WELLINGTON AUCKLAND SYDNEY

Christchurch Rebuild

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Methodology

- **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%	31st July – 1st August
Nationwide **	750	3.6%	2nd – 6th August
Business owners/ managers***	400	4.9%	31st July – 6th 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.

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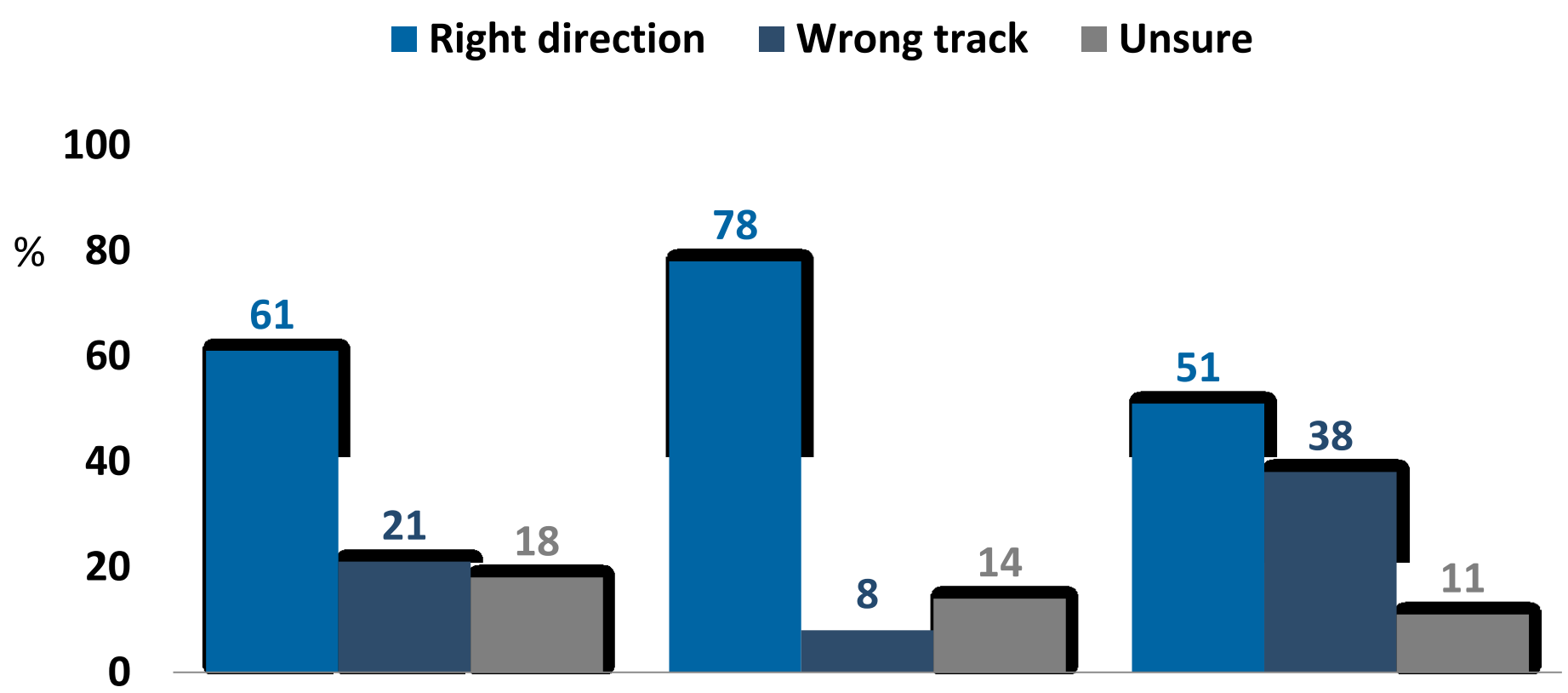
The Mood



