

# Christchurch residents survey

[August 2012]



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# 1. Methodology

These tables are based on a telephone survey of 500 Christchurch residents.

Fieldwork was conducted between 31<sup>st</sup> July and 1<sup>st</sup> August 2012 from UMR's call centre facility located in Auckland. The table below shows the total number sampled and the corresponding margin of error:

SAMPLE MAKE-UP		
	Sample n=	Margin of error + / -
Eastern Wards	296	5.7%
Fendalton-Waimairi Ward	66	12.1%
Riccarton-Wigram Ward	78	11.1%
Urban Waimakariri/ Urban Selwyn (Christchurch City Fringe)	60	12.7%
<b>TOTAL</b>	<b>500</b>	<b>4.4%</b>

## 2. Report

A majority of Christchurch residents were optimistic with three in five (61%) thinking things were heading in the right direction, one in five (21%) thinking things were off on the wrong track and 18% were unsure of the direction Christchurch was heading in. This compares with UMR's national data with half (51%) of New Zealanders thinking things were heading in the right direction nationally, 38% thinking things were off on the wrong track and 11% were unsure.

Respondents more likely to state things were heading in the right direction were those that believed it was a good time to invest in Christchurch (69%) and supporters of the plan to rebuild the central city area (78%). Professionals or managers (72%) and those with over \$100,000 of household income (81%) were also more likely to believe things were heading in the right direction.

### THE MOOD

*Generally speaking, are things in Christchurch heading in the right direction or are they off on the wrong track?*

	August %
Right direction	61
Wrong track	21
Unsure	18

Base: All respondents

## ■ General awareness of rebuild

Awareness was almost universal with 95% of respondents reporting knowledge of the recent announcement by the Government and Christchurch City Council concerning the rebuilding of the central city area.

Younger respondents between 18 and 29 and those planning to leave Christchurch were least likely to have heard the announcement (86% and 85% respectively).

AWARENESS OF CHRISTCHURCH REBUILD	
<i>Are you aware of the recent announcement by the Government and Christchurch City Council about the rebuild of the Christchurch central city area?</i>	
	August %
Yes, aware	95
No, not aware	4
Unsure	1

Base: All respondents

Just over half (52%) of those aware of the planned rebuild of the central city area claimed to have a reasonable knowledge about it, with 11% claiming to know 'a lot'. Results were similar on the opposite end with 47% of respondents reporting a low level of knowledge and 10% stating they knew 'hardly anything at all'.

Once more, younger respondents between 18 and 29 and those who were leaving Christchurch were less likely to know about the rebuild plan (39% and 38% respectively).

Respondents more likely to declare a reasonable knowledge about the rebuild plan included those that support it (59%) or have a greater household income (59% between \$70,000 - \$100,000 and 63% over \$100,000). Professionals and technicians were also more likely to declare knowledge of the plan (58% and 59% respectively).

<b>KNOWLEDGE OF CHRISTCHURCH REBUILD</b>	
<i>How much would you say you know about it - a lot, a fair amount, not that much or hardly anything at all?</i>	
	<b>August %</b>
<b>Base: n=</b>	<b>477</b>
A lot	11
A fair amount	41
<b>TOTAL 'A LOT' + 'A FAIR AMOUNT'</b>	<b>52</b>
Not that much	37
Hardly anything at all	10
<b>TOTAL 'NOT THAT MUCH' + 'HARDLY ANYTHING AT ALL'</b>	<b>47</b>
Unsure	1

Base: Those aware of the rebuild

## ■ Awareness of details

The most well-known detail concerning the rebuild plan was the inclusion of numerous green spaces and parks, with 42% of those that claimed to have a reasonable knowledge of the plan citing them. This was followed by details of newly planned facilities with a third of respondents (34%) able to recount plans for a new stadium, convention centre or other specific building.

