

## SUMMARY RESULTS:

### LIFE IN CHRISTCHURCH CENTRAL CITY 2020

SURVEY IN FIELD: FEBRUARY 2020

NUMBER OF RESPONDENTS: 3027

#### LIVING IN THE CENTRAL CITY

- Of the 10% (n=311) who live in the Central City, 47% (n=117) agree or strongly agree that they feel a **sense of community with people in their neighbourhood**, while 26% (n=64) disagree or strongly disagree.
- Central City residents think the following features would be appealing to people looking to move into the Central City:
  - Proximity to shopping, cafes, bars and restaurants (58%, n=180)
  - Proximity to natural features (53%, n=166)
  - Proximity to a range of things to do (51%, n=159)

*Couldn't recommend living in the Central City more... we walk to work, need only one car, save about 10 hours per week on driving to work/gym/shops etc. Traffic is not an issue and there are fantastic facilities like Hagley, Turanga and restaurants close by.*

#### CONSIDERING MOVING TO THE CENTRAL CITY

- Top reasons respondents would **not** consider moving to the Central City (48%, n=1158) are:
  - The types of housing do not meeting their needs (56%, n=646)
  - Lifestyle factors (54%, n=620)
  - Lack of parking (52%, n=603)
- Of the 34% (n=809) who **would consider moving** to the Central City...
  - 45% (n=328) say they would most prefer to **live in a Central City neighbourhood that has a mixture of activities, but where they have personal outdoor space**.
  - 46% (n=336) say they would **least prefer** to live in a Central City neighbourhood **where there is mostly other homes**.
- People looking to move into the Central City most prefer **Inner City West** (49%, n=400), **Victoria** (31%, n=254) and the **Central Core** (29%, n=234) neighbourhoods.
- The **least preferred** is the South East (2%, n=13) and the Inner City East (6%, n=47) neighbourhoods.

*I would live anywhere in CBD that has nice looking houses, street scape and tidy. The southern part of CBD looks run down and old.*

#### HOUSING

A **terraced house or attached townhouse** is the most appealing housing type for those looking to move into the Central City (73%, n=486). This is followed by **low-rise apartment buildings** (66%, n=439), and lastly **medium rise apartment buildings** (43%, n=286).

**Lack of space and inappropriate housing for lifestyles** are the top reasons across all housing types why people would not consider living there.

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*I don't like the tiny apartments that are getting build with no garaging*

*I could live there, its nice, but I like that you can have a big house and garden and still be walking distance from the central city, so the suburb works for me here at the moment.*

## FACILITIES AND SERVICES

The Central City provides a range of **entertainment opportunities, cafes, bars, restaurants and access to parks and open spaces** for both residents and non-residents. **Access to shops and services** that meet every day needs, and access to schools and learning opportunities for all ages could both be improved.

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*I do think some of the shops are a bit too upmarket for the ordinary person to afford. Less designer more high street would be my choice.*

## PUBLIC SPACES

- 81% (n=213) of those living in the Central City or currently looking to move into the Central City agree or strongly agree that there is a **range of spaces and places where communities can gather, socialise, celebrate and hold events** in the Central City.
- The Central City could be better positioned to provide a **range of things for families, people of all cultures and backgrounds, and for people of all ages.**
- Open green spaces and streetscapes are viewed positively by respondents.
- **Cleanliness and litter, and graffiti vandalism** in the Central City need improvement.

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*Enjoy the landscaping that has been done but there is plenty more opportunity to increase the number of trees in CBD*

*I wish more of the new buildings had some sort of historical character, just feels like lots of boxes and glass right now.*

## VISITING THE CENTRAL CITY

- 54% (n=1367) of respondents **have been to the Central City** for non-work or education purposes in the previous 7 days of completing the survey.
- 69% (n=1662) visit the Central City **at least once a month or more to eat or drink at cafes, restaurants or bars.**

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*Enjoyed meeting with friends checking out Riverside market and other shops etc*

*I love the central city, but will often choose to shop etc. out of the central city as it gets expensive to keep paying for parking in town.*

## TRAVEL IN THE CENTRAL CITY

- 45% (n=1073) find travelling in the Central City easy or very easy, a decrease from 2019 (53%, n=1401).
- The main reasons people find it difficult to travel in the Central City include:
  - **Cost of parking** (69%, n=526)

- **Availability of parking** (63%, n=482)
- **The 30km/h speed limit** (56%, n=426)
- 62% (n=1002) find it easy to travel in the Central City by bicycle (excluding 'don't know', n=808).
- 77% (n=1871) find it easy to walk within the Central City.

*Travelling by car should not be easy in a city centre, so I encourage any efforts to get people out of their cars*

*The cycle lanes will be good once they're joined up, but at the moment its a little difficult in places for cars and bikes to share the road.*

## SAFETY IN THE CENTRAL CITY

- Although **safety in the Central City is steadily improving year on year**, there is still room for improvement, with 33% (n=780) feeling a bit unsafe or very unsafe.
- Reasons people do not feel safe in the Central City **after dark** include:
  - **People under the influence of drugs and alcohol** (69%, n=542)
  - **Anti-social behaviour** (63%, n=488)
  - **Begging** (58%, n=453)

*Because the central city lacks large groups of people, there is isolated areas people have to walk. There is more safety in numbers.*

*Far too many people setting up begging areas on the streets. They sit in groups, have animals present and generate unwelcoming behaviour. It is very intimidating.*

## PRIDE

- 61% (n=1457) agree or strongly agree that they feel a **sense of pride in the Central City**.
- When asked how likely it is that respondents would recommend the Central City to friends and family as a place to visit;
  - 32% (n=760) say it is extremely likely (rating of 9-10), and are considered 'promoters'
  - 31% (n=752) rated 'passively' (rating of 7 – 8), with many commenting that their rating is likely to increase as Central City developments are completed.
  - 37% (n=893) say it is unlikely (rating of 0 – 6) and are considered 'detractors'
- This gives an overall **Net Promoter Score (NPS)\* of -6** (rounded from -5.5.).
- Note that when the 'passive' responses are added to the NPS, the score increases to 26.

\* NPS is calculated by subtracting the percentage of detractors (0 – 6 rating) from the percentage of promoters (9 – 10 rating).

*My score might rise over time as the redevelopment continues. I generally like the way it is going.*

*There are aspects of the central city that have redeveloped well, look great and are better than before. However, the lack of progress with some building sites and huge gaps that remain crush much of the pride I would otherwise have in the central city.*