

NELSON CITY COUNCIL: SUMMARY REPORT

1 Background and Method:

Versus Research was commissioned by Nelson City Council (Council) to conduct Council's Resident Satisfaction Survey. This survey identifies the perceptions that residents of Nelson (residents) have on a wide range of measures, including services and facilities provided by Council.

Interviewing was carried out via telephone¹ between the 19th of May to the 10th of June from 4.30 p.m. to 8.30 p.m. The final sample size was n=400 which gives a maximum margin of error of +/- 4.8 per cent at the 95 per cent confidence interval.

The Resident Satisfaction Survey asked residents about their:

- Satisfaction with Council services and facilities;
- Satisfaction and usage of transport network;
- Perceptions on environmental issues facing the region;
- Usage and perceptions of playgrounds;
- Usage and satisfaction of arts and cultural facilities and Council events;
- Perceptions on Nelson development.

2 Reporting of Results:

2.1.1 Sub-group analysis

Results in this report were primarily analysed and displayed at the total level. Any differences by area and demographic differences have been commented on where relevant.

2.1.2 Display of data


For ease of interpretation, graphs were used to display most data in this report. Results are compared, where possible, to previous years' results. Please note that not all questions were asked across all years, therefore different year levels are presented accordingly. Commentary focuses on any statistical differences at the 95% confidence level or higher. The commentary used to illustrate sub group differences is described as more or less likely, and refers to this sub group compared to the total result. This is written in shortened format as cf., which means compared to.


Please note that not all percentages shown add up to 100 per cent. This is due to rounding and/or occurs where questions allow multiple responses (rather than a single response). Labels on charts for extremely small proportions are not shown as they overlap the area allocated to them, making the labels unreadable.

¹ Computer Assisted Telephone Interviewing

2.1.3 Statistical testing

Statistical testing has been applied to the figures in this report. This testing compares the total results with that of the subgroups. Where changes were statistically significant at either the 95 per cent or 99 per cent confidence level, these changes are indicated (when the results are shown in graphs) by red and yellow squares, as follows:

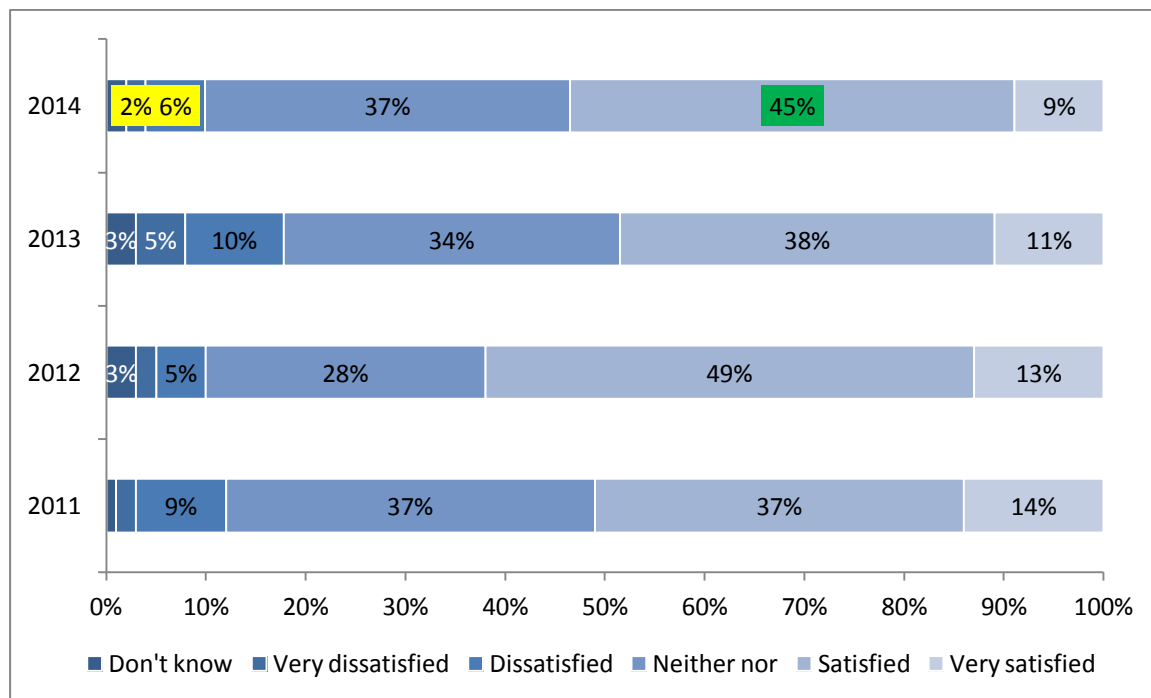
 Green squares indicate that a result was significantly greater than the total at either the 95% or 99% confidence interval.

 Yellow squares indicate that a result was significantly lower than the total at either the 95% or 99% confidence interval.

3 Overall Satisfaction and Value for Money

Overall, in 2014, 54 per cent of Nelson residents were satisfied with Council, with a positive increase seen in those who were satisfied (45% cf. 2013, 38%) and a decrease in those who were very dissatisfied overall (6% cf. 2013, 10%).

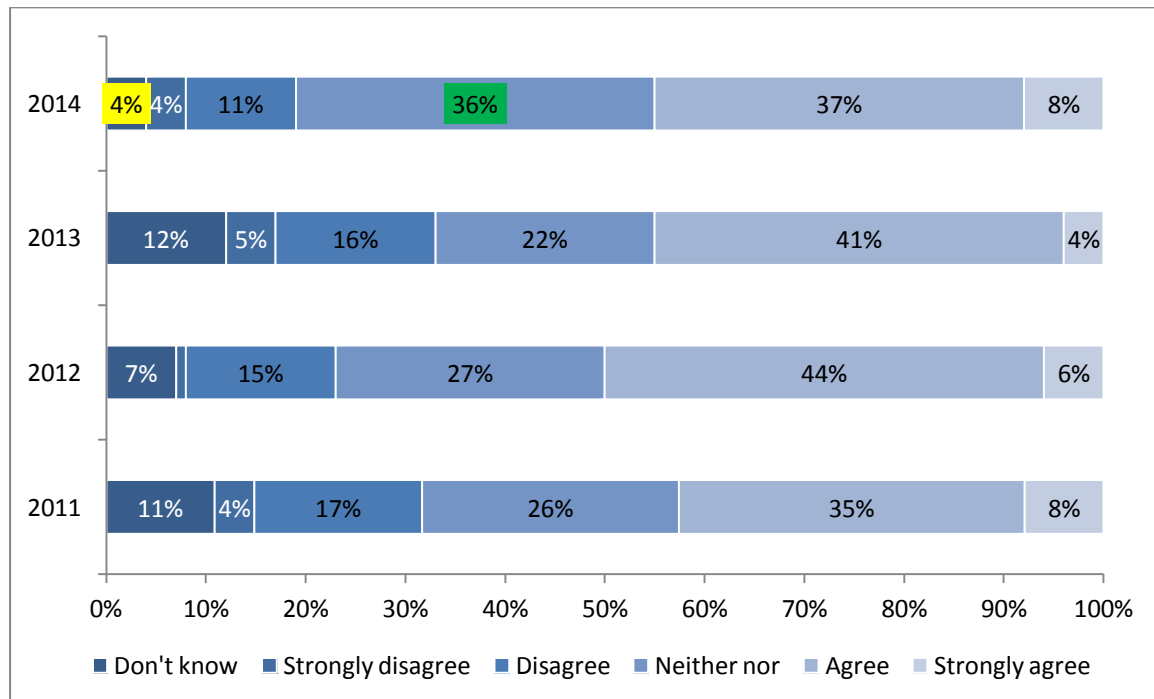
Overall satisfaction with the Council's performance²



² Q: Now thinking about everything Nelson City Council has done over the last year and what you have experienced of its services and facilities, using the same scale of 1 to 5, how satisfied or dissatisfied are you with Council's overall performance? Base: 2014 n=400, Base: 2013 n=408, Base: 2012 n=400, Base: 2011 n=400.

Forty five per cent of Nelson residents felt that Council services and facilities were good value for money, with 37 per cent agreeing, and eight per cent strongly agreeing with this statement. This was on par with previous years. Significant increases, however, were noted for those that neither agree nor disagree (36% cf. 2013, 22%) which appears to be driven by a decrease in those who were unsure how to rate this (4% cf. 2013, 12%).

Value for money³



Residents were asked to provide a reason for their rating. Positive comments included most (30%) were satisfied overall, and six per cent (each) stating that facilities and services were good. Three per cent felt that Nelson was a nice place to live, and one per cent agreed that Council do their best. Negative comments concerned rates being too high (17%), inadequate services (6%), no benefit from rates (6%), inadequacy of facilities (4%), and expensive water (4%). Fourteen per cent felt that there was room for improvement, while five per cent stated that they do not use any Council services or facilities.

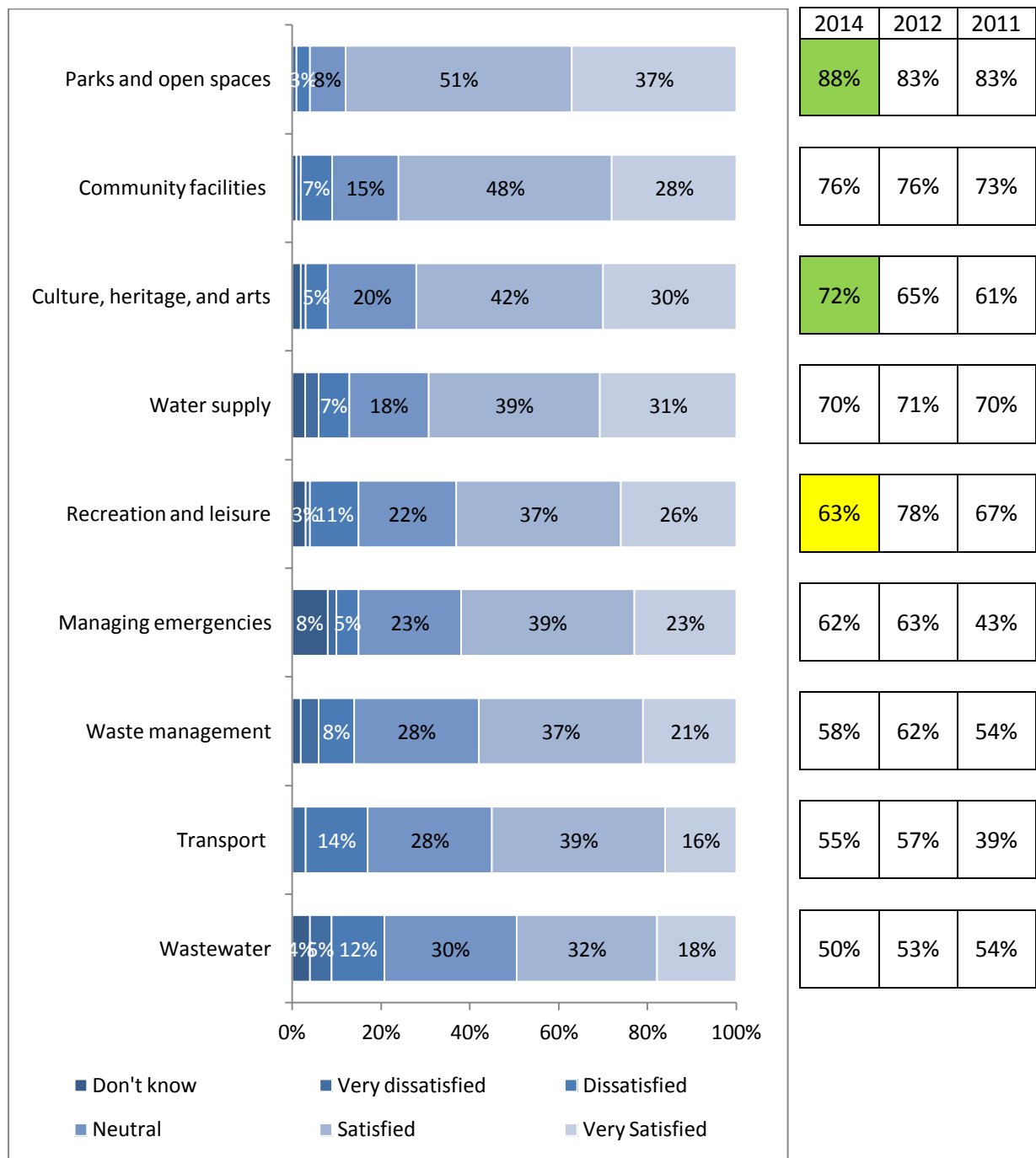
³ Q: In the last year, Nelson households paid an average of \$40 per week in rates to pay for Council services and facilities. With this in mind, using the 1 to 5 scale, where 1 is strongly disagree and 5 is strongly agree, can you please tell me how much you agree or disagree that "Nelson City Council services and facilities are good value for money." Base: 2014 n=400, Base: 2013 n=408, Base: 2012 n=400, Base: 2011 n=400.

4 Council Activities

Residents were asked to rate their satisfaction across a number of Council activities. Ratings for parks and open spaces, community facilities, and culture, heritage and arts received the highest levels of satisfaction with these measures rating above 70 per cent combined satisfaction. Satisfaction for parks and open spaces (88% cf. 2012, 83%), and culture, heritage, and arts (72% cf. 2012, 65%) have both increased significantly since 2012. The satisfaction rating for recreation and leisure was the only measure to experience a significant decrease this year, with 63 per cent satisfaction (cf. 2012, 68%). All other measures remained on par with previous years.

