

NELSON CITY COUNCIL

RESIDENTS' SURVEY 2021-2022

Report | AUGUST 2022



Nelson City Council Residents' Survey 2021/2022

Report – August 2022

Prepared for:
Nelson City Council

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RESULTS AT A GLANCE

Key Insights

Overall satisfaction has improved since last year.



- Half (51 percent) of Nelson residents are satisfied overall with the Council performance (26 percent are neutral and 21 percent are dissatisfied).
- This is an increase in the proportion satisfied since last year, when 43 percent were satisfied. However, satisfaction remains below levels seen in 2020 which were at a high of 63 percent.

Three-quarters or more (75 – 85 percent) of users are satisfied with the following services/facilities:



- Parks and recreation, sportsgrounds, and swimming pools
- Libraries and museums, heritage buildings, and galleries
- Cycleways

To increase overall satisfaction, priority should be placed on 1) engagement 2) the Council's care of the natural environment, 3) the built transport facilities overall, and 4) communication. These are the areas that most impact satisfaction, but also have the lowest satisfaction rates.

Based upon the commentary provided, this may include focusing on:



- Ensuring residents feel they have sufficient opportunities to have their say
- Listening to the community wants and needs



- Managing the water quality to ensure it is top quality



- Maintaining the roads/footpaths, but in a manner that minimises traffic impact
- Encouraging safer driving behaviour and having safer intersections
- Providing more/better cycle lanes



















- Being transparent when making decisions
- Communicating better in general and being responsive



- Continuing doing the best job they can in general

Measures at a glance

- 6 out of 8 service measures met their targets in 2021/2022.

	2020**	2020/2021	2021/2022		Target
 Respondents satisfied with Council's overall performance	63%	43%	51%	-	-
 Respondents satisfied with how the Council is looking after Nelson's natural environment*	58%	47%	44%	-	-
 Respondents agree Council communicates well with its residents	-	-	32%	-	-
 Respondents agree Council provides sufficient opportunity for people to have their say*	54%	47%	38%	-	-
 Journey to work by walking, running, or cycling	16%	20%	15%	-	-
 Respondents satisfied with built transport facilities*	54%	39%	45%	✘	50%
 Users satisfied with urban walkways and footpaths	-	-	74%	✓	50%
 Users satisfied with cycleways	-	-	75%	✓	50%
 Users satisfied with public transport	-	-	62%	✓	50%
 Users/visitors satisfied with libraries	93%	91%	84%	✓	80%
 Users satisfied with sportsgrounds	-	-	84%	✓	80%
 Users satisfied with museums, heritage buildings, and galleries	-	-	83%	-	-
 Users satisfied with parks and recreation	-	-	85%	✓	80%
 Users satisfied with swimming pools	-	-	78%	-	-
 Users satisfied with play facilities (playgrounds/skateparks)	-	-	69%	✘	80%
 Users satisfied with public toilets	-	-	52%	-	-

*Please note that the wording for these measures has changed slightly over time

** 2020 data collected in March and June 2020. Data for 2020/2021 collected in September 2020, December 2020, March 2021, and June 2021. Data for 2021/2022 collected in December 2021, March 2022, and June 2022.

RESULTS IN DETAIL

COUNCIL FACILITIES AND SERVICES

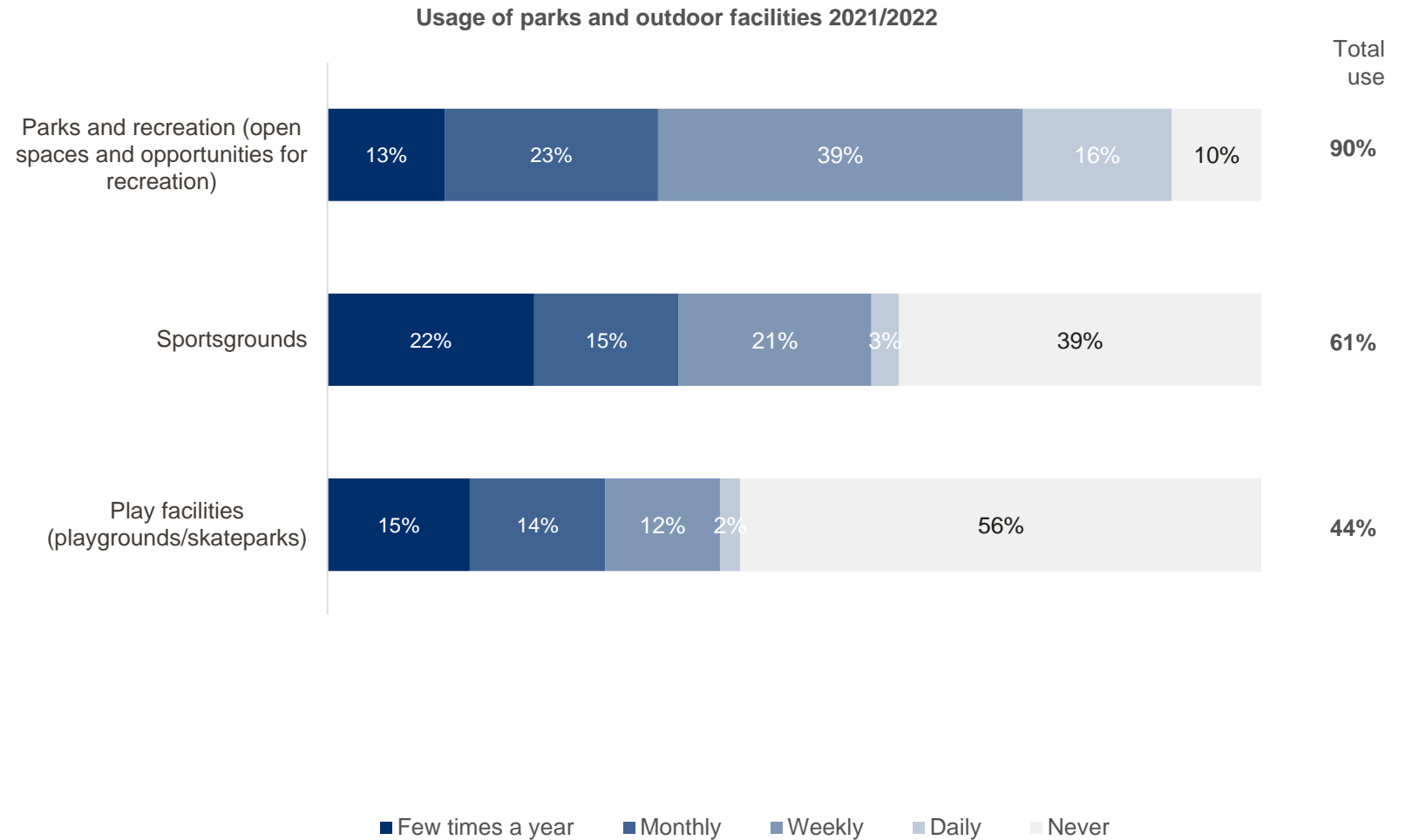
Parks and outdoor facilities

“With trees and all the bits and pieces around, they look very nice.”

“I think in general we have got good facilities nice parks playgrounds.”

Usage of parks and outdoor facilities 2021/2022

- Nearly all (90 percent) of residents use the parks and recreation spaces; comparatively fewer use sportsgrounds or play facilities.
- As could be expected given these facilities, there is a clear relationship between age and usage, where usage levels decrease as age increases.




Q. How often do you use the following Council facilities? New question in 2021/2022.
 Base: All residents (2021/2022 n=407)


Satisfaction with parks and outdoor facilities 2021/2022

- The majority of visitors/users of the parks and recreation, and sportsgrounds are satisfied with those outdoor facilities (85 percent and 84 percent respectively).
- Satisfaction levels with parks and recreation, and the sportsgrounds meet performance measure targets.

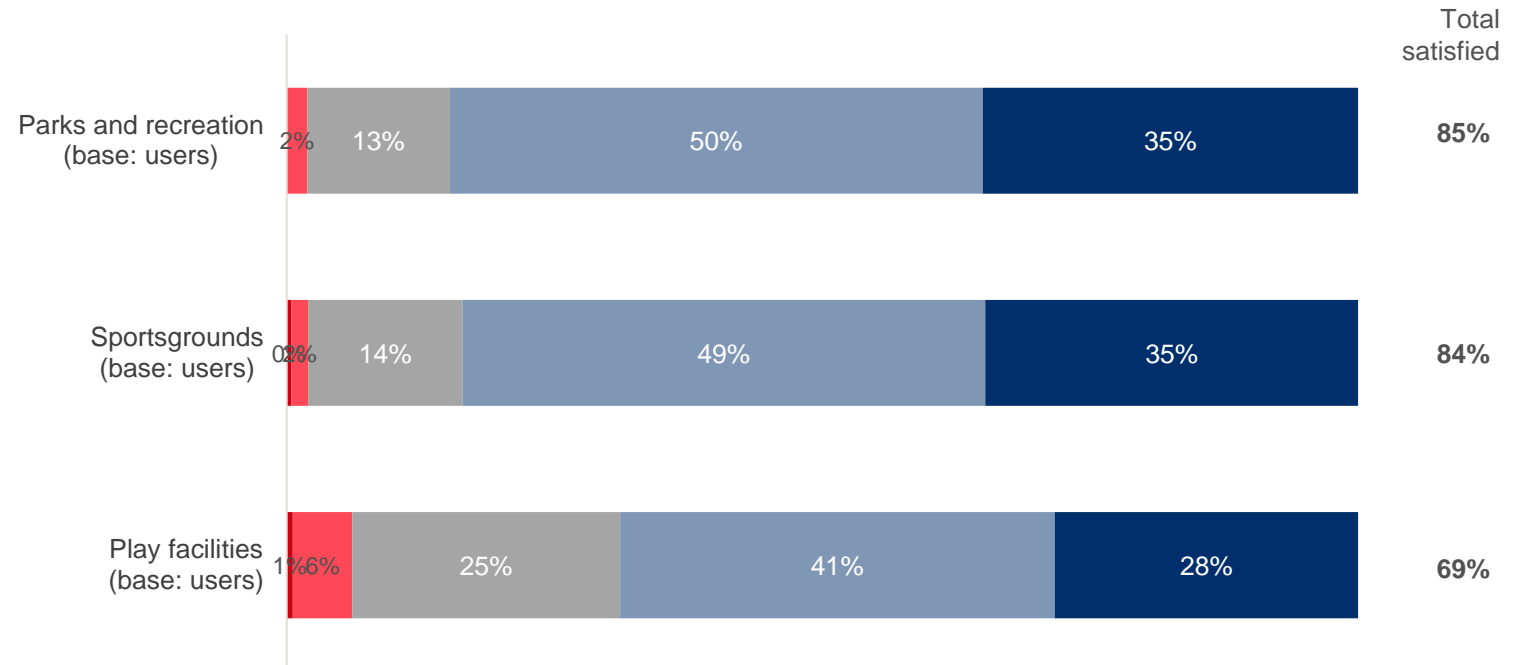
 At least 80 percent satisfaction with parks and recreation.

