

Nationwide Report: Christchurch Rebuild

[August 2012]



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1. Methodology

These tables are based on a telephone survey of 750 New Zealanders.

Fieldwork was conducted between 2nd – 6th August 2012 from UMR's call centre facility located in Auckland. The margin of error for sample size of 750 for a 50% figure at the '95% confidence level' is $\pm 3.6\%$.

2. Topline summary

■ The general mood

In early August 2012 there was a mixed mood among New Zealanders; just over half of New Zealanders (51%) felt that New Zealand was heading in the right direction while 38% believed it was heading off on the wrong track and 11% were unsure. Interestingly, however, in Christchurch 61% think Christchurch is heading in the right direction, suggesting Cantabrians have a more positive view towards Christchurch than the average New Zealander has towards New Zealand.

THE MOOD	
<i>Generally speaking, are things in New Zealand heading in the right direction or are they off on the wrong track?</i>	
	August %
Right direction	51
Wrong track	38
Unsure	11

Base: All respondents

■ Awareness of Christchurch City rebuild announcement

Almost 9 in every 10 respondents (88%) said they were aware of the recent announcement by the Government and Christchurch City Council about the rebuild of the Christchurch central city area.

Higher declared awareness was recorded among those living in Christchurch (99%), respondents aged over 60 years (96%) and those with a personal income of more than \$70,000 (97%).

Comparatively speaking, respondents on low personal incomes were less likely to be aware of the rebuild; 77% of these respondents with less than \$15,000 personal income and 80% of those with personal incomes between \$15,001 and \$25,000 were aware of the rebuild.

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?

	August %
Yes, aware	88
No, not aware	10
Unsure	2

Base: All respondents

■ Support for the Rebuild Plan

Nearly 80% of New Zealanders either support the plan or are neutral, with just over half (52%) of respondents supporting and 28% strongly supporting. Only 17% opposed the plan (7% strongly).

Respondents more likely to support the plan included those living in Christchurch 71% (48% strongly) and those earning personal incomes of more than \$70,000 at 60% (32% strongly).

Out of the major cities Auckland respondents were least likely to support at 46% (29% strongly) compared to 61% of those in Wellington (29% strongly).

SUPPORT FOR PLAN		
<i>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?</i>		
	All	Those who know 'a lot' + 'a fair amount' about the rebuild
	%	%
Base: n=	750	263
1 Strongly support	28	32
2	24	21
TOTAL SUPPORT '1' + '2'	52	53
3	26	24
4	10	13
5 Strongly oppose	7	8
TOTAL OPPOSE '4' + '5'	17	21
Unsure	5	2

■ Knowledge of plan details

Nationwide, 40% of respondents declared that they knew either ‘a lot’ or ‘a fair amount’ about the Christchurch rebuild whereas 60% declared that they knew either ‘not that much’ or ‘hardly anything’ about this topic.

Respondents who declared higher levels of knowledge about the plan included: those living in Christchurch (65%) and aged over 60 years (58%).

The under 30’s expressed lower levels of knowledge about the Christchurch rebuild at 23%.

The 40% of respondents who declared that knew either ‘a lot’ or ‘a fair amount’ about the Christchurch rebuild were asked more specifically about the details of what they knew. Just over 1 in 4 (26%) declared only general awareness about the plan/redevelopment. Around 1 in 5 (21%) indicated that they knew the rebuild would include a lot of green spaces and parks. Another 20% were able to name a new facility in the rebuild such as the stadium or the convention centre. A smaller 16% said they were aware of there being a height restriction in place for the rebuild.

Other plan details offered by smaller percentages of respondents included: its going to cost a lot of money (8%), the city will be divided up into precincts/districts (6%), the council will have to buy land for the plan (6%) and the CBD will be smaller at 5%.