Other popular details included the division of the city into different precincts (17%), height restrictions on the buildings (16%) and the smaller, more compact nature of the planned CBD (14%). A smaller number of people were vague with details, 13% were aware there was some kind of plan for redevelopment and 10% knew generally where buildings were going to be located or what types of buildings may be built. A further 10% had seen the plans or blueprints and 9% relied on knowledge gained from the media. Nine percent also mentioned that the council would have to buy back land to complete its vision for development.

## DETAILED KNOWLEDGE OF CHRISTCHURCH REBUILD

*What do you know about it?*

	August %
<b>Base: n=</b>	<b>245</b>
There will be a lot of green spaces/parks	42
Can name a new facility - stadium, convention centre, etc	34
The city will be divided up into precincts/districts	17
The buildings will be height restricted/low-rise	16
The CBD will be smaller	14
Has awareness of the plan/redevelopment (not specific)	13
Where or what the new buildings/places are going to be (general)	10
Has seen the plans/sketches/blueprints	10
What they have read/seen in the media	9
The council will have to buy land for the plan	9
Other	3

Base: Those that knew 'a lot' or a 'fair amount' about the Christchurch rebuild

NB: Due to multiple response, percentages may not add to 100%

### ■ Support for rebuild plan

Over 80% of residents either support (56%) or are neutral (26%) towards the plan to rebuild the Christchurch central city area, with 27% strongly supporting the plan. Only 13% oppose the plan.

Those with a higher self declared knowledge of the plan were also more likely to support the plan, with almost half (48%) of those that knew 'a lot' strongly supporting it. Of those that knew a reasonable amount about the plan, two thirds (66%) declared support. Residents that believe it is a good time to invest in Christchurch city were also more likely to support the plan with 64% proclaiming support and one third a strong level of support.

Additionally, those with a larger household income (85% of those over \$100,000) and professionals or technicians (67% and 70% respectively) were more likely to support the plan. Blue collar workers were less likely to support the plan (42%), and over a quarter (27%) of those with less than \$30,000 (household income) oppose the plan.

## SUPPORT FOR PLAN

Using a 1-5 scale where 1 means - strongly support and 5 means – strongly oppose how much do you support or oppose the Government and City Council's plan to rebuild the Christchurch central city area?

	All	Those who know 'a lot' + 'a fair amount' about the rebuild
	%	%
<b>Base: n=</b>	<b>500</b>	<b>245</b>
1 Strongly support	27	34
2	29	32
<b>TOTAL SUPPORT '1' + '2'</b>	<b>56</b>	<b>66</b>
<b>3</b>	<b>26</b>	<b>20</b>
4	8	5
5 Strongly oppose	5	6
<b>TOTAL OPPOSE '4' + '5'</b>	<b>13</b>	<b>11</b>
Unsure	5	3

Base: All respondents

### ■ Appetite for investing in Christchurch city

Three out of five respondents (61%) thought it was a good time to invest in the city and 22% thought it was a bad time. The remaining 17% were unsure. This compares with 50% nationally thinking it was a good time to invest in Christchurch, 37% thinking it was a bad time and 13% unsure.

Those that declared they knew 'a lot' about the plan were more likely to believe it was a good time to invest in the city (72%), however there was no difference in opinion between those that knew a 'fair amount' and those that knew 'not that much' (61% and 60% respectively). Residents that supported the plan were also more likely to believe it was a good time to invest (70%) and those that opposed the plan were more likely to believe it was a bad time (43%). Almost half (49%) of those that planned to leave Christchurch thought it was a bad time to invest in the city.

Respondents between 30 and 44, with a household income over \$100,000 and professionals were all more likely to believe it was a good time to invest (70%, 73% and 74% respectively).

## GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY

*Thinking about Christchurch, is it generally a good or a bad time to invest in the city?*

	All	Those who know 'a lot' + 'a fair amount' about the rebuild
	%	%
<b>Base: n=</b>	<b>500</b>	<b>245</b>
Good time	61	63
Bad time	22	18
Unsure	17	19

Base: All respondents

### ■ Intention to stay in Christchurch

The vast majority of respondents (88%) plan to continue living in Christchurch over the next few years, 9% think they will move and 3% were unsure. This compares with 86% nationally planning to continue to keep living in the same area of New Zealand for the next few years.

