
**NELSON CITY COUNCIL RESIDENTS SURVEY
JUNE 2016**

SUMMARY OF RESULTS

EXECUTIVE SUMMARY

Versus Research was commissioned by Nelson City Council (Council) to conduct Council's 2016 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. This year, a nine minute telephone survey was conducted with Nelson City residents.

The Resident Satisfaction Survey asked residents about their:

- satisfaction with transport
- usage of, and satisfaction with, parks and recreation
- usage of, and satisfaction with, arts and cultural facilities and Council events
- satisfaction with opportunities for feedback
- satisfaction with, and preferred form of, communication.

TRANSPORT

This year, 44% of residents are satisfied (33%) or very satisfied (11%) with transport. A further 41% of residents are neither satisfied nor dissatisfied, and 13% are dissatisfied (10%) or very dissatisfied (3%). Year-on-year changes show a significant decrease in satisfaction from 2014's results (44% cf. 2014, 55%), however, satisfaction has increased 5% since 2011. This decrease in satisfaction appears to be driven by an increase in neither nor ratings (41% cf. 2014, 28%).

Reasons for dissatisfaction with transport revolve around public transport being limited (35%), there being too much traffic and congestion (28%) and the cycleways needing improving (27%).

The majority of residents who are in the workforce travel to work using a private vehicle (62%). At a lower level, residents travel to work using a bicycle (11%), walking or running (10%) or using a company vehicle (7%). This year, significantly fewer residents indicate they travel to work using a company vehicle (7% cf. 2014, 15%).

PARKS AND RECREATION

Eighty-six percent of residents are satisfied (48%) or very satisfied (38%) with parks and recreation. For this measure, comparisons to previous years are

indicative, as in previous years this has been asked as two questions. Results from previous years have been combined to create an average result across the two questions. Indicative results show there has been an overall increase of 10% since 2014 in satisfied ratings.

This year a new question was included which asked residents about their satisfaction with recreational opportunities. Sixty-five percent of residents are satisfied (46%) or very satisfied (19%) with the provision of recreation opportunities for people of all ages and abilities in their community, with a further 25% of residents neither satisfied nor dissatisfied with this.

Overall, 43% of residents indicate they have used a pool in the past twelve months. This year's result is a 4% decrease in reported usage since 2014.

Seventy-four percent of pool users are satisfied (36%) or very satisfied (38%) with the pools, this is a 5% decrease in satisfaction since 2014. Of note, residents are less likely to indicate they are satisfied this year (36% cf. 2014, 50%), however, this appears to be driven by an increase in very satisfied ratings, with no statistically significant change in dissatisfaction.

Three quarters (73%) of residents have used the public toilets in the past year.

Almost half (45%) of public toilet users are satisfied (30%) or very satisfied (15%) with the public toilets. Overall, satisfaction has continued to increase from previous years, satisfaction has increased 10% from 2011's results and 18% from 2010's results. Very satisfied (15% cf. 2011, 8%) and dissatisfied ratings (19% cf. 2011, 13%) have both increased significantly since 2011, indicating that since 2011 some public toilet facilities have become better, while others have deteriorated.

Reasons for dissatisfaction with the public toilets pertain largely to the toilets being dirty and unclean (68%). At a lower level, residents also mention they are old and need updating or improving (30%), there are not enough public toilets (10%) and that they need to be cleaned or maintained more frequently (9%).

SUMMARY OF RESULTS

SOCIAL

Comparisons to 2014's results regarding the Suter Art Gallery are indicative only, as there has been a change in the question wording this year to include the temporary location. The Suter Art Gallery has been moved to a temporary location while its permanent location is being refurbished which may have contributed to a decrease in satisfaction with the gallery.

Just under half (48%) of residents have visited the Suter Art Gallery. This year's result is a significant decrease in usage from 2014's results (48% cf. total, 63%).

Amongst users of the Suter Art Gallery, 66% are satisfied (39%) or very satisfied (27%) with it. There has been a continuous decrease in satisfaction amongst users of the gallery, satisfaction has decreased 10% since 2011.

At a total level, 48% of residents are satisfied (31%) or very satisfied (17%) with the Suter Art Gallery. Overall satisfaction has decreased 7% from 2014's results. Notably this year, residents who don't know how to rate this have increased significantly (23% cf. 2014, 14%).

This year a new question was included which asked residents about their satisfaction with public art in Nelson. Fifty-five percent of residents are satisfied (34%) or very satisfied (21%) with public art in the city. A further 29% of residents are neither satisfied nor dissatisfied and 13% are dissatisfied (10%) or very dissatisfied (3%) with public art.

Reasons for dissatisfaction include residents feeling the money could be better spent on other things (46%) and that they don't like the art or sculptures (30%). At a lower level, residents also mention they would like to see different art (10%), that they are not interested in art (8%) and that there is too much art or that it is not needed (4%).

Sixty-nine percent of residents have used a public library in the past year.

The majority of residents indicate the main library they visit is the Elma Turner library (81%). Stoke was

indicated as the main library for 16% of residents. Two percent of residents said Tahunanui is their main library.

Overall, 87% of residents are satisfied (40%) or very satisfied (47%) with public libraries. Overall satisfaction has decreased 4% since 2014, although this is not significant. Satisfaction amongst library users is high, with 98% of users satisfied (34%) or very satisfied (64%) with public libraries.

Attendance at Council events has decreased this year across all events, excluding attendance at Opera in the Park, which has remained at 2014's attendance level.

CORPORATE

Thirty-seven percent of residents are satisfied (27%) or very satisfied (10%) with their opportunities to provide feedback and take part in Council's decision making. There has been an overall decrease in satisfaction this year, which is driven by an increase in neither satisfied nor dissatisfied ratings, with a further 41% of residents neither satisfied nor dissatisfied and 15% of residents dissatisfied (11%) or very dissatisfied (4%).

Reasons for dissatisfaction with opportunities to provide feedback pertain to residents not being aware of how to give feedback (32%), a feeling that Council doesn't care about public feedback (28%) and that there isn't a lot of communication or consultation with Council (25%).

COMMUNICATION

Thirty-seven percent of residents indicate they are well informed (29%) or very well informed (8%) about Council and its services. Overall, this is a 13% decrease in satisfied ratings since 2014 and a 27% decrease since 2012. Notably this year, the proportion of residents indicating they are well informed (29% cf. 2014, 37%) or are very well informed (8% cf. 2014, 13%) has decreased significantly; however, this appears to be driven by an increase in neither satisfied nor dissatisfied ratings, rather than an increase in dissatisfaction.

Reasons for not feeling well informed are residents not hearing anything from Council and

SUMMARY OF RESULTS

Council needing to communicate more (39%), Council making decisions without consulting or communicating with residents (23%) and that information is not advertised enough and is not readily available (20%).

Residents were asked to select their single most preferred method of communication, a third (33%) of residents indicate they would prefer to receive information from Council in articles in newspapers. Following this, residents mention their preferred option is through e-newsletters or email (23%) and flyers in the mail (22%).

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BACKGROUND AND OBJECTIVES

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.

The Resident Satisfaction Survey asked residents about their:

- satisfaction with transport
- usage of, and satisfaction with, parks and recreation
- usage of, and satisfaction with, arts and cultural facilities and Council events
- satisfaction with opportunities for feedback
- satisfaction with, and preferred form of, communication.

Interviewing for this research was conducted by telephone (using computer-assisted telephone interviewing) in-house at Versus Research. All interviewing was carried out between 16th of May and 3rd of June 2016 from 4:30 p.m. to 8:30 p.m. Interviews were, on average, nine minutes. Phone numbers were called a maximum of five times before being removed from the sample.

WEIGHTING

Age and gender weightings have been applied to the final data set for this project. Weighting ensures that specific demographic groups are not under or over represented in the final data set and that each group is represented as it would be in the population. Weighting gives greater confidence that the final results are representative of the Nelson City population overall and are not skewed by a particular demographic group. The proportions used for the age and gender weights are taken from the 2013 Census (Statistics NZ). These proportions are outlined in the table below.

Gender	Expected (Census)	Achieved (pre-weighting)
Male	48%	44%
Female	52%	56%
Age		
16-39	33%	12%
40-64	45%	50%
65+	22%	38%

MARGIN OF ERROR

Margin of error (MOE) is a statistic used to express the amount of random sampling error present in a survey’s results. The MOE is particularly relevant when analysing a subset of the data as smaller sample sizes incur a greater MOE.

The final sample size for this particular study is n= 400, which gives a maximum margin of error of +/- 4.8 percent at the 95 percent confidence interval; that is, if the observed result on the total sample of n=400 respondents is 50 percent (point of maximum margin of error), then there is a 95 percent probability that the true answer falls between 45.1 percent and 54.9 percent.

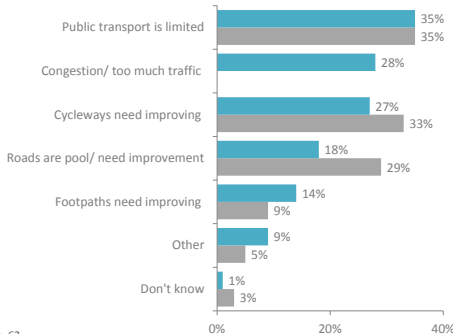
REPORTING OF RESULTS

Results are shown at the total level for all measures. Where applicable, previous year's results are also shown in the chart. Base sizes for each question are shown within the chart. Significance testing has been applied to these results. A significant difference means that the results show an actual change and that this is not due to chance. This testing compares the previous years result to the total and is conducted at the 95% confidence interval. Green shading indicates this year's result is significantly higher than the previous year's results, while purple shading indicates this year's result is significantly lower than the previous year's result. It should also be noted that not all questions have been asked of residents each year, and there are no comparisons to last year (2015).

Ratings have been combined into satisfied (satisfied and very satisfied), neither satisfied nor dissatisfied and dissatisfied (dissatisfied and very dissatisfied) to display differences between areas, age and gender. Significance testing has also been applied to the age, gender and area results. Any significant differences have been noted here.

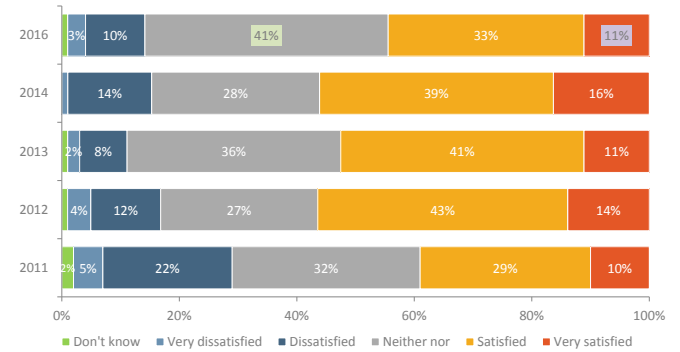
REASONS FOR DISSATISFACTION

Dissatisfied residents were asked why they are dissatisfied, these results were recorded verbatim and post-coded by theme. Residents mention their reasons for dissatisfaction with transport revolve around the public transport being limited (35%), there being too much congestion and traffic (28%) and that the cycleways need improving (27%). This year, there being too much congestion or traffic appears to be a new issue within the area.



SATISFACTION WITH TRANSPORT OVERALL

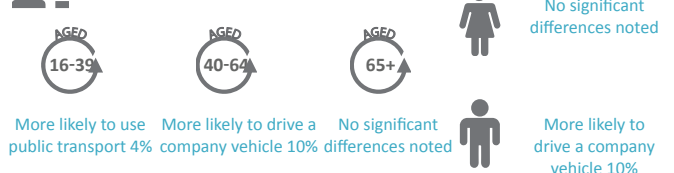
Forty four per cent of residents are satisfied (33%) or very satisfied (11%) with transport overall. Compared to 2014's results, overall satisfaction has decreased significantly (44% cf. 2015, 55%), as have very satisfied ratings (11% cf. 2014, 16%), while neutral ratings have increased significantly since 2014's results (41% cf. 2014, 28%).



AREA DIFFERENCES



DEMOGRAPHIC DIFFERENCES



Reasons for dissatisfaction were collected verbatim and post-coded by theme. Where the base size is <n=30, all verbatim responses have been shown.

It should also be noted that not all percentages shown add up to 100%. 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.

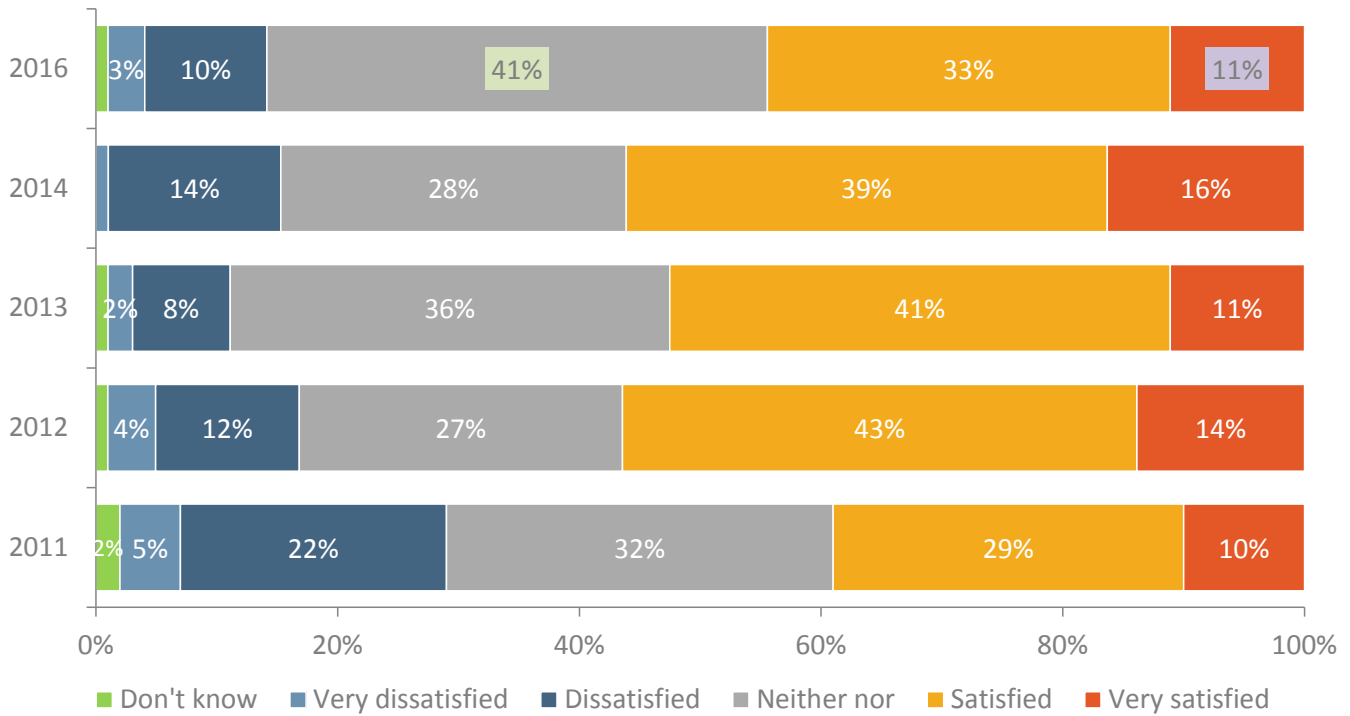
TRANSPORT

TRANSPORT | TRANSPORT OVERALL



SATISFACTION WITH TRANSPORT OVERALL

Forty-four percent of residents are satisfied (33%) or very satisfied (11%) with transport overall. Compared to 2014's results, overall satisfaction has decreased significantly (44% cf. 2014, 55%), as have very satisfied ratings (11% cf. 2014, 16%), while neither nor ratings have increased significantly since 2014's results (41% cf. 2014, 28%).



