

AT A GLANCE

NELSON CITY COUNCIL CITY CENTRE USER SURVEY



IN 2019, NELSON & RICHMOND RESIDENTS WERE ASKED QUESTIONS REGARDING THE **CHOICES AND EXPERIENCES** OF THE NELSON CITY CENTRE AND RICHMOND TOWN CENTRE

 **500**

residents responded

400 NELSON RESIDENTS

100 RICHMOND RESIDENTS



THE RESPONDENTS SURVEYED WERE CHOSEN TO ACCURATELY REFLECT THE RESIDENT POPULATION



RESIDENTS WERE ASKED A RANGE OF **UNIQUE QUESTIONS** REGARDING PARKING, PUBLIC & ACTIVE TRANSPORT & CITY CENTRE INVESTMENT

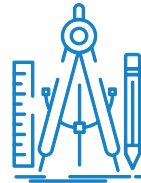
WHY CHOOSE?

PROXIMITY TO HOME OR WORK



OFTEN DETERMINES WHICH OF THE CENTRES RESIDENTS VISIT

RESIDENTS ARE UNLIKELY TO VISIT EITHER CENTRE REGULARLY IF THEIR **WORK OR STUDY** IS NOT LOCATED THERE



PRODUCTS SERVICES & CHARACTER INFLUENCE WHY RESIDENTS CHOOSE TO VISIT EITHER OF THE CENTRES

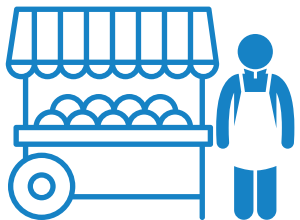
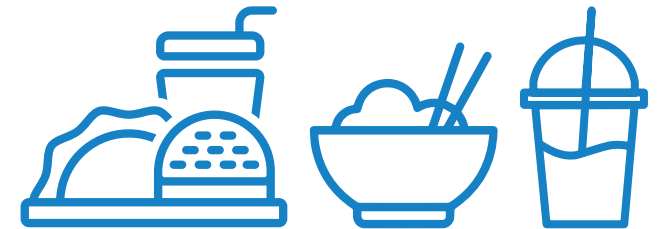
WHY NELSON?

WORK, STUDY, AND PROFESSIONAL SERVICES

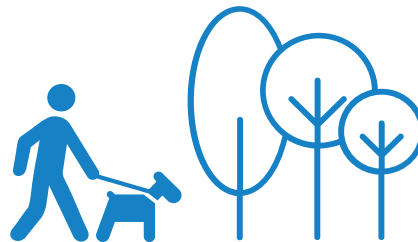


A MIX OF PRODUCTS AND STORES

HOSPITALITY AND ENTERTAINMENT



THE NELSON MARKET



WALKABILITY CHARACTER & FEEL

WHY RICHMOND?

 **CONVENIENCE,
LOCATION, LOOK & FEEL**

 **HOSPITALITY &
ENTERTAINMENT**

PARKING



**THE
RICHMOND
MALL**

**PRODUCTS
& SERVICES**

