

**NELSON CITY COUNCIL  
RESIDENTS SURVEY  
JUNE 2018**

**RESIDENTS SURVEY**

**PUBLIC PERCEPTIONS AND**

**INTERPRETATIONS OF**

**COUNCIL SERVICES/FACILITIES**

**AND REPRESENTATION**

**PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:**

**NELSON CITY COUNCIL**

**JUNE 2018**



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**NB: Please note the following explanations for this report:**



Figures that are comparably lower than percentages for other respondent types.



Figures that are comparably higher than percentages for other respondent types.

Arrows, whenever shown, depict a directional trend.

Please note that unusual or one-off occurrences, such as climatic events, can affect ratings.

**In general, where bases are small (<30), no comparisons have been made. For small bases, the estimates of results are not statistically reliable due to the high margins of error.**

Icons used in this report made by Freepik from [www.flaticon.com](http://www.flaticon.com)

## A. SITUATION AND OBJECTIVES

Council has engaged a variety of approaches, both to seeking public opinion and to communicating its decisions and programmes to the people resident in the area. One of these approaches was to commission the National Research Bureau's to conduct its Residents Survey in June 2018.

This year's survey sought to obtain the views of Nelson City residents on the specific issues relating to ...

- satisfaction with selected Council activities,
- residents work status,
- main ways they travel to work,
- usage of, and satisfaction with, art facilities and events,
- usage of, and satisfaction with, recreation opportunities and facilities,
- specific waste and recycling behaviour,
- satisfaction with opportunities available to provide feedback,
- how well informed residents feel about Council and its services,
- preferred way / ways to get news or information about what Nelson City Council is doing and,
- how often they would like to receive 'Our Nelson'.

\* \* \* \* \*

## B. RESIDENT SURVEY SPECIFICATIONS

### Sample Size

This Residents Survey was conducted with 407 residents of Nelson City.

### Interview Type

Interviewing was conducted mainly by telephone, with calls being made between 4.30pm and 8.30pm on weekdays and 9.30am and 8.30pm weekends.

### Sample Selection

The white pages of the telephone directory were used as the sample source, with every "xth" number being selected; that is, each residential (non-business) number selected was chosen in a systematic, randomised way (in other words, at a regular interval), in order to spread the numbers chosen in an even way across all relevant phone book pages.

A door-to-door sample of 40 residents across Nelson was conducted this year. This was targeted at those aged 16 to 39 as this age group in particular, is increasingly difficult to contact by phone.

Quota sampling was used to ensure an even balance of male and female respondents.

A target of interviewing 80 residents aged 16 to 39 years was also set. Every effort was made to reach this target, but at the conclusion of the interviewing period the total of 78 was achieved.

Households were screened to ensure they fell within the Nelson City Council's geographical boundaries.

The following area quotas were also applied:

|                |       |
|----------------|-------|
| Nelson Central | 200   |
| Nelson North   | 60    |
| Stoke          | 80    |
| Tahunanui      | 60    |
|                | <hr/> |
|                | 400   |
|                | <hr/> |

Please also see page 70 which details actual respondents interviewed.

## Respondent Selection

Respondent selection within the household was also randomised, with the eligible person being the man/woman normally resident in the household, aged 16 years or over, who had the last birthday.

## Call Backs

Three call backs, ie, four calls in all, were made to a residence before the number was replaced in the sample. Call backs were made on a different day or, in the case of a weekend, during a different time period, ie, at least four hours later.

## Sample Weighting

Weightings were applied to the sample data, to reflect the gender and age group proportions in the area as determined by Statistics New Zealand 2013 Census data. The result is that the total figures represent the adult population's viewpoint as a whole across the entire Nelson City. Bases for subsamples are shown in the Appendix.

Where we specify a "base", we are referring to the actual number of respondents interviewed.

## Survey Dates

All interviews were conducted from Friday 15th June to Sunday 24th June 2018.

## Comparison Data

Comparison has been made, where applicable, with previous surveys. These surveys were not conducted by NRB.

Where comment has been made regarding respondents more or less likely to represent a particular opinion or response, the comparison has been made between respondents in each demographic, and not between each demographic and the total.

Where survey results have been compared with previous years, NRB has used the following for comparative purposes, for a sample of 400 residents:

|                      |             |
|----------------------|-------------|
| above/below          | ±7% or more |
| slightly above/below | ±5% to 6%   |
| on par with          | ±3% to 4%   |
| similar to           | ±1% to 2%   |

## Margin Of Error

The survey is a quota sample, designed to cover the important variables within the population. Therefore, we are making the assumption that it is appropriate to use the error estimates that would apply to a simple random sample of the population.

The following margins of error are based on a simple random sample. The maximum likely error limits occur when a reported percentage is 50%, but more often than not the reported percentage is different, and margins of error for other reported percentages are shown below. The margin of error approaches 0% as a reported percentage approaches either 100% or 0%.

Margins of error rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and reported percentages are:

| Sample Size | Reported Percentage |            |            |            |            |
|-------------|---------------------|------------|------------|------------|------------|
|             | 50%                 | 60% or 40% | 70% or 30% | 80% or 20% | 90% or 10% |
| 500         | ±4%                 | ±4%        | ±4%        | ±4%        | ±3%        |
| 450         | ±4%                 | ±4%        | ±4%        | ±4%        | ±3%        |
| 400         | ±5%                 | ±5%        | ±5%        | ±4%        | ±3%        |
| 300         | ±6%                 | ±6%        | ±5%        | ±5%        | ±3%        |
| 200         | ±7%                 | ±7%        | ±6%        | ±6%        | ±4%        |

The margin of error figures above refer to the **accuracy** of a result in a survey, given a 95 percent level of confidence. A 95 percent level of confidence implies that if 100 samples were taken, we would expect the margin of error to contain the true value in all but five samples. At the 95 percent level of confidence, the margin of error for a sample of 400 respondents, at a reported percentage of 50%, is plus or minus 5%.

## Response Rate

The response rate for the 2018 Nelson City Council Residents Survey was **66%**, which is much higher than seen typically in web or mail-out surveys (often in the 5%-30% range).



## Significant Difference

This is a test to determine if the difference in a result between two separate surveys is significant. Significant differences rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and midpoints are:

| Sample Size | Midpoint |            |            |            |            |
|-------------|----------|------------|------------|------------|------------|
|             | 50%      | 60% or 40% | 70% or 30% | 80% or 20% | 90% or 10% |
| 500         | 6%       | 6%         | 6%         | 5%         | 4%         |
| 450         | 7%       | 7%         | 6%         | 6%         | 4%         |
| 400         | 7%       | 7%         | 6%         | 6%         | 4%         |
| 300         | 8%       | 8%         | 7%         | 6%         | 5%         |
| 200         | 10%      | 10%        | 9%         | 8%         | 6%         |

The figures above refer to the difference between two results that is required, in order to say that the difference is significant, given a 95 percent level of confidence. Thus the significant difference, for the same question, between two separate surveys of 400 respondents is 7%, given a 95 percent level of confidence, where the midpoint of the two results is 50%.

**Please note that while the Residents Survey report is, of course, available to residents, the Mayor and Councillors, and Council staff, it is not available to research or other companies to use or leverage in any way for commercial purposes.**

\* \* \* \* \*

## C. EXECUTIVE SUMMARY

This report summarises the opinions and attitudes of Nelson City Council residents, to the services provided for them by their Council and their elected representatives.

The objectives of Nelson Residents Survey 2018 are:

- (a) Provide statistically representative results on residents' satisfaction with Council's performance and residents' preferences, priorities, and behaviours;
- (b) Identify opportunities for improving satisfaction and performance;
- (c) Measure trends and changes over time;
- (d) Provide analysis and interpretation of the results in a clear, easy to digest format.

## COMPARISON

|  | Nelson<br>2018                             |   | Nelson<br>2017                             |   |
|--|--|---|--|---|
|  | Very<br>satisfied/<br>Satisfied<br>%       | Dissatisfied/<br>Very<br>dissatisfied<br>%              | Very<br>satisfied/<br>Satisfied<br>%       | Dissatisfied/<br>Very<br>dissatisfied<br>%              |
| <b>Council Activities</b>                                    |  |   |  |   |
| Transport overall  | 42 ↓                                       | 26 =  | 48   | 27  |
| Parks and recreation   | 85 =                                       | 5 =   | 82   | 6   |
| <b>Arts, Facilities and Events</b>                           |  |   |  |   |
| Suter Art Gallery  | 67 =                                       | 6 =   | 64   | 3   |
| Public art in Nelson   | 42 ↓                                       | 29 ↑  | 49   | 23  |
| <b>Recreation and Opportunities and Facilities</b>           |  |   |  |   |
| Provision of recreation opportunities for people of all ages | 70 =                                       | 9 =   | 70   | 7   |
| Swimming pools (users)                                       | 72 =                                       | 14 ↑  | 78   | 5   |
| Public libraries (users)                                     | 92 =                                       | 3 =   | 94   | 1   |
| <b>Consultation</b>  |  |   |  |   |
| Opportunities available to provide feedback                  | 36 ↓                                       | 17 =  | 42   | 17  |
|  | Very<br>informed/<br>Well<br>informed<br>% | Not<br>informed/<br>Not well<br>informed at<br>all<br>% | Very<br>informed/<br>Well<br>informed<br>% | Not<br>informed/<br>Not well<br>informed at<br>all<br>% |
| Council and its services                                     | 41 =                                       | 18 =  | 45   | 20  |

Key: ↑ above/slightly above the 2017 result  
 ↓ below/slightly below the 2017 result  
 = similar/on par to the 2017 result

NB: does not show Don't Know readings

## COUNCIL ACTIVITIES

### Overall Satisfaction

|   | Very satisfied<br>% | Satisfied<br>% | <b>Very satisfied/<br/>Satisfied</b><br>% | Neither/<br>Nor<br>% | Dissatisfied<br>% | Very<br>dissatisfied<br>% | <b>Dissatisfied/<br/>Very<br/>dissatisfied</b><br>% | Don't<br>know<br>% |
|---|---------------------|----------------|---|----------------------|-------------------|---------------------------|---|--------------------|
| Transport; including roads, cycleways, footpaths and public transport†                    | 8                   | 34             | <b>42</b>                                 | 30                   | 23                | 3                         | <b>26</b>   | 1                  |
| Parks and recreation, including gardens, sportsgrounds, sports venues, pools and reserves | 38                  | 47             | <b>85</b>                                 | 8                    | 5                 | -                         | <b>5</b>  | 2                  |

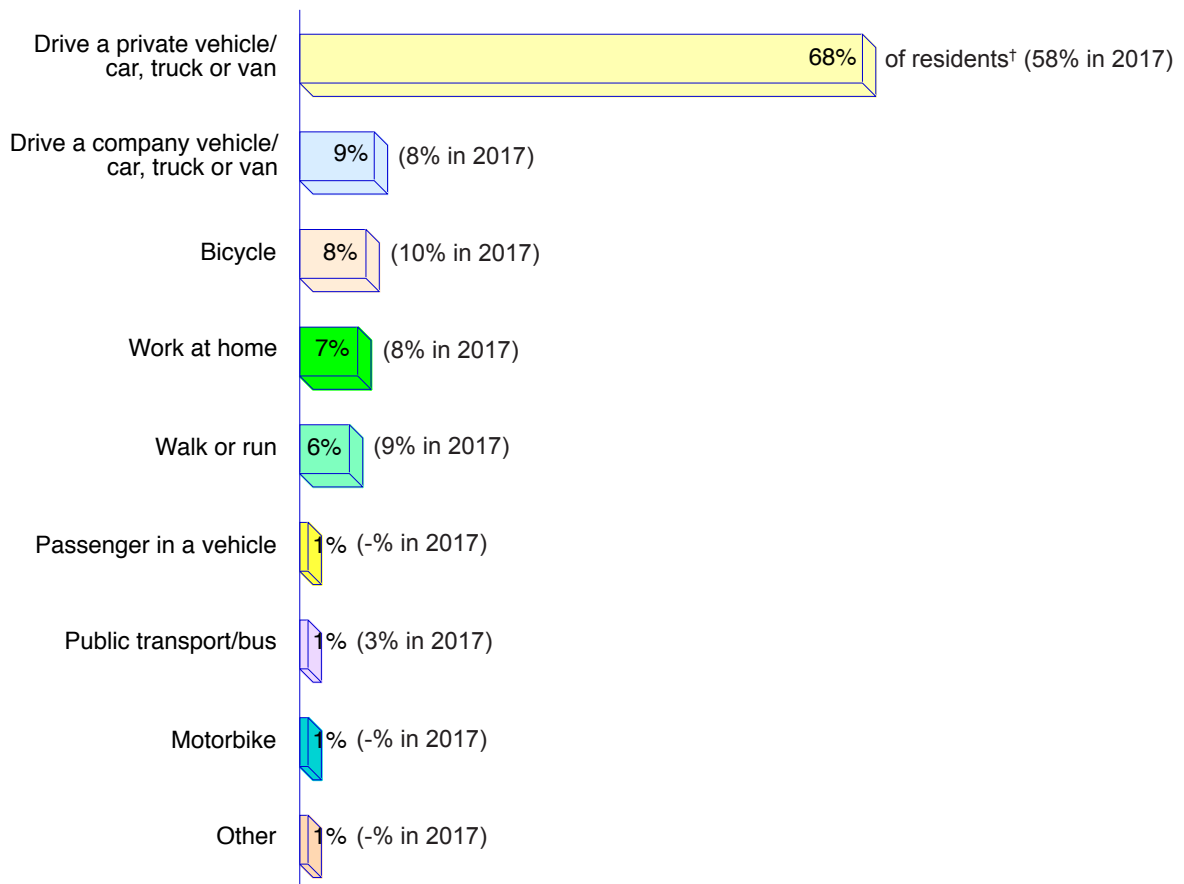
† does not add to 100% due to rounding

# TRANSPORT

## Work Status

|   |                                    |
|---|------------------------------------|
| Full time (more than 30 hours per week) | 49% of all residents (45% in 2017) |
| Part time (30 hours or less a week)     | 23% (23% in 2017)                  |
| Not in workforce                        | 28% (31% in 2017)                  |

## How Do Residents<sup>†</sup> Normally Get To Work?



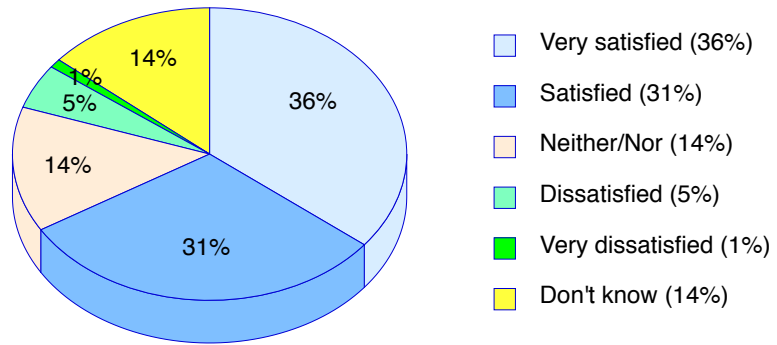
<sup>†</sup> Base = 228  
 (residents who work full time or part time)  
 (does not add to 100% due to rounding)

**ARTS, FACILITIES AND EVENTS**

**Suter Art Gallery**

58% of residents say they have visited the Suter Art Gallery in the last year.

