

Nelson City Council Residents' Survey 2020

Report – July 2020



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Prepared for:
Nelson City Council

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Table of Contents

Results at a Glance	4
Method	8
Results in Detail	12
Council Facilities	13
Transport & Roading	20
Waste & Water Services	33
Interactions with Council	38
Council Operations	42
Overall Satisfaction	49
Demographics	54



Results at a Glance

Key Insights



Nearly two-thirds (63%) of Nelson residents are satisfied overall with the Council performance.

A quarter (24% are neutral) and one-in ten are dissatisfied (12%)

"They have provided basic services that I expect them to provide."



Respondents from Nelson North tend to be slightly less satisfied in many aspects.

This might be due to a feeling of lack of access or equal spend in comparison to other areas.

"Nelson North doesn't have a bus and it's about 15km to town."



Respondents who have lived in Nelson for more than 10 years tend to be less satisfied in general.

Data indicates this might be driven by lower satisfaction levels with the Council's response to the needs/issues raised by the community and how the rates are spent.

"There seems to be quite a lot of new initiatives to deal with some of these big issues. I still think that there is more to do for community help in certain areas."








With COVID-19, the importance of Council support for economic development and tourism has increased and is a top priority to consider.





The top three priorities to focus on improving first (due to relatively low satisfaction scores yet by being of high importance) are:

1. The way the rates are spent,
2. The Council's response to community needs, and
3. Economic development & tourism.

Key Performance Measures

Measure 2020			Target year 2019/2020		
	✓	At least 90% user satisfaction	93%	user satisfaction with the public library service	
	✓	At least 80% user satisfaction	86%	user satisfaction with Suter Art Gallery	
	✓	80% or more satisfied	82%	of residents satisfied with the provision of parks and recreation in Nelson	
	✓	At least 60.5% on average compost waste	63%	on average compost waste	(63% compost food waste)
		(At least 60% of households compost food) (At least 61% of households compost garden waste)			(62% compost garden waste)
	✓	More than 44% of residents satisfied with opportunities to provide feedback	54%	are satisfied with opportunities to provide the Council with feedback	
	✗	20% combined of all journeys to work by walking or cycling	16%	journey to work by walking, cycling	
	✗	At least 53% attendance	41%	attended the Summer Festival	
	✗	At least 44% attendance	23%	attended the Masked Parade	
	✗	At least 31% attendance	16%	attended the Arts Festival	
	✗	At least 30% attendance	22%	attended Opera in the Park	

Other Performance Measures

Measure 2020		
	54%	satisfied with transport activity overall
	67%	satisfied with shared pathways
	64%	satisfied with walkways that link roads
	64%	satisfied with street lighting
	53%	satisfied with footpaths
	50%	satisfied with cycle lanes
	46%	satisfied with parking
	42%	satisfied with roads/streets
	41%	satisfied with public transport
	76%	feel safe when travelling by motor vehicle
	53%	feel safe when walking, cycling or using other active modes of transport such as a scooter
	84%	satisfied with water supply
	74%	satisfied with wastewater
	67%	satisfied with solid waste management
	64%	satisfied with stormwater
	56%	satisfied with flood protection
	63%	satisfied with Council's overall performance
	70%	satisfied with how the matter was dealt with when contacting Council
	70%	satisfied with quality of the information Council supplies
	58%	Think the Council approach to climate change is going in the right direction
	58%	satisfied with environmental management,
	52%	satisfied with support for economic development and tourism in Nelson
	51%	satisfied with support for community organisations and projects
	44%	satisfied with the Council's response to the needs of the community and to issues raised by the community
	41%	satisfied with the way rates are spent on the services and facilities

*Please note that for these measures, there were no targets set out in the long-term plan



Method

Context

Context

Nelson City Council (the Council) has commissioned annual Residents' Surveys since 1997 to measure public satisfaction with its work and to help support decision-making.

- The surveys are conducted over a three year cycle, with a full Residents' Survey every third year and shorter surveys in the intervening years.
 - The year ending June 30th, 2020 represents the third year in the cycle.
- Information from the surveys is also used to check progress towards common goals, and to prepare long term plans for the city.
- The Council has engaged a variety of approaches over the years, and in 2020, Research First was engaged to conduct the 2020 Residents' Survey.

Objectives

To understand public perceptions of the performance of the Council and Council-related services, facilities and activities, specifically:

- Nelson City services and Council-supported facilities and events (libraries, parks and reserves and Suter Art Gallery);
- Transport and roading (including feelings of safety);
- Waste and water services;
- Interactions with Council;
- Council operations;
- Areas on which to focus; and
- Overall satisfaction with the Council's performance.

- Where relevant, findings have been presented in relation to targets as set out in the 2018-28 Long Term Plan.

Method Overview

A 20-minute telephone survey with a representative sample of 402 Nelson residents in March and June 2020.

- For the year ending 2020, the research was designed to be conducted over two survey periods - March and June 2020 – for a more even spread across the year.
- Total sample size = 400, comprising:
 - n=202 between March 5th – March 23rd, 2020, and
 - n=200 between June 2nd - June 18th, 2020.
 - A Nelson representative sample by gender, age and area (see demographics p.54) for more details
- The telephone survey was designed to be 20 minutes in length and was created by Research First in collaboration with the Council.

Sampling & Analysis

Sampling

Random selection of telephone numbers in the database coupled with quota management

- Data collection used a randomised database of landline telephone numbers covering Nelson City.
- A quota system was used to ensure the sample was representative of the District's population by age, area and gender (as per the 2018 Census) to avoid the need to weight the data.
- In order to reach those harder to reach via landline, a randomised cell-phone database was also used, with 25% of the total sample coming from this database.
- A sample size of n=402 collected is accurate to a maximum margin of error of +/- 4.9% at the 95% confidence level. This means that if 50% of respondents stated they were satisfied with a Council facility, then we could be 95% sure that between 45.1% and 54.9% of the entire Nelson City population also feel satisfied with that Council facility.

Analysis

*5-point scales and sums
Coding
Key driver analysis*

- The survey primarily used a balanced 5-point scale, with a don't know option when measuring satisfaction:
- | | | | | |
|-------------------|--------------|---------|-----------|----------------|
| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
|-------------------|--------------|---------|-----------|----------------|
- While proportions for each have been presented individually in the charts, this document reports on total satisfaction summing results of "very satisfied" and "satisfied".
 - It should also be noted that not all percentages shown add up to 100%. This is due to rounding or when questions allow multiple selections.
 - Open-end responses have been manually coded by grouping answers into similar themes. Verbatim responses from residents are available in Appendix A.

Making Comparisons

*Year-on-year: 2020 vs. 2019
Age: 16-39, 40-64, 65+;
Gender: Male, Female;
Area: Nelson Central, Nelson North, Stoke, Tahunanui*

- To provide relevant data, the survey has undergone several iterations over the years. As such, not every question has a year-on-year comparison for every year the survey has run.
- Previous years have also used mixed methods and have weighted data, though this should not substantially affect results year-on-year.
- Comparisons between years have primarily been conducted by comparing results of this year to the most recent year there is comparable result. If a difference is statically significant at a 95% confidence interval, this is indicated with an arrow up or down. \updownarrow Trends which are notable but not statistically significant are indicated with a dotted arrow. --▶
- Demographic comparisons were conducted using the complement method. (E.g. those in Stoke vs. those not in Stoke). When significant, and/or meaningful, results are annotated in the main report and more detail can be found in Appendix C.

Relative Importance Analysis - Explanation

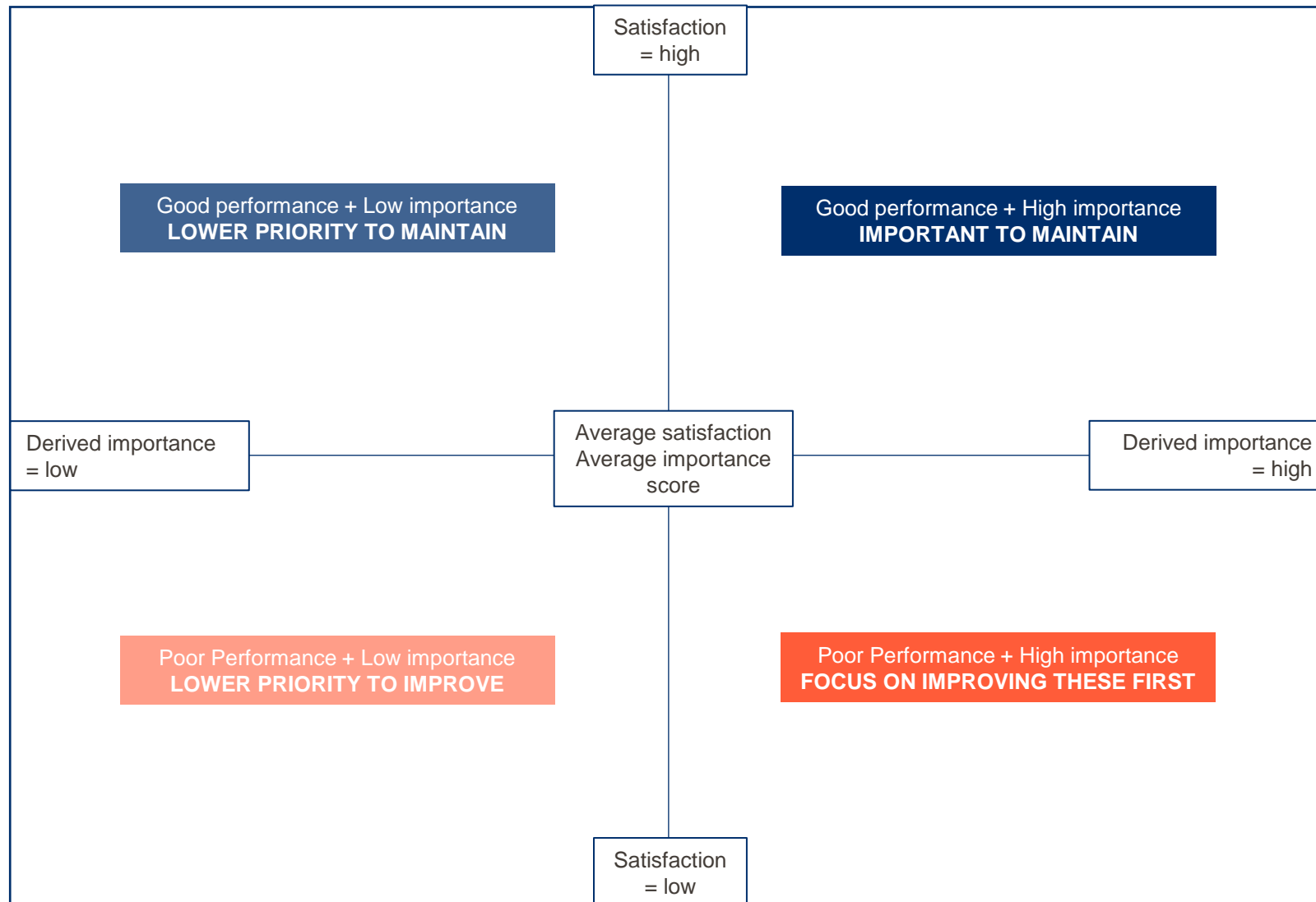
Identifying not only satisfaction scores, but also where resources should be focused to drive an increase in resident satisfaction can be invaluable for determining action points and investment areas.

Rather than asking residents what they think is important (as everything can be seen as important) a statistical method – Relative Importance Analysis - is used to derive which areas were most important in affecting satisfaction and therefore were *key drivers* to overall satisfaction with the Council.

- Driver analysis computes an estimate of the importance of various *independent variables* in predicting a *dependent variable*.

For Nelson City, the dependent variable is overall satisfaction with Council Performance, and the independent variables are the rest of the variables that satisfaction is measured on.

The charts themselves are anchored by the average satisfaction and importance score in the middle of the variables in use, and are perfectly centred in order to show relativity.





Results in Detail



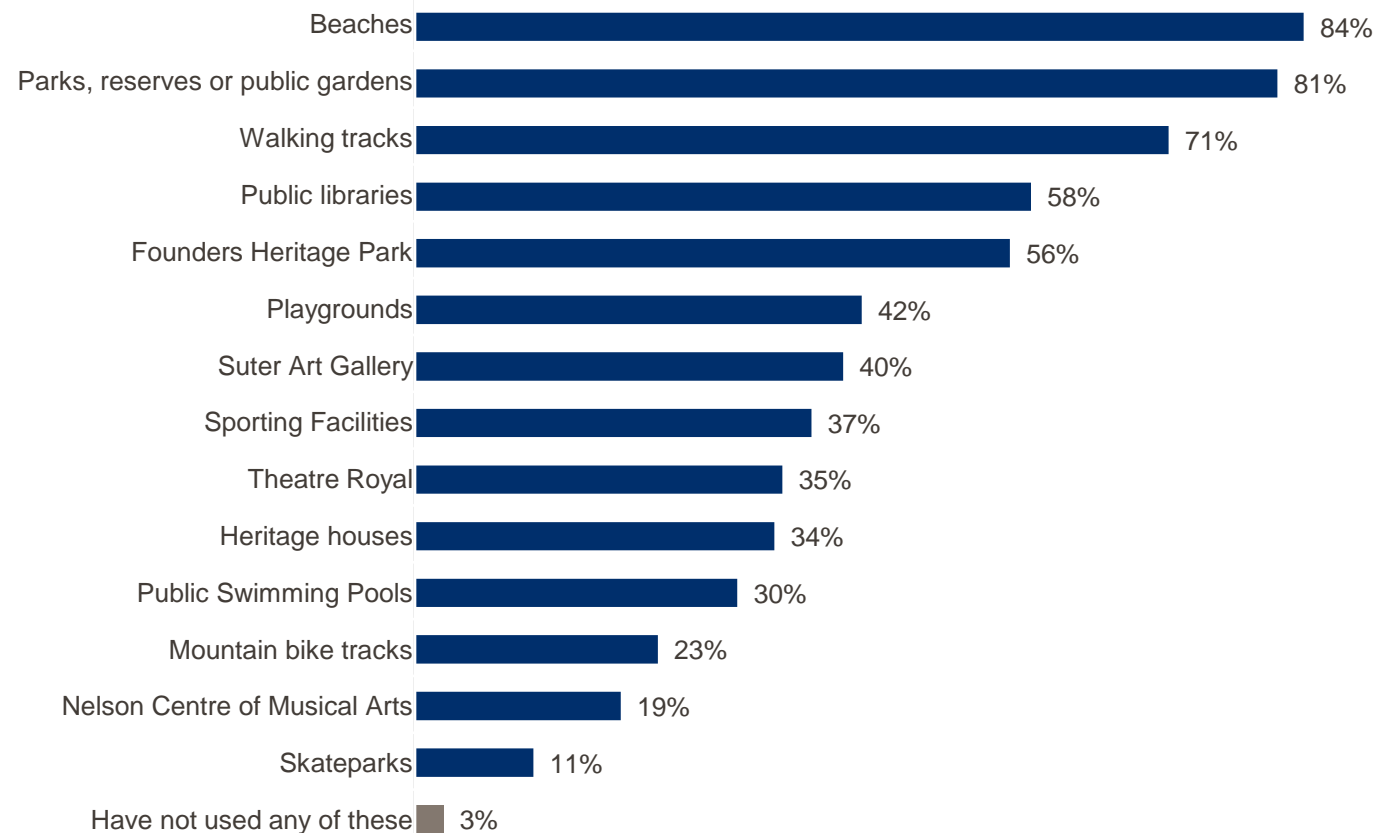
Council Facilities

“Parks, library, the Railway Reserve... I like the facilities and also the options it gives children for playgrounds and areas to run and ride a bike and be outdoors... I like the [library] staff members”

Usage of Facilities

- Outdoor facilities such as beaches, parks, reserves or public gardens, and walking tracks are among the most used Council supported facilities.
- As could be expected, usage of facilities varies by demographic groups. For example:
 - Female respondents are significantly more likely to use several of these facilities.
 - Respondents over 65 years of age are significantly less likely to have used several of these facilities.

