

WELLINGTON

AUCKLAND

SYDNEY

# Christchurch Rebuild

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► Results in this report are based on questions asked in three separate surveys:

Respondents	Sample size	Margin of error +/-	Fieldwork dates
Residents of Christchurch*	500	4.4%	31 <sup>st</sup> July – 1 <sup>st</sup> August
Nationwide **	750	3.6%	2 <sup>nd</sup> – 6 <sup>th</sup> August
Business owners/ managers***	400	4.9%	31 <sup>st</sup> July – 6 <sup>th</sup> August

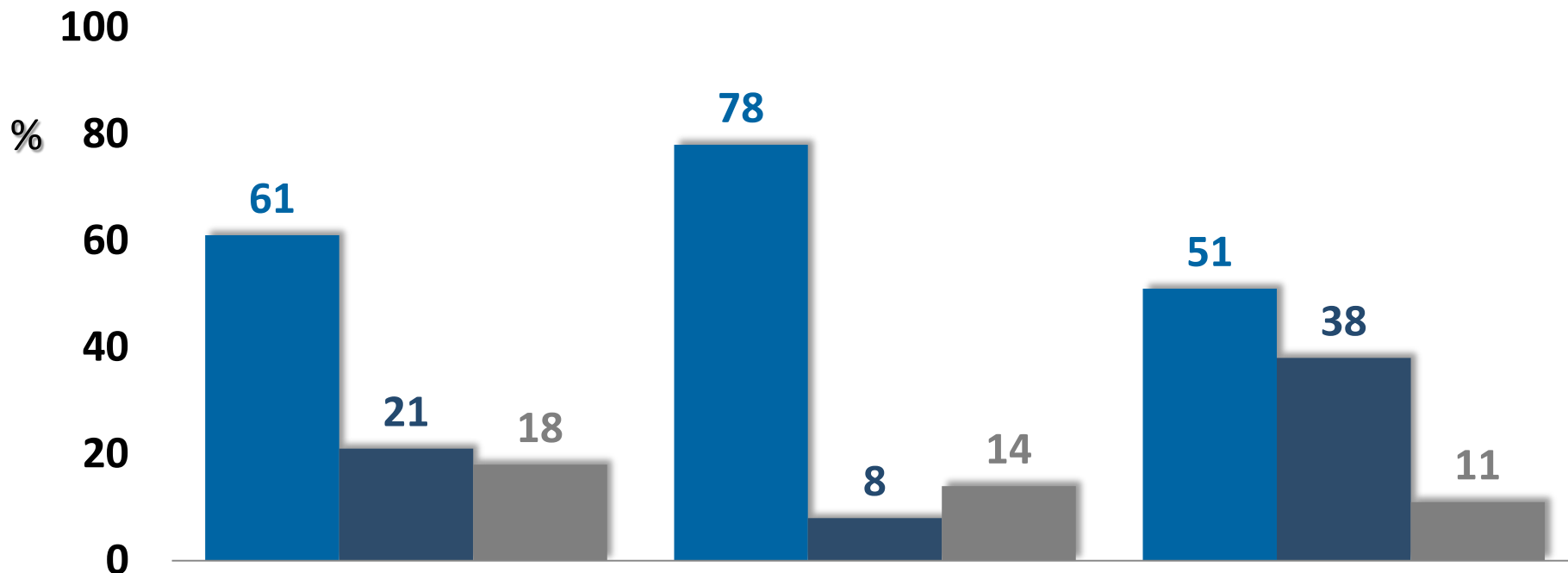
\*includes city fringe suburbs

\*\*includes a sub-sample of 82 respondents who live in the wider Christchurch area

\*\*\*includes respondents from manufacturing, construction, wholesale and retail trade, health care and social assistance, professional/scientific and technical services and other industries.