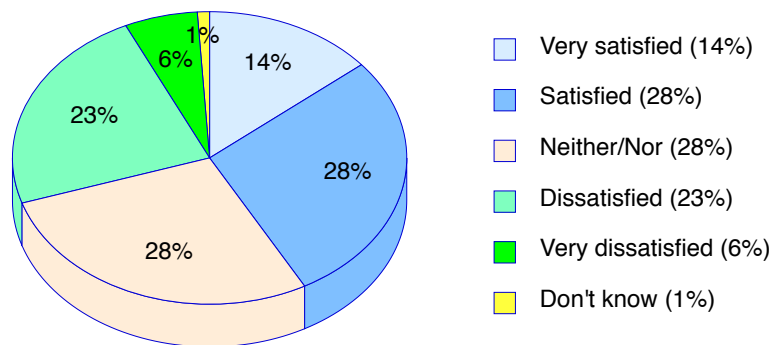
*Overall Satisfaction*



(does not add to 100% due to rounding)

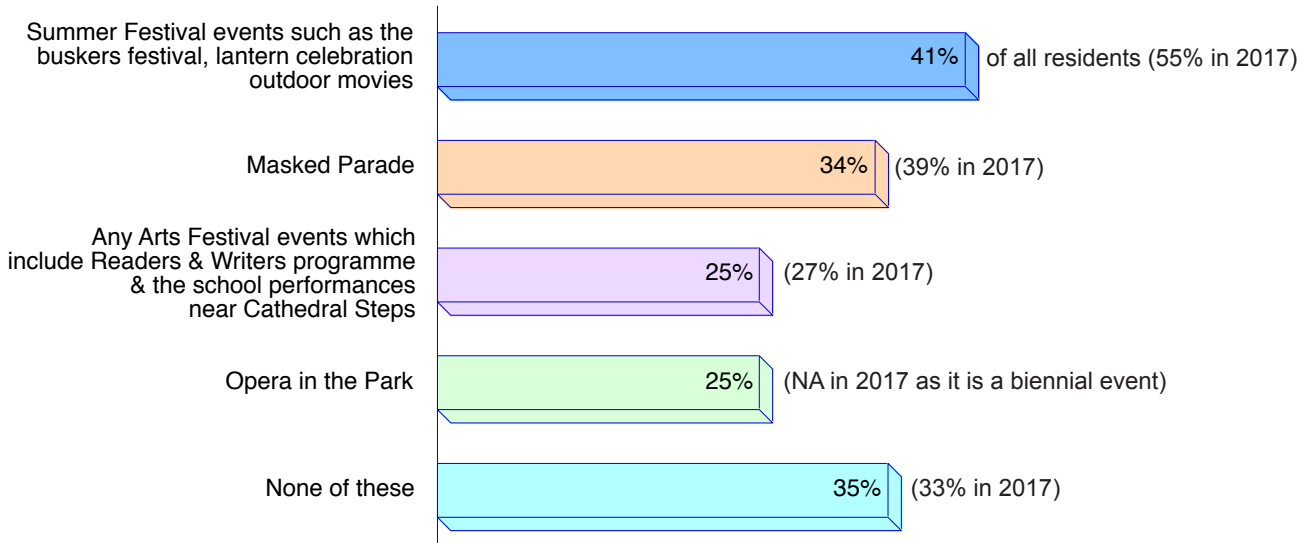
**Satisfaction With The Range Of Public Art (such as murals, mosaics and sculptures in open spaces)**

*Overall Satisfaction*



## EVENT ATTENDANCE

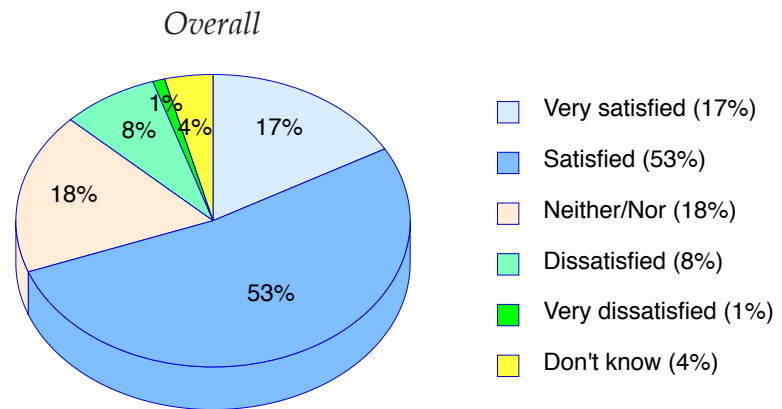
In the past year residents have attended or participated in ...



(multiple responses allowed)

## RECREATIONAL OPPORTUNITIES AND FACILITIES

### Satisfaction With The Provision Of Recreation Opportunities For People Of All Ages And Abilities



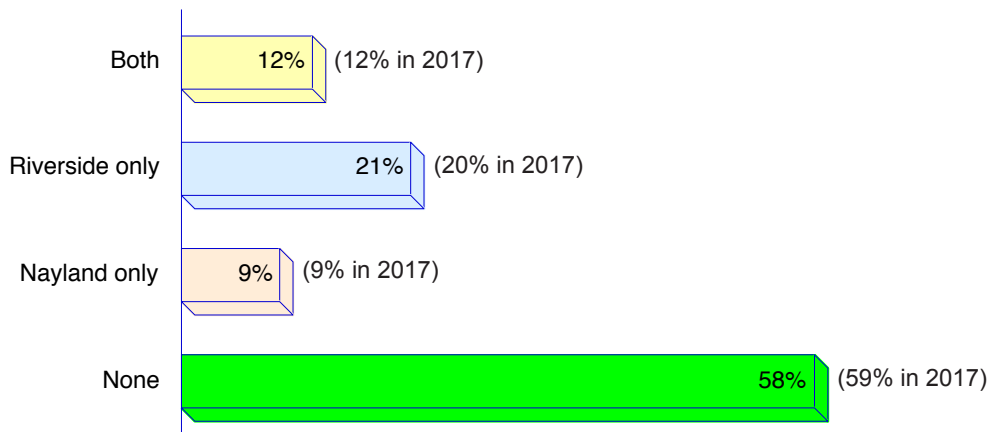
(does not add to 100% due to rounding)



## Swimming Pools

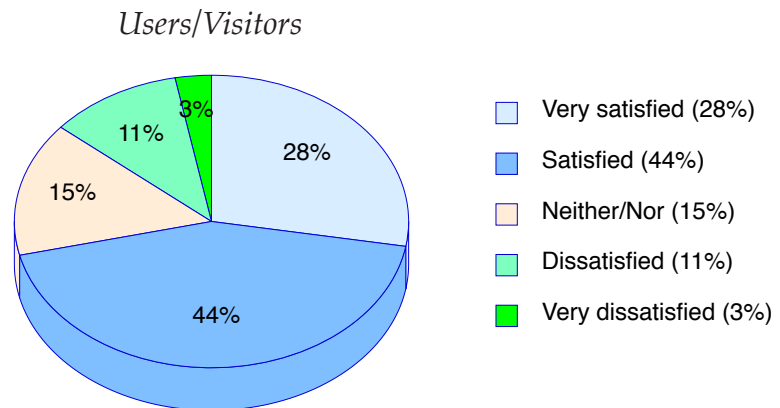
### Use Of Riverside Or Nayland Swimming Pools

*In The Last Year Residents Have Used Or Visited:*



### User/Visitor Satisfaction

Of the 42% that have used or visited:



Base = 143  
(does not add to 100% due to rounding)

## Public Library

### Use

In the last year, 67% of residents have used or visited a public library in Nelson (72% in 2017).

In the last year, the library they have used **most** often ...

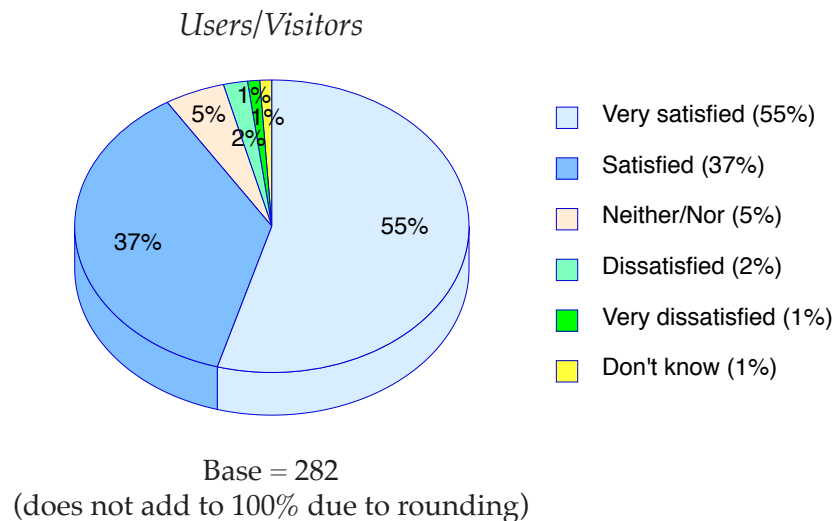
|  |                                |
|--|--------------------------------|
| Elma Turner (Main Nelson library)        | mentioned by 85% of residents* |
| Stoke                                    | 13%                            |
| Tahunanui (Nightingale Library Memorial) | 2%                             |

† Base = 282

(Residents who have used or visited a library in the last year)

### Satisfaction With Public Library Service

Of the 67% that have used or visited:



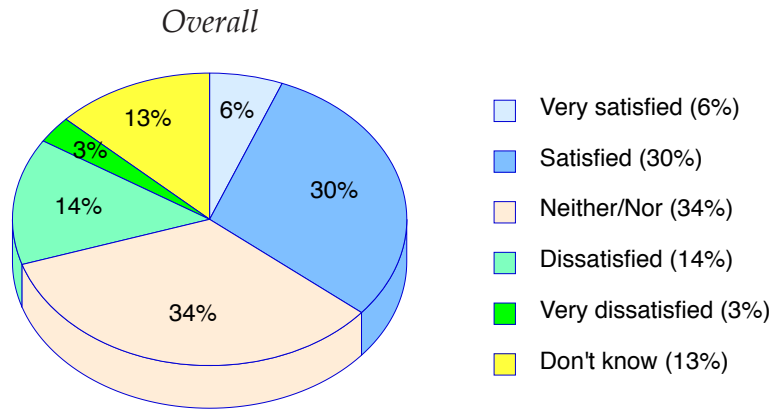
## SPECIFIC WASTE AND RECYCLING BEHAVIOUR

57% of residents say their household currently composts food waste (64% in 2017), while 62% say their household currently composts their garden waste (67% in 2017).

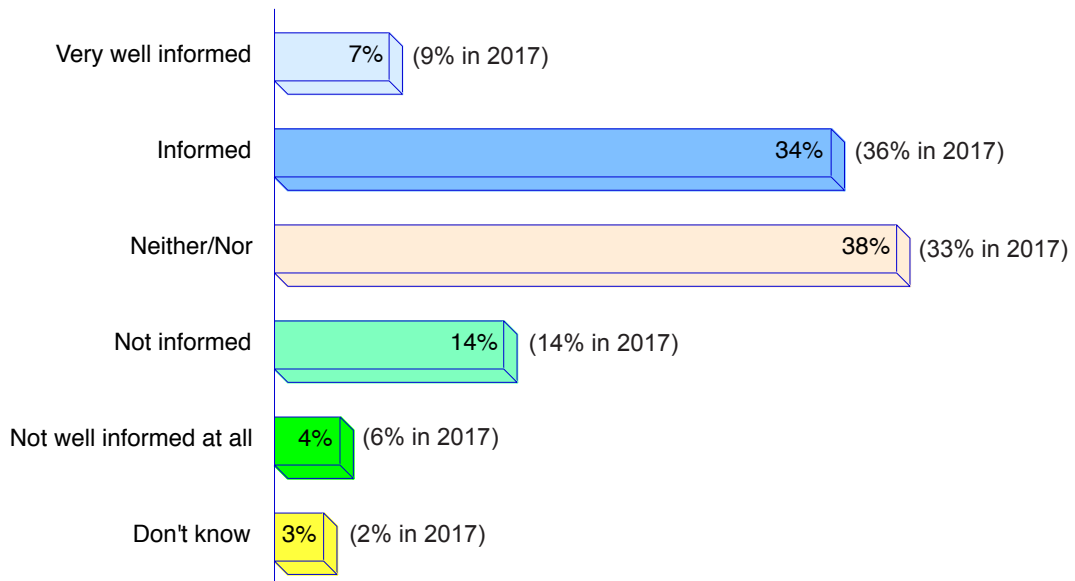
In total, 48% of residents say their households currently compost food waste **and** garden waste.

## CONSULTATION

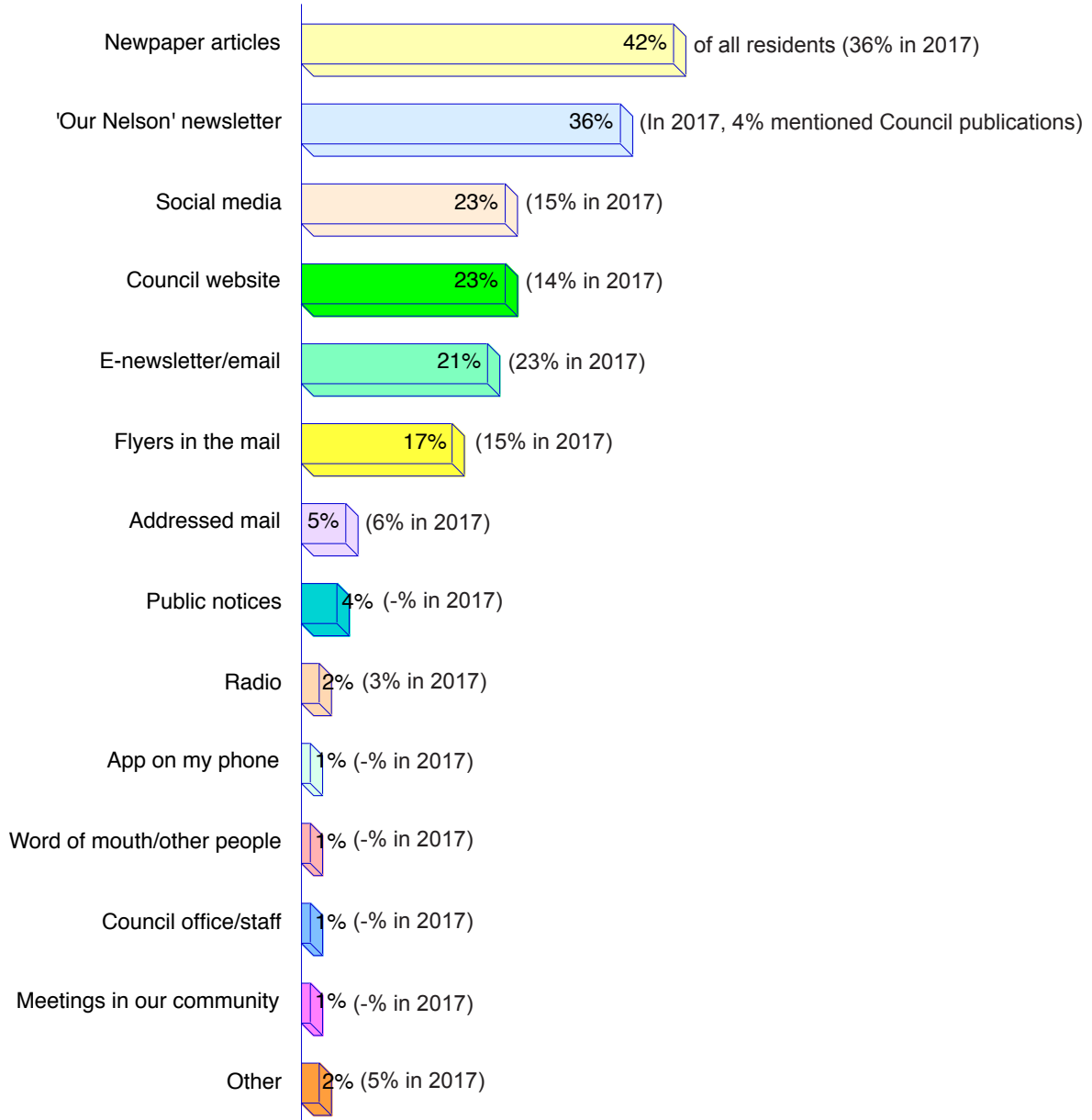
### Satisfaction With The Opportunities Available To Provide Feedback And Take Part In Council Decision Making In Their Community



### How Informed Do Residents Feel About Council And Its Services



**Preferred Way/Ways To Get Information About What Nelson City Council Is Doing**

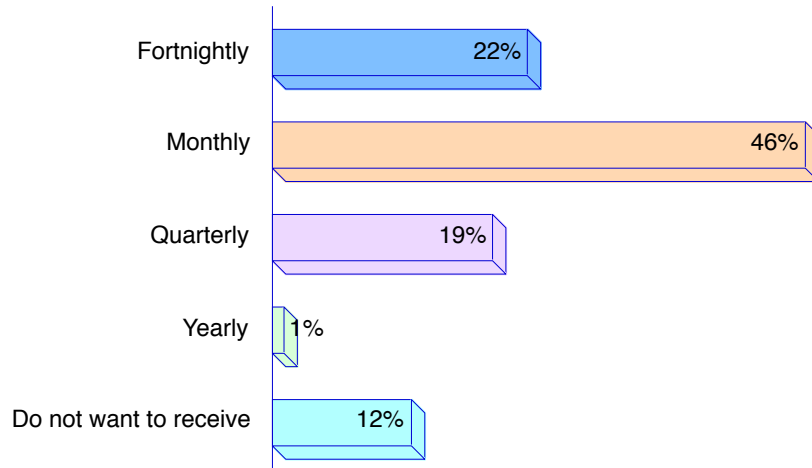


(multiple responses allowed)

Newspapers remain the main preferred method for residents to get news about what Nelson City Council is doing. Council's website and social media continue to rise, increasing from 14% and 15% respectively, to 23% for each in 2018.

