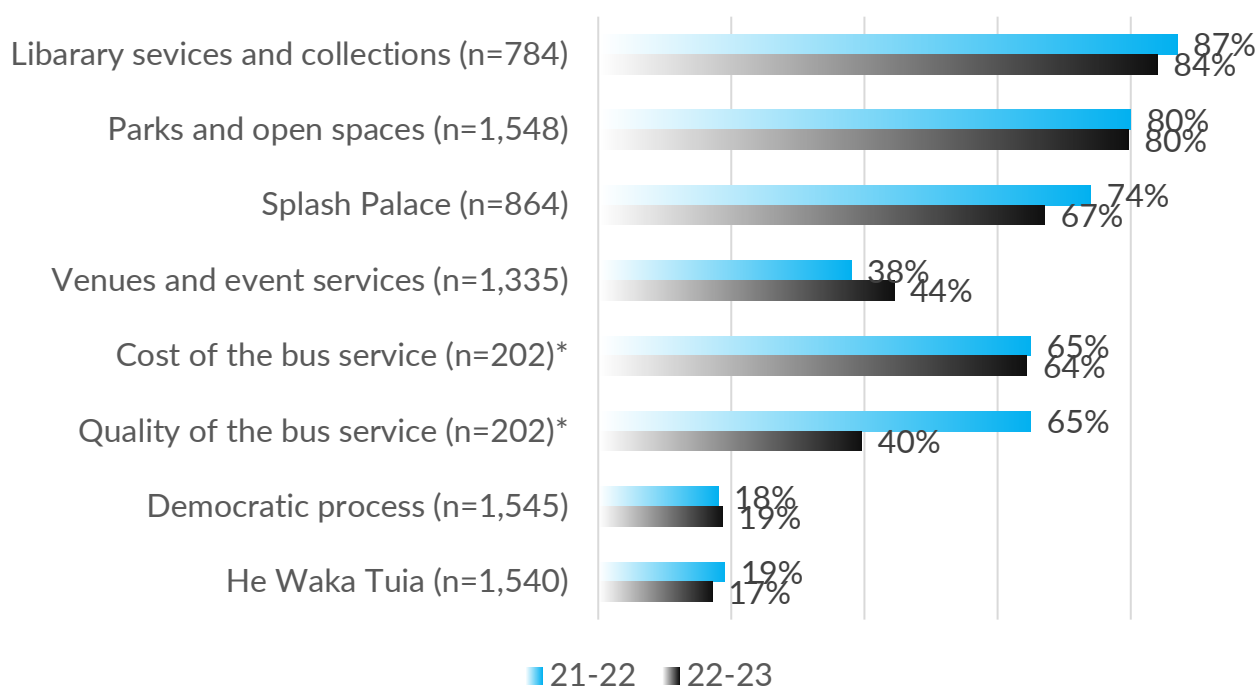
Several questions in the 2023 survey were presented to respondents using a five-point (Likert) scale. There are two ways common ways for analysing data from questions of this nature. The first is simply to provide an analysis of the **average** of the responses, and the second is an average score with other factors being measured. Both analytical tools can provide insights into the data, and as a result, both have been presented in this report.

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 factor 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 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) is added, and that response is presented as a proportion of the total population.

Satisfaction

Overall Satisfaction - Key Services



* Note - In 2021-2022, a single question relating to bus services included cost and quality

The survey was structured so that only residents who had used the various services were asked to provide a rating of their satisfaction with the service. Respondents who used various Council services were asked to rate their satisfaction with these. Satisfaction was highest with the library collections and services (84%), followed by parks and open spaces in Invercargill (80%). Two in three (67%) were satisfied with Splash Palace, while a similar proportion (64%) were satisfied with the costs of the bus service.

Among the services with lower levels of satisfaction, 44% were satisfied with the Council's events and venue services, while 40% were satisfied with the quality of the bus service. Relatively few respondents were satisfied with Democratic Processes (19%) or He Waka Tuia (17%).

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

	'21-22	'22-23	'21-22	'22-23
Library services and collections	3.6	4.2	87%	84%
Parks and open spaces	4.2	4.1	80%	80%
Splash Palace	3.3	3.8	74%	67%
The cost of the bus service	3.8	3.9	65%	64%
Venues and event services	2.9	3.3	38%	44%
The quality of the bus service	3.8	3.1	65%	40%
Democratic processes -community involvement	2.3	2.6	18%	19%
He Waka Tuia	2.3	2.3	19%	17%

Satisfaction by Age and Gender, 2023

	18-24	25-34	35-44	45-54	55-64	65+	Male	Female
Library services and collections	3.9	4.0	4.3	4.3	4.1	4.5	4.1	4.3
Parks and reserves	3.6	4.0	4.2	4.2	4.2	4.4	4.1	4.2
Splash Palace	3.6	3.8	3.8	3.8	3.8	4.1	3.8	3.8
The cost of the bus service	4.3	3.9	3.4	4.1	4.2	4.4	3.6	4.2
Venues and event services	3.1	3.4	3.4	3.4	3.3	3.5	3.2	3.4
The quality of the bus service	3.1	3.3	2.9	3.1	3.0	3.5	3.1	3.2
Community decision making	2.3	2.7	2.7	2.5	2.5	2.8	2.6	2.7
He Waka Tuia	2.5	2.6	2.6	2.4	2.2	2.3	2.2	2.5

Comments Regarding Key Services

Survey participants were given the opportunity of providing comments about key services that provided context for their rating of the service. Responses have been summarised into categories, as follows. Detailed responses are provided in the Appendix.

Parks

- Great, amazing 155
- Poorly maintained 45
- Well maintained 39
- Need better, improved playgrounds 27
- Dog parks good 6
- Need all-weather paths 4
- Need more toilet facilities 1
- Needs a community garden 1
- Great to see a community garden 1
- Look to use low-maintenance plants 1
- Need better dog park 1
- Need a coffee shop at Andersons Park 1
- Children harassed by teens more than once 1
- Need more car parking at parks 1

Libraries

- Great 84
- Helpful staff 28
- Limited range 21
- Like new open plan 13
- Don't like new open plan 6
- Like e-book availability 6
- Parking a problem, costs 6
- Good range and resources 4
- Great for kids 3
- Online service good 2
- Nothing good for kids 2
- Disappointed, COVID lock-out 2
- Online service not easy to use 2
- Carpets are ugly 1
- Charged in error for lost books 1
- Don't like age limitations on X-box 1

