

# Life in Christchurch Central City 2021

## Summary Results

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Survey in field: March 2021

Number of respondents: 3160

### LIVING IN THE CENTRAL CITY

- 7% (n=153) of respondents would consider moving to the central city in the next one or two years, with a further 23% (n=490) who would consider moving in the next five to ten years.
- The proportion of those who would not consider moving to the central city under any circumstances has increased to 57% (n=1204) up from 48% in 2020. The top reasons being:
  - The types of housing in the central city do not meet my needs (56%)
  - Lifestyle factors (54%)
  - There is not enough parking (54%)
- The top reasons respondents have chosen to live in the central city (10%, n= 273) are:
  - It suits my lifestyle (62%)
  - It is within walking distance to shops, cafes and restaurants (58%) which respondents also thought would appeal to others looking to move into the central city
  - I prefer to live in the central city (49%)

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*I have cats and a dog the sections in the central city are too compact and small for my lifestyle*

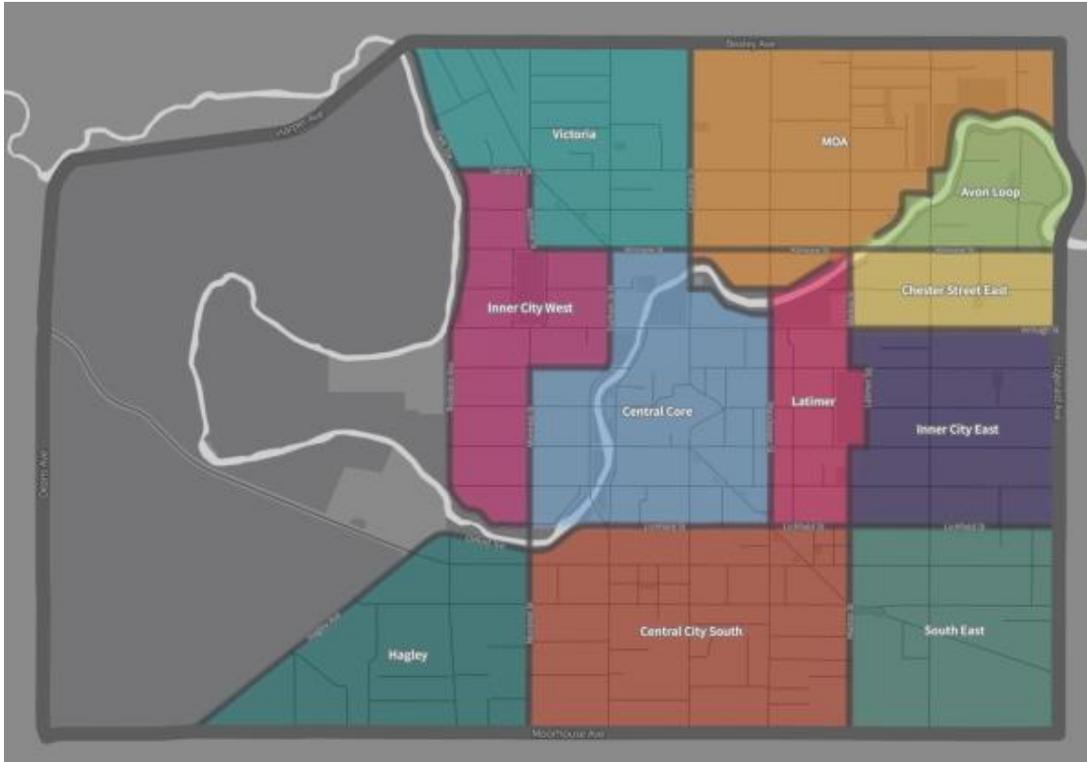
*Important that there are housing options for families - these are limited and getting fewer in favour of the small units that are being developed*

*I only live a couple of blocks away from fitzgerald ave and so feel close enough to all the central city ammenities (walking/biking distance) that a move is not needed.*

### HOUSING IN THE CENTRAL CITY

- Respondents would most prefer to live inside the central city in a neighbourhood with a mixture of activities where they have their own personal outdoor space (35% (n=225) rating this their number one option).
- The least preferred type of neighbourhood is inside the central city in a neighbourhood where there is mostly other homes (35% (n=224) rating this their least preferred option).
- 67% (n=1725) disagree or strongly disagree that the central city provides affordable housing options. This is a slight increase from 62% in 2020.

