

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 5th to 13th 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

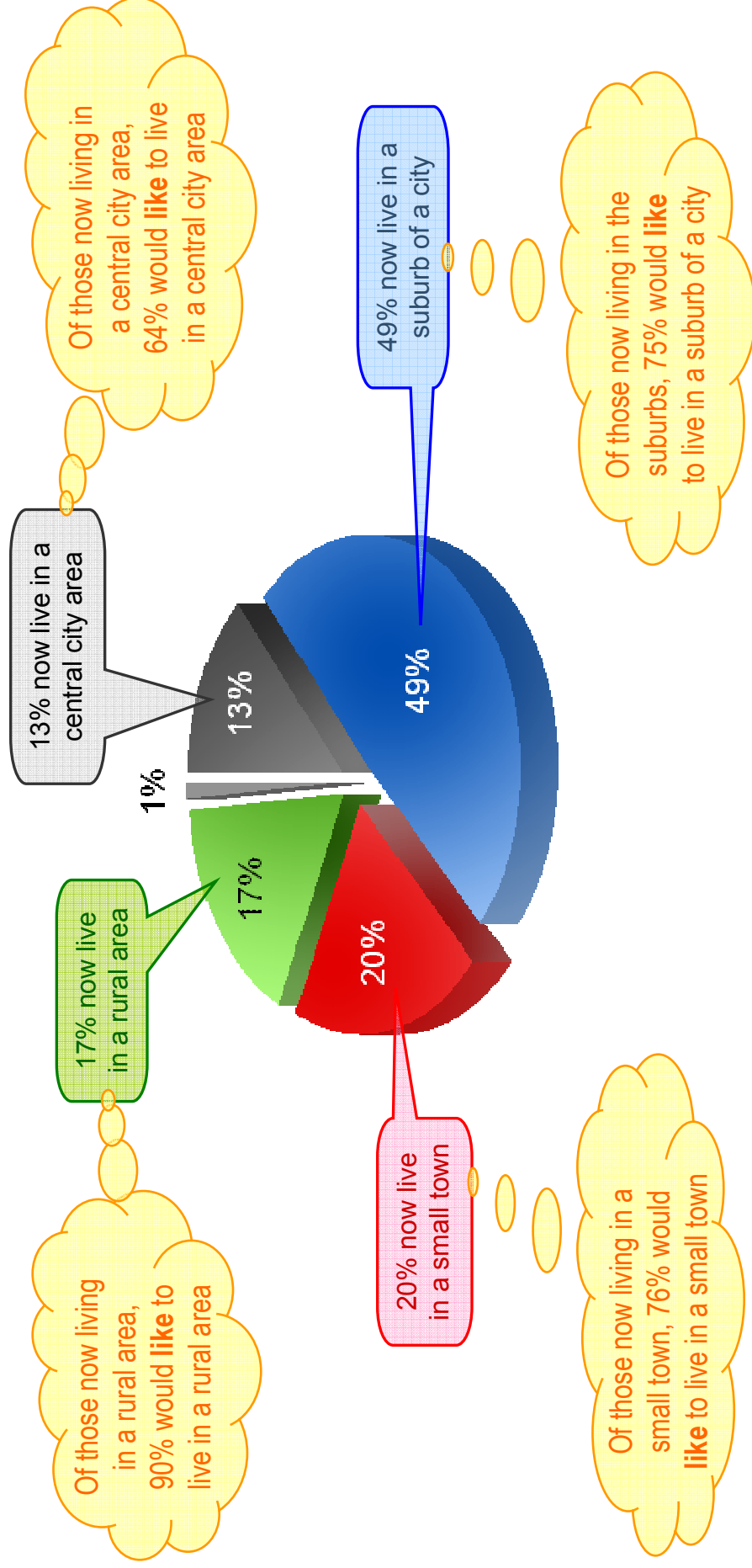


- Most New Zealanders would like to live in the suburbs or a small town.
 - 39% said they would like to live in a suburb of a city.
 - Again this was higher amongst white collar workers compared to blue collar (44% and 24%).
 - Maori and Pacific people were less preferable of the suburbs (30%) compared 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?