### 'Our Nelson'

How often would residents like to receive 'Our Nelson' ...?



(not asked prior to 2018)

\* \* \* \* \*

## D. MAIN FINDINGS

NB: where overall reading shown, bases are:

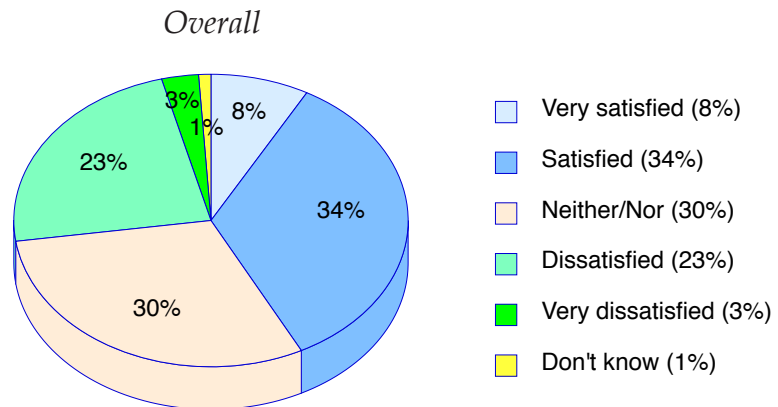
|      |     |
|------|-----|
| 2018 | 400 |
| 2017 | 500 |
| 2016 | 400 |
| 2014 | 400 |
| 2012 | 400 |
| 2011 | 400 |
| 2010 | 400 |
| 2009 | 400 |



## 1. COUNCIL ACTIVITIES

## A. SATISFACTION WITH COUNCIL ACTIVITIES

### i. Transport (including roads, cycleways, footpaths and public transport)



Overall, 42% of residents are satisfied with transport (48% in 2017), while 26% are dissatisfied. 30% are neither satisfied nor dissatisfied (25% in 2017).

Women are more likely to be dissatisfied / very dissatisfied, than men.



## Satisfaction With Transport Overall

|                           |                   | Very satisfied<br>% | Satisfied<br>% | Very satisfied/<br>Satisfied<br>% | Neither/<br>Nor<br>% | Dissatisfied<br>% | Very<br>dissatisfied<br>% | Dissatisfied/<br>Very<br>dissatisfied<br>% | Don't<br>know<br>% |
|---------------------------|-------------------|---------------------|----------------|-----------------------------------|----------------------|-------------------|---------------------------|--|--------------------|
| <b>Overall</b>            |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Total City                | 2018 <sup>†</sup> | 8                   | 34             | 42                                | 30                   | 23                | 3                         | 26   | 1                  |
|                           | 2017              | 14                  | 34             | 48                                | 25                   | 20                | 7                         | 27   | -                  |
|                           | 2016              | 11                  | 33             | 44                                | 41                   | 10                | 3                         | 13   | 2                  |
|                           | 2014              | 16                  | 39             | 55                                | 28                   | 14                | 3                         | 17   | -                  |
|                           | 2013 <sup>†</sup> | 11                  | 41             | 52                                | 36                   | 8                 | 2                         | 10   | 1                  |
|                           | 2012              | 14                  | 43             | 57                                | 27                   | 12                | 4                         | 16   | -                  |
|                           | 2011              | 10                  | 29             | 39                                | 32                   | 22                | 5                         | 27   | 2                  |
| <b>Area</b>               |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Nelson Central            |                   | 6                   | 35             | 41                                | 31                   | 3                 | 23                        | 26   | 2                  |
| Nelson North              |                   | 10                  | 37             | 47                                | 27                   | 3                 | 23                        | 26   | -                  |
| Stoke                     |                   | 7                   | 31             | 38                                | 35                   | 4                 | 21                        | 25   | 2                  |
| Tahunanui                 |                   | 11                  | 32             | 43                                | 27                   | 5                 | 25                        | 30   | -                  |
| <b>Gender<sup>†</sup></b> |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Male                      |                   | 9                   | 37             | 46                                | 32                   | 19                | 2                         | 21   | 2                  |
| Female                    |                   | 7                   | 32             | 39                                | 29                   | 27                | 5                         | 32   | 1                  |
| <b>Age</b>                |                   |                     |                |                                   |                      |                   |                           |  |                    |
| 16-39 years <sup>†</sup>  |                   | 9                   | 41             | 50                                | 24                   | 24                | 1                         | 25   | -                  |
| 40-64 years <sup>†</sup>  |                   | 6                   | 30             | 36                                | 35                   | 22                | 4                         | 26   | 2                  |
| 65+ years                 |                   | 8                   | 32             | 40                                | 30                   | 23                | 5                         | 28   | 2                  |

% read across (the very satisfied/satisfied readings are the sum of the very satisfied and satisfied readings and the dissatisfied/very dissatisfied readings are the sum of the dissatisfied and very dissatisfied readings)

<sup>†</sup> does not add to 100% due to rounding

The main reasons\* residents are dissatisfied/very dissatisfied with transport overall are ...

- not enough public transport/needs improving,
- traffic/congestion/heavy traffic issues,
- poor standard/condition/design of roads/poorly maintained.

### Summary Table:

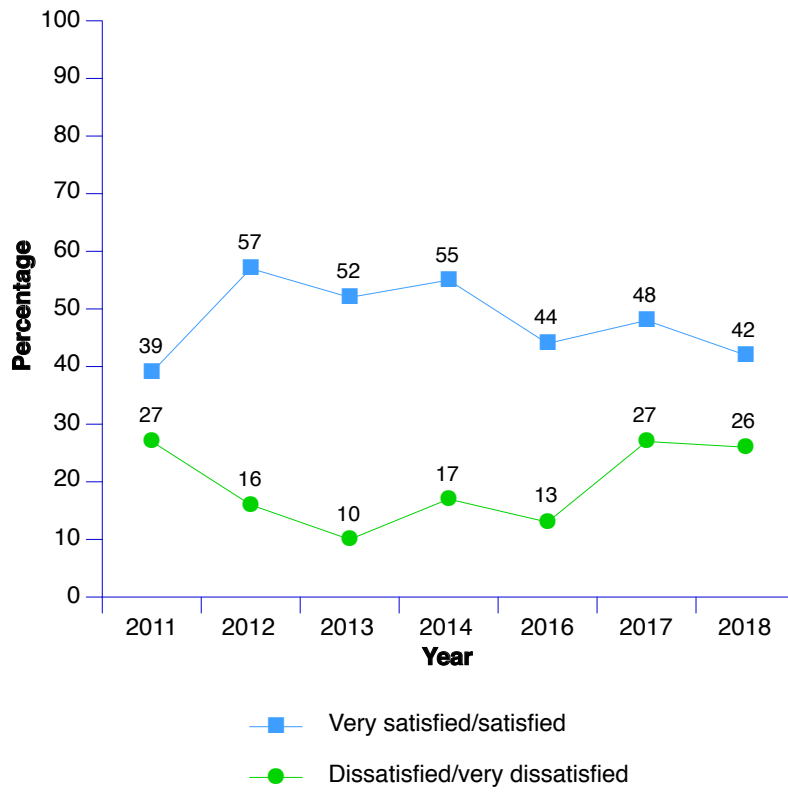
#### Main Reasons\* For Being Dissatisfied/Very Dissatisfied With Transport Overall

|   | Total<br>City<br>2018<br>% | Area                   |                      |            |                |
|---|----------------------------|------------------------|----------------------|------------|----------------|
|   |                            | Nelson<br>Central<br>% | Nelson<br>North<br>% | Stoke<br>% | Tahunanui<br>% |
| Percent who mention ...                                       |                            |                        |                      |            |                |
| Not enough public transport/needs improving                   | 9                          | 9                      | 9                    | 9          | 9              |
| Traffic/congestion/heavy traffic issues                       | 6                          | 6                      | 2                    | 5          | 12             |
| Poor standard/condition/design of roads/<br>poorly maintained | 6                          | 5                      | 4                    | 5          | 8              |

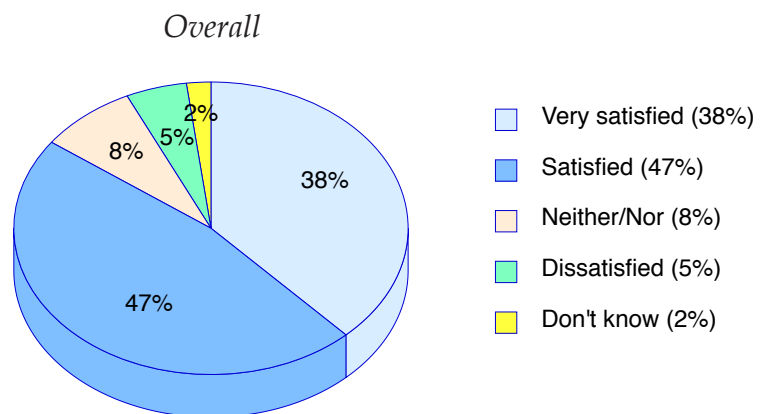
\* multiple responses allowed

NB: no other reason mentioned by more than 3% of all residents

*Transport Overall*



ii. *Parks And Recreation (including gardens, sportsgrounds, pools and reserves)*



Overall, 85% of residents are very satisfied/satisfied with parks and recreation overall (82% in 2017), including 38% who are very satisfied (37% in 2017), while 5% are dissatisfied (6% in 2017 were dissatisfied/very dissatisfied). 8% are neither satisfied nor dissatisfied (11% in 2017).

There are no notable differences between Areas and between demographic groups, in terms of those residents who are dissatisfied.

## Satisfaction With Parks And Recreation Overall

|                           |                   | Very satisfied<br>% | Satisfied<br>% | Very satisfied/<br>Satisfied<br>% | Neither/<br>Nor<br>% | Dissatisfied<br>% | Very<br>dissatisfied<br>% | Dissatisfied/<br>Very<br>dissatisfied<br>% | Don't<br>know<br>% |
|---------------------------|-------------------|---------------------|----------------|-----------------------------------|----------------------|-------------------|---------------------------|--|--------------------|
| <b>Overall</b>            |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Total City                | 2018              | 38                  | 47             | 85                                | 8                    | 5                 | -                         | 5  | 2                  |
|                           | 2017              | 37                  | 45             | 82                                | 11                   | 4                 | 2                         | 6  | 1                  |
|                           | 2016              | 38                  | 48             | 86                                | 10                   | 2                 | 1                         | 3  | 1                  |
|                           | 2012 <sup>†</sup> | 37                  | 46             | 83                                | 15                   | 1                 | 1                         | 2  | 1                  |
|                           | 2011 <sup>†</sup> | 38                  | 45             | 83                                | 14                   | 3                 | -                         | 3  | 1                  |
| <b>Area</b>               |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Nelson Central            |                   | 36                  | 49             | 85                                | 8                    | 5                 | -                         | 5  | 2                  |
| Nelson North <sup>†</sup> |                   | 34                  | 50             | 83                                | 10                   | 6                 | -                         | 6  | 1                  |
| Stoke <sup>†</sup>        |                   | 33                  | 51             | 84                                | 10                   | 2                 | -                         | 2  | 3                  |
| Tahunanui                 |                   | 51                  | 34             | 85                                | 6                    | 7                 | -                         | 7  | 2                  |
| <b>Gender</b>             |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Male                      |                   | 34                  | 51             | 85                                | 8                    | 4                 | -                         | 4  | 3                  |
| Female <sup>†</sup>       |                   | 41                  | 44             | 85                                | 9                    | 6                 | -                         | 6  | 1                  |
| <b>Age</b>                |                   |                     |                |                                   |                      |                   |                           |  |                    |
| 16-39 years               |                   | 32                  | 47             | 79                                | 10                   | 8                 | -                         | 8  | 3                  |
| 40-64 years               |                   | 39                  | 49             | 88                                | 8                    | 3                 | -                         | 3  | 1                  |
| 65+ years <sup>†</sup>    |                   | 42                  | 45             | 87                                | 5                    | 5                 | -                         | 5  | 4                  |

% read across (the very satisfied/satisfied readings are the sum of the very satisfied and satisfied readings and the dissatisfied/very dissatisfied readings are the sum of the dissatisfied and very dissatisfied readings)

<sup>†</sup> does not add to 100% due to rounding

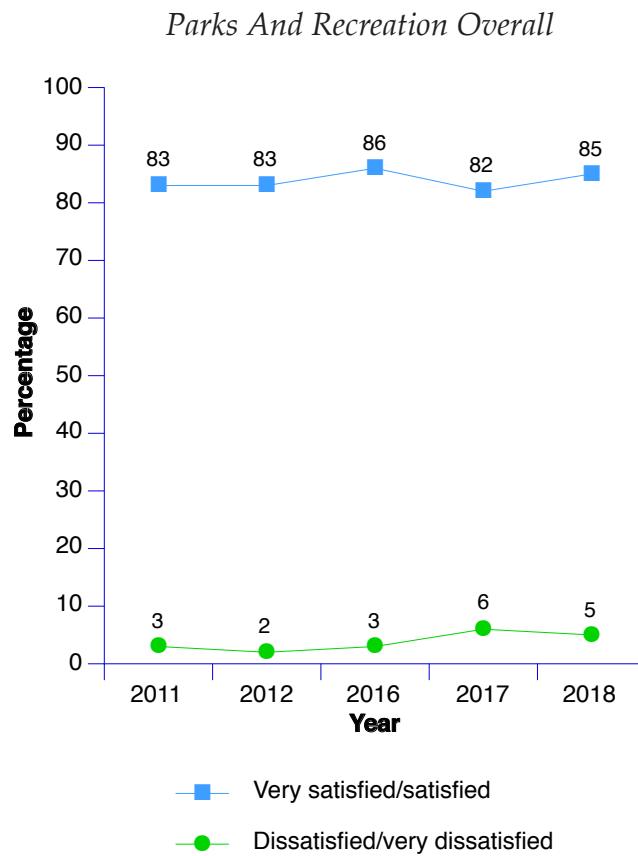
NB: the 2011 and 2014 results show an average across two questions: parks and open spaces and recreation and leisure

The reasons\* residents are dissatisfied with parks and recreation overall are ...

- improvements needed/suggested/better upkeep, mentioned by 3% of all residents,
- not enough/need more recreation facilities, 2%,
- others, 1%<sup>†</sup>.

\* multiple responses allowed

<sup>†</sup> no reasons mentioned in 'others', if individually grouped, equal 1% or greater

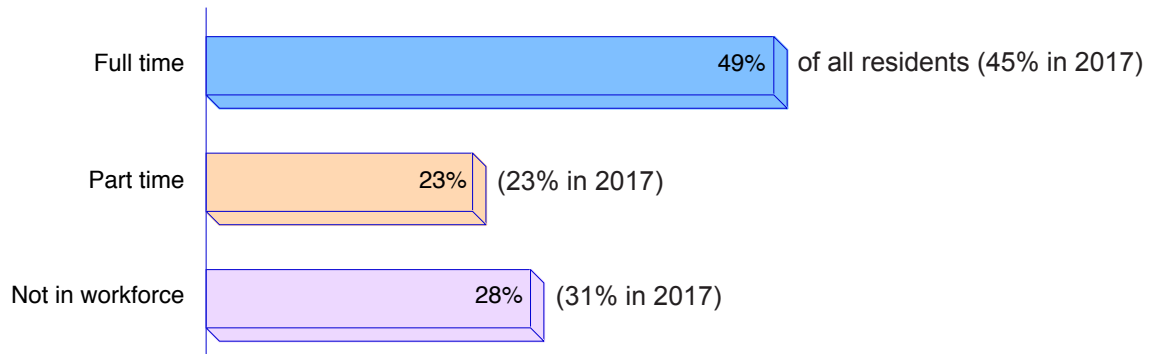




## 2. TRANSPORT

## A. WORK STATUS

Residents were asked to say which of the following best describes their work status.



