

Timaru DC City Hub Residents' Perception survey 2021



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Background, objectives and method

Background

To complete the City Hub Strategy project, an important part of the Timaru District Council's Long-Term Plan (LTP) 2021-31, sound research was required across the district to gather residents' views, ideas and aspirations for the city centre of Timaru.

The research provided a mechanism for residents to identify and prioritise their preferred purposes for the city centre and the activities/experiences they wished to have there. The research findings will serve as input and guidance for significant investment decisions for the city centre.

Objectives

- To gather and evaluate feedback on the form and function of the 'heart of the district'
- To examine residents' perceptions of what they believe is important, identify possible responses and actions and how these should be prioritised
- To identify current challenges and opportunities to support investment decisions
- To determine what investments in infrastructure and activities have the most impact on residents' perceptions and behaviour towards the city centre

Method

Key Research undertook a large-scale quantitative survey sending a total of over 10,000 invitations and reminders to Timaru District residents. The sample was based on a random selection from the Electoral Roll, to ensure each member within the population had an equal probability of selection, thereby minimising the opportunity for bias.

Key Research sent invitation letters that included a QR-code and a link for online responses. Hard copies were sent on request by post to all those who preferred to complete a survey on paper.

Results

- Overall, we received close to 1100 responses. After the invalid responses were removed as a part of quality control procedures, there were 1,032 responses left.
- Post data collection, the sample was weighted to represent key population demographics based on the 2018 Census.
- The survey has an expected 95% confidence interval (margin of error) of +/-3.02% at an aggregate level.
- Statistical significance testing has used a 95% confidence interval when testing for differences relative to the demographic subgroups.

Notes

Due to rounding, percentages may add to just over or under (+/- 1%) totals.



Executive summary

Key findings

Character and Identity

- When it comes to the character and identity of the district, Timaru's location and Caroline Bay's beachside environment are highly valued by residents. Visitors also find these features most attractive.
- The Timaru Central Business District (CBD) is considered the region's commercial centre by 73% of residents. However, a larger majority of residents (89%) consider Timaru CBD's function as a social centre has priority over its commercial role. Therefore, in terms of any future revamp and development, residents' views on the importance of social aspects of urban areas relative to commercial or cultural features may need to be considered.

What's next for the Timaru city centre?

- Several important themes have emerged throughout the survey, and these can be used as a good indicator for what would attract more people to Timaru CBD.

1. Variety.

- Due to the limited food, shopping and entertainment options in the CBD, this makes residents quickly feel bored, and they move on to the Caroline Bay area as it offers more recreational and entertainment options.
- Residents noted the need for an increased variety of amenities, facilities, entertainment options available at different times of day and across seasons to cater for the region's growing population. Specific reference was made to residents having improved access to more diverse cuisines, boutique shops, food stalls, events and entertainment options for younger age groups such as ten-pin bowling or arcades.

2. Safety.

- Safety while walking on the footpaths has been mentioned multiple times across different sections of the survey. The most frequently noted aspects related to pavements and slippery tiles needing to be replaced for safety.
- Residents say nightlife may increase and become more desirable if they could feel safer while out and about after dark. Insufficient and dim street lighting in the evening seems to be an issue. Other safety concerns include the emptiness of the streets in the evening and some undesirable behaviour that scares people off.
- Another factor that contributes to residents feeling unsafe in the CBD is traffic. About one-third of residents would support a pedestrian-only city centre. Although this would be a significant change for a busy street, many respondents have suggested it would likely attract more people to the city centre, create more 'side-walk' attractions and support a cleaner and greener environment.

3. Greenery.

- When residents described their vision for the Timaru city centre and identified improvements that they felt should become priorities, many noted that nature makes people feel more relaxed and happier and more likely to venture out and enjoy their time outdoors.
- Having outdoor green areas would accommodate those who like the natural environment and provide pleasant settings for families to meet and socialize with others and an opportunity to avoid the sun.

4. Amenities.

- The most mentioned amenities that are lacking in the Timaru city centre are toilets. Existing toilet facilities are uninviting in general for families with young children or people with disabilities. Residents would most appreciate improvements in this area.



Character and identity

Why Timaru District is special and unique

Almost all respondents were interested in providing reasons why Timaru District is so remarkable. Three main themes described its exceptional nature:



Location and access.

Residents talked about how you can visit snowy mountains and the ocean on the same day and how accessible outdoor activities are in the region. Others referred to the district as a 'South Island Hub'.



Caroline Bay.

Over 400 responses were gathered from residents who thought Caroline Bay and the beach it offers to the locals and visitors contribute greatly to the area's uniqueness.



Atmosphere.

The third most common theme that residents talked about related to the unique atmosphere the district offers, due to the liveability of its towns and cities, and people's friendliness.

Below are some comments that people have provided to describe the Timaru district.



- 'Gateway to Everywhere'.
- It is a 'hidden secret' with beautifully built, solid, city homes from money made from both sheep, and cropping farming, from early settling. A South Island hub, with a port, and a gateway to the McKenzie country.
- 'Timaru a Top-class Town', is the centre of south! 5 minutes to the sea, mountains etc!
- 'Alps to Ocean and all in-between'.

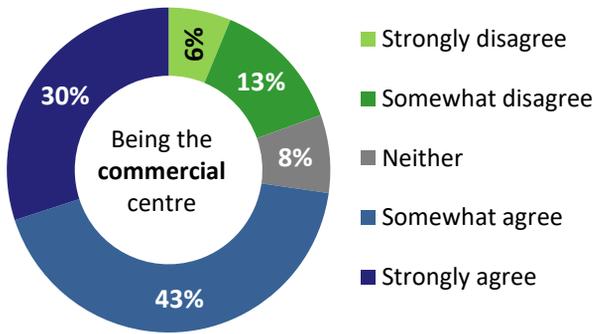
- We have Caroline Bay in the centre of the city - isn't that unique? The beach, the port nestled right by the town.
- Caroline Bay - beach if kept cleaner. Location to other places within South Island.
- Coastal gateway to the mountains and lakes. Caroline Bay is also part of what sets our town apart.
- Caroline Bay in the top 10 beaches to visit in NZ.

- Quality of life and friendliness.
- City of tranquility We have a beach and relaxed atmosphere.
- Has a nice friendly atmosphere, where people smile and respect and acknowledge each other with a relatively low crime rate, and a friendly village environment with growth potential.
- The country carnival atmosphere.
- I find Timaru to be very family orientated, very friendly and social, feels more like a community.

NOTES:

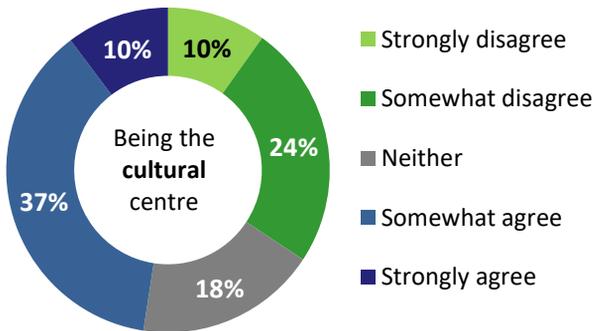
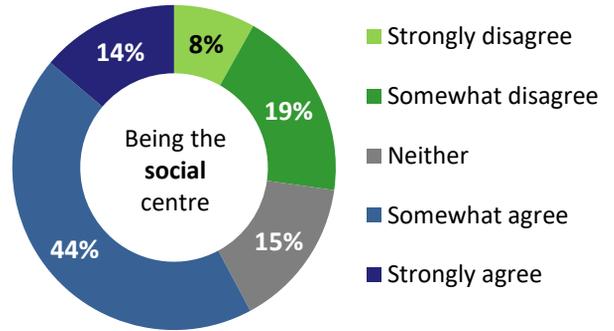
1. Sample: n= 1032; Excludes 'Don't know' responses
2. Q10. Auckland is "the City of Sails". Napier is the "Art Deco Capital". Queenstown and Wanaka are famous for their lakes and snowscapes. Christchurch is "the Garden City". What makes the Timaru district special and unique? n=989

Timaru CBD's role in the district



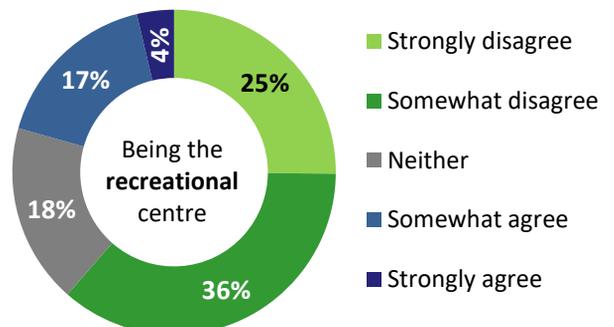
- Overall, 73% of residents consider Timaru CBD to be the **commercial** centre of the district.
- This feeling is especially strong among residents aged over 65 years (84%), residents from Geraldine (81%) and those who are new to the area and stayed less than two years (87%).

- Overall, 58% see Timaru as the **social** centre of the district.
- Māori residents are the demographic that mostly disagree with this statement – only 40% 'agree'.
- However, residents who are unemployed mostly consider Timaru CBD to be the **social** centre of the district (77%).



- Just under half of the residents (47%) consider Timaru CBD to be the **cultural** centre of the district.
- Those age over 65 years (58%) and those who reside in Geraldine (53%) feel especially strong about it.

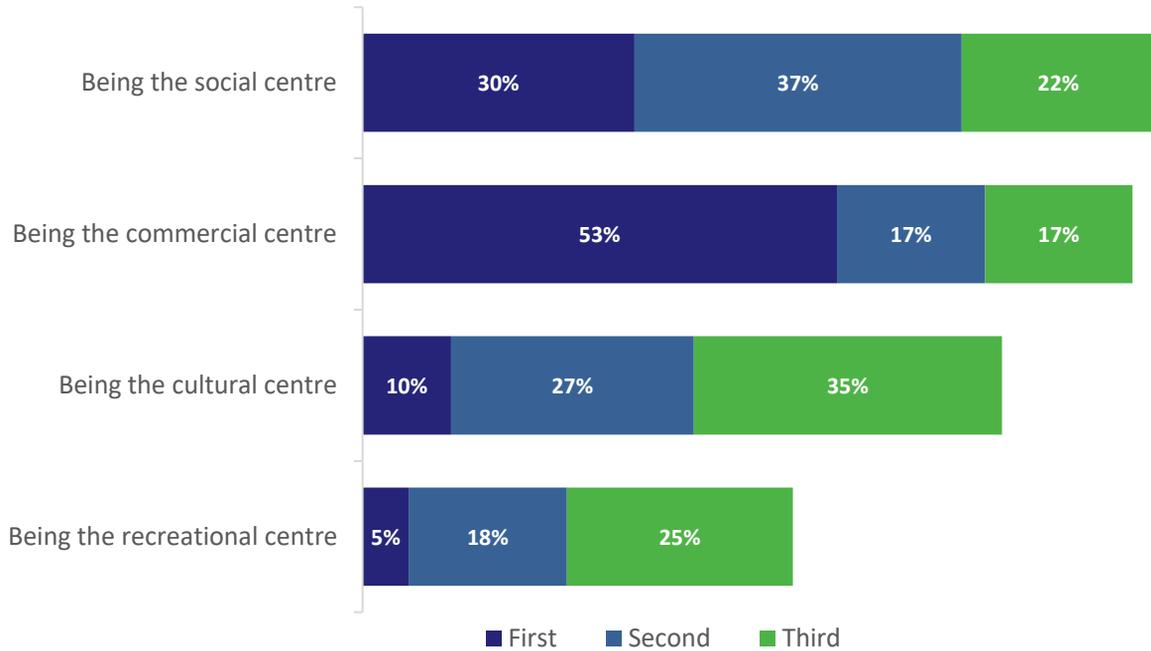
- A relatively smaller proportion of residents consider Timaru CBD to be the **recreational** centre (21%) of the district.



NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q11. Thinking about the Timaru city centre, how much do you agree with the statements below n=1017
Detailed data can be found in the 'Appendices' under the relevant section [here](#)

Timaru CBD's role in the district - priorities



- When it comes to choosing priorities and what is important for the future of Timaru CBD, 89% of respondents consider it most important for the area to become a social centre, followed by 86% who consider Timaru CBD becoming a commercial centre as one of their top-3 priorities.
- Future development of the CBD as a recreational centre was rated as the least important role, with just 5% identifying it as a top-1 priority and 48% as one of their top-3.

Age significance:

- For residents aged 18-29 years, Timaru CBD being a recreational centre is a higher priority than for other age groups, with 65% rating this area to be one of their top-3 priorities.

Ethnicity:

- Māori residents consider Timaru CBD being a commercial centre an absolute priority, with 92% rating this area to be one of their top-3 choices.

Income:

- Interest in Timaru CBD being a commercial centre decreases as household income increases. While 93% of those with annual income below \$15K would like to see the city developing more as a commercial centre, only 82% of those with income over \$130K feel the same way.
- Another significant distinction in perception exists between residents with different incomes, where priorities related to culture and recreation vary as income increases. Overall, 48% of respondents consider recreation a priority; however, the proportion of those on the lowest income (below \$15K) consider it significantly more important, with 73% rating this area in their top-3 priorities.

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q12. Thinking about the Timaru CBD and the district, which would be most important and why? Please place them in order from 1 to 4 and let us know the reasons why the top-rated area is so important to you? n=1032

Timaru CBD's role in the district - reasons



Being a **commercial** centre
n=521

- It is supposed to be the hub for retail and commercial enterprises.
- It should be an area to go to for your main shopping/purchases except groceries etc.
- 3 out of 5. The CBD is good, but it lacks opportunities to people to visit shops out of working hours.
- Because it has the main bank and finance company offices as well as law firms and accounting firms. It also is the main retail shopping area.
- It is what defines a CBD. If you want business to be focused somewhere else, then the CBD will be somewhere else. Christchurch after the earthquakes had no defined CBD, instead you could classify their malls as being part of a combined CBD. Timaru's CBD should be where people come.
- Economically draws people to town if we have good businesses, large area to cover for customers.



Being a **cultural** centre
n=99

- Culture is what ties a community together, in a significantly distributed region, commercial, social and recreational activities can flourish in smaller communities but a vibrant and diverse culture requires a place to come together.
- Is has the facilities to support the culture of South Canterbury.
- I believe that when the Council upgrade the Theatre and do the heritage precinct, it should be the arts and heritage precinct and include the art gallery.
- People need something to identify with and be proud of. I.e. like Wellington being the art centre of New Zealand. Culture provides people with a sense of identity, purpose and belonging.
- The heritage value of the buildings, location of Museum, proximity to Art Gallery, Caroline Bay events area, Māori Arts Centre.



Being a **recreational** centre
n=48

- I think having some good recreation is important. It helps well being and mental health, then people become more positive.
- We need somewhere to meet our friends from other places - somewhere we can wander around and enjoy the ambivalence of the CBD. If there were no cars racing around part of the CBD that would be even better, as people could stroll the street and not have to worry about children, themselves or elderly people getting hurt by car/trucks/etc.
- Because of the sport centre up at Aorangi and surrounding grounds, the aquatic centre with swimming for recreational and swimming classes, the Cbay gym for fitness. The tennis courts and lessons further down from C Bay, are just a few that spring to mind.
- People can relax and have fun in the beach then take a drink up the hill and walk down the street for shopping.



Being a **social** centre
n=299

- We are not big enough to have a splintered social scene. Best to concentrate in close in areas near key attractions like the bay.
- It's close to the beach. It is not big enough to host any decent size shopping centres therefore misses out in being commercial.
- It should (but doesn't have) more heart and more places for socialising.
- CBD would be great as the social centre. Get rid of the vehicles on Stafford St. Make it the corporate hub, and social hub. Showgrounds for shopping.
- Because I see Timaru as a family orientated town and having opportunities to be social within walking and driving distance is important to families and people. I also worry about drink driving if there are not enough opportunities for socialising in the CBD.

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q12. Thinking about the Timaru CBD and the district, which would be most important and why? Please place them in order from 1 to 4 and let us know the reasons why the top-rated area is so important to you?

Heart of the city centre



- 95% of the residents consider the 'heart' of the city to be in one of the areas marked above.
- Close to half of the residents consider areas along Stafford Street to be the 'heart' of the city' (segments 17 and 25).

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q15. On the map below, can you mark a spot that you identify as the current 'heart' of the city centre? Can you comment about the reasons why you consider that place the 'heart' of the city centre? n=1007

Note: percentages displayed are based on the grid used for coding the map that can be viewed in the 'Appendices' [here](#)
Detailed data can be found in the 'Appendices' under the relevant section [here](#)

Selected comments

18% chose the area on Stafford Street above intersection with Strathallan street, near Old Bank Café and Bar (corresponding to section 526 on the map from the Appendices)

- *It intersects the two main shopping blocks of Timaru*
- *This is the most 'central' area of the shopping district, marked by the more prominent pedestrian crossing and public toilets, with grassy rest area and Old Bank pub at the corner.*
- *I have always considered this corner to be the centre of the CBD. It is usually the busiest with the most people around.*
- *Mid-way of main shop area, WINZ, toilets, bus stops, taxis. Highest concentration of items.*
- *It's the connection between South and North Stafford St and used to be the road access to the Port.*
- *It feels like a natural heart of the city, particularly with the instalment on Strathallan corner. It feels a bit barren now though, with the exodus of retail stores leaving empty shops.*

13% chose the area of Stafford Street across the street from Noel Leeming (corresponding to section 446 on the map from the Appendices)

- *It's where I shop, where I engage in commercial business and the Bay occasional recreation.*
- *Stafford street seems to be one of the closest to the places that most people need to go for their shopping, banking, postal services and other services such as dentists and optometrist that has a reasonable amount of parking available such as Farmers carpark and behind Kathmandu.*
- *From George St to including the Bay Hill this where the banks and the main shopping area including restaurants.*
- *Availability of parking.*
- *Most recalled open businesses, therefore more people about. Cafés and eateries to go to.*

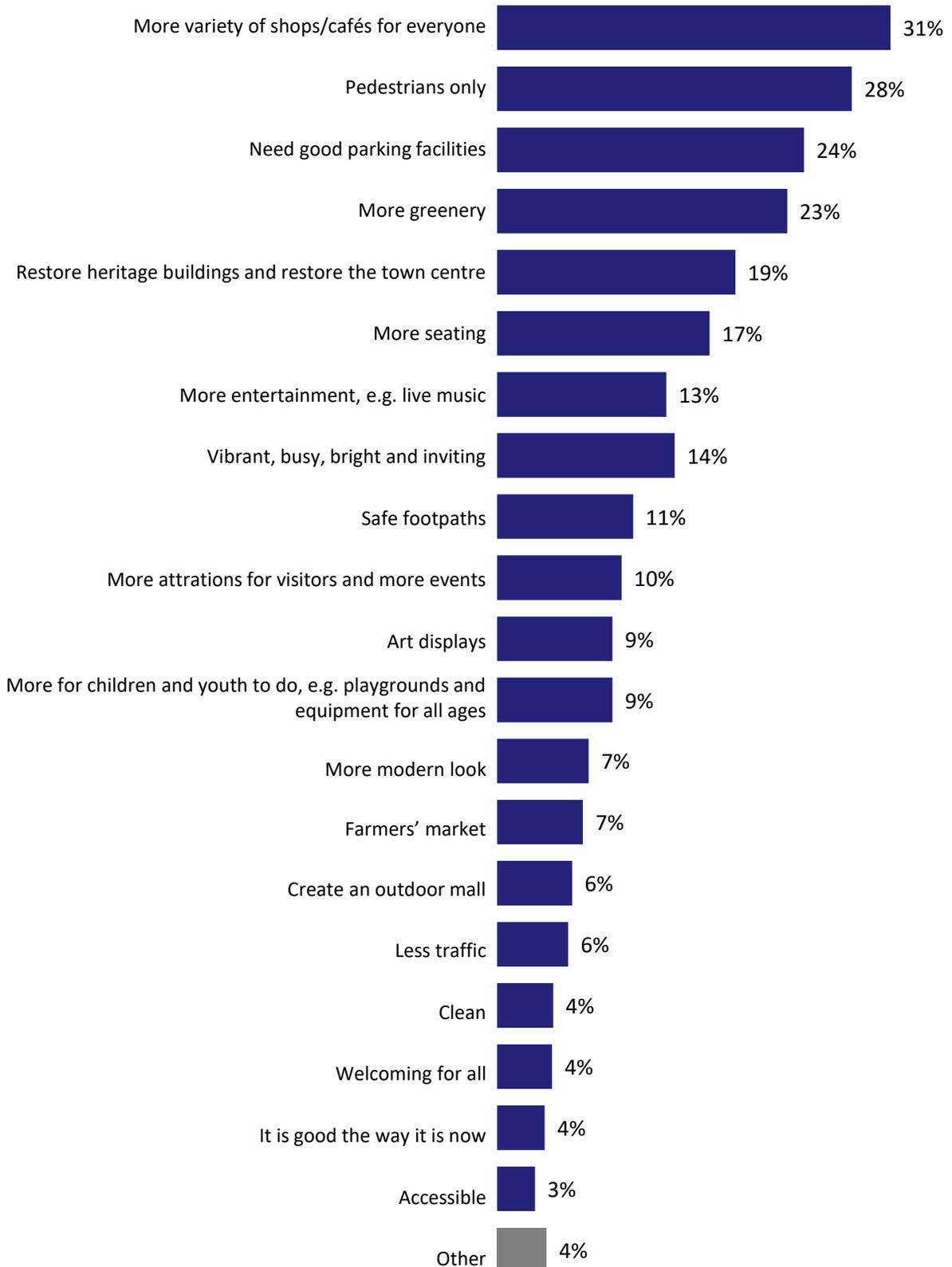
13% chose the area next to Rose Gardens (corresponding to sections 90, 91, 129, 130 on the map from the Appendices)

- *It is a unique area that is free to visit and has nice views and is a great place to waste a few hours.*
- *I would say Caroline bay is pretty iconic in Timaru, a perfect place for families, even for single persons to go for a walk, play exercise, socialize or go through the aviary.*
- *The Bay is a great resource and should be utilized more.*
- *Caroline Bay is a wonderful place for recreation, social interaction and enjoying some of life's simple pleasures.*
- *This is where I see people enjoying themselves, but this is over the Christmas and New Year Carnival. Very little happens the rest of the year for bringing all age groups out together. The playground at the bay is good for grandparents to take grandchildren, the skate park is used by teenagers, but not a lot for teens to do otherwise.*

NOTES:

1. Sample: n= ; Excludes 'Don't know' responses
2. Q15. On the map below, can you mark a spot that you identify as the current 'heart' of the city centre? Can you comment about the reasons why you consider that place the 'heart' of the city centre?

Look and feel of the 'heart' of the city after the refresh



NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q16. In your opinion, what should the 'heart' of the city centre look and feel like after the refresh? Can you share your vision with us? Remember, the more specific you are the more we can do to make your vision become a reality. n=983

Look and feel of the 'heart' of the city after the refresh (selected comments)

Remove the railway yards out of central Timaru and set them up on the Pleasant Point highway intersection with the Main Highway. Or South of Timaru. Otherwise turn Carolyn Bay into a Disneyland type attraction with an underwater sea museum. Create an overhead bypass from north to south Timaru main Highway.

A hive of activities for visitors and residents by buying up and demolishing all the old buildings around the Information Centre. Turn the Scenic Reserve in to a Disneyland type attraction for overseas visitors.

Green spaces, cafes, space for temporary art exhibits, seating, allowance for dogs on leashes.

It should be an area that is relevant and somewhere like Town Square, needs to have a reason to go there, gardens, play area covered, cafes and shops.

Condense the city centre, there are too many shops, cafes and pubs spread out from each other. The closer they are the more people will spend time walking around into new shops they may never have been into before.

Edible gardens, small playgrounds for children to help parents relax for a few minutes. Modernistic with a colourful twist. I would love to see more trees and brightly coloured gardens throughout the heart of the city. Signs to help guide through the city as well as signs to help raise awareness for charity.

I assume this means there is going to be major work done somewhere, in which case ensuring it is easily accessible to all people physically, financially, culturally. More mobility parking, cheap or free entry to public areas and activities, encouraging acceptance of everybody.

With the development of the new complex on Maori Hill, I feel that the centre city can develop and offer a more relaxed and unique feeling to Timaru culture and social area. With the focus on holistic wellbeing and devoted to Timaru and Canterbury products.

More of a pedestrian friendly environment, with colour and greenspace. A good example of this is the main CBDs in Napier and Wanganui.

I think younger people would support it more if it were more quirky with coffee and restaurants, small unique stores and inner-city apartments.

The heart of the city centre should be about people. It should be somewhere people go to meet up, share a drink, have a lunch, get some brunch, sit with their dog while sipping on a coffee. It should be a pleasant space where people want to spend time. With energy, music, colour, art, and green spaces. It should be somewhere people don't just pass through.

Pedestrian only walkways, no vehicles, plenty of shops and cafes, places to sit and drink outside. Car parking free to encourage access and staying for longer rather than limited to time slots, events flow from the Bay into the township, more bars, pubs needed.

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q16. In your opinion, what should the 'heart' of the city centre look and feel like after the refresh? Can you share your vision with us? Remember, the more specific you are the more we can do to make your vision become a reality. n=983



Aspirations for the city centre

What residents like the most about the city centre

Close to a thousand people responded to this question. We have identified some main themes regarding what residents like the most about the city centre:



Accessibility and convenience.

A lot of residents have mentioned the ease of access in terms of roads and parking. Others talked about the CBD is a destination for most of the things they need to do, and the convenience of having everything located in one area.



Architecture and cultural heritage.

A considerable number of respondents have mentioned the uniqueness of architecture in the CBD and how much they enjoy the 'historic' look.



Shopping and food

With a variety of shops and cafés located in CBD, residents are happy to come to the city centre for all sorts of shopping, dining out experiences, takeaways or just a cup of coffee.

Below are some comments that describe what people like most about the city centre.



- Easy to get around. Know most of the shop owners by name.
- Close to home, easy to get to, has most things I want/need, easy parking.
- Everything is there, it's a good place to get a gift, to meet up for a drink, have lunch etc. It's easy to walk down to the beach/gardens/carnival. The piazza is neat, and the elevator makes it accessible, even though it never seems to be working. At Christmas, we have the iconic angels.

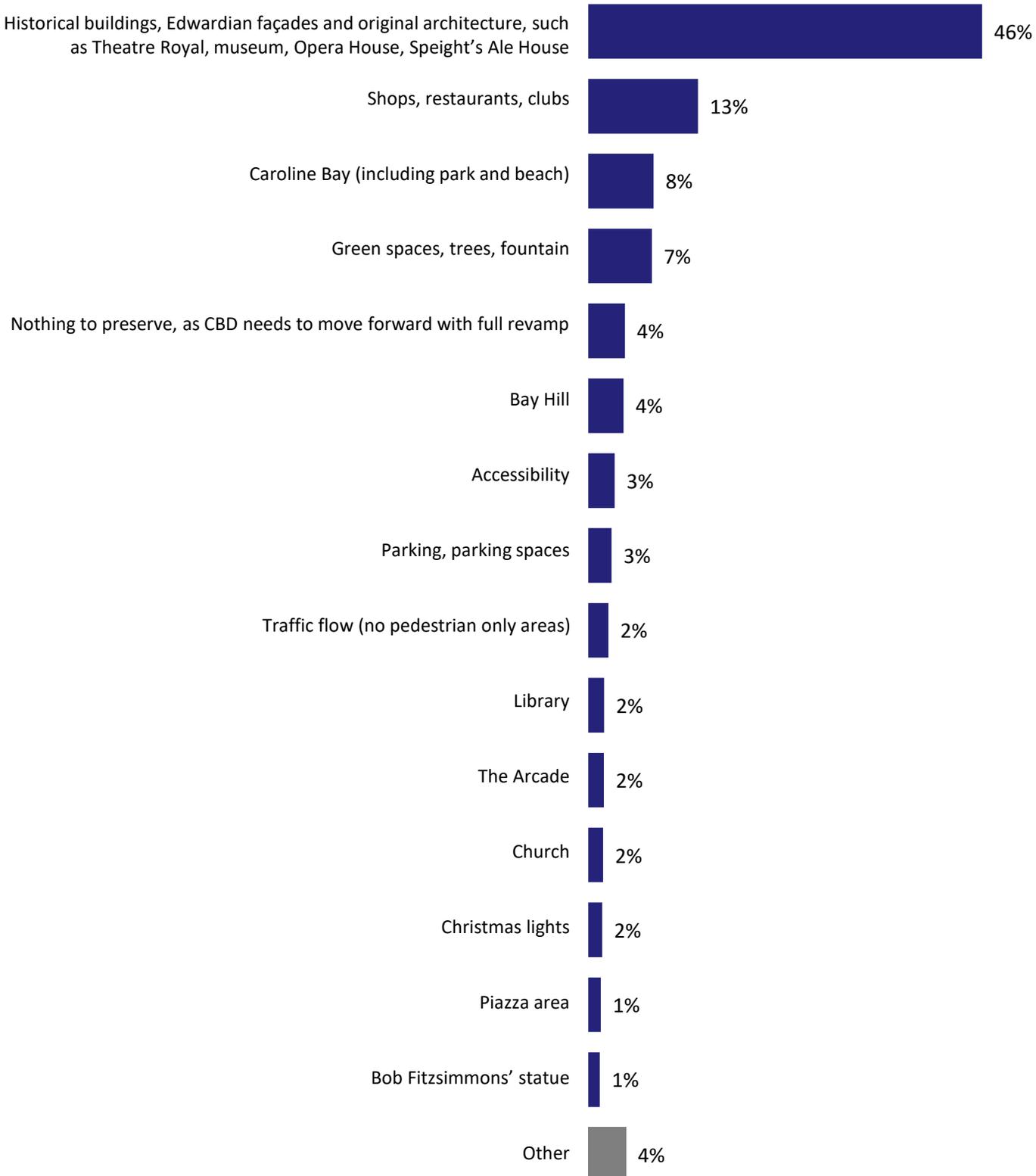


- Architecture that reflects our heritage. Limited modern influences, even if facilities are modern within.
- Honestly, I don't rate the city centre much. The wide main street is good. The Edwardian architecture is great but overlooked. Street Food Kitchen is a great restaurant. What I like most is it's potential.
- It is historical, with numerous architectural treasures. The centre is very diverse, it attracts a multi-cultural crowd, it is busy enough without feeling distanced or threatened.



- Close, convenient shopping and professional service availability, made easier with MyWay public transport.
- Kiwiana shopping.
- The unique shops that are in the main street that are not part of major shopping chains.
- I love cafes and all the quirky new independent stores. I love buying local and unique pieces for my home.
- Cafes, food places, close to Caroline Bay.

One thing to preserve or protect in the city centre



NOTES:
 1. Sample: n=1032 ; Excludes 'Don't know' responses
 2. Q18. If you could preserve/protect one thing about the Timaru city centre - what would it be? n=921

One thing to preserve or protect in the city centre (selected comments)

People must want to be there, therefore businesses must be encouraged to be there and the environment must be attractive.

Unique businesses. Independent shops and chains. Range of shops. Parking and low speed is good.

History, well renovated and occupied buildings with lovely open courtyard and communal spaces.

Old buildings, just because of age doesn't mean it's got to go, keep our heritage, there is not much left here.

The open spaces at Caroline Bay should remain unchanged with an addition of a bar, restaurant or cafe with a view of the Bay. The Bay Hill is great, but you actually have no view of the Bay even when dining outdoors.

The compactness of it. The relatively small frontage of bigger stores like Kathmandu and Rebel. They don't intrude on the street frontage.

Protect the independent shop owners by investing in the CBD. They pay 2-3 times higher in rates than residential and probably more than any of new tenants out at the potential new development.

What remains of the Edwardian architecture. Do something wonderful with the South end of Stafford Street, I'm not sure what but the old buildings need to be restored.

Access from the Piazza to the Bay, and the free concerts at Christmas. Also, the Farmers market and random music in town.

I believe you are on the right track in updating our heritage area, this could be added to by putting the art centre there also.

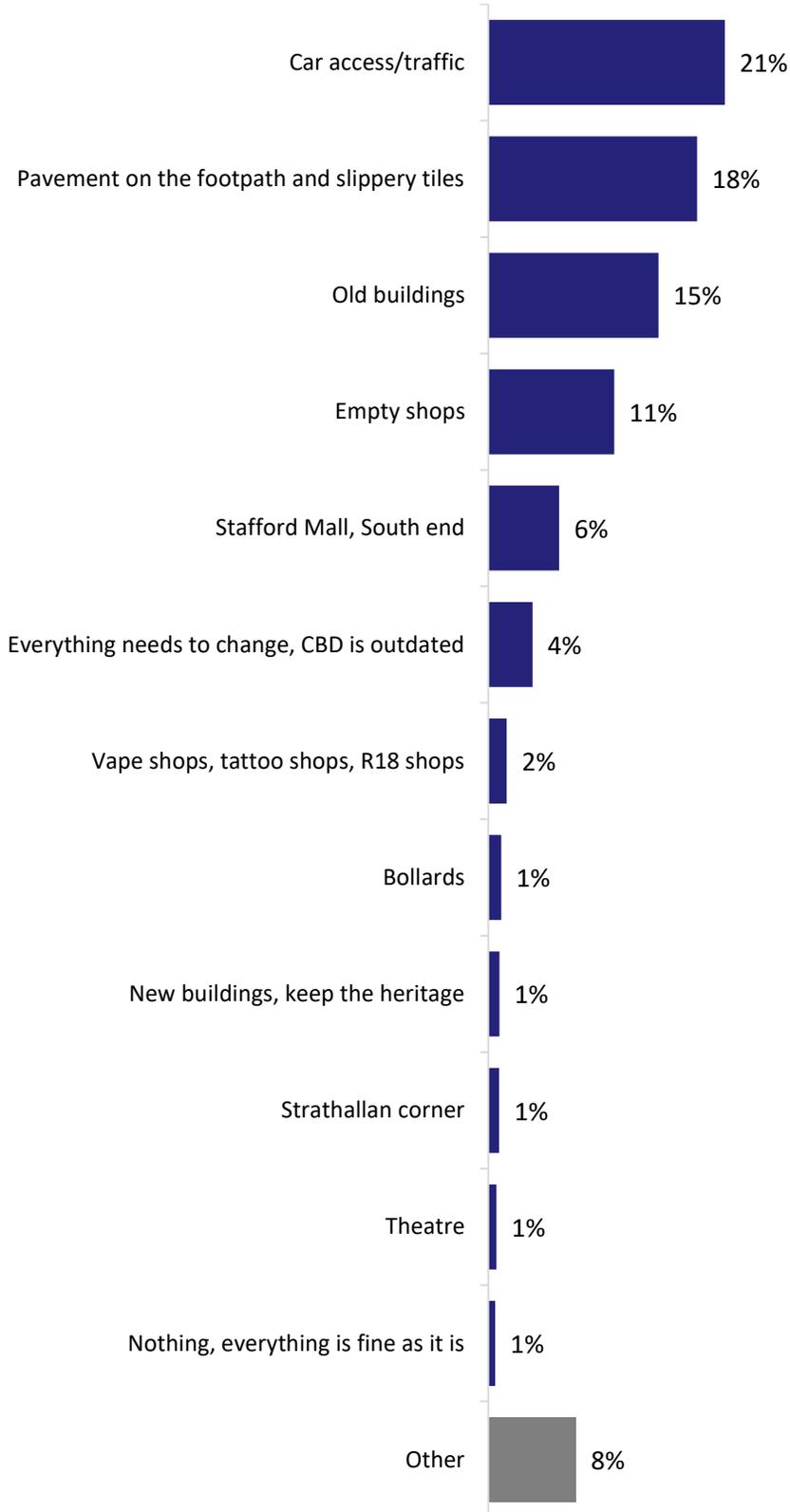
Keep foot traffic in the centre of town, such as small or medium businesses being encouraged to stay there.