Base size: 2016 n=400; 2014 n=400; 2013 n=400; 2012 n=400; 2011 n=400.



AREA DIFFERENCES



No significant differences noted



No significant differences noted



No significant differences noted



No significant differences noted



DEMOGRAPHIC DIFFERENCES



No significant differences noted



Less likely to be satisfied 36%



No significant differences noted



No significant differences noted



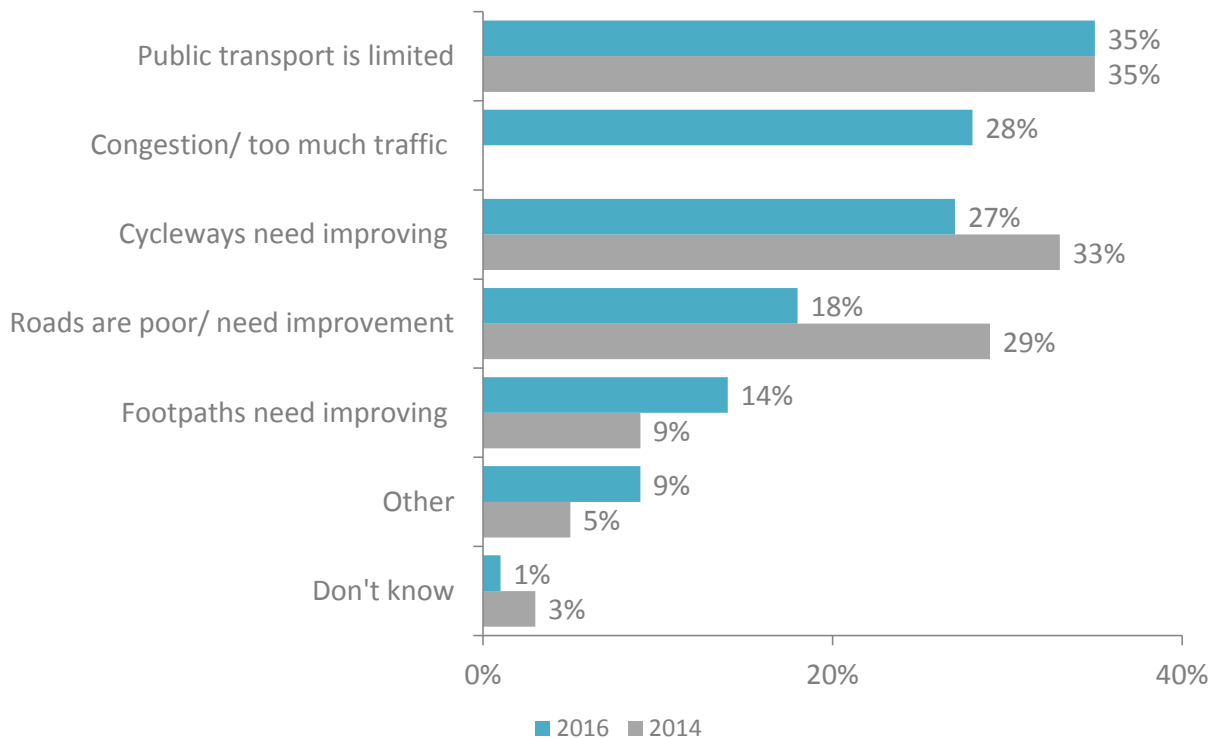
No significant differences noted

TRANSPORT | TRANSPORT OVERALL



REASONS FOR DISSATISFACTION

Dissatisfied residents were asked why they are dissatisfied, these results were recorded verbatim and post-coded by theme. Residents mention their reasons for dissatisfaction with transport revolve around the public transport being limited (35%), there being too much congestion and traffic (28%) and that the cycleways need improving (27%). This year, there being too much congestion or traffic appears to be a new issue within the area.



Base size: 2016 n=62; 2014 n=68.



AREA DIFFERENCES



STOKE

No significant differences noted



TAHUNANUI

No significant differences noted



N. CENTRAL

No significant differences noted



N. NORTH

No significant differences noted



DEMOGRAPHIC DIFFERENCES



No significant differences noted



No significant differences noted



No significant differences noted



No significant differences noted



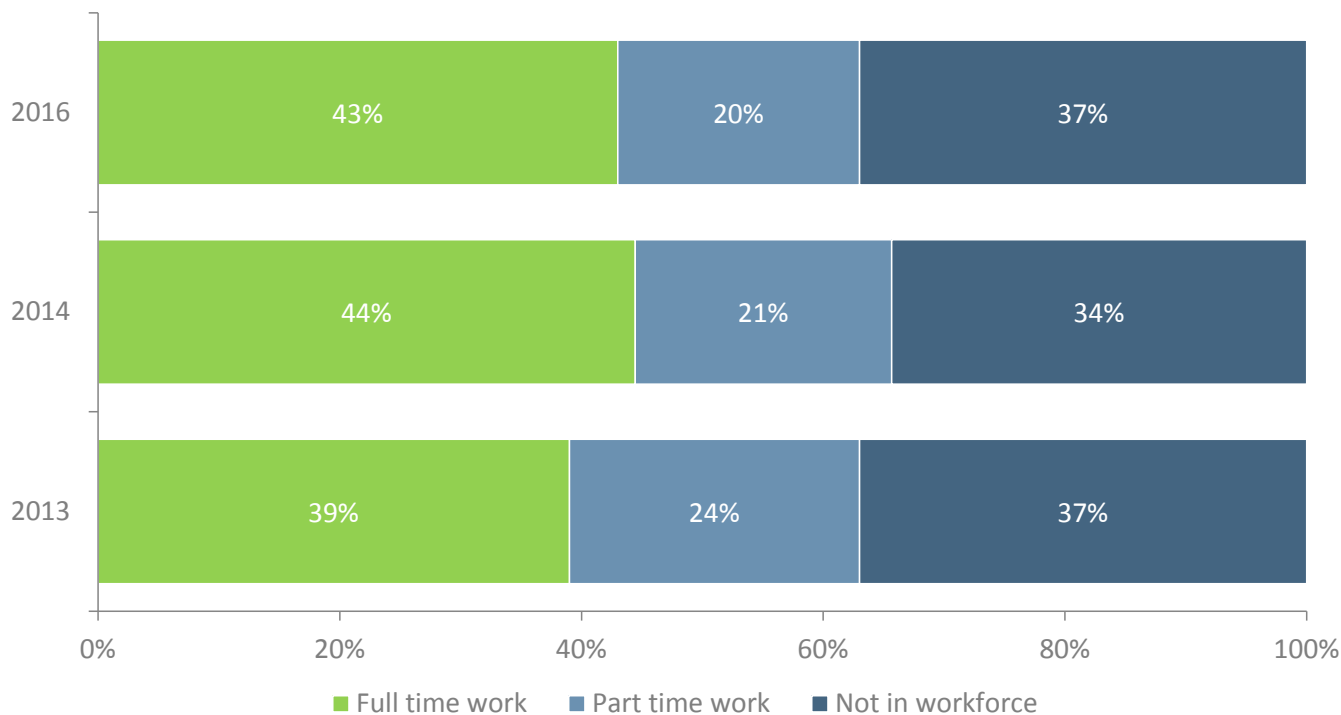
No significant differences noted

TRANSPORT | WORK STATUS



WORK STATUS

Residents' work status remains similar to previous years, with 43% of residents indicating they work full time. A further 20% of residents work part time, and 37% are not in the workforce.



Base size: 2016 n=400; 2014 n=400; 2013 n=400.



AREA DIFFERENCES



No significant differences noted



No significant differences noted



No significant differences noted



No significant differences noted



DEMOGRAPHIC DIFFERENCES



No significant differences noted



More likely to work full time 60%



More likely to not be in the workforce 81%



More likely to work part time 25%



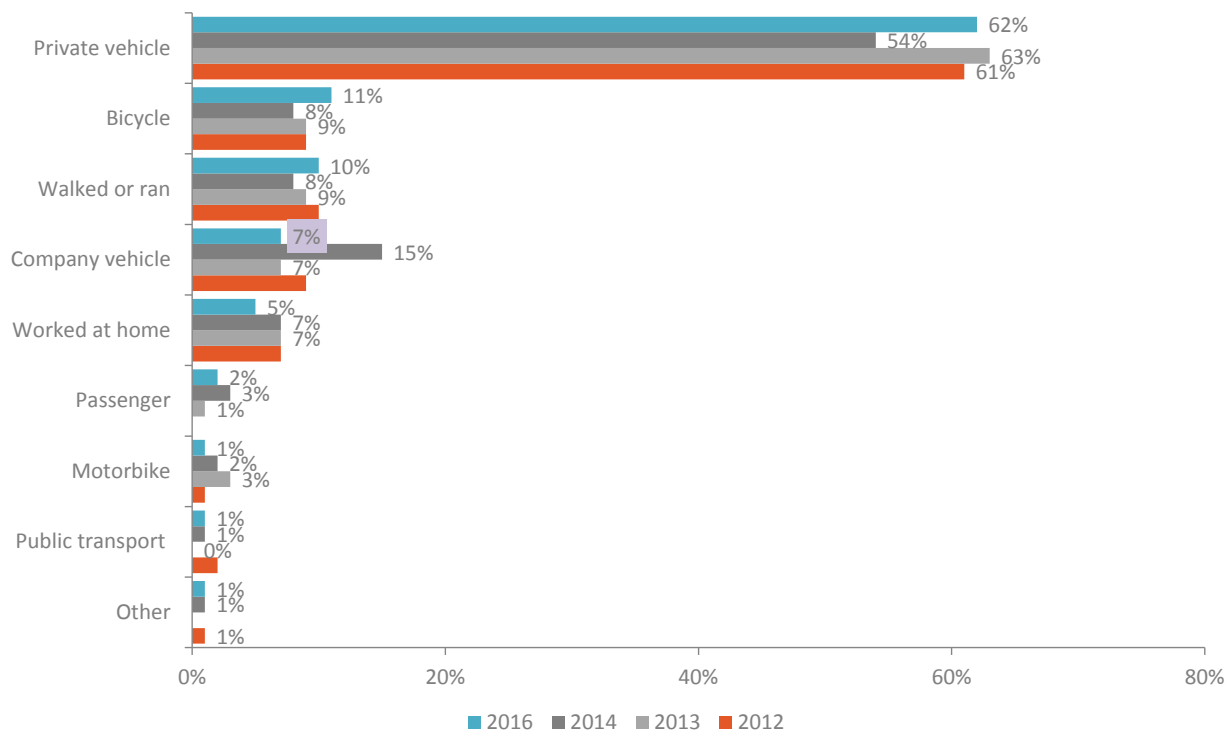
No significant differences noted

TRANSPORT | TRAVELLING TO WORK



MAIN WAY TRAVELLED TO WORK

Of residents who are in the workforce, 62% travel to work in a private vehicle. Although not significant, this is an 8% increase since 2014's results. Following this, residents mention they travel to work by bicycle (11%) and walk or run to work (10%). Notably this year, there has been a significant decrease in residents mentioning they drive a company vehicle to work (7% cf. 2014, 15%).



Base size: 2016 n=227; 2014 n=252; 2013 n=254; 2012 n=269.



