



# Queenstown Lakes District Council

2026 Community Insights Survey



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# Background, objectives and methodology

## Background

Queenstown Lakes District Council has an ongoing need to measure how satisfied residents are with the district's services, facilities, activities and governance.

## Research Objectives

- Measure residents' satisfaction with the Queenstown Lakes District Council's performance, and the level of trust residents have in Council and its decision making. Trust in Council has been measured utilising the TrustID methodology
- Provide insights into how the Council can invest its resources to improve residents' satisfaction with its overall performance

## Method

- A mixed method approach to data collection, consisting of a postal invitation to an online survey was sent to a random selection from the Electoral Roll, in addition to an email invite sent to a random selection from the ratepayer's database.
- The postal invite was sent to a random selection of 2,200 residents aged 18 years or older across the Queenstown Lakes District, and 1,000 email invites to Queenstown Lakes District ratepayers who reside in the District. All 3,200 invitations sent were unique.

- A total of 407 responses were collected between 23 February and 31 March 2026, including 148 responses from the mailout and 259 via email from the ratepayers' database, with an overall response rate of 13%. All responses were included in the final survey sample.
- Post data collection, the sample has been weighted so it is exactly representative of key population demographics based on the 2023 Census. Weighting is a commonly done statistical adjustment to ensure that survey data accurately reflects the target population.
- Throughout this report, we refer to the 'average Key Research benchmark results' to provide context for the results of Queenstown Lakes District Council's Community Insights Survey. Key Research prepares benchmarking reports for councils across New Zealand, enabling the comparison of key performance indicators with those of other local authorities. Where relevant, we have included comparisons with 21 Councils across New Zealand from the 2025 Benchmarking Report, published in September 2025.
- All Councils use 1-10 scale, results are calculated as a proportion of respondents rating a certain area 7-10 excluding 'Don't know' responses.

## Notes

- Due to rounding, percentages may add to just over or under (+/- 1%) totals
- At an aggregate level, the survey has an expected 95% confidence interval (margin of error) of +/-4.84%.
- The margins of error associated with subgroups will be larger than this as the results become less precise as the sample size shrinks. Thus, results associated with particularly small sample sizes should be read with caution.
- 'Don't know' responses were excluded from the analysis so that the findings show the views of people who had a clear opinion. This helps provide a more accurate presentation of residents' perceptions.

The responses were given scores on a scale of 1 to 10, which were grouped as follows:

- 1-2 Very dissatisfied**
- 3-4 Dissatisfied**
- 5-6 Neutral**
- 7-8 Satisfied**
- 9-10 Very satisfied**



# Executive summary

# Executive summary



## Themes

Below are the main themes identified by residents in order to improve residents' overall perception of the Council:

- ✓ *Improve long-term planning and ensure infrastructure keeps pace with growth.*
- ✓ *Continue to improve communication perceptions (clearer, simpler, and easier to access)*
- ✓ *Focus on delivering core services (roading, water, wastewater, waste)*
- ✓ *Increase transparency around decisions, spending, and outcomes*

## Positive Outcomes

- Over the past 12 months, there have been clear and measurable positive shifts in how residents perceive Council performance. Satisfaction with *Core service deliverables* has increased from 23% in 2025 to 29% in 2026, driven by more residents rating services as 'Good' rather than 'Neutral'. Satisfaction with the leadership of the *Mayor and Councillors* has also improved, increasing by 10% points to 27%. *Communication and engagement* has reported similar progress, with satisfaction with the *Information provided by Council* increasing to 40%.
- Many residents have noted increased visibility and greater effort from Council in terms of accessibility, communication, and engagement. While the overall sentiment remains mixed, there is general perception from residents that this area has improved since the previous survey.

## Core Service Deliverables

- Core services continue to be a primary concern of residents. 29% were satisfied with core service deliverables (up from 23% in 2025) with 50% dissatisfied. Traffic congestion, roading challenges, and the need for improved commuting options remain the most prevalent issues raised. While not solely the remit of QLDC, many commenters still view Council as responsible for these services.
- There is also a strong perception that growth is not being matched with infrastructure. Residents frequently highlight concerns that housing development is occurring ahead of essential services such as roading and wastewater. As a result, there is a consistent call for Council to prioritise core services and focus on essential infrastructure, ensuring that future growth is supported in a more planned and sustainable way.

# Executive summary (continued)



## Community Facilities

- Satisfaction with community facilities remains high, with 73% of residents satisfied with the *Range available in the district*. *Parks, reserves, gardens and trails* are particularly valued and widely used. There is a significant sense of pride in the quality and range of outdoor facilities and spaces managed by the Council available across the district, including parks, reserves, gardens, trails, walkways and cycleways.
- However, some comments note the increasing pressure on these facilities as the population grows. Residents report that key facilities such as pools, gyms, and indoor sports venues are becoming overcrowded and are not keeping pace with demand. Maintenance issues are also noted.
- While residents value the quality of existing facilities, there is a clear expectation for increased investment, expansion, and better planning to meet future needs.

## Environment and Climate Change

- Perceptions of Council's performance in *Environmental management and climate change* are relatively unchanged from 2025, with satisfaction ranging from 17% to 39%. While residents value the district's natural environment and acknowledge some effort being made, the overall sentiment is largely driven by concerns regarding wastewater, pollution, and the impact of growth on environmental sustainability.
- There is also a strong focus on practical issues such as waste management, including the desire for better recycling systems and green waste solutions.
- Traffic congestion and reliance on cars are also seen as contributing to environmental challenges. Residents are looking for clearer action, better communication, and stronger alignment between environmental priorities and infrastructure delivery.

# Executive summary (continued)



## Trust and Leadership

- The TrustID methodology was used to measure the level of trust residents have in the Council. Residents were asked a series of questions related to four key areas that shape trust: showing care for people (Humanity), being open and honest (Transparency), doing things well (Capability), and being reliable (Reliability).
- Each area was measured on a scale from 1 to 10, where 1 meant 'strongly disagree' and 10 was 'strongly agree'. Residents selected how much they agreed with the following statements:
- *Council quickly resolves issues with safety, security and satisfaction at top of mind*
- *Council openly shares information, motivations and choices in straightforward and plain language*
- *Council creates long term solutions and improvements that work well for me*
- *Council can be counted on to improve the quality of services available to residents and visitors*

- For each area, the percentage of positive responses ('agree' or 'strongly agree') is calculated. The percentage of negative responses ('disagree' or 'strongly disagree') is subtracted from this. This gives a score for each area ranging from -100 to +100, where '+100' means all respondents gave a positive rating, '0' means positive and negative ratings were balanced, and '-100' means all respondents gave a negative rating. The overall TrustID score is the average of the four areas (Humanity, Transparency, Capability, Reliability), providing a single indicator of overall trust.
- Perceptions of *Trust and leadership* have improved over the past 12 months with satisfaction increasing to 27% from 17% in 2025. Some residents describe the new leadership as more approachable and acknowledge efforts to improve transparency and engagement. There is a growing sense that Council is improving its connection with the community. The overall TrustID score has improved by 7.6 points in the past 12 months, increasing to -25.3.

- However, residents continue to question decision-making, long-term planning, and the delivery of outcomes. There is a clear expectation that Council will build on recent improvements by demonstrating consistent delivery, stronger alignment with community needs, and clearer long-term direction.

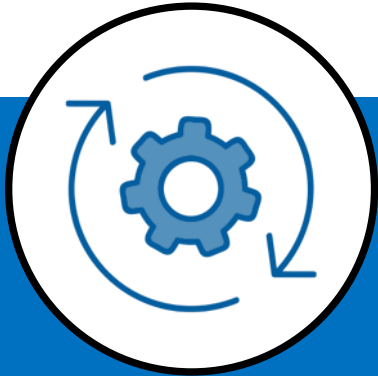
## Communication and Engagement

- Satisfaction with *Information received from the Council* increased from 33% to 40%, and satisfaction with *Opportunities Council provides for residents to be involved in the consultation and decision making process* increased from 26% to 31%.
- There is reference to ongoing opportunities regarding engagement processes. Some residents have noted the desire for simple, accessible, and clear communication, and earlier involvement in decision making processes. There is also a desire for follow-through, particularly in demonstrating how community feedback has influenced outcomes.



# Core Service Deliverables

# Overview



## Core Service Deliverables

Satisfaction with *Core service deliverables* is calculated based on the proportion of residents rating the Council 7-10 on the ten-point scale.

# 29%

29% of respondents rated their satisfaction with QLDC's delivery of *Core services* (such as roading, water, waste management, and outdoor facilities, including parks, reserves, gardens, trails, walkways and cycleways) positively (7-10 out of 10), while 50% rated their perception negatively (1-4 out of 10). A 29% satisfaction score in 2026 is a significant year on year improvement when compared with a score of 23% recorded in 2025. This is due to a significant increase in the proportion of those rating 7-8 out of ten, 19% in 2025 compared with 26% in 2026.

The average Key Research benchmark results for satisfaction with *Core service deliverables* in 2025 was 54%.

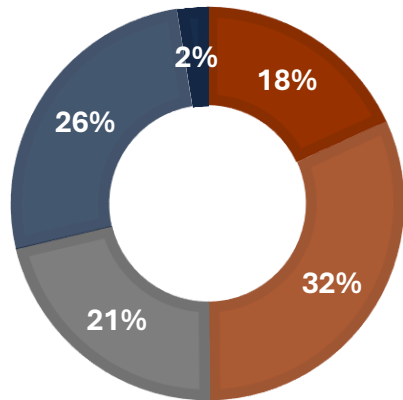
There has been a positive shift in perceptions of performance across demographic groups. For example, perceptions of those aged between 18 and 39 years improved significantly (17% in 2025 compared to 28% in 2026). Those aged 65 and over continue to have the highest satisfaction across all age groups, however those aged

between 55 and 64 years now report the lowest satisfaction rating. Another large shift has been recorded in the perception of those residing in the Wānaka-Upper Clutha Ward (29% in 2025 compared to 42% in 2026), which remains the highest-performing ward, while other areas remain on par with last year's results.

