

## Background and Methodology

Nelson City Council has been conducting annual surveys of residents since the late 1990s. The 2013 survey was shorter than recent years and focussed on organisational key performance indicators and resident satisfaction with transport, libraries and customer service. The 2013 survey was shortened because the information being gathered was not providing enough benefits to justify the costs of a long survey every year.

The survey consisted of 408 telephone interviews with randomly selected residents in the Nelson City Council area. The overall results have a margin of error of +/- 4.9% at a 95% confidence interval. This means we can be 95% confident that these results reflect those of all Nelson residents, give or take 4.9%. Interviewing took place between 10<sup>th</sup> and 21<sup>st</sup> May, similar to previous years.

## Executive Summary

The survey included two questions which provide data for two of Nelson City Council's customer satisfaction key performance indicators:

- That overall residents' perception of Council service performance is 5% greater than at 30 June 2012
- That residents' perception of value for money is 5% greater than at 30 June 2012

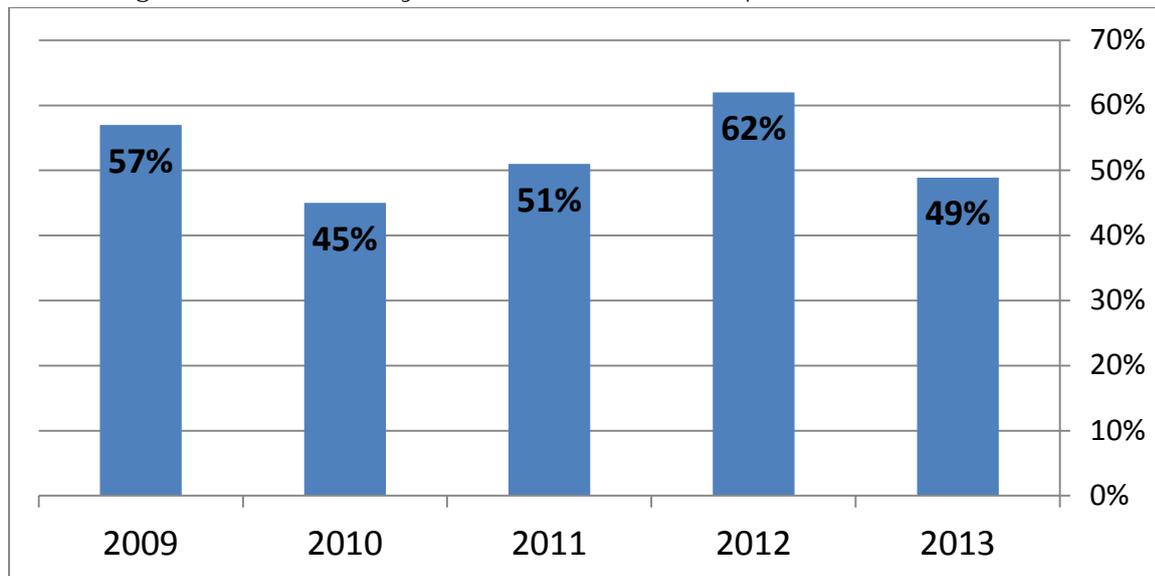
These targets have not been achieved. Both measures were lower in 2013 than in 2012.

- The percentage of respondents who were satisfied or very satisfied with **Council's overall performance was** 49% in 2013 compared with 62% in 2012.
- The percentage of respondents who agreed or strongly agreed that Council services and facilities are good value for money was 45% in 2013 compared with 50% in 2012.
- The percentage of respondents who were satisfied or very satisfied with Council in the area of Transport, which includes roads, cycleways, footpaths and public transport was 53% in 2013, compared with 57% in 2012.
- Of the respondents who had made contact with the Council in the last year, the majority (78%) were satisfied or very satisfied and 15% were dissatisfied or very dissatisfied. These results are very similar to the 2012 results.

