

Results of Community Survey on Draft Local Alcohol Policy

July 2013

Background and Methodology

A recent law change allows for local authorities like Nelson City Council to develop a local alcohol policy. In conjunction with Tasman and Marlborough District Councils, Nelson City Council developed a survey to get residents' views on how alcohol is supplied in Nelson. The results from this survey and other research will help officers write a Draft Local Alcohol Policy for Nelson City. The draft policy will then go back to the public for feedback and amendment before final approval.

The original survey was sent by email to 1126 Nelson residents. Almost two-thirds of these (722) had been randomly selected to join Nelson City Council's People's Panel. The other 404 were from a database of residents who previously indicated they would like to give feedback on Council policies and decisions. There were 550 responses to the emailed survey, 340 from the randomly selected panel.

However, as there was a relatively low response rate by residents younger than 40, a shorter version of the survey was created. This version of the survey was available on Nelson City Council's website and promoted in Live Nelson, on Twitter, and in various Facebook pages (Council, Saniti (NMIT student association), and NCC Youth Council). It was shared on the Facebook pages of some local hospitality businesses. A letter was also sent to stakeholders that mentioned that the survey was available from Nelson City Council's website. The survey was also conducted in person at the NMIT Nelson campus over three lunchtimes (100 responses).

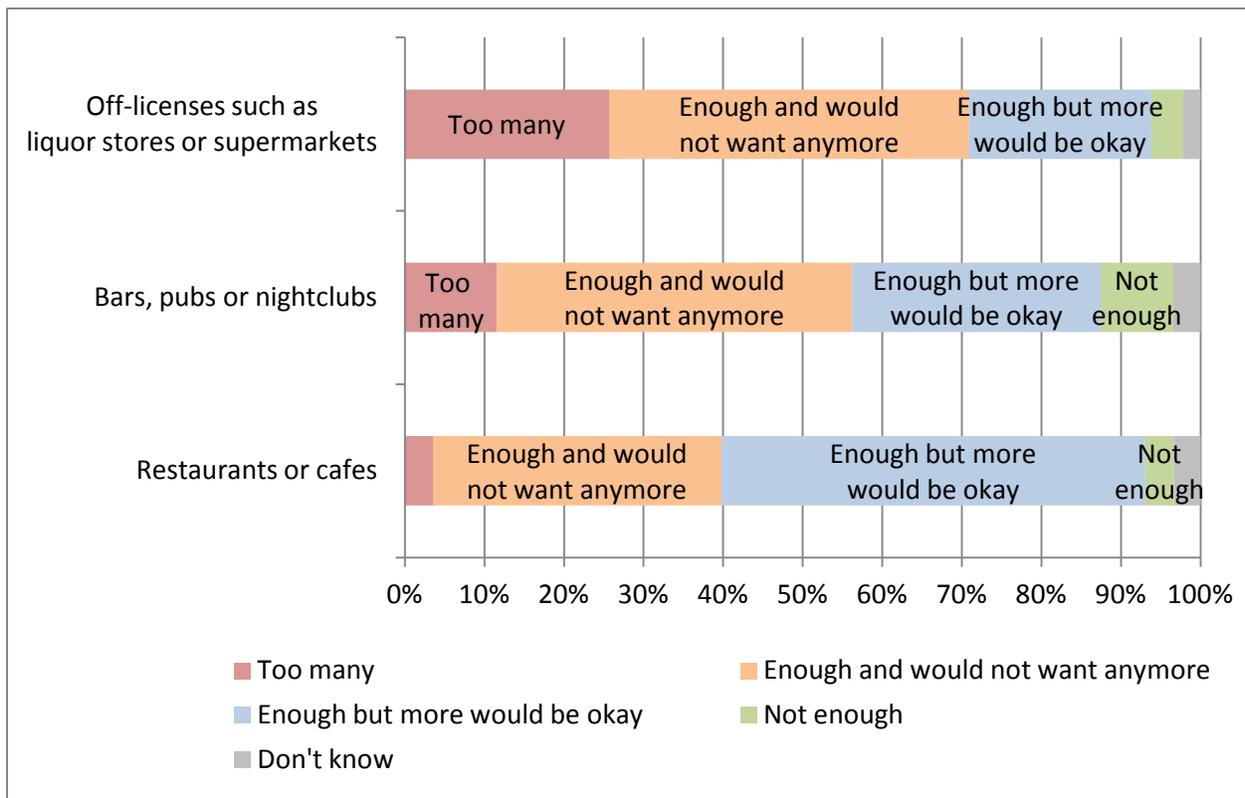
The response rates varied for each question. The questions which were in both versions of the survey had between 1000 and 1088 responses. The questions that were only in the original longer version of the survey had at least 520 responses. Each survey was open for twenty days over May and June 2013.