Not surprisingly, residents that supported the rebuild plan and those that think it is a good time to invest were more likely to stay in the area (92% and 93% respectively). Older respondents (45 years and over) were also more likely to stay (93%).

Those that oppose the plan or believed it was a bad time to invest were more likely to be thinking about leaving Christchurch (17% and 21% respectively). Furthermore, respondents with hardly any knowledge of the rebuild plan were most likely to be thinking of relocating, although three quarters (76%) of them still planned on staying. Younger respondents (less than 30 years) were also more likely to leave (21%), which compares with 22% of younger New Zealanders nationally planning to leave their city.

## CONTINUE TO RESIDE IN THE CHRISTCHURCH AREA

*Do you think you will keep living in the Christchurch area for the next few years?*

	All	Those who know 'a lot' + 'a fair amount' about the rebuild
	%	%
<b>Base: n=</b>	<b>500</b>	<b>245</b>
Yes	88	92
No	9	5
Unsure	3	3

Base: All respondents



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THE MOOD

Generally speaking, are things in Christchurch heading in the right direction or are they off on the wrong track?

	Base	Right Direction	Wrong Track	Unsure
All	500	61%	21%	18%
SEX				
Male	240	57%	24%	19%
Female	260	63%	19%	18%
AREA				
Eastern Wards	296	57%	21%	22%
Fendalton-Waimairi	66	61%	24%	15%
Riccarton-Wigram	78	74%	13%	13%
Other - City Fringe	60	58%	31%	11%
AGE				
18-29	109	61%	18%	21%
30-44	146	67%	20%	13%
45-59	129	55%	24%	21%
60+	116	58%	24%	18%
HOUSEHOLD INCOME				
\$30,000 or less	72	53%	36%	11%
\$30,001-50,000	93	52%	23%	25%
\$50,001-70,000	66	58%	21%	21%
\$70,001-100,000	89	57%	26%	17%
More than \$100,000	93	81%	11%	8%
OCCUPATION				
Professionals, Managers	137	72%	14%	14%
Technicians, Associates	67	62%	17%	21%
Clerks & Sales	59	59%	21%	20%
Blue collar	78	46%	28%	26%
Students	29	74%	17%	9%
Retired	62	51%	29%	20%
Homemaker	28	56%	20%	24%
Not employed	17	40%	50%	10%
Self employed	21	67%	26%	7%
KNOWLEDGE OF CHRISTCHURCH REBUILD				
A lot	51	62%	16%	22%
A fair amount	194	64%	25%	11%
Not that much	177	56%	22%	22%
Hardly anything at all	50	54%	13%	33%
KNOW A LOT + A FAIR AMOUNT	245	64%	23%	13%
KNOW A LOT + A FAIR AMOUNT + NOT THAT MUCH	422	61%	22%	17%
SUPPORT FOR REBUILD PLAN				
Total support (1+2)	282	78%	9%	13%
Total oppose (4+5)	64	29%	53%	18%
GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY				
Good time	304	69%	15%	16%
Bad time	108	42%	42%	16%
CONTINUE TO RESIDE IN THE CHRISTCHURCH AREA				
Yes	441	61%	20%	19%
No/ Unsure	59	55%	29%	16%

**AWARENESS OF CHRISTCHURCH REBUILD**

Are you aware of the recent announcement by the Government and Christchurch City Council about the rebuild of the Christchurch central city area?