## Overall Performance

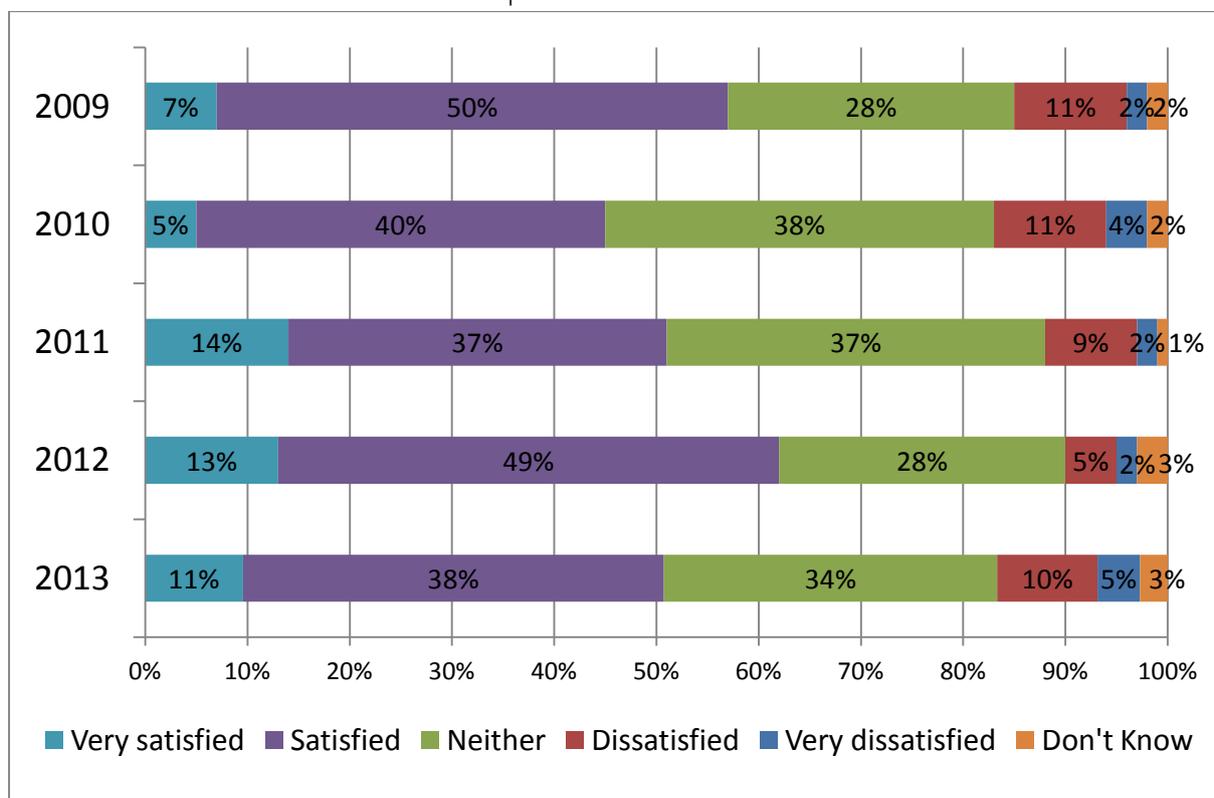
The percentage of respondents who were satisfied or very satisfied with Council's overall performance was lower in 2013 (49%) than in 2012 (62%).

Percentage satisfied or very satisfied with overall performance:



A third of respondents were neither satisfied nor dissatisfied and 15% were dissatisfied or very dissatisfied in 2013.

Levels of satisfaction with overall performance:



When asked to describe any negative experiences with Council that had caused them to feel dissatisfied, there were 55 responses. The most common reasons

respondents gave for being dissatisfied or very dissatisfied **with Council's** overall performance were that Council wastes money or spends it in the wrong areas (18 comments), too much is spent on the arts (17 comments) or they were not happy with a specific Council policy or service experience (12 comments).

There were 96 comments giving reasons for being neither satisfied nor dissatisfied with the most common being **that they hadn't had personal** experience of Council performance (18 comments), that Council spent money in the wrong areas (10), or roading/footpath issues (10).