Tree lined streets with the lights in them. Look amazing at night.

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q18. If you could preserve/protect one thing about the Timaru city centre - what would it be? n=921

One thing to remove from the city centre



NOTES:

1. Sample: n= 1032; Excludes 'Don't know' responses
2. Q19. If you could change/remove one thing about the Timaru city centre - what would it be? n=922

One thing to remove from the city centre (selected comments)

Old buildings with businesses that could be anywhere in town, i.e. they are destination shops. Shops in town should be drop in shops. Cafes, giftware, boutique places.

Area around the old railway station needs developing and vehicle access stopped. Utilise the rail system more in some way. Be bold and knock down old buildings at Southern end of Stafford Street and develop.

Definitely the shiny tiles. Do not feel safe on a wet day. Also, traffic.

The old and unused buildings, there are so many down the South end. Buildings don't have memories, people do, it's just bricks and mortar. They are old and an eyesore. To the historical society take a photo of it before it gets demolished. I bet the people who built it wouldn't want it standing if they look what they are now, and dangerous in an earthquake.

Lower Stafford Street and up around the Theatre is an eyesore. Woolcombe Street block needs mowed down, and a stunning area could be created for car park and recreation. It's a shame it's so far away and disconnected to the Piazza and Bay though.

Lack of parking close to main street, trying to get a park within comfortable walking distance when I have elderly relatives staying is impossible

I'd change rules around what landlords of commercial buildings can and can't do, i.e. not let their buildings get so tatty that it is better just to bowl it.

Remove vehicular traffic. Spruce up the south end of Stafford Street to attract businesses. At the moment there are too many empty shops. Most shops at that end of town are tacky second-hand shops which cheapen the area.

The slippery paving Stafford Street more a pedestrian hub.

Remove brick pavers, they're a hazard and remedial efforts to make them non-slip haven't really been effective.

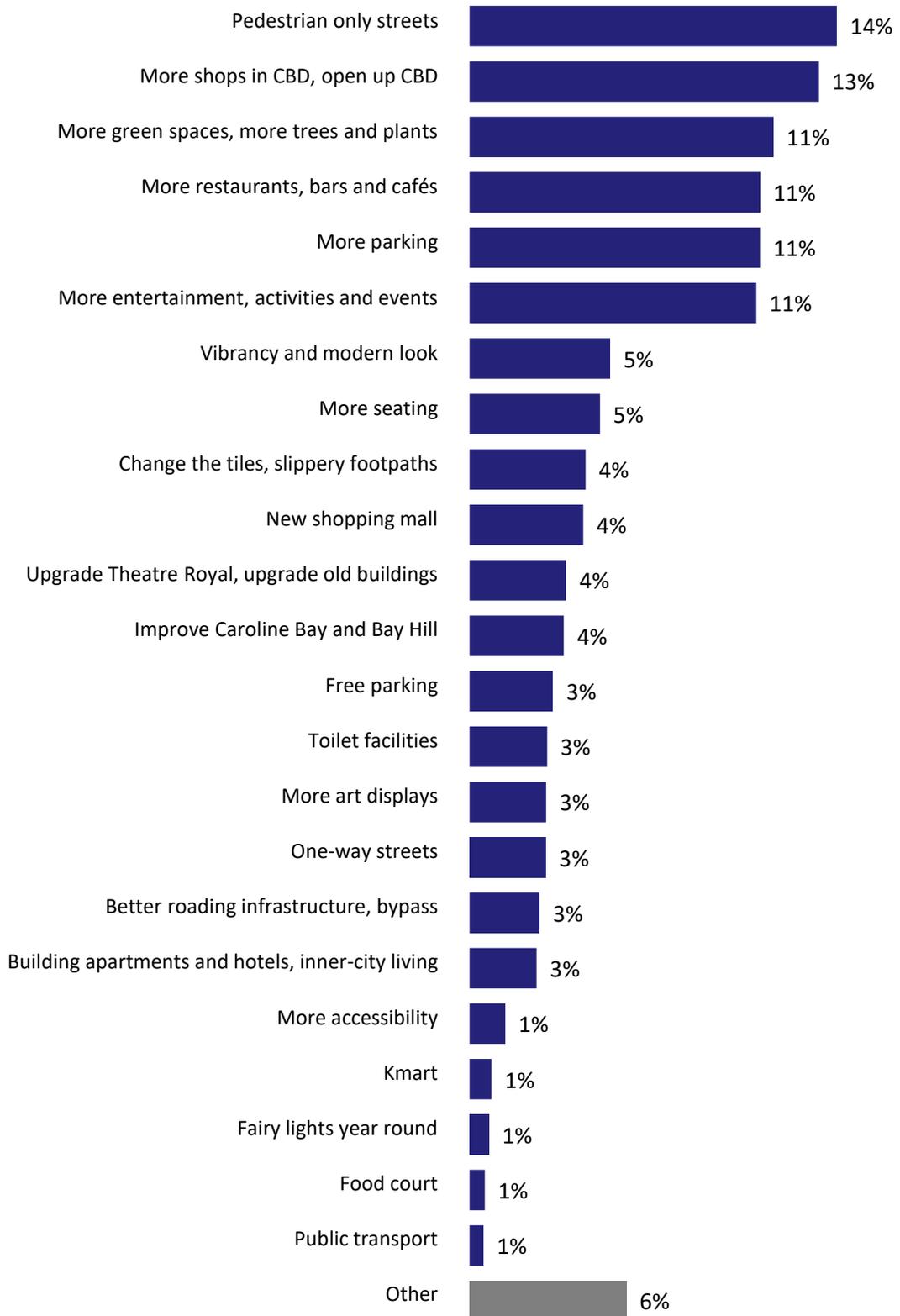
The bricks from the side of the street, that you get out of the car. Dangerous, as I found out by slipping and tripping on them being with walker at that stage. Now park in Farmers' car park as it is not so dangerous.

The Royal Arcade has not worked, and the space could be better used for an anchor size retailer or two to build a modern building architecturally in line with the CBD.

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q19. If you could change/remove one thing about the Timaru city centre - what would it be? n=922

One thing to add to the city centre



NOTES:
 1. Sample: n=1032 ; Excludes 'Don't know' responses
 2. Q20. If you could change/add one thing about the Timaru city centre - what would it be? n=933

One thing to add to the city centre (selected comments)

Heritage buildings upgraded and looked after, Stafford Street turned into a boulevard, with markets and entertainment.

Convert old buildings into boutique businesses and cafes. Look what Oamaru has done. Timaru does not use its greatest asset, the sea, enough.

Allowing dogs on leashes, making it a pedestrian-only zone with car parking elsewhere.

More pretty streetlights down Stafford, e.g. fairy lights like they have during Christmas but instead all year round.

Make parking close by easier somehow. Ease of parking closer to wanted amenities make going to The Warehouse or other places a preferred option than heading to the CBD for shopping.

More eateries and utilise the top of the Bay Hill. It could be really fantastic especially in summer. I believe more people would come to Timaru as a destination.

More shops more updated things we need Starbucks. We just need more shops for young girls, we only have a Glassons and a Hallensteins for boys, we need more and better, we get malls built and things go into them like a bigger Rebel Sport when we already have a nice Rebel Sport. So put things like Starbucks and Yoghurt Story, and more clothes shops and an arcade or just fun things to actually do.

A shelter and safe haven for men experiencing abuse or homelessness. Women have the women's refuge, men have nothing. Expand the museum. Have an interactive area for children. Cheaper carnival fees.

More green grass areas, plants, life, trees. Brightening the buildings up. Cleaning the buildings, freshening them up

I would encourage inner city living to really get the CBD moving, imagine the Turnbull building as apartments.

Create a hub for a market where local South Canterbury producers can promote their products, and where shopping, entertainers, food outlets, and a general place to enjoy the community spirit.

Highlighting the historical history of the area and buildings as part of any much-needed refresh, Oamaru does this very well.

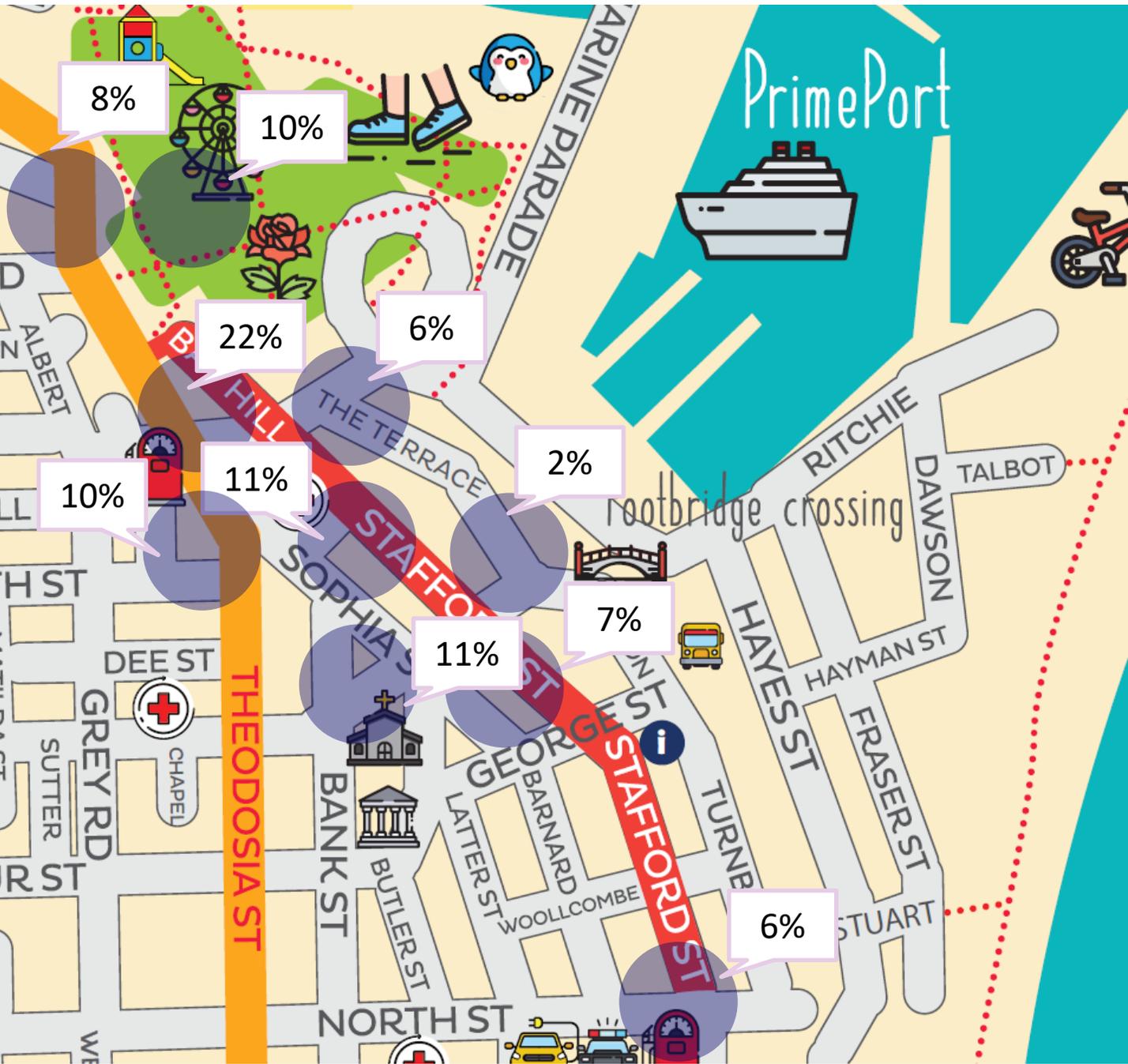
NOTES:

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2. Q20. If you could change/add one thing about the Timaru city centre - what would it be? n=933



Accessibility and transport

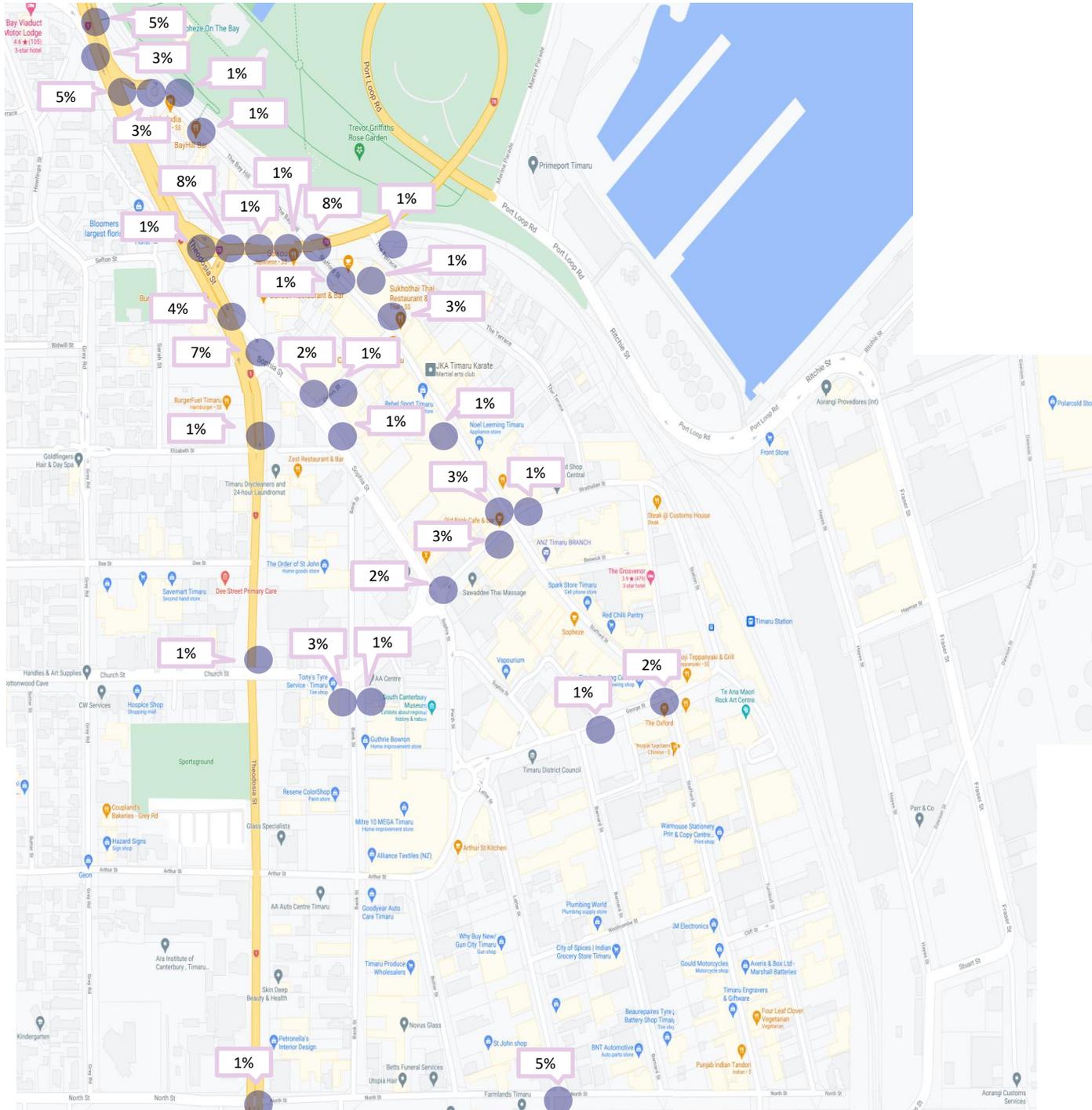
Where residents most often enter the city centre



- State Highway 1 (SH1) is the most common access road used by residents travelling into the CBD.
- 18% indicated that they either enter the CBD directly using the highway (8%) or via Caroline Bay (8%). (Segments 1 and 2)
- 32% indicated entry points from SH1 around Bayhill and the beginning of Sophia Street. (Segments 9 and 16 with 22% and 10% respectfully)
- Just over 30% use Banks and Sophia street to come into the city centre. (Segments 17 (11%), 18 (2%), 24 (11%) and 25 (7%))

NOTES:
 1. Sample: n=1032 ; Excludes 'Don't know' responses
 2. Q13. Can you mark on the map below, where you typically enter the Timaru city centre? n=1027
 Note: percentages displayed are based on the grid used for coding the map that can be viewed in the 'Appendices' [here](#)

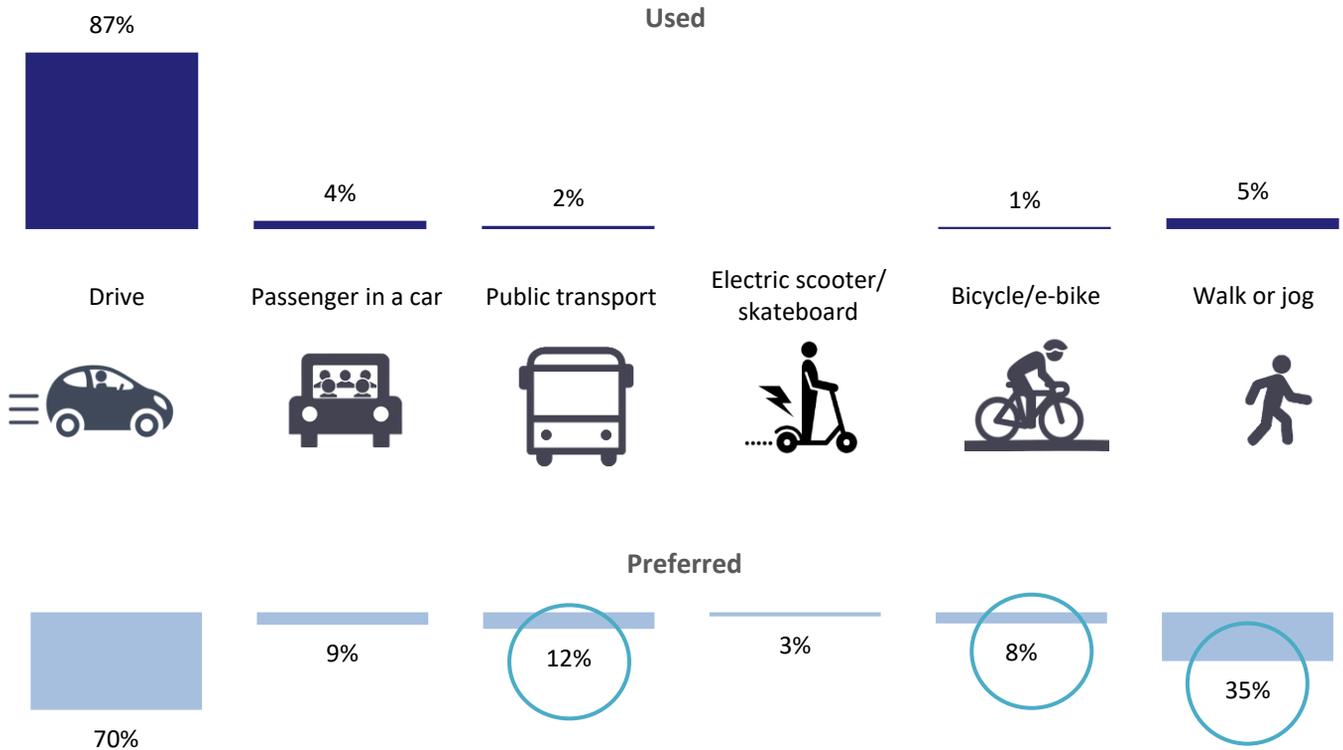
Where residents most often enter the city centre (more detailed breakdown)



NOTES:
 1. Sample: n=1032 ; Excludes 'Don't know' responses
 2. Q13. Can you mark on the map below, where you typically enter the Timaru city centre? n=1027
 Note: percentages displayed are based on the grid used for coding the map that can be viewed in the 'Appendices' [here](#)

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Getting to the city centre



- There is a significant difference between what people do now to get to the city centre and what would they prefer to do if infrastructure allowed.
- At the moment 87% of residents get to the city centre by car. However, given the option of using alternative forms of transport, that proportion would be reduced to 70%.
- A significant group of people would prefer to use public transport (12%) compared with 2% current usage.
- The largest group would prefer to walk or jog (35%) compared to 5% currently.

Age significance:

- The 30-49 age group is most likely to be driving (90%), with those in the 65+ age group least likely (83%).
- 13% in the 30-49 age group would prefer to use a bike or an e-bike.

Ward:

- Residents from Geraldine are most likely to drive (96%).
- 14% of Timaru residents would prefer to use public transport compared with 5% from Geraldine and 9% from Pleasant Point-Temuka.

Length of stay:

- Those residents who have lived in the area the longest (10+ years) are more likely to drive.
- Residents who have lived in the area for 6-10 years are most likely to choose public transport as their preferred way to get to the CBD (18%).

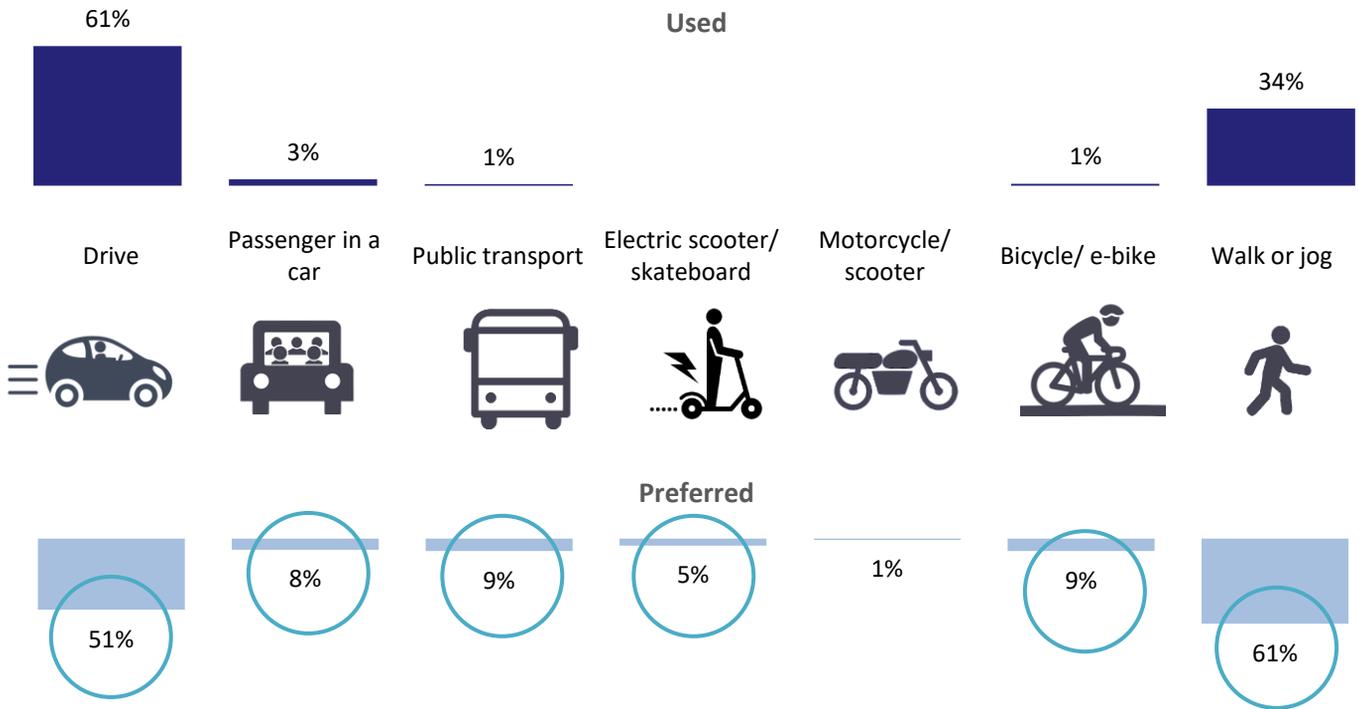
Income:

- 95% of those with an annual income of \$70K-\$89K prefer driving to get to the city centre, which is considerably higher than other income groups.

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q26. What is your main mode of transport to the Timaru city centre? n=1031
3. Q29. How would you prefer to access the Timaru city centre? Please select all that apply n=1032

Getting around the city centre



- Currently, there are very few options for residents to get around the city centre, apart from driving (61%) or going on foot (34%).
- However, there is great potential to reshape transportation around the city centre. Some residents have suggested using light trams or buses (9%), as well as electric scooter sharing schemes, like Lime Scooters (5%).
- A large proportion of respondents (61%) have indicated they would prefer to get around on foot. This trend may be encouraged if the previously noted pavement and tile hazards were scheduled for improvement.

Age significance:

- Residents aged over 50 years are more likely to be a passenger compared with other age groups.
- Residents aged over 65+ years are less likely than other age groups to choose active ways to get around, such as biking or walking/jogging.

Ward:

- Residents from Geraldine mostly prefer to get around the city centre driving a car (70%).
- While residents from Pleasant Point – Temuka prefer driving (58%), 'Timaruvians' are more likely to choose public transport.

Length of stay:

- Residents who have lived in the district between 3-10 years are more likely to be driving around the CBD (69%).

Income:

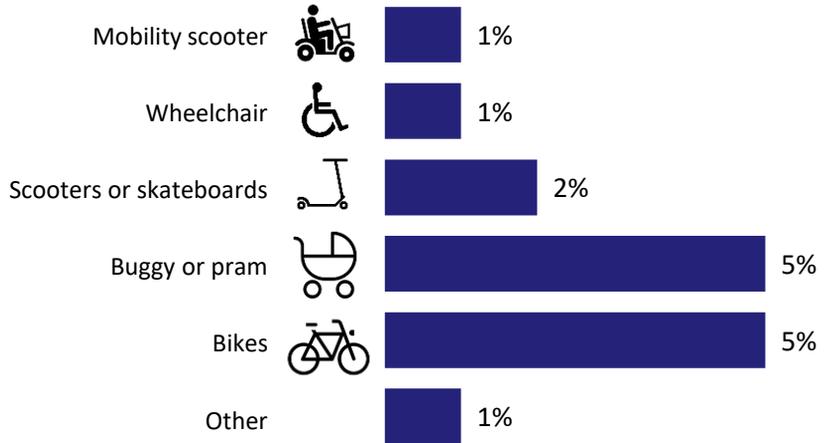
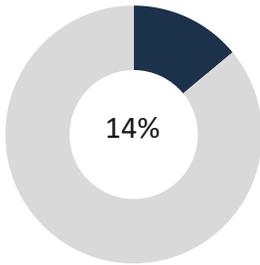
- Residents with a lower income are least likely to be walking or jogging, with just 20% choosing these ways to get around the CBD.
- Residents with an annual income over \$90K are most likely to say 'no' to driving around the city centre if there are other options.

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q28. What is your main mode of transport to get around the Timaru city centre? n=1031
3. Q30. How would you prefer to get around the Timaru city centre? Please select all that apply n=1032

Accessibility

Bring additional mobility devices to get around



14% might not seem like much, but extrapolating to the Timaru district population, accommodating the needs of those who bring additional personal mobility devices to get around will help to improve accessibility for about 6500 people.

Making city centre more accessible



- There is a great need for a free or cheap public means of transport that is readily available for residents to get around. Some of the options offered by respondents were shuttles, main street buses and trams.
- As suggested by respondents, these solutions will resolve pressing parking issues.

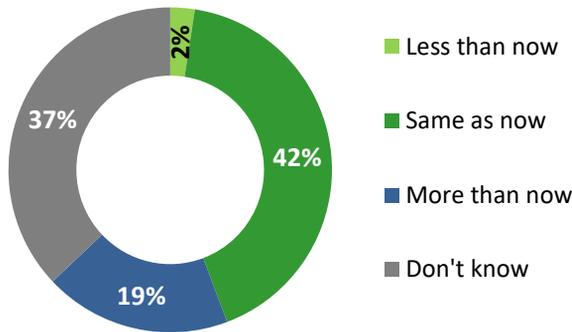
- There were several suggestions made by respondents about parking, such as:
 - ✓ More accessible parking would allow better access for those with mobility scooters and wheelchairs.
 - ✓ Free/cheaper parking around and outside the CBD
 - ✓ Possible multistorey parking facilities to allow more road access for pedestrians.

- There were multiple comments concerning possible improvements to the walking experience within the city centre, such as:
 - ✓ making the existing footpaths safer to walk on, by remediating slippery pavements and closing some streets to traffic completely
 - ✓ Implementing one-way traffic on certain streets and adding cycle lanes to allow for a safer walking experience.

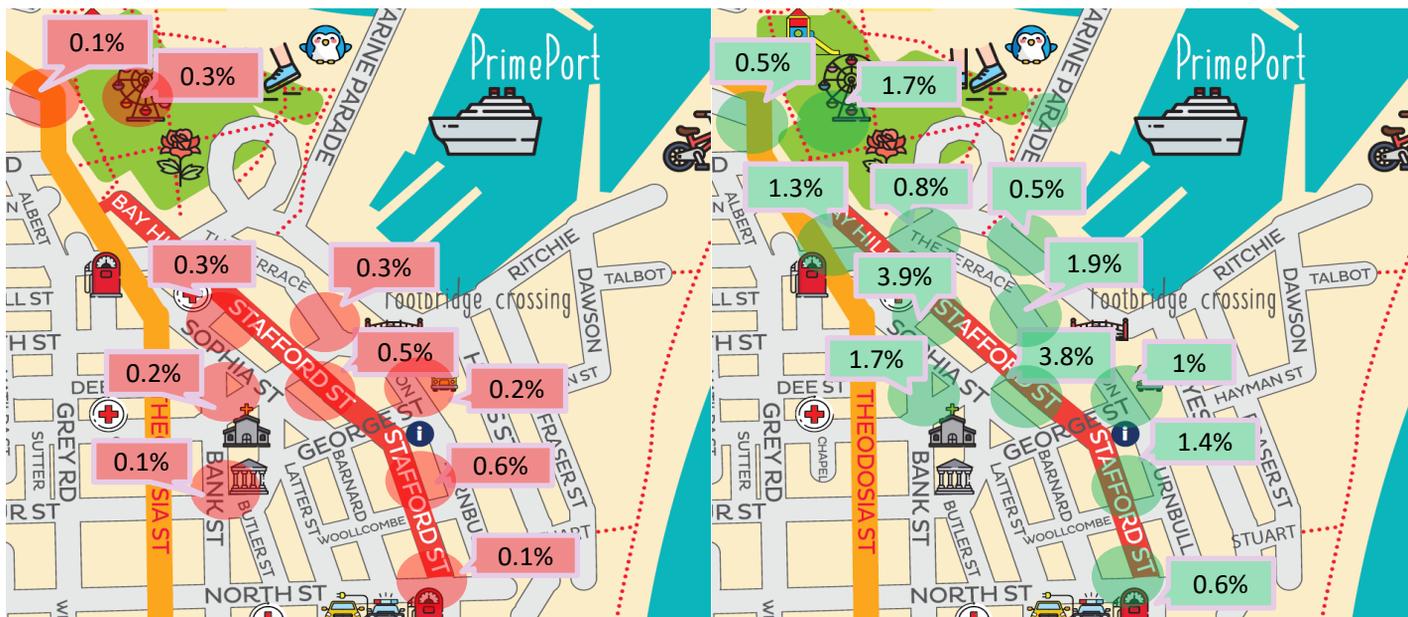
NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q27. Do you bring any of the following with you? Please select all that apply. n=1032
3. Q31. Do you have any requirements or ideas on how to make Timaru city centre more accessible for your needs or your preferred mode of transport to get around the CBD. n=697

Transport links in the city centre



- Slightly more than two in five (42%) respondents do not consider a change is necessary to the existing transport links provided by Council in the Timaru city centre. Another 37% answered 'Don't know' indicating they do not have a strong opinion about the public transport.
- Only 2% of respondents indicated a need for less.
- On the maps below, the red highlights represent areas where residents want to see fewer transport links, while green represents areas where transport links are required.