Splash Palace

• Good	74
• Expensive	59
• Poorly maintained	28
• Changing room /entry layout not good	18
• Overcrowded	14
• Upgrades/ new slides aren't great	15
• Need spaces for people with different capabilities	12
• Poorly managed	11
• Poor staff/ instructors/ lifeguards	18
• Health and safety concerns	8
• Need dedicated swimming lanes/lane pool	7
• Opening hours limit visiting	7
• Improvements are good	5
• Hard to park	4
• Bluff pool needs renovations	2
• Chlorine allergy problems	2
• Stop subsidising, sell to private sector	1
• Suggest pay all costs from rates	1
• No bus to Splash Palace	1

Venues and Events¹

• Museum needs to be replaced	46
• Civic Theatre is a good facility	16
• Venues are fine	15
• Venues are run-down, need maintenance	10
• Poor venue management	8
• Events not promoted	5
• Events too expensive	4
• Events are good	1

He Waka Tuia

• Not a replacement for the museum	36
• Too small, not enough exhibits	32
• Inaccessible / poor parking	31
• Good facility	21
• Nothing for children	12
• Good staff	5
• Good children's exhibitions	3
• Poor staff	2

Democratic Process and Community Involvement

• Council doesn't listen	30
• No community involvement	23
• Engagement opportunities not advertised	16
• May be better with new mayor	16
• Council doesn't give opportunity for engagement	13
• Satisfied with engagement	7
• Unelected officials have too much say	4
• No consultation on lower speeds	6

¹ Note that when addressing 'venues' some respondents commented on the museum. These responses have been group with comments relating to He Waka Huia

- Could engage under 18s

1

Public Transport

- Buses don't cover all areas/stops at poor locations 84
- Bus timetables poor/inconvenient/infrequent 61
- Bus service is good 28
- Need early/ late / weekend services 24
- Service is generally poor 16
- Need bus shelters 16
- Service is expensive and not used 15
- Timetable information not available/ poor website 6
- OK for kids 8
- Drivers are good 4
- Drivers are poor/ rude/ miss stops 4
- Don't like them 6
- Need announcements for vision impaired 2
- Not safe 3
- Waste of rates – not used enough, large buses empty 2

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	480
• Quality of life	298
• Friendly people/ community	266
• Parks, beaches and outdoor spaces	204
• Not crowded/ no traffic problems	165
• Family	155
• Affordable living	80
• Outdoor activities	68
• Weather	67
• CBD redevelopment	67
• It's home	64
• Lots of places to visit	63
• Sandy Point	44
• Safe / Low crime rate	41
• Nature	38
• Sports/ exercise/ walking/ horse riding / cycling	34
• Good facilities and services	32
• Don't know/ nothing	32
• Jobs / Opportunities	31
• Low pollution / clean	12
• Everything	5
• Good schools	2
• The local culture/ personality	2
• Poor council services/maintenance	2
• Good food	1
• Daylight saving	1
• The bus service	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:

• More events and community activities	219
• Listen to the people	150
• Focus on needs of different groups (e.g. youth, aged, cultural)	106
• Reduce costs / better use of rates	69
• Better urban planning	69
• Increase/improve communication	55
• Better use of Council venues	44
• Improve safety / reduce crime	40
• Have transparency in Council	32
• Improve parks for greater use	28
• Help to develop vibrancy/nightlife	27
• Keep Council out of social issues/focus on core services	27
• Address performance of councillors, mayor	27
• Restore museum	26
• Develop community support (e.g. gardens, fruit trees)	26
• Improve public transport	19
• Have weather-proof facilities for outdoor activities	18
• Doing a good job in community resilience	12
• Support local businesses	12
• More Council housing	12
• Have younger people present their views to Council	8
• Lower costs for the use of council facilities – make affordable	7
• Take more pride in Invercargill	7
• Ban future COVID-19 mandates	6
• Prepare for climate change	6
• More things to improve mental health	5
• Fund community projects and groups	5
• Upgrades throughout the city, not just CBD	4
• Improve Sandy Point	3
• Remove 30Km/h speed limits	3
• Make it easier for cyclists	3
• Increase art and cultural promotion	3
• Limit vehicles / ban from CBD	3
• Provide for Māori on Council	2
• Address liquor licensing laws	2
• Improve accessibility for aged/ wheelchairs, etc.	2
• Stop people blasting loud stereos	2
• Help institutions that are helping the underprivileged	2
• Make dog parks more friendly	2
• Get rid of anti-vaxers	1
• Provide opportunities for more residential construction	1
• Have better survey questions	1

• Shorten building consent times	1
• Be more helpful in addressing land survey issues	1
• Training workshops on resilience	1
• Keep signage in English, stop 'Māorification'	1
• Promote a sense of unity	1
• More volunteer opportunities that could involve kids	1
• Not paying the councillor so much	1
• Oppose 3 waters	1
• Ensure Civil Defence is well practised and ready for any emergencies	1
• Providing opportunities for equal opportunities not equal outcomes	1
• Putting more staff on at events they hold so patrons are not rushed through	1
• Require a Government social plan as issues too big for Councils to tackle	1
• Stop giving us all stupid parking tickets	1
• Support below-line living, food security	1
• Stop staff members pushing their own agendas	1
• Support grass root movement	1
• Supporting community clubs, by not charging them market rent	1
• Have a dedicated resource/staffing to focus on this	1

Sandy Point Domain

Sandy Point Domain offers important environmental and recreational resources, providing opportunities for picnicking, playing, 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 was 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

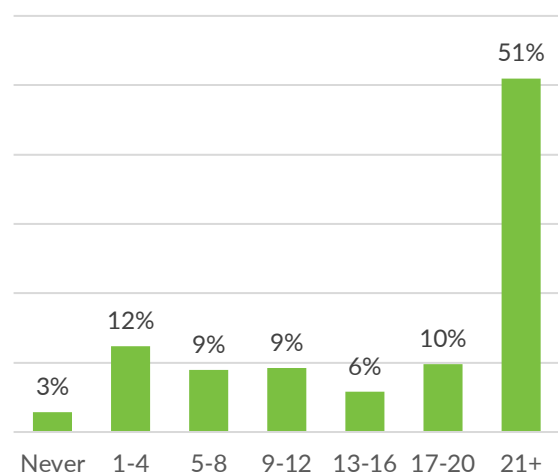
Almost all respondents were aware of Sandy Point Domain (98.5%). Those few who indicated that they were not aware of Sandy Point were provided with a brief overview of the Domain, its location and background.

Visits to Sandy Point Domain

Respondents were asked to identify how frequently they visited Sandy Point Domain. Just over half of respondents (51%) visited more than 20 times a year, while only 3% indicated that they never visited Sandy Point Domain. On average, people visit 17.4 times a year.