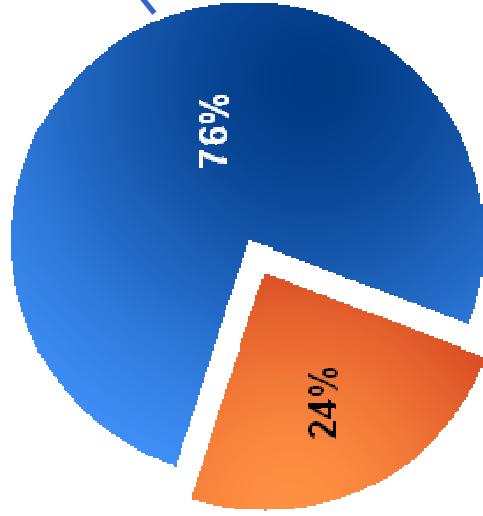


Most Are Happy Where They Are ...

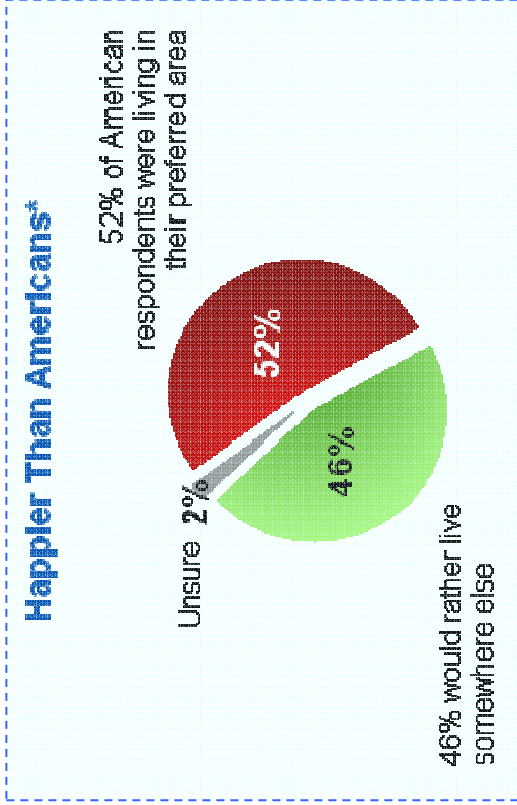


76% said they would LIKE to live in the type of area they are NOW living in