 At least 80 percent satisfaction with sportsgrounds.

- Over two-thirds (69 percent) are also satisfied with the play facilities.

 At least 80 percent satisfaction with play facilities.

Satisfaction with parks and outdoor facilities 2021/2022



■ Very dissatisfied ■ Dissatisfied ■ Neutral ■ Satisfied ■ Very Satisfied

Q. And how satisfied are you with those facilities?

Base: Residents who use the facility (2021/2022: parks and recreation n=368, sportsgrounds n=250, play facilities n=180).

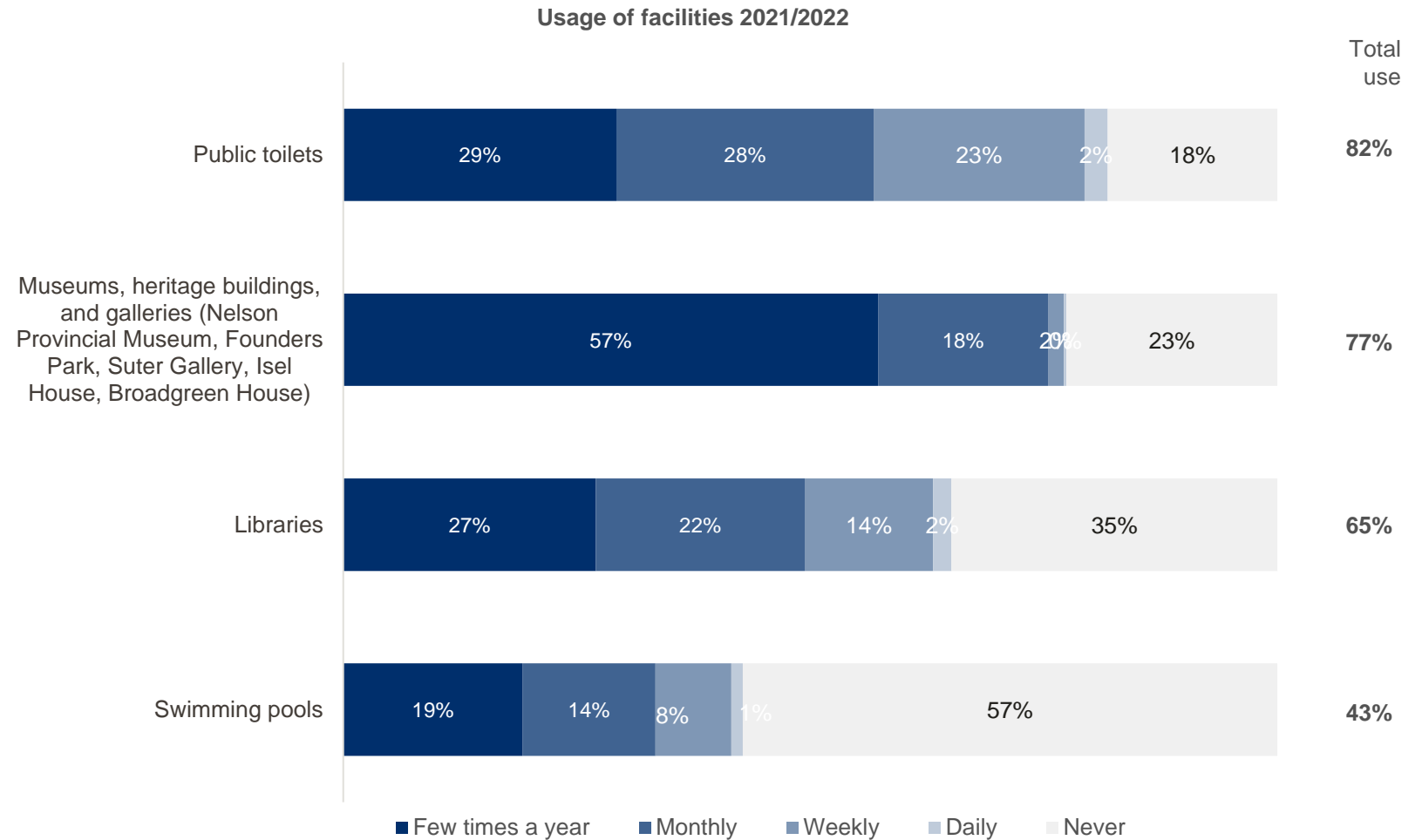
Facilities

“I think that they give a good range for each person: libraries, sports facilities for kids, etc.”

“I have seen some nice improvements over the last year, especially the Skate Park in Stoke, it is creating opportunities for young people.”


Usage of facilities 2021/2022

- Of the facilities, swimming pools are the least used, with less than half of respondents having used/visited any swimming pools.
- Similar to the outdoor facilities, there is a clear relationship between age and use of these facilities where usage decreases with age.

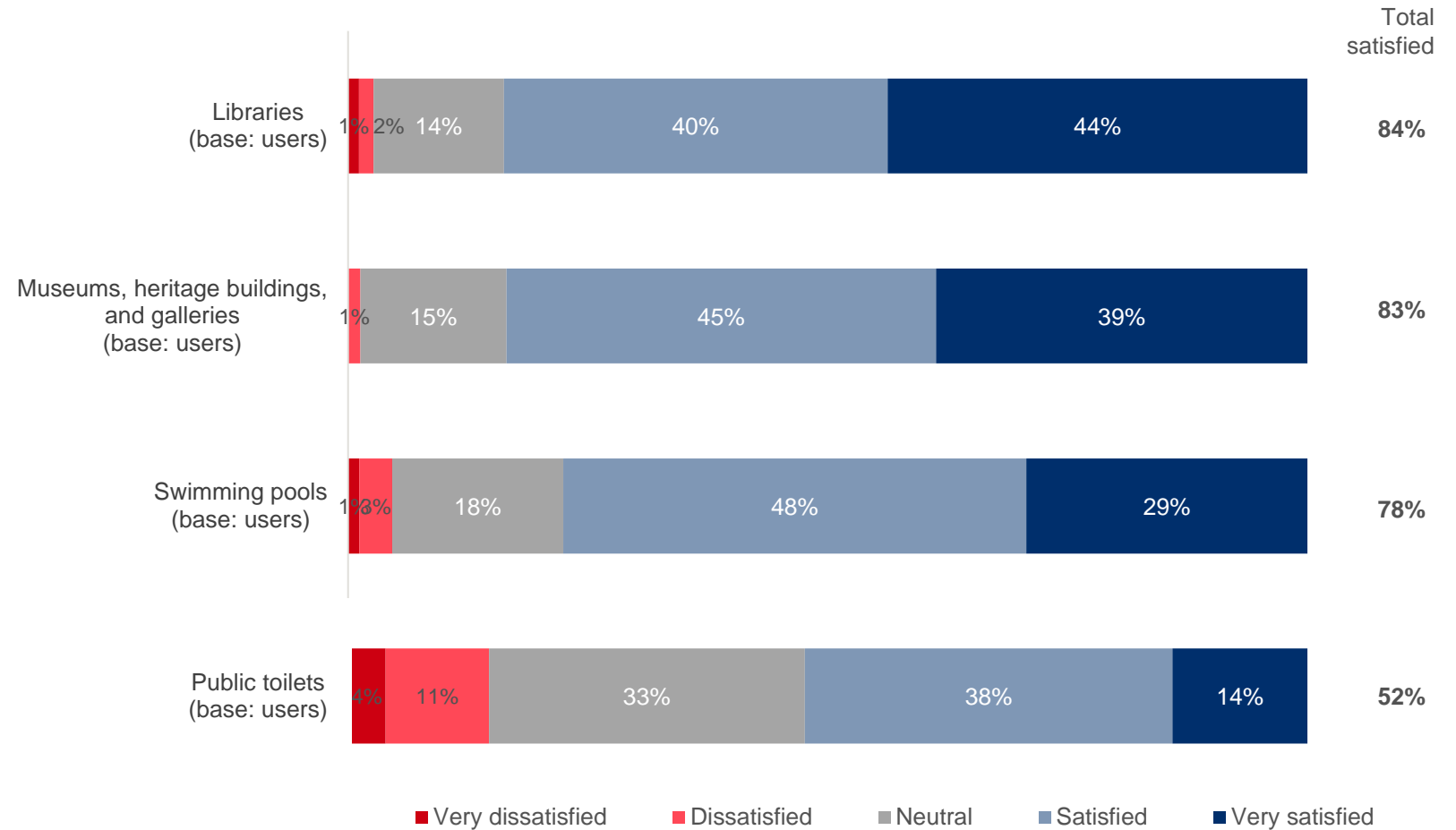


Q. How often do you use the following Council facilities?
 Base: All residents (2021/2022 n=407)

Satisfaction with facilities 2021/2022

- Most of the visitors to the library (84 percent), museums, heritage buildings, and galleries (83 percent) are satisfied with the respective facilities.
- Satisfaction levels with the libraries meet performance measure targets.
-  At least 80% library user satisfaction
- Most of swimming pool users are also satisfied (78 percent).
- Half are satisfied with the public toilets (52 percent).