49% of all residents say they work full time (45% in 2017), while 23% say they work part time.

28% of residents are not in the workforce (31% in 2017).

Residents more likely to say they work full time are ...

- men,
- residents aged 16 to 64 years.



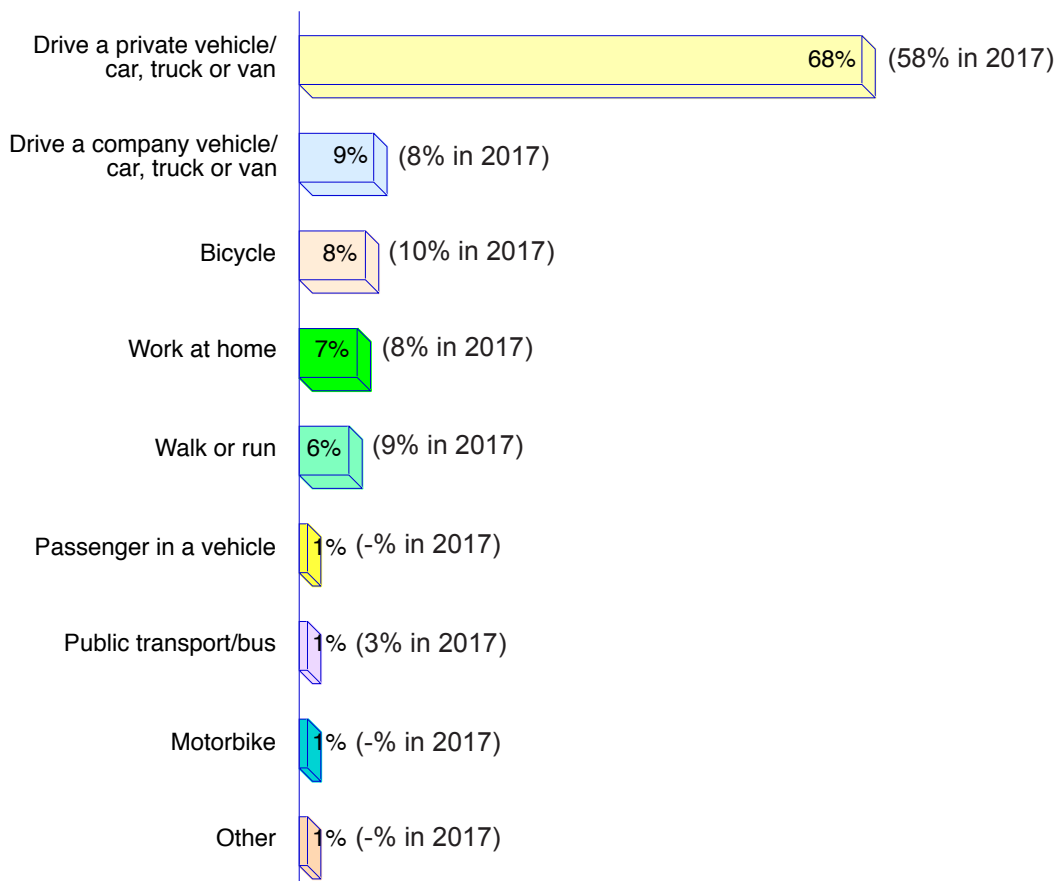
### Summary Table: Work Status

|               |                             | Full time<br>work<br>% | Part time<br>work<br>% | Not in the<br>workforce<br>% | Refused<br>% |
|---------------|-----------------------------|------------------------|------------------------|------------------------------|--------------|
| <b>Total</b>  | <b>2018</b>                 | <b>49</b>              | <b>23</b>              | <b>28</b>                    | <b>-</b>     |
|               | 2017                        | 45                     | 23                     | 31                           | 1            |
|               | 2016                        | 43                     | 20                     | 37                           | -            |
|               | 2014 <sup>†</sup>           | 44                     | 21                     | 34                           | -            |
|               | 2013                        | 39                     | 24                     | 37                           | -            |
| <b>Area</b>   |                             |                        |                        |                              |              |
|               | Nelson Central <sup>†</sup> | 51                     | 20                     | 30                           | -            |
|               | Nelson North <sup>†</sup>   | 46                     | 29                     | 26                           | -            |
|               | Stoke                       | 47                     | 25                     | 28                           | -            |
|               | Tahunanui                   | 49                     | 25                     | 26                           | -            |
| <b>Gender</b> |                             |                        |                        |                              |              |
|               | Male                        | 64                     | 11                     | 25                           | -            |
|               | Female                      | 36                     | 33                     | 31                           | -            |
| <b>Age</b>    |                             |                        |                        |                              |              |
|               | 16-39 years                 | 55                     | 27                     | 18                           | -            |
|               | 40-64 years                 | 65                     | 25                     | 10                           | -            |
|               | 65+ years                   | 8                      | 10                     | 82                           | -            |

<sup>†</sup> does not add to 100% due to rounding

## B. MAIN WAY TRAVELLED TO WORK

### How Do Residents\* Normally Get To Work?



\* Base = 228

(residents who work full time or part time)  
(does not add to 100% due to rounding)

In 2018, 68% of residents<sup>†</sup> say they normally get to work in a private vehicle, car, truck or van (58% in 2017), while 9% say they normally drive a company vehicle, car, truck or van.

Women<sup>†</sup> are more likely to drive a private vehicle, car, truck or van, than men<sup>†</sup>.

It appears that residents aged 65 years or over are slightly<sup>◇</sup> more likely to work at home, than other age groups.

<sup>†</sup> residents who work full time or part time, N=228

<sup>◇</sup> not statistically significant

### Summary Table: Main Way Travelled To Work

|               |                | Work<br>at home<br>% | Public<br>transport/<br>bus<br>% | Drive a<br>private<br>vehicle/<br>car, truck<br>or van<br>% | Drive a<br>company<br>vehicle/<br>car, truck<br>or van<br>% | Passenger<br>in a<br>vehicle<br>% | Motor-<br>bike<br>% | Bicycle<br>% | Walk<br>or run<br>% | *<br>Other<br>% |
|---------------|----------------|----------------------|----------------------------------|---|---|-----------------------------------|---------------------|--------------|---------------------|-----------------|
| <b>Total</b>  | <b>2018</b>    | <b>7</b>             | <b>1</b>                         | <b>68</b>   | <b>9</b>  | <b>1</b>                          | <b>1</b>            | <b>8</b>     | <b>6</b>            | <b>1</b>        |
|               | 2017           | 8                    | 3                                | 58  | 8   | -                                 | -                   | 10           | 9                   | -               |
|               | 2016           | 5                    | 1                                | 62  | 7   | -                                 | -                   | 11           | 10                  | -               |
|               | 2014           | 7                    | 1                                | 54  | 15  | -                                 | -                   | 8            | 8                   | -               |
|               | 2013           | 7                    | -                                | 63  | 7   | -                                 | -                   | 9            | 9                   | -               |
| <b>Area</b>   |                |                      |                                  |   |   |                                   |                     |              |                     |                 |
|               | Nelson Central | 7                    | -                                | 67  | 7   | 1                                 | -                   | 9            | 8                   | 2               |
|               | Nelson North   | 5                    | -                                | 65  | 16  | 3                                 | 4                   | 4            | 3                   | -               |
|               | Stoke          | 6                    | -                                | 72  | 12  | -                                 | -                   | 8            | 3                   | -               |
|               | Tahunanui      | 10                   | 4                                | 69  | 5   | -                                 | -                   | 9            | 4                   | -               |
| <b>Gender</b> |                |                      |                                  |   |   |                                   |                     |              |                     |                 |
|               | Male           | 7                    | -                                | 59  | 12  | 1                                 | 1                   | 10           | 8                   | 2               |
|               | Female         | 7                    | 1                                | 77  | 5   | 1                                 | -                   | 6            | 4                   | -               |
| <b>Age</b>    |                |                      |                                  |   |   |                                   |                     |              |                     |                 |
|               | 16-39 years    | 5                    | 2                                | 74  | 8   | 1                                 | 1                   | 6            | 2                   | 1               |
|               | 40-64 years    | 7                    | -                                | 65  | 9   | 1                                 | -                   | 9            | 9                   | 1               |
|               | 65+ years      | 20                   | -                                | 59  | 13  | -                                 | -                   | 5            | 3                   | -               |

\* 2 residents (one mentioned longboard and the other has a part-time outside the region)

|       |      |               |
|-------|------|---------------|
| Bases | 2018 | 228 residents |
|       | 2017 | 395 residents |
|       | 2016 | 227 residents |
|       | 2014 | 252 residents |
|       | 2013 | 254 residents |



### 3. ARTS, FACILITIES AND EVENTS

## A. SUTER ART GALLERY

### i. Use

#### Visited Suter Art Gallery

|                |                | Yes<br>%  | No<br>%   |
|----------------|----------------|-----------|-----------|
| <b>Overall</b> | <b>2018</b>    | <b>58</b> | <b>42</b> |
|                | 2017           | 59        | 41        |
|                | 2016           | 48        | 52        |
|                | 2014           | 63        | 37        |
|                | 2011           | 56        | 44        |
| <b>Area</b>    |                |           |           |
|                | Nelson Central | 64        | 36        |
|                | Nelson North   | 64        | 36        |
|                | Stoke          | 48        | 52        |
|                | Tahunanui      | 42        | 58        |
| <b>Gender</b>  |                |           |           |
|                | Male           | 55        | 45        |
|                | Female         | 61        | 39        |
| <b>Age</b>     |                |           |           |
|                | 16-39 years    | 50        | 50        |
|                | 40-64 years    | 64        | 36        |
|                | 65+ years      | 58        | 42        |

% read across

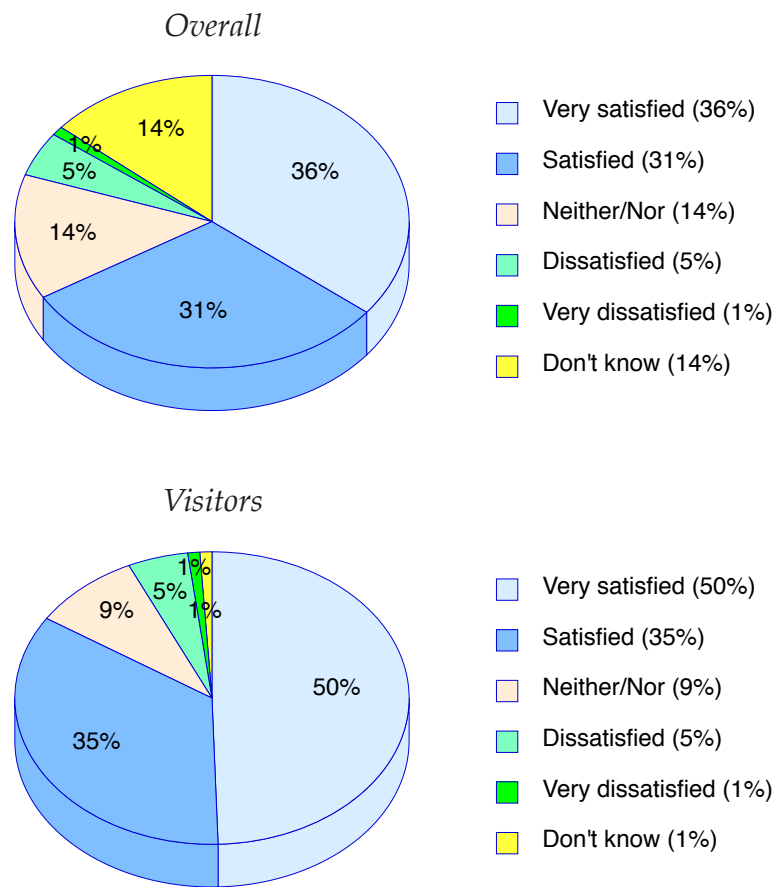
2016-2017 readings relate to visits in last **two** years and related to its temporary location

2011 and 2014 readings relate to those who have visited the Gallery in last **two** years

58% of residents say they have visited the Suter Art Gallery in the last year.

Nelson Central and Nelson North Area residents are more likely to have visited the Suter Art Gallery in the last year, than Stoke and Tahunanui Area residents.

*ii. Satisfaction*



Base = 230

(the 58% of residents who say they visited the Suter Art Gallery in the last year)

Overall 67% of residents are very satisfied/satisfied with the Suter Art Gallery (64% in 2017), including 36% who are very satisfied (32% in 2017).

6% are dissatisfied/very dissatisfied (3% in 2017) and 14% are neither satisfied nor dissatisfied (21% in 2017).

Of those residents who have visited the Suter Art Gallery in the last year, 85% are very satisfied/satisfied (85% in 2017) and 6% dissatisfied/very dissatisfied (2% in 2017 were dissatisfied).

There are no notable differences between Areas and between gender and age subgroups, in terms of those residents who are dissatisfied/very dissatisfied.

The main reasons\* residents overall are dissatisfied with the Suter Art Gallery are ...

- don't like the exhibits/limited display, mentioned by 1% of all residents,
- issues with the building/facilities, 1%,
- too much spent/waste of money/better spent elsewhere, 1%,
- only appeals to selected few, 1%.

\* multiple responses allowed

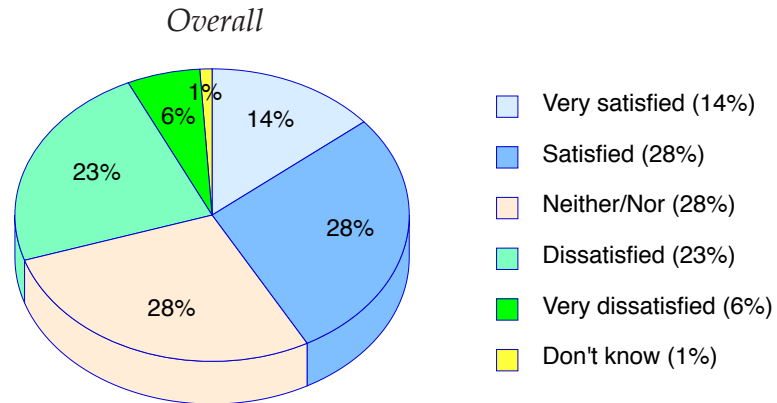
## Satisfaction With Suter Art Gallery

|                             |                   | Very satisfied<br>% | Satisfied<br>% | Very satisfied/<br>Satisfied<br>% | Neither/<br>Nor<br>% | Dissatisfied<br>% | Very<br>dissatisfied<br>% | Dissatisfied/<br>Very<br>dissatisfied<br>% | Don't<br>know<br>% |
|-----------------------------|-------------------|---------------------|----------------|-----------------------------------|----------------------|-------------------|---------------------------|--|--------------------|
| <b>Overall</b>              |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Total City                  | 2018 <sup>†</sup> | 36                  | 31             | 67                                | 14                   | 5                 | 1                         | 6  | 14                 |
|                             | 2017              | 32                  | 32             | 64                                | 21                   | 2                 | 1                         | 3  | 12                 |
|                             | 2016 <sup>†</sup> | 17                  | 31             | 48                                | 25                   | 4                 | 1                         | 5  | 23                 |
|                             | 2014              | 24                  | 31             | 55                                | 26                   | 4                 | 1                         | 5  | 14                 |
|                             | 2011              | 16                  | 37             | 53                                | 20                   | 4                 | 2                         | 6  | 21                 |
| Visitors                    | 2018 <sup>†</sup> | 50                  | 35             | 85                                | 9                    | 5                 | 1                         | 6  | 1                  |
| <b>Area</b>                 |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Nelson Central <sup>†</sup> |                   | 35                  | 33             | 68                                | 14                   | 5                 | 1                         | 6  | 13                 |
| Nelson North                |                   | 41                  | 35             | 76                                | 10                   | 7                 | 1                         | 8  | 6                  |
| Stoke                       |                   | 31                  | 27             | 58                                | 20                   | 1                 | 1                         | 2  | 20                 |
| Tahunanui                   |                   | 37                  | 28             | 65                                | 12                   | 6                 | 1                         | 7  | 16                 |
| <b>Gender<sup>†</sup></b>   |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Male                        |                   | 28                  | 34             | 62                                | 14                   | 6                 | 1                         | 7  | 18                 |
| Female                      |                   | 42                  | 29             | 71                                | 15                   | 4                 | 1                         | 5  | 10                 |
| <b>Age</b>                  |                   |                     |                |                                   |                      |                   |                           |  |                    |
| 16-39 years <sup>†</sup>    |                   | 32                  | 27             | 59                                | 15                   | 6                 | -                         | 6  | 19                 |
| 40-64 years                 |                   | 36                  | 36             | 72                                | 13                   | 4                 | -                         | 4  | 11                 |
| 65+ years <sup>†</sup>      |                   | 40                  | 27             | 67                                | 15                   | 4                 | 3                         | 7  | 12                 |

% read across (the very satisfied/satisfied readings are the sum of the very satisfied and satisfied readings and the dissatisfied/very dissatisfied readings are the sum of the dissatisfied and very dissatisfied readings)

<sup>†</sup> does not add to 100% due to rounding

## B. PUBLIC ART IN NELSON (SUCH AS MURALS, MOSAICS, AND SCULPTURES IN PUBLIC SPACES)



42% of residents are very satisfied / satisfied with the public art in Nelson (49% in 2017), while 29% are dissatisfied / very dissatisfied (23% in 2017). 28% are neither satisfied nor dissatisfied.