KNOWLEDGE OF CHRISTCHURCH REBUILD	
<i>How much would you say you know about it - a lot, a fair amount, not that much or hardly anything at all?</i>	
	August %
Base: n=	661
A lot	7
A fair amount	33
TOTAL ‘A LOT’ + ‘A FAIR AMOUNT’	40
Not that much	48
Hardly anything at all	12
TOTAL ‘NOT THAT MUCH’ + ‘HARDLY ANYTHING AT ALL’	60
Unsure	-

Base: Those aware of the rebuild

DETAILED KNOWLEDGE OF CHRISTCHURCH REBUILD

What do you know about it?

	August %
Base: n=	263
Has awareness of the plan/redevelopment (not specific)	26
There will be a lot of green spaces/parks	21
Can name a new facility - stadium, convention centre, etc	20
The buildings will be height restricted/low-rise	16
It is going to cost a lot of money	8
The city will be divided up into precincts/districts	6
The council will have to buy land for the plan	6
The CBD will be smaller	5
The river will be featured more prominently	4
Has seen the plans/sketches/blueprints	3
What they have read/seen in the media	3
Where or what the new buildings/places are going to be (general)	3
Unsure	2
Knows timeframe for the development	1
Other	6

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%

■ Good time to invest in Christchurch

Half of all respondents nationwide (50%) indicated that it is a good time to invest in the city, 37% felt it is a bad time and 13% are unsure. Respondents who knew either 'a lot' or a 'fair amount' about the rebuild are only slightly more likely to indicate that now is a good time to invest in the city at 53%, 35% of these respondents feel it is a bad time to invest in the city and 12% are unsure.

Respondents living in Christchurch are significantly more likely to think that now is a good time to invest in their city at 78% as are respondents with personal incomes greater than \$70,000 at 63%.

Respondents who were not aware of the rebuild are least likely (23%) to think that now is a good time to invest in the city.

GOOD OR BAD TIME TO INVEST IN CHRISTCHURCH CITY		
<i>Thinking about Christchurch, is it generally a good or a bad time to invest in the city?</i>		
	All	Those who know 'a lot' + 'a fair amount' about the rebuild
	%	%
Base: n=	750	263
Good time	50	53
Bad time	37	35
Unsure	13	12

Base: All respondents

■ Good time to keeping living in their area

The vast majority (86%) of all respondents thought that they would keep living in the same area of New Zealand for the next few years. However, interestingly the people of Christchurch reported that they were slightly more keen to continue living there (88%).

Respondents more likely to think that they would keep living in the same area of New Zealand for the next few years included those in rural areas (94%), aged 45-59 years (91%), aged over 60 years (90%), and on middle incomes \$40,001 to \$70,000 (92%). Comparatively speaking respondents least likely to be staying put were those aged under 30 years (74%).

FUTURE LOCATION	
<i>Do you think you will keep living in the same area of New Zealand you live in for the next few years?</i>	
	All %
<i>Base: n=</i>	750
Yes	86
No	11
Unsure	3

Base: All respondents

3. Supplementary Tables

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THE MOOD

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

	Base	Right Direction	Wrong Track	Unsure
ALL	750	51%	38%	11%
LOCATION				
Auckland	241	54%	36%	10%
Provincial All	350	48%	39%	13%
Provincial NI	250	46%	41%	13%
Provincial SI	100	50%	37%	13%
Christchurch	82	59%	33%	8%
Wellington	77	55%	41%	4%
Rural	120	58%	34%	8%
SEX				
Male	359	56%	34%	10%
Female	391	48%	41%	11%
AGE GROUP				
Under 30	157	59%	29%	12%
30-44	225	53%	38%	9%
45-59	196	50%	39%	11%
60 Plus	172	44%	44%	12%
OCCUPATION				
Professionals, Managers	218	54%	40%	6%
Technicians, Associates	60	50%	33%	17%
Clerks & Sales	114	61%	26%	13%
Blue collar	96	53%	40%	7%
Students	60	51%	35%	14%
Retired	107	44%	43%	13%
Homemaker	36	47%	37%	16%
Not employed	41	42%	48%	10%
Self employed	14	53%	34%	13%
PERSONAL INCOME				
Less than \$15,000	104	44%	41%	15%
\$15,001-25,000	130	54%	36%	10%
\$25,001-30,000	44	42%	55%	3%
\$30,001-40,000	74	55%	36%	9%
\$40,001-50,000	75	49%	36%	15%
\$50,001-70,000	109	52%	41%	7%
More than \$70,000	139	63%	30%	7%
ETHNICITY				
Pacific Island	37	74%	18%	8%
Maori	82	33%	60%	7%
Non Maori/Non PI	633	53%	36%	11%