- When respondents were asked which neighbourhood they would most prefer to live in, 60% (n=353) selected Inner City West, followed by Victoria (40%, n=238) and the Central Core (31%, n=183).
- The top reasons for selecting these areas all related to the proximity of natural features, shopping, cafes, bars, restaurants and a range of things to do.



*We would love to live in Central city but not many 3 or 4 bedroom options for a family.*

*Housing is too expensive in CBD for what it is.*

*Would love to have my own place in the city but I'm priced out! Love the idea of central city living though.*

#### WORKING IN THE CENTRAL CITY

- Of the 30% that work in the central city, 58% (n=454) report working from home in a normal working week.
- 68% (n=310) of those who work from home in a normal week, also say that they work from home **more now** compared to pre-Covid.

#### FACILITIES

- The majority of respondents agree or strongly agree that the central city offers:
  - A range of bars and restaurants
  - Access to parks, open spaces and other outdoor recreation opportunities
  - A range of cafes
  - A range of entertainment opportunities

- Access to a range of shops and services that meet every day needs

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*There are mall shops and big chains, but where are the funky independent shops? Used bookstores, record stores, vintage clothing shops, small art galleries, etc are still missing. Also, there are "a range" of cafes because there are many, but they are all very similar.*

*There needs to be more variety of shops in the city. Eg farmers or kmart etc, a cheaper alternative to the high end shops that are there. Also more supermarket like the fresh choice at the crossing*

*There may be numerous cafes and restaurants but few offer service after 8 or 9pm.*

*Limited supermarket access on the northern side of the CBD*

### VISITING THE CENTRAL CITY

- 49% (n=1166) of respondents have visited the central city within the past 7 days of completing the survey for non-work or education purposes, with a further 31% (n=749) visiting in the last month. This is a slight drop compared to 2020.
- 55% (n=1395) agree or strongly agree that the central city is clean and free of litter.
- Similarly, 55% (n=1393) agree or strongly agree that the central city has attractive and inviting open and green spaces.
- 61% (n=1519) find it easy or very easy **to** travel to the central city, while 51% (n=1264) find it easy or very easy to travel **within** the central city.
- The top things that make it difficult for people to travel within the central city are:
  - Roadworks and road closures
  - The 30km/h speed limit
  - E-scooters on footpaths and in pedestrian spaces
  - Other – many comments in this option specified parking

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*More green space and trees (shade) needed in the cbd*

*It's mostly easy to travel on foot, the only issue for me would be a certain awareness around safety at certain hours, in less densely packed places.*

*Love going into the city especially the Terraces and Riverside Market. The Cathedral Square lets everything down though and is a complete eye sore*