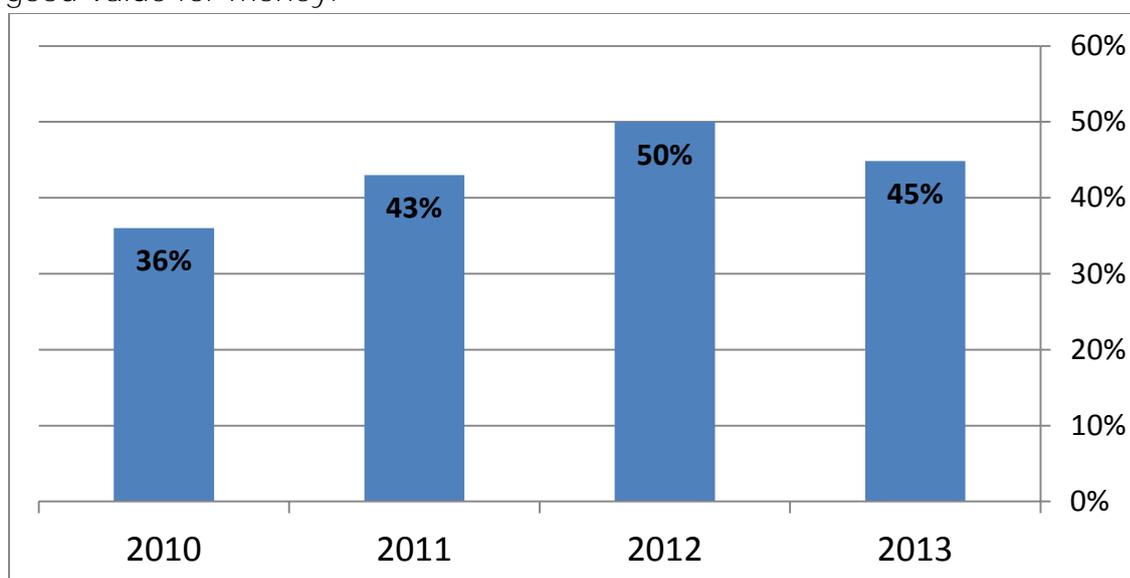
The most common reasons for being satisfied or very satisfied were:

- the good facilities, services, events and maintenance provided (30 comments)
- good customer service (30)
- a specific good experience (24)
- generally good, no issues or problems (14)
- cycleways (11)

### Value for Money

The percentage of respondents who agreed or strongly agreed that Council services and facilities are good value for money was also lower in 2013 (45%) than in 2012 (50%)

Percentage agreeing or strongly agreeing that Council services and facilities are good value for money:



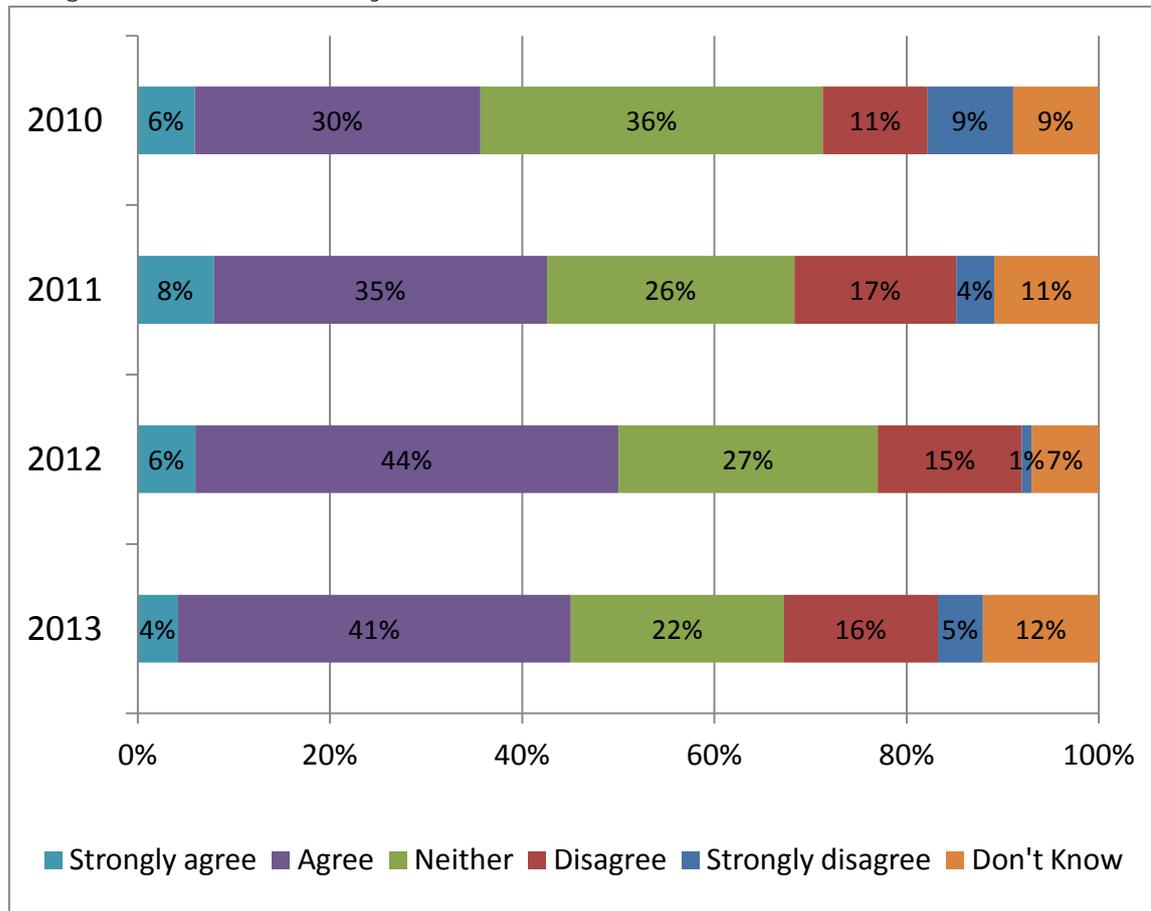
There were 86 responses when asked why respondents disagreed or strongly disagreed that Council service and facilities offer good value for money. The most common reasons were that rates are too high (32 comments) or Council spend in the wrong areas (19).

The most common reasons respondents gave for neither agreeing nor disagreeing that Council service and facilities offer good value for money were

also that Council spend in the wrong areas (18 comments) or that rates are too high (16 comments).

The most common reasons respondents gave for agreeing or strongly agreeing that Council service and facilities offer good value for money were **that it's** reasonable and/or **they're happy** (55 comments) or because of the good facilities and services (50 comments).

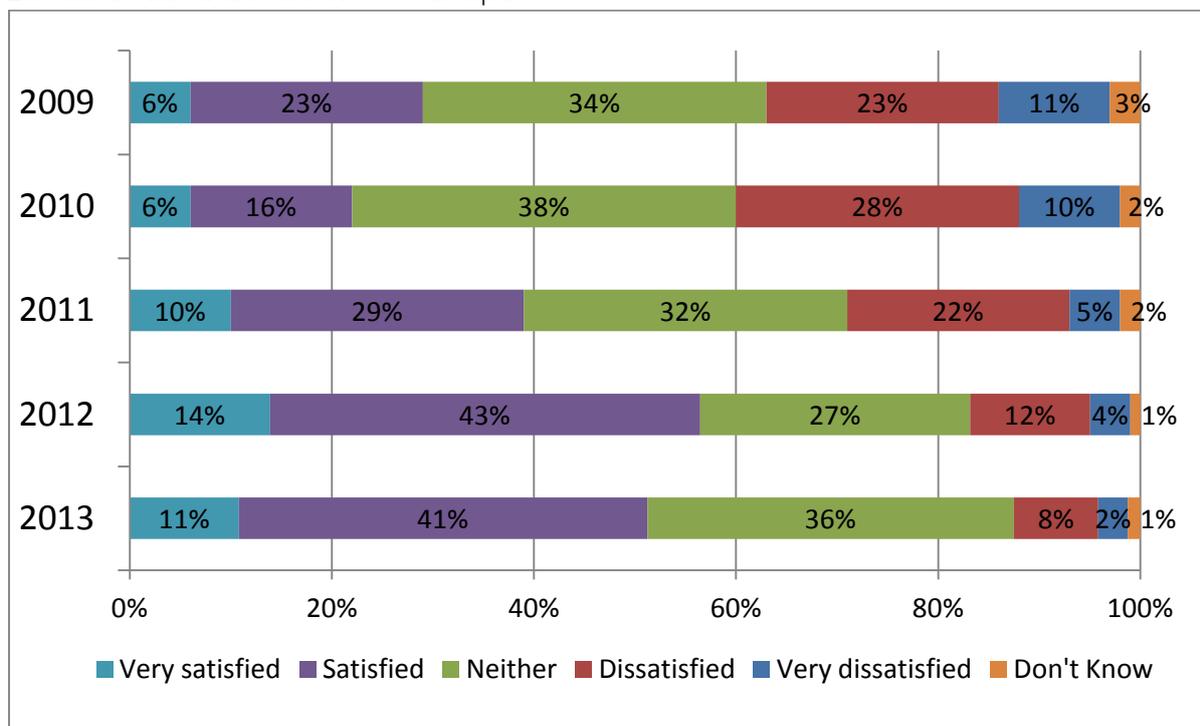
Levels of agreement with the statement that Council services and facilities are good value for money:



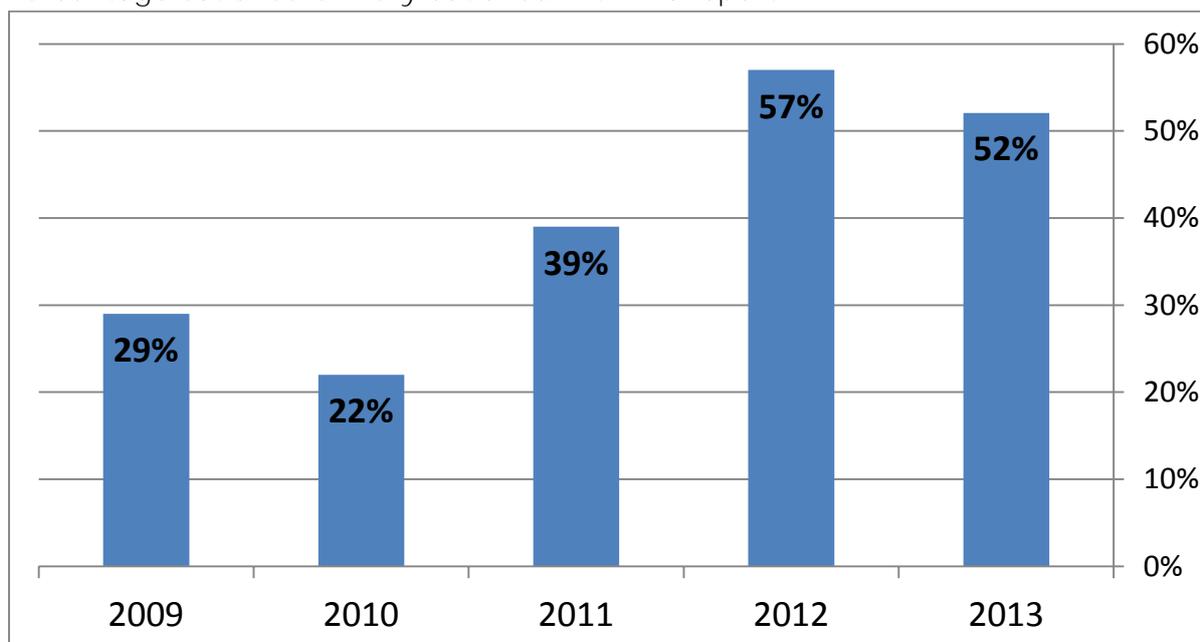
## Transport

Respondents were asked how satisfied they were with Nelson City Council in the area of Transport, which includes roads, cycleways, footpaths and public transport. Just over half (52%) were satisfied or very satisfied in 2013, compared with 57% in 2012. However, there was an increase in the proportion who were neutral and a decrease in the proportion who were dissatisfied or very dissatisfied.