Verbatim comments highlight issues similar to those in 2025. There is a focus on *Traffic congestion, new roading projects and a need for better commute options* (44% of those who left a comment), which many perceive to be the sole responsibility of QLDC, as well as concerns from residents in regard to *Future planning due to housing development*, where there is a perception that development occurs ahead of core infrastructure capacity, including *Roading* (29%). A further 24% of commenters have mentioned the need to focus on *Core services and infrastructure*, including more focus on 'need to haves' rather than 'want to haves' or beautification intended to attract tourists.

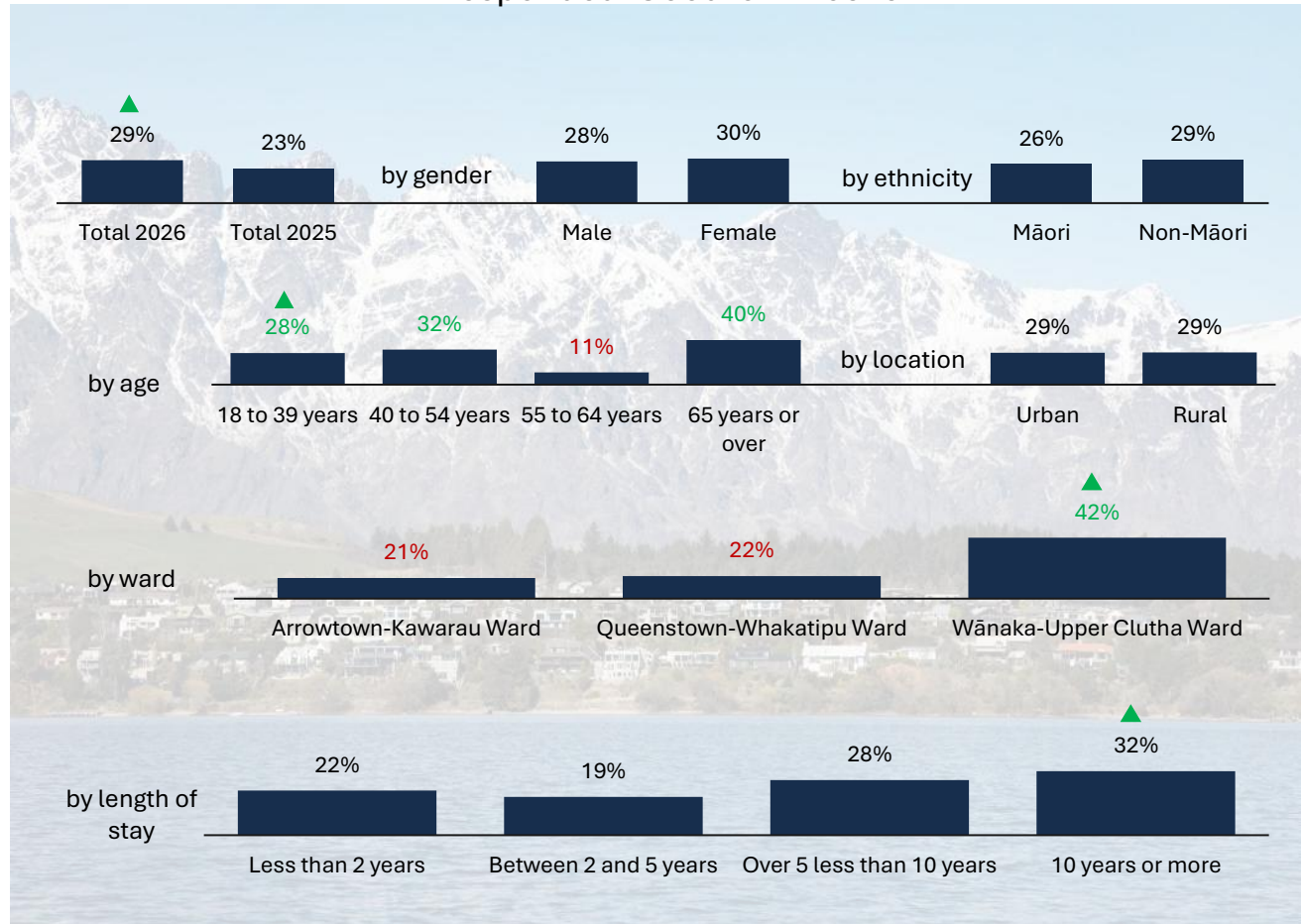


# Core Service Deliverables



- Very poor (1-2)
- Poor (3-4)
- Neither (5-6)
- Good (7-8)
- Excellent (9-10)

Percentage of each demographic that responded 'Good' or 'Excellent'



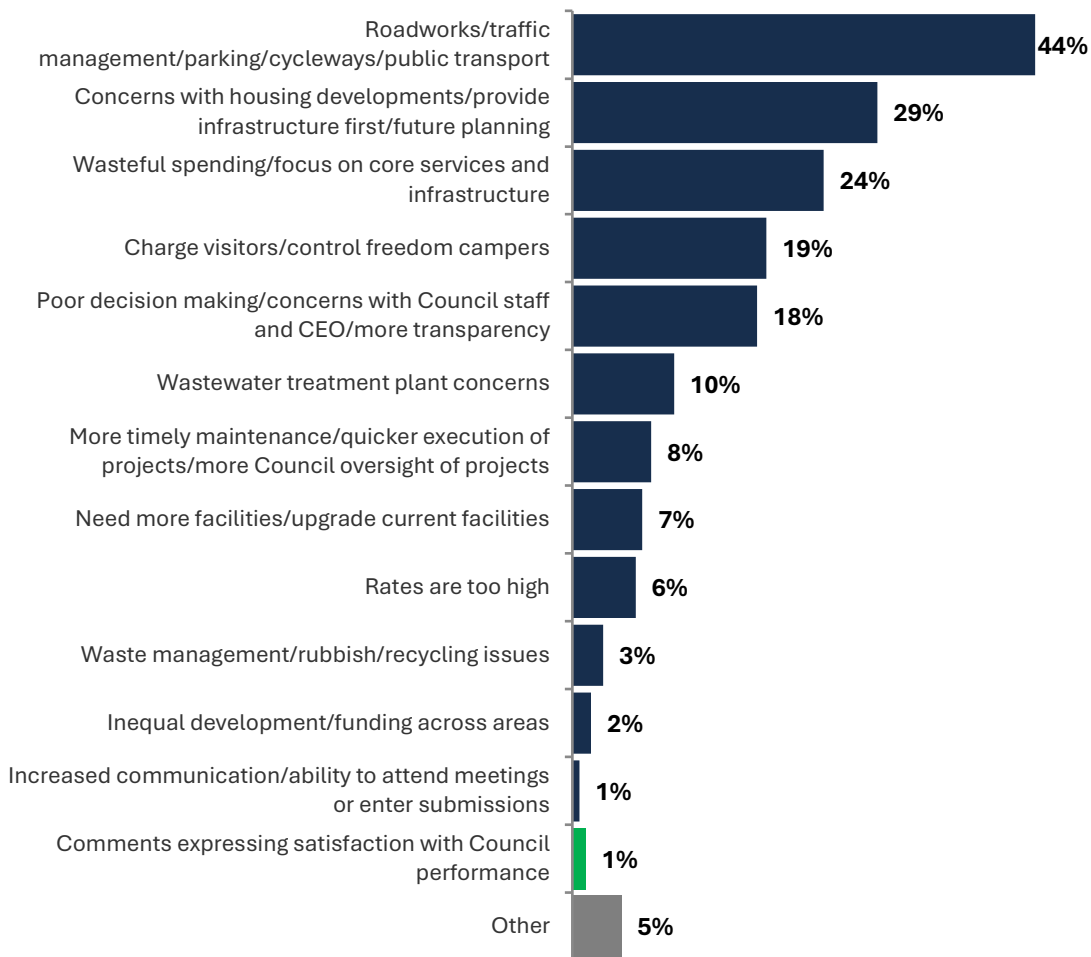
Notes:

1. OP1. How would you rate QLDC for its overall core service deliverables, including management of its roading, water services, consenting, waste management, facilities, and outdoor spaces? n=377
2. Calculations exclude 'Don't know' responses
3. Due to rounding, percentages may add to just over or under (+/- 1%) totals

- ▲ Year-on-year Significantly higher
- ▼ Year-on-year Significantly lower
- ▲ Between demographics Significantly higher
- ▼ Between demographics Significantly lower

# General Comments

Percentages of comments mentioning each theme



Notes:

1. OP2. Finally, are there any additional comments or feedback that you would like to make? n=177
2. Calculations exclude 'Don't know' responses

Comments from respondents:

- *Clearly there are big issues with infrastructure, some of which are being addressed but some are still to be addressed.*
- *There a lot of positive things happening, it's a clean and safe district. However, there's of course always room for improvement.*
- *I have hopes for this new council, but it is too early to comment on progress as it is taking time with the changes in senior management.*
- *Get the water, sewage, and roading sorted and forget the 'nice to have'.*
- *Our growing district needs more indoor and outdoor sporting and community facilities. Public toilets in areas of high use need cleaned more regularly. Our green areas and cycle ways are fantastic.*
- *For the most part we live in paradise and it's pretty hard to do too much wrong, but there's clearly some projects that have taken way too long and been implemented quite poorly.*
- *It is not what is here at present that is of concern for me, but how the region will operate and look in the future.*



# Community facilities

# Overview



## Community facilities

Satisfaction with the range of community facilities is calculated based on the proportion of residents rating the Council 7-10 on the ten-point scale.

# 73%

73% of residents reported being satisfied with the *Range of community facilities*, while 11% were dissatisfied.

*Parks, reserves and gardens* and *Trails, walkways and cycleways* are the most used community facility (99% and 98% respectively), in addition to being the most liked (88% and 82% respectively). 2026 has recorded a significant increase in satisfaction with *Parks, reserves and gardens* (79% in 2025 compared to 88% in 2026).

There has been a slight decline in visitation to *Swimming pools* among respondents when compared to the previous year (54% in 2025 compared to 47% in 2026), specifically among those aged between 18 and 39 years and those residing in the Arrowtown-Kawarau ward.