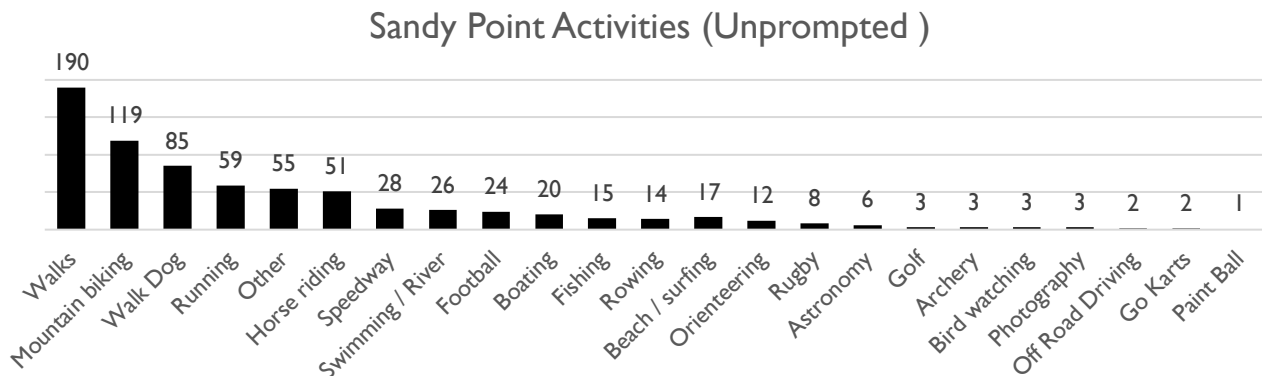
Those who indicated that they never visited indicated that there was nothing of interest at Sandy Point for them, or that there were more interesting places to visit such as Bluff.

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.

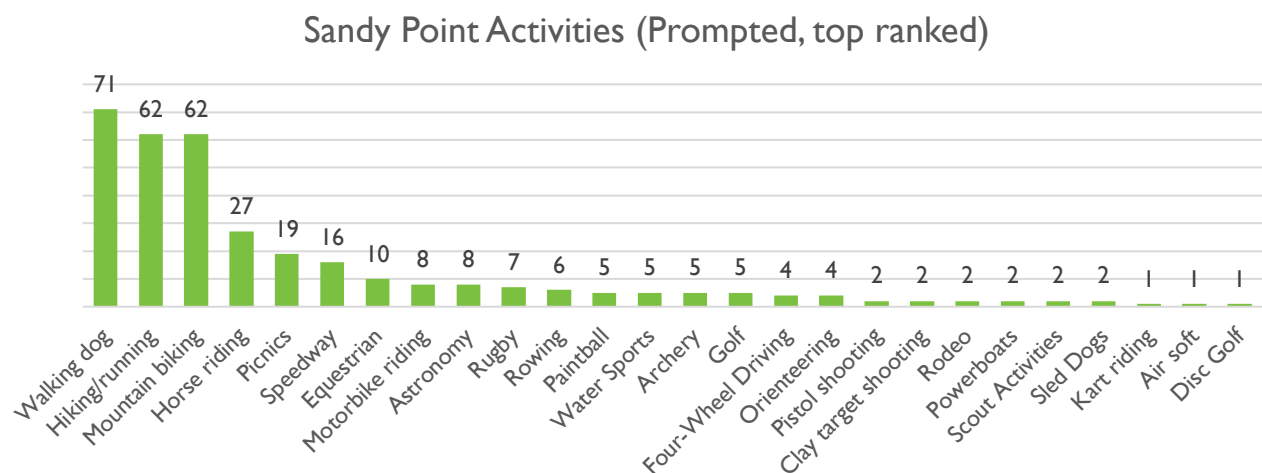


Activities - Prompted

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.

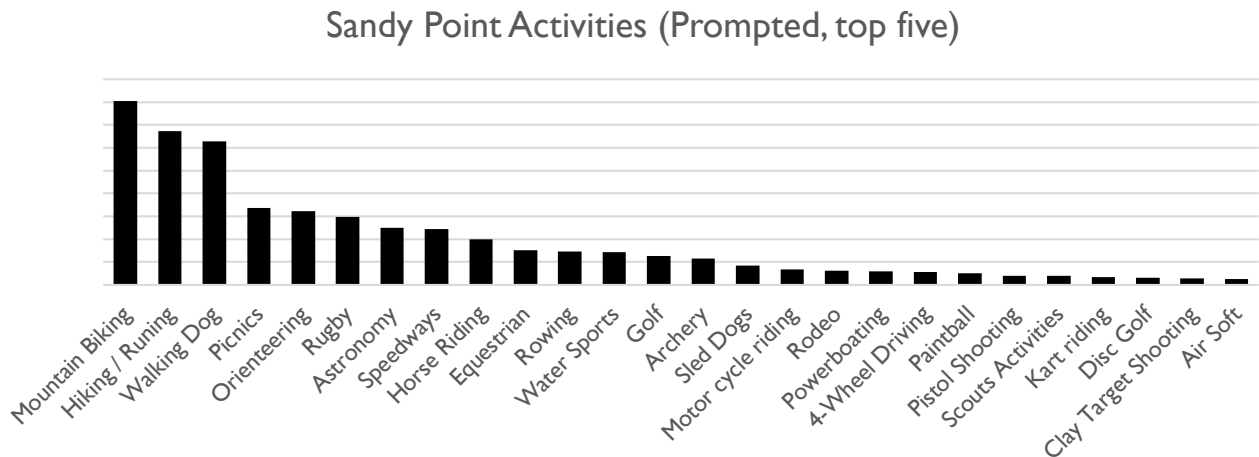
As respondents were asked to make ranked choices, the analysis provides details of the most common reason that people visited Sandy Point Domain.

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.



