

# UMR Omnibus Results March 2009

## Are You Happy Where You Live?



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# Methodology



- This report is based on a telephone survey of a nationally representative sample of New Zealanders aged 18 years or over.
- Fieldwork was conducted from 5<sup>th</sup> to 13<sup>th</sup> March 2009 at UMR Research's national interview facility in Auckland.
- The margin of error for sample size of 750 for a 50% figure at the '95% confidence level' is  $\pm 3.6\%$ .

# Key findings



- **Most New Zealanders are happy living in the type of area they are currently living in.**
  - 90% of rural residents said they would most like to live in a rural area, which was one of four location options.
  - 76% of those living in a small town would most like to live in a small town.
  - 75% of those in the suburbs of a city said their ideal place to live is the suburbs.
  - Of central city dwellers, 64% would most like to live in the central city.
  
- **New Zealanders are happier living where they are compared to Americans.**
  - 76% of New Zealanders said the same location when asked where they live NOW, and where they would LIKE to live.
    - A smaller proportion (52%) of American respondents did the same.
  - 24% of New Zealanders said they would rather live somewhere different, compared to 46% of Americans.
  
- **Most New Zealanders are living in cities or small towns.**
  - 49% said they now live in a suburb of a city.
    - This was higher amongst males (51%) compared to females (46%).
    - It was also higher amongst white collar workers compared to blue collar (56% and 33%).
  - 13% live in a central city area, while 20% live in a small town.
  - Less than one in five live in a rural area.

