

## HOUSING POLL July 2021

**CLIENT:** Glenpanel LP

**POLL DATES:** Wednesday 07 July to Monday 20 July 2021. The median response was collected on Thursday 15 July 2021.

**TARGET POPULATION:** Residents of Queenstown Lakes District.

**SAMPLE POPULATION:** Residents of Queenstown Lakes District who are contactable on a landline or mobile phone.

**SAMPLE SIZE:** 1,000 respondents agreed to participate.

**SAMPLE SELECTION:** A random selection of 12,000 phone numbers.

**WEIGHTING:** The results are weighted to reflect the overall Queenstown Lakes District population in terms of gender, age, and area.

**SAMPLE ERROR:** Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.1%, at the 95% confidence level. For the question with 500 responses the sampling error is +/- 4.4%

**CODE COMPLIANCE:** This poll was conducted in accordance with the Research Association New Zealand Code of Practice and the International Chamber of Commerce/European Society for Opinion and Market Research Code on Market and Social Research.

## EXECUTIVE SUMMARY

- Housing affordability is seen as very important by a large majority of Queenstown Lakes District Residents with 63% calling it extremely or very important and only 13% as somewhat or not very important.
- Women are more concerned about housing affordability than men
- A large majority support new residential development that will provide more affordable housing with 62% in favour and only 26% opposed
- Net support (support less opposition) for new residential developments is +27% amongst current homeowners and +49% amongst renters.
- Residents believe the central Government, the local Council and the banks have all done poorly in keeping house prices affordable with 48% saying the Government is doing poorly, 41% the Council and 32% the banks. Only 4% say the Government is doing a good job, 11% for the Council and 15% for banks.
- Development of Ladies Mile is backed by a plurality of 42% with 37% opposed and 21% undecided.
- There is a strong difference by age in terms of support for Ladies Mile development. 54% of under 40s support it compared to 24% of over 60s.
- There is also a strong difference of support for Ladies Mile by current home ownership status. 32% of homeowners support it compared to 53% of renters.

Some people have expressed concern about the cost of purchasing a house in Queenstown. How serious an issue do you think this is – extremely important, very important, moderately important, somewhat important or not very important?

|                                                                                                                                                                                                                                         |                      | Count | Col % |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-------|-------|
| Some people have expressed concern about the cost of purchasing a house in Queenstown. How serious an issue do you think this is – extremely important, very important, moderately important, somewhat important or not very important? | Extremely important  | 413   | 39%   |
|                                                                                                                                                                                                                                         | Very important       | 253   | 24%   |
|                                                                                                                                                                                                                                         | Moderately important | 198   | 19%   |
|                                                                                                                                                                                                                                         | Somewhat important   | 37    | 3%    |
|                                                                                                                                                                                                                                         | Not very important   | 103   | 10%   |
|                                                                                                                                                                                                                                         | Unsure/refuse        | 48    | 5%    |
|                                                                                                                                                                                                                                         | Total                | 1052  | 100%  |

63% of QLC residents say the cost of housing in Queenstown is either an extremely or very important issue.

|                                                                                                                                                                                                                                         |                      | Gender |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------|-------|
|                                                                                                                                                                                                                                         |                      | Female | Male  |
|                                                                                                                                                                                                                                         |                      | Col %  | Col % |
| Some people have expressed concern about the cost of purchasing a house in Queenstown. How serious an issue do you think this is – extremely important, very important, moderately important, somewhat important or not very important? | Extremely important  | 44%    | 35%   |
|                                                                                                                                                                                                                                         | Very important       | 28%    | 21%   |
|                                                                                                                                                                                                                                         | Moderately important | 10%    | 26%   |
|                                                                                                                                                                                                                                         | Somewhat important   | 5%     | 2%    |
|                                                                                                                                                                                                                                         | Not very important   | 5%     | 14%   |
|                                                                                                                                                                                                                                         | Unsure/refuse        | 8%     | 2%    |
|                                                                                                                                                                                                                                         | Total                | 100%   | 100%  |

72% of women and 56% of men say it is extremely or very important.

|                                                                                                                                                                                                                                         |                      | Age Group |         |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|---------|-------|
|                                                                                                                                                                                                                                         |                      | 18 - 40   | 41 - 60 | 61+   |
|                                                                                                                                                                                                                                         |                      | Col %     | Col %   | Col % |
| Some people have expressed concern about the cost of purchasing a house in Queenstown. How serious an issue do you think this is – extremely important, very important, moderately important, somewhat important or not very important? | Extremely important  | 35%       | 43%     | 46%   |
|                                                                                                                                                                                                                                         | Very important       | 24%       | 22%     | 27%   |
|                                                                                                                                                                                                                                         | Moderately important | 23%       | 15%     | 10%   |
|                                                                                                                                                                                                                                         | Somewhat important   | 3%        | 4%      | 4%    |
|                                                                                                                                                                                                                                         | Not very important   | 10%       | 11%     | 8%    |
|                                                                                                                                                                                                                                         | Unsure/refuse        | 4%        | 6%      | 5%    |
|                                                                                                                                                                                                                                         | Total                | 100%      | 100%    | 100%  |