*Parking is an issue and expensive*

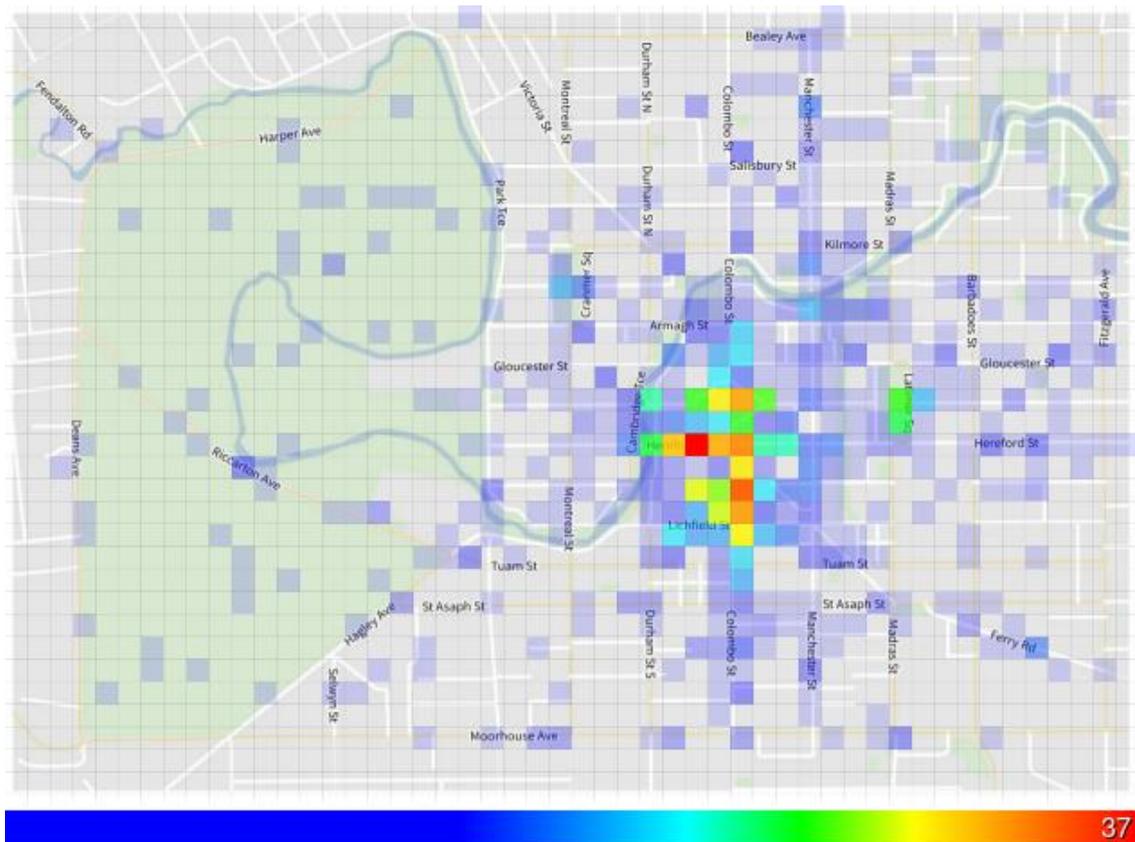
*Bring back the shuttle!*

### SAFETY IN THE CENTRAL CITY

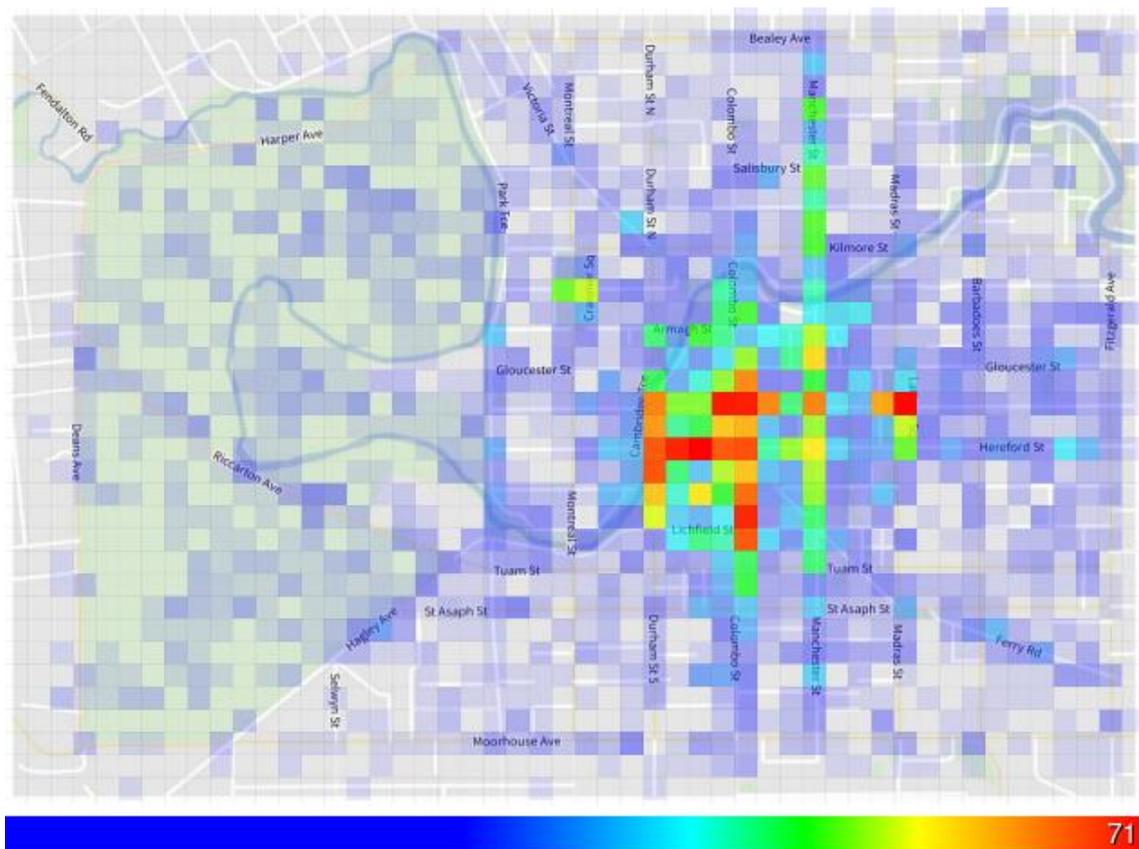
- Safety in the central city is an increasing issue particularly after dark with 44% (n=1113) saying that they feel a bit unsafe or very unsafe. This is a significant increase from 2020 at 32%.