# The Mood

■ Right direction ■ Wrong track ■ Unsure



## Christchurch residents

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

## Christchurch businesses

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

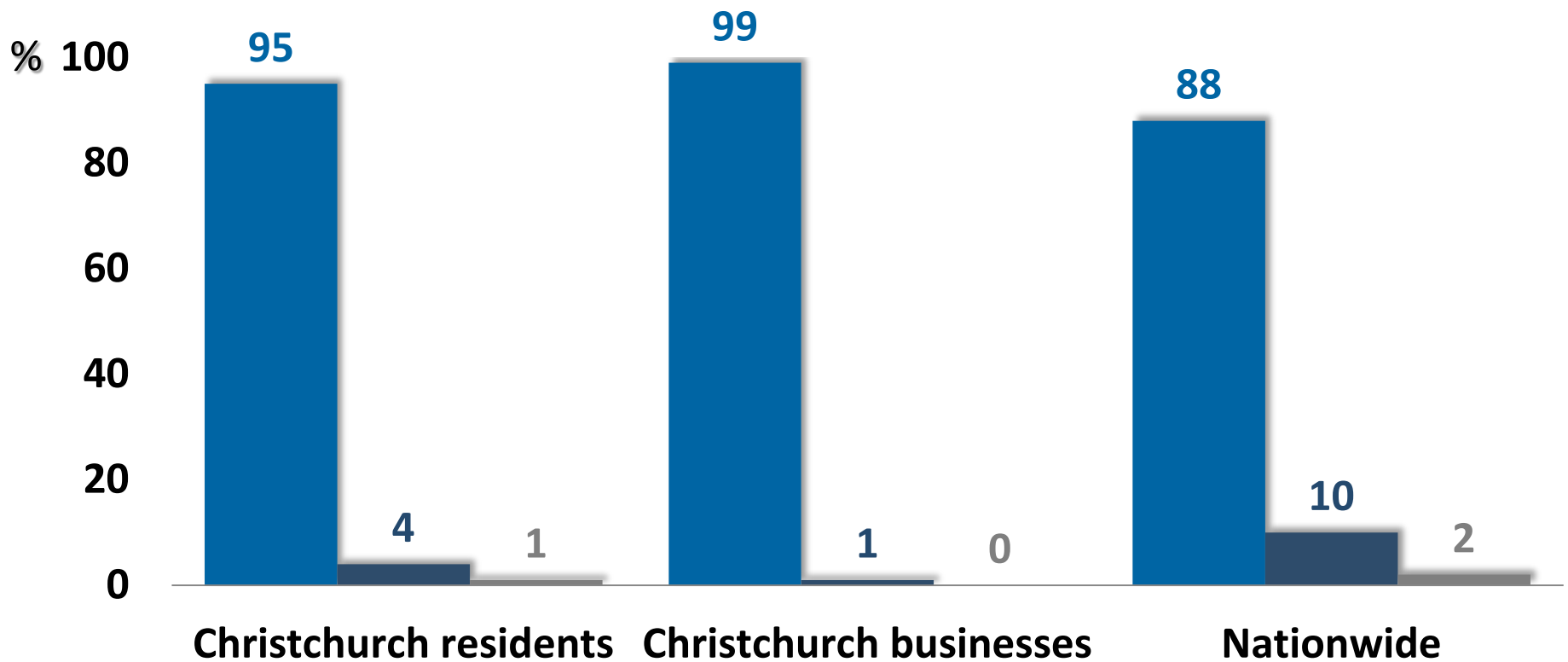