Usage of Council supported facilities in the last 12 months



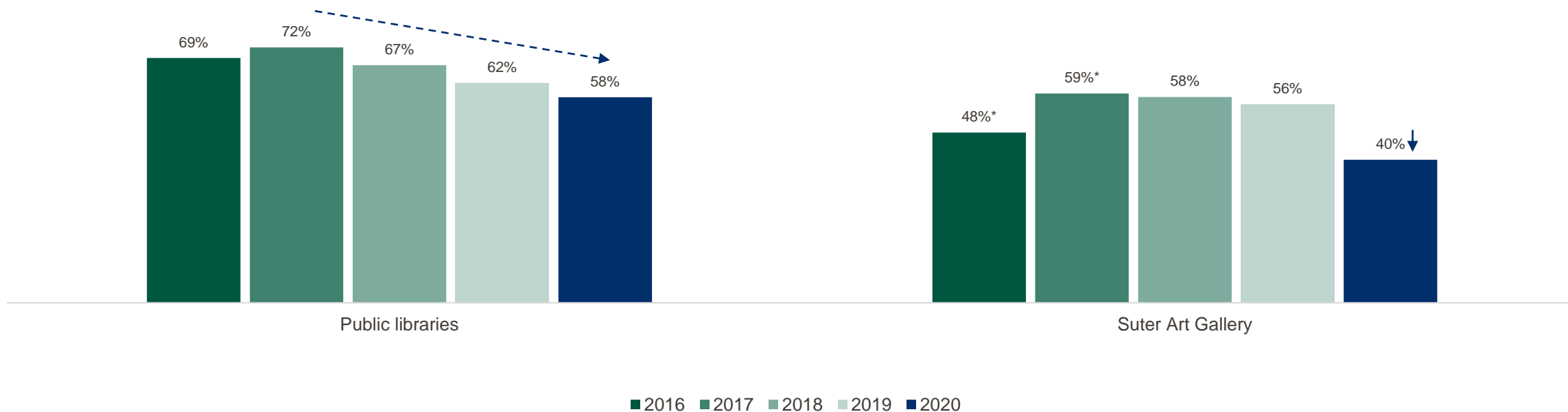
Please note that certain services/facilities were not operating normally/at all during the COVID-19 restrictions in March-May 2020.

Q. From the following list of Nelson City services and Council supported facilities please identify which ones you used in the last 12 months.
Base: All residents (2020 n=402)

Usage of Libraries and Suter Art Gallery – Over Time

- Library usage remains stable since last year but is overall trending down.
- Results also show that there has been a drop in 2020 in the proportion of respondents reporting to have visited Suter Art Gallery.

Proportion who have used/visited the public libraries or Suter Art Gallery – over time



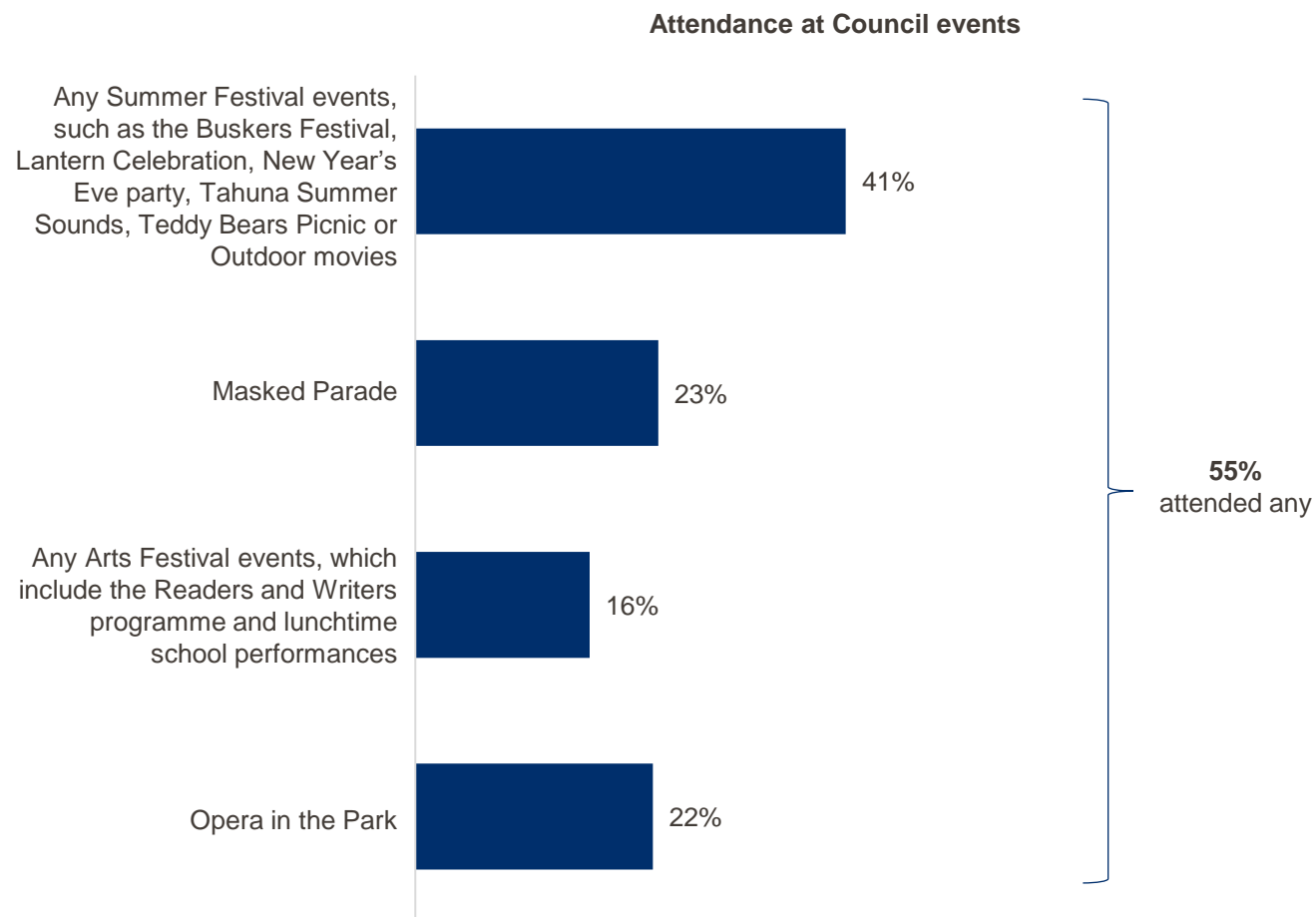
Q. From the following list of Nelson City services and Council supported facilities please identify which ones you used in the last 12 months. (Asked as different questions in previous years)

*Please note that usage levels for Suter Art Gallery was asked differently before 2018. In 2016 and 2017 residents were asked about the two past years, including the temporary location and the redeveloped gallery in 2017.

Base: All residents (2020 n=402, 2019 n=402, 2018 n=407, 2017 n=520, 2016 n=400)

Attendance at Council Events

- Just over half (55%) report having attended at least one Council event in the last 12 months.
 - Residents from Nelson Central are significantly more likely to have attended at least one event.
 - There are also indications that residents who have live din Nelson for longer, are less likely to attend any event.
- Attendance levels for each Council event fall below performance measure targets:
 - X 53% Summer Festival
 - X 44% Masked Parade
 - X 31% Arts Festival
 - X 30% Opera in the Park

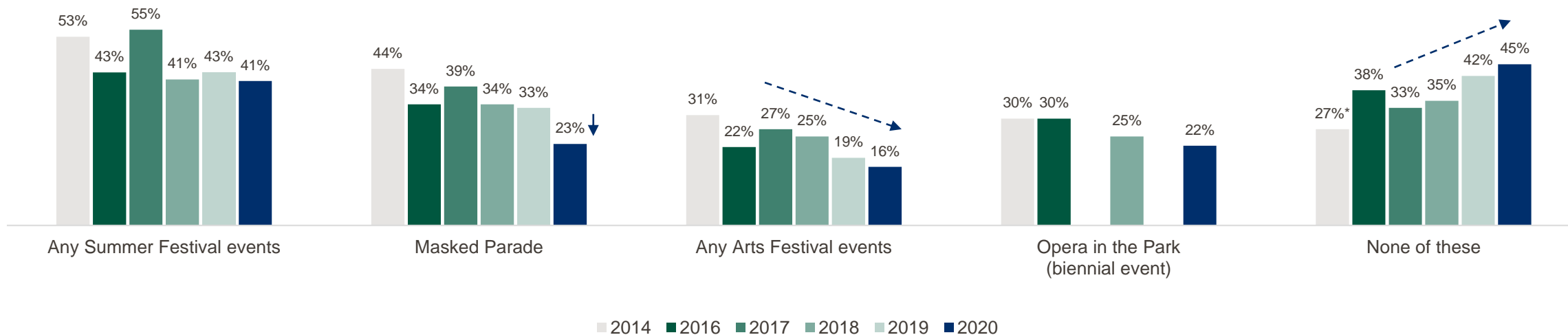


Q. And have you attended, or participated in any of the following Council events during the last 12 months?
 Base: All residents (2020 n=402)

Attendance at Council Events - Over Time

- Results indicate that overall attendance at Council events are declining.

Proportion who attended Council events – over time



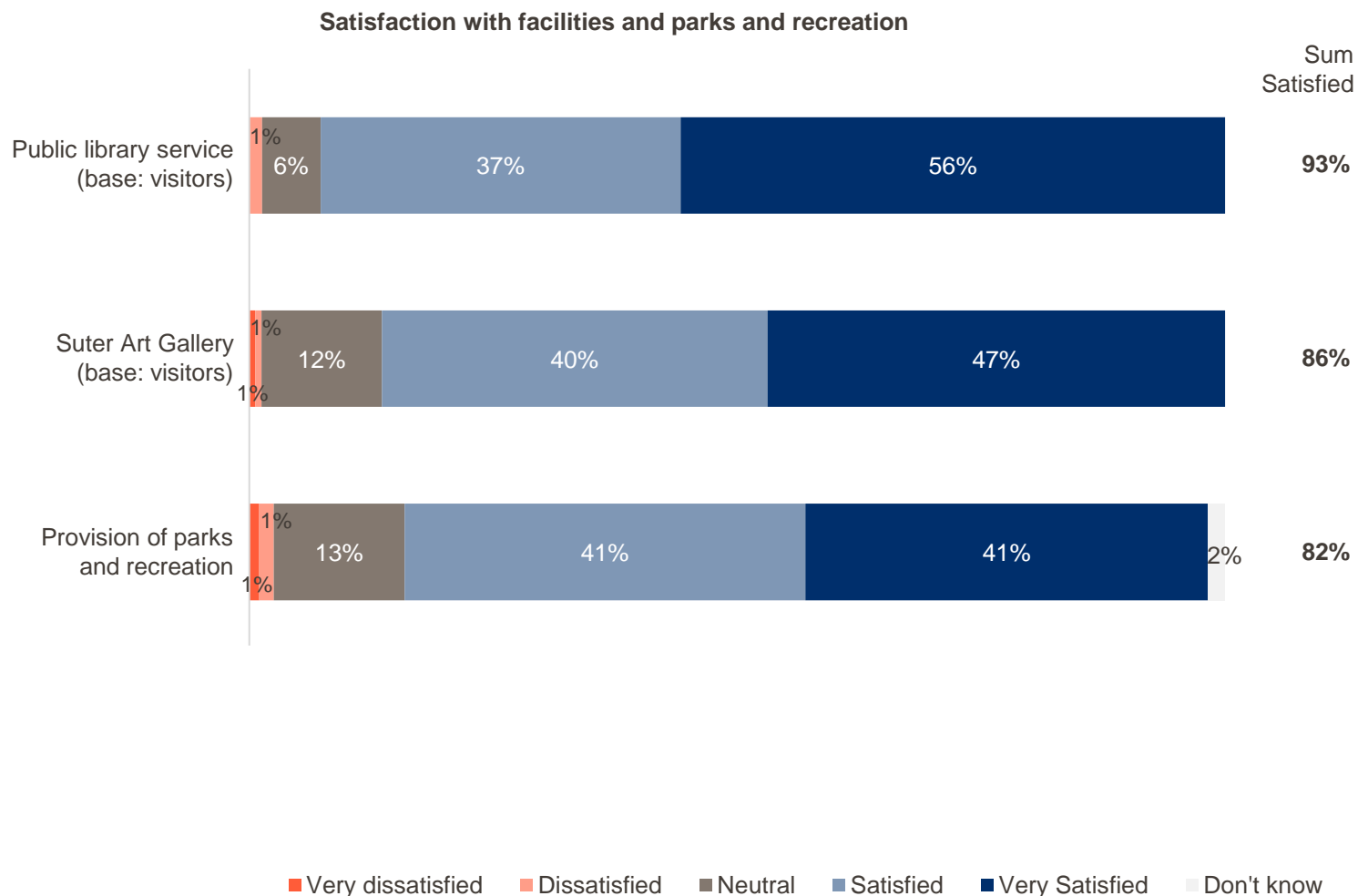
Q. And have you attended, or participated in any of the following Council events during the last 12 months?

Base: All residents (2020 n=402, 2019 n=402, 2018 n=407, 2017 n=520, 2016 n=400, 2014 n=400)

*Please note that in 2014 the New Year's Eve event was also included in events

Satisfaction with Facilities and Parks & Recreation

- Almost all library visitors (93%) are satisfied with the public library service.
- The vast majority of visitors are satisfied with Suter Art Gallery (86%) .
- 82% of all residents are also satisfied with the provision of parks and recreation in Nelson.
 - Females are significantly more likely to be satisfied (89%).
- Satisfaction levels meet performance measure targets.
 - ✓ At least 90% library user satisfaction
 - ✓ At least 80% Suter Art Gallery user satisfaction
 - ✓ At least 80% satisfaction with parks and recreation



Q. Can you please identify how satisfied or dissatisfied you are with the public library service? Base: Residents who had used the public library (2020 n=233)

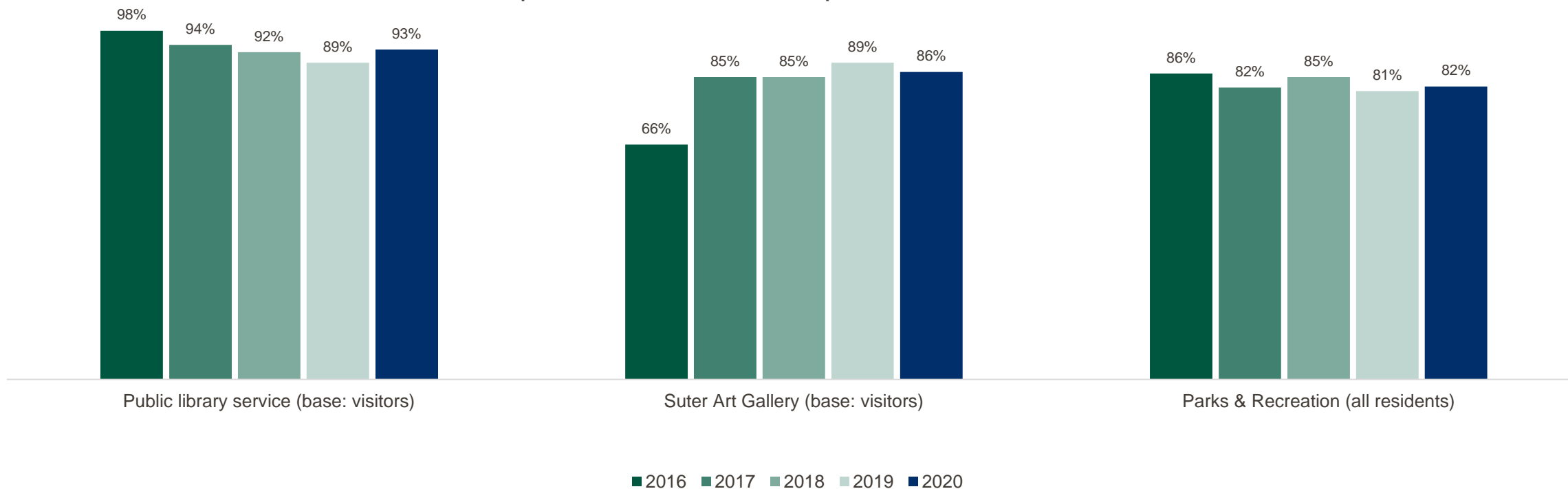
Q. How satisfied or dissatisfied are you with the Suter Art Gallery? Base: Residents who had visited Suter Art Gallery (2020 n=162)

Q. Please identify how satisfied or dissatisfied you are with the provision of parks and recreation in Nelson (including gardens, sports grounds, sports venues, pools and reserves). Base: All residents (2020 n=402)

Satisfaction with Facilities & Parks & Recreation - Over Time

- Satisfaction with the public library service, Suter Art Gallery, and parks and recreation remain high and stable.