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?"*

Base: All

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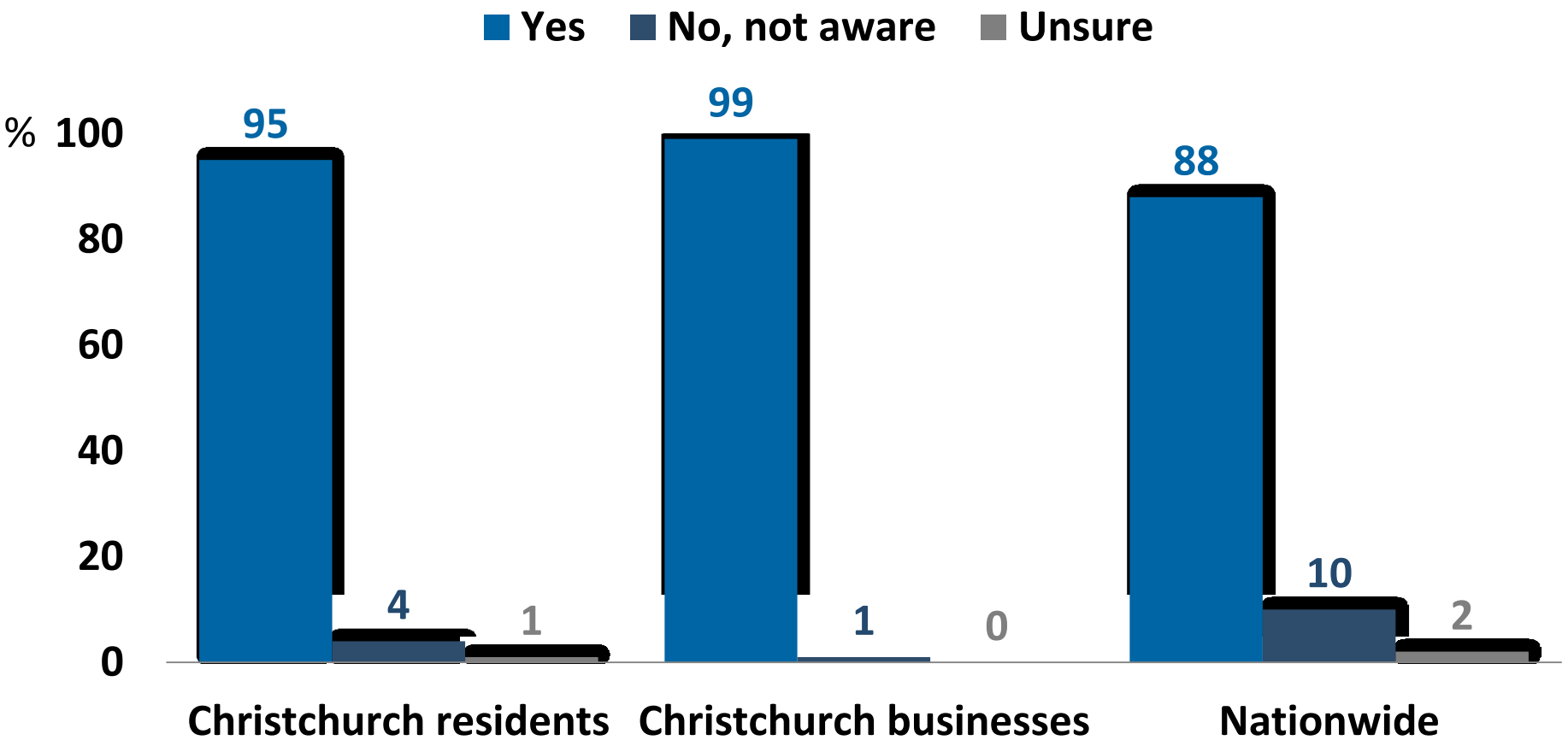
Awareness of Christchurch rebuild