## Nationwide

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

# Awareness of Christchurch rebuild

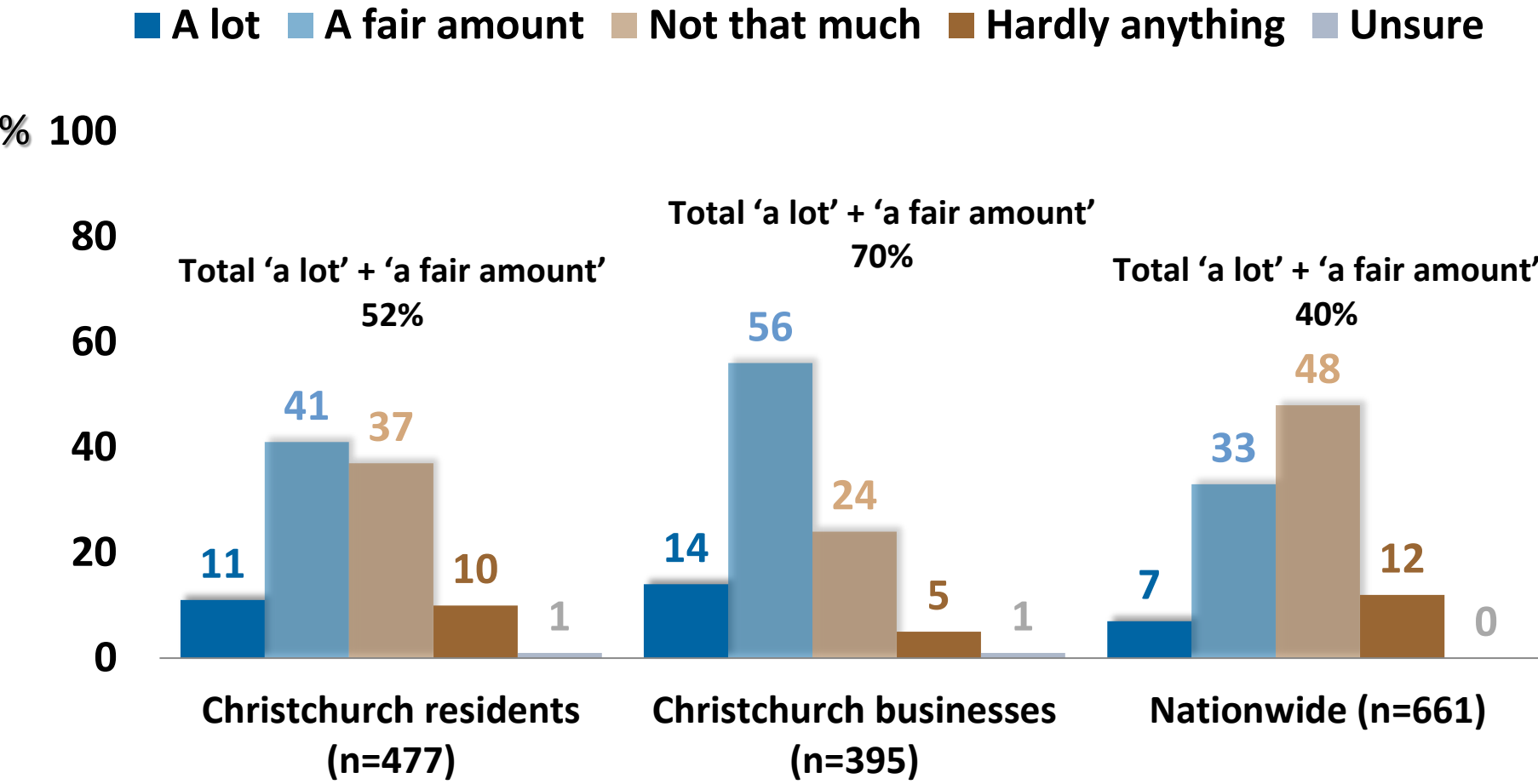
*“Are you aware of the recent announcement by the Government and Christchurch City Council about the rebuild of the Christchurch central city area?”*