Proportion satisfied with facilities and parks and recreation - over time



Q. Can you please identify how satisfied or dissatisfied you are with the public library service? Base: Residents who had used the public library (2020 n=233, 2019 n=258, 2018 n=282, 2017 n=unknown, 2016 n=unknown) Q. How satisfied or dissatisfied are you with the Suter Art Gallery Base: Residents who had visited Suter Art Gallery in the past 12 months (2020 n=162, 2019 n=238, 2018 n=230) or past 2 years (2017 n=372, 2016 n=206). Q. Please identify how satisfied or dissatisfied you are with the provision of parks and recreation in Nelson (including gardens, sports grounds, sports venues, pools and reserves). Base: All residents (2020 n=402, 2019 n=402, 2018 n=407, 2017 n=520, 2016 n=400)

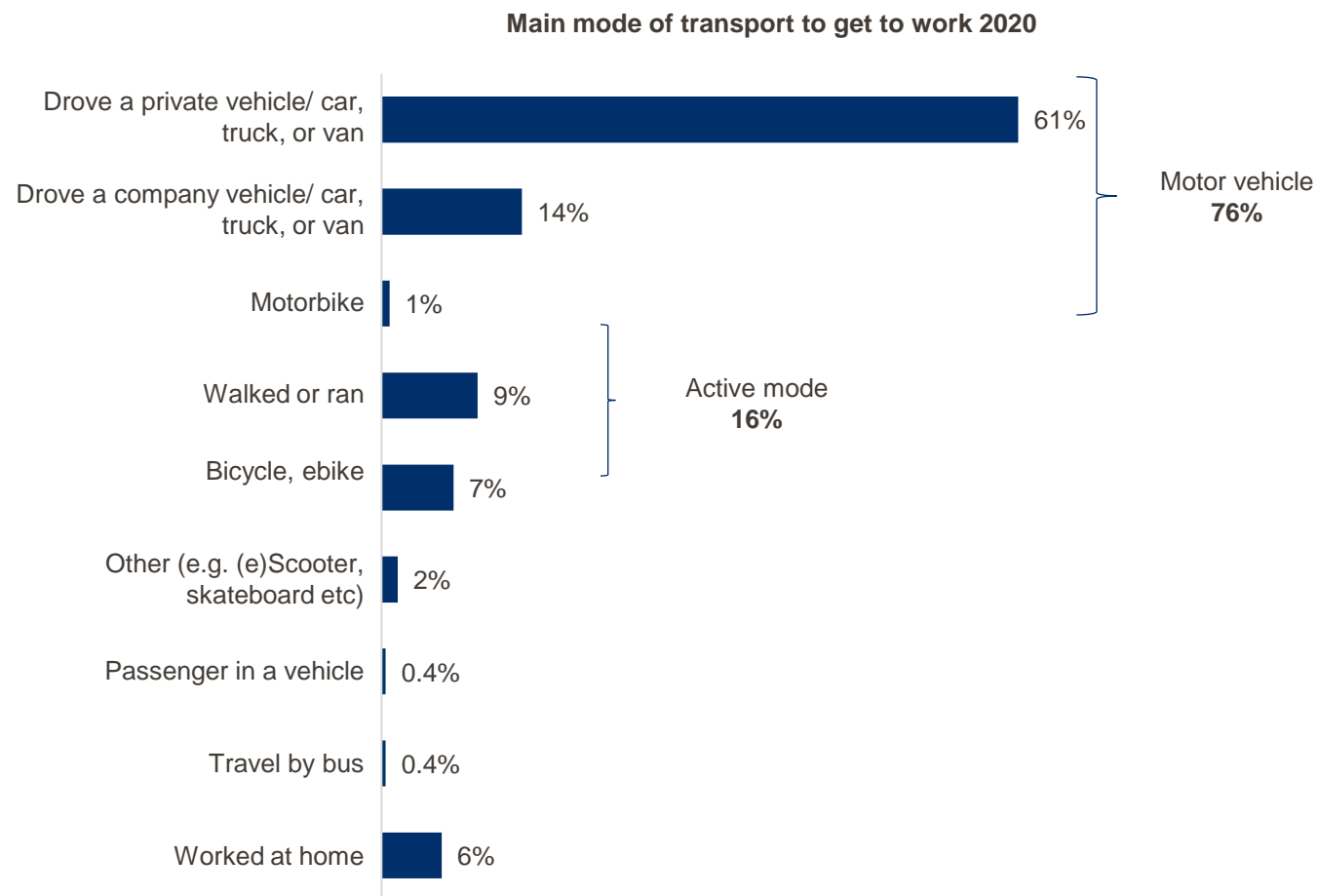


Transport & Roothing

“I haven't had any difficulties, either by travelling or roads... except for the parking. Sometimes it can become too busy but it's okay because it's only during busy peak hours, traffic can be really bad.”

Main Mode of Transport

- Two-thirds (64%) of the residents surveyed report being in the work force.
- Out of these residents, three-quarters (76%) travel to work by a driving a motor vehicle.
- However, 16% use an active method such as biking, or walking.
- If including other methods such as taking a scooter, being a passenger, or traveling by bus, then 18% use alternative methods to driving themselves.
- The long term performance measure regarding utilisation of active modes of transport has not been met:
 - X 20% combined of all journeys to work are by walking or cycling.

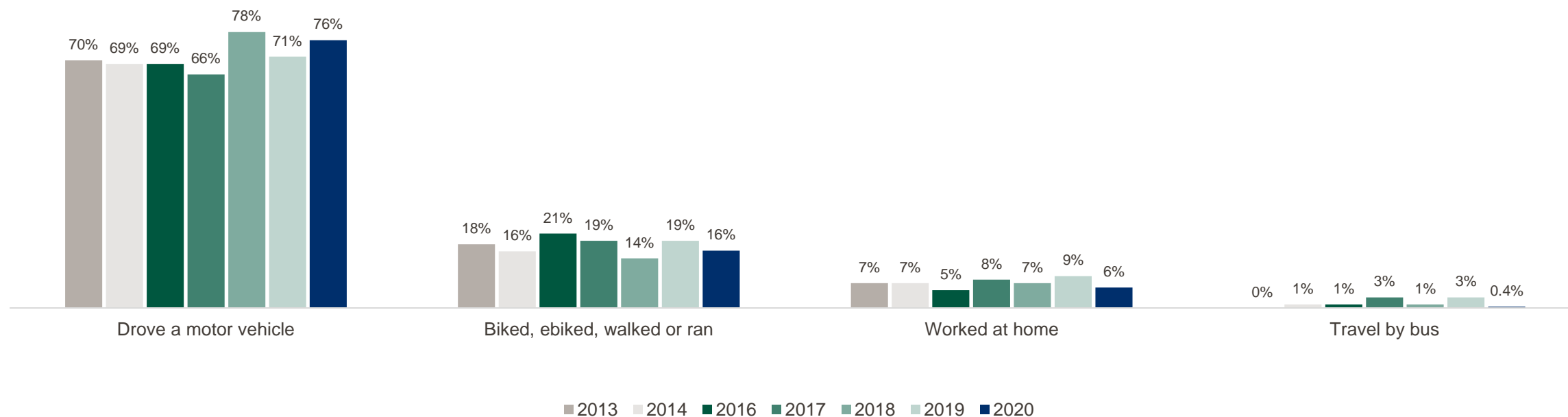


Q. Thinking about the last twelve months, what was your main mode of transport to get to work?
 Base: Residents who work full-time or part-time (2020 n=259)

Main Mode of Transport – Over Time

- In comparison to previous years, the main mode of transport to get to work by residents of Nelson remains consistent overall.

Main mode of transport to get to work – over time



Q. Thinking about the last twelve months, what was your main mode of transport to get to work?

Base: Residents who work full-time or part-time (2020 n=259, 2019 n=190, 2018 n=228, 2017 n=395, 2016 n=227, 2014 n=252, 2013 n=254)

Barriers to Using Active Modes of Transport to Work

- Residents who primarily drive to work (76% of the workforce, or 50% of residents) were also asked what the barriers are to biking, walking or using the bus more often.
- Responses focus on the distance needed to travel, that there are no suitable public transport options, or on the comfort/ convenience of driving a car.
- See appendix A for the complete collection of verbatim responses.*

"Impractical. Where I work the bus routes don't go near it."

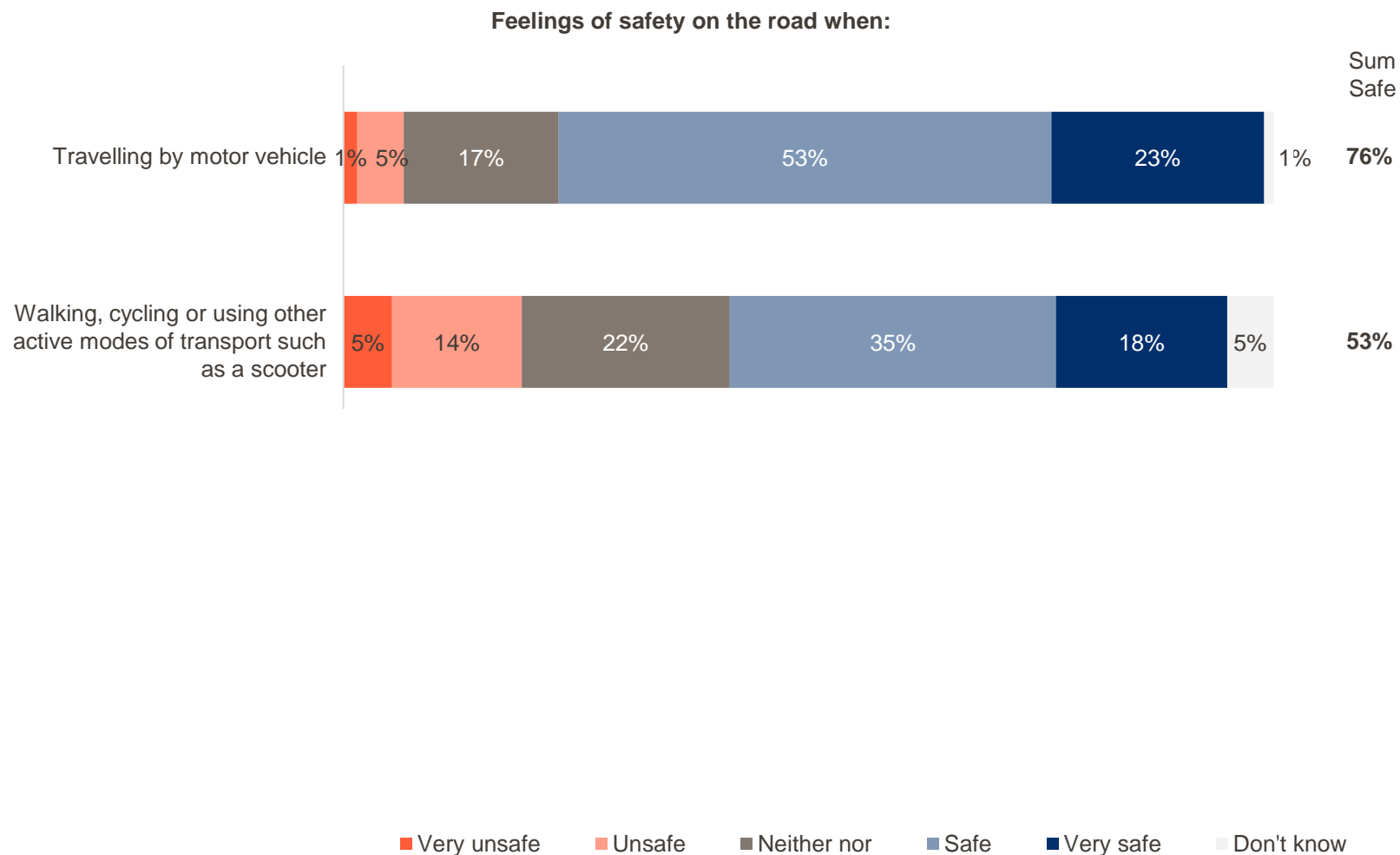
Barriers to using active modes of transport to work

Mentioned barriers	88%
- Distance	20%
- No public transport available/suitable	20%
- Comfort/convenience	15%
- Need vehicle for work	14%
- Timing	10%
- Prefer car	7%
- Physical/social/mental barriers	7%
- Roads hazardous	7%
- Weather	5%
- Safety	2%
- Better infrastructure	2%
- I do not like these forms of transport	1%
- Other	5%
I use these occasionally	10%
Can't think of anything	9%

Q. In terms of biking, walking or using the bus to get to work, what are the barriers to you using these more often?
Base: Residents in full/part-time work who mainly travelled to work by a motor vehicle (n=200)

Feelings of Safety on the Road

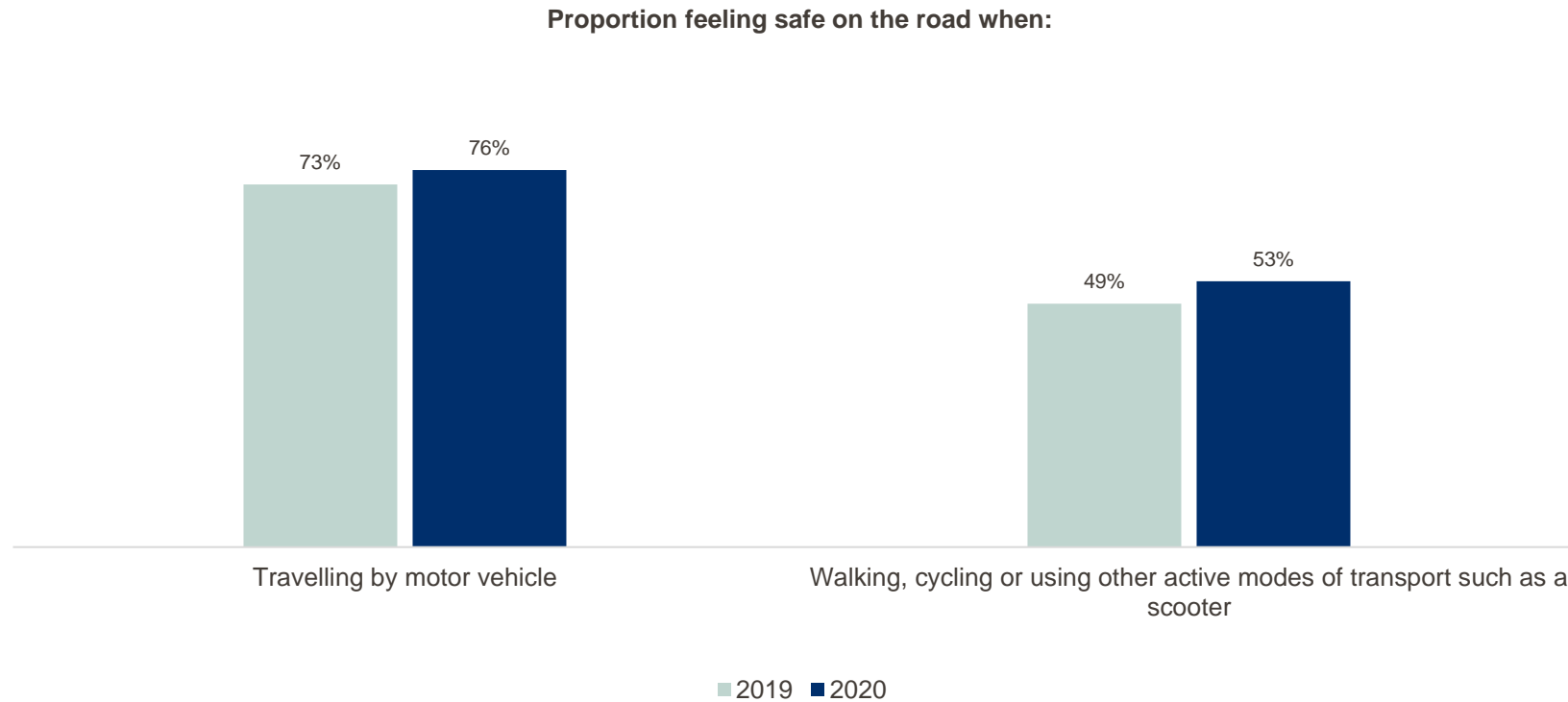
- Three-quarters (76%) of residents feel safe day-to-day on Nelson roads when travelling by motor vehicle.
- However, significantly fewer - only half (53%) - feel safe on the road when walking, cycling or using other active modes of transport.
 - Respondents from Nelson North show indications of feeling less safe.
 - Respondents who have lived in Nelson over 10 years show indications of feeling less safe.
- 19% specifically report feeling unsafe on the road when using active modes of transport.