Chart displayed on page overleaf.

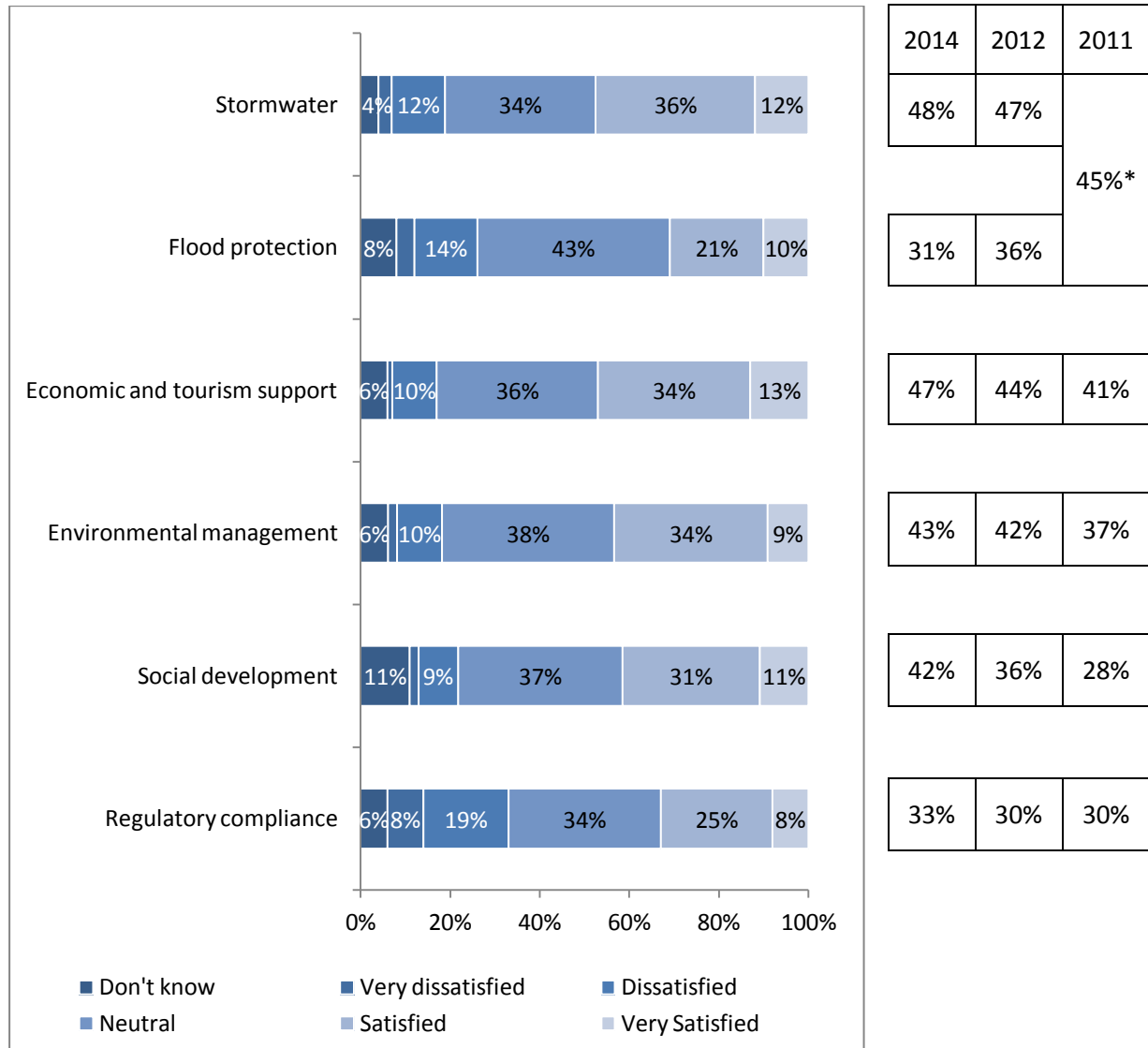
Satisfaction with Council Activities⁴



⁴Q: I am going to read out various Council activities. It doesn't matter whether you have used these or not. Please rate each in terms of how satisfied or dissatisfied you are with the activity overall, using a 5 point scale with 1 representing Very Dissatisfied and 5 representing Very Satisfied. Base: 2014 n=400, Base: 2012 n=400, Base: 2011 n=400.

Council activities that rated less than 50 per cent included: storm water, flood protection, economic and tourism support, environmental management, social development, and regulatory compliance. All of these measures have remained on par with previous years, with no statistically significant differences noted.

Satisfaction with Council Activities Cont. ⁵



⁵ Q: I am going to read out various Council activities. It doesn't matter whether you have used these or not. Please rate each in terms of how satisfied or dissatisfied you are with the activity overall, using a 5 point scale with 1 representing Very Dissatisfied and 5 representing Very Satisfied. Base: 2014 n=400, Base: 2012 n=400, Base: 2011 n=400. *Stormwater and Flood Protection were a combined code for 2011

For all Council activities, residents were asked to provide a satisfaction rating, and, for those who were dissatisfied or very dissatisfied with that activity, a reason for their response. These responses were recorded verbatim and, where sample sizes allowed, were post coded into themes.

4.1 Parks and Open Spaces

Eighty eight per cent of residents were satisfied with parks and open spaces, an increase from 2012 results (83%). Stoke residents were more likely to be dissatisfied with parks and open spaces (7% cf. total, 3%), while residents aged over 65 were more likely to be very satisfied with parks and open spaces (48% cf. total, 37%).

Dissatisfaction responses were not coded due to small base sizes; responses included aspects such as poor maintenance, not enough parks for children, and dogs at the parks.

4.2 Community Facilities

Seventy six per cent of residents were satisfied with community facilities, consistent with previous years' results. Nelson Central residents and residents aged over 65 were more likely to be very satisfied with community facilities (34% and 40% respectively, cf. total, 28%) while residents aged 25 to 39 were less likely to be very satisfied (14% cf. total, 28%) but were more likely to be satisfied (65% cf. total, 48%).

Dissatisfaction responses were not coded due to small base sizes; responses included the Trafalgar Centre, the need for more facilities and venues, and the care and maintenance of facilities, in particular public toilets.

4.3 Culture, Heritage and Arts

Seventy two per cent of residents were satisfied with culture, heritage and arts, an increase on 2012 results (65%).

Dissatisfaction responses were not coded due to small base sizes; responses ranged from the need for more arts and culture events in Nelson, and further funding for specific culture, heritage and arts events, to the perception that Council are overspending on the arts.

4.4 Water Supply

Seventy per cent of residents were satisfied with water supply, consistent with previous years' results. The quality (34%), taste (31%), and price (32%) of water were the leading reasons for dissatisfaction with water supply.

4.5 Recreation and Leisure

Sixty three per cent of residents were satisfied with recreation and leisure, a decrease from 2012 results (78%). Higher levels of satisfaction with recreation and leisure were evident amongst Stoke residents, these residents more likely to be very satisfied (36% cf. total, 26%). Conversely, Tahunanui residents were more likely to be dissatisfied (21% cf. total, 11%).

Almost half (48%) of residents who were dissatisfied with recreation and leisure stated this was because the Trafalgar Centre was unused, followed by 39 per cent who felt Council needs to do more in this area. Sixteen per cent mentioned that Council should cater to different groups.

4.6 Managing Emergencies

Sixty two per cent of residents were satisfied with Council's role in managing emergencies, consistent with 2012 results. Dissatisfaction responses were not coded due to small base sizes; responses included aspects such as issues with flooding, a sense of lack of preparation, and slow response from Council for past emergencies.

4.7 Solid Waste Management

Fifty eight per cent of residents were satisfied with waste management, a slight decrease from 2012 results (62%), but not statistically significant. Nelson North residents were less likely to be very satisfied with solid waste management (9% cf. total, 21%) and more likely to give this a neutral rating (38% cf. total, 28%).

Almost half (46%) of residents who were dissatisfied with solid waste management felt that Council were not doing enough in this area, with a further 42 per cent stating that recycling needs improvement. Twenty nine per cent stated that it was too expensive.

4.8 Transport

Fifty five per cent of residents were satisfied with transport, consistent with 2012 results. Nelson Central residents were less likely to be satisfied with transport (32% cf. total, 39%).

Residents who were dissatisfied with transport gave this rating because they felt public transport was limited (35%), or that cycle ways need improvement (33%). Twenty nine per cent identified the roads need improvement.

4.9 Wastewater

Fifty per cent of residents were satisfied with wastewater, a slight decrease from 2012 results (53%), but not statistically significant. Nelson North residents displayed higher levels of dissatisfaction with wastewater; these residents were more likely to give this a dissatisfied (21% cf. total, 12%) or very dissatisfied rating (9% cf. total, 5%).

Residents identified the disposal of wastewater (35%) and the smell of wastewater (31%) as key reasons for dissatisfaction, followed by 21 per cent who identified drainage and flooding as a concern.

4.10 Stormwater

Forty eight per cent of residents were satisfied with stormwater, consistent with previous years' results. The majority of residents (64%) who were dissatisfied with stormwater were dissatisfied because of issues regarding flooding. This was followed by disposal of stormwater (28%) and drainage (15%).

4.11 Flood protection

Thirty one per cent of residents were satisfied with flood protection, a slight decrease from 2012 results (36%), but not statistically significant. Residents who were dissatisfied with flood protection felt that there was too much flooding (40%) and that Council were not doing enough in response to this issue (32%). Almost a quarter (22%) felt that more protection was needed, and 16 per cent identified that there was limited help during flooding.

4.12 Economic and Tourism Support

Forty seven per cent of residents were satisfied with economic and tourism support, an increase from 2012 results (44%) although not statistically significant. Of residents who were dissatisfied with economic and tourism support, 39 per cent felt that more needs to be done to attract people to the area. Opinions were divided with 31 per cent stating that rates shouldn't go towards this and 17 per cent that not enough was being spent on tourism.

4.13 Environmental Management

Forty three per cent of residents were satisfied with environmental management, consistent with previous years' results. More than half (55%) of residents who were dissatisfied with environmental management felt that Council were not doing enough. Thirteen per cent mentioned the wood burner issues as a cause of dissatisfaction, and twelve per cent specifically mentioned the Maitai waterway.

4.14 Social Development

Forty two per cent of residents were satisfied with social development, an increase on 2012 results (36%), although not statistically significant. Thirty six per cent of residents were dissatisfied with social development because they felt Council needs to do more in this area. Sixteen per cent felt that there was not enough available for youth, followed by twelve per cent who felt that the City isn't safe.

4.15 Regulatory Compliance

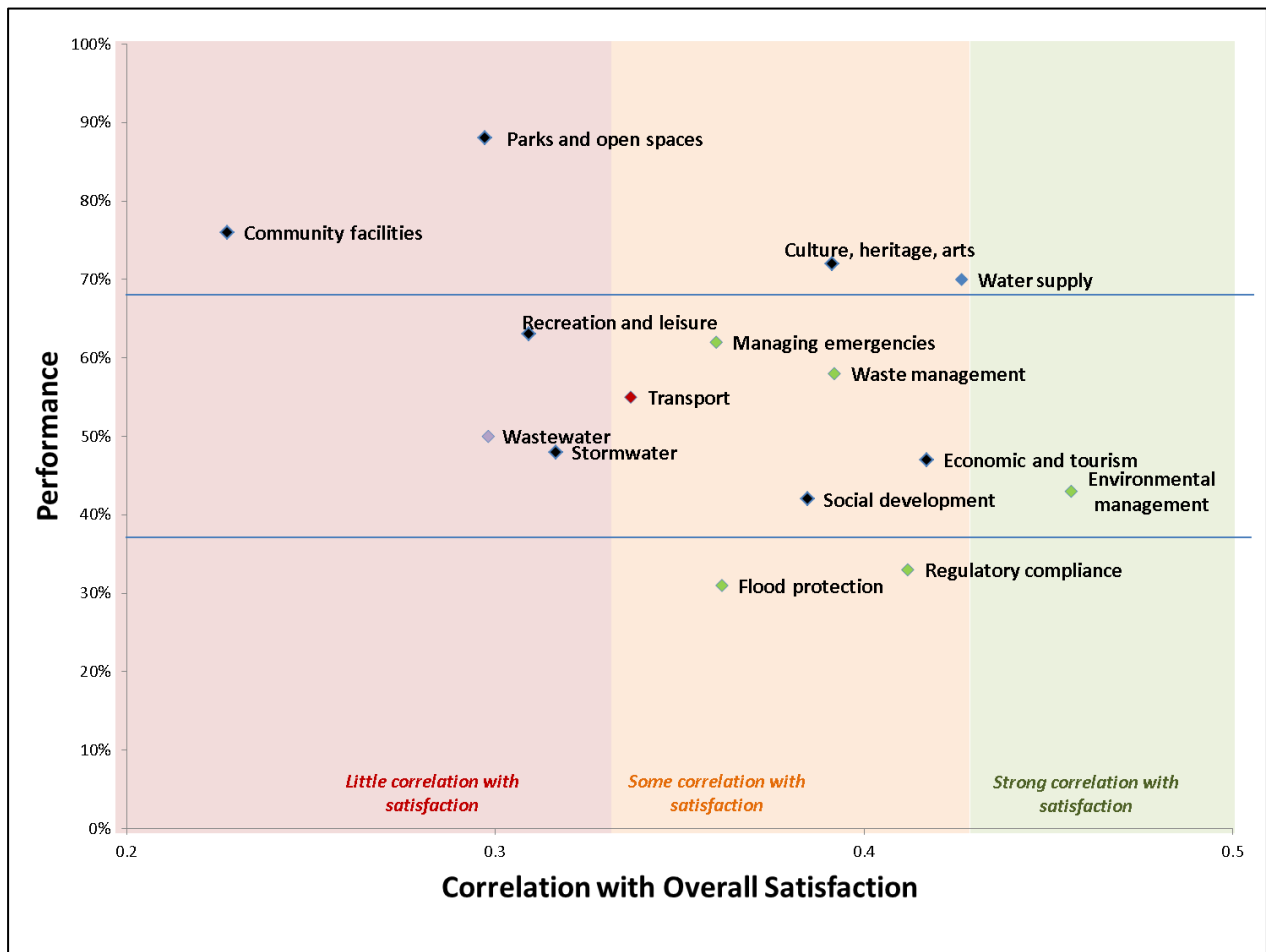
Thirty three per cent of residents were satisfied with regulatory compliance, a slight increase on 2012 results (30%) although not statistically significant. The length of time taken when dealing with regulatory compliance (36%) was a key issue identified by those who were dissatisfied, followed by roughly a quarter who stated it was a complicated process (27%), was over regulated (23%), or was too expensive (22%).