DECLARED AWARENESS OF ANNOUNCEMENT OF REBUILD OF CHRISTCHURCH CITY

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	No	Unsure
ALL	750	88%	10%	2%
LOCATION				
Auckland	241	83%	14%	3%
Wellington	77	81%	17%	2%
Christchurch	82	99%	1%	0%
Provincial	350	91%	8%	1%
Rural	120	86%	12%	2%
North Is	568	86%	12%	2%
South Is	182	93%	6%	1%
SEX				
Male	359	93%	6%	1%
Female	391	84%	14%	2%
AGE GROUP				
Under 30	157	72%	26%	2%
30-44	225	89%	10%	1%
45-59	196	93%	5%	2%
60 Plus	172	96%	2%	2%
OCCUPATION				
Professionals, Managers	218	88%	11%	1%
Technicians, Associates	60	93%	4%	3%
Clerks & Sales	114	83%	14%	3%
Blue collar	96	93%	5%	2%
Students	60	70%	27%	3%
Retired	107	96%	2%	2%
Homemaker	36	78%	22%	0%
Not employed	41	95%	5%	0%
Self employed	14	92%	8%	0%
PERSONAL INCOME				
Less than \$15,000	104	77%	21%	2%
\$15,001-25,000	130	80%	17%	3%
\$25,001-30,000	44	94%	3%	3%
\$30,001-40,000	74	93%	7%	0%
\$40,001-50,000	75	90%	10%	0%
\$50,001-70,000	109	90%	7%	3%
More than \$70,000	139	97%	3%	0%
ETHNICITY				
Pacific Island	37	67%	30%	3%
Maori	82	89%	9%	2%
Non Maori/Non PI	633	89%	9%	2%
DECLARED KNOWLEDGE				
A lot + A fair amount	263	100%	0%	0%
Not that much + Hardly anything	395	100%	0%	0%
SUPPORT OF PLANS				
Support	386	88%	11%	1%
Neutral	195	90%	9%	1%
Oppose	129	91%	7%	2%
GOOD TIME TO INVEST				
Yes	374	93%	5%	2%
No	277	78%	20%	2%
LIVE IN SAME AREA				
Yes	642	88%	10%	2%
No	82	83%	14%	3%