The average Key Research benchmark results for satisfaction with *Public facilities and open/outdoor spaces* was 69% in 2025.

Residents place strong value on the district's outdoor facilities, including parks, reserves, gardens, trails, walkways and cycleways, which are perceived as key strengths that enhance residents quality of life. Walking and cycling tracks, green spaces, and lakefront areas are

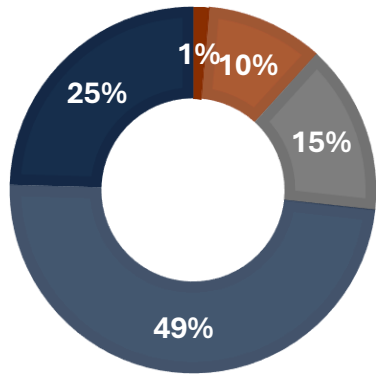
widely appreciated, alongside community facilities such as libraries and recreation centres. Many residents acknowledge that facilities are generally well maintained and fit for purpose, and have a sense of pride in the range of activities and amenities available.

However, there is concern that facilities are not keeping pace with rapid population growth. Some residents perceive current facilities as overcrowded, undersized, or not designed with future demand in mind, particularly swimming pools, gyms, and libraries.

Basic maintenance and service issues are also mentioned, along with a desire to expand the district's existing indoor facilities.

In regard to *Value for money*, many residents remark that rising rates are not matched by improvements in infrastructure. This is linked to concerns regarding planning and decision-making, with a perception that growth has not been well managed. Additional issues mentioned by respondents include the impact of freedom camping on facilities and a view that some areas, particularly Wānaka and smaller communities, are not receiving equitable investment.

# Satisfaction with the range of community facilities



- Very dissatisfied (1-2)
- Dissatisfied (3-4)
- Neither (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

Percentage of each demographic that responded 'Satisfied' or 'Very satisfied'



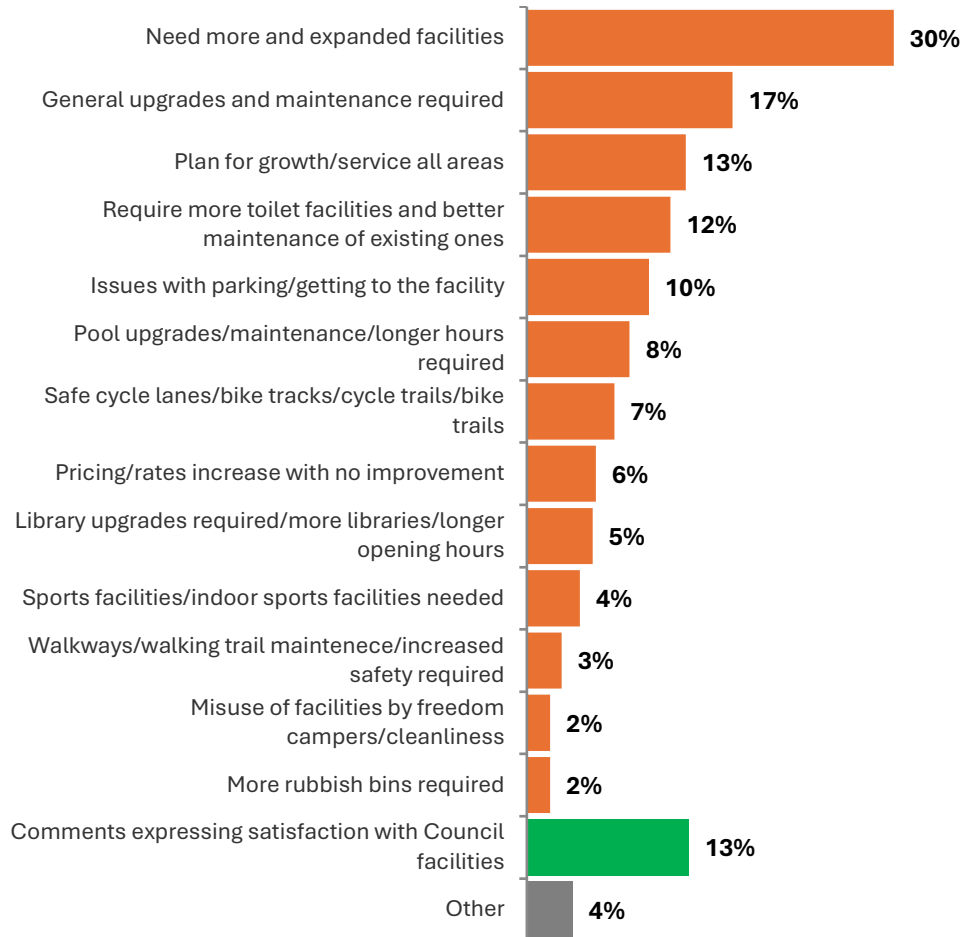
Notes:

1. CF1. How would you rate your overall satisfaction with the range of community facilities that are available to you in the district (e.g. libraries, parks, sports venues, community halls etc.)?n=404
2. Calculations exclude 'Don't know' responses
3. Due to rounding, percentages may add to just over or under (+/- 1%) totals

- ▲ Year-on-year Significantly higher
- ▼ Year-on-year Significantly lower
- ▲ Between demographics Significantly higher
- ▼ Between demographics Significantly lower

# Comments related to community facilities

Percentages of comments mentioning each theme



Notes:

1. CF4. Do you have any comments or feedback around QLDC community facilities? n=193
2. Calculations exclude 'Don't know' responses

Comments from respondents:

- Generally, the facilities I have used are well maintained and fit for purpose. The Events Centre gymnasium can get very busy and is a bit small for the number of patrons.
- The pool is too small for the community, is frequently too busy to use, and prices keep going up. We need a larger facility for the demands of the community.
- We have great facilities, you do an amazing job.
- A lot of the toilets can sometimes be out of commission for a bit or pretty dirty, but they're high traffic so that does make sense.
- The facilities in my town are too small for the population. We need to plan for the future better.
- I appreciate that the playgrounds and trails are so well maintained which makes using them with my family a real pleasure.
- The bike paths aren't very good. It still feels quite unsafe to bike in a lot of places, especially with kids.
- I think it's good, like the amount of different walkways and cycle tracks as that is mostly what I use at this point. I think it's important to keep developing all of these areas.
- We are so lucky to have the facilities, historically I have used almost all of the facilities.

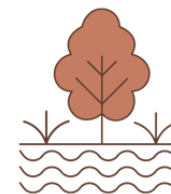
# Visitation/usage of community facilities



	% visited/used at least once a month	% visited/used at least once in the past 12 months
Parks, reserves and gardens	83%	99%
Trails, walkways and cycleways	90%	98%
Sports grounds	45%	71%
Playgrounds	25%	50%
Cemeteries	3%	19%
Libraries	28%	57%
Community halls	11%	64%
Public toilets	63%	93%
Swimming pools	26%	47%
Indoor sports facilities	22%	51%
Gyms	28%	33%

Notes:

1. CF2. In the last year, how often have you visited or used each of the following? n=403



# Visitation/usage of community facilities

% used/visited in the past 12 months	Male	Female	Māori	Non-Māori	18-39 years	40-54 years	55-64 years	65 years and over
Parks, reserves and gardens	99% ▲	99%	100%	99% ▲	100%	99%	99%	94%
Trails, walkways and cycleways	98%	98%	92%	98%	99%	100%	96%	91%
Sports grounds	73%	68%	78%	70%	69%	80%	69%	61%
Playgrounds	50%	51%	55%	50%	52%	57%	39%	42%
Cemeteries	20%	18%	19%	19%	15%	19%	28%	26%
Libraries	48%	67%	60%	57%	49%	73%	49%	64%
Community halls	66% ▲	63%	63%	64%	57%	74%	64%	71%
Public toilets	92%	95%	92%	93%	97%	94%	91%	80%
Swimming pools	47%	47%	49%	47% ▼	45% ▼	63%	39%	32%
Indoor sports facilities	47%	55%	56%	51%	55%	59%	36%	36%
Gyms	28%	39%	46%	32%	39% ▼	30%	28%	21%