AREA DIFFERENCES

STOKE

More likely to be a passenger in a vehicle 8%

TAHUNANUI

No significant differences noted

N. CENTRAL

More likely to walk or run 15%

N. NORTH

More likely to drive a company vehicle 17%



DEMOGRAPHIC DIFFERENCES



More likely to use public transport 4%



More likely to drive a company vehicle 10%



No significant differences noted



No significant differences noted



More likely to drive a company vehicle 10%

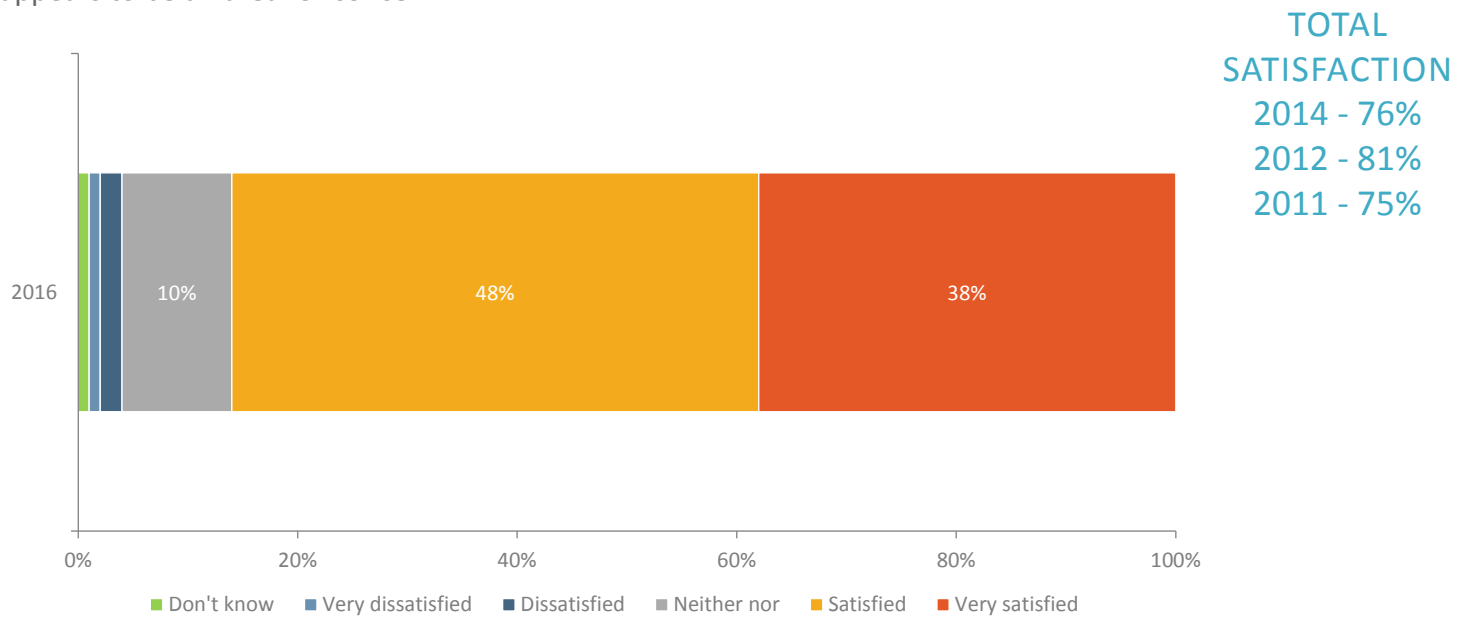
PARKS AND RECREATION

PARKS AND RECREATION | OVERALL SATISFACTION



SATISFACTION WITH PARKS AND RECREATION

The majority of residents (86%) are satisfied (48%) or very satisfied (38%) with the parks and recreation. Comparisons to previous years are indicative only, as in previous years this was asked as two questions about parks and open spaces, and recreation and leisure. The 2011, 2012 and 2014 results show the average result across both questions for each rating, total satisfaction for previous years is shown next to the 2016 chart. Compared to results from 2014, there has been a 10% increase in satisfaction. Indicative comments for reasons for dissatisfaction with parks and recreation pertain to dissatisfaction with Council decisions around spending and maintenance of park and recreational facilities. Satisfaction with pools also appears to be an area for concern.



Base size: 2016 n=400.



AREA DIFFERENCES

<div data-bbox="119 1400 343 1489" data-label="Text"> <p>STOKE</p> </div> <div data-bbox="98 1523 375 1610" data-label="Text"> <p>No significant differences noted</p> </div>	<div data-bbox="486 1400 710 1489" data-label="Text"> <p>TAHUNANUI</p> </div> <div data-bbox="462 1523 742 1610" data-label="Text"> <p>No significant differences noted</p> </div>	<div data-bbox="861 1400 1085 1489" data-label="Text"> <p>N. CENTRAL</p> </div> <div data-bbox="837 1523 1117 1610" data-label="Text"> <p>No significant differences noted</p> </div>	<div data-bbox="1236 1400 1460 1489" data-label="Text"> <p>N. NORTH</p> </div> <div data-bbox="1212 1523 1492 1610" data-label="Text"> <p>No significant differences noted</p> </div>
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DEMOGRAPHIC DIFFERENCES

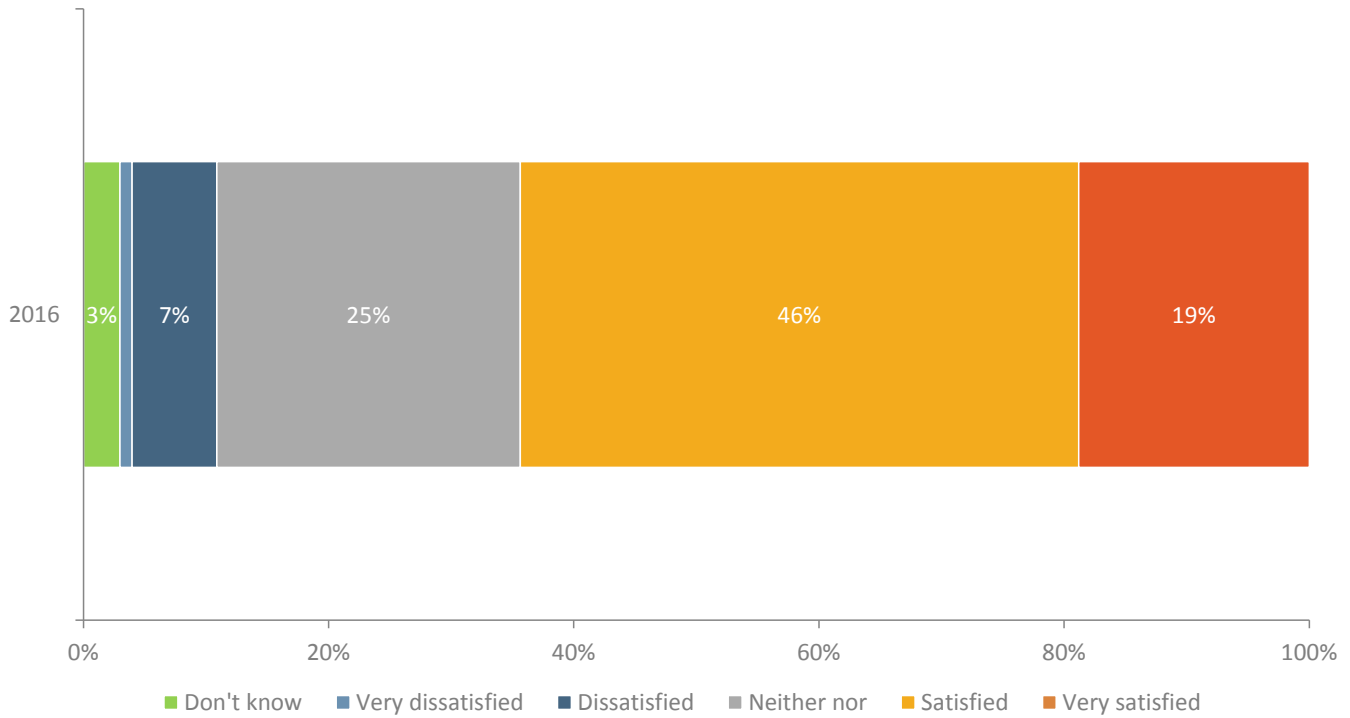
<div data-bbox="159 1792 295 1937" data-label="Text"> <p>AGED 16-39</p> </div> <div data-bbox="106 1971 383 2058" data-label="Text"> <p>No significant differences noted</p> </div>	<div data-bbox="478 1792 614 1937" data-label="Text"> <p>AGED 40-64</p> </div> <div data-bbox="430 1971 710 2058" data-label="Text"> <p>No significant differences noted</p> </div>	<div data-bbox="798 1792 933 1937" data-label="Text"> <p>AGED 65+</p> </div> <div data-bbox="742 1971 1021 2058" data-label="Text"> <p>No significant differences noted</p> </div>	<div data-bbox="1021 1702 1117 1859" data-label="Image"> </div> <div data-bbox="1173 1724 1500 1859" data-label="Text"> <p>More likely to give a neither nor rating 14%</p> </div>
			<div data-bbox="1021 1937 1117 2094" data-label="Image"> </div> <div data-bbox="1173 1971 1500 2105" data-label="Text"> <p>More likely to be satisfied with parks and recreation 91%</p> </div>

PARKS AND RECREATION | RECREATION OPPORTUNITIES



SATISFACTION WITH RECREATION OPPORTUNITIES

This year, residents were asked about their satisfaction with the provision of recreational facilities for all ages and abilities in their community. Sixty-five percent of residents are satisfied (46%) or very satisfied (19%) with their recreational opportunities.



Base size: 2016 n=400.



AREA DIFFERENCES



More likely to be dissatisfied 12%



No significant differences noted



No significant differences noted



Less likely to be satisfied 52%



DEMOGRAPHIC DIFFERENCES



No significant differences noted



No significant differences noted



More likely to not know 8%



More likely to give a neither nor rating 29%



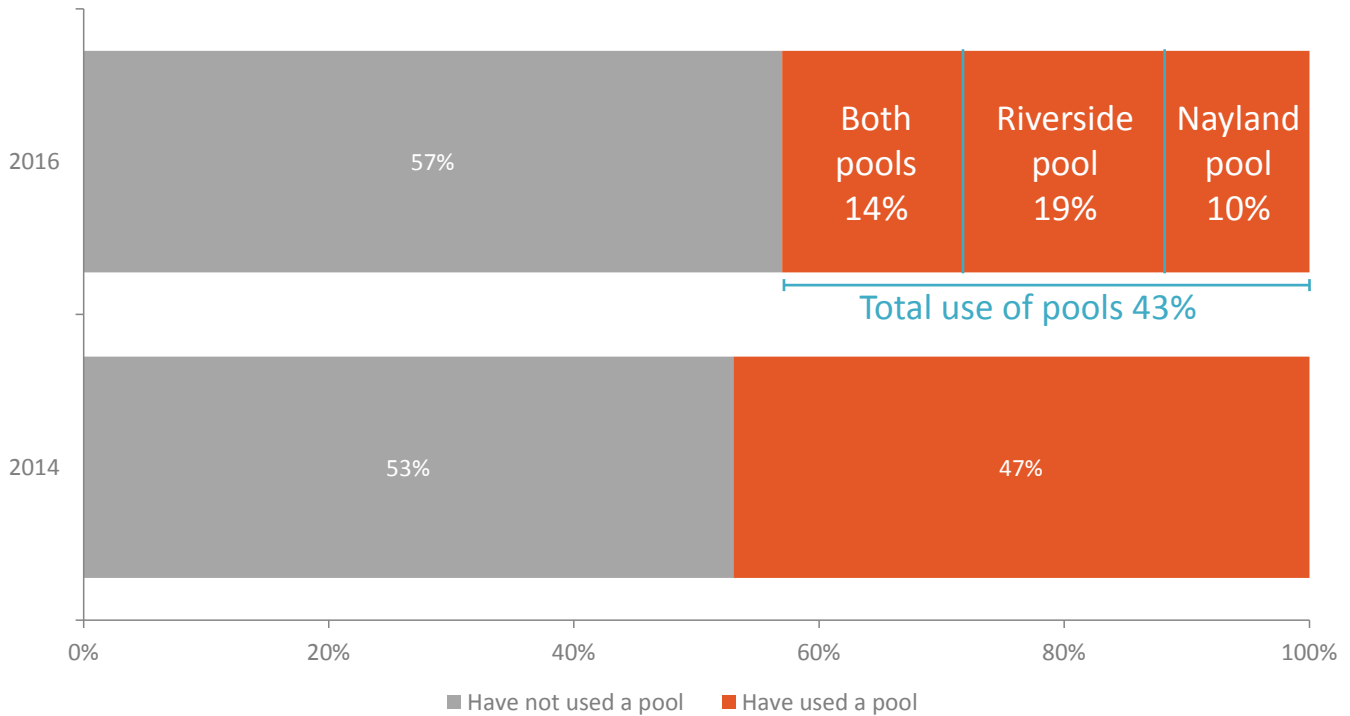
More likely to be satisfied 72%

PARKS AND RECREATION | USE OF POOLS



USE OF POOLS

Forty-three percent of residents have used or visited a pool in the past twelve months. Although not statistically significant, this is a 4% decrease from 2014's results. This year residents were also asked which pool they used or visited, 14% of residents have used both pools, 19% the Riverside pool and 10% the Nayland pool. A further 57% of residents have not used or visited a pool in the past year.



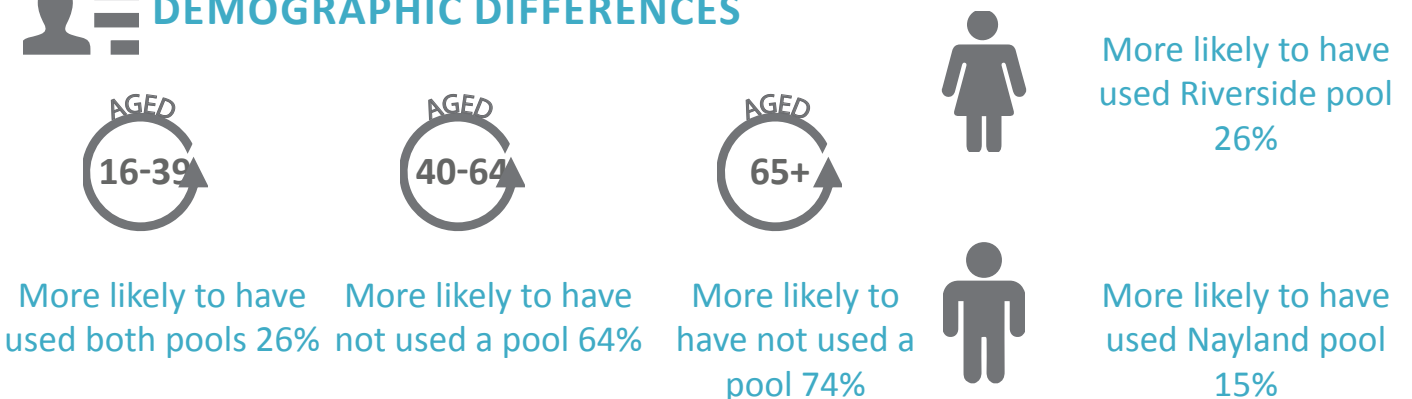
Base size: 2016 n=369; 2014 n=400.