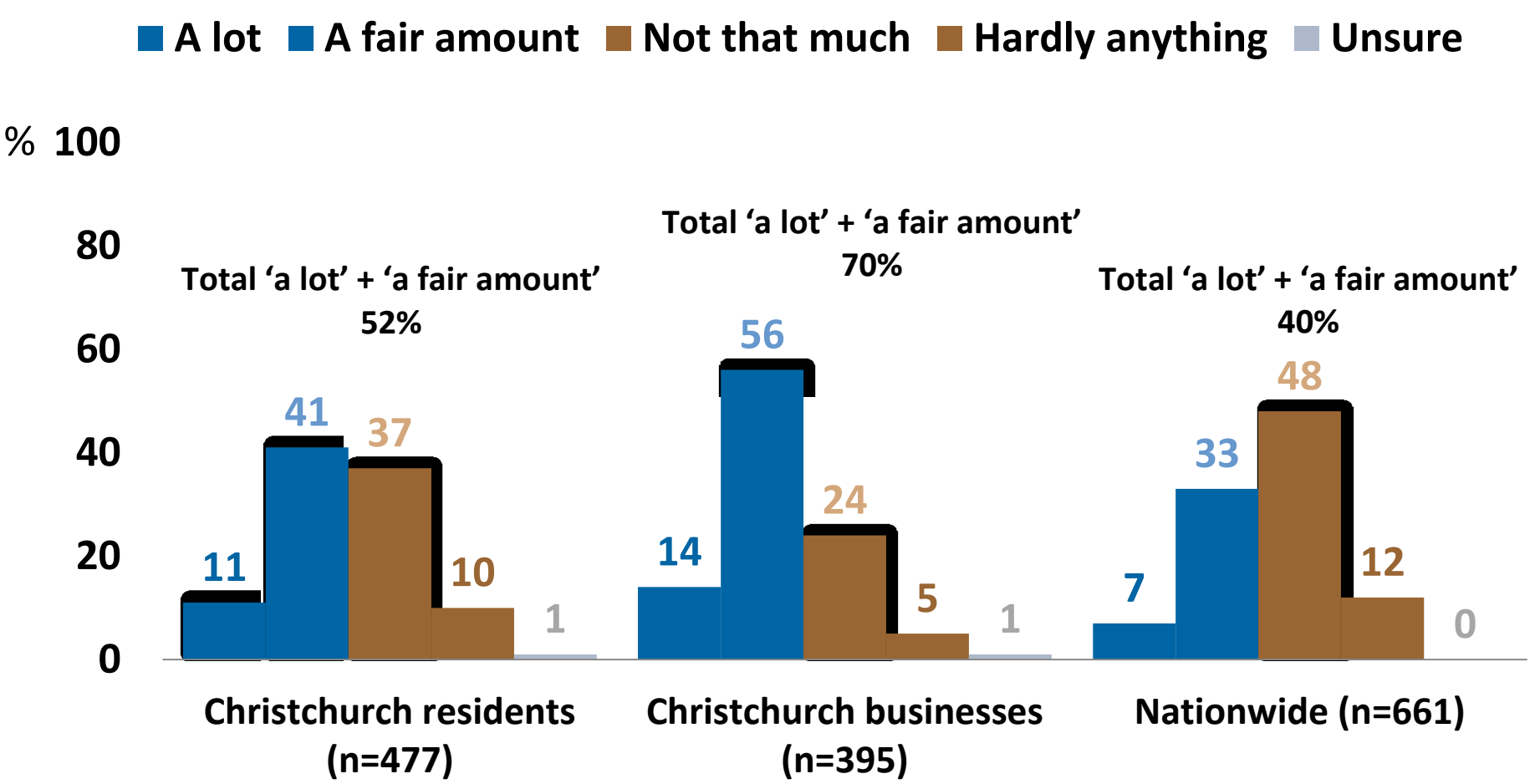
"Are you aware of the recent announcement by the Government and Christchurch City Council about the rebuild of the Christchurch central city area?"