5 Overall Satisfaction: Correlation with Council Activities

The performance rating allocated to various Council activities was correlated with overall satisfaction to indicate the relative strength and weakness of each to enhancing residents' perception of Council. Services and facilities such as environmental management, water supply, economic and tourism support, and regulatory compliance have strong correlation with satisfaction, while waste water, stormwater, and recreation and leisure have weaker correlation with overall satisfaction.

While parks and open spaces and community facilities achieved high performance ratings, these had a weaker correlation with overall satisfaction, and are thus identified as areas that do not require attention at this point. Areas such as flood protection, had some correlation with overall satisfaction, but achieved lower performance ratings and is thus identified as an area for Council to focus on. In addition, regulatory compliance achieved one of the lowest performance ratings, and has some correlation with satisfaction.

Correlation with Overall Satisfaction

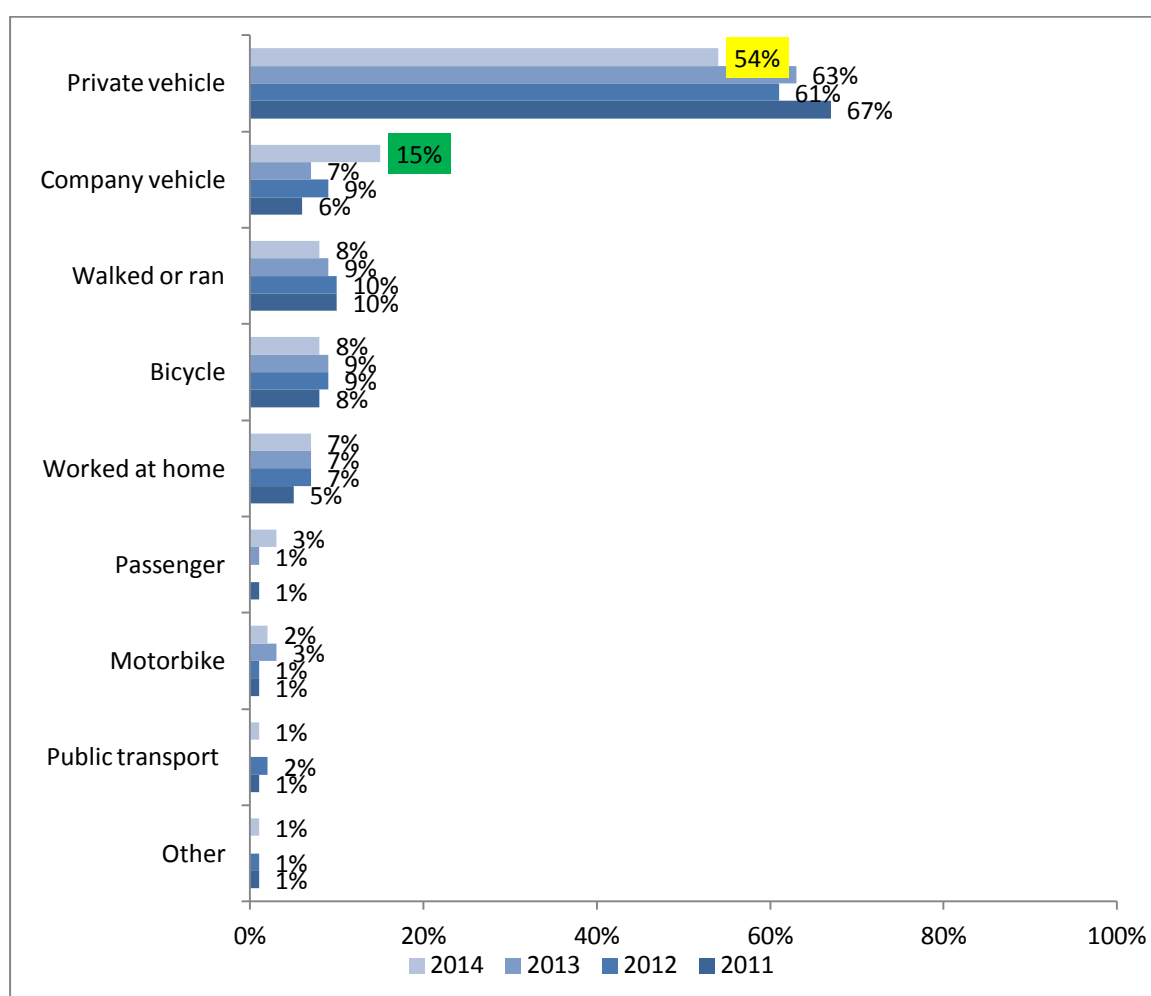


6 Transport

Transport questions were asked of those who were employed either full time or part time, with those not currently in the workforce not asked transport related questions. Forty four per cent of residents were working full time, and 21 per cent of residents were working part time; 34 per cent were not currently in the work force.

Private vehicle remained the main way that Nelson residents were travelling to work; however, this was at a significantly lower level than last year (54% cf. 2012, 63%), driven by an increase in those who were using company vehicles (15% cf. 2012, 7%). Similar levels were seen for those who walk/run (8%), bike (8%), were passengers (3%), and who use a motorbike (2%) to get to work. Seven per cent of residents worked from home.

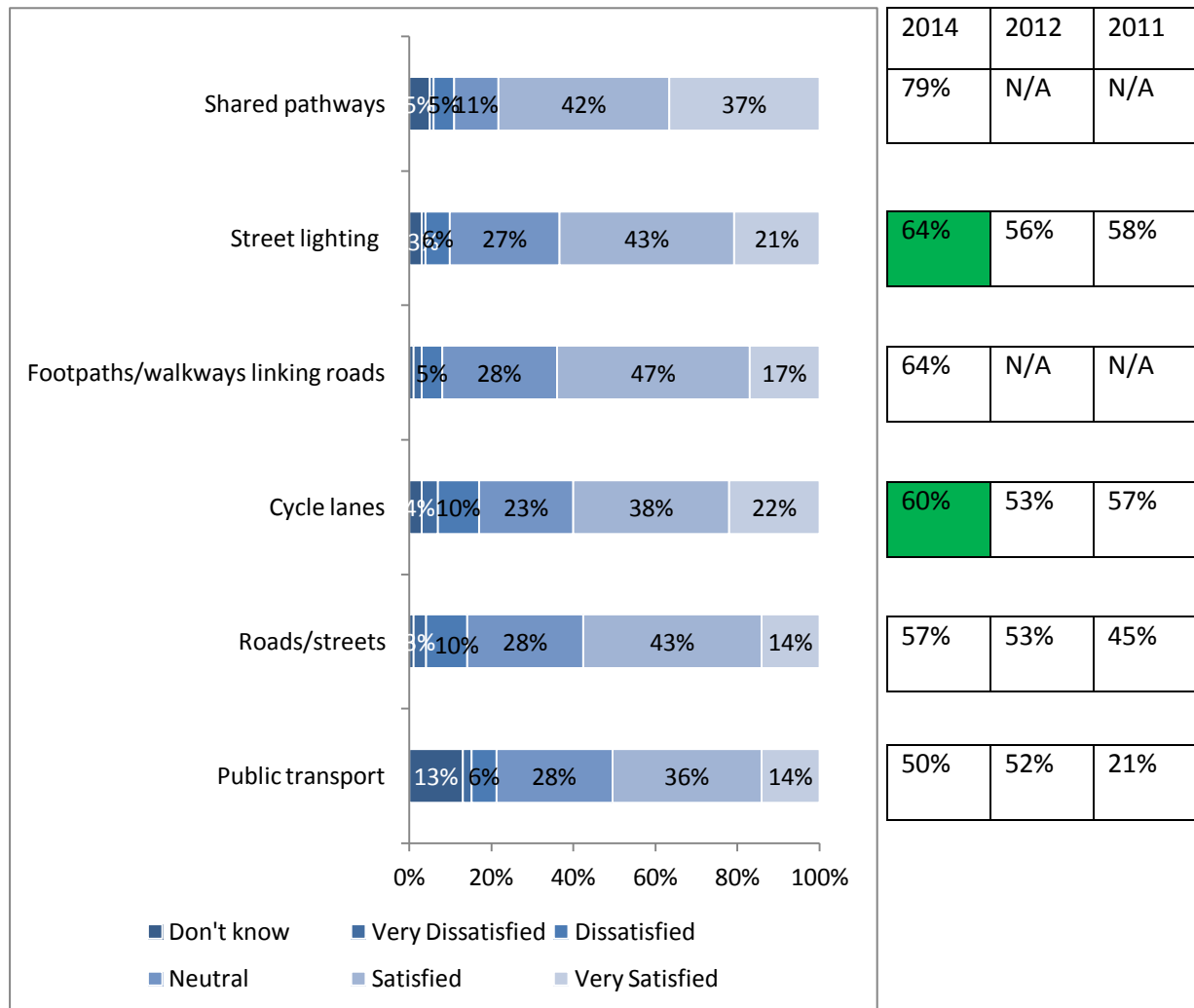
Most recent trip to work⁶



⁶ Q: On your most recent trip to work, what is the main way you travelled to work? Base: 2014 n=252, Base: 2013 n=254, Base: 2012 n=269, Base: 2011 n= 263.

The highest levels of satisfaction with Council’s transport network were seen for shared pathways, with 79 per cent of residents satisfied (42%) or very satisfied (37%) with this. Significant increases were seen in satisfaction ratings for street lighting (64% cf. 2012, 56%) and cycle lanes (60% cf. 2012, 53%). All other measures remained on par with previous years’ results.

Satisfaction with Council’s Transport Network ⁷



⁷ Q: Thinking about specific parts of the Transport Network, using a scale of 1 to 5 where 1 is Very Dissatisfied, and 5 was Very Satisfied, how satisfied or dissatisfied were you with the work the Council has been doing on the following.. Base: 2014 n=400, Base: 2012 n=400, Base: 2011 n=400. Footpaths and Walkway were separate codes for 2012 & 2013, and shared pathways was a new code for 2014

For all transport measures, residents were asked to provide a satisfaction rating, and, for those who were dissatisfied or very dissatisfied with that measure, a reason for their response. These responses were recorded verbatim and, where sample sizes allowed, were post coded into themes. Measures marked with a * next to the title were asked for the first time in 2014, thus do not have comparative measures.

6.1 Shared Pathways*

Seventy nine per cent of residents were satisfied with shared pathways. Stoke residents were more likely to be very satisfied with the shared pathways, with almost half (48%) of these residents giving this rating. Nelson Central residents, on the other hand, were less likely to be very satisfied (32% cf. total, 37%) and instead were more likely to give this a neutral rating (15% cf. total, 11%). Female residents were more likely to give this a neutral rating (15% cf. total, 11%).

Dissatisfaction responses were not coded due to small base sizes; responses included aspects such as the pathways were dangerous, difficulty sharing with cyclists, the need for more shared pathways and lack of education on how to use the shared pathways.

6.2 Street Lighting

Sixty four per cent of residents were satisfied with street lighting, an increase on 2012 results (56%). Tahunanui residents were more likely to be dissatisfied with street lighting (15% cf. total, 6%).

Dissatisfaction responses were not coded due to small base sizes but were mainly regarding certain streets being too dark.

6.3 Footpaths/ walkways linking roads*

Sixty four per cent of residents were satisfied with footpaths/ walkways linking roads. Residents aged 65 and over were more likely to be very dissatisfied (4% cf. total, 2%) or dissatisfied (11% cf. total, 5%) with this.

Of those who were dissatisfied with footpaths and walkways, 42 per cent stated this was because of the bad condition of these. A quarter (25%) mentioned that there were not enough of them, while 16 per cent were not happy with the maintenance.

6.4 Cycle lanes

Sixty per cent of residents were satisfied with cycle lanes, an increase on 2012 results (53%). Nelson North residents were more likely to be satisfied with the cycle lanes (54% cf. total, 38%), whereas Nelson Central residents were less likely to be satisfied (32% cf. total, 38%).

The key concern regarding cycle lanes was that they were narrow and dangerous, with 64 per cent of those dissatisfied with cycle lanes raising this issue. While 15 per cent mentioned there needed to be more lanes, seven per cent felt there were too many lanes. A further seven per cent felt that they don't get enough use.