# Key findings

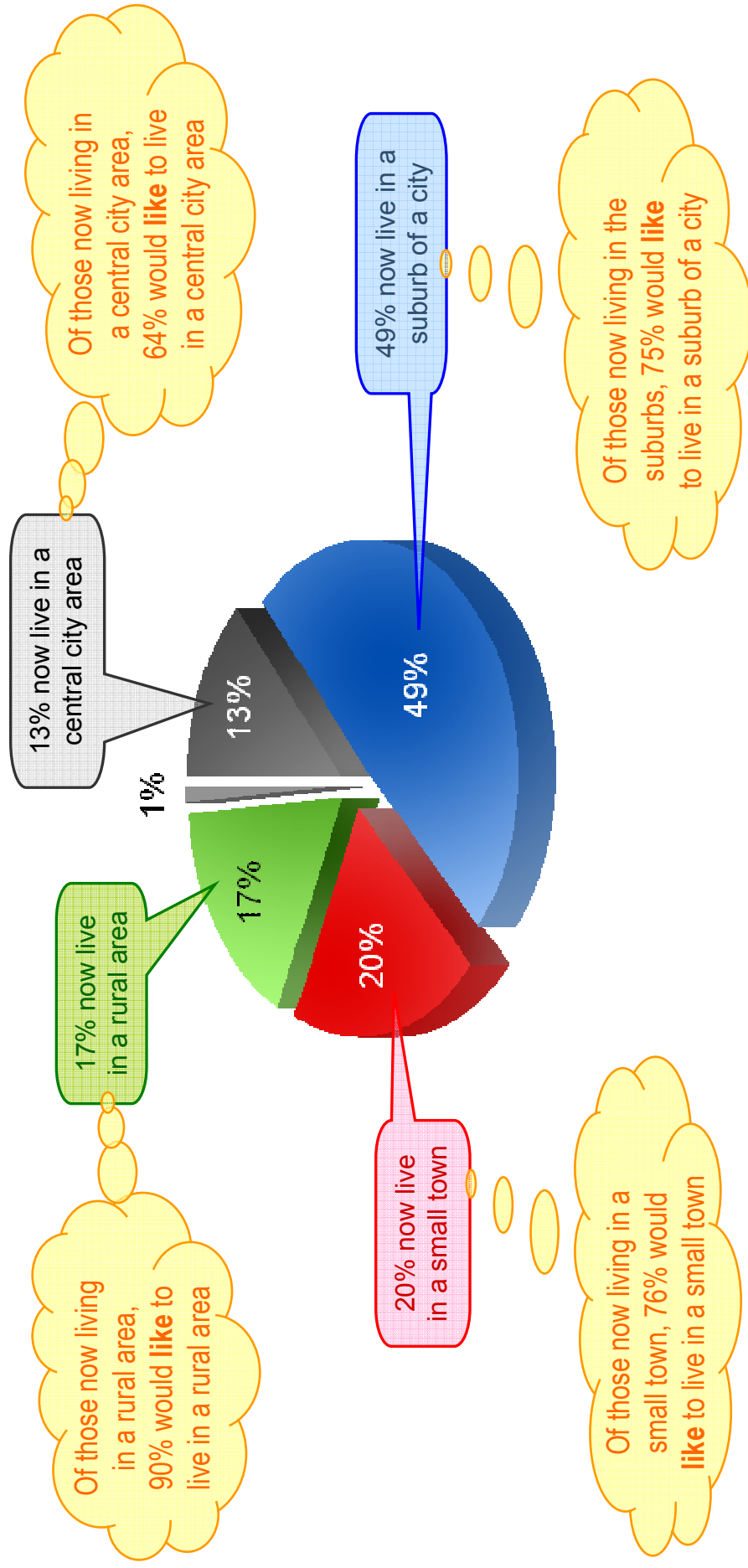


- Most New Zealanders would like to live in the suburbs or a small town.
  - 39% said they would like to live in a suburb of a city.
    - Again this was higher amongst white collar workers compared to blue collar (44% and 24%).
    - Maori and Pacific people were less preferable of the suburbs (30%) compared to people from other ethnic backgrounds (41%).
  - 11% would like to live in a central city area, while 22% would like to live in a small town.
  - One in four took kindly to wanting to live in a rural area.
    - This was slightly higher amongst males than females, as well as South Islanders than North Islanders.
    - Of those in the big cities, Christchurch people were more inclined to live there (24%) compared to Aucklanders (19%) or Wellingtonians (14%).

# Most Are Happy Where They Are ...



Which of the following best describes the place where you *NOW* live?

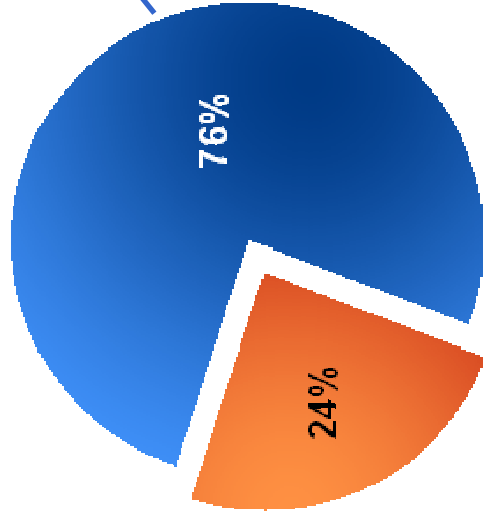


# Most Are Happy Where They Are ...

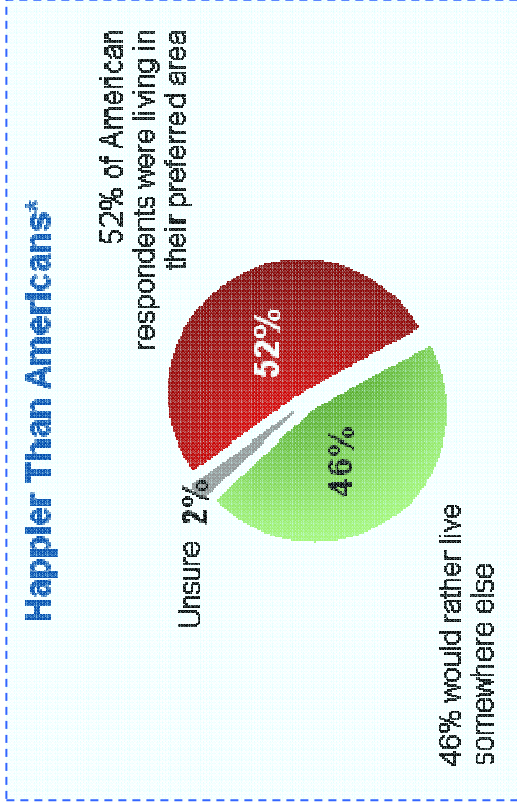


76% said they would LIKE to live in the type of area they are NOW living in

- Of this sample -
- 49% now live, and would like to live in the suburbs
  - 20% now live, and would like to live in a rural area
  - 20% now live, and would like to live in a small town
  - 11% now live, and would like to live in the central city