Base: All

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

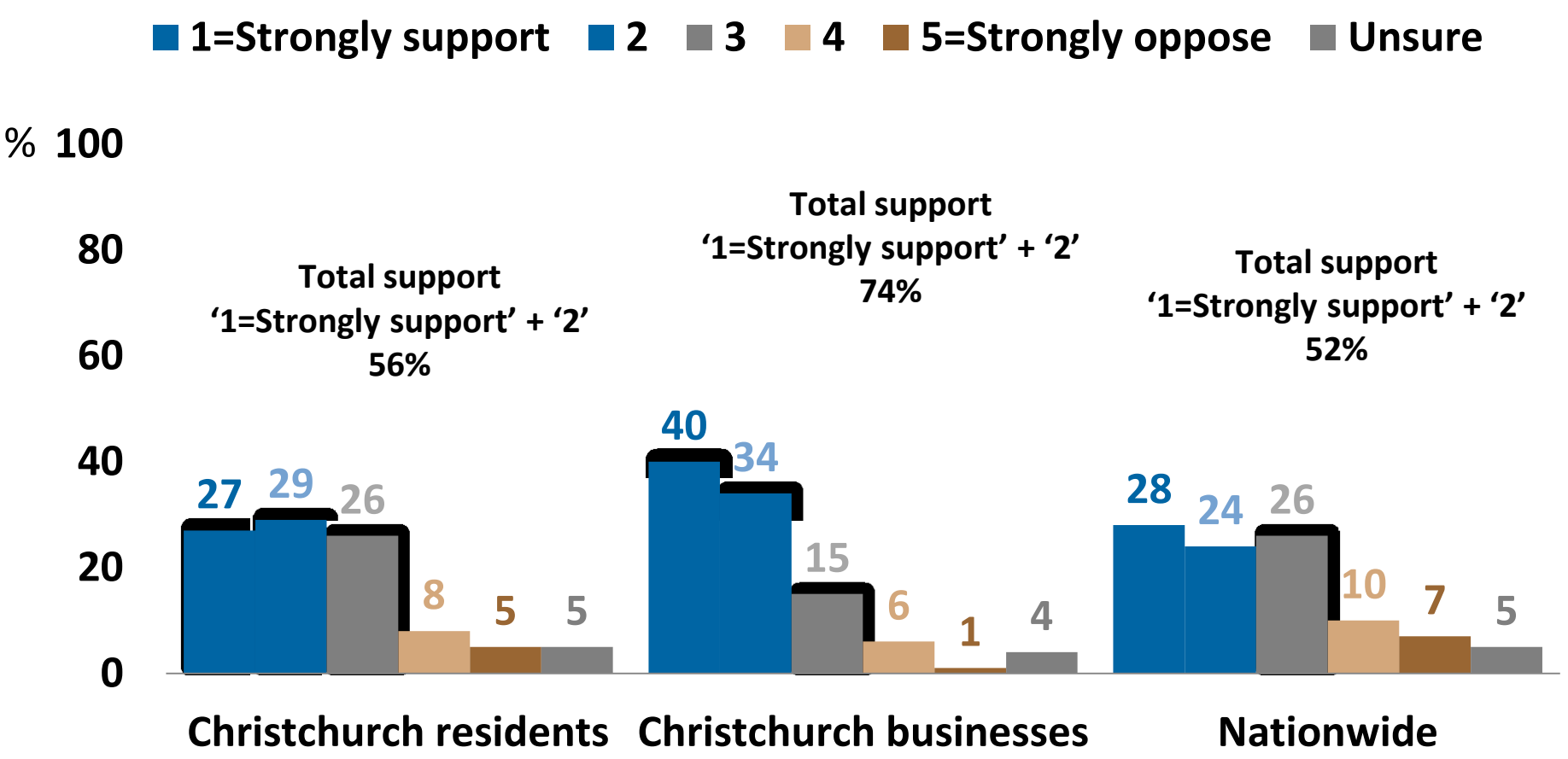
"What do you know about it?"