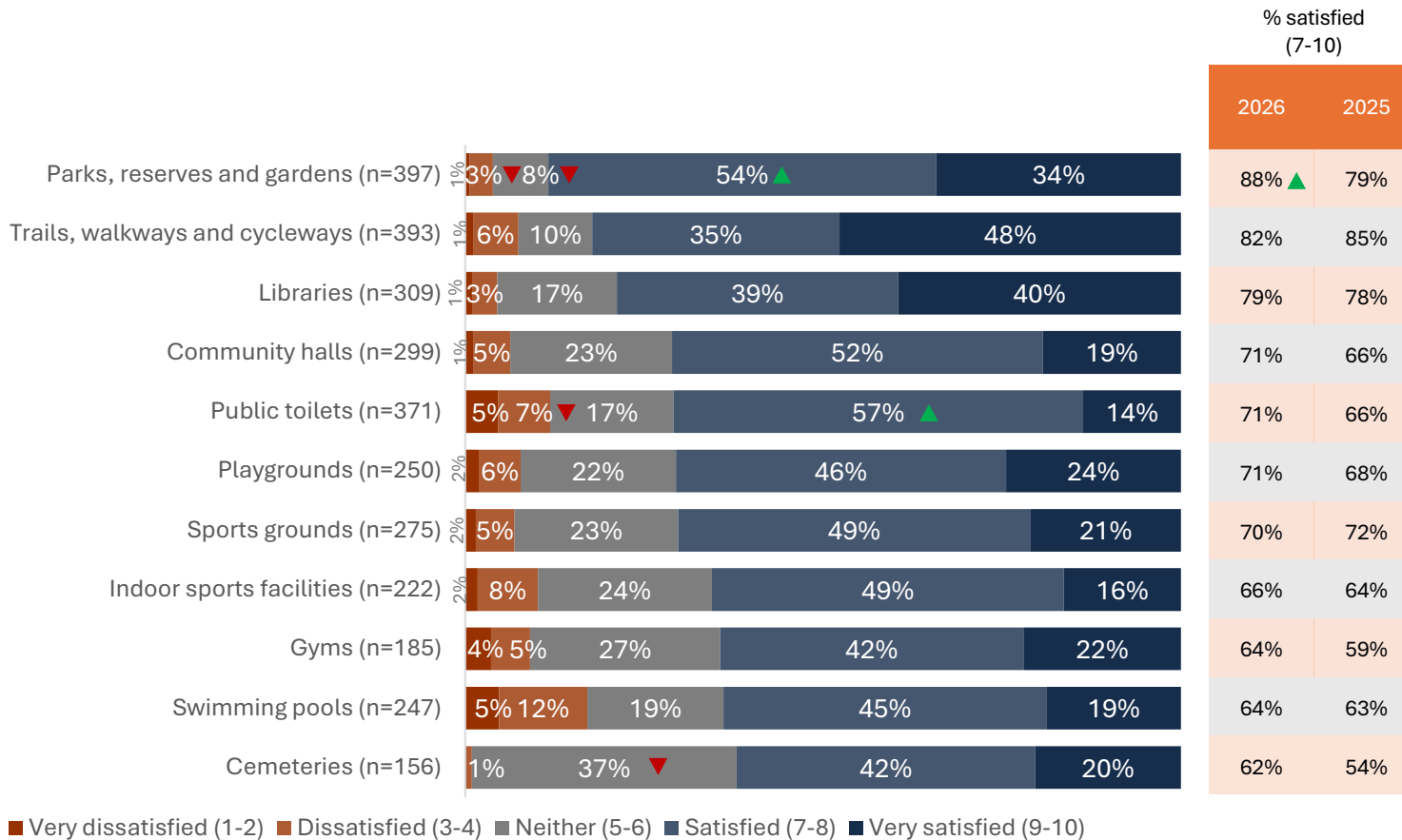
% used/visited in the past 12 months	Arrowtown-Kawarau	Queenstown-Whakatipu	Wānaka-Upper Clutha	Urban	Rural	Less than 2 years	Between 2 and 5 years	Over 5 less than 10 years	10 years or more
Parks, reserves and gardens	99%	99% ▲	98%	99% ▲	95%	100%	99%	99%	98% ▲
Trails, walkways and cycleways	99%	98%	97%	98%	96%	97%	100%	99%	97%
Sports grounds	69%	73% ▲	69%	72%	63%	28%	54%	83%	75%
Playgrounds	41% ▼	53%	54%	50%	50% ▲	39%	48%	59%	49%
Cemeteries	21%	20%	17%	17%	31% ▲	11%	9%	17%	24%
Libraries	55%	58%	59%	59%	48%	45%	58%	61%	57%
Community halls	61%	57% ▼	75% ▲	64%	66%	43%	50%	61%	72%
Public toilets	91%	96%	92%	94%	91%	95%	100%	93%	91%
Swimming pools	44% ▼	49%	46%	47% ▼	47%	23%	40%	58%	46%
Indoor sports facilities	41%	54%	55%	52%	47%	27%	51%	56%	52%
Gyms	25% ▼	35%	36%	33%	33%	42%	32% ▼	23%	36%

## Notes:

1. CF2. In the last year, how often have you visited or used each of the following? n=403
2. Calculations exclude 'Don't know' responses
3. Due to rounding, percentages may add to just over or under (+/- 1%) totals

▲ **Year-on-year** Significantly higher  
▼ **Year-on-year** Significantly lower  
▲ **Between demographics** Significantly higher  
▼ **Between demographics** Significantly lower

# Satisfaction with community facilities



■ Very dissatisfied (1-2) 
 ■ Dissatisfied (3-4) 
 ■ Neither (5-6) 
 ■ Satisfied (7-8) 
 ■ Very satisfied (9-10)

**Notes:**

1. CF3. Using a 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with...?
2. Calculations exclude 'Don't know' responses
3. Due to rounding, percentages may add to just over or under (+/- 1%) totals

▲ **Year-on-year** Significantly higher  
▼ **Year-on-year** Significantly lower  
▲ **Between demographics** Significantly higher  
▼ **Between demographics** Significantly lower

# Satisfaction with community facilities

% satisfied (7-10)	Male	Female	Māori	Non-Māori	18-39 years	40-54 years	55-64 years	65 years and over
Parks, reserves and gardens (n=397)	88% ▲	89% ▲	93%	88% ▲	90% ▲	90%	83%	86%
Trails, walkways and cycleways (n=393)	84%	80%	67%	83%	79%	86%	80%	88%
Sports grounds (n=289)	73%	67%	84%	69%	65%	75%	67%	83%
Playgrounds (n=250)	72%	69%	79%	70%	66%	74%	64%	83%
Cemeteries (n=156)	60%	65%	36%	63%	47%	65%	62%	88% ▲
Libraries (n=309)	75%	82%	86%	78%	72%	85%	70%	92%
Community halls (n=299)	68%	75%	79%	71%	68% ▲	73%	64%	81%
Public toilets (n=371)	72%	70%	49%	72%	68%	74%	65%	82%
Swimming pools (n=246)	67%	61%	48%	65%	62%	63%	60%	78%
Indoor sports facilities (n=222)	65%	66%	66%	65%	59%	72%	65%	76%
Gyms (n=185)	65%	64%	59%	65%	60%	70%	63%	78%

% satisfied (7-10)	Arrowtown-Kawarau	Queenstown-Whakatipu	Wānaka-Upper Clutha	Urban	Rural	Less than 2 years	Between 2 and 5 years	Over 5 less than 10 years	10 years or more
Parks, reserves and gardens (n=397)	90%	94% ▲	81%	89% ▲	82%	94%	98% ▲	88% ▲	85%
Trails, walkways and cycleways (n=393)	87%	82%	80%	82%	84%	96%	87%	76%	82%
Sports grounds (n=289)	73%	72%	66%	70%	75%	74%	61%	61%	76%
Playgrounds (n=250)	74%	67%	73%	69%	81% ▲	70%	68%	76%	69%
Cemeteries (n=156)	70%	53%	65% ▲	60%	71% ▲	52%	49%	52%	67%
Libraries (n=309)	79%	79%	79%	79%	80%	76%	71%	78%	81%
Community halls (n=299)	76%	63%	76% ▲	71%	74%	71%	75%	65%	72%
Public toilets (n=371)	67%	71%	73% ▲	70%	74%	83%	67%	65%	73% ▲
Swimming pools (n=246)	69%	70%	51%	65%	60%	65%	66%	68%	62%
Indoor sports facilities (n=222)	64%	63%	69%	66%	61%	75%	66%	60%	66%
Gyms (n=185)	75%	62%	60%	64%	66%	80%	57%	57%	66%

## Notes:

- CF3. Using a 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your satisfaction with...?
- Calculations exclude 'Don't know' responses
- Due to rounding, percentages may add to just over or under (+/- 1%) totals

**Year-on-year**  
 ▲ Significantly higher  
 ▼ Significantly lower

**Between demographics**  
 ▲ Significantly higher  
 ▼ Significantly lower



# Environment and climate change

# Overview



## Environment and climate change

Satisfaction with the steps taken by QLDC to protect the environment is calculated based on the proportion of residents rating the Council 7-10 on the ten-point scale.

# 39%

Results relating to environment and climate change were little changed year on year. Satisfaction levels ranged between 39% satisfied with the steps Council is taking *To help protect and restore biodiversity*, to 17% satisfied with the steps taken *To prepare for and adapt to the effects of climate change*.

Residents who are aged 55-64, or have lived in the district for over 5 but less than 10 years are less likely to be satisfied with almost all measures related to *Environment and climate change* compared to those in other demographic groups.

Verbatim comments highlight several positive points, including the value of the natural environment and an appreciation for living in a clean, green, and attractive area. Some acknowledge that the Council is making an effort, particularly in environmental and

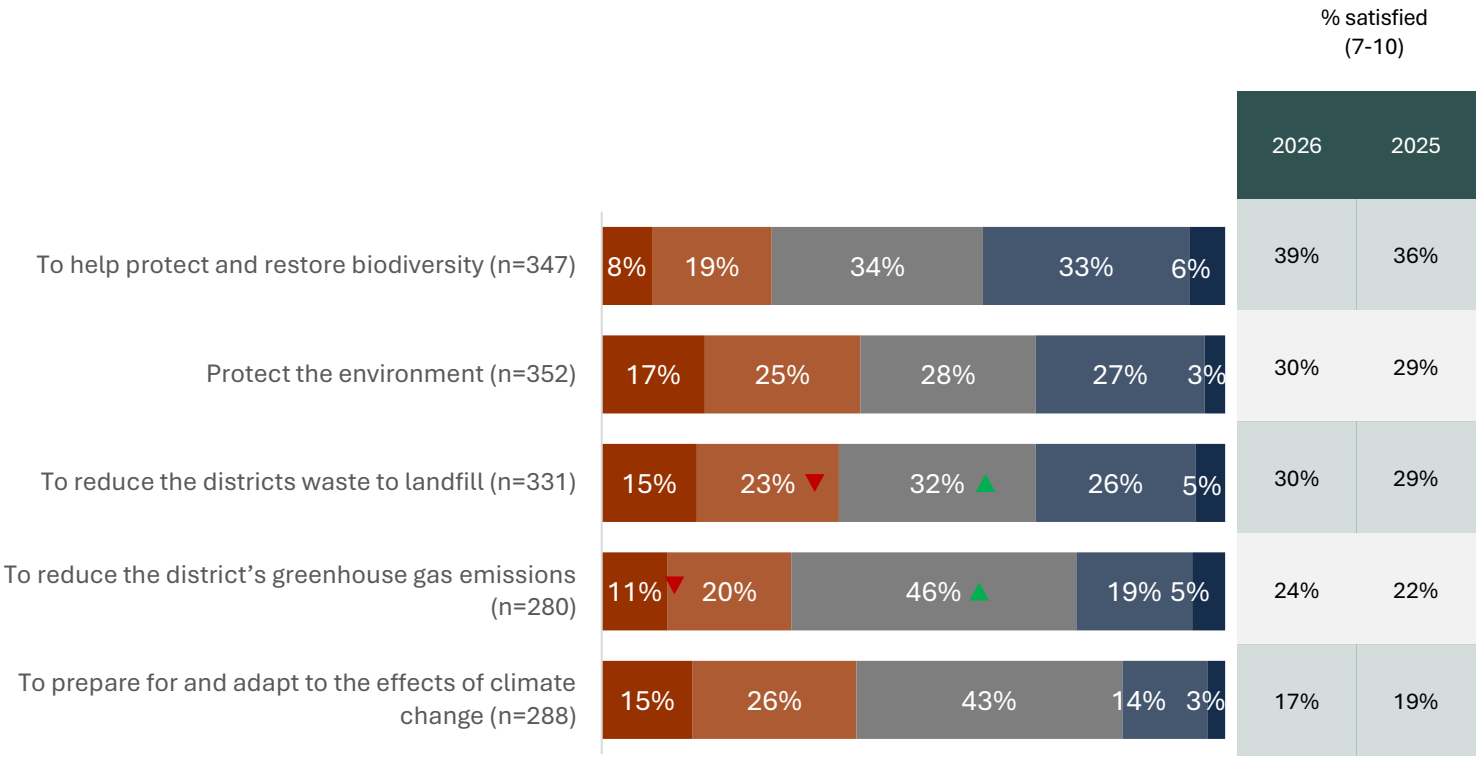
transport-related initiatives, and recognise the district's strong natural assets.