Q. How safe or unsafe do you feel day-to-day on Nelson roads in the following situations?
 Base: All residents (2020 n=402)

Feelings of Safety on the Road – Over Time

- Feelings of safety on the road remain stable since first being measured in 2019.



Q. How safe or unsafe do you feel day-to-day on Nelson roads in the following situations?
 Base: All residents (2020 n=402, 2019 n=402)

Comments on Safety on the Road

- Reasons for feelings of low safety on the road tend to reference driver behaviour.
- Inconsiderate driver behaviour is mentioned both by all respondents (drivers and pedestrians included), though results indicate this is more likely to be mentioned by cyclists.
- *See appendix A for the complete collection of verbatim responses.*

"Nelsonians have got a different driving attitude than the rest of New Zealand. Can't indicate and don't understand merging."

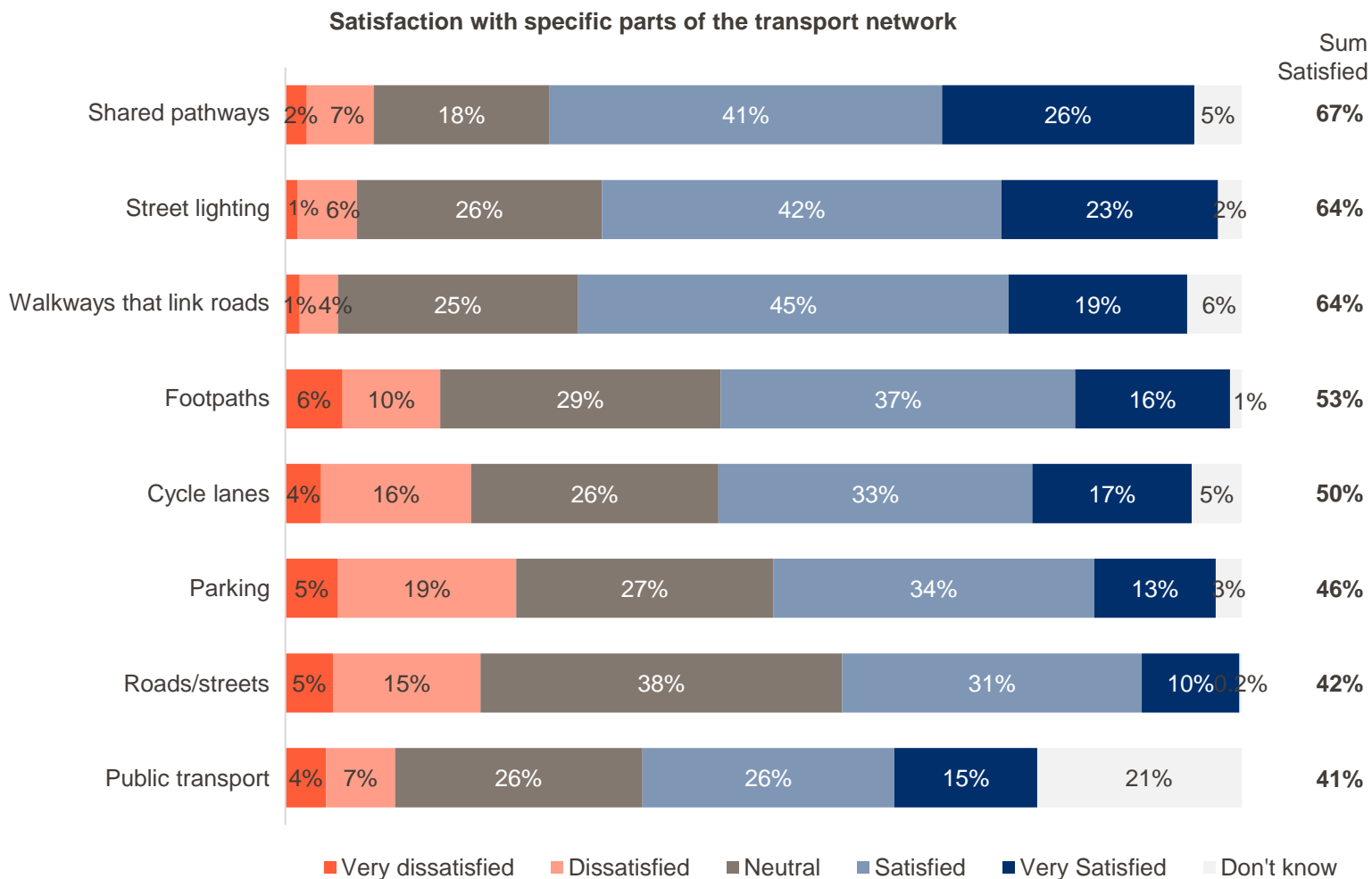
Comments on safety when travelling by motor vehicle or other modes of transport

Provided comments	51%
- Poor/ inconsiderate/uneducated driver behaviour	16%
- Road layout/traffic control issues	10%
- Cycle lanes/routes unsafe or need more	9%
- Road congestion causing issues	6%
- Drivers unsafe towards cyclists	5%
- Pedestrian areas unsafe	4%
- Feel safe	4%
- Drivers going too fast	2%
- Restrict cycling access	1%
- Drivers going too slow	0.5%
- Other	4%
No comment	49%

Q. Do you have any comments about your feelings of safety when travelling by motor vehicle or other active modes of transport?
Base: All residents (2020 n=402)

Satisfaction with Transport Network

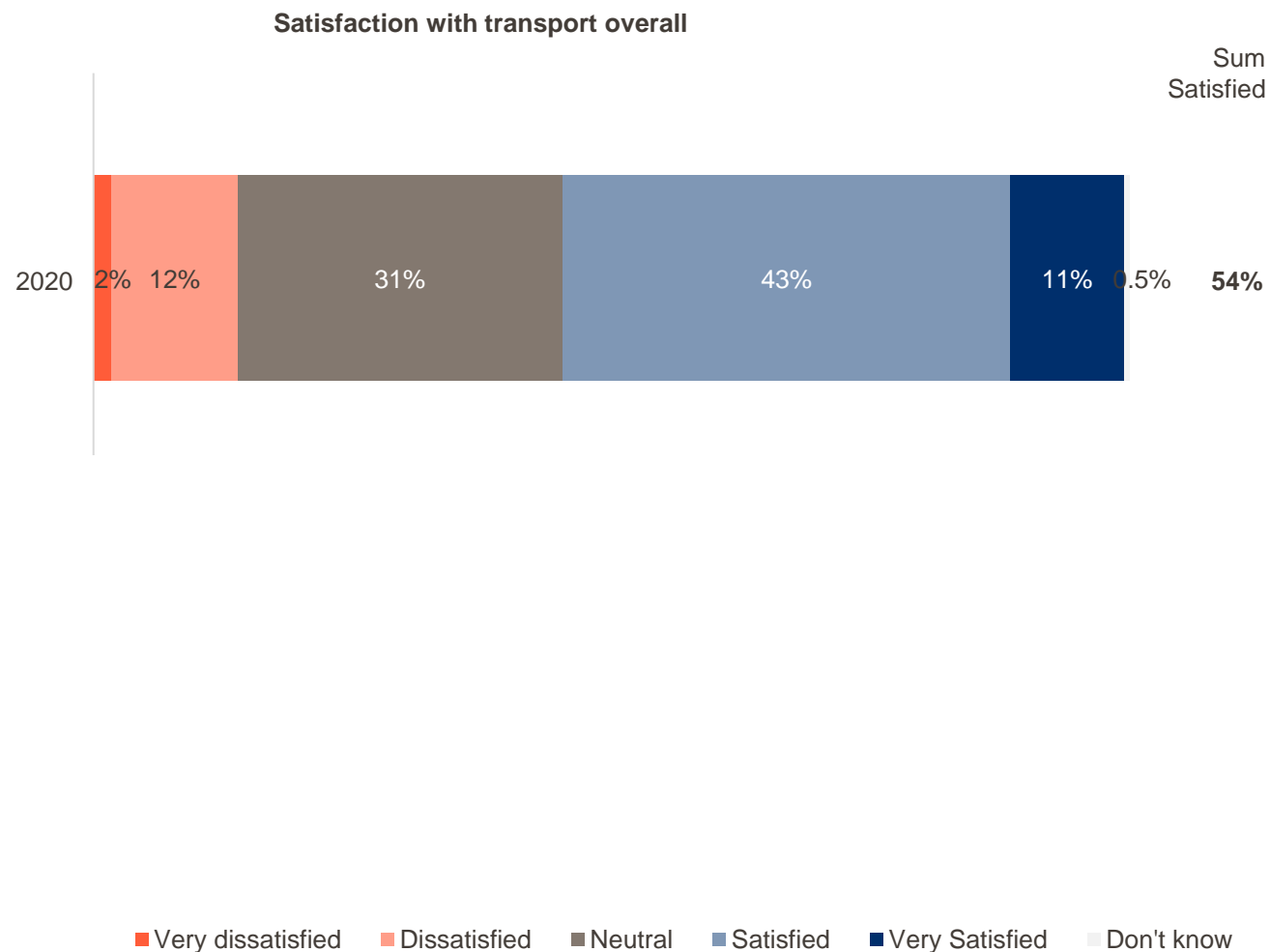
- Satisfaction with specific parts of the transport network varies widely.
- In relation to each other, pathways (67%), street lighting (64%) and walkways (64%) have the highest satisfaction scores.
- Conversely, residents tend to be dissatisfied with parking (24% are dissatisfied), the roads/streets (20% are dissatisfied) and the cycle lanes (19% are dissatisfied).
- Residents in Nelson North show indications of being less satisfied with many of these aspects (e.g. the footpaths, cycle lanes, public transport, street lighting, and parking).
- Residents who have lived in Nelson for more than 10 years are significantly less likely to be satisfied with most of these aspects, in particular the footpaths, cycle lanes, and roads/streets.



Q. Thinking about specific parts of the transport network..., how satisfied or dissatisfied are you with the work Council has been doing on:?
 Base: All residents (2020 n=402)

Transport Satisfaction Overall

- Half (54%) of the residents report being satisfied with the transport activity overall in Nelson.
- Residents who have lived in Nelson for more than 10 years are significantly less likely to be satisfied.
- Residents in Nelson North show indications of being less satisfied overall.

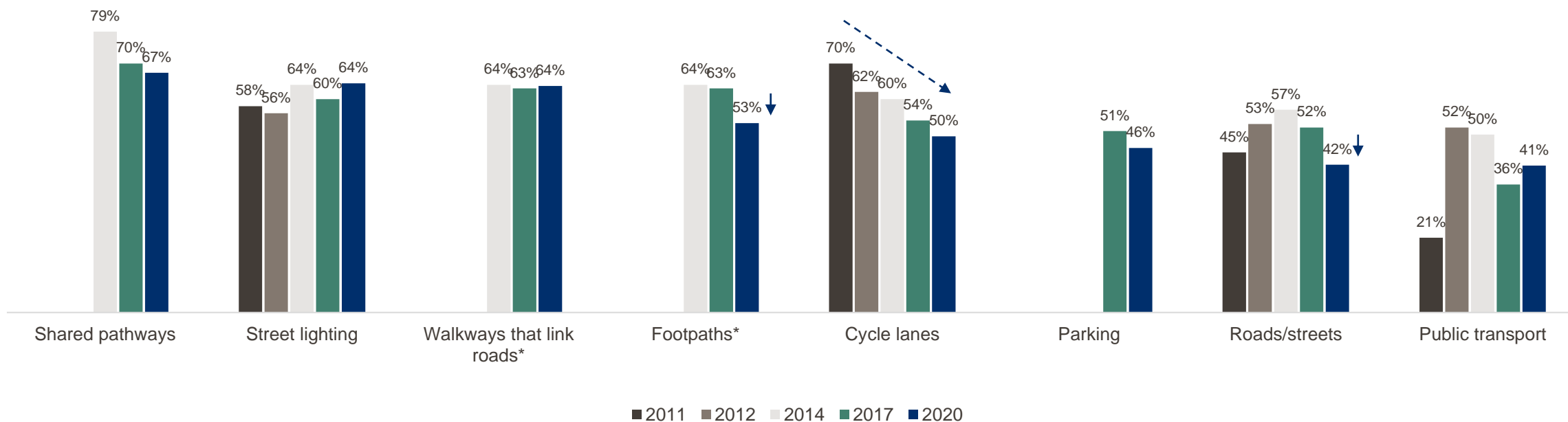


Q. In relation to transport... how satisfied or dissatisfied are you with the transport activity overall (including with roads, cycleways, footpaths, and buses)?
Base: All residents (2020 n=402)

Satisfaction with Transport Network – Over Time

- Comparing this year's results to 2017 (and even 2014) shows that satisfaction with roads and footpaths has deteriorated significantly, while satisfaction with cycle lanes is also trending downwards.

Proportion satisfied with specific parts of the transport network



Q. Thinking about specific parts of the transport network... how satisfied or dissatisfied are you with the work Council has been doing on:

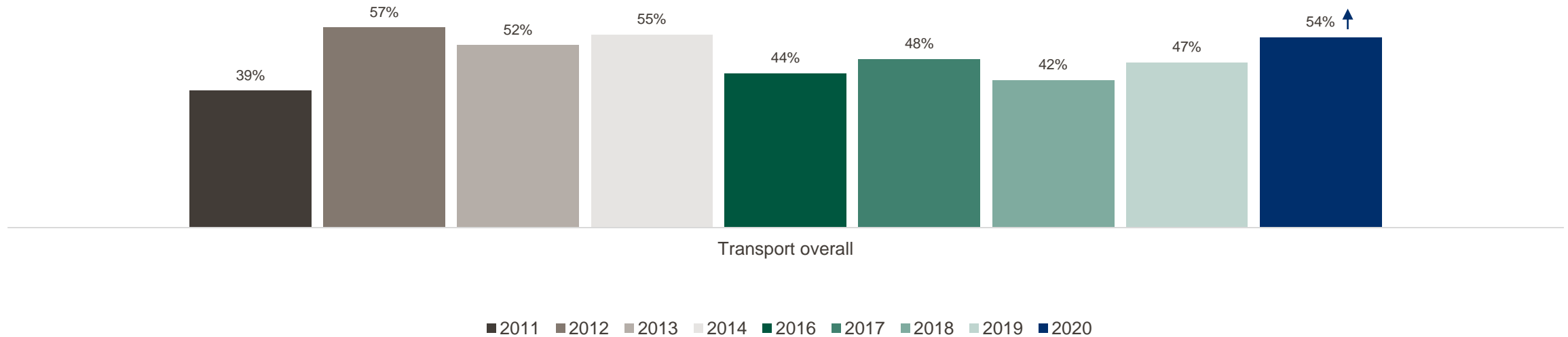
*Note: Before 2019, walkways and footpaths were measured in one question

Base: All residents (2020 n=402, 2017 n=520, 2014 n=400, 2012 n=400, 2011 n=400)

Transport Satisfaction Overall – Over Time

- However, satisfaction with the overall Council transport activity has significantly improved.

Proportion satisfied with transport overall – over time



Q. In relation to transport... how satisfied or dissatisfied are you with the transport activity overall (including with roads, cycleways, footpaths, and buses)?

Base: All residents (2020 n=402, 2019 n=402, 2018 n= 407, 2017 n=520, 2016 n=400, 2014 n=400, 2013 n= 400, 2012 n=400, 2011 n=400)

Overall Comments about the Council's Transport Activity

- Residents making comments on Council's transport activity mostly mention things such as the road layout and/or make traffic control suggestions or reference traffic congestion.
- Several also ask for improved conditions for active modes of transport.
- See appendix A for the complete collection of verbatim responses.

"There are numerous congestion choke points for conflict with cyclists, pedestrians and cars."