The survey is generally representative of Nelson's demographics, by age, gender, and geographic area. The 16-24 age group is slightly over-represented with 24% of respondents in this age group compared with 14% for Nelson's 2006 population (Census). As not all the respondents were randomly selected it is not possible to calculate a margin of error or confidence level for the results.

Key Findings (from approximately 1000 respondents)

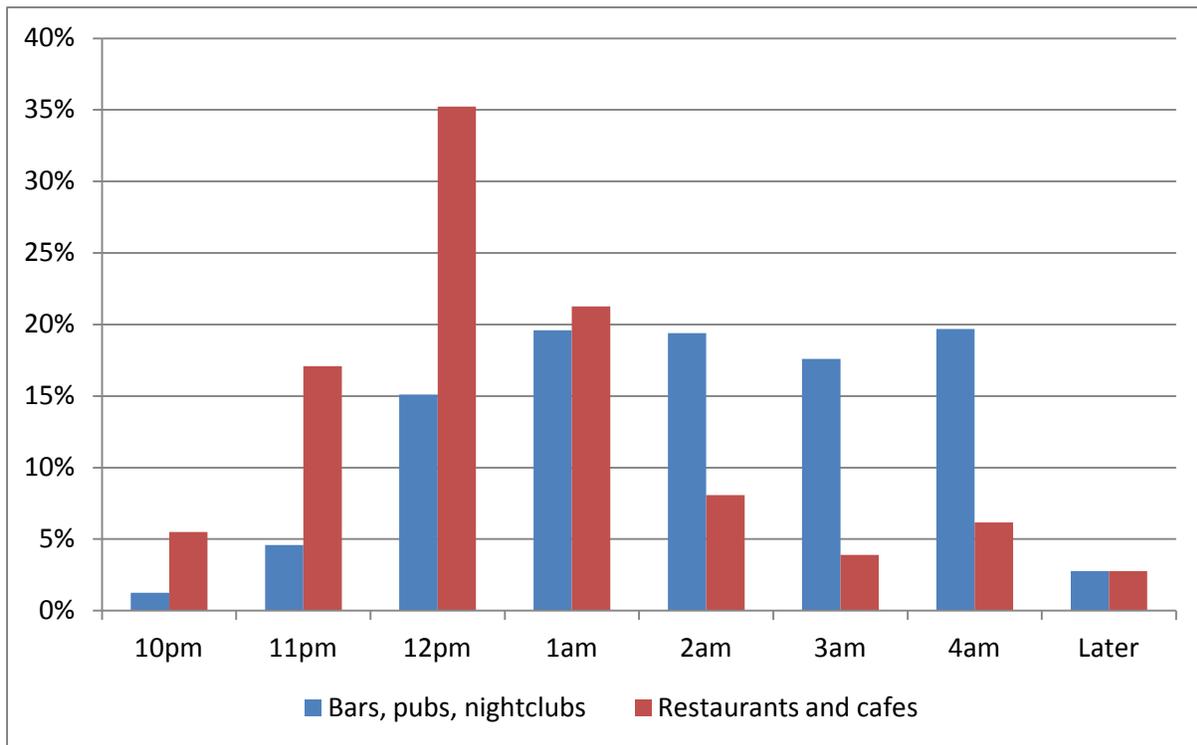
Availability of alcohol

- The majority said there are enough licensed premises where alcohol can be purchased and consumed on the premises with a meal, such as restaurants or cafes. Half said more would be okay and a third said they would not want anymore.
- Three-quarters said there are enough licensed premises where alcohol can be purchased and consumed on the premises such as bars, pubs and nightclubs. Forty-five percent said they would not want anymore and a third said more would be okay. Twelve percent said there were too many.
- Over two-thirds don't want any more off-licenses (such as liquor stores, supermarkets and local grocery stores). Over a quarter said there are already too many and 45% said there are enough and they would not want anymore. A quarter said there are enough and more would be okay.
- The majority said there are enough other places that sell alcohol such as sports clubs, workingmen's clubs, and RSA and 49% would not want anymore.