- 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



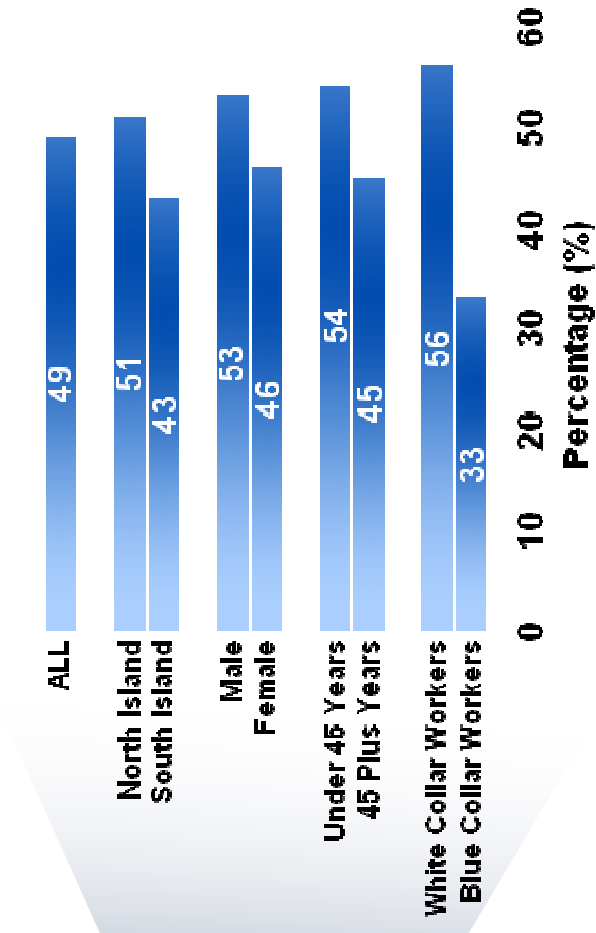
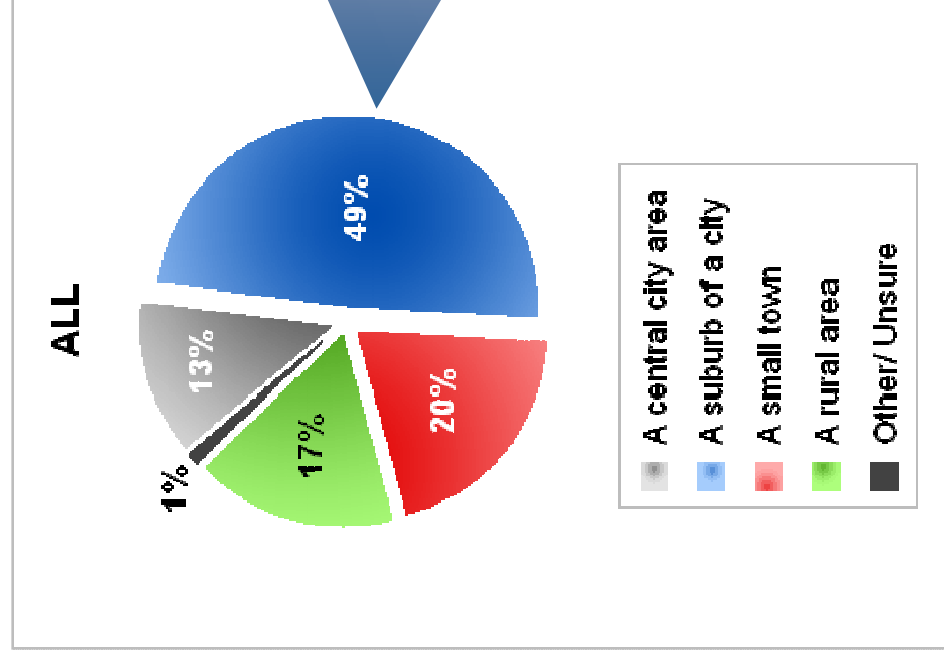
24% said they would rather live in a different kind of place