- The main reasons respondents feel unsafe in the central city after dark include:
  - People under the influence of drugs and alcohol
  - Anti-social behaviour
  - Homeless people
- This year respondents were asked to locate on a map where in general they feel unsafe in the central city after dark. Areas along Oxford Terrace, Colombo Street, Hereford Street and Latimer Square were particularly prominent areas where respondents do not feel safe.

*What area/s of the central city do you generally feel unsafe in during the day?*



What area/s of the central city do you generally feel unsafe in after dark?



*Bigger police presence and better lighting would be fantastic*

*Beggars are increasingly a problem. Numbers are growing and the tactics used are increasingly confrontational and intimidating.*

*As a female particularly, I definitely have an increased awareness of safety at certain hours and wouldn't walk certain areas alone - those being mostly where there is few people, poor lighting/isolated.*

*Everything closes at 5pm and there's no one around in the evening. Cashel Mall is empty. We need more residences and more businesses open in the evenings to put eyes on the street.*

*Certain areas have become occupied by congregations of beggars and homeless people, who can sometimes be rowdy or intimidating.*

*Recent violent incidents in the centre of town mean I feel less safe while there*

#### PRIDE IN THE CENTRAL CITY

- 55% (n=1308) agree or strongly agree that they feel a sense of pride in the central city, this is a slight decrease from 2020 where 61% felt a sense of pride in the central city.
- The top reasons respondents feel a sense of pride in the central city are:
  - Christchurch Botanic Gardens
  - Tūranga Library

- The parks and natural environment
- Respondents were asked how likely they would be to recommend the central city to friends and family. 41% (n=1022) were detractors, 33% (n=827) were passive and 26% (n=657) were promoters, giving an overall Net Promoter Score (NPS) of -14.57 (Promoters minus the Detractors). This is a decrease from the score in 2020 of -6.
  - Conversely, the NPS for those who have visited the central city in the last 7 days is 5.15, compared to those who have visited the central city 1 – 5 years ago with a NPS of -78.57.

*The empty lots and badly damaged Buildings are still awful to see*

*The new buildings in the city are brilliant, as are the new street scapes and things like the river walk. However the old damaged buildings and empty lots are still an issue.*

*the number of gravel carparks in the central city doesn't exactly add to the visual appeal of the city's streets.*

*Some areas are amazing, others just awful. It's still such a mishmash.*

*Some highlights, some lowlights, quite a lot of average concrete and glass new buildings lacking mixed-use development that makes a city interesting and alive.*

## RESPONDENT DEMOGRAPHICS

Grouped Age	24 years and under	25 - 49 years	50 - 64 years	65+ years
%	3%	39%	31%	26%

Ethnicity	%	Count
NZ European	82%	2042
Other (Please Specify)	8%	195
British & Irish	7%	184
Maori	5%	120
Other European	4%	103
Australian	2%	42
American	2%	39

Chinese	1%	27
Canadian	1%	25
Indian	1%	18
Latin American	1%	18
Samoan	1%	15
African	1%	15
Middle Eastern	1%	13

Note: Only includes ethnic groups where 1% or more of respondents identifying with.

<b>Ward</b>	<b>%</b>
Burwood	5%
Cashmere	12%
Central	8%
Coastal	8%
Fendalton	10%
Halswell	8%
Harewood	6%
Heathcote	9%
Hornby	3%
Innes	3%
Linwood	8%
Papanui	4%
Riccarton	5%
Spreydon	6%
Waimairi	4%