6.5 Roads/ streets

Fifty seven per cent of residents were satisfied with roads/ streets, a slight increase from 2012 results (53%) although not statistically significant.

Residents who were dissatisfied with the roads/streets identified the condition of the roads as a key concern (61%), followed by 40 per cent who stated that roads were not being repaired properly. Seven per cent indicated that footpaths need improvement, with four per cent specifically identifying Waimea Road as an area for improvement.

6.6 Public transport

Fifty per cent of residents were satisfied with public transport, consistent with 2012 results. Residents aged 65 and over were more likely to be either very satisfied (22% cf. total, 14%) or very dissatisfied with the public transport network (5% cf. total, 2%).

Most (63%) of Nelson residents who were dissatisfied with public transport felt that the current system was not extensive enough. Almost a quarter (24%) felt that the system was poor in general and nine per cent identified that there was no bus where they live.

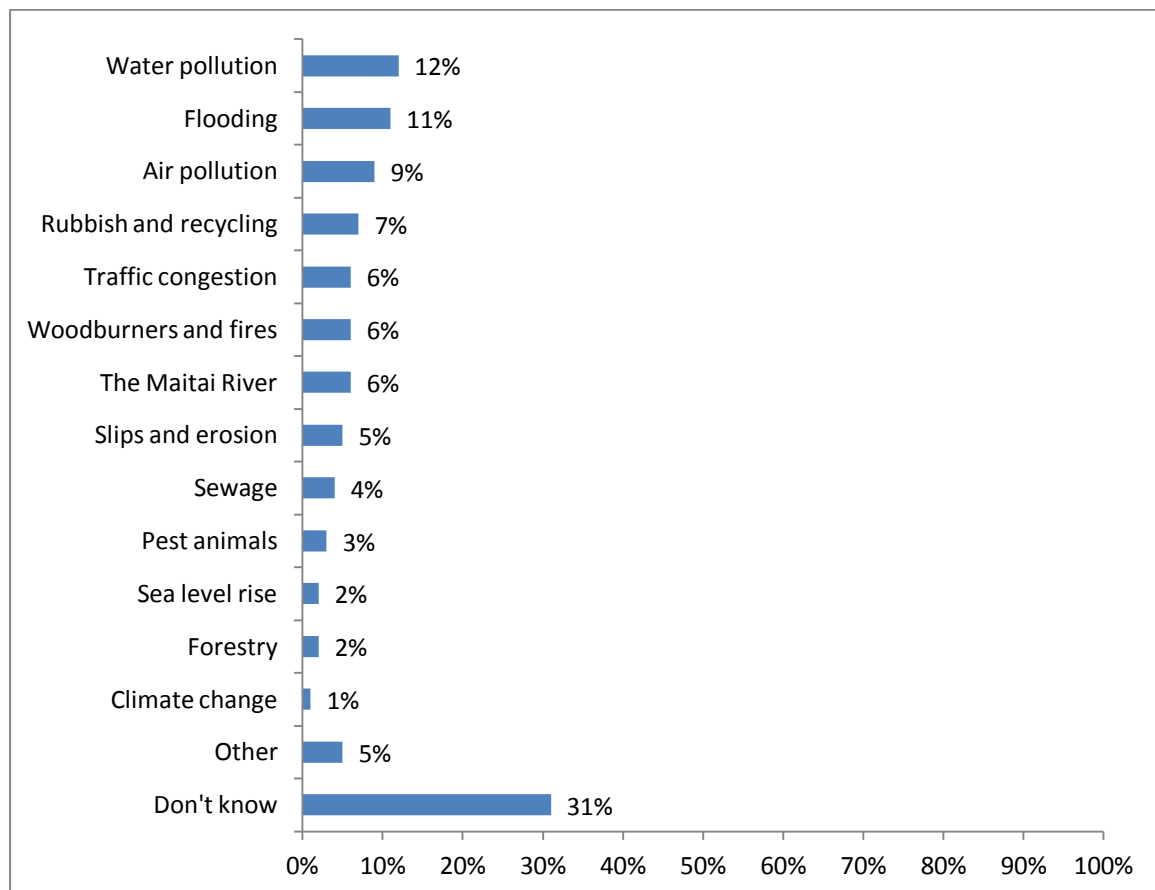
7 Environmental Issues

Nelson residents were asked two questions regarding environmental issues in the region. The first was at an unprompted level, and the second question was residents' responses to specific prompted issues.

7.1 Residents' responses to unprompted issues

Nelson Residents were asked what they felt the single most important environment issue facing the district. This was asked at an unprompted level; responses were recorded verbatim and were post coded. The chart below details the post coded results. While almost a third (31%) of residents were unsure what they felt was the most important environmental issue, a range of different issues were represented, with water pollution and flooding receiving highest mention (12% and 11% respectively).

Environmental Issues facing the District⁸



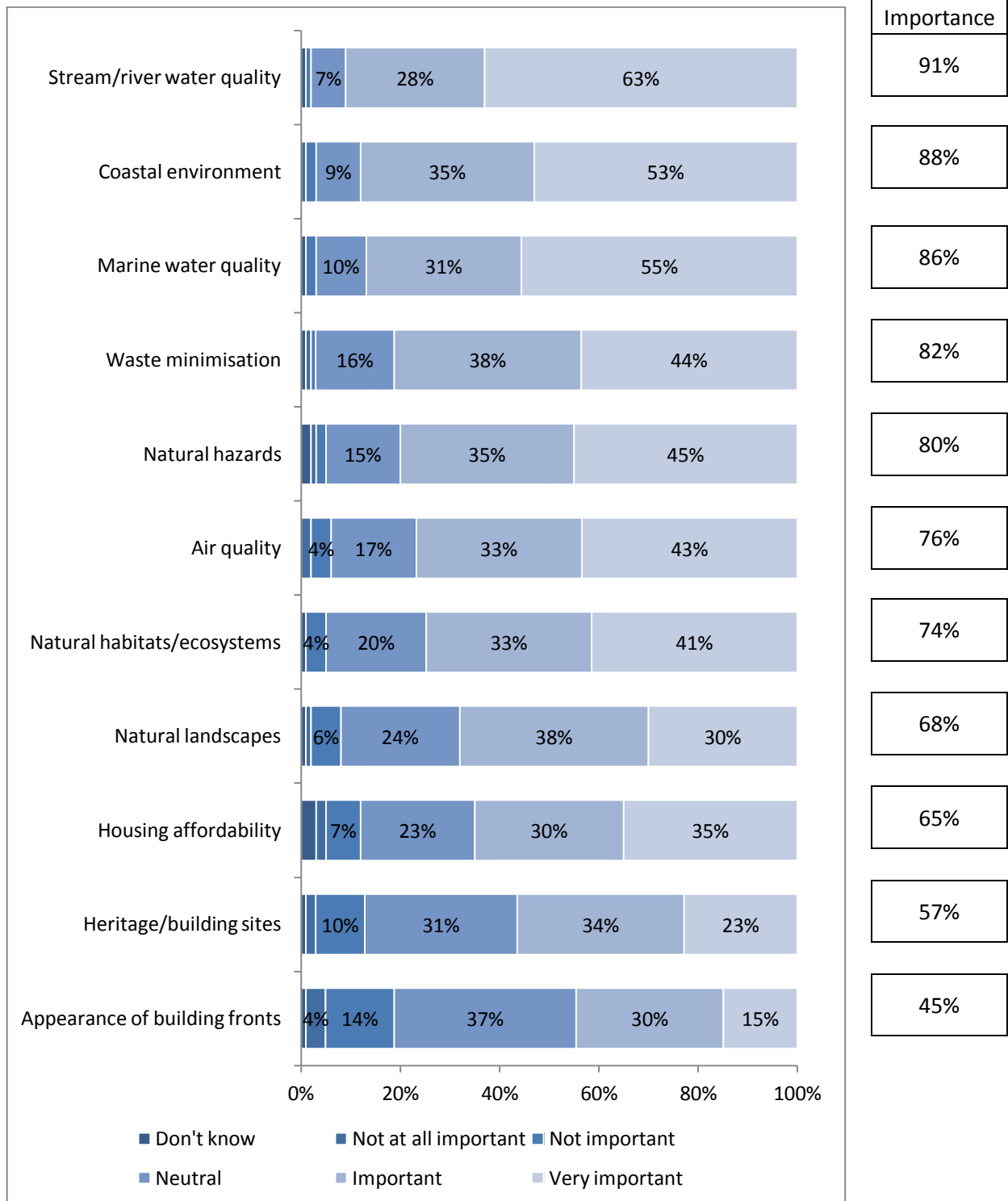
⁸ Q: The next few questions are about Environmental and Planning issues in the Nelson District; that is, the are managed by Nelson City Council: North of Champion Road and the Nelson side of the Rai Valley Saddle. What do you think is the single most important environmental issue facing the region? Base: 2014 n=400.

7.2 Residents' response to prompted issues

Nelson residents were asked how important they felt it was for Council to focus on a number of different (prompted) environmental issues. This was a list of specific issues that was read out to respondents. Issues surrounding water emerged as the most important factor with stream/river water quality as the most important aspect; 91 per cent of residents stated that this was important (28%) or very important (63%) for Council to focus on. In addition, 88 per cent felt that the coastal environment was important (35%) or very important (53%), and 86 per cent felt that marine water quality was important (31%) or very important (55%) to focus on. The appearance of building frontages was the least important aspect with 45 per cent of residents stating this was an important (30%) or very important issue (15%).

Chart displayed overleaf.

Importance of Council focus⁹



⁹ Q: Using a scale of 1 to 5, where 1 is not at all important, and 5 is very important, how important or unimportant do you think it is for the Council to focus on the following; Base: 2014 n=400.

For the prompted environment issues, residents were asked to provide an importance rating, and, for those who felt that the issue was important or very important, these residents were asked to identify any areas of concern. These responses were recorded verbatim and, where sample sizes allowed, were post coded into themes.

7.3 Stream/ River Water Quality

Ninety one per cent of residents felt that stream/river water quality was important for Council to focus on. Residents aged 65 and over were less likely to state that water quality in local streams and rivers was very important (50% cf. total, 63%). Just over three quarters of residents (76%) who had concerns regarding water quality in local streams and rivers identified Maitai River as the greatest concern. At a much lower level, eleven per cent stated that all waterways need improvement, six per cent cited algae as a concern, five per cent mentioned other rivers and streams, and two per cent identified farm/forestry run off.

7.4 Coastal Environment

Eighty eight per cent of residents felt that coastal environment was important for Council to focus on. Tahuna Beach was the location with the greatest level of concern amongst residents who had specific concerns about the coastal environment, with 61 per cent of these residents identifying this location. This was followed at a lower level by the mention of erosion (19%).

7.5 Marine Water Quality

Eighty six per cent of residents felt that marine water quality was important for Council to focus on. Thirty eight per cent of residents who had concerns regarding marine water quality mentioned The Nelson Haven specifically. Twenty eight per cent stated that sewage systems need improvement, and 17 per cent identified more monitoring of water quality as necessary. Other specific locations mentioned included The Port (16%), Tahuna Beach (15%), and The Marina Reserve (6%).

7.6 Waste Minimisation

Eighty two per cent of residents felt that waste minimisation was important for Council to focus on. Concerns regarding waste minimisation were related to Council needing to minimise waste present (43%) and an improvement in the recycling system (43%). Fifteen per cent felt that there needed to be more education on minimising waste.

7.7 Natural Hazards

Eighty per cent of residents felt that natural hazards were important for Council to focus on. Tahunanui residents were more likely to state it was important for Council to focus on natural hazards such as earthquakes and floods (56% cf. total, 35%). Male residents were more likely to rate this as important, while female residents were more likely to rate this as very important (57% cf. total, 45%).

Flooding was the greatest issue regarding natural hazards with 30 per cent of concerned residents mentioning this. Concerns regarding preparation levels were evident with 17 per cent mentioning all of Nelson should be prepared, 16 per cent mentioning the need for preparation for all natural disasters, eleven per cent mentioning earthquake proofing, and six per cent stating the inner city

needs to be better prepared. Unstable hills/slips received 15 per cent mention, and Rocks Road received eleven per cent specific mentions.

7.8 Air Quality

Seventy six per cent of residents felt that air quality was important for Council to focus on. Female residents were more likely to state that this was very important (48% cf. total, 43%). Opinions were polarised amongst residents who had concerns regarding air quality, with 28 per cent stating that wood burners create too much smoke, and an almost equal proportion (27%) stating that wood burners should be allowed. Twenty two per cent mentioned Washington Valley specifically, and nine per cent mentioned The Brook as areas for concern.

7.9 Natural Habitats/ Ecosystems

Seventy four per cent of residents felt that natural habitats/ ecosystems were important for Council to focus on. Residents who raised concerns regarding natural habitats and ecosystems identified Maitai River (29%), the natural bush (22%), and Brook Sanctuary (21%) as key areas of concern. Water quality in streams and creeks emerged as a general concern (15%), while specific mentions included Tahuna Beach (9%), The Grampians (4%), Boulder Bank (3%), The Haven (3%), and Wakapuaka Flats (2%).

7.10 Natural Landscapes

Sixty eight per cent of residents felt that natural landscapes were important for Council to focus on. Forty five per cent of residents who had concerns with natural landscapes mentioned the maintenance of landscapes as a key concern. Following this, at a lower level, 21 per cent stated that building on hills should be stopped and 14 per cent mentioned the beach and coastlines.