AREA DIFFERENCES



DEMOGRAPHIC DIFFERENCES

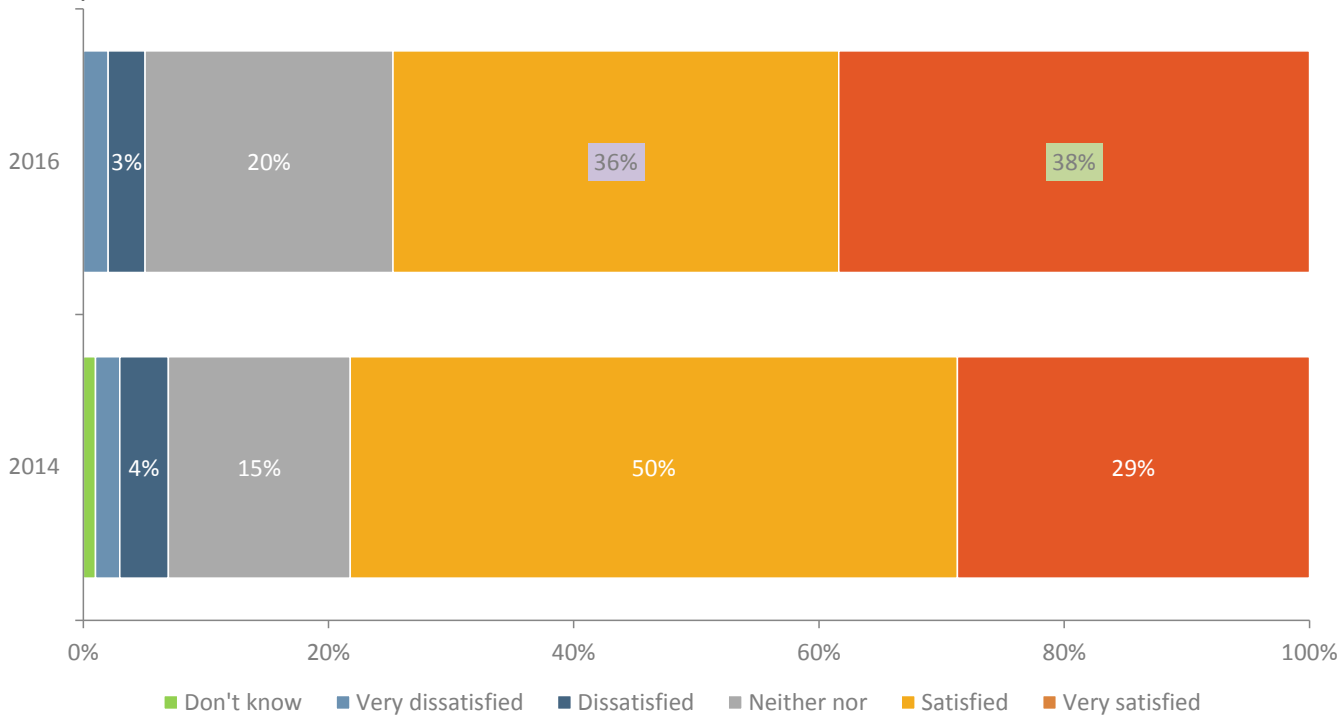


PARKS AND RECREATION | SATISFACTION WITH POOLS



SATISFACTION WITH POOLS

Overall, 74% of pool users are satisfied (36%) or very satisfied (38%) with the pools. There has been a significant decrease in total satisfaction scores (36% cf. 2014, 50%), concurrently there has been a 9% increase in very satisfied results (38% cf. 2014, 29%). Indicative comments show reasons for dissatisfaction with the pool appear to pertain mostly to the cleanliness of the pool, and the cleanliness and maintenance of the pool facilities.



Base size: 2016 n=143; 2014 n=184.



AREA DIFFERENCES



More likely to be dissatisfied 11%



No significant differences noted



No significant differences noted



No significant differences noted



DEMOGRAPHIC DIFFERENCES



No significant differences noted



No significant differences noted



No significant differences noted



More likely to give a neither nor rating 26%



No significant differences noted

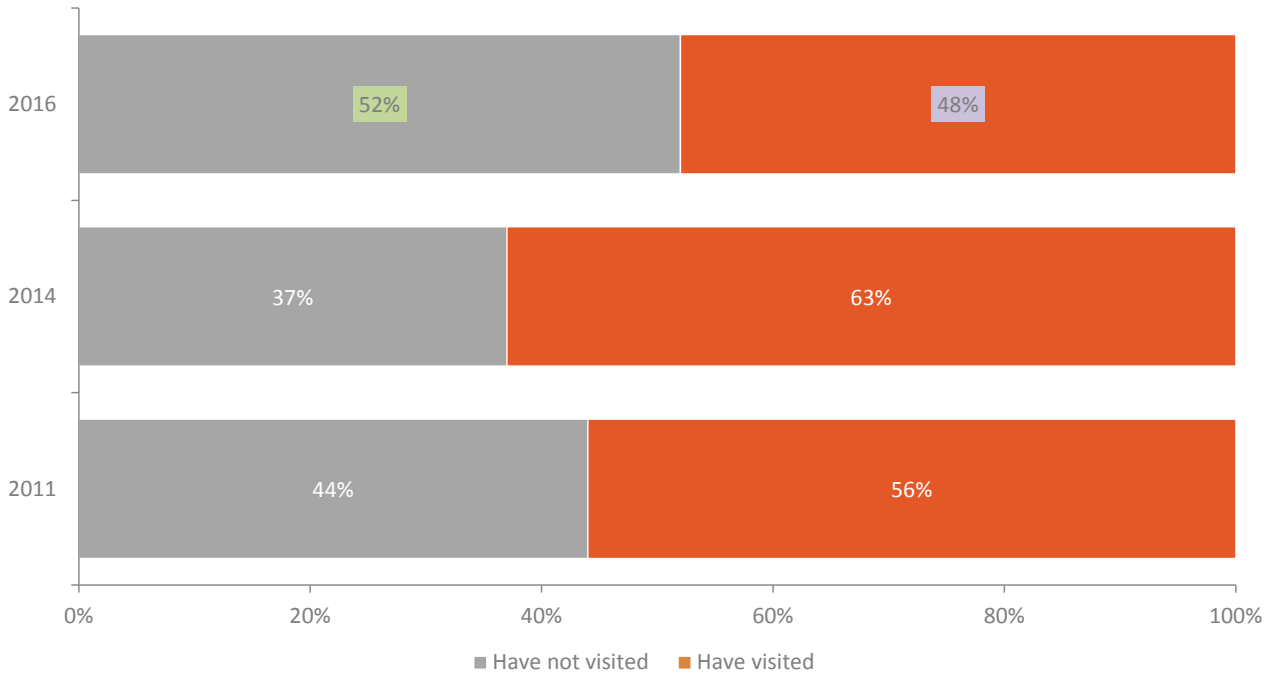
SOCIAL

SOCIAL | SUTER ART GALLERY



USE OF SUTER ART GALLERY

This year, the wording for questions about the Suter Art Gallery was altered to encompass the temporary location as the gallery is currently at a temporary location while its permanent location is under construction, therefore, comparisons to previous years should be interpreted as indicative only. Just under half (48%) of residents have visited the Suter Art Gallery in the past two years, including at its temporary location. This year, there has been a significant decrease in use of the gallery (48% cf. 2014, 63%), and a 8% decrease in usage since 2011.



Base size: 2016 n=400; 2014 n=400; 2011 n=400.



AREA DIFFERENCES



Less likely to have visited the gallery 31%



No significant differences noted



More likely to have visited the gallery 59%



No significant differences noted



DEMOGRAPHIC DIFFERENCES



Less likely to have visited the gallery 37%



More likely to have visited the gallery 53%



No significant differences noted



No significant differences noted



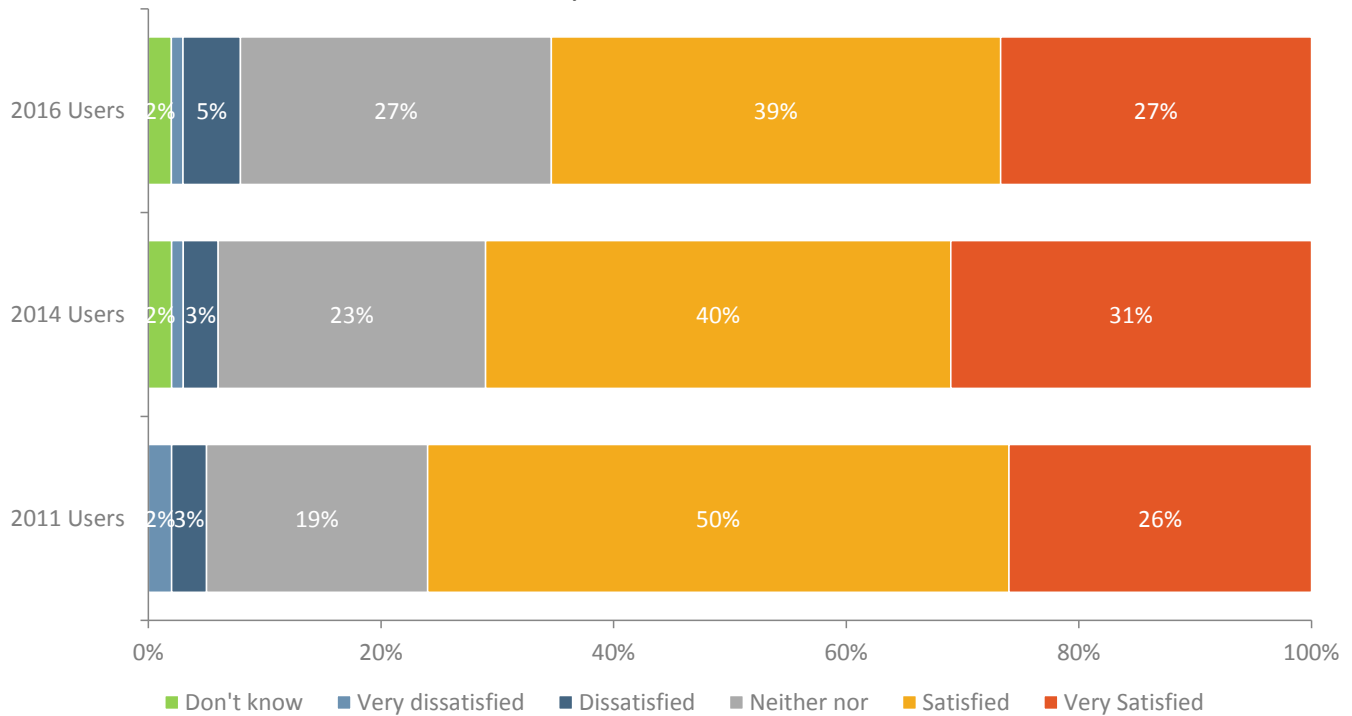
No significant differences noted

SOCIAL | SUTER ART GALLERY



USER SATISFACTION WITH SUTER ART GALLERY

Sixty-six percent of Suter Art Gallery users are satisfied (39%) or very satisfied (27%) with the gallery. Compared to previous years' results, there has been a consistent decrease in satisfaction, which has decreased 10 percentage points since 2011. As previously mentioned, comparisons are indicative due to the question wording change to allow for the temporary location of the gallery. Indicative comments show user dissatisfaction with the Suter Art Gallery is based around the exhibitions.



Base size: 2016 n=206; 2014 n=276; 2011 n=319.



AREA DIFFERENCES



No significant differences noted



No significant differences noted



No significant differences noted



No significant differences noted



DEMOGRAPHIC DIFFERENCES



No significant differences noted



No significant differences noted



No significant differences noted



More likely to be satisfied 75%



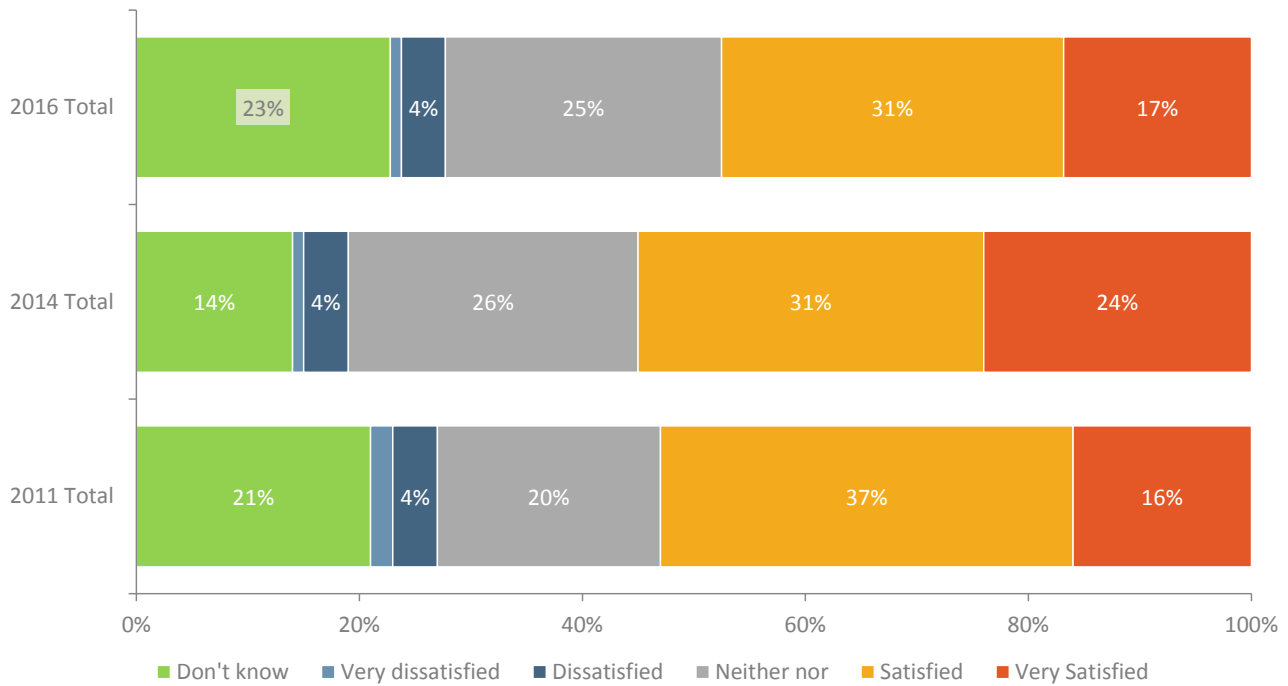
More likely to give a neither nor rating 41%

SOCIAL | SUTER ART GALLERY



RESIDENT SATISFACTION WITH SUTER ART GALLERY

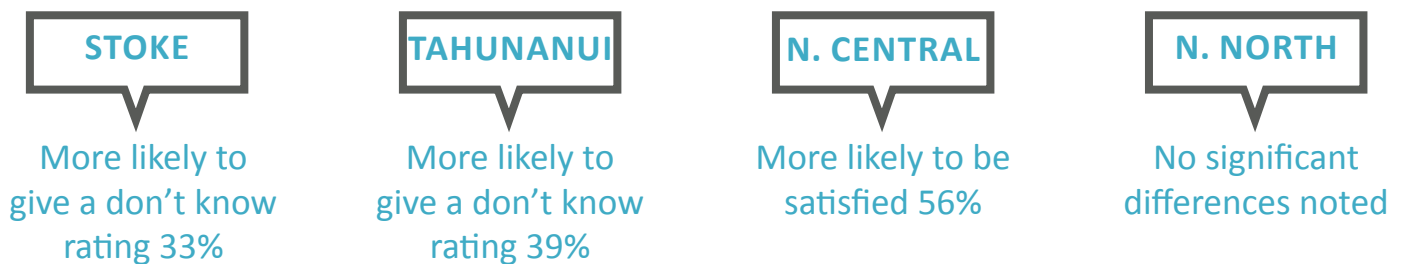
At a total level, 48% of residents are satisfied (31%) or very satisfied (17%) with the Suter Art Gallery, compared to 2014's results this is a 7% decrease in overall satisfaction. There has also been a significant increase in residents indicating they don't know how to answer this (23% cf. total, 14%). This comparison is also indicative as a result of the question wording change. Indicative comments show dissatisfaction among all residents is based on the cost of the gallery and residents not being interested in the gallery.