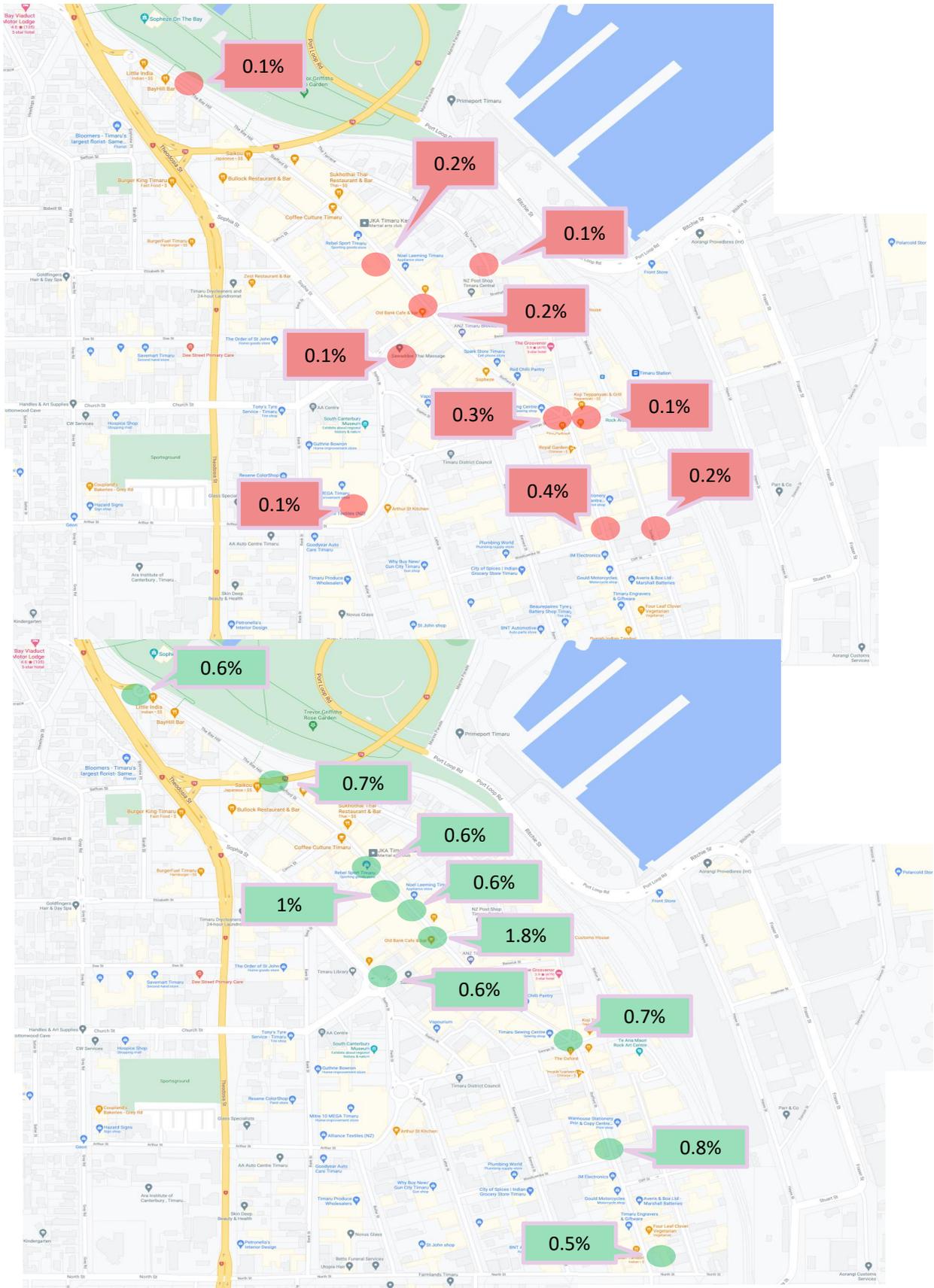


Below are some comments from residents who consider that there is a strong need for more transport links within the city centre:

- A nuanced landscape of public transport provision should be considered. It should likely include scheduled, on-demand, seasonal shuttle, ride-sharing, and others.
- Everywhere. I don't even know what options there are.
- Bus drop offs.
- Enlarge the small bus service and facilities.
- Smaller buses, more regularly to encourage spontaneous use. Maybe put a car park in the Polytechnic field and run a free shuttle to CBD.
- Need a bus hub somewhere, maybe not exactly here.
- A possible solution is to provide a shuttle type service to take people around the CBD bearing in mind the new one-way system I proposed.
- More parking for public transport.
- Maybe a shuttle running between the CBD and some other place, or from one end of Stafford St to the other.

NOTES:
 1. Sample: n= 1032; Excludes 'Don't know' responses
 2. Q33. When you think about public transport links in the Timaru city centre, should Council provide n=1032
 Note: percentages displayed are based on the grid used for coding the map that can be viewed in the 'Appendices' [here](#)

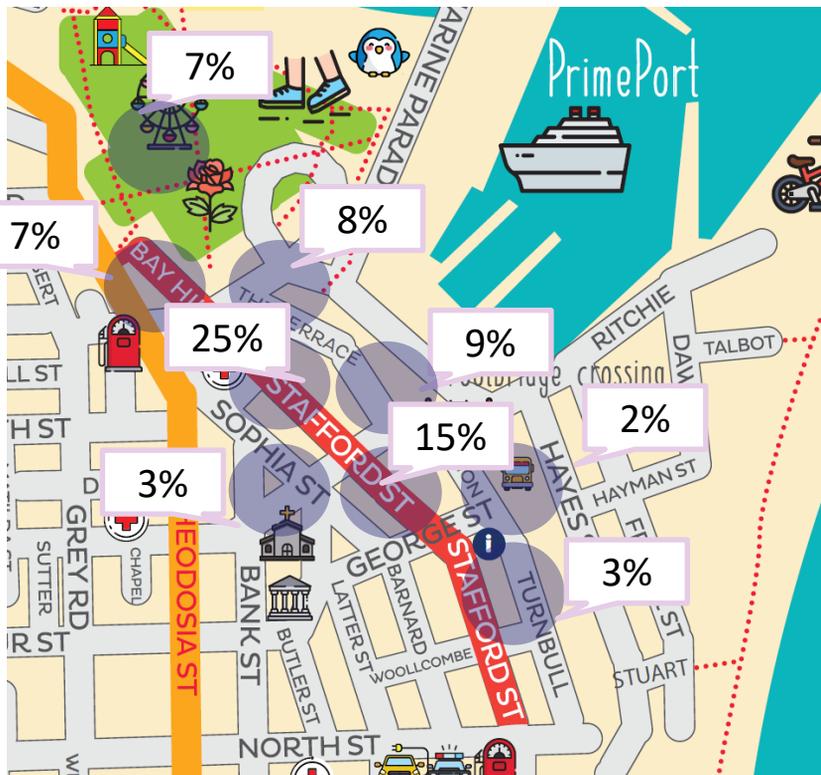
Transport links in the city centre (more detailed breakdown)



NOTES:

1. Sample: n= 1032; Excludes 'Don't know' responses
 2. Q33. When you think about public transport links in the Timaru city centre, should Council provide n=1032
- Note: percentages displayed are based on the grid used for coding the map that can be viewed in the 'Appendices' [here](#)

Pedestrian-friendly areas



- Stafford Street is the most mentioned area to allow for pedestrian-only traffic.
- Respondents consider increased pedestrianisation will encourage more stalls and make it safer for people to walk around without fear of main road traffic.
- The majority of respondents see the area within sectors 17, 18, 24 and 25 (refer to the map in the Appendices) as the most desirable for conversion to a pedestrian only zone.

Below are some comments from residents who consider there is a strong need for pedestrian friendly areas in the city centre:

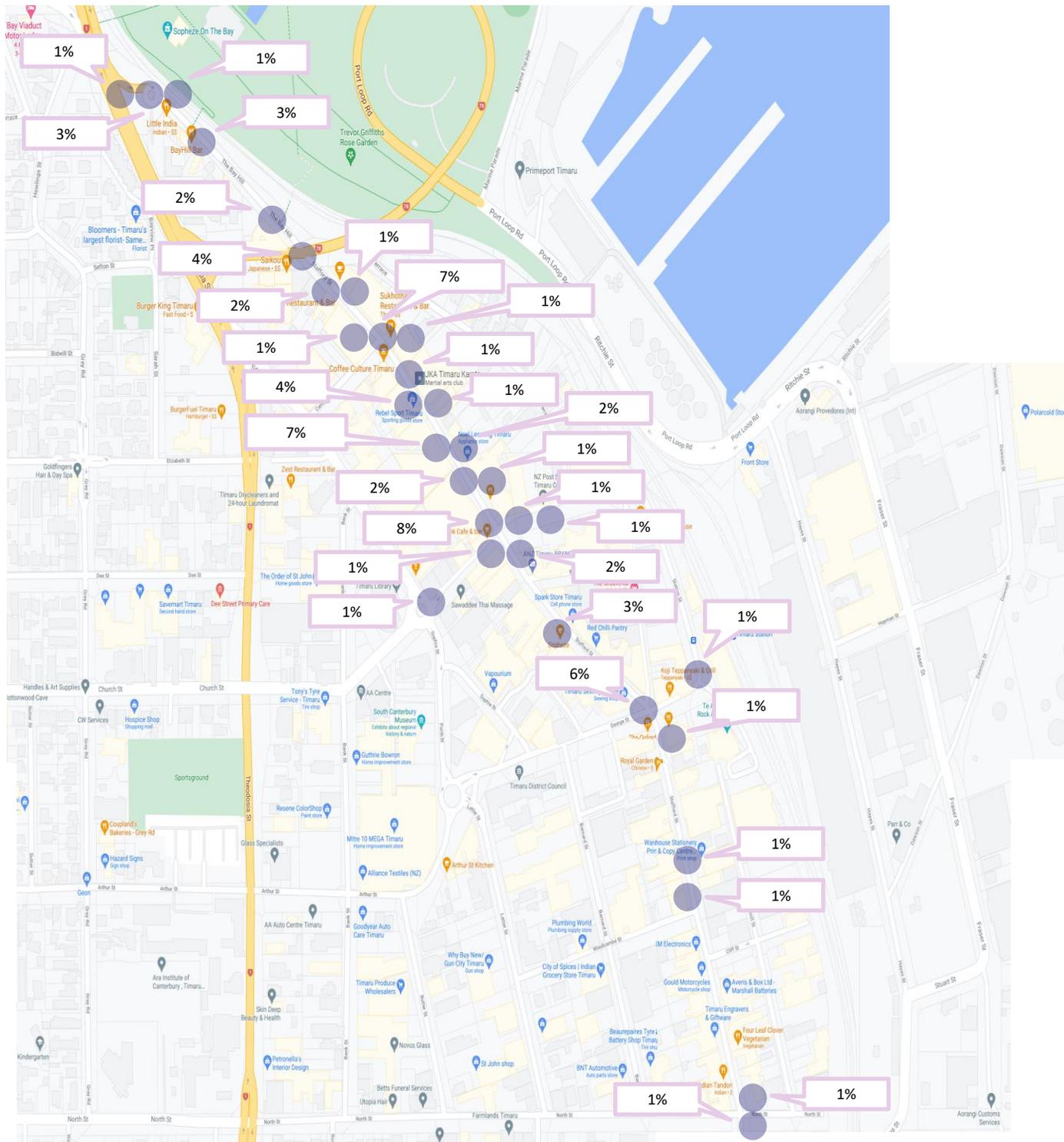
- *The whole area could be subject of a raft of nuanced vehicular restrictions.*
- *Close Stafford Street at the top of hill by Loop Road.*
- *I would like to see the road closed down where the Old Bank is. I think it's George Street. It would cut out part of the crossing and make things safer.*
- *Make Stafford Street more pedestrian/cycle friendly from Bay Hill to George Street.*
- *Either close Stafford St from loop Rd to George St or make it one way but subject to closures (market days/street activity).*
- *Loop Rd to George St ring road with Sophia St. Remove Church St roundabout, open up past old post office, ease corner into George St. Left turn only on to Sefton St.*
- *Yes, already said that Stafford Street should be pedestrian focus.*
- *As described earlier, I think we should close Stafford St from Church to George streets.*
- *Stafford between Chapel and Beswick Streets.*

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q40. If you think that Council should close any city streets to vehicles to create pedestrian friendly hub areas, please indicate on the map below and leave a comment explaining your choices n=1032

Note: percentages displayed are based on the grid used for coding the map that can be viewed in the 'Appendices' [here](#)

Pedestrian-friendly areas (more detailed breakdown)

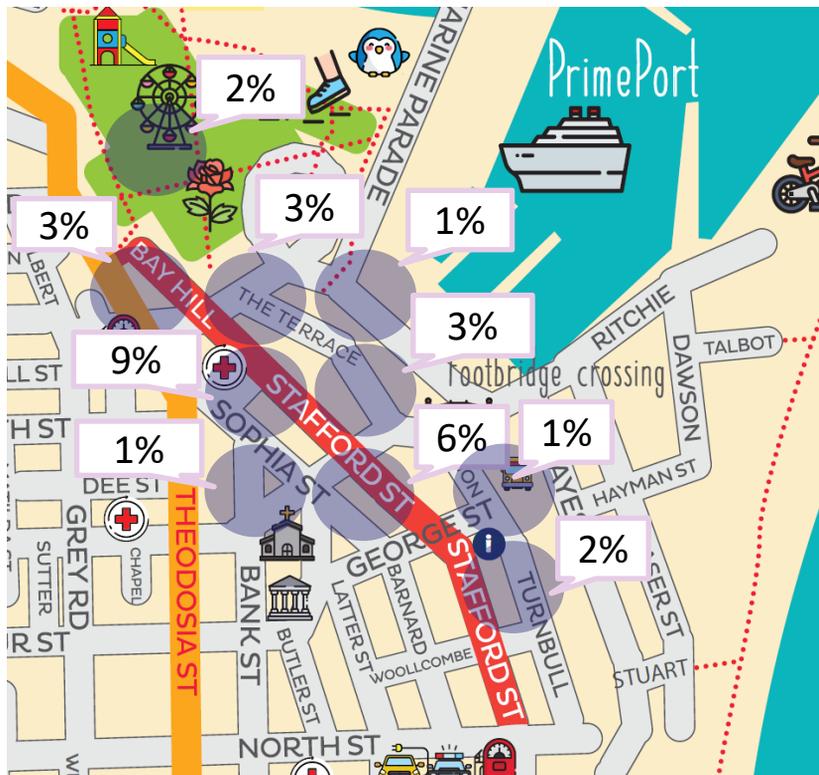


NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q40. If you think that Council should close any city streets to vehicles to create pedestrian friendly hub areas, please indicate on the map below and leave a comment explaining your choices n=1032

Note: percentages displayed are based on the grid used for coding the map that can be viewed in the 'Appendices' [here](#)

One way/single lane streets



- When considering one-way traffic, most respondents think about safety and convenience.
- Most of the recommendations made by respondents involve creating 'loop' roads with no parking from below Bayhill all the way to George street.

Below are some comments from residents who consider one way/single lane traffic in certain areas will provide a better future for the Timaru city centre:

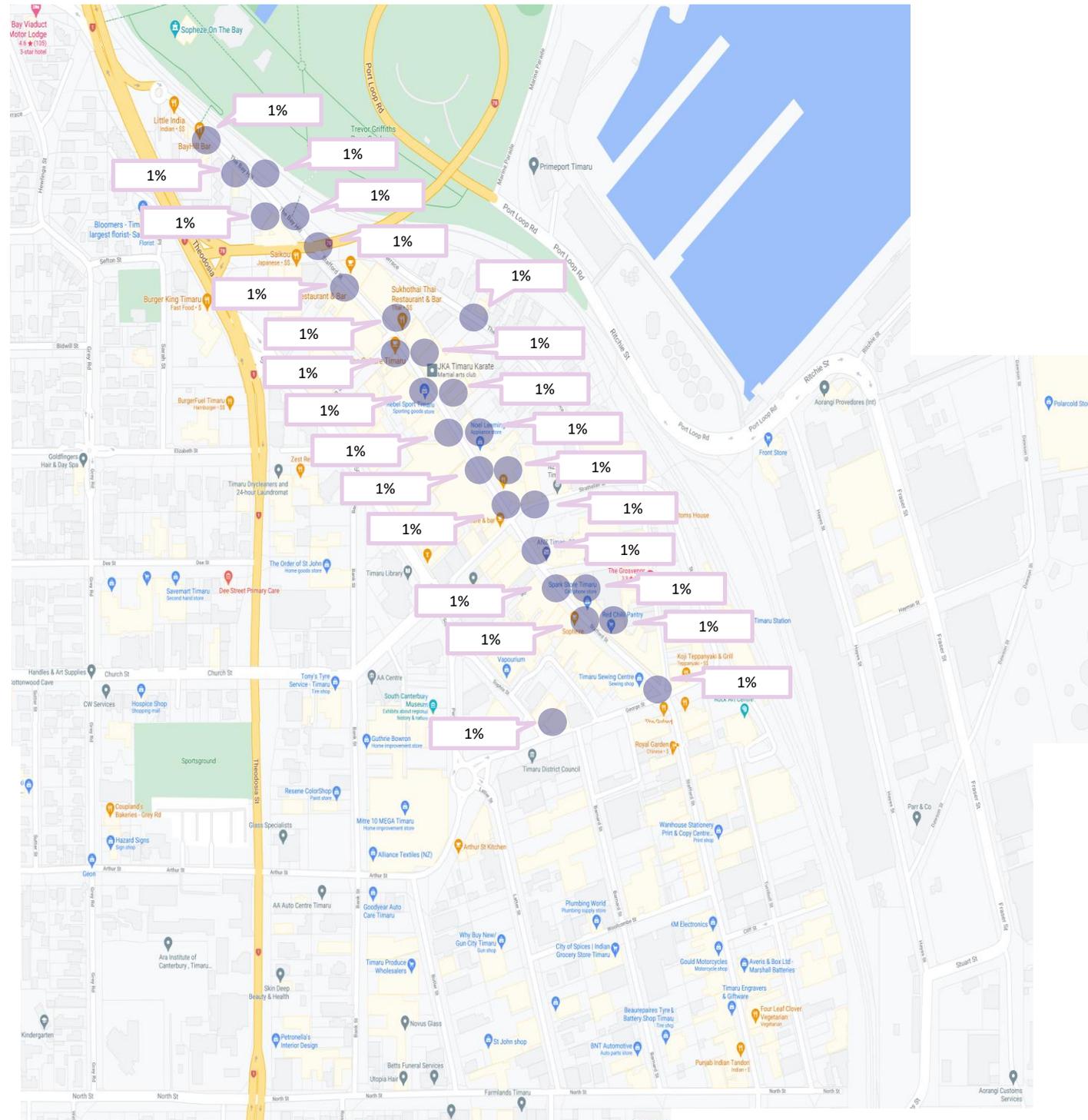
- One way and make it loop round. (25).
- One way top to the bottom. (10).
- Loop Rd to George St. ring road with Sophia St. Remove Church St roundabout, open up past old post office, ease corner into George St. Left turn only on to Sefton St. (10).
- Stafford street except the Bayhill (17).
- One way from George onto Sophia St Right turn only (24).
- Already stated Stafford Street (18).
- One way traffic with no parking would be ok (9).
- Church St/Sophia St could be one way - to make it safer to cross to get to main city amenities like the Library and Church (24).

NOTES:

1. Sample: n= 1032; Excludes 'Don't know' responses
2. Q41. If you think that Council should convert any city streets to one way/single lane, please indicate on the map below and leave a comment explaining your choices n=1032

Note: percentages displayed are based on the grid used for coding the map that can be viewed in the 'Appendices' [here](#)

One way/single lane streets (more detailed breakdown)



NOTES:

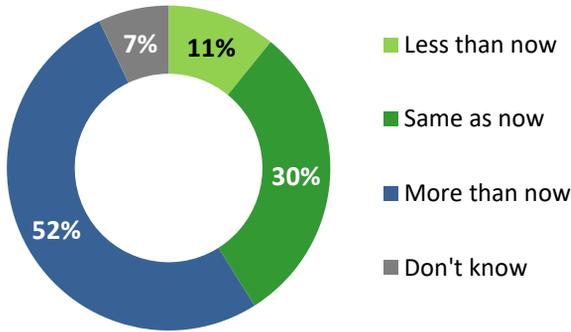
1. Sample: n= 1032; Excludes 'Don't know' responses
2. Q41. If you think that Council should convert any city streets to one way/single lane, please indicate on the map below and leave a comment explaining your choices n=1032

Note: percentages displayed are based on the grid used for coding the map that can be viewed in the 'Appendices' [here](#)

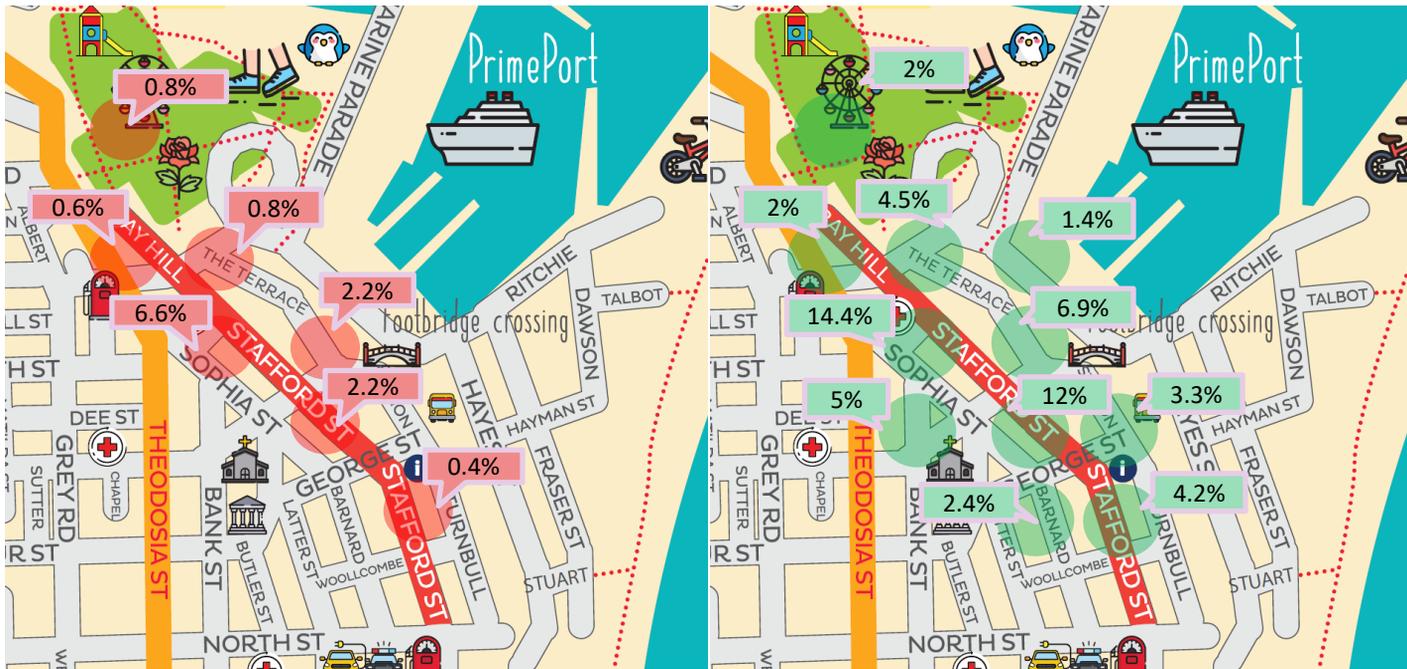


Parking facilities

Carparks provided by the Council in the city centre



- Close to one third of respondents (30%) do not see a need to decrease or increase parking facilities within the city centre.
- However, over half (52%) would like to see more car parks provided by the Council.
- On the maps below, the red highlights represent areas where residents want to see less parking, while green represents the areas that require more parking.

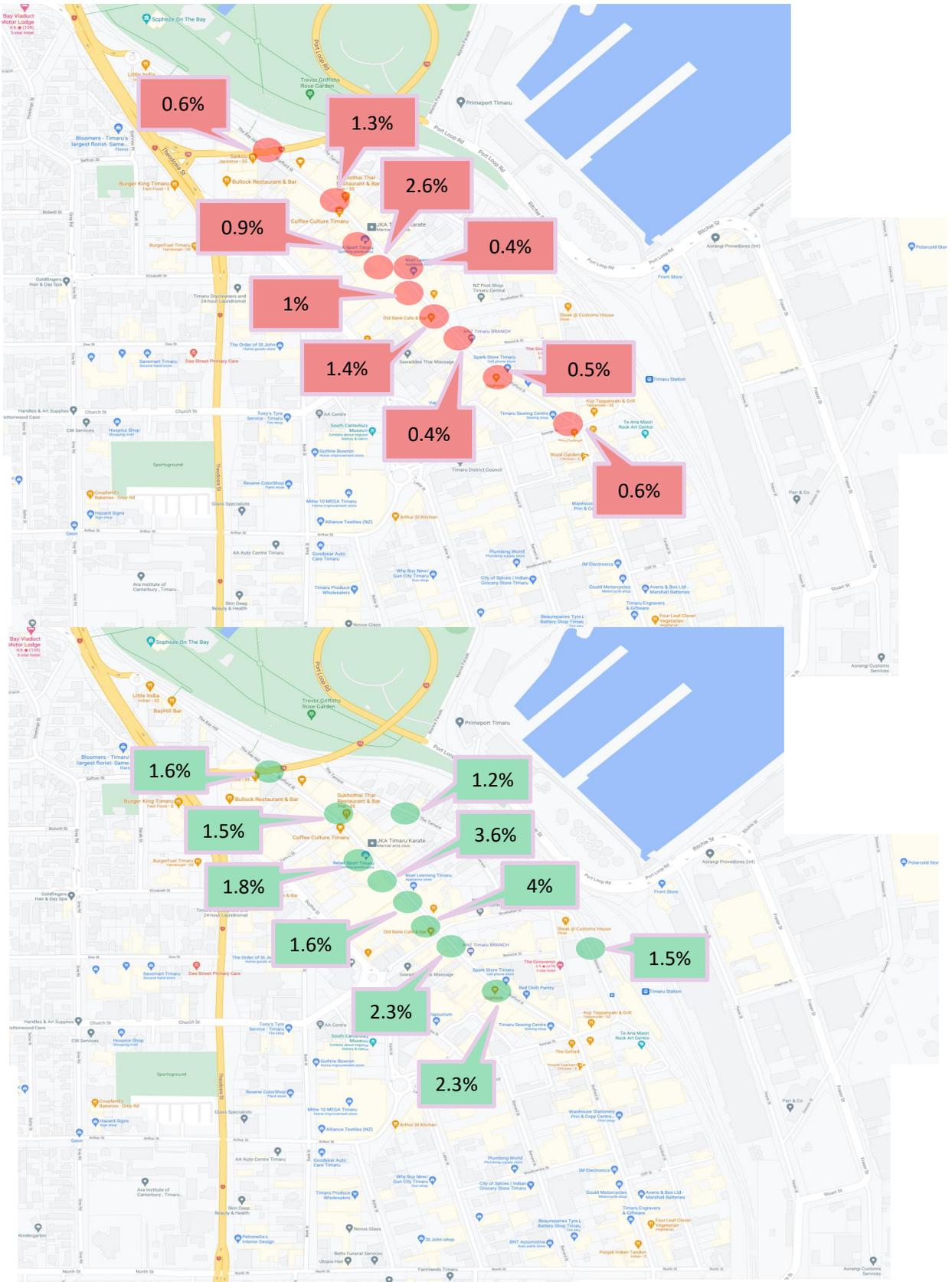


Below are some comments from residents who consider that there should be more/less parking facilities within the city centre:

- It may be worth considering a carpark outside the area and putting restrictions on vehicular entry.
- Similar to Ashburton. Angled parking on one way system.
- There isn't much parking on street so it's difficult to get one, better to remove them and have parking somewhere else close by then walk.
- Make an hour long free carparking on both sides of Church St.
- Once theatre and heritage hub is complete there needs to be a lot more parking for events.
- Need FREE parking close to Stafford street to encourage people to visit.
- A multistorey public carpark could be built where the hydro grand used to be with commercial shop spaces on the ground floor and restrooms.
- New multistorey carpark with validation from those shops patronized for free parking.
- Big multistorey car park complex somewhere down by the rail track/Speights aka house area.
- There should be more public parking around the outer area of the CBD.

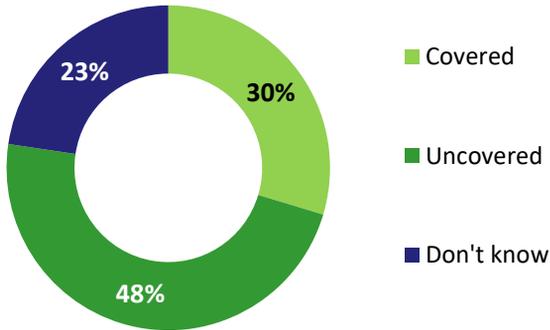
NOTES:
 1. Sample: n= 1032; Excludes 'Don't know' responses
 2. Q32. When you think about street carparks in the Timaru city centre, should Council provide n=1032
 Note: percentages displayed are based on the grid used for coding the map that can be viewed in the 'Appendices' [here](#)

Carparks provided by the Council in the city centre (more detailed breakdown)



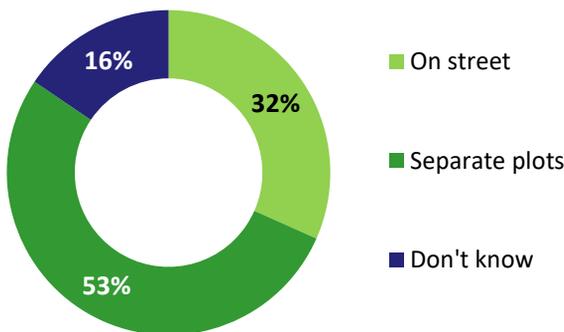
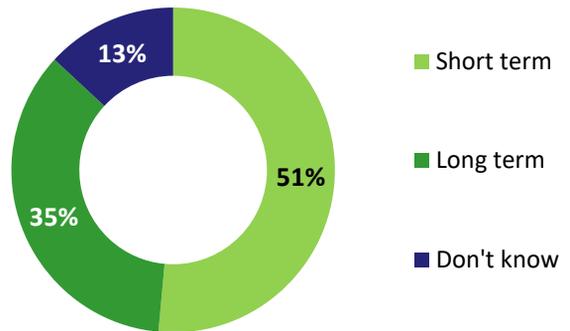
NOTES:
 1. Sample: n= 1032; Excludes 'Don't know' responses
 2. Q32. When you think about street carparks in the Timaru city centre, should Council provide n=1032
 Note: percentages displayed are based on the grid used for coding the map that can be viewed in the 'Appendices' [here](#)

Most convenient options for carparking



- Close to half of respondents consider uncovered parking as the most convenient option (48%).
- This trend is consistent with the verbatim comments that support angle parking and one-way streets.
- 44% of retired respondents prefer uncovered car parks, which suggests they prefer to park close to their locations of interest.

- Over half of the residents are happy to have short-term parking facilities available (51%).
- This trend is consistent with many residents doing shopping, dining and errands in the area.
- 45% of those in the 18-29 age group would like to see more long-term parking.



- Over half of respondents would like to see separate plots for parking within the city centre (53%).
- Based on their verbatim comments, this group are most likely to support a pedestrian-only CBD and accessible parking facilities outside of the main street area.

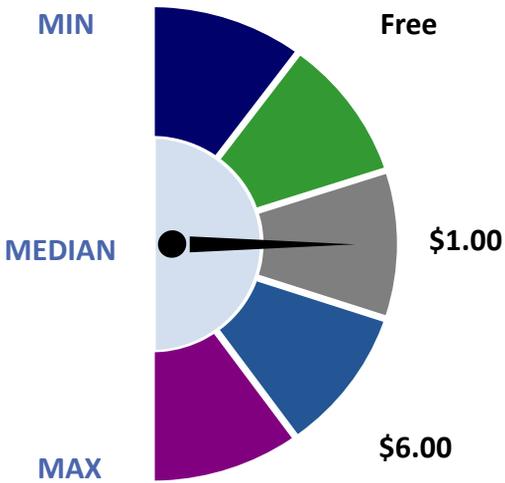
NOTES:

1. Sample: n= 1032;
2. Q34. When you think about Council carparking, what do you find most convenient? In each line choose one option n=1020
3. Detailed data can be found in the 'Appendices' under the relevant section [here](#)

Parking rates, duration and location

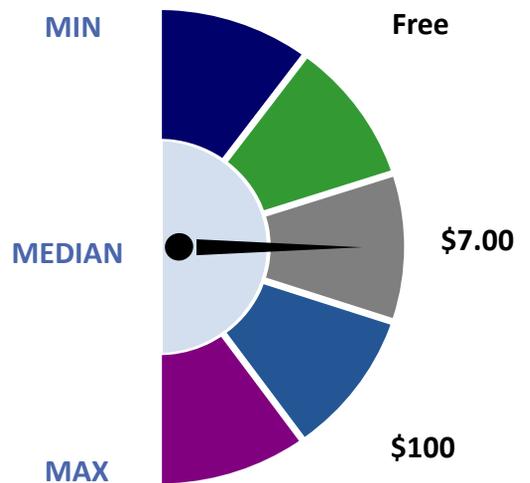
Price (\$)

Hourly



Average hourly rate: \$1.22

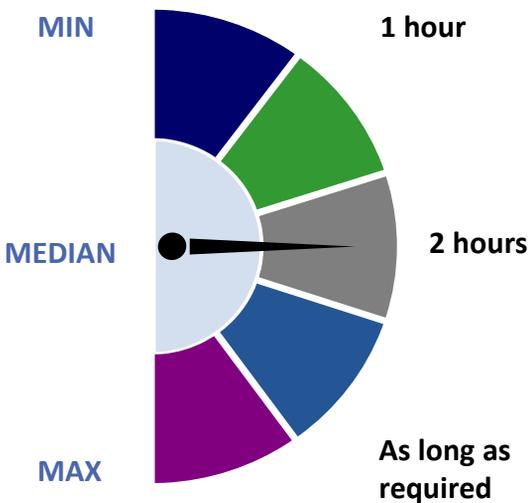
Daily



Average daily rate: \$8.24

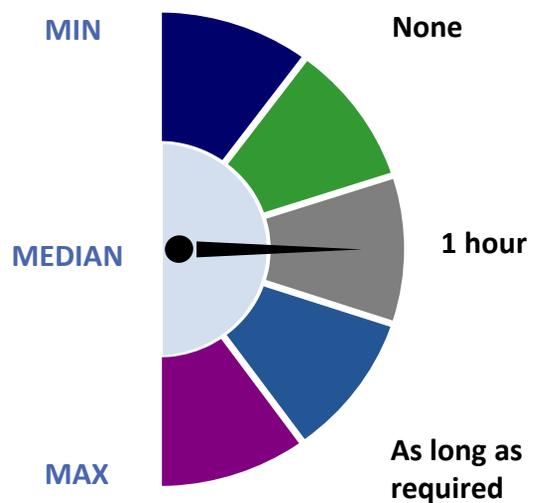
Length of parking (hrs)

Paid



Average length for paid parking: 4.2 hours

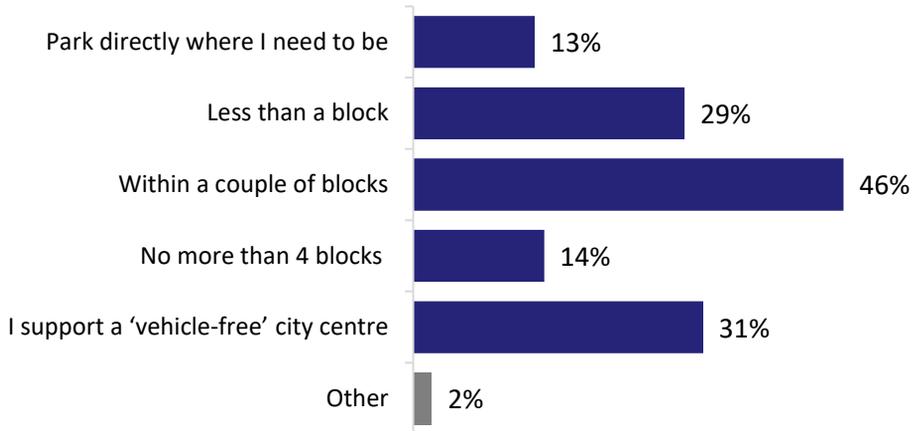
Unpaid



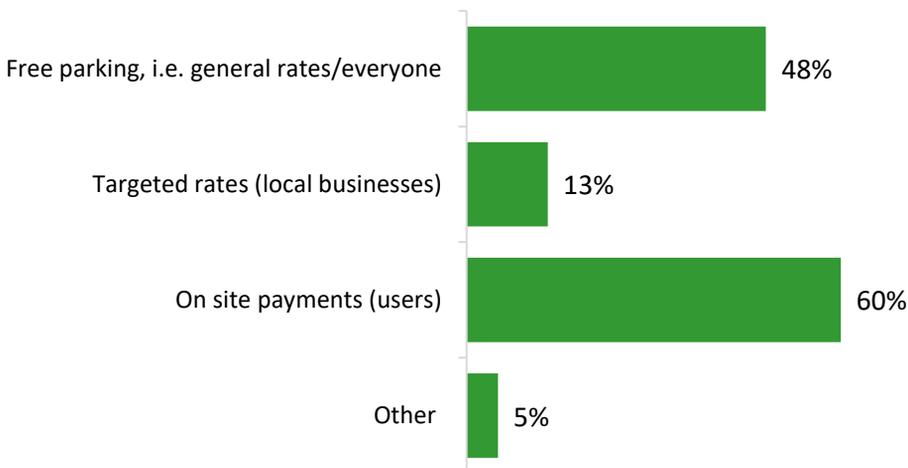
Average length for unpaid parking: 2.45 hours

NOTES:
1. Sample: n= 1032 ;
2. Q35. What do you consider is a reasonable hourly/daily rate for Council parking? n=975
3. Q36. What is the best maximum duration for on street parking?