7.11 Housing Choice and Affordability

Sixty five per cent of residents felt that housing choice and affordability was important for Council to focus on. Female residents were more likely to rate housing choice and affordability as very important (42% cf. total, 35%) while male residents were more likely to rate this as not important (12% cf. total, 7%). Residents aged over 65 were more likely to be unsure of how to rate this (10% cf. total, 3%) and less likely to state this was very important (24% cf. total, 35%).

The need for more affordable housing was the concern with the highest number of mentions, with 57 per cent of residents who were concerned about housing affordability mentioning this. Nineteen per cent mentioned that Council needs to focus on housing more, and 14 per cent identified that there was little assistance for low income families. Ten per cent raised concerns regarding the quality or range of housing.

7.12 Heritage sites and buildings

Fifty seven per cent of residents felt that heritage buildings and sites was important for Council to focus on. Female residents and residents aged 65 and over were more likely to state that heritage sites and buildings were important (43% and 44% respectively cf. total, 34%).

Over half (55%) of residents who identified a concern regarding heritage and building sites felt that Council need to preserve the heritage of the area and a quarter (25%) mentioned better maintenance of buildings. Specific mentions included the School of Music (23%) and the Trafalgar Centre (11%).

7.13 Design and appearance of buildings and their frontages

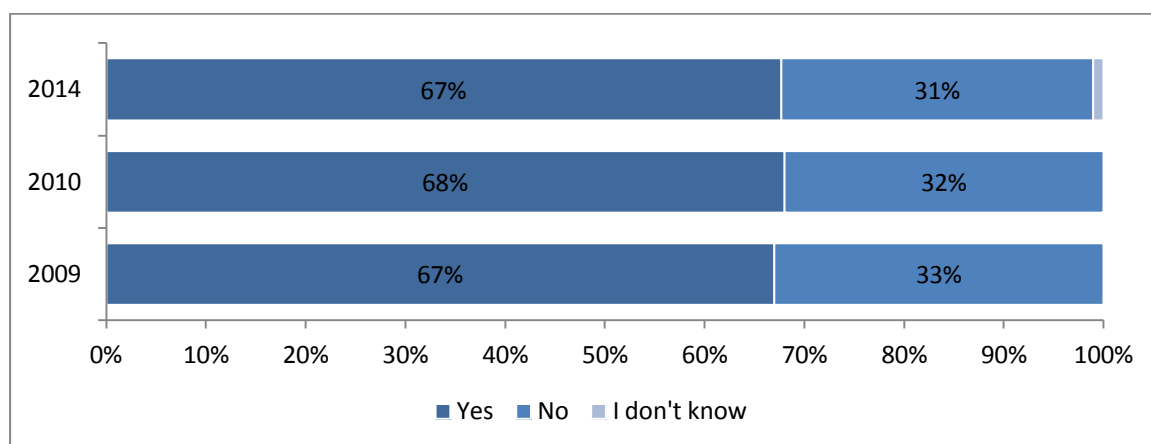
Forty five per cent of residents felt that appearance of building fronts was important for Council to focus on. Female residents were more likely to state that the design and appearance of buildings and their frontages was important (37% cf. total, 30%) while male residents were more likely to state that this was not important (19% cf. total, 14%). Residents aged 65 and over were more likely to state that this was very important (24% cf. total, 15%).

The appearance of CBD buildings was the greatest concern regarding appearance of building fronts, with half of residents stating this. Complementing the buildings to each other (23%) and to the natural surroundings (23%) were of equal importance.

8 Household Waste and Recycling

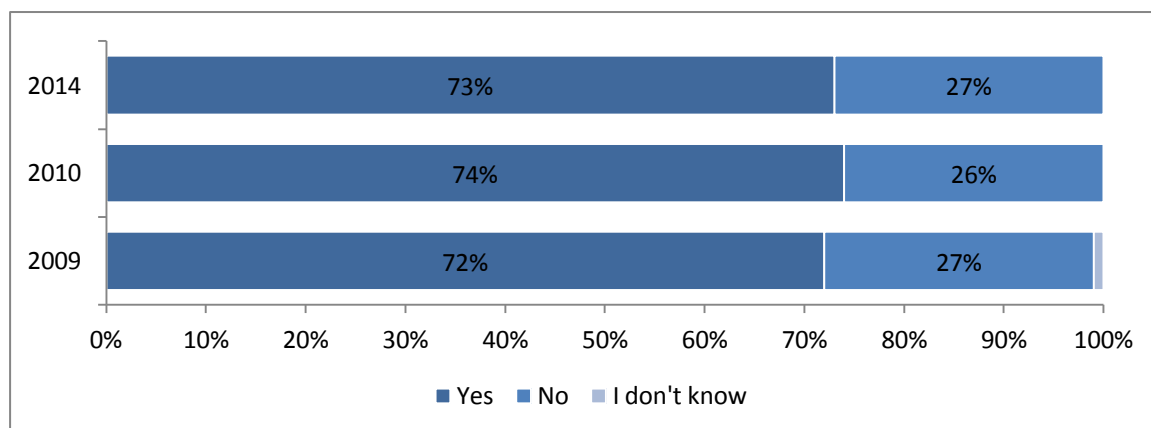
Similar levels to both 2009 and 2010 results were seen for residents who compost household food waste, with two thirds (67%) of Nelson residents currently composting food waste.

Household Food Waste¹⁰



Seventy three per cent of Nelson residents compost their household garden waste, with no significant decreases or increases seen since 2010 and 2009 results. Stoke residents and those aged over 65 were less likely to compost household garden waste (57% and 63% respectively, cf. total, 73%).

Household Garden Waste¹¹

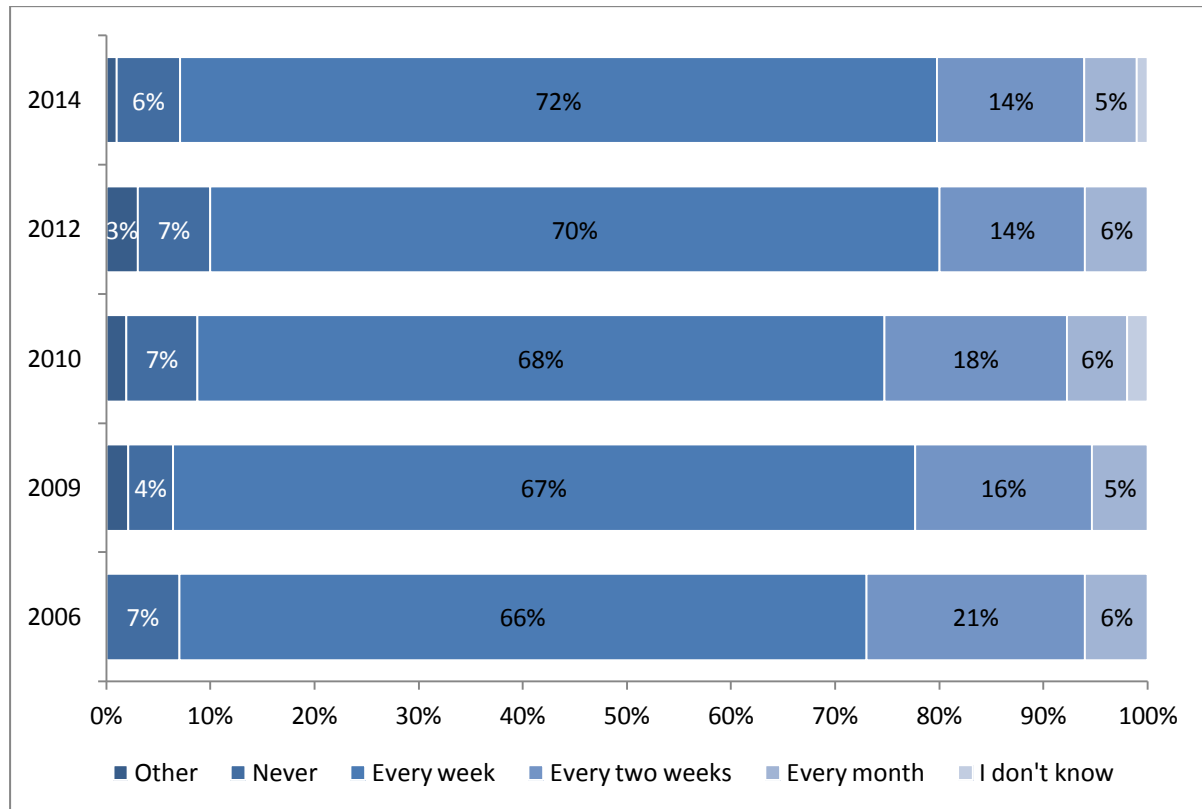


¹⁰ Q: The next set of questions looks at specific waste and recycling behaviour in your household. Does your household currently compost food waste? Base: 2014 n=400, Base: 2010 n=398, Base: 2009 n=400.

¹¹ Q: The next set of questions looks at specific waste and recycling behaviour in your household. Does your household currently compost garden waste? Base: 2014 n=400, Base: 2010 n=398, Base: 2009 n=400.

Almost three quarters (72%) of residents recycle their household waste every week, a steady increase from 2006. Fourteen per cent recycle every two weeks, while five per cent recycle every month. Residents aged over 65 were less likely to recycle every week (64% cf. total, 72%) and more likely to recycle every two weeks (22% cf. total, 14%).

Household Recycling¹²

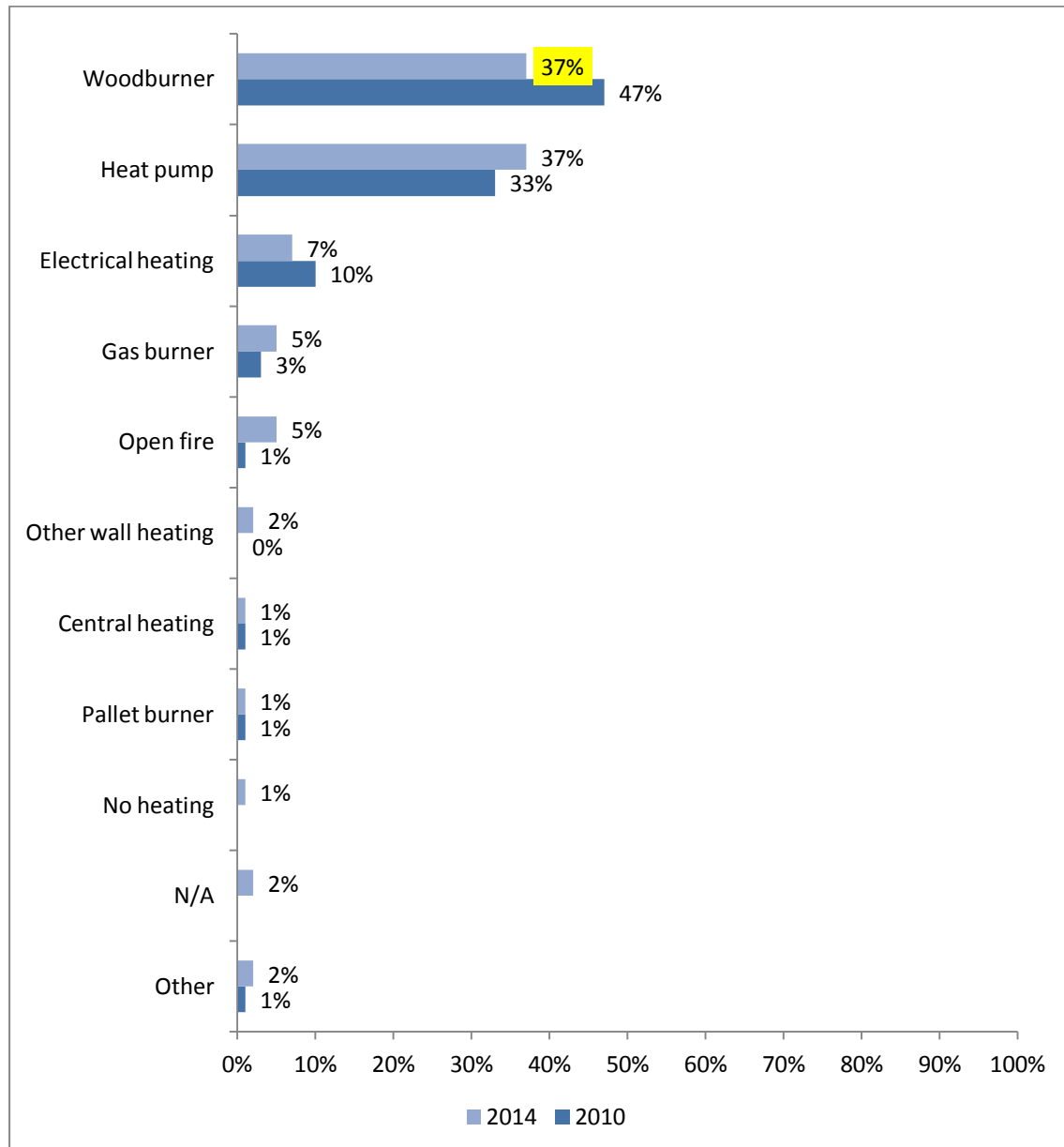


¹² Q: The next set of questions looks at specific waste and recycling behaviour in your household. How often does your household put out your recycling? Base: 2014 n=400, Base: 2012 n=400 , Base: 2010 n=398 , Base: 2009 n=400, Base: 2006 n=400.