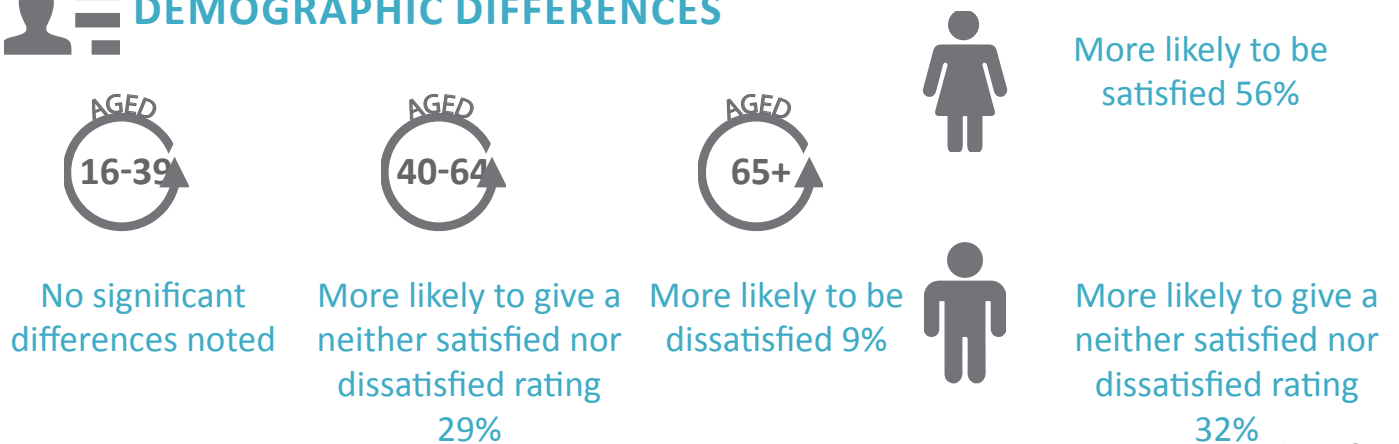
Base size: 2016 n=400; 2014 n=400; 2011 n=550.



AREA DIFFERENCES



DEMOGRAPHIC DIFFERENCES

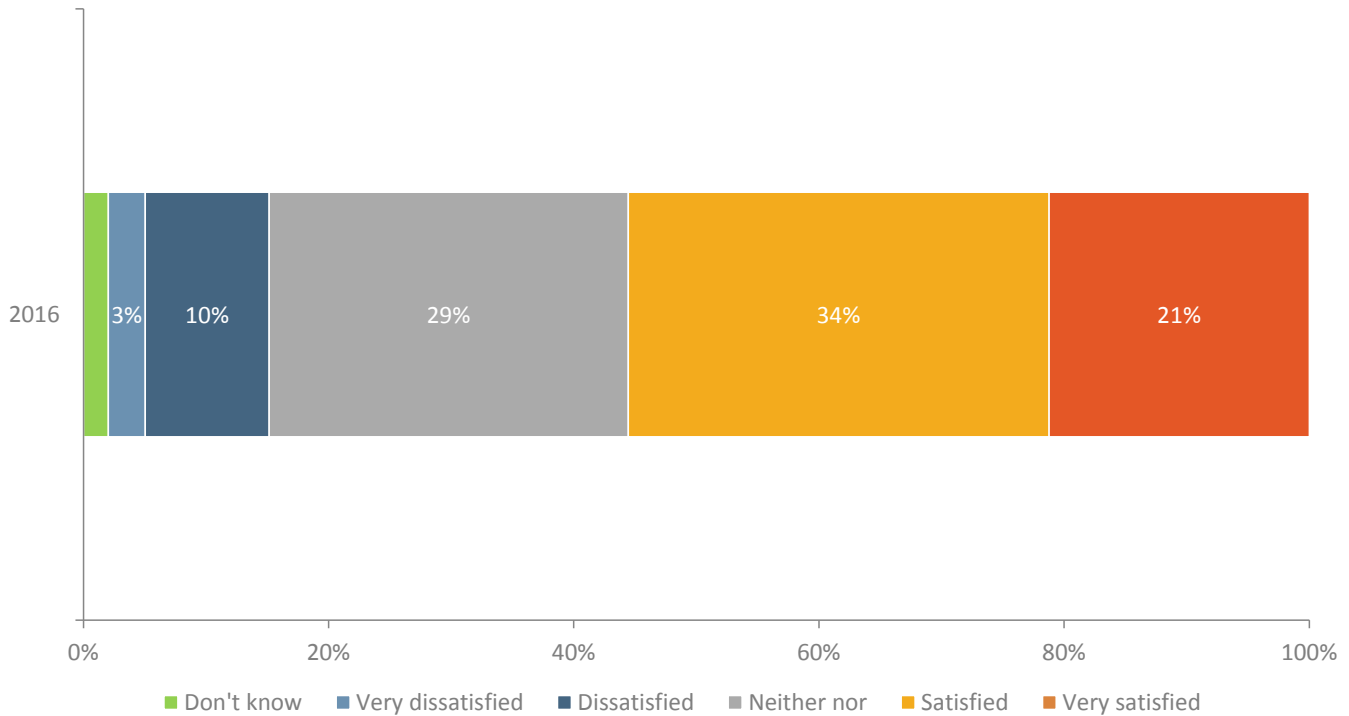


SOCIAL | PUBLIC ART



SATISFACTION WITH PUBLIC ART

This year, residents were asked about their satisfaction with public art in Nelson. Overall, 55% of residents are satisfied (34%) or very satisfied (21%) with public art in Nelson. A further 29% of residents are neither satisfied nor dissatisfied, while 13% are dissatisfied (10%) or very dissatisfied (3%).



Base size: 2016 n=400.



AREA DIFFERENCES



Less likely to be satisfied 42%



No significant differences noted



More likely to be satisfied 64%



No significant differences noted



DEMOGRAPHIC DIFFERENCES



No significant differences noted



No significant differences noted



More likely to be dissatisfied 20%



More likely to be satisfied 60%



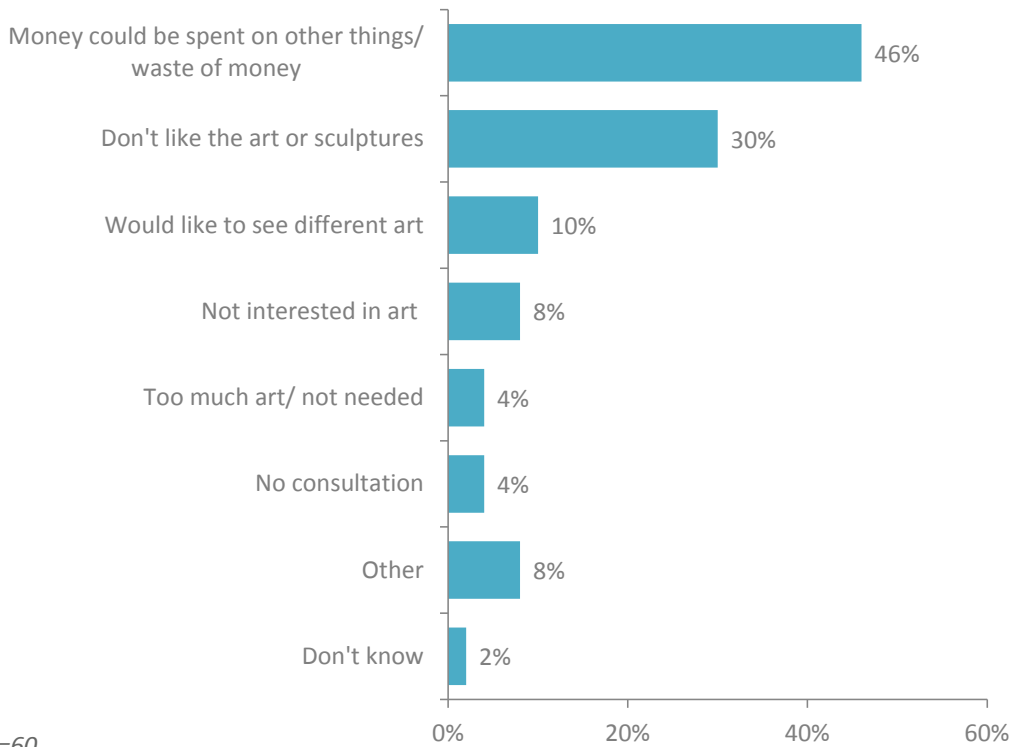
No significant differences noted

SOCIAL | PUBLIC ART



REASONS FOR DISSATISFACTION

Reasons for dissatisfaction with public art revolve around a feeling that the money could be spent on other things (46%), and that residents do not like the sculptures (30%).



Base size: 2016 n=60.



AREA DIFFERENCES



No significant differences noted



No significant differences noted



No significant differences noted



No significant differences noted



DEMOGRAPHIC DIFFERENCES



No significant differences noted



No significant differences noted



No significant differences noted



No significant differences noted



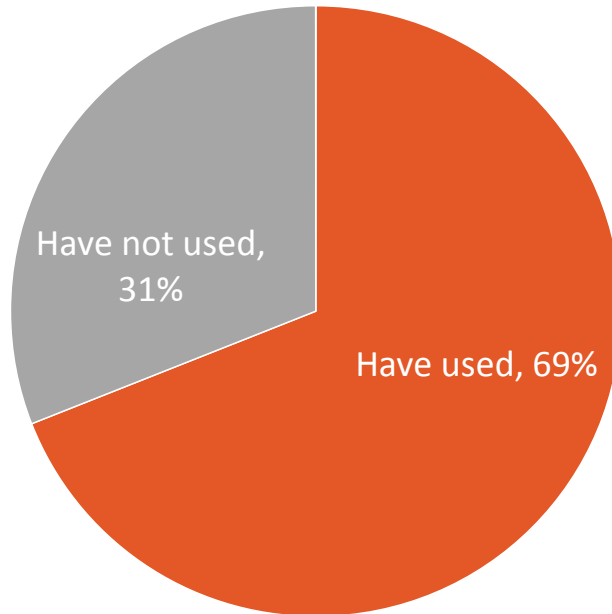
No significant differences noted

SOCIAL | LIBRARIES



USE OF PUBLIC LIBRARIES

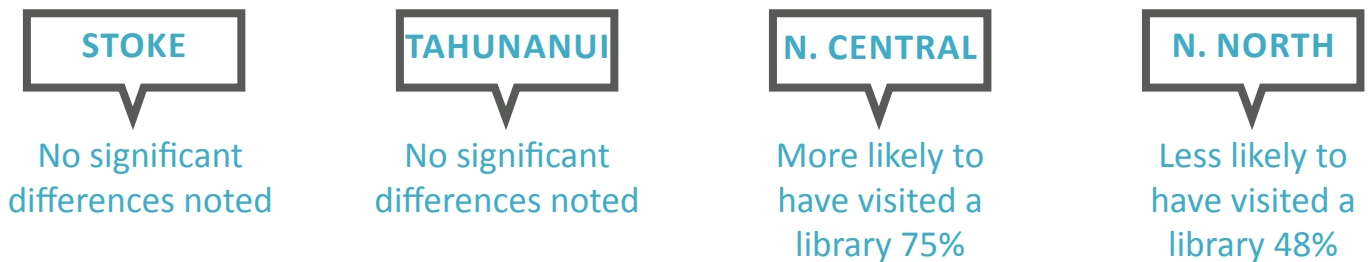
Sixty-nine percent of residents have used a library in the past year.