There are no notable differences between Areas and between demographic groups, in terms of those residents who are dissatisfied / very dissatisfied with public art in Nelson. However, it appears that the following residents are slightly<sup>◇</sup> more likely to feel this way ...

- Tahunanui Area residents,
- residents aged 65 years or over.

<sup>◇</sup> differences are not statistically significant



## Satisfaction With Public Art In Nelson

|                             |      | Very satisfied<br>% | Satisfied<br>% | Very satisfied/<br>Satisfied<br>% | Neither/<br>Nor<br>% | Dissatisfied<br>% | Very<br>dissatisfied<br>% | Dissatisfied/<br>Very<br>dissatisfied<br>% | Don't<br>know<br>% |
|-----------------------------|------|---------------------|----------------|-----------------------------------|----------------------|-------------------|---------------------------|--|--------------------|
| <b>Overall</b>              |      |                     |                |                                   |                      |                   |                           |  |                    |
| Total City                  | 2018 | 14                  | 28             | 42                                | 28                   | 23                | 6                         | 29   | 1                  |
|                             | 2017 | 16                  | 33             | 49                                | 26                   | 15                | 8                         | 23   | 2                  |
|                             | 2016 | 21                  | 34             | 55                                | 29                   | 10                | 3                         | 13   | 3                  |
| <b>Area</b>                 |      |                     |                |                                   |                      |                   |                           |  |                    |
| Nelson Central <sup>†</sup> |      | 18                  | 32             | 50                                | 26                   | 19                | 5                         | 24   | 1                  |
| Nelson North                |      | 12                  | 29             | 41                                | 28                   | 27                | 4                         | 31   | -                  |
| Stoke                       |      | 13                  | 21             | 34                                | 35                   | 25                | 2                         | 27   | 4                  |
| Tahunanui                   |      | 6                   | 22             | 28                                | 29                   | 27                | 16                        | 43   | -                  |
| <b>Gender</b>               |      |                     |                |                                   |                      |                   |                           |  |                    |
| Male                        |      | 13                  | 26             | 39                                | 31                   | 21                | 7                         | 28   | 2                  |
| Female                      |      | 15                  | 30             | 45                                | 26                   | 24                | 5                         | 29   | -                  |
| <b>Age</b>                  |      |                     |                |                                   |                      |                   |                           |  |                    |
| 16-39 years <sup>†</sup>    |      | 18                  | 27             | 45                                | 28                   | 19                | 8                         | 27   | -                  |
| 40-64 years                 |      | 14                  | 28             | 42                                | 31                   | 23                | 3                         | 26   | 1                  |
| 65+ years                   |      | 8                   | 29             | 37                                | 24                   | 27                | 9                         | 36   | 3                  |

% read across (the very satisfied/satisfied readings are the sum of the very satisfied and satisfied readings and the dissatisfied/very dissatisfied readings are the sum of the dissatisfied and very dissatisfied readings)

<sup>†</sup> does not add to 100% due to rounding

The main reasons residents are dissatisfied/very dissatisfied with public art in Nelson are ...

- too much spent/waste of money/better spent elsewhere,
- don't like the art,
- should be local art/local artists.

### Summary Table:

#### Main Reasons\* For Being Dissatisfied/Very Dissatisfied With Public Art In Nelson

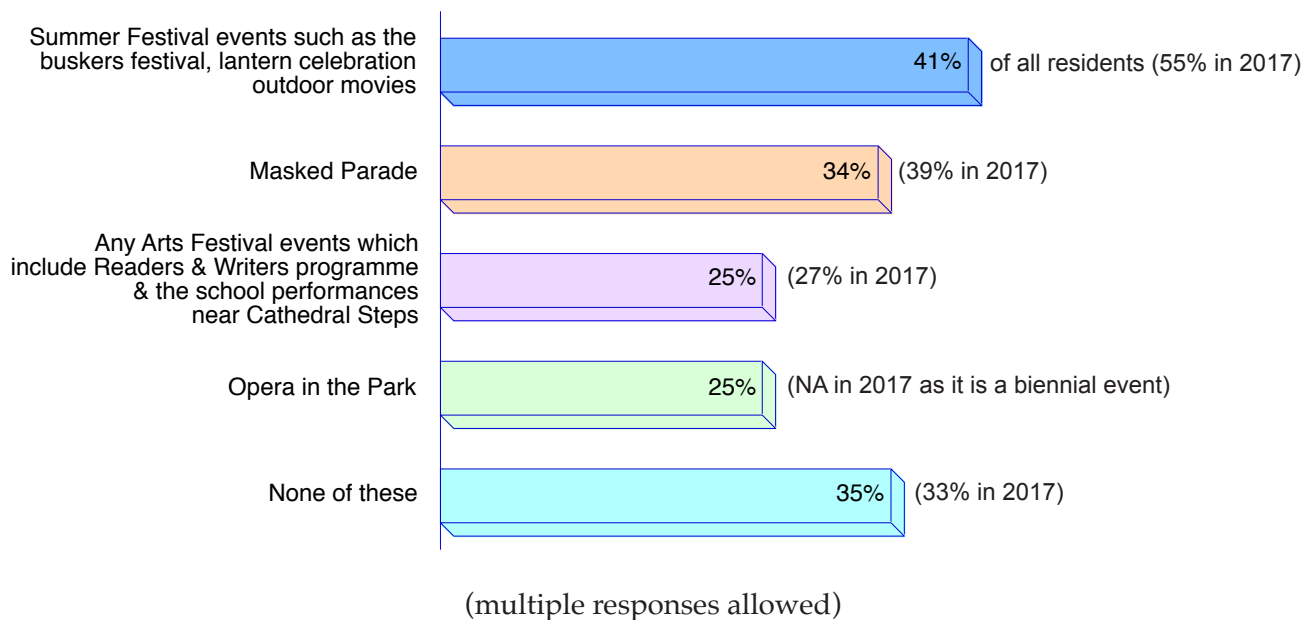
|  | Total<br>City<br>2018<br>% | Area                   |                      |            |                |
|--|----------------------------|------------------------|----------------------|------------|----------------|
|  |                            | Nelson<br>Central<br>% | Nelson<br>North<br>% | Stoke<br>% | Tahunanui<br>% |
| Percent who mention ...                                  |                            |                        |                      |            |                |
| Too much spent/waste of money/<br>better spent elsewhere | <b>19</b>                  | 13                     | 23                   | 22         | 32             |
| Don't like the art                                       | <b>10</b>                  | 9                      | 12                   | 10         | 11             |
| Should be local art/local artists                        | <b>4</b>                   | 3                      | 6                    | 4          | 3              |

\* multiple responses allowed

NB: no other reason mentioned by more than 1% of all residents

## C. ATTENDED OR PARTICIPATED IN COUNCIL EVENTS

*In The Past Year Residents Have Attended Or Participated In ...*



41% of residents say they have attended or participated in Summer Festival events (55% in 2017), while 34% have attended / participated in the Masked Parade (39% in 2017).

35% of residents said they had not attended / participated in any of the stated events, in the past year.

Residents aged 65 years or over are less likely to have attended / participated in **Summer Festival events**, than other age groups.

Residents more likely to have attended / participated in the **Masked Parade** are ...

- Nelson Central and Nelson North Area residents,
- residents aged 16 to 64 years.

Residents more likely to have **not attended** any of these events are ...

- men,
- residents aged 65 years or over.

### Attendance/Participation\*

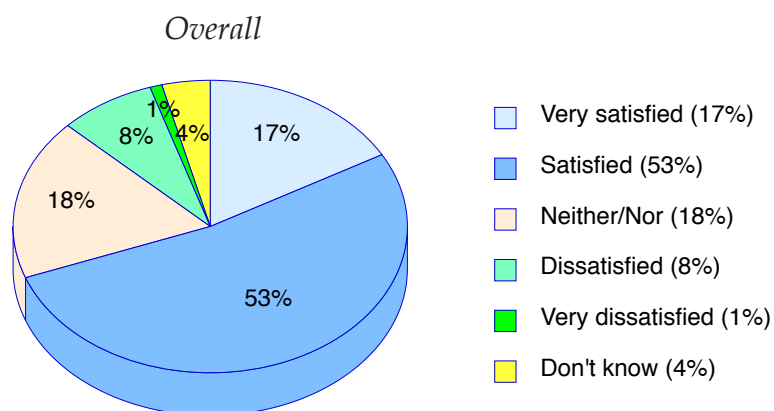
|                   |                | Summer<br>Festival<br>Events<br>% | Any Arts<br>Festival<br>Events<br>% | Masked<br>Parade<br>% | Opera<br>in the<br>Park<br>% | None<br>of<br>these<br>% |
|-------------------|----------------|-----------------------------------|-------------------------------------|-----------------------|------------------------------|--------------------------|
| <b>Total City</b> | <b>2018</b>    | <b>41</b>                         | <b>25</b>                           | <b>34</b>             | <b>25</b>                    | <b>35</b>                |
|                   | 2017           | 55                                | 27                                  | 39                    | -                            | 33                       |
|                   | 2016           | 43                                | 22                                  | 34                    | 30                           | 38                       |
|                   | 2014           | 53                                | 31                                  | 44                    | 30                           | 27                       |
| <b>Area</b>       |                |                                   |                                     |                       |                              |                          |
|                   | Nelson Central | 43                                | 29                                  | 40                    | 26                           | 32                       |
|                   | Nelson North   | 41                                | 17                                  | 40                    | 26                           | 33                       |
|                   | Stoke          | 40                                | 21                                  | 21                    | 23                           | 41                       |
|                   | Tahunanui      | 33                                | 27                                  | 19                    | 25                           | 41                       |
| <b>Gender</b>     |                |                                   |                                     |                       |                              |                          |
|                   | Male           | 39                                | 24                                  | 31                    | 22                           | 40                       |
|                   | Female         | 42                                | 27                                  | 36                    | 28                           | 31                       |
| <b>Age</b>        |                |                                   |                                     |                       |                              |                          |
|                   | 16-39 years    | 43                                | 22                                  | 39                    | 13                           | 32                       |
|                   | 40-64 years    | 48                                | 29                                  | 37                    | 34                           | 30                       |
|                   | 65+ years      | 24                                | 23                                  | 18                    | 26                           | 52                       |

\* multiple responses allowed



## 4. RECREATION OPPORTUNITIES AND FACILITIES

## A. PROVISION OF RECREATION OPPORTUNITIES FOR PEOPLES OF ALL AGES



(does not add to 100% due to rounding)

As in 2017, 70% of residents are very satisfied/satisfied with the provision of recreation opportunities for people of all ages and abilities in their community.

9% are dissatisfied/very dissatisfied, while 18% are neither satisfied nor dissatisfied and 4% are unable to comment. These readings are similar to last year's results.

There are no notable differences between Areas and between demographic groups, in terms of those residents who are dissatisfied/very dissatisfied. However, it appears that residents aged 16-39 years are slightly<sup>◇</sup> more likely to feel this way, than other age groups.

The reasons\* residents are dissatisfied/very dissatisfied are ...

- not enough for young people, mentioned by 3% of all residents,
- lack of recreation opportunities/limited/need more, 3%,
- more/better recreation facilities, 2%,
- need more advertising/promotion, 2%,
- other, 0.2%.

<sup>◇</sup> not statistically significant

\* multiple responses allowed

## Satisfaction With Provision Of Recreation Opportunities For Peoples Of All Ages

|                           |                   | Very satisfied<br>% | Satisfied<br>% | Very satisfied/<br>Satisfied<br>% | Neither/<br>Nor<br>% | Dissatisfied<br>% | Very<br>dissatisfied<br>% | Dissatisfied/<br>Very<br>dissatisfied<br>% | Don't<br>know<br>% |
|---------------------------|-------------------|---------------------|----------------|-----------------------------------|----------------------|-------------------|---------------------------|--|--------------------|
| <b>Overall</b>            |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Total City                | 2018 <sup>†</sup> | 17                  | 53             | 70                                | 18                   | 8                 | 1                         | 9  | 4                  |
|                           | 2017              | 19                  | 51             | 70                                | 20                   | 6                 | 1                         | 7  | 3                  |
|                           | 2016 <sup>†</sup> | 19                  | 46             | 65                                | 25                   | 7                 | 1                         | 8  | 3                  |
| <b>Area</b>               |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Nelson Central            |                   | 17                  | 54             | 71                                | 17                   | 7                 | 1                         | 8  | 4                  |
| Nelson North              |                   | 15                  | 53             | 68                                | 16                   | 10                | -                         | 10   | 6                  |
| Stoke <sup>†</sup>        |                   | 12                  | 55             | 67                                | 24                   | 8                 | 1                         | 9  | 1                  |
| Tahunanui                 |                   | 25                  | 50             | 75                                | 15                   | 8                 | -                         | 8  | 2                  |
| <b>Gender<sup>†</sup></b> |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Male                      |                   | 19                  | 56             | 75                                | 14                   | 8                 | 1                         | 9  | 1                  |
| Female                    |                   | 16                  | 50             | 66                                | 21                   | 8                 | -                         | 8  | 6                  |
| <b>Age</b>                |                   |                     |                |                                   |                      |                   |                           |  |                    |
| 16-39 years               |                   | 18                  | 47             | 65                                | 16                   | 15                | -                         | 15   | 4                  |
| 40-64 years               |                   | 16                  | 58             | 74                                | 18                   | 4                 | 1                         | 5  | 3                  |
| 65+ years                 |                   | 20                  | 51             | 71                                | 19                   | 4                 | 1                         | 5  | 5                  |

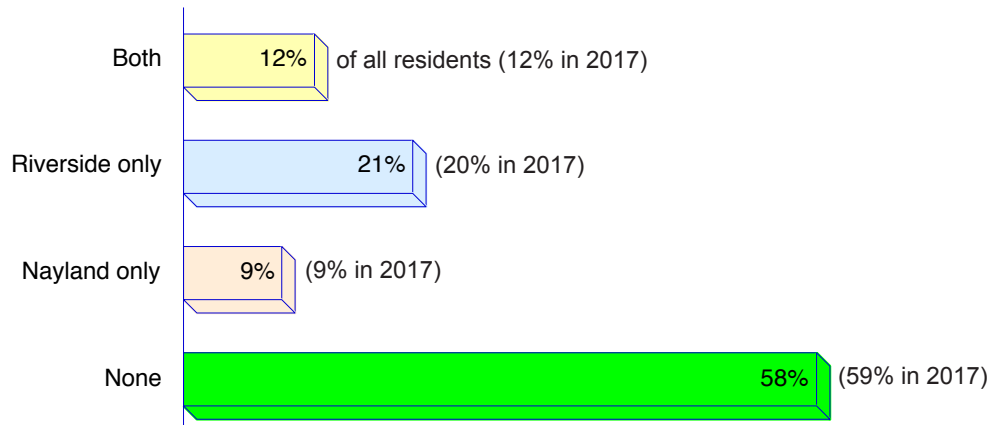
% read across (the very satisfied/satisfied readings are the sum of the very satisfied and satisfied readings and the dissatisfied/very dissatisfied readings are the sum of the dissatisfied and very dissatisfied readings)

<sup>†</sup> does not add to 100% due to rounding

## B. SWIMMING POOLS

### i. Use Of Riverside Or Nayland Swimming Pools

*In The Last Year Residents Have Used Or Visited ...*



In the last year, 21% of residents say they have used or visited the Riverside Pool only (20% in 2017), while 9% have used / visited the Nayland Pool only (9% in 2017). 12% of residents have used or visited both pools (12% in 2017). 58% of residents have not used or visited a pool in the city in the last year (59% in 2017).