	Base	Yes, aware	No, not aware	Unsure
All	500	95%	4%	1%
<b>SEX</b>				
Male	240	97%	3%	0%
Female	260	93%	5%	2%
<b>AREA</b>				
Eastern Wards	296	98%	2%	0%
Fendalton-Waimairi	66	87%	7%	6%
Riccarton-Wigram	78	98%	2%	0%
Other - City Fringe	60	91%	9%	0%
<b>AGE</b>				
18-29	109	86%	12%	2%
30-44	146	97%	3%	0%
45-59	129	98%	0%	2%
60+	116	98%	1%	1%
<b>HOUSEHOLD INCOME</b>				
\$30,000 or less	72	93%	4%	3%
\$30,001-50,000	93	94%	4%	2%
\$50,001-70,000	66	99%	1%	0%
\$70,001-100,000	89	95%	5%	0%
More than \$100,000	93	100%	0%	0%
<b>OCCUPATION</b>				
Professionals, Managers	137	95%	3%	2%
Technicians, Associates	67	100%	0%	0%
Clerks & Sales	59	93%	7%	0%
Blue collar	78	93%	6%	1%
Students	29	91%	9%	0%
Retired	62	100%	0%	0%
Homemaker	28	100%	0%	0%
Not employed	17	88%	12%	0%
Self employed	21	96%	0%	4%
<b>KNOWLEDGE OF CHRISTCHURCH REBUILD</b>				
A lot	51	100%	0%	0%
A fair amount	194	100%	0%	0%
Not that much	177	100%	0%	0%
Hardly anything at all	50	100%	0%	0%
KNOW A LOT + A FAIR AMOUNT	245	100%	0%	0%
KNOW A LOT + A FAIR AMOUNT + NOT THAT MUCH	422	100%	0%	0%
<b>SUPPORT FOR REBUILD PLAN</b>				
Total support (1+2)	282	98%	2%	0%
Total oppose (4+5)	64	90%	7%	3%
<b>GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY</b>				
Good time	304	97%	3%	0%
Bad time	108	95%	2%	3%
<b>CONTINUE TO RESIDE IN THE CHRISTCHURCH AREA</b>				
Yes	441	97%	3%	0%
No/ Unsure	59	85%	11%	4%

**KNOWLEDGE OF CHRISTCHURCH REBUILD**

How much would you say you know about it - a lot, a fair amount, not that much or hardly anything at all?

	Base	A lot	A fair amount	Not that much	Hardly anything at all	Unsure
All	477	11%	41%	37%	10%	1%
<b>SEX</b>						
Male	234	12%	45%	32%	10%	1%
Female	243	10%	37%	42%	11%	0%
<b>AREA</b>						
Eastern Wards	289	10%	39%	37%	13%	1%
Fendalton-Waimairi	58	12%	52%	26%	10%	0%
Riccarton-Wigram	76	19%	32%	44%	4%	1%
Other - City Fringe	54	4%	51%	36%	9%	0%
<b>AGE</b>						
18-29	94	10%	29%	40%	21%	0%
30-44	142	12%	46%	33%	7%	2%
45-59	127	11%	40%	39%	9%	1%
60+	114	9%	44%	38%	8%	1%
<b>HOUSEHOLD INCOME</b>						
\$30,000 or less	67	6%	30%	58%	5%	1%
\$30,001-50,000	88	11%	35%	37%	15%	2%
\$50,001-70,000	65	10%	41%	39%	9%	1%
\$70,001-100,000	85	5%	54%	35%	6%	0%
More than \$100,000	93	21%	42%	26%	10%	1%
<b>OCCUPATION</b>						
Professionals, Managers	129	17%	41%	34%	7%	1%
Technicians, Associates	67	12%	47%	25%	15%	1%
Clerks & Sales	55	6%	31%	42%	20%	1%
Blue collar	72	8%	33%	46%	12%	1%
Students	26	10%	42%	30%	18%	0%
Retired	62	7%	43%	42%	7%	1%
Homemaker	28	7%	35%	55%	3%	0%
Not employed	15	14%	48%	19%	19%	0%
Self employed	21	6%	66%	28%	0%	0%
<b>SUPPORT FOR REBUILD PLAN</b>						
Total support (1+2)	276	13%	46%	33%	7%	1%
Total oppose (4+5)	57	10%	39%	43%	8%	0%
<b>GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY</b>						
Good time	295	13%	40%	36%	10%	1%
Bad time	103	8%	36%	44%	12%	0%
<b>CONTINUE TO RESIDE IN THE CHRISTCHURCH AREA</b>						
Yes	427	11%	42%	37%	9%	1%
No/ Unsure	50	10%	28%	37%	25%	0%