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	Walking dog	Picnics	Golf
Female	Picnics	Walking dog	Hiking / running	Mountain biking	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	Hiking / running	Picnics	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

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 signage, followed by improving roading. Responses were:

• Improve signage/ provide maps	106
• Improve / upgrade roads	103
• Provide toilets/ rubbish bins	79
• Improve tracks (includes walking/mountain biking, horse)	76
• Improve security (includes having cameras, a ranger, lighting, etc.)	61
• More picnic areas (includes playgrounds, shelters, BBQ, etc.)	54
• Replant / restore environment	38
• Better management and maintenance	32
• Other environmental issues (e.g. pest management)	28
• Better parking (includes for horse trailers)	28
• Ban activities (various – e.g. horse riders don't want off-road, etc.)	20
• Advertise activities	17
• Provide cycleways	16
• Provide cell phone coverage	16
• Provide new activities (various, golf, adventure playground, etc.)	16
• Have a dog park/ dog area	10
• Provide new facilities (various, incl. horse tracks, meeting rooms, etc.)	10
• Improve accessibility	9
• Improve boat ramp	7
• Have café on-site/ food truck	9
• 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 bags for collecting dog faeces	1
• Provide educational short walks for children	1
• Council-organised family days at Sandy Point	1
• Increase emphasis on exercise activities	1
• Dredge the river	1
• Upgrade visitors centre	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	36
• Picnic and playground areas (including shelters, tables)	32
• Security (including having a ranger)	25
• Signage	15
• Community facilities – general or for specific users	14
• A café / food vendor / shop	14
• Designated areas for each user group	9
• Enough tracks	8
• Information about Sandy Point/ an information centre	8
• Cell phone coverage	7
• Drinking water	5
• Better roads, gravel car parks	5
• Better boat ramp	2
• Shade trees along riverbank	2
• Fitness track	2
• Disc golf	2
• Watchtower	1
• Camping spot	1
• Mountain biking jump track	1
• Ban car racing	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

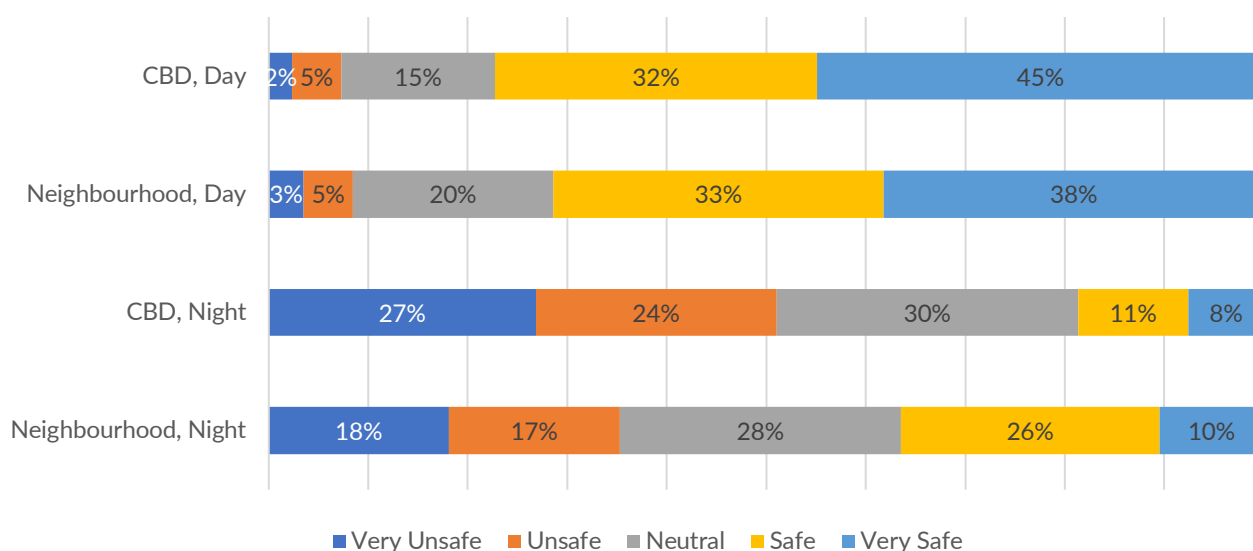


Community Perceptions of Safety

A focus of the Q2, 2023 survey has been seeking to understand residents' perceptions of being safe in their communities. Four safety-related questions were asked of respondents:

- Do you feel safe in your neighbourhood during the day?
- Do you feel safe in your neighbourhood at night?
- Do you feel safe in the CBD during the day?
- Do you feel safe in the CBD at night?

Residents felt most safe in the CBD during the day (77%), followed by their neighbourhood during the day (71%). In contrast, at night, residents felt relatively less safe. Only 36% felt safe in their neighbourhoods at night (while 35% felt unsafe), and 19% felt safe in the CBD while 51% felt unsafe.



In the CBD during the day there was no difference in perceptions of safety based on gender. However, in all other circumstances, females felt less safe than males. When the data were analysed based on age there were no obvious trends. Those aged 55-64 felt safest during the day, but least safe in the CBD at night. Those aged 65+ felt safer than others at night in both the CBD and their neighbourhoods.

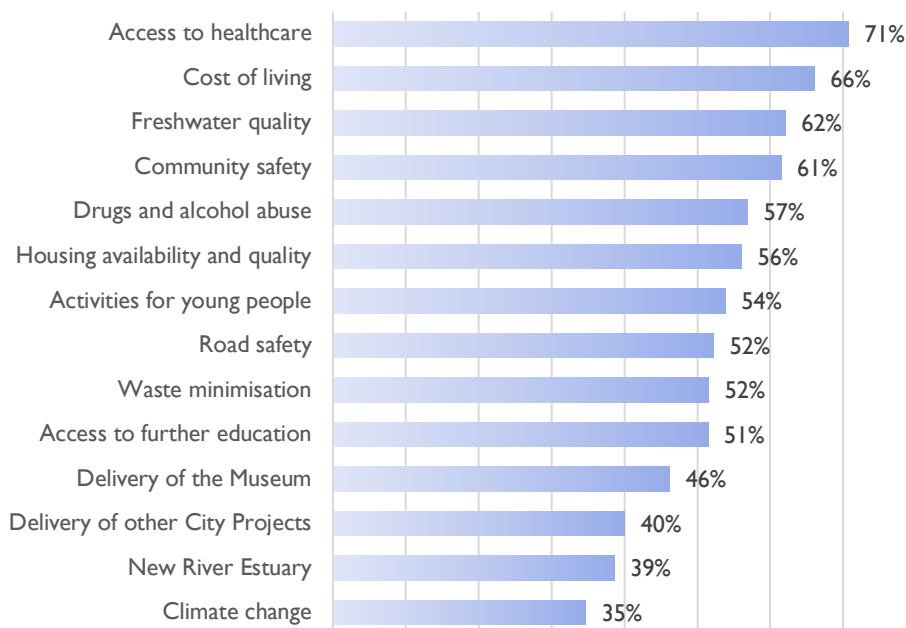
	Male	Female	18-34	35-44	45-54	55-64	65+
CBD, Day	76%	78%	77%	76%	73%	83%	75%
Neighbourhood, Day	76%	70%	62%	71%	68%	83%	69%
CBD, Night	22%	18%	24%	13%	18%	13%	25%
Neighbourhood, Night	46%	33%	40%	27%	38%	35%	44%

Community Perceptions of Priorities

Survey respondents were provided with a list of issues that may be important to the region and were asked to **rate** each issue on a scale from 1 = not important to 5 = extremely important. Using a simple prioritisation approach, respondents were also asked to **rank** each factor in order of perceived importance. The use of both rating and ranking analysis provides an effective tool to ensure that the perceived priority of each issue is understood.