KNOWLEDGE OF CHRISTCHURCH CITY 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	661	7%	33%	48%	12%	0%
LOCATION						
Auckland	201	7%	33%	49%	11%	0%
Wellington	63	1%	20%	61%	18%	0%
Christchurch	81	24%	41%	31%	4%	0%
Provincial	317	4%	33%	49%	13%	1%
Rural	104	4%	37%	42%	16%	1%
North Is	492	5%	29%	51%	14%	1%
South Is	170	13%	42%	38%	7%	0%
SEX						
Male	334	9%	30%	48%	12%	1%
Female	327	6%	35%	48%	11%	0%
AGE GROUP						
Under 30	114	4%	19%	58%	19%	0%
30-44	201	8%	26%	53%	13%	0%
45-59	181	8%	32%	48%	11%	1%
60 Plus	166	8%	50%	34%	7%	1%
OCCUPATION						
Professionals, Managers	192	8%	33%	48%	10%	1%
Technicians, Associates	56	11%	31%	46%	12%	0%
Clerks & Sales	95	4%	22%	53%	21%	0%
Blue collar	89	5%	28%	57%	9%	1%
Students	42	4%	16%	62%	18%	0%
Retired	103	7%	53%	32%	7%	1%
Homemaker	28	5%	17%	66%	12%	0%
Not employed	39	7%	42%	39%	12%	0%
Self employed	13	32%	30%	29%	9%	0%
PERSONAL INCOME						
Less than \$15,000	80	5%	40%	43%	10%	2%
\$15,001-25,000	104	5%	42%	42%	11%	0%
\$25,001-30,000	41	6%	29%	49%	16%	0%
\$30,001-40,000	69	5%	28%	57%	10%	0%
\$40,001-50,000	67	6%	32%	53%	9%	0%
\$50,001-70,000	99	6%	27%	51%	16%	0%
More than \$70,000	134	13%	30%	44%	12%	1%
ETHNICITY						
Pacific Island	25	6%	31%	25%	38%	0%
Maori	74	9%	38%	40%	12%	1%
Non Maori/Non PI	566	7%	32%	50%	11%	0%
DECLARED AWARENESS						
Yes	661	7%	33%	48%	12%	0%
No	0	0%	0%	0%	0%	0%
SUPPORT OF PLANS						
Support	338	8%	33%	45%	13%	1%
Neutral	175	6%	31%	53%	10%	0%
Oppose	117	6%	40%	41%	12%	1%
GOOD TIME TO INVEST						
Yes	350	9%	31%	49%	11%	0%
No	216	6%	36%	43%	14%	1%
LIVE IN SAME AREA						
Yes	567	7%	32%	47%	13%	1%
No	68	9%	28%	56%	7%	0%

SUPPORT OF CHRISTCHURCH CITY REBUILD PLANS

Using a 1-5 scale were 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	750	28%	24%	26%	10%	7%	5%
LOCATION							
Auckland	241	29%	17%	27%	13%	9%	5%
Wellington	77	29%	32%	24%	6%	5%	4%
Christchurch	82	48%	23%	16%	7%	3%	3%
Provincial	350	22%	26%	28%	10%	7%	7%
Rural	120	32%	19%	26%	6%	8%	9%
North Is	568	26%	24%	26%	10%	8%	6%
South Is	182	34%	22%	27%	9%	4%	4%
SEX							
Male	359	28%	25%	25%	11%	5%	6%
Female	391	28%	22%	27%	9%	9%	5%
AGE GROUP							
Under 30	157	37%	27%	19%	12%	4%	1%
30-44	225	27%	23%	29%	7%	7%	7%
45-59	196	30%	24%	22%	9%	8%	7%
60 Plus	172	20%	19%	33%	14%	8%	6%
OCCUPATION							
Professionals, Managers	218	30%	25%	31%	6%	5%	3%
Technicians, Associates	60	34%	25%	17%	3%	12%	9%
Clerks & Sales	114	27%	26%	24%	9%	9%	5%
Blue collar	96	21%	23%	21%	20%	6%	9%
Students	60	44%	20%	19%	9%	8%	0%
Retired	107	21%	20%	30%	17%	4%	8%
Homemaker	36	32%	21%	20%	10%	9%	8%
Not employed	41	14%	22%	38%	4%	17%	5%
Self employed	14	49%	20%	31%	0%	0%	0%
PERSONAL INCOME							
Less than \$15,000	104	32%	19%	24%	9%	10%	6%
\$15,001-25,000	130	26%	21%	26%	13%	9%	5%
\$25,001-30,000	44	19%	20%	19%	20%	17%	5%
\$30,001-40,000	74	33%	21%	29%	5%	8%	4%
\$40,001-50,000	75	22%	18%	36%	16%	4%	4%
\$50,001-70,000	109	22%	34%	30%	7%	2%	5%
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ETHNICITY							
Pacific Island	37	25%	19%	23%	14%	14%	5%
Maori	82	19%	20%	23%	14%	21%	3%
Non Maori/Non PI	633	29%	25%	26%	9%	5%	6%
DECLARED AWARENESS							
Yes	661	28%	23%	26%	11%	7%	5%
No	77	29%	26%	24%	3%	9%	9%
DECLARED KNOWLEDGE							
A lot + A fair amount	263	32%	21%	24%	13%	8%	2%
Not that much + Hardly anything	395	25%	25%	28%	9%	6%	7%
GOOD TIME TO INVEST							
Yes	374	35%	28%	24%	5%	3%	5%
No	277	21%	20%	27%	15%	14%	3%
LIVE IN SAME AREA							
Yes	642	26%	25%	26%	10%	7%	6%
No	82	33%	15%	29%	10%	6%	7%