Stoke Area residents are less likely to have only used / visited the **Riverside Pool**, than other Area residents.

Residents aged 65 years or over are slightly<sup>◇</sup> less likely to have used / visited only the **Nayland Pool**.

Residents slightly<sup>◇</sup> more likely to have used / visited **both** pools are ...

- Tahunanui Area residents,
- residents aged 16 to 64 years.

Residents more likely to have **not used/visited a pool** in the city in the last year are ...

- Stoke Area residents,
- men,
- residents aged 65 years or over.

<sup>◇</sup> not statistically significant



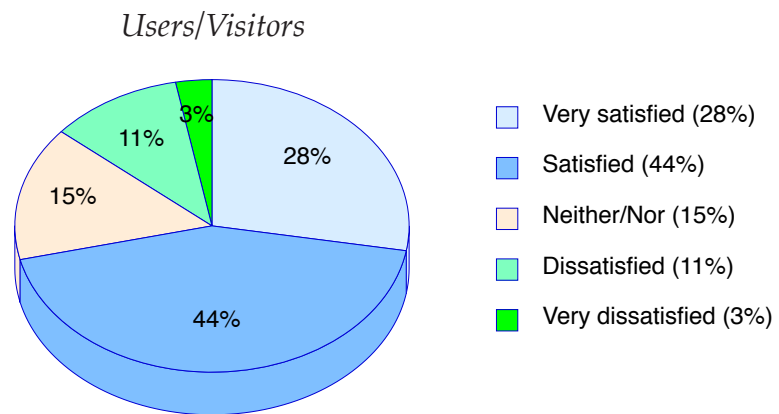
## Use Of Pools

|                          |             | Both<br>% | Riverside<br>Pool only<br>% | Nayland<br>Pool only<br>% | None<br>% |
|--------------------------|-------------|-----------|-----------------------------|---------------------------|-----------|
| <b>Total City</b>        | <b>2018</b> | <b>12</b> | <b>21</b>                   | <b>9</b>                  | <b>58</b> |
|                          | 2017        | 12        | 20                          | 9                         | 59        |
|                          | 2016        | 14        | 19                          | 10                        | 57        |
| <b>Area</b>              |             |           |                             |                           |           |
| Nelson Central           |             | 12        | 26                          | 8                         | 54        |
| Nelson North             |             | 10        | 27                          | 5                         | 58        |
| Stoke                    |             | 5         | 5                           | 17                        | 73        |
| Tahunanui <sup>†</sup>   |             | 23        | 19                          | 9                         | 50        |
| <b>Gender</b>            |             |           |                             |                           |           |
| Male                     |             | 10        | 20                          | 7                         | 63        |
| Female <sup>†</sup>      |             | 13        | 22                          | 11                        | 53        |
| <b>Age</b>               |             |           |                             |                           |           |
| 16-39 years              |             | 17        | 20                          | 12                        | 51        |
| 40-64 years <sup>†</sup> |             | 13        | 25                          | 11                        | 52        |
| 65+ years <sup>†</sup>   |             | 3         | 14                          | 3                         | 79        |

% read across

<sup>†</sup> does not add to 100% due to rounding

## ii. Satisfaction



Base = 143

(42% of residents who have used or visited the Riverside and/or Nayland Pools in the last year)  
(does not add to 100% due to rounding)

72% of users<sup>†</sup> are very satisfied/satisfied (78% in 2017) with swimming pools, including 28% who are very satisfied, while 14% are dissatisfied/very dissatisfied (5% in 2017).

15% are neither satisfied nor dissatisfied.

92% of users<sup>†</sup> who have used/visited the Nayland Pool only are very satisfied/satisfied.

There are no notable differences between Areas and between demographic groups, in terms of users<sup>†</sup> who are dissatisfied/very dissatisfied.

<sup>†</sup> residents who have used or visited a pool in the city in the last 12 months, N=143

## Satisfaction With Swimming Pools

|                                  |                   | Very satisfied<br>% | Satisfied<br>% | Very satisfied/<br>Satisfied<br>% | Neither/<br>Nor<br>% | Dissatisfied<br>% | Very<br>dissatisfied<br>% | Dissatisfied/<br>Very<br>dissatisfied<br>% | Don't<br>know<br>% |
|----------------------------------|-------------------|---------------------|----------------|-----------------------------------|----------------------|-------------------|---------------------------|--|--------------------|
| <b>Users</b>                     | 2018 <sup>†</sup> | 28                  | 44             | 72                                | 15                   | 11                | 3                         | 14   | -                  |
|                                  | 2017              | 31                  | 47             | 78                                | 15                   | 5                 | -                         | 5  | 2                  |
|                                  | 2016 <sup>†</sup> | 38                  | 36             | 74                                | 20                   | 3                 | 2                         | 5  | -                  |
|                                  | 2014              | 29                  | 50             | 79                                | 15                   | 4                 | -                         | 4  | 2                  |
| <b>Pool Used/Visited</b>         |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Both (N=37) <sup>†</sup>         |                   | 24                  | 41             | 65                                | 21                   | 10                | 3                         | 13   | -                  |
| Riverside only (N=76)            |                   | 19                  | 47             | 66                                | 18                   | 13                | 3                         | 16   | -                  |
| Nayland only (N=30) <sup>†</sup> |                   | 52                  | 40             | 92                                | 1                    | 8                 | -                         | 8  | -                  |
| <b>Area</b>                      |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Nelson Central <sup>†</sup>      |                   | 22                  | 50             | 72                                | 15                   | 11                | 3                         | 14   | -                  |
| Nelson North*                    |                   | 26                  | 37             | 63                                | 18                   | 14                | 5                         | 19   | -                  |
| Stoke*                           |                   | 52                  | 26             | 78                                | 7                    | 15                | -                         | 15   | -                  |
| Tahunanui*                       |                   | 30                  | 43             | 73                                | 19                   | 8                 | -                         | 8  | -                  |
| <b>Gender</b>                    |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Male <sup>†</sup>                |                   | 34                  | 43             | 77                                | 14                   | 8                 | 2                         | 10   | -                  |
| Female                           |                   | 23                  | 45             | 68                                | 16                   | 13                | 3                         | 16   | -                  |
| <b>Age</b>                       |                   |                     |                |                                   |                      |                   |                           |  |                    |
| 16-39 years                      |                   | 24                  | 50             | 74                                | 13                   | 11                | 2                         | 13   | -                  |
| 40-64 years                      |                   | 29                  | 40             | 69                                | 18                   | 10                | 3                         | 13   | -                  |
| 65+ years                        |                   | 34                  | 42             | 76                                | 8                    | 16                | -                         | 16   | -                  |

% read across (the very satisfied/satisfied readings are the sum of the very satisfied and satisfied readings and the dissatisfied/very dissatisfied readings are the sum of the dissatisfied and very dissatisfied readings)

\* caution, small base, N=23, 16 and 25 respectively

<sup>†</sup> does not add to 100% due to rounding

|       |      |               |
|-------|------|---------------|
| Bases | 2018 | 143 residents |
|       | 2017 | 255 residents |
|       | 2016 | 143 residents |
|       | 2014 | 184 residents |

The main reasons\* users† are dissatisfied/very dissatisfied with swimming pools are ...

- need upgrading/improving/cleaning,
- too expensive,
- too small.

### Summary Table:

#### Main Reasons\* For Being Dissatisfied/Very Dissatisfied With Swimming Pools

|                                   | Users/<br>Visitors<br>2018<br>% | Area                   |                      |                  |                      |
|-----------------------------------|---------------------------------|------------------------|----------------------|------------------|----------------------|
|                                   |                                 | Nelson<br>Central<br>% | Nelson<br>North<br>% | **<br>Stoke<br>% | **<br>Tahunanui<br>% |
| Percent who mention ...           |                                 |                        |                      |                  |                      |
| Need upgrading/improving/cleaning | 6                               | 5                      | 2                    | 15               | 8                    |
| Too expensive                     | 4                               | 6                      | 5                    | -                | -                    |
| Too small                         | 3                               | 3                      | 12                   | -                | -                    |

\* multiple responses allowed

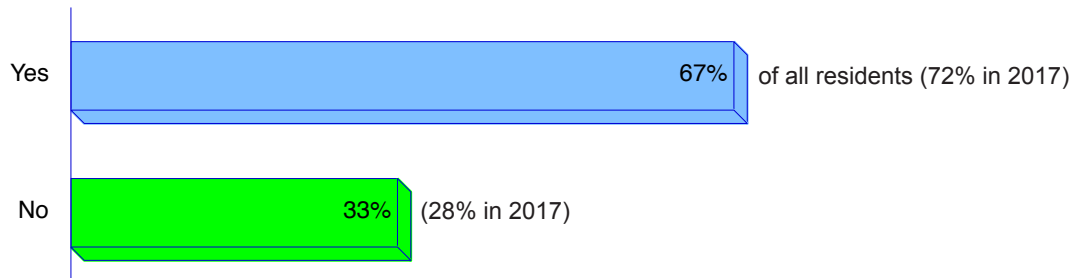
\*\* caution: small bases

† residents who have used/visited a Nelson City swimming pool in last 12 months, N=143

## C. PUBLIC LIBRARIES

### i. Use

*In The Last Year, Have Residents Used Or Visited A Public Library In Nelson?*



In the last year, 67% of residents have used or visited a public library in Nelson (72% in 2017).

Residents more likely to have used or visited a public library in Nelson are ...

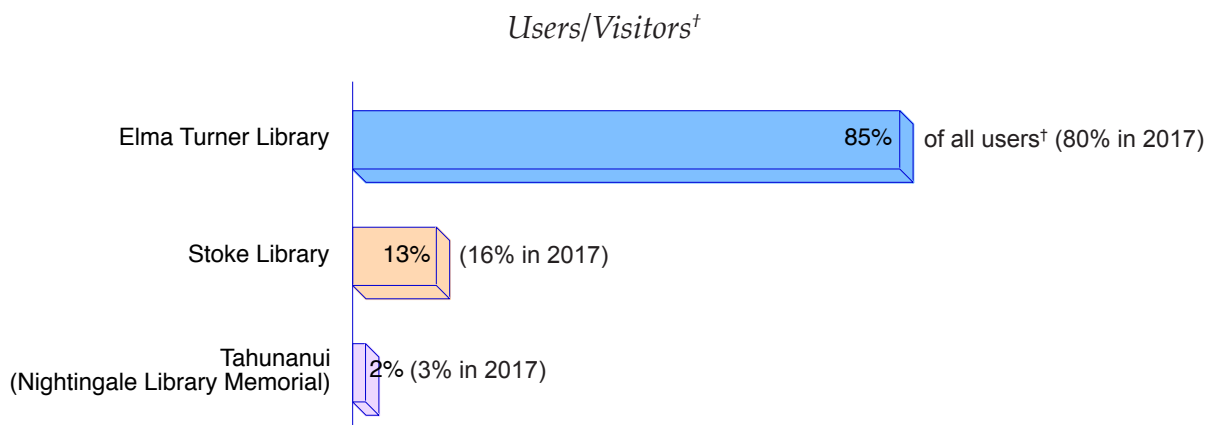
- women,
- residents aged 65 years or over.

## Use

|                   | Yes<br>%  | No<br>%   |
|-------------------|-----------|-----------|
| <b>Total City</b> |           |           |
| <b>2018</b>       | <b>67</b> | <b>33</b> |
| 2017              | 72        | 28        |
| 2016              | 69        | 31        |
| <b>Area</b>       |           |           |
| Nelson Central    | 70        | 30        |
| Nelson North      | 70        | 30        |
| Stoke             | 58        | 42        |
| Tahunanui         | 61        | 39        |
| <b>Gender</b>     |           |           |
| Male              | 61        | 39        |
| Female            | 72        | 28        |
| <b>Age</b>        |           |           |
| 16-39 years       | 62        | 38        |
| 40-64 years       | 65        | 35        |
| 65+ years         | 76        | 24        |

% read across, adds to 100%

## ii. Main Library Used/Visited



85% of library users/visitors have mainly used/visited the Elma Turner Library (80% in 2017), while 13% mainly use/visit the Stoke Library and 2% the Tahunanui Library.

Nelson City and Nelson North Area users<sup>†</sup> are more likely to have used the Elma Turner Library, than other Area users<sup>†</sup>.

<sup>†</sup> the 67% of residents who have used/visited a library in the City in the last year, N=282

## Main Library Used/Visited

|                       |                        | Elma<br>Turner<br>% | Stoke<br>% | Tahunanui<br>% | Don't<br>know<br>% |
|-----------------------|------------------------|---------------------|------------|----------------|--------------------|
| <b>Users/Visitors</b> | <b>2018</b>            | <b>85</b>           | <b>13</b>  | <b>2</b>       | <b>-</b>           |
|                       | 2017                   | 80                  | 16         | 3              | 1                  |
|                       | 2016 <sup>†</sup>      | 81                  | 16         | 2              | 2                  |
| <b>Area</b>           |                        |                     |            |                |                    |
|                       | Nelson Central         | 97                  | 2          | 1              | -                  |
|                       | Nelson North           | 98                  | 1          | 1              | -                  |
|                       | Stoke                  | 43                  | 57         | -              | -                  |
|                       | Tahunanui <sup>†</sup> | 74                  | 20         | 7              | -                  |
| <b>Gender</b>         |                        |                     |            |                |                    |
|                       | Male                   | 88                  | 11         | 1              | -                  |
|                       | Female <sup>†</sup>    | 84                  | 15         | 2              | -                  |
| <b>Age</b>            |                        |                     |            |                |                    |
|                       | 16-39 years            | 85                  | 15         | -              | -                  |
|                       | 40-64 years            | 91                  | 8          | 1              | -                  |
|                       | 65+ years              | 75                  | 20         | 4              | 1                  |

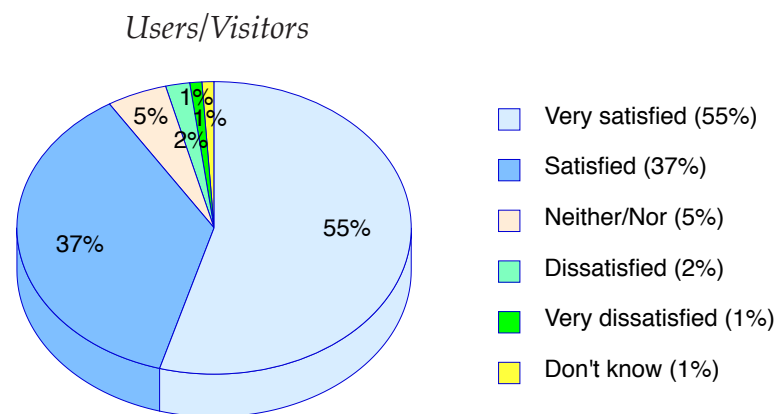
% read across

<sup>†</sup> does not add to 100% due to rounding

|       |      |               |
|-------|------|---------------|
| Bases | 2018 | 282 residents |
|       | 2017 | 453 residents |
|       | 2016 | 261 residents |



### iii. Satisfaction



Base = 282

(the 67% of residents who have used or visited a public library in Nelson, in last year)  
(does not add to 100% due to rounding)

92% of users<sup>†</sup> are very satisfied/satisfied with public libraries in Nelson, with 55% being very satisfied. 3% are dissatisfied/very dissatisfied and 5% are neither satisfied nor dissatisfied. These readings are similar to the 2017 results.