Ratings

Among the pre-identified issues, the factor that was most considered to be important was access to healthcare (71%), followed by the cost of living (66%) and freshwater quality (62%). The factor that was considered to be important by the fewest number of respondents was climate change (35%).



When these responses were analysed based on age and gender, there were notable variations in the overall rating of importance based on gender, with female respondents in general rating issues as being more important than their male counterparts. Despite the higher ratings, the overall order of perceived priorities was only marginally impacted, with most factors only changing in order of importance by one or two positions. For example, while freshwater quality was the third-most highly rated factor overall, females were likely to rate community safety slightly more highly than freshwater quality.

While there were more notable variations when the analysis was conducted based on the age of respondents, the smaller sample sizes meant that fewer variations were statistically significant. Those aged 65+ were less likely to rate freshwater quality as being important, but more likely to rate the New River Estuary as being important. In contrast, those aged 55-65 were more likely to consider fresh water to be important, while those aged under 45 were less likely to consider the New River Estuary to be important.

	Male	Female	18-34	35-44	45-54	55-64	65+
Access to healthcare	66%	71%	75%	68%	67%	72%	70%
Cost of living	60%	70%	69%	68%	66%	70%	63%
Freshwater quality	55%	64%	60%	62%	62%	74%	53%
Community safety	61%	65%	67%	62%	67%	65%	59%
Drugs and alcohol abuse	45%	58%	60%	52%	52%	56%	58%
Housing availability and quality	41%	62%	63%	57%	53%	60%	53%
Activities for young people	45%	61%	60%	61%	56%	53%	55%
Road safety	40%	56%	54%	51%	49%	54%	51%
Waste minimisation	38%	53%	47%	46%	48%	49%	53%
Access to further education	35%	56%	51%	49%	49%	54%	49%
Delivery of the Museum	39%	48%	48%	42%	48%	42%	49%
Delivery of other City Projects	38%	39%	36%	40%	35%	37%	42%
New River Estuary	35%	33%	29%	27%	36%	30%	45%
Climate change	24%	37%	38%	33%	31%	32%	37%

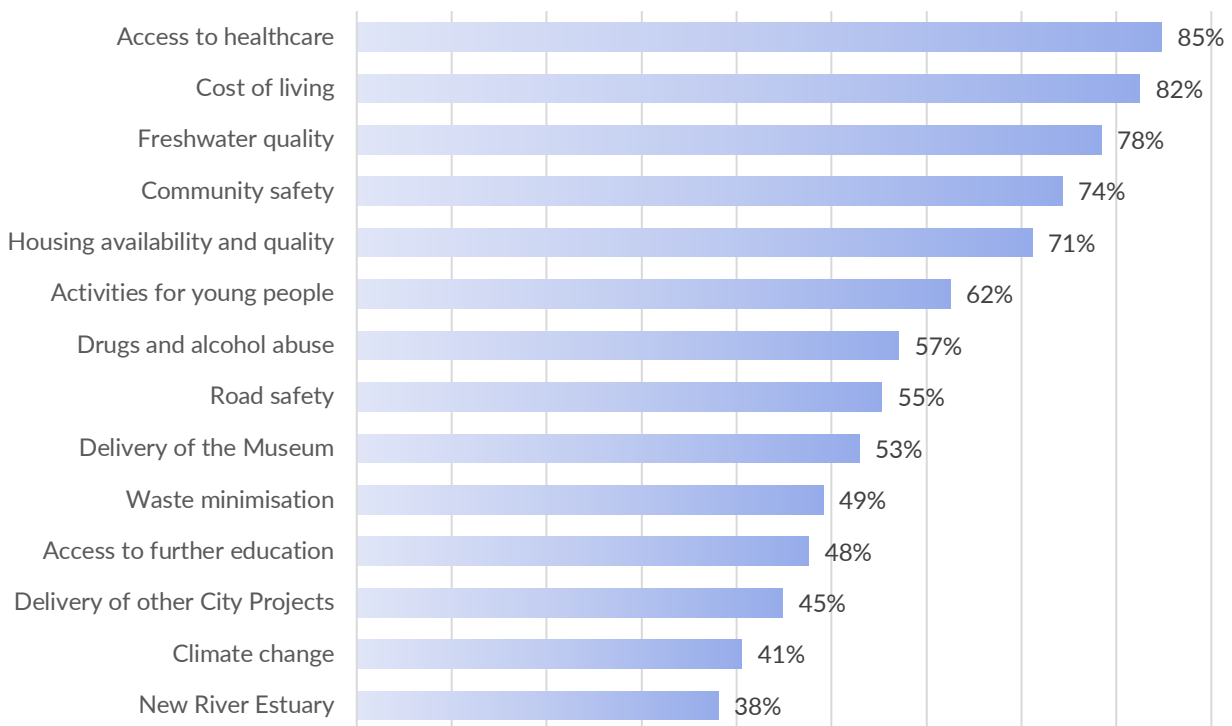
In addition to pre-coded issues, respondents were also provided with the opportunity to identify other issues and include those other issues in their ratings. As these issues were unprompted, both the number of respondents identifying the issue and the relative rating provided by the respondents should provide an indication of the perceived importance of these factors to the city's residents. All factors that were nominated as a priority for the Council were rated with a score of '4' (important) or '5' (very important).

	No. of responses		No. of responses
Stop lowering speed limits on roads	11	Stop three waters	5
Better road maintenance	9	Increase support to businesses	4
Better Council financial management	8	Improve transport	4
Support art and culture	7	Manage waste and pollution	3
Improve CBD and parks	7	Improve parking	3
Improve community safety	7	Provide more youth support	2
Provide more family support	6	Provide more entertainment	2

Ranking

Respondents were asked to consider the same 14 issues that they had provided ratings for, and to rank them in order of importance from 1 to 14. The data were analysed by scoring each #1 ranking as 14, each #2 as 13, etc. through to 14th ranked issues scoring 1 only. The results were then totalled. On this basis, the factor with the highest overall score was considered by residents to be the highest priority of the issues facing council. The results have been reported as a percentage of a possible total score of 100%.

The same four issues were perceived by residents to be most important based on rating and ranking questions. These were (1) access to healthcare; (2) cost of living; (3) freshwater quality and (4) community safety. There were some variations in the relative order of other issues. The lowest rated and ranked issues remained the New River Estuary and climate change.



The ranking process provided insights into some issues that were more highly ranked by groups within the population. When analysed by age, females were more likely than males to be concerned about housing availability, but less likely to rate delivery of other city projects and the New River Estuary highly.