## SUPPORT FOR PLAN

Using a 1-5 scale where 1 means - strongly support and 5 means - strongly oppose how much do you support or oppose the Government and City Council's plan to rebuild the Christchurch central city area?

	Base	1 Strongly support	2	3	4	5 Strongly oppose	Unsure
All	500	27%	29%	26%	8%	5%	5%
<b>SEX</b>							
Male	240	29%	30%	21%	8%	7%	5%
Female	260	26%	28%	30%	8%	3%	5%
<b>AREA</b>							
Eastern Wards	296	28%	31%	24%	7%	5%	5%
Fendalton-Waimairi	66	29%	27%	31%	7%	3%	3%
Riccarton-Wigram	78	26%	28%	28%	9%	5%	4%
Other - City Fringe	60	27%	23%	25%	14%	6%	5%
<b>AGE</b>							
18-29	109	18%	34%	26%	14%	2%	6%
30-44	146	36%	27%	25%	4%	6%	2%
45-59	129	26%	24%	27%	10%	7%	6%
60+	116	28%	31%	25%	5%	4%	7%
<b>HOUSEHOLD INCOME</b>							
\$30,000 or less	72	24%	17%	29%	16%	11%	3%
\$30,001-50,000	93	24%	24%	33%	11%	6%	2%
\$50,001-70,000	66	22%	36%	25%	7%	5%	5%
\$70,001-100,000	89	22%	27%	32%	8%	4%	7%
More than \$100,000	93	44%	41%	11%	2%	2%	0%
<b>OCCUPATION</b>							
Professionals, Managers	137	36%	31%	21%	5%	3%	4%
Technicians, Associates	67	30%	40%	21%	6%	1%	2%
Clerks & Sales	59	18%	26%	44%	8%	3%	1%
Blue collar	78	20%	22%	25%	10%	12%	11%
Students	29	13%	16%	32%	20%	12%	7%
Retired	62	26%	28%	28%	7%	4%	7%
Homemaker	28	35%	39%	18%	5%	0%	3%
Not employed	17	32%	10%	33%	20%	5%	0%
Self employed	21	25%	42%	17%	5%	7%	4%
<b>KNOWLEDGE OF CHRISTCHURCH REBUILD</b>							
A lot	51	48%	21%	16%	0%	11%	4%
A fair amount	194	30%	35%	21%	6%	5%	3%
Not that much	177	23%	29%	29%	12%	2%	5%
Hardly anything at all	50	20%	18%	40%	6%	3%	13%
KNOW A LOT + A FAIR AMOUNT	245	34%	32%	20%	5%	6%	3%
KNOW A LOT + A FAIR AMOUNT + NOT THAT MUCH	422	29%	31%	24%	8%	5%	3%
<b>GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY</b>							
Good time	304	33%	31%	24%	5%	3%	4%
Bad time	108	14%	25%	31%	17%	8%	5%
<b>CONTINUE TO RESIDE IN THE CHRISTCHURCH AREA</b>							
Yes	441	29%	30%	25%	7%	4%	5%
No/ Unsure	59	17%	19%	35%	14%	9%	6%

GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY

Thinking about Christchurch, is it generally a good or a bad time to invest in the city?