Comments on Council's transport activity in general

Provided comment	56%
- Roads for motor vehicles (net)	21%
• Road layout/traffic control suggestions	11%
• Traffic congestion	7%
• Improve road condition(s)	2%
• Cycle lane implementation causing issues for other transport types	2%
• Southern Link support	1%
- Cycle lanes and footpaths (net)	12%
• Improve cycle lanes/ routes	9%
• Improve footpaths/ walkways	6%
- Public transport improvements (net)	10%
• Improve bus service (e.g. bigger fleet, better fleet, dedicated lanes)	6%
• Need more/better public transport options	5%
- Other concerns (net)	18%
• Better parking	6%
• Need better strategy/implementation	6%
• Roadworks	3%
• Improved lighting	1%
• Other	2%
- Positive comments (net)	4%
No comments	46%

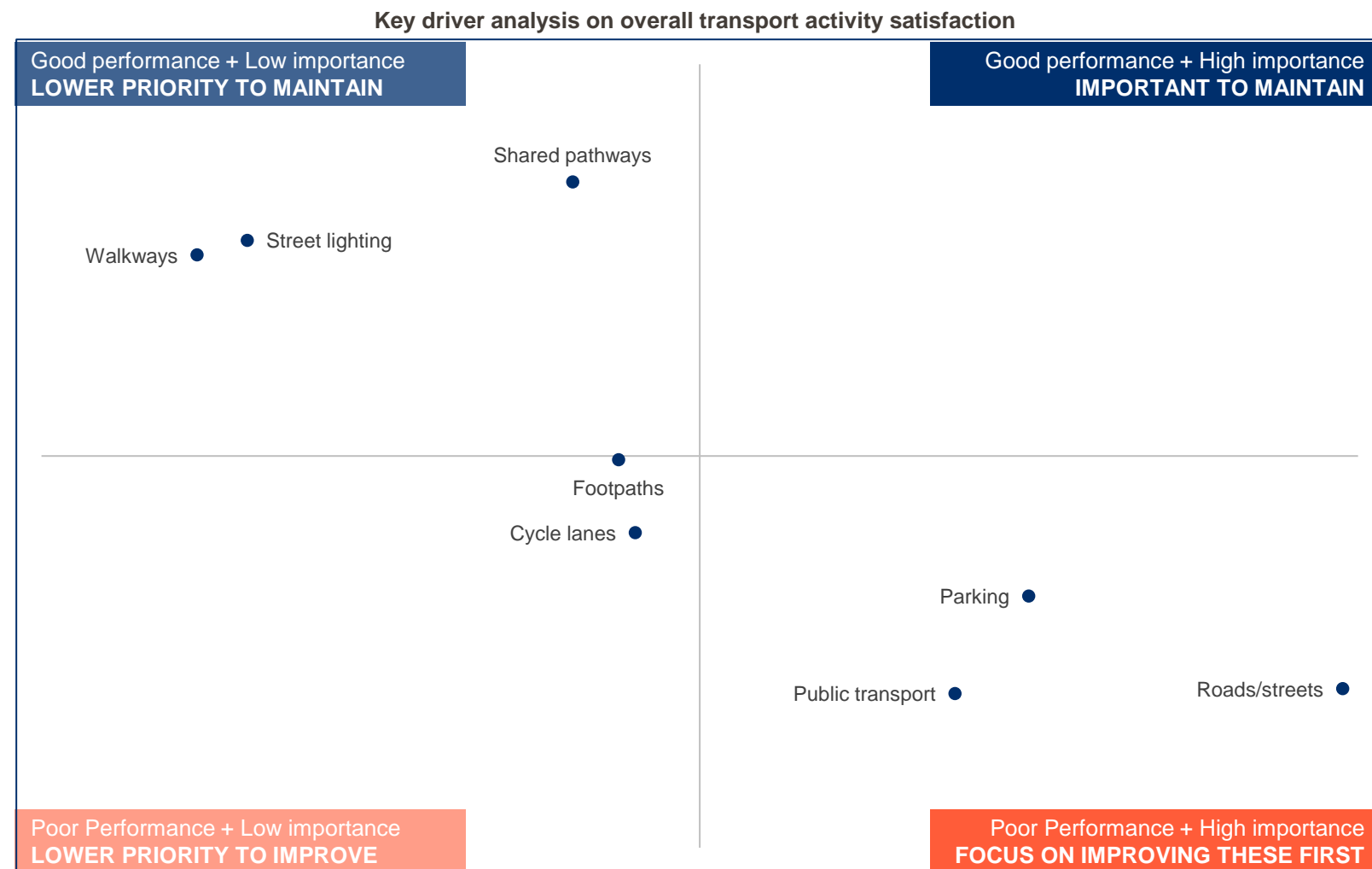
Q. Do you have any overall comments about the Council's transport activity?
Base: All residents (2020 n=402)

Transport Areas to Focus on

Relatively speaking, roads/streets, parking, and public transport are the three aspects of transport that have the highest negative impact on satisfaction with overall transport activity satisfaction.

As such, to improve overall satisfaction with transport, those are the top three areas to focus improvement on.

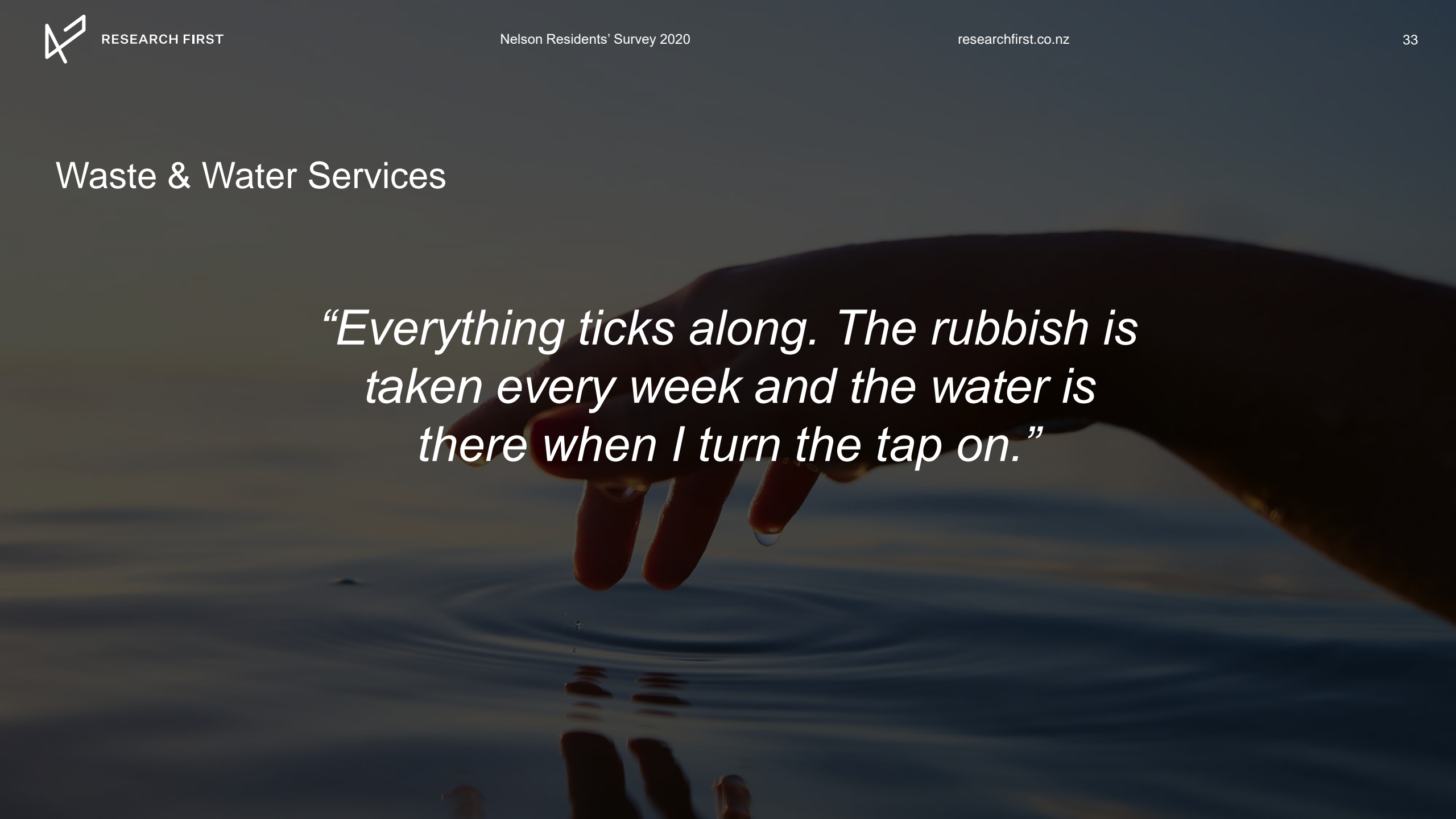
1. Roads/streets (42% satisfied, 20% dissatisfied);
2. Parking (46% satisfied, 24% dissatisfied); and,
3. Public transport (41% satisfied, 11% dissatisfied).



Note: This chart explains 54% of the variability affecting satisfaction with transport



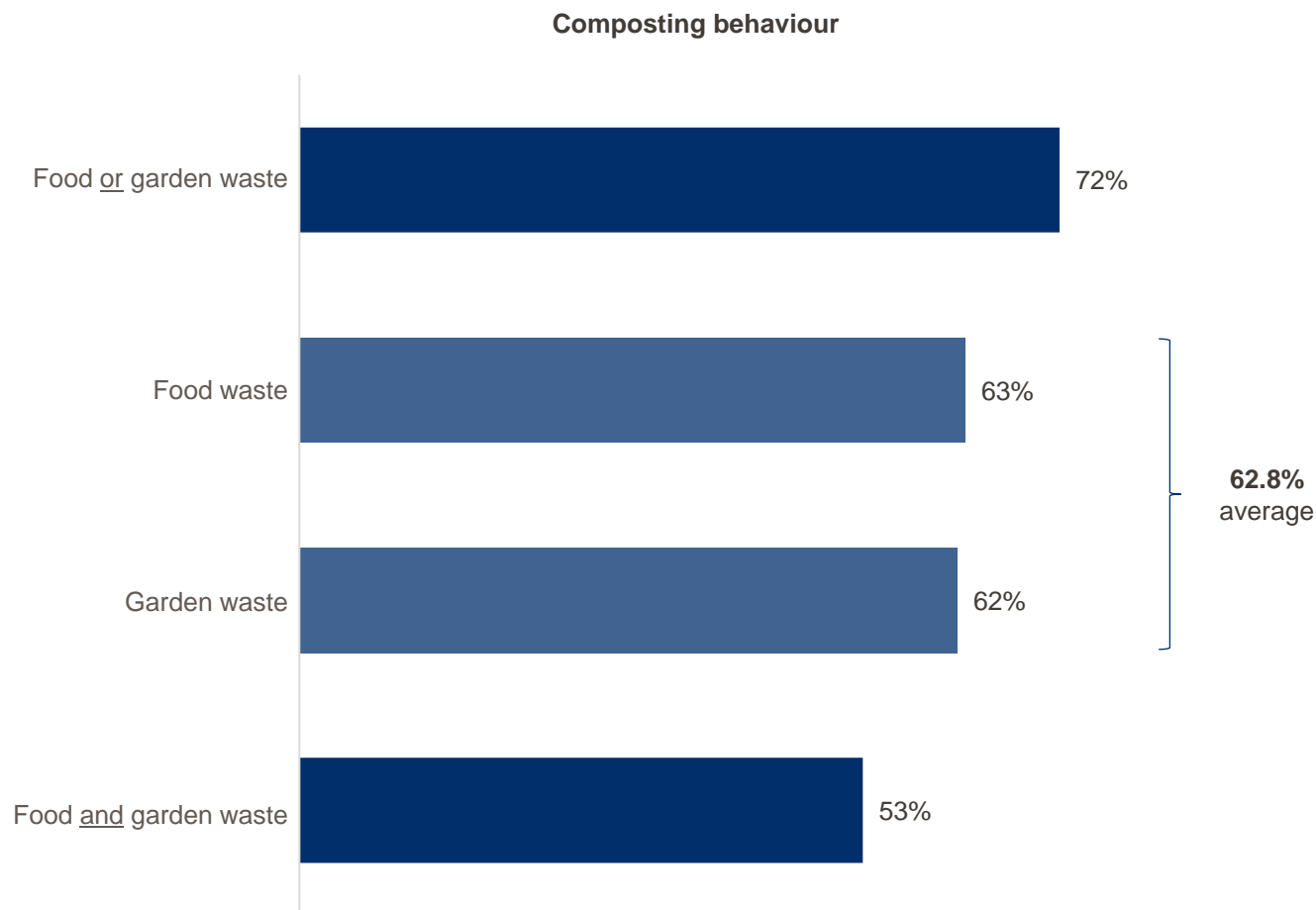
Waste & Water Services



“Everything ticks along. The rubbish is taken every week and the water is there when I turn the tap on.”

Composting Behaviour

- Nearly three-quarters (72%) of Nelson households compost either food or garden waste.
 - 63% compost food waste;
 - 62% compost garden waste.
- Residents who have lived longer in Nelson (more than 10 years) are significantly more likely to compost food or garden waste.
- Residents of Stoke show indications of being less engaged in composting behaviour.
- Long term performance targets are met.
 - ✓ Maintained/increased composting behaviour by Nelson Residents.

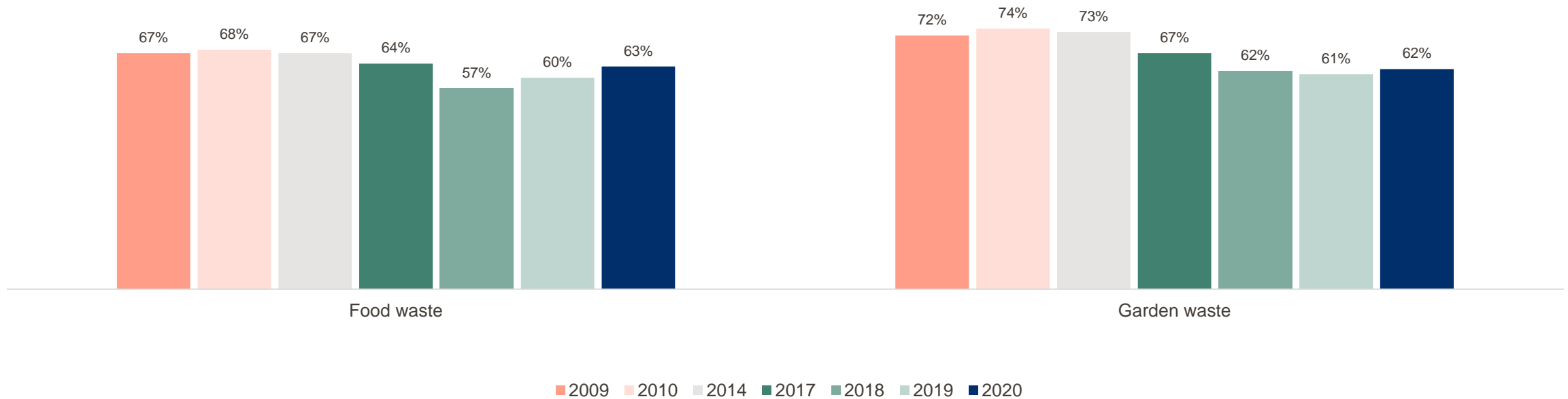


Q. Does your household currently compost food waste? / Q. And does your household compost your garden waste?
 Base: All residents (2020 n=402)

Composting – Over Time

- Composting behaviour remains stable over time.