The analysis based on age also provided some variations. Those aged 18-34 ranked waste minimisation and climate change less highly than other groups, those aged 35-44 were the least concerned about the New River Estuary, those aged 55-64 were more likely to be concerned about road safety, while those aged 65+ were more likely to be concerned about climate change and the New River Estuary, but less likely to be concerned about activities for young people and road safety.

	Male	Female	18-34	35-44	45-54	55-64	65+
Access to healthcare	81%	86%	82%	85%	86%	87%	83%
Cost of living	78%	83%	85%	83%	80%	80%	78%
Freshwater quality	77%	78%	78%	78%	78%	78%	73%
Community safety	76%	73%	72%	74%	75%	75%	69%
Housing availability and quality	63%	73%	74%	71%	71%	69%	70%
Activities for young people	64%	61%	66%	66%	60%	57%	53%
Drugs and alcohol abuse	56%	58%	61%	54%	58%	58%	59%
Road safety	52%	56%	49%	59%	55%	61%	47%
Delivery of the Museum	57%	51%	50%	51%	53%	50%	62%
Waste minimisation	53%	48%	44%	49%	49%	50%	57%
Access to further education	49%	49%	48%	47%	49%	53%	50%
Delivery of other City Projects	53%	42%	42%	46%	45%	39%	52%
Climate change	35%	42%	34%	42%	43%	38%	46%
New River Estuary	47%	35%	38%	35%	36%	39%	49%

Public Transport in Invercargill

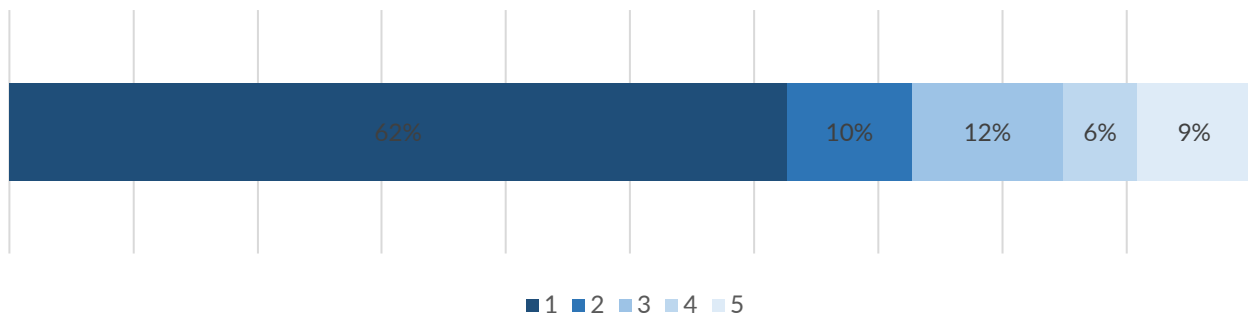
The focus of the Q3, 2023 (Jan-Mar) survey was to understand residents' perceptions of travel options within the city area.

- The survey investigated whether COVID had changed people's travelling behaviours.
- It also investigated use of public transport. Those who used public transport no more often than once a week were asked the reasons that they didn't use public transport. They were then provided with a range of options that may encourage them to use public transport more frequently.
- All respondents were then presented with the information that the use of the bus service had been declining. They were then asked to rank a series of options regarding public transport and funding in order of highest to lowest importance.

Impact of COVID on Travel

Survey participants were asked: 'Considering how often you travel, where you travel, and the mode of transport you use, have your travel patterns around Invercargill changed due to COVID? Please respond on a scale from 1 = not at all to 5 = significantly.'

The results showed that travel modes were not changed for nearly three quarters (72%) or Invercargill residents, while only 15% indicated that COVID had changed their mode of travel.



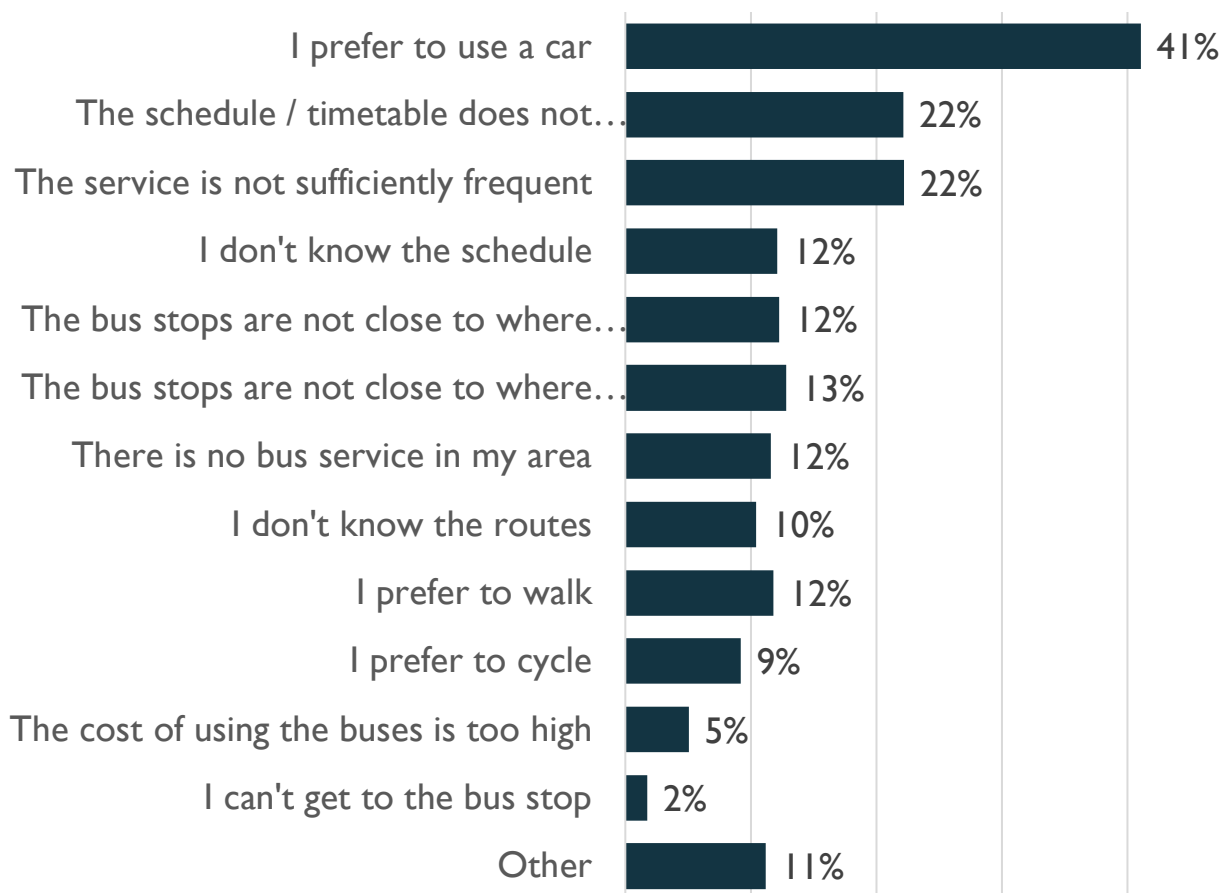
The reasons cited for the change in travel behaviour were:

- | | |
|---|----|
| • Minimising trips in general | 19 |
| • Avoiding public places | 11 |
| • Walking more | 9 |
| • Avoiding buses | 7 |
| • Using the car more | 6 |
| • Working from home/ change in job role | 5 |
| • Non-COVID related reasons | 4 |
| • Major health issue | 3 |
| • Using bike or e-scooter more | 3 |
| • Doing more online shopping | 2 |

Reasons for not using Public Transport

Of the total number of respondents to the survey, 87% indicated that they did not use Invercargill's public transport daily or multiple times per week. These people were asked: 'When asked about using public transport, you indicated that you only occasionally or possibly never use the bus services. Which of the following factors are relevant in your choice not to use the bus service?' Respondents could select multiple options.

The most common reason cited for not using public transport was that the respondent preferred to use their car. Other common reasons was that the schedule did not meet peoples' needs and that the service wasn't sufficiently frequent.



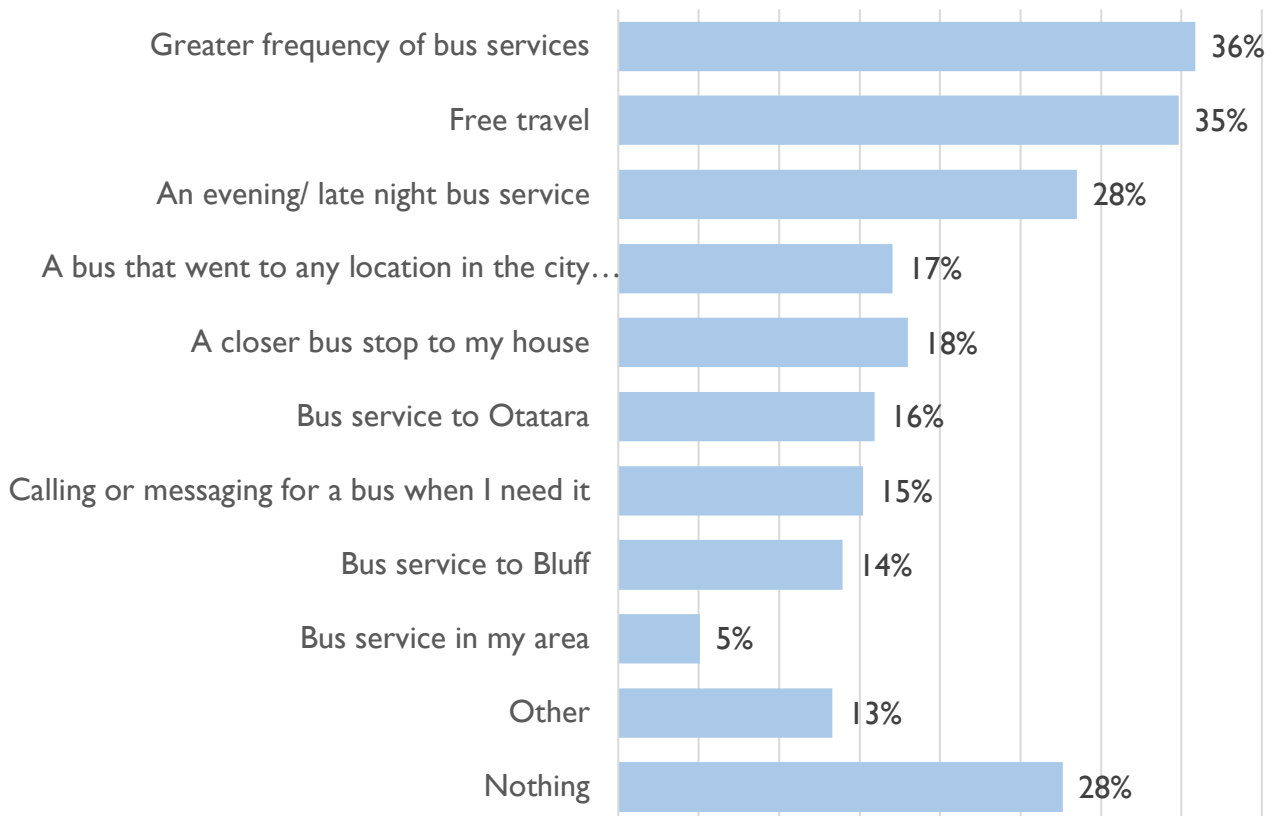
The 'other' reasons for not using public transport were:

- The routes are impractical 18
- Need to juggle personal travel and getting to day care for children 7
- Lack of information / live updates of bus location 7
- Have other health issues 7
- Commuting takes too long on the bus compared to a car 5
- Concerned about bad weather 4
- Concerned about COVID 3
- Can't take dogs on buses 2

Options for Encouraging Greater Use of Public Transport

Respondents were asked: 'Which (if any) of the following would encourage you to use the bus service more frequently?' and provided with a range of options.

The most common reason that people identified for making greater use of the bus services was 'greater frequency' (36%), followed by 'free travel' (35%). Note that by using the phrase 'if any', the option for 'nothing' was implicit in the question, it was not explicitly included in the question. Despite this, over a quarter of respondents (27%) indicated that nothing would encourage them to use the bus service.



Those who selected 'bus service in my area' were asked to name the area. Locations provided were as follows:

- Lorneville 4
- Bainfield Rd / Myross Bush 4
- Airport 3
- Rosedale 1
- Seaward Bush 1
- Tisbury 1
- Vickery Court 1
- Banks St Richmond 1
- Queens Drive 1
- Mill Rd South 1
- Kingswell 1
- New Subdivisions such as Te Puaai 1

Those who selected 'other' provided their own responses regarding options that would encourage them to use the bus more frequently. These included:

- More direct routes / avoid need to interchange 10
- Journey planning website/ app 8
- Weekend/ Sunday services 7
- Late services 5
- Early services 4
- Shelters, seats at stops 4
- Wheelchair accessible buses 2
- Bike racks 1
- Able to take dogs on bus 1
- Stop announcements for visually impaired 1

Survey respondents were then informed: 'As with many areas in New Zealand, the use of the bus service in Invercargill has been declining. There are several options that the Council could implement, either as a stand-alone option or in association with other changes.' They were offered the opportunity of rating eight options in their preferred order for the implementation by the Council.