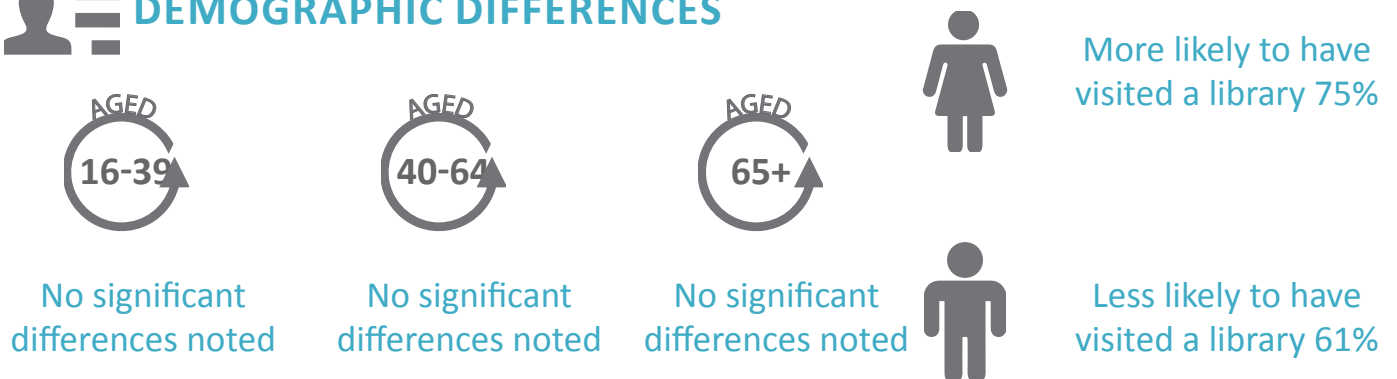
Base size: 2016 n=369



AREA DIFFERENCES



DEMOGRAPHIC DIFFERENCES

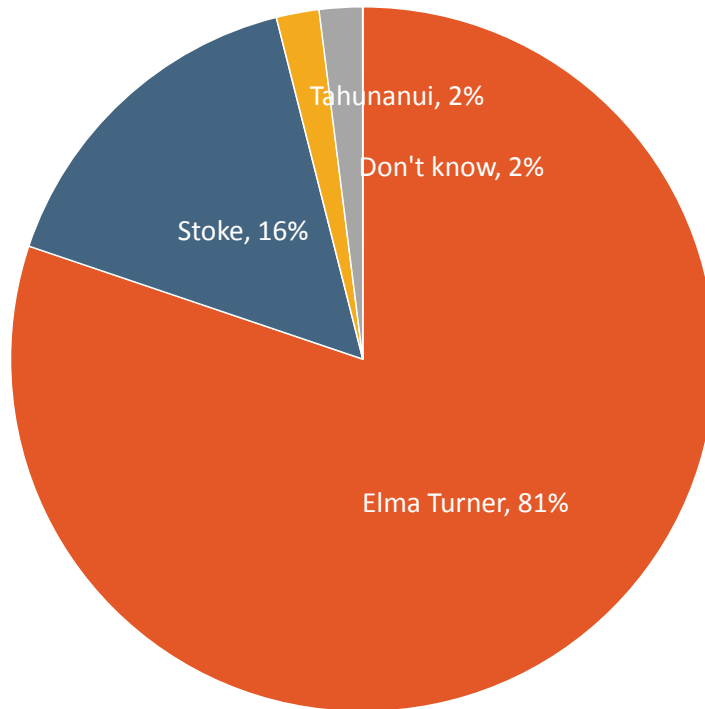


SOCIAL | LIBRARIES



MAIN LIBRARY USED

The majority of library users indicate the main library they use is the Elma Turner library (81%). Following this, 16% of users mainly use the Stoke library and 2% use the Tahunanui library.



Base size: 2016 n=261.



AREA DIFFERENCES



More likely to have visited Stoke library 56%



No significant differences noted



More likely to have visited Elma Turner library 97%



More likely to have visited Elma Turner library 98%



DEMOGRAPHIC DIFFERENCES



No significant differences noted



No significant differences noted



No significant differences noted



No significant differences noted



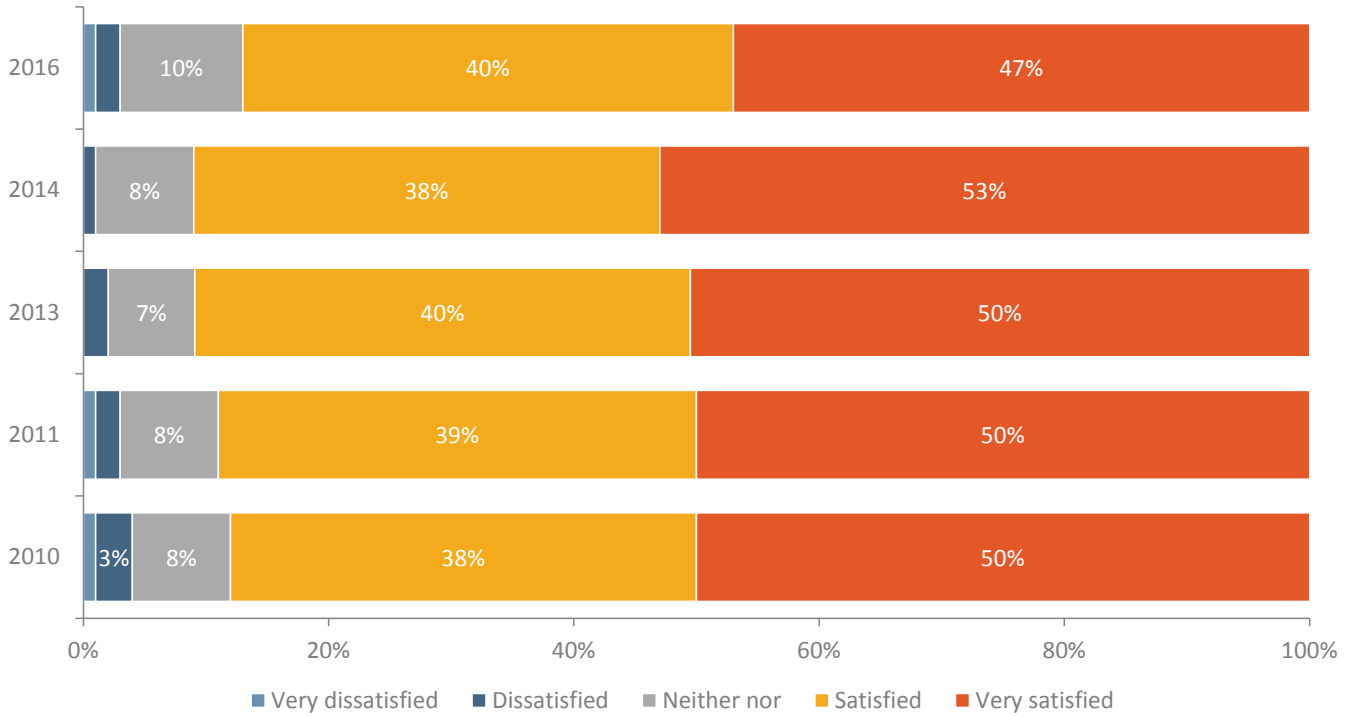
No significant differences noted

SOCIAL | LIBRARIES



SATISFACTION WITH COUNCIL LIBRARIES

The majority of residents (87%) are satisfied (40%) or very satisfied (47%) with Council libraries. Compared to previous years' results, satisfaction has decreased 4 percentage points since 2014 and is on a par with results from 2010. In terms of library users, 98% are satisfied (34%) or very satisfied (64%) with the Council libraries. Indicative comments show dissatisfaction with the library revolves around other library users, the library needing updated books and poor customer service.



Base size: 2016 n=386; 2014 n=371; 2013 n=321; 2011 n=384; 2010 n=384.



AREA DIFFERENCES



No significant differences noted



No significant differences noted



No significant differences noted



No significant differences noted



DEMOGRAPHIC DIFFERENCES



No significant differences noted



No significant differences noted



More likely to be dissatisfied 3%



No significant differences noted



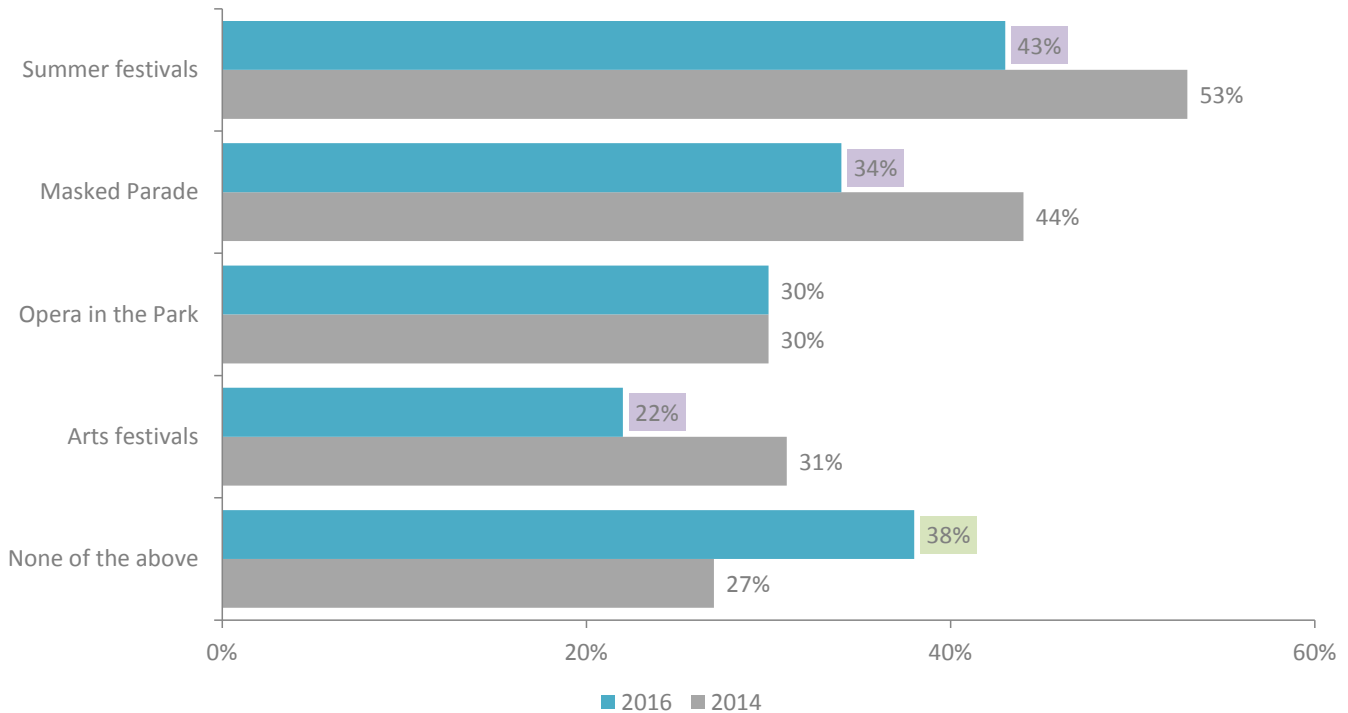
No significant differences noted

SOCIAL | COUNCIL EVENTS



ATTENDANCE OF COUNCIL EVENTS

Overall attendance at Council events has decreased this year. Attendance at summer festivals (43% cf. 2014, 53%), Masked Parade (34% cf. 2014, 44%) and arts festivals (22% cf. 2014, 31%) have decreased significantly this year. Concurrently, residents indicating they have not attended any Council events has increased significantly (38% cf. 2014, 27%).



Base size: 2016 n=400; 2014 n=400.



AREA DIFFERENCES

STOKE

More likely to have not attended any of these 50%

TAHUNANUI

More likely to have not attended any of these 53%

N. CENTRAL

More likely to have attended a summer festival 49%, Masked Parade 42%, Opera in the Park 36%, arts festival 31%

N. NORTH

No significant differences noted



DEMOGRAPHIC DIFFERENCES



More likely to have attended Masked Parade 46%



No significant differences noted



No significant differences noted



More likely to have attended a summer festival event 48%, Masked Parade 40%, Opera in the Park 37%, arts festival 28%



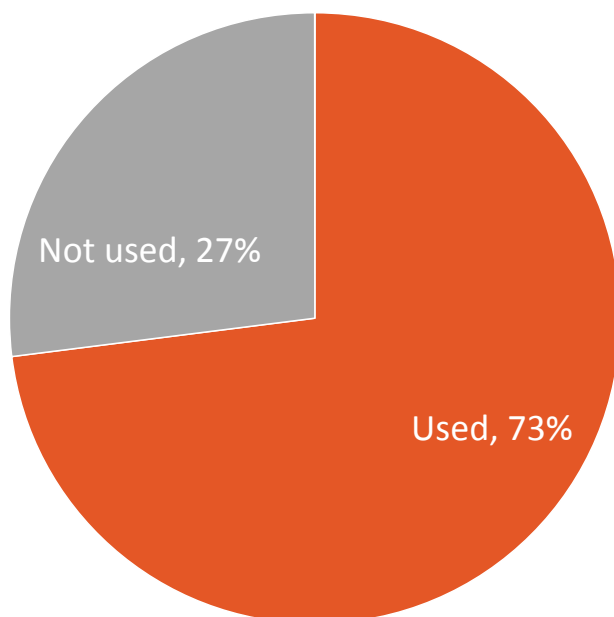
More likely to have not attended any of these 47%

SOCIAL | USE OF PUBLIC TOILETS



USE OF PUBLIC TOILETS

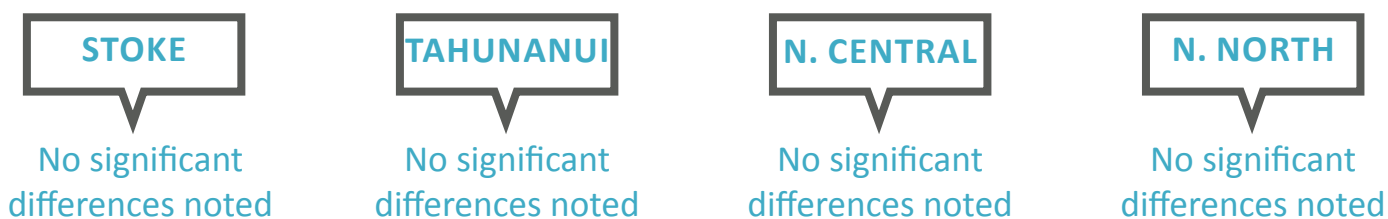
Three quarters (73%) of residents have used a public toilet in the past 12 months.



Base size: 2016 n=400.