	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

Base: Those who know 'a lot' or 'a fair amount' about the rebuild

Support for Christchurch rebuild

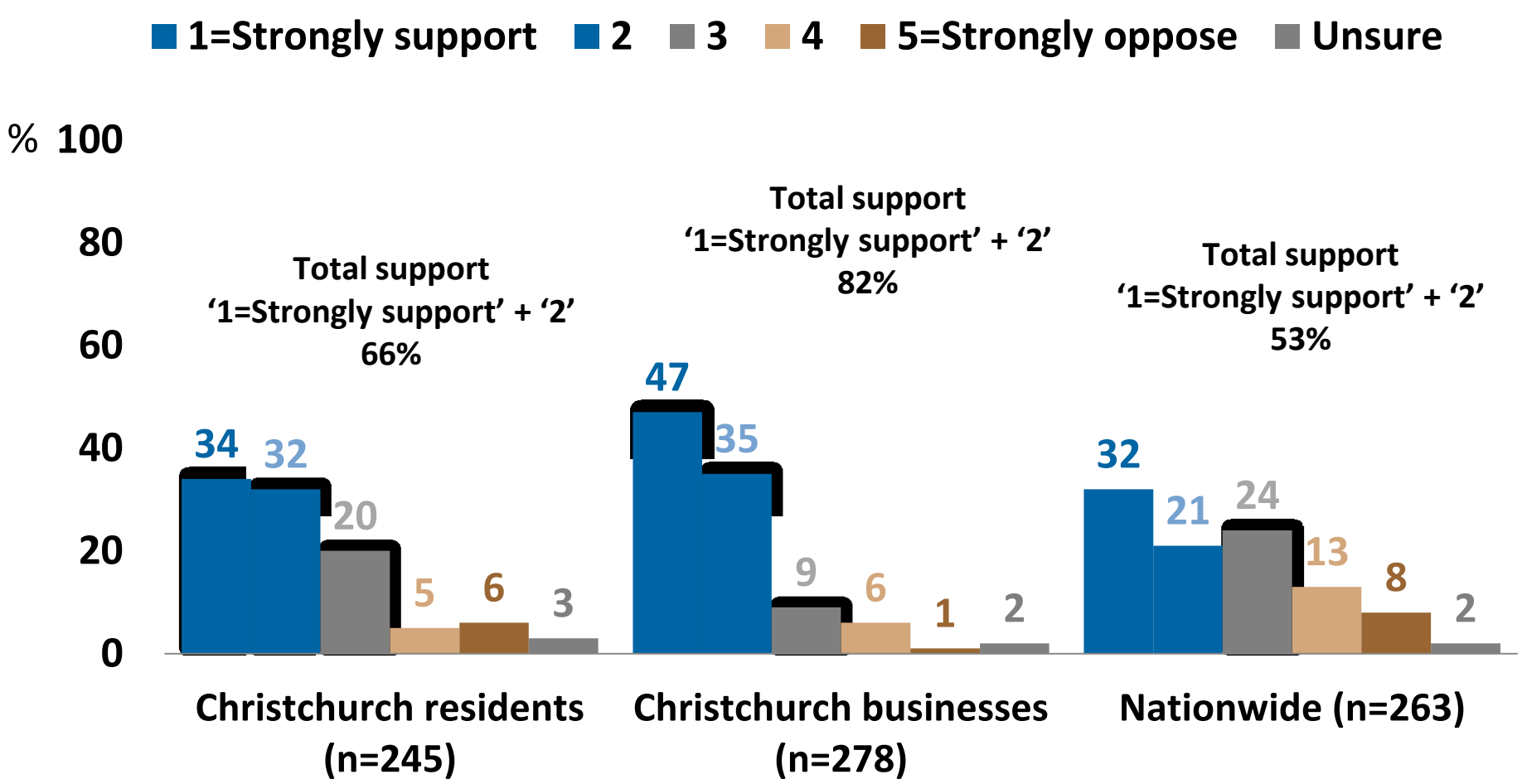
"Using a scale where 1 means strongly support and 5 means strongly oppose, how much do you support or oppose the Government and City Council's plan to rebuild the Christchurch central city area?"



Base: All

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?”



Base: Those who know ‘a lot’ or ‘a fair amount’ about the rebuild

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 Wellingtonions were more likely to support than Aucklanders (61% vs. 46% respectively)