However, most verbatim comments are largely negative, with the most prevalent concerns noted in relation to wastewater and environmental infrastructure. Some residents report significant frustration with wastewater treatment plant issues, representing a broader view that rapid growth and development are not being matched with adequate infrastructure.

Residents identify a range of additional concerns, including limited recycling and green waste options, ongoing traffic congestion, and few alternatives to driving. A number of residents (13% of comments) also commented that Council priorities are misaligned, communication is unclear, and more attention should be given to core services.



# Satisfaction with the steps that QLDC is taking regarding environment and climate change



■ Very dissatisfied (1-2) ■ Dissatisfied (3-4) ■ Neither (5-6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

Notes:  
 1. EN1. On a scale from 1 to 10 where 1 means 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the steps that QLDC is taking to?...  
 2. Calculations exclude 'Don't know' responses  
 3. Due to rounding, percentages may add to just over or under (+/- 1%) totals

**Year-on-year**  
 ▲ Significantly higher  
 ▼ Significantly lower

**Between demographics**  
 ▲ Significantly higher  
 ▼ Significantly lower



# Satisfaction with the steps that QLDC is taking regarding environment and climate change

% satisfied (7-10)	Male	Female	Māori	Non-Māori	18-39 years	40-54 years	55-64 years	65 years and over
Protect the environment (n=352)	27%	34%	21%	31%	29%	29%	24%	44%
To help protect and restore biodiversity (n=347)	41%	36%	26%	40%	37%	41%	29%	49%
To reduce the district's greenhouse gas emissions (n=280)	27%	21%	13%	25%	19%	29%	15%	36%
To reduce the districts waste to landfill (n=331)	31%	29%	19%	31%	26%	27%	26%	50%
To prepare for and adapt to the effects of climate change (n=288)	19%	14%	3%	17%	8% ▼	23%	18%	33%

% satisfied (7-10)	Arrowtown-Kawarau	Queenstown-Whakatipu	Wānaka-Upper Clutha	Urban	Rural	Less than 2 years	Between 2 and 5 years	Over 5 less than 10 years	10 years or more
Protect the environment (n=352)	34%	23%	36%	29%	42%	59%	42%	31%	24%
To help protect and restore biodiversity (n=347)	44%	31%	44%	38%	46%	57%	44%	33%	38%
To reduce the district's greenhouse gas emissions (n=280)	30%	21%	23%	23%	28%	26%	39%	12%	23%
To reduce the districts waste to landfill (n=331)	26%	17% ▼	47% ▲	29%	41%	49%	34%	23%	31%
To prepare for and adapt to the effects of climate change (n=288)	19%	12%	20%	15%	24%	14%	29%	10%	16%

## Notes:

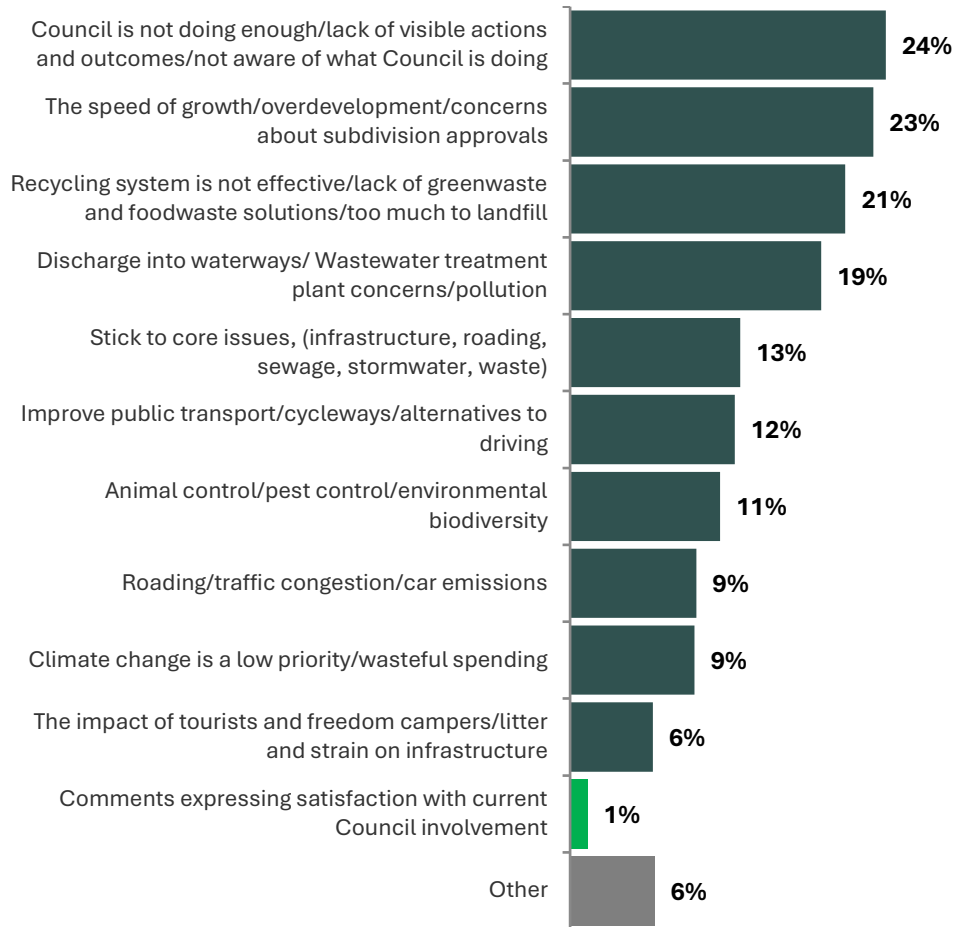
- EN1. On a scale from 1 to 10 where 1 means 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the steps that QLDC is taking to?...
- Calculations exclude 'Don't know' responses
- Due to rounding, percentages may add to just over or under (+/- 1%) totals

**Year-on-year**  
 ▲ Significantly higher  
 ▼ Significantly lower

**Between demographics**  
 ▲ Significantly higher  
 ▼ Significantly lower

# Comments related to QLDC actions regarding environment and climate change

Percentages of comments mentioning each theme



Notes:  
 1. EN2. Do you have any comments or feedback in relation to QLDC's actions regarding the environment and climate change? n=191  
 2. Calculations exclude 'Don't know' responses

## Comments from respondents:

- *The council is letting too much sub-division go ahead without prior infrastructure e.g. piping sewage from Hawea to project pure. I believe this will be a very short-term fix with catastrophic consequences and huge cost.*
- *There are pockets of great work in relation to promoting biodiversity and protecting the environment, for example, the Climate and Biodiversity Plan, but it needs to be consistent across all Council areas.*
- *I'm not aware enough of what QLDC is doing for climate change and carbon emissions, I have not seen communications of viable progress on this.*
- *Would be great to see better recycling methods and have a green waste option as so much is going to landfill.*
- *I'm very concerned about the state of the wastewater treatment plants.*
- *I believe Queenstown is suffering from over-tourism. There is too many people and not enough infrastructure.*
- *Seems like QLDC is making a decent effort, but how is there not a way to bike from Hanley's/Jacks to town that isn't on the road?*



# Trust and leadership



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# Overview



## Trust and leadership

Satisfaction with the leadership of the Mayor and Councillors is based on the proportion of residents rating the Council 7-10 on the ten-point scale.

# 27%

27% of residents were satisfied with the *Leadership of the Mayor and Councillors*, and 30% were dissatisfied. This is a 10% point improvement when compared with the 2025 results (17% satisfied). In 2025, the average Key Research benchmark results for the *Performance of Mayor and Councillors* was 39%.

27% of residents agree that *QLDC Openly shares information, motivation and choices in straightforward and plain language*, while 37% disagree. The proportion of those who disagree has significantly declined from 49% recorded in 2025.

20% of residents believe that Council can be *Counted on to improve the quality of services*, and 51% disagree. A similar proportion (21%) agree that Council *Quickly resolves issues with safety, security and satisfaction at top of mind*, and 39% of respondents disagree. However, the proportion of residents who disagree with this statement has decreased significantly from 51% in 2025. 14% of

residents agree that *Council creates long term solutions and improvements that work well with* 54% of those who disagree.

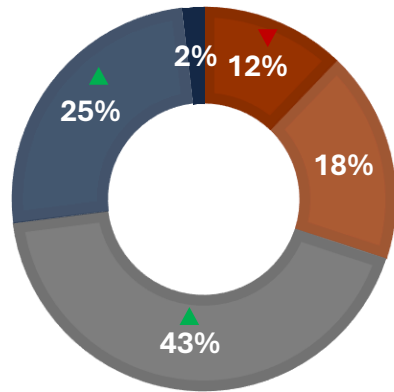
While overall sentiment remains mixed, there are signs of improvement in how residents perceive Council.