Satisfaction with facilities 2021/2022

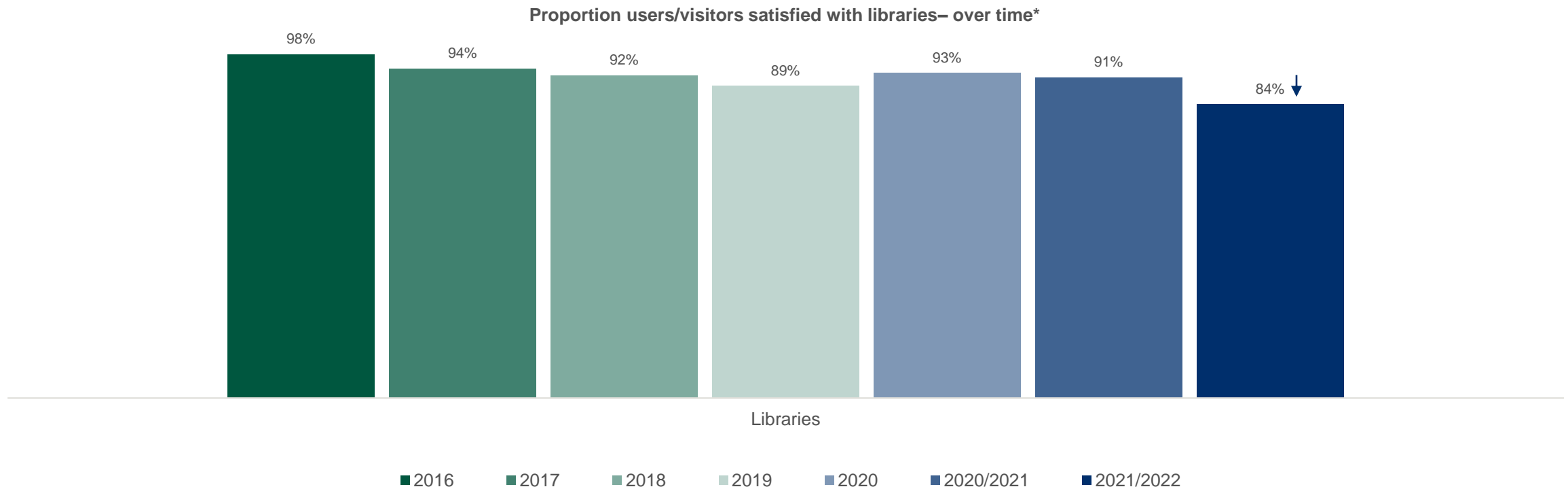


Q. And how satisfied are you with those facilities?

Base: Residents who use the facility (2021/2022: museums, heritage buildings and galleries n=315, public toilets n=334, libraries n=265, swimming pools n=174).

Satisfaction with libraries – over time

- Satisfaction with the libraries has decreased in 2021/2022. This is likely due to some of the controversy with the Central City library redevelopment (e.g. the budget).



Q. 2021/2022 Q. And how satisfied are you with those facilities? Libraries

*Please note the wording changes in how the question was asked in 2021/2022. Q. 2020/2021: Can you please identify how satisfied or dissatisfied you are with the public library service?

Base: Residents who had used the public library (2020/2021 n=187, 2020 n=233, 2019 n=258, 2018 n=282, 2017 n=unknown, 2016 n=unknown)

TRANSPORT AND ROADING



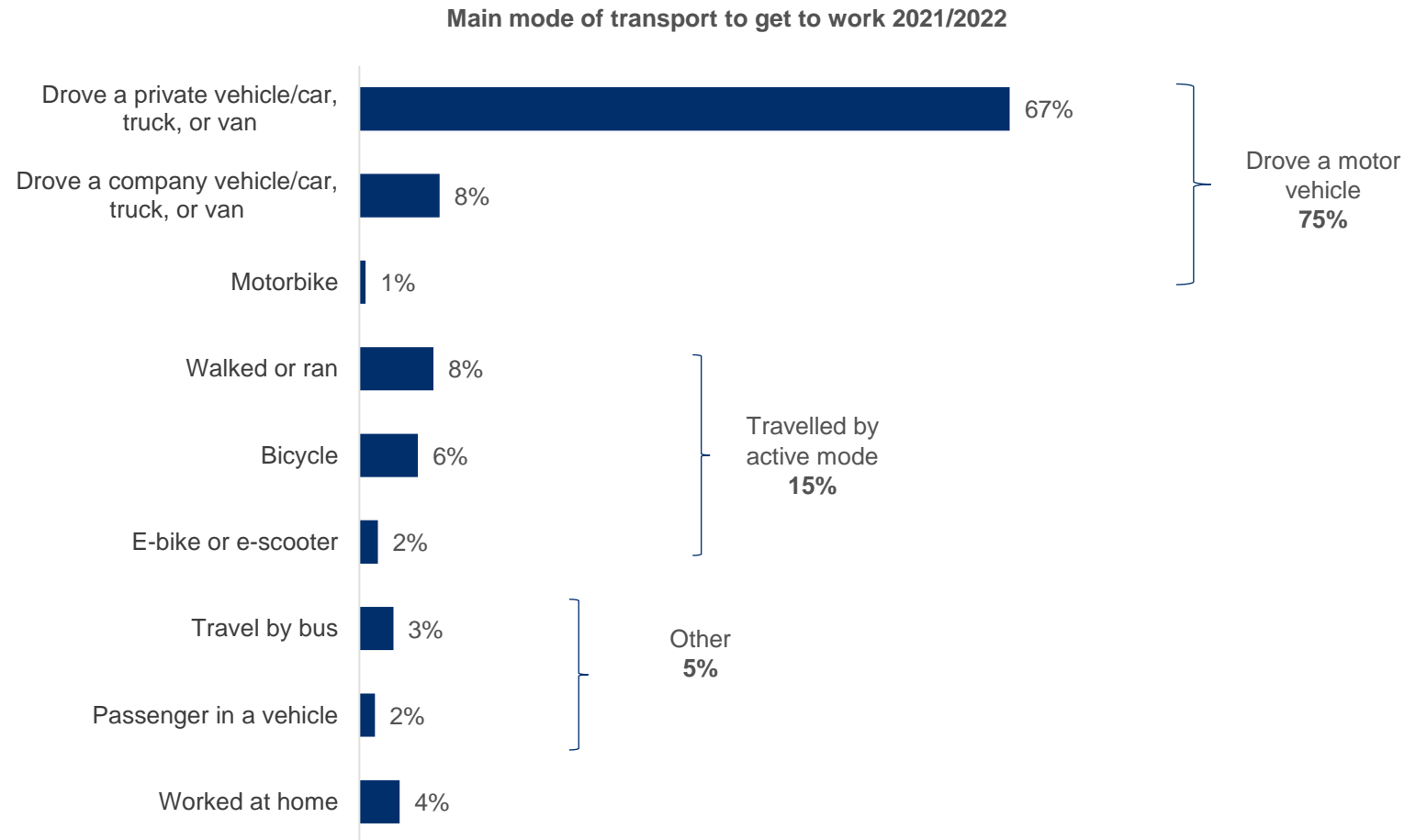
Transport & roading

“They've generally done a good job with cycleways, parks, urban and rural walkways.”

“It's so variable sometimes.”

Main mode of transport

- Over three-quarters (78 percent) of the residents surveyed provided an answer to what their main mode of transport was to get to work in the last twelve months.
- Out of these residents, three-quarters travel to work by driving a motor vehicle.
- Only 15 percent use an active method such as biking, or walking.
 - Respondents in Nelson Central are more likely to use this method (27 percent).
- If including other methods such as being a passenger, or traveling by bus, then 21 percent use alternative methods to driving themselves.

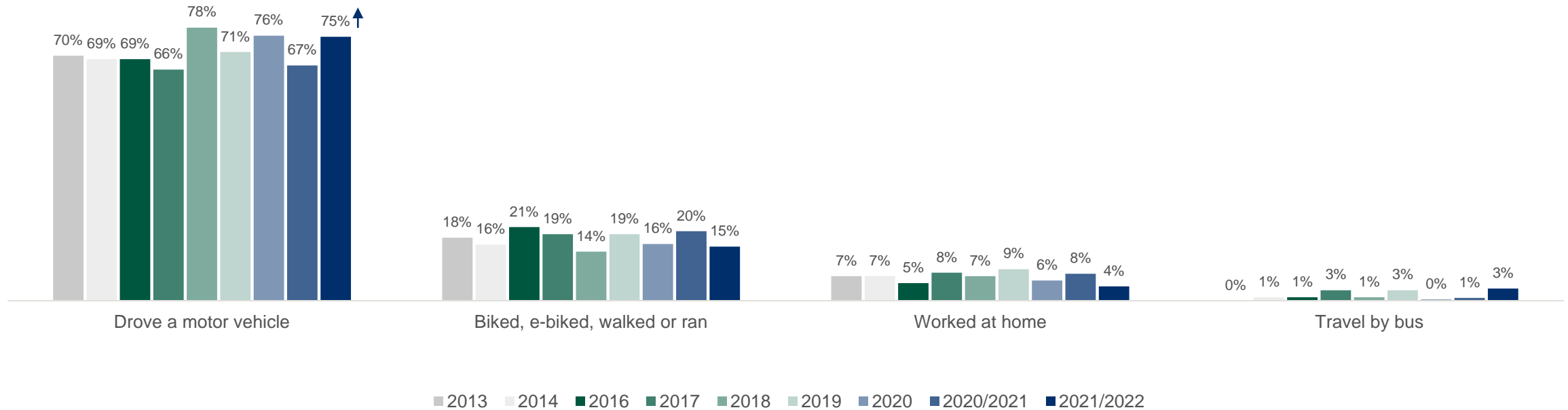


Q. Thinking about the last twelve months, if applicable, what was your main mode of transport to get to work?
 Base: All residents excluding those who do not work/not applicable/don't know (2021/2022 n=317)
 1. 22 percent answered don't know, don't work/not applicable to this question

Main mode of transport – over time

- In 2021/2022, more residents reported driving a motor vehicle as their main mode of transport to get to work than in 2020/2021.
- Over time, the main modes of transport to get to work have fluctuated slightly but remained overall consistent.


Main mode of transport to get to work – over time



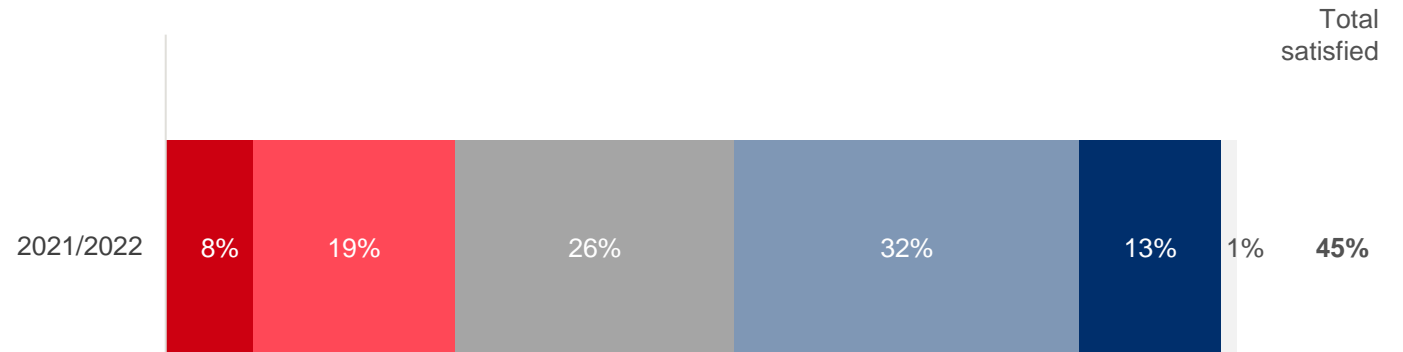
Q. Thinking about the last twelve months, if applicable, what was your main mode of transport to get to work?