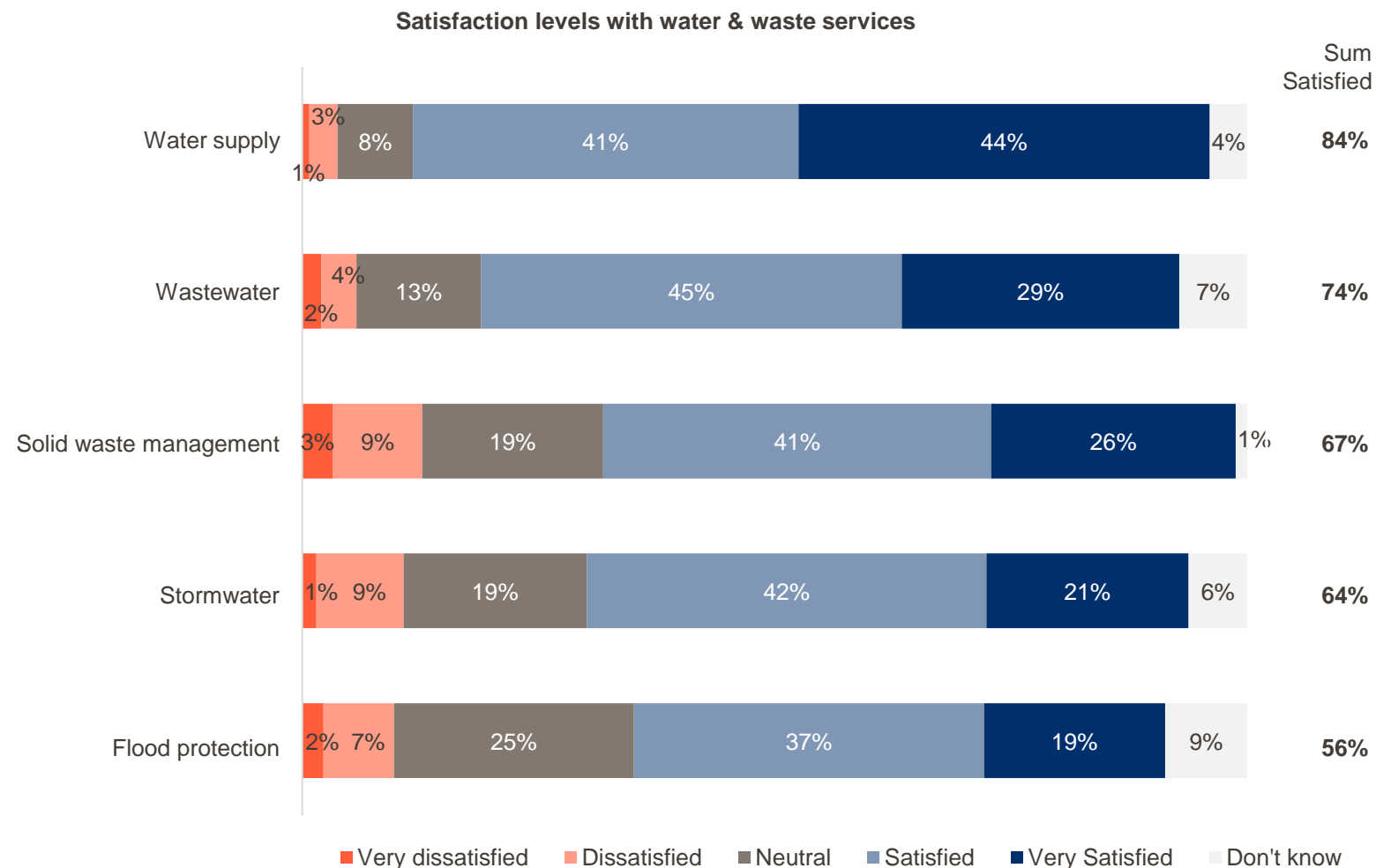
Proportion of households composting waste



Q. Does your household currently compost food waste? / Q. And does your household compost your garden waste?
 Base: All residents (2020 n=402, 2019 n=402, 2018 n=407, 2017 n=520, 2014 n=400, 2010 n=400, 2009 n=400)

Satisfaction with Water & Waste Services

- Satisfaction with the water supply is very high with 84% being satisfied, whereof half are also very satisfied.
- The majority are also satisfied with wastewater (74%).
- Slightly fewer are satisfied with solid waste management (67%), stormwater (64%) and flood protection (56%).
- Residents from Stoke show indications of being more satisfied, especially in comparison to respondents from Nelson North.

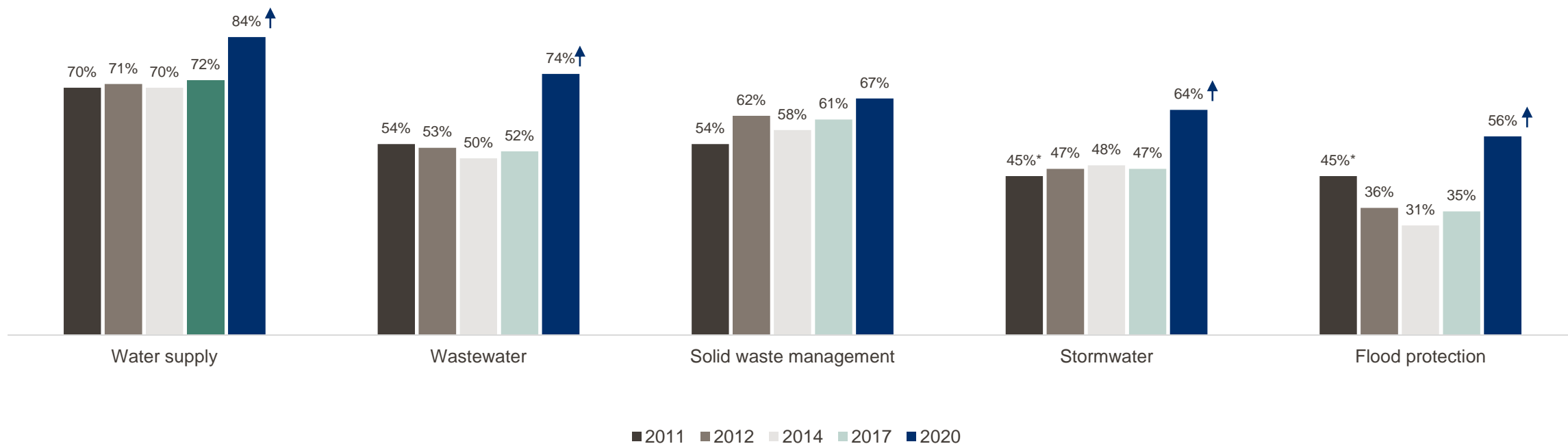


Q. How satisfied or dissatisfied are you with the quality of the following services:
 Base: All residents (2020 n=402)

Satisfaction with Water & Waste Services – Over Time

- Results show that since 2017 there has been an overall increase in satisfaction with water and waste services (except for satisfaction with solid waste management which has remained stable).

Proportion satisfied with water & waste services – over time



Q. How satisfied or dissatisfied are you with the quality of the following services:

*Note – Stormwater and flood protection were a combined code in 2011

Base: All residents (2020 n=402, 2017 n=520, 2014 n=400, 2012 n=400, 2011 n=400)

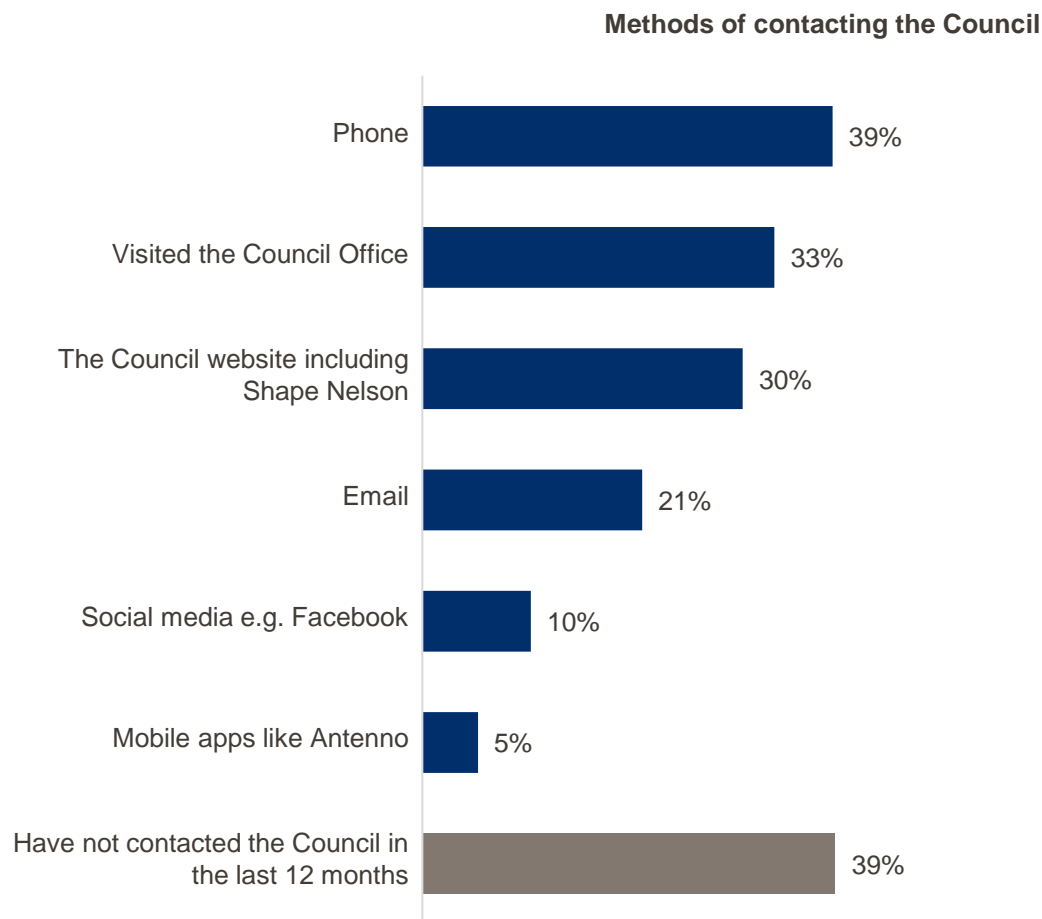


Interactions with Council

“They are proactive on things that need to be done and they would score higher if they would put it into action, but at least they're having a conversation with the community about them.”

Contact with Council

- 61% of residents have contacted the Council in the last 12 months using various and multiple methods.
- The three most common methods are by phone, a visit to the Council Office, or by visiting the Council website.
- Respondents between 40-64 years of age are significantly more likely to have contacted the Council.
- Female respondents show indications of being more likely to have contacted the council.
- Respondents who have lived in Nelson for 5 years or less are significantly more likely to not have contacted the Council.
- Respondents from Nelson North are significantly more likely than respondents from other areas to have contacted the Council via email.

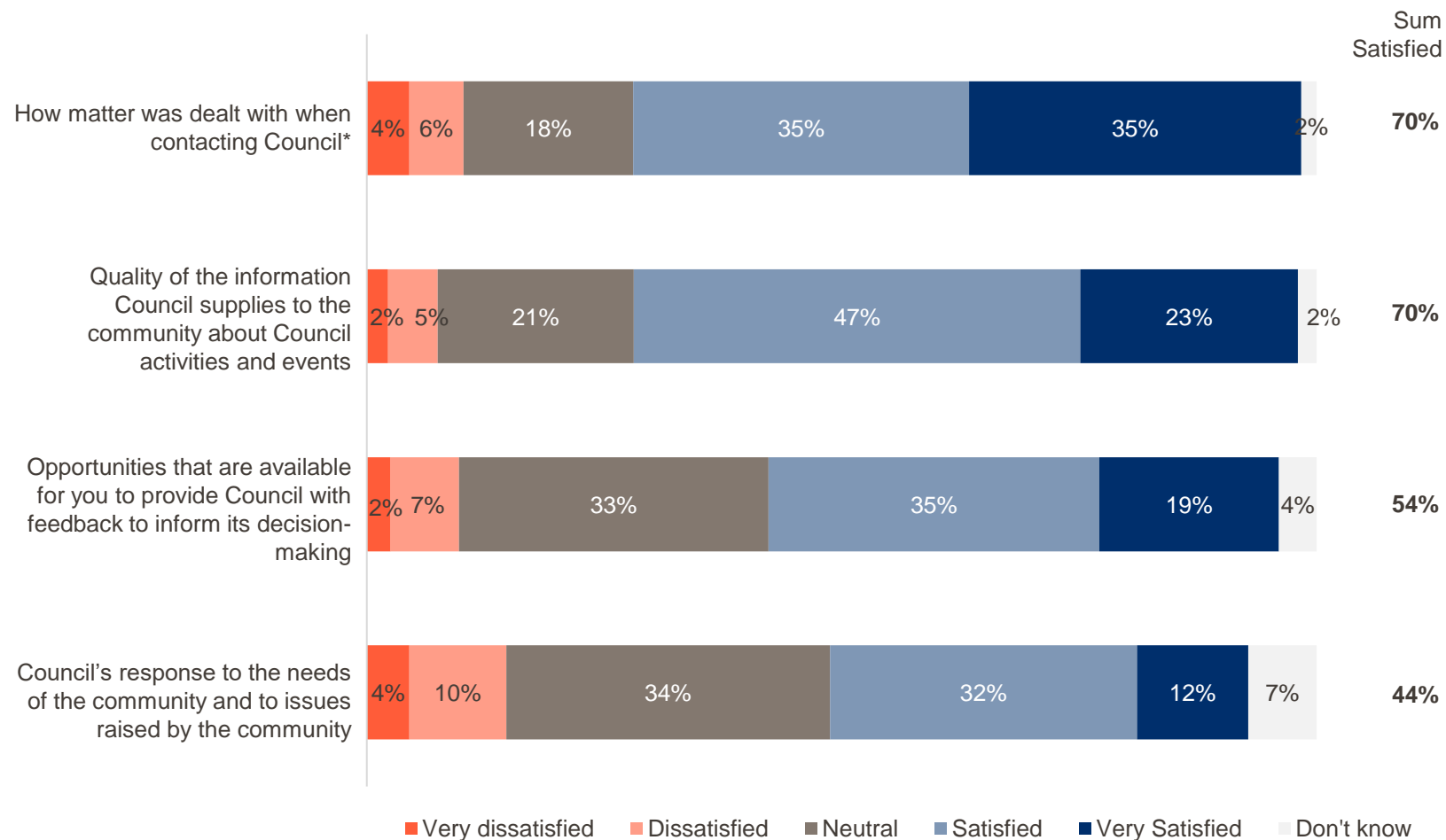


Q. Have you used any of the following methods to contact the Council in the last 12 months?
Base: All residents (2020 n=402)

Satisfaction with Council Interaction

- Majority (70%) of residents who contacted the Council are satisfied with how their matter was dealt with.
- The majority (70%) of all residents are also satisfied with the quality of information provided by the Council.
- Over half (54%) are satisfied with the opportunities available to provide Council with feedback to inform its decision making.
 - The long term performance target in relation to this metric is met.
 - ✓ More than 44% of residents satisfied with opportunities to provide feedback.
- However, less than half (44%) are satisfied with the Council's response to the needs and issues raised by the community.
 - Respondents who have lived in Nelson for over 10 years are significantly less satisfied with this aspect.
- Respondents from Nelson North show indications of being less satisfied with most of these types of Council interactions.

Satisfaction levels with Council interaction and communications

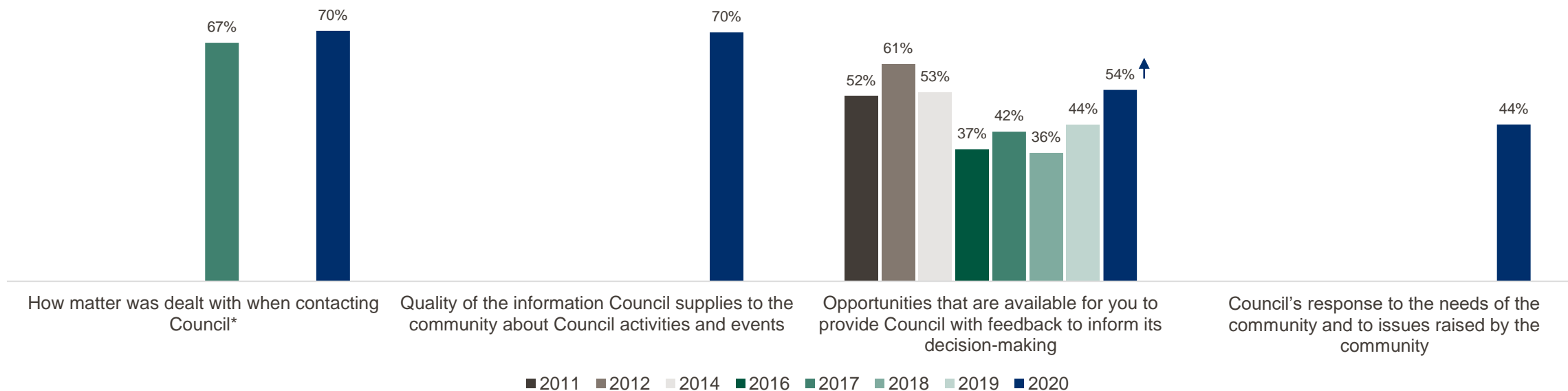


Q. Thinking about the last time you contacted Council ... how satisfied or dissatisfied were you with how this matter was dealt with? *Base: Residents who have contacted the Council in the last 12 months (2020 n=246) Q. Now thinking about the interactions you might have had or wanted to have with the council ... how satisfied or dissatisfied are you with the following aspects? Base: All residents (2020 n=402)

Satisfaction with Council Interaction – Over Time

- Satisfaction with the opportunities available to provide Council with feedback has significantly increased since 2019. However, results also show that satisfaction has varied over the years.