|                                                                                                                                   |                      | Area      |       |            |        |          |
|-----------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-------|------------|--------|----------|
|                                                                                                                                   |                      | Arrowtown | Rural | Queenstown | Wanaka | Frankton |
|                                                                                                                                   |                      | Col %     | Col % | Col %      | Col %  | Col %    |
| Some people have expressed concern about the cost of purchasing a house in Queenstown. How serious an issue do you think this is? | Extremely important  | 71%       | 37%   | 44%        | 23%    | 57%      |
|                                                                                                                                   | Very important       | 13%       | 5%    | 26%        | 39%    | 23%      |
|                                                                                                                                   | Moderately important | 7%        | 30%   | 9%         | 22%    | 17%      |
|                                                                                                                                   | Somewhat important   | 0%        | 1%    | 8%         | 3%     | 1%       |
|                                                                                                                                   | Not very important   | 9%        | 13%   | 11%        | 10%    | 3%       |
|                                                                                                                                   | Unsure/refuse        | 0%        | 13%   | 2%         | 3%     | 0%       |
|                                                                                                                                   | Total                | 100%      | 100%  | 100%       | 100%   | 100%     |

|                                                                                                                                                                                                                                         |                      | Home Ownership |                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------------|-------------------|
|                                                                                                                                                                                                                                         |                      | Own home       | Someone else owns |
|                                                                                                                                                                                                                                         |                      | Col %          | Col %             |
| Some people have expressed concern about the cost of purchasing a house in Queenstown. How serious an issue do you think this is – extremely important, very important, moderately important, somewhat important or not very important? | Extremely important  | 41%            | 37%               |
|                                                                                                                                                                                                                                         | Very important       | 24%            | 24%               |
|                                                                                                                                                                                                                                         | Moderately important | 17%            | 22%               |
|                                                                                                                                                                                                                                         | Somewhat important   | 3%             | 5%                |
|                                                                                                                                                                                                                                         | Not very important   | 10%            | 10%               |
|                                                                                                                                                                                                                                         | Unsure/refuse        | 6%             | 2%                |
|                                                                                                                                                                                                                                         | Total                | 100%           | 100%              |

## Do you agree that there is a need for new residential developments that provide more affordable housing in the Queenstown region?

|                                                                                                                                   |               | Count | Col % |
|-----------------------------------------------------------------------------------------------------------------------------------|---------------|-------|-------|
| Do you agree that there is a need for new residential developments that provide more affordable housing in the Queenstown region? | Yes           | 655   | 62%   |
|                                                                                                                                   | No            | 276   | 26%   |
|                                                                                                                                   | Unsure/refuse | 121   | 11%   |
|                                                                                                                                   | Total         | 1052  | 100%  |

62% of residents support new residential developments to provide more affordable housing.

|                                                                                                                                   |               | Gender          |               |
|-----------------------------------------------------------------------------------------------------------------------------------|---------------|-----------------|---------------|
|                                                                                                                                   |               | Female<br>Col % | Male<br>Col % |
| Do you agree that there is a need for new residential developments that provide more affordable housing in the Queenstown region? | Yes           | 71%             | 55%           |
|                                                                                                                                   | No            | 21%             | 31%           |
|                                                                                                                                   | Unsure/refuse | 8%              | 14%           |
|                                                                                                                                   | Total         | 100%            | 100%          |

|                                                                                                                                   |               | Age Group        |                  |              |
|-----------------------------------------------------------------------------------------------------------------------------------|---------------|------------------|------------------|--------------|
|                                                                                                                                   |               | 18 - 40<br>Col % | 41 - 60<br>Col % | 61+<br>Col % |
| Do you agree that there is a need for new residential developments that provide more affordable housing in the Queenstown region? | Yes           | 63%              | 61%              | 63%          |
|                                                                                                                                   | No            | 24%              | 30%              | 27%          |
|                                                                                                                                   | Unsure/refuse | 13%              | 9%               | 10%          |
|                                                                                                                                   | Total         | 100%             | 100%             | 100%         |

|                                                                                                                                   |               | Area               |                |                     |                 |                   |
|-----------------------------------------------------------------------------------------------------------------------------------|---------------|--------------------|----------------|---------------------|-----------------|-------------------|
|                                                                                                                                   |               | Arrowtown<br>Col % | Rural<br>Col % | Queenstown<br>Col % | Wanaka<br>Col % | Frankton<br>Col % |
| Do you agree that there is a need for new residential developments that provide more affordable housing in the Queenstown region? | Yes           | 59%                | 50%            | 59%                 | 62%             | 88%               |
|                                                                                                                                   | No            | 30%                | 48%            | 24%                 | 20%             | 9%                |
|                                                                                                                                   | Unsure/refuse | 11%                | 3%             | 17%                 | 18%             | 3%                |
|                                                                                                                                   | Total         | 100%               | 100%           | 100%                | 100%            | 100%              |