Hours of operation: on-licenses

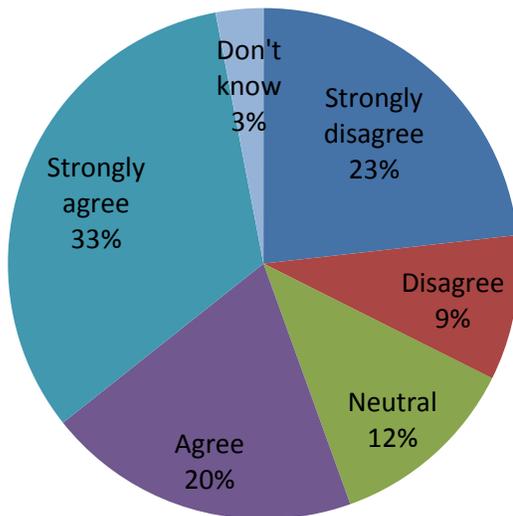
- There was a range of views on the time bars, pubs and nightclubs should stop selling alcohol with about 20% selecting each hour between midnight and 4am.
- Over half thought restaurants and cafes should stop selling alcohol at midnight or 1am with a fairly even split between those wanting them to close early and those wanting them to close later. The results were similar for other places that sell alcohol (such as sports clubs or suburban clubs)



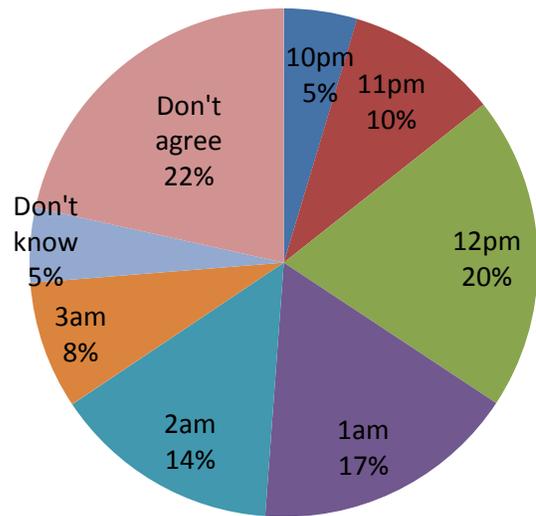
One-way door policies

- Over half agreed with one-way door restrictions but a third disagreed, including a quarter who strongly disagreed.
- There was a range of views on the time a one-way door policy would operate. Twenty percent would set midnight as the time when new people couldn't enter bars, 17% said 1am and 14% said 2am.