OPINION WHETHER IT IS A GOOD/BAD TIME TO INVEST

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

	Base	good time	bad time	Unsure
ALL	750	50%	37%	13%
LOCATION				
Auckland	241	45%	43%	12%
Wellington	77	55%	33%	12%
Christchurch	82	78%	11%	11%
Provincial	350	45%	40%	15%
Rural	120	44%	38%	18%
North Is	568	46%	41%	13%
South Is	182	60%	24%	16%
SEX				
Male	359	55%	33%	12%
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AGE GROUP				
Under 30	157	42%	46%	12%
30-44	225	53%	36%	11%
45-59	196	57%	31%	12%
60 Plus	172	45%	36%	19%
OCCUPATION				
Professionals, Managers	218	56%	33%	11%
Technicians, Associates	60	58%	26%	16%
Clerks & Sales	114	45%	41%	14%
Blue collar	96	43%	41%	16%
Students	60	40%	52%	8%
Retired	107	43%	38%	19%
Homemaker	36	60%	33%	7%
Not employed	41	56%	35%	9%
Self employed	14	58%	32%	10%
PERSONAL INCOME				
Less than \$15,000	104	48%	40%	12%
\$15,001-25,000	130	48%	44%	8%
\$25,001-30,000	44	33%	57%	10%
\$30,001-40,000	74	53%	35%	12%
\$40,001-50,000	75	41%	45%	14%
\$50,001-70,000	109	54%	30%	16%
More than \$70,000	139	63%	22%	15%
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A lot + A fair amount	263	53%	35%	12%
Not that much + Hardly anything	395	53%	31%	16%
SUPPORT OF PLANS				
Support	386	61%	29%	10%
Neutral	195	45%	38%	17%
Oppose	129	24%	61%	15%
LIVE IN SAME AREA				
Yes	642	49%	37%	14%
No	82	51%	42%	7%

KEEP LIVING IN SAME AREA OF NZ

Do you think you will keep living in the same area of New Zealand you live in for the next few years?

	Base	Yes	No	Unsure
ALL	750	86%	11%	3%
LOCATION				
Auckland	241	84%	13%	3%
Wellington	77	87%	8%	5%
Christchurch	82	84%	11%	5%
Provincial	350	87%	10%	3%
Rural	120	94%	5%	1%
North Is	568	85%	12%	3%
South Is	182	88%	7%	5%
SEX				
Male	359	83%	14%	3%
Female	391	88%	8%	4%
AGE GROUP				
Under 30	157	74%	22%	4%
30-44	225	86%	10%	4%
45-59	196	91%	6%	3%
60 Plus	172	90%	8%	2%
OCCUPATION				
Professionals, Managers	218	87%	10%	3%
Technicians, Associates	60	95%	2%	3%
Clerks & Sales	114	82%	15%	3%
Blue collar	96	85%	13%	2%
Students	60	72%	22%	6%
Retired	107	92%	6%	2%
Homemaker	36	92%	7%	1%
Not employed	41	78%	14%	8%
Self employed	14	71%	15%	14%
PERSONAL INCOME				
Less than \$15,000	104	81%	13%	6%
\$15,001-25,000	130	80%	19%	1%
\$25,001-30,000	44	87%	8%	5%
\$30,001-40,000	74	84%	13%	3%
\$40,001-50,000	75	92%	6%	2%
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No	277	85%	12%	3%