9 Home heating

The most used types of home heating for Nelson residents were wood burners and heat pumps (both 37%). Wood burners have decreased in usage by 10 percentage points since 2010.

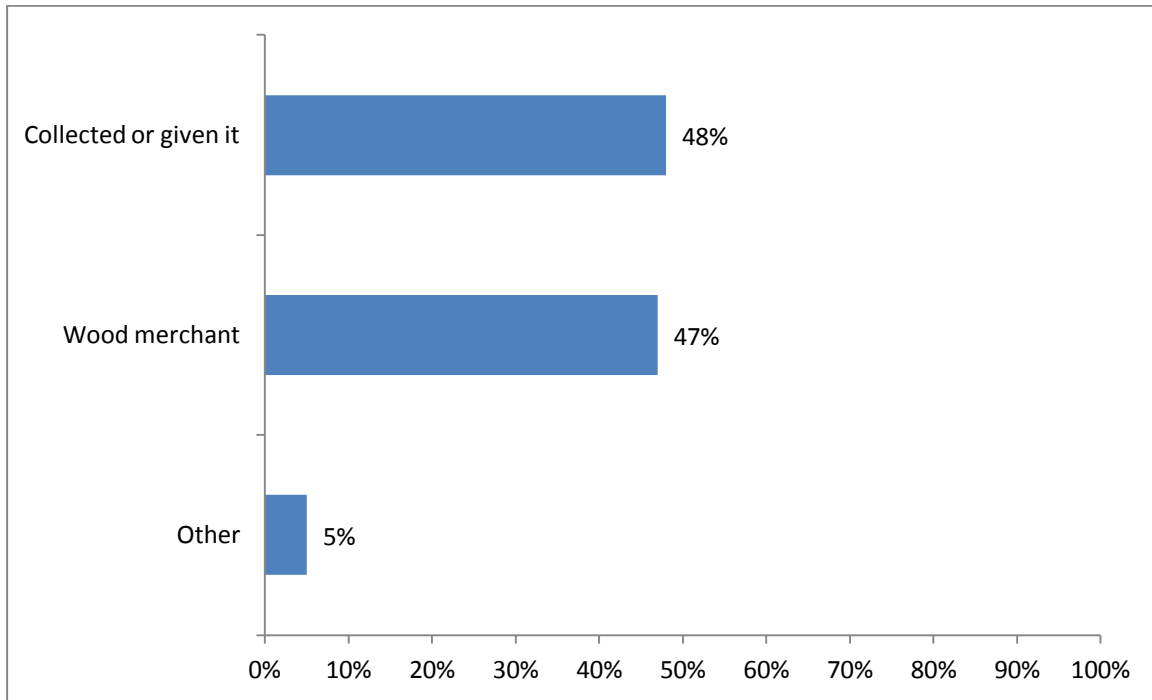
Home heating last winter¹³



¹³ Q: We are now going to talk about your home heating. For the main living room of the house you are in, what is your main form of heating last winter? Base: 2014 n=400, Base: 2010 n=400.

Almost equal proportions of those who had a wood burner collected/were given their wood (48%) or bought it from a wood merchant (47%).

Heating option last winter: Firewood¹⁴



¹⁴ Q: To help us understand the fuel costs of different heating options, where did you get most of your firewood from last winter? Base: 2014 n=148.

10 Arts and Heritage

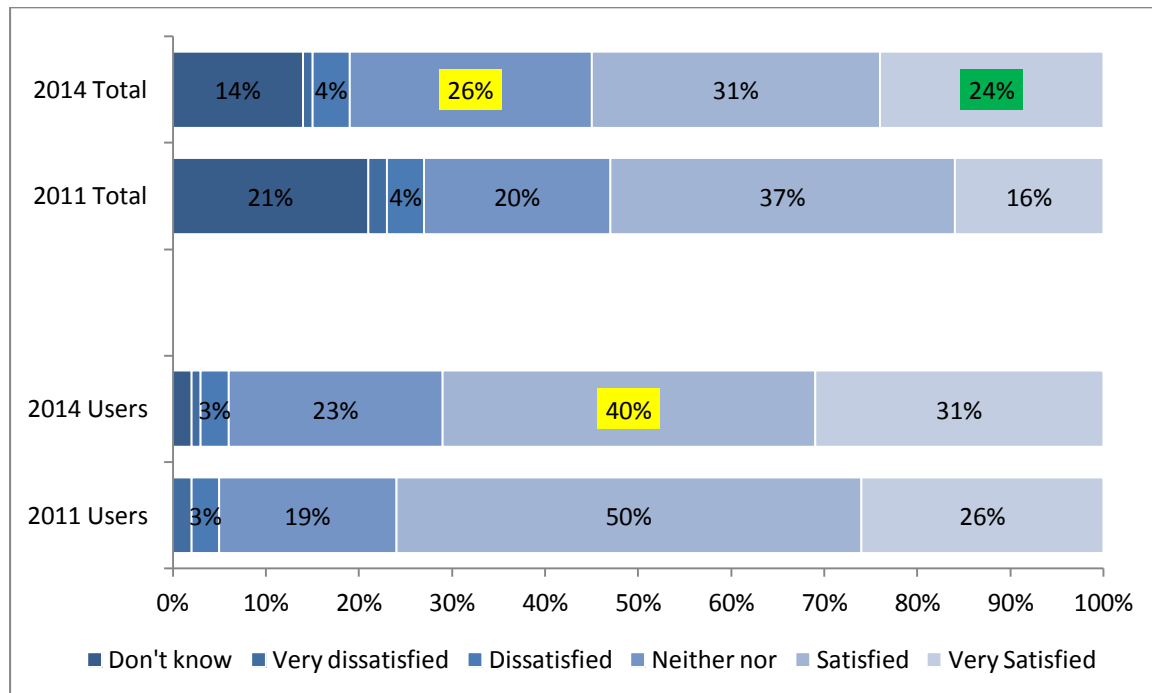
Sixty three per cent of Nelson residents had visited the Suter Art Gallery in the last two years, 60 per cent had visited the provincial museum, while 23 per cent had not visited either of these.

Nelson Central residents were more likely to visit both the Suter Art Gallery (74% cf. total, 63%) and the provincial museum (67% cf. total, 60%), while Tahunanui residents were less likely to visit either of these (42% cf. total, 63% and 37% cf. total, 60%, respectively). Stoke residents were less likely to visit the Suter Art Gallery (44% cf. total, 63%).

Residents more likely to use the Suter Art Gallery included: those aged 40 to 64, those aged 65 and over, and female residents (70%, 78%, and 74% respectively, cf. total, 63%). Residents more likely to use the provincial museum included those aged 65 and over (75% cf. total, 60%). Residents more likely to have not visited either included male residents (30% cf. total, 23%).

Fifty five per cent of Nelson Residents were satisfied (31%) or very satisfied (24%) with the Suter Art Gallery, with an increase seen in those who were very satisfied (24% cf. 2011, 16%) and neither nor (26% cf. 2011, 20%). Only small levels of dissatisfaction were evident with four per cent dissatisfied, and one per cent very dissatisfied. There has been a decrease in users of the Suter Art Gallery who said they were satisfied (40% cf. 2011 users, 50%).

Satisfaction with the Suter Art Gallery¹⁵

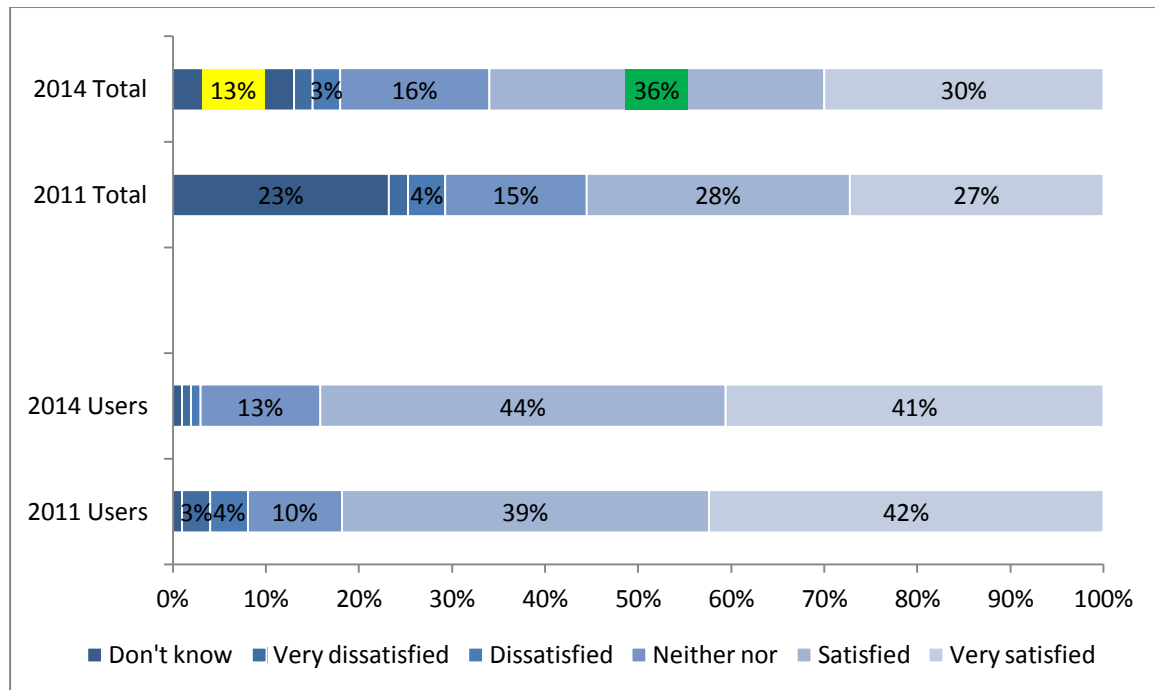


Nelson Central residents were more likely to be very satisfied with the Suter Art Gallery (28% cf. total, 24%) corresponding to higher levels of usage displayed in this area. Residents aged 40 to 64 were more likely to be very satisfied with the Suter Art gallery (29% cf. total, 24%). Residents aged 25 to 39 and male residents were more likely to give this a neutral rating (38% and 31% respectively, cf. total, 26%).

¹⁵ Q: On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, how satisfied or dissatisfied are you with The Suter Art Gallery? Base: 2014 n=400, Base: 2011 n=550. 2014 Users n=276, 2011 Users n=319

Sixty six per cent of Nelson residents were satisfied (36%) or very satisfied (30%) with the Provincial Museum, with an increase seen in those satisfied with the museum (36% cf. 2011, 28%), and a decrease seen in those who were unsure how to rate this (13% cf. 2011, 23%). Satisfaction ratings amongst users of the Provincial Museum remain consistent with 2011 results.

Satisfaction with the Provincial Museum ¹⁶

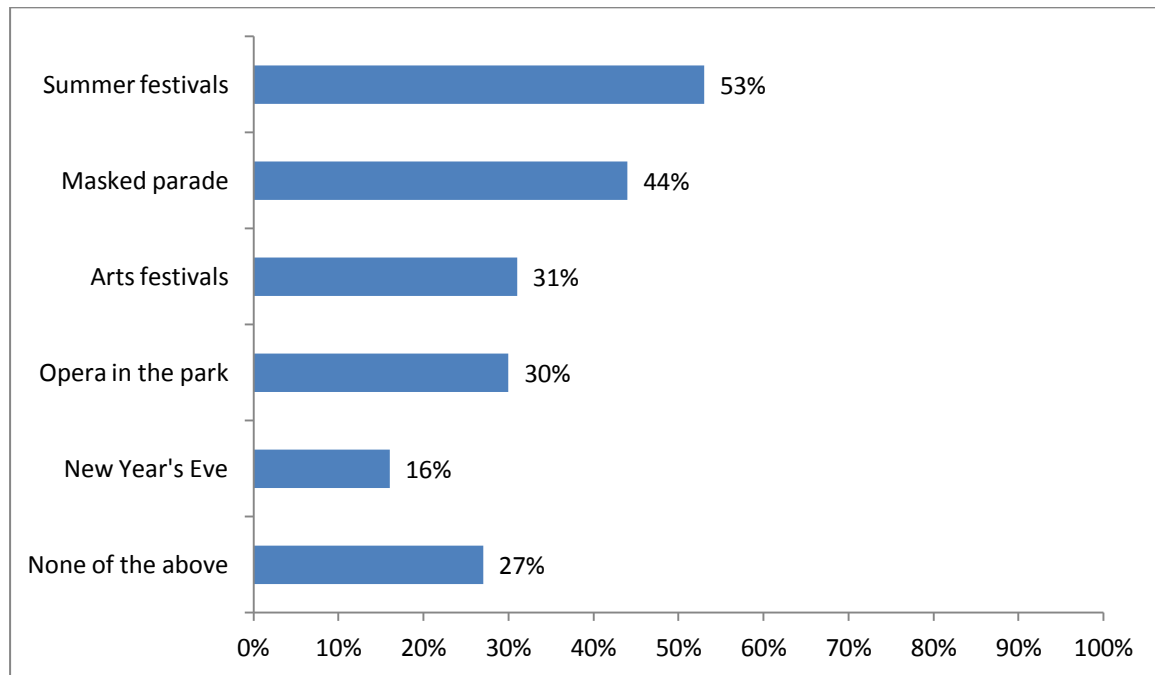


Nelson Central residents were less likely to be dissatisfied with the Provincial Museum, whereas both Stoke and Tahunanui residents were more likely to be dissatisfied (7% and 9% respectively, cf. total, 3%). Residents aged 40 to 64 and female residents were more likely to be very satisfied with the provincial museum (37% (each) cf. total, 30%). Residents aged 25 to 39 were more likely to be dissatisfied with this (6% cf. total, 3%). Male residents were more likely to be neither nor (21% cf. total, 16%).