Base: All residents excluding those who do not work/not applicable/don't know (2021/2022 n=317); residents who work full-time or part-time (2020/2021 n=247, 2020 n=259, 2019 n=190, 2018 n=228, 2017 n=395, 2016 n=227, 2014 n=252, 2013 n=254)

Transport satisfaction overall 2021/2022

- Nearly half (45 percent) report being satisfied overall with the built transport facilities that support their travel.
 - Residents in Stoke and Tāhunanui show indications of being less satisfied.
 - Those 16-24 are more likely to be satisfied, while those between 65-79 are more likely to be dissatisfied.
- A quarter (27 percent) of the residents report being dissatisfied; this is attributed predominantly to the roads/footpaths being in poor conditions, dangerous intersections/driving, and too many roadworks (see next few slides).
- The performance measure target regarding satisfaction with the built transport facilities has not been met:
 -  More than 50% of respondents are either very satisfied or satisfied, and less than 10% are either dissatisfied or very dissatisfied.

Satisfaction with the built transport facilities 2021/2022



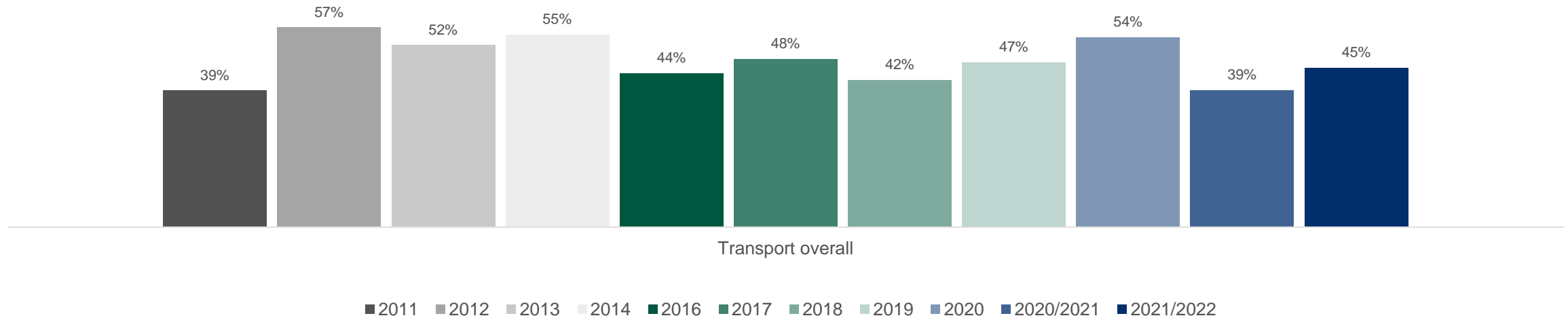
■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied
 ■ Don't know

Q. Based on your main mode of transport, how satisfied or dissatisfied are you with the built transport facilities (e.g. cycle lanes, parking, bike stands, footpaths, roads, lighting) that support your travel?
 Base: All residents (2021/2022 n=407)

Transport satisfaction overall – over time

- Following a low level of satisfaction with roads in 2020/2021, overall satisfaction with built transport facilities is showing indications of improving in 2021/2022. Positively, this is driven by a slight decrease in dissatisfied residents (27 percent in 2021/2022 and 31 percent in 2020/2021) and a slight shift of neutral residents (from 29 percent to 26 percent)². Continued monitoring will determine if satisfaction will continue in the right direction.

Proportion satisfied with transport overall – over time



Q. 2021/2022 Based on your main mode of transport, how satisfied or dissatisfied are you with the built transport facilities (e.g. cycle lanes, parking, bike stands, footpaths, roads, lighting) that support your travel?
 2020/2021: In relation to transport... how satisfied or dissatisfied are you with the transport activity* overall (including with roads, cycleways, footpaths, and buses)? Please note that for 2020/2021, the word "activity" was removed
 Base: All residents (2021/2022 n=407, 2020/2021 n=402, 2020 n=402, 2019 n=402, 2018 n= 407, 2017 n=520, 2016 n=400, 2014 n=400, 2013 n= 400, 2012 n=400, 2011 n=400)
 2. Please note that these changes are not statistically significant

Reason for satisfaction level with built transport facilities 2021/2022

- Residents who are satisfied overall with the built transport facilities primarily mention a general sentiment around the Council doing a good job, and that it is easy to travel.
- Respondents who are dissatisfied primarily focus on roading/footpaths being in poor condition, that the conditions are dangerous, and that there are too many roadworks. Several also mentioning needing more/better cycle lanes and parking.

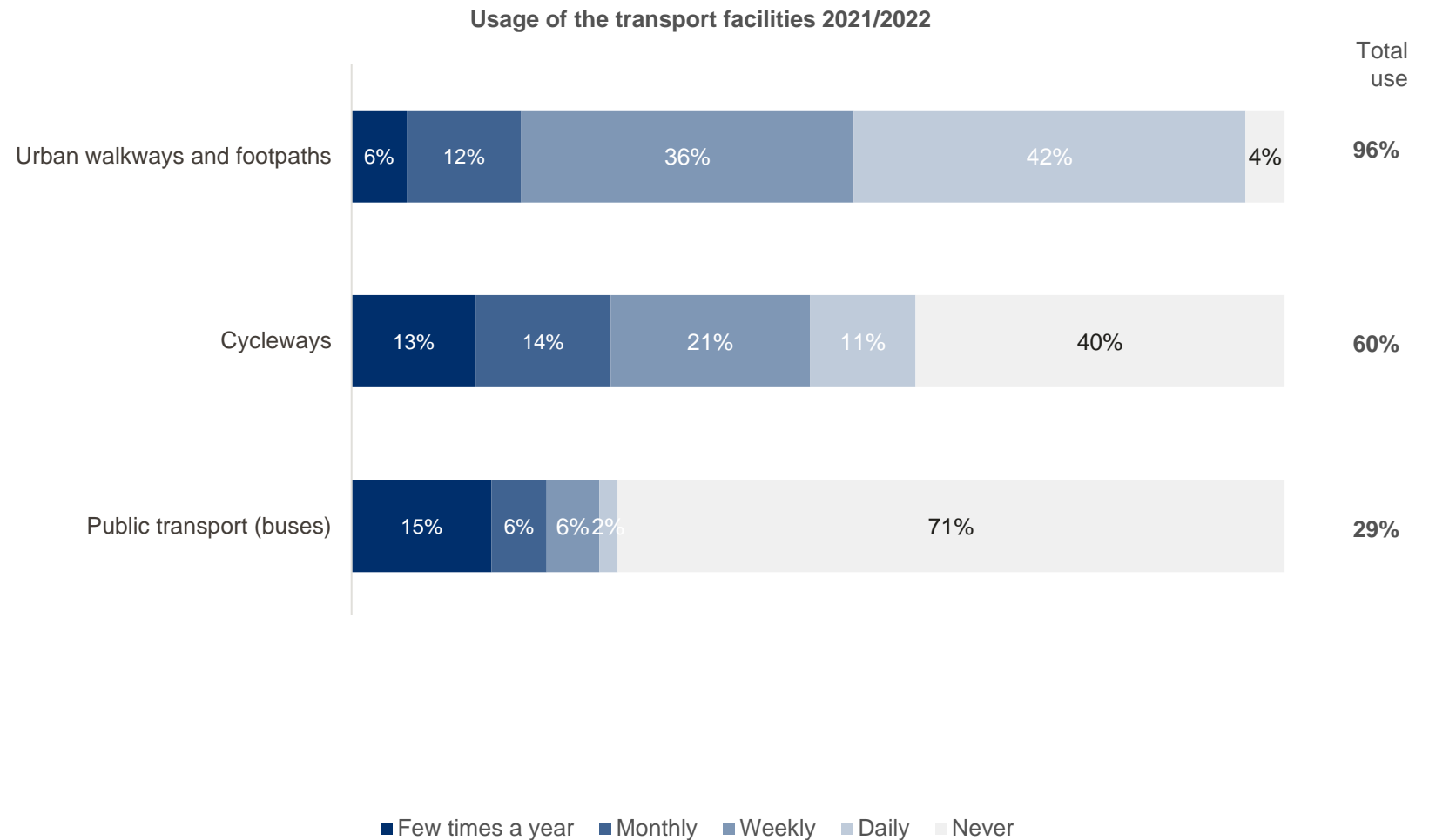
Reasons for satisfaction/dissatisfaction with built transport facilities 2021/2022

	All respondents	Satisfied	Neutral	Dissatisfied
General good	18%	36%	8%	0%
Roads/footpaths poor condition	12%	6%	11%	23%
Too many road works	10%	5%	11%	17%
Dangerous intersections/driving	10%	6%	3%	23%
Easy travel	10%	21%	1%	0%
Need more/better cycle lanes	10%	6%	11%	15%
Not enough parking	9%	4%	14%	11%
Room for improvement/neutral	8%	4%	17%	6%
Congestion	6%	3%	9%	9%
Roading network needs improvement	4%	1%	5%	9%
Public transport unhelpful	3%	1%	5%	6%
Approve of cycleways	3%	8%	0%	0%
No thinking ahead	2%	0%	3%	5%
Roads maintained	2%	5%	0%	0%
Disapprove of cycleways	2%	1%	3%	5%
Parking positive	1%	2%	2%	0%
Footpaths positive	1%	2%	0%	0%
Other	6%	5%	9%	4%
Don't know/doesn't affect me	4%	6%	5%	1%
Number of respondents	401	185	106	110

Q. What is the main reason you have for giving that rating?
 Base: Residents who provided a satisfaction rating (2021/2022 n=401)

Usage of transport facilities 2021/2022


- Nearly all residents report that they use the urban walkways and footpaths (96 percent in total), with the majority using them daily/weekly (78 percent).
- Comparatively, 60 percent report that they use the cycleways, but frequency of use varies greatly.
 - Use of cycleways is higher amongst those under 65 years of age (68 percent use at least occasionally versus 34 percent of those over 65).
- On the other hand, even fewer – only 29 percent – report using public transport and the frequency of use is even lower.
 - Residents between 16-24 years of age are more likely to use buses while those between 40-64 years of age are the least likely to use it (60 and 19 percent respectively report using public transport at least occasionally).