Some feedback from verbatim comments highlights a sense that effort is being made to improve transparency and engagement. Some aspects of *Communication and consultation* are seen as being visible and accessible to the community, while there is also recognition that Council is operating within challenging financial and growth constraints.

There is an expectation among residents that these positive shifts will continue, particularly through clearer communication, more consistent delivery, and a stronger focus on long-term planning.

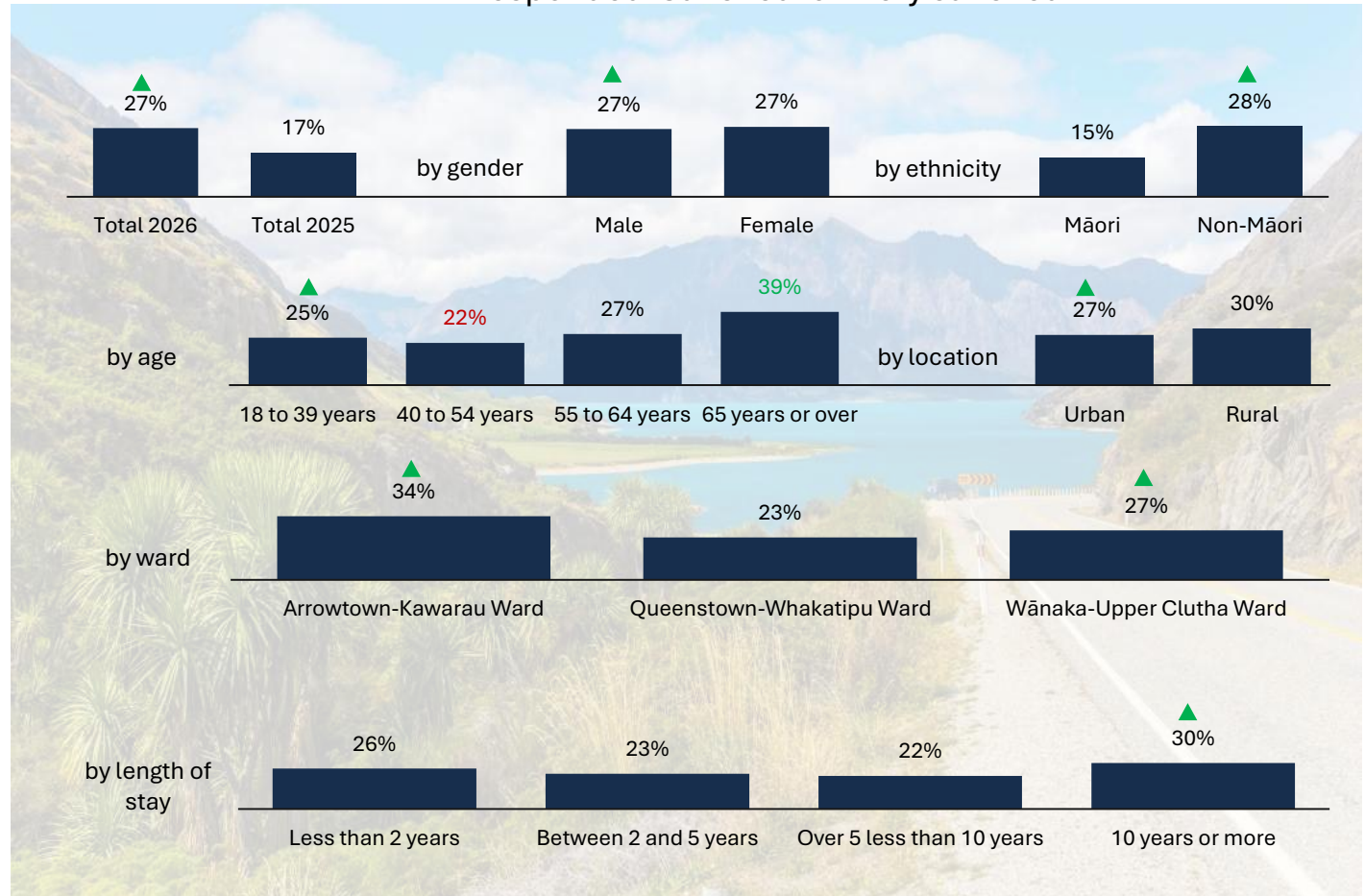


# Satisfaction with the leadership of the Mayor and Councillors



- Very dissatisfied (1-2)
- Dissatisfied (3-4)
- Neither (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

Percentage of each demographic that responded 'Satisfied' or 'Very satisfied'

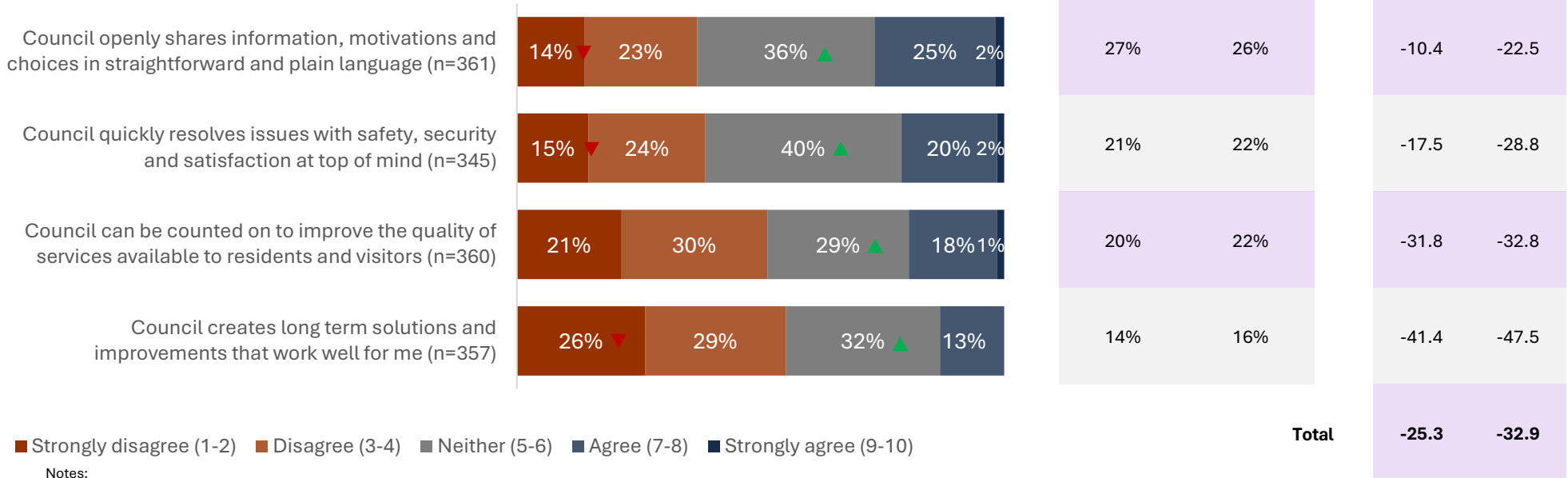


- Notes:
- REP1. How satisfied are you with the leadership of the Mayor and Councillors in the past year? n=354
  - Calculations exclude 'Don't know' responses
  - Due to rounding, percentages may add to just over or under (+/- 1%) totals

- ▲ Year-on-year Significantly higher
- ▼ Year-on-year Significantly lower
- ▲ Between demographics Significantly higher
- ▼ Between demographics Significantly lower

# Trust in Council

TrustID is a tool developed by Deloitte to help organisations understand how much their customers trust them. This methodology was used in the Council’s Community Insights Survey. It focuses on four key areas that shape trust: showing care for people (Humanity), being open and honest (Transparency), doing things well (Capability), and being reliable (Reliability). Residents were asked a series of questions related to these areas. The results are used to calculate an overall trust score - in this case, the Council received a score of **-25.3\***. In 2025 the overall score was -32.9. The improvement in the overall score is due to the significant decrease in the proportion of those who disagree across three out of four statements.



■ Strongly disagree (1-2) ■ Disagree (3-4) ■ Neither (5-6) ■ Agree (7-8) ■ Strongly agree (9-10)

**Notes:**

1. REP2. On a scale from 1 to 10 where 1 means 'strongly disagree' and 10 is 'strongly agree', how much do you agree with the following statements?
2. Calculations exclude 'Don't know' responses
3. Due to rounding, percentages may add to just over or under (+/- 1%) totals
  - The trust score is calculated by taking the percentage of residents that agree with each statement less the percentage that disagree, and averaging this across the four questions. This provides a score between -100 and 100

**Year-on-year**      **Between demographics**  
 ▲ Significantly higher      ▲ Significantly higher  
 ▼ Significantly lower      ▼ Significantly lower

# Trust in Council

% agree (7-10)	Male	Female	Māori	Non-Māori	18-39 years	40-54 years	55-64 years	65 years and over
Council openly shares information, motivations and choices in straightforward and plain language (n=361)	31%	22%	17%	27%	25%	28%	16%	39%
Council quickly resolves issues with safety, security and satisfaction at top of mind (n=345)	21%	22%	13%	22%	21%	20%	14%	31%
Council creates long term solutions and improvements that work well for me (n=357)	11%	16%	14%	14%	11%	15%	9%	22%
Council can be counted on to improve the quality of services available to residents and visitors (n=360)	20%	19%	9%	20%	19%	21%	9%	26%

% agree (7-10)	Arrowtown-Kawarau	Queenstown-Whakatipu	Wānaka-Upper Clutha	Urban	Rural	Less than 2 years	Between 2 and 5 years	Over 5 less than 10 years	10 years or more
Council openly shares information, motivations and choices in straightforward and plain language (n=361)	28%	28%	24%	26%	32%	34%	29%	20%	28%
Council quickly resolves issues with safety, security and satisfaction at top of mind (n=345)	18%	18%	27%	20%	29%	21% ▼	15%	14%	25% ▲
Council creates long term solutions and improvements that work well for me (n=357)	11%	15%	14%	13%	16%	10% ▼	14%	8%	16% ▲
Council can be counted on to improve the quality of services available to residents and visitors (n=360)	22%	19%	18%	18%	27%	18%	23% ▼	15%	21%