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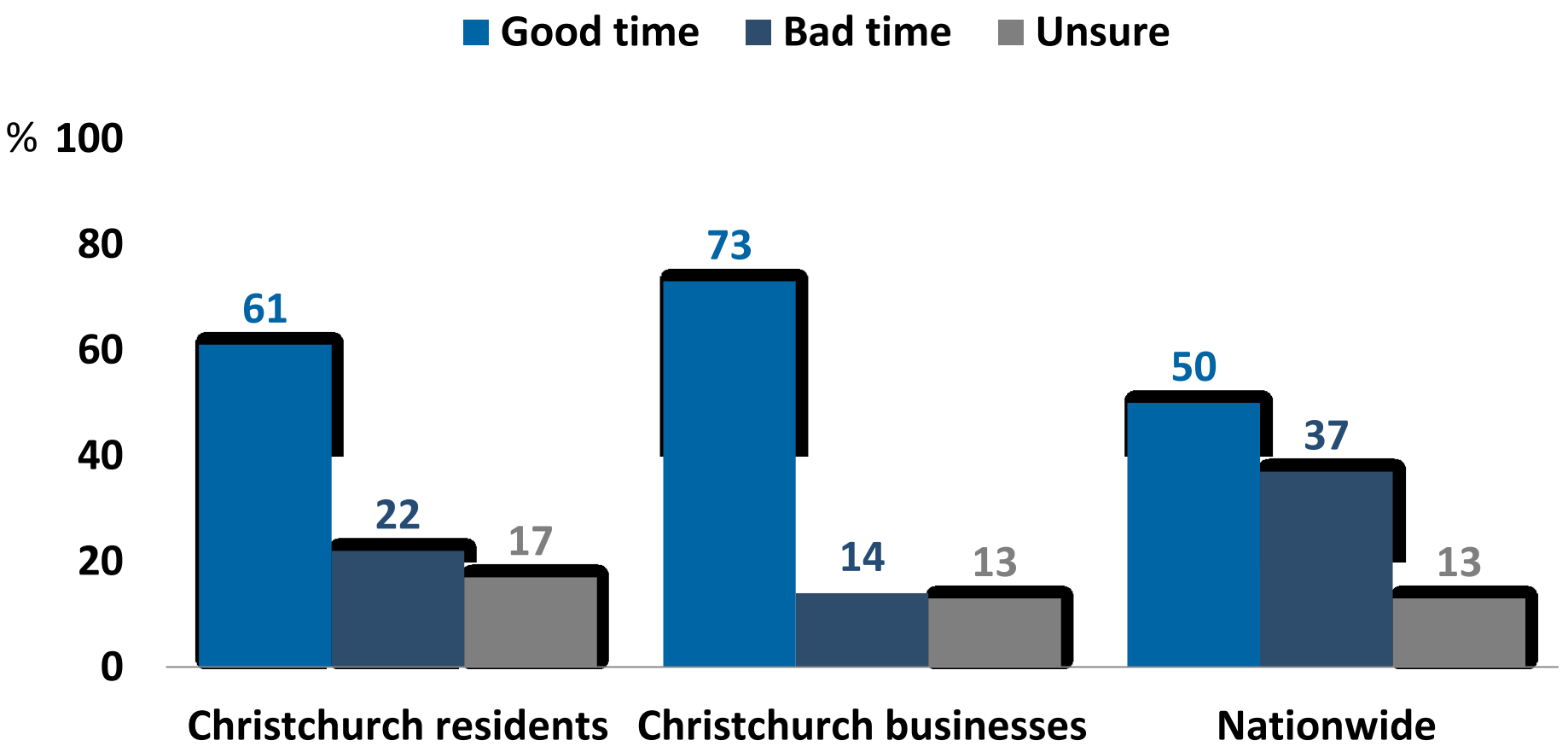
Good or bad time to invest in Christchurch city

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



Base: All

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%)

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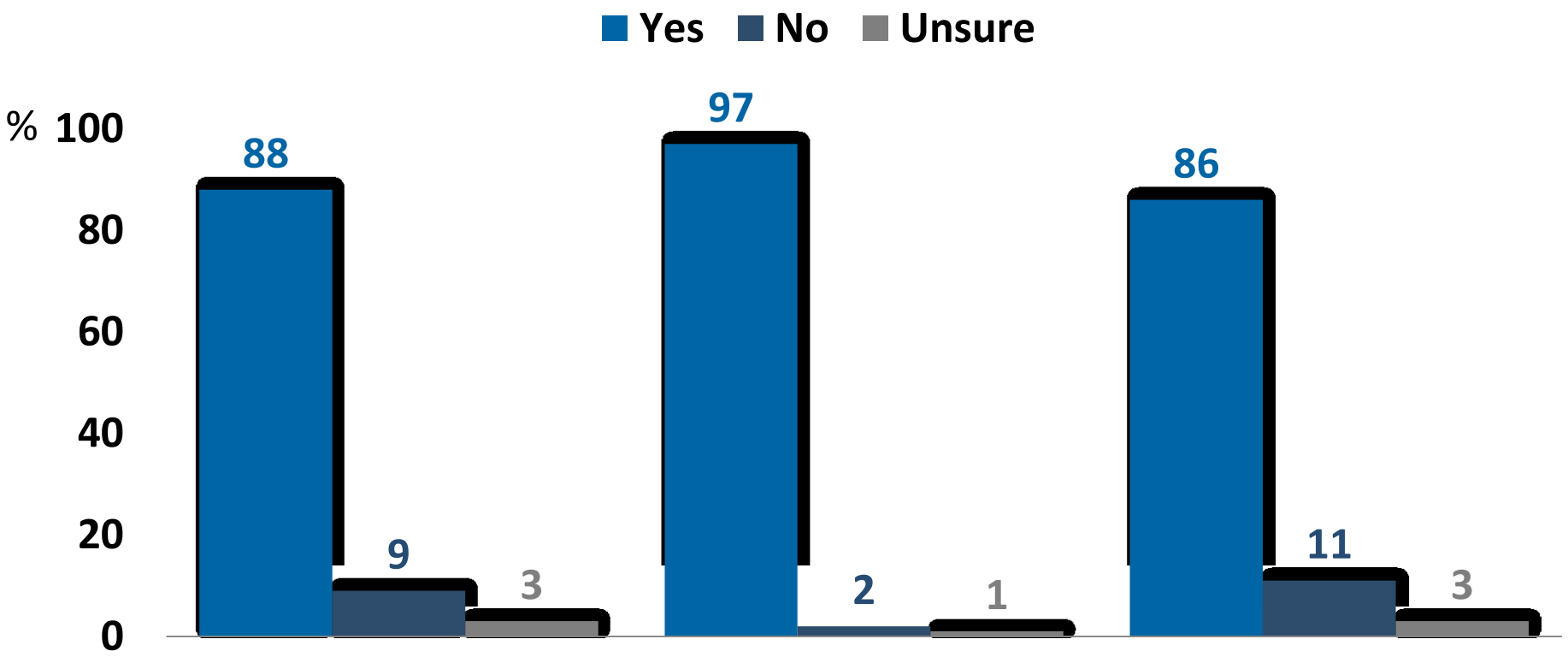
Future location