|                                                                                                                                   |               | Home Ownership |                   |
|-----------------------------------------------------------------------------------------------------------------------------------|---------------|----------------|-------------------|
|                                                                                                                                   |               | Own home       | Someone else owns |
|                                                                                                                                   |               | Col %          | Col %             |
| Do you agree that there is a need for new residential developments that provide more affordable housing in the Queenstown region? | Yes           | 59%            | 67%               |
|                                                                                                                                   | No            | 32%            | 18%               |
|                                                                                                                                   | Unsure/refuse | 9%             | 15%               |
|                                                                                                                                   | Total         | 100%           | 100%              |

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I'm going to read out a list of entities that have a role in housing. For each entity please tell me how well you think they are doing in terms of ensuring house prices are affordable with the choices being very poor, poor, good or very good.

|                                       |               | Count | Col % |
|---------------------------------------|---------------|-------|-------|
| The central Government                | Very poor     | 199   | 20%   |
|                                       | Poor          | 281   | 28%   |
|                                       | Average       | 265   | 26%   |
|                                       | Good          | 33    | 3%    |
|                                       | Very good     | 7     | 1%    |
|                                       | Unsure/refuse | 226   | 22%   |
| The Queenstown Lakes District Council | Very poor     | 123   | 12%   |
|                                       | Poor          | 289   | 29%   |
|                                       | Average       | 244   | 24%   |
|                                       | Good          | 115   | 11%   |
|                                       | Very good     | 4     | 0%    |
|                                       | Unsure/refuse | 236   | 23%   |
| Banks                                 | Very poor     | 116   | 12%   |
|                                       | Poor          | 197   | 20%   |
|                                       | Average       | 303   | 30%   |
|                                       | Good          | 146   | 14%   |
|                                       | Very good     | 5     | 1%    |
|                                       | Unsure/refuse | 242   | 24%   |

The net ratings (good less poor) for each entity is:

- Central Government -44%
- QLDC -30%
- Banks -17%

## Do you support or oppose development of Ladies Mile?

|                             |               | Count | Col % |
|-----------------------------|---------------|-------|-------|
| Development of Ladies Miles | Support       | 221   | 42%   |
|                             | Oppose        | 194   | 37%   |
|                             | Unsure/refuse | 112   | 21%   |
|                             | Total         | 527   | 100%  |

42% support and 37% oppose the development of Ladies Mile.

Note this question was only asked to respondents from 15 to 19 July.

|                             |               | Gender |       |
|-----------------------------|---------------|--------|-------|
|                             |               | Female | Male  |
|                             |               | Col %  | Col % |
| Development of Ladies Miles | Support       | 26%    | 51%   |
|                             | Oppose        | 50%    | 29%   |
|                             | Unsure/refuse | 24%    | 20%   |
|                             | Total         | 100%   | 100%  |

|                             |               | Age Group |         |       |
|-----------------------------|---------------|-----------|---------|-------|
|                             |               | 18 - 40   | 41 - 60 | 61+   |
|                             |               | Col %     | Col %   | Col % |
| Development of Ladies Miles | Support       | 54%       | 28%     | 24%   |
|                             | Oppose        | 30%       | 44%     | 47%   |
|                             | Unsure/refuse | 16%       | 28%     | 29%   |
|                             | Total         | 100%      | 100%    | 100%  |

A big difference by age with under 40s strongly in favour and over 40s against.

|                             |               | Area      |       |            |        |          |
|-----------------------------|---------------|-----------|-------|------------|--------|----------|
|                             |               | Arrowtown | Rural | Queenstown | Wanaka | Frankton |
|                             |               | Col %     | Col % | Col %      | Col %  | Col %    |
| Development of Ladies Miles | Support       | 9%        | 55%   | 18%        | 39%    | 74%      |
|                             | Oppose        | 91%       | 38%   | 55%        | 20%    | 23%      |
|                             | Unsure/refuse | 0%        | 7%    | 27%        | 41%    | 3%       |
|                             | Total         | 100%      | 100%  | 100%       | 100%   | 100%     |

Support for the development in rural area, Wanaka and Frankton. Opposition in Arrowtown and Queenstown.

|                             |               | Home Ownership |              |
|-----------------------------|---------------|----------------|--------------|
|                             |               | Own home       | Someone else |
|                             |               | Col %          | owns Col %   |
| Development of Ladies Miles | Support       | 32%            | 53%          |
|                             | Oppose        | 43%            | 30%          |
|                             | Unsure/refuse | 25%            | 17%          |
|                             | Total         | 100%           | 100%         |

Those who already own a home are opposed but those who rent are supportive.

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**Curia Market Research**

**20 July 2021**

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