¹⁶ Q: On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, how satisfied or dissatisfied are you with The Provincial Museum? Base: 2014 n=400, Base: 2011 n= 550. 2011 users n=302; 2014 users n=252

Nelson residents were asked which Council events they had participated in, in the last year. Just over half (53%) indicated they had been involved in a summer festival, followed by 44 per cent who were involved in the masked parade. Thirty one per cent had attended an arts festival, and 30 per cent attended Opera in the park. Sixteen per cent attended the New Year’s Eve celebrations. Just over a quarter (27%) attended none of these events.

Participation in Council events¹⁷



Nelson Central residents were more likely to be involved in both arts festival events (37% cf. total, 31%) and New Year’s Eve celebrations (21% cf. total, 16%) while Stoke and Tahunanui residents were less likely to be involved in arts festival events (21% and 11% respectively, cf. total, 31%) and Nelson North residents were less likely to be involved in New Year’s Eve celebrations (5% cf. total, 16%). Female residents were more likely to have participated in the masked parade (50% cf. total, 44%). Residents aged over 65 were more likely to have attended the Opera in the Park (43% cf. total, 30%) and less likely to have attended the masked parade (30% cf. total, 44%). Residents aged 25 to 39 were less likely to have attended the Opera in the Park (19% cf. total, 30%).

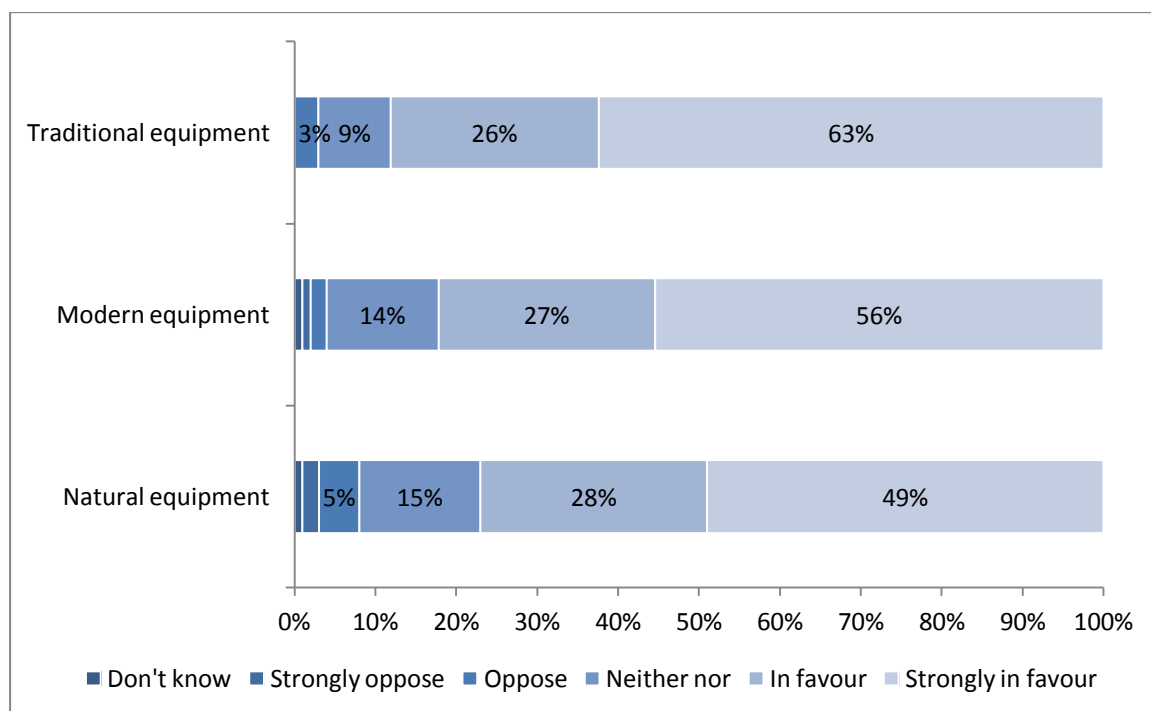
¹⁷ Q: Have you attended or participated in any of the following council events in the past year? Base: 2014 n=400.

11 Playgrounds

Sixty two per cent of Nelson residents had used playgrounds and play equipment in the area.

Playground users were asked if they were in favour of or opposed to a range of different types of playground equipment. Traditional equipment received the strongest level of support, with 89 per cent of playground users in favour (26%) or strongly in favour (63%) of this type of equipment. Eighty three per cent were in favour (27%) or strongly in favour (56%) of modern equipment, and 77 per cent were in favour (28%) or strongly in favour (49%) of natural equipment.

Types of Playgrounds¹⁸



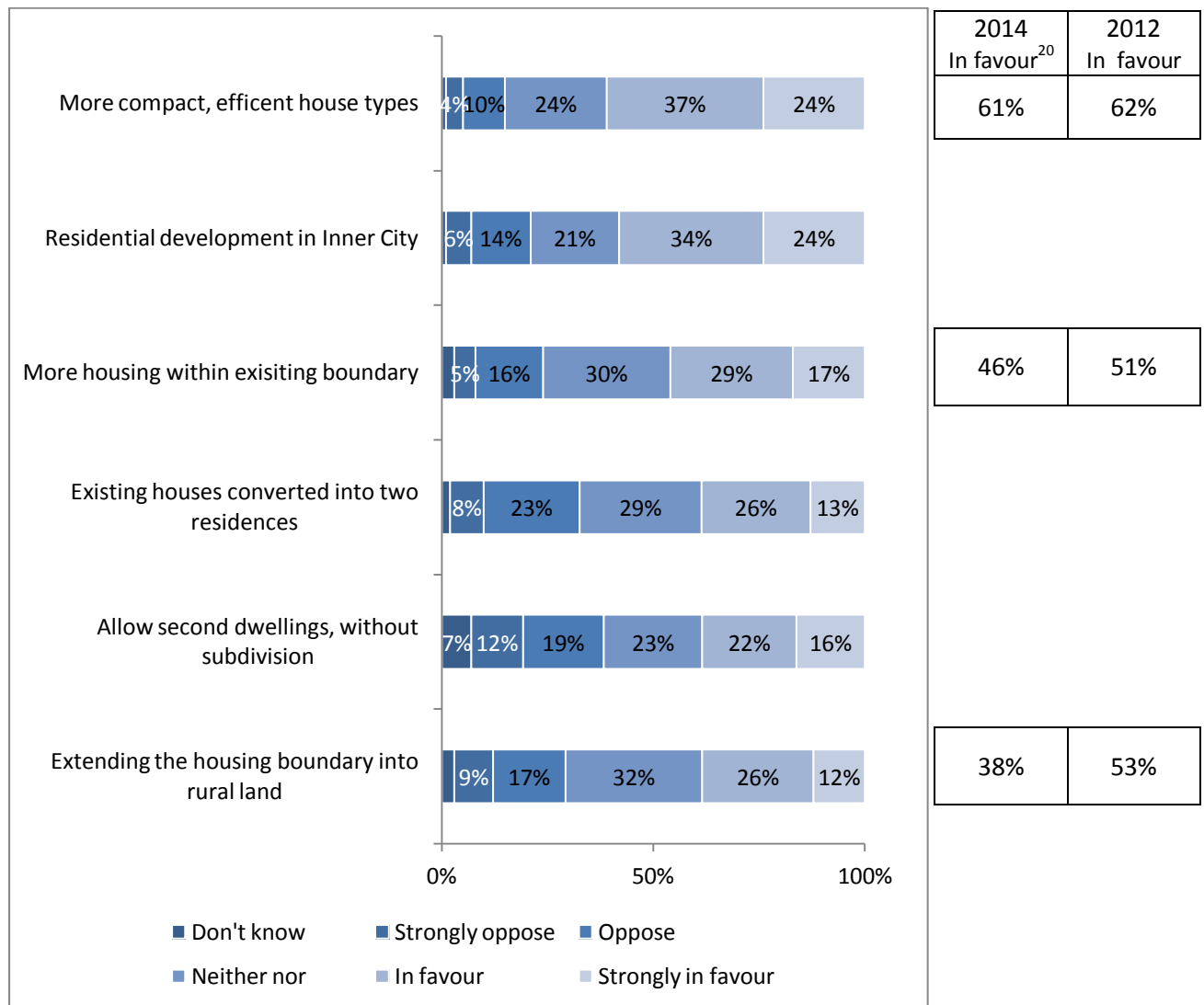
¹⁸ Q: Now thinking about different types of playgrounds, can you please tell me whether you are in favour of, or opposed to each type using a scale of 1 to 5, where 1 is strongly oppose, and 5 is strongly support. Base: 2014 n=252.

12 Nelson Development

Residents were asked whether they were in support of or opposed to a number of different Council initiatives concerning the development and landscape of Nelson. More compact, efficient house types received the strongest level of support with 61 per cent in favour (37%) or strongly in favour (24%) of this. Extending the housing boundary into rural land and allowing second dwellings without subdivision received the least support.

Chart displayed overleaf.

Development and Landscape of Nelson¹⁹



¹⁹Q: The next set of questions looks at the development and landscape of Nelson. Using the same scale of 1 to 5, where 1 is strongly oppose and 5 is strongly support, in principle, are you in favour of or opposed to the council doing the following. Base: 2014 n=400.

²⁰ Change in scale means that results are not directly comparable to previous years. Results for 2014 strongly in favour/ in favour have been compared to 2012 results for in favour. Results should be read as indicative only.

Nelson Central residents were less likely to be opposed to encouraging planned, but more compact and efficient house types (6% cf. total, 10%) and were less likely to be neither nor on this (20% cf. total, 24%). These residents were also more likely to be strongly in favour of allowing more houses within existing residential boundaries (20% cf. total, 17%) and more likely to be in favour of allowing existing houses to be converted into two or more residences (32% cf. total, 26%).

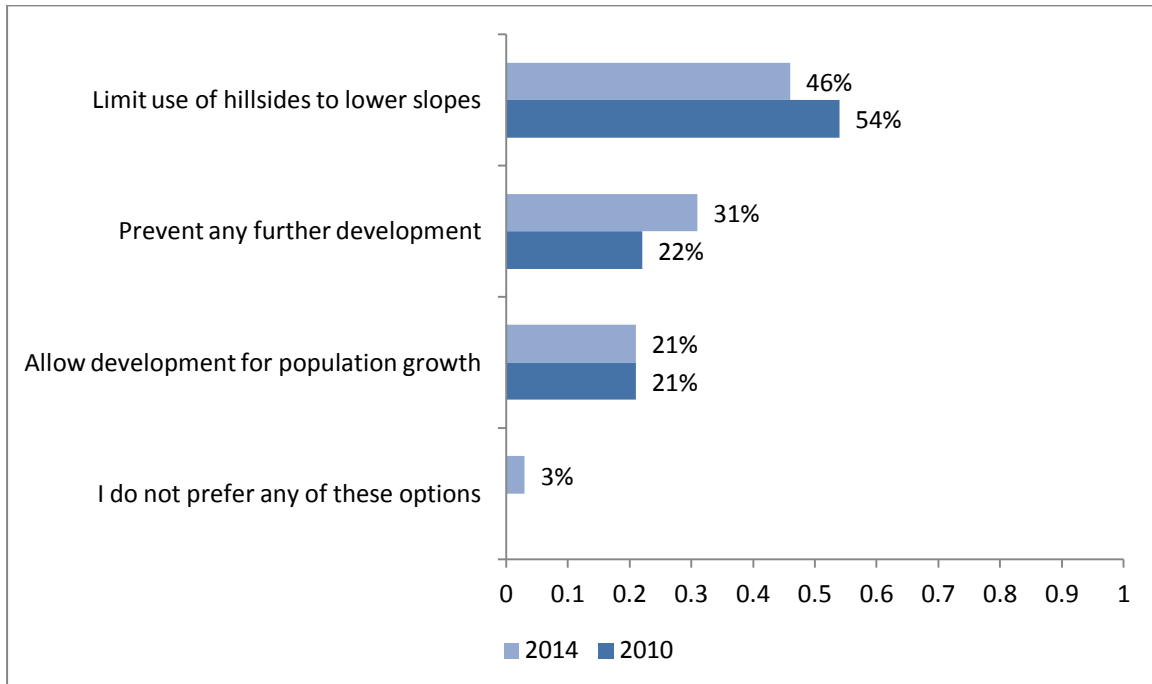
Tahunanui residents were more likely to be neither nor (45% cf. total, 24%) to encouraging planned, but more compact and efficient house types, and neither nor regarding extending the edge of the residential boundaries out into the hills or rural land (50% cf. total, 32%). These residents were less likely to be in favour of allowing more houses within existing residential boundaries (13% cf. total, 29%), and less likely to be in favour of allowing existing houses to be converted into two or more residences (4% cf. total, 26%).

Stoke residents were more likely to be opposed to encouraging planned, but more compact and efficient house types (18% cf. total, 10%).

Residents aged 65 and over were more likely to be opposed to allowing second dwellings on existing properties (26% cf. total, 19%).