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?"*

Base: All

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

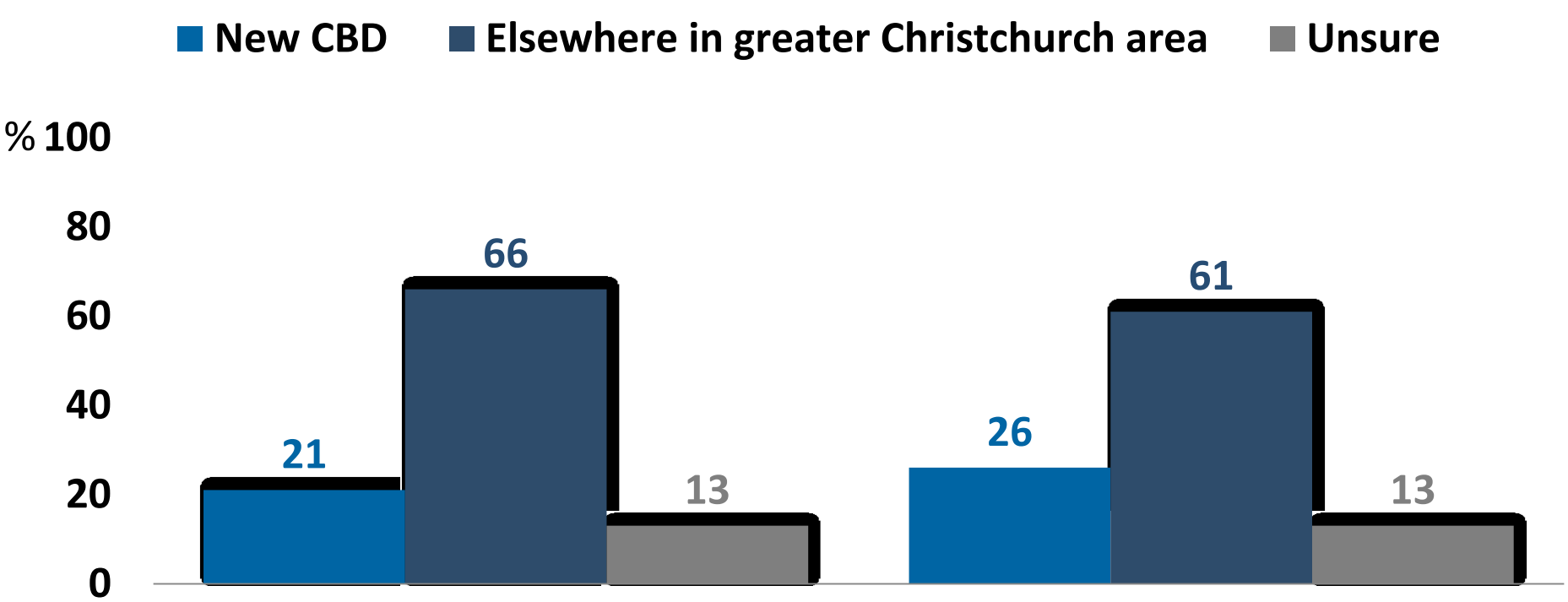
- Almost unanimous agreement to stay in Christchurch (97%)

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?"



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)

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)