■ Yes ■ No, not aware ■ Unsure



# 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: Those aware of the Christchurch rebuild



# Awareness of details

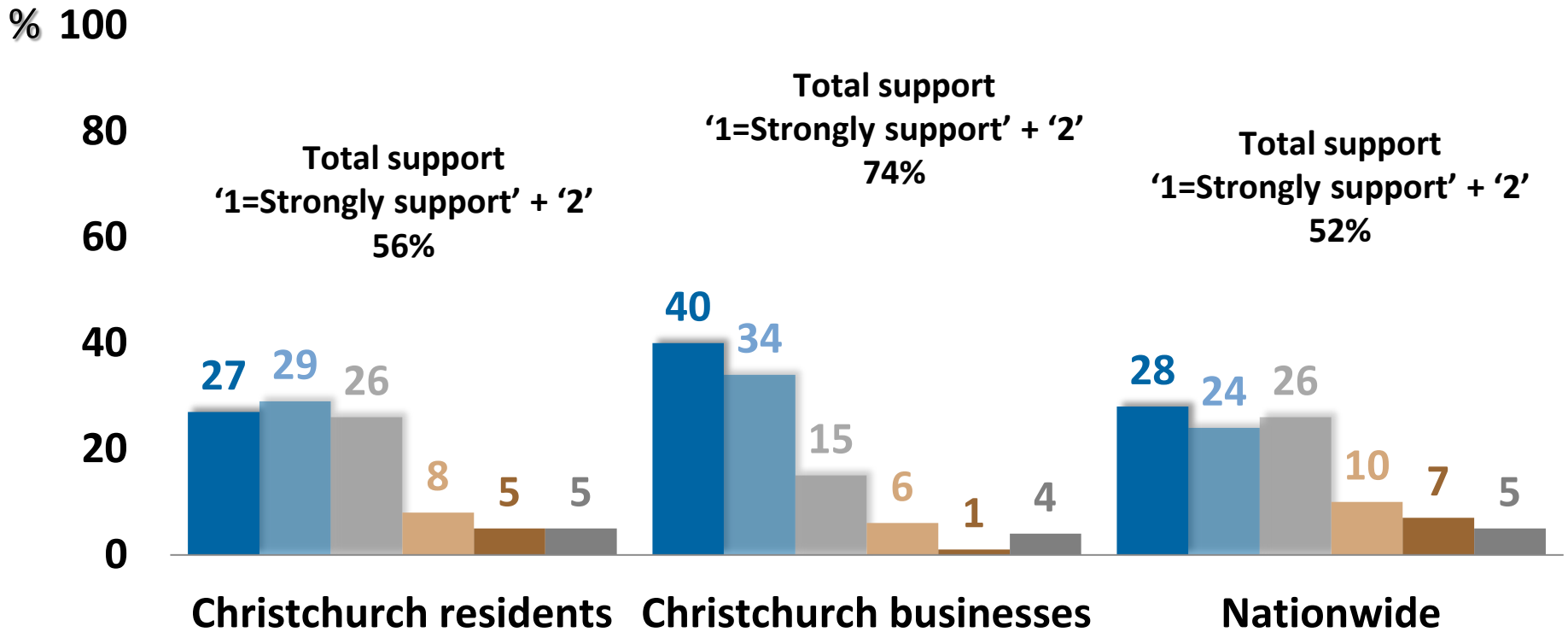
*“What do you know about it?”*

	Christchurch residents (n=245)	Christchurch businesses (n=278)	Nationwide (n=263)
There will be a lot of green spaces/parks	42	24	21
Can name a new facility - stadium, convention centre, etc	34	18	20
The city will be divided up into precincts/districts	17	22	6
The buildings will be height restricted/low-rise	16	7	16
The CBD will be smaller	14	13	5
Has awareness of the plan/redevelopment (not specific)	13	15	26
Where or what the new buildings/places are going to be (general)	10	20	3
Has seen the plans/sketches/blueprints	10	14	3
The council will have to buy land for the plan	9	12	6
What they have read/seen in the media	9	10	3
The river will be featured more prominently	4	4	4
It's going to cost a lot of money	-	-	8

# Support for Christchurch rebuild

“Using a 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?”