Parking preference and funding



- Overall, a small proportion (13%) of residents want to park directly next to where they need to be.
- Close to one third (31%) support a 'vehicle-free' city centre.
- Below we list some significant perceptions among different demographics:
 - ✓ The 18-29 age group prefers to park closer to their destination compared with other age groups. 39% want to park less than a block away from their destination. Only 20% (compared with 31% overall) support a 'vehicle-free' city centre.
 - ✓ Residents who identify as Māori are more likely to want to park at their destination (23% compared with 12% for other ethnicities).
 - ✓ Residents with higher annual incomes are more likely to choose a 'vehicle-free' city centre and least likely to choose to park directly where they need to be.



- The majority of respondents support either free parking within the city centre (48%) or user-paid parks (60%)

NOTES:

1. Sample: n= 1032 ;
2. Q37. How far would you find it acceptable to walk from a vehicle (car/public transport) to your destination within the city centre? Please select all that apply. n=1032
3. Q38. When you think about the cost of parking, who should pay for this? Please select all that apply n=1032
4. Detailed data can be found in the 'Appendices' under the relevant section [here](#)

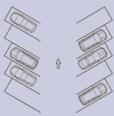
Improvements on the parking situation in the city

Around 800 respondents shared their thoughts on what could be done to improve the parking situation in the city centre:

Create more car parking facilities.



Respondents recommended the Council allocates more plots for parking, even if they are located slightly outside the CBD. Others suggested building multistorey car parks to accommodate growing demand. The overall sentiment is that increased parking is needed to attract more foot traffic to the CBD (regardless of the exact locations of car parks)



Angled parking/one way traffic

Many respondents also suggested changing several streets to 'one-way' and using angled parking to increase the number of available car parks in the city centre.

Increase time limit on parking

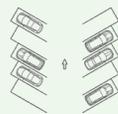


Respondents also outlined the benefits of increasing the current 30-minute time limit on parking, and propose 60 minutes as a more suitable length of time.

Below are some comments that describe parking improvements people would most like to see:



- Remove all parks from the streets. Bigger parking buildings.
- Build two medium height parking buildings, one near the Theatre and one in Barnard Street or Sophia Street.
- Provide more. If necessary, purchase vacant building plots to build multi level parking.
- Purchase land nearby for more parking that everyone can park in and then the CBD could be vehicle free if needed.



- Angle parking with reduced costs and extended times.
- Make Stafford Street angle parking on one side to fit more vehicles.
- Don't force people to have to parallel park, parallel parking slows down traffic and that's why many people just avoid it and park elsewhere. (Referring to Stafford street, the parks are so narrow and the street is so small, it's impossible for new drivers and even experienced ones).

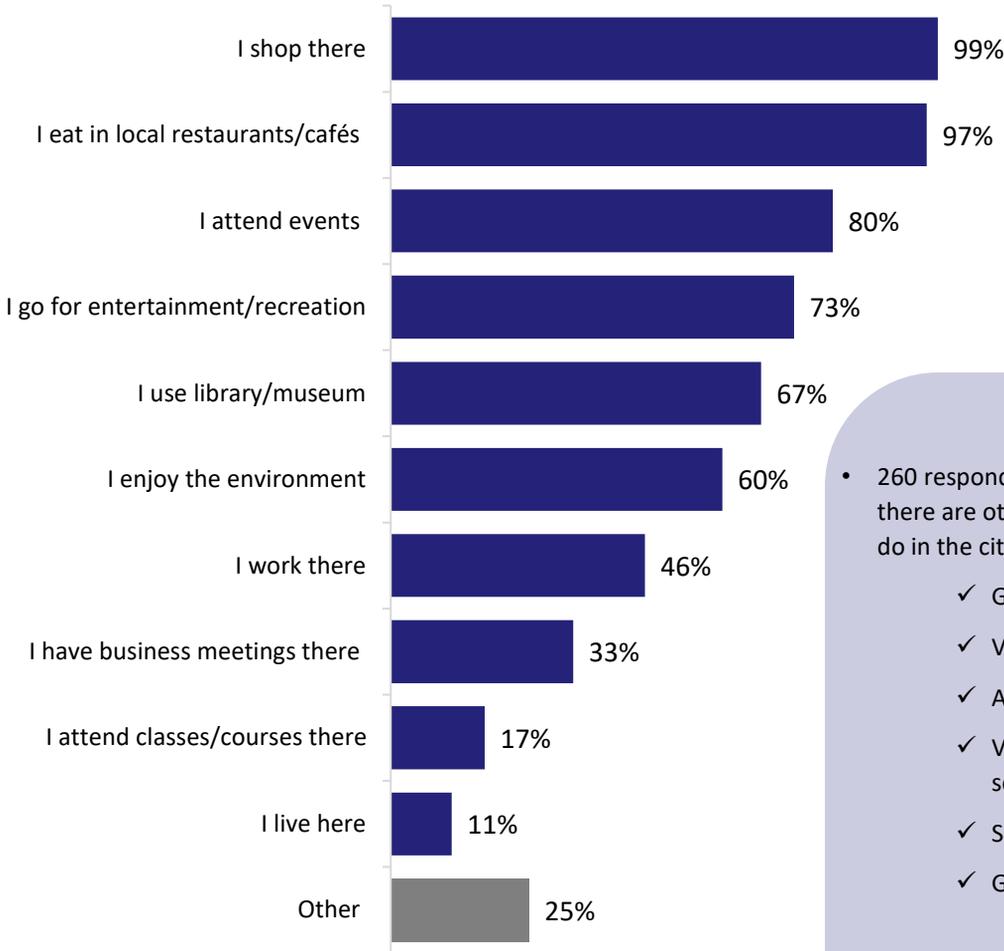


- Maybe parking meters in the centre of Stafford Street with a maximum time of 1 hour.
- Maintain the flow they have established. Shorter term close to the centre and larger time limits as you go out.
- Increase the length of time for minimum parks - 30 mins is not long enough.
- More options like The Terrace free parking for 2 hours.



Spending time in the city centre

Main reasons to be in the city centre



• 260 respondents also commented that there are other things that they regularly do in the city centre such as :

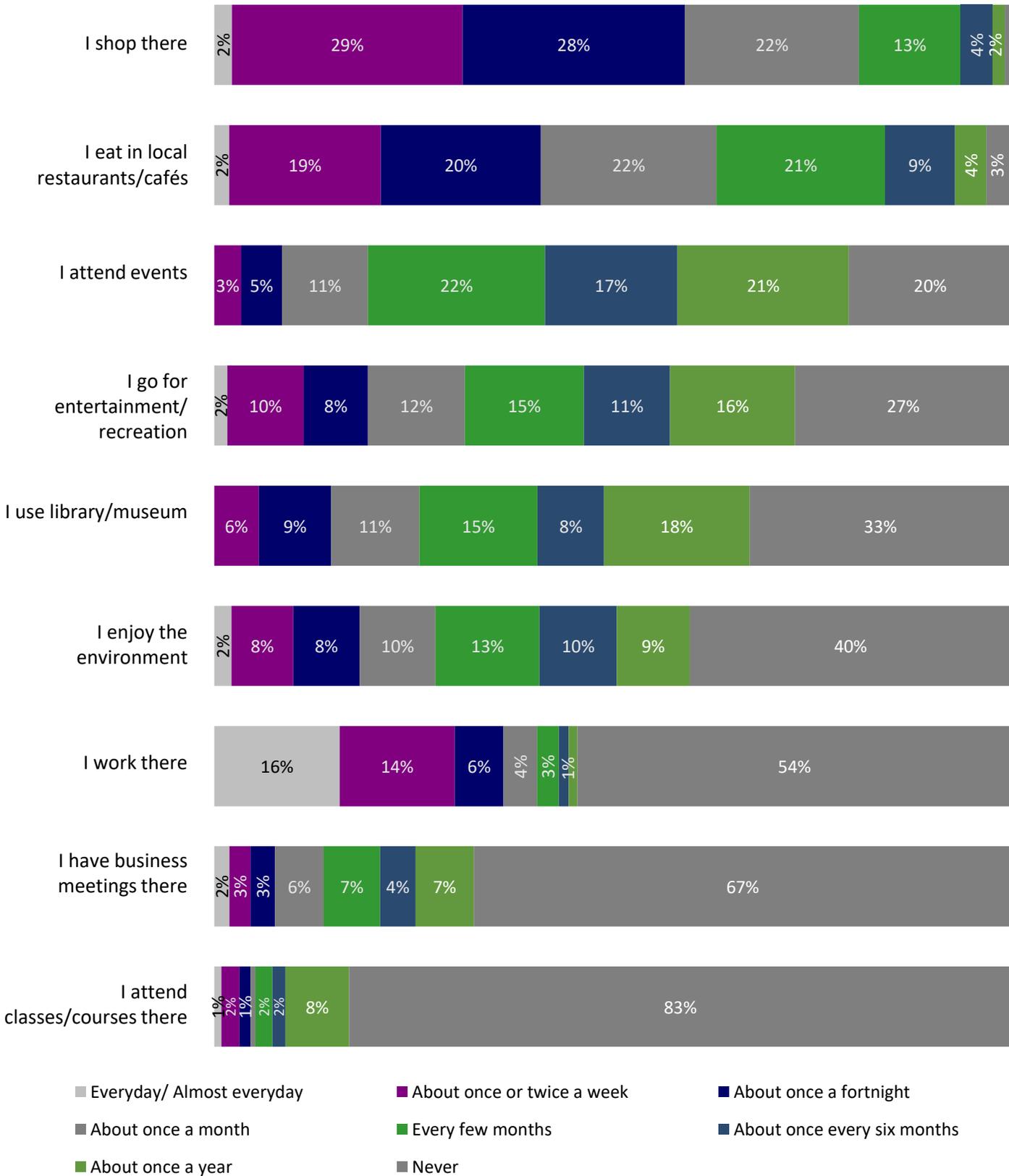
- ✓ Go to the bank
- ✓ Visit a place of worship
- ✓ Attend medical services
- ✓ Visit a hairdresser/spa services/gym
- ✓ Shop at markets
- ✓ Go to a car mechanic

- Shopping and dining are the two main reasons for residents to visit the CBD.
- The next most common purposes for residents visiting the city are going to entertainment venues (73%) and attending events (80%).
- Older residents are more likely to go to the CBD for shopping more often than other age groups.
- Younger residents either don't use or very rarely use libraries and museums.
- Residents who have lived for the least time in the area are most likely to attend events in the city centre. However, they are also most unlikely to use a library or museum.
- Apart from recreation, residents with the income below \$70K a year are still likely to go to the city centre for things like shopping, dining, using a library and other activities.

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q23. Do you live in the Timaru city centre? n=1029
3. Q24. What are the main reasons for you visiting the Timaru city centre and how often do you visit the city centre for each of the reasons, e.g. once a week, everyday? Please select all that apply.

Main reasons to be in the city centre. Frequency and activities



NOTES:

- Sample: n=1032 ; Excludes 'Don't know' responses
- Q24. What are the main reasons for you visiting the Timaru city centre and how often do you visit the city centre for each of the reasons, e.g. once a week, everyday? Please select all that apply. n=993

Most visited places in the city centre



- All areas with visitation levels over 10% are highlighted above.

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q14. On the map below, can you mark up to five places that you usually visit while in the city centre. Can you tell us something about those places? n=1032

Detailed data can be found in the 'Appendices' under the relevant section [here](#)

Note: percentages displayed are based on the grid used for coding the map that can be viewed in the 'Appendices' [here](#)

Selected comments

27% chose the area of Stafford Street across the street from Noel Leeming (corresponding to section 446 on the map from the Appendices):

- *May visit Farmers if I needed something, generally don't shop in the main street at all, especially if the tiles are wet.*
- *I visit Farmers to browse through there specials racks. Too expensive otherwise.*
- *Speights bar a drink with friends.*
- *EB games I think is around here? Go-to games and pop culture store. Only other place is The Warehouse.*
- *The first part of town with the majority of retail stores and cafés.*
- *Noel Leeming*
- *ASB, Farmers, \$2 Shop, Ballantynes, Kathmandu.*

16% chose the are around Sukhothai Thai Restaurant and bar (corresponding to section 327 on the map from the Appendices):

- *Ballantynes, Cameron's, MacShaws, hair cut, Grind House.*
- *Ballantynes as this is a place I like to shop as they carry brands that I like.*
- *Sukhothai, macpac.*
- *Ballantynes, I. have shopped here since I married in 1959. Movie Max regularly until lockdown. ANZ, but now everything is online or telephone. Ringmakers every 1-2 years to have rings checked. Zest restaurant several times a year.*
- *Optician.*
- *Good parking to visit main street and also the library.*

13% chose the area on Stafford Street above intersection with Strathallan street, near Old Bank Café and Bar (corresponding to section 526 on the map from the Appendices)

- *Large Selection of shops.*
- *Westpac bank, our company bank.*
- *Old bank for a beer.*
- *It is the most likely place to get a park on the main street - if you are there at the right time.*
- *WINZ*
- *Library*
- *Do some of my shopping in town if I can't by online or need something urgent.*

NOTES:

1. Sample: n= 1032; Excludes 'Don't know' responses
2. Q14. On the map below, can you mark up to five places that you usually visit while in the city centre. Can you tell us something about those places? n=1020

What residents want to be able to do in the city centre

Days of the week/time of the day	Morning	Afternoon	Evening
Monday	<ul style="list-style-type: none"> Shopping 10% Work 3% Café/restaurant 3% Library 1% Sport activities 1% 	<ul style="list-style-type: none"> Shopping 10% Café/restaurant 3% Work 3% Library 1% Recreation 1% 	<ul style="list-style-type: none"> Shopping 2% Café/restaurant 1% Sport activities 1% Recreation 1% Work <1%
Tuesday	<ul style="list-style-type: none"> Shopping 8% Work 3% Café/restaurant 2% Library 1% Sport activities 1% 	<ul style="list-style-type: none"> Shopping 7% Work 3% Café/restaurant 3% Library 1% Sport activities 1% 	<ul style="list-style-type: none"> Shopping 2% Café/restaurant 2% Work 1% Sport activities 1% Recreation 1%
Wednesday	<ul style="list-style-type: none"> Shopping 8% Café/restaurant 4% Work 3% Banking 1% Sport activities 1% 	<ul style="list-style-type: none"> Shopping 10% Café/restaurant 4% Work 4% Library 2% Banking 1% 	<ul style="list-style-type: none"> Café/restaurant 3% Shopping 2% Recreation 1% Work 1% Sport activities <1%
Thursday	<ul style="list-style-type: none"> Shopping 6% Café/restaurant 4% Work 3% Sport activities 1% Errands 1% 	<ul style="list-style-type: none"> Shopping 10% Café/restaurant 5% Work 3% Sport activities 2% Recreation 1% 	<ul style="list-style-type: none"> Café/restaurant 5% Shopping 4% Recreation 1% Work 1% Sport activities 1%
Friday	<ul style="list-style-type: none"> Shopping 9% Work 3% Café/restaurant 2% Banking 1% Socialising 1% 	<ul style="list-style-type: none"> Shopping 11% Café/restaurant 4% Work 3% Banking 2% Socialising 1% 	<ul style="list-style-type: none"> Café/restaurant 13% Shopping 8% Socialising 3% Work 2% Recreation 2%
Saturday	<ul style="list-style-type: none"> Shopping 28% Café/restaurant 14% Recreation 2% Socialising 2% Work 1% 	<ul style="list-style-type: none"> Shopping 22% Café/restaurant 15% Recreation 3% Socialising 2% Work 1% 	<ul style="list-style-type: none"> Café/restaurant 17% Shopping 11% Socialising 3% Recreation 3% Work <1%
Sunday	<ul style="list-style-type: none"> Shopping 10% Café/restaurant 9% Recreation 3% Socialising 1% Walking on the beach 1% 	<ul style="list-style-type: none"> Shopping 13% Café/restaurant 12% Recreation 4% Library 1% Walking on the beach 1% 	<ul style="list-style-type: none"> Café/restaurant 4% Shopping 3% Recreation 1% Work <1% Walking on the beach <1%

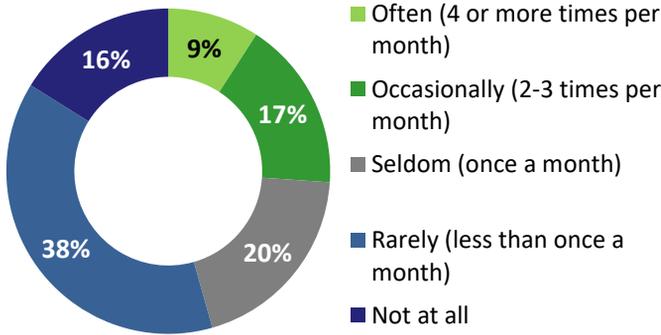
NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q25. Can you describe what you would most like to be doing in the city centre and the ideal time for you to do it? n=1032



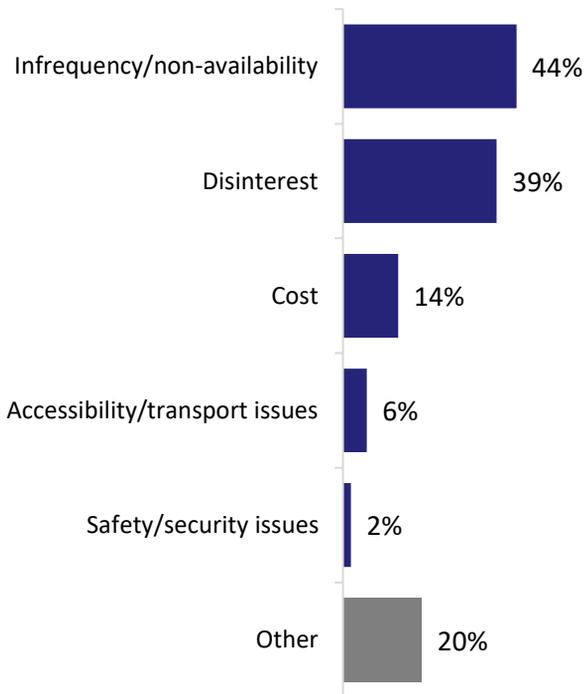
Entertainment, recreation and events

Attendance and limitations



- 16% of residents rarely attend events organised by the Council in the city centre.
- The proportion of non-attendees is especially high among Geraldine residents (23%), Māori (24%), newcomers (27%), and those with an annual income between \$15K - \$29K.

- Infrequency/non-availability (44%) and Disinterest (39%) are the two most common reasons why locals do not attend or rarely visit Timaru city centre for recreational/entertainment activities or events.



Some of the other limitations mentioned:

- *There is not enough happening in the city centre. It all happens at the bay.*
- *Nothing on at present. Have entertainment in own town in the district.*
- *Because I am happier to do this in Geraldine, where I live.*
- *The theatre royal is not open, so I am going to Christchurch.*
- *What activities and events are there? I can only think of the Santa parade and soapbox derby. A pedestrian centre could allow food trucks there and give a nice atmosphere kind of like Cuba street in Wellington.*
- *The movies is only 1 place. Need a bowling alley or something more*

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q42. On average, how often do you visit Timaru city centre for recreational/entertainment activities or events? n=1020
3. Q43. What is preventing you from attending recreational/entertainment activities or events in the Timaru city centre more often? Please select all that apply n=521 (those who do not attend or rarely attend events) 105 comments left for 'Other'
4. Detailed data can be found in the 'Appendices' under the relevant section [here](#)

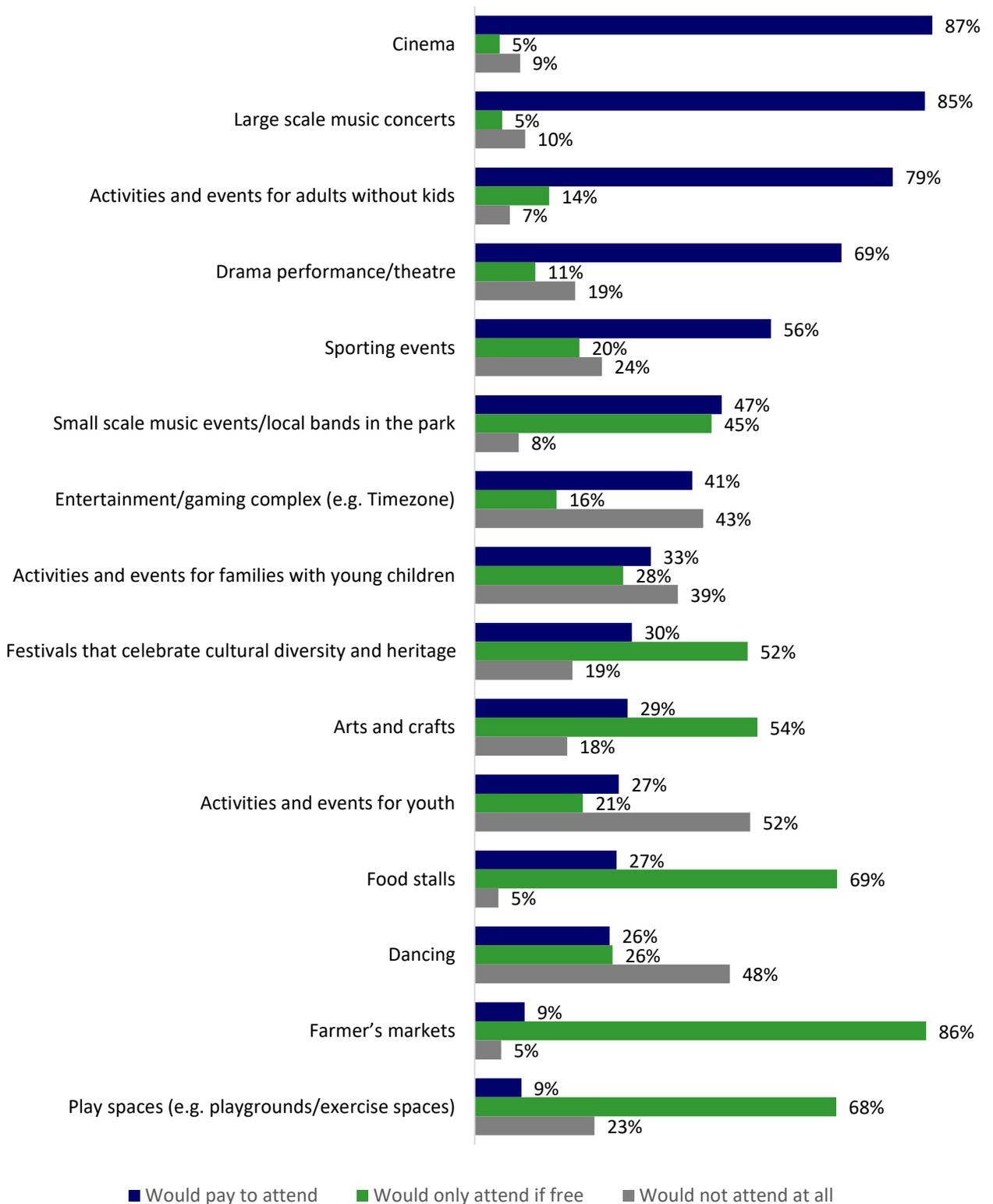
Entertainment, recreation and events that residents would want to see in the city centre

Days of the week/time of the day	Morning	Afternoon	Evening
Monday	<ul style="list-style-type: none"> Play spaces 39% Cinema 19% Entertainment/gaming complex 15% 	<ul style="list-style-type: none"> Play spaces 38% Cinema 28% Entertainment/gaming complex 21% 	<ul style="list-style-type: none"> Cinema 30% Play spaces 22% Entertainment/gaming complex 18%
Tuesday	<ul style="list-style-type: none"> Play spaces 39% Cinema 19% Entertainment/gaming complex 16% 	<ul style="list-style-type: none"> Play spaces 39% Cinema 29% Entertainment/gaming complex 22% 	<ul style="list-style-type: none"> Cinema 32% Play spaces 23% Entertainment/gaming complex 19%
Wednesday	<ul style="list-style-type: none"> Play spaces 39% Cinema 19% Entertainment/gaming complex 17% 	<ul style="list-style-type: none"> Play spaces 39% Cinema 31% Entertainment/gaming complex 24% 	<ul style="list-style-type: none"> Cinema 34% Play spaces 23% Entertainment/gaming complex 20%
Thursday	<ul style="list-style-type: none"> Play spaces 39% Cinema 20% Entertainment/gaming complex 18% 	<ul style="list-style-type: none"> Play spaces 39% Cinema 34% Entertainment/gaming complex 28% 	<ul style="list-style-type: none"> Cinema 38% Drama performance/Theatre 26% Entertainment/gaming complex 24%
Friday	<ul style="list-style-type: none"> Play spaces 41% Arts and crafts 26% Food stalls 23% 	<ul style="list-style-type: none"> Play spaces 41% Cinema 40% Entertainment/gaming complex 35% 	<ul style="list-style-type: none"> Cinema 47% Activities and events for adults without kids 45% Drama performance/Theatre 42%
Saturday	<ul style="list-style-type: none"> Farmer's markets 58% Food stalls 44% Play spaces 43% 	<ul style="list-style-type: none"> Small scale music events/local bands in the park 53% Food stalls 47% Festivals that celebrate cultural diversity and heritage 46% 	<ul style="list-style-type: none"> Large scale music concerts 58% Activities and events for adults without kids 51% Cinema 49%
Sunday	<ul style="list-style-type: none"> Farmer's markets 44% Play spaces 42% Food stalls 37% 	<ul style="list-style-type: none"> Small scale music events/local bands in the park 43% Festivals that celebrate cultural diversity and heritage 42% Play spaces 42% 	<ul style="list-style-type: none"> Cinema 44% Small scale music events/local bands in the park 36% Drama performance/Theatre 34%

NOTES:

- Sample: n=1032 ; Excludes 'Don't know' responses
 - Q44. What kinds of recreational/entertainment activities, events or facilities would you like to see more of in the city centre? Please select all that apply
- Note: for each particular square the TOP-3 options are listed

Pay to attend



■ Would pay to attend ■ Would only attend if free ■ Would not attend at all

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q44. What kinds of recreational/entertainment activities, events or facilities would you like to see more of in the city centre? Please select all that apply n=806

Other areas to focus on

Almost half of respondents (n=404) recommended aspects of entertainment, recreation and events they would like the Council to focus on:

Music.



Live music events, international band performances, music festivals. Events related to music were one of the most mentioned by respondents.

Fun for all ages.



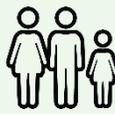
Respondents also mentioned more family-oriented events, activities and facilities for younger children and youth, such as ten-pin bowling or playgrounds.

Theatre Royal.



Respondents proposed rebuilding the Theatre Royal, bringing it back to life, and working on better usage of the facility as a few of the areas to focus on.

Below are some comments that describe improvements to entertainment options people would like to see.



- *Maybe get the Sound Shell on the Bay to have bands playing monthly in summer or other things to watch.*
- *Caroline Bay is underused for concerts. It could be so amazing but the seating area etc. needs a huge upgrade.*
- *I love going into town when there's live music, however, when they are on Strathallan Corner there's nowhere you can sit and enjoy. If you sit by the fountain, you are behind them.*
- *More music concerts.*

- *Combine Chipmunks and Flipout with a clip and climb to give people a recreation hub.*
- *Safety of small children, whilst we loved the Christmas at the Bay and Halloween, there was no designated area for preschoolers, so my daughter cried like many others her size as the big rough kids were dominating the bouncy castles, so she couldn't have a turn.*
- *It would be good for something to be specifically available for the youth entertainment.*
- *Family focused events are always popular*

- *Professional theatrical productions.*
- *Better usage of the Theatre Royal or better advertising of events if it is being used frequently. I haven't heard of anything happening there in years.*
- *Hopefully, we will get more events in the Theatre Royal after the upgrade.*
- *Getting the Theatre Royal and Cultural complex up and running as soon as possible so shows from out of town can come back.*
- *More small events in the Theatre Royal. Access for schools and community groups.*

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q45. Is there anything else in regards to the entertainment, recreation and events that you would like us to focus on? n=404

Nightlife

Below is an overview of the nightlife activities and events respondents mentioned they attend or would like to attend regularly:



Spring.

During the spring, the most common forms of nightlife entertainment include dining out, having drinks in the pubs and bars and spending time outside.



Summer.

Having food and drinks remain the most common entertainments in the evening. A few respondents also mentioned open air concerts and walking along the beach in Caroline Bay.



Autumn.

Movies, music, meals with others and social drinks are a few of the nightlife activities that residents enjoy. Respondents also mentioned they enjoyed attending autumn festivals.



Winter.

Festivals, family events, movies and dining are popular winter entertainment options. Most people prefer indoor activities for warmth during the cold season.



All year round

People enjoy many things all year round, including visiting cafés, restaurants, walking in the Bay, and much more. Many people commented they would attend a greater variety of events and activities if there were more nightlife entertainment options available.

Some residents' comments on their entertainment preferences:

- *Because of our age we do not regularly attend evening events. Mostly just occasional concerts/shows at the Theatre Royal. Do not try to cater for oldies - the young people are the people with the energy and interest for new things.*
- *Dancing, socialising, eating out, walking and being active in the outdoors, listening to bands, trying new foods, playing games and activities.*
- *Entertainment like bands in a safe environment. Other locations have wineries with entertainment options. Something like that but suited to Timaru location and warm.*
- *Comedy or music shows, happy hours at bars or restaurants. Outdoor cinemas or tenpin bowling. Night markets.*
- *Anything exciting and social and different from just going out for the same old meal and movie or the same old drinks at the same 3 bars.*
- *Cafes and restaurants. Caroline Bay walking. Theatre and live entertainment.*
- *Attend a concert, film or play at a venue offering light food and coffee/wine at the venue. Go to a comfortable, licensed restaurant offering fish/vegetarian or ethnic food.*

NOTES:

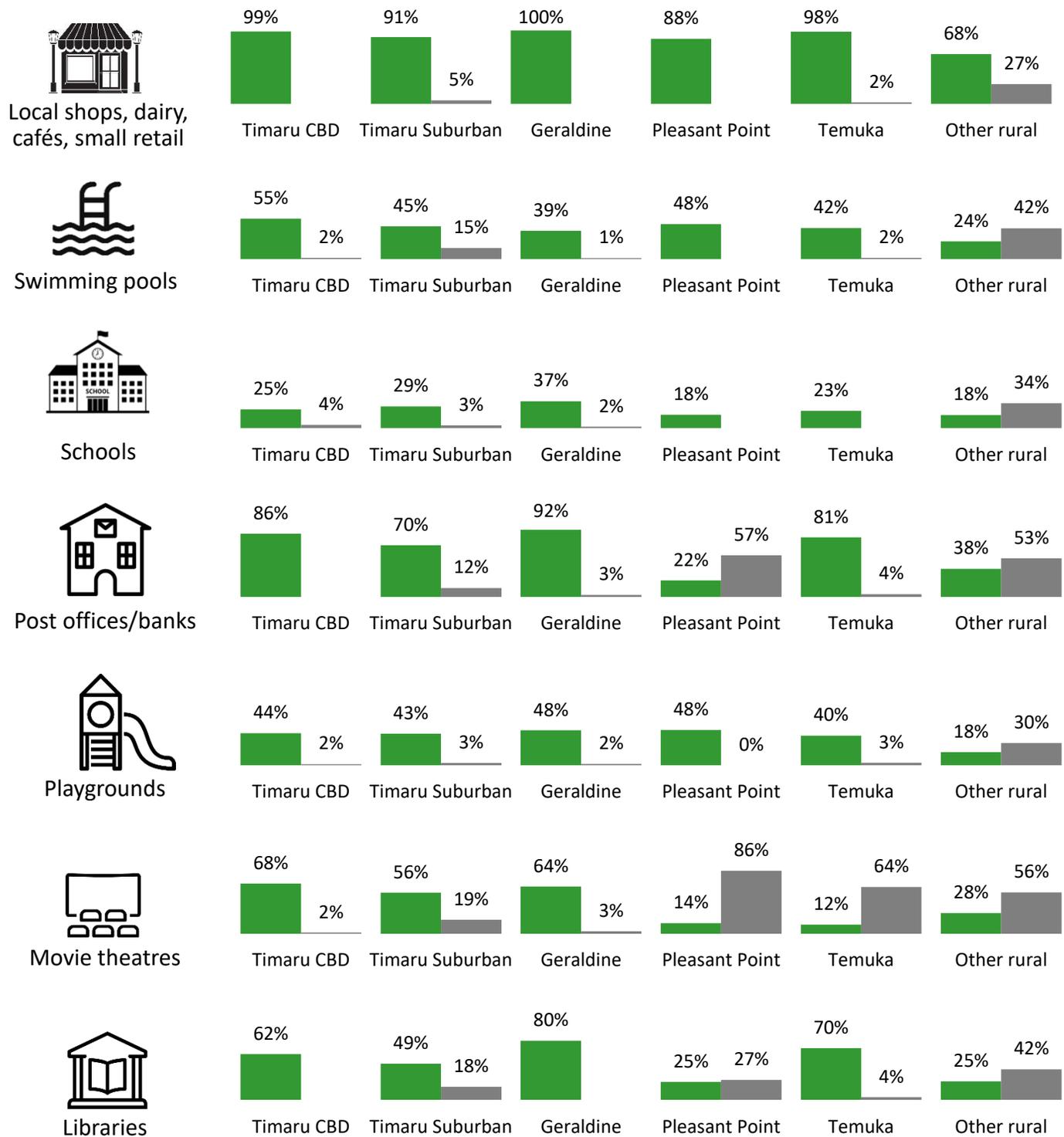
1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q51. Thinking about nightlife, what would you like to do in the evenings/at night in the Timaru city centre? We would also like to know how often would you do those things and if there are any particular seasons or days that you would prefer?