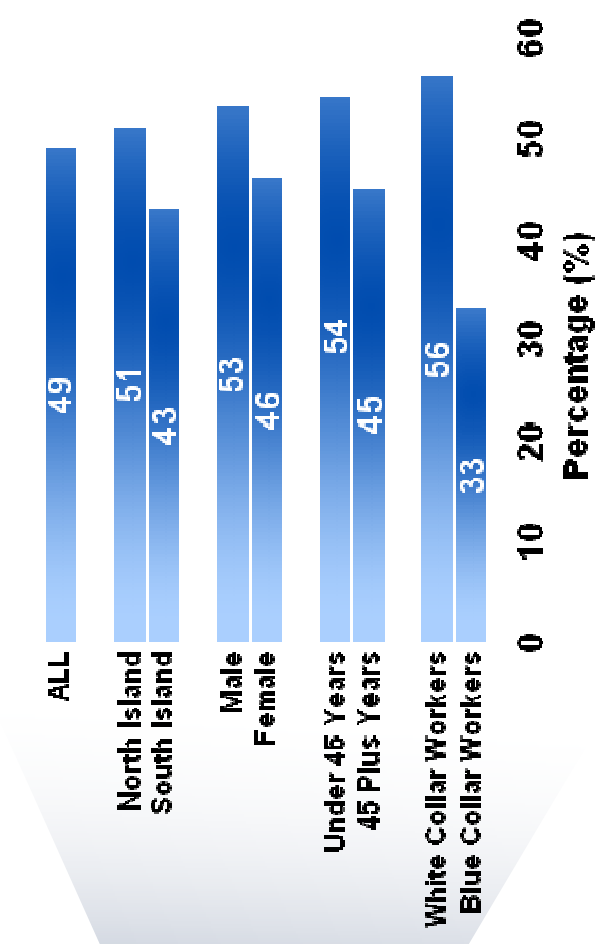
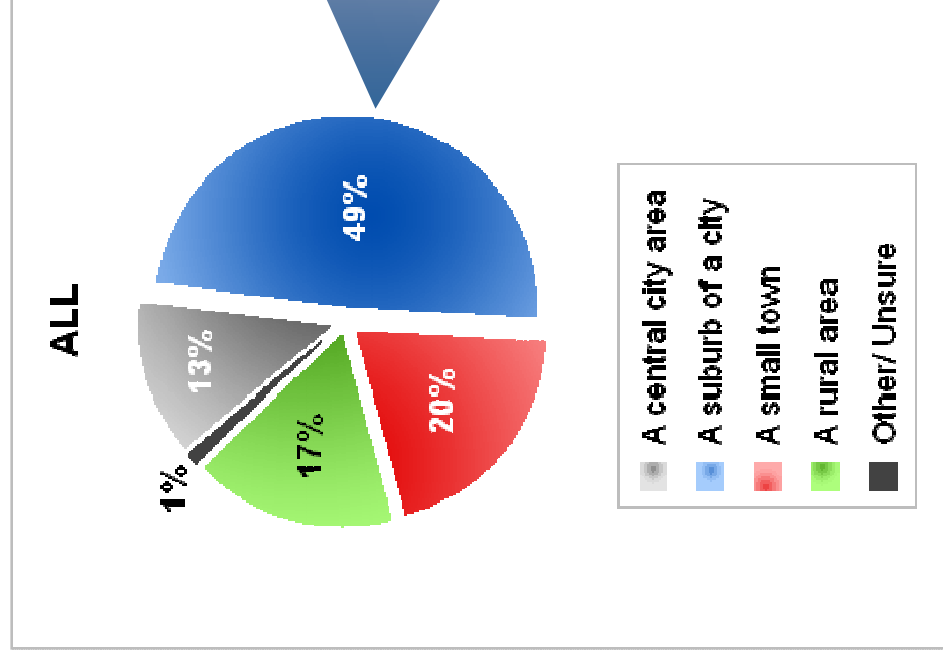
24% said they would rather live in a different kind of place



\*NB: Data sourced from a PEW Research Centre telephone survey of a nationally representative sample of 2,260 adults, conducted Oct. 3-19, 2008