Proportion satisfied with Council interaction – over time



Q. Thinking about the last time you contacted Council ... how satisfied or dissatisfied were you with how this matter was dealt with? *Base: Residents who have contacted the Council in the last 12 months (2020 n=246, 2017 n=317)

Q. Now thinking about the interactions you might have had or wanted to have with the council ... how satisfied or dissatisfied are you with the following aspects?

Base: All residents (2020 n=402, 2019 n=402, 2018 n= 407, 2017 n=520, 2016 n=400, 2014 n=400, 2012 n=400, 2011 n=400)

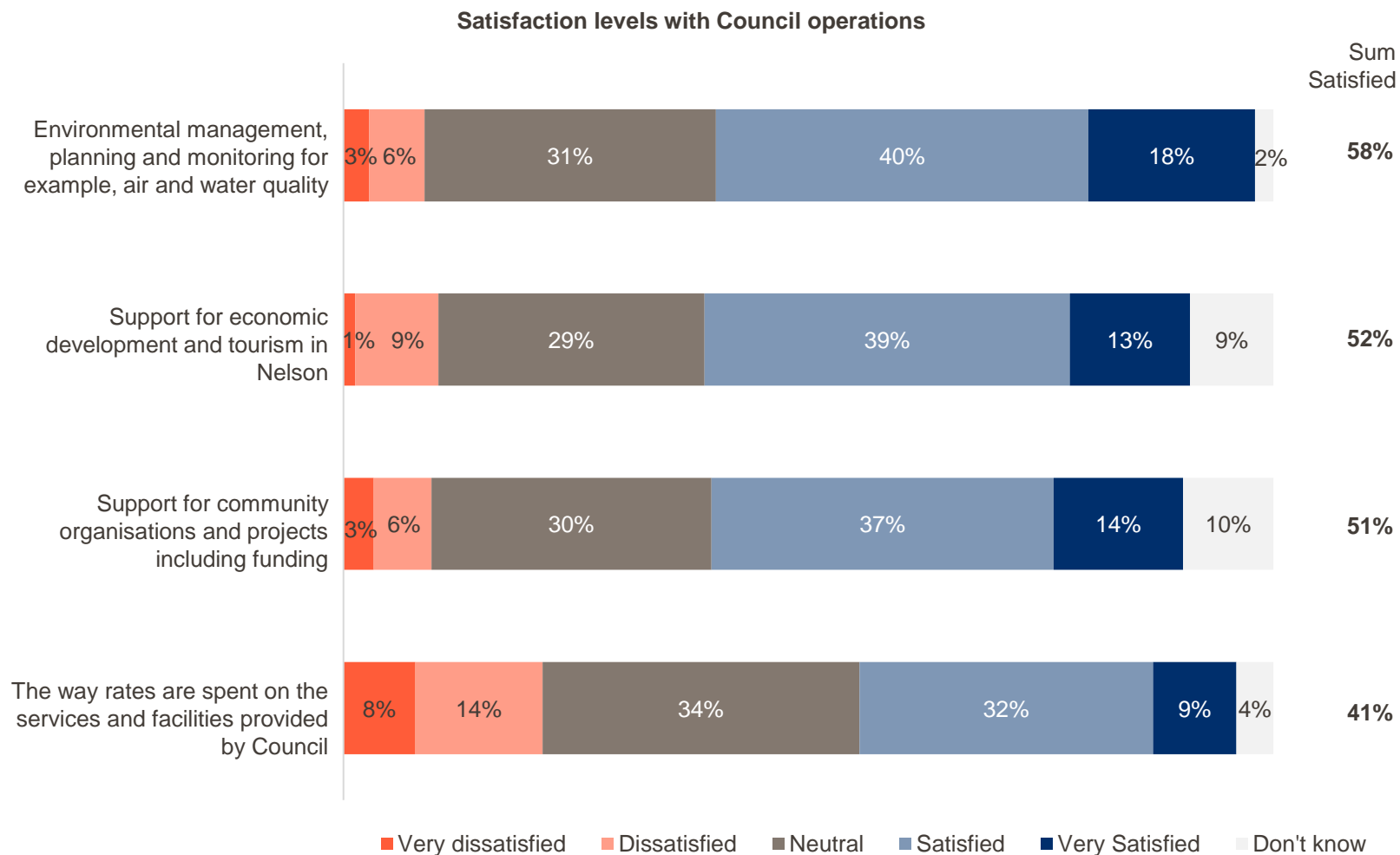


Council Operations

*“I think the council is forward looking
and trying to be prudent in managed
risks.”*

Satisfaction with Council Operations

- Half of residents are satisfied with Council environmental management (58%), support for economic development and tourism (52%), and community organisations and projects (51%).
- Less than half (41%) however are satisfied with the way the rates are being spent on services and facilities. Moreover, 21% are actually dissatisfied with this aspect.
- Respondents who have lived in Nelson for more than 10 years are significantly less likely to be satisfied, in particular with the environmental management and the way the rates are spent.
- Respondents from Nelson North show indications of being less satisfied with environmental management and the way the rates are spent.

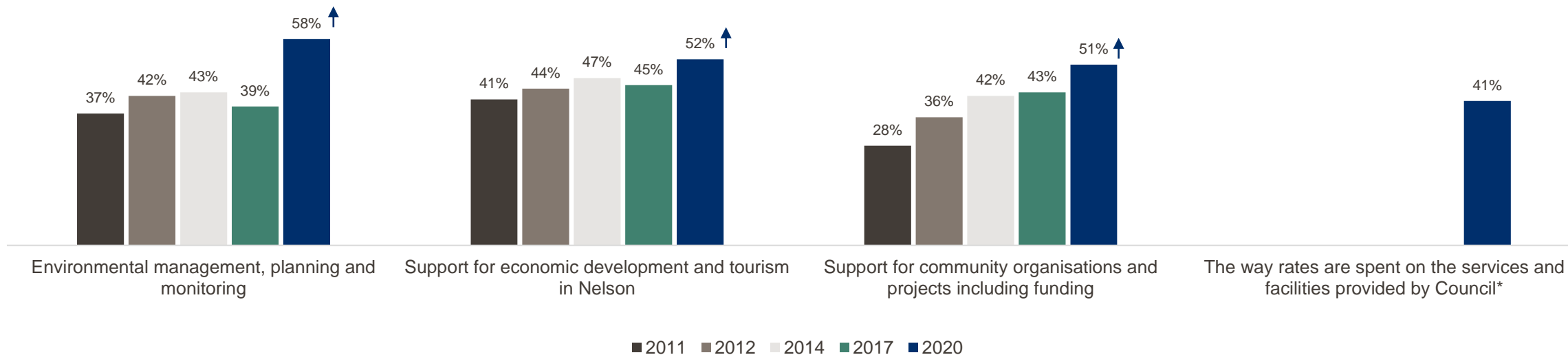


Q. How satisfied or dissatisfied are you with the Council on the following areas?
Base: All residents (2020 n=402)

Satisfaction with Council Operations

- However, when comparing results in 2020 to 2017 and previous years, satisfaction levels with Council operations are improving significantly.

Proportion satisfied with Council operations – over time



Q. How satisfied or dissatisfied are you with the quality of the following services:

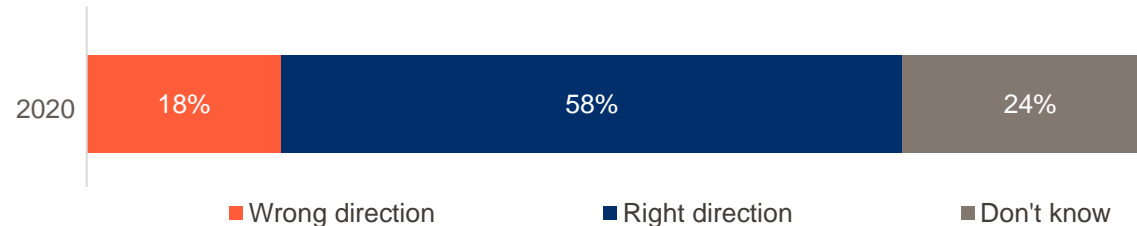
*New question in 2020

Base: All residents (2020 n=402, 2017 n=520, 2014 n=400, 2012 n=400, 2011 n=400)

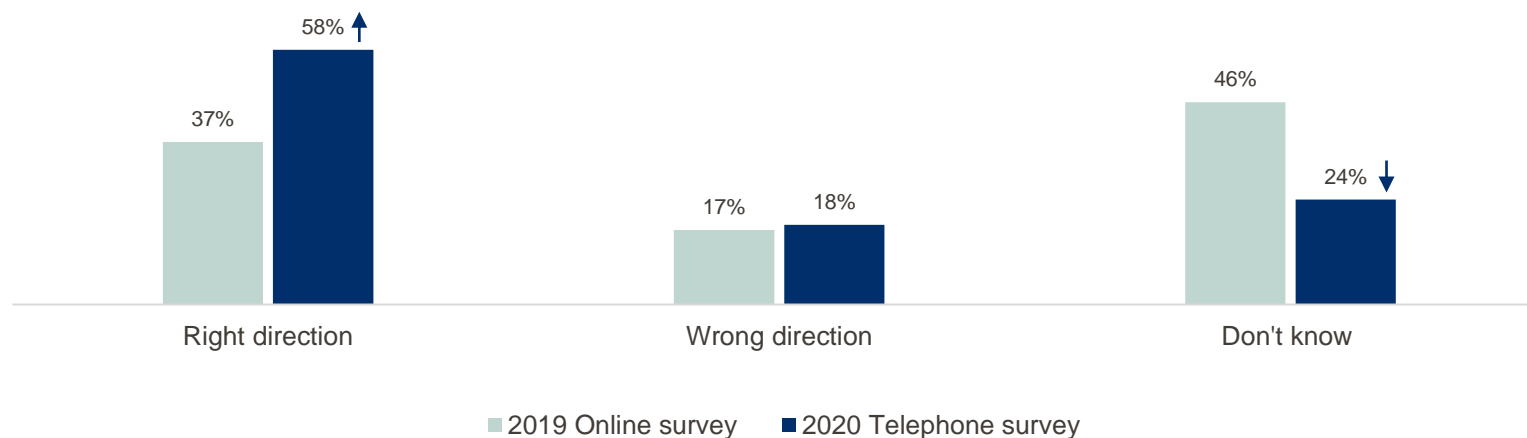
Climate Change Approach

- When surveyed over the phone, in 2019/2020, 58% of Nelson residents believe that the Nelson region is heading in the right direction in how it approaches climate change.
- Those who have lived in Nelson for more than 10 years are more likely to think Nelson is heading in the wrong direction.
- In comparison to the online survey in 2019 (where respondents were also prompted with a don't know answer), this represents a significant increase from 'don't know' to 'the right direction'.

Perception of Council's climate approach



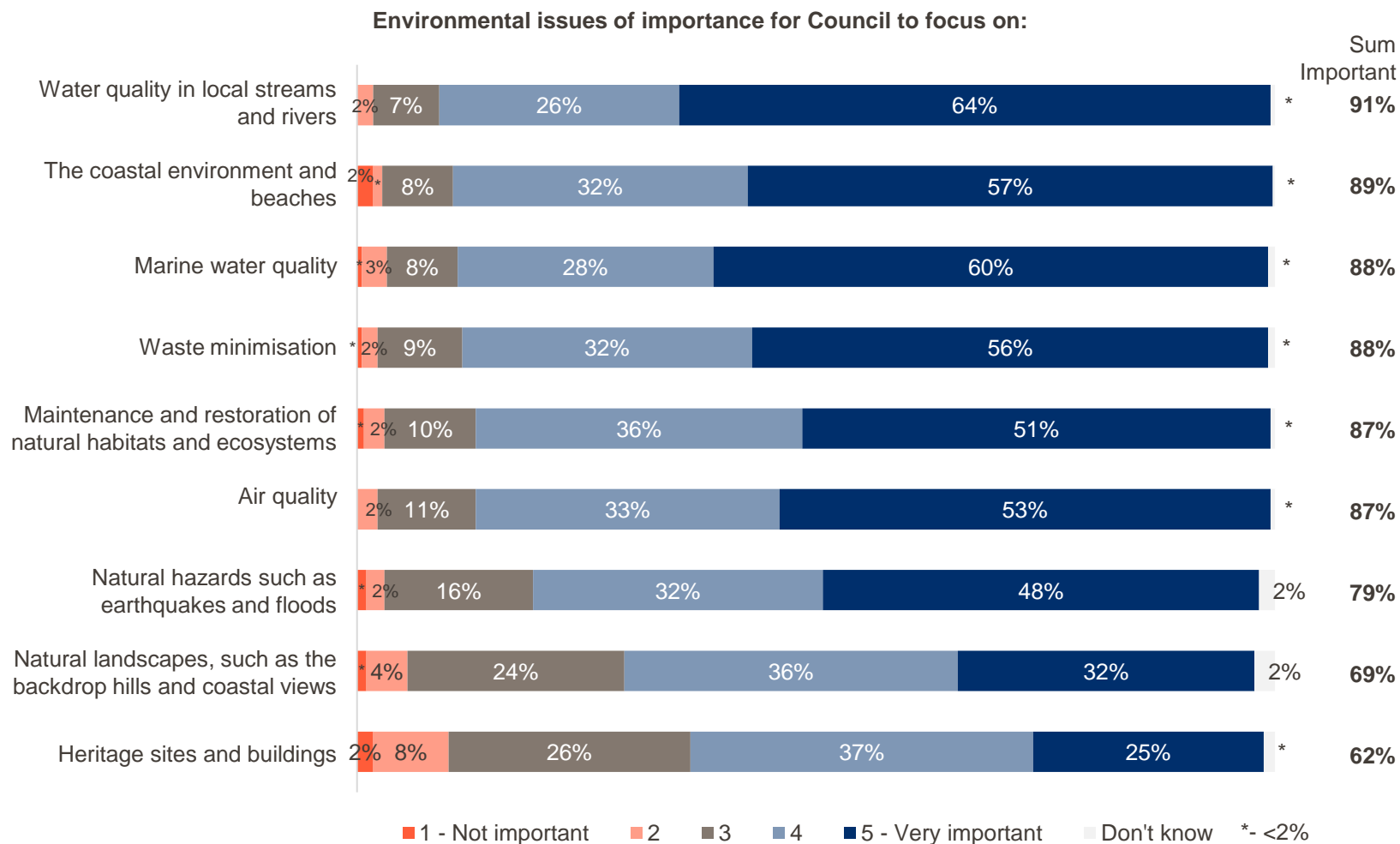
Perception of Council's climate approach – over time



Q. Is the Nelson region heading in the right or wrong direction in how it approaches climate change?
Base: All residents (2020 n=402, 2019 n=325)

Council Focus on Environmental Issues and Planning

- Residents were also asked how important it is for the Council to focus on certain environmental issues.
- Results show that residents feel the majority of these environmental issues are of high importance with little differentiation among most aspects.
- Female respondents show indications of placing higher importance on most issues, and are significantly more likely than males to place a higher importance on natural hazards.

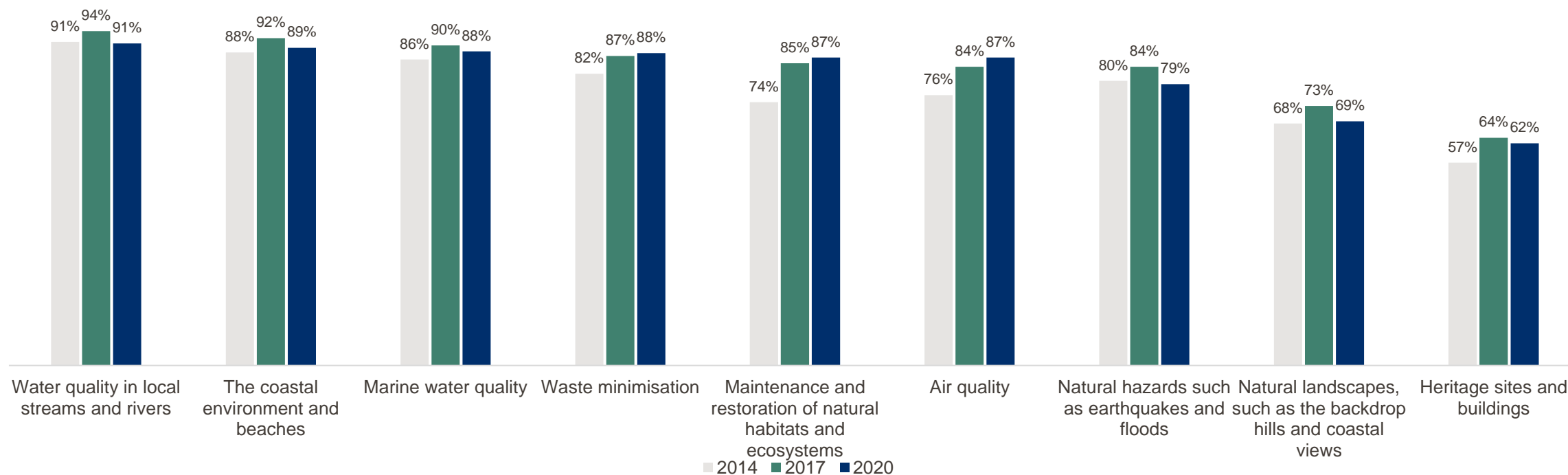


Q. How important or unimportant do you think it is for Council to focus on the following:
 Base: All residents (2020 n=402)

Council Focus on Environmental Issues and Planning – Over Time

- Residents remain consistent on the importance they place on environmental issues in general.