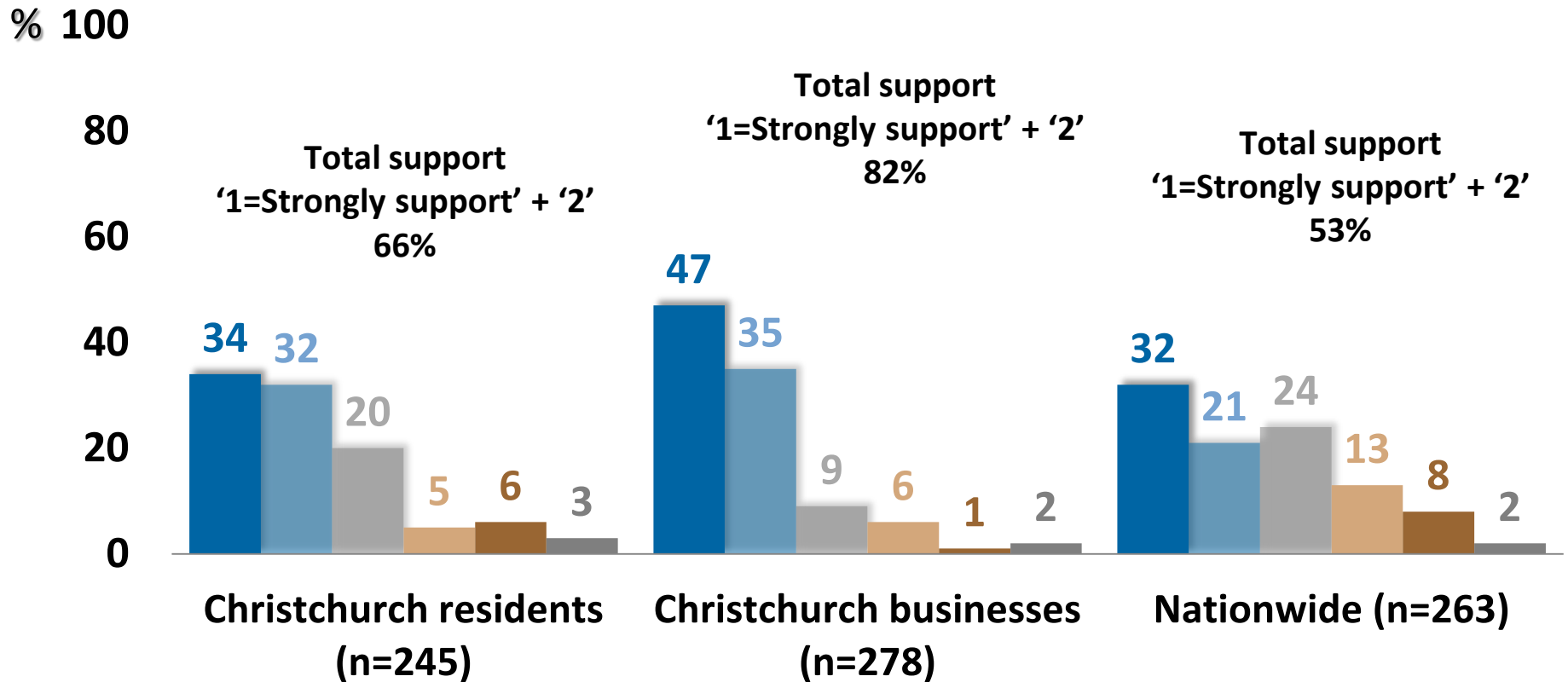
■ 1=Strongly support ■ 2 ■ 3 ■ 4 ■ 5=Strongly oppose ■ Unsure



# Support for Christchurch rebuild – among those who know ‘a lot’ or ‘a fair amount’

“Using a 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?”

■ 1=Strongly support ■ 2 ■ 3 ■ 4 ■ 5=Strongly oppose ■ Unsure





# More likely to support plan '1=Strongly support' + '2'

## Christchurch residents

- Those who know about the plan (66%)
- Those who believe it is a good time to invest in Christchurch (64%)
- Professionals/Managers (67%)
- High income earners

## Christchurch businesses

- Those who want to locate their business to the new CBD area (87%)
- Those who know about the plan (82%)
- Those who believe it is a good time to invest in Christchurch (80%)