Nelson residents were asked which option they preferred when considering hillside development around Nelson. Almost half (46%) preferred to limit use of hillsides to the lower slopes, with almost a third (31%) wanting to prevent any further development. Twenty one per cent felt that allowing development for population growth was preferable. Only three per cent stipulated that they did not prefer any options.

Hillside Development around Nelson ²¹

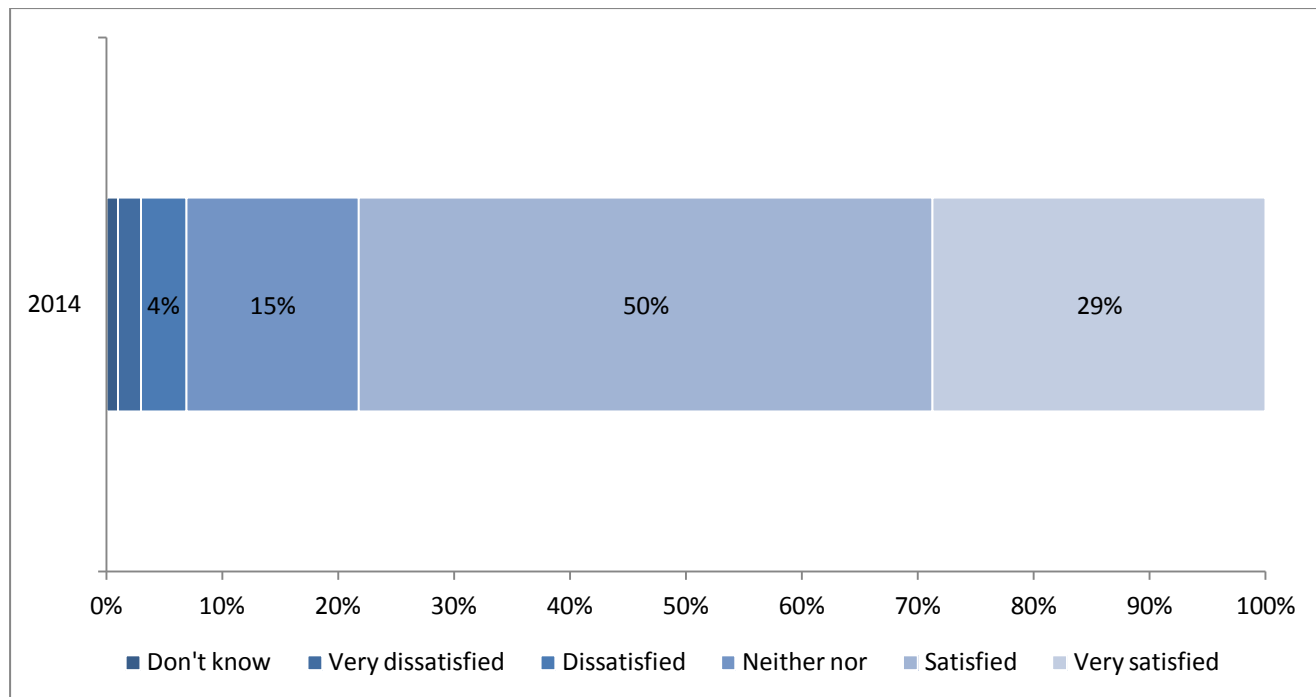


²¹ Q: Now I would like you to think specifically about the look of the hillsides around Nelson City. Which of the following options do you prefer? Base: 2014 n=400. Not directly comparable to previous years due to questionnaire wording change, results should be read as indicative only.

13 Performance Measures

Forty seven per cent of Nelson residents had visited Riverside or Nayland swimming pools in Nelson in the last year. Residents who had used the swimming pools were asked to provide a satisfaction rating. Seventy nine per cent of swimming pool users in Nelson were satisfied (50%) or very satisfied (29%) with Nelson swimming pools.

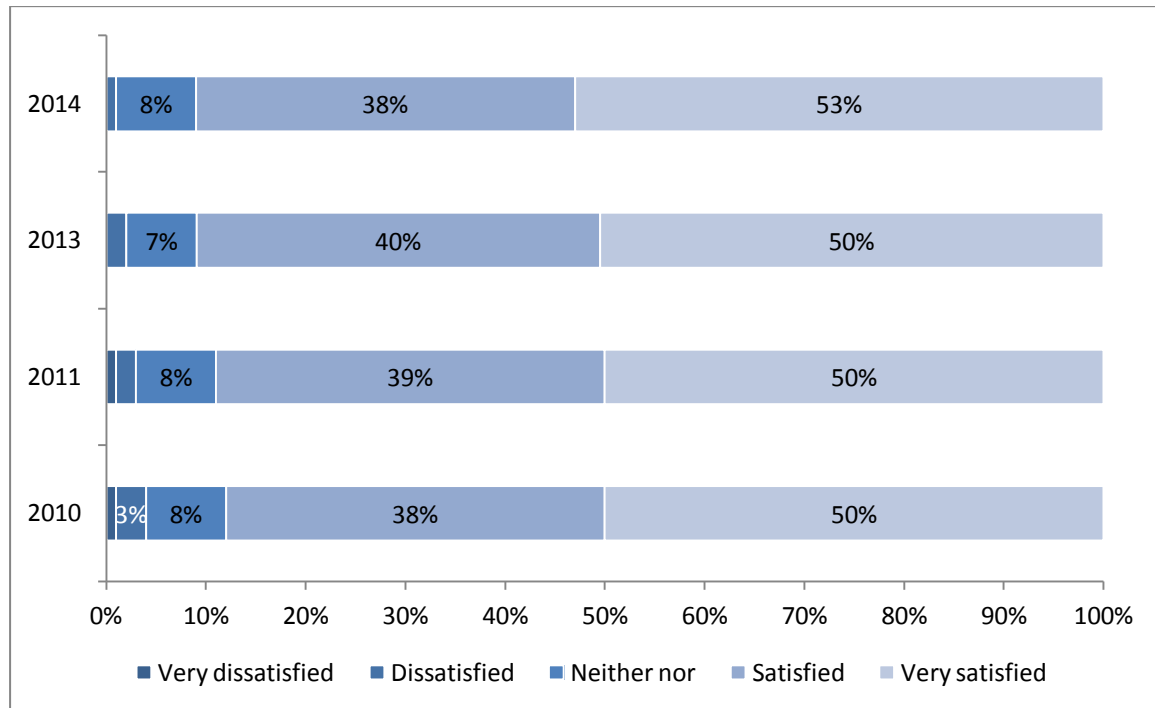
Satisfaction for Swimming Pools in Nelson ²²



²² Q. Using a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with the swimming pool facilities in Nelson? Base: 2014 n=184

All residents were asked satisfaction with the public library service, and in line with other years, results were re-proportioned to exclude don't know responses. Satisfaction with the public library service remains high, with 91 per cent of Nelson residents satisfied (38%) or very satisfied (53%) with the service. This was on par with previous years.

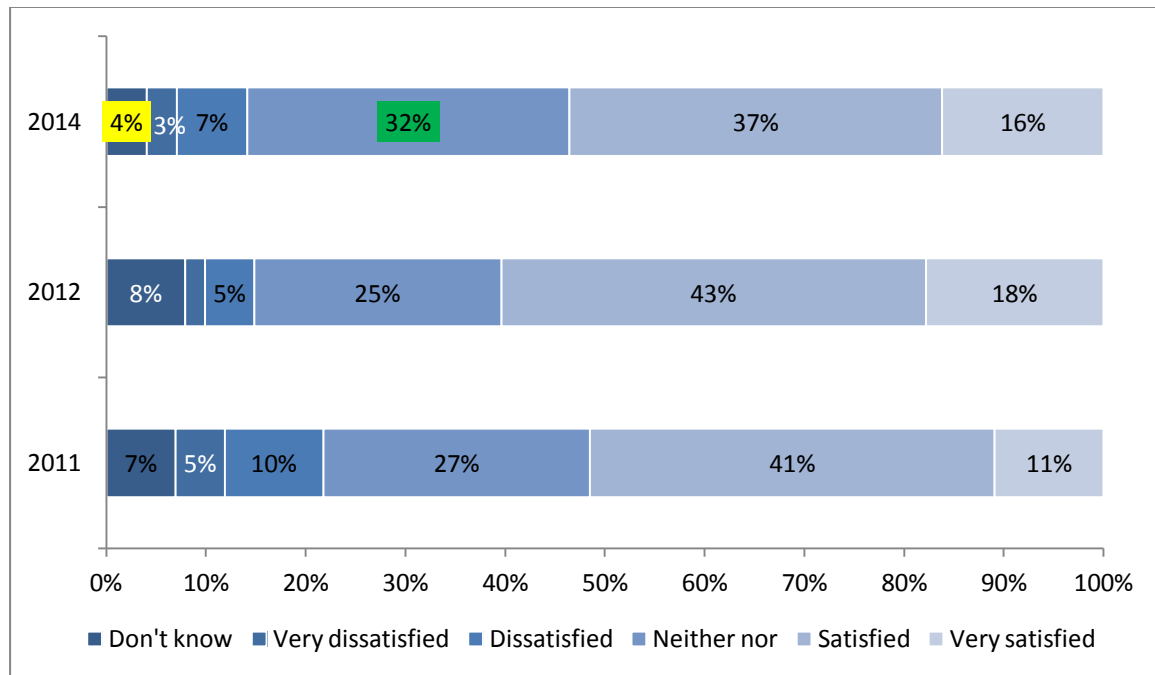
Satisfaction with the Public Library Service²³



²³ Q: Using the same scale of 1 to 5, how satisfied or dissatisfied are you with the public library service? Base: 2014 n=371, Base: 2013 n=321, Base: 2011 n=384, Base: 2010 n=384. Base sizes have been re-proportioned to exclude don't know responses.

Fifty three per cent of Nelson residents were satisfied (37%) or very satisfied (16%) with opportunities available to them to provide feedback and take part in decision making in the community. This year, significantly more residents gave this a neither nor response (32% cf. 2012, 25%) with a decrease in those who stated that they don't know how to rate this (4% cf. 2012, 8%).

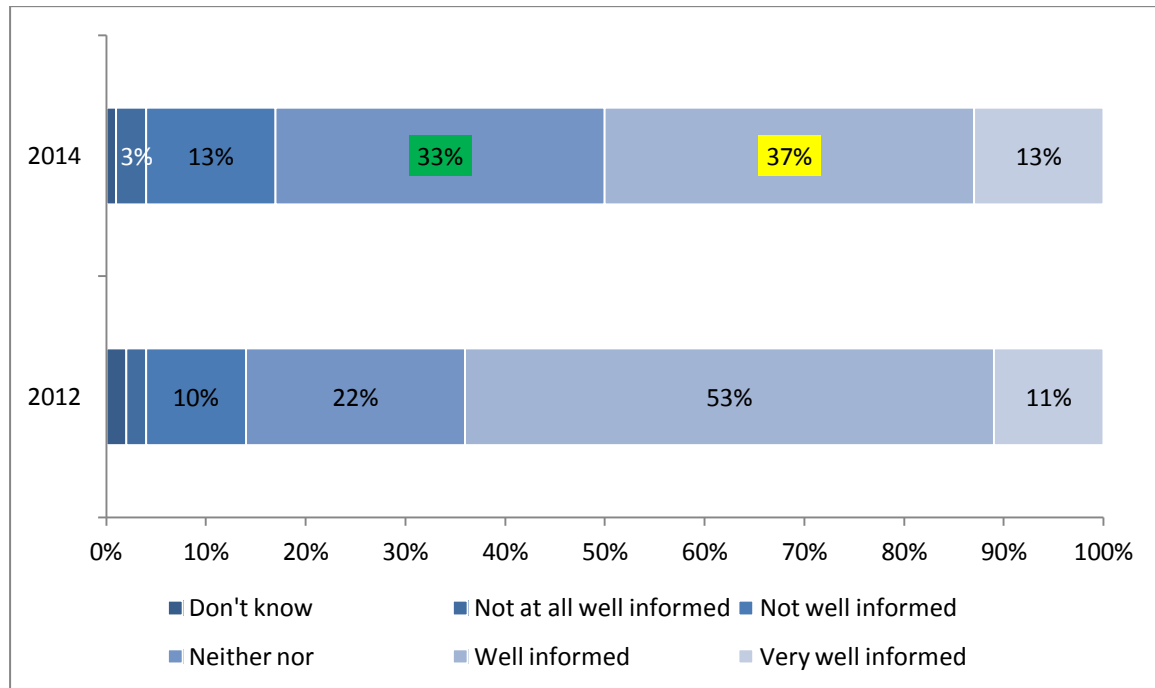
Satisfaction with feedback opportunities to the Council²⁴



²⁴ Q: The next couple of questions are about the ways Nelson City Council seeks feedback from residents and provides information. Using a scale from 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, how satisfied or dissatisfied are you with the opportunities available for you to provide feedback and take part in Council's decision making in your community. Base: 2014 n=400, Base: 2012 n=400, Base: 2011 n=400.

Fifty per cent of Nelson residents felt informed (37%) or very well informed (13%) about the Council and its services, with a significant decreased noted for those who felt informed (37% cf. 2012, 53%). This corresponds to a significant increase in those who felt neither informed nor not informed (33% cf. 2012, 22%).

Informed about the Council and its services ²⁵



²⁵ Q: Using the same scale of 1 to 5, where 1 is not well informed and 5 is very well informed, how well informed do you feel about the Council and its services? Base: 2014 n=400, Base: 2012, n=400.