Important environmental issues – over time

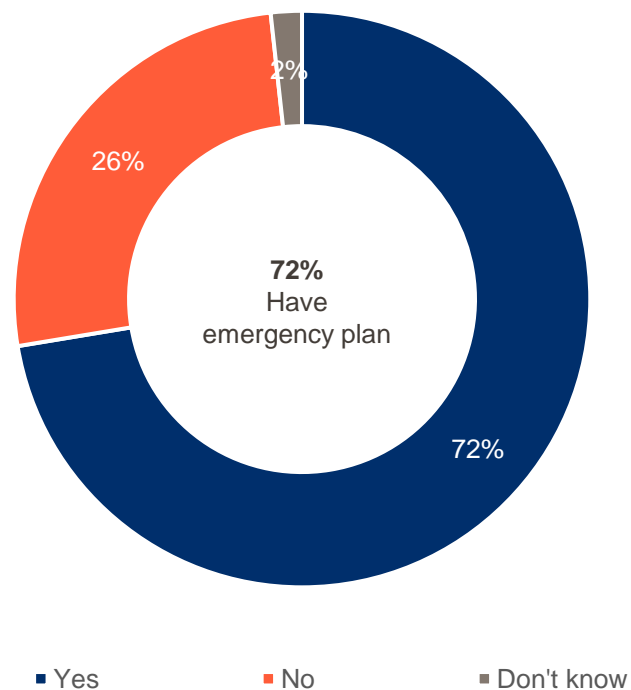


Q. How important or unimportant do you think it is for Council to focus on the following:
 Base: All residents (2020 n=202, 2017 n=520, 2014 n=400)

Emergency preparedness

- Three-quarters (72%) of residents have a plan in place to look after themselves and their family in the event of a disaster.
- Respondents aged 40-64 years of age are significantly more likely to have an emergency plan in place, as are those who have lived in Nelson for more than 10 years.

Emergency preparedness in event of disaster



Q. Thinking about emergency preparedness, do you have a plan in place to look after you and your family in the event of a disaster?
Base: All residents (2020 n=402)

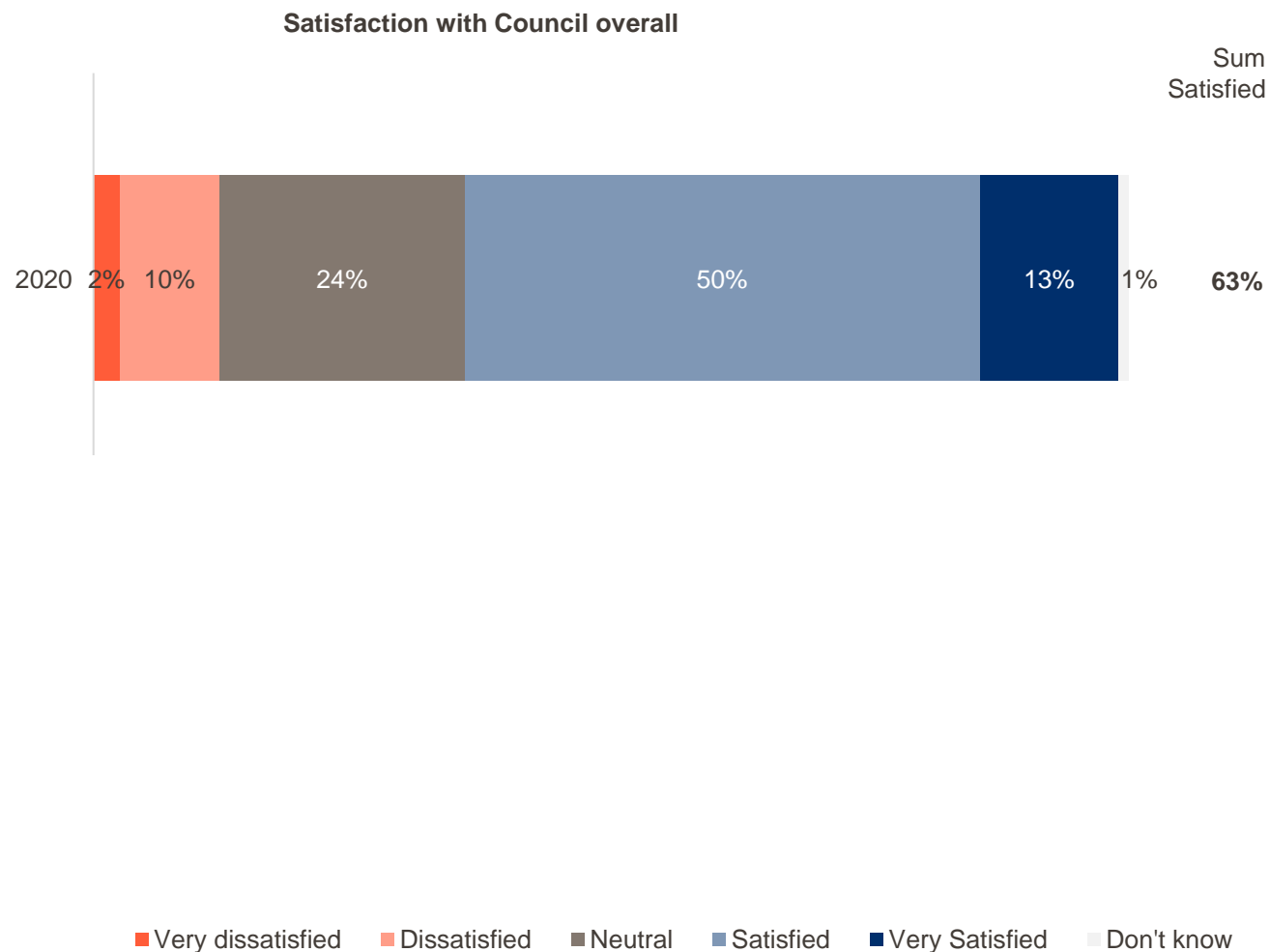


Overall Satisfaction

“I think the current council seems to have addressed a lot of issues.”

Satisfaction with Council Performance Overall

- Nearly two-thirds (63%) of residents report being satisfied with the Council's performance overall.
- Respondents who have lived in Nelson for more than 10 years are significantly less likely to be satisfied.
- Respondents from Nelson North show indications of being less likely to be 'very satisfied'.
- Levels of satisfaction also appears to decrease by age.



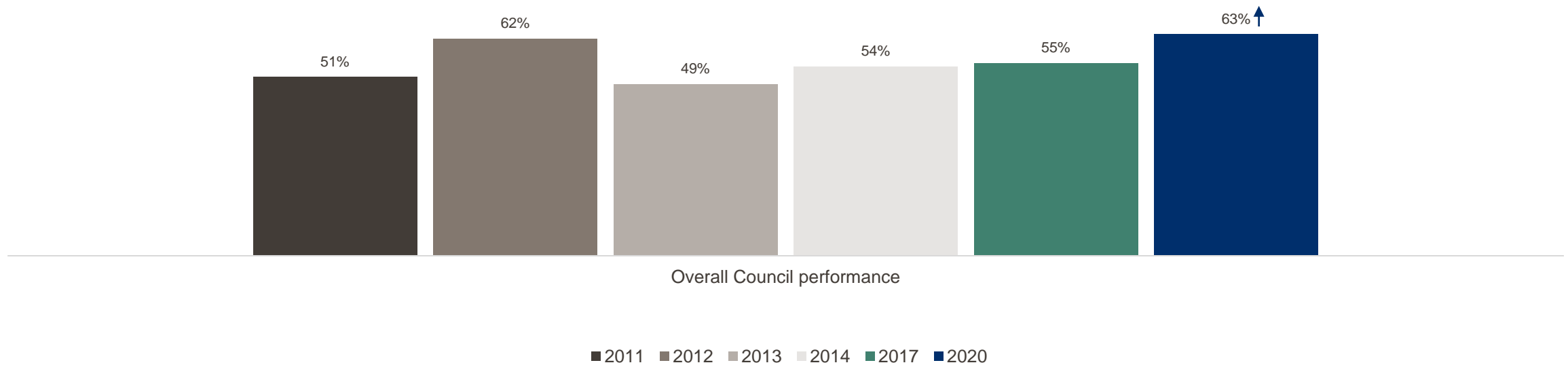
Q. Now, thinking about everything Nelson City Council has done over the last year and what you have experienced of its services and facilities... how satisfied or dissatisfied are you with Council's overall performance?

Base: All residents (2020 n=202)

Satisfaction with Council Performance Overall – Over Time

- Satisfaction with overall Council performance is significantly higher than in 2017.

Satisfaction with overall Council performance – over time



Q. Now, thinking about everything Nelson City Council has done over the last year and what you have experienced of its services and facilities... how satisfied or dissatisfied are you with Council's overall performance?
 Base: All residents (Base: All residents (2020 n=402, 2017 n=520, 2014 n=400, 2012 n=400, 2011 n=400))

Reasons for Satisfaction with Council Performance

- Residents who are satisfied with the overall performance of the Council primarily mention a general sentiment around the Council doing a good job.
- More specific commentary includes mention of good management/strategy in general, communication and responsiveness, the focus on the environment, and the infrastructure.

"They have a very difficult job even though most people don't always appreciate it. I know they do the best they can."

Reasons for satisfaction with Council performance 2020

Doing a good job/doing their best	31%
Good management/strategy	13%
Communication	10%
Accessible/responsive	9%
Environmental	9%
Infrastructure	9%
Facilities	6%
Events/activities	6%
Enjoy living here	5%
Services	4%
Transport/roading	4%
COVID-19 response	4%
Water/drainage	3%
Quality of life	2%
Tourism	1%
Other/general positive	8%
Improvement suggestions	6%
Don't know	7%

Q. What is the main reason that you are <satisfied/very satisfied> with the Council's overall performance?
Base: Residents who were satisfied with Council's overall performance (2020 n=254)

Where to Focus Council Attention to Increase Overall Satisfaction

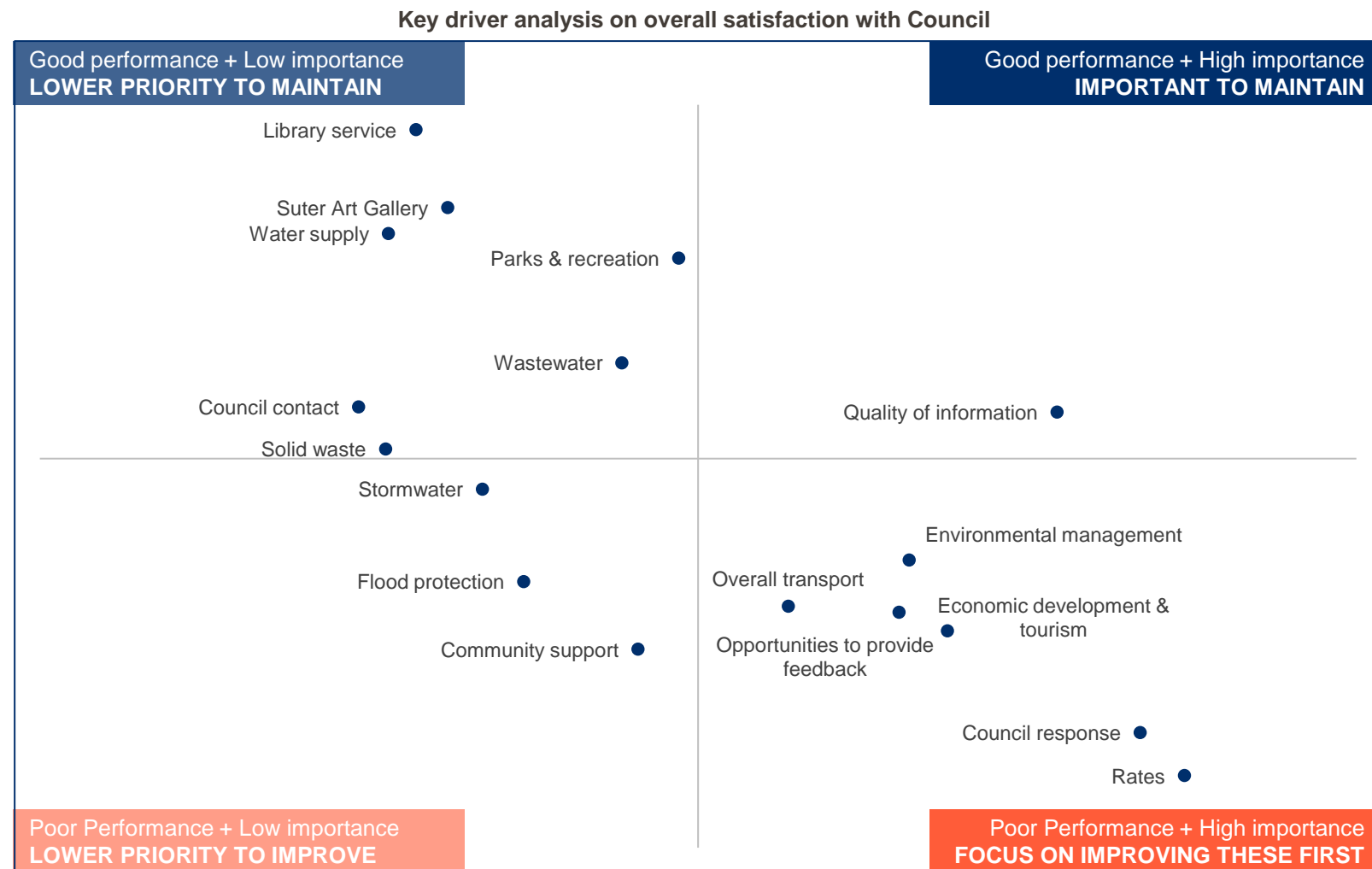
To increase overall satisfaction with Council performance there are a few areas to focus on.

The top three areas to improve first are:

1. Satisfaction with rates (41% satisfied),
2. The Council's response to community needs (44% satisfied), and,
3. Economic development & tourism (52% satisfied).

The top three most important areas to maintain are:

1. Quality of information (by Council) (70% satisfied),
2. The provision of parks and recreation (82% satisfied), and,
3. Wastewater (74% satisfied).



Note: This chart explains 69% of the variability affecting satisfaction with Council



Demographics

Demographics

Quotas based on 2018 census			Achieved	
Gender				
Male	49%	195	47%	190
Female	51%	205	52%	211
Gender diverse	-	0	0.2%	1
Age				
16-39 years	34%	137	34%	138
40-64 years	42%	168	38%	153
65+	24%	94	28%	111
Area				
Nelson Central	39%	156	40%	159
Stoke	38%	163	35%	141
Nelson North	11%	46	13%	53
Tahunanui	11%	45	12%	49
Total		400		402

Q. What area of Nelson do you live in?

Q. Which of these age groups do you fall into?

Q. Which of the following best describes you?

Q. How long have you lived in Nelson City? Q. And which ethnicity or ethnicities do you identify with?

	Proportion in 2018 census		Achieved
Work status			
Full time (30 hours or more per week)	46%	43%	171
Part time work (less than 30 hours a week)	17%	22%	88
Not in the workforce	37%	35%	142
Refused	-	0.2%	1
Length living in Nelson			
Less than a year	-	3%	11
1-5 years	-	12%	48
6 to 10 years	-	8%	31
More than 10 years	-	78%	312
Ethnicity			
New Zealand European/European	87%	82%	314
Asian	7%	10%	39
Māori	11%	7%	29
Middle Eastern/Latin American/African	1%	2%	7
Pacific Peoples	2%	1%	4
Other/prefer not to answer	2%	2%	25
Total			402

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