Services and facilities

Usage of local services and facilities

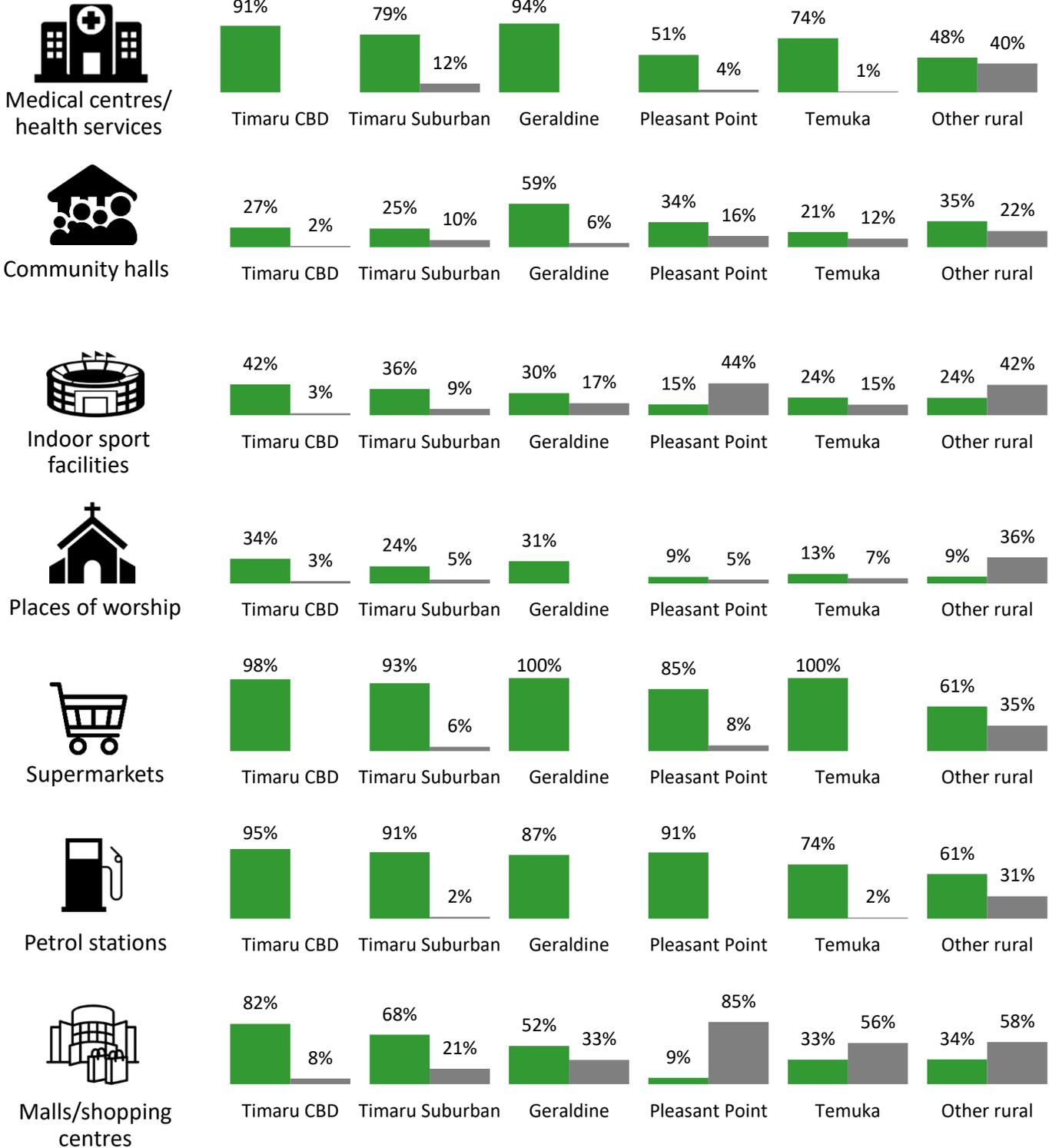
- The following illustration shows what services and facilities people use in their neighbourhoods.
- The grey colour segments show the proportion of residents who say a facility is not available locally. These figures indicate the potential for increased usage if facilities become more widely available in future.



NOTES:
 1. Sample: n= 1032; Excludes 'Don't know' responses
 2. Q46. Which local services and facilities do you use in the suburb/township that you live? n=955
 Note: analysis is based on area respondents reside in.

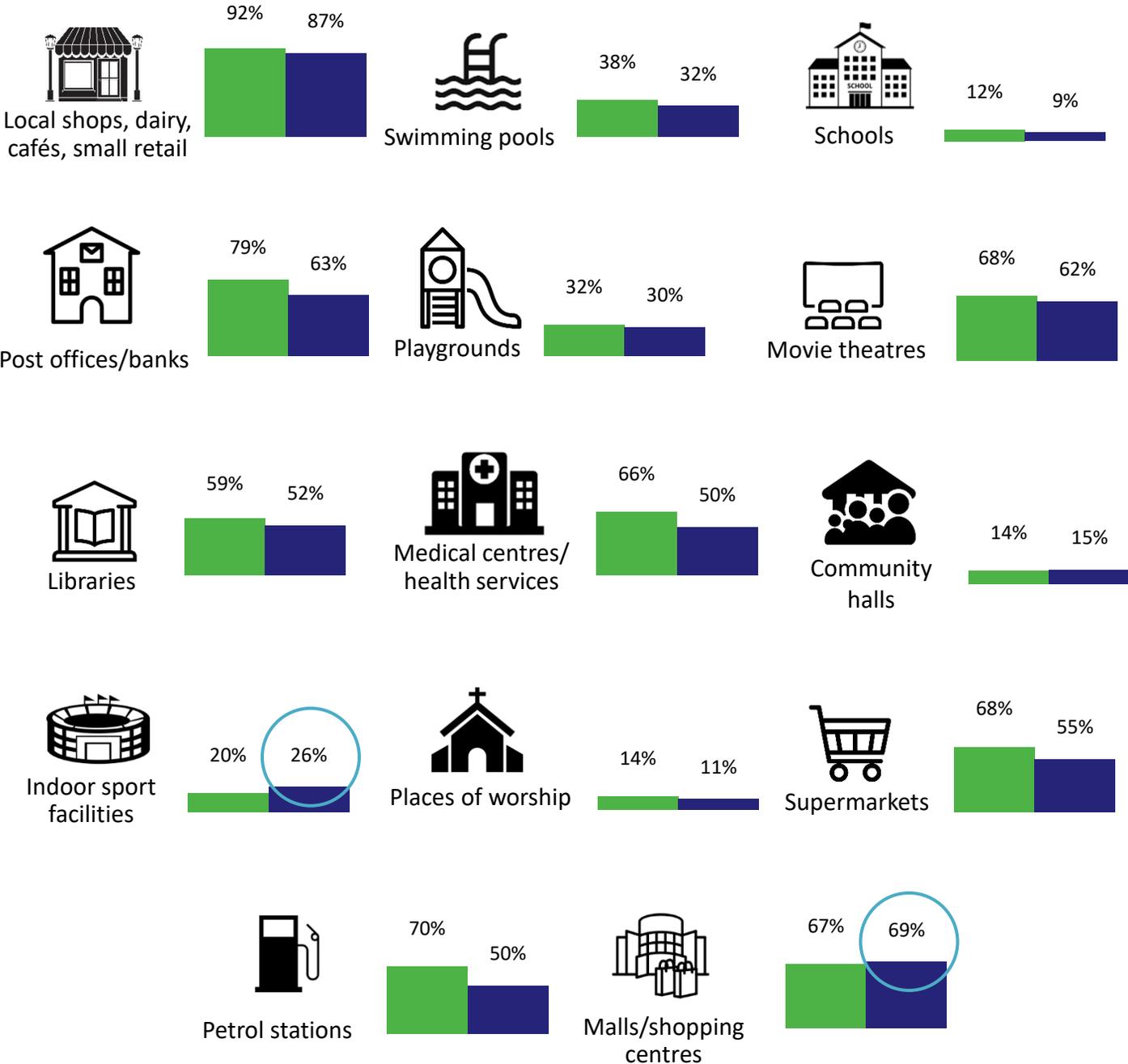
Usage of local services and facilities (continued)

- The following illustration shows what services and facilities people use in their neighbourhoods.
- The grey colour segments show the proportion of residents who say the facility is not available locally. These figures indicate the potential for increased usage if facilities become more widely available in future.



NOTES:
 1. Sample: n= 1032; Excludes 'Don't know' responses
 2. Q46. Which local services and facilities do you use in the suburb/township that you live? n=955
 Note: analysis is based on area respondents reside in.

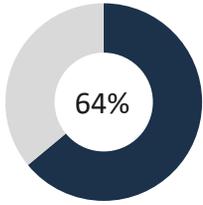
Services and facilities people use and would use within the city centre if available



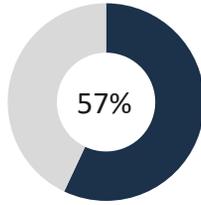
- Green indicates the proportion of respondents that use the facilities, while dark blue shows the proportion of respondents that would use the said facility if available and perceive that said facility is currently not available.
- Having Malls/shopping centers, as well as indoor sport facilities could attract more residents to the CBD.
- Facilities within the city centre are relatively popular among residents, with local shops and post offices/banks being the most used at 98% and 79% respectively.
- The most used facilities are shopping-related.

NOTES:
 1. Sample: n=1032 ; Excludes 'Don't know' responses
 2. Q47. Thinking about the Timaru city centre, which local services and facilities do you use? n=945

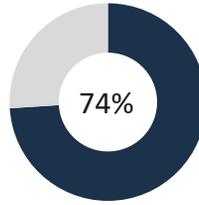
Food and beverage choices within the city centre



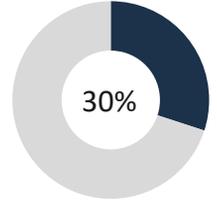
Have their favourite café located in the city centre



Have their favourite bar or pub located in the city centre



Have their favourite restaurant located in the city centre



Have their favourite takeaway located in the city centre

- Close to three-quarters of the respondents (74%) have their favourite restaurant located in the city centre.
- Just three in ten respondents (30%) have their preferred takeaway located in the city centre.

Quality food and beverage options missing from the CBD

Over seven in ten respondents (n=730) noted they would travel to get the following food and beverage options that are missing in the city centre:

- ✓ Food court/food hall
- ✓ Bakery
- ✓ Restaurants with authentic cuisines (suggested options included Italian and Mexican)
- ✓ Healthy food options (including vegan and gluten-free)
- ✓ More diversity in the restaurants
- ✓ Better priced options with lunch menu specials
- ✓ Restaurant with an outdoor sitting area
- ✓ Restaurant with live music
- ✓ Good takeaways and drive-throughs
- ✓ Street food options

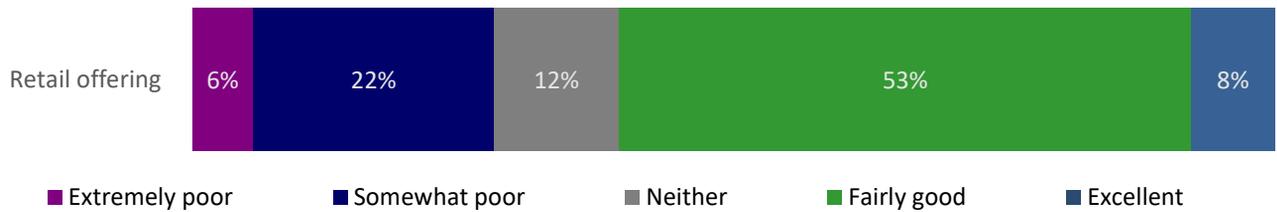
NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q49. From your favourite places below, can you select where they are located? n=926
3. Q50. In your opinion, what is missing or poor in the Timaru city centre in regard to food and beverage options, especially that would make you travel there? Please describe your ideal venue – consider things like opening hours, menu, some special features, design etc. n=730



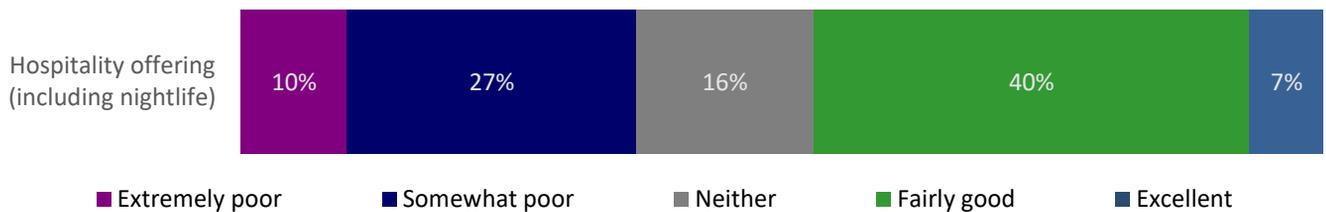
Priorities and improvement opportunities

Evaluation of different aspects of the city centre



Respondents' comments outlining poor performance:

- *I can find better outside of the CDB. Also parking is pretty bad.*
- *Shops' choices are below average.*
- *We just need to stop wasting space for shops we don't need or aren't popular, we need new, fresh and better shops is seriously important, make it more fun.*
- *It's old, drab and boring. Shops look down at young people. Cater only for the elderly (except for the slippery tiles).*
- *Empty retail space, need to go to ChCh to shop for clothing esp. teenagers and children.*



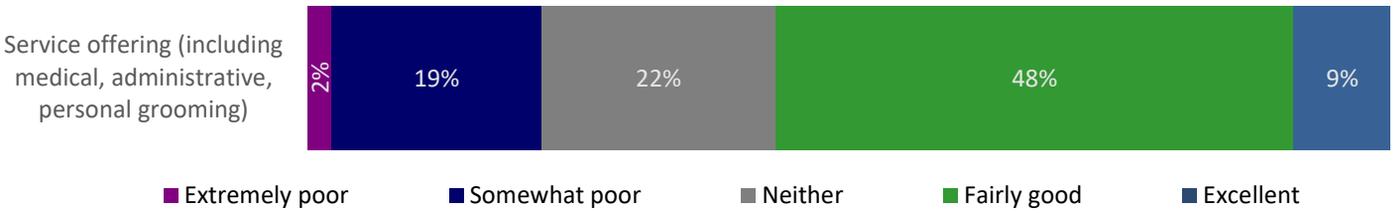
Respondents' comments outlining poor performance:

- *Quality of dining places is not as high nor selection as good as other towns in Timaru District.*
- *Hospitality offering (including nightlife) - while we have a lot of restaurants, we have hardly any entertainment offerings - particularly for smaller shows and events, as the current venues are priced beyond the abilities of artists to afford. Service offering (including medical, administrative, personal grooming) - not important but also not existent. Entertainment/recreation offering (including events, activities, facilities) - See hospitality, Caroline Bay is also underutilised. Accessibility/transport - lack of parking. Look and feel (including culture and heritage, safety, environment) - cold dark environment, lack of culture.*

NOTES:

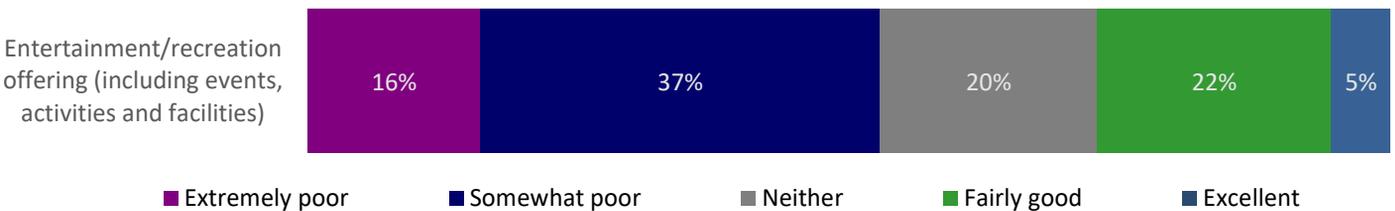
1. Sample: n= 1032; Excludes 'Don't know' responses
2. Q21_1 Can you rate aspects of the Timaru city centre on the scale from 'extremely poor' to 'excellent'. n=1016
3. Q22. If you have rated any of the aspects as 'poor', please explain your scores. n=723
4. Detailed data can be found in the 'Appendices' under the relevant section [here](#)

Evaluation of different aspects of the city centre (continued)



Respondents' comments outlining poor performance:

- *There's only one place for a pedicure and it's unhygienic.*
- *There are few Drs' practices in the main street, one set of public toilets and little accommodation.*
- *No doctors on Stafford street, but so what? The doctors have grouped in Dee Street. However, this makes bus travellers awkward. Get one area full of medics and get the buses going past.*
- *Medical and admin in town doesn't feel right.*



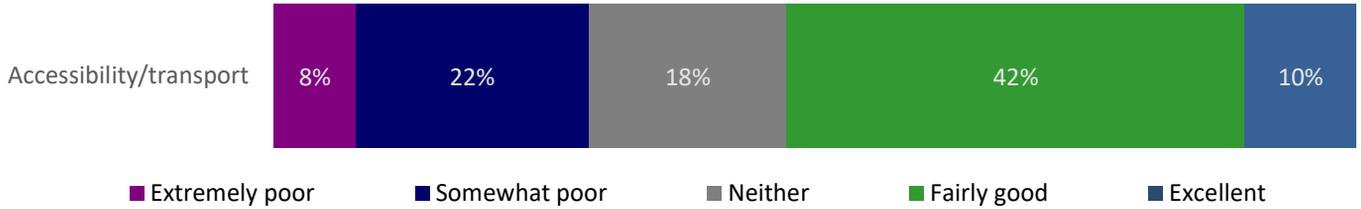
Respondents' comments outlining poor performance:

- *I don't feel like there is much going on in Timaru in general..*
- *Nothing for activities around the CBD and the amenities are dirty.*
- *Entertainment is picture theatre, Theatre Royal and Caroline Bay Lack of carparks, public toilets at northern and southern end of Stafford Street Limited seating for mobility impaired.*
- *There isn't much in the way of recreational facilities in the centre. Only one lot of toilets which aren't particularly nice.*

NOTES:

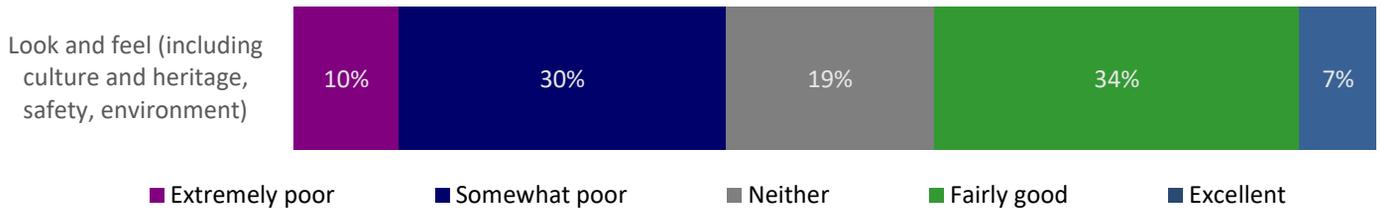
1. Sample: n= 1032; Excludes 'Don't know' responses
2. Q21_1 Can you rate aspects of the Timaru city centre on the scale from 'extremely poor' to 'excellent'. n=1016
3. Q22. If you have rated any of the aspects as 'poor', please explain your scores. n=723
4. Detailed data can be found in the 'Appendices' under the relevant section [here](#)

Evaluation of different aspects of the city centre



Respondents' comments outlining poor performance:

- *Not enough parking and public toilets or seating areas, no commercial accommodation.*
- *General transport around town could be improved with a free 'hop on/hop off' town tram car, that follows a set route. Accessibility to museum could also be improved with a fun mini cable car up the stair entrance.*
- *Timaru taxis are terrible. The Myway is great but is not offered at night.*
- *Lack of public transport particularly in the evening Stafford St has a sad tired vibe about it.*



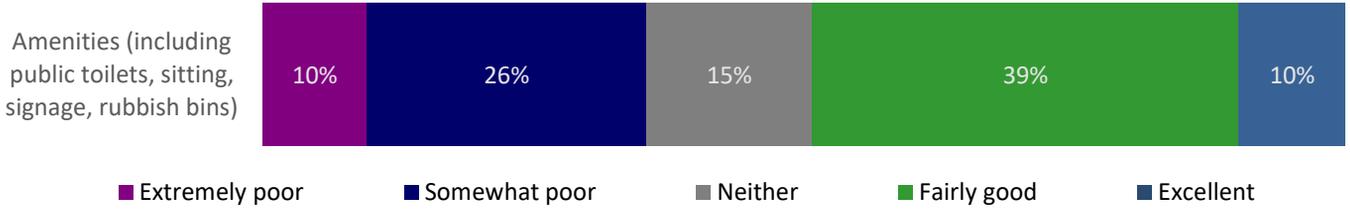
Respondents' comments outlining poor performance:

- *No cohesion in look and feel, no personality. The CBD could be any town anywhere.*
- *There is no atmosphere in Timaru. Its just a place to go and get what you need, then leave again.*
- *Some more modern buildings in the main street would improve the feel and vibe as a modern building shows a CBD is growing and a modern building beside a heritage building can make a heritage building stand out.*
- *Has a terrible feel to the whole place. Is tired, worn out. There's no attraction in going to the city centre, other than when it is a necessity.*

NOTES:

1. Sample: n= 1032; Excludes 'Don't know' responses
2. Q21_1 Can you rate aspects of the Timaru city centre on the scale from 'extremely poor' to 'excellent'. n=1016
3. Q22. If you have rated any of the aspects as 'poor', please explain your scores. n=723
4. Detailed data can be found in the 'Appendices' under the relevant section [here](#)

Evaluation of different aspects of the city centre



Respondents' comments outlining poor performance:

- *The toilets are always unusable and smell disgusting. There is one accommodation facility. The parks are too small. Restaurant and social scene is non-existent. There is no night life.*
- *Amenities could be nicer, accommodation options could be better, entertainment improvements such as a bigger theatre for events.*
- *There are very few public toilets and often they are poorly maintained. There isn't a great selection of retail options.*
- *Cleaner environment and toilets is a must. Signage etc. can definitely be updated. Especially if it ties in with the heritage look.*



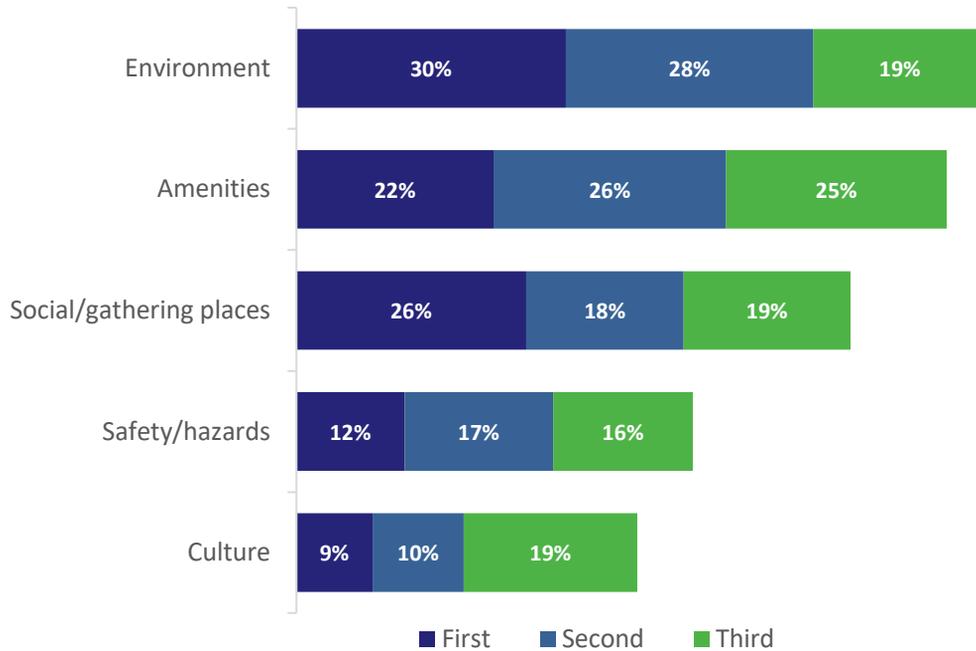
Respondents' comments outlining poor performance:

- *Low quality accommodation in CBD. High-end apartments could be developed for example in the old ACC building.*
- *I wouldn't probably stay in Timaru as a visitor unless it was for a specific event. The CBD doesn't provide enough to book a night's accommodation and hang out.*
- *Accommodation offering. One Hotel i.e. the Grosvenor. Few Motels on the Bay Hill. Timaru needs a 5-star hotel on the old Hydro Grand site at the top of the Bay Hill.*
- *There is only one accommodation provider in the CBD, there are no conference or large meeting venues in the CBD, other than movies or food outlets there are no other recreational venues in the CBD.*

NOTES:

1. Sample: n= 1032; Excludes 'Don't know' responses
2. Q21_1 Can you rate aspects of the Timaru city centre on the scale from 'extremely poor' to 'excellent'. n=1016
3. Q22. If you have rated any of the aspects as 'poor', please explain your scores. n=723
4. Detailed data can be found in the 'Appendices' under the relevant section [here](#)

Opportunities for improvement – top-3 areas in order of importance



Age significance:

- Social/gathering places are top priority improvements for those aged 18-29 (78%), compared with 63% overall.

Ward:

- Safety/Hazards are a significantly more important issue for residents from Pleasant Point – Temuka (52%), than for residents from Timaru 45%.

Length of stay:

- This factor has a significant impact on residents' perceptions of improvement priorities.
- 76% of newcomers consider Culture to be a top priority, compared with just 38% overall.
- 42% of newcomers chose Amenities as one of their top-3 priorities compared with 73% overall.

Income:

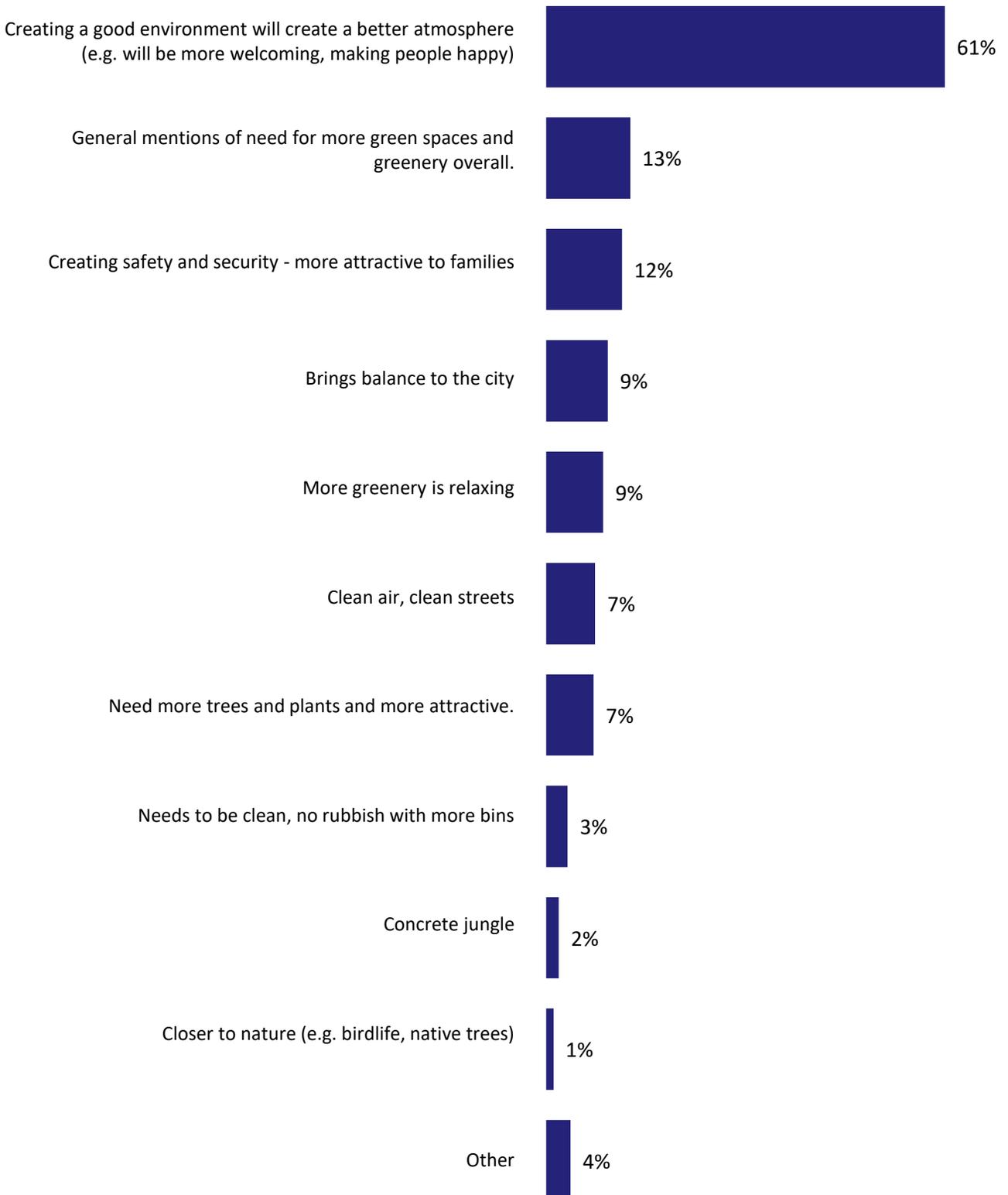
- This factor plays an important role in forming residents' views of improvement priorities.
- For example, residents with an income over \$130K a year are most likely (79%) to prioritise Social /gathering places compared with 63% overall and 50% for those with an annual income between \$15K and \$29K.

- Looking at residents' top-3 improvement priorities, 77% chose Environment, followed by Amenities (73%) and Social/gathering places (63%).