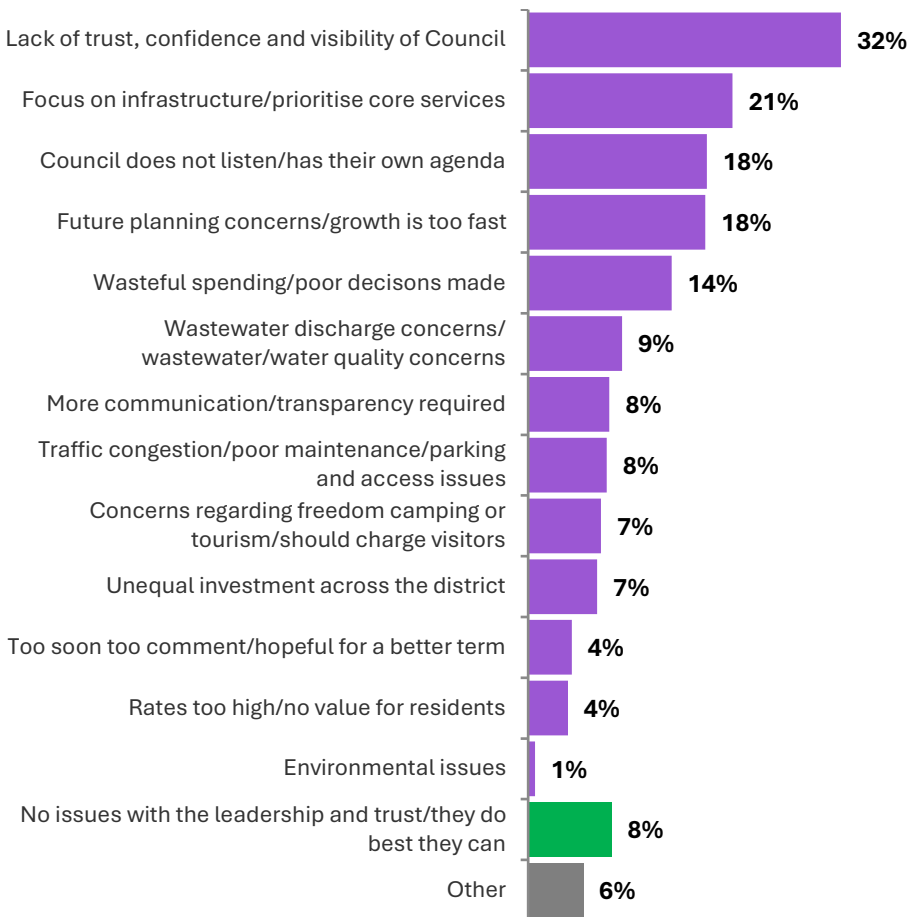
**Notes:**

1. REP2. On a scale from 1 to 10 where 1 means 'strongly disagree' and 10 is 'strongly agree', how much do you agree with the following statements?
2. Calculations exclude 'Don't know' responses
3. Due to rounding, percentages may add to just over or under (+/- 1%) totals

	<b>Year-on-year</b>	<b>Between demographics</b>
▲	Significantly higher	Significantly higher
▼	Significantly lower	Significantly lower

# Comments related to trust and leadership of the Council

Percentages of comments mentioning each theme



Notes:

1. REP3. Do you have any comments about QLDC in terms of the leadership they provide for the district, the trust that you have in Council, and the quality of services they provide? n=163
2. Calculations exclude 'Don't know' responses

Comments from respondents:

- *Trust is built through consistency between words and actions.*
- *Council does a good job within its financial constraints.*
- *I don't think anyone in Queenstown thinks the council know what they are doing long term with growth as it seems out of control with no infrastructure upgrades to keep up.*
- *There is a lot of community consultation and communication from council.*
- *Leadership in this district should be steady, transparent, and long term in its thinking. Right now, there's a growing sense that decision making is being driven more by growth pressure and external demand than by the long term wellbeing of the community and environment.*
- *QLDC seems more interested in catering to visitors and the wealthy than its own full time residents.*
- *They need to concentrate on core services such as sewerage instead of beautification projects.*
- *I trust the council and staff more than I believe they have the levers or tools available to them.*



# Communication and engagement

# Overview



## Participation in engagement

Below is the proportion of respondents that attended Council meetings, workshops, or consultation hearings, or made a submission to Council, either in person or online in the past 12 months

55%

31% of residents are both satisfied and dissatisfied with the *Level of opportunity to be involved in consultation or decision making*. While dissatisfaction remains notable, it has declined significantly since 2025 (48%).

The average Key Research benchmark results for satisfaction with *Engagement and consultation* in 2025 was 37%.

Additionally, 55% of respondents indicated they had attended a Council meeting or made a submission in the past 12 months. This was up from 47% in 2025.

40% of residents are satisfied with the *Information they receive from the Council*, while 28% are dissatisfied. This is again an improvement with a 7% point increase in satisfaction and an 11% point decrease in dissatisfaction over the past 12 months.

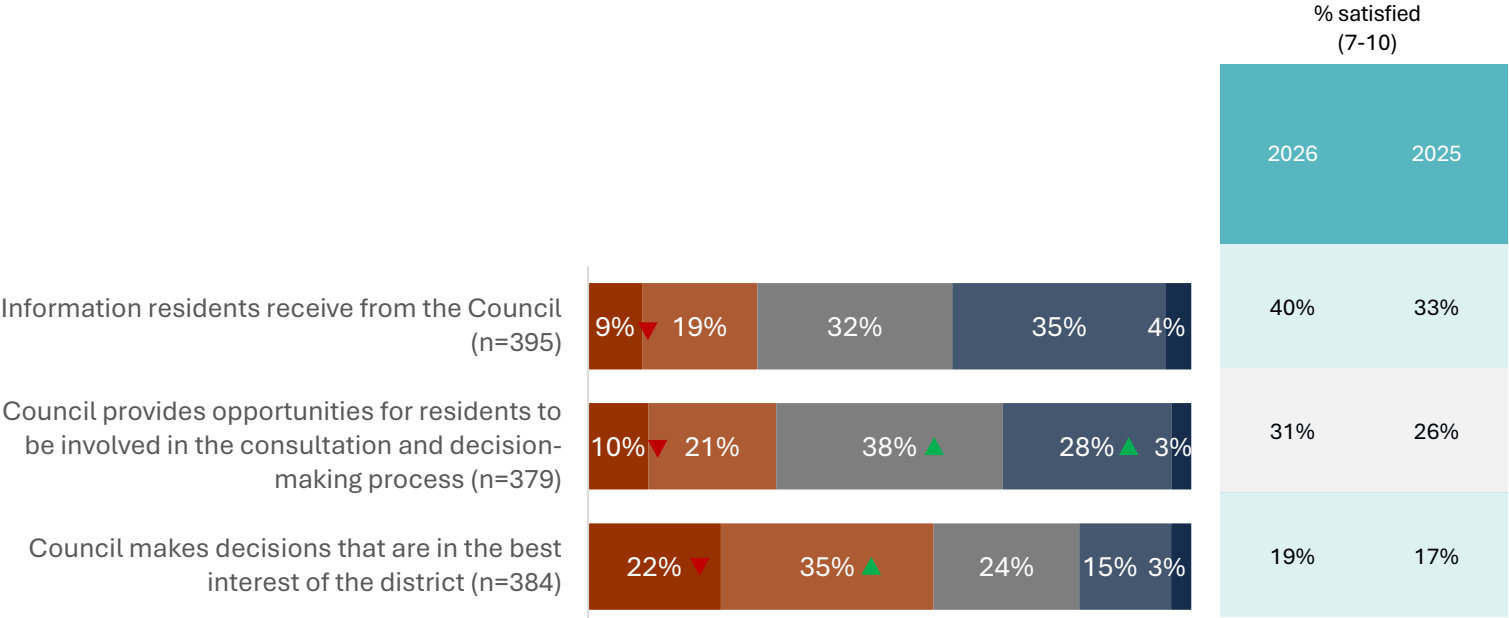
19% of residents are satisfied *that QLDC Makes decisions in the district's best interest*.

Residents commented that opportunities to engage are available and note increased visibility and continued improvements in some areas. Some engagement channels and tools are viewed as accessible, and there is appreciation for efforts to keep the community informed.

Despite improvements, many residents stated a desire for information that is simpler, more accessible, and easier to engage with, delivered through a wider range of channels. There is also a strong desire for earlier and more meaningful involvement, where engagement feels genuine and not just part of a process.