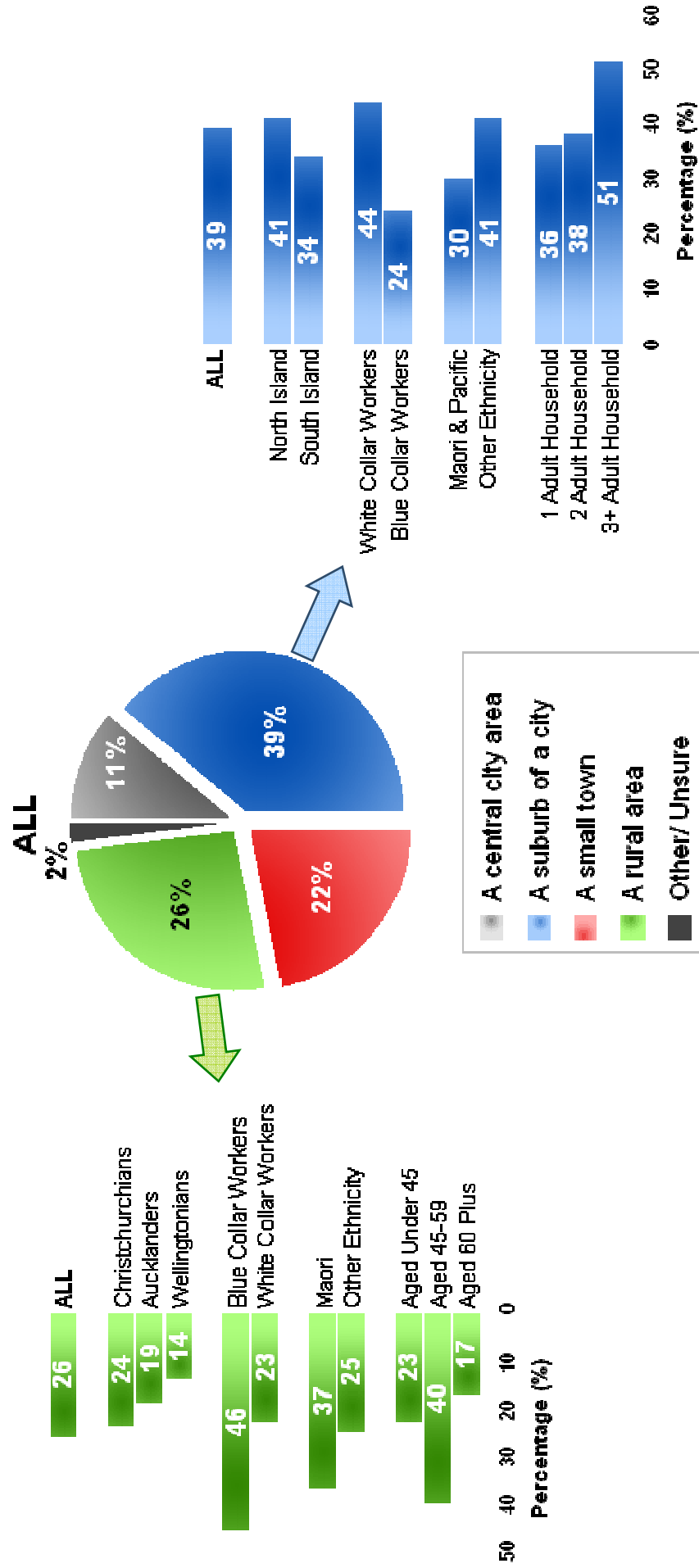
# Now Live ...

Which of the following best describes the place where you *NOW* live?



# Like to Live ...

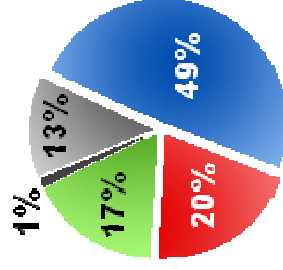
Which of the following best describes the place where you would LIKE to live?



# Comparisons With America

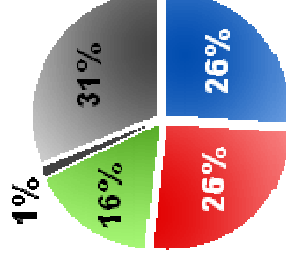
*Which of the following best describes the place where you NOW live?*

**NZ**



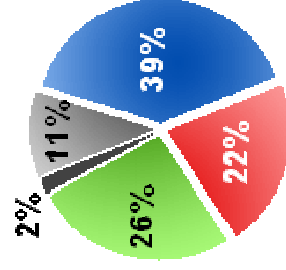
- A central city area
- A suburb of a city
- A small town
- A rural area
- Other/ Unsure

**USA\***



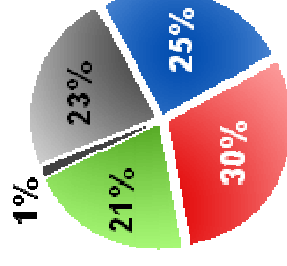
*Which of the following best describes the place where you would LIKE to live?*

**NZ**



- A central city area
- A suburb of a city
- A small town
- A rural area
- Other/ Unsure

**USA\***



\*NB: Data sourced from a PEW Research Centre telephone survey of a nationally representative sample of 2,260 adults, conducted Oct. 3-19, 2008