AREA DIFFERENCES



DEMOGRAPHIC DIFFERENCES

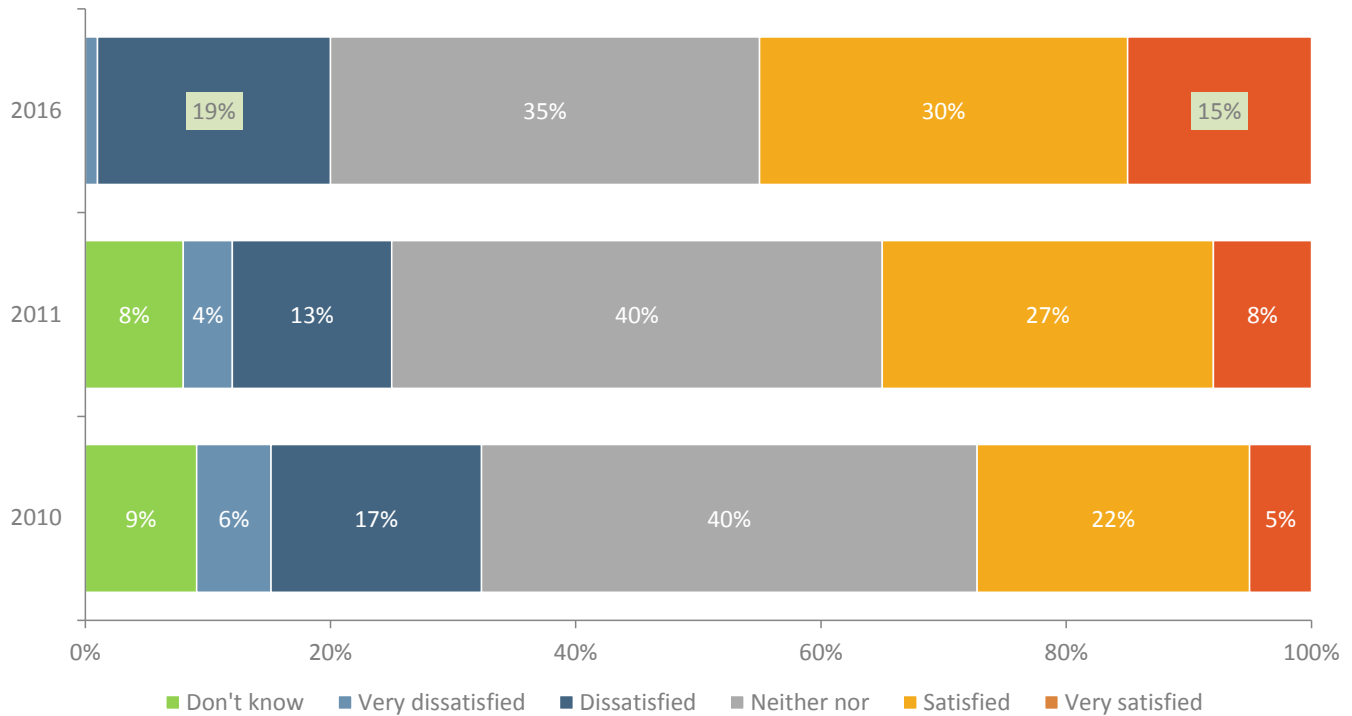


SOCIAL | PUBLIC TOILETS



SATISFACTION WITH PUBLIC TOILETS

Forty-five percent of public toilet users are satisfied (30%) or very satisfied (15%) with the public toilets. Overall satisfaction has increased 10 percentage points from 2011's results and 18% from 2010's results. Notably very satisfied ratings have increased significantly from 2011 (15% cf. 2011, 8%), as have dissatisfied ratings (19% cf. 2011, 13%).



Base size: 2016 n=291; 2011 n=400; 2010 n=400.



AREA DIFFERENCES



More likely to be dissatisfied 32%



No significant differences noted



No significant differences noted



No significant differences noted



DEMOGRAPHIC DIFFERENCES



More likely to be dissatisfied 31%



More likely to be satisfied 53%



More likely to be satisfied 64%



No significant differences noted



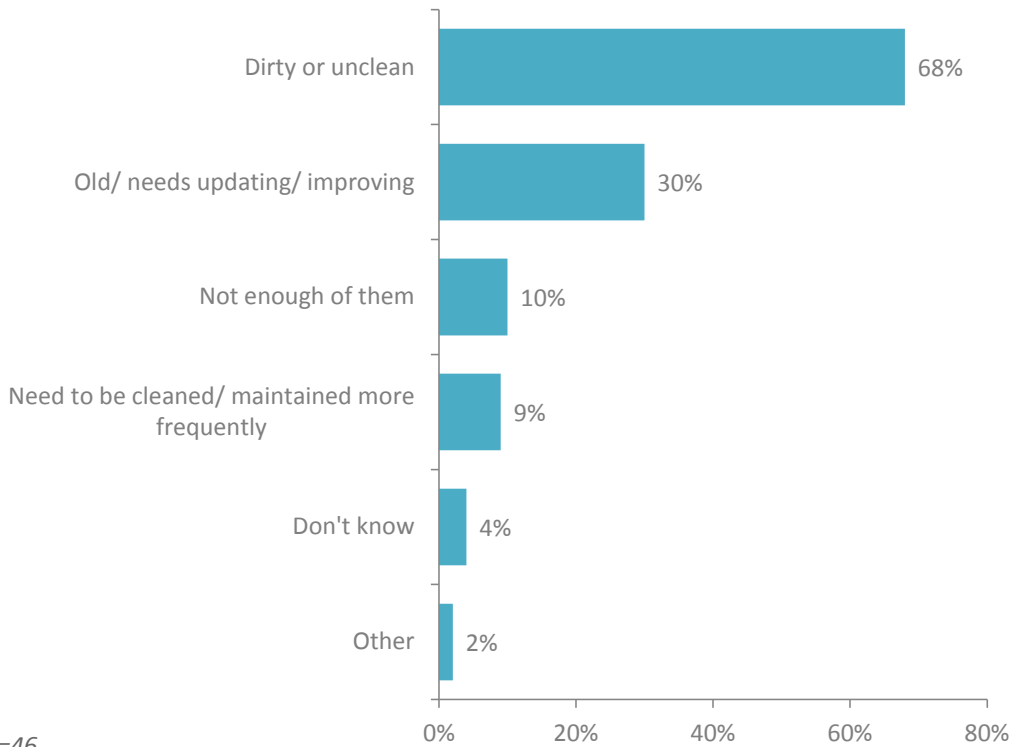
No significant differences noted

SOCIAL | PUBLIC TOILETS



REASONS FOR DISSATISFACTION

Residents mention their dissatisfaction with the public toilets is based on the toilets being dirty or unclean (68%). At a lower level, residents mention the toilets are old, need updating or improving (30%), that there are not enough public toilets (10%) and that the toilets need to be cleaned and maintained more frequently (9%).



Base size: 2016 n=46.



AREA DIFFERENCES

STOKE

No significant differences noted

TAHUNANUI

No significant differences noted

N. CENTRAL

No significant differences noted

N. NORTH

No significant differences noted



DEMOGRAPHIC DIFFERENCES



No significant differences noted



No significant differences noted



No significant differences noted



No significant differences noted



No significant differences noted

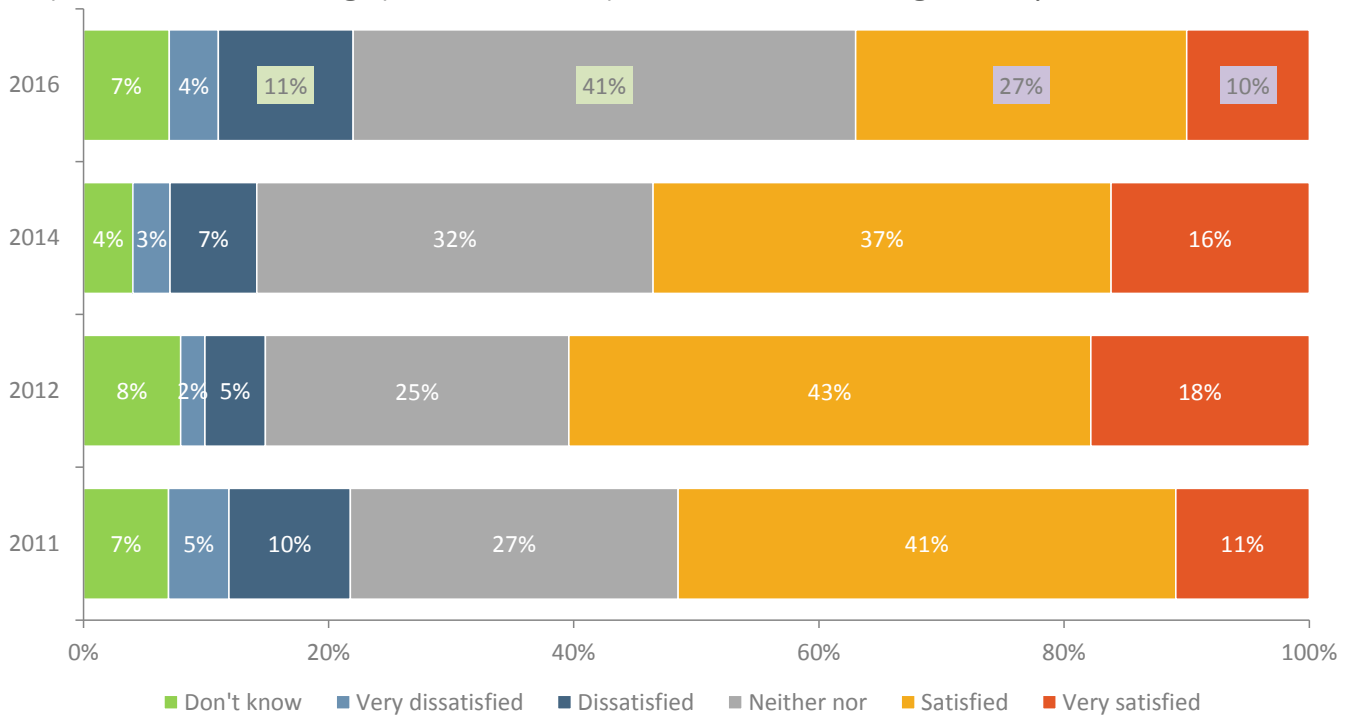
CORPORATE

CORPORATE | FEEDBACK OPPORTUNITIES



SATISFACTION WITH FEEDBACK OPPORTUNITIES

Overall, 37% of residents are satisfied (27%) or very satisfied (10%) with their opportunities for feedback. Compared to previous years' results, satisfaction has decreased significantly (37% cf. 2014, 53%), and 24% since 2012. Specifically, satisfied ratings (27% cf. 2014, 37%) and very satisfied ratings (10% cf. 2014, 16%) have both decreased significantly since 2014, while neither satisfied nor dissatisfied ratings (41% cf. 2014, 32%), and dissatisfied ratings (7% cf. 2014, 11%) have both increased significantly since 2014.



Base size: 2016 n=400; 2014 n=400; 2012 n=400; 2011 n=400.



AREA DIFFERENCES



More likely to be dissatisfied 23%



No significant differences noted



More likely to give a neither nor rating 57%



No significant differences noted



DEMOGRAPHIC DIFFERENCES



No significant differences noted



No significant differences noted



No significant differences noted



No significant differences noted



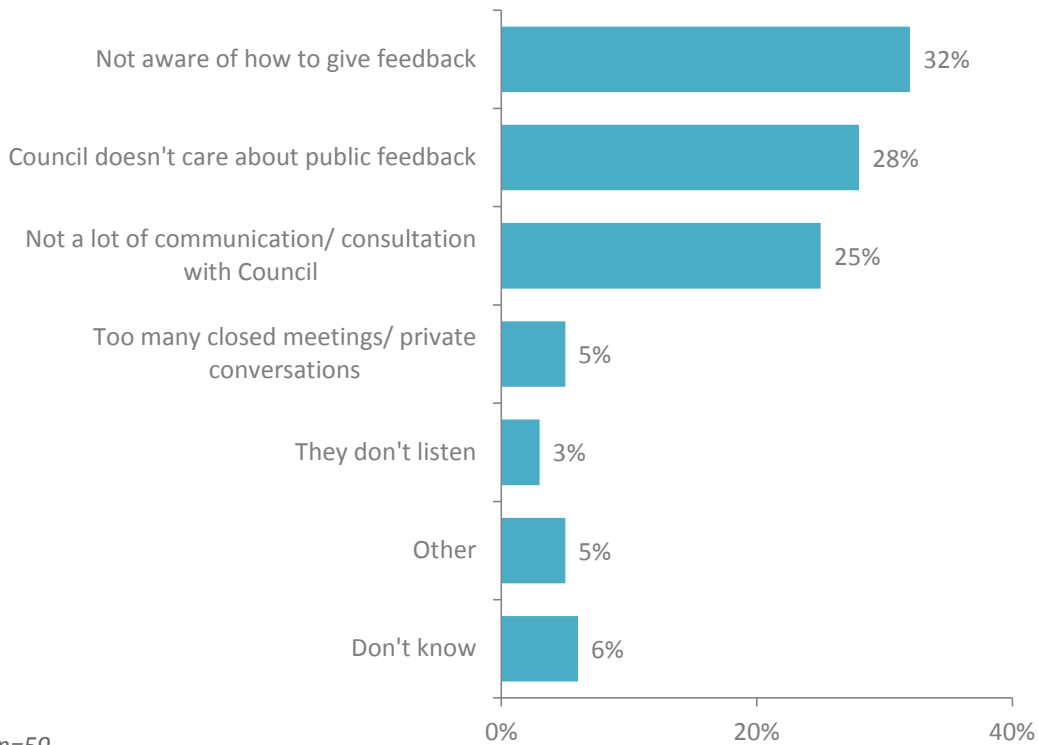
No significant differences noted

CORPORATE | FEEDBACK OPPORTUNITIES



REASONS FOR DISSATISFACTION

Reasons for dissatisfaction with feedback opportunities include residents not being aware of how to give feedback (32%), a feeling that Council doesn't care about public feedback (28%) and that there isn't a lot of communication or consultation with Council (25%).



Base size: 2016 n=59.