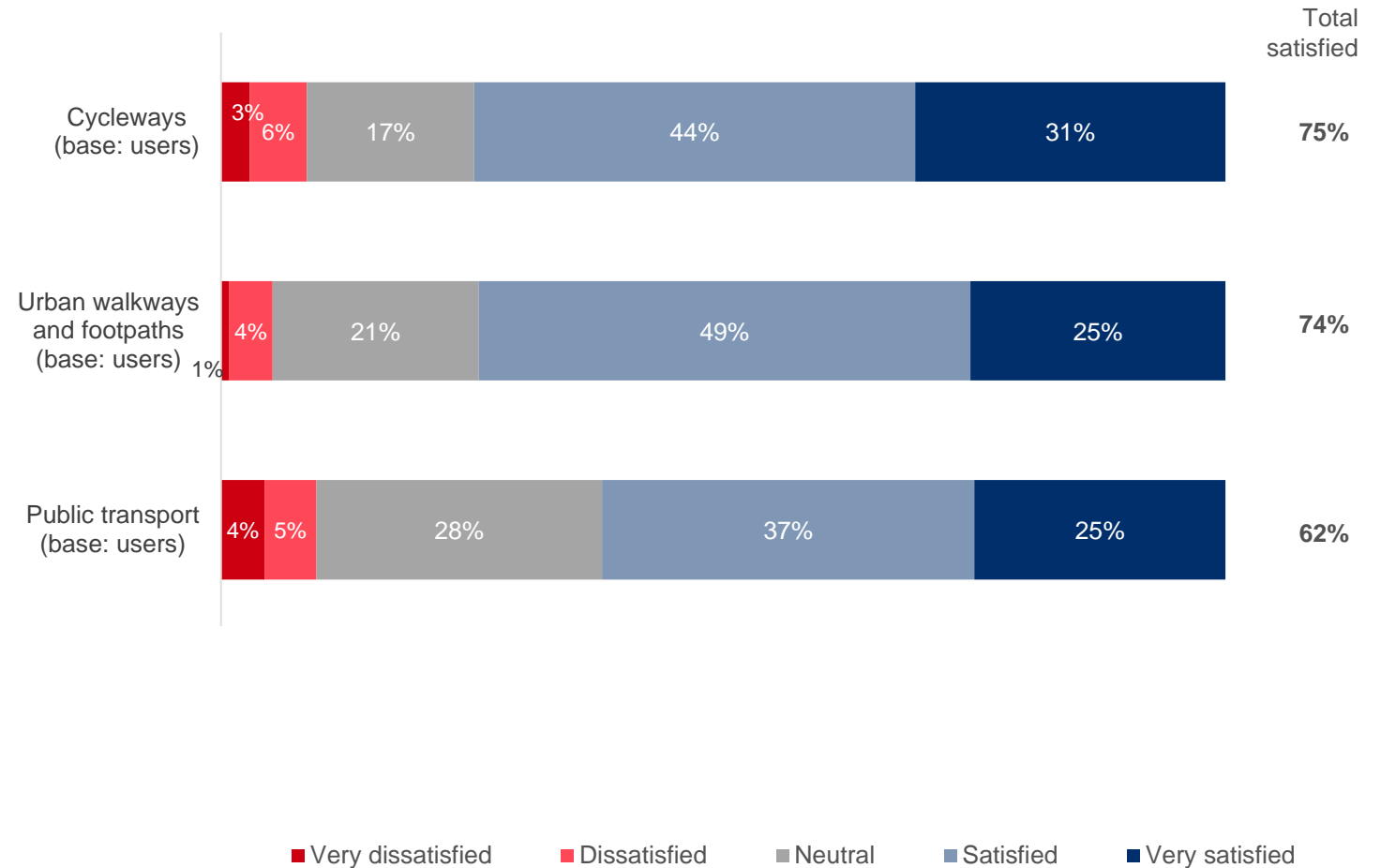
Q. How often do you use the following Council facilities?
 Base: All residents (2021/2022 n=407)

Satisfaction with transport facilities 2021/2022

- Three-quarters of users of cycleways and urban walkways/footpaths are satisfied with these transport facilities (75 percent and 74 percent respectively).
 - Younger respondents (under 39 years of age) are more likely to be satisfied.
- In comparison, public transport users are less satisfied (62 percent are satisfied).
- Satisfaction levels with urban walkways and footpaths, cycleways, and public transport meet performance measure targets.

 More than 50% of respondents/users are either very satisfied or satisfied, and less than 10% are either dissatisfied or very dissatisfied with all activities.

Satisfaction with the transport facilities 2021/2022



Q. And how satisfied are you with those facilities?

Base: Residents who use the facility (2021/2022: cycleways n=246, urban walkways and footpaths n=390, public transport n=116).

NATURAL ENVIRONMENT



Natural environment

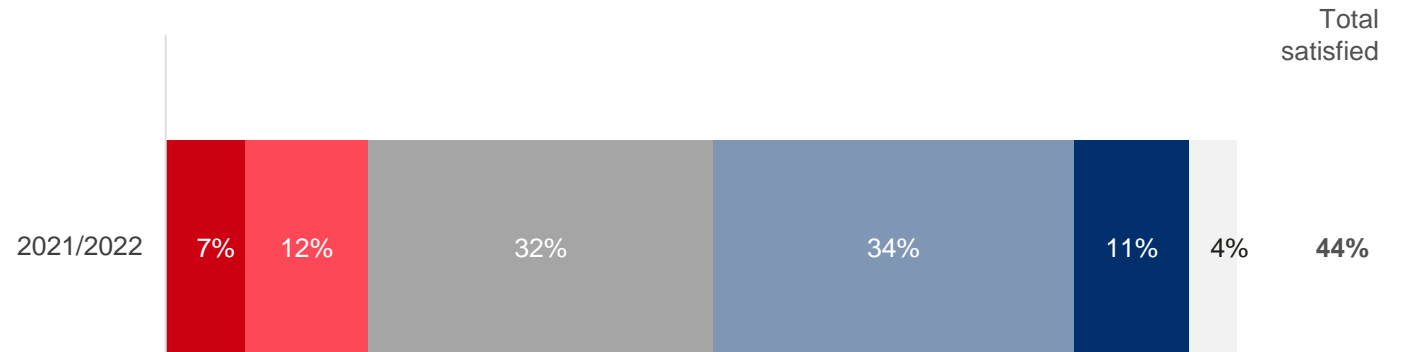
“I don’t think there's any concerns. It’s good quality water, the air quality has good log burning rules, they're doing all they can there with biodiversity.”

“They're trying to upgrade all the creeks and rivers and they're looking good.”

Satisfaction with the Council's care of the natural environment 2021/2022

- Nearly half (44 percent) of residents report being satisfied with how the Council is looking after Nelson's natural environment.
 - Younger respondents (under 39 years of age) tend to be more satisfied.

Satisfaction with Council's care of the natural environment 2021/2022



■ Very dissatisfied
 ■ Dissatisfied
 ■ Neutral
 ■ Satisfied
 ■ Very satisfied
 ■ Don't know

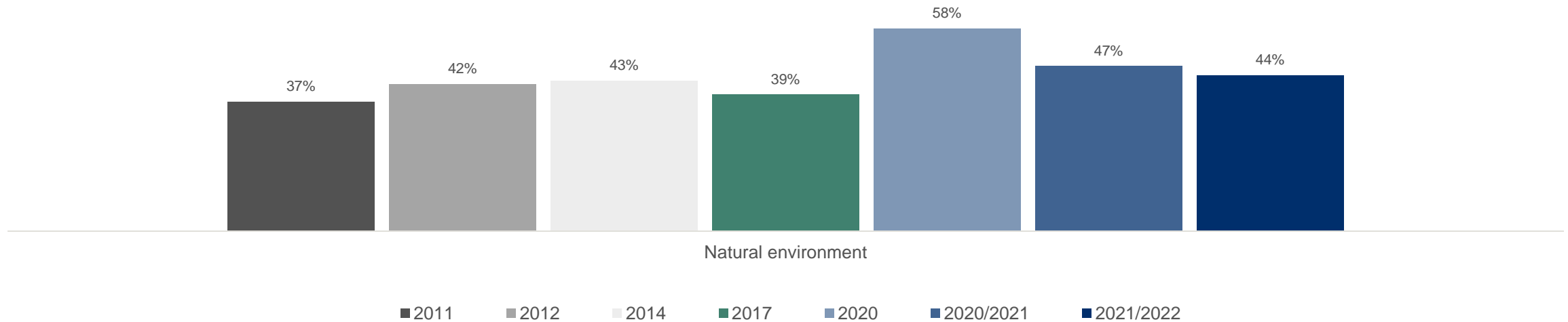
Q. Using the same scale, how satisfied or dissatisfied are you with how the Council is looking after Nelson's natural environment, such as biodiversity, air quality and water quality?

Base: All residents (2021/2022 n=407)

Satisfaction with the Council's care of the natural environment – over time

- Satisfaction with Council's care/management of the natural environment has remained relatively stable since a drop last year.

Proportion satisfied with Council's care of the natural environment – over time



Q. 2021/2022 Using the same scale, how satisfied or dissatisfied are you with how the Council is looking after Nelson's natural environment, such as biodiversity, air quality and water quality?
 Q. 2020/2021: How satisfied or dissatisfied are you with the Council on the following areas? Environmental management, planning and monitoring for example, air and water quality
 Base: All residents (2020/2021 n=401, 2020 n=402, 2019 n=402, 2018 n= 407, 2017 n=520, 2016 n=400, 2014 n=400, 2012 n=400, 2011 n=400)

Reasons for satisfaction level with the Council's care of the natural environment 2021/2022

- Residents who are satisfied with Council's care of the natural environment primarily mention a general sentiment around the Council doing a good job and that they keep the place and clean.
- Respondents who are dissatisfied generally mention that the Council could do better, and also mention the water quality.