The rankings were calculated by scoring each #1 ranked response with 8 points, each #2 response with 7, etc. until those responses ranked #8 were scored as 1. The total scores were then calculated, and are as follows:

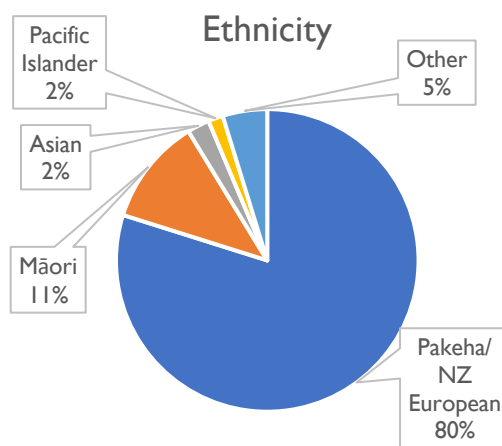
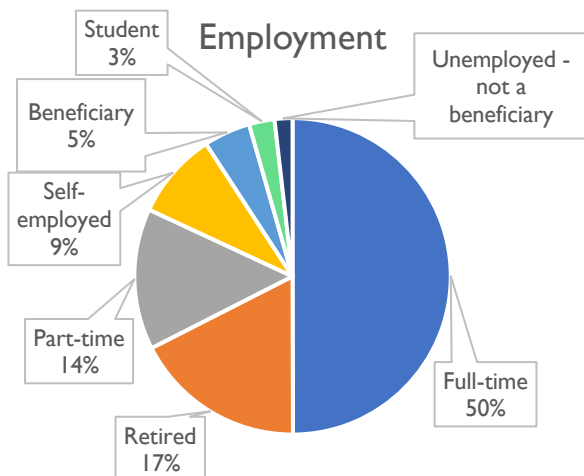
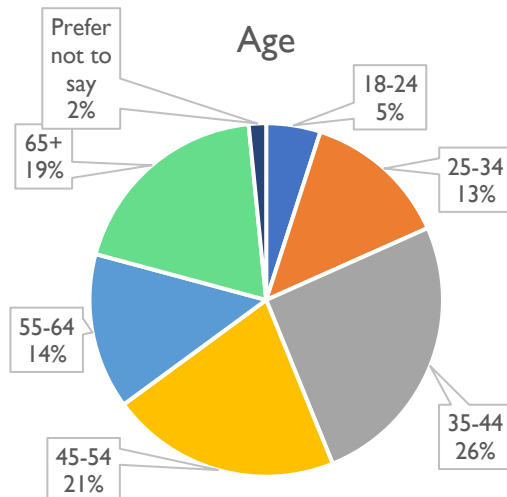
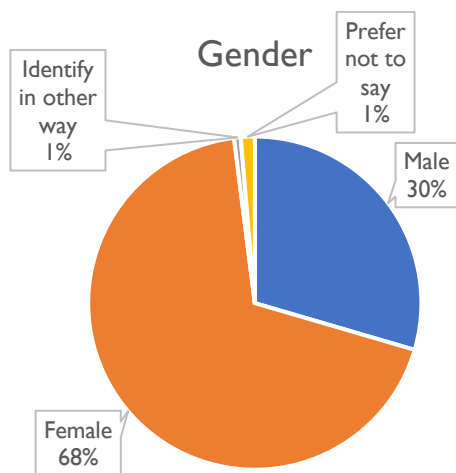
Rank		Times rated #1	Overall score
1	Continue to provide current bus service	84	1966
2	Invest more in cycling infrastructure (bike racks, cycle lanes etc)	73	1,783
3	Provide free travel for all (approximately 80% ratepayer funded)	66	1,730
4	Increase the frequency/ network (via ratepayer funding)	64	1,694
5	Change to an on-demand minibus service	67	1,583
6	Support introduction of private citizen ride share app	25	1,357
7	Make it harder to drive into and park in the city	20	934
8	Close the bus service	32	774

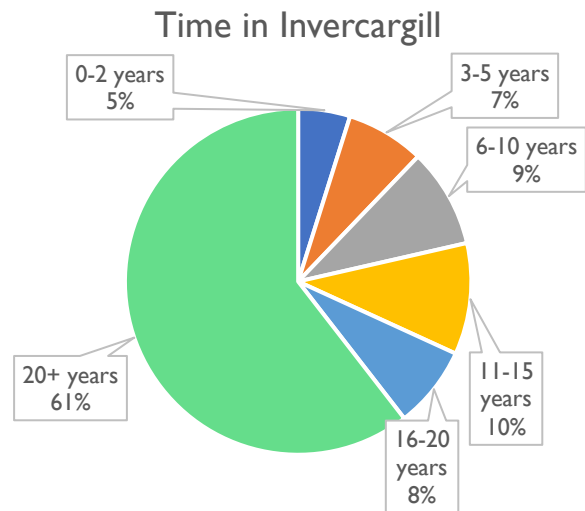
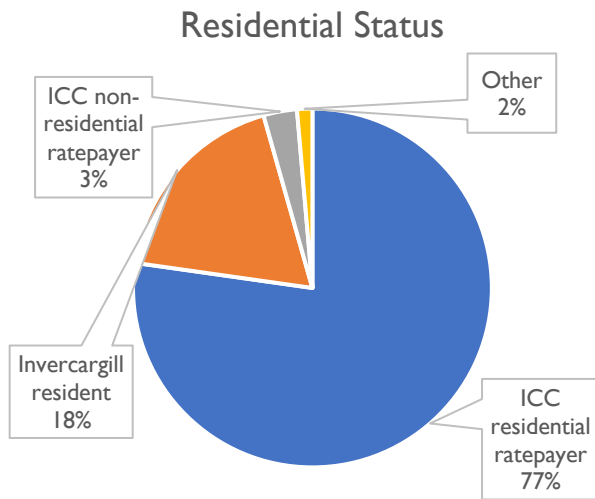
As an alternate form of reference, the number of times each option was rated as #1 has also been included in the analysis. Using this process, the two most preferred options are unchanged. However, slightly more preferred an on-demand minibus (67) as the third most preferred option, while the #7 ranked 'make it harder to drive into the city to park had the fewest #1 ratings with only 20 choosing that option.

There was no option to not prefer any of the eight options. However, one third of respondents (213, or 33.5%) chose not to rank any of the options, indicating that none of the options provided would be considered an acceptable response

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.





Big Ears Ltd, July 2023