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q52. Thinking again about the opportunities for improvement, can you place the areas below in order from 1 – 'Most important' to 5 – 'Least important' n=864
3. Q53. Can you tell us more about the areas that you have rated 1-3. What makes them most important and what components within these areas do you think are of the most importance?
4. Detailed data can be found in the 'Appendices' under the relevant section [here](#)

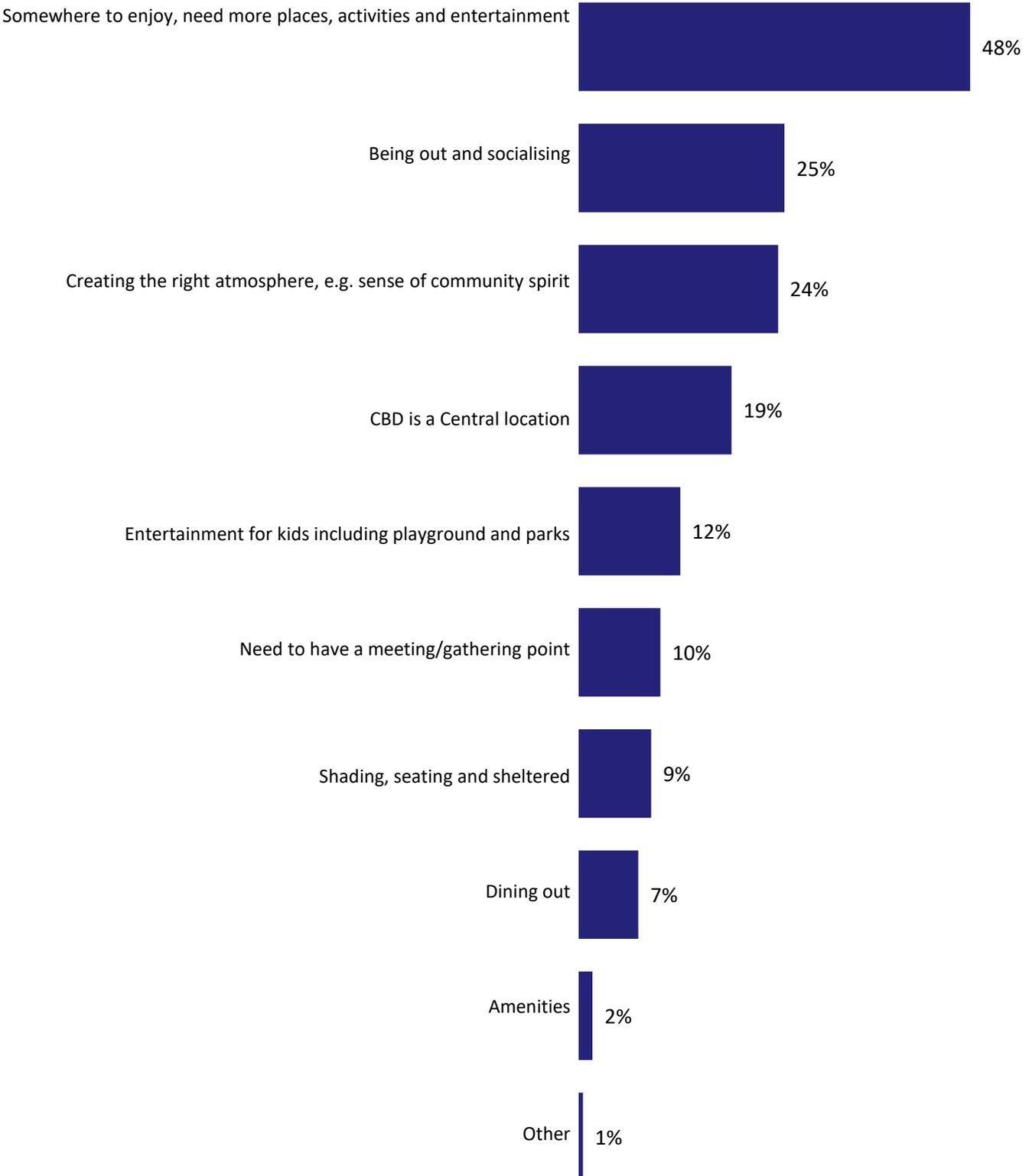
Opportunities for improvement – environment



NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q53A. Can you tell us more about the areas that you have rated 1-3. What makes them most important and what components within these areas do you think are of the most importance? n=594

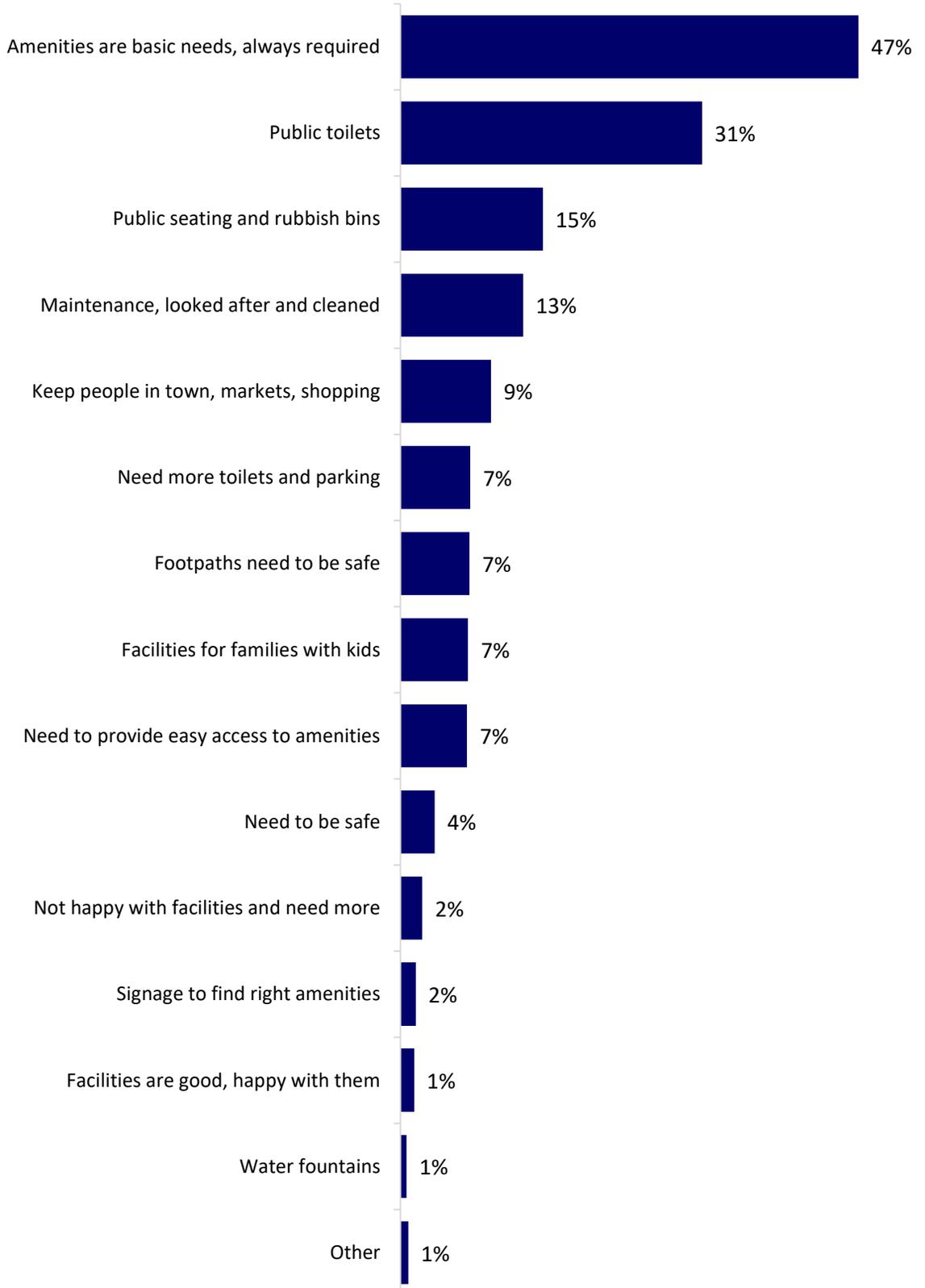
Opportunities for improvement – social/gathering places



NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q53E. Can you tell us more about the areas that you have rated 1-3. What makes them most important and what components within these areas do you think are of the most importance? n=463

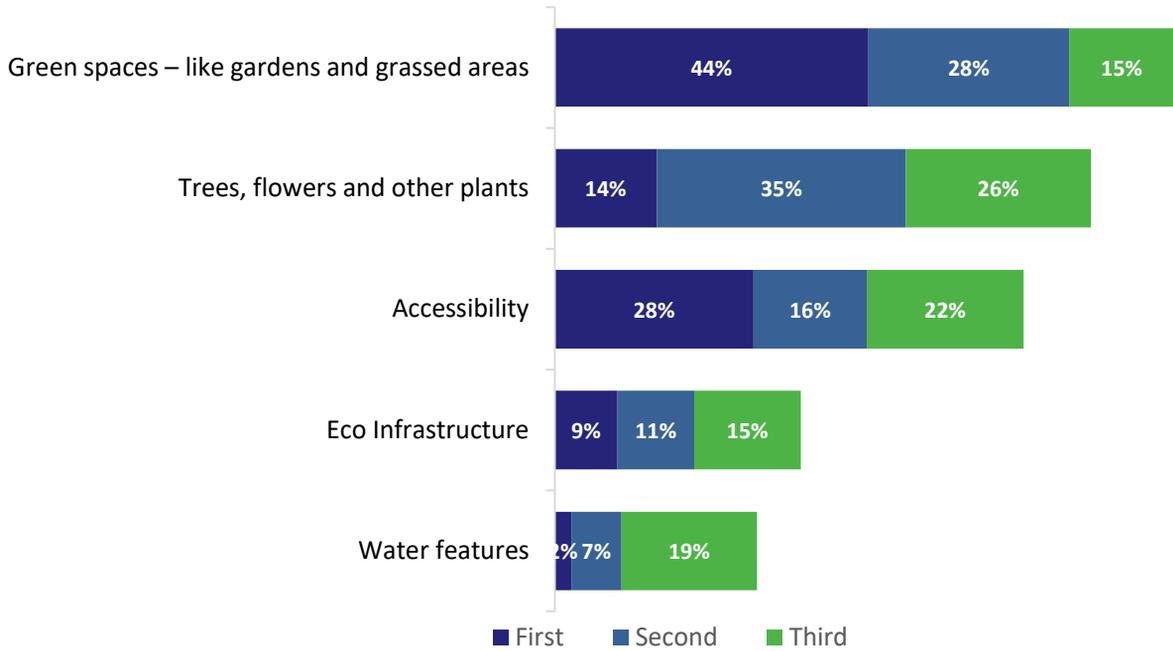
Opportunities for improvement – amenities



NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q53C. Can you tell us more about the areas that you have rated 1-3. What makes them most important and what components within these areas do you think are of the most importance? n=525

Opportunities for improvement – comments on green spaces, trees and accessibility



Respondents' comments on Green spaces:

- Cooler in summer, and visually pleasing.
- For the future generation to enjoy.
- Enjoy open peaceful spaces.
- Somewhere for young families to sit during the day.
- Nature is important to wellbeing.
- Again, green bring happiness to the population.
- Green spaces provide visual areas that are open to gatherings.
- It's healthy and moderates temperature and wind, and people thrive on it. Plenty of deciduous plantings will address the winter shade issue.
- Brings a balance into the environment that is relaxing.

Respondents' comments about Trees, flowers and other plants:

- It makes it more attractive in spring time.
- Don't have any interest in a concrete jungle.
- Beautify and be proud of our city. I can't believe how poorly our botanical gardens look at times - especially when an upcoming major event like the "Rose Festival" is looming. Little or no thought appears to be given to how the gardens look leading into this period.
- I love nature, trees make me happy and are good for the environment, trees and flowers etc make any place look healthy.

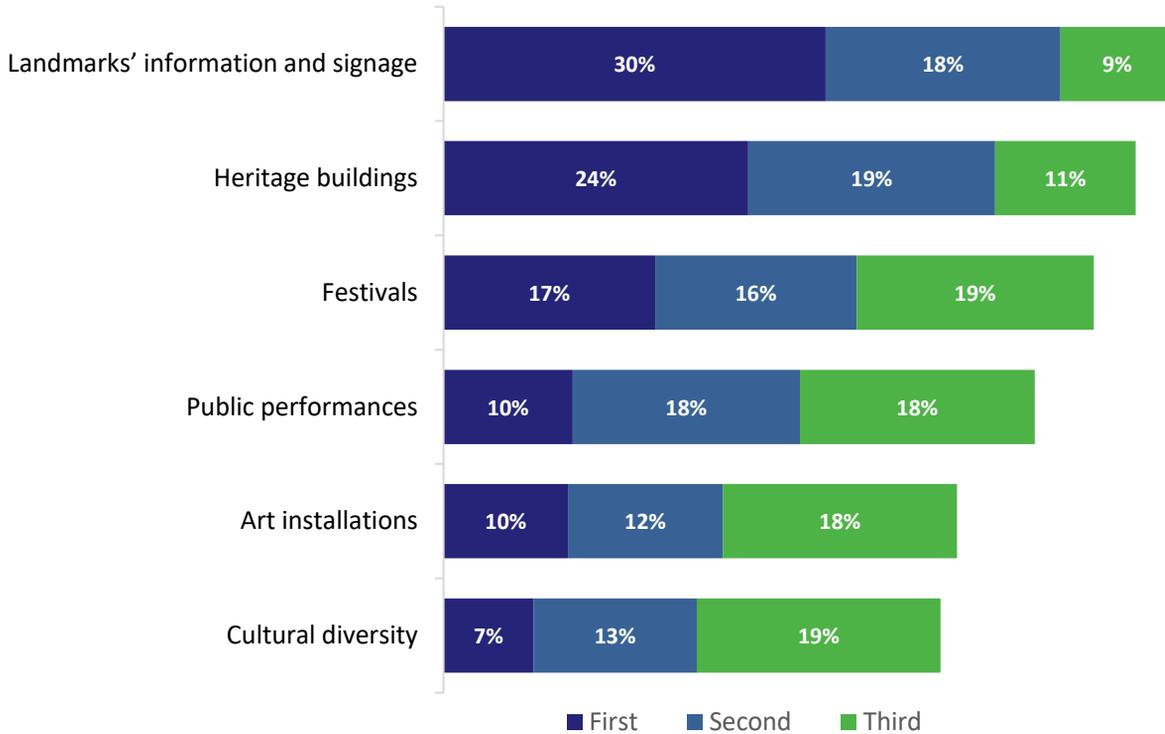
Respondents' comments about Accessibility:

- People with limited mobility need to be able to enjoy the parks and gardens.
- Has to be useful to all, particularly older persons and disability friendly.
- The numbers of partially disabled people combined with those of all ages who live with limited most cannot be ignore.
- Because it is poor - the brick tile footpaths make me avoid the CBD, parking is poor and the traffic is un pedestrian friendly.
- Easy access to all facilities is very important.
- Walking around without having to cross at light control is more relaxed.

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q54. Thinking again about the opportunities for improvement for the Environment, can you place the areas below in order from 1 – 'Most important' to 5 – 'Least important' . n=852
3. Detailed data can be found in the 'Appendices' under the relevant section [here](#)

Opportunities for improvement – comments on culture



Respondents' comments about Landmark's information and signage:

- *Make information on where things are, more clear.*
- *Properly posted signage is a key part of knowing where you're going.*
- *Important to be able to find your way around especially for visitors.*
- *Informed people are more likely to take interest.*
- *For visitors highlights the identity of the city.*
- *Allowing people to identify historical landmarks and where to go.*
- *We need to look after what we already have and celebrate it.*
- *The story of Timaru and the settlers needs to be told.*

Respondents' comments about Heritage buildings:

- *Heritage buildings need to be kept. And kept well. This is important for looking forward as well as back.*
- *Make most of the architecture we still have e.g. look at Oamaru as an example.*
- *The Edwardian character is beautiful and makes Timaru different from other cities, please encourage this to be maintained, or new buildings to be sympathetic to this era.*
- *They are our link with the past. If they go, younger generations will only know modern buildings.*
- *Because it is part of Timaru's identity as a city.*
- *We need to retain our history and respect the foundation of our town.*

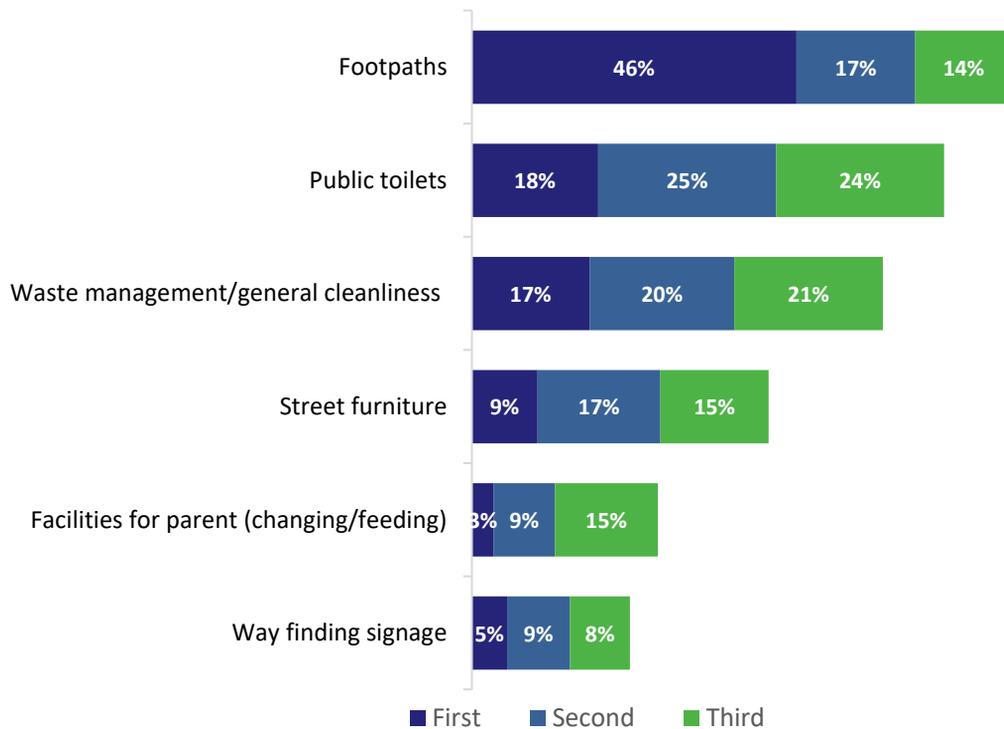
Respondents' comments about Festivals:

- *Something that everyone can get out and go to.*
- *Brings fun and economic benefits from local businesses.*
- *Because it brings people to the CBD to gather and be a community with a common purpose and removes the necessity for the CBD's main function to be a retail precinct. The writing is on the wall that this isn't sustainable.*
- *Something different will bring people into the area.*
- *A lot of people get enjoyment from events like this.*
- *It increases socialising and also sparks conversations.*
- *To draw people to the city centre.*

NOTES:

1. Sample: n= 1032; Excludes 'Don't know' responses
2. Q55. Thinking again about the opportunities for improvement for Culture, can you place the areas below in order from 1 – 'Most important' to 6 – 'Least important' .n=828
3. Detailed data can be found in the 'Appendices' under the relevant section [here](#)

Opportunities for improvement – comments on amenities



Respondents' comments about Footpaths:

- *Lots of people walk down the main streets so need good conditioned paths.*
- *If people can't walk down the street without fear of slipping over or tripping it turns them off going to that place.*
- *Those stupid brick footpaths are very dangerous.*
- *Parts of the main street should be closed off to vehicles.*
- *Just safety, although a beautiful environment brings more tourism.*
- *Foot traffic that flows and has good surfaces is important for all pedestrians.*
- *Important to not be slippery during winter months so elderly people still visit the CBD.*

Respondents' Comments about Public toilets:

- *Healthy facilities are always a must. Our population has increased but yet our public toilets are not in great numbers and need to be cleaned more frequently.*
- *Everybody needs a toilet and there used to be more spread out through town.*
- *A necessity - would be good if it was clean and tidy. Makes a big difference.*
- *Really important for all ages if they are to stay a while in the area.*
- *The ones at Strathallan Corner are disgusting and need to be totally replaced. I now only use the ones in the Library (even though it's further to go).*

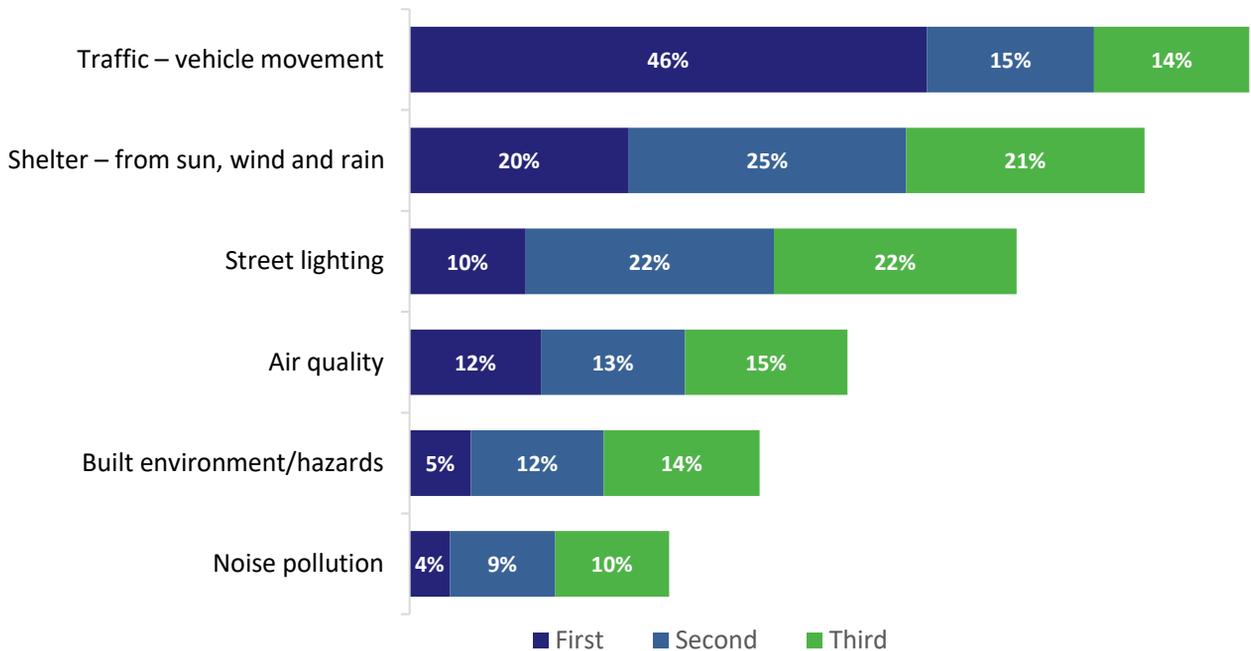
Respondents' Comments about Waste management/general cleanliness:

- *Not a lot of bins, so more are needed.*
- *Nothing worse than rubbish lying about like McDonald's packaging.*
- *We need to show the world how tidy us Kiwis truly are.*
- *Nobody wants to use facilities that are not clean and tidy.*
- *This speaks for itself and reflects so much on a community.*
- *Timaru is pretty dirty compared with other cities I've lived in. I'm always picking up rubbish or see rubbish I can't get to, like along the train tracks.*
- *Cleanliness affects health and wellbeing. Safety.*
- *To have a clean city.*

NOTES:

1. Sample: n= 1032; Excludes 'Don't know' responses
2. Q56. Thinking again about the opportunities for improvement for Amenities, can you place the areas below in order from 1 – 'Most important' to 6 – 'Least important' . n=811
3. Detailed data can be found in the 'Appendices' under the relevant section [here](#)

Opportunities for improvement – comments on safety/hazards



Respondents' comments about Traffic – vehicle movement:

- *To create space for people to wander safely.*
- *Many streets allow cars to drive too fast although there's a much lower speed limit. Those area should be controlled, specifically the CBD should be pedestrian.*
- *We need to get away from Stafford Street being a road. Visit what Queenstown has done - one way streets and/or pedestrians only. Make it so Stafford Street isn't an attractive thoroughfare for cars. Then the only people driving down it are the people who need to.*
- *There is often very slow-moving traffic in the built-up areas.*
- *SH 1 goes through Timaru and can be very busy with many large trucks.*

Respondents' Comments about Shelter from sun, wind and rain:

- *To prevent weather upsetting occasions.*
- *No one likes getting wet or burnt.*
- *Need more of it to protect us from the elements.*
- *Makes it a nicer place to visit if you're not fighting the weather.*
- *Sometimes weather conditions ruin an outdoor day. Those days could be utilised to walk down the CBD with your family protected by the weather and enjoy all there is.*
- *The weather in Timaru changes fast. We all need to stay healthy and dry at the least.*
- *Places in the street where people can shelter whilst bringing them into the Shopping areas.*

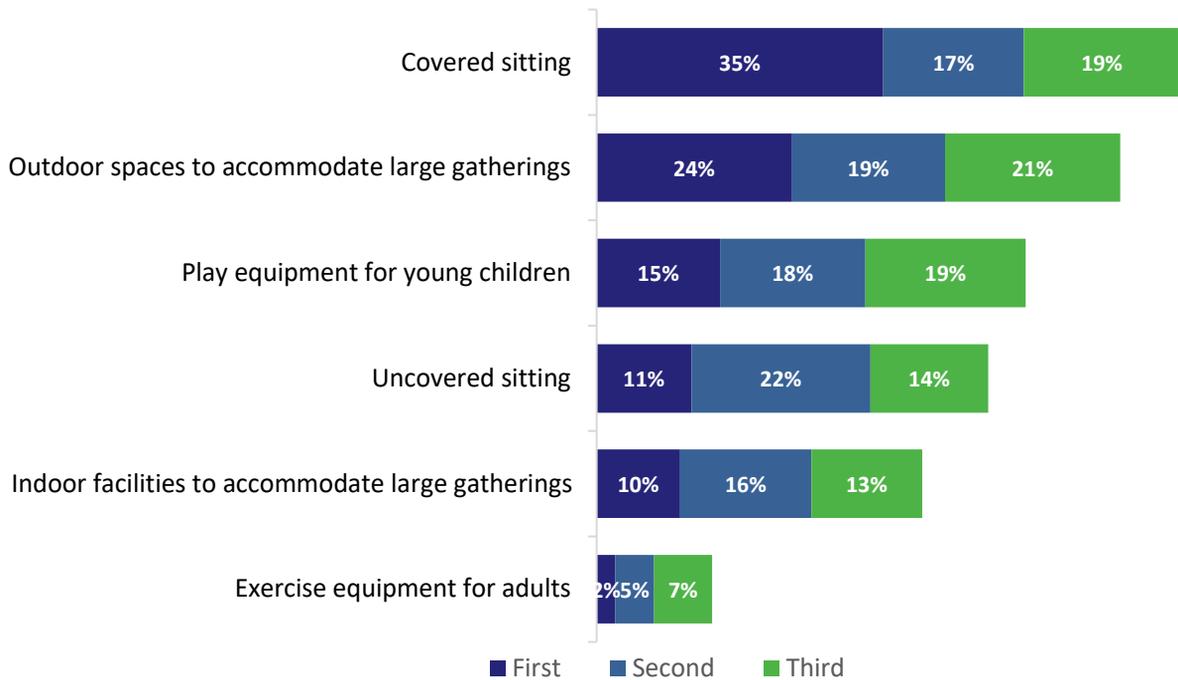
Respondents' Comments about Street lighting:

- *It's very dull down the main street.*
- *The change of street lighting has now darkened night driving, seeing hazards.*
- *The CBD would not be an inviting place in the dark.*
- *Its too dull. Not enough vibrant colours.*
- *Security and safety. Keep the fabulous Xmas angels.*
- *We rely on good lighting in both our CBD and urban areas. Besides providing lighting it also helps to increase safety in our living and working areas.*
- *More street lighting could attract for nightlife as a well-lit area is safer.*

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q57. Thinking again about the opportunities for improvement for Safety/Hazards, can you place the areas below in order from 1 – 'Most important' to 6 – 'Least important' . n=801
3. Detailed data can be found in the 'Appendices' under the relevant section [here](#)

Opportunities for improvement – comments on social/gathering places



Respondents' comments about Covered sitting:

- *I guess people would prefer covered seats more than uncovered*
- *Good for families with young children.*
- *Places to sit means people are likely to stay and congregate.*
- *To encourage/allow people to linger when the weather is adverse.*
- *Creating an attractive environment for people to come to.*
- *It's still nice to go out for a walk with an umbrella in the rain but not nice sitting in the rain. Also sitting in the sun without shade is not good for our skin.*
- *Seating with shelter is improving for year-round enjoyment.*

Respondents' comments about Outdoor spaces to accommodate large gatherings:

- *Because we then would be able to have big tournaments and rugby games and concerts.*
- *E.g. farmers' market, Matariki festival etc. We need a good space to have these.*
- *We all need to get out more with family and have gatherings.*
- *It's hard to make such space available, yet it's important for community, and should therefore be prioritised.*
- *Provision for large gatherings will also attract others from out of town and throughout NZ and overseas. This has to be good for the Timaru economy.*

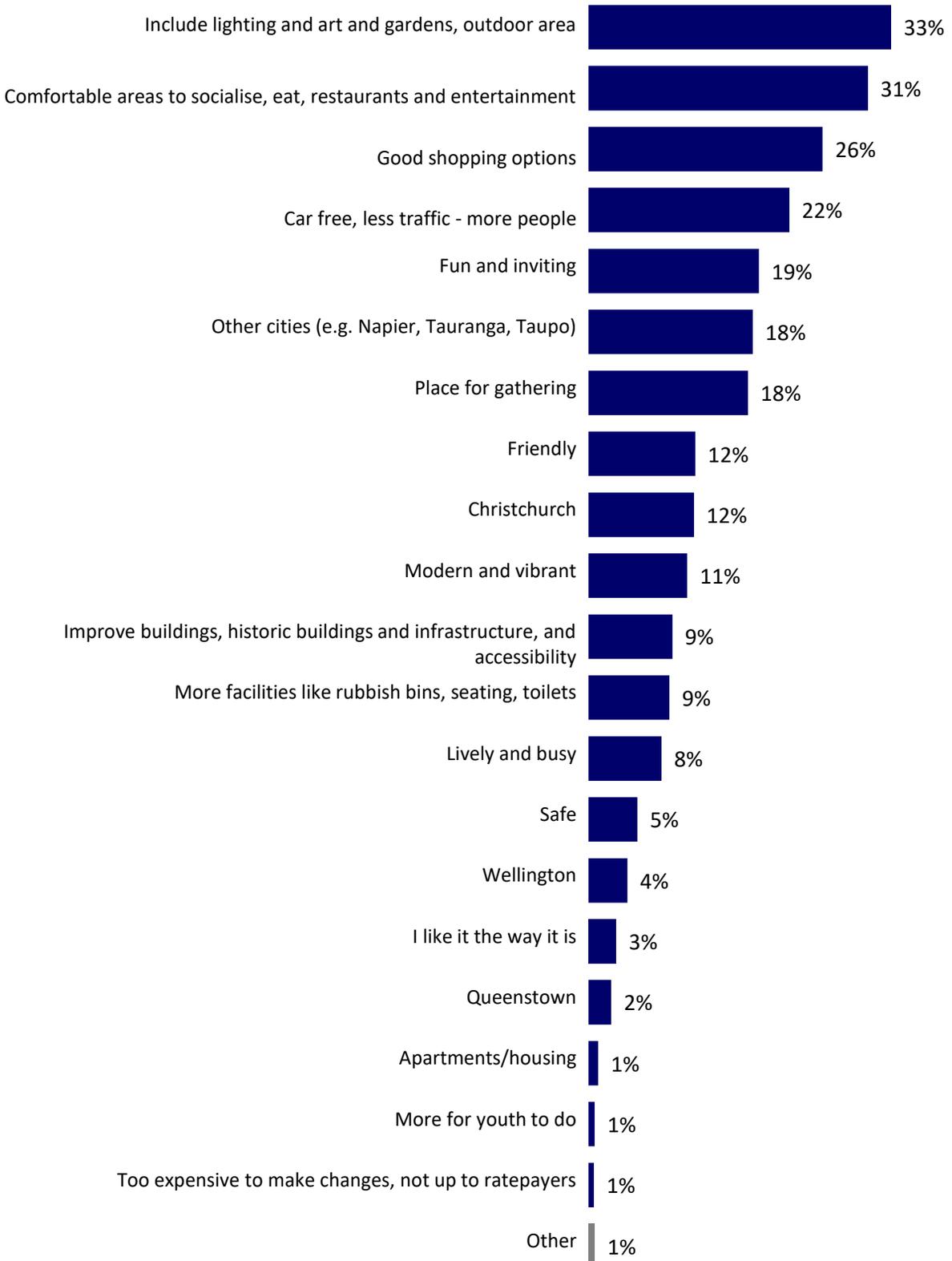
Respondents' comments about Play equipment for young children:

- *Children enjoy these areas and are great focal points.*
- *Mothers would like young children playing with toys even better if there was someone looking after them while they went shopping.*
- *We have young families living here, and they frequently use these facilities. The issue is maintaining/reviewing what we have as much as providing more. Look at the small play areas in West End Park. Why is it that a small town like Oamaru can get the jump on us with the likes of a children's bike park (which they have had for many years) and thankfully recently built on Caroline Bay? Was this a Council initiative?*

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q58. Thinking again about the opportunities for improvement for Social/Gathering places, can you place the areas below in order from 1 – 'Most important' to 6 – 'Least important' . n=796
3. Detailed data can be found in the 'Appendices' under the relevant section [here](#)

Visions of the Timaru city centre

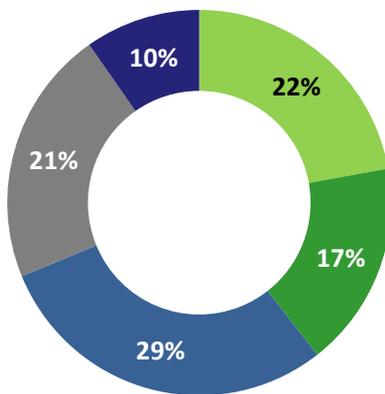


NOTES:
 1. Sample: n=1032 ; Excludes 'Don't know' responses
 2. Q59. Can you tell us about your vision of your ideal city centre look and feel? n=663



Accommodation

Feelings about living in the city centre



- Strongly opposed to living in the city centre
- Generally opposed, but might consider under the right circumstances
- I don't have feelings either way
- Possibly interested in living in the city centre
- Strongly interested in living in the city centre

- Over two in ten residents (22%) are strongly opposed to living in the city centre; however, slightly more than three in ten (31%) are interested in the possibility.
- Older residents, prior to retirement age (50-64 years), express the most interest in the city living. This trend is most likely due to a preference for having amenities and shopping nearby.
- Residents from outside Timaru are more likely to be strongly opposed to living in the city centre. Based on verbatim comments, this is mainly due to people's enjoyment suburban living and perception that Geraldine township has more to offer compared with Timaru CBD.
- Residents with a higher income are more likely to be strongly interested in living in the city centre. 43% of this group expressed this preference compared to 31% overall.

Respondents' reasons for choosing a city lifestyle:

- *High rise apartments with views.*
- *Close to amenities.*
- *Affordability, access to culture and community.*
- *If the Hydro Grand hotel replacement had gone ahead would have fancied living in one of the apartments.*
- *I'm ex-European, people and an alive city make me happy, and I like the economy related to it.*
- *The vibrant feel and ability to walk around (with minimal/no traffic and associated noise)*
- *The ease of access to everything as I have heart problems making it harder for me to get places.*
- *If I was younger, I would love an inner-city apartment.*
- *Ease of commuting.*

Respondents' reasons for not choosing a city lifestyle:

- *Lack of variety in sports, groups, courses. Noise, air pollution.*
- *If some of those old buildings like the Tekapo buildings was converted to apartments. No rear access no view no sun no car parks.*
- *Dangerous driving, dirty or non well maintained.*
- *Unruly night-time behaviour of the drunk and disorderly, highway and street traffic noise, and port operation noise.*
- *Nothing at present is attracting me, no quality builds with a view of the water.*
- *Doesn't have the same community feel. Timaru is small enough that the benefits of being in the CBD in terms of travel etc don't matter as much.*

NOTES:

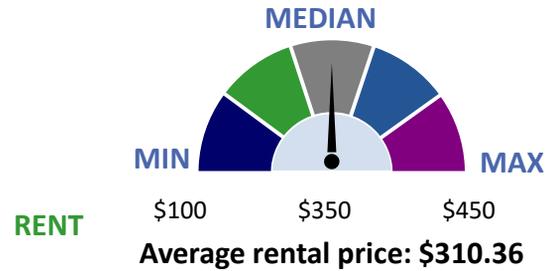
1. Sample: n = ; Excludes 'Don't know' responses
2. Q63. We would like to know how you would feel about living in a renewed Timaru City Hub. Imagine it is developed in such a way that suits your needs. Would you be... The answers exclude those who already lives in CBD
3. Q64. What would make you choose a city lifestyle?
4. Q65. What would put you off a city lifestyle?