Levels of satisfaction with Transport:



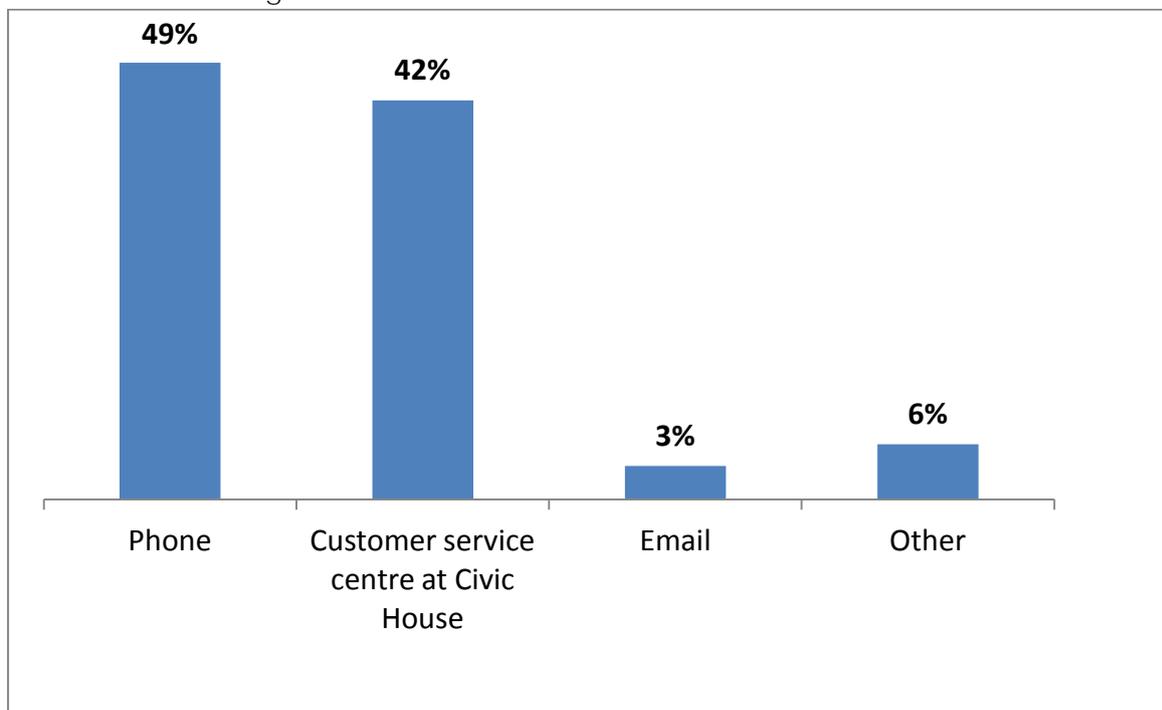
Percentage satisfied or very satisfied with Transport:



## Customer Service

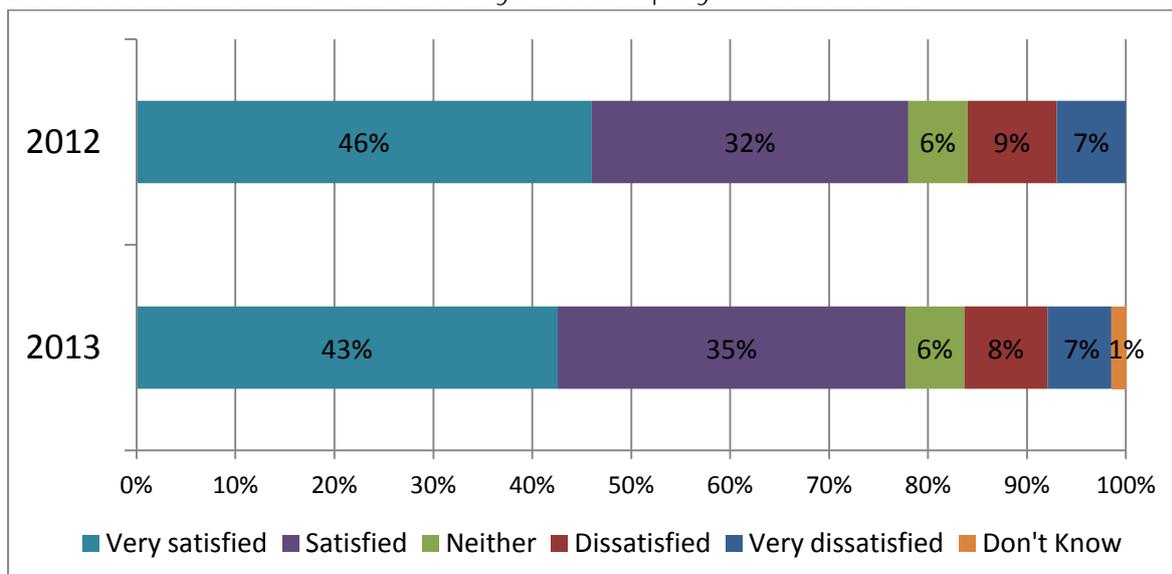
Half of those surveyed had made contact with the Council in the last year. Of these, almost half (49%) had initiated their most recent contact by phone and 42% had initially visited the customer service centre at Civic House. In 2012 over half (54%) had made contact by phone and only a third (33%) had made contact at the customer service centre.