Reasons for satisfaction/dissatisfaction with Council's care of the natural environment 2021/2022

	All respondents	Satisfied	Neutral	Dissatisfied
Doing a good job/doing their best	27%	50%	8%	4%
Could be doing better	20%	5%	27%	43%
Worsened water quality	11%	2%	12%	30%
Tidy and clean	10%	20%	2%	0%
Neutral comment	8%	8%	12%	1%
Improved water quality	6%	12%	2%	1%
Improved air quality	6%	11%	3%	0%
Council doesn't communicate/listen	5%	0%	10%	10%
Poor management (maintenance, development etc)	4%	3%	2%	9%
Worsened air quality	3%	1%	4%	8%
Against the Maitai development proposal	1%	0%	1%	3%
Like the Brook Sanctuary	1%	2%	0%	0%
Other	5%	3%	5%	12%
Don't know/no comment	12%	7%	24%	1%
Number of respondents	389	181	131	77

Q. What is the main reason you are <Q13 answer> with how the Council is looking after Nelson's natural environment?
 Base: Residents who provided a satisfaction rating (2021/2022 n=389)

INTERACTIONS WITH COUNCIL



Interactions with Council

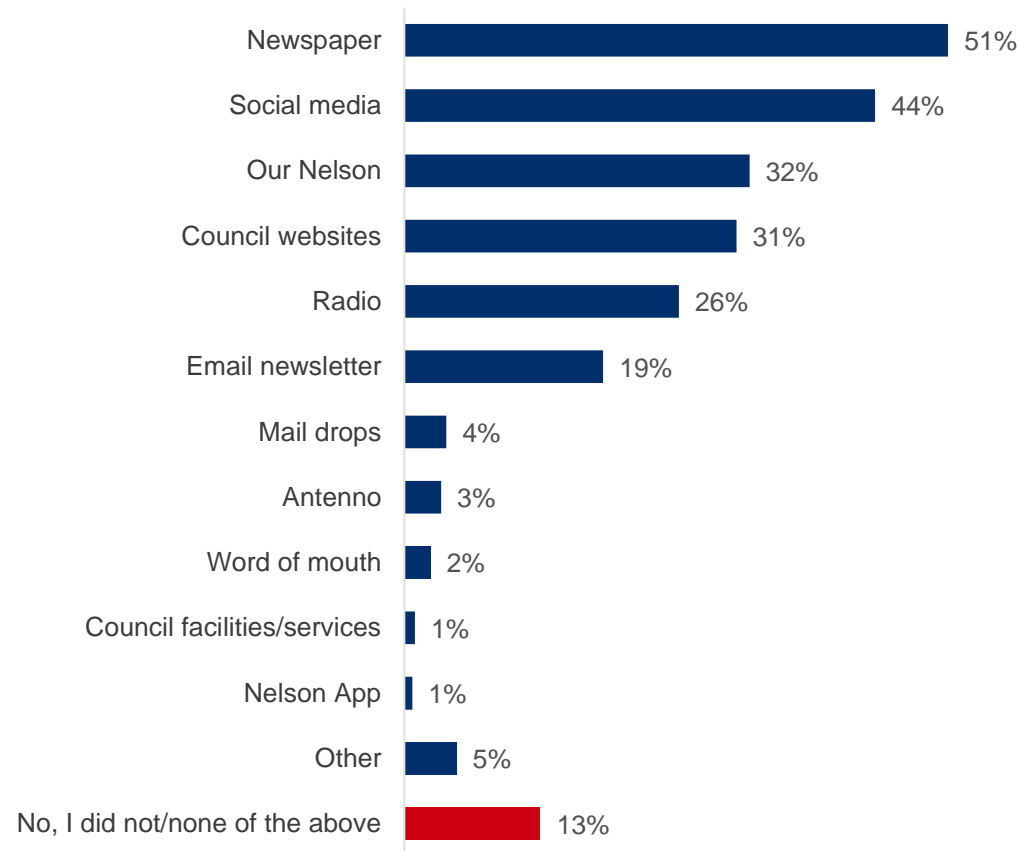
“They do tend to listen to the concerns of the local residents.”

“The people I deal with in Council are usually very good.”

Communication seen/heard 2021/2022

- The majority (87 percent) have seen or heard at least one method of communication from Council.
- The main method is through the newspaper, followed by social media outlets.
- Our Nelson and Council websites are used by approximately a third each.
- As could be expected, certain age groups are more likely to have seen Council communication in certain mediums than others.
 - Readership of newspapers and Our Nelson increases with age (e.g. 87 percent of those over 80 saw information via newspapers).
 - Those 25-39 are most likely to have seen communication through social media (64 percent).
 - Those 16-24 were more likely to not have seen any communication at all (38 percent).

Communication seen/heard in the past 12 months 2021/2022



Q. Over the last 12 months did you hear any news, information or advertisements from Council in or on any of the following?
 Base: All residents (2021/2022 n=407)

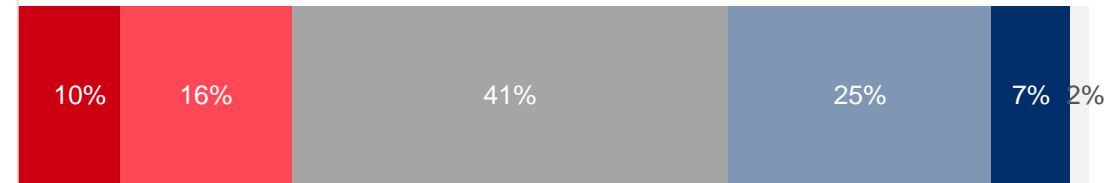
Satisfaction with Council interaction

- A third (32 percent) agree Council communicates well with residents.
 - Respondents who are 40-64 years of age are more likely to disagree that Council communicates well with residents (40 percent disagree).

- Two-fifths (38 percent) of all residents agree that the Council provides sufficient opportunities for people to have their say.
 - Younger respondents (under 39 years of age) tend to be more satisfied.

Satisfaction levels with Council communication 2021/2022

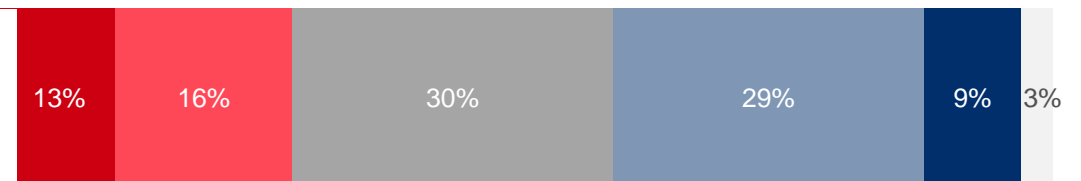
The Council communicates well with its residents



Total agree

Satisfaction levels with Council engagement 2021/2022

The Council provides sufficient opportunity for people to have their say



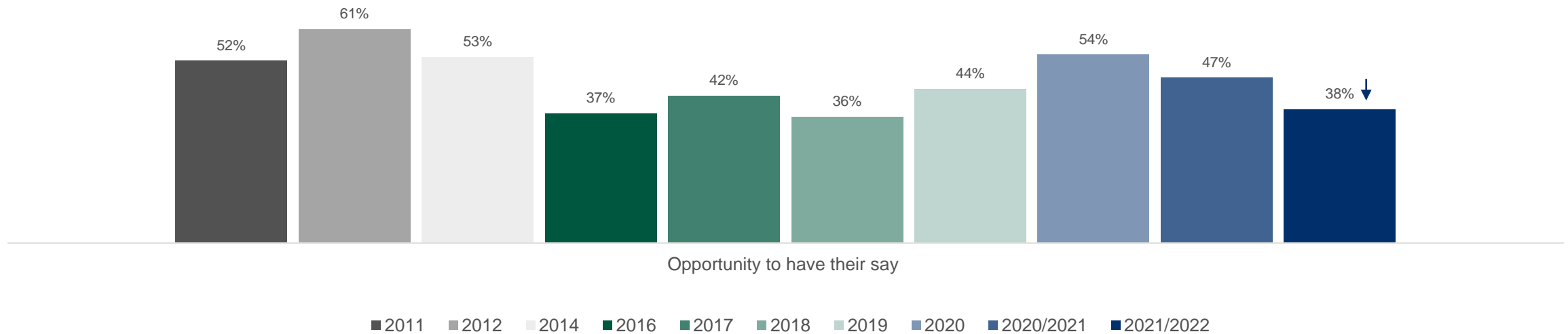
■ Strongly disagree
 ■ Disagree
 ■ Neutral
 ■ Agree
 ■ Strongly agree
 ■ Don't know

Q. How would you rate the two following statements about Nelson City Council?
 Base: All residents (2021/2022 n=407)

Satisfaction with having sufficient opportunity to provide feedback – over time

- In 2021/2022, 38 percent agree that Council provides sufficient opportunities for people to have their say.
- Compared to 2021 (when 47 percent were satisfied with the opportunities available them to have their say), and 2020 (when 54 percent were satisfied), this represents a decline in satisfaction with the ability to provide feedback to Council.

Proportion who agree there is sufficient opportunity to have their say – over time*



Q. 2021/2022 How would you rate the two following statements about Nelson City Council? The Council provides sufficient opportunity for people to have their say

*Please note the wording changes in how the question was asked in 2021/2022. Q. 2020/2021: Now thinking about the interactions you might have had or wanted to have with the council ... how satisfied or dissatisfied are you with the following aspects? Opportunities that are available for you to provide Council with feedback to inform its decision-making

Base: All residents (2021/2022 n=407, 2020/2021 n=401, 2020 n=402, 2019 n=402, 2018 n= 407, 2017 n=520, 2016 n=400, 2014 n=400, 2012 n=400, 2011 n=400)

