

CBD Survey Results 2018

	Business owner in the CBD	Employee of a CBD Business	Invercargill Resident	Other	All
Invercargill Dream Big Brand					
No Value	25.64%	19.61%	39.56%	43.75%	34.02%
Valuable / Extremely Valuable	74.36%	80.39%	60.44%	56.25%	65.98%
Brand Merchandise for sale					
No Value	47.37%	33.33%	45.56%	62.50%	44.10%
Valuable / Extremely Valuable	52.63%	66.67%	54.44%	37.50%	55.90%
InvercargillNZ.com website and retail platform					
No Value	34.21%	35.29%	36.52%	43.75%	36.01%
Valuable / Extremely Valuable	65.79%	64.71%	63.48%	56.25%	63.99%
Christmas Market					
No Value	22.22%	8.33%	11.05%	5.88%	11.96%
Valuable / Extremely Valuable	77.78%	91.67%	88.95%	94.12%	88.04%
Christmas Scavenger Hunt					
No Value	33.33%	25.00%	36.47%	18.75%	33.34%
Valuable / Extremely Valuable	66.67%	75.00%	63.53%	81.25%	66.66%
Easter Egg Hunt					
No Value	33.33%	22.92%	31.95%	12.50%	29.78%
Valuable / Extremely Valuable	66.67%	77.08%	68.05%	87.50%	70.22%
Food Truck Friday					
No Value	19.44%	8.33%	13.95%	17.65%	14.13%
Valuable / Extremely Valuable	80.56%	91.67%	86.05%	82.35%	85.87%
Gingerbread Competition					
No Value	40.00%	37.50%	40.00%	47.06%	40.29%
Valuable / Extremely Valuable	60.00%	62.50%	60.00%	52.94%	59.71%
Halloween					
No Value	31.43%	25.00%	47.40%	37.50%	41.09%
Valuable / Extremely Valuable	68.57%	75.00%	52.60%	62.50%	58.91%
Matariki Festival					
No Value	20.00%	10.42%	16.28%	0.00%	14.91%
Valuable / Extremely Valuable	80.00%	89.58%	83.72%	100.00%	85.09%
Rev Up (City centre spring clean)					
No Value	22.22%	6.25%	22.94%	11.76%	19.34%
Valuable / Extremely Valuable	77.78%	93.75%	77.06%	88.24%	80.66%
Promotion of special shopping days / sales					
No Value	19.44%	6.25%	17.92%	11.76%	15.88%
Valuable / Extremely Valuable	80.56%	93.75%	82.08%	88.24%	84.12%
Retail Breakfast					
No Value	36.96%	38.24%	47.53%	64.29%	45.35%
Valuable / Extremely Valuable	63.04%	61.76%	52.47%	35.71%	54.65%
Encouraging retailers to work together					
No Value	14.29%	6.38%	9.15%	6.67%	9.12%
Valuable / Extremely Valuable	85.71%	93.62%	90.85%	93.33%	90.88%
Road Works / road closures					
No Value	11.43%	14.89%	12.88%	11.76%	13.26%
Valuable / Extremely Valuable	88.57%	85.11%	87.12%	88.24%	86.74%
Rubbish and recycling collection					
No Value	8.82%	6.25%	4.85%	6.25%	5.66%
Valuable / Extremely Valuable	91.18%	93.75%	95.15%	93.75%	94.34%
City Centre News (in the Southland Express)					
No Value	11.43%	14.89%	14.11%	29.41%	14.77%
Valuable / Extremely Valuable	88.57%	85.11%	85.89%	70.59%	85.23%
City Centre Catch Up (email to city centre businesses)					
No Value	8.57%	20.00%	16.36%	40.00%	29.57%
Valuable / Extremely Valuable	91.43%	80.00%	83.64%	60.00%	70.43%
Council Facebook posts on city centre activities					
No Value	26.47%	14.89%	26.06%	29.41%	18.12%
Valuable / Extremely Valuable	73.53%	85.11%	73.94%	70.59%	81.88%
Invercargill Pocket Map					
No Value	26.47%	21.28%	26.06%	31.25%	25.38%
Valuable / Extremely Valuable	73.53%	78.72%	73.94%	68.75%	74.62%
Smokefree City Centre					
No Value	20.00%	14.89%	21.82%	23.53%	20.68%
Valuable / Extremely Valuable	80.00%	85.11%	78.18%	76.47%	79.32%
Do you think Council should continue to provide a City Centre Co-Ordinator?					
No	7.41%	9.52%	28.24%	21.43%	21.86%
Yes	92.59%	90.48%	71.76%	78.57%	78.14%