Types of property

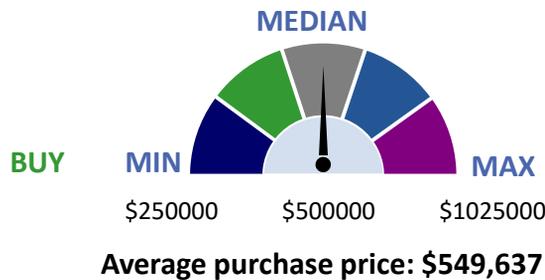
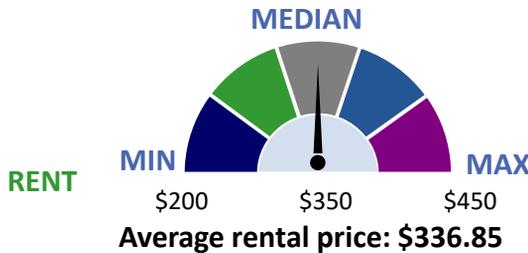


Stand-alone house
53%

	To rent	To buy
1 bedroom	-	0%
2 bedrooms	30%	17%
3 bedrooms	70%	47%
4 bedrooms	-	28%
5 bedrooms	-	5%
6+ bedrooms	-	2%



Semi-detached townhouse
13%

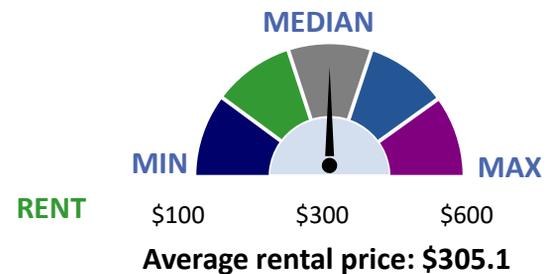


	To rent	To buy
1 bedroom	10%	1%
2 bedrooms	68%	56%
3 bedrooms	22%	37%
4 bedrooms	-	3%
5 bedrooms	-	1%
6+ bedrooms	-	2%



Apartment in a multi-unit dwelling
31%

	To rent	To buy
1 bedroom	25%	3%
2 bedrooms	48%	51%
3 bedrooms	25%	39%
4 bedrooms	2%	5%
5 bedrooms	-	<1%
6+ bedrooms	-	1%



NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q66. What sort of property would you want to live in? n=728
3. Q67. How many rooms would you want to live in? (Please write a number of bedrooms as an answer) n=755
4. Q68. Would you want to rent or buy? n=769
5. Q69. What price range do you think will be a rental the size and type of housing you chose above in the city centre? (please put price per week) n=68
6. Q70. What price range do you think will be to purchase the size and type of housing you chose above in the city centre? n=494
7. Detailed data can be found in the 'Appendices' under the relevant section [here](#)

Rent or buy



Rent
11%

	To rent
1 bedroom	17%
2 bedrooms	46%
3 bedrooms	34%
4 bedrooms	1%
5 bedrooms	2%
6+ bedrooms	-

	To rent
Stand-alone house	22%
Semi-detached townhouse	13%
Apartment in a multi-unit dwelling	63%
Other*	2%

MEDIAN



Average rental price: **\$312.84**

- When it comes to renting, three in five (63%) would prefer an apartment in the multi-unit dwelling that most likely to have two or three bedrooms with a median price of \$300 a week.

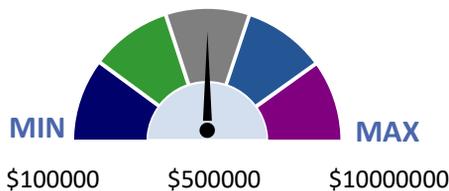


Buy
77%

	To buy
1 bedroom	1%
2 bedrooms	32%
3 bedrooms	43%
4 bedrooms	19%
5 bedrooms	3%
6+ bedrooms	2%

	To buy
Stand-alone house	56%
Semi-detached townhouse	14%
Apartment in a multi-unit dwelling	28%
Other*	2%

MEDIAN



Average purchase price: **\$577,045**

- People considering buying the property in the city centre prefer either a stand-alone house (56%) or an apartment (28%). Homebuyers prefer two- or three-bedroom properties. However, there is a demand for larger houses as well.

NOTES:

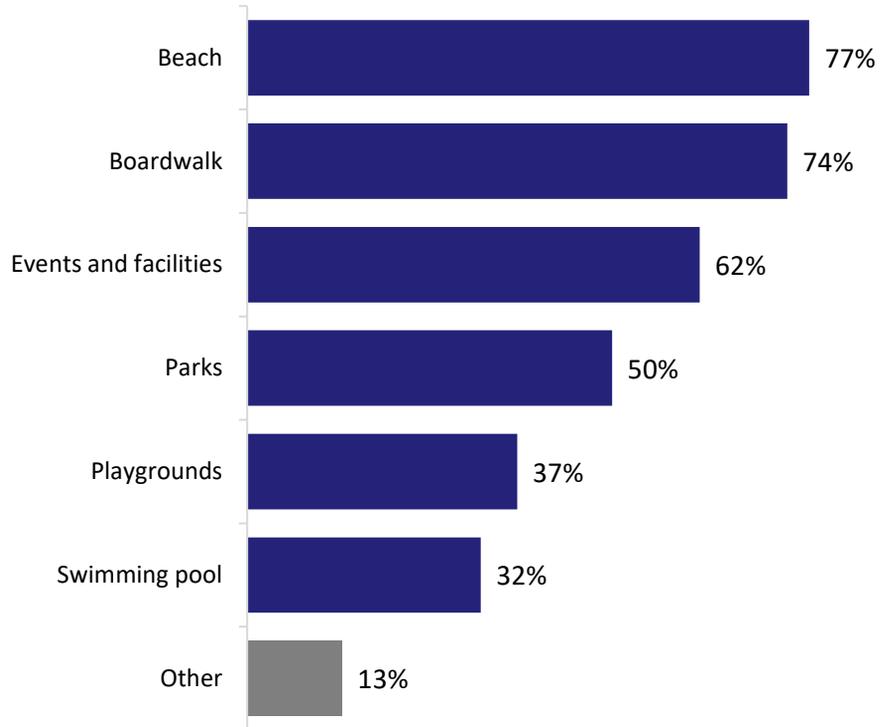
- Sample: n = ; Excludes 'Don't know' responses
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- Q68. Would you want to rent or buy? n=769
- Q69. What price range do you think will be a rental the size and type of housing you chose above in the city centre? (please put price per week) n=68
- Q70. What price range do you think will be to purchase the size and type of housing you chose above in the city centre? n=494

* Other options include n=19



Caroline Bay and Port

Why people visit Caroline Bay



- The Beach (77%) and Boardwalk (74%) are the features that most attract residents to Caroline Bay, followed by Events and facilities (62%) and Parks (50%).
- Generally speaking, residents in the 30-49 age group go to Caroline Bay most often as it is a family-friendly area, with 86% going to the beach, and 57% using the playgrounds.
- Caroline Bay is more likely to accommodate residents with higher incomes who are visiting the beach.

Respondents' comments about other activities they participate in while at Caroline Bay:

- *Watch grandkids speed skating.*
- *We enjoy walking along the length of the beach and back and often paddle as well.*
- *Carnival.*
- *Dog walking, dog play.*
- *Aviary, Mini golf, train.*
- *Meetings at Pavilion, gardens.*
- *Motorsport events/functions.*
- *Carnival, rose garden, festivals, concerts, skatepark, nature, trees tidiness, layout, peaceful.*

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q60. What are the activities that you visit Caroline Bay for? Please select all that apply n=794
3. Detailed data can be found in the 'Appendices' under the relevant section [here](#)

What would attract people to visit the city centre from Caroline Bay

Just a few people left a comment about what would attract them to visit Timaru city centre while they are in the Caroline Bay. There were three main themes that came through:



Food options.

Most respondents mentioned having some nice cafés where they could sit down. The availability of eateries and a variety of food options are other amenities which would attract most to the city centre.



Shopping.

As well as the ability to go and have a snack/nice meal, residents would visit the Timaru city centre from Caroline Bay to do some shopping



Events.

If activities were happening in the city centre, such as carnivals, markets, festivals or shows, these would attract people to go from Caroline Bay to the CBD.

Below are some comments about things people say would attract them to the Timaru city centre:



- Sunny while sheltered exterior dining green spaces and small musical events.
- If there was a decent cafe/ restaurant down there.
- I would prefer to be able to stay in Caroline Bay and eat but there is virtually no food service - so being hungry might make me go to the CBD, but since my car is likely to be parked at Caroline Bay, I would probably drive straight home.
- Food or bar options.



- Restaurants/cafes, entertainment, clean and well looked after street and buildings, boutique stores.
- Buildings, not the tiles, skate shop, the people.
- Shopping and cafes.
- A lot easier foot access, interactive places for all ages. More gardens and water features. And retail.
- Shops.
- Great shopping and meals.



- The carnival, shows, festivals, markets, arts and drama.
- Attractions.
- Attractions for children and adults: street parades, music, dancing & street theatre.
- Live music and markets.
- Great music, new movie theatre with comfy seats like the ChCh picture theatre that allows you to take more things in when watching movie. They are great.
- Musical and artistic events with seating and gardens.

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q61. If you are spending time in Caroline Bay, what things would attract you to the Timaru city centre? i.e. Attractions and access n=99

The role of Timaru Port in the city centre refresh

- While the reasons differ, most of the residents agree that the Timaru Port should play an integral part in the city centre refresh. Below are some interesting comments that people have provided regarding the Port's role and improvement opportunities.

- *It should be a place with cafes and shopping like any other forward-thinking city trying to attract people. The port loading facilities are out of bounds, but there is room on the bay and port for development. The bay is only going to get bigger.*
- *Providing shipping containers for the redevelopment of the Central City Hub and overseas visitors.*
- *Perhaps cruise liners boarding at the port will bring people into the area.*
- *That is an immense source of income and jobs, this should be supported and safety must be ensured at all time.*
- *Viewing platforms or areas to watch the activity (that make the activity visible, but public are kept separate and safe).*
- *The Port is an 'industrial' area, however in saying that there should be safe places for families to go fishing.*
- *The port is industrial and too important to play with. Some of the old buildings like woolstores that appear unused could be redeveloped into interesting small retail spaces/markets if we had the population to support them (like Darling Harbour).*
- *The yacht club should get an overhaul, a floating restaurant and more fishing allowed off the Warf.*
- *It could play a very large part, post-Covid, when the world opens up to tourists again. The proximity of the sea offers a whole new playground of opportunities.*
- *It's an essential part of the city but is separate, with roads that are not always worth driving on, especially at the southern end. Perhaps linking the essence of the port with the CBD is possible, but I cannot see how this could happen from a practical sense. Perhaps its own small shopping area could change things but I'm unconvinced this would or could happen successfully.*
- *A huge role. A busy port is part of a city that is doing well. Make sure the port is set out in a way to maximise the work it brings to the district while we don't let it take away from the beautiful bay we have to enjoy.*
- *There should be a purpose-built viewing platform. At least 40m high, covered and patrolled by a team of security people. People are interested in watching boats come and go.*
- *Change main access to South. Increase, enhance pedestrian access from current overbridge from Port right into our CBD.*
- *Love the port, it should be used more. Great for the local economy. It should be more out of sight though. Rail yards aren't the most attractive and heavy traffic (trucks etc) congest traffic at times getting to and from the port.*
- *A busy port with lots of nautical happenings. Places to sit and watch the port 'in action' of loading/unloading.*
- *The port is a major contributor to our economy and the city looks out over the port - if the port area can be spruced up (similar to how they have regenerated the old wharf area in Oamaru) this would make it more attractive.*

NOTES:

1. Sample: n=1032 ; Excludes 'Don't know' responses
2. Q62. In your opinion, what role should the Timaru Port play in the Timaru city centre refresh? n=523



Sample profile

Demographics

Length of time lived in Timaru	
Less than 1 year	2%
1-2 years	4%
3-5 years	7%
6-10 years	11%
More than 10 years	50%
I have lived here on and off throughout my life	26%

Suburb	
Timaru CBD	5%
Timaru Suburban	57%
Geraldine	12%
Pleasant Point	5%
Temuka	13%
Rural/other	7%

Gender	
Male	49%
Female	51%

Ethnicity (Multiple choice)	
NZ European	88%
Māori	7%
Asian	2%
Pacific	1%
Middle Eastern, Latin American, African	<1%
Other European	3%
Other	5%

Age	
18-29	16%
30-39	13%
40-49	16%
50-64	27%
65-74	18%
75-84	9%
85+	2%

Demographics (continued)

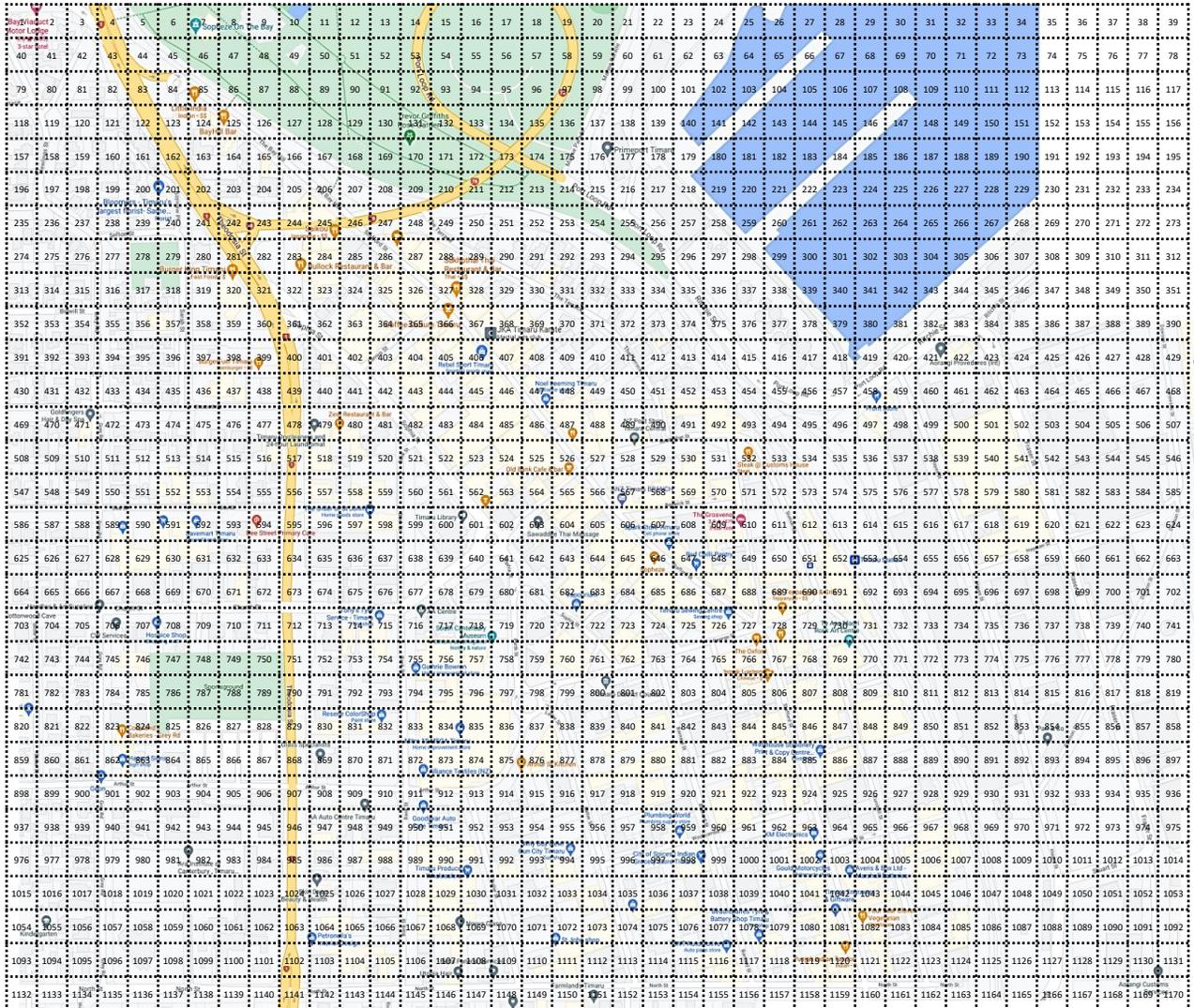
Employment status	
At school / study	4%
Unemployed	3%
Unpaid worker/internship/apprenticeship	<1%
Casual/seasonal worker	2%
Work part-time	15%
Work full-time	51%
Home maker/Carer	6%
On leave due to health issues (ACC, maternity leave etc)	1%
Retired	26%
Work full-time	46.9%
Volunteer	6%
Other	1%

Household type	
Single	13%
Adults only households	72%
Households with kids under 5 years old	11%
Households with primary school-aged kids	13%
Households with teenagers	15%

Household Income	
Less than \$15K	1%
\$15K-\$29K	7%
\$30K-\$49K	13%
\$50K-\$69K	11%
\$70K- \$89K	12%
\$90K-\$130K	19%
Over \$130K	15%
Prefer not to say	23%



Appendices



Timaru CBD's role in the district

By Age		18-29	30-49	50-64	65+
The Timaru CBD is the commercial centre of the district	Strongly disagree	12%	5%	7%	3%
	Somewhat disagree	15%	19%	12%	8%
	Neither	7%	8%	11%	5%
	Somewhat agree	51%	43%	38%	43%
	Strongly agree	15%	25%	32%	41%
The Timaru CBD is the cultural centre of the district	Strongly disagree	14%	11%	8%	8%
	Somewhat disagree	29%	29%	25%	17%
	Neither	28%	16%	16%	17%
	Somewhat agree	27%	36%	41%	41%
	Strongly agree	3%	8%	10%	17%
The Timaru CBD is the recreational centre of the district	Strongly disagree	29%	31%	25%	17%
	Somewhat disagree	35%	41%	36%	33%
	Neither	18%	13%	20%	21%
	Somewhat agree	18%	14%	16%	21%
	Strongly agree	1%	2%	2%	9%
The Timaru CBD is the social centre of the district	Strongly disagree	10%	10%	8%	5%
	Somewhat disagree	19%	22%	17%	19%
	Neither	14%	14%	17%	15%
	Somewhat agree	44%	41%	46%	45%
	Strongly agree	13%	13%	13%	16%

By Ethnicity		Māori	Other
The Timaru CBD is the commercial centre of the district	Strongly disagree	9%	6%
	Somewhat disagree	20%	13%
	Neither	10%	8%
	Somewhat agree	33%	43%
	Strongly agree	29%	30%
The Timaru CBD is the cultural centre of the district	Strongly disagree	8%	10%
	Somewhat disagree	29%	24%
	Neither	11%	19%
	Somewhat agree	44%	37%
	Strongly agree	8%	10%
The Timaru CBD is the recreational centre of the district	Strongly disagree	29%	25%
	Somewhat disagree	27%	37%
	Neither	20%	18%
	Somewhat agree	20%	17%
	Strongly agree	3%	4%
The Timaru CBD is the social centre of the district	Strongly disagree	15%	8%
	Somewhat disagree	28%	18%
	Neither	17%	15%
	Somewhat agree	29%	45%
	Strongly agree	11%	14%

Timaru CBD's role in the district

By Area*		Timaru CBD	Timaru Suburban	Geraldine	Pleasant Point	Temuka	Rural/Other
The Timaru CBD is the commercial centre of the district	Strongly disagree	5%	6%	7%	6%	8%	2%
	Somewhat disagree	7%	13%	7%	22%	11%	31%
	Neither	4%	7%	4%	15%	13%	6%
	Somewhat agree	52%	43%	40%	40%	42%	37%
	Strongly agree	32%	30%	41%	17%	26%	24%
The Timaru CBD is the cultural centre of the district	Strongly disagree	10%	9%	12%	5%	17%	8%
	Somewhat disagree	32%	24%	25%	17%	30%	12%
	Neither	7%	18%	9%	28%	23%	30%
	Somewhat agree	38%	36%	47%	49%	29%	41%
The Timaru CBD is the recreational centre of the district	Strongly agree	13%	14%	7%	2%	2%	9%
	Strongly disagree	23%	25%	22%	24%	27%	33%
	Somewhat disagree	34%	36%	36%	37%	41%	34%
	Neither	16%	17%	19%	22%	20%	16%
The Timaru CBD is the social centre of the district	Somewhat agree	22%	19%	17%	17%	8%	11%
	Strongly agree	5%	3%	6%	0%	4%	6%
	Strongly disagree	10%	8%	4%	8%	12%	4%
	Somewhat disagree	12%	18%	26%	22%	18%	20%
The Timaru CBD is the social centre of the district	Neither	6%	14%	19%	15%	19%	17%
	Somewhat agree	56%	43%	41%	40%	46%	43%
	Strongly agree	16%	16%	9%	16%	5%	16%

By Household type		Single	Households with 18+ only	Households with preschool-aged kids	Households with primary school-aged kids	Households with teenagers (11-18 years)
The Timaru CBD is the commercial centre of the district	Strongly disagree	2%	7%	3%	2%	7%
	Somewhat disagree	9%	12%	13%	15%	14%
	Neither	7%	6%	15%	13%	12%
	Somewhat agree	40%	44%	44%	42%	39%
	Strongly agree	43%	31%	24%	28%	28%
The Timaru CBD is the cultural centre of the district	Strongly disagree	6%	10%	10%	14%	11%
	Somewhat disagree	17%	23%	29%	30%	26%
	Neither	22%	19%	17%	10%	15%
	Somewhat agree	39%	38%	37%	38%	33%
The Timaru CBD is the recreational centre of the district	Strongly agree	16%	10%	6%	7%	15%
	Strongly disagree	15%	23%	28%	36%	32%
	Somewhat disagree	36%	36%	42%	41%	33%
	Neither	25%	19%	17%	9%	16%
The Timaru CBD is the social centre of the district	Somewhat agree	19%	18%	10%	11%	15%
	Strongly agree	5%	4%	2%	2%	4%
	Strongly disagree	5%	9%	6%	7%	7%
	Somewhat disagree	13%	18%	20%	27%	24%
The Timaru CBD is the social centre of the district	Neither	25%	14%	18%	14%	13%
	Somewhat agree	41%	47%	40%	38%	39%
	Strongly agree	17%	13%	17%	13%	16%

Timaru CBD's role in the district

By Household income		Less than \$15K	\$15K-\$29K	\$30K-\$49K	\$50K-\$69K	\$70K-\$89K	\$90K-\$130K	Over \$130K	Prefer not to say
The Timaru CBD is the commercial centre of the district	Strongly disagree	7%	4%	3%	6%	7%	8%	5%	7%
	Somewhat disagree	10%	8%	12%	11%	18%	13%	15%	14%
	Neither	20%	7%	7%	7%	8%	7%	9%	9%
	Somewhat agree	33%	42%	36%	46%	39%	40%	48%	47%
	Strongly agree	30%	39%	42%	30%	28%	33%	24%	23%
The Timaru CBD is the cultural centre of the district	Strongly disagree	10%	7%	9%	10%	10%	12%	6%	12%
	Somewhat disagree	29%	20%	21%	22%	25%	27%	25%	26%
	Neither	51%	10%	19%	18%	17%	17%	18%	21%
	Somewhat agree	10%	47%	37%	40%	41%	35%	36%	35%
	Strongly agree	-	16%	14%	9%	6%	10%	15%	7%
The Timaru CBD is the recreational centre of the district	Strongly disagree	23%	18%	19%	24%	26%	28%	31%	25%
	Somewhat disagree	10%	31%	37%	39%	39%	38%	34%	36%
	Neither	20%	16%	21%	19%	15%	15%	23%	16%
	Somewhat agree	37%	27%	16%	16%	15%	16%	11%	20%
	Strongly agree	9%	8%	7%	2%	5%	2%	1%	3%
The Timaru CBD is the social centre of the district	Strongly disagree	-	6%	5%	10%	10%	8%	7%	10%
	Somewhat disagree	28%	19%	18%	14%	23%	19%	21%	18%
	Neither	30%	15%	13%	16%	17%	16%	13%	14%
	Somewhat agree	42%	41%	50%	51%	35%	43%	43%	44%
	Strongly agree	-	19%	13%	9%	15%	14%	15%	14%

Heart of the city centre*

Overall	
1	<1%
2	13%
3	4%
4	<1%
5	<1%
6	1%
7	<1%
9	5%
10	1%
11	<1%
12	<1%
16	<1%
17	25%
18	18%
24	3%
25	22%
26	5%
28	<1%
31	1%
32	1%
33	1%
35	<1%
40	<1%
42	<1%

By Age	18-29	30-49	50-64	65+
1	-	-	<1%	<1%
2	17%	18%	14%	4%
3	7%	6%	4%	1%
4	2%	-	-	<1%
5	-	-	-	1%
6	-	1%	<1%	1%
7	-	<1%	-	-
9	5%	5%	4%	5%
10	2%	1%	1%	2%
11	-	<1%	1%	-
12	-	-	<1%	<1%
16	1%	-	-	-
17	20%	25%	22%	31%
18	19%	16%	17%	20%
24	2%	1%	3%	4%
25	19%	18%	27%	23%
26	3%	7%	4%	4%
28	-	<1%	-	-
31	1%	1%	1%	<1%
32	1%	1%	<1%	1%
33	2%	1%	1%	1%
35	-	<1%	-	-
40	-	-	<1%	-
42	-	-	<1%	<1%

By Ethnicity	Māori	Other
1	-	<1%
2	24%	12%
3	2%	4%
4	-	<1%
5	-	<1%
6	-	1%
7	-	<1%
9	3%	5%
10	-	1%
11	-	<1%
12	-	<1%
16	2%	<1%
17	12%	26%
18	18%	18%
24	1%	3%
25	25%	22%
26	6%	5%
28	-	<1%
31	-	1%
32	3%	<1%
33	2%	1%
35	-	<1%
40	-	<1%
42	-	<1%

Heart of the city centre

By Area	Timaru CBD	Timaru Suburban	Geraldine	Pleasant Point	Temuka	Rural/Other
1	-	<1%	-	-	-	-
2	16%	11%	11%	23%	19%	12%
3	3%	4%	5%	5%	3%	4%
4	2%	<1%	-	-	-	-
5	-	<1%	-	-	1%	-
6	1%	<1%	-	-	1%	4%
7	-	<1%	-	-	-	-
9	1%	4%	3%	6%	4%	16%
10	-	2%	-	-	1%	2%
11	-	<1%	-	-	-	-
12	-	<1%	-	-	-	-
16	-	<1%	-	-	-	-
17	32%	24%	24%	22%	25%	28%
18	16%	19%	17%	20%	15%	14%
24	3%	3%	1%	-	3%	3%
25	21%	22%	29%	12%	22%	13%
26	3%	5%	5%	12%	4%	2%
28	-	<1%	-	-	-	-
31	1%	1%	-	-	-	1%
32	-	1%	2%	-	-	-
33	-	1%	3%	-	-	2%
35	-	<1%	-	-	-	-
40	-	<1%	-	-	-	-
42	1%	<1%	-	-	-	-

Heart of the city centre

By Household type	Single	Households with 18+ only	Households with preschool-aged kids	Households with primary school-aged kids	Households with teenagers (11-18 years)
1	-	<1%	-	-	-
2	2%	11%	16%	20%	17%
3	5%	4%	4%	5%	4%
4	-	<1%	-	1%	-
5	-	<1%	-	-	-
6	-	1%	3%	-	-
7	-	<1%	-	-	-
9	4%	5%	3%	4%	2%
10	2%	1%	1%	1%	1%
11	1%	<1%	-	1%	<1%
12	-	<1%	-	-	-
16	-	<1%	-	-	-
17	33%	26%	25%	26%	25%
18	18%	18%	19%	13%	20%
24	3%	3%	2%	1%	1%
25	23%	23%	19%	17%	19%
26	6%	4%	6%	5%	8%
28	-	-	-	1%	-
31	1%	1%	-	1%	-
32	1%	<1%	2%	1%	1%
33	1%	1%	1%	3%	1%
35	-	-	-	1%	
40	-	-	-	-	1%
42	-	-	-	<1%	<1%

Heart of the city centre

By Household income	Less than \$15K	\$15K-\$29K	\$30K-\$49K	\$50K-\$69K	\$70K-\$89K	\$90K-\$130K	Over \$130K	Prefer not to say
1	-	-	1%	1%	-	-	-	-
2	-	11%	7%	14%	14%	15%	17%	13%
3	21%	1%	2%	5%	2%	4%	4%	6%
4	-	-	1%	1%	-	-	-	<1%
5	-	-	-	1%	1%	-	-	-
6	-	-	1%	-	2%	-	-	1%
7	-	-	-	1%	-	-	-	-
9	9%	4%	3%	2%	3%	10%	4%	4%
10	-	-	2%	2%	1%	1%	1%	1%
11	-	-	-	-	1%	-	-	1%
12	-	-	-	-	-	-	<1%	<1%
16	-	-	1%	-	-	-	-	-
17	40%	24%	27%	26%	22%	20%	27%	28%
18	10%	19%	14%	23%	19%	14%	17%	20%
24	-	1%	4%	2%	2%	4%	4%	1%
25	9%	31%	30%	14%	18%	22%	22%	20%
26	10%	6%	2%	7%	8%	7%	2%	3%
28	-	-	-	-	1%	-	-	-
31	-	1%	1%	2%	<1%	1%	<1%	-
32	-	-	-	1%	2%	1%	-	<1%
33	-	-	3%	1%	2%	1%	1%	<1%
35	-	-	-	-	1%	-	-	-
40	-	1%	-	-	-	-	-	-
42	-	-	<1%	-	-	<1%	-	-

Most Convenient options for parking

By Age	18-29	30-49	50-64	65+
Covered	32%	33%	29%	25%
Uncovered	40%	42%	51%	55%
Don't know	27%	26%	20%	20%
Short term	41%	56%	56%	49%
Long term	45%	33%	31%	36%
Don't know	14%	11%	13%	15%
On street	28%	32%	31%	34%
Separate plots	57%	52%	53%	50%
Don't know	14%	16%	15%	16%

By Ethnicity	Māori	Other
Covered	35%	29%
Uncovered	39%	48%
Don't know	27%	22%
Short term	45%	52%
Long term	31%	36%
Don't know	24%	12%
On street	29%	32%
Separate plots	44%	53%
Don't know	27%	15%

By Area	Timaru CBD	Timaru Suburban	Geraldine	Pleasant Point	Temuka	Rural/Other
Covered	30%	31%	31%	11%	29%	30%
Uncovered	42%	47%	50%	49%	49%	50%
Don't know	28%	22%	20%	39%	22%	19%
Short term	42%	50%	55%	56%	51%	60%
Long term	41%	36%	35%	13%	41%	29%
Don't know	17%	13%	10%	31%	8%	11%
On street	31%	30%	32%	23%	42%	35%
Separate plots	53%	56%	45%	46%	49%	48%
Don't know	15%	14%	22%	31%	9%	17%

Most Convenient options for parking

By Household type	Single	Households with 18+ only	Households with preschool-aged kids	Households with primary school-aged kids	Households with teenagers (11-18 years)
Covered	28%	30%	32%	36%	30%
Uncovered	55%	51%	43%	36%	36%
Don't know	17%	20%	25%	28%	34%
Short term	47%	51%	48%	49%	52%
Long term	38%	35%	43%	41%	35%
Don't know	15%	14%	9%	9%	13%
On street	35%	31%	37%	37%	28%
Separate plots	44%	54%	51%	47%	50%
Don't know	21%	15%	11%	16%	22%

By Household income	Less than \$15K	\$15K-\$29K	\$30K-\$49K	\$50K-\$69K	\$70K-\$89K	\$90K-\$130K	Over \$130K	Prefer not to say
Covered	27%	22%	29%	21%	32%	27%	35%	34%
Uncovered	53%	54%	49%	56%	52%	45%	49%	41%
Don't know	20%	25%	23%	23%	16%	29%	16%	24%
Short term	16%	50%	50%	43%	50%	61%	64%	42%
Long term	54%	28%	36%	40%	39%	27%	28%	45%
Don't know	29%	22%	13%	17%	11%	13%	8%	13%
On street	31%	40%	38%	33%	31%	32%	22%	31%
Separate plots	53%	36%	41%	52%	60%	57%	62%	52%
Don't know	16%	25%	21%	16%	9%	11%	15%	17%

Parking preference

By Age	18-29	30-49	50-64	65+
Park directly where I need to be	11%	15%	10%	15%
Less than a block	39%	28%	25%	29%
Within a couple of blocks	40%	48%	48%	47%
No more than 4 blocks	17%	12%	15%	13%
I support a 'vehicle-free' city centre	20%	36%	32%	30%
Other	2%	2%	3%	2%

By Ethnicity	Māori	Other
Park directly where I need to be	23%	12%
Less than a block	38%	29%
Within a couple of blocks	35%	47%
No more than 4 blocks	9%	14%
I support a 'vehicle-free' city centre	28%	31%
Other	1%	2%

By Area	Timaru CBD	Timaru Suburban	Geraldine	Pleasant Point	Temuka	Rural/Other
Park directly where I need to be	9%	11%	19%	11%	20%	10%
Less than a block	24%	28%	28%	24%	42%	24%
Within a couple of blocks	53%	46%	45%	54%	37%	57%
No more than 4 blocks	12%	12%	19%	11%	18%	15%
I support a 'vehicle-free' city centre	28%	33%	28%	13%	29%	29%
Other	3%	3%	1%	4%	-	1%

Parking preference

By Household type	Single	Households with 18+ only	Households with preschool-aged kids	Households with primary school-aged kids	Households with teenagers (11-18 years)
Park directly where I need to be	13%	14%	12%	10%	12%
Less than a block	32%	29%	35%	32%	26%
Within a couple of blocks	34%	46%	47%	48%	51%
No more than 4 blocks	20%	14%	14%	11%	13%
I support a 'vehicle-free' city centre	31%	32%	26%	29%	28%
Other	5%	2%	1%	3%	2%

By Household income	Less than \$15K	\$15K-\$29K	\$30K-\$49K	\$50K-\$69K	\$70K-\$89K	\$90K-\$130K	Over \$130K	Prefer not to say
Park directly where I need to be	-	23%	19%	17%	11%	7%	10%	14%
Less than a block	-	31%	33%	26%	31%	27%	25%	33%
Within a couple of blocks	59%	39%	42%	49%	53%	45%	51%	44%
No more than 4 blocks	41%	6%	12%	16%	20%	13%	10%	15%
I support a 'vehicle-free' city centre	28%	25%	30%	35%	30%	40%	32%	22%
Other	-	2%	4%	1%	1%	3%	1%	3%