OVERALL SATISFACTION

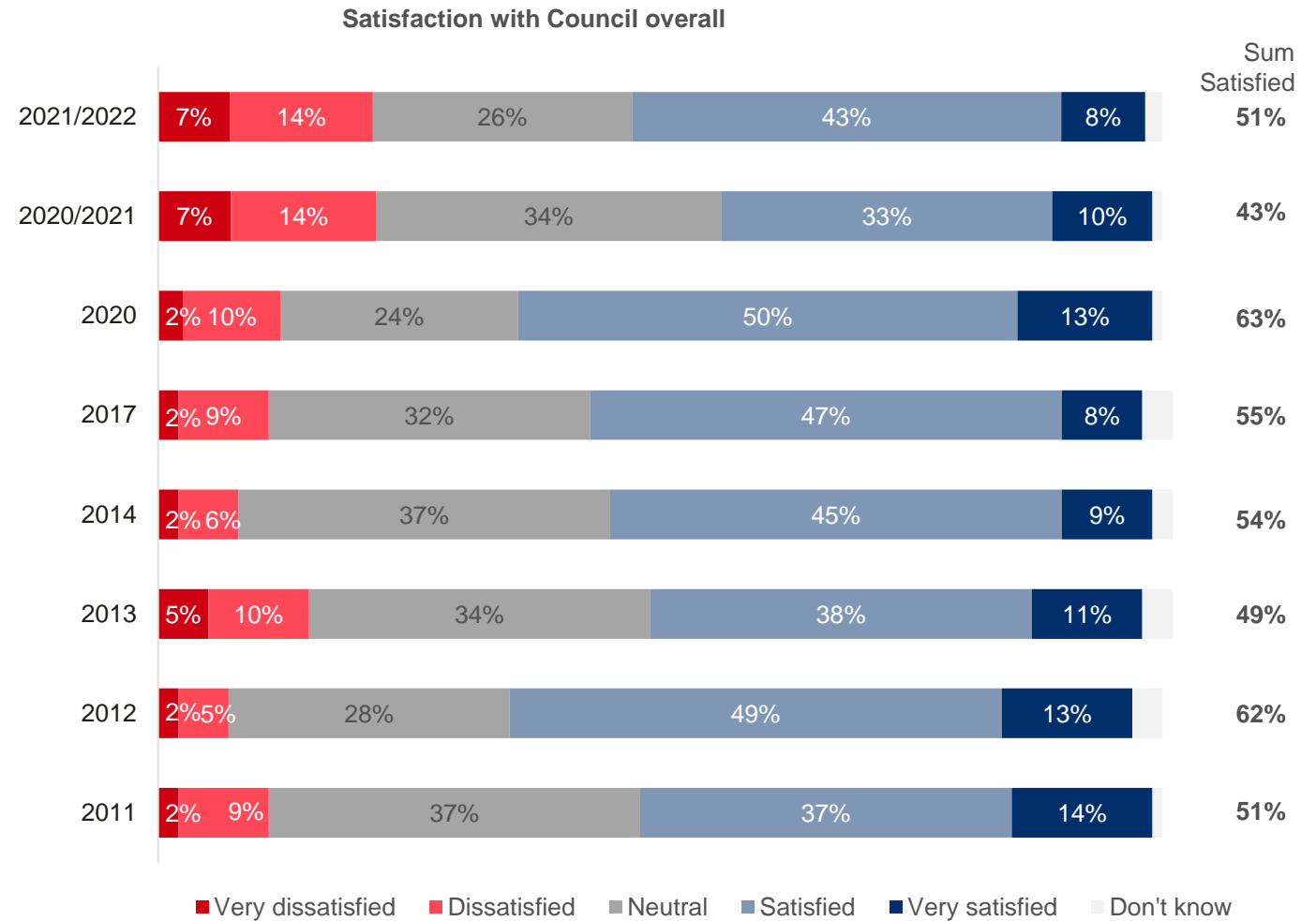
Overall satisfaction

“I think we are in a good place to live but there are some initiatives of theirs that I don't agree with.”

“Everything I have works properly and I have no complaints. I can't give it a five because that implies that they're perfect, but nobody is perfect.”

Satisfaction with Council performance overall

- Half (51 percent) of residents, report being satisfied with the Council's performance overall.
- Younger respondents (16-39 years of age) are more likely to be satisfied. Respondents aged 40-79 years are least likely to be satisfied.
- Respondents from Tāhunanui show indications of being less satisfied.



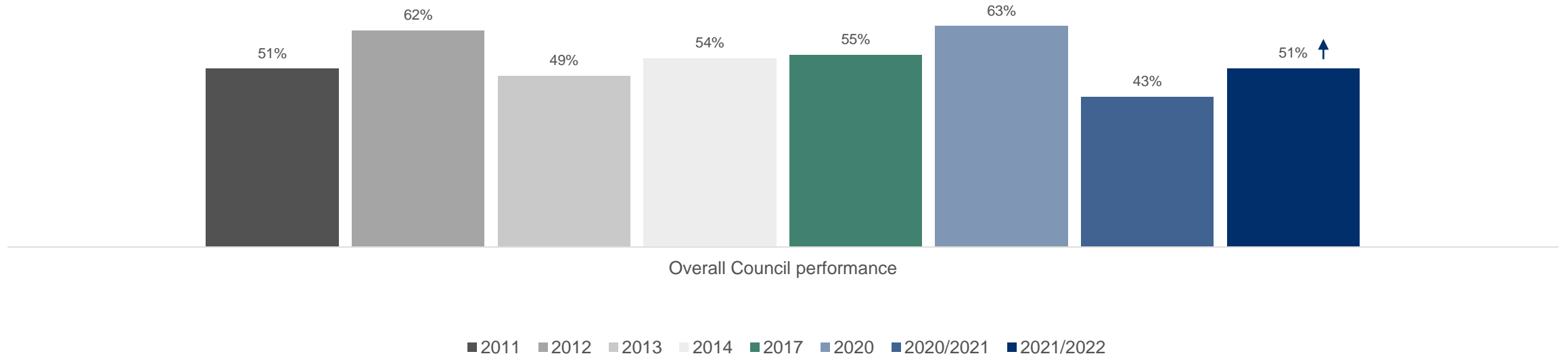
Q. Now, thinking about everything Nelson City Council has done over the last year and what you have experienced of its services and facilities... how satisfied or dissatisfied are you with Council's overall performance?

Base: All residents (2021/2022 n=407, 2020/2021 n=401, 2020 n=402, 2017 n=520, 2014 n=400, 2012 n=400, 2011 n=400)

Satisfaction with Council performance overall – over time

- Satisfaction with overall Council performance has improved since last year and is now at a “middle” point.
- This is likely driven by a decrease in respondents who are complaining about the roads.

Satisfaction with overall Council performance – over time



Q. Now, thinking about everything Nelson City Council has done over the last year and what you have experienced of its services and facilities... how satisfied or dissatisfied are you with Council's overall performance?
 Base: All residents (2021/2022 n=407, 2020/2021 n=401, 2020 n=402, 2017 n=520, 2014 n=400, 2012 n=400, 2011 n=400)

Reasons for satisfaction level with Council performance 2021/2022

- Residents who are satisfied with the overall performance of the Council primarily mention a general sentiment around the Council doing a good job.
- Respondents who are dissatisfied with the overall performance primarily focus on the perception that the Council does what it wants to/doesn't listen to the people, spends inappropriately, makes poor/questionable decisions, and are not very communicative/responsive.

Reasons for satisfaction/dissatisfaction with Council performance 2021/2022

	All respondents	Satisfied	Neutral	Dissatisfied
Doing a good job/doing their best	23%	42%	5%	0%
Room for improvement (general)	12%	11%	18%	6%
The Council does what it wants to/doesn't listen to the people	10%	2%	10%	29%
Management/decision making concerns	8%	2%	11%	18%
Communication/responsiveness negative	7%	1%	10%	17%
Inappropriate spending	7%	0%	9%	21%
General positive	7%	12%	1%	0%
Roading/footpaths/parking negative	6%	3%	10%	6%
Facilities/services positive	5%	10%	0%	0%
General feeling (neutral)	5%	5%	9%	0%
Unhappy with rates	4%	1%	4%	9%
Communication positive	3%	6%	0%	0%
Inappropriate spending on new library	3%	0%	4%	9%
Facilities/services negative	3%	2%	3%	3%
General feeling (neutral)	3%	2%	5%	1%
Management of water/rivers/drainage	2%	1%	2%	5%
Clean city	2%	4%	1%	0%
Council achieves little/Not doing enough	2%	0%	5%	3%
Accessible/responsive	2%	4%	0%	0%
Covid Response	2%	0%	3%	6%
Transport (e.g. roading/footpaths/bike paths) positive	2%	3%	0%	1%
Rubbish collection/greenwaste	2%	2%	1%	1%
Parks/tracks/walking areas	2%	1%	2%	2%
Good management/strategy	1%	2%	1%	0%
Unhappy with spending on arts	1%	0%	1%	5%
Other	5%	6%	3%	3%
Don't know/no comment	7%	6%	12%	5%
Number of respondents	400	208	105	87

Q. What is the main reason you have for giving that rating of the Council's overall performance? Mentions under 2 percent grouped in "other".
 Base: Residents who provided a satisfaction rating (2021/2022 n=400)

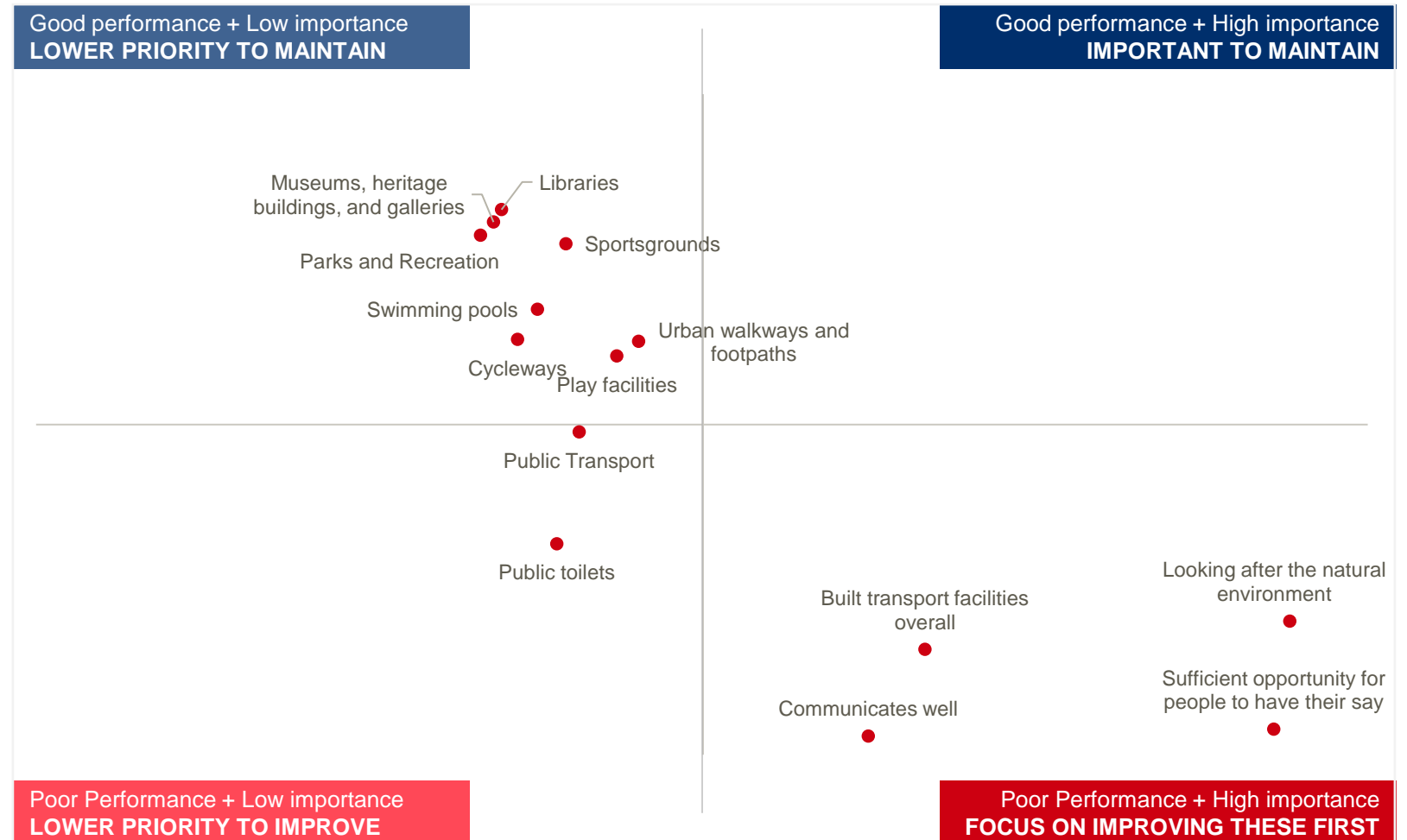
Where to focus Council attention to increase overall satisfaction