92% of users<sup>†</sup> who mainly use/visit Elma Turner Library are satisfied, while 95% of Stoke Library users/visitors are satisfied.

There are no notable differences between Areas and between demographic groups, in terms of those users<sup>†</sup> who are dissatisfied/very dissatisfied.

<sup>†</sup> the 67% of residents who have used/visited a library in the City in the last year, N=282

## Satisfaction With Public Libraries

|                             |                             | Very satisfied<br>% | Satisfied<br>% | Very satisfied/<br>Satisfied<br>% | Neither/<br>Nor<br>% | Dissatisfied<br>% | Very<br>dissatisfied<br>% | Dissatisfied/<br>Very<br>dissatisfied<br>% | Don't<br>know<br>% |
|-----------------------------|-----------------------------|---------------------|----------------|-----------------------------------|----------------------|-------------------|---------------------------|--|--------------------|
| <b>Users/Visitors</b>       | 2018 <sup>†</sup>           | 55                  | 37             | <b>92</b>                         | 5                    | 2                 | 1                         | <b>3</b>                                   | 1                  |
|                             | 2017                        | 52                  | 42             | <b>94</b>                         | 4                    | 1                 | 1                         | <b>2</b>                                   | -                  |
|                             | 2016                        | 64                  | 34             | <b>98</b>                         | 1                    | 1                 | -                         | <b>1</b>                                   | -                  |
| <b>Library Used/Visited</b> |                             |                     |                |                                   |                      |                   |                           |  |                    |
|                             | Elma Turner (N=231)         | 56                  | 36             | <b>92</b>                         | 4                    | 2                 | 1                         | <b>3</b>                                   | 1                  |
|                             | Stoke (N=43)                | 50                  | 45             | <b>95</b>                         | 5                    | -                 | -                         | <b>-</b>                                   | -                  |
|                             | Tahunanui (N=7*)            | 54                  | 14             | <b>68</b>                         | 32                   | -                 | -                         | <b>-</b>                                   | -                  |
| <b>Area</b>                 |                             |                     |                |                                   |                      |                   |                           |  |                    |
|                             | Nelson Central <sup>†</sup> | 57                  | 34             | <b>91</b>                         | 5                    | 2                 | -                         | <b>2</b>                                   | 1                  |
|                             | Nelson North <sup>†</sup>   | 50                  | 37             | <b>87</b>                         | 7                    | 2                 | 3                         | <b>5</b>                                   | -                  |
|                             | Stoke                       | 48                  | 52             | <b>100</b>                        | -                    | -                 | -                         | <b>-</b>                                   | -                  |
|                             | Tahunanui                   | 58                  | 32             | <b>90</b>                         | 7                    | 3                 | -                         | <b>3</b>                                   | -                  |
| <b>Gender</b>               |                             |                     |                |                                   |                      |                   |                           |  |                    |
|                             | Male                        | 56                  | 35             | <b>91</b>                         | 5                    | 1                 | 2                         | <b>3</b>                                   | 1                  |
|                             | Female <sup>†</sup>         | 54                  | 39             | <b>93</b>                         | 4                    | 2                 | -                         | <b>2</b>                                   | -                  |
| <b>Age</b>                  |                             |                     |                |                                   |                      |                   |                           |  |                    |
|                             | 16-39 years                 | 56                  | 38             | <b>94</b>                         | 4                    | -                 | -                         | <b>-</b>                                   | 2                  |
|                             | 40-64 years <sup>†</sup>    | 52                  | 40             | <b>92</b>                         | 5                    | 2                 | 1                         | <b>3</b>                                   | -                  |
|                             | 65+ years                   | 59                  | 33             | <b>92</b>                         | 4                    | 3                 | 1                         | <b>4</b>                                   | -                  |

% read across (the very satisfied/satisfied readings are the sum of the very satisfied and satisfied readings and the dissatisfied/very dissatisfied readings are the sum of the dissatisfied and very dissatisfied readings)

\* caution: very small base

<sup>†</sup> does not add to 100% due to rounding

|       |      |               |
|-------|------|---------------|
| Bases | 2018 | 282 residents |
|       | 2017 | 453 residents |
|       | 2016 | 261 residents |

The reasons\* users† are dissatisfied / very dissatisfied with public libraries are ...

*"They could have a wider range of selection of audio books, particularly the New Zealand section. I usually enjoy stories based on fact."*

*"Went to do some study and there was constant from activities and other users. Libraries are supposed to be quiet, so you can read or study."*

*"The space is now used as a meeting space with emphasis on multimedia instead of reading and books or a library as I know it. I'm very disappointed having been away for a few years, it's quite a shock to return to this environment. Te Reo seems to be the dominant language in the library. Everybody needs to be able to read the instructions."*

*"They have axed the newspaper section so now I can't read the Taranaki paper."*

*"I think it could be bigger, need a lot more books and boarder range in the reference centre, art and photography, need new books as some of them are getting tired. Look at the café in there and bring more community type events into the library. Empty building next to the library, demolish it and the area of the library will be increased twofold. Build community more resources."*

*"Lack of staff, lack of personal touch. Computerised change has meant I now go to Richmond Library."*

*"Overall happy but we don't need tourists in the library checking Facebook as libraries are for the community."*

*"A magnet for those wanting free wifi which has changed the tone."*

*"The loan period is too short for me. I don't want to be pressured about getting my book returned."*

NB: all reasons mentioned by users are shown as no groupings of individual comments equates to 1% or higher

\* multiple responses allowed

† the 67% of residents who have used / visited a library in the City in the last year, N=282



## 5. SPECIFIC WASTE AND RECYCLING BEHAVIOUR

## A. DOES HOUSEHOLD COMPOST FOOD WASTE?

### Does Household Compost Food Waste?

|                   |             | Yes<br>% | No<br>% | Don't know<br>% |
|-------------------|-------------|----------|---------|-----------------|
| <b>Overall</b>    |             |          |         |                 |
| Total City        | 2018        | 57       | 43      | -               |
|                   | 2017        | 64       | 36      | -               |
|                   | 2014        | 67       | 31      | 1               |
|                   | 2010        | 68       | 32      | -               |
|                   | 2009        | 67       | 33      | -               |
| <b>Area</b>       |             |          |         |                 |
| Nelson Central    |             | 57       | 43      | -               |
| Nelson North      |             | 62       | 38      | -               |
| Stoke             |             | 46       | 54      | -               |
| Tahunanui         |             | 64       | 36      | -               |
| <b>Gender</b>     |             |          |         |                 |
| Male <sup>†</sup> |             | 61       | 38      | -               |
| Female            |             | 53       | 47      | -               |
| <b>Age</b>        |             |          |         |                 |
|                   | 16-39 years | 54       | 46      | -               |
|                   | 40-64 years | 61       | 39      | -               |
|                   | 65+ years   | 53       | 46      | 1               |

% read across

<sup>†</sup> does not add to 100% due to rounding

In 2018, 57% of residents say their household currently composts their food waste (64% in 2017), while 43% do not (36% in 2017).

Men are more likely to compost food waste, than women. It appears that Stoke Area residents are **slightly less** likely to do so, than other Area residents.

## B. DOES HOUSEHOLD COMPOST GARDEN WASTE?

### Does Household Compost Garden Waste?

|                |                     | Yes<br>% | No<br>% | Don't know<br>% |
|----------------|---------------------|----------|---------|-----------------|
| <b>Overall</b> |                     |          |         |                 |
| Total City     | 2018 <sup>†</sup>   | 62       | 37      | -               |
|                | 2017                | 67       | 31      | 2               |
|                | 2014                | 73       | 27      | -               |
|                | 2010                | 74       | 26      | -               |
|                | 2009                | 72       | 27      | 1               |
| <b>Area</b>    |                     |          |         |                 |
|                | Nelson Central      | 62       | 36      | 2               |
|                | Nelson North        | 67       | 33      | -               |
|                | Stoke               | 53       | 46      | 1               |
|                | Tahunanui           | 65       | 30      | 5               |
| <b>Gender</b>  |                     |          |         |                 |
|                | Male                | 66       | 32      | 2               |
|                | Female <sup>†</sup> | 58       | 41      | 2               |
| <b>Age</b>     |                     |          |         |                 |
|                | 16-39 years         | 56       | 40      | 4               |
|                | 40-64 years         | 67       | 32      | 1               |
|                | 65+ years           | 58       | 41      | 1               |

% read across

<sup>†</sup> does not add to 100% due to rounding

62% of residents say that their household composts their garden waste (67% in 2017), while 37% do not (31% in 2017).

Men are more likely to compost garden waste, than women. It also appears that residents aged 40 to 64 years are slightly<sup>◇</sup> more likely to do so, than other age groups.

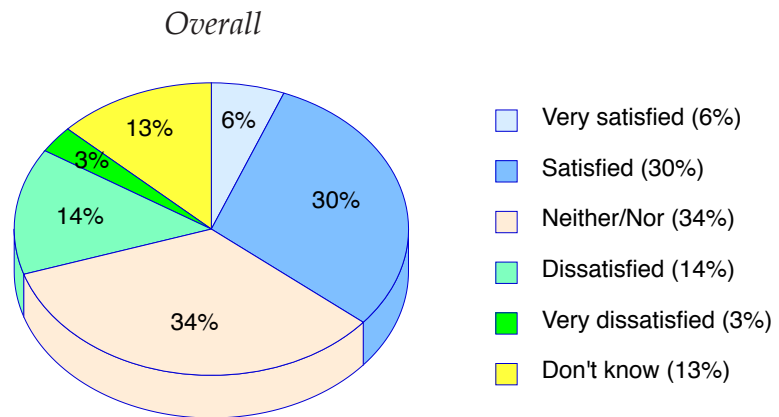
In total, 48% of households compost both their food waste **and** their garden waste.

<sup>◇</sup> differences are not statistically significant



## 6. CONSULTATION

## A. SATISFACTION WITH OPPORTUNITIES



36% of residents are satisfied with the opportunities that are available to provide feedback and take part in Council's decision making in their community (42% in 2017), while 17% are dissatisfied/very dissatisfied. 34% are neither dissatisfied nor satisfied and 13% are unable to comment (7% in 2017).

There are no notable differences between Areas and between demographic groups, in terms of those residents who are dissatisfied/very dissatisfied.



## Satisfaction With Opportunities

|                             |                   | Very satisfied<br>% | Satisfied<br>% | Very satisfied/<br>Satisfied<br>% | Neither/<br>Nor<br>% | Dissatisfied<br>% | Very<br>dissatisfied<br>% | Dissatisfied/<br>Very<br>dissatisfied<br>% | Don't<br>know<br>% |
|-----------------------------|-------------------|---------------------|----------------|-----------------------------------|----------------------|-------------------|---------------------------|--|--------------------|
| <b>Overall</b>              |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Total City                  | 2018              | 6                   | 30             | 36                                | 34                   | 14                | 3                         | 17   | 13                 |
|                             | 2017              | 9                   | 33             | 42                                | 34                   | 13                | 4                         | 17   | 7                  |
|                             | 2016              | 10                  | 27             | 37                                | 41                   | 11                | 4                         | 15   | 7                  |
|                             | 2014 <sup>†</sup> | 16                  | 37             | 53                                | 32                   | 7                 | 3                         | 10   | 4                  |
|                             | 2012              | 18                  | 43             | 61                                | 25                   | 5                 | 1                         | 6  | 8                  |
|                             | 2011 <sup>†</sup> | 11                  | 41             | 52                                | 27                   | 10                | 5                         | 15   | 7                  |
| <b>Area</b>                 |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Nelson Central <sup>†</sup> |                   | 6                   | 28             | 34                                | 35                   | 13                | 4                         | 17   | 13                 |
| Nelson North                |                   | 7                   | 31             | 38                                | 25                   | 21                | 2                         | 23   | 14                 |
| Stoke <sup>†</sup>          |                   | 6                   | 35             | 41                                | 38                   | 11                | 4                         | 15   | 5                  |
| Tahunanui                   |                   | 4                   | 28             | 32                                | 36                   | 9                 | 3                         | 12   | 20                 |
| <b>Gender<sup>†</sup></b>   |                   |                     |                |                                   |                      |                   |                           |  |                    |
| Male                        |                   | 5                   | 28             | 32                                | 35                   | 12                | 5                         | 17   | 15                 |
| Female                      |                   | 7                   | 32             | 39                                | 34                   | 15                | 2                         | 17   | 11                 |
| <b>Age<sup>†</sup></b>      |                   |                     |                |                                   |                      |                   |                           |  |                    |
| 16-39 years                 |                   | 3                   | 27             | 30                                | 41                   | 10                | 3                         | 13   | 17                 |
| 40-64 years                 |                   | 8                   | 32             | 40                                | 30                   | 16                | 3                         | 19   | 12                 |
| 65+ years                   |                   | 7                   | 30             | 37                                | 34                   | 14                | 4                         | 18   | 10                 |

% read across (the very satisfied/satisfied readings are the sum of the very satisfied and satisfied readings and the dissatisfied/very dissatisfied readings are the sum of the dissatisfied and very dissatisfied readings)

<sup>†</sup> does not add to 100% due to rounding

The main reasons\* residents are dissatisfied/very dissatisfied with the opportunities to provide feedback are ...

- not aware of any opportunities/don't see or hear anything,
- lack of consultation/decisions made without consultation/hear about it afterwards,
- don't listen to use/do what they want.

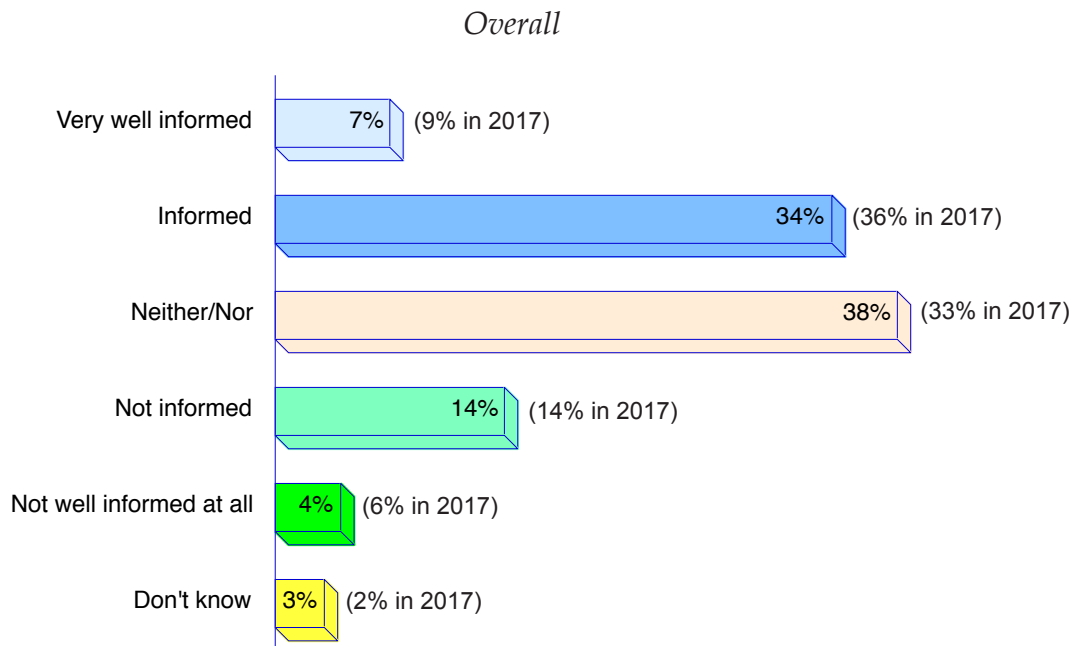
### Summary Table:

#### Main Reasons\* For Being Dissatisfied/Very Dissatisfied With Opportunities

|  | Total<br>City<br>2018<br>% | Area                   |                      |            |                |
|--|----------------------------|------------------------|----------------------|------------|----------------|
|  |                            | Nelson<br>Central<br>% | Nelson<br>North<br>% | Stoke<br>% | Tahunanui<br>% |
| Percent who mention ...  |                            |                        |                      |            |                |
| Not aware of any opportunities/<br>don't see or hear anything                        | 4                          | 5                      | 4                    | 5          | 4              |
| Lack of consultation/decisions made without<br>consultation/hear about it afterwards | 4                          | 3                      | 6                    | 3          | 5              |
| Don't listen to us/do what they want   | 3                          | 4                      | 4                    | 1          | 2              |

\* multiple responses allowed

## B. HOW WELL INFORMED DO RESIDENTS FEEL ABOUT COUNCIL AND ITS SERVICES?



41% of residents feel they are very well informed /informed about Council and its services (45% in 2017), while 18% feel they are not informed /not well informed at all.