AREA DIFFERENCES



STOKE

No significant differences noted



TAHUNANUI

No significant differences noted



N. CENTRAL

No significant differences noted



N. NORTH

No significant differences noted



DEMOGRAPHIC DIFFERENCES



16-39

No significant differences noted



40-64

No significant differences noted



65+

No significant differences noted



No significant differences noted



No significant differences noted

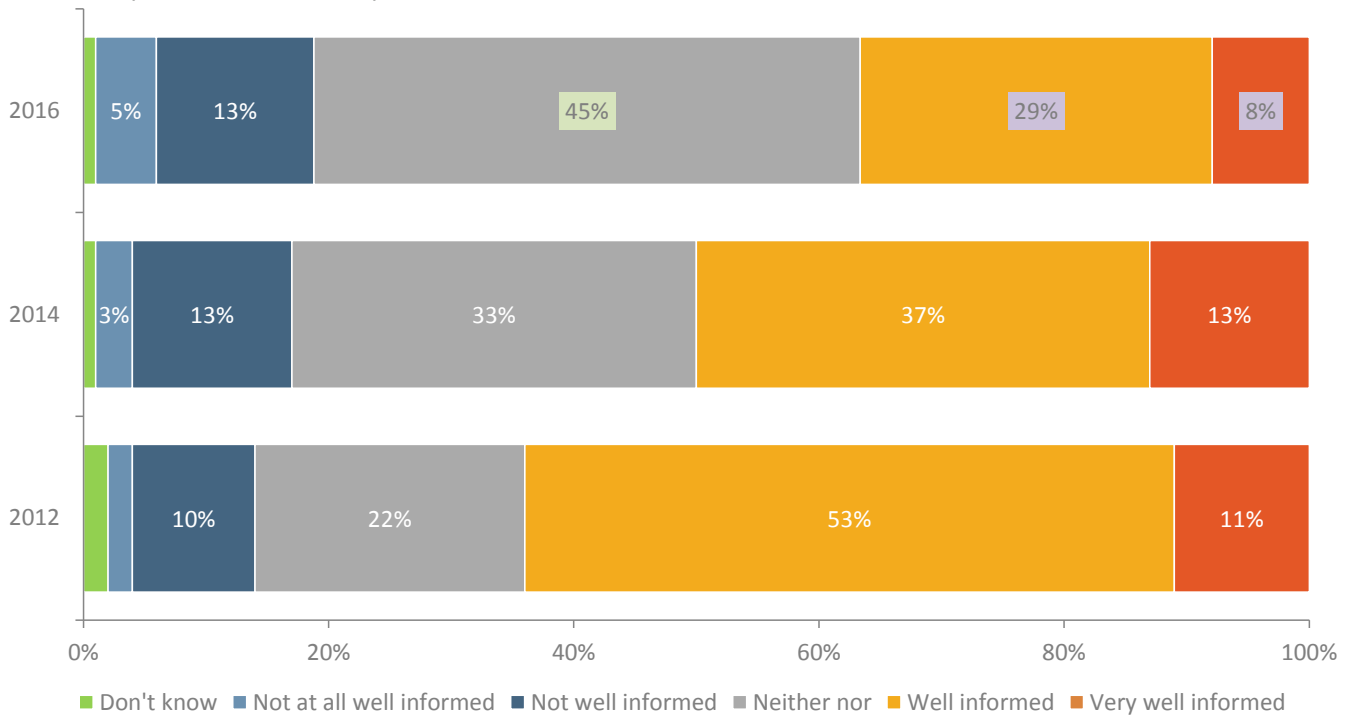
COMMUNICATION

COMMUNICATION | COUNCIL SERVICES



INFORMED ABOUT COUNCIL AND ITS SERVICES

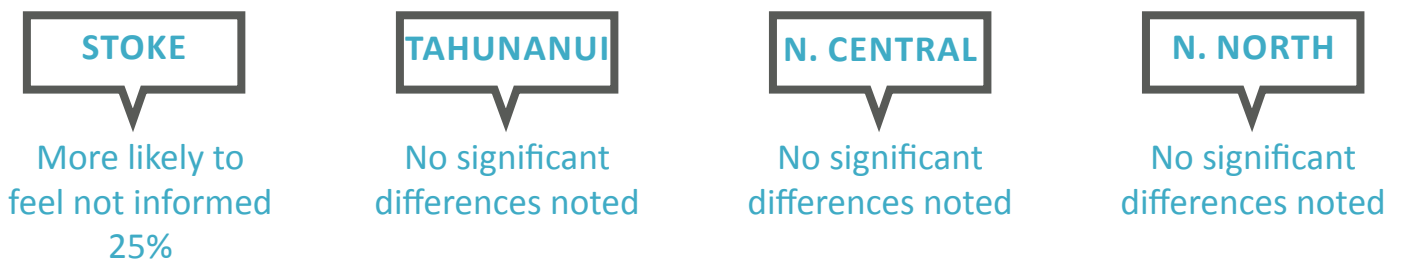
Thirty-seven percent of residents indicate they are well informed (29%) or very well informed (8%) with Council and its services. Total informed ratings have continued to decrease (37% cf. 2014, 50%), decreasing 13% since 2014 and 27% since 2012. This year, well informed (29% cf. 2014, 37%) and very well informed (8% cf. 2014, 13%) ratings have decreased significantly, while neither informed nor uninformed ratings have increased (45% cf. 2014, 33%).



Base size: 2016 n=400; 2014 n=400; 2012 n=400.



AREA DIFFERENCES



DEMOGRAPHIC DIFFERENCES

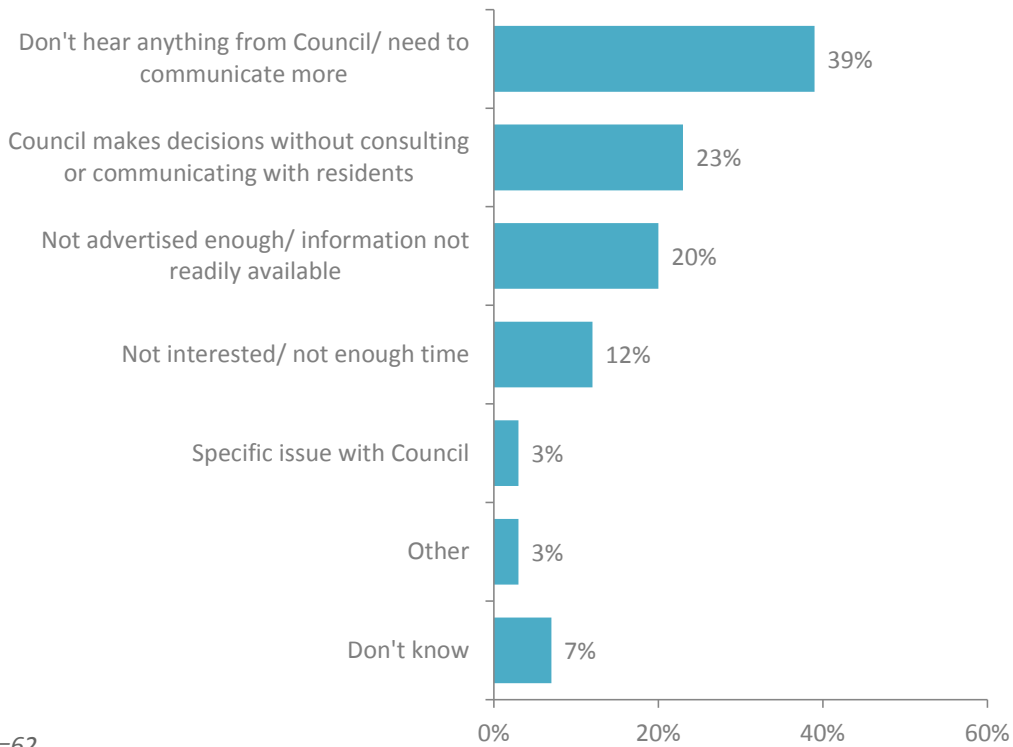


COMMUNICATION | COUNCIL SERVICES



REASONS FOR DISSATISFACTION

Reasons for residents not feeling well informed include residents not hearing from Council and Council needing to communicate more (39%), not enough opportunity to be informed (23%) and not having information advertised or readily available (20%).



Base size: 2016 n=62.



AREA DIFFERENCES



STOKE

No significant differences noted



TAHUNANUI

No significant differences noted



N. CENTRAL

No significant differences noted



N. NORTH

No significant differences noted



DEMOGRAPHIC DIFFERENCES



16-39

No significant differences noted



40-64

No significant differences noted



65+

No significant differences noted



No significant differences noted



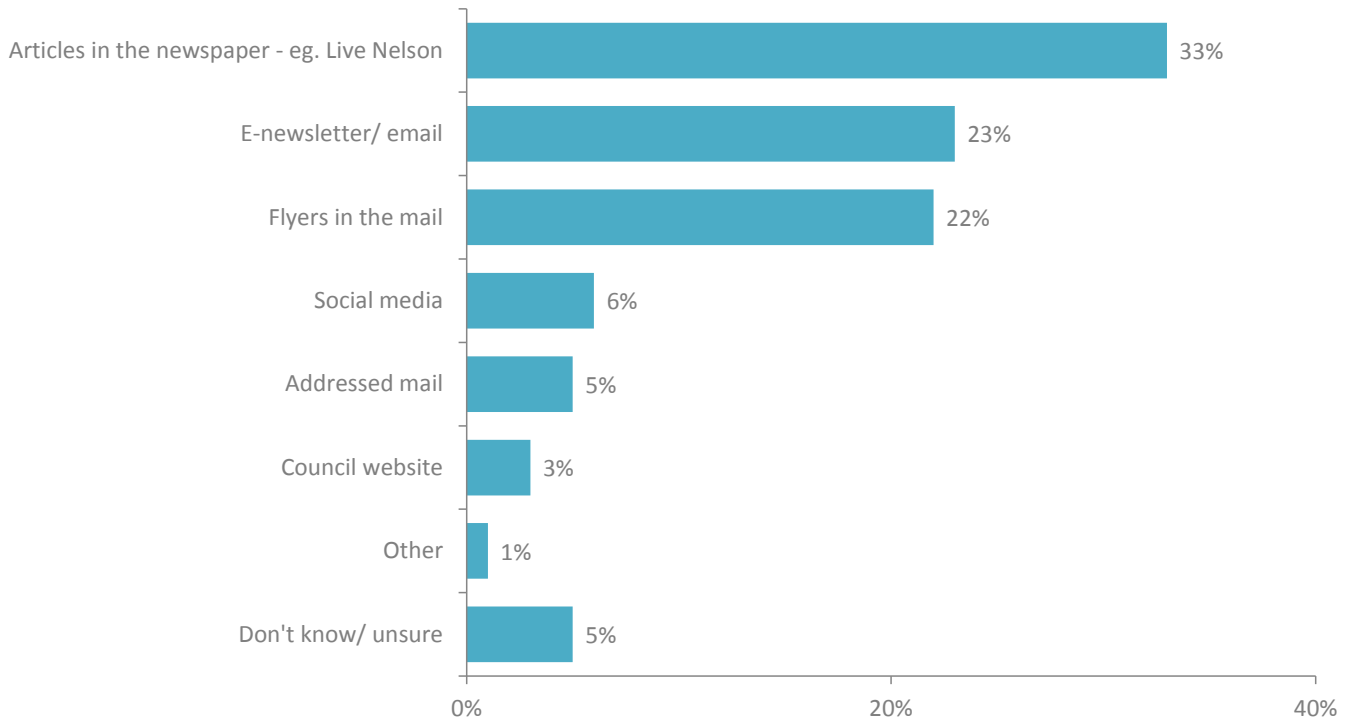
No significant differences noted

COMMUNICATION | COUNCIL SERVICES



PREFER TO RECEIVE INFORMATION FROM COUNCIL

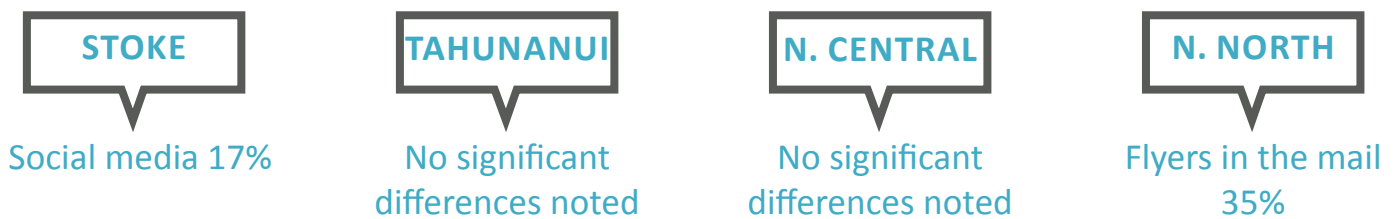
Residents indicate they would prefer to receive information through articles in the newspaper (eg. Live Nelson) (33%), through e-newsletters (23%) and in a flyer in the mail (22%).



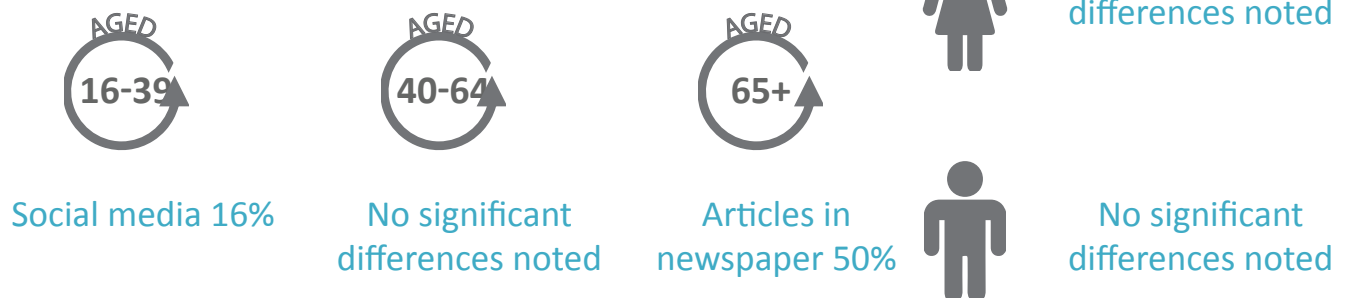
Base size: 2016 n=400.



AREA DIFFERENCES



DEMOGRAPHIC DIFFERENCES



CONCLUDING COMMENTS

Positively, satisfaction has increased across a range of services this year. In particular, satisfaction with parks and recreation has increased this year, notably satisfaction with swimming pools has shifted from satisfied to very satisfied, and satisfaction with public toilets has continued to increase, with satisfaction now 18 percentage points above results from 2010. In addition, satisfaction with the public libraries amongst users is very high, with nearly all library users satisfied with the facilities (98%). Encouragingly, over half of residents are satisfied with the provision of recreational facilities for all ages and abilities in their community.

There has been a decrease in satisfaction from 2014 in terms of transport, and verbatim comments suggest that there has been an increase in traffic and congestion, which may be contributing to a sense of dissatisfaction. However, when compared to 2011, satisfaction with this measure has increased.

The change in location of the Suter Art Gallery appears to have had an impact in both use of and satisfaction with the facility.

Overall, satisfaction with both corporate and communication measures has decreased this year, however, this is paired with an increase in neither nor responses, rather than an increase in dissatisfied ratings. This could indicate that residents are less engaged with Council, rather than less satisfied with them. This would be reinforced by the reasons of dissatisfaction being Council not communicating with residents, or residents not knowing how to communicate with, or provide feedback to, Council. More targeted communication could help to increase satisfaction with corporate and communication measures. It should also be noted that residents would prefer to receive information from Council through articles in the newspaper (including Live Nelson), an email or newsletter, or a flyer in the mail.