# Community perception of the Council



■ Very dissatisfied (1-2) 
 ■ Dissatisfied (3-4) 
 ■ Neither (5-6) 
 ■ Satisfied (7-8) 
 ■ Very satisfied (9-10)

**Notes:**  
 1. CE3. On a scale from 1 to 10 where 1 means 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the following?  
 2. Calculations exclude 'Don't know' responses  
 3. Due to rounding, percentages may add to just over or under (+/- 1%) totals

**Year-on-year**  
▲ Significantly higher  
▼ Significantly lower

**Between demographics**  
▲ Significantly higher  
▼ Significantly lower



# Community perception of the Council

% satisfied (7-10)	Male	Female	Māori	Non-Māori	18-39 years	40-54 years	55-64 years	65 years and over
Information residents receive from the Council (n=395)	39%	40%	24%	40%	33%	45%	33%	57%
Council provides opportunities for residents to be involved in the consultation and decision-making process (n=379)	33%	30%	25%	32%	27%	30%	28%	49%
Council makes decisions that are in the best interest of the district (n=384)	21%	16%	20%	18%	20%	18%	10%	24%

% satisfied (7-10)	Arrowtown-Kawarau	Queenstown-Whakatipu	Wānaka-Upper Clutha	Urban	Rural	Less than 2 years	Between 2 and 5 years	Over 5 less than 10 years	10 years or more
Information residents receive from the Council (n=395)	33%	38%	46%	38%	47%	52%	36%	36%	41% ▲
Council provides opportunities for residents to be involved in the consultation and decision-making process (n=379)	35%	28%	32% ▲	29%	48% ▲	46%	36%	26%	31% ▲
Council makes decisions that are in the best interest of the district (n=384)	20%	17%	19%	17%	27%	13%	19%	12%	21% ▲

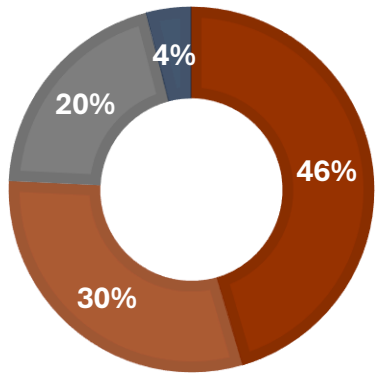
## Notes:

- CE3. On a scale from 1 to 10 where 1 means 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the following?
- Calculations exclude 'Don't know' responses
- Due to rounding, percentages may add to just over or under (+/- 1%) totals

▲ **Year-on-year** Significantly higher  
▼ **Year-on-year** Significantly lower  
▲ **Between demographics** Significantly higher  
▼ **Between demographics** Significantly lower

# Getting involved

% participated in consultation over the past 12 months



- Never
- Only if the topic is of interest
- Occasionally
- Regularly
- Always



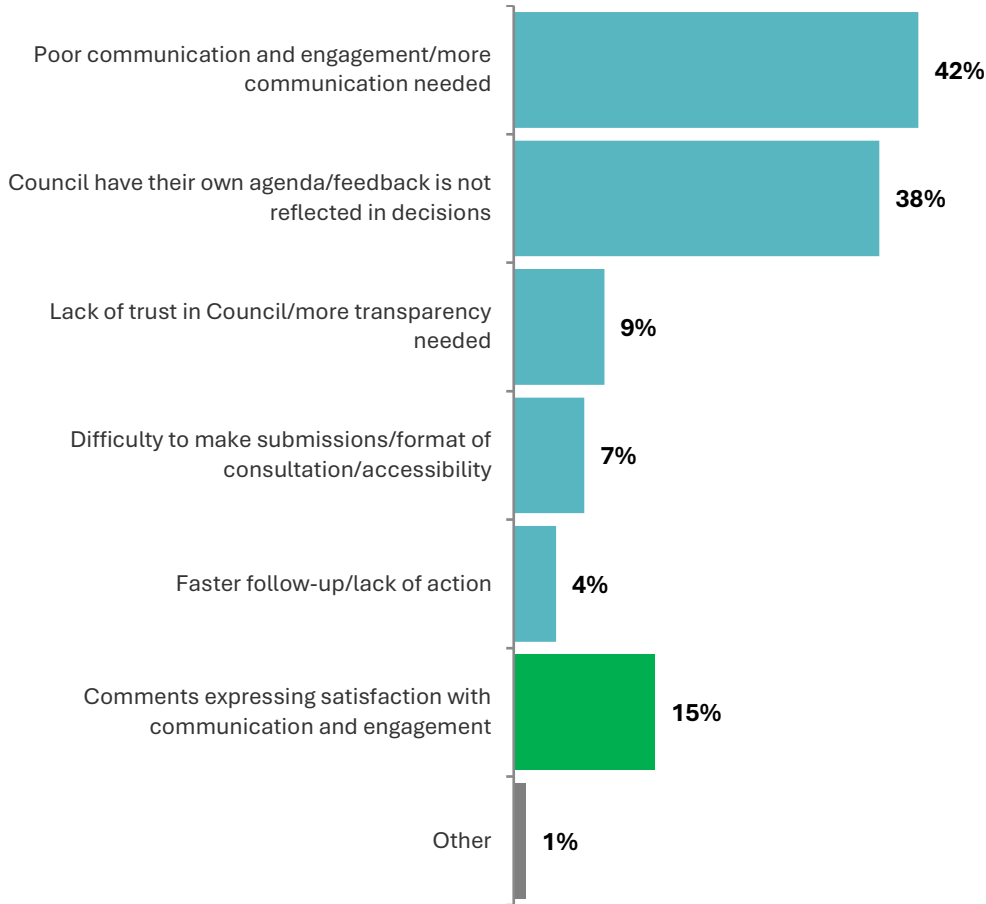
Notes:

1. CE5. In the past year, how often did you attend Council meetings, workshops, or consultation hearings, or make a submission to Council, either in person or online? n=398
2. Calculations exclude 'Don't know' responses
3. Due to rounding, percentages may add to just over or under (+/- 1%) totals

- ▲ Year-on-year Significantly higher
- ▼ Year-on-year Significantly lower
- ▲ Between demographics Significantly higher
- ▼ Between demographics Significantly lower

# Comments related to QLDC's communication and engagement

Percentages of comments mentioning each theme



Notes:

1. CE4. Do you have any comments or feedback regarding QLDC's communication and engagement? n=139
2. Calculations exclude 'Don't know' responses

Comments from respondents:

- *I've submitted on a bunch of consultations and never hear back from QLDC what was decided and what the next steps are, directly back to those who engaged.*
- *I believe Council does reasonably well in these fields.*
- *I think if you are interested there are opportunities to engage.*
- *Staff and councillors don't really seem influenced by what the public say.*
- *An effort is obviously being made, but trying to reach out on as many different communication channels as possible would be even better.*
- *I am very dissatisfied with the quality and accessibility of information provided by the Council. Important decisions and planning processes often feel poorly communicated, difficult to follow, or presented in ways that make it hard for ordinary residents to understand what is actually being proposed. For a rapidly growing district, clear and transparent communication should be a priority so residents can meaningfully engage with decisions that affect their community.*

# Sample Profile



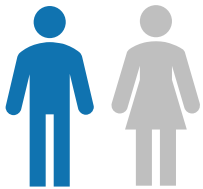
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# Demographic profile of the respondents

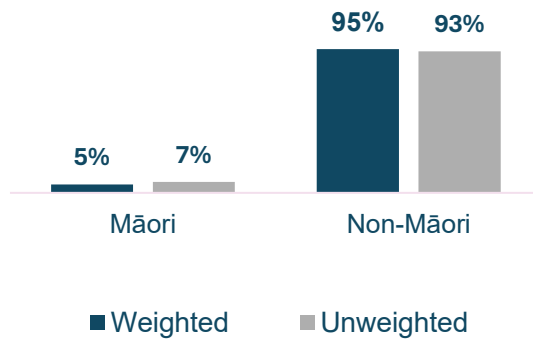
## Gender



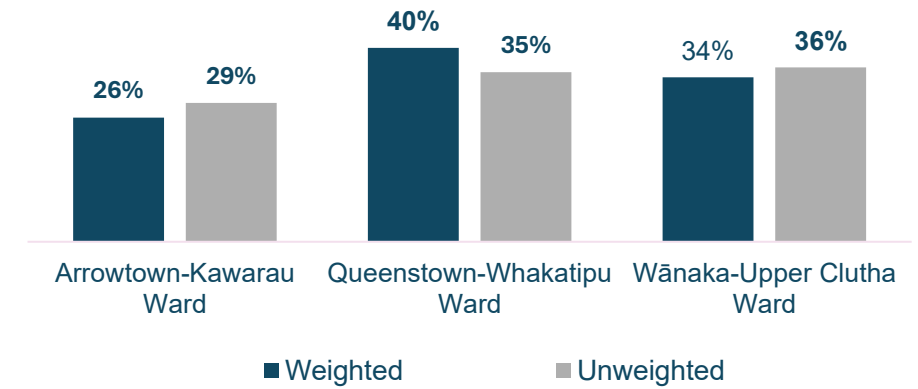
	Male	Female
Weighted	51%	49%
Unweighted	53%	47%

Weighted  
Unweighted

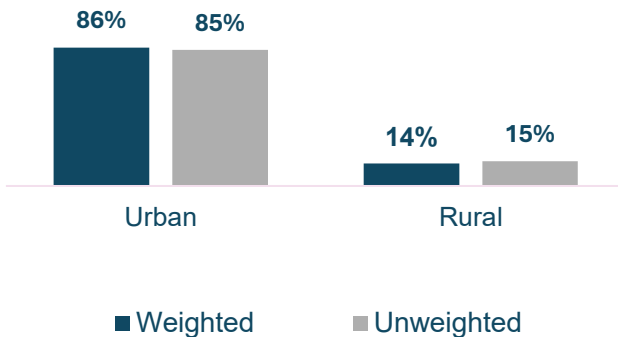
## Ethnicity



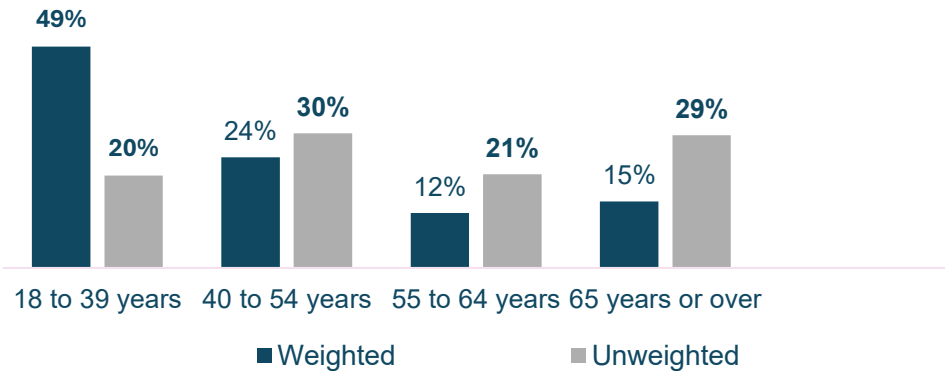
## Ward



## Location



## Age



**DRAFT**



**QUEENSTOWN  
LAKES DISTRICT  
COUNCIL**

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