Method for making initial contact with Council:



Of the respondents who had made contact with the Council in the last year, the majority (78%) were satisfied or very satisfied and 15% were dissatisfied or very dissatisfied. These results are very similar to the 2012 results.

Levels of satisfaction with the way their enquiry was handled:



Of the 33 people who were dissatisfied, a third said the reason for being **dissatisfied with the way their enquiry was handled was because they didn't get a response or had to make repeated attempts to get a response.**

A further eight respondents were unhappy with the outcome of the response.

### **Library Service**

The majority of respondents were satisfied or very satisfied with the public library service provided by Nelson City Council. However, almost a quarter **responded 'don't know' to this question, significantly higher than in previous years.** Of those who did give a rating, 90% were satisfied or very satisfied with the library service, similar to the 2011 result (89%) and the 2010 result (88%).

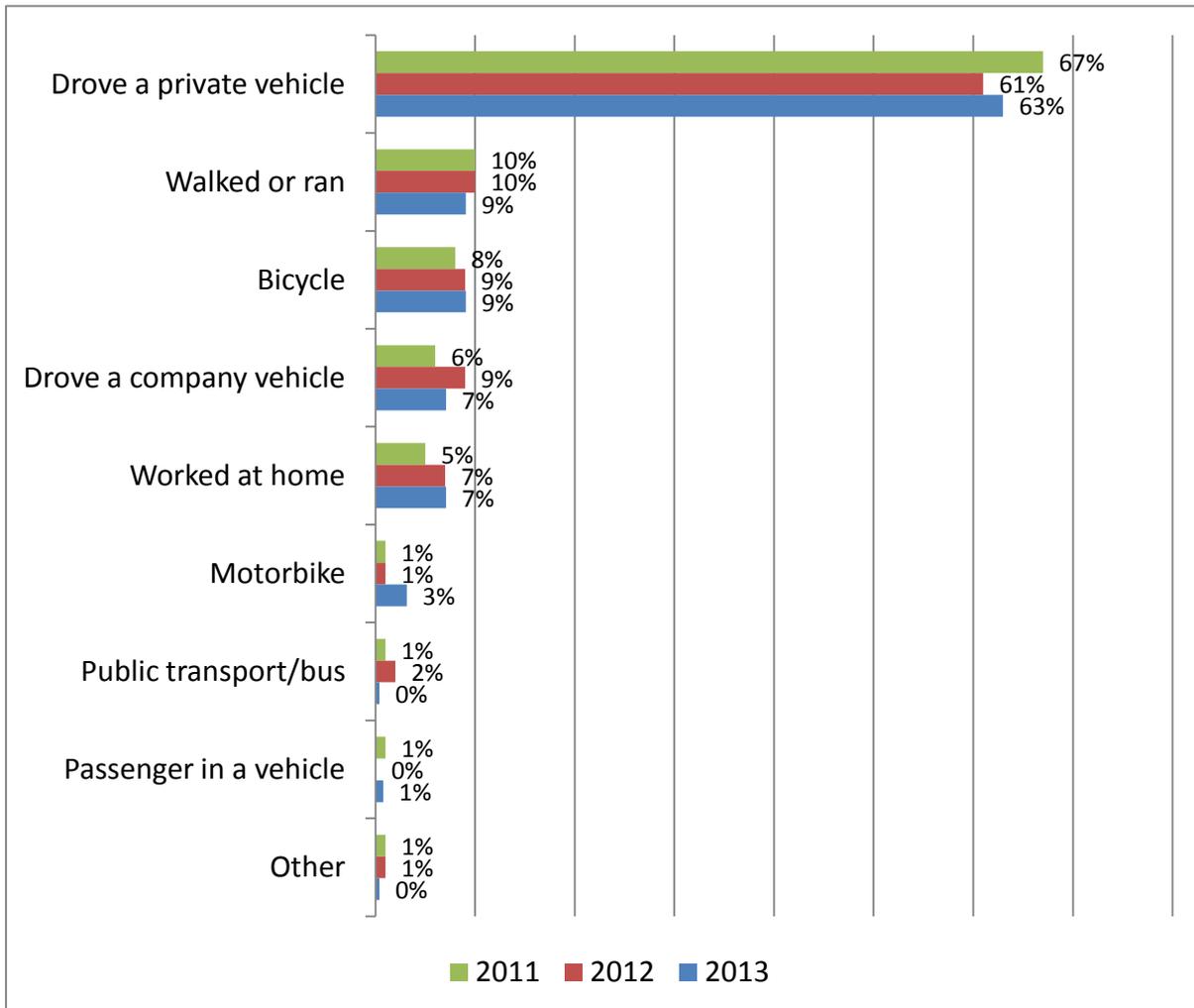
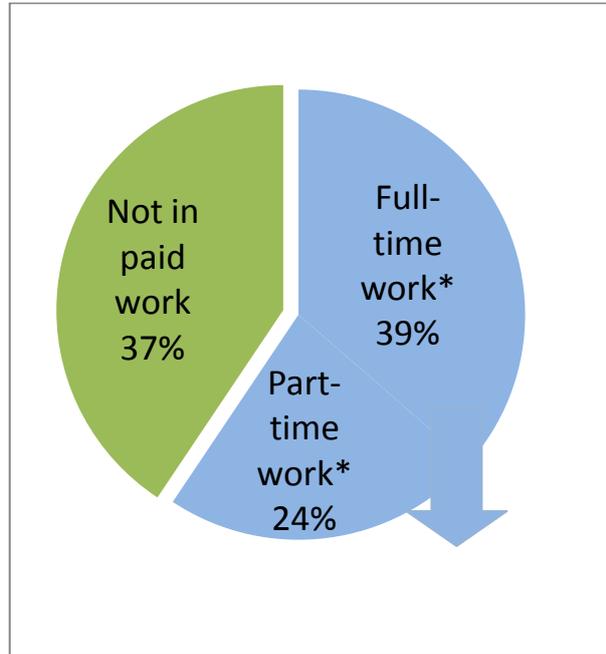
The majority (63%) of respondents had used the public library service in the last **12 months while over a third (34%) had not. The remainder weren't sure.**

## Mode of Transport for Journey to Work

Of the 254 respondents who were in employment (full-time or part-time), the majority (63%) travelled to work by private vehicle, similar to previous years.

The percentage using other modes of transport for getting to work were also similar to previous years.

Full-time work was defined as more than 30 hours per week and part-time was 30 hours or less per week.



## Demographics

The following table shows the demographics of the survey sample compared with Census 2006 demographics for Nelson City. The results were weighted by age and gender to ensure they are demographically representative.

	<b>Survey Respondents</b>	<b>Census 2006</b>
<b>Age groups</b>		
16-24	15%	15%
25-39	24%	21%
40-64	43%	44%
65+	19%	20%
<b>Gender</b>		
Male	48%	48%
Female	52%	52%
<b>Geographic areas</b>		
Stoke	39%	35%
Tahunanui	12%	12%
Nelson Central	39%	42%
Nelson North	10%	11%
Other		
<b>Ethnicity (multiple responses allowed)</b>		
European	94%	78
Maori	5%	8%
Pacific People	1%	2%
Other	3%	19%