Most visited places

Overall	
1	1%
2	24%
3	14%
4	12%
5	2%
6	2%
7	1%
8	<1%
9	14%
10	20%
11	2%
12	<1%
13	<1%
14	1%
15	1%
16	5%
17	56%
18	19%
19	2%
20	<1%
21	1%
22	1%
23	8%
24	18%
25	38%
26	15%
27	<1%
28	<1%
29	1%
30	1%
31	17%
32	7%
33	15%
34	<1%
35	1%
36	<1%
37	1%
38	2%
39	4%
40	5%
41	1%
42	1%

Attendance of recreational/entertainment activities or events in the Timaru city centre

By Age	18-29	30-49	50-64	65+
Often (4 or more times per month)	7%	8%	9%	11%
Occasionally (2-3 times per month)	22%	13%	18%	17%
Seldom (once a month)	13%	23%	21%	19%
Rarely (less than once a month)	37%	42%	39%	34%
Not at all	20%	13%	14%	19%

By Ethnicity	Māori	Other
Often (4 or more times per month)	13%	9%
Occasionally (2-3 times per month)	10%	17%
Seldom (once a month)	24%	19%
Rarely (less than once a month)	29%	39%
Not at all	24%	16%

By Area	Timaru CBD	Timaru Suburban	Geraldine	Pleasant Point	Temuka	Rural/Other
Often (4 or more times per month)	12%	12%	4%	9%	2%	5%
Occasionally (2-3 times per month)	22%	18%	6%	24%	15%	19%
Seldom (once a month)	18%	22%	17%	12%	19%	13%
Rarely (less than once a month)	29%	35%	51%	30%	45%	46%
Not at all	20%	13%	22%	25%	18%	17%

Attendance of recreational/entertainment activities or events in the Timaru city centre

By Household type	Single	Households with 18+ only	Households with preschool-aged kids	Households with primary school-aged kids	Households with teenagers (11-18 years)
Often (4 or more times per month)	9%	9%	11%	10%	10%
Occasionally (2-3 times per month)	16%	18%	12%	11%	16%
Seldom (once a month)	19%	20%	18%	23%	19%
Rarely (less than once a month)	34%	37%	42%	42%	37%
Not at all	22%	16%	17%	14%	19%

By Household income	Less than \$15K	\$15K-\$29K	\$30K-\$49K	\$50K-\$69K	\$70K-\$89K	\$90K-\$130K	Over \$130K	Prefer not to say
Often (4 or more times per month)	11%	7%	8%	11%	13%	9%	9%	7%
Occasionally (2-3 times per month)	20%	13%	11%	20%	13%	18%	23%	18%
Seldom (once a month)	-	17%	23%	16%	17%	23%	19%	19%
Rarely (less than once a month)	53%	37%	39%	37%	49%	37%	35%	36%
Not at all	16%	27%	19%	16%	9%	12%	13%	21%

Evaluation of different aspects of the city centre

By Age		18-29	30-49	50-64	65+
Retail offering	Extremely poor	10%	4%	7%	4%
	Somewhat poor	25%	30%	22%	12%
	Neither	17%	15%	7%	9%
	Fairly good	41%	47%	53%	67%
	Excellent	6%	4%	11%	9%
Hospitality offering (including nightlife)	Extremely poor	17%	13%	7%	5%
	Somewhat poor	35%	28%	27%	20%
	Neither	17%	16%	16%	17%
	Fairly good	26%	37%	46%	48%
	Excellent	6%	6%	5%	11%
Service offering (including medical, administrative, personal grooming)	Extremely poor	2%	2%	2%	2%
	Somewhat poor	23%	21%	19%	16%
	Neither	20%	21%	25%	20%
	Fairly good	43%	50%	46%	51%
	Excellent	12%	6%	8%	11%
Entertainment/recreation offering (including events, activities and facilities)	Extremely poor	31%	18%	13%	7%
	Somewhat poor	35%	41%	37%	33%
	Neither	13%	17%	24%	23%
	Fairly good	15%	20%	22%	27%
	Excellent	6%	3%	4%	10%
Accessibility/transport	Extremely poor	7%	11%	6%	5%
	Somewhat poor	21%	25%	19%	21%
	Neither	22%	17%	19%	17%
	Fairly good	38%	37%	46%	46%
	Excellent	12%	9%	10%	11%
Look and feel (including culture and heritage, safety, environment)	Extremely poor	13%	12%	8%	7%
	Somewhat poor	36%	32%	32%	22%
	Neither	19%	22%	16%	20%
	Fairly good	27%	29%	35%	42%
	Excellent	6%	5%	8%	9%
Amenities (including public toilets, sitting, signage, rubbish bins)	Extremely poor	9%	12%	10%	7%
	Somewhat poor	27%	29%	27%	20%
	Neither	16%	19%	12%	15%
	Fairly good	37%	32%	42%	46%
	Excellent	11%	7%	10%	12%
Accommodation offering (permanent and temporary)	Extremely poor	16%	18%	12%	9%
	Somewhat poor	26%	28%	34%	30%
	Neither	25%	21%	27%	25%
	Fairly good	27%	30%	23%	27%
	Excellent	6%	3%	5%	8%

Evaluation of different aspects of the city centre

By Ethnicity		Māori	Other
Retail offering	Extremely poor	7%	6%
	Somewhat poor	31%	22%
	Neither	8%	12%
	Fairly good	48%	53%
	Excellent	7%	8%
Hospitality offering (including nightlife)	Extremely poor	14%	9%
	Somewhat poor	36%	26%
	Neither	20%	16%
	Fairly good	23%	42%
	Excellent	6%	7%
Service offering (including medical, administrative, personal grooming)	Extremely poor	4%	2%
	Somewhat poor	30%	19%
	Neither	13%	22%
	Fairly good	45%	48%
	Excellent	8%	9%
Entertainment/recreation offering (including events, activities and facilities)	Extremely poor	26%	15%
	Somewhat poor	38%	37%
	Neither	19%	20%
	Fairly good	10%	22%
	Excellent	7%	5%
Accessibility/transport	Extremely poor	18%	7%
	Somewhat poor	20%	22%
	Neither	21%	18%
	Fairly good	38%	43%
	Excellent	3%	11%
Look and feel (including culture and heritage, safety, environment)	Extremely poor	15%	9%
	Somewhat poor	41%	29%
	Neither	12%	20%
	Fairly good	29%	34%
	Excellent	3%	7%
Amenities (including public toilets, sitting, signage, rubbish bins)	Extremely poor	14%	9%
	Somewhat poor	39%	25%
	Neither	15%	15%
	Fairly good	18%	41%
	Excellent	14%	10%
Accommodation offering (permanent and temporary)	Extremely poor	28%	13%
	Somewhat poor	15%	31%
	Neither	17%	25%
	Fairly good	34%	26%
	Excellent	6%	5%

Evaluation of different aspects of the city centre

By Area		Timaru CBD	Timaru Suburban	Geraldine	Pleasant Point	Temuka	Rural/ Other
Retail offering	Extremely poor	8%	6%	2%	4%	10%	2%
	Somewhat poor	21%	26%	13%	19%	20%	19%
	Neither	10%	11%	12%	13%	16%	8%
	Fairly good	51%	50%	63%	65%	46%	62%
	Excellent	9%	7%	10%	-	9%	8%
Hospitality offering (including nightlife)	Extremely poor	19%	10%	6%	-	15%	3%
	Somewhat poor	30%	27%	27%	39%	21%	21%
	Neither	11%	17%	18%	8%	17%	19%
	Fairly good	33%	39%	39%	53%	40%	49%
	Excellent	7%	6%	10%	-	8%	8%
Service offering (including medical, administrative, personal grooming)	Extremely poor	-	3%	2%	-	-	1%
	Somewhat poor	24%	20%	15%	26%	24%	10%
	Neither	16%	21%	20%	14%	30%	22%
	Fairly good	44%	48%	47%	53%	44%	59%
	Excellent	17%	8%	16%	6%	3%	8%
Entertainment/recreation offering (including events, activities and facilities)	Extremely poor	22%	17%	12%	18%	14%	8%
	Somewhat poor	38%	37%	30%	39%	44%	33%
	Neither	12%	20%	21%	19%	19%	28%
	Fairly good	24%	21%	28%	15%	12%	32%
	Excellent	5%	4%	8%	9%	11%	-
Accessibility/transport	Extremely poor	3%	7%	5%	-	17%	5%
	Somewhat poor	20%	18%	26%	36%	27%	27%
	Neither	14%	17%	16%	18%	24%	23%
	Fairly good	53%	47%	44%	42%	23%	32%
	Excellent	10%	11%	9%	4%	9%	13%
Look and feel (including culture and heritage, safety, environment)	Extremely poor	11%	9%	13%	9%	15%	2%
	Somewhat poor	26%	29%	29%	23%	38%	33%
	Neither	14%	22%	12%	26%	18%	14%
	Fairly good	43%	33%	37%	34%	22%	46%
	Excellent	6%	7%	9%	9%	7%	5%
Amenities (including public toilets, sitting, signage, rubbish bins)	Extremely poor	12%	9%	11%	17%	11%	2%
	Somewhat poor	20%	24%	25%	29%	32%	30%
	Neither	13%	16%	13%	12%	18%	16%
	Fairly good	51%	40%	41%	38%	24%	48%
	Excellent	4%	10%	11%	4%	15%	4%
Accommodation offering (permanent and temporary)	Extremely poor	13%	16%	6%	12%	15%	4%
	Somewhat poor	26%	29%	38%	41%	26%	34%
	Neither	19%	24%	25%	16%	27%	31%
	Fairly good	34%	26%	28%	25%	24%	31%
	Excellent	8%	6%	3%	5%	7%	-

Evaluation of different aspects of the city centre

By Household type		Single	Households with 18+ only	Households with preschool-aged kids	Households with primary school-aged kids	Households with teenagers (11-18 years)
Retail offering	Extremely poor	4%	6%	5%	6%	6%
	Somewhat poor	13%	20%	34%	32%	23%
	Neither	9%	10%	15%	17%	14%
	Fairly good	58%	56%	44%	42%	51%
	Excellent	14%	9%	2%	3%	5%
Hospitality offering (including nightlife)	Extremely poor	4%	8%	19%	17%	11%
	Somewhat poor	28%	27%	25%	21%	25%
	Neither	16%	17%	15%	20%	15%
	Fairly good	38%	42%	34%	32%	42%
	Excellent	14%	7%	7%	9%	8%
Service offering (including medical, administrative, personal grooming)	Extremely poor	3%	2%	1%	3%	2%
	Somewhat poor	21%	18%	24%	24%	21%
	Neither	20%	22%	17%	22%	22%
	Fairly good	44%	48%	52%	45%	49%
	Excellent	12%	10%	6%	6%	6%
Entertainment/recreation offering (including events, activities and facilities)	Extremely poor	7%	13%	22%	19%	22%
	Somewhat poor	33%	37%	40%	42%	35%
	Neither	25%	22%	13%	13%	15%
	Fairly good	27%	22%	21%	22%	22%
	Excellent	8%	6%	4%	4%	7%
Accessibility/transport	Extremely poor	7%	5%	16%	19%	8%
	Somewhat poor	15%	22%	24%	21%	19%
	Neither	20%	19%	19%	19%	15%
	Fairly good	42%	44%	33%	31%	45%
	Excellent	15%	10%	7%	10%	13%
Look and feel (including culture and heritage, safety, environment)	Extremely poor	6%	9%	12%	12%	8%
	Somewhat poor	26%	30%	36%	36%	30%
	Neither	16%	19%	21%	19%	20%
	Fairly good	41%	34%	28%	29%	34%
	Excellent	12%	8%	3%	4%	8%
Amenities (including public toilets, sitting, signage, rubbish bins)	Extremely poor	4%	7%	18%	20%	13%
	Somewhat poor	16%	24%	36%	36%	29%
	Neither	22%	15%	15%	14%	12%
	Fairly good	43%	43%	24%	24%	36%
	Excellent	15%	10%	7%	6%	10%
Accommodation offering (permanent and temporary)	Extremely poor	13%	13%	14%	15%	12%
	Somewhat poor	27%	30%	32%	36%	30%
	Neither	24%	23%	25%	20%	28%
	Fairly good	30%	28%	24%	23%	23%
	Excellent	6%	6%	6%	6%	6%

Evaluation of different aspects of the city centre

By Household income		Less than \$15K	\$15K-\$29K	\$30K-\$49K	\$50K-\$69K	\$70K-\$89K	\$90K-\$130K	Over \$130K	Prefer not to say
Retail offering	Extremely poor	-	4%	4%	6%	7%	5%	5%	7%
	Somewhat poor	11%	9%	16%	19%	28%	26%	28%	21%
	Neither	9%	4%	11%	15%	6%	13%	15%	12%
	Fairly good	80%	66%	63%	47%	54%	50%	49%	50%
	Excellent	-	16%	5%	12%	6%	6%	2%	11%
Hospitality offering (including nightlife)	Extremely poor	-	5%	9%	8%	12%	10%	14%	9%
	Somewhat poor	-	19%	20%	21%	35%	30%	32%	25%
	Neither	35%	9%	22%	10%	10%	17%	23%	17%
	Fairly good	55%	57%	44%	52%	39%	38%	27%	39%
	Excellent	11%	10%	6%	9%	4%	5%	5%	10%
Service offering (including medical, administrative, personal grooming)	Extremely poor	7%	3%	4%	1%	1%	2%	2%	2%
	Somewhat poor	9%	16%	20%	24%	25%	18%	15%	19%
	Neither	30%	15%	22%	16%	25%	25%	20%	21%
	Fairly good	38%	49%	47%	47%	40%	48%	56%	47%
	Excellent	16%	17%	6%	12%	10%	6%	7%	10%
Entertainment/recreation offering (including events, activities and facilities)	Extremely poor	18%	10%	11%	17%	15%	19%	18%	16%
	Somewhat poor	19%	24%	35%	33%	43%	38%	45%	33%
	Neither	36%	26%	20%	15%	19%	21%	19%	20%
	Fairly good	27%	28%	27%	30%	20%	17%	14%	22%
	Excellent	-	12%	7%	4%	2%	4%	3%	9%
Accessibility/transport	Extremely poor	9%	4%	6%	8%	16%	9%	6%	5%
	Somewhat poor	11%	20%	19%	16%	20%	26%	22%	23%
	Neither	20%	11%	24%	24%	15%	16%	19%	17%
	Fairly good	49%	51%	43%	41%	41%	41%	46%	39%
	Excellent	11%	15%	8%	10%	8%	8%	7%	16%
Look and feel (including culture and heritage, safety, environment)	Extremely poor	18%	2%	5%	13%	12%	12%	13%	7%
	Somewhat poor	20%	13%	29%	25%	34%	34%	34%	31%
	Neither	26%	19%	15%	22%	16%	18%	21%	21%
	Fairly good	36%	48%	46%	31%	34%	31%	27%	31%
	Excellent	-	18%	4%	9%	4%	6%	5%	9%
Amenities (including public toilets, sitting, signage, rubbish bins)	Extremely poor	-	3%	9%	8%	17%	11%	9%	9%
	Somewhat poor	11%	19%	20%	26%	26%	32%	30%	23%
	Neither	42%	14%	15%	11%	21%	18%	15%	11%
	Fairly good	38%	49%	45%	39%	29%	34%	38%	45%
	Excellent	9%	15%	11%	16%	8%	5%	8%	12%
Accommodation offering (permanent and temporary)	Extremely poor	11%	6%	10%	9%	22%	14%	18%	12%
	Somewhat poor	37%	19%	37%	24%	31%	38%	26%	27%
	Neither	26%	36%	16%	32%	15%	25%	22%	29%
	Fairly good	27%	28%	32%	28%	29%	20%	30%	24%
	Excellent	-	11%	5%	7%	3%	3%	4%	8%

Opportunities for improvement – top-3 areas in order of importance

By Age	18-29	30-49	50-64	65+
Environment	74%	81%	79%	74%
Culture	42%	42%	34%	36%
Amenities	67%	68%	75%	80%
Safety/Hazards	40%	37%	48%	52%
Social/Gathering places	78%	71%	60%	46%

By Ethnicity	Māori	Other
Environment	73%	78%
Culture	41%	38%
Amenities	70%	73%
Safety/Hazards	62%	43%
Social/Gathering places	54%	63%

By Area	Timaru CBD	Timaru Suburban	Geraldine	Pleasant Point	Temuka	Rural/Other
Environment	81%	76%	76%	61%	84%	87%
Culture	43%	41%	41%	29%	32%	28%
Amenities	62%	71%	75%	86%	80%	71%
Safety/Hazards	39%	44%	43%	65%	40%	48%
Social/Gathering places	74%	65%	47%	60%	58%	67%

Opportunities for improvement – top-3 areas in order of importance

By Household type	Single	Households with 18+ only	Households with preschool-aged kids	Households with primary school-aged kids	Households with teenagers (11-18 years)
Environment	76%	77%	83%	79%	81%
Culture	41%	37%	38%	41%	43%
Amenities	78%	74%	72%	73%	72%
Safety/Hazards	43%	46%	40%	44%	38%
Social/Gathering places	48%	60%	66%	61%	65%

By Household income	Less than \$15K	\$15K-\$29K	\$30K-\$49K	\$50K-\$69K	\$70K-\$89K	\$90K-\$130K	Over \$130K	Prefer not to say
Environment	52%	85%	70%	80%	79%	73%	85%	77%
Culture	49%	38%	46%	41%	35%	36%	38%	35%
Amenities	66%	72%	74%	71%	78%	73%	69%	74%
Safety/Hazards	67%	47%	53%	44%	46%	43%	29%	48%
Social/Gathering places	65%	50%	52%	56%	63%	72%	79%	56%

Opportunities for improvement – top-3 areas - Environment

By Age	18-29	30-49	50-64	65+
Green spaces – like gardens and grassed areas	81%	89%	91%	86%
Trees, flowers and other plants	77%	77%	80%	70%
Water features	42%	30%	27%	20%
Eco Infrastructure	44%	39%	34%	25%
Accessibility	55%	64%	66%	76%

By Ethnicity	Māori	Other
Green spaces – like gardens and grassed areas	86%	88%
Trees, flowers and other plants	73%	76%
Water features	42%	28%
Eco Infrastructure	30%	35%
Accessibility	61%	67%

By Area	Timaru CBD	Timaru Suburban	Geraldine	Pleasant Point	Temuka	Rural/Other
Green spaces – like gardens and grassed areas	89%	88%	85%	75%	88%	97%
Trees, flowers and other plants	82%	75%	80%	80%	67%	81%
Water features	38%	29%	25%	26%	25%	31%
Eco Infrastructure	27%	36%	32%	42%	36%	30%
Accessibility	57%	67%	66%	65%	73%	61%

Opportunities for improvement – top-3 areas - Environment

By Household type	Single	Households with 18+ only	Households with preschool-aged kids	Households with primary school-aged kids	Households with teenagers (11-18 years)
Green spaces – like gardens and grassed areas	83%	87%	89%	88%	87%
Trees, flowers and other plants	70%	76%	73%	78%	76%
Water features	20%	26%	38%	30%	36%
Eco Infrastructure	37%	33%	43%	41%	39%
Accessibility	71%	69%	57%	61%	60%

By Household income	Less than \$15K	\$15K-\$29K	\$30K-\$49K	\$50K-\$69K	\$70K-\$89K	\$90K-\$130K	Over \$130K	Prefer not to say
Green spaces – like gardens and grassed areas	100%	93%	83%	79%	86%	90%	95%	88%
Trees, flowers and other plants	54%	71%	77%	80%	69%	80%	74%	76%
Water features	-	22%	19%	39%	27%	29%	29%	32%
Eco Infrastructure	46%	35%	34%	31%	46%	42%	33%	25%
Accessibility	100%	73%	75%	56%	72%	58%	63%	70%

Opportunities for improvement – top-3 areas - Culture

By Age	18-29	30-49	50-64	65+
Landmarks' information and signage	49%	44%	66%	67%
Art installations	45%	36%	39%	43%
Public performances	49%	55%	48%	34%
Festivals	61%	61%	49%	37%
Cultural diversity	46%	50%	33%	29%
Heritage buildings	46%	50%	58%	60%

By Ethnicity	Māori	Other
Landmarks' information and signage	52%	58%
Art installations	40%	40%
Public performances	44%	47%
Festivals	61%	50%
Cultural diversity	54%	38%
Heritage buildings	39%	55%

By Area	Timaru CBD	Timaru Suburban	Geraldine	Pleasant Point	Temuka	Rural/Other
Landmarks' information and signage	60%	55%	58%	67%	62%	56%
Art installations	36%	40%	45%	39%	35%	50%
Public performances	43%	50%	38%	41%	46%	41%
Festivals	60%	52%	52%	28%	43%	65%
Cultural diversity	35%	40%	41%	30%	48%	21%
Heritage buildings	53%	54%	50%	77%	53%	51%

Opportunities for improvement – top-3 areas - Culture

By Household type	Single	Households with 18+ only	Households with preschool-aged kids	Households with primary school-aged kids	Households with teenagers (11-18 years)
Landmarks' information and signage	72%	62%	45%	49%	48%
Art installations	38%	39%	50%	45%	43%
Public performances	35%	43%	63%	49%	51%
Festivals	27%	48%	56%	54%	58%
Cultural diversity	33%	37%	44%	48%	45%
Heritage buildings	68%	57%	39%	50%	51%

By Household income	Less than \$15K	\$15K-\$29K	\$30K-\$49K	\$50K-\$69K	\$70K-\$89K	\$90K-\$130K	Over \$130K	Prefer not to say
Landmarks' information and signage	100%	72%	56%	56%	57%	52%	53%	60%
Art installations	25%	47%	45%	41%	34%	40%	35%	43%
Public performances	30%	41%	33%	40%	47%	51%	59%	48%
Festivals	45%	24%	46%	61%	55%	50%	62%	49%
Cultural diversity	45%	30%	44%	38%	38%	42%	41%	35%
Heritage buildings	55%	69%	57%	48%	62%	57%	42%	52%

Opportunities for improvement – top-3 areas - Amenities

By Age	18-29	30-49	50-64	65+
Footpaths	72%	68%	83%	81%
Street furniture	47%	45%	44%	34%
Waste management/general cleanliness	55%	60%	63%	53%
Public toilets	65%	71%	64%	67%
Facilities for parent (changing/feeding)	35%	38%	16%	18%
Way finding signage	25%	15%	28%	24%

By Ethnicity	Māori	Other
Footpaths	73%	77%
Street furniture	34%	43%
Waste management/general cleanliness	67%	57%
Public toilets	58%	67%
Facilities for parent (changing/feeding)	28%	26%
Way finding signage	27%	22%

By Area	Timaru CBD	Timaru Suburban	Geraldine	Pleasant Point	Temuka	Rural/Other
Footpaths	74%	78%	69%	75%	86%	67%
Street furniture	43%	44%	33%	34%	42%	48%
Waste management/general cleanliness	62%	57%	68%	50%	60%	55%
Public toilets	73%	67%	65%	71%	60%	69%
Facilities for parent (changing/feeding)	24%	25%	23%	44%	22%	39%
Way finding signage	24%	22%	26%	26%	23%	16%

Opportunities for improvement – top-3 areas - Amenities

By Household type	Single	Households with 18+ only	Households with preschool-aged kids	Households with primary school-aged kids	Households with teenagers (11-18 years)
Footpaths	83%	80%	61%	71%	73%
Street furniture	34%	40%	42%	43%	54%
Waste management/general cleanliness	48%	56%	66%	62%	66%
Public toilets	60%	66%	72%	74%	62%
Facilities for parent (changing/feeding)	19%	21%	51%	37%	32%
Way finding signage	35%	26%	4%	10%	12%

By Household income	Less than \$15K	\$15K-\$29K	\$30K-\$49K	\$50K-\$69K	\$70K-\$89K	\$90K-\$130K	Over \$130K	Prefer not to say
Landmarks' information and signage	81%	82%	77%	78%	68%	81%	75%	76%
Art installations	17%	36%	41%	45%	37%	50%	48%	35%
Public performances	66%	48%	64%	51%	69%	56%	51%	62%
Festivals	100%	74%	63%	68%	67%	66%	67%	66%
Cultural diversity	-	19%	17%	28%	40%	23%	32%	26%
Heritage buildings	36%	32%	23%	19%	21%	20%	24%	22%

Opportunities for improvement – top-3 areas – Safety/hazards

By Age	18-29	30-49	50-64	65+
Traffic – vehicle movement	67%	80%	79%	72%
Built environment/hazards	29%	35%	32%	29%
Noise pollution	19%	20%	24%	29%
Shelter – from sun, wind and rain	73%	66%	70%	58%
Street lighting	60%	57%	50%	52%
Air quality	51%	39%	40%	32%

By Ethnicity	Māori	Other
Traffic – vehicle movement	71%	76%
Built environment/hazards	39%	31%
Noise pollution	20%	23%
Shelter – from sun, wind and rain	62%	66%
Street lighting	52%	55%
Air quality	42%	39%

By Area	Timaru CBD	Timaru Suburban	Geraldine	Pleasant Point	Temuka	Rural/Other
Traffic – vehicle movement	72%	78%	74%	71%	68%	74%
Built environment/hazards	26%	30%	32%	27%	38%	34%
Noise pollution	28%	26%	17%	6%	21%	24%
Shelter – from sun, wind and rain	64%	63%	68%	79%	73%	68%
Street lighting	55%	56%	48%	57%	58%	47%
Air quality	47%	39%	44%	47%	31%	36%

Opportunities for improvement – top-3 areas - Safety/hazards

By Household type	Single	Households with 18+ only	Households with preschool-aged kids	Households with primary school-aged kids	Households with teenagers (11-18 years)
Traffic – vehicle movement	74%	75%	79%	85%	74%
Built environment/hazards	35%	31%	33%	34%	29%
Noise pollution	17%	23%	23%	20%	25%
Shelter – from sun, wind and rain	62%	66%	67%	63%	63%
Street lighting	53%	54%	53%	48%	58%
Air quality	32%	38%	42%	47%	48%

By Household income	Less than \$15K	\$15K-\$29K	\$30K-\$49K	\$50K-\$69K	\$70K-\$89K	\$90K-\$130K	Over \$130K	Prefer not to say
Traffic – vehicle movement	79%	68%	77%	73%	72%	82%	77%	73%
Built environment/hazards	0%	27%	34%	20%	39%	36%	37%	26%
Noise pollution	37%	14%	36%	21%	26%	15%	23%	26%
Shelter – from sun, wind and rain	100%	65%	55%	66%	66%	75%	62%	67%
Street lighting	42%	66%	45%	54%	52%	58%	58%	54%
Air quality	42%	48%	37%	49%	42%	30%	37%	40%

Opportunities for improvement – top-3 areas – Social gathering places

By Age	18-29	30-49	50-64	65+
Covered sitting	71%	70%	76%	66%
Uncovered sitting	40%	45%	54%	48%
Play equipment for young children	43%	68%	42%	49%
Exercise equipment for adults	22%	17%	8%	11%
Outdoor spaces to accommodate large gatherings	73%	60%	71%	53%
Indoor facilities to accommodate large gatherings	46%	35%	42%	37%

By Ethnicity	Māori	Other
Covered sitting	57%	72%
Uncovered sitting	45%	48%
Play equipment for young children	74%	50%
Exercise equipment for adults	20%	13%
Outdoor spaces to accommodate large gatherings	58%	64%
Indoor facilities to accommodate large gatherings	37%	39%

By Area	Timaru CBD	Timaru Suburban	Geraldine	Pleasant Point	Temuka	Rural/Other
Covered sitting	79%	70%	66%	61%	70%	82%
Uncovered sitting	44%	47%	44%	43%	58%	46%
Play equipment for young children	49%	54%	55%	46%	53%	38%
Exercise equipment for adults	13%	15%	19%	14%	11%	7%
Outdoor spaces to accommodate large gatherings	69%	65%	51%	61%	64%	66%
Indoor facilities to accommodate large gatherings	35%	40%	34%	42%	38%	43%

Opportunities for improvement – top-3 areas - Social gathering places

By Household type	Single	Households with 18+ only	Households with preschool-aged kids	Households with primary school-aged kids	Households with teenagers (11-18 years)
Covered sitting	68%	71%	70%	67%	68%
Uncovered sitting	43%	49%	33%	34%	49%
Play equipment for young children	50%	44%	86%	75%	58%
Exercise equipment for adults	17%	14%	6%	11%	13%
Outdoor spaces to accommodate large gatherings	57%	64%	61%	70%	62%
Indoor facilities to accommodate large gatherings	39%	40%	42%	38%	39%

By Household income	Less than \$15K	\$15K-\$29K	\$30K-\$49K	\$50K-\$69K	\$70K-\$89K	\$90K-\$130K	Over \$130K	Prefer not to say
Covered sitting	58%	70%	76%	67%	73%	67%	73%	70%
Uncovered sitting	79%	47%	55%	43%	41%	53%	48%	43%
Play equipment for young children	100%	48%	49%	47%	66%	56%	48%	49%
Exercise equipment for adults	21%	21%	10%	15%	19%	13%	13%	12%
Outdoor spaces to accommodate large gatherings	21%	54%	52%	62%	64%	64%	77%	66%
Indoor facilities to accommodate large gatherings	21%	45%	35%	41%	31%	39%	38%	45%

Property prices

Rental price	
\$100-\$199	8%
\$200-\$299	31%
\$300-\$399	33%
\$400-\$499	21%
\$500-\$599	6%
\$600 and above	1%

By Age		Minimum	Median	Maximum
Rent	18-29	100	277	600
	30-49	225	300	500
	50-64	200	371	500
	65+	120	380	450

By Ethnicity		Minimum	Median	Maximum
Rent	Māori	250	300	450
	Other	100	300	600

By Area		Minimum	Median	Maximum
Rent	Timaru CBD	300	369	450
	Timaru Suburban	120	350	600
	Geraldine	100	300	410
	Pleasant Point	-	-	-
	Temuka	200	250	350
	Rural/Other	100	200	450

Property prices

By Household type		Minimum	Median	Maximum
Rent	Single	100	300	450
	Households with 18+ only	100	300	600
	Households with preschool-aged kids	200	350	500
	Households with primary school-aged kids	225	323	500
	Households with teenagers (11-18 years)	250	341	452

By Household income		Minimum	Median	Maximum
Rent	Less than \$15K	-	-	-
	\$15K-\$29K	200	269	300
	\$30K-\$49K	200	350	450
	\$50K-\$69K	250	394	410
	\$70K- \$89K	100	240	500
	\$90K-\$130K	250	300	500
	Over \$130K	250	353	600
	Prefer not to say	100	300	500

Property prices

Price to buy	
\$100k-\$199,999	<1%
\$200k-\$299,999	4%
\$300k-\$399,999	13%
\$400k-\$499,999	17%
\$500k-\$599,999	23%
\$600k-\$699,999	17%
\$700K-\$799,999	11%
\$800K-\$899,999	7%
\$900K and above	8%

By Age		Minimum	Median	Maximum
Buy	18-29	250000	402890	1000000
	30-49	200000	534552	1500000
	50-64	200000	500000	2000000
	65+	100000	500000	10000000

By Ethnicity		Minimum	Median	Maximum
Buy	Māori	250000	400000	1500000
	Other	100000	500000	10000000

By Area*		Minimum	Median	Maximum
Buy	Timaru CBD	100000	500000	1000000
	Timaru Suburban	200000	500000	10000000
	Geraldine	250000	500000	1000000
	Pleasant Point	350000	500000	800000
	Temuka	300000	600000	1000000
	Rural/Other	300000	517559	1000000

Property prices

By Household type		Minimum	Median	Maximum
Buy	Single	100	300	450
	Households with 18+ only	100	300	600
	Households with preschool-aged kids	200	350	500
	Households with primary school-aged kids	225	323	500
	Households with teenagers (11-18 years)	250	341	452

By Household income		Minimum	Median	Maximum
Buy	Less than \$15K	400000	529615	800000
	\$15K-\$29K	300000	497768	800000
	\$30K-\$49K	200000	500000	1000000
	\$50K-\$69K	200000	450000	1000000
	\$70K- \$89K	250000	500000	1000000
	\$90K-\$130K	250000	591807	1500000
	Over \$130K	100000	600000	1500000
	Prefer not to say	200000	500000	1000000

Reasons to go to Caroline Bay

By Age	18-29	30-49	50-64	65+
Beach	78%	86%	75%	68%
Boardwalk	67%	69%	83%	74%
Swimming pool	20%	48%	26%	27%
Playgrounds	18%	57%	27%	36%
Parks	41%	49%	53%	52%
Events and facilities	41%	63%	70%	68%
Other	13%	12%	12%	15%

By Ethnicity	Māori	Other
Beach	79%	77%
Boardwalk	71%	74%
Swimming pool	44%	31%
Playgrounds	63%	35%
Parks	57%	49%
Events and facilities	64%	62%
Other	13%	13%

By Area	Timaru CBD	Timaru Suburban	Geraldine	Pleasant Point	Temuka	Rural/Other
Beach	86%	82%	68%	56%	72%	66%
Boardwalk	85%	76%	64%	62%	71%	73%
Swimming pool	27%	35%	27%	23%	26%	37%
Playgrounds	35%	37%	41%	55%	34%	21%
Parks	59%	51%	42%	37%	51%	46%
Events and facilities	62%	67%	51%	65%	61%	49%
Other	14%	14%	9%	-	7%	27%

Reasons to go to Caroline Bay

By Household type	Single	Households with 18+ only	Households with preschool-aged kids	Households with primary school-aged kids	Households with teenagers (11-18 years)
Beach	63%	72%	89%	88%	88%
Boardwalk	66%	77%	62%	63%	72%
Swimming pool	20%	24%	50%	55%	46%
Playgrounds	20%	25%	89%	81%	47%
Parks	51%	48%	60%	53%	51%
Events and facilities	62%	63%	58%	55%	63%
Other	7%	15%	12%	11%	7%

By Household income	Less than \$15K	\$15K-\$29K	\$30K-\$49K	\$50K-\$69K	\$70K-\$89K	\$90K-\$130K	Over \$130K	Prefer not to say
Beach	42%	72%	75%	61%	81%	85%	86%	74%
Boardwalk	58%	69%	73%	74%	71%	75%	72%	77%
Swimming pool	21%	25%	28%	22%	40%	38%	31%	31%
Playgrounds	42%	22%	37%	40%	51%	42%	34%	30%
Parks	79%	58%	59%	53%	47%	51%	42%	44%
Events and facilities	42%	69%	66%	57%	69%	63%	68%	55%
Other	-	9%	14%	17%	16%	12%	14%	11%

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