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

The top four areas that have the highest importance to overall satisfaction are:

1. Ensuring residents feel they have sufficient opportunities to have their say (38% percent agree, 29 percent disagree).
2. The Council's efforts at looking after Nelson's natural environment, (44 percent satisfied, 19 percent dissatisfied).
3. The built transport facilities that support travel in the city (45 percent satisfied, 27 percent dissatisfied).
4. Communicating well (32 percent agree, 26 percent disagree).

Key driver analysis on overall satisfaction with Council



A statistical method called a key driver analysis was used to derive relative importance of the listed variables for impacting overall satisfaction. Please note that this chart explains 59% of the variability affecting satisfaction with Council and there are therefore other factors – not listed here – that also influence satisfaction.



METHOD

Context

Context

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

- The surveys are conducted over a three year cycle, with a full Residents' Survey every third year and shorter surveys in the intervening years.
 - The year ending 30 June 2022 is the second year in the cycle.
- Information from the surveys is used to check progress towards common goals, and to prepare long-term plans for the city.
- The Council has engaged a variety of approaches over the years, and in 2020, Research First was engaged to conduct the resident surveys.

Objectives

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

- Nelson City services and Council-supported facilities;
- the natural environment;
- transport and roading;
- interactions with Council; and
- overall satisfaction with the Council's performance.
- Where relevant, findings have been presented in relation to targets as set out in the 2021-31 Long Term Plan and the 2021-31 Activity Management Plans.

Method overview

A 13-minute telephone survey with a representative sample of approximately 133 Nelson residents for a total of 400 residents in 2021/2022.

- For the year ending 2022, the research was designed to be conducted over three survey periods for an even spread across the remainder of the financial year.
- Total sample size = 407, comprising
 - n=136 between December 3 – 20, 2021
 - n=134 between March 9 – 30, 2022
 - n=137 between June 2 – 21, 2022
 - A Nelson representative sample by gender, age, ethnicity, and area (see Demographics section for more details).
- The telephone survey is designed to be 13 minutes in length and was created by Research First in collaboration with the Council.

Sampling and analysis

Sampling

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

- Data collection uses a randomised database of landline telephone numbers covering Nelson City. In order to reach those harder to reach via landline, a randomised cell-phone database is also used, with 38% of the total sample coming from this database.
- A quota system is used to ensure the sample is representative of the District's population by age, area, gender, and ethnicity (as per the 2018 Census).
- The sample size of n=407 is accurate to a maximum margin of error of +/- 4.9% at the 95% confidence level. This means that if 50% of respondents stated they were satisfied with a Council facility, we can be 95% sure that between 45.1% and 54.9% of the entire Nelson City population also feel satisfied with that Council facility.

Analysis

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

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

Rolling data & making comparisons

*Year-on-year: 2020 vs 2021 vs 2022
Age: 16-39, 40-64, 65+;
Gender: Male, Female;
Area: Nelson Central, Nelson North, Nelson South, Stoke, Tāhunanui*

- To provide relevant data, the survey has undergone several iterations over the years. As such, not every question has a year-on-year comparison.
- Data for each wave has been combined for 2021/2022.
- Comparisons between years have primarily been conducted by comparing results of this year to the most recent year there is a comparable result. If a difference is statistically significant at a 95% confidence interval, this is indicated with an arrow up or down. \updownarrow Trends which are notable, but not statistically significant, are indicated with a dotted arrow. $\dots\rightarrow$
- Demographic comparisons were conducted using the complement method. (E.g., those in Stoke vs those not in Stoke). When significant, and/or meaningful, results are annotated in the main report and more detail can be found in Appendix C.

Relative Importance Analysis - Explanation

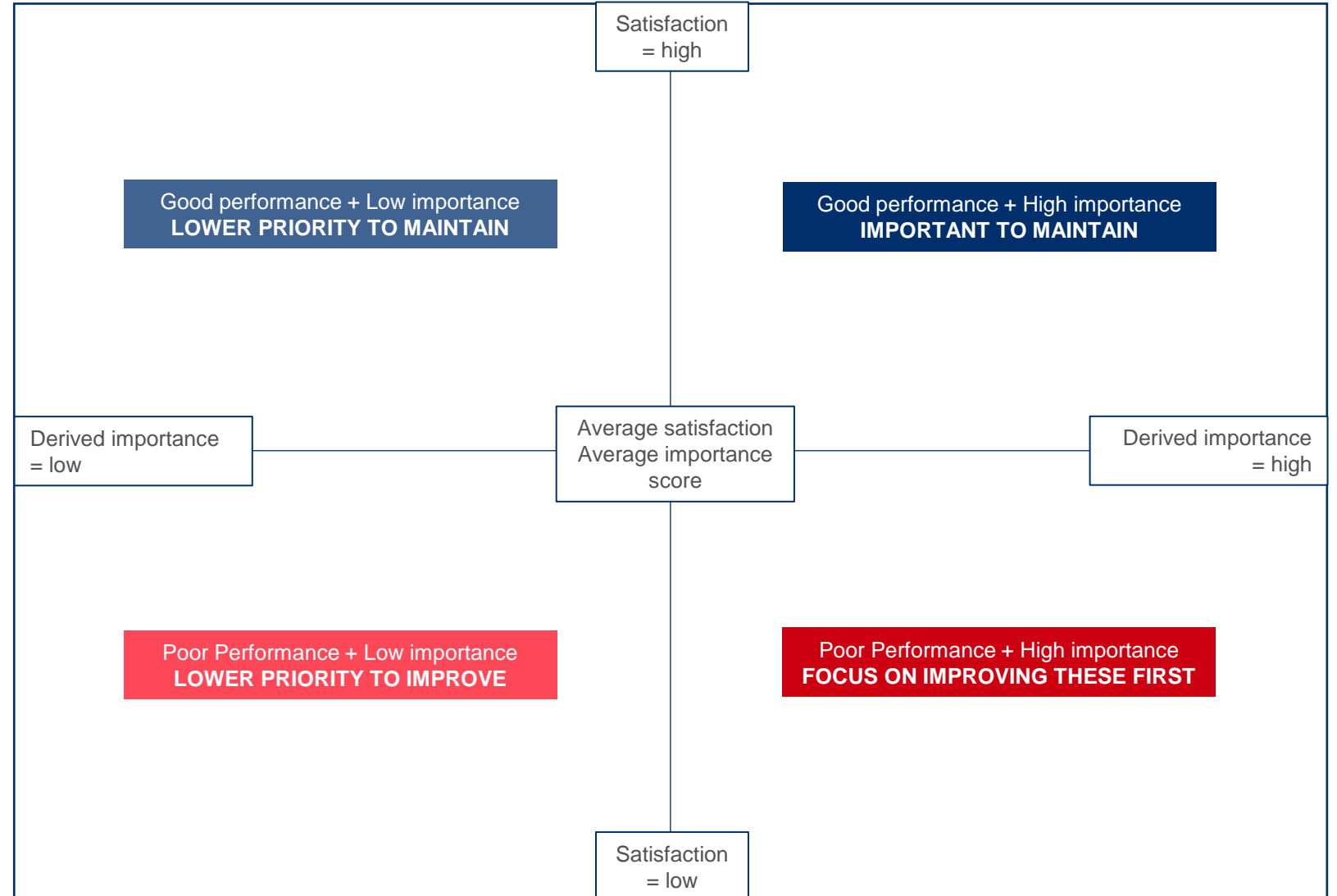
Identifying not only satisfaction scores, but also where resources should be focused to drive an increase in resident satisfaction, can be invaluable for determining action points and investment areas.

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

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

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

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



Demographics 2021/2022

A quota system is used to ensure the sample is representative of the District's population by age, area, gender, and ethnicity (as per the 2018 Census).

Quotas were specifically placed on

- Gender (male, female)
- Age (16-39, 40-64, 65+)
- Area (Nelson Central, Stoke, Nelson North, Tāhunanui, Nelson South)
- Ethnicity (minimums placed upon New Zealand European, Māori, Asian, Pacific Peoples, Middle Eastern/Latin American/African).

	Proportion in 2018 census		Achieved		n=
	%		%		
Gender					
Male	49%		48%		197
Female	51%		51%		206
Gender diverse/refused	-		1%		4
Age					
16-24 years	13%	34%	13%	34%	52
25-39 years	21%		22%		88
40-64 years	42%	42%	42%	42%	171
65-79 years	18%		16%		65
80+	6%	24%	8%	24%	31
Area					
Nelson Central	34%		34%		137
Stoke	33%		32%		132
Nelson North	11%		12%		49
Tāhunanui	11%		11%		46
Nelson South	10%		11%		43
Ethnicity					
New Zealand European/European	87%		83%		338
Māori	11%		11%		43
Asian	7%		6%		24
Pacific Peoples	2%		2%		10
Middle Eastern/Latin American/African	1%		2%		7
Other/prefer not to answer	2%		3%		14
Total				407	

Q. What area of Nelson do you live in? Q. Which of these age groups do you fall into? Q. And which ethnicity or ethnicities do you identify with?

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