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

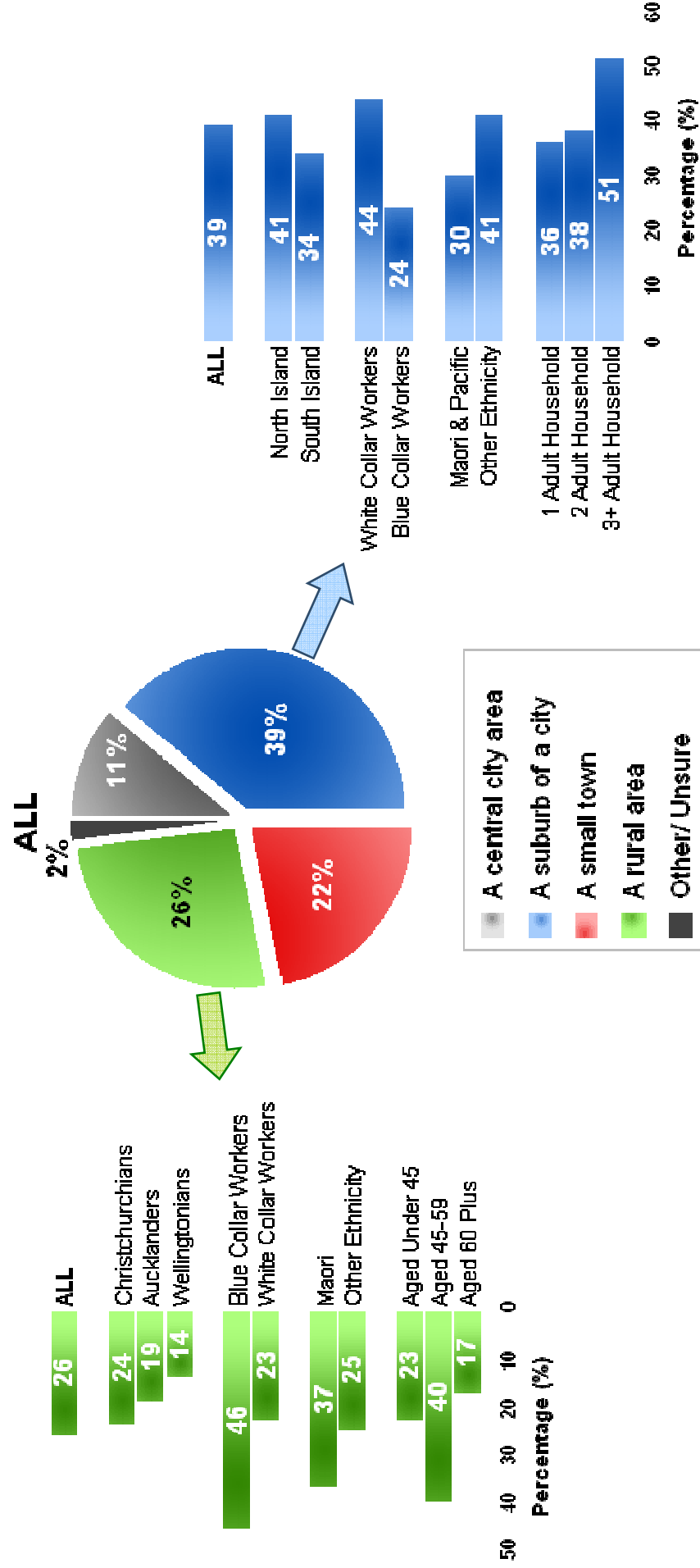
Now Live ...

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



Like to Live ...

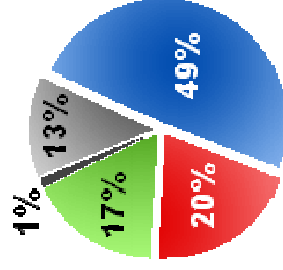
Which of the following best describes the place where you would LIKE to live?



Comparisons With America

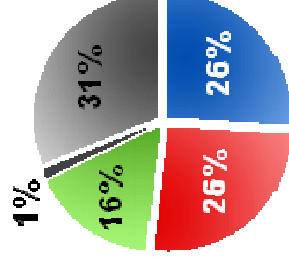
Which of the following best describes the place where you NOW live?

NZ



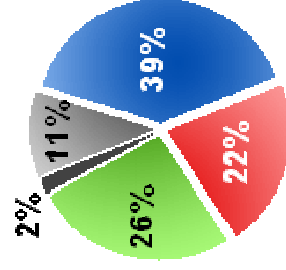
- A central city area
- A suburb of a city
- A small town
- A rural area
- Other/ Unsure

USA*



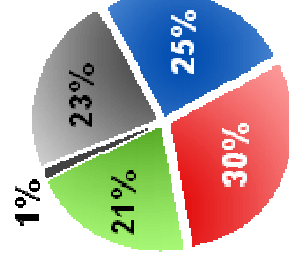
Which of the following best describes the place where you would LIKE to live?

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