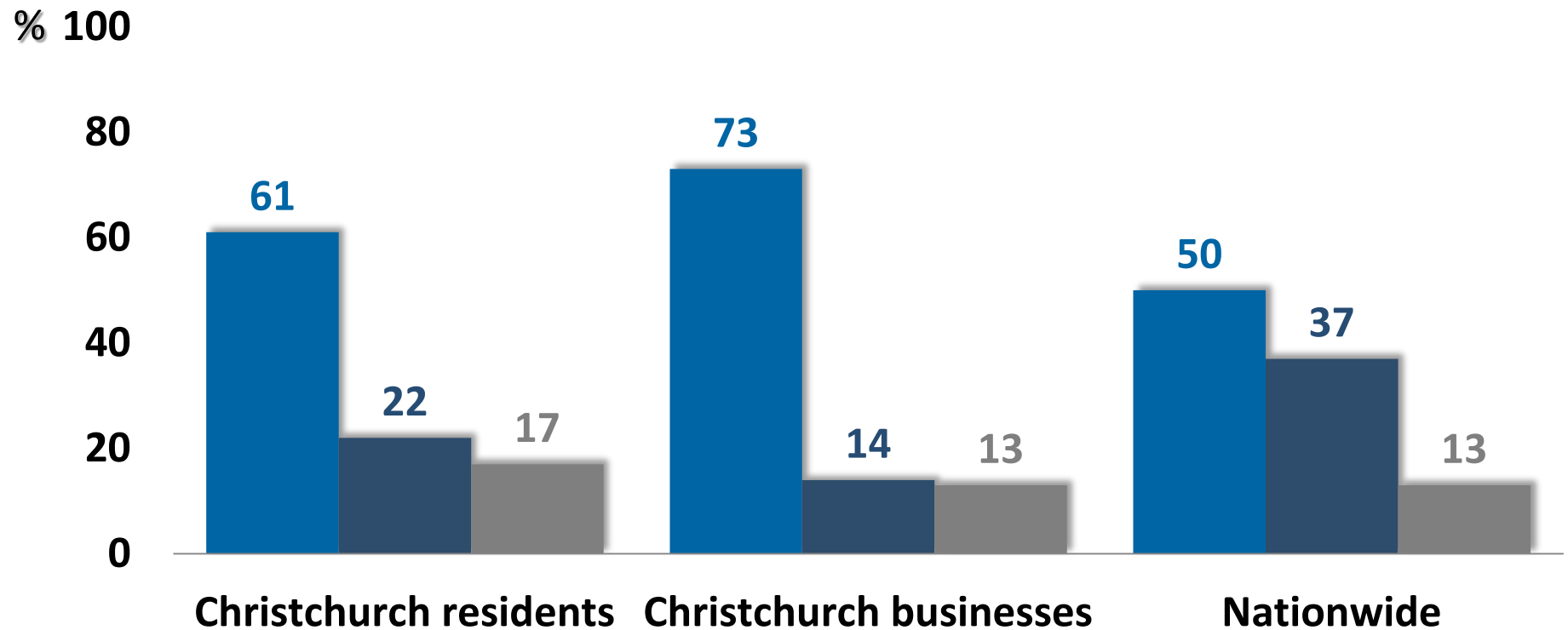
## Nationwide

- Those living in the wider Christchurch area (71%)
- Those on higher incomes (60%)
- Note that Wellingtonians were more likely to support than Aucklanders (61% vs. 46% 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?”*

■ Good time ■ Bad time ■ Unsure



# More likely to say 'good time' to invest in Christchurch city

## Christchurch residents

- Those who know 'a lot' about the plan (72%)
- Those who support the plan (70%)
- Professionals/Managers (74%)
- High income earners (73%)