38% feel they are neither informed nor uninformed (33% in 2017).

Residents more likely to feel very well informed /informed are ...

- women,
- residents aged 40 years or over.

Residents aged 16 to 39 years are more likely to feel not informed /not well informed at all, than other age groups.

## How Well Informed Do Residents Feel About Council And Its Services?

|                        |                   | Very well informed<br>% | Informed<br>% | Very well informed/<br>Informed<br>% | Neither/<br>Nor<br>% | Not informed<br>% | Not well informed<br>at all<br>% | Not informed/<br>Not well informed at all<br>% | Don't know<br>% |
|------------------------|-------------------|-------------------------|---------------|--------------------------------------|----------------------|-------------------|----------------------------------|--|-----------------|
| <b>Overall</b>         |                   |                         |               |                                      |                      |                   |                                  |  |                 |
| Total City             | 2018              | 7                       | 34            | 41                                   | 38                   | 14                | 4                                | 18   | 3               |
|                        | 2017              | 9                       | 36            | 45                                   | 33                   | 14                | 6                                | 20   | 2               |
|                        | 2016 <sup>†</sup> | 8                       | 29            | 37                                   | 45                   | 13                | 5                                | 18   | 1               |
|                        | 2014              | 13                      | 37            | 50                                   | 33                   | 13                | 3                                | 16   | 1               |
|                        | 2012              | 11                      | 53            | 64                                   | 22                   | 10                | 1                                | 11   | 3               |
| <b>Area</b>            |                   |                         |               |                                      |                      |                   |                                  |  |                 |
| Nelson Central         |                   | 6                       | 34            | 40                                   | 42                   | 11                | 3                                | 14   | 4               |
| Nelson North           |                   | 8                       | 33            | 41                                   | 43                   | 13                | 2                                | 15   | 1               |
| Stoke <sup>†</sup>     |                   | 11                      | 32            | 43                                   | 27                   | 21                | 3                                | 24   | 5               |
| Tahunanui <sup>†</sup> |                   | 7                       | 40            | 47                                   | 30                   | 14                | 10                               | 24   | -               |
| <b>Gender</b>          |                   |                         |               |                                      |                      |                   |                                  |  |                 |
| Male <sup>†</sup>      |                   | 9                       | 27            | 36                                   | 42                   | 15                | 4                                | 19   | 4               |
| Female                 |                   | 6                       | 41            | 47                                   | 34                   | 12                | 4                                | 16   | 3               |
| <b>Age<sup>†</sup></b> |                   |                         |               |                                      |                      |                   |                                  |  |                 |
| 16-39 years            |                   | 5                       | 27            | 32                                   | 34                   | 22                | 5                                | 27   | 6               |
| 40-64 years            |                   | 9                       | 35            | 44                                   | 42                   | 11                | 3                                | 14   | 1               |
| 65+ years              |                   | 6                       | 45            | 51                                   | 34                   | 7                 | 3                                | 10   | 4               |

% read across (the very well informed /informed readings are the sum of the very well informed and informed readings and the not informed/not well informed at all readings are the sum of the not informed and not well informed at all readings)

<sup>†</sup> does not add to 100% due to rounding

The main reasons\* residents feel not informed/not well informed at all about Council and its services are ...

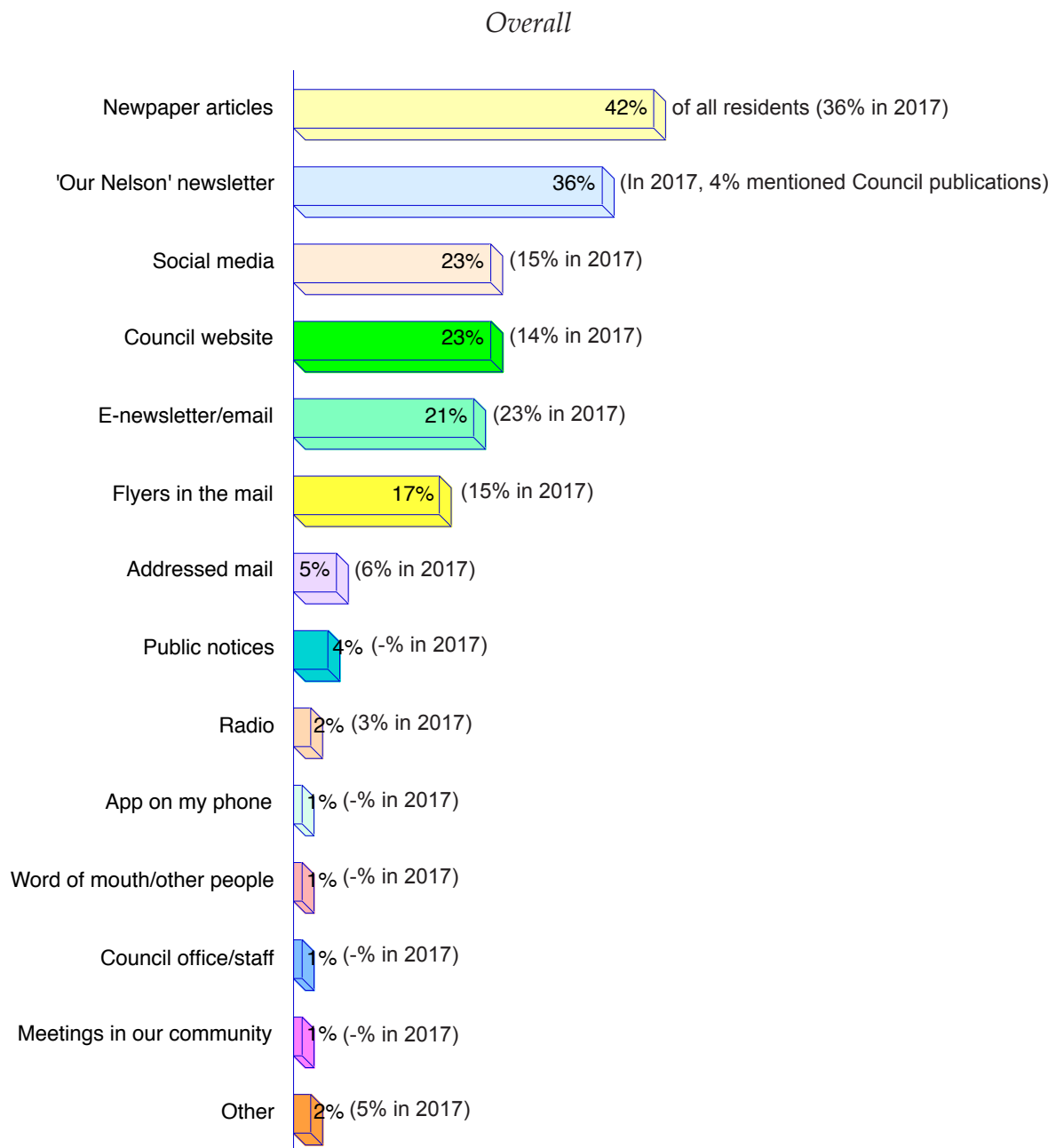
- lack of information/limited/don't hear anything/don't advertise what they do,
- my own fault/don't make the effort/lack of time,
- don't hear from Council/lack of communication/don't inform us.

**Summary Table: Main Reasons\* For Feeling Not Informed/Not Well Informed At All About Council And Its Services**

|  | Total<br>City<br>2018<br>% | Area                   |                      |            |                |
|--|----------------------------|------------------------|----------------------|------------|----------------|
|  |                            | Nelson<br>Central<br>% | Nelson<br>North<br>% | Stoke<br>% | Tahunanui<br>% |
| Percent who mention ...  |                            |                        |                      |            |                |
| Lack of information/limited/<br>don't hear anything/don't advertise what they do | 7                          | 5                      | 5                    | 12         | 10             |
| My own fault/don't make the effort/lack of time                                  | 4                          | 4                      | 3                    | -          | 8              |
| Don't hear from Council/<br>lack of communication/don't inform us                | 3                          | 2                      | 3                    | 6          | 6              |

\* multiple responses allowed

## C. PREFERRED METHOD OF GETTING NEWS/INFORMATION ABOUT WHAT NELSON CITY COUNCIL IS DOING



(multiple responses allowed)

42% of residents say they prefer to get news about what Nelson City Council is doing through newspaper articles (36% in 2017), with 36% mentioning 'Our Nelson' newsletter (not asked in 2017). Information through social media and/or Council website are both mentioned by 23% of residents.

## Main Preferred Methods Of Getting Information/News

|                 |      | E-newsletter /<br>email<br>% | 'Our<br>Nelson'<br>newsletter<br>% | Newspaper<br>articles<br>% | Council<br>website<br>% | Flyers<br>in the<br>mail<br>% | Social<br>media<br>% |
|-----------------|------|------------------------------|------------------------------------|----------------------------|-------------------------|-------------------------------|----------------------|
| <b>Overall</b>  |      |                              |                                    |                            |                         |                               |                      |
| Total City      | 2018 | 21                           | 36                                 | 42                         | 23                      | 17                            | 23                   |
|                 | 2017 | 23                           | -                                  | 36                         | 14                      | 15                            | 15                   |
|                 | 2016 | 23                           | -                                  | 33                         | 3                       | 22                            | 6                    |
| <b>Area</b>     |      |                              |                                    |                            |                         |                               |                      |
| Nelson Central† |      | 26                           | 35                                 | 43                         | 19                      | 17                            | 20                   |
| Nelson North    |      | 15                           | 35                                 | 47                         | 36                      | 26                            | 25                   |
| Stoke           |      | 15                           | 39                                 | 45                         | 26                      | 11                            | 24                   |
| Tahunanui       |      | 15                           | 37                                 | 32                         | 22                      | 14                            | 34                   |
| <b>Gender</b>   |      |                              |                                    |                            |                         |                               |                      |
| Male            |      | 17                           | 38                                 | 48                         | 26                      | 15                            | 24                   |
| Female          |      | 24                           | 35                                 | 37                         | 21                      | 18                            | 23                   |
| <b>Age</b>      |      |                              |                                    |                            |                         |                               |                      |
| 16-39 years     |      | 19                           | 21                                 | 33                         | 24                      | 17                            | 39                   |
| 40-64 years     |      | 26                           | 44                                 | 38                         | 26                      | 18                            | 20                   |
| 65+ years       |      | 13                           | 44                                 | 64                         | 17                      | 13                            | 8                    |

Multiple responses allowed

Residents more likely to mention **newspaper articles** are ...

- men,
- residents aged 65 years or over.

Residents aged 16 to 39 years are less likely to mention '**Our Nelson' newsletter**, than other age groups.

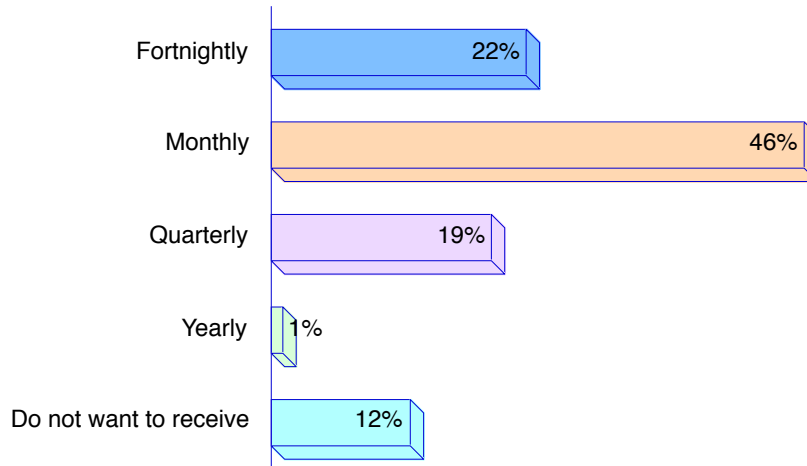
Residents aged 16 to 64 years, in particular those aged 16 to 39 years are more likely to mention **social media**.

Nelson North Area residents are slightly<sup>◇</sup> more likely to mention **Council website**, than other Area residents.

<sup>◇</sup> not statistically significant

## D. 'OUR NELSON'

*How Often Would Residents Like To Receive 'Our Nelson' ...?*



(not asked prior to 2018)

46% of residents say they would like to receive 'Our Nelson' monthly, while 22% prefer fortnightly and 19% specify quarterly.

12% say they do not want to receive the publication.

There are no notable differences between Areas and between demographic groups. However, Nelson Central and Stoke residents are slightly<sup>◇</sup> more likely to say they would like to receive 'Our Nelson' **monthly**, than other Area residents.

And it appears that residents aged 16 to 39 years are slightly<sup>◇</sup> more likely to say they **do not want** to receive this publication, than other age groups.

<sup>◇</sup> not statistically significant



### How Often Would Residents Like To Receive 'Our Nelson'?

|                        | Fortnightly<br>% | Monthly<br>% | Quarterly<br>% | Yearly<br>% | Not<br>at all<br>% |
|------------------------|------------------|--------------|----------------|-------------|--------------------|
| <b>Overall</b>         |                  |              |                |             |                    |
| Total City 2018        | 22               | 46           | 19             | 1           | 12                 |
| <b>Area</b>            |                  |              |                |             |                    |
| Nelson Central         | 23               | 50           | 15             | -           | 12                 |
| Nelson North           | 28               | 36           | 25             | -           | 11                 |
| Stoke <sup>†</sup>     | 19               | 51           | 18             | -           | 11                 |
| Tahunanui <sup>†</sup> | 19               | 40           | 28             | 3           | 11                 |
| <b>Gender</b>          |                  |              |                |             |                    |
| Male                   | 23               | 47           | 18             | -           | 12                 |
| Female <sup>†</sup>    | 22               | 46           | 20             | 1           | 12                 |
| <b>Age</b>             |                  |              |                |             |                    |
| 16-39 years            | 21               | 42           | 17             | 1           | 19                 |
| 40-64 years            | 20               | 50           | 20             | -           | 10                 |
| 65+ years <sup>†</sup> | 29               | 45           | 21             | 1           | 5                  |

% read across

Not asked prior to 2018

<sup>†</sup> does not add to 100% due to rounding

\* \* \* \* \*

## E. APPENDIX

### Base By Sub-sample

|               |                | Actual<br>respondents<br>interviewed | *Expected numbers<br>according to<br>population<br>distribution |
|---------------|----------------|--------------------------------------|---|
| <b>Area</b>   | Nelson Central | 203                                  | 217   |
|               | Nelson North   | 64                                   | 47  |
|               | Stoke          | 78                                   | 80  |
|               | Tahunanui      | 62                                   | 63  |
| <b>Gender</b> | Male           | 204                                  | 192   |
|               | Female         | 203                                  | 215   |
| <b>Age</b>    | 16 - 39 years  | 78                                   | 134   |
|               | 40 - 64 years  | 142                                  | 184   |
|               | 65+ years      | 187                                  | 89  |

\* Interviews are intentionally conducted to give a relatively robust sample base within each Area. Post-stratification (weighting) is then applied to adjust back to population proportions in order to yield correctly balanced overall percentages. This is accepted statistical procedure. Please also refer to pages 2 to 5.

\* \* \* \* \*