Level of agreement with a one-way door policy

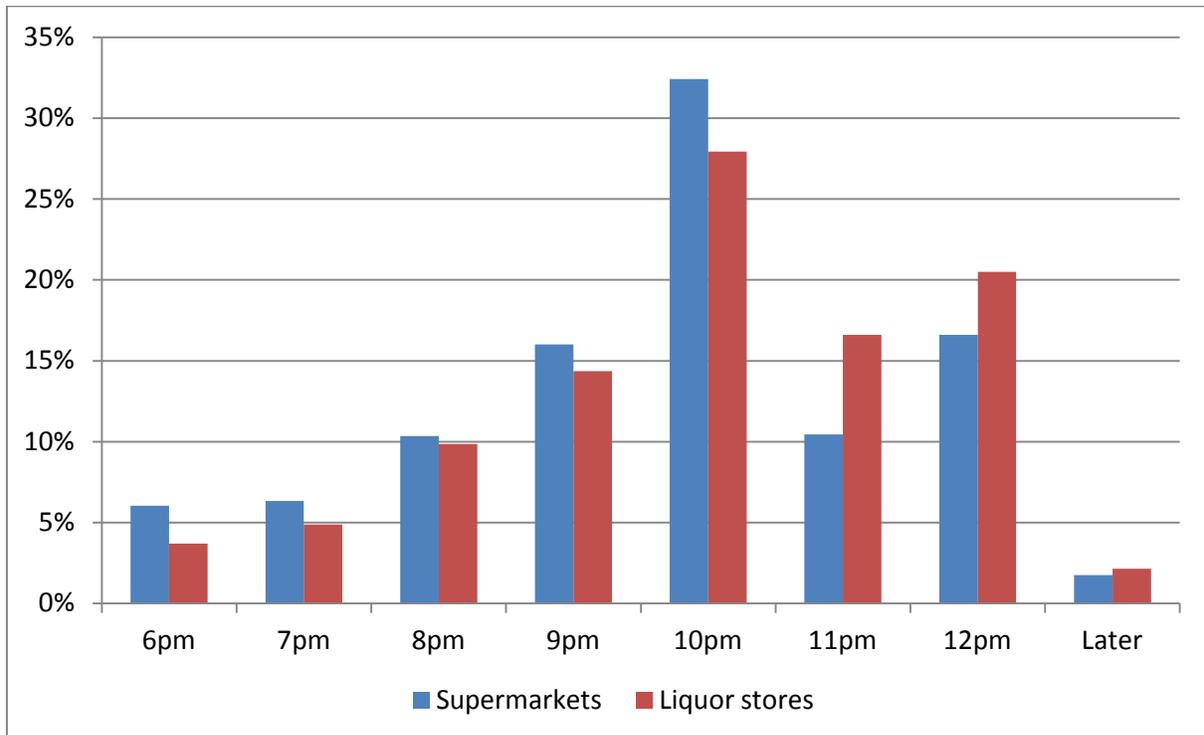


Views on the time a one-way door policy would operate



Hours of operation: off-licenses

- A third of respondents thought supermarkets should stop selling alcohol at 10pm. Thirty-nine percent thought they should stop selling earlier and 29% thought they should stop selling later.
- The results were similar for liquor stores with slightly more saying they should stop selling at 11pm or midnight.
- People generally wanted local grocery stores to stop selling earlier, with almost a third suggesting 8 or 9pm and a quarter suggesting 10pm.



General views on alcohol issues

- The community's views were fairly evenly split on whether they should have the opportunity to drink on licensed premises at any time. Almost half agreed that they should have the opportunity to drink on licensed premises at any time. A quarter disagreed and 17% strongly disagreed.
- There was a similar split over whether people should be able to buy alcohol to take away at any time with half disagreeing and 41% agreeing.
- Half agreed that having an alcohol precinct with a number of bars, restaurants and cafes in the same area is an effective way to monitor alcohol related activity. Eighteen percent were neutral and 24% disagreed.

- Less than half agreed that having licensed premises close to each other creates problems for nearby residents but 31% disagreed.
- Two-thirds agreed there is a problem with youth and drinking in Nelson City. However, the definition of 'youth' is unclear and responses will depend on respondents' interpretation.
- People tended to disagree that current restrictions on alcohol in Nelson City are adequate for controlling alcohol-related problems with 42% disagreeing. Thirty percent agreed and 19% were neutral.
- Half agreed that alcohol is a problem in Nelson but a quarter disagreed.
- A quarter of respondents were neutral on whether the positive impacts of alcohol in Nelson City outweigh the negative impacts. Forty-three percent disagreed that the positive impacts outweighed the negative and 27% agreed.
- A quarter of respondents said they or someone close to them had experienced significant harm from someone else's drinking.

Key findings from questions in long survey (approximately 500 responses but younger age groups are under-represented):

- The majority think the Nelson District Licensing Committee should consider the number of existing places that sell alcohol when an application for a new license is made
- Of the 300 respondents who thought there were other areas in Nelson where no more places selling alcohol should be allowed to be open, about a third specified the Bridge Street area and slightly more said the central city/inner city/CBD area.
- Most respondents thought there should be restrictions on how close licensed premises can be to secondary schools, early childhood centres and primary schools, drug and alcohol rehabilitation services, and parks and playgrounds.
- Over half thought there should be restrictions in the proximity to hospitals.
- There was less support for restrictions in proximity to another place that sells alcohol, to churches, or to retirement villages.