	Base	Good time	Bad time	Unsure
All	500	61%	22%	17%
SEX				
Male	240	56%	25%	19%
Female	260	65%	19%	16%
AREA				
Eastern Wards	296	59%	21%	20%
Fendalton-Waimairi	66	57%	24%	19%
Riccarton-Wigram	78	72%	19%	9%
Other - City Fringe	60	57%	28%	15%
AGE				
18-29	109	50%	28%	22%
30-44	146	70%	17%	13%
45-59	129	62%	23%	15%
60+	116	58%	20%	22%
HOUSEHOLD INCOME				
\$30,000 or less	72	52%	28%	20%
\$30,001-50,000	93	56%	21%	23%
\$50,001-70,000	66	66%	21%	13%
\$70,001-100,000	89	64%	26%	10%
More than \$100,000	93	73%	11%	16%
OCCUPATION				
Professionals, Managers	137	74%	16%	10%
Technicians, Associates	67	58%	24%	18%
Clerks & Sales	59	55%	26%	19%
Blue collar	78	53%	26%	21%
Students	29	55%	22%	23%
Retired	62	53%	24%	23%
Homemaker	28	67%	13%	20%
Not employed	17	45%	29%	26%
Self employed	21	60%	25%	15%
KNOWLEDGE OF CHRISTCHURCH REBUILD				
A lot	51	72%	15%	13%
A fair amount	194	61%	19%	20%
Not that much	177	60%	26%	14%
Hardly anything at all	50	59%	24%	17%
KNOW A LOT + A FAIR AMOUNT	245	63%	18%	19%
KNOW A LOT + A FAIR AMOUNT + NOT THAT MUCH	422	62%	21%	17%
SUPPORT FOR REBUILD PLAN				
Total support (1+2)	282	70%	15%	15%
Total oppose (4+5)	64	35%	43%	22%
CONTINUE TO RESIDE IN THE CHRISTCHURCH AREA				
Yes	441	64%	18%	18%
No/ Unsure	59	34%	49%	17%

CONTINUE TO RESIDE IN THE CHRISTCHURCH AREA

Do you think you will keep living in the Christchurch area for the next few years?

	Base	Yes	No	Unsure
All	500	88%	9%	3%
SEX				
Male	240	89%	8%	3%
Female	260	88%	9%	3%
AREA				
Eastern Wards	296	88%	8%	4%
Fendalton-Waimairi	66	85%	12%	3%
Riccarton-Wigram	78	90%	10%	0%
Other - City Fringe	60	88%	8%	4%
AGE				
18-29	109	77%	21%	2%
30-44	146	88%	7%	5%
45-59	129	93%	4%	3%
60+	116	93%	3%	4%
HOUSEHOLD INCOME				
\$30,000 or less	72	95%	5%	0%
\$30,001-50,000	93	83%	12%	5%
\$50,001-70,000	66	93%	5%	2%
\$70,001-100,000	89	92%	7%	1%
More than \$100,000	93	91%	6%	3%
OCCUPATION				
Professionals, Managers	137	90%	6%	4%
Technicians, Associates	67	91%	7%	2%
Clerks & Sales	59	78%	19%	3%
Blue collar	78	90%	7%	3%
Students	29	64%	29%	7%
Retired	62	96%	3%	1%
Homemaker	28	95%	5%	0%
Not employed	17	83%	12%	5%
Self employed	21	96%	0%	4%
KNOWLEDGE OF CHRISTCHURCH REBUILD				
A lot	51	90%	6%	4%
A fair amount	194	93%	4%	3%
Not that much	177	89%	9%	2%
Hardly anything at all	50	76%	15%	9%
KNOW A LOT + A FAIR AMOUNT	245	92%	5%	3%
KNOW A LOT + A FAIR AMOUNT + NOT THAT MUCH	422	91%	6%	3%
SUPPORT FOR REBUILD PLAN				
Total support (1+2)	282	92%	5%	3%
Total oppose (4+5)	64	79%	17%	4%
GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY				
Good time	304	93%	5%	2%
Bad time	108	73%	21%	6%