## Christchurch businesses

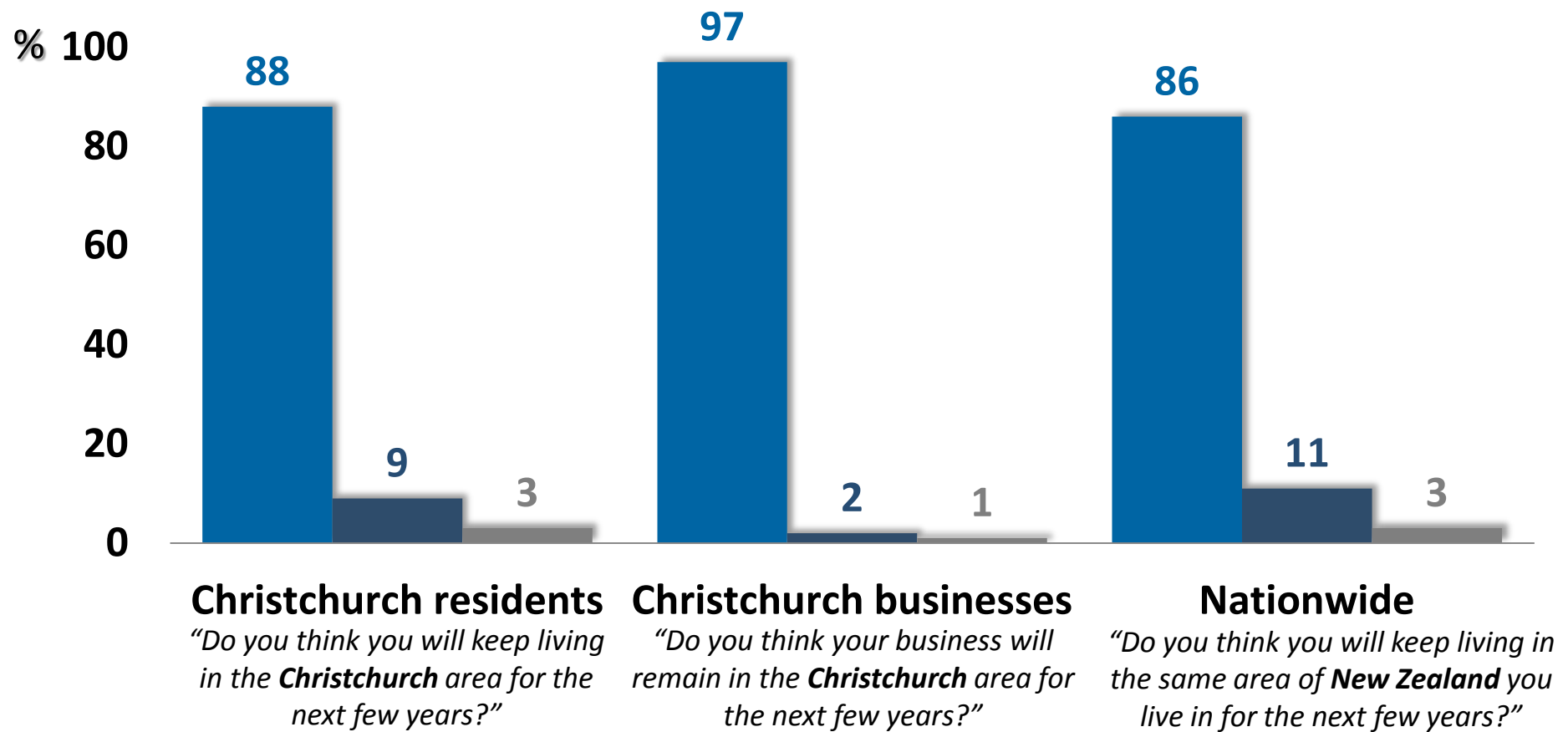
- Those who support the plan (78%)
- Those who want to locate their business to the new CBD area (77%)

## Nationwide

- Those living in the wider Christchurch area (78%)
- Those on high incomes (63%)

# Future location

■ Yes ■ No ■ Unsure



## Christchurch residents

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

## Christchurch businesses

*"Do you think your business will remain in the **Christchurch** area for the next few years?"*

## Nationwide

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

# More likely to continue to stay in Christchurch/ where you live

## Christchurch residents

- Those who think that is is a good time to invest (93%)
- Those who support the plan (92%)
- Those aged 45+ (93%)

## Christchurch businesses

- Almost unanimous agreement to stay in Christchurch (97%)

## Nationwide

- Those residing in rural areas (94%)
- Middle income earners (92%)
- Those aged 45-59 years (91%)
- Those aged over 60 years (90%)

# Preferred location (asked of business respondents)

“Would you prefer to site your business in the new CBD or elsewhere in the greater Christchurch area?”

■ New CBD   ■ Elsewhere in greater Christchurch area   ■ Unsure

% 100

80

60

40

20

0

21

66

13

26

61

13

## Christchurch businesses

Those in the Professional, Scientific and Technical Services more likely to prefer 'New CBD' (44%)

Those in the construction and manufacturing industries more likely to prefer 'elsewhere in greater Christchurch area' (76% and 83% respectively)

## Those who know 'a lot' + 'a fair amount' about the rebuild (n=278)

Base: Christchurch business respondents (including manufacturing, construction, wholesale and retail trade, professional, scientific and technical services and health care and social assistance and other industries)