Demographics and drinking behaviour

	Survey Respondents (both surveys) n=1050 approx	Survey Respondents (long version of survey) n=540 approx	Census 2006
Age groups (% of population aged over 16)			
16-24	24%	3%	14%
25-39	20%	12%	24%
40-64	41%	58%	44%
65+	15%	27%	18%
Gender			
Male	45%	44%	48%
Female	55%	56%	52%
Geographic areas*			
Stoke	30%	29%	35%
Tahunanui	10%	9%	12%
Nelson Central	49%	48%	42%
Nelson North	11%	14%	11%
Ethnicity (multiple responses allowed)			
European	89%	98%	78%
Maori	5%	3%	8%
Pacific People	1%	1%	2%
Other	5%	7%	19%

*The percentages are for Nelson residents who responded to the survey, to allow comparison with Census data but there were also 63 responses from Tasman residents.

How often do you drink alcohol?	Response Percent N= 1034
Never	6%
Once a month or less	24%
Usually once a week	31%
Up to three times a week	22%
Four or more times a week	18%
How many drinks would you usually have on one occasion?	Response Percent N=966
1-2	49%
3-4	24%
5-6	14%
7-9	7%
10-12	4%
13 or more	3%

In the past year, where have you usually consumed alcohol? You can tick more than one.	Response Percent N=971
At home	91%
At another private residence (such as	75%
At work	16%
Bar, pub or nightclub	59%
Restaurant or cafe	74%
Sports club	16%
Public event, such as a concert, fair or	32%
Public place such as public park or beach	13%
In the last 5 years have you or someone close to you experienced significant harm from someone else's drinking?	Response Percent N= 1029
Yes	25%
No	75%

Detailed results

Alcohol availability in Nelson (n=1053)

	Too many	Enough and would not want anymore	Enough but more would be okay	Not enough	Don't know
Places where alcohol can be purchased and consumed on the premises with a meal, such as restaurants or cafes	4%	36%	53%	4%	3%
Places where alcohol can be purchased and consumed on the premises such as bars, pubs and nightclubs	12%	45%	31%	9%	3%
Places where alcohol can be purchased and taken away such as liquor stores, supermarkets and local grocery stores	26%	45%	23%	4%	2%
Other places that sell alcohol such as sports clubs, workingmen's clubs, RSA, buses, boats and winery/cellar doors	7%	42%	36%	5%	10%

Locations of premises that sell alcohol (n=544 but younger age groups under-represented)

Most respondents thought there should be restrictions on how close licensed premises can be to secondary schools (85%), early childhood centres and primary schools (84%), drug and alcohol rehabilitation services (82%), and parks and playgrounds (79%). Over half (61%) thought there should be restrictions in the proximity to hospitals. There was less support for restrictions in proximity to another place that sells alcohol (43%), to churches (41%), or to retirement villages (36%).

Hours of operation: on-licenses (n=1045)

	10pm	11pm	12pm	1am	2am	3am	4am	Later
Bars, pubs, nightclubs	1%	5%	15%	20%	19%	18%	20%	3%
Restaurants and cafes	6%	17%	35%	21%	8%	4%	6%	3%
Other places that sell alcohol such as sports clubs, workingmen's clubs, RSA, buses, boats, winery/cellar doors	7%	14%	37%	18%	9%	5%	7%	3%

The long version of the survey asked whether these hours should apply across the whole City and the majority (93% of 540 respondents) agreed. Most of those who disagreed thought it should be earlier in residential or rural areas and/or inner city nightclubs could be later.

Hours of operation: off-licenses (n=1016)

	6pm	7pm	8pm	9pm	10pm	11pm	12pm	Later
Supermarkets	6%	6%	10%	16%	32%	10%	17%	2%
Liquor stores	4%	5%	10%	14%	28%	17%	21%	2%
Local grocery stores	10%	8%	13%	18%	26%	9%	14%	2%
Bars or pubs with off-licenses	2%	3%	6%	10%	27%	16%	33%	3%

One-way door policies (n=1032)

To what extent do you agree or disagree that one-way door restrictions should be required in bars and pubs in Nelson City	Response Percent
Strongly disagree	23%
Disagree	9%
Neutral	12%
Agree	20%
Strongly agree	33%
Don't know	3%

If a one-way door policy were to operate, what time would you set as the time when new people could not enter bars?	Response Percent
10pm	5%
11pm	10%
12pm	20%
1am	17%
2am	14%
3am	8%
Don't know	5%
Don't agree with one-way door restrictions	22%

General views on alcohol issues (n=1088)

